

TSX.V: **INX** OTCQX: **INXSF**

# BE ONE STEP AHEAD

Corporate Presentation | October 2023



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## Who is “Intouch Insight”?

- Founded in 1992
- Roots to 1978 through acquisition
- Public for over 20 years

### Mission

Create shareholder value by designing, building and delivering solutions that collect data for customers and provide information that improves business outcomes.

# Meet the Board



**Eric Beutel**

Chairman



**Cameron Watt**

President, CEO & Director



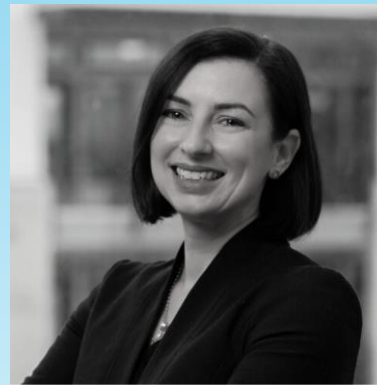
**Lee Bennett**

Director



**David Oliver**

Director



**Jennifer Batley**

Director



**Michael Gaffney**

Director



**Rainer Paduch**

Director

# Capital Structure

Share Price: \$0.36

Issued & Outstanding Shares: 25,515,594

Market Capitalization: ~\$9.2M

Insider Ownership:

~30%

Eric Beutel:

~12%

Cameron Watt:

~10%

Michael Gaffney:

~6%

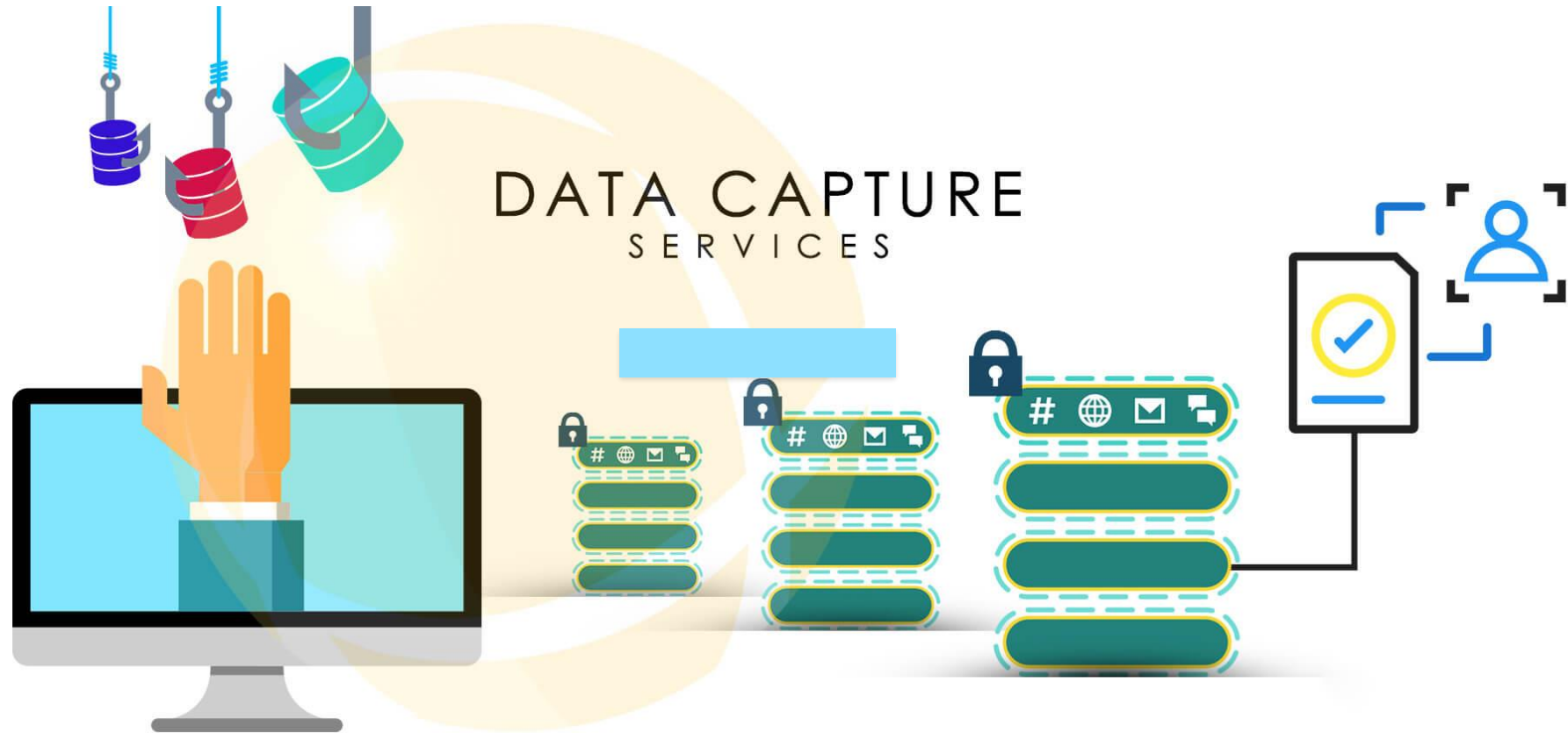
Additional Insiders:

