Investor Presentation
February 2021
投资者报告
2021年2月

Providing the tools to empower brick & mortar companies to level the playing field against the online giants.

提供工具，使实体企业能够与网络巨头公平竞争

Forward-Looking Statement 前瞻性陈述

Who is Loop? 公司介绍

Loop Insights Inc. is a Vancouver-based Internet of Things ("IoT") technology company that delivers transformative artificial intelligence ("AI") automated marketing, venue tracing, and contactless solutions to the brick and mortar space. Its unique IoT device, Fobi, enables data connectivity across online and on-premise platforms to provide real-time, detailed insights and automated, personalized engagement. Its ability to integrate seamlessly into existing infrastructure, and customize campaigns according to each vertical, creates a highly scalable solution for its prospective global clients that span industries. Loop Insights operates in the telecom, casino gaming, sports and entertainment, hospitality, and retail industries, in Canada, the US, the UK, Latin America, Australia, Japan, and Indonesia.

Loop Insights Inc.是一家位于温哥华的物联网（"IoT"）技术公司，为实体店提供变革性的人工智能（"AI"）自动营销、场地追踪和非接触式解决方案。独特的物联网设备Fobi实现了在线和内部平台的数据连接，以提供实时、详细的洞察力和自动化、个性化的参与，能够无缝集成到现有的 基础设施，并根据每个垂直行业定制活动，为潜在的全球客户创造了一个高度可扩展的跨行业解决方案。Loop Insights在加拿大、美国、英国、拉丁美洲、澳大利亚、日本和印度尼西亚的电信、博彩、体育和娱乐、酒店和零售行业开展业务。

How Loop Helps Its Customers / Loop如何帮助其客户

Access new-line revenue and increase community engagement and local foot traffic 获取新线收入，增加社区参与度和本地人流量

Trackable cross-merchant marketing, third-party programmatic advertising, brand partnerships, and the Loop Data Exchange (industry real-time store-level data). 可追踪的跨商户营销、第三方程序化广告、品牌合作关系以及Loop Data Exchange（行业实时店铺级数据）。

Reduce costs 降低成本

Detailed inventory and front-of-house operation insights with automatic management. 详细的库存和前台操作洞察及自动管理。

Loop's Technologies Loop的技术

Loop Cloud

Fobi

SmarTap

Loop's Services Loop的服务

Real-time Insights Personalized Engagement Automated Venue Tracing 实时的洞察个性化的参与自动场地追踪

Enhance consumer engagement and increased wallet share 增强消费者参与度，提高钱包份额

Real-time personalized promotions and rewards (online and on-premise) with complete redemption metrics. 实时的个性化促销和奖励（在线和内部），配备完整的兑换指标。

Improve safety 提高安全性

Contactless retail experiences with automated venue tracing to assist its clients in reopening using mobile wallet passes, and digital receipt technology. 非接触式零售体验与自动场地追踪，协助客户使用移动钱包通行证、数字收据技术重新开业。

Loop's Technologies / Loop的技术

Loop Cloud / Loop云

- Manages all micro services 管理所有微观服务

- Allows interaction and data transfer between each Loop service 允许每个Loop服务之间的互动和数据传输。

- Controls automated processes 控制自动化流程
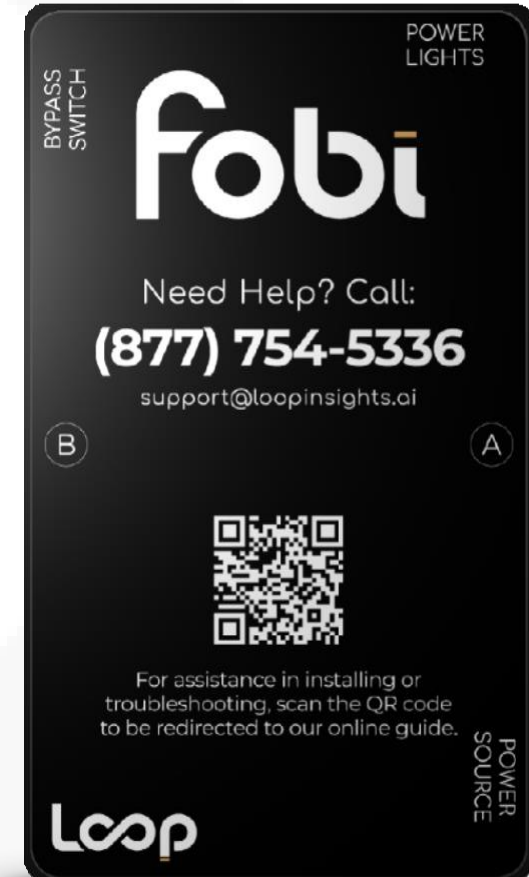
Fobi

- Plug and play 即插即用

- Brings legacy devices from edge to cloud 将传统设备从边缘带到云端

- 100% access and visibility to every transaction 每笔交易都有100%的访问权和可视性

- LTE Cellular and WiFi enabled 启用LTE蜂窝和WiFi

- Aggregates over multiple systems 多系统聚合

- Hardware or API Versions 硬件或API版本

SmarTap

- Contactless NFC Reader 非接触式NFC阅读器

- Enables communication with mobile wallets and apps 实现与移动钱包和应用程序的通信

- Securely transfers data to and from the Loop Cloud 安全地将数据传输到 Loop云 和从 Loop云传输出去

- No hardware integration needed 无需硬件集成

Mobile Wallet Pass 手机钱包通

- Backed by Apple and Google 得到苹果和谷歌的支持

- Contactless direct to customer engagement 非接触式直接与客户接触

- Deliver notifications and personalized updates while measuring complete ROI. 传递通知和个性化更新，同时衡量完整的投资回报率
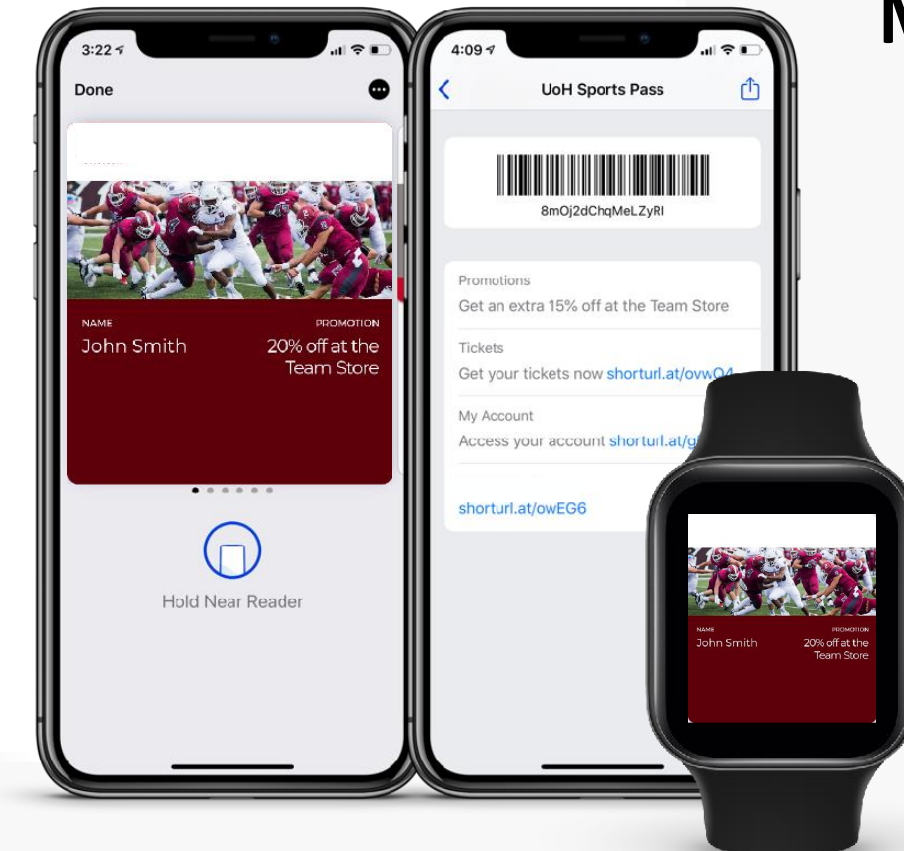
Management Team 管理团队

