nextech AR solutions

Nextech AR Solutions
Your Global AR Solutions Provider

NEO: NTAR
OTC: NEXCF

Disclaimer / Safe Harbour

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This communication may contain statements, other than statements of current or historical fact, that constitute "forward-looking statements". In some cases, you can identify forward-looking statements by terminology such as "anticipate," "believe," "expect," "intend," "estimate," "project," "forecast," "plan," "predict," "seek," "goal," "will," "may," "likely," "should," "could," and similar expressions or expressions of the negative of these terms. This presentation contains forward-looking statements that are based on our management's current estimates, beliefs and assumptions which are based on management's perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail our Management's Discussion and Analysis for the year ended December 31, 2020 and are discussed more fully in Nextech's filings with the British Columbia Securities Commission ("BCSC") and found on Sedar.com.

Total Bookings and Backlog are not defined by and does not have a standardized meaning under International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board. This non-IFRS financial performance measure is defined below. Non-IFRS financial measures are used by management to assess the financial and operational performance of the Company. The Company believes that this non-IFRS financial measure, in addition to conventional measures prepared in accordance with IFRS, enables investors to evaluate the Company's operating results, underlying performance and prospects in a similar manner to the Company's management. As there are no standardized methods of calculating these non-IFRS measures, the Company's approaches may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, this non-IFRS measure is intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

Total Bookings: the total dollar value of technology services and license services included in contracts with our customers. 'Value' is the total revenue (recognizable or not) associated with each transaction, as opposed to the amount invoiced or recognized as revenue in the period. This information provides the user with information on the performance of our sales efforts in the period, as there is a timing difference between when we close a deal and when it is ultimately 'earned' as defined in IFRS for revenue due to the term of our contracts and delivery timelines.

Backlog: the estimated unearned portion of technology services and license services in customer contracts that are in process and have not been completed as at the specified date. This includes billed and unbilled amounts within each contract. Since our revenue is recognized as earned, this will translate to total bookings to date less earned revenue recognized on the financial statements. This information provides the user with an estimate of the work expected to be completed and earned in the future at a given point and is used by management to allocate resources to our revenue delivery team.

Total Bookings and Backlog should not be considered a substitute for or in isolation from measures prepared in accordance with IFRS. These non-IFRS measures should be read in conjunction with our annual audited consolidated financial statements for the year ended December 31, 2020. Readers should not place undue reliance on non-IFRS measures and should instead view them in conjunction with the most comparable IFRS financial measures. See the reconciliations to these IFRS measures in the "Reconciliation of Non-IFRS Measures" section of the recent MD&A dated April 15, 2021, found on Sedar.com.

![Nextech AR solutions logo]

Nextech AR Solutions
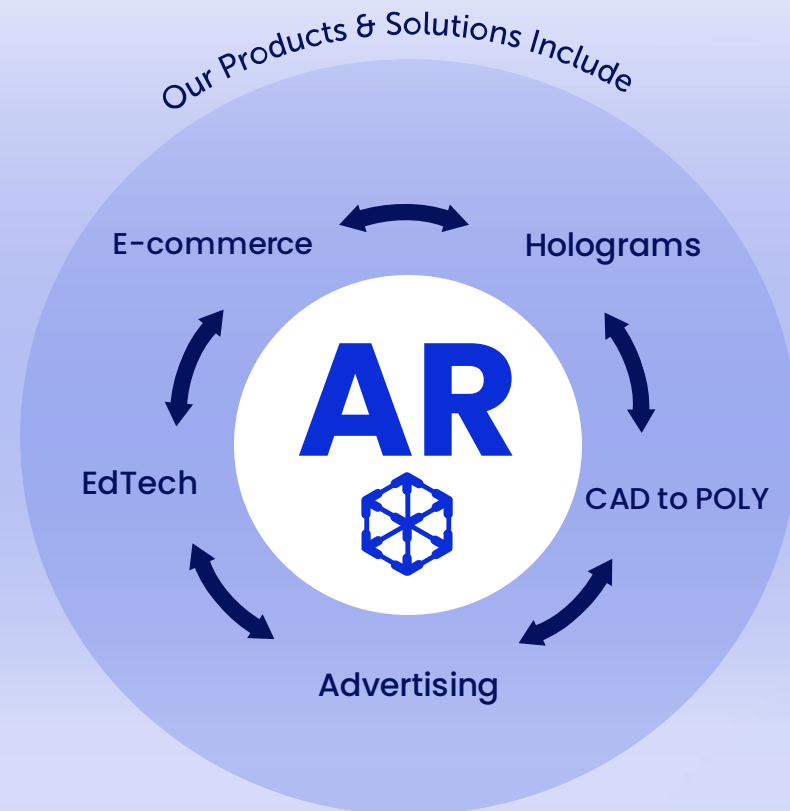
A Diversified Technology Company

Product And Solutions Overview

nextech AR solutions

Products

- **threedyAi** by nextech AR
- **ARway** by nextech AR
- **holoX** by nextech AR
- **ARitize** by nextech AR
- **genieAR** by nextech AR
- **edtechX** by nextech AR

Our Metaverse

Our Products & Solutions Include

AR

- E-commerce
- Holograms
- EdTech
- CAD to POLY
- Advertising

Our Competitive Edge

+ **AI POWERED** **=** **Scale**
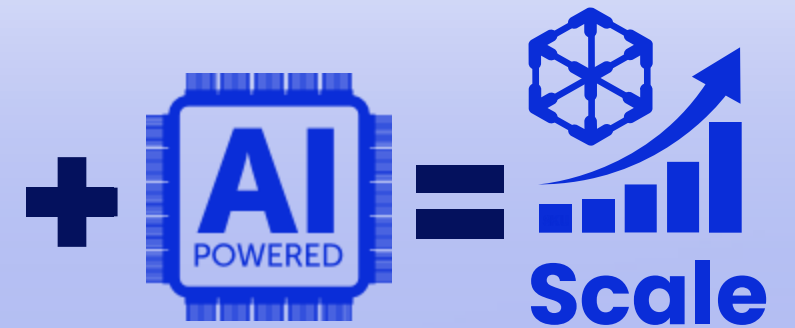
Bringing Augmented Reality To Market Scale

Four Augmented Reality Solutions

nextech AR solutions

1. Education Technology

Problem:
Online education delivery is 2D with poor UX. Remote & disengaged students

Our Solution:
AR gives immersive, interactive learning at home & for remote "in-class" collaboration, delivering high-quality studies

edtechX
by nextech AR

2. Retail & Ecommerce

Problem:
E-commerce exploded but users still want to "try before they buy". UX is 2D and unexciting

Our Solution:
AR allows users to visualize items in home & on body pre-purchase. Increases purchase intent & drives sales

threedyAi
by nextech AR

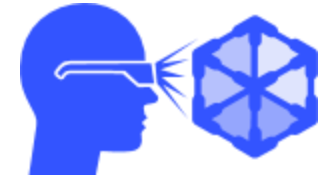## 3. Advertising

Problem:
User attention fatigue. CTR's lower than ever. Regulation & compliance demands

