



Corporate Presentation

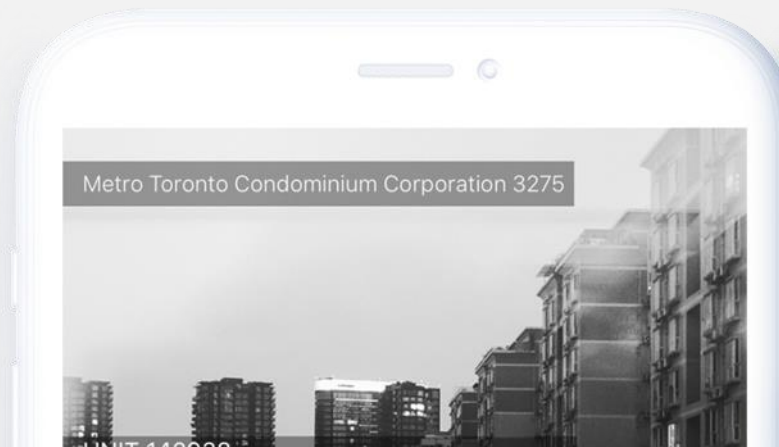
The Search Engine to Optimize your Home





“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 ALOBELLI**, 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

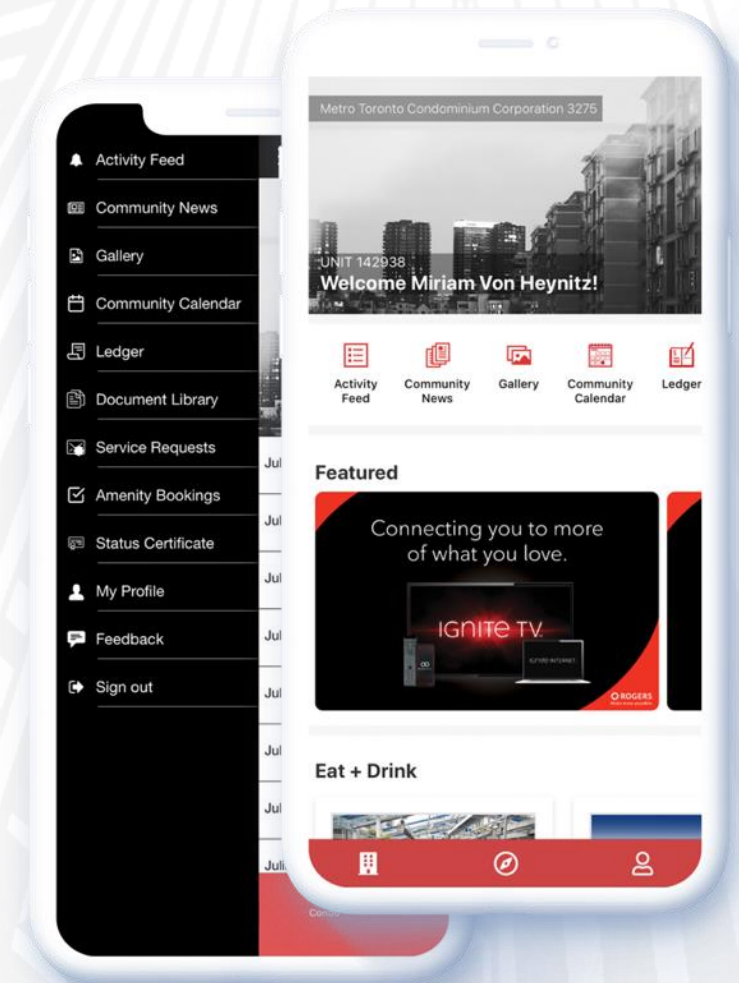
Zonetail is a mobile platform that enables high-rise residents to better manage their homes by connecting people to products, amenities and services.

