



MEDIA KIT

About **SMARTRENT**

SmartRent is the leading provider of smarter living and working experiences for the rental housing industry. Using a powerful combination of open-API hardware and software, and offering multiple integrations, SmartRent fits into a property's existing ecosystem, supplementing its technology to simplify operations, automate workflows, protect assets and drive revenue.

SmartRent is the supplier of choice for the top names in real estate. With the only all-in-one, customizable smart home and property operations platform on the market, its IoT solutions are in 680,000 homes and businesses - more than all of its competitors combined.

KEY STATS

680k+

Units deployed

2.4M+

Connected devices

Serves **15** of top **20**
Public multifamily operators

500+

Employees

500+

Customers who own or control 6.7M of the 44M professionally managed rental units in the US

The **SMART START**

Lucas Haldeman, CEO of SmartRent, began the company with one goal in mind: to make living and working easier. His vision materialized into SmartRent, the leading provider of smart home and property operations solutions to the rental housing industry.

Haldeman, formerly the chief technology and marketing officer at Colony Starwood Homes (now part of Invitation Homes Inc. NYSE:INVH), grew increasingly frustrated with technologies promising operational ease and failing to deliver. Looking beyond point solutions that addressed one problem, he knew it was possible to build an all-in-one platform that would make better living and working a reality for operators, site teams and residents. With the support of his business partner and wife, Haldeman put his idea into action, starting SmartRent in 2017.

Entering an industry known for its slow adoption of technology and resistance to change, Haldeman assumed the full financial risk in the initial two years of operations, research and development. This bold move aimed to challenge the industry's entrenched "this is just how it's done" mindset, showing the power of hardware and software and how, together, they could transform operations, protect assets and generate revenue. Guided by his personal core values - getting (and staying) curious, investing in relationships and listening for underlying problems - Haldeman and his team designed a platform to solve the real pain points its customers faced.

While the use cases for technology in rental housing are countless, a pivotal moment in SmartRent's history was solving for challenges in rental housing resulting from the COVID-19 pandemic. The sudden shift to remote operations underscored the transformative potential of technology, highlighting SmartRent's significant impact on operations. The company went public in 2021, further amplifying its ability to scale and advance its mission.

Today, SmartRent serves 15 of the top 20 multifamily operators, its solutions are in more than 680,000 homes and businesses, and millions of users benefit from its technologies every day. Its customers own or control more than six million of the 44 million professionally managed rental units in the US, offering ample opportunity for continued growth.

Haldeman could not be more pleased with the company's impact - and he and his team are just getting started. Together with SmartRent's more than 500 employees, Haldeman remains relentlessly curious about rental housing and relishes the challenge to solve all the industry's challenges with the power of technology.

TIMELINE

2017

Founded in January 2017

2021

Went public in August 2021
(NYSE: SMRT)

2022

- + Acquired iQueue in January 2022
- + Acquired SightPlan in March 2022

2023

Launched Community WiFi
in June 2023

KEY DIFFERENTIATORS

- + We believe everyone deserves to live and work better through smart technology.
- + We offer the only all-in-one, customizable smart home and property operations platform on the market.
- + We support hundreds of integrations, fitting seamlessly into a property's existing ecosystem.
- + We are built for scale and all asset types.
- + We are the proven, trusted real estate smart home provider.

Our **LEADERSHIP TEAM**

LUCAS HALDEMAN, Chief Executive Officer

Lucas Haldeman, CEO of SmartRent, is a recognized pioneer in the proptech space who has spent the last two decades innovating and developing property management technology for the real estate industry.

Prior to founding SmartRent in 2017, Haldeman served as the chief technology and marketing officer of Colony Starwood Homes (now part of Invitation Homes Inc. NYSE:INVH). While there, he and his team developed a platform that was instrumental in helping the business acquire, renovate, lease and manage more than 30,000 single family homes. Previously, he served as the chief information and marketing officer for Beazer Pre-Owned Rental Homes, and was the founder and managing partner of Nexus Property Management, Inc.

