



The New Face of Retail Media

TSXV: INEO OTCQB: INEOF

Investor Presentation

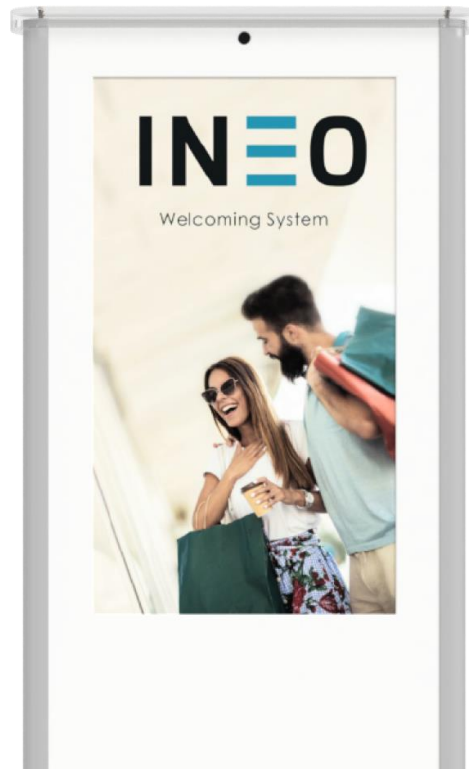
June 2023

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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

INEO

Welcoming System

- **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

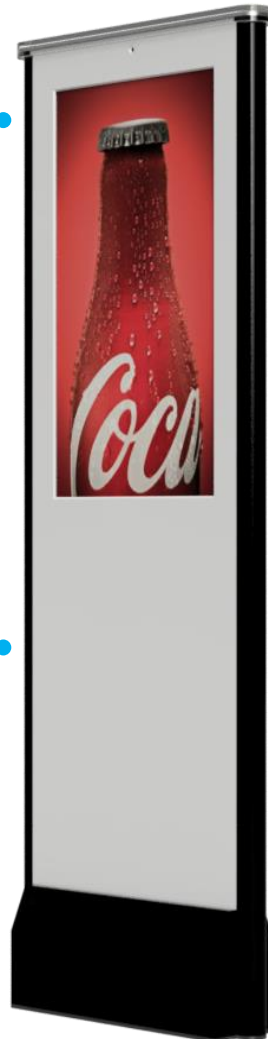
Welcome customers with a modern, brand positive experience

Digital Signage

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

Loss Prevention

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

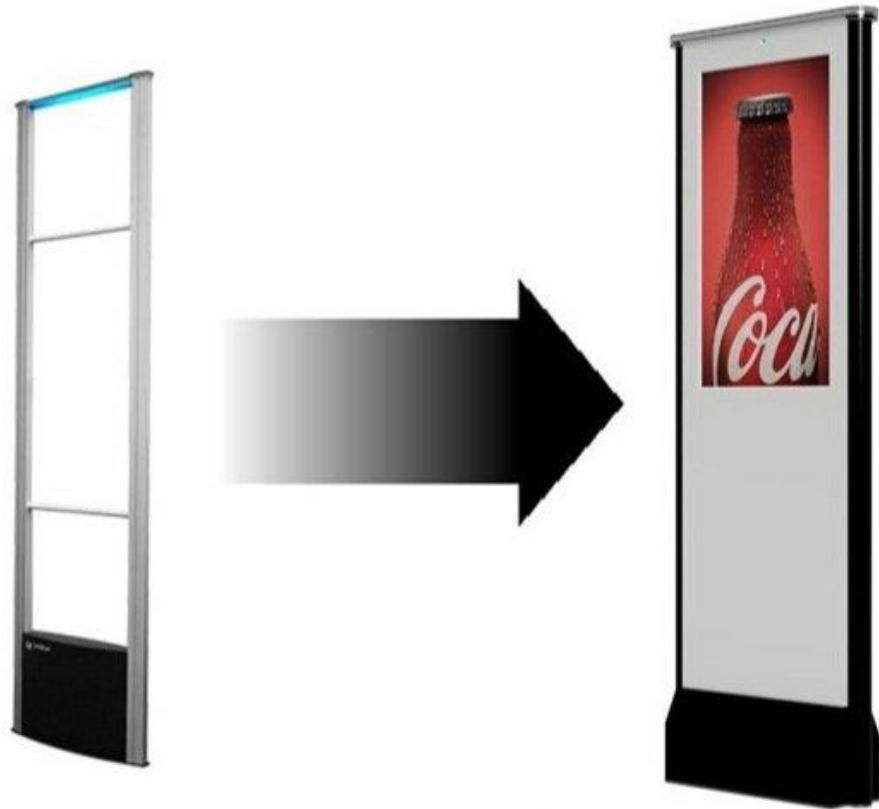


Artificial Intelligence

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.

