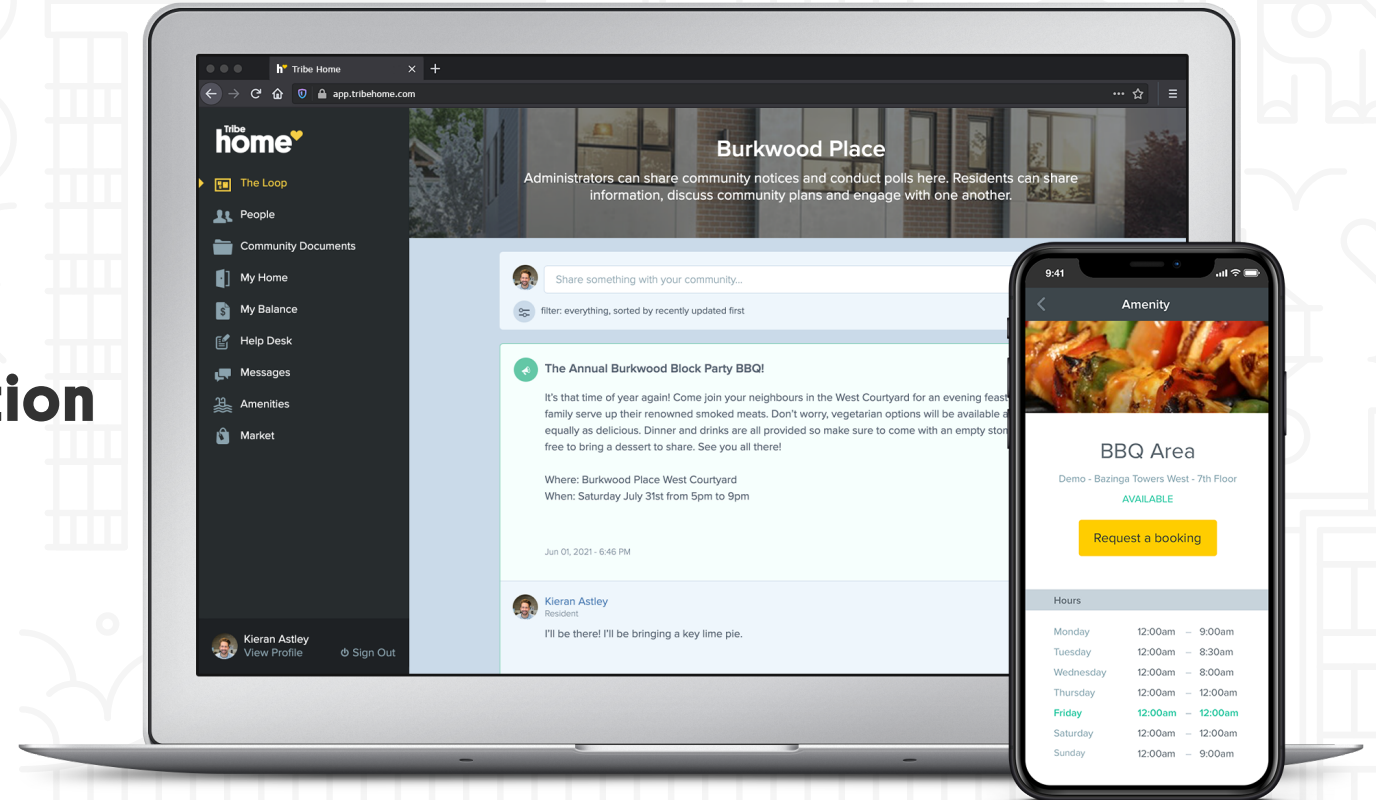




Community Living, Simplified

## Q2 - 2022 Financial Results Presentation

August 29, 2022



TribeTech.com

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

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.

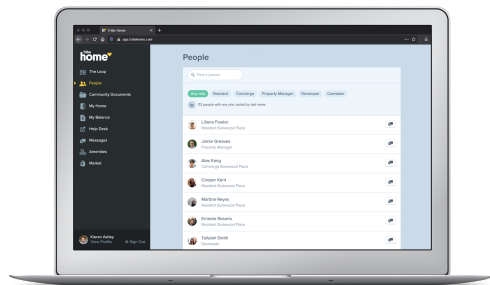
## **Cautionary Note On Use of Non-GAAP Measures.**

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.

