



AIR
SELFIE

The World's Only
Pocket-Sized HD
Aerial Photographer



Overview

Building a new Category – Aerial Camera
Strong consumer demand through airselfiecamera.com
Global distribution to support demand



AIR PIX is coming soon to these and many more retailers:

AIR
SELFIE

amazon

BEST
BUY

MediaMarkt

BicCamera

ADORAMA
MORE THAN A CAMERA STORE

\$8M+

In sales and pre-orders since 2017

110

Number of countries AirSelfie is sold in

13.7K

Indiegogo backers generating \$1.6M

4.91X

ROAS for ads directing to DTC website

The World Loves to Take & Share Selfies

Fueled by the **3.5 billion smartphone install base** the global selfie phenomenon crosses every generation, culture and gender.



Over 8.6M selfies are posted to
Instagram everyday

- Adweek

The Problem

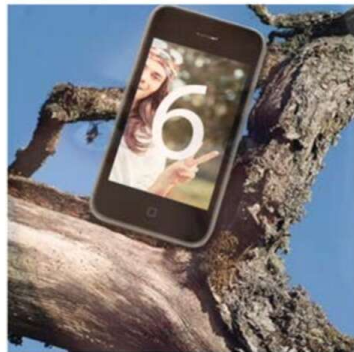
The **millions of selfie takers*** are looking for a better way to shoot and share their life's adventures.



Awkward looking poses



Mirror selfies



Precariously balancing your expensive phone



Terribly cropped shots



Ridiculous looking selfie stick



Handing your phone off to strangers

* Over 24 billion selfies were uploaded in 2019 by over 200 million people - Google

Introducing AirSelfie

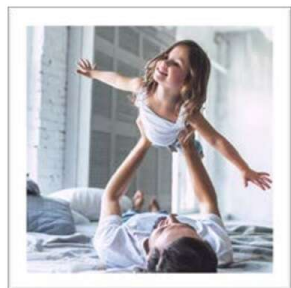
Your Personal Pocket-Size Aerial Camera

convenient extraordinary
unique high quality
easy smart
engaging affordable

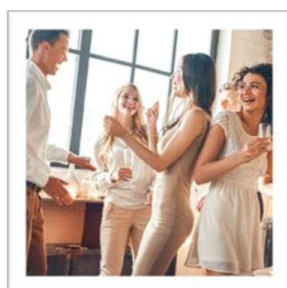


AirSelfie is for Everyone

AirSelfie App and Auto-Fly autonomous flight modes make it so easy that anyone can take stunning selfies just about anywhere.



Airplane Rides



Fun with Friends



Special Occasions



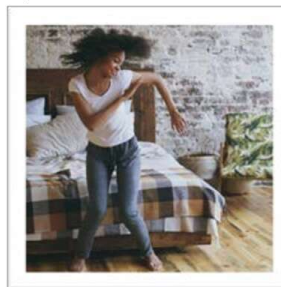
Sports Events



At the Pool



Making the Shot



Feeling It



At the Lake



On a Hike



Flipping an Ollie

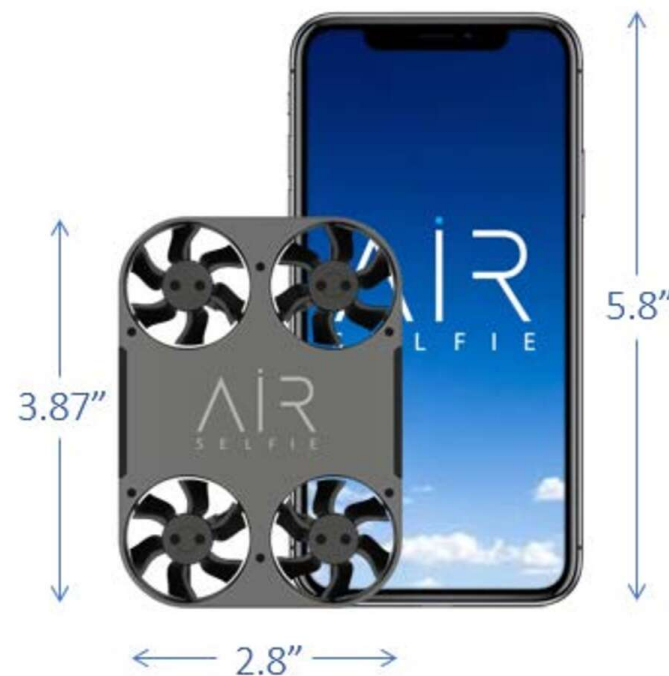


Catching Some Air



Girls Night Out

Over **50,000 AirSelfie aerial cameras** sold & pre-ordered.



