
The Airgain (R)Evolution

Tracy Liu – Director of Channel Management

Brian Critchfield – VP of Marketing



Tracy Liu

Director of Channel Management, Airgain



Brian Critchfield

VP of Marketing, Airgain



Who We Are

A leading wireless solutions provider that solves critical connectivity needs across the value chain

- Formed as Airgain in 2003
- IPO 2016 (NASDAQ: AIRG)
- San Diego, CA Headquarters
- Global Sales & Design Centers
- 141 Employees†
- >280 Patents & Applications



What We Do

We Simplify Wireless™

Simple to understand

Simple to integrate

Simple to deploy

“YO HEE, OH O %P Q%P”



The Evolution of Airgain



Our Products



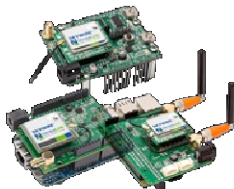
EMBEDDED ANTENNAS



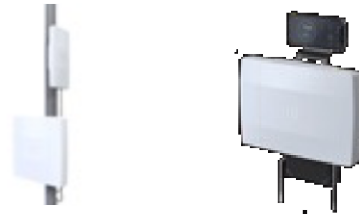
NIMBELINK MODEMS



DEVELOPMENT KITS



5G CONNECTIVITY



ASSET TRACKING



SOFTWARE



VEHICLE NETWORKING PRIVATE LABEL



FLEET ANTENNAS



IoT ANTENNAS



NETWORK ANTENNAS



ELEVATE PARTNER SUMMIT – 2023

New Products



Airgain®



ANTENNA+



EZConnect™

- Versatile antenna configuration featuring 1-foot cables with standard connectors for seamless connection to a customizable cable harness.

EZConnect Antenna with LMR-100 cables	EZConnect Cable Harness with LMR-195 cables
Cell Connectors: SMA Male	Cell Connectors: SMA Female
Wi-Fi Connectors: SMA Female	Wi-Fi Connectors: SMA Male
GNSS Connector: FME Female	GNSS Connector: FME Male



Benefits of EZConnect™

- Benefit to VARS / Upfitters
- Better availability to meet demand
- No MOQ for common antennas
- No MOQ for any cable harness
- Flexible configuration options
- Benefit to End-Customers
- No waiting for common antennas and cable harnesses
- 1 week lead time for custom cable length and router side connectors



EZConnect™ Pricing

More common configurations are **available at or below the equivalent standard antenna price**, for example:

PRODUCT	EZConnect Antenna Product SKU Prefix	EZConnect Antenna MSRP	EZConnect Cable Harness Product SKU	EZConnect Cable Harness MSRP	EZConnect Antenna & Cable Harness Bundle MSRP	Standard Antenna Product SKU Prefix	Standard Antenna (15' coax) MSRP
CENTURION™ 5G	AP-CT5G-C4W4G	\$265.88	CH-C4W4G-1-2-1-14	\$260.23	\$526.11	AP-NEXT-C4W4G	\$526.10
	AP-CT5G-C4W2G	\$234.30	CH-C4W2G-1-2-1-14	\$231.87	\$466.17	AP-NEXT-C4W2G	\$466.18
CENTURION™ 4G	AP-CT4G-C4W4G	\$191.09	CH-C4W4G-1-2-1-14	\$260.23	\$451.32	AP-C4W4G	\$478.16
	AP-CT4G-C4W2G	\$171.63	CH-C4W2G-1-2-1-14	\$231.87	\$403.50	AP-C4W2G	\$418.24
MULTIMAX™ 4G	AP-MF4G-C2W3G	\$173.26	CH-C2W3G-1-2-1-14	\$190.74	\$364.00	AP-MMF-CCWWWG	\$364.00
	AP-MF4G-C2W2G	\$162.31	CH-C2W2G-1-2-1-14	\$152.70	\$315.01	AP-MMF-CCWWG	\$315.00
	AP-MF4G-C2WG	\$149.35	CH-C2WG-1-2-1-14	\$133.68	\$283.03	AP-MMF-CCWG	\$308.00
	AP-MF4G-C2G	\$136.39	CH-C2G-1-1-14	\$98.60	\$234.99	AP-MMF-CCG	\$235.00
	AP-MF4G-C2	\$119.07	CH-C2-1-14	\$69.92	\$188.99	AP-MMF-CC	\$189.00
	AP-MF4G-CWG	\$142.38	CH-CWG-1-1-1-14	\$92.62	\$235.00	AP-MMF-CWG	\$235.00



Availability of EZConnect

5G

Now Taking Orders



**New Fleet Product Innovation:
MULTIMAX™ 5G**

Up to 7-in-1
5G/LTE x 2, Wi-Fi x 4, GNSS



CENTURION™ 5G
Up to 9-in-1
5G/LTE x 4, Wi-Fi x 4, GNSS



CENTURION™ 4G
Up to 9-in-1
LTE x 4, Wi-Fi x 4, GNSS



MULTIMAX™ 4G
Up to 6-in-1
LTE x 2, Wi-Fi x 3, GNSS



M2MAX®
Up to 5-in-1
LTE x 2, Wi-Fi x 2, GNSS



Custom Harness Configurator

MULTIMAX™ 4G

EZConnect™ Configurator

Cellular SMA Male

Cellular SMA Female

Wi-Fi SMA Female

Wi-Fi SMA Male

GNSS FME Female

GNSS FME Male

Cellular SMA Male

Cellular SMA Female

Wi-Fi SMA Male

Wi-Fi SMA Female

GNSS SMA Male

GNSS

LMR-100 Coax Cable
1ft (300mm) Long

LMR-195 Coax Cable

Cellular SMA Male

Wi-Fi SMA Male RP

GNSS SMA Male

Cable Harness Length (Max 34 ft)

