



# Nextech AR Solutions 2022

# Disclaimer / Safe Harbour



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.

# 3D Asset Creation Needs To Scale

## Major Challenges in 3D Model Creation

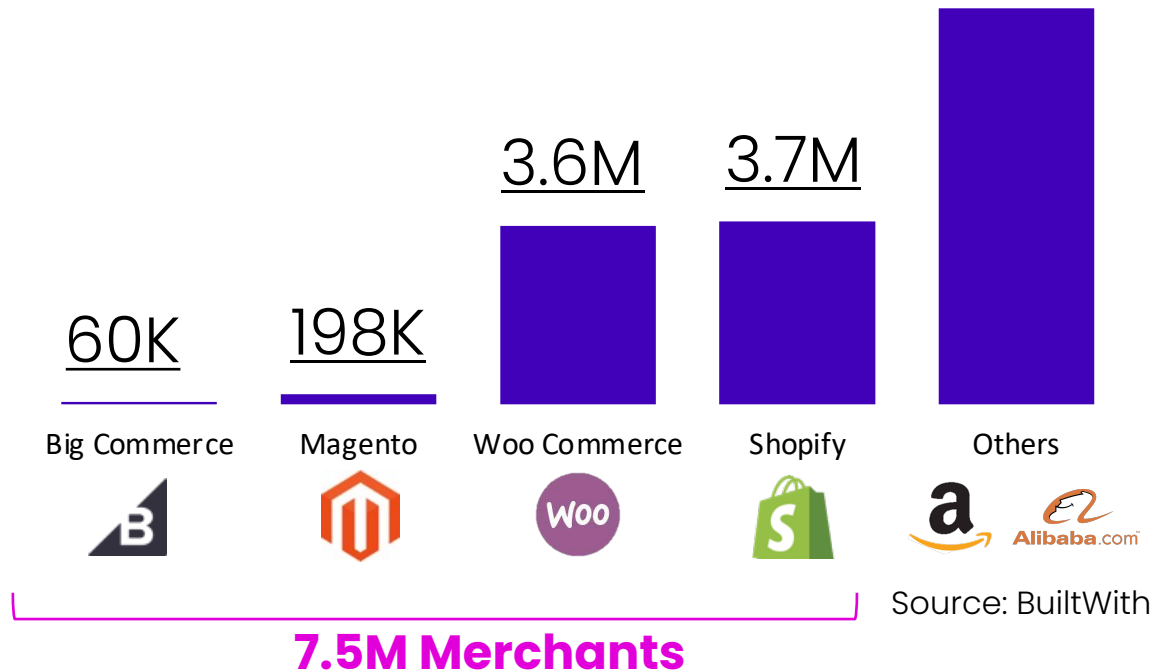
-  Time consuming  
1-2 weeks/model
-  Requires technical talent
-  Inconsistent quality
-  High costs  
>\$100/3D model
-  Unscalable

## Demand – 16 Million

E-Commerce Stores Worldwide<sup>6</sup>

**>400 Million** 3D models need to be created<sup>7</sup>

## Merchants on Major E-commerce Sites (Global)



The **Metaverse** needs to be populated by content and content creation is challenging

<sup>6</sup> <https://wpforms.com/ecommerce-statistics/>

<sup>7</sup> <https://www.jakobstaudal.com/how-many-products-should-an-e-commerce-site-have/>

# Ecomm Returns Cost **\$1.47 T Annually**

Global

**\$4.9 Trillion<sup>3</sup>**

**\$1.47**  
Trillion in  
Returns

Avg. Return Rate<sup>4</sup>

**30%**



United States

**\$565 Billion<sup>2</sup>**

**\$170**  
Billion in  
Returns

<sup>2</sup> <https://nrf.com/research/customer-returns-retail-industry>

<sup>3</sup> <https://www.emarketer.com/worldwide-ecommerce-will-approach-5-trillion-this-year>

<sup>4</sup> [https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-\\$70-5b-this-holiday-season](https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-$70-5b-this-holiday-season)

<sup>5</sup> <https://arinsider.co/2020/06/29/does-ar-really-reduce-ecommerce-returns/>

# ✓ Product-Market Fit Achieved in ECommerce

## Why Products in 3D + AR?

94%

**higher conversion rates**  
when consumers interact  
with products with AR  
experiences(1)



61%

of **consumers prefer**  
retailers with AR  
experiences (2)



