



---

THE WORLDWIDE LEADER IN PROACTIVE DIGITAL DISPLAY™  
AT THE INTERSECTION OF MARKETING AND SECURITY.

---

Q2-CORPORATE PRESENTATION

**CSE: VSBY**

# WHAT IS VSBLTY?

VSBLTY is a leading Digital Display and Software company that transforms retail spaces and venues.

The Digital Display & Security Markets are projected to reach

**\$219B IN JUST 4 YEARS.**

# FORWARD LOOKING STATEMENT

This corporate presentation may contain certain “forward-looking statements.” Such forward-looking statements are sometimes identified by words such as “intends,” “plans,” “anticipates,” “believes,” “expects” and “hopes” and include, without limitation, statements regarding VSBLTY’s plan of business operations, potential contractual arrangements and pipeline, receipt of working capital, anticipated revenues and related expenditures, and involve a number of risks and uncertainties that could cause actual results to differ materially from projected results. Such factors include, among others, commodity prices, the willingness and ability of third parties to honor their contractual obligations, the decisions of third parties over which VSBLTY has no control, environmental and government regulations, availability of financing, judicial proceedings, force majeure events, and other such risk factors. Many of these factors are beyond VSBLTY’s ability to control or predict. Investors are cautioned not to put undue reliance on forward-looking statements. Except as otherwise required by applicable securities statutes or regulations, VSBLTY disclaims any intent or obligation to update publicly these forward looking statements, whether as a result of new information, future events or otherwise.

Nothing in this presentation is either an offer to purchase, or a solicitation of an offer to sell, shares of VSBLTY or any other entity.

Nothing on this presentation is a solicitation of a proxy from a security holder of VSBLTY or any other company.

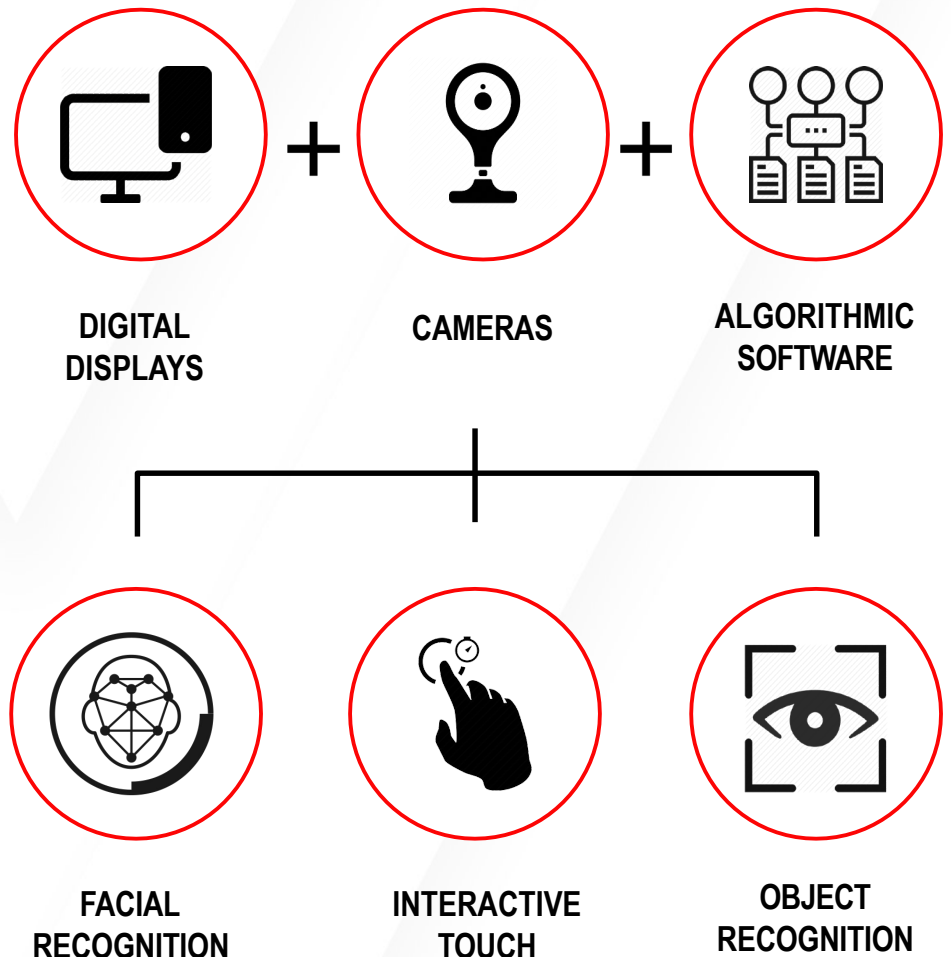
# HOW DOES VSBLTY TRANSFORM SPACES?

