# **Tribe**

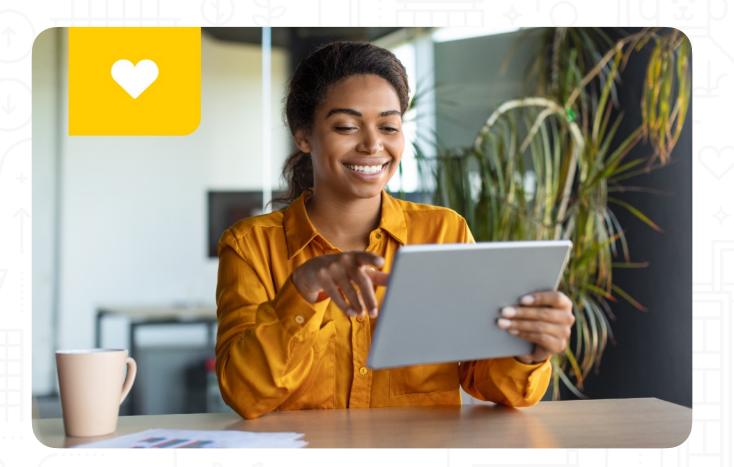
Build. Manage. Live.

**TSXV:TRBE OTCQB: TRPTF** 

## **Investor Presentation**

Technology Fast 50 2023 CANADA FAST 50 WINNER Deloitte.

Technology Fast 500 2023 NORTH AMERICA Deloitte.



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Cautionary Note On Use of Non-GAAP Measures.

Note that for purposes of this section, GAAP refers to IFRS. The Company believes that investors use certain non-GAAP measures as indicators to assess companies such as ours. They are intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with GAAP. Non-GAAP financial measures do not have any standardized meaning prescribed under GAAP and therefore may not be comparable to similar measures presented by other issuers.

In this presentation non-GAAP measures include "Average Digital Cost Per Lead", "Average Cost per Community Acquisition", "Monthly Recurring Revenue (MRR), "Gross Profit", and "EBITDA". As noted, these non-GAAP measures have been included as indicators to assess companies such as ours. Similarly, the Company has included non-GAAP measures for other comparable companies to assist investors in their relative assessment of our Company. There may be some variation in the method of computation of these metrics as determined by the Company compared with other companies. Investors are therefore cautioned that as these measures do not have any standardized meaning prescribed under GAAP, the comparisons of non-GAAP measures included in this fact sheet should be used with caution.



Tribe is a leading provider of technology-enabled property management solutions, offering both a property management platform as well as services for building and managing residential communities.



**Disrupting a Growth Industry** 



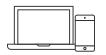
**Strong Financial Performance** 



**Proven Acquisition Track Record** 



**Experienced Management Team** 

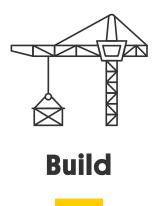


Leading Digital Platform

**Head Office:** Vancouver, BC **Public since:** 2021 CEO: Joseph Nakhla Market Cap: \$11M 2024 (est): \$23.3M Revenue\* \*Estimate based on analyst consensus

## **Tribe** We're Digitizing a Traditional Industry

## As a leading provider of technology-backed property management solutions, Tribe makes it easy to **Build**, **Manage**, and **Live** in residential communities.





Manage

Pre- and post-construction tools for real estate developers track project deficiencies, digitize building data and owners' manuals, and facilitate the handover of a completed community to owners and property managers.

