



Kent Thexton
President & CEO

Sierra Wireless Investor Day 2019

Cautionary Note Regarding Forward-Looking Statements

Certain statements and information in this presentation are not based on historical facts and constitute forward-looking statements within the meaning of applicable securities laws ("forward-looking statements"). These forward-looking statements may include statements and information relating to our Q1'19 Corporate Update and fiscal 2019 business outlook and beyond; expectations regarding the Company's cost savings initiatives; statements regarding our strategy, plans, long-term revenue targets, goals, objectives, expectations and future operating performance; the Company's liquidity and capital resources; the Company's financial and operating objectives and strategies to achieve them; general economic conditions; estimates of our expenses, future revenues, non-GAAP earnings per share and capital requirements; our expectations regarding the legal proceedings we are involved in; statements with respect to the Company's estimated working capital; expectations with respect to the adoption of IoT solutions; expectations regarding trends in the IoT market and wireless module market; expectations regarding product and price competition from other wireless device manufacturers and solution providers; and our ability to implement effective control procedures. In particular, this presentation contains our five-year revenue targets which are forward-looking statements and are subject to the assumptions, risks and uncertainties described below. Forward-looking statements are provided to help you understand our current views of our short and longer term plans, expectations, and prospects. We caution you that forward-looking statements may not be appropriate for other purposes. We do not intend to update or revise our forward-looking statements unless we are required to do so by securities laws.

Forward-looking statements typically include words and phrases about the future, such as: "target", "outlook", "will", "may", "estimates", "intends", "believes", "plans", "anticipates" and "expects", and similar expressions are not promises or guarantees of future performance. They represent our current views and may change significantly. In particular, forward-looking statements that relate to longer periods of time, such as our five-year revenue targets, are subject to substantial uncertainties and could prove to be significantly wrong. Forward-looking statements are based on a number of material assumptions, including, but not limited to, those listed below, which could prove to be significantly incorrect:

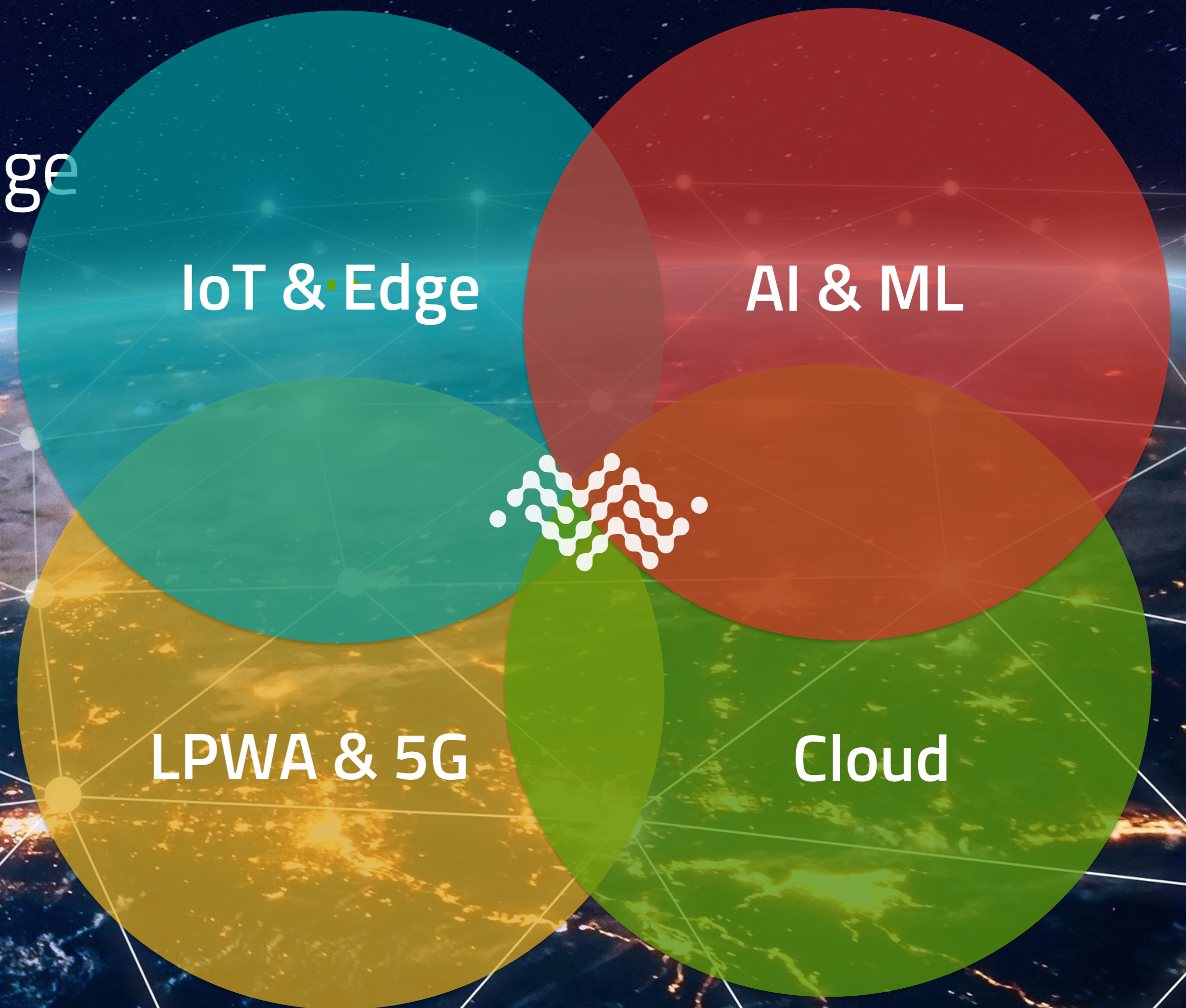
- our ability to develop, manufacture and sell new products and services that meet the needs of our customers and gain commercial acceptance;
- our ability to continue to sell our products and services in the expected quantities at the expected prices and expected times;
- expected macro-economic business conditions;
- expected cost of sales;
- expected component supply constraints;
- our ability to win new business;
- our ability to fully integrate the business, operations and workforce of Numerex Corp. ("Numerex") and to return the Numerex business to profitable growth and realize the expected benefits of the acquisition;
- our ability to integrate other acquired businesses and realize expected benefits;
- expected deployment of next generation networks by wireless network operators;
- our operations not being adversely disrupted by other developments, operating, cyber security, litigation, or regulatory risks; and
- expected tax and foreign exchange rates.

