

TSX.V: INX OTCQX: INXS

BE ONE STEP AHEAD

Corporate Presentation | 2025



WHERE EXECUTION EXCEEDS EXPECTATIONS.



Legal Disclaimer

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Who is “Intouch Insight”?

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

MISSION

Create value by providing multi-location brands with tech-enabled solutions that improve system-wide performance, collect actionable data, and drive positive business outcomes.

Meet the Board



Eric Beutel

Chairman



Cameron Watt

President, CEO & Director



Lee Bennett

Director



David Oliver

Director



Jennifer Batley

Director

Capital Structure

Share Price: \$0.49

Issued & Outstanding Shares: 25,603,825

Market Capitalization: ~\$12.5M

Insider Ownership:

~24%

Eric Beutel:

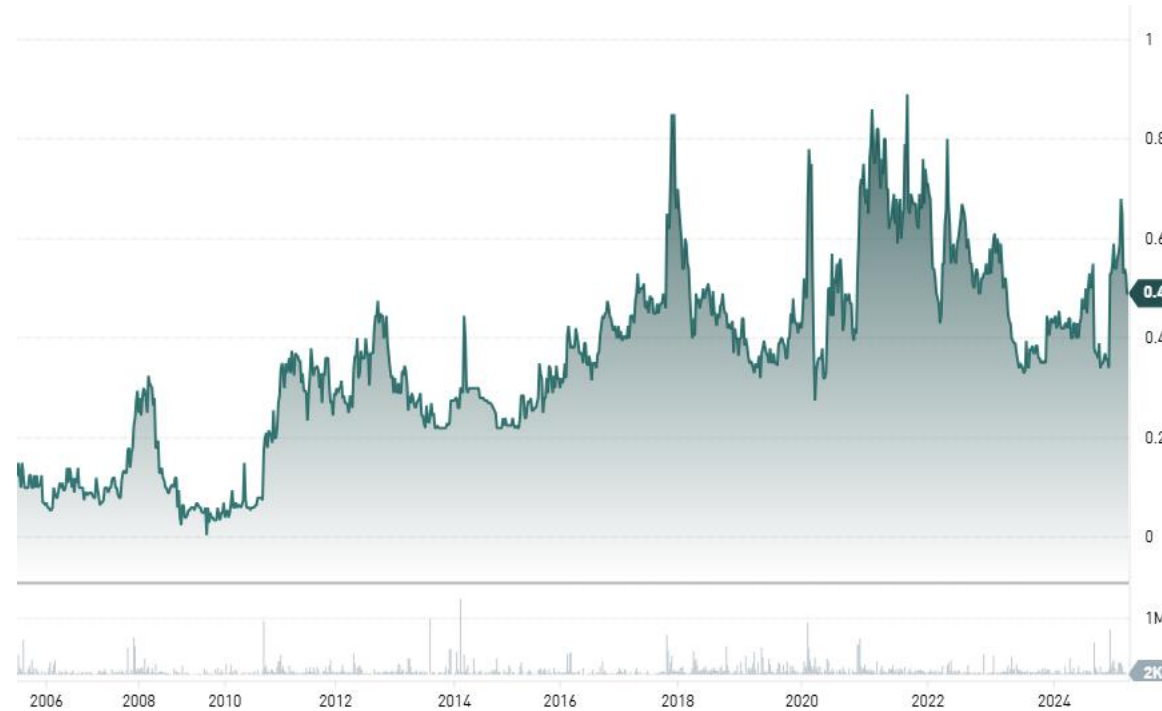
~12%

Cameron Watt:

~10%

Additional Insiders:

~2%



Intouch Insight is trusted by over 300 of North America's most loved brands, across several industry sectors, including:



