



A Personal Safety Company

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(That was 1987.)

The presentation  
you might be  
expecting today 🙏

...but in today's world, the face of  
personal safety is very different.







LogicMark's mission is to protect the personal experience of living life to the fullest for all generations.

The trusted leader in this space, LogicMark has been providing products that enable personal safety since 2005.

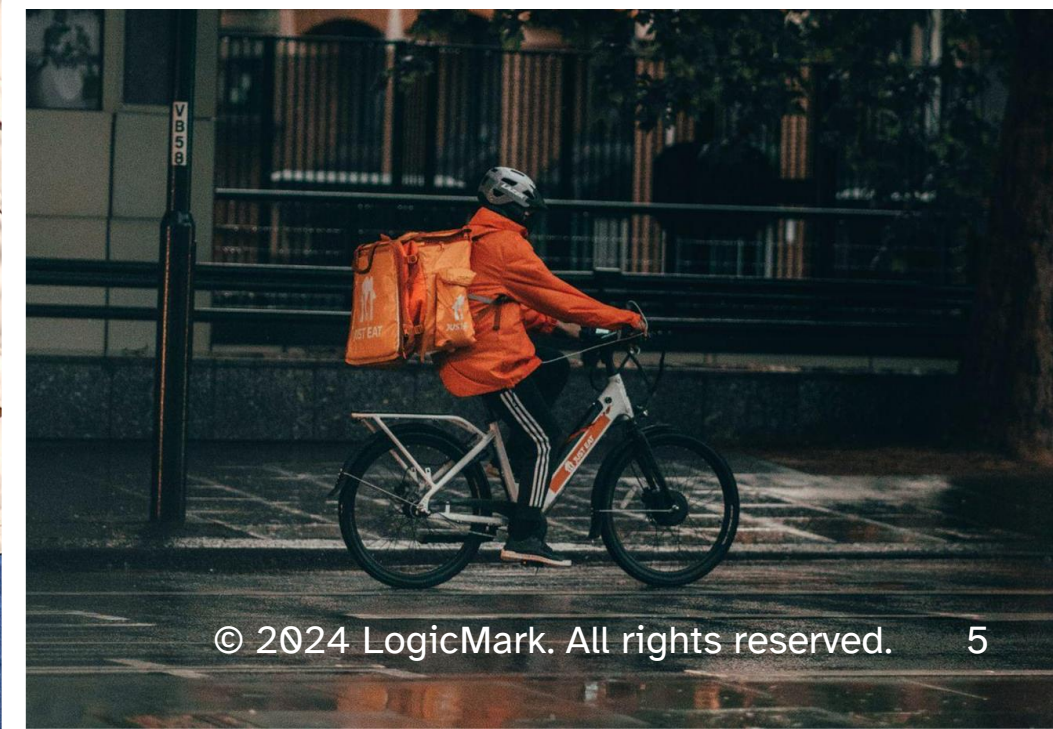
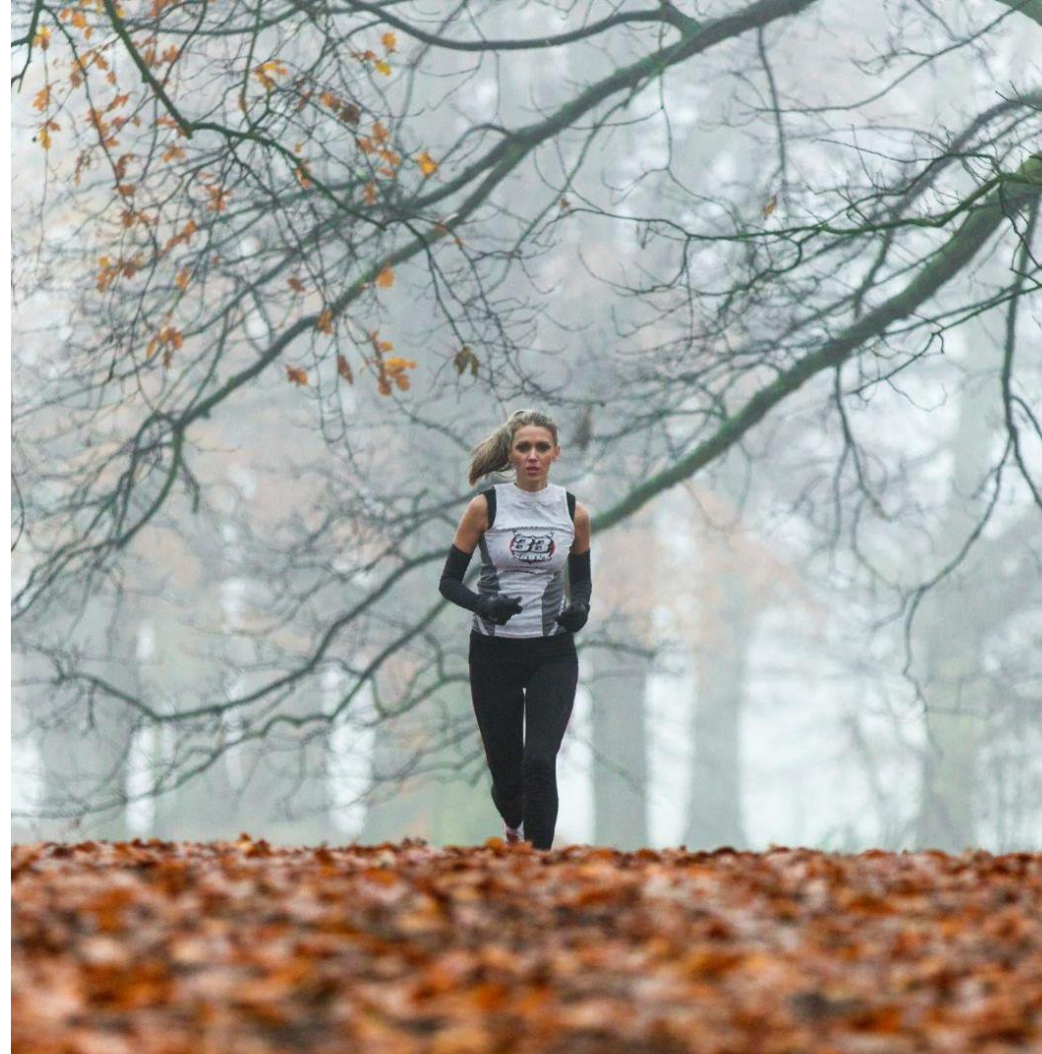