Cloud Dashboard

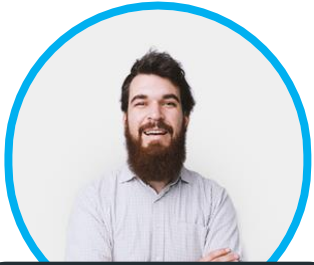
View traffic count, alarm events, health of the system and more from your desktop or mobile phone.



Loss Prevention Digital Signage
Data Analytics

- 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





18-35 Male Customer Segment



Under 18 Female Customer Segment



Retired 65+ Customer Segment

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:

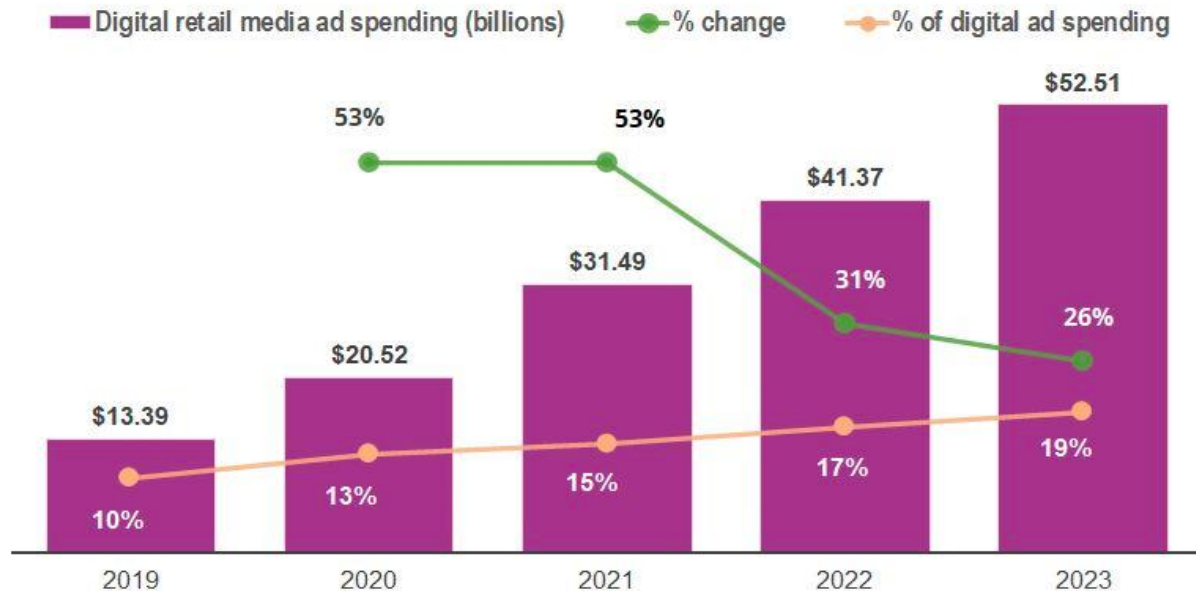
- Measure Conversion rates over various time periods
- Combine store traffic data with other data sets to tease out unique insights
- Benchmark traffic and the demographics of that traffic
- Learn when and where the traffic comes from
- Compare demographics between locations

Interact with Data Via:

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

In-store is the New Frontier of Growth

U.S. Digital Retail Media Ad Spending

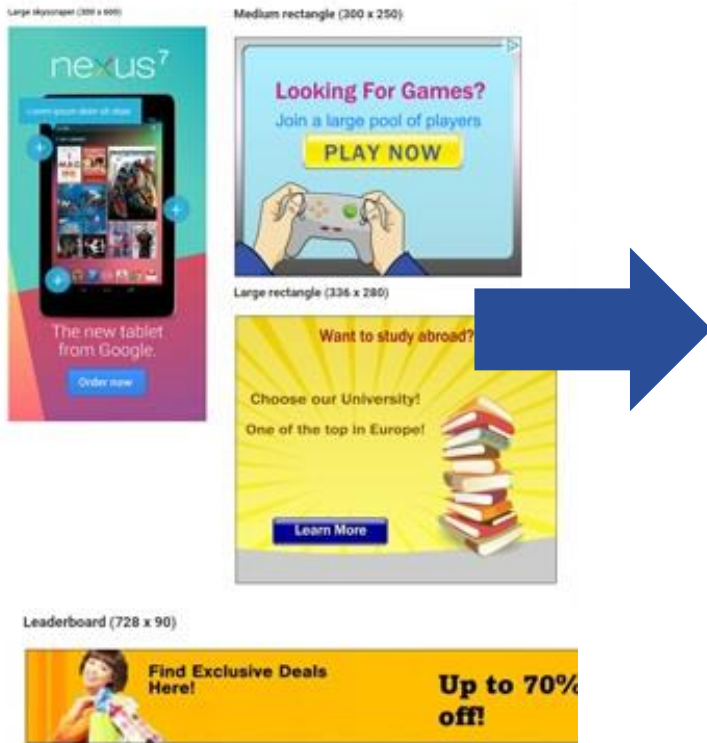


Note: Digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Osite 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

- 124B of all digital advertising spend is now spent with retailers⁽¹⁾
- 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



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'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)



