

TSXV: DAC

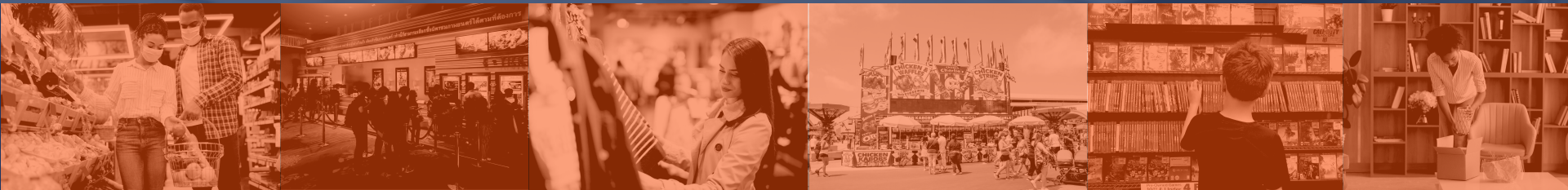
OTCQB: TTMZF



# DATA



Consumer First-Party Data Collection,  
Analytics and Marketing Automation





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# OVERVIEW & COMPANY MISSION

Datable Technology Corp (TSXV: DAC) has developed a proprietary Consumer Lifecycle and Data Management platform—**PLATFORM<sup>3</sup>**—that is delivered to leading brands through a software-as-a-service (SaaS) model. Consumer brands license PLATFORM<sup>3</sup> to engage consumers, collect and analyse first-party consumer data to create one-to-one messaging, consumer journeys and monetization strategies.

Since 2014, Datable has provided marketing automation and first-party data solutions to leading consumer brands.



# INVESTMENT HIGHLIGHTS

Rapidly changing consumer privacy regulations are driving the demand for first-party opt-in data solutions. Datable Technology's disruptive SaaS platform provides leading consumer brands with infrastructure and tools for the collection, analysis, and monetization of first party consumer data.



Global customer data platform market expected to grow from US\$1.16 billion in 2021 (U.S. 55%) to US\$ 6.94 billion by 2029.<sup>1</sup>



Revenue growth estimated to be 77% to \$3.5 million in 2021 compared to 2020



Global digital advertising market of US\$465.5 billion in 2021 (U.S. 40%) is expected to grow to US\$683.1 billion by 2026<sup>2</sup>



Positioned for strong organic growth with \$3 million in contracts signed as of Feb 20, 2022 (estimated for \$2.6 million for 2022)



Proven enterprise solution licensed to a growing number of the world's most valuable consumer brands



Acquisition, consolidation and partnership opportunities due to fragmented high-growth market

1. Fortune Business Insights Jan. 2022, [fortunebusinessinsights.com](https://fortunebusinessinsights.com)

2. Statista Digital Advertising Report, Dec. 2021, [statista.com](https://statista.com)








# PROVEN ENTERPRISE SOLUTION

Growing customer base of global consumer brands



# LICENSING GROWTH: RECURRING REVENUE

	2019	2020	2021*	TOTAL (Last 3 years)
 <b>FANDANGO</b>	\$479,000	\$418,000	\$481,000	\$1,378,000
 <b>TORO</b>	\$147,000	\$273,000	\$384,000	\$804,000
 <b>PEP (WPP)</b>	\$98,000	\$336,000	\$1,080,000	\$1,514,000
 <b>UNIVERSAL</b>	\$98,000	\$310,000	\$498,000	\$906,000
 <b>LEAP</b>	\$57,000	\$128,000	\$304,000	\$489,000
<b>ANNUAL</b>	\$1,561,000	\$1,969,000	\$3,500,000	\$7,030,000

\*2021 NUMBERS ARE UNAUDITED MANAGEMENT ESTIMATES

# MARKET: DIGITAL ADVERTISING & CONSUMER DATA PLATFORMS

Datable's **PLATFORM<sup>3</sup>** SaaS platform delivers solutions that address needs in two high growth sectors: **Customer Data Platforms and Digital Advertising**



The customer data platform market is expected to grow from US\$1.16 billion in 2021 (U.S. 55%) to US\$ 6.94 billion by 2029<sup>1</sup>. The digital advertising market, US\$465.5 billion in 2021 (U.S. 40%), is expected to grow to US\$683.1 billion by 2026<sup>2</sup>.



Increasing global competition for consumers is driving increasing budgets for solutions that can enable the collection, analysis and monetization of first party consumer data.



Many global brands are using an array of solutions to collect and use data from bricks & mortar engagement, e-commerce channels, websites, blogs, and social media platforms.



The size and growth of the market and changing regulatory and consumer driven data privacy issues are all generating increased M&A activity in these sectors.

