



# Investor Overview 2024

# 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, delays or obstacles in our development and release cycles, the degree to which competing business needs may affect our allocation of resources to planned projects, the degree to which our customers adopt, offer and promote our products and services and our planned enhancements and updates thereto or the degree to which their end users adopt them in the time period that we expect or at all, our reliance on third party operating systems and platforms for the proper operation and delivery of our solutions and any barriers to our use of such third party technology, our reliance on third party application stores for the distribution of our software applications and any barriers to such distribution, our ability to attract and retain key technical personnel that are essential to our product development efforts, changes in demand for our products from our customers or 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, new and changing technologies and customer acceptance and timing of deployment of those technologies, our ability to effectively integrate, market and sell acquired product lines, 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.

# SMITH MICRO (NASDAQ: SMSI)

## Years of 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.



### TARGET CUSTOMERS

- Global service providers
- OEMs
- Wireless & cable service providers

### SOLUTIONS

- Family location & digital parenting
- Retail engagement & analytics platform
- Next generation voice messaging

### LEADERSHIP

- Millions of Smith Micro device agents or apps deployed worldwide



USA



PORTUGAL



SERBIA



SWEDEN

# WHO WE ARE AT OUR CORE

- ✓ **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
- ✓ **Collaborate** to make the program a success from training to marketing to customer care
- ✓ **Execute** to exceed the expectations of our partners

# OUR MISSION KEEPING FAMILIES AND LOVED ONES SAFE IN THE PHYSICAL & DIGITAL WORLD

- ✓ **The World** becomes increasingly more challenging to navigate every day
- ✓ **Escalation of Conflict, Chaos & Violence** is driving increased concern for the safety of our loved ones, not only children, but also friends and family members
- ✓ **Online Dangers** are more prevalent than ever as we are facing significant threats, including cyberbullying, exposure to harmful content, and bad actors online
- ✓ **Startling Statistics in the United States** 375,304 children were reported missing in 2023<sup>1</sup>, meaning on average more than 1,000 kids go missing daily. That's 1 child every 90 seconds
- ✓ **Recent Legislative environment** showcases how online safety is crucial to parents and lawmakers

<sup>1</sup>Source: FBI National Crime Information Center

# FAMILY SAFETY IS A PRIMAL NEED

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



# INCREASED REGULATORY FOCUS ON DIGITAL SAFETY



The New York Times

<https://www.nytimes.com> › 2024/03/13 › technology › ti...

## U.S. House Passes Bill That Could Ban TikTok

Mar 13, 2024 — The **legislation** received wide bipartisan support, with both Republicans and Democrats showing an eagerness to appear tough on China.

- EU - Digital Services Act (*passed*)
- U.S. - State laws regulating social media (*passed*)
- Italy - AGCOM regulation (*passed*)
- U.S. - COPPA 2.0 (*pending*)
- U.S. - Kids Online Safety Act (*pending*)
- U.S. - Parents Bill of Rights Act (*pending*)
- U.S. - TikTok ban (*pending*)
- U.S. - Kids PRIVACY Act (*pending*)
- Regulations proposed in Germany, France, Ireland, India, New Zealand, Australia, Singapore and many others.



NBC News

<https://www.nbcnews.com> › politics › congress › senate...

## Senate passes the most significant child online safety bills ...

Jul 30, 2024 — The Senate passed two children's online safety bills, **KOSA** and **COPPA 2.0**, in a rare sign of bipartisan cooperation in the middle of a ...



# SAFEPath® IS THE RIGHT TOOL AT THE RIGHT TIME



SafePath®

**PROTECT & LOCATE**  
YOUR CHILDREN

SafePath

SafePath

Filter

Young Child Pre-Teen Teen

Young Child grants access to experiences but filters out content inappropriate for younger children.

