SmartRent

Opening Doors to a Smarter World



Investor Presentation

April 2022

Forward Looking Statements

This presentation contains forward-looking statements within the meaning of the safe harbor from civil liability provided for such statements by Securities Litigation Reform Act of 1995 (set forth in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended). Forward-looking statements address our expected future business and financial performance, and may contain words such as "goal," "target," "future," "estimate," "expect," "anticipate," "intend," "plan," "seek," "project," "may," "should," "will," the negative form of these expressions or similar expressions. 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 reasonable, we cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur.

Examples of forward-looking statements include, among others, statements regarding the benefits of the Company's strategic acquisitions, changes in the market for our products and services, expected financial results, product portfolio enhancements, expansion plans and opportunities and expectations regarding key operational metrics. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those currently anticipated. 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: (1) our ability to execute our business strategy within the smart home technology industry; (2) our ability to expand our products and solutions to meet the demands of the market; (3) our ability to meet legal obligations, including laws and regulations related to security and privacy; (4) our ability to prevent unauthorized or inadvertent access to our information technology systems and customer or resident data; (5) the competitiveness of our market and pricing levels of our competitors; (6) our ability to hire, retain, manage and motivate employees, including key personnel; (7) the ability of our suppliers to produce or obtain quality products and services on a timely basis or in sufficient quantity; (8) interruptions to, or other problems with, our website and interactive user interface, information technology systems, manufacturing processes or other operations; (9) our ability to successfully identify, acquire, and integrate quality acquisition targets; (10) legal proceedings, recall claims, and governmental inquiries; (11) our ability to acquire and protect our intellectual property and acquire or make investments in other businesses, patents, technologies, products or services to grow the business; (12) our compliance with laws and regulations applicable to our business updates, including developments in federal, state and local regulations; (13) our ability to fuel growth and accelerate the adoption of our products and services; (14) our ability to develop, design, and sell services that are differentiated from those of competitors; (15) our ability to manage risks associated with product liability, warranty, personal injury, property damage and recall matters; and (16) successful deployment of the proceeds from the business combination. The foregoing list of factors is not exhaustive and new factors may emerge from time to time that could also affect actual performance and results.

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 investor presentation. 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. Adjusted EBITDA is a non-GAAP financial measures as defined by SEC rules. This non-GAAP financial measure, as defined below by SmartRent, may be determined or calculated differently by other companies. A reconciliation of this non-GAAP measurement to the most directly comparable GAAP financial measurement has been provided in this investor presentation, and investors are encouraged to review the reconciliation. As detailed in the reconciliation, the GAAP measure most directly comparable to Adjusted EBITDA is net income or loss. Adjusted EBITDA is not used as a measure of SmartRent's liquidity and should not be considered as an alternative to net income or loss or any other measure of financial performance presented in accordance with GAAP.

SmartRent's management uses Adjusted EBITDA in a number of ways to assess the Company's financial and operating performance and believes that this measures provides useful information to investors regarding financial and business trends related to SmartRent's results of operations. Adjusted EBITDA is 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.

Key Investment Highlights

1. **Leading solution provider for owners / operators & residents**
2. **Large addressable market**
3. **Highly visible pipeline of demand**
4. **Significant growth opportunity**
5. **Attractive financial profile**



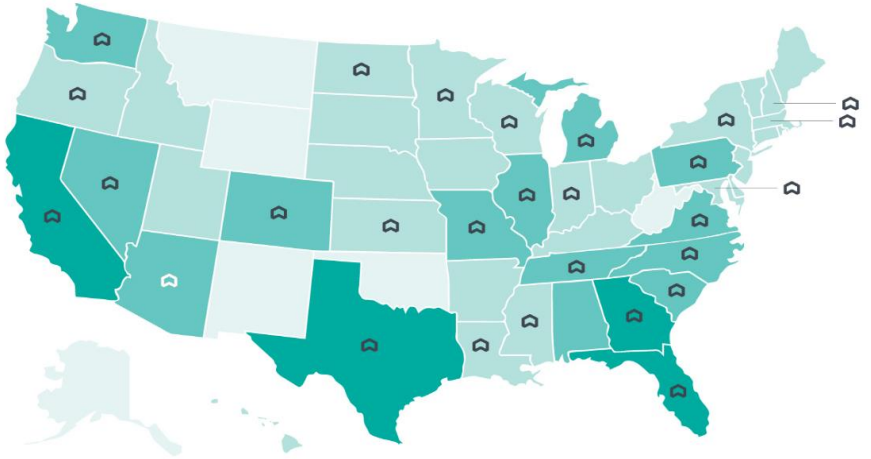
SmartRent Company Snapshot (NYSE: SMRT)

Key Statistics

Founded	2017
Headquarters	Scottsdale, AZ
Communities Served	3,800+
Total Customers	249
Employees	639

Key Performance Metrics

Units Deployed	339K
Units Booked	218K
Committed Units	742K
Total Units Deployed and Committed	1.1M



