



# Carbeeza

Annual General Meeting

September 27, 2022

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## DEFINITIONS.

- “Financial Outlook” means forward-looking information about prospective financial performance, financial position or cash flows that is based on assumptions about future economic conditions and courses of action and that is not presented in the format of a historical statement of financial position, statement of comprehensive income or statement of cash flows;
- “FOFI”, or “future-oriented financial information”, means forward-looking information about prospective financial performance, financial position or cash flows, based on assumptions about future economic conditions and courses of action, and presented in the format of a historical statement of financial position, statement of comprehensive income or statement of cash flows;
- “Forward-Looking Information” means disclosure regarding possible events, conditions or financial performance that is based on assumptions about future economic conditions and courses of action and includes future-oriented financial information with respect to prospective financial performance, financial position or cash flows that is presented as a forecast or a projection.

*The Corporation may be negatively impacted by the COVID-19 outbreak.*

In December 2019, the 2019 novel coronavirus (COVID-19) surfaced in Wuhan, China. The World Health Organization declared a global emergency on January 30, 2020 with respect to the outbreak then characterized it as a pandemic on March 11, 2020. The outbreak has spread throughout Europe and the Middle East and there have been cases of COVID-19 in Canada and the United States, causing companies and various international jurisdictions to impose restrictions, such as quarantines, closures, cancellations and travel restrictions. While these effects are expected to be temporary, the duration of the business disruptions internationally and related financial impact cannot be reasonably estimated at this time. Similarly, we cannot estimate whether or to what extent this outbreak and potential financial impact may extend to countries outside of those currently impacted. At this point, the extent to which the coronavirus may impact our results is uncertain, however, it is possible that our consolidated results in 2020 may be negatively impacted by this event. The impacts of the outbreak are unknown and rapidly evolving.

A local, regional, national or international outbreak of a contagious disease, including, but not limited to, COVID-19, Middle East Respiratory Syndrome, Severe Acute Respiratory Syndrome, H1N1 influenza virus, avian flu or any other similar illness, or a fear of any of the foregoing, could adversely impact us by causing operating, manufacturing supply chain, and project development delays and disruptions, labour shortages, travel and shipping disruption and shutdowns (including as a result of government regulation and prevention measures). If we are unable to mitigate the impacts of the COVID-19 outbreak on our operations, we may be unable to fulfill our product delivery obligations to customers, our costs may increase, and our revenue and margins could decrease. It is unknown whether and how the Company may be affected if such an epidemic persists for an extended period of time. A widespread health crisis could adversely affect the global economy, resulting in an economic downturn that could impact demand for our products.

Although the company does not conduct business with China and its services are primarily offered in the cyberspace, market disruptions can affect the Company as it may incur expenses or delays relating to such events outside of our control, which could have a material adverse impact on our business, operating results and financial condition.

The future impact of the outbreak is highly uncertain and cannot be predicted, and there is no assurance that the outbreak will not have a material adverse impact on the future results of the Company. The extent of the impact, if any, will depend on future developments, including actions taken to contain COVID-19.

# agenda.

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# management.

**Sandro Torrieri**

Founding Partner, Chairman & CEO

**Joanna Hampton**

Interim CFO

**Michael Dunham**

Vice President, Product Development

**Nick Samaha**

Founding Partner & Vice President, Sales







# purpose.

Carbeeza makes **purchasing a vehicle** easier, smarter, and more affordable.

At Carbeeza, we're on a mission to **empower consumers** to get their ideal vehicle and financing options using the power of artificial intelligence, through our network of innovative partners.

We believe you should have the right information, **free from pressure**, penalty or bias, to make informed choices.





# business update.

Progress is being made across all functional areas

## Marketing

Driving consumer & dealer engagement with clearly communication value proposition with effective KPIs.

