

CORPORATE PRESENTATION

The New Way To Two-Way™


Siyata

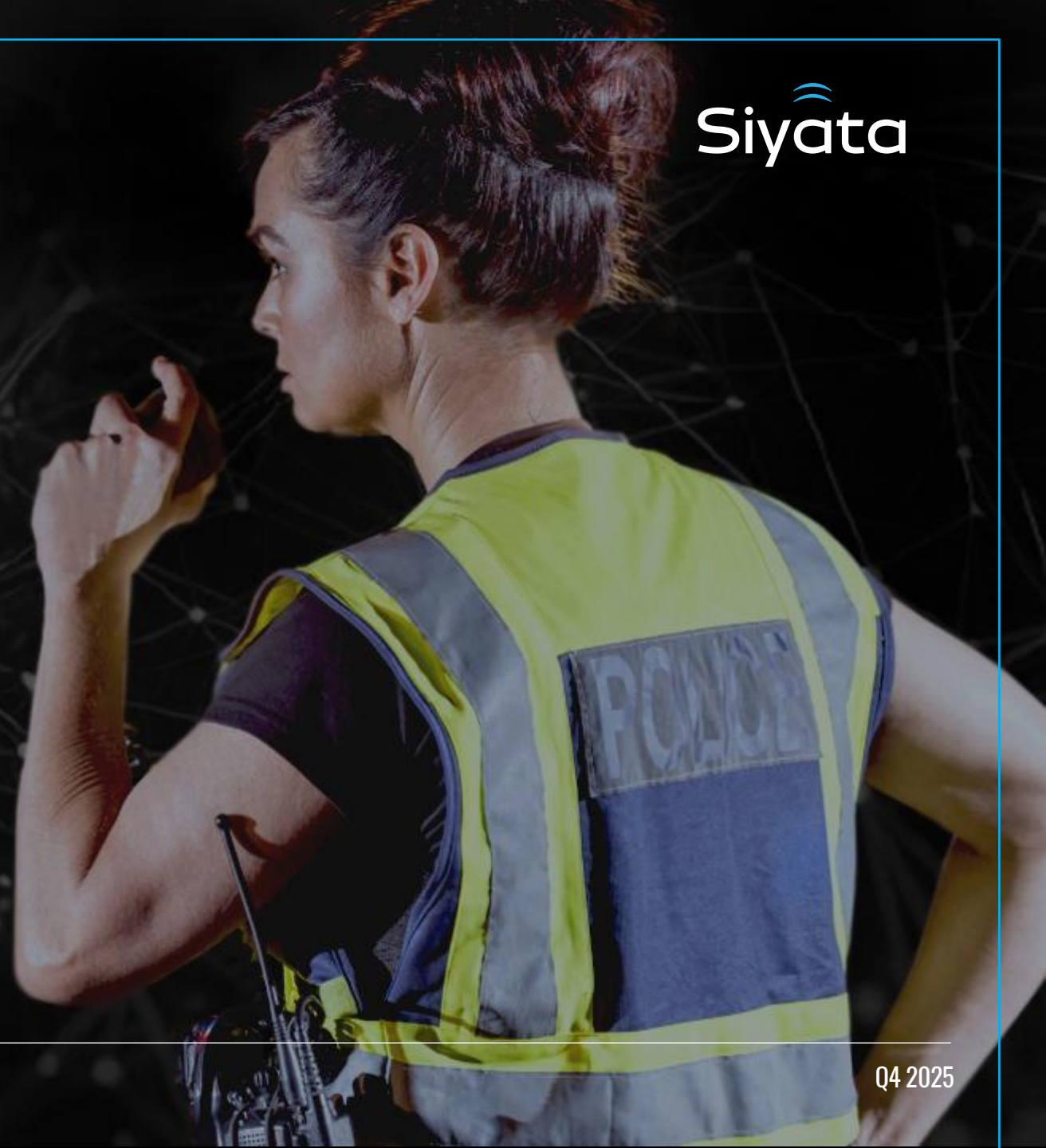
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Q4 2025

Siyata.net



Siyata aims to be the global leader in the rapidly growing Mission Critical Push-to-Talk Over Cellular (PoC) industry using differentiated, Mission Critical Next Generation Communication Technology.



