

# TRUSTBIX



**TSX.V: TBIX    OTCQB: TBIXF**

The TrustBIX vision is to create a world where we:

*Trust More and Waste Less*

April 25, 2023 NEWSLETTER

TrustBIX held its Annual General and Special Meeting (ASGM) via webcast on April 14, 2023, with some resulting changes to the Board. Two new Board members were elected. The former Chairman of the Board, David Schuster, who did not stand for re-election, has joined the Advisory Board.

Subsequent to the AGSM, long-time Board members Ted Power and Lap Shing (Andrew) Kao were elected as Chairman of the Board and Human Resources & Compensation Committee Chair, respectively.

## New Directors



### **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 also acquired Internet Altima, growing revenues from \$280,000 to \$33 million through both organic growth and acquisitions. In 2022, Frank successfully sold Altima to a leading Canadian telecommunications company.

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

Nathan is a Founding Partner and President of Diplomat Consulting. As the former Vice President of Government and Stakeholder Relations at Fire & Flower, he helped guide it through legalization and becoming the largest independent cannabis retail company in Canada.

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



It was also announced at the ASGM that the Chief Financial Officer Gordon Mah, resigned and will be replaced with William Harper.



## William Harper, Chief Financial Officer

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.

## BIX Modules Recap

What are the BIX Modules again?

*BIX Origin* a comprehensive supply chain tracking and measuring system allowing participants to track, manage, verify, and source products by attribute.

*BIX Impact* an operational tracking and payment processing solution allowing organizations to efficiently on-board members or producers, and report audit compliance, program activities and progress made where required, as well as implement payments for better management.

*BIX Location Services* - provides solutions to track and identify the movement of high-value equipment and assets used in agriculture and other industries.

## Business Update

### ViewTrak Technologies

ViewTrak continues to show increased sales, with the team working hard on both sides of the border to fulfill new contracts for software and hardware sales. In China, we have started receiving increased inquiries and orders for our Pork Probes.

### BIX Platform

In March, TrustBIX kicked off its **new reseller program** which is designed to enable TrustBIX resellers to offer the BIX Platform, including its **BIX Origin and BIX Impact** modules, to customers who may not have been able to access them before. The program will create new sources of revenue for us and will provide a range of benefits to participants including:

- Access to TrustBIX's suite of innovative software solutions;
- Training and support to ensure resellers have the knowledge and skills required to sell TrustBIX's solutions effectively;
- Marketing collateral and sales tools to help resellers promote TrustBIX's solutions to their customers; and
- Competitive pricing and commission structures to ensure resellers can make a profit while offering customers great value.

We have already signed, and announced, three new reseller partners. They are:

1. PLNT Industries Inc.

*“The BIX Platform is an important part of how PLNT Industries intends to rebrand and scale up programs for bio-industrial production in Edmonton and beyond,” says Chris Olson, Director of PLNT Industries. “After piloting the platform over the past few years, we are eager to help take it to other bio-industrial organizations to support making verifiable product claims and to help launch the TrustBIX reseller program.”* – Press release on March 24, 2023.

2. Viresco Solutions Inc.

*“Viresco is excited to partner with TrustBIX to offer customers a comprehensive solution for sustainable agriculture and climate solutions,” said Karen Haugen-Kozyra, President of Viresco. “The TrustBIX Platform is an innovative solution that will help customers improve their traceability capabilities, while also managing their carbon footprint and driving positive change in the agri-food industry.”* – Press release on April 18, 2023.

3. Green Analytics Corp.

*“We have been at the ground floor developing these products and we’re ready to offer them as new services to clients in governments, corporations and not for profit organizations,” said Amy Taylor, CEO of Green Analytics Inc. “This will be a valuable solution for entities reporting their sustainability performance.”* – Press release on April 24, 2023.

These agreements will not only allow our partners to resell our BIX modules in their industry sectors, but will also expand our reach into new markets, showcase the versatility of our platform, and accelerate our growth strategy.

### **BIX Location Services**

After nearly a year of testing, modifications, and pilots, BIX Location Services (formerly Insight) signed up its first customers. We expect many more in the coming weeks and are very proud of the team that has worked diligently to bring this to life.

Sincerely,

Hubert Lau  
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