

FEBRUARY 2024

# Investor Deck



TSXV: FOBI

OTCQB: FOBIF

[investors.fobi.ai](https://investors.fobi.ai)

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# About Fobi AI

Fobi AI is the gateway to integrated connectivity and digital transformation, making it easy for operators to future-proof their businesses as the world accelerates toward a fully mobile-first and data-centric future.

With over five years as a market leader in automation, Fobi has long been using AI, data intelligence, and real-time analytics to enable organizations to digitally transform their business models. We have been raising the bar for customer engagement, personalization, and activation on a global scale.

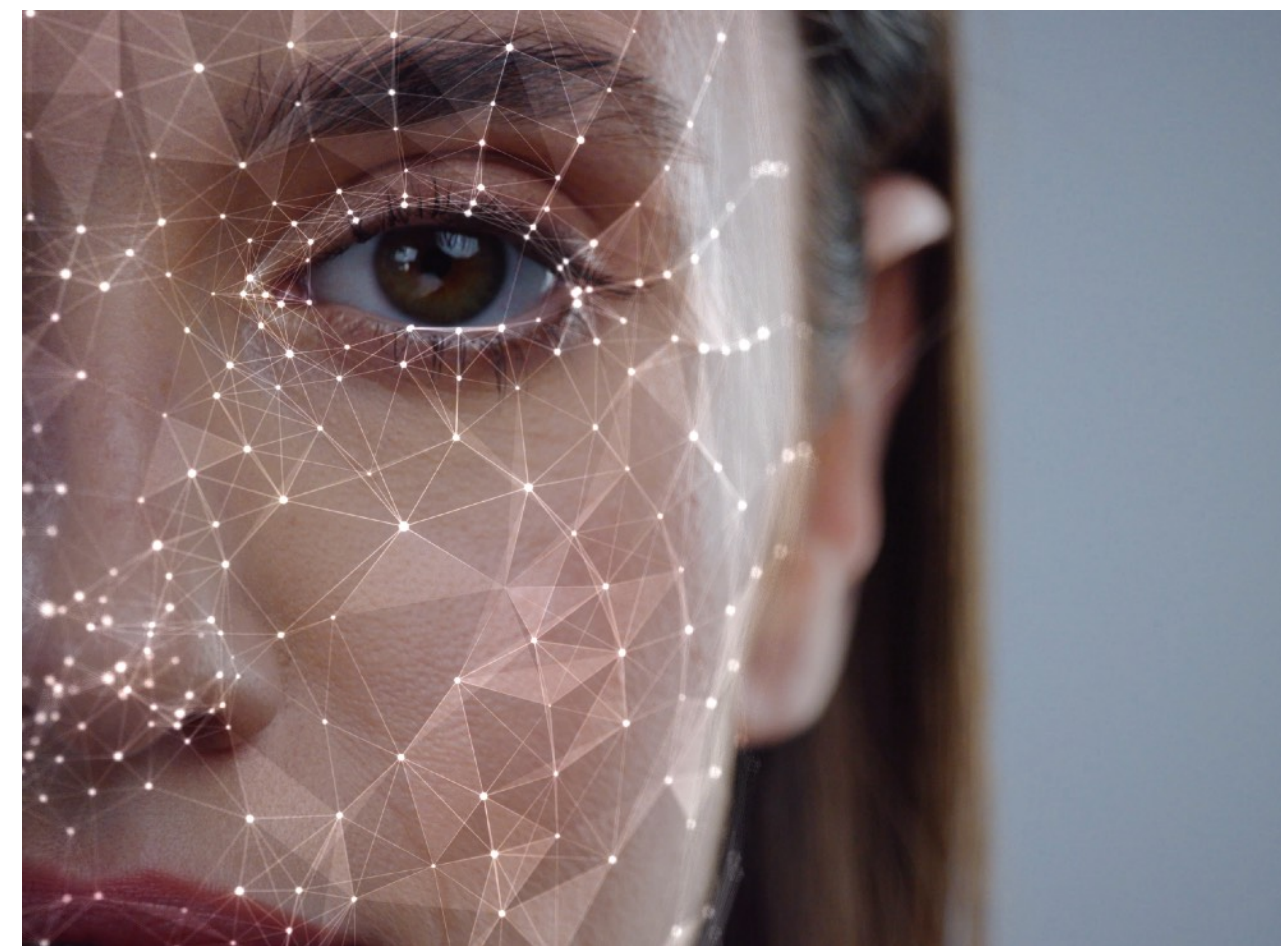
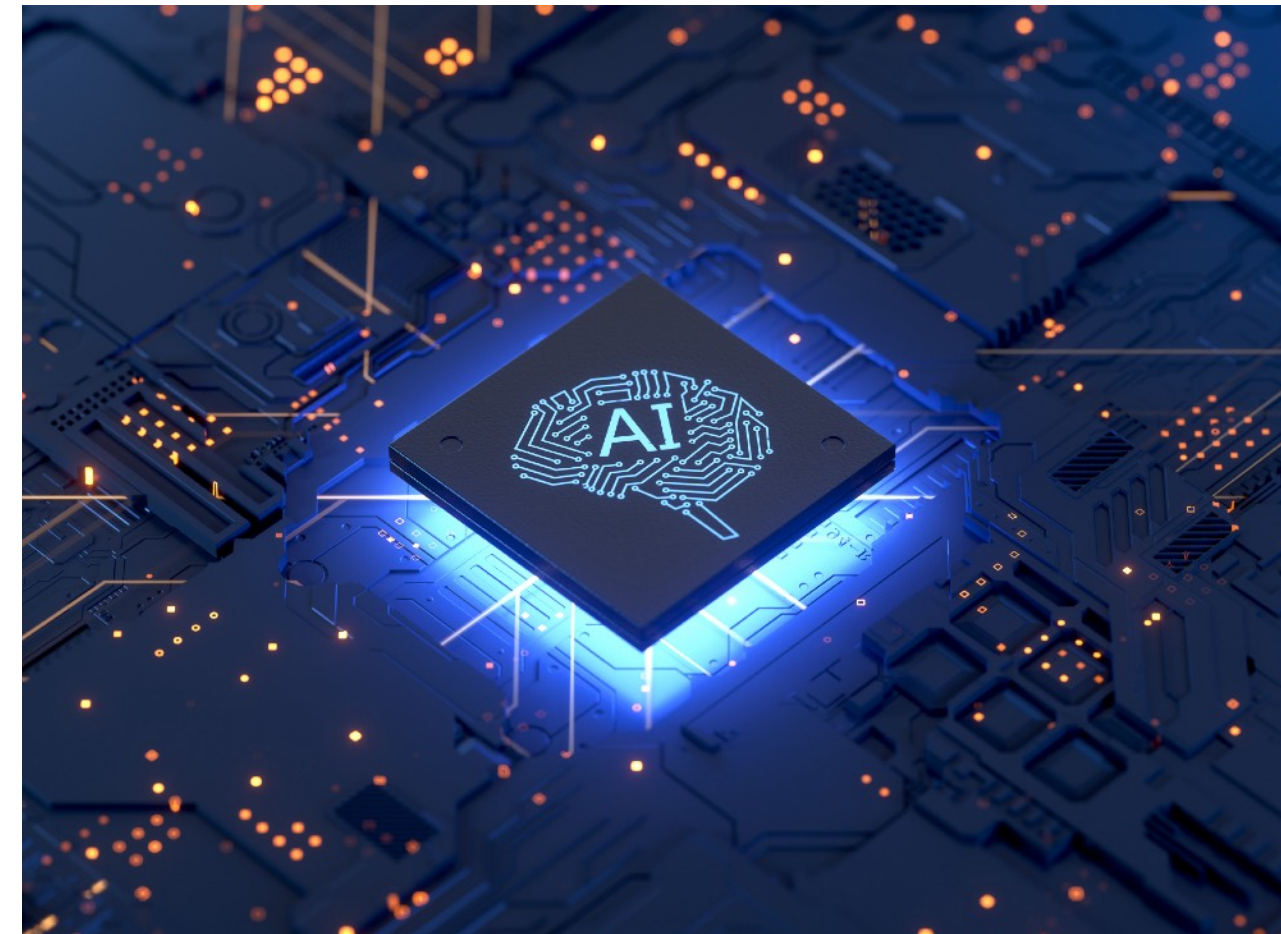
**[CLICK HERE TO WATCH FOBI IN ACTION](#)**



## The Fobi AI Difference

By leveraging AI, automation, and analytics, Fobi's data-driven, real-time applications deliver the speed, connectivity, and interoperability to bring businesses' existing infrastructure to the future of tomorrow.