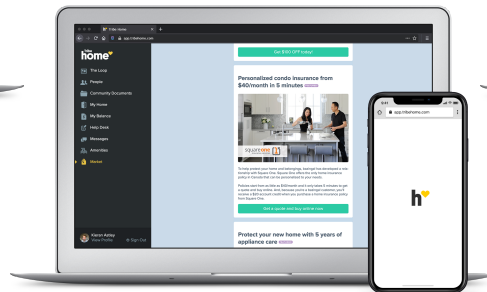
In this presentation non-GAAP measures include "Average Digital Cost Per Lead", "Average Cost per Community Acquisition" and "monthly recurring revenue (MRR)" and "Average Community Lifetime Value". As noted, these non-GAAP measures have been included as indicators to assess companies such as ours. Similarly, 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.

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

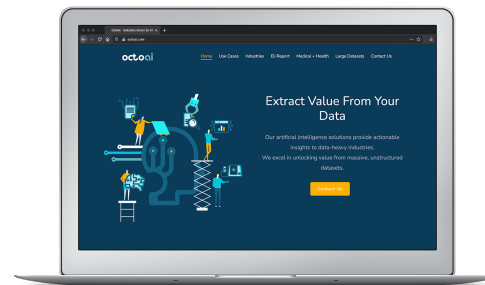
### Digital Owners Engagement and Information Access



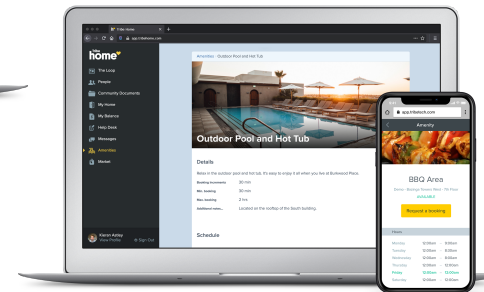
### Digital Marketplace for Owners and Communities



### Community Spending Benchmarking



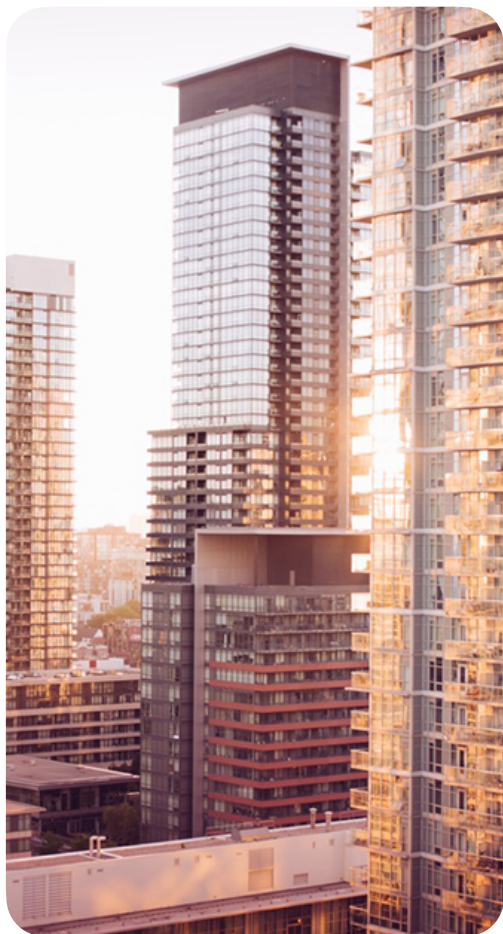
### Digital Shared Services for Communities