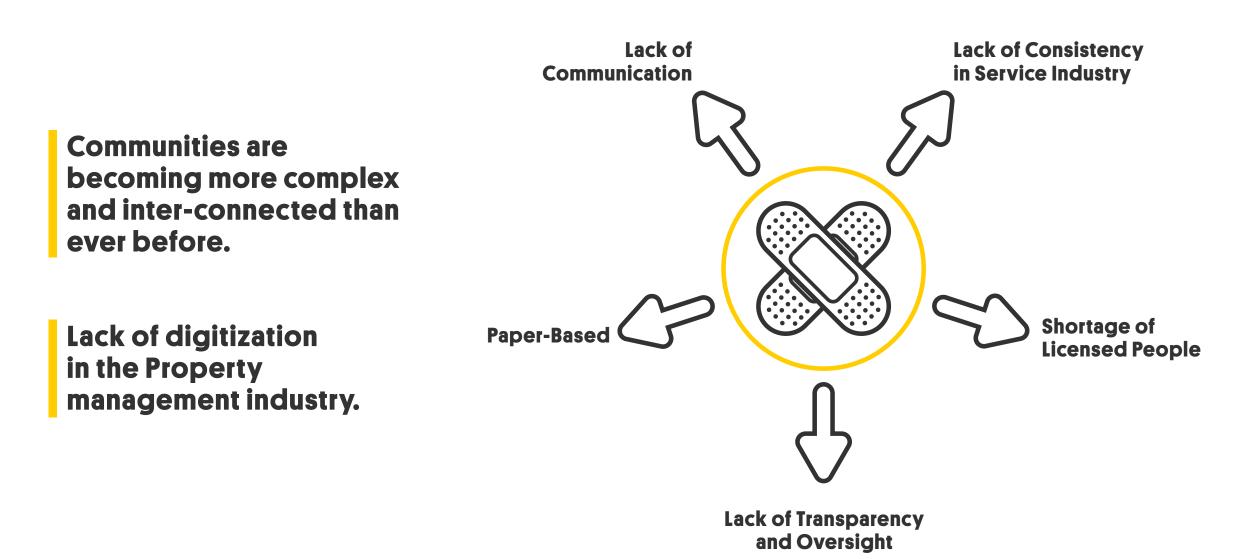
Tech-backed property management services that drive operational efficiencies and streamline service delivery, supporting Managers, Councils and Boards.



Live

Tools and services that support daily living needs, such as improved communication, bookable building amenities and a digital marketplace for homeowners and residents.

# **Tribe** The Challenge



## **Tribe** Service and Tech for All Communities







# **Tribe** The Opportunity



# **78**%

of new housing built for sale is community associations

# 97%

of multifamily construction starts are rental

# \$10B

Projected 2023 revenue for US construction software market



\$110B

Property Management Services Market (Condo & Rental)

**\$2.9B** 

Property Management Software Market Worth

358,000

Managed Communities (HOAs, Condos)



# 95M

Residents living in community associations (HOAs/Condos)

## \$5.5T

Global e-commerce market in 2023

## One-stop-shop for Building, Managing and Living in Multi-Family Communities



We're simplifying the complexities around residential community living with tech-enabled solutions like nothing else in the market.



### **Buildings** (Strata & Condo Corps)



Mark

on 10th



Shangri-La

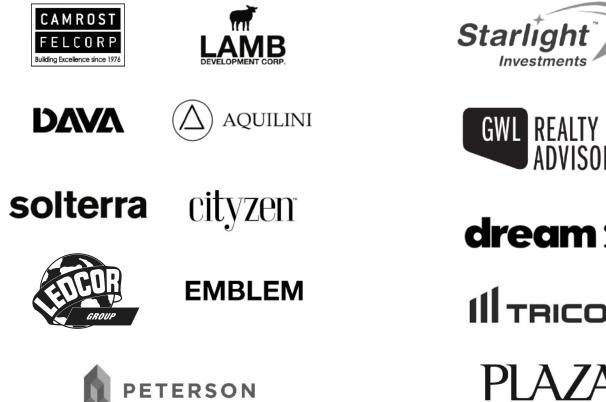


Grosvenor -Ambleside



**Woodwards** 

### **Real Estate Developers (100+)**



### **REITS & Real Estate** Investors





**dream** <sup>△</sup>

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## **Tribe** Partnerships for Residents & Condo Boards

Tribe connects clients with curated partnerships that harness the purchasing power of the community. With over 30 active partners, Tribe clients can find services from insurance to trades people to food delivery.

