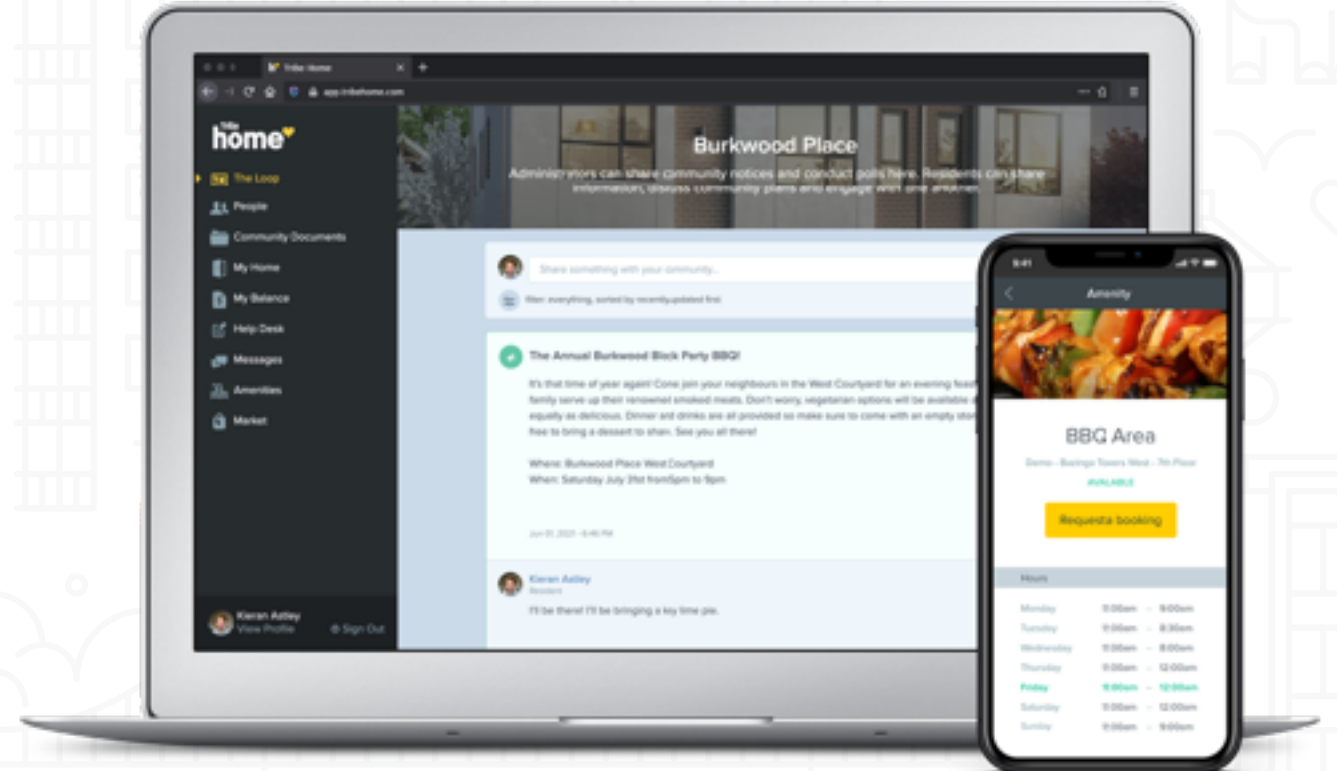


# Tribe

Community Living, Simplified

TSXV: TRBE | OTCQB: TRPTF

## Investor Presentation



## Community Living, Simplified

### Our Vision

To change the way people view community living, connect with their neighbours and interact with their homes

### Our Mission

To provide the most comprehensive suite of products and services for building and managing residential communities

### Our Value Proposition

- M&A
- Recurring revenue from diverse property portfolio & software licensing
- High margin revenue from strategic partnerships

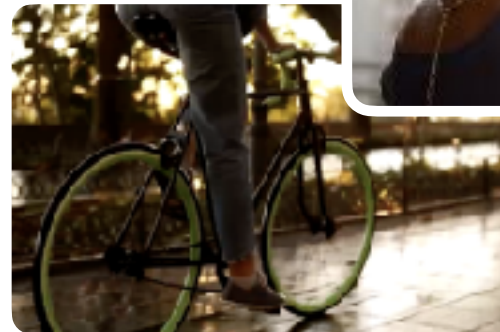
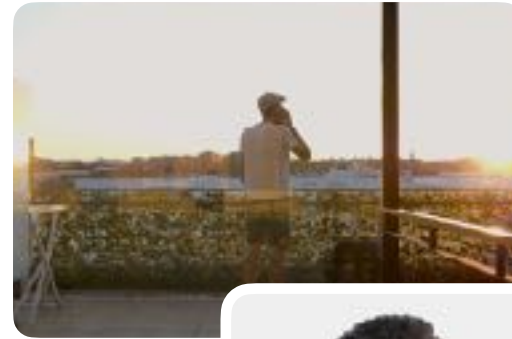


