



**Zonetail**

TSXV : ZONE / OTCQB: ZTLF

**Corporate Presentation**

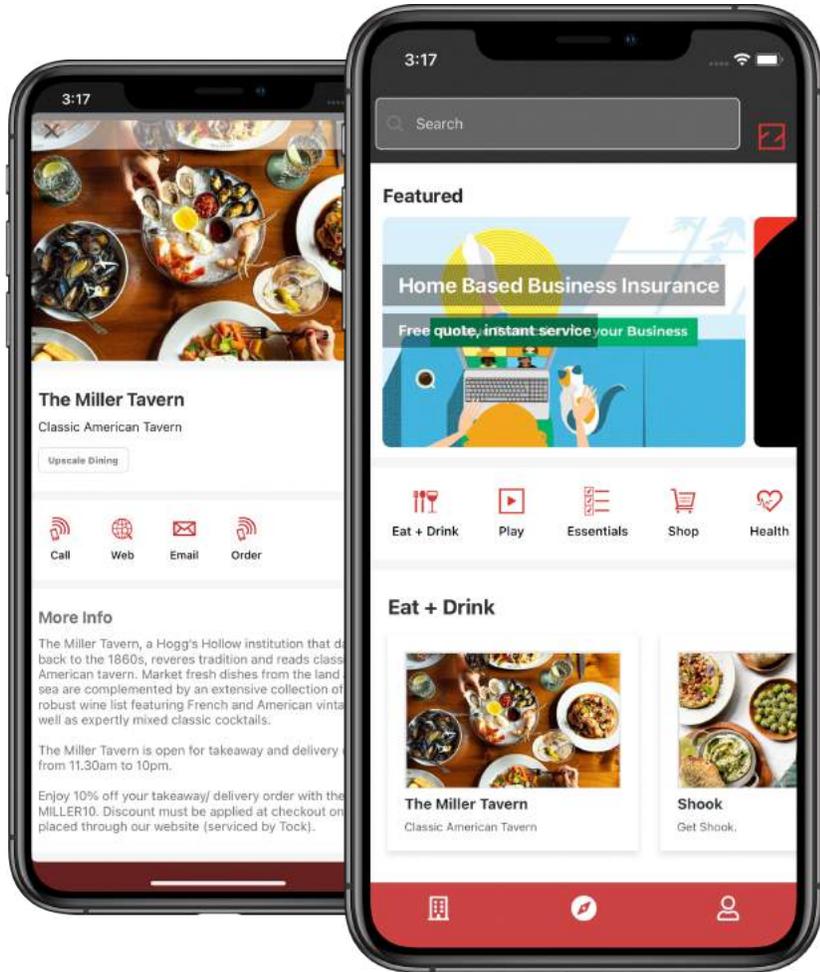
**2021**

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This presentation contains forward-looking statements that relate to Zonetail's current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "aim", "estimate", "intend", "plan", "seek", "believe", "potential", "continue", "is/are likely to" or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Zonetail has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, among other things, statements relating to: anticipated use of proceeds from the offering; stability and growth of the global hotel industry; continued reliance of consumers on mobile device applications; the acceptance by hotels/condos and consumers of new technologies; the acceptance by hotels/condos and consumers of blockchain related technologies; Zonetail's ability to attract agreements with new hotels/condos and develop and maintain existing agreements with hotels/condos; Zonetail's ability to retain key personnel; Zonetail's expectations with respect to its ability to develop future generations of the application; Zonetail's ability to develop a hotel booking platform using blockchain technology; regulatory developments, particularly in respect of blockchain, and the regulatory environments in which Zonetail operates; Zonetail's competitive position and its expectations regarding competition (including other developers of blockchain hotel booking platforms); trends in the hotel industry and markets; our ability to expand our sales and distribution infrastructure and our marketing in order to attract advertisers; our ability to develop products and technologies that keep pace with the continuing changes in technology, evolving industry standards, new product introductions by our competitors and changing client preferences and requirements; our ability to protect our technology and intellectual property rights; our ability to avoid IT systems-related failures, data privacy risks and obligations, and/or security breaches; expectations regarding Zonetail's revenue, expenses and operations; anticipated industry trends; our ability to raise additional capital; revenue growth guidance; future growth plans and growth strategy; anticipated future development dates in connection with future versions of the application and the Condo app; our ability to successfully complete an RTO and publically list Zonetail. 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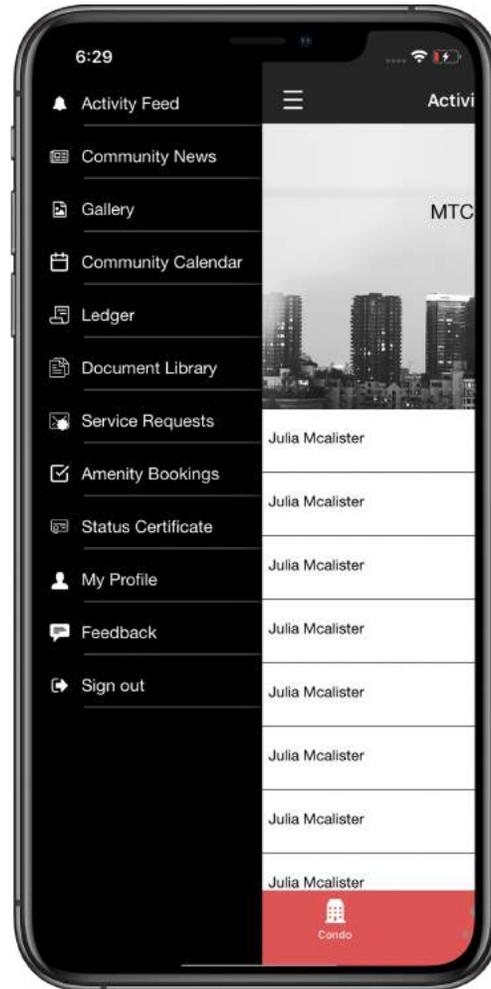
# What is Zonetail?



