

# Tribe

Community Living, Simplified

TSXV: TRBE | OTCQB: TRPTF

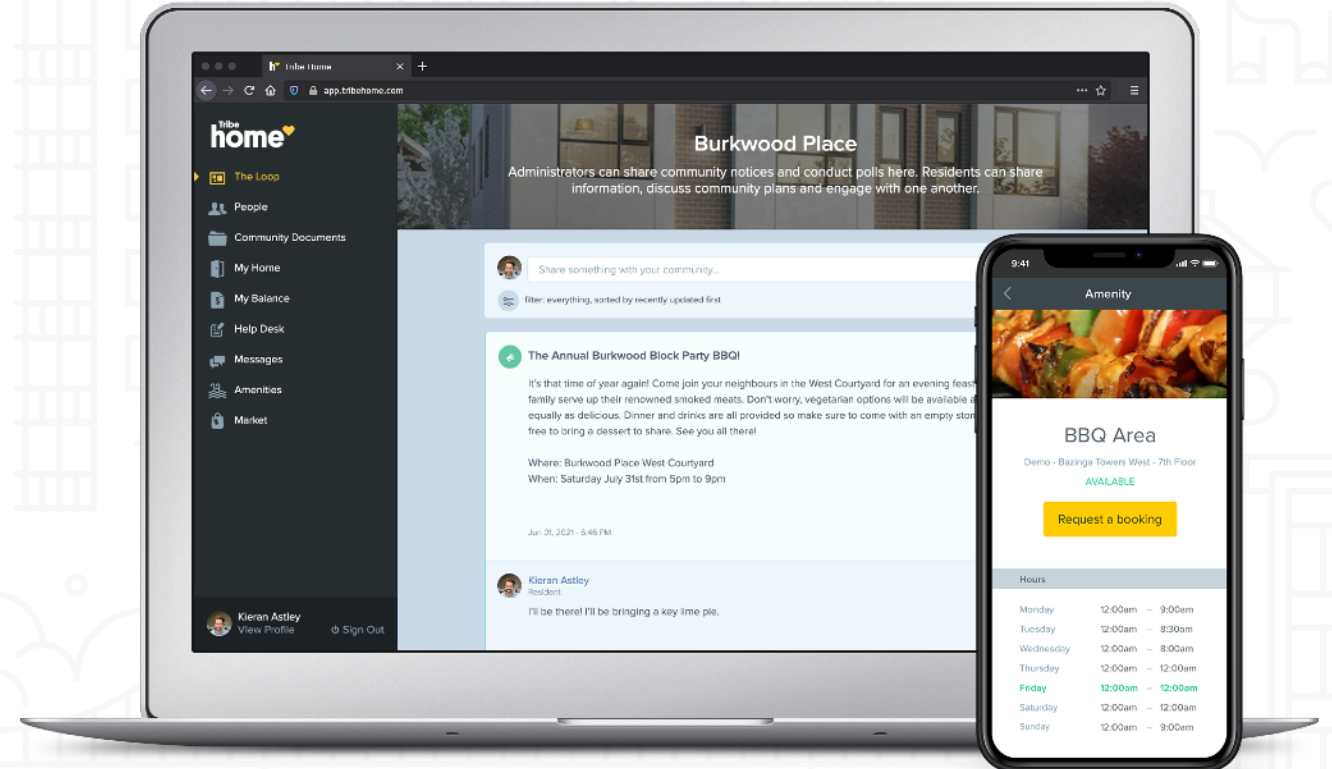
## Investor Presentation

50

Technology Fast 50  
2022 CANADA WINNER  
Deloitte.

500

Technology Fast 500  
2022 NORTH AMERICA  
Deloitte.

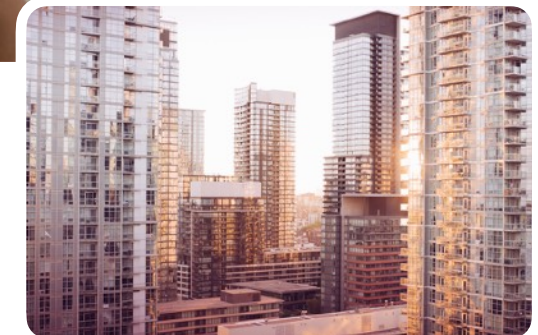
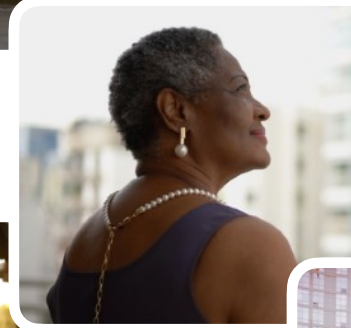
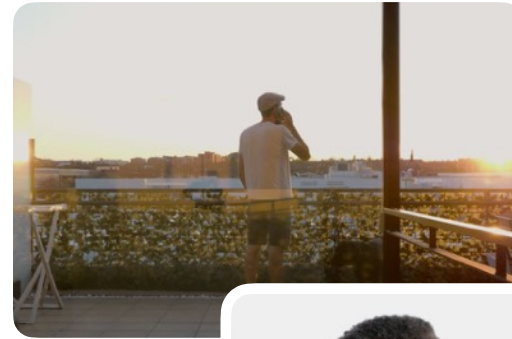


