

**draganFLY™**  
INC

**An immediate \$600 million  
opportunity**



**JULY 2020**

**OTCQB:DFLYF**

**CSE:DFLY**

**FSE: 3U8**

# Draganfly - **Profiting** from the U.S. ban on foreign drones

A seismic shock is about to shake the foundations of the U.S. drone market. It promises to open up a \$600 million opportunity for three or four American firms.

Chief among these is **Draganfly Inc.** ([OTCQB:DFLYF](#) | [CSE:DFLY](#) | [FSE: 3U8](#)) with its market-leading drone technology.

What is about to happen wasn't expected, but the implications will be far-reaching.

The Trump administration is preparing an executive order to ban federal departments and agencies from buying or using foreign-made drones. Restrictions could also be placed on commercial supply too.

This move is aimed at China.

Growing concerns about data security and Chinese governmental interference, have stoked tensions between the two superpowers.

For the remaining American drone manufacturers the timing is exceptionally fortunate.

15 years ago Silicon Valley investors started pouring billions of dollars into drone start-ups. They correctly recognized the colossal

potential these vehicles would have on civilian life.

Armed forces around the world were already increasingly dependent on their fleets of drones, deploying them in every imaginable theatre from intelligence gathering to combat operations.

So, it wasn't that much of a leap to predict the transformative effect drones would have on the wider economy.

However, what the brightest and best of Silicon Valley failed to foresee was the intense competitive pressure that would come from China.

Not only did Chinese technology keep up with U.S. development, but in many cases it even outpaced it.

Chinese pricing simply blew the competition out of the water. Silicon Valley was crushed and Chinese companies seized overwhelming market share.

DJI, with its headquarters in Shenzhen, rapidly became the world leader in drone manufacturing. By the end of 2019 it accounted for over 70% of the market.





There seemed to be little that could be done to challenge this dominant position.

Then, all of a sudden, the political landscape spun a full 180 degrees.

The Coronavirus Pandemic has since added to anti-Chinese sentiment, making the executive order ever more likely.

One firm in particular is perfectly positioned to take full advantage of this exceptional policy change - **Draganfly Inc.** ([OTCQB:DFLYF](#) | [CSE:DFLY](#) | [FSE: 3U8](#)).

The world's oldest commercial drone manufacturer, operating since 1998, Draganfly has built up an awesome Intellectual Property portfolio over the last twenty years.

While most of the Silicon Valley start-ups chose to go head-to-head with the 800lb gorilla DJI, **Draganfly** opted for a smarter strategy.

It focussed on a specialist niche, aiming to carve out for itself a defensible corner of the market based on its innovative technology.

**Draganfly** was the first U.S. drone manufacturer to concentrate on public safety and first responder drones for critical areas of infrastructure, border patrol, search and rescue, and so on.

However, now that the Chinese are on the verge of being knocked out of the North American market at the stroke of a pen, **Draganfly** suddenly finds itself in an incredible position.

Of the few remaining domestic drone manufacturers, **Draganfly** is best placed to become the BIG winner in the \$600 million gap that looks like it will open up.

Assuming President Trump signs his executive order, or assuming that national security concerns over foreign manufactures continues to grow **Draganfly** will capitalize on its reputation and track to provide **ALL** government agencies with the *specialist end-to-end drone and data service* they need.

Backed by a board of heavyweight political hitters, **Draganfly** is now primed for explosive growth in the highly lucrative North American market.

# A world-class I.P. portfolio in the skies and on the land

Civilian drone technology has taken giant leaps forward over the last decade.

Innovative new software and hardware have transformed Unmanned Aerial Vehicles (“UAVs”) into formidable data collection and diagnostic tools.

Despite remaining relatively small, **Draganfly** (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) kept itself at the forefront of this fast-evolving sector and developed its impressive I.P. portfolio.

What the company had the foresight to recognize early (and certainly before most of its peers) was that it was not just a drone manufacturer.

**It is a data services provider too.**

Today, this differentiation gives **Draganfly** a crucial competitive edge.

The company has developed a range of powerful, diagnostics tools that can be

applied to its own UAVs and those of others, to meet the specific data collection needs of consumer market customers.

The company focussed as much attention on developing its software capabilities as it did its hardware.

This has already seen **Draganfly** win important contracts with end users the likes of the U.S. Department of Homeland Security, the U.S. Department of Defence, and the U.S. Army.

