



# siyata<sup>®</sup>mobile

## INVESTOR PRESENTATION

Creating a global leader  
in innovative cellular  
communication systems

[WWW.SIYATAMOBILE.COM](http://WWW.SIYATAMOBILE.COM)

TSX-V: SIM | OTCQB: SYATF

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# ABOUT SIYATA

Siyata Mobile develops and sells **advanced mobile communication devices** and **mobile infrastructure systems** for businesses and consumers

We aim to provide **the highest quality** and most **technologically advanced** mobile communication devices for **global** corporate workforces, fleets, homes and buildings

## OBJECTIVE

To be a large-scale profitable global player in **innovative mobile products & systems for the enterprise market**



# REMOVING THE CLUTTER

Commercial vehicle cabins are currently inefficient with numerous communication devices from different vendors and multiple voice and data monthly fees.





# UV350: OUR FLAGSHIP DEVICE

World's first integrated and dedicated 4G smartphone for commercial vehicles, trucks & fleets - introducing the next generation of Land Mobile Radio<sup>(1+2)</sup>

UV350 is hardwired to the vehicle's battery and additional attachments including an external antenna and in-vehicle microphone to provide unprecedented performance & functionality:



## Attachment options:



Mic



SOS



GPS Antenna



GSM Antenna



RSM

- (1) Land Mobile Radio has long been the preferred communication network for a variety of industries that dispatch vehicle fleets or have mobile workforces
- (2) The UV350 supports FirstNet band 14

# PROBLEMS WE SOLVE



In-vehicle echo and sound quality problems



Extreme temperatures impacting device and screen



Engine and road noises



Voltage drops in vehicle battery



External cellular antenna compatibility

**Siyata Mobile has substantial expertise in developing cellular connected-vehicle devices for global customers which is an effective barrier to entry into this market.**



# PRODUCT PORTFOLIO

## Commercial Vehicle Communications

### Uniden UCP100

Permanently installed in-vehicle device for best-in-class communications across commercial vehicles and fleets

Units Sold:  
~120,000



### Uniden UCP200

Permanently installed in-vehicle device for best-in-class communications across commercial vehicles and fleets

Units Sold:  
~30,000



## Rugged Mobile Phones

### Uniden U620

Android based, multi-purpose rugged mobile phones for on-the-go workers and outdoor users



## Cellular Boosters



Signal boosters that significantly increase cellular coverage in both commercial and residential buildings and homes

### Uniden UV350

Permanently installed in-vehicle device for best-in-class communications across commercial vehicles and fleets



# PUSH-TO-TALK (PTT) OVER CELLULAR (POC)

Supported by Uniden UV350 & U620

**PTT enabled cellular devices is the new standard for instant communications:**

- Carrier-integrated service provides the highest long range network reliability
- Sub-second call performance
- Superior device and application features
- Highest audio quality available

UV350



In-Vehicle

U620



On-The-Go

**The Next Generation for Land Mobile Radio:**

	Carrier-based PoC Solution	Land Mobile Radio Systems
Handset OS supported	All OS types	Proprietary
Contact mgmt.	✓	✗
Auto pairing	✓	✗
1:1 calls & group calls	✓	✗
Ad hoc group call	✓	✗
API for 3rd-party apps	✓	✗
Late join capability	✓	Some systems
Multimedia msgs.	✓	Limited
Location Tracking	✓	✗
Security	AES 256 and FIPS140-2 Level 1	Varies greatly across systems
LMR/cellular interoperability	✓	With separate equipment

