

TSX.V: INX OTCQX: INXSF

BE ONE STEP AHEAD

Corporate Presentation | May 2024



WHERE EXECUTION EXCEEDS EXPECTATIONS.



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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



Michael Gaffney

Director



Rainer Paduch

Director

Capital Structure

Share Price: \$0.40

Issued & Outstanding Shares: 25,522,600

Market Capitalization: ~\$10.2M

Insider Ownership: ~30%

Eric Beutel: ~12%

Cameron Watt: ~10%

Michael Gaffney: ~6%

Additional Insiders: ~3%



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 eco-system 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!

Intouch Insight is trusted by over 300 of North America's most loved brands, across a number of 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 3 Tech Co's
- ▶ 1 of the top 2 Beverage Manufacturers

About Our Clients



1.6M Additional Locations
(58X current scale) available
in the USA alone

Market Size: US Example

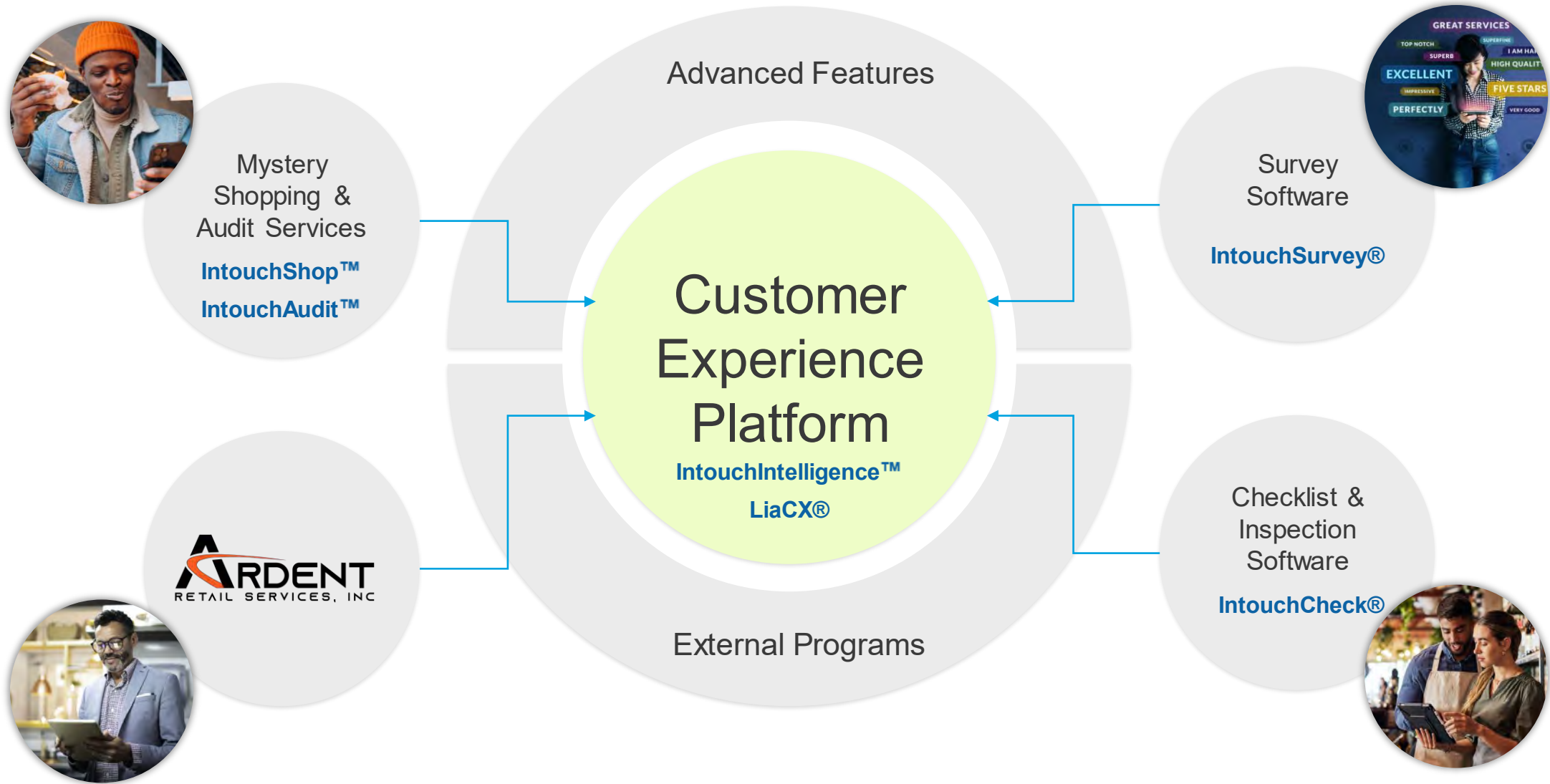
Approximate industry size and available market

