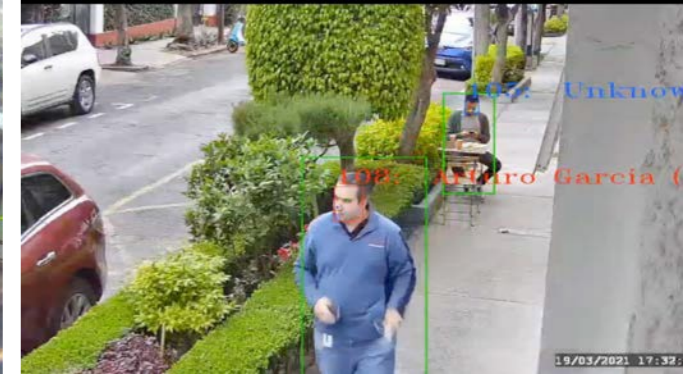


Computer Vision and Artificial Intelligence for Retail, Smart Cities, and Security



CSE:VSBY | OTC:VSBGF | JULY 25, 2022



Disclaimer

A preliminary short form prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in the provinces of British Columbia, Alberta, Saskatchewan and Ontario. A copy of the preliminary short form prospectus, and any amendment, is required to be delivered to any investor that received this document and expressed an interest in acquiring the securities. The preliminary short form 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 short form 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 short form prospectus, the final short form prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

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This Presentation provides general background information about the activities of VSBLTY. Information disclosed in this Presentation is current as of July 25, 2022, except as otherwise provided herein and VSBLTY does not undertake or agree to update this Presentation after the date hereof. All information is derived solely from management of VSBLTY and otherwise publicly available third-party information that has not been independently verified by the Company. Further, it does not purport to be complete nor is it intended to be relied upon as advice (legal, financial, tax or otherwise) to current or potential investors. Each prospective investor should contact his, her or its own legal adviser, independent financial adviser or tax adviser for legal, financial or tax advice. Recipients of this Presentation who are considering acquisition securities of the Company are referred to the public filings made by the Company with Canadian securities regulatory authorities, which are available under the Company's SEDAR profile at www.sedar.com. This presentation is qualified in its entirety by reference to, and must be read in conjunction with, the information contained in the prospectus.

This Presentation contains "forward-looking information" within the meaning of applicable Canadian securities laws. This information and these statements, referred to herein as "forward looking statements", are made as of the date of this Presentation or as of the date of the effective date of information described in this presentation, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events and include, without limitation, statements with respect to: (i) the Company's expectations regarding its revenue, operating losses, expenses and research and development operations; (ii) the Company's anticipated cash needs and its needs for additional financing; (iii) the Company's intention to grow its business and operations; (iv) the Company's plans to grow sales and offer new products; (v) expectations with respect to future production costs and capacity; (vi) expectations regarding the Company's growth rates and growth plans and strategies;

(vii) the Company's competitive position and the regulatory environment in which the Company operates; (viii) the Company's plans with respect to the payment of dividends; (ix) the ability of the Company's products to access markets; (x) the Company's ability to expand into international markets; (xi) the Company's relationship with its distribution partners; (xii) conditions in the financial markets generally, and with respect to the prospects for small capitalization commercial/technologies companies specifically; (xiii) the expected demand for the Company's services; (xiv) the Company's future cash requirements; (xv) the timing, pricing, completion, and regulatory approval of proposed financings; and (xvi) the Company's expectations as to the effect of the COVID-19 pandemic on its business and operations.

Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects", or "does not expect", "is expected", "budget", "scheduled", "estimates", "projects", "targets", "forecasts", "intends", "anticipates", or "does not anticipate", or "believes" or variations (including negative and grammatical variations) of such words and phrases or state that certain actions, events or results "likely", "may", "could", "would", "might", or "will be taken", "occur", or "be achieved". Forward-looking information is based on the opinions and estimates of management at the date the information is made, and is based on a number of assumptions and is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward looking information, including without limitation: (i) the Company's ability to obtain the necessary financing and the general impact of financial market conditions; (ii) the demand for the Company's services; (iii) the Company's ability to attract new customers; (iv) reliance on strategic partnerships; (v) the success of the Company's current and future development efforts;

(vi) the Company is a development stage company with little operating history, a history of losses and the Company cannot

assure profitability; (vii) the Company is subject to changes in Canadian laws regulations and guidelines which could adversely affect the Company's future business and financial performance; (viii) the Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business; (ix) the Company may be unable to obtain additional financing on acceptable terms or not at all; (x) the effectiveness Company's technology and the Company's ability to bring its technology into commercial production cannot be assured; (xi) the Company may become subject to litigation, including for possible product liability claims, which may have a material adverse effect on the Company's reputation, business, results from operations and financial condition; (xii) the Company faces competition from other companies where it will conduct business and those companies may have a higher capitalization, more experienced management or may be more mature as a business; (xiii) the Company is reliant on management and if the Company is unable to attract and retain key personnel, it may not be able to compete effectively; (xiv) the Company's industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition; (xv) the Company expects to sell additional equity securities or secure debt facilities to fund operations, for capital expansion, and for mergers and acquisitions, which would have the effect of diluting the ownership positions of the Company's current shareholders; (xvi) the Company's officers and directors may be engaged in a range of business activities resulting in conflicts of interest; (xvii) regulatory scrutiny of the Company's industry may negatively impact its ability to raise additional capital; and (xviii) COVID-19 and its potential effects on the Company's third-party suppliers, service providers and distributors.

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information contained in this Presentation or in certain of the other documents on file with Canadian securities regulatory authorities, which are available on the Company's SEDAR profile at www.sedar.com. The Company and its directors, officers and employees each disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or results or otherwise, except as required by applicable law. Accordingly, readers should not place undue reliance on forward-looking statements due to the inherent uncertainty therein. All forward-looking information is expressly qualified in its entirety by this cautionary statement.

This Presentation also contains future-oriented financial information and financial outlook (collectively, "FOFI") about the Company's projected revenue from certain contracts, which is subject to the same assumptions, risk factors, limitations, and qualifications as set forth in the above paragraphs. FOFI contained in this Presentation was made by management as of the date of this Presentation and was provided for the purpose of providing readers with an understanding of the importance of such contracts to the Company's business, and are not an estimate of profitability or any other measure of financial performance. Readers are cautioned that the FOFI contained in this document should not be used for purposes other than for which it is disclosed herein. VSBLTY disclaims any intention or obligation to update or revise any FOFI contained in this Presentation, whether as a result of new information, future events or otherwise, unless required pursuant to applicable law. FOFI contained in this Presentation should not be used for purposes other than for which it is disclosed herein.

An investor should read this Presentation with the understanding that the Company's actual future results may be materially different from what is expected.

This Presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States, unless an exemption from such registration is available, information concerning the assets and operations of the Company included in this Presentation has been prepared in accordance with Canadian standards and is not comparable in all respects to similar information for United States companies.

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

VSBLTY IS A GROWTH COMPANY

And Helping to Shape the Future of
Retail, Smart Cities, and Security

At the intersection of marketing and Security, VSBLTY Software empowers computer vision and artificial intelligence to proactively improve the way we live, shop, and protect.

VSBLTY is a disruptive computer vision SaaS software company that uses artificial intelligence and machine learning to transform retail and security solutions through an extensible scalable, subscription-based platform. VSBLTY works with global partners that are redefining the world we live in.

VSBLTY's Three Ubiquitous Software Modules

DataCaptor™



ANALYTICS

DataCaptor leverages camera and sensor technology with artificial intelligence (machine learning and computer vision) to provide real-time analytics and audience measurement.

