

# Tribe

Community Living, Simplified

TSXV : TRBE | OTCQB : TRPTF

## Investor Presentation



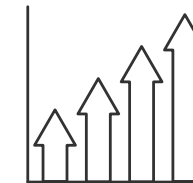
**We are changing the way people view community living, connect with their neighbours and interact with their homes.**



History of M&A with **8 acquisitions-to-date**



Fully licensed to deliver services at **7** offices.  
*Victoria, Vancouver, Delta, Kelowna, Kamloops, Calgary, and Cambridge*



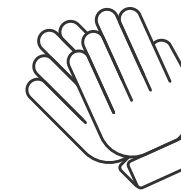
**250%** Quarterly Revenue Growth YOY - Driven by increase of our Software and Service recurring fees



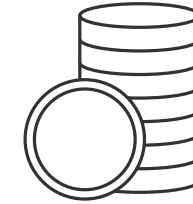
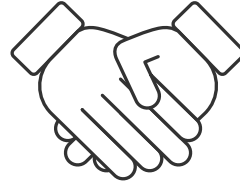
**6th** largest condo management company & **6th** largest rental management company in Canada



Our tech is leading our growth - **100%** Community Penetration and **70%+** home digital engagement



Low Customer Acquisition Cost, High Lifetime Value



### 1964 - 2017

#### A Long History of Property Management

Tribe Management was born out of 50+ years of property management, with a family tree that includes the Peterson Property Management family founded in 1983 and Gateway Property Management founded in 1964.

### 2017

#### The Beginning of Tribe Management, the Brand

In 2017, our parent company purchased the Peterson strata management portfolio and rebranded it Tribe Management, focusing on building a tech-enabled management solution that focuses on combining people-forward processes and communication with tech-forward products

### 2020

#### Acquisition of Gateway Property Management

Tribe purchased Gateway Property Management, bringing significant expertise in strata, rental and technology together to become Canada's 6th largest strata/condo management company and 6th largest rental management company with offices in 7 regions nationally

### 2021

#### Public Listing, Three Geographic Portfolio Acquisitions, and a National Acquisition Amalgamation

Tribe Property Technologies is listed on the TSX Venture Exchange under TRBE, later added to OTCQB:TRPTF. Amalgamated Gateway into Tribe Management and added 3 strata and rental portfolios in BC.

### 2022

#### Closed Oversubscribed Financing of \$21 million with Strategic Investment from Round13 Growth Fund

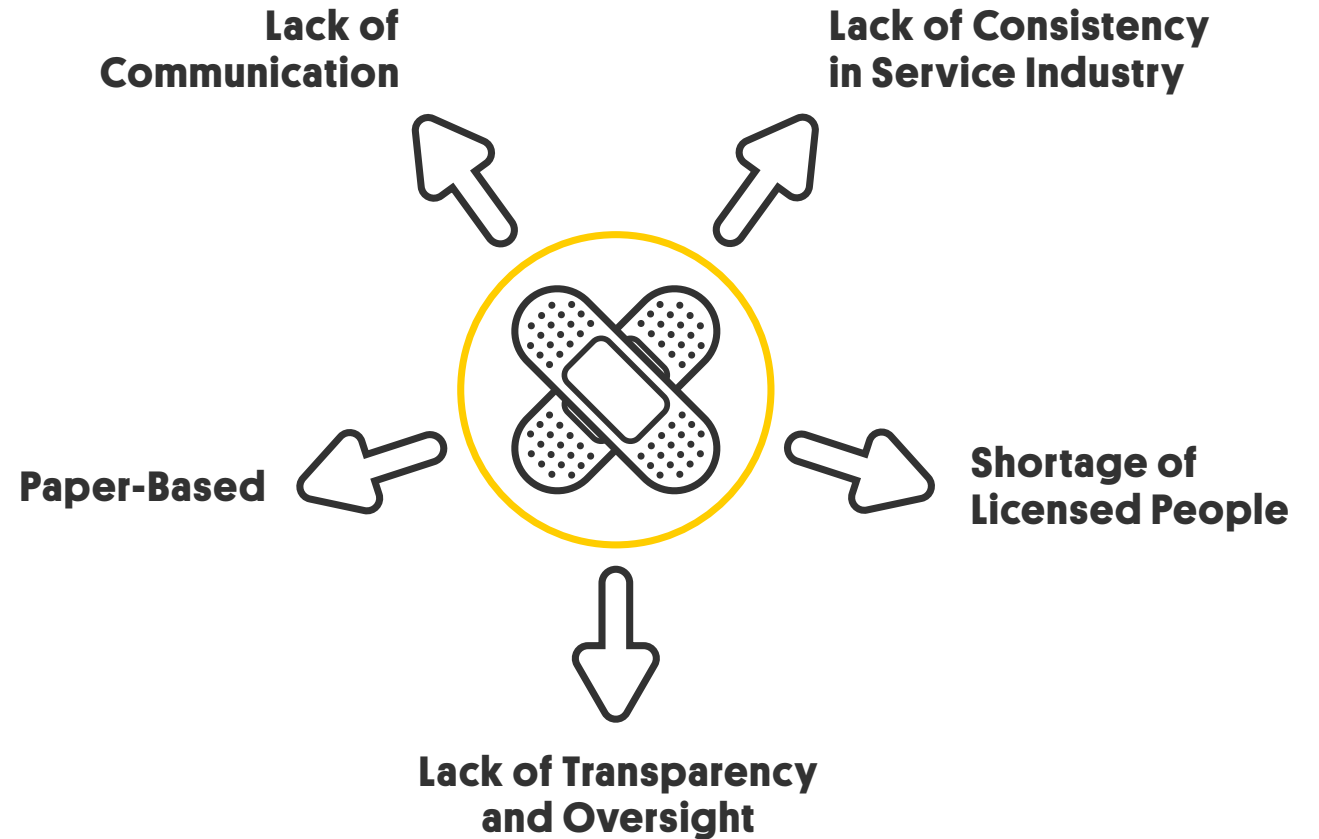
Financing led by Round13 Growth Fund (Round13), a highly respected, late-stage growth equity investment fund, will be used for executing on Tribe's acquisition pipeline, working capital and general corporate purposes.

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

Traditional property management faces challenges within its current environment.

It is struggling to keep up with community needs, market growth and technologies that enhance community living.

Residential community living is still waiting for its digital transformation.



