



Marc Overton  
Chief Solutions Officer

**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](http://www.sedar.com) and on EDGAR at [www.sec.gov](http://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.

# Sierra Value Proposition – Integrated Secure Solutions



- Simplify IoT deployments to maximise success
- Global IoT Carrier Network with dedicated support
- Deep device management & cost effective processing at the edge
- Single GTM account structure

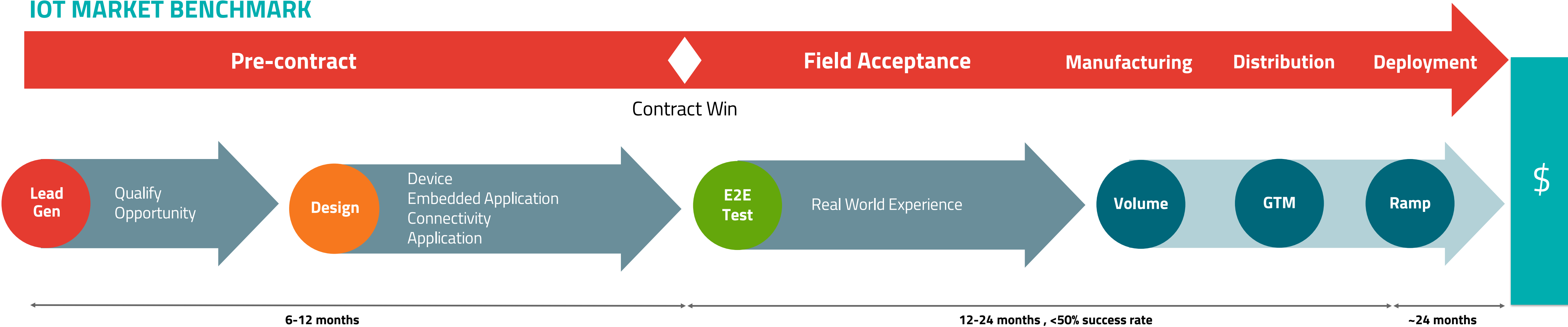
# Recent Services Opportunities – Use Case Examples

Potential 5 Year Services Revenue Opportunity			
 Manufacturing Assets	Connected Vacuum Drives	Device-to-Cloud with OCTAVE	\$6M
 Infrastructure Monitoring	Commercial Building Management	Device-to-Cloud	\$3.6M
 Manufacturing Assets	Industrial Water Pumps	Ready to Connect	\$1.7M

