Q2 2021 Results
August 16, 2021 | 8:30 am ET
Safe Harbor Statement

This presentation has been prepared by Minim, Inc. (the “Company”) solely for informational purposes based on its own information, as well as information from public sources. This presentation has been prepared to assist interested parties in making their own evaluation of the Company and does not propose to contain all of the information that may be relevant. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data set forth in the presentation and any other information provided by or on behalf of the Company. This presentation does not constitute an offer to sell, nor a solicitation of an offer to buy, any securities of the Company by any person in any jurisdiction in which it is unlawful for such person to make such an offering or solicitation. Neither the Securities and Exchange Commission nor any other regulatory body has approved or disapproved of the securities of the Company or passed upon the accuracy or adequacy of this presentation. Any representation to the contrary is a criminal offense.

Except as otherwise indicated, this presentation speaks as of the date hereof. The delivery of this presentation shall not, under any circumstances, create any implication that there has been no change in the affairs of the Company after the date hereof. Certain of the information contained herein may be derived from information provided by industry sources. The Company believes that such information is accurate and that the sources from which it has been obtained are reliable. The Company cannot guarantee the accuracy of such information and has not independently verified such information.

This presentation contains forward-looking statements within the meaning of the federal securities laws. These forward-looking statements include all matters that are not historical facts. They appear in a number of places throughout this presentation and include statements regarding our intentions, beliefs or current expectations concerning, among other things, our prospects, strategies and the industry in which we operate. We derive many of our forward-looking statements from our operating budgets and forecasts, which are based upon many detailed assumptions. While we believe that our assumptions are reasonable, we caution that it is very difficult to predict the impact of known factors, and, of course, it is impossible for us to anticipate all factors that could affect our actual results. Forward-looking statements should not be read as a guarantee of future performance or results and may not be accurate indications of when such performance or results will be achieved. In light of these risks and uncertainties, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially from those anticipated or implied in the forward-looking statements. A number of important factors could cause our actual results to differ materially from those indicated in these forward-looking statements, including the potential increase in tariffs on the Company’s imports; potential difficulties and supply interruptions from moving the manufacturing of most of the Company’s products to Vietnam; risks relating to global semiconductor shortages; potential changes in NAFTA; the potential need for additional funding which the Company may be unable to obtain; declining demand for certain of the Company’s products; delays, unanticipated costs, interruptions or other uncertainties associated with the Company’s production and shipping, including chip shortages; Company’s reliance on several key outsourcing partners; uncertainty of key customers’ plans and orders; risks related to product certificates; Company’s dependence on key employees; uncertainty of new product development; costs and senior management distractions due to patent related matters; risks from a material weakness in our internal control over financial reporting; the impact of the COVID-19 pandemic; and other risks described under the heading “Risk Factors” in the Company’s registration statement on Form S-1, filed with the Securities and Exchange Commission (File No. 333-257656).
In Q2 21, Minim grew top line revenue by 45%

This is a 73% acceleration over our Q1 growth

Competitors grew in single digits or saw significant declines in the same segment for the same period
Our Vision

Making routers go the way of the mobile phone

Today’s routers are simple, single-purpose devices that rarely receive firmware updates and have underdeveloped management applications, making them the #1 target in residential cybersecurity attacks.

We believe the router must offer frequent security updates, helpful apps, extensive personalization options and a delightful interface. That is what Minim delivers— not just the router or just an app, but an intelligent router managed with an integrated smart operating system that leverages cloud computing and AI to analyze and optimize the smart home, combined with intuitive applications to engage with it.
On The Call Today

Gray Chynoweth
CEO, BOARD DIRECTOR

• 16+ years experience in executive roles in Technology at Minim, Dyn, DEKA | ARMI and SilverTech
• Former COO Dyn, grew to 500 employees and nearly $100M ARR prior to being acquired by Oracle for $600M+
• Held several Board appointments for nonprofits, specializing in Governance
• Received JD, Duke University School of Law; MA, Public Policy, Duke University; BA, Political Science, UC Berkley

Nicole Zheng
PRESIDENT & CMO

• 11+ year SaaS CMO at Minim, Antidote Technologies, and OnSIP (ACQ: Intrado) and cofounder, Minim (pre-merger)
• Former Management Associate at L’OREAL USA, consumer goods manufacturing experience
• Received BS, Materials Science & Engineering and BS, Engineering & Public Policy, Carnegie Mellon University; Finance & Accounting & Management Certifications, Wharton Online

