# Investor Presentation

**December 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













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.

#### Nasdaq: AUVI, AUVIP

### **Investor Highlights**

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 ~\$45M
- 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

### ~\$45 \$20.1 \$11.7 \$5.7 2020 2021 2022 2023F

REVENUE (\$ IN MILLIONS)

#### **CLINICAL AND RESEARCH BACKED:**

#### FORTUNE 100 END USERS AND MARKETS SERVED:















Grocer



Healthcare

Hospitality



DoD / Military



## **Key Takeaways**



**01** GROWING MARKET



**02** PROTECTED IP



**03** DIVERSE BUSINESS CASE USE



**∩4** STRONG SYNERGIES



05 RISING DEMAND



**06** STRATEGIC PARTNERSHIPS



**17** STRONG MANAGEMENT

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

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

#### **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

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

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

#### STRONG STRATEGIC PARTNERS

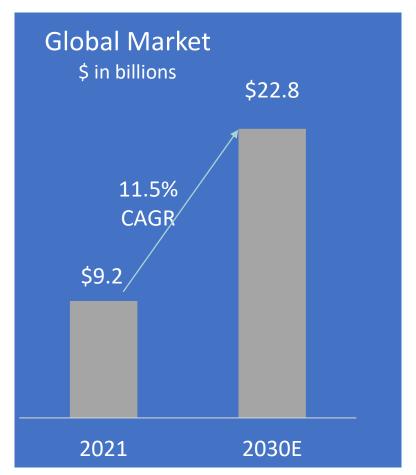
Executed strategic partnerships and alliances with Fortune 100 global companies

#### **IMPRESSIIVE BENCH**

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

## **UV Disinfection Market: Compelling Growth Drivers**

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 -\$400billion 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



Independently tested for and eliminates COVID-19

Surface Disinfection





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





















JOEL GOTT Wines





- 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





## 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

Without Airocide



AiroCide product after Day 35

Control product after Day 16

<sup>\*</sup>United States Department of Defense 2007





## 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



























## **IAQ Monitoring Software**



## **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













- 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

## **lumicide**



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 testing is ongoing
- Received first significant order from Mt. Sinai Hospital in Brooklyn
- 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** 







### **Competitive Advantages**

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



#### **Global Push**

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



#### **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



#### **Referenceable Global Customers**

Across multiple high growth verticals



#### **Fortune 100 Strategic Partners**



#### **Market Opportunities**

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





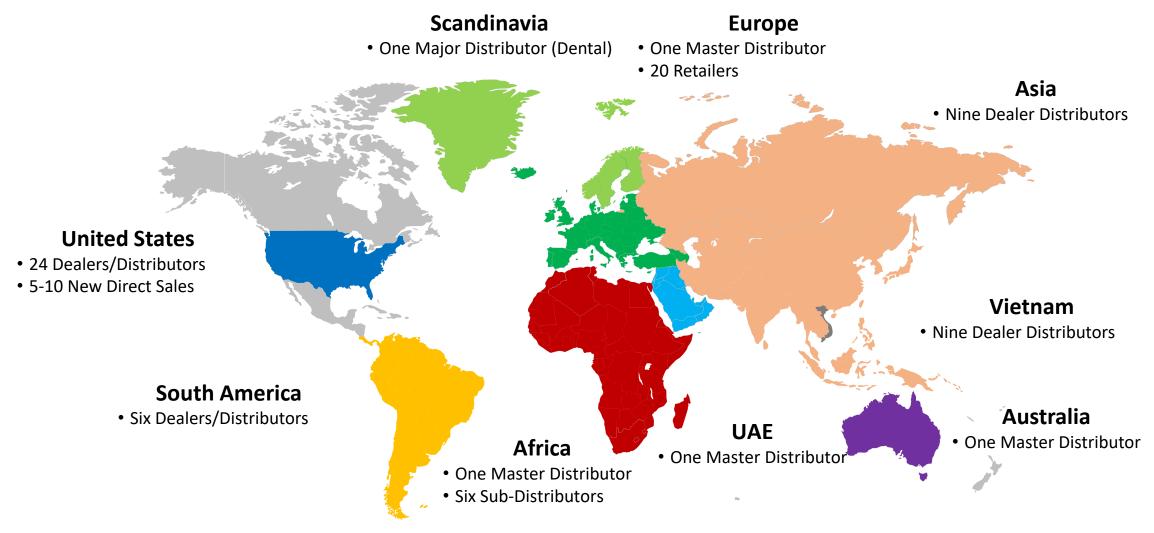








### **Differentiator - Global Distribution Footprint**



89 Dealers / Distributors - 52 Countries, 6 Continents











## **Backed By Compelling Research**











#### MRIGIobal, 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: <a href="https://scientificairmanagement.com/evidence/">https://scientificairmanagement.com/evidence/</a>

