

TSX.V: **INX**    OTCQB: **INXSF**



# **BE ONE STEP AHEAD**

Corporate Presentation | 2020

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## OUR MISSION:

*Create shareholder value by designing, building and delivering solutions that collect data for customers and provide information that improves business outcomes.*

# Capital Structure

TSX-V:INX / OTCQB:INXSF

Share Price (Aug 4, 2020): \$0.50

Issued & Outstanding Shares: 22,526,811

Market Capitalization: ~\$11.3M

Free Floating Shares: 15,966,251

Insider Ownership: ~33%

Eric Beutel: ~13%

Cameron Watt: ~10%

Michael Gaffney: ~8%

Additional Insiders: ~2%



# Who is “Intouch Insight”?

## Experienced

- ▶ Founded in 1992
- ▶ Roots to 1978 through acquisition
- ▶ Public for 18 years

## Valued

- ▶ Capture information from various touch points
- ▶ Improve customer experiences, Increase sales for clients
- ▶ Improve business processes and ensure regulatory compliance
- ▶ Perform data analytics

# What is “Intouch Insight”?

## Recurring Services

- ▶ Mystery Shopping
- ▶ Compliance Audits
- ▶ Alcohol, Tobacco, Cannabis
- ▶ Health & Safety
- ▶ Inventory and Procedures
- ▶ Operational Audits

## Recurring SaaS Software

- ▶ Customer Experience Management Platform (LiaCXTM)
  - ▶ Patent Pending “Action CampaignTM” technology
- ▶ Survey Platform
- ▶ Forms & Checklist Automation
- ▶ Event Marketing Automation

# Industries Served

▶ The Intouch client base is primarily companies whose history is based on multiple locations where standards need to be maintained across broad geographies

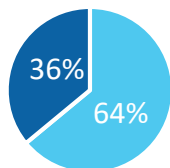
▶ Primary Industries:

- ▶ Petro Convenience
- ▶ Grocery
- ▶ Restaurants
- ▶ Hotels
- ▶ Automotive
- ▶ Pharmaceutical
- ▶ Alcohol & Tobacco (Age Verification)
- ▶ Other Retail



# Company Highlights

2019



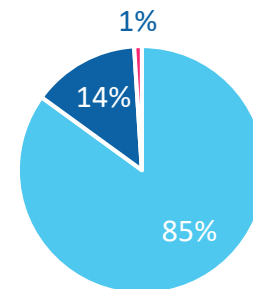
■ United States ■ Canada

Fortune 1000 & well-known brands as customers

Virtually no attrition since 2013

Experienced Management & strong Financial Controls

2019

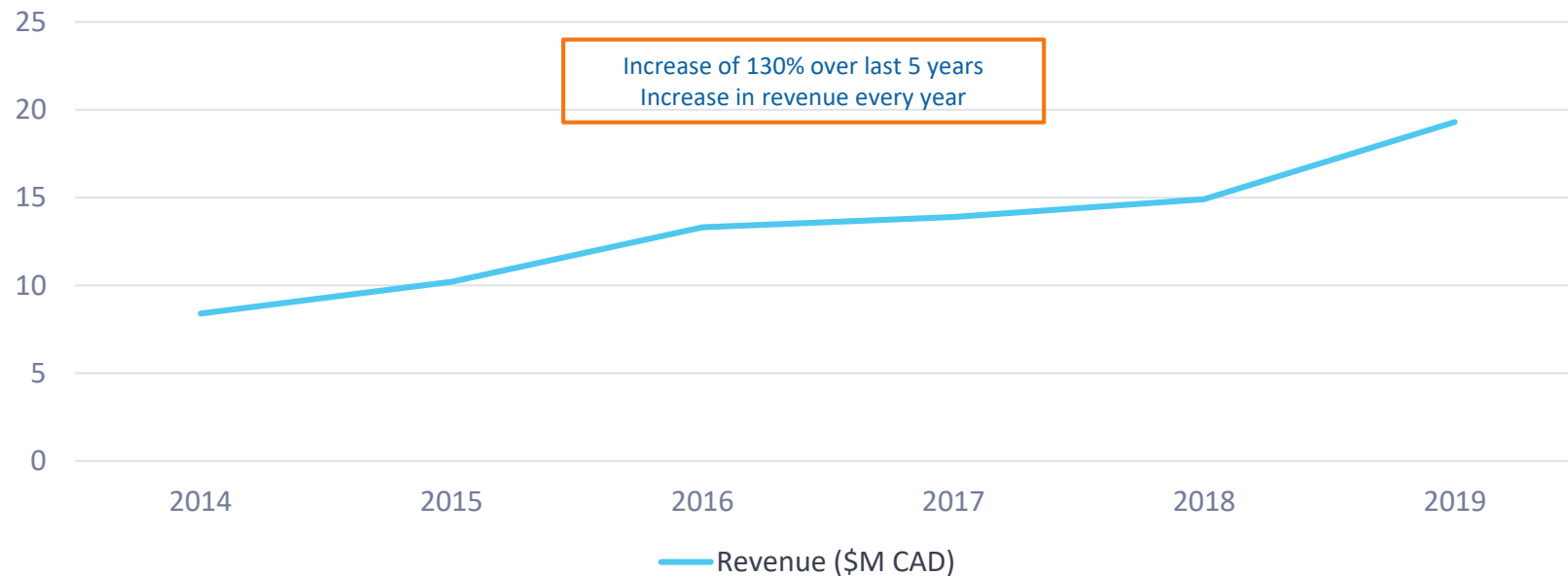


■ Recurring Services ■ Recurring Software  
■ Non recurring



# Historical Revenue Performance

## Revenue



Current CEO took over starting with 2014

# Historical Milestones

2014

- \$8.4M in Revenue
- 45 Employees

- Re-invested internal cashflows
- Re-tooled business to build and sell software
- Launched IntouchCheck (SaaS product)

2014 - 2016

2017

- Announced CEM product vision which ultimately became LiaCX
- Raised \$3.5M

- Invested growth capital in to CEM product
- Launched LiaCX
- Expanded development, sales and support team for CEM products

2018

2019

- 29% Revenue growth to \$19.3M
- EBITDA contribution of over \$1.5M
- Expanded SaaS product capabilities

2020 ...