Our Solution:
AR and 3D holograms have galvanised the interactive ads and media experience, driving engagement & response rates

threedyAi
by nextech AR

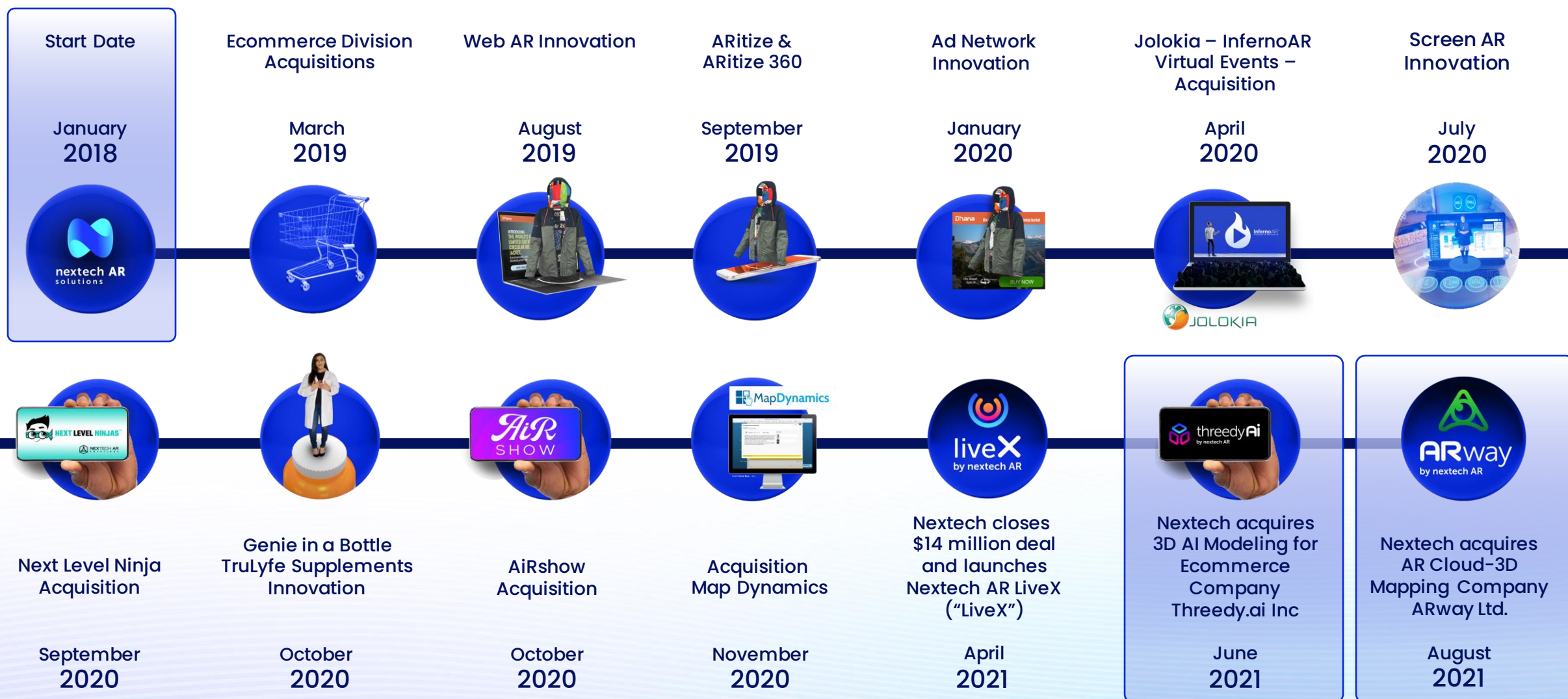## 4. The Metaverse

Problem:
Mass adoption of AR is limited by mobile. Creating AR content at SCALE to populate metaverse

Our Solution:
Always in immersive experiences through AR glasses. Spatial Mapping, Interoperability.

ARway
by nextech AR

threedyAi
by nextech AR

holoX
by nextech AR

3 Years Of Innovation And Acquisitions

Nextech AR solutions

Start Date	Ecommerce Division Acquisitions	Web AR Innovation	ARitize & ARitize 360	Ad Network Innovation	Jolokia – InfernoAR Virtual Events – Acquisition	Screen AR Innovation
January 2018	March 2019	August 2019	September 2019	January 2020	April 2020	July 2020

Next Level Ninja Acquisition	Genie in a Bottle TruLyfe Supplements Innovation	AiRshow Acquisition	Acquisition Map Dynamics	Nextech closes $14 million deal and launches Nextech AR LiveX ("LiveX")	Nextech acquires 3D AI Modeling for Ecommerce Company Threedy.ai Inc	Nextech acquires AR Cloud-3D Mapping Company ARway Ltd.
September 2020	October 2020	October 2020	November 2020	April 2021	June 2021	August 2021

Leveraging Technology & Building Relationships With The Biggest Names In Tech

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Partnerships

Microsoft · ERICSSON · Singtel · Azure

Customers

amazon · TEDx · Restaurants Canada · Government of Canada · UNIVERSITÉ LAVAL · Ryerson University · Concordia UNIVERSITÉ · Schneider Electric

verizon · VIACOMCBS · Johnson&Johnson · IBM · TELUS · LEXUS · STÄUBLI

SINGAPORE AIRLINES · DELL · GRUNDFOS · HARVARD UNIVERSITY · BROAD INSTITUTE · Himel · Boehringer Ingelheim · SFU SIMON FRASER UNIVERSITY

NATO OTAN · Carnegie Mellon University · NHL · MIT Massachusetts Institute of Technology · HCE · Alberta Health Services · poly · SVA STUDENT VETERANS OF AMERICA · Lilly

Blue Chip Leadership Team

Evan Gappelberg
CEO and Founder

Paul Duffy
President, Chairman of
the Board

Eugen Winschel
COO

Andrew Chan
CPA, CA CFO

Hareesh Achi
President of 3D/AR
Advertising

Nima Sarshar
CTO of Visual
Computing & AI

Guillaume Pascual
CMO

Mirjana Prpa
Product Manager, AR

Big Tech's Commitment to Augmented Reality

1 Billion Apple Devices Use AR

"AR is the next big thing. Whether it's health, education, gaming or retail, I'm already seeing AR take off in some of these areas with use of the phone. And I think the promise is even greater in the future."

Tim Cook, CEO Apple

$15 Billion Invested

"Our goal is to make AR technology more affordable and accessible, including bringing some of these technical advancements into our suite of communication products."