### Day-to-Day Management Services



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



**\$19.8 Billion+**

Total Asset Value  
under Management\*

**110,000+**

Number of homes using our  
technology

**94,000+**

Number of Residents  
in Tribe-Managed  
Communities

**\$212 Million+**

Annual Budgets  
managed on behalf  
of our Communities

**25 Million+ SF**

Condo/Strata Square  
Feet Managed

**218+**

Tribe Employees

**\$105 Million+**

Annual rent collected on  
behalf of our Clients

**8 Million+ SF**

Rental & Commercial Square  
Feet Managed

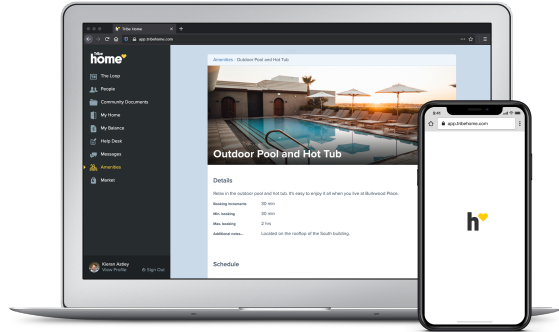
**455 Million+**

Community Data Points

Updated June, 2022

\*Updated as of April, 2022





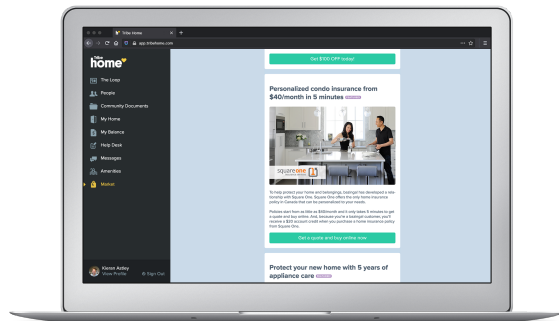
## Software and Service Revenue

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



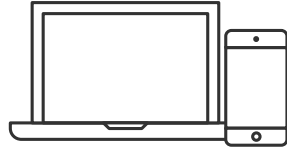
## Transactional Revenue

- *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*



## Quarterly Revenue

Tribe reports Q2, 2022 quarterly revenue of **\$4.33 million**.



## Capital Markets Activity

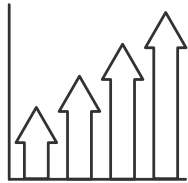
Appointed VP Investor Relations **Shobana Williams**, and appointed 6th Director **Sanjiv Samant**, to the Board.



## Expanded Partnerships

2 additional Digital Partnerships

- **Wyse** Meter Solutions (national)
- **Wedolaundry** (BC & ON)



## Expanded M&A Funnel

**10 acquisitions** completed-to-date.

- **Southview** closed June 30
- **Martello** agreement signed subsequent to quarter end.



## Organic Growth

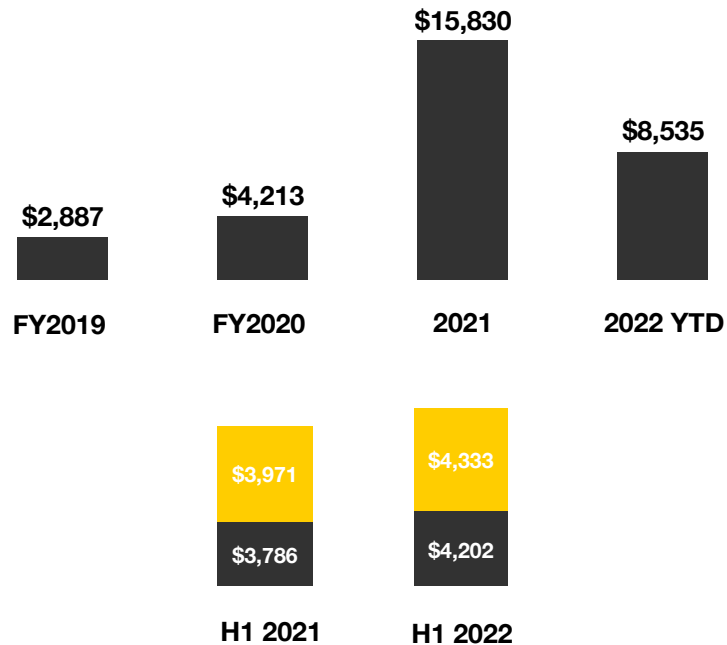
Continue to **grow** our organic footprint nationally through direct sales.



