

DRIVERS: ENERGY, GHGs, ECONOMY, & LIVABILITY

Urban growth is driven by economic opportunity and social benefits. Global urban growth is expected to grow by 150% by 2050 with 7 in 10 people living in urban areas.

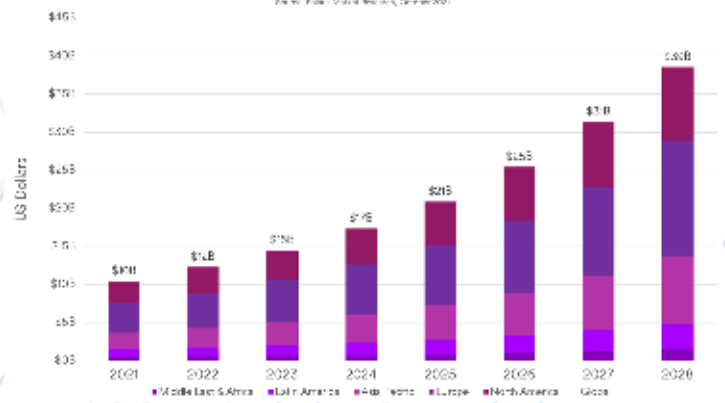
Cities are under pressure to improve livability, economic competitiveness, and cost efficiencies while reducing their environmental impact¹. Many are choosing Smart City strategies and applications to address these issues.

Electricity represents approximately 20% of global energy consumption, with 63% of electricity produced by fossil fuels.

LED lighting can reduce electricity consumption and its corresponding GHG footprint by as much as 40%. Smart Lighting control can reduce this consumption a further 30%.

Smart Cities require city-wide “internet of things” (IoT) networks to implement their strategies. Light poles are the optimal platform for the Smart City network due to their placement, height, and available power. The savings from reduced energy, operating costs, and GHG reductions make Smart Lighting projects revenue-neutral within three years.

Smart Lighting Market Size, By Region, Forecasted 2021-2028



By 2025, there are forecasted to be over 1.1 billion outdoor street and area lights worldwide. There are over 259 million outdoor lights in the United States today.

The current U.S. Smart Lighting market size is estimated at \$3.4 billion. The global market size is estimated at \$12 billion (source: Polaris Market Research, 2021).

The Smart Lighting U.S. market size is forecasted to grow by 20.6% CAGR through 2028 to \$9.6 billion and globally at \$39 billion (source: Polaris Market Research, 2021).

The global sensor market for Smart City applications is forecasted to grow to \$77 billion by 2028 (source: ResearchAndMarkets.com, 2021). Tondo provides solutions in all of these markets.

ABOUT TONDO

Tondo Smart Ltd. is an Israel-based manufacturer of Smart Lighting and Smart Networks for secure, cloud-based control of outdoor lighting, sensors, and connected devices.

Established in 2018, Tondo implemented Israel’s first Smart Lighting roadway project, and is deploying on over 200,000 light poles as of June 2022. By 2025, Tondo’s solution will be deployed on over 50% of all street lights in Israel.

Tondo is executing on a North American market expansion plan through a wholly-owned U.S. subsidiary. It will use its own team and a network of partners to create a leadership position in a market that will determine the global leader in its space.

Tondo’s Smart Lighting solutions support globally-recognized lighting, communications, and data standards. This enables Tondo’s cloud-based management system to manage a vast array of lighting, sensors, cameras, and even its competitors’ products.

Tondo’s products are also the most secure in the industry: each controller contains a dedicated cryptographic chip that prevents bad actors from accessing its devices. This protection begins on the production line, and extends from device-to-cloud at all times.

**Smart Lighting.
Smart Networks.
Smart Cities.**



Tondo’s solutions are the easiest to deploy: our Edge-IQ controller is installed on street lighting with a simple plug-and-twist.

Each installed device automatically communicates with the Tondo Cloud-IQ management system and configures itself in seconds. This significantly reduces project cost and risk for Tondo customers.

Tondo controllers form a city-wide wireless network that enable customers to manage an array of connected devices that enable the Smart City.