Forward-looking statements are based on our management's current expectations and we caution investors that forward-looking statements, particularly those that relate to longer periods of time are subject to substantial known and unknown material risks and uncertainties. Many factors could cause our actual results, achievements and developments in our business to differ significantly from those expressed or implied by our forward-looking statements, including, without limitation, the following factors, which are discussed in greater detail. These risk factors and others are discussed in our Annual Information Form and Management's Discussion and Analysis of Financial Condition and Results of Operations, which may be found on SEDAR at www.sedar.com and on EDGAR at www.sec.gov and in our other regulatory filings with the Securities and Exchange Commission in the United States and the provincial securities commissions in Canada:

- competition from new or established competitors or from those with greater resources;
- the loss of, or significant demand fluctuations from, any of our significant customers;
- our business transformation initiatives may result in disruptions to our business and may not achieve the anticipated benefits
- our ability to attract or retain key personnel and the impact of organizational change on our business;
- deterioration in macro-economic conditions and resulting reduced demand for our products and services;
- risks related to the acquisition and ongoing integration of Numerex;
- disruption of, and demands on, our ongoing business and diversion of management's time and attention in connection with acquisitions or divestitures;
- cyber-attacks or other breaches of our information technology security;
- risks related to the transmission, use and disclosure of user data and personal information;
- our financial results being subject to fluctuation;
- our ability to respond to changing technology, industry standards and customer requirements;
- risks related to infringement on intellectual property rights of others;
- our ability to obtain necessary rights to use software or components supplied by third parties;
- our ability to enforce our intellectual property rights;
- our reliance on single source suppliers for certain components used in our products;
- failures of our products or services due to design flaws and errors, component quality issues, manufacturing defects, network service interruptions, cyber-security vulnerabilities or other quality issues;
- our dependence on a limited number of third party manufacturers;
- unanticipated costs associated with litigation or settlements;
- our dependence on mobile network operators to promote and offer acceptable wireless data services;
- risks related to contractual disputes with counterparties;
- risks related to governmental regulation;
- risks inherent in foreign jurisdictions; and
- risks related to tariffs or other trade restrictions.

Investors are cautioned not to place undue reliance on these forward-looking statements. No forward-looking statement is a guarantee of future results.

“If you think the internet has changed your life, think again...the IoT is about to change it all over again.”



Sierra Wireless – Today's Agenda

- Strong IoT Market → Industrial and Enterprise growth markets
- From Global IoT Device Leadership → Leading in IoT Solutions
- Investor Opportunity → Improving business model
- Strengthening our Partnerships in the IoT ecosystem