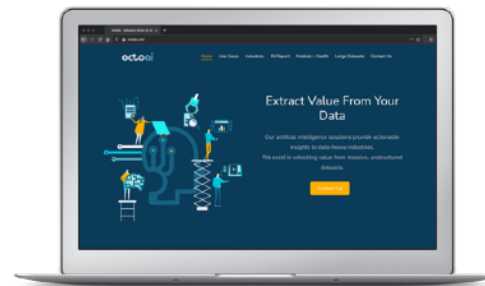


## One-stop-shop alternative to traditional property management.

**Digital Owners  
Engagement and  
Information Access**



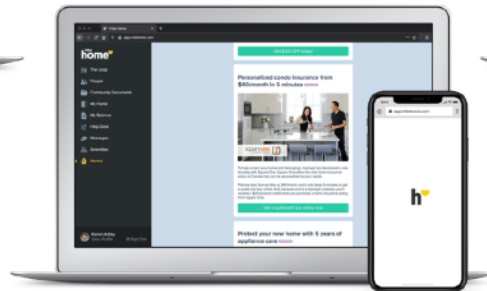
**Community  
Spending  
Benchmarking**



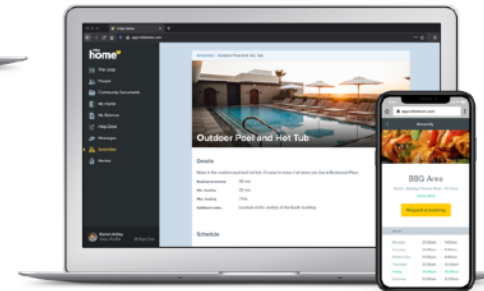
**Day-to-Day  
Management  
Services**



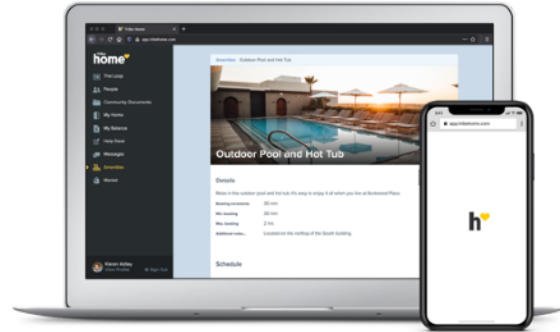
**Digital Marketplace  
for Owners and  
Communities**



**Digital Shared  
Services for  
Communities**



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



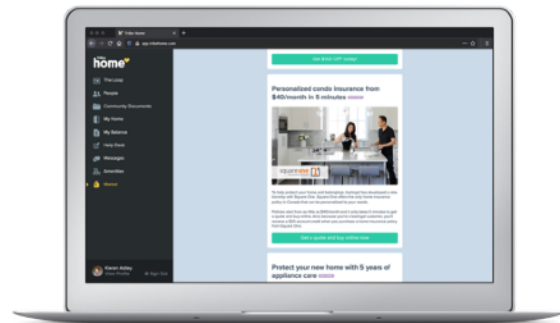
## Software and Service Recurring Revenue

*Investors/Asset Managers - Rental Communities*  
*Developers - New Communities*  
*Condo Corps - Existing Communities*



## Transactional Revenue

*Transactional Fees (Rent or Condo fees)*  
*Data Reporting and Access*  
*Banking Services*  
*Rental/Lease-Up Services*  
*Special Projects*



## Digital Services & Partnerships Revenue

*Community Smart-Building Products*  
*In-Home Marketplace*  
*Financial Services*  
*Insurance Services*



**\$11.5 Billion+**

Total Asset Value  
under Management

**1.4 Million+ SF**

Commercial Square  
Feet Managed

**100,000+**

Number of Residents  
in Tribe-Managed  
Communities

**\$213 Million+**

Annual Budgets  
managed on behalf  
of our Communities

\*combined

**27.4 Million+ SF**

Condo/Strata Square  
Feet Managed

**208+**

Tribe Employees

**\$124 Million+**

Annual rental revenue  
collected on behalf  
of clients

**9.0 Million+ SF**

Rental Square Feet Managed

**342 Million+**

Community Data Points

There is no slowing down of urbanization and the drive for condo-living communities. Communities continue to grow at jaw-dropping rates, all the while becoming more complex and inter-connected than ever before. It is a space ripe for modernizing and disrupting.

## Condo

**344,000+** communities

**70+ million** residents

**\$90+ billion** changed hands in 2018 for Condo Assessments

## Rental

**4.4 million** adults and families in Canada

Montreal has just under **600,000** rental units, Vancouver has **109,000**, Toronto **313,000**

Approx **1/3** of US population

Rental construction starts: Increased **500%** in the last decade

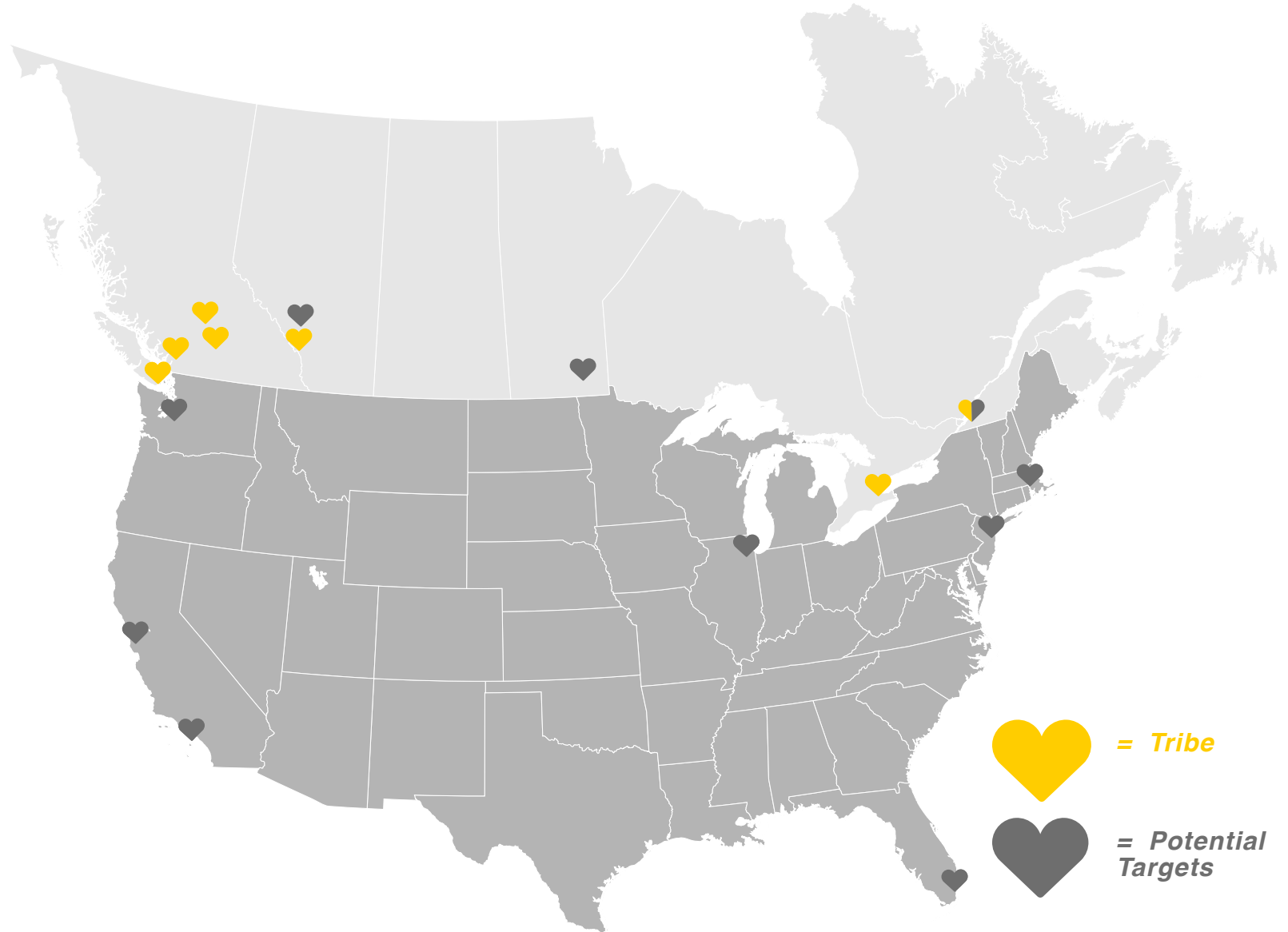
More than **90%** of multifamily construction starts in the US have been rental housing (since 2011)

