

# Tribe

Build. Manage. Live.

TSXV: TRBE | OTCQB: TRPTF

## Investor Presentation



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This presentation may contain certain "Forward-Looking Statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995 and applicable Canadian securities laws regarding the Company and its business. When or if used in this news release, the words "anticipate", "believe", "estimate", "expect", "target", "plan", "forecast", "may", "schedule" and similar words or expressions identify forward-looking statements or information. Forward-looking statements or information in this presentation may relate to statements with respect to the aims and goals of the Company; financial projections; growth plans including future prospective consolidation in the property management sector; future acquisitions by the Company; beliefs of the Company with respect to the independent owner-investors market; prospective benefits of the Company's platform; and other factors or information. Such statements represent the Company's current views with respect to future events and are necessarily based upon a number of assumptions and estimates that, while considered reasonable by the Company, are inherently subject to significant business, economic, competitive, political and social risks, contingencies and uncertainties. Many factors, both known and unknown, could cause results, performance or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward- looking statements. The Company does not intend, and do not assume any obligation, to update these forward-looking statements or information to reflect changes in assumptions or changes in circumstances or any other events affecting such statements and information other than as required by applicable laws, rules and regulations.

#### 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.

## Data-led building strategies are the future for multi-family buildings and communities. How we build, manage, maintain and live in our homes and investments impacts their longevity and value.

Tribe provides tech-backed solutions that support **the future health of multi-family residential buildings**, through streamlined processes, reporting and benchmarking.

Over **100 real estate developers** have used Tribe's solutions to track issues & warranty periods, provide inspections and guide Boards and Corporations through the long-term management of buildings across Canada.

Established service delivery in key urban centres, becoming a **top 5 property management company** in Canada.

Completed more than **13 acquisitions** since becoming Public, securing new regions and services in BC, Alberta and Ontario.

A strategic approach to integration has seen significant improvement to **profitability profile**.

**Head Office:**  
Vancouver, BC

**Public since:**  
2021

**CEO:**  
Joseph Nakhla

**Market Cap:**  
\$13.6M\*

**2024 (est):**  
\$28.3M Revenue\*\*

**Homes Under Mgmt**  
55,000+

**Real Estate Developers**  
120+

**January 2024**

Closed Meritus acquisition, expanding condo footprint in the GTA.

**May 2024**

Record Revenue and Improvement to Adjusted EBITDA Q1-2024.

**June 2024**

Completion of Private Placement Led by PROPELR Growth Fund.

**August 2024**

Tribe consolidates major acquisition divisions, rebranding to DMS, leveraging growth in GTA region.

**February 2024**

Consolidation of back-office systems relating to multiple previous acquisitions.

**June 2024**

Completion of DMSI Acquisition, expanding rental services offering and strengthening GTA footprint.

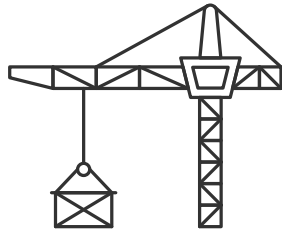
**July 2024**

Enhancement of Tribe Home condo management platform functionality and tech stack.

**October 2024**

Tribe reports on increasing efficiencies driven by self serve features on Tribe Home.

**As a leading provider of data-led property management solutions, Tribe makes it easy to Build, Manage, and Live in sustainable communities; designed for the future.**



## Build



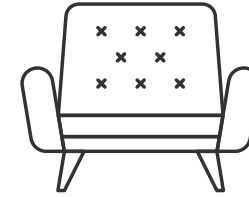
Pre- and post-construction tools for real estate developers. **Track** project deficiencies, **digitize** building data and owners' manuals, and **facilitate** the handover of a completed community to owners and property managers.



## Manage



Tech-backed property management services that drive operational **efficiencies**, streamline **service** delivery, and manage for the **future**. Tribe's management solutions support Managers, Councils and Boards for long-term **success**.

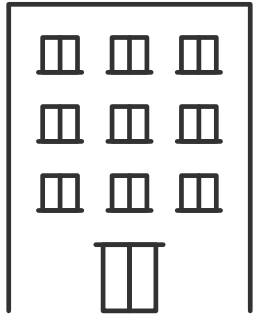


## Live



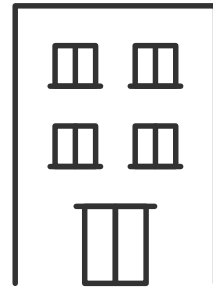
Tools and services to **support** daily living needs. Improved **communication**, bookable building amenities and a digital marketplace for residents; while providing owners **access** to important information about the **health** of their community.

## Tribe offers the most comprehensive tech-elevated property management solutions in Canada.



### Strata/Condo

Tech-elevated strata and condo management services to communities in BC, Alberta and Ontario.



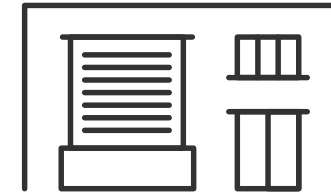
### Multi-Family Rental

Our multi-family rental services include family-owned, institutional clients and REITS



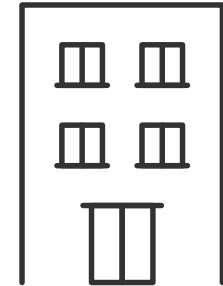
### Single Units

Management services for owner-investors, renting condo units or single family homes.