~3%





# What do we do?



We collect, aggregate and analyze data providing information to our clients which drives business improvement

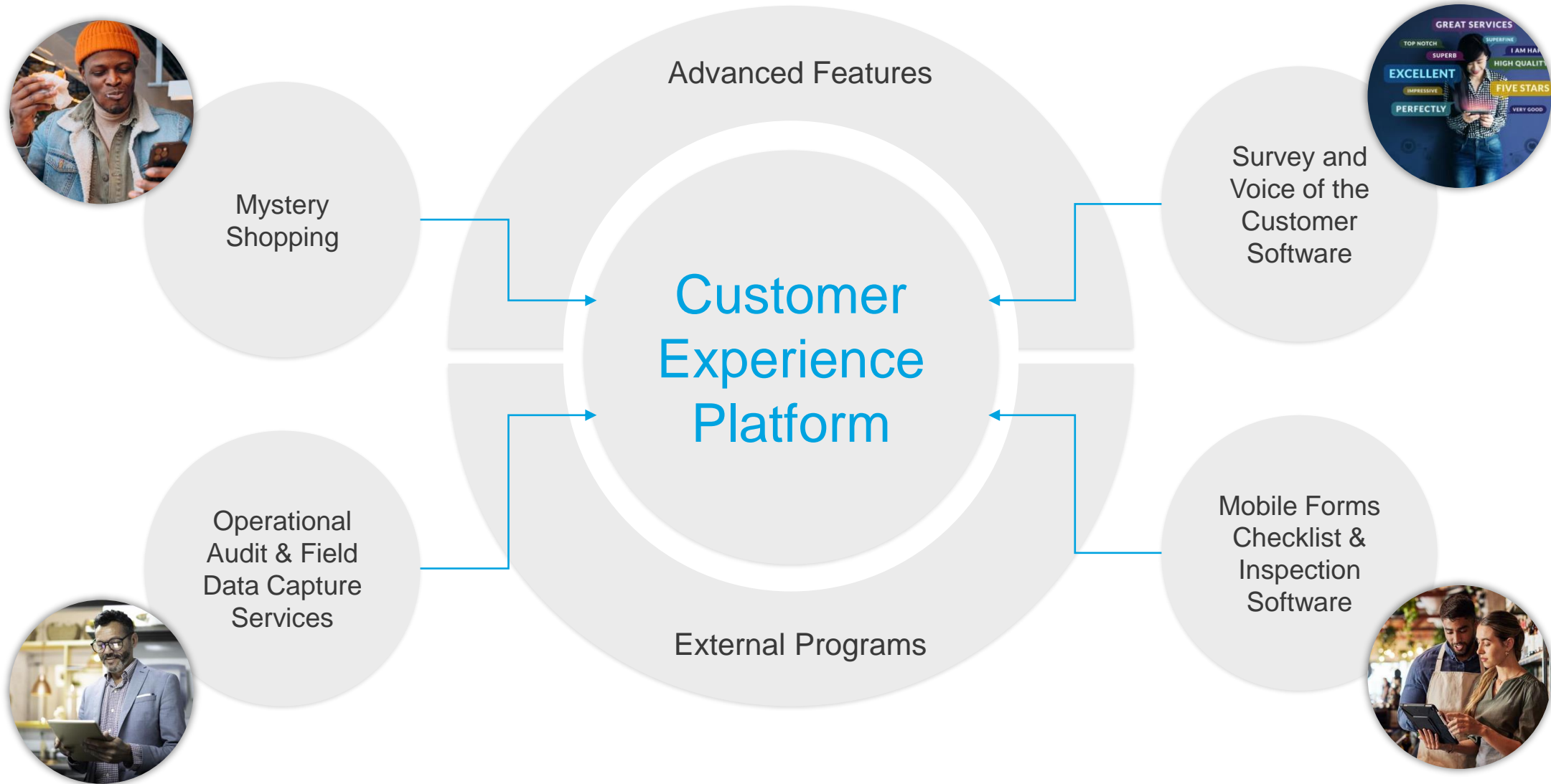
# Who do we do it for?

