# Transforming the guest experience with Al

November 2024



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This Presentation contains certain forward-looking statements or forward-looking information under applicable securities legislation. Such forward-looking statements or information are used in this Presentation for the purpose of providing information about management's current expectations and plans relating to the future development of the Company's business. Readers are cautioned that reliance on such information may not be appropriate for other purposes, such as making investment decisions. Forward-looking statements or information typically contain statements with words such as "anticipate", "believe", "expect", "plan", "intend", "estimate", "propose", "project", "should", "target", "will", "may", "potential" or similar words suggesting future outcomes or statements regarding an outlook. Forward-looking statements or information in this Presentation include, but are not limited to, statements or information with respect to: future plans for the Company, the anticipated product offerings of the Company; planned or proposed manufacturing facilities, including extraction and isolation facilities; planned, anticipated or projected cultivation and the quantity or size thereof; the Company's business strategy and objectives; the source of funding for the Company's activities; future capital expenditures and the timing thereof; the anticipated use of proceeds from the Company's current unit financing (the "Financing"); operating and other costs; expected demand for the Company's products; and other expectations, beliefs, plans, objectives, assumptions, intentions or statements about future events or performance.

Forward-looking statements or information are based on a number of factors and assumptions which have been used to develop such statements and information, but which may prove to be incorrect. Although the Company believes that the expectations reflected in such forward-looking statements or information are reasonable, undue reliance should not be placed on forward-looking statements because the Company can give no assurance that such expectations will prove to be correct. Actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements or information and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements or information will transpire or occur, or if any of them do so, what benefits the Company will derive therefrom. In addition to other

factors and assumptions which may be identified in this Presentation, assumptions have been made regarding, among other things: the impact of competition from other industry participants; the general stability of the economic and political environment in which the Company operates; the timely receipt of any required regulatory approvals for the business plans of the Company, the ability of the Company to obtain qualified staff, equipment and services in a timely and cost efficient manner; the ability of the Company to obtain future financing on acceptable terms; anticipated costs of capital expenditures relating to the products of the Company; currency, exchange and interest rates; the regulatory framework regarding taxes and regulatory matters in the jurisdictions in which the Company operates; the success that the Company may have in building manufacturing facilities and developing its products; and that the Company will have sufficient capital to conduct its business plan. Readers are cautioned that the foregoing list is not exhaustive of all factors and assumptions which have been used.

#### Future Oriented Financial Information

This Presentation also future-oriented financial information and financial outlook information (collectively, "FOFI") within the meaning of applicable securities laws, including but not limited to estimated revenues, EBTDA, sales, net sales, cost of sales and gross profit. The FOFI has been prepared by the Company's management to provide an outlook of the Company's activities including on the assumption of the completion of the Financing. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The FOFI has been prepared based on the same assumptions, risk factors, limitations and qualifications as set forth in the above paragraphs and elsewhere specifically in this Presentation, as well as assumptions with respect to the costs and expenditures to be incurred by the Company, product development, capital equipment and operating costs, industry trends, foreign exchange rates, and general and administrative expenses. Management does not have firm commitments for all of the costs, expenditures, prices or other financial assumptions used to prepare the FOFI or assurance that such operating results will be achieved and accordingly, the complete financial effects of all of those costs. expenditures, prices and operating results are not objectively determinable. The actual results of operations of the Company and the resulting financial results will likely vary from the amounts set forth in the analysis presented in this Presentation, and such variation may be material, the Company and its management believe that the FOFI has been prepared on a reasonable basis, reflecting the best estimates and judgments, and represent to the best of management's knowledge and opinion, the Company's expected expenditures and results of operations. However, because this information is highly subjective and subject to numerous risks. including the risks discussed above, it should not be relied on as necessarily indicative of future results. Readers are cautioned not to place undue reliance on the FOFI or financial outlook contained in this Presentation.

