

# Investor Presentation

June 2023

NASDAQ  
AUVI - AUVIP

# Applied UV, Inc

Better Air. Better Light. Better Business. Better Life.™

Global Leader in Integrated Innovations for Air and Surface  
Pathogen Elimination, LED Lighting and  
Hospitality Furnishings

Our Brands

**airocide**<sup>®</sup>  
by SteriLumen

**ScientificAir**<sup>™</sup>  
by SteriLumen

**PURO**<sup>®</sup>  
UV Disinfection Lighting

**lumicide**<sup>™</sup>  
by SteriLumen

 **LED**  
SUPPLY CO.  
One Step Ahead

**MunnWorks**  
EXTRAORDINARY MIRRORS AND  
FURNISHINGS

[www.applieduvinc.com](http://www.applieduvinc.com)

This presentation may contain “forward-looking statements.” Forward-looking statements reflect the current view about future events. When used in this prospectus, the words “anticipate,” “believe,” “estimate,” “expect,” “future,” “intend,” “plan,” or the negative of these terms and similar expressions, as they relate to us or our management, identify forward-looking statements. Such statements, include, but are not limited to, statements contained in this presentation relating to the view of management of Applied UV, Inc. (the “Company”) concerning its business strategy, future operating results and liquidity and capital resources outlook. Forward-looking statements are based on the Company’s current expectations and assumptions regarding its business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. The Company’s actual results may differ materially from those contemplated by the forward-looking statements. They are neither statements of historical fact nor guarantees of assurance of future performance. We caution you therefore against relying on any of these forward-looking statements. Factors or events that could cause the Company’s actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, the Company does not intend to update any of the forward-looking statements to conform these statements to actual results.

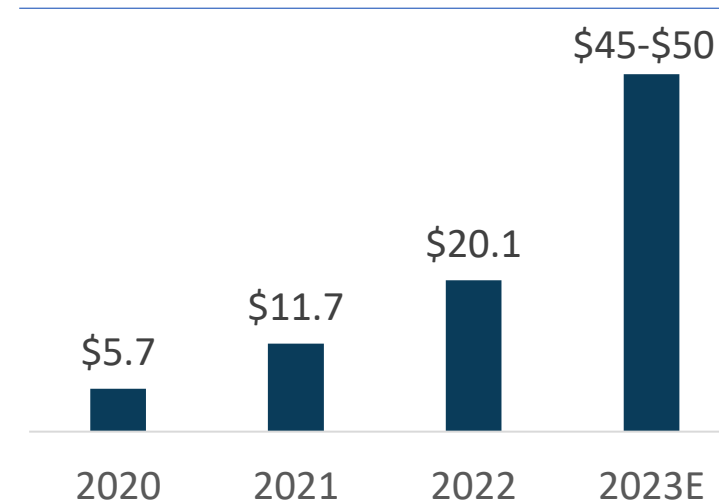
# Investor Highlights

Nasdaq: AUVI, AUVIP

AUVI is a fully integrated engineering, sales, and marketing company offering proprietary, patented air and surface (fixed, consumer, HVAC and mobile) pathogen elimination products, LED lighting and luxury mirrors and premium hospitality furnishings to global end users

- Forecasting 2023 revenue of approximately ~\$45-50M
- Six acquisitions in 18 months
- Industry leading technology for improving shelf life of produce
- Best in class product air and surface disinfection platform to improve Indoor Air Quality (IAQ) used in multiple verticals
- Strategic manufacturing partnership with Canon Virginia Inc. and Canon Financial Services Inc
- Retained Quantiva to expand software capabilities to include AI & Machine Learning
- Research collaboration with Johnson Controls and USHIO
- Global distribution footprint with 89 dealers/distributors in 52 Countries

REVENUE (\$ IN MILLIONS)



## CLINICAL AND RESEARCH BACKED:

## FORTUNE 100 END USERS AND MARKETS SERVED:





## 01 GROWING MARKET

**MARKET:** UV Disinfection market is expected to reach \$9 billion by 2026 - CDC estimates that 1 in 25 patients have at least one HAI annually & 3M serious infections occur every year with total losses to U.S. economy of more than \$270B due to lost productivity and absenteeism



