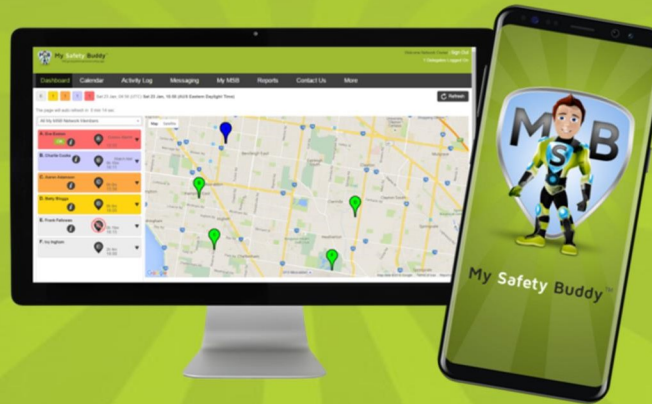


Commercial-In-Confidence

Join us as we transform lone worker safety!



My Safety BuddyTM

THE system to monitor lone worker safety

Travis Holland
Founder & CEO

+61 412 186 818
travis.holland@mysafetybuddy.com.au

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Forward Statements

This document contains forward-looking statements, forecasts, estimates and projections (Forward Statements). Neither My Safety Buddy nor any independent third party has reviewed the reasonableness of the Forward Statements. No member of My Safety Buddy represents or warrants that the Forward Statements will be achieved or will prove to be correct. Actual results could vary materially from the Forward Statements. Similarly, no representation or warranty is made that the assumptions on which the Forward Statements are based are reasonable.

Margaret supports her clients in their own homes.
If Margaret is injured while working on her own,
who would know Margaret AND her client need help?

69%

Carers Reported
Feeling Unsafe

60%

Carers Have
Been Abused

45%

Carers Have
Been Injured

And this is only one sector!

My **Safety** Buddy™



Problem

When staff work alone, in isolation or remotely from home:

Safety Risks

There are foreseeable safety risks (slips, falls, aggressive behaviours, and so on).

Emergency Assistance

Limited ability to call for emergency assistance and no on site first responders.

Ad Hoc Systems

Existing ad hoc risk mitigation systems are used inconsistently.

Management Oversight

Lack of effective oversight of lone workers throughout the day.

Staff Retention

Unsafe workplaces do not retain quality staff which can lead to quality issues.

Prosecution Risk

Exposure to prosecution by WHS authorities for failing to meet Duty of Care.

My **Safety** Buddy™



Opportunity

Solving these problems provides the opportunity to improve safety, compliance, legal protection, and save money.



Safety

Compliance

Legal

My **Safety** Buddy™



Lone Workers

Global
500M
Lone Workers
Global SAM
\$80 bn
ARR

AUSTRALIA
1.9M
Lone Workers

SAM
\$304M
ARR

SOM 10%
\$30M
ARR

My Safety Buddy can scale into **any market with lone workers**.
The right time to invest is **now**.

My **Safety** Buddy™



Introducing My Safety Buddy



Travis Holland pictured

Everything we do at My Safety Buddy is guided by our belief that everyone deserves to be safe.

Travis Holland served overseas with the SAS to make a difference, to go above and beyond for the greater good.

His staff safety program to safely manage aggressive behaviours has been delivered to 15,000 workers around Australia.

My Safety Buddy was born out of these experiences, and from knowing that safer staff are happier and work to a higher standard.



