



# Corporate Presentation

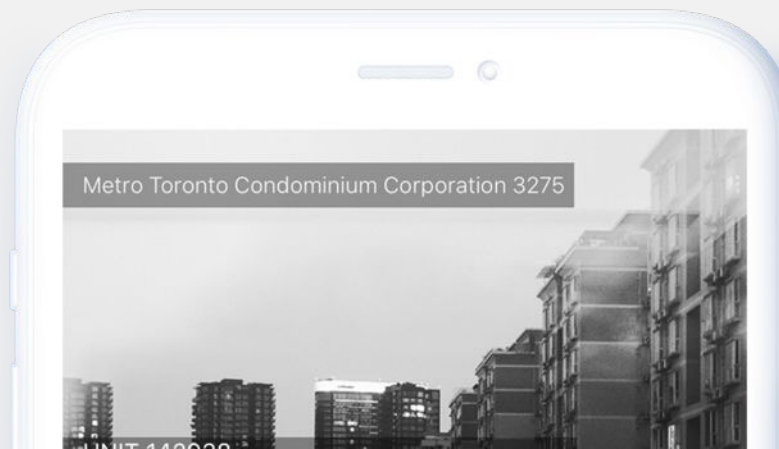
The Search Engine to Optimize your Home





“The Zonetail residential platform is unique in that it doesn’t just provide additional connectivity between property management and residents, but it also ties in the business in the local community in a way that no one has successfully done in the past. It’s clearly a value-add to our systems and to the managers and residents that use them.”

– **PETER ALTOBELLI**, Vice President of Yardi Canada



## Forward Looking Statement

This presentation contains forward-looking statements that relate to Zonetail's current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "aim", "estimate", "intend", "plan", "seek", "believe", "potential", "continue", "is/are likely to" or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Zonetail has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, among other things, statements relating to: anticipated use of proceeds from the offering; stability and growth of the global hotel industry; continued reliance of consumers on mobile device applications; the acceptance by hotels/condos and consumers of new technologies; the acceptance by hotels/condos and consumers of blockchain related technologies; Zonetail's ability to attract agreements with new hotels/condos and develop and maintain existing agreements with hotels/condos; Zonetail's ability to retain key personnel; Zonetail's expectations with respect to its ability to develop future generations of the application; Zonetail's ability to develop a hotel booking platform using blockchain technology; regulatory developments, particularly in respect of blockchain, and the regulatory environments in which Zonetail operates; Zonetail's competitive position and its expectations regarding competition (including other developers of blockchain hotel booking platforms); trends in the hotel industry and markets; our ability to expand our sales and distribution infrastructure and our marketing in order to attract advertisers; our ability to develop products and technologies that keep pace with the continuing changes in technology, evolving industry standards, new product introductions by our competitors and changing client preferences and requirements; our ability to protect our technology and intellectual property rights; our ability to avoid IT systems-related failures, data privacy risks and obligations, and/or security breaches; expectations regarding Zonetail's revenue, expenses and operations; anticipated industry trends; our ability to raise additional capital; revenue growth guidance; future growth plans and growth strategy; anticipated future development dates in connection with future versions of the application and the Condo app.

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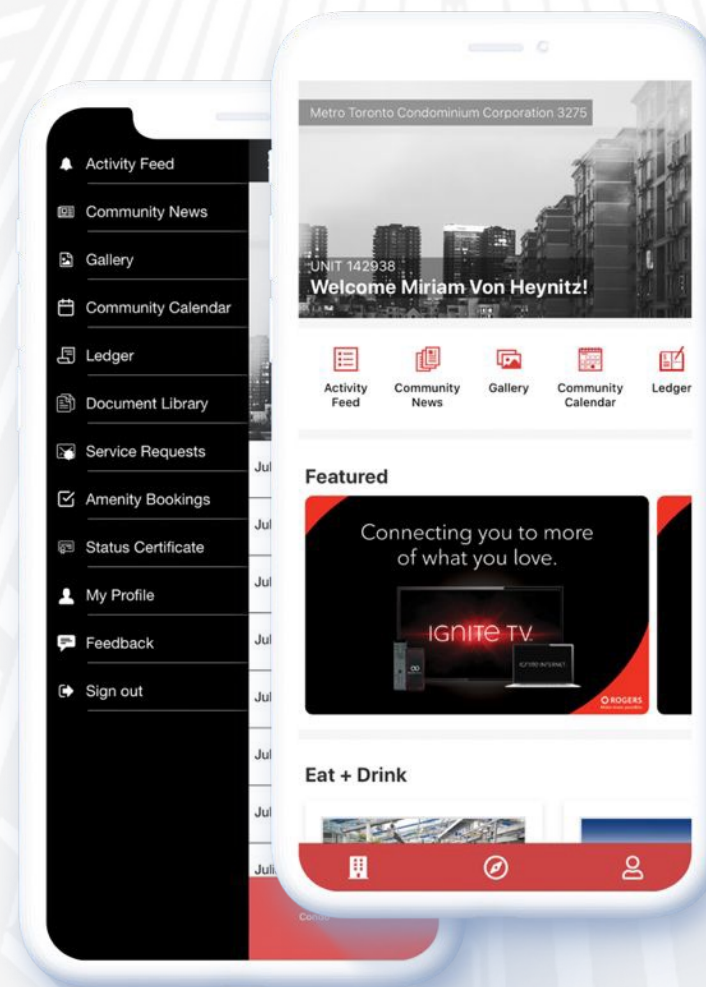
## About Zonetail

