



2023 Year-End Review

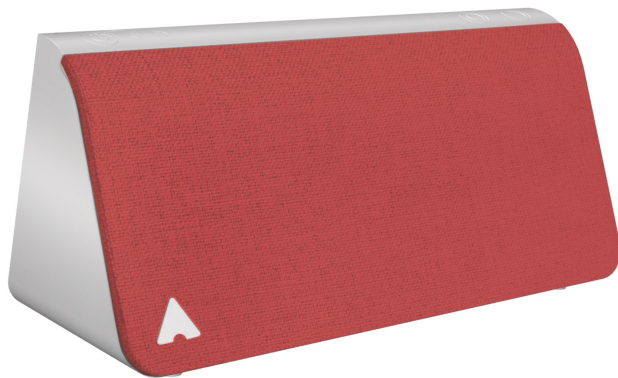


Pioneering Innovations and Strategic Expansions

FAREWELL 2023



It's time to reflect on the achievements and advancements in burglary prevention. In this year-end review, we spotlight on KEVIN®, a trailblazer product building its unequivocal place in the security industry, through further development, strategic partnerships, and a commitment to global excellence.



KEVIN®.
The world's easiest and most
effective burglary prevention solution.



Tough year
ahead for
burglars!
KEVIN® is
inspired
by these
burglars and
many others...

PRODUCT INNOVATIONS:

The world's first electronic device that changes its color within a second

Unlike other electronic devices that can't modify its appearance, this year we witnessed the launch of KEVIN®.3, Mitipi's 3rd generation flagship product that comes with front covers in five captivating colors, replacable within a second.

This allows customization not only in the way KEVIN® simulates your presence at home, but tailored to your color preferences, well harmonized to your furnitures or mood.

The new KEVIN® is designed for long life cycle use and improved sustainability standards.

OUR LATEST
KEVIN®.3



PRODUCT INNOVATIONS:

The world's first sound library developed to strengthen your individual security

In 2023 Mitipi also released the new KEVIN® - Mitipi app with a revolutionary voice and sound recording function, allowing simulation to be customized with the presence of humans (and animals) true to the individual locations.

Now users can record within the app their movie sounds, their dog barking and any activity that is integer part of your household.

This feature not only enhances user experiences but also elevates the level of security provided by Mitipi solutions.



Customizable sounds

Upload your personalized sounds for a simulation that imitates you, your family, your pets



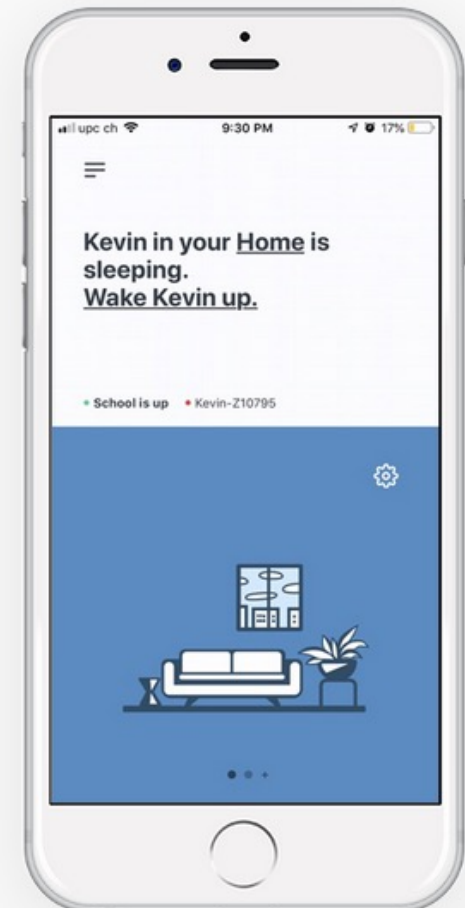
Organize multiple KEVIN®

Plan the simulation with the scheduling tool or use the automatic geofencing functionality



Scheduling and geofencing

Plan the simulation with the scheduling tool or use the automatic geofencing functionality



PRODUCT INNOVATIONS: Flexibility through Subscriptions



In response to the diverse needs of global markets, KEVIN®.3 introduced subscription packages specifically tailored for the USA, EU, and Switzerland.