2.8 oz Feather-light chassis does not require registration

AirSelfie is Addressing a \$100B Market

AirSelfie allows smartphone users the ability to take much better selfies & then post them to social media where they are likely to get more likes.



AIR PIX



AIR DUO



AIR PIVOT



AIR SKY



AIR BLADE

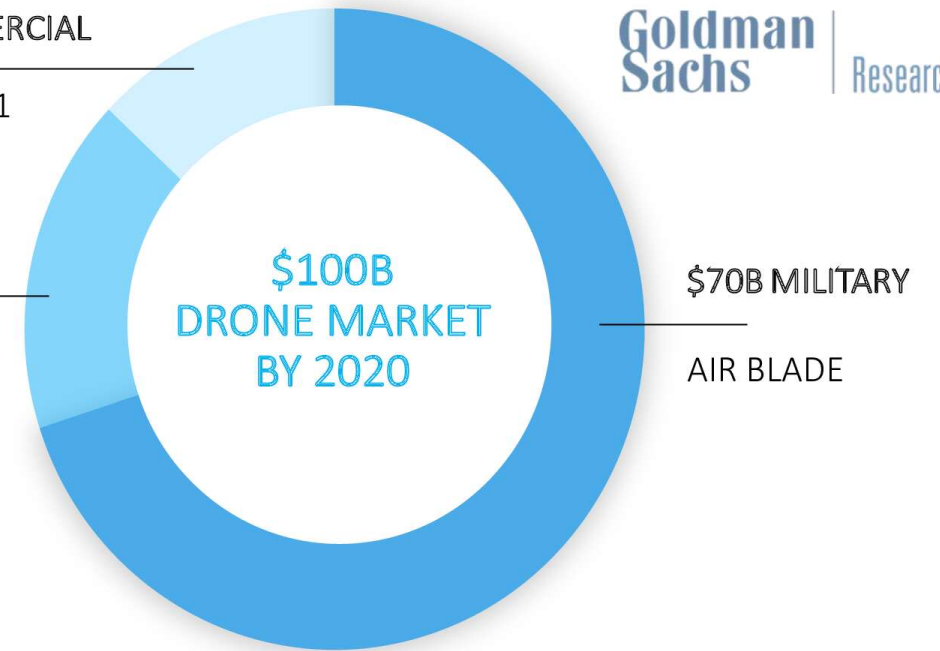
\$13B COMMERCIAL

ROADMAP '21

**\$17B
CONSUMER**

AIR PIX
AIR PIVOT
AIR DUO
AIR SKY

Goldman Sachs | Research








\$70B MILITARY
AIR BLADE

\$100B MARKET OPPORTUNITY

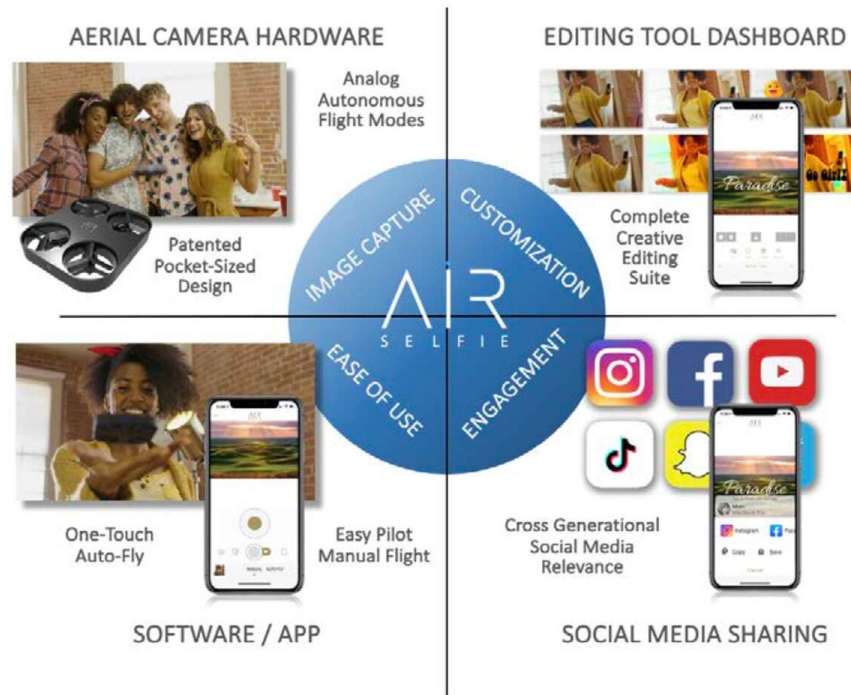
AirSelfie - The Perfect Selfie Machine

AirSelfie aerial cameras have features and performance you would expect to see on devices that cost much, much more.

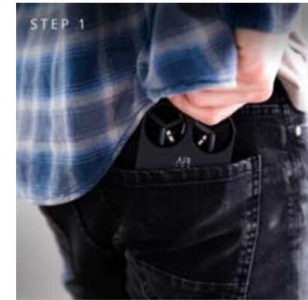
	Convenient Pocket-Size	Hands-Free Operation	Autonomous Operation	Indoor & Outdoor	Intuitive App Piloting	Image Editing	Instant SM Sharing	Average Cost
 AirSelfie	Yes	Yes	Yes	Yes	Yes	Yes	Yes	\$175
 DJI Mavic Mini	No	No	No	No	No <small>Uses a Remote Controller</small>	No <small>Limited Video Editing Only</small>	No	\$400
 GoPro Action Camera	No	No <small>Must be Mounted</small>	Yes	Yes	No	Yes	Yes	\$375
 Smartphone	Yes	No	No	Yes	Yes	Yes	Yes	\$530
