

SOBR Safe, Inc. (OTCQB: SOBR)

BACKGROUND

The annual cost of alcohol abuse in the U.S. is **\$249 billion**. Nearly half of all industrial accidents with injuries are alcohol-related, and workers with an alcohol problem are **270%** more likely to have an accident.

In response, publicly-traded SOBRsafe™ has developed a proprietary, touch-based identity verification, alcohol detection and cloud-based reporting system – SOBRtech™. SOBRtech™ is transferable across innumerable form factors, including personal wearables, stationary access control and even mobile for law enforcement. A *preventative* solution in a historically reactive industry, it is to be commercially deployed for school buses, commercial fleets, workplaces, managed care, young drivers and more.

This patent-pending "Go/No Go" alcohol detection solution ensures that an intoxicated worker never takes the factory floor, or a driver the vehicle keys. An offender is immediately flagged, and the employer (or parent, rehab sponsor, etc.) is empowered to take the appropriate corrective actions.



 [Click here for the full story](#)

SOBRtech™ LAUNCH STATUS

- **Stationary** – in mfg.; Q2 2021 North American sales
- **Mobile** – Europe sales Q3 2021; North America sales 2022
- **Wearable (band)** – Managed Care pilot begins Q2 2021; Fleet, Manufacturing & Consumer sales Q4 2021
- **Opioids/THC Detection** – tech evaluations underway

Inquiries should be directed to Justin Davis
303.514.4659 | justin.davis@sobrsafe.com | SOBRSafe.com

This brochure has been prepared for informational purposes only and is not to be construed as an offer to sell or the solicitation of an offer to buy any of the securities of SOBR Safe, Inc. No money is being solicited, and if sent in response, will not be accepted. No sales of the securities will be made or commitment to purchase accepted until a Private Placement Memorandum has been delivered to an investor. Subscriptions will only be accepted from "accredited investors". The offering and sale of membership interest in the Offering may only be made pursuant to a definitive written subscription agreement which includes the risk factors attendant upon such an investment. The forecasts and projections contained in this brochure are "forward looking statements" and represent SOBR Safe's best judgment as to what may occur in the future. However, they are subject to risks, uncertainties and important factors beyond the control of SOBR Safe that may differ materially from the results presently anticipated or projected

SOBRsafe Value Proposition

- Saving lives and enhancing profitability
- World's first touch-based, *preventative* alcohol detection solution
- Unprecedented data opportunity for predictive analytics → **insurers** benefit
- On track for Q3 Nasdaq uplist

Market Revenue Applications

- Commercial Fleet Management
- School Bus Safety
- Workplace Access Control
- Telematics
- Consumer
- Managed Care

Technology Launch Status

- Stationary – in mfg.; sales Q2 2021
- Mobile – Europe sales Q3 2021
- Wearable – Q2 Pilot; sales Q4 2021

Customer Considerations

- Strong investor validation: \$4 MM raised
- Globally significant strategic partners
- No capex – monthly per seat fee model

Management Team

- Over 80 years of combined exec. leadership experience
- 6 successful exits combined
- Expertise: manufacturing & testing, international business, negotiations, capital formation, M&A, revenue acceleration, technology, engineering, intellectual property law

