



CSE:VSBY | OTC:VSBGF | Q2 | 2023

Information

- : Name
- : Occupation
- : Address

Information

Female
Age 45

Information

Male
Age 30

Male
Age 25

AI Driven. Machine Learning. A Breakthrough Opportunity.

WHOWHATWHEREWHYWOW

The VSBLTY Story

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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; (xviii) COVID-19 and its potential effects on the Company’s third-party suppliers, service providers and distributors; and (xix) other factors beyond the Company’s control.

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.

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

This Presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of the Company 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 and may not be offered or sold within the United States, unless an exemption from such registration is available, information concerning the assets and operations of the Company included in this Presentation has been prepared in accordance with Canadian standards and is not comparable in all respects to similar information for United States companies.

There is an offering document related to this offering that can be accessed under the issuer’s SEDAR profile at www.sedar.com and the issuer’s website at <https://vsblty.net>. Prospective investors should read this offering document before making an investment decision.

No securities regulatory authority has expressed an opinion about these securities and it is an offense to claim otherwise. This offering may not be suitable for you and you should only invest in it if you are willing to risk the loss of your entire investment. In making this investment decision, you should seek the advice of a registered dealer.

WHO WE ARE

VSBLTY’s **computer vision software** provides real-time AI based measurement that enables predictive decision-making for **the retail media and security markets.**

VSBLTY software makes cameras smart. Our revenue streams are directly tied to four tenets.