Market Data

Shares Outstanding: 193,838,134
Stock Options: 16,490,000

Management and Directors: 16.59%

Warrants: Nil
TSXV: ZONE
OTCQB: ZTLLF

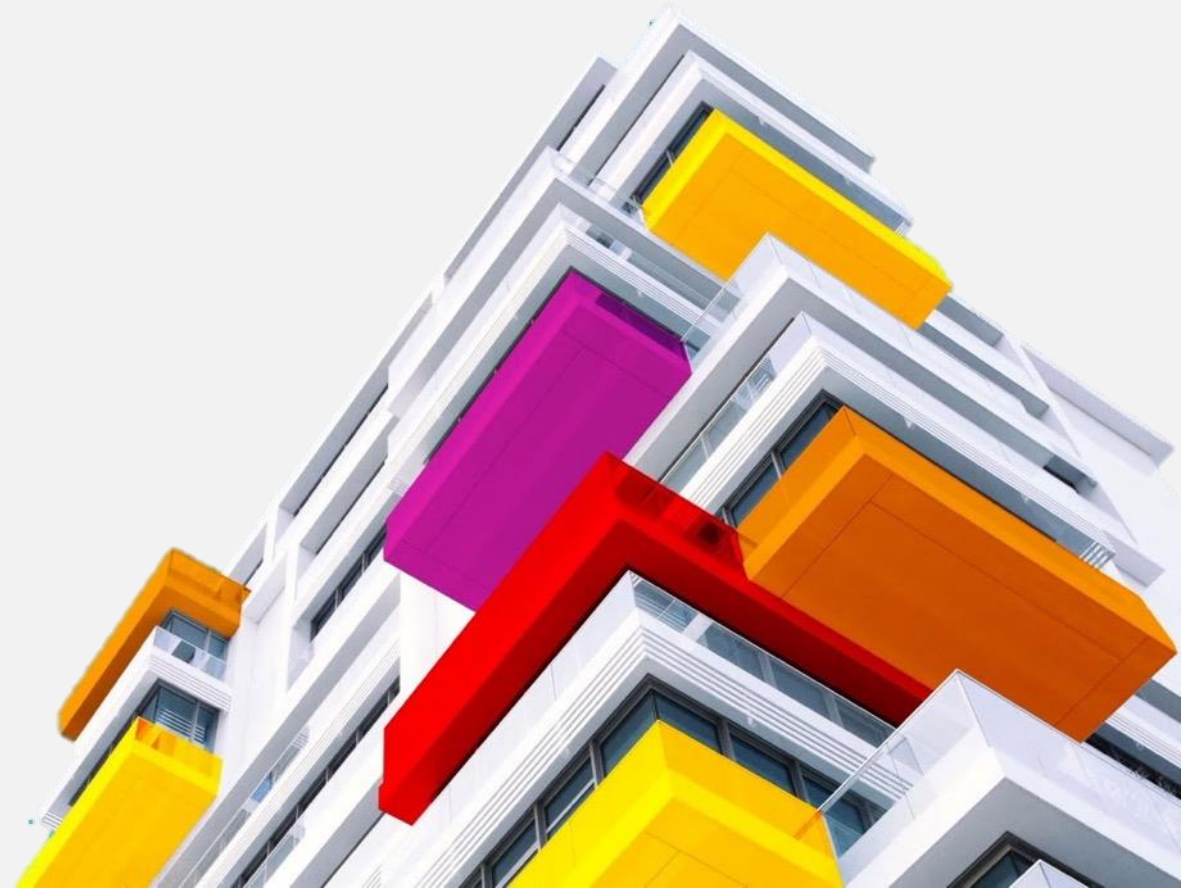


Our Mission

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 Market¹

~26%

~90,000



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 ~90,000 households and is in the process of onboarding ~30,000 more.
- Pipeline continues to grow - Zonetail in discussions with dozens of new property management prospects representing an additional 500,000 households.
- Once Zonetail's userbase reaches its' critical size, Zonetail scale can be fully automated and lead to exponential revenue growth.
- All key company metrics continue to increase (ex. engaged Property Management Companies (PMCs), active users, platform downloads, etc.).