VSBLTY is the only global enterprise solution that integrates Interactive Touch, FacialAnalytics™, and Advanced Object Recognition by using proprietary and ground-breaking displays, cameras and software to solve the problems of the burgeoning Digital Display and Security Innovation Technology markets.

VSBLTY monetizes their services primarily through software as a service (SaaS) and the company has also evolved to become a full service digital consultant.

Reinventing the customer experience and disrupting the path to purchase through

- ▼ Hardware
- ▼ Deployment
- ▼ Activation
- ▼ Management
- ▼ Analytics
- ▼ Attribution





# LEADERSHIP TEAM



## JAY HUTTON

Co-Founder / CEO,  
President & Director

- Jay is a veteran software executive with over 25 years of experience
- Jay began his career at Gandalf Technologies, and later served as VP of Ascend Communications during their rapid growth, public offering and ultimate \$24B sale to Lucent Technologies in 1999
- 10 years as a CEO in private equity that led from start-up to expansion worldwide
- Introduced the electronic payment options to New York City's 13,000 taxicabs



## TIM HUCKABY

Co-Founder / CTO

- Tim is a 25-year veteran of Microsoft engineering
- Tim's technology drives John King's "Magic Wall" on election night for CNN
- "Pioneer of the Smart Client Revolution"
- Highly notable keynote presentations for Microsoft and many other technology conferences around the world



## FRED POTOK

Co-Founder / VP Sales

- Fred Co-founded FloorGraphics
- Responsible for inventing and conceiving the "floor decal" as an advertising vehicle
- Fred grew FloorGraphics from \$1M in 1997 to \$70M in 2001.
- FGI ranked #11 in Forbes Magazine as the fastest growing privately held company in 2003 and #39 on the Inc. 500 list of entrepreneurial firms.



## LINDA ROSANIO

Co-Founder / COO

- Linda is a 40 Year advertising, marketing, and operations executive
- Media Expert in channel management
- In 1985, Linda grew her company to 230 people with \$100M in sales
- Co-founded FloorGraphics
- Co-Founder VSBLTY



## JAN TALAMO

CCO

- Jan is VSBLTY's Chief Creative Officer and Head of Brand Strategies
- 30+ years in the marketing
- Jan worked on behalf of big CPG brands including Coke, Kraft Heinz, Margaritaville, and Moet Hennessy
- Foremost authority in the Gaming Industry

# LEADERSHIP TEAM CONTINUED



**LISA JOHNSON**

VP Sales

- A former sports marketing and venue executive
- An accomplished, goal-driven sales and operations management executive
- Developed innovative biometric security and guest experience programs
- Spearheaded sales programs, driving digital sales technologies, negotiating large-value transactions, and creating strategic partnerships to grow business opportunities



**ALNESH MOHAN**

Director

- Former Partner at Quantum Advisory Partners LLP with over 20 years of accounting, auditing, and tax experience
- Currently CFO of Highbury Projects Inc., Premier Diversified Holdings Inc. and Twyford Ventures Inc., all listed on the TSX Venture Exchange
- Director of Premier Diversified Holdings Inc., a TSX Venture Exchange listed company, American Pacific Mining Corp. and HealthSpace Data Systems Ltd., both listed on the CSE



**GUY LOMBARDO,**

PhD, Director

- Seed Investor and Co-founder of VSBLTY, L.P.
- Previously, Dr. Lombardo founded Comau Productivity Systems, an American subsidiary of Fiat
- Dr. Lombardo has also served as a Group Vice President of the Bendix Corporation
- Former Senior consultant with worldwide consulting firm, Arthur D. Little, Inc.
- Trained physicist at Brown University
- Visiting professor to MBA students at Boston University and Teheran University



**LAURETTE PITTS**

CFO / Corporate Secretary

- Has held senior finance and operations positions in both public and private gaming companies
- Senior Vice President of Finance for Boardwalk 1000 (DBA Hard Rock Casino Atlantic City)
- Chief Financial Officer of Empire Resorts (Parent to Monticello Casino & Raceway as well as Resorts World Catskills)
- 26-year career in gaming
- Licensed in several gaming jurisdictions

