The evolution of asset tracking

Long Range Industrialized Beacons with sensors

April 2017
Overview

Leveraging the latest in technology to manage and gain better control of inventory and tracking of movable asset cost effectively

• We design and manufacture hardware with sensors and software applications to track real-time information on movable assets

• SAAS platform: We develop mobile apps, middleware and cloud based solutions that stand-alone or can be readily integrated with existing platforms

• Our solution provides a level of operational visibility that is more easily implemented and accessed

• Our team has 50+ years experience (as co-founders/early stage employees) in the GPS/AVL & telematics industry

• We have go-to-market partners’ and Value Added Resellers in each of our industry verticals

• Our focused industry verticals’ represent millions of beacons opportunity

• The Industrial Internet of Things (IIoT) market was valued at USD$93.99 billion in 2014 and is forecast to reach USD$151 billion by 2020, with Bluetooth Beacons expected to grow at massive 223% CAGR
BeWhere Solution
**BeWhere Beacon Features**

- **Range:** up to 250 meters

- **BeWhere Beacon BTB-03**
  - 2 to 5 years battery life
  - Ruggedized

- **BeWhere Beacon BTB-04**
  - Waterproof (IP 68)

- **BeWhere Beacon BTB-05**
  - Beacon locator
  - LED and audible alarm can be activated through the app

*Pictures may differ from actual products*
Data Gathered

**PROXIMITY**
Bluetooth Connection up to 250 meters
Calculated approximate distance from the beacon to the reader (Phone, Tablet, Laptop, BLE/Wi-Fi Gateway, telematics)

**TEMPERATURE**
Celsius or Fahrenheit
Determine if equipment or product is stored properly based on temperature specs

**ACCELEROMETER**
Impact Counts
Determine if equipment or product has been transported safely

**LIGHT EXPOSURE**
Lumens
Determine if beacon has been removed from equipment or exposed to light for dangerous goods transport

**BATTERY LIFE**
Of the beacon
Track battery level of the beacon along with warning if batteries are low

... And more in development (e.g. air pressure, humidity)
SaaS IOT Solution

• Display beacons’ real-time data
• In/Out of the range alerts
• Last known location

Mobile App

BeWhere Web Portal

• Real-time inventory/equipment location
• Historical data
• Alerts and email notifications set up
• Assign beacons to smartphones
• Manage Gateways
  ✓ Telematics
  ✓ Smartphone
  ✓ BLE/Wi-Fi
Initial Industry Verticals

- On-vehicle Inventory & Fleet Management
- Manufacturing/Automotive/Agriculture
- Logistics/Supply Chain
- Government (transportation, medical)
Go To Market Strategy

- On-Vehicle Inventory & Fleet Management
- Manufacturing /Automotive/Ag
- Logistics/Supply Chain
- Government - transportation - medical
- Geotab - Direct Corporate - Geotab VAR’s
- Direct Sales
- Bell Mobility
- Other Value Add Resellers (e.g. Fleet Complete, SkyHawk, GoFleet)
# Features and Benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
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</thead>
<tbody>
<tr>
<td>Inventory location data provided through: telematics devices, Android/IOS devices, and BLE/ Wi-Fi Gateways</td>
<td>Readers may already exist in your organization or are simple to add</td>
</tr>
<tr>
<td>Automated Inventory</td>
<td>No requirement for manual counting</td>
</tr>
<tr>
<td>On board vehicle inventory displayed to driver</td>
<td>Ensure the tools required are in the vehicle before arriving/leaving the scene</td>
</tr>
<tr>
<td>Knowledge of inventory on site</td>
<td>Work sites have appropriate equipment</td>
</tr>
<tr>
<td>Monitor inventory 24/7</td>
<td>Reduce lost inventory</td>
</tr>
<tr>
<td>Transportation policy</td>
<td>Guarantee goods have been transported based on defined set of rules</td>
</tr>
<tr>
<td>Inspections</td>
<td>Assurance that people were on site</td>
</tr>
</tbody>
</table>
Competing technologies