Source: Frost & Sullivan, Push-to-talk Over Cellular

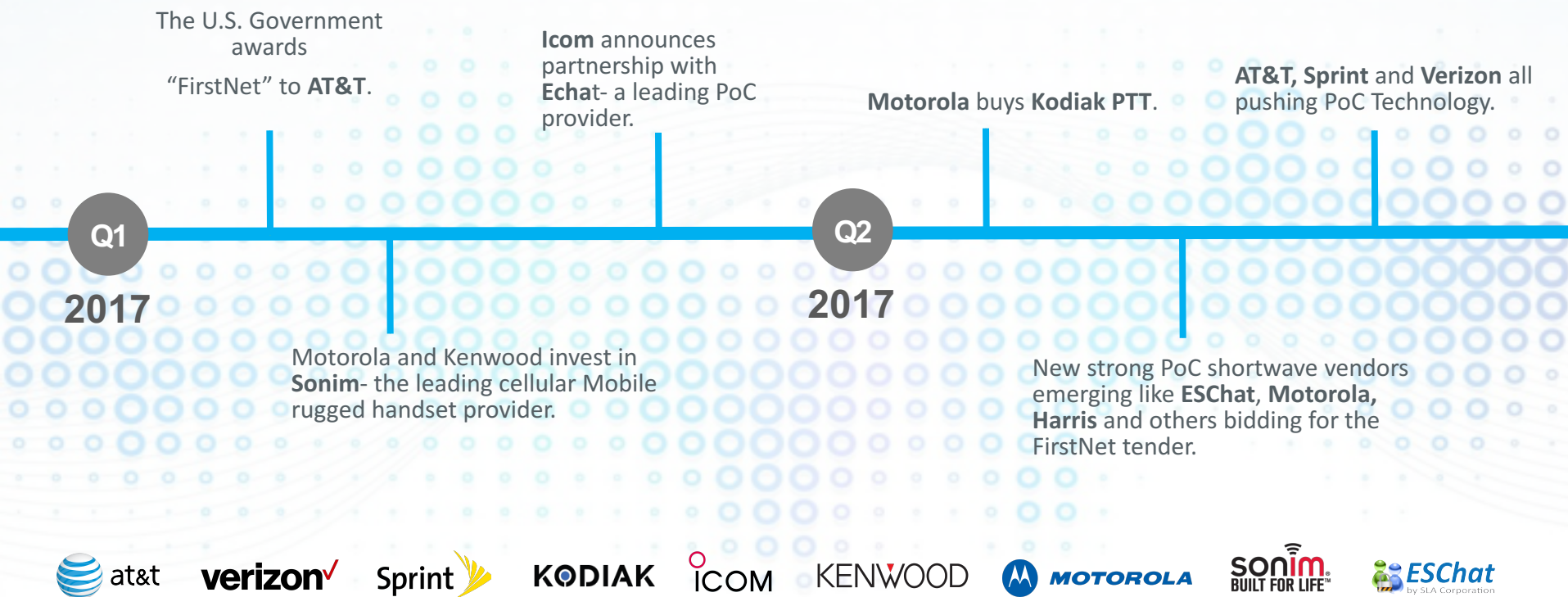


# FIRSTNET TIMELINE



## What is FirstNet?

- A nationwide wireless broadband network dedicated to America's first responders
- A significant investment in the communications infrastructure that public safety desperately needs for day-to-day operations, disaster response and recovery, and securing large events.



# Push-to-Talk Over Cellular Echo System

## Enterprise Customers

Uniden® is the only provider of Push-to-Talk Over Cellular software for in-vehicle communications

Mobile



sonim.

