



TSXV: TBIX | OTCQB: TBIXF

GATE TO PLATE[®]

SUPPLY CHAIN TRACEABILITY &
ESG METRICS VALIDATION SOLUTIONS

August 2022

www.TrustBIX.com



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TRUSTBIX

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TrustBIX provides onsite and remote supply-chain technologies to the Agri-Food industry from Gate to Plate®.

Through our BIX solutions, we strive to create a world where we trust more, waste less, and reward sustainable behavior.

Digital Transformation in Ag & Sustainability

BIX

INSIGHT
a TrustBIX Solution

**Asset Tracking
& Theft Protection**

Why?

To mitigate the \$10-15 billion annual fraudulent food claims

IMPACT
a TrustBIX Solution

**Impact of Sustainability
Practices & ESG goals**

Why?

To reduce the roughly 1/3 of all edible food that is lost to waste annually.

ORIGIN
a TrustBIX Solution

**Traceability & Verification
of ESG & Product Claims**

Why?

To verify agri-food products source and means of production

INDUSTRY CHALLENGES & TRUSTBIX SOLUTIONS

PRODUCERS / FARMERS



CHALLENGES

- **Few avenues to increase farm revenue** for the quality products produced
- **Lack of motives to share information**, work harder without incentives
- **No system** to easily and efficiently share information and data within supply chains



TRUSTBIX SOLUTIONS

- **Increase market access & sales volumes** through fulfilment of corporate strategic sourcing, product claims support and validation
- **Multiple options to share data** and unlock channels to increase revenue or reduce expenses
- **Benchmark** individual operations against peers, and be able to demonstrate improvement

INDUSTRY CHALLENGES & TRUSTBIX SOLUTIONS

CORPORATE ENTERPRISES



CHALLENGES

- **Difficult to address market demands,** customer, stakeholder and scrutiny
- Challenging to set targets and **measure supply chain ESG metrics**
- **Unsure how to source and verify product** provenance, claims, and specialized/unique attributes



TRUSTBIX SOLUTIONS

- **Gain consumer trust** for product and brand claims
- **Measure supply chain ESG data and progress** toward targets important to stakeholders and consumers
- **Tell the story of the product** provenance, specialized/unique attributes, and how the product was grown/processed and packaged/shipped.

INVESTOR HIGHLIGHTS



A Leader in sustainability verification and the future of Ag-tech



Multi-billion-dollar growth market opportunity



ESG at its Core



Proven & scalable proprietary platform



Experienced leadership team



HUBERT LAU – PRESIDENT & CEO

HUBERT HAS GROWN AND EXITED SEVERAL SUCCESSFUL TECHNOLOGY COMPANIES WITH CUSTOMERS GLOBALLY. HE HAS WORKED WITH MORE THAN 1000 ORGANIZATIONS TO HELP THEM GROW BY LEVERAGING TECHNOLOGIES TO MAXIMIZE BUSINESS OPPORTUNITIES.



GORDON MAH – CHIEF FINANCIAL OFFICER

GORDON IS KNOWN IN THE INDUSTRY AS A LEADER WITH PASSION AND VISION WHO KNOWS HOW TO SCALE AND DRIVE AN EFFICIENT FINANCE TEAM. HE HAS HELD SEVERAL LEADERSHIP POSITIONS IN TECHNOLOGY AND CONSUMER COMPANIES IN SILICON VALLEY.



DEBORAH WILSON – CHIEF INDUSTRY ENGAGEMENT OFFICER

DEBORAH'S COMPANY OWNED AND OPERATED THE LARGEST SINGLE BREED BULL TEST IN CANADA OVER 30 YEARS AGO. DURING THAT TIME SHE PIONEERED AND LEVERAGED COMPUTERIZED DATA FOR PERFORMANCE AND PRODUCTIVITY IN CATTLE. HER COMPANY BECAME THE LARGEST PRODUCER OF PERFORMANCE TESTED PUREBRED CATTLE IN CANADA.



TOM OGARANKO - CHIEF INNOVATION OFFICER

TOM HAS BUILT AND EXITED MULTIPLE TECHNOLOGY COMPANIES. HE HAS ADVISED THE GOVERNMENTS OF CANADA AND FRANCE AND PROVINCIAL GOVERNMENTS ON INNOVATION POLICY AND HAS BEEN INVOLVED IN STRUCTURING THE THREE CROWN AGENCIES INVOLVED IN RESEARCH, INNOVATION AND TECHNOLOGY DEVELOPMENT.