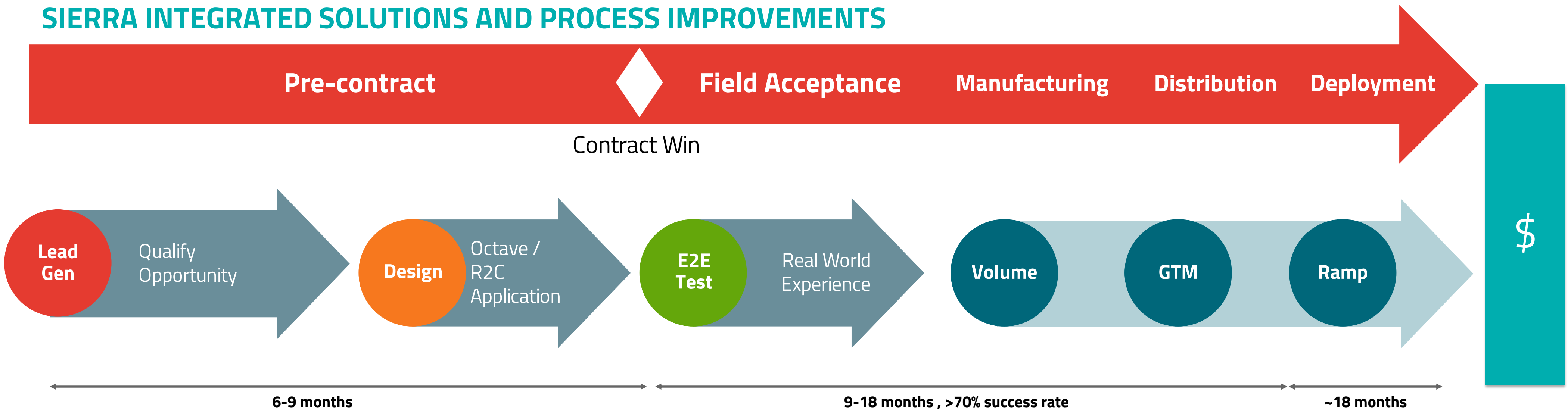


# Improving IoT Time to Revenue and Increasing Success

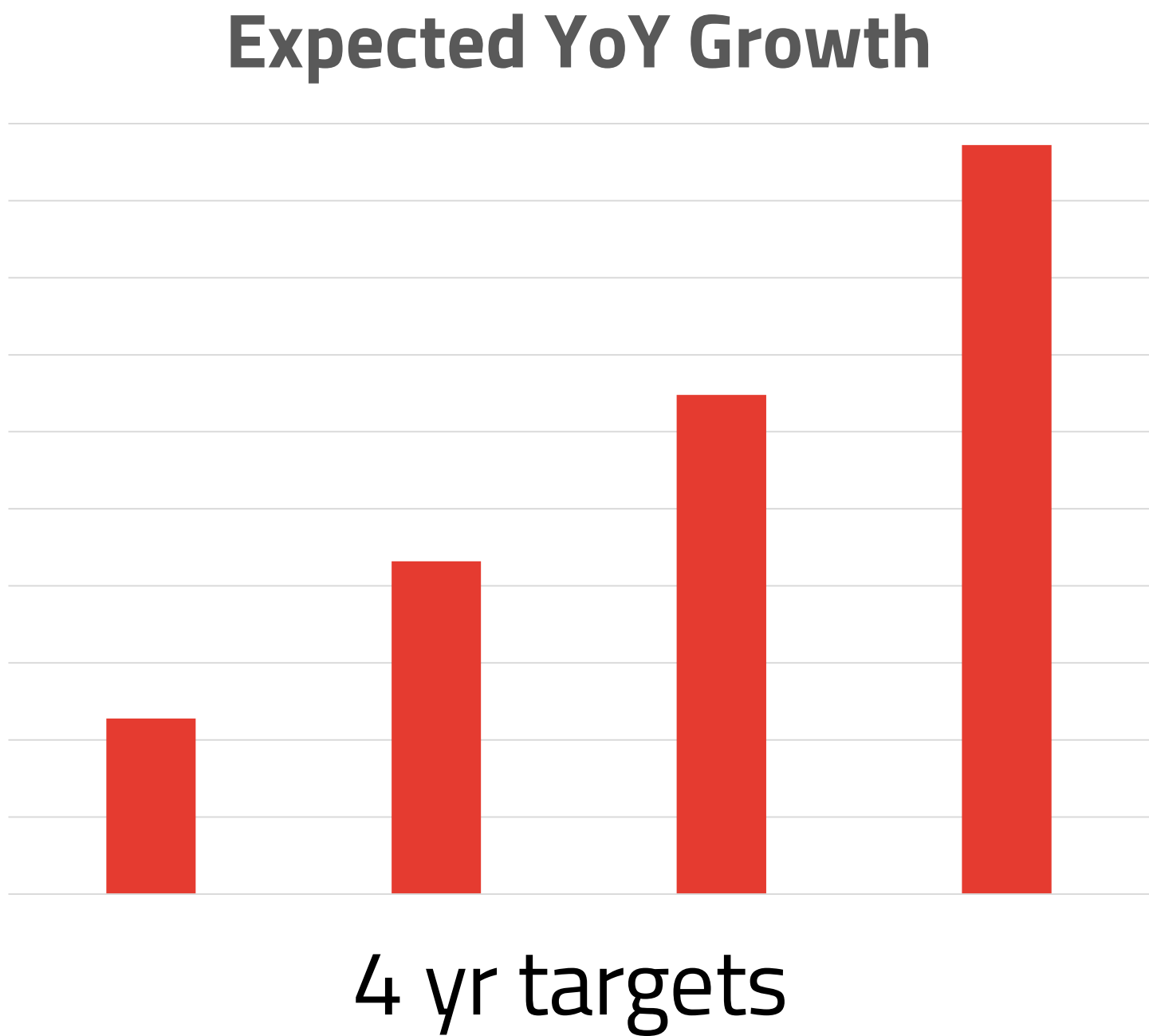
## IOT MARKET BENCHMARK



## SIERRA INTEGRATED SOLUTIONS AND PROCESS IMPROVEMENTS



# Improving IoT Time to Revenue and Increasing Success



**\$** **Lifetime Value** – *Service design wins in 2019 expected to deliver ~\$400m - ~\$450m in LTV*





"Sierra provided critical IoT technology for us to differentiate our products and offer a valuable service to our customers."

