VSBLTY

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

Q1.20   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.

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HOW DOES VSBLTY TRANSFORM SPACES?

VSBLTY is the only global enterprise solution that integrates interactive touch, FacialAnalytics™, and advanced object recognition with high impact digital displays to solve the problems of the burgeoning retail and security innovation technology markets.

VSBLTY monetizes their services primarily through SaaS fees (software as a service) although they have evolved their service offering to also provide support as a full service SME.

VSBLTY has reinvented the customer experience by disrupting the path to purchase and is helping to bring digital innovation to retail and other public spaces.

DIGITAL DISPLAYS + **CAMERAS** + **ALGORITHMIC SOFTWARE**

FACIAL RECOGNITION

INTERACTIVE TOUCH

OBJECT RECOGNITION
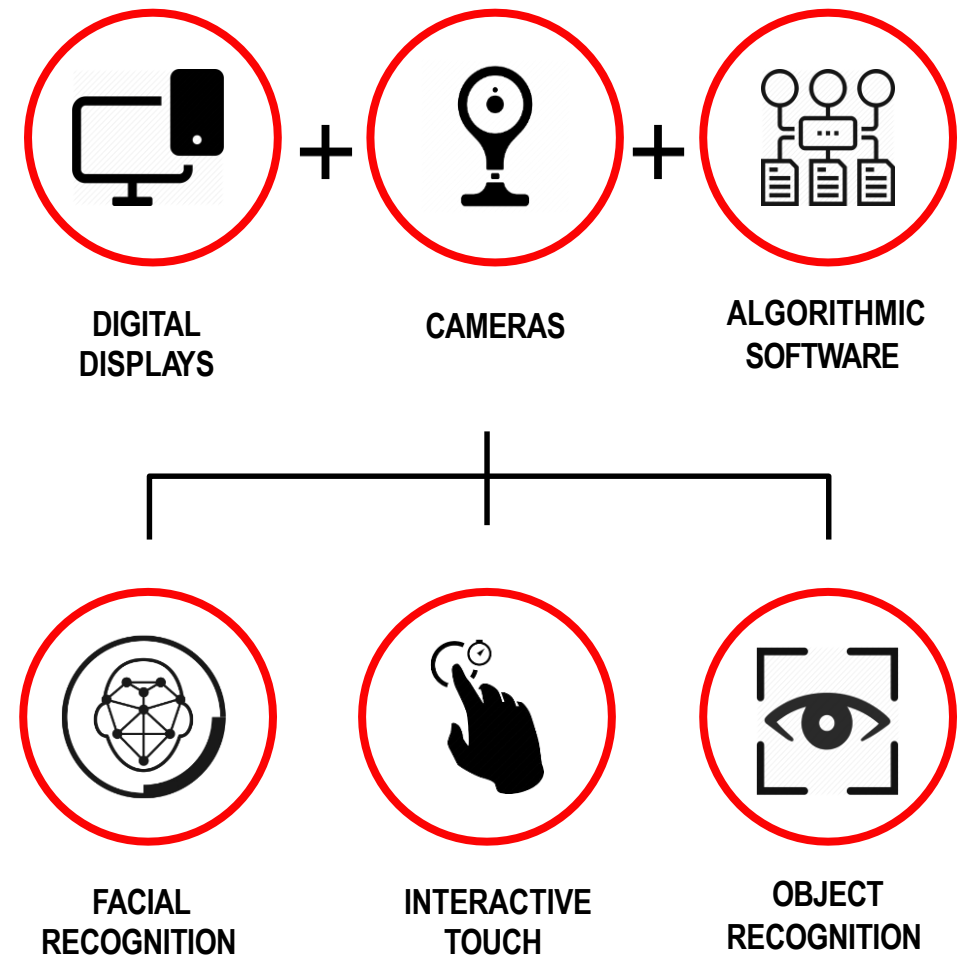
LEADERSHIP TEAM

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 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 started to grow her company to 230 people with $100M in sales
- Co-founded FloorGraphics
- Co-founder of VSBLTY

