XCYTE DIGITAL

Metaverse Events for the Business World

Investor Presentation
May 2023
All numbers in C$ unless indicated

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Overview

Metaverse Events for the Business World

"Xcyte was created to take advantage of the explosive demand by businesses for virtual events based in virtual reality environments ('VRE') that result in a higher level of engagement for participants."

Factors for Success

- Approx. 80% gross margin
- No capital investment for technology
- Minimal competition
- Multiple event and VRE platforms
- Disruptive event sector business
- 80% recurring revenue

Established

Formed in 2022 through an amalgamation of operating businesses & assets in the virtual & VRE event sectors

Offices

Fort Lauderdale, FL

London, UK

Charlotte, NC

Union, NJ

Offerings

VRE technology

Virtual event technology

Virtual event support services

Staff

6 management

15 staff

21 Full-time total

Experience

- ✓ Over 150,000 events delivered to date
- ✓ 78% of the Fortune 1000 have used the service
- ✓ 100+ Million participants
- ✓ Direct relationships with the world's largest tradeshow organizers including: Tarsus, Informa, Clarion and others

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Our Value Proposition

Xcyte Digital Corp. (“Xcyte”) is a metaverse event technology aggregator and developer providing a **high value**, **cost effective**, **multi-platform subscription service**.

1 Proven Track Record & Clients	Over 150,000 virtual events produced and 2000+ current clients expected to migrate their events to VRE based events.
2 Current Revenue & EBITDA	$3.64M in 2022 with EBITDA of $398K.
3 Growing Markets	Double-digit growth and multiple drivers across VRE and virtual events.
4 Emerging Metaverse	Pioneer new technologies & services for virtual events in VRE based platforms.
5 1st Business Conference in the Metaverse	Produced the very first business to business VRE conference in the metaverse (October 25, 2022).

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Clients (2000+)

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Platform Highlights

Xcyte Digital's technology offers an end-to-end solution anyone can use to create and run metaverse and virtual events.

Reliable Streaming

Cutting edge CDN technology

Integration Friendly

Works with video streaming services such as Zoom, Webex, etc. as well as Xcyte's own service.

Powerful eCommerce

Supports PPV, invoicing, multi-currency, etc.

Actionable Analytics

Marketing, registration, participant, and sales reports.

White Glove Service

Professional assistance from start to finish.

Leveraging Metaverse

Robust and interactive meetings and events.

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Subscription Components

Xcyte Digital's subscription offering comes in two forms VRE Events or Virtual Events

5 **VRE Event**
Conferences, Expos, Meetings, Training, Etc.

5 **Virtual Event**
Conferences, Expos, Meetings, Training, Etc.

4 **VRE Platforms**
Rooom, Metaverse+, Beame, Glue, Vatom, Meetaverse

4 **Virtual Event Platforms**
Spotme, swapcard, Grip, eventmobi, Airmeet, Collectivibe

3 **Xcyte Streaming Services**
Webcasting, HD Video, streaming and large audience broadcast

2 **Xcyte Managed Services**
Training, Design, Build and Produce

1 **Xcyte Event Platform**
Ticketing, Monetization, Pay-per-view, Metrics, Analytics and Reports

Customer Price Comparison
Comparing the cost of a 1,000 attendee virtual event

Xcyte Subscription
$6,665 per event

Direct License
$12,999 per event

Cost Savings
$6,334 per event

Note: Based on a 12 month subscription

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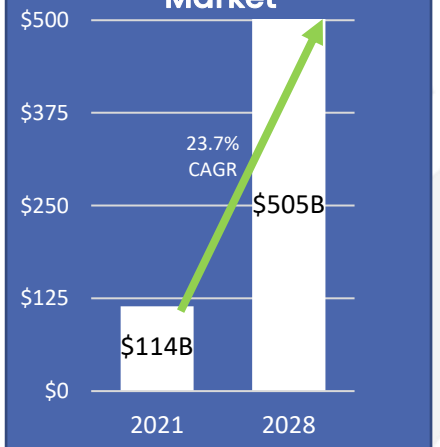
Market

In US$

Metaverse 'value could reach up to $5 trillion by 2030. Metaverse investments this year alone have surpassed $120 billion – more than double the 2021 level'. – McKinsey Quarterly, "Make way for the metaverse"