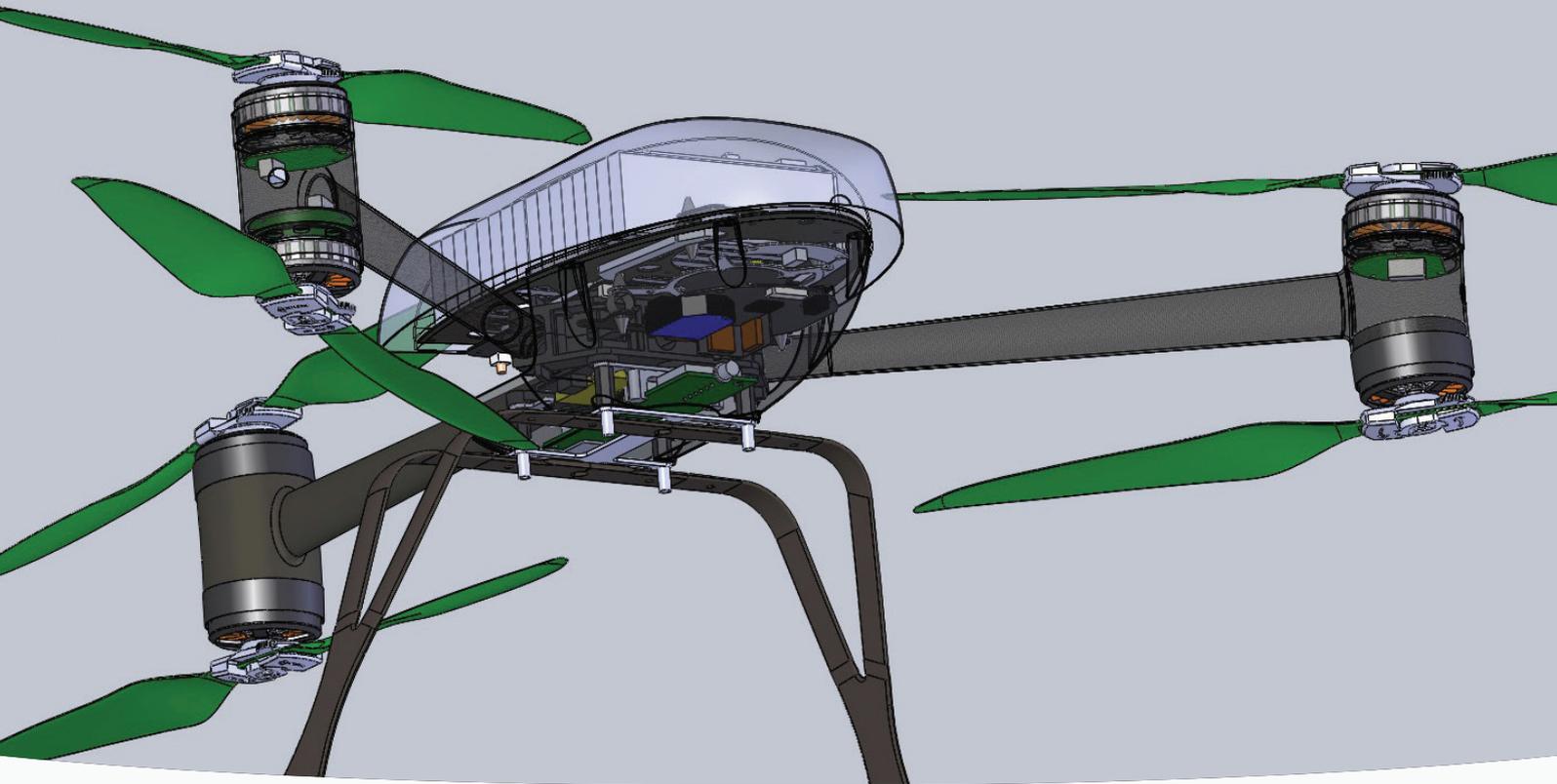
It is now making significant inroads into a wide variety of commercial sectors, with a particular focus on mining and agriculture.

Beyond its concentration on the \$600 million opportunity in government agency contracts, the company is now making significant inroads into a wide variety of commercial sectors, with a particular focus on mining and agriculture.

## Customers

**AV**  
AeroVironment™





For **Draganfly's** ([OTCQB:DFLYE](#) | [CSE:DFLY](#) | [FSE: 3U8](#)) shareholders, the decision to diversify across hardware and software means the sky is not the limit for this company.

