# Investor Presentation

December 2024

TSX: XTRA || OTCQX: XTRAF || FRA: 0PL

xtract one

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**For further information, please contact:**

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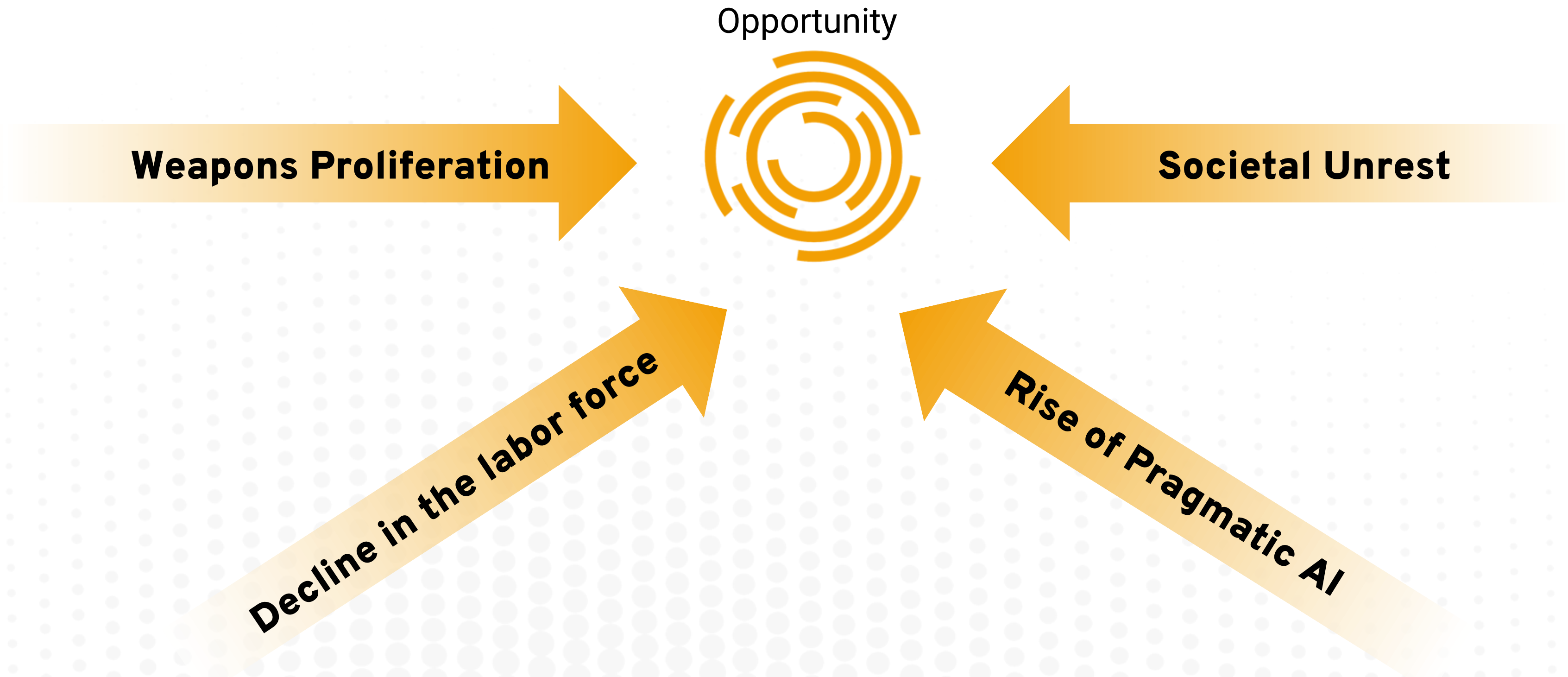
# XTRACT ONE IS DISRUPTING THE PHYSICAL SECURITY MARKET