#### Non-IFRS Financial Measures

the Company uses accounting principles that are generally accepted in Canada ("GAAP"), which includes International Financial Reporting Standards ("IFRS"). Certain financial measures in this Presentation do not have any standardized meaning as prescribed by IFRS or GAAP, including EBITDA. These non-IFRS or GAAP financial measures do not have any standardized meanings and therefore may not be comparable to similarly titled measures presented by other companies. These measures are provided as additional information to complement GAAP and IFRS by providing a further understanding of operations from management's perspective. Readers are cautioned that these non-IFRS or GAAP financial measures should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS or GAAP.

The Company defines EBITDA as earnings before interest, tax, depreciation, and amortization, the Company considers EBITDA as a key metric in assessing business performance and considers EBITDA to be an important measure of operating performance and cash flow, providing useful information to investors and analysts.

## THE HOSPITALITY INDUSTRY IS CHANGING



Increased hotel development.



Fragmented payment solutions.



Slow innovation: On-demand services, automation.



Lack of concierge services and guest communication.



### INDUSTRY FORECAST

- By the end of 2031, the global hotel & resort industry market is estimated to grow at a CAGR of 8.1% and reach US\$1.27 trillion (Statista)
- Across the world, 2,934 hotels are expected to open in 2023 compared to 2,246 hotels opened in 2021 (Statista)
- Occupancy rate of US hotel industry expected to increase to 66.4% compared to 63.4% in 2022 (Statista)
- More people are traveling for bleisure business & leisure trips. The bleisure tourism market is projected to reach \$497.5 billion in valuation in 2022. (Future Market Insights report)

## **VISION**

## Metaguest AI enhances revenue and increase guest satisfaction.

Metaguest is on the forefront of driving AI innovation in the hospitality sector, empowering hotels, resorts and vacation properties with new ways to enhance the guest experience and create new revenue streams.

The Metaguest AI ecosystem offers solutions to streamline and elevate every aspect of a guest's stay ensuring convenience, engagement and overall satisfaction.

## AI FOR HOSPITALITY

- Leverages real-time information about hotel properties and their guests.
- Machine Learning improves with every guest interaction.
- Guests connect to AI with QR Codes & NFC tags located in-room and throughout property.
- Guests access hotel services and Al concierge in 21 languages.





## HOTEL BRANDS USING METAGUEST























































































## AI ENTERPRISE FOR HOTELS

Harmonizing Fragmented Hotel Operational Systems







- Partners can fully customize the in-room experience and integrate on-site offerings like rewards programs, dining and more.
- Al provides hotel guests on-demand access to hotel services.

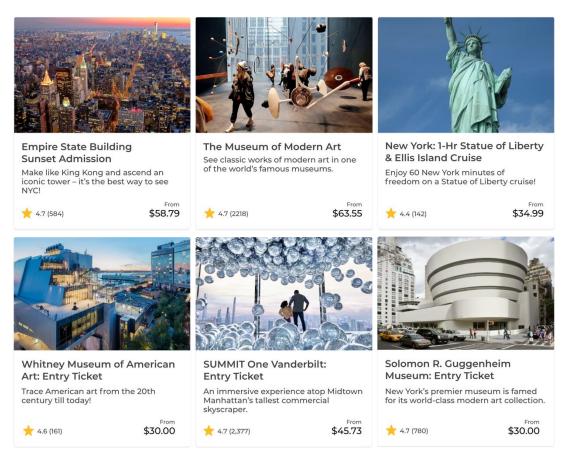


## METAGUEST AI CONCIERGE









 Al curated recommendations of tours, shows, events, dining, spas, retail and more. Guests purchase tickets, book reservations or place online orders.



## METAGUEST PAYMENTS INTEGRATION

- Creates itineraries, books tickets, makes reservations, and arranges transportation.
- Effortless payment in-room and in-lobby.





## METAGUEST OPERATIONAL MODEL



**Hotel Acquisition:** Establish direct partnerships with hotel owner-operators, property management companies, and corporate teams to provide concierge access to guests at partnered properties.



**Hotel Partnerships:** Provide hotel partners with ongoing support, ensuring the success of partnerships by managing collateral orders, replacements, payment and revenue assistance, and guest engagement metrics. Focus on retention and merchandising initiatives to strengthen partner relationships.



