

# Using Artificial Intelligence to Transform and Advance Computer Vision

VSBLTY Corporate Presentation  
Q1 2021

15.45164

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CSE:VSBY | OTC: VSBGF



VSBLTY

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Forward-looking statements are based on certain assumptions and analyses made by the Company in light of the experience and perception of historical trends, current conditions and expected future developments

and other factors it believes are appropriate and are subject to risks and uncertainties. In making the forward-looking statements included in this short form prospectus, the Company has made various material assumptions, including but not limited to : (i) the Company obtaining the necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions; (iv) the Company's ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company's ability to attract and retain skilled staff; (vii) market competition; (viii) the products and technology offered by the Company's competitors; (ix) the maintenance of the Company's current good relationships with its suppliers, service providers and other third parties; (x) financial results, future financial position and expected growth of cash flows; (xi) business strategy, including budgets, projected costs, projected capital expenditures, taxes, plans, objectives, potential synergies and industry trends; (xii) research and development; and (xiii) the effectiveness of the Company's products compared to its competitors' products. Although the Company believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect, and the Company cannot assure that actual results will be consistent with these forward-looking statements.

Whether actual results, performance or achievements will conform to the Company's expectations and predictions is subject to a number of known and unknown risks, uncertainties, and other factors, which include: (i) the Company is a development stage company with little operating history, a history of losses and the Company cannot assure profitability; (ii) the Company is subject to changes in Canadian laws regulations and guidelines which could adversely affect the Company's future business and financial performance; (iii) the Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business; (iv) the Company may be unable to obtain additional financing on acceptable terms or not at all; (v) the effectiveness Company's technology and the Company's ability to bring its technology into commercial production cannot be assured; (vi) the Company may become subject to litigation, including for possible product liability claims, which may have a material adverse effect on the Company's reputation, business, results from operations and financial condition; (vii) the Company faces competition from other companies where it will conduct business and those companies may have a higher capitalization, more experienced management or may be more mature as a business; (viii) the Company is reliant on management. If the Company is unable to attract and retain key personnel, it may not be able to compete effectively; (ix) the Company's industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition; (x) the Company expects to sell additional equity securities or secure debt facilities to fund operations, for capital expansion, and for mergers and acquisitions, which would have the effect of diluting the ownership positions of the Company's current shareholders; (xi) the Company's officers and directors may be engaged in a range of business activities resulting in conflicts of interest; (xii) regulatory scrutiny of the Company's industry may negatively impact its ability to raise additional capital; (xiii) the Company cannot assure you that a market will continue to develop or exist for the Company's common shares (the "Common Shares") and, if such market continues to develop, what the market price of the Common Shares will be; (xiv) the market price for Common Shares may be volatile and subject to wide fluctuations in response to numerous factors, many of which are beyond our control; (xv) the Company does not anticipate paying cash dividends; (xvi) future sales of Common Shares by existing shareholders could reduce the market price of the Common Shares; and (xvii) COVID-19 and its potential effects on the Company's third-party suppliers, service providers and distributors..



## Disclaimer (Cont'd)

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information. VSBLTY and its directors, officers and employees disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or results or otherwise, except as required by applicable law. Accordingly, current and potential investors should not place undue reliance on forward-looking statements due to the inherent uncertainty therein. All forward-looking information is expressly qualified in its entirety by this cautionary statement.