JAN TALAMO
CCO

- Jan is VSBLTY's Chief Creative Officer and Head of Brand Strategies
- 30+ years marketing veteran
- Jan has worked on behalf of major CPG brands including Coke, Sargento, Tyson Foods, Margaritaville, and Moet Hennessy
- Foremost authority in the gaming industry

ADVISORY BOARD

JIM DIORIO
President/CEO
J3 Global

- 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. Led a 3000+ employee retail merchandising
- Field force and developed shopper marketing sales initiatives 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** 1	Retail Digital Display Market Projected Growth: 7.28% CAGR through to 2023[1]
SECURITY	**$187 BILLION** 2	Global Security Market Projected Growth: 10% CAGR through to 2023[2]

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[3]

79%
Retailers will invest in vision analytics by 2021[4]

$68.3B
Size of Video surveillance market by 2023[5]

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

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 VSBLTY SOLUTION

⊗ RETAIL PROBLEM

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

⊘ RETAIL SOLUTION

VSBLTY brings the advantages of online advertising into the brick and mortar landscape with innovative systems that integrate signage, security & analytics – digital signage that pulls you in, moves you around the store or venue, and increases ROI for brands and retailers.

⊗ SECURITY PROBLEM

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

⊘ SECURITY SOLUTION

VSBLTY digital signage, cameras, and proprietary software provide a security application for schools, casinos, retailers, venues, and other public spaces. VSBLTY's facial recognition software and alert system assist security teams and help raise the level of public safety.

EXAMPLE ANALYTICS DASHBOARD

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 CMS

UNIT LEVEL PRICING

UNITS :	PER UNIT PRICING		
	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

VSBLTY DataCaptor™

DataCaptor™ 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. DataCaptor™ reports demographics like gender, age range and sentiment, and 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

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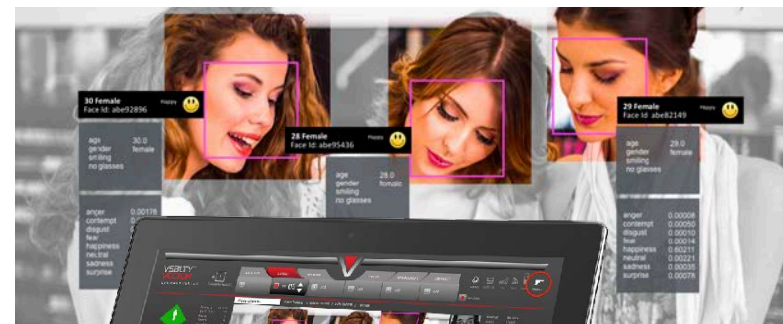
VSBLTY **VECTOR**™

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 include 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

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

Facial Verification capabilities:

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

ADVANCED FACIALANALYTICS™ AND OBJECT RECOGNITION

UNIT LEVEL PRICING

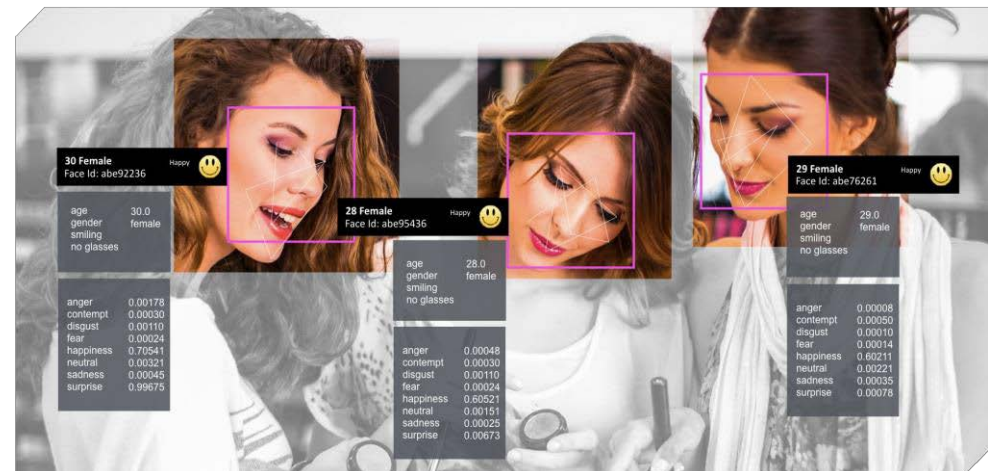| UNITS :	PER UNIT PRICING		
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VSBLTY Vector: Facial Recognition and Object Recognition	$100	$90	$80

