



Nextech AR Solutions A **Metaverse** Company

NEO: NTAR
OTC: NEXCF

This communication may contain statements, other than statements of current or historical fact, that constitute “forward-looking statements”. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “believe,” “expect,” “intend,” “estimate,” “project,” “forecast,” “plan,” “predict,” “seek,” “goal,” “will,” “may,” “likely,” “should,” “could,” and similar expressions or expressions of the negative of these terms. This presentation contains forward-looking statements that are based on our management’s current estimates, beliefs and assumptions which are based on management’s perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail our Management’s Discussion and Analysis for the year ended December 31, 2020 and are discussed more fully in Nextech’s filings with the British Columbia Securities Commission (“BCSC”) and found on Sedar.com.

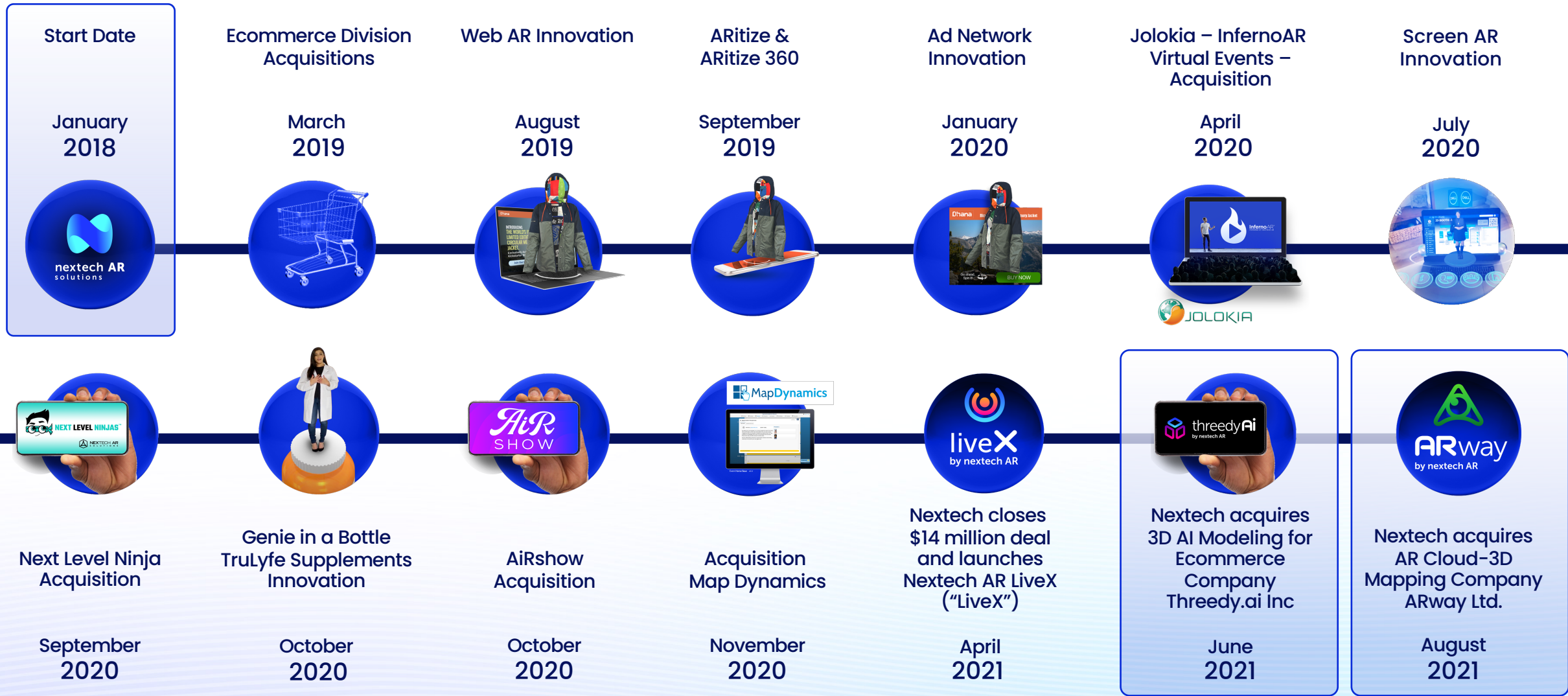
Total Bookings and Backlog are not defined by and does not have a standardized meaning under International Financial Reporting Standards (“IFRS”) as issued by the International Accounting Standards Board. This non-IFRS financial performance measure is defined below. Non-IFRS financial measures are used by management to assess the financial and operational performance of the Company. The Company believes that this non-IFRS financial measure, in addition to conventional measures prepared in accordance with IFRS, enables investors to evaluate the Company’s operating results, underlying performance and prospects in a similar manner to the Company’s management. As there are no standardized methods of calculating these non-IFRS measures, the Company’s approaches may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, this non-IFRS measure is intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

Total Bookings: the total dollar value of technology services and license services included in contracts with our customers. ‘Value’ is the total revenue (recognizable or not) associated with each transaction, as opposed to the amount invoiced or recognized as revenue in the period. This information provides the user with information on the performance of our sales efforts in the period, as there is a timing difference between when we close a deal and when it is ultimately ‘earned’ as defined in IFRS for revenue due to the term of our contracts and delivery timelines.

Backlog: the estimated unearned portion of technology services and license services in customer contracts that are in process and have not been completed as at the specified date. This includes billed and unbilled amounts within each contract. Since our revenue is recognized as earned, this will translate to total bookings to date less earned revenue recognized on the financial statements. This information provides the user with an estimate of the work expected to be completed and earned in the future at a given point and is used by management to allocate resources to our revenue delivery team.

Total Bookings and Backlog should not be considered a substitute for or in isolation from measures prepared in accordance with IFRS. These non-IFRS measures should be read in conjunction with our annual audited consolidated financial statements for the year ended December 31, 2020. Readers should not place undue reliance on non-IFRS measures and should instead view them in conjunction with the most comparable IFRS financial measures. See the reconciliations to these IFRS measures in the “Reconciliation of Non-IFRS Measures” section of the recent MD&A dated April 15, 2021, found on Sedar.com.

3 Years Of Innovation And Acquisitions



Blue Chip Leadership Team



Evan Gappelberg
CEO and Founder



Paul Duffy
President, Chairman of
the Board



Eugen Winschel
COO



Andrew Chan
CPA, CA CFO



Nima Sarshar
CTO of Visual
Computing & AI

Big Tech's Commitment to Augmented Reality

1 Billion Apple Devices Use AR



“AR is the next big thing. Whether it's health, education, gaming or retail, I'm already seeing AR take off in some of these areas with use of the phone. And I think the promise is even greater in the future.”

Tim Cook, CEO Apple



\$15 Billion Invested



“Our goal is to make AR technology more affordable and accessible, including bringing some of these technical advancements into our suite of communication products.”

Sundar Pichai, Google



\$6 Billion Invested

facebook



“I believe the metaverse is the next chapter For the internet. “

Mark Zuckerberg, CEO Facebook



\$20 Billion Invested



“We'll probably see a range of AR devices and platforms in the coming years. Obviously with Microsoft and the HoloLens, it's more of a 'full-field glasses' scenario. But I think the world is ready.”

Satya Nadella, CEO Microsoft



Metaverse Product And Solutions Overview

Products

 ARitize 3D

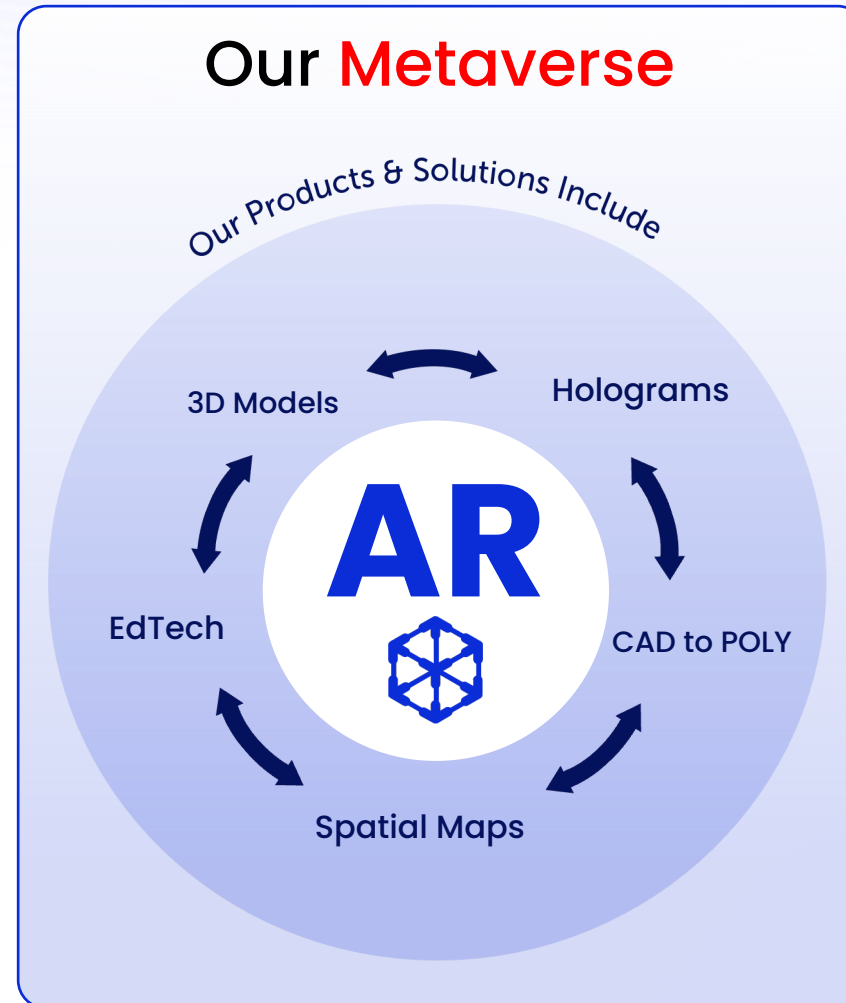
 ARitize Maps

 ARitize Holograms

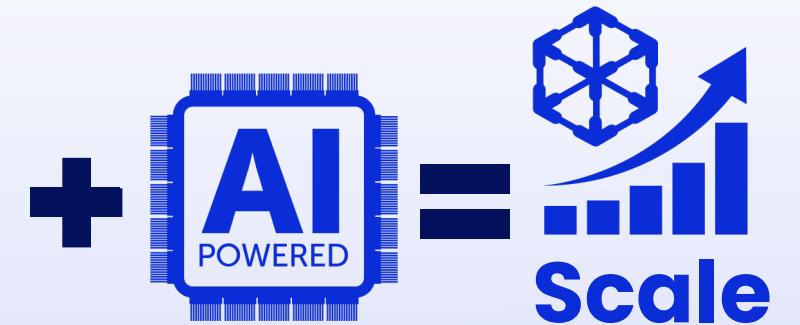
 ARitize CPG

 ARitize University

Our Metaverse



Our Competitive Edge



**Content + Environment
creation for the
Metaverse at mass
scale**

Leveraging Technology & Building Relationships With The Biggest Names In Tech



Partnerships



Customers



Nextech's Augmented Reality Solutions



Four Augmented Reality Solutions

1. Education Technology



Problem:

