



Connected innovations for a **safer** world

Ci Global Financials:

Market Opportunities Electrical Fire Safety

Ci Global is on a mission to transform electrical fire building safety worldwide with prevention-first technology that stops electrical fires before they start.

Ci Global:

Electrical Fire & Building Safety Innovation

FROM SOCKET TO SKYLINE TO SMART CITY

Ci Global is an international fire and building-safety IoT technology company, pioneering prevention-first protection across homes, buildings and cities.

Founded by British inventor Anthony D. Parfitt - a Home Office-approved safety systems innovator, with decades of experience creating technology for the UK Government and Police.

Ci Safe is a full-spectrum building-safety system that uses intelligent sensors, cloud AI for real-time building intelligence, and cloudless Intelligent Autonomy (IA) for local, instant action - even offline. The system prevents electrical fires, stops gas and water leaks, and identifies mould-risk conditions.

Within the system, Ci Global's patented ThermalVision™ technology detects overheating, arcing, load anomalies and other early-stage electrical fire risks long before ignition can occur.

By shifting safety from reaction to prevention, Ci Global helps reduce fire risk, protects critical infrastructure, and lowers the human and economic cost of building failures across residential, commercial and industrial environments.



Ci Safe: Safety-critical hardware, intelligent software, and intuitive command-and-control layers combine to form a full-spectrum building-safety ecosystem.

PREVENTION, NOT JUST REACTION

A new global standard in intelligent fire and building safety.

The Electrical Fire Crisis:

A Preventable \$2 Billion Annual Problem

Electrical fires remain one of the most destructive and overlooked risks in homes and buildings - a preventable problem that continues to grow as reliance on electrical devices increases.

51K

Annual Home Fires

Electrical fires in U.S. homes each year

500

Deaths Annually

Lives lost to preventable electrical fires

\$1.3B

Property Damage

Annual U.S. residential electrical fire losses

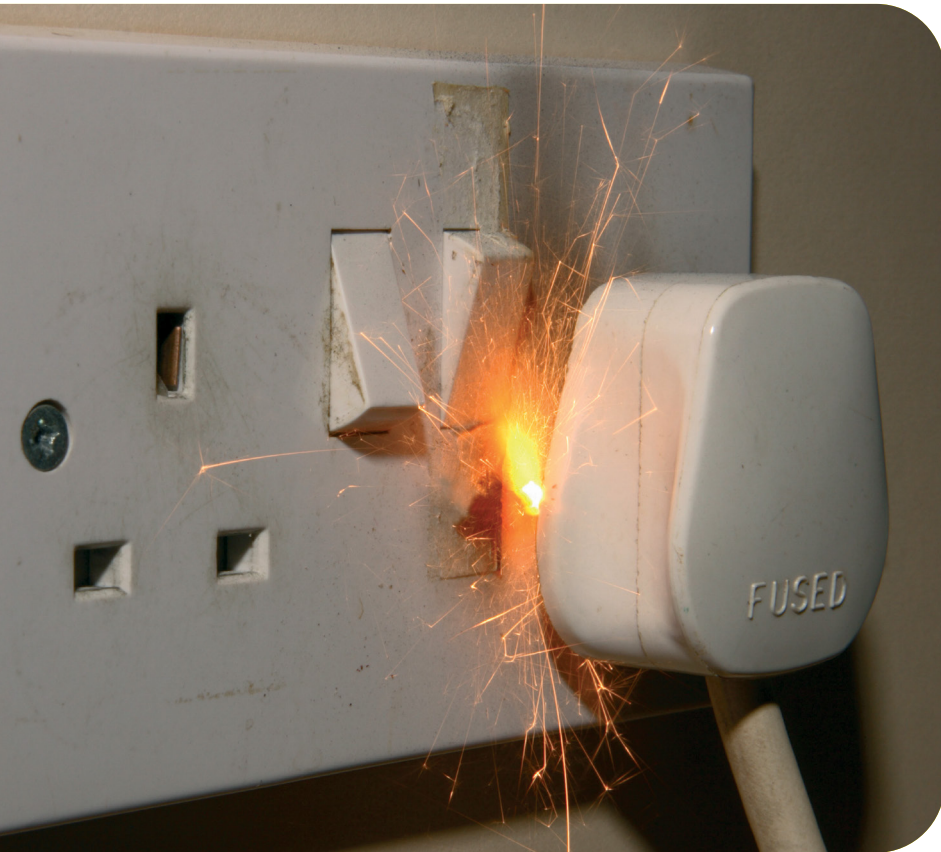
1,400

Injuries Per Year

People harmed by electrical fires



Hidden Dangers: Arcing Faults and Socket Fires



Arcing Faults

These tiny but super-heated electrical discharges that overheat loose wires and connections represent one of the most insidious fire hazards. They cause more than **28,000 home fires annually**, causing hundreds of deaths and injuries.

The financial impact is just as severe, with over **\$700 million** in property damage caused each year by arcing faults alone. Because these faults often ignite inside walls and appliances, they are almost impossible to catch.

