



INVESTOR OVERVIEW

Smart Community and Smart Operations
Solutions for the Rental Housing Industry

AUGUST 6, 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; cost reductions; 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

SMRT
LISTED
NYSE



**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

SMRT
LISTED
NYSE

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+
Devices Installed

3,900+
Communities

2017
Founded

2M+
Software Users

~600
Unique Customers

2021
NYSE Listed

~848k
Total Units Deployed⁽¹⁾

~6.15M
Opportunities with Existing Customers

15 of 20
Top Owners Choose SmartRent⁽²⁾

1. Company data as of 6/30/2025
2. NMHC top owner list as of January 2024.



TOP-TIER MULTIFAMILY CLIENT BASE

SMRT
LISTED
NYSE

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 / operators¹

Source: NMHC, Company filings, SmartRent data as of 6/30/2025

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.

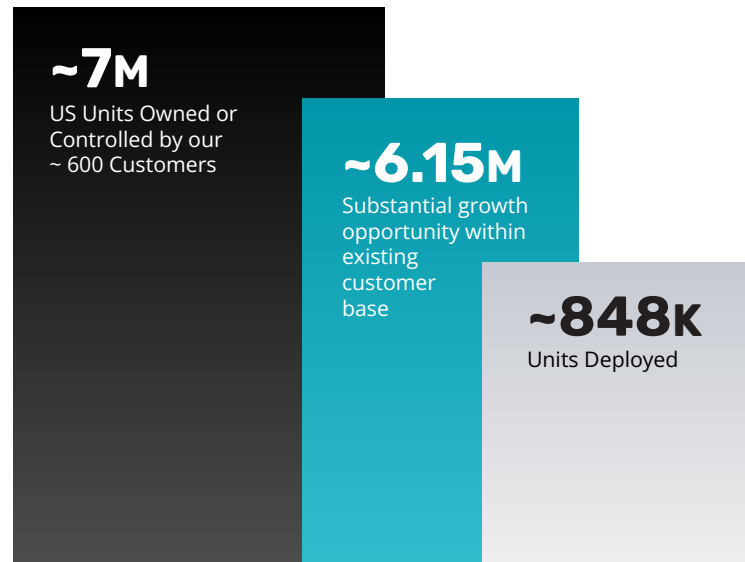


COMPELLING ORGANIC GROWTH OPPORTUNITY

Vast White Space Within Installed Base

SMRT
LISTED
NYSE

SmartRent's existing
client base **owns or controls**
~7M units, providing ample
opportunity to grow



Information as of June 30, 2025. Source: SmartRent SEC filings.

SUSTAINABLE COMPETITIVE ADVANTAGE

SMRT
LISTED
NYSE



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 June 30, 2025

SMART COMMUNITY FEATURES

SMRT
LISTED
NYSE



CUSTOMER BENEFITS

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

SMRT
LISTED
NYSE



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

SMRT
LISTED
NYSE

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.



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.



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.

BENEFITS OF SMART OPERATIONS

SMRT
LISTED
NYSE

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

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.

ROBUST BALANCE SHEET

SMRT
LISTED
NYSE



\$105M

Cash balance as
of June 30, 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

SMRT
LISTED
NYSE

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

\$50M¹ 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 June 30, 2025, ~\$16.8M available. Source: SmartRent SEC filings.