### Commercial

A refreshing approach to the management of industrial, retail, commercial properties.



### Not-for-Profit

Providing the best of property management services to Investor, Government, private non-profit and co-operative housing organizations.

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

**Pre and Post  
Construction  
Software**



**AI Community  
Benchmarking**



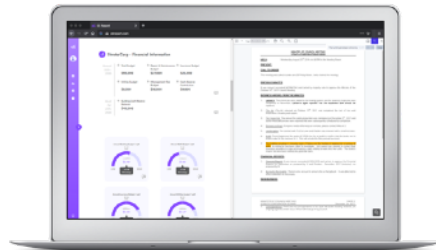
**Property  
Management  
Services and  
Software Verticals**



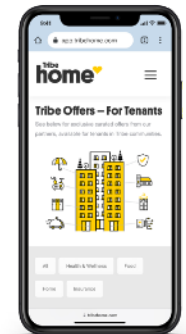
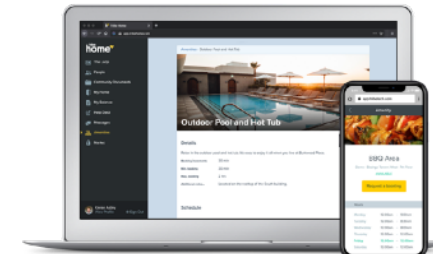
**Resident Apps**



**Digital  
Marketplace  
for Owners &  
Residents**

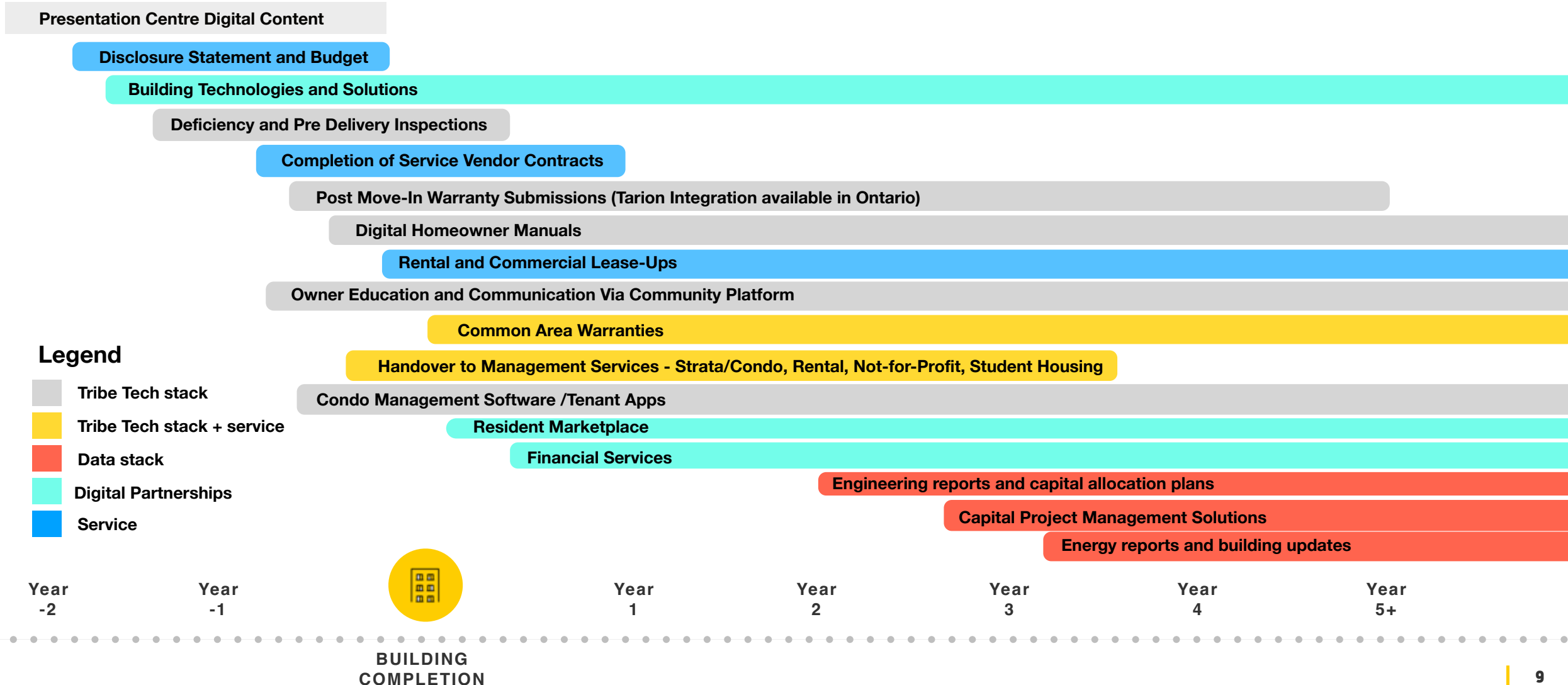


**Strata/Condo  
Multi-family residential  
REIT management  
Commercial property  
Government contracts  
New construction**



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

A suite of products and services that support a buildings needs throughout its lifecycle.