## 02 PROTECTED IP

**PATENTS and TRADE SECRETS PROTECTING IP** Broad patents and trade secrets on underlying technology, creating an “IP Moat” around suite of products



## 03 DIVERSE BUSINESS CASE USE

### DIVERSE GLOBAL CUSTOMER BASE

Company’s end users span across multiple industries including Food Preservation and Security, Healthcare, Winery, Hospitality, Schools, Cannabis, Correctional Facilities, Dental, Long-term Care and Commercial Buildings



## 04 STRONG SYNERGIES

**SCALABLE SYNERGIES – Opportunity for cross-market selling across six brands**



## 05 RISING DEMAND

**RISING DEMAND FOR IMPROVING INDOOR AIR QUALITY** - Governments globally mandating health agencies to address improving Indoor Air Quality (IAQ) via grants and mechanisms to protect consumers, governments and facilities against future pathogens



## 06 STRATEGIC PARTNERSHIPS

### STRONG STRATEGIC PARTNERS

Executed strategic partnerships and alliances with Fortune 100 global companies

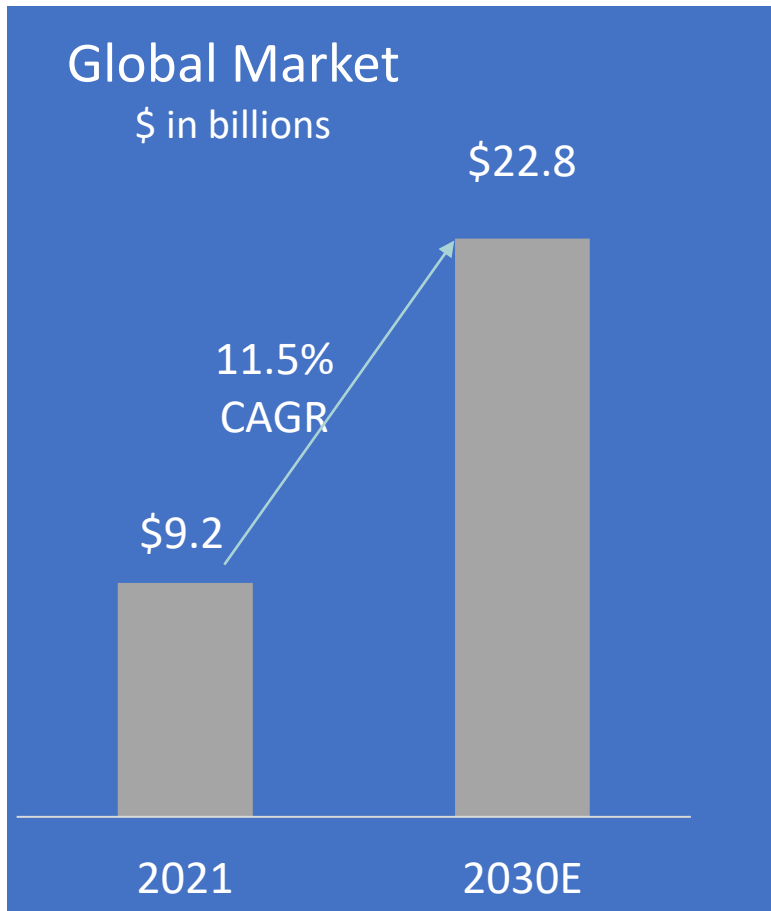


## 07 STRONG MANAGEMENT

### IMPRESSIVE BENCH

Deep bench of experienced management and board with history of operational excellence and proven success

[Global air purifier market size](#) is set to grow exponentially. Valued at **\$9.24 billion** in 2021 and predicted to reach **\$22.84 billion by 2030**; UV Disinfection market expected to reach \$9 billion by 2026 as technology adapts and evolves to include the use of indoor air monitoring, AI and Machine Learning\*



- Chief Economist Food and Agriculture, United Nations - **\$400 billion** lost annually (30% of all harvested crops) due to crop spoilage in supply chain
- Governments **globally** mandating health agencies to address air quality via grants and mechanisms to ease visitation and protect facilities against future pathogens
- March 2022 – **White House, U.S. Federal EPA** Ventilation Guidelines set new **Indoor Air Quality (IAQ)** “clean air” standard
- **CDC** estimates **1 in 25** Patients have at least one Hospital Acquired Infection (HAI) annually and **3M** serious infections occur every year
- **CDC** estimates total losses of **\$270B to the U.S. Economy due to HAI’s, lost productivity and absenteeism**

Lab validated, data driven pathogen elimination solutions for air and surface applications

## Air Purification



Independently tested for and eliminates COVID-19

Applied UV, Inc.