While **Draganfly's** impressive diagnostic capabilities are primarily deployed in the air, the company is starting to see increasing demand for its devices on the ground.

In the fight to return to normality in the post-COVID world, a specific opportunity has suddenly opened up for the firm and its technology.

A version of **Draganfly's** health and respiratory measurement platform is being installed across film and television sets to pre-screen individuals for symptoms of coronavirus and protect the safety of film crews and workforces.

Based on technology used in monitoring devices on-board its UAVs, this innovative 'Safe Set Solution' can check a user's vital

signs in real-time via a fixed terminal.

If the initial deployments of this technology are successful, the potential applications could be extremely widespread.

**Draganfly's** health and respiratory measurement platform could be used wherever large numbers of people congregate – schools, airports, shopping malls, sports events, concerts – the list is practically endless.

Although the Coronavirus Pandemic couldn't have been predicted, **Draganfly's** quick response emphasizes the strong position it is in to grow its business. The depth of its I.P. portfolio provides a firm foundation to build upon, while the company's executives have a proven track record in securing large-scale contracts.

With the "Made in China" tag fast falling out of favor in North America, the stars are again aligning nicely for this company and its next phase of accelerated growth.

# How Draganfly prospered in the face of Chinese competition

Draganfly's (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) chief executive Cameron Chell describes best what enabled his firm to prosper, while his competitors succumbed to Chinese opponents:

“Everybody thought that building the drone was “it”, but that’s just one part of the “it”. What is more critical is the data – the means you need the right sensors, the diagnostics software, AI and security.”

Set up in 1998, **Draganfly's** pedigree as a drone manufacturer is undisputed. It was there at the sector's birth and grew alongside it.

However, the rapid rise of **DJI** from 2006 posed an existential threat.

**Draganfly** quickly realized that solely making drone would not be enough to succeed.

As U.S. peers emerged from Silicon Valley tried in vain to compete with DJI, throwing billions of dollars into technology development, **Draganfly's** pursued a different strategy.

Having spotted a commercial niche, the company shifted away from just manufacturing drones and moved towards the provision of end-to-end drone services.

Put simply, this meant developing a platform where drones and software could be tailored to perform specific tasks, collect specific data and provide unique competitive analysis.

*THIS gave **Draganfly** its competitive edge.*

Fast-forward to today, and **Draganfly** still makes drones.

*THIS gave **Draganfly** its competitive edge.*



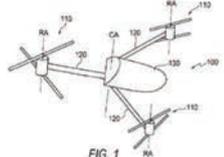
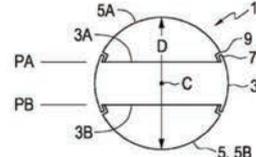
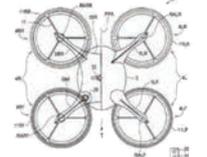
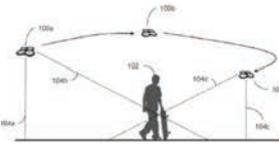
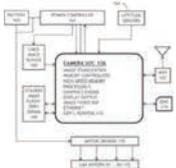
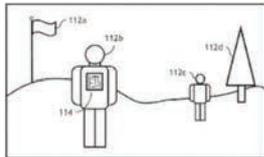
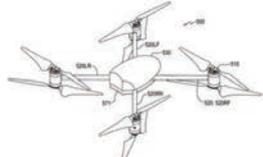
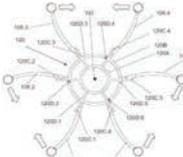
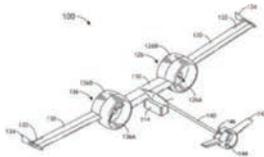
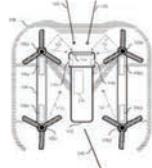
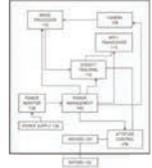
Thanks to the custom work it carried out over the last 15 years, Draganfly (OTCQB:DFLYE | CSE:DFLY | FSE: 3U8) boasts a portfolio of complementary patents covering drone equipment, software, sensors, and services.

The result, says Cameron, is end-to-end service provision that can be tailored to meet the data collection needs of a much broader range of clients than any other drone company in North America will perhaps ever be able to:

“Our customers in the commercial drone market want to be able to get a particular type of data – something that gives them a competitive advantage. They come to us because we probably have the deepest level of drone expertise in the market in North America.

