

CREATING
A WORLD
WHERE
EVERYONE
IS SAFE





A TECHNOLOGY PLATFORM THAT CONNECTS PEOPLE TO THE ON-DEMAND EMERGENCY SERVICES THEY DESERVE



AURA believes that safety is a basic human right and that every person deserves access to professional and efficient emergency services. But inefficiencies and inaccessibility in private and public services mean that this help is not readily available or affordable for all.

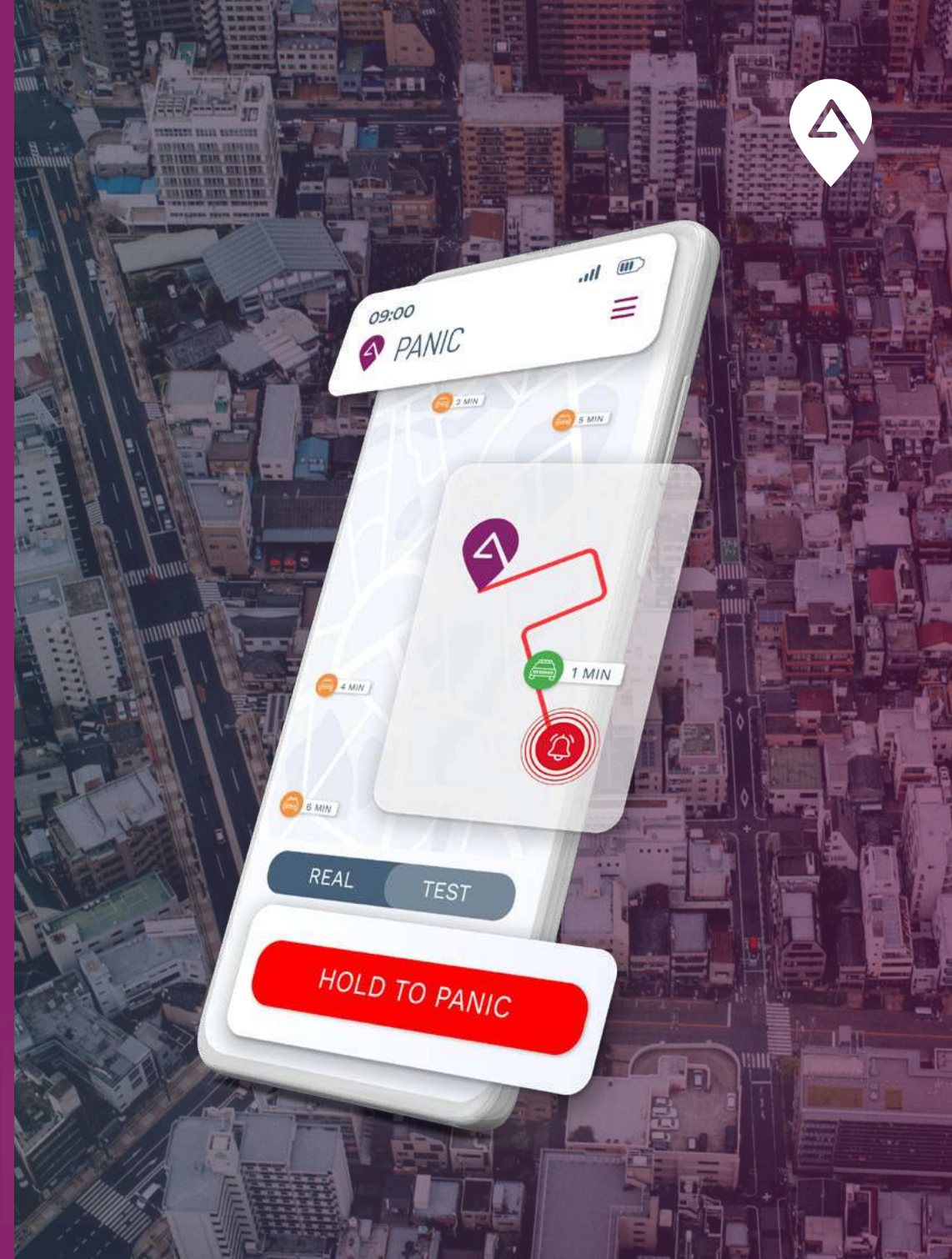
AURA is here to change that.