This Presentation also contains future-oriented financial information and financial outlook information (collectively, "FOFI") regarding the Company's prospective revenue, operating losses, expenses and research and development operations, which are subject to the same assumptions, risk factors, limitations and qualifications as set forth above. In addition, in respect of the revenue projections contained at Slide 13 of this Presentation, the assumptions used by the Company's management to derive these financial projections include: (i) the Company's ability to successfully develop its products; (ii) the Company's pricing targets remaining in place; (iii) the Company's ability to successfully deploy its products to its channel partners' customers; (iv) the Company's channel partners' timely delivery of all ancillary components and services; and (v) the Company's ability to maintain performance and quality as projects advance and product volume increases. FOFI contained in this Presentation was prepared using the same accounting principles that the Company expects to use in preparing its financial statements for the applicable periods covered by such FOFI. FOFI was made as of the date of this Presentation and is provided for the purpose of describing anticipated sources, amounts and timing of revenue generation, and is not an estimate of profitability or any other measure of financial performance. In particular, revenue estimates do not take into account the cost of such estimated revenue, including the cost of goods and the cost of sales. In addition, and for greater certainty, revenue estimates do not take into account the operating costs of the Company. The Company disclaims any intention or obligation to update or revise any FOFI contained in this Presentation, whether as a result of new information, future events or otherwise, unless required pursuant to applicable law. FOFI contained in this Presentation should not be used for purposes other than for which it is disclosed herein.

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No securities regulatory authority has expressed an opinion about these securities and it is an offense to claim otherwise.

WHAT IS COMPUTER VISION?

# Computer Vision is

an interdisciplinary scientific field that deals with how computers can gain high-level understanding from digital images or videos.



# VSBLTY Company Overview

## Utilizing AI to Transform & Advance Computer Vision

- VSBLTY is a disruptive **computer vision software company** that uses **artificial intelligence** and machine learning to transform retail and security solutions through an extensible scalable, subscription based platform
- VSBLTY focuses on two distinct verticals: **Security** and **Digital Display**
  - The **security application** enables cameras to monitor vast areas, detail specific items, and identify persons of interest, measure audiences, and see objects and potential threats.
  - The **digital display application** allows users to engage and analyze their customer behaviors and prompt actions
- The company distributes its platform through leading worldwide channel partners in their integrated solutions
- **Monetization:** Primarily through SaaS fees (software as a service) and evolved their service offering to provide support as a full service SME

**VSBLTY's software creates a gateway that empowers cameras, displays and kiosks to interpret and measure visual images. Proprietary analytic tools and algorithms enable the real-time interpretation of mass amounts of anonymized visual data simultaneously that can trigger actions.**





Proven Business Acumen From Technology Through Sales and Marketing

# Leadership Team



**Jay Hutton**  
CEO President & Director

- Jay is a co-founder and 25 year veteran software executive
- 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



**Linda Rosanio**  
Chief Operating Officer

- Linda is a co-founder and 30+ 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™ with Fred Potok.
- Responsible for all retail integration working with global channel partners and brands.



**Tim Huckaby**  
Chief Technology Officer

- Tim is a co-founder and 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**  
Chief Revenue Officer

- Fred is a co-founder and also 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.



**Jan Talamo**  
Chief Creative Officer

- 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 working for over 100 casinos including Las Vegas Sands, Caesars, Foxwoods, Mohegan Sun, and Tropicana to name a few.





## Board of Directors



**Guy Lombardo**  
Director

- Dr. Guy Lombardo is both an investor and one of the founders of VSBLTY, L.P.
- Previously, Dr. Lombardo founded Comau Productivity Systems, an American subsidiary of Fiat. The company designed, built, and installed factory automation equipment in the automotive sector, it eventually accepted General Motors as a minority owner.
- Guy also served as a Group Vice President of the Bendix Corporation and for a decade as a senior consultant with the worldwide consulting firm Arthur D. Little, Inc.
- Dr. Lombardo trained as a physicist first at Brown University and then at Cornell University, from which he received his PhD.
- Guy has served as a visiting professor and taught MBA students at Boston University and in Teheran, Iran.



**Thomas D. Hays III**  
Director

- Utilizing his leadership and restructuring skills, Tom Hays is a successful investor and on the advisory board of two private equity funds.
- Founding principal of a leading national turnaround firm providing C- level leadership or advisory services to boards, both public and private, in a variety of industries.
- Honorary inductee in the Turnaround, Restructuring, and Distressed Investing Industry Hall of Fame and received the Refinancing Deal of the Year award from the M&A Advisor.
- Tom's litigation and expert witness work includes landmark cases that define modern bankruptcy and railroad practice.
- Chair of the Turnaround Management Association, Association of Certified Turnaround Professionals and Red Cross of Eastern Pennsylvania, where he remains on the board.



