



SPYR

TECHNOLOGIES

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(OTC – SPYR – \$0.0965)

Stock Market Media Group Research



KEY STATISTICS

Exchange/Symbol:	OTC Mkts: SPYR
Price @ Close 5/4/2021:	\$0.0965
Market Cap:	\$20,702,881
Shares Outstanding:	214,537,631
Tradeable Float:	73,194,241
52 Week High/Low:	\$0.0177/0.231
Industry:	Technology

Snapshot Introduction

Denver-based SPYR Technologies (SPYR) operates in the technology space with a pro-growth acquisition strategy of developing a portfolio of revenue-generating companies—ideally operating in the Technology, Internet of Things (IoT), and Artificial Intelligence (AI) industries.

In late 2020, SPYR began a necessary pivot that showed its resilience and agility as it left behind the extremely competitive and cash-intensive mobile gaming industry, and through an

acquisition, thrust itself into the multi-billion-dollar smart home market where it's already generating sales and revenue and has partnered with online retail giants Amazon, Walmart and eBay. It's a pivot that will continue to shape SPYR well into the future with additional acquisitions that will introduce shareholders to other technologies, broaden SPYR's footprint, and enhance its ability to compete in the tech industry.

For investors, SPYR is a low-float stock with only 73-million tradeable shares, which has allowed the company's share price to easily rise to between \$0.80 - \$1.00+ on several occasions.

After a careful review of the company's pro-growth acquisition strategy, its entrance into the multi-billion-dollar smart home market via acquisition, its partnerships with retail giants Amazon, Walmart and eBay, its efforts to quickly drive products to market, and its expeditious move to the revenue-generating phase of the company's life cycle, we rate SPYR a "Buy" at its current share price of \$0.0965 and issue the following extensive market research into this ground-floor opportunity.

Company Overview

SPYR Technologies entered 2021 as a completely redefined company after spending Q4 2020 transitioning into the technology industry, securing future funding commitments, identifying a number of potential acquisition targets to support its pro-growth strategy, and completing its first acquisition under the new SPYR Technologies brand.

 The company officially began operating as “SPYR Technologies” in October 2020, and in the same month, its Chief Executive Officer (CEO), James R. Thompson, secured a \$15-million funding commitment and acquired the California-based IoT company, Applied MagiX Inc. The acquisition immediately propelled SPYR into the multi-billion-dollar smart home industry, and more specifically, the company is now competing in the Apple® HomeKit® smart home market. And it only took SPYR and Applied MagiX about 5 months to go from acquisition to advancing a product development and sales strategy to identifying products to generating sales.

SPYR expects to continue expanding its technology portfolio by exploring strategic acquisitions and/or products that make sense representing the company’s technology portfolio and that could realistically generate future revenue growth. One specific area of interest that SPYR is thoroughly researching is the artificial intelligence or AI market.

SPYR’s CEO offered a hint earlier this year regarding a potential opportunity for further expansion by stating that the company’s due diligence is focused on an area of the technology industry that is experiencing rapid growth, has products for the home that have an AI component, as well as real-time locating systems (RTLS) for tracking personnel and assets, and wearable emergency alert systems that utilize active RFID technology in commercial applications.

SPYR Subsidiary – Applied MagiX Inc.

 Applied MagiX is a registered Apple developer headquartered in Manhattan Beach, California, and currently the CEO, Dr. Harald Zink, has the company engaged in developing its very own signature line of Apple HomeKit products and accessories. While development progresses on its proprietary products, Applied MagiX will offer consumers sourced Apple HomeKit, Apple CarPlay®, and Apple WATCH® products and accessories from trusted technology partners to generate sales and revenue immediately while also creating an active customer base to introduce its own branded products to later this year.

Applied MagiX and SPYR opened an office and contracted with a local facilitator in Hong Kong specifically to develop partnerships and to build relationships with technology partners so that the company could properly vet new and popular products that it could then add to its product lineup.

In the first week of April, Applied MagiX launched 4 Apple HomeKit products from its “**Essential HomeKit Products**” category. These represent the first sourced products that



the company introduced to the public from its technology partner, Onvis.

In the 3 weeks following the launch of those products, SPYR and Applied MagiX landed one blockbuster online marketplace partnership after another with Amazon, Walmart and eBay.

