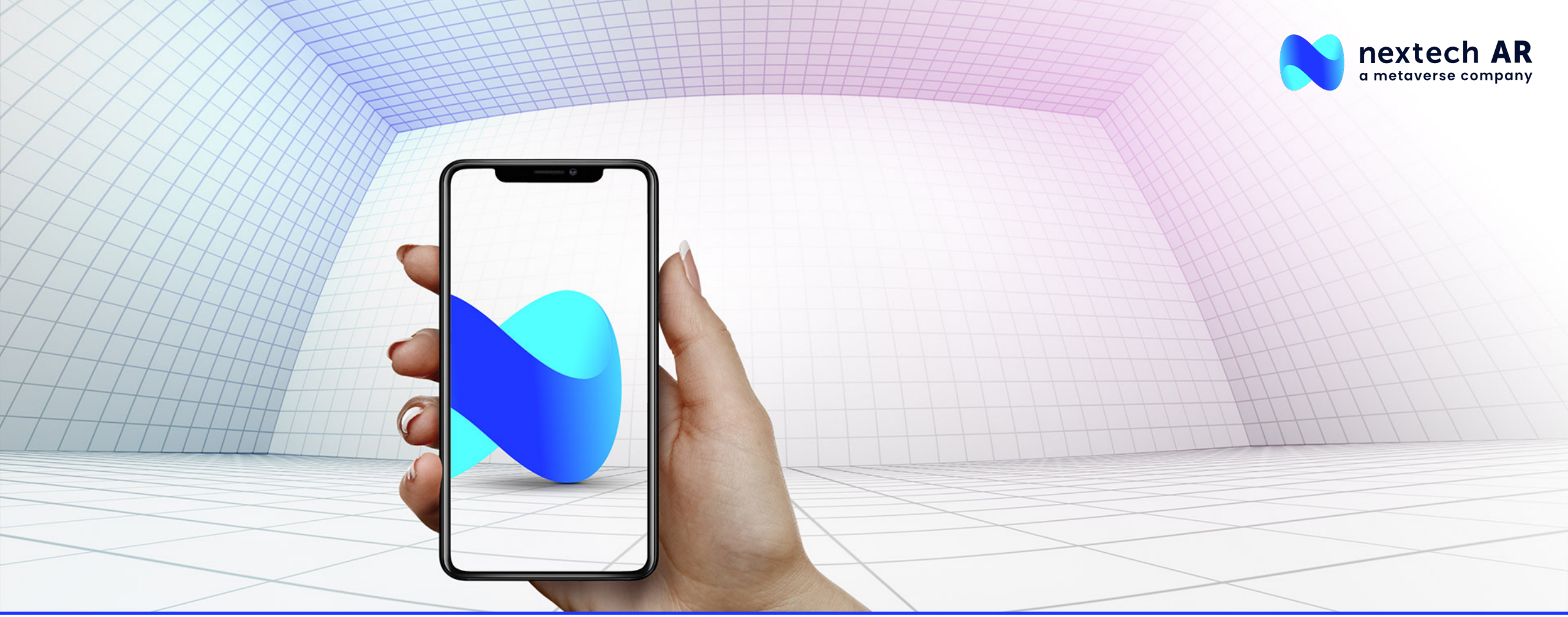


# Nextech AR Solutions
2022

NEO: NTAR
OTC: NEXCF

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# Disclaimer / Safe Harbour

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This communication may contain statements, other than statements of current or historical fact, that constitute “forward-looking statements”. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “believe,” “expect,” “intend,” “estimate,” “project,” “forecast,” “plan,” “predict,” “seek,” “goal,” “will,” “may,” “likely,” “should,” “could,” and similar expressions or expressions of the negative of these terms. This presentation contains forward-looking statements that are based on our management’s current estimates, beliefs and assumptions which are based on management’s perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail our Management's Discussion and Analysis for the year ended December 31, 2020 and are discussed more fully in Nextech’s filings with the British Columbia Securities Commission (“BCSC”) and found on Sedar.com.

Total Bookings and Backlog are not defined by and does not have a standardized meaning under International Financial Reporting Standards (“IFRS”) as issued by the International Accounting Standards Board. This non-IFRS financial performance measure is defined below. Non-IFRS financial measures are used by management to assess the financial and operational performance of the Company. The Company believes that this non-IFRS financial measure, in addition to conventional measures prepared in accordance with IFRS, enables investors to evaluate the Company's operating results, underlying performance and prospects in a similar manner to the Company's management. As there are no standardized methods of calculating these non-IFRS measures, the Company's approaches may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, this non-IFRS measure is intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

Total Bookings: the total dollar value of technology services and license services included in contracts with our customers. ‘Value’ is the total revenue (recognizable or not) associated with each transaction, as opposed to the amount invoiced or recognized as revenue in the period. This information provides the user with information on the performance of our sales efforts in the period, as there is a timing difference between when we close a deal and when it is ultimately ‘earned’ as defined in IFRS for revenue due to the term of our contracts and delivery timelines.

Backlog: the estimated unearned portion of technology services and license services in customer contracts that are in process and have not been completed as at the specified date. This includes billed and unbilled amounts within each contract. Since our revenue is recognized as earned, this will translate to total bookings to date less earned revenue recognized on the financial statements. This information provides the user with an estimate of the work expected to be completed and earned in the future at a given point and is used by management to allocate resources to our revenue delivery team.

Total Bookings and Backlog should not be considered a substitute for or in isolation from measures prepared in accordance with IFRS. These non-IFRS measures should be read in conjunction with our annual audited consolidated financial statements for the year ended December 31, 2020. Readers should not place undue reliance on non-IFRS measures and should instead view them in conjunction with the most comparable IFRS financial measures. See the reconciliations to these IFRS measures in the “Reconciliation of Non-IFRS Measures” section of the recent MD&A dated April 15, 2021, found on Sedar.com.

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# Blue Chip Leadership Team

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**Evan Gappelberg**
CEO and Founder



**Paul Duffy**
President, Chairman of the Board



**Eugen Winschel**
COO



**Feras Abutaha**
VP, Operations



**Andrew Chan**
CPA, CA CFO

# Engineering Team



**Max Hwang**
SVP, Engineering



**Nima Sarshar**
CTO of Visual Computing & AI



**Boon Tan**
Director, AR Engineering



**Daniel Yu**
VP, Engineering



**Boris Epshtein**
Principal Applied Scientist

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# Building Relationships With The Biggest Names In Tech

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## Partnerships

Microsoft
ERICSSON
Singtel
Azure

## Integrations

shopify
SHOPLINE

## Customers

amazon
TEDx
NATO OTAN
Ford
Restaurants Canada
Government of Canada
BROAD INSTITUTE
Ryerson University
Université Concordia University
verizon
HARVARD UNIVERSITY
Johnson & Johnson
Boehringer Ingelheim
DELL
IBM
TELUS
LEXUS
Carnegie Mellon University
STÄUBLI

## Ecommerce Customers

XRocker
EDEN GALLERY
POLY&BARK
NorthByNorth
NEVER SUMMER
ezooza
JustRecliners.
XION
It all comes to life at Lightingplus
Pier1
Sears
KOHL'S
kmart
CB2
IKEA

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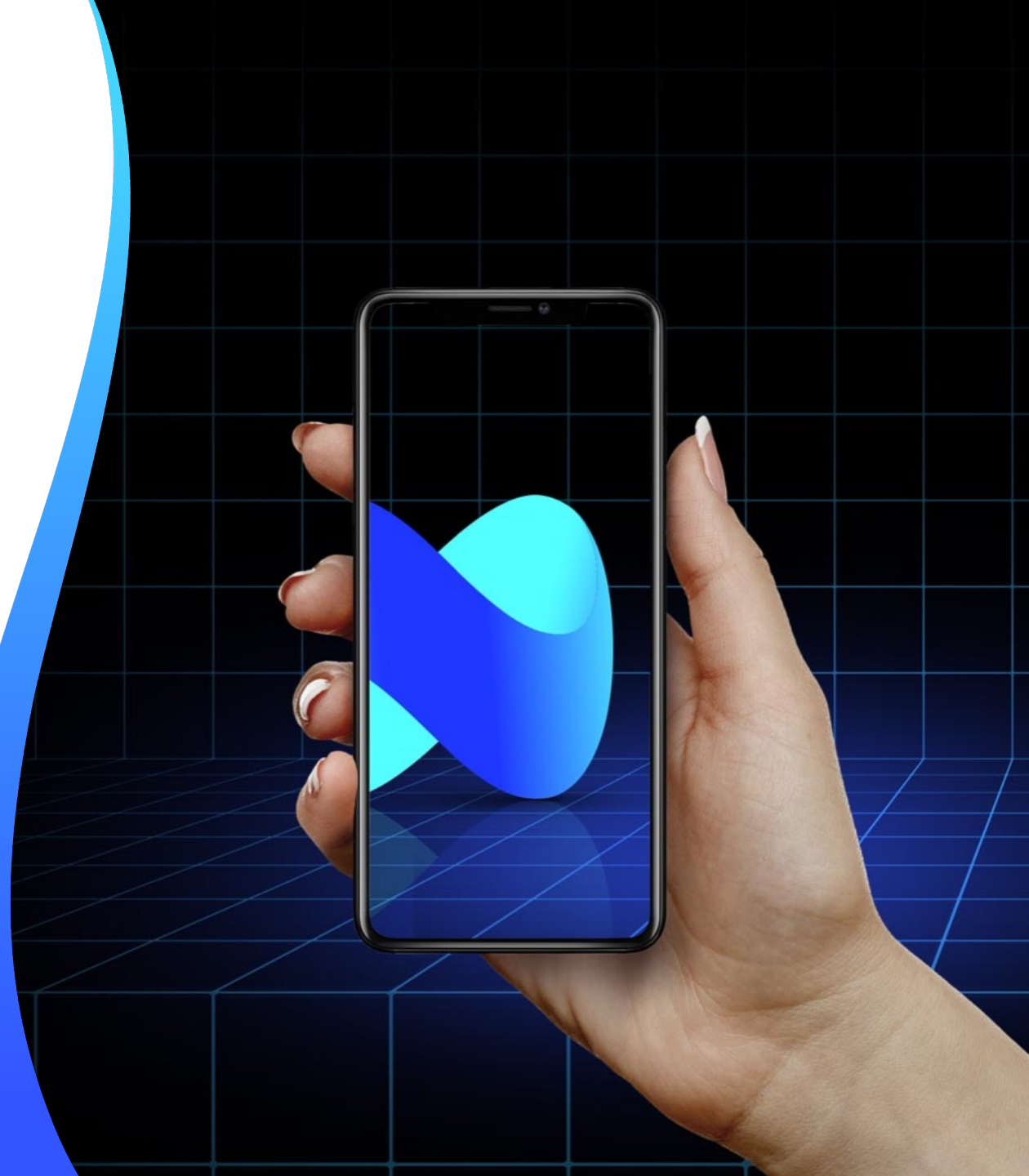
# Nextech's 3D/AR Model Factory



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# Powered by Artificial Intelligence

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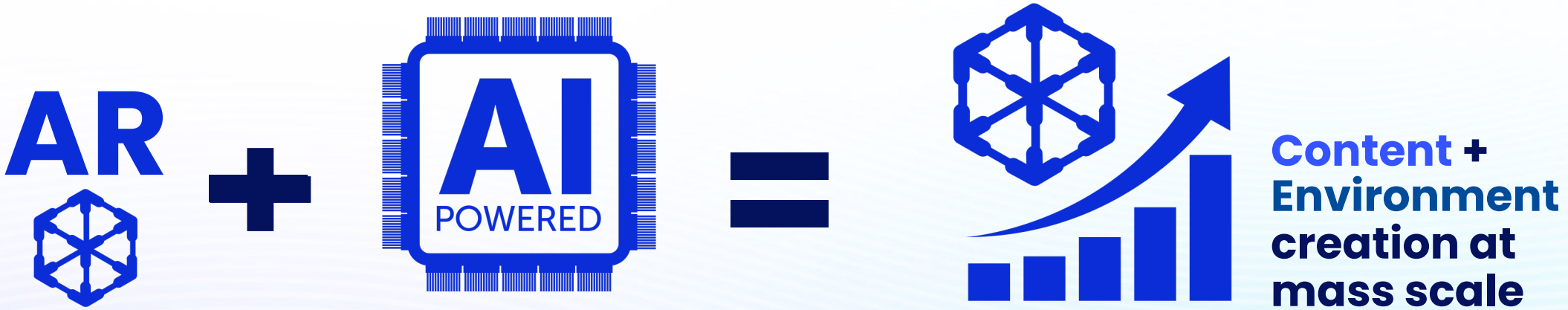


