

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

BE ONE STEP AHEAD

Corporate Presentation | April 2023



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Legal Disclaimer



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



Michael Gaffney

Chairman



Cameron Watt

President, CEO & Director



Eric Beutel

Director



David Oliver

Director



Rainer Paduch

Director

Capital Structure

Share Price: \$0.45

Issued & Outstanding Shares: 25,515,594

Market Capitalization: ~\$11.5M

Insider Ownership: ~30%

Eric Beutel: ~12%

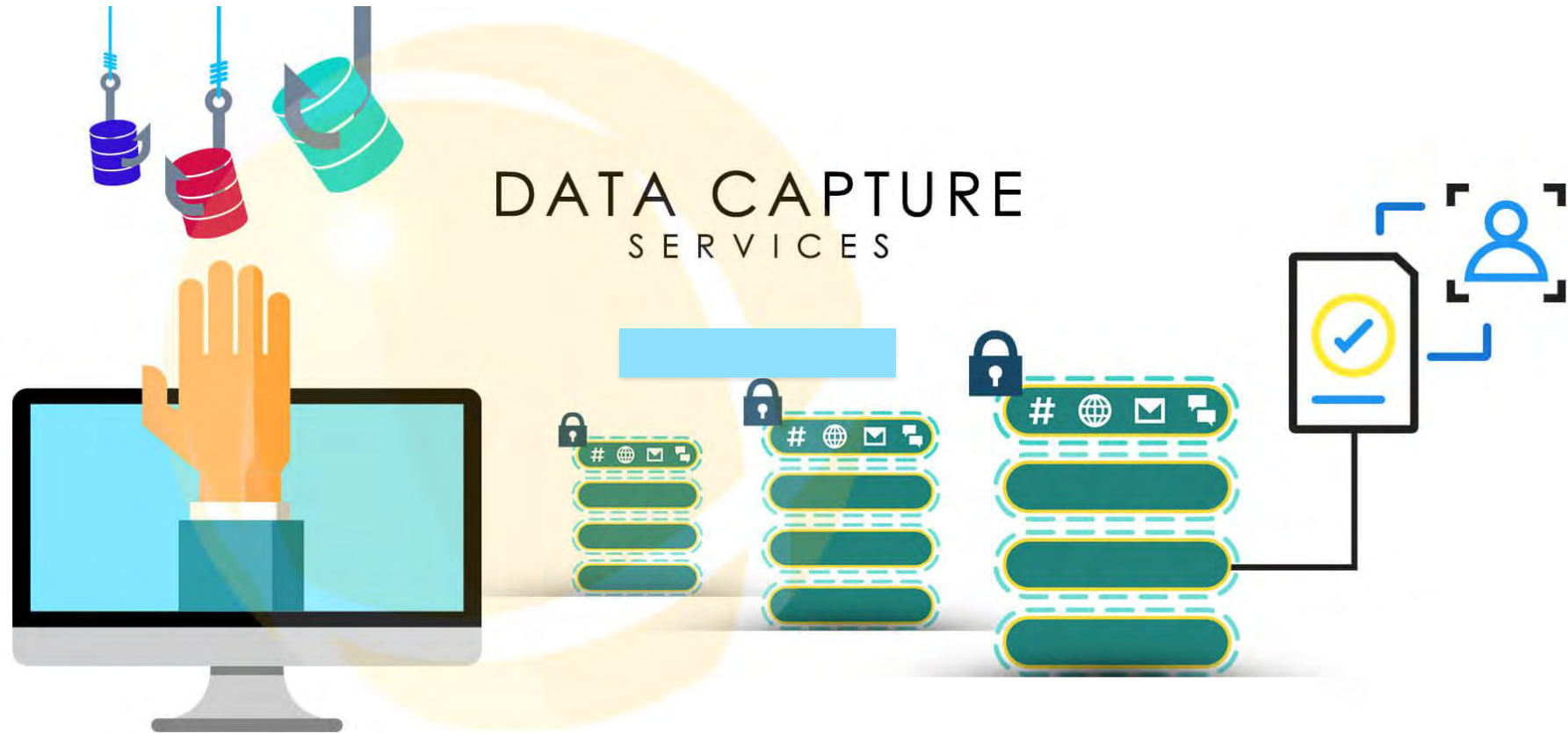
Cameron Watt: ~10%

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

How do we do it?