**Alnesh Mohan**  
Director

- Alnesh Mohan is a partner of Quantum Advisory Partners LLP with over 20 years of accounting, auditing, and tax experience
- Mr. Mohan has acquired considerable experience in financial reporting, corporate governance and regulatory compliance.
- Mr. Mohan is currently CFO of Highbury Projects Inc., Premier Diversified Holdings Inc. and Twyford Ventures Inc., all listed on the TSX Venture Exchange.
- Alnesh is a 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.



## Guidance from Accomplished Industry Leaders

# Advisory Board



**Jeffery S. Muller**  
President & CEO MGI

- 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)
- Managed FBI's 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



**Brett Studner**  
Vice Chairman Odell Studner

- Leader in the insurance business for over 35 years.
- Oversees the Human Services Practice Group,
- Previously held executive leadership positions with the Clair Odell Group, which he later sold with his partners to Mellon Bank in 1998.
- Subsequently, the bank-owned agency became part of Citizens Bank, where Brett served as Chief Sales Officer.
- Past President of Golden Slipper Charities.
- Sits on the Executive Board of the Jewish Federation of Greater Philadelphia (JFGP) and heads the JEVS Human Services Corporate Council. He is also active in numerous other charitable positions and endeavors.
- The Society of Certified Insurance Counselors honored him in 2008 for his 25 years of leadership and commitment to continuing education and professionalism.



**Richard Campbell**

- Richard Campbell has decades of experience working in the computing industry.
- He wrote his first line of code in 1977 and his career has spanned the computing industry both on the hardware and software sides, development and operations.
- Richard co-founder of Strangeloop Networks, acquired by Radware in 2013 and was on the board of directors of Telerik that was acquired by Progress Software in 2014.
- Richard is also the host of two podcasts: .NET Rocks! ([www.dotnetrocks.com](http://www.dotnetrocks.com)) the Internet Audio Talkshow for .NET developers and RunAs Radio ([www.runasradio.com](http://www.runasradio.com)), a weekly show for IT Professionals. He also produces the DevIntersection ([www.devintersection.com](http://www.devintersection.com)) series of conferences.
- Richard is one of the founders and the chairman of Humanitarian Toolbox, a charity focused on building open-source software for disaster response and preparedness.





A Disruptive Software Technology for Retail and Security

# The Market: Retail & Security

Market Size

**RETAIL \$32B**

Retail Digital Display Market Projected Growth: 8% CAGR through to 2025<sup>1</sup>

## PROBLEM

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

## SOLUTION

VSBLTY brings the advantages of online advertising into the brick and mortar landscape with innovative digital displays, security & analytics – digital signage that attracts you and moves you around the store or venue, and increases Return On Investment for brands and retailers.

Market Size

**SECURITY \$187B**

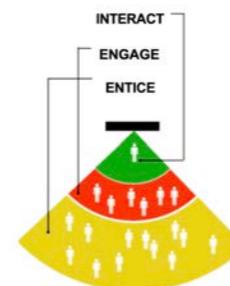
Global Security Market Projected Growth: 10% CAGR through to 2023<sup>2</sup>

## PROBLEM

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

## 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.



Campaign Period 12/5-12/31

TOTAL BRAND ENTICEMENT	TOTAL BRAND ENGAGEMENT	TOTAL BRAND IMPRESSIONS	TOTAL BRAND INTERACTIONS	INTERACTIONS TO ENGAGEMENT	AVERAGE DWELL TIME		
159,291	957,183	1,116,474	56,544	6%	:32		
Gender		Age Range					
Male	Female	<20	21-30	31-40	41-50	51-60	61>
48%	52%	1,184	17,742	119,233	121,177	12,918	605
		0.04%	6.5%	43.7%	44.4%	4.7%	0.02%



**\$219B IN JUST 4 YEARS<sup>(3)</sup>**

(1) Grand View Research : <https://www.grandviewresearch.com/industry-analysis/digital-signage-market>

(2) Market Research Future : <https://www.marketresearchfuture.com/reports/commercial-security-market-2861>

(3) Combined rounded total of (1) & (2)



# Three Ubiquitous Software Modules

## DataCaptor™



### ANALYTICS

DataCaptor leverages camera and sensor technology with artificial intelligence (machine learning and computer vision) to provide real-time analytics and audience measurement.

