

Computer Vision and Artificial Intelligence for
Retail, Smart Cities, and Security



CSE:VSBY | OTC:VSBGF



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Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects", or "does not expect", "is expected", "budget", "scheduled", "estimates", "projects", "targets", "forecasts", "intends", "anticipates", or "does not anticipate", or "believes" or variations (including negative and grammatical variations) of such words and phrases or state that certain actions, events or results "likely", "may", "could", "would", "might", or "will be taken", "occur", or "be achieved". Forward-looking information is based on the opinions and estimates of management at the date the information is made, and is based on a number of assumptions and is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward looking information, including without limitation: (i) the Company's ability to obtain the necessary financing and the general impact of financial market conditions; (ii) the demand for the Company's services; (iii) the Company's ability to attract new customers; (iv) reliance on strategic partnerships; (v) the success of the Company's current and future development efforts; (vi) the Company is a development

stage company with little operating history, a history of losses and the Company cannot assure profitability; (vii) the Company is subject to changes in Canadian laws regulations and guidelines which could adversely affect the Company's future business and financial performance; (viii) the Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business; (ix) the Company may be unable to obtain additional financing on acceptable terms or not at all; (x) the effectiveness Company's technology and the Company's ability to bring its technology into commercial production cannot be assured; (xi) 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; (xii) 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; (xiii) the Company is reliant on management and if the Company is unable to attract and retain key personnel, it may not be able to compete effectively; (xiv) the Company's industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition; (xv) 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; (xvi) the Company's officers and directors may be engaged in a range of business activities resulting in conflicts of interest; (xvii) regulatory scrutiny of the Company's industry may negatively impact its ability to raise additional capital; and (xviii) COVID-19 and its potential effects on the Company's third-party suppliers, service providers and distributors.

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 contained in this Presentation or in certain of the other documents on file with Canadian securities regulatory authorities, which are available on the Company's SEDAR profile at www.sedar.com. The Company and its directors, officers and employees each 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, readers 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.

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An investor should read this Presentation with the understanding that the Company's actual future results may be materially different from what is expected.

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

AT THE INTERSECTION OF MARKETING & SECURITY

VSBLTY Software empowers computer vision and artificial intelligence to proactively improve the way we live, shop, and protect.

VSBLTY is a disruptive computer vision SaaS software company that uses artificial intelligence and machine learning to transform retail and security solutions through an extensible scalable, subscription-based platform. VSBLTY works with global partners that are redefining the world we live in.

OUR SOFTWARE TEACHES COMPUTERS HOW TO SEE
THAT'S COMPUTER VISION

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

VSBLTY Computer Vision can identify shoppers in retail with anonymized data including age, gender, dwell time and can measure advertising interactivity in Store as a Medium.

25-30 FEMALE

Face Id: abe92236

Happy



Ad Plays	173,804
Impressions	115,618
Views	75,574
Avg. Ad Exposure	4.5 sec
Unique Visitors	17,113
Unique Views	73.1 sec
Avg. Store Dwell	3.9 Mins
Avg. Age	32



VSLTY Company Overview

Utilizing Advanced Computer Vision to Transform & Retail and Security

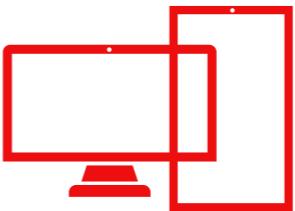
- VSLTY is innovating the digital customer experience by disrupting the path to purchase and is helping to bring digital innovation to retail and other public spaces.
- **VSLTY focuses on two distinct verticals:**



SECURITY

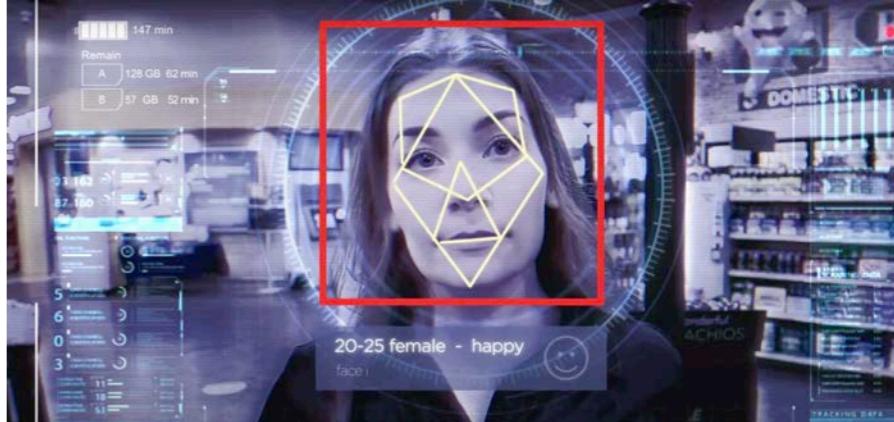
The security application enables cameras to monitor vast areas, detail specific items, and identify persons of interest, measure audiences, and see objects and potential threats

