

2024 - 2025

SMARTAIR

SOCIAL IMPACT REPORT



FOREWORD



Learning Together Growing Stronger

Over the past decade, Smart Air has stayed true to one simple belief — everyone deserves the freedom to breathe clean air.

What began as a humble DIY experiment has grown into a global movement spanning 56 countries, proving that science, transparency, and purpose can drive real impact.

As a certified B Corp and social enterprise, we measure success not by profit, but by the healthier breaths we help make possible.

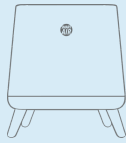
Our mission goes beyond selling purifiers — it's about empowering people with knowledge, making science accessible, and driving change for communities and the planet.

Thank you to every partner, teammate, and clean air advocate who breathes this mission with us. Together, we're proving that clean air benefits all — and we'll keep pushing toward a future where that freedom is universal.

**Anna Guo, Co-Founder & CEO,
Smart Air**



IMPACT IN NUMBERS



Clean Air

24055

Air Purifiers



Public Welfare

125

**Clean Air Tools
Donated**



Public Education

204

Workshops



Sustainability

99%

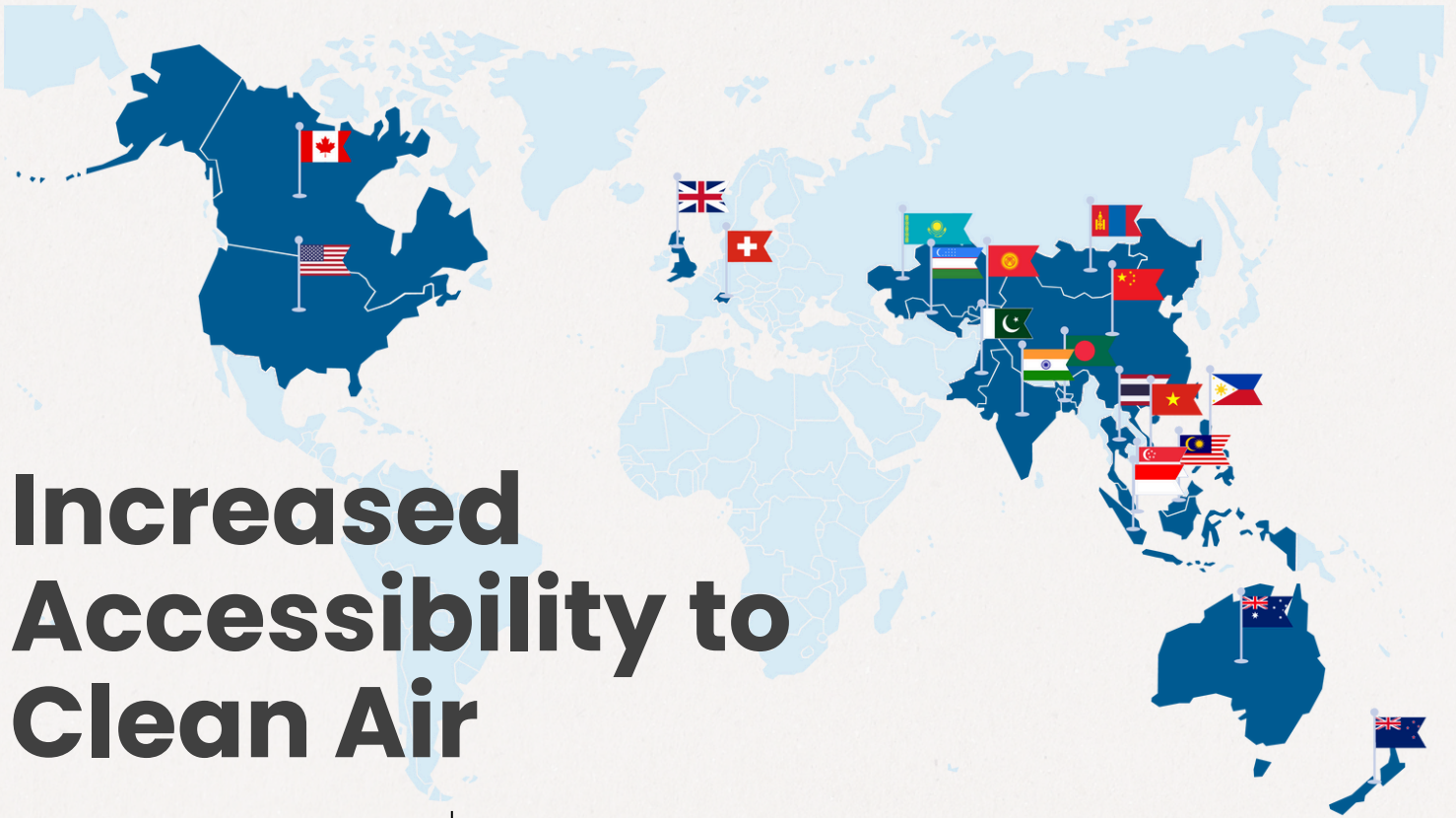
**Eco-friendly
Packaging**

CLEAN AIR

48
Countries

24k+
Air Purifiers

62k+
Filters



Increased Accessibility to Clean Air

19 Distributors

48 Countries

24,055
Purifiers

Smart Air strives to expand the availability of clean air tools to a wider range of demographics by increasing the number of distributors, making clean air more accessible worldwide, and improving public health.

