

Wearable Technology and IoT Look Poised to Disrupt Health, Safety, and the World

Disruptor GTX Corp (OTC: GTXO) Could Be On the Frontlines of Innovation



As a tech and fitness enthusiast, it's hard not to get excited over the infinite possibilities of wearable technology. However, wearable technology extends far beyond basic activity trackers. There is a myriad of data we, as humans, generate every day with our activity. The ability to harness and utilize that data could especially be a long-term secular trend.

I always want to find ways to be in the know about the latest tech trends and innovations. That is precisely how I discovered a little-known company called GTX Corp (OTC: GTXO)- a leading innovator and pioneer in GPS tracking and wearable technology.

GPS tracking has a myriad of applications in the health and safety field and shipping, logistics, and other industries. The total global addressable market for wearable technologies, for example, could be roughly \$32.6 billion (Source 1).

With a portfolio of innovative products and substantial Intellectual Property ("IP"), GTX Corp could be on the frontlines of this historic market opening.

The Top Reasons to Strongly Consider GTX Corp (OTC: GTXO)

1. Wearable technologies could be worth roughly \$32.6 globally while growing at an estimated CAGR of 15.9% (Source 1). This market may also reach about \$68.3 billion by 2027 due to more connected devices and a population becoming increasingly technically proficient (Source 1).

KEY STATISTICS

Price as of 03/15/2022	\$ 0.0078
52-Week High - Low	\$0.0051-0.0538
Est Shares Outstanding	224.98M
Market Capitalization	\$1.77M
Average Volume	7,87,059
Exchange	OTCQB

Source: Source: Yahoo Finance / OTC Markets

RECENT NEWS

February 24, 2022 - Mr. Patrick Bertagna, GTX Corp's (OTCPINK: GTXO) CEO, who talks with TV Anchor Jane King about the Company's core business, medical tracking, and monitoring. As a medical device provider and a leader in the innovation on health monitoring wearables, Patrick talks about the evolution and revolution at GTX to bring new medical devices to increase longevity – live longer, better, and healthier. The Company's GPS SmartSole®, the core technology, focuses on people with cognitive disorders who can easily get lost and disorientated.

Dec. 29, 2021 (GLOBE NEWSWIRE) -- GTX Corp (OTC: GTXO), a pioneer in the field of health and safety wearable GPS human and asset tracking systems and a supplier of personal protective medical equipment, announced today that it has begun sales and distribution of asymptomatic COVID screening tests.

2. Assuming the company can get even a 1.0% market share of this market, it could translate to annual revenue of \$680 million and over 188.5x the company's current market capitalization of about \$3.607 million (Source 2).

3. The company's stock price has pulled back recently, but the underlying technical indicators remain strong. The company's shares are hovering around the \$0.02 level, which coincides with the 200 Day Moving Average and could be a strong support level.

4. The company has a history of innovation, as seen by its award-winning GPS SmartSole product. The SmartSole is a well-hidden GPS tracking device sealed within a water-resistant, trim to fit orthotic shoe insert. (Source 3)

5. There could be a massive market for SmartSole that the company has yet to tap. About 100 million people worldwide are at risk of wandering off with their caretakers having difficulty locating them (Source 4). This market could also grow to about 277 million people by 2050 (Source 4).

6. Apart from its SmartSoles, GTX Corp has a wide array of other products that leverage its expertise in GPS tracking and wearable technologies.

7. The company's Mini GPS tracker is ideal for keeping track of pets and children as it can be quickly and discreetly hidden. (Source 5)

8. The company also offers businesses a host of NFC IoT solutions. These solutions can be used for various tasks such as inventory and asset tracking and identification management. (Source 6)

9. The company recently expanded its Health and Safety medical supply distribution business (Source 7). There are numerous synergies between the company's medical supply distribution business and its medical device GPS-related business. Its distribution business in 2020 helped the company add over 2,500 new customers while B2B and government customers increased by 46%. (Source 8)

10. The company was already rapidly growing before the pandemic. But, as the world reopens, GTX Corp has immense potential to resume this growth pace due to its robust product portfolio and strong management.

RECENT NEWS (Contd.)

This simple, noninvasive screening test provides results immediately with 96.8% accuracy, there is no need to go to a lab or wait hours or days for your results. This is an affordable and convenient home, office, or school early prescreening solution for anyone who wants or needs to know if they may have been infected with the virus even before showing any symptoms.