# ADVISORY BOARD



**JIM DIORIO**

President/CEO  
J3 Global

- Global security consulting firm provides complete security and investigative solutions
- A retired Federal Bureau of Investigation Special Agent manager
- Extensive background in high-risk, complex, military and government environments
- Managed several cases in collaboration with the National Center for Missing and Exploited Children
- Experienced in all levels of event security, risk assessments, complex litigation support, head-on crisis management/mitigation training and "Golden Hour/Catalytic event consulting"
- Service Academy-educated and combat-tested, he is considered to be a visionary leader with exceptional interpersonal skills



**JEFFERY S. MULLER**

President/CEO Muller  
Group International

- Muller Group International operates in 25 nations worldwide
- 30 years of military leadership (Navy), federal law enforcement operations (FBI) & National security
- Counterterrorism/weapons of mass destruction program development & implementation (White House)
- FBI managed Bureau's National Security Branch, Weapons of Mass Destruction (WMD)
- Directorate of technology programs to secure the 18 sectors of U.S. Critical Infrastructure
- Led the INTERPOL WMD program serving the 190-member countries
- Executive Director of the Geneva-based NGO, The CBRNE Global Alliance



**C PATRICK KROC**

In-Store Media Expert

- Eighteen-year career with News America Marketing
- Managed all U.S. and Canadian retail relationships. He led a 3000+ employee Retail Merchandising Field Force and developed
- Shopper Marketing Sales initiative that grew from \$3M to more than \$200M in annual sales
- Managed all channels of trade related to the nation's major retailers
- Previously, SVP InterAct Electronic Marketing
- Prior, spent eighteen years of increasing responsibility with Supervalu, the largest grocery wholesaler in the U.S.

# THE MARKET: RETAIL & SECURITY

## MARKET SIZE

**RETAIL**

**\$32 BILLION<sup>1</sup>**

Retail Digital Display Market Projected Growth:  
7.28% CAGR through to 2023<sup>1</sup>

**SECURITY**

**\$187 BILLION<sup>2</sup>**

Global Security Market Projected Growth:  
10% CAGR through to 2023<sup>2</sup>

▶ **323**  
Mass Shooting events  
in the US in 2018

▶ **7.7 MILLION**  
Property Crimes

▶ **5.5 MILLION**  
Larceny Theft Crimes

▶ **1.3 MILLION**  
Violent Crimes in 2017  
throughout the US

**\$17B**

Computer vision overall  
market size by 2023<sup>3</sup>

**79%**

Retailers will invest in  
vision analytics by 2021<sup>4</sup>

**\$68.3B**

Size of Video surveillance  
market by 2023<sup>5</sup>

**70%**

Of consumers have  
viewed digital  
signage in the last  
3 months

**55%**

Of consumers can  
recall Specific  
messages

**19%**

Of consumers made impulse  
purchases based on digital  
signage

**\$1TRILLION**

The private sector is set to spend over \$1 trillion  
on Digital Security globally through 2021

1 / Orbis Research: 2018-2023 Global and Regional Digital Signage Industry 2 / Market Research Future: Global Commercial Security Market Research Report – Forecast 2023 .

3 / Marketsandmarkets, Computer Vision Market, March 2017 4 / Zebra, Reinventing Retail Study, 2017 5 / MarketsandMarkets, Video Surveillance Market, May 2018



# THE VSBLY SOLUTION

## ⊗ RETAIL PROBLEM

Traditional Point of Sales and Out of Home Advertising have very limited engagement, and lack measurement, analytics and attribution.

## ✓ RETAIL SOLUTION

VSBLY brings the advantages of online advertising into the brick and mortar landscape with innovative systems that integrate Signage, Security & Analytics – Digital Signs that pull you in, move you around the store or venue, and ultimately increase a brand or retailer's return on investment.

## ⊗ SECURITY PROBLEM

Security systems with cameras mounted high rely on human analysis to alert a security team.

## ✓ SECURITY SOLUTION

VSBLY digital signage, cameras, and proprietary software also have a security application for schools, casinos, retailers and other venues. VSBLY's facial recognition software and alert system assists security teams and raises the level of public safety, while lowering the view of the camera.

### EXAMPLE ANALYTICS: CAMPAIGN PERIOD 12/5-12/31

TOTAL BRAND ENTICEMENT		TOTAL BRAND ENGAGEMENT		TOTAL BRAND IMPRESSIONS		TOTAL BRAND INTERACTIONS		AVERAGE DWELL TIME
159,291		957,183		1,116,474		56,544		:32
MALE	FEMALE	<20	21-30	31-40	41-50	51-60	61>	
		1,184	17,742	119,233	121,177	12,918	605	
48%	52%	0.04%	6.5%	43.7%	44.4%	4.7%	0.02%	



# VSBLTY VISIONCAPTOR™

The VisionCaptor™ Content Management System provides a wide variety of capabilities for bringing dynamic, interactive brand messaging to life on any digital screen or platform.

