



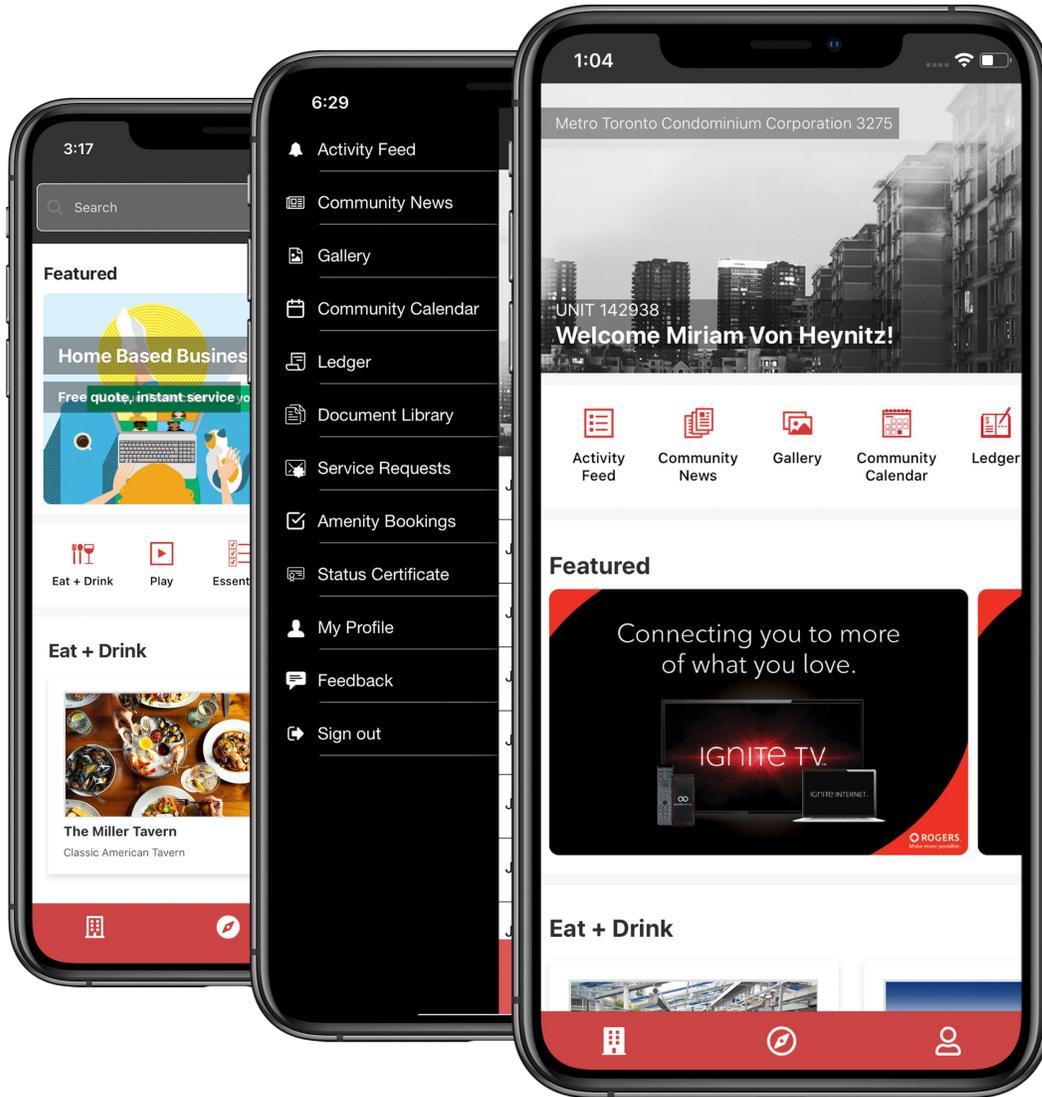
Zonetail

TSXV : ZONE / OTCQB: ZTLF

Corporate Presentation

September 2021

What is Zonetail?