 DSLR Camera	No	No	No	Yes	No	No	No	\$450

Intellectual Property and A.I.R. Platform

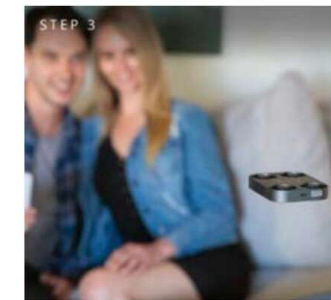
A.I.R. - Aerial Imaging Robotics Platform.



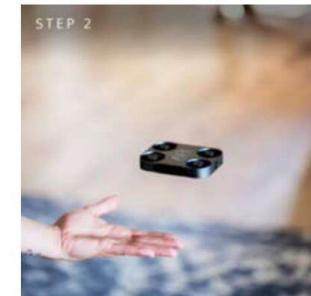
One-Touch Operation makes AirSelfie Easy to use



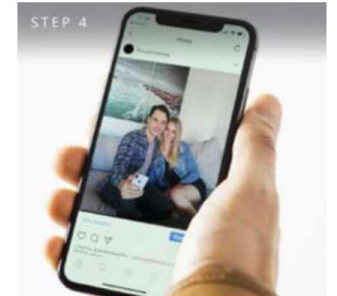
Take AirSelfie out of your pocket



Let it fly and frame



Shoot the perfect selfie



Edit and instantly share your images

AirSelfie in the Media

“AirSefie is a king of the consumer selfie world”

Forbes

“The upgraded pocket-sized drone just wants to be free.”

Mac Sources

“This pocket-sized flying camera takes the perfect aerial selfies”

Mashable

“If you are looking for a cool way to revolutionize your selfies here’s an Italian idea that could help you: AirSelfie

WIRED

"It's pocket-size and super light... So you can take it anywhere. AirSelfie2 will up your selfie game!"

BuzzFeed

“If you just got used to selfie sticks, we are sorry for you. Get ready to shoot flying images with AirSelfie ”

HUFFPOST



CES 2020 - AirSelfie was ranked in the top 8% of all exhibitors for traffic, won multiple “Best of CES” Awards, was highlighted on the CBS Morning Show as a Top Product at CES and had 50+ articles and interviews .