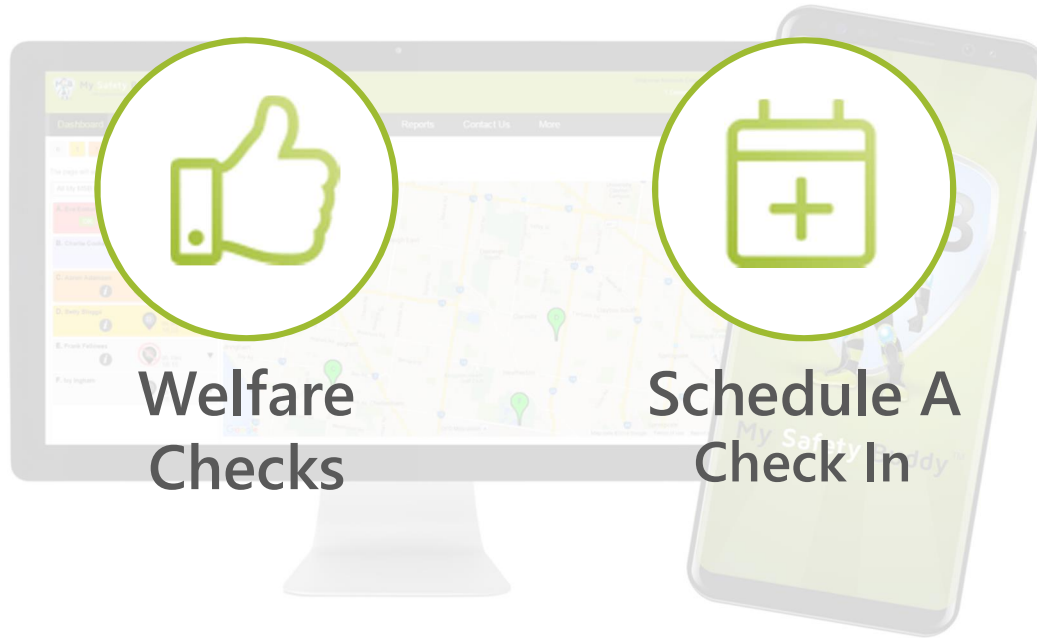
My Safety Buddy™

How My Safety Buddy Works

My Safety Buddy is an automated system that provides a hierarchy of escalating safeguards to make staff safer when working alone, in isolation or remotely from home.



Incapacitated
Person



Welfare
Checks

Schedule A
Check In



Duress
Alarm

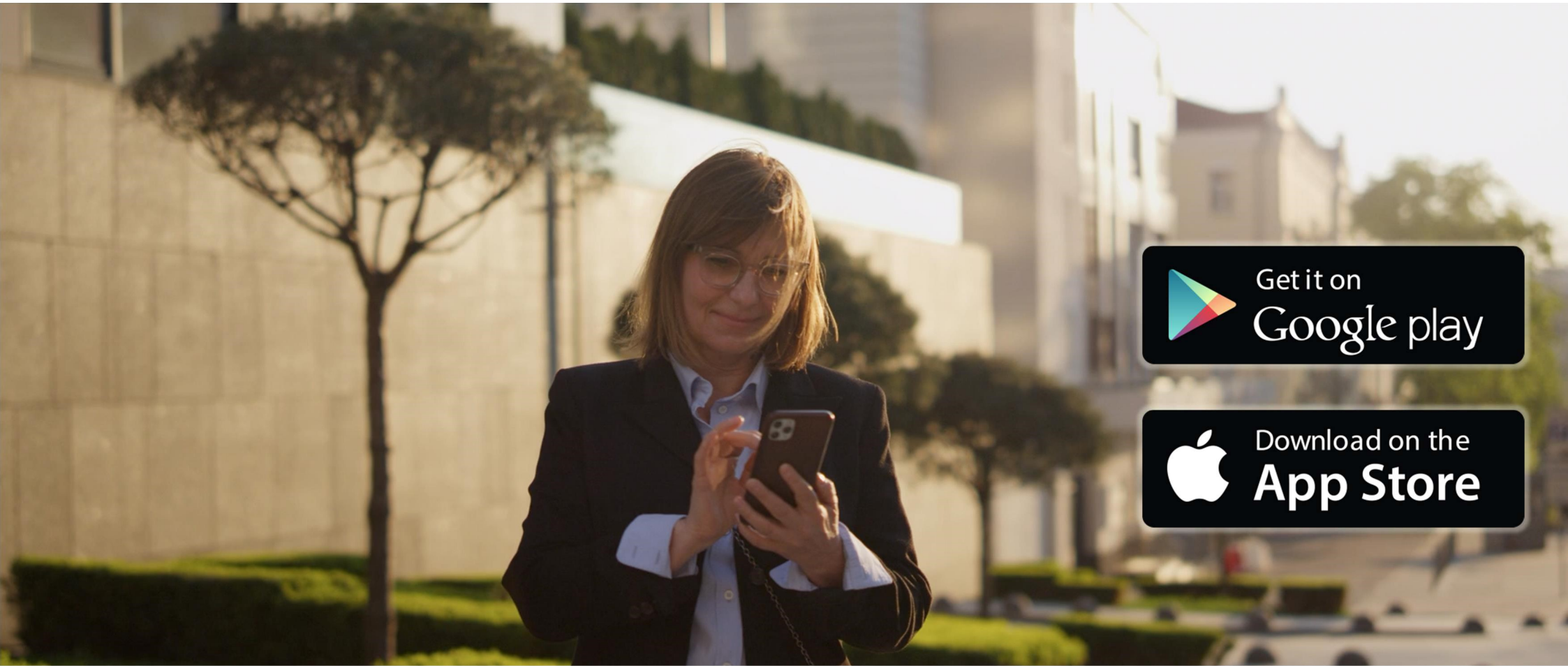
Passive

Routine

Higher Risk

Emergency

My **Safety** Buddy™



Get it on
Google play



Download on the
App Store

My Safety Buddy is an app installed on Android and Apple smartphones.