Zonetail is a mobile platform that enables high-rise residents to better manage their homes by connecting people to products, amenities and services.

### Market Data

Shares Outstanding:	206,632,884
Stock Options:	16,912,000
Management and Directors:	17.25%

Warrants:	6,397,375
TSXV:	ZONE
OTCQB:	ZTLLF



## Our Mission

To provide a state-of-the-art mobile platform that enables high-rise residents to better manage their homes by connecting people to products, amenities and services.

## Our Vision

To build a critical mass of users in the hard-to-reach, high rise residential vertical, through a unique mobile market network model – providing vital information, products and services at the tap of a screen.





## Investment Highlights



Market leader in growing, underserved high-rise vertical



Proprietary **Market Network** technology enables robust customer engagement with low-cost and high-margins.



Partnered with internationally recognized companies including Yardi, AT&T, Rogers, Thumbtack and AAHOA for growth and diversified offerings.



Seasoned management team with real estate, technology and capital markets expertise.



## Large and Growing High-Rise Market<sup>1</sup>

~26%

~125,000



KPIs continue  
to increase  
month- over-month

- Percentage of population that resides in a community association (e.g. multi-family residential, planned communities, condominium communities, and housing cooperatives).
- Consistent growth every year for 10+ years.
- Zonetail is currently live in ~125,000 households and is in the process of onboarding ~25,000 more.
- Pipeline continues to grow - Zonetail in discussions with dozens of new property management prospects representing an additional ~9 million households.
- Once Zonetail's userbase reaches its' critical size, Zonetail scale can be fully automatized and lead to exponential revenue growth.
- All key company metrics continue to increase (ex. engaged Property Management Companies (PMCs), active users, platform downloads, etc.).

<sup>1</sup>Source: [Statistical Review: Summary of Key Association Data and Information - Foundation for Community Association Research \(caionline.org\)](https://caionline.org)





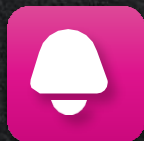
## Unique and proven business model

- Integration with industry leading property management software companies such as Shiftsuite and Yardi - the largest in North America - gives Zonetail unparalleled access to their massive client base representing ~50% of the total high-rise market in North America.
- Zonetail offers its platform to Yardi and Shiftsuite clients at no charge, removing all barriers of entry.
- The Zonetail platform provides numerous advantages and benefits to the management companies and their residents.
- Zonetail offers these property management companies a revenue share of 5% Net Annual revenue giving them further reason to adopt the platform.
- Once the property management companies are onboarded, they send an email to residents notifying them of the app.
- The users attract revenue-driving business partners to the marketplace.
- Win/win/win for all stakeholders.