Rob Anson
CEO,
Chairman of Board
首席执行官，董事会主席

- Founder, Chairman, and CEO of Fobisuite Technologies / Fobisuite Technologies的创始人、董事长兼首席执行官
- Founder and CEO of One Team Media / One Team Media创始人兼首席执行官
- 10+ years global strategic product development for Walmart, Amazon, Home Depot and others 10年以上在沃尔玛、亚马逊、家得宝和其他公司的全球战略产品开发经验

Tamer Shafik
CTO首席技术官

- Former Director of Solution Architecture at NTT Data 前NTT Data解决方案架构总监
- Two decades of experience in IT and eCommerce 二十年的IT和电子商务经验

Gavin Lee
COO 首席运营官

- 15+ years business development, operations management, and retail analytics experience / 15年以上业务发展、运营管理和零售分析经验
- 5 years National Sales & Marketing Manager / 5年全国销售及市场经理

Mark Lotz
CFO 首席财务官

- Extensive experience as a CFO for numerous public companies担任多家上市公司首席财务官的丰富经验
- Chartered professional accountant 特许专业会计师
- Years of experience in business planning, corporate governance, compliance, internal controls & audit 在业务规划、公司治理、合规、内部控制和审计方面有多年的经验

Mike Canevaro
SVP
Business Development 业务开发高级副总裁

- 20 yrs technology leadership including roles with Qualcomm, CSR, and SRS Labs / 20年的技术领导经验，包括在高通公司、CSR和SRS实验室任职
- 3x entrepreneur leading contextual data, AI, and analytics start-ups / 3次创业者，领导情境数据、AI和分析初创公司
- Deep experience in Sales/Business Development Strategies for public multi-national corporations在上市跨国公司的销售/业务发展战略方面有丰富的经验

Ian Cameron
VP, Marketing 市场营销副总裁

- Former General Manager at Epson, responsible for Global Marketing & Communications 曾任爱普生总经理，负责全球营销与传播
- 20+ years of Technology, Marketing & E-Commerce experience / 20年以上的技术、营销和电子商务经验

Board of Directors 董事会

Rob Anson
CEO,
Chairman of Board 首席执行官，董事会主席

- Founder, Chairman, and CEO of Fobisuite Technologies / Fobisuite Technologies创始人、董事长兼首席执行官
- Founder and CEO of One Team Media / One Team Media创始人兼首席执行官
- 10+ years global strategic product development for Walmart, Amazon, Home Depot and others 为沃尔玛、亚马逊、家得宝等公司提供10年以上全球战略产品研发服务

Jeff Hyman
Director董事

- Over 20 years of experience in Wall Street investment banking and financial advisory 超过20年的华尔街投资银行和财务咨询经验
- Holds areas of expertise in hospitality, entertainment, casino and gaming, destination and resort, and city infrastructure projects 在酒店业、娱乐业、赌场和博彩业、旅游目的地和度假区、城市基础设施项目等方面拥有专长

Debra Williams
Director董事

- +30 years of Executive Technology Leadership / 30年以上的技术领导经验
- Former IBM Executive leading the National Strategy, Big Data & Analytics Team Team 前IBM高管，领导国家战略、大数据和分析团队
- Former Executive at Bell, Rogers, Teradata, Descartes, MicroStrategy, IBM +曾任贝尔、罗杰斯、Teradata、Descartes、MicroStrategy、IBM等公司高管

Peter Green
Director董事

- Former SVP & President of Telus Business Solutions 前Telus业务解决方案高级副总裁和总裁
- Architect and closer of the largest service contract in Telus's history / Telus历史上最大的服务合同的设计者和完成者
- A seasoned C-suite executive with extensive experience in business strategy, specifically growth & retention and building top tier teams 经验丰富的高管人员，在业务战略方面具有丰富的经验，特别是在增长和保留以及建立顶级团队方面

Loop's team boasts talent from these major companies…
Loop的团队拥有来自这些大公司的人才……

TELUS Walmart Bell

IBM star THE HOME DEPOT NTT DaTa

Global Market Opportunity 全球市场机会

Segment 分部	Opportunity 机会	Potential Value 潜在价值
Brick and Mortar Retail 实体零售	Provides brands and retailers with real-time insights, personalized marketing tools, and direct consumer access. 为品牌和零售商提供实时洞察、个性化营销工具和直接接触消费者	$31,880 billion by 2023 (Mordor Research) 到2023年达到$31.88万亿（Mordor Research）
Sports & Entertainment 体育与娱乐	Enhances the stadium/venue experience to increase fan engagement and spend. 提升体育场/场馆体验，增加球迷参与度和消费	$614.1 billion by 2022 (The Business Research Company) 到2022年达到$6141亿(The Business Research Company)
Telecom Partnerships 电信合作	Improves IoT service offerings for clients by providing unparalleled connectivity across one's brand, platform, and locations. 通过在一个品牌、平台和地点之间提供无与伦比的连接，为客户改善物联网服务产品。	$3,435.2 billion by 2022 (The Business Research Company) 到2022年达到$3.4352万亿(The Business Research Company)
Casino Gaming 赌场游戏	Connect company-wide assets to build loyalty profiles, drive relevant engagement, and increase wallet share. 连接全公司的资产，以建立忠诚度档案，推动相关参与，并增加钱包份额	$565.4 billion by 2022 到2022年达到$5654亿 (Research and Markets)
Cannabis 大麻	Seeks access to micro-trend and end-to-end customer data. 寻求获取微观趋势和端到端的客户数据	$66.3 billion by 2025 (Grand View Research Inc.) 到2025年达到$663亿（Grand View Research Inc.）

Loop's Services - Real-time Insights / Loop的服务--实时洞察

See your data all in one place 在一个地方查看您的所有数据

Take the guesswork out of decision making with Loop's insight platform: receive real- time updates on how your company is performing online, on-premise and between properties. Improve your operations, inventory management, and marketing. Loop's connectivity brings value to your data. All of your data, from operations and management to customer-facing, is now aggregated and actionable. 利用 Loop 的洞察平台消除决策中的猜测：实时更新您的公司在网上、内部和各物业之间的表现，改善您的运营、库存管理和营销。Loop的连接性为您的数据带来了价值。您的所有数据，从运营和管理到面向客户的数据，现在都被汇总并可操作

✓ Real-time Insights and Analytics 实时洞察和分析
✓ Micro and Macro Buying Trends 微观和宏观购买趋势
✓ AI Forecasting and Modelling / AI 预测和建模
✓ Inventory /Supply Chain Management 库存/供应链管理

Value to Retailers
对零售商的价值

- Connect independent, fragmented retail environments 连接独立、分散的零售环境
- Grant access to micro-trend product data 允许访问微观趋势产品数据
- Build granular customer profiles 建立精细的客户档案
- Unlock real-time redemption metrics 解锁实时兑换指标

Value to Brands & 3rd Parties
对品牌和第三方的价值

- Offer access customers' real-time store- level scan, SKU and loyalty insights 提供访问客户的实时店面扫描、SKU和忠诚度的洞察力
- Unlock real-time redemption metrics 解锁实时兑换指标

