Forward-Looking Information

This presentation contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Forward-looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions. Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of the management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with: the retail sector in general; competition; that future results may vary from historical results; the availability and effective integration and operation of management information systems and other technologies; ability to mitigate against cyber security risks; ability to access sufficient capital from internal and external sources; changes in legislation, including but not limited to tax laws; and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this presentation. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this presentation are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events, or otherwise. The forward-looking statements or information contained in this presentation are expressly qualified by this cautionary statement.
INEO provides retailers with targeted digital advertising and customer analytics solutions integrated with theft protection systems.

**Corporate Profile**

- **Head Office:** Surrey, BC
- **Founded:** 2016
- **Employees:** 23
- **Management:** Kyle Hall, CEO
  Greg Watkin, Founder and Chairman
- **Capital Raised:**
  - $2.7M in November 2022
  - $7.0M in March 2021
  - $2.8M in January 2020
Investment Highlights

➢ Significant Growth Opportunity
  • Expanding sales pipeline
  • Currently rolling out systems with select major retailers
  • Pilot installations in major retailers in North America

➢ Prosegur Partnership
  • Global manufacturing and distribution partnership with multi-national security company
  • Successfully converted trial system into customer order for large Grocery Retailer in South America

➢ Scalable SaaS Revenue
  • High margin, scalable SaaS based advertising and analytics revenue

➢ Patented Technology
  • Unique and patented Welcoming System provides advertising and analytics to the retail loss prevention industry

➢ Strong Management
  • Experienced management team with an established track record
Monetizing the Retail Store Entrance

Welcome customers with a modern, brand positive experience

Digital Signage
Deliver customers a Brand Positive image with the first thing they see when they enter the store.

Artificial Intelligence
Utilizes cutting-edge neural net technology to give hyper accurate customer counts plus can deliver optional demographic info such as age, gender and CSAT score.

Loss Prevention
Integrated Loss Prevention with video capture of alarm events and real time notifications to mobile devices.

Cloud Dashboard
View traffic count, alarm events, health of the system and more from your desktop or mobile phone.
Integrated Loss Prevention Features

- Industry leading tag/label detection
- Replaces footprint of existing sensors
- Real time security alarm notifications
- Provides video capture and search functionality
- Remote maintenance
- Solid range with ultra low power consumption
- Filtering minimizes false positive alarms
- Compatible with existing security tags and labels

Loss Prevention  Digital Signage  Data Analytics
Intelligent Customer Detection and Analytics

Know Your Customers better with help from INEO Intelligent Data Analytics

INEO Generates Data Via Location

- Gender
- Age and Race
- CSAT Score
- Local Weather

Use this Data to:

- Measure Conversion rates over various time periods
- Combine store traffic data with other data sets to tease out unique insights
- Benchmark traffic and the demographics of that traffic
- Learn when and where the traffic comes from
- Compare demographics between locations

Interact with Data Via:

- Online Dashboard
- Power BI Interface
- Export to Tableau, SAP or another ERP platform

18-35 Male Customer Segment

Under 18 Female Customer Segment

Retired 65+ Customer Segment
In-store is the New Frontier of Growth

➢ 124B of all digital advertising spend is now spent with retailers

➢ Retailers are looking for ways to sell more advertising as it helps them sell products and earn high margin ad-revenue

➢ 85% of all shopping is still done in physical stores even though in-store advertising spend is a fraction compared to online advertising spend

➢ Retailers want to advertise in-store where majority of purchase decisions are made

U.S. Digital Retail Media Ad Spending

- 10% of digital ad spending in 2019
- 13% of digital ad spending in 2020
- 15% of digital ad spending in 2021
- 17% of digital ad spending in 2022
- 19% of digital ad spending in 2023

Note: Digital advertising that appears on websites or apps that are primarily engaged in retail commerce or is bought through a retailer’s media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail commerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon’s DSP and Etsy’s Gate Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps.

Source: Emarketer, October 2021

(1): Census.gov & Statcan.gc.ca
INEO complements Retail Media

**Perfect Real Estate** - INEO’s patented combination of EAS and Digital Signage gives it the exclusivity ability to place signage at the entrance of the store.

**Easy Integration** – INEO can integrate with retailer’s existing digital advertising networks. INEO can easily convert the same online ads for signage on the Welcoming System.

**Targeting** - INEO can provide analytics to help retailers with ad targeting based on segment information from customer traffic.

