

# Investor Presentation

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First-to-Market Touch-based Alcohol Detection

Instant | Accurate | Hygienic | Connected

Nasdaq: SOBR

# Introducing SOBRsafe™

Touch-based, IoT-enabled *preventative* alcohol detection, with instantaneous data reporting via a SaaS platform

## Our Value Proposition:

- ✓ Disruptive technology to introduce uniform safety measures
- ✓ Protection against catastrophic liabilities due to alcohol use
- ✓ Reduction to operating costs through insurance safety discounts
- ✓ Numerous market applications beyond B2B



# Passive, Uniform Detection with SOBRcheck



- Hygienic – no blood, saliva or breath-based contaminants
- Fast – instantaneous results, employee throughput of 180 per hour
- Dependable – 97% accurate detection of alcohol
- Connected – powerful cloud-based reporting and data management



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

# Markets in Need of Advanced Safety Solutions

Market	Problem <sup>1</sup>	Opportunity
Justice	<p><b>55</b></p> <p>age of breathalyzer tech; poor throughput, hygiene, reporting</p>	<p><b>\$48 MM</b></p> <p>2 MM participants in probation-mandated alcohol testing</p>
Rehabilitation	<p><b>90%</b></p> <p>of patients relapse, causing soaring insurance costs</p>	<p><b>\$1.3 B</b></p> <p>2.5 MM seek alcohol treatment each year in US</p>
Fleet & Workplace	<p><b>47%</b></p> <p>injuries alcohol-related, escalating insurance costs</p>	<p><b>\$14 B</b></p> <p>estimated annual revenue opportunity in US alone</p>

<sup>1</sup>Representative data points only – the full problem is *significantly* more extensive in each market

38%+

Of Workers' Comp claims related to substance abuse in the workplace

3X

The normal level of employee health benefits, as used by substance abusers

300%

Higher medical costs, as incurred by substance abusers

\$3K

Potential increase in insurance rates for teen driver DUI, if coverage not flatly denied

## *All roads lead to insurance...*

- ✓ SOBR data demonstrates safety compliance
- ✓ Data empowers more accurate risk modeling
- ✓ Up to 20% discounts being granted at install
- ✓ Top 100 insurer signed, advocating adoption
- ✓ In talks with 10+ insurers to secure discounts, make SOBRcheck, SOBRsure ≥cost-neutral



# Helping Prevent Underage Drinking & Driving

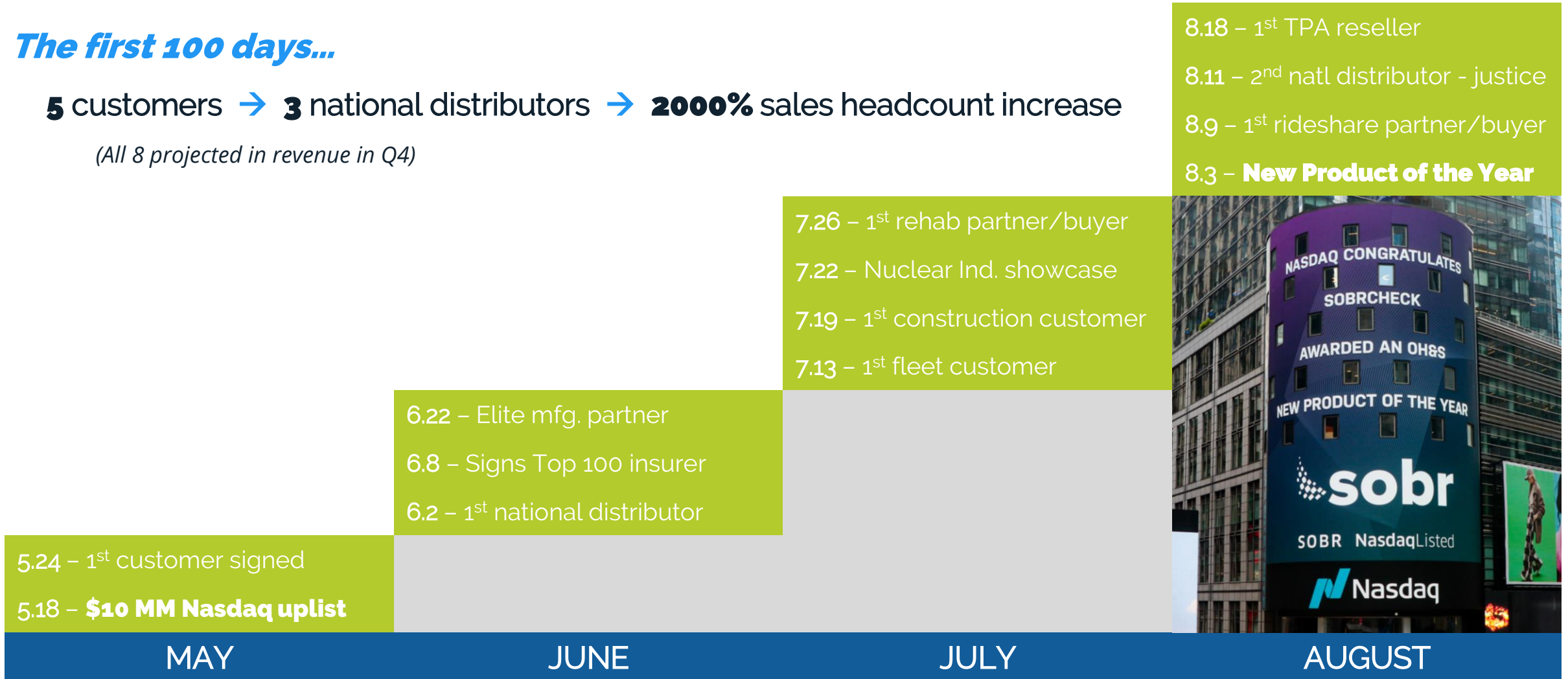
Market	Problem	Opportunity
Young Drivers (Q1 2023)	<b>29%</b> of teen fatal crashes involve an underage drinking driver	<b>\$2.7 B</b> 5 MM US households with teen age 15-17, HHI >\$150,000