DEVELOP. DEPLOY. MEASURE.

INPUT

TEST

SOLUTION   **DEPLOY**

Marketing drives leads
and meetings with
client innovation teams

DESIGN
Agree upon terms and
duration of Proof of Concept

SET KPI's
Set metrics for measurement

PROOF OF CONCEPT
Deploy, Measure and Test

APPROVED
Roll Out The Solution
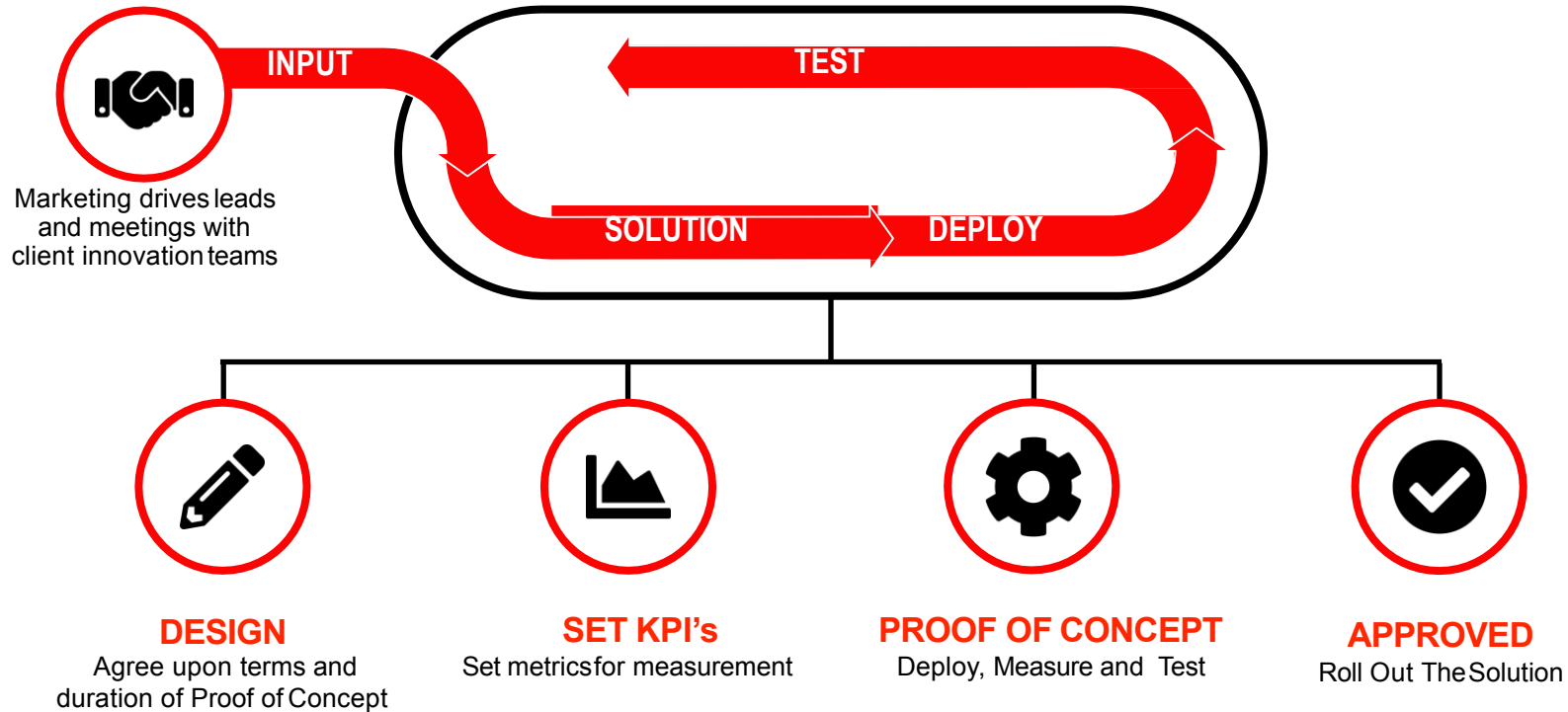
GROCERY	GENERAL RETAIL	SPIRITS	PARTNERS	SHOWROOMS	STADIUMS & VENUES
Sargento, ShopRite, MilkPEP, Kraft Heinz, meijer, Tyson, Wakefern	San Pablo FARMACIA, CHEDRAUI, RITE AID, Walmart, Colgate, BBVA	MoëtHennessy, DIAGEO, Modelo Especial, Heineken	CISCO, intel, peerless, MGI MULLER GROUP INTERNATIONAL, LG-MRI	FL FORT LAUDERDALE INTERNATIONAL BOAT SHOW	Mercedes-Benz STADIUM, GUN LAKE CASINO

