

A copy of a preliminary short form prospectus has been filed with the securities regulatory authorities in each of the provinces of Canada, except Quebec, but has not yet become final for the purpose of the sale of securities. Information contained in the preliminary short form prospectus may not be complete and may have to be amended. The securities may not be sold until a receipt for the short form prospectus is obtained from the securities regulatory authorities. No securities regulatory authority has expressed an opinion about the securities and it is an offence to claim otherwise. The short form prospectus constitutes a public offering of these securities only in those jurisdictions where they may be lawfully offered for sale and only by persons permitted to sell these securities in those jurisdictions.



The New Face of Retail Media

TSXV: INEO OTCQB: INEOF

Investor Presentation

October 27, 2022

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This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary short form prospectus, the final short form prospectus and any amendment, including the documents incorporated by reference therein, for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

Forward-Looking Information

This presentation contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Forward-looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions. Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of the management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with: the retail sector in general; the adoption of our products and services by our customers; the ability to protect and defend our intellectual property; the success of our partnership with Prosegur; our ability to service our customers on a timely basis; competition; that future results may vary from historical results; the availability and effective integration and operation of management information systems and other technologies; ability to mitigate against cyber security risks; ability to access sufficient capital from internal and external sources; changes in legislation, including but not limited to tax laws; and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this presentation. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this presentation are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events, or otherwise. The forward-looking statements or information contained in this presentation are expressly qualified by this cautionary statement.

Although we base the forward-looking statements contained in this presentation on assumptions that we believe are reasonable, we caution you that actual results and developments (including our financial performance, financial condition and liquidity, and the development of the industry in which we operate) may differ materially from those made in or suggested by the forward-looking statements contained in this presentation.

Despite a careful process to prepare and review the forward-looking statements, there can be no assurance that the underlying opinions, estimates, and assumptions will prove to be correct. By their nature, forward looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. We believe that these risks and uncertainties include, but are not limited to, those described in the “Risk Factors” section of the Preliminary Prospectus.

The risk factors contained in the Preliminary Prospectus should not be construed as exhaustive and should be read with the other cautionary statements in the Preliminary Prospectus. Although we have attempted to identify important risk factors, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results and developments to differ materially from those made in or suggested by the forward-looking statements contained in the Preliminary Prospectus or this presentation. If any of these risks materialize, or if any of the above assumptions underlying forward looking statements prove incorrect, actual results and developments may differ materially from those made in or suggested by the forward-looking statements contained in the Preliminary Prospectus or this presentation. Given these risks and uncertainties, you are cautioned not to place undue reliance on these forward-looking statements.

Any forward-looking statement in this presentation is made as of the date of the Preliminary Prospectus, and, except as required by law, we undertake no obligation to update any forward-looking statements or to publicly announce the results of any revisions to any of those statements to reflect future events or developments. Comparisons of results for current and any prior periods are not intended to express any future trends or indications of future performance, unless specifically expressed as such, and should only be viewed as historical data.

Future-Oriented Financial Information

To the extent any forward-looking statements in this Presentation may constitute future-oriented financial information or financial outlooks within the meaning of securities laws, such information is being provided to demonstrate the potential financial performance of INEO and readers are cautioned that this information may not be appropriate for and should not be used for any other purpose and that they should not place undue reliance on such future-oriented financial information and financial outlooks. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above under "Forward-Looking Statements".

United States Securities Laws

The securities being offered have not been, nor will they be, registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), or applicable state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or U.S. person absent registration or an applicable exemption from the registration requirements. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful. “United States” and “U.S. person” shall have the meanings assigned to them in Regulation S under the U.S. Securities Act.

Market and Industry Data

This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third-party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. The Company does not make any representation as to the accuracy of such information.