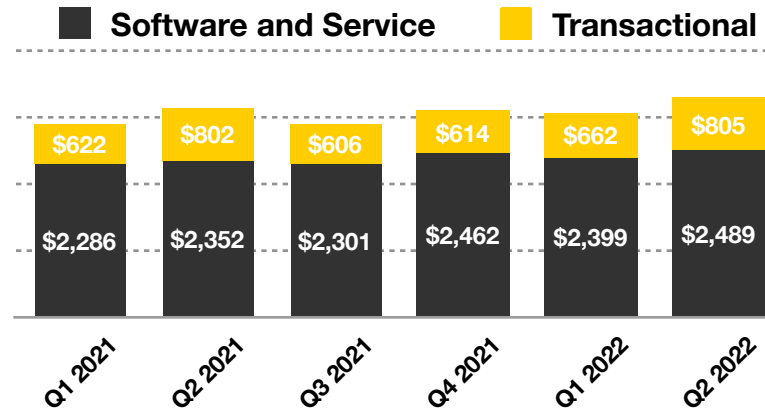
## Two-Way Marketplace

Developing a two-way marketplace currently in **pre-launch** phase.

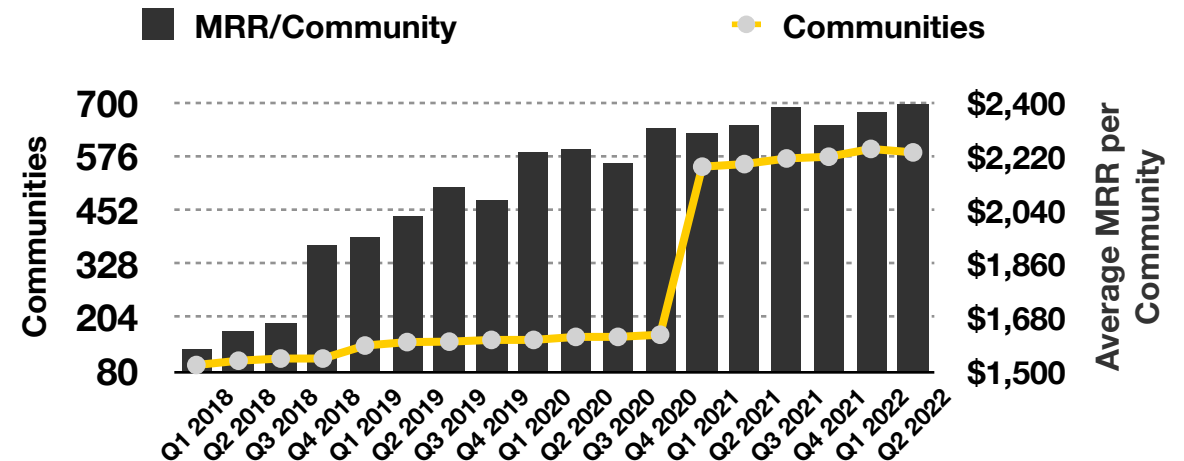
## Consolidated Revenue - (000's)\*



## Monthly Software and Transactional Revenue per Building



## Average MRR per Community\*



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

Buildings from June 30<sup>th</sup>, 2022 acquisition of Southview were not included as they did not generate revenue for the Company until July 1<sup>st</sup>, 2022.

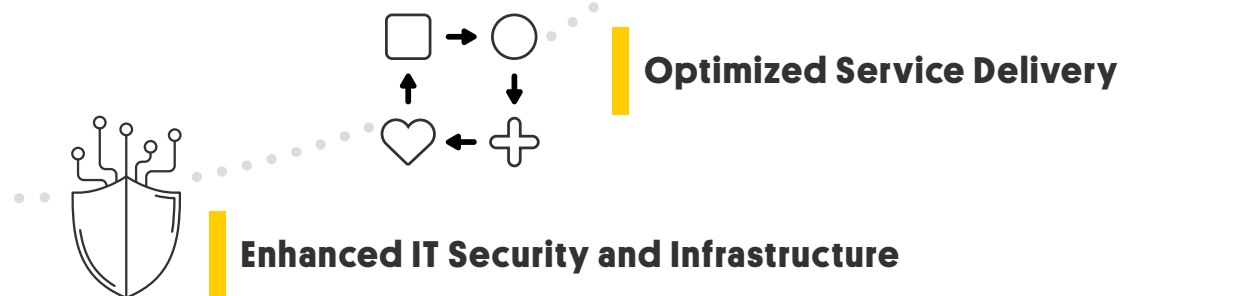
**The company is positioned to execute on an aggressive M&A opportunity of Property Management and Prop-Tech companies in North America.**

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.

