SMARTRENT®

# INVESTOR OVERVIEW

Smart Community and Smart Operations Solutions for the Rental Housing Industry

MAY 7, 2025



## FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements generally relate to future events or our future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "goal," "target," "future," "estimate," "expect," "anticipate," "intend," "plan," "seek," "project," "may," "should," "will," or the negative form of these expressions or similar expressions. Forward-looking statements expressed or implied in this presentation include, but are not limited to, statements regarding our SaaS expansion; expected market opportunity; expected future business and financial performance and areas of focus; expected growth in revenue and Adjusted EBITDA; expected growth of our community WiFi solution; expected growth in ARR; expected capital allocation; expected customer benefits and our stock repurchase program. These statements are based on management's current beliefs, expectations assumptions about future events, conditions, and results and on information currently available to us. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Some of the factors that could cause actual results to differ materially from those expressed or implied by the forward-looking statements include, among other things, our ability to: (1) accelerate adoption of our products and services; (2) anticipate the uncertainties inherent in the development of new business lines and business strategies; (3) manage risks associated with our third-party suppliers and manufacturers and partners for our products; (4) manage risks associated with adverse macroeconomic conditions, including inflation, slower growth or recession, barriers to trade, changes to fiscal and monetary policy, tighter credit, higher interest rates, high unemployment, and currency fluctuations; (5) attract, train, and retain effective officers, key employees and directors; and manage risks associated with the leadership transition, (6) develop, design, manufacture, and sell products and services that are differentiated from those of competitors; (7) realize the benefits expected from our acquisitions; (8) acquire or make investments in other businesses, patents, technologies, products or services to grow the business; (9) successfully pursue, defend, resolve or anticipate the outcome of pending or future litigation matters; (10) comply with laws and regulations applicable to our business, including privacy regulations; (11) realize the benefits expected from our stock repurchase program; and (12) maintain key strategic relationships with partners and distributors. The forward-looking statements herein represent the judgment of the Company as of the date of this presentation, and we disclaim any intent or obligation to update forward-looking statements, unless required by applicable law. This presentation should be reviewed in conjunction with the information included in our press releases, reports and other filings with the SEC. Understanding the information contained in these filings is important to fully understanding our reported results and business outlook for future periods. This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size, growth and other data about our industry and our business. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates.

## USE OF NON-GAAP FINANCIAL MEASURES

In addition to disclosing financial results that are determined in accordance with GAAP, SmartRent also discloses certain non-GAAP financial measures in this presentation, including EBITDA and Adjusted EBITDA. These financial measures are not recognized measures under GAAP and should not be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. We define Adjusted EBITDA as EBITDA before the following items: non-recurring legal matters, stock-based compensation expense, non-recurring warranty provisions, impairment of investment in a non-affiliate, compensation expenses in connection with acquisitions, non-recurring expenses in connection with acquisitions, other acquisition expenses, and other expenses caused by non-recurring, or unusual, events that are not indicative of our ongoing business. We define EBITDA as net income or loss computed in accordance with GAAP before interest income/expense, income tax expense and depreciation and amortization. EBITDA and Adjusted EBITDA may be determined or calculated differently by other companies. Reconciliations of these non-GAAP measures to the most directly comparable GAAP financial measures have been provided in the financial statement tables included in this presentation, and investors are encouraged to review the reconciliations. EBITDA and Adjusted EBITDA are not used as measures of SmartRent's liquidity and should not be considered alternatives to net income or loss or any other measure of financial performance presented in accordance with GAAP. SmartRent's management uses EBITDA and Adjusted EBITDA in a number of ways to assess the Company's financial and operating performance and believes that these measures provide useful information to investors regarding financial and business trends related to SmartRent's results of operations. EBITDA and Adjusted EBITDA are also used to identify certain expenses and make decisions designed to help SmartRent meet its current financial goals and optimize its financial performance, while neutralizing the impact of expenses included in its operating results which could otherwise mask underlying trends in its business. SmartRent's management believes that investors are provided with a more meaningful understanding of SmartRent's ongoing operating performance when non-GAAP financial information is viewed with GAAP financial information.