Value to Customers
对客户的价值

- Foster a greater understanding of customers so they feel understood and gain a customized, value-added experience 培养对客户的更多了解，使他们感到被理解，并获得定制化的增值体验
- Improve operations and inventory so that customers get the product they are looking for 改善运营和库存，使客户得到他们想要的产品

Loop's Services - Personalized Engagement
Loop的服务--个性化参与

***Build dynamic marketing campaigns* 建立动态营销活动**

Create highly personalized offers based on time, location, and past shopping behaviors. Loop automates the delivery of this engagement through SMS, mobile wallet, email, and receipting, pre and post visit. 根据时间、地点和过去的购物行为创建高度个性化的优惠。Loop通过短信、移动钱包、电子邮件和收据，在访问前和访问后自动交付这种参与

- ✓ Contactless engagement via wallet pass, text, email, digital receipt 通过钱包通行证、短信、电子邮件、数字收据进行非接触式参与
- ✓ In-store marketing based on past shopping behaviors, location, time 基于以往购物行为、地点、时间的店内营销
- ✓ Interact with customers consistently pre and post visit 在访问前和访问后持续与客户互动
- ✓ Work with brands to gain revenue through advertising 与品牌合作，通过广告获得收入
- ✓ Compatible with current loyalty programs/apps 与当前的忠诚度计划/应用程序兼容

Value to Retailers
对零售商的价值

- Increase foot traffic, basket size, wallet share 增加人流量、篮子大小、钱包份额
- Enhance loyalty program 加强忠诚度计划
- Engage customers through the channels they prefer 通过客户喜欢的渠道吸引客户

Value to Brands & 3rd Parties
对品牌和第三方的价值

- Gain 1-to-1 access to in-store customers and see real-time conversions 获得对店内客户的一对一访问权，并查看实时转化率
- Leverage brick and mortar environment to build an experience around the brand 充分利用实体环境，围绕品牌打造体验

Value to Customers
对客户的价值

- Community-based loyalty and rewards 基于社区的忠诚度和奖励
- Personalized promotions triggered based on time, location, past purchases 根据时间、地点、过去的购买行为触发个性化的促销活动
- Immediate gratification with real-time redemption capabilities 实时兑换功能，即时满足

***Omnichannel Loyalty Program** 全渠道忠诚度计划*

Loop's Fobi device creates one consolidated loyalty system that enables customer engagement across multiple channels and properties. / Loop的Fobi设备创建了一个整合的忠诚度系统，实现了客户在多个渠道和物业的参与

▸ **In Store**: drive real-time, automated promotions; offering immediate gratification to customers builds a strong connection and makes them more loyal. **店内**：推动实时、自动的促销活动；即时满足客户需求，建立起紧密的联系，使客户更加忠诚

▸ **Online**: engage customers even after they leave a store, with relevant marketing, to build a relationship with your brand. **在线**：让顾客在离开商店后仍能参与到相关营销中来，建立与品牌的关系

1. Outside of storefront, customer receives location-based push to mobile on today's deals. 在店面之外，客户收到基于位置的推送到手机上的今日优惠

2. User redeems "promotion of the day." Spends $120. 用户兑换"当日促销"，消费$120元。

3. Post-trip, receives email with personalized promotions and ad for new TV. 旅行后，收到带有个性化促销和新电视广告的电子邮件。

4. Redeems promotion and receives promotion for Sound Bar. 兑换促销活动，并收到Sound Bar的促销活动

5. Receives digital receipt with personalized promotion. 收到数字收据与个性化促销。

Loop's Services — Automated Venue Management
Loop的服务——自动化场地管理

Provide an extra layer of safety for guests 为客人提供额外的安全保障

In order to reopen doors, business owners need to demonstrate that they are adopting best practice protocols, such as venue tracing, for a safe customer experience. Loop's venue management solution is safe, secure, and fully managed. Instill confidence back into your business with no extra work to you or staff. 为了重新开业，企业主需要证明他们采用了最佳实践协议，如场地追踪，以保证客户的安全体验。Loop的场地管理解决方案是安全、可靠和全面管理的。让您的企业重拾信心，不需要您或员工做任何额外的工作

✓ Contactless check in by tapping mobile device or wearable 通过点击移动设备或可穿戴设备进行非接触式登记

✓ No app download required 无需下载应用

✓ Tracing based on check in points, not GPS (accurate & respects user privacy) 基于签到点的追踪，而不是GPS（准确和尊重用户隐私）

✓ De-identified and encrypted contact information 去掉身份识别和加密的联系信息

✓ Notifications via email, text, wallet pass, automated voice message 通过电子邮件、短信、钱包通、自动语音信息等方式进行通知

✓ Integrated third-party testing and vaccine certification 第三方综合检测和疫苗认证

Value to Retailers 对零售商的价值

- Fully managed, plug-and-play platform 全面管理、即插即用的平台
- Increase in customer capacity 增加客户能力
- Applicable for any public safety measure that requires a check in 适用于任何需要登记的公共安全措施

Value to Customers 对客户的价值

- Frictionless check-in experience 无障碍的登记体验
- Direct to phone exposure notifications 直接到手机的风险通知
- Private, secure, and safe 私密、安全、放心
- Option for wallet pass, wearables, or physical card 可选择钱包通、可穿戴设备或实物卡

The World Health Organization (WHO) 世界卫生组织

- To reduce the spread of Covid-19, it is imperative that management solutions collate, compile, and analyze data in real-time. 为了减少疫情的传播，管理解决方案必须实时整理、汇编和分析数据
- Loop ensures that the contact information submitted by guests is accurate, usable, and secure with detailed data reporting and insights. This eliminates customer information inaccuracies from handwritten tracing methods, a process most businesses are currently using. / Loop通过详细的数据报告和洞察力，确保客人提交的联系信息准确、可用、安全。这就消除了目前大多数企业都在使用的手写追踪方法造成的客户信息不准确的问题
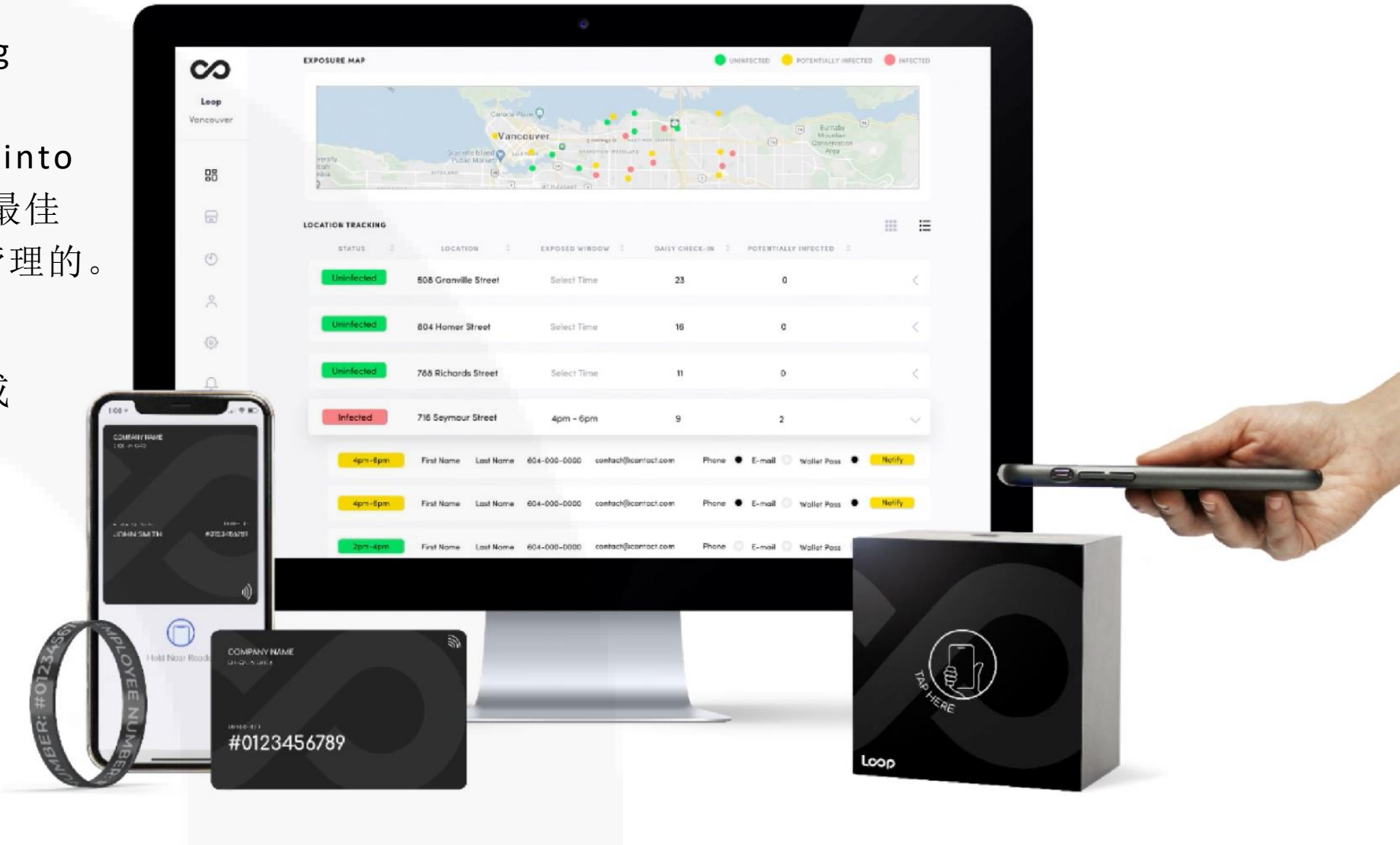
Market Growth - Worldwide Spending
市场增长--全球消费

