



WE ARE GLOBAL

WE MAKE IT SEAMLESS

WE MAKE IT SIMPLE



Investor Presentation  
March 2017

## Forward Looking Comments

This summary contains forward-looking statements and forward looking information within the meaning of certain securities legislations (“forward-looking statements”). Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, potentials, future events or performance (often, but not always, using words or phrases such as “believes”, “expects” or “does not expect”, “is expected”, “anticipates” or “does not anticipate”, or “intends” or stating that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken or achieved) are not statements of historical fact, but are “forward-looking statements”. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of our client (the “Company”), or developments in the Company’s business or in its industry, to differ materially from the anticipated results, performance, achievements or developments expressed or implied by such forward-looking statements. Forward-looking statements include disclosure regarding possible events, conditions or results of operations that are based on assumptions about future conditions, courses of action and consequences. Forward-looking statements may also include, without limitation, any statement relating to future events, conditions or circumstances. The Company cautions you not to place undue reliance upon any such forward-looking statements, which speak only as of the date they are made. Forward-looking statements relate to, among other things, the successful commercialization of our technology, comments about potential future revenues, joint development agreements and expectations of signed contracts with customers etc. A variety of inherent risks, uncertainties and factors, many of which are beyond the Company’s control, affect the operations, performance and results of the Company and its business, and could cause actual results to differ materially from current expectations of estimated or anticipated events or results. Some of these risks and uncertainties include the risk of not securing required capital in future, the risks of not successfully concluding agreements with potential partners on a timely basis, the risks associated with commercializing and bringing to market the Company’s technology. These risks are affected by numerous factors beyond the Company’s control: the existence of present and possible future government regulation, the significant and increasing competition that exists in the Company’s business sector, uncertainty of revenues, markets and profitability, as well as those other factors discussed in this summary presentation. This list is not exhaustive of the factors that may affect any of the Company’s forward-looking statements. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company does not undertake to update any forward-looking statements that are incorporated by reference herein, except in accordance with applicable securities law.

# Company Overview

## Summary

**Mobi724 is a fast growing provider of payment solutions bringing new efficiencies and revenue opportunities to the payment ecosystem**

- The Company focuses on improving the efficiency of couponing and point redemption platform for financial institutions in a way that is cost effective for banks and seamless for their customers
- Its solutions enable card issuers, banks and merchants to create, manage, deliver, and track & measure incentive campaigns worldwide, and allow their redemption at any point of sale
- The Company's business model focus on a per transaction recurring revenue
- The Company recently signed an agreement to integrate its solution to Visa, providing significant support to its contemplated global expansion plan
- The Company is a CSE-listed company (currently evaluating transition to TSXV) with 37 employees, a market capitalization of \$55M and LTM Revenue of \$2.1M
- Largest shareholders are Marcel Vienneau (15%) and Fidelity Investments (12.5%) fully diluted

## Solutions Offering



CARD-LINKED OFFERS

Provides card issuers, banks and merchants the ability to issue an offer linked to a payment card, that can be redeemed directly at the point of sale in a seamless user experience for all parties in the ecosystem



DIGITAL MARKETING & LOYALTY

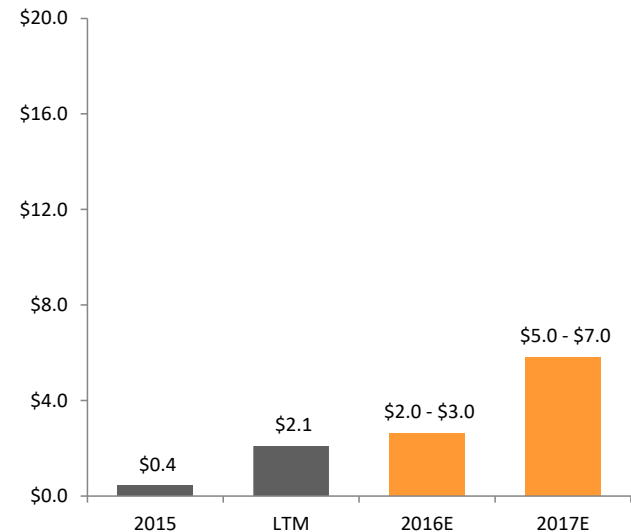
Comprehensive loyalty and customer relationship solution to banks and retailers to deliver, manage and control a multitude of reward options be it points, dollars or privileges



