INVESTOR OVERVIEW

August 2023
FORWARD-LOOKING STATEMENTS

This presentation includes, and any related discussion may include, forward-looking statements regarding future events or results within the meaning of the Private Securities Litigation Reform Act. All statements other than statements of historical fact may be forward-looking statements, including but not limited to statements related to our financial prospects and other projections of our outlook or performance and our future business plans, and statements using such words as “expect,” “anticipate,” “believe,” “plan,” “intend,” “could,” “will” and other similar expressions. Forward-looking statements involve risks and uncertainties, which could cause actual results to differ materially from those expressed or implied in the forward-looking statements. Among the important factors that could cause or contribute to such differences are customer concentration, given that the majority of our sales depend on a few large customer relationships, the impact of the COVID-19 pandemic on our business and financial results, delays in adoption of our products and services by our customers and their end users, changes in demand for our products from our customers and their end users, changes in requirements for our products imposed by our customers or by the third party providers of software and/or platforms that we use, our ability to effectively integrate, market and sell acquired product lines, new and changing technologies, customer acceptance and timing of deployment of those technologies, our ability to compete effectively with other software and technology companies, and the existence and terms of our outstanding convertible notes and related agreements. These and other factors discussed in our filings with the Securities and Exchange Commission, including our filings on Forms 10-K and 10-Q, could cause actual results to differ materially from those expressed or implied in any forward-looking statements. The forward-looking statements contained in this presentation and in any related discussion are made on the basis of the views and assumptions of management as of the date of such statements are made, and we do not undertake any obligation to update these statements to reflect events or circumstances occurring after the date of this presentation.
SMITH MICRO (NASDAQ: SMSI)

Over 40 Years of Mobile Software Expertise

Powerful innovation engine trusted by mobile network operators worldwide. Developed deep expertise in mobile platform and operating systems, highly scalable architecture and mobile industry standards.

CUSTOMERS
- Global service providers
- OEMs
- Wireless & Cable Service Providers

SOLUTIONS
- Family location & digital parenting
- Consumer IoT management
- Retail engagement & analytics platform
- Next generation voice messaging

LEADERSHIP
- Millions of Smith Micro device agents or apps deployed worldwide
- Worldwide hosting of SaaS platforms
WHAT WE DO

✓ **Deliver** world class carrier grade software solutions

✓ **Implement** strategies and tactics to lead a successful implementation and launch

✓ **Provide expertise** in all aspects of the program from launch through all stages of life

✓ **Processes and execution** to exceed expectations of our partners

✓ **Support** to make the program a success from training to marketing to customer care in collaboration with our partners
OUR CUSTOMERS
PRODUCT LINEUP

SafePath®
Digital Family Lifestyle™

ViewSpot®
Bring Devices to Life

CommSuite®
Next Generation Messaging
WHY DIGITAL FAMILY SAFETY SOLUTIONS?

Safety in the Physical and Digital World. Today’s active families are always on the go and often going in multiple directions. Connected families—especially parents, need better tools to rely on to know the whereabouts and activities of their family members.

Put Parents in Control. Smartphones and screens offer more opportunities for communication and entertainment than ever; but with opportunity comes some risk. Digital family safety solutions allow parents to use these same screens to monitor and manage these risks and threats before they cause harm.

Solutions that Parents Can Trust. Parents want peace of mind and ease of use. Kids want autonomy and freedom. The right digital safety solution provides both—SafePath is that tool.
The SafePath Platform provides a comprehensive connected life experience by connecting SafePath Family, IoT, Home and Drive solutions under a single pane of glass.

The breadth and depth of SafePath allows carriers and service providers to adopt the entire platform or select individual components and match different offerings to create their own service offering.
We work closely with our partners to rebrand SafePath screens to create stunning designs that give their customers a premier and branded experience they’ve come to expect.
EXPERTISE FOR GROWTH

Partnership Focused on Mutual Success

- Direct Marketing/CRM
- Promotion on Carrier-Owned Assets
- Digital Marketing B2B2C Direct to Carrier Customers
- Customer Care Support/Care SPIFFS
- Store Collateral/Employee Training
- Indirect Retailer
- Bundling
- Retail SPIFFS
- Education Segment
- Service Portfolio Expansion - Home, IOT, Drive
THE TREMENDOUS OPPORTUNITY

FOCUS ON FAMILY ...