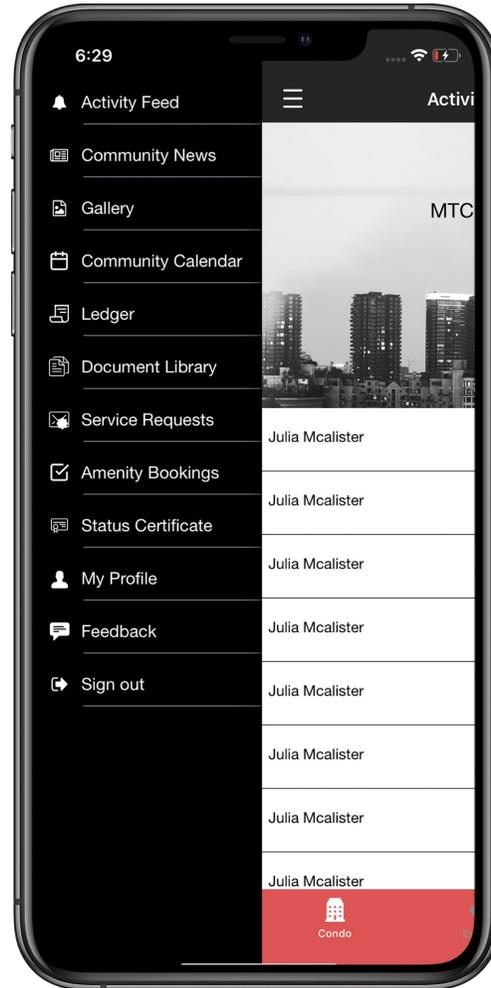


- Mobile platforms for hotels and high-rise residential
- Digitally connecting the user to:
 - Amenities & services of the building
 - Businesses in the surrounding neighbourhood

Residential App Features

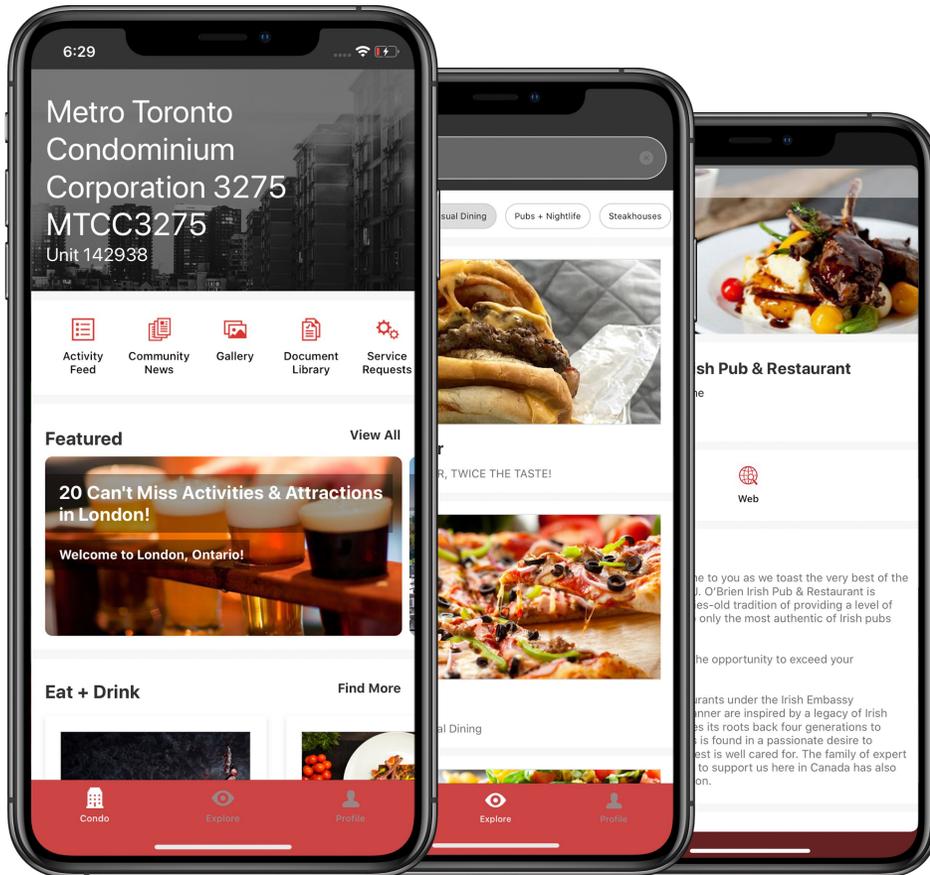


- In-app messaging and push notifications
- General information
- Maintenance requests
- Resident services and amenities
- Document management