KYOCERA

SAMSUNG

CAT

KODIAK

PoC

Mobile Tornado

ESChat  
by SLA Corporation



WAVE™

Mobile & Vehicle



Uniden®

## Leading Operators



FirstNet™



vodafone



at&t

Sprint



verizon✓

Telefonica

Bell

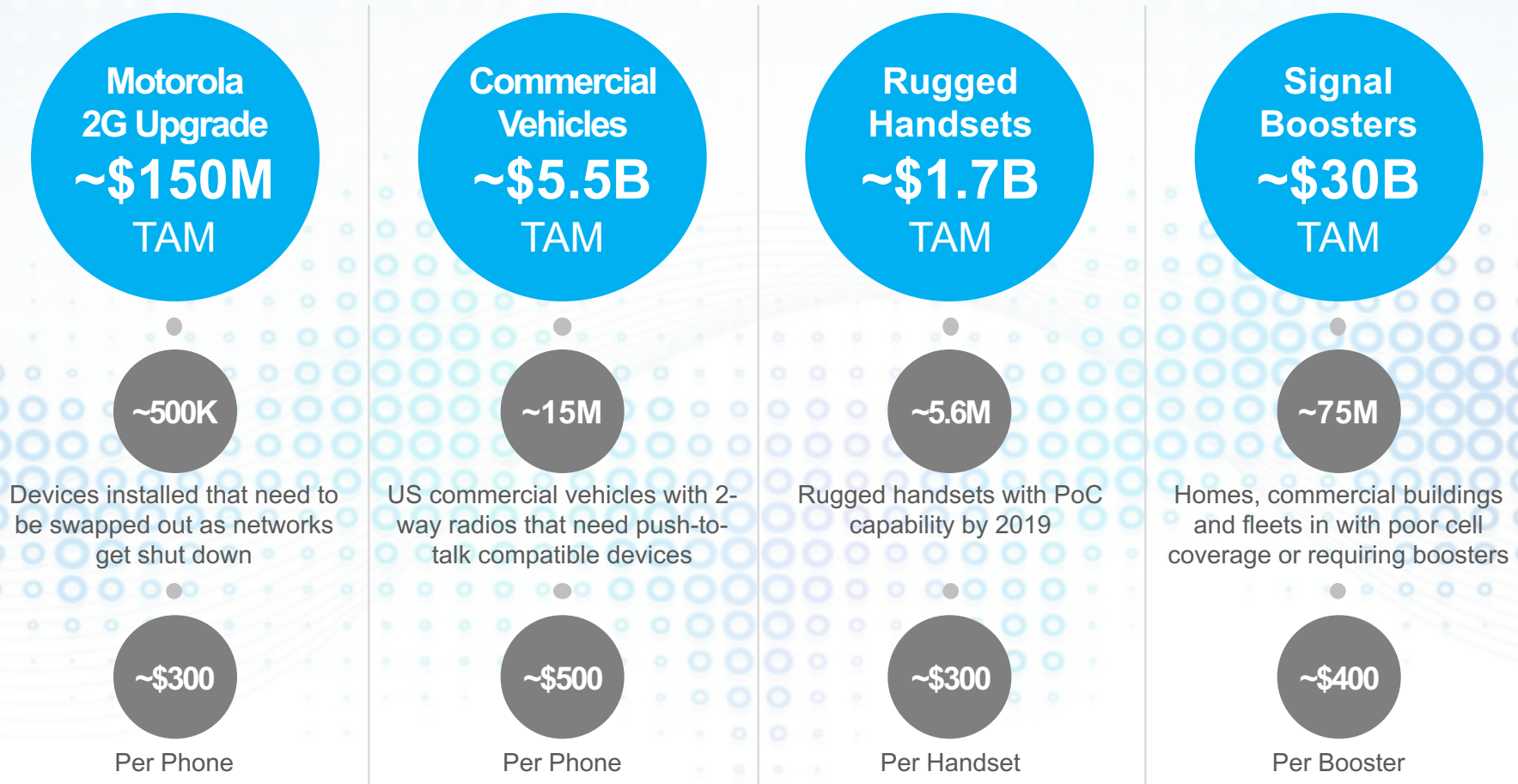
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Uniden®



# MARKET OPPORTUNITY: U.S & CANADA

- Very few competitors in North America
- Multiple cellular operators, over 50 dealers and leading retailers offering Siyata's products both in North America and globally



