

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



VSBLY

CSE:VSBY | OTC:VSBGF



INVESTOR PRESENTATION
Q1.2022

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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

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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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have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws

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.

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

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.

VSBLTY Company Overview

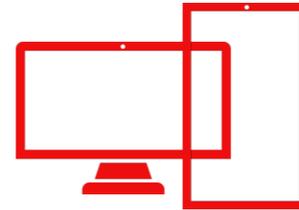
Utilizing Advanced Computer Vision to Transform & Retail and Security

- VSBLTY 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.
- VSBLTY 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



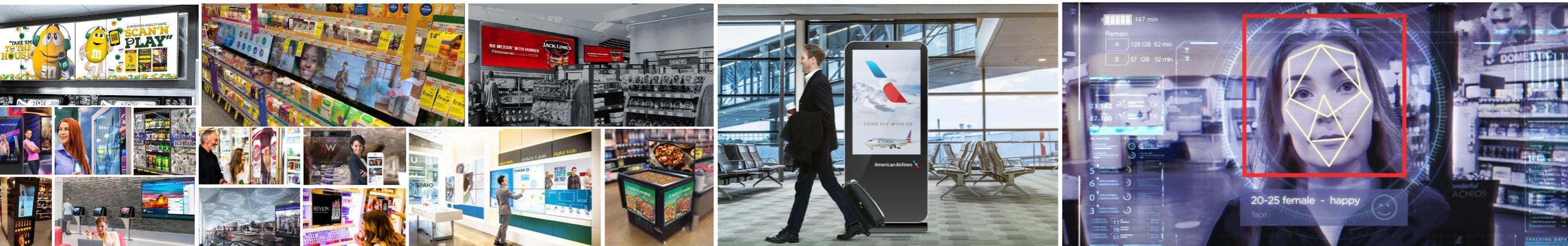
DIGITAL DISPLAY

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

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

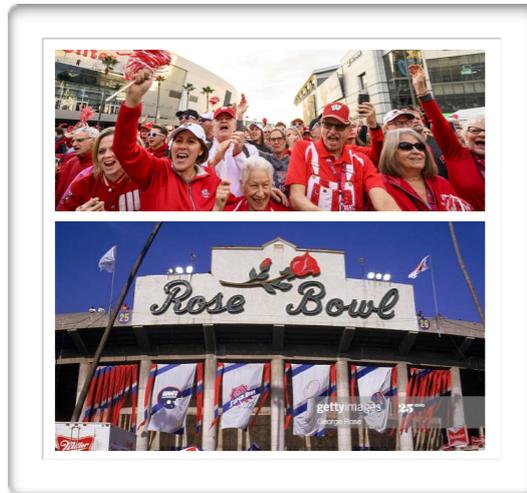
WATCH VIDEO

<https://www.youtube.com/watch?v=8IDFlibn-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.