Privacy & Safety

Safe Search

YouTube Restricted

Popular Apps & Websites

Amazon

Cartoon Network

Disney+

EezyTime

Funtyle

Minecraft

Netflix

YouTube

SafePath



Peter School



Papa School



Marc Work



Sarah Marcus Garvey Park, New York



Jennifer Park



Grandma Home



Buster Park



Family



Map

SafePath

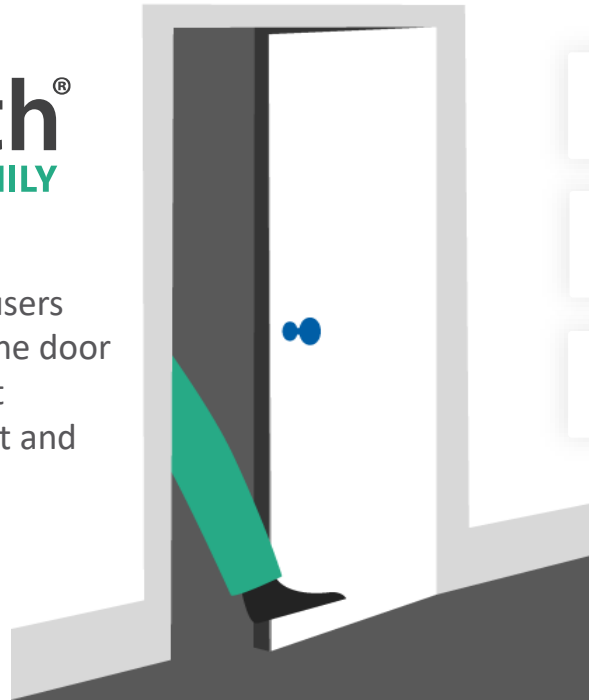




# THE JOURNEY ON THE SAFEPath PLATFORM STARTS WITH SAFEPath FAMILY



SafePath Family teaches users the interface and opens the door to enhanced features that respond to current market and consumer needs



The logo for SafePath DRIVE, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "DRIVE" in a smaller, green, all-caps font below it.

The logo for SafePath HOME, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "HOME" in a smaller, green, all-caps font below it.

The logo for SafePath GLOBAL, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "GLOBAL" in a smaller, green, all-caps font below it.

The logo for SafePath KIDS, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "KIDS" in a smaller, green, all-caps font below it.

The logo for SafePath OS, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "OS" in a smaller, green, all-caps font below it.

The logo for SafePath PREMIUM, featuring a green shield icon with a white location pin inside, followed by the text "SafePath" in a large, bold, black font and "PREMIUM" in a smaller, green, all-caps font below it.

# 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**



# ENHANCEMENTS TO MAKE A STRONG PRODUCT PLATFORM EVEN BETTER



**SafePath Drive** - Provides behavior monitoring and analysis and alert functions



**SafePath Home** – Delivers peace of mind on any device in the home



**SafePath Premium\*** – Will introduce Social Network Monitoring and Physical Location Intelligence using AI/Machine Learning



**SafePath OS\*** – An Android software-based solution that will have SafePath pre-installed on a kids phone.

*\*Denotes planned roadmap offering.*

# GO TO MARKET STRATEGY SELL SOLUTIONS THROUGH MOBILE NETWORK OPERATIONS

- ✓ Leveraging Strong, Long Term Strong Relationships Master agreements throughout the world
- ✓ Why MNO's? They are the gatekeepers of people's internet access and location
- ✓ Why MNO's? Broad reach delivering connectivity to mobile devices
- ✓ Why MNO's? Subscribers trust and rely on their wireless carrier to deliver safe and private connectivity

# OUR CUSTOMERS



# THE TREMENDOUS OPPORTUNITY

## FOCUS ON FAMILY ...

Families – most profitable,  
long-term subscribers

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They depend on/trust our customers

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

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Anchors families' investment in – and  
management of – new devices, lines  
and data plans.

## ... VALUE ADDED SERVICES ARE STICKY ...

Family services are sticky

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

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Bridge the inevitable  
network transitions

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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 tier one carrier customer

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By penetrating ~20% of Families ...

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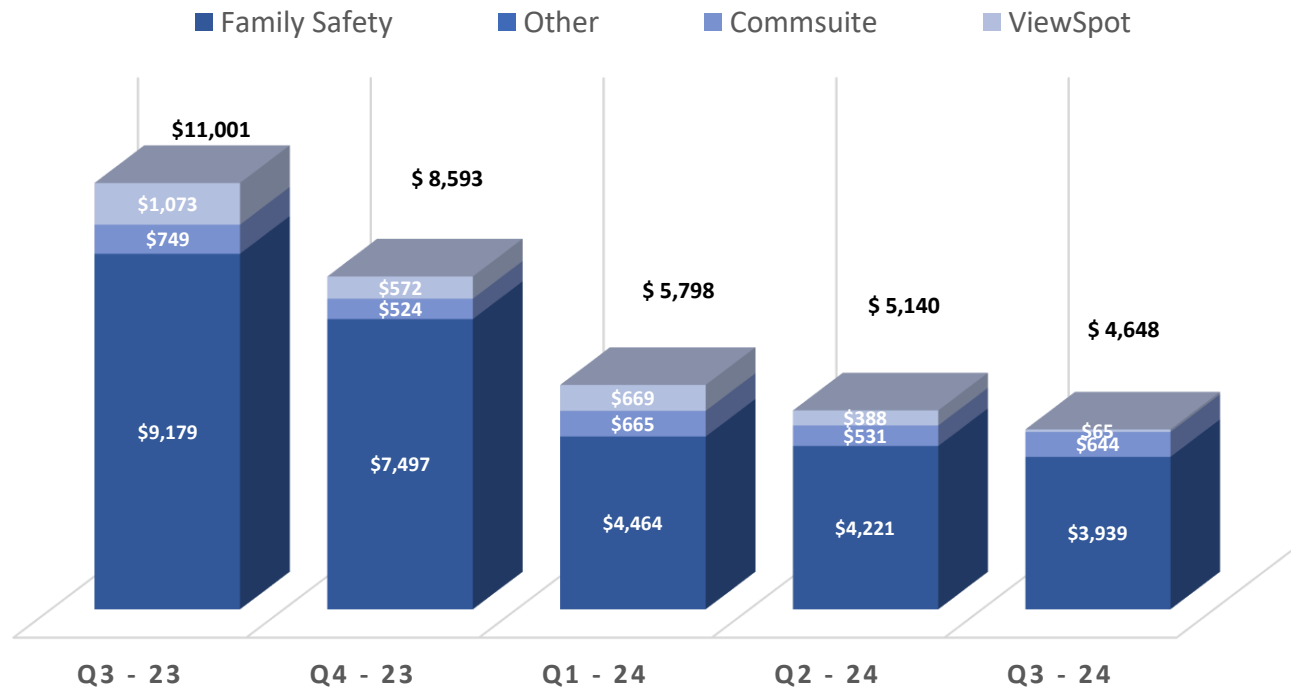
... and by adding new services  
to the portfolio