## Canadian Footprint:

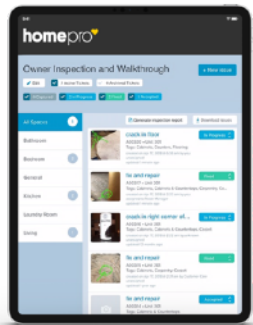
- Top 6 Condo Management Company Nationally\*
- Top 6 Rental Management Company Nationally\*
- One of the largest Residential Rental Managers in BC
- Developer Relationships across the Country
- Big Institutional Footprint
- Primary Targets: Toronto, Montreal
- Secondary Targets: Edmonton, Winnipeg

## US Target Markets:

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

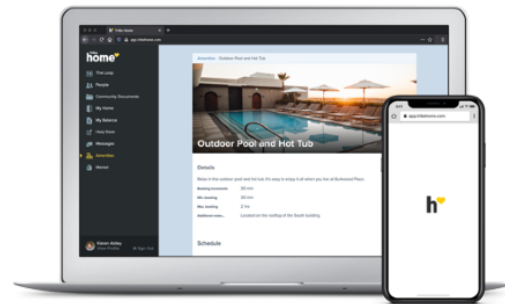


## Providing the most comprehensive suite of products and services for building and managing residential communities



### Developer Tools

Tribe provides real estate developers with the tools to track deficiencies, digitize building data and owners' manuals, and facilitate the handover of a completed community to owners and property managers. Developers can digitally track and manage home issues, while owners can access digital manuals and submit in-suite warranty issues.



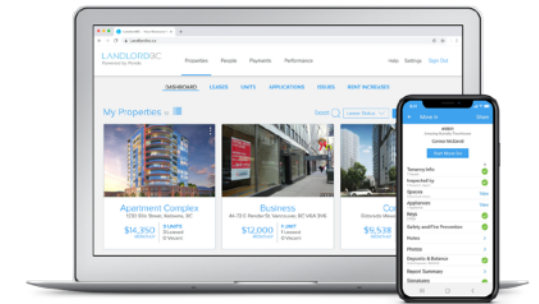
### Community Platforms

Our condo-living platform strengthens communications, empowers residents and builds community. It offers high value for community residents with features that allow councils, boards and HOAs to protect their real estate investment through improved communication, greater collaboration and self-service tools for residents.



### Management Services

Tribe offers a tech-enabled management services model for both condo/strata management and rental management. These integrated services are focused on improving the living experience of the residents within each community, with a key focus on communication, information, education and protection.

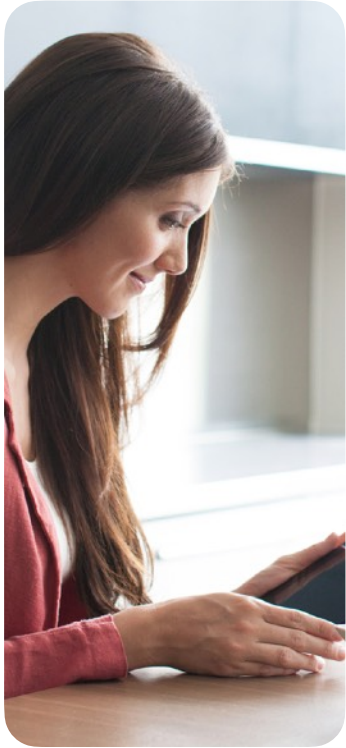


### Landlord Tools

Our rental management software is used as a one-stop online tool designed to streamline landlord tasks and improve communications and transactions with renters. The tool eliminates tedious tasks and streamlines every step in the rental process.



### Owners



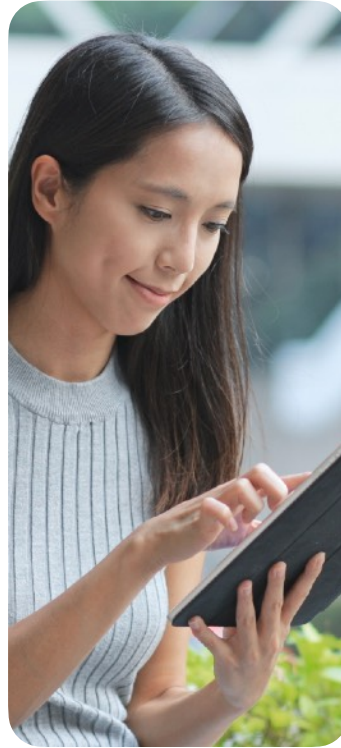
- Trackable Communication
- 24/7 access
- Community Information
- Building Health
- Payment Options
- Exclusive Offers

### Councils & Boards



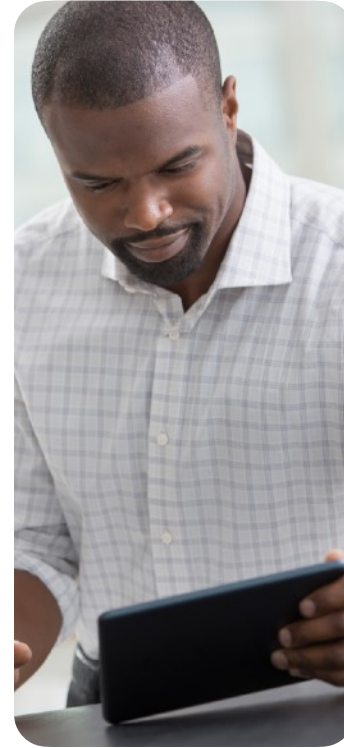
- On-Demand Access
- Important Records and Documents
- Full Transparency and Accountability
- Communication Records

### Property Managers



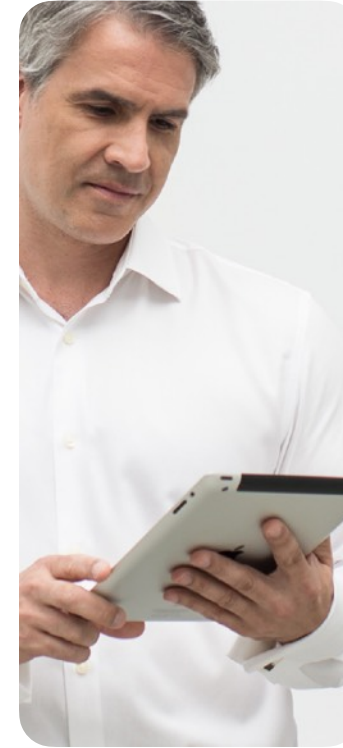
- More Efficient Processes and Tools
- Ability to Focus on Service
- Improved Industry Reputation

