



REINVENTING REAL WORLD RETAIL
TAPPING THE \$100B IN-STORE MEDIA OPPORTUNITY

Disclaimer

This corporate presentation and the information contained herein (the "Presentation") is proprietary and for authorized use only. It is being provided for the use of prospective investors with the express understanding that, without the prior permission in writing from VSBLTY Groupe Technologies Corp. ("VSBLTY" or the "Company"), the investor will not copy this Presentation or any portion of it or use any information contained herein for any purpose other than evaluating a potential investment in securities of VSBLTY.

This Presentation provides general background information about the activities of VSBLTY. Information disclosed in this Presentation is current as of July 11, 2023, except as otherwise provided herein and VSBLTY does not undertake or agree to update this Presentation after the date hereof. All information is derived solely from management of VSBLTY and otherwise publicly available third-party information that has not been independently verified by the Company. Further, it does not purport to be complete nor is it intended to be relied upon as advice (legal, financial, tax or otherwise) to current or potential investors. Each prospective investor should contact his, her or its own legal adviser, independent financial adviser or tax adviser for legal, financial or tax advice. Recipients of this Presentation who are considering acquisition securities of the Company are referred to the public filings made by the Company with Canadian securities regulatory authorities, which are available under the Company's SEDAR profile at www.sedar.com.

This Presentation contains "forward-looking information" within the meaning of applicable Canadian securities laws. This information and these statements, referred to herein as "forward looking statements", are made as of the date of this Presentation or as of the date of the effective date of information described in this presentation, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events and include, without limitation, statements with respect to: (i) the Company's expectations regarding its revenue, operating losses, expenses and research and development operations; (ii) the Company's anticipated cash needs and its needs for additional financing; (iii) the Company's intention to grow its business and operations; (iv) the Company's plans to grow sales and offer new products; (v) expectations with respect to future production costs and capacity; (vi) expectations regarding the Company's growth rates and growth plans and strategies; (vii) the Company's competitive position and the regulatory environment in which the Company operates; (viii) the ability of the Company's products to access markets; (ix) the Company's ability to expand into international markets; (x) the Company's relationship with its distribution partners; (xi) conditions in the financial markets generally, and with respect to the prospects for small capitalization commercial/technologies companies specifically; (xii) the expected demand for the Company's services; (xiii) the Company's future cash requirements; (xiv) the timing, pricing, completion, and regulatory approval of proposed financings; and (xv) the Company's expectations as to the effect of the COVID-19 pandemic on its business and operations.

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.

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

SCALE AND DEPLOYMENT MOMENTUM

Demonstration of scaled deployments and production success

- ✓ **JV partnership with ABInBev in Winkel Retail Media Network** driving Latin American expansion with recurring monthly ad sales to major CPG brands including Coca Cola, PepsiCo, Bimbo, Nestle and Unilever
- ✓ **Successful pilot project in Brazil with leading digital out-of-home media partner** accelerating scale and screen activation of 5-10K stores (bodegas, c-stores, supermarkets) with roll-out in Q1 24
- ✓ **Finalized agreement in Middle East with LuLu Group** to roll-out the largest DOOH network; discussions underway with other large supermarket and c-store chains to build network
- ✓ **Closed accretive acquisition of Shelf Nine in Q4**, with established presence in top 20 US media markets (4,500 screens) creating critical mass to scale over next 2-3 years
- ✓ **Contracts with 200+ brands** for co-developed cooler technology across anchor media networks in US and Europe
- ✓ **Eco-system partnerships with H-Ventures, Multimedia Plus and Lenovo** accelerating sales of unique product offerings (real time training with real time market analytics in a retail environment) in pharmacies and drugstore chains in Europe and US
- ✓ **Deployment of "Secure our Schools"** with partners RADAR USA and 911inform in phase 1 of turnkey security solution
- ✓ **Sovereign Government** development in developing nations.