EMV PAYMENTS

Turnkey solution to merchants and financial institutions to capture card transactions on any mobile device and payment hosts

## Mobi724 Global Solutions | Revenue in Millions of CAD



\* The company's 3 year objective is \$50M

## Management Team & Key Board Members



### Marcel Vienneau | Chief Executive Officer

- Founder of Mobi724 Solutions Inc., ultimately sold to Hybrid Paytech World Inc. (former Mobi724 Global Solutions Inc.)
- 25+ years in Payment & Loyalty related sectors.
- Former CEO of FidelitySoft, a loyalty solutions company based in Canada.
- Former President at La Professionnelle, a collective bargaining purchaser of productivity services for professionals. Company was sold to Cognicase (TSX:COG), which was later sold CGI (TSX:CGI).
- Former VP of Loyalty Solutions Cognicase (TSX:COG) - \$500M IT company in Canada.
- Top 10 entrepreneur – MIT Sloan – Entrepreneurship Foundation (Quebec).
- CMA Canada – Certified Management Accountants – 10 years – public director.
- CPA Canada – Chartered Professional Accountants – 3+ years – public director.
- University de Mountain (New Brunswick), BBA in Accounting.
- Executive Development Program (MIT Sloan).



### Johnny Hawa | Co Founder Mobi724 and Vice President and Operations Head - Latam

- Currently responsible to ensure a proper functioning in matter of financial (Product line P&L, RoadMap), human resources, services, administrative and supporting functions. Co-founder of Mobi724 Solutions (Couponing).
- Formerly Head of Sales – Multimedia & SI – Ericsson Latin America.
- Possesses more than 20 years experience in the Telecom industry working closely with customers to introduce profitable solutions.
- B.Eng - Computer & Communications, MSc- Telecommunications Software.
- Large international experience, covering multiple continents, building the right structure and organizations and establishing and running the operations.

# Board Members



## Stephane Boisvert | Executive Chairman

- Currently Managing Director for Canada and Latin America for Pivotal Inc. in partnership with Microsoft Cloud, Google Cloud Platform, with significant growth in 2016, over 500%.
- Former EVP & President of Bell Business Markets (BCE), representing a \$4 billion business.
- Former Global SVP client solutions at Sun Microsystems, representing a \$1 billion business
- Former GM for IBM.
- Graduated from McGill University (Bcom Finance & IT, 1985).
- Recipient of the 2000 to 40 under 40.



## Jacques Côté, FCPA, CMA | Chair of the Audit Committee

- Currently a member of the Audit Committee at Mobi724.
- Former CFO and Special Advisor for Canadian Space Agency .
- Currently a Director and Board Member of the Chartered Profession Accountant of Canada (CPA Canada) and a member of the Audit Committee and the Due Diligence Committee.

## Other Board Members



### Georges Morin

Member of Audit Committee  
President of the Business Development Committee

BA, B.Adm, ICD.D  
Founder of Cossette Communications Group.  
Director of ImmerVision, Humanware and other companies.



### Allan Rosenhek

President of the IT & Payment Security Committee

BA, JD, MBA  
Founder of Enstream.  
Former President & CEO KnowledgeWhere.  
Former VP Glentel USA.



### Andre Halley

Member of the Business Development Committee

40 years experience in the telecommunications industry.  
Conducted various advisory and management functions  
as CEO of International Advisory Services LTD of Hong  
Kong for 15 years.



