

sobr
safe[™]

NASDAQ: SOBR
APRIL 2024

Surety with Dignity[™]



Forward Looking Statements

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. We caution readers not to place undue reliance upon any such forward-looking statements. 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 the Company’s filings with the SEC which can be found on the SEC’s website at www.sec.gov.

Our Focus

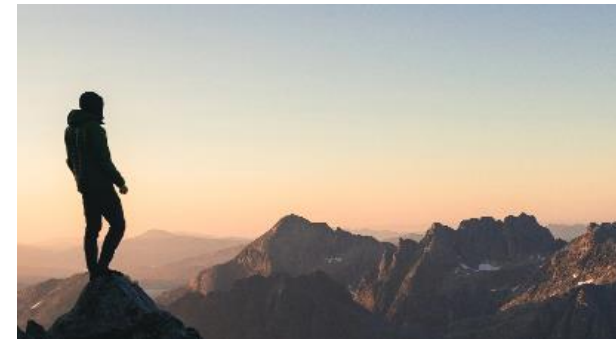
Behavioral Health, Justice & Integration.

Our Mission

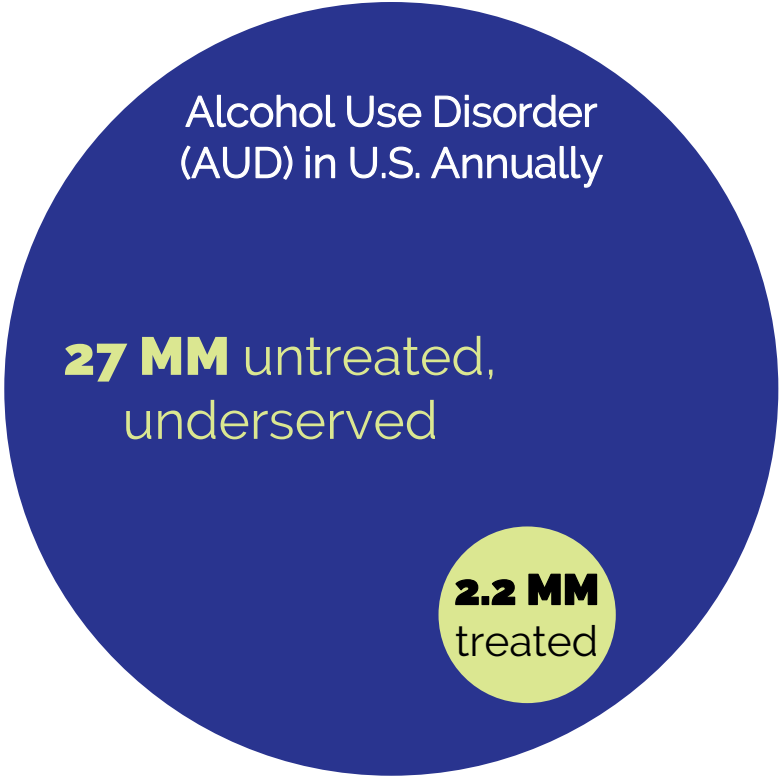
To improve behavioral outcomes and save lives.

Our Vision

Become the global standard for alcohol screening and monitoring.



