



**OVERVIEW** Q1 2021  
AI for Retail Supply Chain

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# Disclaimer

Forward-looking information



# Executive Summary

*Why Venzee?*

*Venzee is a disruptive, smart tech SaaS platform which provides infinite scale for consumer brands to send product data to all of their retailers.*

**Disruptive solution** to the biggest problem in supply chain management

**Scalable SaaS** model with high-margin recurring monthly revenues

**Intelligent technology** that displaces costly, labor-intensive retail processes

Customer-centric approach offering **lifetime value** to clients

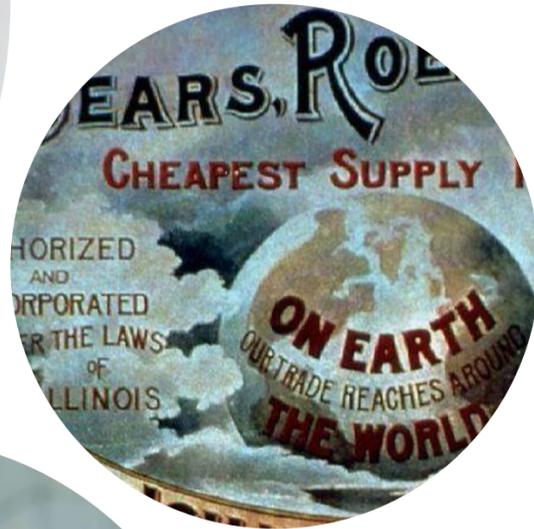
Team & Board composed of **recognized experts** in supply chain and AI

# Simply Connect Brands to Retailers

Venzee's intelligent Mesh Connector™ technology employs machine learning to complete end-to-end, **1-time** product setup, unlocking data transfer capabilities that connect brands to more than **850,000** retailers.

1 > 850,000  
↓ > 820,000





## Manual Supply Chain Processes Collapse Under Stress

This, according to research from: McKinsey & Company, Deloitte, the World Economic Forum and anyone who has tried to buy toilet paper during the COVID-19 Pandemic.

**People don't scale. Tech does.**

Like other industries that embraced digital automation, retail is now digitizing. Those in retail that do not move to digital will be left behind.

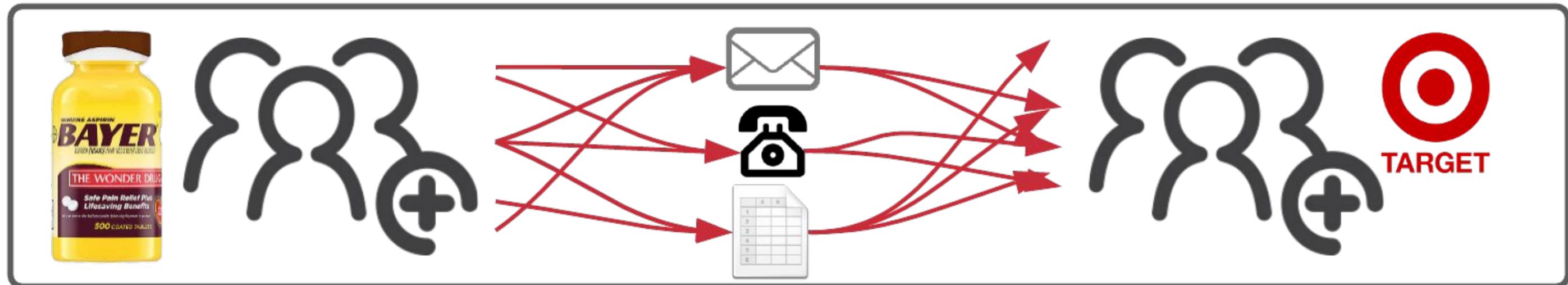


# Brands Struggle to Setup Each Product for Sale

Each retailer mandates a unique process with hundreds of steps and layers

Traditionally, a brand must set up each **individual product** with each and **every retailer** – adapting to errors, changes, and anomalies manually, over time. A lot of time.

Using **teams of people**, this approach is costly, manual, slow, and limits how, where, and to whom brands sell their products. It is a one way process not capable of enabling direct consumer engagement with a brand.