Socket Fires

The U.S. Consumer Product Safety Commission reports that **power sockets are involved in roughly 5,300 fires every year**, causing approximately **40 deaths** and more than **100 injuries**.

Perhaps most alarming: **65% of home-fire deaths occur in homes without working smoke alarms**. This underscores that reactive detection isn't enough - prevention has to come first.

Fire Protection Systems: A \$112 Billion Market by 2032

The global market for fire protection systems - encompassing detection, suppression, and alarm systems - represents a massive and rapidly expanding opportunity.

According to Coherent Market Insights, this market will reach approximately **\$72.53 billion in 2025** and surge to **\$112.71 billion by 2032**, representing a compound annual growth rate (CAGR) of **6.5%**.

North America

35.6% market share

Expected to maintain dominance driven by stringent safety regulations and insurance requirements.

Asia-Pacific

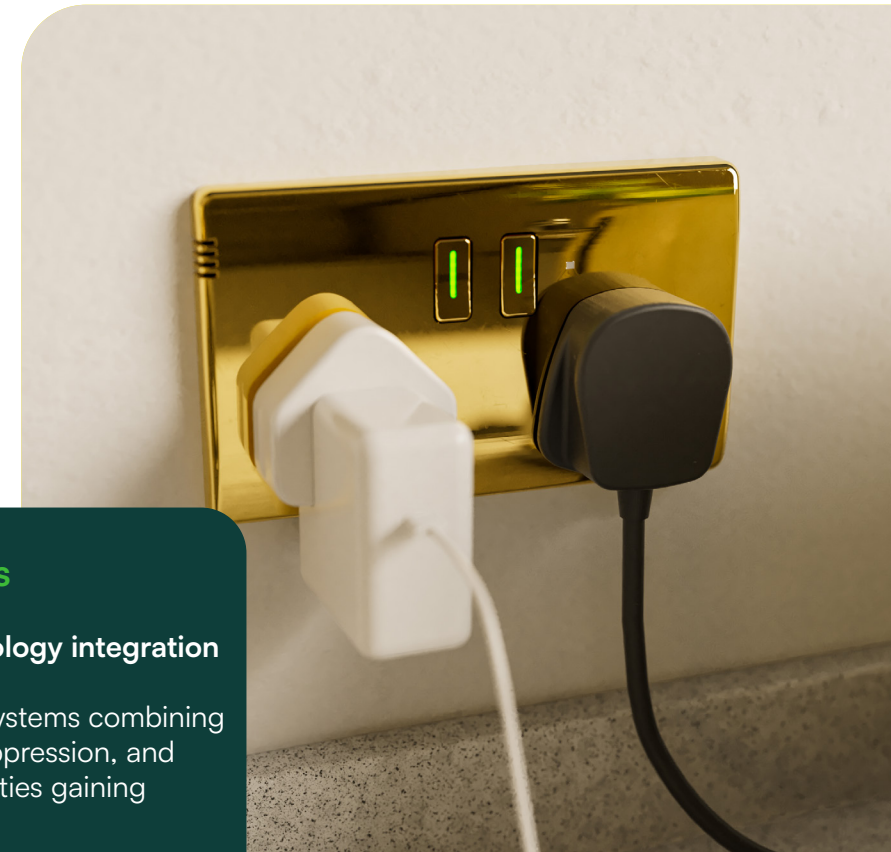
28.2% market share

Fastest-growing region fuelled by rapid urbanisation and construction boom.

Key Trends

Smart technology integration

IoT-enabled systems combining detection, suppression, and alarm capabilities gaining traction.



Smart Plugs & Sockets: The \$21 Billion TAM

Ci Global's prevention-first sockets, adapters, and extension leads sit in a uniquely strategic position within the rapidly growing market for smart electrical safety.

Market Scale & Growth Trajectory

Coherent Market Insights projects the **global electric plugs and sockets market at approximately \$14.16 billion in 2025**, expanding to **\$21.01 billion by 2032** - a CAGR of **5.8%**. Verified Market Research offers an even more bullish outlook, valuing the broader light switches and electrical sockets market at **\$26.85 billion in 2023** and projecting **\$52.16 billion by 2030** (CAGR of **10.28%**).

Market Drivers

- Rapid urbanisation (over 60% of global population living in cities by 2050)
- Real-estate and construction sector expansion
- Demand for energy-efficient electrical systems
- Smart-home adoption acceleration

The residential sector holds the largest market share, with **56% of consumers citing energy savings as the primary reason for adopting smart-home technology** - a perfect alignment with Ci Global's value proposition.

63%

U.S. Smart-Home Penetration

Households with at least one
smart device

31%

Smart Plug Adoption

U.S. households using smart plugs
or sockets

TAM-SAM-SOM:

Quantifying the Opportunity

A rigorous analysis of Ci Global's addressable market reveals significant growth potential across three tiers within the electrical fire safety landscape.

TAM: Total Addressable Market

\$14.16 billion

Global market for electric plugs and sockets - all products into which ThermalVision™ technology could potentially be integrated.