Tondo’s cloud-based management system enables its customers to control lighting to reduce electricity use and operating costs, provide safer area lighting, be alerted to adverse events. Our Cloud-IQ system analyzes performance data to support decision making, and integrates with existing analytics and reporting tools in the customer enterprise.

THE TONDO TEAM



Guy Saadi, CPA
CEO and Co-Founder



Micha Ben Ezra
COO and Co-Founder



Eliav Gnossen, M.Sc.
CTO



Barak Ronen, CPA
CFO



Tali Kleinman, M.Soc.
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VP Product
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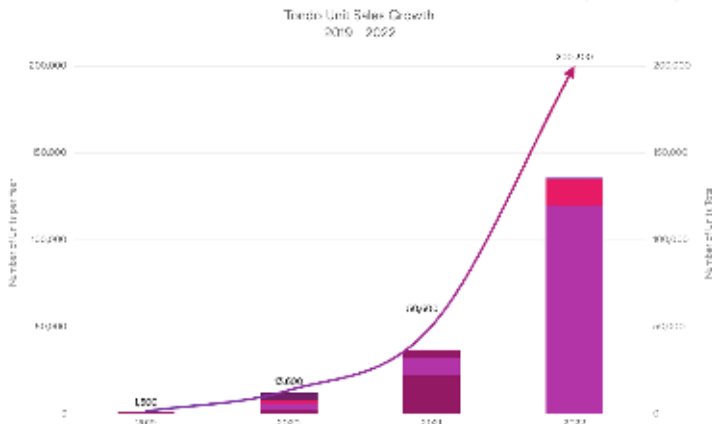
Marissa Wright
VP Sales & Marketing
North America



Gilad Babchuk
President
North America

Tondo is managed by a strong group of technology professionals with global experience in outdoor lighting, IoT technologies, artificial intelligence, data security, cloud computing, finance, marketing, sales, and scaling companies.

EXPLOSIVE GROWTH



Tondo's growth continues to accelerate, with revenue growth for 2022 expected to exceed 500%.

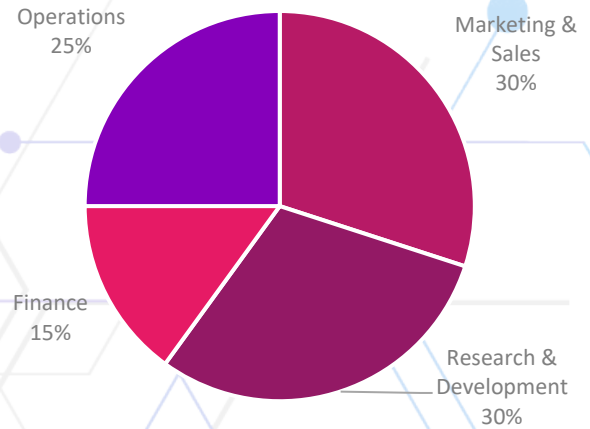
Our end-use customer sectors are:

- Cities, municipalities
- State and federal highway departments
- Electrical utilities
- Parking lots
- Commercial building management
- Public transit and railway

Tondo serves these customers through a network of service provider partners, distributors, and consulting firms.

USE OF FUNDING

Use of Funds 2022



Tondo is investing heavily into every aspect of its business to meet the demands of market growth.

We are particularly focused on:

- Sales and marketing to grow our book of business and diversifying our markets
- Scaling operations to support sales growth
- Research and development on new protectable IP
- Access to capital to fuel our growth strategies

Tondo will be a recognized global brand leader delivering the foundational platform for Smart Lighting and Smart City enablement.

SOURCES OF REVENUE

Tondo's revenue currently comes from two key sources:

- Unit sales of Smart Lighting/Smart Network controllers
- SaaS subscription revenue from cloud-based management software used to update and manage controllers, lighting, and connected sensors and devices
- Custom IoT-enablement solutions sold by Cloud of Things Ltd., recently acquired by Tondo

Significant revenue growth will come from:

- New customer acquisition for Smart Lighting/Smart Network controllers and associated SaaS subscriptions
- Sensors developed by Tondo sold to existing and new customers that communicate on the customer's Tondo network and are managed by Tondo's cloud-based SaaS management platform
- New technologies under development

Tondo's future is bright. Join us in our success.