



# AI-Powered Preventative Personal Security

Our Bond - NASDAQ OBAI

# Forward-looking statements disclaimer

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# Democratizing Personal Security: New Paradigm of AI-Powered Preventative Personal Security for All

*Bond is your **Personal Security Companion** 24/7 Everywhere  
You Are Never Alone Again*

*The Largest and Most Forward-Thinking Corporations Adopted Bond for Employees*



**From Preventative Medicine to Preventative Security: How Bond is Transforming Personal Safety**

**> 1.25 million security service request handled, including >10,000 emergencies and life saving situations**

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# Synopsis

- **Bond uniquely addresses a problem that troubles billions of people globally**

Until Bond, numerous attempts fell short of a successful solution that's:

(1) Effective, (2) Affordable, (3) Scalable, and (4) privacy-preserving...

**TAM: >\$100 Billion**

[on top of general \$338B market of  
Private Security]

- **Validation:**

- The Solution: differentiated and proven, (delivered >1.25M security service requests, > 10,000 emergencies/lifesaving cases)
- End-user satisfaction is high
- Business Model:
  - B2B route to market: validated (as benefit across all types of employees): the largest corporations have adopted
  - B2B2C: Bond is in dialog with various consumer brands that intend to offer Bond to their consumers
  - B2G2C and DTC: being tested and are potential future routes to market
  - Economics: well understood and compelling (low cost of sales, high margin)
- No Direct Competitors detected + High Barriers to Entry are set vs. competitors: over 8 years of development (~300 Eng yrs)
- First Mover: Bond is ready to scale (live in 28 countries but requires Sales & Marketing thrust)
- Growth: going public enables Bond to “shift gears” to “hyper growth” by investing appropriately in Marketing, Sales, etc.

- **Vision:** Create/lead the global multi \$Billion market of personal security and peace-of-mind For All. [That can become as ubiquitous as Insurance]



# Founder & CEO, Doron Kempel



Serial tech-entrepreneur.

Prior two companies founded (Information Technology infrastructure sector) were acquired by IBM (2008) and HP (2017) for combined value of ~\$900,000,000.

Prior to that, Doron was VP & GM at F100 company, EMC Corp (now DELL EMC)

Former Deputy Commander of elite military special ops unit.

Harvard Business School Graduate

Prior degrees in law and philosophy

US Citizen



## Bond Security Advisors



**Secretary Carlos Gutierrez**  
Former U.S Secretary of  
Commerce



**Mark Sullivan**  
Former Director, U.S. Secret  
Service



**John Pistole**  
Former Deputy Director of FBI,  
Former Administrator of TSA,  
and President, Anderson  
University



**Commissioner Raymond  
Kelly**  
Former Commissioner, New  
York Police Department



**Prefet (hon) Gilles Leclair**  
Former Special Advisor for Homeland Security,  
Police Expert for France and EU in the field of  
Organized crime and Counter-Terrorism



**Eytan Ben David**  
Former Head of Israeli  
Government's VIP/Dignitaries  
Protection Unit



**Lt. Gen. Jason T. Evans**  
3-Star General, United States  
Army (Ret.)



**Commissioner Ed Davis**  
Former Police  
Commissioner, Boston Police  
Department



**Commissioner Kathleen O'Toole**  
Former Chief of Police, Seattle and  
Former Police Commissioner, Boston



**Richard Staropoli**  
Former CIO, Department of Homeland  
Security  
Former Special Agent, U.S. Secret Service



**Sir George Hamilton**  
Former Chief Constable of the Police Service  
of Northern Ireland



**Jody Weis**  
Former Superintendent, Chicago PD  
Former FBI Special Agent in Charge,  
Philadelphia



**Chris Botha**  
Former Assistant Commissioner (Major  
General), South African Police Service



**Chiko Scozzafava**  
Former Special Agent, U.S.  
Secret Service



**Philippe Devred**  
Former Commander of French  
Counter Terrorism Coordination Unit

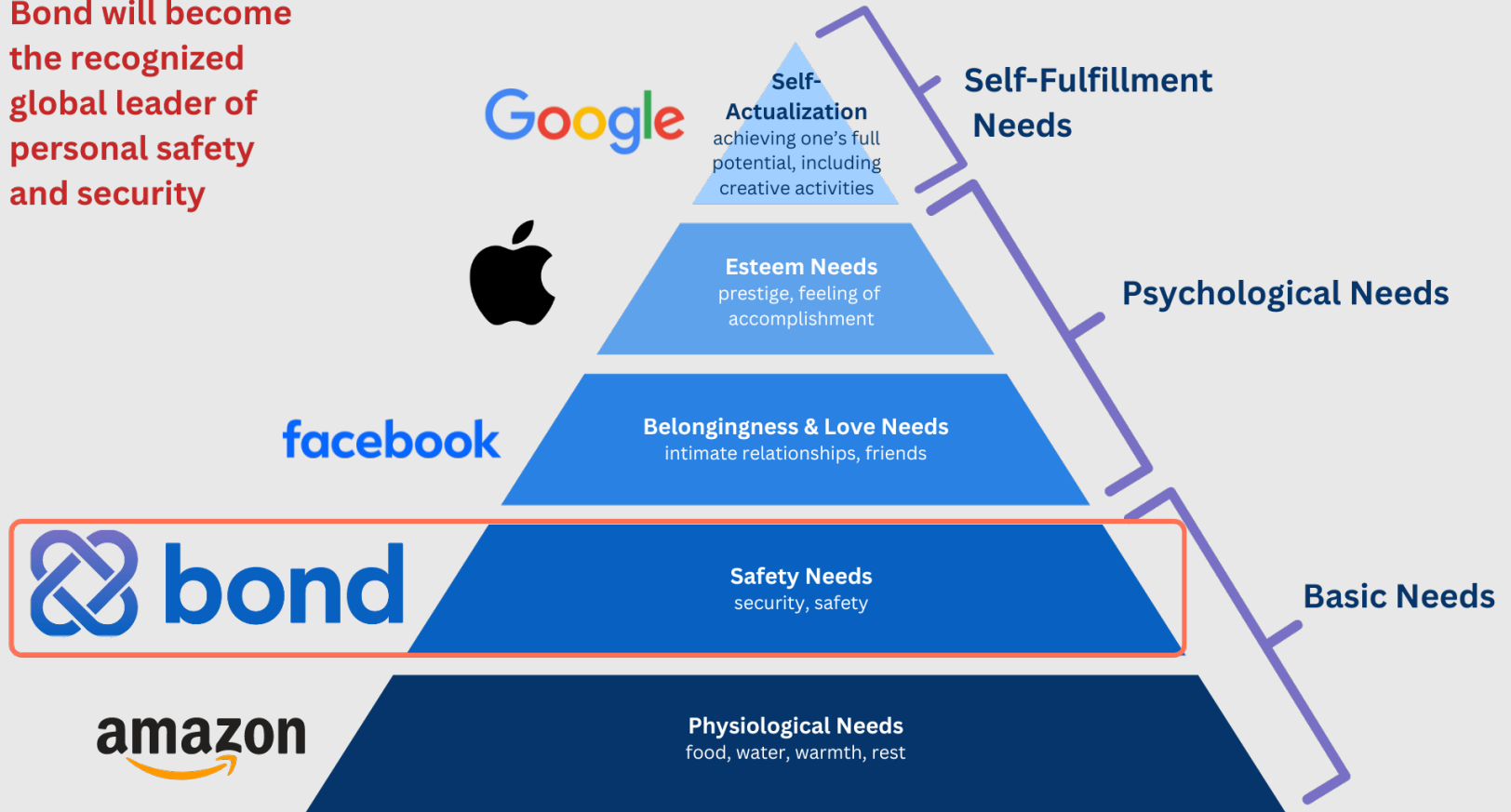
# Vision: **Bond will become the Amazon of Private Sector Security**