- **Monetization:** Primarily through SaaS fees (software as a service) and evolved their service offering to provide support as a full service SME



DIGITAL DISPLAY

The digital display application allows users to engage and analyze their customer behaviors and prompt actions

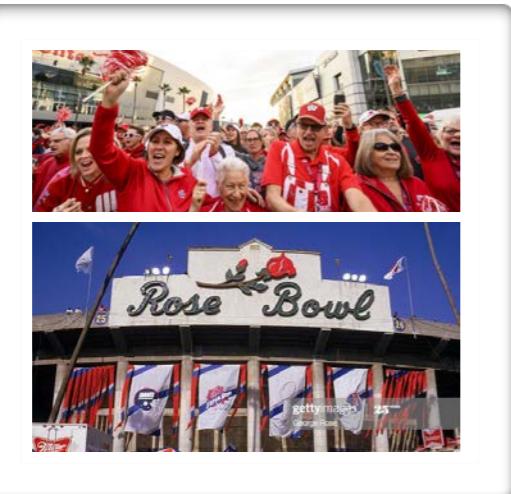


WATCH VIDEO

<https://www.youtube.com/watch?v=8IDFlbn-F8>

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.

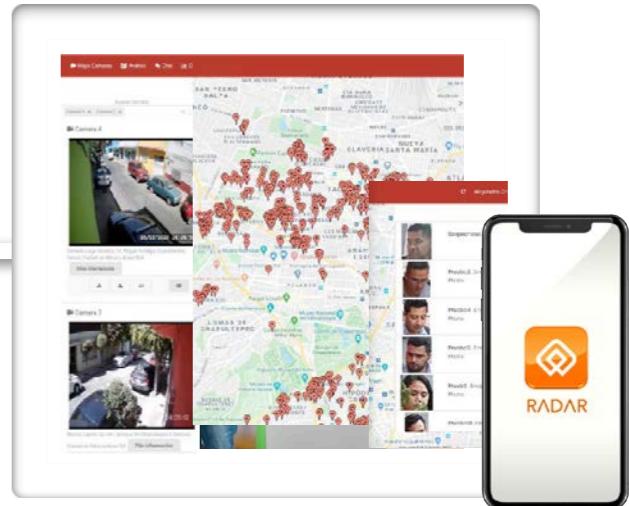
VisionCaptor™



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.

ADDRESSABLE MARKETS \$229B IN JUST 4 YEARS

Market Size

RETAIL \$32B

Retail Digital Display Market
Projected Growth:
8% CAGR through to 2025¹

PROBLEM

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

SOLUTION

VSLTY 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 2023²

PROBLEM

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

SOLUTION

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

THE WIN?

VSLTY computer vision software is

ubiquitous.

Wherever there is a camera, there is potential for VSLTY software.

RETAIL

SECURITY

SMART CITIES

Market Size

AUDIENCE ANALYTICS PROJECTION \$9.6B

Market Projection with 11.9% CAGR through to 2026⁴

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

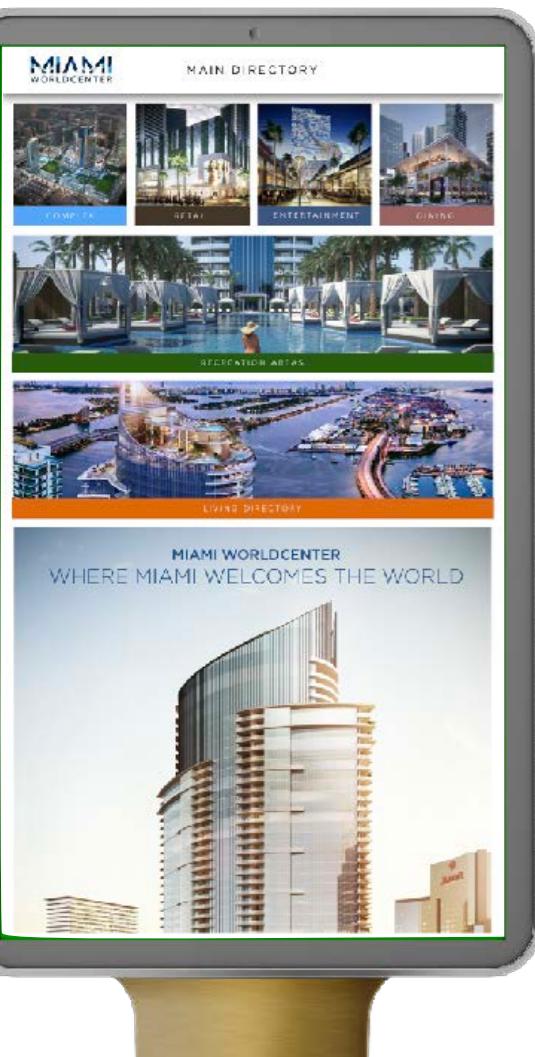
(2) Market Research Future : <https://www.marketresearchfuture.com/reports/commercial-security-market-2861>