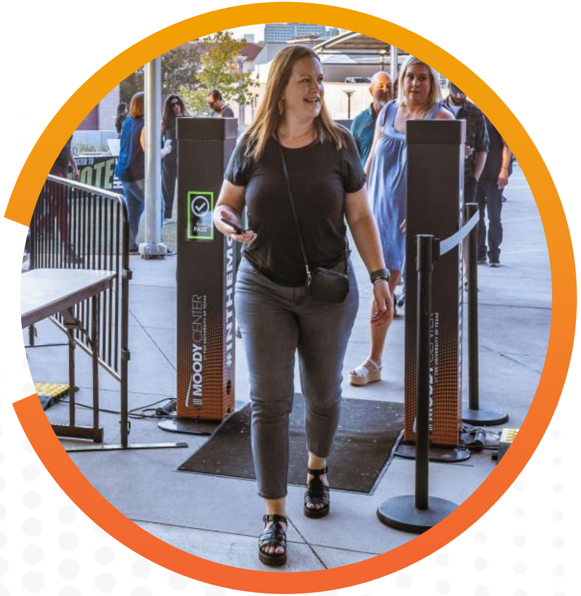
Xtract One delivers a digitally-driven patron screening solution that radically enhances the patron experience while significantly lowering security risks and costs

# Xtract One - An Interesting Investment Fulcrum Point



# Creating The Next Generation Patron Experience

**From Obsolete walk-through metal detectors**



**…to transformed perimeter screening and security**

# Why Investors Choose Xtract One

Digital disruption of an existing market with high barriers to entry

Strong revenue growth and backlog

Independently verified and proven technology

AI platform sets stage for entry into $135B market

Predictable recurring revenue

Key customer wins and compelling customer ROI

# Legacy Technology Creates Poor Patron Experience

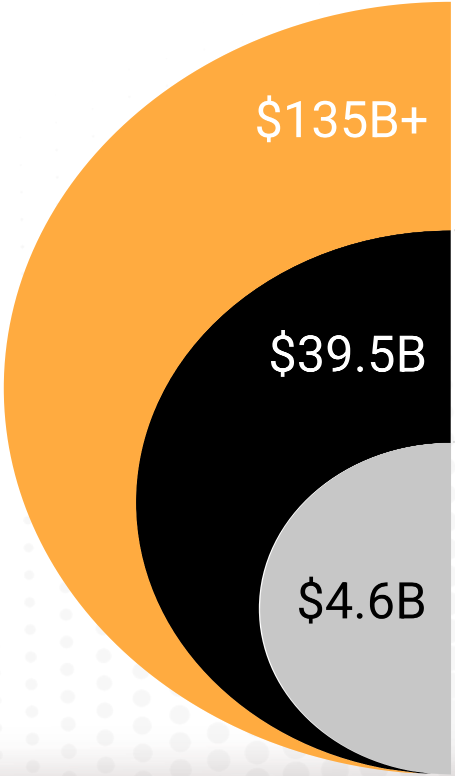
### Accelerating Modern Security Threats

- Increasing gun violence
- Weapons proliferation
- Social unrest
- School safety
- Compliance mandates
- Staffing challenges
- Safe City initiatives

### Traditional Solutions Create Friction

- Lengthy wait times
- Poor experience
- Personal infringement
- Labor intensive
- High touch/contact
- Inefficient/costly
- Reactive security

# Total Addressable Market




**Enhanced Product Offering and Global Expansion**

- Expanded solutions offering
- Global expansion
- Strategic partner channels

**Expanded Market Verticals**

- Schools, Commercial Property, Distribution, Manufacturing, Retail, and Hotels in North America
- Solution expansion, addressing a broader set of customer needs
- Integrated solutions with technology partners

**Initial Target Market**

- Stadiums, Casinos, Theaters in North America
- Focus on patron screening, security and improved customer experience
- Target venues seeking a fully integrated subscription solution

