

CYTТА CORP



Investor Presentation

June 2022

OTCQB:CYCA

CYTТА CORP

General Disclaimer

This Confidential Information Memorandum (the “Memo”) from Cytta Corp, (together with its officers, employees, advisors, agents, and representatives, the “Company”), is provided in connection with confidential discussions about a potential acquisition of the Company (the “Transaction”). The Memo is provided to the recipient on the following terms:

The Memo and all other information provided by or on behalf of the Company in connection with the Transaction (collectively, “Company Information”) are for discussion purposes only, and is not an offer or agreement to purchase the Company. This Memo and the other Company Information may be used only to aid the parties’ in evaluating interest in further, definitive conversations about a Transaction. The Company Information will not bind the Company or recipient except with respect to the confidentiality and proprietary information provisions set out below.

This Memo and all other Company Information are strictly confidential. By accepting Company Information, recipient agrees not to use, reproduce, copy, publish, or disclose to any third party this Memo, the contents of this Memo, or any other Company Information, except as otherwise expressly permitted by the Company in writing. Recipient agrees that all Company Information is proprietary to the Company and that recipient has no rights or interest in or to it except as expressly set out in this Memo. Upon request of either party, the Company and recipient agree to supplement this paragraph with a customary confidentiality and non-disclosure agreement relating to the confidential and proprietary information of the parties.

All Company Information has been provided by the Company from its internal records and may not be comprehensive. The Company makes no representation or warranty, express or implied, as to the accuracy or completeness of any Company Information. The Company Information (including all calculations and projections) has not been independently audited, reviewed, or verified as to its accuracy by any third party. The Company has no duty to update, correct, or supplement the Company Information after the date of this Memo.

The Company Information contains forward-looking statements. This includes statements about the Company’s operations and financial position, business strategy and plans, prospects and growth, and objectives for the future. These forward-looking statements involve a number of risks, uncertainties, and assumptions. They are based on current expectations and projections about future events and trends. However, new and additional risks and circumstances may emerge that are unknown at this time. Any factor or combination of factors, known or unknown as of the date of this Memo, might cause actual results to differ materially from those contained in the Company Information. Accordingly, recipient should not rely on forward-looking statements as predictions or guarantees of future events. The Company has no duty to update, correct, or supplement any forward-looking statement after the date of this Memo or to conform the statements to actual results or revised expectations.

The Company expressly reserves the right to alter or terminate the Transaction process at any time. The Company may accept or reject any preliminary or final offer from any party, at any time, and for any reason. Neither the Memo nor any other Company Information constitutes investment advice by the Company. Recipient must independently evaluate and analyze the merits and potential for the Transaction, and should seek its own professional advice.

Forward Looking Statement

This document contains forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We base these forward-looking statements on our expectations and projections about future events, which we derive from the information currently available to us. Such forward-looking statements relate to future events or our future performance, including: our financial performance and projections; our growth in revenue and earnings; and our business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as “may,” “should,” “expects,” “anticipates,” “contemplates,” “estimates,” “believes,” “plans,” “projected,” “predicts,” “potential,” or “hopes” or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including: our ability to change the direction of the Company; our ability to keep pace with new technology and changing market needs; and the competitive environment of our business. These and other factors may cause our actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this document and other statements made from time to time by us or our representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about us. We are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this document and other statements made from time to time by us or our representatives might not occur.

Company Overview

Executive Management Team

Overview



SAAS Based, AI Powered Video/Audio Streaming and Integrated Communications

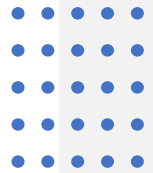
Cytta Corp ([OTCQB: CYCA](#)) develops and distributes proprietary technology that radically shifts how video is streamed, integrated, consumed, transferred, and stored. We have created solutions that solve real world mission-critical problems in large markets.

CYCA's goal is to deliver long term stockholder value by selling our products to First Responders, Military, Utilities, and Commercial Enterprises that cater to these verticals.

Corporate Profile (as at June 1, 2022)

Headquarters	Las Vegas, NV
Stock Symbol	OTCQB:CYCA
Market Cap.	\$56 Million
Shares Outstanding	376,815,718
Share Price	\$0.15
Av. Daily Vol	128,096
Inside Ownership	29.8%

- Military airborne ISR video streaming technology is completely disrupting the market for US defense drones. The US Department of Defense (DoD)—and defense ministries elsewhere—have an insatiable appetite for ISR (Intelligence, Surveillance and Reconnaissance)
- Virtually every single U.S. police and fire department has now adopted an ISR video communication platform including: First responder drone use, Search and rescue, Incident situational awareness, Surveillance/crowd monitoring, Crime scene analysis, Body worn video (BWV) / body worn camera (BWC), Facial recognition Technology (FRT)
- 82% of internet traffic is image and video. Social media and HD streaming services are leading the charge. 400 hours of HD video is uploaded to YouTube alone every single minute; 4,333,560 videos are streamed every minute on YouTube:100,000,000 photos are uploaded to Instagram every single day.



