

COMPANY
PRESENTATION



CAUTIONARY STATEMENT

The following document contains certain forward-looking statements and forward-looking information, which is based on hypothetical data, which includes current expectations, estimates, projections, assumptions and beliefs. By their nature, forward-looking statements and hypothetical data is subject to a number risks and uncertainties, because they relate to future events and circumstances and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements. Additional disclosure information regarding the forward-looking statements mythology, assumptions and risks is available for review. These forward-looking statements may be identified by words such as “believes”, “expects”, “anticipates”, “projects”, “projected”, “pro forma”, “intends”, “forecasted”, “forecast”, “assumed”, “should”, “continue”, “seeks”, “may”, “will”, “estimates”, “estimated”, “future”, “could”, “probably” or similar words or expressions or by discussion of strategy, goals, plans, intentions or projections of revenues, earnings, segment performance, cash flows, contract awards, market size, industry trends, expenses and future financing.

It is believed that the expectations reflected in the forward-looking statements and forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct, and such forward-looking statements and information should not be unduly relied upon, because the actual future results may differ materially from the plans, goals, and expectations set forth in such forward-looking statements. The forward-looking information and statements are only as of the date they are made. All subsequent written and oral forward-looking statements made are qualified by the cautionary statements in this section. There is no undertaking or assumption of any obligation to update or revise any of the included forward-looking statements or information, whether as a result of new information, changes in expectations or circumstances, future events or otherwise.



COMPANY OVERVIEW

As an innovation leader, **TrustBIX Inc (TSXV: TBIX)** provides chain-of-custody solutions that allow food processors, retailers, and consumers to have confidence that the claims made around important food attributes are true.

TrustBIX's vision is a world where we trust more, waste less, and reward sustainable behaviour, and we deliver on this vision through a business model that combines hardware, professional services and software solutions, from Gate to Plate ®.

Our BIX cloud-based software platform supports our Strategic Sourcing line of business, which delivered the world's first sustainably-raised beef sourcing option for Cargill and their customer McDonald's Canada, and continues to provide commercial value in their supply chain.

Our novel approach encourages data sharing in exchange for financial incentives, and our track record in the beef industry in Canada positions us for growth in other agri-food sectors and around the world.

ViewTrak Technologies Inc., a wholly-owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes.

COMPETITIVE ADVANTAGE

01

Proven track record

TrustBIX provides information services via the BIX platform to Cargill as part of their ongoing sustainable-sourcing program for their customers like McDonald's Canada. Because of this program, Canada is the world's first country to have a certified sustainable beef supply chain. Learn more at <https://www.cattle.ca/market-access/canadian-beef-advantage/bixs/>

02

Large Customer Base in North America and China

The BIX platform has over 1,500 producers registered and who track cattle as part of Strategic Sourcing through Cargill for McDonald's Canada and other restaurants. Since 2014, over 6 million animals worth an estimated \$21 billion at retail have been tracked in the system.

Through our subsidiary ViewTrak Technologies Inc, we have hundreds of other customers using our software in their cattle feedlot and auction market operations, and estimate we have an 80% and 30% share respectively in the Canadian and US Live Cattle Auction Market software automation space. Through our Pork Probes business, we have customers in Canada, Mexico, and China, including the WH Group, the world's largest pork processor. Millions of pig carcasses have been quality graded using our probes.

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COMPETITIVE ADVANTAGE

03

Innovation Leadership

TrustBIX is a core (and founding) partner of the Canadian Agri-Food Automation and Intelligence Network (CAAIN) <https://caain.albertainnovates.ca/>

Through the CAAIN network, TrustBIX is able to collaborate with dozens of small and multinational companies as well as academic institutions to expand into other food sectors and scale up its existing solutions with local and international partners. Our internal R&D efforts are positioning us with strong knowledge of blockchain and machine learning techniques.

04

Strong Management Team and Board

Our Management Team has significant experience with start-up, scale-up and exit of technology companies across multiple industries in North America, Europe, and Asia. The Board has a strong mix of entrepreneurial, scale-up, and public company experience in the agri-food, banking, and oil and gas industries.

