



# TRUST B!X

TSXV:TBIX | OTCQB:TBIXF



Using Tech to Tell  
Stories About  
Sustainable Food

**Gate to Plate<sup>®</sup>**

Supply Chain Traceability &  
ESG Metrics Validation Solutions



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# Why TrustBIX, Why Now?

- ✓ **Scaling up proven & proprietary commercial platform**
- ✓ **Multi-billion-dollar growth sectors with multiple revenue streams**
- ✓ **Leverage existing clients and users to accelerate growth**
- ✓ **ESG Focused – data validation and reporting**
- ✓ **Experienced leadership team**







# TrustBIX is

An independent, third-party food validation company that cares about food and the world.

Our easy-to-use powerful tools take the pain out of data collection, reporting, traceability, and validating production. – Gate to Plate®

# TrustBIX is important to:

Addressable markets:

- ✓ Farmers – \$164.7 Billion\*
- ✓ Food & Beverage Manufacturing - \$328 Billion\*
- ✓ Food Sales - \$947.5 Billion\*\*

\* USDA Data    \*\* Statista Market Forecast



# Challenges

- No system to easily and efficiently share information and data within supply chains
- Corporations want to avoid being labelled as “Green Washing”
- No efficient way to validate provenance and claims related to products
- Lack of incentives for farmers to share sustainable production information



# TrustBIX Solutions

We integrate, validate and aggregate information throughout the supply chain to:

- Measure ESG progress toward targets important to stakeholders and consumers
- Validate the provenance, and how the product was grown/processed and packaged/shipped.
- Create opportunities for corporate buyers to reward producers for their sustainable production information



# What do we provide?

Chain of custody and audit records to validate claims of:

- ✓ **Source/Origin** for domestic and export markets
- ✓ **Sustainability Practices** for ESG reporting
- ✓ **Environmental Actions** for climate mitigation
- ✓ **Animal Welfare** for domestic markets
- ✓ **Shipping and Delivery** data for shelf life of product



# Business Model

## Flagship 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



# Flagship Business



ViewTrak Technologies is a global leader in livestock technology solutions.



- ❖ Providing Auction and Dealer software for livestock sales in Canada and the United States.



- ❖ Providing Feedlot software for industry in Canada and the United States.



- ❖ Providing Pork Grading probes in Canada, Mexico and China.



# Map of Our ViewTrak Customers



**17M+ Cattle Tracked**  
in Canada & US over the last  
20 years

**21M+ Pigs Graded**  
Globally – China, Mexico,  
Canada

# Our Growth Business – BIX (Business InfoXchange System)

BIX provides proprietary supply-chain technologies to the Agri-Food industry from Gate to Plate®



**iNSIGHT**  
a TrustBIX Solution

**Asset Tracking**

**Why?**

To mitigate the \$10-15 billion annual fraudulent food claims, and asset tracking\*\*

**ORiGIN**  
a TrustBIX Solution

**Traceability & Validation**

**Why?**

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

**iMPACT**  
a TrustBIX Solution

**Sustainability & ESG Reporting**

**Why?**

The global market for Responsible Supply Chain tools is estimated to be \$2.7 billion in 2023\*\*

# Our BIX Journey

**\$23B+ Retail Value**  
cattle tracked in BIX in Canada  
since 2014

**250M+ Sustainable Beef**  
Pounds Validated in BIX in  
Canada since 2017



## 2023

- Sign reseller agreements with PLNT Industries, Viresco Solutions Inc. and Green Analytics Inc.
- Extension of the JBS Master Agreement for the second year
- Sign two-year agreement with Old Strathcona Farmers Market for tracking and validation of vendors

## 2022

- Complete acquisition of Insight Global Technology Inc.
- Sign master agreement with JBS Food Canada
- Sign innovation contract with Cargill
- BIX selected as the ESG reporting solution for Canada's On Farm Climate Action Fund

## 2021

- Pilot contracts for BIX to track biochar source
- R&D agreement for BIX to track plant-based foods – Proteins Industry Canada
- Joint pilot project for BIX to track poultry – Aparon in the UK and University of Alberta

## 2020

- Agreements for BIX to track premium beef for exports to Asia and Europe

## 2019

- TrustBIX lists on the TSX Venture Exchange
- CBSA pilot using BIX is commercialized as Cargill Certified Sustainable Beef program

## 2017 - 2019

- Using BIX to track distributing financial rewards to producers for the Canadian Beef Sustainability Acceleration Pilot Project (CBSA)