## Modernizing traditional living

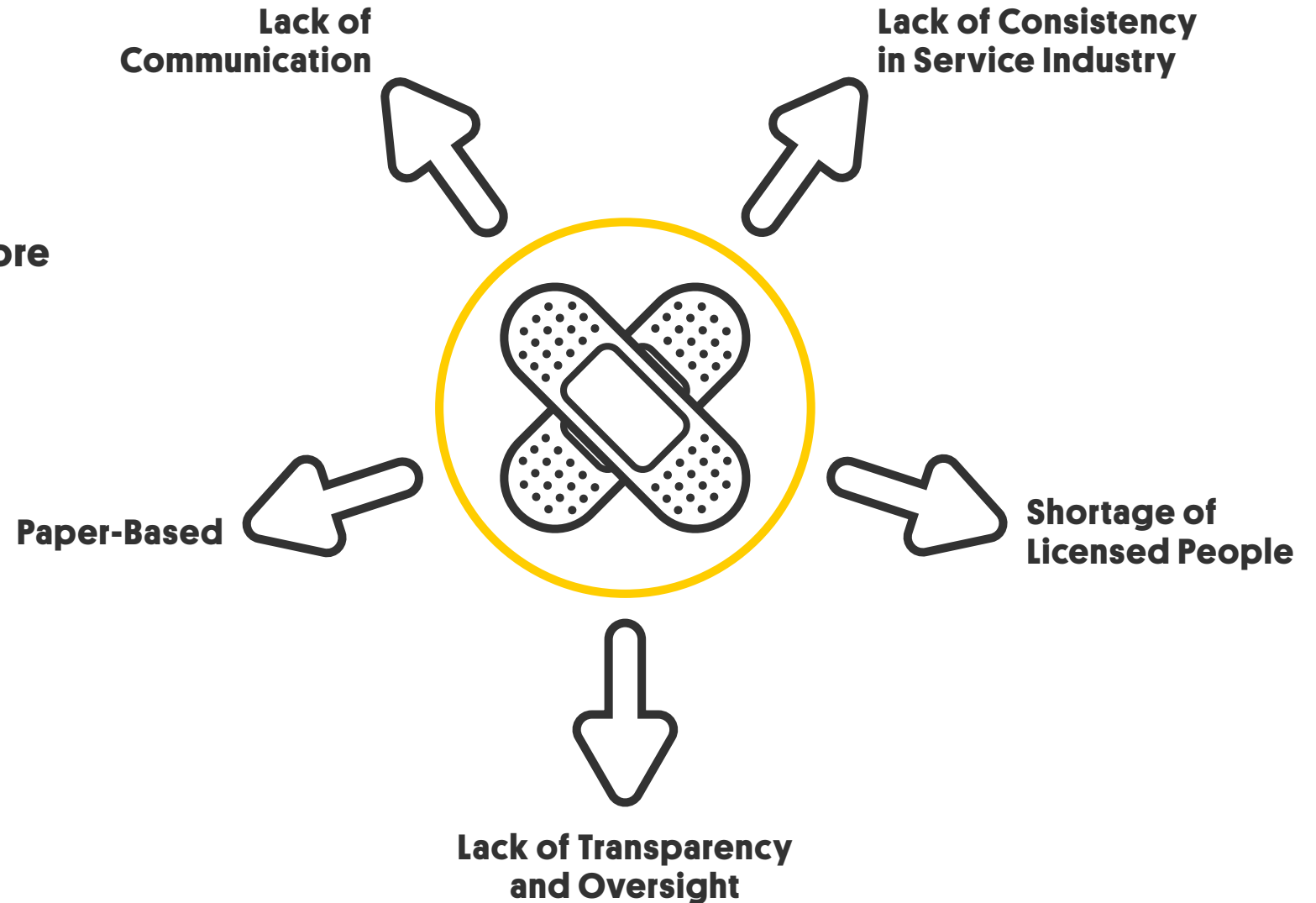
**80 million+** North Americans live in condos or managed communities. These communities are **complex networks**, or mini-cities.

Yet in a world where a click of a button can purchase a car or access a health specialist...residential community living is ready for a **transformation**.

Tribe is **transforming** service delivery through streamlined and **digitized operations**, and improving the community experience through **communication, information, education and protection**.



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



Urbanization and the drive for condo-living continues to grow at a rapid pace, at the same time becoming more complex and inter-connected. It is an opportunity for modernization and disruption in a stagnant sector.

## 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**

**~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)



## 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*

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

### Digital Owners Engagement and Information Access



### Digital Marketplace for Owners and Communities



### Community Spending Benchmarking



### Digital Shared Services for Communities



### Day-to-Day Management Services



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

### 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



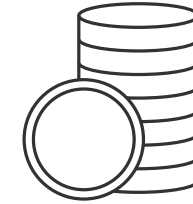
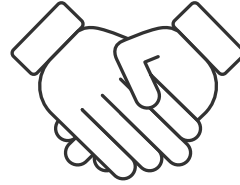
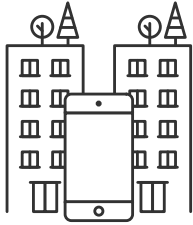
- Tools to Track all Deficiencies
- Access to Building Data
- Digital Owners' Manuals
- Seamless Hand-Over to Management Team

### Trades



- Easier Access between Trades, Service Providers, and Communities





## 2012

### Connecting Neighbours to Neighbours

In 2012, a Vancouver-based start-up developed an app that would connect neighbours and build community in condo buildings. They started on a journey of understanding the whole community and all of its stakeholders - management, residents, councils, real estate developers and more.

## 2017

### Digitizing a Traditional Industry

In 2017, the Company purchased its first of many property management portfolios (from Peterson), taking the time to build an understanding of a traditional industry ripe for digital disruption. Tribe's tech-backed service delivery model was born.