Global Virtual Events Market

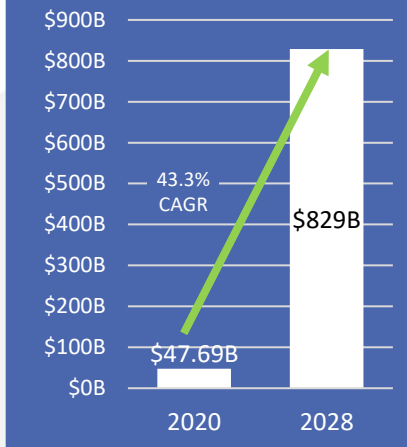


Source: Grand View Research, 2021[1]

COVID-19 is driving demand for remote access to events & meetings[1]

Powerful video conferencing platforms are enabling rich virtual experiences[1]

Global Metaverse Market



Source: Emergen Research, 2021[3]

COVID-19's impact on digital-based economies & disruptions to offline business models are accelerating the Metaverse[4]

Further drivers include the rise of blockchain, digital assets, and Non-Fungible Tokens (NFTs)[4]

Initiative preferences vary by industry; meetings and events are of particular interest to healthcare, and travel, transport, and logistics.

Metaverse initiatives implemented to date, by industry,[1] % of senior executives in each industry

Adoption level: High (>70%) | Medium (40–70%) | Low (<40%)

Industry	Marketing campaign or initiatives	Learning and development for employees	Meetings in the metaverse	Events or conferences	Product design or digital twinning	Recruiting or onboarding new employees	Customers can pay with crypto currency
Technology	68	64	54	64	54	39	23
Media and telecommunications	82	36	36	43	54	18	25
Advanced industries	64	55	36	64	64	36	9
Financial sector and insurance	67	63	56	49	56	25	31
Consumer, AF&L, and retail	95	56	59	41	50	41	14
Energy and materials	54	85	69	46	69	31	8
Healthcare and public sector	10	59	79	72	59	38	34
Tourism, transport, and logistics	56	78	56	78	56	44	22
Total sample	67	63	53	52	52	31	22

[1]Q: *What metaverse features or capabilities have you implemented in your company to date?* (n = 258).
Source: McKinsey & Company Senior Executive Survey, April 2022

1. https://www.grandviewresearch.com/industry-analysis/virtual-events-market; 2. https://www.theinsightpartners.com/reports/lead-generation-solution-market; 3. https://www.emergenresearch.com/industry-report/metaverse-market; 4. https://www.oliverwyman.com/our-expertise/insights/2022/jan/the-metaverse-beckons.html

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Events Sector 2023 and Beyond

The restrictions due to the pandemic awakened companies to the benefits of virtual events, the low customer acquisition costs, and increased engagement associated with it.

Many of the Fortune 1000 companies have planned to increase use of virtual events as well as transition into metaverse (VRE) events due to the many realizable benefits.

	1 Cost Effective	2 Convenience	3 Increased Engagement	4 Greater Reach
Metaverse Events	●	●	●	●
Virtual Events	●	●	●	●

1. ✓ Attendees don't have to pay for travel and accommodation. Organizers don't have to pay for venue rental, catering, and other physical event expenses.
2. ✓ More convenient option for people who may be geographically dispersed or who have busy schedules.
3. ✓ More interactive and engaging experience for attendees, as they can participate in live polls, Q&A sessions, and networking opportunities.
4. ✓ Larger audiences as virtual events in the Metaverse can scale to millions of attendees from anywhere in the world.

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Business Strategy

Use Xcyte Digital's event experience (150,000+ events) to position as the authority in both virtual and VRE events.

Subscription Service

A single subscription service enabling the use of all the best Virtual Event and Web 3-D platforms for one price.

Managed Service

Xcyte experience creators can build and produce all or part of the event for the client.

