



INVESTOR OVERVIEW

March 10, 2022

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, and our ability to compete effectively with other software and technology companies. 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.

ABOUT SMITH MICRO



OUR CUSTOMERS

Wireless Service Providers and
OEMs around the world



TECHNOLOGY LEADERSHIP

Smith Micro device agents or apps
deployed worldwide

SOLUTIONS

Family Location & Parental Controls
Consumer IoT & Monetization
Next-Gen Visual Messaging
Smart Retail & Analytics

SMITH MICRO'S MISSION



Enriching Connected Lifestyles with Carrier-Grade Solutions



PROTECT



Digital Lifestyle

MANAGE



Connected
IoT Devices

ENHANCE



Voice
Messaging

OPTIMIZE



Smart Retail
Experience

PRODUCT LINEUP

SMITHMICRO
SOFTWARE



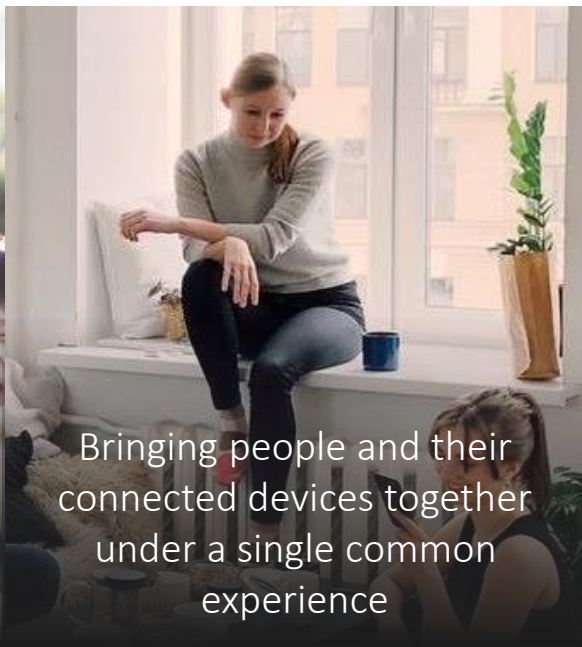
 **SafePath**[®]

 **CommSuite**[®]

 **ViewSpot**[®]

INNOVATIVE PRODUCT PLATFORM

SMITHMICRO
SOFTWARE



MARKET LEADER —BEST-IN-CLASS SOLUTION



Acquired Circle Media Carrier Business – February 2020

Acquired Avast Family Safety (Location Labs) – April 2021

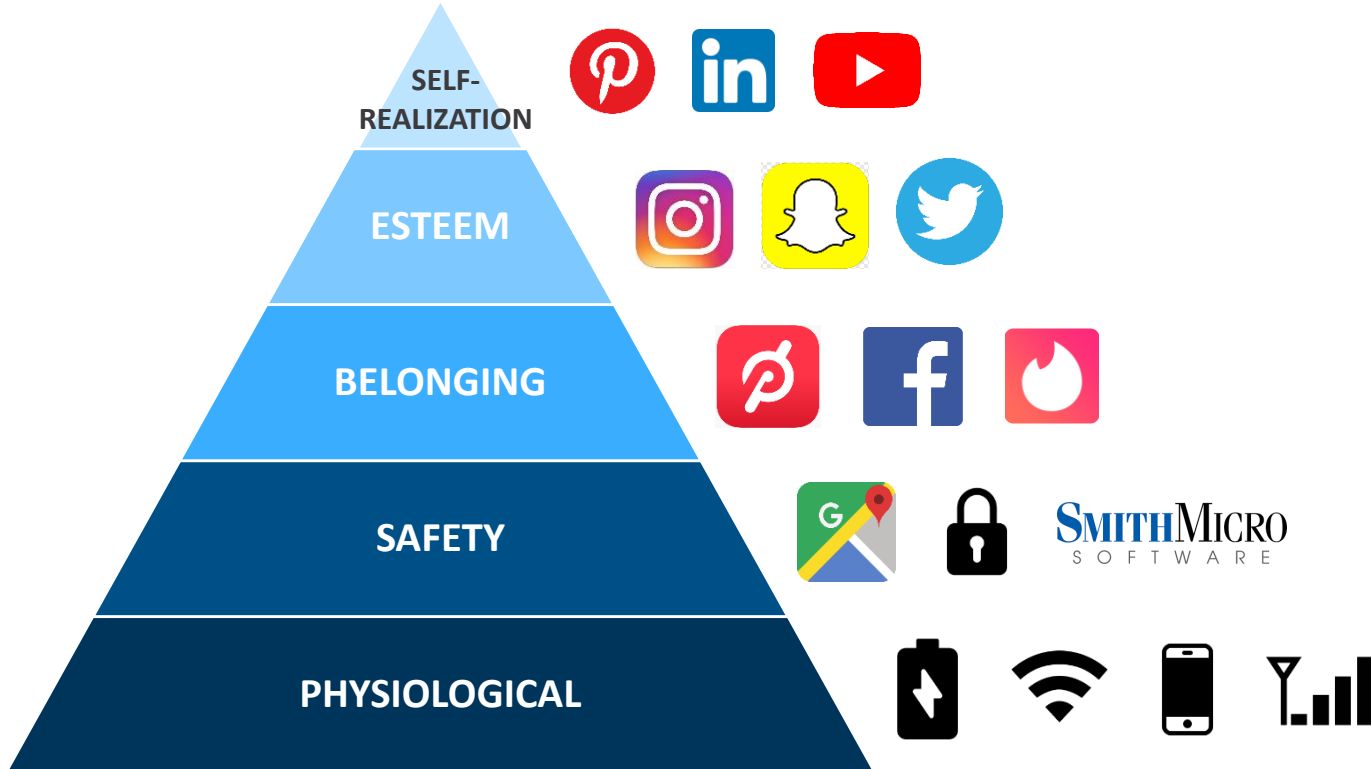
Added Major Multiple Carrier Customers with Transactions Worldwide

