

MAKING

# homes & buildings safe & smart

THE NEW STANDARD



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The Company's first-generation technologies enable light fixtures, ceiling fans and other electrically wired products to be installed safely and plugged in to a ceiling's electrical outlet box within seconds, and without the need to touch hazardous wires. The plug and play technology method is a universal power-plug device that has a matching receptacle that is connected to the electrical outlet box on the ceiling, enabling a safe and quick plug and play installation of light fixtures and ceiling fans in just seconds. In recent years, the Company has developed prototypes that expand the capabilities of its power-plug product, to include advanced advanced safe and quick universal installation methods, as well as advanced prototype include control of light fixtures and ceiling fans by the SkyHome App, through WIFI, Bluetooth Low Energy and voice control connections. The Company's second-generation technology, which is in the second stage prototype, is an all-in-one safe and smart advanced platform (the "Smart Sky Platform") that is designed to enhance all-around safety and lifestyle of homes and other buildings. While the Company has developed and created working prototypes of its advanced and smart products, it is continuing to refine the product prototypes and expects to begin commercial manufacturing and marketing in the second half of 2022 for the advanced products and the smart universal power-plug, ceiling fans and lighting products and for the Smart Sky Platform. The Company cannot provide any assurance that it will be able to successfully launch its new products and technologies in its anticipated timeline, or at all, or that it will be able to integrate its products and technologies with third-party products and technologies, further develop them to include new features and to respond to customer demands, or otherwise realize its product strategy. In addition, the Company's estimates of the addressable market for its products may prove to be incorrect, and the projected demand for the Company's products

The Company's future plans include offering subscription services as part of its Smart Sky Platform, including, among other services, communications, fire alarms, home intrusion alerts, emergency response services and monitoring services. The smart platform will include, among other features, a smart smoke detector, a smart carbon monoxide detector, and a WIFI extender. The Company intends to expand its operations to enable it to provide services relating to these functions, including high-speed internet services, monitoring systems designed to sense movement, smoke, fire, carbon monoxide, temperature, and other environmental conditions and hazards, monitor home access and visitors and address personal emergencies such as injuries and other medical emergencies. The Company's ability to provide such services will depend on a variety of factors, including, but not limited to, subscriber interest and financial resources, any applicable licensing and regulatory compliance, the Company's ability to manage its anticipated expansion and to hire, train and retain personnel, and general economic conditions. The Company may partner with other businesses to provide such services. The Company expects to begin providing such services in 2023, but cannot provide any assurance that it will be able to do so.

## KEY U.S. and Global Leaders Joining SKYX



Our founder Rani Kohen has managed to engage a Management, Board and Advisory team that includes U.S. and world leading members from a variety of industries, most of them invested in the Company and are all compensated in stock and options.



Rani Kohen SKYX Founder and Executive Chairman

**Business** Leader. **Entrepreneur** And Inventor



Steve Schmidt SKYX President

Former CEO of **Nielsen** DATA/Rating Corporation, and President

Office Depot

International



**Bob Nardelli** SKYX Senior Advisor

Former CFO Home Depot, Chrysler, and **GE Power Systems** 



**Al Wiess** SKYX Senior Advisor

Former President nf Disney Worldwide Parks, Hotels, Resorts. Cruise Ships, and Products



Governor Tom Ridge SKYX Lead Director of the Board. Former Head of **Homeland** Security and Two times Governor Of Pennsylvania



**Mark Earley** SKYX Head of Code /Standards. Former Head of the **National Electrical Code** (NEC) And Chief Engineer of the **NFPA** retires after 33 vears and ioins SKYX ioins SKYX



**Eric Jacobson** SKYX Co-Head of Code /Standards. Former President/CEO of the American Lighting **Association** (ALA) retires after 30 years and



Lance Shaner Chair of SKYX's Hotel Advisory **Board** 

Owner of over 60 Marriott. Hilton, IHG, hotels



Khadija Mustafa SKYX Senior Tech Advisor

Former Microsoft Global AI and **Business** Leader retires after 23 years and

ioins SKYX



**Paul** Chernawsky Chair of SKYX Insurance Advisory Board

Founder of **Endurance** F&Y entrepreneur of the year 2017

### Overview



#### **Our Mission:**

To make homes and buildings **SAFE** and **SMART** as the **NEW** Standard

## **Our Products Significantly:**

Save Lives – Save Cost – Save Time – And Simplify

Company strongly believes that based on these aspects we are positioned to revolutionize both the lighting and smart home industries and can become a safety standard in homes and buildings in the U.S. and globally.

- Patents: We have over **90 U.S. and Global** Patents and Patents Pending Applications with **30 issued patents** including in the U.S., China, India and Europe
- We are currently selling our product in over 60 Lighting and Home Décor Websites
- Immense \$500B U.S. Addressable Market (TAM) spanning almost every room
- Expected Revenue Streams include product sales, royalties/licensing, subscription monitoring and sale of global country rights

## Our Technologies Advance Key Sectors



- **Electrical and Building Safety Regulators:** Will advance homes and buildings safety.
- **Insurance Companies:** Huge dollar savings for Insurance companies.
- **Lighting industry:** Will save cost and significantly increase sales and profits.
- **Smart home industry:** Will save significant cost and increase adoption.
- **Electrical Outlet Box manufacturers:** Will significantly increase sales and profits.