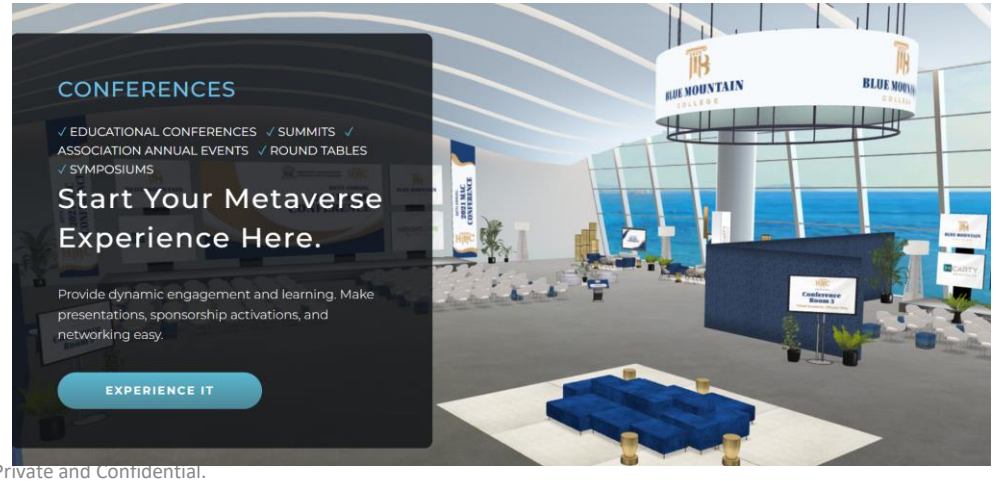
Technology

Provide the technology for **event** administration and management services.

Value

Provide unsurpassed value in the metaverse VRE events business. No VR headset required.

Click on the above to view the Metaverse Business Conference Video held on October 25, 2022



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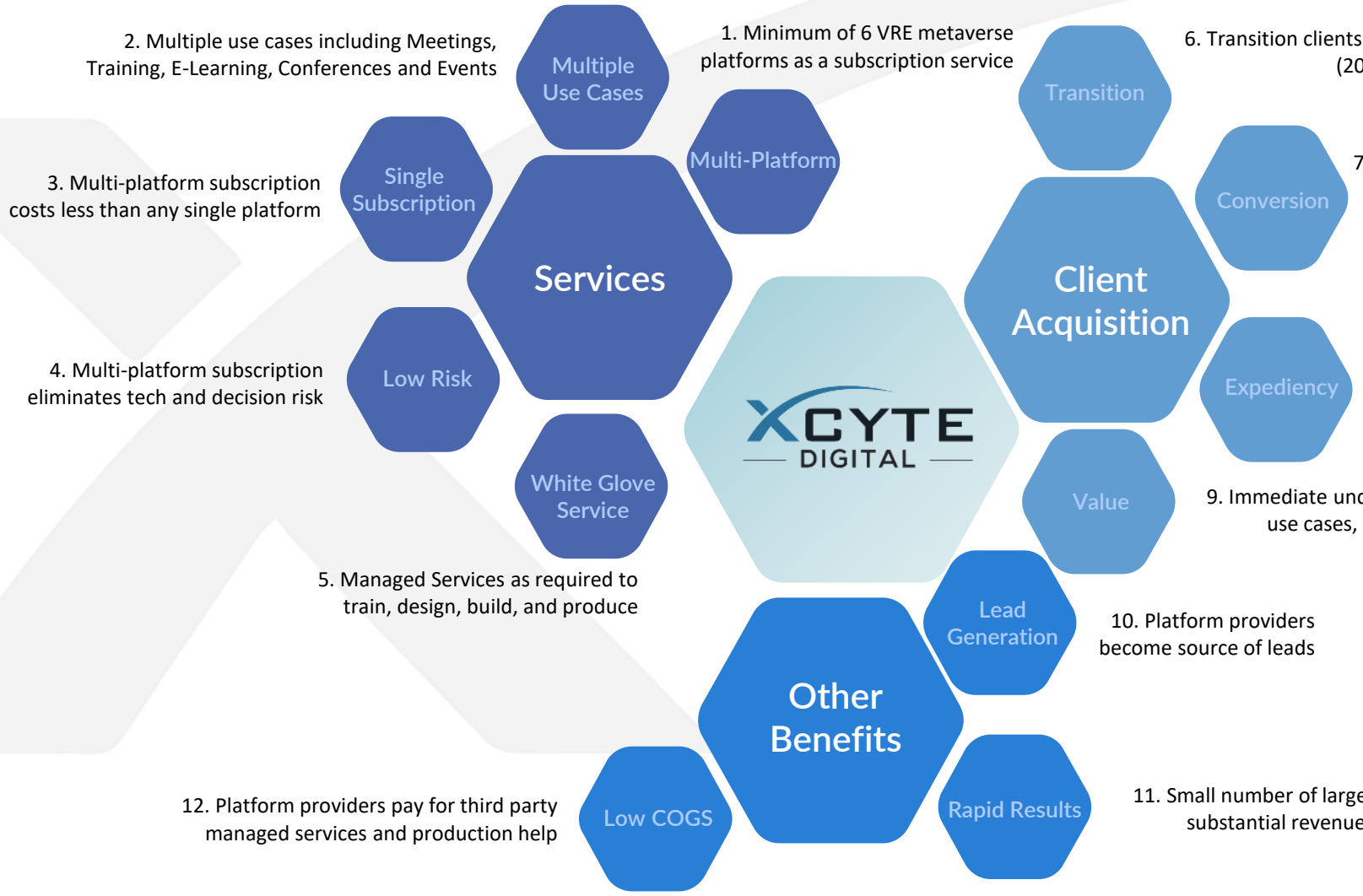
Marketing Strategy