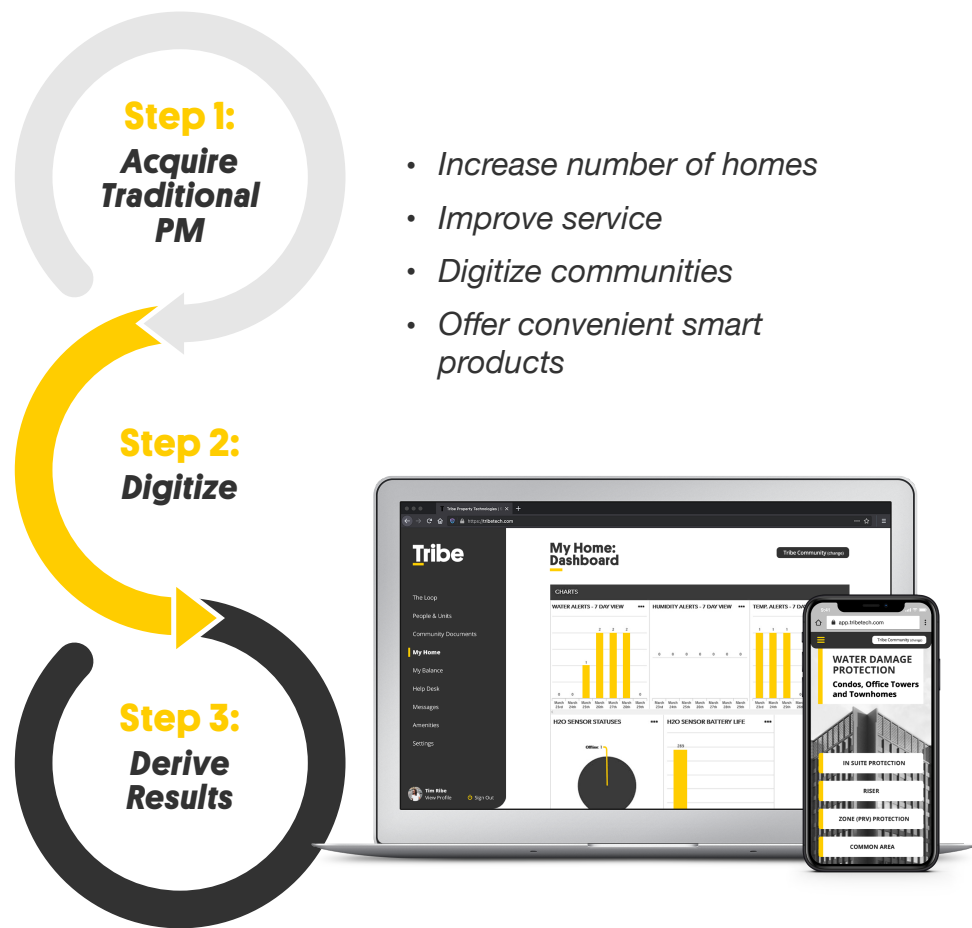
### Acquisition Criteria

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

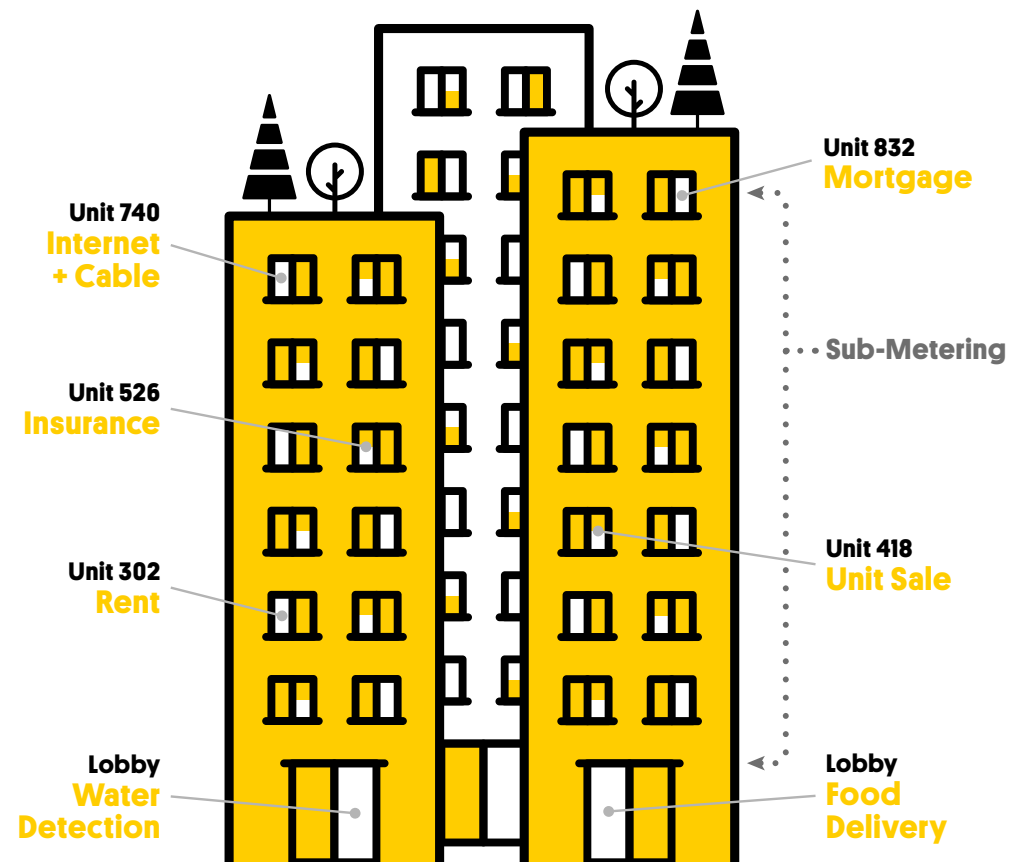
**Integration Team of 15 Professionals**  
**In-House Expertise**  
**M&A Playbook**  
**Successful History of 10 Acquisitions**



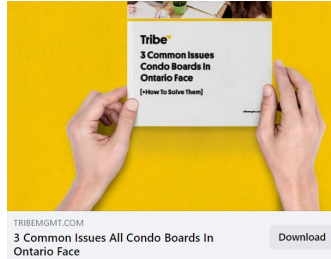