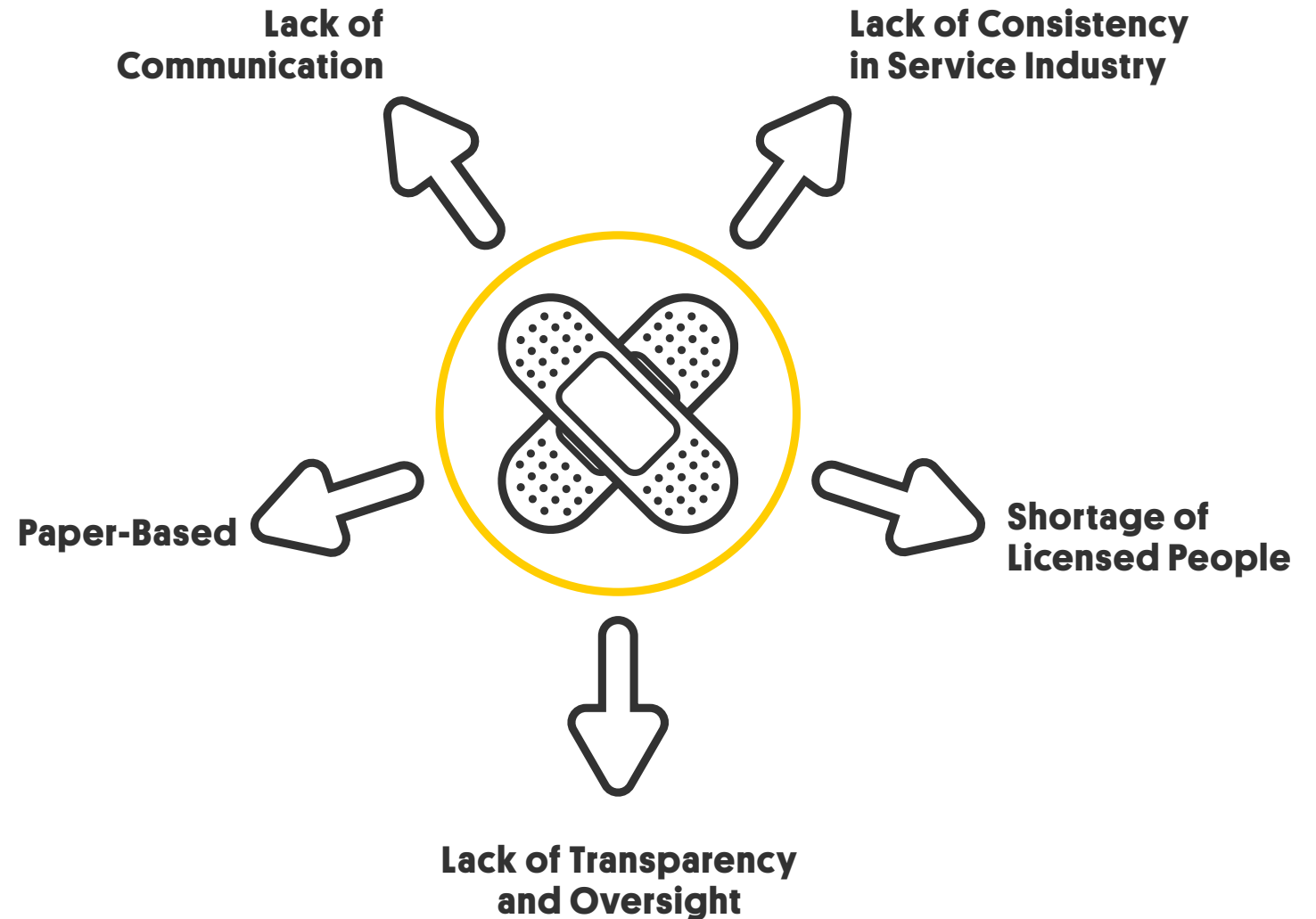
### Legend

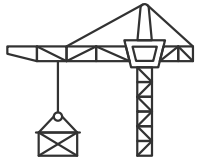
- Tribe Tech stack
- Tribe Tech stack + service
- Data stack
- Digital Partnerships
- Service



**Communities are becoming more complex and inter-connected than ever before.**

**Lack of digitization in the Property management industry.**

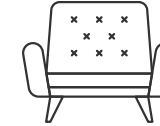




**BUILD**



**MANAGE**



**LIVE**

**78%**

of new housing built for sale is community associations

**\$110B**

Property Management Services Market (Condo & Rental)

**95M**

Residents living in community associations (HOAs/Condos)

**97%**

of multifamily construction starts are rental

**\$2.9B**

Property Management Software Market Worth

**\$5.5T**

Global e-commerce market in 2023

**\$10B**

Projected 2023 revenue for US construction software market

**358,000**

Managed Communities (HOAs, Condos)

### Buildings (Strata & Condo Corps)



**West Harbour  
Village II**



**Portland Park  
Village**



**Shangri-La**



**Grosvenor  
-Ambleside**



**Fairmont  
Pacific Rim**



**Woodwards**

### Real Estate Developers (100+)



**CITYZEN**

**solterra**

**Peterson**

**EMBLEM**



### REITS & Real Estate Investors



**Tribe manages now, for the future. We are leveraging scale, operational efficiencies, green partnerships and data to pass on cost-savings to the ownership, while readying buildings for the road ahead.**