DR. MIKE KENNEDY – VICE PRESIDENT OF TECHNOLOGY DEVELOPMENT

MIKE HAS A DEEP START-UP AND ACADEMIC BACKGROUND IN INFORMATION SYSTEMS DESIGN, ARTIFICIAL INTELLIGENCE, COMMUNICATION NETWORKS AND DISTRIBUTED SENSOR SYSTEMS. MIKE EXCELS AT TAKING TECHNOLOGY INNOVATIONS FOR ENVIRONMENTAL AND SOCIAL PROBLEMS FROM 'CONCEPT TO MARKET'.



LEE IRVINE – GENERAL MANAGER OF VIEWTRAK TECHNOLOGIES

LEE IRVINE GREW UP WORKING IN THE AUCTION MARKET INDUSTRY AND ON RANCHES IN ALBERTA, AUSTRALIA, AND SASKATCHEWAN. PRIOR TO JOINING TRUSTBIX, LEE WORKED FOR 18 YEARS WITH BOEHRINGER INGELHEIM ANIMAL HEALTH AS SALES MANAGER AND KEY ACCOUNT MANAGER.



BOARD OF DIRECTORS



DAVID SCHUSTER – CHAIRMAN OF THE BOARD

DAVID WAS A FOUNDING PARTNER OF ADROIT INVESTMENT MANAGEMENT LTD., AN INDEPENDENT ALBERTA-BASED INVESTMENT PORTFOLIO MANAGEMENT FIRM, AND GREW THE FIRM FROM ZERO ASSETS TO \$1.25 BILLION. PRIOR TO THE FOUNDING OF ADROIT, DAVID HELD SEVERAL POSITIONS AT TELUS CORPORATION INCLUDING THE DIRECTOR OF PENSION INVESTMENTS, RESPONSIBLE FOR THE MANAGEMENT OF \$2.3 BILLION IN TELUS PENSION FUND, SINKING FUND AND INSURANCE FUND ASSETS; HEAD OF THE PENSION INVESTMENT DEPARTMENT; AND DIRECTOR OF INVESTOR RELATIONS AND PORTFOLIO MANAGER OF EQUITIES WHERE HE CREATED THE EQUITY INVESTMENT STYLE FOR THE FUND AND BUILT THE CANADIAN EQUITY DEPARTMENT.



TED POWER – VICE CHAIRMAN AND CORPORATE SECRETARY

TED POWER WAS THE FORMER PRESIDENT AND CEO OF VIEWTRAK TECHNOLOGIES INC. HE IS ALSO AN ENTREPRENEUR, WHO HAS IMPLEMENTED TRACEABILITY TECHNOLOGY SOLUTIONS IN THE STRUCTURAL METALS INDUSTRY AND WORKS WITH MANY OF THE LARGEST PIPE, VALVE AND FITTINGS COMPANIES IN THE WORLD.



EMMA TODD – DIRECTOR

EMMA IS CEO OF MMH TECHNOLOGY GROUP, WHICH ENCOMPASSES DATA SYSTEMS, BLOCKCHAIN CONSULTING, COMMUNICATION AND EVENTS FOR EMERGING TECHNOLOGY ORGANIZATIONS, AND IS CHAIR OF THE CANADIAN BLOCKCHAIN CONSORTIUM'S MINING COMMITTEE AND CHAIR FOR GIRLS IN TECH. EMMA IS ONE OF THE 7% OF WOMEN OF COLOUR THAT CURRENTLY SIT ON A PUBLICLY TRADED BOARD IN CANADA AND IS PAST CHAIR AND EXECUTIVE BOARD MEMBER OF BLOCKCHAIN FOR IMPACT, WHICH WORKS ALONGSIDE THE UNITED NATIONS. SHE WAS NAMED AS ONE OF 2019'S TOP 100 INFLUENCERS FOR SUSTAINABLE DEVELOPMENT GOALS