INEO provides retailers with targeted digital advertising and customer analytics solutions integrated with anti-theft protection systems



Corporate Profile

Head Office: Surrey, BC

Founded: 2016

Employees: 27

Management: Kyle Hall, CEO

Greg Watkin, Founder and Chairman

Capital Raised: \$7.0M in March 2021

\$2.8M in January 2020



INEO

Welcoming System



- **Significant Growth Opportunity**
 - Expanding sales pipeline
 - Currently rolling out in contracted retail chains across the US and Canada
 - Pilot installations in major retailers across North America
- **Prosegur Partnership**
 - Global manufacturing and distribution partnership with multi-national security company
- **Scalable SaaS Revenue**
 - High margin, scalable SaaS based advertising and analytics revenue
- **Patented Technology**
 - Unique and patented *Welcoming System* provides advertising and analytics to the retail loss prevention industry
- **Strong Management**
 - Experienced management team with an established track record

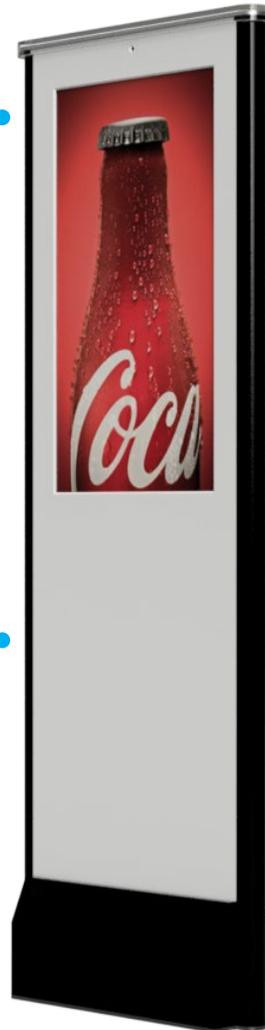
Welcome customers with a modern, brand positive experience

Digital Signage

Deliver customers a Brand Positive image with the first thing they see when they enter the store.

Loss Prevention

Integrated Loss Prevention with video capture of alarm events and real time notifications to mobile devices.

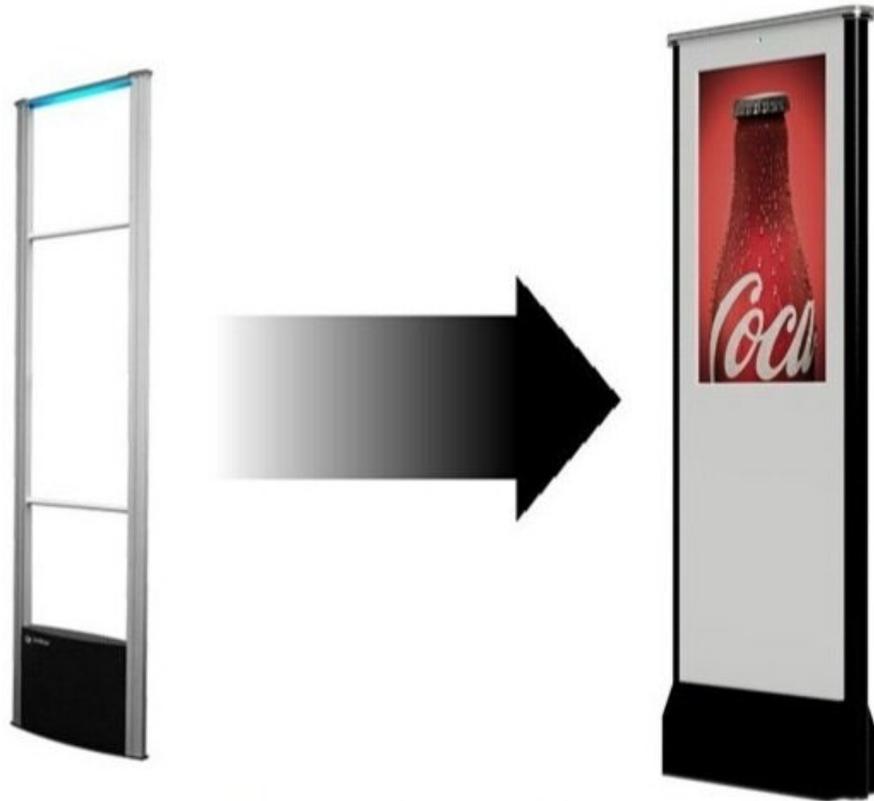


Artificial Intelligence

Utilizes cutting-edge neural net technology to give hyper accurate customer counts plus can deliver optional demographic info such as age, gender and CSAT score.