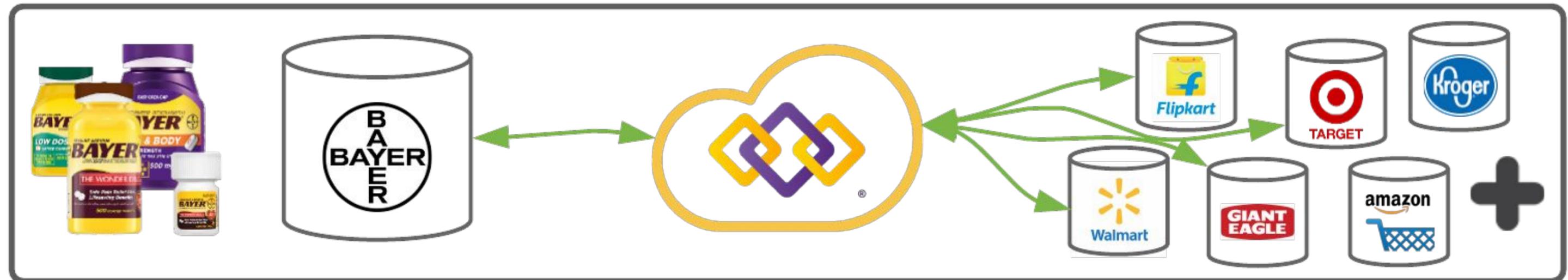
**Legacy approach** – Extended time to market, No consumer connection, manual, costly, & labor-intensive

# Venzee is **The 1-Step Product Setup Solution for Brands**

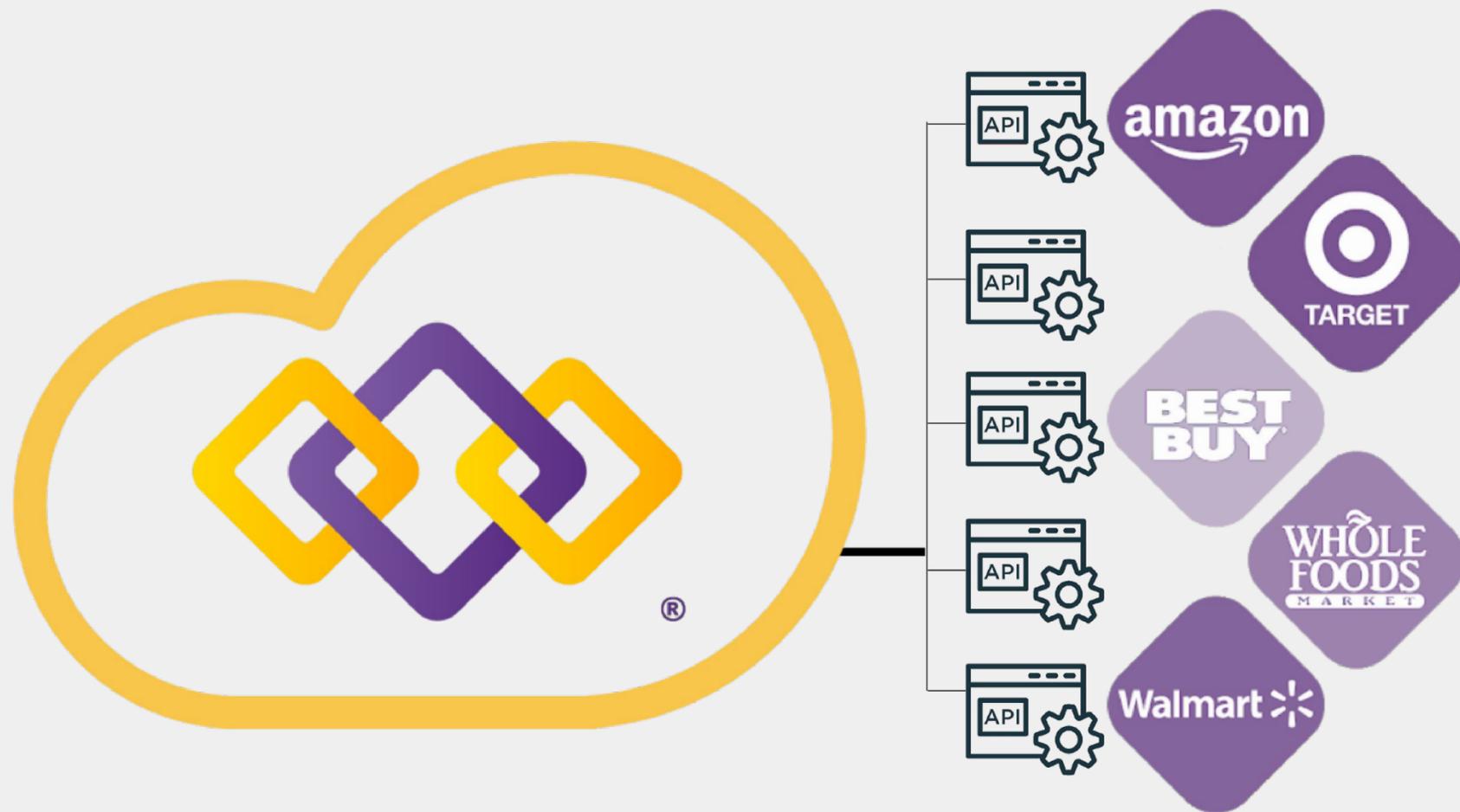
Venzee uses artificial Intelligence to adapt Brand data to diverse, ever-changing, and exacting Retailer requirements.