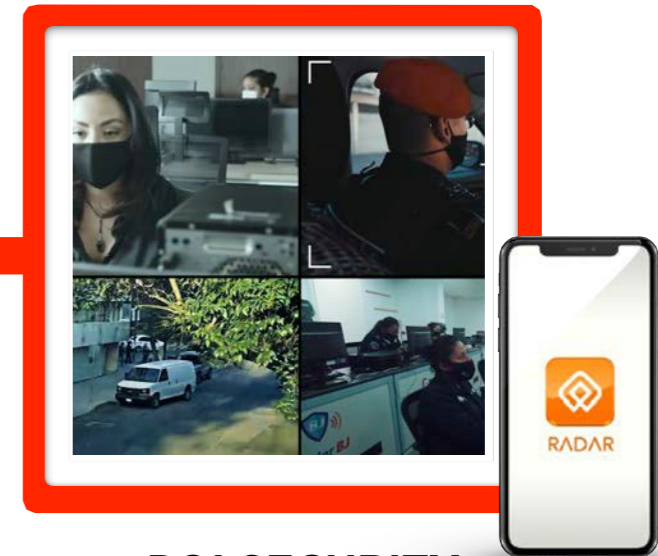
VisionCaptor™



CONTENT MANAGEMENT

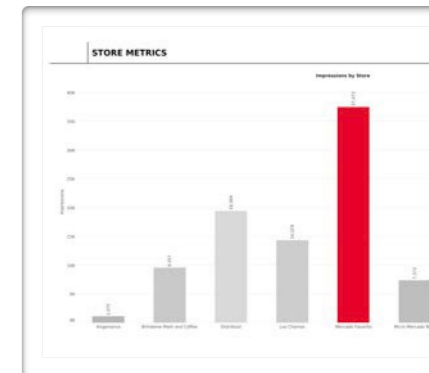
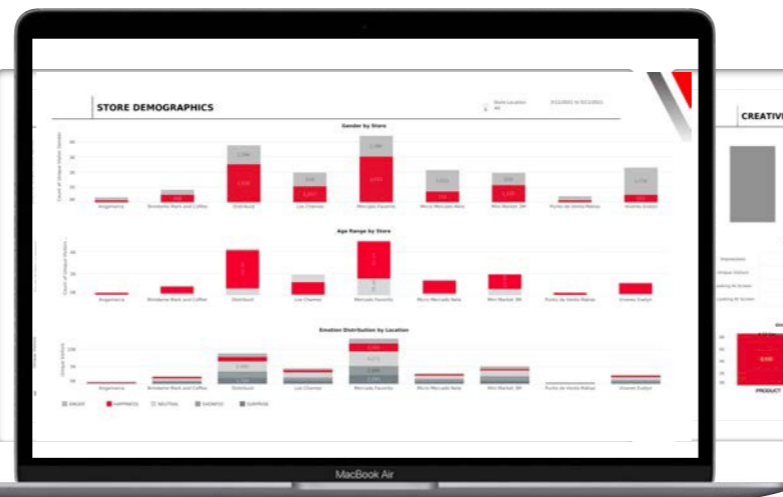
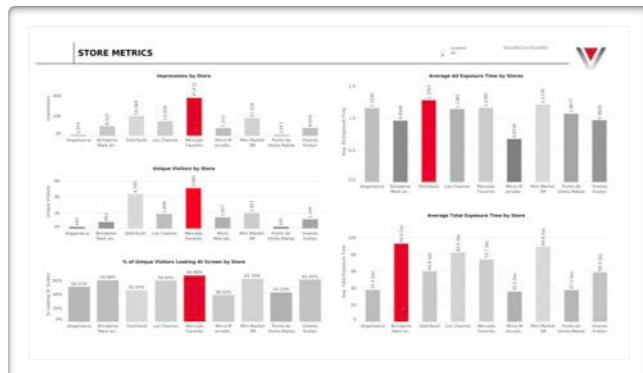
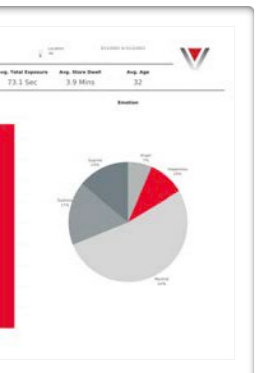
The VisionCaptor™ Content Management System provides a wide variety of capabilities for bringing proximity-aware, interactive brand messaging to life on any digital screen or platform.