Artificial Intelligence
人工智能
CAGR of 42.2%
年均复合增长率42.2%

US $114.7 B / 1147亿美元

US $39.9 B / 399亿美元

Billion $ / $10亿

2019   2022
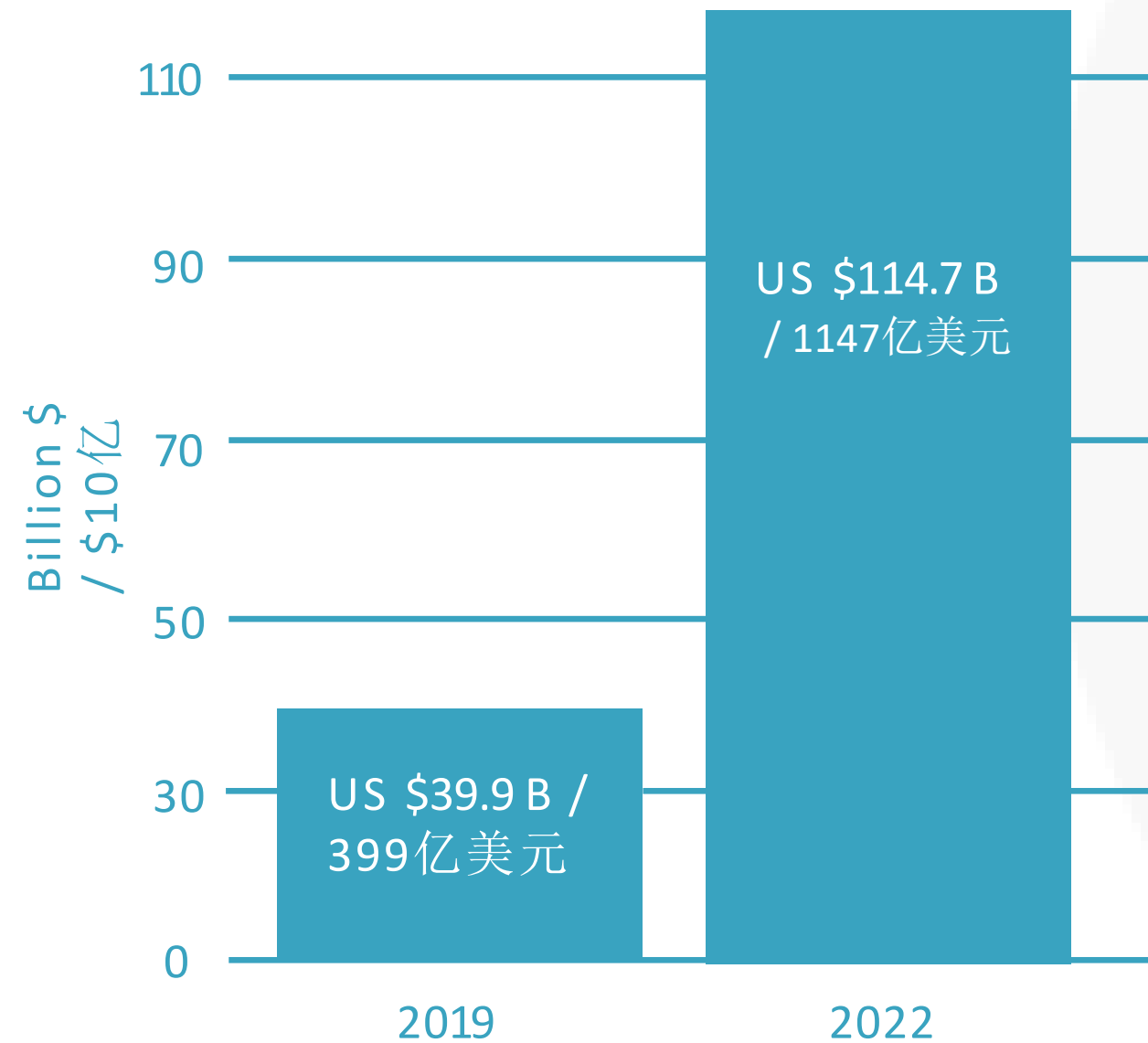
Customer Experience
客户体验
CAGR of 8.2%
年均复合增长率8.2%