ANDREW KAO – AUDIT COMMITTEE CHAIR

ANDREW HAS BEEN THE CHIEF FINANCIAL OFFICER OF HANBO ENTERPRISES LIMITED, AN APPAREL SUPPLY CHAIN MANAGEMENT COMPANY. IN 2014, HE MANAGED THE IPO PROJECT OF HANBO GROUP WHICH WAS SUCCESSFULLY LISTED ON THE MAINBOARD OF THE HONG KONG EXCHANGE. HE IS ALSO ONE OF THE FOUNDERS AND MAJOR INVESTORS OF INNOBLOCK TECHNOLOGY LIMITED, A STARTUP COMPANY PROVIDING BLOCKCHAIN SOLUTIONS IN SUPPLY CHAIN TRACEABILITY, CUSTOMER LOYALTY PROGRAM AND DATA SECURITY



HUBERT LAU – PRESIDENT & CEO

HUBERT HAS GROWN AND EXITED SEVERAL SUCCESSFUL TECHNOLOGY COMPANIES WITH CUSTOMERS GLOBALLY. HE HAS WORKED WITH MORE THAN 1000 ORGANIZATIONS TO HELP THEM GROW BY LEVERAGING TECHNOLOGIES TO MAXIMIZE BUSINESS OPPORTUNITIES.



ADVISORY BOARD



JERRY BOUMA – CHAIRMAN OF ADVISORY BOARD

JERRY BOUMA IS AN EXPERIENCED MANAGEMENT CONSULTANT IN THE AGRICULTURE AND FOOD INDUSTRY. SOME OF HIS RECENT PROJECTS INCLUDE A DETAILED ASSESSMENT OF THE NORTH AMERICAN RED MEAT SECTOR AND THE DEVELOPMENT OF AGRICULTURE MASTER PLANS FOR SEVERAL AGRICULTURAL MUNICIPALITIES/COUNTIES INCLUDING THE REGIONAL AGRICULTURE MASTER PLAN FOR THE EDMONTON METROPOLITAN REGION BOARD. JERRY IS ALSO A DIRECTOR WITH AFSC (AGRICULTURE FINANCIAL SERVICES CORPORATION); DIRECTOR WITH AVAC AS CHAIR OF THE INVESTMENT COMMITTEE; CHAIR OF THE LITTLE POTATO COMPANY ADVISORY BOARD; AND CHAIR OF THE TRANSITION BOARD WITH NORTHLANDS.



TONY BARLOTT – ADVISOR

TONY'S BROAD INDUSTRY EXPERIENCE IN LEADING AND BUILDING ORGANIZATIONS INCLUDES: CFO OF RELIANCE GROUP OF COMPANIES, A NORTH AMERICAN DIVERSIFIED INDUSTRIAL AND OILFIELD MANUFACTURING AND DISTRIBUTION GROUP; PRESIDENT & CEO OF CREATIVE DOOR SERVICES LTD., NORTH AMERICA'S LARGEST SUPPLIER AND INSTALLER OF OVERHEAD DOOR PRODUCTS; AND CFO (AS WELL AS CORPORATE SECRETARY AND DIRECTOR (SUBSIDIARIES)) OF ZCL COMPOSITES INC., A TSX-LISTED PUBLIC MANUFACTURING COMPANY WITH OPERATIONS IN NORTH AMERICA, EUROPE AND ASIA.



SHEA JAMESON - ADVISOR

SHEA JAMESON IS CURRENTLY THE CHIEF EXECUTIVE OFFICER FOR THE JGL GROUP OF COMPANIES. HE LEADS ALL ASPECTS OF FINANCIAL PLANNING AND BUSINESS DEVELOPMENT FOR THE GROUP THAT INCLUDE: JGL LIVESTOCK, JGL COMMODITIES LTD., CANADIAN CATTLE BUYERS CREDIT, HAWK'S AGRO INC., AND AG FIRST FINANCIAL CORP. SHEA HAS ALSO SERVED ON VARIOUS ADVISORY COMMITTEES WITHIN THE CANADIAN CATTLE INDUSTRY, AS WELL AS LOCAL FUNDRAISING COMMITTEES WITHIN THE MOOSE JAW AREA.