Cloud Dashboard

View traffic count, alarm events, health of the system and more from your desktop or mobile phone.



Loss Prevention Digital Signage
Data Analytics

- Industry leading tag/label detection
- Replaces footprint of existing sensors
- Real time security alarm notifications
- Provides video capture and search functionality
- Remote maintenance
- Solid range
- Filtering minimizes false positive alarms
- Compatible with existing security tags and labels





18-35 Male Customer Segment



Under 18 Female Customer Segment



Retired 65+ Customer Segment

Know Your Customers better with help from INEO Intelligent Data Analytics

INEO Generates Data by Location

- Gender
- Age
- Local Weather

Use this Data to:

- Measure Conversion rates over various time periods
- Combine store traffic data with other data sets to tease out unique insights
- Benchmark traffic and the demographics of that traffic
- Learn when and where the traffic comes from
- Compare demographics between locations

INEO's products communicate with one another to form a Retail Media Network



INEO Welcoming Pedestal



INEO GATE Pedestal



INEO Media Player



INEO DUO Welcoming System

- INEO signed a distribution agreement with Prosegur in November 2021
- Prosegur is a multi-national security company headquartered in Madrid, Spain
- Prosegur has large retailer chain customers in North America, Europe and Latin America
- Prosegur will be responsible for financing, manufacturing, installation, and maintenance of INEO's *Welcoming Systems* for distribution to their customers
- Prosegur agrees to defend INEO's patents

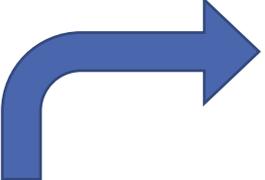
INEO is a SaaS company responsible for ad delivery, managing the network and providing analytics