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



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



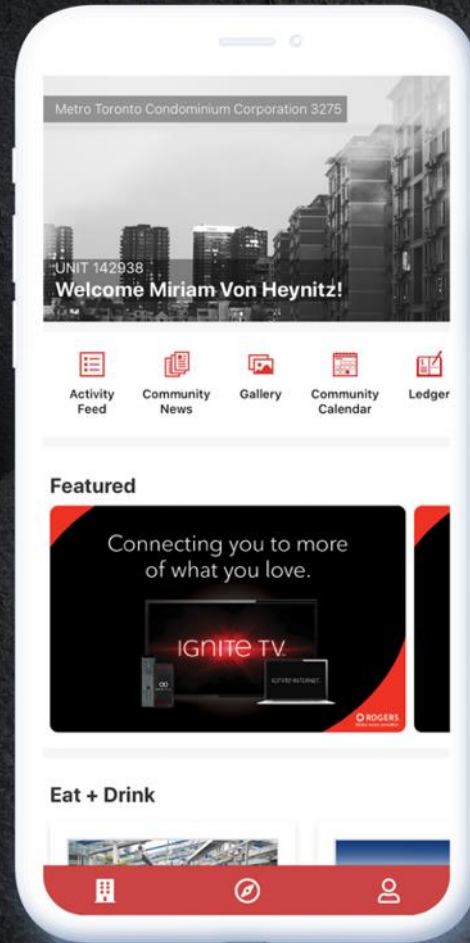
Maintenance requests



Resident services and amenities



Document management



Marketplace



Community news
and activity feeds



Privacy and security



Emergency alert system

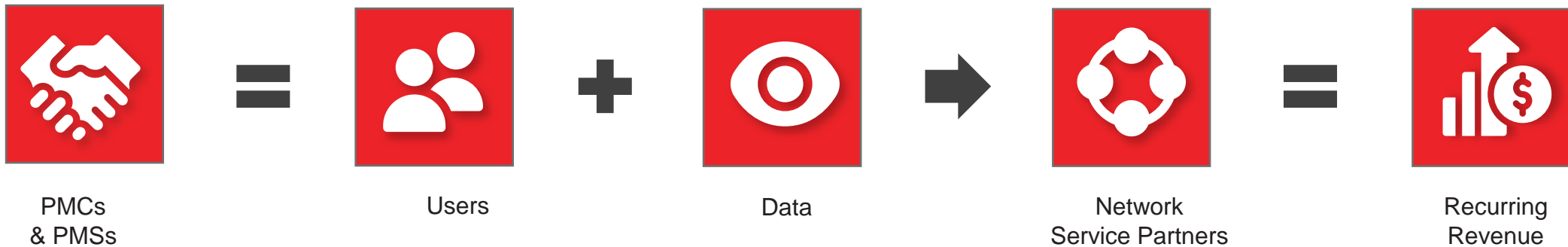


Access the neighbourhood



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.



Negotiations ongoing with two key PMS providers:





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



November 2021

Signed Thumbtack accessing
thousands of services



December 2021

Signed AT&T accessing
millions of US High-Rises



January 2022

Signed Bellhop for
Moving Services

APOLLO

January 2022

Signed Apollo for
Insurance Services

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



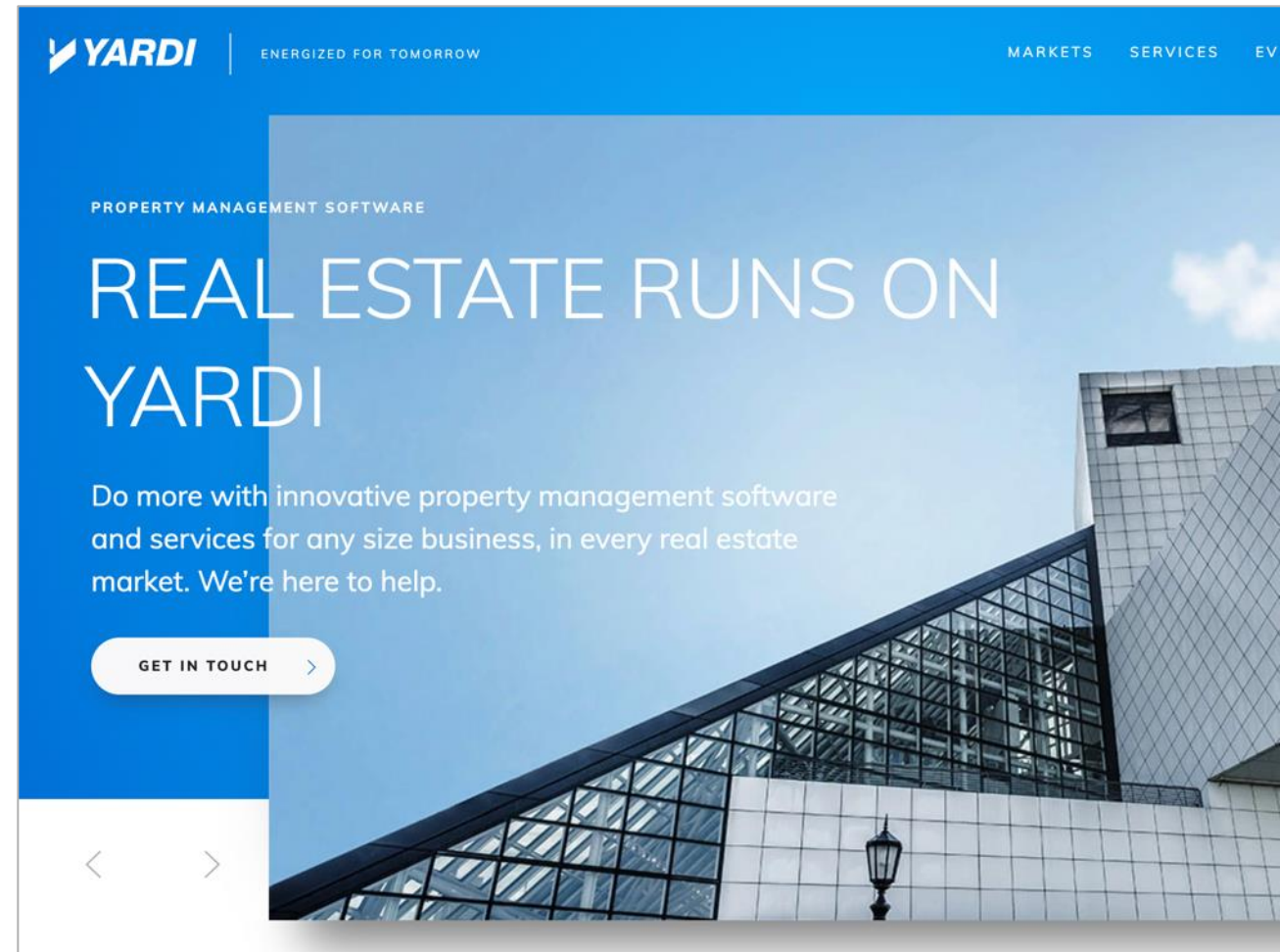
The Yardi Advantage

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





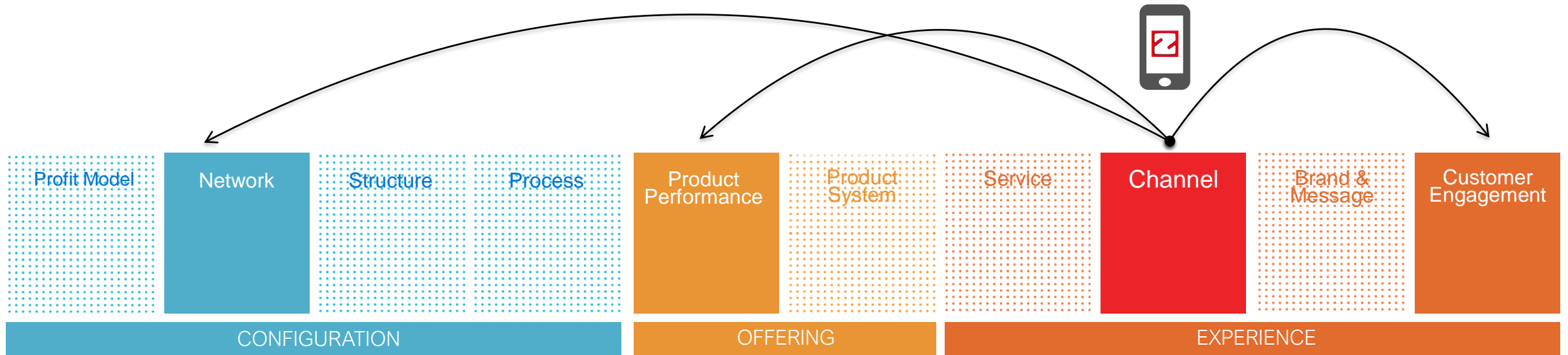
How We Make Money

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



Distinct Market and Channel Advantage



The high-rise mobile platform is the key to Zonetail's distinct market and channel advantage. It is a market network and the place where all innovation emanates.



The Power of a Market Network:

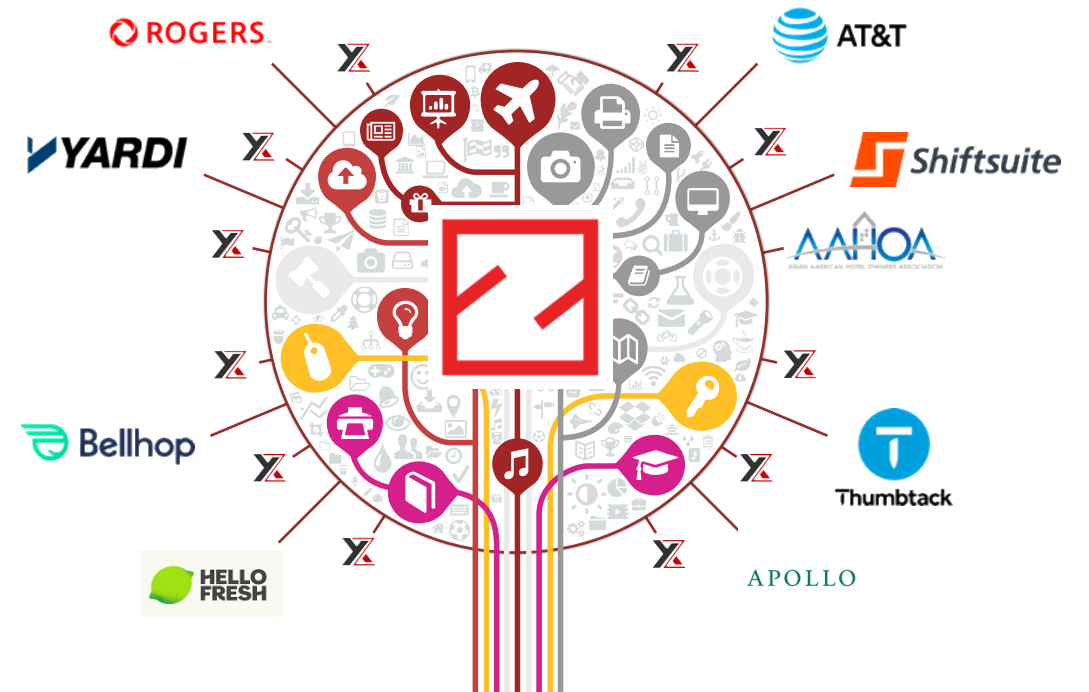
A Win-Win Scenario

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.