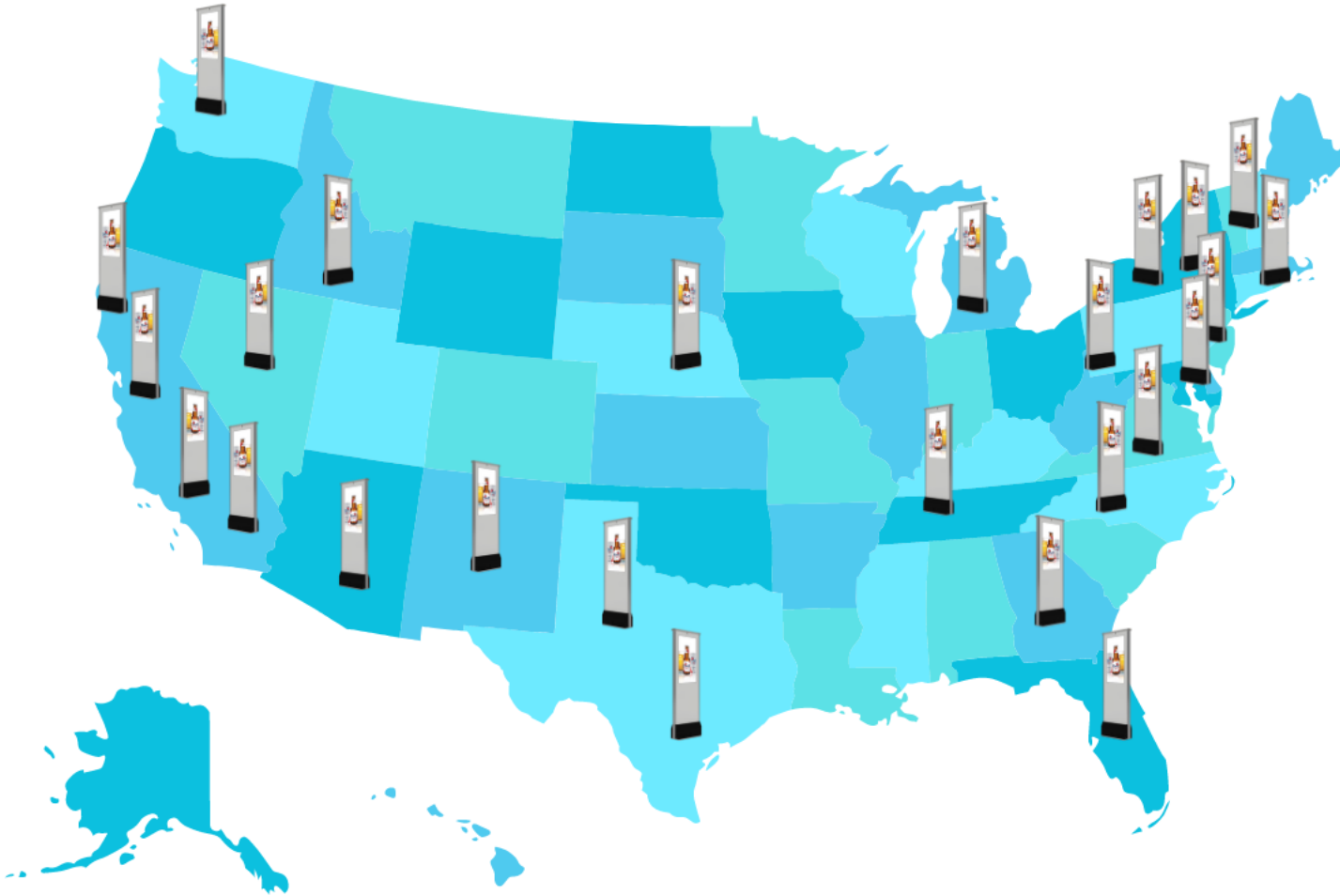
Welcoming PLAYER



Welcoming DUO
(EAS)

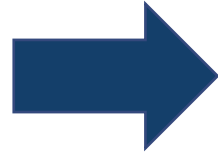


Welcoming GREETER



➤ Successfully completed installations and pilots with major retailers across the United States

Brands and Advertisers



Media Partners

VISTAR MEDIA

WMG WESTERN MEDIA GROUP

Broadsign

Hivestack

ADAPT media



- 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

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

Countries

26

Employees

+160,000

Sales in 2020

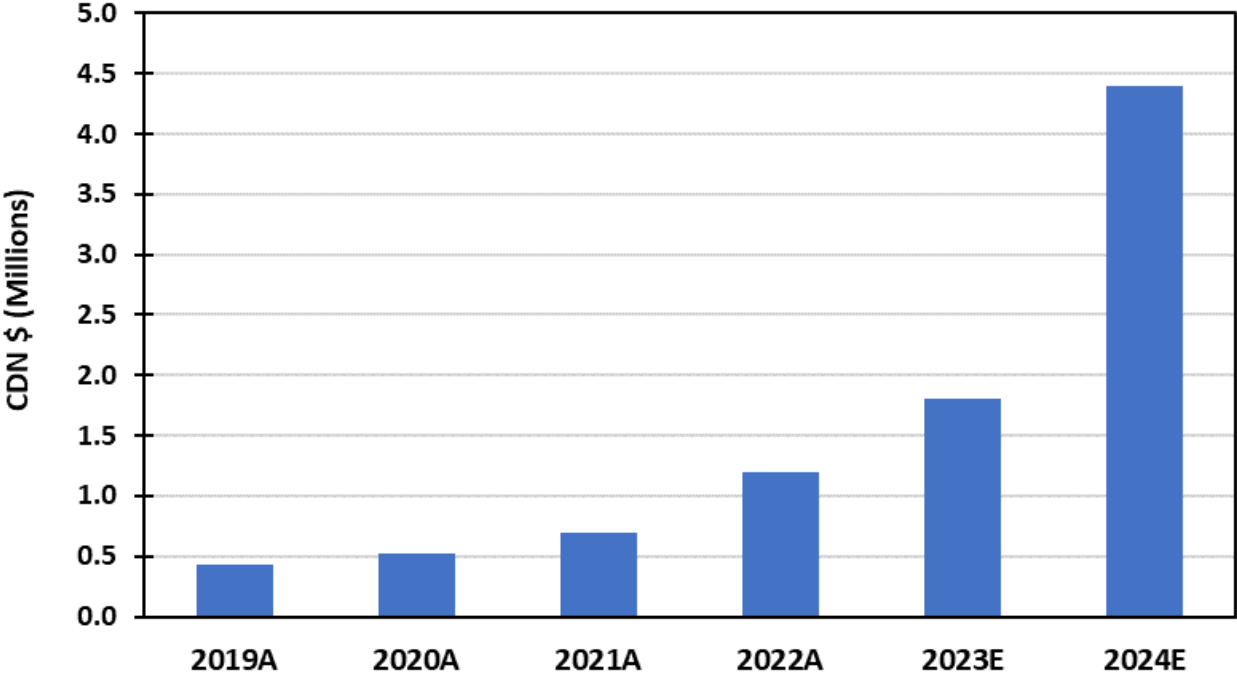
3,570 M€

2020 Profit

335 M€

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

INEO Revenue Growth



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



➤ 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

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

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

CAP-TABLE – as of Mar. 31, 2023	
Basic Shares	76.14M
Warrants	8.19M
Employee Options	6.93M
Fully Diluted Shares	91.26M

Share Price – May 31, 2023	\$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

INEO

Welcoming System



- *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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