Sundar Pichai, Google

$6 Billion Invested

"Think about how many things that are in your life don't actually need to be physical and could be easily replaced by a digital hologram in a world where you had glasses. "

Mark Zuckerberg, CEO Facebook

$20 Billion Invested

"We'll probably see a range of AR devices and platforms in the coming years. Obviously with Microsoft and the HoloLens, it's more of a 'full-field glasses' scenario. But I think the world is ready."
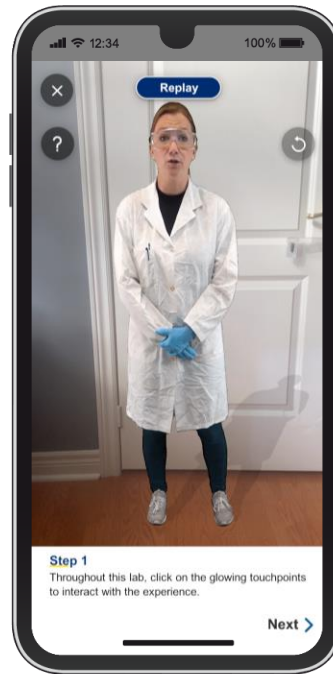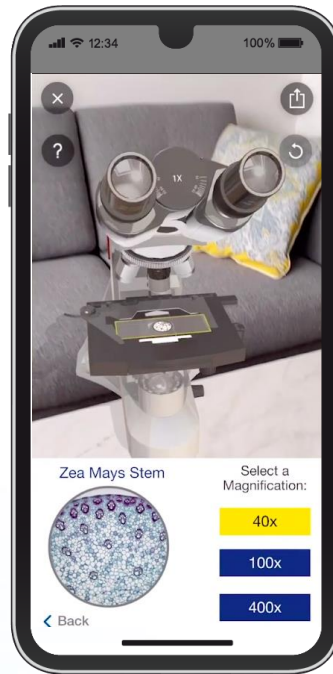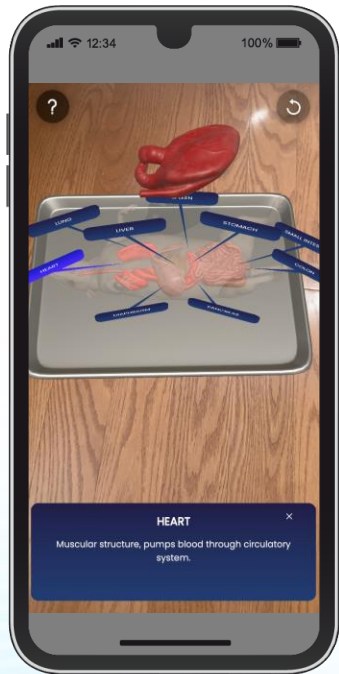
Satya Nadella, CEO Microsoft

Nextech's Augmented Reality Solutions

Solution 1 - EdTechX: AR Labs for Higher Education

edtechX
by nextech AR

EdTechX enables educational institutions to transform traditional learning into immersive, interactive AR experiences that are valuable for students.

PARTNERS

Co-Sell Ready ▪ Microsoft ▴ Azure

EARLY ADOPTER CUSTOMER

Ryerson University → **85 AR Science Labs Developed** | **5,000 Students Served**

Rat Dissection Scan Me

The experiment was very detailed; it was as if I was there in the lab watching someone perform the experiment."
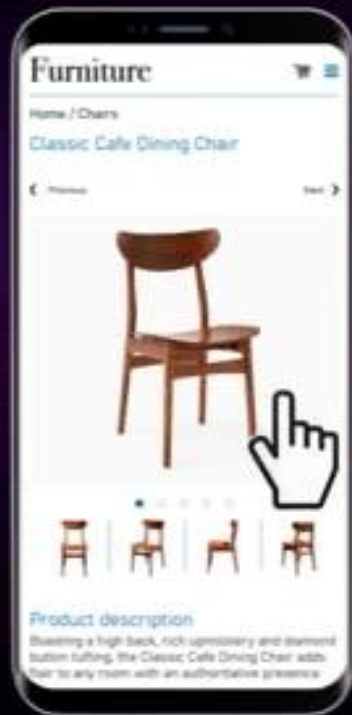
Ryerson, Biochemistry Student, 2021

Solution 2 - Threedy.ai – AI Powered 3D Model Creation At Scale For E-commerce

threedyAi by nextech AR

Large retailers have millions of SKU's. Nextech offers a one-stop solution

Current AR content creation is too costly & time consuming

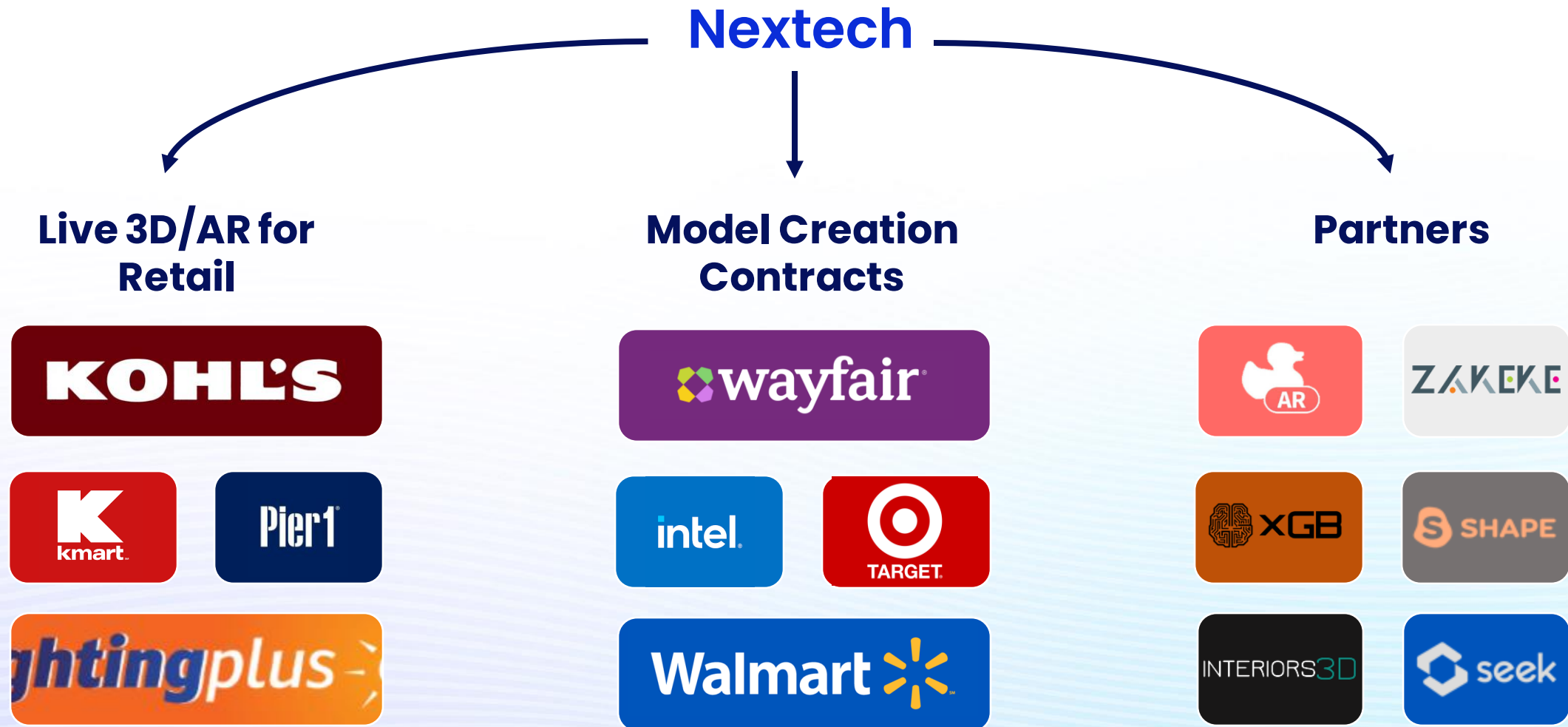**Nextech Offers
The ONLY Low-Cost Scalable Solution That's Leading To Mass Adoption**