14

Mounting Bolt (Q)

Color Black

No. of Cellular Cables 2

No. of Wi-Fi Cables 2

No. of GNSS Cables 1

Antenna PN: AP-MF4G-C2W2G-Q-B1

*Cable Harness PN: CCH-C2W2G-1-2-1-14
*See product datasheet

Request a quote

The Industry's Longest Warranty



[Click here for Airgain's 5-year warranty details.](#)

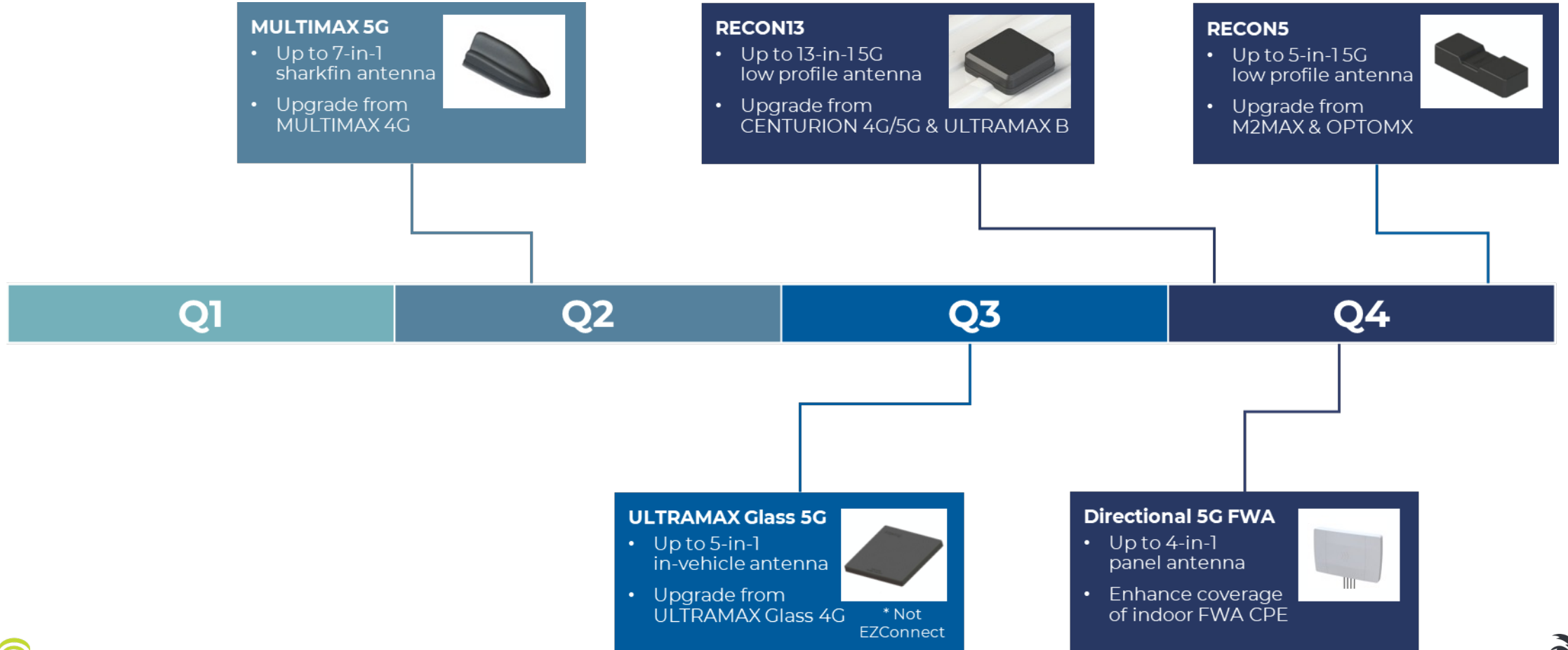


Airgain 5G Differentiators

- **Longer Warranty** – Airgain antennas are built to last! We put a 5-year warranty behind all Antenna+ products.
- **Lower Profile** – Customers are always requesting that we keep our antennas low profile. 5G elements are getting bigger, but we listen to our customers. Airgain's MULTIMAX™ 5G is one of the lowest profile 5G antennas on the market.
- **Higher IP Ratings** – Airgain's MULTIMAX 5G antennas are rated IP67 and IP69K to withstand the toughest environmental hazards, from vibrations and extreme temperatures to dirt, ice, and car washes.
- **Future Proof** – All of the Antenna+ 5G antennas have Wi-Fi broadband support for Wi-Fi 6/6E/7. In addition, they cover sub 6 GHz including support for CBRS (private LTE), LAA, and Band 71.
- **Lower Cost** – Airgain antennas are typically lower cost than our competitors.