## Surface Disinfection



Independently tested for and eliminates OC-43, a surrogate for SARS Cov-2

**airocide**<sup>®</sup>  
by SterilLumen

- Co-Developed for use by NASA to provide safe, clean air
- Destroys 99.99% of airborne bacteria, mold, fungi and viruses
- Advanced bioconversion technology uses photocatalytic oxidation to fully destroy airborne bacteria, mold, fungi, viruses, volatile organic compounds, VOC's and odors
- **Demonstrated Leader in Post Harvest Food Preservation & Food Security, extending high value produce shelf life reducing shrink**
- ZERO harmful by-products while in use with people present
- FDA Listed Medical Device (Class II) suitable for providing medical grade air purification in critical hospital settings



JOEL GOTT  
WINES

VIADER<sup>®</sup>  
NAPA VALLEY

Walmart

Applied UV, Inc.



# Airocide is Scientific Superiority

From the farm to the fork, developed for NASA, Airocide is beneficial for the perishable industry



**CONTROLS  
ETHYLENE GAS**



**DESTROYS  
AIRBORNE MOLD  
& BACTERIA**



**STOPS HAZARDOUS  
CROSS-  
CONTAMINATION**



**EXTENDS SHELF  
LIFE**



**REDUCES SHRINK**



**SLOWS  
PREMATURE  
RIPENING**



**ENABLES FOR BETTER  
PRODUCT  
COMPATIBILITY**



**IMPROVES FOOD  
SAFETY**

**With Airocide**



AiroCide product after **Day 35**

**Without Airocide**



Control product after **Day 16**

\*United States Department of Defense 2007



## PURO® UV Disinfection Lighting



## Facility Level Disinfection Solutions

- Innovative HVAC air and coil disinfection solutions
- Continuous in-room air disinfection technologies
- Hospital-grade surface disinfection solutions
- Patented air and surface technologies





## PURONet UV IAQ Disinfection Control System

### UV Safety, Control and Reporting All In One Place

- First control system of its kind specifically designed for user-friendly operation
- Controls PURO Fixtures within a room providing safe operation and data collection on disinfection cycles
- Real-time reporting and data collection of key IAQ metrics
- Future-proof software and cloud compatible
- Applied UV plans to incorporate IAQ software across its entire suite of disinfection products
- Expanding capabilities to include AI & Machine Learning

## ScientificAir™

by SteriLumen



 **Athena**  
Health Care Systems

**NYC**  
**HEALTH+**  
**HOSPITALS**

 UNIVERSITY of  
**ROCHESTER**  
MEDICAL CENTER

 **KAISER PERMANENTE**

 **Advent Health**

 **Baptist Health**  
**South Florida**



- Laboratory validated 99.99%+ kill rate on viruses, bacteria, mold, odors and VOCS
- NO harmful by-products
- **Rapid, portable, whole-room** disinfection via patented 3-phase design (HEPA, UV-C, Carbon)
- Proven and tested in facilities with EPA and FDA guideline compliance and trusted by infection prevention, facilities, EHS and EVS professionals



Backed by Biosafety Level II and III labs, is proven to kill 99.99%+ of pathogens on surfaces including:

- SARS-CoV-2 surrogate (OC-43), MRSA, H1N1, Candida Auris (C. auris), C. diff and E. coli
- June 2022 Mt Sinai Medical Center Morningside Installed with Academic Paper expected Q3 2023
- UL and ETL listed



## Lumicide Disinfecting Ribbon:

- Spot surface disinfection for high-traffic areas for disinfection of 24" x 24" square
- Bathrooms and community restrooms
- Clinical lavatory spaces



