



Direct Communication Solutions, Inc. Corporate Presentation October 23, 2019

A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

No securities regulatory authority has expressed an opinion about these securities and it is an offence to claim otherwise

The following is a summary of the principal features of this distribution and should be read together with the more detailed information and financial data and statements contained elsewhere in the Company's final prospectus and any amendments as well as the preliminary prospectus.

This presentation, and any discussion during or following this presentation, contain forward-looking statements, which are based on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, and other future conditions. These forward-looking statements include all matters that are not historical facts and include statements regarding our intentions, beliefs or current expectation concerning, among other things, our results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which we operate. Forward-looking statements can be identified by words such as “anticipate,” “believe,” “envision,” “estimate,” “expect,” “intend,” “may,” “plan,” “predict,” “project,” “target,” “potential,” “will,” “would,” “could,” “should,” “continue,” “contemplate,” and other similar expressions, although not all forward-looking statements contain these identifying words. We caution you that actual results and developments may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. We believe that these risks and uncertainties include, but are not limited to, risks relating to: our ability to compete effectively in a competitive industry; our ability to fully and successfully develop our MaaS business; our ability to retain customers to upgrade or renew their subscriptions; our ability to expand our products and services and to develop and integrate our existing services in order to keep pace with technological developments; our ability to protect from online security risks, including security breaches and enterprise data theft; our ability to protect from privacy concerns and laws, evolving regulation of cloud computing, cross-border data transfer restriction and other domestic or foreign regulations that may limit the use and adoption of our services and adversely affect our business; government regulation and future regulation or regulatory change which may increase the cost of compliance and doing business; and unanticipated changes in our effective tax rate and additional tax liabilities that may impact our financial results. Any reference to forward-looking statements in this presentation include forward-looking information within the meaning of applicable Canadian securities laws. Please refer to “Risk Factors” and “Cautionary Statement Regarding Forward-Looking Information” in the preliminary prospectus, current only as of this date and with no undertaking to update language.

Unless otherwise indicated, all references in this presentation to “Direct Communication”, “DCS”, the “Company”, “we”, “us” and “our” refer to Direct Communication Solutions, Inc. and its subsidiaries.

Unless otherwise specified, all monetary amounts in this presentation are in U.S. dollars. Our consolidated financial statements have been prepared in accordance with IFRS and are presented in U.S. dollars except where otherwise indicated. Our historical results are not necessarily indicative of the results that should be expected in any future period.

We have filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. You may obtain these documents for free by visiting EDGAR on the SEC web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send to you the prospectus if you request, when available. The registration statement relating to our securities has not yet become effective and the securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective.

Prospective Canadian investors should rely only on the information contained in the preliminary long form prospectus dated October 9, 2019. This presentation is qualified in its entirety by reference to, and must be read in conjunction with, the information contained in such prospectus. The issuer, the selling shareholders and the underwriters have not authorized anyone to provide prospective Canadian investors with additional or different information.

An investment in our shares of common stock is subject to a number of risks that should be considered by a prospective purchaser. See “Risk Factors” in the prospectus.

This presentation shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction.



Platform Solutions that build the future economy

End-To-End Solutions that builds the Future Economy

#MakingIoTReal





WE CAN CONNECT THINGS ANYWHERE

2006

Direct Communication Solutions, Inc. was incorporated in the State of Florida.

2015

DCS signed an agreement with Gurtam to provide Fleet management software and services as the MiFleet brand.

2012

DCS became one of the leading distributors for Telit Communications PLC and a leading solutions provider for CalAmp Corp.

2017

DCS entered into an agreement with CalAmp Corp. for the non-exclusive distribution of CalAmp Corp.'s products.

2019

DCS launches all in one Cloud-based IoT platform.

2018

DCS launched MiServices to accommodate the growing need for specialized technical services.

Today

DCS is focusing on delivering End-to-End IoT solutions that are enabled by the latest technologies.