2023 New Product Roadmap



Up to 7-in-1 MULTIMAX™ 5G Antenna

Features

- Up to 7-in-1 (C2W4G) vehicle antenna
 - Up to two 5G/LTE (600MHz–6GHz) cellular elements
 - Up to four Wi-Fi 7 elements
 - Optional GNSS
- Bolt, magnetic, or adhesive mount
 - Bolt mount includes pre-attached mounting foam for uneven surfaces – fits on any roof
 - Install on non-conductive surfaces with similar performance
- IP67 and IP69K rated
- Black or white
- EZConnect cables (1' pigtails)

Value Proposition vs. Competition

- Lower profile
- Significantly longer 5-year warranty
- Lower price



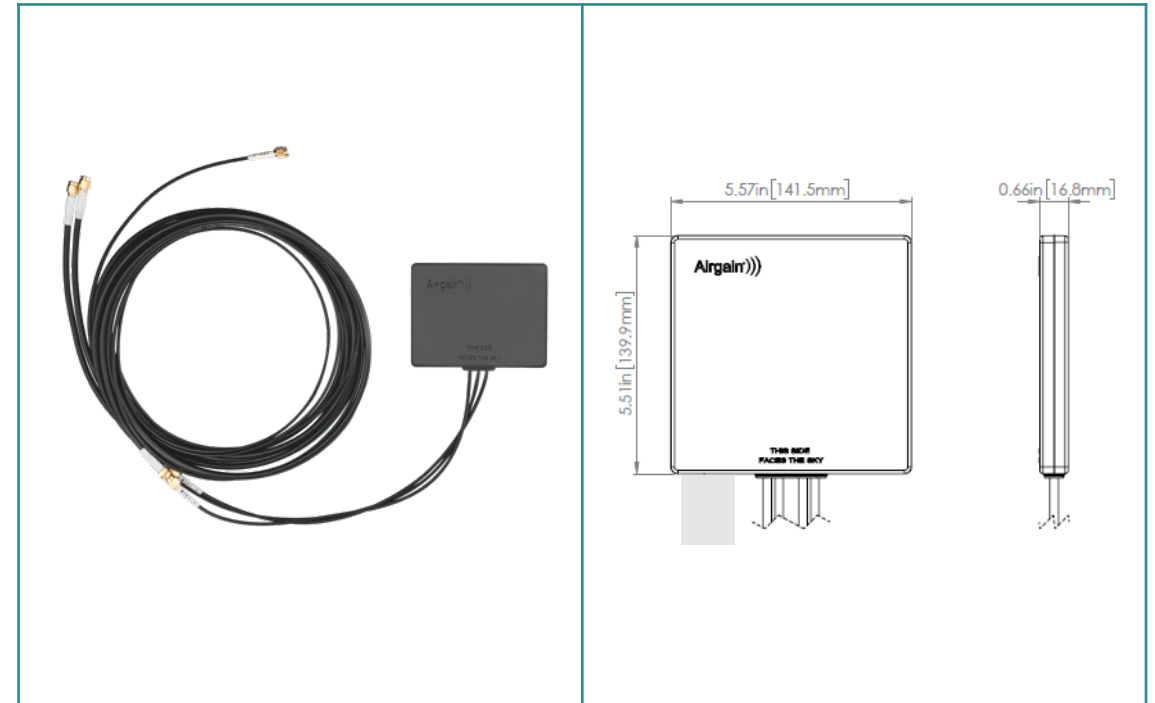
Up to 5-in-1 ULTRAMAX™ Glass 5G Antenna

Features

- Up to 5-in-1 (C4G, W4G or C2W2G) covert vehicle antenna
 - Up to **four** 5G/LTE (600MHz–6GHz) cellular elements
 - Up to **four** Wi-Fi 7 elements
 - Optional GNSS
- Adhesive mount
- Black
- 10' LMR-195 cables
 - SMA on cell and GNSS
 - **RP SMA on Wi-Fi**