These 3 household names represent the biggest companies in online shopping and offer Applied MagiX access to an incredible audience of about 500-million online shoppers each month. The company’s products are also available at the Applied MagiX online store.

- Onvis C3 Apple HomeKit Secure Video Camera
<https://appliedmagix.com/shop/onvis-c3-camera>
- Onvis SMS1 Multipurpose Smart Sensor” (Environment & Motion)
<https://appliedmagix.com/shop/onvis-sms1-homekit-motion-sensor>
- Onvis CS1 Multipurpose Smart Sensor with Alarm
<https://appliedmagix.com/shop/onvis-cs1-smart-sensor-alarm>
- Onvis CT2 Door/Window Contact Sensor
<https://appliedmagix.com/shop/onvis-door-window-contact-sensor-ct2>

While these are the first products available to the public, they certainly won’t be the last. SPYR and Applied MagiX recently announced that “MagixDrive,” an Apple CarPlay product that turns your wired CarPlay system into a premium wireless experience, will soon be launched. MagixDrive represents what will be the very first Applied MagiX-branded product.

SPYR – Online Marketplaces

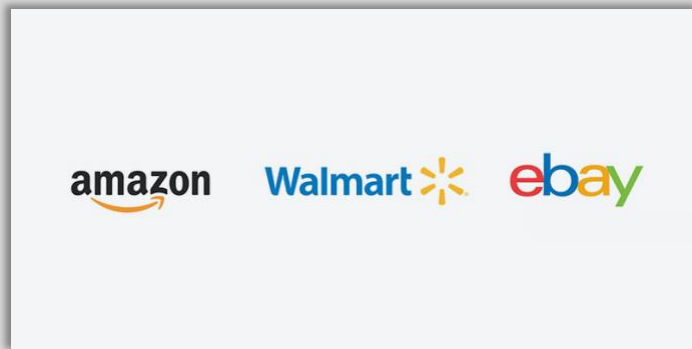
Since releasing its products, the company has been focused on reaching more consumers, and to that end, Applied MagiX has wasted no time increasing the number of shoppers who have access to their products by placing their Apple HomeKit items on online marketplaces that have enormous built-in audiences of consumers who regularly shop these sites. Immediately expanding the company’s distribution network with the addition of Amazon, Walmart and eBay, the 3 most-visited online retailers globally, has netted SPYR and Applied MagiX access to more than 500-million active monthly users.

Amazon Storefront (300-million active mo. users) <http://bit.ly/AppliedMagix-StoreFront>

Walmart Marketplace (120-million active mo. users) <http://bit.ly/AppliedMagix-Walmart>

eBay Marketplace (107-million active mo. users) <http://bit.ly/AppliedMagix-eBay>

Amazon is overwhelmingly the world’s largest online retailer with 300-million active monthly users shopping on its platforms, while also being the most popular shopping app in the United States with over 150-million mobile users. A staggering 63% of online shoppers go to Amazon to begin their search for products, and according to Statista, a leading provider of market and consumer data, in 2020, about 65% of the entire U.S.



population visited one of Amazon’s websites at least once per month. It’s an ideal marketplace for Applied MagiX because the “electronics” category is the most popular product category for Amazon shoppers.

Meanwhile, Walmart's online Marketplace with its 120-million active monthly users has been

growing its e-commerce business year over year since its launch in 2009, culminating in a 79% increase in e-commerce growth in 2020. Walmart also has a monthly mobile app audience of more than 86-million users.

And then there’s the eBay Marketplace, which registers 107-million active monthly users. It is currently the second-largest online marketplace in the total number of active buyers. In 2020, eBay added 11 million new buyers to bring its total to just over 185-million active buyers around the world.

The eBay app is used by 34.9% of all mobile users in the United States making it the third most popular shopping app among U.S. shoppers behind Amazon (80%) and Walmart (43.8%). And like Amazon, eBay’s top-selling product category is “electronics & accessories.”

SPYR – Smart Home Market

Globally, the smart home market is currently valued at around \$80 billion and is projected to quickly reach well over \$130 billion in just a few short years according to many of the experts that follow trends in the industry.