### Landlords



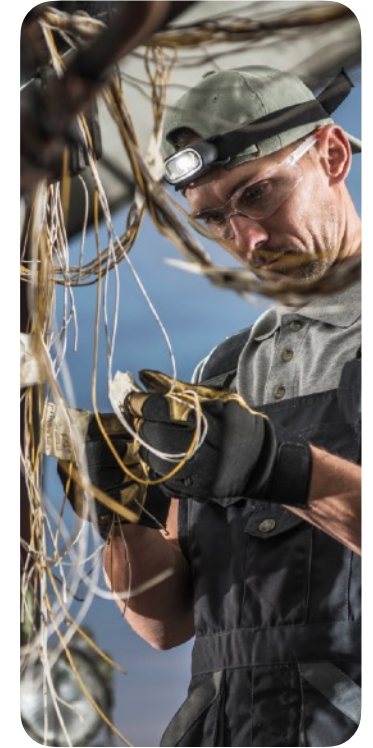
- Organized Data
- Easy Payments
- Improved Tenant Relationships
- Improved Workflows

### Developers



- Tools to Track all Deficiencies
- Access to Building Data
- Digital Owners' Manuals
- Seamless Hand-Over to Management Team

### Trades



- Easier Access between Trades, Service Providers, and Communities

Sales Centre Digital Content

Disclosure Statement and Budget

Amenities Design for New Communities

Deficiency and Warranty Management App

Digital Manuals App

Lease-Ups and Rental Management

Property Management Using Resident and Back-Office Software

Resident Education (Management 101) Via Digital Content

Post-Occupancy Digital Management

Year  
-2

Year  
-1



Year  
1

Year  
2

Year  
3

Year  
4

Year  
5+

Building  
Construction

Building  
Completion

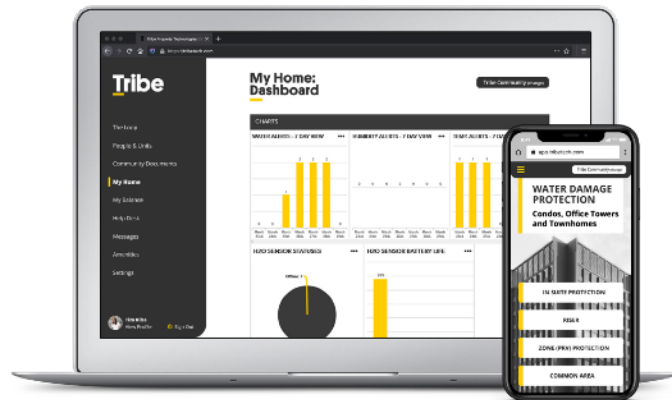
Building  
Operations

## 1. Growing Our Footprint: M&A and Organic Growth

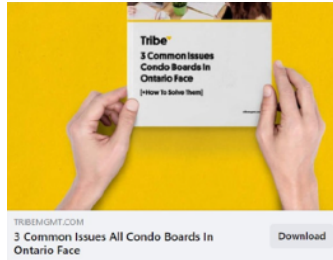
## 2. Growing Our Digital Services: In-House and Partnerships



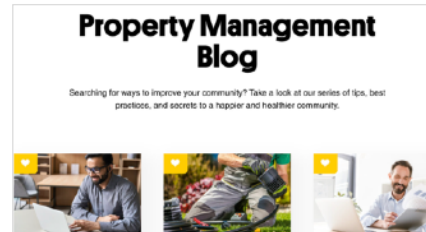
- Increase Number of Homes**
- Improve Service**
- Digitize Communities**
- Offer Convenient Smart Products**



Tribe's unique tech-based approach is attractive to the market, feeding growth organically.



Paid ad campaigns targeted to geographic regions, touching on key industry pain points



SEO and Content Strategy built on content pillars that connect, info, educate and protect



Proposals based on geographic region and service type

Total Leads 2021: **503** ( **+269%** )

Previous year 2020: **187**

Win Percentage Jan-Sep 30 2021: **30%** ( **+7%** )

Previous year 2020: **23%**

Cost Per Lead 2021: **\$27.01** ( **-46%** )

Previous Period 2020: **\$58.39**

Average Lifetime Community Value:

**\$683,945**

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

Upon acquisition, Tribe has developed an M&A playbook implementing the tech-forward collaborative strategy aimed to: streamline processes, expand into new markets, drive organic growth and new revenue streams, lower management costs and increase revenues.

### Acquisition Criteria

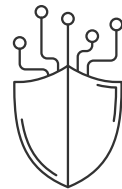
- *EBITDA + Multiple Accretive*
- *Expand Addressable Market (self-managed)*
- *Geographic Expansion*
- *Tech Expansion*
- *New Verticals*

*Integration Team of 10 Professionals*

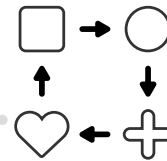
*In-House Expertise*

*M&A Playbook*

*Successful History of 8 Acquisitions*



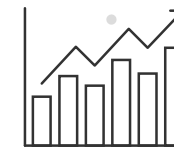
**Enhanced IT Security and Infrastructure**



