

GCFF, APRIL 2022 / GCFF, 2022年4月

Digital Transformation of Businesses / 企业的数字化转型



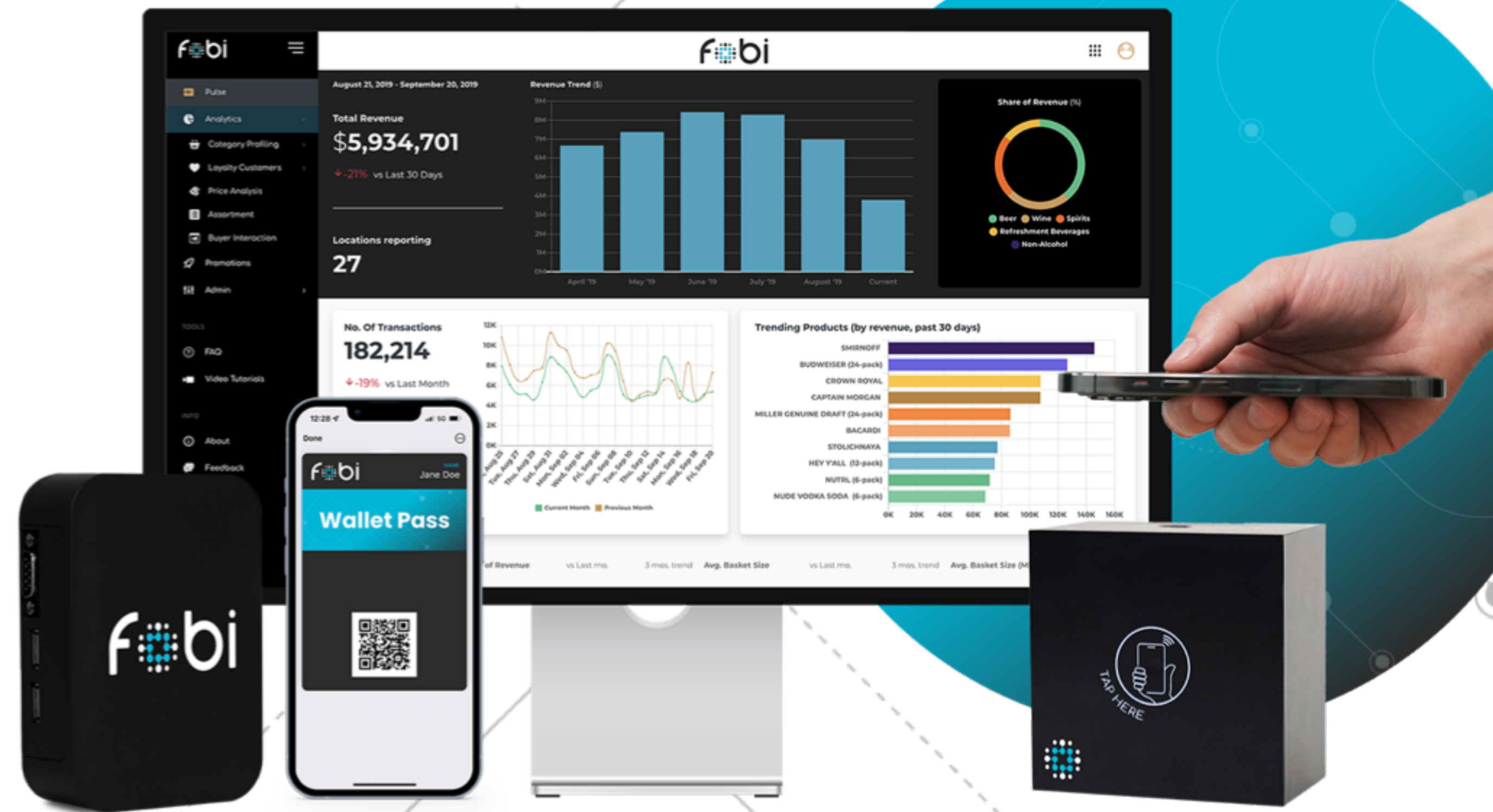
TSXV: FOBI

OTCQB: FOBIF

www.fobi.ai

Who We Are / 关于我们

Fobi digitally transforms businesses to help them make better data-driven decisions, reduce their carbon footprint, and build better customer experiences. / Fobi对企业进行数字化转型，帮助他们做出更好的数据驱动决策，减少碳足迹并建立更好的客户体验。