45
States

28
States with local SmartRent Teams

1.4M+
Total Devices Installed

339K
Total Units Deployed

500K+
Total Users

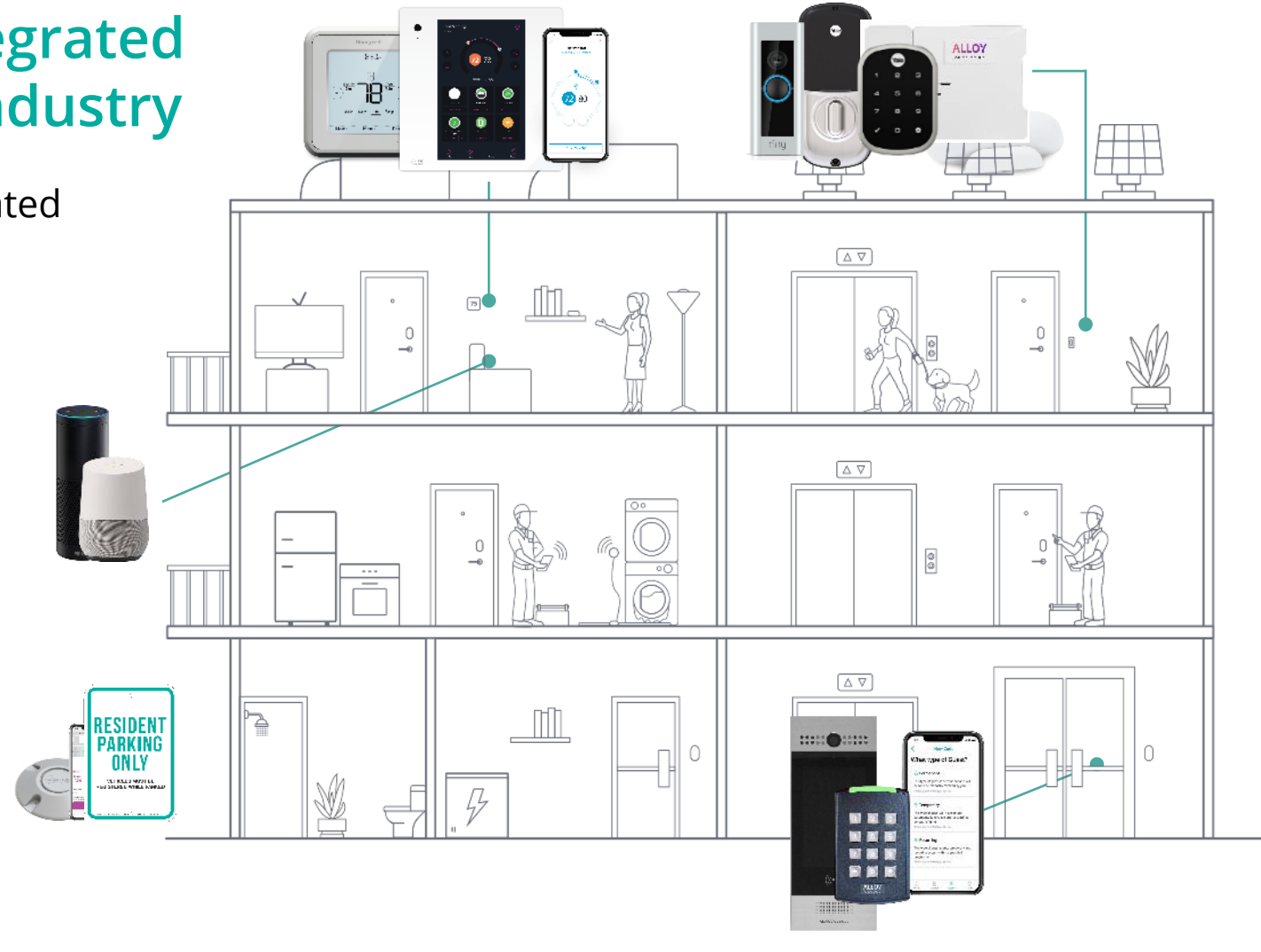
4.5M
Unit Opportunity from Existing Customers

A leader in enterprise smart home technology

Source: Company data as of 12/31/2021, unless otherwise indicated

We are an enterprise software company, providing fully-integrated solutions to the real estate industry

We are hardware agnostic and deeply integrated into most Property Management Systems