Global Leader of **\$438 Billion Safety, Security and Peace-Of-Mind Market**

Pioneering a Solution to a Persistent Problem that's experienced by Billions

- A Trusted Guardian
- A global provider of safety, security & peace-of-mind to consumers and/or employees
- Uniquely addressing a **personal security gap** that is experienced by humans globally
- Combining novel technologies and AI, operational excellence, and preserving privacy
- Eventually, as prevalent as insurance

Bond will become the recognized global leader of personal safety and security



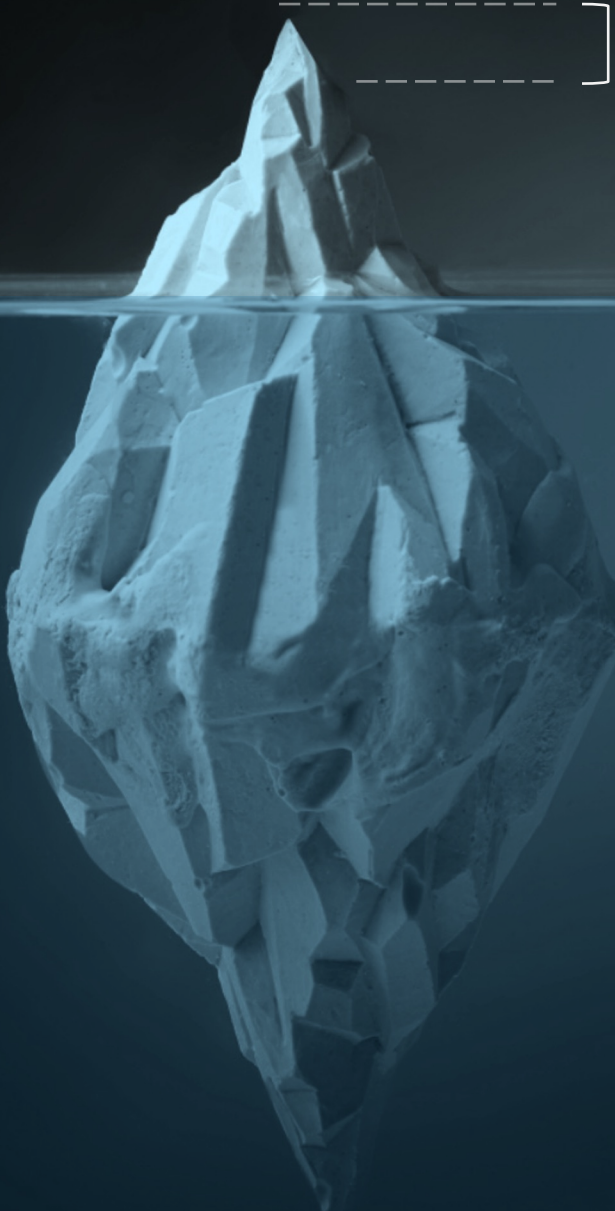


# THE PROBLEM

Too early...  
until it's too late  
to dial 911



# THE REALITY OF 911

An iceberg floating in dark water. The tip of the iceberg is above the water line, while the much larger base is submerged. A dashed white line indicates the water level.

