

Stock Symbol: LGMK NASDAQ CM

Stock Price (9/22/23)	\$1.90
52 Week Range	\$1.84 - \$22.20
Diluted Shares	1.3 M
Market Capitalization	\$2.5 M
2022 Revenues	\$11.9M +19% Y/Y
Cash (a/o 6/30/23)	\$7.6 M

OVERVIEW

LogicMark, Inc. is a provider of personal emergency response systems (PERS), health communications devices, and technology for the growing care economy.

- The Company’s devices give people the ability to receive care at home and confidence to age in place
- LogicMark revolutionized the PERS industry by incorporating two-way voice communication technology directly into its medical alert pendant and providing this life-saving technology at a price point everyday consumers can afford
- The Company’s PERS technologies are sold through the United States Veterans Health Administration and dealers/distributors
- LogicMark has been awarded a contract by the U.S. General Services Administration that enables the Company to distribute its products to federal, state, and local governments

INVESTMENT HIGHLIGHTS

- Growing demand in an industry ripe for disruption
- Launched Direct-to-Consumer Sales Channel in July 2022
- Only public company pureplay in burgeoning category: Remote Activity Monitoring
- GSA contract and long partnership with the Veterans Health Administration can be leveraged for sales to additional governmental agencies
- New management team and Board with technology background and experience to execute a growth strategy
- Strong balance sheet with \$11+ million in cash and no debt

WE ARE IN THE MIDST OF A SILVER TSUNAMI

10,000 baby boomers turn 65 daily

- ~ \$24 Billion Care Economy Market Opportunity
- 90% of those 50+ years old want to age in place*
- Total aging-in-place market is expected to grow at 13% CAGR
- Boomers are comfortable & reliant on technology



EMERGENCY RESPONSE SOLUTIONS ARE INADEQUATE

Little innovation in 35+ years

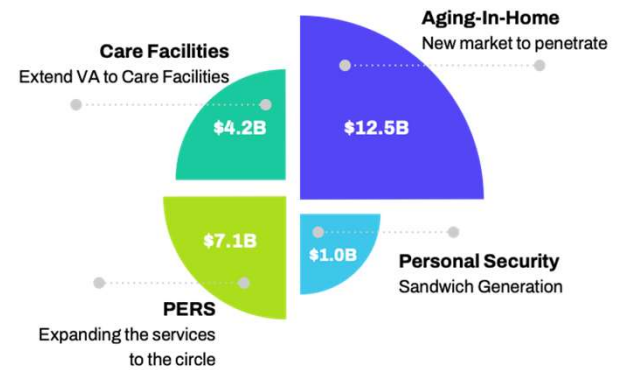
- 1 in 4 adults live with a disability
- Each year 1 in 4 adult 65+ fall & current fall technology generates many false positives
- Personal Emergency Response Systems (PERS) predominantly run by home security companies
- Unattractive wearables
- Little expertise in communications, technology, IoT, or wearables

THE RISE OF THE CARE ECONOMY

Boomers & their family caretakers need new solutions to offset the lack of healthcare labor and the desire to age in place

- The Care Economy is the money we put into caring for people throughout their life
- Sits at the intersection of several macro-forces:
 - The future of work
 - Social determinants of health
 - Aging population
 - Sandwich generation
 - AND at the intersection of some of the biggest trends: consumer tech, family tech, home healthcare

LogicMark's Target Addressable Market (TAM)



OUR CURRENT PRODUCTS

Guardian Alert 911+



- Two-way voice via pendant
- 911 direct-dial
- Cellular connection
- 6-12 month rechargeable battery life
- No monthly fee

Guardian Alert 911



- Two-way voice via pendant
- 911 direct-dial
- Landline connection
- 6-9 month rechargeable battery life
- No monthly fee















Freedom Alert



- Two-way voice via pendant
- Dial friends, family and caregivers
- 911 forwarding
- Landline connection
- 6-12 month rechargeable battery life
- No monthly fee

HOW WE ARE DIFFERENT FROM COMPETITORS

- Only pureplay publicly traded PERS provider
- Tech-centric leadership
- Portfolio of patents & expertise in senior tech
- Focused on innovating beyond the PERS market

Pureplay Public Companies	
Part of Conglomerates	   
Private Companies	        

EXECUTIVE TEAM

Chia-Lin Simmons
Chief Executive Officer

Mark Archer
Chief Financial Officer