The emergency and safety needs from 1987 must be modernized to meet today's technology standards.

There are wide ranging economic implications if this isn't addressed, especially with the "sandwich generation" where this is a significant pain point.





A man in a dark suit and glasses is seen from the side, looking out a window with white horizontal blinds. The scene is dimly lit, with light coming from the window. The text is overlaid on the image.

There is a growing problem with  
*personal safety and independence.*

And technology is not doing a good job solving these issues.  
LogicMark is addressing this problem in two ways.







# Personal Safety

Personal safety fears are at a three-decade high.

66%

of adults avoid social/outdoor activities due to fear of personal crime

53%

of women are afraid to walk alone at night near home

Smart Personal Safety Market projected to reach **\$33.5B** by 2030 (12.7% CAGR)





## Independent Living & Aging

The Caregiving Gap is a widening problem that can't be solved without technology.

# 10,000+

Baby Boomers are turning 65 daily — by 2040, 1 in 4 Americans will be 65+

Market Opportunity is projected to reach **\$17.26B** by 2028

Sources: <https://news.gallup.com/poll/544415/personal-safety-fears-three-decade-high.aspx>  
<https://acl.gov/ltc/basic-needs/how-much-care-will-you-need>  
\*<https://homehealthcarenews.com/2021/07/report-sheds-new-light-on-looming-caregiving-crisis/>  
<https://www.globenewswire.com/news-release/2021/05/10/2226492/0/en/NEARLY-90-OF-AMERICANS-AGE-50-AND-OLDER-WANT-TO-AGE-IN-PLACE.html>  
<https://www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html>  
<https://www.prb.org/resources/fact-sheet-aging-in-the-united-states>  
<https://www.thebusinessresearchcompany.com/market-insights/global-medical-alert-systems-market-2024>