Online education delivery is 2D with poor UX. Remote & disengaged students

Our Solution:

AR gives immersive, interactive learning at home & for remote "in-class" collaboration, delivering high-quality studies



2. Retail & Ecommerce



Problem:

E-commerce exploded but users still want to "try before they buy". UX is 2D and unexciting

Our Solution:

AR allows users to visualize items in home & on body pre-purchase. Increases purchase intent & drives sales



3. Advertising



Problem:

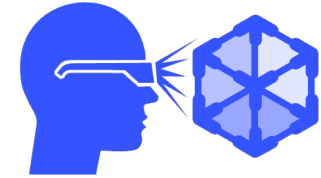
User attention fatigue. CTR's lower than ever. Regulation & compliance demands

Our Solution:

AR and 3D holograms have galvanised the interactive ads and media experience, driving engagement & response rates



4. The Metaverse

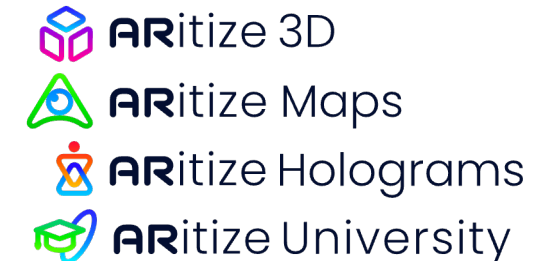


Problem:

Mass adoption of AR is limited by mobile. Creating AR content at SCALE to populate metaverse

Our Solution:

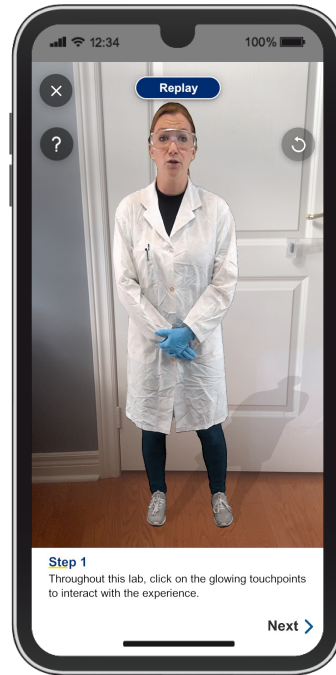
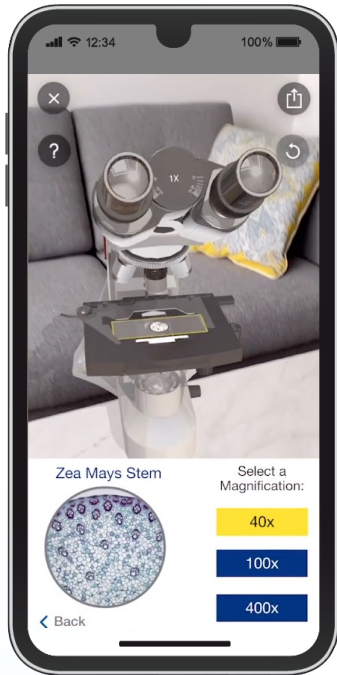
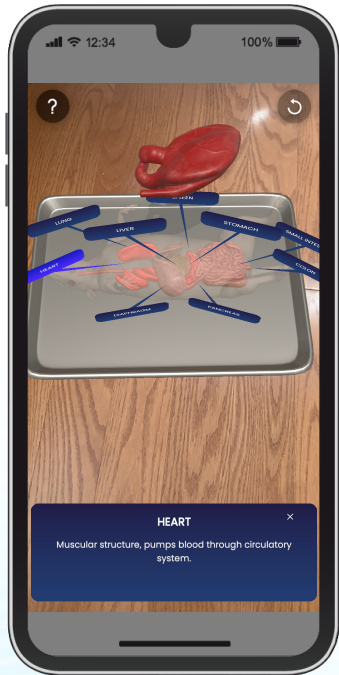
Always in immersive experiences through AR glasses. Spatial Mapping, Interoperability.



Solution 1 - EdTechX: AR Labs for Higher Education



EdTechX enables educational institutions to transform traditional learning into immersive, interactive AR experiences that are valuable for students.



PARTNERS

Co-Sell Ready



EARLY ADOPTER CUSTOMER

Ryerson University



85 AR Science Labs Developed

5,000 Students Served

Rat Dissection Scan Me



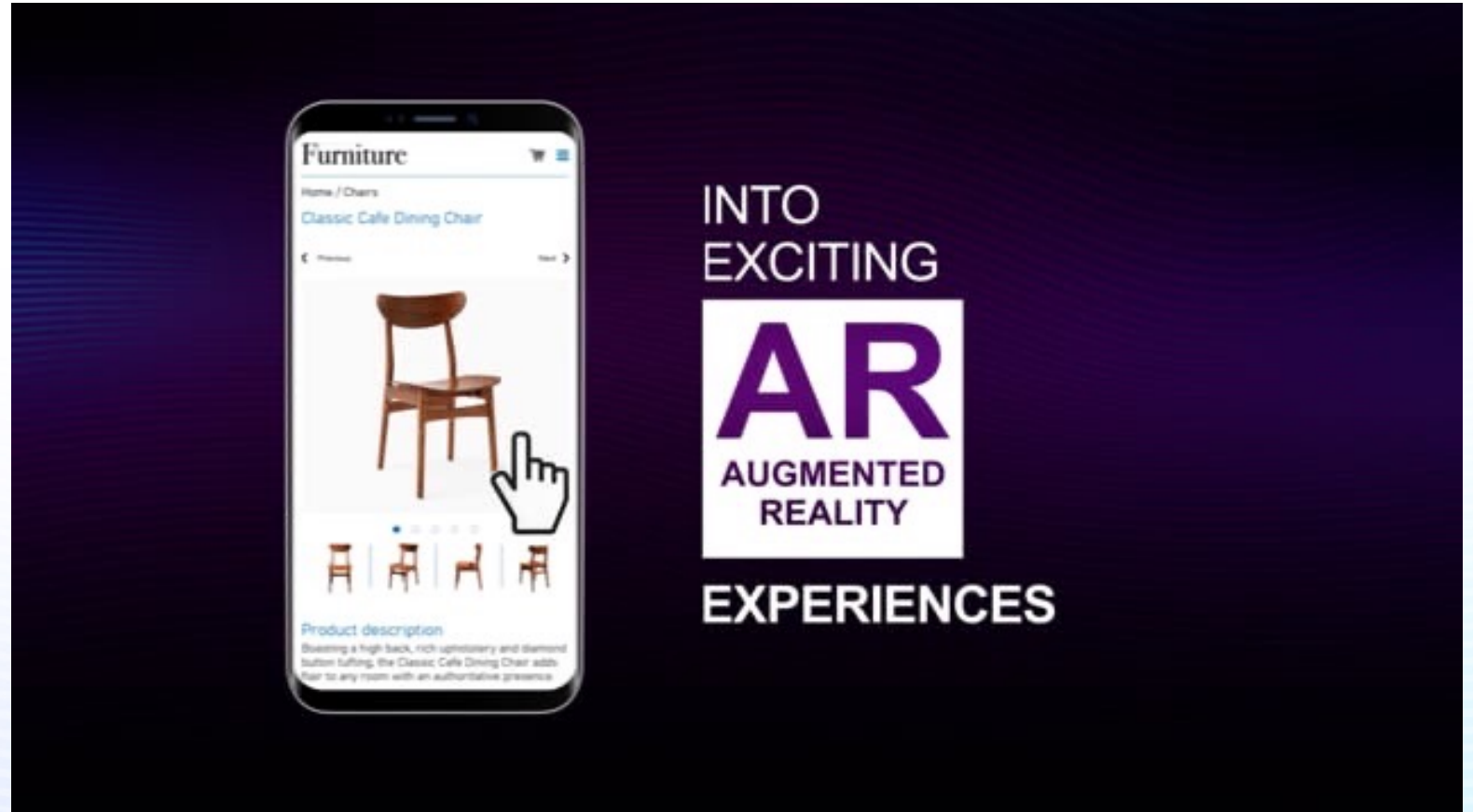
The experiment was very detailed; it was as if I was there in the lab watching someone perform the experiment."