Typical Retail Store Layout / Deployment

Real-Time Analytics

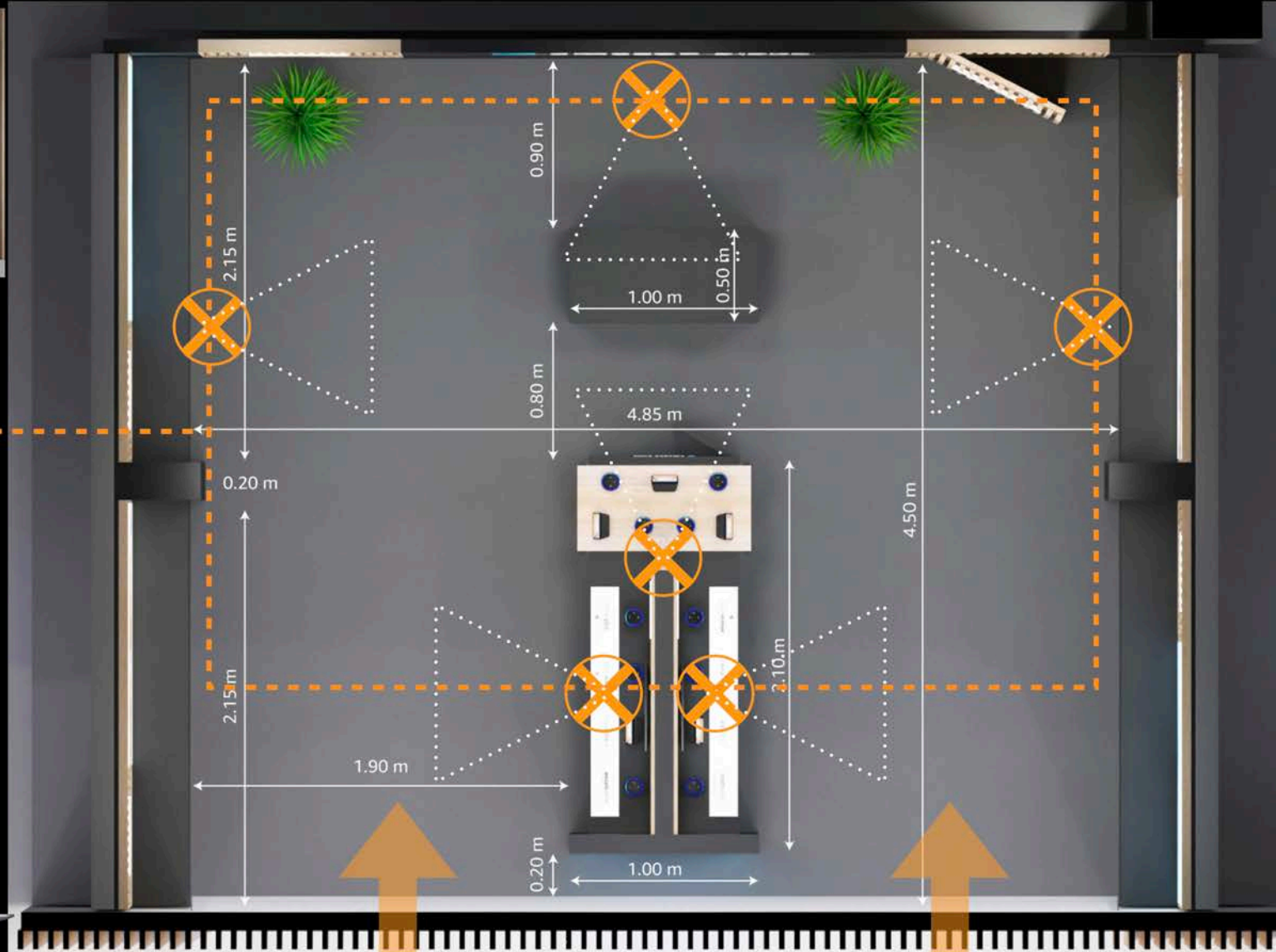


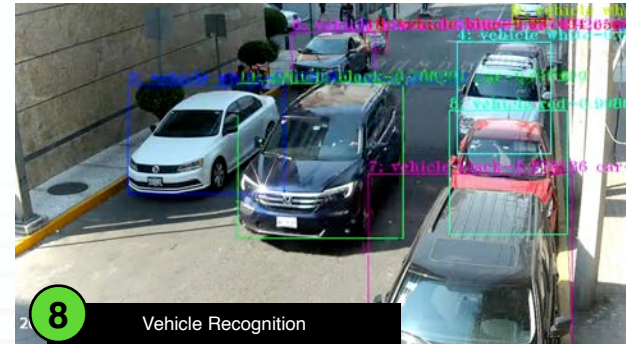
Value Proposition

VSBLTY DATA LAKE



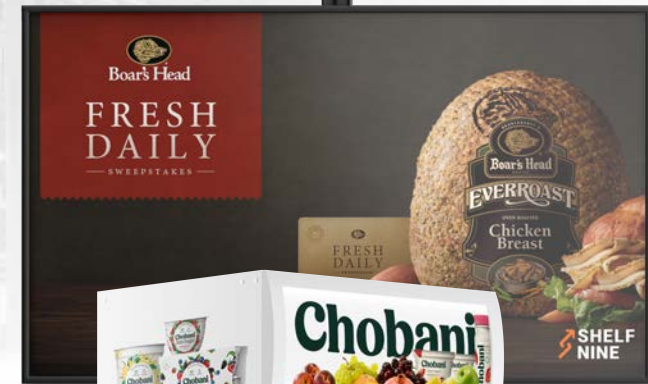
Synthesized Contextual
"Real Time" In-Store Shopper Data





SHELF NINE

RECENT ACQUISITION



Unit Level Economics

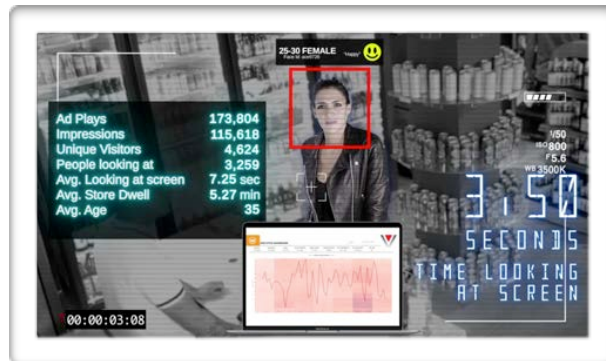
EXPENSES				
# OF LOCATIONS	# DISPLAY PER LOCATION	TOTAL CAPEX	TOTAL MONTHLY OPEX	COST OF CAPITAL
500	5	\$12M	\$2000	15%

REVENUE			
# OF LOCATIONS	REVENUE PER LOCATION/MONTH	ANNUALIZED REVENUE	CONTRACT TERM REVENUE
500	\$3400	\$20M	\$60M

REVENUE SPLITS (\$24M gross to be split)		
	Contract Term	Additional
Retailer	\$6M	
VSBLTY	\$14M	+ SaaS and Program Management
Financial Partner	\$4M	+ cost of capital (IRR>20%)