# COMPETITION

## Land Mobile Radio

KENWOOD

ICOM



## Vehicle Mounted Feature Phones

pei tel

BURY  
TECHNOLOGIES

## Truck Mounted Tablets

Intermec  
by Honeywell

Trimble



## Cellular Boosters

weboost  
formerly Wilson Electronics

SureCall  
BY CELLPHONE-MATE

SmoothTalker

## ADVANTAGES

siyata<sup>mobile</sup>

- Cellular based
- Point to point and group communication
- Data and Apps

- The ONLY vehicle mounted smartphone
- Android OS based
- Data and Apps

- Enhanced connectivity
- Voice/Data Capabilities
- CANbus integration

Uniden<sup>®</sup>

- Uniden brand recognition
- Tier 1 retailers
- Substantial product portfolio

siyata<sup>mobile</sup>

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# RUGGED DEVICES

- Over 1mm rugged cellular devices sold in North America annually divided into lifestyle devices for outdoors, camping, biking and more sold via retail chains vs. professional devices with PTT capabilities for corporate customers sold via cellular operators & dealers.
- Main competitors include Sonim, Kyocera, CAT and Samsung rugged devices.
- Both retailers and cellular providers need cost effective, high quality rugged devices.
- Strong brand important for immediate market penetration which will add value both in the consumer & professional markets.

	HIGH PRICE	COMPETITIVE PRICE	HIGH PERFORMANCE	STRONG BRAND
<b>Uniden®</b>		✓	✓	✓
<b>SAMSUNG</b>	✓		✓	✓
<b>KYOCERA</b>	✓		✓	
<b>SONIM®</b> BUILT FOR LIFE™	✓		✓	
<b>CAT®</b>	✓		✓	✓