# COMPETITIVE LANDSCAPE

## BRAND ENGAGEMENT



## ANALYTICS



## PURCHASE INCENTIVES



## CONSUMER PROFILING



BRAND  
BUILDING



**DATABLE**

monetizes first party  
customer intent in a  
continuous real-time  
feedback loop

DIRECT  
BUYING

**PLATFORM<sup>3</sup>** captures, monetizes & intensifies consumer intent in real-time on a **SINGLE** platform

# MARKET DISRUPTION: **PLATFORM<sup>3</sup>** IS NOW CRITICAL TO BRANDS

Regulations & policies designed to protect consumer privacy increasingly require consumers' explicit permission to share and use first-party generated from digital interactions.



“Meta said privacy features introduced by Apple last year could cost Mr. Zuckerberg’s company \$10 billion in lost sales this year”. New York Times February 3, 2022

# CONSUMER BRANDS AND ADVERTISERS ARE SCRAMBLING TO ADAPT



More budget is being channeled to first-party data collection. First-party data is the new third-party data. 72% of advertisers plan to increase their budgets and staffing to collect first-party data.



Today, first-party data is advertisers' first choice. 86% of advertisers say collecting and using first-party data will be vital going forward, but only 38% are sure they have the necessary technology to properly leverage their data.

Claravine Research: First-Party Data – Advertisers Choice

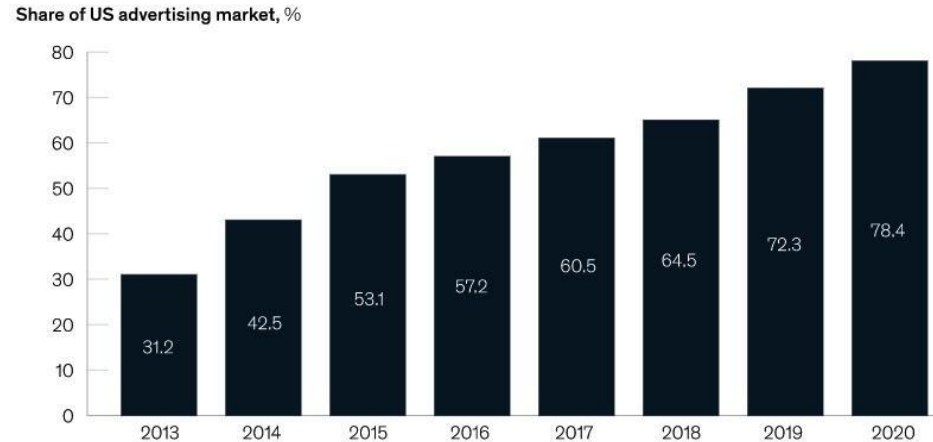


# HOW DOES THIS DISRUPT THE MARKET?

Consumers are generally unaware of how their data is used and are unlikely to consent to sharing their data.

The \$190 billion US digital advertising industry will lose access to most third-party data, which has powered programmatic advertising (advertising purchased and sold using software) for years.

**Spending on programmatic advertising has grown as a share of the United States advertising market.**



**“First-Party Data Will Reign Supreme For Marketers In 2021”- Forbes**

# LEVERAGING FIRST-PARTY DATA TO DRIVE ONE-TO-ONE OMNICHANNEL MESSAGING

A key component to Datable's SaaS platform is the Dynamic Intelligence and Messaging module, which is built on an omni-channel infrastructure. Consumer brands are able to send one-to-one messages to consumers through email, SMS, as pop-ups within websites, or as push notifications, based on how each consumer interacts with their Brand.



**73%** of customers use multiple channels in their buying journey



**9 out of 10 customers** prefer the omnichannel experience



Companies with omnichannel customer engagement strategies **retain 89%** of their customers



On average consumers need **6 touchpoints** (ads, social media, salespeople, word of mouth, etc.); **up 200%** from 2006



Datable's technology **integrates seamlessly** with, existing marketing programs, technologies, and strategies

# HOW *PLATFORM*<sup>3</sup> WORKS

Enables consumer brands to monetize consumer intent



Omnichannel reach (Web, Social, email, SMS/MMS) delivers rewards, offers and content to consumers.



Integrates seamlessly with existing digital infrastructure and most rewards platforms.



Tracks and reports on demographics, psychographics and consumer purchasing behavior (where, when, what, and how often) with sophisticated data management and analytics module.



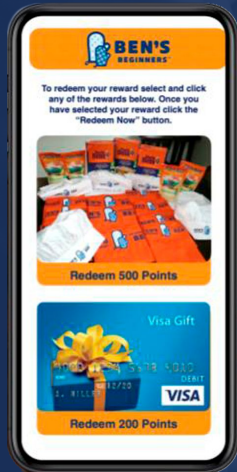
Continuous real-time dynamic messaging modules monetize consumer data by automatically retargeting consumers with offers and rewards based on consumer intent.