Executive Management Team

Gary Campbell, CEO:

- 30+ years experience with paradigm shifting technology companies
- Mr. Campbell introduced the technology behind all modern chip-based Point of Sale (POS) credit card terminals; proprietary cellular chip technology the basis of the modern TracFone; led the introduction of bot-based instant news delivery technology; and introduced remote medical peripheral monitoring technology with Samsung's Anyweb

Michael Collins, CTO:

- Mr. Collins currently leads the Cytta SUPR Compression and IGAN Incident Command System design and implementation teams. He works directly with the team of software engineers responsible for all updates and revisions to the product and the underlying algorithms.
- Mr. Collins has over 20 years of experience in developing, designing and operating digital imaging, network, and telecommunications technologies.

Michael Chermak, CAO:

- 30+ years of global experience in healthcare related ventures; founded and successfully exited multiple companies.
- 20 years public company experience on OTC and NASDAQ as an officer and director. Has raised over \$200 million for companies where he has held leadership positions.

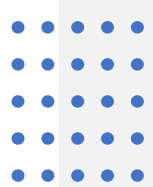
Management supported by a team of independent contactors – finance, SEC compliance, product development, programmers, PR, etc.

Addressable Market

Go-To-Market Strategy

Revenue Model

Opportunity



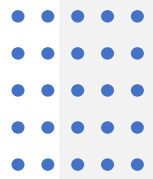
Massive Addressable Market - First Responders & Military (USA)

First Responders

- 20,985 police and sheriff's precincts with over **1.37M officers**
- 58,000 Fire stations with over **1.1M Fire Fighters**
- A **\$1.49 billion** U.S. ISR Market potential

Military

- The US Military airborne ISR (Intelligence, Surveillance and Reconnaissance) market, is growing rapidly
- **\$6 billion** in ISR appropriations in the 2019 DoD budget alone



Go To Market Strategy

Sales:

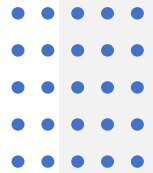
- Direct sales:
 - Retired officers (police, fire, etc.)
- Value Added Resellers
- Channel partners
- White label

Marketing:

- Industry trade shows
- Direct marketing & PR efforts
- Thought leadership

Objective:

- Establish beachhead and capture the real estate!
- Remove friction from the sales process
 - pricing based on approval levels,
 - free 30-day trials, etc.



Scalability



SAAS Delivered



Online training and
implementation tools



Infinitely scalable!



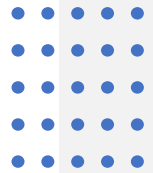
Modular



Pricing based on approval
levels, avoids lengthy
procurement process



Real time OTA (over the
air) updates



Revenue Model



License per incidence group.
Departments can have
multiple incident groups,
and each needs a license



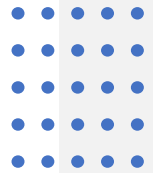
Minimum annual license fee
per first responder incident
team, commercial priced at
3X – 5X +



Additional modules, per
system, as addons – drone
clear, MHAN, EMT, etc.