40%

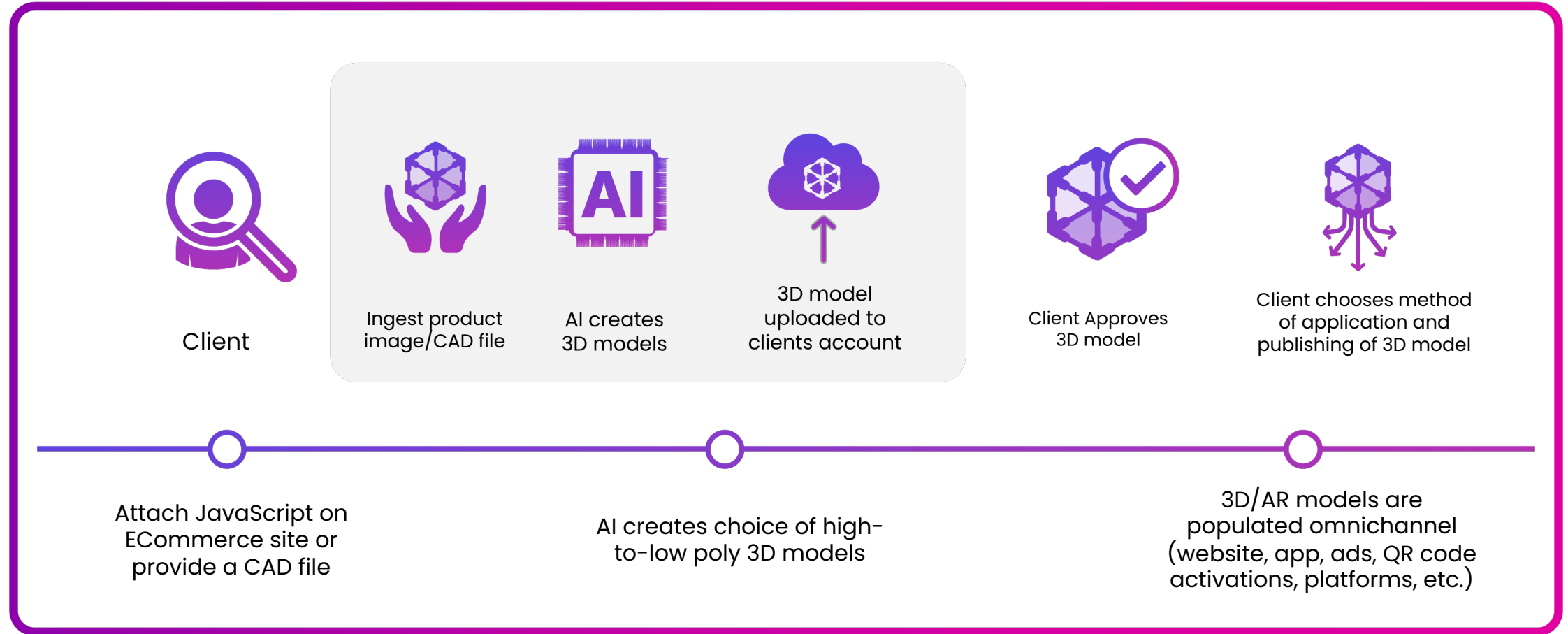
**reduction in product  
returns** with use of 3D  
and AR on the web (3)



1: Harvard Business Review Article, "How AR Is Redefining Retail in the Pandemic"  
2: Digital Marketing Institute Article, "How Augmented Reality is Transforming Retail"  
3: AR Insider Article, "Does AR Really Reduce eCommerce Returns?"

# AI Powered 3D Model Factory

*Nextech's proprietary technology transcends all market verticals*



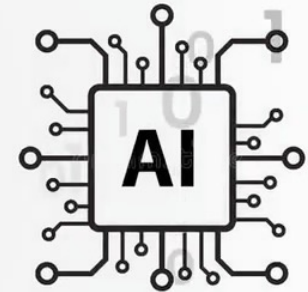
# AI Powered 3D Model Creation At Scale For Ecommerce



## ARitize 3D

- ✓ **2D Images to 3D Models**
- ✓ Available in Shopify
- ✓ Highest quality models
- ✓ Scalable
- ✓ Competitive pricing

BUILDING  
YOUR  
MODEL



Now integrated with  **shopify**

 [Click here to watch](#)



# AI Powered 3D Model Creation At Scale For **Manufacturers**



## ARitize CAD

- ✓ **CAD files to 3D Models**
- ✓ Solution for Manufacturers
- ✓ Eliminate product photography
- ✓ Highest quality models
- ✓ Scalable
- ✓ Competitive pricing

gtb Ford powered by nextech AR solutions

**Try it Yourself!**  
Scan the QR Code using  
your smartphone camera

2021 Ford Mustang  
Mach-E

 [Click here to watch](#)



# The World's Leading 3D Model Factory

**3D + AR for RETAILERS**



**ARitize 3D**

2D to 3D



**3D + AR for MANUFACTURERS**



**ARitize CAD**

CAD to 3D

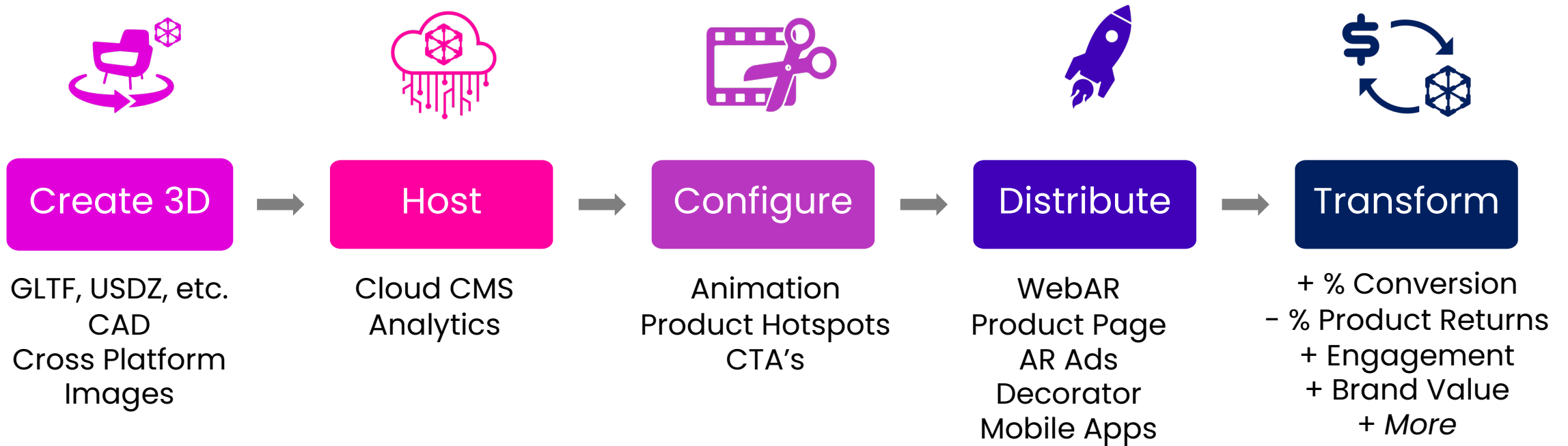
## **The Nextech Advantage**

Pricing, Quality, Scalability  
**for BOTH retail & manufacturing is unmatched**

- ✓ Product Hotspots
- ✓ Animations
- ✓ 360 Exploded Views
- ✓ Color Configurator
- ✓ 3D Swirl Ads
- ✓ 3D Carousel
- ✓ Virtual Staging
- ✓ Room Decorator

