



WAVE

UPDATE

Q2 2023

FURTHER SALES GROWTH

WAVE is now protecting swimmers and lifeguards at 6 more YMCA pools: Montgomery County, IA; Nishna Valley, IA; two systems at the Mattoon Area Family YMCA, IL; Glen Falls, NY; and Ross County, OH.

We also deployed a new system for the City of Vancouver WA's Parks, Recreation & Cultural Service. This large system has received significant regional attention and is opening up several follow-on opportunities for the expanding WAVE into the Pacific Northwest.



A guard at the Clearfield Aquatics Center watches over swimmers with WAVE.



A first for WAVE, we had our first international sale, a high-end fitness center in Lithuania, presenting the teams' first opportunity to develop early experience in overseas customer support.

Speaking of international, we're also in very positive discussions with a potential reseller in Singapore, just one of the over 20 unsolicited inquiries we've had from countries around the world asking to work with us.



Once again we'd like to point out that these sales occurred despite our extremely limited marketing budget and during the summer months. It's important to note this timing because the purchasing season for the aquatics market is actually *anytime other than the swim season*.



While this may appear counterintuitive at first, we have learned that our market is typically overwhelmed during high season and has little bandwidth to research and consider new products like WAVE.

MARKETING / PARTNERSHIPS UPDATE

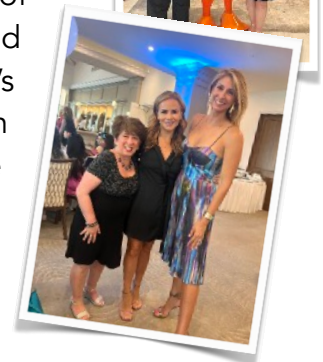
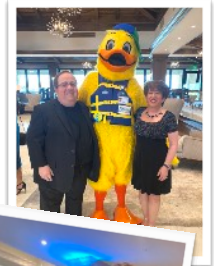


WAVE exhibited at the YMCA's General Assembly in Atlanta, our first time as a YMCA Shared Services Preferred Vendor. This event is the organization's largest national gathering and our booth was abuzz with inquiries and requests for proposals.



Mark and Steve wowing visitors at our booth at the YMCA General Assembly.

We also exhibited at the annual conference of the YMCA Alliance of Ohio, and at the Utah Recreation and Parks Drowning Prevention Coalition's annual event. Both events resulted in lots of interest and new leads in those regions of the country.



WAVE's Sales Director Steve Vitrano, his wife Sharyn, and our PR/Marketing Lead Nicole Papageorge attended the Florida Drowning Prevention Foundation's Aqua Ball, spreading our brand's goodwill.

Top: Steve and Sharyn with Stewie the Duck
Bottom: Nicole with Paula DiGrigoli, Executive Director of the NHC Safe & Healthy Children's Coalition.



TEAM UPDATE

We're proud to announce the following new additions to the WAVE team:



Brandon Burton, Sales Consultant. Brandon is a dedicated sales professional who's passion is connecting clients with solutions that improves the quality of their lives. Before transitioning to sales, Brandon served as a lifeguard at various facilities and has experience in other capacities in aquatics as well, making him a perfect fit for WAVE. Outside of work, Brandon enjoys reading, playing chess, swimming, and fishing.



Tom Burdett, Production. With over 25 years in Feature film and Television production, Tom brings a wealth of experience managing complex projects for major broadcast and cable networks. When not at work Tom can be found tinkering with his many projects including his antique motorcycle.

PRODUCT UPDATE

Recent product updates include the addition of customer-requested features and capabilities for the WAVE Management App, the user interface running on





tablets, phones and computers to manage WAVE systems. We've also enhanced the design to be simpler and more intuitive to use.



Other advancements include an improved design for our Lifeguard Tags, the small wireless tags attached to lifeguards' clothing or equipment and are an essential part of Lifeguard Entry Alerts (LEA), one of the value-added services that have been a key driver our recurring revenue stream.

Using our new manufacturing partner for wearables, the Lifeguard Tags are now produced on-demand and appear virtually indistinguishable from injection molded parts– all without any investment in (very) expensive tooling.

OUTLOOK & FUNDING

After years of dedicated efforts, our team is incredibly excited about the growing interest, requests for proposals and new sales that are coming in each week. Virtually all of our customers are very satisfied with their systems and happy to recommend the technology to potential customers.

We now need funding *not to prove* the market demand for WAVE– but rather to enable the company to *meet* that demand. We'll take what we've learned, expand our marketing and sales outreach, increase our manufacturing capabilities, and grow the company at a significantly faster pace. The market is waiting for us, and we need to be ready.

If you've been sitting on the sidelines watching our story, **now is the time** to seriously consider making an additional investment to help us realize the vision we all have for WAVE.



The company is also about to launch its first VC outreach. If you know of any institutional investors or large angel investors in your network that might be intrigued by the unique opportunity WAVE represents, please let us know. At your request we're also happy to share our latest investor deck with you or your network.

THANK YOU AS ALWAYS

From everyone at WAVE, thank you for your continued support of our efforts.



They're safer around water because of **you**.