

AURA SMART AIR LTD UPDATE REPORT

28.09.2022



Stock Exchange
TASE



Symbol
AUSA



Sector
Technology



Sub-sector
Cleantech



Stock price target
NIS 6.7



Closing price
NIS 0.8



Market cap
NIS 19 Mn



No. of shares
24.4 Mn



Average Daily
Trading Volume
61 stocks



Stock Performance
(from Jan. 1, 2022)
-88.78%

Signed several MoUs and an exclusive distribution agreement with a leading global brand; setting up a credit line and a loan from a banking corporation; successfully completed a laboratory experiment; price target is updated to NIS 6.7.

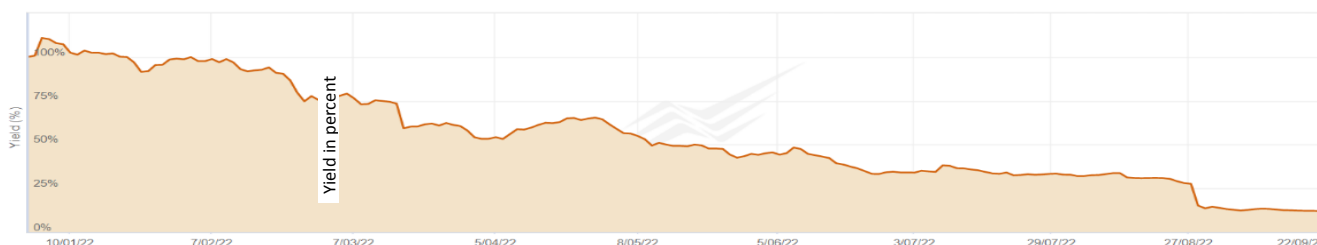
Aura Smart Air Ltd. (TASE: AUSA) was established in 2018 to provide an international standard and technology platform to manage air quality in enclosed spaces. The company develops, markets, distributes, and operates platforms for internal air purification in Israel and abroad. The company currently employs approximately 40 employees in Israel, the United States, and India. The technology developed by the company provides a complete solution to the problem of air purification and disinfection in enclosed spaces. The company has intellectual property in registration processes in the form of patents, design, and trademarks.

Q2 and the passing months highlights:

- Successfully completed a laboratory experiment on effectiveness against the influenza virus - a significant step in validating the system's capabilities to neutralize 99.98% of COVID-19 and even more resistant viruses.
- Non-exclusive distribution agreement with ABM Industry Groups LLC.
- Signed an exclusive distribution agreement for the transportation sector with Delos.
- Filed a claim in the US against a distributor.
- Established of a credit line and a long-term loan from a banking corporation.
- Received additional purchase orders within the call of the Ministry of Education.
- Disputes between the company and Beit El Industries Ltd. and a dispute between the company and its distributor in Germany.

Strategy – Recall that Aura Smart Air offers hardware and software to manage a fleet of products to its customers, focusing on (i) product sales; (ii) services, including spare parts and software; and (iii) data collection and analysis. The company's focus is mainly on the education and transportation segments with an emphasis on the US.

Bottom line, the company is advancing with its plans. In the background, positive trends support continued growth (the war in the Ukraine is expected to support the “green” trend, as well as the carbon tax imposed in Europe; on the other hand, the macro-interest rate environment is expected to lower the positive trend). We update price target to NIS 6.7 mainly due to revenues setback and global rates impact. We will continue to review company's sales and update our estimation.