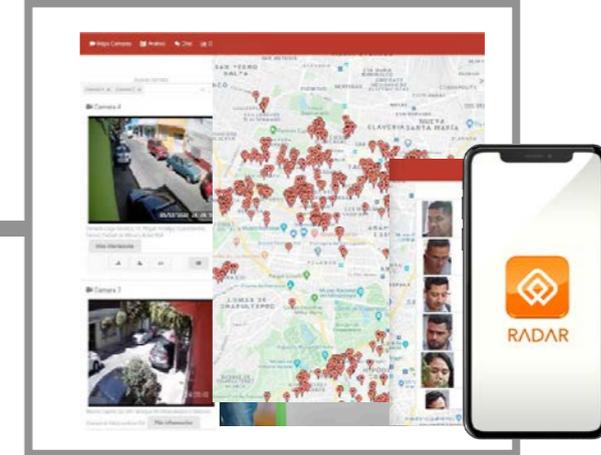
## VisionCaptor™



### CONTENT MANAGEMENT

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

## VSBLTY Vector™



### POI SECURITY

VSBLTY Vector is a software module that interfaces with a comprehensive local or remote database to detect persons or objects of interest within a camera's field of view.

## Anonymous Audience Measurement & Interactive Content That Drives Higher Levels of Customer Engagement in Three Software Modules





A Disruptive Software Technology for Retail and Security

# How Does VSBLTY Transform Public Spaces?

VSBLTY is a leading 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.

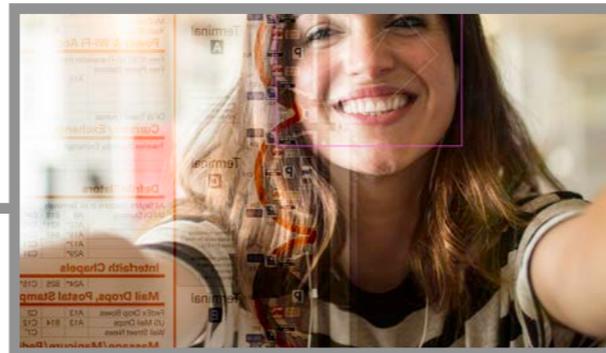
VSBLTY monetizes services primarily through SaaS fees (software as a service) and has evolved their service offering to provide support as a full service SME.

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

 [https://youtu.be/k-G\\_sDkKW8](https://youtu.be/k-G_sDkKW8)



