



genifi

**Investor Presentation**  
**TSXV:GNFI**

**August 2024**

# Forward Looking Statement

This presentation (the "Presentation") contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this Presentation. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements.

In this Presentation, forward-looking statements relate to, among other things, acquisition opportunities to further accelerate growth, new revenue opportunities with digital identity, and genifi's plans for organic growth and growth through acquisitions. All forward-looking information entails various risks and uncertainties that are based on current expectations and actual results may differ materially from those contained in such information.

These uncertainties and risks include, but are not limited to, risks relating to the timing and size of new contracts; acquisitions and other corporate developments; the ability to attract and retain qualified personnel; market competition in the rapidly evolving information technology industry; and general economic and business conditions. Risks and uncertainties about genifi's business are more fully discussed in the disclosure materials filed with the securities regulatory authorities in Canada, which are available on SEDAR under the issuer profile of genifi at [www.sedar.com](http://www.sedar.com). Readers are urged to read these materials and should not place undue reliance on any forward-looking statement and information contained in this Presentation. Except as required by law, genifi assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

# Who is genifi?

<b>Ticker (TSXV)</b>	<b>GNFI</b>
<b>Common Shares Outstanding</b>	<b>144.3M</b>
<b>Stock Price</b> (At 2024-06-30)	<b>\$0.01</b>
<b>Market Cap</b> (At 2024-06-30)	<b>\$1.4mm</b>
<b>Options Outstanding</b>	<b>Nil</b>
<b>Warrants Outstanding</b>	<b>Nil</b>
<b>Revenue FY 2022 (cont. ops.)</b>	<b>\$1.7M</b>
<b>Revenue FY 2023 (cont. ops.)</b>	<b>\$2.0M</b>
<b>Management Ownership</b>	<b>57.0%</b>
<b>Working Capital</b> (At 2024-06-30)	<b>\$2.7M</b>
<b>Debt</b>	<b>Nil</b>
<b>Founded</b>	<b>Apr 2014</b>
<b>Public</b>	<b>Sept 2015</b>
<b>Year End</b>	<b>Dec 31</b>

TSXV:GNFI

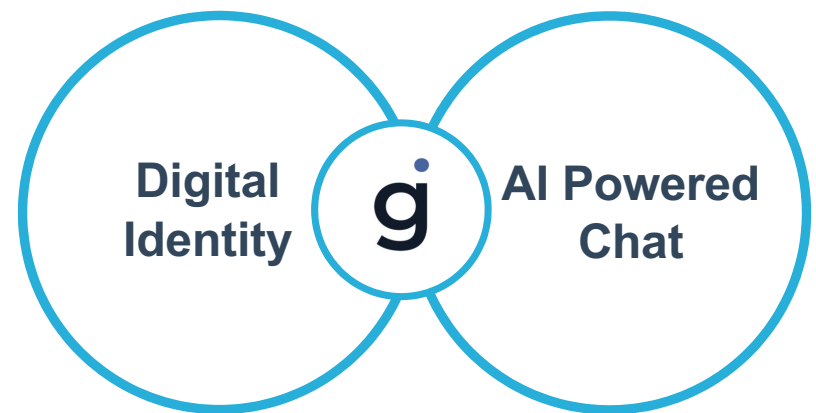
- Genifi delivers Fintech innovation
- A technology leader in digital identity and AI powered chat, through two leading edge platforms
  - **ID~~Ver~~ifact** delivers breakthrough digital identity technologies
  - **tunl.chat** enables AI powered chat
- Strong network of digital identity, Fintech and AI powered chat partners
- Established reputation for accelerating technology innovation

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## Genifi Delivers Fintech Innovation

**Genifi** is at the confluence of **new technology** shifts, the launch of **digital identity networks** and **AI powered chat** – all of which create opportunities for growth.

**Trust and security is at the core of the digital market**



# The Global Fintech Industry

The adoption of mobile devices and technology-based solutions are driving demand for financial services, which are increasingly accessed through personal devices.

As the market evolves, businesses are investing heavily in technology solutions which enable easier, faster transactions, anytime and anywhere, while reducing costs.

This is the key growth driver for the global Fintech market

North America is the leading contributor to the global fintech market.