Value Proposition vs. Competition

- Thinner
- Significantly longer 5-year warranty
- Lower price



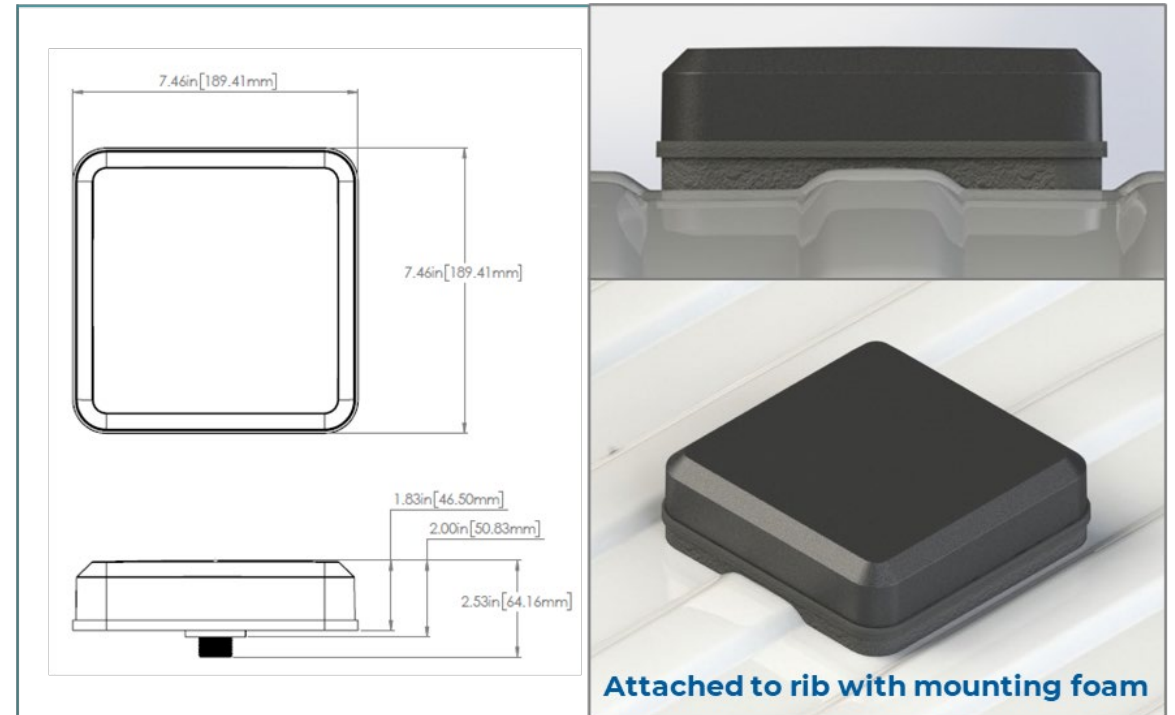
Up to 13-in-1 RECON13™ 5G Antenna

Features

- Up to 13-in-1 (C4W8G) vehicle antenna
 - Up to four 5G/LTE (600MHz–6GHz) cellular elements
 - Up to eight Wi-Fi 7 elements
 - Optional GNSS
- Bolt, magnetic, or adhesive mount
 - Bolt mount includes pre-attached mounting foam for uneven surfaces – fits on any roof
 - **Ground plane independent**
- IP67 and IP69K rated
- Black or white
- EZConnect cables (1' pigtails)

Value Proposition vs. Competition

- Lower profile
- Significantly longer 5-year warranty
- Lower price



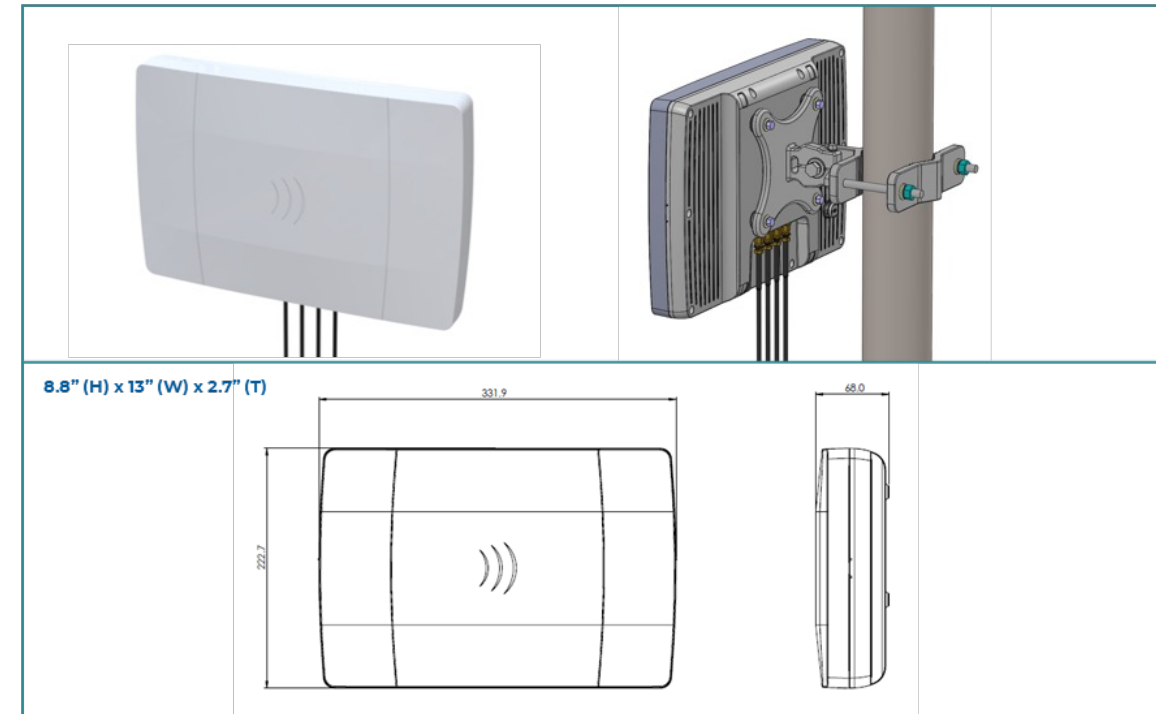
Lumos™ - Up to 4-in-1 Directional 5G FWA Antenna

Features

- Up to 4-in-1 (C4) directional FWA antenna
 - Up to four 5G/LTE (617-4200 MHz) cellular elements
- High Peak Gain
 - 1700-2700 MHz: 8.2 dBi
 - **3300-4200 MHz: 10.9 dBi**
- Adjustable bracket included for mounting to a wall or pole and locking into the desired position
- IP67 rated for outdoor
- White
- EZConnect compatible
 - SMA Male connectors
 - **Designed to hide cables if desired**