We have begun to develop advanced software applications and databases that can analyze along with manage the data that IoT hardware has traditionally just collected. These provide businesses with the opportunity to receive real-time data in order to make better decisions about their business. With our cloud and/or via a SaaS/MaaS business model business and technology can finally work together.

Our Leadership



Chris Bursey

Founder & CEO

20+ Years Industry Experience



Eric Placzek

Chief Technology Officer

Software, Cloud, IoT, Telecomm



Rich Gomberg

Chief Financial Officer

20+ Years Financial Experience
Public and Private corporation



Dave Scowby

Chief Operations Officer

18+ Years Industry Experience
B.S.E from Princeton University



Michael Lawless

EVP, SaaS Business

20+ Years Sales and Management
B.Sc. Information Technology

Our Opportunity

To take advantage of the large and growing market for advanced IoT products and requests for newer monitoring services tied to various applications.

Real-world business Solution Applications

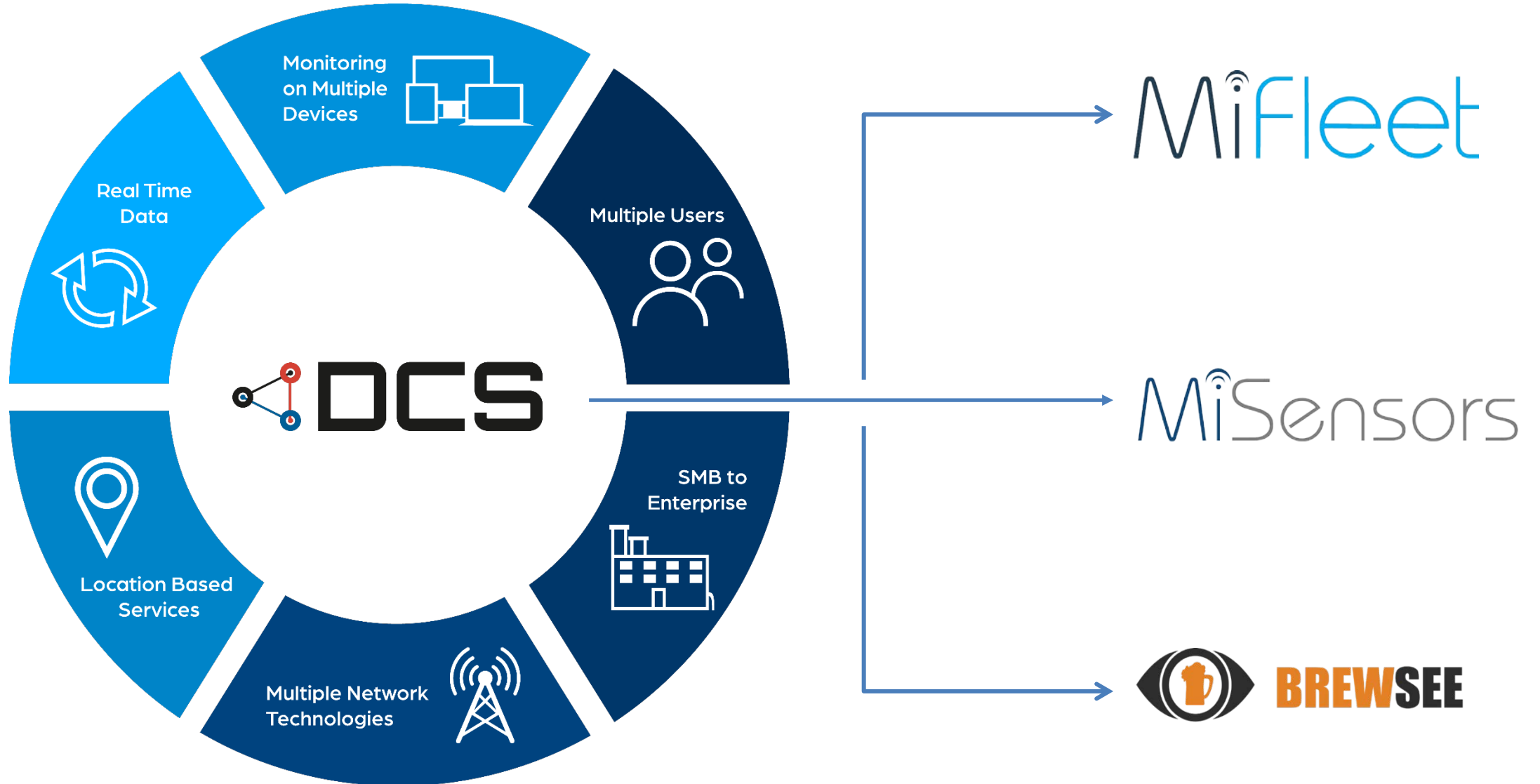
- ✓ Monetize any use case
- ✓ All in one Platform for multiple devices
- ✓ Cloud based solution makes IoT easy