**Ryerson,
Biochemistry
Student, 2021**

Solution 2 – Threedu.ai: AI Powered 3D Model Creation At Scale For E-commerce



ARitize 3D



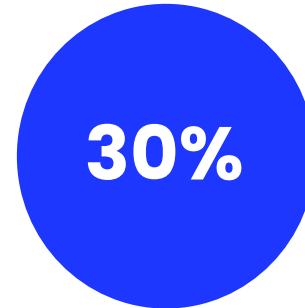
 [Click here to watch](#)

Problem: E-Comm Returns Cost **\$1.47 T Annually**

Global



Avg. Return Rate⁴



United States



² <https://nrf.com/research/customer-returns-retail-industry>






³ <https://www.emarketer.com/worldwide-ecommerce-will-approach-5-trillion-this-year>

⁴ [https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-\\$70-5b-this-holiday-season](https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-$70-5b-this-holiday-season)

⁵ <https://arinsider.co/2020/06/29/does-ar-really-reduce-ecommerce-returns/>

3D Asset Creation Needs To Scale

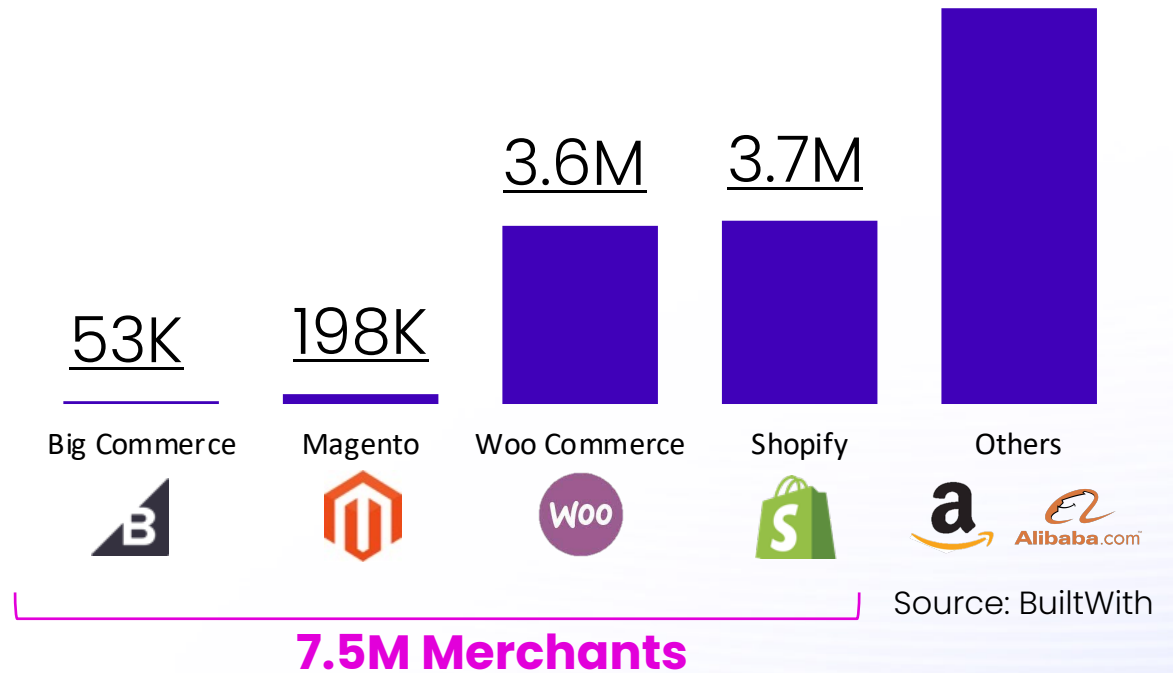
Major Challenges in 3D Model Creation

-  Time consuming
1-2 weeks/model
-  Requires technical talent
-  Inconsistent quality
-  High costs
>\$100-200/3D model
-  Unscalable

Demand – 16 Million
E-Commerce Stores Worldwide⁶

>400 Million 3D models need to be created⁷

Merchants on Major E-commerce Sites (Global)



⁶ <https://wpforms.com/e-commerce-statistics/>

⁷ <https://www.jakobstaudal.com/how-many-products-should-an-e-commerce-site-have/>

Big Tech is Driving 3D Adoption



**Indexing 3D models for higher
search ranking**

>5,000 – 3D Models indexed by Nextech



“With 3D models, your Shopify store will rank higher on Google and your models may even show up on the first page of search results.”

– **Shopify**¹²

¹²<https://www.shopify.ca/blog/3d-model-products>

Solution: Q1 2021 – Shopify & Nextech Integration

E-commerce Stores in NA



Source: BuiltWith

4.6M Merchants



“The **Future** of E-commerce is **3D**”

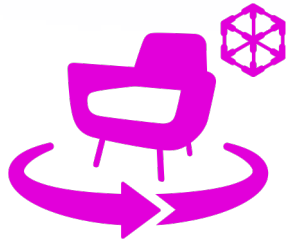
Shopify⁸

Q1 2021

Nextech **integrating** directly with **Shopify** through a self-service app available to all merchants

⁸ <https://www.shopify.ca/blog/3d-model-products>

SaaS solution built for **scale**



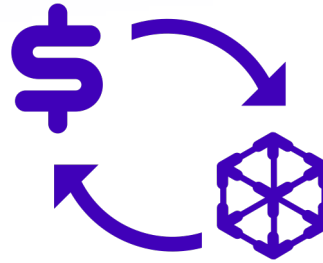
Create 3D

*GLTF, USDZ, etc.
Cross Platform
WebAR Scale*



Host AR

Cloud CMS
Analytics
Publish



Convert

+94%
Conversion rate
associated with 3D/AR
experiences⁹

-40%

Product return rate
with 3D visualizations¹⁰
- Shopify

\$588 Billion
cost savings

61%

of consumers prefer
retailers with AR
experiences¹¹
- Deloitte

⁹ <https://arinsider.co/how-is-camera-commerce-producing-results-today/>

¹⁰ <https://arinsider.co/does-ar-really-reduce-ecommerce-returns/>

¹¹ <https://www2.deloitte.com/Digital-Reality.pdf>

TAM for Nextech's SaaS 3D Solution

TIER 1

MRR \$6 B
ARR \$71 B

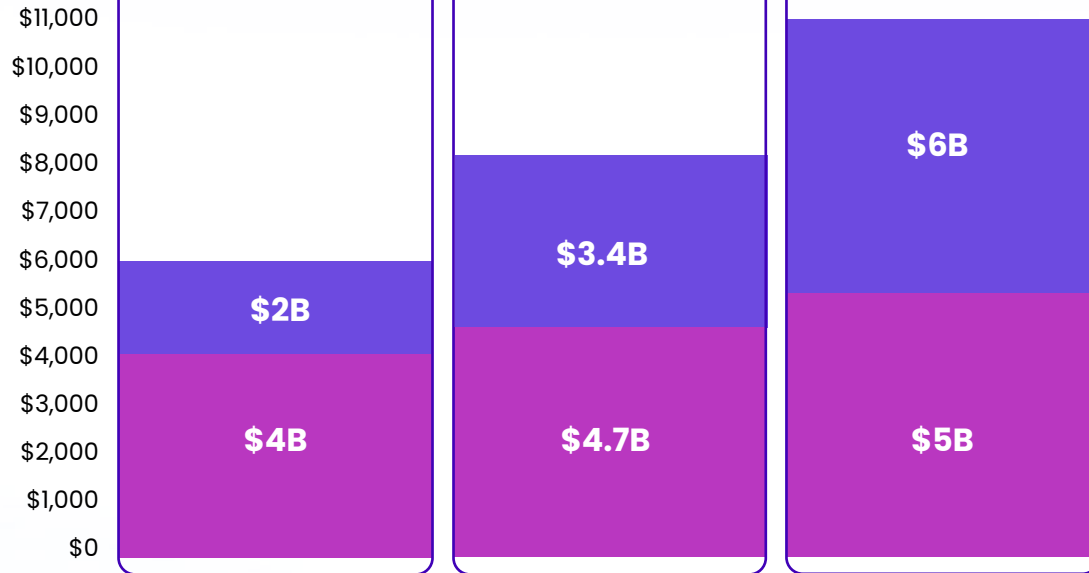
TIER 2

MRR \$8 B
ARR \$97 B

TIER 3

MRR \$11 B
ARR \$133 B

Revenue (Millions\$)



