



PROLOGUE · CONFIDENTIAL INVESTOR DECK · 2026

Business **Made Simple**[®]

The AI powered operating system and data platform
behind the modern beauty business — booking,
payments, and clients, unified and intelligent.

ACQUIRE · OPERATE · RETAIN · MONETIZE

SERIES

Seed + Growth

LISTING

CSE: YAI

WEB

www.yocale.ai

VOL.

08 . 2026

— IMPORTANT NOTICE

Disclaimer & forward-looking information

CONFIDENTIALITY

The confidential, proprietary property of Yocale.ai Inc., provided solely for the recipient's information — not to be reproduced or distributed without prior written consent.

SUBJECT TO RISK

Statements rest on assumptions as of this date and are subject to risks and uncertainties that may cause actual results to differ materially.

RISK FACTORS

An investment is speculative and high-risk. Review the Company's public record on SEDAR+ at [sedarplus.ca](https://www.sedarplus.ca) before making any decision.

NO OFFER OF SECURITIES

For informational purposes only. Not an offer to sell or solicitation to buy securities. Any offer will be made only by formal offering documents.

MARKET & INDUSTRY DATA

Third-party data, including from SkyQuest Technology Group, is believed reliable but has not been independently verified by the Company.

CURRENCY & TRADEMARKS

All amounts in CAD unless noted. Yocale.ai™ and the logo are trademarks of the Company; other marks belong to their owners.

FORWARD-LOOKING INFORMATION

Contains forward-looking information under Canadian securities laws. Words like “may,” “will,” “expect,” and “target” identify such statements.

NO FINANCIAL PROJECTION

Market sizing, pricing comparisons, and revenue references are illustrative only — not a projection, forecast, or guarantee of performance.

ACCEPTANCE

By accepting this presentation, the recipient agrees to these terms and to maintain the confidentiality of its contents.

— THE PROBLEM

A \$192B* problem hiding in plain sight

THE OWNER'S REALITY

The modern salon owner is a receptionist, accountant, and marketer **before they are an artist.**

Lost revenue, missed appointments, and operational chaos on outdated tools — every no-show is money on the floor.

NO-SHOW RATE

25%

Of appointments turn into no-shows when reminders aren't automated.

ADMIN DRAG

15–20_{hrs}

Burned each week on phone tag, double-bookings, and back-office work.

TOOL SPRAWL

4+

Disconnected tools the average salon already pays for and juggles.

ANNUAL LOSS

\$150B

Lost every year to missed appointments.

U.S. healthcare alone — illustrative for service businesses.

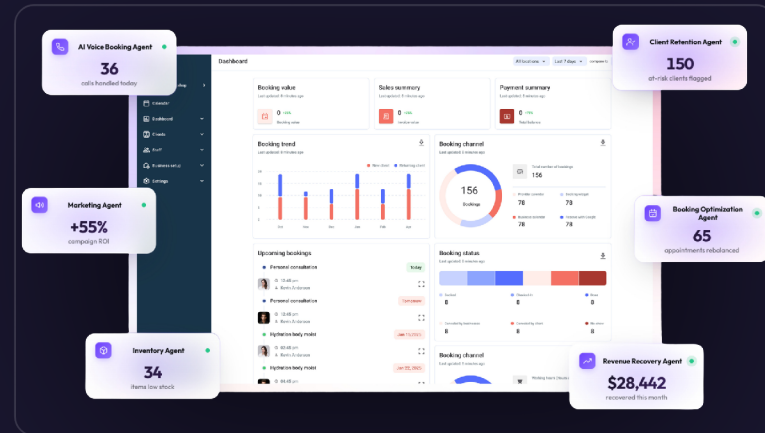
- The **Shopify** of beauty & wellness

We help owners **run their business** — not let it run them.

An AI operating system and data platform in their pocket — booking, payments, marketing, clients, and the workflows in between, unified and finally on the operator's side.

THE DATA FLYWHEEL

Every booking, payment, and message **generates data** — which powers automation, an AI **workforce**, and smarter decisions, driving more usage and more data. **The system compounds.**



An AI operating system and data platform

01 ACQUIRE

Booking

24/7 online booking that turns demand into appointments — your site, social, and the channels clients already use.