ONLY 20%-30%  
ARE LEGIT EMERGENCIES

**240 MILLION**  
911 CALLS  
PER YEAR

**THIS IS  
THE  
PERSONAL  
SECURITY  
GAP**

**±4 BILLION**  
CASES WHERE INDIVIDUALS  
FEEL UNSAFE BUT ITS  
**TOO EARLY**  
TO CALL 911

SOME ESCALATE TO LEGIT  
EMERGENCIES BUT ITS  
**TOO LATE**  
TO DIAL 911

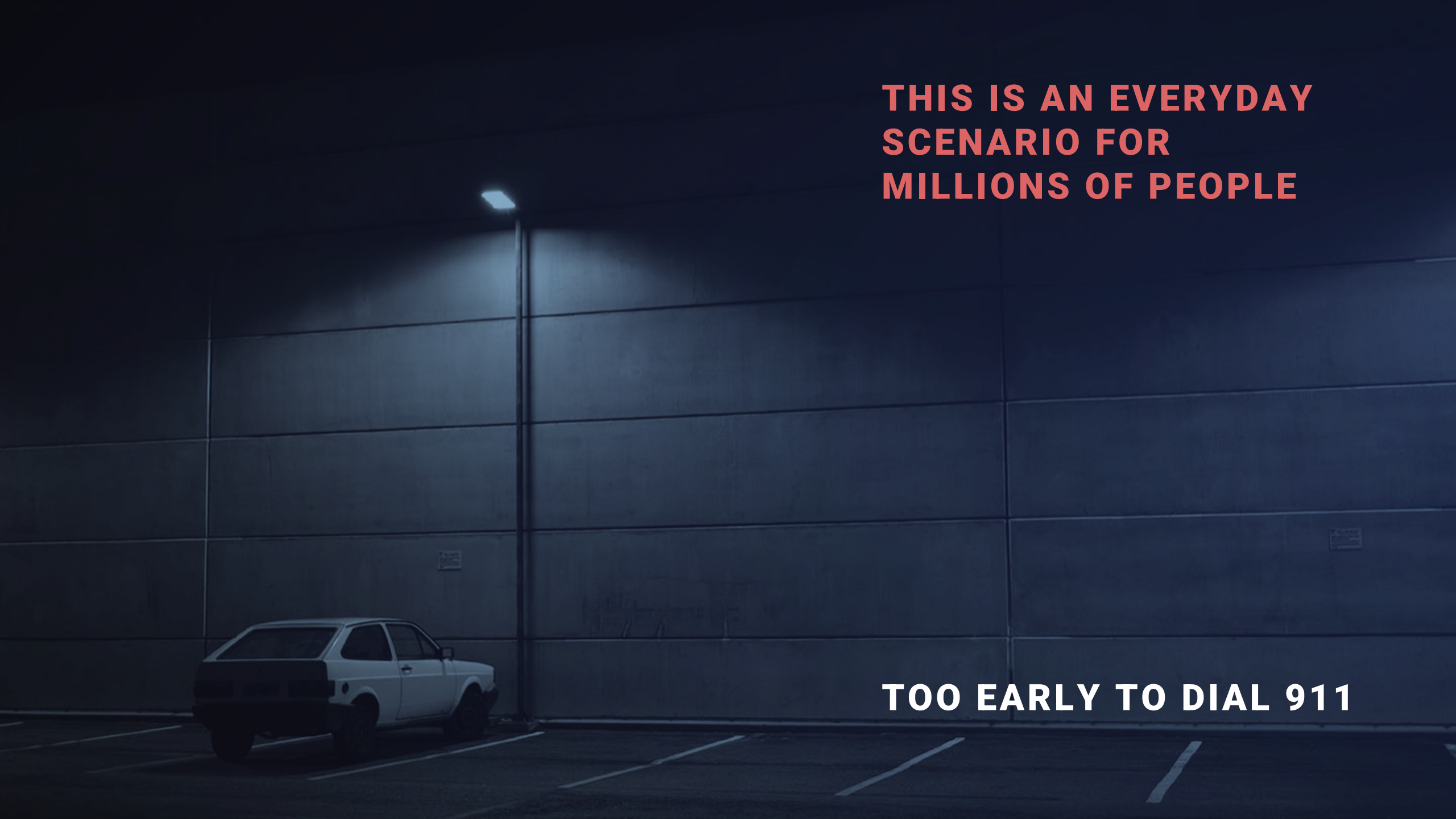
**WHAT  
ARE  
THESE  
CASES?**





**THIS SITUATION IS NOT  
AN EMERGENCY**

**TOO EARLY TO DIAL 911**

A dark, empty parking lot at night. A single white car is parked in the lower-left corner, illuminated by a street light. The background is a large, dark wall with horizontal lines. The overall mood is somber and isolated.