My Safety Buddy™



How My Safety Buddy Works



Incapacitated
Person



If Steve falls off the ladder, and is knocked out, the Incapacitated Person safeguard will raise the alarm.

Passive

Routine

Higher Risk

Emergency

My **Safety** Buddy™

How My Safety Buddy Works



Welfare
Checks

While making deliveries to all sorts of locations, Jason uses Welfare Checks so his supervisor knows he is OK.

Passive

Routine

Higher Risk

Emergency

My **Safety** Buddy™

How My Safety Buddy Works



Schedule A
Check In

Unfortunately Alfred's behaviour is not always predictable so Pam schedules a Check In for the end of the visit.

Pam feels safer with My Safety Buddy.

Passive

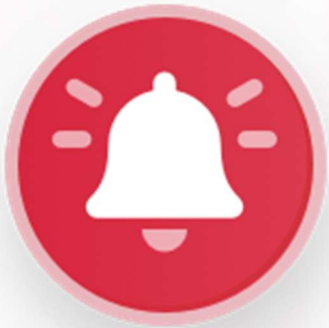
Routine

Higher Risk

Emergency

My Safety Buddy™

How My Safety Buddy Works



Duress
Alarm

In stressful situations even simple tasks can become difficult so users simply shake their phone to activate the Duress Alarm.

Passive

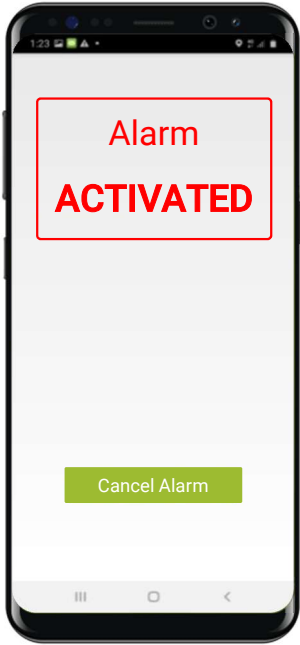
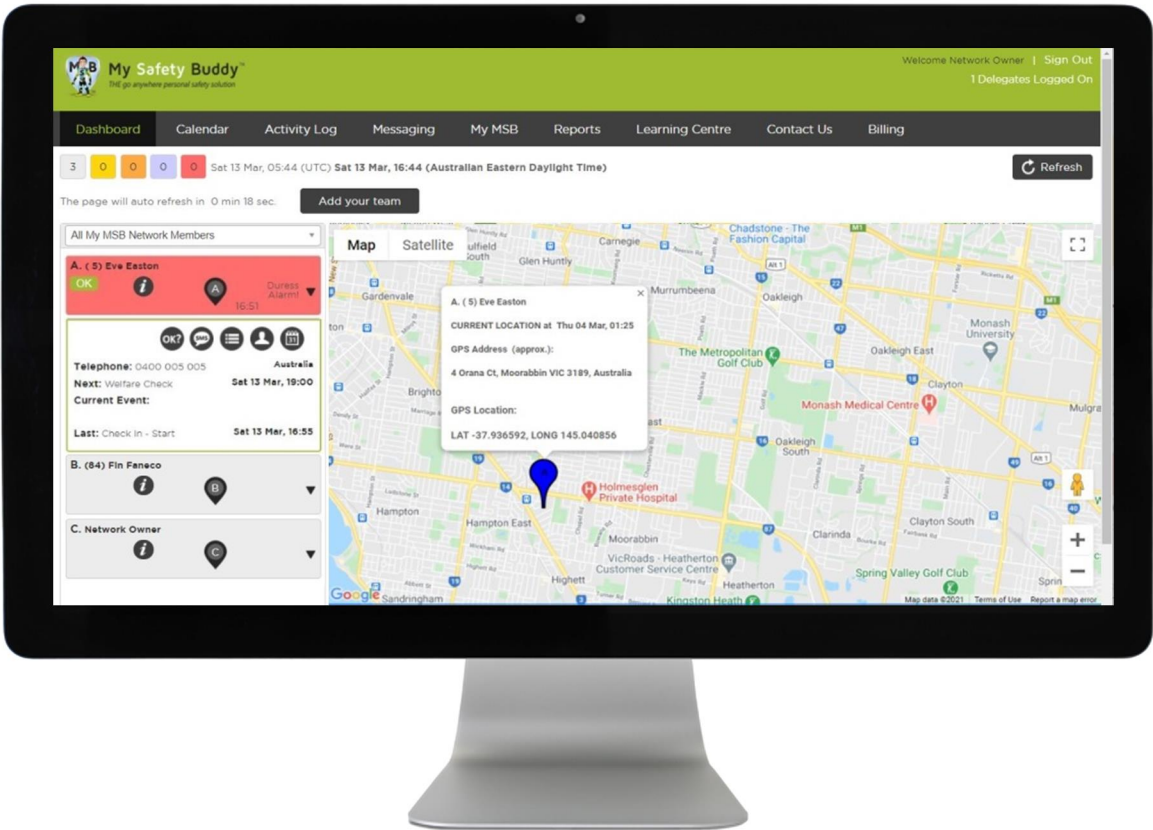
Routine

