

NEWS RELEASE
January 07, 2022

Symbol: CSE: WIFI
For Immediate Dissemination

AMERICAN AIRES ANNOUNCES STRONG FINISH TO 2021 WITH RECORD DECEMBER

January 7, 2022 - Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the “Company” or “Aires”), a provider of scientifically-proven EMF modulation technology, is pleased to announce that it has achieved record revenues for product sales in the month of December 2021. Aires December revenue was 21% higher than the same period last year while also maintaining 68% gross margin*. This increase comes on the back of 19% revenue growth in November.

Aires saw increases across key areas of emphasis including overall traffic increasing 83% over the previous December and average order value (AOV) increasing 36%. Traffic from new users was a primary focus and resulted in 127% increase over December, 2020.

Globally, sales from key markets such as the UK and Australia saw revenue increases of 82% and 193%. Revenue from the 22 non-North American countries Aires shipped to in December saw a combined 33% increase over the previous December. Ongoing improvements to the user experience also led to significant gains in AOV in non-North American countries. In total, international AOV saw an increase of 27% with the key markets of UK and Australia increasing 61% and 31%.

“We are very excited about the sales performance from December and the 2021 holiday season as a whole. More than that though, our team is incredibly energized to see many of the projects they completed in the weeks leading up to this period have meaningful, measurable impact. Many of these projects enabled us to conduct numerous tests designed to assist in shaping future strategy and also confirm strategic decisions already deployed. Throughout November and December we put a heavy emphasis on testing and optimizing conversion rate, average order value and generating quality traffic from key markets. The results of these tests exceeded our expectations as seen in the performance the past two months and has increased our confidence in our strategy for the upcoming year,” said Josh Bruni, Chief Revenue Officer at Aires.

While many companies were impacted by supply chain issues resulting in delays and lost sales, especially in the semiconductor space, Aires operations team was able to stay ahead of these obstacles. The accurate forecasting and operational execution allowed Aires to meet the increased sales demand without disruption.

About American Aires Inc.

American Aires Inc. is Canadian-based nanotechnology company which has developed proprietary silicon-based microprocessors that reduce the harmful effects of electromagnetic radiation (EMR). The technology was developed by a team of highly accredited scientists and confirmed by independent third-party validation including peer reviewed studies and publications in scientific journals. Aires’ Lifetune products specifically target EMR emitted by consumer electronic devices such as cellphones, computers, baby monitors, Wi-Fi radiation, including the rapidly expanding next-generation high-speed 5G networks. Aires is listed on the CSE under ticker ‘WIFI’. Learn more at www.airestech.com.

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