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A B2B provider of technologically-advanced cellular communications solutions and cellular signal boosters for global first responders and enterprise customers based on Push-to-Talk Over Cellular technology. Its portfolio of solutions enable instant communication, over a nationwide cellular network of choice, to increase situational awareness and save lives.

BUSINESS HIGHLIGHTS

- Disrupting the legacy Land Mobile Radio (LMR) industry with cellular communications solutions
- Cellular carrier customers provide comprehensive and direct access to US\$50B North American market (total addressable market for all 3 product categories)*
- Customer trials ramping and pipeline of business building as SYTA penetrates North America with all three product categories

CHANNEL RELATIONSHIPS PROVIDE GLOBAL REACH

Siyata markets its solutions with leading cellular carriers and their distributors



FirstNet

verizon

T Mobile

uscellular

Telstra

stc

Bell

ROGERS

SIYATA'S TOTAL ADDRESSABLE MARKET BY CATEGORY

Siyata's three core product categories are 100% complementary with each other, and target primarily the Commercial and First Responder markets.



1) In-Vehicle Devices

2) Rugged Handsets

3) Cellular Boosters

Unit Opportunity

Market Opportunity

<p>~3.5 million⁽¹⁾ first responder and public sector vehicles in the United States.</p> <p>~17.6 million⁽¹⁾ commercial vehicles in the United States.</p> <p>~3.5 million⁽²⁾ first responder, public sector, and commercial vehicles in Canada.</p>	<p>~47 million^(1,3) enterprise task and public sector workers across North America (NA) including construction, transport & logistics, manuf., energy & utility, public safety and federal government</p>	<p>~32 million boosters sold globally⁽⁴⁾</p>
<p>~US\$19 billion in North America alone⁽²⁾</p>	<p>@ US\$445 ASP (across all market segments) implies the NA rugged handset market is US\$21B^(1,3)</p>	<p>The global booster market was valued at US\$11.3B in 2021 and is expected to reach US\$23.2B by 2028⁽⁴⁾.</p>

* Sources: based on latest available data

(1) <https://www.bts.gov/sites/bts.dot.gov/files/docs/browse-statistical-products-and-data/national-transportation-statistics/223001/ntsntire2018q3.pdf#page=41>; VDC Research "Key Success Requirements For In-Vehicle Push to Talk Communications Solutions" Aug/19;

(2) <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/trade14a-eng.htm>; <https://www.statista.com/statistics/198488/us-and-global-motor-vehicle-production-since-1999/>;

<https://www.commerce.gov/news/blog/2022/10/honoring-our-nations-first-responders#:~:text=The%20four%20main%20types%20are,2011%20to%2087%2C781%20in%202020> ; US\$19M North American market opportunity based on UV350 average selling price plus accessories; <https://www.zolldata.com/blog/the-national-ems-assessment-10-years-later#:~:text=The%20four%20main%20types%20are,2011%20to%2087%2C781%20in%202020>

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

(4) <https://www.businessresearchinsights.com/market-reports/signal-booster-market-100005/>; assumes \$350 average selling price for cellular signal booster

STRATEGY

A key part of SYTA's strategy is to further expand the use of its solutions over dedicated 4G/LTE networks in public safety, enterprise and government markets by seeking:

1

Additional approvals from leading North American wireless networks

2

To continue our campaign to displace Land Mobile Radio (LMR) with PoC solutions

3

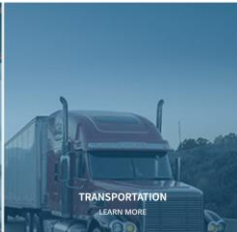
To pursue accretive acquisitions

SERVING ENTERPRISE CLIENTS IN DIVERSE INDUSTRIES



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PUSH-TO-TALK OVER CELLULAR (PoC) ADDRESSES LMR SHORTCOMINGS

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 hardware costs, and expensive to maintain towers and equipment

Advantages of Push to Talk over Cellular (PoC) ^{3,4}

- ✓ Push to talk over cellular enables subscribers to use cellular devices 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://www.chierda.com/poc-features-and-benefits/?utm_source=rss&utm_medium=rss&utm_campaign=poc-features-and-benefits

2. <https://emcom.co.za/pros-cons-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

EXECUTIVE LEADERSHIP

Marc Seelenfreund – Founder/CEO

- 20+ yrs of experience in telecom/cellular arena
- Founder of leading telecom distribution company with multiple global telecom vendors

Gerald Bernstein – CFO

- 20 yrs of experience in PE financing and corporate structuring in multi-jurisdictional arenas

Glenn Kennedy – VP Intl Sales & Mktg

- 25+ yrs of sales experience in telecom industry, including national sales management for Motorola Canada, HTC Canada, and Sonim Technologies

Gidi Bracha – VP Technology

- 20+ yrs in development of enterprise and commercial vehicle cellular products
- Spearheads all aspects of development and Head of Car Mobility Products

BOARD OF DIRECTORS

Peter Goldstein – Chairman of the Board

Stephen Ospalak – Board Member

Michael Kron – Board Member

Lourdes Felix – Board Member