# Nextech's End-to-End 3D/AR Solution

Packaged into a SaaS solution built for **scale for Ecommerce**



*\*a lamp on LightingPlus*

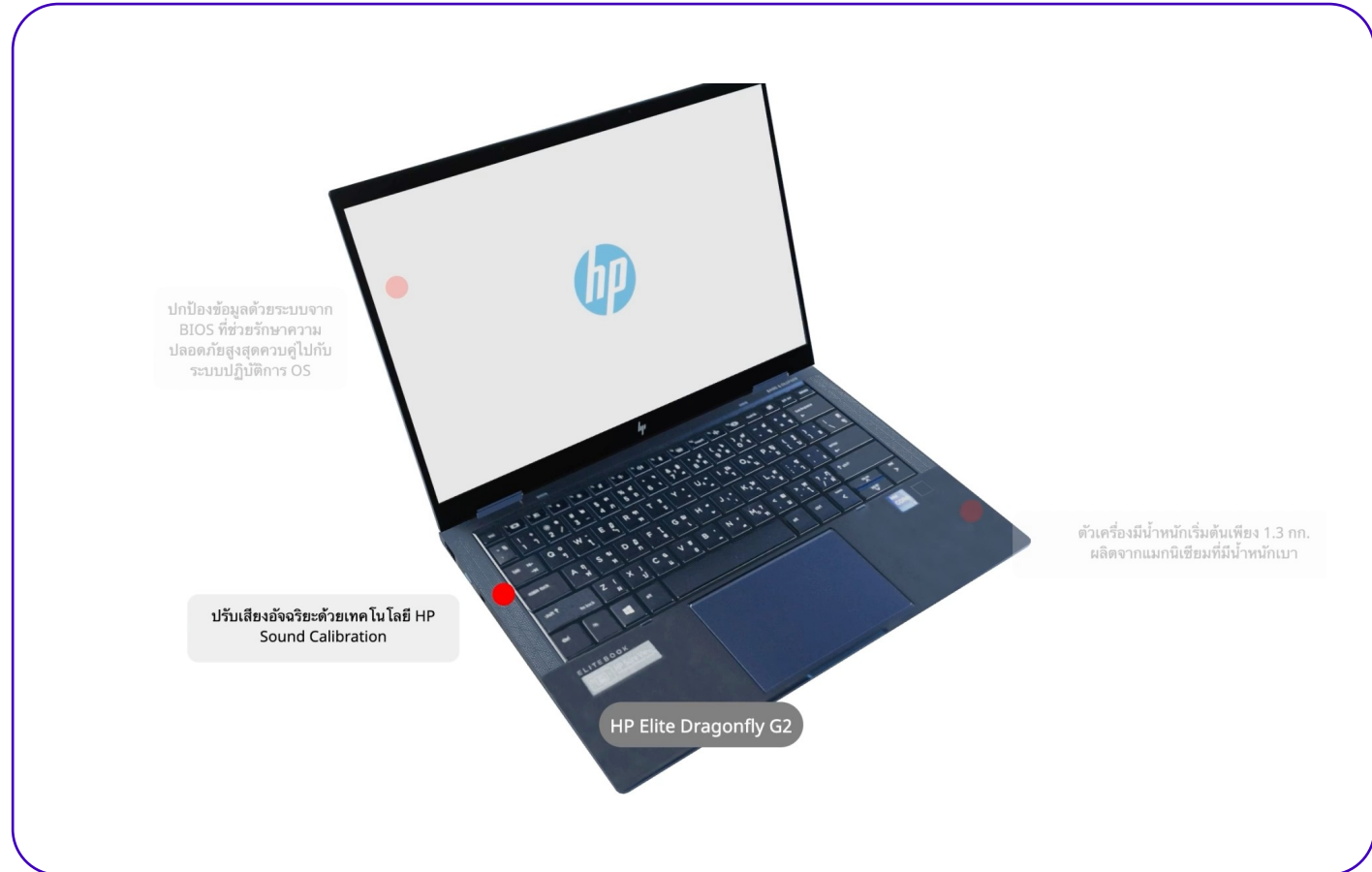
Welcome to **AI powered** 3D + AR Model creation at scale and ...

✓ Product Hotspots ✓ Animations ✓ 360 Exploded Views ✓ Color Configurator  
✓ 3D Swirl Ads ✓ 3D Carousel ✓ Virtual Staging ✓ Room Decorator

# Enhancements to 3D/AR Content



## Product Hotspots



[Watch Video](#)