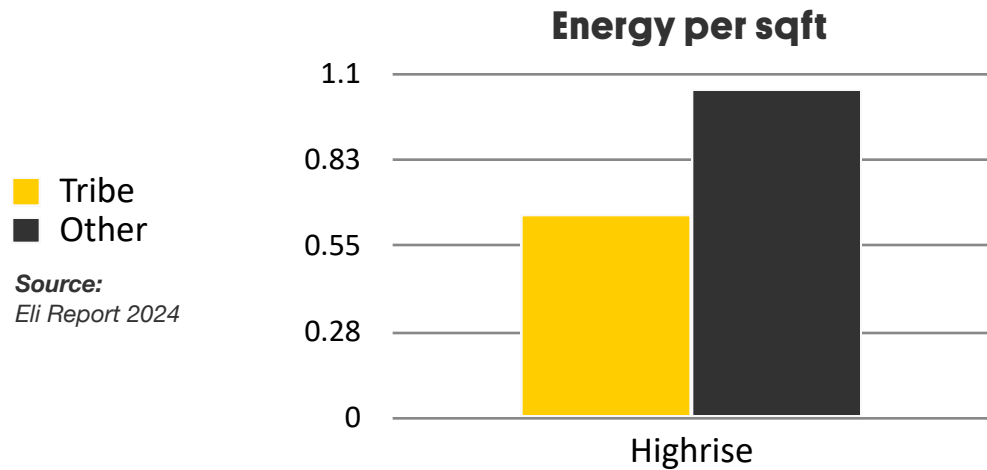
### **The Building/Corporation**

Data-led healthy building strategy.

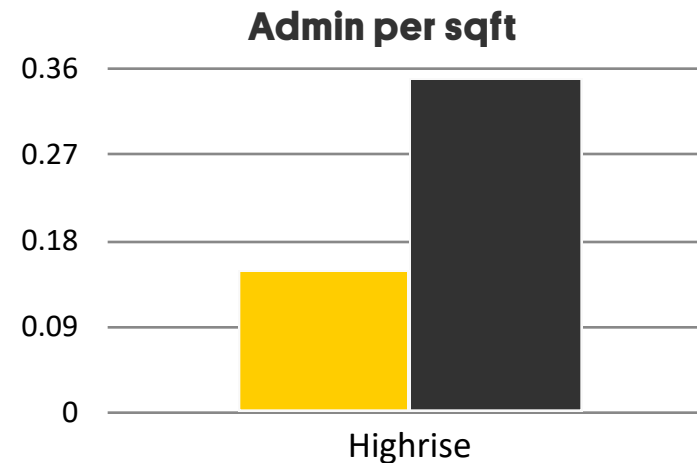
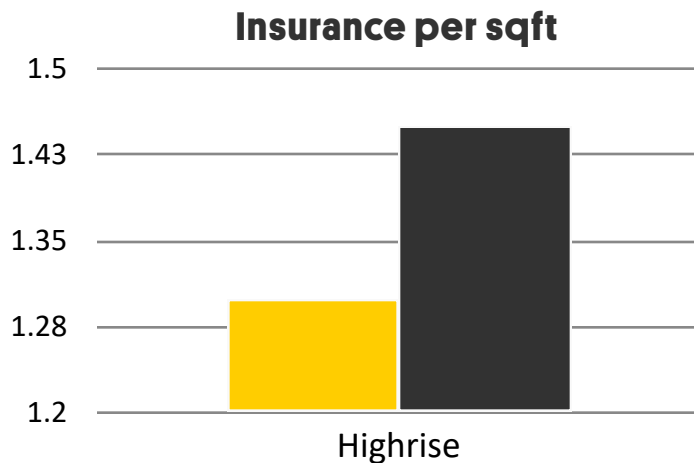
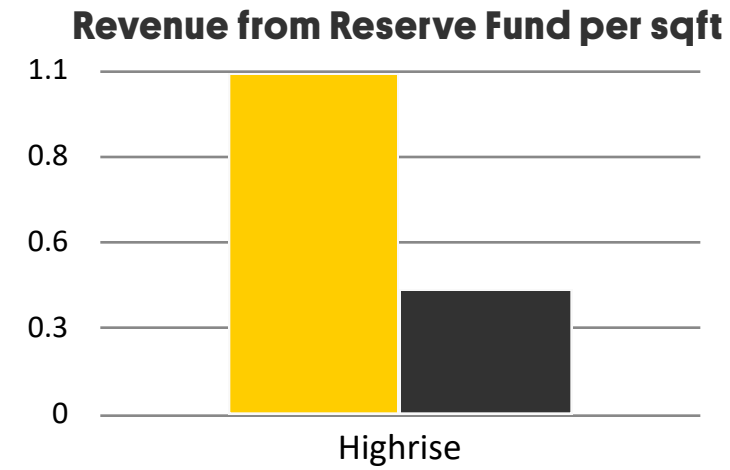
- 150% reduction in building admin costs\*
- 40% reduction in energy costs per sq foot\*
- 10% reduction in client insurance costs\*
- 50% reduction in routine queries for Council/Board\*\*
- 40% above industry average NPS\*\*



**Tribe manages for the future, leveraging scale, operational efficiencies, green partnerships and data to pass on cost-savings to the ownership, while readying the building for the road ahead.**



Source:  
Eli Report 2024



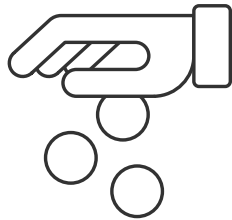
\* Source: Eli Report.