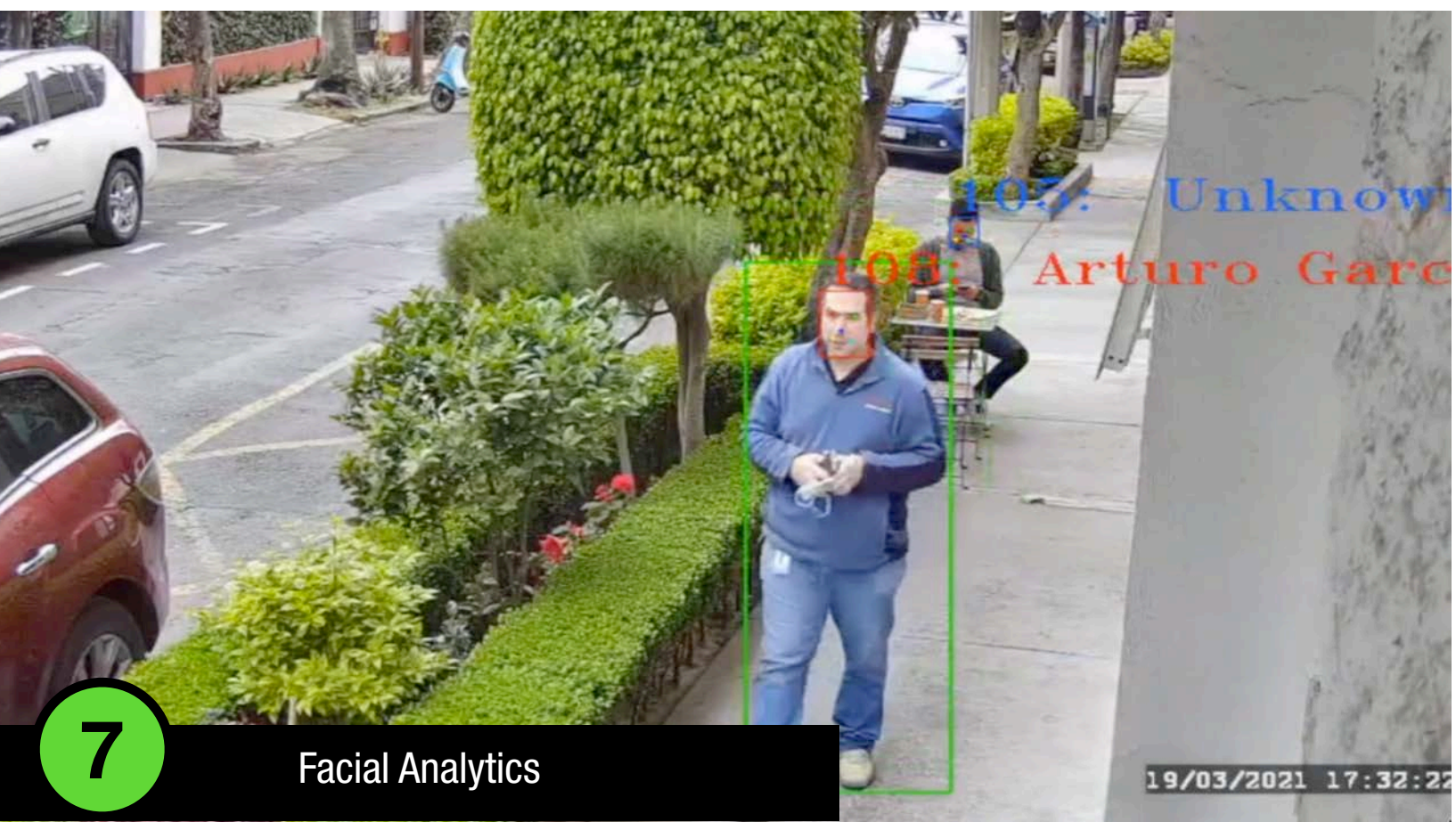




1 In Store Media Measurement



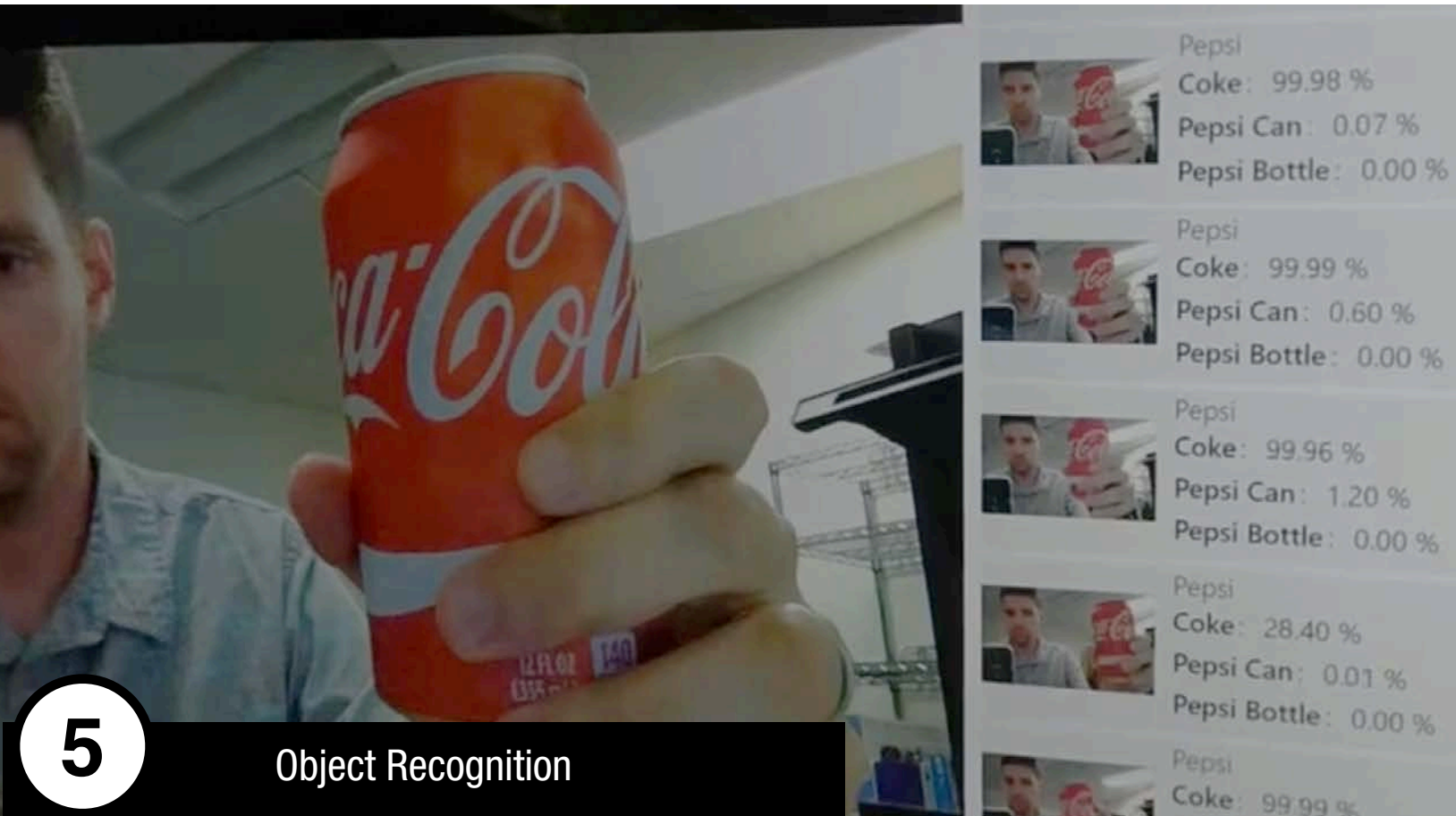
4 Cooler Screen Media Measurement



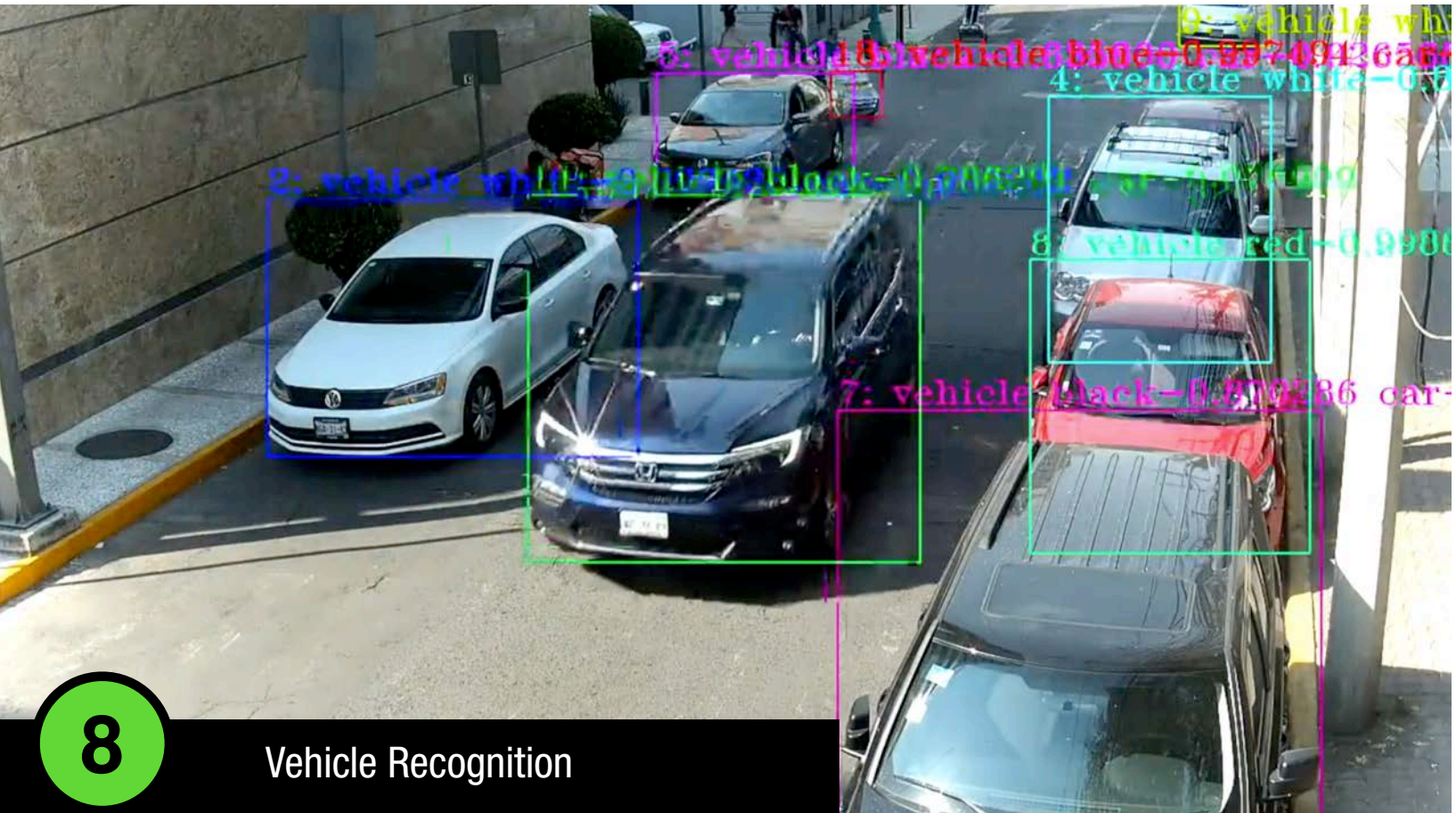
7 Facial Analytics



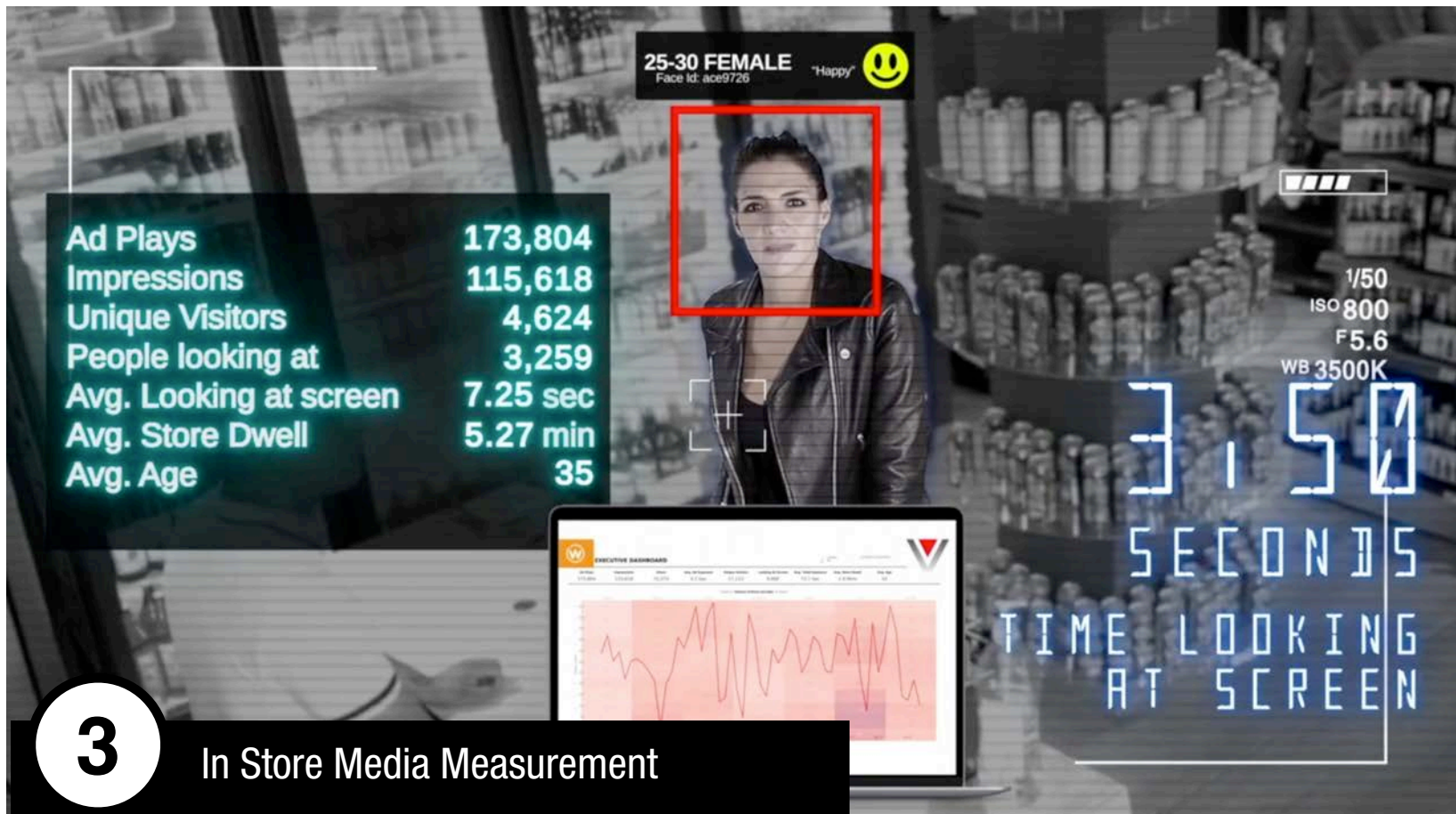
2 In Store Media Measurement



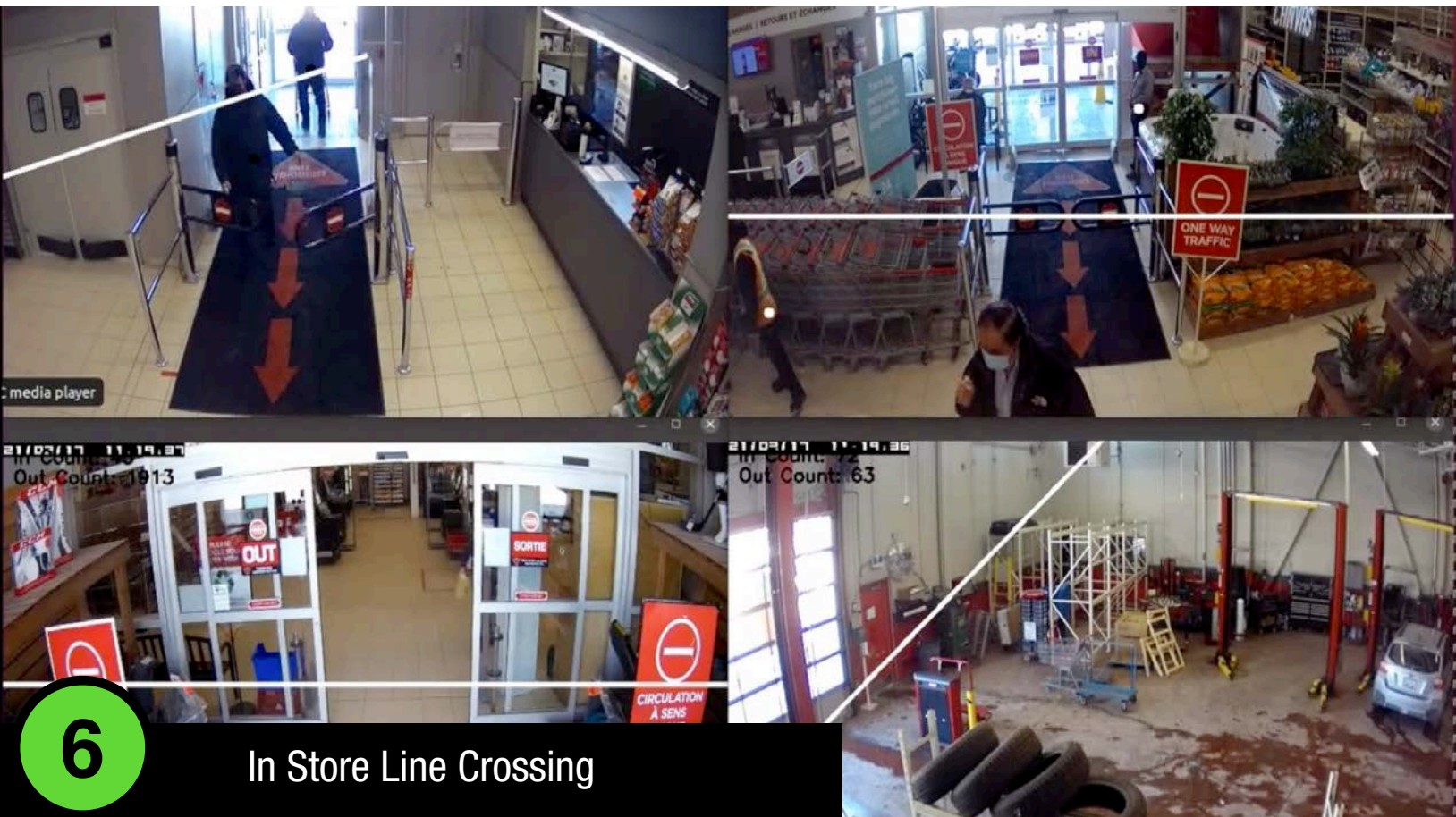
5 Object Recognition



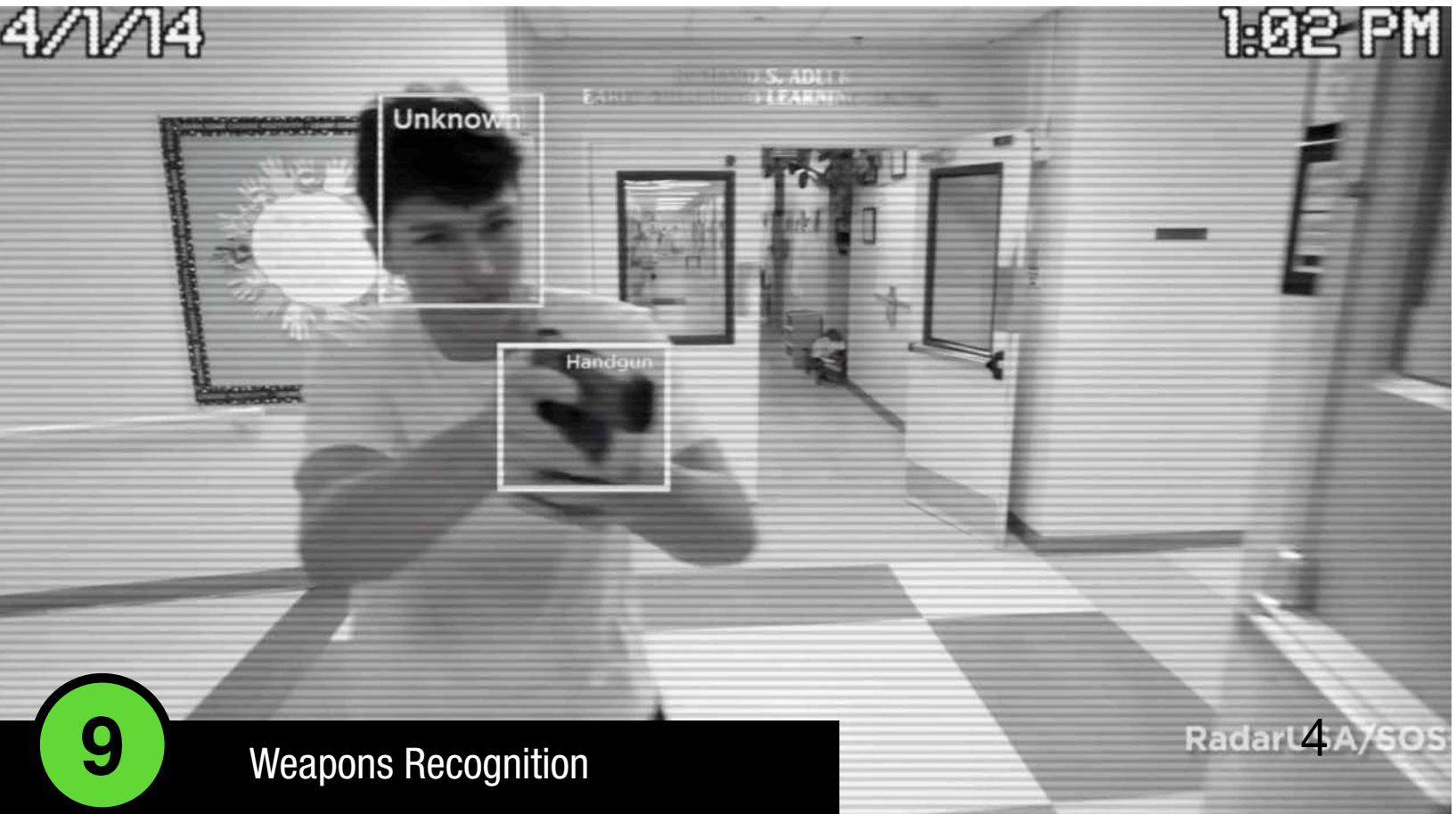
8 Vehicle Recognition



3 In Store Media Measurement



6 In Store Line Crossing



9 Weapons Recognition

First of it's kind **DATA**

This real-time contextual data has never before been available to retailers.



**Demographic
Learning
By location**



**Visitors Traffic
By Location**



Ad View Time



**Media
Impressions**



Store Dwell



Gender



Age Range



**Visitors by
time of day/
day of week**



DATA ANALYTICS AT THE MOMENT OF TRUTH

82% of all retail purchases are made in-store at **point of purchase.** On the shelf. ¹

In-store activations that yield **25%-35%** proven **increases in lift** ²

SOURCES:

¹ Marketing Drive 2021 | <https://bit.ly/3POBTnS>

² VSBLTY In-Store Activations for Coca-Cola and Moët Hennessy

INDUSTRY EXPERTS AGREE

“VSBLTY is like ‘*the Google*’ of in-store media and contextual security.
And they are ahead of anybody else.”

-Joe Jensen

Former Intel - VP IoT Group | GM Retail, Banking, Hospitality, Education
Current Advisory Board Member

WHAT IS THE MARKET

A PROJECTED TRILLION DOLLAR MARKETPLACE

VSBLTY Software is at the intersection of retail marketing and security.