Key events in the passing months and Q2 2022:

- On April 6, the Ministry of Education announced to Aura Smart Air that it had successfully completed the pilot it had won in December 2021. The company's systems have been provided and installed in 22 schools (instead of 50 – 100) with a total financial scope of approx. NIS 300 thousand. The completion of the pilot allowed for the launch of an initiative for a total of NIS 100 million to install air purification systems in kindergartens and elementary schools throughout the country.
- On May 2, the company's American subsidiary signed an exclusive distribution agreement with Delos Living LLC. Under the agreement, Delos would exclusively market and sell the company's transportation-related products, including public transportation and school busses for children in North America, Central America, and South America – excluding Chile.
 - The engagement period of the agreement is one year, with a possibility to extend one more year, and a pre-defined sales target of USD 2.5 million for the first year.
 - Delos is a global company, operating in 100 countries, and owns the international brand WELL Building Standard™, a global benchmark for the health quality of work environments in office buildings.
- On May 6, the company filed a lawsuit in the District Court Middle District of Florida in order to collect the debt in the amount of approx. USD 1.2M from one of the company's US distributors.
- On May 15, the company published the results of an experiment to prevent the spread of the influenza A virus carried in the air in enclosed spaces using the company's Aura Air system. The experiment was conducted at the facilities of the Innovative Bioanalysis, Inc. lab in California. Below are the experiment results:

Testing time	Efficacy of virus neutralization in tested space
After 15 minutes	63.69%
After 30 minutes	79.04%
After 60 minutes	99.998%

- These results, coupled with the previous experiments conducted by numerous labs, are a significant step in validating the system's capabilities in effectively neutralizing 99.98% of COVID-19 and more resistant viruses.
- The company intends to submit the results of the experiment for accessories and medical devices (AMR) licensing with the Ministry of Health in order to provide policymakers and decision-makers with additional proven tools for eliminating viral infection chains in schools, nursing homes, public transportation, and other enclosed spaces.
- On May 29, the American subsidiary entered into a non-exclusive distribution agreement with ABM Industry Group LLC. As part of it, it was agreed that ABM will market and sell the company's products to its various customers in the US, Canada, and England.
- On July 17, the company entered into a credit facility agreement with another banking corporation in which the bank provided the company with a USD 2M short-term credit facility for financing recurring invoices and also undertook to provide a USD 4M long-term loan.
- From the end of March until the end of July, the company received additional binding purchase orders within the Ministry of Education's call for proposals in the amount of approx. NIS 2.2M including VAT for the purchase of Aura Air systems, including service and consumable products, from municipalities and towns throughout Israel for the purpose of supplying such systems to educational institutions in these municipalities and towns.
- On August 14, the company announced that it is in litigation with its supplier, Beit El Industries Ltd. due to mutual claims by the parties. On August 21, the company reached an agreement regarding the amount that the company will pay to Beit El as a condition for the suspension of its letter to Beit El, which will amount to USD 750K, and the dates of its payment.
- On August 3, Blnk GMBH announced its decision to unilaterally end its communication with the company. Blnk came on the heels of the German distributor, in everything related to the distribution agreement with the German distributor, after the German distributor entered insolvency proceedings. The cancellation of the sales agreement is consistent with the provisions of the agreement with the German distributor.

Investment Thesis

Indoor air purifiers and monitors are gaining widespread popularity due to their effect in reducing asthma and other breathing-related ailments. The impact of COVID-19 has added momentum to the already growing market. Though manufacturers did not expect a manifold growth in 2020, they agree that the growth will be significantly higher than before. The global air purifier market was valued at \$10.38 billion in 2020 and is expected to reach \$21.15 billion by 2027 with a CAGR of 10.7%¹.

Aura Smart Air Ltd. (TASE: AUSA) was established in 2018 to provide an international standard and technology platform to manage air quality in enclosed spaces. The Company develops, markets, distributes, and operates platforms for internal air purification all over the world. The technology developed by the Company provides a complete solution to the problem of air purification and disinfection in enclosed spaces. The Company has intellectual property in registration processes in the form of patents, designs, and trademarks. The Company's product line includes the Aura Air, Aura Air Mini, filters, and software (a B2B dashboard for fleet management, API capabilities, and analytic tools to the end-users). The unique Aura Air technology provides air purification to both indoor and outdoor pollution. It removes harmful indoor particles and outdoor pollution concerns, including industrial emissions (VOC, PM 2.5, PM10, NO, NOX), global warming (CO, O3 – ozone, temperature, humidity), as well as plants and allergens (grass, pollen).