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# The World's Leading 3D Model Factory

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## 3D + AR for RETAILERS

ARitize 3D

2D to 3D

+

## 3D + AR for MANUFACTURERS

ARitize CAD

CAD to 3D

## The Nextech Advantage

Pricing, Quality, Scalability
**for BOTH retail & manufacturing is unmatched**

✓ Product Hotspots ✓ Animations ✓ 360 Exploded Views ✓ Color Configurator
✓ 3D Swirl Ads ✓ 3D Carousel ✓ Virtual Staging ✓ Room Decorator

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# ARitize 3D
## AI Powered 3D Model Creation At Scale For Ecommerce

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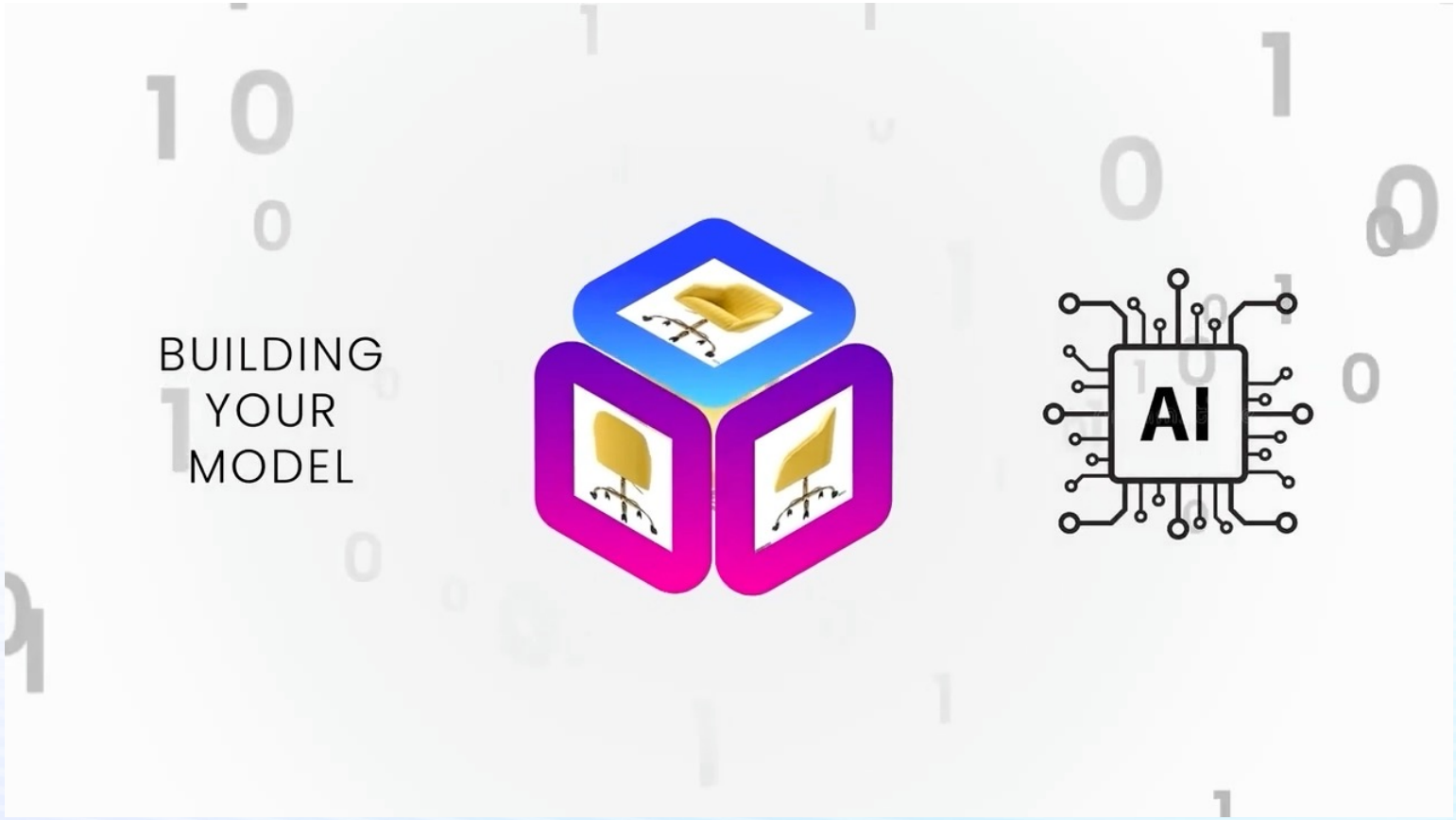
*Now integrated with* shopify

ARitize 3D

- ✓ **2D Images to 3D Models**
- ✓ Available in Shopify
- ✓ Highest quality models
- ✓ Scalable
- ✓ Competitive pricing




**TAM: $133 Billion by 2024**

Click here to watch

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# ARitize CAD
## AI Powered 3D Model Creation At Scale For Manufacturers

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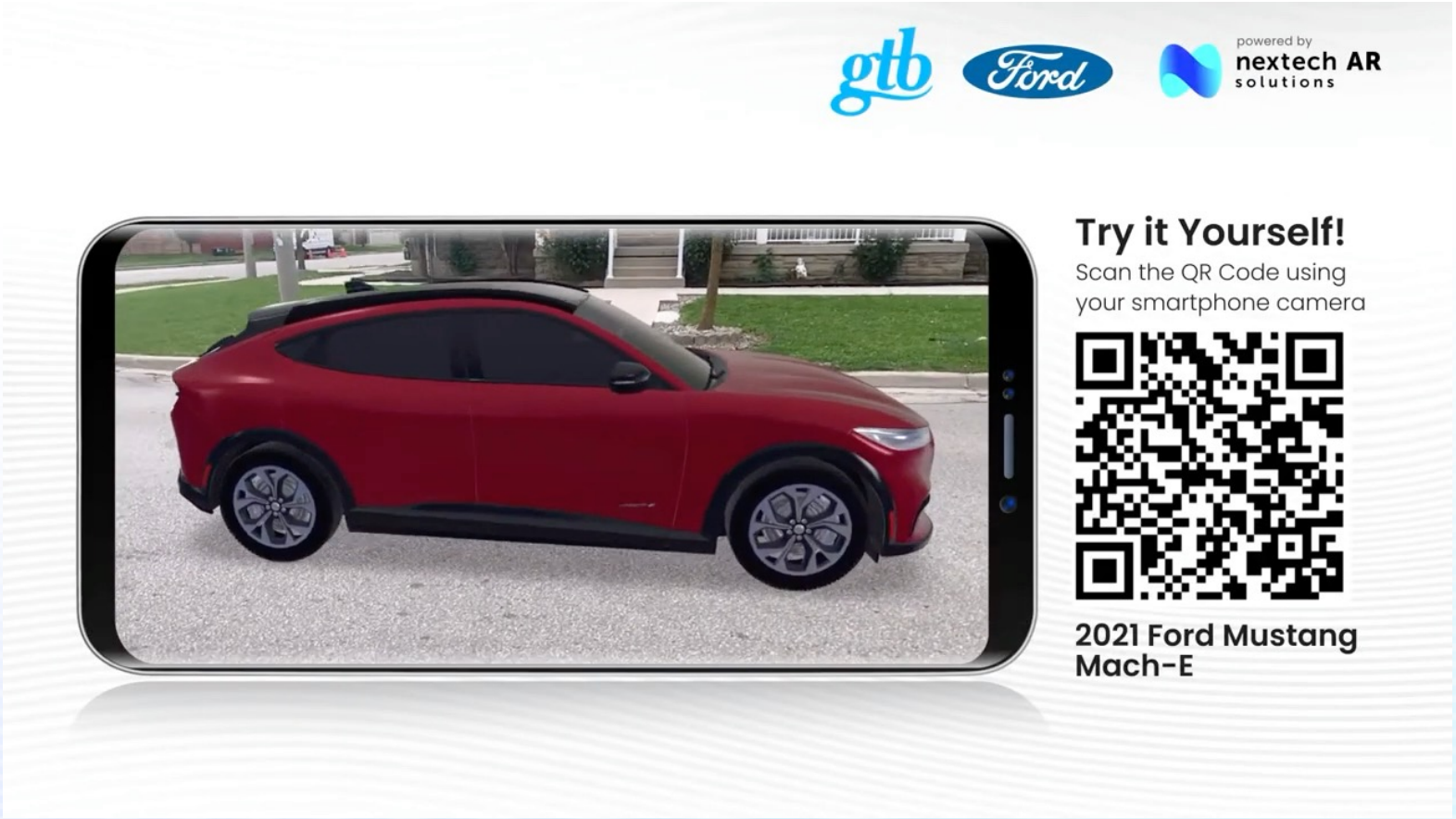
ARitize CAD

- ✓ **CAD files to 3D Models**
- ✓ Solution for Manufacturers
- ✓ Eliminate product photography
- ✓ Highest quality models
- ✓ Scalable
- ✓ Competitive pricing




**TAM: $9.7 Billion**

Click here to watch

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# **Problem:** E-Comm Returns Cost **$1.47 T Annually**

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## Global

**$4.9Trillion**[3]

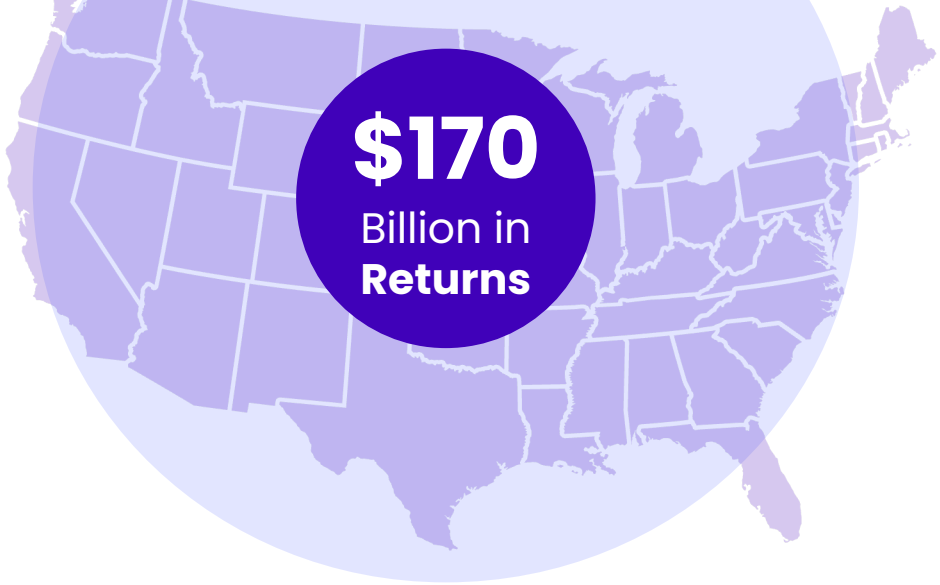



## Avg. Return Rate[4]

**30%**

## United States

**$565 Billion**[2]




[2] https://nrf.com/research/customer-returns-retail-industry
3 https://www.emarketer.com/worldwide-ecommerce-will-approach-5-trillion-this-year
[4] https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-$70-5b-this-holiday-season
[5] https://arinsider.co/2020/06/29/does-ar-really-reduce-ecommerce-returns/

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# **Problem:** 3D Asset Creation Needs To Scale

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## Major Challenges in 3D Model Creation

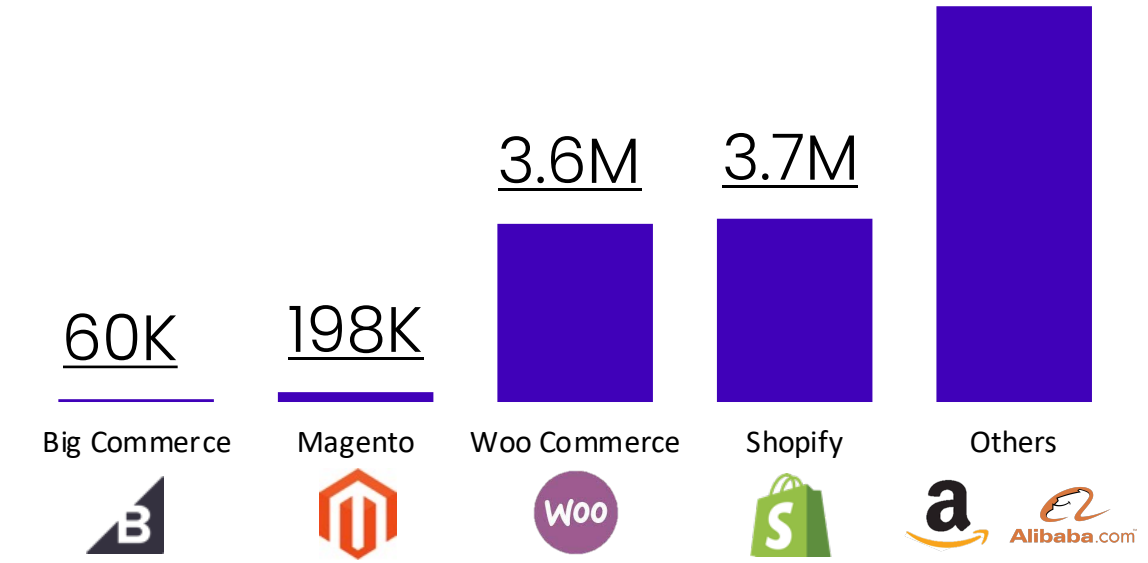
- Time consuming
  1-2 weeks/model
- Requires technical talent
- Inconsistent quality
- High costs
  >$100-200/3D model
- Unscalable