Restaurants



Grocery



Petro-
Convenience



Retail



Automotive



Hotels &
Hospitality



Property
Management



Banking &
Financial Services

About Intouch

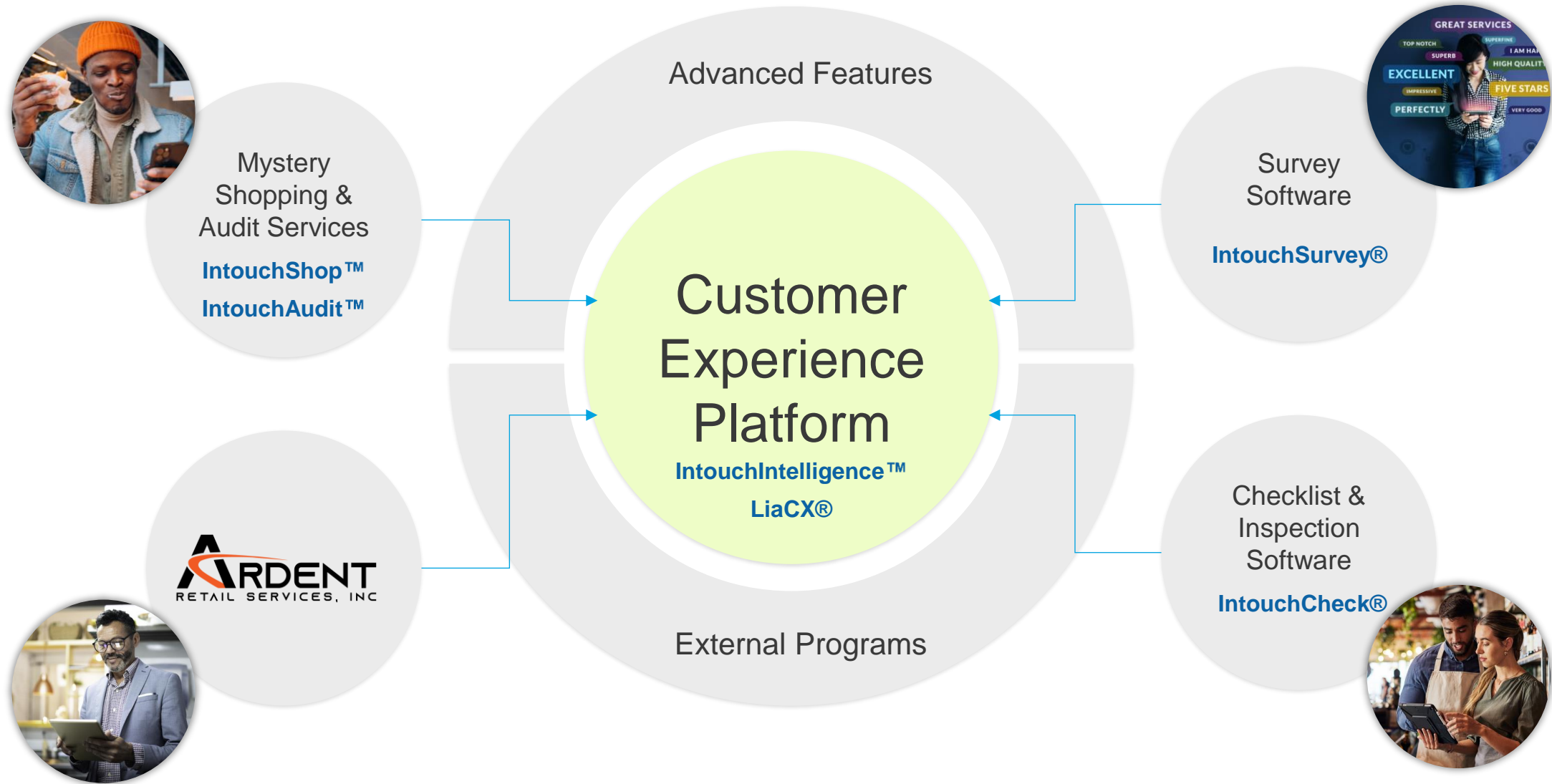
- ▶ 45+ Years Experience
- ▶ 3 Leading Mystery Shopper Databases
- ▶ 12 Companies Acquired
- ▶ 4 Software Products
- ▶ 1 Platform Ecosystem