The Company is built on three main pillars:

1. Air monitoring, purification, and disinfection, using a set of unique technologies that collect pollutants and actively eliminate airborne bacteria, mold spores, fungal spores, and viruses.
2. Artificial intelligence developed to function with a wide variety of building management systems that allow independent automated operations to be performed according to Aura Air's data-based insights.
3. Predictive analysis of indoor and outdoor air quality in real-time based on algorithmic models.

Aura Smart Air offers hardware and software to its customers, with its business divided into three main areas: (a) selling products; (b) services, including spare parts and software; (c) data collection and analysis. Aura Smart Air is distinguished from its competitors due to its low cost, ease of guidance and maintenance, its air quality management platform, and its engineering structure.

¹ <https://www.prnewswire.com/news-releases/global-air-purifier-market-size-is-projected-to-usd-21-15-bn-by-2027-says-brandessence-market-research-301432392.html>

1. Company Overview

General

Aura Smart Air Ltd. (TASE: AUSA) was established in 2018 to provide an international standard and technology platform to manage air quality in enclosed spaces. The Company develops, markets, distributes, and operates platforms for internal air purification in Israel and abroad. Below is a timeline of the Company's development:

The Company currently employs approximately 50 employees in Israel, the United States, and India. The technology developed by the Company provides a complete solution to the problem of air quality in enclosed spaces by providing 4 unique and patented stages of purification and disinfection. The Company has intellectual property in registration processes in the form of patents, designs, and trademarks.

In order to address various factors of air pollution and the accompanying problems, the Company has developed a platform for managing air quality in enclosed spaces that works to monitor the indoor air quality, filter, and purify it while destroying pests and the various air pollutants. The system, which is automatically synchronized to smart building management systems, is able to effectively filter and purify all pollutants in the enclosed space while monitoring real-time air quality data in order to provide insights and smart recommendations to system users, whether they are private, business, or institutional customers. In addition, the system can provide information and data through the system management software that the Company develops. The Company uses a unique technology that allows it to achieve impressive air purification results by using substances and components that have been found to be effective in neutralizing bacteria, viruses, and parasites that destroy, among other things, the proteins on the cell membrane.

Pillars of the Company

The Company is built on three main pillars:

1. **Air monitoring, purification, and disinfection**, using a set of unique technologies that collect pollutants and actively eliminate airborne bacteria, mold spores, fungal spores, and viruses.
2. **Artificial intelligence** developed to function with a wide variety of building management systems that allow independent automated operations to be performed according to Aura Air's data-based insights.
3. **Predictive analysis** of indoor and outdoor air quality in real-time based on algorithmic models.

Clinical trial and collaboration with Sheba Tel Hashomer hospital

A report published by Sheba Tel Hashomer hospital in February 2021 confirms the high purification capabilities of the Company's technology. The results of the study illustrate that the Company's devices are capable of killing a coronavirus (IBV) that is similar in its characteristics to the SARS-CoV-2 virus that leads to an epidemic with an impressive 99.9% efficiency. The results are illustrated in the table below:

Filter	Coronavirus Reduction Ratio (%)
HEPA	99.72%
SCF	99.97%
Sterionizer LP™	99.96%
Sterionizer HP™	99.94%
UVC LED	99.96%

Source: Aura Air

More recently, in October 2021, the Company reported positive results on the purification of indoor air with the SAR-COV-2 virus in a trial conducted in the Innovative Bioanalysis laboratory in California. The trial showed that the Aura Smart Air's purification system destroyed 99.998% of the virus in an enclosed space of 2.5 meters by 2.5 meters and 3 meters high. The Company reported that 30 minutes after the start of the trial, the system had destroyed 87.37% of the virus in the air. News of these findings caused the Company's share price to jump 25%, giving the Company a market cap of NIS 225 million.²

Company strategy

Aura Smart Air offers hardware and software to its customers, with its business split into 3 main areas: (i) HW & SW product sales; (ii) services, including parts and updates; and (iii) data. Aura Smart Air is differentiated from its competition due to its lower cost, ease of installation and maintenance, and engineering structure. The Company's customers include:

- B2B, e.g., office buildings, co-working spaces, multi-family housing units, hotels, pharmacies, nursing homes, shopping centers, elevators
- B2G, e.g., hospitals, educational institutions, public transportation, government offices and buildings
- D2C, e.g., parents, young families, older population, people with respiratory problems or allergies, smart homes

In the U.S., Aura Smart Air intends to begin targeting B2B customers, then transition to B2B2C with brands that sell to private customers, control and automation companies that work with businesses, and distributors of semi-medical products for hospitals and nursing homes. From that point, the Company intends to enter into direct-to-consumer sales. In Europe, Asia, and Australia, the Company plans to focus on municipal and government centers and repurchases from distributors. Following success stories in a number of segments, they will plan to enter new segments, finally establishing themselves as the local standard. In India, the Company is currently setting a foundation and building relationships with distributors, after which it plans to sell directly to business customers.

² <https://en.globes.co.il/en/article-Aura-jumps-on-trial-purifying-indoor-air-of-Covid-virus-1001385970>

2. Products & Technology Overview

Aura Air

Aura Air applies four unique steps of air purification and disinfection: pre-filtration, ray-filtration, sterionization, and UVC. Aura's Air technology is proven to disinfect 99.9% of viruses, bacteria, volatile organic compounds (VOCs) and allergens.

1. **Pre-filter** removes big particles of airborne dust, such as dust, pollen, animal hair.
2. **Ray-Filter™** consists of 3 unique antibacterial layers: (i) HEPA, a 99.98% effective particle filter of 330 microns, (ii) a carbon layer that absorbs Volatile Organic Compounds (VOC) and bad odors, and (iii) a smart copper fabric that filters viruses, bacteria, and more. The trademark is in the process of registration.
3. **Sterionizer™** component based on bipolar ionization technology that produces positive and negative ions. It completes the purification and disinfection processes. The charged oxygen molecules O_2^+ and O_2^- with high chemical activity react with water molecules in the air, forming OH radicals and H_2O_2 (Hydrogen Peroxide). With this chemical reaction, the oxidants break down the protein structure of pollutants and make them harmless.
4. **UVC LEDs** – Effective in neutralizing bacteria, viruses, and parasites by destroying proteins on the cell membrane.



Source: Aura Ai

Aura Air Mini

This portable air purifier provides protection from harmful air pollutants using the Sterionizer™ ionization technology. It distributes positive and negative ions into the air and destroys the protein structures of pest cells. It is a portable device with a powerful and rechargeable battery, small enough to be carried in a personal bag. This product provides significant potential for a dire need in taxis.



The Indoor/Outdoor Pollution Technology

The unique Aura Air technology provides air purification to both indoor and outdoor pollution. It removes harmful indoor particles origin from cooking (smoke, CO), cleaning products (VOC), pets (PM10, CO2, PM 2.5), furniture (VOC) and the environment (humidity). The purification dedicated to outdoor pollution concerns industrial emissions (VOC, PM 2.5, PM10, NO, NOX), global warming (CO, O3 – ozone, temperature, humidity), as well as plants and allergens (grass, pollen).

Data Center

The system includes a platform for management, control, and monitoring for business customers with many products and allows the product to operate autonomously. The platform interfaces with building management systems (BMS), air conditioning systems, and other information systems. The system includes an application that enables smart and accurate management and customization for the end-user.