2. Multiple use cases including Meetings, Training, E-Learning, Conferences and Events

1. Minimum of 6 VRE metaverse platforms as a subscription service

6. Transition clients from legacy business (2000+)

3. Multi-platform subscription costs less than any single platform

7. High percentage conversion because all clients are already virtual event users

4. Multi-platform subscription eliminates tech and decision risk

8. Quicker conversion because clients quickly understand VRE metaverse benefits

9. Immediate understanding of value – price, use cases, web presence, engagement

5. Managed Services as required to train, design, build, and produce

10. Platform providers become source of leads

12. Platform providers pay for third party managed services and production help

11. Small number of large clients creates substantial revenue at high margin

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Recurring Revenue Model

- Legacy Client Base – 2000+
- Subscription Range $7K-$33K Monthly
- Managed Services Avg. 40% on top of Subscriptions
- Approx. 90% Margins

No. of Clients	%	Size	Qty	Mo. Sub.	Oppty	MS Oppty (40%)
2000+	10%	Large	200	$33,731	$81M	$32.0M
	20%	Medium	400	$20,238	$97M	$38.8M
	30%	Small	600	$6,746	$48M	$19.4M

Year	Cases (New)	Size	Subscription Revenues	Managed Service Revenues (40%)	Total	Total w/Prior Yr .
2023	10	Large	$4,047,667	$1,619,067	$5,666,734	$ 5,666,734
2024	10	Large	$4,047,667	$1,619,067	$5,666,734	$11,873,157
2025	10	Large	$4,047,667	$1,619,067	$5,666,734	$17,539,891
2026	10	Large	$4,047,667	$1,619,067	$5,666,734	$23,206,625

(Similar results can be obtained with 17 Medium Clients or 3 Large, 6 Medium and 16 Small per year)