- Builders: Significant cost and time saving, while enhancing buildings safety.
- Apartment Buildings: Significant cost and time saving, while enhancing buildings safety.
- Hotels: Significant cost and time saving while enhancing buildings safety.
- **Cruise Industry:** Significant cost and time saving, while enhancing buildings safety.

## Financial Highlights 12-23-2023



- Generated a record \$58.8 million in revenue in 2023, including E-commerce sales, smart home products and advanced plug & play products as compared to \$32,022 in 2022.
- Reported \$22.4 million in cash, cash equivalents, restricted cash, available cash, and investments available for sale as of December 31, 2023, as compared to \$16.8 million as of December 31, 2022.

Management anticipates the Company will become cash-flow positive during 2025.

## Key Collaborations in The Past 6 Months



#### Key Collaborations with U.S. and World Leading Companies

- SKYX and General Electric (GE) signed a 5-year global licensing partnership agreement to license SKYX's patented advanced and smart home platform technologies, including its ceiling outlet/receptacle related products as well as its all-in-one smart home platform technology.
- Announced a collaboration with world leading lighting Company Kichler, which will include SKYX advanced smart and standard products for online, retail, and professional channels.
- Announced a collaboration with U.S. leading lighting manufacturer Quoizel a U.S. leading lighting manufacturer for nearly 100 years, which will include SKYX advanced smart and standard products for online, retail, and professional channels.
- Announced a collaboration with U.S. leading elegant lighting company Golden Lighting, which will include SKYX advanced smart and standard products for online, retail, and professional channels.
- Announced a Global Collaboration with World Leading Chinese Lighting Supplier and Manufacturer For The US, Chinese, and European Markets. The Collaboration Provides SKYX Substantial Backing in Several Areas Including Financial, Mass Production Manufacturing Capabilities, and Distribution to Global Markets

#### **Enhancing Market Penetration to Both Retail and Pro Segments**

- SKYX has started sales to the builder and pro segments and opened over 100 builder and pro accounts during Builders' Show (IBS NAHB) in Las Vegas.
- During 2023 SKYX has already shipped its products to thousands of U.S. homes. Products include both advanced and smart home plug & play products. Many orders to homes included multiple units.
- SKYX expects its product to be in tens of thousands of homes during this calendar year.
- SKYX has begun selling to the Canadian market.
- Company continues to enhance market penetration of its advanced and smart platform technology product to both retail and pro segments through its
  e-commerce platform of over 60 websites for lighting and home décor.
- The Company entered into an agreement to supply approximately 1,000 homes with its advanced smart home platform technologies and is expected to deliver approximately 30,000 units representing a variety of its advanced and smart platform technology products to the developer's upcoming projects.

## Universal Ceiling Outlet Receptacle



#### 4.2 Billion Applications In U.S. Homes/Buildings

- 140 Million U.S. Homes
- Average of 30 light fixtures per home Including common areas (lobbies, corridors, emergency steps, parking garages, exterior, etc.)
- 140M x 30 = <u>4.2 Billion</u> fixtures Installed in US homes
- Average of fixture replacement is 10 years
- 4.2B: 10 years = 420M U.S. fixture installs annually
- 4.2 Billion US installs are residential only, and do not include commercial properties
- Estimated number of U.S. commercial installs are similar to residential
- Global fixture installations are estimated to be several billion annually.



SKYX is Opening a New World of Plug & Play Ceiling Products

NOW Every HOME Shall have a CEILING Outlet Receptacle



## Making Homes & Buildings Smart Instantly!!!



## **RAZOR & BLADE MODEL**

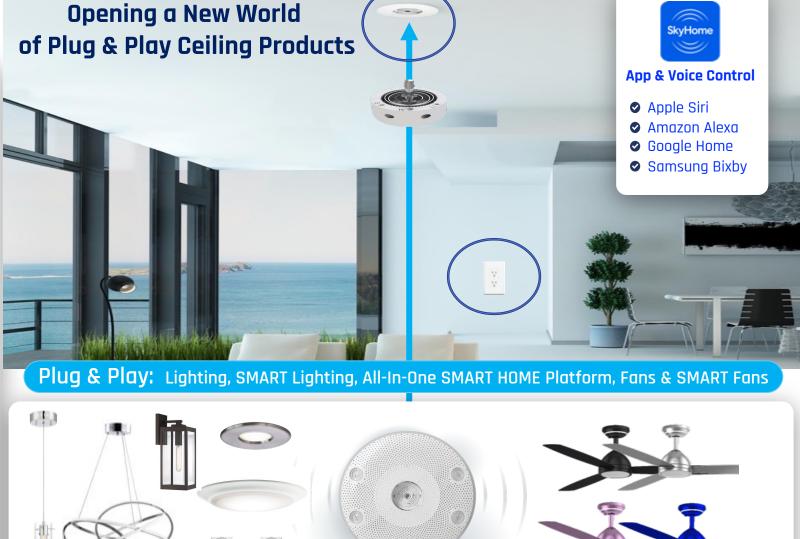
# Create a SMART HOME IN MINUTES

SMART HOME PACKAGES FOR

- Homes
- Buildings
- Hotels
- Commercial



- Safe Plug & Play
- Safety Double Locking Mechanism
- Each Lock Bearing tested for 200 lbs
- Specified to holds 50 lbs



