



# Applied UV, Inc. (NASDAQ: AUVI, AUVIP)

Innovations for Infection Prevention

August 2022

Better Air. Better Business. Better  
Life.™

[www.applieduvinc.com](http://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.

## Mission & Strategy Statement

Nasdaq: AUVI, AUVIP

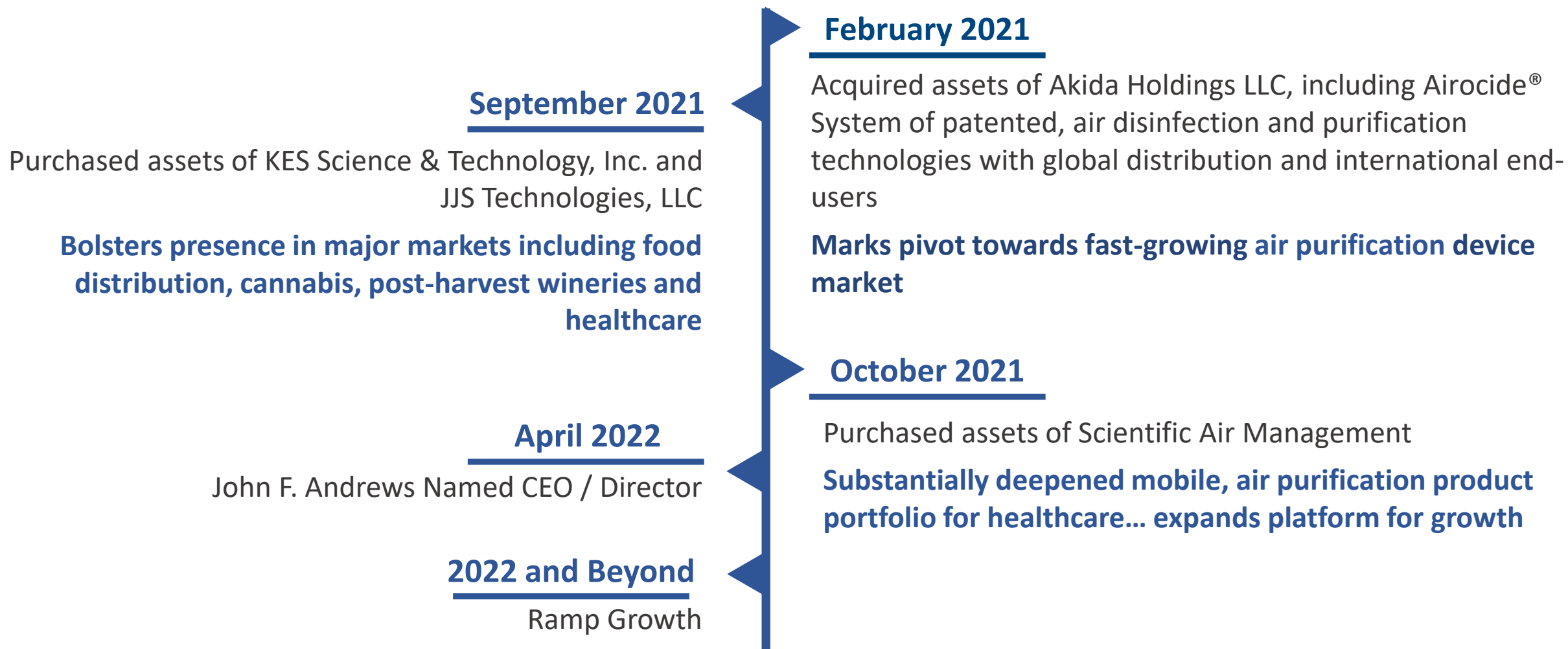
Our Mission is to rapidly build a scientific-based **pathogen elimination** platform that is **safe, effective, simple** and **protects** businesses, facilities and people around the globe.



# Assembling a Portfolio of Assets to Accelerate Growth

Nasdaq: AUVI, AUVIP

Completed \$5.8M IPO in 9/2020, \$7.3M follow-on offering in 11/2020, \$13.8M, Perpetual Preferred offering in 7/2021 and \$9.2M common stock offering in 12/2021. AUVI is a fully integrated air purification and surface disinfection company offering fixed and mobile pathogen disinfection platforms.