## Modernizing traditional living

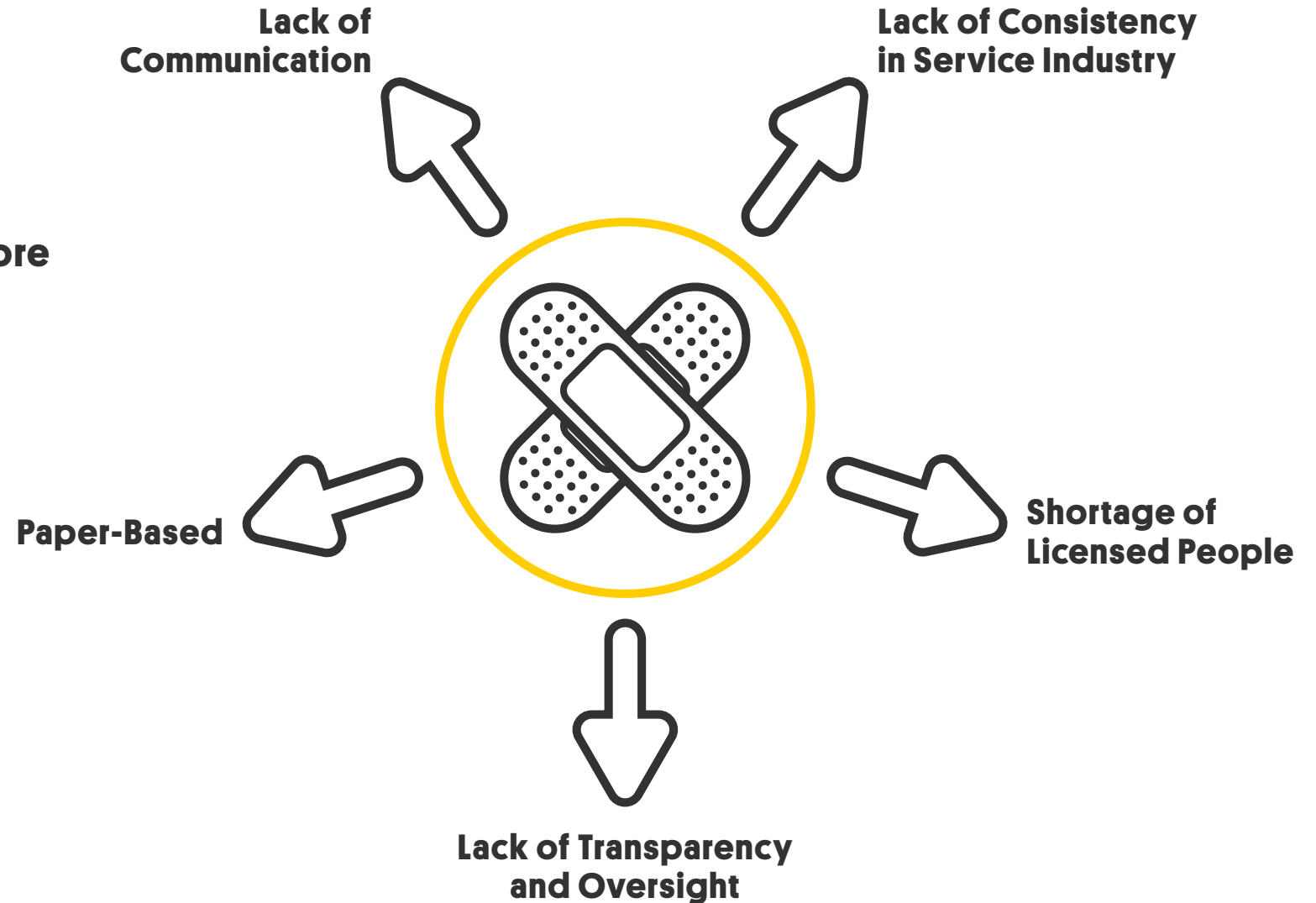
**80 million+** North Americans live in condos or managed communities. These communities are **complex networks**, or mini-cities.

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)