## SKYX Wins SEVEN CES 2023/24 Awards











Manufacturers Association

of Electrical Inspectors

















## SKYX's 3 Generations of Platform Products



## Our Products Significantly: Save Lives – Cost – Time – And Simplify





## **Revolutionizing The Smart Home Industry GEN-3: SMART PRODUCT** Sky All-In-One SAFE-SMART Home Ceiling Platform, Makes Homes Become Smart in Just Minutes App Control Apple Siri

Amazon Alexa Google Home Samsung Bixby

## SKYX Plug & Play Products





Plug & Play SMART Lighting Base



Plug & Play Lighting Base



SMART & Plug & Play Recessed Light



All-In-One SMART HEATER & FAN

All-In-One SMART Platform





## NEC Mandatory Application



The National Electrical Code (NEC) is the US Electrical Safety Code for Homes and Buildings in all 50 states. Its mission is to Save Lives and Enhance Safety in Homes and Buildings

#### **Safety Mandatory Filing With the NEC**

The Company has filed for a mandatory safety standardization with the National Electrical Code (NEC) for its ceiling
outlet receptacle for ceilings in homes and buildings with SKYX's code team led by Mark Earley, former head of the
National Electrical Code (NEC), and Eric Jacobson, former President and CEO of the American Lighting Association
(ALA). Mr. Earley and Mr. Jacobson were instrumental in numerous code and safety changes in both the electrical
and lighting industries.

#### **Safety Standardization Highlights**

• Management believes that after over 12 years of its standardization process including its product specification approval voting for by ANSI / NEMA (American National Standardization Institute / National Electrical Manufacturing Association), it has met the necessary safety conditions for becoming a ceiling safety standardization requirement for homes and buildings. In the past 12 years, the Company's product was voted into 10 segments in the NEC Code Book. Voting decisions are at the discretion of the NEC voting members.

## SKYX Files For Safety Mandatory use in Homes/Buildings



#### **CEILINGS TODAY**

#### **PROBLEM**

Dangerous electrical wires



- **Exposed live wires**
- Touching live wires
- Shocks and Electrocutions
- Fires
- Shorts
- Falls from ladders due to loss of balance during installation and due to loss of balance due to shocks
- Injuries
- Death

#### CEILINGS TOMORROW

#### SOLUTION

Safe Plug and Play CEILING **OUTLET** 



- Eliminates the need to touch wires
- Eliminates exposed wires
- Reduces shocks and electrocutions
- Reduces fires due to incorrect wiring
- Reduces majority of time on Indders
- Reduces unsteadiness / loss of balance
- **Reduces** injuries
- Reduces deaths

Safe Plug & Play Install -





## Creating a New Electrical Ceiling Safety Standard







- SkyPlug
- Safe Plug & Play
- Safety Double Locking Mechanism
- Each Lock Bearing tested for 200 lbs
- Specified to holds 50 lbs

- Hundreds of millions of U.S. Hazardous Wire Installations Annually
- Billions of Global Hazardous Wire Installations Annually
  - **Touching Exposed live wires**
  - Shorts. Shocks and Electrocutions
  - Fires
  - Injuries
  - Death
  - **TODAY Hazardous Wires**

- Saves up to 90% of installation time and cost.
- Saves approx. 90% of ladder time and touching wires
- Completely eliminates the need of touching ceiling electrical wires after the first installation





## Most Significant Addition to the NEC Code in 40 Years



#### WALL OUTLET/RECEPTACLE



Wall
Outlet / Receptacle

#### WALL Outlet - GFCI

GFCI (Ground Fault Circuit Interrupter)



Wet Location Wall
Outlet / Receptacle
1980s

## WSCR SKYX'S NEW NEC CEILING OUTLET / RECEPTACLE

WSCR (Weight Support Ceiling Receptacle)



**NEW NEC SAFETY CODE** 

NEC Voted WSCR as Generic Name for SKYX's Ceiling Outlet Receptacle

## HISTORIC ADDITIONS To The U.S. Safety Building Codes

- Voted into 10 NEC segments segments in the U.S. Electrical Building code in the past 12 years
- After 120 years, changing the definition of the receptacle in the NEC Code Book to include the SKYX's Ceiling Outlet/Receptacle.
- Recent Historical Approval Vote by ANSI / NEMA,
   US Home & Building Standard Organizations
- SKYX's Receptacle Generic code name voted by NEC as WSCR (Weight Support Ceiling Receptacle)
- SKYX part AIA's Safety Continuing Education
   Program for American Institute of Architects (AIA)