Sources: Gartner, IDC, Management Estimates

# Xtract One's Target Markets

## Primary Markets

Sports and Live Entertainment

## Expansion Markets

Healthcare, Education, Public Sector, Manufacturing, and International

# Product Overview

## SmartGateway


- Designed for sports and live entertainment venues
- High efficacy of weapons detection in environments with a lower volume of personal belongings
- DHS SAFETY Act Designation; requirement for professional sports leagues
- Equipped with integrated traffic flow pacing features that help guide patrons through entry points more efficiently

## xtract one gateway

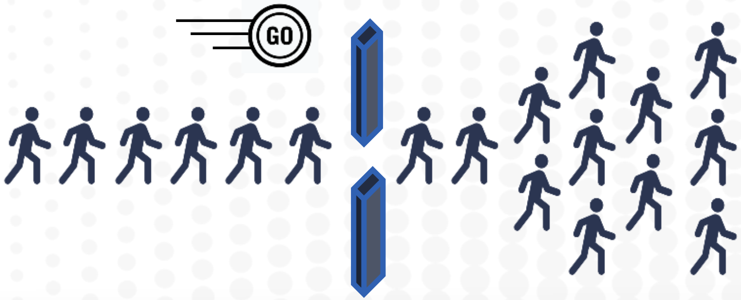
- Designed for facilities with a medium volume of personal belongings like schools, workplaces, and conference centers
- Ability to accurately identify and categorize objects (both threats and everyday items)
- Bi-directional scanning with customization of object detection for ingress vs. egress

# Compelling Customer ROI

**Technology that can detect the difference between metal and weapons**

### Traditional Approach

- ✗ Frustration
- ✗ Delays
- ✗ High security costs




**xtract one**

- ✓ Fast
- ✓ Frictionless
- ✓ Lower staff costs

**Customer Outcomes:**

Up to
**7X**
Increase in Patron Throughput

Up to
**80%**
OPEX Efficiencies

**Improved Patron Experience**

# Why Customers Choose Xtract One

## Enhanced Security

- **Independent verification – technology detects the broadest set of firearms and knives vs. competitors**
- High quality AI and advanced business analytics

## Customer-Centric Business Model

- **Software-driven innovation to continuously improve functionality and address customer requested features**
- Flexible SaaS subscription model
- Recognized industry expertise for venue security and patron experience

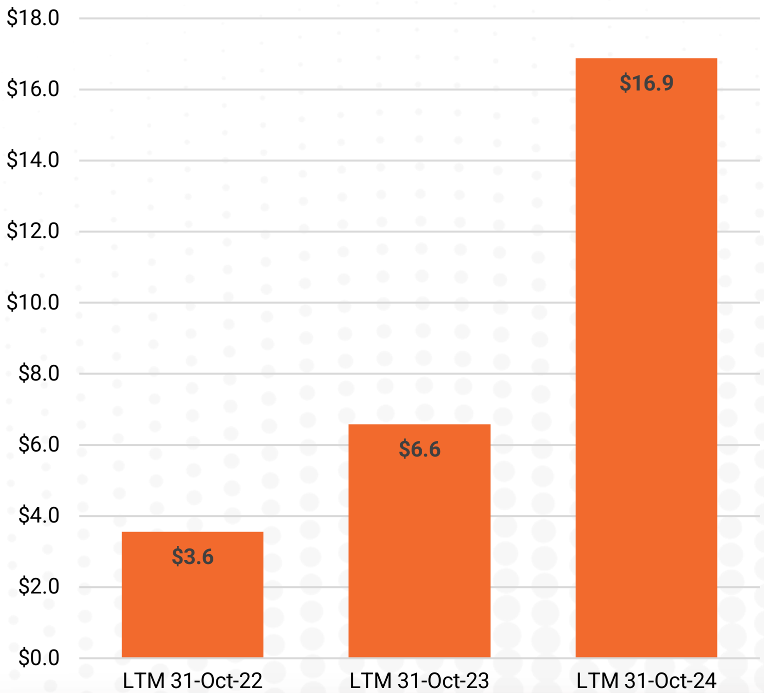
## Superior Patron Experience

- **Positioned for the future of patron experience** – from first glance to inside-the-venue operations
- Proactive platform integration to address future screening requirements