## Key Platform Features

In-app messaging  
and push notifications



General information



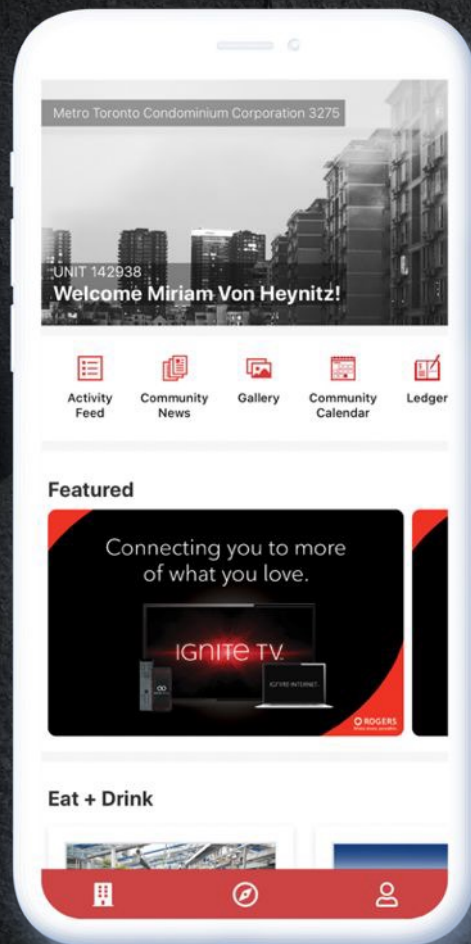
Maintenance requests



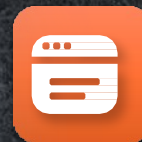
Resident services and amenities



Document management



Marketplace



Community news  
and activity feeds



Privacy and security



Emergency alert system

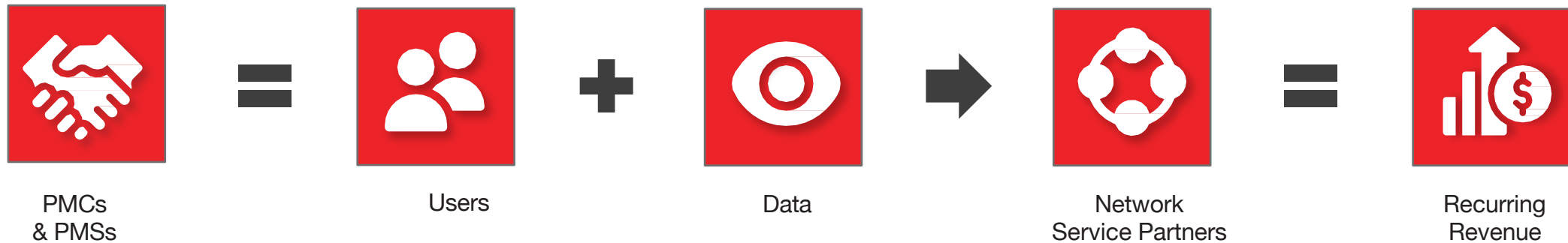


Access the neighbourhood



## Disciplined Business Model & Growth Strategy

Applying Zonetail's proven business model to new Property Management Companies (PMC) and Property Management Software Companies (PMS) - bringing millions of embedded users.





## Timeline & Growth Trajectory

Massive Long-term Growth Potential



2020

Integration with Shiftsuite  
validates business model



Fall 2020

Proven business model led to  
signing of large companies



Fall 2021

Yardi necessary to support Zonetail's  
significant growth potential



Thumbtack



AT&T



January 2022  
Moving services



APOLLO

July 2022  
Insurance services



July 2022  
Payment processing



MealMe

September 2022  
Restaurant and retail delivery



September 2022  
4<sup>th</sup> largest PMS with over  
20 million apartments

Scale enables Zonetail Market Network and evolution of the industry  
Discussions with other large scale US Property Management Software companies represent next leg of growth