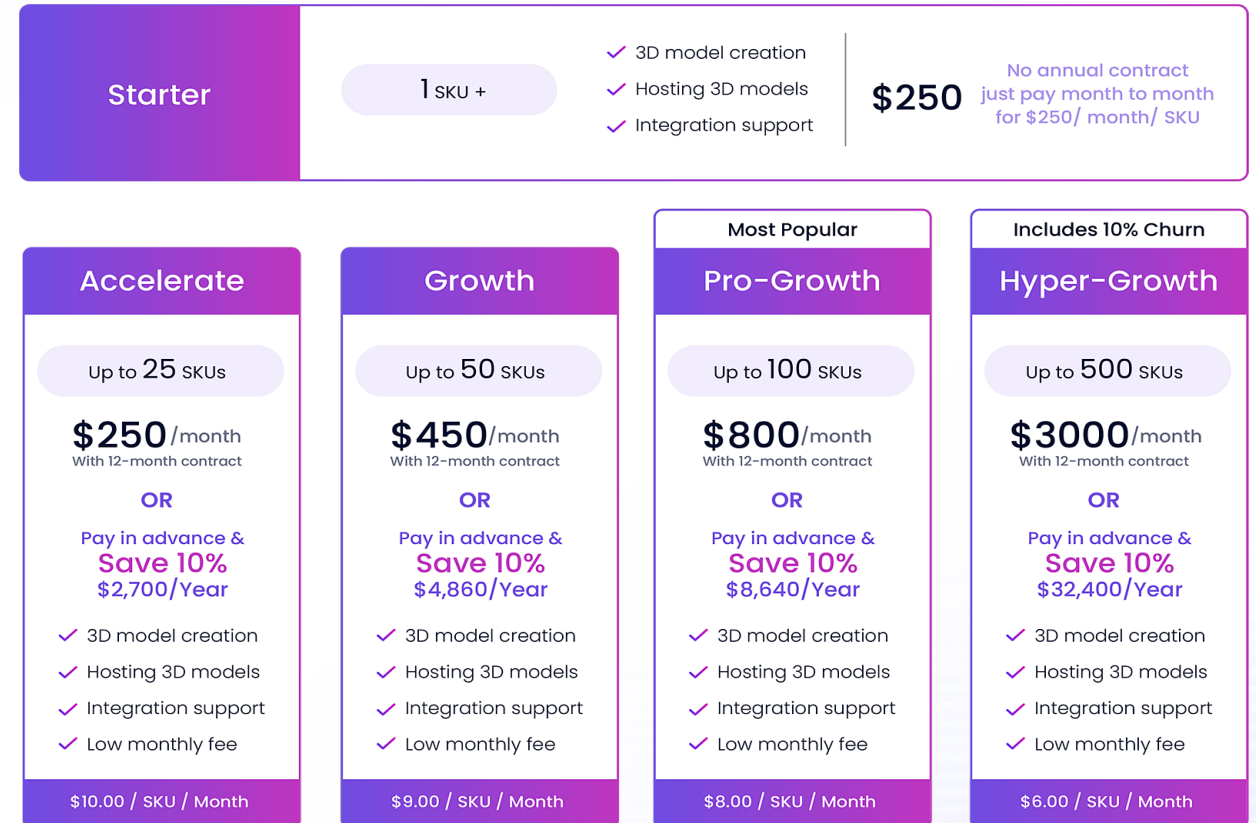
3D MODEL CREATION



ENHANCEMENTS



SaaS Pricing



7.5 Million Merchants with ~400M Product SKUs

Clients & Target Market

Target Market

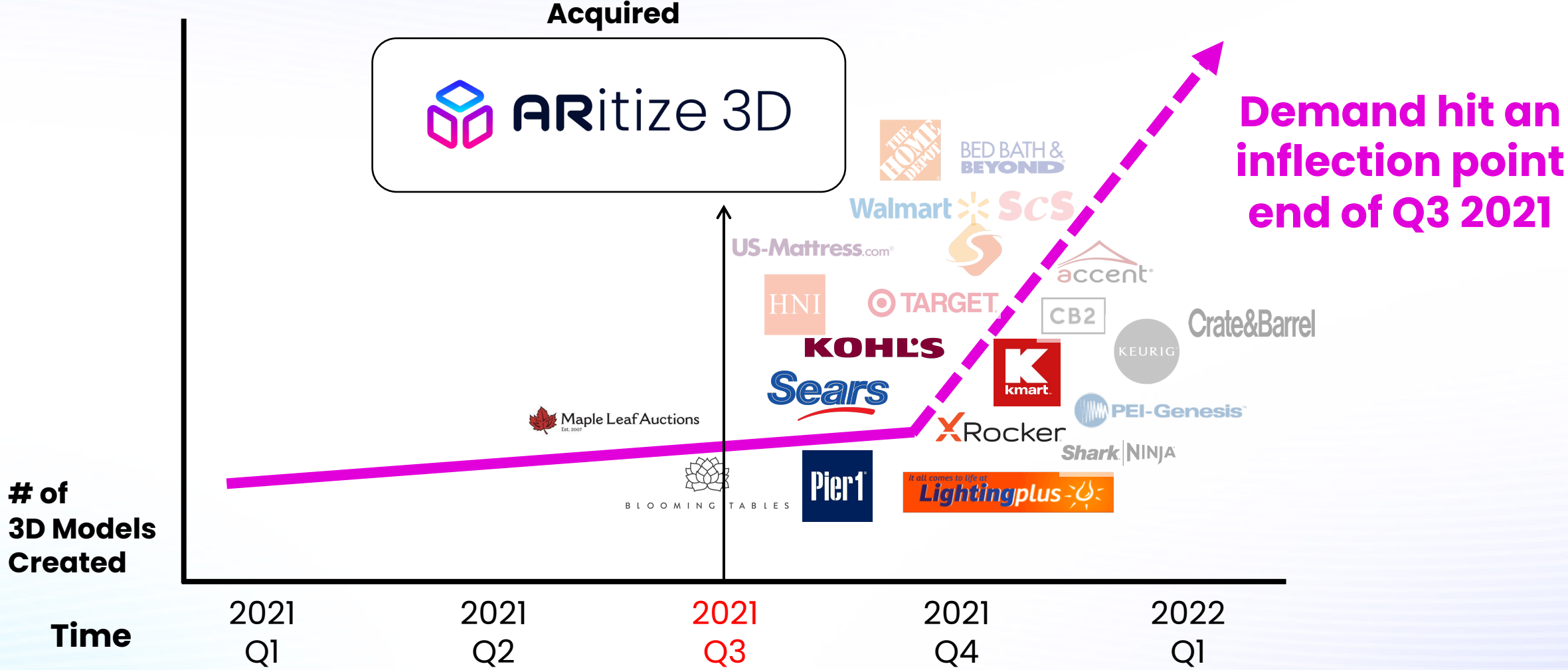


Brands We Are Working With



[Click Logos to See 3D/AR Model on Website](#)

Demand for 3D Models is Rising Exponentially



Nextech AR: Market Disruptor on Price & Scale



TRY IT YOURSELF – Use Your Smartphone Camera To Scan The QR Codes

***NO APP REQUIRED**

Lamp



Take Out Your Camera
to Scan the QR Code

Wall Art



Take Out Your Camera
to Scan the QR Code

Furniture



Take Out Your Camera
to Scan the QR Code

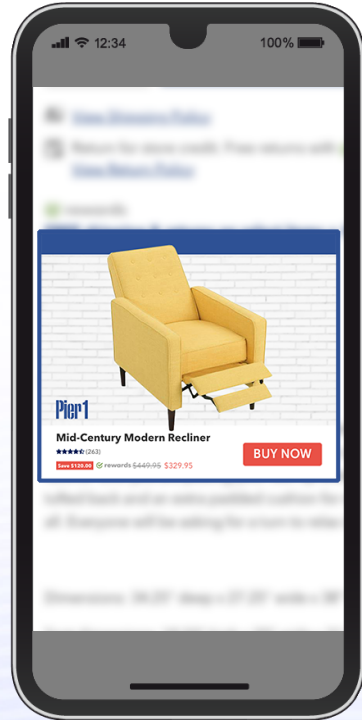
Apparel



Take Out Your Camera
to Scan the QR Code

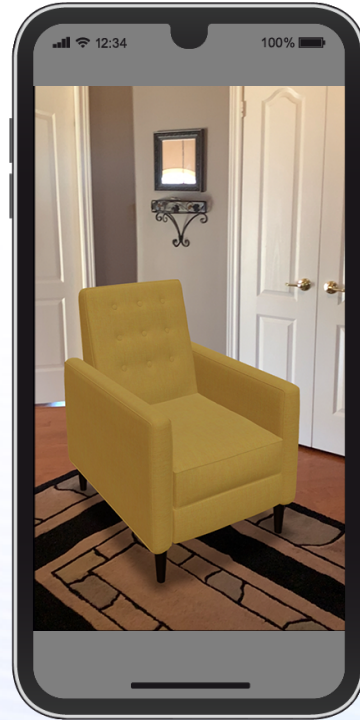
Solution 3 – Self Serve 3D/AR Ad Network

View **in AR directly**
from the Ad



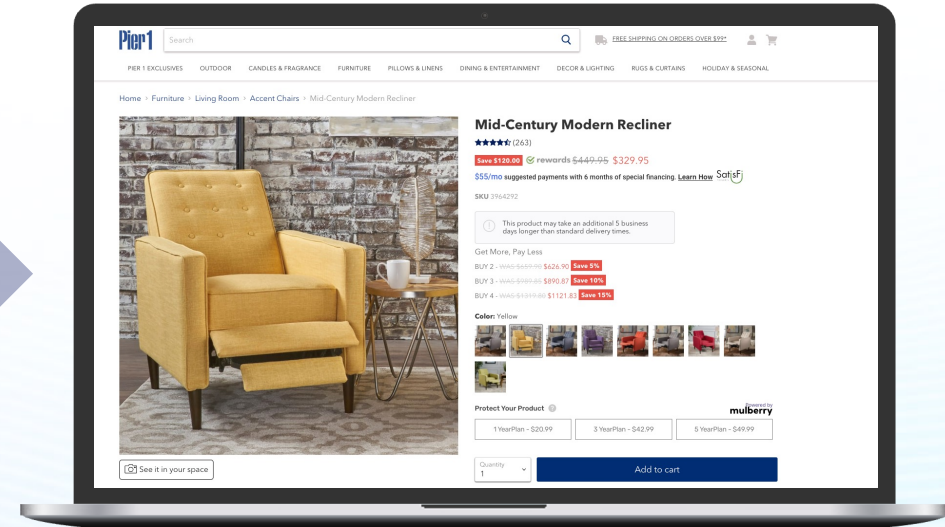
HIGHER CTR

Rich, engaging animated
3D display ads



LOWER Returns

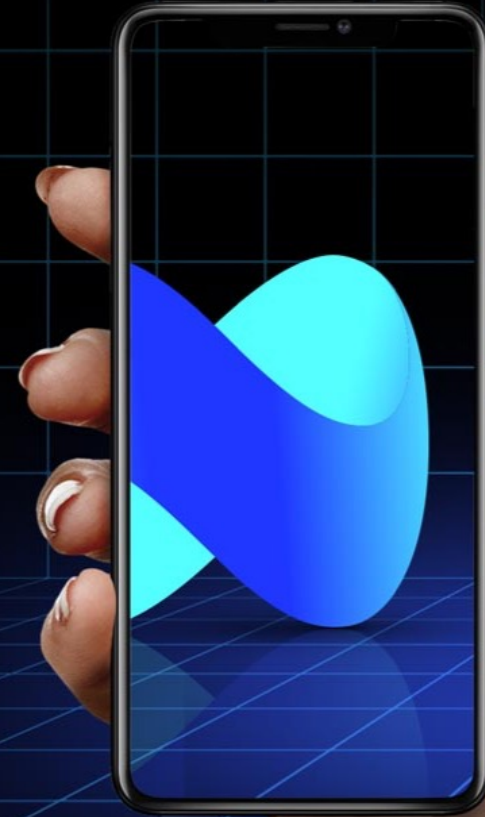
TAM: \$8.8 Billion by 2023



***Available At Scale In Q4 2021**

Leveraging Threedu.ai enables at scale AR ad creation

Nextech AR Enters the **Metaverse**



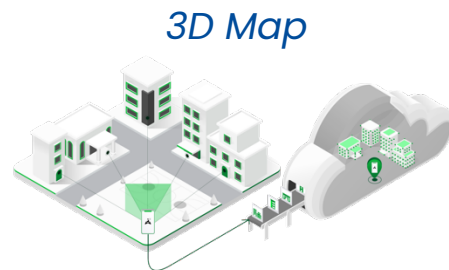


The **metaverse** for everyone!