Sean Doherty
CFO

• Former financial management positions at Pulpit Rock Consulting, Bottom Line Technologies, Oracle
• Received MBA, Financial & International Management, Northeastern University, BA, Economics & Finance, SNHU; BS, University of Melbourne. Certified Corporate FP&A Professional

NASDAQ: MINM
Overview of Financial Results

Accelerated revenue growth
Accelerated revenue growth to 45% on a YoY basis, up from 26% YoY growth in Q1 21.

Tripled deferred revenue mix
Increased our deferred-revenue-to-recognized revenue ratio from 2% in Q1 21 to 7% in Q2 21.

Maintained ~30% gross margin (+940 BPS YoY)
Maintained gross margin at about 30%, which is up 940 basis points YoY.

Adjusted EBITDA ($0.3M); $0.5M project expense
Adjusted EBITDA of ($0.3M) in Q2 21, down $0.3M in Q1 21. Contributors: one-time scrap expense in warehouse cleaning project; air freight for Amazon Prime Day; component costs.

Gross capital raise of $25M
Announced 8/2/21: Closed a public offering of 10M shares of common stock for $25M ($22.7M net). Proceeds to be used for general corporate and working capital purposes, supporting growth plans.

Asset sale of $4M
Announced 8/16/21: Completed an asset sale of the ZOOM trademark for cash consideration in the amount of $4 million.

Early innings of ISP / SMB opportunity
Expanding product features for businesses and ISPs; supporting ISPs’ Connect America Fund compliance and securing hybrid work environments.
## Operational Momentum

<table>
<thead>
<tr>
<th>Corporate Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Changed our name to Minim, Inc.</td>
</tr>
<tr>
<td>● Uplisted to the NASDAQ Capital Market 7/7/21 (Ticker: MINM)</td>
</tr>
<tr>
<td>● Elevated Nicole Zheng to President</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sales and Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>● More sales in Amazon Prime Day in 2021 than past 4 years’ Prime Day combined</td>
</tr>
<tr>
<td>● Expanded retail footprint to new US and India retailers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product &amp; Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Awarded patent that protects our differentiated innovation in mesh networking</td>
</tr>
<tr>
<td>● Scaled platform in Europe and completed new app</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supply Chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Navigated chipset challenges with a 5-prong strategy to mitigate risk</td>
</tr>
</tbody>
</table>
## Corporate Developments

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 20</td>
<td>Minim and Zoom Telephonics merged</td>
</tr>
<tr>
<td>Jan 21</td>
<td>New board convened for first organizing meeting</td>
</tr>
<tr>
<td>Mar 21</td>
<td>Established new, significantly expanded credit facility with SVB</td>
</tr>
<tr>
<td>Apr 21</td>
<td>Elected RSM as new auditor</td>
</tr>
<tr>
<td>Jun 21</td>
<td>Completed name change to Minim, Inc.</td>
</tr>
<tr>
<td>Jul 21</td>
<td>Began trading on NASDAQ (Ticker: MINM)</td>
</tr>
<tr>
<td>Aug 21</td>
<td>Closed $25M public offering round; completed $4M disposition of trademark asset; research coverage from B Riley and Northland begins</td>
</tr>
</tbody>
</table>
Sales & Marketing Highlights

Retail & ecommerce performance

• Prime Day 2021 performance reached highest sales days to date, totaling $0.87M over 2 days
• Took #1 spot in June 2021 in Best Buy for modem and modem/router sales
• Added HSN, Home Depot, Lowe’s, Sam’s Club, BJs to retailer footprint
• Launched Motorola MH7020 Mesh System in Amazon.in & Flipkart.in

B2B channel highlight

• Minim has been selected by South African ISP Vox as the WiFi as a Service platform to underpin its next-generation WiFi offerings on MikroTik routers
• Vox is targeting 400K subscribers in the next few years
Product Highlights

Highest ASP products by category driving top line

- **Modem/Router**: Motorola MG8702 – 13% total sales in Q2 21, up 14% QoQ
- **Modem**: Motorola MB8611 – 26% sales in Q2 21, up 104% QoQ
- **Mesh WiFi**: Motorola MH7020 System – 11% sales in Q2 21, up 881% QoQ

