

INVESTOR PRESENTATION

The New Way To Two-Way™


Siyata

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NASDAQ: SYTA / SYTAW

Siyata.net



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Siyata aims to be the global leader in the rapidly growing Push-to-Talk Over Cellular (PoC) industry by disrupting the legacy Land Mobile Radio (LMR) industry with Next Generation Communication Technology.

COMPANY OVERVIEW



A leading developer and distributor of technologically advanced Push-to-Talk Over Cellular devices, including rugged handsets and in-vehicle devices, for global first responders and enterprise customers

OUR HISTORY

Founded Siyata Mobile, Inc., in 2015, with headquarters in Canada.

TARGET GEOGRAPHIES

UNITED STATES

CANADA

EUROPE

AUSTRALIA

MIDDLE EAST

DISRUPTING LMR INDUSTRY

Targeting to displace multi-billion \$\$ market Land Mobile Radio industry leaders:

- **Motorola Solutions Inc.** (NYSE: MSI)
- **L3 Harris Technologies Inc.** (NYSE: LHX)
- **JVC Kenwood Corp.** (TYO: 6632)
- **Tait Communications** (private)

VERTICAL INDUSTRIES



First Responders



Hospitals & Ambulances



Schools & School Buses



Security



Construction



Hotels & Casinos

PUSH-TO-TALK OVER CELLULAR (POC) EVOLUTION



Problems With Land Mobile Radio (LMR) or Two-way radios^{1,2}



Limited Range

City-wide coverage only with dead zones; No nationwide coverage



Restricted Functionality

Limited to voice & low-capacity data



High Cost

Very expensive LMR devices, tower sites and maintenance

Push-to-Talk over Cellular Delivers Next Gen Communication Technology^{3,4}



Range

PTT handsets work virtually anywhere on cellular networks



Functionality

Supports PTT, and other data applications



Low Cost

Much lower cost PTT Handsets, and no customer investment in tower sites

- PoC Total Cost of Ownership (TCO) gives savings of at least 70% compared to LMR TCO⁵

1. <https://blog.peakptt.com/drawbacks-of-traditional-land-mobile-radio-systems/>
2. <https://www.taitradioacademy.com/topic/pros-and-cons-of-land-mobile-radio-lmr/>
3. <https://www.firstnet.gov/network>
4. A Brief Look at the Development of Push-To-Talk Technology Through the Ages, Motorola Solutions White Paper
5. Assumes 400 users over 5-year timeline, compared to operating \$2 million P25 LMR network

MARKET OVERVIEW

The Push-to-Talk Over Cellular (PoC) **Industry is Large and Growing Fast**

Forecast Global PoC growth of **~9.4% CAGR**, to **~\$6.95BN** by 2027¹

(includes devices, PoC system, & monthly PoC service fee)

Reliable communications service and **high-quality audio** are key drivers of PoC growth

TOTAL ADDRESSABLE MARKET RELATIVE GROWTH

Push-to-Talk Over Cellular Market
By Vertical Market



1. <https://www.alliedmarketresearch.com/push-to-talk-over-cellular-market-A05943>

CHANNEL RELATIONSHIPS PROVIDE GLOBAL REACH



Siyata Markets Devices With **Leading Cellular Carriers and Their Distributors**

who sell to their enterprise customers. Leveraging these carrier sales channels and their broad customer base with Siyata's product portfolio means Siyata can maintain a lean operating cost structure.



Siyata gives carriers the ability to activate a SIM card and **generate income otherwise not captured with customers who use LMR.**

- ✓ **Products tested and certified by** wireless carriers
- ✓ Signed distribution contracts **completed**
- ✓ Leveraging wireless carriers' **corporate sales teams**

SIYATA'S PUSH-TO-TALK OVER CELLULAR ECOSYSTEM



Siyata is the only vendor to wireless carriers who offers differentiated mobile and in-vehicle POC solutions.

RUGGED HANDSETS



IN-VEHICLE SOLUTIONS



Siyata also sells **Cellular Boosters** to improve cellular signal in buildings or in vehicles for our customers, and **Siyata Real Time View**, a video streaming system for first responder or enterprise fleet vehicles.

RUGGED HANDSETS



Siyata Specializes in Rugged PTT Handsets: SD7 is our Next Generation PoC Handset Complementing our Portfolio of Disruptive Handsets



THE SD7 IS A GAME CHANGER

The Perfect Upgrade from land mobile radio (LMR):

- A simple, purpose built, highly functional and rugged Android-based **PTT only** handset
- Rugged **IP68 rated** design protects against dust and debris
- Excellent **sound quality** allowing for clear communication in the presence of background noise
- All the benefits of PoC without the headaches of managing the current generation of rugged smartphones and feature phones
- Robust Next Gen 5G product portfolio coming

IN-VEHICLE SOLUTIONS



Complementary and Innovative

VK7 VEHICLE KIT

Innovative **in-vehicle solution** that pairs with **SD7**:

- Simple Slide-In connection for SD7 handset
- Connected to vehicle power
- Integrated 10W speaker
- Internal active cooling & heating



UV350 IN-VEHICLE DEVICE

Smartphone that is specifically designed to optimize **mobile communications while driving**. The ultimate IoT device for commercial vehicles.