Added Leading Acquired Technology to Deliver SafePath 7 to the Market



FAMILY SAFETY IS A PRIMAL NEED

Maslow's Hierarchy of Needs in a digital world and the companies that fulfill them



MULTI-GENERATIONAL CONNECTED LIFE VISION

Family is more than just people – it's also **every connected device** that is a part of the **everyday family digital lifestyle**



SAFEPATH G2M AND SUCCESS STRATEGY

Key Family Safety Use Cases



Location Features



Screen Time
Management



Content Filters



Driver Safety

Go-To- Market Strategy

Partnership Strategy



White Label



Co-Branding

Monetization Strategy



Revenue Share
Model



Free Trials

Digital Marketing Expertise



Multi-channel marketing approach
accelerates product growth



Decades of partner marketing
experience



Research-driven product-market fit
and value propositions

**DIGITAL
MARKETING**

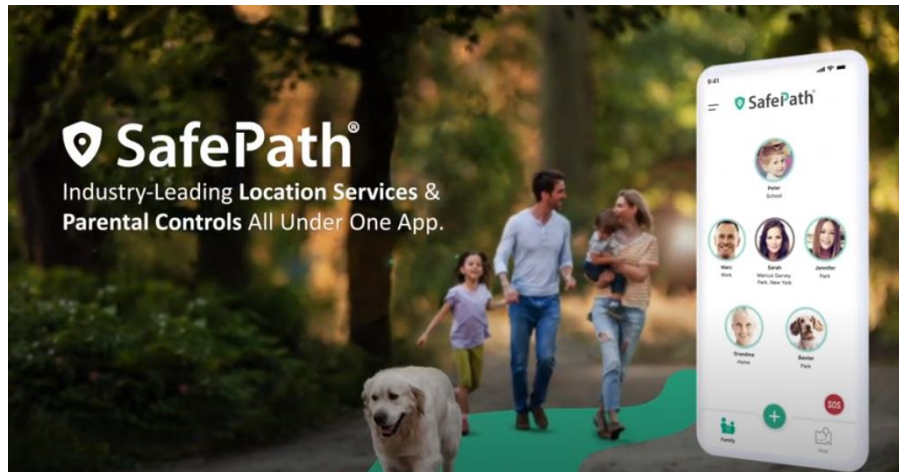
**PHYSICAL
MARKETING**

**PAID
MARKETING**

 **SafePath®**

SAFEPath 7 KEY TAKEAWAYS

- Robust Parental Controls with full feature parity between Android and iOS
- Parental controls extended to in-home Wi-Fi devices such as gaming consoles, tablets, smart TVs, and laptops
- New location-based features
- Support for additional consumer IoT devices