**THIS IS AN EVERYDAY  
SCENARIO FOR  
MILLIONS OF PEOPLE**

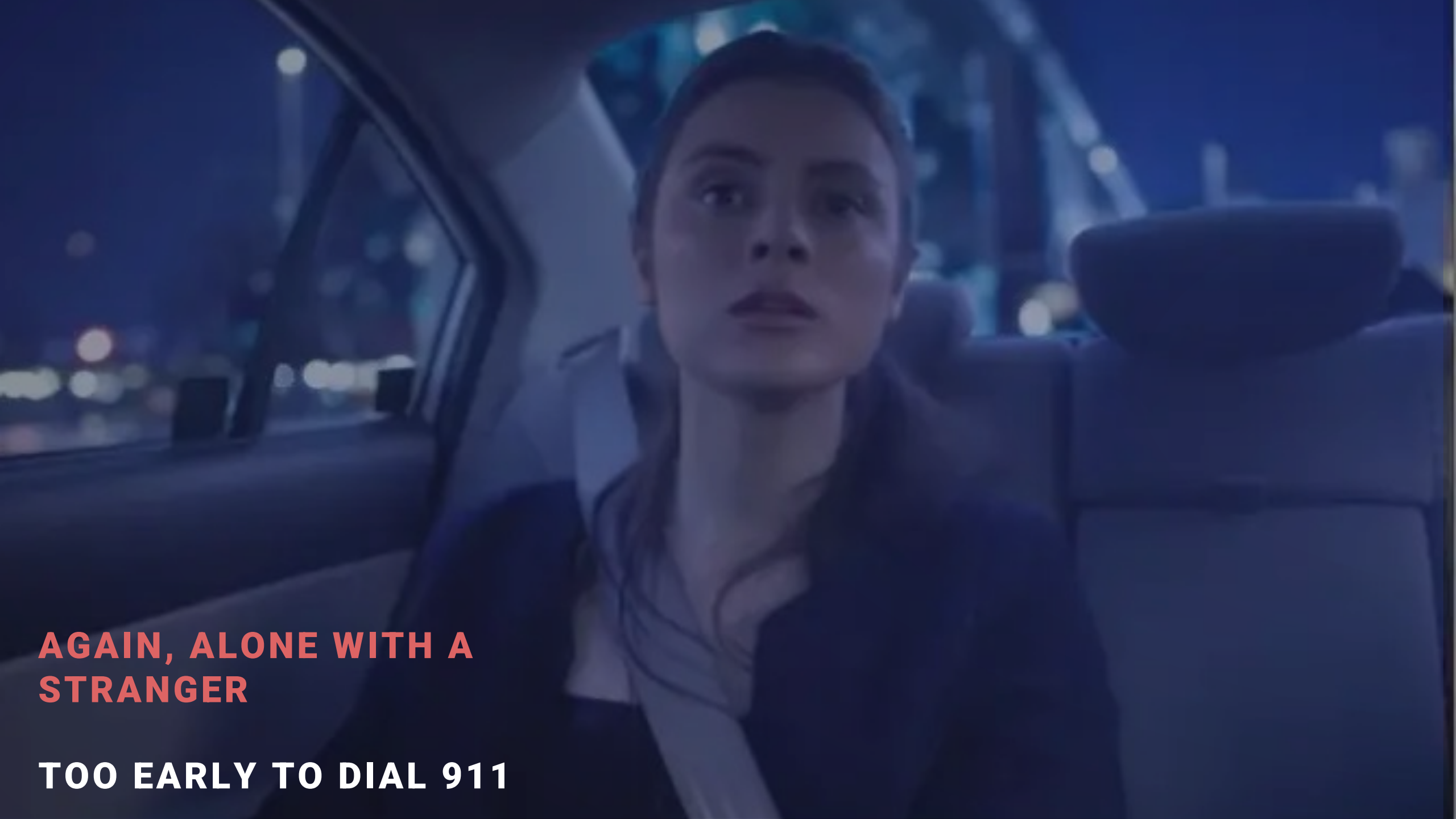
**TOO EARLY TO DIAL 911**



A woman with long blonde hair, wearing a white tank top and blue jeans, is seen from the side, reaching out to open a dark door. Behind the door, a man with a beard and a dark cap, wearing a white t-shirt, is holding several cardboard boxes and looking towards the woman. The scene is dimly lit, with light coming from the doorway.

**...BEING ALONE WITH A  
STRANGER**

**TOO EARLY TO DIAL 911**

A woman with dark hair is sitting in the driver's seat of a car at night. She is looking out the window with a concerned expression. The car's interior is dimly lit, and the background shows blurred city lights through the window.

**AGAIN, ALONE WITH A  
STRANGER**

**TOO EARLY TO DIAL 911**



**AND THIS ONE IS A  
CONSTANT WORRY FOR  
ANY PARENT**

**TOO EARLY TO DIAL 911**

~2,000 KIDS ARE REPORTED  
MISSING DAILY IN THE US

~550 KIDS ARE KIDNAPPED  
DAILY (BY PARENTS)

[Source](#)



# WHEN PEOPLE ARE CONCERNED, BUT IT IS **TOO EARLY TO DIAL 911**





# WHEN IT IS **TOO LATE** FOR PEOPLE TO COMPLETE A 911 CALL

In situations that involve an assailant, it is typically too late for the victim to dial 911, and even activate a panic button.



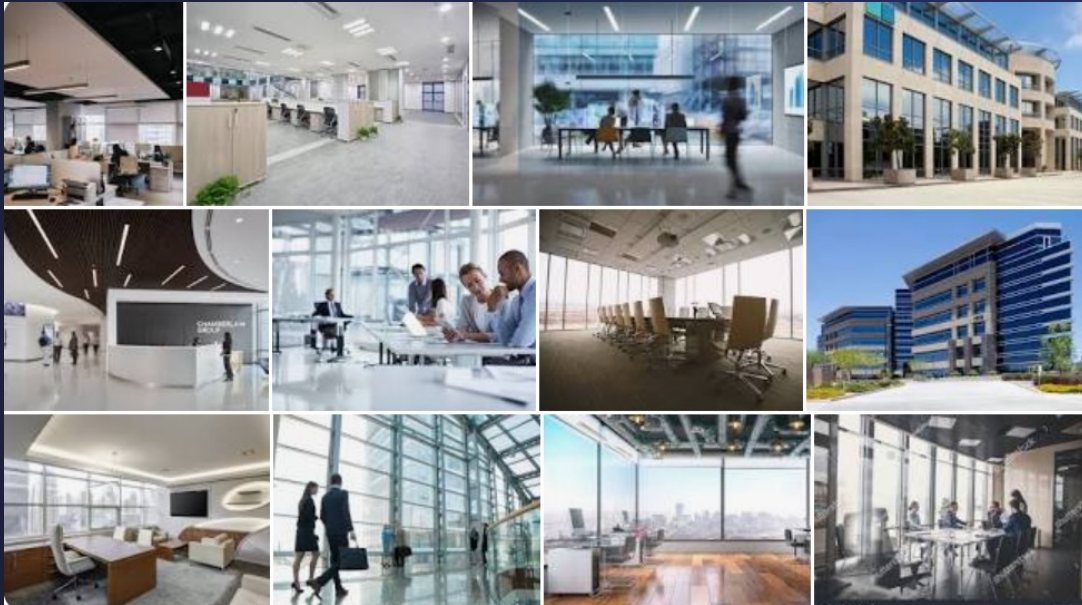
U.S. regulators estimate as many as 10,000 lives could be saved each year if the 911 emergency dispatching system were able to get to callers one minute faster.

Better technology would be especially helpful, regulators say, when a caller can't speak or identify his or her location [WSJ].