This strategic move positions Mitipi as a responsive and adaptable player in the ever-evolving security landscape for apartment owners, house owners and only businesses.

Three subscription packages for KEVIN®.3 are displayed in a vertical stack. Each package has a colored background (pink, purple, and dark purple respectively) and features a line-art illustration of the corresponding building type (apartment, house, and business) with KEVIN®.3 devices installed. The text for each package is as follows:

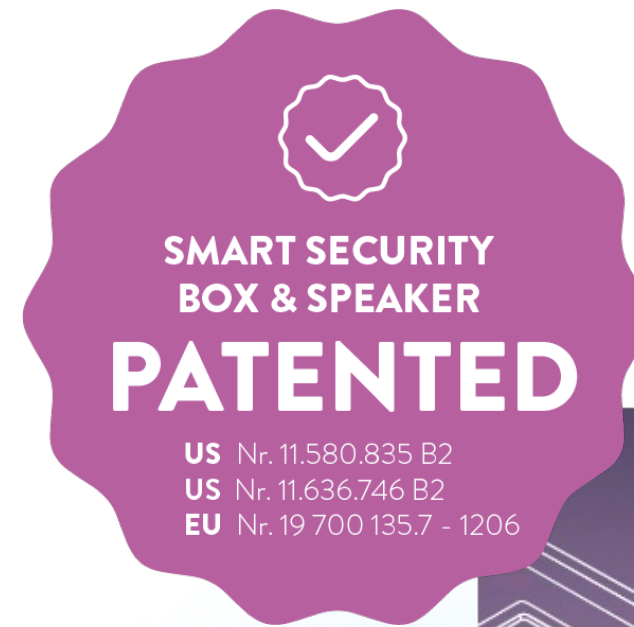
Package	Devices	Price
Apartment	1 device	CHF 1.- / day CHF 29.99 / Month
House	2 devices	CHF 54.99 / Month
Business	3 devices	CHF 74.99 / Month

PATENT SUCCESS: A Testament to Innovation

Mitipi's commitment to innovation is underscored by the grant of patents in the US, EU, and in Switzerland.

Notably, the US patents (US 11,580,835 and US 11,636,746) focus on simulating the presence of humans and replicating shadows, sounds and noises, showcasing KEVIN®'s prowess in pushing technological boundaries.

European (EP 3735680) and Swiss (714 149) patents further solidify KEVIN®'s standing as a pioneer in security technology.



MARKET SUCCESS: Starting the International Expansion



An eight-fold...



...increase in revenue, a new subsidiary in Silicon Valley (USA), and new warehouses near San Francisco (USA) and in the southern part of Germany for the EU market showcase our international growth.

In Switzerland, first industry collaborations with SecuritasDirect, ElektroCompagnoni, and Raiffeisen Freiburg-Ost underline our strategic approach to industry alliances, in order to make the world a safer place.

CULTURE SUCCESS: Integrity at its best

Additional to the already existing partnership with the biggest center for people with disabilities in the Canton of Zurich, the Züriwerk, in 2023 Mitipi also deepened its commitment to social responsibility through a new collaboration with the St. Josefshaus for people with disabilities in Rheinfelden, Germany.

We said «good bye» to the Amazon warehouse in Germany and have shipped all logistics work, including fulfillment works, in the responsibility of people with disabilities, empowering them according to one of our core values «Integrity».



Integrity

We empower young talents as well as handicapped persons, let them learn and grow together with us for the purpose of creating together a safer world.



St. Josefshaus

züriwerk

mitwirken. teilhaben.

FUTURE SUCCESS: Understanding the Pulse of Security

This year, we also intensified our collaboration with engineering schools, now collaborating with the University of Fribourg/Freiburg, the Engineering School of Fribourg/Freiburg, as well as the cutting-edge Rapperswil Hochschule für Technik OST.

We also extended to market analyses conducted in Italy and the USA, in collaboration with the Management School of Fribourg. These analyses reflect Mitipi's and KEVIN®'s commitment to understanding and adapting to regional nuances, positioning the company as a forward-thinking industry leader.



THIS HAS BEEN A REMARKABLE YEAR FOR KEVIN® from Mitipi.



Thank you for being part of our journey!
Here's to a secure and prosperous 2024!



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