**Business Sales:** Acquire customers in target markets who pay monthly or annual subscriptions to promote their business or service to hotel guests via the Metaguest Al Concierge.



**Enterprise Sales:** Acquire enterprise customers who leverage multi-market or large segments of the hotel partnership portfolio with branding campaigns targeted at hotel guests via the Metaguest Al Concierge. Drive hotel enterprise sales for hotel properties, corporate clients, and large-scale initiatives.



**Customer Success Team:** Deliver exceptional support to business customers through engagement metrics, campaign insights, creative and strategic assistance, and access to promotional opportunities. Ensure healthy customer retention and minimize attrition through proactive management and support



## **CAPITAL SUMMARY – CSE:METG**

SHARES OUTSTANDING\* 66,607,851

WARRANTS\*\* 7,035,870

52 WEEK HIGH/LOW \$0.415/\$0.10

CONVERTIBLE DEBENTURES\*\* \$427,632

MARKET CAP\* \$10,324,217

INSIDER OWNERSHIP 42%

OPTIONS\*\* 3,410,000



\*As at October 15, 2024 \*\*As at March 31, 2024



### **MANAGEMENT**

#### **Tony Comparelli |** Chief Executive Officer and Director

Mr. Comparelli founded his first technology company in 1984 developing Point of Sale management systems for small-sized to mid-sized retailers. Between 1985 and 1996, Antonio grew his company to more than 200 employees, 20,000 clients, and over \$50 million in sales within a distribution network spanning seven countries. In 1996, Mr. Comparelli sold the intellectual property and customer base to his largest international distributor. From 1997- 2002, Mr. Comparelli worked alongside several dot-com companies as a consultant/advisor and toured the world as a public speaker at trade shows, major corporate events, and government consulates. In 2002, Mr. Comparelli founded RT7 to continue his passion for technology and service development for the retail and hospitality industries.

#### Colin Keddy | President

Mr. Keddy is Director of Family Office Services at TAAG. Mr. Keddy has established his reputation as a leader in Canada's financial sector for more than 20 years. He specializes in developing customized, comprehensive, wealth-management strategies for clients.

#### Chris Carmichael, CPA | Chief Financial Officer

Mr. Carmichael has been providing financial reporting, corporate secretarial, and CFO services to TSX, TSXV, and CSE companies. He has been the CFO of numerous public and pre-public companies for the past 25 years in multiple sectors including financial technology, mining exploration, cannabis, blockchain, healthcare, and merchant banking.



### **DIRECTORS**

#### John Napier, Chairman | Retired businessman

Mr. Napier has served as Chairman of four FTSE 350 companies. From 2003 to 2012 he was Chairman of RSA Insurance Group plc, one of the UK's largest listed international insurance companies. From 2008 until March 2013, he acted as Chairman of UK-based, global-media-services company Aegis Group plc.

#### Doug McCartney | Partner, Cassels Brock & Blackwell LLP

Mr. McCartney is a business lawyer with more than 24 years of business law experience, primarily in the areas of corporate finance, corporate governance, and mergers and acquisitions. In addition, Mr. McCartney has been a director, officer, or founder of many public and private companies, from start-up to exit.

#### **Charlotte Janssen** | *Practicing Lawyer*

Ms. Janssen specializes in the provision of commercial advice to business owners worldwide. She serves as a director of numerous private companies and community organizations and is a past chair and council member of the International Law Section of the Canadian Bar Association and Ontario Bar Association.

Tony Comparelli - see management page

**Colin Keddy –** see management page



## **SUMMARY**

- Unique Business Model: Distinctive business model offering top-tier Al solutions
- Growing Revenue: Rapidly growing monthly recurring revenue
- Strong Leadership: Experienced management team with proven track record in the technology space
- Insider Ownership: Significant insider ownership and supportive shareholder base
- Growth Potential: Well-positioned for sustainable growth in an expanding industry

## Thank you.

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