

Q4 2023



EMPOWERING POSITIVE OUTCOMES

Instant | Accurate | Hygienic | Connected

Nasdaq: **SOBR** **SOBRsafe.com**





Safe Harbor Statement

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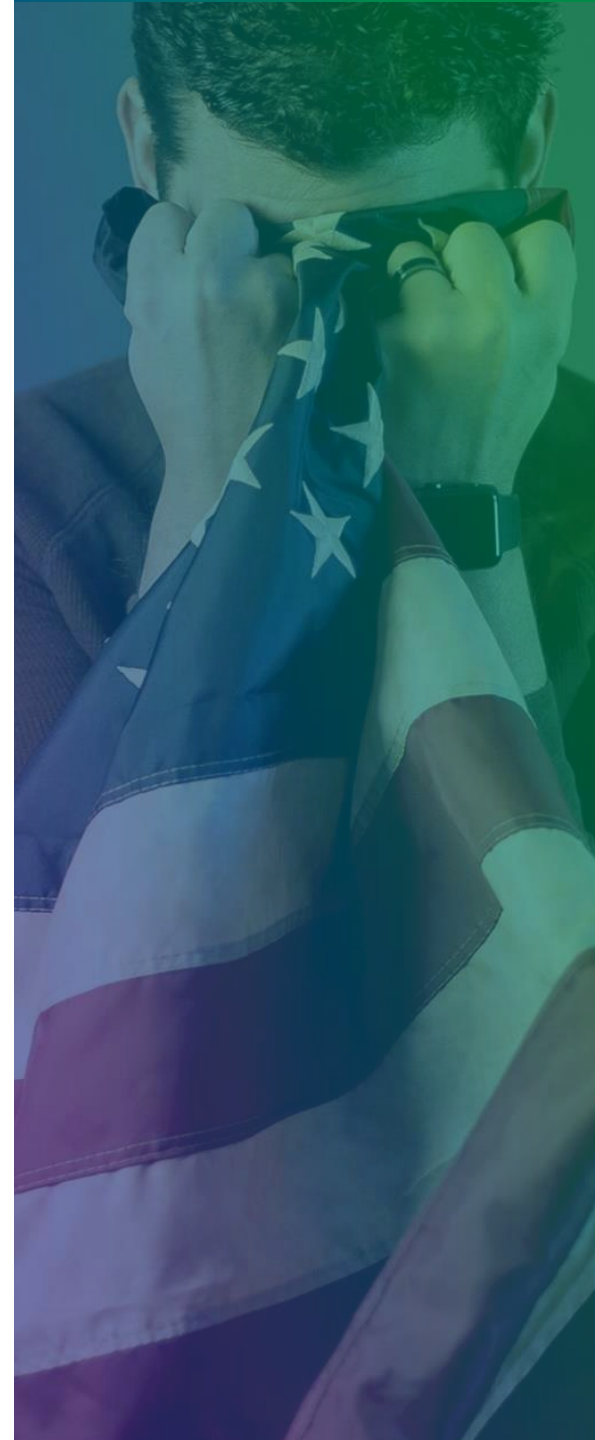




America's Alcohol Abuse Epidemic



Justice | Health Care | Crashes | Work Productivity





Our Mission

We seek to create safer environments, improve behavioral outcomes and help save lives.





Our Technology

Technology Summary

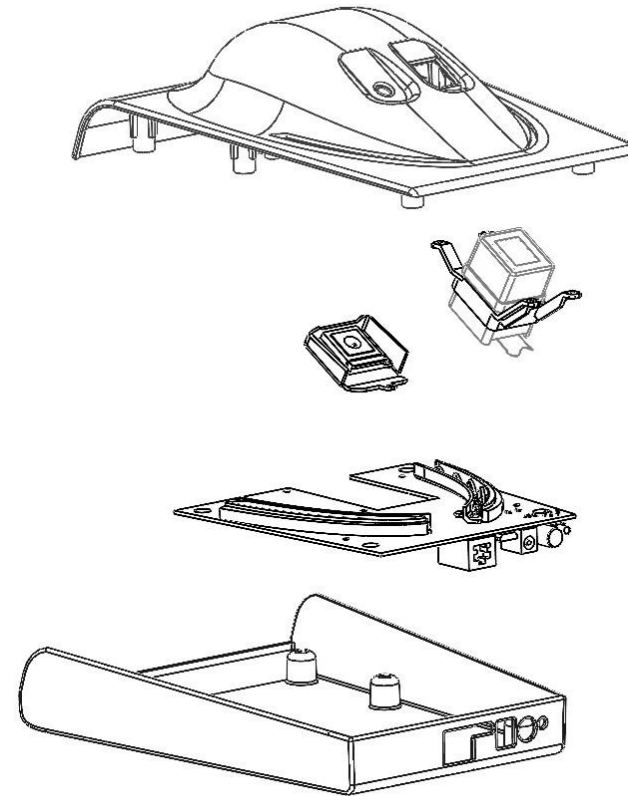
- Combines NIAA-awarded gas sensor with proprietary algorithms
- Significant investment in product development over 2+ years
- Successfully deployed in market for nearly 2 years