**Optimized Service Delivery**



**Digitized Assets**



**Improved Profit Margins**

# Tribe

**Tribe Branded and Greater Brand Equity**



**Share Purchase**  
**Property Mgmt Division**  
**April 5, 2017**



**Technology Purchase**  
**September 14, 2018**



**Asset Purchase**  
**January 31, 2019**



**Share Purchase**  
**Consisted of 2 Businesses**  
**in 3 Provinces**  
**December 31, 2020**



**Asset Purchase**  
**April 20, 2021**



**Asset Purchase**  
**September 30, 2021**



**Asset Purchase**  
**November 1st, 2021**



## Create and Drive a 2-Sided Marketplace

### Tactics:

#### Partnership Program

*Using Partner APIs to simplify the buying experience*

*Data sharing integrations to increase value to community users and Partners*

*Increase revenues per home*

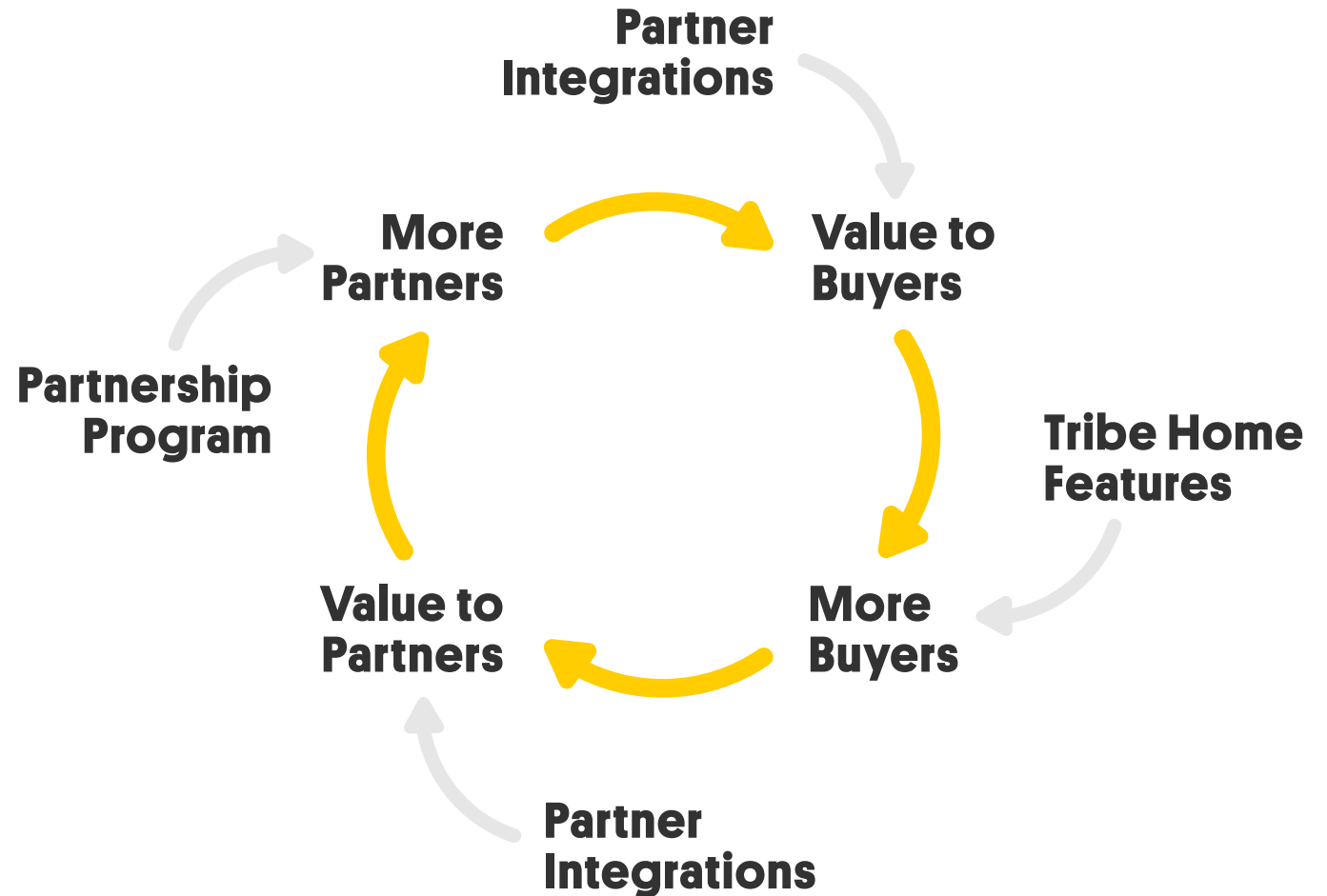
#### Tribe Home / Tribe Home Pro Features:

*More value to community users increasing sales and potential buyers*

### Goals:

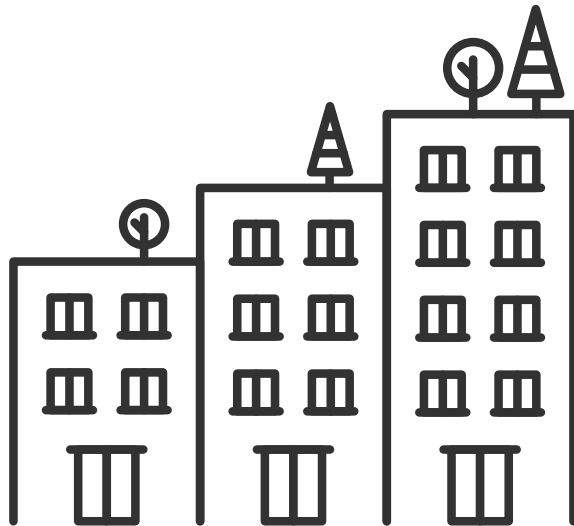
**Increase Revenue Per Homes**

**Increase Number of Homes**



## Traditional Property Management: \$20/Home + \$2 Ops Transactions

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



## Tribe-Digitized Residential Community: \$26/Home and \$6 Ops Transactions and Digital Partnership Revenue

**50% Gross Margin**  
**4% Churn**

<b>\$26</b>	<b>Revenue Per Home</b>
<b>\$6</b>	<b>Ops Transactions</b>
\$1.1*	Insurance Sales*
\$2.25*	Sub-Metering*
\$2*	Grocery Delivery*
\$1.50	Telecomm
++	Other*
<b>\$38++</b>	<b>Sub Total</b>

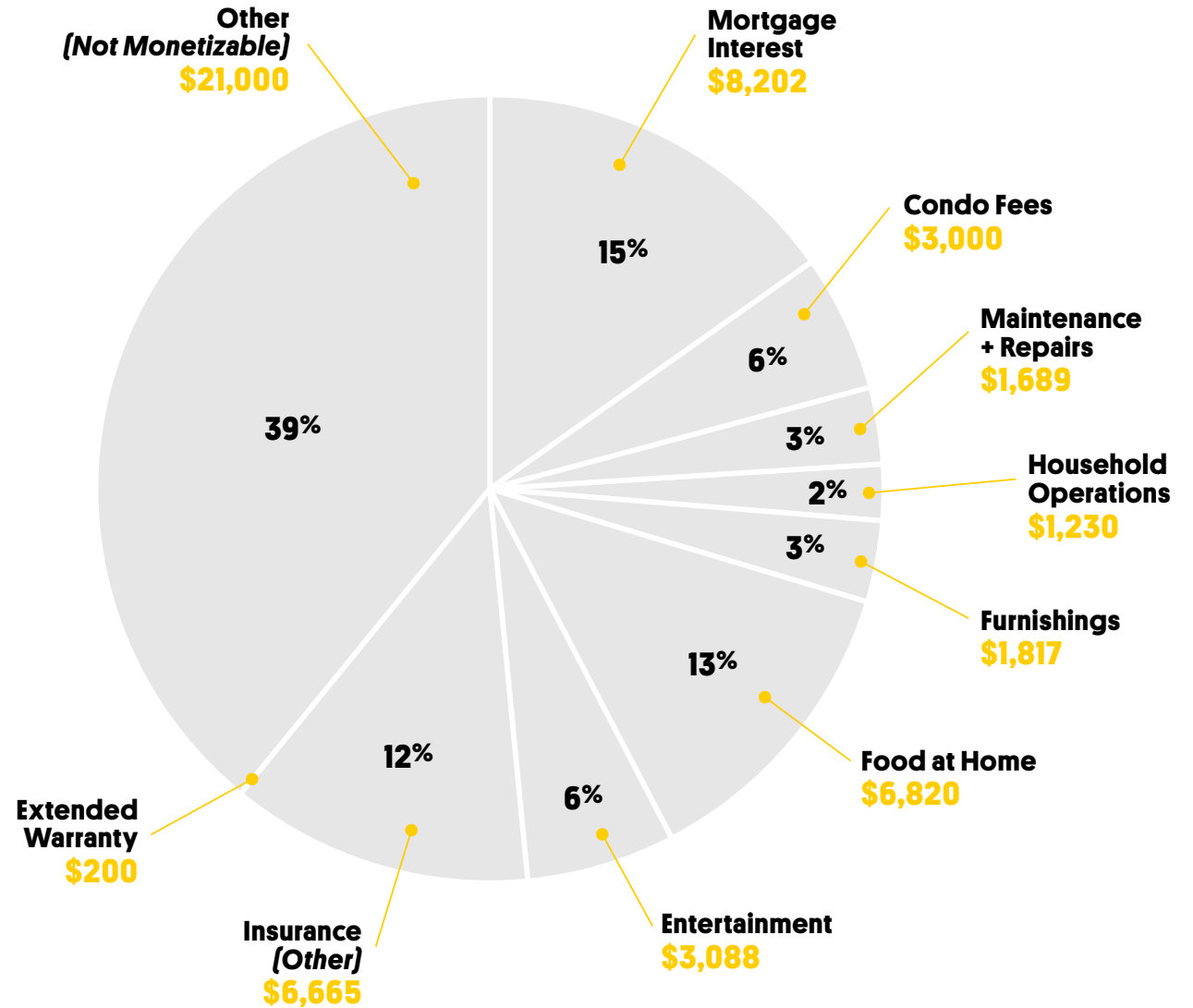
\* examples of digital partnerships program revenue