# Transformation in Progress

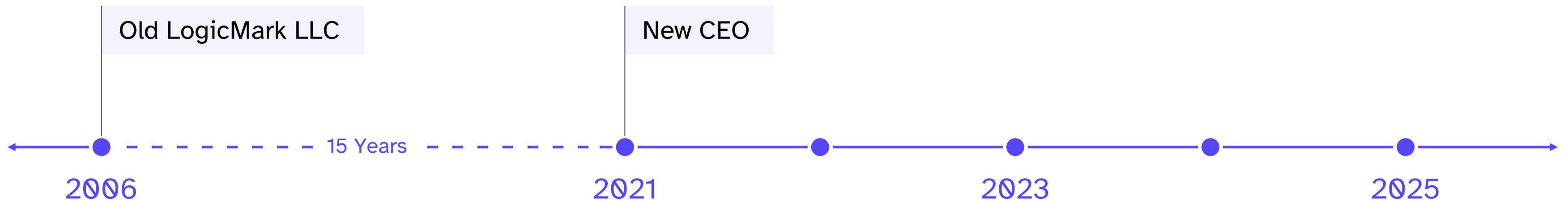
Reactive  
PERS Hardware

Predictive  
Transformation to connected personal safety

One Time Revenue  
Hardware Only  
Predominantly B2G

One Time Revenue  
Recurring Revenue LTV: subscription  
Hardware: above 65% margin

New Products: Software, SaaS  
New Channels: B2C, B2B includes  
SNF, IFL, Retail, Corporations





# Product Offering in Detail

## Foundational

Accessible & affordable at-home devices with no monthly fees

## Connected

Cloud-powered on-the-go PERS

## Constant

Connected Personal Safety Companion

← One time revenue →

← Recurring revenue →



**Guardian Alert 911  
(landline)**

Two-way voice via pendant  
Dial friends, family,  
and caregivers  
911 direct  
6-12mo. rechargeable  
battery life  
Water-resistant  
No monthly fee



**Guardian Alert 911 Plus  
(cellular)**

Two-way voice via pendant  
Dial friends, family,  
and caregivers  
911 direct  
6-12mo. rechargeable  
battery life  
Water-resistant  
No monthly fee



**Freedom Alert  
(landline)**

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



**Freedom Alert Plus  
(wifi home)**

Two-way voice via pendant  
Patented Fall Detection  
24/7 US based Monitoring  
Dial friends, family,  
and caregivers  
Caretaker App  
911 direct  
Wifi only  
Automatic updates to  
optimize fall detection,  
add new services  
Water-resistant



**Freedom Alert Mini  
(cellular)**

Two-way voice via pendant  
Patented Fall Detection  
24/7 US based Monitoring  
Dial friends, family,  
and caregivers  
Caretaker App  
911 direct  
GPS Location  
Geo-Fencing  
Automatic updates to  
optimize fall detection,  
add new services  
Water-resistant



