



**GLOBAL ALERTS**  
CORP

Technology Leader in  
Emergency Mass  
Notifications

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**Currency: Unless otherwise indicated, all dollar (“\$”) or (“USD”) herein are in United States Dollars**



# The Global Emergency Alerting Shortfall

## 6 billion people left vulnerable

Over 80% of the world still lacks access to effective mass notification systems



“Early warnings save lives and provide vast economic benefits. Just 24 hours’ notice of an impending hazardous event can cut the ensuing damage by 30 per cent. Such progress is only possible with advances in telecommunications and connectivity.”



Prof. Petteri Taalas  
Secretary-General

For Every

\$1

invested  
in EWS



Returns

\$9.5

in average  
savings

## 2022 Global Disasters in Numbers



**185mil**  
People  
Affected



**\$223bn**  
Economic  
Damages



**30,704**  
Lives  
Lost

Source: 2022 Disasters in Numbers, EMDAT - Centre for Research on the Epidemiology of Disasters 2022

# Natural disasters are occurring more frequently and with greater intensity

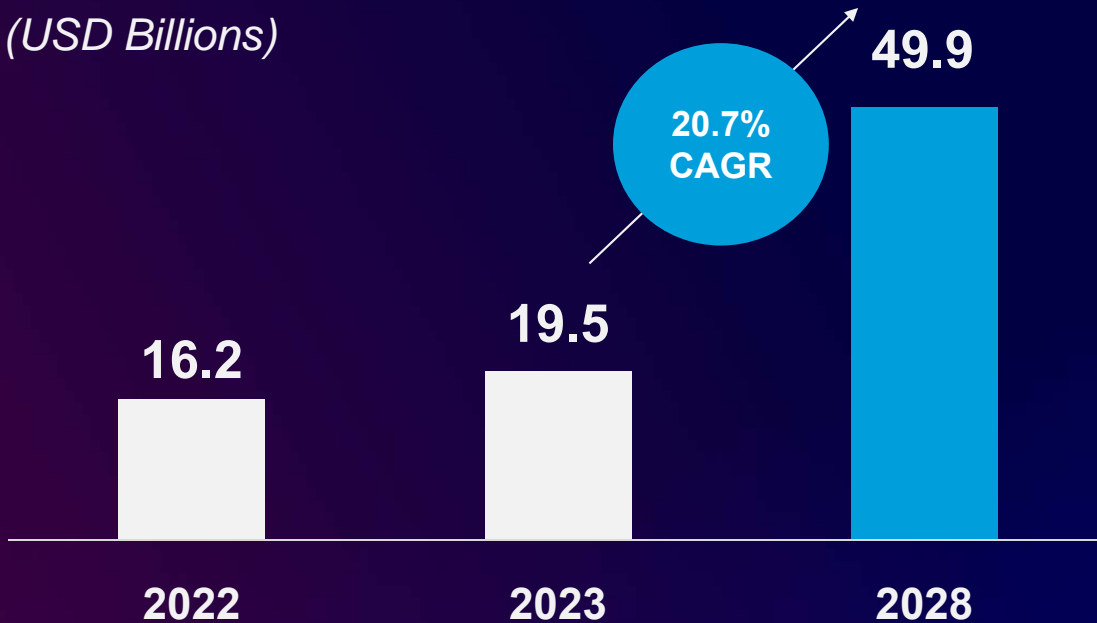
“The number of weather-related **disasters** to hit the world has **increased five-fold** over the past 50 years.”

- World Meteorological Organization



## Global mass notification market continues to accelerate

(USD Billions)



Source: Mass Notification System Market – Global Forecast to 2028, , MarketsandMarkets 2023

## Tapping into a Multi-Billion Dollar Market

### Driver

Increasing number of disasters and rising demand for public safety

### Restraint

Traditional technologies have a high cost and are slow to implement

### Opportunity

Global Alert's UPSEN CB-Gen2 is a game changer for the 80% of the population that is in need of real time notification of an alert system

## WHY GENERATION 2

- To date, Generation 1 of Cell Broadcast systems have been deployed in more than 20 nations globally all with; different brands, features and capabilities.
- System stand-up costs and on-going annual maintenance costs priced Gen 1 systems out of the reach of most Nations and Island States. The result being 80% of earths human population has no mass notification system utilizing Cell Broadcast.
- Global UN bodies over the past five plus years have called for a solution to this problem, in 2021 CEASa was asked by WMO and UN to find a solution.
- **UPSEN** is the solution and this platform is now being endorsed by these global bodies.