US $641 B / 6410亿美元

US $508 B / 5080亿美元

Billion $ / $10亿

2019   2022
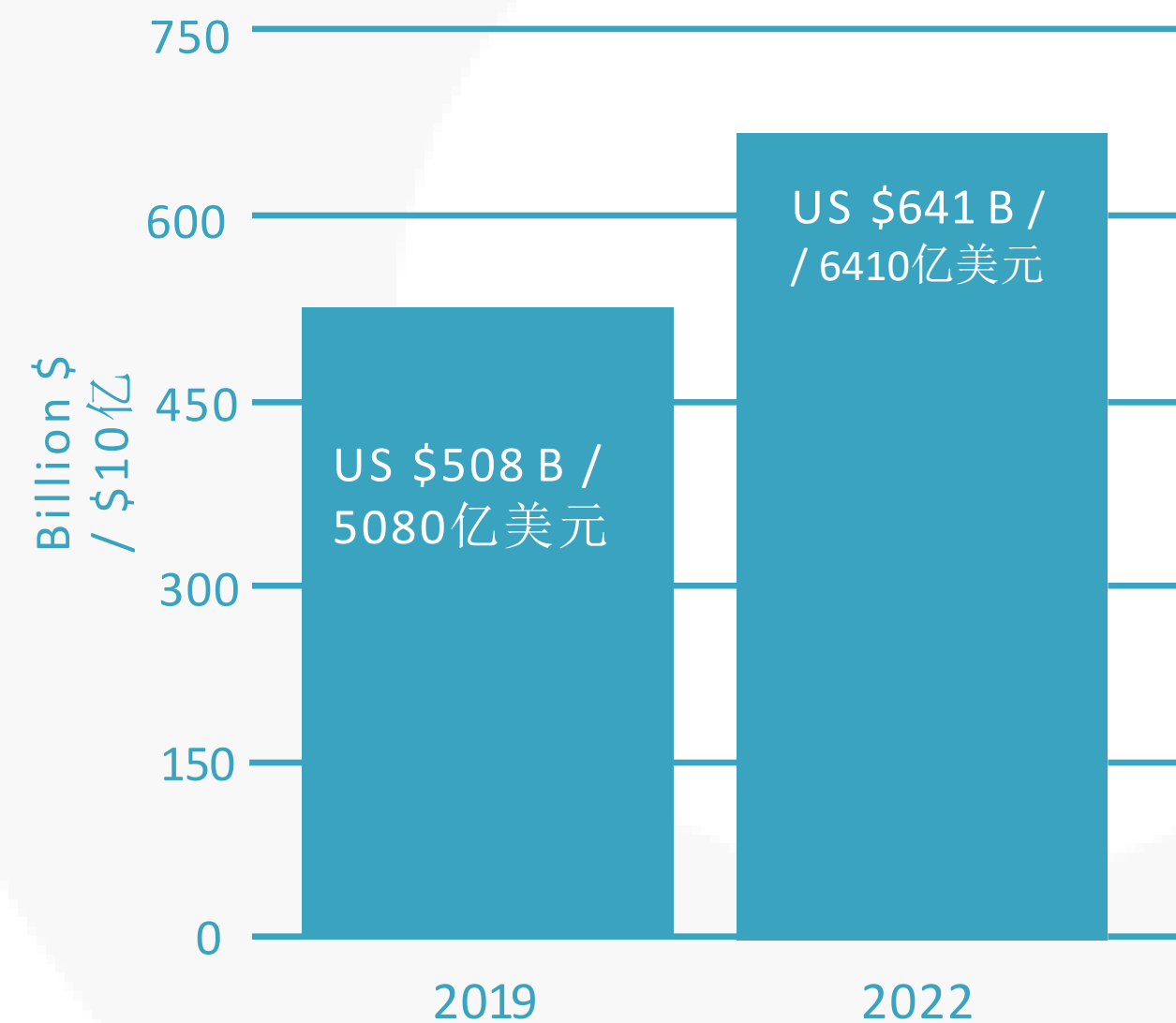
Contactless Tech Terminal Market
非接触式技术终端市场
CAGR of 25.8%
年均复合增长率25.8%

US $51.07 B / 510.7亿美元

US $13.23 B /132.3亿美元

Billion $ / $10亿

2019   2025
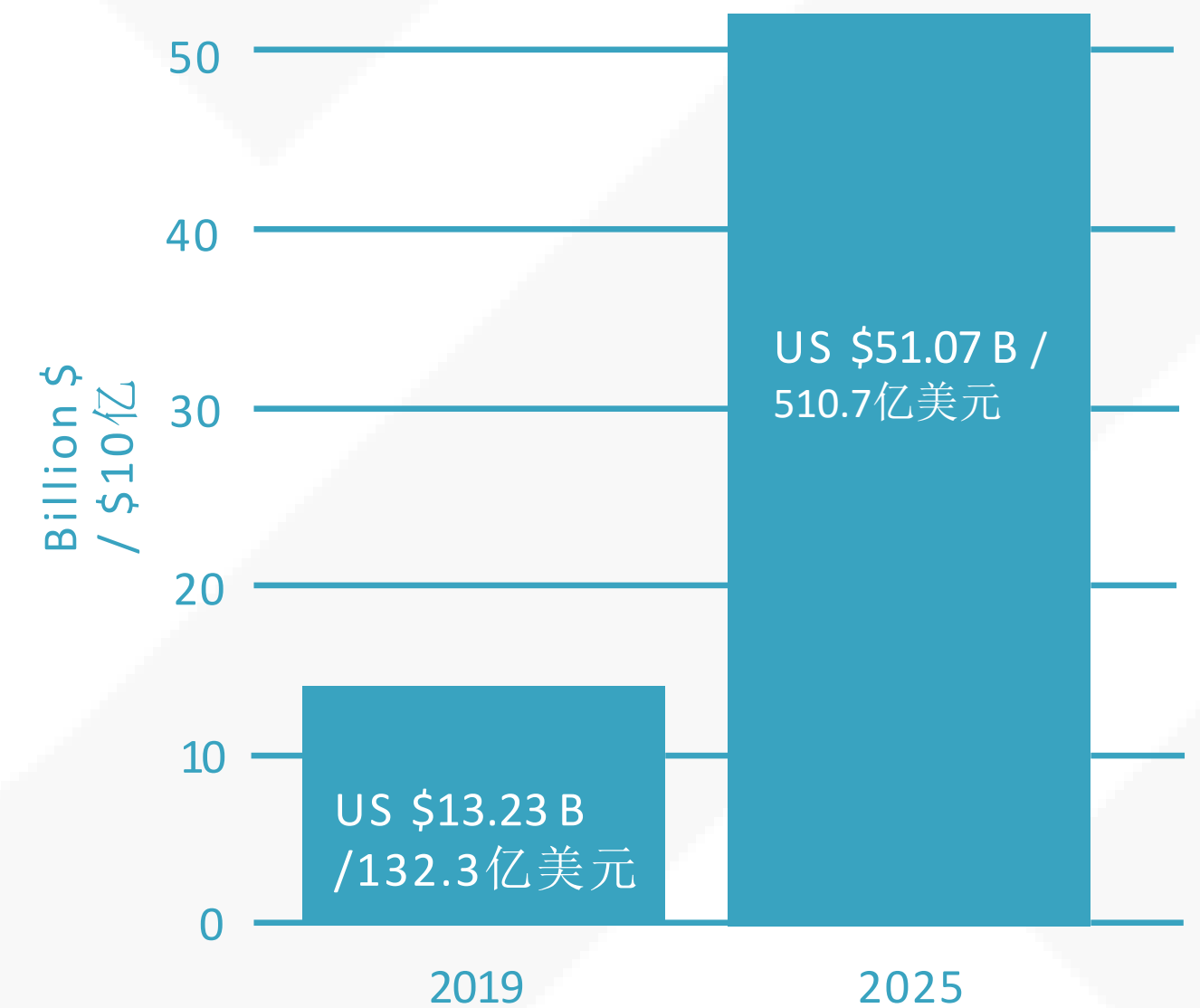
Sources:来源： IDC, IDC, Research and Markets, Grand View Research

Loop Revenue Model - Insights / Loop收入模式--洞察

Revenue from Retail Insights 来自零售洞察的收入

$$(\text{Onboard fee 上机费} \times \text{Total \# of locations 地点总数}) + (\text{Monthly SaaS fee / SaaS月费} \times \text{Total \# of locations 地点总数}) = \textbf{Annual Retail Revenue 年零售收入}$$

- 1-time onboard fee
  一次性上机费
- Personal operational insights (SaaS)
  个人运营洞察(SaaS)
- Access to industry insights (SaaS)
  获得行业洞察（SaaS）
- Marketing and Promotion platform (SaaS)
  营销推广平台(SaaS)

Revenue from Brand Insights 来自品牌洞察的收入

$$(\text{Onboard fee 上机费} \times \text{Total \# of brands 品牌总数}) + (\text{Monthly SaaS fee / SaaS月费} \times \text{Total \# of Brands 品牌总数}) = \textbf{Annual Brand Revenue 年品牌收入}$$