WE ARE THE 911 PLATFORM FOR EMERGING MARKETS.

We're a marketplace that enables anyone to access the closest private and public security and medical response unit to their location, anywhere, anytime, using a connected device.

AURA's on-demand smart tech automatically identifies and dispatches the closest response unit once a panic is raised, and navigates them via GPS to the incident, getting consumers expert security and medical response faster.

By adopting a collaborative approach to security and medical response, incorporating a global response network of the best providers, and utilising technology, we can work towards AURA's vision of **creating a world where everyone is safe.**



HOW TO ACCESS AURA



API LAYER



1

WHITE-LABEL APP

AURA can create and deploy a fully customised white-label app with your required branding. Users are able to immediately panic out of the app, and see which responder is en-route along with their ETA.

2

WHATSAPP

AURA has completed a fully global WhatsApp integration which can enable your customers to subscribe and panic automatically from WhatsApp. This eliminates the need to download a new app, and keeps users on their preferred platform.

3

API

Offer a value-added service to your customer base by integrating AURA's technology and nationwide response network directly into your existing apps.

4

IOT

Integrate connected IOT devices such as wearables (smart watches), connected cars and panic buttons directly with AURA's technology and nationwide response network. Provide your customers with on-demand emergency response using a connected device.

5

PORTAL

The AURA portal empowers call centre operators to immediately create new call outs for customer bases that dial in via phone calls or USSD strings.

ON-DEMAND EMERGENCY RESPONSE



PRIVATE

Create new call outs for customer bases that dial in via phonecalls or USSD strings



PUBLIC

Create new call outs for customer bases that dial in via phonecalls or USSD strings

CUSTOMER BENEFITS



Mobile response

Our services are not limited to your customer's home or office – we're with them anywhere, anytime.



Machine-to-machine dispatch

Our smart technology means we're not reliant on humans to identify and dispatch the closest responder. When a user activates a panic, our tech identifies the closest response vehicle to a user's location through AURA in-vehicle Responder Devices, and automatically dispatches it.



Pinpoint geo-located incidents

The closest response vehicle is navigated to the exact GPS location of the user, resulting in greater response accuracy.



High-quality global response network

AURA has partnered with only the best private security and EMS providers globally to give consumers access to professional responders, anywhere, anytime.



Reduces additional links

AURA eliminates additional and unnecessary links, ensuring your customers get help faster.



Resourceful network

Because every security and medical emergency is different, users have swift and easy access to additional resources via AURA, if required.



Transparency and peace of mind

Users have the ability to track the security or medical responder through smart integrations.

RESPONDER BENEFITS



Create additional revenue streams

by making use of idle resources



Allocate your resources efficiently

using AURA's dynamic ringing algorithm



Access control room auto-dispatch

software at no extra cost



Service new customers

by joining AURA's growing network



Strengthen your competitive edge

with a customisable white-labelled app



Pin-point geolocated incidents

and ensure faster response times



Automatically dispatch responders

via an in-vehicle responder device.



HOW IT WORKS

1. Push for help

A user activates a panic using a device connected to the AURA network.

2. Nearest responders alerted

Via in-vehicle AURA responder devices.

3. Seamless response

The closest responder accepts the panic.

4. Instant client profile

User information is shared with the dispatched responder.

5. GPS navigation

The responder is immediately navigated to the incident via GPS.

6. Control room back-up

The control room is notified of all call-outs.



AURA SECURITY AND MEDICAL

AURA has built a robust global network of the best security and medical response providers.



- 580+ medical responders across 4 regions globally.
- All EMS providers within AURA's global network are expertly trained, vetted and experienced.



- 4500+ security responders across 22 regions globally.
- All Security responders within AURA's global network are expertly trained, vetted and experienced.