## Recurring Revenue

**MRR from Tech-elevated Management Services fees for:**

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



## Transactional Revenue

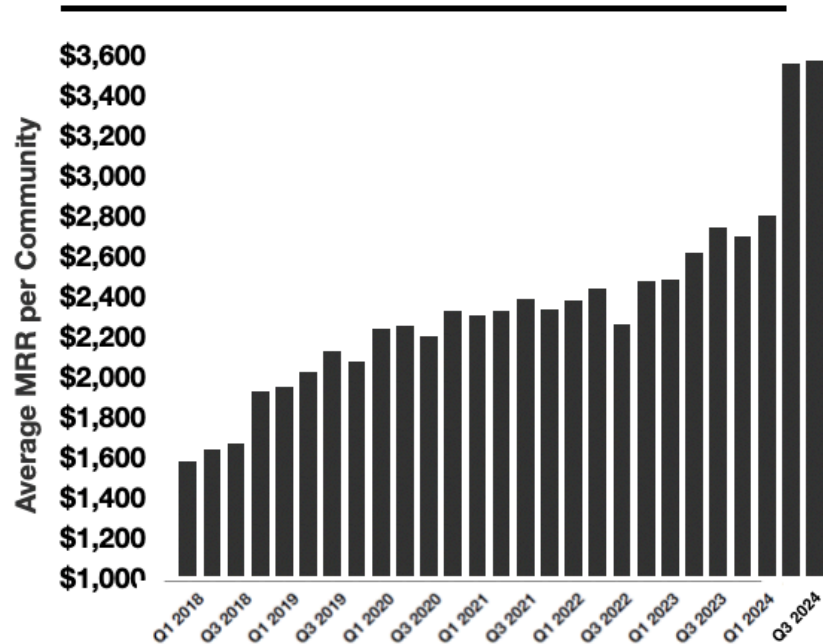
**One-off fees from the following types of transactions:**

- Software Licensing
- Data Reporting and Access
- Banking Services
- Rental/Lease-Up Services
- Special Projects
- 30+ offers in Tribe's digital marketplace for homeowners
- Smart-building product installations such as digital parcel delivery systems
- Financial & insurance services

## Traditional Property Management:

**\$20/Home and \$2 Transactions**  
**30-35% Gross Margin\***

**Average MRR per Community**



## Tribe-Digitized Property Management\*:

**\$39/Home and \$9 Transactions**  
**41.5% Gross Margin\***

<b>\$39</b>	Revenue Per Home
<b>\$9</b>	Ops Transactions
\$1.1**	Insurance Sales**
\$2.25**	Sub-Metering**
\$2**	Grocery Delivery**
\$1.50**	Telecomm**
++	Other**
<b>\$48++</b>	<b>Potential Total</b>

\*\* Examples of Digital Partnerships Program Revenue

\*June 30, 2024

(1)Not normalized for acquired contracts.