Distributors of Smart Air are passionate entrepreneurs who share the commitment to providing clean air solutions in their respective countries. The map above shows Smart Air's 19 distributors' locations worldwide.

PUBLIC WELFARE

125

Clean Air Tools Donated

28

Organizations

Clean Air for Southern California

In early 2025, devastating wildfires swept through Southern California, destroying homes, displacing families and schools, and filling the air with dangerously high levels of PM2.5, posing serious health risks. In response, Smart Air and SmarterHEPA donated \$25,000 worth of HEPA and activated carbon air purifiers to evacuation shelters, schools, churches, nonprofit organisations, hospitals, and a fire station, aiming to help affected communities breathe safely while they recover.



THE HEARTWARMING STORY OF A FIREFIGHTER & HIS DAUGHTER

We delivered a Blast air purifier to a preschool with help from a dad and his daughter. The father is a firefighter who lost his home in the fires and his daughter's school had to relocate due to smoke damage, and thanks to the air purifier donation, the new space now has cleaner air for the kids to breathe. Moments like that remind us exactly why we do this.

PUBLIC EDUCATION

2.98M

Social Media Views

204

Workshops

3.5k+

Workshop Participants

WORKSHOPS AROUND THE WORLD

In **Shanghai**, we conducted training workshops for local community leads from the Women's Federation. They will support us on the ground in delivering clean air workshops within their communities.



Smart Air Philippines holding an engaging clean air workshop, empowering families with practical tips and DIY purifier demos. Participants left inspired and equipped to create healthier indoor environments at home.



Smart Air Workshops

Learn to Breathe Better, Live Healthier



Smart Air regularly hosts public welfare workshops to help people understand the dangers of air pollution and learn scientific ways to protect themselves and their families. From 2024 to 2025, Smart Air held **204** workshops worldwide, with more than **3,500** participants. These sessions not only raised awareness of air pollution but also provided practical guidance for maintaining healthier indoor air and safeguarding personal and family health.

In addition, Smart Air designed the BOXY purifier specifically for use in these workshops. With its simple, modular fan-and-filter design, BOXY reflects Smart Air's brand spirit by making clean air accessible and tangible for all participants.

The Air Blog

Clean air is essential for health, yet most people don't know how to protect themselves from pollution or understand the tools designed to help.

The Air Blog explains differences between masks, air purifiers, ventilation, and global air quality in simple, practical terms so anyone can make informed decisions.

By giving people clear guidance we empower them to reduce their exposure and keep their families safe.

Sharing this information isn't just helpful, it meaningfully improves public health. That's why the effort we put into creating these resources is truly worth it.

Social Media Highlights



We can all take steps to protect ourselves. Monitor air quality, wear a mask outdoors, and use air purifiers indoors to reduce your exposure and breathe cleaner air. The choice is yours, take action to protect yourself and avoid breathing dirty air.



On April's fool day, we took air purification to the next level, introducing the world's first gold-plated air purifier, featuring a massive diamond for extra luxury filtration™.



The Safer shared air: Making the invisible visible conference

Smart Air proudly sponsored the "Safer Shared Air: Making the Invisible Visible" conference, hosted by The Safer Air Project at the Theatre in Parliament House, Canberra, Australia. We contributed air purifiers and air quality monitoring equipment to ensure a safer, healthier environment for all attendees.

'Anyone can become sick, and even chronically unwell from polluted air and the Australian government is committed to improving indoor air quality.'

Rebecca White MP,
Assistant Minister of Health

SUSTAINABILITY

99%

Sustainable Packaging

2

Products with Fully Sustainable Packaging

87

Product Certifications and Test Reports

Clean Air, Benefit for All.

Committed to Sustainable Packaging

Smart Air takes practical steps to support sustainability. We have long replaced foam with cardboard to protect our products while reducing environmental impact. Since 2025, the SA600 has been upgraded to use 100% eco-friendly packaging, and our newly launched BOXY also features fully sustainable packaging design.



Products worthy of recognition



Smart Air products have earned multiple internationally recognized certifications, including Energy Star, CARB, and RoHS, reflecting our commitment to quality and environmental responsibility. **As of 2025, Smart Air has obtained a total of 87 product certifications and test reports.** Our purifiers are designed to deliver high efficiency while minimizing environmental impact, providing cleaner air in a sustainable way.