**AUVI intends to maximize synergies amongst recent acquisitions by launching targeted marketing & sales initiatives, accelerating organic growth, & leveraging scale in high demand air & surface disinfection markets**

## \*Growing Market

**~\$23B**

by 2030

Global Air purification Market  
expected to grow at a **CAGR of 11.5%**

## Competitive Advantage



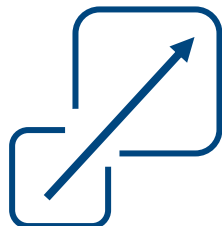
Research backed, Tested  
and Certified portfolio of  
**patented disinfection  
products**

## Customers



Products used by highly  
**recognized global  
brands**

## Scalable



Moving towards  
an **economic  
inflection point**

## Growth

Initiating sales &  
marketing investments  
into our three acquired  
Companies

## Balance Sheet



**\$3.1M<sup>1</sup>**  
Unrestricted Cash

**\$0.9M<sup>2</sup>**  
Debt

\*Source: ResearchandMarksets.com, *UV Disinfection – Global Market Trajectory & Analytics* & *cdc.ca.gov*

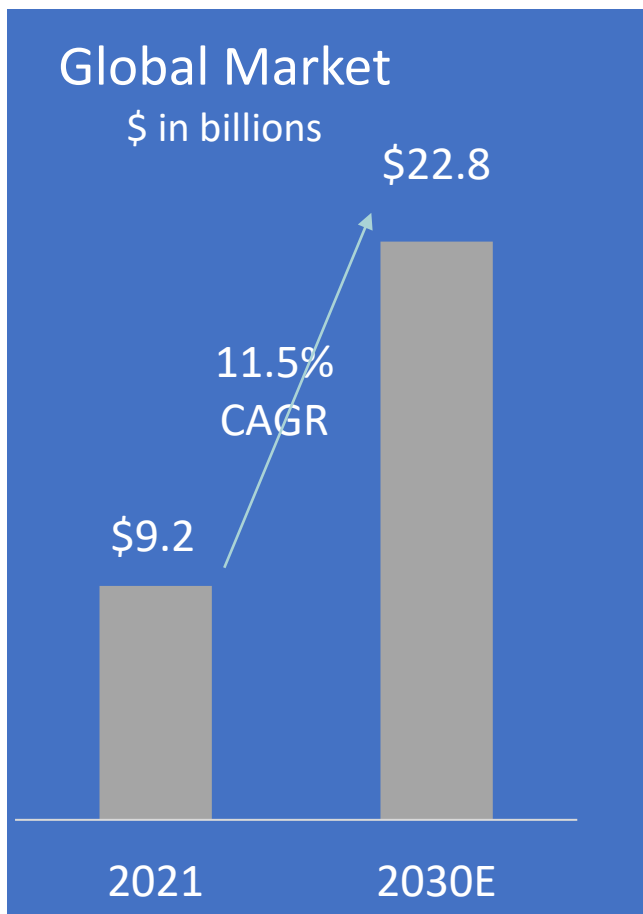
1 As of June 30, 2022 (unrestricted)

2 As of June 30, 2022 (not inclusive of Preferred Equity)

# UV Disinfection Market: Compelling Growth Drivers

Nasdaq: AUVI, AUVIP

[Global air purifier market size](#) is set to grow exponentially. It was valued at **USD 9.24 billion** back in 2021 and is predicted to hit around **USD 22.84 billion by 2030** as technology continues to improve and focus on stopping the spread of contagious diseases increases.\*



- Scientists **Globally** advocating Improving Air Quality post pandemic significantly boosting global adoption to control airborne pathogen transmission
- Governments **Globally** mandating health agencies to address air quality via grants and mechanisms to ease visitation and protect facilities against future pathogens
- Mar 2022 – **White House, US Federal EPA** Ventilation Guidelines set new “clean air” standard
- Our Compelling merits: low capital, operating and maintenance costs, convenient installation and faster contact time
- Increasing adoption of pathogen disinfection across an array of verticals
- **CDC** states **1 in 25** Patients have at least 1 Hospital Acquired Infection (HAI) annually
- **CDC** states **3m** serious infections occur every year in LTC

\*Source: ResearchandMarksets.com, *UV Disinfection – Global Market Trajectory & Analytics* & [cdc.ca.gov](https://www.cdc.ca.gov)



# Deeper Dive - Product Overview (Disinfection Segment)

Nasdaq: AUVI, AUVIP

Applied UV offers lab validated, data driven disinfection solutions for air and surface applications.