Flexible Product Offering with Expansion Opportunity

Standard Smart Home Package



Alloy Hub


Yale YRD256 Lock



Alloy Leak Sensor



Honeywell T6 Pro Thermostat

Flexible Options


LoRa/WiFi Leak Detector



Honeywell Wifi


Schlage BLE


Salto BLE

Upgrades



Motion Sensor



Contact Sensor


Voice Assistants


Switch/Dimmer



Video Doorbells



Smart Plug


Shades



Garage Doors

Fusion Hub



Self-guided Tours



Access Control



Smart Intercom



Managed Wifi and parking



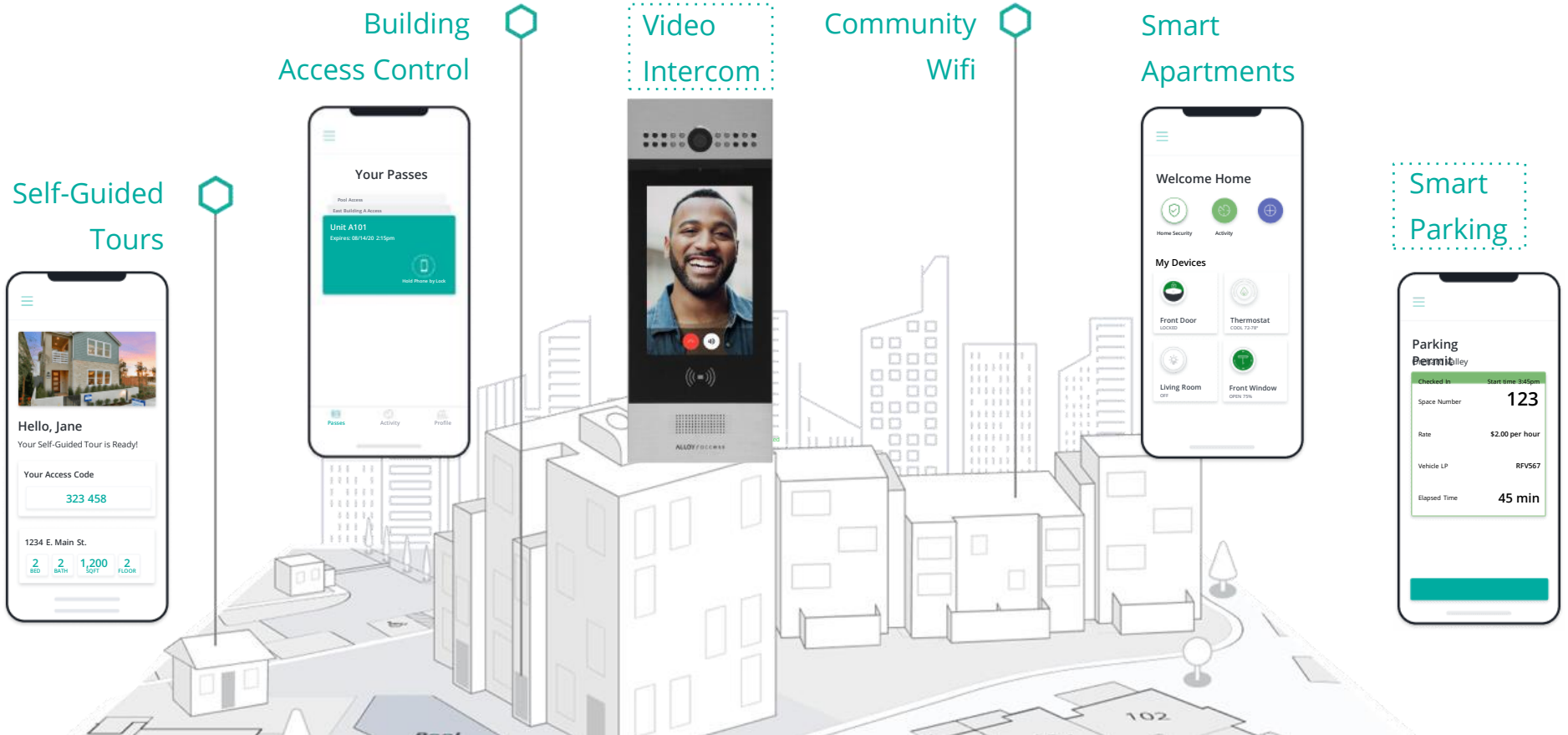


Source: Company data as of 12/31/2021

Product Ecosystem

Proven land-and-expand model that we believe will continue to fuel growth. Every product can be an entry point with switching costs exponentially increasing over time. As we expand, privacy remains a key focus.

Launched in 2021



SmartRent Delivers Undeniable Value To Owners / Operators

20-30%

Operating Expenses

Savings on utilities, staffing

- Maximize resident engagement
- Fully integrated ecosystem
- Improved building quality
- Increased asset values



70-90%

Asset Protection

Decrease in water damage expense

- Help owners / operators meet decarbonization goals
- 2,800+ water leaks detected
- Reduced insurance costs
- 366K+ MWH electricity saved



50%

Return on investment[1]

3-year payback period[1]



Revenue Generation

$25-100/month

Rent increase / unit

- Higher rent
- Increased resident retention
- Accelerated leasing velocity
- Ancillary monetization opportunities



Cost Reduction

20-50%

Decrease in leasing costs

- Re-leasing costs
- Resident onboarding / Opportunity costs
- Customer servicing costs
- Property Management Systems redundancies

1. Company estimate based on customer feedback relating to SmartRent platform performance through 12/312021

SmartRent advances product roadmap and broadens support of property operations with acquisition of SightPlan

SightPlan is a next-generation operating platform for the real estate industry. SightPlan's SaaS solutions enable owners, REITs, and third-party managers to increase net operating income, improve efficiencies, and streamline task management processes in an all-in-one platform.



Answer

Automate leasing and resident call handling with advanced speech recognition and easy-to-use follow-up tools that save time and money.

Engage

Strengthen relationships with the community by providing an app and portal that enables residents to interact with the onsite team when and where they want.

Work

Give the on-site team tools to respond quickly, stay on task, and engage in preventive maintenance, while providing the actionable insights needed to make decisions.

Inspect

Automate the inspections process to quickly assess property and unit conditions, plan for capital improvement expenses, and monitor the performance of the portfolio.

Audit

Review everything in the books from rent roll and deposits to resident lease files to quickly and reliably determine a community's financial accuracy.

Operations Suite | **Experience Suite** | **Due Diligence Suite**

3rd Party Certified Partnerships, Connections, and Open API Integrations

- Accounting / Property Management Systems
- Single Sign On (SSO)
- Spend Management / Procurement Vendors
- Resident Loyalty

Source: SightPlan

Advancing the Product Roadmap with addition of SightPlan



Leasing

Lease signing	FUTURE
Resident App	CURRENT
CRM	CURRENT
Self-Guided tour	CURRENT



Resident Experience

Work Orders	CURRENT
Marketplace	IN PROGRESS
WiFi	CURRENT
Smart Home	CURRENT



Home IoT

Video & security	IN PROGRESS
Smart appliances	IN PROGRESS
Hubless	IN PROGRESS
Base IoT	CURRENT



Building IoT

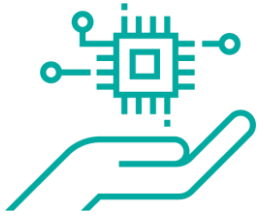
Energy, water, air metering	CURRENT
Video intercom	CURRENT
Parking	CURRENT
Access control	CURRENT

Competitive Advantage

Effective technology solutions built by real estate operators

Flexible Technology Solutions

- Open architecture platform maximizes flexibility and allows for customized solutions
- Hardware agnostic
- Deeply integrated into most existing Property Management Systems



White Glove Implementation

- Customer journey drives design and deployment of our operating platform
- Retrofit and new build installation capabilities increases TAM while mitigating risk of new construction cyclicality
- Dedicated installation services, ongoing customer and resident support, enhance customer connectivity



Brand Strength

- Category leader with first mover advantage, switching costs exponentially increase over time
- Deep industry relationships with largest multifamily & SFR operators, homebuilders and I-buyers that should drive multi-year recurring revenue
- Partnership with largest and most active VC in prop tech industry



SmartRent's Product Suite Enhances Sustainability Goals

Our platform mitigates risks and positively impacts our clients' communities, the resident experience, and the environment

HVAC Control



Reduces overall energy consumption by setting limitations on vacant units, controlling ventilation, and providing automated work orders based on temperature and humidity thresholds.

Leak Detection



Minimizes water damage and water waste with real-time leak alerts. Reduces insurance costs for landlords and helps residents to protect their apartments and belongings.

Water Management



Fluid monitoring, leak detection, and shut off controls minimizes water damage and water waste. Data, analytics, and automated work orders assist residents who may not be aware of an issue.