- **Active RFID**
  - Expensive solution
  - Generally complexed (RF considerations) to implement
  - Significant investment in planning
  - Dedicated infrastructure and reader technologies
  - Mobility typically restricted

- **Cellular/GPS tags**
  - Battery life implications – need business processes to address constant recharging requirements
  - Costs – monthly recurring charges
  - Expensive solution

- BeWhere can be **complimentary, substitutive** – and also **open up new market opportunities**
BeWhere Solution Advantages

- Low cost flexible solution
- Widely supported and available technology:
  - more readily available readers/gateways: telematics devices, smartphones, tablets, BLE/Wi-Fi gateways
- Low power draw extends battery life (important for non-powered assets)
  - Devices (smartphones, tablets, telematics etc.) provide GPS location of the beacons
- Longer read ranges (up to 250 meters)
- Simple to implement (no on-site visit required)
### Capitalization Overview

<table>
<thead>
<tr>
<th>Symbol</th>
<th>TSXV:BEW</th>
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</thead>
<tbody>
<tr>
<td>Price (April 10, 2017)</td>
<td>$0.31</td>
</tr>
<tr>
<td>Shares Issued and Outstanding</td>
<td>50.60M</td>
</tr>
<tr>
<td>Market Capitalization</td>
<td>$15.67M</td>
</tr>
<tr>
<td>Warrants (1)</td>
<td>10.92M</td>
</tr>
<tr>
<td>Options</td>
<td>1.97M</td>
</tr>
<tr>
<td>Fully Diluted Shares Outstanding</td>
<td>63.49M</td>
</tr>
<tr>
<td>Cash</td>
<td>$2.0M</td>
</tr>
<tr>
<td>(1) Strike price (expiry Sept. and Feb. 2019)</td>
<td>$0.25</td>
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</tbody>
</table>
Management Team

**Owen Moore**
Chief Executive Officer

Owen Moore is the Chairman and CEO of BeWhere. Owen was President and Co-Founder of Grey Island Systems International until successfully selling the company in October 2009. Shortly after earning his M.Sc. at York University, Owen co-founded Grey Island Systems International, a publicly traded Canadian/U.S. manufacturer and seller of real-time internet-based vehicle monitoring and predictive arrival systems. In his roles there, first as CFO then as President, Owen drove an almost 50-fold increase in revenue to $24 million in less than ten years. In November 2012, Owen joined BSM Wireless Inc. as the Executive Vice President of Sales.

**Chris Panczuk**
President

Chris Panczuk is the President and Secretary of BeWhere Inc. Chris started in the Telematics industry in 1998 and was with BSM Wireless until 2014. Chris was the Vice President of Canadian Sales at BSM Wireless Inc. He was responsible for building and designing specific solutions for key verticals, and advocating enterprise account relationships through advancement of business solutions.

**Robert Allen**
Chief Financial Officer

Robert Allen served as Chief Financial Officer and Vice President of Finance at TimberWest Forest Corp. from 2010 to 2012. Robert joined TimberWest with a strong background in both the BC forestry industry and financial management with 20+ years of experience building, leading, and advising corporations through complex restructurings, acquisitions/divestitures, and capital market transactions. Prior to joining TimberWest, Robert served as Chief Financial Officer of Ainsworth Lumber Co. Ltd. from 2003 to 2009. Robert is a Chartered Accountant and he also holds a BSc in Agriculture from the University of British Columbia.