**We are curating a best-in-class service marketplace to connect vendors and residents and offer value-added products and services to our Owners and Communities:**

- Leverage group-buying on pre-approved home products such as mortgage, insurance, cable, internet and more
- All of this through an integrated payment processing solution

## Why? - Condo Marketplace by the Numbers:

- More than \$90 billion annual maintenance in North America (1)
- \$53K per condo/year average spend (2)



\*Chart shows In-house spending and individual unit penetration with community platform



**Tribe is constantly adding more digital partnership offers to our communities, all with additional recurring revenue opportunities.**

**60% of Condos in Canada are not insured/under-insured**

**Tribe** +  **A P O L L O**

*Launched July 2021*

*15% Conversion Rate*

*\*Insurance offer to full transaction*

**Leverage group buying and offer newly built communities “triple play” (wifi, TV, phone) telecommunications packages that have residents dialed in even before they move in!**

**Tribe** +  **TELUS®**

*Launched 2021*

*20% Conversion Rate*

*Bundle Packages for Newly Built Communities or New Owners*

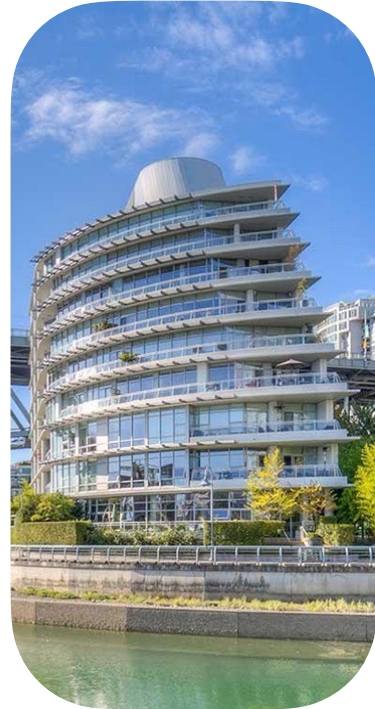
*Have Units Dialed Up and Move-In Ready*

