



VSBLTY™



35 Male Face Id: abe936756 Happy 😊

age 46.0
gender Male
smiling
no glasses

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contempt 0.00030
disgust 0.00110
fear 0.00024
happiness 0.70541
neutral 0.00321
sadness 0.00045
surprise 0.99675

39 Female Face Id: abe9327936

age 41
gender fem
smiling
no glasses

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contempt 0.00
disgust 0.00
fear 0.00
happiness 0.60
neutral 0.00
sadness 0.00
surprise 0.00

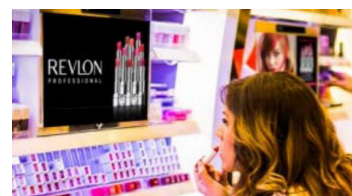
VSBLTY Groupe Technologies (CSE: VSBY): Intersection of Marketing and Security

There is a myriad of technology companies specializing in marketing intelligence these days, and there are many companies working in the security sector. How many companies do you know that operate in both at the same time? Probably not that many. We believe that is a key differentiator for **VSBLTY Groupe Technologies**, trading on the Canadian Securities Exchange under the ticker symbol **VSBY**.

Headquartered in Philadelphia, VSBLTY is the world leader in **Proactive Digital Display™**, transforming retail and public spaces with the technology that represents a combination of rich interactive content and real-time data collection in a single turnkey solution. VSBLTY allows consumers to interact with the display, manipulate content, and engage in an immersive shopper experience through intuitive touch, while also enhancing security by skillfully interpreting the surroundings.

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The Company developed three technologies **driven by AI and machine learning**:



DataCaptor™ is an installation that in real-time identifies and measures Body Counts, Gender, Age Range, Dwell Time, Recurring Visitors, and Emotional Sentiment while remaining invisible.



VisionCaptor™ makes interactive brand messaging come to life on transparent glass displays.



VSBLTY Vector™ is a state-of-the-art software that provides facial recognition and weapon detection.

Thus, DataCaptor™ and VisionCaptor™ represent the marketing intelligence side of VSBLTY’s business, while Vector™ belongs to the security side. When integrated, they represent a one-of-a-kind technology solution, unique in the marketplace.

Brick-and-Mortar Marketing Intelligence

Imagine you are a brand that is placing an ad in a retail store or any other venue. How do you measure its effect? Online giants have been doing this for years now, but the brick-and-mortar industry has been lagging. Yet people still shop in physical spaces and attend venues off-line, so as a brand you still want to do marketing that is not exclusive to a virtual space only. That’s what VSBLTY’s digital display solutions are for.

Using the Company’s EDGE and/or Cloud-enabled solutions, retailers can enhance guest experience with interactive brand messaging triggered by demographic, identity, even sentiment. As the person approaches the display, the technology using advanced optics and sensors starts its qualitative measurement and analysis, all in real time, later supplying the store and the brands with valuable data and even more importantly, actionable insights.

It brings online marketing toolset into the brick-and-mortar environment. VSBLTY’s software provides three distinct zones for

measurement of the customer experience known as “entice-ment”, “engagement” and “interaction”. Each zone is measured separately including content that the customer touches in the interactive zone. VSBLTY also measures the number of people that “are looking” at the screen vs. total impressions.

On top of that, VSBLTY is the only company that provides a turn-key solution to clients, from hardware to content development to analytics.

Enhanced Security

VSBLTY’s software is able to skillfully interpret the surroundings it is placed in – be it a school, a store, a stadium, a transit hub, or even a street as part of a ‘smart city’ application – and deliver instant information streamlined for a particular security application.

One or hundreds of Persons Of Interest as well as objects, including everything from backpacks to assault weapons, can be identified in a large crowd in milliseconds, therefore significantly increasing security of any venue.

Cameras are embedded into the display screen (the same digital display mentioned above for marketing intelligence purposes), and consumers look to the screens for information and advertising content, ensuring that a more accurate facial recognition is achieved, versus traditional overhead cameras.

VSBLTY Vector™ also uses sophisticated dashboards and mobile interfaces, allowing this platform to perform like no other security enhancement on the market today. And since these digital screens can run advertising for brands that want to reach targeted consumers, the marketing revenue can offset the cost of deployment.

VSBLTY’s disruptive SaaS solution conforms with Federal and State privacy laws.

Channel Partnerships

VSBLTY’s array of solutions has already been recognized by many big players both in marketing and security industries.