## Demand - 16 Million

E-Commerce Stores Worldwide[6]

**>400 Million** 3D models need to be created[7]

**Merchants on Major E-commerce Sites (Global)**




Source: BuiltWith

**7.5M Merchants**

[6] https://wpforms.com/ecommerce-statistics/
[7] https://www.jakobstaudal.com/how-many-products-should-an-e-commerce-site-have/

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# ✓ Product-Market Fit Achieved in ECommerce

## *Why Products in 3D+ AR?*

**94%**

**higher conversion rates** when consumers interact with products with AR experiences(1)

**61%**

of **consumers prefer** retailers with AR experiences (2)

**40%**

**reduction in product returns** with use of 3D and AR on the web (3)

1: Harvard Business Review Article, "How AR Is Redefining Retail in the Pandemic"
2: Digital Marketing Institute Article, "How Augmented Reality is Transforming Retail"
3: AR Insider Article, "Does AR Really Reduce eCommerce Returns?"

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# End-to-End 3D + AR Solution

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## Packaged into a SaaS solution built for **scale for ECommerce**



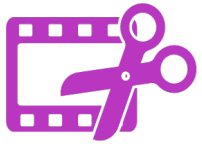
**Create 3D**

GLTF, USDZ, etc.
CAD
Cross Platform
Images



**Host**

Cloud CMS
Analytics



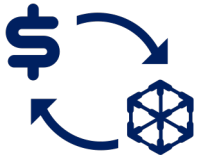
**Configure**

Animation
Product Hotspots
CTA's



**Distribute**

WebAR
Product Page
AR Ads
Decorator
Mobile Apps



**Transform**

+ % Conversion
- % Product Returns
+ Engagement
+ Brand Value
+ *More*

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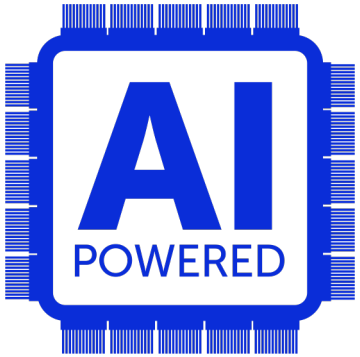


# AI powered 3D Model creation at scale and ...

✓ Product Hotspots ✓ Animations ✓ 360 Exploded Views ✓ Color Configurator
✓ 3D Swirl Ads ✓ 3D Carousel ✓ Virtual Staging ✓ Room Decorator

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# Enhancements to 3D/AR Content

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Create 3D → Host → Configure → Distribute → Transform

## Product Hotspots




Watch Video

# Enhancements to 3D/AR Content

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Create 3D → Host → Configure → Distribute → Transform

## Animations



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# Enhancements to 3D/AR Content

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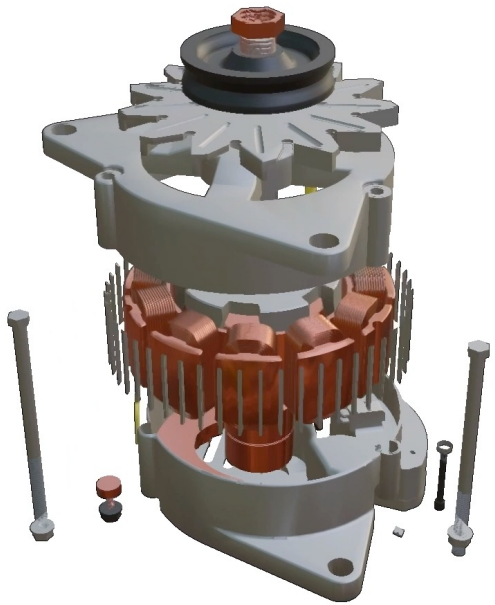
Create 3D → Host → Configure → Distribute → Transform

**360 + Exploded Views**



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# Enhancements to E-commerce Sites

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Create 3D → Host → Configure → Distribute → Transform

## Configurator




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# Enhancements to E-commerce Sites

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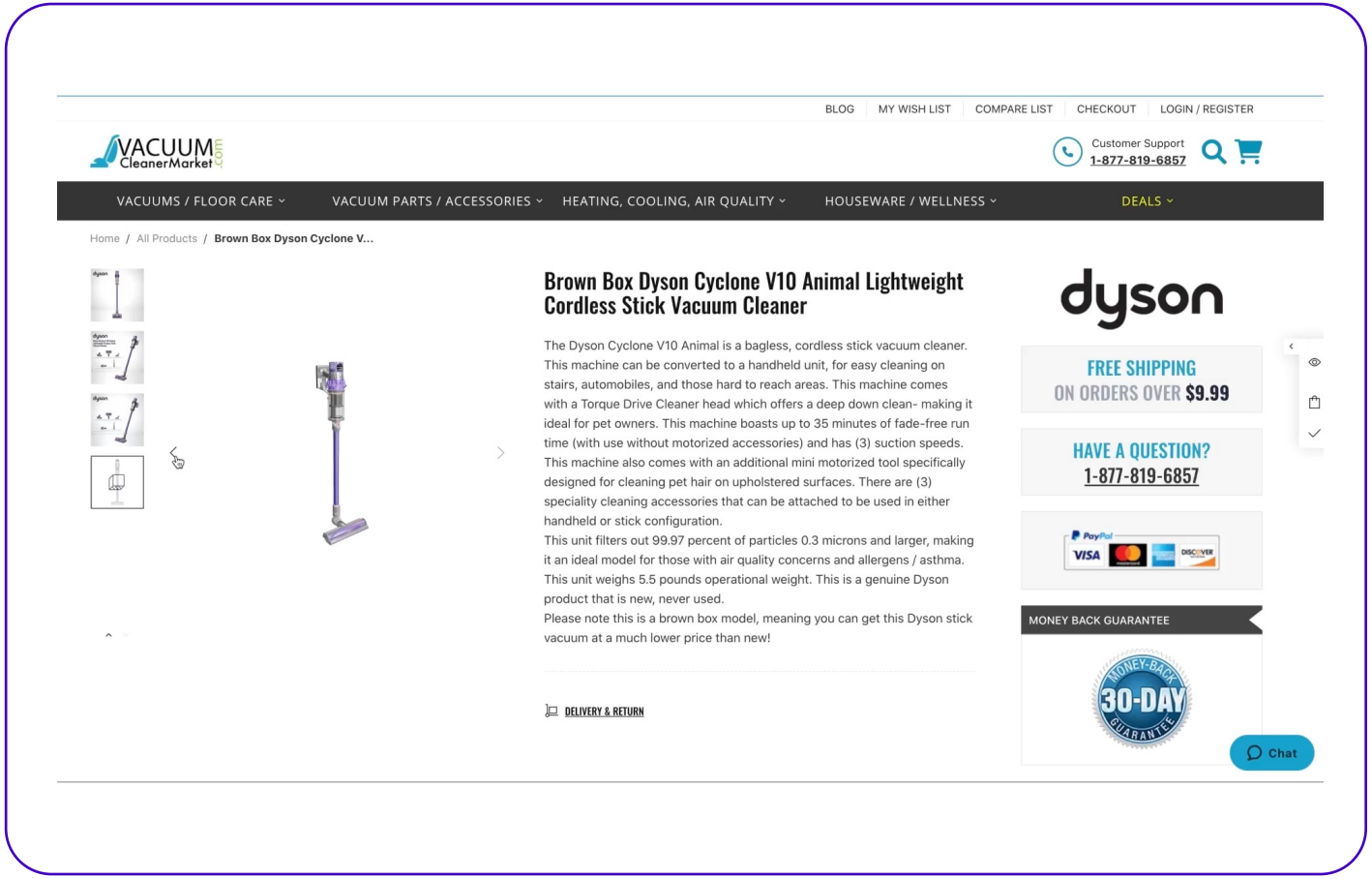
Create 3D → Host → Configure → Distribute → Transform

## 3D Carousel

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# Enhancements to E-commerce Sites

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Create 3D → Host → Configure → Distribute → Transform

## Virtual Staging + Product Photography



Watch Video

# Enhancements to E-commerce Sites

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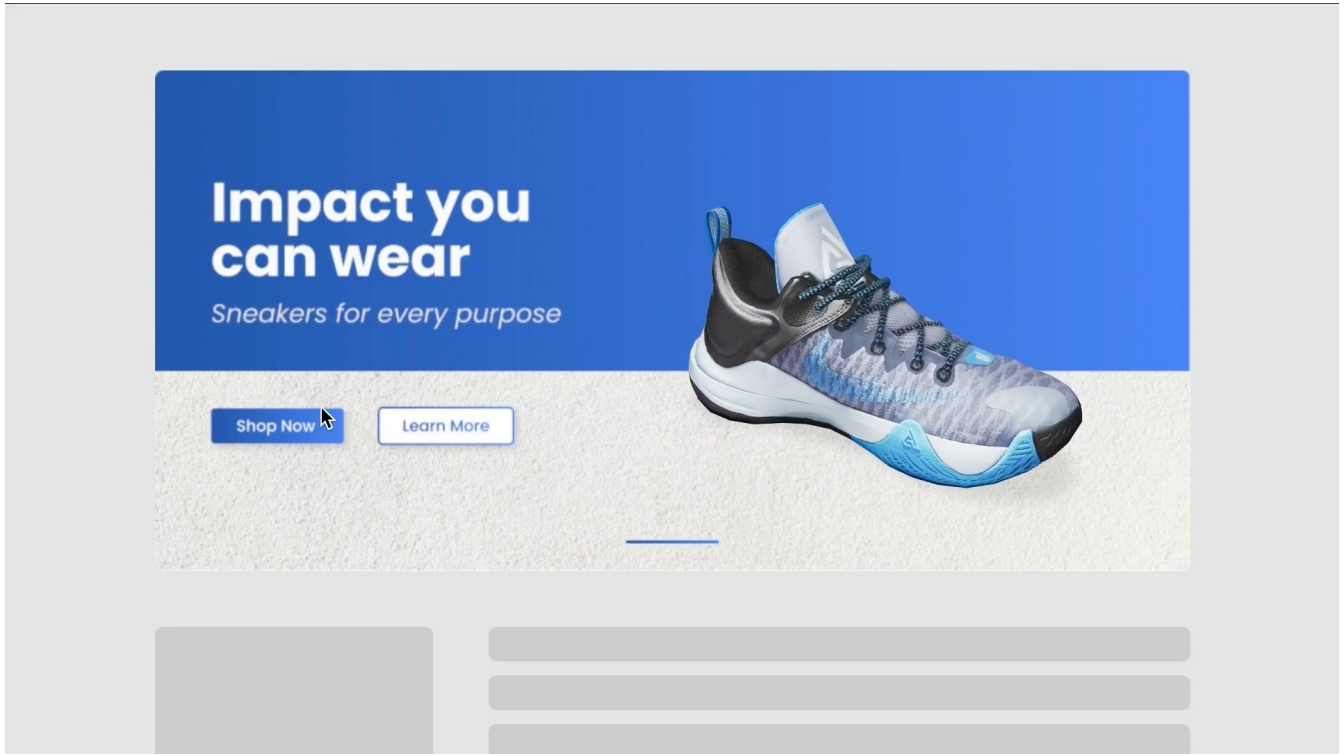
Create 3D → Host → Configure → **Distribute** → Transform

## ARitize Swirl

✓ **Highter** CTR
✓ **Lower** Returns
✓ Engaging, animated 3D AR display ads
✓ **Scalable** with ARitize 3D

