



YOUR
CUSTOMER
ENGAGEMENT
PARTNER

Givex provides merchants with the analytics needed to support customer engagement programs, manage margins and improve employee performance.



DISCLAIMER

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This presentation uses certain non-IFRS measures to evaluate the performance of the Company. Adjusted EBITDA defined as net profit (loss) excluding interest, taxes, depreciation and amortization (EBITDA) as adjusted for share-based compensation and related expenses, foreign exchange gains and losses and transaction-related expenses including those related to going public. The term “Adjusted EBITDA” does not have any standardized meaning prescribed within International Financial Reporting Standards (“IFRS”) and therefore may not be comparable to similar measures presented by other companies. Such measures should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS. Management believes that these non-IFRS financial measures provide useful information to readers as a supplement to reported IFRS financial information.

Management reviews these non-IFRS financial measures on a regular basis and uses them to evaluate and manage the performance of the Company’s operations. These measures should be evaluated only in conjunction with the Company’s comparable IFRS financial measures.

WHAT WE DO



We provide IT services to hospitality and retail merchants that capture the detail created when a consumer transacts with a merchant in-store or online.



PAYMENTS
Digital and in-store



ENGAGEMENT
Gift card and loyalty



INTEGRATION
1,000+ APIs



POINT-OF-SALE
Cloud-based and secure



ANALYTICS
Extensive and real-time

WHO WE DO IT FOR

PRESENTING SOME OF THE WORLD'S LARGEST BRANDS ACROSS 118,000 MERCHANT LOCATIONS

RESTAURANT



SPORTS



HOTELS



RETAIL



GROCERY



WHY MERCHANTS CHOOSE US



ENTERPRISE
GRADE SECURITY



EXTENSIVE API
LIBRARY



COMPETITIVE
PRICING



FLEXIBLE
PLATFORM



CONTINUOUS
UPGRADES



EXTENSIVE
REPORTING



SINGLE SOURCE
SOLUTION

PROPRIETARY
TECHNOLOGY

vPODs allow for unlimited
transaction growth

TWIN DATACENTERS
PER REGION

Replicated in real-time

PROVEN
RELIABILITY

Virtually 100% uptime with
global datacentre network

MAXIMUM
SECURITY

Regular risk assessments
by large merchants

ACCREDITED
PLATFORM

PCI Level 1 certified
SOC 1 and SOC 2 certified

TIER 1
SUPPORT

Supported 24/7 by our
own, in-house teams

EXCELLENT SERVICE, CONTINUOUS
IMPROVEMENT, STRONG REFERENCES



<1% CHURN, UPSELL OPPORTUNITIES AND
CONSTANT FLOW OF NEW ONBOARDINGS

HOW WE MAKE MONEY



Service & Payments Revenue

- Monthly, recurring service fees
- Regular reoccurring fees
- Card production revenue
- Transaction fees
- Online ordering and related apps
- Managed services
- Installation fees
- Support fees
- Payments (Merchant of Record, GivexPay, Giftpass)

Hardware & Other

- Hardware sales (POS, Kiosks, KDS, unattended retail)
- Development fees

WHY INVEST?



- Stable company
- Strong cash balance
- Consistent growth
- Low churn rate
- Global footprint
- Excellent branding
- Merchant base of 118,000 active locations
- Strong team with deep experience
 - 22% of staff has been with Givex for 10+ years
 - 38% of staff has been with Givex for 5+ years