## Lumicide Disinfecting Drain:

- Novel solution to well-known and researched source of viral outbreaks (Hand Hygiene Sinks) in clinical settings via biofilm buildup
- 24X7 disinfection, killing pathogens as they grow



# Strong Business Case Use Across Multiple Verticals

## IAQ Product Suite From Small Applications to Commercial / Heavy Industrial



### Agriculture



Post-harvest Food Preservations and Cannabis

### Transportation



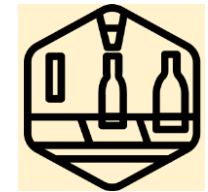
Distribution and Logistics from "Farm To Table"

### Healthcare



Hospitals  
Long-term care, Dental

### Food and Beverage



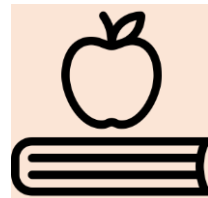
Winery, Dairy, Meat & Seafood

### Hospitality



Hotels, Restaurants

### Education



Public / Non-Public Schools and Universities

### Public Spaces



Sports arenas,  
Office Buildings (HVAC)

### Government



Correctional Facilities



AUVI is one of the only research-backed, clinically-proven air and surface disinfection technology companies with international distribution and globally recognized end users with product co-developed for use by NASA

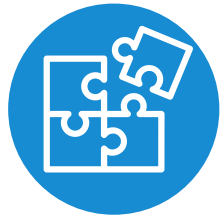
## Few Dominant Players

Highly fragmented and competitive industry; “Me Too” products

## Unique Portfolio

AUVI air and surface pathogen elimination portfolio utilizes patented PCO, advanced UVC with carbon technologies and far-UV (222nm) with no harmful by-products vs. most compelling UVC products

## Fortune 100 Strategic Partners



## Global Push

Global race fueled by government mandates to address antiquated air ventilation and poor air quality