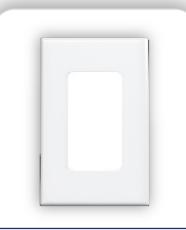
## EQUIVALENCY OF CONCEPTS



#### WALL RECEPTACLE



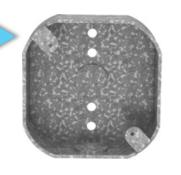








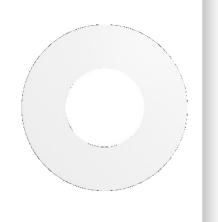
## SKYX's CEILING RECEPTACLE



JUNCTION BOX



SKYX's RECEPTACLE



COVER PLATE



FINISHED PRODUCTS



SKYX's PLUG & RECEPTACLE

## Equivalency of Concepts



## BILLIONS OF PLUGS & RECEPTACLES

Then Now
Hazardous Wire Safe
Installation Plug & play
Installation





#### BILLIONS OF LIGHT BULBS

Then Now
Hazardous Wire Safe
Installation Installation





## BILLIONS OF LIGHT FIXTURES

Today Wire Installation



Tomorrow
Safe
Plug & play
Installation



For Billions
Of Light Fixtures

## Safety is a Necessity



#### Lighting - Electrical Related Fires - Annual

National Fire Protection Association (NFPA) Data for Lighting & Electrical Distribution Equipment FIRES – 2015 to 2019 annual averages associated with lighting products:

- 430 civilian deaths per year
- Not including electrocutions
- Not including ladder falls

Home Fires Caused by Electrical Distribution and Lighting Equipment, NFPA Feb 2022: https://www.nfpa.org/News-and-Research/Data-research-and-tools/Electrical

#### **OUR PRODUCTS:**

- SAVES LIVES
- REDUCES ELECTROCUTIONS, LADDER FALLS, FIRES
- PREVENTS HAZARDOUS INCIDENTS
- ENHANCES ALL AROUND HOME SAFETY

OUR PRODUCTS PROVIDE: Smoke Detectors - Carbon Monoxide Detectors, Emergency Light, Emergency 4G Internet, Emergency Intercom - Emergency Siren, Security Sensors, Security Cameras and more...

## Our NEC Code Leaders





Bob Nardelli Former CEO of Home Depot, Chrysler, and GE power Systems

Mr. Nardelli has invested in the Company and has officially signed and joined the company in second quarter of 2023, to assist the Company with our National Electrical Code (NEC) safety standardization application, as well with business development and licensing opportunities



Mark Earley
Former Head Of
the National Electrical Code (NEC)

Retired from the NEC after 33 years and has joined SKYX to lead its code team in achieving a U.S. standard for the Sky Outlet/Receptacle.

Mr. Earley is also a leading member of the IEC (International Electrical Code) and expects that based on its safety aspects, the Sky Receptacle will be adopted in additional countries.



Eric Jacobson
Former President and CEO of the
American Lighting Association (ALA)

Served as President and CEO of the
ALA for Nearly 30 Years, Now is Part
of SKYX Code Team and will assist
with the Standardization of the Safe,
Advanced Plug-and-Play Ceiling Outlet
– Replacing instead the Old,
Hazardous
Wire Installation Method
Standardization of the Safe, Easy
Plug-and-Play Installation Method will
Save Lives and Advance the Lighting
and Fan Industries





# SkyPlug Smart

## Now in Over 60 Websites



Lighting and Home Décor Websites Including:

<u>1stoplighting.com</u>, <u>Lightingdesignexperts.com</u>, <u>Canadalightingexperts.com</u>, <u>Americanlightingstore.com</u>, <u>Homeclick.com</u>, <u>Lunawarehouse.com</u> among others.

Time Consuming
Hazardous Wire Installation

#### Safe Plug & Play

#### Safe Smart Plug & Play

#### RAZOR & BLADE MODEL









- Safe Plug & Play
- Double Safety Locking Mechanism
- Each Lock Bearing holds up to 200 lbs
- Specified for for 50 lbs









## Plug & Play SMART Retrofit-Kits



#### **SMART SkyPlug LIGHTING**

#### **Retrofit-Kits**













#### **App Control**

- Phone control
- **⊘** WiFi/BLE
- Voice control
- Scheduling
- Eco/Energy Saving mode
- Dimming
- Color changing
- Night light
- Emergency light
- Power meter
- Temperature
- Humidity
- And more



#### **Voice Control**

- Apple Siri
- Amazon Alexa
- Google Home
- Samsung Bixby

#### **SMART SkyPlug FANS**

#### **Retrofit-Kits**





## EQUIVALENCY OF CONCEPTS









Billions of TV's Controlled Remotely





**App & Voice Control** 

- Apple Siri
- Amazon Alexa
- Google Home
- Samsung Bixby

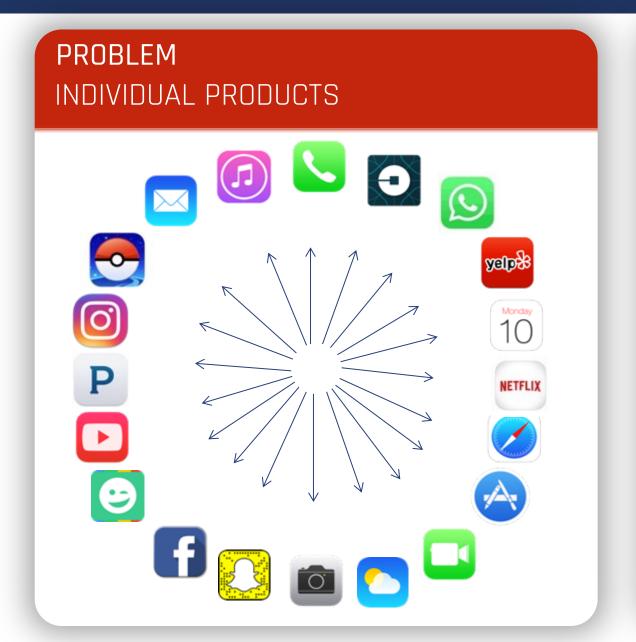
Billions of Fixtures Can Be Plug & Play and Controlled Remotely