# When employees, students or family members are outside of the buildings They are exposed

Corporations/universities have fortified their  
Facilities where employees/students are secure



However, they have not yet delivered **personal** security  
solutions for employees when outside the corporate facilities



**Impact:** injuries, loss days of work, legal costs, churn, morale > productivity, brand, employees refusing to work late shifts (loss of revenues)

**Workplace violence costs an average of \$2,000 per employee per year.  
That's approximately \$300 billion per year across all American businesses.  
Bond significantly reduces the risk and the cost per employee per year.**

# 30 STARTLING WORKPLACE VIOLENCE STATISTICS [2022]: STATISTICS ON WORKPLACE VIOLENCE IN THE US

By [Elsie Boskamp](#) | Oct. 20, 2022 | Fact Checked | [Cite This Webpage](#) 

- In the United States, there are roughly **2 million victims** of workplace violence each year.
- The healthcare and social assistance industries have an **8.2% workplace violence incident rate**.
- Workplace violence deaths rates for men are roughly **75% higher** than those for females.
- Workplace violence causes American businesses to lose, on average, **\$250 to \$330 billion every year**.
- **85%** of workplace violence deaths are due to robbery.
- Workplace assaults resulted in **20,050 injuries and 392 fatalities** in 2020 alone.

Workers in these industries have an 8.2% overall workplace violence incident rate, accounting for roughly 69% of all physical workplace violence assaults and 71% of all non-physical workplace violence assaults across the country. This represents a workplace violence incident rate that is 12 times higher than the national average.

Nurses working in emergency care, in particular, are especially prone to workplace violence, as 25% of them have experienced some sort of physical violence at work at least once in their career.

In addition to these shocking statistics, the U.S. Occupational Safety and Health Administration has also named hospitals one of the most dangerous workplaces in the country.

## **Customers and clients are the most common perpetrators of workplace violence.**

According to experts, this group can include a wide range of individuals, including current and former clients, patients, customers, passengers, criminal suspects, and more.

Additionally, personal acquaintances and intimate partners are also common perpetrators of workplace violence, especially in cases of assaults and sexual assaults.



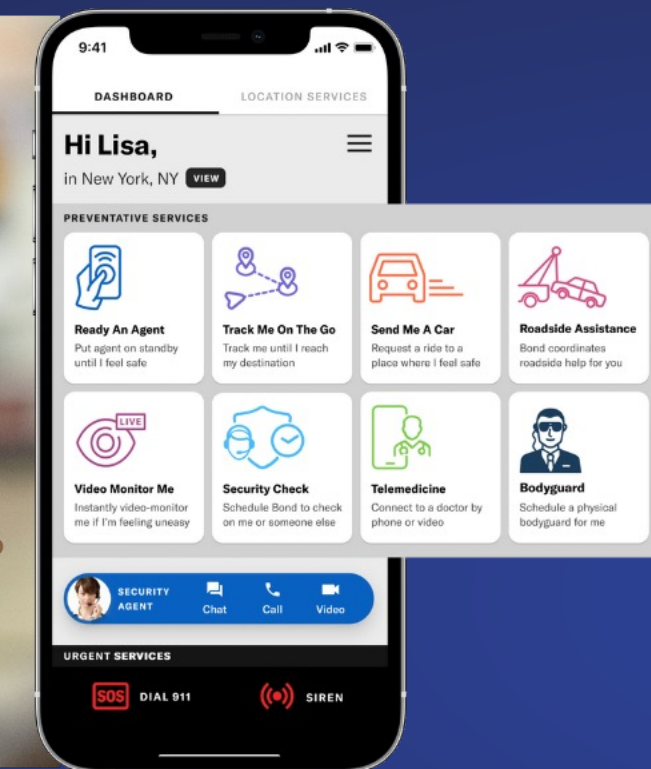
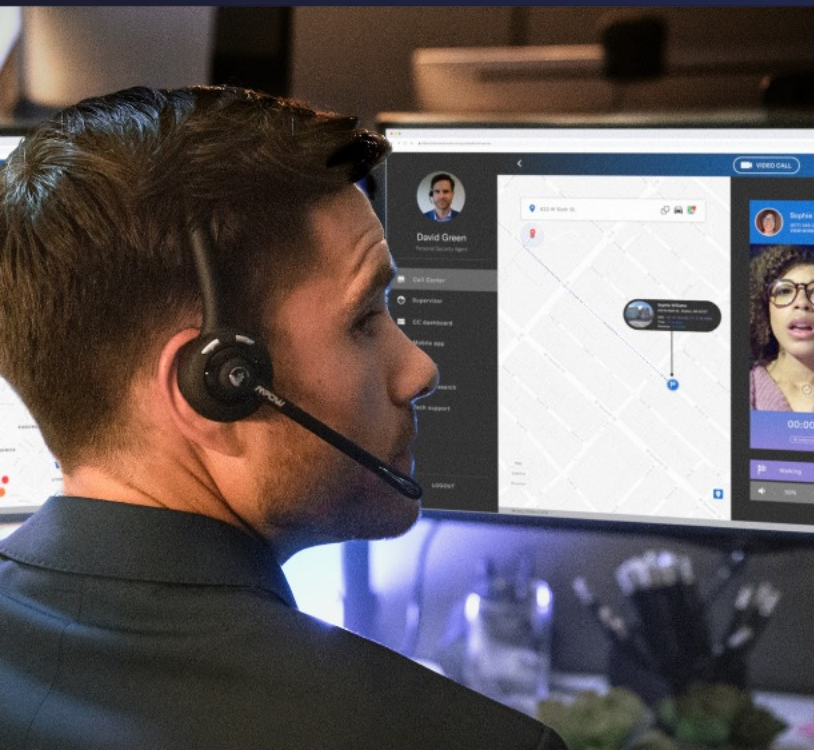
# Bond's Mission: Democratize Personal Security for All



Bond's Mission is to offer  
personal security and peace of  
mind for all at **~\$0.005 per  
hour, which is 13 cents per  
day.**