Intouch By The Numbers

- ▶ 4 of the top 10 QSR Chains
- ▶ 19 of the top 50 QSR Chains
- ▶ 6 of the top 10 Gas & Convenience Chains
- ▶ 14 of the top 50 Gas & Convenience Chains
- ▶ 1 of the top 2 Beverage Manufacturers

About Our Clients

Our Services & Software



At a Glance

We help multi-location brands achieve operational excellence, so they can earn customers *for life*.

WHERE EXECUTION EXCEEDS EXPECTATIONS.



40+ years Experience
Intouch's Solutions are designed based on 40+ years of hands-on expertise measuring brand service standards.



One-stop Shop
Our fully-integrated suite of solutions offer the core CX and operational tools, along with retail services, needed by multi-location brands.



Scalable Solutions
All Intouch products live in a common ecosystem designed for growth. Start with what you need today and add as you grow.



Value-added Insights
Intouch delivers the insights you need to act fast, and with our industry-recognized studies, we are the partner that gives you more, every day!

Building Brand Equity Through Thought Leadership

Industry recognized studies and reports examining the latest CX trends and performance of leading brands.

2025 Annual



The Pizza Delivery & Carryout Study

In partnership with PMQ Pizza



24th Annual



Drive-thru Study

In partnership with QSR



2024 Annual



Third-Party Delivery Report

The Path to Third-Party Delivery Excellence

In partnership with Restaurant Business and Nation's Restaurant News.



2024 Annual



Convenience Store Trends Report

Powering the Next Era of Convenience Stores



2024 Annual



Emerging Experiences Study

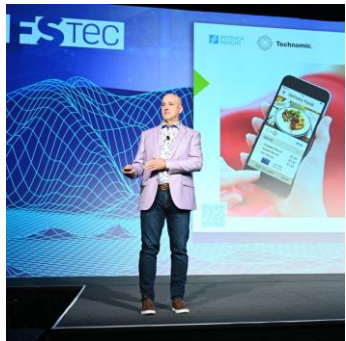
The Rise of Innovation Experiences

In partnership with QSR.



From Insights to Influence: Our Market Impact

Mainstage Conference Presentations



IFSTec



**OUTLOOK
LEADERSHIP**



**QSR
Evolution**

Recent Media Coverage

Bloomberg
WSJ



QSR



*Nation's
Restaurant News*

**ConvenienceStore
NEWS**



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 3rd announced

Global Pandemic shifted focus to financial controls and business survival

Revenue over \$25M

Shifted focus from Growth to Profitability in 2024

Acquired 2 new companies

2014

2014-2016

2017

2018

2019

Early 2020

2020-2022

2023-2024

\$8.4M in Revenue & around 45 Employees

Announced CEM platform product vision (LiaCX®)

