



Investor Presentation Q1 2023

A leading, global developer and provider of cellular communications solutions for enterprise customers

NASDAQ: SYTA / SYTAW

siyata.net; siyata7.com





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As a foreign private issuer, the Company’s consolidated financial statements have been prepared in accordance with International Financial Reporting Standards under the assumption that the Company will be able to realize its assets and discharge its liabilities in the normal course of business and not under generally accepted accounting principles in the United States.

A close-up, low-key photograph of a man with a beard and mustache, wearing a dark jacket. He is holding a black handheld radio to his mouth with his right hand, and his mouth is slightly open as if he is speaking. The background is dark and out of focus.

MISSION STATEMENT

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

- **Description** | A leading developer and distributor of technologically advanced [rugged smartphones](#), [in-vehicle mounted IoT \(Internet of Things\) cellular communications devices](#) and [cellular signal boosters](#) for [global first responders](#) and [enterprise customers](#) based on [Push-to-Talk Over Cellular](#) technology
- **History** | Became Siyata Mobile, Inc., a cellular technology company in 2015, with headquarters in [Canada](#) and R&D in [Israel](#)
- **Target Geographies** | [United States](#), [Canada](#), [Europe](#), [Australia](#), [Middle East](#)
- **PoC Industry** | Targeting displacing land mobile radio industry leaders:
 - [Motorola Solutions Inc. \(NYSE: MSI, Market Cap: \\$37B\)](#)
 - [L3Harris Technologies Inc. \(NYSE: LHX, Market Cap: \\$44B\)](#)
 - [JVCKenwood Corp. \(TSE: 6632, Market Cap: \\$29B\)](#)
 - [Hytera Communications Corp \(SZSE: 002583, Market Cap: \\$1.4B\)](#)
- **Vertical Industries** | listed below





Push-to-Talk Over Cellular (PoC) Revolution

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

- X Limited coverage, creating dead zones for first responder vehicles, public transportation and commercial vehicles
- X Restricted functionality — limited to voice and low-capacity data
- X High start-up costs and expensive to maintain towers and equipment

Limited and incompatible LMR coverage



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

- ✓ Push to talk over cellular enables subscribers to use their cellular phones as walkie-talkies with unlimited range
- ✓ Operates over 4G LTE network thus provides consistent connectivity across the nation or internationally supporting for ex. messaging, one-to-one or one-to-many instant group calls
- ✓ The high bandwidth 4G LTE network supports data intensive applications such as pictures and video and a host of third-party applications
- ✓ No need to invest in infrastructure such as radio towers or repeaters

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



Market Overview

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

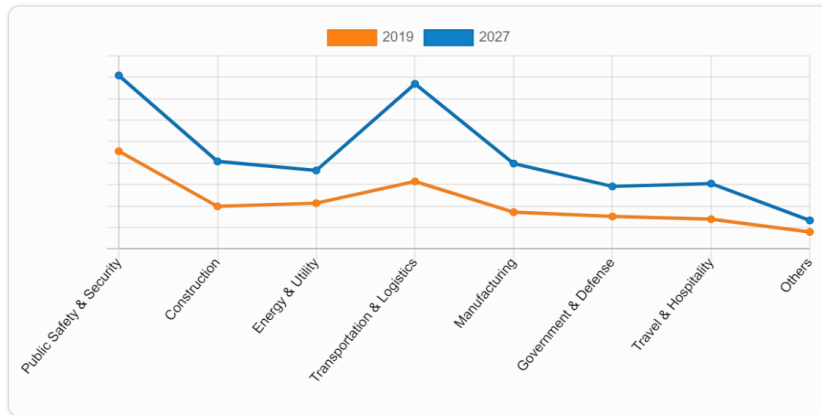
Forecast PoC growth of approximately 9.4% CAGR to approximately \$6.95BN by 2027¹

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

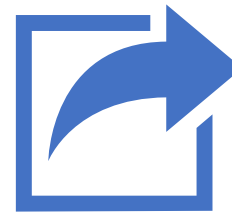
Total Addressable Market

Push-to-Talk Over Cellular Market

By Application



Public safety & security application accounted for the highest share in 2019.



LMR is industry valued at approximately \$9.74BN in 2022², however licensing activity near historical lows³.

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

2. <https://www.globenewswire.com/news-release/2023/01/09/2584961/0/en/Global-Land-Mobile-Radio-Market-to-Value-US-25-097-Million-By-2031-Exclusive-Report-by-Astute-Analytica.html>

3. <https://urgentcomm.com/2023/01/11/lmr-licensing-activity-increases-slightly-in-2022-but-totals-still-near-historical-lows/>



Our Strategy

A key part of our strategy is to further expand the use of our solutions over dedicated 4G/LTE networks in public safety, enterprise and government markets.

01

Approvals with leading N.A. wireless networks

Ramp up sales with our North American and global cellular carrier partners and other third party vendors.

02

Displace LMR with Next-Gen PoC Solutions

Entering new customer bases and markets.

03

Pursue Accretive Acquisitions

Complementary technology to leverage our sales channels

Sales & Marketing: Leverage relationships and device approvals with leading North American wireless networks with each key accounts managed by experienced personnel with deep relationships.