# SkyPlatform All-In-One Smart Platform

## Smart Phone - All-In-One Personal Platform

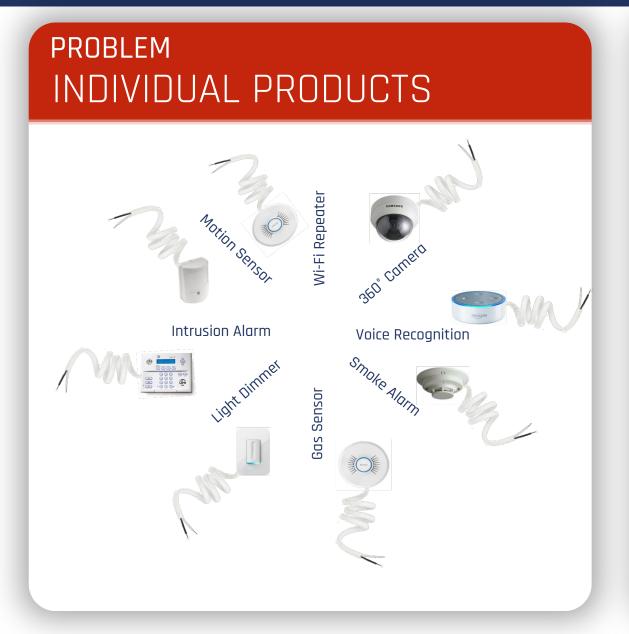






## SKY Safe-Smart All-in-One Room Platform





SOLUTION **ALL-IN-ONE** SMART HOME PLATFORM

## Patented All-in-One Smart Platform

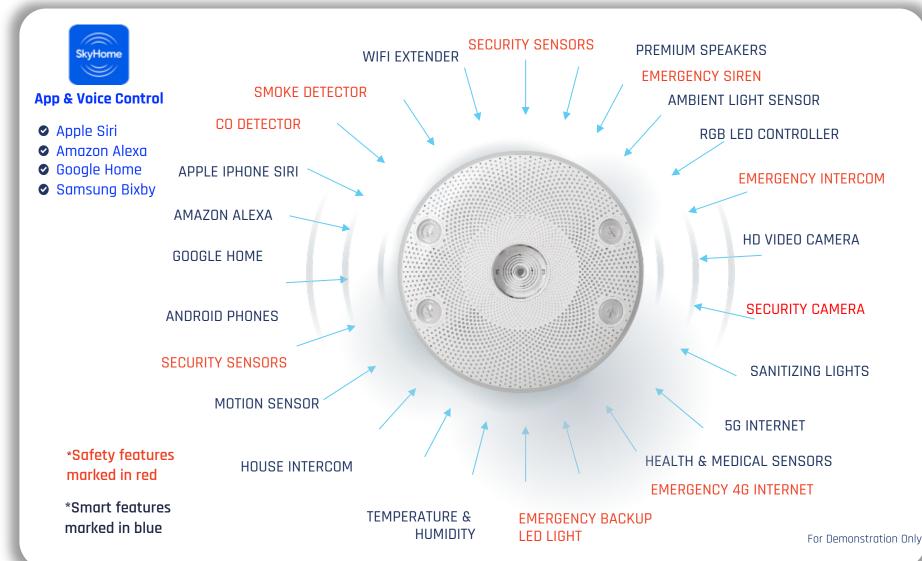


Implementing Existing
Technologies into an
All-In-One Platform

Monitoring
Subscriptions
DATA
AGGREGATION

Integrates
with New & Existing
Smart Products

Management believes that in the future Regulators and insurance companies will encourage Platform usage due to its safety features



## Sky's Platform Makes Homes Safe & Smart Instantly



#### **PROBLEM**

## TODAY

MULTIPLE single unit devices
DAYS TO INSTALL



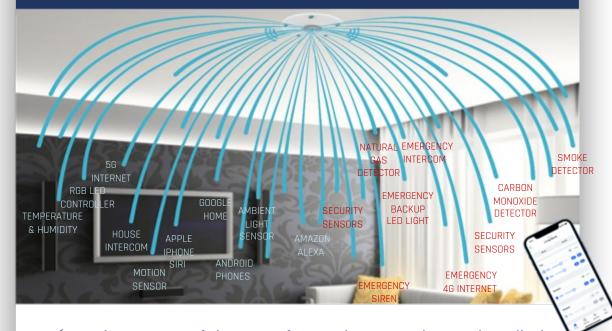
X Challenging product performance

X Several disparate apps for multiple products

#### SOLUTION

## **TOMORROW**

**ALL-IN-ONE** Smart Platform **MINUTES TO INSTALL** 



- ✓ Reduces most of the cost of smart home products & installation
- ✓ One product, All-In-One
- ✓ Minutes for one safe installation
- ✓ Great product performance
- ✓ One hub for all products
- Integrates with leading smart home technologies