Brands & Advertisers

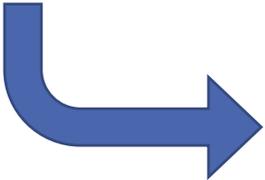


Media Channel or Direct to Retailer

Retailer



INEO



Prosegur



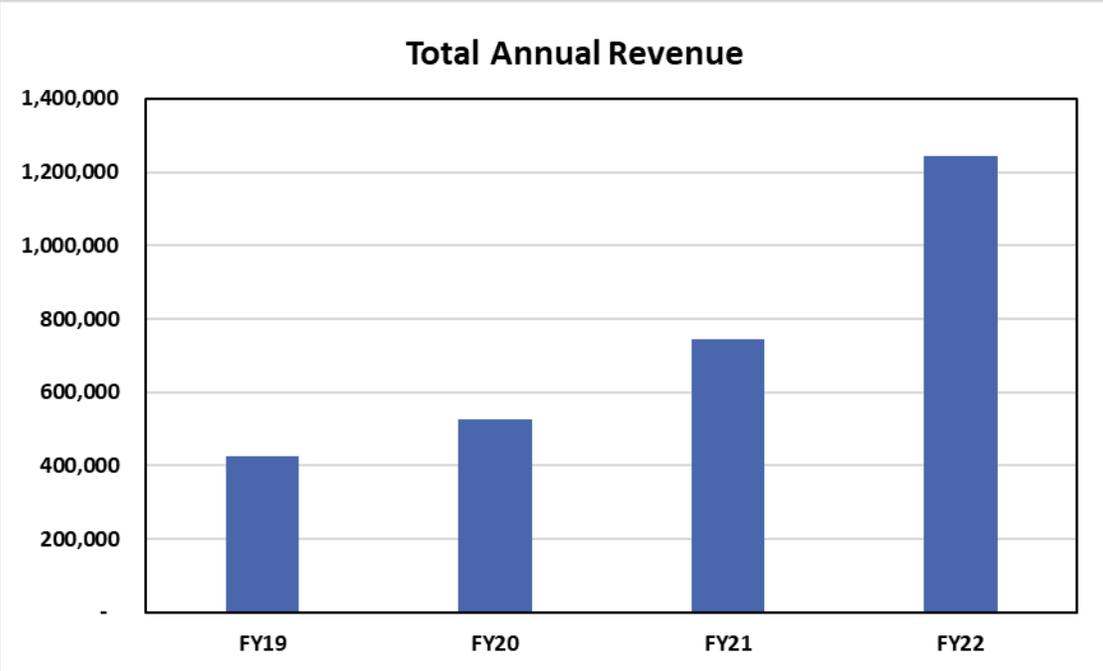
INEO

DIRECT SALES

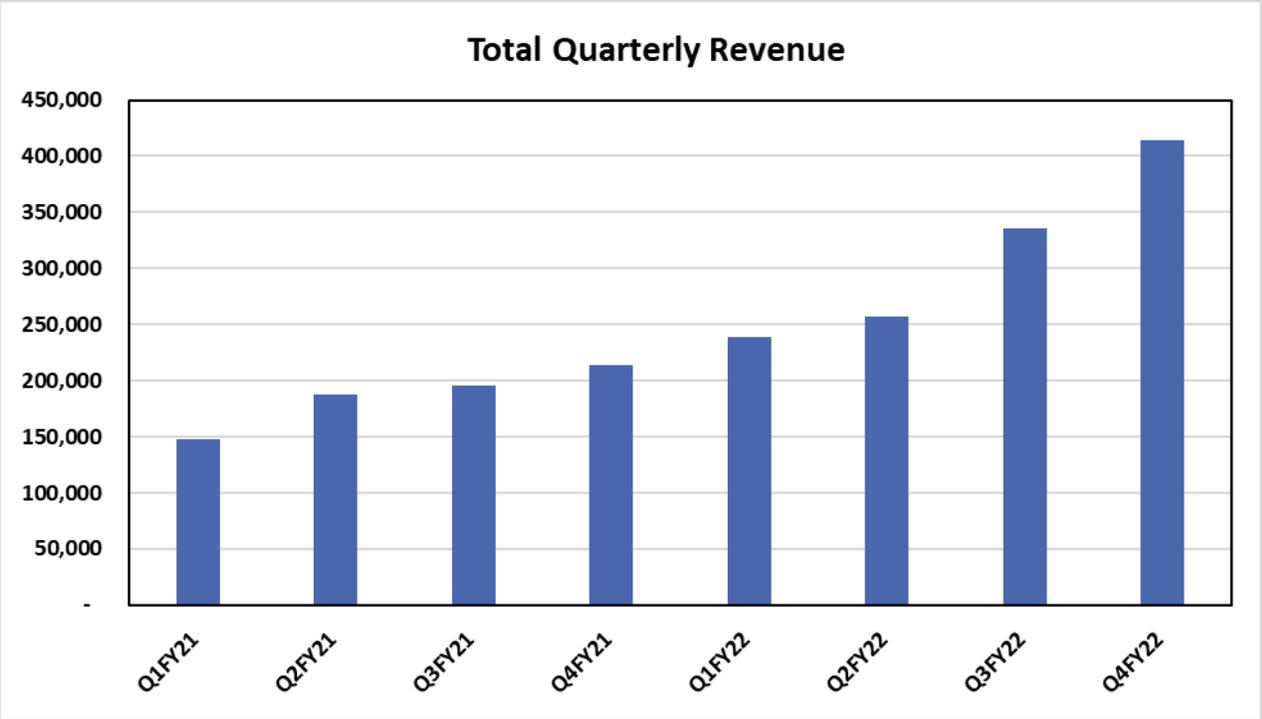
- INEO receives **\$500 to \$1,000/month** per location
- INEO manufactures and installs