GTX Corp (OTC: GTXO) Shows Immense Potential

Though the GTX Corp stock has declined from its peak in recent days, the stock price is still roughly double what it was 3 months ago. (Source 9)

The company's 50 Day Moving Average, 100 Day Moving Average, and 200 Day Moving Average for one could be signaling an uptrend for the company. None of the faster Moving Averages have crossed over yet, so the technicals are not yet signaling a bearish move. (Source 10)

Furthermore, the stock's price action seems to have found potential support at the \$0.02 level, which coincides with the 200 Day Moving Average. The \$0.02 level had been a strong resistance level for the stock in 2020. Since it was strongly breached last February 2021 and history tends to repeat itself, this may form a strong support level for current share prices.

Additionally, the stock's 14-day Relative Strength Index (RSI) is at about 25 (Source 10). Typically, the "Oversold" level for RSI is equal to or lower than 30. This means that we may very well be in oversold territory and at or around a bottom.



(Source 10)

Who is GTX Corp (OTC: GTXO) and What Makes Them Special?

GTX Corp is an innovative, rapidly growing technology company focused on smart, mobile, and wearable GPS tracking and recovery location-based solutions (Source 11). The company is a pioneer in the field and offers a complete end-to-end solution, selling GPS-related hardware middleware, apps, connectivity, and professional services.

The company operates out of Los Angeles, California but has customers in all 50 states and roughly 35 different countries (Source 11). GTX also services a wide range of industries, and its customers range from assisted living facilities, SMB businesses to local, state and federal government agencies, including military and law enforcement. (Source 11)

Meet the Revolutionary SmartSole Tracker

The company has a wide assortment of products. However, it is best recognized for its patented award winning GPS SmartSole tracker. The SmartSole is a well-hidden GPS tracking device sealed within a water-resistant, trimmable shoe insert (Source 4). This allows the SmartSole to be inserted in the shoe of the person you wish to track without them noticing it.

The product was primarily designed to track patients suffering from Alzheimer's, dementia, autism, and traumatic brain injury. Diseases like Alzheimer's and dementia cause people to lose the ability to recognize places and wander or become lost or confused about their location (Source 12). Not to mention, six in 10 people living with these diseases will wander at least once, putting themselves in dangerous situations (Source 12).

According to the company, there are roughly 100 million people worldwide who are at risk of wandering off with their caretakers having difficulty locating them (Source 6). This market is expected to grow to 277 million people by 2050 (Source 6).

Since the SmartSole is inserted in the person's shoe, the person being tracked is likely to have it in his/her possession at all times. Every 5 minutes, the device sends out a signal detailing its location (Source 4). Caregivers can then access this information through an online account or the company's SmartLocator app. The device also has a monitoring system that sends out geozone alerts via email and text message identifying the wearer's last known location. (Source 4)



(Source 4)

GTX Corp (OTC:GTXO) Products Have a Wide Range of Applications

Apart from its SmartSoles, GTX Corp has a wide array of other products that leverage its expertise in GPS tracking and wearable technologies. These products include hand-held GPS tracking devices, pet and infant

trackers, and Near Field Communication (NFC) devices. These solutions all leverage the company's software monitoring and backend solutions.

The Mini GPS tracker is a small device that weighs less than 2.7oz that you attach to your person, an important asset, or your loved one (Source 5). It can be great for keeping track of pets and children as it can be easily and discreetly hidden (Source 5).



(Source 5)

The company also offers businesses a host of NFC IoT solutions (Source 6). NFC is designed for shorter-range communications and facilitates the exchange of data between enabled devices.

There are multiple use cases for the technology such as product identification and authentication by reading information from an NFC reader chip. These chips are slightly bigger than a shirt button and can be attached to multiple materials such as packaging or clothing. (Source 6)

NFC technology is a common standard used by hundreds of companies and in every smartphone or tablet. Some of the business use cases that GTX assist companies with are: (Source 13)

Identification management system and secure digital repository. This is very useful for photos, documents, relevant medical information, emergency contacts, and other vital information.

Enterprise Inventory and Asset Management. NFC tags or chips are applied on an item, either on the container or packaging so that handlers can "tap" to log data. This will facilitate the collection of real-time inventory data at a much greater speed than a manual count.

Chain of Custody / Shipment Management. NFC tags or chips are attached to items to track shipping check-ins or authenticate items to guard against counterfeits. These advanced NFC tags can add an extra layer of authentication via digital signatures or even encryption.