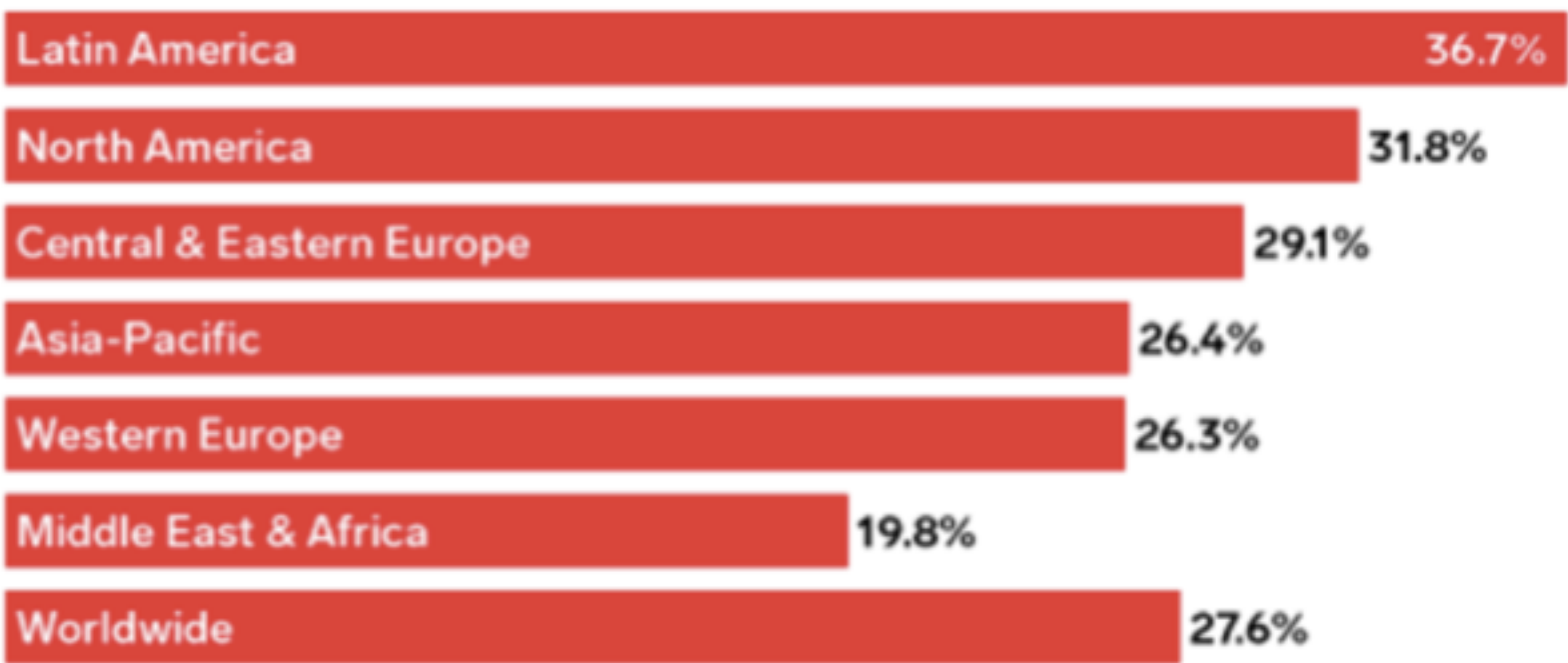
Challenges in Brick & Mortar Retail

实体零售面临的挑战

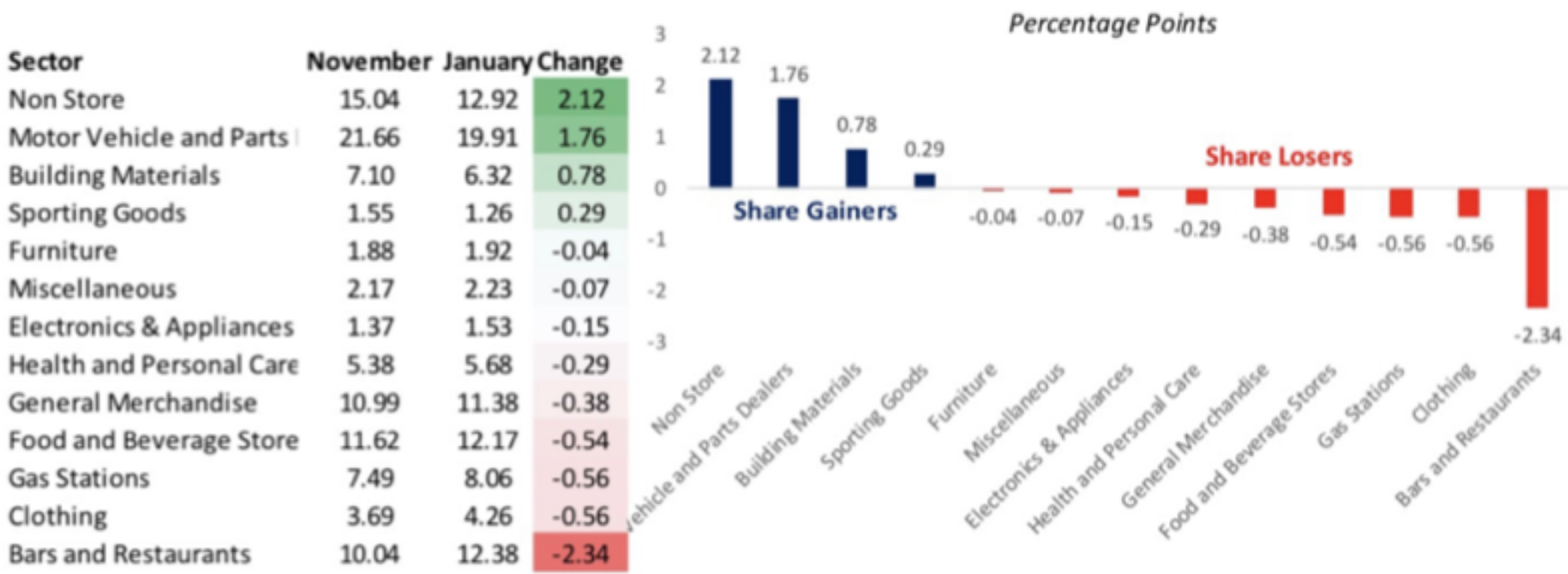


Fobi is levelling the playing field between brick & mortar venue operators and online retail giants. Our cutting edge technology drives innovation and digital transformation only Fobi can deliver. / Fobi正在为实体店经营者提供与在线零售巨头公平竞争的环境。我们的尖端技术推动了创新和数字化转型。

Retail Ecommerce Sales Growth
Worldwide, by Region, 2020 (% Change) /
2020年全球各地区电子商务零售额增长
(变化百分比)



Change in Total Retail Sales Share: March
2021 vs January 2020 / 总零售销售额份额
的变化：2021年3月与2020年1月对比