RETAIL

The \$100 Billion Media Opportunity for Retailers

MAY 19, 2021

By Lauren Wiener, Leora Kelman, Shane Fisher, and Mark Abraham

Click Here <https://bit.ly/3gXASLP>



SECURITY

The Projected Public Safety and Security Marketplace

\$912 B

Public Safety And Security Market size was valued at USD 361.04 Billion in 2019 and is projected to reach USD 912.19 Billion by 2027, growing at a CAGR of 13.25% from 2020 to 2027.

WHERE IS OUR SOFTWARE

Tested and Proven **Worldwide.**

A network of strategic, channel, and joint venture partners including some of the worlds most notable brands are committed to the power of VSBLTY.



JOINT VENTURE PARTNERS



CHANNEL PARTNERS



WHY INVEST

To understand VSBLTY's growth potential is to understand our journey.



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WOW

We are poised to scale as the world returns to normalcy.



JOINT VENTURE PARTNERS

Creating LATAM’S Largest In-Store Media Network

Goal: Build Network of 2000+ stores in Latin America

Three Delivery Elements:

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



JOINT VENTURE PARTNERS

Winkel Media JV with Grupo Modelo & Retailgent

Formal Joint Venture (33% each)

- Grupo Modelo
- Retailgent
- VSBLTY

VSBLTY get licensing revenue as well as 33% of media value
Collaboration on new intellectual property. **Grupo Modelo will receive warrants to purchase up to 9% of VSBLTY for \$13.2M USD** (based upon milestones achieved)



JOINT VENTURE PARTNERS

Austin GIS Intel Incubated Infrastructure as a Service

AustinGIS™ provides large enterprises, institutions and the public sector with IoT, smart city, digital transformation and infrastructure as-a-service—at scale.

5 way equity partnership

- Tech Mahindra
- Two independent software Vendors
- Large semiconductor company



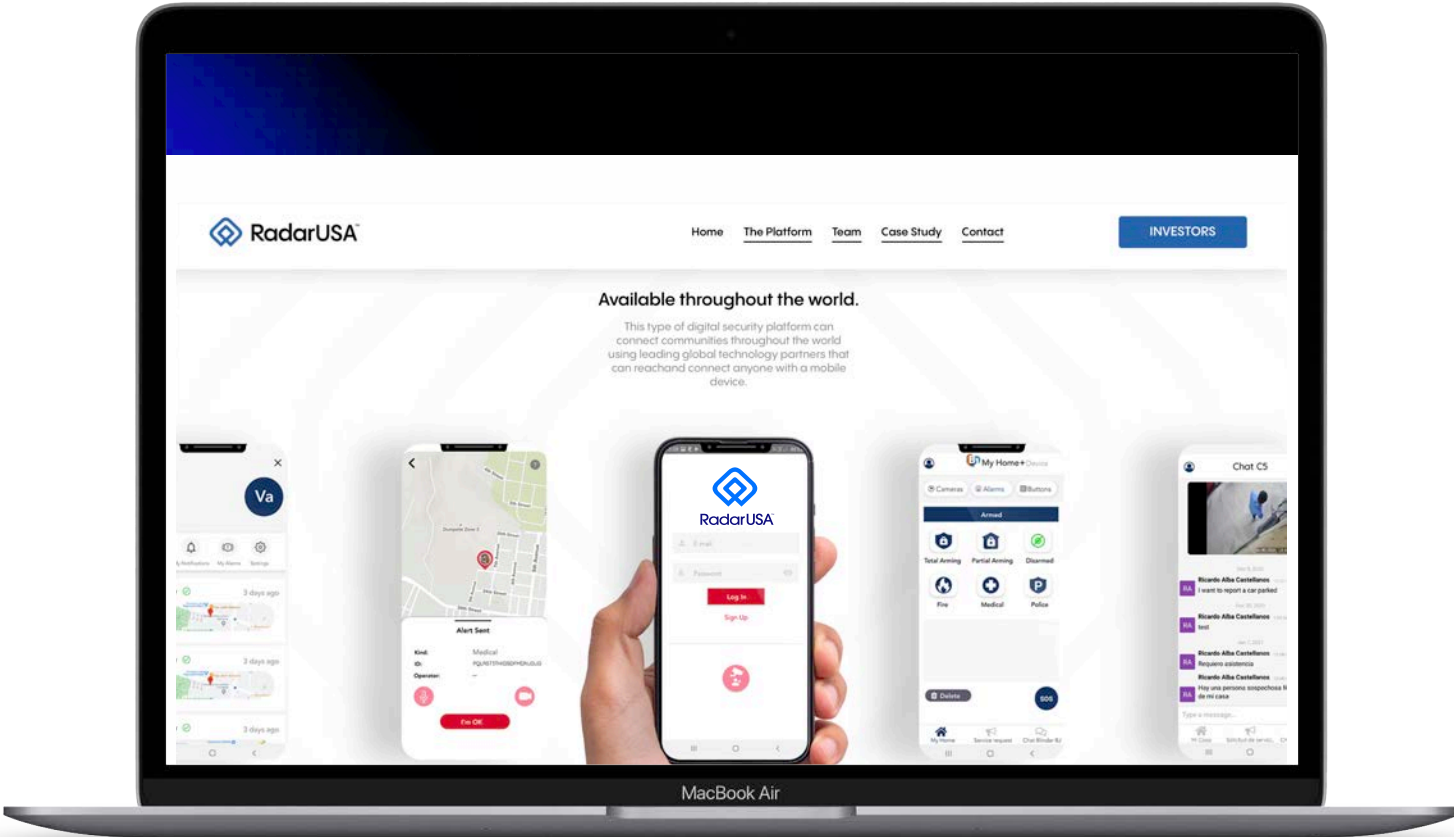


JOINT VENTURE PARTNERS

Radar USA Socially Connected Security Platform

RADAR is a North American based technology that can alert and protect communities from crime like never before. The geo-locational RADAR identifies breaches in security and simultaneously alerts both citizens and police.