**Aster Button + App  
(cellular)**

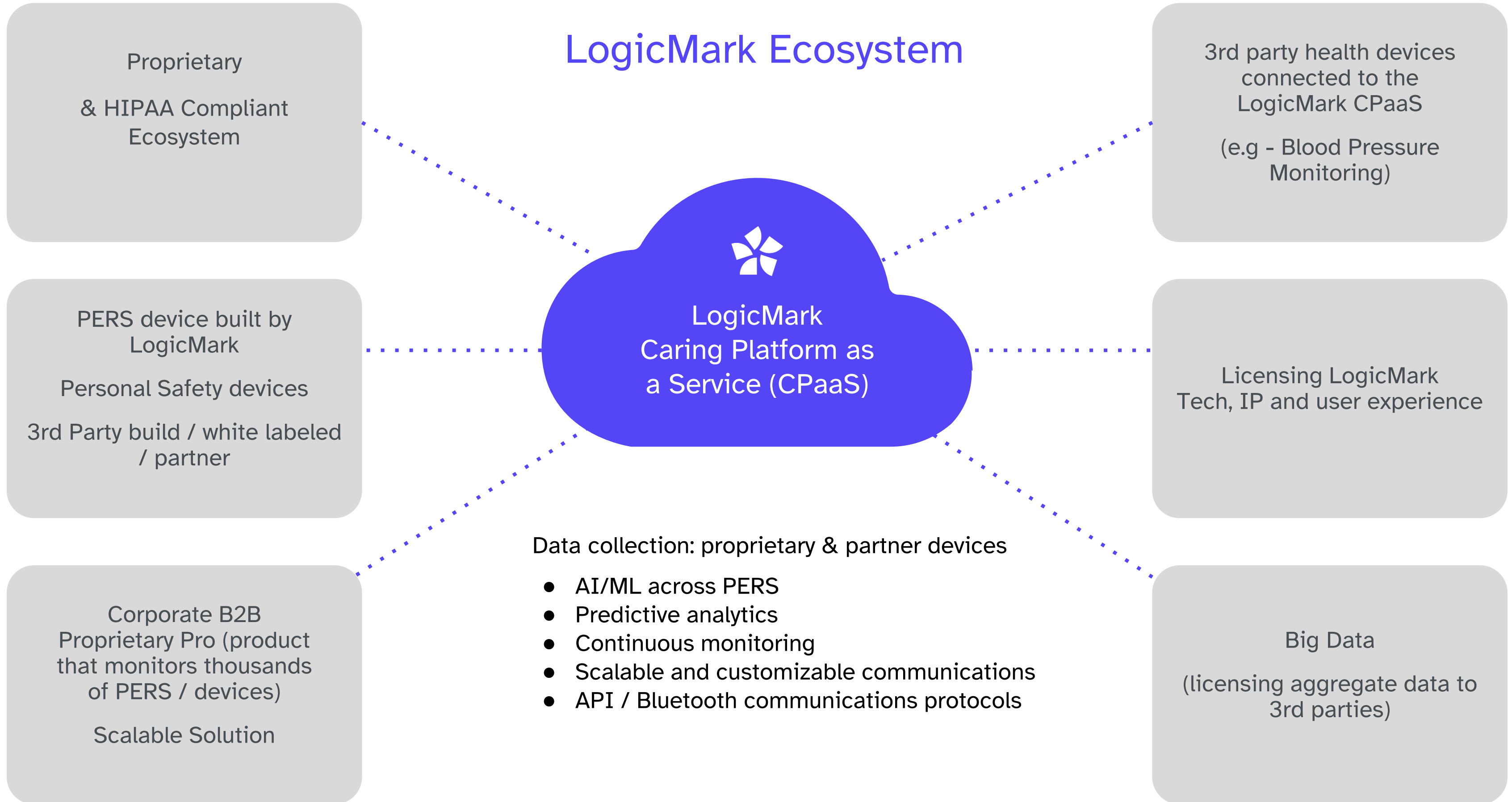
Connected to friends,  
family, and caregivers  
(Follow Me)  
Safety App on mobile  
911 direct  
GPS Location  
Connected to phone  
calendar  
Automatic updates  
continue to optimize and  
add new services  
Safety for all people  
product



**Future Offers  
(cellular)**



# LogicMark Ecosystem





# Aster: Personal Safety Companion

## Opportunity for Partnerships

Potentially expanded add-on features that could be tied to partnerships with outdoor activities partners/services.

## Opportunity for Services

Potential new enhanced [additional cost] add-on services for additional protection.