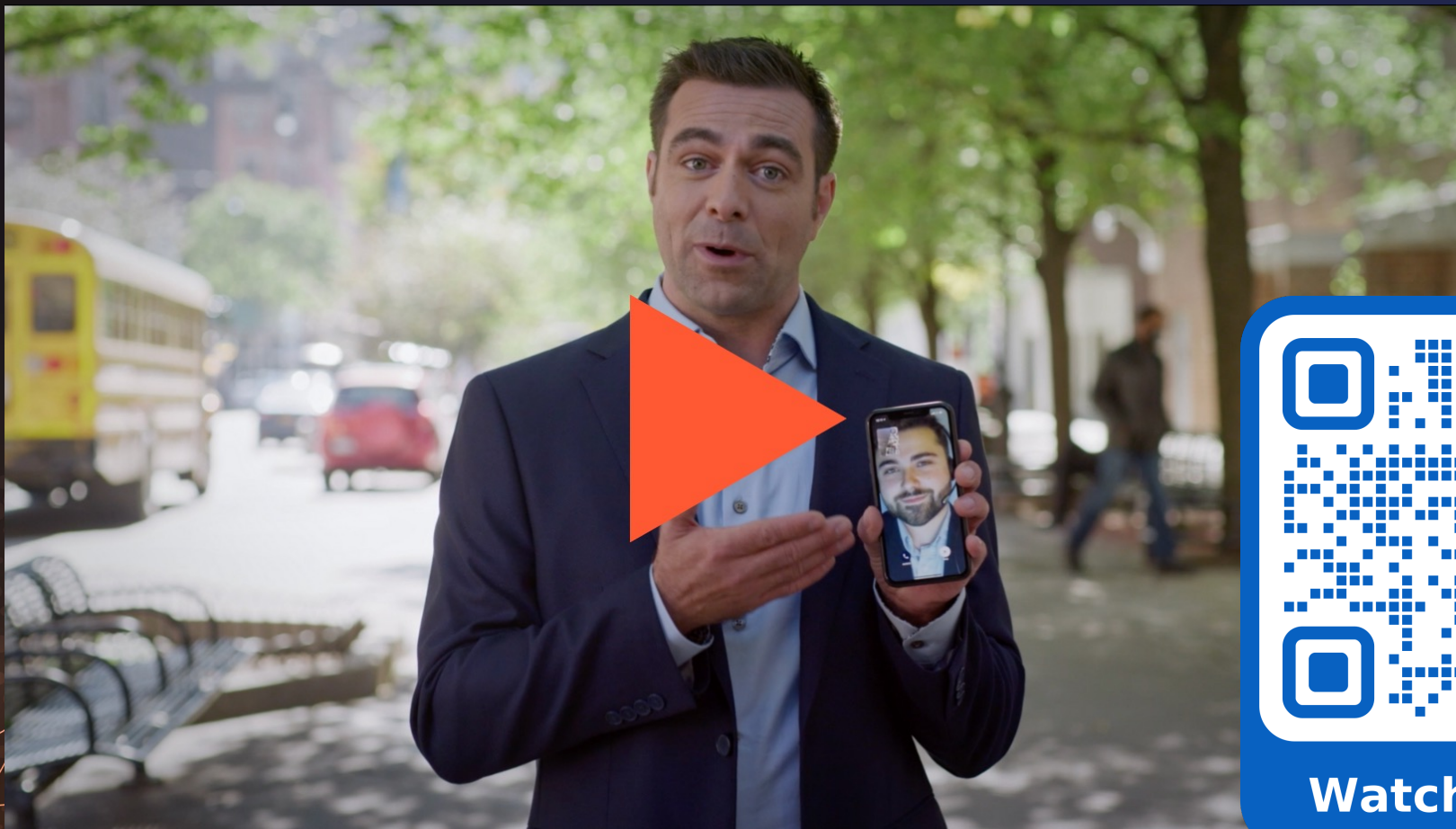






# THE SOLUTION





Click the video to see how Bond introduces the service to end users.



Click the video to hear **Former US Secret Service Special Agent,**  
Rich Staropoli, focus on key preventative Bond services.



Bond

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**PREVENTIVE PERSONAL SECURITY**

**PERSONAL SECURITY COMPANION**



**ONE CLICK AWAY  
FROM IMMEDIATE  
RESPONSE**

**YOU ARE NEVER  
ALONE AGAIN**

- **Effective**
- **Affordable**
- **Preserves Privacy**





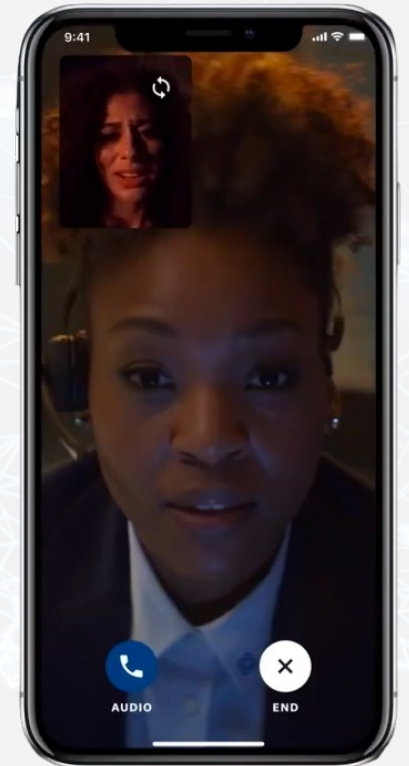
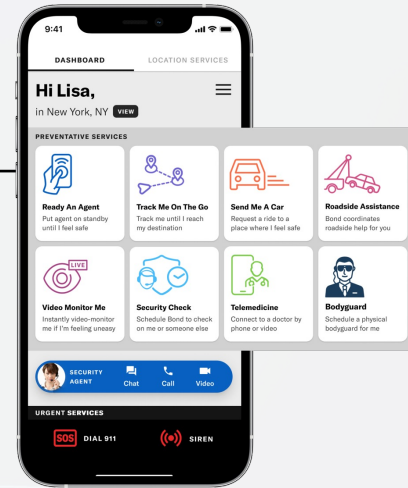
# Bond: Personal Security Platform