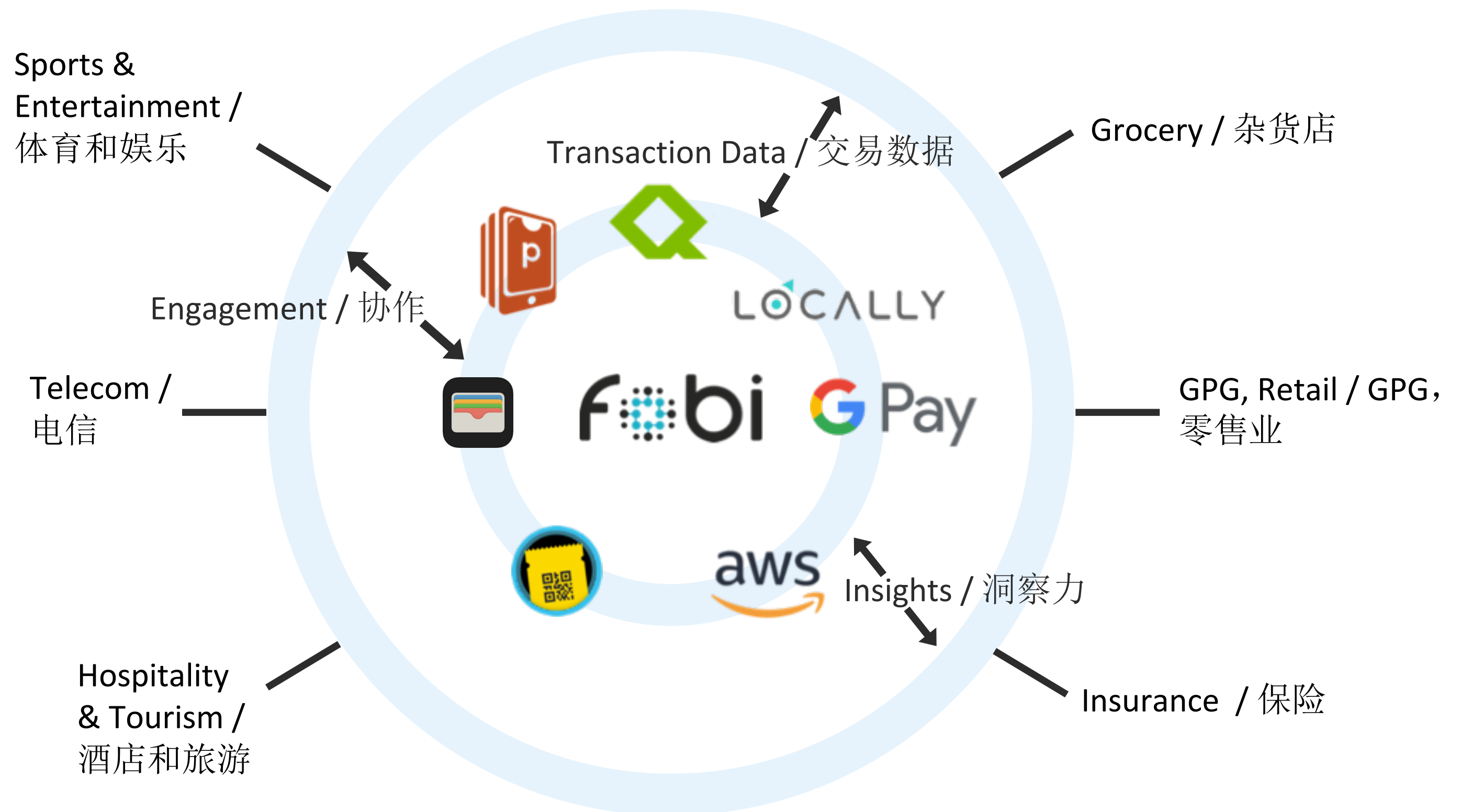
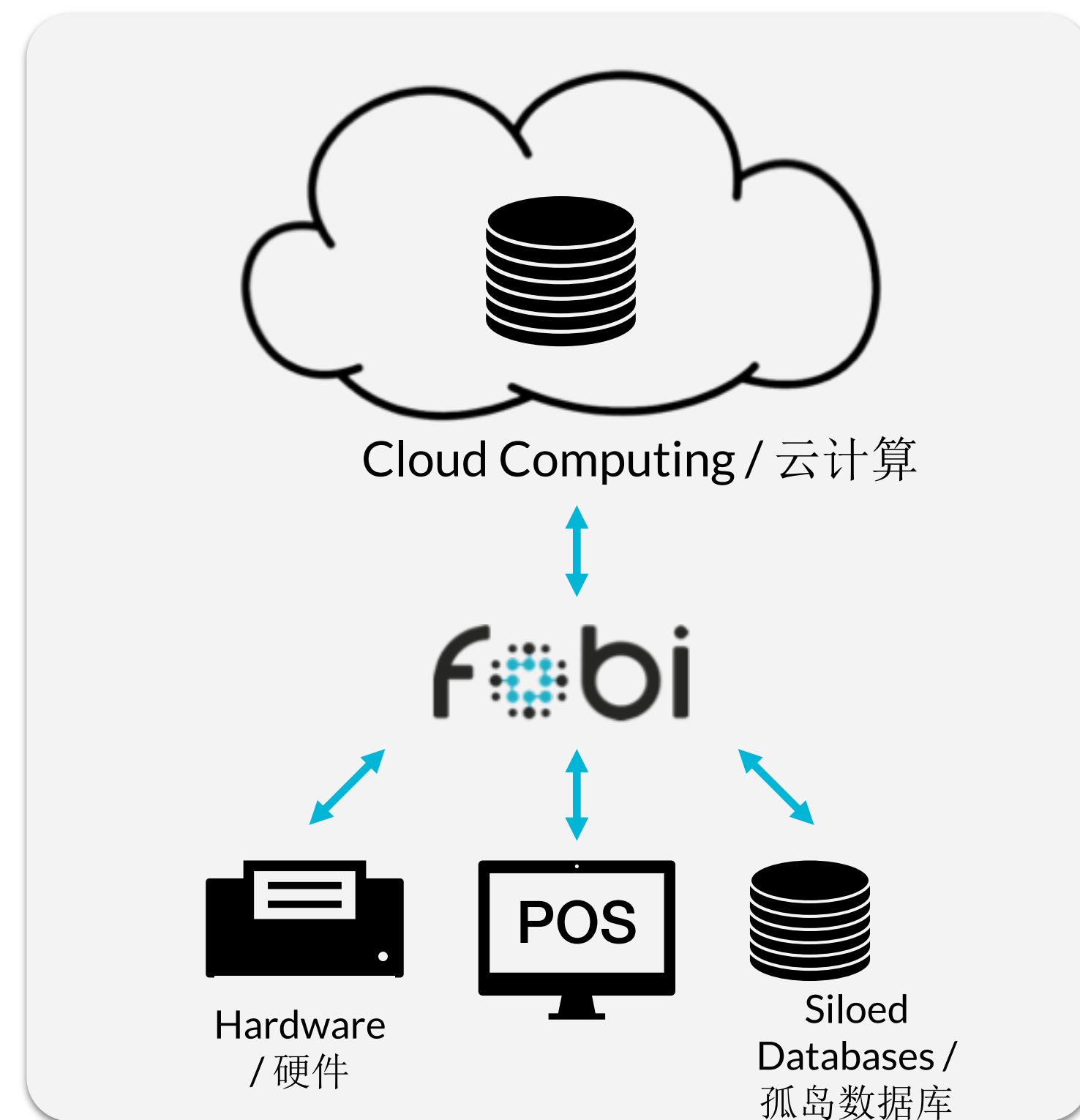
Source: eMarketer, December 2, 2020 / 来源: eMarketer, 2020年12月2日
Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales / 注: 包括使用互联网订购的产品或服务, 无论使用何种付款或履行方式; 不包括旅游和活动门票, 账单支付、税金或汇款等付款, 食品服务和饮酒场所销售、赌博和其他副业商品销售