Because we have been around for so long, we can combine and create data collection services and provide analytics data management back to customers in a way that would cost competitors tens of millions of dollars to develop from scratch.”

### IP Portfolio: A Company of Firsts Patents awarded to Draganfly

<p>Unmanned Aerial Vehicle</p> 	<p>Dual Rotor Helicopter with Tilted Rotational Axes</p> 	<p>Wheel with Folding Segments</p> 	<p>Vehicle with Aerial and Ground Mobility</p> 
<p>Tracking System for Unmanned Aerial Vehicle (UAV) Action Camera System</p> 	<p>Cascade Recognition for Personal Tracking via Unmanned Aerial Vehicle</p> 	<p>Action Camera System for Unmanned Aerial Vehicle</p> 	<p>Helicopter with Folding Rotor Arms</p> 
<p>Multi-Rotor UAV with Compact Folding Rotor Arms</p> 	<p>Vertical Takeoff and Landing Unmanned Aircraft System</p> 	<p>Real-Time Noise Reduction System for Dynamic Motor Frequencies</p> 	<p>Non-Linear Battery Usage for UAV Equipped with Action Camera System</p> 

Source: DraganFly

# Draganfly's **robust** revenue model

Based on over two decades of experience in the commercial drone space, **Draganfly** (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) has developed five key revenue streams:

- 1) **Contract Engineering** - **Draganfly** uses its patents and expertise to engineer cutting-edge, custom unmanned drones and software solutions for contractors, providing stable, multi-year revenues.
- 2) **Original Equipment Manufacturing** – This is the firm's line of in-house products, including:
  - **A range of quadcopters** - These drones all boast four rotors, a carbon-fibre airframe, and high-resolution imaging capabilities.
  - **The Quantix Mapper** - Developed by American defence contractor AeroVironment, this fully-automated drone collects aerial data and delivers it to users on an app in real-time.
- 3) **Integration Services** - **Draganfly** can meet the needs of customers that require new software and capabilities to be added to their existing fleet or fleets of drones.

A good example is LIDAR, which can instantly build 3D maps. Adding this to drones is already providing **Draganfly** with millions of dollars in revenue, and Chell says much more is on the way.
- 4) **Managed Services** - **Draganfly** has the capability set up and manage an entire, white-labelled drone division for customers, before safely integrating and storing data created for use in a customer's particular industry that gives them a strategic advantage. Verticals could include energy companies needing to ensure their data is secure, companies looking for their "own" branded and secure delivery services, heavy equipment manufacturers in the agricultural or industrial space looking to provide mapping, survey or agricultural data service to their dealers or end users.
- 5) **Data Acquisition & Analytics** - Finally, **Draganfly** builds tailored analysis systems to provide clients with critical strategic and operational insights within a secure software architecture.

Being able to deliver such a wide range of specialist services puts **Draganfly** in a strong competitive position. The company is able to cater for whatever customization clients require, while also being able to deliver solutions at scale. This enables it to service small and extremely large customers to the highest standards available on the market.

The company pursues a 'vertical' sales strategy, targeting specific vertical markets, or sectors, where drones and drone technology can provide a critical data collection edge.

Of all its verticals, one of **Draganfly's** most important opportunities is supplying to the US Government and its agencies at the local, state and federal levels.

# Pole position in the race to win the \$600 million U.S. Government drone market

With 80% of drones currently used across the United States originating from China, Chell explains that concerns about data security have put **Draganfly** ([OTCQB:DFLYE](#) | [CSE:DFLY](#) | [FSE: 3U8](#)) in an extremely strong position to pursue that \$600 million opening:

“Data security is paramount across government and military departments, so drones that are used in critical areas of infrastructure, border patrol, search and rescue, or any type of survey, mapping or data collection, cannot be susceptible to breaches. It results in a host of buyers more apt to buy products and software built in the U.S.”

**Draganfly** generates a significant proportion of its contract engineering revenues with U.S. government bodies through a partnership with AeroVironment ([NASDAQ:AVAV](#)) – one of America’s largest defence contractors when it comes to drones with a US\$1.8 billion market cap.

While the bulk of this work is confidential, for obvious reasons, **Draganfly** has publicly shown work on drone systems equipped to detect, classify and neutralize terrorist threats and prevent contraband smuggling.



**Draganfly** (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) is also working on other large-scale applications, such as drones that can be used to transport critical payloads like blood packs to soldiers on the battlefield:

“These military contracts with AeroVironment are important for us because they give us a really experienced engineering bench that we can keep fully employed and fully engaged with really interesting projects.