## MunnWorks EXTRAORDINARY MIRRORS AND

FURNISHINGS

FOUR SEASONS

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**













### **MUNNWORKS**

#### MUNNWORKS

#### **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.

> COMPANY OVERVIEW





## SIEMENS E Enlighted



















## 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

## **Organic Growth - Marketing**

## 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**

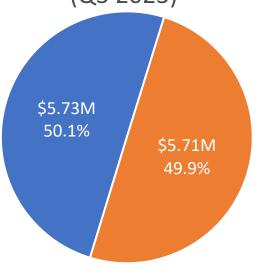
- Digital Paid search, SEO, targeted ads and lead generation
- Content-based marketing blogs and Email outbound blasts
- Utilize Scientific Advisory Board members in targeted high-profile domestic and international trade shows as key-note speakers touting efficacy and effectiveness of Air and Surface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

### **Consolidated Statement of Operations**

## SteriLumen MunnWorks

Extraordinary Mirrors





- Disinfection and Healthy...
- Hospitality
- Continued strong growth in both segments as a result of organic growth and strategic acquisitions
- Total sales of \$11.4M grew 94.8% versus prior year quarter

Applied UV, Inc. and Subsidiaries Unaudited Condensed Interim Consolidated Statements of Operations For the Three and Nine Months Ended September 30, 2023 and 2022

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2023	2022	2023	2022
Net Sales	\$11,446,048	\$ 5,875,611	\$ 32,944,217	\$15,139,347
Cost of Goods Sold	8,790,764	5,036,997	25,956,853	11,847,842
Gross Profit	2,655,284	838,614	6,987,364	3,291,505
Operating Expenses				
Research and development	91,085	93,522	460,588	234,885
Selling General and Administrative Expenses	5,013,988	3,505,097	15,200,486	10,637,538
Loss on impairment of goodwill and intangibles				1,138,203
Total Operating Expenses	5,105,073	3,598,619	15,661,074	12,010,626
Operating Loss	(2,449,789)	(2,760,005)	(8,673,710)	(8,719,121)
Other Income (Expense)				
Change in Fair Market Value of Warrant Liability	1,206	34,804	2,124	46,521
Interest expense	(558,268)	(43,037)	(1,434,329)	(96,113)
Gain (Loss) on change in Fair Market Value of	, , , ,	` ′ ′	, , , , , ,	
Contingent Consideration	434,000		1	(240,000)
Gain on Settlement of Contingent Consideration				. =
(Note 2)	_			1,700,000
Other Income		67,765		69,713
Total Other Income (Expense)	(123,062)	59,532	(1,432,204)	1,480,121
Loss Before Provision for Income Taxes	(2,572,851)	(2,700,473)	(10,105,914)	(7,239,000)
Benefit from Income Taxes				
Net Loss	\$ (2,572,851)	\$ (2,700,473)	<u>\$(10,105,914)</u>	\$ (7,239,000)
Net Loss attributable to common stockholders:				
Dividends to preferred shareholders	(424,750)	(362,250)	(1,194,231)	(1,086,750)
Net Loss attributable to common stockholders	(2,997,601)	(3,062,723)	(11,300,145)	(8,325,750)
Basic and Diluted Loss Per Common Share	\$ (0.32)	\$ (1.21)	\$ (1.95)	\$ (3.26)
Weighted Average Shares Outstanding - basic and diluted	9,351,478	2,531,219	5,794,689	2,550,272
diffued		Convright 2022 Annlied		

## **Cap Table**

Preferred Stock	Par	Authorized / Designated	Outstanding (as of December 4, 2023)
<u>Total Authorized</u>	\$0.0001	20,000,000	
Series A Cumulative Perpetual	\$0.0001	1,250,000	552,000
Series B Cumulative Perpetual Series C Cumulative Perpetual Series X Cumulative Perpetual Undesignated	\$0.0001 \$0.0001 \$0.0001 \$0.0001	1,250,000 2,500,000 10,000 14,990,000	1,250,000 399,996 10,000
Common Stock			
Common stock	\$0.0001	150,000,000	21,252,645
Affiliates @ 12/4/23 = 781,605 [3.7%]			Note: Treasury Shares 22,697 C/S Issued 21,275,342

## **Experienced Leadership Team**



**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 notfor-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**



**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



- 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

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

Director



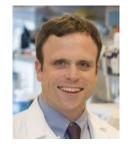
Jos Luhukay Director

- 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

## **Scientific Advisory Board**



**Dr. Bernard Camins** *Advisory Board* 



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



Mark Beringer

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
- 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
- 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:**

## Applied UV, Inc.

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

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