## Referenceable Global Customers

Across multiple high growth verticals

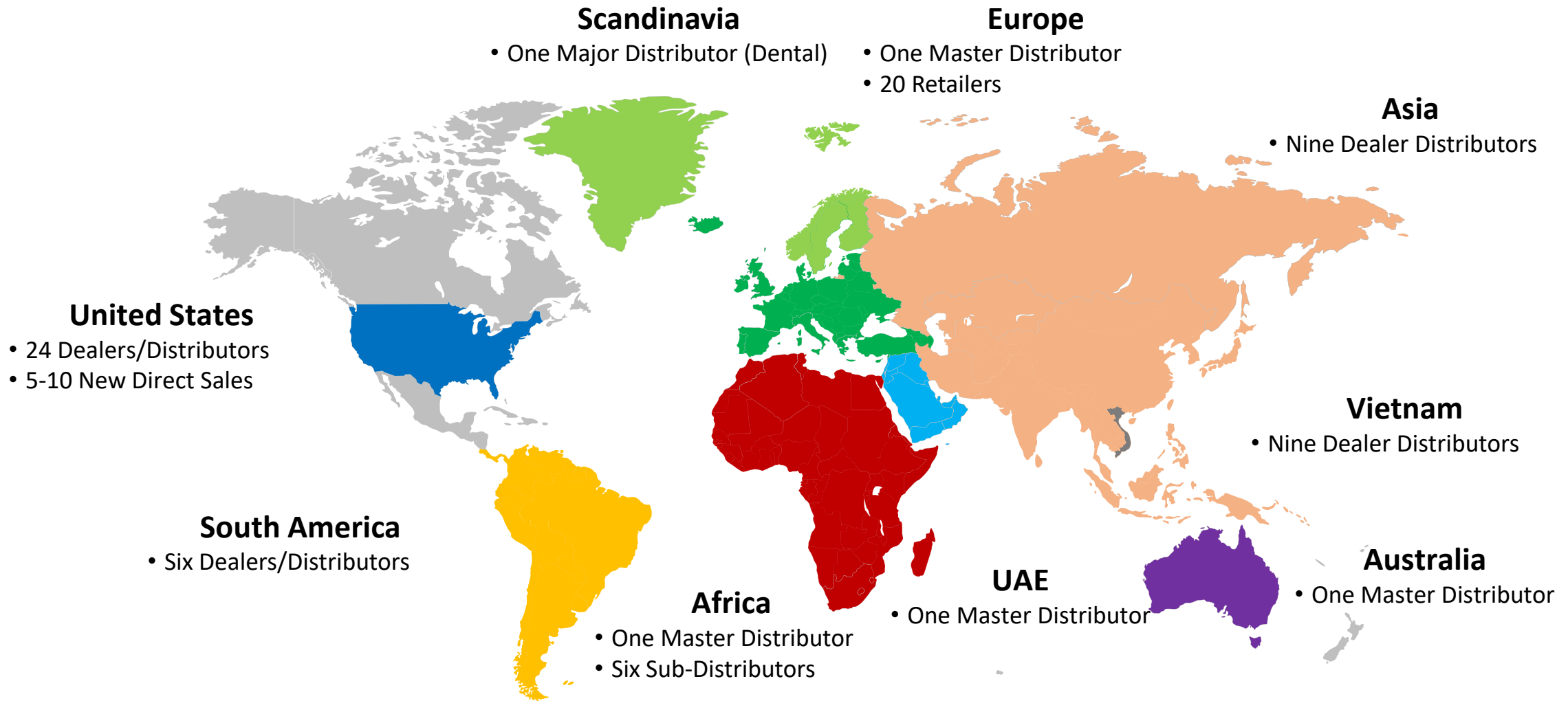


## Market Opportunities

Incorporating IoT across our entire platform serving as “connected” beacon... validating our business plan

# Differentiator - Global Distribution Footprint

Nasdaq: AUVI, AUVIP



## 89 Dealers / Distributors - 52 Countries, 6 Continents



## MRIGlobal, an independent, not-profit, Kansas City, Missouri



- Demonstrated effective removal of aerosolized SARS-CoV-2 virus from the air with a 3.25 log (99.94%) within five minutes and thirty seconds of operation

## Clinical Settings Study – Texas A&M (USA)



- MRSA was present in the operating room and reduced by 100%
- Bacteria reduction of 69% in Ear, Nose & Throat Day surgery procedure, 25% in a surgical operation room and 95% in a surgical instrument sterile preparation room

## Analysis of Effluent - Univ. of Wisconsin-Madison (USA)



- Ozone found to be below detectable levels and volatile organic compounds found to be in the very low parts per billion range

## Anthrax Study – NASA (USA)



- Tests showed as many as 93% of Anthrax spores that enter Airocide are destroyed

## Georgia State University Study – PURO™ Helo Effectiveness



- Demonstrated effective removal of aerosolized SARS-CoV-2 virus from surface applications showing complete eradication.

[GSU Study Link](#)

## Del Monte Produce Distribution – Georgia (USA)



- Ethylene gas, a natural occurring gas in fruit produce that hastens ripening, was reduced by 99.8% in a cooler in 66 hours

## Organic Produce wholesaler - Holland



- Reduced airborne fungi inside refrigerator cooler by an average of 96.8% in 72 hours

## Floral Study - Esmeralda Farms, Colombia



- In Vitro propagation Lab saw a reduction airborne fungi by 100% and airborne bacteria by an average 98% over 8-weeks



In Various labs, tests and certifications, see link:  
<https://scientificairmanagement.com/evidence/>



# MunnWorks

EXTRAORDINARY MIRRORS AND  
FURNISHINGS

A global manufacturer of luxury and backlit mirrors, patented - disinfection mirrors utilizing the SteriLumen proprietary PCO technology and premium conference room and living space furnishings, specifically for the hospitality industry

## Hospitality Segment



Nasdaq: AUVI, AUVIP

## M U N N W O R K S

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**OUR PROMISE:**

DESIGNS TO YOUR SPECS, WITHIN BUDGET AND DELIVERED ON-TIME.

**100+ EMPLOYEES**

**DOMESTIC MANUFACTURING FACILITIES:**

MT VERNON, NY – 50,000 SQ FT FACTORY  
BROOKLYN, NY – 100,000 SQ FT FACTORY

**PRODUCTS & SERVICES:**

LIGHTED MIRRORS  
HOSPITALITY MIRRORS  
CONTRACT VANITIES

**HIGHLIGHT:**

ONE OF THE FEW DOMESTIC MANUFACTURERS OF MIRRORS AND VANITIES IN THE U.S.

