

SOBRsafe's Successful Oil & Gas Trials Yield Two Customer Installations

Potential to Expand, Combat Industry's Excessive Alcohol Use Across Multiple Additional Locations

DENVER, CO / December 8, 2022 / SOBR Safe, Inc. (NASDAQ:SOBR) (SOBRsafe™ or the Company), providers of industry-leading alcohol screening solutions, today announced that its recent multi-site SOBRcheck™ trials for the oil and gas industry were successful, yielding a signed software as a service (SaaS) agreement with a leading oilfield services and logistics provider. The provider (temporarily unnamed for employee confidentiality purposes) serves all major US oilfield basins and is initially installing SOBRcheck in two of its numerous service centers, for both fleet and workplace applications.

As the customer succinctly stated to SOBRsafe Chief Revenue Officer Michael Watson, SOBRcheck “has proven itself in beta testing, just like you said it would!”

“Consistent with our recent announcement in the Justice space, strong performance across one test site is now translating to formal installation across multiple locations within the same customer,” said Michael Watson. “We believe there is no greater validation of our technology than this ‘land-and-expand’ scenario, where a company evaluates and acclimates to SOBRcheck, and then quickly initiates a cross-organization rollout. We feel that this particular agreement verifies our applicability in oil and gas, and we intend to leverage this use case to grow our industry footprint.”

An Industry Epidemic

Oil and gas experiences the highest rate of binge drinking of any industry in the United States [1]:

- Across all industries and occupations, binge drinking is most common among oil and gas extraction workers at 26%
- Four other safety-sensitive occupations critical to oil and gas rank in the first five positions for excessive drinking, including construction; installation, maintenance & repair; production; and transportation
- Per the 2021 US Census, these oil and gas occupations employ more than 50,000 workers
- Across all occupations, the industry employs over 100,000 people [2]

A New Era of Alcohol Safety and Support

SOBRsafe's advanced safety management technology SOBRcheck™ hygienically detects and instantaneously reports the presence of alcohol as emitted through the pores of a fingertip – no breath, blood or urine sample is required, just the touch of a finger. SOBRcheck was

recently awarded the *Occupational Health & Safety* 2022 New Product of the Year – Safety Monitoring Devices, and has received the Child Safety Network Safe Family Seal of Approval.

About SOBRsafe™

The annual cost of alcohol abuse in the U.S. is **\$249 billion**. Nearly half of all industrial accidents with injuries are alcohol-related, and 1-in-10 U.S. commercial drivers test positive for alcohol (the highest rate worldwide). In response, SOBRsafe™ has developed a proprietary, touch-based identity verification, alcohol detection and cloud-based reporting system. The technology is transferable across innumerable form factors, including stationary access control, personal wearables and for telematics integration.

A preventative solution in historically reactive industries, it is being deployed for commercial fleets, workplaces, alcohol rehabilitation and probation management; other intended applications include airlines and young drivers. This patent-pending alcohol detection solution helps prevent an intoxicated worker from taking the factory floor or a driver from receiving the keys to a truck, bus or rideshare vehicle. An offender is immediately flagged, and an administrator is empowered to take the appropriate corrective actions. At SOBRsafe, we are **creating a culture of prevention and support**. To learn more, visit www.sobrsafe.com.

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Safe Harbor Statement

Our prospects here at SOBRsafe are subject to uncertainties and risks. This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business, and reflect our beliefs and assumptions based upon information available to us at the date of this press release. In some cases, you can identify these statements by words such as “if,” “may,” “might,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential,” “continue,” and other similar terms. These forward-looking statements include, among other things, plans for proposed operations, descriptions of our strategies, our product and market development plans, and other objectives, expectations and intentions, the trends we anticipate in our business and the markets in which we operate, and the competitive nature and anticipated growth of those markets. We caution readers that forward-looking statements are predictions based on our current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a

number of factors including, but not limited to, the risks and uncertainties discussed under risk factors in our registration statement on Form S-1, (File No. 333-267882) as well as our other filings with the SEC. We undertake no obligation to revise or update any forward-looking statement for any reason.

SOURCE: SOBR Safe, Inc.

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