



Investor Presentation



Halo Collar: A Life Unleashed

Replaces outdated 'invisible' underground wire fences with a system that is GPS-enabled, easier to use, more flexible and less expensive



Collar design and function designed by Cesar Millan, international celebrity & dog behaviorist with over 12M+ social media followers

Lets your dog be a dog

The Go Anywhere Wireless Fence

Halo lets you safely take your dog with you to all the fun places you go, fulfilling this mission more effectively than an invisible fence

Dogs spend most of their lives stuck indoors or on a restrictive leash. Their natural state is moving, running and exploring, at least 2 hours per day

What is Halo?



Please click to play video



Accelerated Industry Tailwinds Drive Long-Term Demand and Massive TAM

50 million dogs

total US addressable market for containment collars

90 million dogs

total US addressable market for wireless leash

10 million dogs

lost per year in the US

1M+ Invisible Fences

purchased per year

300K / monthly

Invisible Fence searches

Best-in-class Technology

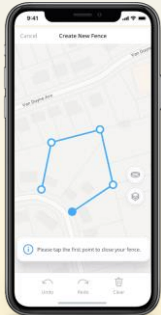
EASY SETUP & USAGE



1. Download the App



2. Fit the Collar



3. Draw the Fence



4. Enjoy

Product Technology





- ✓ **Patent-pending flexible collar design** expands as dog grows
- ✓ **Battery life** lasts more than a day and is easily rechargeable
- ✓ **Secure protection and encryption** of all data
- ✓ **Bluetooth differentiation** recognizes Halo beacons
- ✓ **Artificial Intelligence** detects if your dog is indoors or outdoors
- ✓ **Smart feedback** guides dogs back to safety
- ✓ **Smart roaming** between Bluetooth, Wi-Fi, and LTE
- ✓ **Wireless upgrades** can be performed in under 3 minutes
- ✓ **Remote troubleshooting** of any customer issues in real time

Pricing Model

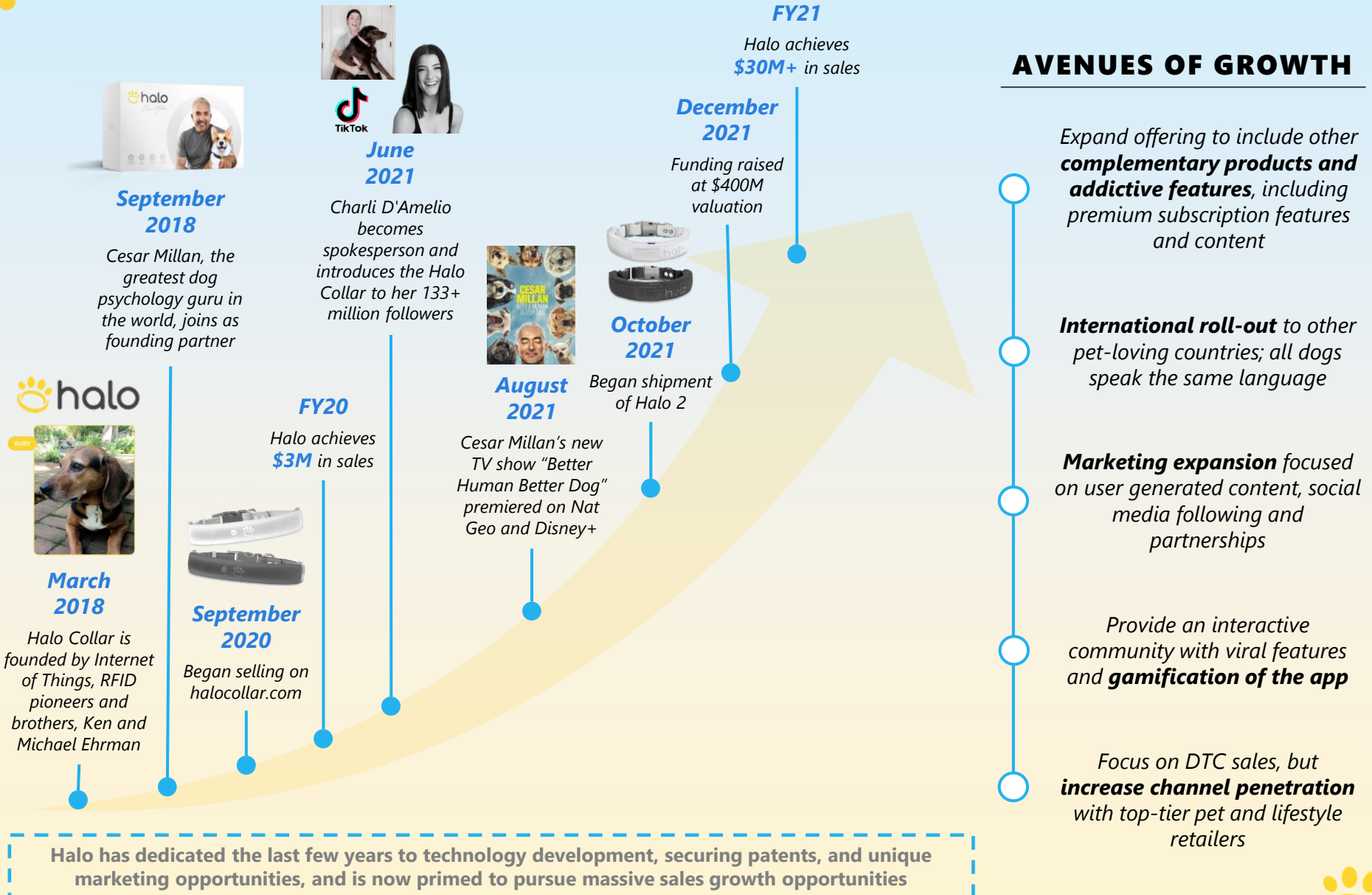
Collar Revenue	Subscription Revenue	Halo Care Revenue
\$999 Retail Price, discounted to \$699	Basic Plan: \$4.49/mo. Silver Plan: \$9.99/mo. Gold Plan: \$29.99/mo.	\$9.99/mo.