Higher Risk

Emergency

My **Safety** Buddy™

So much more than just a duress alarm, **My Safety Buddy** has evolved to give managers oversight, deliver safety outcomes and remove prosecution risk.



My **Safety Buddy**™

Available Markets

The safety of staff who work alone, in isolation or remotely from home, is a costly problem in many markets including:

TRANSPORT

REAL ESTATE

GOVERNMENT

CARE SERVICES

CLEANING

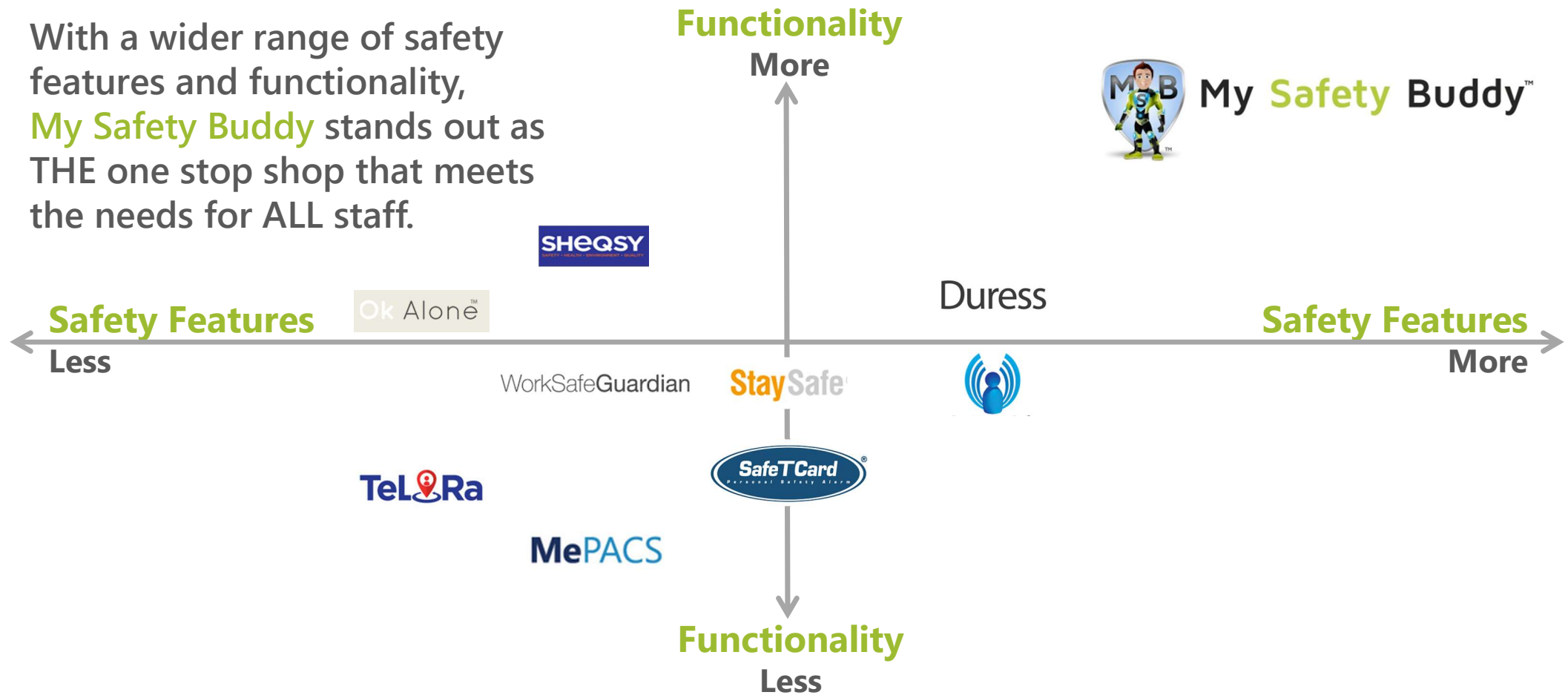
UTILITIES



My **Safety** Buddy™

Competitor Landscape

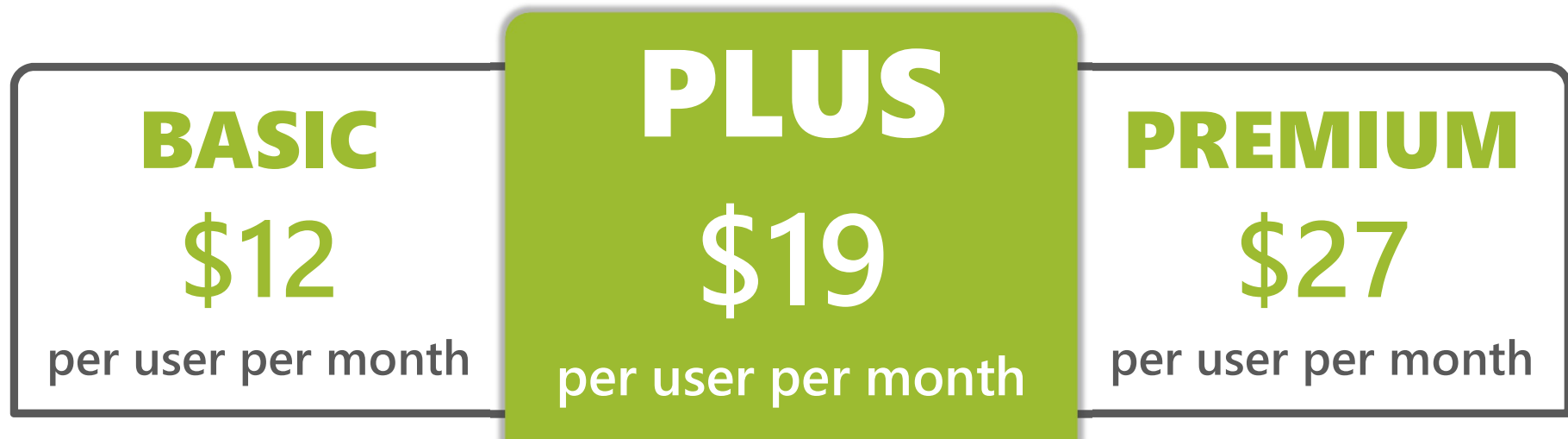
With a wider range of safety features and functionality, **My Safety Buddy** stands out as THE one stop shop that meets the needs for ALL staff.



My Safety Buddy™

Our Business Model

We are a B2B SaaS subscription service. Our go-to-market strategy is built on the Basic and Plus plans, with volume discounts and no lock-in contracts.



Great for teams
using internal
monitoring

Ideal for teams
wanting 24/7
monitoring

Perfect for teams
seeking extra support
and 24/7 monitoring

My **Safety** Buddy™



Our Traction

My Safety Buddy is already helping more than 40 organisations.



In the last 6 months we spoke at 3 conferences, were featured by the National Safety Council and have added 15 new clients.