▶ [Click here to watch](#)

Nextech's AR E-commerce Customers/Partners

Nextech

Live 3D/AR for Retail

Model Creation Contracts

Partners

TRY IT YOURSELF – Use Your Smartphone Camera To Scan The QR Codes

*NO APP REQUIRED

Lamp	Wall Art	Furniture	Apparel

Take Out Your Camera to Scan the QR Code

Take Out Your Camera to Scan the QR Code

Take Out Your Camera to Scan the QR Code
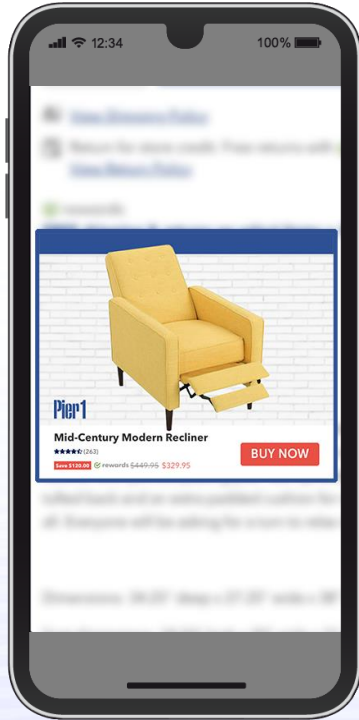
Take Out Your Camera to Scan the QR Code

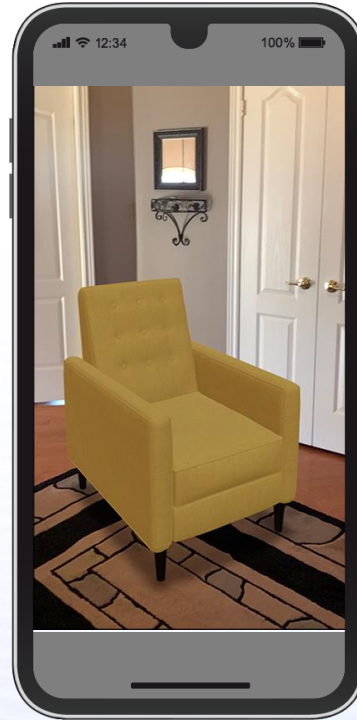# Solution 3 - 3D/AR Ad Network At Scale Leveraging Threedy.ai

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View **in AR directly from the Ad**

Rich, engaging animated 3D display ads

HIGHER CTR

LOWER Returns

TAM: $8.8 Billion by 2023
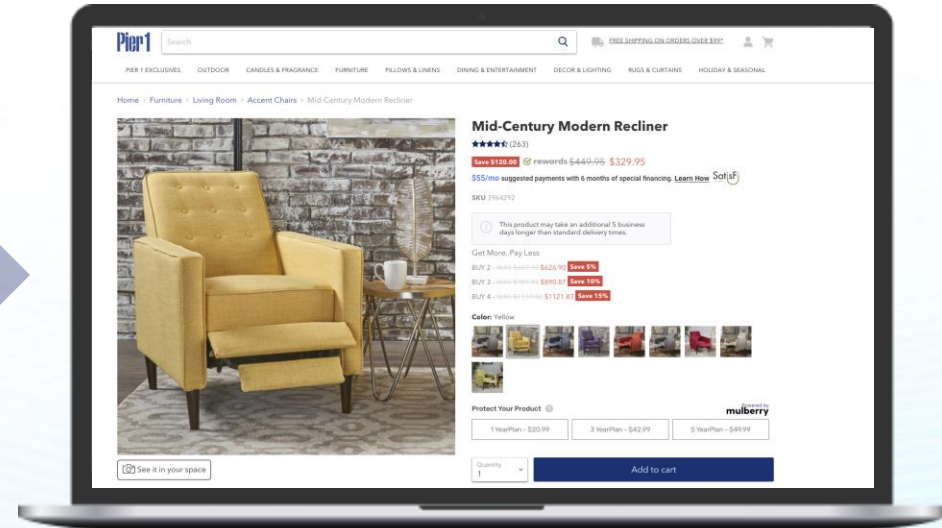
*Available At Scale In Q4 2021

Solution: Self-serve 3D/AR ad network enables at scale AR ad creation
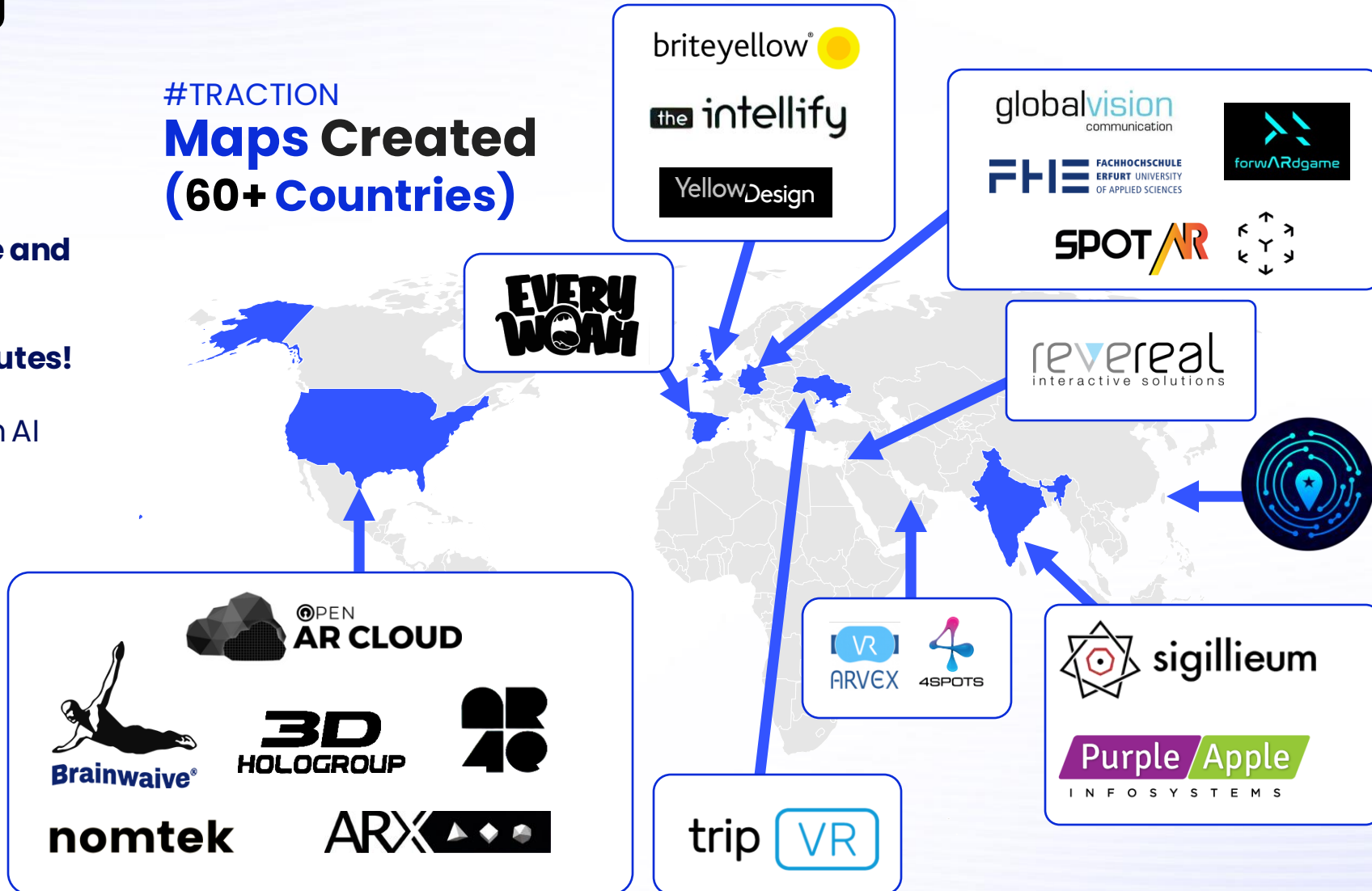
App: HoloX – Scale Human Hologram Creation for the Masses

