



# Tribe

## Investor Presentation

Prepared as of March, 2021

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Certain information contained in this presentation constitutes "forward-looking information" and "forward-looking statements" (referred to as the "forward-looking statements"), which is information regarding possible events, conditions or results of operations that is based upon assumptions about future economic conditions and courses of action. All information other than statements of historical fact may be forward-looking statements. In some cases, forward-looking statements can be identified by the use of words such as "seek", "expect", "anticipate", "budget", "plan", "estimate", "continue", "forecast", "intend", "believe", "predict", "potential", "target", "may", "could", "would", "might", "will", and similar words or phrases (including negative variations) suggesting future outcomes or statements regarding an outlook. The Company 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. In light of significant uncertainties inherent in the forward-looking statements included in this fact sheet, the inclusion of such information should not be regarded as a representation by the Company or any other person that the Company's objectives or plans will be achieved.

Forward-looking statements in this presentation include, but are not limited to, statements relating to: the real estate industry and the need for digital transformation; the Company's expectations regarding its revenue and operations; the completion of the Gateway Property Management acquisition (the "Acquisition"); the Company's plans for and timing of expansion of its products and services; the Company's future growth plans, including, but not limited to its M&A strategy and growth into new markets; the Company's expectations regarding its revenue and operations; the Company's plans for and timing of expansion of its products and services; the Company's ability to attract new clients and develop and maintain existing relationships; the Company's ability to attract and retain personnel; the Company's competitive position and its expectations regarding competition; regulatory developments and the regulatory environments in which the Company operates; and anticipated trends and challenges in the Company's business and the markets in which it operates.

Forward-looking statements are based on certain material assumptions and analysis made by the Company, and the opinions and estimates of management as of the date such statements are made and they represent management's best judgment based on facts and assumptions that management considers reasonable in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. The material assumptions upon which such forward-looking statements are based include, among others, assumptions with respect to: growth plans; the continuation of demand for the products and services of the Company's business; the ability of the Company to access financing from time to time on favourable terms, a stable market and general economic conditions; the ability of the Company to protect its intellectual property rights; the Company's ability to retain clients and existing relationships; the ability to complete the Acquisition and integrate the Acquisition business; and the continuation of executive and operating management, or the non-disruptive replacement of them on competitive terms. The Company makes no representation that reasonable business people in possession of the same information would reach the same conclusions. Although the Company believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect and the Company cannot assure that actual results will be consistent with these forward-looking statements. Given these risks, uncertainties and assumptions, investors should not place undue reliance on these forward-looking statements.

Whether actual results, performance or achievements will conform to the Company's expectations and predictions is subject to a number of known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results discussed in the forward-looking information, including, but not limited to, the following: the real estate industry may not experience a digital transformation; the Company may not meet its expectations with regards to its projected revenue; the Acquisition may not be completed; the Acquisition business may not be successfully integrated; the Company may not continue with its M&A strategy; the Company may not experience increased revenue opportunities post-Acquisition; general industry and market conditions and growth rates; legislative and regulatory developments; general economic conditions and levels of economic activity including interest rate fluctuation; risks associated with reliance on key personnel, including but not limited to the Company's senior management team; risks associated with implementation of growth initiatives; financing risks; degree of competition in the industry; changes in employee relations; dependence on information systems and technology; and the uncertainty surrounding the spread of COVID-19 and the effect it will have on the Company's operations and economic activity in general.

These risks, uncertainties, assumptions and other factors could cause the Company's actual results, performance, achievements and experience to differ materially from the Company's expectations, future results, performances or achievements expressed or implied by the forward-looking statements. If the forward-looking statements prove to be incorrect, actual results might vary materially from those anticipated in those forward-looking statements. You are cautioned that the above list of risks, uncertainties, assumptions and other factors is not exhaustive, and there may be other factors that the Company has not identified.

The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this fact sheet, and accordingly are subject to change after such dates. Except as required by law, the Company undertakes no obligation to update or revise any forward-looking statements included in this presentation, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of future events.

**Cautionary Note On Use of Non-GAAP Measures.**

Note that for purposes of this section, GAAP refers to IFRS. The Company believes that investors use certain non-GAAP measures as indicators to assess companies such as ours. They are intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with GAAP. Non-GAAP financial measures do not have any standardized meaning prescribed under GAAP and therefore may not be comparable to similar measures presented by other issuers.

In this presentation non-GAAP measures include "Average Cost Per Lead", "Average Cost per Community Acquisition" and "monthly recurring revenue (MRR)". As noted, these non-GAAP measures have been included as indicators to assess companies such as ours. Similarly, the Company has included non-GAAP measures for other comparable companies to assist investors in their relative assessment of our Company. There may be some variation in the method of computation of these metrics as determined by the Company compared with other companies. Investors are therefore cautioned that as these measures do not have any standardized meaning prescribed under GAAP, the comparisons of non-GAAP measures included in this fact sheet should be used with caution.

## **Tribe is a Prop-Tech company empowering residential community living in cities.**

Disrupting traditional Condo and Rental Management by offering Tech-Enabled Property Management.



**6th largest condo management company in Canada**



**6th largest rental management company in Canada**



**History of M&A:  
5 acquisitions-to-date**



**Managing 39,595+ homes in Canada with solutions that help all types of multi-family residential communities**



**One of the fastest growing PM companies in Canada**

Tribe Property Technologies (Tribe) is a property technology company disrupting the traditional property management industry. Tribe’s integrated service-technology delivery model serves the needs of developers, condo/residential communities and owners/residents versus traditional property management. Tribe is a one-stop-shop for residential community living.



**Disrupting an Industry**

*People-focused model enables the provision of additional value-added products and services that improve the experience of residential community living from smart building technology and building automation to in-home services*



**Leading Digital Platform**

*Fully integrated digital platform that services a wide variety of stakeholders which lowers customer acquisition costs and increases stickiness leading to a low churn rate*



**Proven Acquisition Track Record**

*Purchased five companies to date, in a fragmented market that can be acquired at service multiples*



**Strong Financial Performance**

*Strong growth profile with revenue growth from less than \$3 million in 2018 to \$16 million forecast in 2021, with monthly recurring revenue comprising a majority*



**Rapid Market Growth**

*Community living has increased almost 10x between 1980 and 2019 and accounts for over 70 million people. Payments of over \$90+ billion were collected from owners in communities in 2019 (1)*



**Experienced Management Team**

*Large insider ownership that aligns shareholders and management, led by an executive team with hyper-growth, tech, product, capital markets and property management expertise and supported by an experienced and influential Board of industry leaders*

\*This does not include rental community maintenance. HOAs are planned multi-family communities requiring management.

