

TSX.V: INX OTCQX: INXS

# BE ONE STEP AHEAD

Corporate Presentation | 2024



WHERE EXECUTION EXCEEDS EXPECTATIONS.



## Legal Disclaimer

This presentation includes statements which may be considered forward-looking. These forward-looking statements are based largely on the expectations of management of the Company as at the date hereof and are subject to uncertain events and circumstances which are beyond the control of the Company. Actual results could differ materially from those anticipated. You acknowledge that any reliance on or use by you of this information shall be at your own risk. In no event shall the company, its directors, officers, employees, agents or advisors be liable for any damages of any kind arising out of or relating to the use of this presentation, including, but not limited to, any loss of income or profits, incidental, special, indirect or consequential or any similar losses or damages, whether or not advised of the possibility of damages, and on any theory of liability, arising out of or in connection with the use of the information contained herein. This document does not constitute, nor should be construed as, an offer or solicitation of an offer for the purchase of any securities of the company, nor investment advice or an offering memorandum.



## Who is “Intouch Insight”?

- Founded in 1992
- Roots to 1978 through acquisition
- Public for over 20 years

### MISSION

Create value by providing multi-location brands with tech-enabled solutions that improve system-wide performance, collect actionable data, and drive positive business outcomes.

# Meet the Board



**Eric Beutel**

Chairman



**Cameron Watt**

President, CEO & Director



**Lee Bennett**

Director



**David Oliver**

Director



**Jennifer Batley**

Director

# Capital Structure

Share Price: \$0.40

Issued & Outstanding Shares: 25,522,600

Market Capitalization: ~\$10M

Insider Ownership:

~25%

Eric Beutel:

~12%

Cameron Watt:

~10%

Additional Insiders:

~3%



# At a Glance

We help multi-location brands achieve operational excellence, so they can earn customers *for life*.

WHERE EXECUTION EXCEEDS EXPECTATIONS.



**40+ years Experience**  
Intouch's Solutions are designed based on 40+ years of hands-on expertise measuring brand service standards.



**One-stop Shop**  
Our fully-integrated suite of solutions offer the core CX and operational tools, along with retail services, needed by multi-location brands.



**Scalable Solutions**  
All Intouch products live in a common ecosystem designed for growth. Start with what you need today and add as you grow.



**Value-added Insights**  
Intouch delivers the insights you need to act fast, and with our industry-recognized studies, we are the partner that gives you more, every day!

Intouch Insight is trusted by over 300 of North America's most loved brands, across a number of industry sectors, including:



Restaurants



Grocery



Petro-  
Convenience



Retail



Automotive



Hotels &  
Hospitality



Property  
Management



Banking &  
Financial Services



## About Intouch

- ▶ 45+ Years Experience
- ▶ 3 Leading Mystery Shopper Databases
- ▶ 12 Companies Acquired
- ▶ 4 Software Products
- ▶ 1 Platform Ecosystem