Three breakout sessions on today

1. IoT Solutions
Leadership

2. Disruptive Business Model
OCTAVE

3. Customer Success
Wins and Pipeline

Organization structure



KENT THEXTON
President and CEO

SELL & DELIVER

BUILD & OPERATE

ENABLE



RENE LINK
*CMO & SVP
Corporate Strategy*



MARC OSGOODBY
*SVP, Global
Customer Sales*



MARC OVERTON
Chief Solutions Officer



JIM RYAN
*SVP Strategic
Partner Growth*



PHILIPPE GUILLEMETTE
CTO



JASON KRAUSE
Chief Operating Officer



DAVE MCLENNAN
CFO & Chief Transformation Officer

SEGMENT & D2C SALES SPECIALISTS

SOLUTION DELIVERY & PROF. SERVICES

PRODUCT & SOLUTIONS

R&D

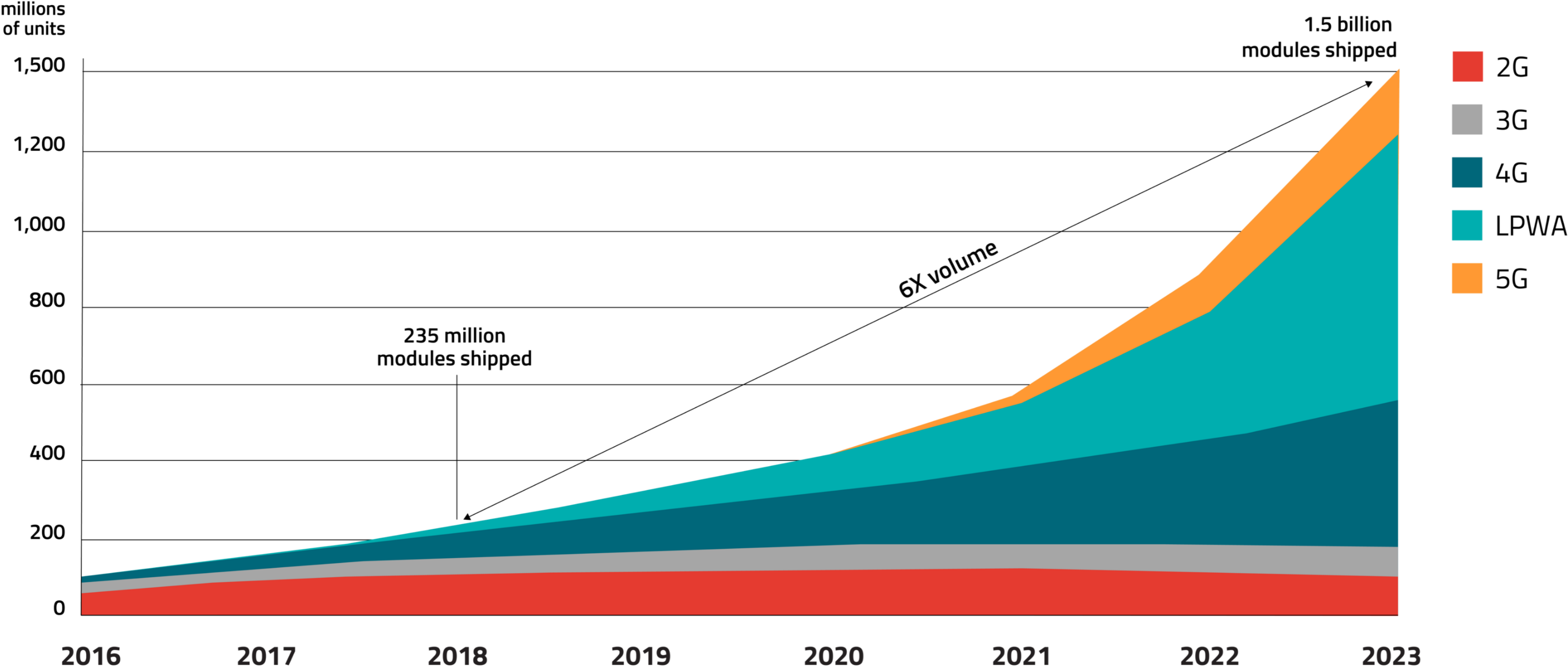
OPERATIONS



SIERRA
WIRELESS®

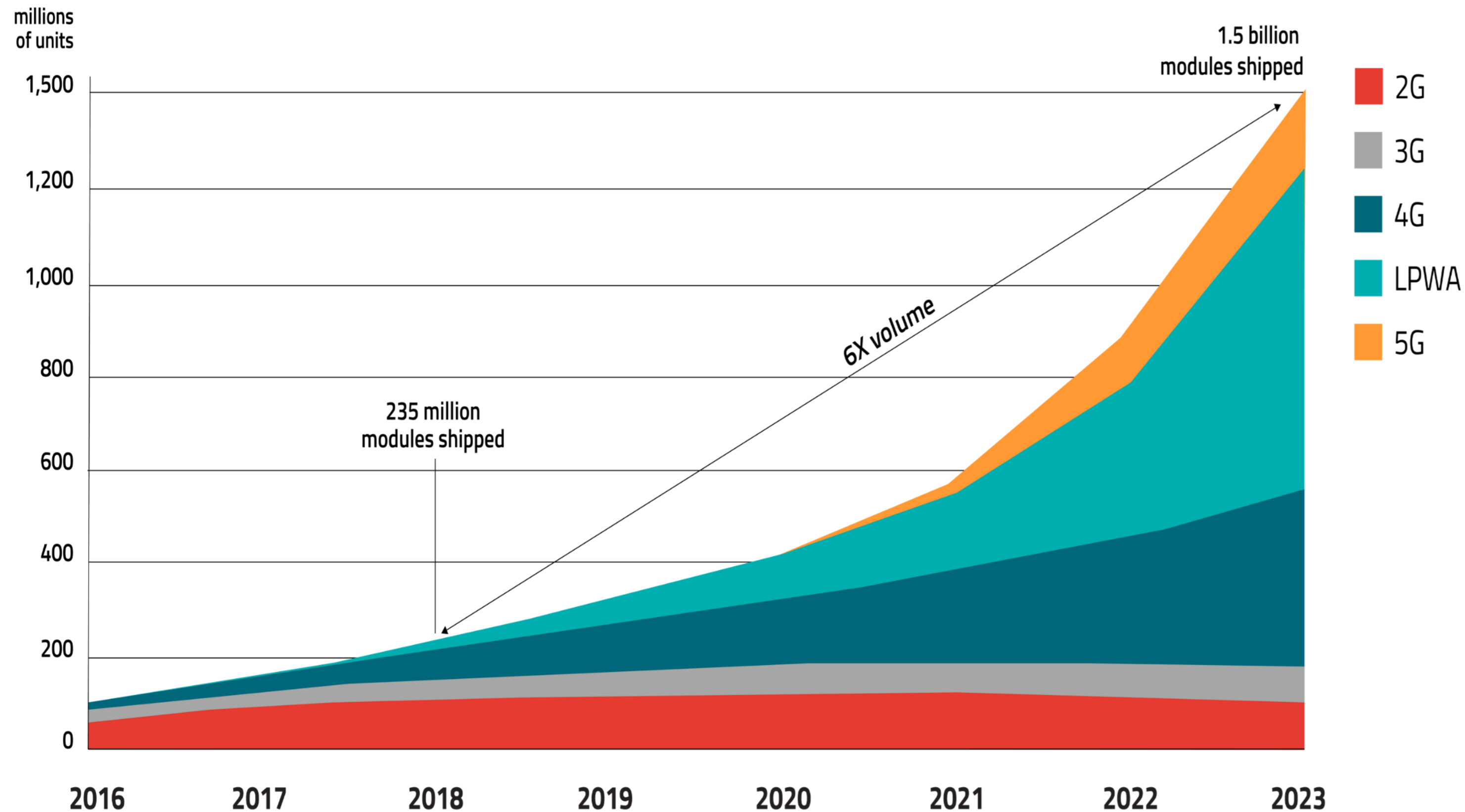
Investor Day
2019

Global IoT - Growth Market



Source: ABI Research, Sierra Wireless

Global IoT – Growing Demand



- Sierra Wireless LPWA opportunity funnel at ~2.5X the LTE funnel
- Sierra Wireless LTE Cat 1+ opportunity funnel at record levels ~35 million devices