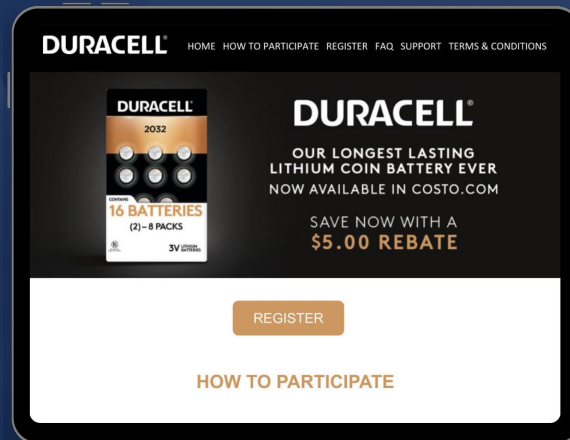
Provides CIO comfort with proven enterprise-grade data security and integration APIs.

# PLATFORM<sup>3</sup>: COLLECTS FIRST-PARTY DATA

Rewards and  
Rebates



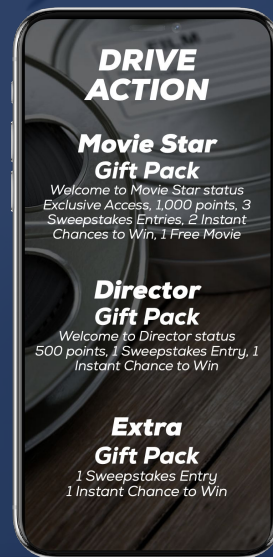
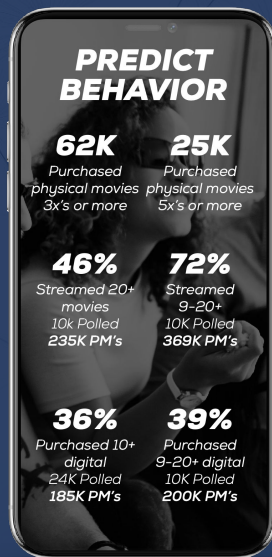
Sweepstakes, Promotions  
and Contests



Loyalty and Referral  
Programs



# PLATFORM<sup>3</sup>: ANALYSE AND MONETIZE FIRST-PARTY DATA PREDICTIVE ANALYTICS

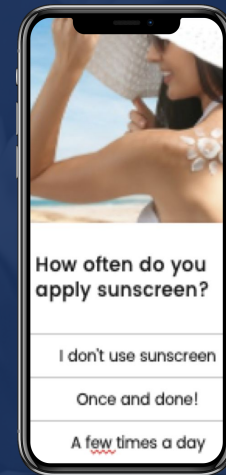


# PLATFORM<sup>3</sup>: DRIVE BRAND OBJECTIVES

Purchase Frequency

Acquire New Consumers  
and Profiles

Brand Engagement





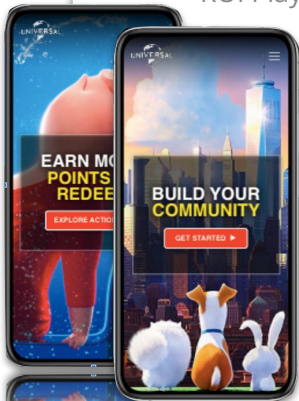
# USE CASE: UNIVERSAL PICTURES

## Phase I

- Find new consumers (“movie buffs”)
- Reward incremental sales instore and online
- Leverage data to message consumers one-to-one
- Leverage data to create ROI modeling and ROI Playbooks

## Phase II

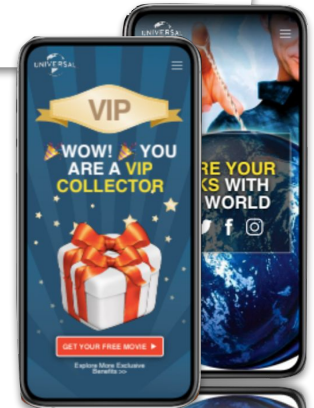
- Scale consumer participation
- Bring in Partners
- Integrate other Business Units: Dreamworks, Fast & Furious, Interactive Gaming
- Integrate Universal’s critical infrastructure: Sales Force, Rewards Warehouse, Consumer Data Platform



PURCHASE MOMENTUM



TOP STORES BY BASKET SPEND



# GO-TO MARKET STRATEGY

Datable's customers are leading consumer brands with large and growing budgets for digital marketing and customer databases



Increase the scale and scope of relationships with existing customers by cross-selling to affiliated business units and converting short-term agreements to annual licenses.



Add new partners for Consumer Amplification Services, connecting our customers to consumer databases.