Industry	Total number of Chain Locations	~ Number of Intouch Customer Locations	Penetration
Convenience	150,000	13,500	9%
QSR	300,000	11,500	4%
Grocery	50,000	2,500	5%

Locations in Canada and Globally are incremental to this example

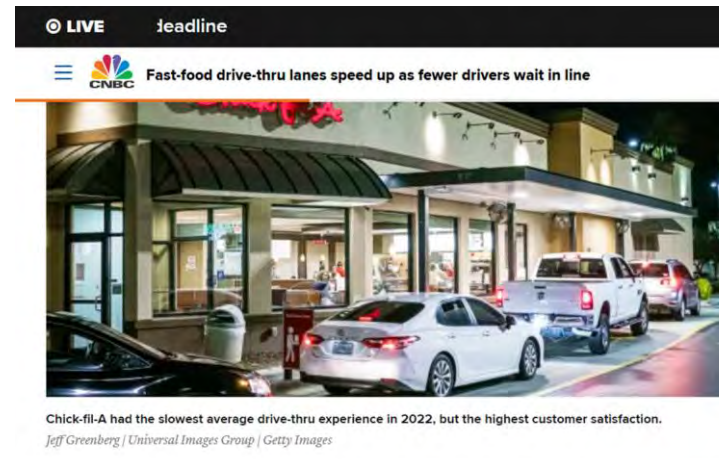
In addition, there are approximately 1,000,000 Retail locations, 50,000 Hotels, 20,000 Automotive dealerships, & 75,000 Bank branches in the U.S. where Intouch has even more opportunity (less penetration)

Our Services & Software



Industry Thought Leadership

- Market Research Studies
- Consumer Perception Surveys
- Speaking Engagements
- Media Partnerships



Fast-food drive-thru lanes are speeding up as fewer customers choose to order their meals and milkshakes sitting in their car, according to an [annual study](#) by Intouch Insight released Monday.





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 & around 100 employees
Producing EBITDA
Renewed focus & investment in Growth
Acquired 2 new companies