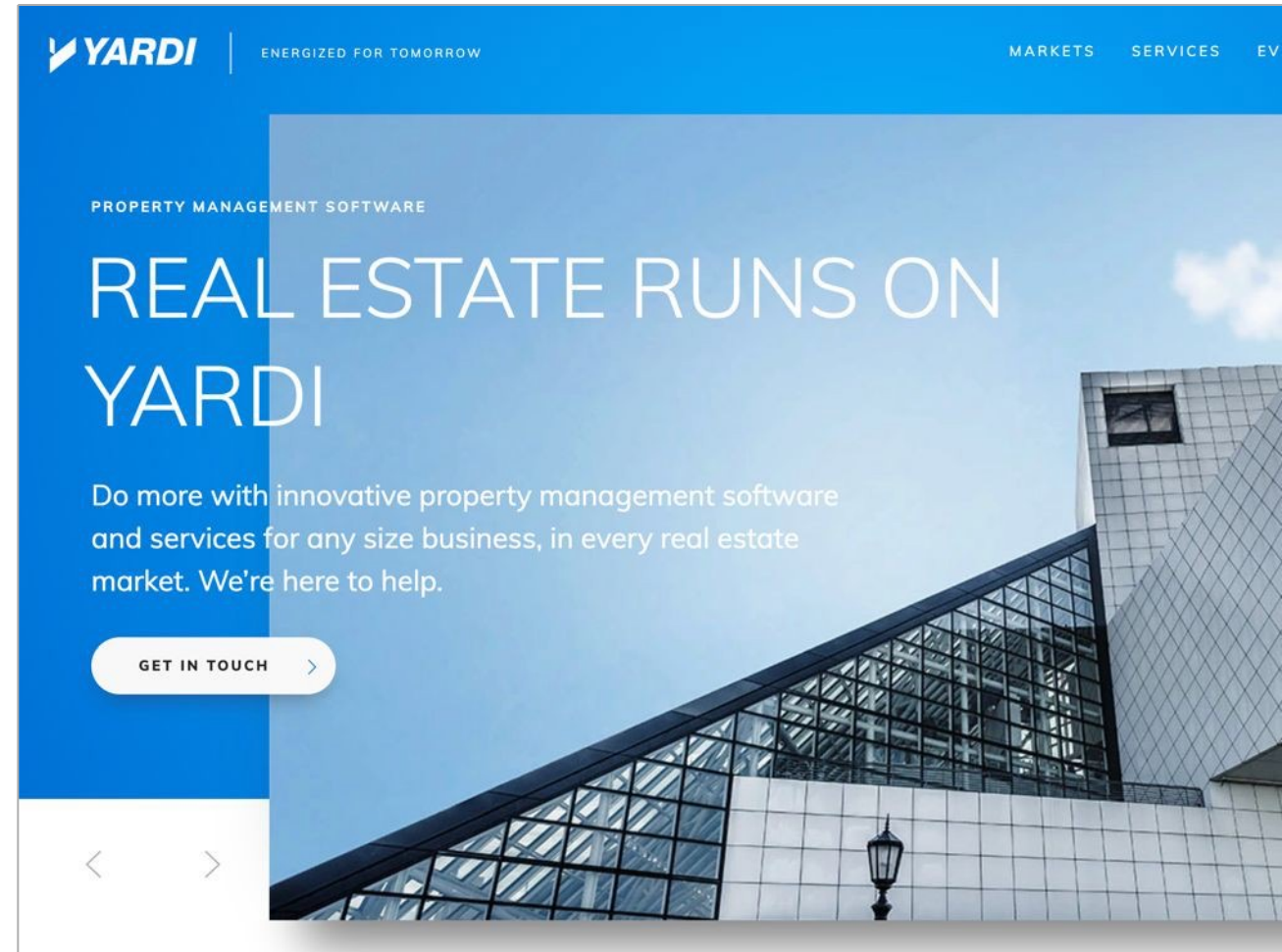
## The Yardi Advantage

Yardi is the largest property management software in North America. The Yardi partnership allows Zonetail direct access to tens of millions of high-rise households, providing immediate scale.

Completed plug-in extension with Yardi premium platforms, RENTCafe and CONDOCafe.

RENTCafe and CONDOCafe are mature platforms with an existing user base typically in excess of 90%, providing an instant market for Zonetail.

Yardi partnership paved the way for strategic partnerships with blue-chip companies AT&T and Rogers, among others.



# How We Make Money

## Market Network

- Zonetail receives a fee for services and products purchased through the platform
- Our strategic partnership with Thumbtack illustrates adding partners of scale to the network - instantly providing a suite of services to the platform
- Network effects create a system where, as Zonetail adds more functionality, the app becomes more attractive for the base user, which grows engagement and revenue, and ultimately increases incentives for PMCs to join the platform





# How We Make Money

## In-app advertising

- Comparable to direct mail at a fraction of the cost (average direct mail piece costs \$0.25)
- We charge \$0.10 per unit per month (ex. 250,000 units purchased equates to \$25,000/month in recurring revenue)
- The more units, the greater the revenue
- Projected 50-100 ads per unit
- As engagement increases, the value of the platform to advertisers increases, and Zonetail can better leverage advertising agreements





# The Power of a Market Network:

## A Win-Win Scenario

Market Networks that combine elements of network platforms like LinkedIn and Facebook with marketplaces like Airbnb and Amazon are producing a new class of unicorn companies and impact how millions of service professionals engage with consumers.

Established industry relationships with internationally recognized companies bring instant scale to the network.