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# ARitize Swirl Examples

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ARitize Swirl

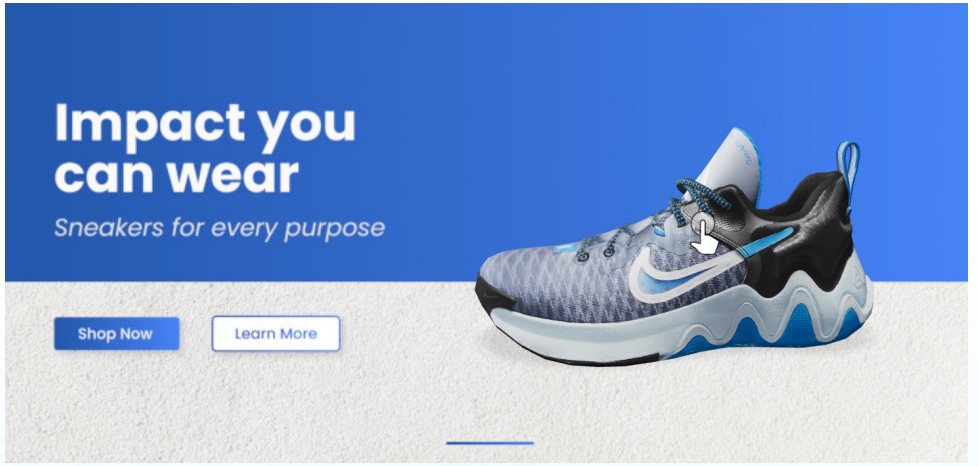
View 3D/AR Swirl



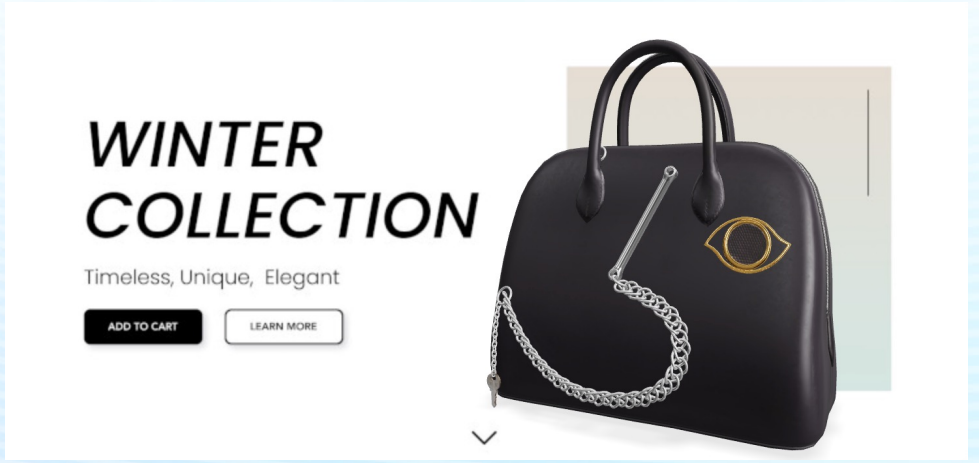

View 3D/AR Swirl




View 3D/AR Swirl




View 3D/AR Swirl

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# Enhancements to E-commerce Sites

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Create 3D → Host → Configure → Distribute → **Transform**

## ARitize Decorator




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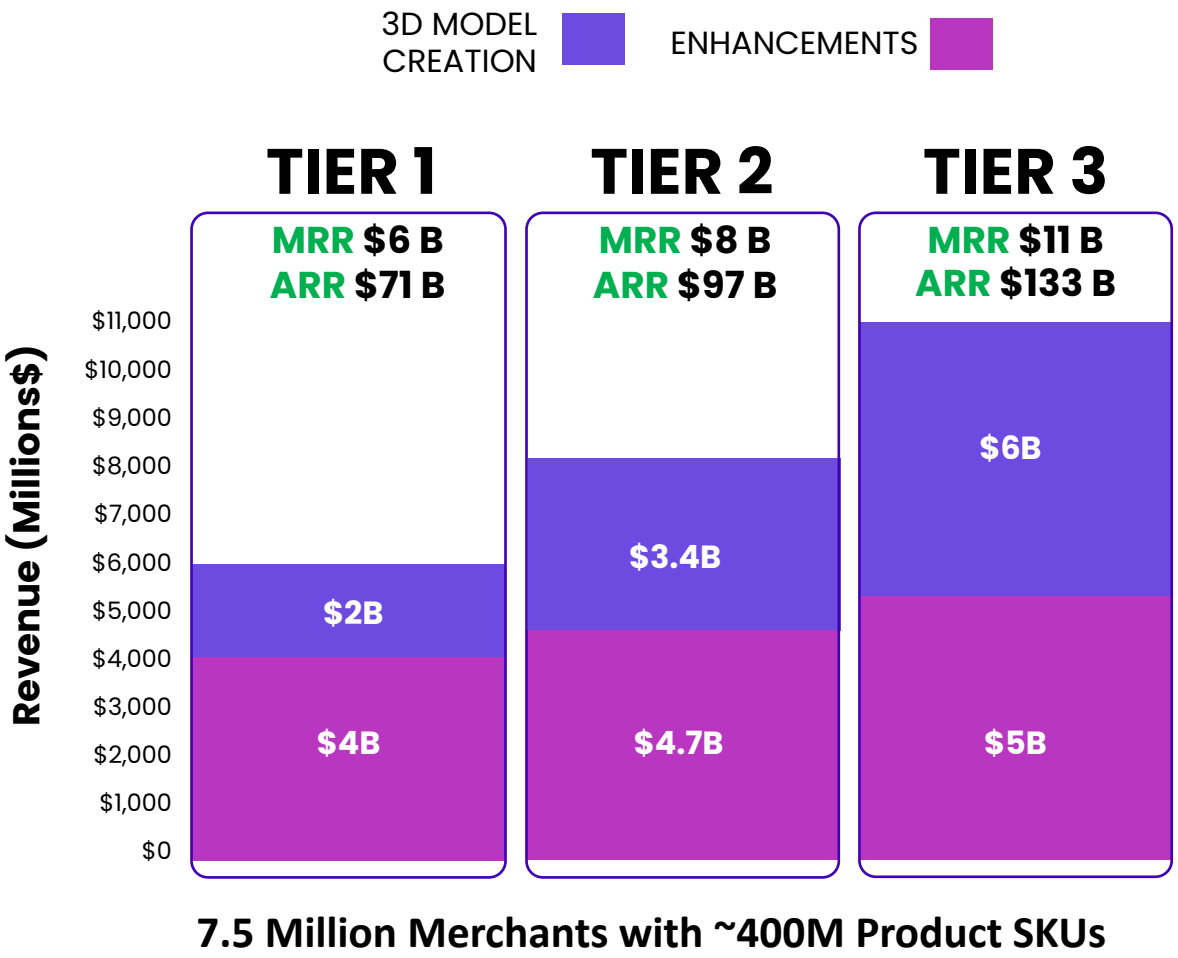
# TAM for Nextech's SaaS 3D Solution




**7.5 Million Merchants with ~400M Product SKUs**

## SaaS Pricing

**Starter**

1 SKU +

- 3D model creation
- Hosting 3D models
- Integration support

$250

No annual contract
just pay month to month
for $250/ month/ SKU

| Accelerate | Growth | Most Popular<br>Pro-Growth | Includes 10% Churn<br>Hyper-Growth |
|---|---|---|---|
| Up to 25 SKUs | Up to 50 SKUs | Up to 100 SKUs | Up to 500 SKUs |
| $250/month<br>With 12-month contract | $450/month<br>With 12-month contract | $800/month<br>With 12-month contract | $3000/month<br>With 12-month contract |
| OR | OR | OR | OR |
| Pay in advance &<br>Save 10%<br>$2,700/Year | Pay in advance &<br>Save 10%<br>$4,860/Year | Pay in advance &<br>Save 10%<br>$8,640/Year | Pay in advance &<br>Save 10%<br>$32,400/Year |
| ✓ 3D model creation<br>✓ Hosting 3D models<br>✓ Integration support<br>✓ Low monthly fee | ✓ 3D model creation<br>✓ Hosting 3D models<br>✓ Integration support<br>✓ Low monthly fee | ✓ 3D model creation<br>✓ Hosting 3D models<br>✓ Integration support<br>✓ Low monthly fee | ✓ 3D model creation<br>✓ Hosting 3D models<br>✓ Integration support<br>✓ Low monthly fee |
| $10.00 / SKU / Month | $9.00 / SKU / Month | $8.00 / SKU / Month | $6.00 / SKU / Month |

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# Clients & Target Market

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## Target Market




## Brands We Work With




**Click Logos to See 3D and/or AR Model on Website** **if applicable*

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# **Nextech AR:** Market Disruptor on **Price** & **Scale**

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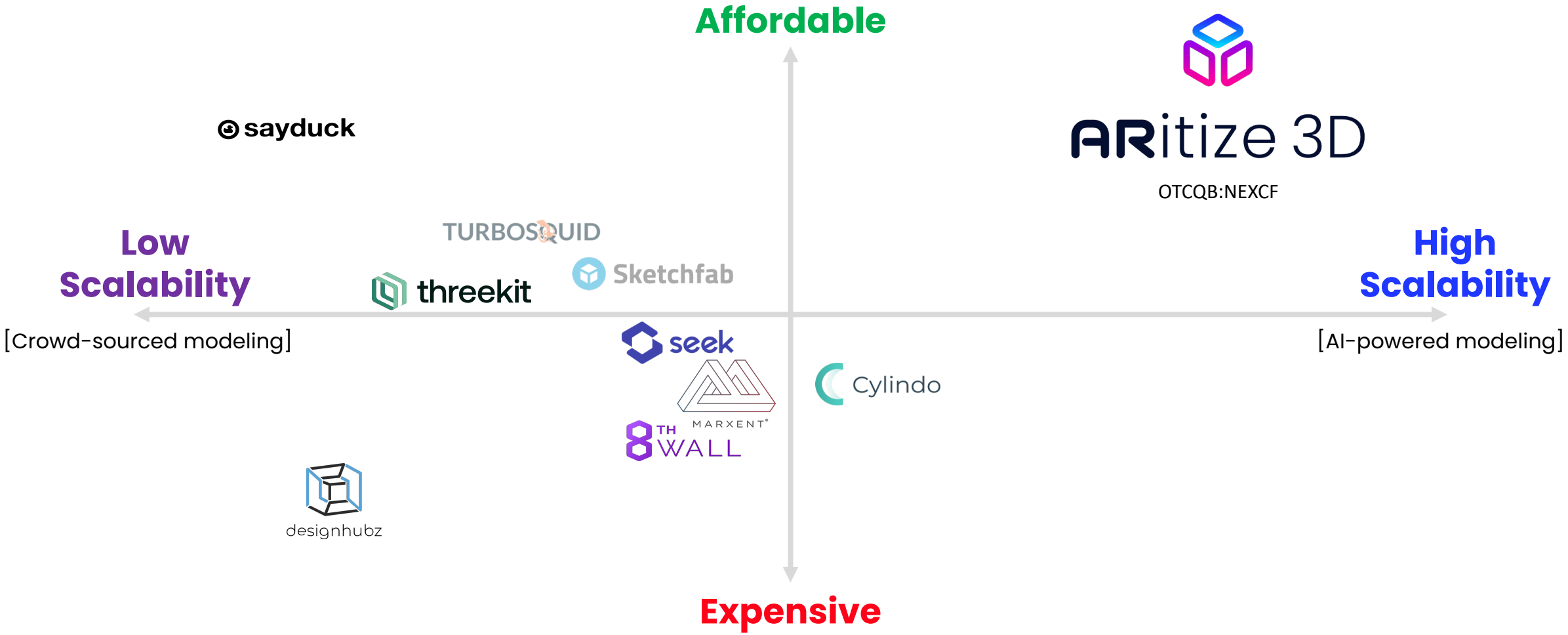


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# Big Tech is Driving 3D Adoption

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Google

**Indexing 3D models for higher search ranking**

**>5,000 –** 3D Models indexed by Nextech

shopify

"With 3D models, your Shopify store will rank higher on Google and your models may even show up on the first page of search results."