- 4G/LTE
- Always powered
- Supports FirstNet® certified apps including fleet management, dispatch, GPS mapping and other custom solutions



MOST RECENT SUMMARY FISCAL YEAR RESULTS



Higher revenue driven by increasing unit sales of SD7 solution

<i>in USD (Audited)</i>	FY 2023	FY 2022	% Δ
Revenue	\$8,233,301	\$6,481,910	+27.0%
Gross profit	\$2,657,929	\$1,389,899	+91.2%
Gross profit margin	32.3%	21.4%	+10.8%
Operating expenses	\$13,180,248	\$17,973,297	-26.7%
Net operating loss	(\$10,522,319)	(\$16,583,398)	-36.5%
Net loss	(\$12,931,794)	(\$15,161,642)	-14.7%
Adjusted EBITDA ¹	(\$7,836,798)	(\$12,552,529)	-37.6%

1. Adjusted EBITDA is defined as net operating loss excluding depreciation and amortization, intangible impairment, goodwill impairment and share-based compensation expense

SUMMARY BALANCE SHEET

Q4, 2023



<i>in USD</i>	Audited, as of December 31, 2023
Cash	\$898,771
Inventory	\$3,544,519
Accounts Receivable	\$1,181,257
Total Current Assets	\$6,702,447
Total Assets	\$15,512,405
Bank Factoring	\$1,467,899
Total Current Liabilities	\$5,419,426
Debt	\$0
Total Liabilities	\$5,805,065
Stockholders' Equity	\$9,707,340
Total Liabilities & Equity	\$15,512,405

CAPITALIZATION TABLE



As of April 15, 2024

NASDAQ: SYTA	
Common Shares Outstanding ¹	635,485
Restricted Share Units	4,390
Options @ \$3.41	135,143
Fully Diluted Shares Outstanding ^{2,3}	775,018

1. Pro forma to include 10,023 pre-funded warrants, struck at \$0.07.
2. Excludes 22,153 options and warrants struck at \$770 and higher.
3. Excludes 290 Preferred "C" Shares outstanding

SENIOR MANAGEMENT & BOARD OF DIRECTORS



Marc Seelenfreund – Founder and CEO

- Over 20 years of experience in the telecom and cellular arena. Founder of leading telecom distribution company with multiple global telecom vendors.
- Holds a Law degree and is Chairman of the Board at a leading private university.

Gerald Bernstein – CFO

- 20 years experience on private equity financing and tax efficient corporate structuring in multi-jurisdictional arenas.
- BCom and Graduate Diploma in Public Accountancy from McGill University; and member of the Canadian Institute of Chartered Accountants since 1987 and a professional chartered accountant.

Glenn Kennedy – VP International Sales & Marketing

- Over 25 years of sales experience in the telecom industry. Managed sales nationally for Motorola Canada, HTC Canada, and Sonim Technologies.
- Honors Bachelor of Arts in Business Administration from the Richard Ivey School of Business at the University of Western Ontario.

Gidi Bracha – VP Technology

- VP Technology since 2011; spearheads all aspects of development. Head of Car Mobility Products and Director of Type Approvals.
- Holds a BA in Engineering and Business Management from the University of Derby, in England.

Peter Goldstein – Chairman of the Board

- Over 30 years of diverse and global entrepreneurial, client advisory and fund-raising experience; serving as investment banker, director, CEO, founder and advisor to public, private and emerging growth companies
- Experienced in strategic planning, M&A and transaction structuring, as well as his own entrepreneurial success. He has steered and completed IPOs, secured private placements and designed crowdfunding campaigns.

Gary Herman – Board Member

- Over 30 years in investment entities, with a focus on U.S. publicly-traded small and micro-cap companies.
- Co-managed Strategic Turnaround Equity Partners, LP (Cayman) from 2006 to 2021.

Lourdes Felix – Board Member

- A seasoned company executive that has worked with private and public SEC reporting companies.
- Ms. Felix's experience includes a wide variety of industries, including multiple senior roles at BioCorRx as CEO, CFO and President.

Stephen Ospalak – Board Member

- Over 20 years in telecom, currently SVP Marketing & Operations at BMG Inc.
- Served as VP of Products & Services at TELUS Communications Inc. responsible for an annual spend > US\$1 billion and has held management positions at AT&T.

INVESTMENT SUMMARY



- ✓ Siyata is disrupting legacy **multi-billion-dollar** two-way radio market
- ✓ Initial focus on NA, with future **large-scale opportunities** in global markets
- ✓ Strong management and board of directors, and **experienced sales team**
- ✓ **Limited competition**, with high barriers to entry for new competitors
- ✓ **Lean** operating cost structure
- ✓ Cellular carrier customers provide comprehensive and rapid access to **US\$7B PoC Total Available Market**¹
- ✓ **Robust** Next Gen 5G product portfolio coming

1. <https://www.alliedmarketresearch.com/push-to-talk-over-cellular-market-A05943>

THANK YOU

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