Transdermal Detection

- Body emits alcohol vapor through pores as we metabolize
- Detection through skin slightly delayed against breath

Our Advantage


- Top tier detection accuracy standard at 0.02 BrAC baseline
- Accuracy approaches 99% at heavy consumption levels
- Detects 2-3x faster than SCRAM ankle bracelets
- Detects for an extended period vs. breathalyzers





A Superior Solution for Alcohol Management





Home

Manage Employees

Summary

Admins

Settings

Company Details

Distribution List

Data Syncing

Tutorials

Back to Admin

Summary

Scan Summary

Search

Cloud

Print

Filter

| Name | Time Zone | Scan Time | Device | Location | Alcohol Level |
|---------------------|-----------------------|---------------------------|--------------|-------------------|---------------|
| Scott Bennett | Eastern Daylight Time | May 24th 2023, 5:04:08 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Quasi Real Jeremiah | Eastern Daylight Time | May 24th 2023, 5:03:10 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Daiva Wise | Eastern Daylight Time | May 24th 2023, 5:02:27 pm | CK01AF000018 | 26 Willowleaf Dr. | Fail |
| Alex Test | Eastern Daylight Time | May 24th 2023, 5:01:01 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Scott Bennett | Eastern Daylight Time | May 24th 2023, 4:54:19 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Daiva Wise | Eastern Daylight Time | May 24th 2023, 4:52:06 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Alex Test | Eastern Daylight Time | May 24th 2023, 4:51:19 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Scott Bennett | Eastern Daylight Time | May 24th 2023, 4:44:40 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Quasi Real Jeremiah | Eastern Daylight Time | May 24th 2023, 4:43:29 pm | CK01AF000018 | 26 Willowleaf Dr. | Pass |
| Daiva Wise | Eastern Daylight Time | May 24th 2023, 4:42:37 pm | CK01AF000018 | 26 Willowleaf Dr. | Fail |

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Why?

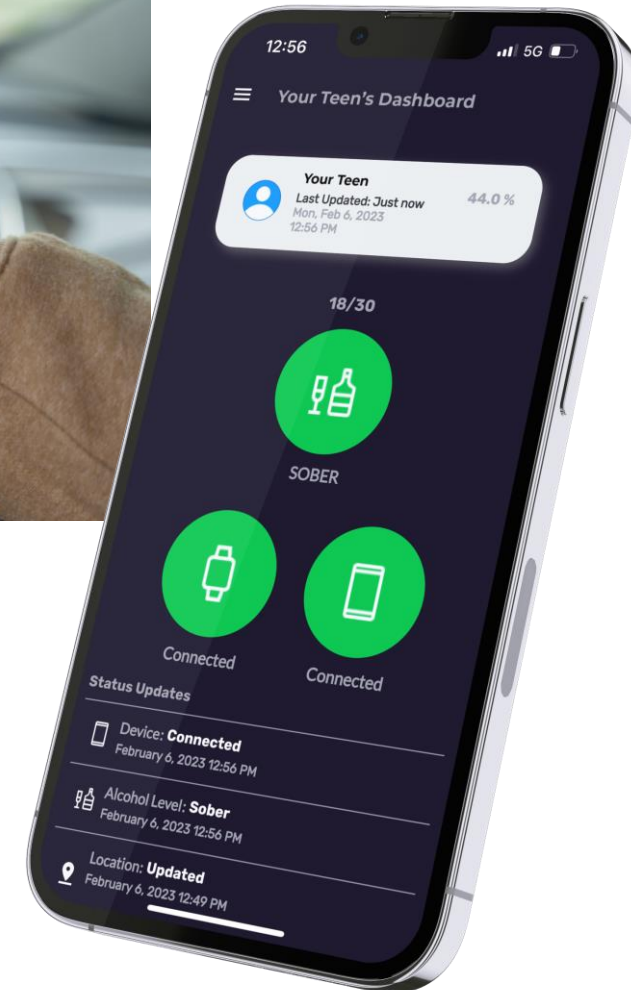
- Instant – real time results, rapid employee throughput
- Accurate – earlier than ankle bracelets, longer than breathalyzers
- Hygienic – no blood, saliva or breath-based contaminants
- Connected – powerful cloud-based reporting, data aggregation



**Award-Winning
Technology**



Changing the Game with Mobile Monitoring



How?