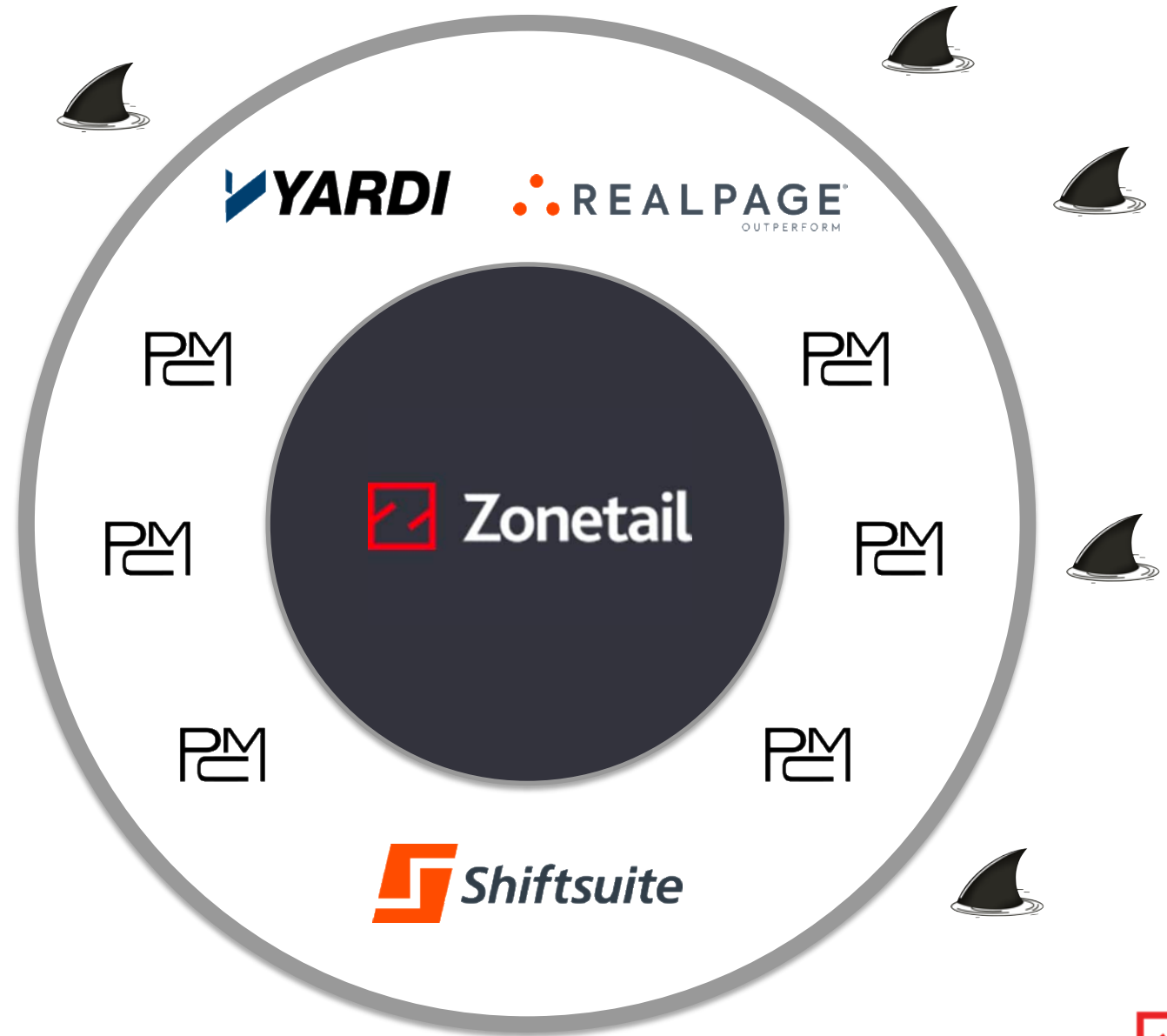
Platform allows companies to access residents directly and more efficiently.