Continue to work with digital agencies (40% of revenues in 2021), while increasing direct sales team.



Pursue licensing opportunities to cover new sectors and regions.



Data Services team established to sell enhanced data analysis and monetization tools in the next generation of **PLATFORM<sup>3</sup>** and add new revenues from services.

# PRODUCT DEVELOPMENT

## DIFFERENTIATED VALUE PROPOSITION DRIVES GROWTH:



Advancing our OCR technology by using more artificial intelligence and enhanced visual search.



Adding new tools to enhance data collection from online and offline consumer engagements.



Continued development on modules to improve how we monetize data via predictive analysis using first-party data.



Automating many manual installations, integration processes, and marketing campaign launch protocols to reduce costs and increase margins via a CMS service.



Advancing security by tracking device fingerprint, browser user agent, IP tracking, and bot detection to alleviate fraud.

# MILESTONES



Increase revenue from existing customers by upselling enhanced data monetization tools and promoting enterprise-wide adoption.

Add new customers targeting leading consumer brands via expanded senior sales team.

Enhance **PLATFORM<sup>3</sup>** first-party data monetization tools.

Leverage first-party consumer data partners (consumer communities, Portals and Apps), connecting leading consumer brands with consumers via **PLATFORM<sup>3</sup>**.

Identify acquisition targets in fragmented, high-growth market with focus on companies with first-party consumer databases and data monetization technologies.

# MANAGEMENT TEAM

## **ROBERT CRAIG** CEO

Co-founder of Stratford Internet and ActiveStream, and Past Chairman of New Media B.C. A seasoned executive who has earned multiple national leadership awards, including Deloitte & Touche's "Fast 50; Lotus Award"; Business in Vancouver's "40 under 40" Award; Finalist for Ernst & Young's Entrepreneur of the Year award.

## **ROLAND SARTORIUS** CFO AND CORPORATE SECRETARY

CFO of multiple organizations, including Carmanah Technologies Corp. and Infosat Communications, Inc. (Bell Canada), and a significant Swiss-based private equity firm. Spent eight years with KPMG in Corporate Finance and Audit.

## **ZOË YOXALL** DIRECTOR OF OPERATIONS

Highly skilled and dedicated Director of Operations with professional expertise in personnel management, development planning, and the implementation of strategic software programs.

## **FEDERICO DE GIULI** VP TECHNOLOGY

Served as CIO & VP Technology, Director of R&D and Senior Technical Product Manager for Aprio Inc, a B2B Software-as-Service company where he lead product development and supported enterprise sales.

# BOARD OF DIRECTORS

## **ROBERT CRAIG** CEO

Seasoned executive who has earned multiple national leadership awards, including Deloitte & Touche's "Fast 50 Lotus Award" and Business in Vancouver's "40 under 40" award, and was a finalist for Ernst & Young's Entrepreneur of the Year award.

## **KIM OISHI** EXECUTIVE CHAIRMAN

Over 20 years experience in capital markets with a focus on financing, strategy, investor relations and M&A for public companies; Founder and President of Grand Rock Capital Inc.

## **YUCAI (RICK) HUANG** BOARD MEMBER & AUDIT CHAIR

Experienced executive and board member with expertise in finance, accounting, auditing and entrepreneurial technology companies; previously held the positions of Senior Finance Manager at The Pepsi Bottling Group (Canada) and Manager of Financial Planning at Schering-Plough Canada.

## **ADAM KNIEC** BOARD MEMBER

Seasoned CFO with Canadian CPA (CA) and US CPA (Illinois) professional designations; over 22 years of CFO, senior management, accounting, auditing, financial reporting and regulatory compliance experience with Canadian and US publicly-traded companies.



# CAPITAL STRUCTURE (TSXV:DAC)

<b>MARKET CAP</b>	<b>C\$4.7M</b>
<b>SHARE PRICE</b>	<b>C\$0.03</b>
<b>BASIC SHARES OUTSTANDING*</b>	<b>155,600,000</b>
<b>OPTIONS (WEIGHTED AVG. EXERCISE PRICE)</b>	<b>6,380,000 (C\$0.07)</b>
<b>CONVERTIBLE DEBENTURE (AFTER CONVERSION ADD 11.1 M WARRANTS AT \$0.20)</b>	<b>22,246,154</b>
<b>WARRANTS (WEIGHTED AVG. EXERCISE PRICE)</b>	<b>75,360,000 (C\$0.11)</b>
<b>RESTRICTED STOCK UNITS</b>	<b>925,000</b>
<b>FULLY DILUTED SHARES OUTSTANDING</b>	<b>260,511,154</b>

\*Board & Management own over 25,000,000 shares.



# THANK YOU

Contact us for more information  
about this investment opportunity!

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