## Strategic Partnerships

Building partnerships with auto industry entities from retailers, oems & providers with an informative white glove treatment



## Product Development

Deliver a mature world class application that is agile the ever changing needs for the retails consumers & automotive partners

## Capital Markets

Increase trading volumes while building meaningful relationships and providing value to investors



# business update.

## Launch Progression

- Carbeeza completed RTO June 29, 2021
- Soft launch September 8, 2021
- Carbeeza activated Western Dealer partners in Q2 2022
- Ontario sales roll out underway, will be completed in Q4 2022
- September 2022, Carbeeza started sales roll out of Atlantic Canada, to be completed Q4 2022
- As of September 9, 2022, Carbeeza has onboarded 371 dealerships
- Carbeeza is currently planning its entry in to the USA







# business update.

## Product

- Carbeeza is continuously adapting to the market needs and integrating new platforms & services are added to the system on a ongoing basis
- Carbeeza's philosophy is to automate or develop tools to lower operational costs and manpower. Example, Carbeeza developed a syndication tool that reduces human intervention and saves ~\$75k annually for every 100 dealerships onboarded

## Patents

- Carbeeza filed its 1st Provisional Patent application December 2020
- The complete utility application was completed December 2021
- The filed Patent application was published August 11, 2022
- The team is currently working on additional patent applications

# auto industry.

An industry that has been adversely impacted



## New Inventory is Depressed

Automotive inventory is **>60% lower than pre-covid levels**. Manufacturers and dealers have had record level profits with **consumers shouldering the costs**. Dealers have significantly reduced staffing levels due to lack of inventory.

Dealerships are bringing Carbeeza onboard knowing there is an opportunity to use automation today and when inventory levels normalize.



## Used Supply Is Normalizing

Post covid used car supply is **trending towards normalization** within 12 months.

Post covid **wholesale prices are beginning to soften** and are expected to return to normal levels in approximately a year.

Both these factors are **leading indicators** that point to a supply imbalance that Carbeeza technology can help dealers navigate successfully.



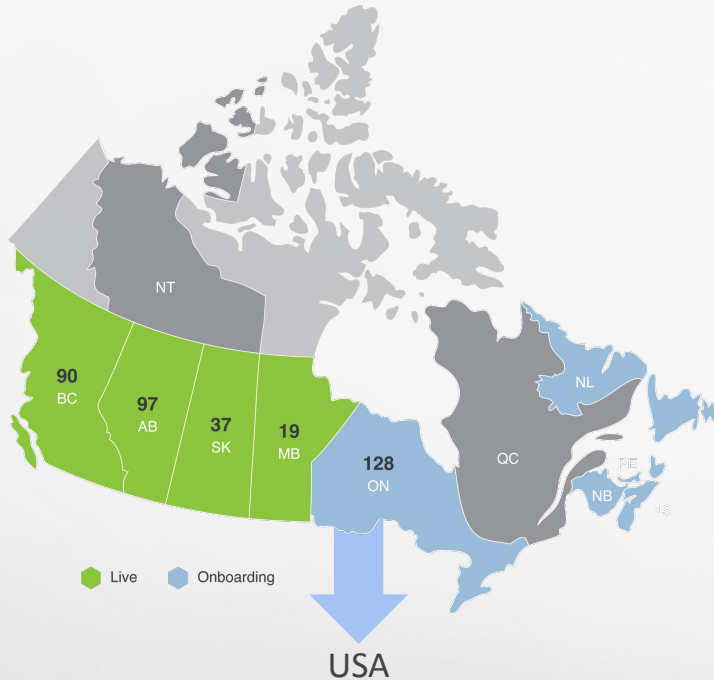
**In Spite of the challenges, Profits for OEM's / Dealers is at an all-time high, with minimal to no advertising**



**North American production is expected to recover late 2023, Supply and Demand expected to normalize in 2024.**

# partnerships.

Meaningful relationships



**~22000 Avg.**  
Kijiji Shop Faster

**~18700 Avg.**  
Carbeeza

**~5800 Avg.**  
AutoTrader Online

Western Canada ecommerce inventory competitive analysis



# partnerships.

Symbiotic relationships

Premium services and tools to transform the existing sales and finance process

**Consumer Partners**

**Financial Partners**

Breaking new ground to offer the first integrated platform to provide new & alternative forms of financing.