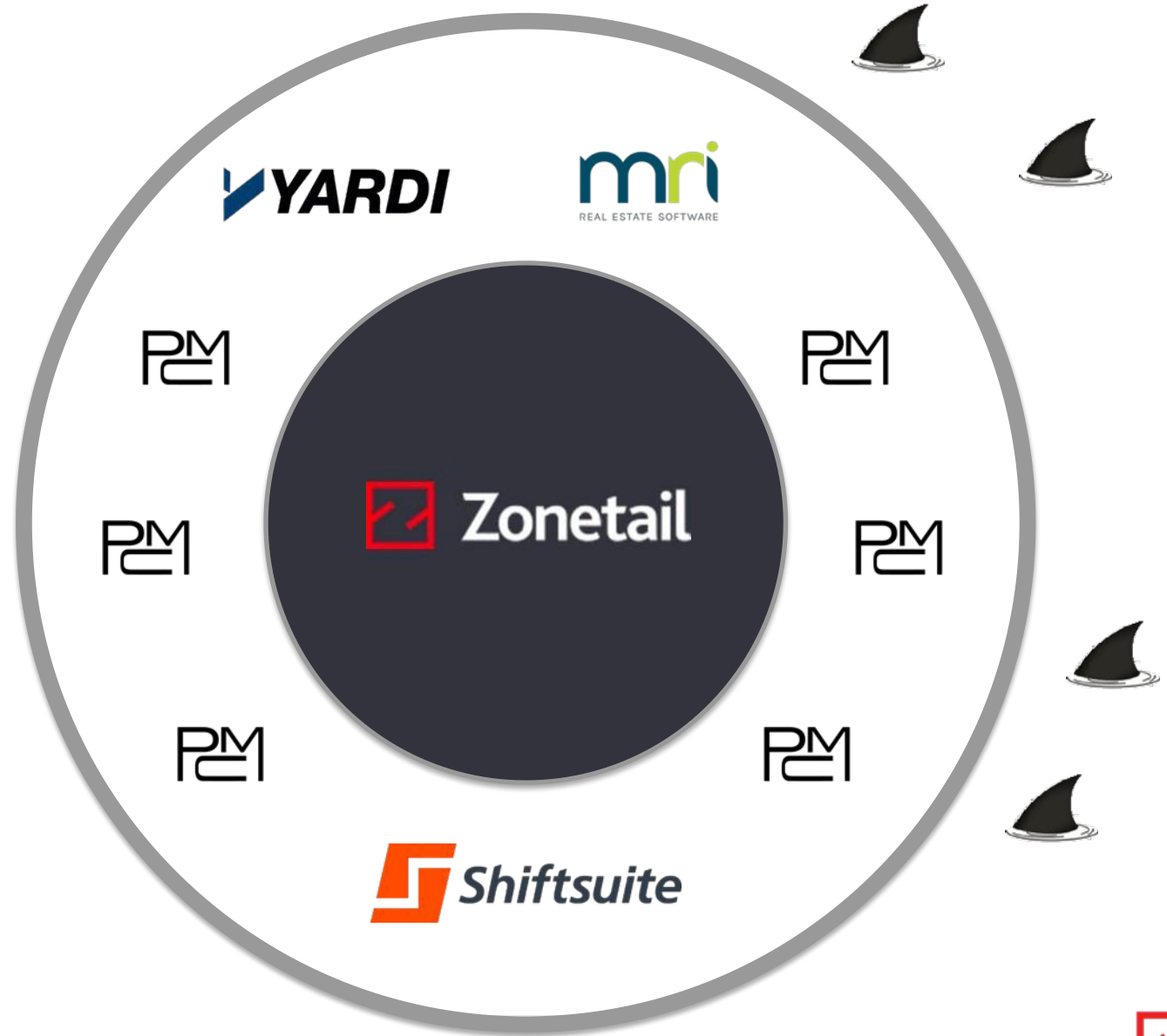
Strategic partnerships coupled with Thumbtack, offer thousands of products and services on the platform including; painting, plumbing, electrical, food delivery, cleaning, moving and more.

Platform allows companies to access residents directly and more efficiently.