Fobi makes it easy for operators to keep pace with consumer demands and future-proof their businesses through AI-driven digital transformation.



# The Power of AI & The Mobile Wallet

Fobi boasts one of the most relevant tech stacks in today's market

## AI

**\$15T**

in revenue will be generated from AI technology by 2030

(MIT Sloan & Boston Consulting Group)

**40%**

increase in business efficiency can be achieved through AI

(McKinsey & Company)

**4/5**

companies deem AI to be a top priority in business strategy

(Cisco)

## Mobile Wallet

**5.2B**

mobile wallet passes will be in use by 2026

(Juniper Research)

**85%**

of wallet passes are never deleted (71% of apps are)

(Airship; Statista)

**4/5**

customers abandon transactions requiring apps

(Forbes)

# Key Customers & Partners



# Key Success Stories



## Event Ticketing & Venue Management

With the biggest names in entertainment in attendance, Fobi delivered an end-to-end digital ticketing and venue management solution for the 94th and 95th Oscars and Governors Ball. Thanks to NFC functionality, Fobi created multi-location and bundled tickets that made registration, check-in, and ticketing a breeze.

By self-scanning tickets upon arrival, CheckPoint provided a tap-and-go experience that moved guests quickly and safely into Dolby Theatre at an average speed of 1.1 tickets/second.