Source: [BespokePremium.com](#) B.I.G Tips Report April, 15, 2021 / 来源: [BespokePremium.com](#) B.I.G Tips Report, 2021年4月15日

A Leader in Digital Transformation

数字化转型的领导者

Fobi's product stack is made up of proprietary technologies that work together to enable interoperable data connectivity in real-time and digital transformation. / Fobi的产品由专有技术组成，这些技术协同工作以实现实时和数字转换中的互操作数据连接。



Fobi's Solution Categories / Fobi解决方案分类



Connect & Analyze / 连接与分析

Our Fobi API and IoT device make it easy to connect systems without huge infrastructure or programming expenses, bridging the gap between online and offline data seamlessly. Our aggregated Insight Portal helps our clients understand customer behaviour and trends in real-time, creating marketing, inventory, pricing and supply chain advantages. / 我们的Fobi API和物联网设备使我们能够轻松地连接系统，不需要庞大的基础设施或编程费用，无缝地弥合线上和线下数据之间的差距。我们聚合的洞察门户帮助客户实时了解客户行为和趋势，创造营销、库存、定价和供应链的优势。



Activate & Engage / 激活和参与

Fobi's scalable engagement services help turn every customer into a loyal one. We digitally transform your company's engagement to access new line revenue, reduce customer acquisition costs, increase retention, and prove marketing ROI. / Fobi的可扩展参与服务有助于将每一位客户变成忠诚的客户。我们以数字化的方式改变贵公司的参与度，以获得新的收入，降低客户获取成本，提高客户保留率，并证实营销投资回报率。



Access & Health / 访问与健康

Fobi's solutions create better customer experiences that make accessing and interacting with venues seamless. Fobi digitally transforms events to provide more value to attendees while reducing costs and bottlenecks with added efficiencies. / Fobi的解决方案创造了更好的客户体验，使访问和互动场地无缝衔接。Fobi对活动进行数字化改造，为与会者提供更多的价值，同时通过提高效率来降低成本和解决瓶颈。

Connect & Analyze / 连接和分析



Insights for On-Premise Systems / 对内部系统的洞察



Our proprietary hardware device connects data from disparate on-premise systems into one accessible Insights Portal that automatically interprets your data using AI. / 我们专有的硬件设备将来自不同内部系统的数据连接到一个可访问的洞察门户（Insights Portal），该门户使用人工智能自动解释您的数据。

Insights for Cloud-Based Systems / 基于云系统的洞察



Our API integrations automatically aggregate and send complex data from cloud-based systems to our Insights Portal, where it's transformed into useful, easy-to-understand insights. / 我们的 API 集成会自动聚合复杂数据并将其从基于云的系统发送到我们的 Insights Portal，在那里将其转化为有用、易于理解的洞察信息。

Insights for Custom Data Integrations / 对自定义数据集成的洞察



For clients that require custom data integrations visualized in one comprehensive insights portal such as operational, historical, POS, market, or environmental data. / 面向需要在一个综合洞察门户中集成可视化定制数据的客户，比如运营、历史、POS、市场或环境数据。

Activate & Engage / 激活和参与



PassPro is an advanced wallet pass product that expands the capabilities of the mobile wallet. PassPro is a fully customized and managed service. / PassPro是一款先进的钱包通行证产品，扩展了移动钱包的功能。PassPro是一项完全定制和管理型的服务。



Passcreator is a do-it-yourself solution that enables you to build, distribute, validate, and manage your own mobile Wallet passes while engaging directly with customers. / Passcreator是一个自己动手的解决方案，使你能够建立、分发、验证和管理你自己的移动钱包通行证，同时与客户直接接触。



Qples is a mobile coupon solution with print at home and new AI 8112 Universal Digital coupons. Customers can deliver mobile and secure coupons directly to users. / Qples是一个移动优惠券解决方案，可在家打印，有新的AI 8112通用数字优惠券。客户可以直接向用户提供移动和安全优惠券。

Access & Health / 访问与健康



CheckPoint
by fobi



CheckPoint automates and digitizes the entire registration, ticketing, and check-in process for venues, conferences, and their attendees. / CheckPoint 将场地、会议及其与会者的整个注册、票务和登记流程自动化和数字化。

AltID
by fobi



AltID is a digital ID verification solution to make credential verification more secure. Know users are who they say they are without compromising sensitive data. / AltID是一个数字身份验证解决方案，使凭证验证更安全。在不泄露敏感数据的情况下了解用户的真实身份。