App & Voice Control

## CEILING LOCATION SIGNIFICANTLY ENHANCING WIFI SPEED



#### PROBLEM

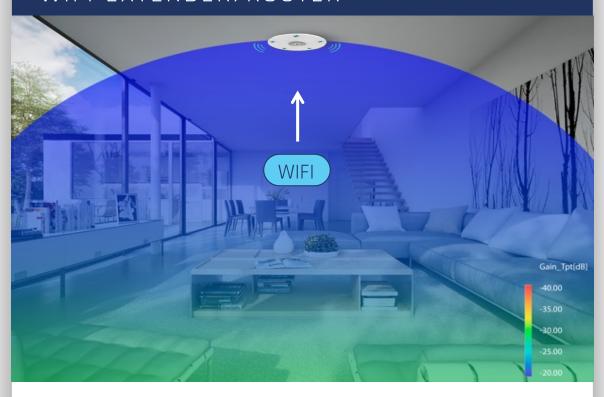
LIMITED WIFI EXTENDER/ROUTER PERFORMANCE



- Performance dependent on wall-based routers
- Extenders required

#### SOLUTION

SIGNIFICANTLY ENHANCING PERFORMANCE WIFL EXTENDER/ROUTER



Significantly Improves WIFI Speed and Range

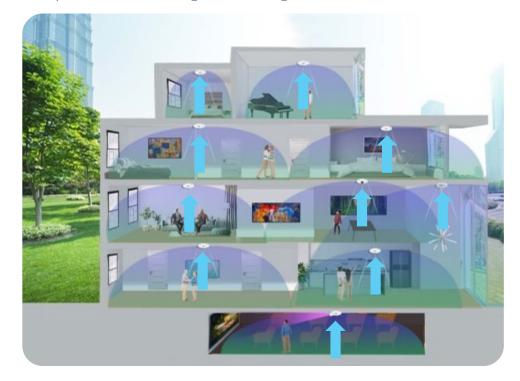
## Making Homes Safe & Smart in Minutes



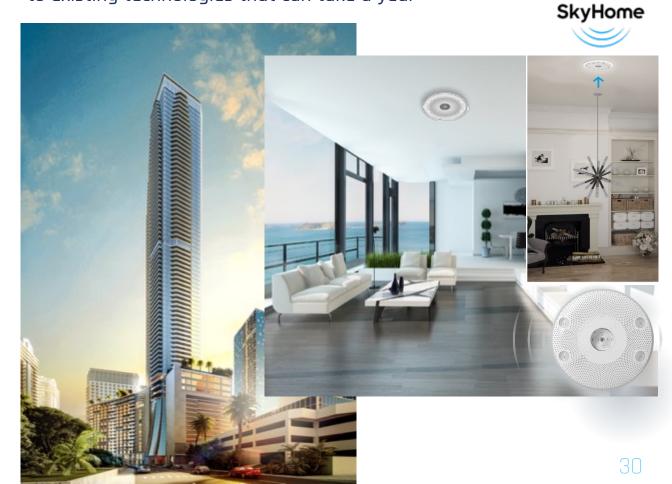
1 of Sky's Smart Platform can make all 1-bedroom apartment Safe & Smart IN MINUTES, compared to existing technologies that can take days



With only minutes to install per room, Sky's Smart Platform can make a large home Safe & Smart **WITHIN JUST HOURS** compared to existing technologies that can take weeks

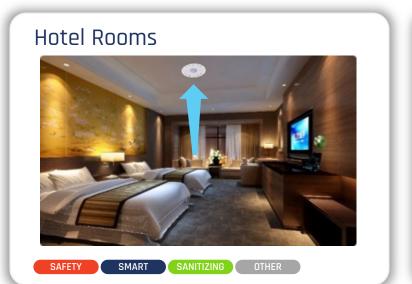


With only minutes to install per room, Sky's Smart Platform can make **LARGE BUILDINGS AND HOTELS BECOME SAFE & SMART WITHIN DAYS,** compared to existing technologies that can take a year



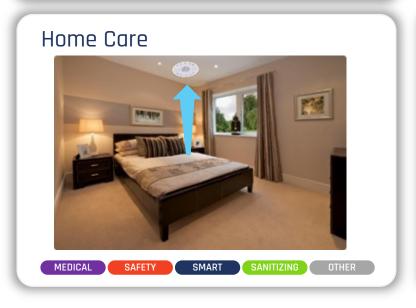
## Making Every Room Safe & Smart as a Standard