Technology Solutions and Use Cases

TECHNOLOGY

LPWA
Cat M1/NB1

50-300Kbps

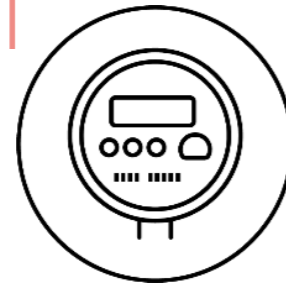
4G
Cat 1-4

10-50 Mbps

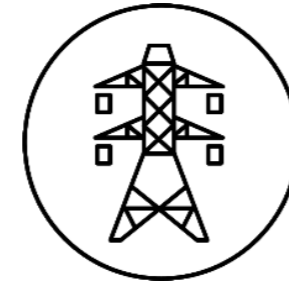
4G/5G

50 Mbps-20 Gbps

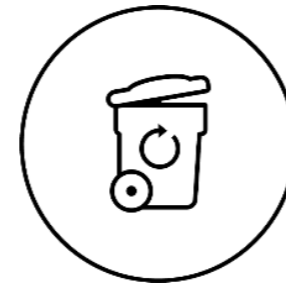
USE CASES



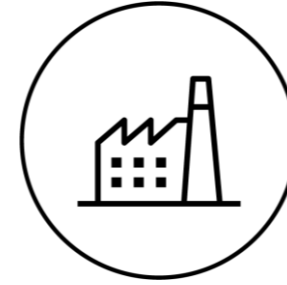
Smart
Meters



Smart
Grid



Smart
City/Building



Industrial



Mobile
Asset



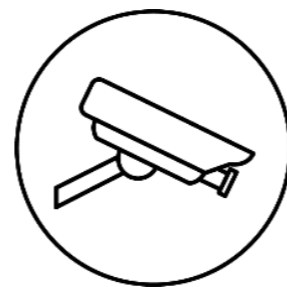
Fleet



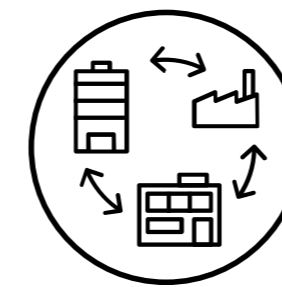
Transit



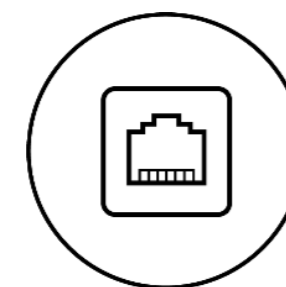
Public
Safety



Security



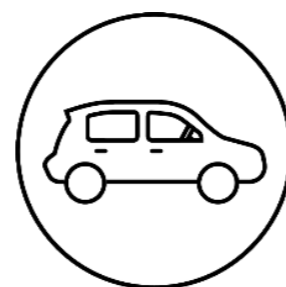
Enterprise



Routers

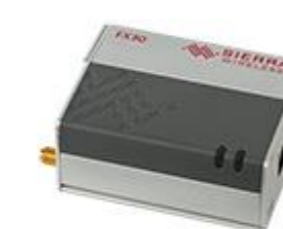


PC-OEM



Auto

SOLUTIONS



Embedded Connectivity



Data Orchestration

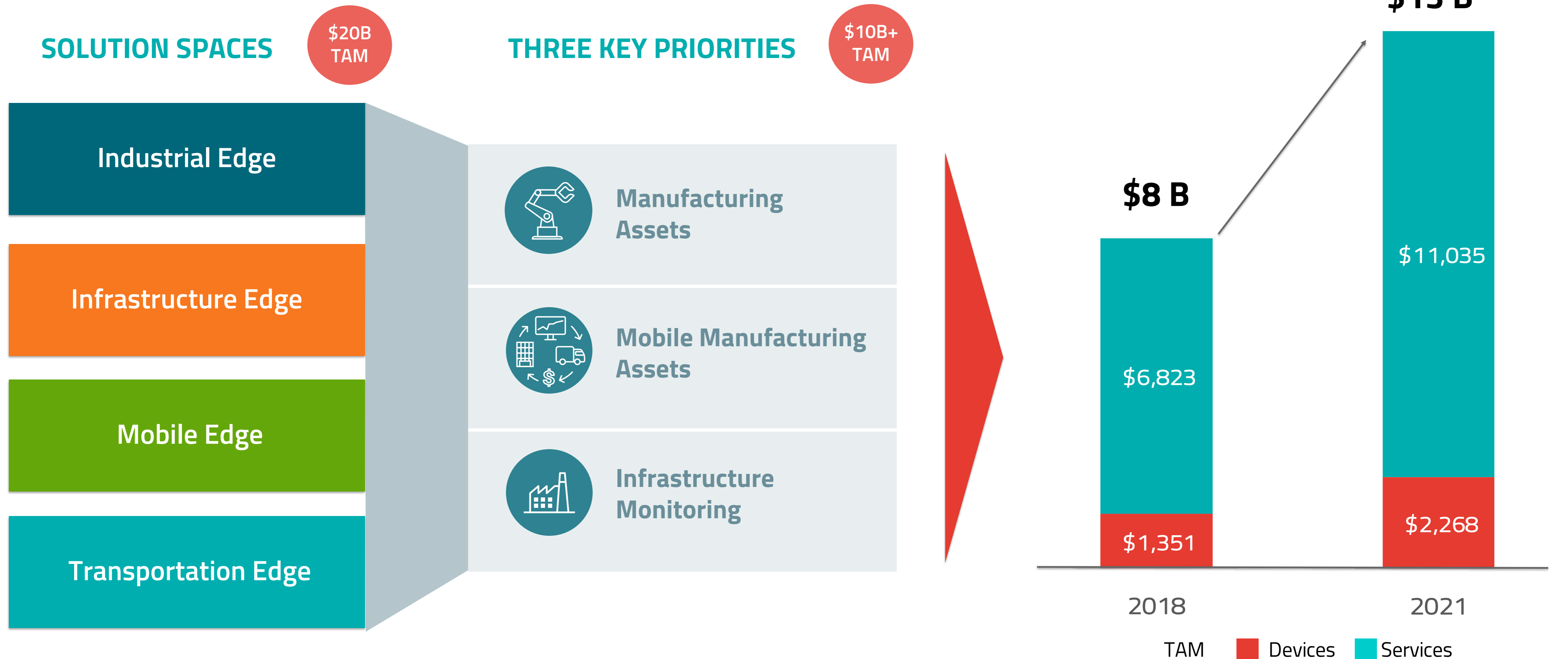
DEVICES



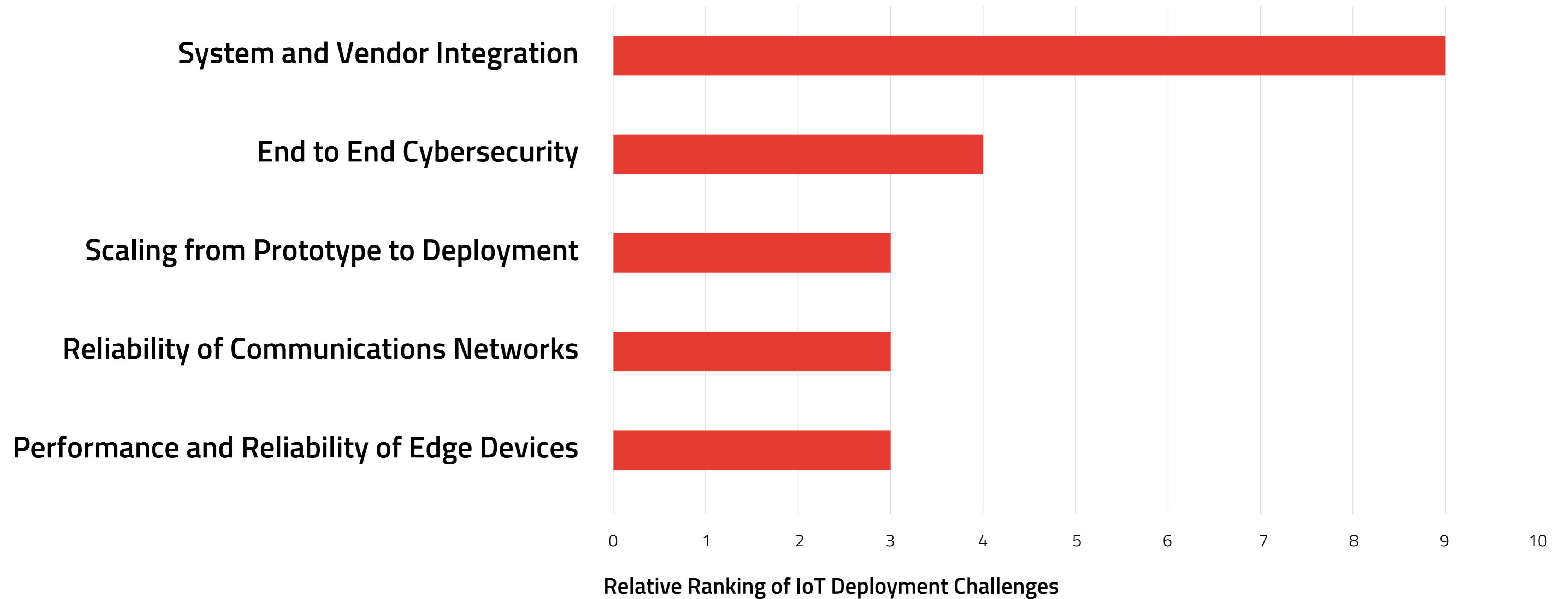
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Investor Day
2019