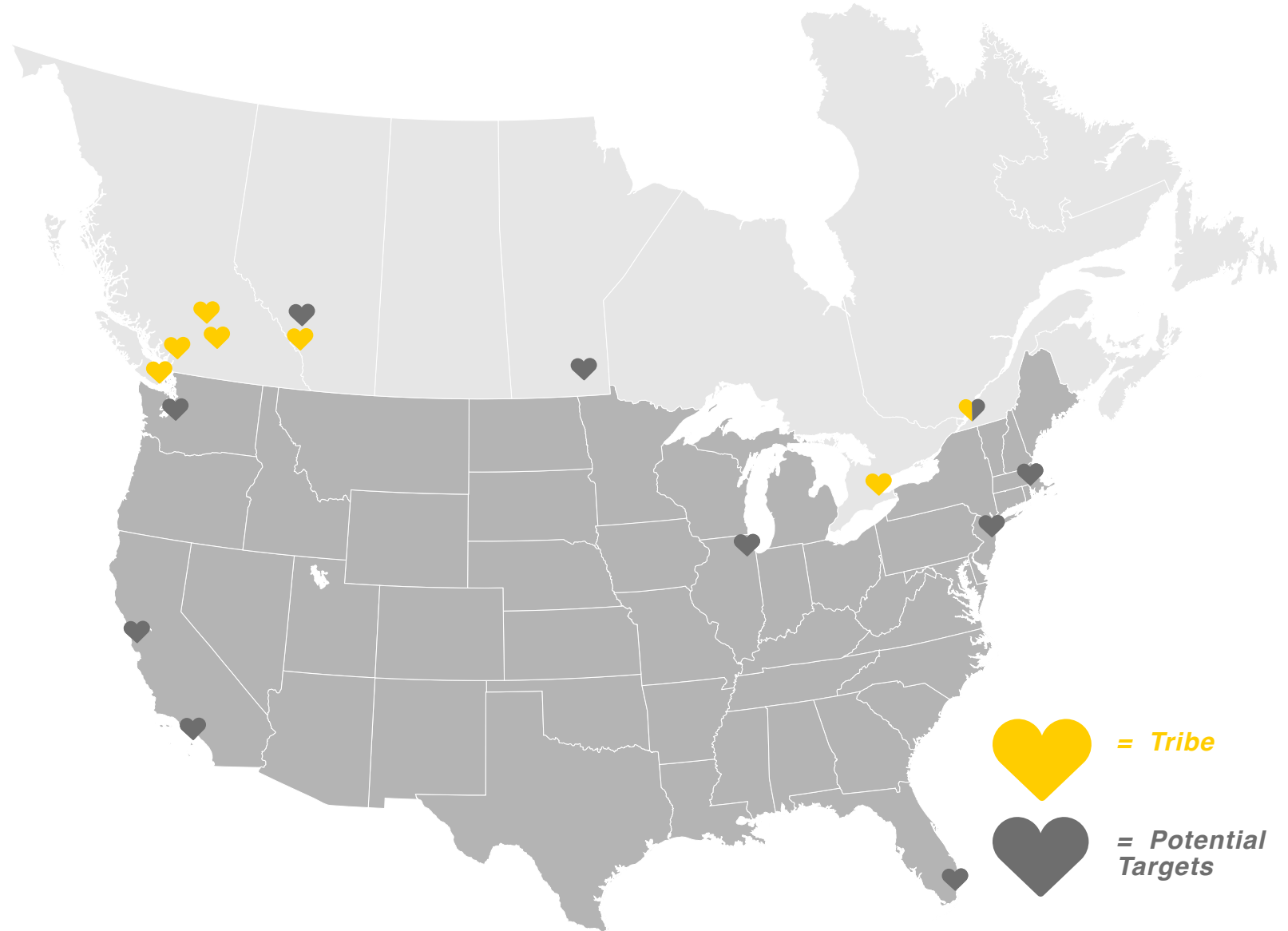


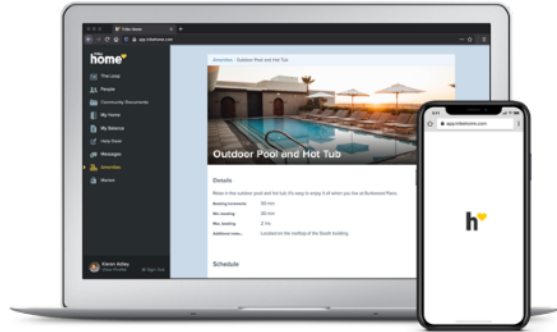
## Canadian Footprint:

- 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





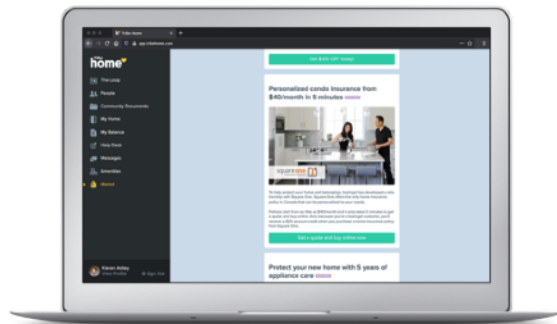
## Software and Service Recurring Revenue

*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*

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

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

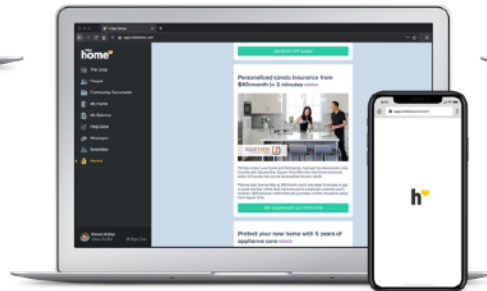


### One-stop-shop alternative to traditional property management.

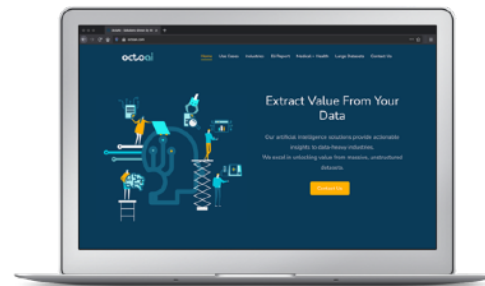
**Digital Owners  
Engagement and  
Information Access**