SAM: Serviceable Addressable Market

\$8.5 billion

Residential and commercial segments in developed regions (North America, Europe, Middle East) where safety regulations and disposable income enable adoption. Represents 60% of global market.

SOM: Serviceable Obtainable Market

\$420 million

Realistic near-term capture of 5% market share through strategic partnerships with developers, appliance manufacturers, and insurers in target markets.

CONSERVATIVE ASSUMPTIONS:

A **5% SAM** target equating to **\$420 million in annual revenue** still represents a substantial market size, even at the earliest stages of adoption.

Type-G Markets: Strategic Geographic Focus

Whilst Ci Global's technology can be adapted to any plug type, the company's early focus is on Type-G markets in the UK and Middle East. These regions offer immediate commercial traction and serve as a strategic launch pad for full global expansion.



United Kingdom

\$450 million TAM

3.18% of global GDP. Home market with established regulatory relationships and brand recognition.



Saudi Arabia

\$140 million TAM

1.01% of global GDP. Rapid construction boom and Vision 2030 smart-city initiatives create ideal entry conditions.



Singapore

\$70 million TAM

0.47% of global GDP. Tech-forward market with high disposable income and strong smart-home adoption rates.



United Arab Emirates

\$70 million TAM

0.48% of global GDP. Luxury property market and emphasis on innovation align perfectly with premium positioning.

The top ten priority Type-G countries collectively represent approximately **7.35% of global GDP**, translating to a focused TAM of **\$1.04 billion**. This geographic concentration enables efficient resource allocation whilst building proof points for global expansion.

IoT Safety Markets: High-Value Categories for Prevention-First Protection

The Ci Safe ecosystem comprises **17 IoT products** operating across multiple high-value safety categories, each underserved by traditional detection-only systems. Water and gas leaks, mould detection, entry devices and electrical-fire prevention represent major IoT growth areas where prevention-first technology delivers immediate traction and long-term commercial scale.



Water Leaks

\$200B
Annual Property Damage (Global)

One of the largest sources of preventable building loss. IoT-enabled leak detection and automatic shut-off deliver major savings for insurers, landlords and high-density buildings.



Smart Homes

\$174B - \$445B
IoT Smart Home Market (Global) 2025 - 2030

A fast-growing IoT category. Integrating prevention-first sensing into smart doorbells and entry devices strengthens building visibility, monitoring and early-action safety.



Fire Protection

\$89B - \$112B
Market Size (Global) 2024 - 2032

Electrical fires remain a major global safety gap. IoT-enabled early-fault detection addresses one of the most persistent and preventable causes of building fires.

Combined Opportunity: Together, these three IoT safety categories represent hundreds of billions in annual losses, creating a scalable opportunity for Ci Safe as a prevention-first building-safety platform.

Go-to-Market Strategy: Six Strategic Imperatives

01 Building Safety

Focus on property developers, construction firms, and corporate clients operating under strict fire-safety regulations. Position electrical fires as one of the leading causes of building fires and highlight Ci Safe as a prevention-first solution for protecting people, assets and infrastructure.

02 Domestic Appliances & EV chargers

Embed Ci Safe Inside modules into white goods and EV chargers. This delivers prevention-first electrical fire safety and provides a built-in 'black box' that can prove no-fault in the event of a fire investigation or product recall.

03 Insurance

Demonstrate measurable risk reduction to insurers. Provide clear data on lowered electrical fire risk supporting incentives for insurances to mandate the use of Ci Safe in the buildings they insure.

04 Smart Home

Leverage Ci Safe's compatibility and features within the smart home market. This could include partnerships with major platforms from Amazon (Alexa), Google (Home), and Apple (HomeKit). All would benefit from prevention-first electrical fire safety in their ecosystems.

05 Regulators

Engage with regulators. Take an active role in the development of building code and fire safety regulations to make the adoption of Ci Safe mandatory in various markets and countries.

06 Prove ROI

Use case studies in strategic target markets and applications to demonstrate how many electrical fire-related incidents were prevented. Frame these as reductions in the \$1.3 billion lost annually to residential electrical fires, making the investment case clear and compelling.

Investment Proposal:

A \$420 Million Annual Opportunity

Electrical fires cause enormous human and economic loss - over 51,000 fires, 500 deaths, and \$2 billion in annual losses in the United States alone. Conventional protection measures remain reactive, stepping in only after a fire has started. Which is too late.

Ci Global's Ci Safe technology shifts the entire paradigm of electrical fire safety from reaction to prevention. Because the safest fire is the one that never starts.

The Market Opportunity Summary

- **\$14.16 billion** global TAM for plugs and sockets
- **\$8.5 billion** serviceable market in target regions
- **\$420 million** realistic annual revenue opportunity at 5% market share
- **\$1.04 billion** focused Type-G market TAM

Proven Technology

Patented technology that can stop electrical fires for the first time

Market Tailwinds

6.5% CAGR in fire protection,
10.3% in smart sockets

Strategic Positioning

First-mover advantage in prevention-first electrical safety

Ci Global

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