(1) Source: Community Associations Institute National Statistical Review for 2018

### Q4-2020

#### Major financing closed

Tribe Property Technologies completed a brokered private placement financing of \$11,629,920 announced on December 11, 2020.



### Q1-2021

#### Second close

Tribe Property Technologies completed an upsizing of the private placement financing that closed and disclosed on December 11, 2020. This second close of a large Israeli pension fund came in at \$1.7 million, for aggregate total gross proceeds of \$13,329,920.



### Q1-2021+

#### Execute M&A strategy

Tribe Property Technologies has announced the Gateway acquisition to all stakeholders, and has embarked on a path to integration.

### Q4-2020

#### Major Gateway acquisition closed

Tribe Property Technologies closed on a \$10 million acquisition of Gateway Property Management, bringing with it a footprint in BC, Alberta and Ontario and making Tribe the sixth largest strata/condo and 6th largest rental management company in the country. (1)



### Q1-2021

#### Public Listing

Tribe Property Technologies is listed on the TSX Venture Exchange under TRBE.



**Joseph Nakhla**

CEO  
Previously COO TIO  
Networks

**Jim Defer**

CFO  
Previously SPUD.ca,  
Canopy Growth Corp.,  
DDS Wireless

**John Tims**

Corporate Secretary

**Fiona Therrien**

Executive VP Management  
Services and Managing Broker

**Scott Ullrich**

Executive VP Rental  
Management Services

**Allen Kwok**

VP Engineering

**Maureen McMahon**

Executive VP Human  
Resources

**Ken Axenty**

VP Finance Services

**Jennifer Laidlaw**

VP Marketing and  
Communications

**Kieran Coffey**

Head of Product



## Joseph Nakhla

CEO and Director

Joseph founded Tribe in 2011 and has been overseeing its operations and expansion since. Prior to this, he was the Chief Operating Officer of TIO Networks, a former TSX listed company that was acquired by Paypal.



## Raymond Choy

President and Board Member of Peterson Group

Raymond is the President and Board Member of Peterson Group, a real estate investment, development, and property management company.



## Charmaine Crooks

President and Director of NGU Consultants Inc.

Charmaine is the President and founder of NGU Consultants Inc., providing global strategic advisory and corporate development services to a variety of sectors.



## Andrew Kiguel

CEO Tokens.com and Co-Founder Hut8 Mining

Andrew is currently the co-founder and CEO of tokens.com. Previously he was the co-founder and CEO of Hut8 Mining, a publicly listed bitcoin miner.



## Mike Willis

Tribe Director and Strategic Advisor

Mike is currently an advisor providing strategic consulting services to high-growth businesses. He formerly served as CFO of Westport Fuel Systems (TSX/Nasdaq) and Gevo (Nasdaq) and worked in various capacities within the Virgin Group.



**1980**

Number of communities and individuals in the US that are stratified or members of a community association.

**36,000** communities

**9.6 million** residents



**2019**

Number of communities and individuals in the US that are stratified or members of a community association.

**344,000+** communities

**70+ million** residents



**Assessments**

More than \$90 billion is collected and contributed by homeowners to councils and HOAs\* annually. These funds go towards professional management services, utilities, security, common area maintenance and capital improvement projects.

**\$90+ billion** changed hands in 2018

\*This does not include rental community maintenance. HOAs are planned multi-family communities requiring management.

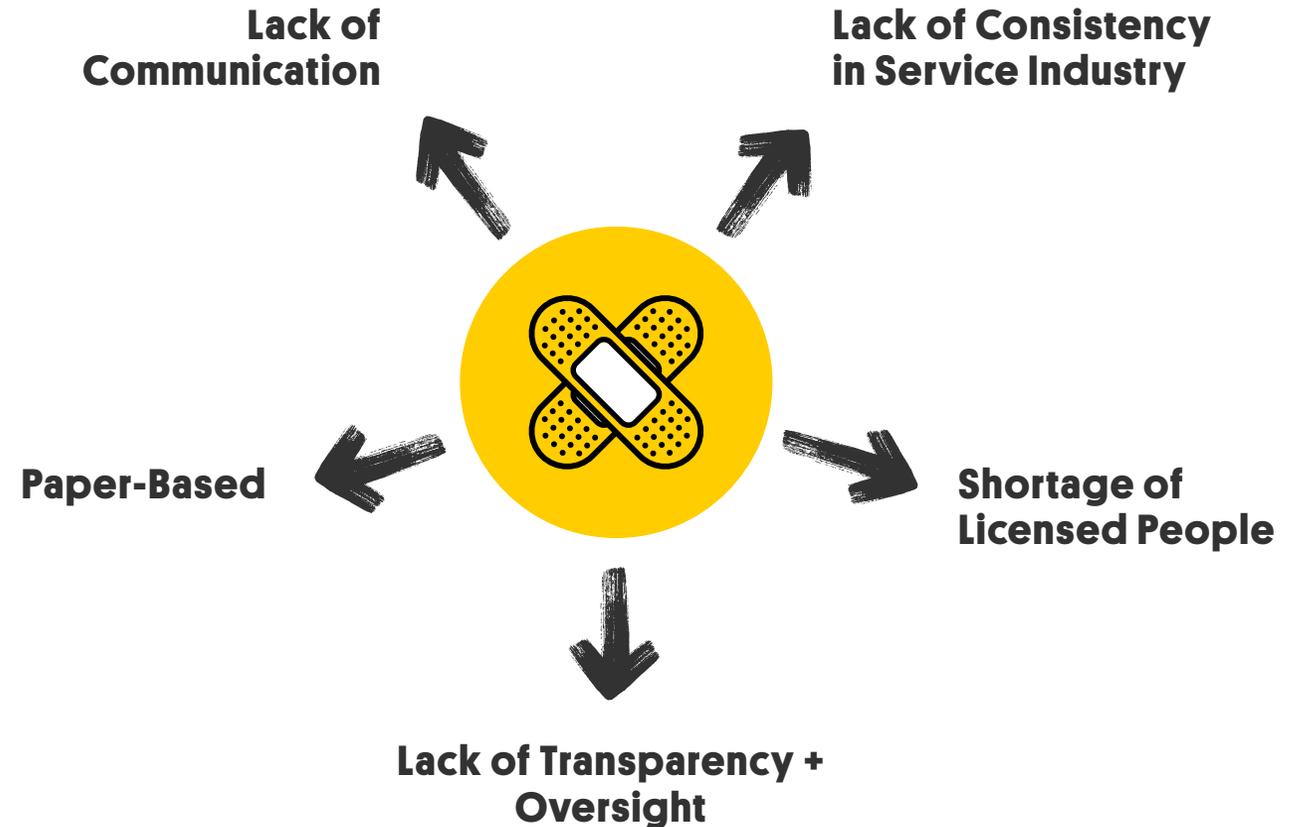
\*Source: Community Associations Institute National Statistical Review for 2018