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

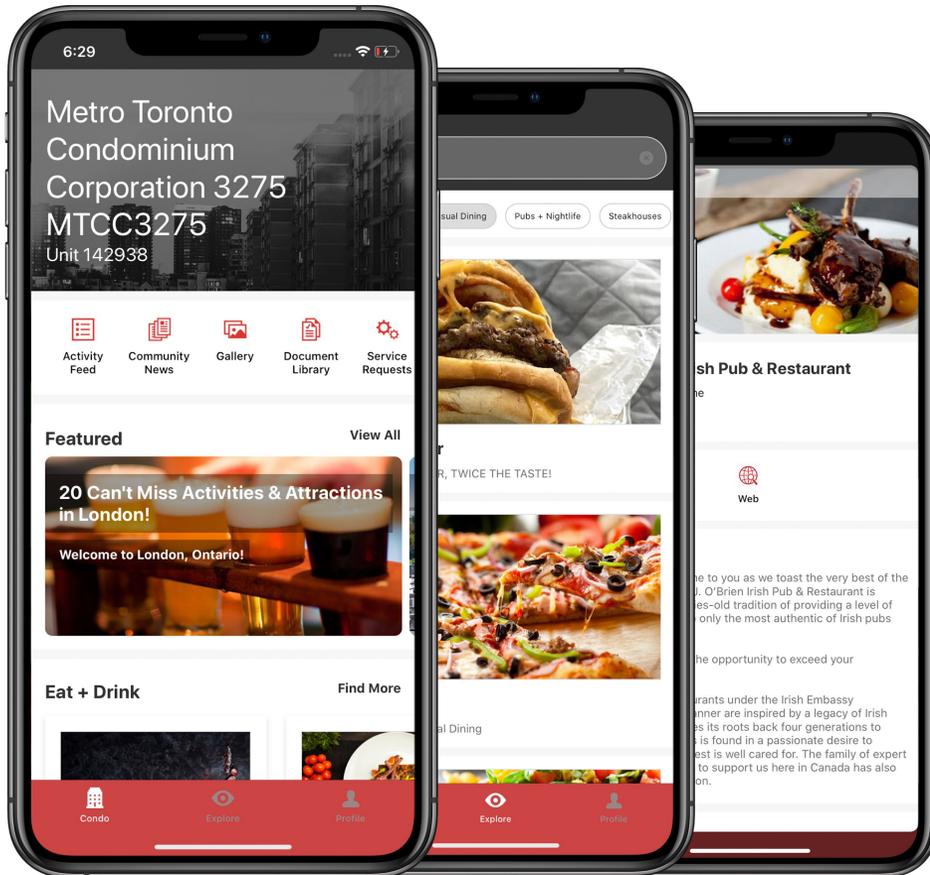
How we make money



- In-app advertising
 - Merchant ads in the app's 'Explore' section
- Transaction-based
 - Agreements with companies such as Grubhub and HelloFresh
- 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/>

Revenue Model



• In-app advertising

- Comparable to direct mail at a fraction of the cost (average direct mail piece costs 25c)
- We charge 10c per unit per month (ex. 250,000 units purchased equates to \$25,000/month in recurring revenue)
- The more units the greater the revenue
- Projected 50-100 ads per unit