# SMARTRENT INVESTMENT HIGHLIGHTS

**Transforming property operations with a hardware-enabled SaaS platform**

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**Leading Smart Home Technology Provider to the Rental Housing Market**

**End-to-End Open-API Platform with the Broadest Combination of Hardware & SaaS Solutions**

**Attractive Investment Returns for Customers on Existing and New Offerings**

**Strong Balance Sheet**

**Largest Operators in the Industry Utilize SmartRent**

**Community WiFi Expands the Market Opportunity**

**Large and Under-penetrated Market**

**Disciplined Capital Allocation**

# SMARTRENT AT A GLANCE

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Leading smart home technology provider in the rental housing industry with more deployed units than all other providers combined

Powerful combination of hardware and sophisticated SaaS solutions

Robust platform offers seamless visibility and control, empowering property owners to simplify operations, automate workflows, and deliver exceptional resident experiences

SmartRent's scalability and reliability solidifies the company's industry-leading position

| | | |
|---|---|---|
| **3.5M+**<br>Devices Installed | **3,900+**<br>Communities | **2017**<br>Founded |
| **2M+**<br>Software Users | **>650**<br>Unique Customers | **2021**<br>NYSE Listed |
| **~827K**<br>Total Units Deployed(1) | **~6.8M**<br>Opportunities with Existing Customers | **15 of 20**<br>Top Owners Choose SmartRent(2) |

1. Company data as of 3/31/2025
2. NMHC top owner list as of January 2024.

# TOP-TIER MULTIFAMILY CLIENT BASE

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## **15** of the **Top 20** Multifamily Operators

SmartRent's solutions have allowed us to take our property operations to the next level. **Every day, we are realizing benefits in the form of increased efficiencies, and in the enhanced experiences** we are able to deliver to our on-site teams and residents.

**–Equity Residential**



**~3%** **of addressable multifamily market represented by top 20 owners / operators[1]**

Source: NMHC, Company filings, SmartRent data as of 3/31/2025

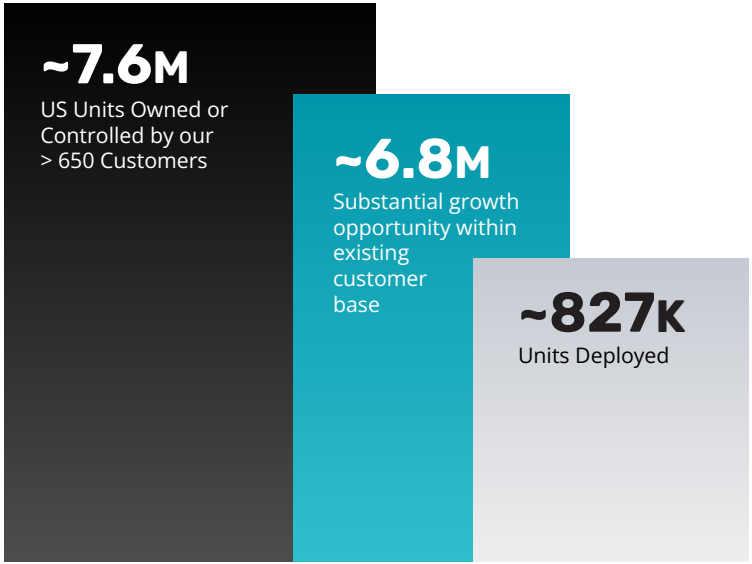
1. NMHC top owners list identifies top owners who are also members of NMHC, excludes non-members, assumes 28M rental apartment units and 15M single family rental residences in the U.S.

# COMPELLING ORGANIC GROWTH OPPORTUNITY

**Vast White Space Within Installed Base**

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SmartRent's existing client base **owns or controls ~7.6M units**, providing ample opportunity to grow




Information as of March 31, 2025. Source: SmartRent SEC filings.

# SUSTAINABLE COMPETITIVE ADVANTAGE

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Effective **Technology Solutions** Built by Real Estate Operators

**Flexible Technology Solutions**

Customer needs drive the design and deployment of our solutions

**Professional White Glove Installation**

Retrofit and new build installation capabilities increases TAM while mitigating risk of new construction cyclicality

**Brand Strength**

Category leader with first mover advantage and high long-term customer loyalty(1)

(1) Customer Churn 0.02% for Smart Communities Solutions, for the quarter ended March 31, 2025

# SMART COMMUNITY FEATURES

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# CUSTOMER BENEFITS

Customers can experience ~20%* IRR in a 3 year period with these benefits

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**20 - 30%*** Savings on Utilities

### Operational Efficiencies

Reach Centralization Goals
Self-Guided Tours to Optimize Showing Hours
Automate Work Order Creation with Integrated PMS
Operate in One Platform for a Fully Integrated Ecosystem
Automated Documentation
Built in Communication Channels