Targeted IoT Segments & TAM

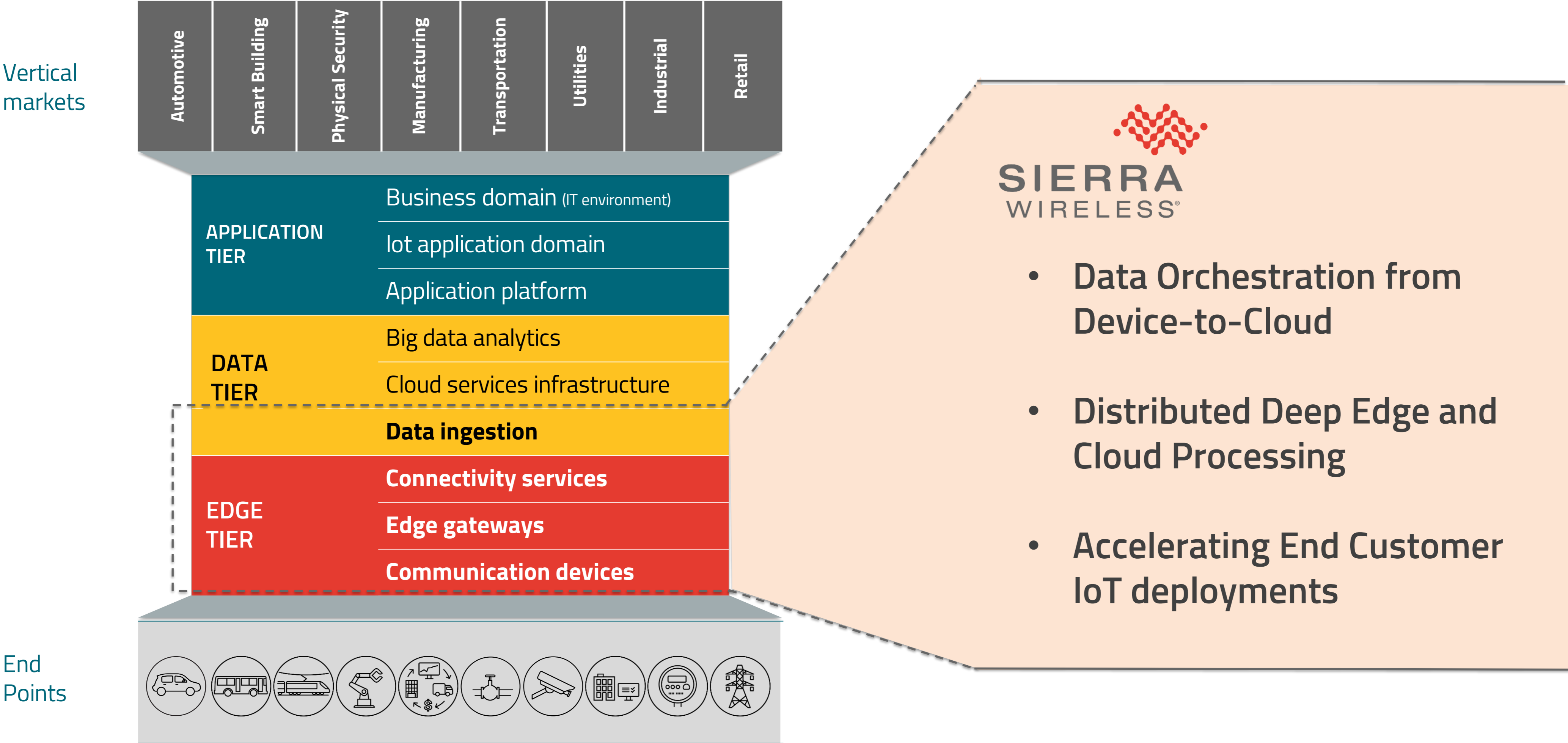


Biggest Challenges in Deploying IoT Solutions



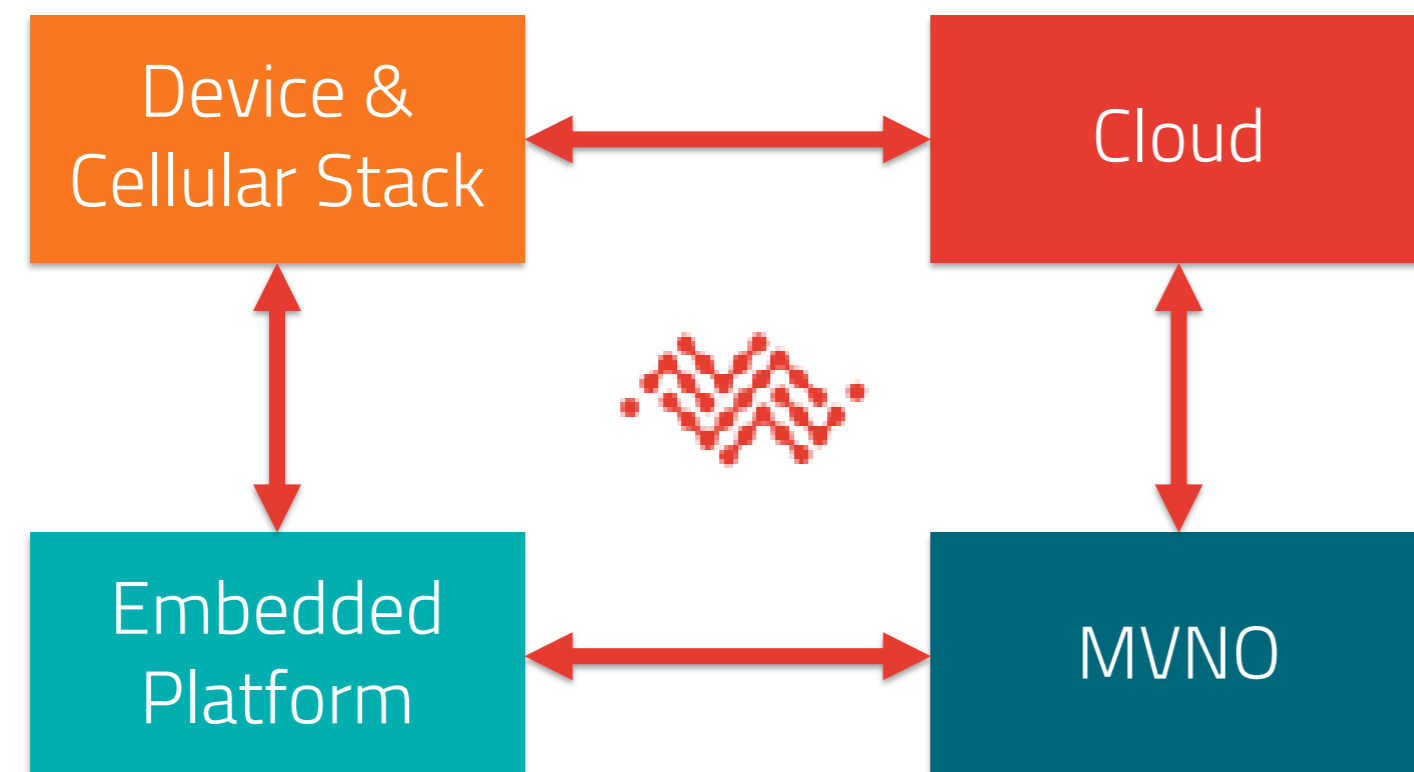
IoT Complexity → 74% of IoT Solutions Plans FAIL

Device-to-Cloud Leader at the Edge & Data Tier



Complete Solutions – Addressing Customer Barriers

R&D focusing on four technology pillars



***Building industry leading capability
in each pillar***

SIERRA WIRELESS

Delivering highly integrated, unique
Device-To-Cloud IoT solutions

Octave

Ready to Connect (R2C)

Sierra Smart SIM

Competitive Benefits of Sierra Wireless Solutions