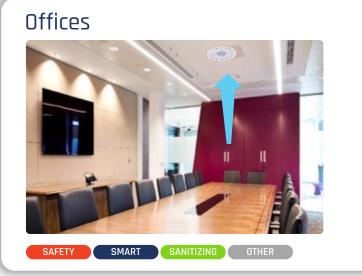


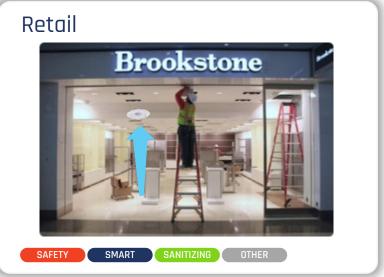












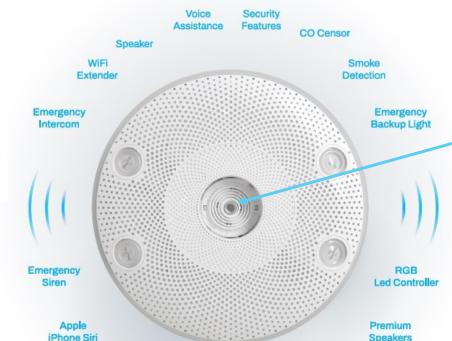
## All-in-one Smart Platform



## Making homes & buildings smart instantly

The Future Of Smart Homes & Buildings

#### All-in-one platform





Plug-In any light fixture

## Experience the Future of Smart Home Living



**App & Voice Control** 

- Apple Siri
- Amazon Alexa
- Google Home
- Samsung Bixby

SKYX Platform's cutting-edge technology is setting the new US standard of lighting installation and quickly transforming residences into state-of-the-art smart homes. Seamlessly install SKYX enabled lighting in a click of a button for simple trend updates and smart home upgrades.







Amazon





House





## Go-To-Market



LEAD & SEED

SAFE - SMART
plug & play
FANS

SAFE - SMART
plug & play
LIGHTING

SAFE - SMART
plug & play
All-In-One Smart
Platform

Platform

#### Channels

- Online
- Retail
- Builders
- Hotels
- Licensing
- OEM
- Online
- Retail
- Builders
- APT Rentals
- Hotels/Cruises
- Online/Retail
- Commercial
- Subscriptions

#### Product Advantages

- Simplifying
- Saving 70% to 99% Of Installation Time
- Saving 50% to 90% Of Installation Cost
- Enhancing replacement and adoption of new lighting, fan and smart products
- All-In-One Solution

#### SEED PRODUCTS

GEN 1-2-3 Standard Plug
STANDARD &
SMART PLUGS
SMART PLATFORM





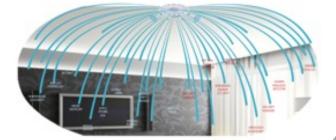












## Go-To-Market



Our Products: Save Lives – Save Cost – Save Time – And Simplify

1 PR Campaign

Launch Online Sales

Retail, Wholesale & OEM

4 Builders, Apt Buildings, Hotels













FREE REAL-ESTATE

## Organizational Chart









Efrat Greenstein Brayer Nancy DiMattia Director





Leonard Sokolow JD. Director CO-CEO



Bob Nardelli and Senior Advisor



Code Team Leader Senior Business Advisor



Khadija Mustafa Senior Tech Advisor

#### Executives



Steve Schmidt President



Founder **Executive Chairman** 



CO-CEO



Leonard Sokolow John Campi



CO-CEO



Patty Barron COO & Code Team



Chuck Mello Code Team Team



Amy Cronin Code Team Engineer

Gary Goldman Director



Dave Pamer President Retail/Wholesale



Eliran Ben Zikri



Marc-Andre Boisseau



Rob Powell General Counsel



Code Team

Shane Robinett



John Pool Retail Sales



David Usha

Head Of China Offices



Michael Perillo Global Sales



Steve Briggs Business Development



Mark Wells President lighting



Jonathan Globerson Product Development

Product



Data/Subscriptions strategy



**Ashley Baron** Social Media

#### China Offices



Accounting





Production rMg Production Mgr







Mechanical



OC.OA

controller





Ofer 7vik Rafi Cohen Engineering

Engineer



Chen Shapira

Israel Tech Development Team



Izhak Alviahu









Operations Infrastructure Lead Board Designer Board Designer Verification Software Engineer

Derek Mir

Development

Industrial Designer

Adrian Baragan



Sales and

Customer Support

Veronica Terrell Marketing

Amy Mcgriff

Marketing



Advisors





Murray Lee

Israel

Admin.& Fan & Lights Engineer Fan Engineer



Lighting Product Merchandiser











Head of Factories Admin

Audit Head of QCAccount Controller





















Embedded Embedded Engineer Embedded Engineer Mobile Lead Software Engineer Software Engineer Embedded Layout Engineer

Diego Beristain Brand Designer

Sirod Carpenter

## Experienced Management Team





## Rani Kohen Founder & Executive Chairman

Renowned businessman, entrepreneur and the founder of Sky Technologies – currently serving as the Executive Chairman of the board, a role Mr. Kohen has held since 2016. He brings strategic acumen with over 20 years of experience in business, as well as in advanced safety and smart home technologies, product design, lighting, and other related businesses. Since founding the Company, he has succeeded in attracting and engaging accomplished board members, talented management and leading executives from various industries.