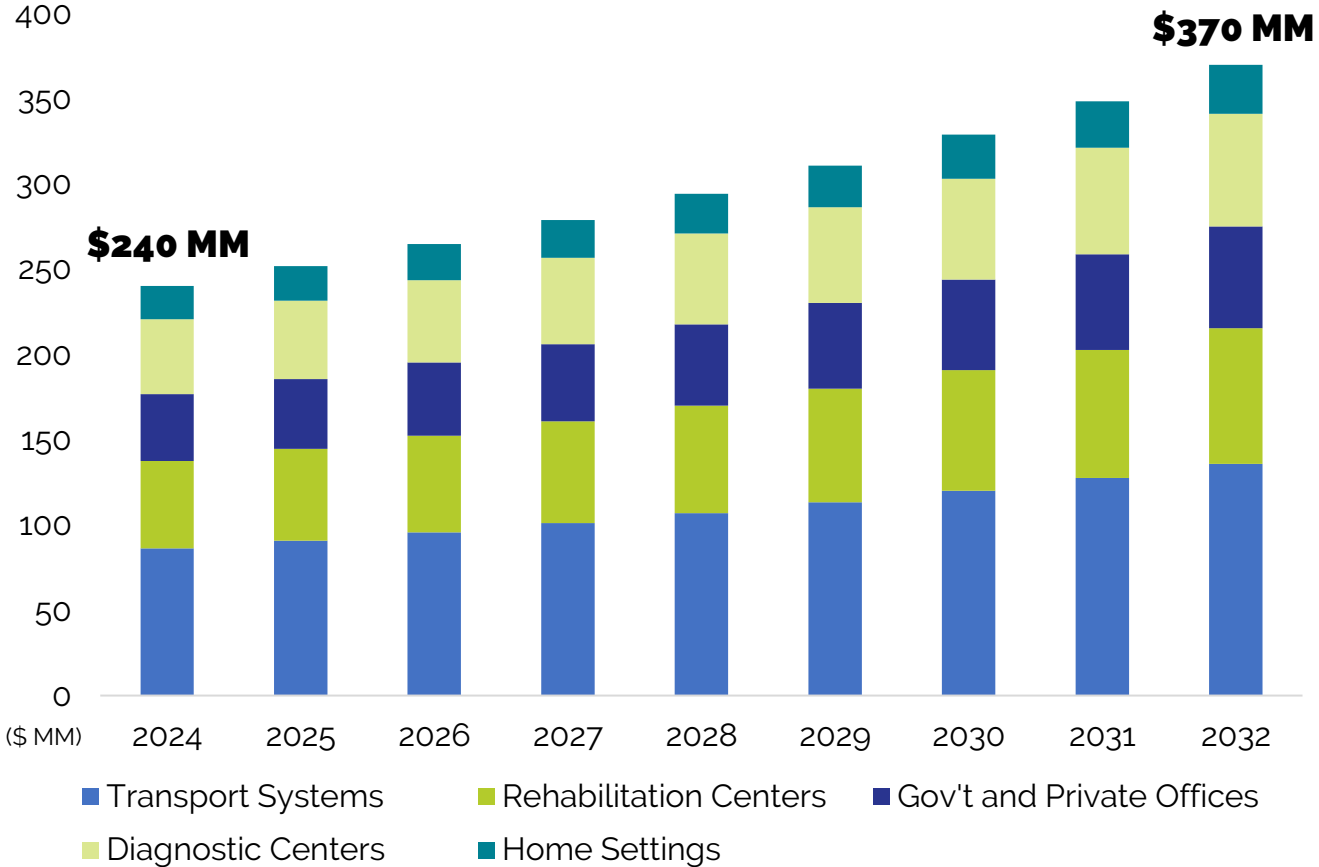
Significant Addressable Market



46,000 behavioral health facilities in U.S.

Sources: NIH, SAMHSA, Statista (totals rounded for clarity)

Point-of-Care Breathalyzer Market



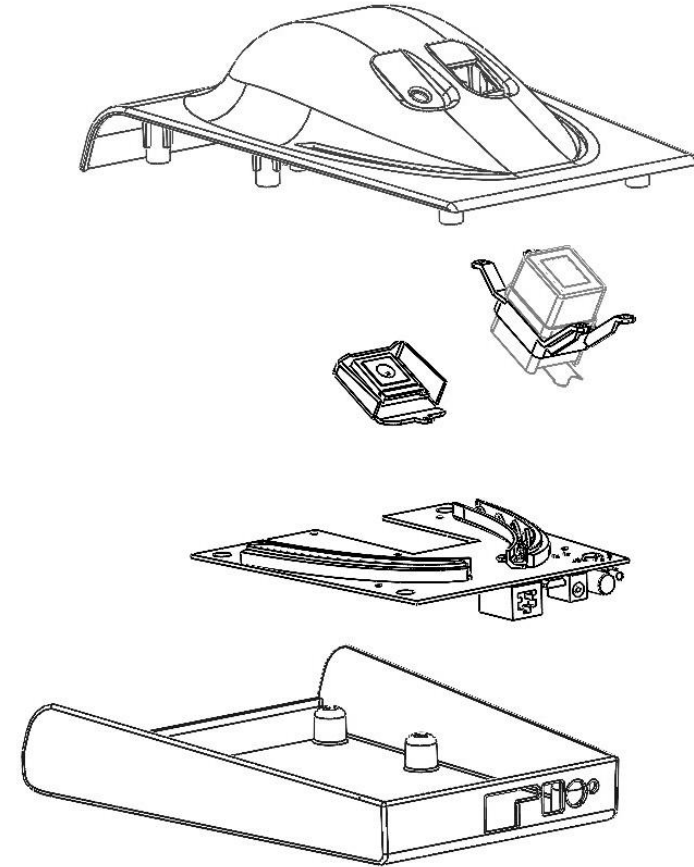
Source: MarkWide Research

SOBRsafe Foundational Technology

SOBRsafe has developed a proprietary transdermal technology that greatly simplifies alcohol detection process.