- 1-time onboard fee
  一次性上机费
- Access to store level insights (SaaS)
  访问商店级的洞察力(SaaS)
- Access to industry insights (SaaS)
  获得行业洞察（SaaS）

Revenue from 3rd Party Insights 来自第三方洞察的收入

$$(\text{Onboard fee 上机费} \times \text{Total \# of brands 品牌总数}) + (\text{Monthly SaaS fee / SaaS月费} \times \text{Total \# of Brands 品牌总数}) = \textbf{Annual 3rd Party Revenue 年度第三方收入}$$

- 1-time onboard fee
  一次性上机费
- Access to store level insights (SaaS)
  访问商店级的洞察力(SaaS)
- Access to industry insights (SaaS)
  获得行业洞察（SaaS）

Companies using this Service: 使用本服务的公司

Loop Revenue Model - Engagement / Loop收入模式--参与

Revenue from Engage 来自参与的收入

$$(\text{Onboard fee 上机费} \times \text{Total \# of locations 地点总数}) + (\text{Monthly SaaS fee / SaaS月费} \times \text{Total \# of locations 地点总数}) = \textbf{Annual Engage Revenue 年参与收入}$$

- 1-time onboard fee 一次性上机费
- Personal operational insights (SaaS) 个人运营洞察(SaaS)
- Access to industry insights (SaaS) 获取行业洞察（SaaS）
- Marketing and Promotion platform (SaaS) 营销推广平台(SaaS)

Revenue from Wallet Passes 钱包通的收入

$$(\text{Onboard fee 上机费} \times \text{Total \# of locations 地点总数}) + (\text{\# of active passes 活跃钱包通数} \times \text{Cost per pass 每次通行费}) + (\text{Managed Services 管理服务}) = \textbf{Annual Engage Revenue 年参与收入}$$

Revenue from Advertising 广告收入

$$(\text{Total \# of promotions distributed 发放的促销活动总数} \times \text{Cost/ Impression 费用/场次}) + (\text{Total \# of promotions redeemed 兑换的促销活动总数} \times \text{Cost/ Redemption 成本/赎回}) = \textbf{Annual Promotion Revenue 年度促销收入}$$

- 3rd party pays for distribution of ad space 第三方支付广告空间的分配
- 3rd party pays for redemption of ad space 第三方支付广告位的兑换费用

Companies using this Service：使用本服务的公司

UNIVERSITY of HOUSTON   TELUS   Senor Frog's FUN, FOOD & CLOTHES   Big White SKI RESORT IT'S THE SNOW

Loop Revenue Model - Venue Management Loop
收入模式--场地管理

Revenue from Venue Management Service 场地管理服务收入

$$\left(\text{Onboard fee 上机费} \times \text{Total # of locations 地点总数} \right) + \left(\text{# of active passes 活跃钱包通数} \times \text{Cost per pass 每次通行费} \right) + \left(\text{Managed Services 管理服务} \right) = \text{Annual Venue Tracing Revenue 每年场地追踪收入}$$

- 1-time onboard fee (Hardware fee) / 1次上机费（硬件费）
- Managed services (Exposure notifications) 管理服务（风险通知）

Companies using this Service: 使用本服务的公司

Loop Revenue Model - Licensing and Reseller / Loop收入模式--授权和经销商

Loop's enterprise and global scale strategy is to execute through license and distribution agreements. / Loop的企业和全球规模战略是通过许可和分销协议来执行

Annual licensing fee (Case by Case) 每年的许可费(逐个进行)	Hardware硬件设施 + (cost + Markup%) (成本+加价%)	Technical SOW技术工作说明 + (statement of work) (工作说明) (cost + Markup%) (成本+加价%)	Professional Services ($250/hour) 专业服务 （$250/小时）

- POS API Reseller Model (Vend, Omnivore) / POS API 经销商模式（Vend，Omnivore）
- Hardware Reseller (Telus, RSPA) 硬件经销商(Telus, RSPA)
- Data Reseller (Amazon) 数据经销商(亚马逊)
- 3rd Party Licensing Model (CasaPerks) 第三方许可模式(CasaPerks)

‣ Loop is already partnering, and in exploratory conversations, with companies in the US, Australia, New Zealand, Indonesia, Japan, Germany and Mexico to license and distribute Loop's technology. / Loop已经与美国、澳大利亚、新西兰、印度尼西亚、日本、德国和墨西哥的公司建立了合作关系，并正在进行探索性对话，以授权和分销Loop的技术。

Companies using this Service: 使用本服务的公司

Competitive Advantage – Loop is a one-stop-shop
竞争优势 - Loop是一站式服务

	Punchh	Springbig	Ecrebo	Mobivity 流动性	3x3 Insights / 3x3洞察力	Pointy*	Loop
Industry/ Vertica 行业/垂直	• Hospitality 招待 • Retail 零售业 • Convenience 便利	• Cannabis 大麻	• Retail 零售	• Hospitality 招待 • Retail 零售	• Liquor/ Beverage 酒类/饮料	• Retail零售	• Sports &entertainment 体育和娱乐 • Casino gaming 赌场博彩 • Retail零售业 • Hospitality and tourism 招待业和旅游业 • Telecom 电信 • Liquor/beverage酒类/饮料 • Cannabis 大麻
Technology 技术	• AI software platform with integrations 具有集成性的AI软件平台	• CRM software platform with integrations 客户关系管理软件平台与集成	• TRM (trade revenue management) software platform / TRM（贸易收入管理）软件平台	• Recurrency software platform (AI/ML) 循环软件平台（AI/ML）	• Insighs software platform 洞察力软件平台	• Pointy IoT device and software / Pointy 的物联网设备和软件	• IoT device (Fobi) 物联网设备(Fobi) • Cloud software (Loop Cloud) 云计算软件（Loop云） • NFC tap device (SmarTap) / NFC窃听设备(SmarTap) • Integration capabilities 整合能力
Solution 解决办法	• AI marketing platform / AI营销平台 • App/SMS retargetting / 应用/短信重定向	• Loyalty and marketing platform 忠诚度和营销平台	• Personalized receipt marketing 个性化的收据营销	• Receipt and SMS marketing with redemption capabilities 具有兑换功能的收据和短信营销	• Location-based targeted marketing 基于位置的定向营销	• Drives online product searches to local retailers 推动在线产品搜索到本地零售商 • Has access to scanned SKU data可获取扫描的SKU数据	• Aggregated company-wide data insights 汇总全公司的数据洞察力 • Automated personalized marketing using AI with real- time redemption metrics 利用人工智能进行自动个性化营销，实时兑现指标 • Contactless, automated venue tracing platform 非接触式、自动化场地追踪平台
Revenue Model 收入模式	• Brand partnerships, SaaS plans 品牌合作，SaaS计划	• Channel reseller partnerships, SaaS plans 渠道经销商合作，SaaS计划	• SaaS plans / SaaS计划	• SaaS plans /SaaS计划	• Tiered SaaS plans 分层SaaS计划	• SaaS plans / SaaS计划	• Channel reseller distribution, onboarding fees, SaaS plans, active user fees (venue management)渠道经销商分销、入驻费、SaaS计划、活跃用户费 (场地管理)

*Pointy recently acquired by Google for $163 million / Pointy最近被谷歌以$1.63亿收购

Completed Milestones Beginning of 2021 Update

Progresses Amazon affiliation:

✓ Mar 26, 2020: Loop Receives $100,000 in Development Funds from Amazon Web Services to Enhance Company's AI Capabilities

✓ June 8, 2020: Amazon Appoints Loop Insights to its Preferred Partner Network

✓ Oct 22, 2020: Amazon Web Services And Loop Insights Partner To Showcase Loop Venue Tracing Solution Via Joint Webcast To Global Audience