- Mobile platforms for hotels and high-rise residential
- Digitally connecting the user to:
  - Amenities & services of the building
  - Businesses in the surrounding neighborhood

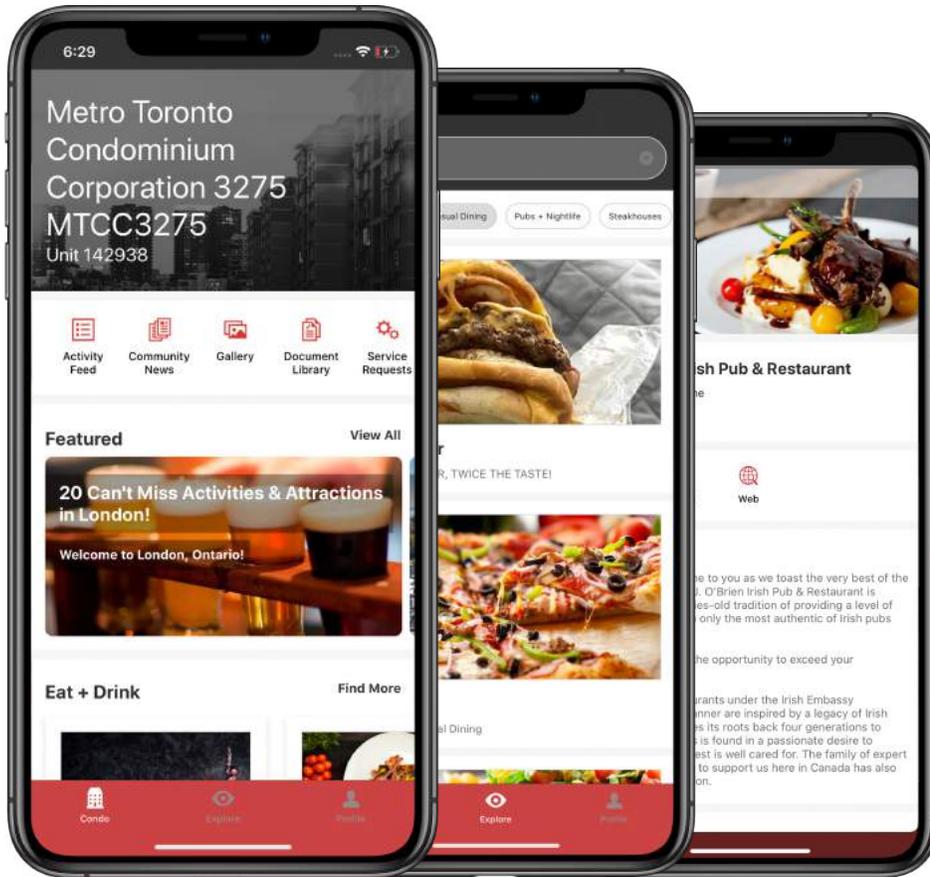
# Condo Features

- In-app messaging and push notifications
- General information
- Maintenance requests
- Resident services and amenities
- Document management



- Marketplace
- Community news and activity feed
- Privacy and security
- Emergency alert system
- Access the neighbourhood

# How we make money



- In-app advertising
  - Merchant ads in the app's 'Explore' section
- Transaction-based
  - Agreements with companies such as Grubhub and Radical Road Brewing
- Future revenue streams
  - Hotel booking engine
  - Resale of data and analytics

For more information on the revenue model see our corporate update at: <https://www.zonetail.com/2020/10/21/zonetail-corporate-update-full-version/>