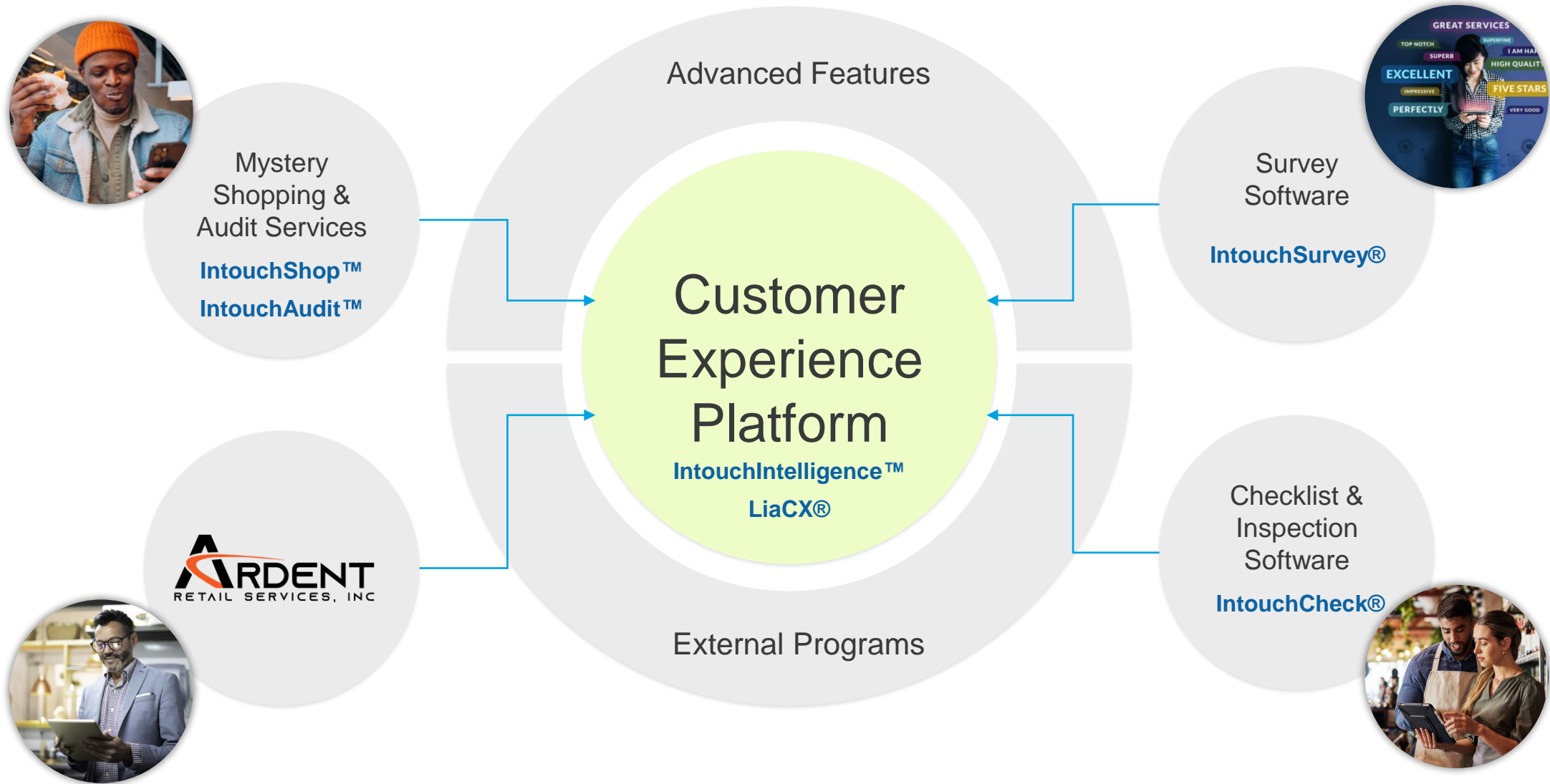
## Intouch By The Numbers

- ▶ 4 of the top 10 QSR Chains
- ▶ 19 of the top 50 QSR Chains
- ▶ 6 of the top 10 Gas & Convenience Chains
- ▶ 14 of the top 50 Gas & Convenience Chains
- ▶ 1 of the top 3 Tech Co's
- ▶ 1 of the top 2 Beverage Manufacturers

## About Our Clients

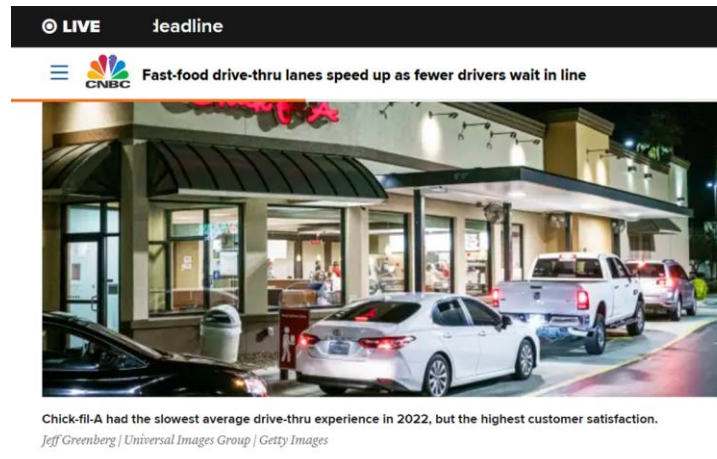
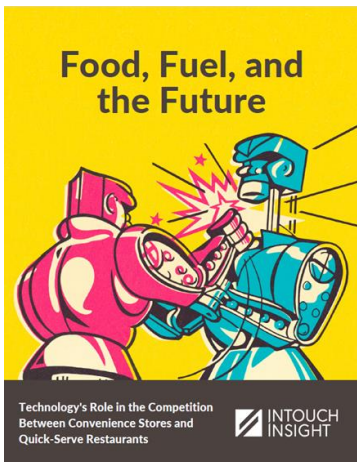


# Our Services & Software



# Industry Thought Leadership

- Market Research Studies
- Consumer Perception Surveys
- Speaking Engagements
- Media Partnerships



Fast-food drive-thru lanes are speeding up as fewer customers choose to order their meals and milkshakes sitting in their car, according to an [annual study](#) by Intouch Insight released Monday.