Expanding our data partners and increasing the value of our data sets

**Data Partners**

**Dealer Partners**

Developing products and tools for dealers to compete in a new retail environment

Driven to create our space in the value chain

# marketing.

Cutting through the white noise

- Automotive online Marketplace is crowded, congested and confusing and without the right messaging you are shouting into the wind
- We have run countless small run ads to test & validate efficiency campaigns
- Tests have proven our ability to focus on messages that are connecting with consumers with low costs



# marketing.



A lot with a little

**18.3m**

Impressions  
Paid Ads

Automotive Industry

**\$2.32**

Cost Per Click

**Carbeeza**

**\$0.64**

Cost Per Ad Click

**45,451**

People  
downloaded app  
or web access  
Carbeeza

Automotive Industry

**\$42.95**

Cost Per Action

**Carbeeza**

**\$5.45**

Cost Per Action  
(Download / Install)



# marketing.

## Forward thinking

- Present our inventory as relevant ads to users for higher ROI on ad spend
- Launch of National Campaign last quarter of 2022
- Increase Ad spend to scale to reflect national levels
- Greater focus on media once National is executed
- Continue to focus on content that has the highest engagements



# marketing.

Building blocks for the future



Hybrid Financial has been promoting our brand, and has created an active audience of brokers and institutional investors now familiar with Carbeeza



Greenshoe Media has created digital content and provided Carbeeza with brand awareness over various marketing mediums including television, Spotify radio and national publications



Stockhouse has created retail investor awareness for Carbeeza by using a variety of tools including editorial content

# product.

Your automotive companion

- Added instant gratification elements for consumers to connect directly with the dealer
- A focus on user tools to educate the consumer
- Expand offerings to dealers tools, widgets etc
- Dealer targeted tools to offer insight into consumer and inventory acquisition.



# product.

Your automotive companion



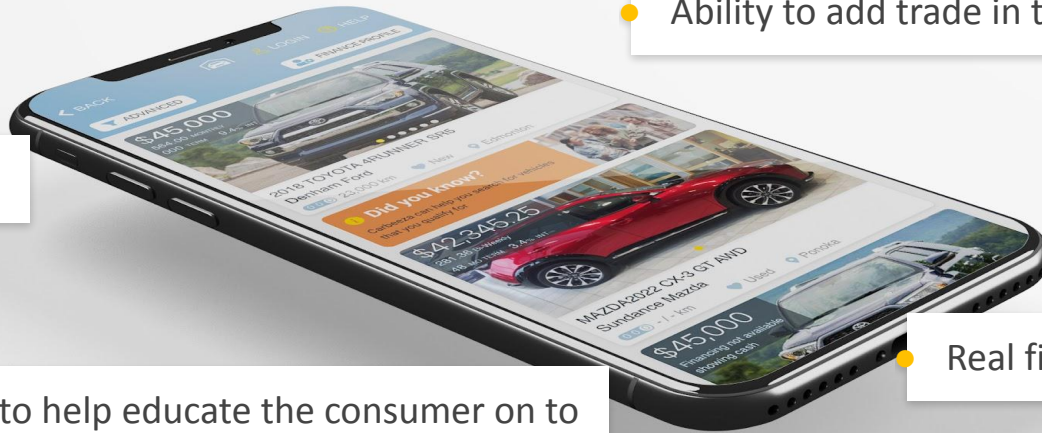
Quick selection on vehicles

Ability to add trade in to search criteria

Transparency

Content to help educate the consumer on to ensure they walk into a deal with open eyes

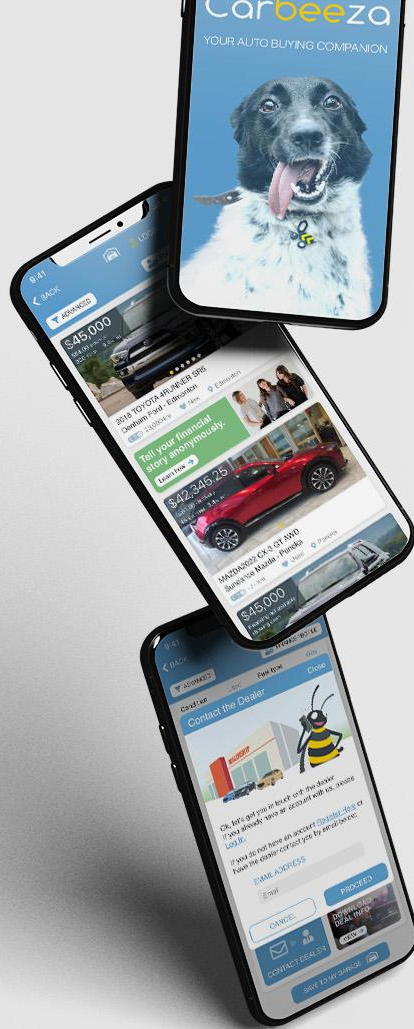
Real financing options





# product.

Your automotive companion



- Listings without ads or other clutter nonsense
- Quick view on information such as payments with the consumer finance info. portal
- Intelligent sorting options, example; sort by total cost of ownership or lowest interest rate
- One step process for consumers to contact dealer and let them know what they are interested in