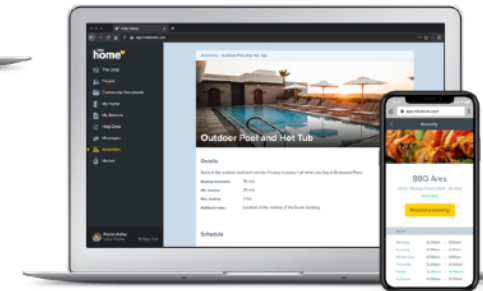
**Digital Marketplace  
for Owners and  
Communities**



**Community  
Spending  
Benchmarking**



**Digital Shared  
Services for  
Communities**

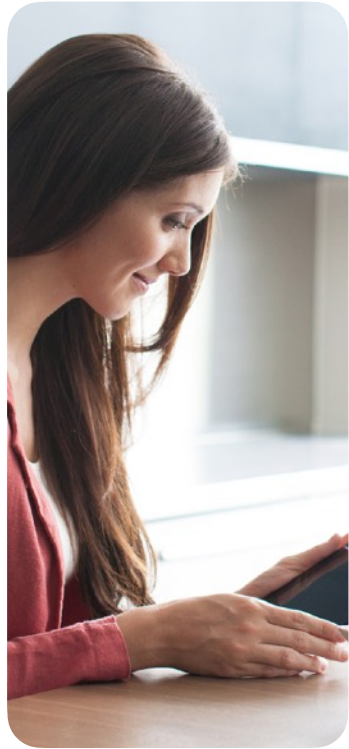


**Day-to-Day  
Management  
Services**



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

### Owners



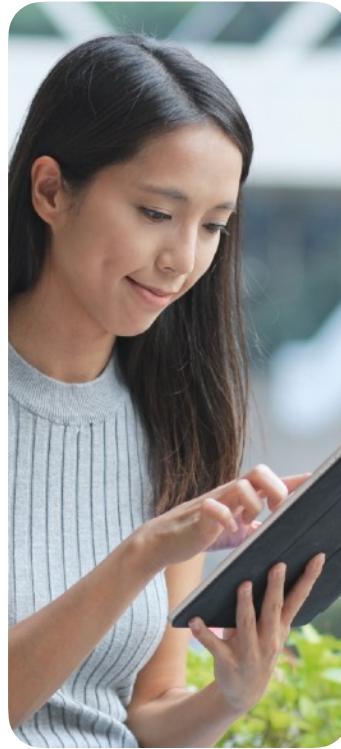
- Trackable Communication
- 24/7 access
- Community Information
- Building Health
- Payment Options
- Exclusive Offers

### Councils & Boards



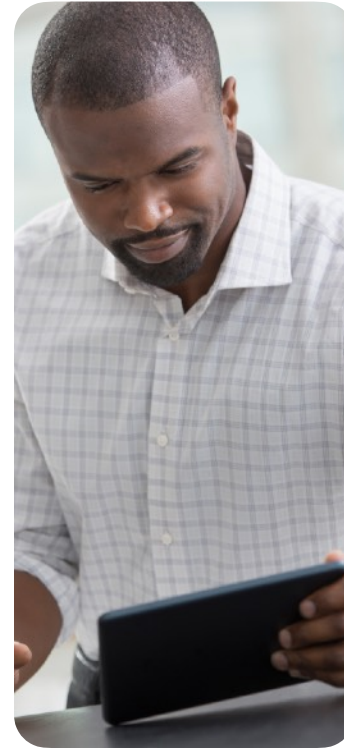
- On-Demand Access
- Important Records and Documents
- Full Transparency and Accountability
- Communication Records

### Property Managers



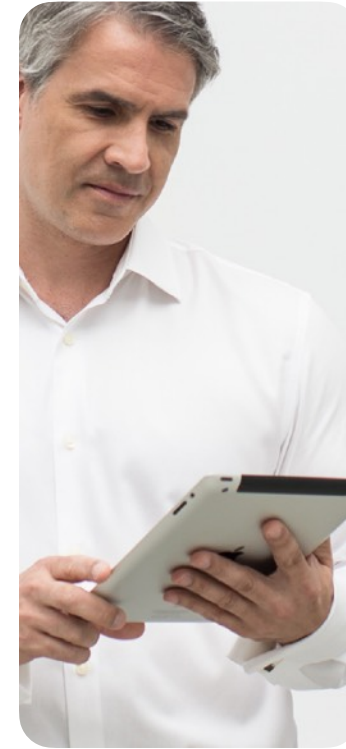
- More Efficient Processes and Tools
- Ability to Focus on Service
- Improved Industry Reputation

### Landlords



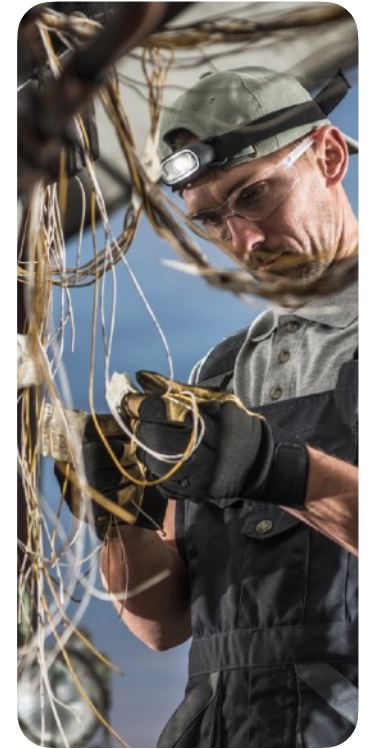
- Organized Data
- Easy Payments
- Improved Tenant Relationships
- Improved Workflows