Raised \$3.5M to support investments

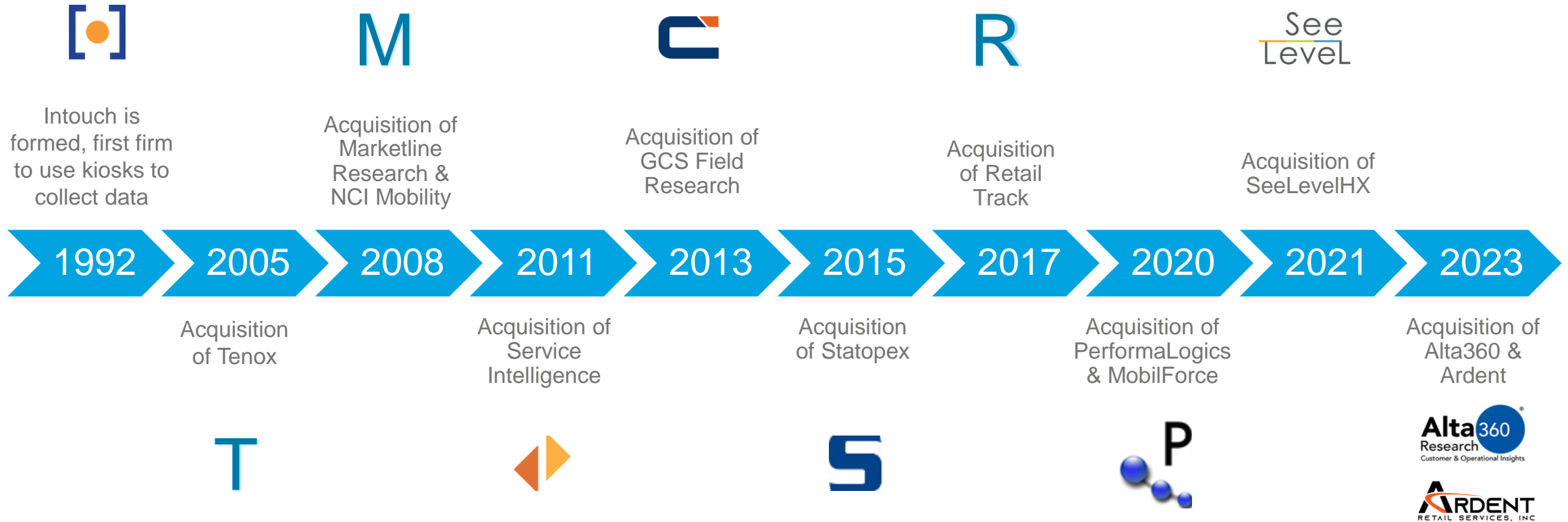
29% Revenue growth to \$19.3M

Expanded SaaS product capabilities

Survived Pandemic & Maintained key clients and employees

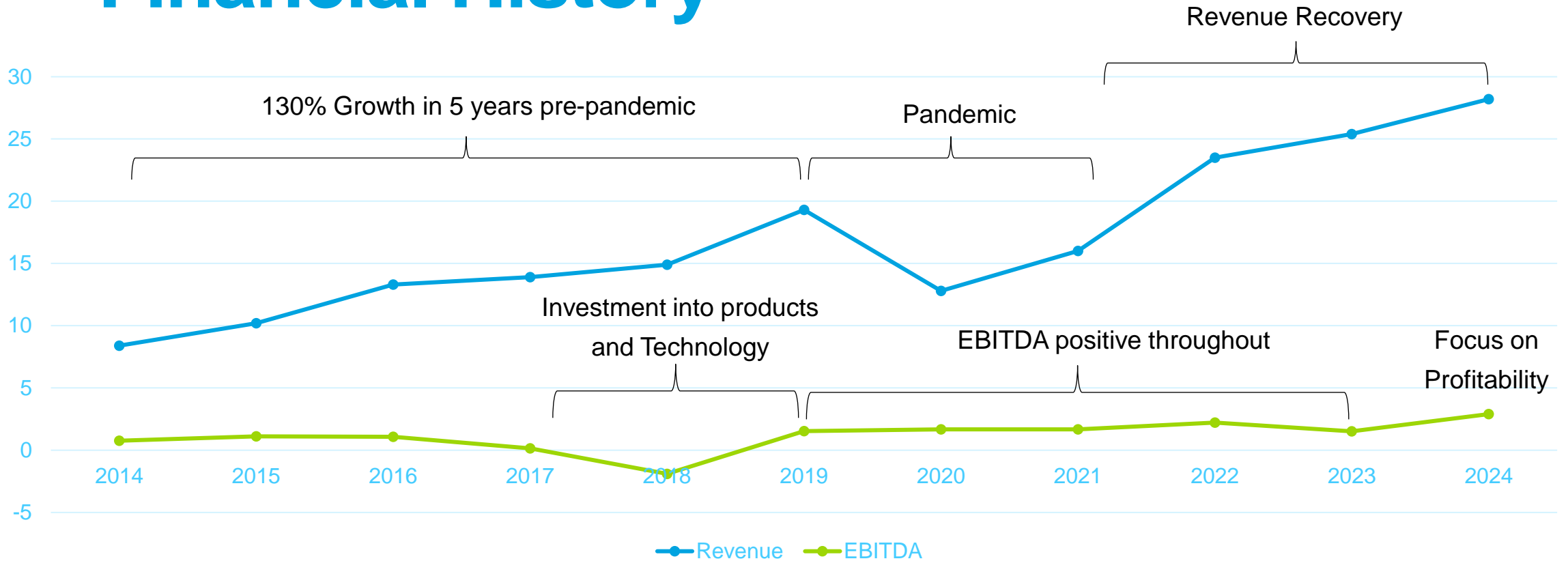
Remained EBITDA positive & continued to invest in capabilities