- Petro Convenience
- Grocery
- Restaurants
- Hotels
- Automotive
- Pharmaceutical
- Alcohol & Tobacco (Age Verification)
- Other Retail

Focus on Clients with many locations or who need data captured in many locations

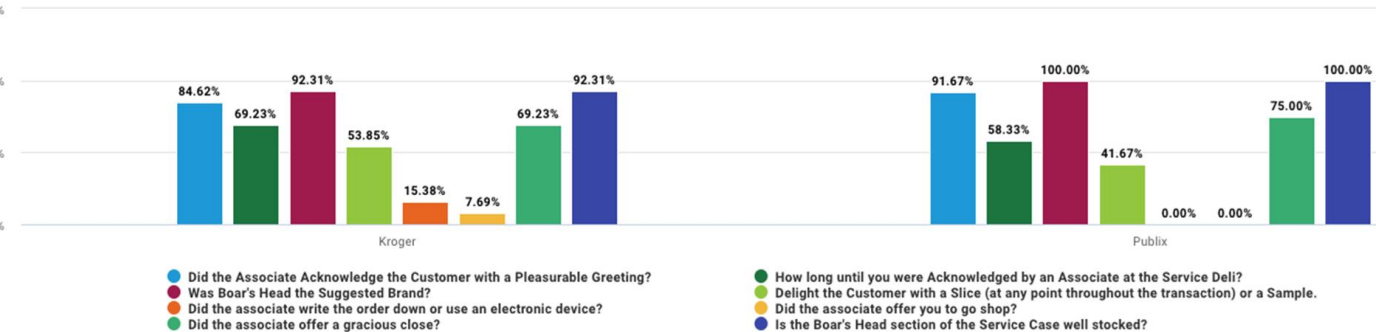
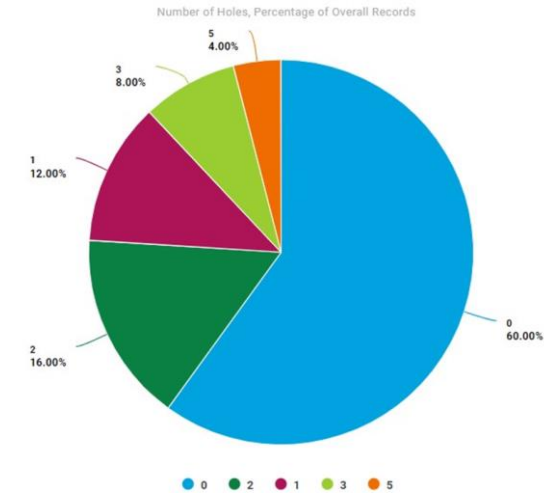
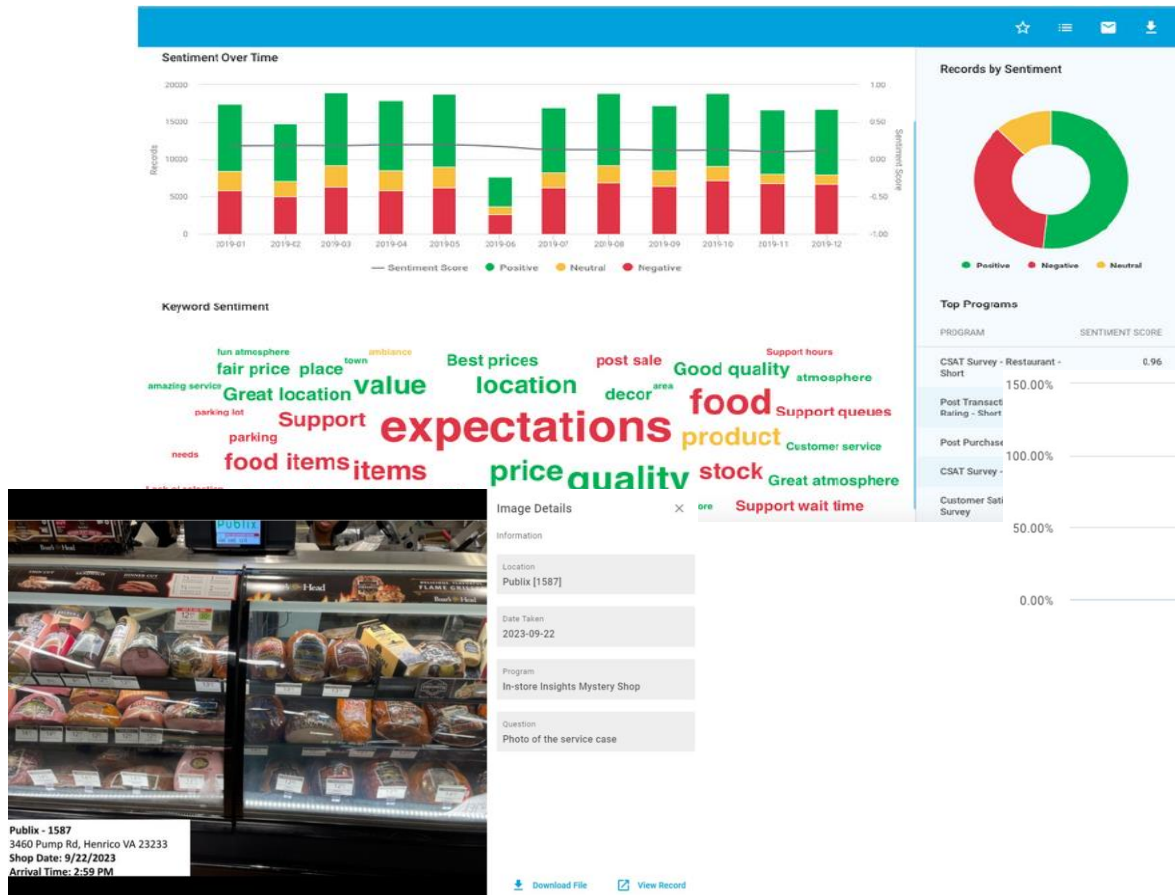


# How do we do it?





# Actionable Intelligence!



# Purpose Built Software Suite

# WHY Intouch



## What Can Intouch Insight Do For You?



### Intouch Insight CX Platform

At its core, the Intouch Insight SaaS CX platform is a business intelligence solution designed for multi-location brands that empowers you to listen to your customers, interpret the results, and act on powerful data.

>> [EXPLORE THE PLATFORM](#)

[WATCH THE VIDEO](#)

### Mystery Shop & Operational Audits

Intouch Insight's tailored mystery shopping and operational audit programs give you the unbiased insights you need to deliver consistent brand experiences, drive constant improvement and identify employee training gaps.

>> [LEARN ABOUT INTOUCHSHOP™](#)

[WATCH THE VIDEO](#)



### IntouchCheck™ Inspection Software

Multi-locations operators use IntouchCheck™ to roll out daily operational checklists and conduct regular site inspections to ensure consistency in operations and adherence to brand standards.

