

# INVESTOR PRESENTATION

The New Way To Two-Way™

  
Siyata

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Q4 2024

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<sup>1,2</sup>



### 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<sup>3,4</sup>



### 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 TCO<sup>5</sup>

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**

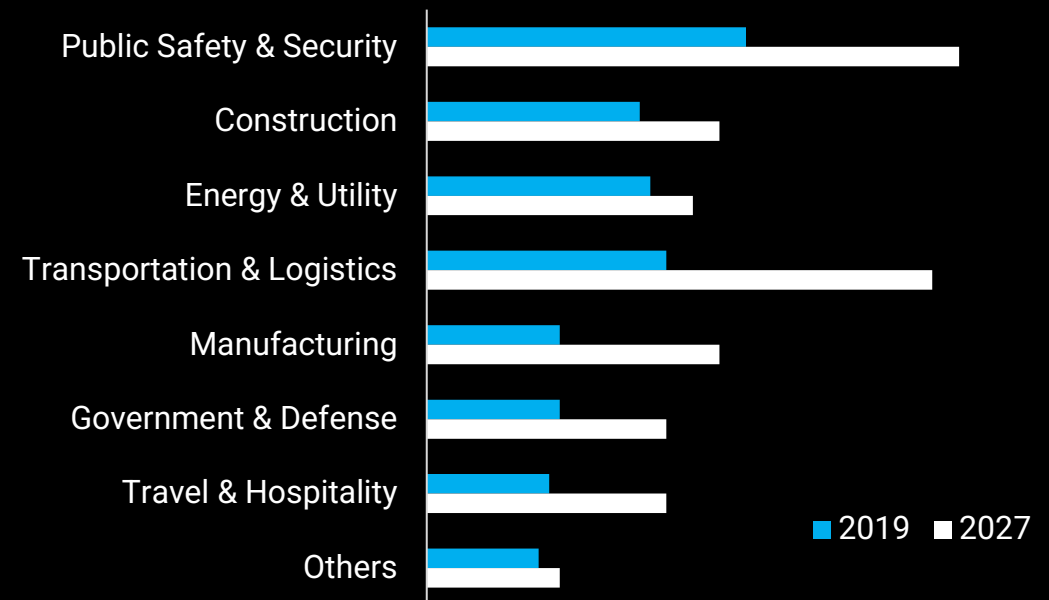
Forecast Global PoC growth of **~9.4% CAGR**, to **~\$6.95BN** by 2027<sup>1</sup>

(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



# SUMMARY RESULTS FISCAL YEAR



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%
<b>Gross profit margin</b>	<b>32.3%</b>	<b>21.4%</b>	<b>+1,090 bps</b>
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 <sup>1</sup>	(\$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 RESULTS MOST RECENT QUARTER



Revenue was reduced in Q2 2024 due to inventory shortages

<i>in USD (Audited)</i>	Q2 2024	Q2 2023	% Δ
Revenue	\$1,890,968	\$2,710,717	-30.2%
Gross profit	\$196,814	\$804,490	-75.5%
<b>Gross profit margin</b>	<b>10.4%</b>	<b>29.7%</b>	<b>-1,930 bps</b>
Operating expenses	\$4,504,580	\$3,497,002	-28.8%
Net operating loss	(\$4,307,766)	(\$2,692,512)	-60.0%
Net loss	(\$12,924,120)	(\$2,333,617)	-453.8%
Adjusted EBITDA <sup>1</sup>	(\$3,790,875)	(\$1,978,308)	-91.6%

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

# SUMMARY RESULTS YEAR TO DATE



Revenue was reduced in Q2 2024 due to inventory shortages

<i>in USD (Audited)</i>	6 Mths ended Q2 2024	6 Mths ended Q2 2023	% Δ
Revenue	\$4,248,847	\$4,513,354	-5.9%
Gross profit	\$1,060,231	\$1,301,007	-18.5%
<b>Gross profit margin</b>	<b>25.0%</b>	<b>28.8%</b>	<b>-380 bps</b>
Operating expenses	\$7,416,790	\$6,659,250	-12.0%
Net operating loss	(\$6,356,559)	(\$5,358,243)	-18.6%
Net loss	(\$15,721,140)	(\$7,211,616)	-118.0%
Adjusted EBITDA <sup>1</sup>	(\$5,317,886)	(\$3,931,571)	-35.3%

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

Q2 2024



<i>in USD</i>	<b>As of June 30, 2024</b>
Cash	\$2,653,226
Inventory	\$2,299,647
Trade and Other Receivables	\$1,508,799
Total Current Assets	\$9,597,048
<b>Total Assets</b>	<b>\$19,182,999</b>
Bank loan	\$619,068
Sale of future receipts	2,152,375
Total Current Liabilities	\$17,860,520
<b>Debt</b>	<b>\$0</b>
<b>Total Liabilities</b>	<b>\$18,144,913</b>
Stockholders' Equity	\$1,038,086
<b>Total Liabilities &amp; Equity</b>	<b>\$19,182,999</b>

# CAPITALIZATION TABLE



As of October 10, 2024

NASDAQ: SYTA	
Common Shares Outstanding	3,155,390
Restricted Share Units	243
Share purchase warrants @ \$1.26	557
Fully Diluted Shares Outstanding	3,156,190

# SENIOR MANAGEMENT & BOARD OF DIRECTORS



## **Marc Seelenfreund – Founder and CEO, and Board Member**

- 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 Rugged Handsets Products and Director of Type Approvals.
- Holds a BA in Engineering and Business Management from the University of Derby, in England.

## **Gary Herman – Chairman of the Board**

- 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.

## **Campbell Becher – Board Member**

- Over 20 years experience in investment banking, and growing small cap public companies
- Serves as CEO for IberAmerican Lithium



# 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**<sup>1</sup>
- ✓ **Robust** Next Gen 5G product portfolio coming

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

# THANK YOU

Marc Seelenfreund, CEO  
[marc@siyata.net](mailto:marc@siyata.net)