WHO DO WE SERVE



AURA is the first and only Global Security response network.
This will be offered to all verticals which require a global safety solution:



**International
staffing solutions**



**Wearable
IOTs**



**Global consumer
apps and safety
apps**



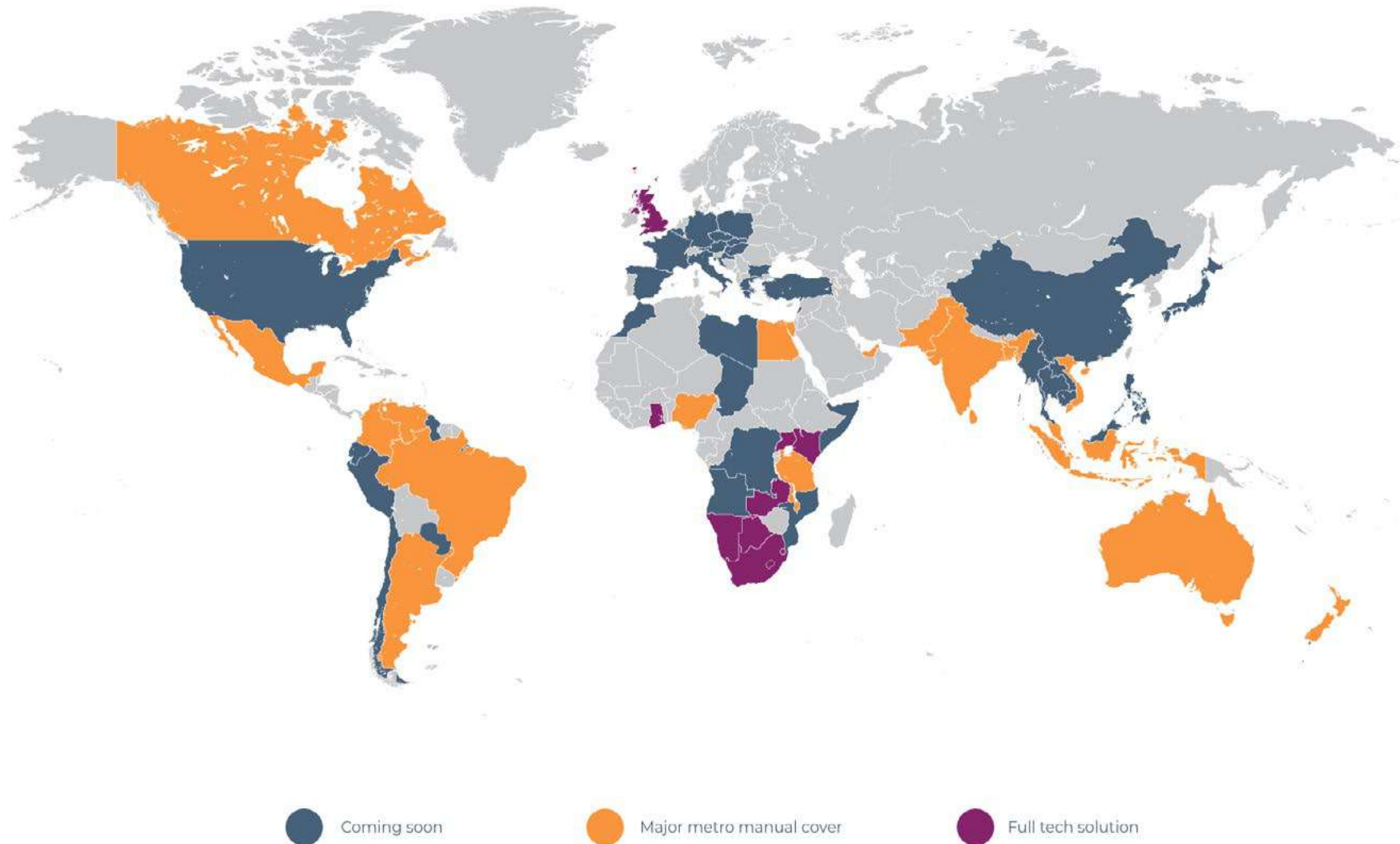
**IOT - and
connected car**



**Global Travel
safety**

AURA'S GLOBAL RESPONSE NETWORK

AURA launched in South Africa in 2017 out of the critical need to make security response services efficient, accessible, inclusive and effective. The success of AURA in South Africa has led to global expansion with a team of 40+ passionate people who are dedicated to creating a world where everyone is safe, led by a founding team with over 10 years experience in the security industry.



SOME OF OUR LARGE CORPORATES WHO TRUST US TO KEEP THEIR CLIENTS SAFE



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