VSBLTY Vector™



POI SECURITY

VSBLTY Vector is a software module that interfaces with a comprehensive local or remote database to detect persons or objects of interest within a camera's field of view.



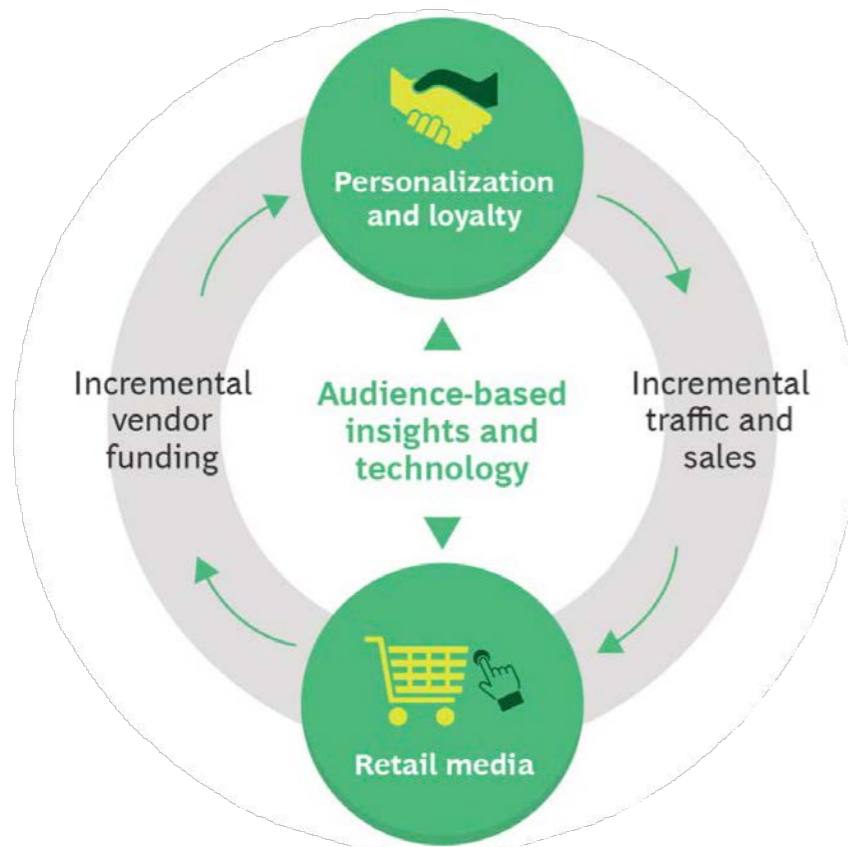
BOSTON CONSULTING GROUP

The \$100 Billion Media Opportunity for Retailers

MAY 19, 2021

By Lauren Wiener, Leora Kelman, Shane Fisher, and Mark Abraham

<https://on.bcg.com/3xkjgPB>



**GRAND VIEW RESEARCH STUDY
DIGITAL SIGNAGE MARKET
USD \$45.33 BILLION (1)**

See Study

<https://bit.ly/3nvoPFm>

(1) Figure represents the revenue forecast in 2030.