Screening and Testing
Integrations / 筛选和测试集成

draganFLY™
INNOVATIONS USA INC

E
EMPOWER
CLINICS

Fobi's partnerships with Draganfly and Empower Clinics enables you to integrate rapid vital sign screening and medical test results into your access management. / Fobi与Draganfly和Empower Clinics的合作关系使您能够将快速生命体征筛查和医疗测试结果整合到您的访问管理中。

Fobi's Proprietary Technology / Fobi的专有技术



Fobi 3.0 & Fobi Cloud



Insights Portal



Smart Tap



GCN App



PassWallet App



Smart Scan App

Global Market Opportunity / 全球市场机会



Segment / 领域	Opportunity / 机会	Potential Value / 潜在价值
Retail & CPGs / 零售和CPG	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、个性化的营销工具以及直接接触消费者。	\$31,880 billion by 2023 / 到2023年达 \$31.88万亿 (Mordor Research)
Sports & Entertainment / 体育和娱乐	Enhances the stadium/venue experience to increase fan engagement and spend. / 加强体育场馆/场地体验，以增加球迷的参与度和消费。	\$614.1 billion by 2022 / 到2022年达 \$6141亿 (The Business Research Company)
Insurance & Health / 保险与健康	Transform these industries with digital tools to improve operational efficiencies and increase customer acquisition and lifetime value. / 用数字工具转变这些行业，提高运营效率，增加客户获取和生命周期价值。	\$6,390 billion by 2025 / 到2025年达 \$6.39万亿 (BUSINESS WIRE)
Hospitality & Tourism / 酒店与旅游	Connect company-wide assets to build loyalty profiles, drive relevant engagement, and increase wallet share. / 连接整个公司的资产，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 \$5654亿 (Research and Markets)

Revenue Streams / 收入来源



Business to Business / 企业对企业

Fobi's solutions are sold directly to large retailers and CPG companies who pay an up front onboarding fee, a monthly device and SaaS fee, as well as a monthly fee for each active Wallet pass. / Fobi的解决方案直接出售给大型零售商和CPG公司，他们需要支付前期上机费、每月设备和SaaS费用，以及每个活跃钱包通行证的月费。

Reseller Channels / 代理商渠道

Fobi's solutions are sold through our partners to their clients who pay an up front onboarding fee, a monthly device and SaaS fee, as well as a monthly fee for each active Wallet pass. / 通过我们的合作伙伴把Fobi的解决方案销售给合作伙伴的客户，他们需要支付前期的上机费、每月的设备和SaaS费用，以及每个活跃钱包通行证的月费。

Licenses / 许可

Fobi's technology is licensed to other companies who integrate Fobi's solution into their services. / Fobi的技术已授权给其他公司，这些公司将Fobi的解决方案整合到其服务中。



Recent Key Developments / 近期主要发展



APRIL 2022 / 2022 年 4 月

Fobi Announces CheckPoint Contract With Large US Stock Exchange to Provide Digital Venue Management & Access / Fobi宣布与美国大型证券交易所签订Checkpoint合同，提供数字场地管理和访问服务

[LINK / 链接](#)

APRIL 2022 / 2022 年 4 月

Fobi CheckPoint Venue Management Solution Chosen for Prestigious Awards Show / Fobi CheckPoint场地管理解决方案获选用于著名的颁奖典礼

[LINK / 链接](#)

MARCH 2022 / 2022 年 3 月

Fobi Announces Multi-Year Agreement With Coupon Leader Vericast / Fobi宣布与优惠券领导者Vericast达成多年协议

[LINK / 链接](#)

MARCH 2022 / 2022 年 3 月

Fobi Launches the Adam Hadwin "Fan Pass" With Top Canadian PGA Tour Golfer Adam Hadwin at the Valspar Championship / Fobi与加拿大顶级PGA巡回赛高尔夫球手Adam Hadwin在威士伯锦标赛上推出Adam Hadwin "粉丝通行证"。