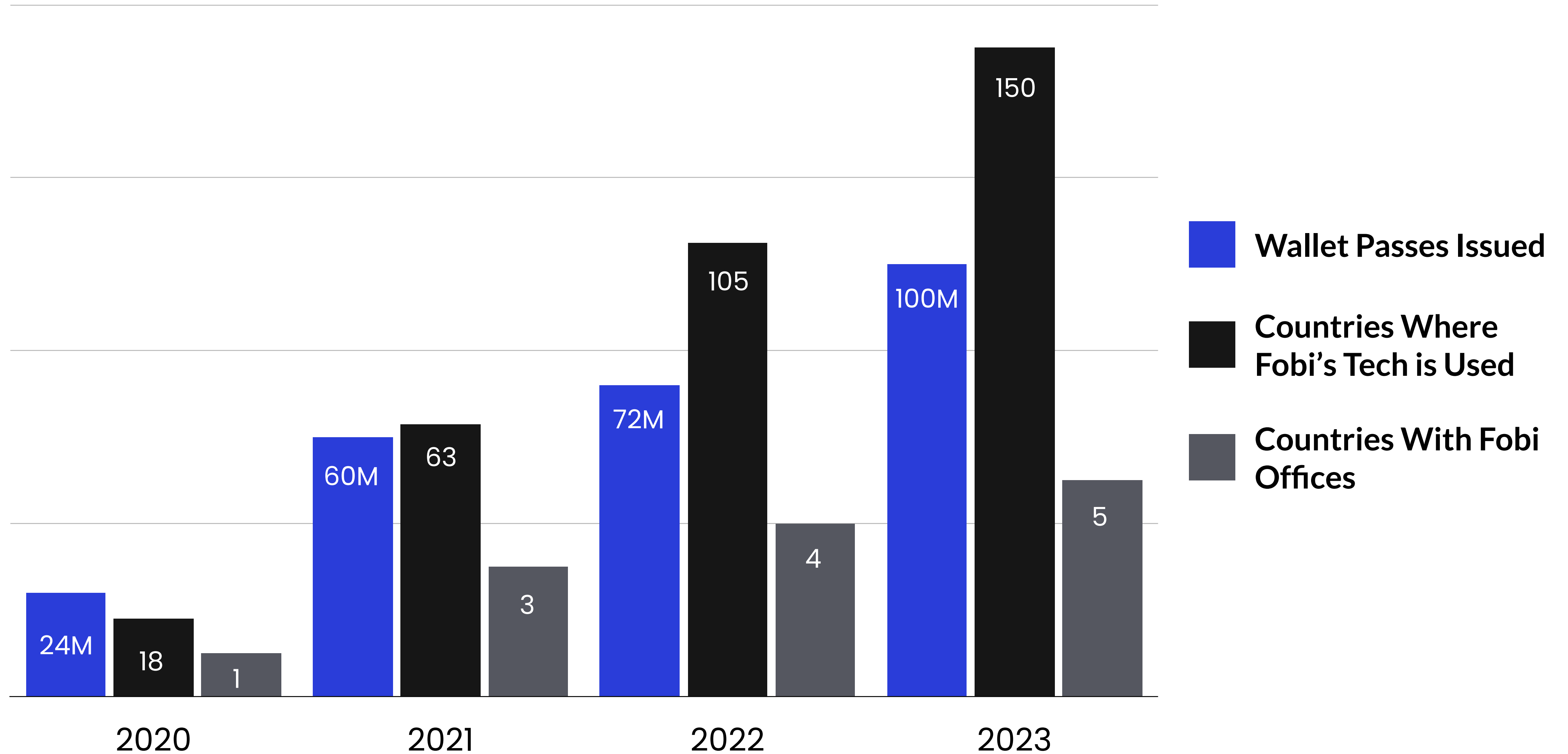


## Access Management

With the highest level of data security and privacy, Fobi provides the Nasdaq stock exchange with an advanced access management system for distributing verified security credentials for their employees, clients, and visitors.

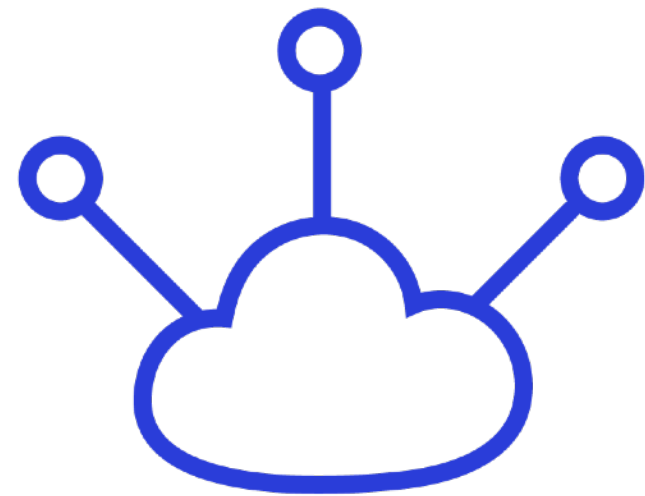
CheckPoint delivers an automated, contactless, and verified point of entry that ensures visitors' safety and security are always protected when accessing Nasdaq meeting rooms, conferences, office locations, and even for ringing the bell.

# Fobi's Global Scale



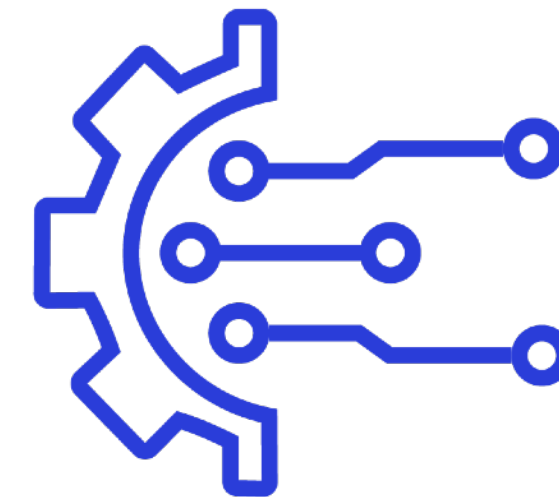


# Our 3 Pillars of Competitive Advantage



## AI & Automation

We leverage the power of AI & automation to help businesses connect, leverage, & monetize real-time data to make data-driven decisions.



## Digital Transformation

We deliver real-time analytics & insights that enable operators to create more personalized marketing campaigns & unlock enhanced customer experiences.



## ESG

We pave the way for digital sustainability & carbon-neutrality with contactless solutions that eliminate paper & reduce plastic waste at scale.