- RESERVE WITH GOOGLE
- SOCIAL MEDIA BOOKING
- MULTILINGUAL

02 OPERATE

Scheduling

The smart calendar that runs the floor — fills gaps automatically and keeps every location and staffer in sync.

- WAITLIST AUTO-FILL
- MULTI-LOCATION
- PAYROLL & COMMISSION

03 RETAIN

Client Management

Turn one-time visits into recurring revenue — memberships, packages, and automated marketing that brings clients back.

- MEMBERSHIPS
- WIN-BACK MARKETING
- REVIEWS & RATINGS

04 MONETIZE

Payments & Fintech

A full fintech layer that saves owners money and time — lower fees, faster payouts, and inventory in one place.

- BNPL/FINANCING
- CARD ON FILE & DEPOSITS
- INVOICING & INVENTORY

INTELLIGENT DATA LAYER

Every function runs on **one connected data spine** — the full operational lifecycle of a beauty business, feeding the AI workforce and powering decisions no single-point tool can.

DATA → DECISIONS → AUTOMATION

— TRACTION

Early-stage company. Battle-tested technology.

We're not here to prove the technology — that's done. Now we point a proven engine at a market growing to **\$353B**.

REAL, NOT A PILOT

Live across **22 countries**, built on the calibre of technology investors have backed with **hundreds of millions** — only better. A mature foundation, not a prototype.

THE ACQUIRED TECHNOLOGY'S TRACK RECORD

BOOKINGS LIFT

+30%

Average increase in bookings within the first six months on platform.

NO-SHOW REDUCTION

86%

Drop in no-shows with the no-show protection package.

NET PROMOTER SCORE

70+

Well above category average — a base that's loved and ready to scale.

— COMPETITIVE LANDSCAPE

Built to win customers from billion-dollar incumbents

Verticalized for the industry, configurable to each business, location, and provider — and multilingual. Depth the incumbents can't match.

- ✓ **All-in-One Platform**
Booking, scheduling, POS, CRM, marketing
- ✓ **Deeply Configurable**
Tailored per business, per location, per provider
- ✓ **Embedded Fintech**
Processing, billing, gift cards & financing
- ✓ **Enterprise-Ready Scalability**
Multi-location, payroll, advanced reporting
- ✓ **Multi-Vertical Flexibility**
Beauty, wellness, spa & professional services
- ✓ **Multilingual**
Serve clients and staff in their own language
- ✓ **Transparent Pricing**
No marketplace commissions, no hidden fees
- ✓ **Built-in Client Acquisition**
Marketplace + Reserve with Google

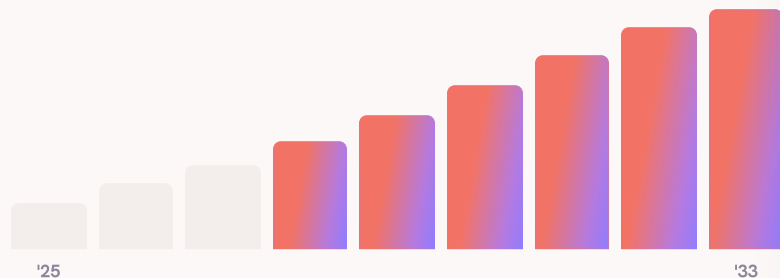
REPRESENTATIVE PUBLISHED PRICING (USD) · 2026

Yocale.ai		\$59
Square		\$75+
Vagaro		\$100+
Jane App		\$150+
Fresha		\$200+
Mindbody		\$300+
Zenoti		\$500+

— THE OPPORTUNITY

A market growing faster than the whole economy

\$88B → **\$353B**



\$353B

TAM · Beauty tech, 2033 · SkyQuest

\$40–60B

SAM · Serviceable (est.)

\$250–500M

SOM · est ARR

10M+ service-based SMBs globally — beauty & wellness is the fastest-growing slice, consolidating around AI-powered operators.

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Employment in personal care services is expected to grow almost 5× faster than the average for the total economy over the 2020–30 period.

U.S. BUREAU OF LABOR STATISTICS

//

The wellness industry is now roughly 4× larger than global pharma (\$1.6T) — with a forecast of \$9T by 2028.

GLOBAL WELLNESS INSTITUTE

Scalable revenue. Multiple streams.

A SaaS + fintech model with embedded margin and durable expansion — every layer compounds on the last.