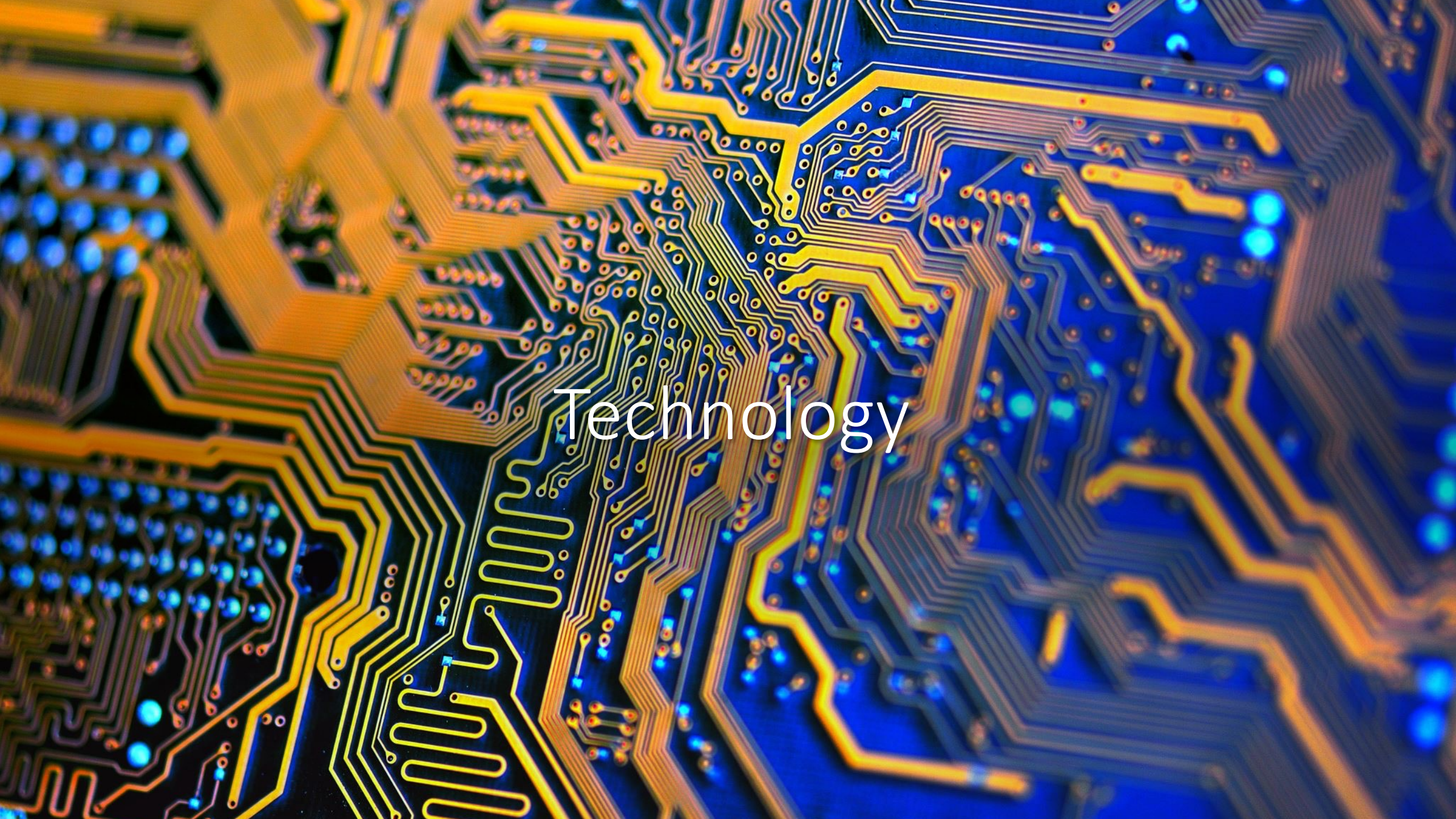
SaaS recurring fee model



Future Expansion

Commercial

- Utility companies
- Private security companies
- Energy companies
- Asset management
- Public works
- Emergency Medical Services (EMS)



Technology

IGAN

IGAN is a highly secure, SaaS based advanced INCIDENT COMMAND SYSTEM (ICS) offering real-time, integrated communications from multiple video and voice devices including video cameras, bodycams, dronecams, smartphones, tablets, computers, and 2-way radios. IGAN resides in Cytta's secure cloud or can be privately hosted on a customer's server.