## Insurance

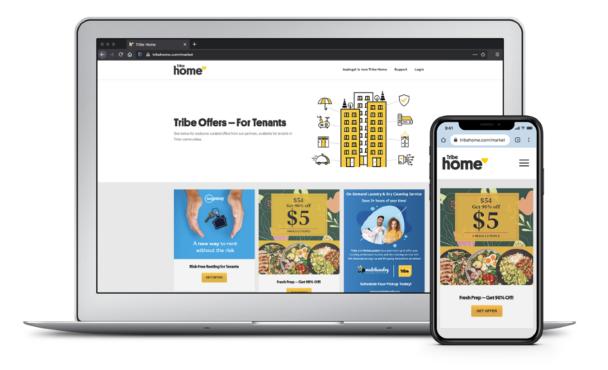
60% of Canadian condos are under-insured47% Tribe conversion rate

## **Electric Vehicles**

Electric car sales have **tripled** in three years **14**% of vehicles sold in 2022 were electric

## Telecom

25% off internet, cable, and phone bundles



# **Tribe** Tribe Drives Revenue 3 Ways...



### **Recurring Revenue**

MRR from Software Licensing & Management Services fees for:

- Strata/Condo
- Rental
- Commercial
- New construction projects

## Transactional Revenue

**One-off fees from the following types of transactions:** 

- Data Reporting and Access
- Banking Services
- Rental/Lease-Up Services
- Special Projects



## **Partnerships Revenue**

### Partnership Revenue includes:

- 30+ offers in Tribe's digital marketplace for homeowners
- Smart-building product installations such as digital parcel delivery systems
- Financial & insurance services



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## **Traditional Property Management:**

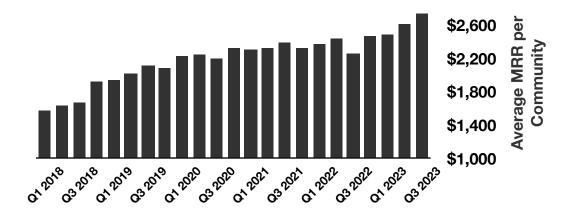
A Case Study

Tribe

\$20/Home + \$2 Ops Transactions

**30-35**% Gross Margin **10-15**% Churn

### MRR/Community



## **Tribe-Digitized Property Management\*:**

\$34/Home and \$6 Ops Transactions and Digital Partnership Revenue

> **39**% Gross Margin\* **5**% Churn\*

\$34	Revenue Per Home	
\$6	Ops Transactions	
\$1.1**	Insurance Sales**	
\$2.25**	Sub-Metering**	
\$2**	Grocery Delivery**	
\$1.50**	Telecomm**	
++	Other**	
\$45++	Potential Total	

\*\* Examples of Digital Partnerships Program Revenue

# **Tribe** Our Growth Strategy...



Organic Growth

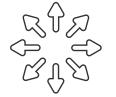
Tribe has a pipeline of more than \$5 million ARR in organic management services revenue through 2024 -2025 and a \$1.2 million pipeline for software licensing through 2024.



# Mergers and Acquisitions

Tribe is positioned to execute on an aggressive M&A opportunity of Property Management and Prop-Tech companies in North America, with 12 successful acquisitions under our belt. Expanding Our Revenue Streams

Tribe is adding partners and providing additional services for all stakeholders.

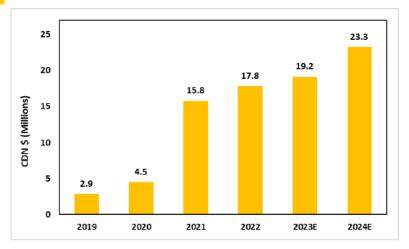


Increasing Our Scale

With a national footprint Tribe is powering growth through increasing scale and expanding into new geographic regions while achieving cost optimization with the company's shared services infrastructure.

	Q3-2023	Q3-2022
Revenue	\$4.8 million	\$4.5 million
<b>Gross Profit</b>	\$1.87 million	\$1.59 million
Gross Margin%	39.0%	35.0%
Adjusted EBITDA	(\$1.44 million)	(\$2.19 million)

### **Annual Revenue**



2023E & 2024E are estimates based on Stifel GMP and Eight Capital analyst projections.

