

Form 144 Filer Information

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001420118

Filer CCC XXXXXXXX

Is this a LIVE or TEST Filing? ☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer SOBR Safe, Inc.

SEC File Number 001-41396

Address of Issuer 6400 S. FIDDLERS GREEN CIRCLE
SUITE 1400
GREENWOOD VILLAGE
COLORADO
80111

Phone 844-762-7723

Name of Person for Whose Account the Securities are To Be Sold First Capital Business Development, LLC

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer 10% Stockholder

144: Securities Information

Title of the Class of Securities To Be Sold Common Shares

Name and Address of the Broker Alexander Capital, LP
17 State Street
Fifth Floor
New York
NY
10004

Number of Shares or Other Units To Be Sold 285000

Aggregate Market Value 151050.00

Number of Shares or Other Units Outstanding 18544570

Approximate Date of Sale 01/10/2024

Name the Securities Exchange NASDAQ CM

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common Shares
Date you Acquired	06/05/2020
Nature of Acquisition Transaction	Asset Exchange
Name of Person from Whom Acquired	TransBioTec, Inc
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	12000000
Date of Payment	06/05/2020
Nature of Payment	Asset Exchange

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	First Capital Holdings, LLC 6400 So Fiddlers Green Circle Suite 1400 Greenwood Village CO 80111
Title of Securities Sold	SOBR
Date of Sale	12/01/2023
Amount of Securities Sold	66817
Gross Proceeds	44841.00

144: Remarks and Signature

Remarks	
Date of Notice	12/26/2023
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	12/26/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature	Gary John Graham
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ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)