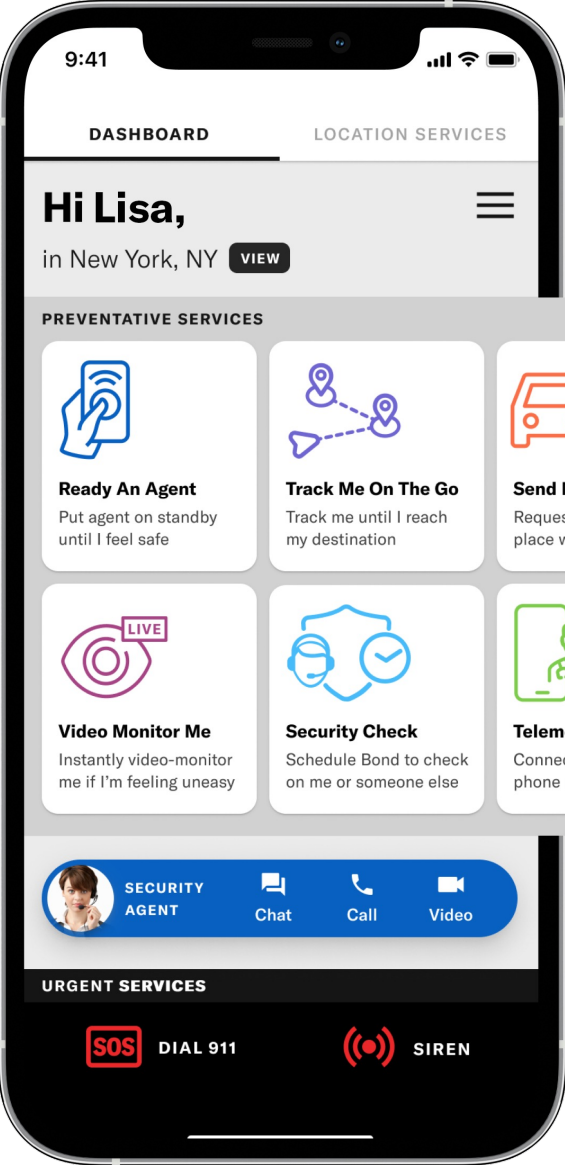
- 24/7/365 Trained and certified Personal Security Agents
- Providing either **assistance** or **escalation**

## FOUNDATION

- **GLOBAL COMMAND CENTERS**
- **BACKEND PLATFORM**
- **BOND APPLICATION**
- **MULTIPLE NOVEL PREVENTATIVE SECURITY SERVICES**
- **ORCHESTRATION OF 1<sup>ST</sup> RESPONDERS**
  - **24/7 'BY YOUR SIDE' PREVENTIVE**
  - **ON-DEMAND MONITORING**
  - **ESCALATION TO 911**
    - **POLICE**
    - **MEDICS**
    - **FIRE FIGHTERS**



# BOND MOBILE APP: ACCESS TO ALL SERVICES

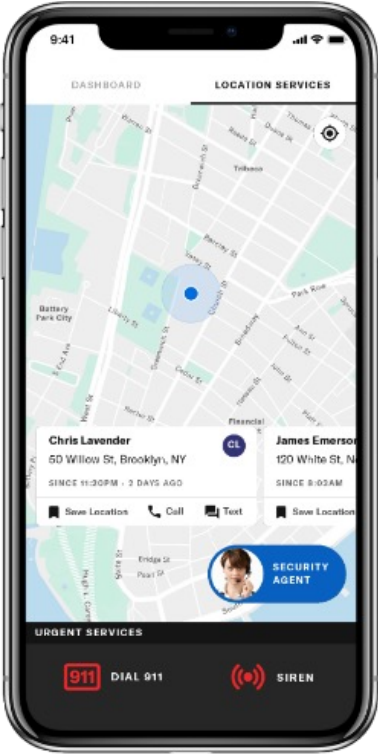


Informational Services

Preventative Services

Security Concierge Services

Urgent Services







# OTHER SERVICES

Bond opportunistically leverages its capabilities in order to address other security needs in a manner that contributes to Bond's revenues without taking away its main focus of Preventative Personal Security for all.

# STATUS



# Status

- Hypergrowth:
  - Bond faces no direct competition and has proven an ability to win deals with some of the largest corporations in the world (including 2 of the 3 largest corporations in the world)
  - Going public will allow Bond to invest appropriately in order to grow the business globally and separate itself indefinitely from any would be competitors
- Proven:
  - Over 1.25M Service Requests Handled, including emergencies and lifesaving situations
  - Largest corporations in the world are adopting Bond for their employees
  - 5 Star reviews
- Moat:
  - Over \$100M invested, mainly in developing the technologies – thus creating significant moat relative to would-be competitors
  - No direct competition that we are aware of

# Bond Customer Referencing Bond to Shareholders in 10-K Filing

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

## Form 10-K

(Mark One)

☒ ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended April 1, 2023

or

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Commission File Number: 001-13057

## RALPH LAUREN CORPORATION

### *Employee Safety and Well-Being*

Our priority continues to be to ensure the safety and well-being of all of our employees, customers, and the communities in which we operate in around the world. In this regard, for North America, in situations that make one feel unsafe, but do not warrant a call to 911, we launched a new program — Bond — making available the services of a security professional by an employee's side through an application, monitoring them and standing by to respond within seconds using voice, video, and chat.



# Members Love Bond

## Bond App Store Rating 4.8 out of 5

@Alice Turner



I cannot say enough about this great app! Very responsive agents are right there to add the feeling of security. I walk to my car in the evening with my thumb ready to activate a video recording and call for help! Thank you!

@Monica Williams



Brilliant, thank you! I've been waiting for a service like this to come out, and here it is. **As a woman who travels for work**, and am often alone in strange places, this app is now my new best friend.