# PROVEN TRACK RECORD

Currently 20+ Countries Using Generation 1 (over 1 billion users)

## SOUTH EAST ASIA

Hong Kong  
Japan  
Philippines  
South Korea  
Taiwan

## EUROPE

European Union  
Greece  
Lithuania  
Netherlands  
Romania  
Turkey  
United Kingdom

## NORTH AMERICA

Canada  
United States

# PROVEN TRACK RECORD

Currently 20+ Countries Using Generation 1 (over 1 billion users)

## MIDDLE EAST

Oman  
Saudi Arabia  
Sri Lanka  
United Arab Emirates

## OCEANIA

New Zealand

## SOUTH AMERICA

Chile

## INTRODUCING ..... U P S E N

# UNIVERSAL PBUBLIC SERVICE EMERGENCY NOTIFICATIONS

- UPSEN is the **2nd generation** of mass public warning systems using Cell Broadcast (CB) services
- UN General Assembly, following the 2015 Third UN World Conference on Disaster Risk Reduction, endorsed solutions like UPSEN
- More than 20 countries have successfully passed legislation for our Gen 1 gateway Cell Broadcast service and deployed systems. Each Nation having mandated all licensed Mobile Network Operators providing service to its citizens to deliver emergency alerts
- Many nations have tried to use SMS to provide alerts, however these have repeatedly proven not to work – on occasion crashing the network
- Societies calling for the universal deployment of UPSEN include World Meteorological Organization (WMO), World Health Organization (WHO), Interpol and EU Article 110 Directive

## UPSEN - GENERATION 2

- UPSEN hardware/software is housed independent of any carrier, making it difficult to replicate or steal
- On average more than 1,500 alerts are collected daily from around the world
  - Content originators are registered with the World Meteorological Organization and issued a digital signature - verifying the authenticity of the source
- Fully automated broadcast messaging platform, eliminating human error, training and staffing costs
- Endorsed by the UN's Global Early Warning Initiative and signed by 187 UN members under the Sendai Disaster Reduction Accord to ensure all nations have emergency alert capabilities by 2025 – recently extended to 2027.



# Global Alerts Opportunity

- **Global Alerts' Team:** More than a 100 years of combined experience in Cell Broadcast and standards development and on-going maintenance.
- **Competitive Advantage:** Global Alerts holds an exclusive commercial license for UPSEN Cell Broadcasting technology, the world's only fully automated CB broadcast platform. UPSEN can distribute mass messages via the designated control spectrum on every Mobile Network, eliminating human error, training, and staffing costs.
- **Market Focus:** The global market potential is immense, with approximately 6 billion mobile devices in nearly 200 countries. Our primary focus is on the 187 nations committed to delivering Emergency Notification systems by 2025\*, representing a substantial growth opportunity for our services.

➤ \* now extended to 2027.

## Distinctive Edge

### Technology

Patent pending technologies are the foundation of the Global Alerts UPSEN Cell Broadcasting Technology

### Market Validation

20% of the world already uses our Gen 1 version of Cell Broadcasting Technology

### Opportunity

Global Alerts' revenue-sharing model with Mobile Network Operators (MNOs) accelerates global UPSEN adoption, enabling new revenue streams for all stakeholders.

# UPSEN – How does it work?

## 1) Data Source

Detection data is sourced from various channels, including first responders, emergency services, Interpol, WMO, WHO, OCHA, and more.



**UPSEN**



## 2) Data Processing:

The UPSEN mobile multicast operating system acts as a bridge, seamlessly processing and connecting this vital emergency data to mobile network operators (MNOs).

## 3) Network Distribution

The processed data is transmitted to mobile network operators through a vendor-neutral operations center.



## 4) Alert Broadcast

Emergency alerts are broadcasted to at-risk mobile phones within a designated area using advanced geo-fencing technology.