Complex studio environment & expensive equipment

Create your own Hologram, be anywhere at anytime

holoX
by nextech AR

The current standard can't scale
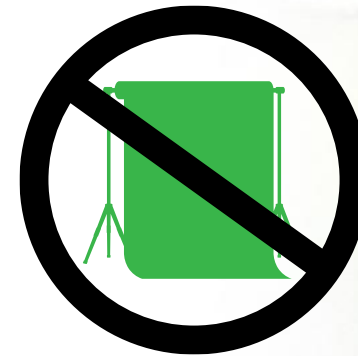
Our HoloX Offers Unlimited Scale

All that's needed is a Smart Phone

The SaaS Path

Go To Market Strategy

The Path to SaaS

Raw Content → Hand-Crafted Experiences → Templatized Experiences

Unified SaaS Platform

Managed Solutions (Proof of Concept)

Self-Serve Solutions (SaaS)

Why SaaS Matters?

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To Nextech:

- Monthly recurring revenue(MRR)

- Business scalability

- Low touch (Hands Off)

- No more "agency" style work, one off projects that require time/resources.

- Moving away from "managed solutions"

- Best-in-class AR solutions that generate SaaS revenue and contribute to the "content cloud"

To Customers:

SaaS Software		Traditional Software
SAAS	**VS**	
Subscription	**$**	**One-time Fee**
No Up-front Costs		Must Purchase Up-front
Access Anywhere		**Single PC Use**
Multiple Devices Anywhere		Single PC ONLY
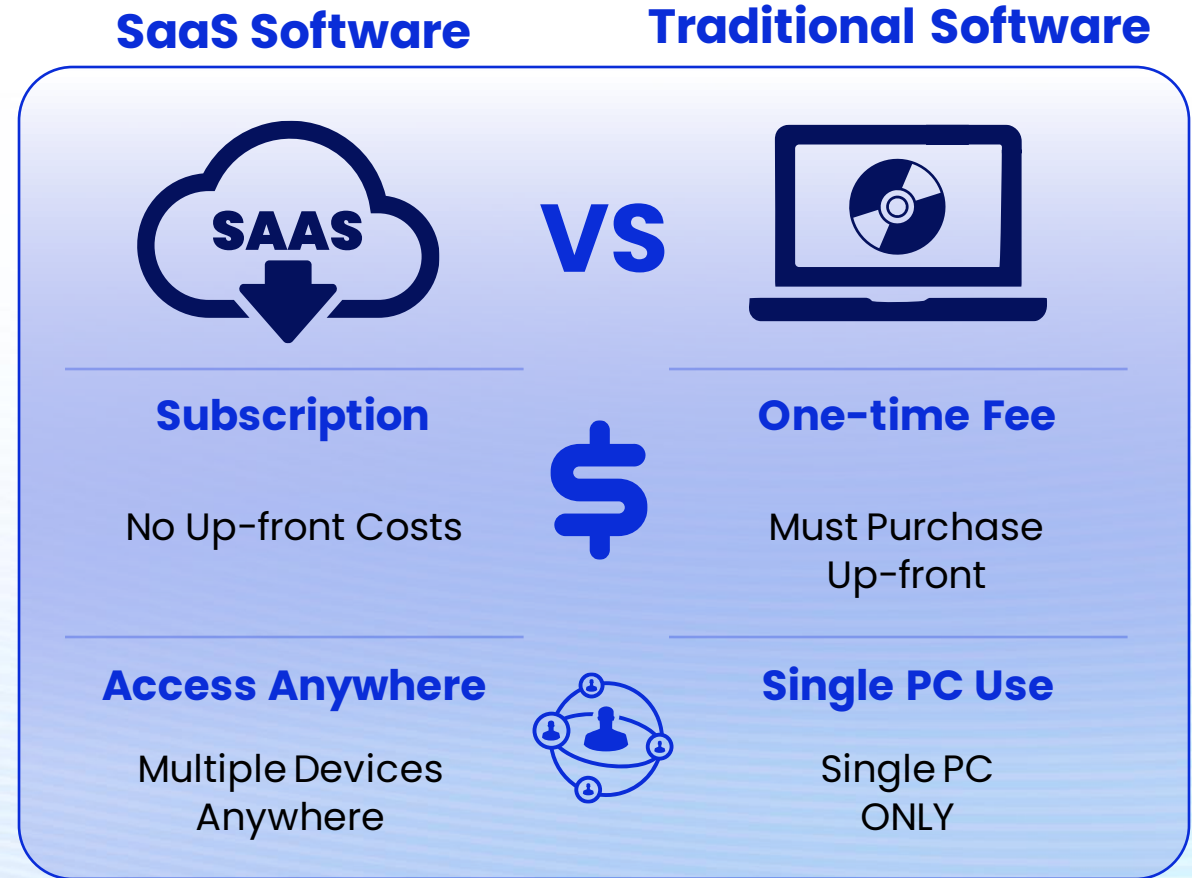
One Compatible Platform for Augmented Reality