### Developers

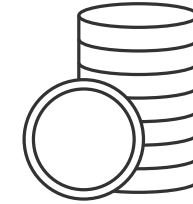
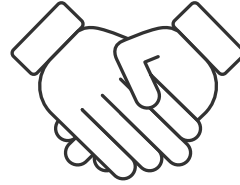
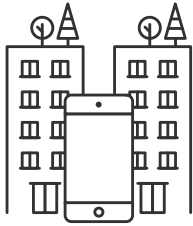


- Tools to Track all Deficiencies
- Access to Building Data
- Digital Owners' Manuals
- Seamless Hand-Over to Management Team

### 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

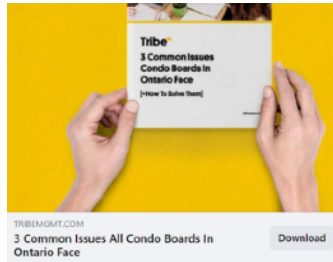
### Financing of \$21 million, 3 Acquisitions, 1 Market Launch

#### Deloitte Fast 50™ & 500™

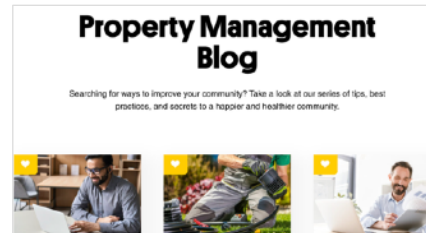
Oversubscribed financing led by Round13 Growth Fund (Round13), a highly respected, late-stage growth equity investment fund. Three BC-based acquisitions were completed in 2023. We launched our curated digital marketplace for owners & residents.



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 Q3 2022: **114** ( **-19.5%** )  
Q3 2021: 141

Win Percentage Q3 2022: **37.5%** ( **+92%** )  
Q3 2021: 19.5%

Avg. Digital Cost Per Lead Q3 2022: **\$21.64** ( **-2.57%** )  
Q3 2021: \$22.21

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.

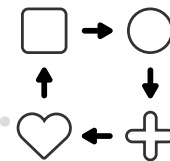
### Acquisition Criteria

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

**Integration Team of 15 Professionals**  
**In-House Expertise**  
**M&A Playbook**  
**Successful History of 11 Acquisitions**



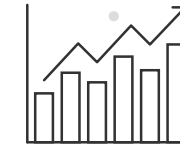
**Enhanced IT Security and Infrastructure**