**- Shopify**[12]

[12]https://www.shopify.ca/blog/3d-model-products

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# **Q1 2022** - Shopify & Nextech Integration

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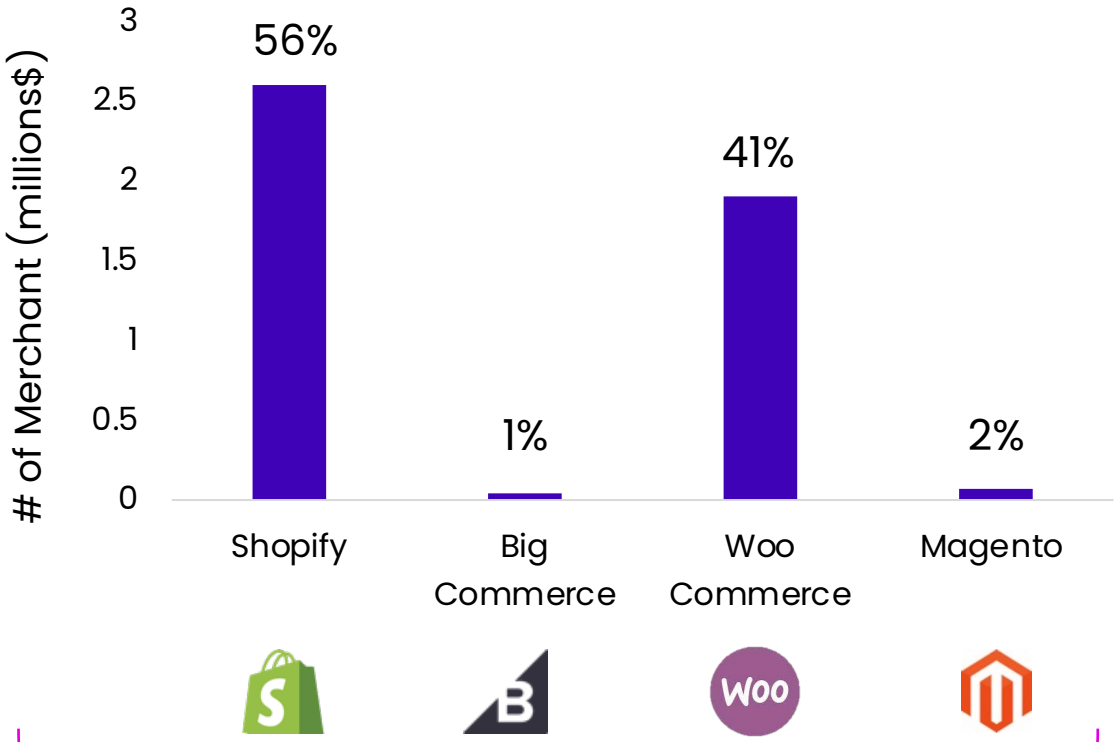
## E-commerce Stores in NA




Source: BuiltWith

**4.6M Merchants**

shopify

"The **Future** of E-commerce is **3D**"

Shopify[8]

**Q1 2022**

Nextech has **integrated** directly with **Shopify** through a self-service app available to all merchants

[8] https://www.shopify.ca/blog/3d-model-products

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# TRY IT YOURSELF: 2D to 3D Examples

## Use Your Smartphone Camera To Scan The QR Codes

*NO APP REQUIRED

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### Accessories



Take Out Your Camera
to Scan the QR Code

### Art (NFT)
### Beeple 69M$



Take Out Your Camera
to Scan the QR Code

### Furniture



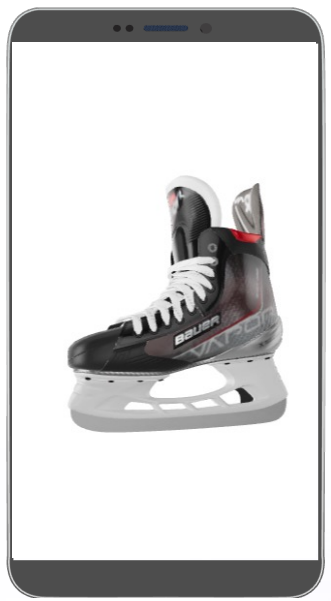
Take Out Your Camera
to Scan the QR Code

### Electronics



Take Out Your Camera
to Scan the QR Code

### Sports Equip



Take Out Your Camera
to Scan the QR Code

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# TRY IT YOURSELF: CAD to POLY Examples

## Use Your Smartphone Camera To Scan The QR Codes

*NO APP REQUIRED

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FORD
Mustang Mach-E



FORD
Escape Hybrid



Jacuzzi



Lighting



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# The 3D AR MODEL Journey

## One 3D AR MODEL = Endless Uses

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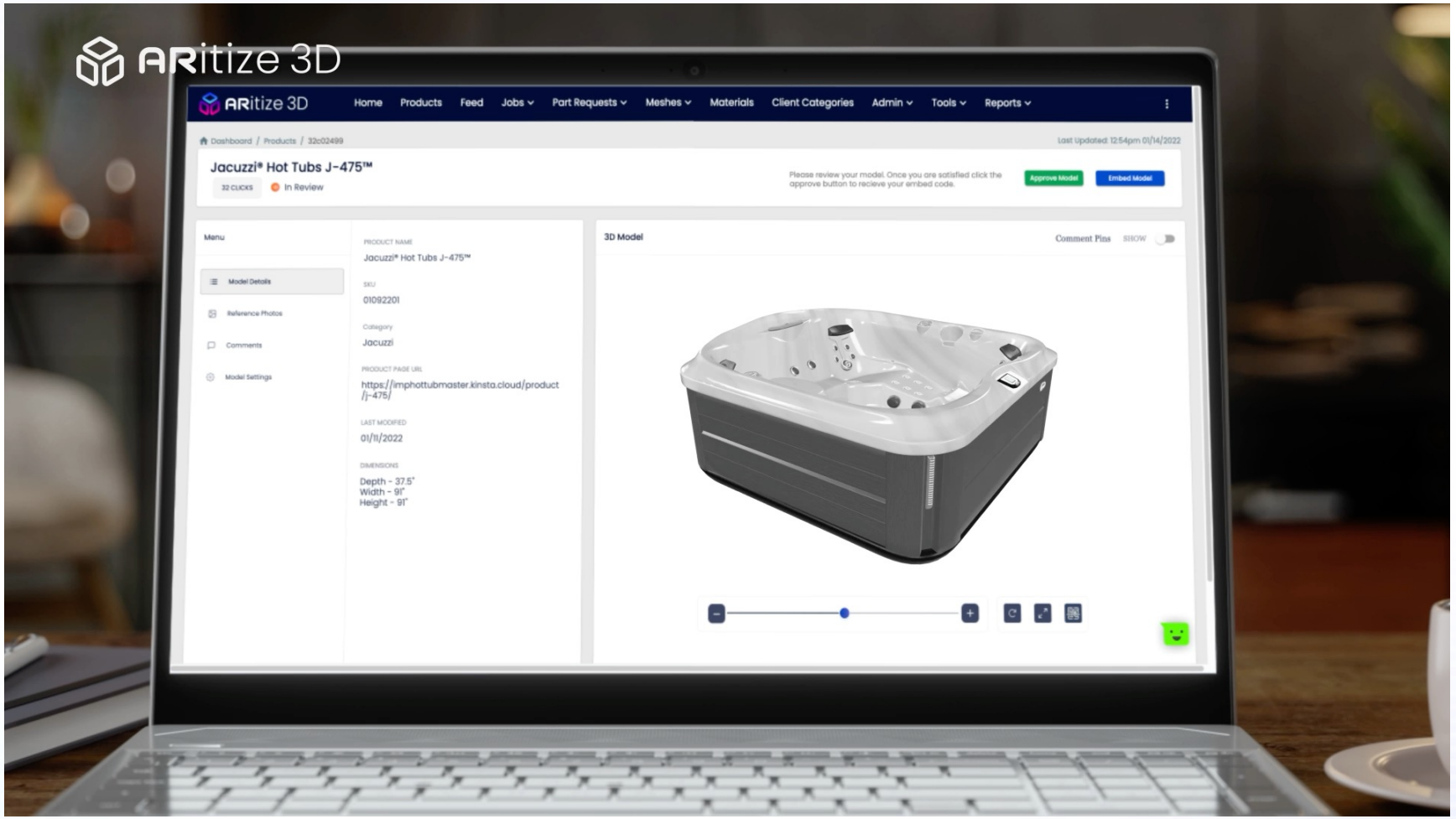


Watch Video

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# Creating the Metaverse

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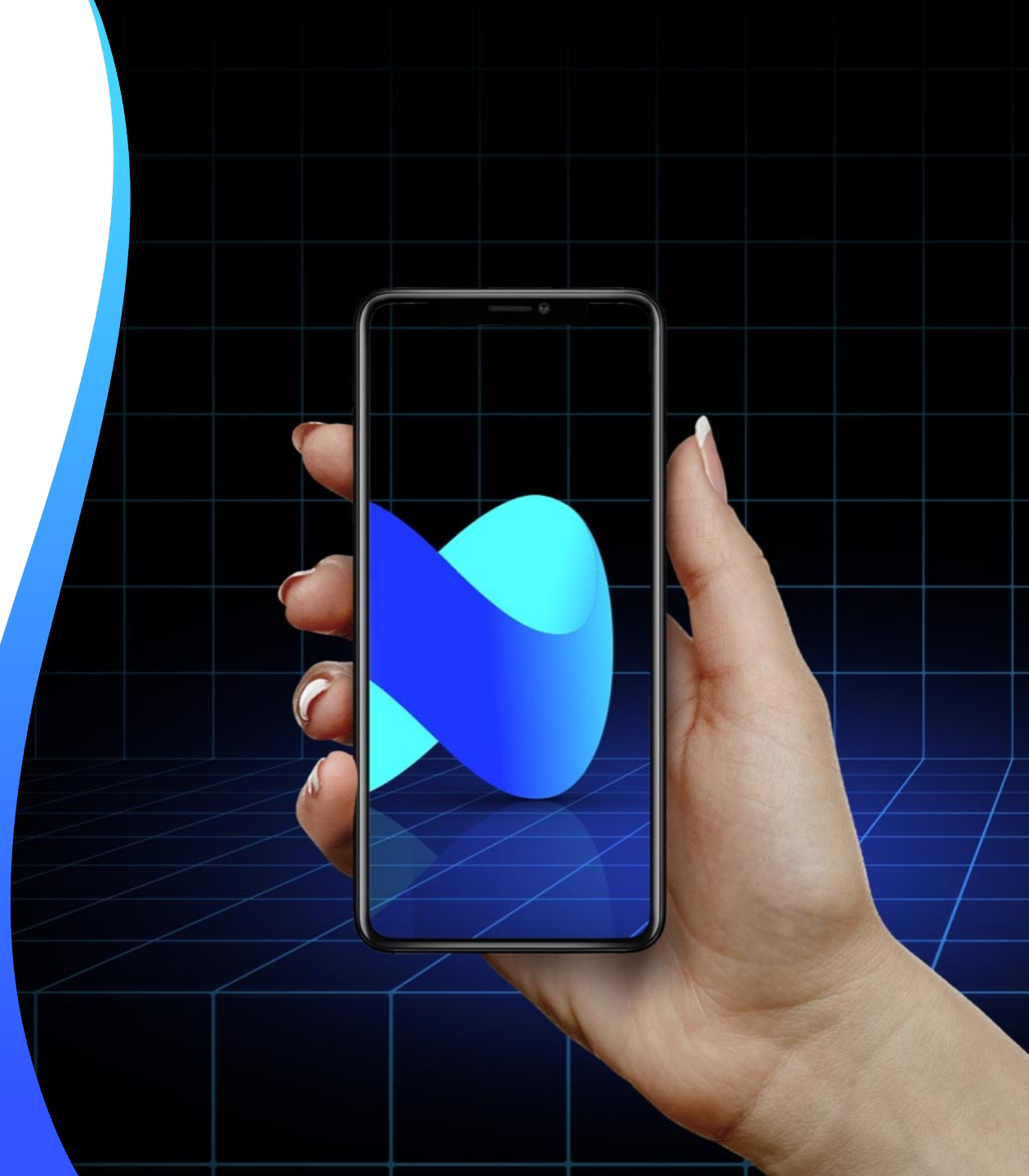
Metaverse Studio



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# Enter The Metaverse!

