



# THE TRUE INNOVATOR

NASDAQ: DGLY



February 2022

# 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 September 30, 2021, as filed with the Securities and Exchange Commission.

# EXECUTIVE SUMMARY

- Many Positive Changes/Results in 2021
- Confident of Aggressive Growth for 2022
- Restructure has begun – Digital Ally Companies
- Companies with Positive EBITDA, Growth Potential and Synergies
- Exciting Product Enhancements and Patent Development
- Changes in Leadership Team

# FINANCIAL HIGHLIGHTS

- Balance Sheet
- P & L
- Capitalization

# BALANCE SHEET

March 31, 2022  
(Millions, Unaudited)

- Cash: \$20.6mm
- Inventory: \$9.4mm
- PP&E: \$8.5mm
- Goodwill/Intangibles: \$19.0mm
- Total Assets: \$79.0mm
- Total Liabilities: \$31.5mm
- Total Equity: \$47.5mm

# P & L

March 31, 2022  
(Millions, Unaudited)

|                               | Q1 2022   | FY 2021    |
|-------------------------------|-----------|------------|
| Digital Ally Revenue.....     | \$2.0mm   | \$9.1mm    |
| TicketSmarter Revenue .....   | \$6.4mm   | \$10.7mm   |
| Nobility Revenue .....        | \$1.9mm   | \$1.6mm    |
| Total Revenue.....            | \$10.3mm  | \$21.4mm   |
| Total COGS.....               | (\$8.4mm) | (\$15.7mm) |
| Total Gross Profit.....       | \$1.9mm   | \$5.7mm    |
| Total Operating Expenses..... | (\$8.7mm) | (\$20.4mm) |
| Total Other Income.....       | \$0.1mm   | \$40.3mm   |
| Net Income.....               | (\$6.7mm) | \$25.6mm   |

# CAPITALIZATION

March 31, 2022

- Outstanding Shares: 48,447,970
- Average Q1 2022 market price: \$1.06
- Average 2021 market price: \$1.68
- Target market price: \$5.00
- Warrants outstanding (avg. exercise price \$3.24): 25,841,931



# PRODUCT DEVELOPMENT

- Depth & Breadth of Engineering Expertise
- Patent Development & Importance
- 2021 Releases & Significance
- 2022 Planned Development
- Engineering Impact on Acquisitions

# REVENUE HIGHLIGHTS

- Structural Changes
- Sales & Marketing Investment
- Impact of Subscription Pricing
- COVID-19 Impact
- New Product Development Impact on Revenue Outlook
- Revenue Vision, Given Restructure & Acquisitions



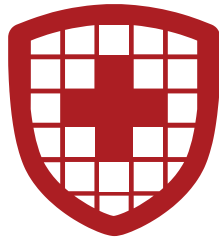
- 2022 launch of market-moving body camera and docking technologies
- EVO product launch for the Commercial division
- Strong deferred revenue in 2022 from emphasis on subscription sales in latter part of 2020 and all of 2021
- Broader product offering being developed
- Renewed market demand in situational security offering as sports and entertainment venues are “coming back” from COVID
- Similar renewed interest from International markets
- Re-structured and increased size of sales organization
- Increased marketing emphasis on lead generation



- Developing the post-pandemic market for Shield products
- Healthy funnel of large volume clients and prospects
- Applied for, and received, our own EPA number
- Increasingly controlling the product supply chain
- Increasing and improving sales team talent
- 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
- Title sponsor of the TicketSmarter Birmingham Bowl with ESPN Events
- Contributes \$1 from every transaction to charitable partners, including St. Jude Children's Research Hospital, V Foundation, and Quarterbacking Children's Health Foundation.
- 500,000+ transactions expected in 2022

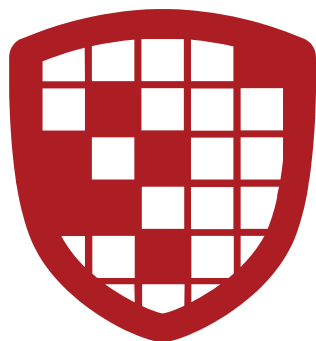


**DIGITAL ALLY**<sup>®</sup>  
**H E A L T H C A R E**

- Eight-year-old company
- Provides revenue cycle management (RCM) services to the medical industry.
- Focused on making strategic, accretive acquisitions of privately held medical billing companies
- It's made two acquisitions to date
- Fragmented market
- Its goal is to create recurring sources of revenue, expand its profit margins, achieve sustainable positive cash flow and fuel future growth.

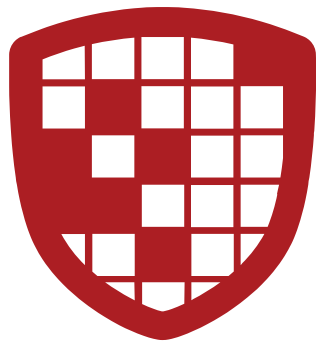
# CLOSING REMARKS

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**Digital Ally Companies**  
**NASDAQ: DGLY**

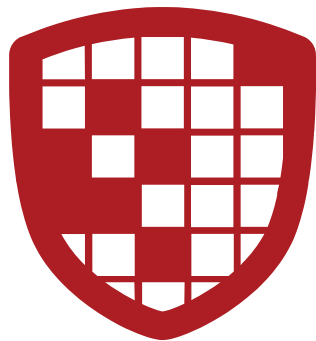




# **Digital Ally Companies**

**NASDAQ: DGLY**

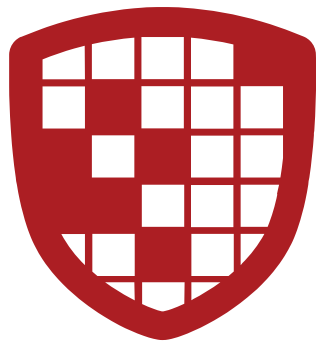
Digital Ally Video Solutions



# **Digital Ally Companies**

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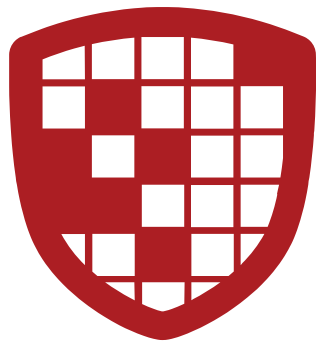
Digital Ally Video Solutions | Shield™



# **Digital Ally Companies**

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# Digital Ally Companies

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