SaaS Subscriptions

\$49-129/mo

High-margin recurring revenue. The foundation of every account, every month.

Premium Add-Ons

+\$5-500/mo

Payroll, marketing automation, advanced reporting. Sold per-feature, per-seat.

AI Features

\$20+/seat

AI voice receptionist, smart automation, intelligent reminders. The fastest-growing line.

Embedded Fintech

2-6% + recurring

Processing, recurring billing, gift cards, tap-to-pay, and service financing — a full fintech stack that compounds revenue per merchant.

Referral & Leads

10-20%

Marketplace acquisition. We send the client; we share the upside on every new booking.

Data & Analytics

Strategic

Anonymized insights and benchmarks — a category-defining moat in a fragmented industry.

Why Yocale.ai wins

01

Unmatched Market Potential

\$88B growing to \$353B by 2033. A unique SaaS + fintech model. A fragmented market still wide open.

02

A Compounding Data Moat

Deep, connected data across one vertical's full lifecycle — not shallow data across many. Depth beats volume for AI.

03

Proven Traction & Hyper-Growth

Low CAC, high LTV, and a rapidly expanding global network effect across 22 countries (platform operating history).

04

Recession-Proof Model

SaaS, payments, and eCommerce revenue streams built for resilience — independent of any single line.

05

Elite Team & Partnerships

Backed by industry leaders. Enterprise-ready architecture for multi-location and global expansion.

THE BOTTOM LINE

A proven platform meeting a massive market — with the team to win it.

— THE TEAM

Operators backed by a **world-class** bench

ELECTRONIC ARTS CTO

LULULEMON · TELUS

APTEAN EVP · \$500M

PUBLIC CO. · TSX / CSE

\$1B+ RAISED

— LEADERSHIP



Aydin Asli

CHIEF EXECUTIVE OFFICER

Private equity, M&A, and scaling technology businesses. Data-driven operator focused on high-performing teams.



Sheri Rempel

CFO & CORPORATE SECRETARY

25+ years as a public-company finance leader across TSX, TSX-V & CSE. Governance and capital-markets expertise.

— ADVISORS



Marija Radulovic-Nastic

DATA & INTELLIGENCE

Former CTO, Electronic Arts (\$55B). Scaled global AI platforms.



Julie Bevacqua

GROWTH & GTM

25+ yrs SaaS/FinTech GTM. Chief Platform Officer, Venture Forward Capital.



Harv Phandal

PEOPLE & CULTURE

Senior leadership at Lululemon, Pivotal, Cognos & TELUS.



Ben Mulroney

ADVISOR

National media figure. Reach across media, business & capital markets.

— BOARD OF DIRECTORS



Arash Asli

DIRECTOR

Managing Partner, Arete Venture (\$350M+ overseen); former Aptean EVP (\$500M portfolio); serial entrepreneur and investor; featured in Forbes and Inc.



Mehdi Hosseini

DIRECTOR

Business development & private equity. \$200M+ portfolio across tech & real estate. Entrepreneur and business incubator.



Howard Blank

DIRECTOR

King Charles III Coronation Medal. Board advisor, Victory Square Technologies (CSE: VST). Raised \$1B+ for Canadian charities.

— CAPITAL STRUCTURE

Cap table at a glance

SYMBOL

YAI

CSE · Canada

K4G · Frankfurt (Open Market)

ISSUED & OUTSTANDING

65,523,346

Common shares

Arete Venture Fund (VCC) Corp.

LEAD CAPITAL PARTNER · ESCROWED 3 YRS

34.35%

YNC

FOUNDING TECH VEHICLE · ESCROWED 3 YRS

33.58%

Private Placements

STRATEGIC & ACCREDITED INVESTORS

20.02%

Insiders / Founders

FOUNDING TEAM · MAJORITY ESCROWED 3 YRS

7.63%

VST

PUBLIC COMPANY · CDN & U.S. INVESTOR BASE

4.42%

YNC, Arete & the majority of insiders are subject to a 3-year escrow · Approximate ownership · Subject to dilution.

— EPILOGUE

The beauty-tech opportunity is **now**.

One operating system. **Business
Made Simple**®

Listed on the CSE under ticker YAI. Already in market,
already proven — the window to participate is closing.

FROM THE OFFICE OF

Aydin Asli

Chief Executive Officer

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yocale.ai