## 2020

### National Growth Through Acquisition

Tribe purchased Gateway Property Management (founded in 1964), combining significant expertise in strata, rental and technology to become Canada's 6th largest strata/condo management company and 6th largest rental management company with offices in 7 regions across Canada.

## 2021

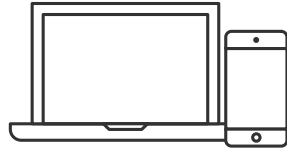
### Public Listing, 1 National Amalgamation, 3 More Acquisitions

Tribe Property Technologies is listed on the TSX Venture Exchange under TRBE, and is later added to the OTCQB:TRPTF; completes a national amalgamation with Gateway and adds 3 strata and rental portfolios in BC.

## 2022

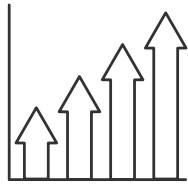
### Closed Oversubscribed Financing of \$21 million with Strategic Investment from Round13 Growth Fund

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.



### Revenue Growth

Tribe reported **\$15.8 million** in annual revenue for fiscal 2021, an increase of **247%** compared to \$4.6 million for the comparable period in the previous year.



### Expanded M&A Funnel

**9 acquisitions to date**, with the most recent including Southview Property Management, further strengthening Tribe's property management services in the Greater Vancouver region of BC.



### Capital Markets Activity

Raised **\$21 million** in gross proceeds from a private placement.



### Organic Growth

Continue to **grow** our organic footprint nationally through direct sales.



### Expanded Partnerships

More than 10 partnerships launched under Tribe's Digital Partnerships Program including **Telus, Wedolaundry, Tut Fitness, Eddie Solutions** and **Fresh Prep**.



### Product Strategy

The **most comprehensive** digital tools for residential community living with features **added weekly**.