# Advertiser Benefits

- Direct access to the hard-to-reach high-rise residential and hotel markets
- More effective than direct mail at a fraction of the cost
- Advertisers can:
  - Display an ad
  - Present product lines
  - Create offers and promotions
  - Call function
  - Map function
  - Links to website, hours, reservations, menu, etc.
  - Fully trackable with monthly reporting
  - Complete control over content and the ability to update and edit in real time



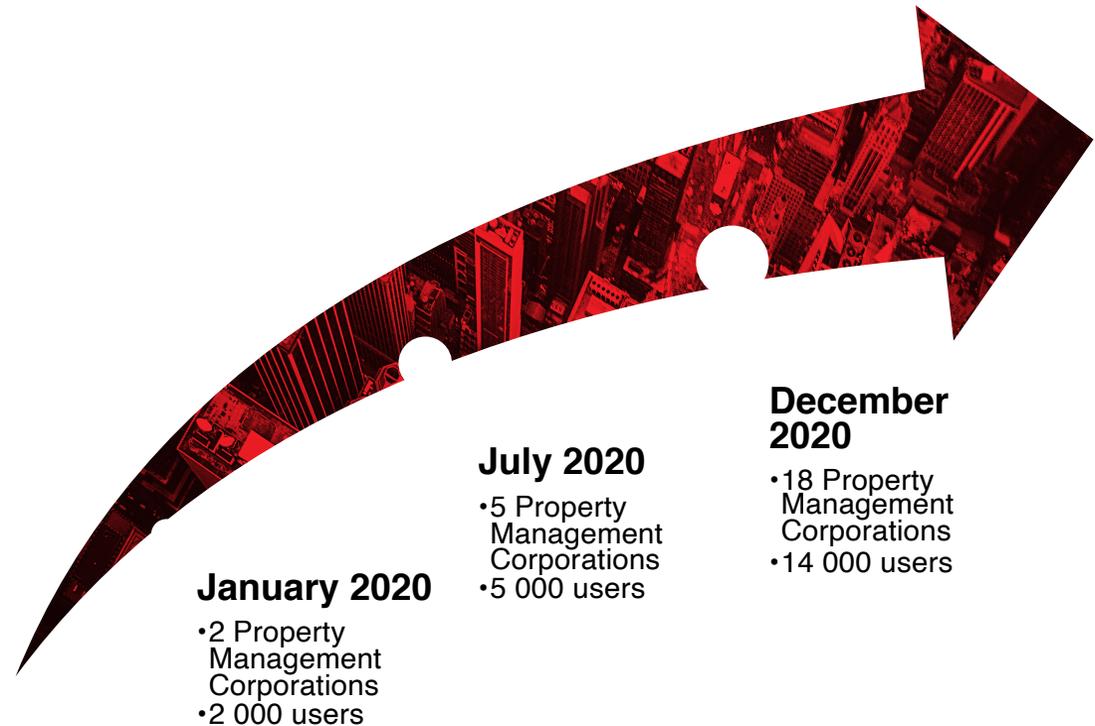
# Market Implementation to Date

## Shiftsuite integration

- Partnership signed in July 2015
- Condo platform launch in January 2019
- Live in approximately 85,000 Shiftsuite condo households
  - Potential to grow north of 200,000 households



## User progression



# Market Implementation Future

- Integration agreement with Yardi:  
largest property management software provider in North America
  - Integrate the new Zonetail residential platform to Yardi Voyager
  - 1000's of new managed condominium and apartment buildings across Canada
    - Such as Del, H&R, Maple Ridge
  - Provide access to the US market where Yardi is a market leader



*“The Zonetail residential platform is unique in that it doesn’t just provide additional connectivity between property management and residents, but it also ties in the businesses in the local community in a way that no one has successfully done in the past. It’s clearly a value-add to our systems and to the managers and residents that use them,”*

- Peter Altobelli, Vice President of Yardi Canada



# Major Partnership

- Signed an agreement in March 2020 with one of Canada's largest telecom companies
  - ➔ Phase 1 (2020)
    - Allows telecom client to reach high-rise residents
      - ✓ Cable TV
      - ✓ Internet
      - ✓ Home phone
  - ➔ Phase 2 (2021)
    - Exclusivity on Zonetail platforms
    - Unique branded section
- Telecom partner assisting Zonetail to increase its reach
  - ➔ Brokered the deal with Yardi
  - ➔ Assisting to sign other PMCs