Search

Active Channels

6 Members
Active

CP

Channel

SWAT

Channel

Gang

Channel

Incident Channels

THP-13

Channel

UAS11

Channel

DPD

Channel

All SWAT

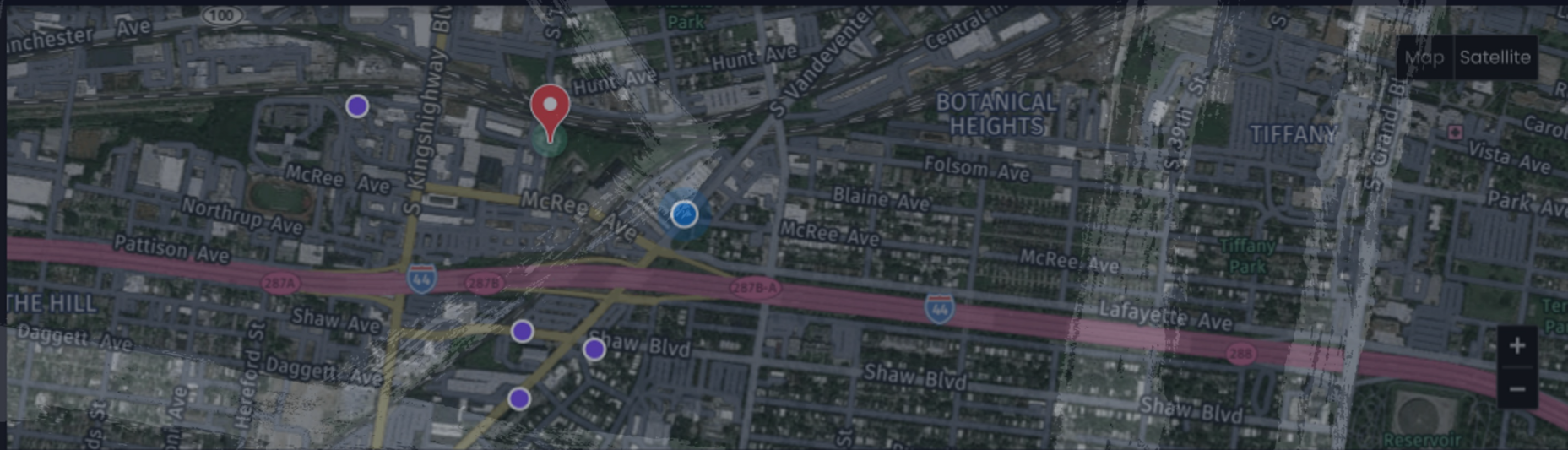
Channel

EOD

6 Members
Active

Channel

UAS8



drone3A112_livefeed.mpu8

vid_0225_mp443.mp4

vid_0225_mp443.mp4

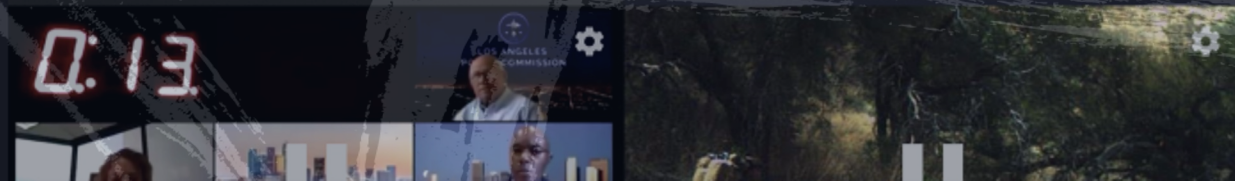
Central Command Center



vid_0225_mp443.mp4

drone3A112_livefeed.mpu8

Choose Video



Select Video

Save your Security Key

Store your Security Key somewhere safe like a password manager or safe, as it's used to safeguard your encrypted data. Very important!

8aTk

8v00

8aTk

b0Re

3f0s

o8DJ

h6By

3f0s

o8DJ

12No

8aTk

h6By

Download

or

Copy

Continue

SWAT Room Members

Invite someone using their name, email address, username (ie. @username) or share this room.

Enter user names and groups here.....

Invite

UAS1

@uas1

11 minutes ago

Ballwin

@ballwin

24 minutes ago

Blue Ldr.

@fsmth

2 hours ago

Red Ldr.

@jampson

3 hours ago

Santos

@rsantos

3 hours ago

Create a Room

Channel Name

Channel description

Visible to all space members

Everyone in Customerspace will be able to find and join this room. You can change this at any time from room settings.

Enable End-to-End Encryption

You can disable this later.

Go Back

Continue

Video Source

Search videos...

VODs

Stream

Select time → Select time

Streams

Live Stream

drone3A112_livefeed.mpu8

Live Stream

drone2X116_livefeed.mpu8

VODs

#TX-DPS

vi4435_h3.mp4

#SWAT

vid_0235_mp643.mp4

#TX-DPS

vid545_x1.mp4

#SWAT

vid_0225_mp443.mp4

Unparalleled Security

Set up Secure Backup

Safeguard against losing access to encrypted messages & data by backing up encryption keys on your server.