THOSE WHO MAY WANDER WON'T BE LOST WITH **SAFEPATH®** FAMILY

SMITHMICRO
SOFTWARE

Location and parental controls made easy for the entire family



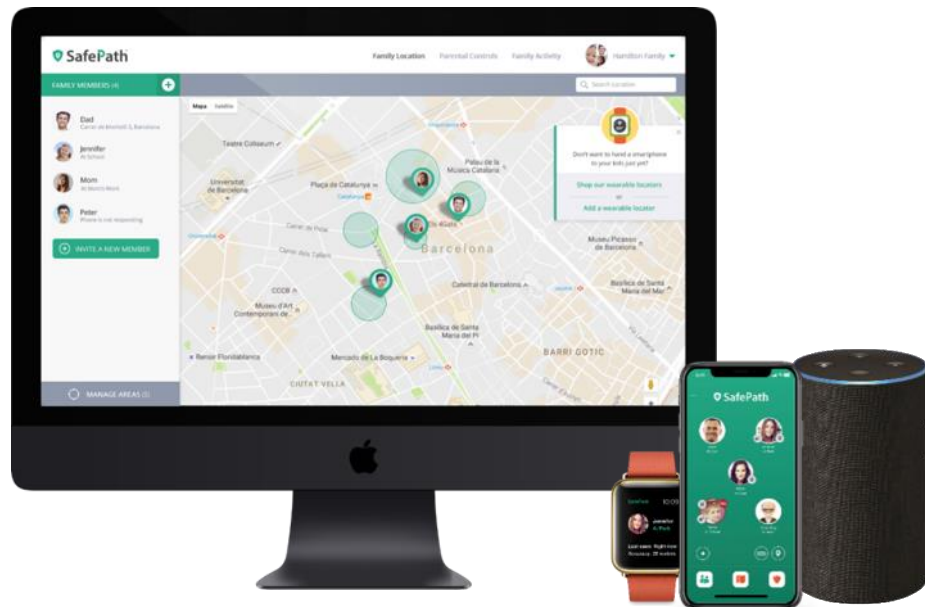
Safety Areas

Notifications

Family Alert

Parental Controls

Phone Security



INTRODUCING SAFEPath DRIVE

Helps Parents of Young Drivers Encourage Safer Driving Habits

- Device-less connected car solution
- Multiple deployment options – as add-on for SafePath Family or as stand-alone, white-label driver safety app
- Provides automatic collision detection, high-speed alerts, personal driver scores, gamification, and more
- Increases driver awareness, helps limit phone use while driving, and monitors family safety
- Currently in discussions with multiple Tier 1 operators



SAFEPath IoT: A PLATFORM FOR ALL THINGS CONNECTED

SafePath IoT brings people and their devices together under a **single common experience**.

Children

Wearables

Elder Care

Home

Pets

Vehicles



SAFEPATH HOME: EXTEND PARENTAL CONTROLS AND SCREEN TIME MANAGEMENT TO IN-HOME DEVICES

- Manage and control internet traffic at network level
- Profile-based approach enables uniform parental controls inside and outside the home
- Powerful management capabilities via smartphone app or web-based dashboard



CommSuite®

The Next Generation of Visual Messaging





CommSuite[®]



18M+ Devices in the Field



150+ Device Models



1B Messages Per Quarter



Amazon Alexa Integration



Branded UI Experience



Proven Revenue Generator

COMMSUITE HARMONIZES WITH THE NEW CONNECTED LIFESTYLE OF TODAY'S CONSUMER

We know what the next generation of users want and expect from voice message services.



Deliver
voice-to-text to
empower users
and provide
anywhere access.