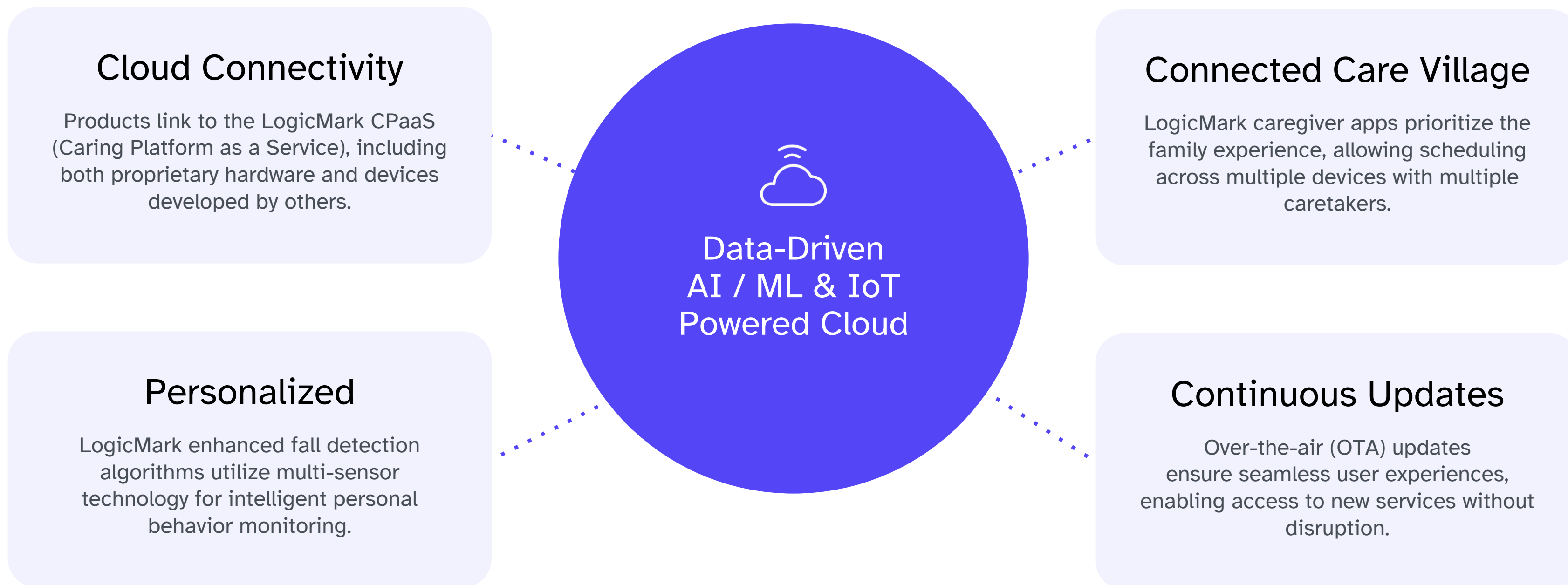
## Aster Bluetooth Button

Pair the Aster app with the Aster Bluetooth Button to maximize ease of use and convenience.





# Reimagining Personal Safety Interconnectivity





## Why We Win — Caring Platform as a Service (CPaaS)

**Our Caring Platform as a Service (CPaaS) platform integrates proprietary AI/ML, ensuring constant connectivity and scalability for enterprise needs. Designed as a seamless platform, it effortlessly links people, devices, and partnerships for enhanced usability.**

### From reactive to predictive

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Data must be purposeful to yield meaningful outcomes. LogicMark aims to own and analyze data to enhance fall detection, monitoring, and timely communications for caregivers.

### Own key proprietary tech

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AI/ML, platform, software, protocols, user experience, and select hardware form the core of LogicMark's technology. We own these elements to provide seamless, protective, user-friendly experiences that seamlessly integrate into everyday life.

### Partnerships for success

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Companies usually prefer closed ecosystems, but LogicMark focuses on user experience ownership while collaborating with top partners for scalability, such as smartwatches and health products/services.

### Hardware & services bundles

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Success hinges on constructing a hardware/services model for recurring billing, fostering strong customer relationships, and maximizing upselling/cross-selling. LogicMark may subsidize hardware to extend LTV.





# Strategic IP Fence

LogicMark is building a strategic IP fence around Personal Safety and the Care Village.





# LogicMark Stands Alone Against Competitors

Only pure play publicly-traded  
Personal Safety provider

Tech-centric leadership

Portfolio of patents in AI / ML, IoT,  
Care / Monitoring technologies

Focused on innovating the  
Personal Safety markets

Pureplay Public  
Companies



Part of  
Conglomerates



Private Small  
Companies





# Go-to-Market Channels

## B2C

LogicMark DTC

App Stores

Affiliates

Amazon

Advertising

Social

## B2B

Independent Living Facilities

Skilled Nursing Facilities

Corporate licenses

Corporate benefits

Carriers

Retail / Distribution Partners

## B2G

Veterans Affairs

Medicare / Medicaid

State / Municipality



# Revenue Categories

## Device

Consumer  
Professional care  
Government  
Private insurance  
Corporate

## Service

Consumer  
Professional care  
Government  
Private insurance  
Corporate

## IP License

Hardware  
Software  
SaaS

## Data

Consumer  
Professional care  
Government  
Private insurance  
Corporate

## Accessory

Consumer  
Professional care  
Government  
Private insurance  
Corporate





# Leadership Team



**Chia-Lin Simmons**  
Chief Executive Officer

Over 25 years experience building new products, launch and scaling them to the mass market. Leadership positions with Google, Amazon, Audible & AOL Time Warner.



**Mark Archer**  
Chief Financial Officer

Over 30 years experience as CFO in both public & private companies. Worked as CEO in both growth & technology companies.



**Ken Hoskins**  
Vice President, Operations

Nearly a decade of leadership with LogicMark leading customer service, fulfillment & supply chain.



**Rafael Saaverda**  
Vice President, Engineering

Deep experience leading globally distributed engineering & product development teams. Holder of patents in geo-spatial, mobile, analytics & blockchain technologies.



**Garrett Hunter**  
Sr. Vice President, Marketing

More than 15 years of leadership experience driving revenue growth and sales force productivity for successful B2B and B2C brands. Co-founder of Vegamour, Inc.





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