Regulation

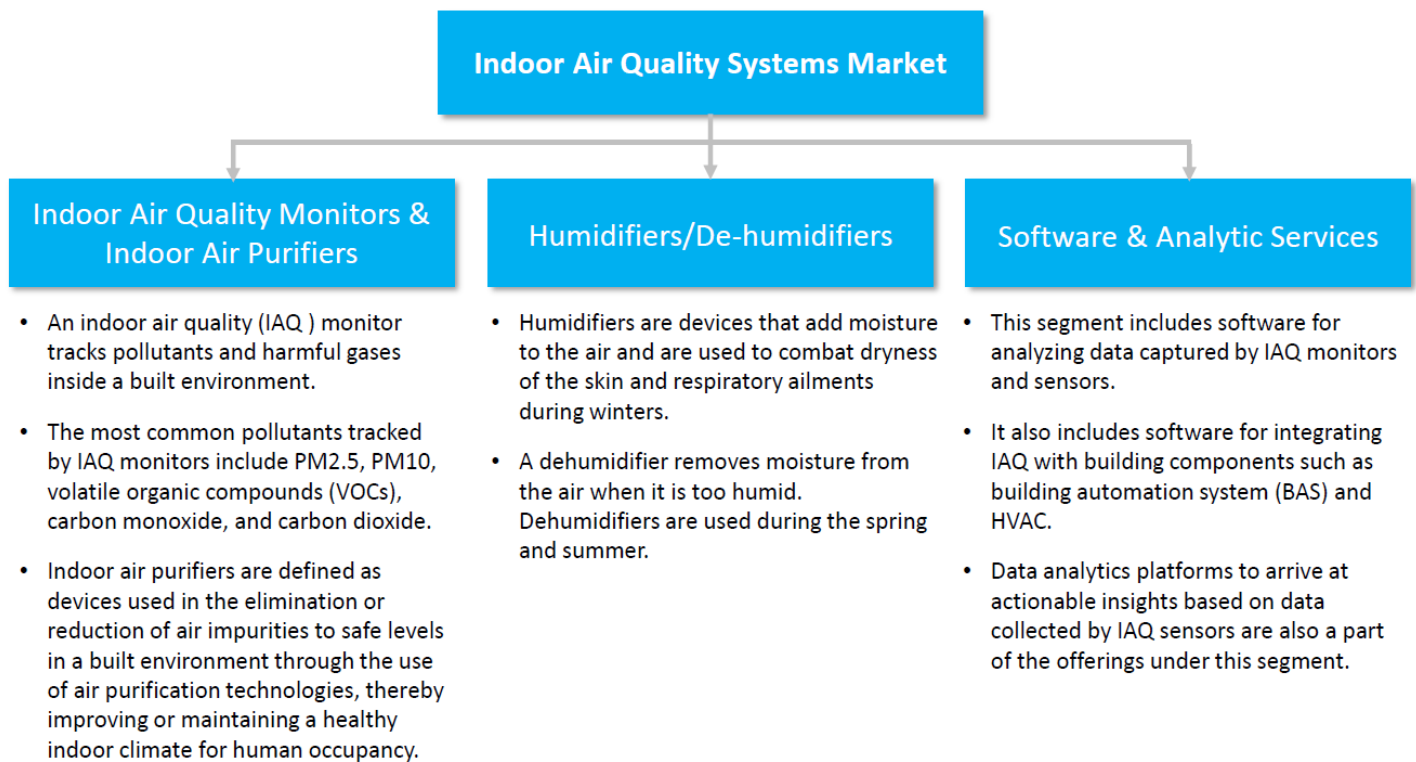
Aura Air's products meet the requirements of the U.S. Environmental Protection Agency (EPA), are in the process of receiving product approval from the U.S. Food and Drug Administration (FDA), and are in discussions at government levels regarding the issue of air quality regulations in enclosed spaces.

3. Market Overview

Indoor Air Quality (IAQ) Systems Market Segmentation

Indoor air quality (IAQ) systems include products that monitor and purify pollutants and other air conditions in a closed environment. Indoor air purification is defined as the elimination or reduction of air impurities to safe levels in a built environment through the use of a device (or multiple devices), thereby improving or maintaining a healthy indoor climate for human occupancy. The IAQ systems market is segmented as Indoor Air Quality Monitors & Indoor Air Purifiers; Humidifiers/De-humidifiers; and Software & Analytic Services.