**Brian Boychuk**
VP Sales & Marketing

Brian was a Co-Founder of Grey Island Systems International along with Owen. In his roles there, first as Vice-President of Sales and Marketing and then as Executive Vice-President of Business Development, Brian was instrumental in establishing the profitable niches and landing the marquee clients in EMS, Public Works and Public Transit. Grey Island was multi-year recipient of the Deloitte Technology Fast 50 and Profit 100 honours. Prior to that, Brian held various roles in Marketing and Market Research in the Utilities, Logistics, as well as with an Enterprise Asset Management software vendor. Most recently, Brian has been providing consulting advice to early stage and start-up companies.
# Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Biography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greg Cameron</td>
<td>Lead Director</td>
<td>Greg Cameron is an accomplished capital markets leader and advisor. Over the past 20+ years Greg has been an influential and strategic investor in a number of high-growth businesses, he has raised hundreds of millions of dollars for small and mid-cap companies in Canada and abroad, and he has represented shareholders and companies on a number of M&amp;A transactions.</td>
</tr>
<tr>
<td>Mark Kohler</td>
<td>Head of Audit Committee</td>
<td>Mr. Kohler is a leader in the technology and financial services industry with over 29 years of experience as an investor, entrepreneur, senior executive, and board member at some of Canada’s leading public and private organizations. He is currently Chairman &amp; CEO of Exelerate Inc., an advisory group that provides strategic services to the technology, healthcare, and financial institutions sectors in both Canada and the US. Mr. Kohler is also a Chartered Professional Accountant, Chartered Accountant, and a designated ICD.D with the Institute of Corporate Directors.</td>
</tr>
<tr>
<td>Paul Christie</td>
<td>Chairman</td>
<td>Mr. Christie, is a former director of Grey Island Systems International Inc. Mr. Christie also served as the Supervisor of the Toronto District School Board for the 2002-2003 and 2003-2004 school years. Prior to that Mr. Christie was a Toronto and Metro Councillor for the Metroward of East Toronto from 1985-1997. From 1991, he served as a Toronto Transit Commissioner, becoming its chair in 1994. He has also served as a Board Member of Toronto East General Hospital, The Riverdale Hospital, O'Keefe/Hummingbird now the Sony Centre for the Performing Arts, the Toronto Zoo, the City of Toronto Non-Profit Housing Corporation (Cityhome) and a variety of community agencies.</td>
</tr>
<tr>
<td>Edward Kulperger</td>
<td></td>
<td>Edward Kulperger is the Vice President, Europe at Geotab, Inc. With over 15 years of experience in the telematics industry, he has lead sales, marketing, operations, and business development activity on a global scale where he has delivered end-to-end and platform applications to the international telematics, automotive, fleet transport, leasing and wireless sectors. Mr. Kulperger has been a speaker at many telematics and technology conferences in Europe and North America, where he advocates the use of leading-edge technology for environmental, as well as socio-economic benefits. Before leading Geotab’s Europe expansion, he was Vice President of Business Development at Geotab and before that was Vice President of Business Development at WebTech Wireless. He studied International Finance at Concordia University in Montreal after attending New England College in New Hampshire.</td>
</tr>
</tbody>
</table>
# Sample Industries

<table>
<thead>
<tr>
<th>Construction, Utilities &amp; Mining</th>
<th>Emergency Medical Services</th>
<th>Transportation and Warehousing</th>
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<tr>
<td><strong>Built for Construction Environment</strong>&lt;br&gt;Anyone with an Geotab equipped vehicle or Bluetooth-enabled smartphone/tablet can take inventory automatically without intervention.</td>
<td><strong>Empowers Paramedics</strong>&lt;br&gt;Provides management and users with knowledge of the real-time location of stretchers, defibrillators, equipment, radios, keys, computers and tools.</td>
<td><strong>Get Insight on Goods in Transit</strong>&lt;br&gt;Provides real-time information on (proximity, temperature, impact and light exposure) for tagged assets in transit. Intuitive map based interface provides visibility into the entire supply chain.</td>
</tr>
<tr>
<td><strong>Continuous Site Management</strong>&lt;br&gt;Tracks people, inventory, equipment and tools the moment they leave the site/zone, or the vehicle that transported the goods, and verifies that it was delivered to the correct site and arrived on time.</td>
<td><strong>Immediate Notifications</strong>&lt;br&gt;Immediately sends alerts should equipment and tools be left on scene, at the hospital or at facilities.</td>
<td><strong>Pallet Tracking</strong>&lt;br&gt;Can be installed on re-usable (and pooled) pallets to account for entire inventory, as well as movements. Additional benefit of tracking contents (i.e., shipment) every step of the way.</td>
</tr>
</tbody>
</table>
Value Added Partners
Learn more

• Watch our video https://www.youtube.com/watch?v=4IDpF2tGRWk

• Contact Us: info@bewhere.com or 1-844-229-4373

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