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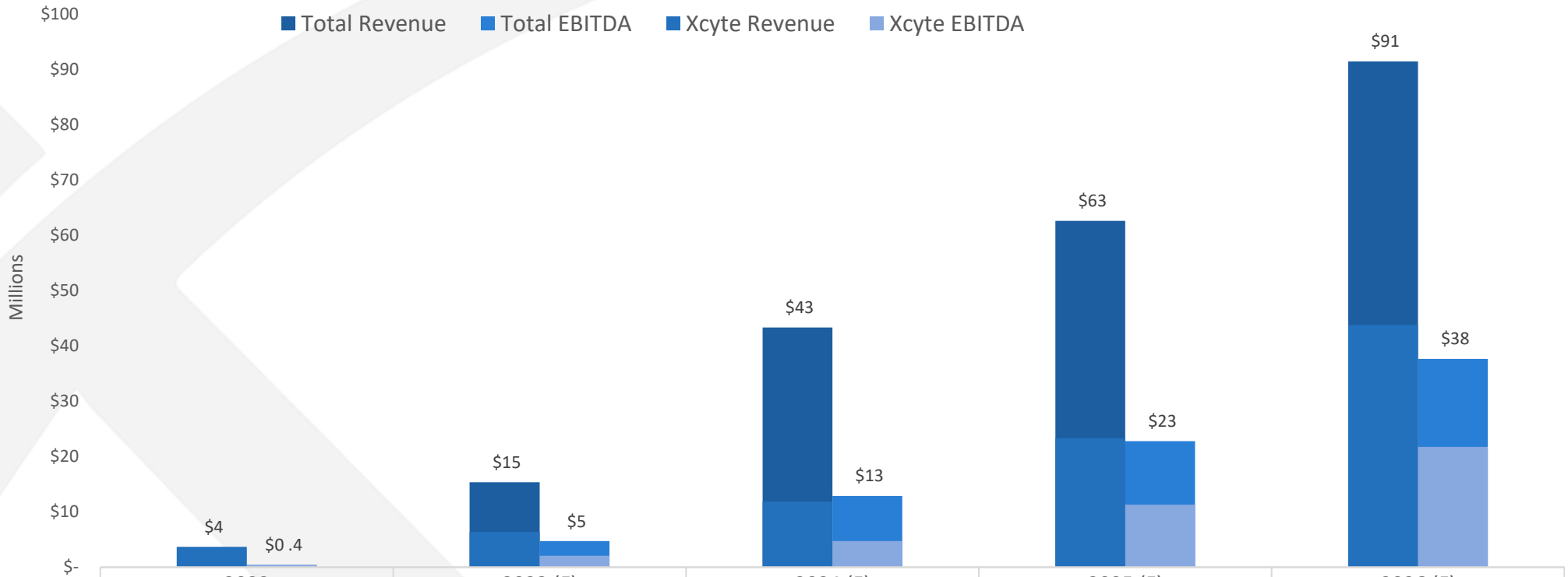
Historical & Forecasted Financials

Xcyte has identified a series of acquisitions post listing that have an estimated combined revenue of $23.9M and EBITDA of $7.1M



	2022	2023 (F)	2024 (F)	2025 (F)	2026 (F)
Total Revenue	$3,642,380	$15,365,660	$43,333,627	$62,636,173	$91,488,693
Total EBITDA	$398,967	$4,701,964	$12,896,941	$22,788,093	$37,684,767
Xcyte Revenue	$3,642,380	$6,391,803	$11,857,396	$23,351,760	$43,794,160
Xcyte EBITDA	$398,967	$2,048,872	$4,740,034	$11,288,595	$21,770,234

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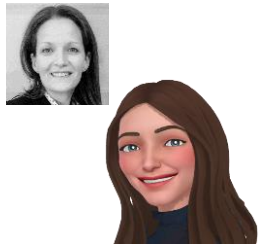
Management

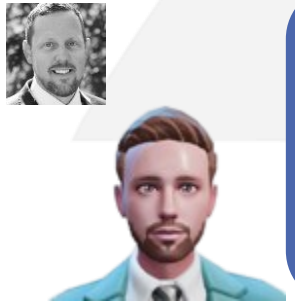
Randy S. Selman
CEO & Founder
- Co-founder and has served as CEO, President and Chairman of Onstream Media (formerly Visual Data Corp.) (Formerly NASDAQ/OTC: ONSM/VDAT)
- Developed early webcasting platform & several virtual event platforms
- Strategic acquisitions include Infinite Conferencing, Entertainment Digital Network & Onstream Media
- Founder and former Chairman, President & CEO of software developer SK Technologies Corporation (formerly Nasdaq: SKTC)

Jamie Hayes-Jones
President. Event Technologies
- Founder of Launch Interactions
- Joined an event tech company with award winning success within 3 years
- It became obvious that not "ONE" solution worked for all events. With the love of events and creativity, came Launch Interactions
- Worked with 1000's of clients, 15,000,000+ attendees

Alan Saperstein
Chief Operating Officer
- Co-founder & COO of Onstream Media
- Co-manager of a portfolio of patented technologies used by hundreds of companies worldwide
- Former Director of the Entertainment Division for NFL Films, responsible for producing over 100 multi-camera arena rock videos for major acts



Michelle Daniels
Sr. VP Operations
- Over 25 years of senior leadership experience in various sectors of the virtual group communications industry and managing cross-functional award-winning teams
- Overseen service delivery to such world-class clients as Dell, General Electric, Internal Revenue Service, Federal Reserve Bank, NASCAR
- Expertise in driving impactful productivity & efficiency to yield significant P&L results and corporate standards



Nelson Lamb
Chief Financial Officer
- Experienced in stock exchange listings, corporate finance, financial reporting, and strategic planning.
- Obtained his CPA designation while working at PricewaterhouseCoopers.
- Knowledgeable in dealing with regulators and exchanges in both Canada and the U.S. and has worked with clients across a wide range of sectors to fulfill their public company requirements.