Advances goals for global expansion and scalability:

✓ Oct 13, 2020: Loop Signs Contract with Leading UK-Based SG-retail To Expand Loop's Services Into The UK and European $3.55 Trillion European Marketplace

✓ Oct 15, 2020: Loop Insights Accepted Into TELUS IoT Marketplace For National Sales and Marketing To TELUS Business Customers

✓ Oct 21, 2020: Loop Insights Invited To Present To Fortune 500 Executives At ShopTalk 2020, One Of The World's Largest Retail Conferences

✓ Nov 18, 2020: Loop Insights Selected to Join Impact Radius to Connect Leading Global Brands with Insights Customers and Build Additional Revenue Streams

✓ Nov 23, 2020: Loop Insights Partners with VenueNext to Deliver Seamless, Integrated Mobile Commerce Solutions for Professional and College Sports Venues Throughout North America

✓ Dec 3, 2020: Loop Insights Launches Second Product Into TELUS IoT Marketplace For National Sales and Marketing Exposure

✓ Jan 14, 2021: Loop Insights Enters UK Market with Pilot Agreement for Leading UK Pharmacy Solutions Provider

完成的里程碑以及2021年最新进展

加强与亚马逊的合作：

✓ 2020年3月26日：Loop从Amazon Web Services获得$10万开发资金，以增强公司的AI能力

✓ 2020年6月8日：亚马逊将Loop Insights加入其首选合作伙伴网络

✓ 2020年10月22日：Amazon Web Services和Loop Insights合作，通过联合网络广播向全球观众展示Loop场地追踪解决方案

推进全球扩张和可扩展性的目标：

✓ 2020年10月13日：Loop与英国领先的SG-retail签订合同，将Loop的服务扩展到英国和欧洲$3.55万亿的欧洲市场

✓ 2020年10月15日： Loop Insights被接受进入TELUS物联网市场，面向TELUS企业客户进行全国销售和营销

✓ 2020年10月21日： Loop Insights受邀在世界最大的零售会议之一的ShopTalk 2020上向财富500强的高管们发表演讲

✓ 2020年11月18日：Loop Insights获选加入Impact Radius，将全球领先品牌与Insights客户联系起来，并建立额外的收入来源

✓ 2020年11月23日： Loop Insights与VenueNext合作，为北美地区的专业和大学体育场馆提供无缝集成的移动商务解决方案

✓ 2020年12月3日： Loop Insights推出第二款产品进入TELUS物联网市场，面向全国销售和营销曝光

✓ 2021年1月14日： Loop Insights与英国领先的药房解决方案供应商签订试点协议，进入英国市场

Completed Milestones Beginning of 2021 Update

Enters new verticals:

✓ Sept 16, 2020: Loop Insights Signs Agreement With NCAA DIV. 1SCHOOL – University Of Houston Athletics To Implement Contactless Platform For Tracing And Cashless Commerce

✓ Oct 8, 2020: Loop Insights Selected as the Premier Venue Tracing and Fan Engagement Solution for NCAA College Basketball "Bubble" in Las Vegas

✓ Oct 19, 2020: Loop Insights and Empower Clinics Combine Venue Tracing With COVID-19 Testing Expertise To Create First Ever "Travel Bubble" Solution For Global Travel Industry Set To Lose $3.3 Trillion

✓ Nov 9, 2020: Loop Insights to Implement First-Ever Fully-Integrated "Venue Bubble" Complete with End-To-End Testing, Contact Tracing, and Alert Notifications at NCAA College Basketball Tournament in Fort Myers, Florida

✓ Feb 8, 2021: Loop Insights Signs Four-Year Venue Management Agreement with Big White Ski Resort

Launches new tech developments:

✓ Aug 25, 2020: Loop Insights and KABN North America Partner to Launch AI Driven Merchant and Consumer Rewards Programs, Secured by Biometrics and Blockchain

✓ Oct 7, 2020: Loop Insights Enters Into Agreement for Intellectual Property Acquisition of Global Location Data Intelligence Company locally.io

✓ Nov 4, 2020: Loop Successfully Completes Your CBD Store 20 Location Pilot and Now Set to Rollout All 550 Retail Locations

✓ Jan 13, 2021: Loop Insights Signs LOI to Acquire Passcreator, a Leading European Digital Wallet and Mobile Marketing Company

✓ Jan 19, 2021: Loop Insights Integrates Bitcoin, Ethereal and Litecoin into Contactless Payments Platform

完成的里程碑以及2021年最新进展

进入新的垂直行业：

✓ 2020年9月16日：Loop Insights与NCAA DIV.1 SCHOOL--休斯敦大学体育部签署协议，将采用非接触式平台进行追踪和无现金商务

✓ 2020年10月8日：Loop Insights被选为拉斯维加斯NCAA大学篮球赛"泡泡"的优秀场馆追踪和球迷参与解决方案

✓ 2020年10月19日：Loop Insights和Empower Clinics将场地追踪与新冠疫情测试专业技术相结合，为全球旅游行业创造首个"旅游泡沫"解决方案，该行业预计因疫情损失$3.3万亿

✓ 2020年11月9日：Loop Insights在佛罗里达州迈尔斯堡举行的NCAA大学篮球锦标赛上实施了首个完全集成的"场地泡沫"，并提供端对端测试、接触跟踪和警报通知

✓ 2021年2月8日：Loop Insights与Big White Ski Resort 签订四年场馆管理协议

启动新技术开发：

✓ 2020年8月25日：Loop Insights和KABN North America合作推出AI驱动的商户和消费者奖励计划，由生物识别和区块链提供安全保障

✓ 2020年10月7日：Loop Insights签订协议收购全球位置数据智能公司local.io的知识产权

✓ 2020年11月4日：Loop成功完成了Your CBD Store 20个地点的试点，现在准备推出所有550个零售地点

✓ 2021年1月13日：Loop Insights签署意向书，收购欧洲领先的数字钱包和移动营销公司Passcreator

✓ 2021年1月19日：Loop Insights将比特币、Ethereal和莱特币整合到非接触式支付平台中

Growth Strategies 发展战略

Increase Retailer/Brand/Customer Acquisitions
增加零售商/品牌/客户的获取

In addition to targeting individual retailers directly, we **leverage B2B partnerships** that license and distribute our product to their channels and customers (e.g. Telus, IRG, AWS).除了直接针对个人零售商，我们还利用B2B合作关系，向他们的渠道和客户（如Telus、IRG、AWS）授权和分销我们的产品。

Penetrate Global Market Segments
打入全球市场领域

We have architected an IoT product that seamlessly **integrates with every industry**, including but not limited to: retail, telecom, sports and entertainment, tourism, technology IoT, liquor and beverage, and cannabis.我们已经架构了一个物联网产品，与每个行业无缝集成，包括但不限于：零售、电信、体育和娱乐、旅游、科技物联网、酒类和饮料以及大麻。

Leverage API Integration and Partnerships
利用API集成和合作伙伴关系

We leverage API* integrations with **POS systems** (e.g. Vend, Shopify, Square) and partnerships with **technology companies** (e.g. Summit, Kabn, bdGlobal) to efficiently expand and implement our product.我们利用API*与POS系统（如Vend、Shopify、Square）的集成，以及与技术公司（如Summit、Kabn、bdGlobal）的合作关系，有效地扩展和实施我们的产品。

*API (Application Programming Interface应用编程接口)

Share Metrics & Ownership: TSXV
股价和所有权：TSXV

TSXV: MTRX	
Share Price (CAD) 股价（加元）	$1.63
Market Cap (CAD) 市值（加元）	$145,299,303
Shares Issued & Outstanding 已发行股份	91,383,209
Warrants 认股权证	22,883,521
Options 期权	6,080,250
52 Week Range (CAD) 52周价格区间（加元）	0.05 - 2.98

Major Shareholders 大股东	
Management Ownership 管理层持股	34%
Institutional & HNWs 机构和高净值投资者	32%

As of: February 10th, 2021
截止2021年2月10日

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Share Metrics & Ownership: OTCQB
股价和所有权：OTCQB

OTCQB: RACMF	
Share Price (CAD) 股价（加元）	$1.27
Market Cap (CAD) 市值（加元）	$123,279,044
Shares Issued & Outstanding 已发行股份	97,070,113
52 Week Range (CAD) 52周价格区间（加元）	0.00 - 2.34
As of: February 10th, 2021 截止2021年2月10日	

Connect. Enhance. Profit.
连接. 提高. 盈利.

