

## Company Overview

**Creating alcohol-free environments to increase productivity and save lives.** That is the mission of Boulder, CO-based SOBR Safe, Inc. The company is integrating a *preventative* detection technology platform through partnership, licensing and acquisitions, and is in prototype phase with its launch product: the patent-pending, proprietary SOBR®Check device - a non-invasive, touch-based identity verification and alcohol detection solution.

Each year, alcohol-related injuries, deaths and lost productivity costs American employers and insurers **\$63 billion**. One half of all industrial accidents involve alcohol, and commercial fleets suffer from over 11,000 alcohol-related accidents each year. SOBR Safe has a plan and prototype technology to address this problem. The SOBR®Check solution is the only *preventative* transdermal alcohol detection system in the U.S. market, and it is further augmented by a biometric fingerprint sensor – linking detection results to a unique individual. Data is delivered real-time through SOBR Safe's cloud-based SaaS interface to Human Resources or Occupational Safety officers, empowering them to enforce their Zero Tolerance policies.

The company is also evaluating a consumer wearable solution, and additional potential integrations for cocaine, marijuana and opioids detection.

## SOBRsafe Initiates Commercial Launch with Hire of Chief Revenue Officer

Nov 16 2021, 9:00 AM EST

## SOBRsafe Closes on its \$3.0 Million Financing

Sep 29 2021, 4:55 PM EDT

## SOBRsafe Secures \$3.0 Million Financing from Leading Healthcare Fund

Sep 27 2021, 4:05 PM EDT

## Investor Relations

[investor.relations@sobrsafe.com](mailto:investor.relations@sobrsafe.com)

## Management Team

### Kevin Moore

Chief Executive Officer

### David Gandini

Chairman, Chief Revenue Officer & Interim Chief Financial Officer

### Dean Watson

Chief Technology Officer

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## SOBR Safe, Inc.

885 Arapahoe Avenue  
Boulder, CO 80302

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## Disclaimer

Except for the historical information contained here in, the matters discussed in this document are forward-looking statements that involve risks and uncertainties, including but not limited to business conditions and the amount of growth in our industry and general economy, competitive factors, and other risks detailed from time to time in the Company's SEC reports, including but not limited to its annual reports on form 10-K and its quarterly reports on Form 10-Q. The company does not undertake any obligation to update forward-looking statements. All trademarks and brand name are the property of their respective companies.