nextech **AR** solutions

Visualization/Run-time Experience

+ Many More

AR Solutions
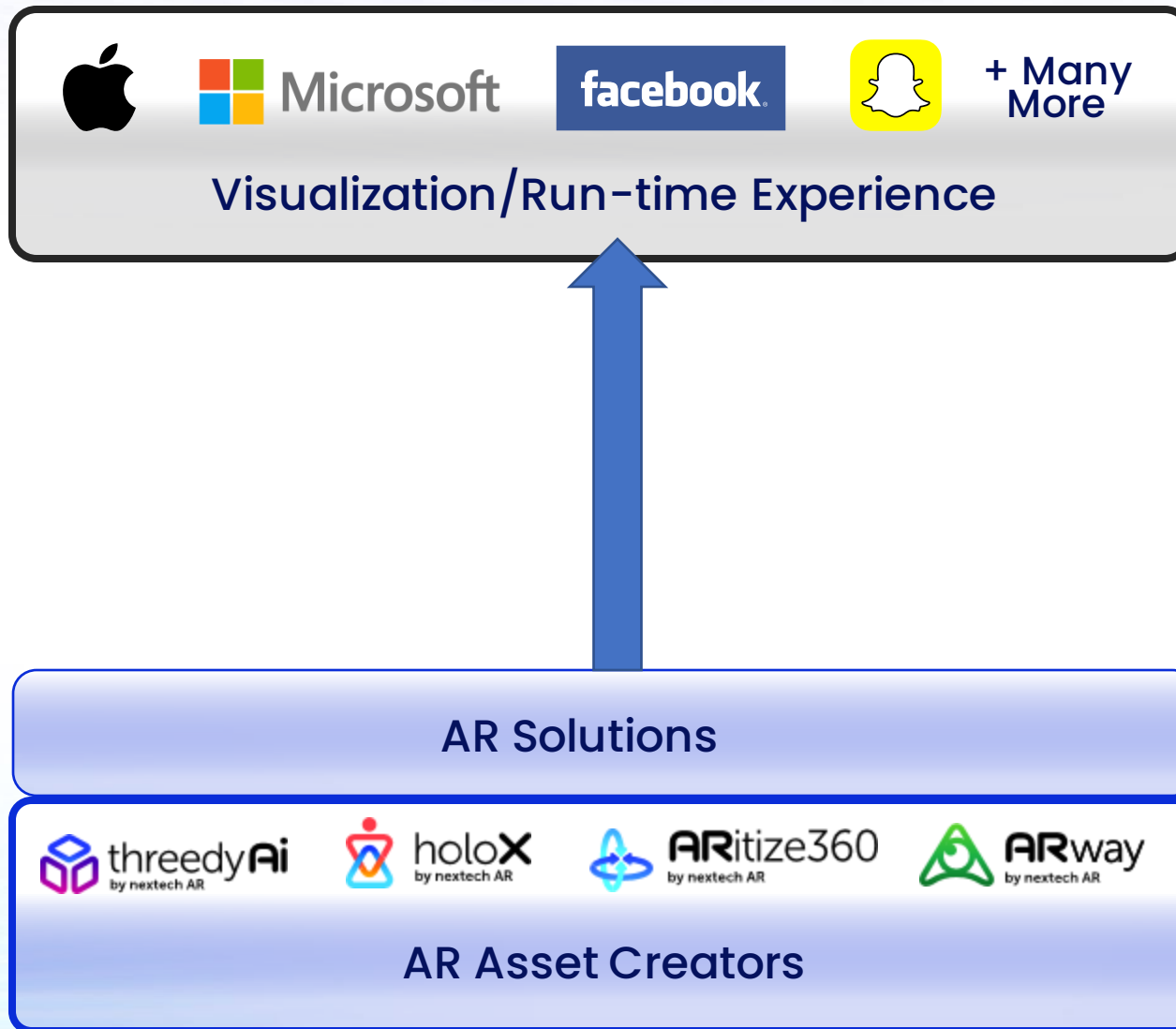
Virtual try-ons, rich WebAR

AR Asset Creators

threedy **Ai** by nextech AR

holo**X** by nextech AR

ARitize360 by nextech AR

ARway by nextech AR

Genie in the Bottle, Threedy WebAR, Ed-Lab

Threedy.ai, HoloX, Aritize360, ARway ingest legacy 3D formats

CALENDAR: Product Roadmap
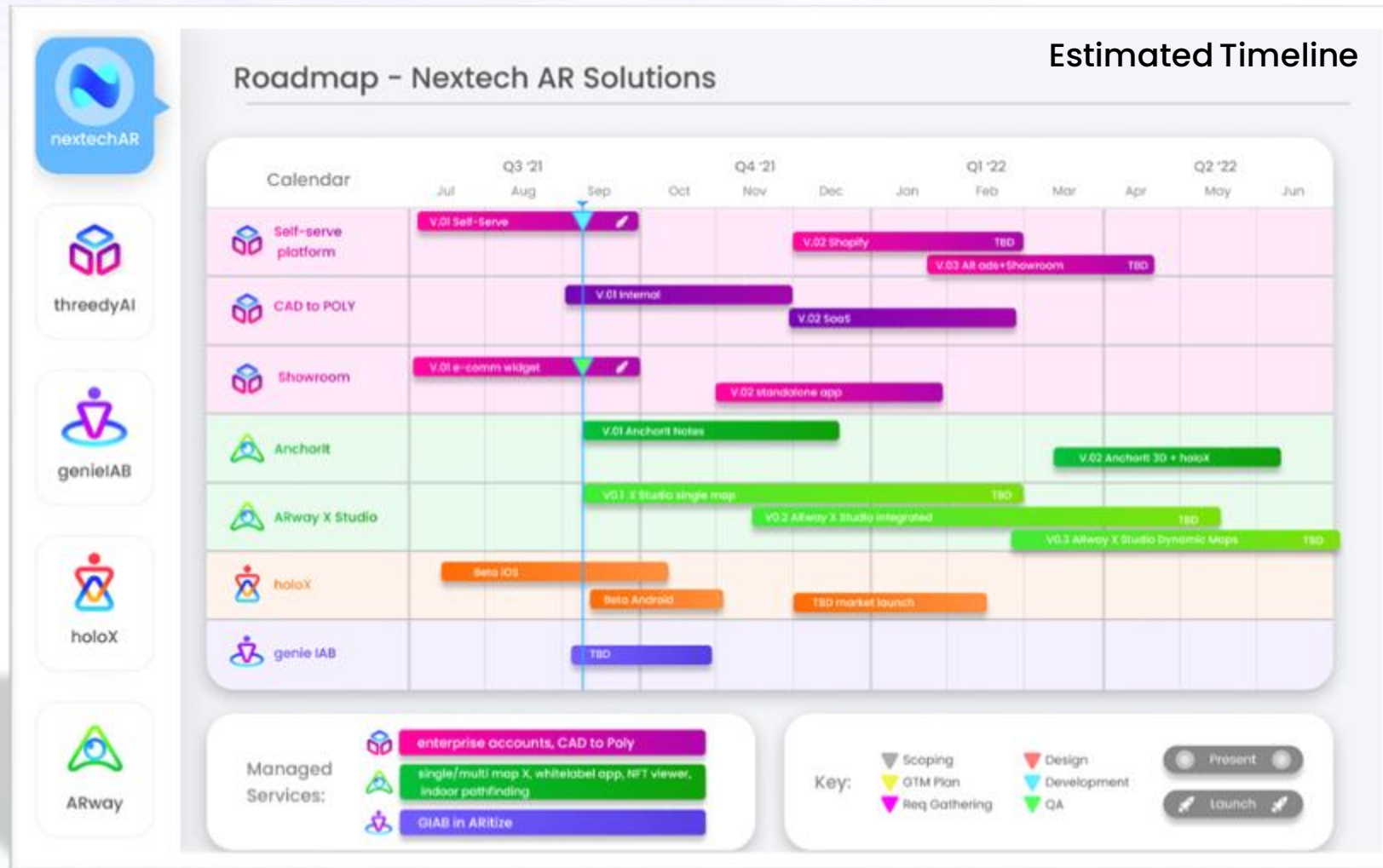
Nextech AR Enters the Metaverse
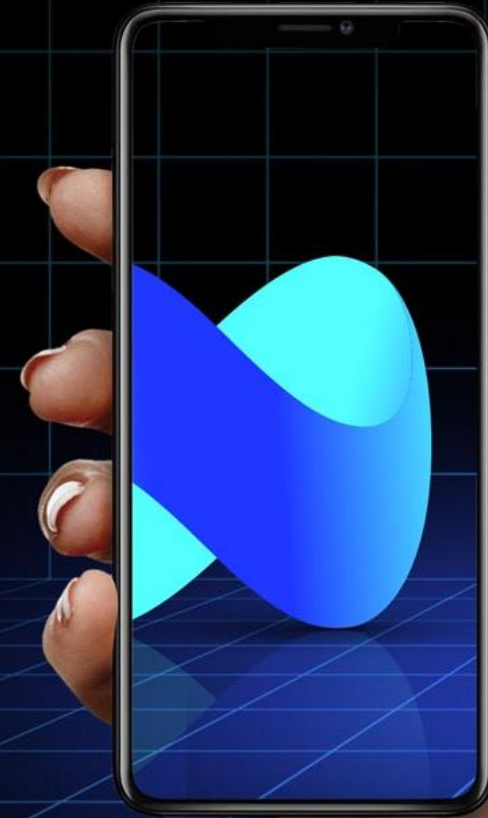
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The Metaverse