## Communities are becoming more complex and inter-connected than ever before.

Traditional property management faces challenges within its current environment.

It is struggling to keep up with community needs, market growth and technologies that enhance community living.

Residential community living is still waiting for its digital transformation.





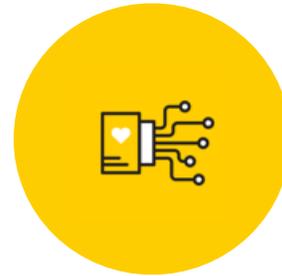
We're simplifying the complexities around residential community living with tech-enabled Community Management like nothing else in the market.



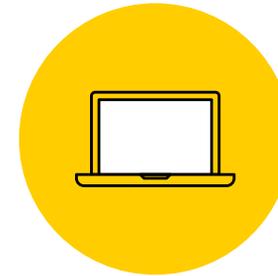
**Digital Owners Engagement and Information Access**



**Digital Marketplace for Owners and Communities**



**Artificial Intelligence**



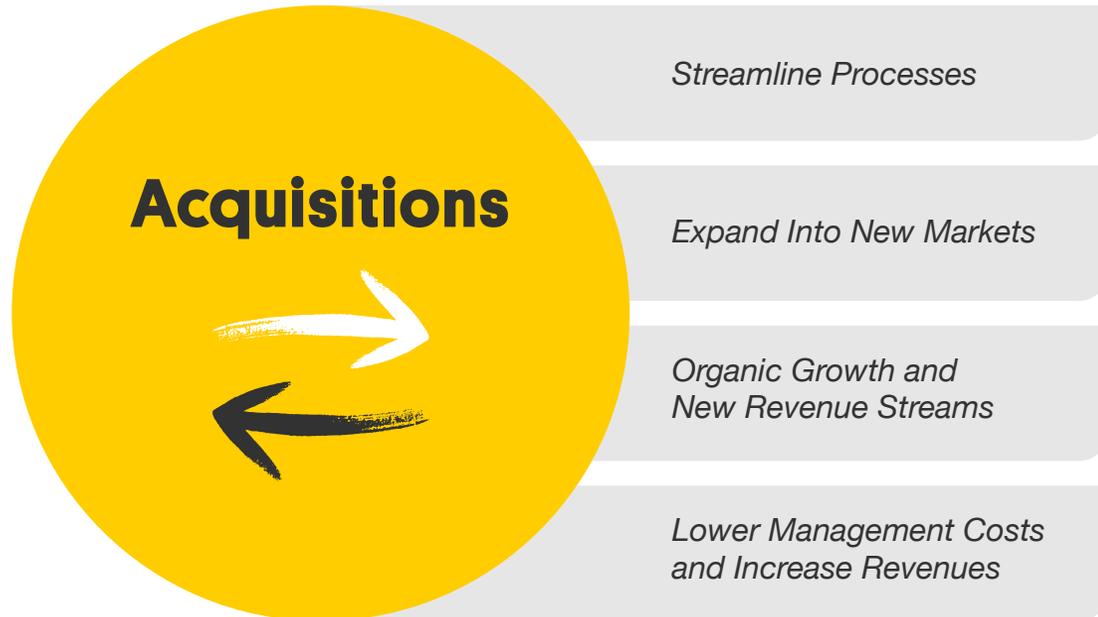
**Digital Shared Services for Communities**



**Day-to-Day Management**

## The company is positioned to execute on an aggressive M&A opportunity of Property Management and Prop-Tech companies in North America

Upon acquisition, Tribe has developed an M&A playbook implementing the tech-forward collaborative strategy aimed to:



- 13,000 property management companies servicing the market in North America\*
- Buy them at service multiples
- Paper-based, with no centralized data, very little growth or retention

- Artificial Intelligence
- Digitization of Operations
- Streamlined Processes
- Improved Communications

- Tech-Enabled Management
- Organic Growth
- Increase Revenue/Customers
- Increase Retention
- Introduce New Revenue Streams
- Significantly Improve Profitability

\*Source: Community Associations Institute National Statistical Review for 2018  
<https://www.ic.gc.ca/app/scr/app/cis/businesses-entreprises/53131>

