



Applied UV, Inc. (NASDAQ: AUVI, AUVIP)

Innovations for Infection Prevention

July 2022

Better Air. Better Business. Better
Life.™

This presentation may contain “forward-looking statements.” Forward-looking statements reflect the current view about future events. When used in this prospectus, the words “anticipate,” “believe,” “estimate,” “expect,” “future,” “intend,” “plan,” or the negative of these terms and similar expressions, as they relate to us or our management, identify forward-looking statements. Such statements, include, but are not limited to, statements contained in this presentation relating to the view of management of Applied UV, Inc. (the “Company”) concerning its business strategy, future operating results and liquidity and capital resources outlook. Forward-looking statements are based on the Company’s current expectations and assumptions regarding its business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. The Company’s actual results may differ materially from those contemplated by the forward-looking statements. They are neither statements of historical fact nor guarantees of assurance of future performance. We caution you therefore against relying on any of these forward-looking statements. Factors or events that could cause the Company’s actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, the Company does not intend to update any of the forward-looking statements to conform these statements to actual results.

Mission & Strategy Statement

Our Mission is to rapidly build a science-based pathogen elimination platform that is safe, effective and simple, that protects businesses, facilities and people around the globe.

Nasdaq: AUVI, AUVIP

History: Completed \$5.8M IPO in 9/2020, \$7.3M follow-on offering in 11/2020, \$13.8M Perpetual Preferred offering in 7/2021 and \$9.2M common stock offering in 12/2021, which enabled completion of three acquisitions of air purification companies to position AUVI as a fully integrated purification and sterilization company offering total pathogen disinfection platforms (Air & Surface).

September 2021

Purchased assets of KES Science & Technology, Inc. and JJS Technologies, LLC

Bolsters presence in major markets including food distribution, cannabis, post-harvest wineries and healthcare

February 2021

Acquired assets of Akida Holdings LLC, including Airocide® System of patented, air disinfection and purification technologies with Global Distribution and International end-users

Marks pivot towards fast-growing air purification device market

October 2021

Purchased assets of Scientific Air Management

Substantially deepened mobile, air purification product portfolio for healthcare... expands platform for growth

April 2022

John F. Andrews Named CEO / Director

2022 and Beyond

Ramp Growth

AUVI intends to maximize synergies amongst recent acquisitions by launching targeted marketing & sales initiatives, accelerating organic growth, & leveraging scale in high demand air & surface disinfection markets

*Growing Market

~\$23B

by 2030

Global Air purification Market
expected to grow at a **CAGR of 11.5%**

Competitive Advantage



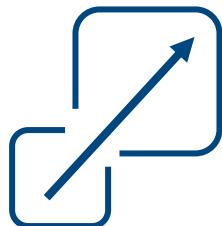
Research backed, Tested
and Certified portfolio of
**patented disinfection
products**

Customers



Products used by highly
**recognized global
brands**

Scalable



Moving towards
an **economic
inflection point**

Growth

Initiating sales &
marketing investments
into our three acquired
Companies

Balance Sheet



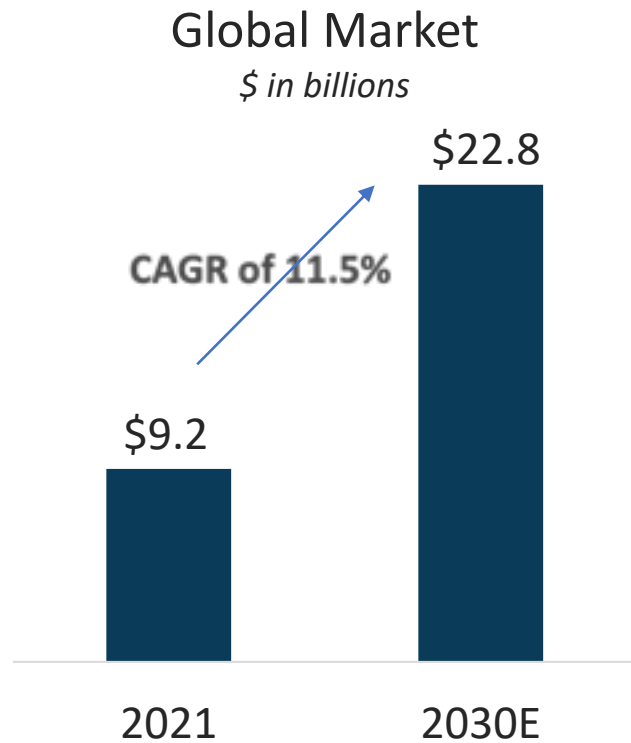
\$7.1M¹
Unrestricted Cash

\$0.9M²
Debt

*Source: ResearchandMarksets.com, *UV Disinfection – Global Market Trajectory & Analytics* & [cdc.ca.gov](https://www.cdc.ca)