System & Vendor Integration Issues

Discrete Devices



Multiple Carrier SIMs



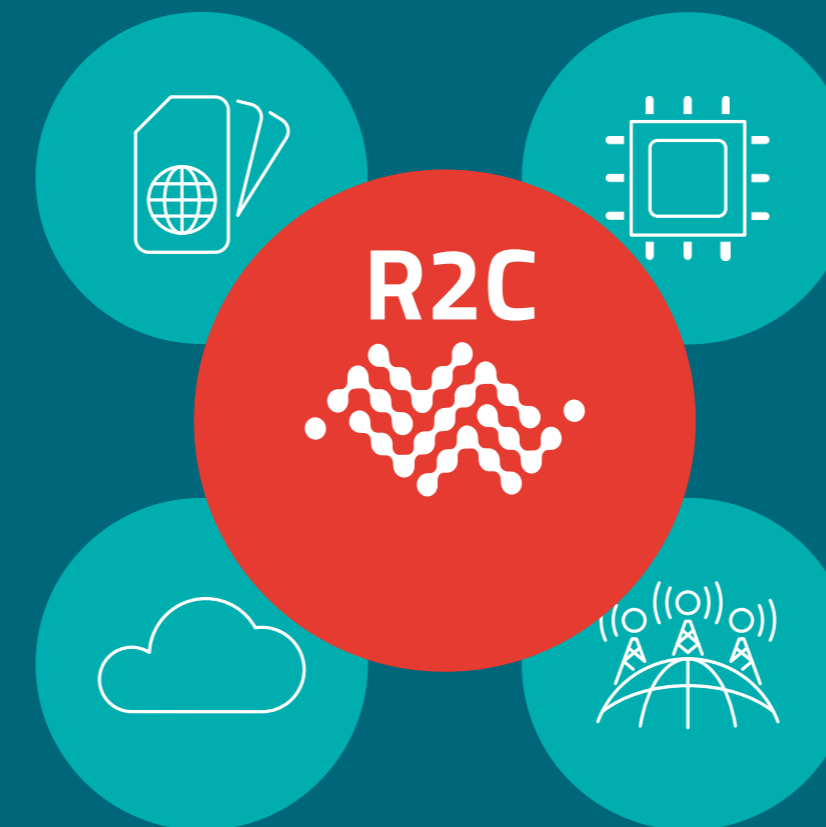
Device Mgmt. Platforms



End-to-End Security

Sierra's Fully Integrated IoT Solution

1. Logistics for regional & global implementation
2. Embedded Sierra Smart SIM
3. End-to-End Security
4. Single Expert Supplier



Sierra Wireless
READY TO CONNECT

What Our Customers are Saying

“Octave is a very flexible platform for managing cellular connected edge assets. For our pilot, we connected our asset to the cloud in less than two days.”