Temperature sensing for delicate and perishable goods. NFC integrated sensor tags can provide real-time temperature sensing and data logging while essential products are in transit. This data can be used to verify that shipments were appropriately handled. This is a potentially lucrative market for pharmaceutical products such as modern-day vaccines.

YOUR DIGITAL “DNA” IN AMBER!

ID Amber is your identification management system and secure digital repository for photos, documents, relevant medical information, emergency contacts, and other vital information.



SIMPLE DEPLOYMENT:

1. Assign the Tag to an ID Profile or Action & attach it to your person or asset.
2. Tap the Tag to Access the Profile or Trigger the Action.

(Source 13)

Apart from sales of its physical products, the company also generates revenue from its high margin enterprise monitoring platform and licensing subscription business model. These are the tracking software solutions that are the backbone of GTX Corp’s product offering.

The company utilizes a Software-as-a-Service (“SaaS”) business model enabling it to have a steady stream of monthly recurring revenue. Depending on the product and level of tracking sophistication, GTX tracking subscription service plans range from \$2.00 to \$35.00 per month per monitored asset (Source 11). The company also has a professional services revenue stream which consists of implementation and management of tracking solutions for customers with complex use-cases.

GTX Corp also has a robust Intellectual Property (“IP”) portfolio that gives the company a lot of optionality. Many of these patents were issued over 10 years ago and extend beyond core footwear patents into areas such as GPS watches, hand-held GPS devices, tracking apps on Smartphones, and location-based platforms (Source 11).

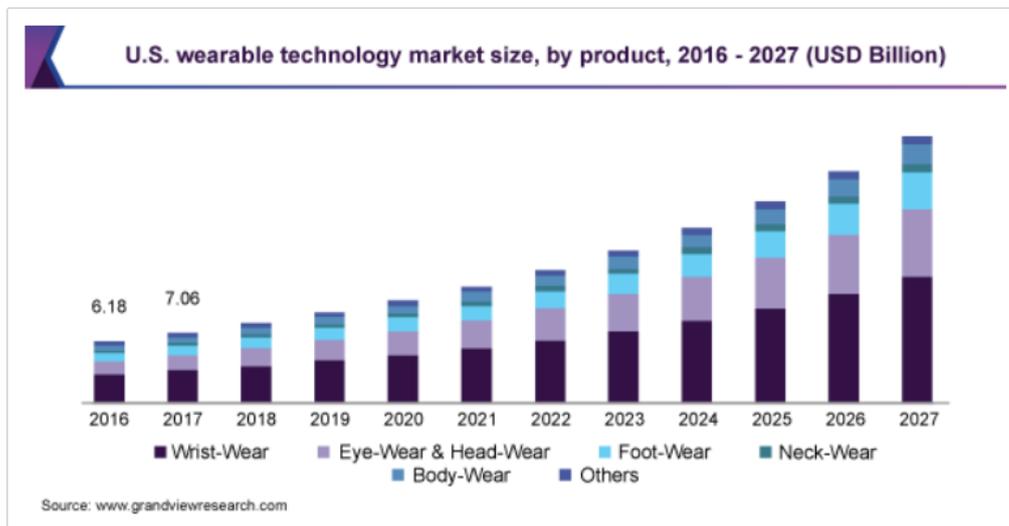
Beyond that, the company claims it has identified over 150 companies that could license its IP (Source 11). The company can license its IP or enter into joint agreements with other companies to develop products that leverage their patented technologies.

GTX Corp (OTC:GTXO) Has a Massive Market Opening

GTX Corp has a vast market opening with blue sky potential. There is a long-term secular trend toward an Internet-of-Things (“IoT”) enabled future, and the company’s products could take full advantage of this trend.

In case you were wondering, the IoT refers to the multitude of physical devices collecting and sharing data over the internet (Source 14). Wearable technology is a subset of this trend and something that GTX Corp has years of experience in.

The total addressable market for wearable technologies is about \$32.6 billion globally (Source 1). Not to mention, this behemoth of a market is growing at a CAGR of approximately 15.9% and could reach an estimated \$68.3 billion by 2027 due to more connected devices and a population becoming more technically proficient (Source 1).



(Source 1)

GTX Corp could be in prime positioning to take advantage of this trend due to its years of experience in this space and portfolio of successful products. The company’s R&D strength is seen with its award-winning SmartSole technology, as discussed above, and its impressive patent portfolio.