Technology innovation and scale

- Awarded PAT US20200403875A1 in Q2 21 for a standard and intuitive mesh network setup
- Commenced production use of European Data center
- Completed development and testing of motosync, powered by Minim — app to launch with WiFi 6 product family this fall
## Supply Chain Management

<table>
<thead>
<tr>
<th>Extended forecast</th>
<th>• Extending component order forecasts to 52 weeks, longer planning lead time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct relationships</td>
<td>• Building direct relationships with chipset vendors for purchasing</td>
</tr>
<tr>
<td>Multi-channel sourcing</td>
<td>• Sourcing and purchasing our own supply chain from brokers and channels</td>
</tr>
<tr>
<td>Inventory optimization</td>
<td>• Aligning Marketing &amp; Operations to manage product inventory</td>
</tr>
<tr>
<td>Chip substitution</td>
<td>• Sourcing chip substitutes and re-engineering products to take advantage of the availability of alternative components</td>
</tr>
</tbody>
</table>
Forward Outlook

- Back-to-school season, followed by holiday season typically good seasonal sales drivers.

- Upcoming launch of WiFi 6 product family with moto sync for highly connected gamers, streamers, remote workers, remote learners who have a need for speed, security, and control.

- Upcoming launch of performance test suite for ISPs to benchmark broadband speed delivery to subscribers, to be used in Connect America Fund eligibility/compliance and marketing materials.

- Continued risk mitigation efforts in supply chain and talent recruitment and retention.

- Continued top line growth and operational efficiency to be reflected in EBITDA profitability as we exit FY 21.
Finance Overview

**Strong top line results**
Accelerating revenue growth (+45% YoY) and expanded gross margins by 940 basis points YoY

**Validation of software strategy**
Deferred revenue grew 279% in Q2 21 over Q1 21, hitting $1.0M

**Cash flow from operational improvement**
Material improvement QoQ with ($0.4M) in Q2 21 versus ($5.0M) in Q1 21

**Cash infusion**
Subsequent to quarter-end, successfully raised $25M (gross) in a public offering of common stock, and completed trademark asset sale to Zoom Video Communication, Inc. for $4M

**Growth-focused**
Uplisted to the Nasdaq Capital Market. Building investor engagement for sustainable growth of software-driven products. Continued investment in optimizing inventory to meet demand, marketing and sales performance, and new product development

**Sidoti Summer Virtual Microcap Investor Conference**
*Aug 18, 2021, 10:00 am ET*
Revenue Focus

Strong revenue growth
The 26% YoY growth recorded in Q1 21 accelerated to 45% in Q2 21, recording $14.9M of revenue

Overcome historical retail sales seasonality
Seasonality in Q2 21 largely overcome with targeted sales & marketing focus; Q2 21 revenues in-line with Q1 21

Driving these results:

- Optimized inventories in Amazon ahead of Prime Day – recorded nearly $0.9M in sales which was more than previous four Prime Days combined

- Higher ASP products such as the Motorola MG8702 which sells at a 69% premium over its predecessor
Profitability Metrics

Adjusted EBITDA ($0.3M); $0.5M project expense
Adjusted EBITDA of ($0.3M) in Q2 21, down $0.3M in Q1 21. Contributors: one-time scrap expense in warehouse organization & optimization project; air freight for Amazon Prime Day; component costs.

Improvement in Cash Flows from Operations
Steady improvement can be seen since the Q4 20 merger, primarily driven by:

- Increasing operational efficiency yielding effective management of expenses and accruals
- Inventory levels being optimized for customer demand and to hedge against chipset shortages
Balance Sheet Focus

Q2 21 Ending cash balance of $1.6M
Cash balance is $0.4M higher than Q1 21

Inventory levels continue to ramp
Getting ahead of strong customer demand and as hedge to continuing supply chain risks

Deferred revenue of $1.0M
Increased by nearly 300% to $1.0M in Q2 21 from 0.3M in Q1 21

Line of Credit balance ended Q2 at $7.2M
Company had an additional $2.8M available on the line

