

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?

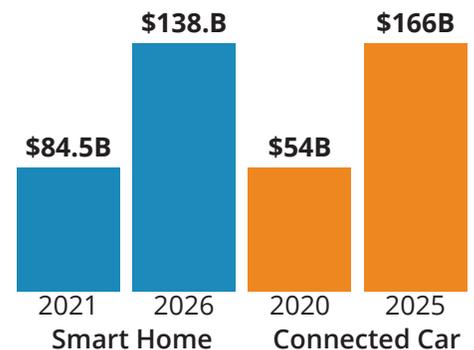


- \$1,212 average yearly tech spend³
- Spend twice as much on technology than Android users³
- Early adopters and younger⁴
- Younger Apple customers are willing to spend over \$3,000 on Smart Home products⁵

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 '21: SPYR Technologies' Applied Magix to release Connected Car accessories for sale
- August '21: Expanded marketing initiatives to aggressively accelerate sales growth for its MagixDrive wireless CarPlay devices
- July '21: SPYR Technologies announced trading on the OTCQB Venture Market

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.



SPYR Technologies Management



James R. Thompson, *CEO, President and General Counsel*

Since graduating law school in 1986, Mr. Thompson has been engaged in the private practice of law with an emphasis in the areas of business, real estate and construction law, representing clients in both transactional and litigation matters. Mr. Thompson has previously worked with publicly traded corporations, small businesses and individuals, which has positioned him well for his current role as CEO, President and General Counsel of SPYR Technologies. Mr. Thompson was awarded a Bachelor of Science in business administration from the University of Denver in 1983.



Jennifer Duettra, *Executive Vice President, Assistant General Counsel & Secretary*

Since graduating from Harvard Law School in 2004, Ms. Duettra has been actively engaged in the practice of law in the areas of business and construction, as well as litigation and transactions. At SPYR Technologies, she is responsible for identifying and evaluating new business opportunities across a variety of industries, plus reviewing and negotiating favorable contracts that contribute to the company's goals of continuous growth, healthy diversification and success. Ms. Duettra attended Colorado State University, where in 2001, she was awarded a Bachelor of Arts Degree in speech communication and political science.

Applied Magix's Management

Bringing a wealth of experience and knowledge in Apple products, product development and market strategies.



Dr. Harald Zink, *CEO, Applied Magix*

Dr. Zink is a serial entrepreneur and technology consultant for some of the largest Fortune 500 companies. He focuses on product development and new technology implementation. He has made his focus Apple products and the Apple iOS ecosystem.



Kelly Clark, *COO, Applied Magix*

Mr. Clark is a start-up technology veteran focusing on go-to-market strategy, sales and operations optimization. He has a history of leading organizations to great success during extreme market growth.

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