## 2015 - 2016

- McDonalds Canada Verified Sustainable Beef Project used BIX for traceability



# BIX Clients and Services - Examples

	Traceability	Sustainability	Source/Origin	Validation
Cargill Canada (Beef)	★	★	★	★
JBS Foods Canada (Beef)	★	★	★	★
Biomass Quality Network Canada	★		★	★
Aparon (Poultry)	★	★	★	★
Canadian Forage Grassland Assoc. (Canada's On Farm Climate Action)		★	★	★
Protein Industries Canada (Plant Protein)	★		★	★

# Target Markets Pipeline

BIX Market	R & D	Pilot Projects	Commercialization
	Cost Recovery	Professional Services Fee & License Fees	SaaS/Volume Fee & Professional Services
Beef	Completed	Completed	In progress
Biomass/Bio Industrial	Completed	Completed	In progress
Carbon Accounting			In progress
Poultry	Completed	TC: Q2 2023	TS: Q3 2023
Plant Protein	Completed	TC: Q2 2023	TS: Q4 2023
Cereal Crop	TS: Q3 2023		
Dairy	TS: Q4 2023		

Calendar Quarters

TS: Target Start TC: Target Completion

# BIX Competition

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
Content Management	✓	✓	✓	x	x
Quality Control	✓	✓	✓	x	✓
ESG Reporting	✓	Limited	x	x	✓
Supply Chain Programs	✓	x	x	x	✓

# The Team

## President & CEO



**Hubert Lau**

Hubert has built and exited several successful technology companies with customers globally.

He has leveraged technologies to grow and expand more than 1000 organizations.

## Chief Financial Officer



**William Harper**

William has held several CFO and leadership positions across a broad spectrum of industries.

He brings a wealth of public company compliance and financial reporting expertise.

## Sr. VP Channel Sales & Industry Relations



**Deborah Wilson**

Deborah and her team develop systems with clients for data sharing in supply chains, and validation programs, such as the Farmers' Market Audit and Validation program and the JBS Sustainable Beef program.

She has served on several national advisory boards and councils, currently serving on the Canadian Standards Association Advisory Group on Agrifood Data.



# Board of Directors



## **Ted Power, Chairman of the Board**

Ted Power is the CEO of Trace Applications which implements traceability technology solutions in the structural metals industry and works with many of the largest pipe, valve and fittings companies in the world.



## **Andrew Kao, Human Resources & Compensation Committee Chair**

Andrew has been the CFO of Hanbo Enterprises Limited, an apparel supply chain management company listed on the mainboard of the Hong Kong Exchange. He is also an investor of multiple technology and sustainability startup companies.



## **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.



## **Frank Yang, Audit Committee Chair**

As an accomplished entrepreneur and food processing engineer, Frank's entrepreneurial spirit led him to create a Chinese telecom wholesale company. He acquired Internet Altima, growing revenues from \$280,000 to \$33 million both organic growth and acquisitions. In 2022, Mr. Yang successfully sold Altima to a leading Canadian telecommunications company.



## **Nathan Mison, Nomination & Corporate Governance Committee Chair**

Founding Partner and President of Diplomat Consulting and former Vice President of Government and Stakeholder Relations at Fire & Flower, helping guide it through legalization.

Nathan is the co-chair of the National Cannabis Working Group and Ontario Cannabis Policy Committee, and on the executive Board for the FyreFly Institute.

# Advisory Board



## **Jerry Bouma, Chairman of Advisory Board**

Jerry Bouma is an experienced management consultant in the agriculture and food industry.

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.



## **David Schuster, Past Chairman of the Board**

David was a founding partner of Adroit Investment Management, an independent Alberta-based investment portfolio management firm, and grew the firm from zero assets to \$1.25 billion. Adroit was acquired by the Canadian Western Bank.



## **Tony Barlott, Advisor**

Tony's broad industry experience in leading and building organizations includes CFO of Reliance Group of Companies; President & CEO of Creative Door Services Ltd; and CFO of ZCL Composites Inc., a TSX-listed public manufacturing company with operations in North America, Europe and Asia.



## **Shea Jamieson, 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.



## **Tom Ogaranko, Advisor**

Tom brings a proven 25-year track record of success to his many leadership roles and is currently a director for the Canadian Accelerator and Incubator Network as well as on the Advisory Board Member for TechConnect.

Tom has advised the Governments of Canada, France, and Provincial Governments on innovation policy and has been involved in structuring the Three Crown Agencies involved in research, innovation and technology development.

# Share Metrics

## TSXV:TBIX as of June 9, 2023

Market Cap	C\$3.09M
Share Price	C\$0.03
52-Week Range	C\$0.025 - 0.090
Issued & Outstanding*	82.87M
Options Outstanding	11.21M
Warrants Outstanding	6.32M
Shares in Escrow	20.00M

## Ownership as of March 2023

Management & Board Ownership*	7.45%
Insiders & Close Associates*	62.95%

*\* Above data excludes 20M shares issued in escrow*



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 **TRUSTBIX**  
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21