Sabrina George
Sr. VP Marketing
- 20+ years experience in digital, event, channel & lead gen marketing
- 15+ years as Vice President of Marketing at Onstream Media
- Instrumental in the launch of Onstream's EncompassPro virtual event platform & its LeadGenFirst division
- Former Director of Marketing at Infinite Conferencing where she established the company's online presence & executed lead gen efforts

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Directors

Paul Barbeau
Director (proposed)

- 25+ years working in Public Markets as a Promoter, Corporate Secretary, Chief Technology Officer, Chief Financial Officer, Chief Executive Officer, and Director
- He recently works for an investment fund as CTO and since 1993 has served as President of hypernet Inc., an IT consulting firm
- Paul was awarded Top 40 under 40 in Ottawa and is a serial entrepreneur

Randy S. Selman
Inside Director, CEO & Founder

- Co-founder and has served as CEO, President & Chairman of Onstream Media (formerly Visual Data Corp.) (Formerly NASDAQ/OTC: ONSM/VDAT)
- Developed early webcasting platform & several virtual event platforms
- Strategic acquisitions include Infinite Conferencing, Entertainment Digital Network & Onstream Media
- Founder and former Chairman, President & CEO of software developer SK Technologies Corporation (Nasdaq: SKTC)

Michele Middlemore, CPA, CA, CFA, CBV
Director (proposed)

- Specialized in M&A and corporate finance advisory in a variety of industries since 1992
- Works primarily with mid-market businesses on growth strategies, valuation, raising debt and equity capital, acquisitions, divestitures & succession/transition planning
- Former Senior VP of corporate finance for MNP LLP, a national professional services firm

Alan Saperstein
Inside Director, Chief Operating Officer

- Co-founder & COO of Onstream Media
- Co-manager of a portfolio of patented technologies used by hundreds of companies worldwide
- Former Director of the Entertainment Division for NFL Films, responsible for producing over 100 multi-camera arena rock videos for major acts

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Share Structure & Financing

Capitalization Table	$	Shares	%
Xcyte Digital – Target Company	14,750,000	59,000,000	70.41
QT Financing	4,200,000	16,800,000	20.05
CPC (Public & Seed)[1]	2,000,000	8,000,000	9.55
Totals	20,950,000	83,800,000	100

Capitalization Table – Fully Diluted	Shares	%
Xcyte Digital – Target Company	66,580,000	65.38
QT Financing & Broker Warrants	26,460,000	25.98
CPC (Public & Seed)[1]	8,800,000	8.64
Totals	101,840,000	100

[1]Total value of the CPC is $2 million which includes ~$1 million in cash

Use of Proceeds	CAD$
Purchase of Assets	$2,391,000
Marketing	$404,767
Working Capital	$1,644,524
Total	$4,440,291

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Investment Highlights

Top Tier Leadership

Career professionals across events, media & technology

Proven Track Record & Clients

Decades as virtual event sector leaders with well over 2000 clients

Revenue & EBIDTA

$3.64M revenue & $398K EBITDA (2021)

Projected Rev. & EBIDTA

$91M revenue & $37M EBITDA (2026)

Disrupted Sector

Multiple timely opportunities as the sector has shifted toward virtual & VRE events

Growth Markets

Double-digit growth and multiple drivers across virtual events & VRE events

Emerging Metaverse

Pioneer new technologies & services for virtual events in the metaverse

High Valuations

Competitors receiving multiples of up to 75x annualized recurring revenue

Creating Synergies

Consolidating virtual and VRE events, services & lead gen to increase revenue opportunities

Strategic Acquisitions

Technology & service businesses related to online events and the metaverse

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