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C O M P A N Y  
O V E R V I E W





**LED**  
SUPPLY CO.

One Step Ahead

**SIEMENS**  **Enlightened**

**ARCO**  
MURRAY  
| DESIGN BUILD



**Office**  
**DEPOT**



**State Farm**  
STADIUM

 **STERLING RANCH**  
COLORADO

 **Weifield**  
Group  
ELECTRICAL CONTRACTING

 **rk**  
ELECTRICAL™

Applied UV, Inc.

## Single Source Lighting, Controls and Technology Provider

By offering more products and technologies, we help streamline decisions, save time and resources at the corporate level down through construction for new construction and renovation projects:

- LED Lighting
- Full building lighting control networks
- Stage, theater and production lighting
- Full building RGBW interior and exterior
- EV chargers and systems/software
- Light switches/dimmers, faceplates
- Smoke and carbon monoxide detectors
- Bathroom fans, hand dryers and backlit mirrors
- Smart building panels and Smart door locks

## Effective and efficient marketing that increases customer count and revenue and wins the hearts and minds of target audience



### Performance Metrics

- Increase quality sales leads
- Lift full-funnel conversion rate:
  - Click/activation → leads → sales
- Grow Revenue
- Decrease Cost Per Acquisition (CPA)



### Targeted Product by Vertical

- Airocide
  - Food Preservation / Wine / Schools
- AiroClean
  - Cannabis
- PURO Lighting
  - Hospitals
  - In-duct facilities HVAC – Government and Schools
- LED Supply Co –  
Multi family new construction
- X Co. – (Energy Service Contractor  
National Accounts – Sherwin William)



### Integrated Marketing Programs

- Digital - Paid search, SEO, targeted ads and lead generation
- Content-based marketing – blogs and Email outbound blasts
- Utilize Scientific Advisory Board members in targeted high-profile domestic and international trade shows as key-note speakers touting efficacy and effectiveness of Air and Surface Pathogen Elimination and Disinfection portfolio
- Public relations

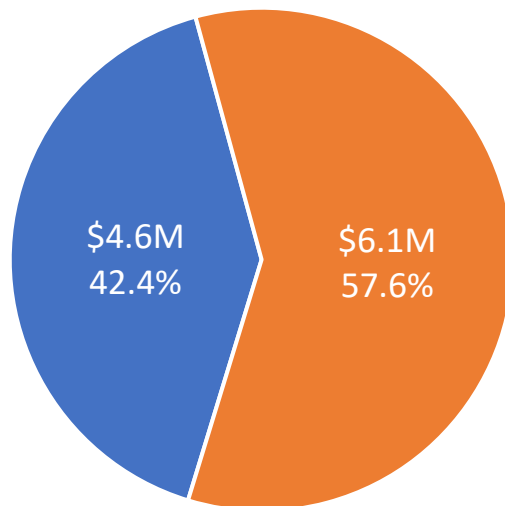
# Consolidated Statement of Operations

Nasdaq: AUVI, AUVIP

## SteriLumen MunnWorks

Extraordinary Mirrors

Net Sales by Segment  
(03/31/2023)



- Disinfection and Healthy Building
- Hospitality

- Strong Growth in both segments as a result of organic growth and strategic acquisitions
- Total sales of \$10.7M grew 217.5% versus prior year quarter

Applied UV, Inc.