AI generated digital blueprint of physical surroundings enabling persistent metaverse experiences to be placed.

We power camera devices with AI to recognize surroundings for hyper-accurate location apps:

- Cross platform
- Inter-operable
- Persistent
- Cloud-enabled
- No hardware, no markers



Populate mini-metaverses based on geolocation with content!

- ✓ 3D Assets
- ✓ Holograms
- ✓ Images
- ✓ Text
- ✓ Sound
- ✓ Navigation
- ✓ Points of Interest (POI)

Anchor Experience



Create Experience

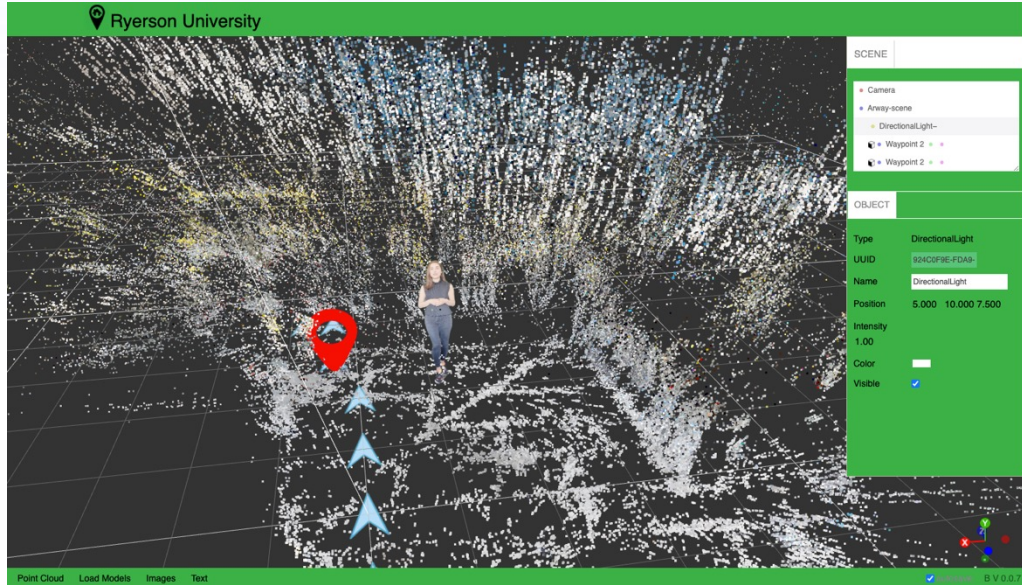


Manage & Share



Mini-Metaverse: Ryerson University

AR content placed into Spatial Map



Metaverse



[Click here to watch](#)

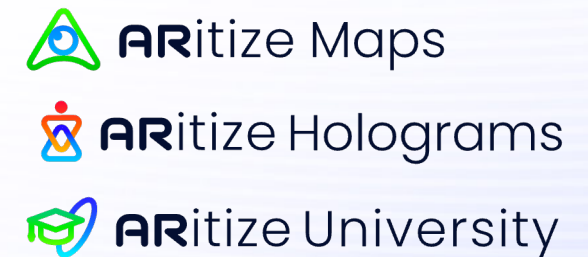
Project

Deliver a seamless, immersive experience for students and faculty – providing engaging 3D content, course material and navigation on campus.

Execution

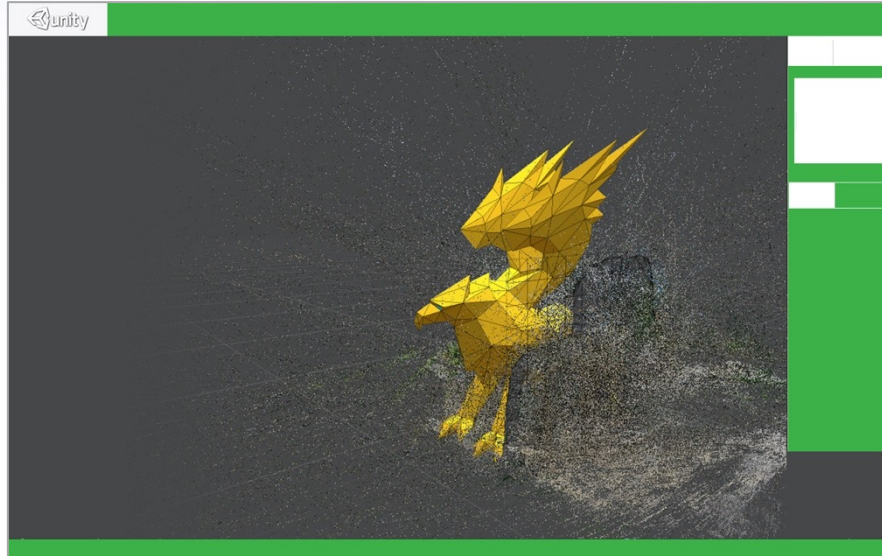
- Spatial mapping
- Metaverse environment design
- AR Navigation
- Human Holograms
- AR Science Lab

Metaverse Products

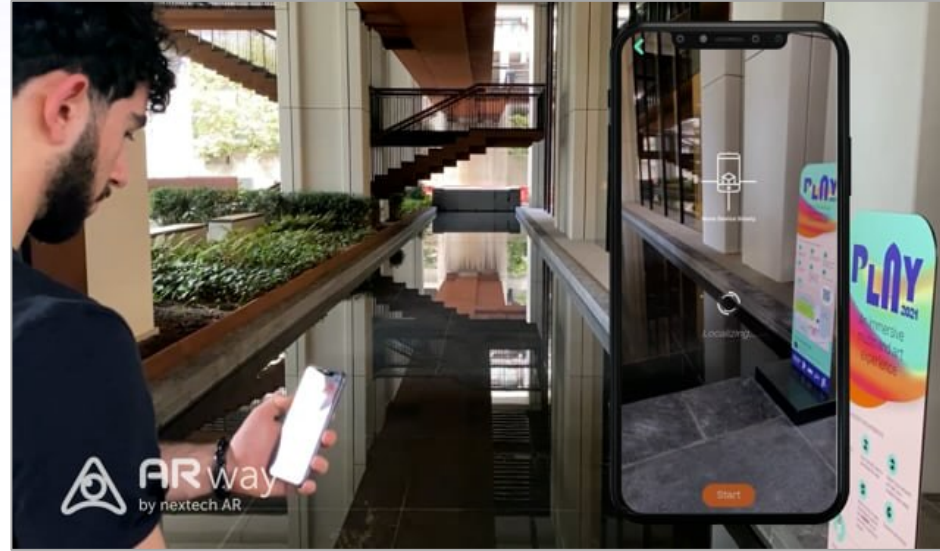


Mini-Metaverse: City of London

AR content placed into Spatial Map



Metaverse



Visuals and music from **Guildhall School of Music & Drama** and **London Symphony Orchestra**.

[Click here to watch](#)

Project

Create an immersive experience for attendees through AR content activations triggered by users at specific points of interest

Execution

- Spatial mapping
- AR content management
- Metaverse environment design

Metaverse Products

 **ARitize 3D**

 **ARitize Maps**

What Is The **Metaverse**

The Metaverse is the convergence of our physical and digital lives



WEB 1.0

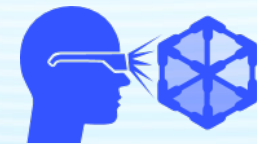
WEB 2.0

WEB 3.0

The Internet
connected us to
information

Social media
connected us to
people

The **Metaverse** will
connect people,
places and things



The Metaverse is the new Internet

Enhanced to deliver **3D content**, spatially organized information & experiences

The **Metaverse** is the Future of Connectivity

Big Tech Pushing Forward:

The **Metaverse** Consists Of:

facebook



Meta

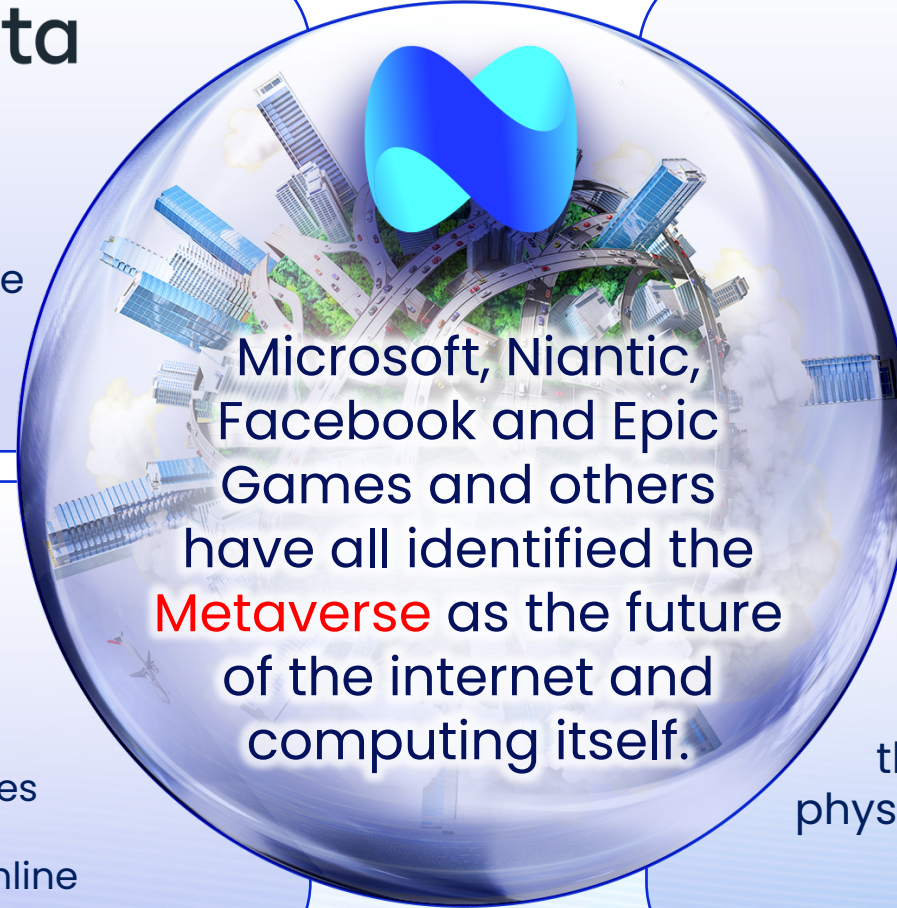
\$10 Billion Invested

Meta's focus will be to bring the metaverse to life and help people connect, find communities & grow businesses.