**\$19.8 Billion+**

Total Asset Value  
under Management

**112,000+**

Number of homes using our  
technology

**100,000+**

Number of Residents  
in Tribe-Managed  
Communities

**\$195 Million+**

Annual Budgets  
managed on behalf  
of our Communities

**27.4 Million+ SF**

Condo/Strata Square  
Feet Managed

**211+**

Tribe Employees

**\$100 Million+**

Annual rent collected on  
behalf of our Clients

**8 Million+ SF**

Rental & Commercial Square  
Feet Managed

**405 Million+**

Community Data Points

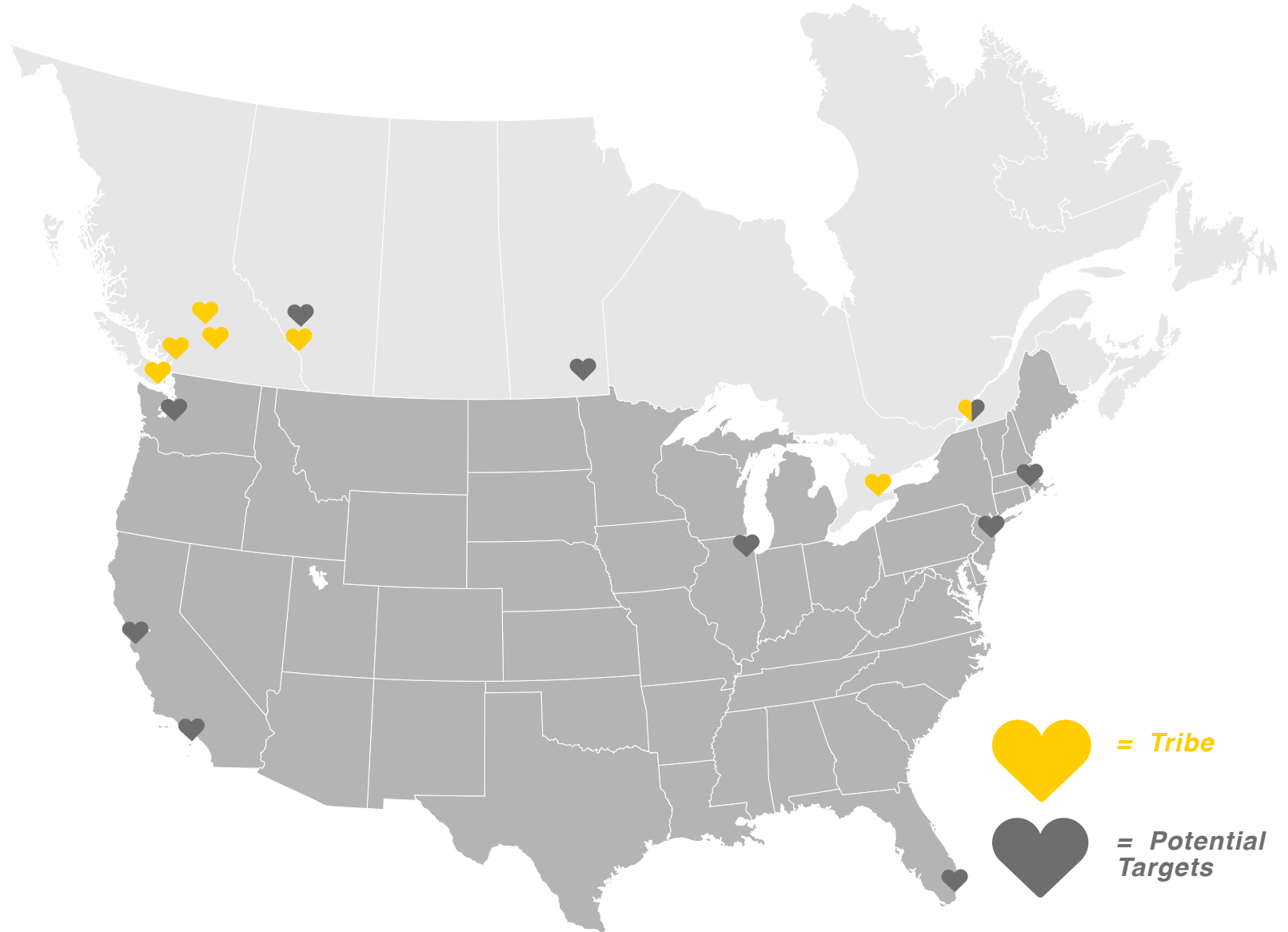
*\*Updated April, 2022*

## 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



 = Tribe

 = Potential Targets

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



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



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 Q2 2022: 108 ( -17% )**  
 Q2 2021: 129

**Win Percentage Q2 2022: 35% ( +21% )**  
 Q2 2021: 14%

**Avg. Digital Cost Per Lead Q2 2022: \$4.02 ( -88% )**  
 Q2 2021: \$35.45

**Average Lifetime Community Value:**  
**\$683,945\***

\*Company Estimate

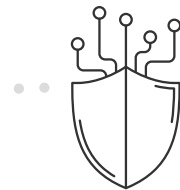
**The company is positioned to execute on an aggressive M&A opportunity of Property Management and Prop-Tech companies in North America.**

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.

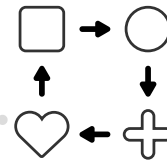
### Acquisition Criteria

- 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 9 Acquisitions*



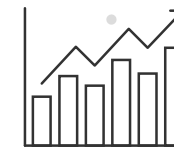
**Enhanced IT Security and Infrastructure**



**Optimized Service Delivery**



**Digitized Assets**



**Improved Profit Margins**

# Tribe

**Tribe Branded and Greater Brand Equity**

## 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*

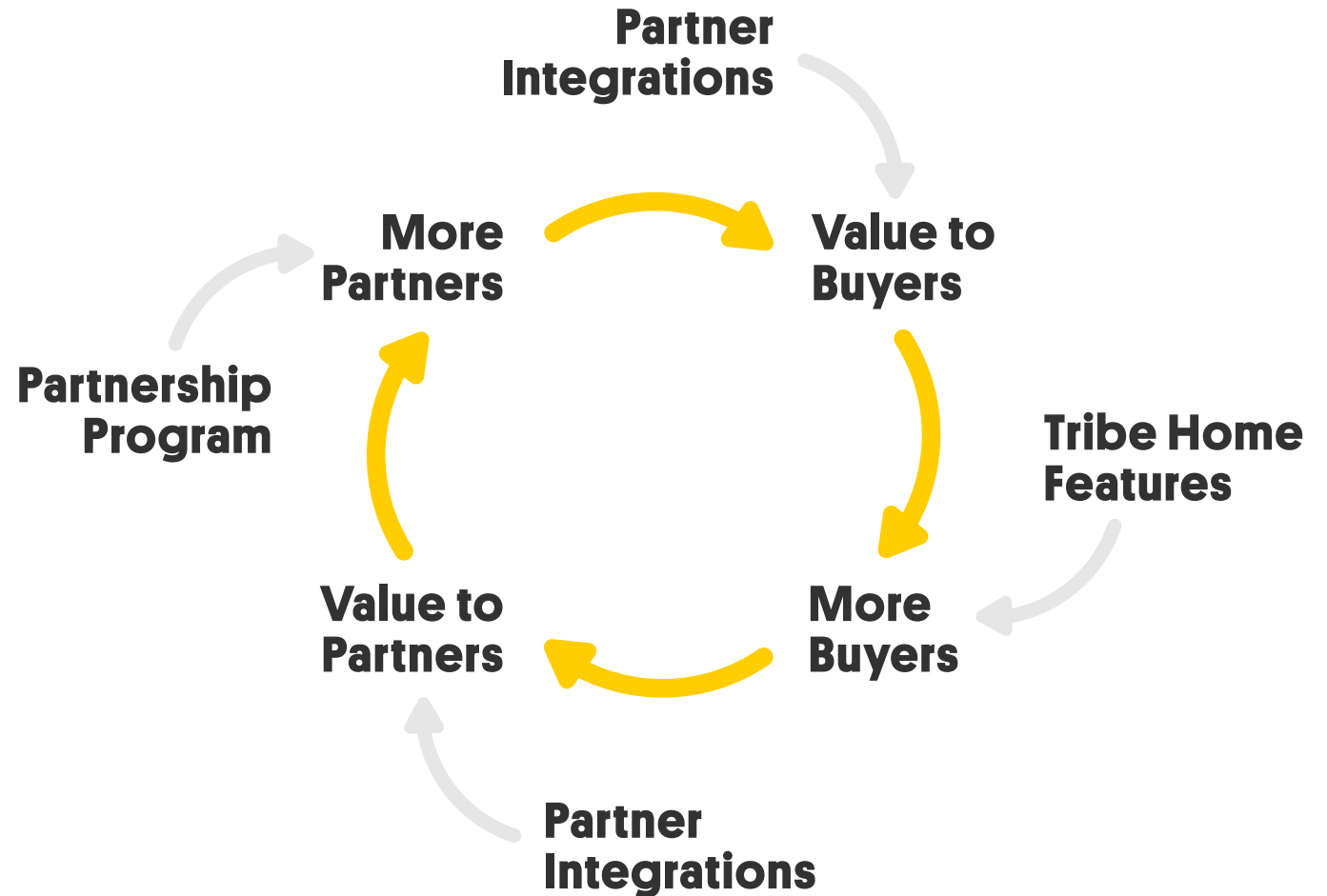
#### Tribe Home / Tribe Home Pro Features:

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

### Goals:

**Increase Revenue Per Homes**

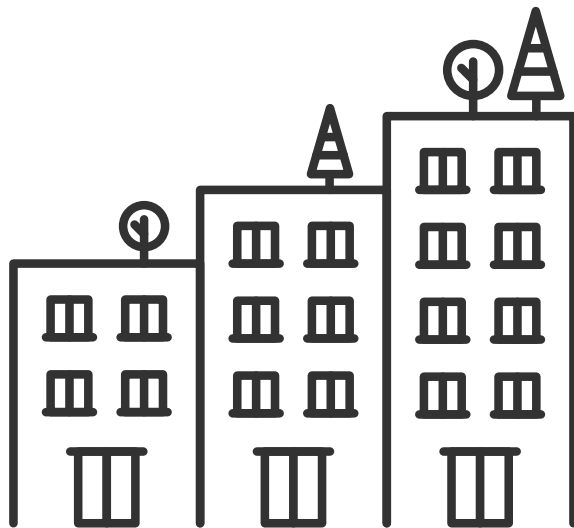
**Increase Number of Homes**





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

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



**Tribe-Digitized Residential Community\*:  
\$30/Home and \$5 Ops Transactions  
and Digital Partnership Revenue**

**44% Gross Margin\***  
**4% Churn\***

<b>\$30</b>	<b>Revenue Per Home</b>
<b>\$5</b>	<b>Ops Transactions</b>
\$1.1**	Insurance Sales**
\$2.25**	Sub-Metering**
\$2**	Grocery Delivery**
\$1.50**	Telecomm**
++	Other**
<b>\$40++</b>	<b>Sub Total</b>

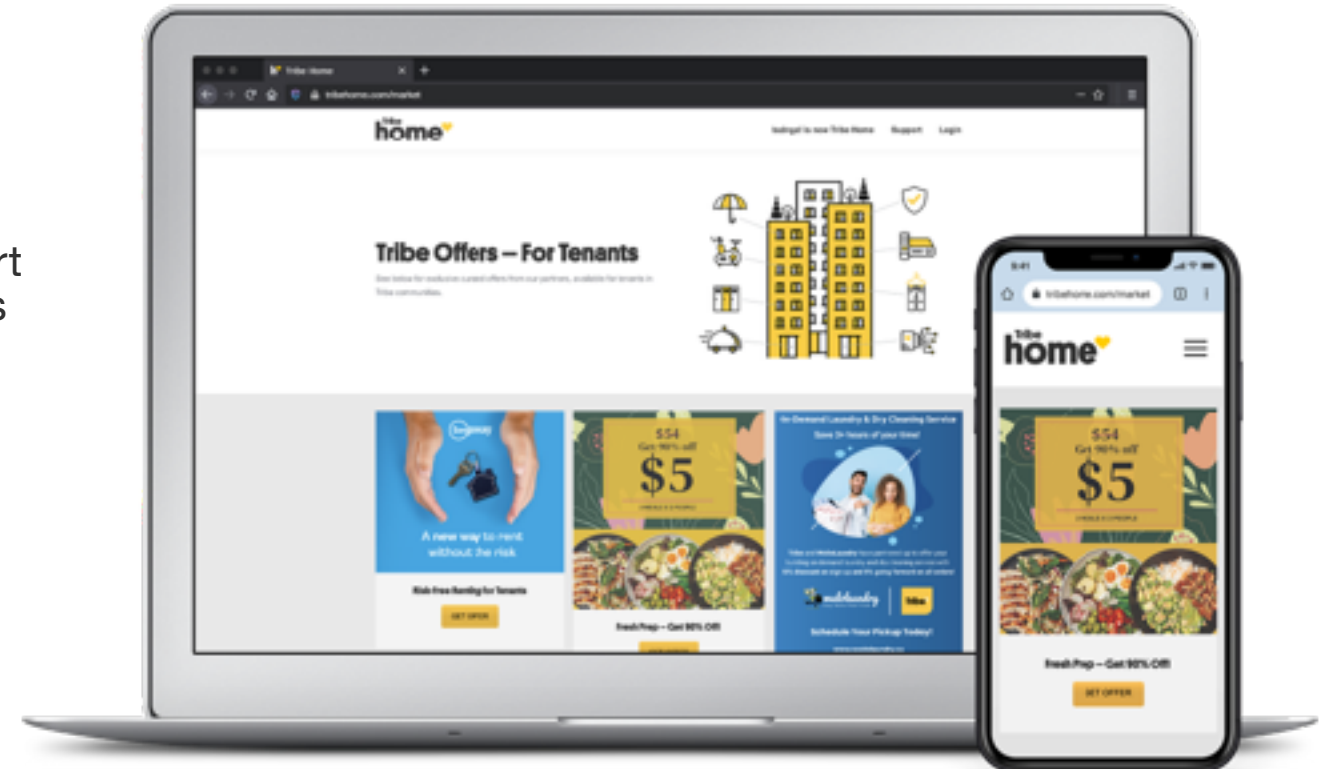
\*As of March 31, 2022

\*\* examples of digital partnerships program revenue

## Simplifying people’s lives by leveraging the group buying power of the 100,000+ people living in Tribe-enabled buildings.