**70 - 90%*** Decrease in Water Damage Expenses

### Asset Protection

Automate Alerts
Helps Owners/Operators Meet Decarbonization Goals
Leak Detection/Lower Insurance Premiums
Vacant Unit Management
Preventative Maintenance Tracking
Track Fixed Assets
Enhanced Capital Improvement Assessment



**$30 - $60*** Rent Increase per Unit/Month

### Revenue Generation

Ancillary Monetization Opportunities
Increase Resident Retention/Premium Rental Rates
Reduce Resident/Site Team Onboarding Costs
Accelerate Leasing Velocity
Reduced Vacancy Loss Through Increased Turn Times

*Based on customer feedback through 2022

# BENEFITS OF SMART COMMUNITIES

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Our **Smart Communities Solutions** allow owners and operators to provide residents with an elevated user experience.



### Community Wifi

A managed WiFi solution that delivers secure, wireless, high-speed internet across an entire property.



### Parking Management

Uses smart technologies like sensors and decal to manage community-wide parking in real time by simplifying parking operations and enforcement.



### Access Control

Allows properties to grant common area access to residents such as gyms, pools, meeting rooms, etc.




### Resident App and Experience

The SMRT Resident app gives the resident control, comfort and convenience in the palm of their hands. With just a tap residents can lock and unlock their front door, control their thermostats and more.



### Self-Guided Tours

Allows prospects to tour a home on their own without needing on-site staff. Prospects don't need to download an app and can allow for multiple showings at one time.



### Smart Apartments

A platform that connects all smart devices in a community to a single dashboard, saving money for owners and operators, time for site teams and an elevated experience for residents.



### Package Management

Smart Package Room identifies, tracks and manages every packaged delivered to a community and helps residents easily retrieve their packages.

# BENEFITS OF SMART OPERATIONS

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Our **Smart Operations Solutions** allow for seamless, effortless data sharing for fast workflows.

### Audit Management

Empowers owners and operators to conduct lease-file audits with greater certainty and efficiency.

### Inspection Management

Automates property inspections that monitor the performance and condition of the portfolio. As well as schedule and conduct inspections, perform due diligence and plan for improvements.

### Answer Automation

Automates the process of providing accurate and timely responses to common inquiries and leasing questions. Residents can easily create work orders that are automatically assigned, improving response times and increasing user satisfaction.

### Work Management

Brings mobile maintenance, project management, asset tracking and communications all into one easy-to-use platform fostering collaboration and accountability.

# Building Blocks to SaaS ARR Growth

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Focus on key metrics that **drive growth** in annual recurring revenue and **enhance company performance**.



## Driving Market Leadership and Consistent Profitability

### Units Deployed

**Expanding Our Reach**

Strategically expanding the deployment of our units across new and existing markets, setting the stage for amplified recurring revenue streams.

### Avg Revenue Per Unit (ARPU)

**Elevating Customer Value**

Leverage early market entry to continually refine and enrich our offerings, enhancing customer satisfaction and driving up the average revenue per user through advanced features that meet customer needs.

### Net Revenue Retention

**Cultivating Loyalty**

Net Revenue Retention rates(1) in excess of 100% are a testament to success in maintaining and growing revenue from existing customers through upselling and cross-selling.

(1) Property Net Revenue Retention 102%, Customer Net Revenue Retention 114%, for the quarter ended March 31, 2025, Source: SmartRent SEC filings

# ROBUST BALANCE SHEET

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**$126M**
Cash balance as of March 31, 2025

**Exceptional Liquidity**
Ensuring substantial operational and strategic flexibility. Ready capital for organic reinvestments, acquisitions and innovation

**$75M**
Undrawn Line of Credit

**Access to Capital**
Additional financial leverage to seize investment opportunities quickly and effectively as they arise, ensuring we can continue to expand and innovate without delay

**$0 IN DEBT**

**Debt-free position**
Reflects our conservative financial management and strategic planning. A clear signal of our commitment to sustainable growth and fiscal prudence

# CAPITAL ALLOCATION: BLUEPRINT FOR LONG-TERM VALUE CREATION

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Capital allocation philosophy aligned to value creation. Systematically deploying resources to amplify our competitive edge and drive sustainable growth

## Value-Creating Growth

### Organic Reinvestment

Reinvesting in organic growth by focusing on high-ROI projects that accelerate innovation and strengthen our market position.

## Robust Financial Health

### Maintaining an A+ Balance Sheet

Maintain a strong balance sheet, optimizing cash flow, and enhancing financial flexibility to support long-term strategies.