Digital Displays



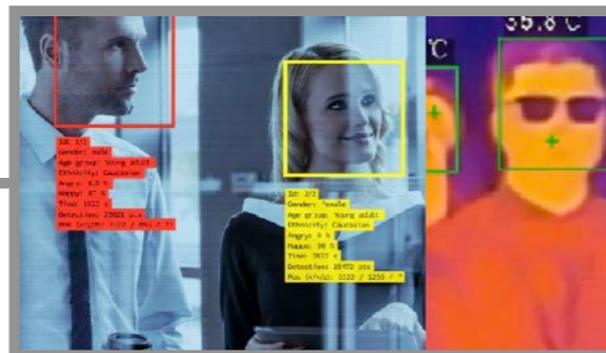
Interactive Touch



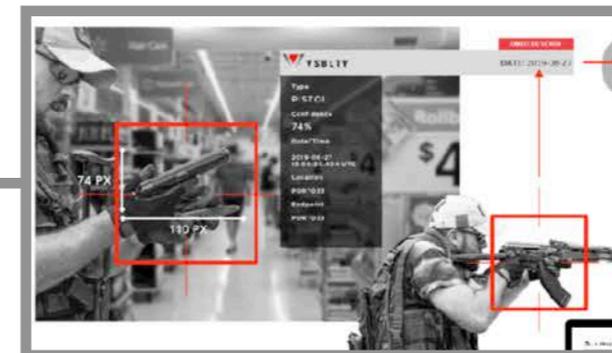
Algorithmic Software



Digital Camera Integration



FacialAnalytics™



Advanced Object Recognition



# Worldwide Channel Partners (2020-21)



Multi-Billion Dollar division of Johnson Controls

**\$2M – \$4M<sup>(1)</sup>** In SaaS revenue over a two year period.



Integrated lighting, energy and security solutions company

**\$10M<sup>(2)</sup>** In revenue over a three year period.



World leader in commercial refrigeration industry with \$327M in revenue

**\$2M<sup>(6)</sup>** in revenue in 2021



Global IT Integrator

**\$1M<sup>(4)</sup>** In revenue over a two year period.



The only all-encompassing emergency system that empowers first responders.

911 INFORM

**\$1.5M<sup>(6)</sup>** in revenue in 2021-22



Global packaging and In-Store Display Co 18.28B USD 2019 Revenue

**\$2M<sup>(6)</sup>** in SaaS revenue in 2021

## STRATEGIC INNOVATION PARTNERS



(1) VSBLTY's revenue projections associated with the Sensormatic Solutions agreement are based upon management's expectations with respect to the Company's ability to generate sales from Sensormatic Solutions' existing customer-base, as well as Management's related deployment estimates.  
 (2) VSBLTY's revenue projections associated with the Energetika agreement are based upon certain contracts already entered into by Energetika and additional contracts that are projected to be entered into within the term of the agreement. The average price per camera is expected to be \$9/USD per month, but competitive forces and scale may impact the Company's per-camera projected price. While there is still a degree of uncertainty with respect to the pace of deployment and any additional contracts that must be executed for new orders or customers, the Company's revenue

projections are based upon the known number of deployments supported by existing end-user contracts.  
 (3) VSBLTY's revenue projections associated with the NAM agreement are based upon management's expected growth of digital activations as market demand for the Company's products increase.  
 (4) VSBLTY's revenue projections associated with the UST Global agreement are based upon management's expectations with respect to its ability to successfully deploy its products to UST Global's customers.  
 (5) VSBLTY's revenue projections associated with the KLA agreement are based upon management's expectations with respect to its ability to successfully deploy its products to sporting and entertainment facilities over the next two years.

(6) VSBLTY's revenue projections associated with the WestRock agreement are based upon management's expectations with respect to helping WestRock successfully pivot from physical to digital displays at point of sale.  
 (7) VSBLTY's revenue projections associated with the Kiosk Information Systems agreement are based upon management's expectations with respect to its ability to successfully deploy its products to Kiosk's customers.  
**Readers are cautioned not to place undue reliance on the footnoted financial projections. See the "Disclaimer" set out on page 2 of this Presentation.**





**STORE AS MEDIA**

**AB InBev**

**Bloomberg**

How VSBLTY is making massive inroads into Latin America with its retail and security software

<http://bit.ly/30VkcZj>

## AB INBEV sign agreement to create Joint Venture Goal: Build network of 50,000 stores in Latin America

### Three Delivery Elements:

1. Digital Display
2. Audience Measurement/real time operations data (transaction log)
3. Real-time AI security

Status: Peru, Mexico, Colombia and Ecuador already underway

### Deployment Cadence:

- Year 1: 5,000 locations
- Year 2: 15,000 locations
- Year 3: 35,000 locations
- Year 4: 55,000 locations

### Unit Level Economics:

Store has media value: \$450/per store/per month

- Media revenue to be accrued by the JV (33%equal participation)

License revenue per store: \$10-\$15 per store /per month

- License revenue is not shared (VSBLTY)