Waste Monitoring



Streamlined pickup scheduling and fire detection aids residents, while also reducing waste collection routes by 30%-63%, thereby cutting greenhouse gas emissions from trucks.

Smart Appliances



Remote diagnostics, overflow monitoring, and proactive maintenance reduces the number and magnitude of appliance failures for residents.

Smart Lighting



Circadian and scheduled melanopic lighting boosts resident energy, mood, and sleep and reduces unnecessary energy consumption.

Access Control



Alloy Access has been developed to offer a seamless, community wide access control experience enhancing safety for residents, site teams, and guests alike.

Large Addressable Market Opportunity

We are initially targeting three large end-markets



28M

Institutionally owned multifamily US Units



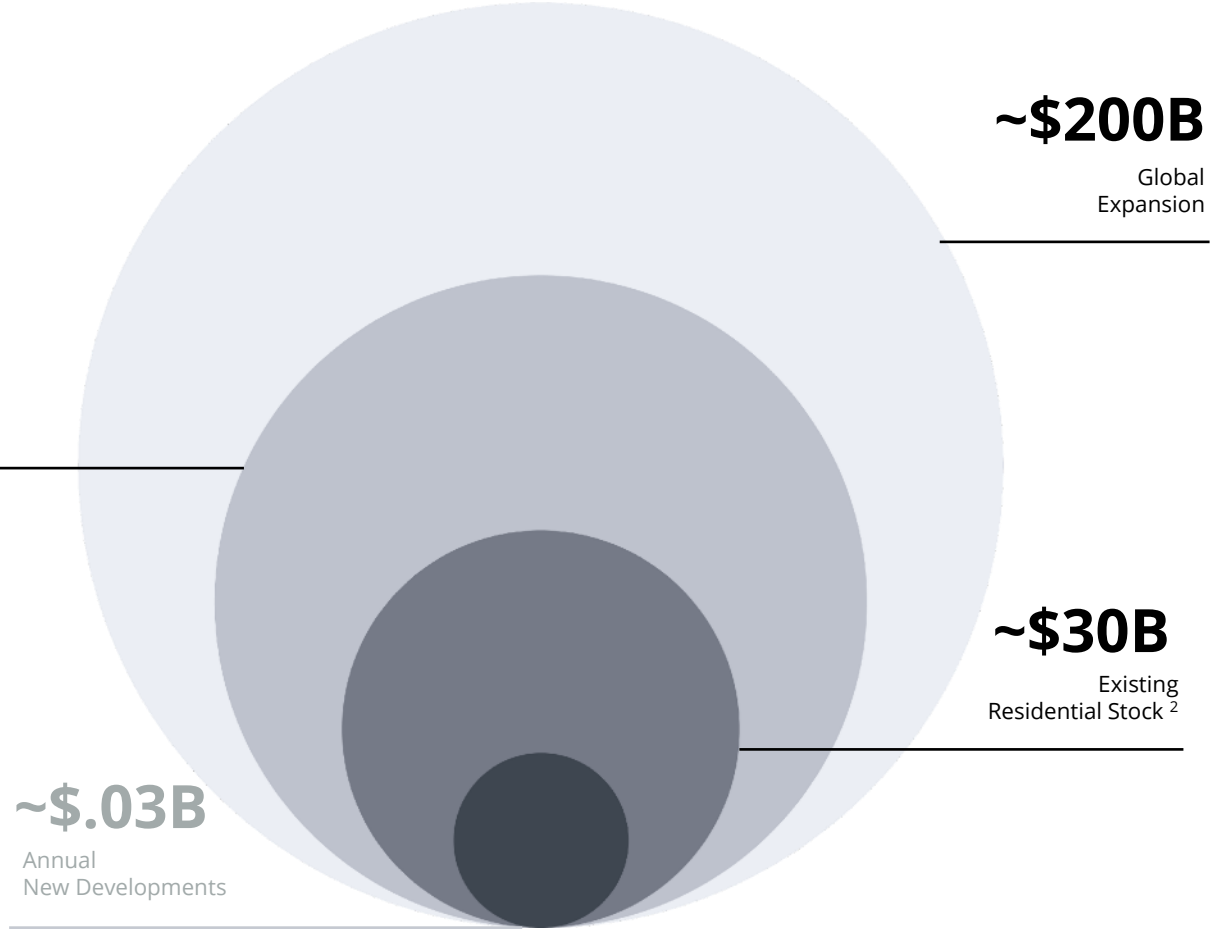
15M

Single Family US Rental Residences



6M

Homebuilders / iBuyers annual U.S. homes sold [3]

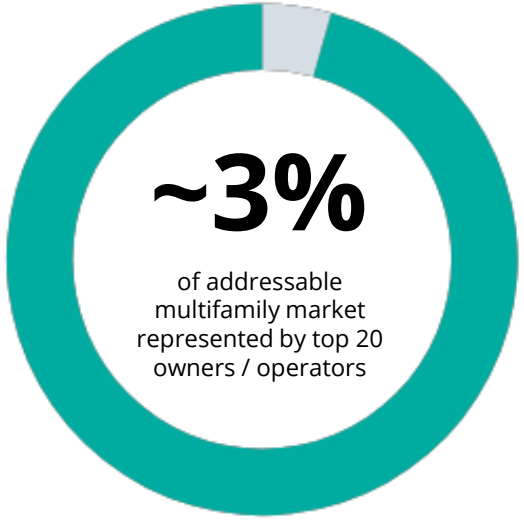


Source: NAREIT, John Burns Real Estate Consulting, Statista, company assumptions

1. Assumes 43M multifamily and single family units, 15M of other rental units, commercial real estate opportunity.
2. Assumes 43M multifamily and single family units and ~$700M annual revenue opportunity.
3. 5.3M existing homes sold in 2019 and 682K newly constructed homes sold in 2019 based on U.S. Census Bureau.