ADDRESSABLE MARKETS

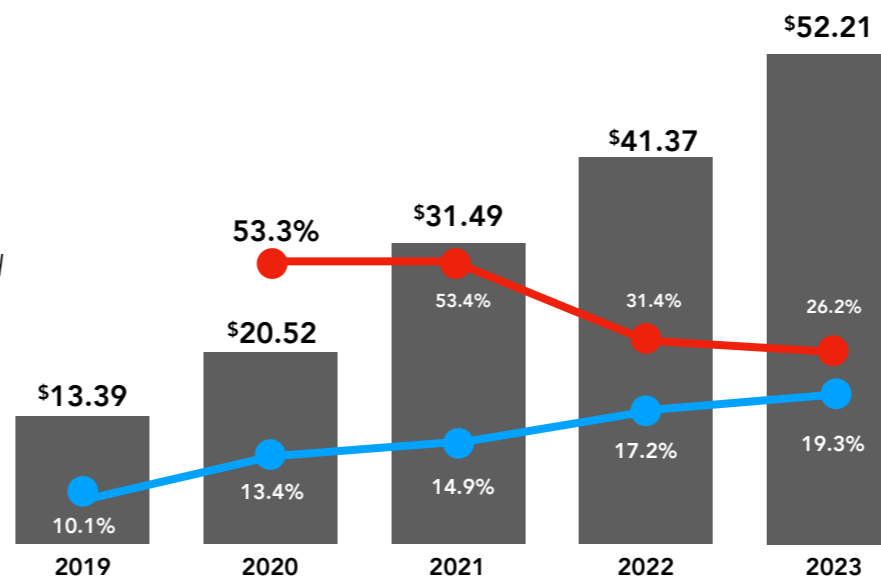
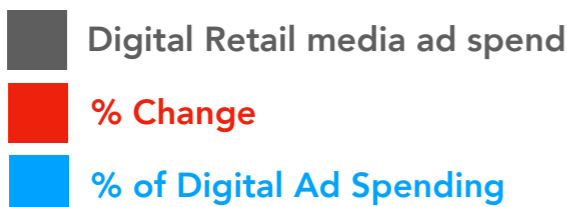
\$296B IN JUST 4 YEARS

Market Size
RETAIL \$100B⁽¹⁾

Retail Digital Display Market
Projected Growth:
 8% CAGR through to 2025¹

Boston Consulting Group | MAY 19, 2021
 By Lauren Wiener, Leora Kelman, Shane Fisher, and Mark Abraham

US Digital Retail Media Ad Spending, 2019-2023 Billions, % change, and % of digital ad spend



Market Size
AUDIENCE ANALYTICS PROJECTION \$9.6B⁽⁴⁾

Market Projection with 11.9% CAGR through to 2026³

(1) BCG : <https://www.bcg.com/publications/2021/how-to-compete-in-retail-media> Market growth through 2025
 (2) Market Research Future : <https://www.marketresearchfuture.com/reports/commercial-security-market-2861> Market growth through 2023
 (3) RD Reports & Data | <https://bit.ly/2X3ACKj> US Digital Retail Media Ad Spending, 2019-2023 October 1, 2021
 (4) RD Reports & Data | <https://bit.ly/3yDFiOb> Audience Analytics Market Size Projected To Reach USD 9.64 Billion at a CAGR of 11.9%, By 2026

THE WIN?

VSBLTY computer vision software is

ubiquitous.

Wherever there is a camera, there is potential for VSBLTY software.

RETAIL

SECURITY

SMART CITIES

Store as a Medium Financial Model

- Computer Vision Technology
- Media Impression Validation
- Shopper Data Collection
- Integration of Sales and 3rd Party Data
- Custom Dashboards
- Insights / Learnings