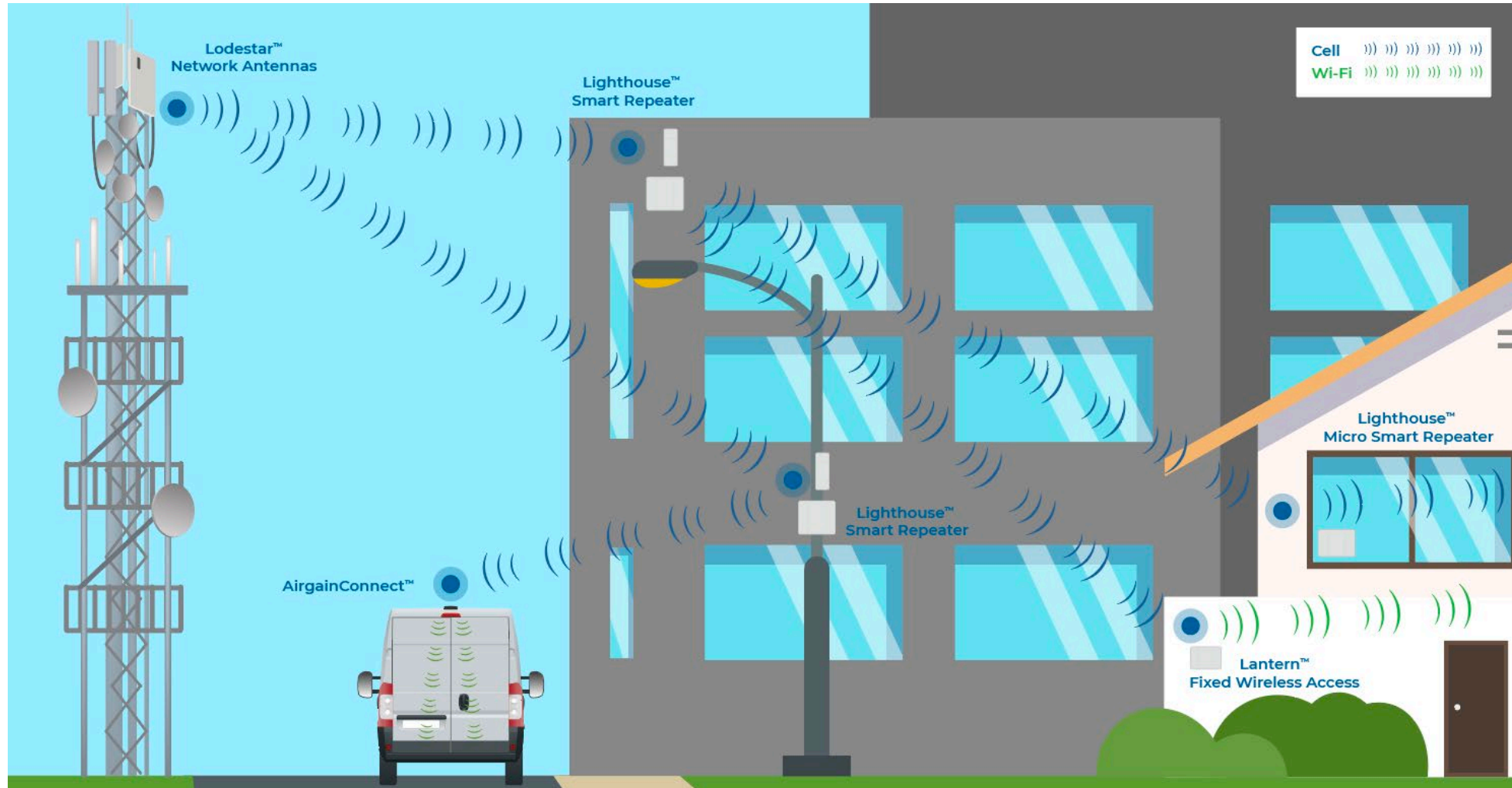
Value Proposition vs. Competition

- Higher gain
- Significantly longer 5-year warranty
- Lower price





Improving the 5G Customer Experience



Lantern™ Max 5G FWA

What Is It?