PROSEGUR CHANNEL

- INEO receives **\$300 to \$500/month** per location
- Prosegur manufactures and installs



Fiscal year end June 30





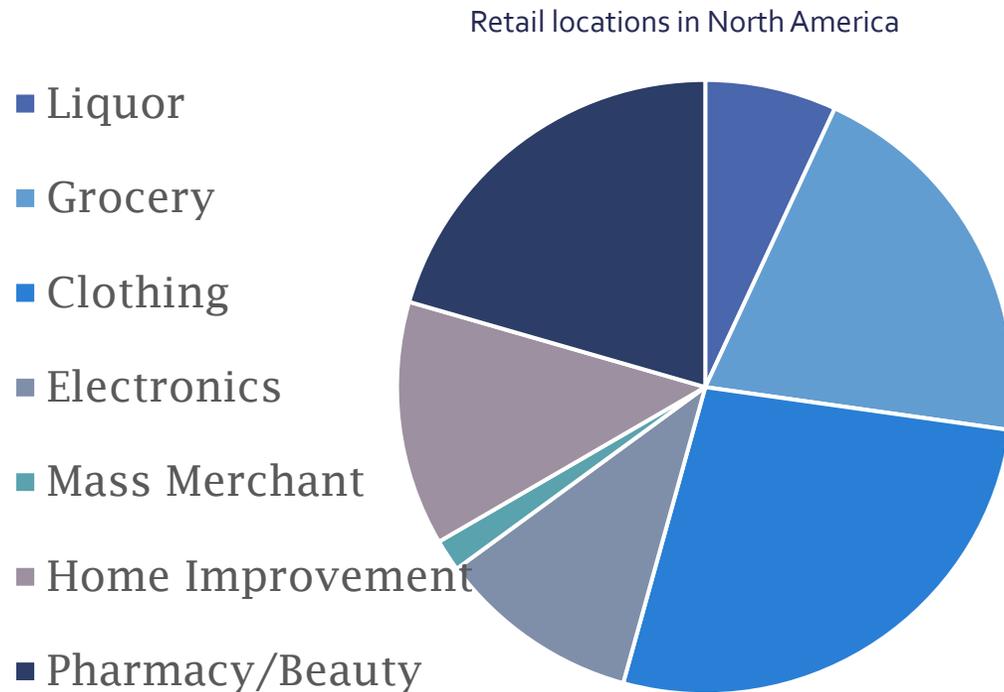
➤ INEO's Surrey, BC facility

- Current production capacity of 75 Welcoming Pedestals per month
- Potential production capacity of 150 units per month