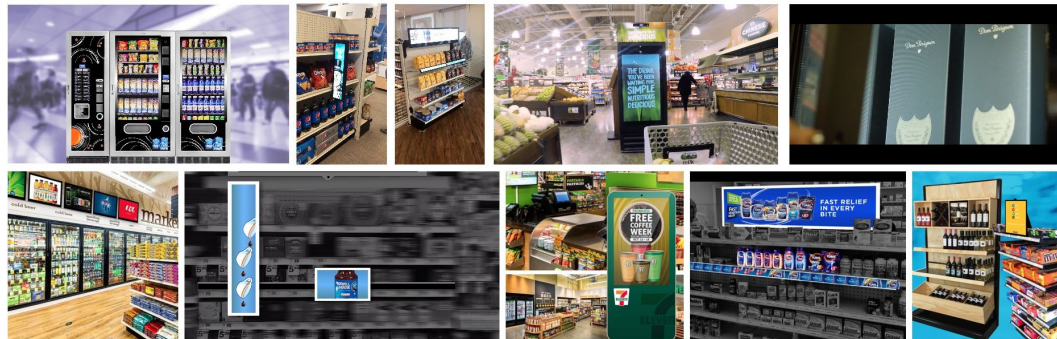
A complete customer experience is created via digital displays, with applications in public spaces including entertainment and sports venues, transit hubs grocery, drug and other retail environments. VisionCaptor™ is optimized to run on multiple form factors.

## REAL-TIME ENGAGEMENT & INSIGHTS

VisionCaptor™'s HD and 4K animated messaging combines with in-aisle and end-cap applications of DataCaptor™ to track and measure the customer journey, delivering real-time, actionable insights.

## ON THE EDGE

VSBLTY's edge software utilizes Intel's OpenVINO™ platform as a toolkit for running machine learning algorithms. Edge computing enables all of VSBLTY's computer vision services to deliver the power of cloud and local servers right down to the level of a small micro-computer, delivering compute efficiency and eliminating network dependency and latency.



## INTEGRATED SOFTWARE SUITE FOR CONTENT MANAGEMENT

### UNIT LEVEL PRICING

	PER UNIT PRICING		
UNITS :	1-99	100-249	250-499

#### List Price:

Monthly SaaS Fees Per Unit

<b>VisionCaptor:</b> Content Management System	\$28	\$25	\$23
---	------	------	------

<b>DataCaptor:</b> Audience Measurement	\$45	\$40	\$38
--	------	------	------

<b>VSBLTY Vector:</b> Facial Recognition and Object Recognition	\$100	\$90	\$80
---	-------	------	------



# VSBLTY **DATACAPTOR™**

The DataCaptor™ software module leverages camera and sensor technology with artificial intelligence (machine learning and computer vision) to provide real-time analytics and audience measurement. DataCaptor™ allows for custom triggered content based on who the camera “sees” by demographics and sentiment.

All elements of the path to purchase are measured by DataCaptor™, using advanced optics and sensors to provide objective, real-time, qualitative measurement and analysis in retail and other spaces. Not only does DataCaptor™ report demographics like gender, age range and sentiment, but also gathers key analytics like dwell time, total impressions, percent looking at the screen, and content interaction.

## ANONYMOUS DATA COLLECTED:

- ▼ Measure People Count (Impressions)
- ▼ Dwell Time
- ▼ Gender
- ▼ Age Range
- ▼ Emotional Sentiment
- ▼ Recurring Visitors
- ▼ Content Touches

## A TOTALLY UBIQUITOUS SAAS SOLUTION

- ▼ Content Management Systems (CMS) Integration through
- ▼ Representational State Transfer (RST) API
- ▼ Demographically triggered content
- ▼ Identity-based content triggers (with opt-in)
- ▼ Conforms with all federal and state privacy laws
- ▼ Integrates into any directly connected camera system, or CCTV (IP)

## ANONYMOUS AUDIENCE MEASUREMENT & IMPRESSION METRICS

### UNIT LEVEL PRICING

	PER UNIT PRICING		
UNITS :	1-99	100-249	250-499

#### List Price:

Monthly SaaS Fees Per Unit

<b>VisionCaptor:</b> Content Management System	\$28	\$25	\$23
<b>DataCaptor:</b> Audience Measurement	\$45	\$40	\$38
<b>VSBLTY Vector:</b> Facial Recognition and Object Recognition	\$100	\$90	\$80





# VSBLTY VECTOR™

VSBLTY VECTOR™ takes a facial expression in an image as an input and uses the Face API to detect a wide set of emotions for each face in the image, with corresponding confidence levels. If the user has already requested the Face API, they can submit the face rectangle as an optional input.