Zonetail becomes the search engine to optimize your home

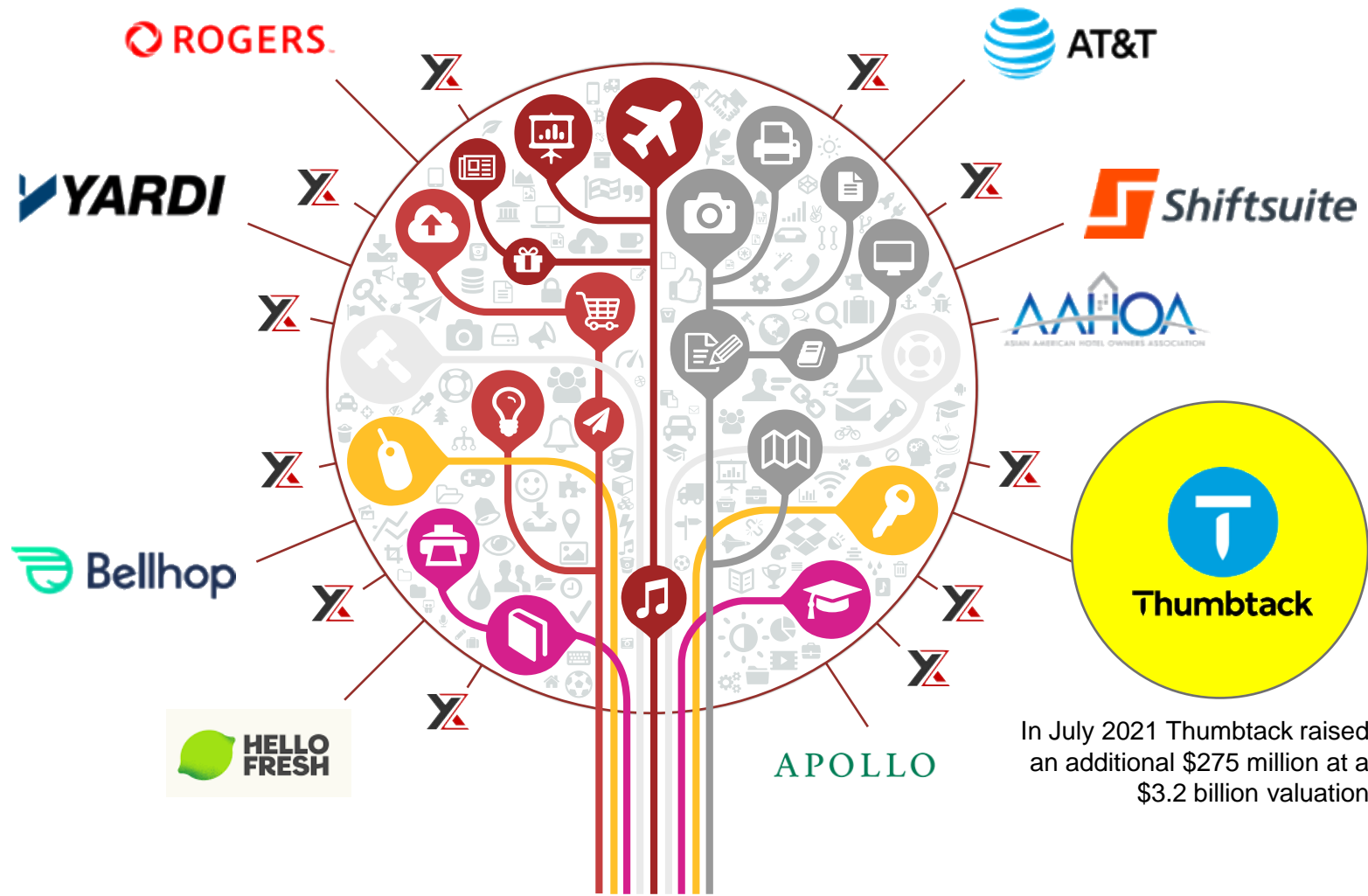
Channel

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

Building the platform



The List

1. Moving
2. Internet/Telecoms
3. Cleaners
4. Maintenance/Repairs
5. Insurance
6. Financial (Banks, credit cards, mortgages, etc.)
7. Home improvement/renovations
8. Food delivery
9. Restaurants
10. Grocery/meal kits
11. Big Pharma
12. Retail Shopping
13. Automotive
14. Travel (Airlines, hotels, attractions)
15. Health/beauty
16. Online shopping and apps
17. Cannabis
18. Media (TV, streaming networks, news)
19. Retail products (ie. Procter & Gamble)
20. Entertainment (concerts, sporting events, amusement)
21. Technology and electronics
22. Real estate
23. Lawyers/accountants/tax accountants.
24. Security

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 every does go wrong - you're covered.