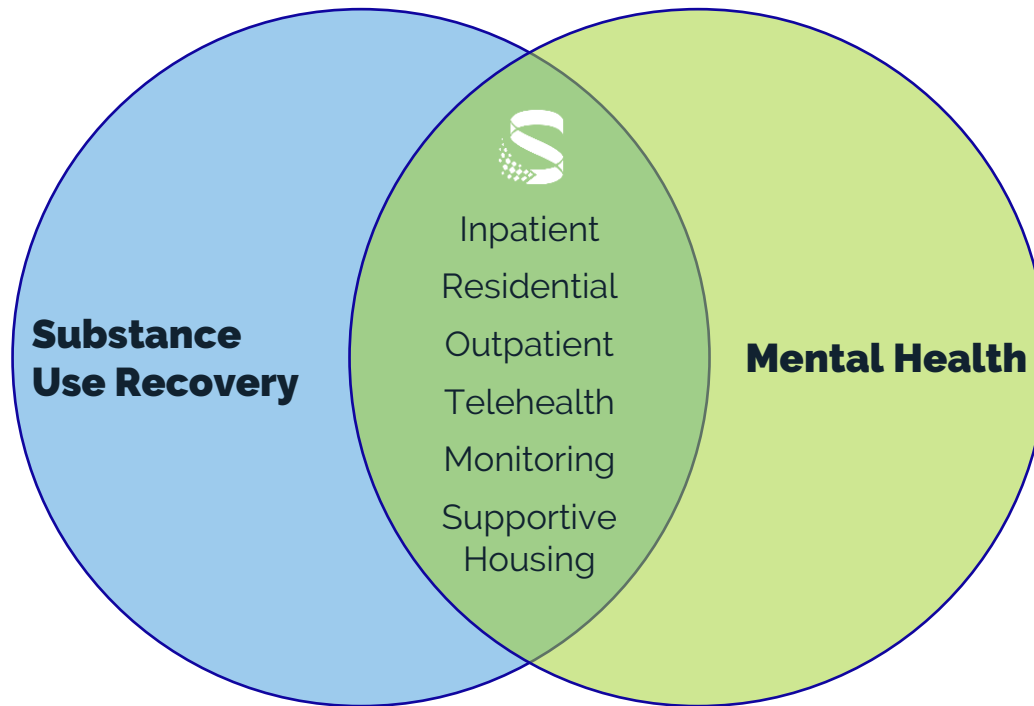
- App-based reporting interface
- Continuous alcohol monitoring and GPS tracking
- Notifications to administrators/parents upon alcohol detection
- Device removal and removal location alerts

Target Markets – Informed Evolution

| |  Justice |  Transportation & Warehousing |  Recovery |
|----------------|---|--|--|
| Initial Target | | | |
| Learnings | Clear need to replace breathalyzers, no budget | Strong interest, inflationary pressure restricting funds | Immediate adoption, demand extends to Mental Health |
| Adjustment | Focus on integrating with providers with contracts | Focus on Oil & Gas – safety priority and earmarked safety budget | Expand focus to greater Behavioral Health market |
| Outcome | Multiple integration negotiations at advanced stage | Established footprint in 16 locations, 200+ users, 73,000 scans | Multiple customers and tech partner integrations underway |

Behavioral Health – Pulled in by Demand

Immediate Applicability



Representative US Market Data

- 2.5 million people treated for AUD each year¹
- 18,000 supportive housing units²
- 16,000 substance abuse treatment centers²
- 41.7 million people receive mental health treatment³
- 12,000 mental health treatment facilities³

SOBRsafe Revenue Model

- ✓ Hardware purchase revenue
 - SOBRcheck - \$799
 - SOBRsure - \$199
- ✓ Monthly SaaS revenue (2 options):
 - Per user - \$17.50
 - Flat rate - variable

MSRP reflected; wholesale and volume prices may vary





2023 Traction

| KPI | January | November | % Increase |
|-------------------|---------|----------|------------|
| Scans | 3,013 | 10,734 | 256% |
| Subscribers/Users | 235 | 456 | 94% |
| Locations | 6 | 24 | 300% |