The Company holds an approximate
23.6% equity interest in RADAR USA



Lic. Mario Enrique Sanchez Flores, the Executive of the Coordination of Governance office of the Benito Juarez municipality, noted a direct impact on more than 200 incidents of high-impact crimes since 2019, generating a constant reduction in criminal events.

He credits the ShieldBJ program, and the effectiveness of the RADAR App/ VSBLTY security solution in assisting the Benito Juarez municipality to achieve a 45% reduction in incidences of high-impact crimes, and an increase in the community perception of security from 51% to 72%, positioning Benito Juarez as the second-highest in the perception of security at the national level and the highest within Mexico City for more than a year.

Our Capital Structure also Suppresses Our Value

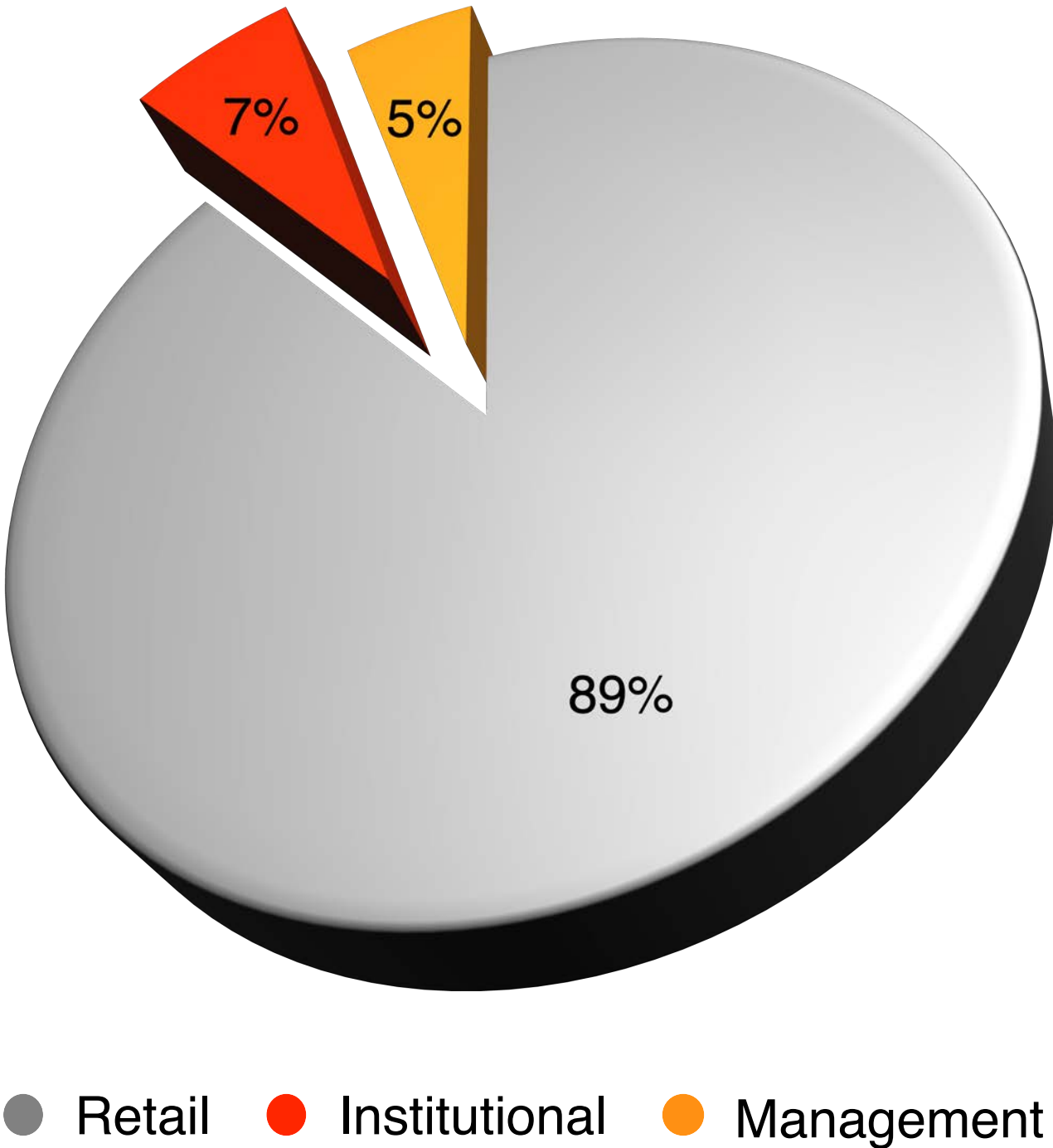
Capital Structure All Information as of 7.7.23