# Enhancements to 3D/AR Content



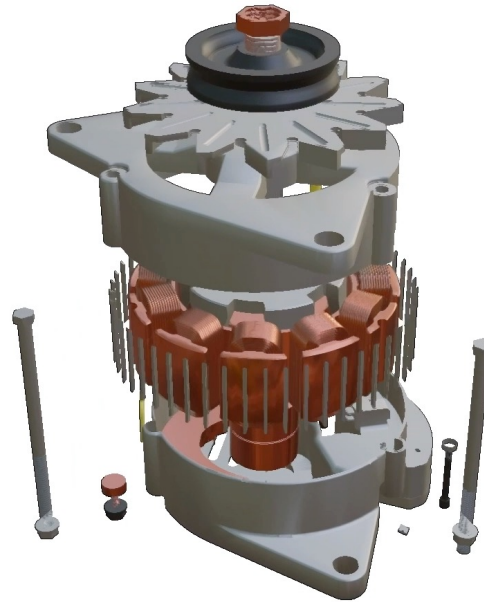
## Animations



# Enhancements to 3D/AR Content



**360 + Exploded Views**

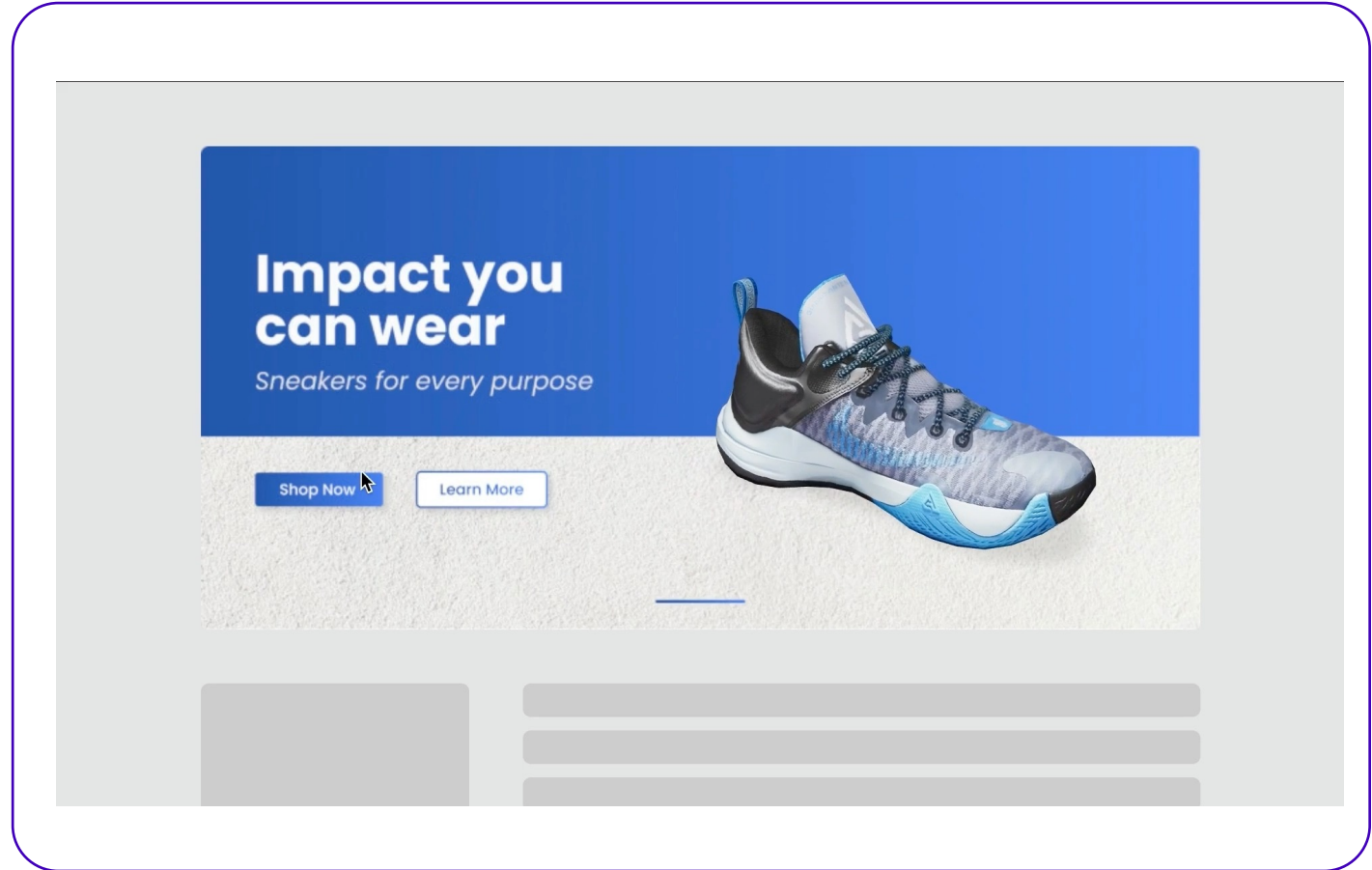




# Enhancements to E-commerce Sites



## 3D Swirl Ads

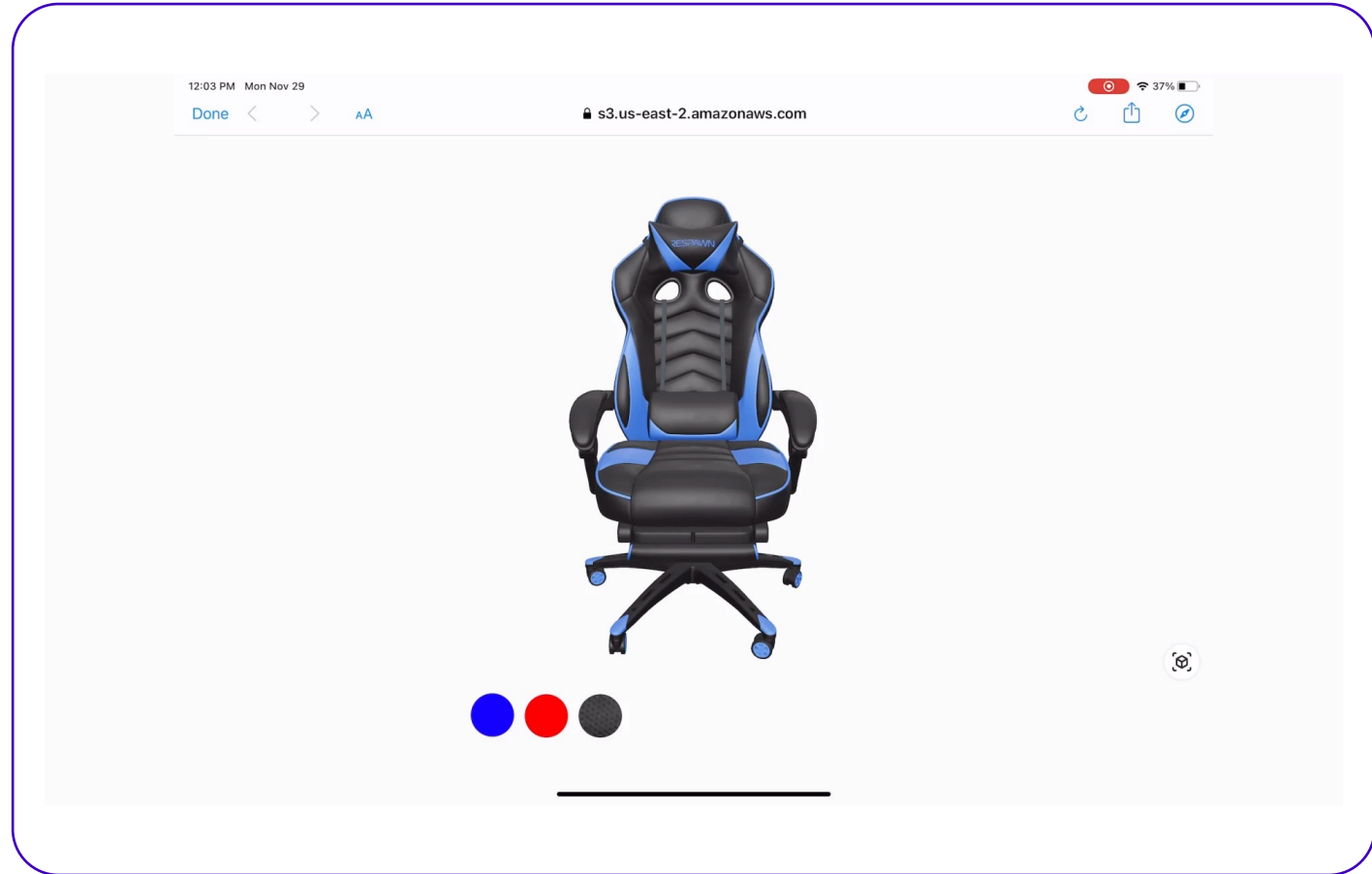


 [Watch Video](#)