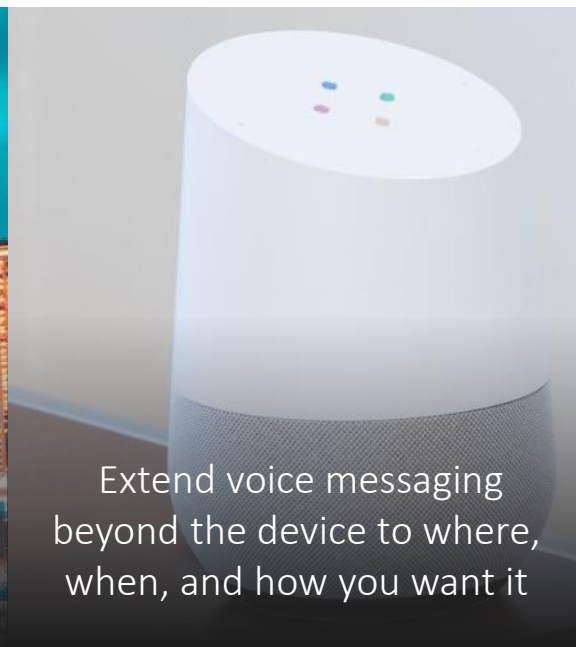
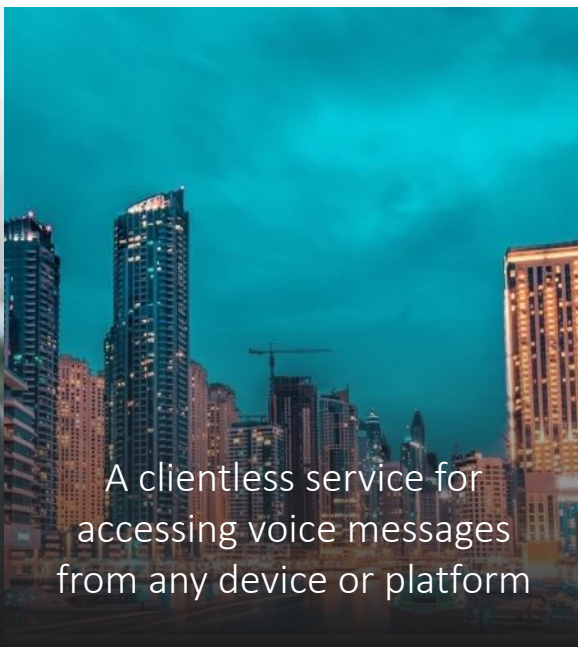
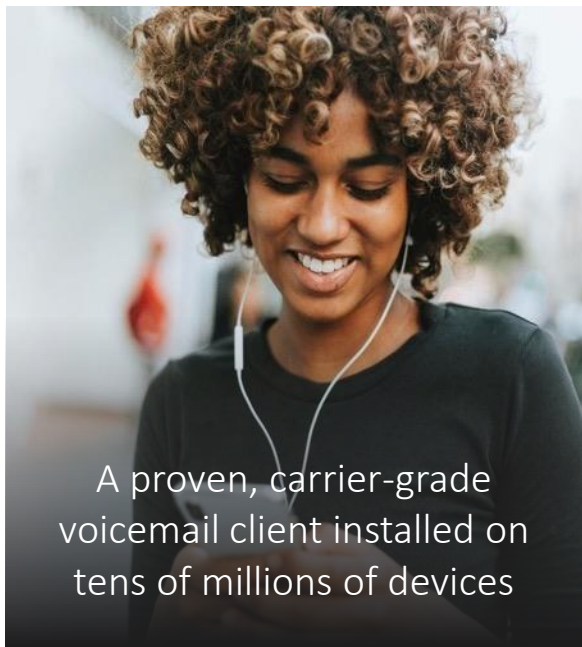
Create additional
revenue with
targeted ads or
in-app purchases.



Synchronize mobile
messaging across
multiple devices

NEXT-GEN VISUAL MESSAGING

SMITHMICRO
SOFTWARE





ViewSpot[®]

Smart Retail for Mobile Carriers

BRING IN-STORE DEVICES TO LIFE WITH VIEWSPOT

ViewSpot enables consumer brands to deliver compelling in-store retail experiences through interactive dynamic pricing, digital content management, and data analytics.