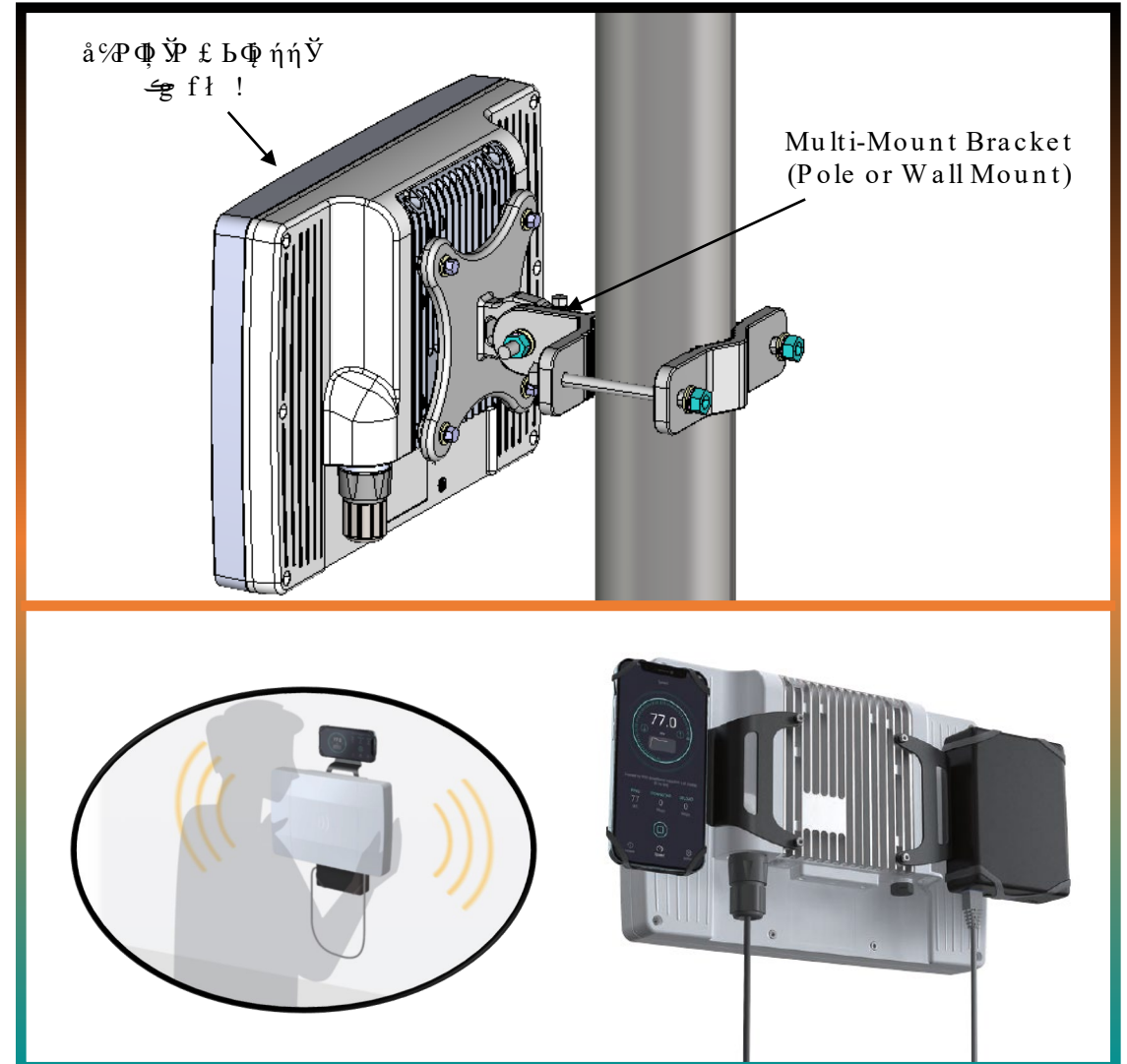
- Lantern is an outdoor 5G Fixed Wireless Access (FWA) CPE that breaks the trade off between high performance and ease of install

Why Choose Lantern vs. an Indoor FWA?

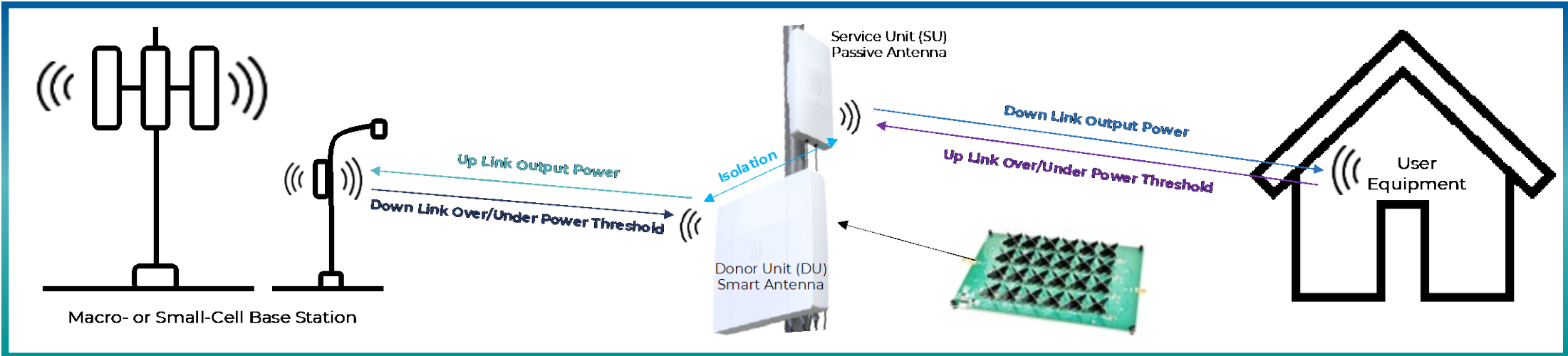
- Significantly better coverage
- Faster and more consistent throughput

How Does Lantern Simplify Installation?

- Our patent-pending easy installation kit includes a mobile application to help find the best installation direction
- A portable battery pack allows Lantern to move freely to find the best signal



Lighthouse™ Smart Network Repeater



1. Key Features

- The only repeater that can operate both the donor unit and service unit on a single pole

2. Key Features

1. The only repeater that can operate both the donor unit and service unit on a single pole

2. The only repeater that can operate both the donor unit and service unit on a single pole

3. f... with... P... with... P... with...

4. L... with... P... with... P... with...

5. a... with... P... with... P... with...



ELEVATE PARTNER SUMMIT – 2023

Airgain Partner Program



Why Join Airgain's Partner Program?