Haldeman holds a Bachelor of Special Studies degree in economics and business, English and computer science from Cornell College.



DARYL STEMME, Chief Financial Officer

Daryl Stemm is Chief Financial Officer for SmartRent. He oversees and directs all aspects of SmartRent's financial operations, including financial planning, forecasting, tracking cash flow and more. With 40 years of experience in finance, accounting, treasury and risk management, including 20 years as a CFO, he is a seasoned finance professional leading companies in real estate, semiconductor manufacturing and clean energy advisory services.

Stemm joined SmartRent in 2020 and previously held senior finance positions with Best Western Hotels and Resorts and Invitation Homes (NYSE: INVH), and served as CFO at Home Director, Inc., and Catalyst Semiconductor, Inc. In his career, he has completed four IPOs and more than 10 mergers and acquisitions.

He holds a Bachelor of Business economics, accounting from University of California, Santa Barbara.



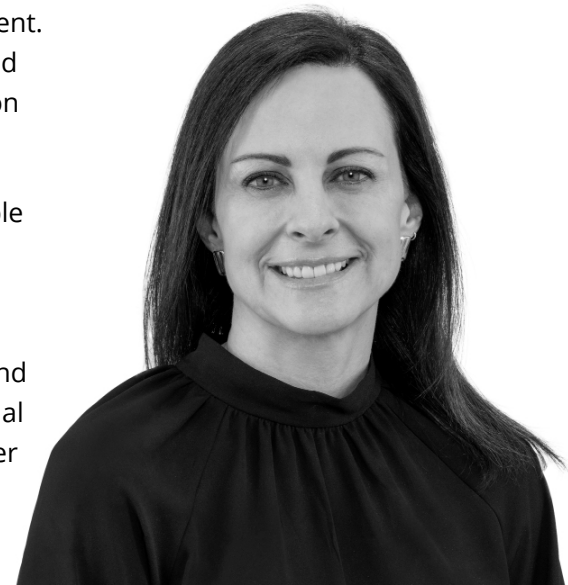
Our LEADERSHIP TEAM

HEATHER AUER, Executive Vice President, Human Resources

Heather Auer is Executive Vice President, Human Resources for SmartRent. Auer is in charge of setting the overall people strategy for SmartRent and leading employee development, organizational change, talent acquisition and total rewards.

Prior to joining SmartRent in 2019, Auer was the senior director of people operations at GoDaddy, Inc. (NYSE: GDDY). She served in various roles at GoDaddy, including as a strategic human resource business partner to the chief operating and chief information officers, and the corporate development and international teams. Auer led the full cycle mergers and acquisitions function for human resources as well as led the international expansion of GoDaddy into Asia, Latin America and Europe. Earlier in her career, Ms. Auer served in senior human resource roles at Apollo Education Group (formerly NYSE: APOL).

She earned a Bachelor of Science in human resource management from the Indiana University of Pennsylvania and a Master of Business Administration, global management from University of Phoenix.



WYRON BOBIS, Executive Vice President of Operations

Wyron Bobis is Executive Vice President, Operations for SmartRent. He leads SmartRent's operations function, overseeing customer experience, supply chain, installation, quality and field services. He is an accomplished operations leader with more than two decades of experience driving operational excellence, strategy execution and continuous improvement for Fortune 500 companies.

Bobis joined SmartRent in 2022 from Carvana (NYSE: CVNA), where he served as head of logistics and played a pivotal role in enhancing supply chain efficiency and process improvement. Prior, he served in increasingly senior roles at Swift Transportation (NYSE: KNX), up to senior vice president of operations and analytics, where he led various transformative initiatives, including implementing Lean Management Systems, improving equipment utilization and enhancing customer success.

He holds a Bachelor of Science in mechanical engineering from Virginia Tech.