Increase
Customer
Engagement

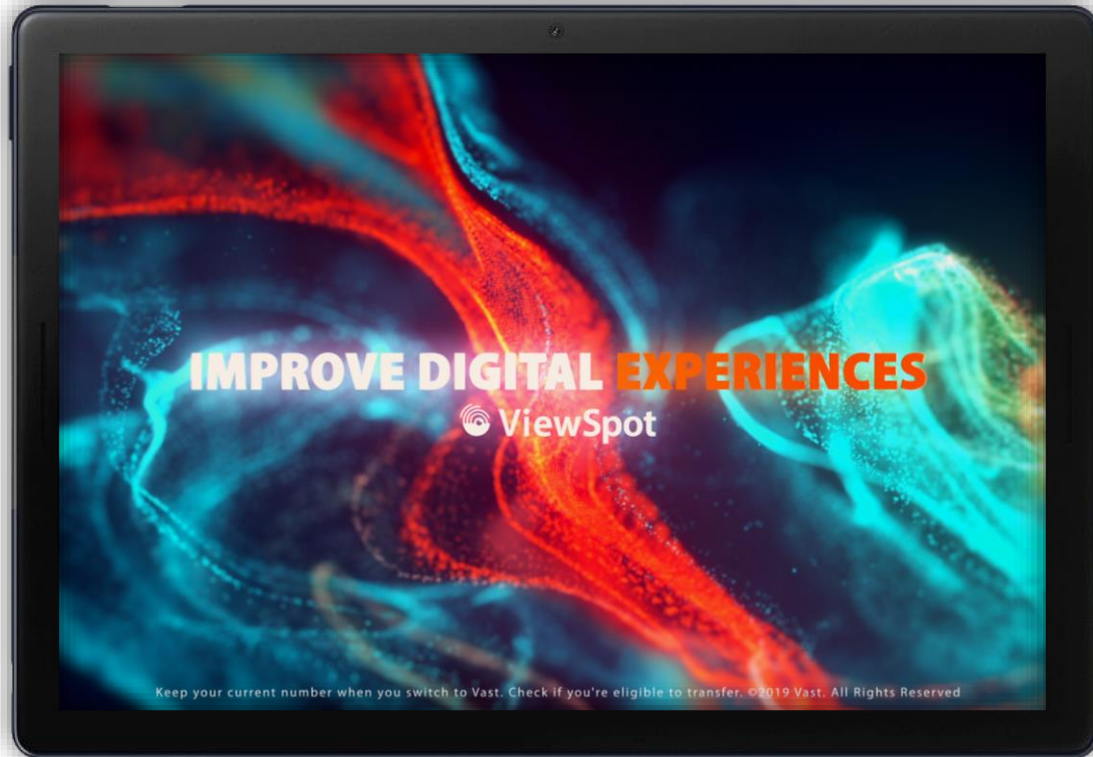
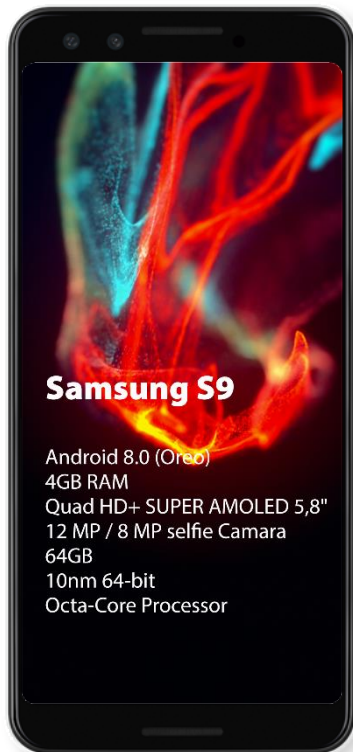


Deliver
Consistent and
Compelling
Content



Behavior-based
Business
Intelligence

UNLEASH THE POWER OF IN-STORE DEVICES

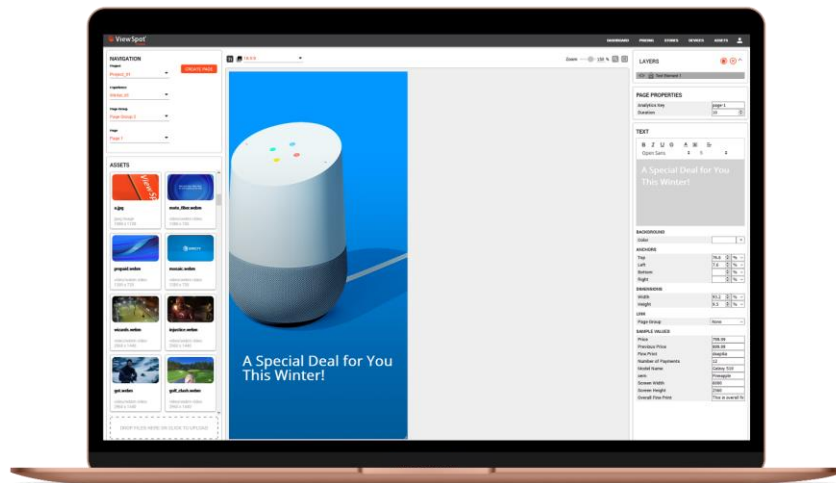


VIEWSPOT STUDIO

SMITHMICRO
SOFTWARE

Centrally Manage and Update On-Device Content

ViewSpot Studio simplifies retail display management (RDM) for wireless carriers by streamlining the design and customization of demo device experiences on both smartphones and tablets.