Products: Rapidly iterating new disruptive products (SD7, SD7+, VK7) and improving our existing products for our current and future customer base.

Partner Network: Continue to pursue and grow third party technology and distribution partners.



Siyata's Three Distinct and Complementary Product Categories

PoC Ecosystem

Siyata provides disruptive solutions aimed at the Push-to-talk-over-Cellular (PoC) industry, with three complementary product categories targeted to the same core channels and customers. Carriers appreciate the breadth of our portfolio from a single vendor, thus providing synergistic sales benefits.

Rugged Handsets



In-Vehicle Solutions



Boosters





Rugged Handsets

Siyata Specializes in Rugged PTT Devices: SD7 is our Next Generation PoC Device 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** device
- 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 any of the headaches managing the current generation of rugged smart and feature phones

Multi Charger – 6 Bays



Wired Palm Mic



Private PTT Headset





In-Vehicle Solutions

Complementary and Innovative

VK7 Competitive Advantage

Recently launched innovative in-car solution that pairs with the SD7:

- Connected to vehicle power
- Integrated 10W speaker
- Simple Slide-In connection
- Internal active cooling
- Modularity allowing multiple accessories solutions



UV350 Standalone Dedicated

In-vehicle smartphone specifically designed to optimize mobile communications while driving. The UV350 is 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





Cellular Boosters

THE PROBLEM:

Millions of homes and businesses in North America suffer from **weak cellular signals**:

- Missed calls
- Dropped calls
- Slow data speeds

THE SOLUTION: Siyata's Uniden® Cellular Signal Booster

- Ultra-Fast Wireless
- Most Advanced Booster Technology
- Industry-Leading Quality
- Works On All Carrier Networks
- Easy Installation

OUR CELLULAR BOOSTER PRODUCTS

In-Building



In-Vehicle



Directly to UV350



SIYATA's Distributors, Dealers, & Online Retailers:

For **Enterprises**



For **First Responders**



For **Consumer**





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 our three complementary product categories benefits a lean operating cost structure.



at&t



FirstNet

verizon

uscellular

ROGERS

Telstra



stc

Bell

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

First Responder Network Authority

The need for a unified nationwide first responder network came after 9/11, which "highlighted the inability for deployed safety networks to handle a true crisis situation" ¹

- ✓ US\$100 Billion government grant to create FirstNet, a broadband LTE network in the United States, operated by AT&T ²
- ✓ 3,700,000+ FirstNet Connections with 21,800 public safety agencies ³
- ✓ 99%+ U.S. population covered; buildout 95% complete ³

1. <https://www.rcrwireless.com/20160713/carriers/rivada-networks-looks-tap-new-technology-bolster-firstnet-tag>

2. <https://washingtontechnology.com/blogs/editors-notebook/2017/03/att-firstnet-award.aspx>

3. <https://urgentcomm.com/2022/07/22/att-says-firstnet-tops-21800-agencies-3-7-million-connections/>



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.
- Bachelor of Arts in HBA 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.

Daniel Kim – VP Corporate Development

- 25 years of experience in the investment industry as Head of Research and Technology Analyst. Ranked as a top tech analyst in quality of research, investment ideas, written reports, credibility of research and knowledge of sector. Holds an MBA from Queen's School of Business and a B.Sc. from the University of Toronto.

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.

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.

Michael Kron – Board Member

- Over 20 years of experience in investment and corporate finance, currently Chairman and CFO at AnywhereCommerce Inc.;
- Co-founder and CFO of Miazzi Ventures where he founded Mamma.com Inc., which was later sold to Intasys Corporation at a CAD\$44 million valuation.

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.



Investment Summary



1

Siyata is disrupting a legacy industry with next generation cellular technology

2

Cellular carrier customers provide comprehensive and rapid access to US\$50B North American market (TAM for all 3 product categories)^{1,2,3,4,5}

3

High margin products in all segments driving margin expansion

4

Effects of COVID-19 abating with customer trials aggressively resuming and pipeline of business building as we penetrate North America with all three product categories

5

Very lean operating cost structure

6

Strong management and board of directors

⁽¹⁾ <https://www.bts.gov/sites/bts.dot.gov/files/docs/browse-statistical-products-and-data/national-transportation-statistics/223001/ntsntire2018a3.pdf#page=41>; and VDC Research Report, "Key Success Requirements For In-Vehicle Push to Talk Communications Solutions" August 2019

⁽²⁾ <http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/trade14a-eng.htm>; US\$19M North American market opportunity based on UV350 average selling price plus accessories.

⁽³⁾ <https://ascjusa.org/first-responders/>

⁽⁴⁾ <https://ir.soniotech.com/financial-information/financial-results>

⁽⁵⁾ <https://www.businessresearchinsights.com/market-reports/signal-booster-market-100005>



THANK YOU

siyata[®]mobile

Investor Relations (United States)
SYTA@Haydenir.com
1-646-536-7331

Investor Relations (Canada)
SYTA@kincommunications.com
+1 (604) 684-6730 (Local)
+1 (866) 684-6730 (Toll-Free)

Daniel Kim
VP Corporate Development
daniel@siyata.net

NASDAQ: SYTA / SYTAW

siyata.net; siyata7.com