# Global Market Opportunity

Segment	Opportunity	Potential Value
<b>Retail &amp; CPGs</b>	Provide brands & retailers with real-time insights, personalized marketing tools, & direct customer access.	\$24,500 billion by 2024 (Expert Market Research)
<b>Sports &amp; Entertainment</b>	Enhance the stadium & venue experience to increase fan engagement, spending, & attribution.	\$609.1 billion by 2031 (Allied Market Research)
<b>Insurance &amp; Health</b>	Deliver digital-first platforms to improve operational efficiencies, customer acquisition, & lifetime value.	\$2,599.8 billion by 2028 (Imarc Group)
<b>Casino &amp; Gaming</b>	Offer regulated industries enhanced ticketing & digital age and ID verification to drive engagement & security.	\$279.3 billion by 2023 (IBIS World)
<b>Investor Relations</b>	Provide an all-in-one platform to identify investors, enhance engagement, consolidate company-wide assets, & drive thought leadership.	\$2.48 billion by 2030 (Data Intelo)
<b>Hospitality &amp; Tourism</b>	Integrate company-wide assets to build loyalty profiles, drive personalized engagement, & increase wallet share.	\$5,816.7 billion by 2027 (The Business Research Company)

# Our Competitors

DATA AGGREGATION



LOYALTY



ENGAGEMENT



COUPONS



EVENTS & TICKETING



HARDWARE



\*Acquired by google

# Growth Strategies

## API Integrations and Partnerships

Fobi leverages 3rd party API integrations with POS systems and partnerships with technology companies to efficiently enhance, expand, and implement our product.



## Data Monetization

As the largest data aggregator in Canada's hospitality & tourism industry, monetizing data through the **Fobi Data Exchange** is a significant opportunity for global growth across new verticals.



## Mergers & Acquisitions

As a cornerstone activity for Fobi's growth and development, M&As with digital and data-centric network partners will continue to provide a key opportunity for expansion and scale.





# Business & Revenue Model

## SaaS Through B2B & Resale Channels

Fobi's solutions are sold directly to end users as well as indirectly through our channel partners to their clients.

### Revenue is generated by:

- Upfront and onboarding fees
- Monthly recurring device and SaaS fees
- Monthly usage fees and overage fees

## White Label Technology Licenses

Fobi's platforms and technologies are licensed to and white-labelled by other companies that integrate our solution into their services.

## Strategic Vertical Participation

Partnering with domain experts to expand and/or tailor our technology stack to a given industry for accelerated industry-specific penetration and growth.

# Senior Management Team



## Rob Anson, CEO & Chairman

- Founder, Chairman, and CEO of Fobi suite Technologies.
- Founder and CEO of One Team Media.
- 10+ years global strategic product development for Walmart, Amazon, Home Depot and others.



## Mark Lotz, CFO

- Chartered Professional Accountant (CPA) with extensive capital markets experience as a CFO, senior executive officer, and securities regulator.
- 30+ years of executive corporate finance experience with growth-stage, publicly listed companies across SaaS, mining, and tech industries.



## Gavin Lee, COO

- 15+ years business development, operations management, and retail analytics experience.
- 5 years National Sales & Marketing Manager.



## David Nicholls, VP, Liquor Beverage

- 10 years of exceptional leadership and 15 years of proven marketing and advertising experience spanning a variety of industries.
- Extraordinary results launching Bud Light Lime in Canada, working on global brands like Stella Artois, and building new craft brands.



## Jon Haydock, CTO

- Former Director of Engineering at Open Ocean Robotics.
- Two decades of experience in tech, innovation, entrepreneurship, and enterprise solution delivery.

# Board of Directors



## Rob Anson, CEO, Chairman

- Founder, Chairman, and CEO of Fobisuite Technologies
- Founder and CEO of One Team Media
- 10+ years global strategic product development for Walmart, Amazon, Home Depot and others



## Michael Devine, Director

- 25+ years of Executive and Board experience in the tech industry
- Has held strategic leadership roles at companies in the Fintech, Industrial IoT, and Telecommunications industries
- 10+ years on the Executive team with Squirrel Systems, a global hospitality technology innovator



## Jeff Hyman, Director

- 20+ years of experience in Wall Street investment banking and financial advisory
- Holds areas of expertise in hospitality, entertainment, casino and gaming, destination and resort, and city infrastructure projects