**Venzee allows Brands to set up products 1-Time and infinitely expand their retail selling channels.**

The Venzee approach is fast, based on modern AI tech , and infinitely scalable. And, it enables two-way communication opening the door to direct consumer engagement for recalls and responsive communication.



**Venzee Solution** – 1-Time Setup to Multiple Retailers, Tight Consumer Connection, Endlessly Scalable



## Venzee builds & sells Retail Connectors

Brands connect to Venzee using a modern API to our globally available Amazon AWS instance.

**Mesh Connectors™** represent proprietary, SaaS model, revenue generating growth.

Venzee sells Mesh Connectors™ on a monthly basis.

For a full list of available retail Mesh Connectors™ visit:

**[tinyurl.com/venz-retail](https://tinyurl.com/venz-retail)**



# / Proven Business Model

**Our SaaS revenue model offers rapid and cost compelling retail channel expansion for global brands**

Because Venzee provides brands with retail connections using tech rather than people, we offer Mesh Connectors™ at an attractive price point of \$250 USD /month

With Venzee, brands can expand retail connections at low cost and far beyond their current manual labor limitations

1 Partner Brand Connected to...



**X**

1 Venzee Mesh Connector™ results in...



**=**

\$250 in Venzee revenue (MRR)

**US \$250/m**



# Scalable **Recurring Revenue Model**

**Brands have endless need to get product data to retailers**

There are an estimated 850,000 retailers on the planet. Venzee revenue scales as brands work to grow their sales by connecting with as many global retailers as possible

Venzee charges brands \$250 USD /month for each active retail connection

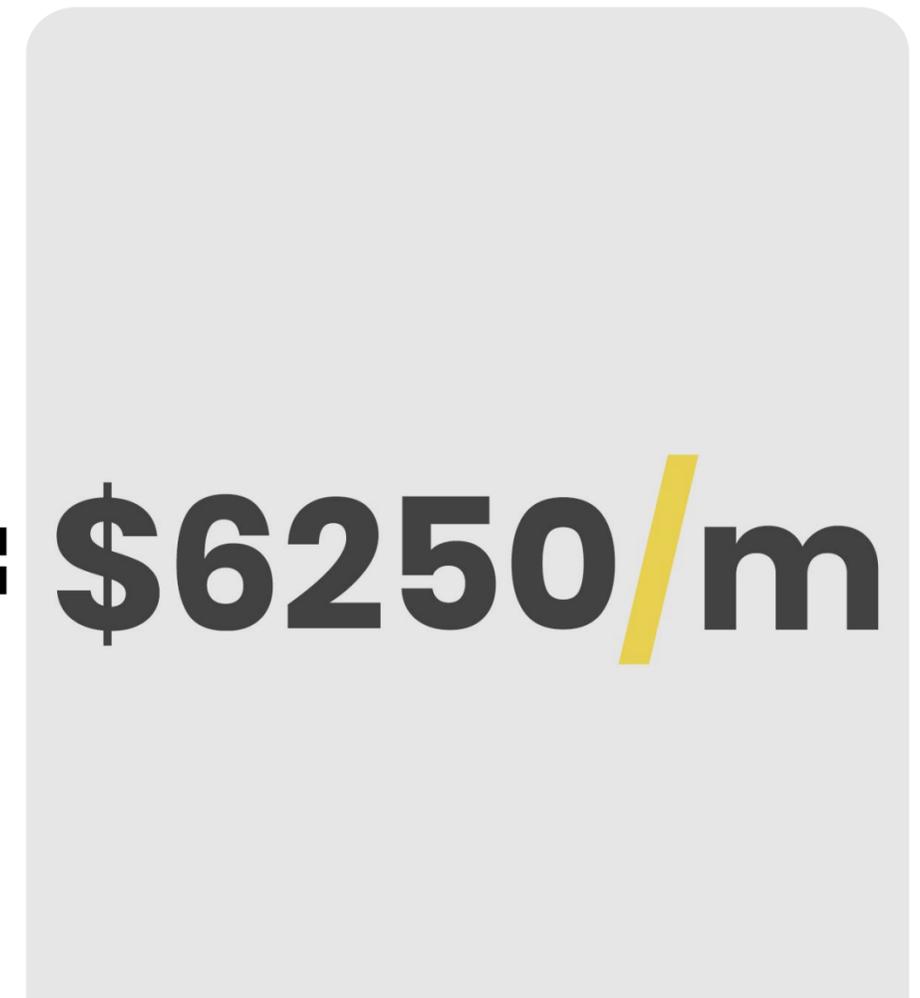
1 Partner Brand Connected to...