Experience — Games, Social, Esports, Theater, Shopping*

Discovery — Ad Network*, Social, Curation, Ratings, Stores, Agents

Creator Economy — Design Tools, Assets Markets, Workflow, Commerce*

Spatial Computing — 3d Engines, VR/AR/XR, Multitasking, UI, Geospatial Mapping*

Decentralization — Edge Computing, AI Agents, Microservices, Blockchain*

Human Interface — Mobile Smart glasses, Wearables, Haptic, Gestures, Voice, Neural

Infrastructure — 5G, WiFi 6, 6G, Cloud, 7nm to 1.4nm, MEMS, GPUs

*Where Nextech will operate

nextech **AR** solutions

Nextech AR's Acquisition of ARWay Creates The First Mini-Metaverse Solution

nextech AR solutions

In August 2021, Nextech Acquired ARway, providing it with a spatial mapping platform critical to building the Metaverse.

ARKit **ARCore** **Azure**

The ARway SDK combines robust mapping technologies for location persistent **AR experiences across ARkit, ARcore and Microsoft Azure Spatial Anchors**, delivered on cross-platforms Unity today, Unreal, Android Studio or Xcode/Swift soon to unlock true spatial computing within a single toolkit for iOS, Android and Hololens.

ARway's Solutions will integrate with:

Algo by nextech AR   **Unity**

Localization APIs

EPIC GAMES

facebook

Microsoft

The Metaverse Opportunity is Real:

Facebook, Epic Games, Microsoft and others have all identified the Metaverse as the future of the internet and computing itself.

1. **Nextech AR can offer its own SDK** (yet continuing to support other SDKs) to truly deliver AR content anywhere...

2. Nextech AR can now offer an **enhanced cloud platform** to build AR scenes

Nextech's mini-metaverse offering will be available to brands and companies that want to create mini-metaverses based on a geolocation like museums, corporate headquarters, theme parks, sports stadiums, university campuses and more.

The value of a mass visual mapping dataset:

- Digital Elevation Models (DEMs)
- Positioning, Navigation and Timing (PNT)
- Building Information Modeling (BIM)
- Ground Control Points (GCPs) essential for the future of autonomy

The Metaverse Ecosystem

Experience	Discovery	Creator Economy	Spatial Computing	Decentralize	Human Interface	Infrastructure

Addressable Market
& Industry Validation

What Are The Analysts Saying?

2020 "Augmented Reality and Virtual Reality Will Transform Selling" — **Gartner.**

2020 "The augmented reality market is expected to register a CAGR of 83.3% over the forecast period 2021 to 2026, expected to reach 225.77 billion by 2026" — **Mordor Intelligence**

2020 "By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses" — **Mordor Intelligence**

2021 "Today, there are more than 100 million and growing consumers shopping with AR online and in stores" — **Snap Inc.**

2021 "By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses" — **Snap Inc.**

The AR Revolution Has Begun!

Early Adopters

Nextech's AR Assets will be compatible with....

amazon	shopify	Microsoft	Apple
1.8 T	192 B	2.1 T	2.4 T

IKEA	Snap	vuzix
58 B	120 B	1 B

Forecast AR Market Size Worldwide in Billions

8.3 B	14.1 B	27 B	209.2 B
2014	2017	2018	2022

E-commerce Addressable Market

Retail Ecommerce Sales Worldwide from 2014 – 2021

Year	Value
2014	$1,336 Billion
2015	$1,548 Billion
2016	$1,845 Billion
2017	$2,034 Billion
2018	$2,842 Billion
2019	$3,453 Billion
2020	$4,135 Billion
2021	$4,878 Billion
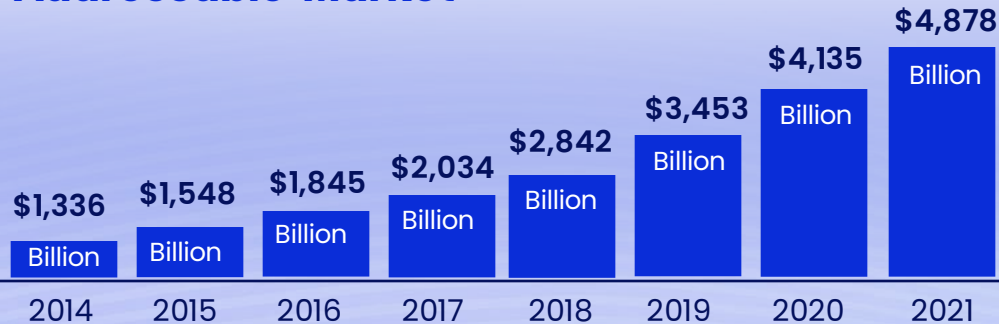
● AR   ● VR   Boost in GDP in Billions U.S. Dollars

Year	Value
2019	46.5
2020	95.7
2021	148.5
2022	206.5
2023	273.2
2024	357.6
2025	476.4
2026	645.2
2027	855.3
2028	1080.2
2029	1309.2
2030	1542.9
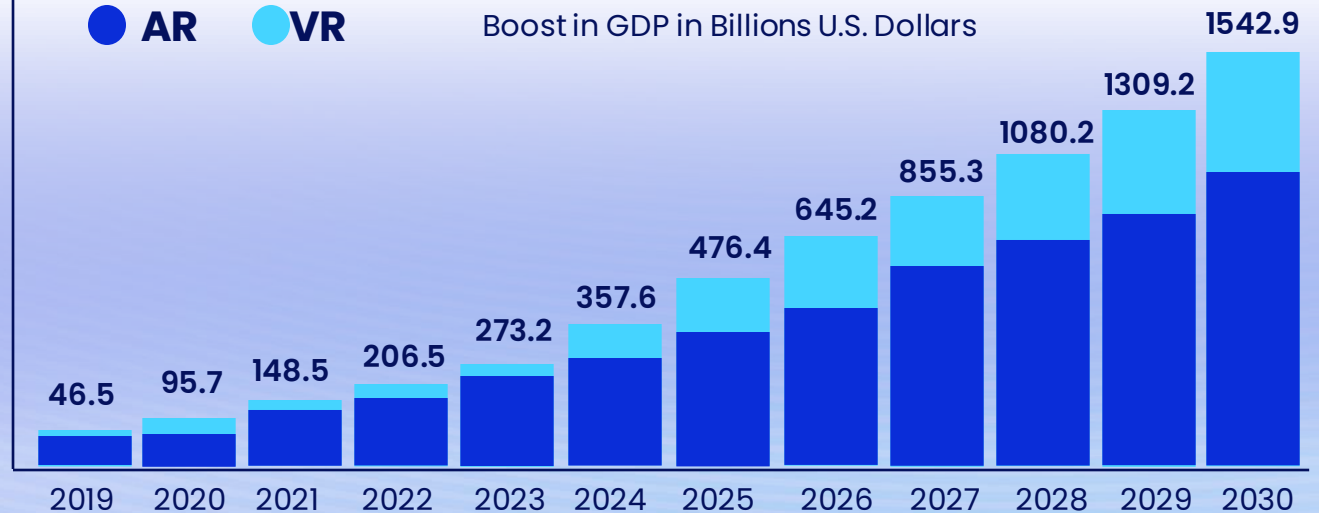
Why AR Matters

nextech AR solutions

100M consumers are shopping with AR online and in-stores.

