

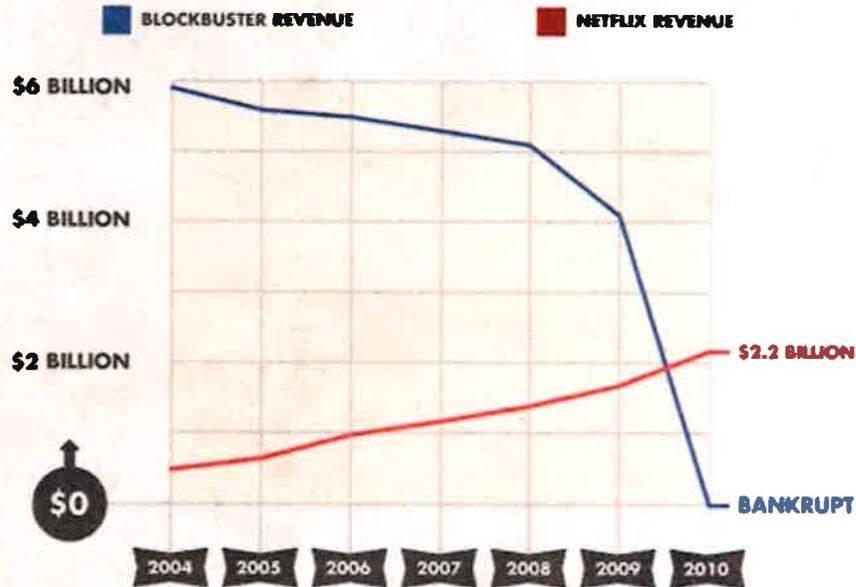


AINA accelerates the replacement of traditional Land-Mobile-Radios with 4G/LTE-based Push-to-Talk products and services.



Economic Inflection points

NETFLIX VS. BLOCKBUSTER (2004-2010)



- Innovation (e.g. mobile technology)
- Government intervention (e.g. ending nuclear power)
- External economic shocks (oil price increase, etc.)

After a communication disaster during 9-11 attacks the US decided to replace traditional radios with 4G/LTE networks

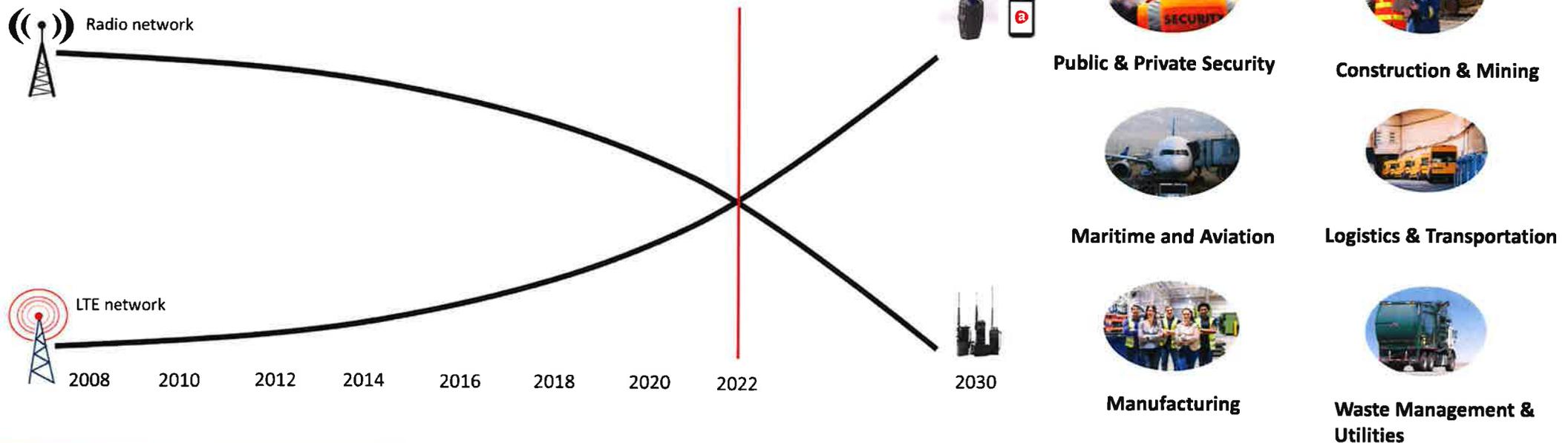


In 2017 the US government awarded 8bn\$ to AT&T to build and operate FirstNet. Since then radio-licensing has rapidly declined.