Acquisition History





Financial History

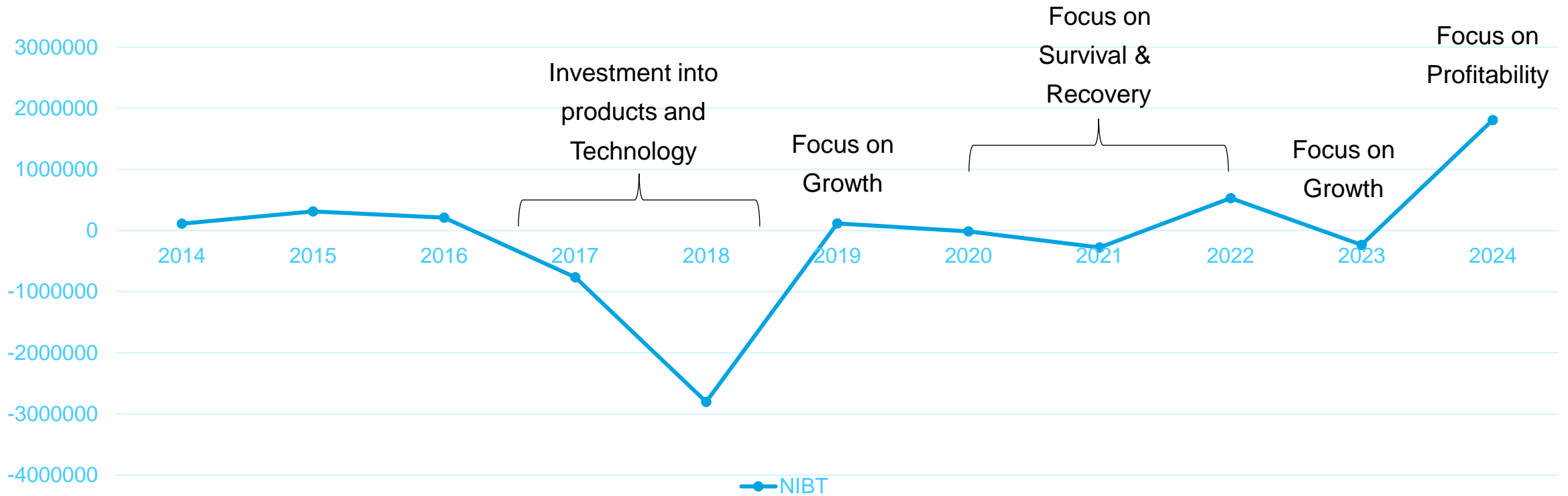


NOTE 1: 2024 Revenue based on 3 quarters of actual excluding Ardent extrapolated for the full year plus actual YTD Ardent Revenue