### Simon Dupéré

President of the HR Committee

B.Comm.  
Former President of Lab Crysothile.  
President of Catsima, A holding company which owns  
various enterprises.



### Andre Nadeau

Member of the Business Development Committee

30 years experience managing small to medium size  
corporation with international sales.  
Member of Groupement des chefs d'entreprise du Québec  
for more than 20 years.  
Member of Vistage for 10 years.

# Investment Highlights

## Proven Digital Incentives & Payment Solution Platform

- Up and running Card-linked Offers platform already in operations globally
- Adopted by blue chip companies such as Visa issuers, Coca-Cola, Telefonica, RBC and others

## Disruptive Fintech Solution with Strong Industry Fundamentals

- Card-linked offers solutions built around the latest consumers' habits/trends seeking to address both Marketing and Loyalty Programs needs through a frictionless consumer experience
- \$10B global market to be made out of disrupting Physical / Digital Deals & Coupons, Internet Search Ads and Mobile Ads

## Significant Barriers to Entry Limiting Competitors

- Significant investment required to enter into relationship with player such as banks, Visa and other payment processors
- Proven technology platform difficult to replicate

## Highly Scalable Business Model with Superior Margins

- Global revenue play driven by transactions volume reach enabled by cards under agreements providing significant operating leverage

## Visible and Achievable Growth Opportunities

- Company currently experiencing significant momentum with recently signed agreements
- Opportunities identified in 14 countries to impact top line over the next three years

## Innovative and Dedicated Management Team

- Marcel Vienneau, CEO developed the technology in-house 5 years ago
- Management interests aligned with significant equity

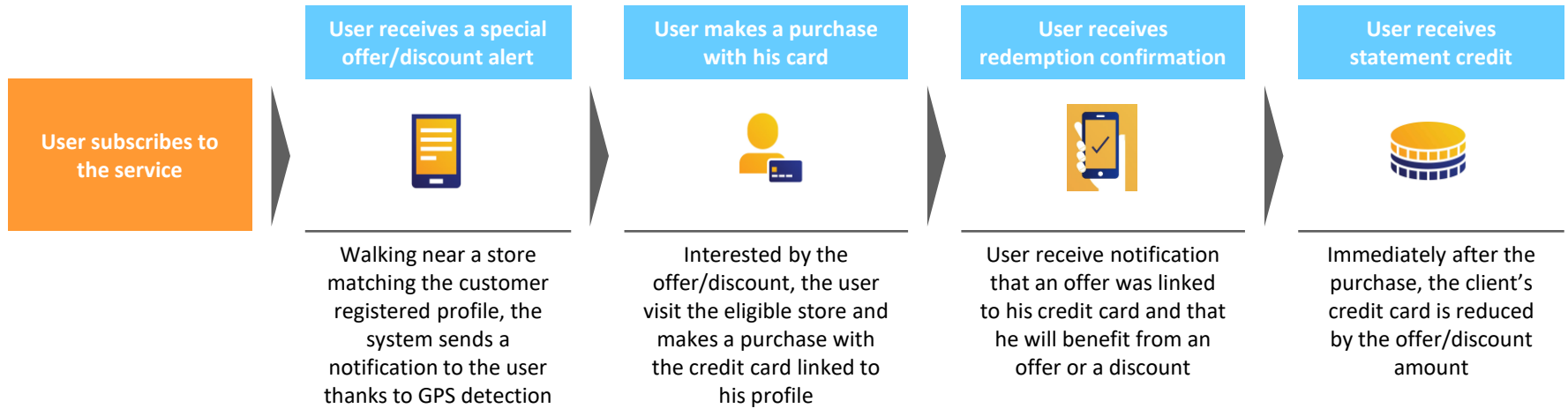
# Business Model

Mobi724 offers its clients unique and seamless digital promotional incentives and payments solutions