The emotions detected are anger, contempt, disgust, fear, happiness, neutral, sadness, and surprise. These emotions are understood to be cross-culturally and universally communicated with particular facial expressions.

## ADVANCED FACIAL DETECTION

VECTOR™ detects one or more human faces in an image along with face attributes which contain machine learning-based predictions of facial features. The face attribute features available are: Age, Gender, Pose, Smile, and Facial Hair just for starters.

### Facial Recognition will:

- ▼ Detect one or more humans in an image
- ▼ Provide partial views of faces calculated
- ▼ Provide 27 landmarks for each face in an image

## FACIAL VERIFICATION

Check the likelihood that two faces belong to the same person. VECTOR™ will return a confidence score about how likely it is that the two faces belong to one person.

### Facial Verification will:

- ▼ Search persons enrolled in a database and in stored video archives
- ▼ Robust and scalable cloud infrastructure for rapid matching
- ▼ Alert notifications options for security enforcement
- ▼ “Confidence rating” based metrics to remove false positives

## ADVANCED FACIALANALYTICS™ AND OBJECT RECOGNITION

### UNIT LEVEL PRICING

	PER UNIT PRICING		
UNITS :	1-99	100-249	250-499

#### List Price:

Monthly SaaS Fees Per Unit

#### VisionCaptor:

Content Management System

\$28

\$25

\$23

#### DataCaptor:

Audience Measurement

\$45

\$40

\$38

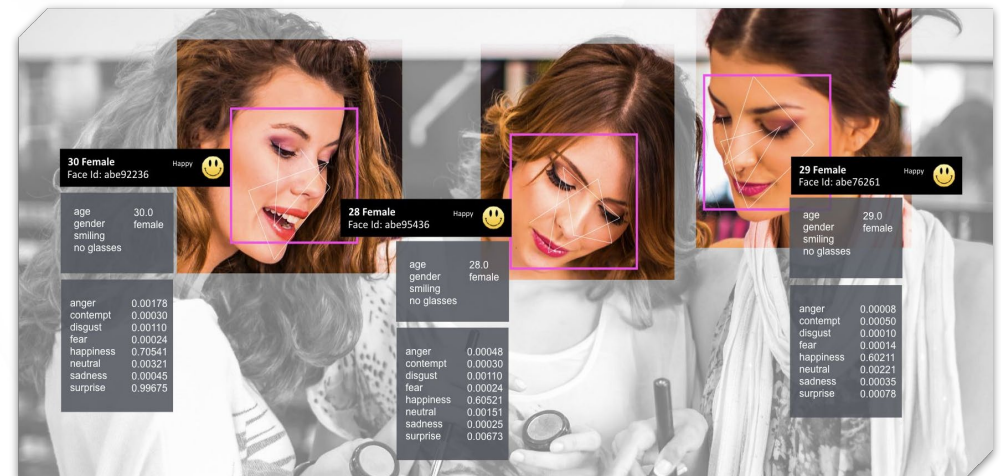
#### VSBLTY Vector:

Facial Recognition and Object Recognition

\$100

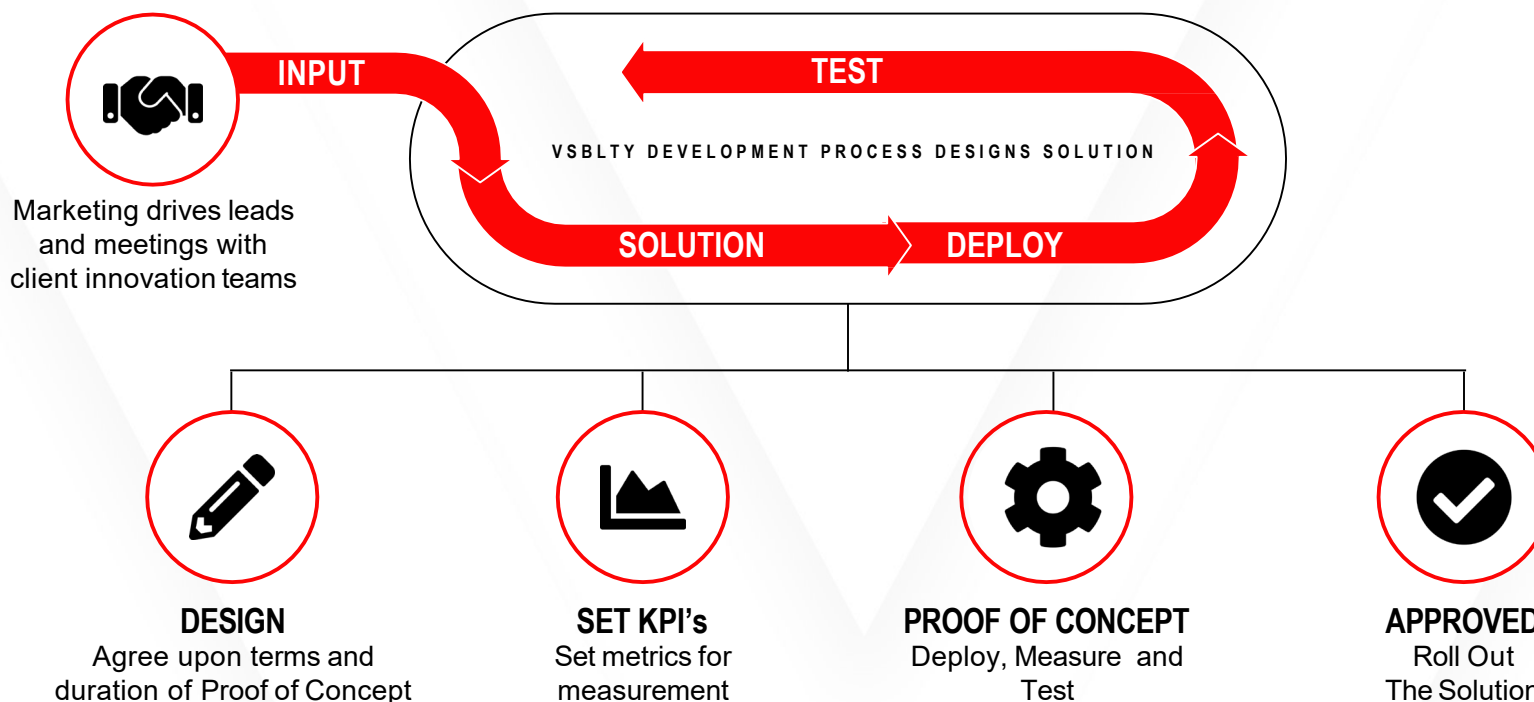
\$90

\$80





# DEVELOP. DESIGN. DEPLOY.



GROCERY	GENERAL RETAIL	SPIRITS	PARTNERS	SHOWROOMS	STADIUMS & VENUES
 			 		
 	 				
 		 			
	 				

Note: Due to non-disclosure agreements with clients and prospects around key deployments and pipeline opportunities, more detail is available upon request.