## Air Purification



Independently tested for and eliminates COVID-19  
Applied UV, Inc.

## Surface Disinfection

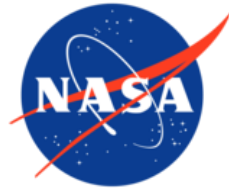


Independently tested for and eliminates OC-43 a  
surrogate for SARS Cov-2

# Air Disinfection Used Globally

Nasdaq: AUVI, AUVIP

**airocide**<sup>®</sup>  
by SteriLumen



JOEL GOTT  
WINES



VIADER<sup>®</sup>  
NAPA VALLEY

Applied UV, Inc.

- Developed for NASA to provide safe, clean air
- Destroys 99.99% of airborne bacteria, mold, fungi & viruses
- Advanced bioconversion technology uses photocatalytic oxidation to fully destroy airborne bacteria, mold, fungi, viruses, volatile organic compounds, VOC's, & odors
- 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





**ScientificAir**<sup>TM</sup>  
by SteriLumen



**Athena**  
Health Care Systems

**NYC**  
**HEALTH+**  
**HOSPITALS**



UNIVERSITY of  
**ROCHESTER**  
MEDICAL CENTER

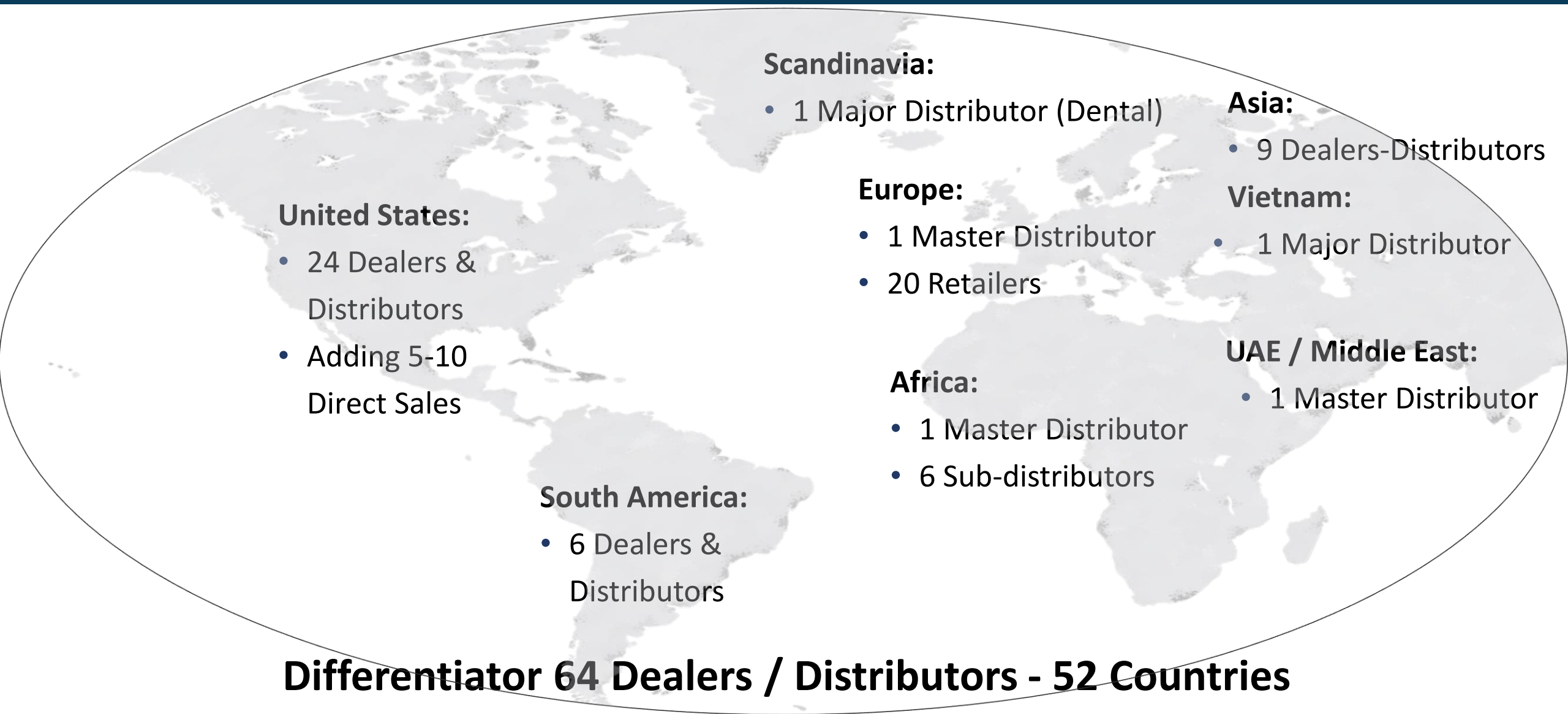
 **KAISER PERMANENTE**

 **Advent Health**

 **Baptist Health**  
**South Florida**



- 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



# Strong Business Case Use Across Multiple Verticals

Nasdaq: AUVI, AUVIP

From Consumer Applications to Commercial / Heavy Industrial





## MRIGlobal, 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

## 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



**ScientificAir™**  
by SteriLumen

In Various labs, tests & certifications, see link:  
<https://scientificairmanagement.com/evidence/>



Backed by Biosafety Level II & 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 & E. coli
- June 2022 Mt Sinai Medical Center Morningside Installed with Academic Paper expected Summer 2022
- UL & ETL listed



## Lumicide Disinfecting Ribbon:

- Spot surface disinfection for high-traffic areas for disinfection of 24" x 24" square
- Bathrooms & community restrooms
- Clinical lavatory spaces



## Lumicide Disinfecting Drain:

- Novel solution to well-known & researched source of viral outbreaks (Hand Hygiene Sinks) in clinical settings via biofilm buildup