[LINK / 链接](#)

FEBRUARY 2022 / 2022 年 2 月

Fobi Unveils AltID to Support the Digital Transformation of ID Solutions Across Key Industries / Fobi发布AltID，支持关键行业的ID解决方案的数字化转型

[LINK / 链接](#)

FEBRUARY 2022 / 2022 年 2 月

Fobi Launches PassPro, Enterprise-grade Wallet Pass SaaS Platform / Fobi推出企业级钱包通行证SaaS平台PassPro

[LINK / 链接](#)

JANUARY 2022 / 2022 年 1 月

Fobi Integrates With Square, Offering Real-Time Data Analytics to Retailers Around the Globe / Fobi与Square集成，为全球的零售商提供实时数据分析服务

[LINK / 链接](#)

JANUARY 2022 / 2022 年 1 月

Fobi Announces the Signing of a \$300,000 Annual License with Leading Global Insurance Provider to Provide Digital Proof of Insurance for Europe / Fobi宣布与全球领先的保险公司签署了一项价值\$30万的年度许可，为欧洲提供数字保险证明

[LINK / 链接](#)

Growth Strategies / 增长策略



1. SaaS

2. Service / 服务

3. M&A / 并购

Competition / 竞争



Solutions: / 解决方案:

- Interoperable Data Aggregation / 可互操作的数据聚合
- Real-time Insights / 实时洞察
- Automated Personalized Marketing / 自动化、个性化营销
- Contactless, Automated Venue Management / 无接触式自动化场地管理

DATA AGGREGATION / 数据聚合



LOYALTY / 忠诚度



ENGAGEMENT / 参与



HARDWARE / 硬件



Some of Our Partners / 我们的部分合作伙伴



Senior Management Team / 高级管理层



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

- Founder, Chairman, and CEO of Fobi suite Technologies / Fobi suite Technologies的创始人、董事会主席和首席执行官
- Founder and CEO of One Team Media / One Team Media的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的经验



Tamer Shafik, CTO / 首席技术官

- Former Director of Solution Architecture at NTT Data / 曾任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年以上业务开发、运营管理和零售分析经验
- 5 years National Sales & Marketing Manager / 5年全国销售与市场经理



Annie Chan, CFO / 首席财务官

- 15+ years post-qualification experience with publicly listed companies covering sectors in SaaS, telecommunications, mining, and financial services / 拥有15年以上的上市公司经验，涉及SaaS、电信、采矿和金融服务等领域。
- Chartered Professional Accountant (CPA, CA) and Bachelor of Commerce degree / 特许专业会计师（CPA，CA）和商学士学位



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 Labs任职
- 3x entrepreneur leading contextual data, AI, and analytics start-ups / 3次创业，领导情境数据、AI和分析初创公司
- Deep experience in sales/business development strategies for public multinationals / 在上市跨国公司的销售/业务开发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 / 首席执行官，董事会主席

- Founder, Chairman, and CEO of Fobisuite Technologies / Fobisuite Technologies创始人、董事会主席兼首席执行官
- 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的服务



Jeff Hyman, Director / 董事

- 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 / 擅长酒店业、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领域



Michael Devine, Director / 董事

- 25+ years of Executive and Board experience in the technology industry / 在技术行业有25年以上的高管和董事会经验
- Has held strategic leadership roles at companies in the Fintech, Industrial IoT, and Telecommunications industries / 曾在金融科技、工业物联网和电信行业的公司担任战略领导职务
- 10+ years on the Executive team with Squirrel Systems, a global hospitality technology innovator / 在全球酒店业技术创新公司Squirrel Systems的高管团队工作了10年以上



Peter Green, Director / 董事

- Former SVP & President of Telus Business Solutions / 曾任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

**Fobi's team boasts talent from these major companies:
/ Fobi的团队拥有来自这些大公司的人才:**





FOBI INVESTOR RELATIONS

FOBI投资者关系

+ 1.877.754.5336 Ext. 3

ir@fobi.ai