We provide actionable intelligence!

Software

Services



Mystery Shopping



Compliance Audits
Operational Audits



Field Data Capture



Third Party Data



Business Intelligence



Customer Surveys



Forms & Checklist Automation



Event Marketing Automation

Primary Industries Served

- 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



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 3rd 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

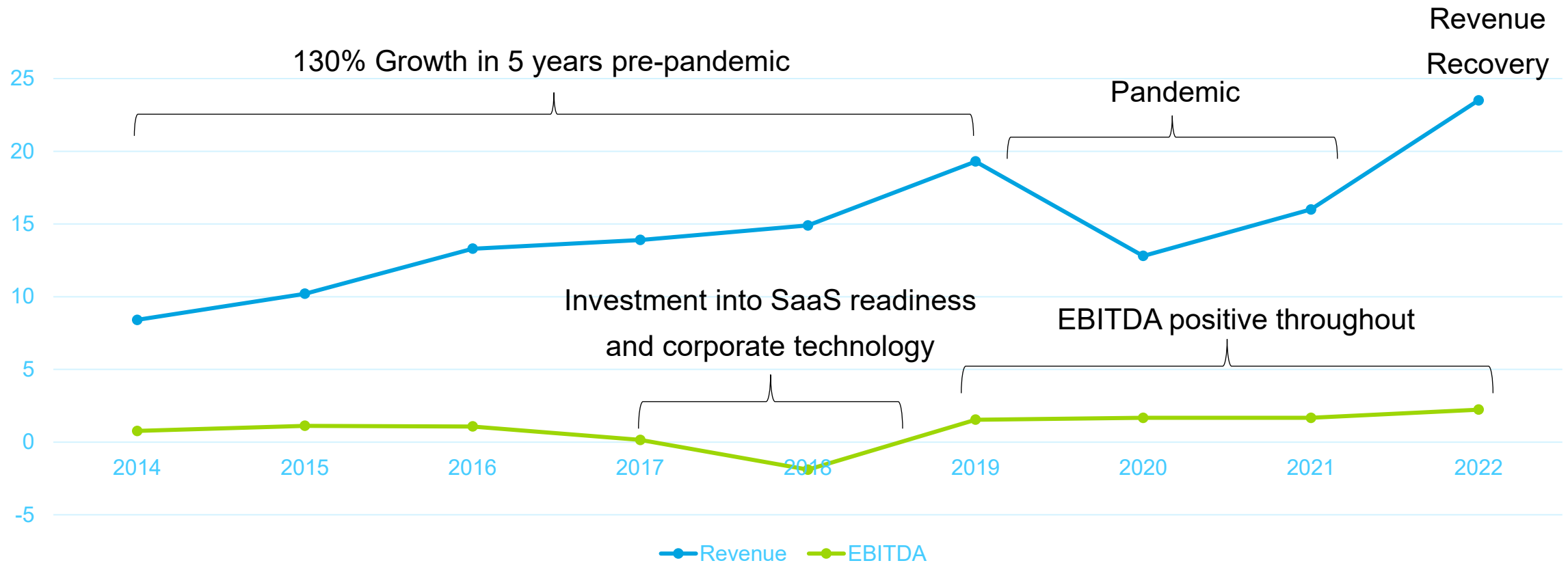
Completed 3rd acquisition from 2020

Acquisition History





Financial History



2022 Highlights

There are some notable
highlights from 2022



47% Revenue Growth with 35% growth in recurring



\$2.2M in EBITDA



**Absorbed fall 2021 purchase of SeeLevelHX
with \$0 in Long Term Debt**



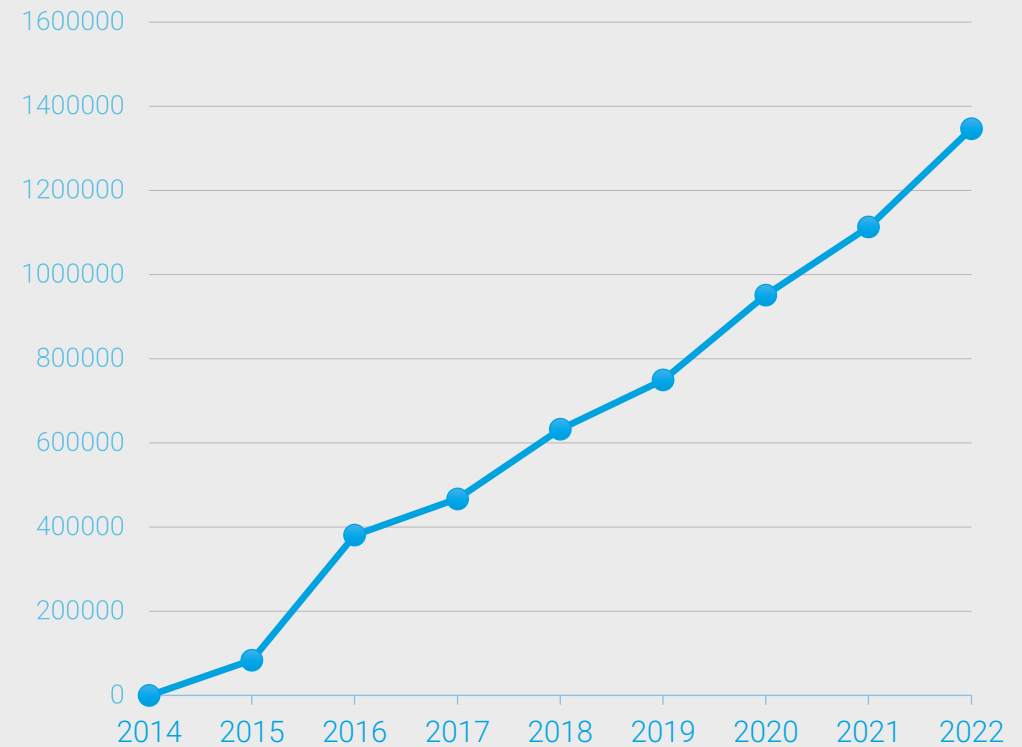
Well over \$100K in MRR from SaaS products



75% of Revenue from the United States

Hidden Gem: SaaS Company Bootstrapped from within

- 48% CAGR since 2015
- Grew throughout Pandemic
- Strong growth in 2022



● Annual SaaS Revenue (CAD)



2023: Looking Forward:

- Renewed focus on SaaS products
- Continued investment in product capabilities