# Enhancements to E-commerce Sites



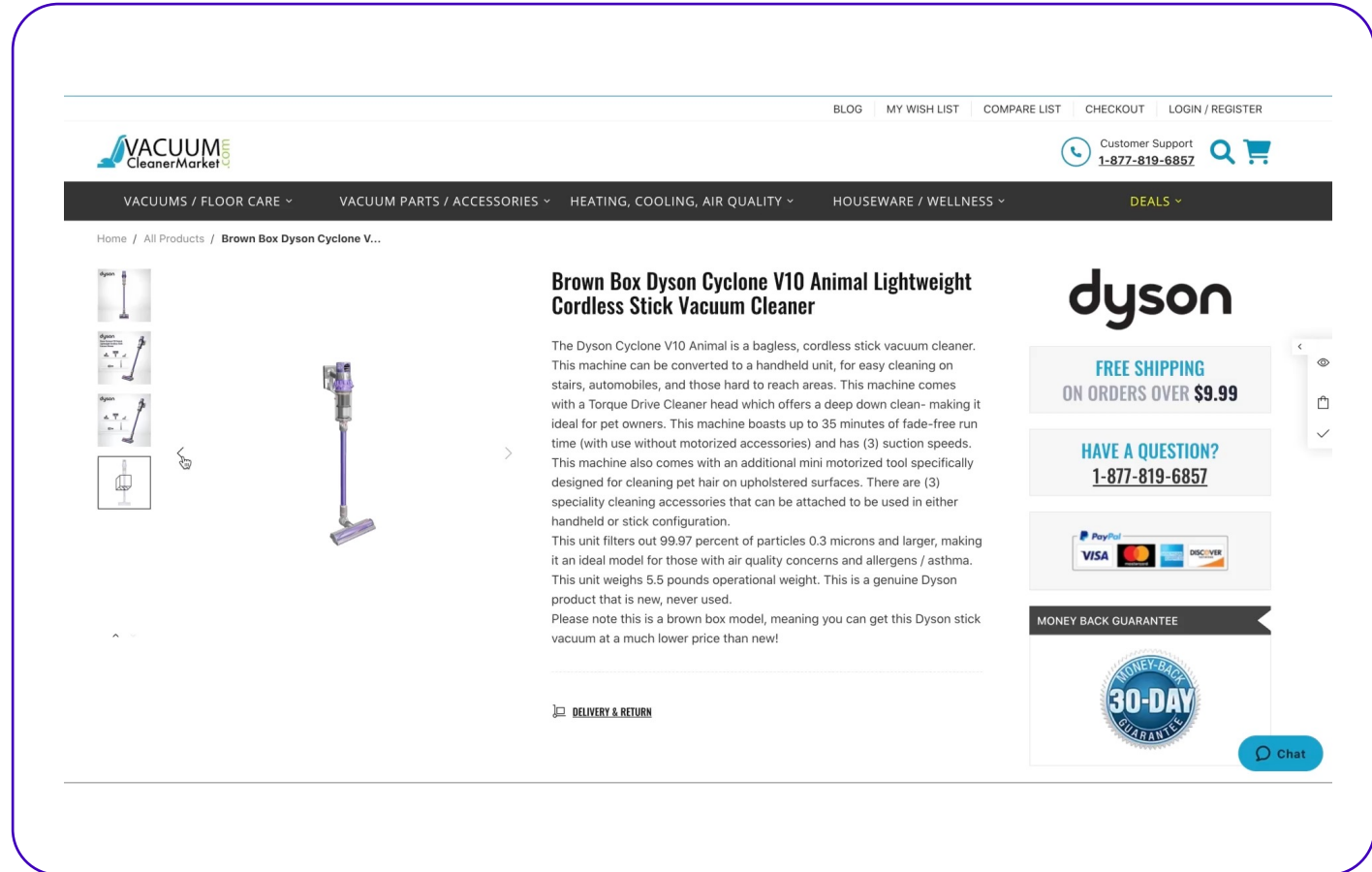
## Configurator



# Enhancements to E-commerce Sites



## 3D Carousel



# Enhancements to E-commerce Sites



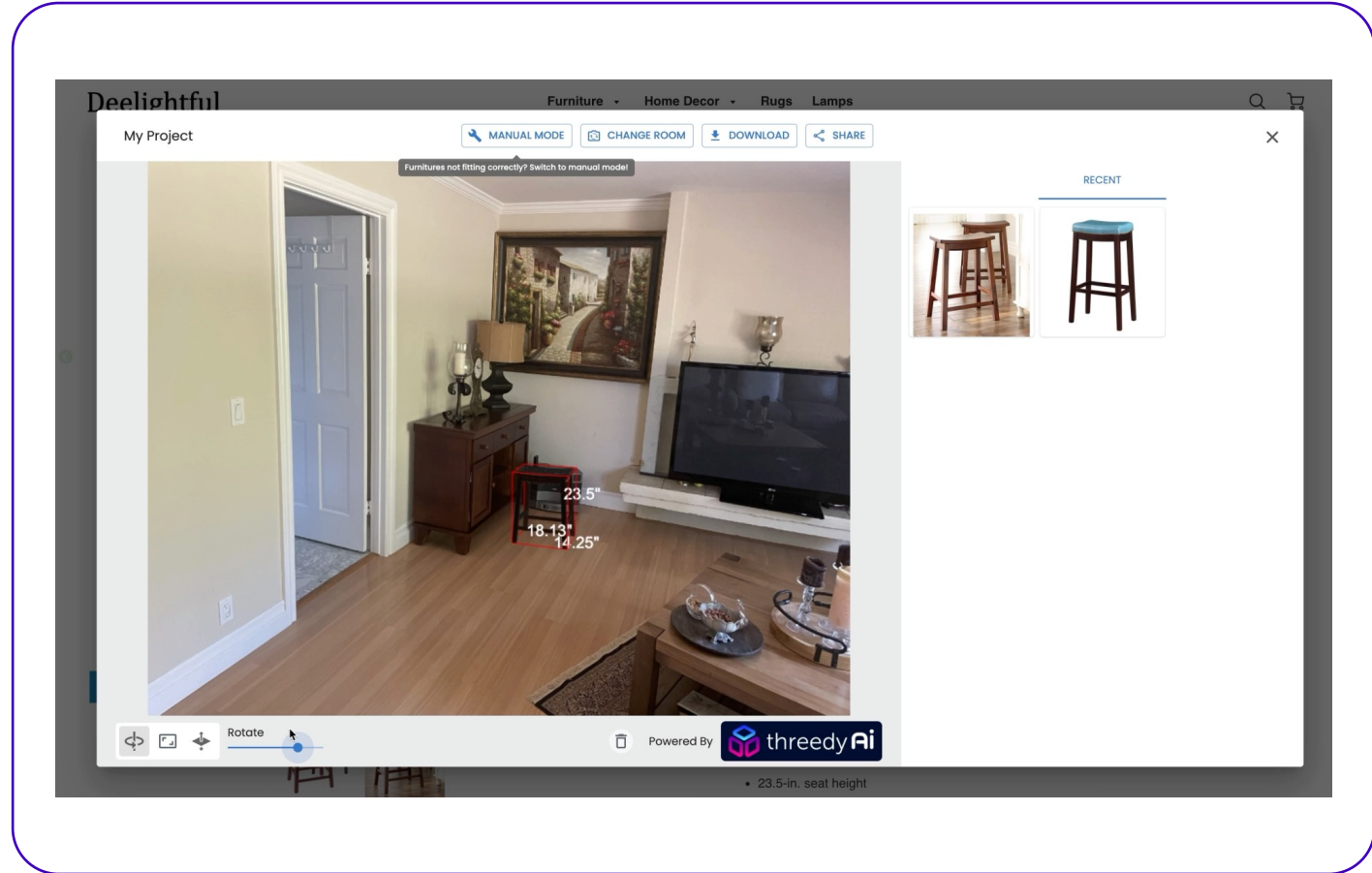