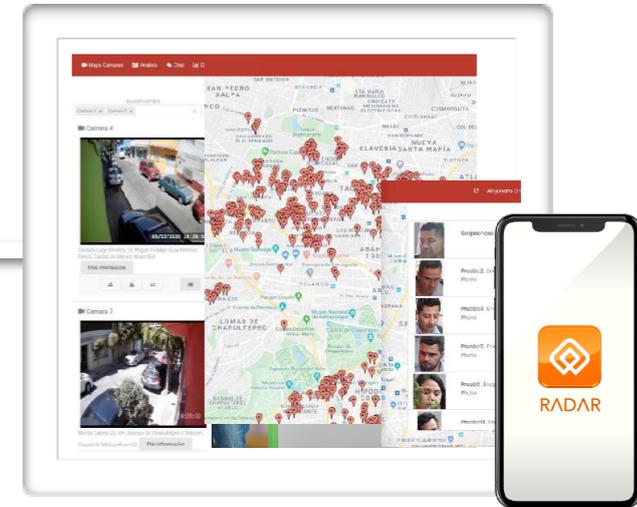
VisionCaptor™



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

\$287B IN JUST 4 YEARS

Market Size
RETAIL \$100B

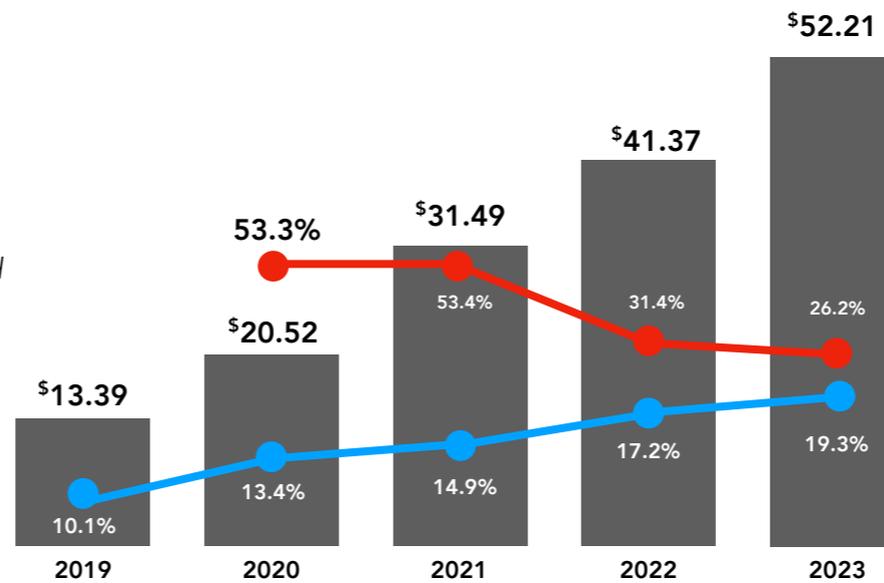
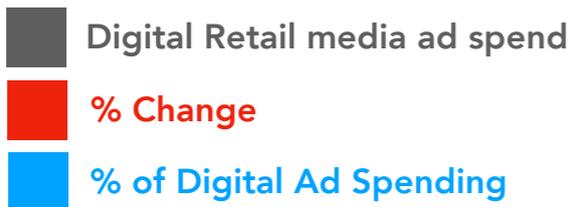
Retail Digital Display Market Projected Growth:
8% CAGR through to 2025¹

Boston Consulting Group | MAY 19, 2021

By Lauren Wiener, Leora Kelman, [Shane Fisher](#), and [Mark Abraham](#)

US Digital Retail Media Ad Spending, 2019-2023

Billions, % change, and % of digital ad spend



Market Size
AUDIENCE ANALYTICS PROJECTION

Market Projection with 11.9% CAGR through to 2026⁴

\$9.6B

Market Size
SECURITY \$187B

Global Security Market Projected Growth:
10% CAGR through to 2023²

THE WIN?

VSBLTY computer vision software is **ubiquitous**.

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

RETAIL

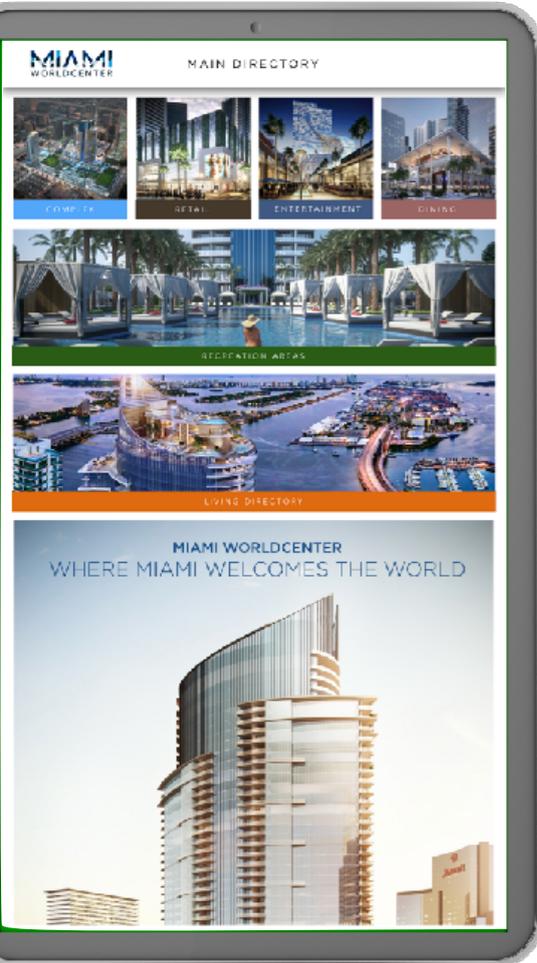
SECURITY

SMART CITIES

(1) BCG : <https://www.bcg.com/publications/2021/how-to-compete-in-retail-media>
 (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 VSBLTY Transform Public Spaces?