# Historical Milestones

Re-invested internal cashflows

Launched IntouchCheck® (first SaaS product)

Invested in SaaS product & corporate capabilities

Launched CX Platform

Expanded development, sales and support team

Acquired 2 new companies with a 3<sup>rd</sup> announced

Global Pandemic shifted focus to financial controls and business survival

Revenue over \$25M & around 100 employees

Producing EBITDA

Renewed focus on profitable growth

Acquired 2 new companies

**2014**

**2014-2016**

**2017**

**2018**

**2019**

**Early 2020**

**2020-2021**

**2022-2024**

\$8.4M in Revenue & around 45 Employees

Announced CEM platform product vision (LiaCX®)

Raised \$3.5M to support investments

29% Revenue growth to \$19.3M

EBITDA contribution over \$1.5M

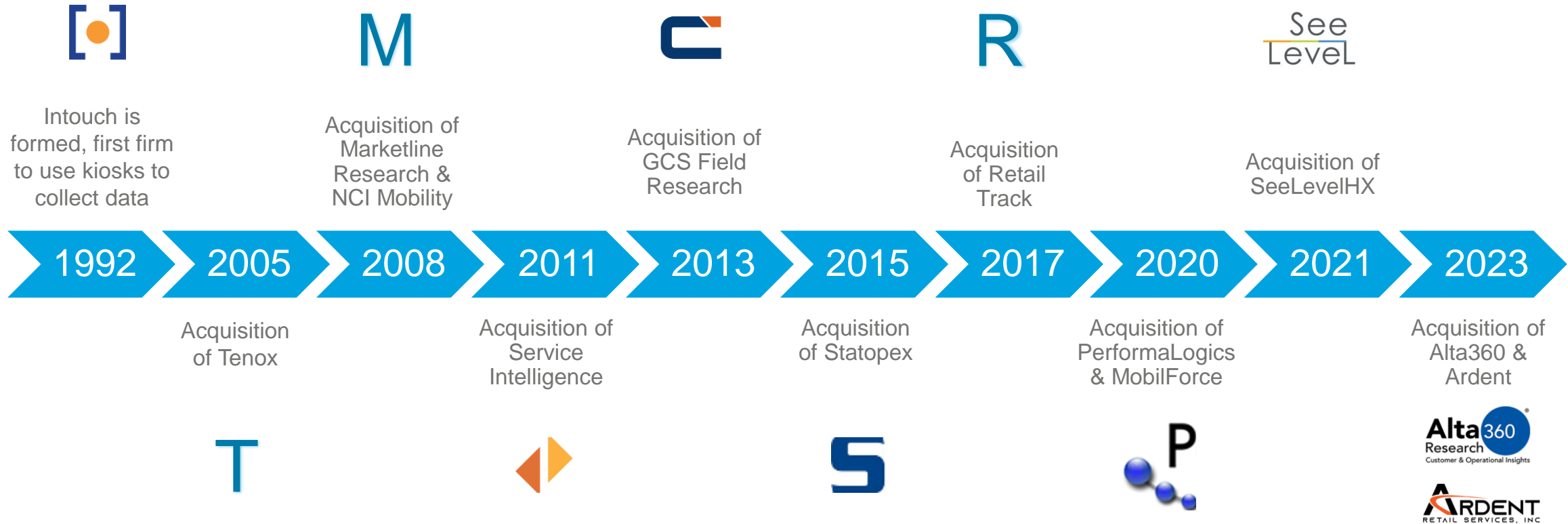
Expanded SaaS product capabilities

Survived Pandemic & Maintained key clients and employees

Remained EBITDA positive & continued to invest in capabilities

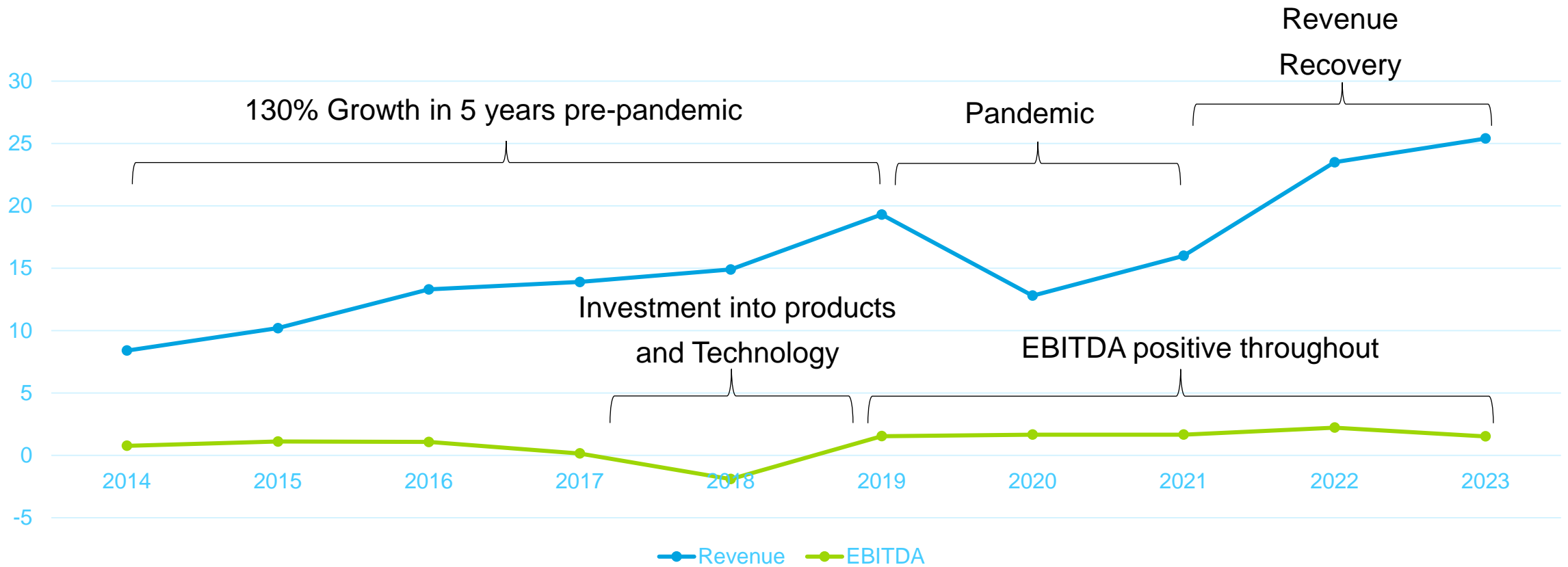
Completed 3<sup>rd</sup> acquisition from 2020