Employee Benefits and Team Building

At Smart Air, we believe in investing in our people. That's why we offer an annual education fund to support personal and professional growth. Every team member receives US\$280 each year for individual learning, and every department has access to a US\$430 annual team education fund. Whether it's a course, certification, or skill-building workshop, we're here to help our team learn, grow, and thrive together.



Company Events in Pictures



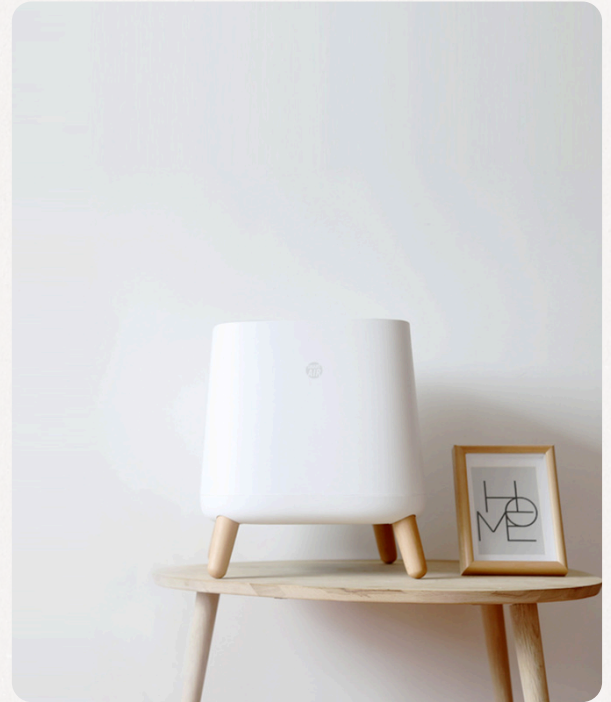
HQ team gathered for a team-building session full of challenges, support, and discovery. We strengthened bonds, uncovered new strengths — together, we go further.



This year's getaway to Xishuangbanna, Yunnan brought us closer to nature, and closer to our values, as we supported the local economy through community-run stays, food, and experiences.



For this year's company anniversary, we cooked a meal together—a warm, hands-on moment that brought our team closer through shared effort and laughter.



Annual Benefits

At Smart Air, we care about our team's well-being and growth. Everyone enjoys remote work every Monday and an annual company getaway to recharge and connect. Full-timers receive annual health checkups, increasing paid leave, and a free Sqair annually.

Part-timers and interns receive a QT3 or DIY purifier. We're proud to offer meaningful benefits that reward health, learning, and commitment.

CONCLUSION & OUTLOOK

- Improved indoor air quality with science-based solutions.
- Expanded access to affordable clean air.
- **Outlook: Bring clean air to more underserved communities.**

Clean Air

- Delivered donations worldwide.
- **Outlook: Strengthen global partnerships for greater impact.**

Public Welfare

- Held hundreds of workshops globally and used BOXY to make clean air education hands-on.
- **Outlook: Continue expanding science-based public education.**

Public Education

- SA600 and BOXY now use 100% eco-friendly packaging.
- **Outlook: Expand plastic-free, sustainable packaging across more products.**

Sustainability

CONCLUSION & OUTLOOK

SDG 3: Good Health and Wellbeing



Smart Air's investment in developing innovative tools to combat air pollution directly supports SDG 3 by addressing air pollution's health risks.

SDG 11: Sustainable Cities and Communities



Smart Air's air purifiers help improve air quality in urban areas, making cities safer and more livable for residents, aligning with SDG 11's objective of ensuring sustainable cities and communities.

SDG 4: Quality Education



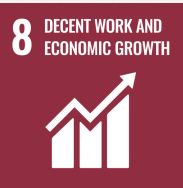
Smart Air enhanced educational opportunities by providing educational resources and workshops for individuals of all ages, advancing SDG 4's objective of inclusive and equitable education.

SDG 12: Responsible Consumption and Production



By providing affordable and accessible air purification technologies, Smart Air encourages users to make sustainable choices in improving indoor air quality.

SDG 8: Decent Work and Economic Growth



As a social enterprise, Smart Air operates sustainably while prioritizing work-life balance for its workforce. This commitment to fair and sustainable employment practices contributes to SDG 8's goal.

SDG 13: Climate Action



Smart Air's mission to combat air pollution aligns with SDG 13 by reducing pollutants that contribute to climate change.

SDG 10: Reduced Inequalities



Smart Air engages with communities to raise awareness about the health impacts of air pollution and empower individuals to take action to protect their health.

SDG 17: Partnerships for The Goals



Smart Air collaborates with nonprofit organizations and social impact initiatives to address air pollution and promote clean air solutions.



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