**Proven** – INEO has already built out the infrastructure and technology with enterprise grade hardware.

**Profitable** - INEO’s business model delivers a recurring revenue stream mix of advertising and monthly fees.
INEO Product Ecosystem

➢ INEO’s systems communicate with one another to form a Retail Media Network, providing retailers with an advertising platform throughout the store

Welcoming PEDESTAL (EAS)
Welcoming G.A.T.E. (EAS)
Welcoming PLAYER
Welcoming DUO (EAS)
Welcoming GREETER
Roll-Out Expansion Progress

➢ Successfully completed installations and pilots with major retailers across the United States
Advertisers and Media Partners

Brands and Advertisers

- Return-It
- MOLSON
- KALTIRE
- KraftHeinz
- madd
- PELLER ESTATES
- PROPER TWELVE Irish Whiskey
- KFC
- BP
- CITY OF VANCOUVER
- Havana Club
- TWISTED SHOTS
- El Ron de Cuba
- Canada
- TELUS
- STEAM WORKS
- LIVE NATION
- BOWMORE
- change.org
- MACLIN

Media Partners

- VISTAR MEDIA
- WMG WESTERN MEDIA GROUP
- Broadsign
- Hivestack
- APTmedic
Global Distribution Partnership

➢ Successfully converted pilot trial into customer order for large South American Grocery Retailer

➢ Prosegur has large retailer chain customers in North America, Europe and Latin America

➢ Prosegur will be responsible for financing, manufacturing, distribution, installation, and maintenance of INEO’s Welcoming Systems

➢ Prosegur agrees to defend INEO’s patents

Prosegur is a multi-national security company headquartered in Madrid, Spain

<table>
<thead>
<tr>
<th>Countries</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>+160,000</td>
</tr>
</tbody>
</table>

Sales in 2020 | 2020 Profit
3,570 M€      | 335 M€

INEO is a SaaS company responsible for ad delivery, managing the network and providing analytics
Financials

2022 Revenue (June 30): $1.2M

Fiscal 2023 Revenue Growth (est.): 50% Increase

Cash (as of Mar.31, 2023): $1.24M

Estimates sourced from Beacon Securities Analyst Report
Fiscal year end June 30
Production and Manufacturing

➢ INEO’s Surrey, BC facility
  • Current production capacity of 75 units per month
  • Potential production capacity of 150 units per month

➢ Prosegur manufacturing facility in Czech Republic
  • Initial production capacity of approx. 400 units per month.
  • Potential production capacity of over 1,000 units per month
Experienced Management Team

Greg Watkin – Founder, Chairman and President
• COO, CTO and CMO of Epic Data, previously a TSX listed company
• President of CSRS - registry services technology sold to Davis+Henderson, where he grew the business from $90 million to $107 million revenues in two years

Kyle Hall - CEO
• CEO of PNI Media, previously a TSX listed company sold to STAPLES whose SaaS based customers included Walmart, Costco, Tesco, CVS, Walgreens, Rite Aid
• VP and GM of PNI Media division at STAPLES for two years post sale

Steve Matyas – Board Director
• Former CEO of STAPLES Retail, President STAPLES Canada, President of the Retail Council of Canada

Eugene Syho – Board Director
• Former CFO of Army & Navy and Norsat International Inc.

Dave Jaworski – Board Director
• Principal Program Manager for Microsoft Teams, first ever recipient of Bill Gates’ Chairman Award of Excellence

Currently 27 person team including CFO, Senior Data Analytics Architect, Senior Developers, Sales Director
# Cap Table and Stock Information

**TSXV: INEO  OTCQB: INEOF**

## CAP-TABLE – as of Mar. 31, 2023

<table>
<thead>
<tr>
<th>Basic Shares</th>
<th>76.14M</th>
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</thead>
<tbody>
<tr>
<td>Warrants</td>
<td>8.19M</td>
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<tr>
<td>Employee Options</td>
<td>6.93M</td>
</tr>
<tr>
<td>Fully Diluted Shares</td>
<td>91.26M</td>
</tr>
</tbody>
</table>

## Share Price – May 31, 2023

- **Share Price**: $0.09
- **Market Cap (Basic)**: $6.85M

Management, Board and Employee ownership ~ 21% basic
Average option exercise price ~$0.20
Warrant exercise price ~$0.18

Analyst Consensus Target Price : **$0.30**
Summary

➢ *INEO Welcoming System* provides brands and retailers with location based analytics and the ability to deliver messaging/advertising to customers with purchasing intent at the entrance of retail locations.

➢ Patented technology to replace the $9 Billion retail loss prevention industry.

➢ Pilot installations with major retailers position company for future growth.

➢ Sales Pipeline with thousands of locations representing over **$40 million** in annual recurring revenue.

➢ Scalable SaaS based advertising and analytics model.

➢ Experienced management team with previous successful exits.
Thanks!

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