Halo's Superior Product Revolutionizes Pet Safety Options

The Only Portable Dog Containment Product That Helps Consumers Train Their Dogs

					<i>Training Collars</i>
Description	GPS and geo-fencing technology with active pet correction technology	Location and activity tracking for dogs	Underground, electrified wire along with correction collar	Basic GPS-based fence containment and tracking	Collars that facilitate dog training
Training Capabilities	<i>Designed by world renowned Cesar Millan</i> Vocal, sound and static technology trains the pet to stay within boundaries	No	No	No	Yes, but lacks proper training for the consumer to learn how to utilize the collar to train their dog
GPS Capabilities	Continuous real-time location; used to define and enforce fences Indoor/Outdoor detection	Location tracking to find dogs; not a containment system GPS updates can vary from every 2 – 6 minutes	No	Fences use GPS Tracking via LTE if dog leaves the fence area	No
Fences	Configured to your exact boundaries; easily tap or walk to create and edit fence posts	No	Limited to a single property	Owner must walk fence perimeter(s) for up to 10 fences on each collar	No
Community	Viral social community of pet-loving consumers	No	No	No	No

Halo has Built a Robust Foundation for Continued Growth and Expansion



AVENUES OF GROWTH

Expand offering to include other **complementary products and addictive features**, including premium subscription features and content

International roll-out to other pet-loving countries; all dogs speak the same language

Marketing expansion focused on user generated content, social media following and partnerships

Provide an interactive community with viral features and **gamification of the app**

Focus on DTC sales, but **increase channel penetration** with top-tier pet and lifestyle retailers

Multi-faceted Digital Marketing Strategy to Create Engagement and Buzz

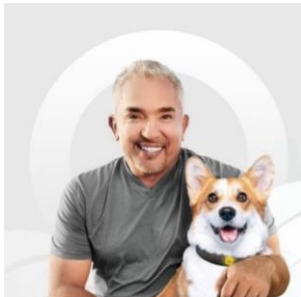
Cesar Millan



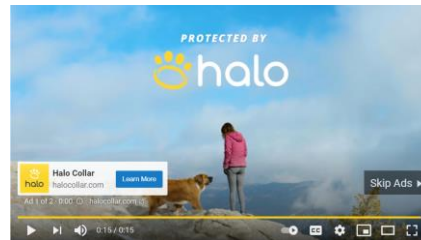
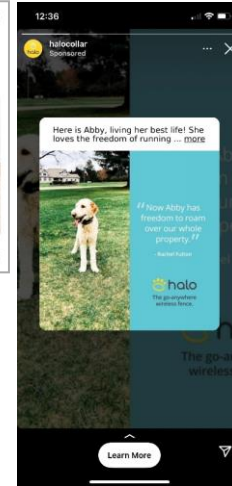
Founding Partner and "Dog Whisperer"

- 12+ million followers
- Releasing his next TV series, Cesar's Way, on National Geographic in August 2021

Get to Know Halo
in 90 Seconds



Key Channels



Ad · www.halocollar.com/

Newest Innovation in Fencing - Portable Wireless Dog Fence

Create smart wireless dog fences by walking the perimeter or tapping on your phone. The next generation of portable dog fences, wireless fences, GPS tracking and training.

New Initiatives

Influencers



New Creative Agency: D'Rozario Partners

Working on world class creative content. DRZP

Virtual Dog Park

Join us for live support and informational sessions in our Virtual Dog Park, a space where you can meet and talk with members of the Halo Team and other Halo Collar Users. Get answers to your questions, fix issues in real time, and learn how others are using Halo Collar to help train and keep their dogs safe every day.

Television Ads



Breakthrough Technologies Developed by a Team of Experts



Ken Ehrman

Managing &
Founding Partner



Cesar Millan

Founding Partner



Michael Ehrman

Founding Partner



Jon Bond

Marketing Advisor



Seth Solomons

Chief Marketing Officer

Key Investment Highlights

The *first and only* product to combine intuitive training, GPS and invisible fence into a smart collar

Protected intellectual property that is revolutionizing today's approach to pet containment

Massive addressable markets with strong category tailwinds from recent acceleration in pet ownership

Developed and designed in partnership with the *world's most accomplished Dog Behaviorist, Cesar Millan*

Considerable white space opportunities in attractive market adjacencies

Profitable and scalable business model with exceptional growth

Proven management team with *public company and technology expertise*