# PIPELINE: VSBLTY PROACTIVE DISPLAY

**2,500 STORES**  
**IN 19 STATES**



Major Grocery / Drug Retailer

**58,400 STORES**  
**IN 17 COUNTRIES**



Global Convenience Chain

**55,000 STORES**  
**IN US AND CANADA**



In Store Media / Activation Company

**60 LOCATIONS**  
**ANALYTICS & SECURITY**



International Resort Hotelier

**2200 LOCATIONS**  
**ANALYTICS & DISPLAY**



Major Retail Technology Company

# IN-LINE FREEZER CASE

## THE WORLD'S FIRST EVER PROACTIVE DISPLAY FOR THE FROZEN AISLE

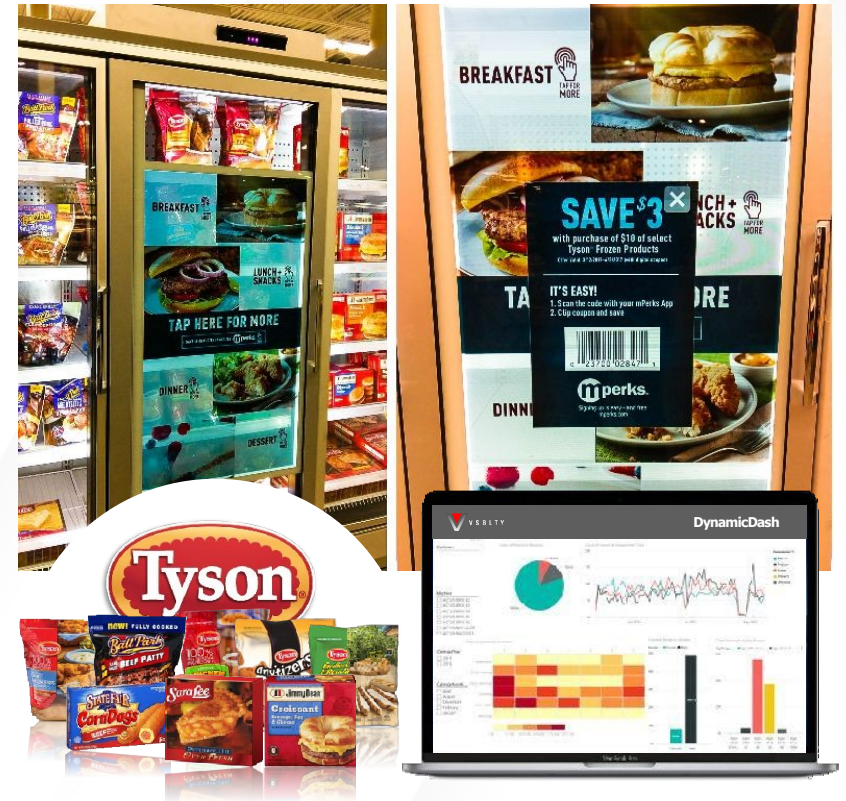
Tyson® Foods and VSBLTY implemented a digital signage activation pilot program in ten Meijer locations. This program, featuring VSBLTY VisionCaptor™, brought interactive touch screen glass coupled with loyalty program integration and consumer data insights to Meijer freezer doors.

▼ The program objectives were to drive consumer engagement, impact in-store purchase behavior and gain actionable information about Tyson products consumers through VSBLTY VisionCaptor™. VSBLTY VisionCaptor™ marries high impact, engaging motion graphics and interactive brand messaging on glass displays at point of purchase.

▼ VSBLTY worked with 10 Meijer locations to replace the existing inline freezer doors with VSBLTY proactive digital display doors. For four weeks, the freezer door served interactive and engaging content across 7 Tyson products. It was also the first pilot to integrate digital coupon connected to the Meijer consumer loyalty program. Consumers could scan a bar code with their loyalty app to receive a discount.

▼ Weekly price changes. In the grocery retail environment, prices can change weekly. VisionCaptor was an ideal solution for quick and easy price updates. All content was uploaded to the cloud and then downloaded weekly to the store for deployment.

▼ This first of its kind deployment was a success. The combination of technology, brand creative and loyalty program integration drove results that significantly outperformed our existing benchmarks and saw an increase in category interaction.



## RESULTS

**+522%**

IMPRESSIONS PER WEEK PER STORE

**+525%**

INTERACTION RATE

**+23%**

DWELL TIME

**+27%**

POSITIVE SENTIMENT

In an A/B test (marketing experiment) in multiple locations, Tyson significantly outperformed historical benchmarks

**58% OF OUR TOTAL REACH WAS MADE UP OF PEOPLE BETWEEN THE AGE OF 20 AND 40.**



# CES LAS VEGAS **CASE** VSBLTY FACIALANALYTICS™ & SECURITY PERIMETER

In 2019 VSBLTY was asked to deploy a security perimeter for one of the world's most valuable tech giants at a temporary trade show display that was so big, they couldn't build it in the convention center. This US Fortune 50 tech company created a 3 story display that took over the parking lot at the Consumer Electronics Show in Las Vegas. Over the 5 day event, 19 IP cameras were deployed, powered by VSBLTY Vector™.

## VSBLTY CONSTRUCTED LOCAL DATABASE OF SEVERAL HUNDRED "KNOWN" PERSONS"

- ▼ These persons represented an active threat to a major Company's assets, Personnel and its brand

## VSBLTY INTERFACED TO SECURITY OPERATIONS CENTER

- ▼ Alerts were provided to security personal with confidence rating
- ▼ Operator did a visual confirmation comparing database photos with live photos
- ▼ Decision was made by operator regarding intervention

## MARKETING OBJECTIVE ALSO PROVIDED

- ▼ VSBLTY counted # of persons
- ▼ Gender of persons
- ▼ Age range of persons
- ▼ Traffic by hour and by day
- ▼ # of faces detected (no signage was deployed)
- ▼ Movement of persons within the facility (heatmap)
- ▼ Where in the facility did crowdsgather





# OPENVINO

## VSBLTY SAAS SOLUTIONS OPERATE WITHOUT CLOUD DEPENDENCY

VSBLTY is a pioneer on Intel's Edge architecture, OpenVINO™. The Intel® Network Builders Edge Ecosystem is a new initiative gathering ecosystem partners with a focus on accelerating network edge solutions. Spanning across multiple verticals, the Intel Network Builders Edge Ecosystem highlights the industry leaders driving the development, deployment, and adoption of edge-centric technologies.