# INVESTMENT THESIS

- Dominant Player in white-label Family Safety Mobile application space
- Existing contracts with Tier One Wireless Carriers in the United States & Europe
- Significant untapped available market will allow for significant growth potential
- Recurring revenue stream with ~70% Gross Margins
- Expansion opportunities with the planned launch of several new innovative products in 2024 and growth of existing deployments

# REVENUE TRENDS

## REVENUE

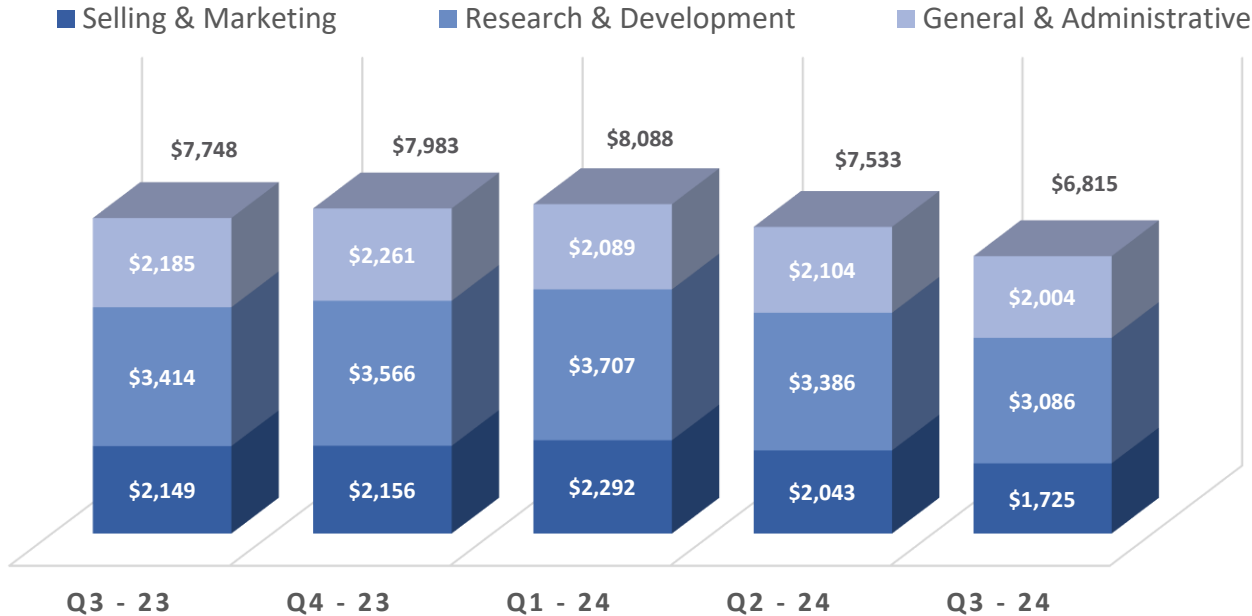


- Family Safety revenues declined in 2024 versus 2023 due primarily to the conclusion of our Family Safety contract with a Tier One carrier in November 2023 combined with continued attrition from the legacy Sprint Safe & Found product.
- ViewSpot revenues declined as compared to 3<sup>rd</sup> quarter 2023 due to the conclusion of two contracts.
- Commsuite revenues increased due to Boost Premium Visual Voicemail paid subscriber growth.