**Uniden®**  
Best  
Price/  
Performance  
for both  
Retailers and  
Cellular  
Operators

# SELECT DISTRIBUTORS & PARTNERS

Bell

TELUS

amazon

ConocoPhillips

worldlynx™



Home  
hardware

Bell Aliant

Cellcom

Partner

THE SOURCE™

COSTCO  
WHOLESALE

malux  
Innovative Lichttechnik

Chameleon

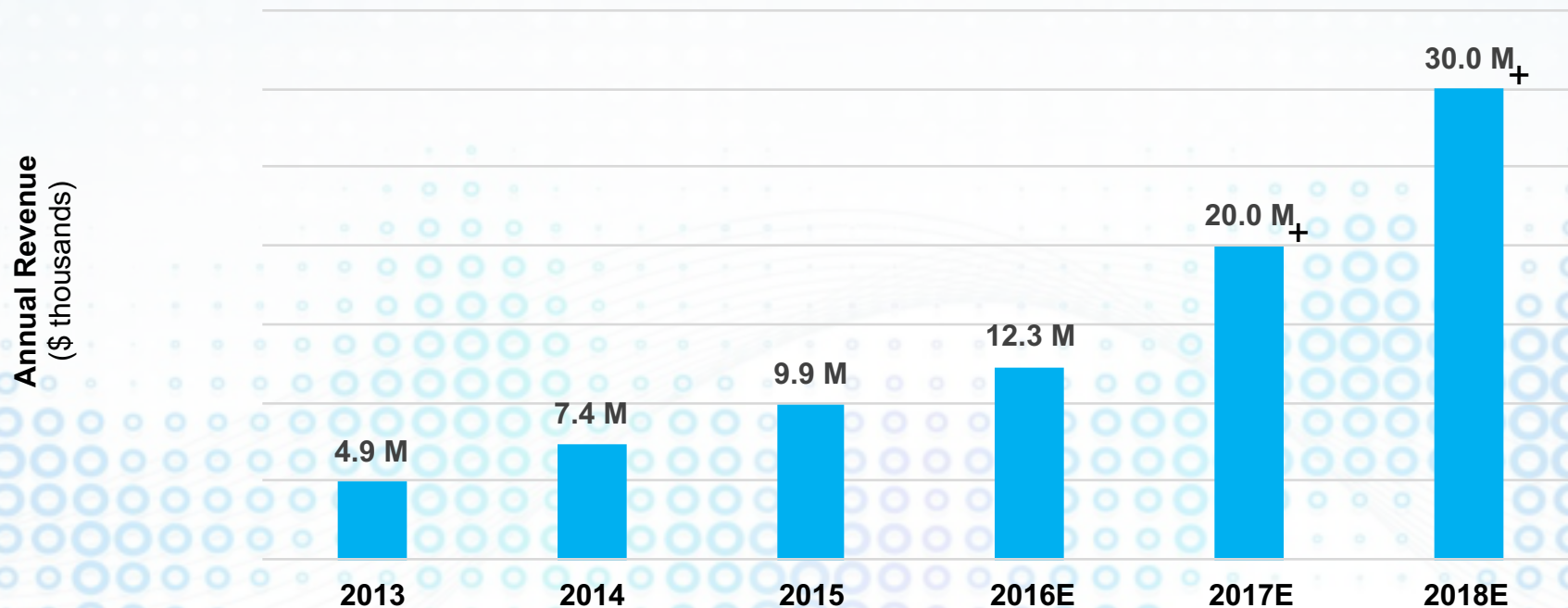


Government  
of Canada

BEST  
BUY



# FINANCIAL PERFORMANCE



(1) 2016, 2017, 2018 are forward looking sales targets.

# OPERATING TARGETS

1

## **~50% Organic Revenue Growth**

Emphasis on rugged devices & commercial vehicle solutions in North America

2

## **Increase Operating Scale Through Strategic Acquisitions**

Seeking to acquire similar products with cross-selling opportunities

3

## **Achieve Industry Leading Profitability**

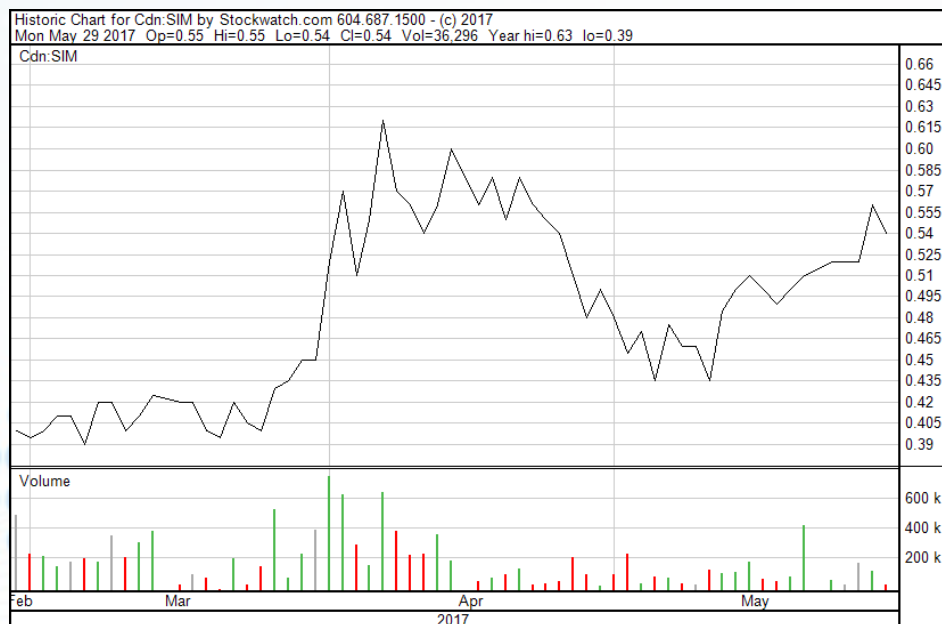
~30% Gross Margins and ~15% EBITDA Margins

4

## **~\$50M+ Revenue by 2020**

# CORPORATE STRUCTURE

Average Daily Volume: **102,223** (last 30 days)



## Capitalization

Stock Price	\$0.54
Common Shares Outstanding	83.6M
Warrants @ \$0.60 (Jun, 17)	7.16M
@ \$0.50 (Jul, 18)	8.3M
@ \$0.50 (Mar, 19)	12.8M
Options @ \$0.38 (Avg)	7.5M
Fully Diluted Shares Outstanding	120.8M
<b>Market Capitalization</b>	<b>\$45.14M</b>
Working Capital	~\$8M
<b>Enterprise Value</b>	<b>\$36.92M</b>