Sales Centre Digital Content

Disclosure Statement and Budget

Amenities Design for New Communities

Deficiency and Warranty Management App

Digital Manuals App

Lease-Ups and Rental Management

Property Management Using Resident and Back-Office Software

Resident Education (Management 101) Via Digital Content

Post-Occupancy Digital Management

Year  
-2

Year  
-1



Year  
1

Year  
2

Year  
3

Year  
4

Year  
5+

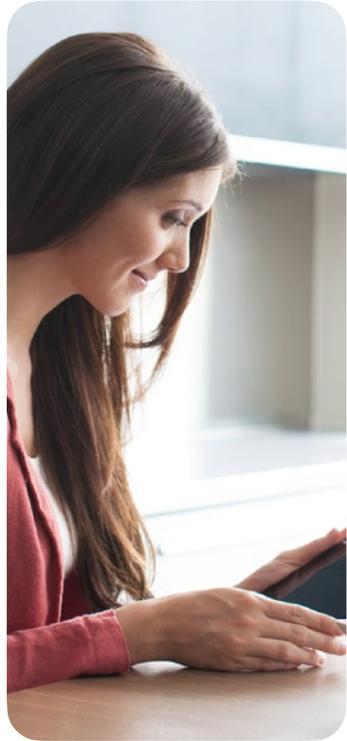
Building  
Construction

Building  
Completion

Building  
Operations

# The Value Proposition to Our Broad User Base: *Community Living Simplified*

## Owners



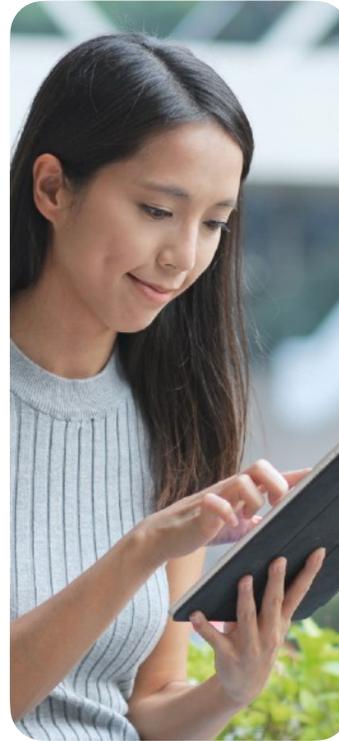
- Trackable Communication
- 24/7 access
- Community Information
- Building Health
- Payment Options
- Exclusive Offers

## Councils & Boards



- On-Demand Access
- Important Records and Documents
- Full Transparency and Accountability
- Communication Records

## Property Managers



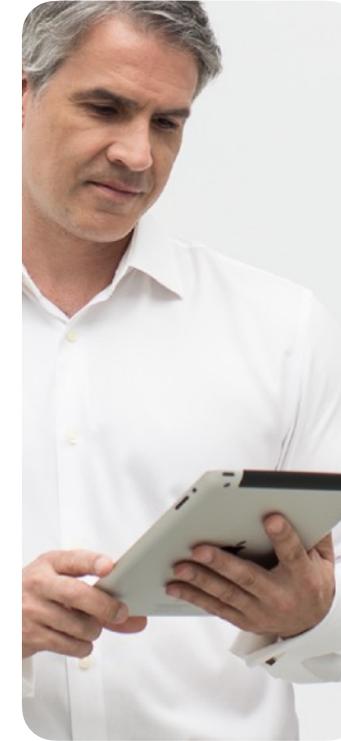
- More Efficient Processes and Tools
- Ability to Focus on Service
- Improved Industry Reputation

## Landlords



- Organized Data
- Easy Payments
- Improved Tenant Relationships
- Improved Workflows

## Developers



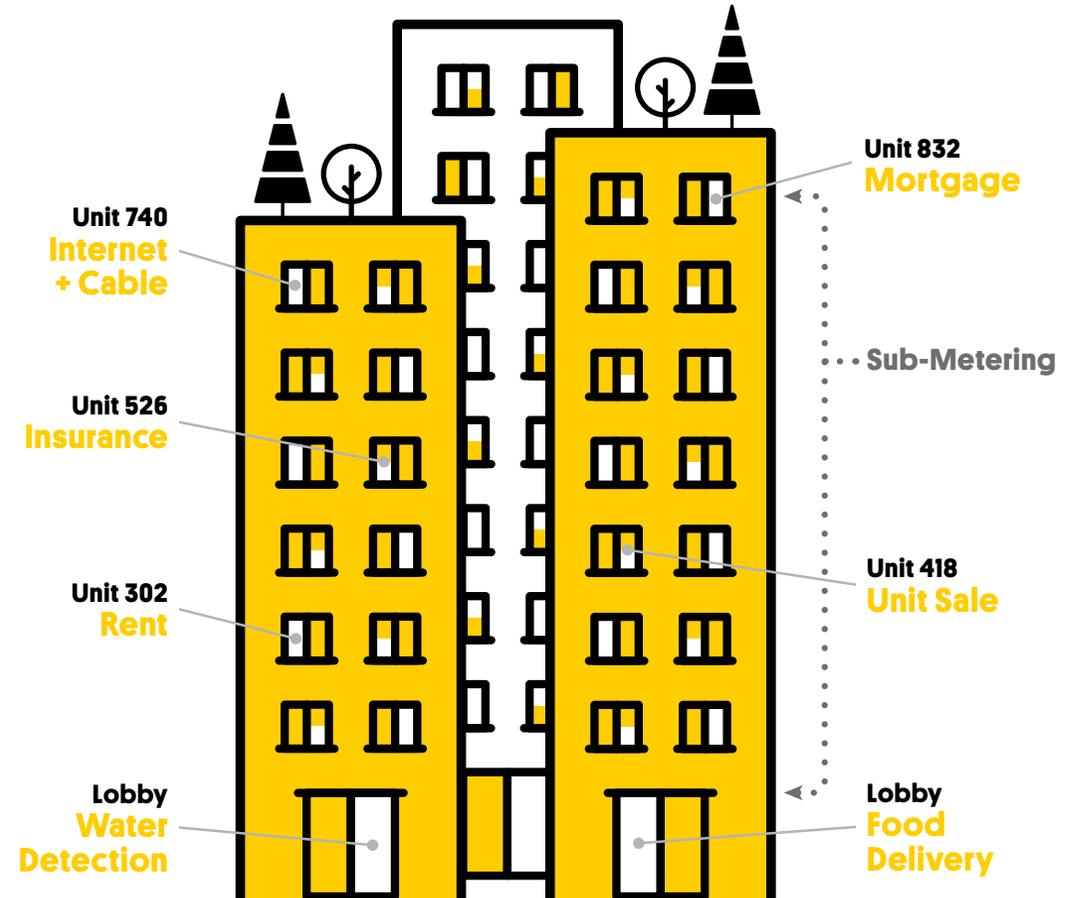
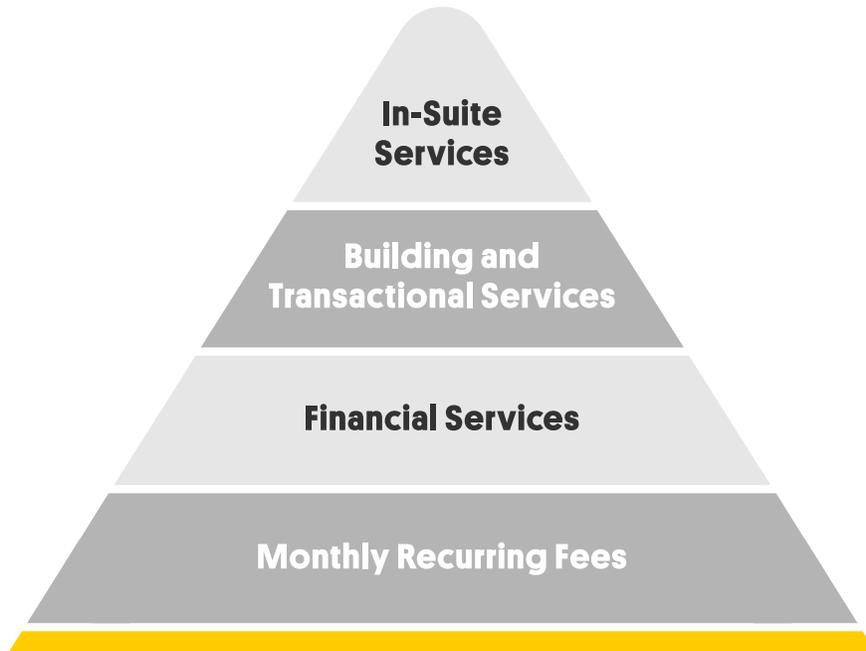
- Tools to Track all Deficiencies
- Access to Building Data
- Digital Owners' Manuals
- Seamless Hand-Over to Management Team