2014

2014-2016

2017

2018

2019

Early 2020

2020-2021

2022-2023

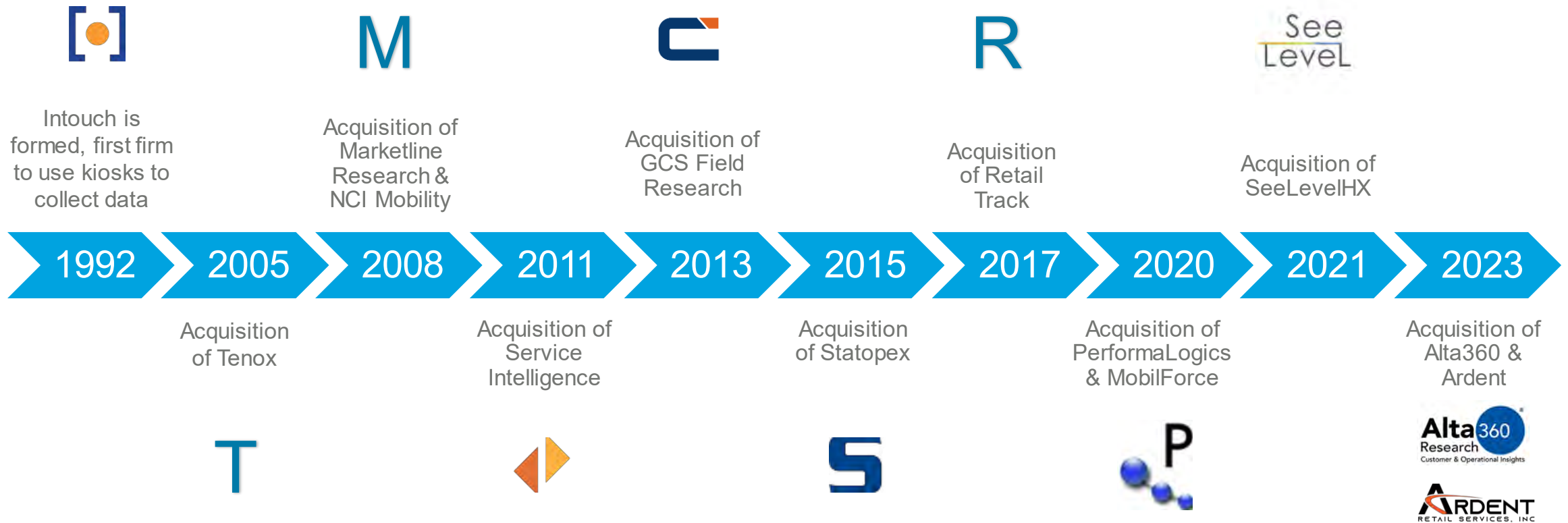
\$8.4M in Revenue & around 45 Employees

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

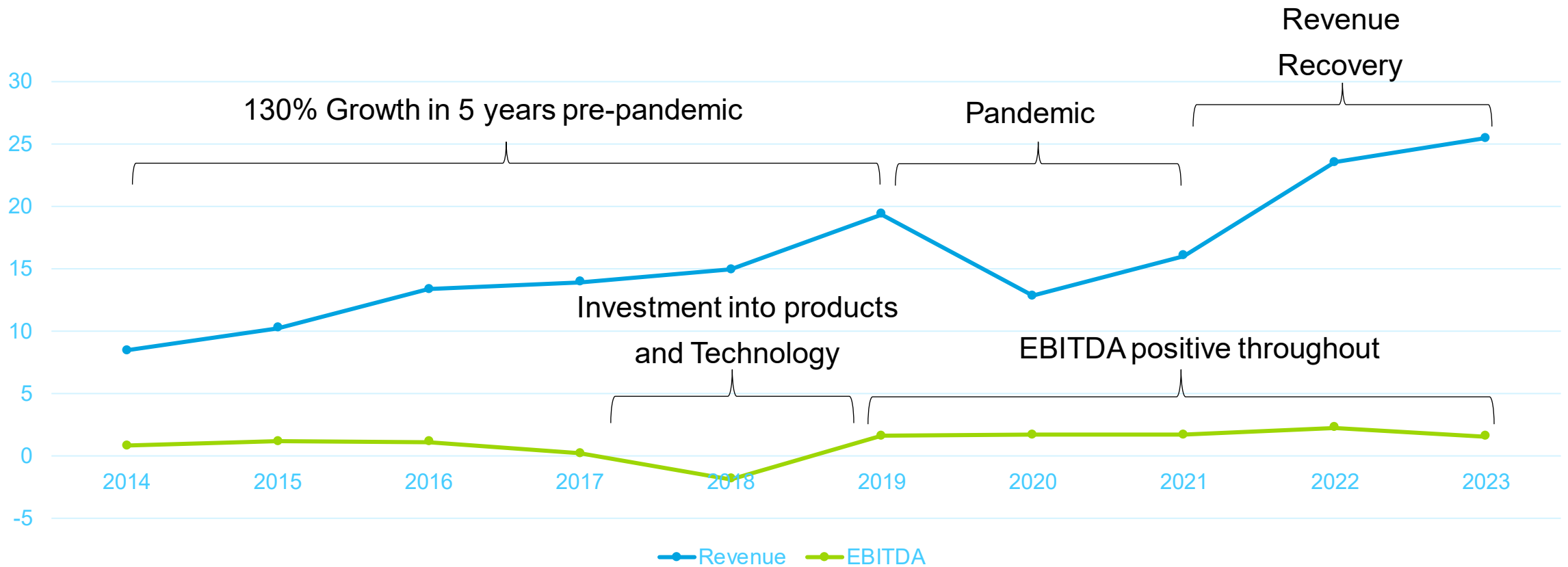
Survived Pandemic & Maintained key clients and employees
Remained EBITDA positive & continued to invest in capabilities
Completed 3rd acquisition from 2020