DIGITAL MARKETING SOLUTION

Store-as-a-Medium: Monetization of digital out-of-home (DOOH) media networks through joint ventures, and partnerships



\$100B RETAIL MEDIA BY 2032

18.45% CAGR (2023-2032)

25-30 FEMALE 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

CONTEXTUAL DATA

DataCaptor™

VisionCaptor™

VSBLTYVector™

CONTEXTUAL DATA



Demographic Learning By location



Visitors Traffic By Location



Ad View Time



Media Impressions



Store Dwell



Gender



Age Range

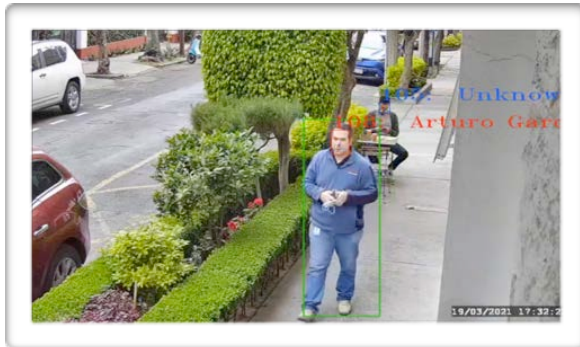


Visitors by time of day/day of week

Delivering targeted advertising through in-store digital displays networks at point of sales (POS); enhancing brand awareness and sales uplift while creating and monetizing anonymized data about customers' viewing and purchase behaviors.