OUR JOURNEY

\$22B+ Retail Value
cattle tracked in BIX in Canada since 2014

240M+ Sustainable Beef
Pounds Validated in BIX in Canada since 2017

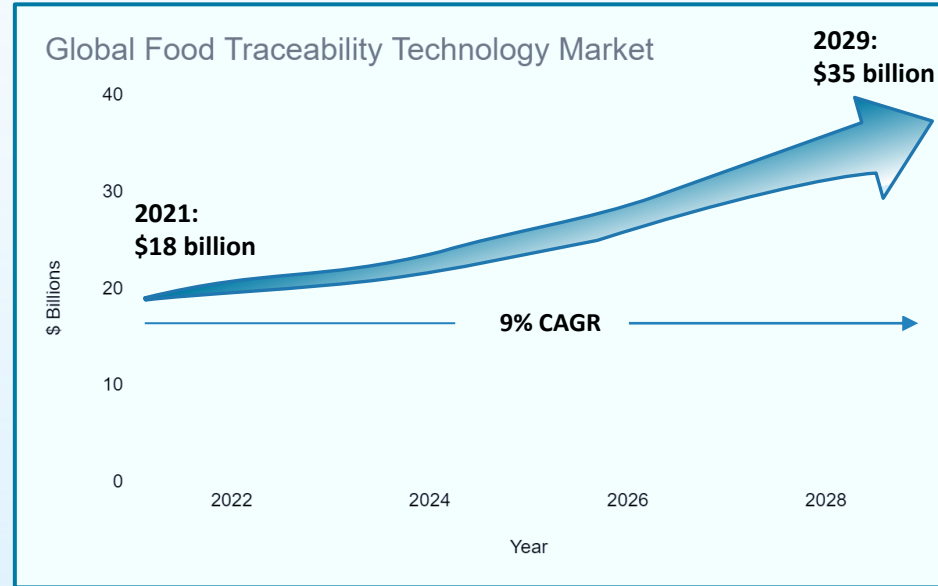
15M+ Cattle Tracked
in Canada & US over the last 20 years

20M+ Pigs Graded
Globally – China, Mexico, Canada



GLOBAL AG-TECH TRACEABILITY MARKET

Demand for high-quality, affordable food that is sustainably sourced is growing dramatically.



The Food Traceability market is estimated to grow from \$18 billion in 2021 to \$35 billion by 2029*.

The global market for Responsible Supply Chain tools is estimated to be \$US2.7 billion in 2023**.

TrustBIX mission is simple: address evolving consumer demands and become the most trusted and largest source of responsible global supply chain information – Gate to Plate®.

* Polaris Market Research Analysis (Jan 2022)

** Deloitte

BUSINESS MODEL

Legacy Business



- **Hardware/Software**
Proprietary and third-party hardware and on-premise software
- **Professional Services**
Pilots, project management, business analysis, and change management

Growth Business



- **SaaS/Subscription/Value**
Per unit volume charge, membership subscription, and licensing/access fee
- **Information Services (Future)**
Data analytics to produce insights for customers

 **LEGACY BUSINESS:** 

LEGACY BUSINESS:

Established revenue generator that provides cash-flow to the company for future growth.

Clients: Upstream and Midstream Ag-organizations

Onsite Solutions:

- Cattle auction software
- Feedlot management software
- Pork grading probes



GROWTH BUSINESS: BIX (Business InfoXchange)

BIX BIX is a proprietary platform that integrates, validates, aggregates and reports on supply chain ESG metrics.

Combined with innovative incentive solutions, TrustBIX increases participation and value across the whole supply chain.

→ **INSIGHT**
a TrustBIX Solution →

Manage and verify data from Farmers, Growers, Feedlots, and Processors, and enable them to make verified claims about their products.

→ **IMPACT**
a TrustBIX Solution →

Validate and leverage claims with customizable product attributes that can be shared with customers.