COMPANY OVERVIEW



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

OUR HISTORY

Founded Siyata in 2015, with headquarters in Canada.

TARGET GEOGRAPHIES

UNITED STATES

CANADA

EUROPE, AUSTRALIA

MIDDLE EAST

VERTICAL INDUSTRIES WE SERVE



First Responders



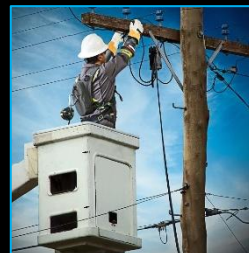
Private Networks
Eg. Shipping Ports



Hospitals & Ambulances



Schools & School Buses



Utilities



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

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

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

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

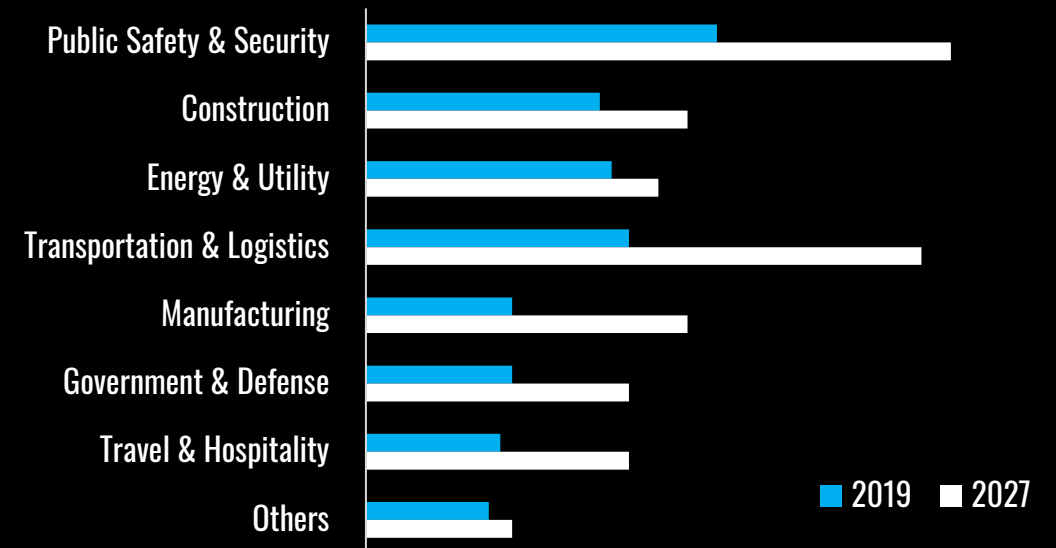
(includes devices, PoC system, & monthly PoC service fee)

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

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

TOTAL ADDRESSABLE MARKET RELATIVE GROWTH

Push-to-Talk Over Cellular Market
By Vertical Market



SALES CHANNELS PROVIDES SCALABLE GROWTH



LMR MARKET OPPORTUNITY¹

~\$3.4B

LMR handheld device purchases
in U.S., in 2024

U.S. represents a sizeable and highly
attractive market opportunity;

Plus, International upside

VIA A SCALABLE SALES MODEL

SALES CHANNELS

Large Wireless Carriers
& Integrators

Selling **INDIRECTLY** through wireless
carriers and integrators with a lower
cost structure, provides scalable growth

1. Markets and Markets, Land Mobile Radio Market, Global Forecast to 2029

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 NA wireless carriers who focuses solely on Mission Critical PTT with differentiated rugged handsets, accessories, and in-vehicle solutions, partnering with the most popular PTT app providers.

RUGGED HANDSETS



IN-VEHICLE SOLUTIONS



PTT APP PROVIDERS:

KODIAK

 **ESChat**

 **STREAMWIDE**

 **TASSTA**

 **Mobile Tornado**

ZELLO

 **synch**

CONSORT

RUGGED HANDSETS



SD7 is our Current Flagship 4G Mission Critical PoC Handset

SD7 Ultra is our Next Generation 5G Mission Critical PoC Handset

SD7 AND SD7 ULTRA ARE GAME CHANGERS

SD7



Perfect Upgrade from land mobile radio (LMR):

- Simple, purpose built, rugged Android-based **PTT** handsets
- Rugged **IP68 rated** design protects against dust and debris
- Excellent **sound quality** allows for clear communication
- All PoC benefits, without the issues of managing current smartphones

SD7 Ultra



Accessories



Siyata is the only PoC vendor who designs and builds its own accessories.