**Valentí Freixanet**

Mobile, Software & IoT product owner,  
Girbau







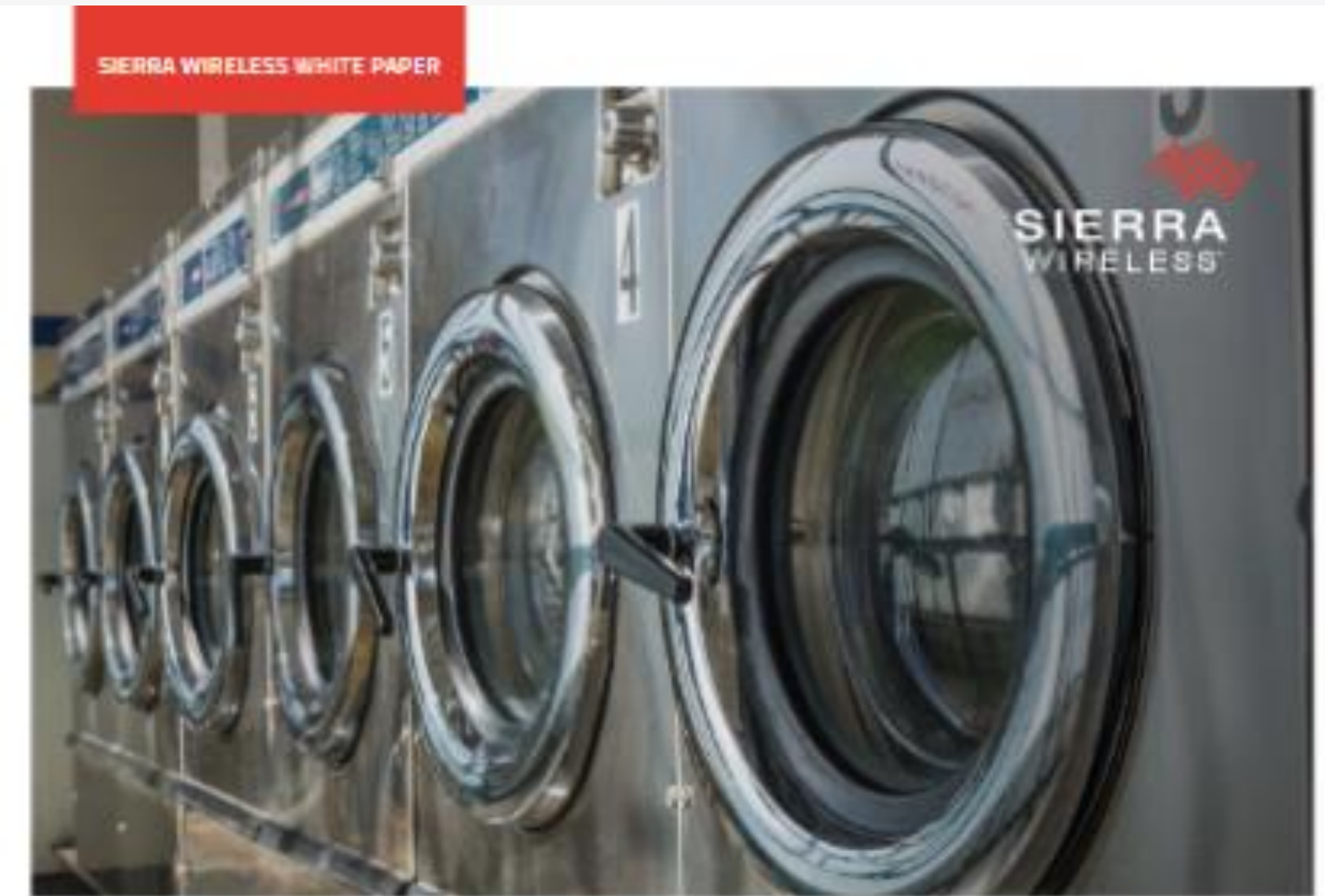
## Challenge: Transform Commercial Laundry