Generate a Security Key

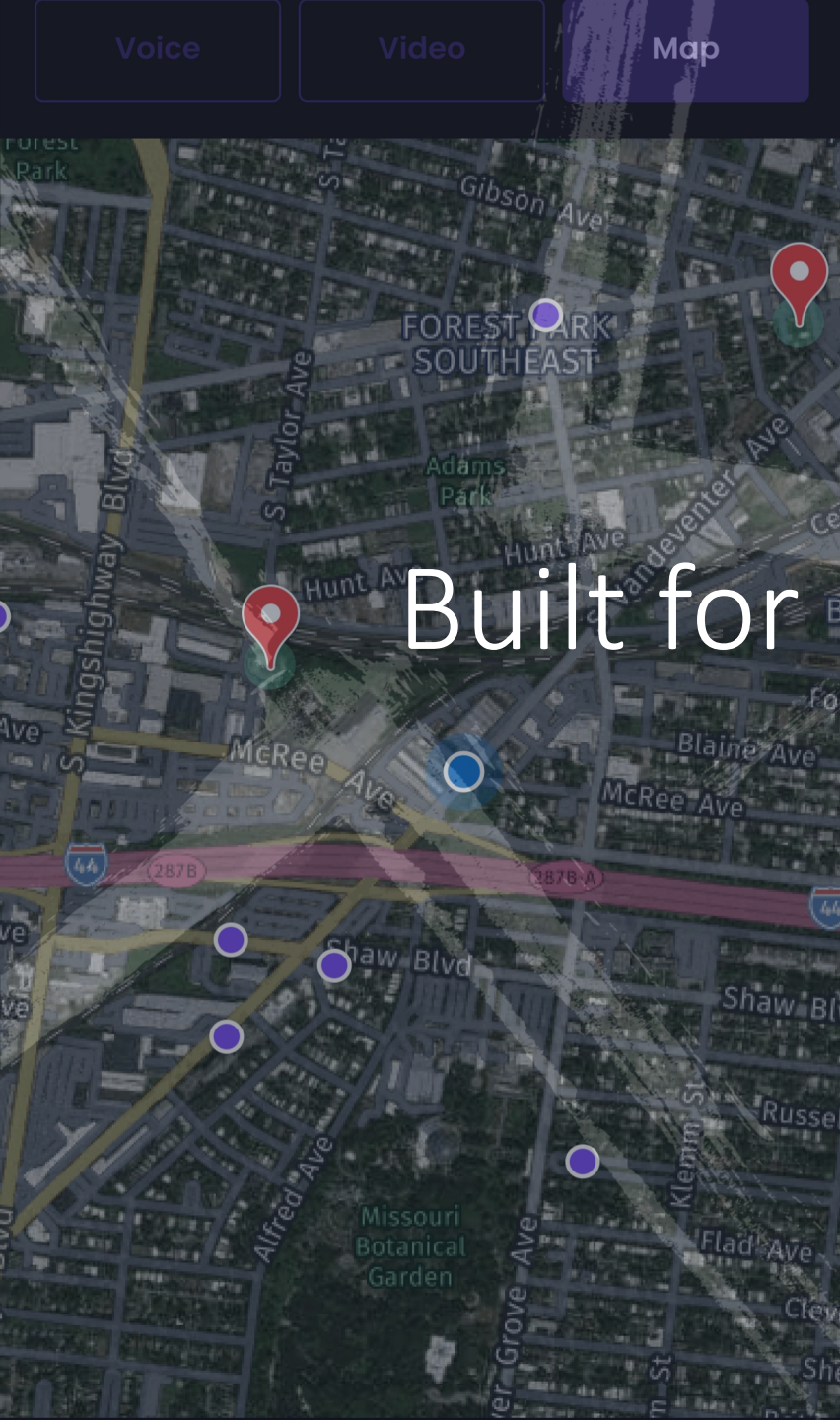
We'll generate a Security Key for you to store somewhere safe, like a password manager or a safe.

Enter a Security Phrase

Use a secret phrase only you know, and optionally save a Security Key to use for backup.