PROACTIVE SECURITY

AI-powered facial recognition and weapon recognition through video surveillance influencing outcomes for real-time threat prevention



\$912B PUBLIC SAFETY & SECURITY 2027

13.25% CAGR (2020-2027)



VSBLTYVector™



Data Analytics



Persons of Interest



Weapons Detection



Decision

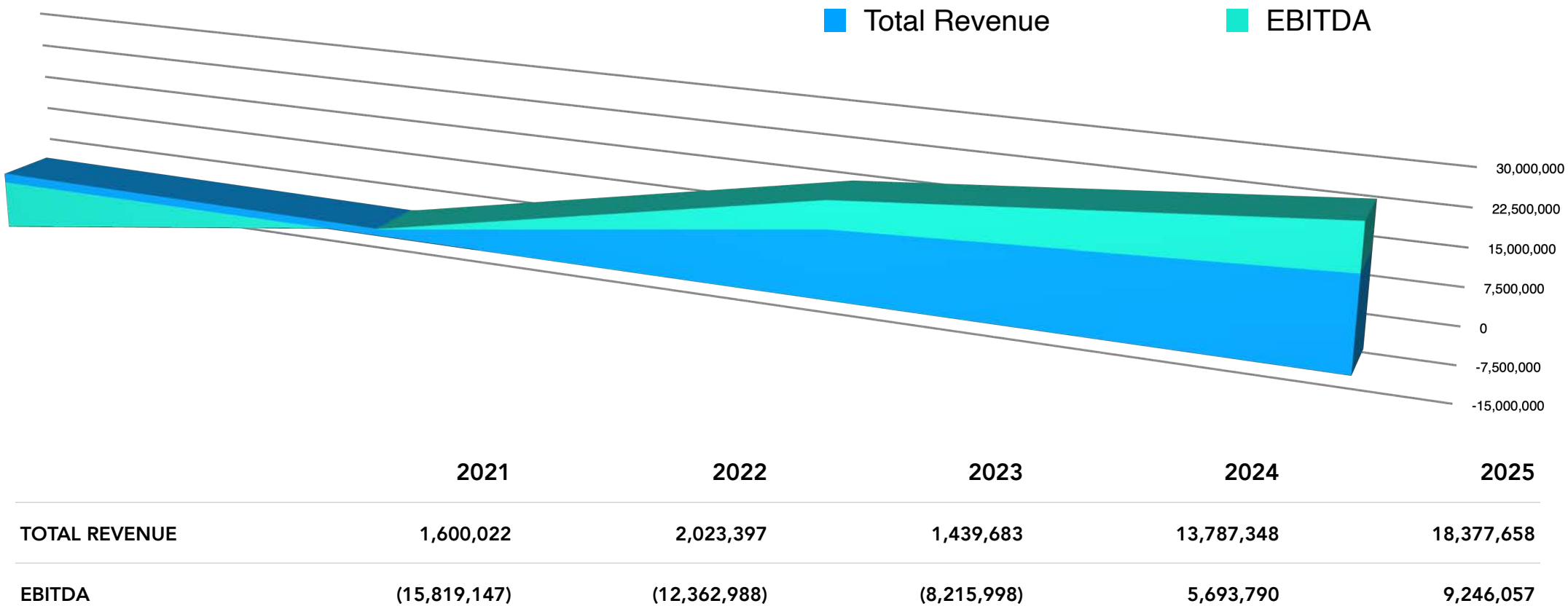


VSBLTY's AI-driven software Vector™ provides enhanced facial and vehicle recognition using contextual data to recognize weapons or suspicious persons in a crowd.