- 24X7 disinfection, killing pathogens as they grow





## Hospitality Segment

Nasdaq: AUVI, AUVIP

# MunnWorks

Extraordinary Mirrors

A global company that manufactures luxury and backlit mirrors, patented - disinfection mirrors utilizing the SteriLumen proprietary PCO technology and conference room & living spaces furnishings, specifically for the hospitality industry

HYATT



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 by Sterilumen

- Food storage & transportation
- Wine & beverages
- Small to mid-sized healthcare

### AiroClean by Sterilumen

- Cannabis

### Scientific Air by Sterilumen

- Large healthcare
- Long-term & assisted care
- Sports & events venues



## Integrated Marketing Programs

### Digital:

- Paid search & SEO
- Targeted ads
- Video
- Lead-generation social media
- Influencers & product placements
- Test direct-response TV & radio
- Content-based marketing – advertorial, blogs, news flashes
- Public relations

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 developed for NASA



## Unique Portfolio

AUVI air disinfection portfolio utilizes advanced, patented PCO and advanced UVC with carbon technologies with no harmful by-products vs. most compelling UVC products

## Global Push

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

## Referenceable Global Customers

Across multiple high growth verticals

## Market Opportunities

Smart home devices serving as “connected” beacon... validating our business plan

## Few Dominant Players

Highly fragmented industry; “Me Too” products



**John F. Andrews**  
*CEO & Director*

- 30 years of senior leadership experience
- Former Chairman & EVP of ShipXpress which GE acquired
- Former CEO of Giga (NASDAQ GIGA) where he led the company's sale to Forrester Research
- CEO of e-Medsoft which went public.
- CIO & SVP of CSX Transportation at CSX
- Consultant to Sun Microsystems (NASDAQ SUNW) on the development of JAVA.
- MBA from the University of Puget-Sound, Seattle WA, and a BA, Business Administration and Finance from Whitworth University, Spokane WA.