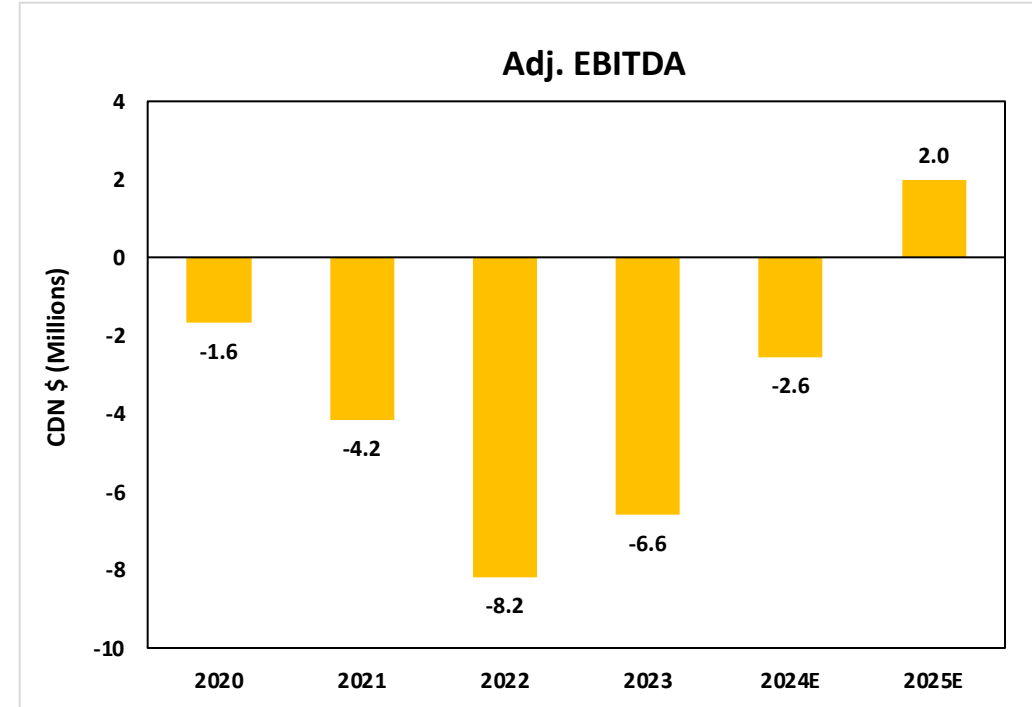
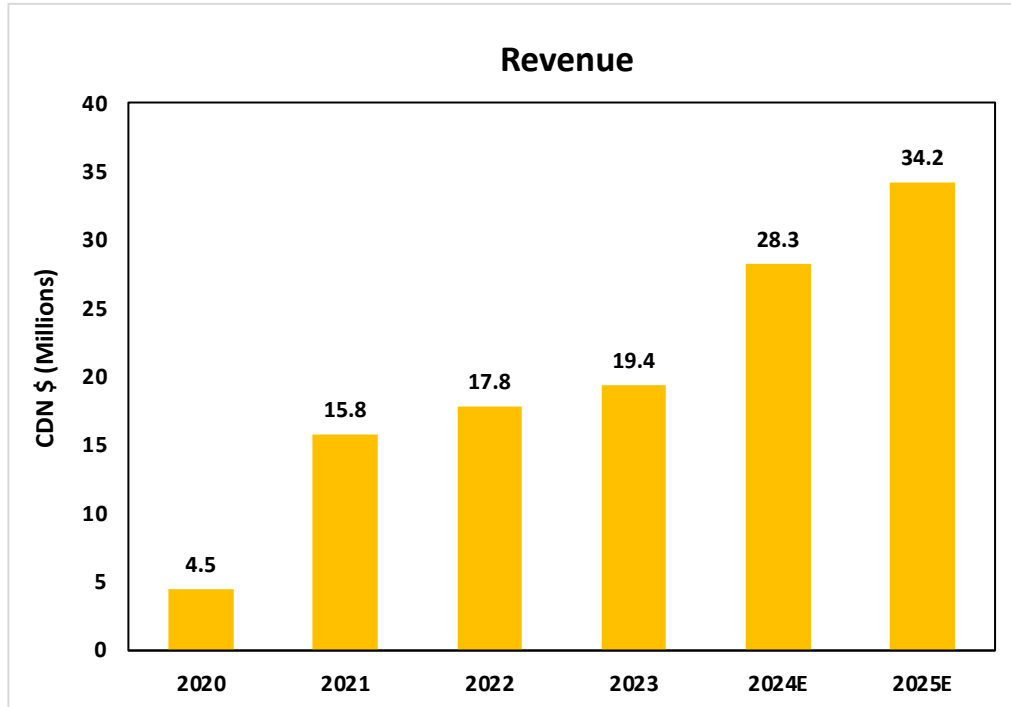
	Q3-2024	Q3-2023
<b>Revenue</b>	\$8.33 million	\$4.80 million
<b>Gross Profit (1)</b>	\$3.03 million	\$1.52 million
<b>Gross Margin%</b>	38.8%	38.8%
<b>Adjusted EBITDA (2)</b>	(\$0.11 million)	(\$1.44 million)

- *Record Revenue of \$8.33M in Q3-2024, increase of 74% YoY*
- *93% YoY improvement in Adjusted EBITDA*
- *Successful rebranding and unification of DMSI's various service divisions under the name DMS and expansion of DMS's service offerings to Tribe's current customer base*
- *On track to achieve breakeven Adjusted EBITDA by end of 2024 and positive cash flow generation from operating activities in 2025.*
- *Outlook looks strong for remainder of 2024*

1) The Company defines Gross Profit as revenue less cost of software and services and software licensing fees, and Gross Profit Percentage as Gross Profit calculated as a percentage of revenue.

2) The Company defines Adjusted EBITDA as net income or loss excluding depreciation and amortization, stock-based compensation, interest expense, income tax expense, impairment charges and other expenses.





\*2024, 2025 estimates based on Eight Capital and Stifel analyst projections

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

Peterson

Pendo

GATEWAY  
PROPERTY MANAGEMENT

False Creek Management  
(2006) Ltd  
PROPERTY MANAGEMENT SERVICES IN GREATER VANCOUVER

NAI Commercial  
Okanagan

SOUTHVIEW  
PROPERTY MANAGEMENT

KEY  
MARKETING

powder highway  
MANAGEMENT GROUP LTD

Martello  
Group

wpm WARRINGTON PCI  
MANAGEMENT

MERITUS  
Group Management Inc.