- Deployed and tested in over 10,000 security cameras in Mexico.

- Over 3,700 in the Benito Juarez district of Mexico City resulting in a direct 48% reduction in high-impact crimes such as violent assaults, robberies, and burglaries.

Revenue Forecast

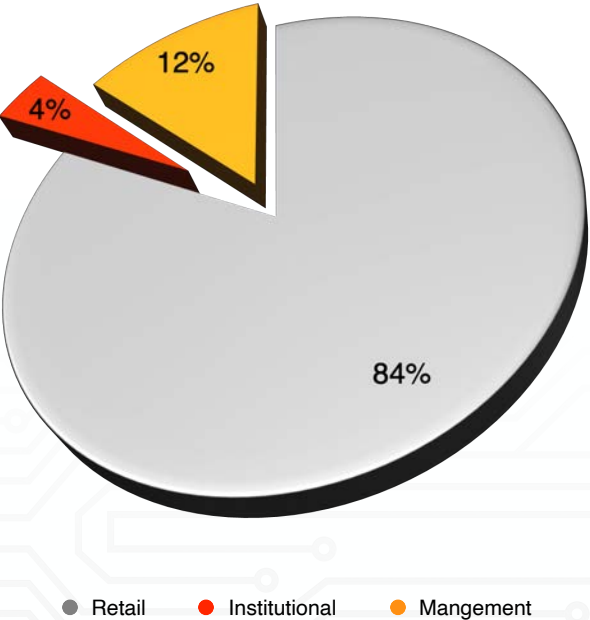


Our Capital Structure

Capital Structure All Information as of 11.2.23

ALL VALUES IN \$CAD

Canadian Stock Exchange (CSE – Primary)	VSBY
Share Price	\$0.09
52-Week Price Range	\$0.075-.\$2.15
Market Cap	\$3M
Basic Shares Outstanding	44,339,625
Warrants	9,173,761
Options	1,619,583
Fully Diluted Shares (Share capital + Warrants + Options)	54,832,969
Management, Board & Insider Ownership	12.2%