Transdermal Detection Technology

- Combines NIAAA-awarded gas sensor with proprietary algorithms to capture alcohol vapor emitted through pores
- Top tier detection accuracy standard at 0.02 BrAC baseline
- Accuracy approaches 99% at heavy consumption levels
- Detects 2-3x faster than other transdermals
- Detects for an extended period vs. breathalyzers
- Robust IP protection



Two Unique Applications to Address Alcohol Detection Market

Goal to segment and expand the market with new users and applications.



SOBRcheck
Stationary
Screening

Launched 2022

High Volume/Single-Point segment requires scale and scope:

- Instant – real time results, rapid employee throughput
- Accurate – 89-93% at 3-4 drinks; 99% at 5+ drinks
- Hygienic – no blood, saliva, breath-based contaminants
- Connected – powerful reporting, data aggregation



SOBRsure
Wearable
Monitoring

Launched October 2023

Individual segment requires continuous monitoring:

- Continuous alcohol monitoring and GPS tracking
- Remote alerts upon alcohol detection
- App-based reporting interface
- Device removal, removal location notifications

Disrupting the Alcohol Detection Status Quo

Transformative solutions for both point-of-care screening and remote monitoring.

	Point-of-Care Screening		Remote Monitoring	
Attribute	Standard Breathalyzers	SOBRcheck™	Remote Breath Products	SOBRsure™
Non-Invasive		✓		✓
Hygienic		✓		✓
Humane		✓		✓
Real-Time Process		✓	✓	✓
Connected		✓	✓	✓
Longevity		✓		✓
ID Verification		✓	✓	
Continuous				✓

Addressable Market Verticals

Targeting market verticals in order of highest expected adoption rates, shortest sales cycle.

Mandatory Use Markets



Behavioral Health

Targeting 46,000 facilities that have embedded procedural screening / monitoring functions.



Justice

Targeting community corrections providers with mandated screening / monitoring functions.

Voluntary Use Market



Consumer

Targeting families and individuals to provide proactive oversight, assist personal accountability.

Opportunistic / Future Market



Commercial

Targeting oil and gas, mfg., fleet and telematics to support employees, mitigate risk, lower insurance premiums.

Licensing / Integration Potential

Streaming alcohol data into 3rd party records management software.
Building SOBRsafe tech into 3rd party hardware.
Augmenting 3rd party product suites.

Behavioral Health Applications

Targeting substance recovery and mental health providers that perform procedural screening / monitoring functions.

USE CASE

- SOBRcheck for medication stations
- SOBRsure for outpatient monitoring



OPERATIONAL BENEFITS

- Time-stamped meds delivery
- Client ID biometrically verified
- Seamless data input to EMR
- Positive reinforcement, not policing

CUSTOMER EXPERIENCE

“SOBRcheck has been an invaluable tool for us. It empowers us to verify the absence of alcohol in a rapid, accurate way, replacing breathalyzers for our everyday use.”

- Oceanfront Recovery President and COO Keenen Diamond



Justice Applications

Targeting agencies that service the justice system which require mandatory screening / monitoring functions.

USE CASE

- SOBRcheck for access point screening

OPERATIONAL BENEFITS

- Real-time alcohol results
- Seamlessly digitized records
- 4x faster throughput
- Efficiencies allocated to recovery

CUSTOMER EXPERIENCE

“ The technology is much faster and more sanitary than breathalyzers, and with its biometric identity verification it lets our employees always know ‘who is who’ – even with a constantly changing clientele. ”

- Alternatives, Inc. CEO Dave Armstrong



Consumer Applications

Targeting families and loved ones to provide proactive oversight, to assist personal accountability

USE CASE

- SOBRsure for continuous monitoring

OPERATIONAL BENEFITS

- Freedom from scheduled testing
- Eliminates blow device embarrassment
- Builds trust faster with continuous status
- Visual positive reinforcement tool



CUSTOMER EXPERIENCE

“ I love my SOBRsure device. It is an awesome deterrent for me! If having a drink crosses my mind, seeing that device on my wrist reminds me that someone who cares about me will be alerted if I take a drink. ”

- Michael M., verified SOBRsure customer

“ This is a great product and I'm glad I was introduced to it. I don't think I would be here right now if it wasn't for this band. ”

- Andrew W., verified SOBRsure customer

Commercial Applications

Targeting oil and gas, mfg., fleet and telematics to support employees, mitigate risk, lower insurance premiums.