Industry Leaders Have Chosen SmartRent…

15 of the top 20 multifamily owners are SmartRent clients



1.3M
Units owned

43M
Units in the U.S.[1]

Recognized thought leaders for the rest of the residential industry

2021 Rank	Company Name	Units Owned (K)	SmartRent Client	SmartRent Investor
Multifamily				
1	MAA	100	✓	★
2	Morgan Properties	91	✓	
3	Starwood Capital Group	89	✓	★
4	AvalonBay Communities	80	✓	
5	Equity Residential	79	✓	★
6	Greystar Real Estate Partners	75	✓	★
7	Related Companies	73		★
8	Edward Rose Building Enterprise	67	✓	★
9	Monarch Investment & Management Group	63	✓	
10	The Irvine Company	62		
11	Cortland	62	✓	★
12	Essex Property Trust	60	✓	★
13	Nuveen Real Estate	60	✓	★
14	Hunt Companies	58	✓	★
15	Weidner Apartment Homes	57		
16	Camden Property Trust	57		
17	Lincoln Property Company	53	✓	★
18	The Michaels Organization	53		
19	UDR	52	✓	★
20	BH Equities	51	✓	★

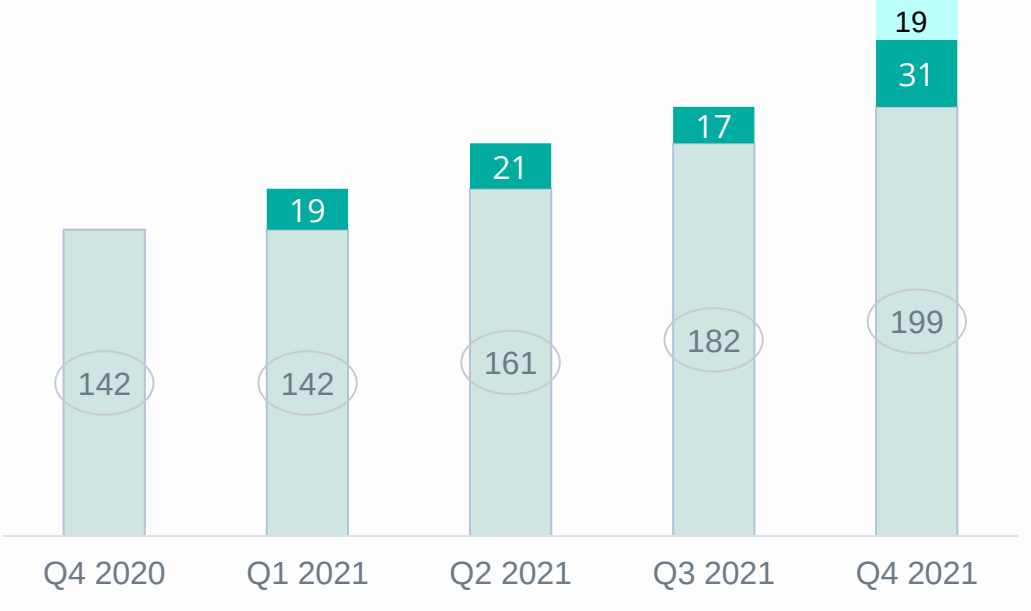
…and more of the real estate industry is expected to follow

BRIDGE PROPERTY MANAGEMENT · Hines · LIVCOR · AION MANAGEMENT · TRAILBREAK PARTNERS

Source: NMHC, company filings, as of 3/31/2021
1. Assumes 28M rental apartment units and 15M single family rental residences in the U.S..

The Next Tier of Owners And Managers Are Choosing SmartRent Too…

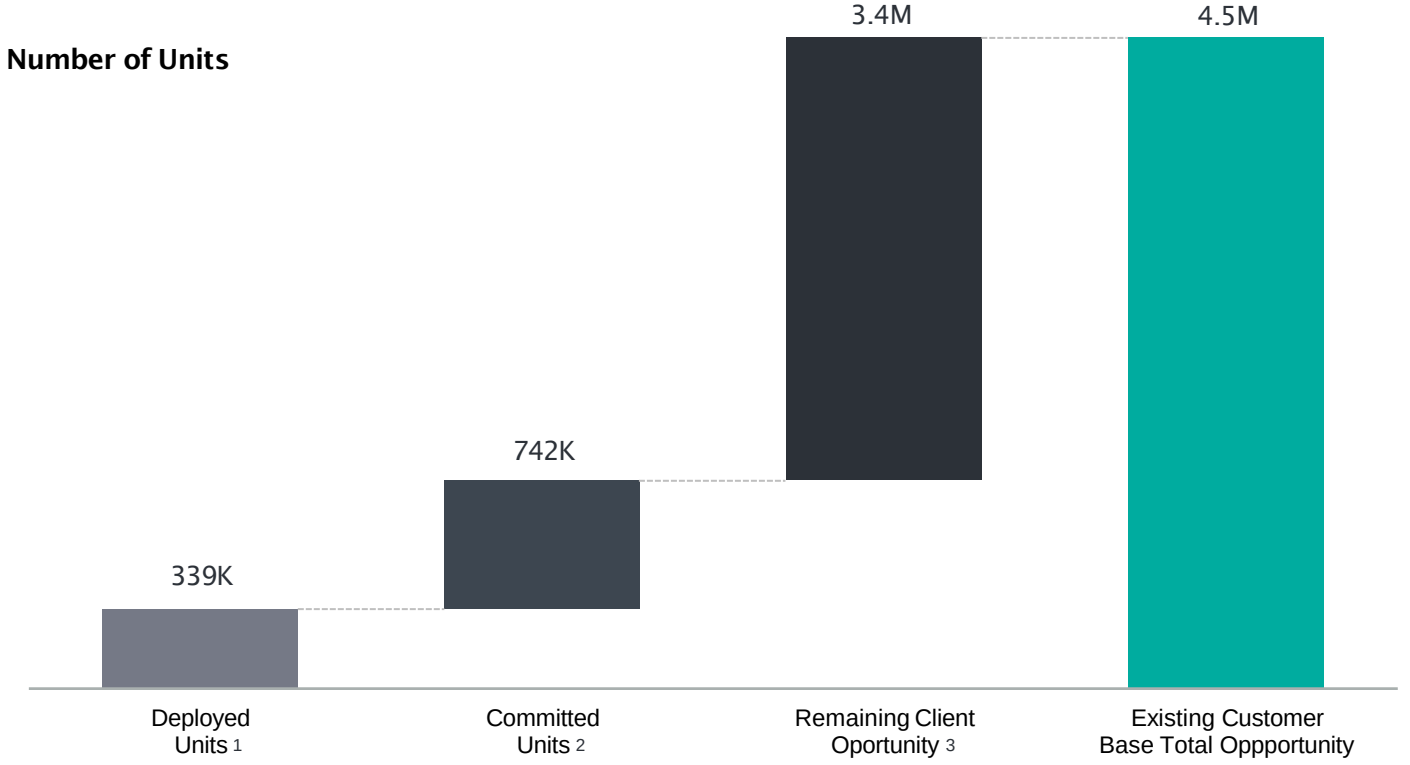
Consultative sales team successful in signing smaller, private institutional rental owners and managers – "the long-tail"