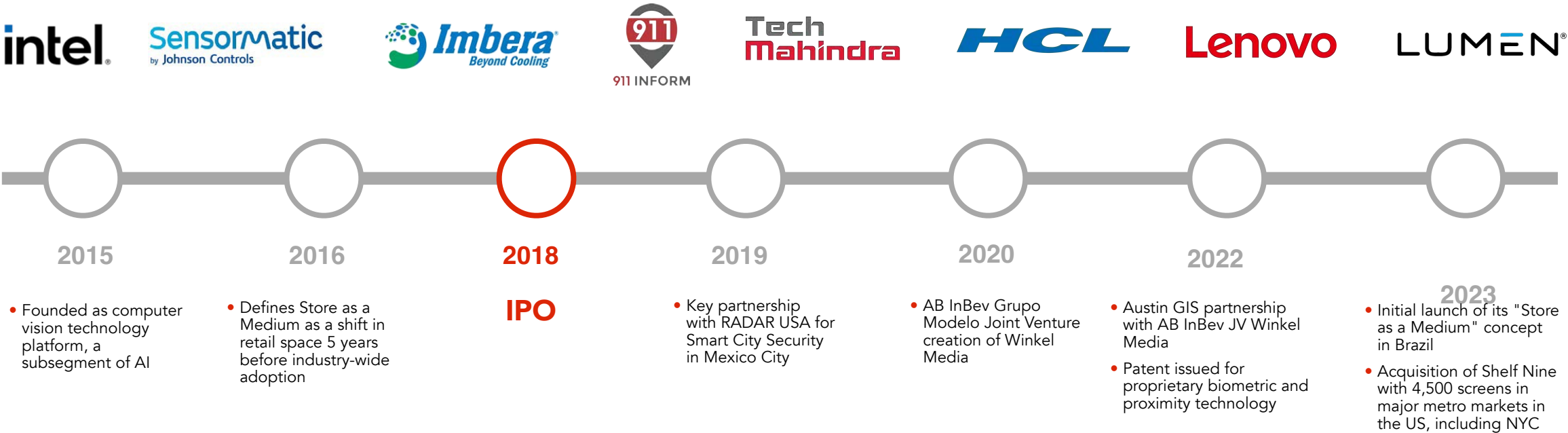
WHY INVEST

- ✓ **Disruptive technology** with valuable and tangible outcomes
- ✓ **Global strategic relationships** with dominant market players accelerating market penetration
- ✓ **Ongoing product expansion** fast-tracking entry into new markets and segments
- ✓ **Improving sales growth**, profitability and costs
- ✓ **Re-aligned Corporate** to add scale and capital
- ✓ **Incremental growth and ARR**

APPENDIX

KEY MILESTONES ACHIEVED

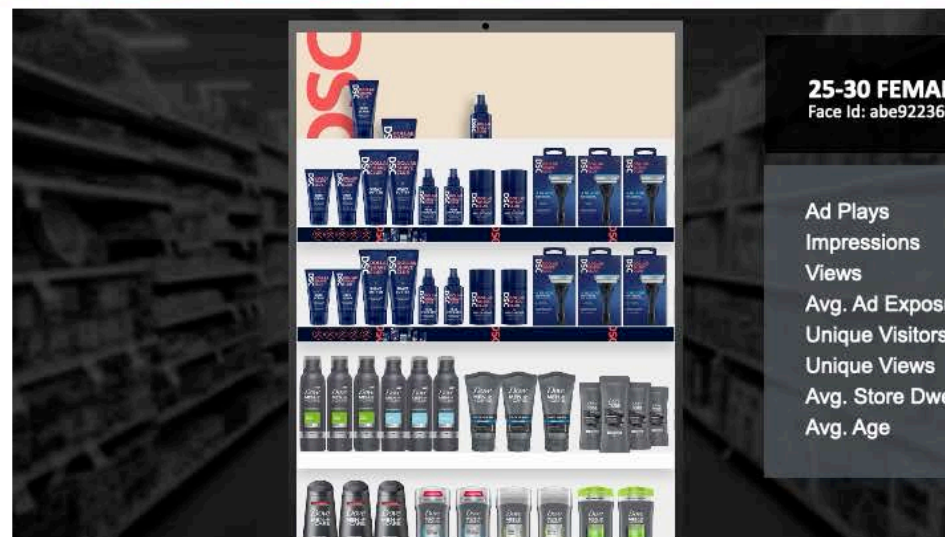
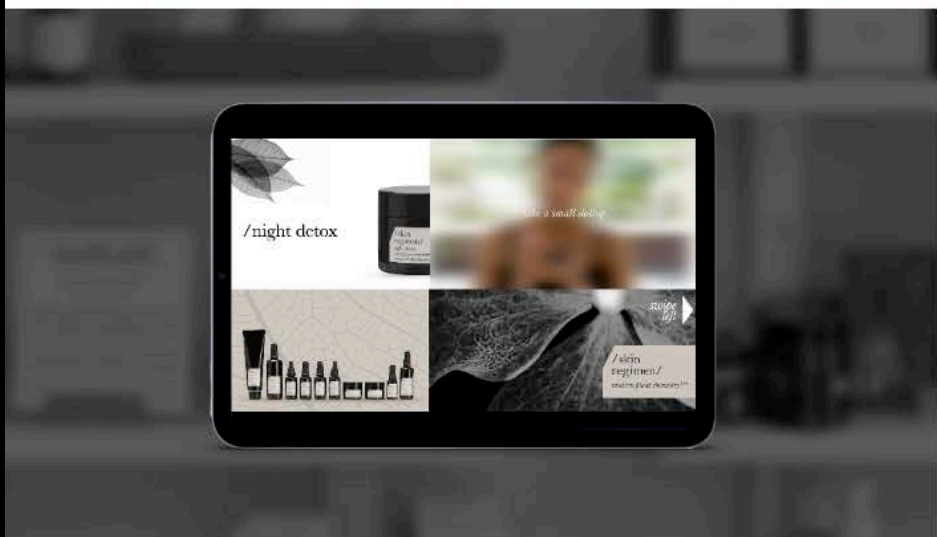
VSBLTY: Investment in strategic partnerships comprised of dominant DOOH media networks, brands, technology and eco-system partners in Mexico, Brazil, the Middle East and the US, accelerating rapid adoption, and scale