Tribe connects clients with services that support their daily living through carefully curated offers in our two-way marketplace.

- Food delivery
- Laundry & dry-cleaning service
- Insurance
- Internet, phone & cable
- And more!



**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*

**30% Conversion Rate (+15% from Q4 2021)**

\*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*

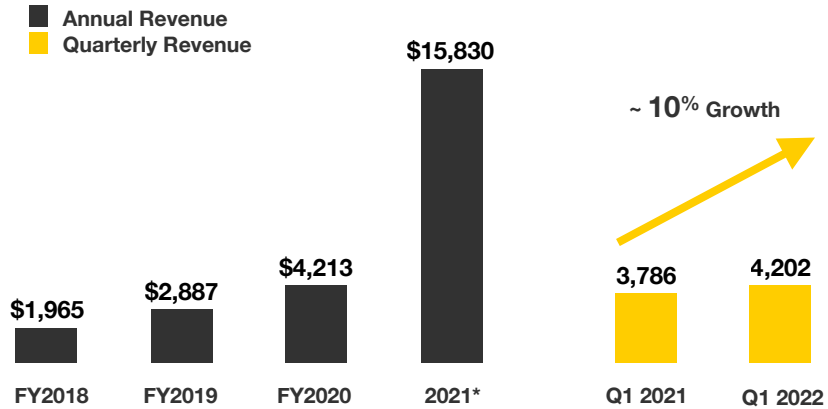
*20% Conversion Rate*

*Bundle Packages for Newly Built Communities or New Owners*

*Have Units Dialed Up and Move-In Ready*

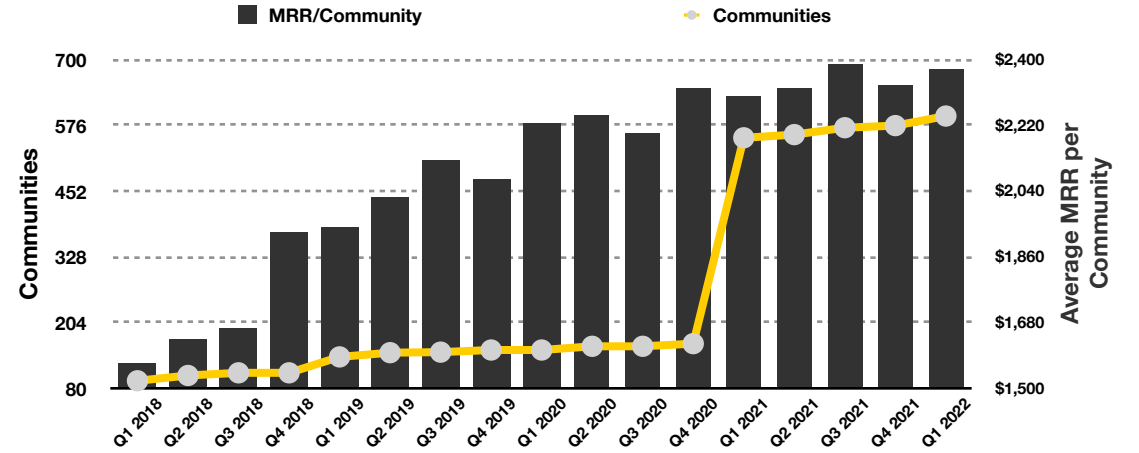
*Leverage Community Size for Unique Offerings*

## Consolidated Revenue (000's)\*

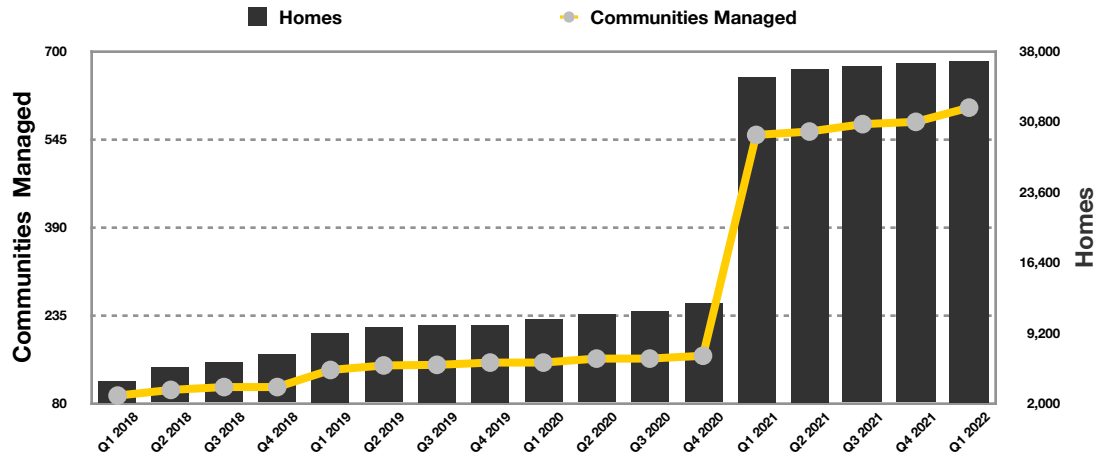


\*Company has changed its year-end from April 30 to December 31, effective FY2021.