## Virtual Staging + Product Photography



# Enhancements to E-commerce Sites

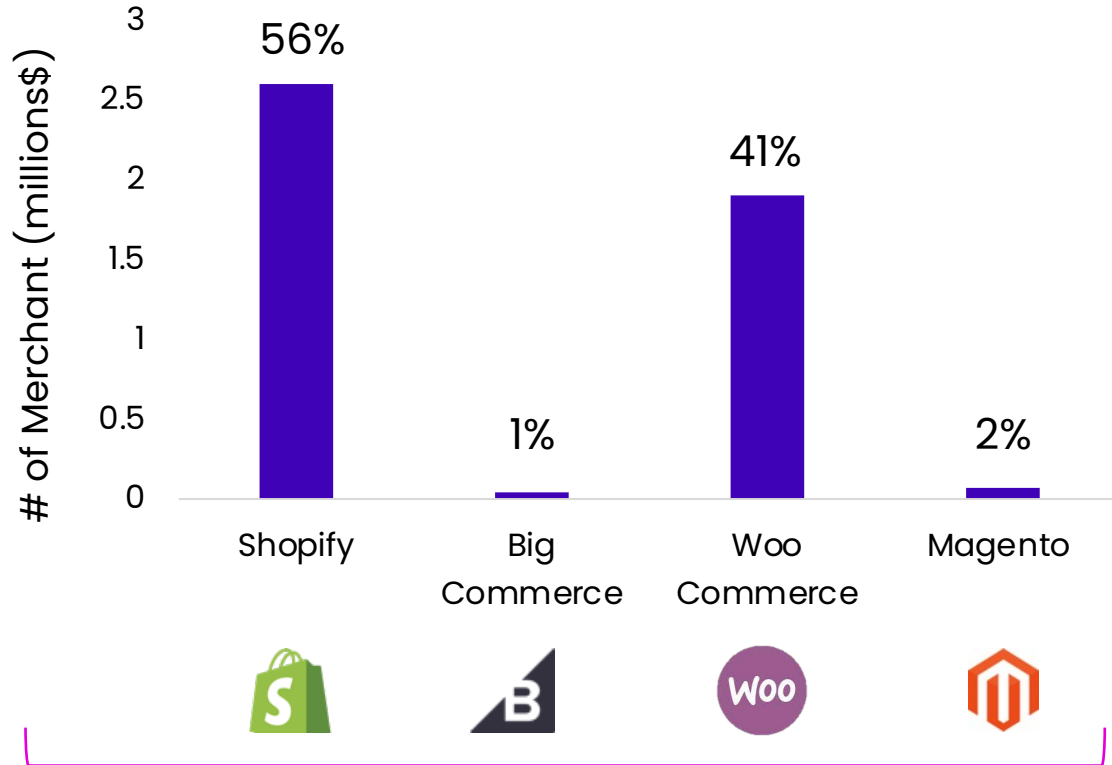


## Room Decorator



# Q1 2022 – Shopify & Nextech Integration

## E-commerce Stores in NA



Source: BuiltWith

**4.6M Merchants**



"The **Future** of E-commerce is **3D**"