- Continued Strong Growth & EBITDA positive contributions
- Continued product advancement



# 2019 Financial Performance

- ▶ 29% Revenue Growth
- ▶ 52% Gross Margin
- ▶ \$1.5 Million in EBITDA
- ▶ 99.3% Recurring Revenue
- ▶ \$0 in Debt & \$2.9M in working capital
- ▶ Current Ratio of 3.2

# 2020 Value Potential

- ▶ Share price started 2020 around 43 cents – Market cap of less than \$10M
  - ▶ Valued at .5X 2019 Revenue
- ▶ Share price rose to around 75 cents before the pandemic
  - ▶ Only .7X originally projected 2020 revenue
- ▶ July, 2020 Share price hovered around 50 cents (\$11.3M Market Cap)
  - ▶ Less than 1X any reasonable “post-Covid” revenue forecast
- ▶ Potential to continue to pick up shares at strong multiples
  - ▶ The economic impact in Q2 to the industries Intouch serves has been severe
  - ▶ There is a slower than hoped for global economic recovery in services industries
- ▶ Intouch Insight is already listed in top 100 lists such as CRM’s “Top 100 Company’s in Customer Service, Marketing & Sales” <https://www.destinationcrm.com/Articles/ReadArticle.aspx?ArticleID=142026>
  - ▶ CRM magazine is the leading publication in the Customer Relationship Management industry

# 2020 – Plans Revisited

## 2019

- 29% Revenue growth to \$19.3M
- EBITDA contribution of over \$1.5M
- Expanded SaaS product capabilities

- Multiple acquisitions
- Strong growth similar to 2019 forecasted
- Strong EBITDA and financial controls
- Continued product innovation

## 2020 – Pre Covid

## 2020 – Covid

- March 23 – Furloughed 50% of workforce
- April – utilized government programs & bring entire workforce back on payroll
- Employees, Executives and the Board of Directors commit to contribute \$.6M in wages
- Reduced workforce by 18%

- Pivot with existing clients (Focus on customer Health and Safety)
- Secure new business (Capitalize on size, unique technology and financial strength)
- Maintain prudent financial controls

## 2020 – Refocused

## 2021 & Beyond

- Significant Growth in recurring revenues (SaaS and Services)
- Opportunistic M&A
- Product Innovation
- Remain financially independent



# 2020, COVID-19 & Beyond

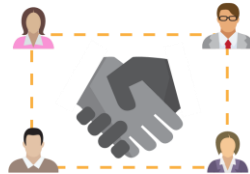
- ▶ Intouch was a strong company heading in to the pandemic
- ▶ Intouch has only raised \$3.5M since the original IPO in 2002
- ▶ Intouch stated that outside capital is not required to weather the COVID-19 storm
- ▶ The need for information regarding customer experience is more important than ever
- ▶ The need for consistent delivery of operational standards is more important than ever
  - ▶ Particularly regarding health and safety
- ▶ Intouch has launched & published consumer behaviour studies as a thought leader
- ▶ Intouch has positioned IntouchCheck as a COVID-19 toolset for businesses
- ▶ Market challenges may create acquisition opportunities

# Capitalizing on the Opportunity

- 1** Customer Experience Measurement is an existing, large and fast growing market – maybe more so today



- 2** Intouch has a loyal customer base and technology positioned to help businesses deliver operationally



- 3** The combination of software and services together in a single platform provides true market intelligence



- 4** Conducive to recurring revenue model (SaaS)



## Financial Comparisons (USD)

	INX <sup>a</sup>	PFM (PPRRF) <sup>b</sup>	SVMK <sup>b</sup>	MDLA <sup>c</sup>
Revenue	\$14.5M	\$15.1M	\$307M	\$402M
Growth	29%	24%	21%	28%
Profit	\$.1M	(\$2.3M)	(\$73.9M)	(\$112.3M)
Current Ratio	3.2	1.5	.8	1.7
Long Term Debt	\$0	\$2.7M	\$214M	\$0
Shares (Aug 4)	22.5M	120.0M	138M	141M
Market Cap (Aug 4)	\$8.5M	\$63M	\$3.3B	\$4.3B
Sales Multiple	.6X	4.2X	10.8X	10.8X

a) Information based on December 30, 2019 fiscal year end reporting converted to USD at exchange rate of .75

b) Information based on December 30, 2019 fiscal year end reporting

c) Information based on January 31, 2020 fiscal year end reporting





WHY  
INVEST IN  
INX(SF)  
NOW?

Lack of Awareness &  
Understanding causing  
a Discounted Valuation

Established, loyal  
Tier-One  
Client List

Strong Financial  
Management  
Capabilities

Positioned to emerge  
strong as the North  
American economy  
reopens

**Software &  
Technology Platforms**  
provide opportunity  
for additional future  
value

Revenue stream is  
Recurring with **very  
little churn**



# Thank you!

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