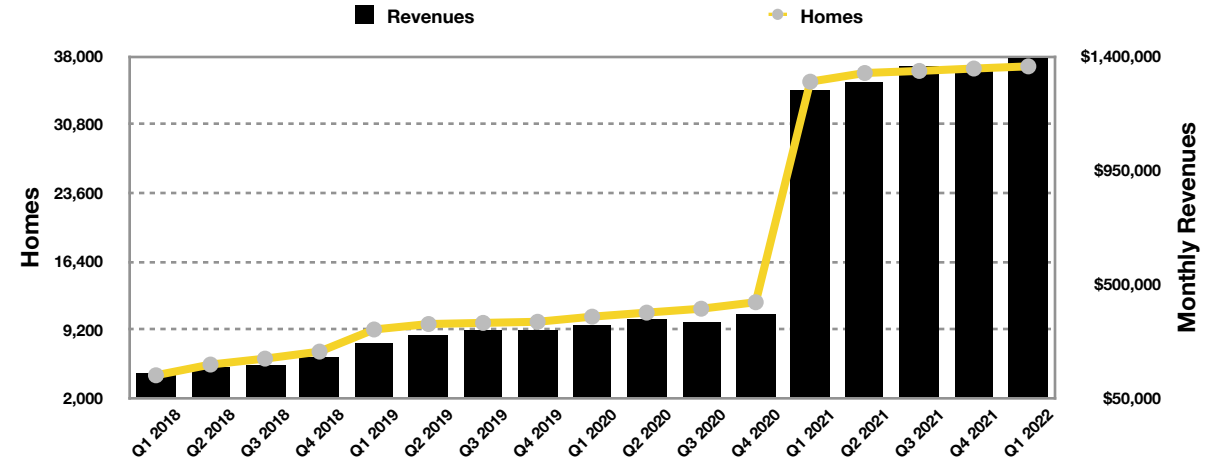
## Average MRR per Community



## Homes + Communities Managed



## Homes MRR Growth



	# millions	\$ millions <sup>(2)</sup>
Basic Shares Outstanding	21.20	-
Warrants (@ \$5.10, Jan 2025 Expiry)	5.25	26.8
Options / Comp Options (1)	1.60	7.1
Cash	-	15.9
<b>Total</b>	<b>28.05</b>	<b>49.8</b>



## Top 5 Shareholders

Name	%
Aquilini	21.2%
TY & Sons	14.7%
Round 13	11.8%
Joseph Nakhla (Tribe CEO)	10.1%
Peterson	7.4%

## Analyst Coverage

Firm	Analyst	Contact
Laurentian Bank Securities	Frederic Blondeau	<a href="mailto:blondeauf@vmbi.ca">blondeauf@vmbi.ca</a>



**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



**Shobana Williams**  
VP Investor Relations



## Mike Willis

**Tribe Board Chair + Audit Committee Chair, CFO Group14 Technologies**

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.



## 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.

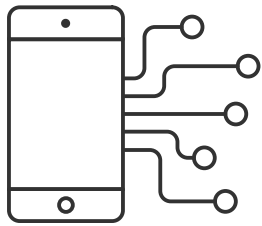


## Sanjiv Samant

**Tribe Board Member, Managing Partner, Round13 Growth Fund II, L.P**

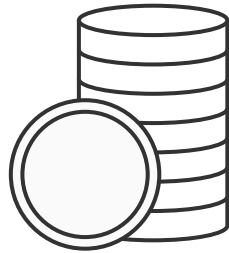
Sanjiv joined Round13 Capital at the beginning of 2020 to establish the Round13 Growth Fund as a Founder and Managing Partner. He has spent 20+ years in the technology & healthcare sectors, and is one of Canada's most experienced and widely respected growth company advisors and financiers.

01



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

02



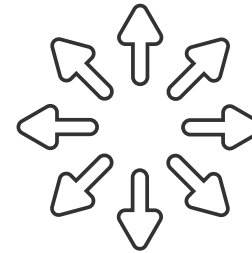
**Multiple revenue streams** thanks to end-to-end approach servicing all community living stakeholders

03



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

04



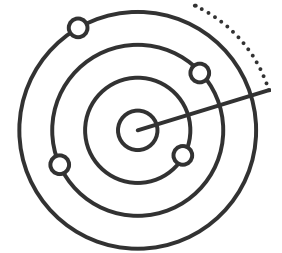
Proven aggressive **M&A strategy** set to see Tribe expand in Canada and US market

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

**US Disclaimer**

This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities of, or to engage in any other transaction with Tribe Property Technologies Inc. ("Tribe" or the "Company") or any other person. None of the Company's securities have been registered with or approved or disapproved by the U.S. Securities and Exchange Commission or by any state or foreign securities commission nor has the U.S. Securities and Exchange Commission or any state or foreign securities commission reviewed or passed upon the accuracy or adequacy of this presentation. No independent person has confirmed the accuracy or truthfulness of the information contained in this presentation, nor whether it is complete. Any representation to the contrary is illegal. The information in this document is not targeted at the residents of any particular country or jurisdiction -and is not intended for distribution to, or use by, any person in any jurisdiction or counter-where such distribution or use would be contrary to local law or regulation. Tribe reserves all rights in and to this presentation. Subject to change.

**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; an acquisition may not be completed; an acquired business may not be successfully integrated; the Company may not continue with its M&A strategy; the Company may not experience increased revenue opportunities following an 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 future of COVID-19 and the effect it could 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.