In September 2019, the Company signed a contract with **Sensormatic**, a multi-billion-dollar division of Johnson Controls (NYSE: JCI), whereby VSBLTY’s technology was to be installed in 185,000 stores across 105 countries. Much of the second half of

2019 was dedicated to early adoption and training, with the actual revenue kicking in late last year. Now that the deployment has been completed, VSBLTY is projecting \$4-6M revenue in Software as a Service (SaaS) in FY 2020.

In Q1 2020 VSBLTY also began shipments of its DataCaptor™ and VisionCaptor™ solutions as part of its agreement with **Seneca**, division of Arrow Technologies (NYSE: ARW), a global diversified electronics distributor which made \$30B in revenue in FY 2018. VSBLTY expects a total of 250,000 shipments in FY 2020 and a projected revenue of \$2-3M in SaaS.



At the beginning of 2020, VSBLTY signed a partnership agreement with **News America Marketing**, one of the top 3 marketing services companies in the US and Canada, to jointly deliver advanced digital in-store media analytics to retailers and brand marketers across 55,000 stores, bringing VSBLTY a projected revenue of \$2-3.5M in SaaS in FY 2020.

The Company has also been working with **Energetika**, an integrated lighting, energy and security solutions company, on a disruptive 'Citizen Safety' program sponsored by municipal governments in Mexico City. Deployment of a custom, proprietary software devel-

oped by VSBLTY and installed into **Energetika's** lighting systems began in Q4 2019 and has already showed incredible results in several counties in Mexico City. Expected revenue in 2020 is \$2-3.5M in SaaS. The 'Smart City' project will now be expanded to Colombia, whereby VSBLTY and its partner **RadarApp** will test out a network of security kits in the regions of Bogota, Medellin, and Barranquilla consisting of outdoor mounted HD cameras, high intensity lighting, motion sensors and audible alarms as well as VSBLTY AI-inspired video analytics.

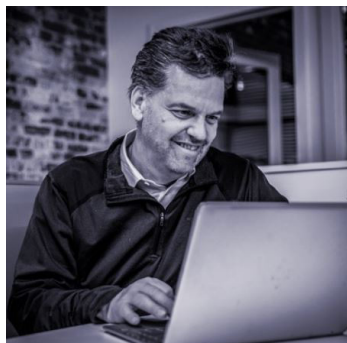
On top of that, together with **Photon-X** the Company is now testing its new temperature screening systems that can help screen people potentially infected with COVID-19 as they enter any public facility. The two firms are collaborating to develop a multi-sensor camera capability specifically for security and smart buildings applications.

VSBLTY has a few other significant partnerships in the pipeline, one of which, with a \$17B-dollar retail display and packaging company, has already been secured with the announcement pending.



Investment Highlights

- ▶ A world leader in the development and application of Machine Learning and Artificial Intelligence, which is the foundation for future technological advancements in digital out-of-home media.
- ▶ VSBLTY technology significantly improves security operations through its ability to identify weapons and capture frontal views of Persons Of Interest that overhead cameras cannot.
- ▶ VSBLTY technology is transforming the retail industry and is in demand in retail and other public venues to improve the guest experience and encourage engagement. Proactive Digital Display™ is a necessity for the future of meaningful customer analytics and customer experiences.
- ▶ Strong worldwide channel partners with established distribution.
- ▶ Globally recognized management team with many years of experience as executives and operators in public and private software technology and shopper marketing related companies.
- ▶ Objective for 2020 is to surpass the \$15M revenue target.
- ▶ Highly scalable business opportunity with addressable market to balloon to \$219B by 2023.



Jay Hutton, Co-Founder/CEO, President & Director, VSBLTY

Co-Founder and CEO, Jay is both the visionary leader of this new company and at the same time brings day-to-day balance to the team, fostering quick-to-market client opportunities with focused, disciplined attention on the challenges inherent in their execution. Jay draws on his many years of experience as a seasoned software executive with a career spanning more than 25 years. Jay began his career at Gandalf Technologies, an

Ottawa-based pioneer of data communications technology in 1988. He later served as Country Manager (Canada) of Ascend Communications during their rapid growth, public offering and ultimate sale to Lucent Technologies in 1999. Jay then spent the next 10 years as President and CEO of a privately financed private company that ultimately went public. Prior to starting VSBLTY, Jay managed the introduction of electronic payment options to New York City's 13,000 taxicabs that also functioned as in-vehicle media outlets for local news and weather.

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