Shopify<sup>8</sup>

**Q1 2022**

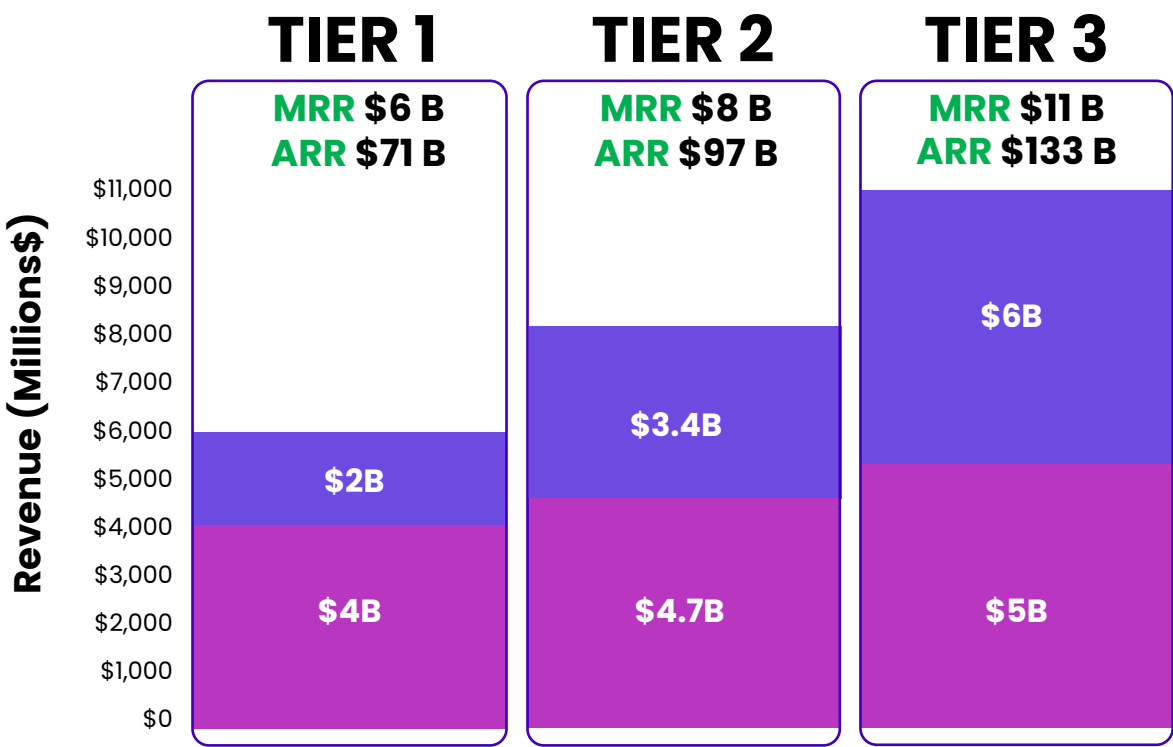
Nextech has **integrated** directly with **Shopify** through a self-service app available to all merchants

<sup>8</sup> <https://www.shopify.ca/blog/3d-model-products>



# TAM for Nextech's SaaS 3D Solution

3D MODEL CREATION    ENHANCEMENTS



7.5 Million Merchants with ~400M Product SKUs

## SaaS Pricing

Starter	<div>1 SKU +</div> <div><div>✓ 3D model creation</div><div>✓ Hosting 3D models</div><div>✓ Integration support</div></div> <div><div>\$250</div><div>No annual contract just pay month to month for \$250/ month/ SKU</div></div>		
Accelerate	Growth	Most Popular Pro-Growth	Includes 10% Churn Hyper-Growth
<div>Up to 25 SKUs</div> <div>\$250 /month With 12-month contract</div> <div>OR</div> <div>Pay in advance &amp; Save 10% \$2,700/Year</div> <div><div>✓ 3D model creation</div><div>✓ Hosting 3D models</div><div>✓ Integration support</div><div>✓ Low monthly fee</div></div> <div>\$10.00 / SKU / Month</div>	<div>Up to 50 SKUs</div> <div>\$450 /month With 12-month contract</div> <div>OR</div> <div>Pay in advance &amp; Save 10% \$4,860/Year</div> <div><div>✓ 3D model creation</div><div>✓ Hosting 3D models</div><div>✓ Integration support</div><div>✓ Low monthly fee</div></div> <div>\$9.00 / SKU / Month</div>	<div>Up to 100 SKUs</div> <div>\$800 /month With 12-month contract</div> <div>OR</div> <div>Pay in advance &amp; Save 10% \$8,640/Year</div> <div><div>✓ 3D model creation</div><div>✓ Hosting 3D models</div><div>✓ Integration support</div><div>✓ Low monthly fee</div></div> <div>\$8.00 / SKU / Month</div>	<div>Up to 500 SKUs</div> <div>\$3000 /month With 12-month contract</div> <div>OR</div> <div>Pay in advance &amp; Save 10% \$32,400/Year</div> <div><div>✓ 3D model creation</div><div>✓ Hosting 3D models</div><div>✓ Integration support</div><div>✓ Low monthly fee</div></div> <div>\$6.00 / SKU / Month</div>