ALL VALUES IN \$CAD

Canadian Stock Exchange (CSE – Primary)

VSBY

Share Price	\$0.065
52-Week Price Range	\$0.085-\$.0415
Market Cap	\$16M
Basic Shares Outstanding	246,627,408
Warrants	80,995,054
Options	16,695,628
Fully Diluted Shares (Share capital + Warrants + Options)	344,318,090
Management, Board & Insider Ownership	4.43%
Value of Warrants upon exercise	\$39,964,125.25
Value of Options upon exercise	\$7,232,804,38



IN SUM

WHY INVEST

VSBLTY has a Proven Product with **REAL DEMAND FROM EARLY ADOPTERS**
(Major retailers finally understand and are shifting media dollars to in store)

GROUND BREAKING TECHNOLOGY that Focuses on **82% OF IN-STORE CUSTOMERS**
(With more people unplugging from TV and now streaming, In-Store is the channel of the future)

Our Security Solution is the **WORLD’S FIRST SOCIALLY CONNECTED SECURITY PLATFORM**
(Battle tested in Mexico City where crime was reduced by almost 50%) See source page 17

VSBLTY is **DRAMATICALLY UNDERVALUED** Because **GROWTH WAS STALLED**
(Combined with the fact that VSBY started 5 years ahead of the market adoption)



PURCHASER’S RIGHTS OF RESCISSION AND RESALE RESTRICTIONS

Statutory Rights of Action

In certain circumstances, purchasers resident in certain provinces of Canada, are provided with a remedy for rescission or damages, or both, in addition to any other right they may have at law, where a presentation and any amendment to it contains a misrepresentation. Where used herein, “misrepresentation” means an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading in light of the circumstances in which it was made. These remedies, or notice with respect to these remedies, must be exercised or delivered, as the case may be, by the purchaser within the time limits prescribed by applicable securities legislation.

The following summary is subject to the express provisions of the applicable securities laws, regulations and rules, and reference is made thereto for the complete text of such provisions. Such provisions may contain limitations and statutory defenses not described here on which the company and other applicable parties may rely. Purchasers should refer to the applicable provisions of the securities legislation of their province for the particulars of these rights or consult with a legal adviser.

The following is a summary of rights of rescission or damages, or both, available to purchasers resident in the province of Ontario, New Brunswick, Nova Scotia and Saskatchewan. If there is a misrepresentation herein and you are a purchaser under securities legislation in Ontario, New Brunswick, Nova Scotia and Saskatchewan you have, without regard to whether you relied upon the misrepresentation, a statutory right of action for damages, or while still the owner of the securities, for rescission against the company. This statutory right of action is subject to the following: (a) if you elect to exercise the right of action for rescission, you will have no right of action for damages against the company; (b) except with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission after 180 days from the date of the transaction that gave rise to the cause of action; (c) no action shall be commenced to enforce a right of action for damages after the earlier of (i) 180 days (with respect to purchasers resident in Ontario) or one year (with respect to purchasers resident in Saskatchewan and New Brunswick) after you first had knowledge of the facts giving rise to the cause of action and (ii) three years (with respect to purchasers resident in Ontario) or six years (with respect to purchasers resident in Saskatchewan and New Brunswick) after the date of the transaction that gave rise to the cause of action; (d) with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission or damages after 120 days from the date on which payment for the securities was made by you; (e) the company will not be liable if it proves that you purchased the securities with knowledge of the misrepresentation; (f) in the case of an action for damages, the company will not be liable for all or any portion of the damages that it proves do not represent the depreciation in value of the securities as a result of the misrepresentations; (g) in no case will the amount recoverable in such action exceed the price at which the securities were sold to you; and (h) with respect to purchasers resident in Saskatchewan or Nova Scotia, the court may deny the right to recover a contribution where, in all the circumstances of the case, it is satisfied that to permit recovery of a contribution would not be just and equitable. The foregoing is a summary only and is subject to the express provisions of the Securities Act (Ontario), the Securities Act (New Brunswick), the Securities Act (Nova Scotia) and the Securities Act (Saskatchewan), and the rules, regulations and other instruments thereunder, and reference is made to the complete text of such provisions contained therein. Such provisions may contain limitations and statutory defenses on which the company may rely.

In Manitoba, the Securities Act (Manitoba), in Newfoundland and Labrador the Securities Act (Newfoundland and Labrador), in Prince Edward Island the Securities Act (PEI), in Yukon, the Securities Act (Yukon), in Nunavut, the Securities Act (Nunavut) and in the Northwest Territories, the Securities Act (Northwest Territories) provide a statutory right of action for damages or rescission to purchasers resident in Manitoba, Newfoundland and Labrador, PEI, Yukon, Nunavut and Northwest Territories respectively, in circumstances where this document or an amendment hereto contains a misrepresentation, which rights are similar, but not identical, to the rights available to Ontario purchasers.

The statutory rights of action described above is in addition to and without derogation from any other right or remedy at law.



Thank You

Jay Hutton

CEO

jhutton@vsblty.com

Jonathan Paterson

Investor Relations

jonathan.Paterson@harbor-access.com

Graham Farrell

Investor Relations

Graham.Farrell@harbor-access.com