# Validation in the Real World

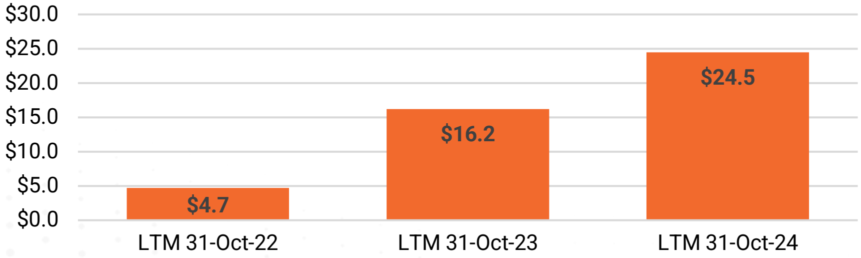
## Revenue

*Presented for the 12-month periods ended as indicated.*



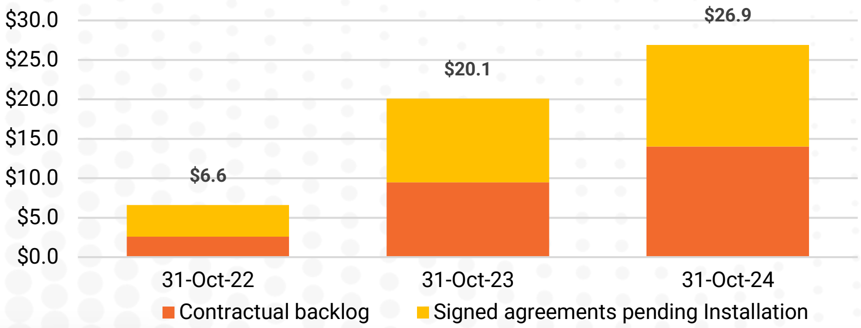

## Total contract value of new bookings

*Presented for the 12-month periods ended as indicated.*




## Contractual backlog & signed agreements pending installation

*Presented as at the end of the periods indicated.*




*Presented Canadian dollars, in millions.*

# Third Party Validation

- Obtained certifications to 4 National Standards created by the US Department of Justice
- Professional sports build their security requirements based on these standards
- Certified for NIJ-STD-0601-01, NIJ-STD-0601-02, NILECJ-STD-0601.00 Level 2, as well as the Federal Aviation Administration Operational Test Piece

- Documents Xtract One's solution performance in a live stadium environment with 17,000 patrons
- Executed to meet and exceed NHL, NBA, NFL, MLB, and other live entertainment arenas security specifications
- Provides objective observation and operational considerations for venue operators

- DHS Safety Act provides important legal liability protections for providers of qualified technologies
- 'Designation' is awarded to technologies that have a proven track record of effectiveness in the field
- Safety Act Designation is one of the key requirements for many professional sport teams

# Strategic Partnerships

Oak View Group owns and provides management services to over 350 venues internationally

Oak View Group

OVG360

Stadium Alliance

Prevent Advisors

Madison Square Garden Sports and Sphere Entertainment own some of the most well-known sports and entertainment brands in North America

The American Association of Professional Baseball is premier MLB Professional Partner League comprised of 12 teams

# Integrated Solution


SmartGateway

**"Fast frictionless entry"**


Xtract One Gateway

**"Exceptional security for everyday spaces"**


Xtract One View

**"Integrated intelligence"**

# Integration of Patron Screening And Experience

**AI-enabled platform leads to continued and evolving capabilities, unlocking full roadmap of services**

**From - Weapons Detection**

## To – Integrated Patron Experience, Patron Screening, and Facility Optimization

### Engage
"100 Miles"

- Social Media Scanning
- Threat Intelligence
- Reservation Fraud
- Threat / Crime Detection