# Acquisition History





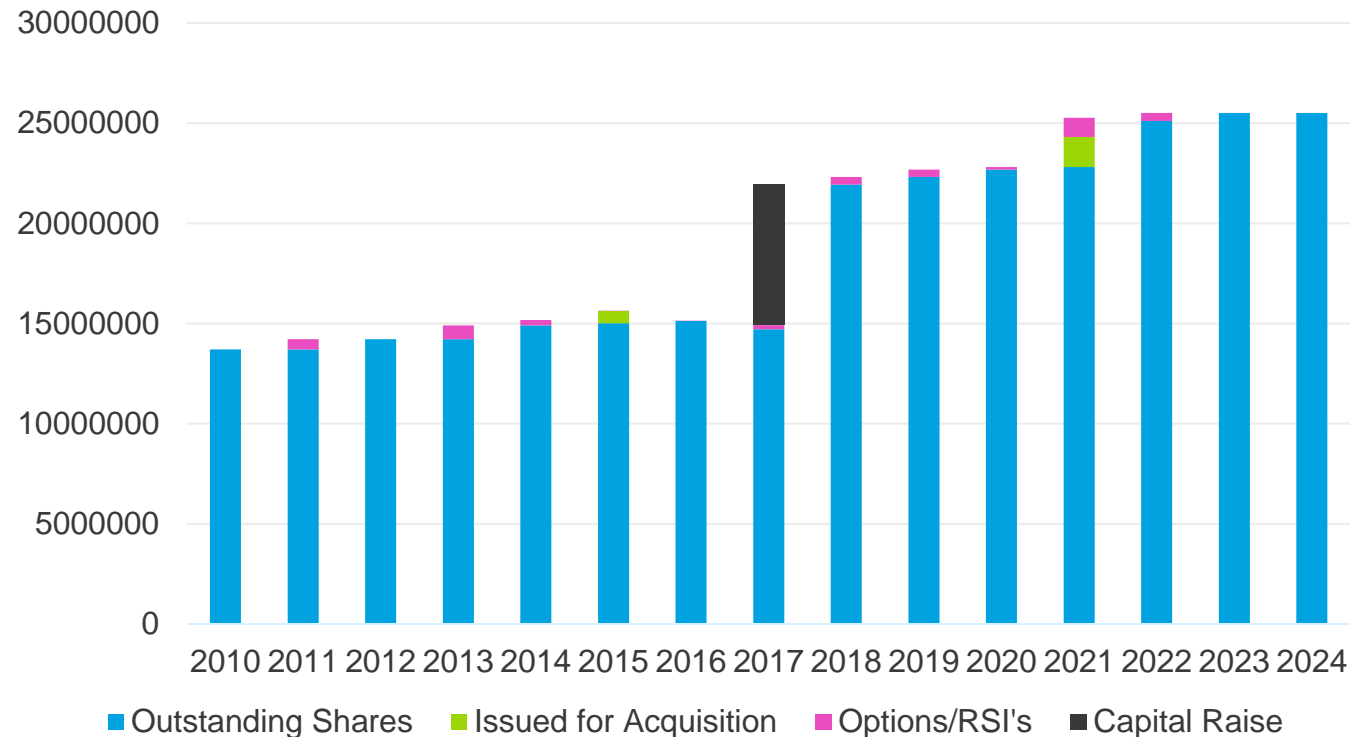
# Financial History







# Outstanding Share History



- Less than 26 Million Shares outstanding
- Only one capital raise since going public in 2002 – Proceeds to allow entry into SaaS
- Issuance in 2021 to cover pandemic-related employee obligations & facilitate acquisition

\* Figures based on December 31 of that year except 2024 which is March 31

\* Company repurchased 1,249,500 shares between 2014 and 2017 through an NCIB



## 2024: Looking Forward:

- Integrate acquisition
- Continue investment in product capabilities
- Investment in sales and marketing
- Pursue new sources of revenue
- Leverage technological advantages
- Ensure continued financial self-sufficiency – No required dilution!



# The Question of Value

2023 Revenue:       \$25.4M  
 Shares:               25,522,600

## Price to Sales Ratio

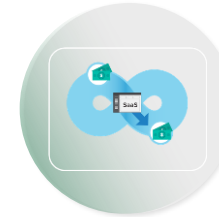
Stock Price	At 2023 Actual Revenue
40 Cents	.4x
75 Cents	.75x
One Dollar	1x



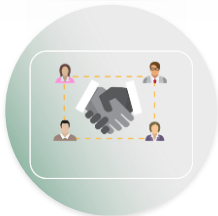
# Capitalize on the Opportunity



Multi-location businesses have an ongoing need for information from across their broad geographies.



Recently completed acquisitions including a new business start-up with lots of exciting potential areas for growth



Intouch has a loyal client base and technology positioned to provide actionable data and real-time assistance to create value & drive positive business outcomes for clients.



The ability to offer software and services together utilizing a single platform provides true market intelligence & a competitive edge



TSX-V:INX / OTCQX:INXSF

# Thank you!

1-800-263-2980 | [intouchinsight.com](http://intouchinsight.com)  
[cwatt@intouchinsight.com](mailto:cwatt@intouchinsight.com)

## TOLEDO

1690 woodlands Dr, Suite 103  
Maumee, OH  
45537

## ATLANTA

309 E. Paces Ferry Rd. NE  
Suite 400, Atlanta, GA  
30305

## MONTREAL

3055 Saint-Martin Quest  
Suite T500, Laval, QC  
H7T 0J3

## OTTAWA

### (HEAD OFFICE)

400 March Road  
Ottawa, ON  
K2K 3H4