>> [EXPLORE INTOUCHCHECK™](#)

[WATCH THE VIDEO](#)



## Where Experience...

- 45 years of experience embedded in all products and services
- Trusted by more than 300 of North America's most loved brands
- Many longstanding customers
- Delivers not just data, but actionable insights
- We perform hundreds of thousands of location visits each year

## ...Meets Innovation

- In-house software engineering team
- Build and maintain systems clients use
- Fully-integrated suite of management software and services
- Advanced analytics tools to uncover sentiment, explore impacts, and predict results at scale
- Automation to simplify programs and create change
- Forward-thinking features

# Thought Leadership

- Intouch is one of the largest companies in Mystery Shopping in North America
- We partner with publications in both the Gas & Convenience industry as well as the Restaurant Industry



# Gas & Convenience

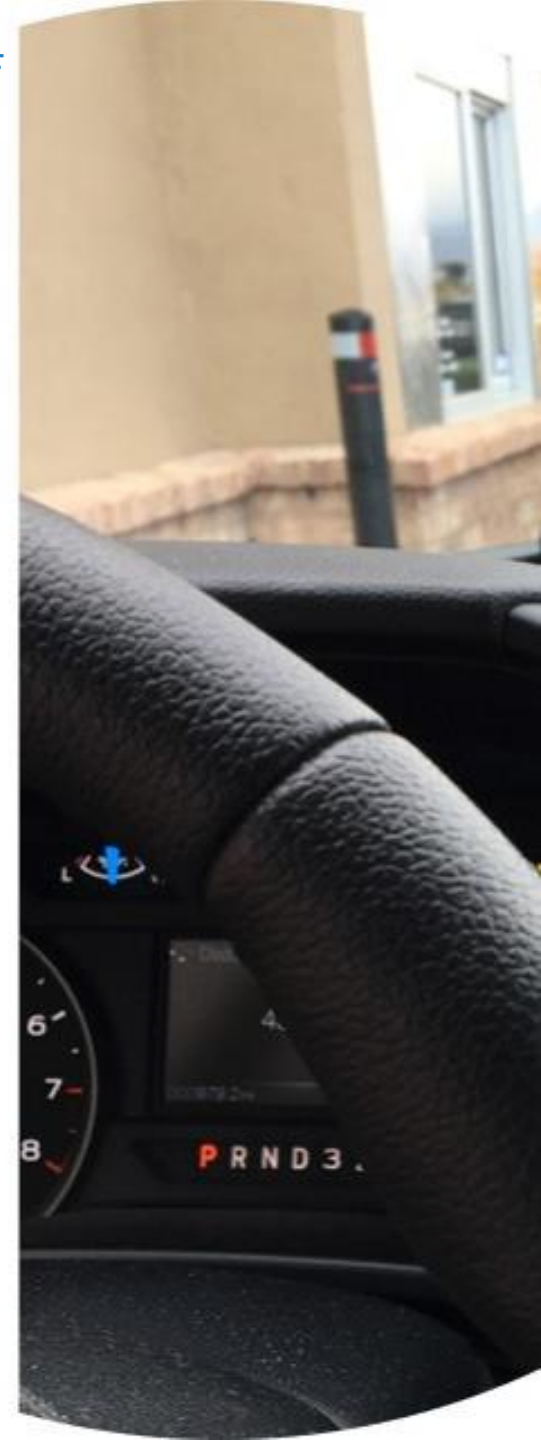
- Intouch Performs a Mystery Shop and an Audit at locations across 10 chains each year
- Presents industry insights and gives out the Intouch Insight CSP Magazine Customer Experience Award each year at the Outlook Leadership Conference
- CSP Magazine publishes articles from the data provided by Intouch. October cover story and Intouch is referenced directly.
- Intouch issues a broader study report in conjunction





# Quick Serve Restaurants

- Intouch Performs and publishes a Drive-Thru Study every year
- Release is in partnership with QSR Magazine
- Lots of broad media coverage
- Other brands can measure against the benchmark