NOTE 2: 2024 EBITDA based on 3 quarter actuals extrapolated for the full year



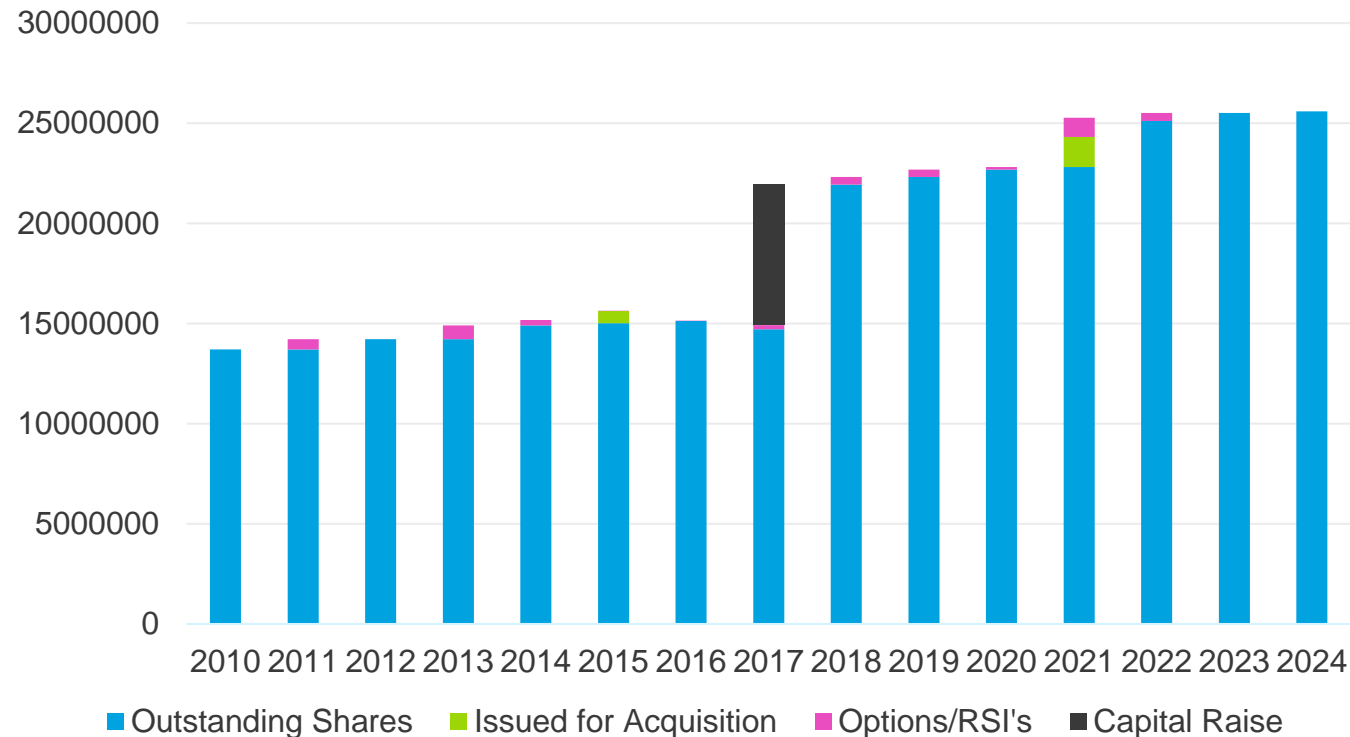
Profit History



NOTE: 2024 Net Income Before Tax based on 3 quarter actuals extrapolated for the full year



Outstanding Share History



- Less than 26 Million Shares outstanding
- Only one capital raise since going public in 2002 – Proceeds to allow entry into SaaS
- Issuance in 2021 to cover pandemic-related employee obligations & facilitate acquisition

* Figures based on December 31 of that year

* Company repurchased 1,249,500 shares between 2014 and 2017 through an NCIB



2025: Looking Forward:

- Pursue new sources of revenue
- Seek to gain product advantages and operational efficiencies through AI integration
- Seek additional cost efficiencies
- Continue to advance Intouch brand recognition and standing as industry thought leaders

The Question of Value

2024 Revenue¹: \$28.15M

Shares: 25,603,825

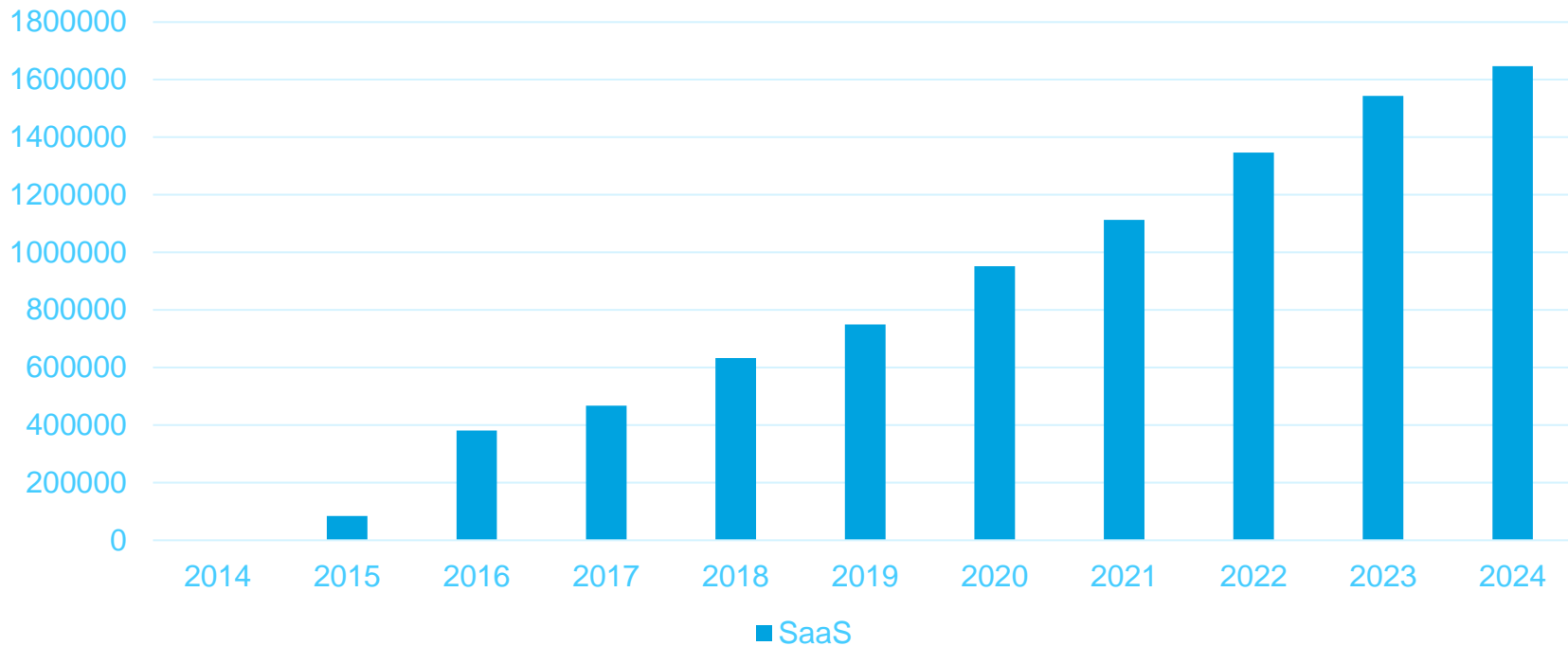
Price to Sales Ratio

Stock Price	At 2024 Revenue
50 Cents	.45x
75 Cents	.68x
One Dollar	.91x



1: 2024 Revenue based on 3 quarters excluding Ardent extrapolated for the full year plus actual YTD Ardent Revenue