## Growing our footprint: M&A and integrations



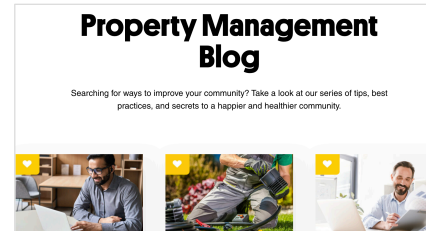
## Growing our Digital Services: In-house and partnerships



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

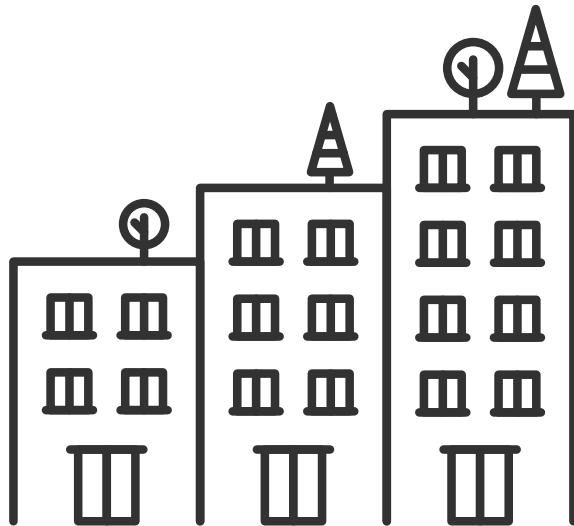
Average Lifetime Community Value:

**\$683,945\***



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

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



\*YTD June 30, 2022

**Tribe-Digitized Residential Community\*:  
\$31/Home and \$5 Ops Transactions  
and Digital Partnership Revenue**

**42% Gross Margin\***  
**4% Churn\***

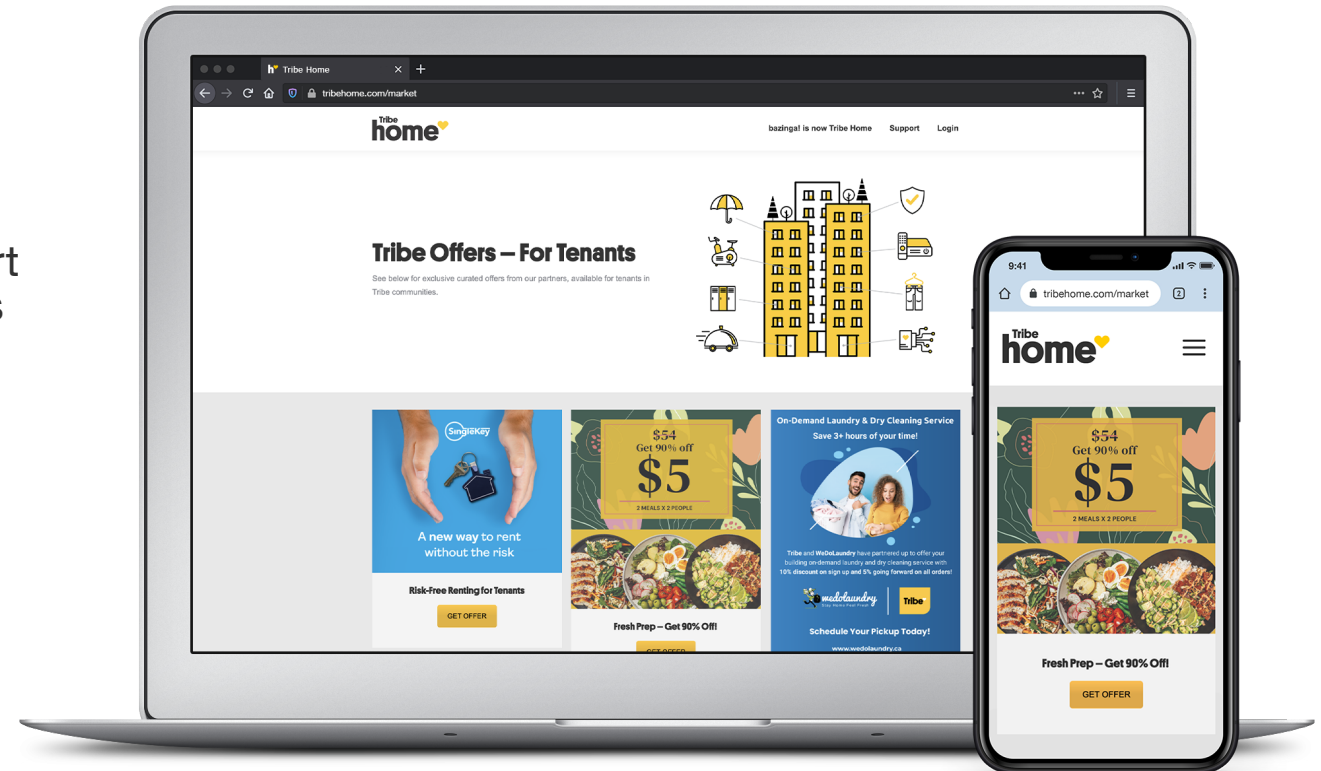
\$31	Revenue Per Home
\$5	Ops Transactions
\$1.1**	Insurance Sales**
\$2.25**	Sub-Metering**
\$2**	Grocery Delivery**
\$1.50**	Telecomm**
++	Other**
<b>\$40++</b>	<b>Sub Total</b>

\*\* 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 continues to add digital partnership offers to our communities, realizing additional recurring revenue opportunities.

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

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

**37%** *Conversion Rate*

**36%** *Increase in revenue over Q1 2022.*

\*Insurance offer to full transaction

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

**Tribe** +  **TELUS®**

**48%** *in revenue over Q1 2022.*

*Bundle Packages for Newly Built Communities or New Owners*

*Have Units connected and Move-In Ready*

*Leverage Community Size for Unique Offerings*

	millions#	millions\$(1)
Basic Shares Outstanding	21.24	-
Warrants (@ \$5.10, Jan 2025 Expiry)	5.25	26.8
Options / Comp Options	1.13	4.7
Broker Warrants	0.46	2.3
<b>Total</b>	<b>28.08</b>	<b>33.8</b>

**Industry  
& Strategic  
Investors  
40%**



**Founders,  
Directors &  
Management  
25%**

**Institutional &  
Retail Investors  
35%**

## Analyst Coverage

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



**Expand M&A Funnel**



**2-Way Marketplace**



**Industry Outlook**

# Q&A