The word "Appendix" is centered on the page in a bold, black, sans-serif font. A small yellow horizontal bar is positioned under the letter "d". The background of the entire page is a light gray pattern of various line-art icons, including a stork, a car, a wrench, a teapot, a magnifying glass, a guitar, a sun, a building, a dog, a heart, a cow, and a horse.

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

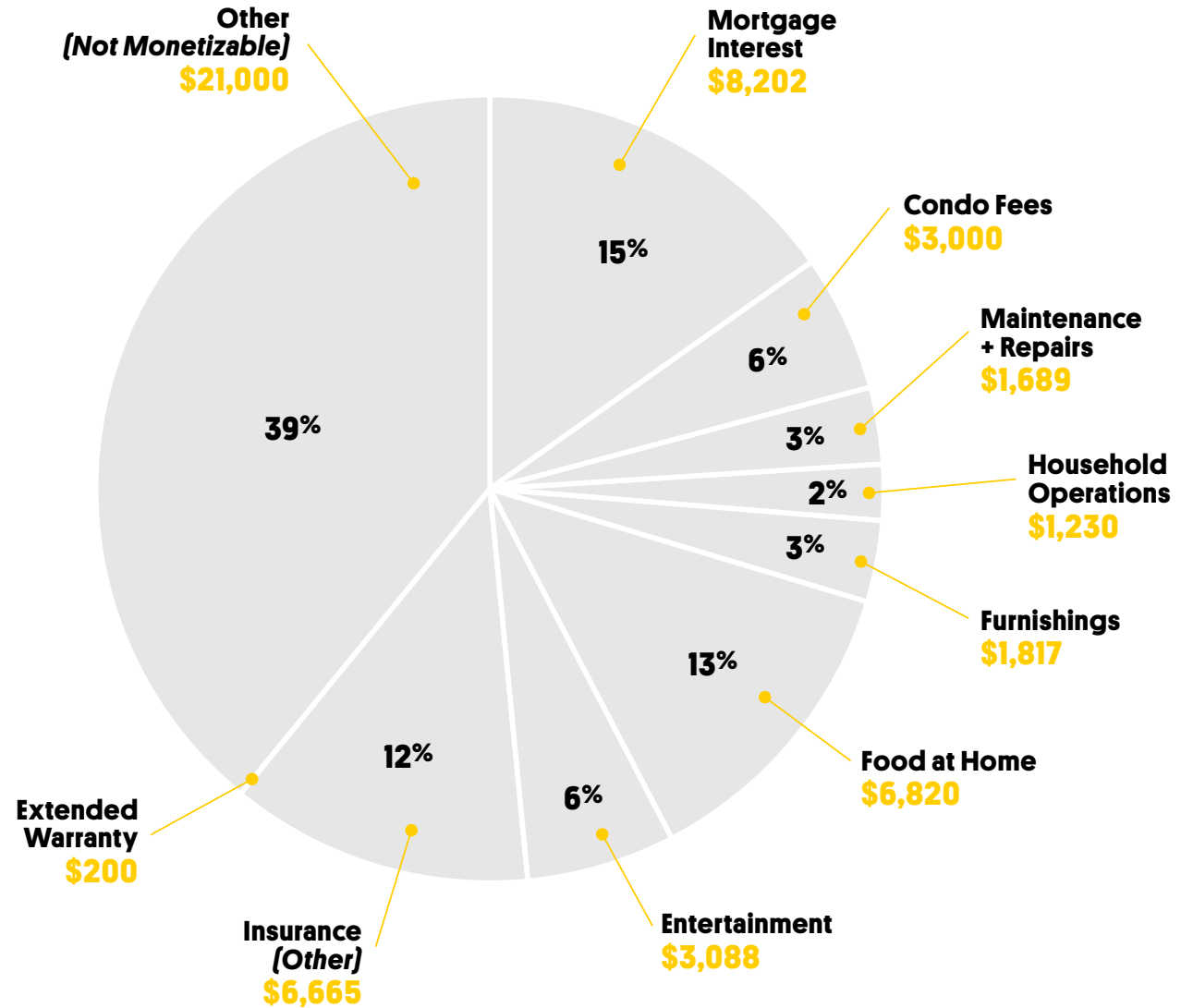
Building  
Operations

**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





**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**

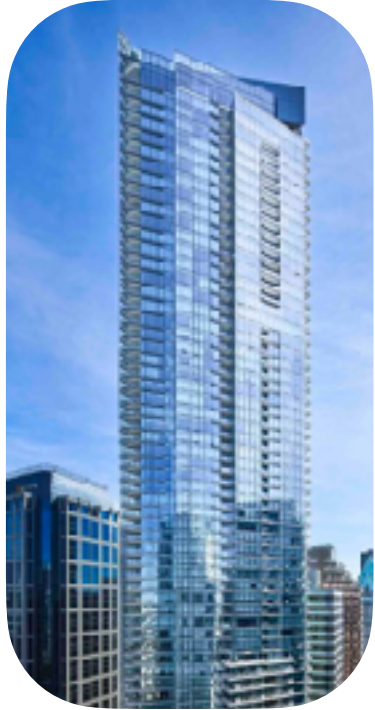


**Asset Purchase**  
**November 1st, 2021**



**Share Purchase**  
**June 30th, 2022**

Shangri-La



Silver Sea



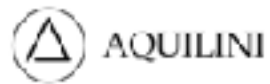
Woodward's



One Harbour Green



Waterfall + Starling



**Aqua**



**Arbutus Gardens**



**The Rise**



**Waterstone Pier**

