



## Event Technology for the Business World

**Industry:** Event Tech, Virtual Events, Hybrid Events and Metaverse Events

**Opportunity:** No single event technology platform applies to every possible business case. Subscriptions to several platforms are expensive and difficult to manage. Each platform has its benefits and shortfalls. Some are missing critical functionality or can't provide exceptional capability for every feature. Some platforms do not have the ability to integrate with other base technologies such as streaming video, analytics platforms, and CRM's.

**Solution:** Xcyte offers a multiplatform subscription that covers virtually every business use, thereby eliminating the technical risk of choosing a single platform. The multi-platforms subscription offered by Xcyte is less expensive than single platform subscriptions of similar scope and Xcyte has proprietary technology to fill in any gaps any of the bundled platforms may be missing. Xcyte enables any platform to integrate with third party technology and with its managed services capability offers its subscribers a single source for the entire event requirements.

**Business Model:** Xcyte bundles several virtual event platforms that is has vetted and offers them under a single subscription. Xcyte also bundles several VRE (Virtual Reality Environment) platforms and sells them under a single subscription. Initially, Xcyte will focus its sales and marketing towards its own client base (Active -2000, Inactive 20,000+). Xcyte will also work with its partner platforms to obtain leads. Finally, the bundles will be offered by resellers in the event tech industry.

**Market:** The virtual event market is expected to grow to over \$ 500B by 2028 representing a 23.7% CAGR. The VRE market (VR, AR and XR) is expected to grow to 849B by 2028 with a 43.3% CAGR.

**Competitive Advantage:** There are currently no competitors offering a multi-platform solution for either virtual events or VRE events. No one is able to provide an effective, efficient managed services capability with the level of expertise that Xcyte can from its legacy business and its vast databases of event content and building tools.

**Team:** Event professionals with over 100 years' experience as a team and over 150,000 virtual events produced for thousands of clients.

**Business Status:** Xcyte is revenue producing and EBITDA positive. Over \$3.4M revenues and ~ \$400k EBITDA. Completed its asset acquisitions of Launch Interactions (UK) and is completing the acquisition of Onstream Media (USA). Onstream has been producing virtual events since 1997.

**Funding:** Xcyte's minimum financing is \$4.2 million and working to oversubscribe the financing up to \$8 million. The funding will be used for sales and marketing as well as several strategic and accretive acquisitions that will embellish the company's ability to provide both exceptional technology for events but also to enhance the success of each event. This initial capital will enable several of these acquisitions to be completed relatively soon after the public listing.

**Investing Opportunity:** A go public transaction on the TSX Venture Exchange via a QT. We are selling units which includes a share and ½ of a three year warrant exercisable at \$.50. We have already received funding commitments of approximately \$4.2 million. The CPC has ~\$1,000,000 in cash before legals and listing fees.

Capitalization Table	\$	Shares	%
Xcyte Digital – Target Company	14,750,000	59,000,000	70.41
QT Financing- <b>minimum</b>	4,200,000	16,800,000	20.05
CPC (Public & Seed)	2,000,000	800,000	9.55
<b>Total</b>	<b>20,950,000</b>	<b>83,800,000</b>	<b>100</b>
Float at Listing	1,250,000	5,000,000	5.96

### Disclaimer

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