25 Mesh Connectors™



Venzee MRR @ \$250 USD each



**X**

**=**

# / Growth Targets

We are on pace to achieve our 2021 goal of more than 2,000 active Mesh Connectors™.

Our goal of 13K Mesh Connectors™ in 2022 will position Venzee as the **dominant digital path** to global retail.

This opportunity is truly massive.

Q4 2021 Outlook  
**2,080 @ \$7.5M ARR**

Q4 2022 Outlook  
**13K @ \$45M ARR**

# Venzee Team

Venzee is run by a select team of experienced supply chain tech leaders. We know this market and understand how to unlock massive opportunity.

## John Sexton Abrams

CEO. Leadership, strategy, and MA&D experience in successful startups and Fortune 20 companies. Proven operational supply chain expertise in senior posts for large, regulated, multinational organizations.

## Darren Battersby

CFO. Canadian Institute of Chartered Accountants member with expertise advising and developing early-stage companies through to IPO or successful acquisition.

## Sean Copeland

Board Member. An internet policy advisor with expertise in Fintech and supply chain startups. His work has delivered financial, logistics, and supply chain visibility solutions to sovereign nations, regulatory bodies, and others with complex global needs.

## Peter Montross

EVP Commercial Operations. Senior sales executive with deep expertise in the retail supply chain industry. Demonstrated revenue delivery and sales growth for companies including Edgenet and Shotfarm - both acquired in 2019.

## Dan Wilkinson

Senior Advisor. Previously Chief Commercial Officer at IWorldSync his strategic work advantaged the company at acquisition in 2019. A retail supply chain expert with broad industry engagement, unmatched market insight, and tremendous intellect.

## Marc Bertrand

Board Member. Former founder, President, and CEO of Mega Brands. Marc is an industry expert with a wealth of experience in brand building, strategic licensing, international markets and manufacturing.

## Chad Kaczmarek

Senior Director, Integrations. Experienced in client-facing integration roles with Venzee competitors IWorldSync and Edgenet - both recently acquired.

## Thomas J. Linden

Board Member. "Big Four" strategist with expertise guiding organizations through mergers, acquisitions, IPOs, spin-offs, equity financings, revenue recognition, and other areas of strategic growth.

## Dr. John Sviokla

Board Member. Former PwC CMO and Artificial Intelligence thought leader from Harvard Business School. Dr. Sviokla is a recognized, well-published expert on how firms can apply emerging technologies to create value.



# / Rapidly Accelerating Market Sector Investment



Sales partner **Pivotree Inc.** completed a \$46M USD IPO on the TSX:V in October 2020



Primary competitor **Salsify** closed \$155M USD Series E Financing Led by Warburg Pincus in September 2020 growing total investment to more than \$300M USD



Nordic PIM partner **inRiver** closed a \$35M USD follow-on investment round from backers Lugard Road Capital, Verdane, Industrifonden, Zobito and RoosGruppen

**SGS International** content management service acquired by PE firm The Jordan Company for an undisclosed amount in April 2020

**Lansa** Data Sync Direct and Sync Manager product content syndication solutions acquired by competitor IWorldSync in August 2019

Competitor **IWorldSync** acquired by **Battery Ventures** for a reported +15x revenue premium in July 2019

Content distribution providers **Edgenet, Attribytes, Kwikiee, WiseBase** and **Shotfarm** acquired by PE firm The Jordan Company in 2019

PE firm Symphony Technology Group acquired product content management service **Enterworks** in February 2019

**Content Analytics**, product content syndication provider, acquired by Syndigo in August 2019

**SellPoints**, an eCommerce content engine, acquired by PE firm The Jordan Company for an undisclosed amount in August 2019

**ItemMaster**, a product content management provider acquired by Syndigo in January 2019

**CovalentWorks**, a product data distribution services acquired for \$23M USD by SPS Commerce in December 2018



# Capitalization Table

## Venzee Technologies, Inc.

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Venzee is a publicly-traded company on the Toronto Stock Exchange TSX Venture Exchange (TSX:V)

Our ticker symbol is VENZ

### Share Structure

Common Shares	205.627M
Warrants	128.744M
Stock Options	12.723M
Fully Diluted	347.094M

### Stock Options

Outstanding	12.723M
AVG Px	0.14c

### Warrants

@ 0.15c Apr 2022	30.150M
@ 0.10c Nov 2022	3.291M
@ 0.10c Dec 2022	7.805M
@ 0.10c Jan 2023	19.481M
@ 0.10c May 2023	29.848M
@ 0.10c Dec 2023	38.788M
AVG 0.12c	128.744M

### Enterprise Value

Shares Outstanding	205.627M
Share Price	0.07c
Volume AVG 50d	528.997
Market Cap	11.826M
Cash (USD)	1.153M
Debt	0.00

All information as published through 15 January 2021





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