Source: Company data as of 12/31/2021

Organic Revenue Growth From Existing Customers Is Substantial

(data as of December 31, 2021)



4.5M

unit opportunity from existing customers alone

0.01%

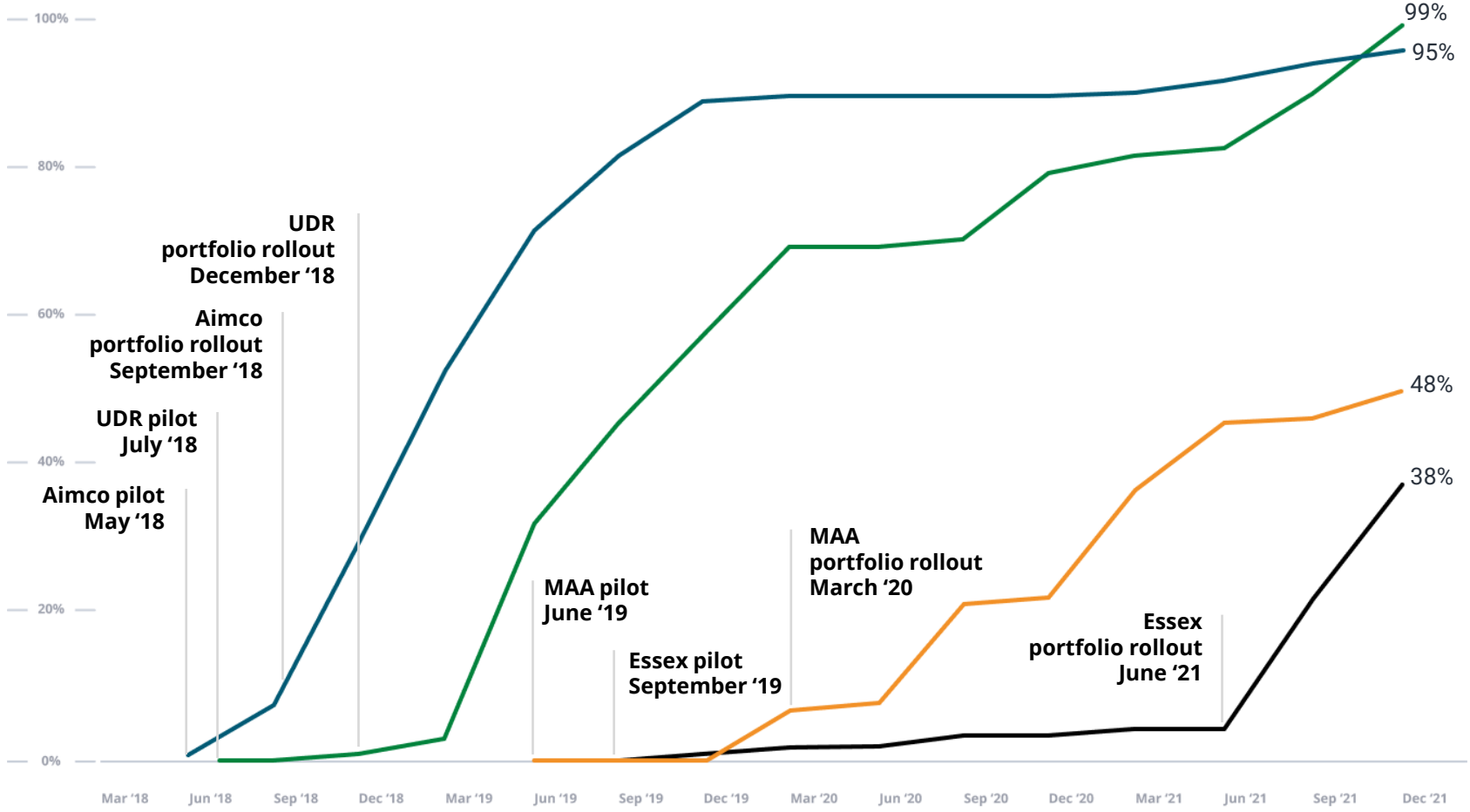
customer churn since inception

$95.6M

of Deferred Revenue

Note:
1. Total number of units deployed to date as of 12/31/2021
2. We define Committed Units as both (i) units that are subject to binding purchase orders from customers and (ii) units that existing customers who are parties to a SmartRent master services agreement have informed us (on a non-binding basis) that they intend to order in the future for deployment within two years of the measurement date.
3. Remaining units for existing customers, excluding deployed units and committed units
4. Cancellations comprised of 29 Self-Guided Tour installations – not Core Smart Home product as of 12/31/21