## Steve Schmidt President

Joined the Company in 2020. Mr. Schmidt was the former President & CEO of AC-Nielson Corporation and was also the former President of Office Depot International. During that time, He was in-charge of 6,000 stores in more than 50 countries. Previously, he was President of Canada and Southeast Asia for Pillsbury Food Company. Previously, Steve held management positions at PepsiCo and Procter & Gamble as well.



## Leonard J. Sokolow CO-CEO and a member of the Company's Board

Serving as CO-CEO since 2023. Serves on the SKYX Board of Directors since 2015. Mr. Sokolow also serves on the Board of Directors of Consolidated Water Co. (Nasdaq: CWCO), Vivos Therapeutics (Nasdaq: VVOS), and Agrify Corporation (Nasdaq: AGFY). Previously, he was CEO and President of Newbridge Financial, Inc. and Chairman/CEO of its broker-dealer subsidiary, Newbridge Securities Corporation, as well as its RIA subsidiary. He served in a variety of roles at National Holdings Corporation and vFinance, Inc., publicly traded financial services companies, including as Chairman, CEO and President.



#### John Campi co-ceo

Serving as CEO since 2014. Mr. Campi was the former Chief Procurement Officer and an Executive Vice President for Chrysler, SVP for Global Sourcing at Home Depot, GM for GE Power Systems and Executive Vise President for DuPont. Mr. Campi has extensive experience in the field of cost management, is recognized as a founder of the strategic costmanagement discipline known as Activity-Based Cost Management and has extensive experience in the field of supply chain management.



## Marc-Andre Boisseau Chief Financial Officer

Mr. Boisseau served as the former Chief Accounting officer at Citrix Systems, Inc., a publicly-traded software development company, as Principal Accounting Officer, and as a senior auditor at Ernst & Young. Mr. Boisseau is a certified public accountant. Additionally, he is a partner of Boisseau, Felicione & Associates Inc., which provides assurance, advisory and tax services for public and private companies in a variety of industries.



## Patricia Barron Chief Operations Officer

Serving as COO since 2007. Prior to joining the Company, Ms. Barron was the President and owner of LTG Services, Inc., a company focused on safety consulting services, specializing in the review and compliance of electrical products. Prior to that, Ms. Barron worked as a consultant and engineer in the lighting, safety and approval industry as well as an engineering assistant for Underwriters Laboratories, Inc. (n/k/a UL) in the ceiling fan category. Ms. Barron received her MBA from Georgia State University.



## Eliran Ben-Zikri Chief Technology Officer

Joined the Company in 2019 CTO and GM of Sky's Israeli Office. He served in one of the most elite computer units of the Israeli Defense Force and has over 10 years of experience in the technology and cloud technology industry, previously holding senior positions in leading Israeli tech companies, including eToro and SimilarWeb. He has a vast experience in the Internet of Things, data collection, data processing, analytics, security, cloud, and production.

## **Board Of Directors**





#### Gov. Thomas J. Ridge

- Former Head of the U.S. Department of Homeland Security
- Two terms as Governor of Pennsylvania Member of the U.S. House of Rep.
- President and CEO of Ridae Global, LLC
- Co-founded Ridge Schmidt Cyber



#### Leonard J. Sokolow CO-CEO

- CEO and President of Newbridge Financial, Inc. and Chairman/CEO of its broker-dealer subsidiary, Newbridge Securities
- Served in a variety of roles at National Holdings Corp. and vFinance. Inc., publicly traded financial services companies, including Chairman and CEO
- Board of directors of Consolidated Water Co (Nasdag: CWCO), Vivos Therapeutics (Nasdag: VVOS), and Agrify Corporation (Nasdag: AGFY). Previously served on the Board of Directors of Marquee Energy. (formerly Alberta Oilsands Inc.) (then TSXV: MQX)



#### **Dov Shiff**

- President and Chief Executive Officer of the Shiff Group of Companies.
- The Shiff Group owns and operates hotels and other real estate in Israel. includina Havozem Resorts & Hotels Ltd.. Marina Hotel Tel Aviv I td. and Zvidan Investments Ltd.



#### Gary N. Golden

- Former Corporate Controller of Blockbuster
- Former Corporate Controller of Kinkos
- Interim CFO of ADB Companies
- Project manager and professional services contractor for MMC Group
- CFO at NBG Home, an affiliate of Nielsen & Bainbridge. CFO and Professional Services Contractor for MMC Group

• Partner in Ridge Policy

• Board of directors of The

HSY), Advaxis (Nasdag:

Hershey Company (NYSE:

ADXS), and LifeLock (then

Group

NYSE: LOCK)



#### Efrat L. Greenstein Brayer

- Former attorney with Holland & Knight
- Serves as Co-Founder and CEO of Merkavah Inc. (d/b/a Ezzree)
- Principal attorney of the
   Officer or director of law office of Laura Greenstein where she provides services as a corporate finance attorney
- Associate counsel at Bank Hapoalim B.M., Rogers & Wells and Haight, Gardner, Poor & Havens
  - several private companies



#### **Nancy DiMattia**

- Former SVP and CFO of Tile Shop Holdings, Inc.,
- Over twenty-five years of experience in financial reporting and accounting processes in positions of increasing responsibility at Virginia Tile Company, most recently served as the Corporate Controller