# Clients & Target Market

## Target Market



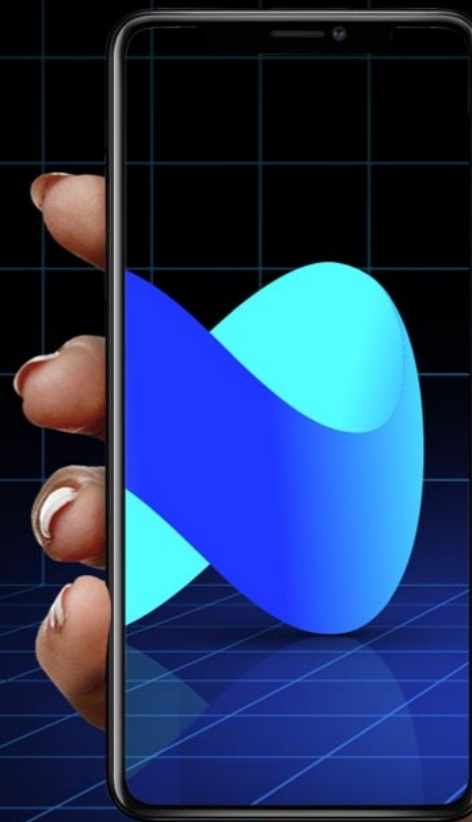
## Brands We Work With



Click Logos to See 3D/AR Model on Website

*\*if applicable*

# Creating the Metaverse



# Enter the Metaverse



## 3D 'Virtual Experiences' in Events



# Enter the Metaverse



## Holograms + Augmented Packaging



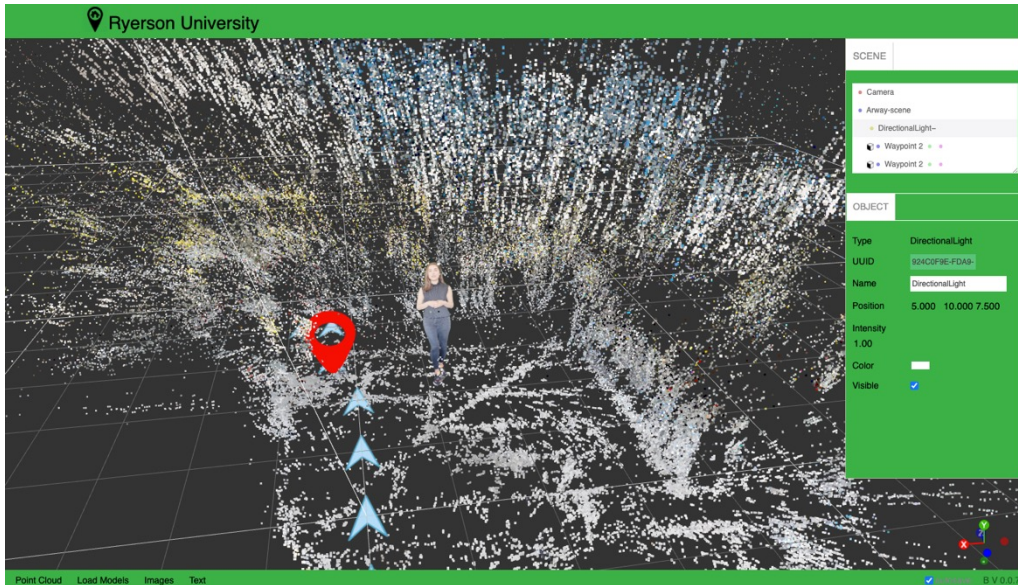
 [Watch Video](#)



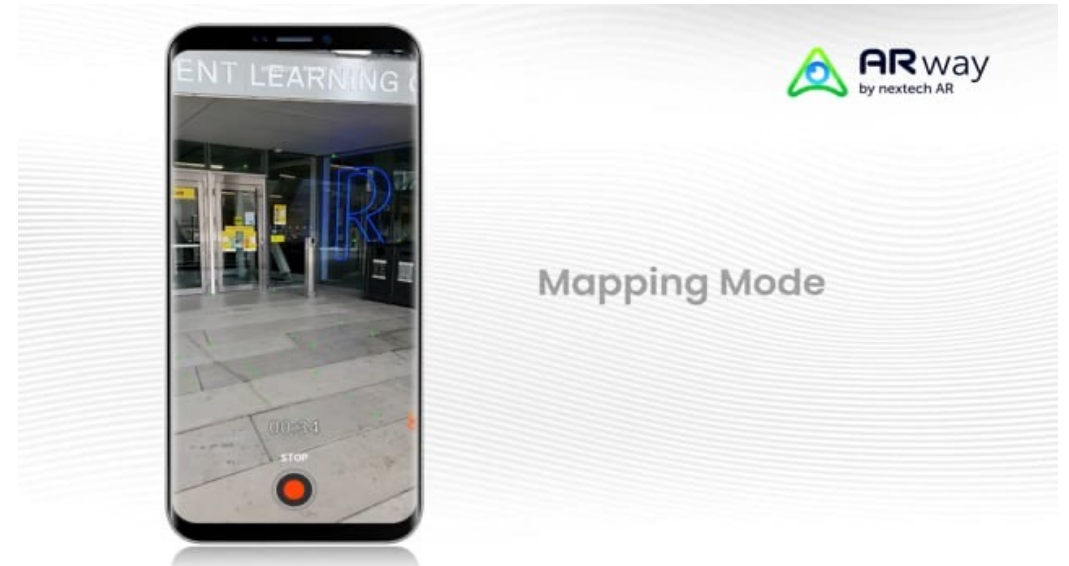
# Create Mini-Metaverses



## AR content placed into Spatial Map



## Mini Metaverse



 [Watch Video](#)



# Enter the Metaverse



Launching in Q2 2022

Mint 3D/AR assets with Nextech and launch into NFT marketplaces, wallets and platforms



**OpenSea**



**Rarible**

# Thank you

Nextech AR Solutions Corp., 121 Richmond St. West, Suite 500, Toronto, Ontario, Canada M5H 2K1  
+1 866-ARITIZE | [info@nextechar.com](mailto:info@nextechar.com) | [www.nextechar.com](http://www.nextechar.com)