## Trades



- Easier Access between Trades, Service Providers, and Communities

Tribe has a direct relationship with owners, residents and buildings. Through service excellence, we unlock value.



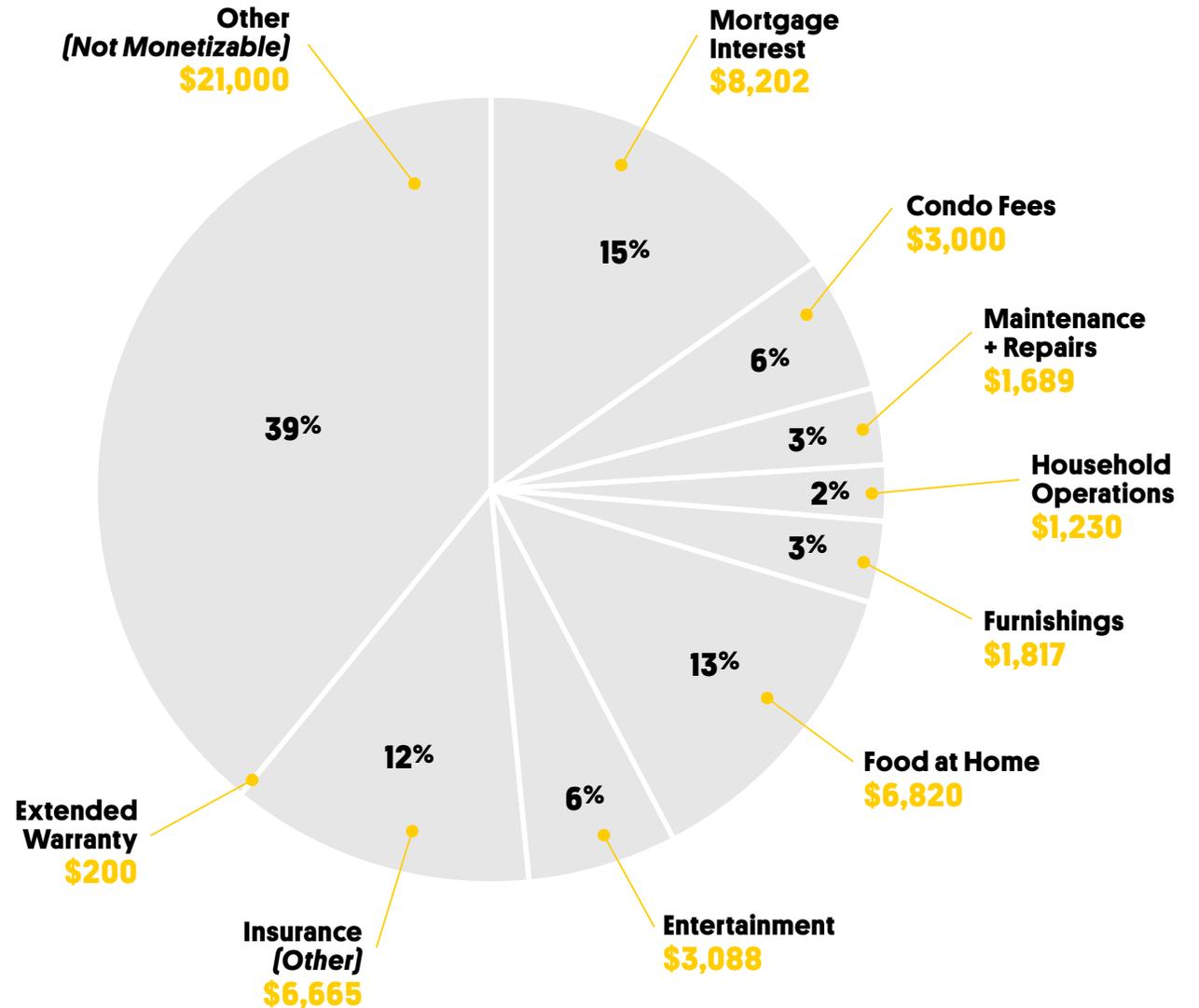
## We are curating a best-in-class service marketplace to connect vendors and residents and offer value-added products and services to our Owners and Communities:

- Leverage group-buying on pre-approved home products such as mortgage, insurance, cable, internet and more
- All of this through an integrated payment processing solution