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

RECENTLY COMPLETED CONTRACTS:

✓ **GLOBAL - 185,000 STORES IN 105 COUNTRIES** ▶ **Sensormatic** (A Johnson Controls (NYSE:JCI) Company)

✓ **TARGETED TO SHIP 250,000 UNITS IN 2020** ▶ **Seneca** (Division Of Arrow Technologies (NYSE:ARW)

✓ **38,000 CAMERA ANALYTICS & SECURITY** ▶ **Energetika –** Mexico City

✓ **55,000 STORES IN US AND CANADA** ▶ **News America Marketing**

Revenue By Channel (2020)

Sensormatic
by Johnson Controls

Multi-Billion Dollar division of Johnson Controls

- Comprehensive contract signed in Sep 2019 for global OEM and reseller agreement
- Q3/Q4 dedicated to early adoption and training
- $6M pipeline as of Dec 2019
- Projected FY 2020 revenue
  - **$4M – $6M in SaaS ***

Pending Partnership Announcement

$17 Billion Retail Display and Packaging Company

- Partnership agreement reached in Q4
- VSBY already working in close partnership modality
- Large strategic relationships with MARS, Coca-Cola and CVS
- Projected FY 2020 revenue
  - **$2.5M-$3.5M SaaS ***

Seneca

30B in FY2018 Revenue Diversified Electronics Distributor

- Factory installation of Data Captor and Vision Captor
- Shipments expected to begin Q1
- Expected total shipments in FY2020 250,000
- VSBY expects share of 5%
- Projected revenue in FY2020
  - **$2M - $3m in SaaS ***

NEWS AMERICA MARKETING.

In Store Media Network Division of News Corp.

- Leading in store media network building out digital network in 2020
- VSBY key data measurement and "at-shelf" CMS partner
- Projected revenue in FY 2020
  - **$2M – $3.5M in SaaS ***

energetika®
energy intelligence

Integrated lighting, energy and security solutions company

- $10M USD SaaS contract announced in Sep 2019
- Disruptive "Citizen Safety" initiative sponsored by municipal governments
- Deployment begun in Q4 2019
- Custom, proprietary software developed by VSBY
- End points projected to climb month over month
- **$2M – $3.5M in SaaS ***

* Revenue By Channel are representative and does not represent a projection or guidance in any form.