1 As of March 31, 2022 (unrestricted)
2 As of March 31, 2022 (not inclusive of Preferred Equity)

[Global air purifier market size](#) is set to grow exponentially. It was valued at **USD 9.24 billion** back in 2021 and is predicted to hit around **USD 22.84 billion by 2030** as technology continues to improve and focus on stopping the spread of contagious diseases increases.*



- Scientists **Globally** advocating Improving Air Quality post pandemic significantly boosting global adoption to control airborne pathogen transmission
- Governments **Globally** mandating health agencies to address air quality via grants and mechanisms to ease visitation and protect facilities against future pathogens **Centers for Medicare and Medicaid Services** (Long-term Care - LTC)
- Mar 2022 – **White House, US Federal EPA** Ventilation Guidelines set new “clean air” standard
- Our Compelling merits: low capital, operating and maintenance costs, convenient installation and faster contact time
- Increasing adoption of pathogen disinfection across an array of verticals
- **CDC** states **1 in 25** Patients have at least 1 Hospital Acquired Infection (HAI) annually
- **CDC** states **3m** serious infections occur every year in LTC

*Source: ResearchandMarkets.com, *UV Disinfection – Global Market Trajectory & Analytics* & *cdc.ca.gov*

Applied UV offers lab validated, data driven disinfection solutions for air and surface applications.

Air Purification



Independently tested for and eliminates COVID-19
Applied UV, Inc.

Surface Disinfection



Independently tested for and eliminates OC-43 a
surrogate for SARS Cov-2

Air Disinfection Used Globally

Nasdaq: AUVI, AUVIP



- Developed for NASA to provide safe, clean air
- Destroys 99.99% of airborne bacteria, mold, fungi & viruses
- Advanced bioconversion technology uses photocatalytic oxidation to fully destroy airborne bacteria, mold, fungi, viruses, volatile organic compounds, VOC's, & odors
- ZERO harmful by-products while in use with people present
- FDA Listed Medical Device (Class II) suitable for providing medical grade air purification in critical hospital settings



ScientificAir™ by SteriLumen

- Laboratory validated 99.99%+ kill rate on viruses, bacteria, mold, odors and VOCS
- NO harmful by-products
- **Rapid, portable, whole-room** disinfection via patented 3-phase design (HEPA, UV-C, Carbon)
- Proven and tested in facilities with EPA and FDA guideline compliance and trusted by Infection Prevention, Facilities, EHS and EVS Professionals



Differentiator – 58 Distributors With Global Distribution In 52 Countries



- **US**
 - 24 Dealers & Distributors
 - Adding 5-10 Direct Sales
- **South America – 6 Dealers & Distributors**
- **Africa – 1 Master Distributor / 6 Sub Distributors**
- **UAE / Middle East – 1 Major Distributor**
- **Asia – 1 Major Electronics Distributor – 8 other Dealers/Distributors**
- **Europe – 1 Major Distributor / 20 other Resellers**
- **Scandinavia – One Major Distributor (Dental)**
- **Viet Nam – 1 Major distributor**



From Consumer Applications to Commercial / Heavy Industrial

- Cannabis
- Post Harvest
- Dairy
- Food Preservation
- Healthcare
- Long Term Care
- Winery

- Correctional Facilities
- Arena / Sports
- Schools
- Dental Offices
- Government Facilities
- Consumer
- Transportation Logistics
- Public Spaces



MRIGlobal, an independent, not-profit, Kansas City, Missouri



- Demonstrated effective removal of aerosolized SARS-CoV-2 virus from the air with a 3.25 log (99.94%) within five minutes and thirty seconds of operation