AirSelfie Aerial Camera Roadmap

The AirSelfie rollout of aerial cameras in 2020 and 2021 includes a mix of strategic features and key price points.

2020



AIR PIX

Affordable and intuitive entry-level aerial camera. One-touch and Auto-fly functions

Fourth Quarter 2019
SRP: \$99.95



AIR PIVOT

Features 180° manual tilting camera. Landscape and zenith photos and HD videos. One-touch and Auto-fly functions

Third Quarter 2020
SRP: \$179.95



AIR DUO

Features intelligent dual camera sensors for landscape and zenith HD photos and Video. One-touch and Auto-fly functions

Third Quarter 2020
SRP: \$229.95



AIR SKY

Features intelligent dual lenses. Waterproof, Multiple flight sensors, 3D printed airframe. HD photos and 4K videos. One-touch and Auto-fly functions

First Quarter 2021
SRP: \$249.95



AIR BLADE

Airselfie's technology focused on use in tactical markets. Multi-camera, multi sensor for Military, Polices, Fire and First Responders who need visual access to unapproachable areas.

2021
SRP: NDA

An Executive Team of Seasoned Professionals

AirSelfie has assembled a best-in-class team of industry leaders in every discipline of the business,

GLOBAL TEAM



Stefano Cabella
President

Proven leader in the consumer electronics and FMCG product industry and with executive experience at international brands like Lavazza.



Greg Appelhof
CEO

Innovative marketer and entrepreneur with extensive start-up experience in the CE category and expertise in all facets of the go-to-market process for brands household name brands like Nest and Adidas.



John McCarvel
COO

Past CEO and COO of Crocs and President of PopSockets, the mobile accessory phenomena, John brings C-Suite experience in supply chain and operational strategy and management.



Eileen Murphy
Head of Sales NA

Seasoned veteran in the photography industry at Kodak for 28+ years with integral insights into the CE industry and opportunity identification and customer acquisition.



Steve Muttram
Head of Sales EMEA

As the former CEO & COO of the mobile accessory brand Olloclip & founder of Expand CE, Steve brings strategic business expansion expertise to AirSelfie



Charles Michael Yim
Serial Entrepreneur

Charles is an accomplished entrepreneur and investor with 2 successful exits and has raised \$100M for ventures. His successful Breathometer pitch on Shark Tank raised \$1M.



Gregor Berkowitz
CTO

Experienced leader in business and technical management of CE product planning, development, sourcing and mass production. Gregor was instrumental in the launch of the popular FLIP video camera.



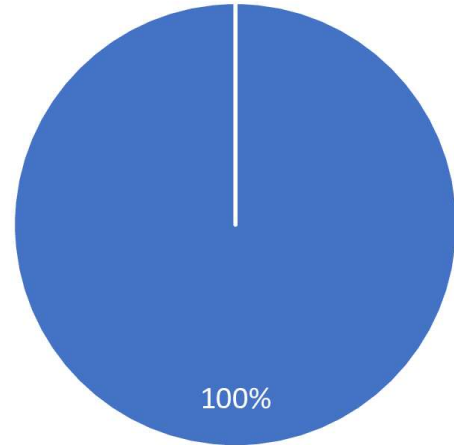
Geoffrey Lewis
Distribution Expert

Geoffrey is a highly respected logistical operations strategist who founded Wynit Distribution and specializes in start-up launches and advising entrepreneurial ventures.