COMPANY HIGHLIGHTS



362

EMPLOYEES



12

GLOBAL OFFICES



<1%

CHURN



118K+

ACTIVE LOCATIONS



100+

COUNTRIES



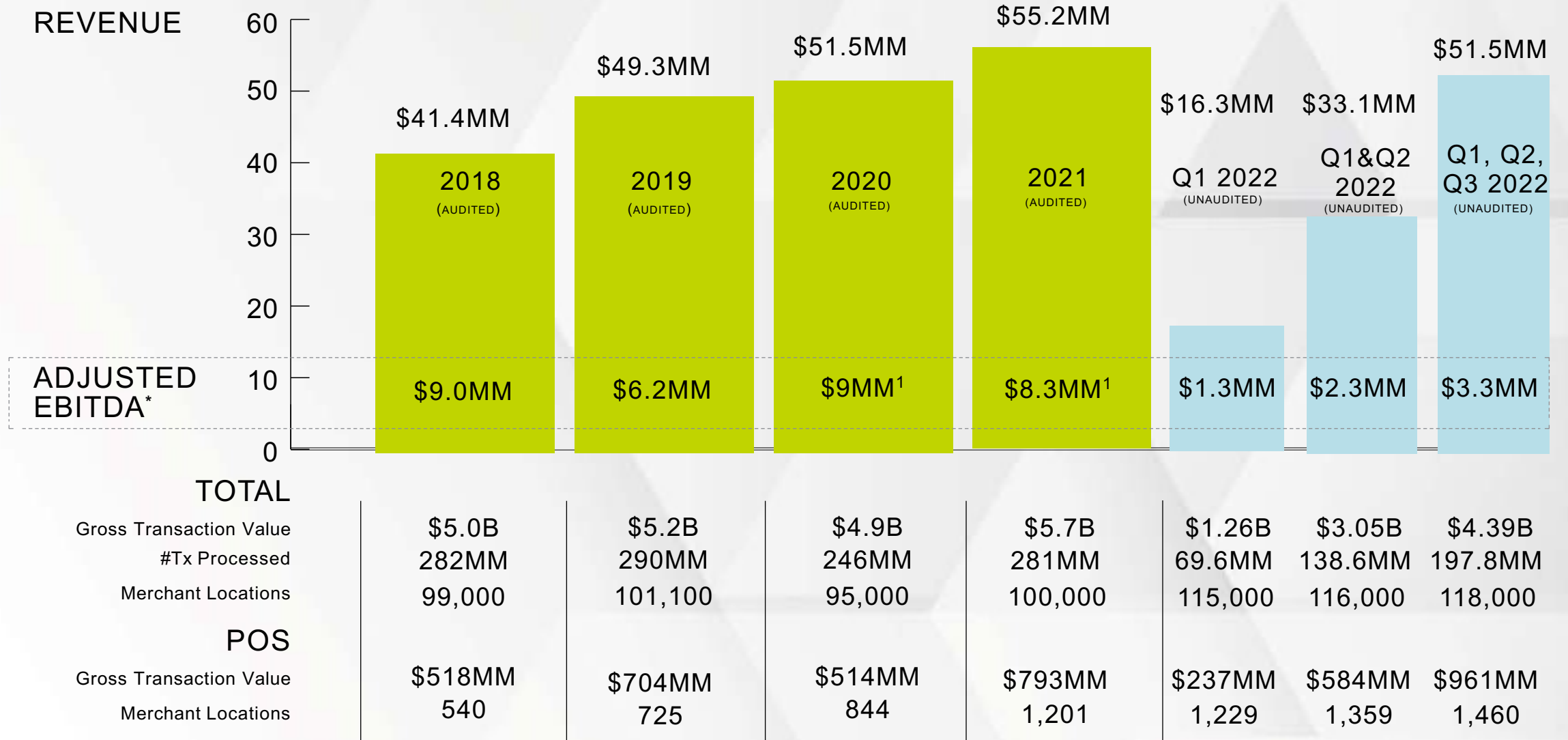
<2%

CLIENT CONCENTRATION*

*No client represents more than 2% of total revenue

PERFORMANCE DURING FISCAL YEARS 2018-2022

9

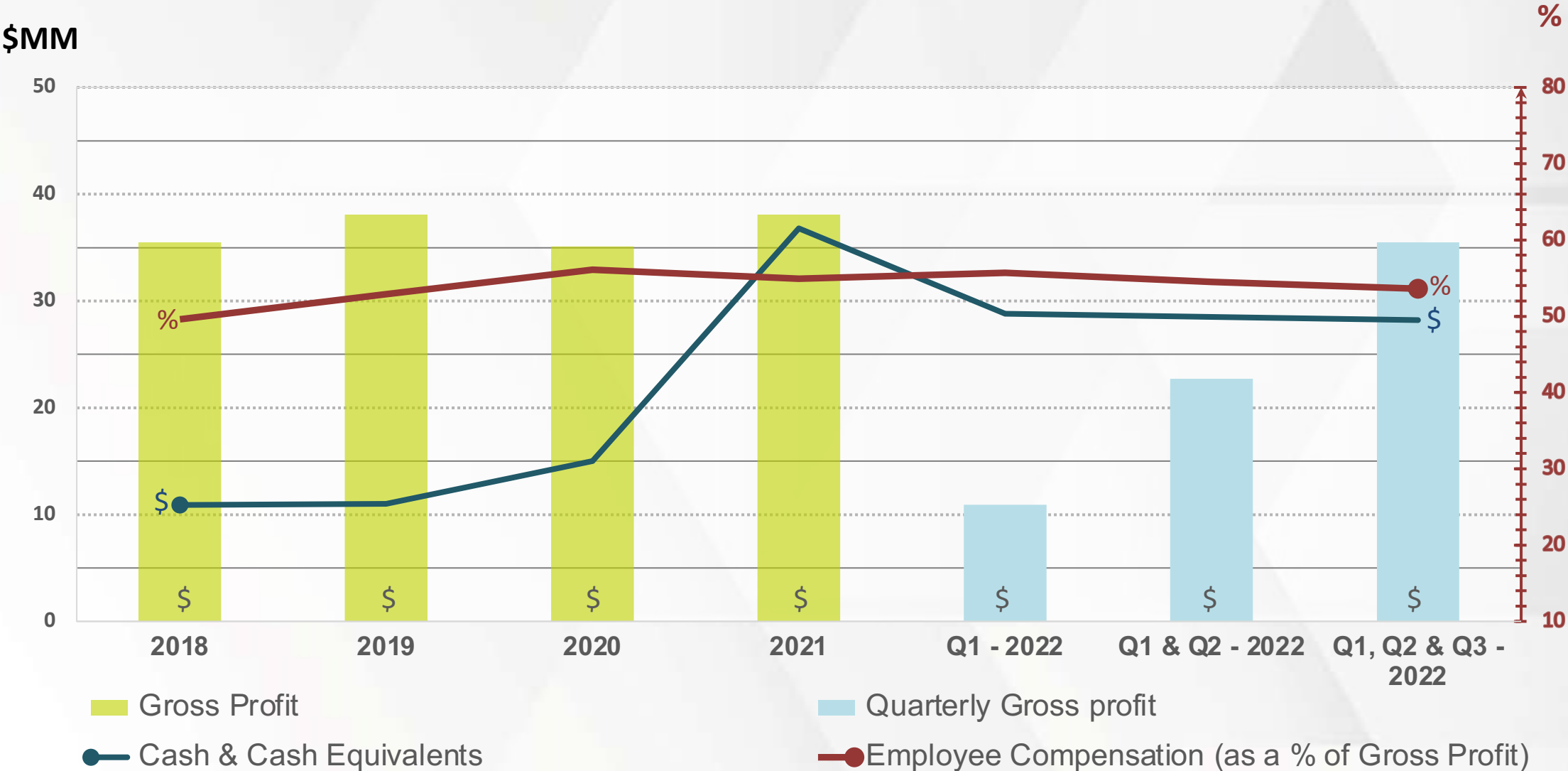


¹Adjusted EBITDA was \$8.3 million in 2021 compared to \$9 million in 2020. However, when normalized for the Canadian Government's COVID-19 wage subsidy, which was \$1 million in 2021 compared to \$3.3 million in 2020, adjusted EBITDA increased 28% in 2021 compared to 2020.

*As defined in disclaimer on pg. 2.

OPERATIONAL HIGHLIGHTS 2018-2022

Gross Profit, Compensation and Cash Analysis



HOW WE'LL CONTINUE TO GROW



M&A

- Continued growth with strategic acquisitions & maintain earnings
- Acquired Kalex, Loyalty Lane and Counter Solutions in 2022



LAND & EXPAND

- Upsell high margin services & modules to existing merchants
- Increase active locations



ORGANIC GROWTH

- Acquire merchants through direct sales, resellers & RFPs
- Continued RFP success in all markets

BOARD OF DIRECTORS

DON GRAY

CHAIRMAN, CEO

Mr. Gray has been part of the Information Technology industry for over four decades. He has many years of experience in start-ups, turnarounds, acquisitions, and dispositions. Mr. Gray's start-up experience includes point-of-sale (POS), Internet and Cloud Computing companies. He has been focused on Givex since founding it with his wife in 1999.

JIM WOODSIDE

DIRECTOR, CFO

Mr. Woodside has over 25 years of senior financial experience including time with companies in the technology space. Mr. Woodside completed his CPA with KPMG and is also a CBV/Chartered Business Valuator. He has a BA from the University of Western Ontario and a Bcomm from the University of Windsor.

MICHAEL CARR

INDEPENDENT DIRECTOR

Mr. Carr has over 25 years operating experience in the Internet, Cloud Computing and TravelTech industries. Currently, he's is the CEO and Board Member of Amgine, a Digital Process Automation company for business travel agencies. He is also a co-founder and board member of Matter365, a SaaS platform for legal firms. He holds a BA from York University.