Rob Anson

CEO 首席执行官,

Loop Insights

☎ 778.689.6549

✉ rob@loopinsights.ai

Gavin Lee

COO 首席运营官,

Loop Insights

☎ 604.999.5553

✉ gavin@loopinsights.ai

in LinkedIn.com/loopinsights

🐦 Twitter.com/loopinsights

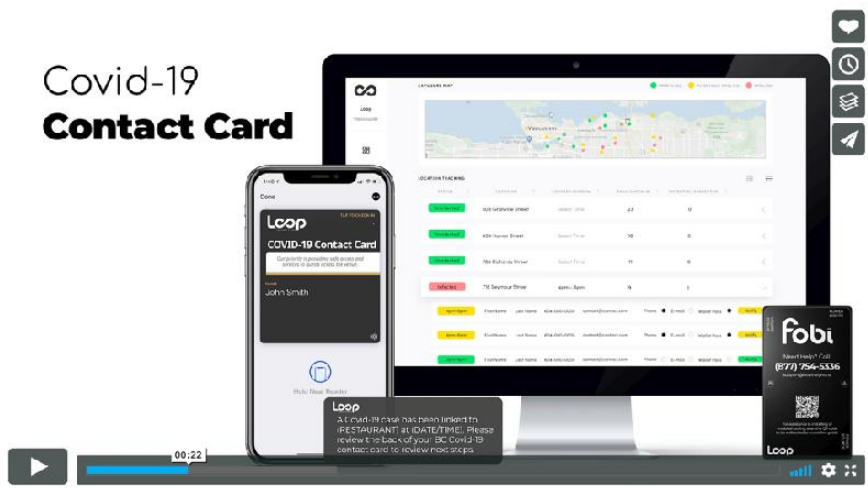📷 Instagram.com/loopinsights
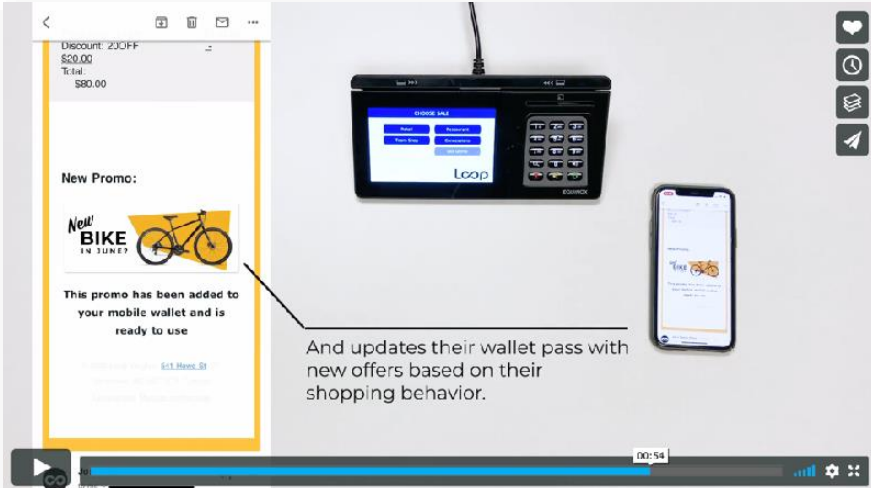
🌐 Loopinsights.ai

Loop
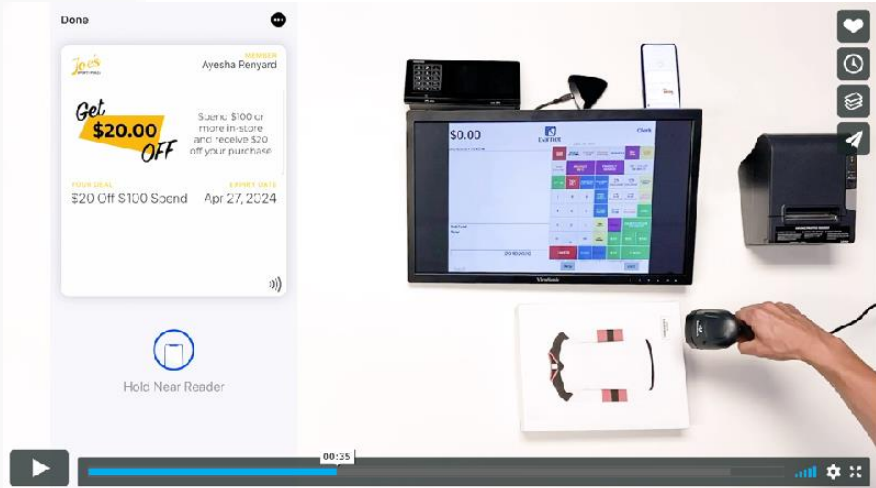INSIGHTS.AI

Appendix
附录

Media Gallery

Venue Tracing - Covid-19
Contact Card
场馆追踪-新冠疫情接触卡

Completely Contactless
Engagement
完全无接触参与

Promotion
Redemption Delivery
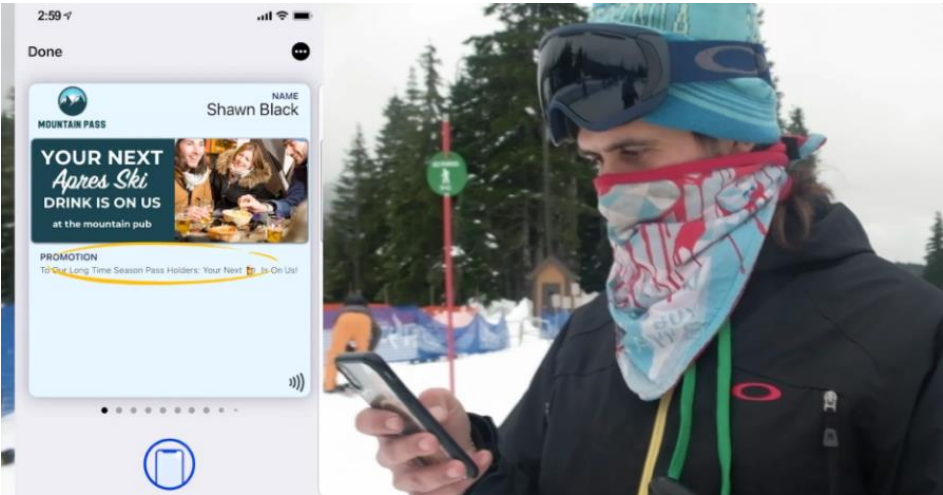推广兑换交付

Onboarding
Video
上机视频

An Intro to Loop Insights
by CEO RobAnson / 首席执
行官RobAnson介绍Loop
Insights

Loop Insights at the
Rockwell Automation Fair /
Loop Insights参加罗克韦尔
自动化博览会

Enabling Two NCAA
Tournaments 赋能两
次NCAA锦标赛

Walkthrough of Loop's
Venue Management
Solution 演练Loop的场
地管理解决方案