**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 1, 2021**



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



**Asset Purchase**  
**July 30, 2022**

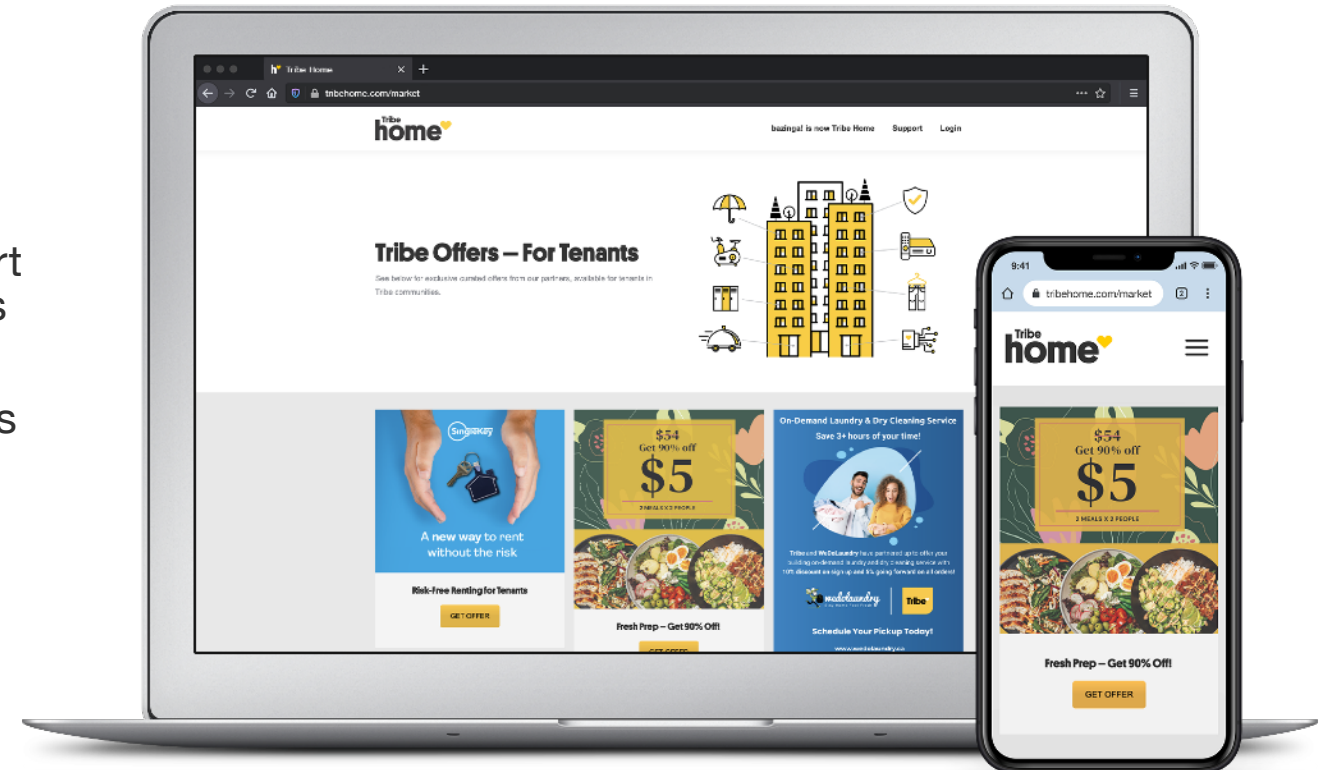


**Asset Purchase**  
**Agreement**  
**January 9, 2023**

## 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 digital marketplace.

- Filtered categories to help owners & residents find what they need.
- Able to segment offers by location, type and age of building.
- Easy “new offer” onboarding process.
- Supports efficiency and financial ease for homeowners and residents of Tribe’s multi-family communities.



10 new partnerships signed in Q3, 2022 including:



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



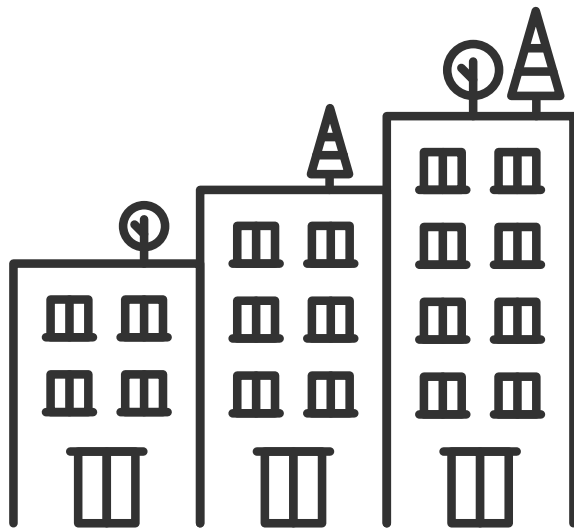
39% Conversion Rate

11.56% Increase in revenue over Q2 2022.

\*Insurance offer to full transaction

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

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



\*YTD September 30, 2022

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

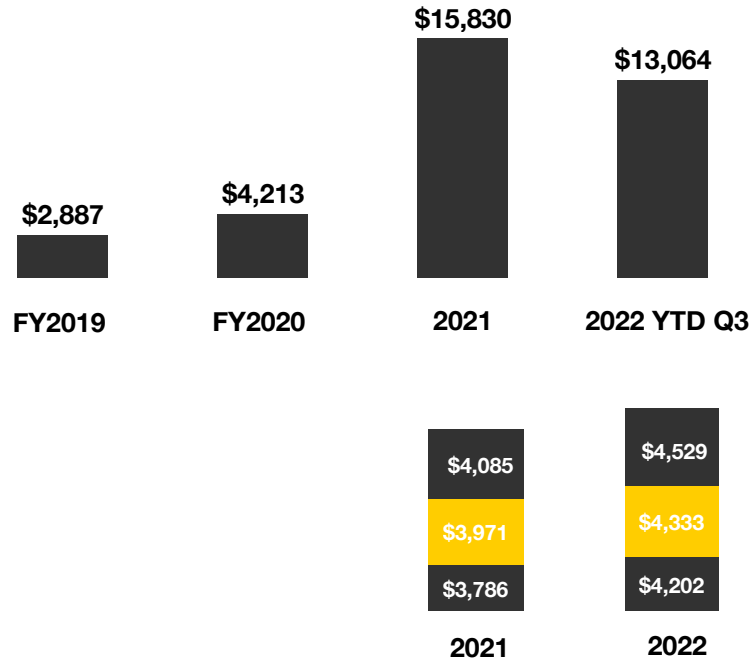
**39% Gross Margin\***  
**4% Churn\***

<b>\$31</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>

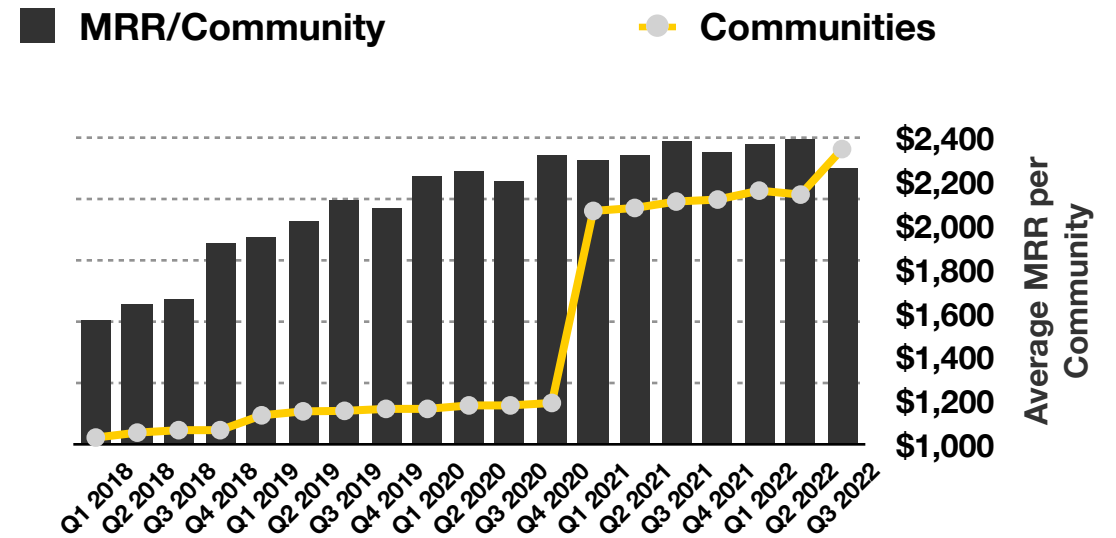
\*\* examples of digital partnerships program revenue