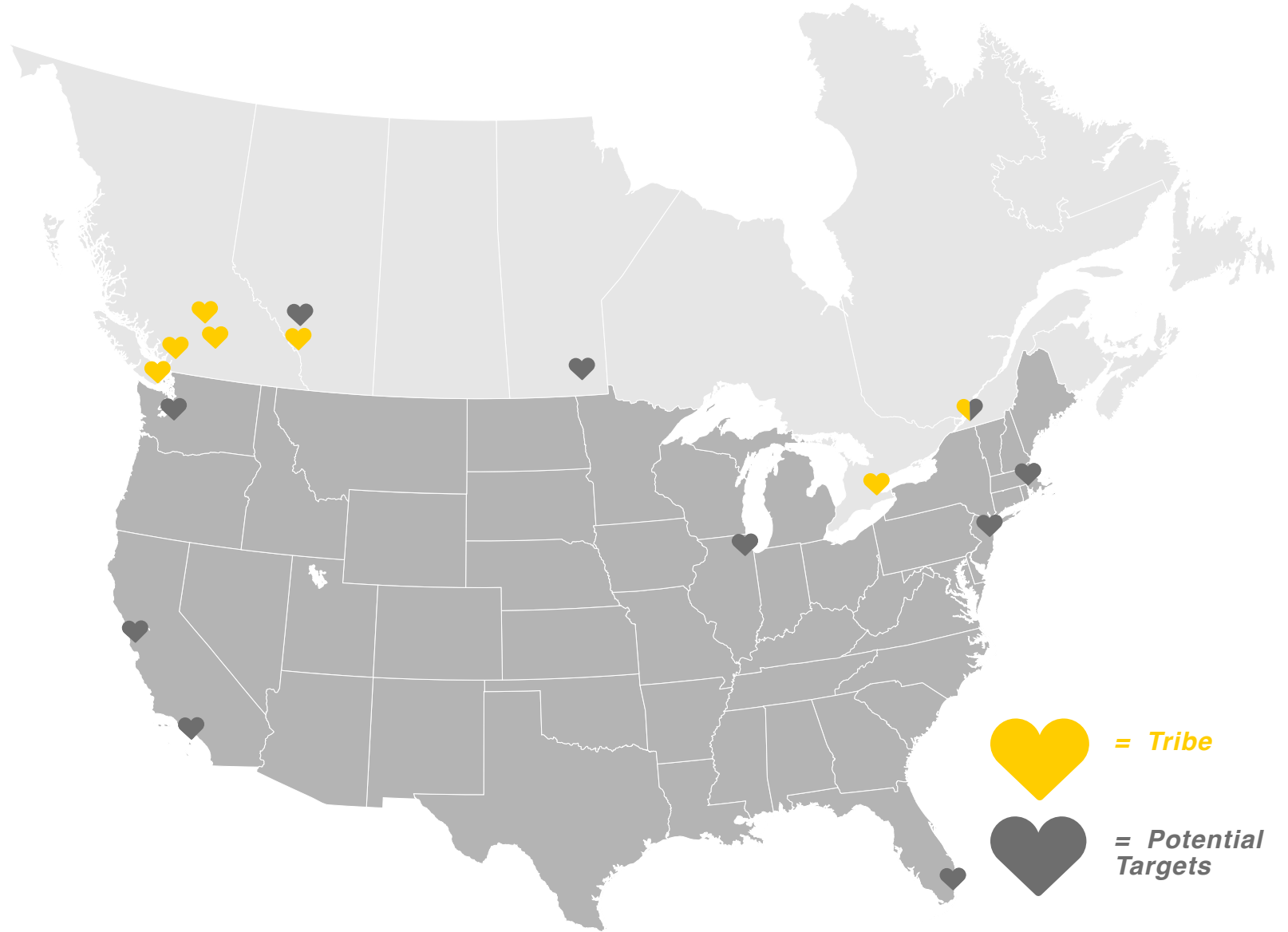
The DMS Group

## Canadian Footprint

- Over 40,000 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

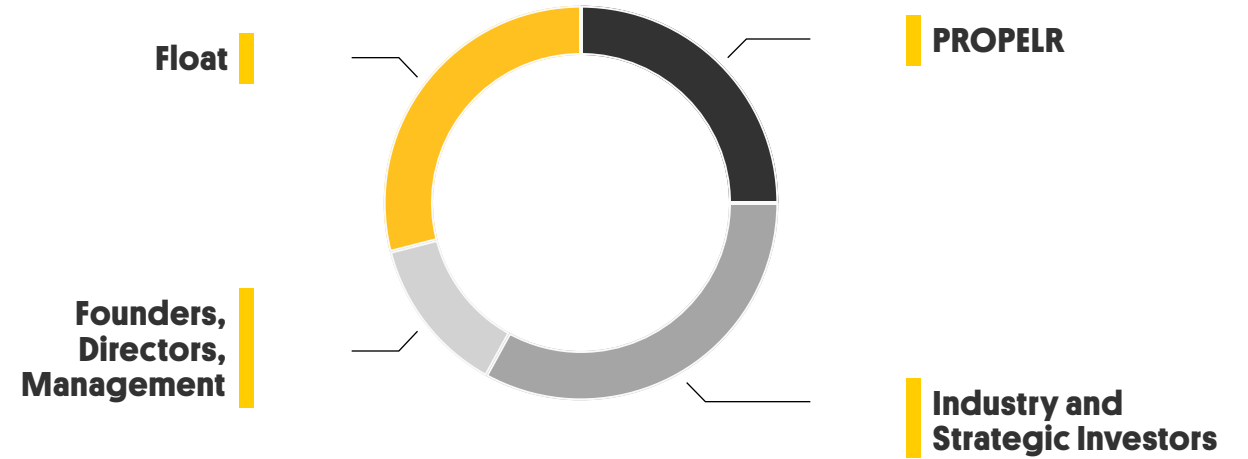


 = Tribe

 = Potential Targets

\*Sources: [https://issuu.com/riccardo11/docs/cpm\\_april\\_2022](https://issuu.com/riccardo11/docs/cpm_april_2022)

	millions#
Basic Shares Outstanding	33.23
Share Warrants	11.19
Options / Comp Options	1.27
Broker warrants	0.43
<b>Fully Diluted</b>	<b>46.12*</b>



## Top 5 Shareholders

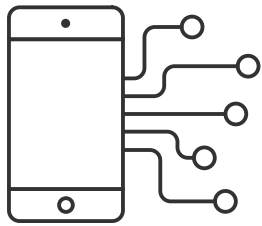
Name	%
PROPELR	25
Aquilini Investor Group	13
Ty & Sons	10
Joseph Nakhla (Tribe CEO)	7
Peterson	5