Acquisition History



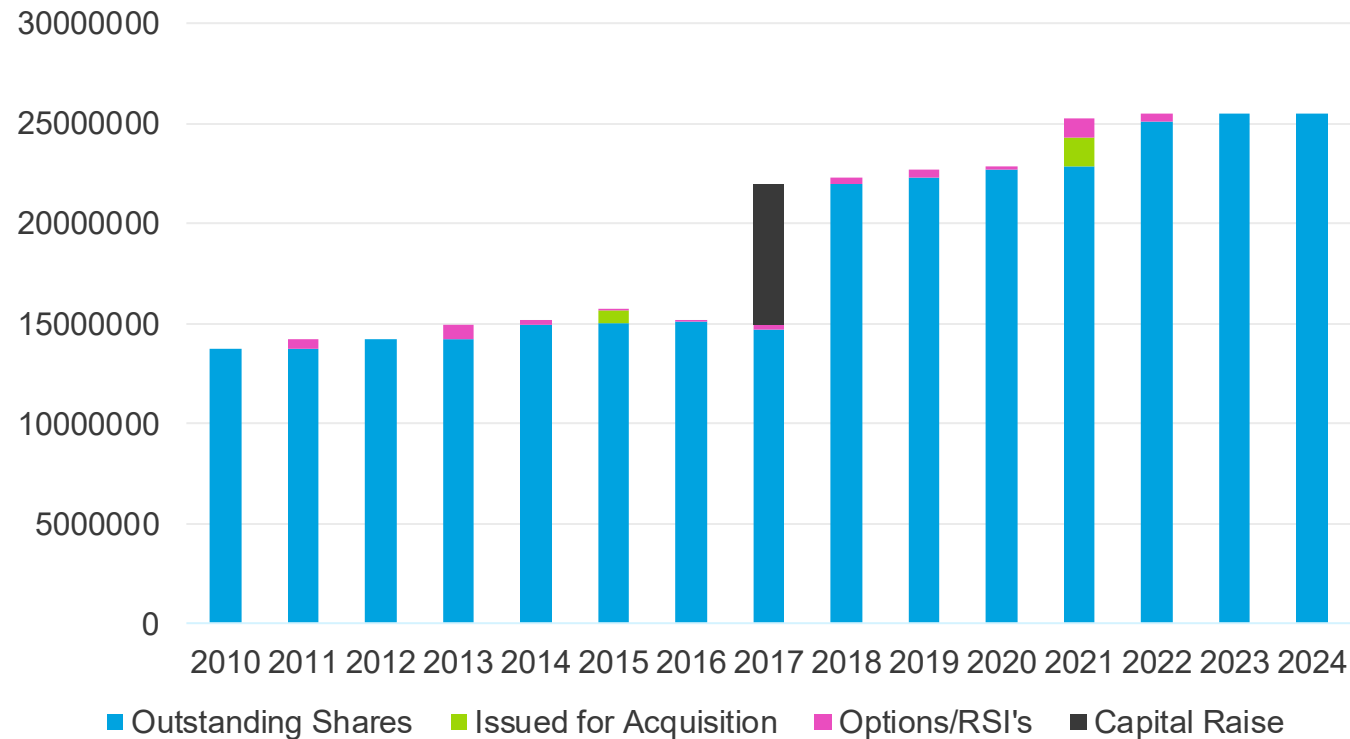


Financial History





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 except 2024 which is March 31

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



2024: Looking Forward:

- Integrate acquisition
- Continue investment in product capabilities
- Investment in sales and marketing
- Pursue new sources of revenue
- Leverage technological advantages
- Ensure continued financial self-sufficiency – No required dilution!

The Question of Value

2023 Revenue: \$25.4M
 Shares: 25,515,594

Price to Sales Ratio

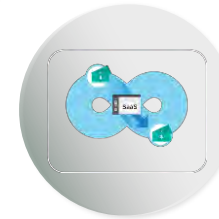
Stock Price	At 2023 Actual Revenue
40 Cents	.4x
75 Cents	.75x
One Dollar	1x



Capitalize on the Opportunity



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



Recently completed acquisitions including a new business start-up with lots of exciting potential areas for growth



Intouch has a loyal client base and technology positioned to provide actionable data and real-time assistance to create value & drive positive business outcomes for clients.



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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