Subsequent Net Cash Inflows
Proceeds from $22.7M (net) public offering and $4.0M from trademark asset sale
New management team installed in 2020
Implemented new strategies that delivered record performance for 4 consecutive quarters

Rapidly growing e-commerce business with long runway for additional expansion
Rapidly adding new retail partners to broaden distribution both in the US and globally. Outperforming product category by 17% (6/30/21). #2 modem brand in Amazon

Motorola partnership creates significant smart home product potential beyond networking
Long-term extension of global exclusive license added product category connected security

Margin expansion story
940 basis points margin expansion YoY, driven by a differentiated offering, improved marketing, and a seller central model

Industry-wide inflection points
WiFi 6E, 5G, satellite ISP services are accelerants to network expansions and upgrades. We’re positioned to ride that wave

Early innings of ISP / SMB opportunity
Expanding product features for businesses and ISPs; supporting ISPs’ Connect America Fund compliance and securing hybrid work environments
Open for Q&A

Gray Chynoweth  
CEO, BOARD DIRECTOR  
- 16+ years experience in executive roles in Technology at Minim, Dyn, DEKA | ARMI and SilverTech  
- Former COO Dyn, grew to 500 employees and nearly $100M ARR prior to being acquired by Oracle for $600M+  
- Held several Board appointments, specializing in Governance  
- Received JD, Duke University School of Law; MA, Public Policy, Duke University; BA, Political Science, UC Berkeley

Nicole Zheng  
PRESIDENT & CMO  
- 11+ year SaaS CMO at Minim, Antidote Technologies, and OnSIP (ACQ: Intrado) and cofounder, Minim (pre-merger)  
- Former Management Associate at L’OREAL USA, consumer goods manufacturing experience  
- Received BS, Materials Science & Engineering and BS, Engineering & Public Policy, Carnegie Mellon University; Finance & Accounting & Management Certifications, Wharton Online

Sean Doherty  
CFO  
- Former financial management positions at Pulpit Rock Consulting, Bottom Line Technologies, Oracle  
- Received MBA, Financial & International Management, Northeastern University, BA, Economics & Finance, SNHU; BS, University of Melbourne. Certified Corporate FP&A Professional

©2021 Minim
GAAP to Non-GAAP Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020 Amount</th>
<th>Q2 2020 Amount</th>
<th>Q3 2020 Amount</th>
<th>Q4 2020 Amount</th>
<th>Total Yr Amount</th>
<th>FY 2021 Q1 Amount</th>
<th>FY 2021 Q2 Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP Revenue</td>
<td>11,956</td>
<td>10,273</td>
<td>12,027</td>
<td>13,733</td>
<td>47,989</td>
<td>15,018</td>
<td>14,893</td>
</tr>
<tr>
<td>Net Loss</td>
<td>(752)</td>
<td>(1,528)</td>
<td>(341)</td>
<td>(1,237)</td>
<td>(3,858)</td>
<td>(546)</td>
<td>(1,554)</td>
</tr>
<tr>
<td>Other Income &amp; Taxes</td>
<td>12</td>
<td>8</td>
<td>9</td>
<td>(991)</td>
<td>(962)</td>
<td>10</td>
<td>110</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>59</td>
<td>37</td>
<td>43</td>
<td>96</td>
<td>236</td>
<td>167</td>
<td>170</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(680)</td>
<td>(1,483)</td>
<td>(289)</td>
<td>(2,132)</td>
<td>(4,584)</td>
<td>(368)</td>
<td>(1,274)</td>
</tr>
</tbody>
</table>

**EBITDA Adjustments**

- Revenue Books to GAAP: -
- Air freight: - 881
- Tariffs: 1,493 1,040 116 96 1,540
- Merger Deal Costs: - 324 1,270 1,594
- PPP Loan: -
- Stock Compensation: 127 68 87 159 441

<table>
<thead>
<tr>
<th>Total Adjustments</th>
<th>1,620</th>
<th>1,988</th>
<th>1,090</th>
<th>577</th>
<th>6,332</th>
<th>670</th>
<th>949</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EBITDA, Adjusted</strong></td>
<td>939</td>
<td>505</td>
<td>801</td>
<td>(1,555)</td>
<td>1,748</td>
<td>301</td>
<td>(325)</td>
</tr>
</tbody>
</table>