VSBLTY Media and Measurement at the Moment of Truth

With Proven Lift by Major Brands of 25-35%

PLAYVIDEO



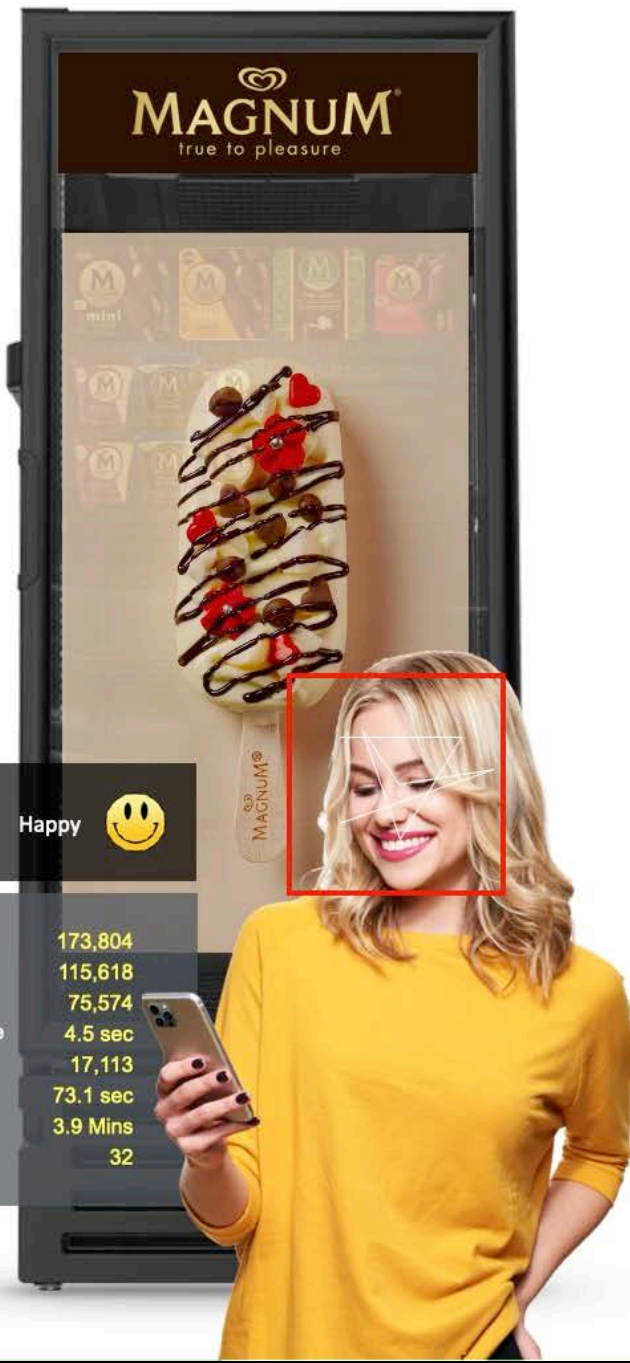
25-30 FEMALE
Face Id: abe92236

Happy



Ad Plays
Impressions
Views
Avg. Ad Exposure
Unique Visitors
Unique Views
Avg. Store Dwell
Avg. Age

173,804
115,618
75,574
4.5 sec
17,113
73.1 sec
3.9 Mins
32



PLAYVIDEO



STORE AS A **MEDIUM**



**SHELF
NINE**



Fairway faves in as fast as 30 min

Get \$15 off your first \$30+

Order from Fairway Now using code: **FairwayNow15**



Excludes 1/20/2024. Min. \$30+ req. Terms apply.