\$1 Billion+ Invested

Epic Games is building connected social experiences in multiple games while empowering developers & creators with Unreal Engine, Epic Online Services & Game Store.



Microsoft, Niantic, Facebook and Epic Games and others have all identified the **Metaverse** as the future of the internet and computing itself.



CONTENT

VR and AR content, including 3D models, human holograms, avatars, NFTs & more.

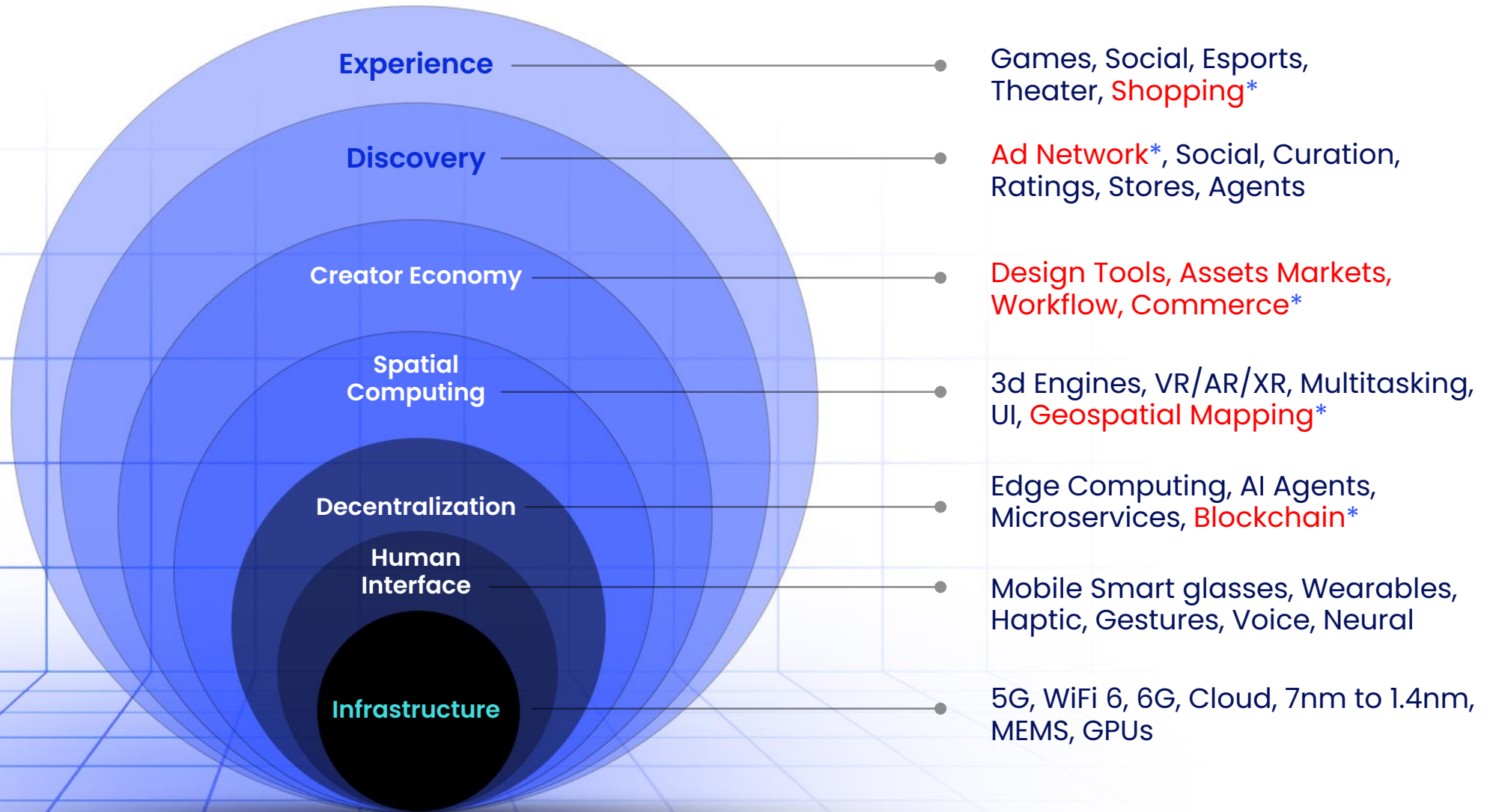


LOCATIONS

Through spatial mapping & the AR cloud, data is anchored to physical places to enable AR devices to trigger the right experiences.

Layers Of The Metaverse

*Where Nextech will operate



The Metaverse Ecosystem is Rising UP!



The SaaS Path



Our Go To Market Strategy

The Path to SaaS

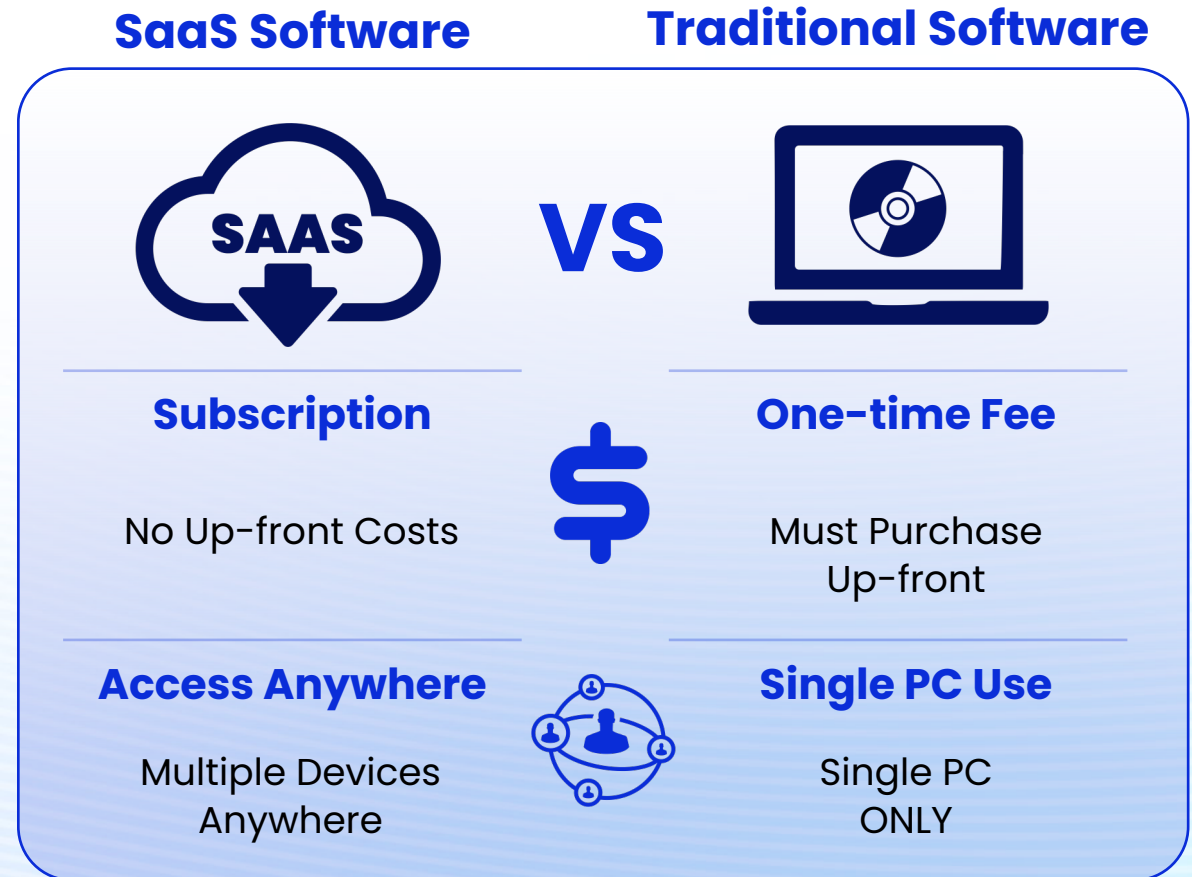


Why SaaS Matters?