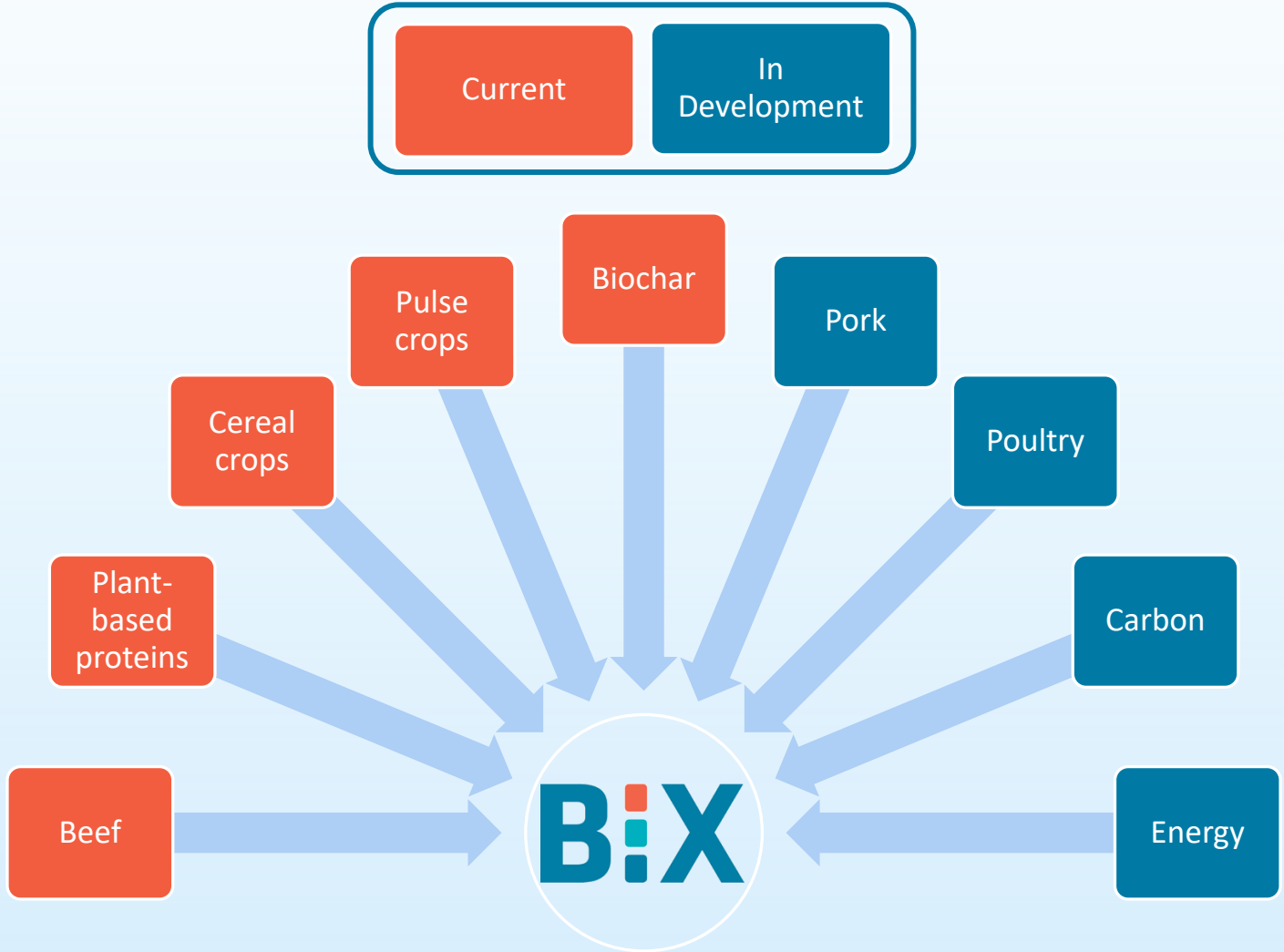
→ **ORIGIN**
a TrustBIX Solution →

Easily bulk upload or create new inventory including split, combine, move and transform inventory as it evolves in real time.

Reward sustainable behavior and assert claims with a uniquely branded QR Code.