## Why? - Condo Marketplace by the Numbers:

- More than \$90 billion annual maintenance in North America (1)
- \$53K per condo/year average spend (2)

\*Chart shows In-house spending and individual unit penetration with community platform

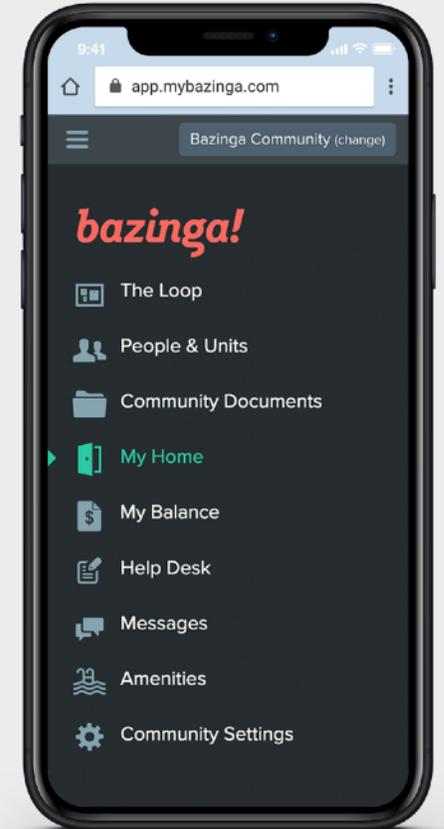
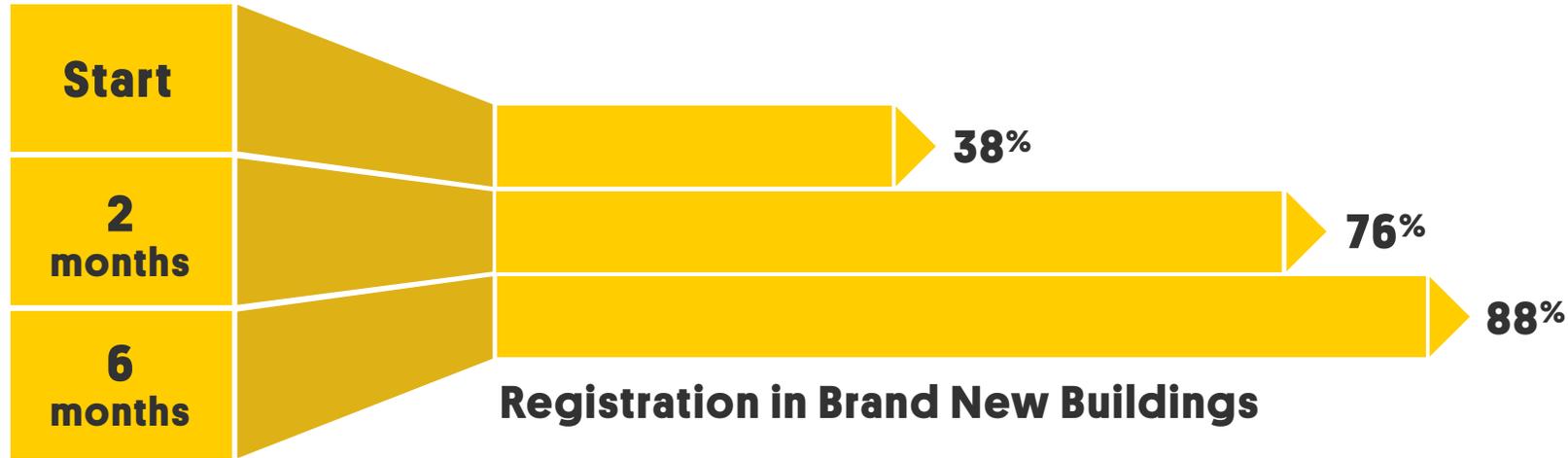


(1) Source: Community Associations Institute National Statistical Review for 2018 This does not include rental community maintenance.

(2) Source: <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1110022201>

- **75%** -

of our clients said that our online communication platform has been an important communication tool during the pandemic.