We’re always pushing a learning curve. It just gives us access to knowledge and insight and foresight of where the industry’s going. We’re working on stuff that three or four years from now will start to become a reality.”

Contract Engineering DETECT ★ DEFEND ★ DELIVER

System Features

1. Detect: Detection by radar, vision or acoustic system then quickly approach hovering or moving threats.
2. Classify: Determine Terrorism Threat Level
3. Neutralize: Capture and Destroy



System Features

1. Detect: Detection by radar, vision or acoustic system.
2. Classify: Relay information to Border Patrol
3. Capture: Capture and destroy



Drone With 28lbs of Heroin



Drone Captured & Destroyed



System Features

1. Order: Base receives order for critical battlefield supplies.
2. Launch: Launch drones carrying critical payloads like blood.
3. Receive: Battlefield soldiers receive critical payloads.
4. Return: Drone automatically returns to base using **Draganfly's** proprietary flight control system.

Automated deliveries providing essential items to critically wounded military personnel as quickly as possible after an injury occurs. Delivering blood and medical products to remote locations to treat wounded troops on the spot. Delivering a five-pound package over 100 kilometres/62 miles in "austere environments"



Source: DraganFly

With such a strong portfolio and track record, it is difficult for other North American drone manufacturers to compete with **Draganfly's** offering.

# Beyond Visual Line of Sight - A **lucrative** new dawn in drone technology

As should be clear by now, **Draganfly's** (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) expertise extend way beyond building airframes.

The firm's engineering ability enables it to add sophisticated sensors and deploy its proprietary autopilot system. It has the experience and capability to secure all the necessary insurances and clearances for flying, which empowers it to supply into government agencies and Fortune 500 companies.

All this is vital, but where it could be about to deliver outside returns is in the market for Beyond Visual Line of Sight ("BVLOS") flying.

This is the practice of flying drones beyond the sight of a pilot on the ground.

It is currently illegal in the United States to fly BVLOS without a waiver from the FAA.

This has remained a significant barrier to entry for drone companies, as the waivers are technically challenging to complete, and only the best UAS businesses can succeed. As many as 99% of waiver applications submitted to the FAA for BVSOL do not succeed.

Regulatory changes are coming, however.

In August 2019, the FAA allowed the first-ever BVLOS drone operation to inspect power lines in Kansas using only onboard detect-and-avoid systems. It was the first FAA-authorized operation without a requirement for on-the-ground observers or radar detection.

**"The UAS industry has worked for over ten years to demonstrate the most significant commercial benefit of drone operations within the United States,"** said Bob Brock, Kansas Department of Transport Director of Aviation. **"This is the first step to enable routine commercial infrastructure inspection across the state."**





With DJI and the other Chinese drone companies likely to drop out of the North American market, **Draganfly** ([OTCQB:DFLYF](#) | [CSE:DFLY](#) | [FSE: 3U8](#)) is best placed to win significant market share in the BVLOS space.

The applications for capturing accurate, instant and detailed data this way from the air are almost boundless.

- Mineral exploration companies can fly drones equipped with the latest airborne magnetic technology over vast swathes of prospective land, in their hunt for precious metals and natural resources. Combined with Artificial Intelligence interpretation, data gathered this way can quickly highlight high-priority exploration targets, increasing the chances of drill success and significantly reducing costs.
- Insurers are applying damage assessment technology to drones and flying them over natural disaster scenes. In doing so, they can carry out widespread and detailed appraisals of the damage caused by catastrophes to accelerate reconstruction plans. This speeds up the process of making pay outs, helping families and businesses recover much more quickly, as well as reducing fraudulent claims.
- Farmers are increasingly relying on drones fitted with state-of-the-art imaging technology to monitor the health of their crops. Data captured this way can significantly increase yields per acre, as well as improve performance in future growing seasons, by helping to optimize inputs (such as watering or fertilizer) and supporting quicker response to threats (such as weeds or pests).

With such revolutionary potential, the commercial drone market is growing so quickly that it is even exceeding *industry estimates*.

The Federal Aviation Administration had originally predicted that a total of 450,000 commercial UAVs would be registered by 2022. However, the market easily passed this target earlier this year. To reflect this, the U.S. airspace regulator has increased its forecast to 835,000 active drones by 2023.

As one of the market's likely future leaders, and with the quality of the directors on the board (which we're coming to), **Draganfly** is uniquely placed to secure its position well ahead of the curve.