• Transaction-based

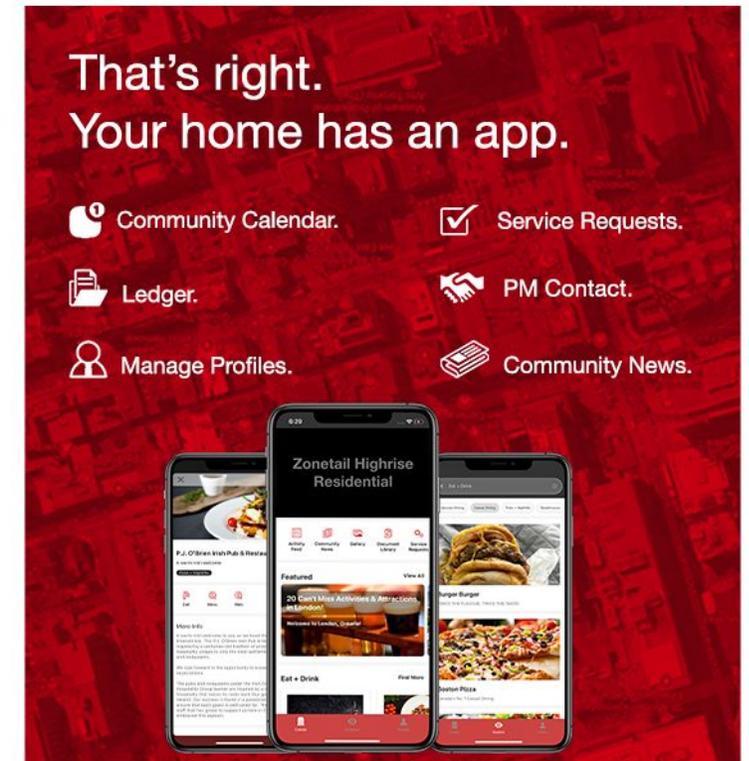
- Zonetail receives a fee for services and products purchased through the platform

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User Acquisition: The Zonetail Advantage



- Unlike other mobile platforms the cost for user acquisition for Zonetail is virtually nil - no marketing dollars are necessary
- Property management corporations have all the contact information for every resident
- Zonetail provides them with a well designed email that they send to the residents notifying them that their building now has an app
- Everytime an email is sent out there is a large spike in downloads proving that when residents find out about the app they want it
- We supplement this with follow up emails and posters that are put up in the common areas of the building



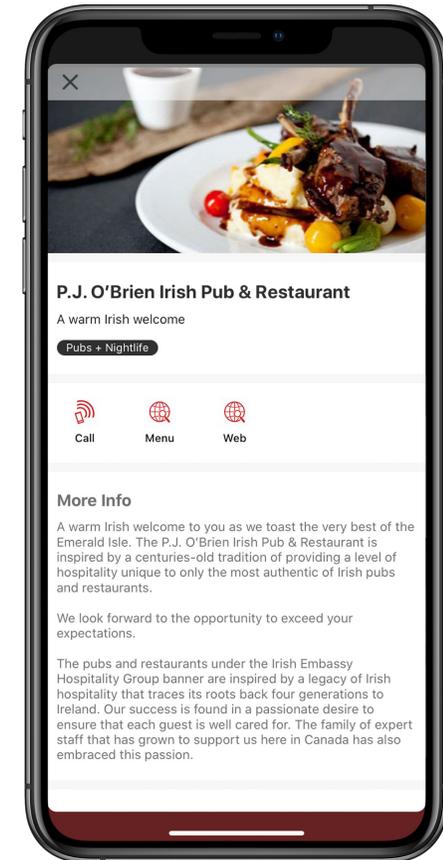
**MAKE YOUR HOME LIFE EASIER
TO MANAGE AND MORE REWARDING**



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
 - Send push notifications
 - 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