Use Cases...

- Property Management
- Restaurants
- Medical Industries
- Refrigerated areas
- Parking lots
- Livestock
- Manufacturing
- Retail stores
- Offices
- Waste water
- Water storage
- Agriculture
- Public Safety
- Construction



DCS Advantage



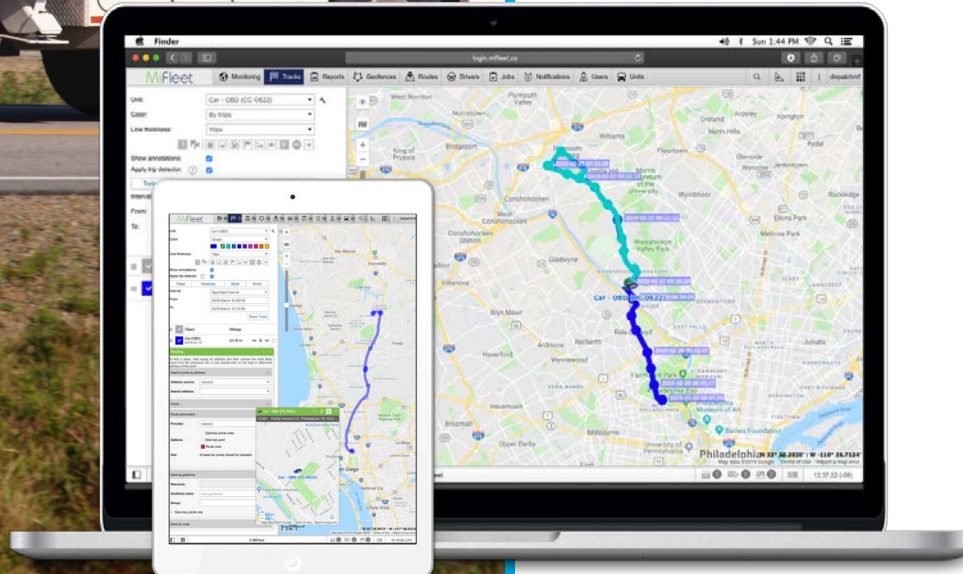
MiFleet SOLUTION



GPS Fleet Monitoring & Tracking Software

Rural Carriers offer MiFleet™ into Enterprise / SMB – transportation, construction, mining, delivery, services, municipalities, school bus and more.

- Turnkey MiFleet™ GPS Fleet & Asset Tracking
- Full Feature Tracking Platform
- Multiple Applications and Cellular Technology Offerings
- OBDII & 3Wire Options / ELD & HoS
- MiFleet™ Mobile SW APP – iOS & Android
- ELD & HoS Mandate Solutions
- Fuel consumption/Idle reports
- Logistics/Proof of Delivery



MiSensors SOLUTIONS

Turnkey Solutions

Set and forget event based remote monitoring. Sensors connect to gateway, then to network, then to platform/mobile app. On the platform /mobile app you can see up-to-date information instantly!