Clinical Settings Study – Texas A&M (USA)



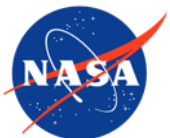
- MRSA was present in the operating room and reduced by 100%
- Bacteria reduction of 69% in Ear, Nose & Throat Day surgery procedure, 25% in a surgical operation room and 95% in a surgical instrument sterile preparation room

Analysis of Effluent - Univ. of Wisconsin-Madison (USA)



- Ozone found to be below detectable levels and volatile organic compounds found to be in the very low parts per billion range

Anthrax Study – NASA (USA)



- Tests showed as many as 93% of Anthrax spores that enter Airocide are destroyed

Del Monte Produce Distribution – Georgia (USA)



- Ethylene gas, a natural occurring gas in fruit produce that hastens ripening, was reduced by 99.8% in a cooler in 66 hours

Organic Produce wholesaler - Holland



- Reduced airborne fungi inside refrigerator cooler by an average of 96.8% in 72 hours

Floral Study - Esmeralda Farms, Colombia



- In Vitro propagation Lab saw a reduction airborne fungi by 100% and airborne bacteria by an average 98% over 8-weeks



ScientificAir™
by SteriLumen

In Various labs, tests & certifications, see link:
<https://scientificairmanagement.com/evidence/>



Backed by Biosafety Level II & III labs, is proven to kill 99.99%+ of pathogens on surfaces including:

- SARS-CoV-2 surrogate (OC-43), MRSA, H1N1, Candida Auris (C. auris), C. diff & E. coli
- June 2022 Mt Sinai Medical Center Morningside Installed with Academic Paper expected Summer 2022
- UL & ETL listed



Lumicide Disinfecting Ribbon:

- Spot surface disinfection for high-traffic areas for disinfection of 24" x 24" square
- Bathrooms & community restrooms
- Clinical lavatory spaces



Lumicide Disinfecting Drain:

- Novel solution to well-known & researched source of viral outbreaks (Hand Hygiene Sinks) in clinical settings via biofilm buildup
- 24X7 disinfection, killing pathogens as they grow



Hospitality Segment

MunnWorks

Extraordinary Mirrors

A global company that manufactures luxury and backlit mirrors, patented - disinfection mirrors utilizing the SteriLumen proprietary PCO technology and conference room & living spaces furnishings, specifically for the hospitality industry

The Hyatt logo, featuring the word "HYATT" in a blue, stylized, sans-serif font.

Nasdaq: AUVI, AUVIP

Effective and efficient marketing that increases customer count and revenue,
and wins the hearts and minds of target audience



Performance Metrics

- Increase quality sales leads
- Lift full-funnel conversion rate:
 - Click/activation → leads → sales
- Grow Revenue
- Decrease Cost Per Acquisition (CPA)



Targeted Product X Vertical

Airocide by Sterilumen

- Food storage & transportation
- Wine & beverages
- Small to mid-sized healthcare

AiroClean by Sterilumen

- Cannabis

Scientific Air by Sterilumen

- Large healthcare
- Long-term & assisted care
- Sports & events venues



Performance-driven Integrated Marketing

Digital:

- Paid search & SEO
- Targeted ads
- Video
- Lead-generation social media
- Influencers & product placements
- Test direct-response TV & radio
- Content-based marketing – advertorial, blogs, news flashes
- Public relations

AUVI is one of the only research backed, clinically proven air & surface disinfection technology companies with international distribution and globally recognized end users, with product developed for NASA.

- Global race fueled by Govt mandates to address antiquated air ventilation and poor air quality
- AUVI air disinfection Portfolio utilizes advanced, patented PCO and advanced UVC with Carbon technologies compared to most competing UVC products with no harmful by-product
- Few dominant players in a highly fragmented industry “Me Too” products
- End users across numerous high growth verticals that AUVI can point to as key wins
- Only true public comp (NASDAQ – IRBT) acquired privately held Aeris (air purification) for \$72m cash adding to their vision of smart home devices that can serve as a “connected” beacon
 - I-Robot forecasted Aeris will contribute \$40m in air purification revenue in 2022
 - Validation of our Global Air Disinfection Business Plan





John F. Andrews
CEO & Director

- 30 years of senior leadership experience
- Former Chairman & EVP of ShipXpress which GE acquired
- Former CEO of Giga (NASDAQ GIGA) where he led the company's sale to Forrester Research
- CEO of e-Medsoft which went public.
- CIO & SVP of CSX Transportation at CSX
- Consultant to Sun Microsystems (NASDAQ SUNW) on the development of JAVA.
- MBA from the University of Puget-Sound, Seattle WA, and a BA, Business Administration and Finance from Whitworth University, Spokane WA.