## Consolidated Revenue - (000's) (1)



## Average MRR per Community (2)



(1) Company has changed its year-end from April 30 to December 31, effective FY2021.

(2) Not normalized for acquired contracts.

	millions#	millions\$(1)
Basic Shares Outstanding	21.21	-
Share Warrants (@ \$5.10)	5.25	26.8
Options / Comp Options	1.38	4.7
Broker Warrants	0.46	2.3
<b>Fully Diluted</b>	<b>28.30</b>	<b>33.8</b>

**Industry & Strategic Investors**  
40%



**Founders, Directors & Management**  
25%

**Institutional & Retail Investors**  
35%

## Top 5 Shareholders

Name	%
Aquilini	21.2%
TY & Sons	14.7%
Round 13	12.5%
Joseph Nakhla (Tribe CEO)	10.1%
Peterson	7.5%

## Analyst Coverage

Firm	Analyst	Contact Details
Eight Capital	Kiran Sritharan	<a href="mailto:ksritharan@viiicapital.com">ksritharan@viiicapital.com</a>
Laurentian Bank Securities	Frederic Blondeau	<a href="mailto:blondeauf@vmbi.ca">blondeauf@vmbi.ca</a>
Stifel GMP	Suthan Sukumar	<a href="mailto:Ssukumar@stifel.com">Ssukumar@stifel.com</a>



**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.



**Jim Defer**  
CFO

Jim has held senior financial roles with a number of private and public companies over the past 25+ years, including a TSX listed technology company, a TSX-Venture listed energy company, and a CSE-listed healthcare company. Jim holds an Honours Degree in Commerce from the University of Manitoba, is a Chartered Professional Accountant, Chartered Accountant and Professional Business Valuator.



**Drew Keddy**  
COO

Drew has an extensive real estate background with three decades of experience in operations, most recently as President of Sutton Group Realty Services. Prior to his time at Sutton, Mr. Keddy was a former VP of Canada, VP of North American Operations and Director of Corporate Development with Colliers International.



**Dan Feeny**  
CTO

Dan brings over 20 years of technical and management experience to his role leading the Tribe Product, Engineering, and IT teams. A diversified IT professional, Dan has helped develop the Canada Arm 2 for the International Space Station and expanded the product set of a leading SaaS restaurant transaction data management company.



**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.



**Shobana Williams**  
VP Investor Relations

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



## 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.

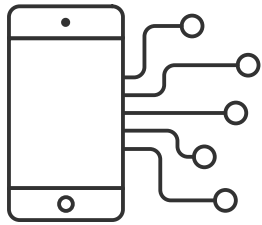


## Sanjiv Samant

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

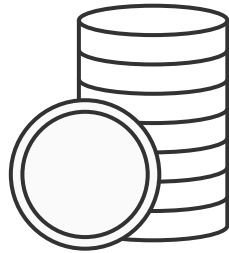
Sanjiv joined Round13 Capital at the beginning of 2020 to establish the Round13 Growth Fund as a Founder and Managing Partner. He has spent 20+ years in the technology & healthcare sectors, and is one of Canada's most experienced and widely respected growth company advisors and financiers.

01



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

02



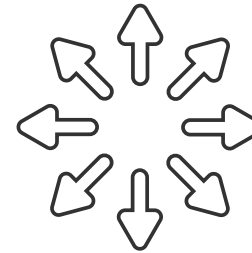
**Multiple revenue streams** thanks to end-to-end approach servicing all community living stakeholders

03



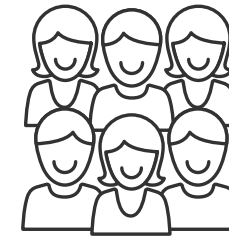
**Market penetration** already underway, with **rapid revenue growth** established and leading market position achieved

04



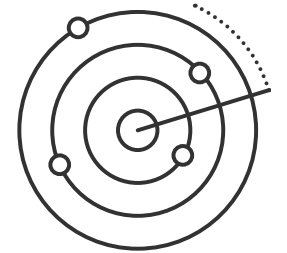
Proven aggressive **M&A strategy** set to see Tribe expand in Canada and US market

05

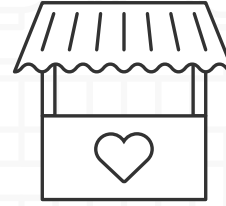


**Strong** cash balance and **experienced,** multi-disciplinary management team

06



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



## **One-Stop Shop**

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**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.**