Know about a costly problem before it happens

MiSensors Wireless Sensors

- Long range / low power / FCC, CE, IC
- Commercial and industrial options
- Web Application for desktop access
- Mobile Application available for Android and iOS
- Automated push notifications
- Reporting features

**MiFleet/MiSensors owns all the complexity – sourcing, testing, building scripts, developing & provisioning / HW, SW, Logistics, Platform, pre/post sales support.*



SOLUTIONS

Beer Life Cycle Monitor & Control System

Smart handling of Temperature, CO2 Pressure, Inventory Management, critical timing and prevent after hours pours or staff giveaways.

A comprehensive inventory tracking system helping clients to reduce waste, theft and non-automated interfaces – promoting better production.

Key Features of BrewSee®

- To be able to track key metrics of keg from distribution facility to restaurant and/or bar.
- Illuminate industry into asset IoT management.
- Higher profits for business and more employee accountability



Point of Sale
(POS) Integration



Digital Signage
Integration



Security System
Integration

CHANNEL
PARTNERS

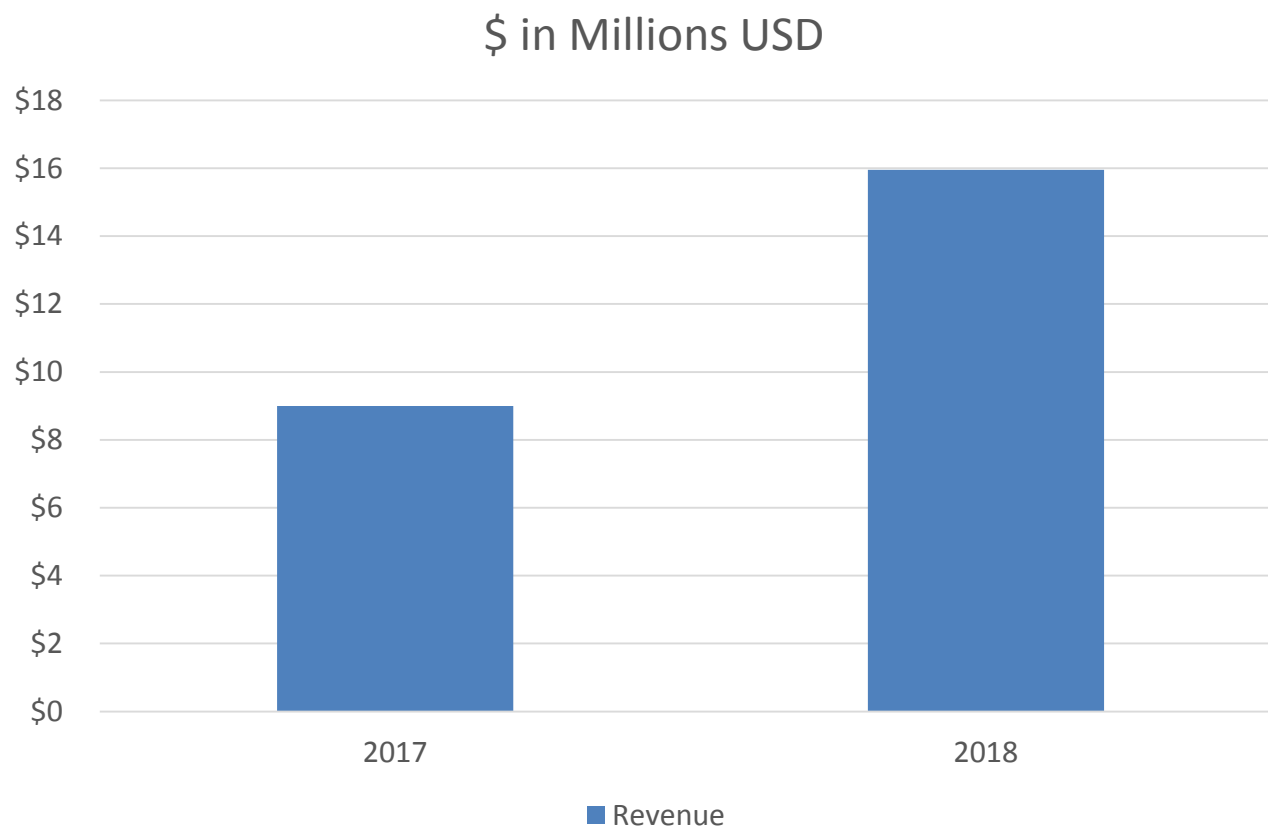


STRATEGIC
PARTNERS



THE FINANCIALS

Revenue & History



DIRECT COMMUNICATION SOLUTIONS, INC. CONSOLIDATED STATEMENTS OF OPERATIONS (in U.S. Dollars)

	Years ended December 31,	
	2018	2017
Revenues:		
Products	\$ 14,626,244	\$ 8,271,562
Solutions and other services	1,330,111	540,112
Total revenues	<u>15,956,355</u>	<u>8,811,674</u>
Cost of revenues		
Products	11,920,709	6,316,954
Solutions and other services	406,297	173,847
Total cost of revenues	<u>12,327,006</u>	<u>6,490,801</u>
Gross profit	<u>3,629,349</u>	<u>2,320,873</u>
Operating expenses:		
Research and development	351,157	376,279
General and administrative	2,949,022	2,468,367
Total operating expenses	<u>3,300,179</u>	<u>2,844,646</u>
Income (Loss) from operations	329,170	(523,773)
Other income (expense):		
Transaction costs ¹	-	(1,067,888)
Interest expense	(266,626)	(283,838)
Net income (loss)	<u>\$ 62,544</u>	<u>\$ (1,875,499)</u>
Net income (loss) per share:		
Basic	<u>\$ 0.01</u>	<u>\$ (0.19)</u>
Diluted	<u>\$ 0.00</u>	<u>\$ (0.19)</u>
Weighted average number of shares:		