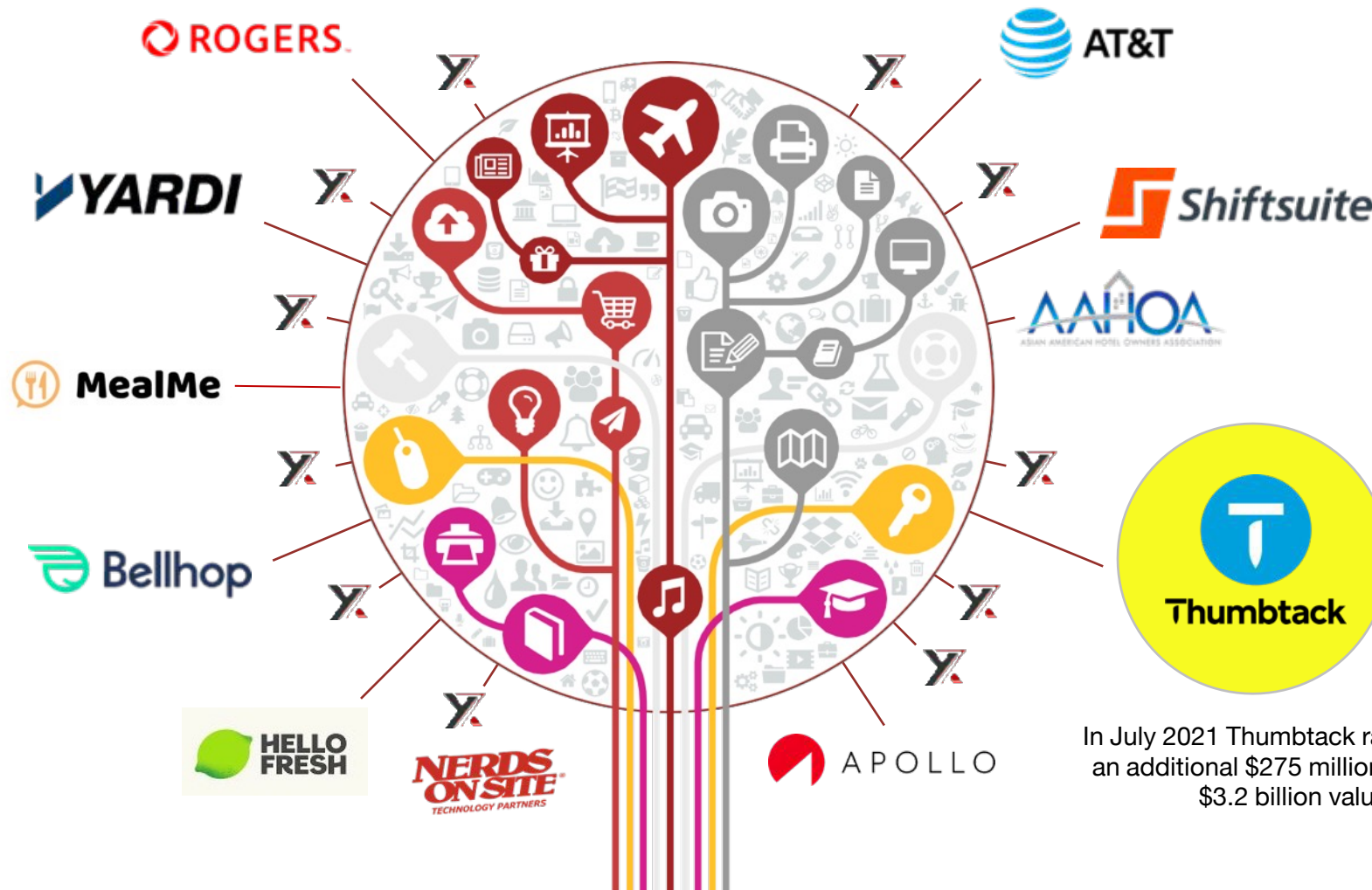


## Channel

PMSs & PMCs create the moat. They are the key relationships that give Zonetail unique positioning and allow us to develop within a focused underserved marketplace. It is these users that will enable the growth of Zonetail and it is the relationships with the property management companies that take care of the major hurdle of customer acquisition.



# Developing The Zonetail Market Network



## The List

*The list goes on and on...*



# Building a Marketplace Workflow

Users want a frictionless step-by-step process that helps them do things they otherwise couldn't

Welcome to your high-rise community, Mark.  
We make it easy for you with a *verified* array of service providers.



## Moving

Packing, unpacking, and everything in between. They'll even schedule the elevators.



## Internet

Mobile, TV, Home Phone - get connected fast so you can kick back with a DoorDash order and a Netflix binge.



## Cleaning

Schedule your bi-weekly cleaning now and your place will be tidy before you even knew you messed it up.



## Insurance

Get that extra level of security so that if anything ever does go wrong - you're covered.



## Home Services

Need to change your locks, get some painting done and have new blinds hung?

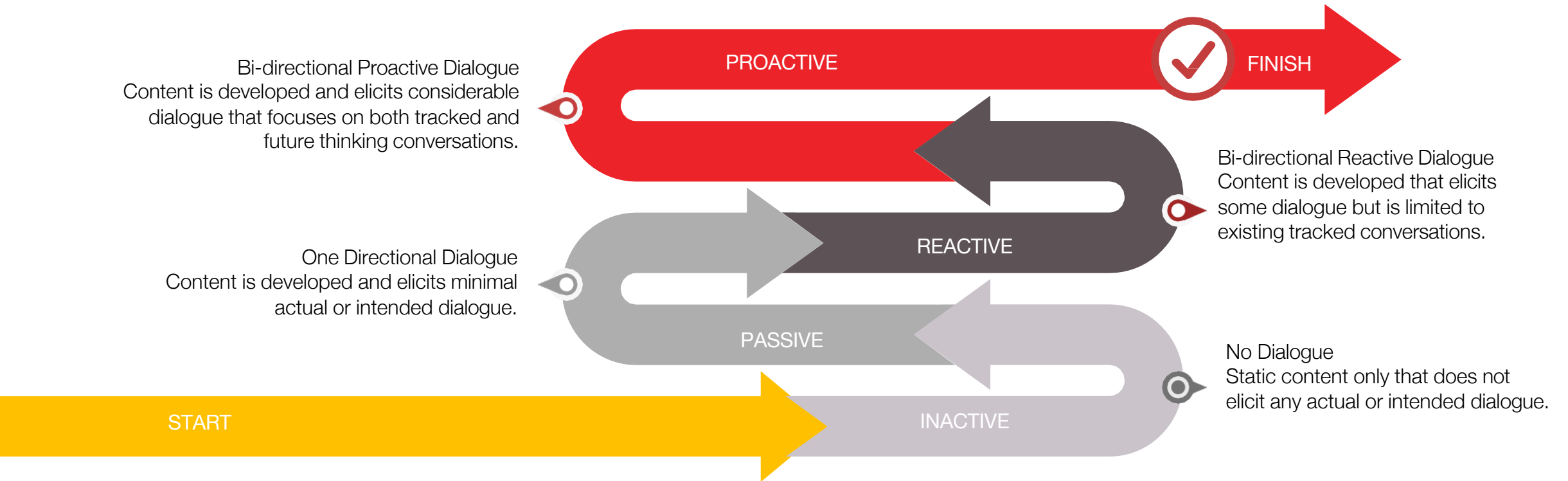


## Go-to Locals

The Butcher, the baker, and the caffeine maker all local based around your condo.