@Jessie Glennon



LIFE SAVER! As a young female in Manhattan, **often working late nights**, I was once violently attacked on the street walking home and have since then tried to be more cautious; faking phone conversations when I'm feeling uncomfortable or taking a car (which adds up \$\$\$). The "Track Me On The Go" feature has been a lifesaver! Not only to my sense of well-being being but also to my wallet 😊 Fortunately, I haven't had to use any of the more aggressive features yet but it's definitely worth every penny.

@Ben Simmons



If you are a real estate agent or a frequent runner or a nurse walking to your car at 3 a.m. you **NEED** this app! This is the best thing out there to keep you safe and secure. I recommend to all my friends and family and those I truly care about. This app will change your life for the better!

@Patricia Connor

This app has been such a great way to feel safer when walking alone at night. People using the phone are friendly and responsive and they called me immediately to ensure I was safe.

@Shannon Derris



Just recently downloaded the app and it makes me feel safe just knowing that I have it to **use for my job** and whenever I feel unsure of being alone. I can call the app and it really helps me to know that I always have someone there on hand to help me when ever need be.

@Cindy Johnson



**As a woman in the corporate world, I often find myself traveling alone in cities to meet customers, partners and manufacturers.** Not always knowing these cities, I don't always know where I'm safe. And even in my home city, I can find myself out very late at night with friends and when its time to go home I still have to walk alone to my car, Uber, or back to my house. In the dark. Typically in heels. Having Bond makes me feel more secure in these situations, as I know that someone knows where I am and can get me help immediately if I need it. Thank you Bond!

@Lauren Mercier



I just purchased this app and tested it!! Oh My!! I'm so impressed with the app- within 5 seconds a live agent was there! Plus, he walk me through what's all included in the app!

@Melissa Hanscom



**I often walk home alone late at night, usually after a long day at the office.** Most of the time it's fine, but there are def times when I feel nervous and even unsafe. During those times, I've never had a reliable way to ensure my safety. Bond does just that for me. Easy to use - one click and you have some there looking out for you, ready to call for help the second you need it. Highly, highly recommend it for anyone who ever walks alone, anywhere.

@Cheryl Bannister



This app is great! It really gives me peace of mind when I'm **leaving work at night by myself!** Its super simple to use & very convenient! I recommend it to everyone!

@Joanna Lewiston



This is definitely the most impressive app i have ever used. Starting with the membercare: A+. **As a female in and out of the city working late nights**, it can be difficult to find something to make you feel safe. This app has completely changed my outlook on walking alone and being on public transportation late at night. Knowing I can keep my phone in hand- have someone in contact with me, knowing my location (accurately) and hearing my surroundings, lets you know you are in safe hands. I take my safety seriously and knowing that i have Elizabeth there at a touch of a button is a saving grace! I absolutely love this app and wouldn't know what to do without it. If you're on the move- no matter who you are. YOU should HAVE THIS APP. I recommended this app to everyone i know. It's definitely a MUST-HAVE.

@Patricia Connor



This is by far an absolute must for most everyone especially women and parents who have a child that has a phone! The many things that it does to keep you secure are amazing and the customer service I cannot speak highly enough about. So worth every single penny!

@Michaela Smith



Absolutely terrific. Easy to use, intuitive, and user friendly. This is the benchmark for all apps. I feel so safe with this App being available 24/7. I am trying to encourage my mother to sign up as well.

@Natalie Langer



Every interaction with this security app has been a 10. Highly recommend for everyone.

@Olivia Jones

This app is better than all the others out there. The people behind this app are so genuine and they are there for you at the push of a button. They saved me from a situation I never thought I would be in through.

@Alan Carter



This is a must have for the whole family!

for years someone needs to make exactly this! I am so happy and feel so much more confident about my personal safety & security with Bond by my side. I've been the victim of multiple crimes and now I feel safe.



# Validation to Date



## PRODUCT/MARKET FIT

### 1. B2B:

a) US: 170M x \$50 = **\$8.5 B**  
 b) ROW: 3B x \$30 = **\$90B**  
**Sub-tot: ~\$100B**

>1,250,000 service requests handled;  
 >10,000 emergencies and life-saving situations.

B2B sales is working at low COS. Win large deals and developed large pipeline

**End-user** satisfaction is high (across 3 modes of usage: habitual, situational, insurance.

**Cost of Sales** is low. **Margin** is high.

**Required investment to emulate Bond essentials:**

- 1) Technology platform is complex, multidisciplinary and requires years to design, develop and harden.
- 2) Command Center protocols and technologies are novel and complex.
- 3) Global ecosystem is required including local authorities and partners.

**Not yet validated**

However:  
 a) There is no apparent barrier: operational, commercial, regulatory or other.  
 b) CEO has scaled prior businesses.

### 2. B2C:

a) US: 120M x \$70 = **\$12.5B**  
 b) ROW: 1B x \$50 = **\$50B**  
**Sub-tot: ~\$60B**  
**Total: ~\$150B**

The product clearly enhances personal security and Peace Of Mind.

B2B2C is in its infancy. There are indications of consumer brands negotiating deals to distribute Bond to their consumers.

**CSOs** satisfaction is high and retention is very high.



# SUMMARY

# Summary: Personal Security For All

- Opportunity to address a massive problem that affects billions globally and for which there has not been an effective and affordable solution. Leverage this opportunity to further lead the rest of the Private Sector Security Market, uniquely combining technological innovation and operational excellence.
  - \$100B new market and existing \$338B existing market = \$438B
- Bond is well positioned to become immensely valuable financially and highly impactful for the wellbeing of people.
- Bond is proven:
  - Technology and platform save lives and highly reliable and scalable
  - Operationally: >1.25M service requests and >10k emergencies and life-saving situations
  - Commercially:
    - The largest corporations in the world are adopting the service on behalf of all types of employees
    - No direct competitors detected. Moat: Bond invested over \$100 million thus far and a competitor will need to make similar investments in order to be viable.
- Think of Bond as your AI play in the private security market: As you put together your AI portfolio, ask yourself if there is any other security company that is better positioned to lead this \$438B market



# THANK YOU

## NASDAQ OBAI

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