



# THE TRUE INNOVATOR



NASDAQ: DGLY



# Agenda

Executive Summary

Financial Highlights

Product Development

Revenue Opportunities

Closing Remarks

# FORWARD LOOKING STATEMENT

This presentation of Digital Ally, Inc. contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. The Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing Sections. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation.

The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words “believes”, “expects”, “anticipates”, “intends”, “estimates”, “plans”, “projects”, “should”, or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward-looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2021, as filed with the Securities and Exchange Commission.

# EXECUTIVE SUMMARY

- Many Positive Changes/Results in 2021
- Confident of Aggressive Growth for Digital Ally Companies in 2022
- Identifying companies with Positive EBITDA, Growth Potential and Synergies
- Exciting Product Enhancements and Patent Development
- Additions to Leadership Team

# FINANCIAL HIGHLIGHTS

- Revenue Guidance
- Balance Sheet
- P & L
- Capitalization
- Valuation

# REVENUE GUIDANCE

## 2020

Fiscal Year End .....\$10.5mm

## 2021

Q4 Issued (11.18.21).....\$9.0mm

Q4 Projected (1.11.22).....\$11.0mm

Fiscal Year Issued (11.18.21).....\$18.0mm

Fiscal Year Projected (1.11.22).....\$21.0mm

## 2022

Fiscal Year Issued .....\$50.0mm

# BALANCE SHEET

Sept. 30, 2021  
(Millions, Unaudited)

- Cash: \$40.7mm
- Inventory: \$11.6mm
- PP&E: \$6.1mm
- Goodwill/Intangibles: \$16.7mm
- Total Assets: \$92.1mm
- Total Liabilities: \$35.9mm
- Total Equity: \$56.2mm

# P & L

Sept. 30, 2021  
(Millions, Unaudited)

	Q3 2021	YTD 2021
Digital Ally Revenue.....	\$2.0mm	\$7.1mm
TicketSmarter Revenue (Sept only)...	\$2.1mm	\$2.1mm
Nobility Revenue .....	\$0.5mm	\$0.5mm
Total Revenue.....	\$4.6mm	\$9.7mm
Total COGS.....	(\$3.2mm)	(\$6.2mm)
Total Gross Profit.....	\$1.4mm	\$3.5mm
Total Operating Expenses.....	(\$5.0mm)	(\$12.6mm)
Total Other Income.....	\$11.7mm	\$33.5mm
Net Income.....	\$8.1mm	\$24.4mm



# CAPITALIZATION

Sept. 30, 2021

- Outstanding Shares: 52,702,947
- Average Q3 market price: \$1.45
- Average 2021 market price: \$1.85
- Warrants outstanding (avg. exercise price \$3.29):  
26,808,598
- \$10m Stock Buy Back program initiated (over 1.7m shares bought back as of 12/31/21)

# RECENT 3<sup>RD</sup> PARTY VALUATION

Peer	EV/FWD Rev	Peer	EV/FWD Rev	Peer	EV/FWD Rev
SeatGeek	3.91	R1 RCM	4.51	Axon	11.13
Vivid	3.19	CERN	4.79		
LiveNation	2.12				
Average	3.07	Average	4.60		
Used for Valuation	2.50	Used for Valuation	4.50	<u>Used for Valuation</u>	<u>0.00</u>
TicketSmarter '22E Rev	\$30m	Joint Venture '22E Rev	\$10M	DA Legacy '22E Rev	\$10M
<b>Implied EV</b>	<b>\$75M</b>	<b>Implied EV</b>	<b>\$45M</b>	<b>Implied EV</b>	<b>\$0</b>
		<b>51% interest</b>	<b>\$22.95M</b>		
<b>Total Implied Enterprise Value</b>			<b>\$97,950,000</b>		
<b>Total Debt</b>			<b>\$5,394,400</b>		
<b>Total Cash</b>			<b>\$41,243,057</b>		
<b>Total Equity Vault</b>			<b>\$133,798,657</b>		
<b>Shares O/S</b>			<b>51,809,435</b>		
<b>Equity Vault/Share</b>			<b>\$2.58</b>		
<b>Current Stock Price</b>			<b>\$1.07</b>		
<b>Implied Return</b>			<b>141%</b>		

# PRODUCT DEVELOPMENT

- Depth & Breadth of Engineering Expertise
- Patent Development & Importance (8 issued patents in '21)
- 2021 Releases & Significance (FirstVu II & QuickVu)
- 2022 Planned Development (FirstVu Pro, EVO Fleet)
- Engineering Impact on Acquisitions



- 2022 launch of market-moving body camera and docking technologies (FirstVu II & Pro, QuickVu)
- EVO product launch for the Commercial division
- Broader product offering & video surveillance market being developed
- Renewed market demand in situational security offering as sports and entertainment venues are “coming back” from COVID
- Similar renewed interest from International markets
- Increased marketing emphasis on lead generation



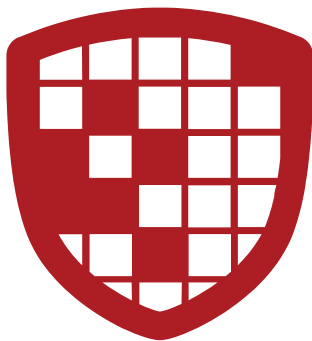
- Developing the post-pandemic market for Shield liquid products (HOCl is an all-natural & effective solution for humans, animal wellness and food & vegetation)
- Healthy funnel of large volume clients and prospects
- Applied for, and received, our own EPA number
- Increasingly controlling the product supply chain
- Increased marketing emphasis on partner brand alignments



- Currently offers over 48 million tickets to over 125,000 live events across North America
- Primary ticketing solution with several teams with significant growth potential
- Expected continued development of primary and secondary marketplace
- Continued growth with our Professional and Collegiate partnerships
- Recent agreements with Gannett Co., Inc./USA Today, New Orleans Pelicans and Sinclair Sports Group
- Title sponsor of the TicketSmarter Birmingham Bowl with ESPN Events
- 350,000+ transactions expected in 2022



- Provides revenue cycle management (RCM) services to medical and dental providers
- Manager is an eight-year-old company with track record of making profitable acquisitions, retaining clients and delivering superior RCM services
- Focused on making strategic, accretive acquisitions of privately held RCM companies
- It has made three RCM acquisitions since June 2021 with total annual run-rate revenue of approximately \$7.5 million
- Fragmented market – opportunity for aggregating new RCM businesses through disciplined acquisition program



# Digital Ally Companies

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Digital Ally Video Solutions | Shield™ | TicketSmarter® | Digital Ally Healthcare