Figure 8: Indoor Air Quality Systems Market Segmentation



Source: Frost & Sullivan

The vertical or end-user segmentation includes Commercial (Office, Retail, Hospitality – restaurants and hotels); Institutional (K-12, colleges, healthcare buildings); Residential; and Others (Government Buildings, Museums, Transport (Flights, Buses, Cars), Airports, Railway/Metro Stations). Regional segmentation of the IAQ systems market includes North America, Europe, Asia-Pacific (APAC), and Rest-of-World (RoW; comprises Middle East, Africa, and Latin America).

Market Drivers & Restraints

Frost & Sullivan analyzes market prospects and potential based on force field analysis using key market drivers and restraints. The shortlisted drivers are then ranked based on the intensity of their impact (low–medium–high) over the intervals of the forecast period.

The leading market drivers include rising pollution levels and deteriorating air quality in major cities, in addition to increased consumer awareness about poor air quality. Closely following these is rising concern over the growing incidence of airborne diseases, especially in light of the severe impact of COVID-19.

A decline in prices of air purifiers due to the market entry of consumer-appliance brands is also expected to drive the demand further. Seasonal demand in several countries serves as the peak demand periods – examples are the stubble burning in Punjab and Haryana during winters in India, bushfires in Australia during peak summer, and the wildfires in California spanning two seasons.

The uppermost restraint is the high capital investment, and high maintenance costs are also a major deterrent for the purchase of air purifiers, especially in the residential segment. In addition, there are few enabling regulations encouraging adoption.

Figure 10: Indoor Air Quality Systems Market: Growth Drivers, Global, 2020–2026

Drive	1-2 Years	3-4 Years	5-7 Years
Increasing pollution levels and deteriorating air quality in major cities, as well as rising consumer awareness about poor air quality	High	High	High
Rising concerns regarding increasing airborne diseases, especially after the severe impact of COVID-19	High	Medium	Medium
Improving air quality in commercial buildings, especially offices, to ensure a safe workplace and the focus on well being of employees	High	Medium	Medium
Use of IAQ systems to monitor occupancy and achieve energy efficiency of HVAC systems	Medium	High	High
Smart cities, WELL Building Standard, and Green Building initiatives	Medium	Medium	High
Increase in disposable income and improving standard of living in several developing countries	Low	Low	Medium

Source: Frost & Sullivan

Figure 11: Indoor Air Quality Systems Market: Growth Restraints, Global, 2020–2026

Drive	1-2 Years	3-4 Years	5-7 Years
High capital investment and high maintenance costs are a major deterrent for the purchase of air purifiers, especially in the residential segment. While prices are going down, the average cost of an air purifier is \$320, which is still considered expensive.	High	High	Medium
Lack of enabling regulations to drive adoption. There are several recommendations by government and environmental agencies, but there are no mandates as of now.	High	Medium	Low
Some air purifiers produce hazardous by-products such as ozone or nitrous oxide that pose a severe threat to the occupants.	Medium	Medium	Low

Source: Frost & Sullivan

Market Growth Opportunity Analysis

KEY TAKEAWAYS

- The global air purifier market was valued at \$10.38 billion in 2020 and is expected to reach \$21.15 billion by 2027 with a CAGR of 10.7%³.
- Partnerships with building management system (BMS) and heating, ventilation, and air conditioning (HVAC) solution providers; affordable pricing; ability to track and contain multiple pollutants; and a multi-channel growth strategy are the top success factors in this market.
- Indoor air purifiers and monitors are gaining widespread popularity due to their effect in reducing asthma and other breathing-related ailments. The impact of COVID-19 has added momentum to the already growing market. Though manufacturers did not expect a manifold growth in 2020, they agree that the growth will be significantly higher than before.
- Institutional building segments comprising schools and hospitals will witness massive growth during the forecast period, followed by transport and public buildings. Offices are likely to increase spending on improving air quality while the residential segment will maintain its current growth.

³ <https://www.prnewswire.com/news-releases/global-air-purifier-market-size-is-projected-to-usd-21-15-bn-by-2027-says-brandessence-market-research-301432392.html>

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