Numerous market reports discussing the short-term future of the thriving global smart home market are all forecasting dramatic growth. The reports range from \$135.3 billion by 2025, at a CAGR of 11.6% according to Research and Markets, a worldwide research firm with 450+ Fortune 500 clients, to \$207.88 billion by 2027, growing at a CAGR of 13.52% from a report issued by Verified Market

Research, a leading global research and consulting firm, to a more aggressive forecast of \$313.95 billion by 2026, growing at a CAGR of 25.3% over the forecast period (2021-2026) announced by Mordor Intelligence, a marketing and research firm.

Numbers like these are hard to ignore and the future of the market is limitless given the myriad products constantly being developed to make our lives easier and our homes smarter. With Applied MagiX, SPYR competes in the segment of the smart home market related to the development, manufacture, and sale of devices and accessories specifically



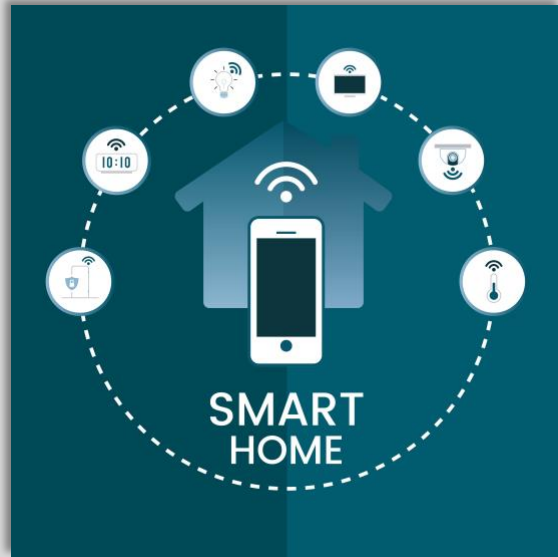
built on Apple's HomeKit framework.

These products work within the Apple HomeKit ecosystem and are exclusive to the Apple market and its consumers.

The IoT industry is a mix of "smart" products that connect to the internet and can be controlled by a range of different platforms, from Amazon's Alexa to Google Home to Samsung SmartThings. And HomeKit is Apple's IoT solution, which is designed to let you control

various internet-connected home devices that connect HomeKit-enabled smart accessories together in a way that lets you operate them using your Apple devices. Essentially, it's a platform designed to make it easy for manufacturers of smart home devices to add iOS compatibility to their products.

SPYR’s path forward, via Applied MagiX, which has its Apple Developer License as part of Apple’s “Developer Program,” will be to choose from the almost inexhaustible list of products and accessories that are becoming internet-connected and add new capabilities



to those products, like cameras, lights and sensors, locks, thermostats, outlets, refrigerators, window blinds, speakers and much more.

Verified Market Research, when addressing the growth in the smart home market, said, “Growing advancements in IoT, rising demand for energy-efficient solutions, and increasing adoption by consumers have driven the global smart home market.”

Additionally, the firm says that the rising importance of home monitoring in remote locations, the increasing need for energy-saving

and low carbon emission-oriented solutions, the rapid proliferation of smartphones and smart gadgets, expansion of the smart home product portfolio by a large number of players, growing concern about safety, security, and convenience among the general population will all drive growth in the market.

Global research firm, Research and Markets, explained in its report titled, “Smart Homes and Home Automation in North America and Europe,” “Smart home and home automation systems include a wide range of solutions for controlling, monitoring, and



automating functions in the home. Smart home systems can be grouped into seven primary categories: security and access control systems; energy management and climate control systems; audio-visual and entertainment systems; lighting and window control systems; healthcare and independent living systems; home appliances and service robotics.”

Research and Markets estimates that there will be 179-million homes in North America and Europe alone that will become “smart” homes by 2024. It is this kind of growth and an ever-expanding portfolio of potential products and accessories that leave SPYR and Applied MagiX entering a seemingly burgeoning market with exponential growth ahead of it at just the right time.

SPYR – Outlook

SPYR Technologies has been given a new lease on life with its pivot into the technology industry, and it has certainly taken full advantage of this opportunity. SPYR is refreshingly transparent, which is a rarity on the OTC Markets platform, and since its revival in October 2020 as SPYR Technologies, the company has remained consistently transparent and extremely driven to succeed.