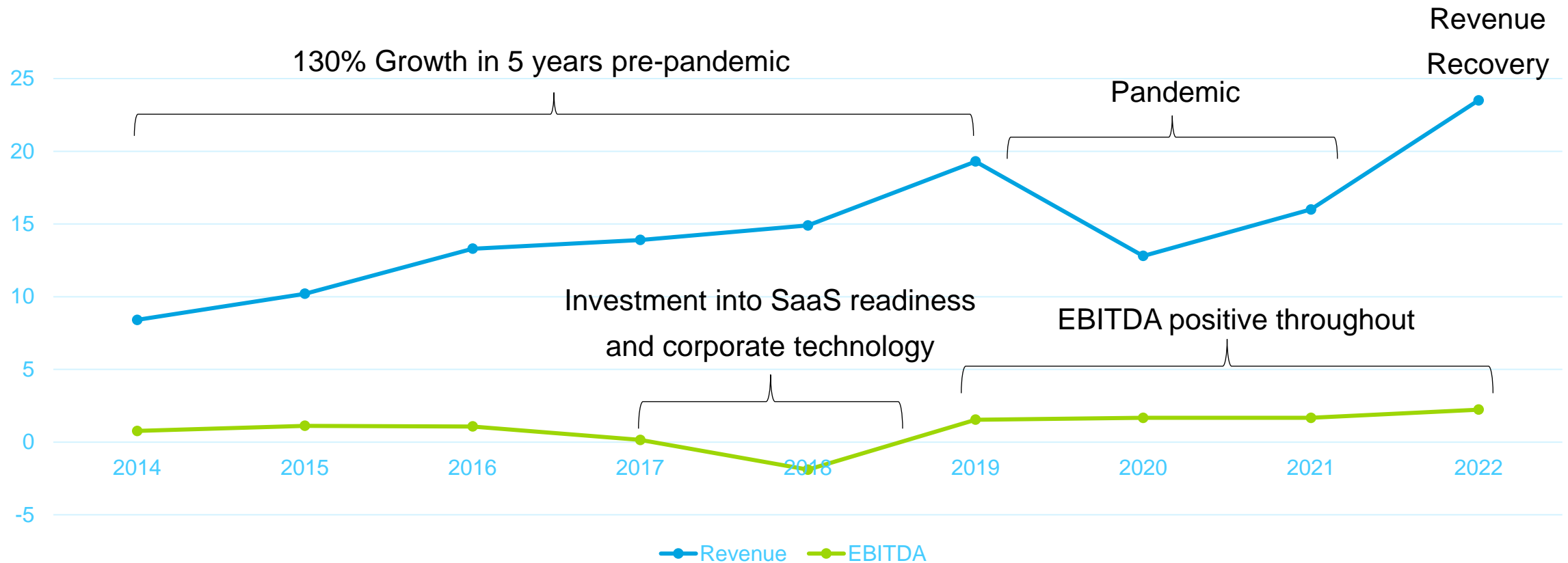


# Historical Milestones

	Re-invested internal cashflows Launched IntouchCheck™ (first SaaS product)		Invested in SaaS product & corporate capabilities Launched CX Platform Expanded development, sales and support team		Acquired 2 new companies with a 3 <sup>rd</sup> announced Global Pandemic shifted focus to financial controls and business survival		Revenue over \$23M & around 100 employees Producing strong EBITDA and Profits Renewed focus on SaaS products and overall growth objectives
2014	2014-2016	2017	2018	2019	Early 2020	2020-2021	2022
\$8.4M in Revenue & around 45 Employees		Announced CEM platform product vision (LiaCX®) Raised \$3.5M to support investments		29% Revenue growth to \$19.3M EBITDA contribution over \$1.5M Expanded SaaS product capabilities		Survived Pandemic & Maintained key clients and employees Remained EBITDA positive & continued to invest in capabilities Completed 3 <sup>rd</sup> acquisition from 2020	



# Financial History



# 2023 YTD

- Economic headwinds
- Flat on recurring revenues
- 77% Revenue in the USA (pre-acquisition)
- Up 18% YTD on SaaS
- Positive EBITDA and Profits
- Completed acquisition



# Acquisition History





# Latest News – Oct 2<sup>nd</sup> !



**Friendliness and Technology Reign  
Supreme in the 2023 Intouch Insight  
Annual Drive-Thru Study**



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**Intouch Insight Ltd. Closes Alta360  
Research Acquisition**

# Alta360



- Great long-term client base
- Parallel industries to Intouch including Gas & Convenience and Grocery
- Loyal experienced office-based workforce out of Toledo, Ohio
- Alta helped create one of the three industry shopper platforms in use today and now Intouch uses all three available platforms!
- Owner is well respected and is the current President of the MSPA