Cancel

Continue



X Add Video

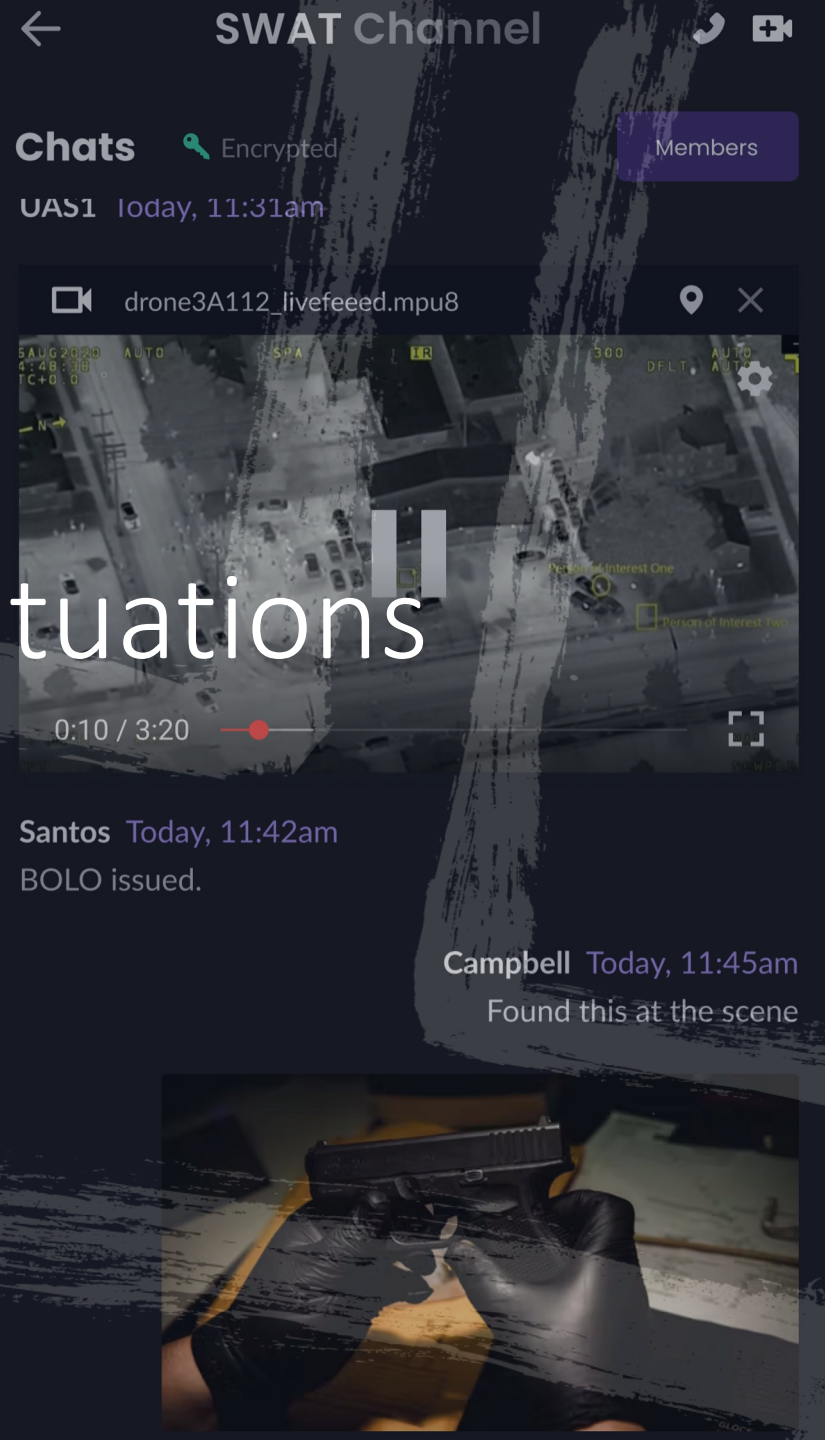
50%
Uploading...

Add local video files by clicking and adding above, or simply dragging and dropping. Or add a stream URL to the field below.

Add a Stream URL

 https://

Done



Key Takeaways

Goals / Future Milestones
Investment Highlights

Goals / Future Milestones



Investment Highlights

Dynamic and Expanding Market

- Video Streaming Technologies by Military, First Responders and Public are proliferating exponentially

Strong Demand for Existing Products

- Highly favorable customer experience
- Demand and orders for SUPR and IGAN are growing month over month with several major corporations/gov't agencies in the mix

Management Team

- Highly experienced in commercializing military and disruptive technologies

Cytta's Proprietary Solutions

- Provide the company with a distinct competitive advantage

Sector Valuation Metrics Highly Favorable

- Advanced Technology Stocks experiencing superior returns
- Mean average P/E above other industries

SAAS Based

- High margins > 90%
- Infinitely scalable
- Rapidly deployed
- Priced to remove buyer friction – routine operating expense

Technology from Military to Enterprise

OTCQB:CYCA



CYTТА CORP

For More Information - Please Contact:

Gary Campbell

CEO & Founder

Gary@cytta.com

702 900 7022

Michael Chermak

COO

Chermak@cytta.com

619 977 7203

Company Presentation - June 2022