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## **Thank You**



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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 "A". 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

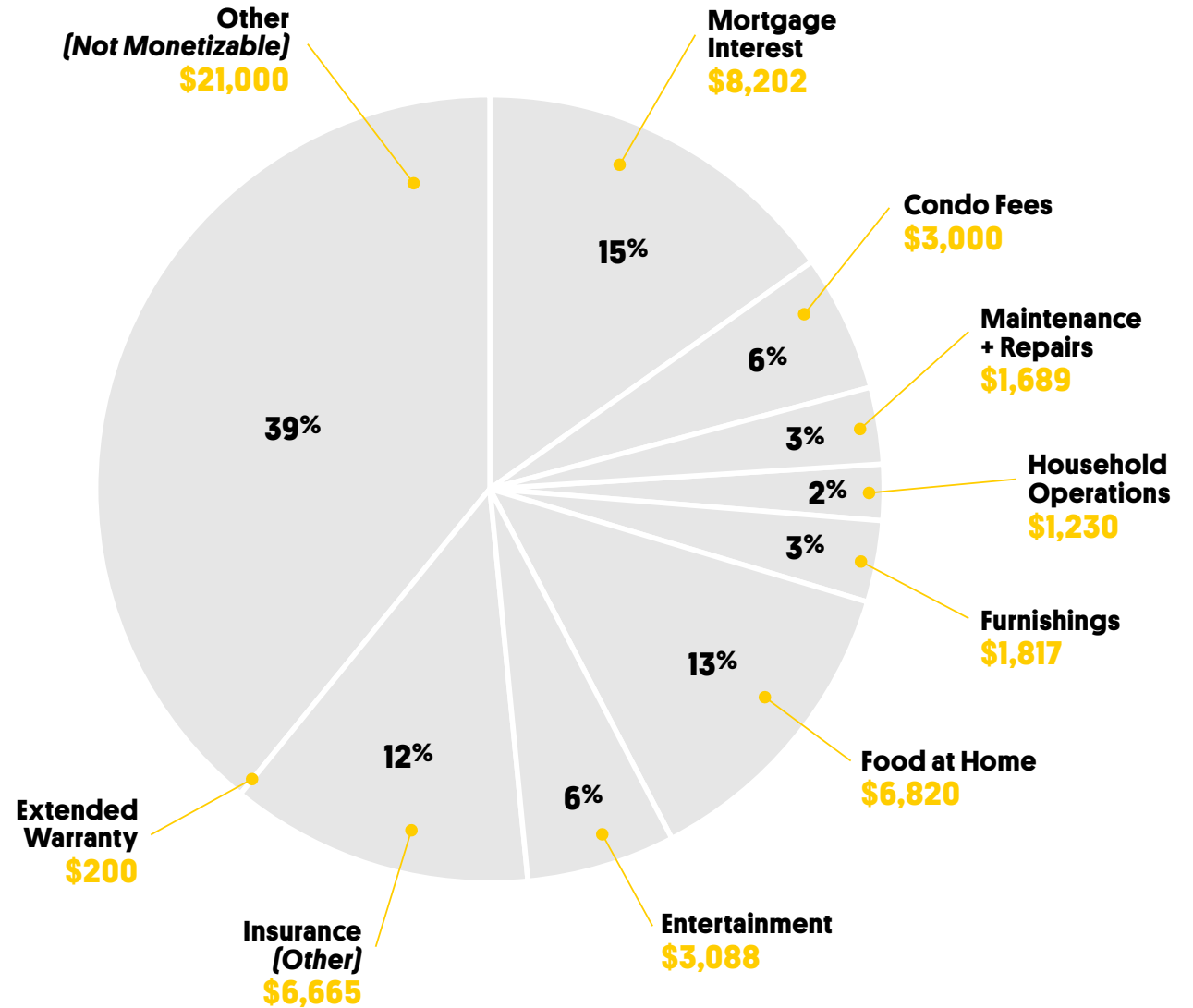
Building  
Operations

**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



Shangri-La



Silver Sea



Woodward's



One Harbour Green



Waterfall + Starling





**Aqua**



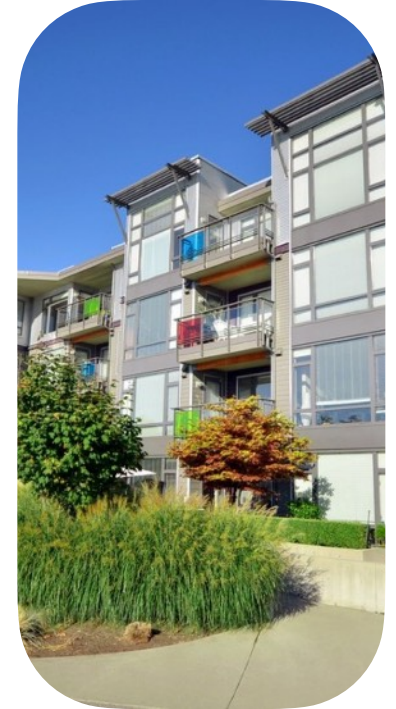
**Laurier House**



**The Rise**



**Waterstone Pier**





**Thank you.**