# OPERATING EXPENSE TRENDS

## OPERATING EXPENSES – NON GAAP



- Decrease in Operating Expenses during 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2024 due to cost reduction initiatives undertaken.
- The Company is anticipating a further decline in operating expenses during the 4<sup>th</sup> quarter of 2024 as a result of cost reduction measures implemented in the 3<sup>rd</sup> quarter.

*Note: Non-GAAP expense excludes depreciation, amortization and goodwill impairment (noncash), stock compensation (noncash), personnel severance and reorganization activities and additional non-recurring items. For a reconciliation to the comparable GAAP results, see the immediately following slide.*

# OPERATING EXPENSE RECONCILIATION

|  | GAAP             | Stock Compensation | Depreciation Amortization | Other (Impairment/Severance/etc.) | Non-GAAP        |
|--|------------------|--------------------|---------------------------|-----------------------------------|-----------------|
| <b>Q3-24</b>                               |                  |                    |                           |                                   |                 |
| Selling and marketing expenses             | \$ 2,060         | \$ (315)           | \$ -                      | \$ (20)                           | \$ 1,725        |
| Research and development expenses          | 3,637            | (318)              | -                         | (233)                             | 3,086           |
| General and administrative expenses        | 2,715            | (616)              | -                         | (95)                              | 2,004           |
| Depreciation & Amort. of intangible assets | 1,422            | -                  | (1,422)                   | -                                 | -               |
| Total operating expenses                   | <u>\$ 9,834</u>  | <u>\$ (1,249)</u>  | <u>\$ (1,422)</u>         | <u>\$ (348)</u>                   | <u>\$ 6,815</u> |
| <b>Q2-24</b>                               |                  |                    |                           |                                   |                 |
| Selling and marketing expenses             | \$ 2,529         | \$ (345)           | \$ -                      | \$ (140)                          | \$ 2,043        |
| Research and development expenses          | 3,702            | (245)              | -                         | (71)                              | 3,386           |
| General and administrative expenses        | 2,740            | (548)              | -                         | (88)                              | 2,104           |
| Depreciation & Amort. of intangible assets | 1,541            | -                  | (1,541)                   | -                                 | -               |
| Total operating expenses                   | <u>\$ 10,512</u> | <u>\$ (1,138)</u>  | <u>\$ (1,541)</u>         | <u>\$ (300)</u>                   | <u>\$ 7,533</u> |
| <b>Q1-24</b>                               |                  |                    |                           |                                   |                 |
| Selling and marketing expenses             | \$ 2,614         | \$ (309)           | \$ -                      | \$ (13)                           | \$ 2,292        |
| Research and development expenses          | 3,989            | (264)              | -                         | (18)                              | 3,707           |
| General and administrative expenses        | 2,756            | (563)              | -                         | (104)                             | 2,089           |
| Depreciation & Amort. of intangible assets | 1,908            | -                  | (1,908)                   | -                                 | -               |
| Impairment of Goodwill                     | 23,989           | -                  | -                         | (23,989)                          | -               |
| Total operating expenses                   | <u>\$ 35,256</u> | <u>\$ (1,136)</u>  | <u>\$ (1,908)</u>         | <u>\$ (24,124)</u>                | <u>\$ 8,088</u> |
| <b>Q4-23</b>                               |                  |                    |                           |                                   |                 |
| Selling and marketing expenses             | \$ 2,458         | \$ (302)           | \$ -                      | \$ -                              | \$ 2,156        |
| Research and development expenses          | 3,868            | (302)              | -                         | -                                 | 3,566           |
| General and administrative expenses        | 3,331            | (915)              | -                         | (155)                             | 2,261           |
| Depreciation & Amort. of intangible assets | 2,473            | -                  | (2,473)                   | -                                 | -               |
| Total operating expenses                   | <u>\$ 12,130</u> | <u>\$ (1,519)</u>  | <u>\$ (2,473)</u>         | <u>\$ (155)</u>                   | <u>\$ 7,983</u> |
| <b>Q3-23</b>                               |                  |                    |                           |                                   |                 |
| Selling and marketing expenses             | \$ 2,449         | \$ (300)           | \$ -                      | \$ -                              | \$ 2,149        |
| Research and development expenses          | 3,704            | (290)              | -                         | -                                 | 3,414           |
| General and administrative expenses        | 2,934            | (749)              | -                         | -                                 | 2,185           |
| Depreciation & Amort. of intangible assets | 1,567            | -                  | (1,567)                   | -                                 | -               |
| Total operating expenses                   | <u>\$ 10,654</u> | <u>\$ (1,339)</u>  | <u>\$ (1,567)</u>         | <u>\$ -</u>                       | <u>\$ 7,748</u> |



SMITHMICRO  
SOFTWARE

Thank You