Our LEADERSHIP TEAM

KRISTEN LEE, General Counsel

Kristen Lee is the General Counsel of SmartRent. In her role, she oversees key legal functions for the Company, including corporate governance, regulatory compliance, employment and operational advice, litigation and commercial contracting. Prior to being appointed General Counsel, she served as SmartRent's Vice President and Deputy General Counsel, joining the team in 2021.

Lee started her legal career in private practice in Los Angeles, followed by six years as an Assistant United States Attorney for the Central District of California. After returning to Arizona, she held positions at Fennemore Craig and Snell & Wilmer before positioning herself in-house as Assistant General Counsel at Grand Canyon University.

She earned her B.A. in communication from Arizona State University and a J.D. from the Pepperdine Caruso School of Law, where she received a certificate from the Palmer Center for Entrepreneurship and Technology Law.



ROBYN YOUNG, Chief Marketing Officer

Robyn Young is the Chief Marketing Officer of SmartRent. In her role, she oversees all marketing and communications for the company, including public relations, digital marketing, product marketing, events, internal communications and brand. She is a seasoned marketing executive with more than 20 years of experience in marketing and strategic positioning for successful companies in real estate and banking.

Young joined the SmartRent team in 2022 from Western Alliance Bancorporation (NYSE: WAL), where she served as chief marketing officer and led all marketing and communications functions for eight years as the company experienced sixfold growth in asset size. Prior, she served as executive vice president of marketing and communications at regional commercial real estate owner and developer RED Development. Earlier in her career, Young held increasingly senior positions at Macerich (NYSE: MAC), a leading retail REIT.

She holds a Bachelor of Science degree in finance from the University of Arizona and serves as a member of the board of directors at the Florence Immigrant and Refugee Rights Project.



Our SOLUTIONS

SMART COMMUNITIES SOLUTIONS



ACCESS CONTROL

Automates and simplifies real-time access and monitoring of communities through mobile, PIN code, card or fob credentials.



COMMUNITY WIFI

In-unit and community-wide, high-speed internet that delivers secure, seamless coverage and reliable connectivity.



SMART APARTMENTS

This platform connects all of a community's SmartRent-powered smart devices to a single dashboard, enabling operators to create better workflows for site teams and elevated living experiences for residents.



RESIDENT APP & EXPERIENCE

Puts control, comfort and convenience in the palms of residents' hands, enabling them to easily control their SmartRent-powered smart devices.



PARKING MANAGEMENT

Uses smart sensors and decals to manage and simplify parking across a community.



SMART PACKAGE ROOM

A comprehensive package management solution that guides couriers through the package log-in process and automatically directs residents to their packages, relieving the package burden from on-site associates.

SMART OPERATIONS SOLUTIONS



WORK MANAGEMENT

Helps site teams prioritize and systemize tasks, streamline communication with residents and vendors, and deliver actionable data to owners.



ANSWER AUTOMATION

Automates leasing and resident call handling with advanced speech recognition and easy-to-use follow-up tools that save time and money.



AUDIT MANAGEMENT

Quickly and reliably assesses a community's financial accuracy through a simplified review of rent roll, deposits, resident lease files and more.