	Card-linked Offers	Digital Marketing & Loyalty	EMV Payments
Clients	<ul style="list-style-type: none"> <li>• Card issuers</li> <li>• Banks</li> <li>• Merchants</li> </ul>	<ul style="list-style-type: none"> <li>• Retailers</li> </ul>	<ul style="list-style-type: none"> <li>• Merchants</li> <li>• Financial Institutions</li> </ul>
Description	<p>Provides the ability to issue an offer linked to a payment card, that can be redeemed directly at the point of sale.</p>	<p>Offers a comprehensive loyalty and customer relationship solution to deliver, manage and control a multitude of reward options.</p>	<p>Turnkey solution to capture card transactions on any mobile device and payment host.</p>
Benefits	<ul style="list-style-type: none"> <li>• Seamless user experience for all parties in the ecosystem (card issuers, retailers and cardholders).</li> <li>• Access to business intelligence and enriched consumer data</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a variety of tactical/promotional solutions for retailers who are looking to leverage their customer purchase data.</li> <li>• Access to business intelligence and enriched consumer data</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile platform designed to allow acquirers and large merchants to quickly deploy and offer mobile payments in any location. Easy to adapt gateway Switch is designed for easy integration with all payment protocols.</li> </ul>
Charged Fees	<ul style="list-style-type: none"> <li>• Monthly Fees</li> <li>• Transaction Fees</li> <li>• Notification Fees</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Fees</li> </ul>	<ul style="list-style-type: none"> <li>• Interchange Fees</li> <li>• Transaction Fees</li> </ul>

# Card-linked Offers: How Does It Work?

## OneSwipe Solution | Replacing physical and mobile coupon offers



### Key Benefits

By adopting OneSwipe Solution, a Merchant:

- Can have a real-time interaction with his customers
- Enhance efficiency of their marketing tools (target directly customers with a specific profile located near the store)
- Offer a seamless and frictionless customer experience (no physical coupon needed, just a regular payment transaction)
- Doesn't need to train staff or install new point of sale terminal to scan physical or digital coupons



# New VISA Agreement

Agreement Date	<ul style="list-style-type: none"> <li>January 2017</li> </ul>
Description	<ul style="list-style-type: none"> <li>Integration into the VOP – Visa offers platform to USA main payment switch</li> <li>Focus on USA – Canada and LATAM countries markets in phase 1</li> </ul>
Status	<ul style="list-style-type: none"> <li>Multiple proposals in process</li> </ul>
Expected Roll-out	<ul style="list-style-type: none"> <li>In process to go live in Q2</li> </ul>



## VISA INC. OPERATES THE WORLD'S LARGEST RETAIL ELECTRONIC PAYMENTS NETWORK\*

14,100	Financial institution clients
2.4 billion	Visa cards (As of December 31, 2014)
US\$7.4 trillion	Total volume**
US\$4.8 trillion	Payments volume
2.3 million	ATMs*** (As of December 31, 2014)
100.8 billion	Total transactions****

# The Card-linked Offers Market

Card-linked-offers is a \$10+ billion market annually<sup>(1)</sup>

- In the last 12 months, the market grew by 50%<sup>(1)</sup>
- 51% of Americans have used card-linked-offers in the past 12 months<sup>(1)</sup>, demonstrating the clear uptake
- Cash back discount (in %) is the type of reward preferred by consumers for card-linked offers
- Restaurants is the merchant category having the best fit for card-linked offers



**\$10 to \$50 Billion USD of the digital advertising spent is expected to focus on card-linking marketing in a near future (in 2016, \$330 Billion USD allocated to digital media)<sup>(1)</sup>**



(1) CardLinX, 2016 Annual Card-Linking Industry Survey

# Growth Opportunities



Planned Roll-out			
Countries	<12 Months	24 Months	36 Months
U.S.* 	✓	✓	✓
Canada* 	✓	✓	✓
Latam	✓	✓	✓



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## Investor Presentation March 2017

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