### Applied UV, Inc. and Subsidiaries Unaudited Condensed Interim Consolidated Statements of Operations For the Three Months Ended March 31, 2023 and 2022

	2023	2022
Net Sales	\$ 10,654,483	\$ 3,356,090
Cost of Goods Sold	8,732,097	2,206,991
Gross Profit	<u>1,922,386</u>	<u>1,149,099</u>
Operating Expenses		
Research and development	189,210	59,314
Selling General and Administrative Expenses	5,264,379	3,101,226
Loss on impairment of goodwill and intangibles	—	1,138,203
Total Operating Expenses	<u>5,453,589</u>	<u>4,298,743</u>
Operating Loss	<u>(3,531,203)</u>	<u>(3,149,644)</u>
Other Income (Expense)		
Change in Fair Market Value of Warrant Liability	2,302	43,828
Interest expense	(392,939)	(4,056)
Loss on change in Fair Market Value of Contingent Consideration	(619,999)	(240,000)
Gain on Settlement of Contingent Consideration	—	1,700,000
Total Other Income (Expense)	<u>(1,010,636)</u>	<u>1,499,772</u>
Loss Before Provision for Income Taxes	(4,541,839)	(1,649,872)
Benefit from Income Taxes	—	—
Net Loss	<u>\$ (4,541,839)</u>	<u>\$ (1,649,872)</u>
Net Loss attributable to common stockholders:		
Dividends to preferred shareholders	(362,250)	(362,250)
Net Loss attributable to common stockholders	<u>(4,904,089)</u>	<u>(2,012,122)</u>
Basic and Diluted Loss Per Common Share	<u>\$ (0.28)</u>	<u>\$ (0.16)</u>
Weighted Average Shares Outstanding - basic and diluted	<u>17,328,564</u>	<u>12,928,174</u>

Preferred Stock	Par	Authorized / Designated	Outstanding (as of June 7, 2023)
<u>Total Authorized</u>	<u>\$0.0001</u>	<u>20,000,000</u>	
Series A Cumulative Perpetual	\$0.0001	1,250,000	552,000
Series B Cumulative Perpetual	\$0.0001	1,250,000	1,250,000
Series C Cumulative Perpetual	\$0.0001	2,500,000	399,996
Series X Cumulative Perpetual	\$0.0001	10,000	10,000
Undesignated	\$0.0001	14,990,000	
Common Stock			
Common stock	\$0.0001	150,000,000	8,905,633
Affiliates @ 6/7/23 = 1,406,605 [15.8%]			

# Experienced Leadership Team

Nasdaq: AUVI, AUVIP



**Max Munn**

*Founder, CEO, President  
and Director*

- Mr. Munn has held this position at Munn Works for over 20 years
- Co-chairman of Dieu Donne Inc., a not-for-profit and leading, world recognized atelier wherein dimensional, handmade paper is utilized in the making of art
- MIT from 1961-1966, majored in chemistry and architecture; and received a bachelor of architecture
- Columbia University for post graduate studies from 1966-1968, working toward a Ph.D. in architectural history



**Michael Riccio**

*CFO*

- Former CFO and Treasurer of Panasonic Corporation of NA
- Defined and implemented strategies to drive significant revenue growth at Panasonic NA
- Former Corporate Accounting Manager at Sealed Air Corporation
- Former Senior Auditor at Cohn Reznick
- Certified Public Accountant (CPA)
- B.A. from Rutgers University and MBA in finance from Rutgers Business School



**Brian Stern**

*President PURO UV  
and Director*

- Co-Founder of both PURO UV Disinfection Lighting and national technology distribution company LED Supply Co.
- Entrepreneur driven executive focusing on technology and new enterprise development in the lighting industry
- Sets the overall strategic vision for PURO
- BS in Business Administration from the University of Denver, Daniels College of Business



**Andrew Lawrence**

*President LED Supply CO*

- Co-Founder of both PURO UV Disinfection Lighting and LED Supply Co.
- Provides oversight of management, sales, key accounts, HR and overall company operations
- BS in marketing and Business Management from the University of Denver

# Experienced, Independent Board

Nasdaq: AUVI, AUVIP



**Eugene E. Burleson**  
*Chairman of the Board*

- President/CEO GranCare Inc, acquired by Apollo and merged with Living Centers of America to form Mariner
- Chairman Mariner Post-Acute Network
- President/COO and Director American Medical International (AMI)
- Chairman Alterra Healthcare
- Investor, Chairman and CEO of PET DRx, acquired by VCA Antech
- Director HealthMont Inc, acquired by SunLink
- BS and MBA East Tennessee State University