- Provides CAPEX Financing
- Hardware Procurement

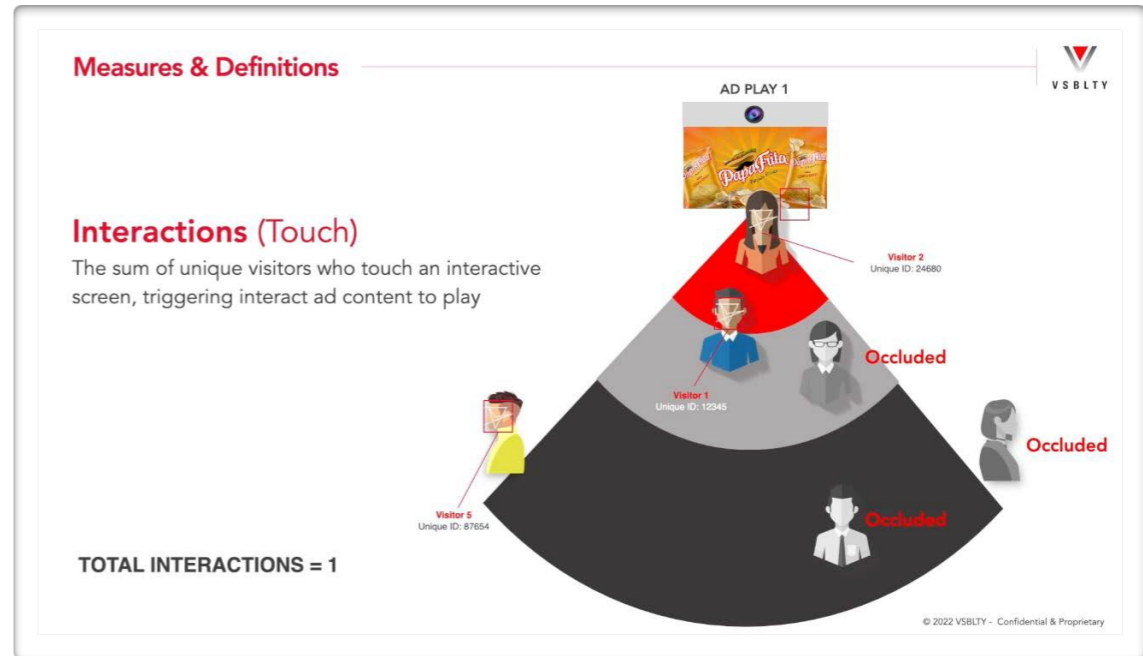


Customer Engagement | Customized Content | Data Analytics

Campaign Measurement

VSBLTY uses anonymized FacialAnalytics™ to measure shopper data at Point Of Sale, in real-time.

Data is available through interactive dashboards that allow brands and retailers to drill down into the data in ways traditional reporting can't replicate, providing insight from...



Demographic Learning By location



Visitors Traffic By Location



Ad View Time



Media Impressions



Store Dwell



Gender



Age Range



Visitors by time of day/day of week

25-30 FEMALE
Face Id: abe92236
Happy 😊

Ad Plays 173,804
Impressions 115,618
Views 75,574
Avg. Ad Exposure 4.5 sec
Unique Visitors 17,113
Unique Views 73.1 sec
Avg. Store Dwell 3.9 Mins
Avg. Age 32



All data is stored externally through a daily cloud upload. Data will be provided to store and brand leadership.



Worldwide Channel Partners (2022)

JOINT VENTURE



CHANNEL



STRATEGIC



JOINT VENTURE PARTNERS

Intel Open VINO, Edge Computing and IaaS

Infrastructure as a Service and a solid book of business to launch

VSBLTY is a pioneer on Intel's Edge architecture, **OpenVINO™**, the Intel® Network Builders Edge Ecosystem, is a new initiative gathering ecosystem partners with a focus on accelerating network edge solutions. Spanning across multiple verticals, the Intel Network Builders Edge Ecosystem highlights the industry leaders driving the development, deployment, and adoption of edge-centric technologies which allows for less reliance on the cloud and more on site compute.

VSBLTY primary development ecosystems is Open VINO

- Computer Vision strategic partner/ AI builders Program
- IOT Alliance

Strategic Development

- WiFi6 Mesh Network for Surveillance/Smart City
- Retail co-development for analytics
- Cloud/Edge
- Edge/Edge

PRTI Fund Recipient

- Thermal Detection systems
- Access Control co-development

intel Developing on OpenVino Enables VSBLTY to Improve:



Gross Margins

Significant reduction in operational and data management expenses, which improves gross margins



Performance and Speed

Performance and speed of the network increases by decreasing the number of hosts between the data's source and destination