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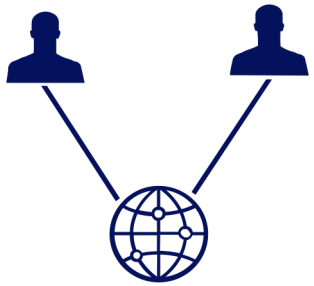
**The Metaverse is the new Internet**
Enhanced to deliver 3D content, spatially organized information & experiences



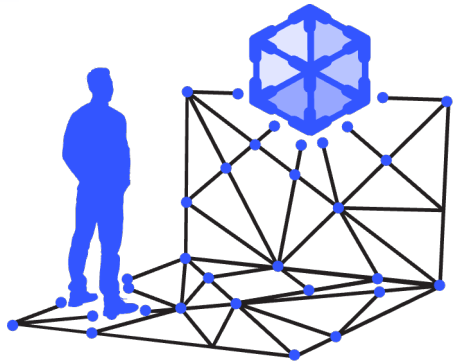
WEB 1.0

The Internet connected us to **information**



WEB 2.0

Social media connected us to **people**



**WEB 3.0**

The **Metaverse** will connect **objects, people**, and **places**

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# The Metaverse is the Future of Connectivity

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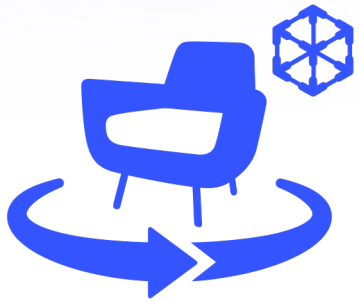
## Nextech has been building the Metaverse since 2018

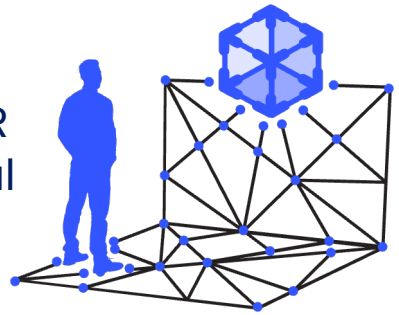
**CONTENT**

**VR/AR/3D** content, including 3D models, human holograms, avatars, NFTs & more.



**ENVIRONMENTS**

Through **spatial mapping** & the AR cloud, data is anchored to physical places to enable AR devices to trigger the right experiences.



Microsoft

Meta

NIANTIC

ROBLOX
Powering Imagination

facebook

EPIC GAMES

Microsoft, Niantic, Facebook, Epic Games and others have all identified the Metaverse as the future of the internet and computing itself

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# The Metaverse In Your Pocket!

## Spatial Mapping App

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**First mobile app**
in market for **spatial mapping**
and mini-metaverse
**No coding required**
**Inter Operable**



## ARitize Maps

A **Metaverse** creation
and sharing tool
for everyone

AR Wayfinding | Navigation | Gamification | Entertainment

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# Teleport to the Metaverse!

## Hologram Creation App

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ARitize Holograms

Create your own Hologram, be **anywhere** at **anytime**

✗ Green Screens
✓ Smartphone Only




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# The Ryerson University Metaverse is HERE!

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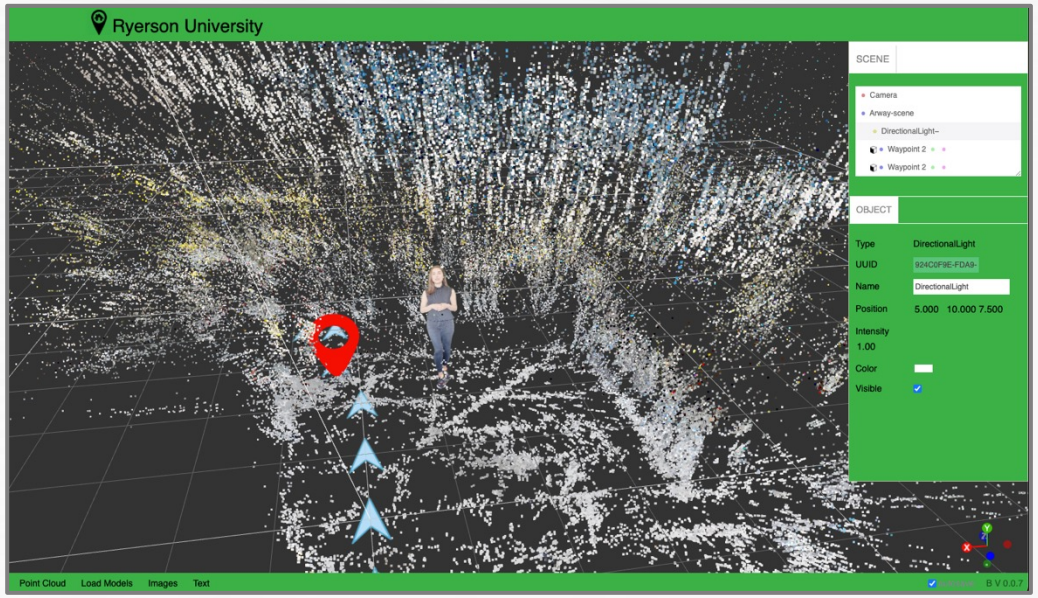
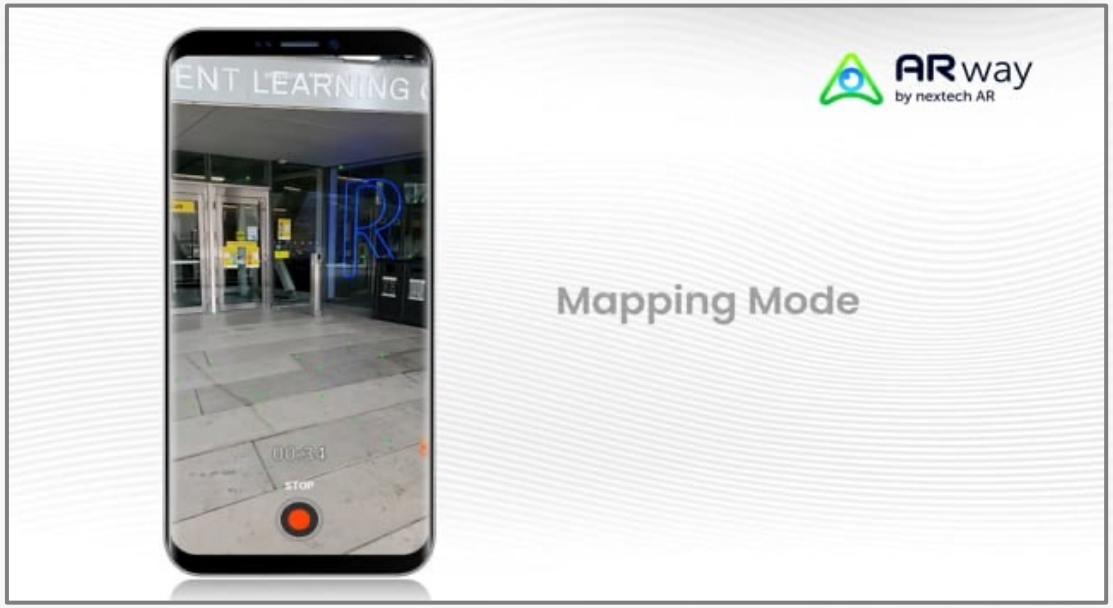
**End-to-End Platform:** People + Places + Objects

## AR content placed into Spatial Map




## Mini Metaverse




Watch Video

## Metaverse Products:

ARitize Maps

ARitize 3D

ARitize Holograms

ARitize Labs

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# The City of London Metaverse is HERE!

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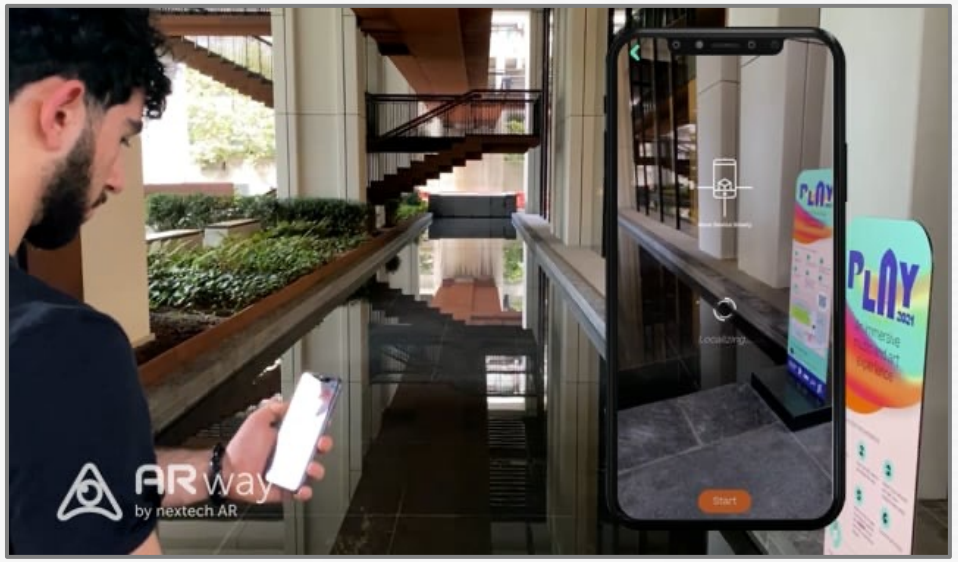
**End-to-End Platform:** People + Places + Objects

## AR content placed into Spatial Map



## Mini Metaverse




Visuals and music from **Guildhall School** of Music & Drama and **London Symphony Orchestra.**

Watch Video

## Metaverse Products:

ARitize Maps

ARitize 3D

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# Addressable Market & Industry Validation



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# Nextech's Addressable Market

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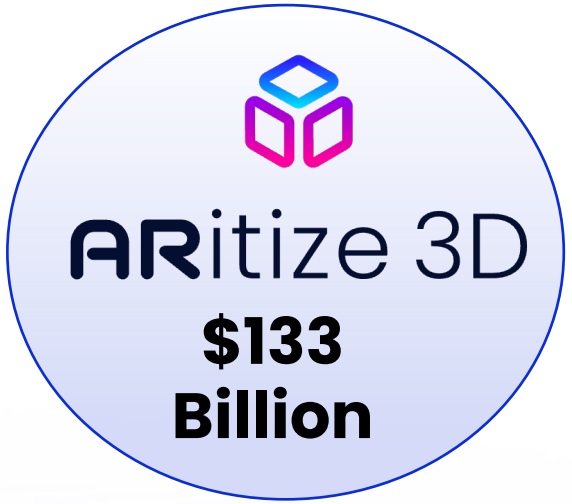








Nextech AR
TAM =

**$237**
**BILLION**

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**All TAM figures are 2024 estimates*

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# 2021 Accomplishments & Financial Information



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# Rapid Growth Is Being Fueled by Innovation

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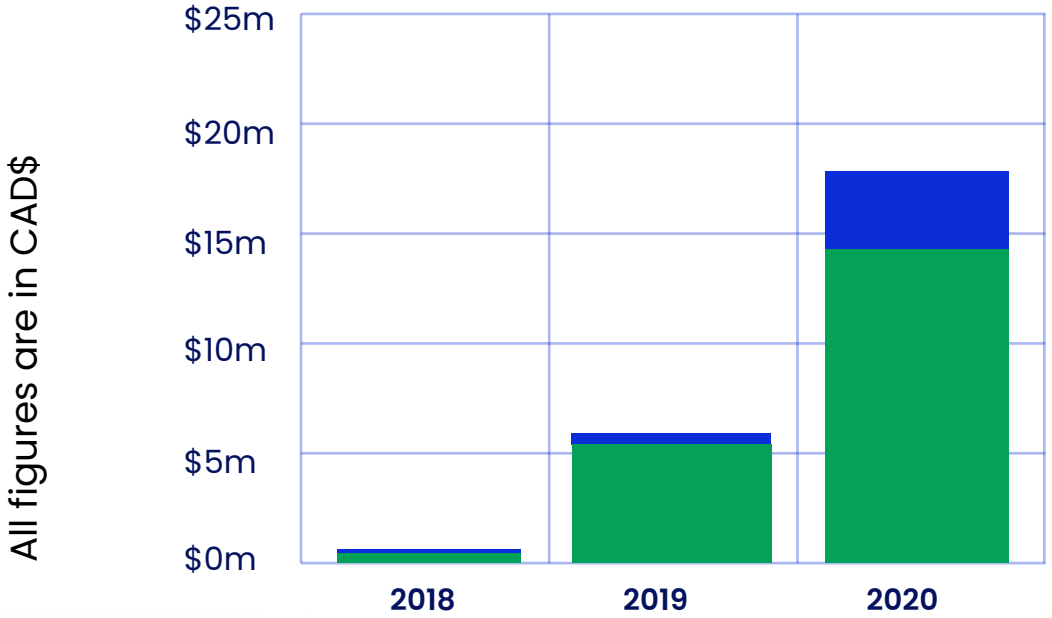
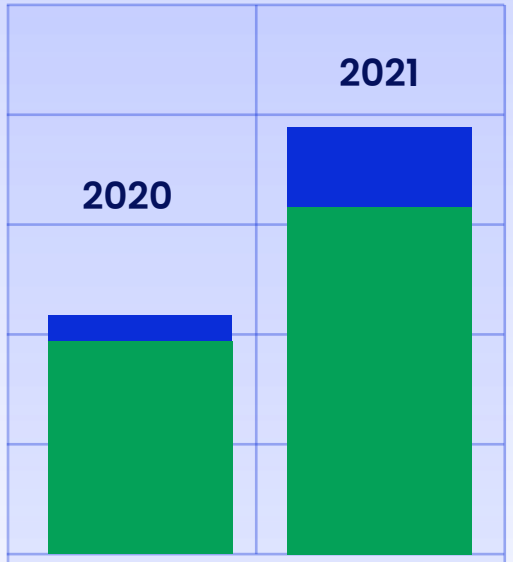
## 2018-2020




| | 2018 | 2019 | 2020 |
|---|---|---|---|
| Digital Product & Services | $0.02M | $0.19M | $3.75M |
| AR eComm | $0.00M | $5.8M | $13.93M |
| Total Revenue | $0.02M | $6.00M | $17.69M |
| **Growth** | | | **195%** |