## Fintech Growth Drivers

### Open Banking & Investing

Retail banking, capital markets, wealth management

### Payments and Billing

Expected to drive major global growth with revenue generation

### Insuretech

Automated payments/remittance, digital pink-slips, new insurance models

### Regtech

Expected growth due to new regulations in the sector like GDPR and AML

## Major Enablers

### Digital Identity & Consent Management

### Generative AI Powered Chat

## Transformative Technologies

- Natural Language Processing
- SaaS, PaaS, IDaaS, etc.
- Microservices and API's
- Biometrics & Encryption
- Cloud Computing
- New Architectures, Methodologies & Models



## Strategic Transactions Completed in 2023

- Prodigy Labs was genifi's wholly owned technology services business
- The purchaser, UST, is a global technology services business
- Sale was for C\$8.5M cash, plus retention of about C1.5M working capital
- An earn out provision based on revenue and earnings, over period ending June 30, 2024, closing could increase the sale price
- Genifi continues to work with Prodigy Labs as a digital transformation services partner for its platform businesses, IDVerifact and tunl.chat
- In March 2023, genifi used part of the transaction proceeds to return about C\$0.0411/share to shareholders
- Genifi has signed licensing agreements with resellers to sell, deliver, implement and operate the IDVerifact and tunl.chat AI platforms, with genifi retaining all intellectual property and a share of licensing fees





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# Fintech Platforms

# ID*Verifact* Digital Identity Platform

- **Digital Identity Standards Emerging at Accelerating Pace**
  - Addressing new rules for data privacy, security, and consent
  - Shifting digital economy and new customer engagement models
  - Building on new technologies including SaaS APIs
- **Trusted Partner Ecosystem Developing Around**  
**ID*Verifact***
  - Genifi's SaaS platform for digital identity
  - Developed for rapid adoption, integration and maintenance of multiple leading Digital ID related providers
- **Opportunities for Growth**
  - Recurring license revenues
  - Sales, delivery, implementation and operation services via strategic partnership agreements
  - Canada, US and International

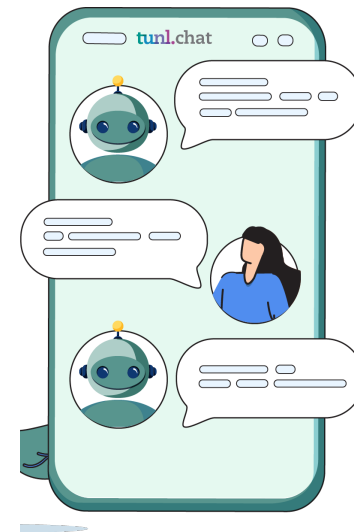


# tunl.chat AI Powered Chat Platform

AI powered chat designed to evolve the way that enterprises engage with their users

Delivering a great user experience is **becoming more challenging**. Credit Unions, Banks and Enterprises don't need to ramp up their operations – but **digitally support** them

Out of the box implementations for quick start capability



**Automating Knowledge Delivery**  
Customer Support | HR | Supplier Service  
CRM | Digital Banking

# Genifi Is A Platform For Growth

**ID** *Verifact*

## Digital Identity

**Accelerating Trust in a Digital World**

KYC | AML | KYB | Fraud Detection |  
Biometrics | CRAView

**tunl**.chat

## Generative AI Powered Chat

**Automating Knowledge Delivery**

Customer Support | HR | Supplier Service  
CRM | Digital Banking

- Continued growth in mobile Digital Identity solutions expected
- AI powered chat demand is expanding for customer support and enterprise applications
- IT spending is being directly affected by the shift to cloud, mobile and AI

## Experienced Management Team

### **Tom Beckerman, ICD.D**

#### Founder, Chairman & CEO

- Technology veteran with 40+ years of experience in senior leadership roles
- Instrumental in the development and success of seven prior technology, marketing services, financial information and medical device companies

### **Andrew Hilton**

#### CFO and Corp. Secretary

- Twenty+ years experience providing financial reporting and corporate secretarial services for public companies
- Chartered Professional Accountant (CPA)

# Board Members Bring Strong Oversight

## **Tom Beckerman, ICD.D**

### Founder, Chairman & CEO

- Technology veteran with 40+ years of experience in senior leadership roles
- Instrumental in the development and success of seven prior tech, marketing services, financial information and medical device companies
- Focused on strategic development and marketing of high-tech platforms & services

## **Jeffrey Shaul, CFA, FCSI**

### Director

- President and CEO of Robson Capital Management, an investment firm he founded in 2003 following many years in senior investment banking positions
- Began career practicing corporate and securities law with Osler, Hoskin & Harcourt, a major Canadian law firm.

## **Charlie Davis**

### Director

- Principal and owner of Lucent Tech Group, an IT efficiency and talent development consultancy founded in 2023
- 25 years experience in the information services sector
- Serves as the Managing Director of Technology at Maple Health Group LLC

## Key Investor Considerations

- ✓ Recurring revenue potential with leading edge digital identity, and AI powered chat platforms
- ✓ Growth potential with additional financial institutions and enterprise clients in new sectors
- ✓ Established network of leading Fintech and generative AI powered chat partners
- ✓ Shareholders include many leading Canadian credit unions and banks
- ✓ A pure IP recurring revenue company with partnerships for sales and delivery
- ✓ Experienced management and strong board

# Thank you

## Company Contact

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