## Return of Capital

### Capital Return

$50M[1] Stock Repurchase Program to demonstrate confidence in our intrinsic value.

## Opportunistic M&A

### Strategic Acquisition(s)

Maintaining reserves to swiftly capitalize on strategic acquisitions that enhance value.

1. Information as of March 31, 2025, ~$20.4M available. Source: SmartRent SEC filings.

# APPENDIX

# TTM CONDENSED CONSOLIDATED BALANCE SHEET

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| | As of | | | | |
|---|---|---|---|---|---|
| | 3/31/25 | 12/31/24 | 9/30/24 | 6/30/24 | 3/31/24 |
| Cash and cash equivalents | $ 125,600 | $ 142,482 | $ 163,403 | $ 187,435 | $ 204,701 |
| Accounts receivable, net | 49,859 | 59,299 | 63,013 | 65,220 | 58,093 |
| Inventory | 33,189 | 35,261 | 35,948 | 34,420 | 30,899 |
| Total current assets | 227,863 | 257,650 | 284,986 | 313,836 | 319,477 |
| Goodwill and intangible assets, net | 114,745 | 140,643 | 141,611 | 142,580 | 143,548 |
| Total assets | 366,065 | 420,176 | 448,593 | 475,347 | 485,453 |
| | | | | | |
| Deferred revenue, current portion | 38,887 | 35,071 | 49,861 | 67,187 | 78,077 |
| Total current liabilities | 75,873 | 71,032 | 85,970 | 100,332 | 106,990 |
| Deferred revenue, long-term portion | 32,704 | 52,588 | 50,111 | 44,671 | 41,491 |
| Total liabilities | 115,395 | 130,741 | 143,452 | 145,964 | 152,366 |
| Total stockholders' equity (including convertible preferred stock) | 250,670 | 289,435 | 305,141 | 329,383 | 333,087 |
| Total liabilities, convertible preferred stock and stockholders' equity | 366,065 | 420,176 | 448,593 | 475,347 | 485,453 |

Note: Information as of March 31, 2025. Source: SmartRent SEC filings.

# TTM CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS

(Unaudited, $ in thousands, except per share amounts)

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| | Three months ended | | | | |
|---|---|---|---|---|---|
| | 3/31/25 | 12/31/24 | 9/30/24 | 6/30/24 | 3/31/24 |
| Revenue | | | | | |
| Hardware | $ 18,830 | $ 10,384 | $ 18,707 | $ 24,676 | $ 29,077 |
| Professional services | 3,893 | 6,221 | 3,308 | 5,816 | 3,458 |
| Hosted services | 18,621 | 18,763 | 18,495 | 18,026 | 17,954 |
| Total revenue | 41,344 | 35,368 | 40,510 | 48,518 | 50,489 |
| | | | | | |
| Cost of revenue | | | | | |
| Hardware | 13,960 | 9,988 | 13,843 | 16,318 | 18,684 |
| Professional services | 7,293 | 9,003 | 6,840 | 8,869 | 6,448 |
| Hosted services | 6,529 | 6,224 | 6,370 | 6,026 | 5,934 |
| Total cost of revenue | 27,782 | 25,215 | 27,053 | 31,213 | 31,066 |
| | | | | | |
| Total operating expense | 29,922 | 23,111 | 25,194 | 24,223 | 29,582 |
| | | | | | |
| Impairment charge | 24,929 | | | | |
| | | | | | |
| Loss from operations | (41,289) | (12,958) | (11,737) | (6,918) | (10,159) |
| | | | | | |
| Net loss | (40,184) | (11,423) | (9,923) | (4,605) | (7,692) |
| | | | | | |
| Other comprehensive loss | | | | | |
| Foreign currency translation adjustment | 88 | (147) | 270 | (11) | 6 |
| Comprehensive loss | (40,096) | (11,570) | (9,653) | (4,616) | (7,686) |
| Net loss per common share | | | | | |
| Basic and diluted | $ (0.21) | $ (0.06) | $ (0.05) | $ (0.02) | $ (0.04) |
| Weighted-average number of shares used in computing net loss per share | | | | | |
| Basic and diluted | 192,419 | 198,731 | 198,731 | 203,327 | 203,485 |

Note: Information as of March 31, 2025. Source: SmartRent SEC filings.