## 2021 – First 3 Quarters




| | 2020 | 2021 |
|---|---|---|
| | First 3 Quarters | First 3 Quarters |
| Digital Product & Services | $1.39M | $3.7M |
| AR eComm | $9.31M | $15.9M |
| Total Revenue | $10.70M | $19.61M |
| **Growth** | | **83 %** |

- Q3 YOY Revenue **23%**
- Q3 YTD Revenue **83%**

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*Please refer to the Company's most recent filings regarding Forward-looking Statements and Non-IFRS Financial Measures and reconciliations found on sedar.com*

# Company Stats

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**As of January 25, 2022**

| Share Price: $1.14 USD | |
|---|---|
| Shares Outstanding | 90,010,873 |
| 52 week (high-low) | $0.90 - $5.41 USD |
| Market Capitalization | $112.8 Million USD |
| Insider Ownership | 15% |
| Cash | $15 million |

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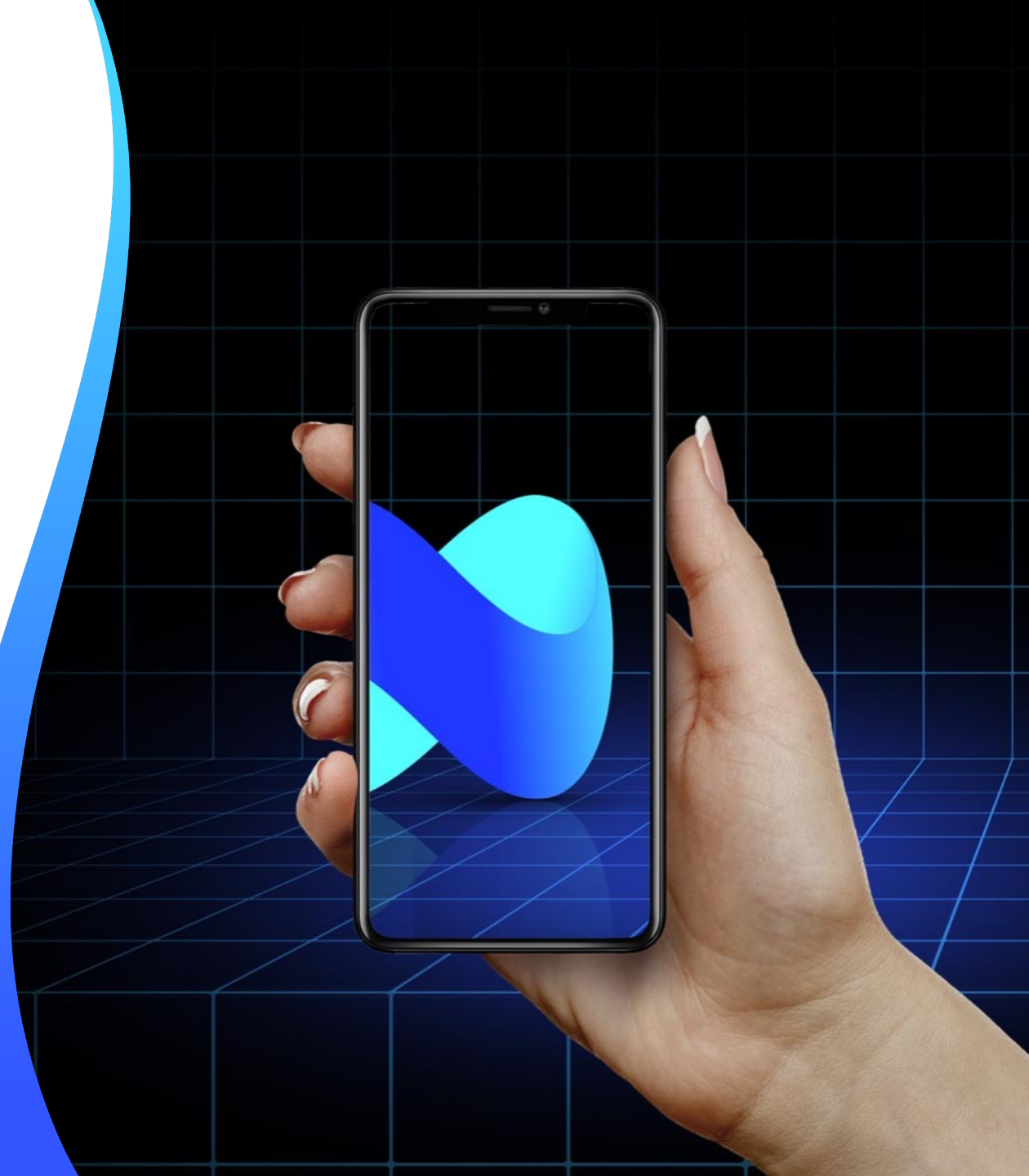
# Additional Augmented Reality Solutions



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# ARitize Labs

Co-Sell Partner

Microsoft Azure

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## ARitize Labs

Immersive Augmented Reality Labs for Higher Education

- ✓ Drive engagement
- ✓ Improve quality of learning
- ✓ Increase applicants & enrollments
- ✓ Reduce Costs




**TAM: $13 Billion by 2024**

Click here to watch

# Early Adopter & LT Customer

ARitize Labs

Ryerson University

**85 AR Science Labs Developed**

**5,000 Students Served**




nextech AR solutions

Based on the success of the initial 50 AR Labs developed for Ryerson University's Faculty of Science, the University has ordered an additional 35 AR Labs.

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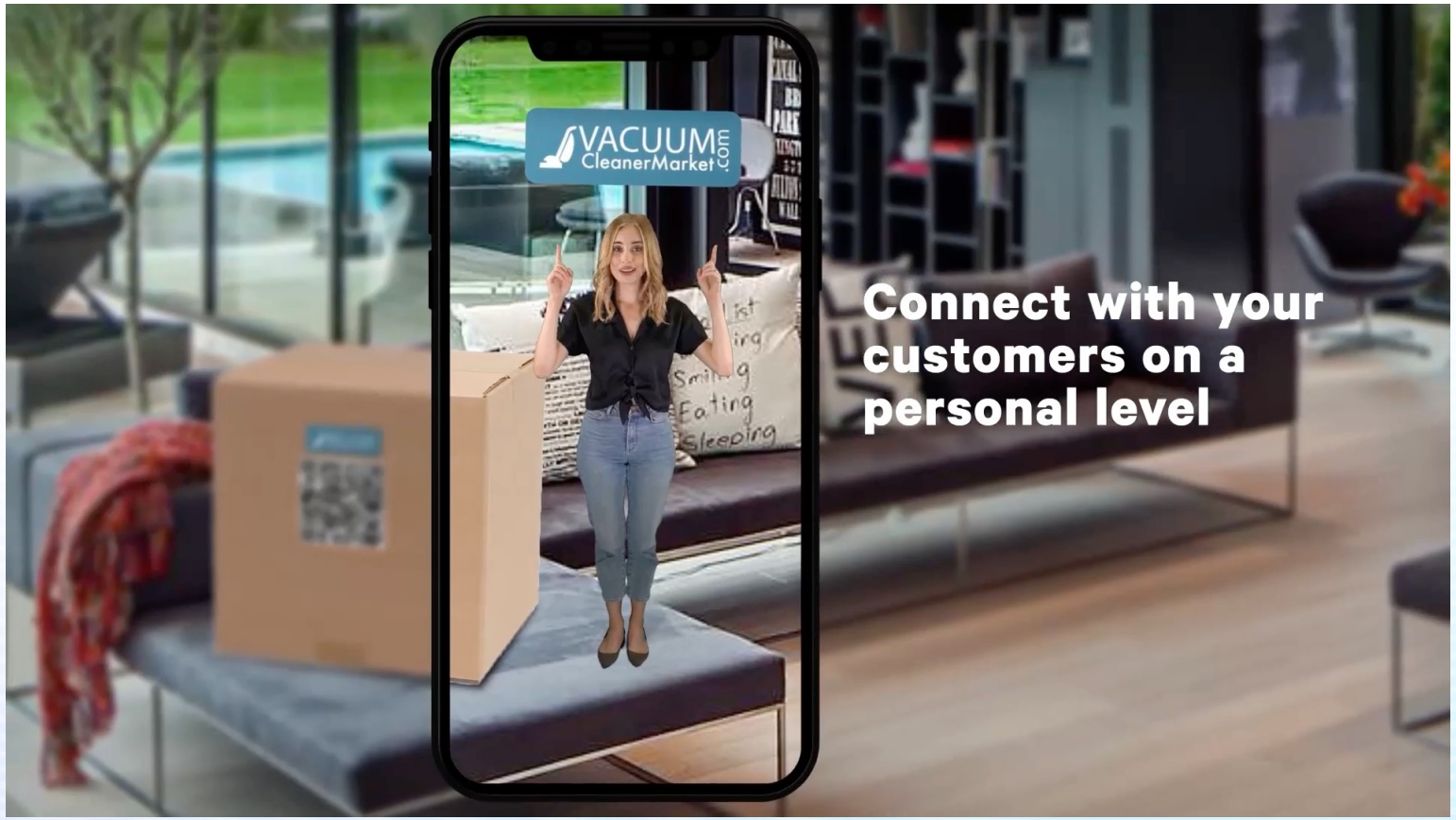
# ARitize CPG

Augmented Reality experiences for consumer packaged goods (CPG)

- ✓ **Engage customers with interactive packaging**
- ✓ **Build loyal repeat customers**
- ✓ **Improve brand awareness**
- ✓ **Increase sales with direct path to purchase**




Click here to watch

# TRY IT YOURSELF: ARitize CPG Examples

## Use Your Smartphone Camera To Scan The QR Codes

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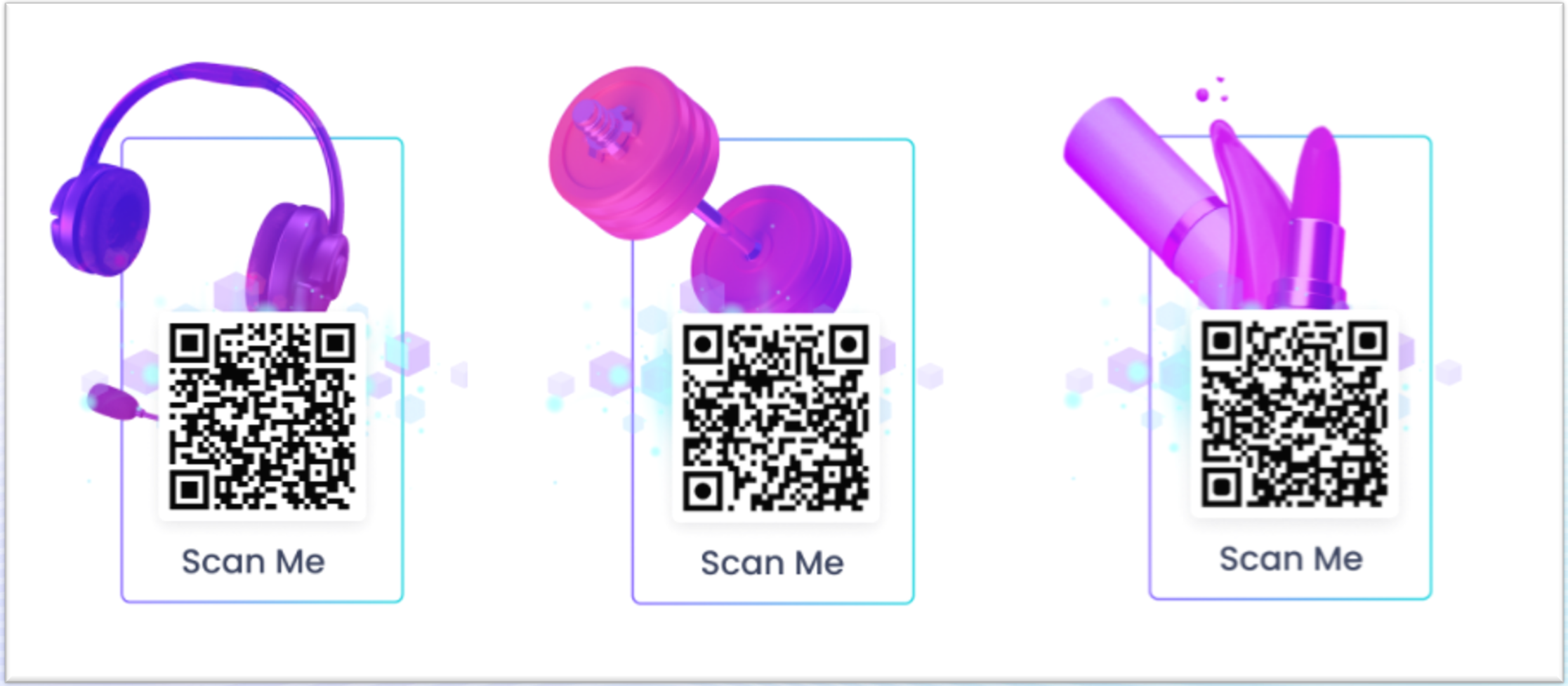