Fairway faves in as fast as 30 min

Get \$15 off your first \$30+

Order from Fairway Now using code: **FairwayNow15**



Get groceries in fewer steps.

Get \$15 off your first \$30+

Order from Fairway Now using code: **FairwayNow15**

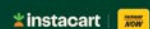
Excludes 1/20/2024. Min. \$30+ req. Terms apply.



**Fairway faves
in as fast as
30 min**

Get \$15 off your first \$30+
Order from Fairway Now
using code: **FairwayNow15**

Excludes 1/20/2024. Min. \$30+ req. Terms apply.



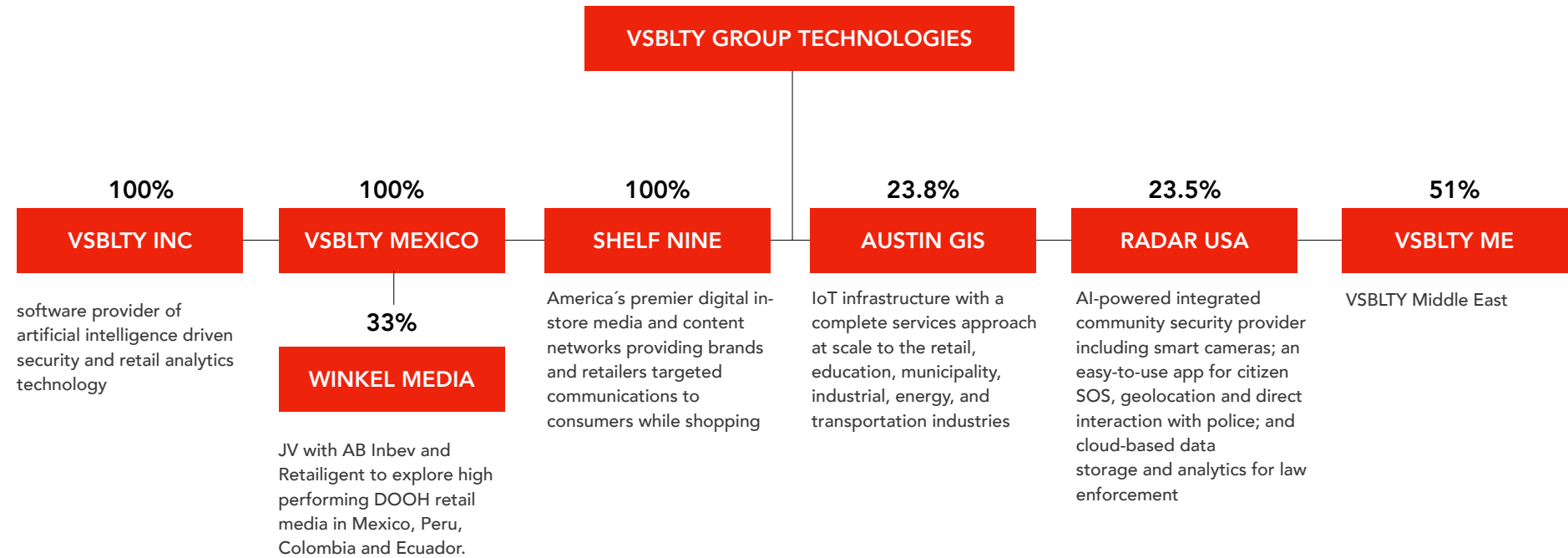
**Fairway faves
in as fast as
30 min**

Get \$15 off your first \$30+
Order from Fairway Now
using code: **FairwayNow15**

Excludes 1/20/2024. Min. \$30+ req. Terms apply.

Corporate Structure

Strategically positioned to create the best opportunities in computer vision and Ad Tech





REINVENTING REAL WORLD RETAIL

TAPPING THE \$100B IN-STORE MEDIA OPPORTUNITY

Jay Hutton

CEO

jhutton@vsblty.com

Jonathan Paterson

Investor Relations

jonathan.Paterson@harbor-access.com

Graham Farrell

Investor Relations

graham.Farrell@harbor-access.com