 **ViewSpot[®]**
STUDIO

VIEWSPOT TOUCHLESS SOLUTION

Smart Retail Technology | The ViewSpot Platform is quickly evolving and leveraging the latest technology to support mobile operators as they reopen retail stores across the globe.



Touchless Price Cards



Face Detection



Sanitization Notifications



Voice Recognition



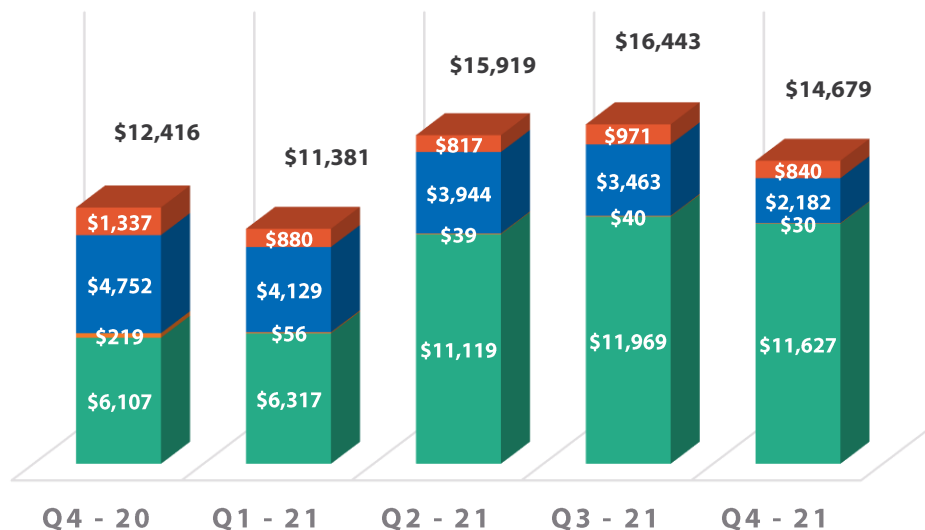
FINANCIAL TRENDS

(\$ in thousands, except earnings per share)