(3) Combined rounded total of (1) (2) & (4)

(4) RD Reports & Data | <https://bit.ly/2X3ACKj>

A Disruptive Software Technology for Retail and Security

How Does VSBLY Transform Public Spaces?



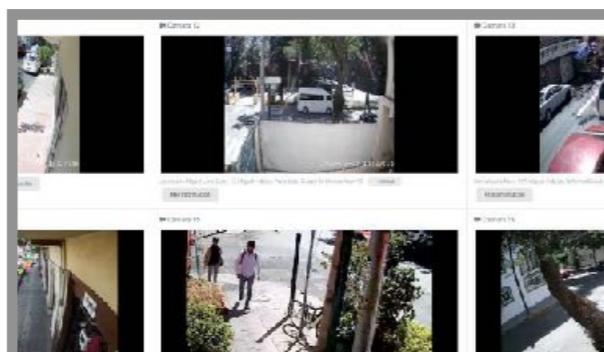
Digital Displays



Interactive Touch



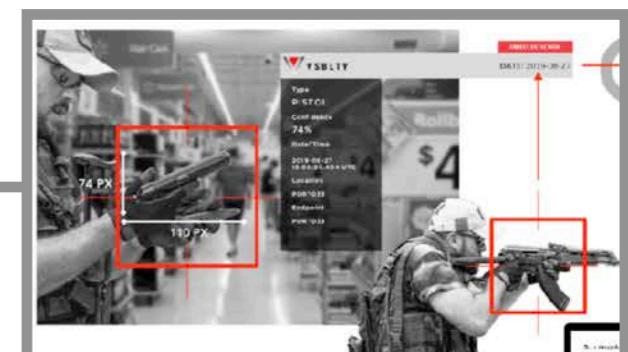
Algorithmic Software



Digital Camera Integration



FacialAnalytics™



Advanced Object Recognition

25-30 FEMALE	Happy	
Face Id: abe92236		
Ad Plays	173,804	
Impressions	115,618	
Views	75,574	
Avg. Ad Exposure	4.5 sec	
Unique Visitors	17,113	
Unique Views	73.1 sec	
Avg. Store Dwell	3.9 Mins	



Worldwide Channel Partners (2020-21)

JOINT VENTURE



Tech
Mahindra

CHANNEL

Sensormatic
by Johnson Controls

Imbera
Beyond Cooling



STRATEGIC

THE STORE | WPP

WestRock

U ·
S T

KIOSK
Information Systems

peerless-AV®



JOINT VENTURE PARTNERS

ABInBev LATAM'S In-Store Media Network

AB INBEV signs 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 (VSLTY)

Scaled Economics (Media + License Revenue)



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	1,500 Locations	20%	3,100,000	\$2,604,000
IV	5,000 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
TOTAL		15,500,000	\$13,020,000	

Scheduled deployment cadence may vary due to unforeseen in-field dynamics

JOINT VENTURE PARTNERS

Intel Open Vino, Edge Computing and IaaS

Infrastructure as a Service and a \$1B book of business to launch

VSLTY 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 which allows for less reliance on the cloud and more on site compute.

VSLTY 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



Developing on OpenVino Enables VSLTY to Improve:



Gross Margins ¹

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

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 Commercial 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 VSLTY'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

Proven Business Acumen From Technology Through Sales and Marketing

Board of Directors



Amin Shahidi
Director

- Most recently part of the Sensormatic leadership team as VP of Global Strategy Transformation and developed the overall business model that helped double revenue growth in 5 years.
- Analyzed market opportunities, competitive dynamics, technology trends, alternative business models and emerging solution, explore adjacencies and natural business unit models
- Diagnosed business capabilities, developed and put into motions overall transformational programs for Sensormatic to operate as a vertically integrated global technology and data analytics enterprise inside of JCI
- Specialties: Strategic Planning, Predictive & Advanced Analytics, Digital transformation, Omni-channel Commerce, Program Management, IOT, Customer Relationship, Management, Supply Chain, Process Improvement, Retail Industry, RFID, Loss Prevention, High-tech Industry, Design Thinking, Adaptive Systems, Innovation Incubation, Post-merger Integration