- Sell broad Antenna+ portfolio of products for mobile, fleet, IoT, and M2M
- Access to unique, differentiated products from Airgain's Integrated brand
- Robust and rugged antennas that “just work” with a 5-year warranty to prove it
- Generous compensation, with price protection for Select and Premier resellers
- Culture of support

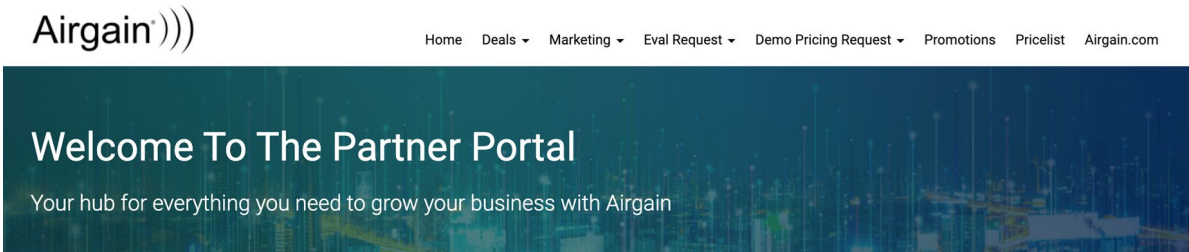


Airgain Reseller Tiers

Program Requirements	Affiliate	Select	Premier
Minimum Annual Revenue Commitment	\$0	\$25k	\$100k
Partner Application Profile	•	•	•
Program Benefits			
Access to Partner Portal	•	•	•
Airgain Logo usage	•	•	•
Approved to sell Antenna+ products	•	•	•
Approved to sell AirgainConnect	•	•	•
Ongoing communications and Airgain news	•	•	•
Co-brandable Asset Library	•	•	•
Dedicated Airgain Channel Manager		•	•
Priority access to pre- and post-sales support		•	•
Deal Registration		•	•
Marketing Resources		•	•
Proposal based Marketing Development Funds (MDF)		•	•
30-day evals/samples		•	•
Demo Pricing		•	•
Special Pricing		•	•
Promotions		•	•
Partner Advisory Council candidate			•
Highest margin level with Airgain			•



Airgain Partner Portal



- Your hub for everything you need to grow your business with Airgain
- Co-brandable asset library
- Deal Registration and opportunity management
- MDF requests
- 30-day evals/samples
- Airgain lead referrals
- Pricelists
- Promotions

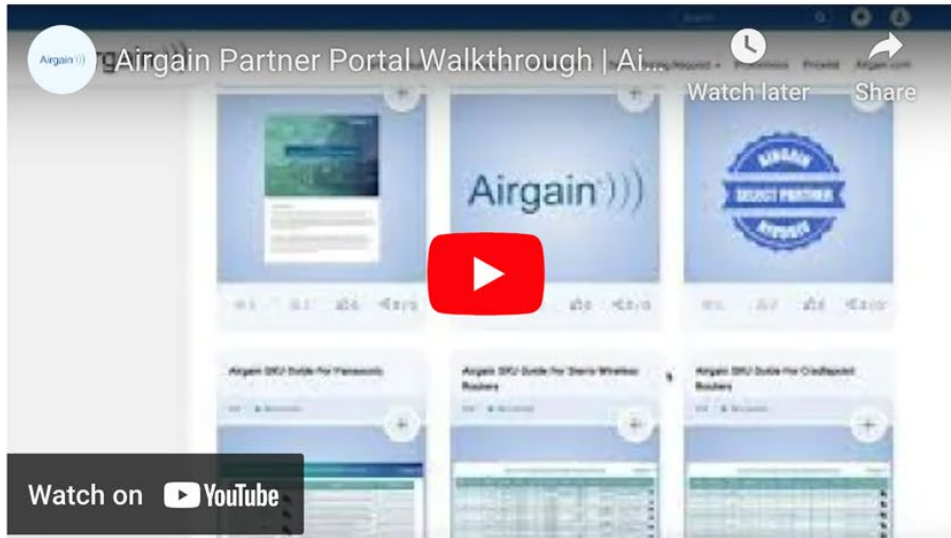


Airgain Partner Home



Home Deals Marketing Eval Request Demo Pricing Request Promotions Pricelist Airgain.com

Airgain Partner Portal Walkthrough



Your Channel Manager

Tracy Liu

Email: tliu@airgain.com

Phone: 510.207.4859

Partner Tier: Select Reseller



Deal Registration

- Simple deal registration process
- Additional 5% margin on Fleet antennas and opportunity protection
- Easy to request renewal for an additional 120 days

Antenna Configuration

\$5k MSRP minimum threshold. Approved deal registrations for Fleet antennas include 5% additional margin.

* What is the model of the device we are connecting with? (router/laptop/tablet/docking station)		
Airgain SKU (if you have it)	Antenna Product Line (if you know it) ▼	* Quantity
* Add another product/SKU to this deal registration? ▼		



Opportunity Dashboard

Deal Dashboard

Your Deals and Leads are listed in the dashboards below.

Pending

Approved

Closed



Open Leads

2



Pipeline Revenue

21.25k

Q Search

Filter

Name	Customer	Sales Rep N...	Id	Amount	Stage	Probability	Close Date	Expiration D...	Updated
AGC Fleet	Test Customer	Juan Nicola	61867	15000	Discover	10%	12/30/2022	10/08/2022	10/12/2022 3:10
M2M Signage Op	Test Customer	Tracy Liu	62379	6250	Discover	10%	11/30/2022	10/14/2022	10/13/2022 9:36



MDF Requests Dashboard

- Proposal-based MDF available to Select and Premier partners
- Easy request form
- Simple process to add claims
- Sales and marketing support for events

Activity Details

The following information are the details about the MDF request.

