

First-Party data is the gold standard for marketers. Datable Technology Corp has built a first-party data collection, analytics, and monetization platform, delivered to leading consumer goods companies via Software-as-a-Service Technology

OMNICHANNEL SOLUTION

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



Datable Technology Corp (TSXV: DAC) has developed a proprietary, mobile-based consumer marketing platform—PLATFORM³—an innovative subscription service (Software as a Service/SaaS model) that allows brands to capture and monetize first-party data and detailed analytics, leading to enhanced consumer engagement and optimized marketing strategies.

We empower a growing number of the world's leading consumer goods companies to monetize consumer engagement and drive incremental sales.

PLATFORM³

Datable Technology Corp has built a first-party data collection, analytics, and monetization platform, delivered via SaaS technology: **PLATFORM³**

PLATFORM³ automates the collection of first-party consumer data, enabling consumer goods companies to engage with consumers in real time, re-target consumers based on past purchases and engagement, and track and report on demographics, psychographics, and consumer purchasing behavior.



DATA COLLECTION

- Collects data from first-party opt ins
- Fully compliant with consumer privacy regulations



STABILITY

- PLATFORM³ captures and monetizes consumer intent in real-time on a proven enterprise platform



SCALABILITY

- Launch individual promotions or multiple programs concurrently, through single or multiple retailers to million of consumers



SECURITY

- Best in class security for data protection and fraud prevention



FLEXIBILITY

- Build on top of PLATFORM³, or allow 3TL to develop programming, and maximize its value for your company

CLIENT BASE

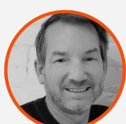


WHY INVEST

First-party data solutions are necessary for engaging today's consumers: Datable Technology's disruptive SaaS platform provides the infrastructure; data collection and analysis; and monetization brands need in this explosive market.

- ✓ **Impressive client base** featuring Universal Studios, Molson Coors, Proctor & Gamble, Toro
- ✓ **Best-in-class** product
- ✓ Proven ROI driving increased contracts; world-class customer base
- ✓ SAAS model makes **revenue consistent** and predictable
- ✓ **Increased revenue** every year of operations; **Q2 2021 increased by 89%** compared to Q2 2020; approximately 50% of revenues are returning SaaS contracts
- ✓ **Undervalued** - 11M market cap is less than 4x contracted revenues for 2021
- ✓ **Data snowball** - the longer they work with clients, the more data they acquire, becoming even more valuable to current and future clients

OUR TEAM



Robert Craig,
CEO



Roland Sartorius,
CFO and Corporate Secretary



Kim Oishi,
Executive Chairman



Federico de Giuli,
VP Technology