Support claims when they are scrutinized or challenged in the marketplace

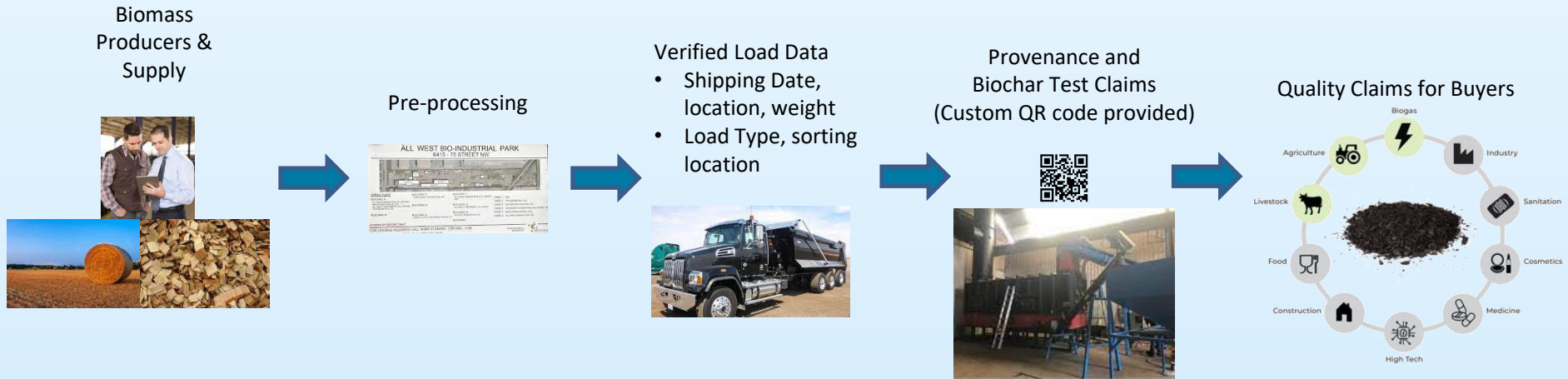
TARGET MARKETS



PRODUCT TRACEABILITY **ORIGIN** a TrustBIX Solution

Provides traceability and validation of your ESG and product claims.

- Aggregate inventories from vendors and provide traceability.
- Provide a QR Code for downstream purchasers of a product.
- Available commercially as a SaaS service for processors with financial transaction fees for various traceability and financial services



ASSET TRACKING & THEFT PROTECTION **INSIGHT** a TrustBIX Solution

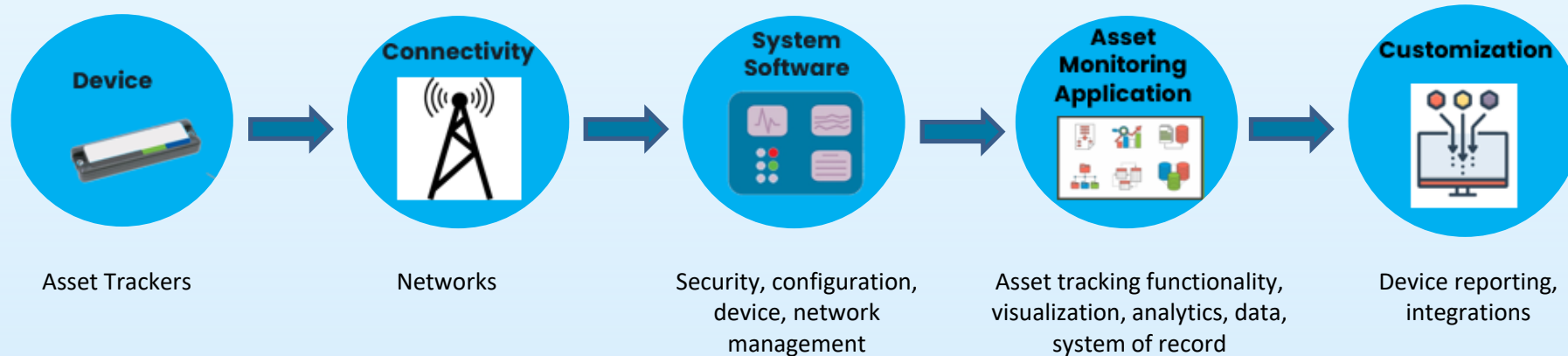
Identify inventory theft, facilitate recovery and locate each asset in one convenient, affordable system.

Monitor assets/equipment anytime from desktop, tablet or phone

Set up alerts via phone notifications for movement of assets/equipment.

Notifies when asset/equipment is outbound from assigned location

Available commercially as a SaaS service for farm equipment owners and dealers



Measures impact of sustainable practices to help achieve your ESG goals.