- 34% improvement in Adjusted EBITDA (YoY)
- Cost reduction and workflow optimizations result in substantial improvement in profitability
- Outlook looks strong for 2024
- Robust pipeline of additional M&A and organic growth opportunities
- Acquisition of Meritus Group anticipated closing
- Secured \$15 million facility with Canadian Bank

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Tribe is positioned to execute on an aggressive M&A opportunity of Property Management and Prop-Tech companies in North America.

## **Acquisition Criteria**

- EBITDA + Multiple Accretive
- Expand Addressable Market (self-managed)
- Geographic Expansion
- Tech Expansion
- New Verticals



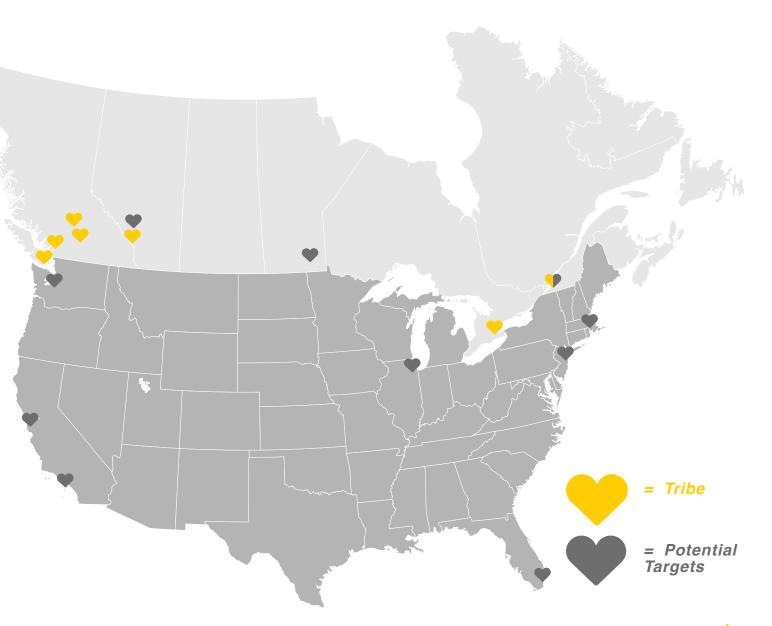
# **Tribe** Our Footprint

## **Canadian Footprint**

- Over 45,000 homes under management
- Top 10 Condo Management Company Nationally\*
- Top 10 Rental Management Company Nationally\*
- One of the largest Residential Rental Managers in BC
- Developer Relationships across the Country
- Big Institutional Footprint
- Primary Targets: Toronto, Montreal
- Secondary Targets: Edmonton, Winnipeg

## **US Target Markets**

- Seattle
- Los Angeles
- San Francisco
- Boston
- Chicago
- New York
- Miami



# **Tribe** Capitalization Table & Ownership

35%

	millions#		Founders, Directors &
Basic Shares Outstanding	21.21		Management 25%
Share Warrants (@ \$5.10)	5.25	& Strategić Investors	
Options / Comp Options	1.39	40%	
Fully Diluted	27.85*		Institutional &
			<b>Retail Investors</b>

### **Top 5 Shareholders**

Name	%
AIG	21.2
TY & Sons	14.8
PROPELR	12.5
Joseph Nakhla (Tribe CEO)	10.1
Peterson	7.4

### **Analyst Coverage**

Firm	Analyst
Eight Capital	Kiran Sritharan
Stifel GMP	Suthan Sukumar

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## **Our Team**



**Joseph Nakhla** 

CFO

Tribe

Joseph founded Tribe in 2011. Prior to this, he was Chief Operating Officer of TIO Networks, a former TSX listed company that was acquired by Paypal. Joseph currently serves on the Policy Advisory Council of the Downtown Vancouver Business Improvement Association. He is also a board member of OctoAl Technologies Corp. and Minehub Technologies Inc.