# Our Newest Service Offerings



*Acquired on  
October 1 with  
Alta360 Research*

**Merchandising**  
**In-Store Sampling**  
**Rebranding**  
**Restocking**  
**Store Resets**



## How does Ardent fit in?

- Same Customers
- Larger services market
- Employee labor model
- Higher revenues
- Lower margins
- Strong cashflow
- Solid profit potential



# Ardent Status

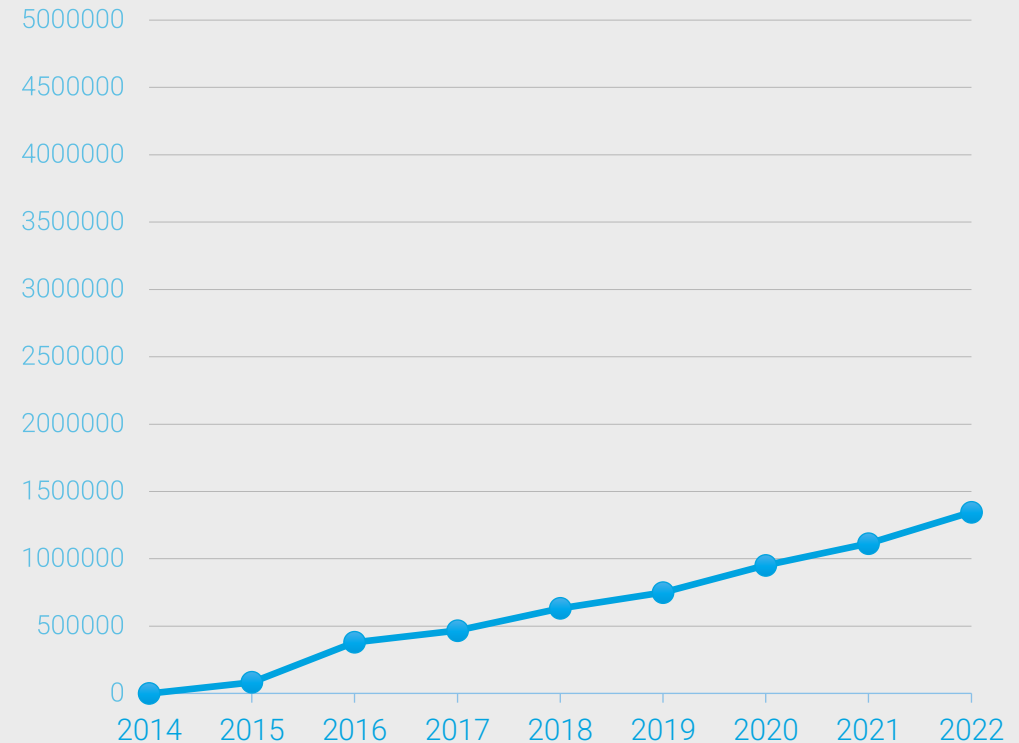
- Recent Start-Up
- Purchased for \$0 down
- Contingent payments over 4 years
- Expected to be a big piece of the puzzle for driving growth





# Hidden Gem: SaaS Offering Bootstrapped from within

- Strong CAGR
- Grew throughout Pandemic & is continuing to provide annual organic growth
- 93% Gross Margins
- Technology subscriptions enhance value for services clients



● Annual SaaS Revenue (CAD)



## 2024: Looking Forward:

- Integrate Acquisition
- Continued investment in product capabilities
- Additional investment in sales and Marketing
- Aggressively pursue new sources of revenue
- Continue to leverage technological advantages
- Ensure continued financial self-sufficiency – No required dilution!

# Capitalize on the Opportunity

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OTCQX:INXSF



Customer Experience Measurement provides key insights to help companies navigate through the changing landscape



Intouch has a loyal customer base and technology positioned to help businesses not only measure, but also to deliver operationally



The combination of software and services together in a single platform provides true market intelligence



Recently completed another acquisition with lots of exciting new potential areas for growth



TSX-V:INX / OTCQX:INXS

# Thank you!

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