Belt Clip & Holsters



Desktop Charger



Extended Battery



Snap Headset



Multi Bay Charger



Vehicle Kit



RSM's



Rapid Kit

SD7-B BRIDGE FOR LMR INTEROPERABILITY



Talk between Cellular Radio PoC Handsets and LMR Two-Way Radios

Siyata SD7-B Bridge is an advanced interoperability Mission Critical gateway and switch, designed to seamlessly connect Land Mobile Radio (LMR) systems with broadband push-to-talk over cellular (PoC) networks.

For customers who want to gradually transition their staff from LMR radios to PoC handsets, and to maintain their ability to communicate between staff members who use different technology.



IDEAL FOR:

- Public Safety
- Utilities
- Schools
- Construction
- Security
- Property Mgmt

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



CRADLE BUNDLE KIT, **FROM RAM MOUNTS**

Affordable **In-vehicle solution**:

- One-Handed docking for handset
- Dock includes USB-C connector & CLA to charge handset
- Adjustable Secure Mount keeps handset ready for calls
- Includes Siyata Remote Speaker Mic



WHAT OUR CUSTOMERS ARE SAYING



“The Siyatas are going to be popular with public safety because of the simplicity of the device. And for those in the fire service who remember older generations of pagers, there are very few buttons. The controls are similar to what you would see on your existing LMR radio.”

— Nathan Trauernicht, Fire Chief, University of California Davis

“Overall, the Siyata devices on the FirstNet network are a cost effective, easily scalable, and robust replacement for our existing Lifeguard tower communications system.”

— Bryan Etnyre, Public Safety Superintendent, CA State Parks

“The handset is simple to use and similar to two-way radios making it a good fit for staff who were already accustomed to using radios.”

—Charlie Mullett, Traffic Control Supervisor, Lancaster Department of Transportation

“There can be a lot of background noise on school buses, so the AI-enabled noise cancelling feature in Siyata's devices will undoubtedly further improve the clarity of communications in our bus operations.”

—Shane Searchwell, Director Transportation Services, School District of Palm Beach County

“Since upgrading from standard smartphones and a traditional UHF radio system, our team is finding the Siyata devices to be simpler to use with a PTT button, provide loud and clear audio and have a better battery life. We are quite pleased with Siyata's solution.”

— Mark Cannon, Chief Executive for National St. John's Ambulance, Papua New Guinea

“The Siyata SD7, with its loud and clear audio, rugged design and capability to work both over Wi-Fi and over cellular makes it an excellent fit for many of the departments at Baha Mar.”

— Scott McGannon, SVP Information Technology, Baha Mar Resort

“We replaced our two-way radios with Siyata SD7 handsets and VK7 Vehicle Kits in our buses, and they work great. Audio quality and coverage has improved significantly!”

— Joe Smith, Director of Operations, Midwest Buses, Indianapolis, IN

“We selected Siyata's handsets and vehicle kits primarily for their ease of use to replace previous devices that were cumbersome and complicated to operate.”

— Fred Sponheimer, Transportation Coordinator, Bensalem Township School District

SENIOR MANAGEMENT



Marc Seelenfreund – Founder and CEO

- Over 25 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.

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.

Glenn Kennedy – VP International Sales

- 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 Western University.

Jason DePue – VP US Sales

- Over 20 years of sales experience in the telecom industry. Previously worked in senior sales roles for Sonim Technologies, and Kyocera International, and also served as Product Manager at AT&T Mobility.
- Hold a Masters in Organizational Leadership from Gonzaga University.

Bob Escalle – VP Public Safety

- Over 30 years of sales experience in the telecom industry. Previously led Business Development for Enterprise & Public Safety at Samsung Electronics America, and also held senior roles at Nemergent, and Sonim Technologies.
- Holds an Engineering degree from University of Colorado Boulder, and a Business degree from University of Phoenix.

CORPORATE 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 **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 Mission Critical product portfolio

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

THANK YOU

Glenn Kennedy, VP International Sales
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