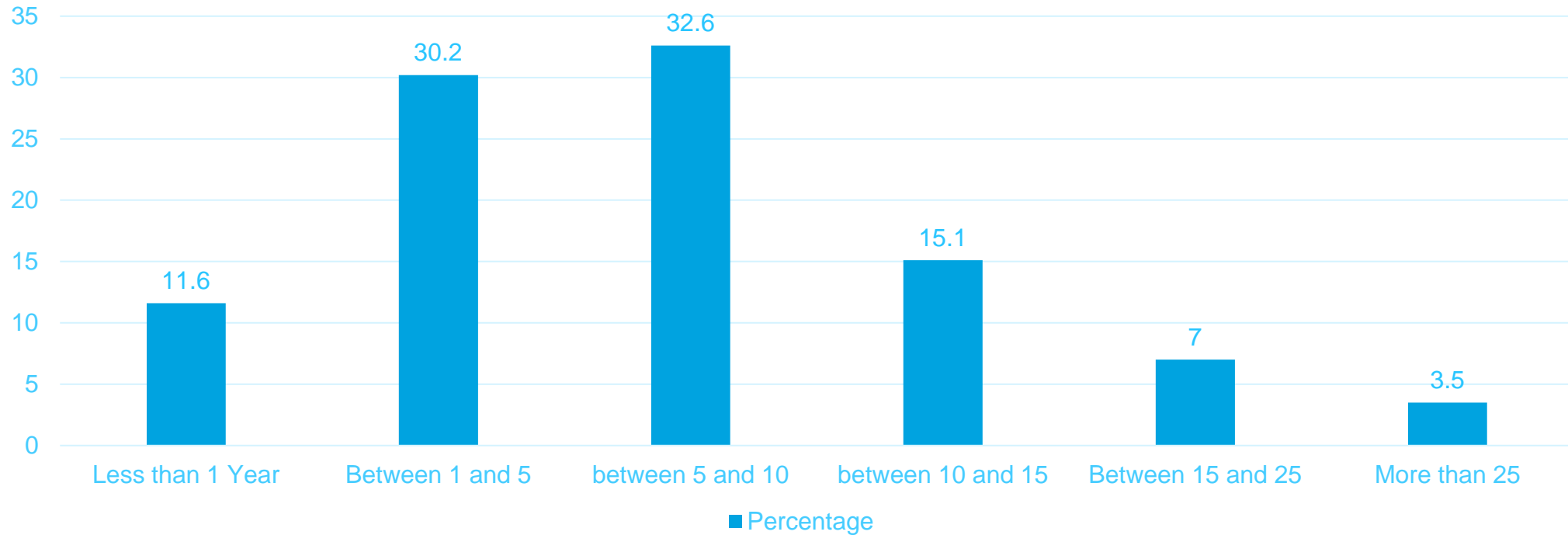
SaaS Revenues



- **100% built-in-house organic revenues**
- **Grown every year including during the pandemic**
- **At a 7x Revenue multiple creates a value of \$11.5M on its own.**

Employee Tenure

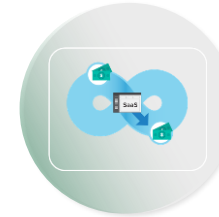
- A quarter of the employees have been with the company for more than 10 years with well over 50% being more than 5 years
- Good mix of tenure/knowledge with new ideas
- Speaks to strong organizational culture



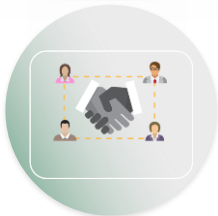
Capitalize on the Opportunity



Multi-location businesses have an ongoing need for information from across their broad geographies.



Intouch has proven to be a well managed business with the ability to adapt to changing market conditions and expectations



Intouch has a tenured team, a strong client base, market leadership and proprietary technology



The ability to offer software and services together utilizing a single platform provides true market intelligence & a competitive edge



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Thank you!

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