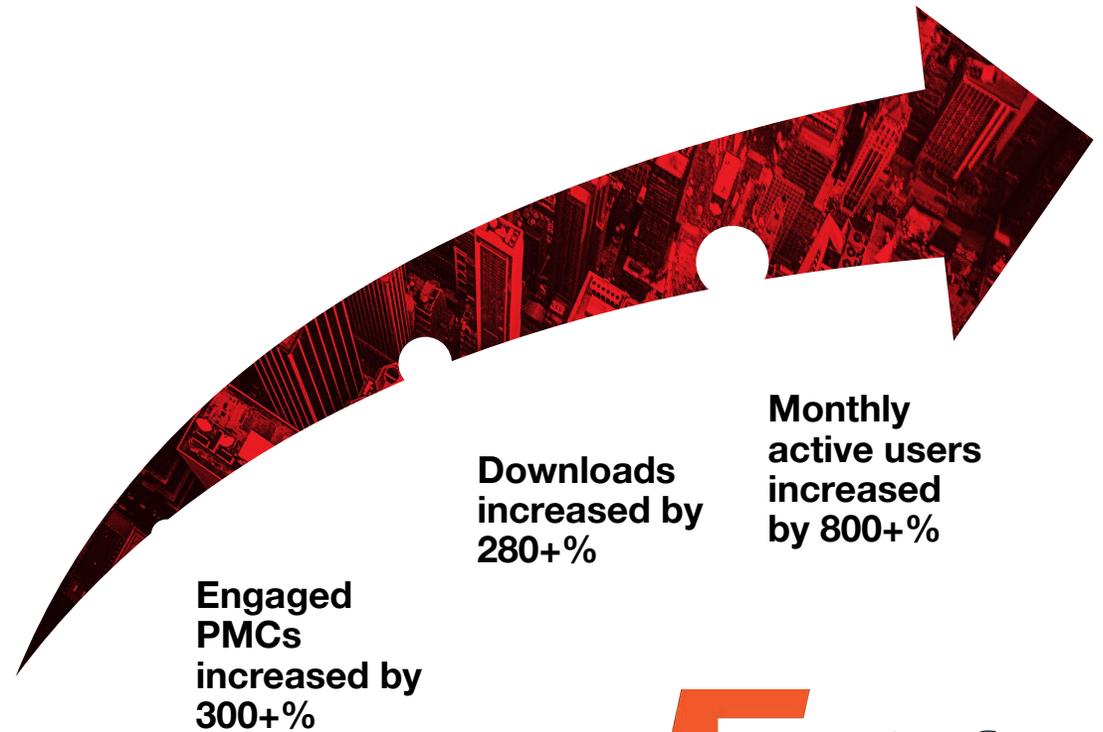
Market Success to Date



Shiftsuite Integration

- Condo platform soft-launched in partnership with Shiftsuite in 2019
- Today we are live and in revenue in over 85,000 condo households
 - Potential to grow north of 200,000 households
- All key metrics continue to climb further proving that PMCs, residents and advertisers find increased value in the platform

Year over Year Growth



Positioned for Success: Major Milestone



- December 2020: Zonetail announced an integration agreement with Yardi: largest property management software provider in North America
 - Yardi integration provides Zonetail with the ability to service tens of thousands of condo and apartment buildings across North America representing millions of homes
 - This allows for the launch of Zonetail's residential platform in the U.S.
 - This also allows for the launch of Zonetail's third vertical, apartments
- March 2021: Zonetail announced the integration with Yardi is complete
- July 2021: Zonetail announced the successful completion of the beta test
- September 2021: Zonetail signs first Yardi client, Firm Capital



Yardi Perspective



“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
 - Phase 1
 - Allows Rogers to reach high rise residents
 - ✓ Ignite bundles
 - ✓ Ignite Internet
 - ✓ Ignite home phone
 - Phase 2
 - Exclusivity on Zonetail platforms
 - Unique 'Rogers' branded section
- Rogers 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
Total LTV						\$4,456,000		\$41,346,000		\$413,455,000

Based on AppsFlyer 2018 Report

Comparable:

nextdoor

- 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. The 2021 focus is to capitalize on the Yardi agreement to increase the property portfolio.

Expanding property portfolio (Yardi roll out: Fall 2021)

- Launching the residential platform in the U.S.
- ‘Explore’, as a stand alone platform to service Yardi clients using RENTCafé and CondoCafé, Yardi’s premium platforms with a large established user base
- Increasing advertising revenue
- Increasing transactional revenue including a planned home services and concierge offering
- Increasing downloads and user engagement
- Continuing to build on strategic partnerships
- Develop 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.



James Jenkins
Executive VP, U.S. Markets

James joins Zonetail with over 20 years of experience in business development, leadership and sales. Previously James was the senior VP of business development for AAHOA.

Hotel Segment



- April 2016 signed an agreement with AAHOA, the largest association of hotels in the world
- AAHOA owns ~60% of the U.S. hotel market
- New hotel platform planned to be released 2022



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 high rise residential distribution
- Is the gateway to access the hard-to-reach high rise residential and hotel markets
- Integration with Yardi
- Integration with Shiftsuite
- Partnership with AAHOA representing over 60% of the U.S hotel market
- Signed agreements with multiple industry leading clients including Rogers

Cap Table

Common Shares	190,088,134
Fully diluted	202,248,134
Insider	15.5%

Conta



Zonetail

Thank you

Mark Holmes, Founder and CEO

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