## Major Shareholders

Accel Telecom	33.3M 40%
Shamrock Israel Growth Fund	3.8M 4.6%



## CONTACT

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[www.KINCOMMUNICATIONS.com](http://www.KINCOMMUNICATIONS.com)

# MANAGEMENT

## Marc Seelenfreund – CEO & Board Member

- Founder and CEO of Siyata as well as the founder of Accel Telecom, the parent company of Siyata, an Israel based company that specializes in importing and distributing innovative cellular and IP devices to fixed line operators and mobile providers within Israel
- Prior to establishing Accel, Mr. Seelenfreund was a VP at Sunrise Corporation in New York focusing on financing publicly traded technology companies
- Mr. Seelenfreund has a law degree from Bar Ilan University, is a board member at Israel's leading private university Ono and has served as an Officer in the Israel Defense Forces

## Gerald Bernstein – CFO

- Mr. Bernstein spend 20 years focusing on private equity financing and tax efficient corporate structuring in multi-jurisdictional arenas
- Mr. Bernstein holds a Bachelor of Commerce as well as a Graduate Diploma in Public Accountancy- both from McGill University
- Member of the Canadian Institute of Chartered Accountants since 1987 and a professional chartered accountant

## Glenn Kennedy – VP Sales

- Mr. Kennedy has over 25 years of sales experience in the telecommunications industry
- Prior to joining Siyata in 2016, Mr. Kennedy has managed sales nationally for Motorola Canada, HTC Communications Canada and Sonim Technologies
- Mr. Kennedy holds an Bachelor of Arts in Honors Business Administration from the Richard Ivey School of Business at the University of Western Ontario

## Gidi Bracha – VP Technology

- Mr. Bracha has served as Vice President of Technology since 2011 and has spearheaded the development of both the Truckfone and the Voyager
- Served in various key positions at Cellcom, Israel's leading cellular provider, including Head of Car Mobility Products and Director of Type Approvals
- Mr. Bracha served as an engineer technician in the Anti-Aircraft division of the air force in the IDF and holds a BA in Engineering and Business Management from the University of Derby

# BOARD OF DIRECTORS

## Gil Gurfinkel, Chairman of the Board

- Vice President at Shamrock Israel Growth Fund and has a background in private equity, business strategy and management consulting.
- Chairman and board member on a number of Israeli and International companies
- Mr. Gurfinkel holds a B.Sc in Industrial and Management Engineering from the Technion, the Israel Institute of Technology and an MBA from the Recanati Business School at Tel Aviv University

## Stephen Ospalak, Board Member

- Over 20 years in telecom, currently SVP Marketing & Operations at BMG Inc.
- Served as interim CEO for AiTelecom; Global Integration Officer for Virgin Management Inc.; Canadian VP & Board Advisor for Brightstar, and as SVP Operations at Iusacell
- Served as VP of Products & Services at Telus Communications Inc. responsible for an annual spend > \$US 1billion in wireless & wire line equipment
- Led the planning and execution of Clearnet's market debut and nationwide launch of the iDEN and PCS Cellular services, setting the North American PCS launch record.
- 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-founded Zellers Optical Centers and played a key role in the sale to National Vision Associates of Atlanta
- Co-founder and CFO of Miazzi Ventures where he founded Mamma.com Inc. and later sold to Intasys Corporation at a \$44M valuation.
- Mr. Kron holds a Bcomm from Concordia University as well as a Graduate Diploma in Public Accountancy from McGill University. He has been a member of the Canadian Institute of Chartered Accountants since 1987

## Brian Budd, Board Member

- Extensive management and corporate development background with over 25 years of entrepreneurial and sales leadership experience in the high tech and resource industries
- Mr. Budd served as a director of sales for a multi-billion dollar software company selling into the Fortune 500. He excels in the areas of penetrating new markets, hiring and developing sales teams, implementing sales techniques and strategies and building pipeline
- Responsible for delivering forecasted revenue contributing \$250M in sales over his tenure and growing the business year over year





**CREATING A GLOBAL TELECOM LEADER**



**THANK YOU**