Shangri-La



Silver Sea



Woodward's



One Harbour Green



Waterfall + Starling

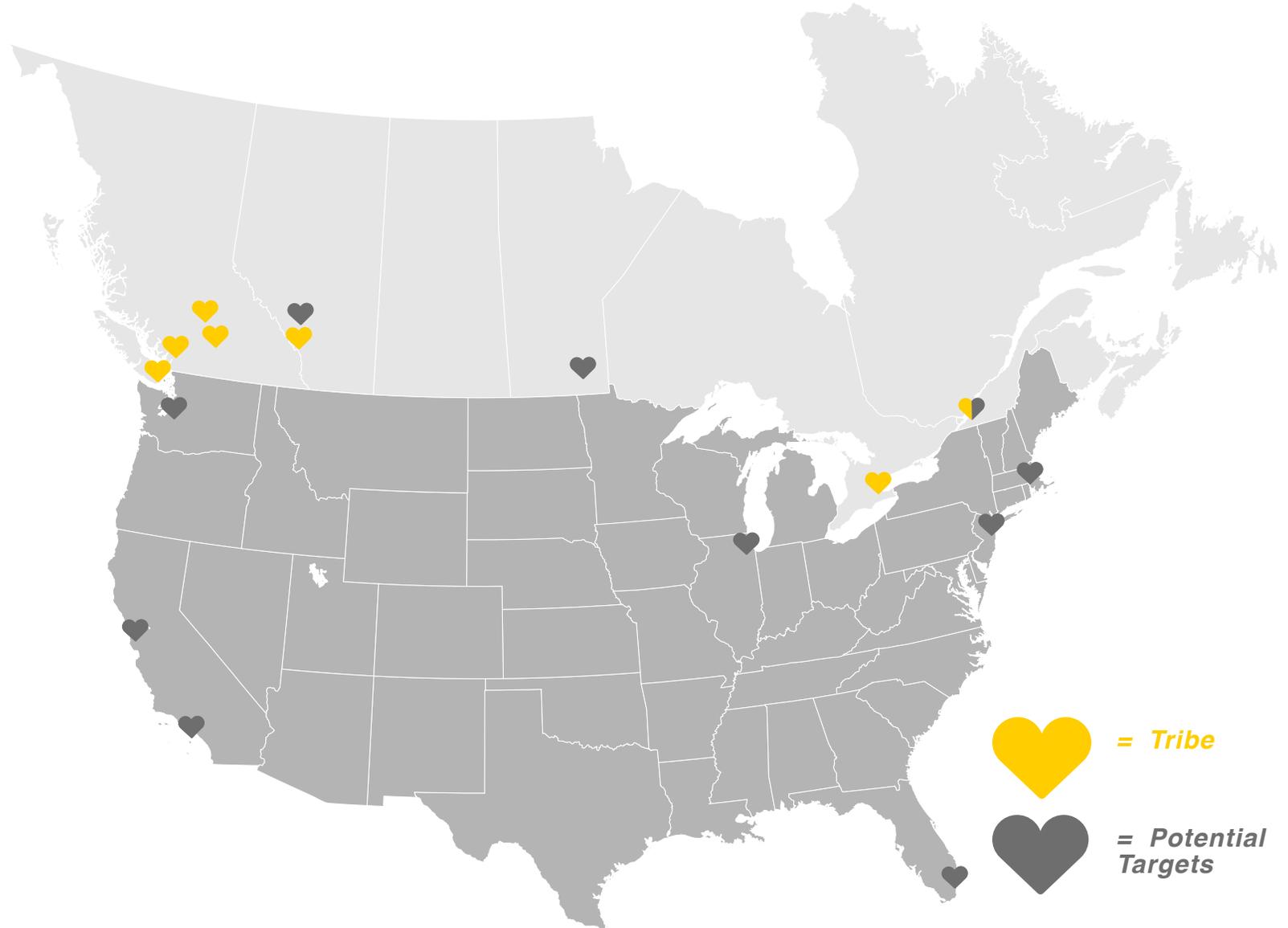


## Canadian Footprint:

- Top 6 Condo Management Company Nationally\*
- Top 6 Rental Management Company Nationally\*
- One of the largest Residential Rental Managers in BC
- Developer Relationships across the Country
- Big Institutional Footprint
- Primary Targets: Toronto, Montreal
- Secondary Targets: Edmonton, Winnipeg

## US Target Markets:

- Seattle
- Los Angeles
- San Francisco
- Boston
- Chicago
- New York
- Miami



 = Tribe

 = Potential Targets

Tribe's unique tech-based approach is attractive to the market, feeding growth, especially through Covid.

	PRESENT	PRE-COVID
Average Cost Per Lead:	<b>\$113</b>	\$306 (Jan 2020)
RFPs Win Percentage:	<b>44%</b> <i>(that we choose to respond to - based on suitability of community)</i>	35% (Jan 2020)
Average Cost per Community Acquisition:	<b>\$1,791*</b>	\$2,433 (Jan 2020)

*\*numbers above calculated for 2020, pre-major Gateway acquisition*



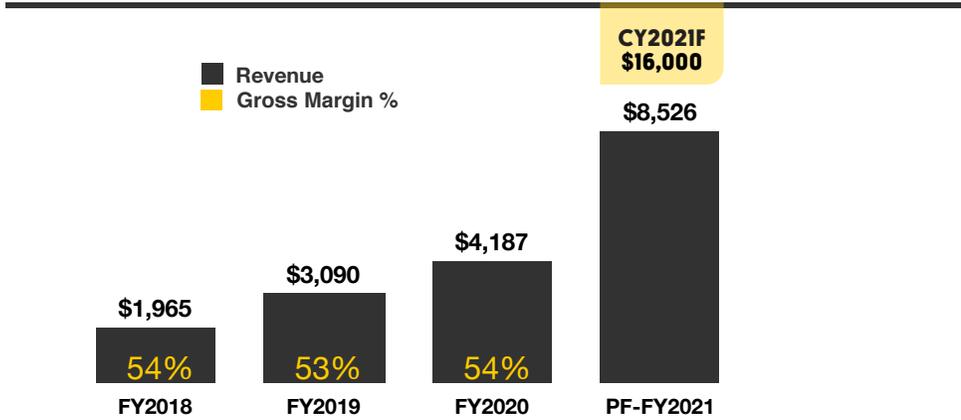
We manage more than **\$195M** of annual budgets on behalf of our Communities.\*\*

We collect **\$460M** in rent on behalf of our Clients.\*\*

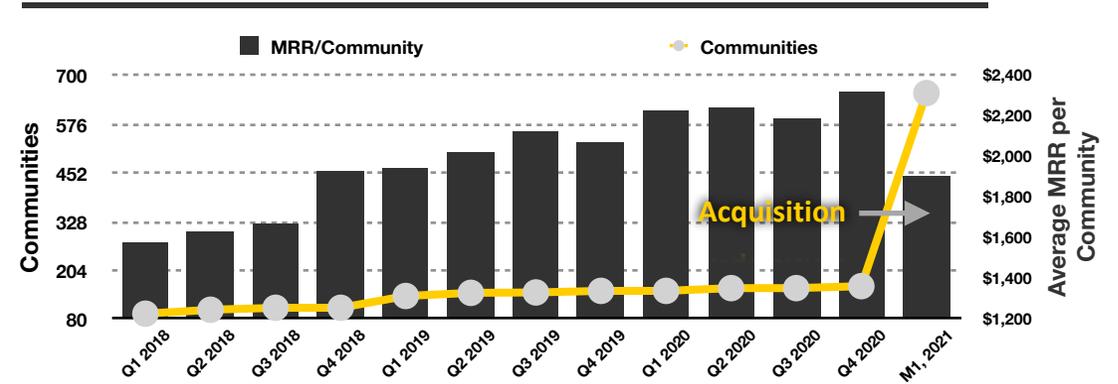
*\*\* numbers include recent major Gateway acquisition*