- Additional investment in sales and marketing
- Seek new sources of revenue utilizing core capabilities
- Leverage technological advantages
- Remain EBITDA positive

	INX ^a Intouch Insight	PFM ^a Pronto Form	MNTV ^b Momentive Global (Survey Monkey)	XM ^b Qualtrics
Revenue (USD)	\$17.6M	\$21.3M	\$481	\$1,458M
Growth	47%	10%	8%	36%
Profits (USD)	\$.5M	(\$4.4M)	(\$90M)	(\$1,061M)
Current Ratio	1.6	1.3	.9	1.2
Long Term Debt (USD)	\$0	\$6.0M	\$183M	\$0
Shares (April 14, 2023)	25.5M	133M	151M	179M
Market Cap (April 14, 2023) (USD)	\$8.6M	\$51M	\$1.4B	\$3.2B
Sales Multiple	.5X	2.4X	2.9X	2.2X

a) Except where noted, information based on Dec 31, 2022 reported financials. All CAD converted to USD at exchange rate of .75

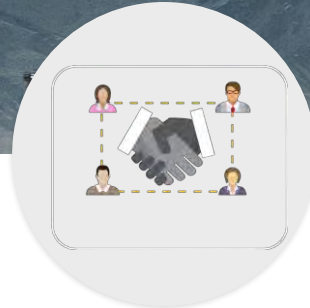
b) Except where noted, information based on Dec 31, 2022 reported financials.

Capitalize on the Opportunity

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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



Trading at a fraction of revenue despite growth, profitability and potential for significant SaaS revenue

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Thank you!

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