### Scaled Economics (Media + License Revenue)

2021: \$10-15M | \$600K-\$1M

2023: \$125-150M | \$5M-\$7M

2022: \$20-50M | \$2M-\$2.4M

2024: \$200-250M | \$8M-\$10M

Milestone	Criteria	Warrants Earned	Number of shares	ABI Purchase value @.84 CAD
I	Operating Agreement	15%	2,325,000	\$1,953,000
II	JV Creation (90 days)	15%	2,325,000	\$1,953,000
III	1500 locations	20%	3,100,000	\$2,604,000
IV	5000 locations	20%	3,100,000	\$2,604,000
V	20,000	15%	2,325,000	\$1,953,000
VI	30,000	15%	2,325,000	\$1,953,000
<b>TOTAL</b>			<b>15,500,000</b>	<b>\$13,020,000</b>



A Partnership with a Global Technology Leader

# VSBLTY & Intel

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.



Developing on OpenVino Enables VSBLTY to Improve:



### Gross Margins <sup>1</sup>

Significant reduction in operational and data management expenses, which improves gross margins



### Performance and Speed

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



### Precision and Accuracy

Edge computing provides a significant decrease in latency due to the locality of the data's source which increases precision

### VSBLTY primary development ecosystems is Open VINO

- Computer Vision strategic partner/ AI builders Program
- IOT Alliance

### Strategic development

- WIFI6 Mesh Network for Surveillance/ Smart City
- Retail co-development for analytics
- Cloud/Edge
- Edge/Edge

### PRTI fund recipient

- Thermal Detection systems
- Access Control co-development



(1) Readers are cautioned not to place undue reliance on financial projections. See the "Disclaimer" set out on page 2 of this Presentation.



# Q1 Milestones 2021

- Two large System Integration partners for global scale
- Global product announcement with major OEM channel partner
- Global Reseller Agreement with Tier 1 Server and PC Manufacturer
- Launch CaaS (Camera as a Service) with consortium
- National Store as Media announcement with coast to coast retailer

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC



# Share Metrics

## 6 Month Price Chart

<b>Capital Structure</b> <small>All Information as of 1.4.21</small>	
Canadian Stock Exchange (CSE – Primary)	VSBY
Share Price	0.79
52-Week Price Range	0.105-.95
Market Cap	125M
Basic Shares Outstanding	158,370,987
Warrants <sup>(1)</sup>	46,440,886
Options	8,530,000
Fully Diluted Shares	213,341,873
Management, Board & Insider Ownership	~15%
<b>Convertible Debentures <sup>(3)</sup></b>	<b>\$3,071,622</b>



(1) See financial statements on [www.sedar.com](http://www.sedar.com) for price & expiry

(2) See financial statements on [www.sedar.com](http://www.sedar.com)



# Investment Highlights

**VSBLTY's AI to Transform & Advance Computer Vision:** 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 is designed to improve security operations through its ability to identify weapons and capture frontal views of Persons Of Interest that overhead cameras cannot capture.

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

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

**Scalability:** Highly scalable with **addressable market expected to grow to \$219B by 2023.** <sup>(1)</sup>

**2021 Objective:** **Projected \$15M-\$20M in bookings.** <sup>(2)</sup>

**Inflection Point:** Revenue incrementing throughout 2020 and into 2021 (breakout year)

**International Partnerships:** Strong worldwide channel partners with established distribution.

**Solution Oriented:** Software company that has both EDGE and Cloud Solutions.

**COVID Response Solutions:** Opportunistic growth potential.

(1) Combined rounded total of (1) & (2)

(2) Readers are cautioned not to place undue reliance on the financial projections. See the "Disclaimer" set out on page 2 of this Presentation.



# Using Artificial Intelligence to Transform and Advance Computer Vision

VSBLTY Corporate Presentation  
Q1 2021

## C O R P O R A T E   C O N T A C T

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

JAY HUTTON  
[jhutton@vsblty.net](mailto:jhutton@vsblty.net)

CSE: VSBY | OTC: VSBGF  
<https://vsblty.net>