## The first 100 days...

5 customers → 3 national distributors → 2000% sales headcount increase

*(All 8 projected in revenue in Q4)*





# Premier Partners for Manufacturing & Customer Service



Design → Engineering  
Manufacturing → Testing



Packaging → Fulfillment →  
Onboarding → Customer Service



FIAT CHRYSLER AUTOMOBILES

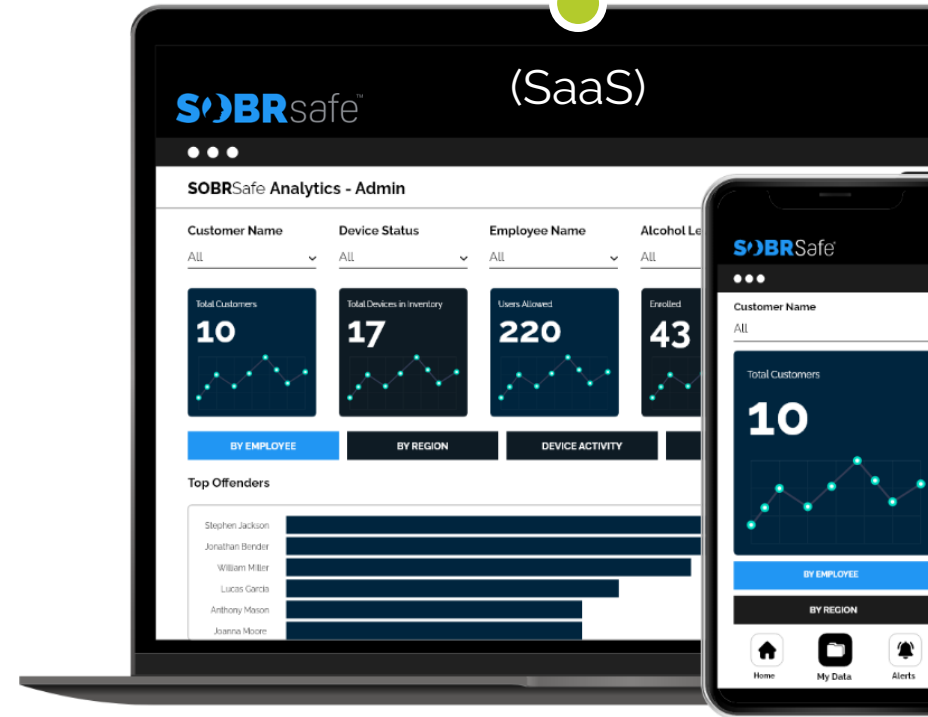
Maximizing quality and scalability



# SOBRsafe Revenue Model

- ✓ Significant recurring revenue (SaaS)
- ✓ ~80% average gross margins
- ✓ Evergreen 60-month contracts
- ✓ Reduced churn (insurance incentives/liability avoidance)
- ✓ Upsell potential with additional products
- ✓ Monthly subscription fee/user model

Device	Unit Purchase Fee	Per User Monthly
Stationary	Free	\$30.00
Wearable	\$299	\$19.95



*Employer Compliance Dashboard*

# Why Invest?

- ✓ **\$15 billion+ Revenue Opportunity** – across core markets Justice, Rehabilitation, Fleet & Workplace
- ✓ **First-to-Market Monitoring Technology** – proprietary, innovative platform for detecting alcohol within a flexible, scalable framework
- ✓ **Key Strategic Partnerships** – Product and go-to-market strategy supported by significant firms in manufacturing, customer service
- ✓ **Recognized Support** – Endorsements from insurers, alcohol testing providers, DUI probation agencies and employers
- ✓ **Customer Adoption, in Revenue** – 5 customers and 3 distributors across core markets Justice, Rehabilitation, Fleet & Workplace
- ✓ **Compelling Financial Model** – Opportunity for significant top-line growth, recurring revenues and ~80% gross margins
- ✓ **Winning Team** – Experienced leadership with technology product rollout expertise, backed by strong sales and marketing team




# Want to learn more? Contact us.

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## Safe Harbor Statement

This presentation of SOBR Safe, Inc. contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. The Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing Sections. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words “believes”, “expects”, “anticipates”, “intends”, “estimates”, “plans”, “projects”, “should”, or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2021.





# Appendix



# Primary Competition - Breathalyzers

## The Case Against Invasive Breathalyzers at Scale

- ✓ Highly unhygienic
- ✓ Inefficient employee throughput
- ✓ Lower accuracy at approximately 84%
- ✓ Disconnected – no online reporting, data management

Breathalyzers are not being used for passive, high-volume, uniform detection



# Cap Table – 10.4.22

Category	Share Count
Common Shares Outstanding	12,899,436
Convertible Debt	255,289
Warrants	2,698,316
Stock Options	1,101,689
Restricted Stock	158,585
Preferred Stock	1,000,000
Uplist Offering Warrants	5,130,000
PIPE Offering Warrants	6,182,433
Fully Diluted Shares Outstanding	29,425,748