➤ Prosegur manufacturing facility in Czech Republic online in Q1-2022

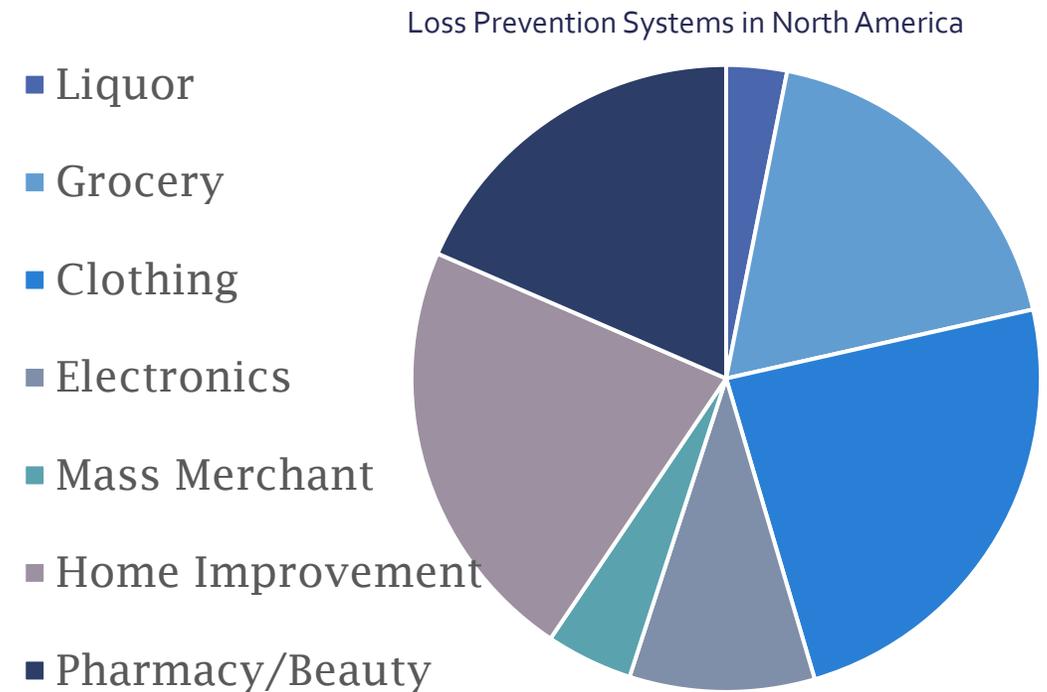
- Initial production capacity of approx. 400 units per month.
- Potential production capacity of over 1,000 units per month

- 528,000 retail locations in North America



Source: Census.gov 2016 & Statcan.gc.ca 2016

- 2.38 million individual loss prevention pedestal scanners in North America



Source: Census.gov 2016 & Statcan.gc.ca 2016

Greg Watkin – Founder, Chairman and President

- COO, CTO and CMO of Epic Data, previously a TSX-listed company
- President of CSRS - registry services technology sold to Davis+Henderson

Kyle Hall - CEO

- CEO of PNI Media, previously a TSX-listed company sold to STAPLES whose SaaS based customers included Walmart, Costco, Tesco, CVS, Walgreens, Rite Aid
- VP and GM of PNI Media division at STAPLES for two years post sale

Steve Matyas – Board Director

- Former CEO of STAPLES Retail, President STAPLES Canada, President of the Retail Council of Canada

Serge Gattesco – Board Director

- Former National Managing Partner at PwC Canada for Strategy and Operations, Audit and Assurance

Dave Jaworski – Board Director

- Principal Program Manager for Microsoft Teams, first ever recipient of Bill Gates' Chairman Award of Excellence

Currently 27 person team including CFO, Senior Data Analytics Architect, Senior Developers, Sales Director

| CAP-TABLE – as of June 30, 2022 | |
|---------------------------------|--------|
| Basic Shares | 60.19M |
| Warrants | 11.21M |
| Employee Options | 4.43M |
| Fully Diluted Shares | 75.83M |

| | |
|--------------------------------|---------|
| Share Price – October 24, 2022 | \$0.14 |
| Market Capitalization (Basic) | \$8.45M |

Management, Board and Employee ownership ~ 30% basic
 Weighted Average option exercise price ~\$0.27
 Weighted Average Warrant exercise price ~\$0.52

TSXV: INEO

OTCQB: INEOF





Welcoming System

INEO Welcoming System provides brands and retailers with location-based advertising and analytics to customers with purchasing intent at the entrance of retail locations

- Patented technology solves complexity of integrating loss prevention sensors with digital signage
- Currently rolling out systems to contracted retail chains in the US and Canada
- Pilot installations with major retailers position company for future growth
- Scalable SaaS based advertising and analytics model
- Experienced management team with previous successful exits

Thanks!

The logo for INEO, featuring the letters 'INEO' in a bold, sans-serif font. The letter 'E' is stylized with three horizontal bars, and the 'O' is a solid circle.

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