REVENUE TRENDS

REVENUE

■ Family Safety ■ Other ■ Commsuite ■ ViewSpot



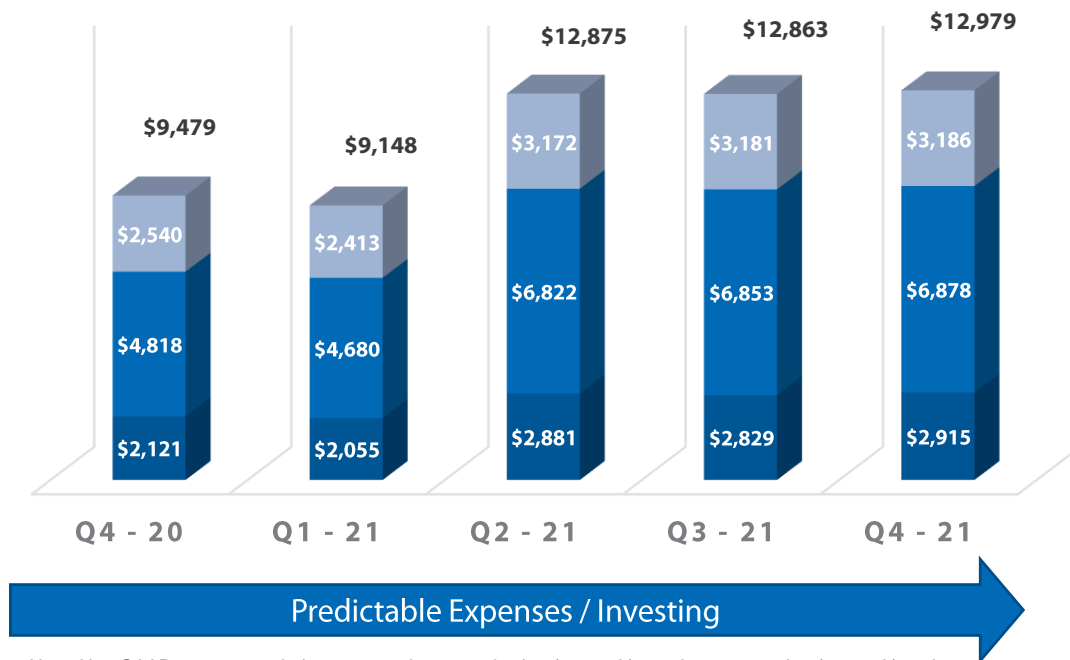
Predictable Revenue

- Acquisition of Avast family safety mobile business in the 2nd Quarter of 2021 drove uplift in Family Safety Revenues.
- Company is now the provider of white-label Family Safety applications to all three of the U.S. Tier One Carriers.
- CommSuite revenues are declining as legacy Sprint subscribers transition over to the T-Mobile network and off of the CommSuite platform.

OPERATING EXPENSE TRENDS

OPERATING EXPENSES – NON GAAP

■ Selling & Marketing ■ Research & Marketing ■ General & Administrative



Note: Non-GAAP expense excludes restructuring, amortization (noncash), stock compensation (noncash) and acquisition expenses. For a full reconciliation see the most recent earnings report filed on Form 8-K.

- Current level of Research & Development costs reflects investment to migrate customers acquired in Avast family safety mobile business to SafePath platform.
- Opportunity to reduce level of Research & Development costs post-migration.

OPERATING EXPENSE RECONCILIATION

	GAAP	Stock Compensation	Intangibles Amortization	Acquisition Costs	Other (IP / CFO)	Non- GAAP
Q4-21						
Selling and marketing expenses	\$ 1,973	\$ (239)	\$ 1,181	\$ -	\$ -	\$ 2,915
Research and development expenses	8,460	(260)	(1,322)	-	-	6,878
General and administrative expenses	4,173	(727)	-	(81)	(179)	3,186
Total operating expenses	<u>\$ 14,606</u>	<u>\$ (1,226)</u>	<u>\$ (141)</u>	<u>\$ (81)</u>	<u>\$ (179)</u>	<u>\$ 12,979</u>
Q3-21						
Selling and marketing expenses	\$ 5,046	\$ (238)	\$ (1,979)	\$ -	\$ -	\$ 2,829
Research and development expenses	8,159	(270)	(1,036)	-	-	6,853
General and administrative expenses	5,143	(819)	-	-	(1,143)	3,181
Contingent consideration	12,864	-	-	(12,864)	-	-
Total operating expenses	<u>\$ 31,212</u>	<u>\$ (1,327)</u>	<u>\$ (3,015)</u>	<u>\$ (12,864)</u>	<u>\$ (1,143)</u>	<u>\$ 12,863</u>
Q2-21						
Selling and marketing expenses	\$ 4,853	\$ (236)	\$ (1,736)	\$ -	\$ -	\$ 2,881
Research and development expenses	7,972	(241)	(909)	-	-	6,822
General and administrative expenses	4,946	(802)	-	(972)	-	3,172
Total operating expenses	<u>\$ 17,771</u>	<u>\$ (1,279)</u>	<u>\$ (2,645)</u>	<u>\$ (972)</u>	<u>\$ -</u>	<u>\$ 12,875</u>
Q1-21						
Selling and marketing expenses	\$ 4,232	\$ (189)	\$ (1,988)	\$ -	\$ -	\$ 2,055
Research and development expenses	5,183	(193)	(310)	-	-	4,680
General and administrative expenses	3,658	(634)	-	(611)	-	2,413
Total operating expenses	<u>\$ 13,073</u>	<u>\$ (1,016)</u>	<u>\$ (2,298)</u>	<u>\$ (611)</u>	<u>\$ -</u>	<u>\$ 9,148</u>
Q4-20						
Selling and marketing expenses	\$ 2,649	\$ (145)	\$ (383)	\$ -	\$ -	\$ 2,121
Research and development expenses	5,297	(147)	(332)	-	-	4,818
General and administrative expenses	3,060	(520)	-	-	-	2,540
Total operating expenses	<u>\$ 11,006</u>	<u>\$ (812)</u>	<u>\$ (715)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 9,479</u>



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 allows for significant growth potential
- Recurring revenue stream with 70%+ Gross Margins
- Opportunities for cost rationalization post-SafePath migrations
- Balance Sheet is strong and ready for growth