The CEOs at both SPYR and Applied MagiX have been proactive in their efforts to give the company its best opportunity to compete in the multi-billion-dollar smart home market. After the acquisition of Applied MagiX, the two companies have worked hand in glove to deliver on promise after promise, and the results are impressive, including positioning the company to generate sales and to begin to realize revenue as SPYR has entered the revenue-generating phase of its operations.

The two companies have been active in building a distribution network that will allow them to reach more consumers, and they've done so by creating partnerships with the 3 largest online retailers in the world (Amazon, Walmart, eBay). These partnerships give SPYR/Applied MagiX a presence on the 3 most-visited online marketplaces, which all have enormous built-in audiences of consumers who regularly shop these sites—to the tune of about 500-million monthly shoppers.

A quick look at quarterly highlights from Q4 2020 and Q1/Q2 2021 and it's clear that SPYR is making the most of its new direction and mission in the technology industry.

SPYR – Q4 2020 Company Highlights

- SPYR Began operating as SPYR Technologies.
- The company announced \$15-million financing commitments.
- SPYR Acquired California-based IoT company, Applied MagiX Inc.
- Applied MagiX received its MFi Development License from Apple, marking a crucial step toward developing, designing and releasing future Applied MagiX-branded products, while also allowing for the use of the familiar Apple badging on its products.
- SPYR/Applied MagiX established a representative office in Hong Kong.
- The company contracted with a local facilitator in Hong Kong.

- Applied MagiX kickstarted development of initial premium and proprietary HomeKit products.
- Applied MagiX identified product categories to pursue and develop.
- SPYR engaged in discussions with an overseas company regarding an opportunity for SPYR to market/sell/distribute its line of Artificial Intelligence (AI) and other products in the U.S.

SPYR – Q1 and Q2 2021 Company Highlights

- Filing a Trademark Application with the U.S. Patent and Trademark Office (USPTO) for its Truly Convenient™ brand, which will be used to identify many of its planned Apple ecosystem accessories.
- Introduction of a 2-pronged sales and product development strategy that includes Applied MagiX releasing proprietary products under its own brand, with availability based on R&D and manufacturing timelines, and the company sourcing and selling products from its technology partners to drive revenue into the company immediately.
- SPYR/Applied MagiX released a list of “product categories.”
 - “**Essential HomeKit Products**” like a HomeKit Secure Video camera and several HomeKit Contact, Security and Environment Sensors.
 - “**Essential Home Accessories**” like Truly Convenient™ USB wall-chargers, Truly Convenient Lightning charger & data cables, Truly Convenient Apple WATCH charging cables, Apple WATCH accessories, and watch bands.
 - “**Companion Apps and Functional Enhancement Apps**” on MacOS and iOS systems, including Apps that support the products that Applied MagiX will ship to customers, Apps that support and improve third-party hardware, and Apps that improve functionality of MacOS systems.
- Announcing the first shipment of HomeKit-related products were en route to Applied MagiX for sale and distribution and then a subsequent announcement that the company received those products.

- Launching the new Applied MagiX website and online store where Applied MagiX introduced its first 4 smart home products from the “Essential HomeKit Products” category sourced from technology partner, Onvis, and making those products available for purchase.
- Applied MagiX expanded its distribution network by adding the top 3 most-visited retail giants, Amazon, Walmart Marketplace, and eBay Marketplace.
- SPYR and Applied MagiX introduced MagixDrive, the company’s first Apple CarPlay product and what will be the very first Applied MagiX branded product, which will soon be available for purchase on all of the online retail locations where the company’s current products are found.

Because of SPYR’s aggressive tack in redirecting the company in a different, but far more reasonable, direction with a pro-growth acquisition strategy, SPYR’s vigorous approach to proving it will do exactly what it takes to compete in the technology industry and in the smart home and IoT markets, the company’s desire to continue to make acquisitions and/or to acquire products that will lead to future revenue growth, and the company’s constant transparency and expeditious follow up, we rate SPYR a “Buy” at the current share price of \$0.0965.

And with SPYR’s low float of only 73-million tradeable shares, the company’s share price has the potential to rise very quickly, which the market has seen on numerous occasions with rises to over \$0.80 and \$1.00+ multiple times, the current price represents an ideal ground-floor opportunity for new and current investors looking to accumulate shares of the company.

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