+94% of consumers agree they'll use AR the same or more when shopping next year.

Brands are **+41%** more likely to be considered if they have a branded AR experience.

40% Higher Conversions With AR

AR Reduces Product Return Rate By 25%

+94% conversion rate associated with AR experiences.

+61% of consumers prefer retailers with AR experiences.

+71% of consumers say they would shop more often if they used AR.

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2021 Accomplishments & Q2 Results / Financial Information

Recent Company Highlights

$20.01
Million Bookings

2020

Nextech AR Solutions announces 2020 fiscal year bookings of $20.01 million, +235% of 2019.

liveX
by nextech AR

April 6

Nextech AR Solutions launches its new Digital Experience Platform, Nextech AR LiveX.

ERICSSON

June 3

Nextech AR Solutions is selected by Ericson Startup 5G to integrate AR with the power of 5G.

edtechX
by nextech AR

June 8

Nextech AR Solutions announces Microsoft Co-sell Partnership for EdTechX, our AR platform for higher education.

threedyAi
by nextech AR

June 22

Nextech AR Solutions Corp. acquires AI-Powered 3D model creation company Threedy.ai Inc.

Q2 Revenue

August 11

- Revenue of **$6.1 million,** an increase of **73%** (compared to the same period in 2020)
- YTD revenue of **$13.8 million,** an increase of over **130%** (compared to the same period in 2020)
- Total Bookings of **$1.7 million,** an increase of over **300%.**

ARway
by nextech AR

August 20

Nextech AR Solutions Corp. acquires AR Cloud-3D Mapping Company "ARWAY," transforming into a Metaverse Company.

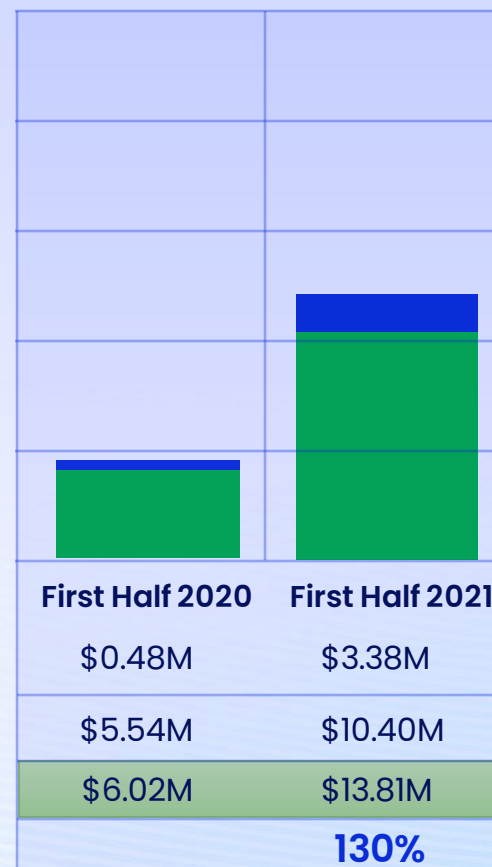# Rapid Growth Is Being Fueled by Innovation

2018-2020
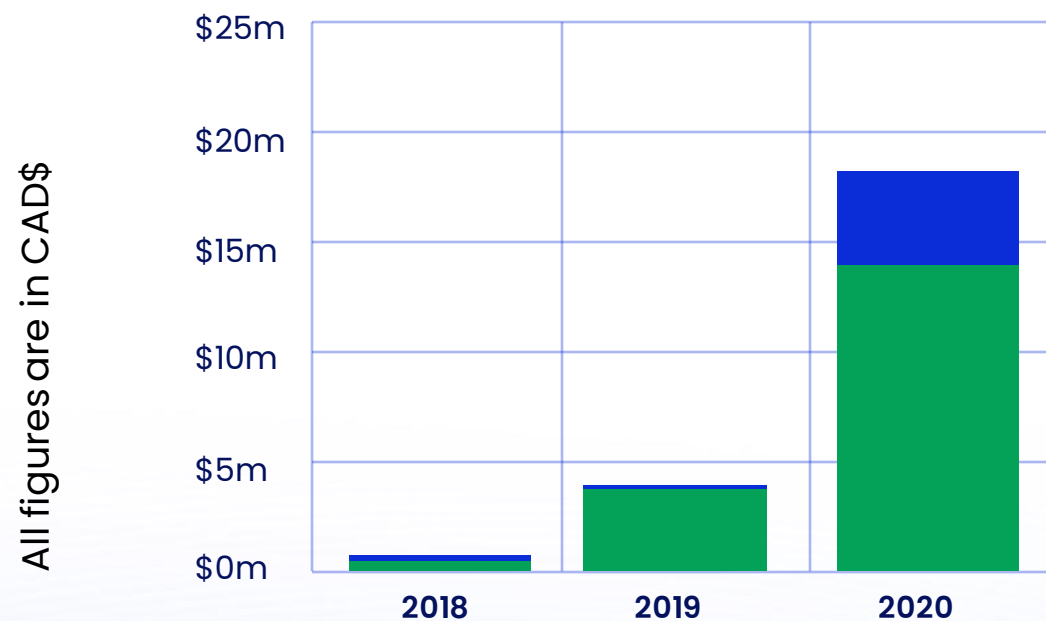
	2018	2019	2020
Digital Product & Services	$0.02M	$0.05M	$3.75M
AR eComm	$0.00M	$3.95M	$13.93M
Total Revenue	$0.02M	$4.00M	$17.69M
Growth		2000%	342%

2021 On Track

	First Half 2020	First Half 2021
	$0.48M	$3.38M
	$5.54M	$10.40M
	$6.02M	$13.81M
Growth		130%

- Q2 YOY Revenue **+73%**
- Q2 YTD Revenue **+130%**
- Q2 Total Bookings **+300%**

Please refer to the Company's most recent filings regarding Forward-looking Statements and Non-IFRS Financial Measures and reconciliations found on sedar.com

Company Stats

Current Share Price: $1.65	
CEO-Purchased 1,542,629 shares in the past 18 months	
Shares Outstanding	**85,573,064**
52 week (high-low)	**$7.14 - $1.55 USD**
Market Capitalization	**$144 million USD**
Insider Ownership	**16%**
Cash	**~$15 million**

Thank you

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