- ESG standards compliance verification, certifications, and labeling.**
- Aggregation of sustainability metrics, such as energy, water, and carbon intensity per unit or per operation.**
- Available commercially as a SaaS service to processors, brands and ESG verification agencies.**

Cattle, Pig, Poultry, Canola and Plant Protein Producers



Location & Supply chain traceability for user defined ESG metrics



- Aggregating product claims for:
- Environmental attributes (e.g., renewable energy, carbon, water conservation, land stewardship, biodiversity)
 - Social attributes (e.g., health & safety, working conditions, animal welfare)
 - Governance attributes (e.g., ethical standards, regulatory compliance, stakeholder engagement)



Customized QR Code



Capabilities	TrustBIX	Provision Analytics	Global Traceability Systems	iTrace Fresh	Source Trace
Agri-food	✓	✓	X	✓	✓
Multi-Industry	✓	✓	✓	X	✓
Order Management	✓	✓	✓	X	✓
Traceability	✓	✓	✓	✓	✓
Trace forward & Trace back	✓	✓	✓	✓	✓
Recall Management	✓	✓	✓	X	X
Recipe Management	✓	✓	✓	X	X
Quality Control	✓	✓	✓	X	✓
ESG Reporting	✓	Limited	X	X	✓
Supply Chain Programs	✓	X	X	X	✓

Focus on ESG Metrics and Claims In North America

- Protein Products
- Crop Products Including Plant-Based Proteins
- Waste Value-Added Products
- Carbon Intensity Measurements






Focus on High Growth and High Margin Revenue Streams

- SaaS - per unit sold
- Subscription - memberships, licensing

Focus on Acquisitions

- Exploring acquisition possibilities to increase market penetration and revenue growth

OBJECTIVES

	Q3 2022	Q4 2022	2023
 <p>TRUSTBIX <i>Corporate</i></p>	<ul style="list-style-type: none"> Explore 1 acquisition 	<ul style="list-style-type: none"> Explore 1 acquisition Maintain ViewTrak revenue 	<ul style="list-style-type: none"> Close min. 1 M&A Grow ViewTrak revenue by 3%
 <p>BIX <i>Insight, Impact, Origin</i></p>	<ul style="list-style-type: none"> Onboard new customers 	<ul style="list-style-type: none"> Onboard new customers Add 1 new feature 	<ul style="list-style-type: none"> Triple 2022 BIX revenue Add 4 new features Increase users by 50%
 <p>INSIGHT <small>a TrustBIX Solution</small> <i>Asset Tracking & Theft Protection</i></p>	<ul style="list-style-type: none"> Sign new customers 	<ul style="list-style-type: none"> Sign new customers 	<ul style="list-style-type: none"> \$1M in sales
 <p>IMPACT <small>a TrustBIX Solution</small> <i>Impact of Sustainability Practices & ESG goals</i></p>	<ul style="list-style-type: none"> Announce launch of BIX Impact module 	<ul style="list-style-type: none"> Sign 1 pilot 	<ul style="list-style-type: none"> Sign min. 2 pilots Commercialize min.1 pilot
 <p>ORIGIN <small>a TrustBIX Solution</small> <i>Traceability & Verification of ESG & Product Claims</i></p>	<ul style="list-style-type: none"> Announce launch of BIX Origin module 	<ul style="list-style-type: none"> Sign 1 pilot 	<ul style="list-style-type: none"> Sign min. 2 pilots Commercialize min. 1 pilot

SHARE METRICS

TSXV: TBIX	OTCQB: TBIXF
Market Cap	C\$4.16M
Share Price	C\$0.07
52-Week Range	C\$0.055 - 0.25
Issued & Outstanding	59.45M
Options Outstanding	11.41M
Warrants Outstanding	6.32M
Fully Diluted	77.18M

Ownership	
Mgmt & Board Ownership	8.35%
Insiders & Close Associates	53.53%



INVESTOR HIGHLIGHTS

- ✓ Scaling up proven and commercialized supply chain traceability ag-tech solution - Gate to Plate[®]
- ✓ Multiple revenue streams in multiple sectors
- ✓ Leveraging existing base of clients, users, partnerships, and data
- ✓ ESG at its core
- ✓ TrustBIX is exploring acquisition possibilities to increase market penetration and revenue growth.
- ✓ Multi-billion-dollar growth market opportunity



TRUSTBIX

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