Precision and Accuracy

Edge computing provides a significant decrease in latency due to the locality of the data's source which increases precision



JOINT VENTURE PARTNERS

Grupo Modelo **LATAM'S In-Store Media Network**

Grupo Modelo signs agreement to create Joint Venture

Goal: Build network of 50,000 stores in Latin America

Three Delivery Elements:

1. Digital Display
2. Audience Measurement/real time operations
(transaction log)
3. Real-time AI security

Status: Peru, Mexico, Colombia and Ecuador already underway

Deployment Cadence:

- Year 1: 5,000 locations
- Year 2: 15,000 locations
- Year 3: 35,000 locations
- Year 4: 55,000 locations

Unit Level Economics:

Store has media value: \$450/per store/per month ¹

- Media revenue to be accrued by the JV (33% equal participation)
- License revenue per store: \$10-\$15 per store /per month
- License revenue is not shared (VSBLTY)

Scaled Economics (Media + License Revenue)

Snapshot

- 2000 locations to date
- Goal for 2022 5000-7000
- Programmatic overlay by July 2022
- Major partner announcements for monetization

⁽¹⁾ Readers are cautioned not to place undue reliance on financial projections. See the "Disclaimer" set out on page 2 of this Presentation and the assumptions and risks relating to revenue projections described under the heading "Cautionary Statement Regarding Forward-Looking Information" in the Prospectus.

Scheduled deployment cadence may vary due to unforeseen in-field dynamics



Mountain Express
Oil Company

JOINT VENTURE PARTNERS

Mountain Oil

Retail Store as a Medium Activation

Fuel/Convenience Stores

- 2,800 locations
- 3 screens and two coolers per location
- Golden Record
- Projected Annual Gross Revenues \$30M ⁽¹⁾
- Revenue Stream for VSBY: Media, SaaS and content management

(1) Readers are cautioned not to place undue reliance on financial projections. See the "Disclaimer" set out on page 2 of this Presentation and the assumptions and risks relating to revenue projections described under the heading...in the Prospectus."

These relationships are not truly reflected on VSBY balance sheet because we are a growth company with

VSBLTY HAS 3 HIDDEN VALUE ACCELERATORS





JOINT VENTURE PARTNERS

Austin GIS Intel Incubated Infrastructure as a Service

AustinGIS™ provides large enterprises, institutions and the public sector with IoT, smart city, digital transformation and infrastructure as-a-service—at scale.

5 way equity partnership

- Tech Mahindra
- HCL
- Two independent software Vendors
- Large semiconductor company

IaaS:

Infrastructure as a Service

Global Reach

Large Project Focus

Already in Revenue



JOINT VENTURE PARTNERS

Radar USA Socially Connected Security Platform

RADAR is a North American based technology that can alert and protect communities from crime like never before. The geo-locational RADAR identifies breaches in security and simultaneously alerts both citizens and police.

Two foundational licenses focussed on operations deployment in USA

- HOA
- Police Departments
- Mining/Solar

\$2M non-refundable pre-paid license

The Company holds an approximate 23.6% equity interest in RADAR USA



JOINT VENTURE PARTNERS

Winkel Media JV with Grupo Modelo & Retailigent

Provider of in-store media technology services based in Mexico City, Mexico. The joint venture provides store and shopper data based on computer vision-generated analytics that are combined with critical operating data to enable store owners to better understand shoppers, improve store efficiency and security, as well as increase sales and provide a new revenue stream from the brand advertising.