**Max Munn**  
*President, Founder & Director*

- Mr. Munn has held this position at Munn Works for over 20 years.
- Mr. Munn is also Co-chairman of Dieu Donne Inc., a not-for-profit and a 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 Bachelors of Architecture degree.
- Columbia University for post graduate studies from 1966-1968, working toward a Ph.D. in architectural history.



**Michael Riccio**  
*CFO*

- Former CFO & Treasurer of Panasonic Corporation of NA
- Defined and implemented strategies driving significant growth of Panasonic North America revenue.
- He joined Panasonic in October 1986 from Sealed Air Corporation, where he was the Corporate Accounting Manager.
- Former Senior Auditor at CohnReznick.
- Certified Public Accountant (CPA)
- B.A. Rutgers University and an MBA in finance from Rutgers Business School.

## Monica Woo

*Director*



- Former President – 1-800-FLOWERS
- Former Chief Revenue / Strategy Officer – Fresh Direct
- Former President Bacardi Global Brands
- Former Chief Marketing Officer Diagio
- Former Chief Marketing & Strategy Officer – Deutsch Bank Sao Paulo, Brazil/ NY-NY
- MBA – Wharton Business School / Univ of Penn

## Jos Luhukay

*Director*



- Current President Director of Rabobank International Indonesia
- Former Ernst & Young Partner
- Former COO of Bank Niaga, Bahana Pembinaan Usaha Indonesia
- Former COO & Executive Director of the Jakarta Initiative Task Force (set up by the Ministry of Finance) where he managed a \$65B portfolio
- Former President & 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.

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

*Director*



- 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

## Eugene E. Burleson

*Director*



- President/CEO GranCare Inc, acquired by Apollo & merged with Living Centers of America to form Mariner
- Chairman Mariner Post-Acute Network
- President/COO & Director American Medical International (AMI)
- Chairman Alterra Healthcare
- Investor, Chairman & CEO of PET DRx, acquired by VCA Antech
- Director HealthMont Inc, acquired by SunLink
- BS & MBA East Tennessee State University



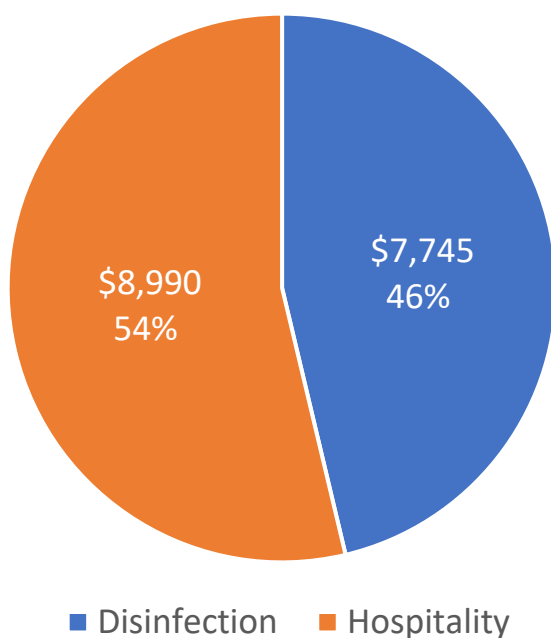
## SteriLumen

## MunnWorks

Extraordinary Mirrors

### Net Sales by Segment

(TTM ending 6/30/2022)



■ Disinfection ■ Hospitality

Applied UV, Inc.