Home Services

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



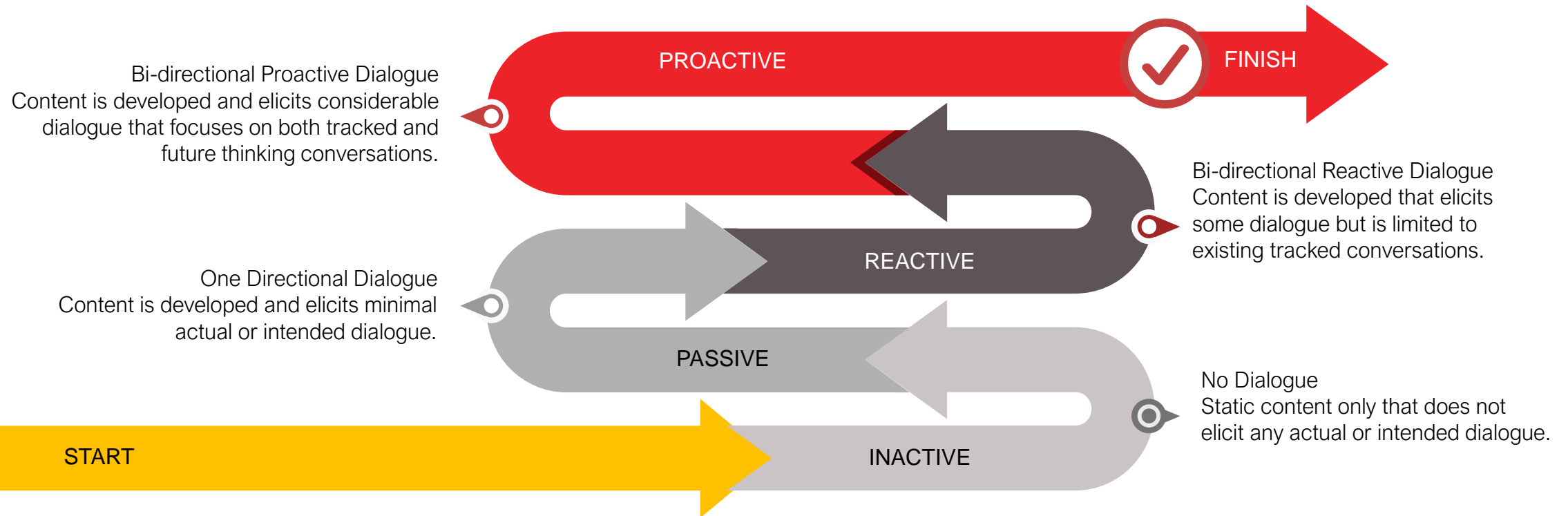
Go-to Locals

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



Content Engagement & Performance Marketing

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

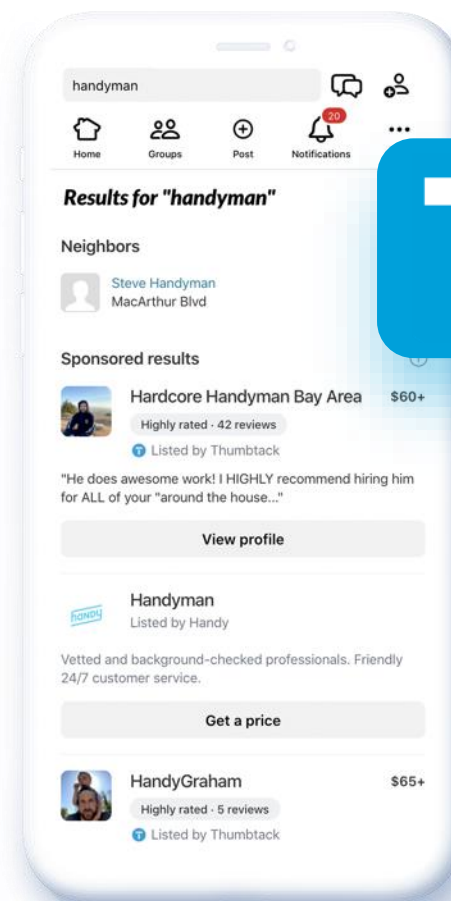
Thumbtack is a modern home management platform enabling residents to book a variety of home services (e.g. TV mounting, house cleaning, moving, etc.).

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.