Families – most profitable, long-term subscribers

They depend on/trust our customers

Tremendous value and upside anticipating and serving their needs before OTT players

You anchor families’ investment in – and management of – new devices, lines and data plans.

... VALUE ADDED SERVICES ARE STICKY ...

Family services are sticky

Family should be the mechanism that moves those relationships from transactional to "trusted adviser"

Bridge the inevitable network transitions

SafePath users network churn less than overall customer network churn

... ACHIEVING GREATER VALUE

We believe the total market opportunity can generate between $300M and $500M per annum per carrier customer

By penetrating ~20% of Families ...

... and by adding new services to the portfolio
VIEWSPOT STUDIO – AUTONOMOUS NEW DELIVERY MEDIUM

**Easily Create Dynamic Content**
- Bold content delivered to devices and display screens
- Consistent branding
- Engaging to customers
- Drive increased sales

**Make Immediate Pricing Updates**
- Ensure pricing compliance
- Deliver consistent and reliable pricing information
- Eliminate paper waste and labor
- Deploy a quick and simple solution

**Deliver Meaningful Analytics**
- Provides immediate operational data and customer feedback
- Delivers actionable insights for swift action
- Drives analysis and actions to support acquisition and retention efforts
GLOBAL FOOTPRINT

15K+ Retail Locations
150M+ Audience

Smith Micro Offices
- Pittsburgh PA – USA HQ
- Aliso Viejo CA – USA
- Belgrade - Serbia
- Braga - Portugal
- Stockholm - Sweden

Pittsburgh PA – USA HQ
Aliso Viejo CA – USA
Belgrade - Serbia
Braga - Portugal
Stockholm - Sweden
Monetize, modernize and brand the voice messaging experience

Support SMS and MMS messages on any device

Provides best in class Spam capabilities

Retrieve messages on Voice Assistants

Deliver users ads for other products or promotions
REVENUE TRENDS

REVENUE

- CommSuite revenue trend primarily reflects the decline in T-Mobile due to wind-down of legacy Sprint services.
- Family Safety revenues decreased primarily due to continued attrition of legacy Sprint Safe & Found subscribers.
- ViewSpot revenues decreased primarily due to a decline in project-related services in Q2.
Note: Non-GAAP expense excludes amortization (noncash), stock compensation (noncash), severance, IP, CFO transition costs and offering/acquisition expenses. For a full reconciliation see the most recent earnings report filed on Form 8-K.

• Operating Expenses in all three categories declined during the quarter primarily due to decreases in personnel related costs as a result of cost reduction activities undertaken in March 2023.
INVESTMENT THESIS

- Dominant Player in white-label Family Safety Mobile application space
- Existing contracts with all three Tier One Wireless Carriers in the United States
- Significant untapped available market will allow for significant growth potential
- Recurring revenue stream with ~70% Gross Margins
- Expected opportunities for cost rationalization post-SafePath migrations
Appendix
## OPERATING EXPENSE RECONCILIATION

<table>
<thead>
<tr>
<th>Q2-23</th>
<th>GAAP</th>
<th>Stock Compensation</th>
<th>Intangibles Amortization</th>
<th>Offering / Acquisition Costs</th>
<th>Other (Severance/IP)</th>
<th>Non-GAAP</th>
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<tbody>
<tr>
<td>Selling and marketing expenses</td>
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<tr>
<td><strong>Total operating expenses</strong></td>
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<td>$(52) $12,826</td>
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<table>
<thead>
<tr>
<th>Q2-22</th>
<th>GAAP</th>
<th>Stock Compensation</th>
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<th>Offering / Acquisition Costs</th>
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</table>
Family is more than just people – it’s also every connected device that is a part of the everyday Digital Family Lifestyle™.