– Carmanah

“Octave creates a link between cloud and hardware. Hence, it gives our product an infinity of potential applications for a minimum of development.”

– Axibio

Sierra Wireless Enterprise Networking Solutions

- Estimated TAM of Enterprise Networking ~\$2B
 - Robust market (mobile, industrial & enterprise) growing at ~20%+ CAGR
- Sierra Wireless' Enterprise Networking growth
 - Annual revenue of \$132m in 2018 (CAGR of 29% between 2015-18)
- Increase demand for mission critical wireless data & edge intelligence
- Growing recurring software opportunity (AirLink Complete)



DUKE ENERGY



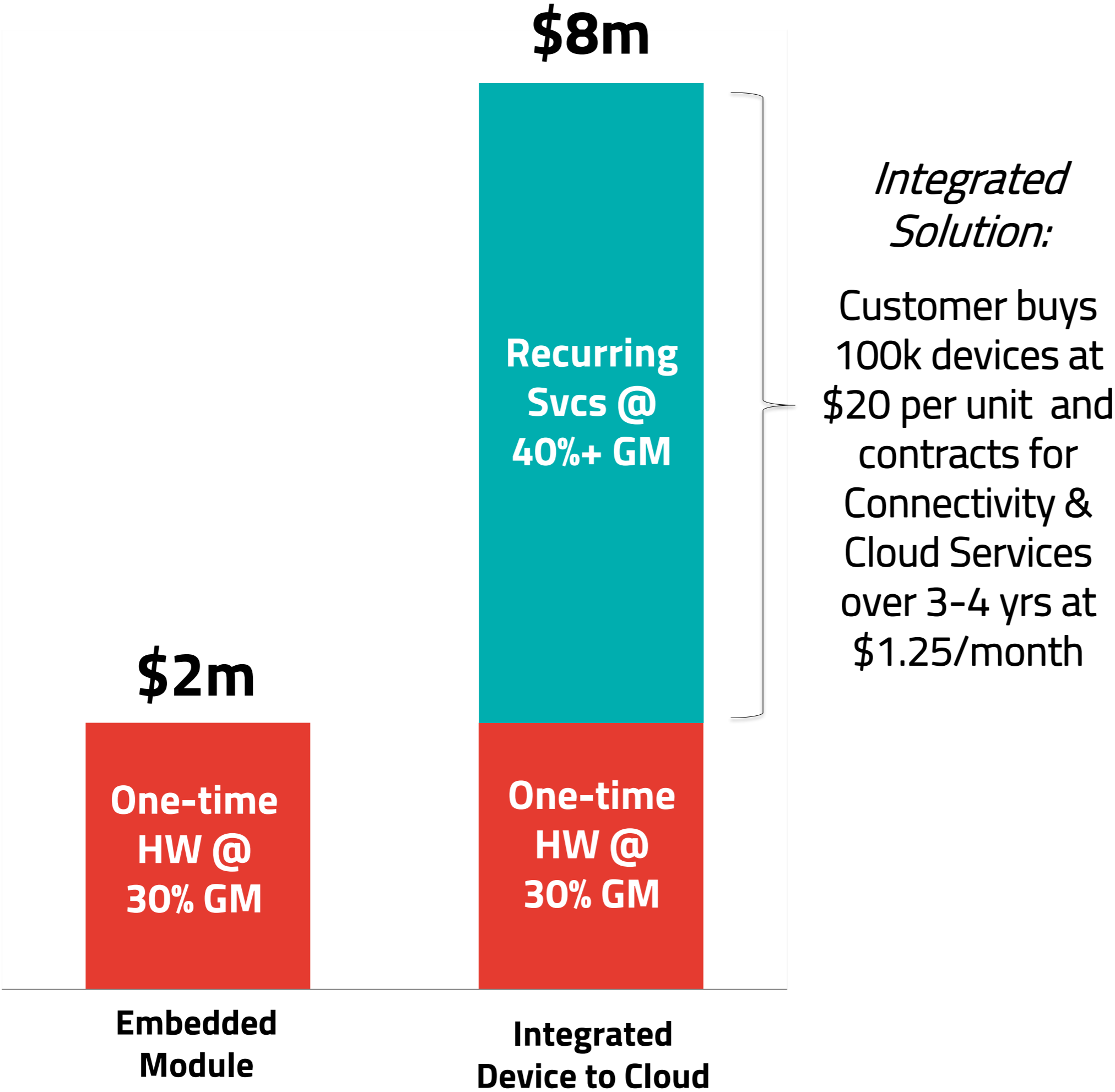
LOOMIS



L.A. COUNTY SHERIFFS

Driving Recurring Services Revenue

IoT SOLUTIONS EXAMPLE OF LIFETIME VALUE



CUSTOMER USE CASES



Girbau
Global Industrial Washing Machines

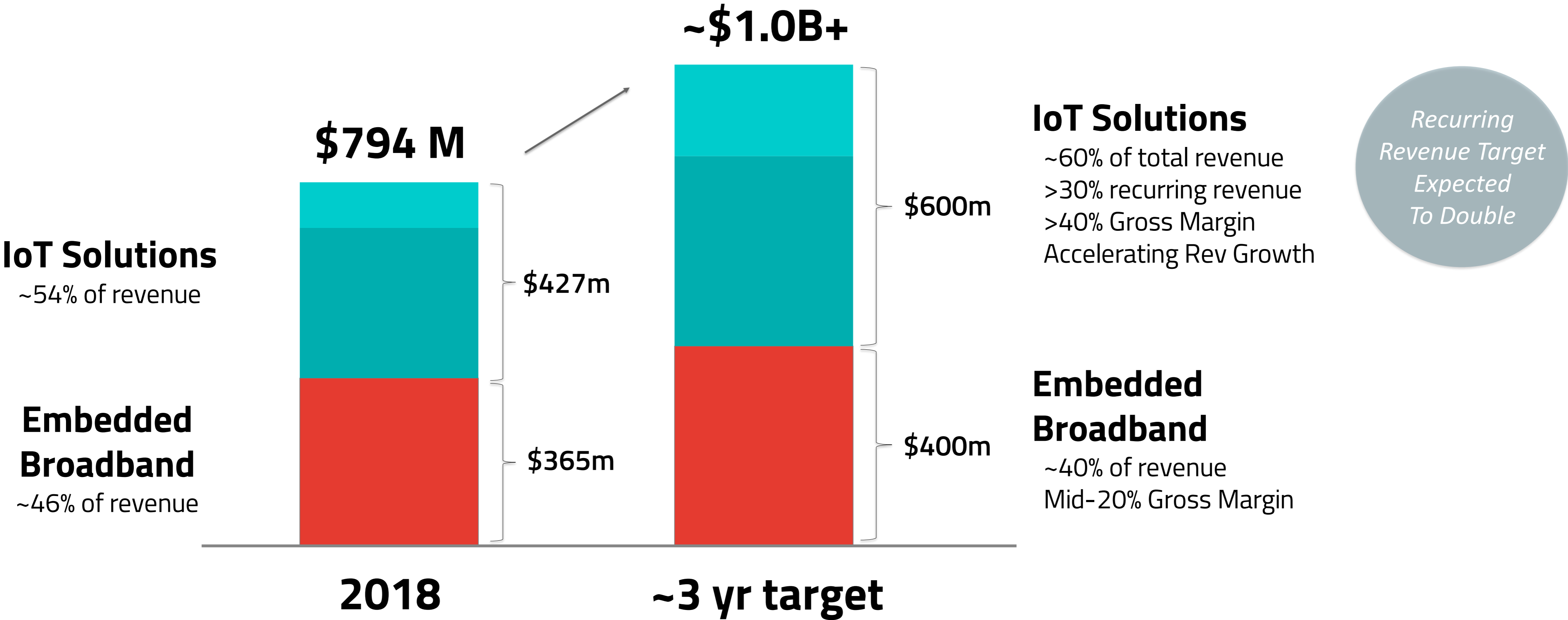


Mann + Hummel
Preventative Maintenance for Fleet Transport

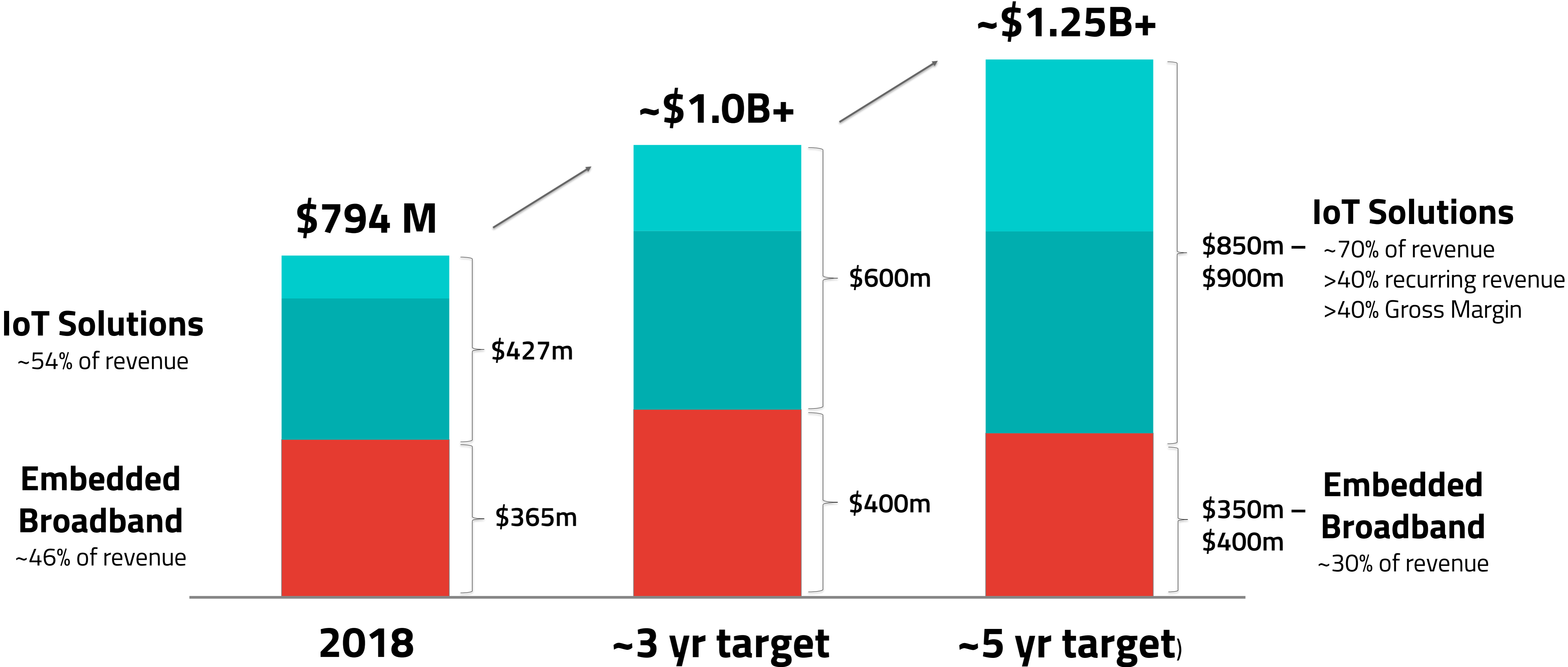


Chargepoint
EV Charging stations for Public, Private & Fleet

Growing IoT Solutions



Long Term IoT Solutions Growth



Transformation Agenda

- **Newly Focused Go To Market**
 - Single global focused sales team – all device and recurring revenue quota
 - Solutions expertise – accelerating customer deployments
 - Marketing leadership
 - Incremental focus on partnerships
- **Single Solutions Organization**
 - Integrated Device-To-Cloud Solutions
 - Building strong differentiation
 - Significant efficiencies
- **Investing for Growth**
 - \$40-\$50 Million in cost reductions
 - Re-vector investment into solutions leadership
- **Performance Share Program – Recurring revenue focus**

Sierra Wireless: Global Leader in IoT Solutions

IoT Devices: #1 share in cellular Embedded Modules & Gateways

IoT Solutions: Global MVNO, Smart SIM, AV Cloud, 3M+ subscribers

Innovation: Octave (Data Orchestration), Security, Edge Intelligence

Execution: Leading support for global customers and partners

Partnerships: Expanding our partnerships in the IoT ecosystem

Sierra Wireless: Global Leader in IoT Solutions