Max Munn
President, Founder & Director

- Mr. Munn has held this position at Munn Works for over 20 years.
- Mr. Munn is also Co-chairman of Dieu Donne Inc., a not-for-profit and a leading, world recognized atelier wherein dimensional, handmade paper is utilized in the making of art.
- MIT from 1961-1966, majored in chemistry and architecture; and received a Bachelors of Architecture degree.
- Columbia University for post graduate studies from 1966-1968, working toward a Ph.D. in architectural history.



Michael Riccio
CFO

- Former CFO & Treasurer of Panasonic Corporation of NA
- Defined and implemented strategies driving significant growth of Panasonic North America revenue.
- He joined Panasonic in October 1986 from Sealed Air Corporation, where he was the Corporate Accounting Manager.
- Former Senior Auditor at CohnReznick.
- Certified Public Accountant (CPA)
- B.A. Rutgers University and an MBA in finance from Rutgers Business School.

Monica Woo

Director



- Former President – 1-800-FLOWERS
- Former Chief Revenue / Strategy Officer – Fresh Direct
- Former President Bacardi Global Brands
- Former Chief Marketing Officer Diagio
- Former Chief Marketing & Strategy Officer – Deutsch Bank Sao Paulo, Brazil/ NY-NY
- MBA – Wharton Business School / Univ of Penn

Jos Luhukay

Director



- Current President Director of Rabobank International Indonesia
- Former Ernst & Young Partner
- Former COO of Bank Niaga, Bahana Pembinaan Usaha Indonesia
- Former COO & Executive Director of the Jakarta Initiative Task Force (set up by the Ministry of Finance) where he managed a \$65B portfolio
- Former President & Director of Bank Lippo, where he was awarded “CEO of the Year” in 2006 by SWA Magazine (the largest business magazine in Indonesia)
- Former Deputy President of Temasek-owned Bank Danamon
- Master’s and PhD in Computer Science from the University of Illinois at Urbana-Champaign.

Dallas C. Hack, M.D., Colonel U.S. Army (retired)

Director



- Director Combat Casualty Care Research Program, US Army Medical Research
- Chair of Joint Technology Coordinating multi-Armed Services Biomedical Research Evaluation and Management (ASBREM) Committee
- Bronze Star recipient
- MPH, Johns Hopkins University | MSS, US Army War College

Eugene E. Burluson

Director



- President/CEO GranCare Inc, acquired by Apollo & merged with Living Centers of America to form Mariner
- Chairman Mariner Post-Acute Network
- President/COO & Director American Medical International (AMI)
- Chairman Alterra Healthcare
- Investor, Chairman & CEO of PET DRx, acquired by VCA Antech
- Director HealthMont Inc, acquired by SunLink
- BS & MBA East Tennessee State University

SteriLumen

MunnWorks

Extraordinary Mirrors



- Our Business segments include our Disinfection and our Hospitality segment.
- Q1 2022 net sales of \$3.3 million represented an increase of 45.1 % (+\$1.0m) mainly attributable to the Disinfection segment, which increased approximately \$1.2 million: strategic acquisitions of KES and Scientific Air in Q3 and Q4 of 2021.
- The Hospitality segment decreased approximately (\$159,000) during Q1 2022 primarily due to supply chain disruptions, with multiple order fulfilments delayed into Q2 of 2022.
- Gross profit increased \$225,000, or 24.3%, in Q1 2022 as compared to same period last year driven by volume growth from the Disinfection segment.
- Gross profit as a percentage of sales decreased approximately (5.8%) from 40.0% in Q1 of 2021 to 34.2% in Q1 of 2022, driven primarily by customer mix in the Disinfection segment and by lower sales, an increase in factory overhead absorption, and higher logistical costs in the Hospitality segment.
- S,G&A costs for Q1 2022 increased to \$3.1m as compared to \$1.6m for the prior year period, driven by increased marketing spend, payroll, consulting, accounting, legal costs and amortization expense.