# The evolution of Zonetail's content and engagement



Zonetail's goal is to get people using the network, using the services, using the information and having a constant dialogue with the platform.  
It's spring and time to set up your balcony garden with potted flowers - here are the tips, tricks and providers who will help you beautify your space.  
Here's what you need to know about moving, changing your locks, painting, blinds ... the content engagement options are endless.

# Strategic Partnership with Thumbtack

## Building the Market Network

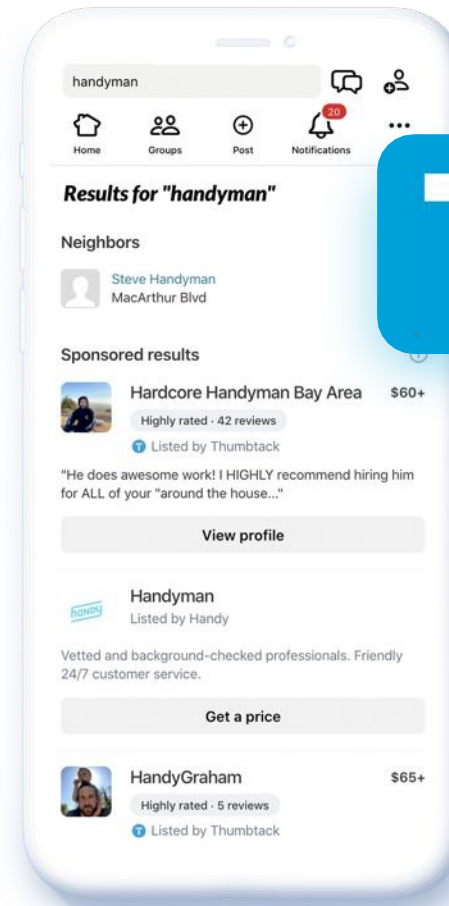
Thumbtack is a modern home management platform enabling residents to book a variety of home services (e.g. TV mounting, house cleaning, moving, etc.).

Zonetail completed full integration with Thumbtack in January 2022.

Provides Zonetail with an immediate market network by offering a high-value service option of ~5,000 services via one platform.

Provides Zonetail with strong partner to penetrate U.S. market.

Millions of U.S. users use Thumbtack for home services.





# Strategic Partnership with MealMe

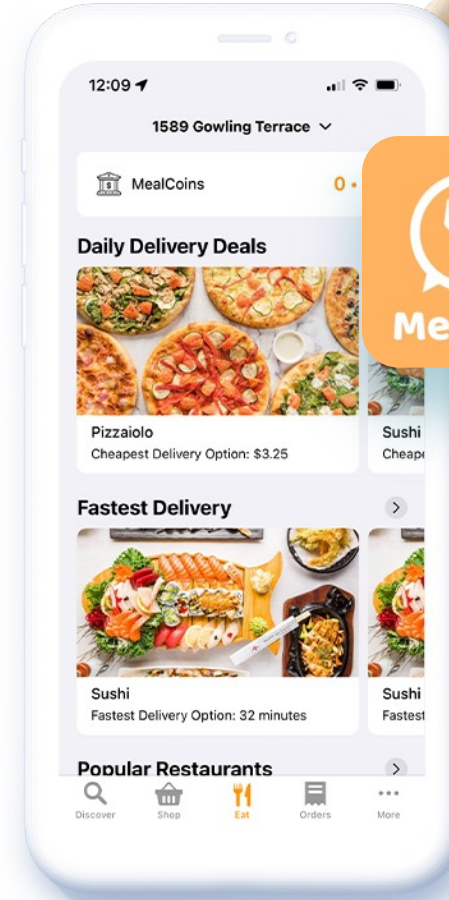
## Building the Market Network

MealMe allows users of the Zonetail mobile application to purchase over 300,000,000 food, beverages, and household items from over 1,000,000 local restaurants, grocery and retail stores directly within the Zonetail application. When users make a purchase, they can either choose pickup or less than one hour delivery.

Integrating the MealMe API will allow Zonetail to significantly enhance its transactional revenue stream in addition to their advertising and payment processing revenue streams.

"This partnership with MealMe enables Zonetail to monetize every time a resident purchases food, beverages, or household items for their unit. MealMe has the potential to significantly increase our revenue potential for the years to come."

— Errol Farr, CFO of Zonetail



# Strategic Partnership with MRI Software

## Building the Market Network

MRI Software is one of the largest property management software companies in North America, with over 20 million units in their portfolio. MRI plans to leverage their 130 sales reps to upsell the Zonetail fully integrated platform to their existing property management clients and new prospects, for a fee per door, per month.