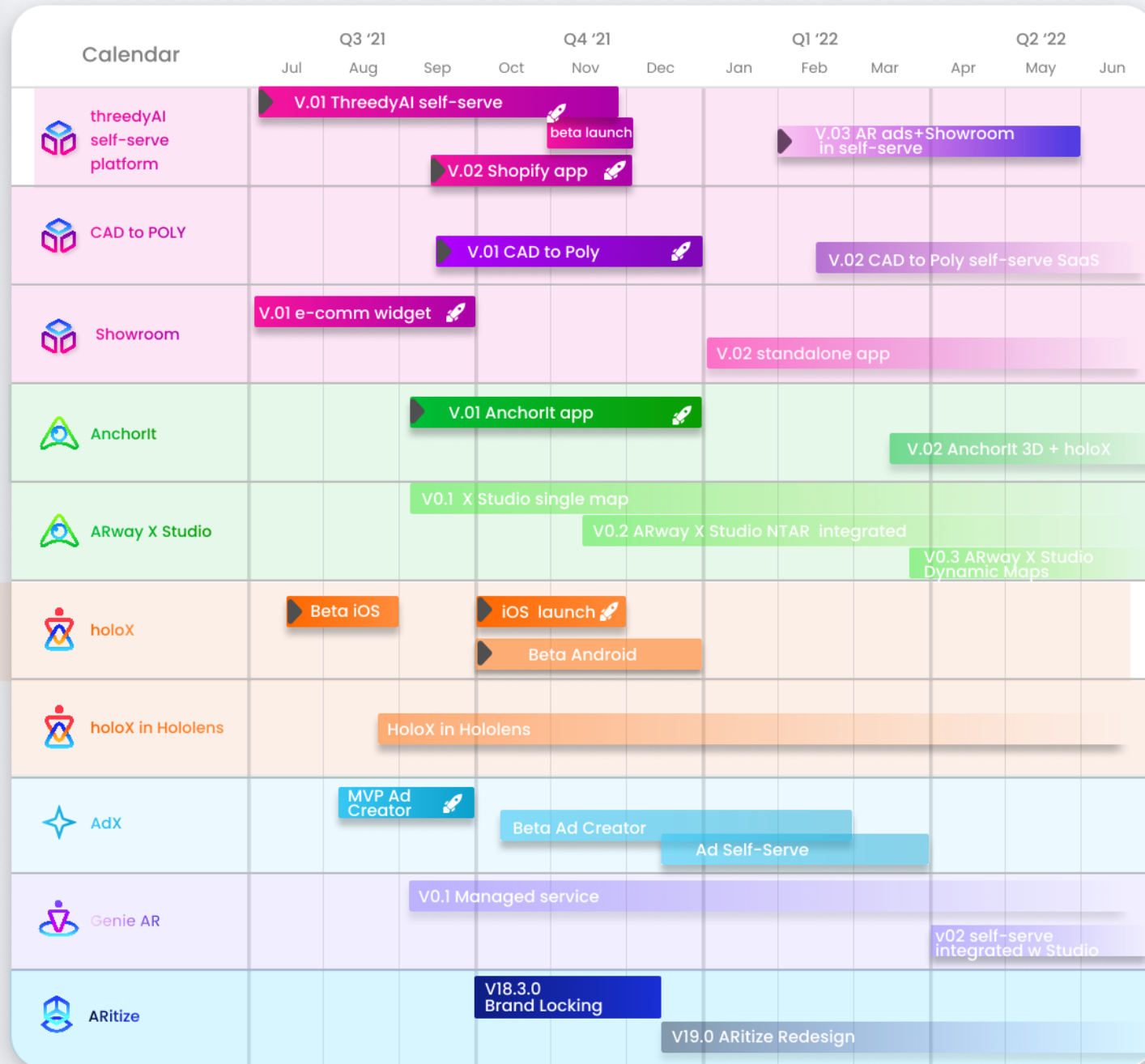
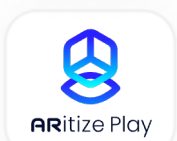
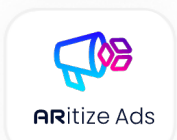
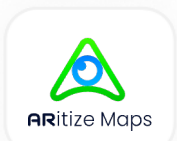
To Nextech:

- Monthly recurring revenue (MRR)
- Business scalability
- Low touch (Hands Off)
- No more “agency” style work, one off projects that require time/resources.
- Moving away from “managed solutions”
- Best-in-class AR solutions that generate SaaS revenue and contribute to the “content cloud”

To Customers:



AR Product Roadmap



Managed Services:

- enterprise accounts, CAD to Poly
- single/multi map AR, white label & SDK, indoor pathfinding
- genieAR in ARitize

Key:

- ▶ Self-serve solutions
- 🚀 Development ready

launch dates subject to change

Addressable Market & Industry Validation

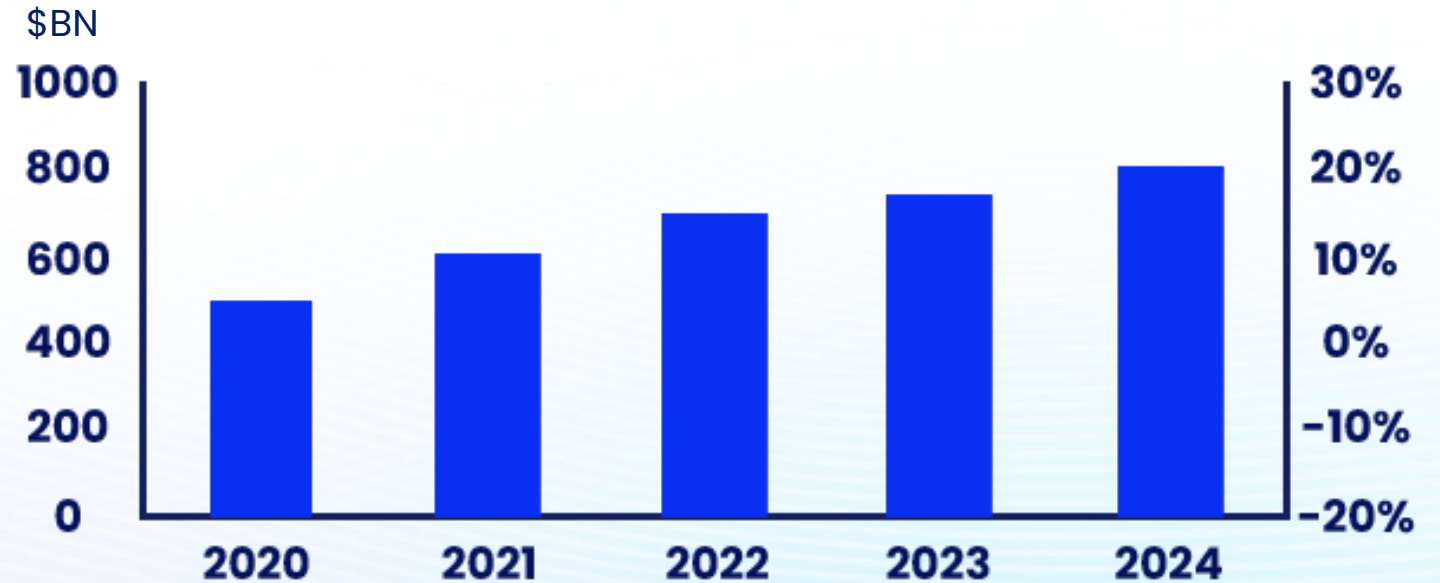


Metaverse Market Opportunity

**TAM = \$800
BILLION**

The burgeoning Metaverse industry will provide an \$800 Billion market opportunity by 2024

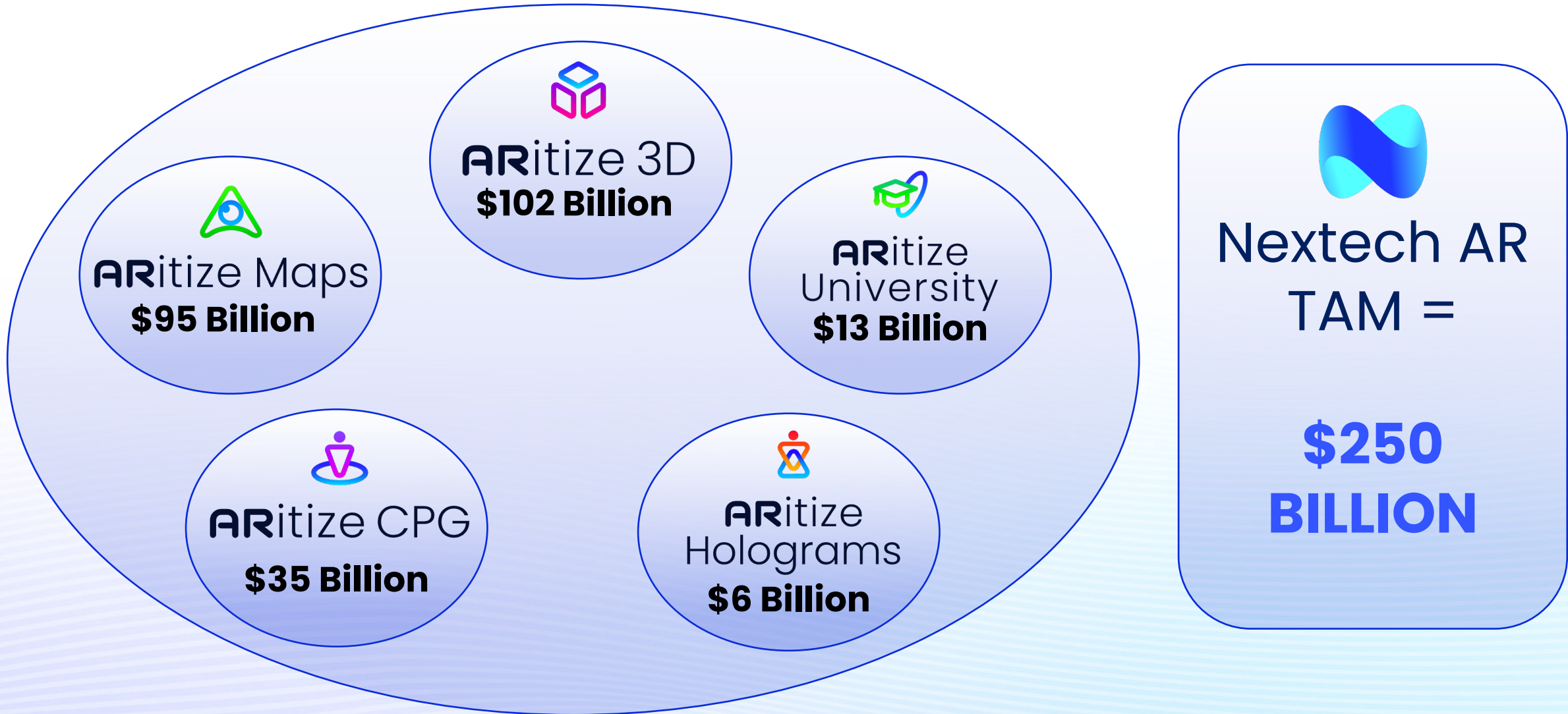
Metaverse Market Opportunity



Source: Bloomberg Intelligence, as of June 2021. LHS = Market Size (\$bn) / RHS = Annual Growth Rate