But it's back on the ground that the company might see some near term big wins.

# From data capture in the air to data capture on the ground - a surprising **opportunity** with global reach

**Draganfly** (OTCQB:DFLYF | CSE:DFLY | FSE: 3U8) may have started as a pioneer commercial drone business, but its move towards data and diagnostics technologies has opened up a world of opportunities.

As an experienced developer of monitoring cameras and equipment, **Draganfly** is surprisingly well positioned to deliver fixed terminal analytics.

And, COVID-19 has created a colossal new market for this technology.

The key to reopening economies will lie in effective screening at high-traffic physical gateways: think stadiums, ports, airports, and entrances to schools and workplaces and suchlike.

One sector almost totally shuttered by COVID-19 offers an insight into how others could reopen safely: **the entertainment industry**.

Hollywood faces crushing losses of \$160bn over the next five years if things cannot return to normal soon.

A recent deal with leading production company Enderby Entertainment LLC is illustrative of the kind of impact **Draganfly** can have to help restore life to the way it was.

Its Safe Set Solution is a health and respiratory tool that can measure elevated body temperatures used in a pre-screening platform. This can identify possibly infectious and respiratory conditions to improve film crew safety.

## DraganFly's Safe Set Technology



Source: DraganFly

Enderby made headlines earlier this summer for being one of the first companies to start virtual production on its global thriller 92. Now, it has committed to purchasing Safe Set Solutions for two feature films: Firewatch, and Legacy, both which will now be able to film in person this summer.

Another possible application of this innovative technology could be to assist with the reopening of schools.

As many as one billion children had to stay at home during the pandemic. This caused perhaps the greatest economic disruption, as parents were forced to provide childcare and home schooling.

Reopening schools will be a vital step in returning back to normality, but the challenge of doing this safely is one that governments everywhere are struggling with.

A variation of **Draganfly's** (OTCQB:DFLY | CSE:DFLY | FSE: 3U8) Safe Set diagnostic terminal could readily be deployed to school entrances to monitor students' vitals.

And it's not only in schools where this kind of wholesale testing will be essential.

The virus has hit U.S. ports very hard. "Imports are erratic, with one month up and the next down," Hackett Association founder Ben Hackett told PortTechnology.org. "Getting 40 million people back to work will take time, especially with many fearful of catching the virus and staying home."

Countries across the globe are increasingly trying to reopen their borders to stimulate destroyed tourism and travel sectors. But at the same time, many more are requiring travellers to present a negative COVID-19 test result before allowing them to cross the border.

This method clearly won't be reliable or robust enough to cope with large volumes of passengers, so technology will more than likely provide the answer.

Since the Enderby partnership performing an extensive field-test of Safe Set, **Draganfly's** health and respiratory monitoring technology could be perfectly positioned to fill the gap.

With the vast experience and connections the company's board has with key potential strategic partners, **Draganfly** could soon be making big headlines in this arena.



# Draganfly's highly connected board

**Draganfly** (OTCQB:DFLYF | CSE:DFLY | FSE:3U8) has maximized its chances of winning large government contracts, by assembling management, board, and advisory teams, comprising of some of America's most experienced and well-connected private and public sector talent.

Director Andy Card is the second longest-tenured White House Chief of Staff, having served three U.S. presidents.

Alongside his position at **Draganfly**, he serves on the boards of just one other company –Union Pacific, North America's premier railroad franchise. He also advises BrainStorm Cell Therapeutics and the U.S. Chamber of Commerce.

With the contact list and credibility he brings to the company, it is no wonder **Draganfly** is making the progress it is in winning high-profile new contracts.

Another major influence on **Draganfly's** leadership is Edmund C. Moy. From 2001-2006, he helped form the U.S. Department

of Homeland Security and assisted President G.W. Bush in staffing most cabinet departments before going on to serve as director of the U.S. Mint.

Meanwhile, fellow advisor Julie Myers Wood was another Bush appointee, having served as Assistant Secretary of Homeland Security for Immigration and Customs Enforcement.

It goes without saying that the sorts of doors that Moy and Myers Wood can open for **Draganfly** are closed to nearly all its competitors.

Chell says that assembling teams with this sort of pedigree provides the company with critical insight into regulatory development and credibility to be able to tender for strategically important national contracts.

Assuming that US concerns over foreign security continue then expect to see **Draganfly** move quickly to fill the \$600 million void this will create.



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