INSPECTION MANAGEMENT

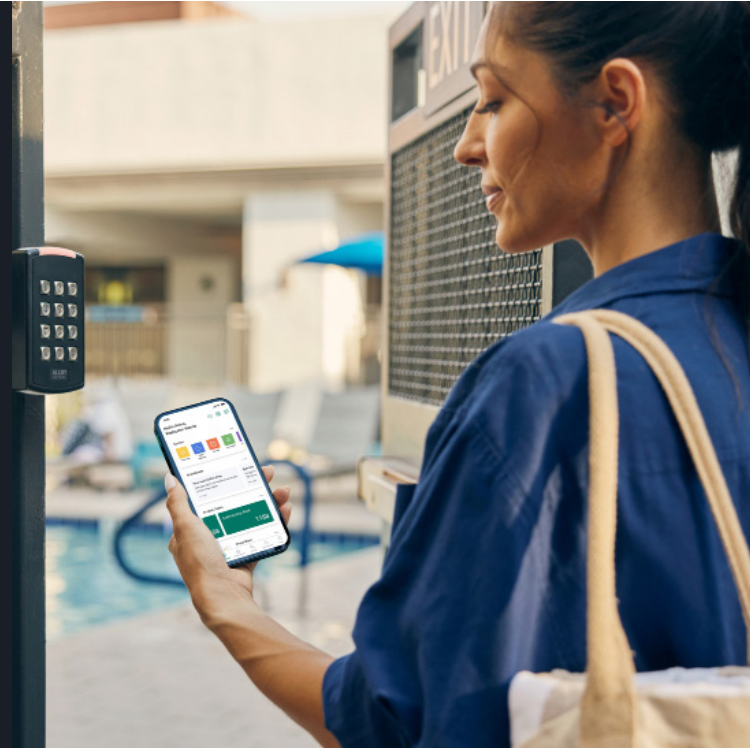
Consolidates and automates the inspection process to assess property conditions, ensure compliance and identify maintenance needs

HARDWARE & INTEGRATIONS

SmartRent's solutions integrate with existing systems and hardware, and offer countless options to customize based on a property's unique needs.

In addition, SmartRent designs its own select hardware - Alloy SmartHome - to power its unparalleled IoT platform.

Alloy SmartHome hardware augments the Company's software offerings, powering SmartRent's unparalleled, open-API platform. ensuring property operations are seamless and elevating living and working for owners, site teams and residents.



Our solutions integrate with:

HARDWARE



SOFTWARE



LOGOS



COLORS

SmartRent Primary

RGB: 0 172 160
CMYK: 94% 0% 48% 0%
HEX: #00ACA0
PAN: Pantone 2399 C

Primary Light

RGB: 91 198 204
CMYK: 59% 0% 22% 0%
HEX: #5BC6CC
PAN: Pantone 2227 C

Secondary

RGB: 0 146 124
CMYK: 100% 2% 60% 14%
HEX: #00927C
PAN: Pantone 3285 C

SmartRent Light

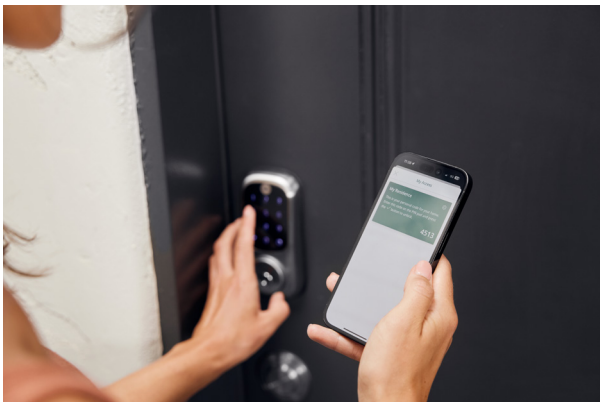
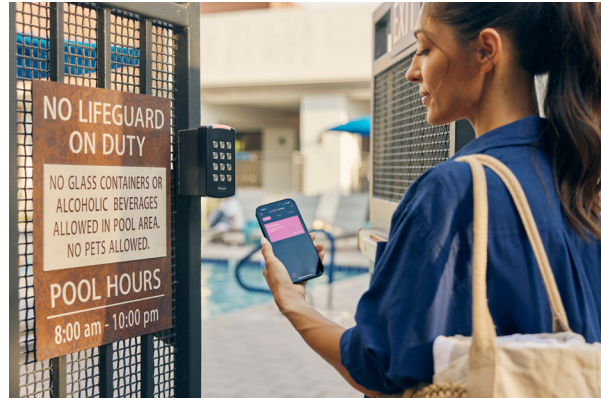
RGB: 243 245 248
CMYK: 3% 2% 1% 0%
HEX: #F3F5F8

SmartRent Dark

RGB: 91 198 204
CMYK: 80% 0% 22% 0%
HEX: #1A1F27
PMS: 419 C

IMAGES & ASSETS

Available upon request



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