Metaverse opportunity includes Social Media Ads, Gaming, AR/VR, Hardware, Live Entertainment & Gaming Software

Nextech's Addressable Market

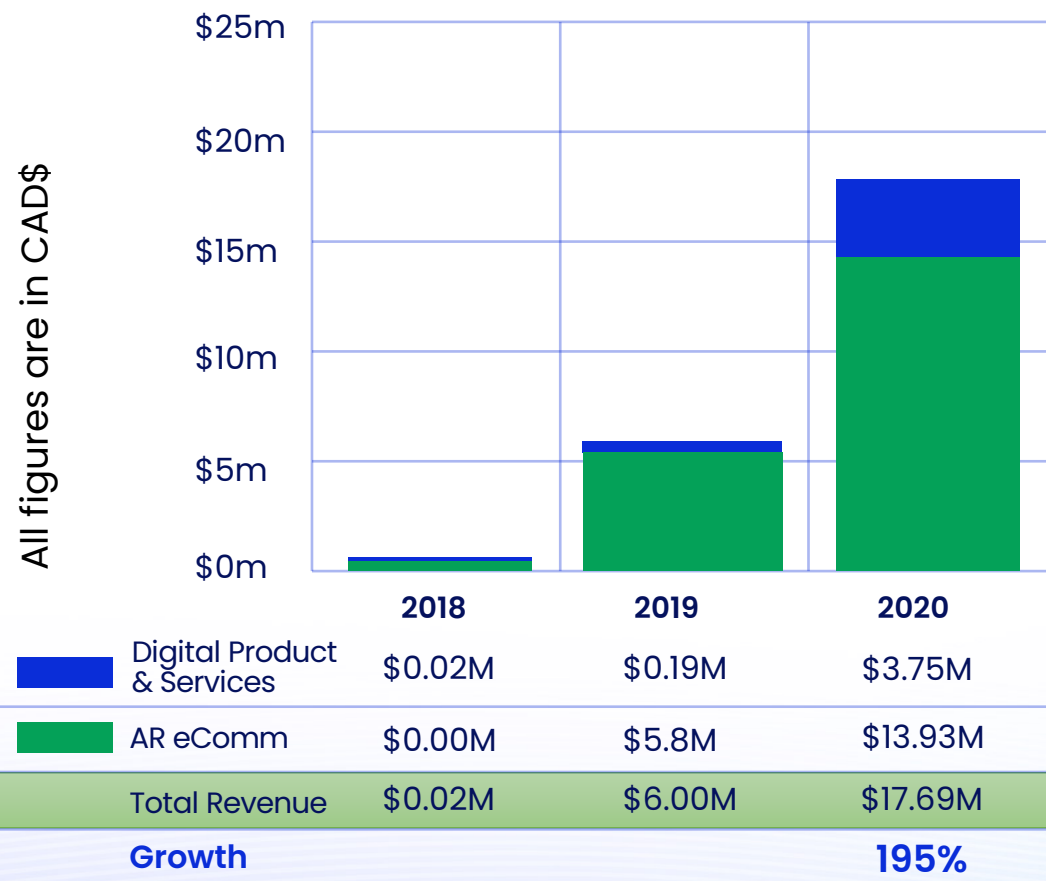


2021 Accomplishments & Financial Information

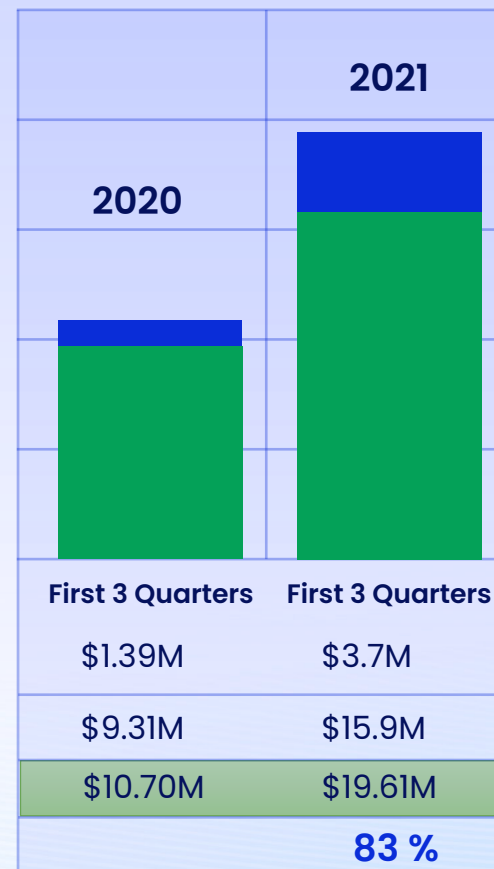


Rapid Growth Is Being Fueled by Innovation

2018-2020



2021 Year-To-Date



- Q3 YOY Revenue

23%

- Q3 YTD Revenue

83%

As of January 1, 2022

Share Price: \$1.02 USD	
Shares Outstanding	90,880,791
52 week (high-low)	\$0.90 - \$5.45 USD
Market Capitalization	\$99 Million USD
Insider Ownership	15%
Cash	\$7.2 million

APPENDIX



The AR Revolution Has Begun!

Early Adopters

Nextech's AR Assets will be compatible with....



1.8 T



192 B



2.1 T



2.4 T



58 B



120 B



1 B

Forecast AR Market Size Worldwide in Billions

8.3 B

2014

14.1 B

2017

27 B

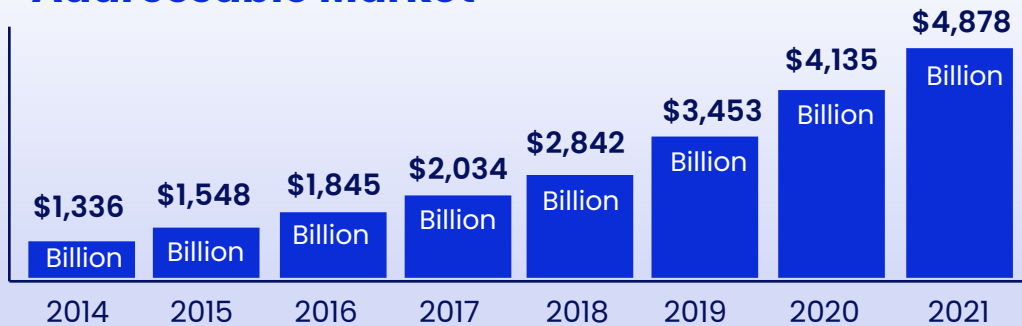
2018

209.2 B

2022

E-commerce Addressable Market

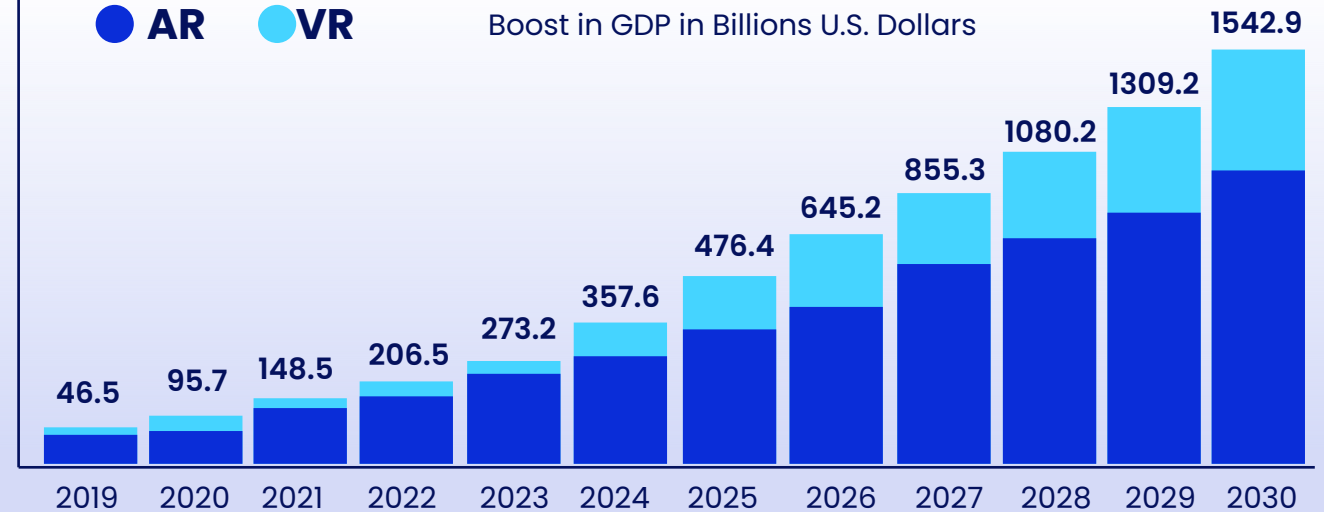
Retail Ecommerce Sales Worldwide from 2014 - 2021



Source: eMarketer ID 379045

● AR ● VR

Boost in GDP in Billions U.S. Dollars



Source: Statista 2021

What Are The Analysts Saying?

2020 “Augmented Reality and Virtual Reality Will Transform Selling”

Gartner[®]

2020 “The augmented reality market is expected to register a CAGR of 83.3% over the forecast period 2021 to 2026, expected to reach 225.77 billion by 2026”

Mordor Intelligence 

2020 “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses”

Mordor Intelligence 

2021 “Today, there are more than 100 million and growing consumers shopping with AR online and in stores”

Snap Inc. 

2021 “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users - providing a massive market opportunity for ecommerce businesses”

Snap Inc. 

Thank you

Nextech AR Solutions Corp., 121 Richmond St. West, Suite 500, Toronto, Ontario, Canada M5H 2K1
+1 866-ARITIZE | info@nextechar.com | www.nextechar.com