As the technology continues to improve and become more mainstream, GTX Corp could very well come up with an assortment of impressive future products.

GTX Corp CEO Patrick Bertagna had some insights on the future potential of wearable technology: (Source 15)

“The more a device can collect data and that data can be analyzed to draw conclusions through AI, the more we are going to see the proliferation of devices attached to everything we touch, from our bodies, to vehicles, medical devices to household appliances and of course logistics. This will dramatically impact the decision process, which will no longer be made by humans – should you go to the doctor or not, let the person at your front door in or not, make a left turn or not, have the package you ordered online left at your doorstep or not.” These are all simple

decisions that have historically been made by humans which soon will be made by a software algorithm all driven by the IoT ecosystem.”

Assuming the company can get even a 1.0% market share of this market, it could translate to annual revenue of \$680 million and over 188.5x the company’s current market capitalization of about \$3.607 million (Source 2).

GTX Corp (OTC:GTXO) Recently Expanded Into Health and Safety Distribution

The current global health situation has disrupted many industries, and GTX Corp was not spared. However, whenever there are lemons, the best of the bunch find a way to make lemonade.

GTX Corp, right around the outset of the health predicament, launched its Health and Safety distribution business. This business was intended to introduce the company’s NFC and IoT technology to other verticals in the healthcare space (Source 16). But the company was able to successfully pivot this operation into a distribution juggernaut for masks, Personal Protective Equipment (“PPE”), and sanitizers (Source 17).

This Health and Safety distribution business is expected to be a vital part of GTX Corp in the future. The company is continuously expanding its distribution products to capitalize on an evolving situation. The company, for example, began the distribution of a 10-minute Antigen test (Source 18).

The company's pivot to expand its health and safety business to help the health predicament managed to aid its product revenue to increase by roughly 109% year over year (Source 8). There are a lot of synergies between the company’s distribution business and its GPS-related business. Due to its distribution business in 2020, the company added over 2,500 new customers with B2B, and government customers increased by 46%. (Source 8)

GTX Corp also increased its brand awareness and reputation. The company impressively built out a robust eCommerce platform in a short amount of time as the number of online customers grew by over 718% compared to the same time last year. In total, online eCommerce sales increased 875% over the 2019 comparable period. (Source 8)

The company is using this newfound awareness to launch an advertising campaign going into 2021. This could potentially lead to a lot of cross-selling opportunities for wearable tracking and monitoring solutions down the road.

GTX Corp (OTC:GTXO) Appears Well Positioned For Growth in 2021

While its core businesses suffered during the health predicament, the company was able to admirably weather the storm, successfully adapt, and most of all, position itself to benefit as the world reopens. The re-opening of the

world economy should refuel pent-up demand for its company's wearable technology. GTX Corp's expanded distribution network could also further accelerate this growth.

GTX Corp's (OTC:GTXO) Management Looks Top-Notch

Only companies with a strong management team can handle unprecedented adversity. 2020 was not an easy year. However, the way that GTX was able to keep its head above water during the worst of the health scare and successfully pivot is nothing short of mesmerizing.

Part of the reason why is that this is a founder-led company. Founder-led companies are usually more locked in on executing the firm's long-term vision and typically can successfully adapt and pivot. The company's founder and CEO, Patrick Bertagna, is uniquely qualified to run the company as he's spent over 35 years building companies in both technology and consumer-branded products. But beyond Bertagna, this company is led by a team of experts with impressive credentials.

Patrick Bertagna, Founder, CEO and Chairman

Patrick Bertagna is a serial entrepreneur, inventor, and thought leader in the wearable technology and IoMT industry with 35+ years in creating, building, and selling technology and consumer product companies. Since 2002, Mr. Bertagna has been the founder, Chairman, and CEO of GTX Corp, a pioneer in the wearable technology and IoMT industry, and the inventor of over a dozen and co-inventor of over 2 dozen GPS, footwear technology, and communication protocol patents currently held in the GTX IP portfolio. Mr. Bertagna has been responsible for overseeing all aspects of GTX Corp. This includes its startup vision to product commercialization, funding to go-to-market strategies, distribution, M&A, military contract negotiations, and IP licensing. Not to mention, he oversaw taking the company public in 2008, adding corporate governance of a public entity to his responsibilities.