### Approach
"100 Feet"

- ✓ Weapons Detection
- ✓ Threat / Crime Detection
- ✓ Perimeter Security
- Crowd Intelligence
- Crowd Routing
- Facial Rec

### Entry/Exit
"1 Foot"

- ✓ Weapons Detection
- Entry Routing
- Automated Ticket Scanning
- Health / Vaccine Verification
- RFID Scanning
- Contraband
- VIP identification

### Inside
"Inside"

- ✓ Crowd behaviors
- ✓ Crowd intelligence and management
- ✓ Data intelligence and insights
- Marketing / Retail Optimization
- Experience Optimization
- Staff and operations planning

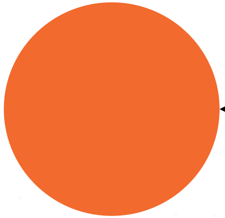
✓ Denotes Current Offering

# Go to Market Model

- **Contracts are either Upfront Purchase or Subscription**
  - Typically 3-year contracts with automatic renewal
  - All contracts include the Gateway as well as an on-going support

- **Xtract One goes to market through both Direct Sales & Channel Partner strategies**
  - Direct Sales are well suited for live entertainment and sports segments
  - Channel Partners are well suited for education, healthcare, and public sector

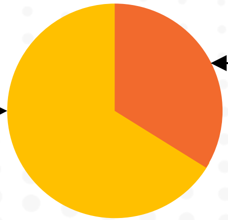
## Subscription



*100% of TCV results in recurring revenue over the life of the contract*

## Upfront Purchase

*67% of TCV recognized as revenue upfront on installation*



*33% of TCV results in recurring revenue over the life of the contract related to support and maintenance services*

*TCV = Total Contract Value*

# Expanding Revenue Stream

## Xtract One Gateways

- Initial hardware and software,
- Recurring maintenance / support
- SaaS Delivery

## AI Platform

- Xtract One Vision
- Xtract One View
- Initial software
- Professional services

## Future Annuity Revenue

## End-to-End Patron Experience

- Initial hardware and software
- Recurring maintenance / support
- Advanced AI analytics
- Integrated platform & solutions
- Professional services

# Our Journey

**2016**
Became publicly traded

**2019**
Up listed to TSX

**2020**
Appointed Peter Evans as CEO

**2021**
Relaunched the company with new executive team and focus

**2022**
Delivered SmartGateway

**2022**
Strategic Partnership with Oak View Group

**2023**
Strategic Investment from MSG Sports

**2023**
International expansion starts with US$5.1 contract

**2024**
SmartGateway Awarded DHS SAFETY Act Designation

**2024**
Announced Xtract One Gateway

# Milestones

## FY2023

- ✓ 365% growth in revenue for the Platform operating segment
- ✓ Secured a $13.4 million investment from Madison Square Garden Sports
- ✓ Strategic partnership with Oak View Group to enhance the customer experience and security across their portfolio of 350+ locations
- ✓ Expansion into new markets with Sentara Healthcare, Lakewood School Board, and the U.S. Department of Veteran Affairs

***Financial Year-End: July 31st***

## FY2024

- ✓ 344% growth in revenue for the Platform operating segment
- ✓ Obtained DHS Safety Act Designation as an approved technology
- ✓ Secured contracts with 5 professional sports teams
- ✓ Announced largest customer win totaling US$5.1M with a global live entertainment company
- ✓ Continued expansion into other market segments in North America including Education, Healthcare, Manufacturing, and Distribution