### VSBLTY'S UTILIZATION OF OPENVINO ENABLES VSBLTY TO IMPROVE:



#### GROSS MARGINS

Impactfully reduce Cost of Goods Sold due to smaller operational and data management expenses, which drastically improves VSBLTY's Gross Margins



#### PERFORMANCE & SPEED

Performance and speed of the network increases radically by decreasing the number of hosts between the data's source and destination



#### PRECISION & ACCURACY

Edge computing provides a significant decrease in latency due to the locality of the data's source and therefore increasing precision

# CAPITAL STRUCTURE

	PRICE	EXPIRY	SHARES
Common Shares Outstanding			76,453,959
Warrants <sup>1</sup>	\$0.40	See footnote (1)	8,060,426
Options <sup>2</sup>	\$0.30	February 15, 2024	5,676,000
Performance Shares <sup>3</sup>			3,000,000
<b>FULLY DILUTED</b>			<b>93,190,385</b>

ESCROW CONDITIONS	NUMBER OF SHARES
One year Hold	41,853,958 <sup>4</sup>
Nine Month Hold	10,000,000
Six Month Hold	10,000,000

**~ 81% OF COMMON SHARES  
OUTSTANDING ARE SUBJECT TO  
ESCROW LOCK-UP CONDITIONS**

<sup>1</sup> / Each Warrant will be exercisable by the holder to acquire one Warrant Share at a price of \$0.40 per Warrant Share for a period equal to the shorter of (a) one year after the Listing Date, and (b) five years after the issue date of the Special Warrants, subject to the Trigger Event (gives the Company the right to exercise the Warrants if the ten-day-volume-weighted average trading price is greater than \$0.50). <sup>2</sup> / The Company granted 5,676,000 options to purchase Common Shares and are exercisable for 5 years from the date of grant at an exercise price of \$0.30 per share. <sup>3</sup> / 3,000,000 Common Shares issuable to certain officers and senior management of the Company, subject to the achievement of the following performance milestones: (i) 1,000,000 Common Shares upon the Company achieving \$2,000,000 in revenue in 2019; (ii) 1,000,000 Common Shares upon the Company achieving \$4,000,000 in revenue in 2020; and (iii) 1,000,000 Common Shares upon the Company's release of the OPENVINO software to the general public. <sup>4</sup> / Excluding Common Shares that are issuable to former holders of the Debentures

# INVESTMENT HIGHLIGHTS

- ▼ **A World Leader:** Development and application of Machine Learning and Artificial Intelligence which is the foundation for future technological advancements in digital out of home media.
- ▼ **Weapon Recognition:** VSBLTY technology significantly improves security operation through its ability to identify weapons and capture frontal views of Persons Of Interest that overhead cameras can not.
- ▼ **Transforming the Retail Industry:** VSBLTY technology is in demand in grocery and retail and entertainment industries to improve the guest experience and identify VIP's and encourage engagement making Proactive Digital Displays™ a necessity for the future of customer experience.
- ▼ **Highly Notable Management:** Globally recognized management team with deep experience as executives and operators in public and private software technology companies.
- ▼ **2019 Objective:** handle growing demand and continue to integrate and roll out the VSBLTY platform and service their pipeline.
- ▼ **2020 Objective:** surpass the **\$20M** revenue target.
- ▼ **Scalability:** Highly scalable with addressable market to balloon to **\$219B by 2023**.
- ▼ **International Partnerships:** Strong worldwide channel partners with established distribution.
- ▼ **Solution Oriented:** Only Software Company that has both **EDGE** and **Cloud** solutions.



**CORPORATE CONTACT**

**FOR INFORMATION CONTACT**



**LINDA ROSANIO**

[lrosanio@vsblty.net](mailto:lrosanio@vsblty.net)



**JAY HUTTON**

[jhutton@vsblty.ca](mailto:jhutton@vsblty.ca)



**POUYA FARMAND**

[pfarmand@Gravitassecurities.com](mailto:pfarmand@Gravitassecurities.com)