USE CASE

- SOBRcheck for jobsite screening

OPERATIONAL BENEFITS

- 100% compliance at all locations
- Achieved effective 100% pass rate
- Eliminated alcohol-based turnover
- Increased productivity, reduced risk

CUSTOMER EXPERIENCE

“ We have achieved full participation from our CEO down to our newest employee, and we have experienced tremendous success with SOBRcheck. We couldn't be happier with the technology and our partnership with SOBRsafe. ”

- TerraTech Services HSE Manager Jerry Smith



National Sales Organization



Greg Gandini
Director, Commercial Dev.



Keenen Diamond
Director, Behavioral Health



Matt Mitchell
Director, Partnerships



Eddie Kilroy
Director, Commercial Dev.

 **Field
Affiliates**






Customer Installations/Approvals

Initial validation of superior technology by forward-thinking organizations, municipalities and enterprises.



Revenue Model

Provides up front revenue with ongoing recurring SaaS predictability.

	Up-Front Hardware Purchase	Monthly Recurring Revenue
 <p>SOBRcheck Stationary Screening</p>	\$799	\$17.50
 <p>SOBRsure Wearable Monitoring</p>	\$199	\$29.95
 <p>Soberlink Remote Breath</p>	\$299 - \$549	\$129 - \$229

MSRP reflected; wholesale and volume prices may vary

SOBRsure™ - Rapid Evolution and Opportunity

Agile, accelerated product development driving uncapped expansion potential.

	Current	June	July	<i>On the Horizon</i>
Product	Band 1.0	Enterprise Software	Band 2.0	Band 3.0
Features	<ul style="list-style-type: none"> • App-based reporting • Point-in-time alerts 	<ul style="list-style-type: none"> • Universal dashboard • Historical reporting • Check/Sure integrated • Unlimited user mgmt. 	<ul style="list-style-type: none"> • Evolved design • Enhanced comfort • Advanced intelligence 	<ul style="list-style-type: none"> • Leading ECG/EKG • ID verification • Health monitoring
Applications	<ul style="list-style-type: none"> • Administered Oversight • Personal Accountability • Teen Driver Safety 	<ul style="list-style-type: none"> • Behavioral Health • Family Law • Probation Management 	<ul style="list-style-type: none"> • Fleet Management 	<ul style="list-style-type: none"> • Broad Consumer
International	Australia/New Zealand	(Proj.) Italy, India, United Kingdom		Global

Selected Balance Sheet and Cap Table

(\$ in Millions)	12.31.23
Cash and cash equivalents	\$2.8
Total current assets	\$3.4
Intellectual property	\$2.5
Total assets	\$6.1
Total current liabilities	\$1.5
Notes payable – non-related parties, net – less current portion	\$2.3
Total Liabilities	\$4.2
Total stockholder's equity	\$2.0
Net working capital	\$1.8

(as of 3.31.24)	Share Count
Common Shares Outstanding	20,007,465
Convertible Debt	4,373,740
General Warrants (@ \$1.81 avg.)	5,200,074
Stock Options	1,598,306
Restricted Stock Units	98,080
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	39,342,331

Leadership Team

Seasoned and entrepreneurial success in growing companies



David Gandini, CEO – Mr. Gandini is a serial entrepreneur and has spent his career identifying and seizing opportunities in telecommunications, technology, software and automated packaging. In his role at SOBRsafe, he is responsible for capital creation, new business acquisition, business strategy & development and partnership revenue generation.



Scott Bennett, EVP-Business Operations - With more than 20 years as a senior executive in technology-driven enterprises, Mr. Bennett is uniquely qualified to lead all aspects of an emerging growth public company, with expertise across manufacturing process engineering, database architecture, interface programming and more.



Christopher Whitaker, CFO - Mr. Whitaker served as the Company's Vice President of Finance and Accounting since February 2022. Mr. Whitaker has held various executive finance positions with large public multi-national corporations and small entrepreneurial companies throughout a progressive 30-year career.



Justin Davis, VP-Corporate Relations - Mr. Davis was a member of the SOBRsafe founding team and has practiced public company investor relations since 2005. He has led both MarCom and deal origination for PE and VC firms. For SOBRsafe he is responsible for the above functions, as well as public relations and partnership cultivation.

Key Investment Highlights

An “Impact Investment” fueled by concrete market need and demonstrated demand.

1. Potential to become the global standard for alcohol monitoring
2. Breakthrough technology replacing legacy products for everyday use
3. Multi-billion-dollar addressable markets, opportunity to forge new ones
4. Strong adoption in core verticals since effective Oct. 2023 comm. launch
5. Int'l expansion underway; licensing/integration → from devices to data
6. Unique hybrid: “Series B-stage” entry point, with Nasdaq public liquidity





THANK YOU

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