Louis Rosenbaum, Director, Vice President, Operations & Finance

Mr. Rosenbaum is a Founder of GTX, and his initial investment in GTX constituted the company's first substantial funding event. Louis is and has been a valued advisor to the company through the years. As the president of Advanced Environmental Services, his responsibilities are supervising all administrative and financial activities, including all contractual aspects of the business. Mr. Rosenbaum estimates projects and prepares bids, assists in sales, and maintains his own client base. Mr. Rosenbaum has been working in the environmental & waste disposal industry for the past eighteen years. He started with Allied Waste Services, a division of Eastern Environmental (purchased by Waste Management Inc. in 1998) in 1990. Mr. Rosenbaum has been a serial entrepreneur. Mr. Rosenbaum founded (1978 – 1987) and was President of Elements, a successful clothing manufacturer that produced an upscale women's clothing line in Hong Kong, China, Korea, and Italy. He

has been active in many civic administration roles over the years in and around Stinson Beach, CA, and is the father of six children.

Andrew Duncan, Director, Secretary, President of Business Development

Andrew Duncan has been working in the consumer electronics, mobile, media content streaming, and technology licensing business for over 25 years. He has lived and worked in various countries in Europe and the U.S. where he currently resides. Mr. Duncan has gained extensive experience in all aspects of business development, marketing, IP licensing, and digital content distribution. In 2000 he founded Global TechLink, a technology consultancy company specializing in licensing, business development, and management on a local and global basis, including OTT, Digital Streaming and Content, Mobile, LBS, and Consumer Electronics. Mr. Duncan currently runs Global TechLink and MAGLA Entertainment, a successful Content Distribution company established in 2016 to deliver Movies and TV content to major Chinese Media companies like China Mobile and Shanghai Media Group. He also serves on the board of GTX Corp, a public company and leader in wearable technology, where he also heads up business development and I.P. management worldwide. From 2007 to 2010, he was the founder and CEO of ClearPlay International, based in London and Paris. There, he raised \$4 Million and signed worldwide contracts with companies like LG and Samsung for consumer electronics products and other VOD deals for the Middle East market. From 1994 to 2001, Mr. Duncan worked as Vice President Consumer Electronics for Gemstar TV Guide International (now called Rovi). His responsibilities included product development, business management, licensing, and marketing a portfolio of multimedia licensed features, including the highly successful VCRPlus+ and Electronic Program Guide – TVGuidePlus+. Both technologies are highly successful standards within the Home Entertainment industry that still bring in many hundreds of millions of dollars in annual licensing revenue. He worked directly for Mr. Henry Yuen (President and CEO of Gemstar), having been invited to join the company from Thomson Multimedia (now Technicolor). Mr. Duncan lived and worked for TMM from 1987 to 1994 in Germany, France, and his native U.K. in various Pan –European marketing and global product development roles. He has deep experience in business relations and markets in the U.S., Europe, and Asia. Mr. Duncan earned his honors degree in Chemistry from Nottingham University and postgraduate qualifications in Marketing and Direct Marketing from London University (Kings College) and UCLA Anderson School of Business in Los Angeles. He has been awarded many patents; recently, two in the area of wearable GPS and BLE-based tracking devices embedded in footwear.

Alex G. McKean, Chief Financial Officer

Alex McKean was appointed as our Chief Financial Officer in 2015, previously he was our Interim Chief Financial Officer since October 2011. He is also the Chief Financial Officer of Encore Brands, Inc., a position he has held since October 2009. Previous to that, he acted as an independent management consultant under his own firm, SGT Enterprises, Inc., as well as an independent contractor with Robert Half International and Ajilon Finance. Before establishing his own firm, during 2004-2007, Mr. McKean was with Parson Consulting working in strategy, financial modeling, SEC filings, process management, and Sarbanes Oxley. Mr. McKean has held positions as a Controller and VP of Finance at 24:7 Film from 2002-2004, VP of Finance at InternetStudios.com

from 2000-2002, Director of FP&A/SVP at Franchise Mortgage Acceptance Company from 1998-2000, as Corporate Accounting Manager/Treasurer of Polygram Filmed Entertainment from 1996-1998 and Assistant Treasurer/Controller for State Street Bank from 1989-1996. Mr. McKean holds an International MBA from Thunderbird's School of Global Management and undergraduate degrees in Finance and Political Science from Trinity University.