# message from the CEO.

Prevailing winds are shifting

- The automotive industry will continue to have inventory challenges. Whatever industry changes occur, Carbeeza is well positioned to evolve as the market redefines itself
- Carbeeza has used the Canadian soft launch as a method to tighten user interfaces, test new marketing concepts, develop sales strategies and build new automation technologies that will be used during the lifecycle of the product
- The US market will be the sales team's primary focus in 2023
- Carbeeza's share price has faced headwinds, but is performing in line with its peer groups

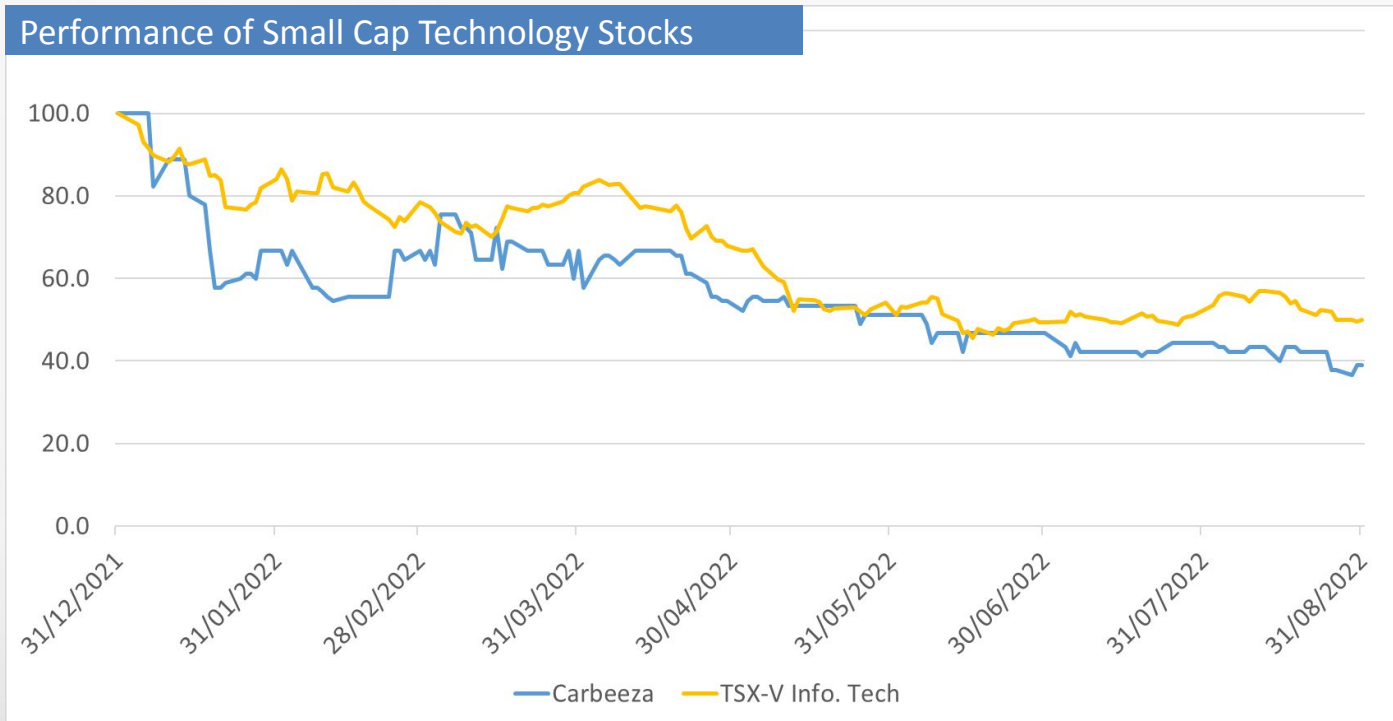






# message from the CEO.

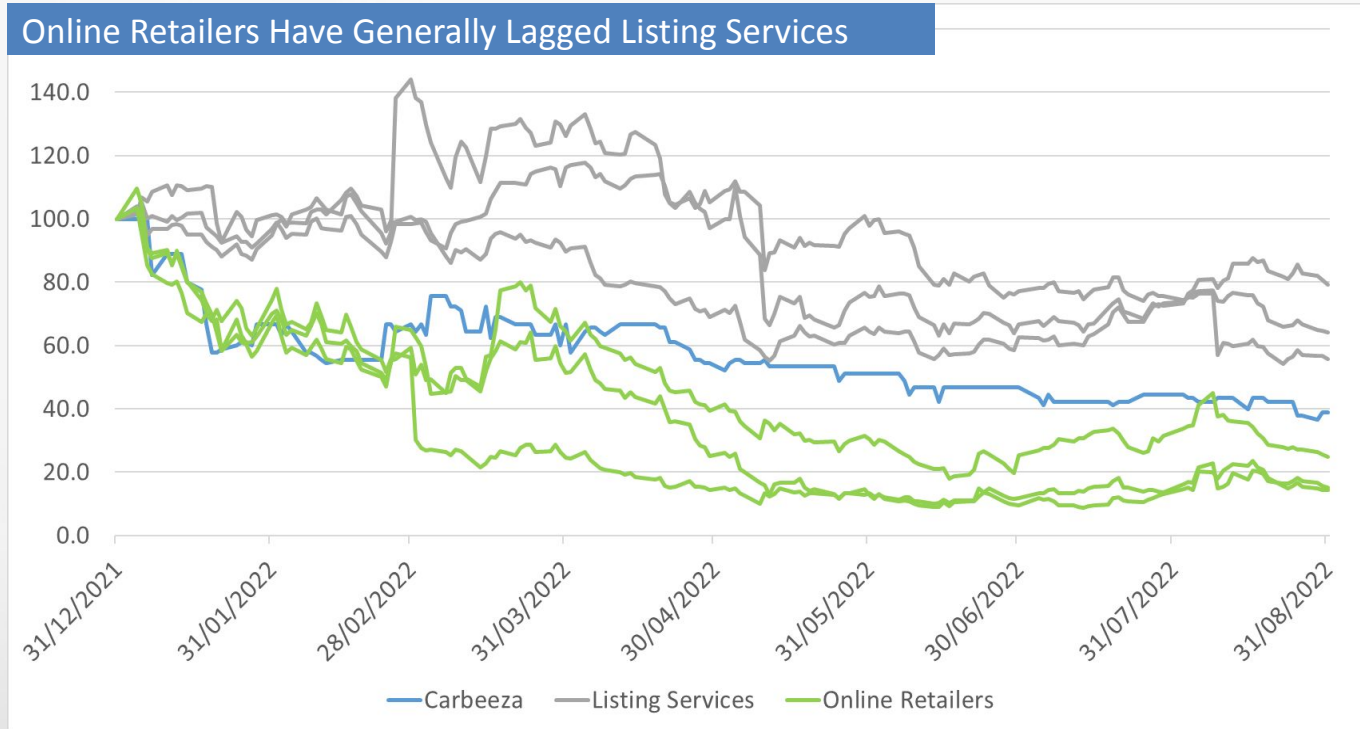
Challenging market environment





# message from the CEO.

Challenging market environment



# message from the CEO.



Aligned with shareholders

- Having been involved in high-tech startups, I have seen companies that have followed similar paths. What is important to keep in mind is that Carbeeza is an early stage high-tech startup. There will be times of consternation, but what is important is that the company is backed by an excellent team of developers, sales, marketing and management. These are the key tenets to a company successfully navigating stormy waters. Based on my 30+ years of experience and the outcomes of our investments I find Carbeeza is at the place it should be.
- I have demonstrated unwavering support for Carbeeza. Investment since inception:
  - \$4.6M in research and development pre-RTO (2017-2021)
  - \$2M in 2022 through the company's convertible debenture offering
  - \$0 yearly cash compensation





# Carbeeza

Thank you for viewing