Yesterday there were walkie-talkies, today there is an app for that.

Radio Networks are being shut-down worldwide and replaced with Push-to-Talk Smartphone apps running on 4G/LTE networks (UK in 2020, USA in 2022, Germany 2030).

300 million users of Push-to-Talk – €20bn market



Geographics



Largest markets for AINA:

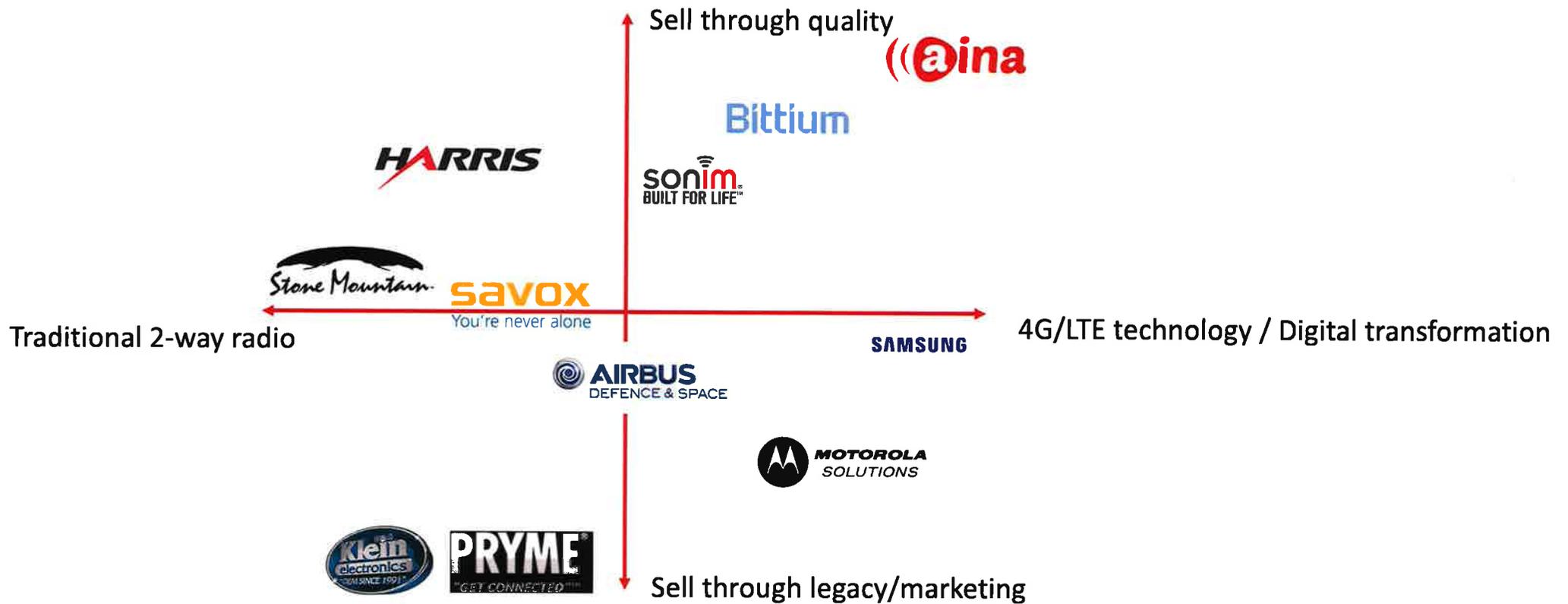
- USA & Canada
- Japan
- Australia
- UK, Sweden, Germany, France, Spain