* Please see disclaimer on page 3 of this presentation, and in particular, the paragraphs on "forward looking information" and "financial outlook"

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IN-LINE FREEZER CASE

Tyson® Foods and VSBLTY implemented a digital signage activation pilot program in ten Meijer locations. This program, featuring VSBLTY VisionCaptor ™, brought interactive touch screens 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. VSBLTYVisionCaptor ™ married 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 about 7 Tyson products. It was also the first pilot to integrate digital coupons connected to the Meijer consumer loyalty program. Consumers could scan a bar code with their loyalty app to receive a discount.

▼ In the grocery retail environment, prices can change weekly. VisonCaptor 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 existing benchmarks and saw an increase in total category lift.

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

RESULTS	**+522%**	**+525%**	**+23%**	**+27%**
	IMPRESSIONS PER WEEK PER STORE	INTERACTION RATE	DWELL TIME	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

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 in Las Vegas. This US Fortune 50 tech company created a 3 story display that took over the parking lot at the Consumer Electronics. Over the 5 day event, 19 IP cameras were deployed and powered by VSBLTY Vector™.

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

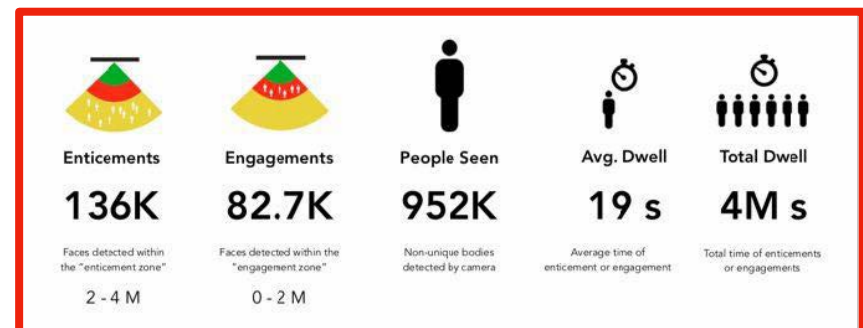▼ These persons represented an active threat to a major Company's assets, Personnel and its brand

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 crowds gather

VSBLTY FACIALANALYTICS™ & SECURITY PERIMETER

Enticements	Engagements	People Seen	Avg. Dwell	Total Dwell
136K	82.7K	952K	19 s	4M s
Faces detected within the "enticement zone"	Faces detected within the "engagement zone"	Non-unique bodies detected by camera	Average time of enticement or engagement	Total time of enticements or engagements
2 - 4 M	0 - 2 M			

CAPITAL STRUCTURE

	PRICE	EXPIRY	SHARES
Basic Shares Outstanding			**81,027,353**
Warrants	$0.40	February 27, 2020	8,762,568
Options	$0.30	February 15, 2024	6,305,000
Performance Shares	$0.30		2,000,000
FULLY DILUTED			**98,094,921**
Convertible Debentures			**3,738,218**

1/ 2,000,000 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 $4,000,000 in revenue in 2020; and (ii) 1,000,000 Common Shares upon the Company's release of the OPENVINO software to the general public (this milestone has been achieved). 2/ 2 year convertible debentures. If converted in year 1, $745,000 covert at $0.45 resulting in 1,656,667 shares; $3,243,218 convert at $0.35 resulting in 9,266,337 shares . If converted in year 2, $3,998,218 convert at $0.60 resulting in 6,647,030

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 operations through its ability to identify weapons and capture frontal views of Persons Of Interest that overhead cameras cannot.

▼ **Transforming the Retail Industry:** VSBLTY technology is in demand in grocery and retail and other public venues, to improve the guest experience and identify VIP's and encourage engagement. Proactive Digital Display™ is a necessity for the future of meaningful customer analytics and customer experiences.   .

▼ **Highly Notable Management:** Globally recognized management team with deep experience as executives and operators in public and private software technology and shopper marketing related companies.

▼ **2020 Objective:** Surpass the **$15M-$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.**

VSBLTY

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