Illustrative Sales Cycle and Portfolio Roll Out



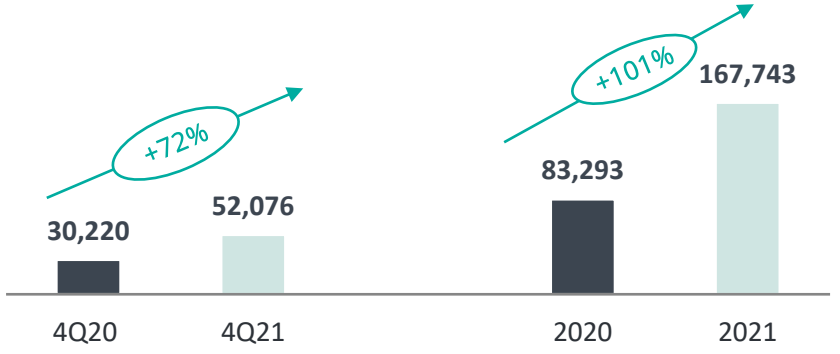
Source: Company Data, Public Filings
1. AIR (Apartment Income REIT Corp.) was spun-off from Aimco in December 2020. Portfolio roll out represents AIR and Aimco combined units

Recent Units Deployed and Booked Highlights

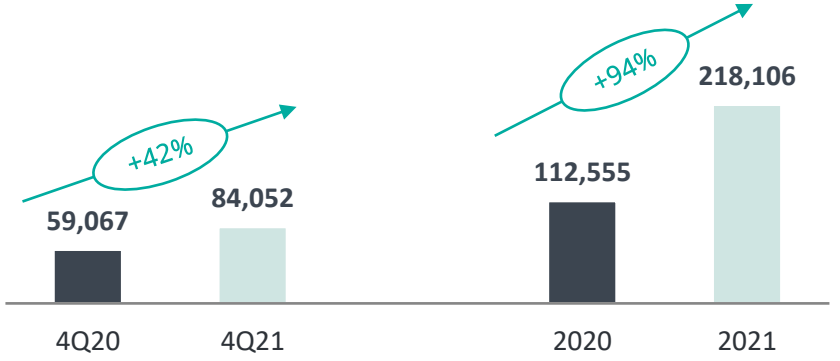
Delivered meaningful year over year growth for 4Q and full year 2021

(Bookings in millions of $)

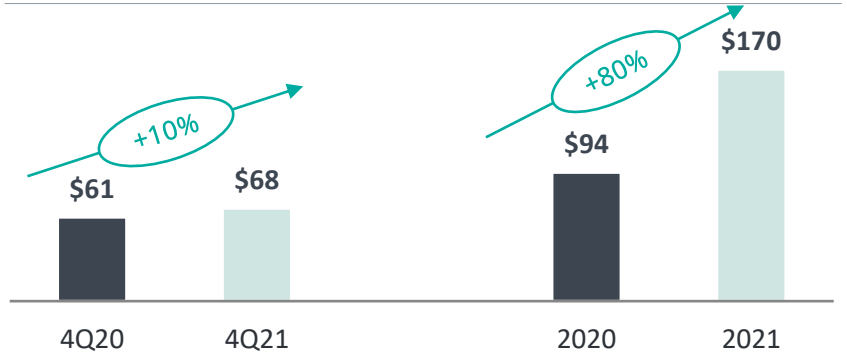
Units Deployed[1]



Units Booked



Bookings[2]



Source: Company filings 12/31/2021

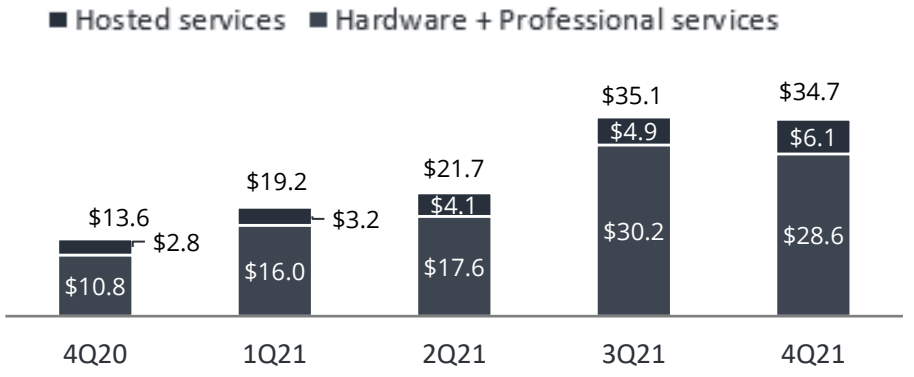
1) Units Deployed exclude units gained in iQuue acquisition

2) We define Bookings as the aggregate dollar value associated with binding orders executed during the stated measurement period. Bookings include the value of all hardware, professional services and SmartHubs and the value of the first year of software services included in the signed master service agreements or binding purchase orders, reflecting all discounts.

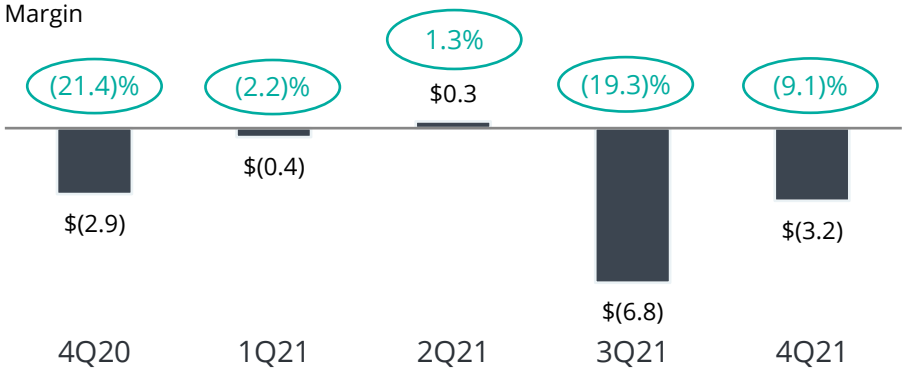
Financial Highlights

($ millions, as of December 31, 2021)