BUSINESS MODEL

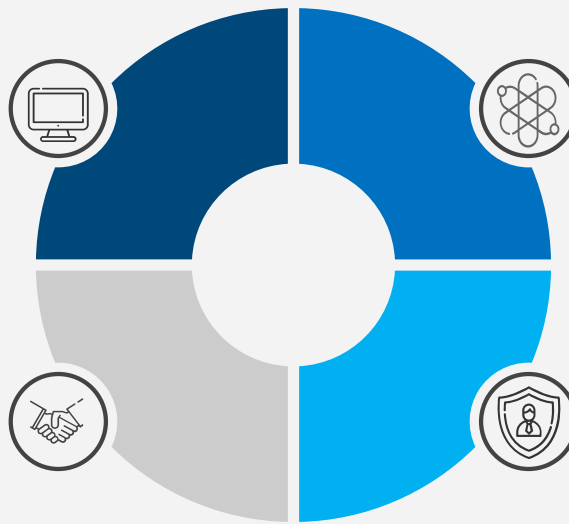
TrustBIX's business model derives revenue from solutions that consist of four elements

Hardware

TrustBIX has proprietary hardware (carcass grading probes) and also specifies third-party computer or IoT hardware as part of its solutions to generate one-time revenue

Professional services

TrustBIX has expertise in project management, business analysis, and change management to help transition customers to effective use of our products. This also generates one-time revenue for TrustBIX



Software

TrustBIX has a mix of on-premises and cloud-based SaaS solutions that generate both one-time and recurring M&S or SaaS-based revenue

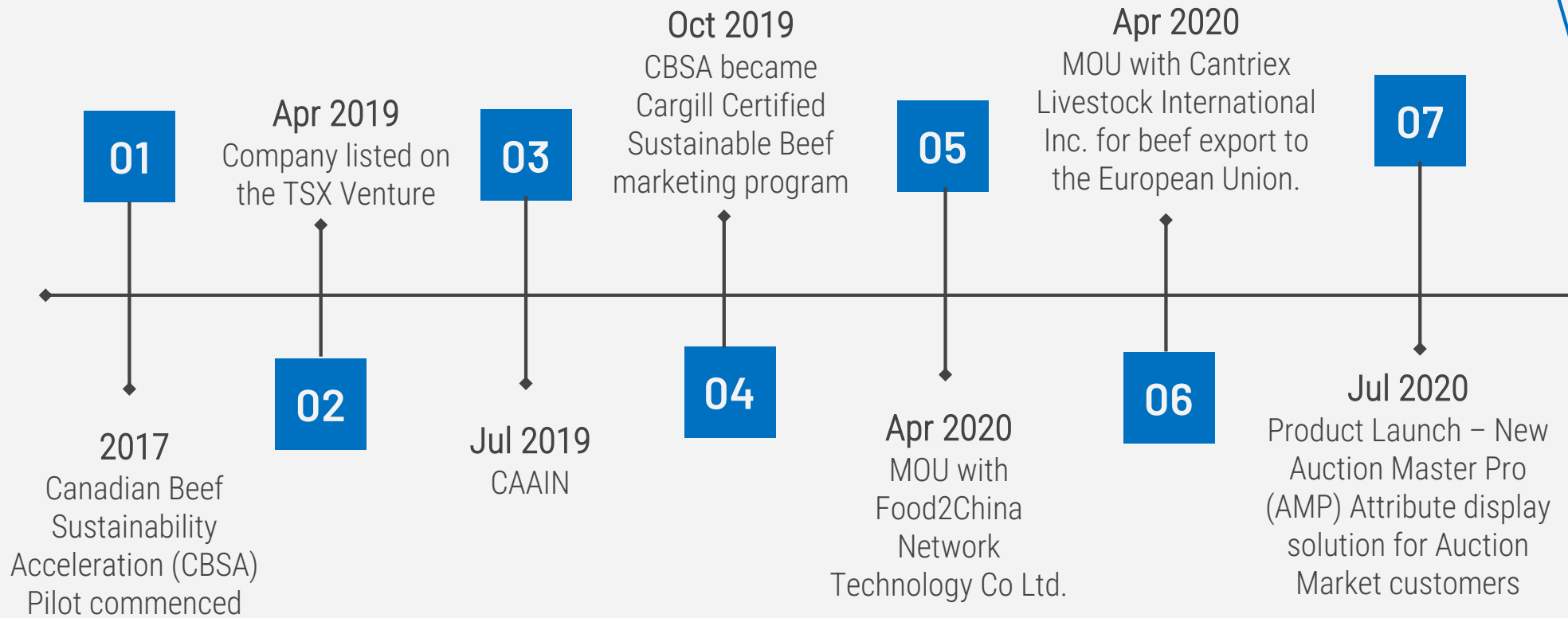
Information services

FUTURE. TrustBIX collects huge amounts of data that can be analyzed through analytics or machine learning techniques to produce insights for customers. This is being positioned as a future source of recurring revenue