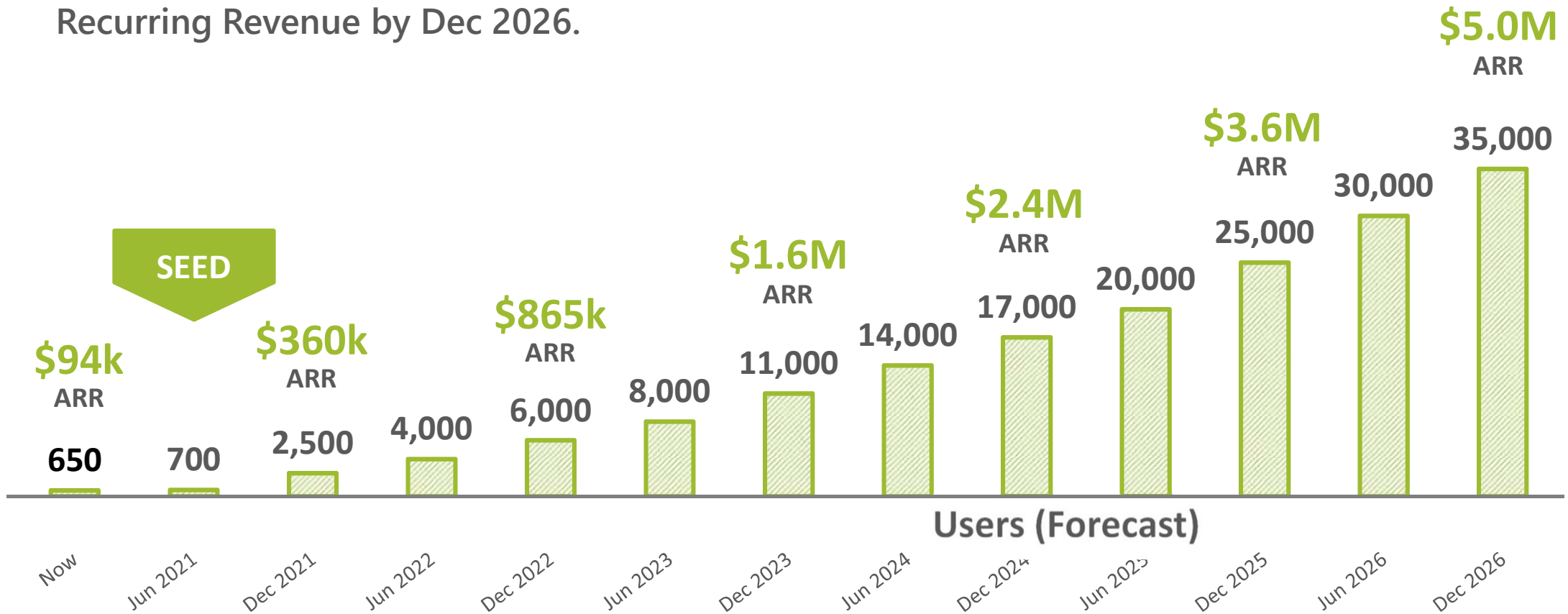
My **Safety Buddy**™

"We were looking for an easy to use system to keep our team safe as well as meeting our duty of care. We highly recommend My Safety Buddy."
B. Baraldi, Illawarra Allied Health Services.



Growth

We will scale to \$5.0M Annual
Recurring Revenue by Dec 2026.



My Safety Buddy™

Our Team



Travis Holland

Founder

CEO

Previously served in Australian Special Forces. Now provides specialised safety solutions.



Roger Graham

CTO

Previously Infrastructure Service Manager at Macquarie Bank and has worked in consulting roles with Accenture.



Leigh Rogers

Digital Marketing Manager

Specialises in marketing automation, systematisation and inbound lead generation.



My **Safety** Buddy™

We Are Raising \$900,000

We will use the capital for:

Brand & Customers

- Expansion across digital marketing channels
- Expansion into additional sectors

Technology

- Simplification and gamification

Users & Revenue

- Growth of >400% in next 12 months

Team

- Increased operational maturity

Intellectual Property

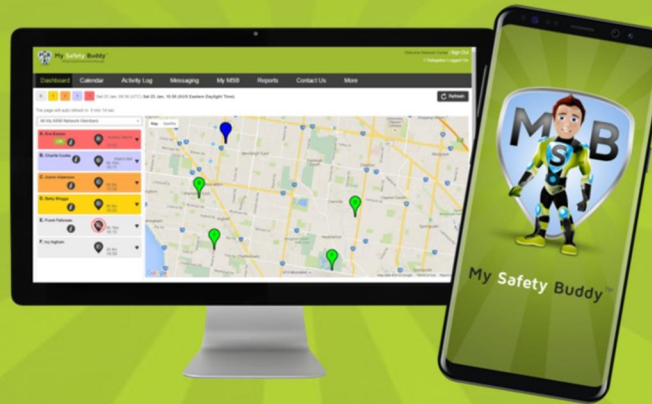
- Registered trademarks in multiple jurisdictions (AU, NZ, US, CAN)

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