# ARitize Events 3D

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3D Showroom | 3D Virtual Sets | AR Interaction | 3D AD Network

## ARitize Events 3D

Immersive Virtual Events

- ✓ Education & training
- ✓ Auctions
- ✓ Entertainment
- ✓ Product Launches




**TAM: $115 Billion**

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# Thank you

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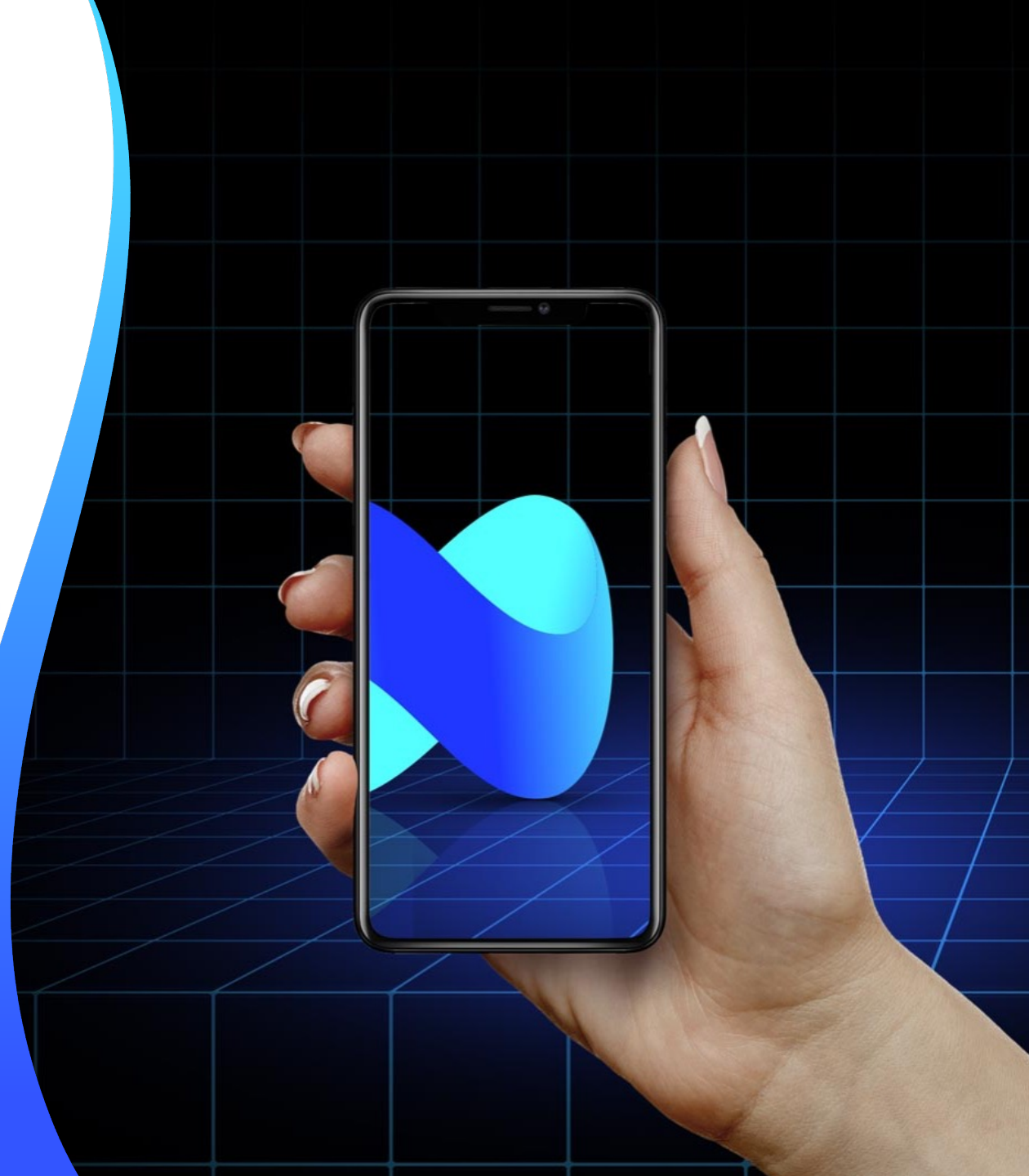
# Appendix



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# 3 Years Of Innovation And Acquisitions

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**Start Date**

January
2018




**Ecommerce Division Acquisitions**

March
2019



**Web AR Innovation**

August
2019



**ARitize & ARitize 360**

September
2019



**Ad Network Innovation**

January
2020




**Jolokia – InfernoAR Virtual Events – Acquisition**

April
2020




**Screen AR Innovation**

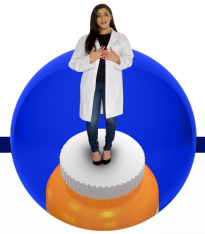
July
2020






**Next Level Ninja Acquisition**

September
2020



**Genie in a Bottle TruLyfe Supplements Innovation**

October
2020




**AiRshow Acquisition**

October
2020




**Acquisition Map Dynamics**

November
2020




**Nextech closes $14 million deal and launches Nextech AR LiveX ("LiveX")**

April
2021




**Nextech acquires 3D AI Modeling for Ecommerce Company Threedy.ai Inc**

June
2021




**Nextech acquires AR Cloud-3D Mapping Company ARway Ltd.**

August
2021

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# Big Tech's Commitment to Augmented Reality

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## 1 Billion Apple Devices Use AR

"AR is the next big thing. Whether it's health, education, gaming or retail, I'm already seeing AR take off in some of these areas with use of the phone. And I think the promise is even greater in the future."

Tim Cook, CEO Apple



## $15 Billion Invested

Google

"Our goal is to make AR technology more affordable and accessible, including bringing some of these technical advancements into our suite of communication products."

Sundar Pichai, Google



## $6 Billion Invested

facebook Meta

"I believe the metaverse is the next chapter For the internet. "

Mark Zuckerberg, CEO Facebook



## $20 Billion Invested

Microsoft

"We'll probably see a range of AR devices and platforms in the coming years. Obviously with Microsoft and the HoloLens, it's more of a 'full-field glasses' scenario. But I think the world is ready."

Satya Nadella, CEO Microsoft



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# The AR Revolution Has Begun!

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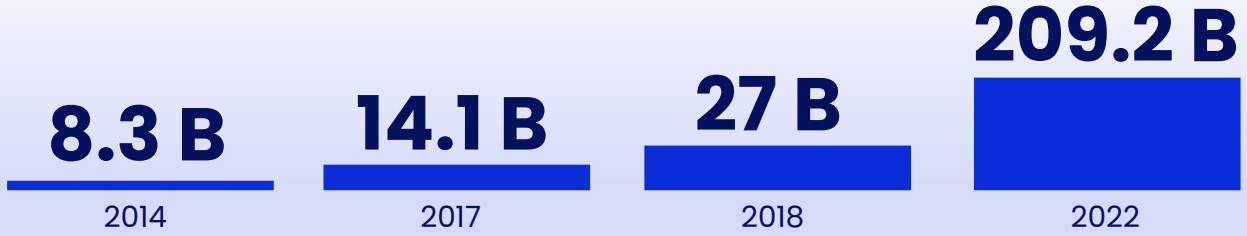
## Early Adopters

Nextech's AR Assets will be compatible with....

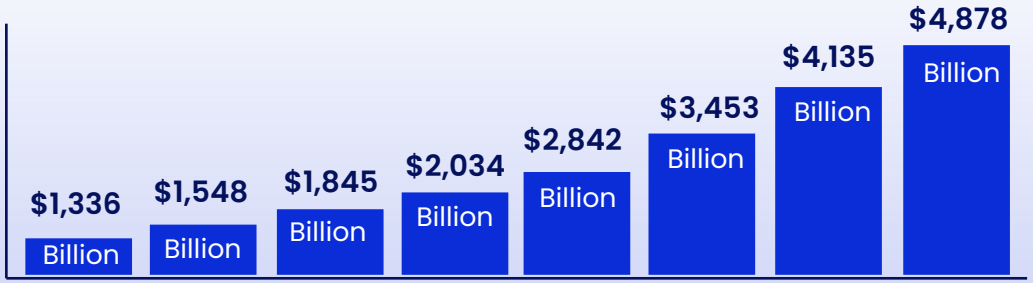
- amazon — 1.8 T
- shopify — 192 B
- Microsoft — 2.1 T
- Apple — 2.4 T
- IKEA — 58 B
- Snap — 120 B
- VUZIX — 1 B

## Forecast AR Market Size Worldwide in Billions




## E-commerce Addressable Market

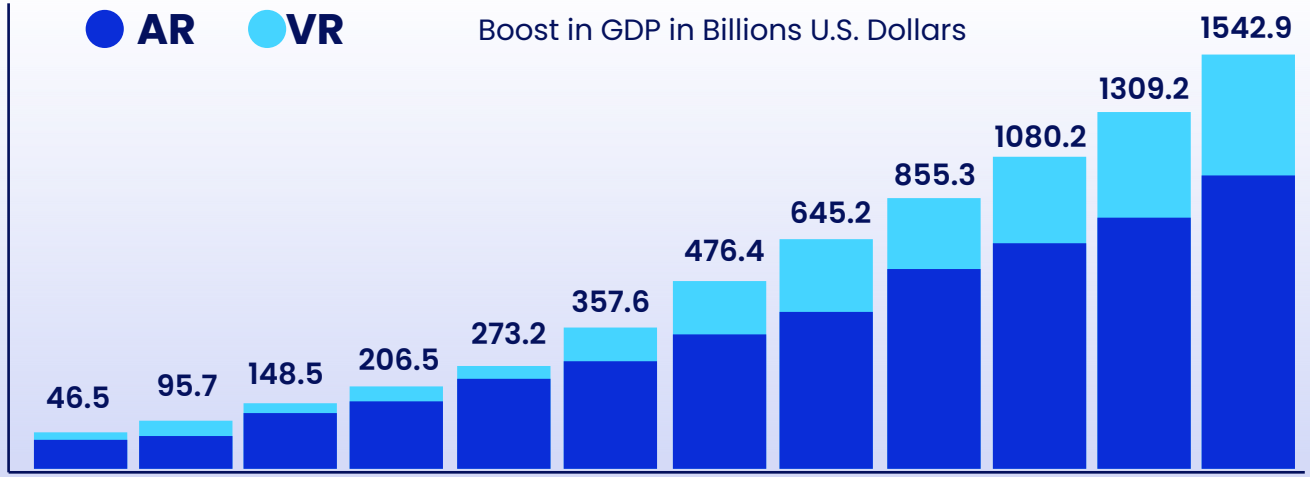
Retail Ecommerce Sales Worldwide from 2014 - 2021




Source: eMarketer ID 379045

AR VR

Boost in GDP in Billions U.S. Dollars




Source: Statista 2021

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# What Are The Analysts Saying?

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| | | |
|---|---|---|
| **2020** | “Augmented Reality and Virtual Reality Will Transform Selling” | Gartner |
| **2020** | “The augmented reality market is expected to register a CAGR of 83.3% over the forecast period 2021 to 2026, expected to reach 225.77 billion by 2026” | **Mordor Intelligence** |
| **2020** | “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses” | **Mordor Intelligence** |
| **2021** | “Today, there are more than 100 million and growing consumers shopping with AR online and in stores” | **Snap Inc.** |
| **2021** | “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses” | **Snap Inc.** |

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