Basic	<u>9,608,000</u>	<u>9,777,315</u>
Diluted	<u>15,007,250</u>	<u>9,777,315</u>

¹ Associated with acquisition of Two Lions Technologies

Use of Proceeds

- DCS estimates that up to C\$2,500,000 will be required to achieve its short-term objectives.
- Approximately \$650k plans to be invested into Research and Development
- Approximately \$700k to be put into acquiring the Inventory
- Approximately \$550k to be put into Marketing/Trade Shows

Use of Available Funds	
Net funds after fees and other costs associated with offering	\$2,500,000
Research and Development	
Complete BrewSee® hardware development. Includes all regulatory and carrier testing.	\$100,000
Complete BrewSee® hardware development. Includes web and mobile apps.	\$100,000
Sensor Development - DCS is designing its own line of wireless sensors based on Bluetooth 5.0. This line of sensors will give the flexibility of creating value add solutions. Development includes all hardware and software development.	\$100,000
Develop a dual-SIM router with LTE Cat 18 with support for Bluetooth 5.0, LoRA and WiFi. This would serve as the Company's central hub that any sensor can connect to through the Company's platform. Development, production, lab and carrier approvals included.	\$250,000
MVNO (Mobile Virtual Network Operator) - invest in setting up the Company's own solution for selling and billing airtime from a wholesale level. This would give us ownership over the entire solution and ecosystem.	\$100,000
Inventory	
BrewSee® production run inventory. 1,000 to 5,000 units	\$250,000
Inventory for router solution	\$450,000
Marketing / Trade Shows	
Marketing launch of BrewSee® focusing on the distributors and service industry for draft beer.	\$150,000
Marketing launch for MiSensors for the Cannabis industry, focusing on the grow facilities and logistics.	\$100,000
Marketing launch of MiBrewPub, which brings together the router solution and BrewSee® and MiSensors.	\$200,000
Massive marketing approach. Presence at trade Shows for beer and cannabis markets.	\$100,000
Other	
General and Administrative Expenses	\$150,000
Principal and interest payments convertible debt	\$325,000
Unallocated working capital	\$125,000
Total	\$2,500,000