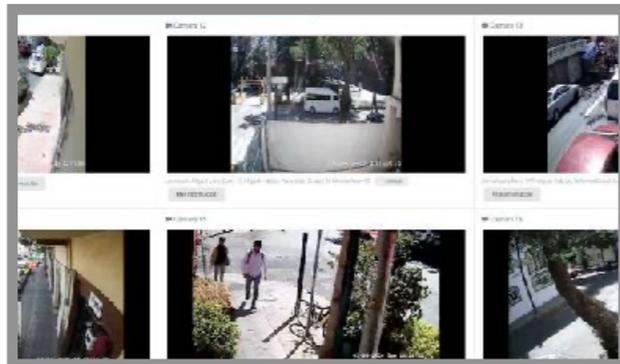
Digital Displays



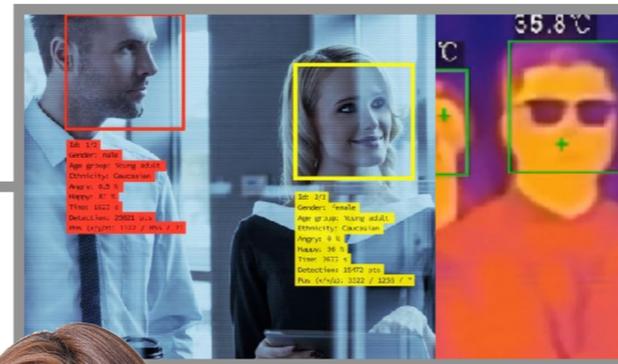
Interactive Touch



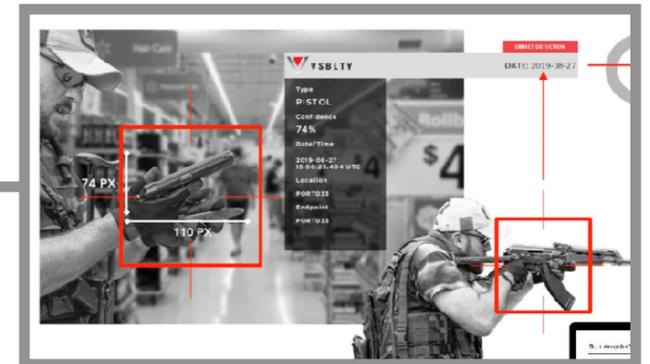
Algorithmic Software



Digital Camera Integration



FacialAnalytics™



Advanced Object Recognition

25-30 FEMALE Happy 😊
Face Id: abe92236

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Worldwide Channel Partners (2020-21)

JOINT VENTURE



CHANNEL



911 INFORM



STRATEGIC



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 (VSBLTY)

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 solid book of business to launch

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

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



intel Developing on OpenVino Enables VSBLTY to Improve:



Gross Margins

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

These relationships are not truly reflected on VSBY balance sheet because we are a growth company with

VSBLTY HAS HIDDEN VALUE ACCELERATORS

AustinGIS


RADARUSA™

winkel™
MEDIA | DATA ANALYTICS





5 way equity partnership

- Tech Mahindra
- HCL
- Two independent software vendors
- Large semiconductor company

IaaS:

Infrastructure as a Service

Global Reach

Large Project focus

Already in revenue

Applications

Building & Home Automation

- Access Control
- Light & Temp Control
- Energy Optimization
- Predictive Maintenance
- Connected Appliances

Smart Cities

- Residential E-meters
- Smart Street Lights
- Pipeline Leak Detection
- Traffic Control
- Surveillance Cameras
- Gas Leak Detection
- Sewer Monitoring
- Water Leak Detection
- Parking Access
- Smart Parking
- Public Safety
- Centralized and Integrated System control

Smart Healthcare

- Remote Monitoring
- Ambulance Telemetry
- Drugs Tracking
- Hospital Asset
- Access Control
- Predictive Maintenance

NexG Infrastructure

- Connected Car Wi-Fi
- Entertainment
- Smart Devices
- Location and Tracking





5 way equity partnership

- Tech Mahindra
- HCL
- Two independent software vendors
- Large semiconductor company

IaaS:

Infrastructure as a Service

Global Reach

Large Project focus

Already in revenue



Two foundational licenses focussed on operations deployment in USA

- HOA
- Police Departments
- Mining/Solar

Projected to be a \$25M¹ business by end of 23

\$2M non-refundable pre-paid license

30% carried equity interest



MEDIA | DATA | ANALYTICS

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



RADARUSA[™]

The World's First
Socially Connected Security Network.



AustinGIS

5 way equity partnership

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IaaS:

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MEDIA | DATA ANALYTICS

Formal Joint Venture (33% each)

- AB INBEV
- Retailigent
- VSBLTY

VSBLTY get licensing revenue as well as 33% of media value

Projected media value over \$250M USD by year 4¹

License revenue
<\$10M annual by year 4¹

Collaboration on new intellectual property

AB INBEV has secured option to buy 9% of VSBLTY for \$14M USD
(based upon milestones achieved)

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SEARCH STORE AS A MEDIUM

VISIT US IN THE METAVERSE



Download our Metaverse app and experience how our technology works at the many points of sale in our MiniMarts and our Megamarts.

Travel up and down the aisles and see how the customer shopping experience is enhanced and how retailer profits can be driven and grown. From customer eye tracking and mood sensor cameras, to food bundling, dynamic pricing and programmatic advertising you'll be entering the future of retail, now.