# Potential Value Per User



## Calculating lifetime value

	90 day LTV	1 year LTV	10 year LTV	Discounted 10 year LTV	# users	Total value of current users	Potential Range			
							# Users	Potential value	# Users	Potential value
Residential	\$13.88	\$55.52	\$555.20	\$341.15	12,000	\$4,094,000	100,000	\$34,115,000	1,000,000	\$341,146,000
Hotel	180 day LTV \$29.42	\$58.84	\$588.40	\$361.55	1,000	362,000	20,000	7,231,000	200,000	72,309,000
<b>Total LTV</b>						<b>\$4,456,000</b>		<b>\$41,346,000</b>		<b>\$413,455,000</b>

Based on AppsFlyer 2018 [Report](#)

Comparable:



- Nextdoor provides community-based forums and local advertising loosely organized by postal and zip codes
  - Vs resident's approach for Zonetail, providing greater utility
- Moving towards its IPO with valuation range of US\$ 4-5 billion

# 2021 Focus



Due to COVID-19, the emphasis has been on the residential vertical until the hotel industry rebounds. 2020 provided strong momentum with the signings of Yardi, telecom partner and others. The 2021 focus is to capitalize on the growing momentum by:

- Expanding property portfolio (Yardi and others)
- Launching the residential platform in the U.S.
- Increasing advertising revenue
- Increasing transactional revenue (including an age gated section offering cannabis related products and delivery in the regions where legal)
- Increasing downloads and user engagement
- Improving technology
- Continuing to build on strategic partnerships
- Launch new hotel platform as the industry recovers from COVID-19

# The Team



**Mark Holmes**

**Co-Founder and CEO**

Over 25-years experience in marketing, including leading Zonetail management through its growth including five successful rounds of financing totaling approximately \$10M.



**Errol Farr**

**CFO**

Mr. Farr is a seasoned financial professional with over 35 years of experience in financial management and reporting, operations, business optimization and strategy development.



**Ken Singh**

**VP Business Development and Operations**

With more than 20-years of IT experience, Ken has held senior leadership roles with BMC Software, 12 Technologies, Bell Micro Products, and most recently as VP Mobility at SAP Canada.



**Dr. Joe Geraci**

**Chief Technology Advisor**

Doctorate in mathematical physics. Post-doc in oncology, neuro-psychiatry, and machine learning. Expertise in machine learning and A.I. Held the lead innovation position at Equifax Canada working on blockchain technologies. He is currently the CSO of NetraMark Corp.

# Hotel Segment

- April 2016 signed an agreement with AAHOA, the largest association of hotels in the world
- AAHOA owns ~50% of the U.S. hotel market
- New hotel platform to be released late 2021
  - ➔ Planned to include hotel booking engine



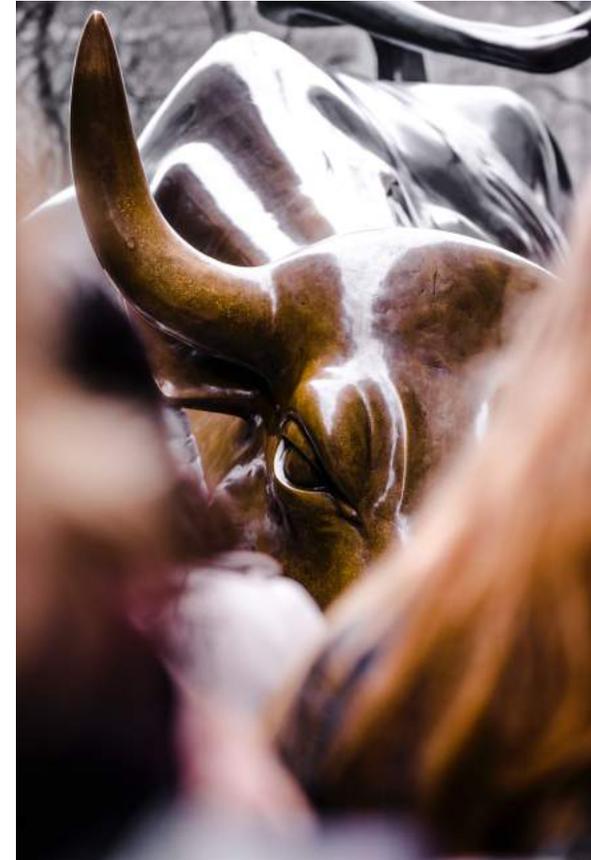
- November 2020 signed an integration agreement with Routier
  - ➔ Provides guest mobile phone number upon check-in
  - ➔ Allows for digital communication with hotel guests in 65 languages
  - ➔ Industry leading engagement rate of 75%
  - ➔ Guests can receive promotions and offers without Zonetail app



# Why Invest in Zonetail?



- Dominates in hotel distribution
- Dominates in high rise residential distribution
- Is the gateway to access the hard-to-reach high rise residential and hotel markets
- Integration agreement with Yardi
- Integration with Shiftsuite
- Partnership with AAHOA
- Integration agreement with Routier
- Signed agreement with major telecom partner





Zonetail

Thank you

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