MARKETING STRATEGY

Product	<p>Enhance and Extend our Strategic Sourcing Line of Business. Enhance our position in Strategic Sourcing of beef in Canada with new assessment tools that do a deeper analysis of an operation's sustainability. Extend our Strategic Sourcing capabilities by moving into other livestock verticals (pork, for example) and crops and leverage this capability to drive export market opportunities for Canadian agri-food companies into other geographies (notably China).</p> <p>Add adjunct products like Energy Management solutions or Worker Safety solutions to embrace larger parts of a customer's business processes, and to address corporate sustainability and ESG Program commitments.</p>
Pricing	<p>For major enterprise deals, customer/solution specific pricing that bundles up-front one-time revenue at margin for hardware and professional services together with ongoing software-based recurring revenue. For ViewTrak, we have standard pricelists.</p>
Place	<p>Sell Direct where a high degree of professional services is required to support installation. Become a channel partner to third party providers whose products naturally extend our solutioning suite with our target market.</p> <p>Sell Through channel partners in higher-risk markets like China.</p>
Promotion	<p>Agriculture in North America still does business through personal relationships, so presence at trade shows, industry events, and in traditional print media is important. This serves an older demographic well. As succession planning starts to generate younger participation in the market, we leverage the power of Hubspot as a powerful CRM and use social platforms like Facebook, LinkedIn, Twitter and E-mail to generate brand awareness and traffic to the TrustBIX website www.trustbix.com as part of lead generation.</p>

KEY MILESTONES



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OPPORTUNITIES HIGHLIGHTS

01

Lingering Pandemic

The pandemic has brought into focus weaknesses in international agri-food supply chains because of concentration of processing and failures to safeguard worker safety. As a channel partner, we offer the software solution Basecase for contact tracing and worker safety management and secured our first sale with a processing customer in July 2020. The timing is perfect to create smaller-scale, distributed value chains that integrate production, logistics, and processing and source agri-food ingredients that deliver specific, verifiable attributes to global customers willing to pay a premium. Western Canada is perfectly positioned to seize these export and domestic market opportunities.

02

Disruptive Potential

Small, fit-for-purpose, integrated value chains in the agri-food industry represent an evolution in business model, as trust can be built, data freely collected and traded, and financial incentives assigned in a more equitable way. This model of doing business also lends itself to novel insur-tech and Supply Chain Financing (SCF) concepts, positioning TrustBIX as a fintech play.

03

Market Potential

The early and scale-up stage agri-tech industry attracted \$US 20 billion in investment in 2019, and will likely attract a similar amount in 2020 (Source: AgFunder). By 2023, Deloitte feels the global market for Responsible Supply Chain tools will be \$US 2.7 billion (Source: Deloitte). The growth of ESG-focused investing and corporate management will require the deployment of strategic sourcing tools and services like those TrustBIX offers.

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MANAGEMENT TEAM



Hubert Lau, *President and Chief Executive Officer*

As someone who loves to stay active and challenged, Hubert Lau has grown several successful technology companies with customers in North America, Asia and Europe. Hubert is often referred to as the “Technology Entrepreneur” and has worked with more than 1000 organizations to help them grow by leveraging technologies to maximize business opportunities.



James Freeman, *Chief Growth Officer*

James has 30 years of experience in the telecommunications, Electric Utility, Oil & Gas and Agriculture industries. James has served in technology planning, finance, and marketing roles through his career, and has experience in small, medium, and large companies both in North America as well as in Europe. He has also served on various Boards, and is presently Board Chair of Transrail Innovation Group, a Calgary-based IoT company.

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MANAGEMENT TEAM



Tom Ogaranko, *Chief Innovation Officer*

Tom Ogaranko leads transformational change with high performing teams focused on complex challenges. Over his 26 year career, he has advised the Governments of Canada and France and several Canadian Provincial Governments on innovation policy and has been involved in structuring the three crown agencies involved in research, innovation and technology development.



Deborah Wilson, *Chief Industry Engagement Officer*

Deborah Wilson has expertise in industry which includes business development, livestock production and financing. Along with her husband, they operated the largest single breed bull test in Canada, selling over 500 performance-tested bulls annually in Canada and the US. During that time, they were the largest producer and registrants of purebred cattle in Canada.

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MANAGEMENT TEAM



Gordon Mah, *Chief Financial Officer*

Gordon Mah is a finance veteran serving as CFO at TrustBIX. Gordon is known in the industry as a leader with passion and vision who knows how to scale and drive an efficient finance team. Before TrustBIX, Gordon held several leadership positions in technology and consumer companies in Silicon Valley.

THANK YOU



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