Transaction Summary

Initial Public Offering of Common Shares

Total share outstanding Post Cap:

17,199,800 Common Shares

(This total assumes the Maximum Offering is completed and the Over-allotment Option is not exercised)

This Offering:

Treasury offering of up to

1,500,000 Common Shares

Issue Price:

CAD \$2.00 per Common Share

Gross Proceeds:

Up to \$3,000,000 CAD

Share Structure

(on fully diluted basis)

Categories of Securities	Number of Shares	Percentage of Total Diluted Shares Following Closing of the Offering ⁽¹⁾
Issued Shares		
Shares issued by DCS prior to completing the Offering	10,174,800	59.16%
Shares issued by DCS pursuant to the Offering	1,500,000	8.72%
Debentures exercised before the Offering	1,900,000 ⁽²⁾	11.04%
<i>Subtotal for Issued Shares</i>	13,574,800	78.92%
Shares Reserved for Issuance upon the Listing		
Share reserved for issuance upon the exercise of the Agent's Compensation Warrants	120,000	0.70%
Shares reserved for issuance upon the exercise of the Options	2,750,000	15.99%
Subtotal for shares reserved for Option granted upon the Listing	755,000 ⁽³⁾	4.39%
Total	17,199,800	100%

(1) This percentage assumes the Maximum Offering is completed, no shares are issued to members of the President's List and the Over-allotment Option is not exercised.

(2) This number of shares assumes the conversion of US\$1,900,000 of the Debentures.

(3) This number of reserved shares assumes the grant of 755,000 options on Listing in addition to the 2,750,000 options currently outstanding.

Valuation & Comparable

Highlights for DCS:

- Reasonable P/S Multiples with great potential
- Highest Revenue with substantial growth rate of 81%
- Highest Gross Profit Margin

Note:

Valuation of Market Cap for DCS is based on Post Cap @ \$2.00 CAD

Siyata (SIM.V) financials were covered into USD using 1.33 USD/CAD rate

\$ in Millions USD

*Price as of October 10th 2019	DCS	Siyata (SIM.V)	PowerFleet
P/S	1.62X	2.81X	3.33X
Market Cap	\$25.86	\$30.02	\$176.93
Revenue (2018)	\$15.96	\$10.69	\$53.06
Revenue Growth (2017-2018)	81.1%	-19.9%	29.5%
Gross Profit Margin (2018)	22.7%	14.5%	48.6%

DCS has compiled information from comparable issuers. Siyata Mobile Inc. is a developer and provider of cellular communications solutions for enterprise customers, specializing in connected vehicle products for professional fleets, marketed under the Uniden Cellular brand. PowerFleet utilizes wireless technology to track, control, and manage high-value mobile assets. The company uses industrial focused internet of things. Siyata and PowerFleet were considered appropriate comparables because they have a similar industry classification as DCS. The comparables are also North American companies. DCS is more similar with Siyata in size (revenue). All three companies show a range in the criteria of growth rate and margins and profitability. Included attributes are typical in comparable companies criteria.

The information regarding the other issuers was obtained from public sources and have not been verified by DCS, the investment dealer or Industrial Alliance Inc.

Investors should be aware that there are certain risks in making an investment decision based on comparables information. Should the comparables information contain a misrepresentation, the investor does not have a remedy under the applicable securities legislation.



Business

DCS is headquartered in one of San Diego's technology-infused business parks located in North County.

**17150 Via Del Campo Ste. 200
San Diego, California 92127**





DCS THANK YOU