@ina Virtual office soon

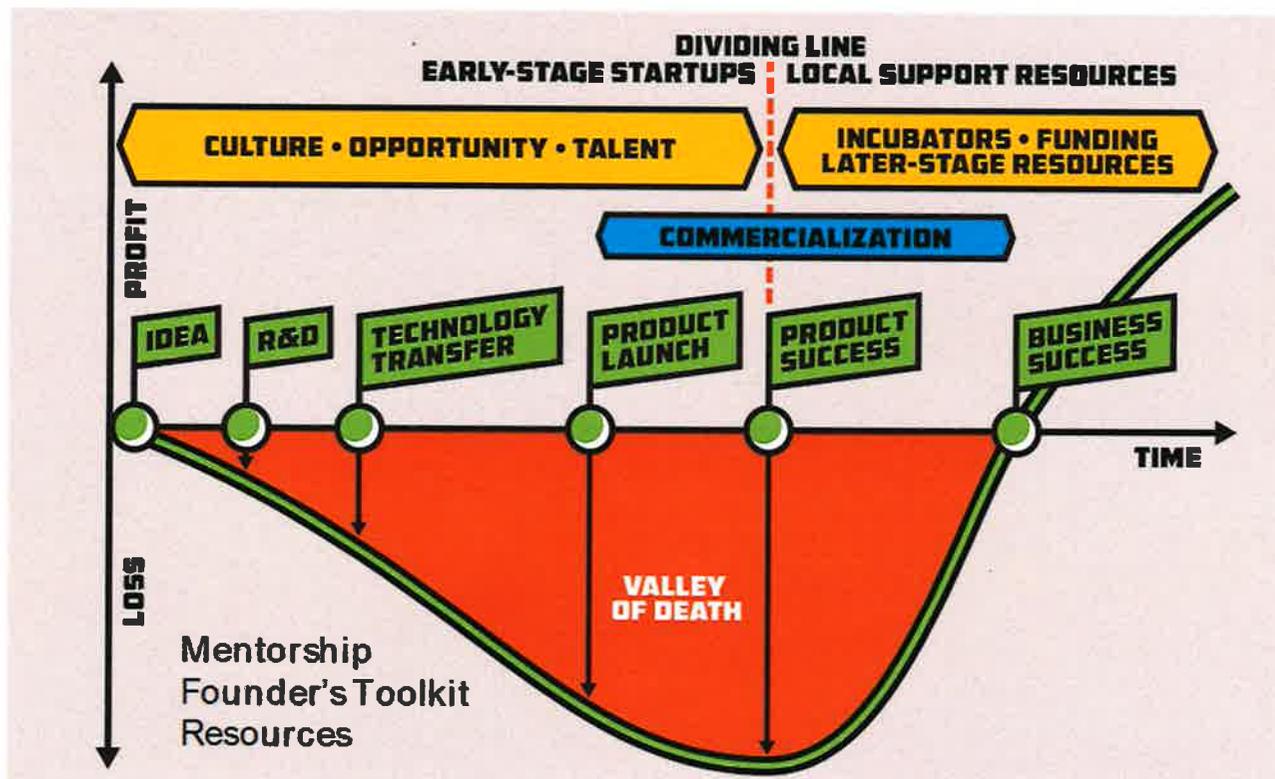
a Virtual office

@ina Office

Competitive environment



Valley of death



AINA maintains grown user habits



Co-funded with 1.74M€ by
the Horizon2020
programme of the
European Union.



All-in-One Solution by AINA:

- Lease or buy
- Sim-card data subscription
- Push-to-Talk app subscription
- Emergency function
- Direct-Mode operation if network fails
- Launch in 2019

Legacy business looks after themselves first, then the first responders

Since 1937 until 2008 professionals only had to push a big button to speak, and release to listen...

...now they are given a touch screen



Bittium



MOTOROLA SOLUTIONS



SONIM BUILT FOR LIFE



HARRIS



AIRBUS DEFENCE & SPACE



CATERPILLAR



ZEBRA TECHNOLOGIES



One million AINA customers by 2023

There will be 13 million users on FirstNet in the US alone.

While all major players are selling rugged smartphones, AINA will be the first to sell an open-standard dedicated PTT device that maintains grown user-habits.

SAMSUNG



SONIM
BUILT FOR LIFE™



aina



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AINA's comments on EU funding

- Think out of the box when doing application
 - What has been done now and what could be done differently – proper competitor analysis
- Idea has to be profitable and doable
 - Keep it in basics
 - Who is it for?
- Put effort to application verbal layout
 - Do not go fishing, that won't work
 - Use help if possible, consultants etc.
- EU funding helps startup to archive proper R&D
 - With hardware R&D you need money more than you plan at first sight
 - Also growing needs money and usually before hand.
- Change management
 - Changes will happen, so plan them
- Audits
 - These will happen