Formal Joint Venture (33% each)

- Grupo Modelo
- Retailigent
- VSBLTY

VSBLTY get licensing revenue as well as 33% of media value

Collaboration on new intellectual property

Grupo Modelo will receive warrants to purchase up to 9% of VSBLTY for \$13.2M USD

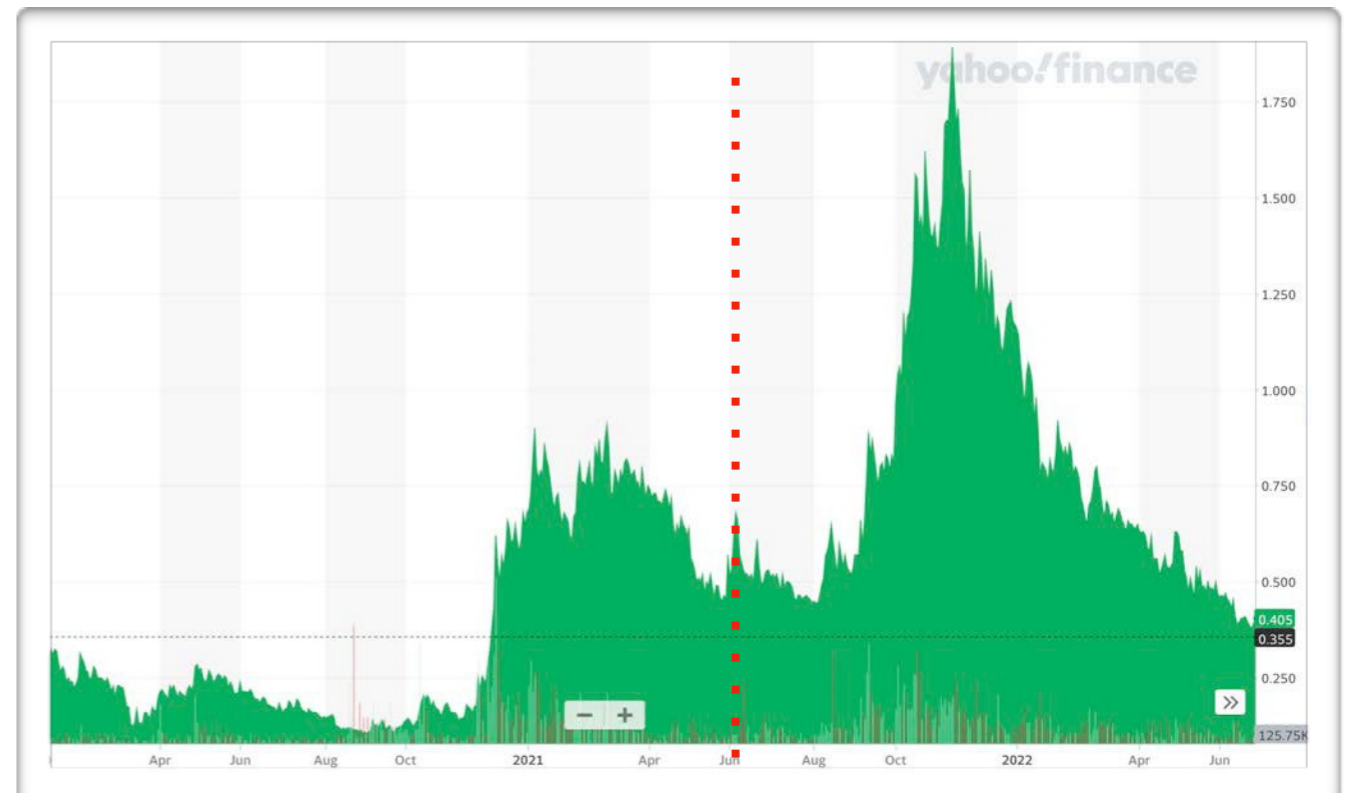
(based upon milestones achieved)

Financial

Share Metrics

Capital Structure <small>All Information as of 6.28.22</small>		ALL VALUES IN \$CAD
Canadian Stock Exchange (CSE – Primary)		VSBY
Share Price		\$0.405
52-Week Price Range		\$0.38-.1.99
Market Cap		82M
Basic Shares Outstanding		209,753,999
Warrants		47,256,115
Options		14,440,834
Fully Diluted Shares		271,450,948
Management, Board & Insider Ownership		~21%

1 Year Price Chart





V S B L T Y

▪ **CSE:VSBY | OTC:VSBGF** | JULY 6, 2022

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