The advantages to the PMCs are sizable in reducing operating costs, significantly improving management communications to their tenants, and improving their bottom line.

The 5% net revenue share from the marketplace, can offset any costs the PMCs absorb.

Zonetail is to receive 75% of the fee generating revenue directly from the PMCs in addition to the revenue from the marketplace





# Strategic Partnership with Fortis

## Building the Market Network

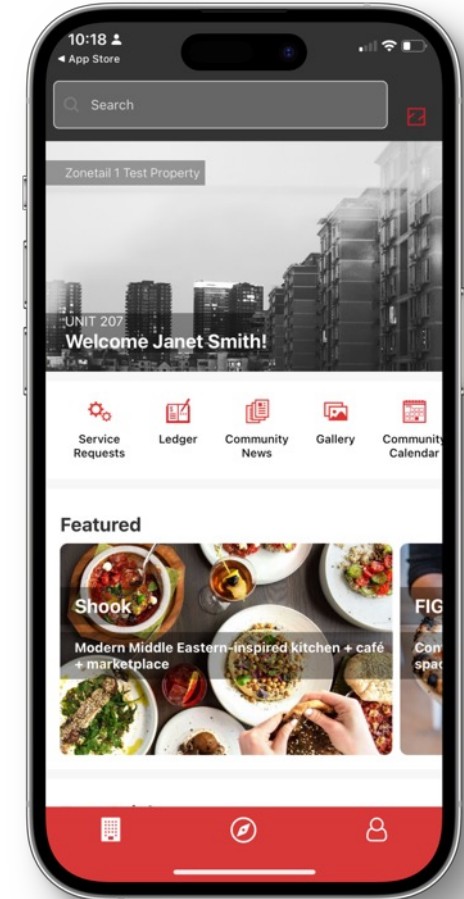
Fortis payments platform strengthens the relationship between software and user by enabling commerce that creates seamless exchanges and transactions and provides enriched data and expandable experiences.

Zonetail will generate revenue from every resident paying their monthly rent or monthly maintenance dues who live in participating buildings. With a 50/50 revenue share with Fortis, on average Zonetail will generate \$1.00 in revenue from every \$1,000 of rent processed. This partnership results in an ongoing revenue stream for both Fortis and Zonetail.

Upcoming developments also include payment processing for the Zonetail marketplace, which will allow users to purchase products or services from merchants through the Zonetail platform.

"The Fortis and Zonetail partnership is shaping up to be a game changer in the residential industry. The integration of Fortis' payments platform into Zonetail's robust solution will give more power to the property manager and increase ease of use for the customer."

– Jimmy Nafso, President of Fortis





## Already at Scale in a Second Vertical / Hotel Segment



Established presence in hotel market segment through agreement with Asian American Hotel Owners Association (AAHOA).

Largest association of hotels in the world with ~35,000 hotels in the continental US.

AAHOA owns ~65% of U.S. hotel market.



Zonetail Board member, Chip Rogers, President and CEO of American Hotel and Lodging Association, provides strategic advantage in this market segment.

Post pandemic travel impacts, we plan to bring this massive market to bear.



## Experienced Management Team



**Mark Holmes**  
Co-Founder and CEO

Over 25-years experience in marketing, including leading Zonetail management through its growth including five successful rounds of financing totaling approximately \$10M.



**Errol Farr**  
CFO

Mr. Farr is a seasoned financial professional with over 35 years of experience in financial management and reporting, operations, business optimization and strategy development.



**Grant Rickhoff**  
CTO

With more than 20 years of Real Estate Technology experience, Grant has held leadership roles with and consulted for start-ups to large companies on strategic direction, process optimization and redesign, and full-scale product development.



**Brian Davies**  
EVP, Sales & Strategic Partnerships

Significant experience through his 20-year career with IBM, most recently as senior executive of IBM Software Group, managing sales and tech teams, as well as growth through acquisitions.



## Board of Directors



**Paul Scott** (Zonetail's largest shareholder)  
Chairman of Zonetail,  
CEO KorvaLabs, Inc.



**Geoffrey Gelb** (largest Yardi consulting firm)  
President FitechGelb



**Mark Holmes**  
Founder, President and CEO



**Errol Farr**  
CFO/COO



**Chip Rogers**  
CEO & President of American  
Hotel and Lodging Association



**David Oliver**  
Founder, Strategic Hospitality Services Inc. (former  
VP Carlson Rezidor)





## Investment Highlights



Market leader in growing, underserved high-rise vertical



Proprietary market network technology enables robust customer engagement with low-cost and high-margins.



Partnered with internationally recognized companies including Yardi, AT&T, Rogers, Thumbtack and AAHOA for growth and diversified offerings.



Seasoned management team with real estate, technology and capital markets expertise.





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mark@zonetail.com