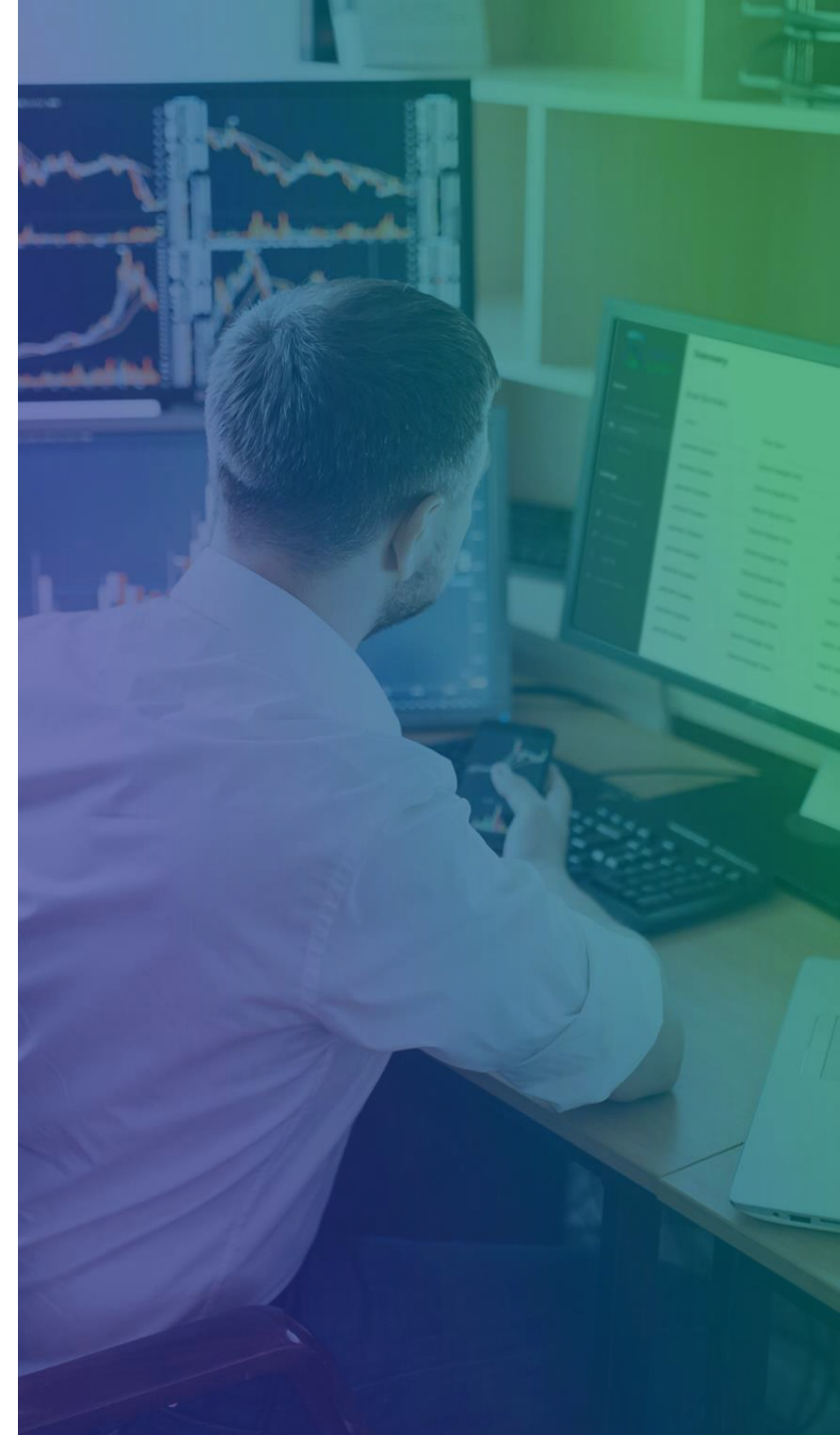
2024 Objectives

- ✓ Q1 digital marketing and PR initiative
- ✓ Behavioral Health systematic national rollout
- ✓ Integrate with patient record AI platforms
- ✓ White labeling in support of product expansion
- ✓ Tech licensing to accelerate growth, enable international expansion

| KPI | Year End |
|-------------------|-----------------------|
| Scans | [Available Jan. 2024] |
| Subscribers/Users | |
| Locations | |

Investment Thesis

- ✓ \$25 million paid in capital
- ✓ First-to-market, disruptive detection technology – hardware + SaaS
- ✓ Traction established and clear expansion path in 3 mega markets
- ✓ Integration, licensing and white labelling could accelerate trajectory
- ✓ Robust IP protection
- ✓ Experienced, accomplished [management team](#)



Questions?





Appendix



Cap Table – 11.30.23

| Category | Share Count |
|---|-------------|
| Common Shares Outstanding | 18,594,570 |
| Convertible Debt | 1,560,849 |
| General Warrants (@ \$1.81 avg.) | 2,601,043 |
| Stock Options | 1,692,473 |
| Restricted Stock Units | 213,040 |
| Uplist Offering Warrants (@ \$2.125) | 3,623,613 |
| PIPE Offering Warrants (@ \$1.35) | 4,054,055 |
| 2023 Convertible Debt Warrants (@ \$1.35) | 386,998 |
| Fully Diluted Shares Outstanding | 32,726,641 |