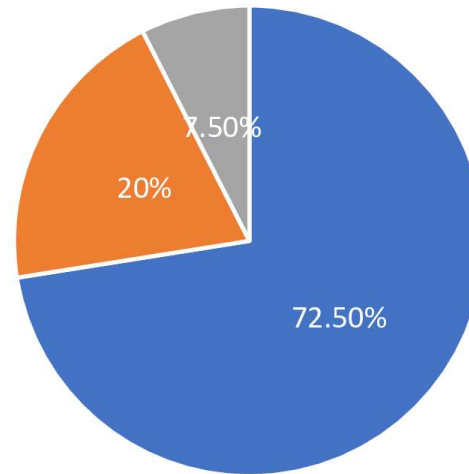
Use of Funds

Minimum Raise



■ Inventory ■ ■ ■

Maximum Raise

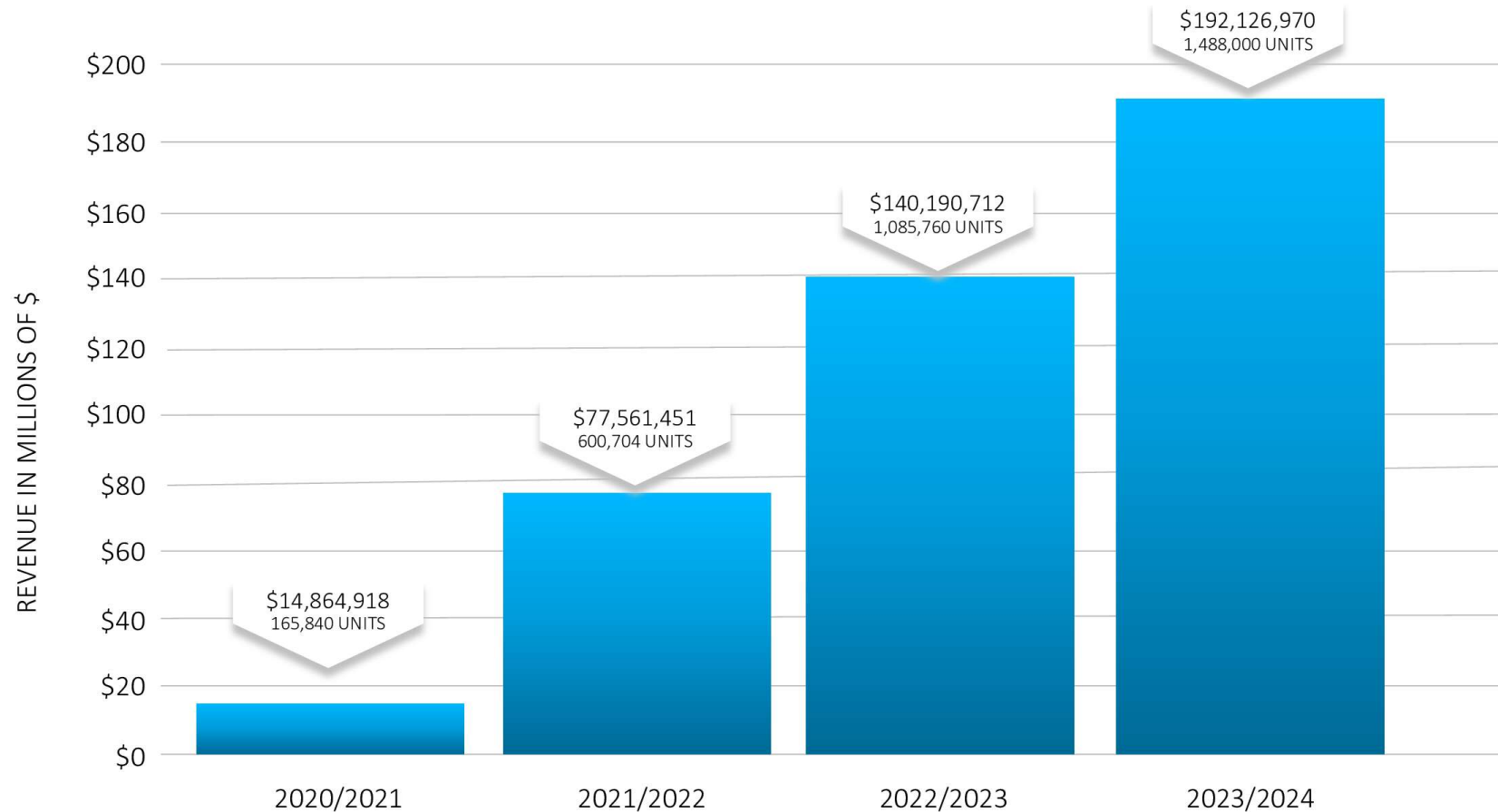


■ Inventory
■ Expansion/Marketing
■ Team



AirSelfie - The Future of Personal Photography

Revenue Projections



AirSelfie
Powerbank
Accessory
historically
attaches at
52%

DTC
Revenues
forecasted
at 25% of
total