**Dallas C. Hack, M.D., Colonel U.S. Army (retired)**  
*Director*

- Director Combat Casualty Care Research Program, US Army Medical Research
- Chair of Joint Technology Coordinating multi-Armed Services Biomedical Research Evaluation and Management (ASBREM) Committee
- Bronze Star recipient
- MPH, Johns Hopkins University | MSS, US Army War College



**Jos Luhukay**  
*Director*

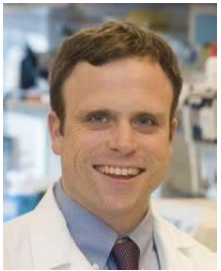
- Current President Director of Rabobank International Indonesia
- Former Ernst and Young Partner
- Former COO of Bank Niaga, Bahana Pembinaan Usaha Indonesia
- Former COO and Executive Director of the Jakarta Initiative Task Force (set up by the Ministry of Finance) where he managed a \$65B portfolio
- Former President and Director of Bank Lippo, where he was awarded “CEO of the Year” in 2006 by SWA Magazine (the largest business magazine in Indonesia)
- Former Deputy President of Temasek-owned Bank Danamon
- Master’s and PhD in Computer Science from the University of Illinois at Urbana-Champaign





**Dr. Bernard Cumins**  
*Advisory Board*

- Professor of Medicine at the Icahn School of Medicine at Mount Sinai and the Infection Prevention Medical Director for the eight-hospital Mount Sinai Health System in NY
- Dr. Cumins received his medical degree from Emory University School of Medicine and completed his internal medicine residency, chief medical residency, and infectious diseases fellowship at the same institution
- Dr. Cumins previously a tenured Associate Professor of Medicine at the University of Alabama at Birmingham; the Healthcare Epidemiologist for the UAB Health System; served as the Medical Director of the Employee Health Program for the UAB Health System



**Dr. Christopher Mason**  
*Advisory Board*

- Professor of Genomics, Physiology and Biophysics at Weill Cornell Medicine
- Dr. Mason led the first demonstration of genetic sequencing in zero gravity and designed the experimental protocols used on the International Space Station
- Dr. Mason has co-founded four biotechnology startup companies including Onegevity Health, Biotia, BridgeOmics, and Genome Liberty
- Dr. Mason received his PhD in Genetics from Yale University in 2006



**Mark Beringer**  
*Advisory Board*

- Great grandson of Beringer Vineyards founding brother Jacob Beringer
- As the direct descendent to Beringer's first winemaker and one of the most iconic family names in Napa Valley wine history, Mr. Beringer received an Enology degree from Cal State, in Fresno, California
- Mr. Beringer joined Duckhorn Vineyards in 1992. Mark began as Enologist, ascending to Vice President of Winemaking
- In 2009, Mr. Beringer joined Artesa Vineyards & Winery as Vice President and Winemaker
- In 2015, Mark returned to his namesake Beringer Vineyards, joining as Chief Winemaker, following in the footsteps of acclaimed Winemaker Emeritus Laurie Hook. Now he brings years of wine making expertise to Phantom Creek Estates

# Looking Ahead: 2023 and Beyond

Nasdaq: AUVI, AUVIP



## Target Key Verticals

Moving from opportunistic to focused approach with proven key verticals

Airocide –

- Domestic – food security, preservation/storage/logistics, schools, cannabis and winery
- Int'l – food security, preservation, dental, healthcare, schools, cannabis and winery

PURO –

- Healthcare, Schools, Government IAQ via HVAC

Scientific Air – Mobile Healthcare



## Prioritize Organic Growth

Leverage cross selling opportunities among brands driven by:

- Govt mandates for healthcare and schools regarding improving air quality (EPA)
- Increased sales opportunities of new products across all six brands to increase revenue per customer.
- Continued talent acquisition across all brands



## Scalability

Fully optimize Canon Virginia contract manufacturing initiative to include next gen R&D

- Leverage synergies allowing for margin expansion
- Leverage strategic partnerships across entire sales channel for cross market sales opportunities
- Harvest installed base reoccurring consumables revenues

Contact:

Nasdaq: AUVI, AUVIP

# Applied UV, Inc.

Max Munn  
Founder, CEO, President and Director  
150 N. Macquesten Parkway  
Mount Vernon, NY 10550  
914-391-6464

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