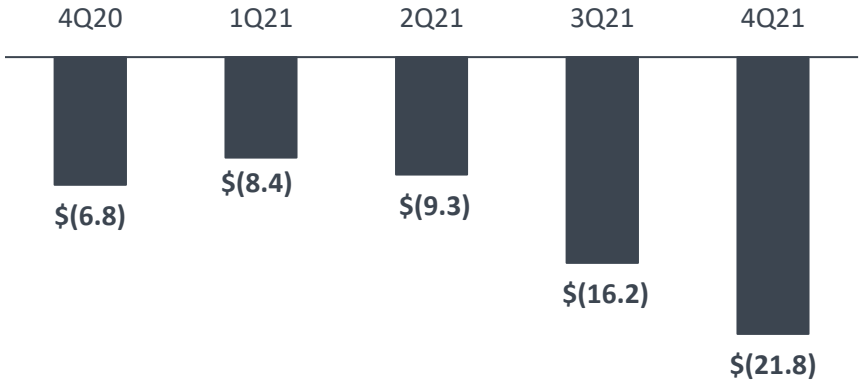
Total revenue



Gross profit



Adjusted EBITDA



Source: Company filings as of December 31, 2021

Capital & Liquidity

$340m[1]



Staff to support growth



Research & Development



Enhance logistics and build inventory



Strategic acquisitions



Real Estate vertical expansion



International expansion

1. Estimated post SightPlan acquisition 3/22/2022; $265m of Cash, $75m of availability on revolving line of credit

APPENDIX



SmartRent Revenue Streams

Three revenue streams, initiated by Units Booked and Units Deployed, recognized at differing points of time and for varying duration

Hardware	• Recognized when the hardware is shipped • Generally deployed the quarter after Booking
Professional Services	• Recognized over time as the installations are completed • Generally deployed the quarter after Booking
Hosted Services	• Recognized over the life of the contract after the unit is Deployed • Contract duration typically 5 to 7 years • Comprised of Alloy SmartHub amortization and SaaS subscription

Definition Of Key Operating Metrics

SmartRent regularly monitors a number of operating and financial metrics including the following non-GAAP financial measures which the Company believes are key measures of its growth, to evaluate its operating performance, identify trends affecting its business, formulate business plans, measure its progress and make strategic decisions. The Company's Key Operating Metrics may not provide accurate predictions of future GAAP financial results.

Units Deployed is defined as the aggregate number of the Company's SmartHubs that have been installed (also including customer self-installations) as of a stated measurement date. The Company uses this operating metric to assess the general health and trajectory of its business growth.

New Units Deployed is defined as the aggregate number of SmartHubs that have been installed (also including customer self-installations) during a stated measurement period. The Company uses this operating metric to assess the general health and trajectory of its business growth.

Committed Units is defined as the aggregate number of SmartHubs that are subject to binding orders from customers together with units that existing customers who are parties to a SmartRent master services agreement have informed us (on a non-binding basis) that they intend to order in the future for deployment within two years of the measurement date. The Company tracks the number of committed units to assess the general health and trajectory of its business and to assist in its longer-term resource analysis.

Units Booked is defined as the aggregate number of SmartHubs associated with binding orders executed during a stated measurement period. The Company utilizes the concept of Units Booked to assist in assessing near-term resource demand and the resulting approximate range of post-delivery revenue that it will earn and record. Units Booked represent binding orders only and accordingly are a subset of Committed Units.

Annual Recurring Revenue ("ARR") is defined as the annualized value of our recurring SaaS revenue earned in the current quarter.

Consolidated Statement of Operations
(In thousands, except per share amounts)

	For the quarters ended December 31,		For the years ended December 31,	
	2021	2020	2021	2020
Revenue				
Hardware	$ 21,177	$ 8,022	$ 69,629	$ 31,978
Professional services	7,387	2,746	22,732	12,304
Hosted services	6,104	2,833	18,276	8,252
Total revenue	34,668	13,601	110,637	52,534
Cost of revenue				
Hardware	21,226	10,234	70,448	35,225
Professional services	12,340	4,585	38,189	16,176
Hosted services	4,256	1,695	12,073	5,430
Total cost of revenue	37,822	16,514	120,710	56,831
Operating expense				
Research and development	7,515	2,765	21,572	9,406
Sales and marketing	4,923	1,381	14,017	5,429
General and administrative	10,317	3,825	25,990	16,584
Total operating expense	22,755	7,971	61,579	31,419
Loss from operations	(25,909)	(10,884)	(71,652)	(35,716)
Interest expense, net	(50)	(49)	(249)	(559)
Other income (expense), net	(14)	224	55	(685)
Loss before income taxes	(25,973)	(10,709)	(71,846)	(36,960)
Provision for income taxes	(15)	(21)	115	149
Net loss	(25,958)	(10,688)	(71,961)	(37,109)
Other comprehensive loss				
Foreign currency translation adjustment	(92)	103	(226)	235
Comprehensive loss	$ (26,050)	$ (10,585)	$ (72,187)	$ (36,874)
Net loss per common share				
Basic and diluted	$ (0.13)	$ (1.03)	$ (0.96)	$ (4.32)
Weighted-average number of shares used in computing net loss per share				
Basic and diluted	192,053	10,378	74,721	8,598

Source: Company filings

Reconciliation of Non-GAAP Metrics

(In thousands, except per share amounts)

	Q4 2021	Q3 2021	Q2 2021	Q1 2021	Q4 2020
Net loss	$ (25,958)	$ (26,685)	$ (10,051)	$ (9,267)	$ (10,688)
Interest expense, net	50	57	60	82	49
Provision for income taxes	(15)	43	41	46	(21)
Depreciation and amortization	160	130	93	80	78
EBITDA	$ (25,763)	$ (26,455)	$ (9,857)	$ (9,059)	$ (10,582)
Stock-based compensation	2,969	4,307	428	427	417
Non-employee warrant expense	284	248	165	234	139
Loss on extinguishment of debt	27	-	-	-	-
Loss on change in exchange rates	-	-	-	-	(6)
Warranty provision for battery deficiencies	730	5,700	-	-	3,200
Adjusted EBITDA	$ (21,753)	$ (16,200)	$ (9,264)	$ (8,398)	$ (6,832)

Source: Company filings


SmartRent