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

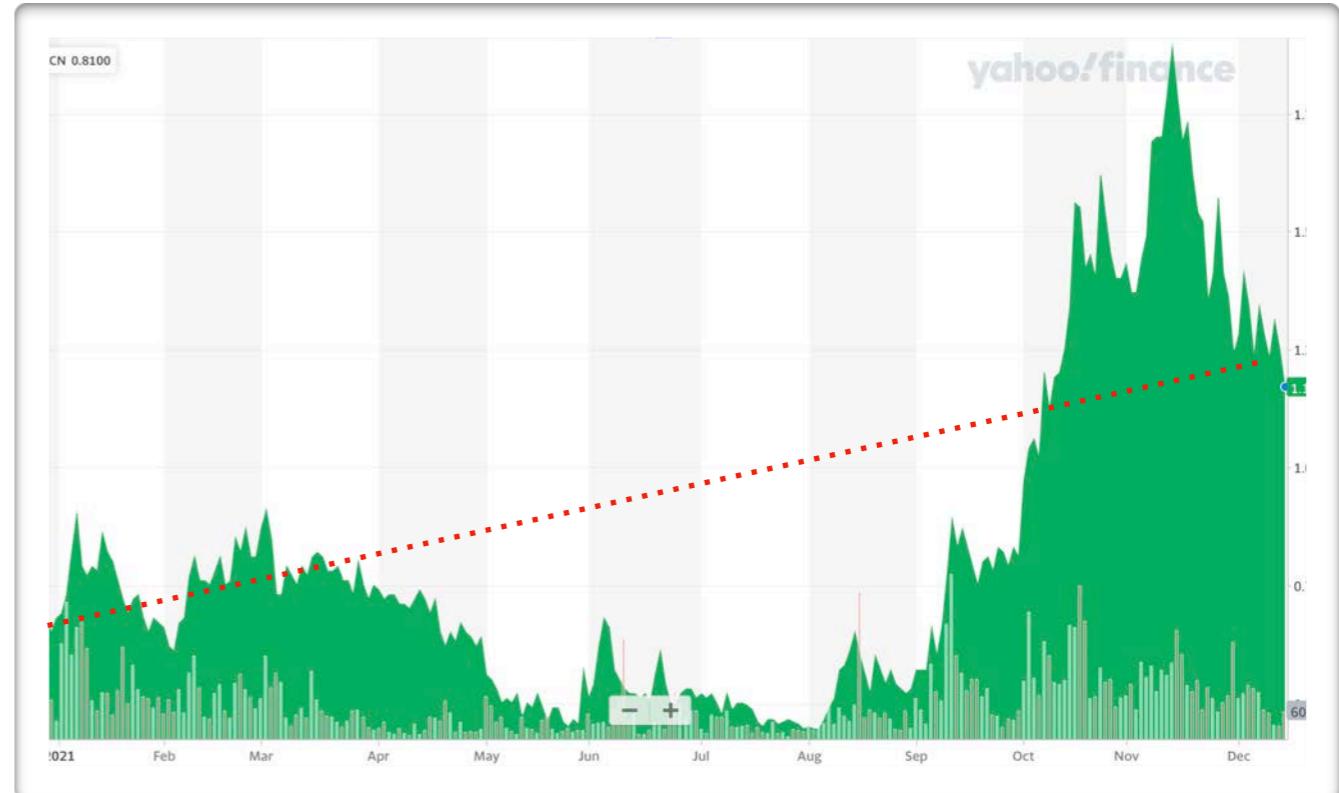
- Alnesh Mohan is a partner of Quantum Advisory Partners LLP with over 20 years of accounting, auditing, and tax experience
- Mr. Mohan has acquired considerable experience in financial reporting, corporate governance and regulatory compliance
- Mr. Mohan is currently CFO of Highbury Projects Inc., Premier 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

Financial

Share Metrics

Capital Structure All Information as of 5.19.21		ALL VALUES IN \$CAD
Canadian Stock Exchange (CSE – Primary)		VSBY
Share Price	\$1.17	
52-Week Price Range	\$0.43-.1.99	
Market Cap	217M	
Basic Shares Outstanding	186M	
Warrants	~50	
Options	8,855,000	
Fully Diluted Shares	214,914,712	
Management, Board & Insider Ownership	~25%	
Convertible Debentures		~\$2.5M

1 Year Price Chart



(1) See financial statements on www.sedar.com for price & expiry

(2) See financial statements on www.sedar.com



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