# RECONCILIATION OF NET LOSS TO EBITDA AND ADJUSTED EBITDA

(Unaudited, $ in thousands)

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| | Three months ended | | | | |
|---|---|---|---|---|---|
| | 3/31/25 | 12/31/24 | 9/30/24 | 6/30/24 | 3/31/24 |
| Net loss | $ (40,184) | $ (11,423) | $ (9,923) | $ (4,605) | $ (7,692) |
| Interest income, net | (1,200) | (1,524) | (2,019) | (2,290) | (2,409) |
| Income tax expense (benefit) | 108 | 136 | 18 | 68 | 45 |
| Depreciation and amortization | 1,943 | 1,765 | 1,644 | 1,585 | 1,501 |
| EBITDA | (39,333) | (11,046) | (10,280) | (5,242) | (8,555) |
| Legal matter | 5,105 | 700 | 2,325 | - | 5,300 |
| Stock-based compensation | 2,836 | 2,548 | 1,653 | 3,284 | 3,281 |
| Goodwill Impairment | 24,929 | | | | |
| Impairment on equity investment | - | - | - | 2,250 | |
| Compensation expense in connection with acquisitions | - | - | - | | - |
| Severance charges | - | - | - | - | 231 |
| Other acquisition expenses | 52 | (978) | (4) | 117 | 140 |
| Non-recurring warranty provision | (150) | 350 | (522) | 463 | - |
| Other adjustments | 189 | 1,068 | 3,006 | 30 | - |
| Adjusted EBITDA | $ (6,372) | $ (7,358) | $ (3,822) | $ 902 | $ 397 |

Note: Information as of March 31, 2025. Source: SmartRent SEC filings.

# DEFINITION OF KEY OPERATING METRICS

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We review the following operating metrics to evaluate our business, measure our performance, identify trends affecting our business, formulate business plans and make strategic decisions. Our metrics are not based on any standardized industry methodology and are not necessarily calculated in the same manner or comparable to similarly titled measures presented by other companies. Similarly, our metrics may differ from estimates published by third parties or from similarly titled metrics of our competitors due to differences in methodology. The numbers that we use to calculate the below metrics are based on internal data. While these numbers are based on what we believe to be reasonable judgments and estimates for the applicable period of measurement, there are inherent challenges in measuring usage. We regularly review and may adjust our processes for calculating our internal metrics to improve their accuracy. If investors or analysts do not perceive our metrics to be accurate representations of our business or If investors or analysts do not perceive our metrics to be accurate representations of our business, or if we discover material inaccuracies in our metrics, our business could be harmed.

**New Units Deployed**

The aggregate number of Hub Devices that were installed (incl customer self installations) and resulted in a new active subscription during a stated measurement period.

**Annual Recurring Revenue ("ARR")**

Annualized value of our SaaS Revenue earned in the current quarter, which we calculate by taking the total amount of SaaS Revenue in the current quarter and multiplying that amount by four.

**Units Booked SaaS ARPU**

The first year ARR for binding orders executed during the stated measurement period divided by the total Units Booked in the same period, divided by the number of months in the period.

**Hardware ARPU**

Total hardware revenue during a given period divided by the total Units Shipped during the same period.

**Professional Services ARPU**

Total professional services revenue during a given period divided by the total New Units Deployed, excluding customer self installations, during the same period.

**Customer Net Revenue Retention**

SaaS Revenue at the end of the current period related to customers which had SaaS Revenue at the end of the same period in the prior year, divided by SaaS Revenue at the end of the same period in the prior year for those same properties.

**Property Net Revenue Retention**

SaaS Revenue at the end of the current period related to properties which had SaaS Revenue at the end of the same period in the prior year, divided by SaaS Revenue at the end of the same period in the prior year for those same properties.

**Units Deployed**

The aggregate number of Hub Devices installed (incl customer self installs) and have an active subscription as of a stated measurement date.

**Units Booked**

The aggregate number of Hub Device units subject to binding orders executed during a stated measurement period that will result in a New Unit Deployed.

**Bookings**

The contract value of hardware, professional services, and the first year of ARR for binding orders executed during a stated measurement period.

**Units Shipped**

The aggregate number of Hub Devices that have been shipped to customers during a stated measurement period.

**SaaS ARPU**

Total SaaS Revenue during a given period divided by the average aggregate Units Deployed in the same period.

**Customer Churn**

Cancelled deployed units during the measurement period divided by Units Deployed as of the beginning of the measurement period.

**SaaS Revenue**

SaaS Revenue as monthly subscription revenue from fees paid by customers for access to one or more of SmartRent's software applications, including access controls, asset monitoring and related services, and our Community WiFi solution

# THANK YOU

For more information, please contact
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