## FY2025 Targets

- ✓ Release next-generation Gateway for environments with medium level of personal belongings such as schools, convention centers, and commercial offices
- ❑ Secure 10 referenceable customers within education, healthcare, manufacturing, and commercial workplaces
- ❑ Successful execution of channel sales program to serve expansion markets
- ❑ Selective expansion into international markets via strategic customers and partners in response to global demand

# Capital Structure

| TSX & OTCQX | |
|---|---|
| Current Price | C$0.66 TSX / US$0.48 OTCQX |
| Market Capitalization | C$144.0M TSX / US$104.8M OTCQX |
| Shares Outstanding | 218.4M |
| Stock Options<br>*$0.65 Weighted Average Exercise Price* | 14.4M |
| Warrants<br>*$0.63 Weighted Average Exercise Price* | 61.1M |
| Fully Diluted Shares Outstanding | 293.9M |
| Working Capital<br>*As of October 31, 2024* | $7.1M |

Capital structure and related figures are as of November 30, 2024

# Leadership Team

Experts in specialized technologies, cyber security, artificial intelligence and machine learning technologies, subscription revenue business models and security sector business development

**PETER EVANS**

*CEO & Director*

Peter brings over 25 years of experience with venture capital, private equity, and public enterprise companies in the technology, telecom, SaaS, and cyber-security industries. As a 4-time high-tech CEO, Peter has demonstrated repeated success in driving revenue growth and accelerated profitability, by delivering innovative solutions to target markets, and triggered multiple profitable liquidity events.

**KAREN HERSH**

*CFO & Corporate Secretary*

Karen has extensive experience working with high growth technology companies across a broad spectrum of finance activities including strategic planning, financial reporting, and mergers and acquisitions. Formerly the CFO for a global private equity company focused on cybersecurity technologies.

**JOSHUA DOUGLAS**

*SVP Product and Engineering*

Joshua is a recognized expert in the fields of behavioral analytics, cybersecurity and physical security. With a successful career working as a product management and engineering leader, Joshua has helped companies of all sizes bring products to market with increased customer satisfaction.

**ROBERT LEX**

*SVP Operations*

Robert has 25 years' experience in global manufacturing operations and supply chain management. He has led successful operational excellence restructurings built around a set of core principles starting with a customer-centric approach and has developed scalable efficient processes.

**LOUISE JOHNSON**

*VP Marketing*

Louise has built up her expertise in marketing, brand awareness, and customer engagement over her 15+ years as a sales and marketing professional. She has played critical roles in the successful execution of customer acquisition campaigns for innovative technologies and products.

# Board of Directors

**PETER VAN DER GRACHT**
*Chairman*

A serial technology entrepreneur who has successfully launched, financed, operated and sold five technology companies; including: Nexus, Imedia, Teraspan, Fatport and Wavemakers.

**BILL MAGINAS**
*Director*

The former President of Johnson Controls Canada brings a great deal of industry expertise to the Board. Bill offers a broad range of expertise include business process improvement, change management, growth, and strategy.

**LEA M RAY**
*Director*

A certified director (ICD.D) of the Institute of Corporate Directors and is a Chartered Professional Accountant. She has served on a number of publicly-listed (TSX) entities.

**JOHN GILLIES**
*Director*

Over 33 years of federal government experience within national and international security and intelligence environment. Worked with Canadian Security Intelligence Service (CSIS) and RCMP.

**PETER EVANS**
*CEO & Director*

Peter brings over 25 years of experience with venture capital, private equity, and public enterprise companies in the technology, telecom, SaaS, and cyber-security industries. As a 4-time high-tech CEO, Peter has demonstrated repeated success in driving revenue growth and accelerated profitability, by delivering innovative solutions to target markets, and triggered multiple profitable liquidity events.

# Investment Highlights

| | | |
|---|---|---|
| Significant & growing addressable market | High barriers to entry | Digital disruption |
| Tested & proven technology | Competitive advantage | Compelling growth & momentum |
| Multiple revenue streams | SaaS business | Compelling ROI for customers |

# THANK YOU