## Analyst Coverage

Firm	Analyst
Eight Capital	Kiran Sritharan
Stifel GMP	Suthan Sukumar

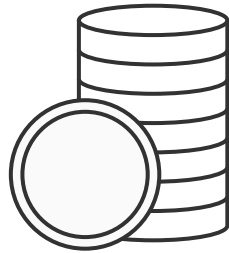
\*September 2024, includes shares issued from recent private placement and LIFE at \$0.52

01



**Disrupting** outdated and rapidly-growing property management industry with **revolutionary** tech

02



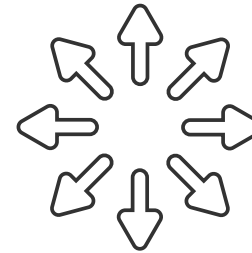
**Multiple revenue streams** thanks to end-to-end approach servicing all community living stakeholders

03



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

04



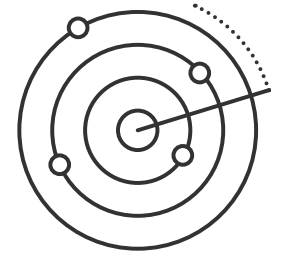
Proven aggressive **M&A strategy** set to see Tribe expand in Canada and US market

05



**Experienced, multi-disciplinary** management team

06



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

01

**Positive cash flow generation from operating activities in 2025.**

02

**Execute on M&A strategy**

03

**Increase organic growth**

*Achieve record revenue in 2025 through combination of organic and inorganic growth opportunities.*

*Achieve positive Adj. EBITDA and generate positive cash flow from operating activities in 2025.*

*Execute on aggressive M&A strategy to accelerate growth, expand services offering, and expand geographically.*

*Continue to leverage building data to deliver high-margin accretive solutions to buildings and residents.*

*Entering 2025 with improving housing market environment with lower interest rates and reduced inflation.*

# Thank you.

**Joseph Nakhla**  
**CEO**



joseph.nakhla@tribetech.com

**Angelo Bartolini**  
**President & CFO**



angelo.bartolini@tribetech.com

# **Appendix**





**Joseph Nakhla**  
CEO

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 OctoAI 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 Fiddick**  
VP, Strategic Initiatives  
& Governance Officer

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.



**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.



### Mike Willis

Tribe Board Chair & Audit Committee Chair, CFO Group14 Technologies

Mr. Willis is currently the Chief Financial Officer of Group14 Technologies Inc., a leading manufacturer and supplier of advanced silicon battery materials for electric vehicles, consumer electronics and other applications. Previously, Mr. Willis was the CFO of Westport Fuel Systems Inc., a TSX and Nasdaq-listed manufacturer of alternative fuel systems and components for the transportation industry, and CFO of Gevo, Inc, a Nasdaq-listed industrial biotechnology company.



### Charmaine Crooks

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

Ms. Crooks is a Corporate Director and President of NGU Consultants Inc., a global consultancy providing strategic advisory to a variety of sectors including technology, media, e- sports, health, and major events. Ms. Crooks is a Member of the Order of Canada, five-time Olympian, entrepreneur and community leader with over 20 years of corporate governance experience on several national and international non-profit and public boards.



### Raymond Choy

Tribe Board Member, President, and CEO & Board Member of Peterson Group

Mr. Choy is President & CEO and Board Member of Peterson Group, a real estate investment, development, and property management company. Mr. Choy was formerly the Chief Investment Officer of Peterson Group, responsible for acquisitions and dispositions, capital lending, private equity, and partnerships.



### Andrew Kiguel

Tribe Governance Committee Chair, Chief Executive Officer & Executive Chairman of Realbotix Corp.

Andrew Kiguel is an accomplished executive and entrepreneur. In the last 6 years, Andrew has co-founded and provided leadership to several web3 companies including Hut 8 Mining, Tokens.com, Metaverse Group, and Hulk Labs. Prior to 2018, Andrew spent over 20 years as an investment banker raising over \$5 billion for clients throughout his career. He currently acts as the CEO and Executive Chairman of Realbotix Corp.

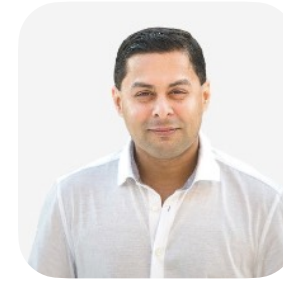


### Joseph Nakhla

CEO and Tribe Board Member

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

Mr. Nakhla currently serves on the Policy Advisory Council of the Downtown Vancouver Business Improvement Association. Joseph is also a board member of OctoAI Technologies Corp. and Minehub Technologies Inc.



### Sanjiv Samant

Tribe Board Member, Managing Partner, PROPELR Growth

Sanjiv Samant established PROPELR Growth (formerly Round13) in 2020, as a Founder and Managing Partner. Sanjiv has spent 20+ years in the technology & 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.



### Alex Yanitsky

Tribe Board Member, General Partner, PROPELR Growth

Alex currently serves as General Partner at PROPELR Growth (formerly Round13), where he is an original member of the investment team. He has over 12 years' experience in growth equity, private equity and corporate finance in the Canadian and European markets. Prior to joining PROPELR Growth, Alex was an Executive Director at Goldman Sachs in the Principal Investment Area, the equity investing arm of Goldman Sachs Merchant Banking Division, based in London, UK.