Consolidated Statements of Operations For the 3 Months Ended March 31, 2022 and 2021

	Three Months Ended March 31,	
	2022	2021
Net Sales	\$ 3,356,090	\$ 2,312,615
Cost of Goods Sold	2,206,991	1,388,349
Gross Profit	1,149,099	924,266
Operating Expenses		
Research and development	59,314	43,645
Selling, General and Administrative Expenses	3,101,226	1,601,517
Loss on impairment of goodwill	1,138,203	—
Total Operating Expenses	4,298,743	1,645,162
Operating Loss	(3,149,644)	(720,896)
Other Income (Expense)		
Change in Fair Market Value of Warrant Liability	43,828	(311,400)
Interest expense	(4,056)	—
Loss on change in Fair Market Value of Contingent Consideration	(240,000)	—
Gain on Settlement of Contingent Consideration	1,700,000	—
Other Expense	—	(655)
Total Other Income (Expense)	1,499,772	(312,055)
Loss Before Provision for Income Taxes	(1,649,872)	(1,032,951)
Provision from Income Taxes	—	—
Net Loss	\$ (1,649,872)	\$ (1,032,951)
Net Loss attributable to common stockholders:		
Dividends to preferred shareholders	(362,250)	—
Net Loss attributable to common stockholders	(2,012,122)	(1,032,951)
Basic and Diluted Loss Per Common Share	\$ (0.16)	\$ (0.12)
Weighted Average Shares Outstanding - basic and diluted	12,928,174	8,630,811



Affiliates Own 40% / 12.9M Shares Outstanding / 7.7M Public Float

Applied UV Cap Table as of June 9, 2022						
Preferred Stock						
10.5% Series A Cumulative Perpetual, \$0.0001 par value - Authorized 19,990,000						
552,000 shares Issued and outstanding						
Preferred stock, Series X, \$0.0001 par value - Authorized 10,000						
2,000 Shares Issued and Outstanding						
Common Stock						
\$0.0001 par value, 150,000,000 shares authorized						
12,925,674 Issued and Outstanding						
Public Float 7.7M Shares						
Affiliates 5,225,00 (40.3%)						
Institutions 3.04%						

2022 Looking Ahead

Nasdaq: AUVI, AUVIP



Target Key Verticals

Airocide –

- Domestic – cannabis, food storage, logistics, hospitality, winery, healthcare, dental and schools
- Int’l – dental, healthcare, schools, cannabis

Scientific Air – hospitals, nursing home, , primary care, sports

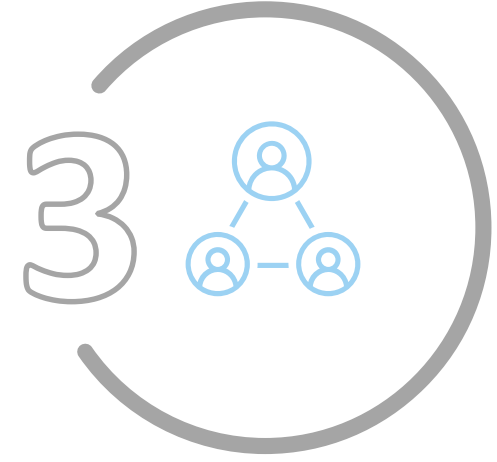
Moving from opportunistic to focused approach with proven key verticals



Prioritize Organic Growth

Leverage cross sale opportunities amongst brands driven by:

- Govt mandates for healthcare and schools regarding air quality (CMS & EANS II)
- Effects of targeted marketing plan across 5 verticals
- Talent acquisition of at least 5 sales executives
- Consumer as a priority



Scalability

- Continue to outsource to current and new contract manufacturing services
- Grow our sales channel with more distributors and manufacturer reps
- Installed base reoccurring consumables revenues
- Per unit production cost reductions will improve operating margins

Applied UV, Inc. (NASDAQ: AUVI, AUVIP)

Contact Info:

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Better Air. Better Business. Better Life.™

Thank You!



Innovations for
Infection Prevention