

SPYR Technologies (OTCQB: SPYR) is a technology company that through its subsidiary, Applied Magix Inc., develops and resells Apple® ecosystem-compatible products with an emphasis on the growing multi-billion-dollar IoT Smart Home and Connected Car markets. SPYR Technologies continues to identify and target acquisitions that will grow its footprint in the industry and expand the products it offers consumers, including companies developing artificial intelligence and smart-technology products.

What Is Apple HomeKit?

- HomeKit is the “language” (aka: protocol) by which iPhones, iPads and other Apple devices talk to and control Smart Home appliances (e.g., cameras, lights, thermostats, doorbells and more).
- HomeKit allows you to create automatic actions and program “scenes” that control multiple Smart Home appliances at once using simple Siri voice commands, by using the Home app on your iPhone or iPad, or setting scenes to run automatically.



Who Is The Apple iOS User?



\$1,212 average yearly tech spend³

Spend twice as much on technology than Android users³

Early adopters and younger⁴

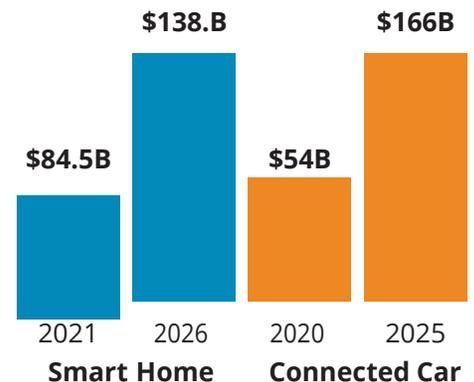
Younger Apple customers are willing to **spend over**

\$3,000 on Smart Home products⁵

Investment Highlights

- **Market Opportunity:** The Smart Home market is projected to grow from **\$84.5B** in 2021 to **\$138.9B** by 2026¹. The Connected Car market is forecast to grow from **\$54B** in 2020 to **\$166B** in 2025².
- **Business Strategy:** Applied Magix is focused on Apple consumers. They are loyal consumers with high expendable income and are willing to pay a premium for quality products. Applied Magix has the opportunity to introduce an “Apple HomeKit-focused” brand.
- **Planned Products:** *Apple HomeKit (Smart Home):* cameras, sensors, alarms and other HomeKit-specific items. *CarPlay (Apple’s Connected Car system):* products to enhance user experience. *Apple Product Accessories:* add-ons that include adapters, cables, power sources, specialized travel accessories and more. *Apps:* “Apple quality” user experience apps for third-party hardware. Specialized apps to accompany its products. Convenient utility apps for the Apple ecosystem.

Smart Home & Connected Car Market Forecasted Growth



Recent Highlights

- August '17: GeoTraq Provides Patent Smart Solutions for Simple IoT Problems.
- August '11 Emerging Markets Report: Small Talk
- July '09: SPYR, Inc. Announces GeoTraq’s New Micro-Tracker™, the World’s Smallest IoT Tracking Device

PRICE	52-WK. RANGE	AVG. VOL.	SHARES OUTSTANDING	MARKET CAP
\$0.041 (9/27/21)	\$0.032- \$0.231	268K	223M	\$9.16M

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Applied Magix

On October 20, 2020, SPYR Technologies acquired Applied Magix, Inc., a registered Apple developer and reseller of Apple ecosystem-compatible products. Applied Magix operates in the IoT market and, more specifically, in the segment of the market related to the development, manufacture, and sale of devices and accessories specifically built on Apple's HomeKit® framework. These products work within the Apple® HomeKit ecosystem and are exclusive to the Apple market and its consumers. Applied Magix is working to develop, manufacture and sell its own line of branded products, and will also be sourcing HomeKit products and accessories from worldwide manufacturers; vetting and selecting best-of-breed products; selling them directly; and supporting them. In June 2021, SPYR Technologies' Applied Magix launched the Company's first branded and inaugural Apple CarPlay product, MagixDrive.



Safe Harbor Statement: This fact sheet contains forward-looking statements that are based upon current expectations or beliefs, as well as a number of assumptions about future events. Although we believe that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, we can give no assurance or guarantee that such expectations and assumptions will prove to have been correct. Forward-looking statements are generally identifiable by the use of words like "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparable terminology. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including, but not limited to: adverse economic conditions, competition, adverse federal, state and local government regulation, international governmental regulation, inadequate capital, inability to carry out research, development and commercialization plans, loss or retirement of key executives and other specific risks. To the extent that statements in this fact sheet are not strictly historical, including statements as to revenue projections, business strategy, outlook, objectives, future milestones, plans, intentions, goals, future financial conditions, events conditioned on stockholder or other approval, or otherwise as to future events, such statements are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this fact sheet are subject to certain risks and uncertainties that could cause actual results to differ materially from the statements made. Readers are advised to review our filings with the Securities and Exchange Commission that can be accessed over the Internet at the SEC's website <https://www.sec.gov>, as well as SPYR's website <https://www.spyr.com>, and SPYR's Twitter account <https://twitter.com/spyrinc>.