APPENDIX



TTM CONDENSED CONSOLIDATED BALANCE SHEET

SMRT
LISTED
NYSE

	<u>As of</u>				
	<u>6/30/25</u>	<u>3/31/25</u>	<u>12/31/24</u>	<u>9/30/24</u>	<u>6/30/24</u>
Cash and cash equivalents	\$ 105,044	\$ 125,600	\$ 142,482	\$ 163,403	\$ 187,435
Accounts receivable, net	58,571	49,859	59,299	63,013	65,220
Inventory	33,352	33,189	35,261	35,948	34,420
Total current assets	217,543	227,863	257,650	284,986	313,836
Goodwill and intangible assets, net	113,777	114,745	140,643	141,611	142,580
Total assets	353,969	366,065	420,176	448,593	475,347
Deferred revenue, current portion	37,807	38,887	35,071	49,861	67,187
Total current liabilities	80,369	75,873	71,032	85,970	100,332
Deferred revenue, long-term portion	28,550	32,704	52,588	50,111	44,671
Total liabilities	115,430	115,395	130,741	143,452	145,964
Total stockholders' equity (including convertible preferred stock)	238,539	250,670	289,435	305,141	329,383
Total liabilities, convertible preferred stock and stockholders' equity	353,969	366,065	420,176	448,593	475,347



Note: Information as of June 30, 2025. Source: SmartRent SEC filings.

TTM CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS

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

SMRT
LISTED
NYSE

	Three months ended				
	6/30/25	3/31/25	12/31/24	9/30/24	6/30/24
Revenue					
Hardware	\$ 15,143	\$ 18,830	\$ 10,384	\$ 18,707	\$ 24,676
Professional services	4,327	3,893	6,221	3,308	5,816
Hosted services	18,838	18,621	18,763	18,495	18,026
Total revenue	38,308	41,344	35,368	40,510	48,518
Cost of revenue					
Hardware	12,868	13,960	9,988	13,843	16,318
Professional services	6,237	7,293	9,003	6,840	8,869
Hosted services	6,535	6,529	6,224	6,370	6,026
Total cost of revenue	25,640	27,782	25,215	27,053	31,213
Total operating expense	24,353	29,922	23,111	25,194	24,223
Impairment charge	-	24,929			
Loss from operations	(11,685)	(41,289)	(12,958)	(11,737)	(6,918)
Net loss	(10,860)	(40,184)	(11,423)	(9,923)	(4,605)
Other comprehensive loss					
Foreign currency translation adjustment	639	88	(147)	270	(11)
Comprehensive loss	(10,221)	(40,096)	(11,570)	(9,653)	(4,616)
Net loss per common share					
Basic and diluted	\$ (0.06)	\$ (0.21)	\$ (0.06)	\$ (0.05)	\$ (0.02)
Weighted-average number of shares used in computing net loss per share					
Basic and diluted	188,755	192,419	198,731	198,731	203,327

Note: Information as of June 30, 2025. Source: SmartRent SEC filings.



RECONCILIATION OF NET LOSS TO EBITDA AND ADJUSTED EBITDA

(Unaudited, \$ in thousands)

SMRT
LISTED
NYSE

	<u>Three months ended</u>				
	<u>6/30/25</u>	<u>3/31/25</u>	<u>12/31/24</u>	<u>9/30/24</u>	<u>6/30/24</u>
Net loss	\$ (10,860)	\$ (40,184)	\$ (11,423)	\$ (9,923)	\$ (4,605)
Interest income, net	(1,012)	(1,200)	(1,524)	(2,019)	(2,290)
Income tax expense (benefit)	(33)	108	136	18	68
Depreciation and amortization	2,066	1,943	1,765	1,644	1,585
EBITDA	(9,839)	(39,333)	(11,046)	(10,280)	(5,242)
Legal matter	(780)	5,105	700	2,325	-
Stock-based compensation	2,161	2,836	2,548	1,653	3,284
Goodwill Impairment	-	24,929	-	-	-
Impairment on equity investment	-	-	-	-	2,250
Compensation expense in connection with acquisitions	-	-	-	-	-
Severance charges	-	-	-	-	-
Other acquisition expenses	(283)	52	(978)	(4)	117
Non-recurring warranty provision	-	(150)	350	(522)	463
Other adjustments	1,392	189	1,068	3,006	30
Adjusted EBITDA	\$ (7,349)	\$ (6,372)	\$ (7,358)	\$ (3,822)	\$ 902



Note: Information as of June 30, 2025. Source: SmartRent SEC filings.

DEFINITION OF KEY OPERATING METRICS

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, including renewals and upgrades.

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
investors@smartrent.com