## Efficiency in Action

UPSEN seamlessly processes data from various sources, connects with mobile network operators, and swiftly broadcasts critical alerts to at-risk mobile devices.

## Global Mobile Penetration

There are nearly 7 billion active mobile phones, accounting for nearly 90% of the global population.

## Real-time Notifications

Global Alerts' focus on real-time notifications meets the demands of our fast-paced world, where timely information is critical to save lives.

# Global Alerts - Leadership

**The same team that introduced the world to Gen 1 of Cell Broadcast Mass Messaging**

## **Dan Pacholik, CEO & Director**

Visionary CEO behind Global Alerts with a pioneering background in Cell Broadcast Technologies implemented in more than 20 countries. Renowned for his work in GPS-based fleet tracking in the 90s, Dan brings over two decades of experience with SaskTel including securing low-earth-orbit satellites for exclusive cellular coverage expansion and numerous tech start-ups over the last 25 years.

## **Shibu Abraham, CPA, Chief Financial Officer**

With over 17 years of experience, Shibu has navigated a diverse career path, including roles in CFO, Project Management, Product Management, Business & Data Analysis, Business Process Management, PMO, and Back Office Outsourcing and Operations within leading global banking industry.

## **Brenda Scott, Director of Business Operations**

Over her impressive 22-year career, Brenda has been a driving force in aiding start-up companies. She consistently upholds the highest standards of corporate governance, compliance, and regulatory filings for both private and public entities. Brenda's expertise lies in recommending and guiding changes and enhancements in software creation and development, particularly in the domains of Emergency Response and VoIP Telephony Services.

## **Mark Wood, Chief Technical Strategist**

A recognized authority in Cell Broadcast technology, Mark has a proven track record in UN-ITU collaboration, consultancy in South America, and advisory roles for the UK Government. His extensive experience in promoting Cell Broadcast technology dates back to 1997.

## **Elysa Jones, Chief Standards Officer**

An international authority in Emergency Data Messaging, Elysa holds leadership roles in IAEM, focusing on data requirements for emergency management. She actively promotes information sharing across diverse domains, with a strong emphasis on emergency communication and public safety.

## Aligned with UN's “Early Warnings for All Initiative”



## Global Alerts supported by UN

### UN & WMO Endorsement

UPSEN technology endorsed by the United Nations and World Meteorological Organization for effective early warnings.

### Global Commitment

Committed to extending early warning capabilities to majority of people without access.

### Opportunity

Collaborating with global organizations to ensure widespread early warning coverage.



# Competitive Advantage

|                        | Competitive Landscape   |                     |
|------------------------|---|---|
| <b>Automation</b>      | May require manual intervention and oversight.                | Fully automated system, eliminating human error and staffing costs.                                   |
| <b>Cost Efficiency</b> | May involve high initial setup costs and ongoing maintenance. | Cost-effective solution with no need for extensive infrastructure changes.                            |
| <b>Global Reach</b>    | Limited geographical reach or scalability.                    | Can distribute mass messages globally via a single control channel on every Mobile Network worldwide. |
| <b>Accessibility</b>   | Limited reach to specific devices or platforms.               | Ensures wide accessibility through all generations of mobile devices.                                 |
| <b>Endorsement</b>     | May lack international recognition and support.               | Endorsed by the UN, GSMA and ITU as well as 2015 Sendai Framework.                                    |
| <b>Security</b>        | Security measures may vary and could be vulnerable.           | Secure private wire signaling or tunneling for data protection.                                       |

## UPSEN Summary

### Strong Revenue Model

Our financial model is designed for stability and growth. Member Nations have no costs; Mobile Network Operators collect monthly surcharges, ensuring a consistent revenue stream.

### Trusted Endorsements:

UPSEN deployment means alignment with trusted institutions and alignment with a global mission.

### Sustainable Impact

Join us in reshaping global emergency communication to leave no one behind during crises. Lasting impact, global scale.



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**THANK YOU!**

Visit our website

[www.globalalertscorp.com](http://www.globalalertscorp.com)

and learn more about our mission

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Your support helps us build a  
safer world for all!