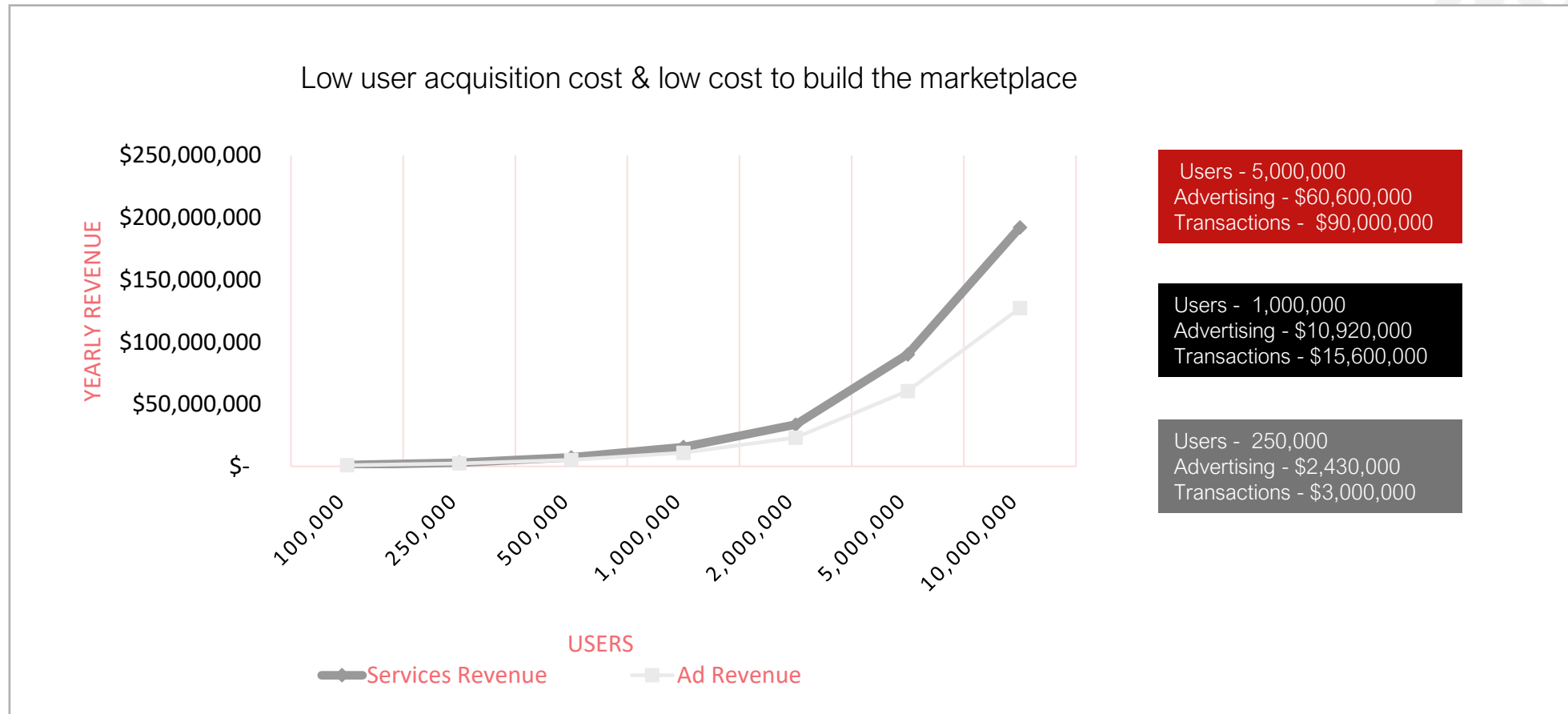
Provides Zonetail with strong partner to penetrate U.S. market.

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



Highly Scalable Model


Yardi Rollout and beyond – A highly scalable model



Revenue per active user – current model - transactions, \$0.89 – advertising, \$0.76 – total \$1.65⁽ⁱ⁾ growing to - transactions, \$1.60 – advertising, \$1.06 – total \$2.66.⁽ⁱⁱ⁾
Comparable – Nextdoor Q3 2021 – revenues \$53m, active users 33m, revenue per active user - \$1.61.⁽ⁱ⁾ based on current partners⁽ⁱⁱ⁾ this table is for illustrative purposes and not meant as guidance



Market Comparable

	# of Users	Market Value of Users
Current State	20,000 (February 2022 signed Realstar – 20,000 new users and 22,000 units)*	\$6,823,000 (\$13,646,000)
Potential Future State	300,000	\$102,344,000
Potential Future State	1,000,000	\$341,146,000



Nextdoor has scaled within the 'home market', providing community-based forums and local advertising, loosely organized by postal and zip codes.

Market Capitalization of ~US\$3 billion.

Market value of users is the present value of the 90-day LTV (\$13.88) over 10 years at 10% discount x # of users. SOURCE - 90 day LTV from Appsflyer "Lifetime Value. The Cornerstone of App Marketing" - 2018 LTV Benchmarks, page 27
 *Realstar uses Yardi's RENTCafe and has approx. 90% downloads, effectively doubling Zonetail's current user base.



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.



David Arbuthnot
CTO

With more than 25 years of experience across a variety of industries, David has held product, technology and innovation leadership roles with a variety of companies including Wawanesa Insurance, IMS Technologies, KPMG Consulting and Procter & Gamble.



James Jenkins
Executive VP, U.S. Markets

James joins Zonetail with over 20 years of experience in business development, leadership and sales. Previously James was the senior VP of Business Development for AAHOA.



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)

Board of Directors Fully Aligned with Shareholder Interests



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.



Contact Mark Holmes, 416.994.5399 // mark@zonetail.com