- Deliver value-added services to laundry owners
- Provide preventive maintenance to increase efficiency and reduce downtime



## Outcome: Improved Customer Experience

- Reduction of operating costs for laundry owner and increased uptime
- Enabled by Sierra fully integrated device-to-cloud solution



### The Power of Data Orchestration for Commercial Washing Machines

The Industrial Internet of Things (IIoT) has made equipment more efficient while improving customer experiences. For the first time, it enables manufacturers to gather and analyze sensor-based data to enhance operations. Every year, Sierra Wireless finds more applications for this exciting new technology. Now, we are applying the benefits of the IIoT to commercial and industrial washing machines.

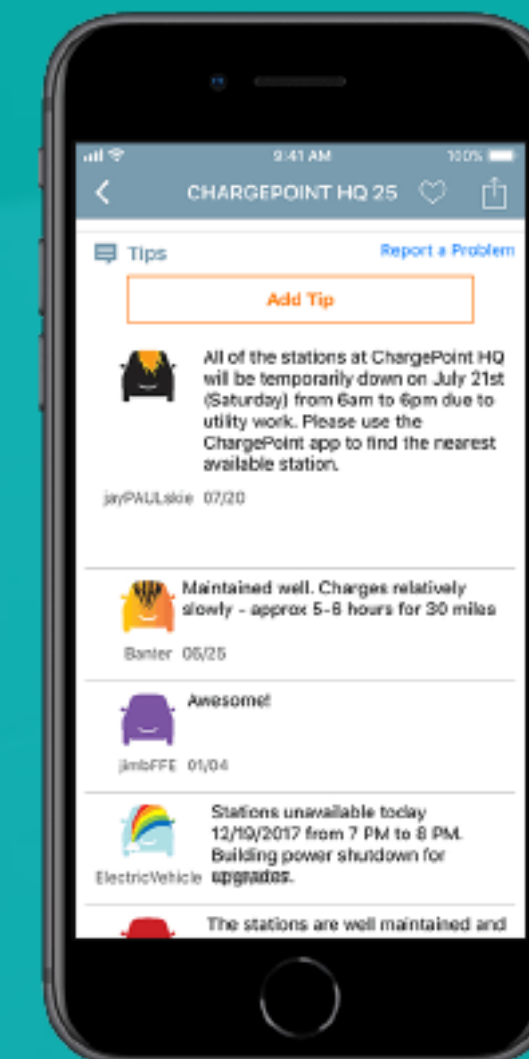






**-chargepoint+**

Sierra R2C solution  
enables vehicle  
charging solution as a  
service.



-chargepoi





## Challenge: Transform Vehicle Charging

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- Deploying EV charging stations as a service, reduce entry cost by conserving Capex
- Future proofing their systems to enable substantial global scale



## Outcome: Charging Stations As A Service

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- New revenue streams, with global charging stations available by 2025
- Powered by Sierra Wireless LPWA Ready to Connect Solution



# MANN + HUMMEL

“With Sierra solution, we’re helping fleet managers reduce downtime and save as much as \$4,200 per machine, per year.”

**Charles Vaillant**

Chief Technology Officer, MANN + HUMMEL







## Challenge: Transforming Fleet Maintenance

- Remote monitoring of filters for large industrial and agricultural vehicles
- Evolving to always-on predictive maintenance services



## Outcome: New Predictive Maintenance Services

- Maintenance savings for Mann + Hummel customers up to \$840k (for 200 machines)
- Powered by Sierra Smart SIM, combined with AirVantage IoT platform



# NIMB



"With R2C, we developed a fully autonomous safety system that fits into our form-factor & works anywhere in the world."

**Leo Bereschansky**

Founder and CEO, Nimb







## Challenge: Transform Personal Safety

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- Deliver the world's first cellular connected safety ring with activation button
- Fully autonomous personal safety device with very small size factor



## Outcome: Fast Time To Market

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- Fast to market, with best-in-class innovation
- Powered by Sierra HL78 Ready-to-Connect solution