* Marketing Activity/Event	Distributor	
* Reseller Contact	* Contact Email	* Contact Phone Number
* City	* State/Province	* Country/Region
* Start Date mm/dd/yyyy	* End Date mm/dd/yyyy	
* Total Cost	* Request Amount	
* Activity Description		
* Expected Results		

Date Range: Last 30 days

Approved Requests 3 ↑ 100%	Approved Claims 0	Approved Funds 0
--------------------------------------	-----------------------------	----------------------------


Requests Claims Filter New Request New Claim

REQUEST ID	REQUEST TITLE	DATE REQUESTED	AMOUNT	ACTIVE CLAIMS	ADD CLAIMS	STATUS
3256	Test conference	10/12/2022	500		Add Claim	Approved
3257	Conference Test 2	10/12/2022	500		Add Claim	Approved
3338	IoT conference	10/18/2022	700		Add Claim	Approved



Sample/30-day Eval Requests and Dashboard

Pending Approved Denied

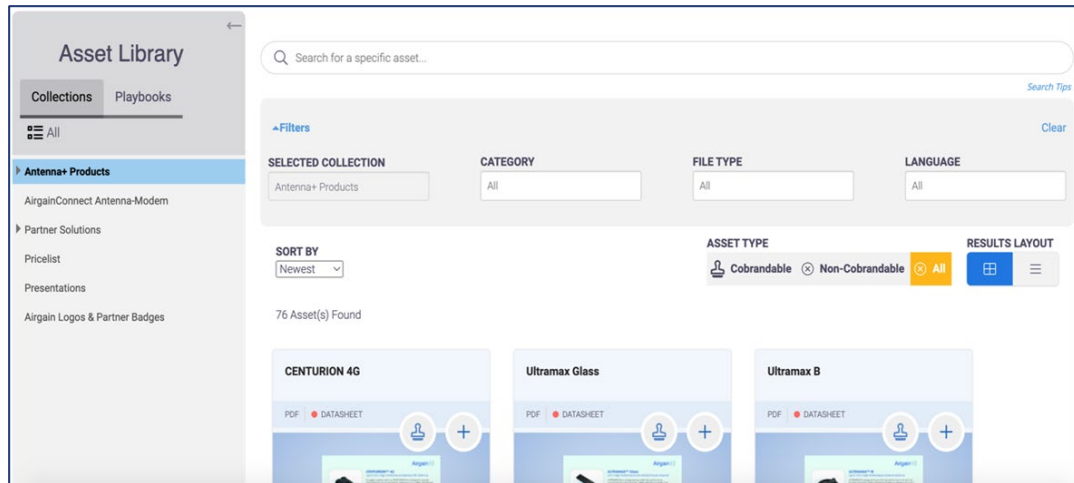

4 Approved Requests

Filter

Name	Customer	Created	Eval Quantity	Expected Ship Date	Tracking #	Updated
AGC Utility Company Eva		10/13/2022 9:42 AM	1	11/30/2022	UPS 1ZV5940701459705	10/13/2022 11:13 AM
MultiMax Fleet eval		10/13/2022 11:08 AM	1			10/17/2022 10:11 AM
AGC Fleet Eval		10/13/2022 11:43 AM	1			10/13/2022 11:44 AM
M2M Antenna for enclos		10/19/2022 12:09 PM	1			10/19/2022 12:21 PM



Asset Library



- Product Briefs
- Images
- Presentations
- Whitepapers
- Datasheets
- Case Studies
- Airgain Logos
- Reseller Badges
- Antenna SKU guides for Partner Solutions



Asset Co-Branding



COMPANY LOGOS ×

 Custom Upload



MULTIMAX™ 5G

Up to 7-in-1 High Performance IP67/IP69K Antenna

A rugged outdoor antenna, MULTIMAX 5G is designed to provide high performance LTE and 5G connectivity for Fleet and Public Safety vehicles and assets. Equipped with up to 7 ports, this antenna connects to virtually any vehicular router or modem.

				AP-MMF-CCWWWG-[x]-S222222-RP345-BL	MIMO Cell/LTE x 2, Wi-Fi x 3 & GNSS, SMA on Cell/LTE & GNSS, RP-SMA on Wi-Fi, Black, 15ft coax (magnetic mount not available)
ABC Company 5102074859 tliu@airgain.com					1



Q4 Promotions

Deal Registration Reward

The reseller salesperson will receive a reward of their choosing for each deal registration that is submitted and approved by Airgain before 9/30/23

*Multiple rewards will be combined into a larger value reward



Deal Registration Win Reward

The reseller salesperson will receive a reward of their choosing for each approved deal registration that is closed as won with the entire order placed by 9/30/23

*Multiple rewards will be combined into a larger value reward



How can we help?



Jeff Clark

Director of Channel Sales

(940) 799-1846

jclark@airgain.com



Johnna Foster

Director of Inside Sales

(760) 585-9673

jfoster@airgain.com



Tracy Liu

Director of Channel Management

(510) 207-4859

tliu@airgain.com



THANK YOU

Tracy Liu – Director of Channel Management

Brian Critchfield – VP of Marketing