ROBERT MUNRO

DIRECTOR

Mr. Munro has over 20 years of experience with the Capital Pool Company ("CPC") program and has been directly involved in more than a dozen CPCs. Most recently, he was Promoter of County Capital One Ltd., a CPC which completed its Qualifying Transaction in May, 2019 with Adcore Inc. (TSX:ADCO). Mr. Munro holds a BA from the University of Western Ontario.

DIVYA KULKARNI

INDEPENDENT DIRECTOR

Ms. Kulkarni has over 20+ years of experience across Sales & Marketing, PR, Finance, Audit and General Management. She is a Director of the Kulkarni Family Private Equity Group with investments in Manufacturing, Retail, and Finance across North America, Europe and Asia, and is a Board Member and Treasurer for the disabled through Abilities to Work (affiliated with the Government of Canada and Ontario Government). She holds an Honors Bachelor of Business Administration (Co-op) from Wilfrid Laurier University.

MILES EVANS

INDEPENDENT DIRECTOR

Mr. Evans has over 20 years experience as a director, professional trustee and advising family offices. He is a Fellow of the Family Firm Institute and holds an Advanced Certificate in Family Wealth Advising and is a member of the National Association of Corporate Directors. He holds a BS (Hons) from the University of St. Andrews and a BA in Financial Studies from UMIST.



THANK YOU

Givex offers omnichannel POS, gift card, loyalty and stored value ticketing solutions which drive sales for our merchants, help them better understand, reward and entice their customers and ultimately make better-informed business decisions. With over 20 billion transactions worldwide and counting, our goal is to empower our merchants with knowledge and knowhow by delivering high quality customer engagement solutions on time. Whether it's 24/7 support or hassle-free upgrades, our merchants know that they can count on us to provide everything necessary for their success.

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