*Leverage Community Size for Unique Offerings*

Shangri-La



Silver Sea



Woodward's



One Harbour Green



Waterfall + Starling





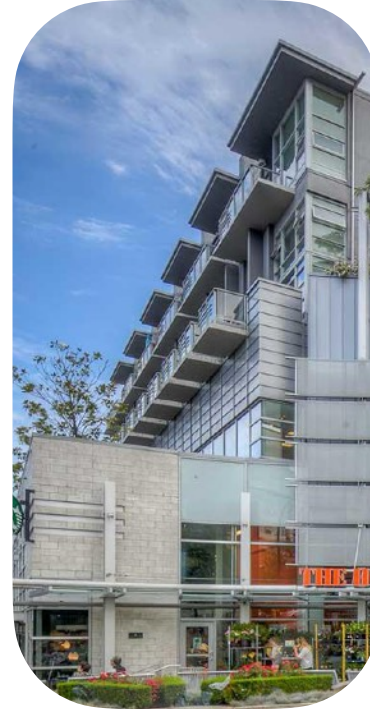
**Aqua**



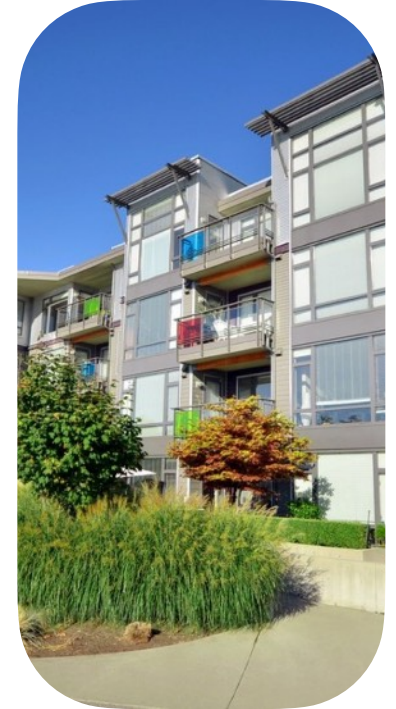
**Arbutus Gardens**



**The Rise**

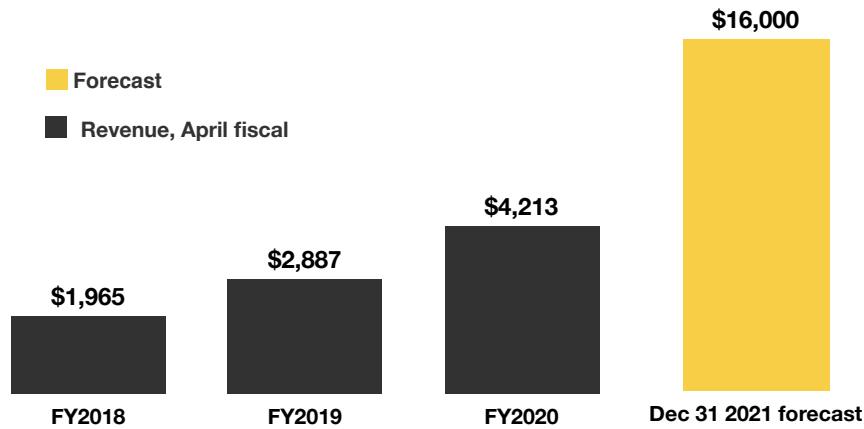


**Waterstone Pier**



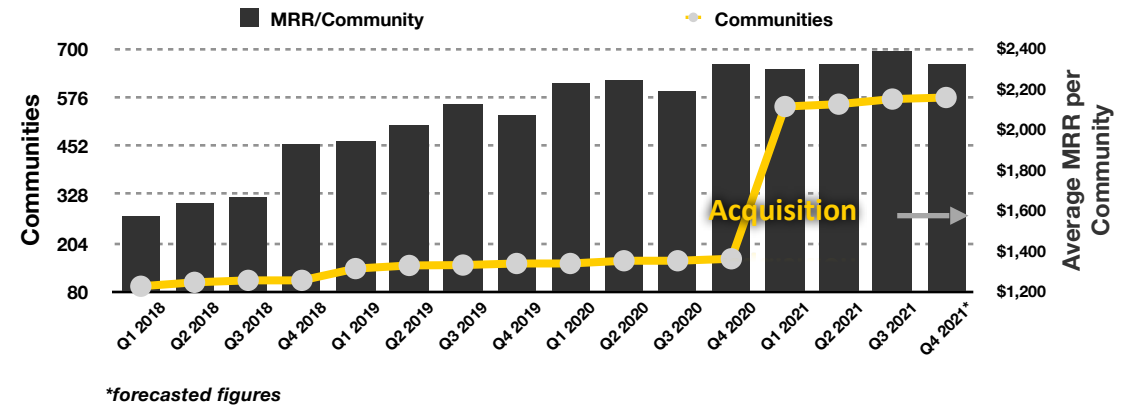


## Consolidated Revenue - Post Acquisition (000's)\*



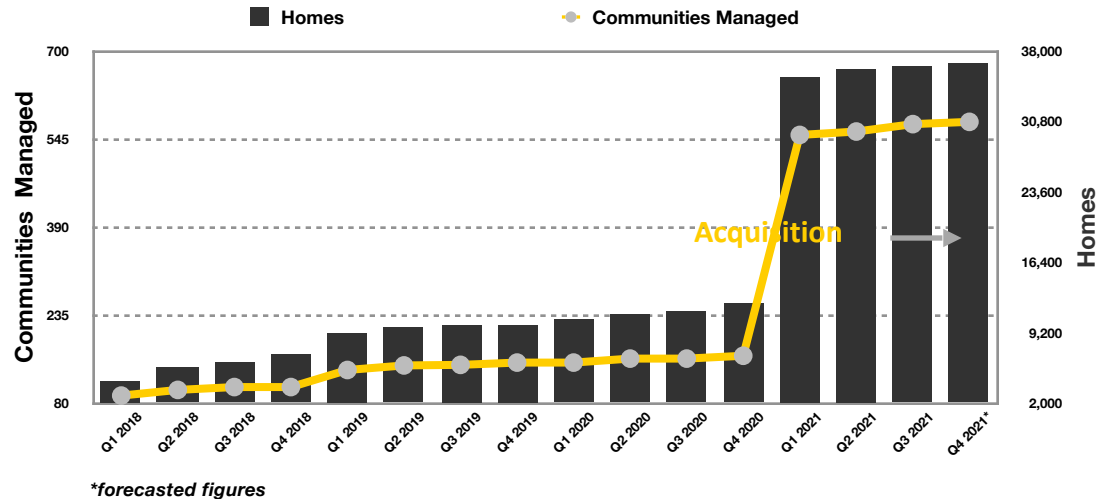
\*Company has changed its year-end from April 30 to December 31, effective FY2021.

## Average MRR per Community



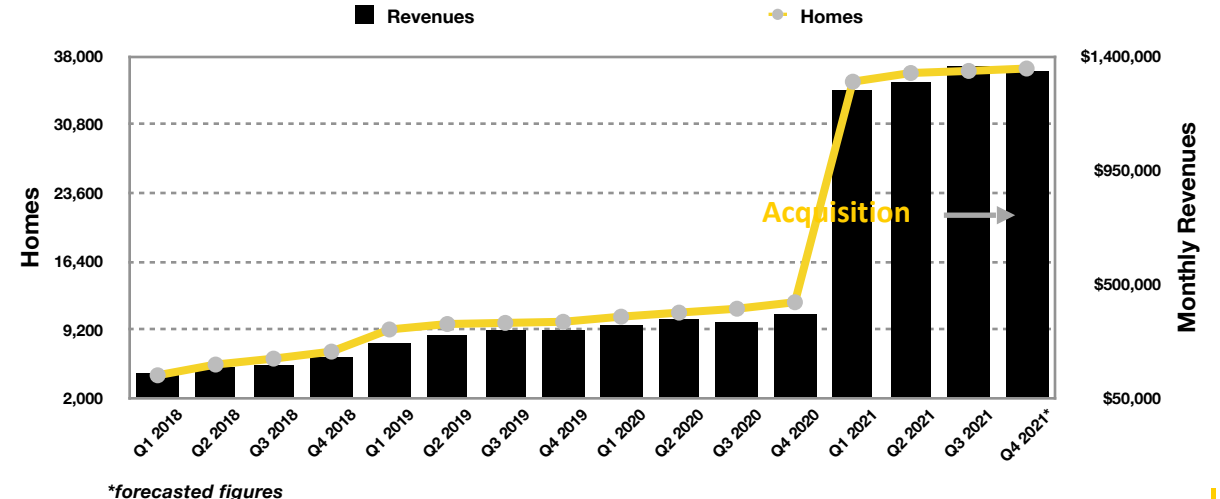
\*forecasted figures

## Homes + Communities Managed



\*forecasted figures

## Homes MRR Growth



\*forecasted figures

	# millions	\$ millions <sup>(2)</sup>
Basic Shares Outstanding	21.15	-
Warrants (@ \$5.10, Jan 2025 Expiry)	5.25	26.8
Options / Comp Options (1)	1.60	7.1
<b>Total</b>	<b>28.00</b>	<b>33.9</b>