## Consolidated Revenue - Post Acquisition (000's)\*

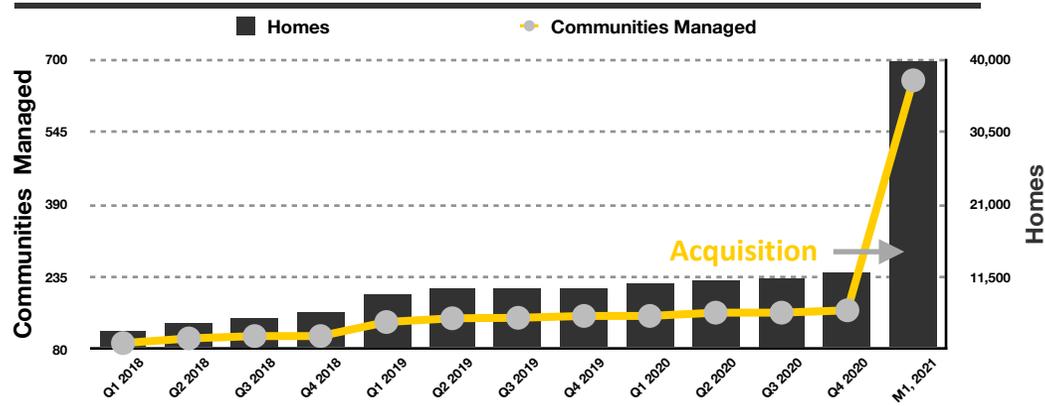


## Average MRR per Community

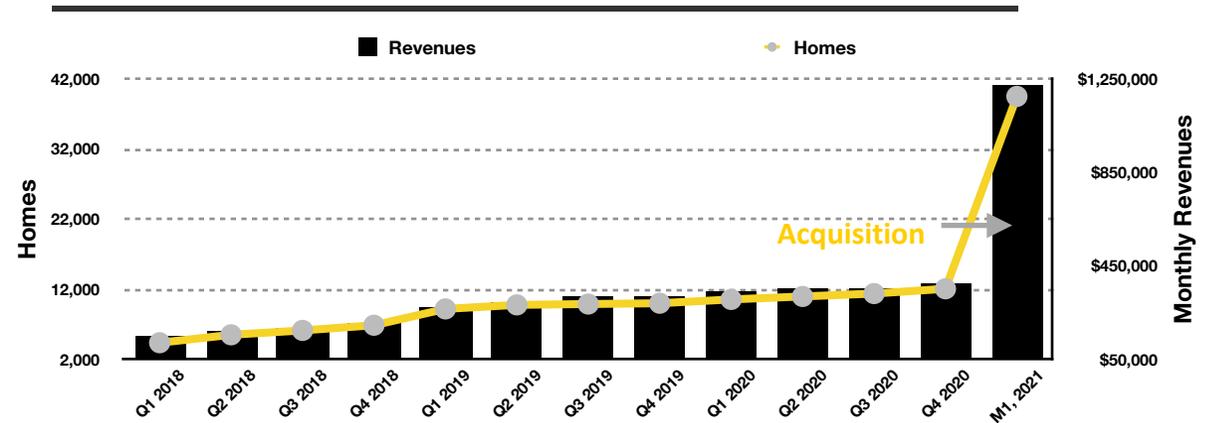


Consistent growth of MRR per Community while growing the total revenue of the company

## Homes + Communities Managed



## Homes vs Communities MRR\* Growth (\* Monthly Recurring Revenue)



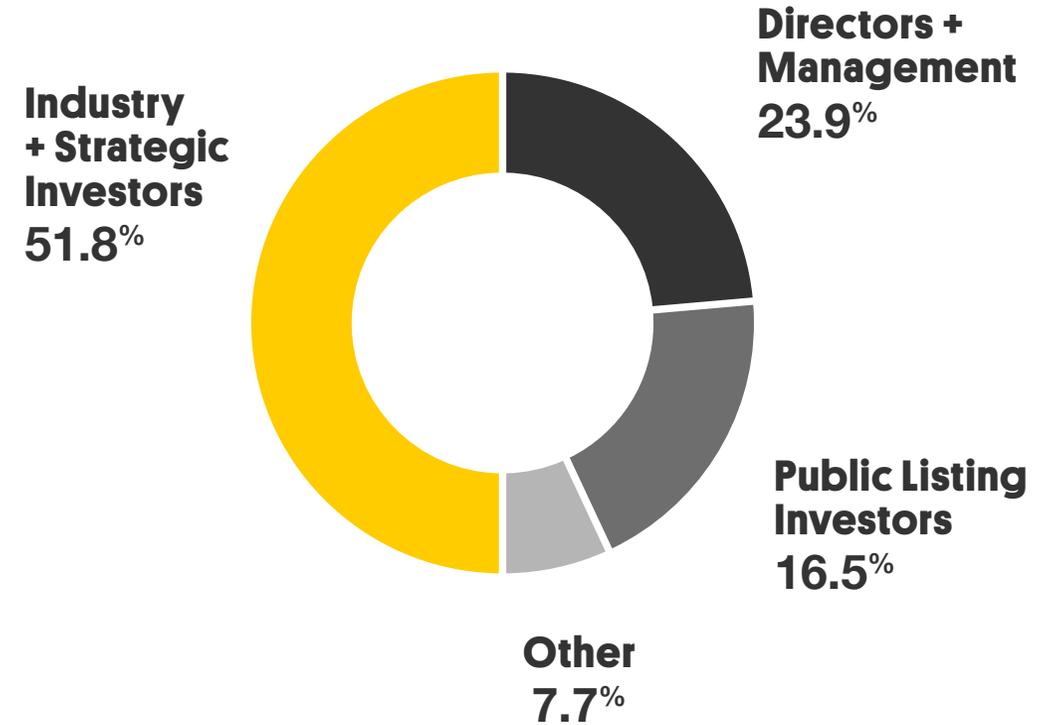
\*Company has changed year-end to Dec 31 from April 30 effective 2021.

	#M
Basic Shares Outstanding	15.9
Options / Warrants (1)	1.2
<b>Fully Diluted</b>	<b>17.1</b>

	\$M
Working Capital	6.0

(1) Average strike of options \$4.16 per share





## **One-Stop Shop.**

**One of the fastest growing residential community management companies in Canada.**

**Tech-enabled Community Management like nothing else in the market.**

**A direct relationship with owners, residents and buildings.**

**Aggressive M&A strategy in a fragmented market.**

## **Thank You.**

### **Contact**

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