- Our Business segments include our Disinfection and our Hospitality segment.
- Q2 2022 net sales of \$5.9 million represented an increase of 214% (+\$4.0m).
  - Disinfection segment increased \$0.8m, largely as a result of the strategic acquisitions in 2H 2021
  - Hospitality segment increased \$3.2m, primarily as a result of the fulfilment of orders that were delayed from Q1 plus the addition of the orders fulfilled from the VisionMark acquisition.
- Gross profit increased \$0.7m, or 145%, in Q2 2022 as compared to same period last year driven by volume growth from both the Disinfection and Hospitality segments.
- Gross profit as a percentage of sales decreased approximately (6.2%) from 28.3% in Q2 of 2021 to 28.3% in Q2 of 2022, driven primarily by the initial costs required to complete projects in process and to integrate and absorb VisionMark.
- S,G&A costs for Q2 2022 increased to \$4.0m as compared to \$2.7m for the prior year period, driven by the expansion of the Disinfection segment with the additional acquisitions; the expansion of the Hospitality segment with the addition of VisionMark; and increased corporate overhead related to the initial integration of the operations of our strategic acquisitions.

## Consolidated Statements of Operations For the 3 and 6 Months Ended June 30, 2022 and 2021

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
Net Sales	\$ 5,907,646	\$ 1,884,320	\$ 9,263,736	\$ 4,196,935
Cost of Goods Sold	4,603,854	1,351,091	6,810,845	2,739,440
Gross Profit	1,303,792	533,229	2,452,891	1,457,495
Operating Expenses				
Research and development	82,049	9,763	141,363	53,408
Selling, general and administrative expenses	4,031,215	2,698,482	7,132,441	4,299,999
Loss on impairment of goodwill	—	—	1,138,203	—
Total Operating Expenses	4,113,264	2,708,245	8,412,007	4,353,407
Operating Loss	(2,809,472)	(2,175,016)	(5,959,116)	(2,895,912)
Other Income (Expense)				
Change in Fair Market Value of Warrant Liability	(32,111)	10,948	11,717	(300,452)
Interest expense	(49,020)	—	(53,076)	—
Loss on change in Fair Market Value of Contingent Consideration	—	—	(240,000)	—
Gain on Settlement of Contingent Consideration	—	—	1,700,000	—
Other Income	1,948	25,837	1,948	25,182
Total Other Income (Expense)	(79,183)	36,785	1,420,589	(275,270)
Loss Before Provision for Income Taxes	(2,888,655)	(2,138,231)	(4,538,527)	(3,171,182)
Provision from Income Taxes	—	—	—	—
Net Loss	\$ (2,888,655)	\$ (2,138,231)	\$ (4,538,527)	\$ (3,171,182)
Net Loss attributable to common stockholders:				
Dividends to preferred shareholders	(362,250)	—	(724,500)	—
Net Loss attributable to common stockholders	(3,250,905)	(2,138,231)	(5,263,027)	(3,171,182)
Basic and Diluted Loss Per Common Share	\$ (0.26)	\$ (0.23)	\$ (0.41)	\$ (0.35)
Weighted Average Shares Outstanding - basic and diluted	12,665,385	9,407,367	12,799,783	9,102,677

Preferred Stock	Par	Authorized	Issued & Outstanding
Series A Cumulative Perpetual	\$0.0001	19,990,000	552,000
Series X	\$0.0001	10,000	2,000
Common Stock			
Common stock (public float ~7.6 million shares) (Affiliates 5,246,000 – 40.9%) (Institutions ~3.15%)	\$0.0001	150,000,000	12,817,189

# 2022 Looking Ahead

Nasdaq: AUVI, AUVIP



## Target Key Verticals

Airoid –

- Domestic – cannabis, food storage, logistics, hospitality, winery, healthcare, dental and schools
- Int'l – dental, healthcare, schools, cannabis

Scientific Air – hospitals, nursing home, , primary care, sports

Moving from opportunistic to focused approach with proven key verticals



## Prioritize Organic Growth

Leverage cross sale opportunities amongst brands driven by:

- Govt mandates for healthcare and schools regarding air quality (CMS & EANS II)
- Effects of targeted marketing plan across 5 verticals
- Talent acquisition of at least 5 sales executives
- Consumer as a priority



## Scalability

- Continue to outsource to current and new contract manufacturing services
- Grow our sales channel with more distributors and manufacturer reps
- Installed base reoccurring consumables revenues
- Per unit production cost reductions will improve operating margins

# Applied UV, Inc.

## (NASDAQ: AUVI, AUVIP)

Contact Info:

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Better Air. Better Business.

# Thank You!