Angelo Bartolini President & CFO

Angelo is an accomplished executive leader with over 30 years of experience in a public company setting, where he recently led as CFO of Altus Group for more than 12 years. During his tenure at Altus Group, Angelo helped drive transformative growth and significant shareholder value. He also held senior financial roles with the Canadian division of The Home Depot and Canadian Tire Corp.



Scott Ullrich Executive VP Management Services Scott has spent his career in property management. Previously as CEO of Gateway Property Management (now a Tribe company) he oversaw its operations for decades. As Executive VP of Management Services, he continues to oversee management across the country and work in a strategic capacity.



Danielle has over 15 years of experience in strategic management, M&A, operational excellence, corporate growth and continuous improvement. She has gained a verifiable track record in steering strategic outcomes, mitigating risk, and ensuring compliance.

**Danielle Fiddick** VP, Strategic Initiatives & Governance Officer



Shobana Williams VP Investor Relations

Shobana brings over 15 years of experience in investor relations with a unique blend of capital markets, corporate communications, investor relations and marketing. Shobana has worked with both private and public companies, including ones that grew from small to large cap, listed on the TSX to NYSE.



Jennifer Laidlaw VP Marketing and Communications Jennifer brings over 20 years of global experience to her role as VP Marketing & Communications. In her role, Jennifer protects and strengthens Tribe's corporate reputation by guiding external and internal communications, strategic marketing, public relations and branding. She majored in Communications at Simon Fraser University.

### Tribe Why Invest in Tribe Property Technologies Inc.

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Disrupting

outdated and

rapidly-growing

property

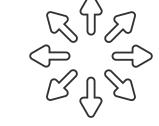
management

industry with



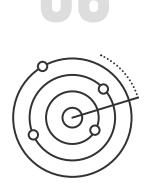
**Multiple revenue** streams thanks to end-to-end approach servicing all community living stakeholders revolutionary tech

Market penetration already underway, with rapid revenue growth established and leading market position achieved





Experienced, multi-disciplinary management team



**News catalysts** set to put company on the radar of mainstream investors

# **Tribe**

# Thank you.

Joseph Nakhla CEO **Angelo Bartolini** President & CFO

joseph.nakhla@tribetech.com

angelo.bartolini@tribetech.com



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# **Tribe** Our Board



### Mike Willis

Tribe Board Chair + Audit Committee Chair, CFO Group14 Technologies

Mike is the CFO of Group14 Technologies, a manufacturer of nanomaterials to enable lowcost, high-performance lithiumsilicon batteries. Previously, Mike was the CFO of Westport Fuel Systems Inc., a TSX and Nasdaq-listed manufacturer of alternative fuel systems, and CFO of Gevo Inc, a Nasdaqlisted industrial biotechnology company.



### **Charmaine Crooks**

Tribe Compensation Committee Chair, President and Director of NGU Consultants Inc.

Charmaine is the President and founder of NGU Consultants Inc., providing global strategic advisory and corporate development services to a variety of sectors.



### **Raymond Choy**

Tribe Board Member, President and Board Member of Peterson Group

Raymond is the President and Board Member of Peterson Group, a real estate investment, development, and property management company.



### Andrew Kiguel

Tribe Governance Committee Chair, CEO Tokens.com and Co-Founder Hut8 Mining

Andrew is currently the co-founder and CEO of tokens.com. Previously he was the co-founder and CEO of Hut8 Mining, a publicly listed bitcoin miner.



### Joseph Nakhla

#### **CEO** and Director

Joseph founded Tribe in 2011 and has been overseeing its operations and expansion since. Prior to this, he was the Chief Operating Officer of TIO Networks, a former TSX listed company that was acquired by Paypal.



### Sanjiv Samant

Tribe Board Member, Managing Partner, PROPELR Growth

Sanjiv established PROPELR Growth (formerly Round13 Growth) in 2020, as a Founder and Managing Partner. He has spent 20+ years in the tech & healthcare sectors, and is one of Canada's most experienced and widely respected growth company advisors and financiers. Prior to establishing PROPELR Growth, Sanjiv headed the Technology, Media, Telecommunication ("TMT"), Sustainability and Healthcare investment banking group at a Canadian bank owned dealer.