THE STORE as a MEDIUM

Download on the App Store
store-as-a-medium

GET IT ON Google Play
StoreasaMedium

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 that led from start-up to expansion worldwide
- Introduced the electronic payment options to New York City's 13,000 taxicabs



Gary Gibson
Chief Technology Officer

- 20 years of innovation-driven new product development
- Gary has managed global dev teams across every platform from cloud, telecom, to IoT
- Gary Holds 12 US patents
- Taught graduate courses in Computer Systems Architecture, Processor Architecture, Embedded Systems, Microkernels and Virtualization



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



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



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

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

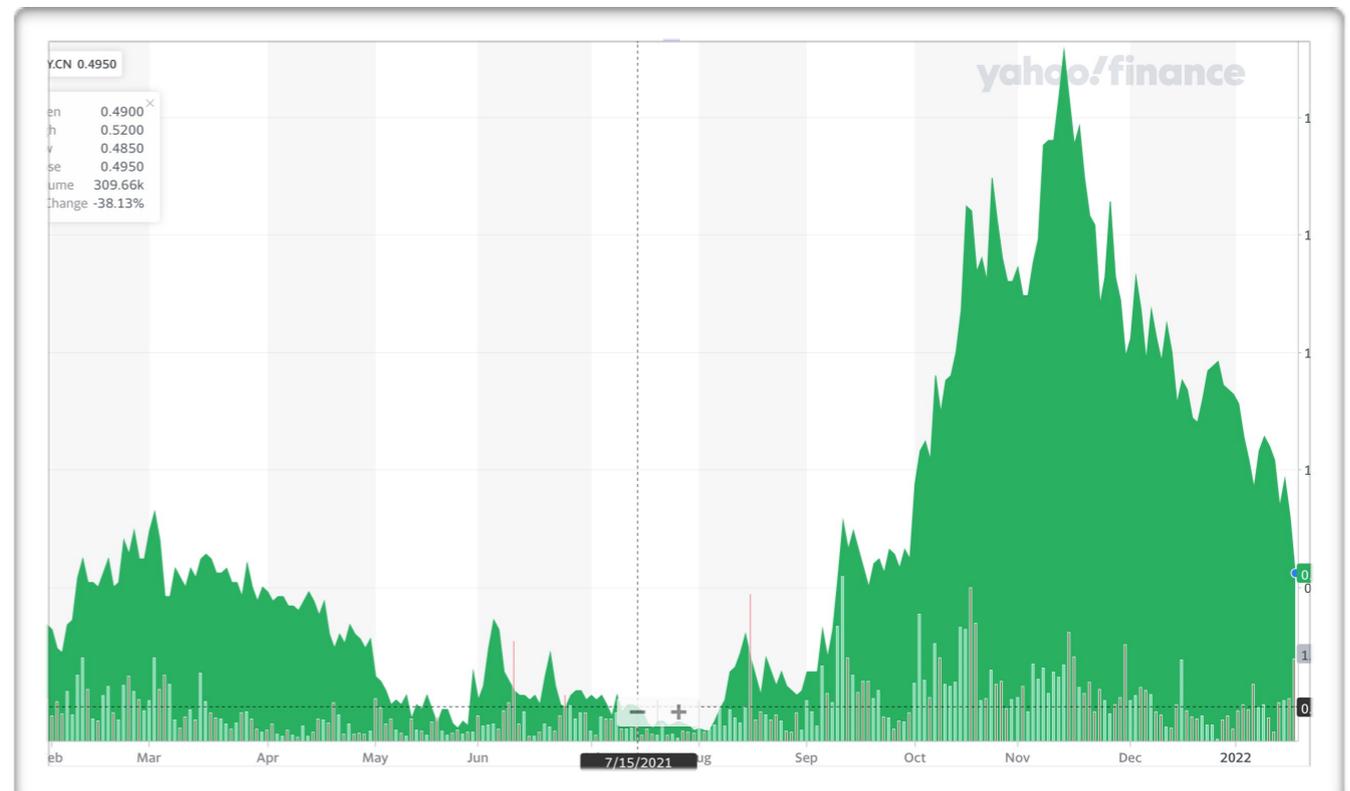
- Alnesh Mohan is a partner of Quantum Advisory Partners LLP with over 20 years of accounting, auditing, and tax experience
- Mr. Mohan has acquired considerable experience in financial reporting, corporate governance and regulatory compliance
- Mr. Mohan is currently CFO of Highbury Projects Inc., Premier 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 1.20.22		ALL VALUES IN \$CAD
Canadian Stock Exchange (CSE – Primary)		VSBY
Share Price		\$0.81
52-Week Price Range		\$0.43-.1.99
Market Cap		162M
Basic Shares Outstanding		211,919,738
Warrants		~30M
Options		8,855,000
Fully Diluted Shares		214,914,712
Management, Board & Insider Ownership		~25%
Convertible Debentures		~\$200K

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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