Jose Monroy, Head of Customer Support

Sagorika Parvin, Engineering Project Manager

Li Wang, Senior Engineer Product Development

The Top Reasons To Strongly Consider GTX Corp (OTC: GTXO)

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2. Assuming the company can get even a 1.0% market share of this market, it could translate to annual revenue of \$680 million and over 188.5x the company's current market capitalization of about \$3.607 million (Source 2).
3. The company's stock price has pulled back, but the underlying technical indicators remain strong. The company's shares are hovering around the \$0.02 level, which coincides with the 200 Day Moving Average and could be a strong support level.
4. The company has a history of innovation, as seen by its award-winning SmartSole product. The SmartSole is a well-hidden GPS tracking device sealed within a water-resistant, trimmable shoe insert. (Source 3)
5. There could be a massive market for SmartSole that the company has yet to tap. About 100 million people worldwide are at risk of wandering off with their caretakers having difficulty locating them (Source 4). This market could also grow to about 277 million people by 2050 (Source 4).
6. Apart from its SmartSoles, GTX Corp has a wide array of other products that leverage its expertise in GPS tracking and wearable technologies.
7. The company's Mini GPS tracker is ideal for keeping track of pets and children as it can be quickly and discreetly hidden. (Source 5)
8. The company also offers businesses a host of NFC IT solutions. These solutions can be used for various tasks such as inventory and asset tracking and identification management. (Source 6)



9. The company recently launched its Health and Safety distribution business (Source 7). There are numerous synergies between the company's distribution business and its GPS-related business. Its distribution business in 2020 helped the company add over 2,500 new customers while B2B and government customers increased by 46%. (Source 8)

10. The company was already rapidly growing before the health predicament. But, as the world reopens, GTX Corp has immense potential to resume this growth pace due to its robust product portfolio and strong management.

Source 1: <https://www.grandviewresearch.com/industry-analysis/wearable-technology-market>

Source 2: <https://finance.yahoo.com/quote/GTXO?p=GTXO>

Source 3: <https://gpssmartsole.com/gpssmartsole/>

Source 4: <https://www.longevitynetwork.org/spotlight/entrepreneur-of-the-week/patrick-bertagna-gtx-corp>

Source 5: <https://gtxcorp.com/take-along-tracker-mini-tracker-gps/>

Source 6: <https://gtxcorp.com/nfc/>

Source 7: <https://www.globenewswire.com/news-release/2020/02/06/1981063/0/en/GTX-Corp-Launches-New-Health-Safety-Platform.html>

Source 8: <http://www.globenewswire.com/fr/news-release/2021/04/05/2204311/0/en/GTX-Reports-2020-Financial-Summary.html>

Source 9: <https://bigcharts.marketwatch.com/advchart/frames/frames.asp?show=&insttype=Stock&symb=GTXO&x=38&y=14&time=8&startdate=1%2F4%2F1999&enddate=4%2F16%2F2021&freq=1&compidx=aaaaa%3A0&comptext=&comp=none&ma=4&maval=50%2C100%2C200&uf=0&lf=1&lf2=4&lf3=2&type=4&style=320&size=4&timeFrameToggle=false&compareToToggle=false&indicatorsToggle=false&chartStyleToggle=false&state=15>

Source 10: <https://bigcharts.marketwatch.com/advchart/frames/frames.asp?show=&insttype=Stock&symb=GTXO&x=38&y=14&time=8&startdate=1%2F4%2F1999&enddate=4%2F16%2F2021&freq=1&compidx=aaaaa%3A0&comptext=&comp=none&ma=4&maval=50%2C100%2C200&uf=0&lf=1&lf2=4&lf3=2&type=4&style=320&size>



=4&timeFrameToggle=false&compareToToggle=false&indicatorsToggle=false&chartStyleToggle=false&state=15

Source 11: https://www.sec.gov/Archives/edgar/data/1375793/000149315221007548/form10-k.htm#ar_003

Source 12: <https://www.alz.org/help-support/caregiving/stages-behaviors/wandering>

Source 13: <https://gtxcorp.com/id-amber/>

Source 14: <https://www.zdnet.com/article/what-is-the-internet-of-things-everything-you-need-to-know-about-the-iot-right-now/>

Source 15: <https://gtxcorp.com/industry-wired-gtx-corp-making-end-to-end-connectivity-possible-through-innovative-iot-powered-enterprise-monitoring-system/>

Source 16: <https://www.globenewswire.com/news-release/2020/02/06/1981063/0/en/GTX-Corp-Launches-New-Health-Safety-Platform.html>

Source 17: <https://bit.ly/2Q8Av3S>

Source 18: <https://bit.ly/3xaHF8n>