## Peter Green, Director

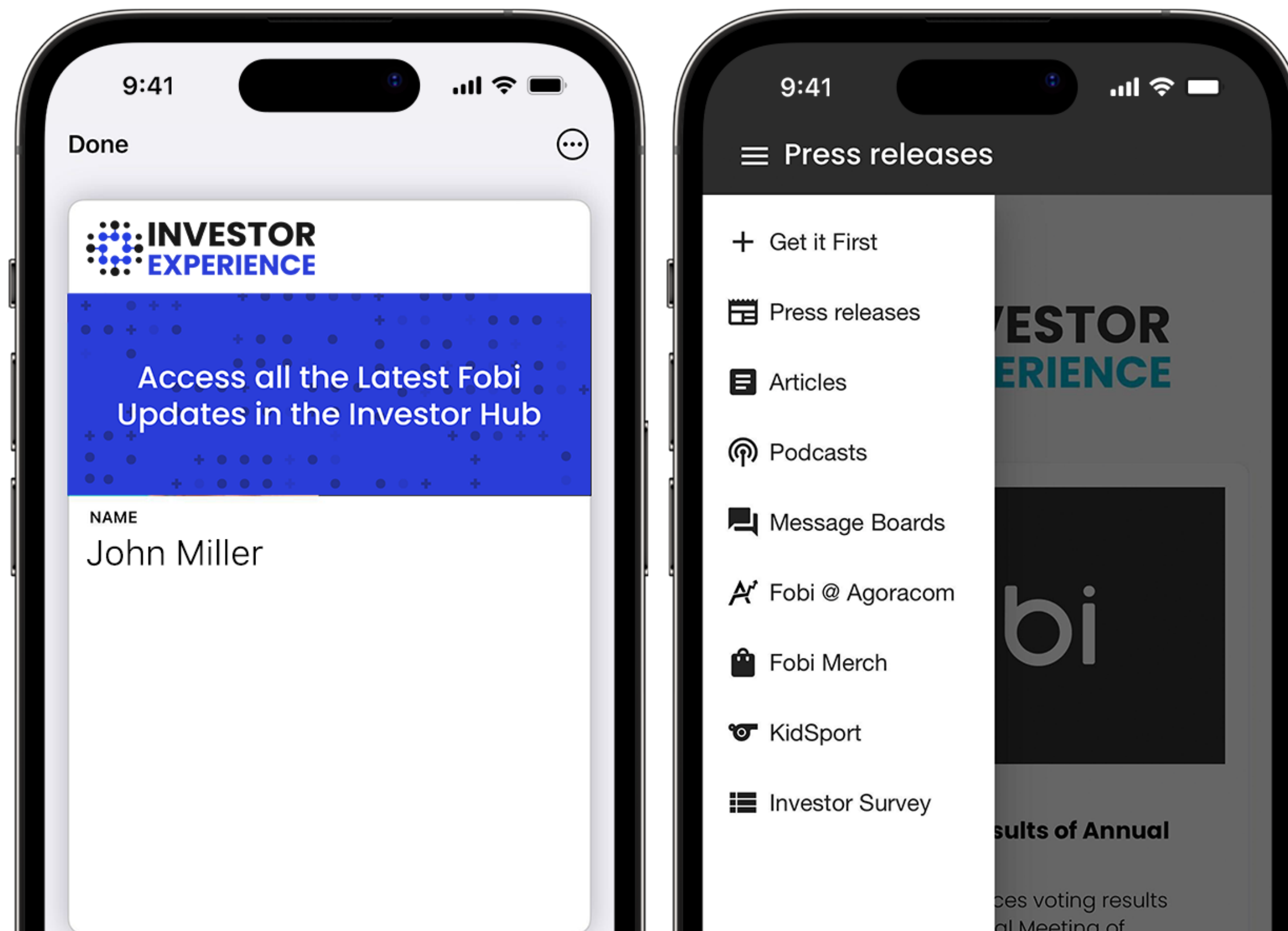
- Former SVP & President of Telus Business Solutions
- Architect and closer of the largest service contract in Telus's history
- A seasoned C-suite executive with extensive experience in business strategy, specifically growth & retention and building top tier teams

Fobi's team boasts talent from these major companies:

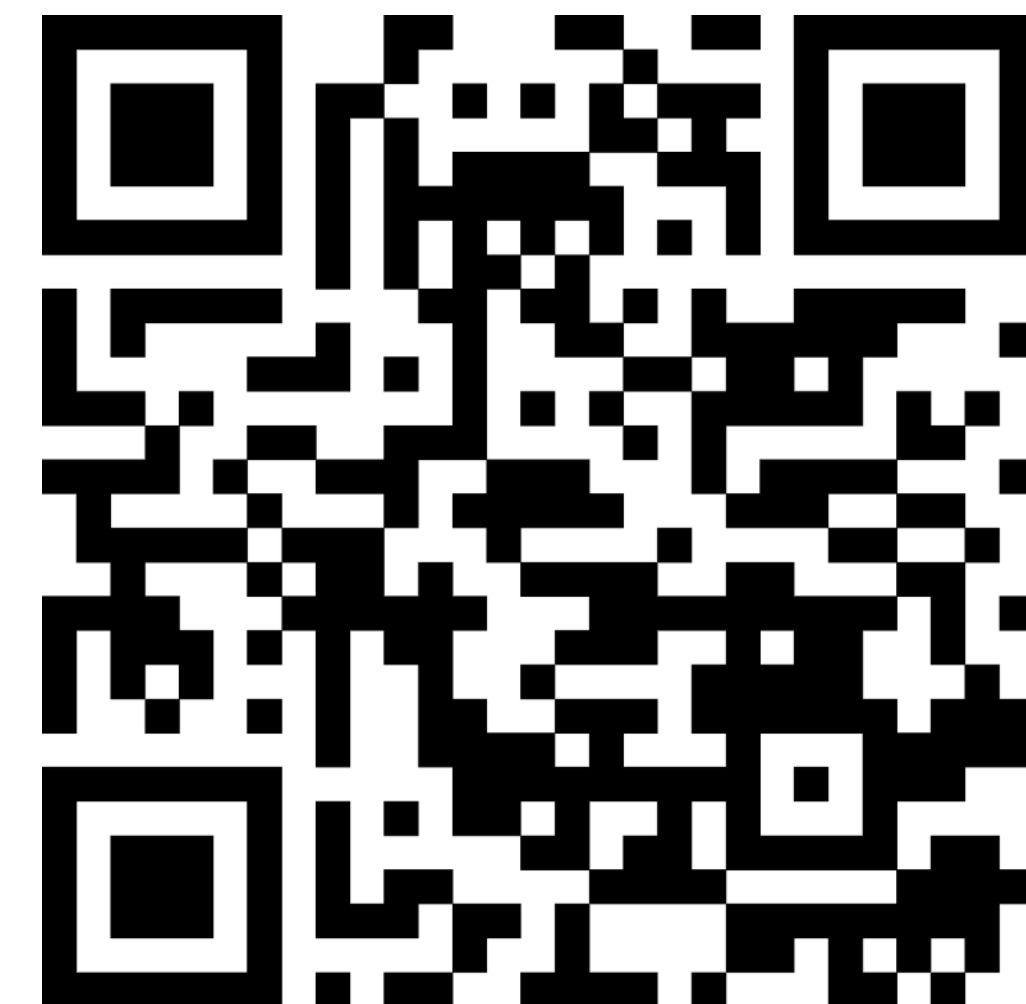


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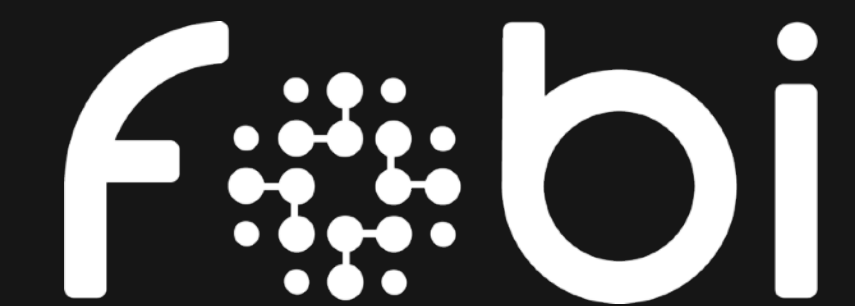


SCAN TO DOWNLOAD





# Powering Data-Driven Digital Transformation



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ir@fobi.ai

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