(1) Average strike of options \$4.43

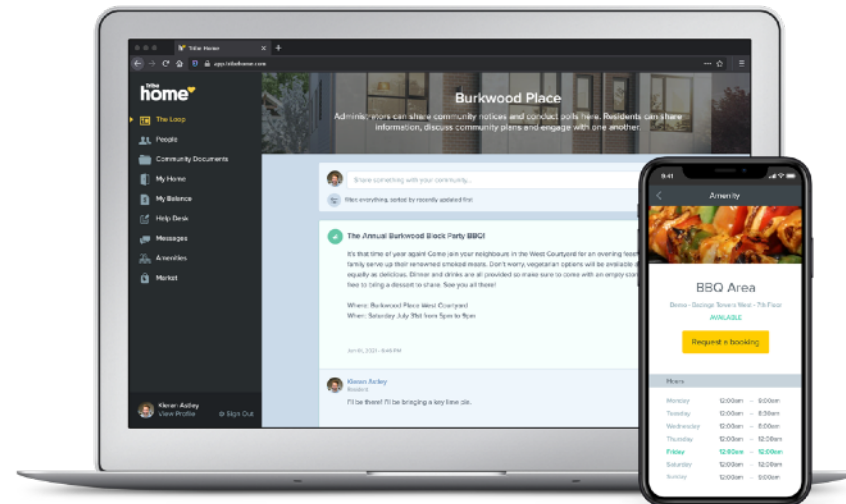
(2) Cash if fully exercised

**Industry  
& Strategic  
Investors  
40%**



**Founders,  
Directors &  
Management  
25%**

**Institutional &  
Retail Investors  
35%**





**Joseph Nakhla**  
CEO



**Jim Defer**  
CFO



**John Tims**  
Corporate Secretary



**Fiona Therrien**  
Executive VP Management  
Services and Managing Broker



**Scott Ullrich**  
Executive VP Rental  
Management Services



**Dan Feeny**  
CTO



**Maureen McMahon**  
Executive VP Human  
Resources



**Ken Axenty**  
VP Finance Services



**Jennifer Laidlaw**  
VP Marketing and  
Communications



**Lawrence Liu**  
VP Sales & Partnerships



## Mike Willis

Tribe Board Chair + Audit Committee Chair  
Strategic Advisor

Mike is the CFO of Group14 Technologies, a manufacturer of nanomaterials to enable low-cost, high-performance lithium-silicon 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 Nasdaq-listed 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.



## 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.



## 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.

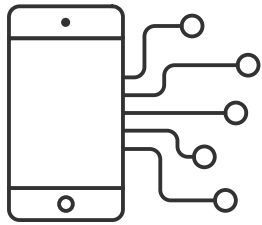


## Joseph Nakhla

CEO and Director

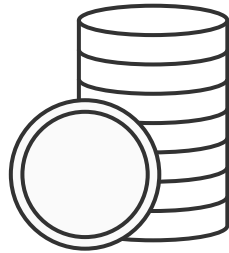
Joseph founded Tribe in 2011 and has been overseeing its operations and expansion since. Prior to this, he was the Chief Operating Officer of TIO Networks, a former TSX listed company that was acquired by Paypal.

01



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

02



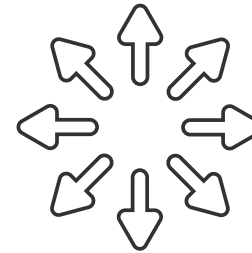
**Multiple revenue streams** thanks to end-to-end approach servicing all community living stakeholders

03



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

04



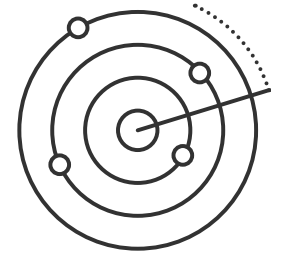
Proven aggressive **M&A strategy** set to see Tribe expand in Canada and US market

05



**Strong** cash balance and **experienced,** multi-disciplinary management team

06



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



## One-Stop Shop

**One of the fastest growing residential community management companies in Canada.**

**Tech-enabled Community Management like nothing else in the market.**

**A direct relationship with owners, residents and buildings.**

**Aggressive M&A strategy in a fragmented market.**

## Thank You

**Contact:** Kin Communications • [ir@tribetech.com](mailto:ir@tribetech.com) • [tribetech.com](http://tribetech.com)



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**Cautionary Statement Regarding Forward-Looking Information.**

Certain information contained in this presentation constitutes "forward-looking information" and "forward-looking statements" (referred to as the "forward-looking statements"), which is information regarding possible events, conditions or results of operations that is based upon assumptions about future economic conditions and courses of action. All information other than statements of historical fact may be forward-looking statements. In some cases, forward-looking statements can be identified by the use of words such as "seek", "expect", "anticipate", "budget", "plan", "estimate", "continue", "forecast", "intend", "believe", "predict", "potential", "target", "may", "could", "would", "might", "will", and similar words or phrases (including negative variations) suggesting future outcomes or statements regarding an outlook. The Company has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy and financial needs. In light of significant uncertainties inherent in the forward-looking statements included in this fact sheet, the inclusion of such information should not be regarded as a representation by the Company or any other person that the Company's objectives or plans will be achieved.

Forward-looking statements in this presentation include, but are not limited to, statements relating to: the real estate industry and the need for digital transformation; the Company's expectations regarding its revenue and operations; the Company's plans for and timing of expansion of its products and services; the Company's future growth plans, including, but not limited to its M&A strategy and growth into new markets; the Company's expectations regarding its revenue and operations; the Company's plans for and timing of expansion of its products and services; the Company's ability to attract new clients and develop and maintain existing relationships; the Company's ability to attract and retain personnel; the Company's competitive position and its expectations regarding competition; regulatory developments and the regulatory environments in which the Company operates; and anticipated trends and challenges in the Company's business and the markets in which it operates.

Forward-looking statements are based on certain material assumptions and analysis made by the Company, and the opinions and estimates of management as of the date such statements are made and they represent management's best judgment based on facts and assumptions that management considers reasonable in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. The material assumptions upon which such forward-looking statements are based include, among others, assumptions with respect to: growth plans; the continuation of demand for the products and services of the Company's business; the ability of the Company to access financing from time to time on favourable terms, a stable market and general economic conditions; the ability of the Company to protect its intellectual property rights; the Company's ability to retain clients and existing relationships; the ability to integrate the Acquisition business; and the continuation of executive and operating management, or the non-disruptive replacement of them on competitive terms. The Company makes no representation that reasonable business people in possession of the same information would reach the same conclusions. Although the Company believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect and the Company cannot assure that actual results will be consistent with these forward-looking statements. Given these risks, uncertainties and assumptions, investors should not place undue reliance on these forward-looking statements.

Whether actual results, performance or achievements will conform to the Company's expectations and predictions is subject to a number of known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results discussed in the forward-looking information, including, but not limited to, the following: the real estate industry may not experience a digital transformation; the Company may not meet its expectations with regards to its projected revenue; the Acquisition may not be completed; the Acquisition business may not be successfully integrated; the Company may not continue with its M&A strategy; the Company may not experience increased revenue opportunities post-Acquisition; general industry and market conditions and growth rates; legislative and regulatory developments; general economic conditions and levels of economic activity including interest rate fluctuation; risks associated with reliance on key personnel, including but not limited to the Company's senior management team; risks associated with implementation of growth initiatives; financing risks; degree of competition in the industry; changes in employee relations; dependence on information systems and technology; and the uncertainty surrounding the spread of COVID-19 and the effect it will have on the Company's operations and economic activity in general.

These risks, uncertainties, assumptions and other factors could cause the Company's actual results, performance, achievements and experience to differ materially from the Company's expectations, future results, performances or achievements expressed or implied by the forward-looking statements. If the forward-looking statements prove to be incorrect, actual results might vary materially from those anticipated in those forward-looking statements. You are cautioned that the above list of risks, uncertainties, assumptions and other factors is not exhaustive, and there may be other factors that the Company has not identified.

The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this fact sheet, and accordingly are subject to change after such dates. Except as required by law, the Company undertakes no obligation to update or revise any forward-looking statements included in this presentation, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of future events.

**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.

This presentation may include non-GAAP measures include "Average Cost Per Lead", "Average Cost per Community Acquisition" and "monthly recurring revenue (MRR)". 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.