



analytixinsight

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# AnalytixInsight

**Big Data Analytics. Actionable Insights.**

**TSXV:ALY**

May 2015

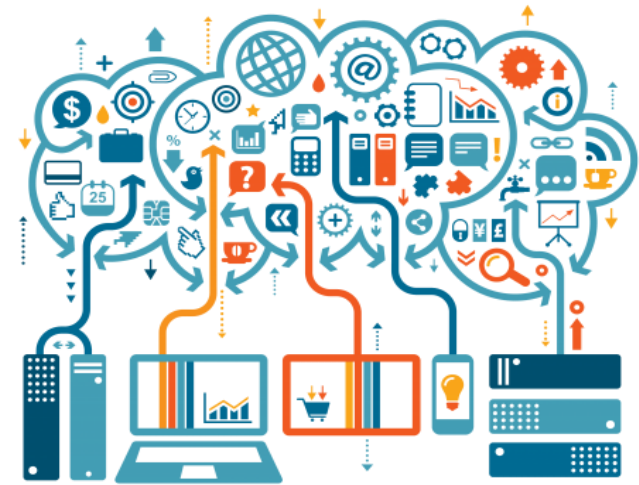
# Disclosures

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- Statements about the Company's future expectations and all other statements in this presentation other than historical facts, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The Company intends that such forward-looking statements be subject to the safe harbors created thereby.
- The information in this document contains information relating to the Company that is based on the beliefs of the Company and/or its management, as well as assumptions made by any information currently available to the Company or its management. When used in this document, the words "anticipate," "estimate," "expect," "intend," "plans," "projects," and similar expressions, as they relate to the Company or its management, are intended to identify forward-looking statements. Such statements reflect the current view of the Company regarding future events and are subject to certain risks, uncertainties and assumptions, including the risks and uncertainties noted. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove to be incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, expected, intended or projected. In each instance, forward-looking information should be considered in light of the accompanying meaningful cautionary statements herein. Factors that could cause results to differ include, but are not limited to, successful performance of internal plans, the impact of competitive services and pricing and general economic risks and uncertainties.

## Company Overview

- Leading data analytics company listed on the TSX Venture Exchange (TSXV:ALY)
- Data is integrated from multiple sources and is completely customizable to customer needs
- Cloud based, scalable architecture
- Offering proprietary predictive analysis tools in the **B2B** space through:
  - Composer: IP licensing for content creation
  - Connect: Content distribution and licensing
  - XBRL: Partnership with IRIS, opportunity to become global player in space
- Offering in the **B2C** space through:
  - **CapitalCube** - Provides comprehensive company analysis and on-demand fundamental research, portfolio evaluation and screening tools
    - Online portal offering financial research and content for investors in connection with institutional partner Connect platform in Canada and the U.S.
  - **Marketwall** – App providing access to financial data with 4 million active users and an established partnership with Samsung
- Focusing on mobile and online opportunities primarily in B2B and B2C spaces



## Established Partnerships

**Aol.**

**YAHOO!**



**DOWJONES**

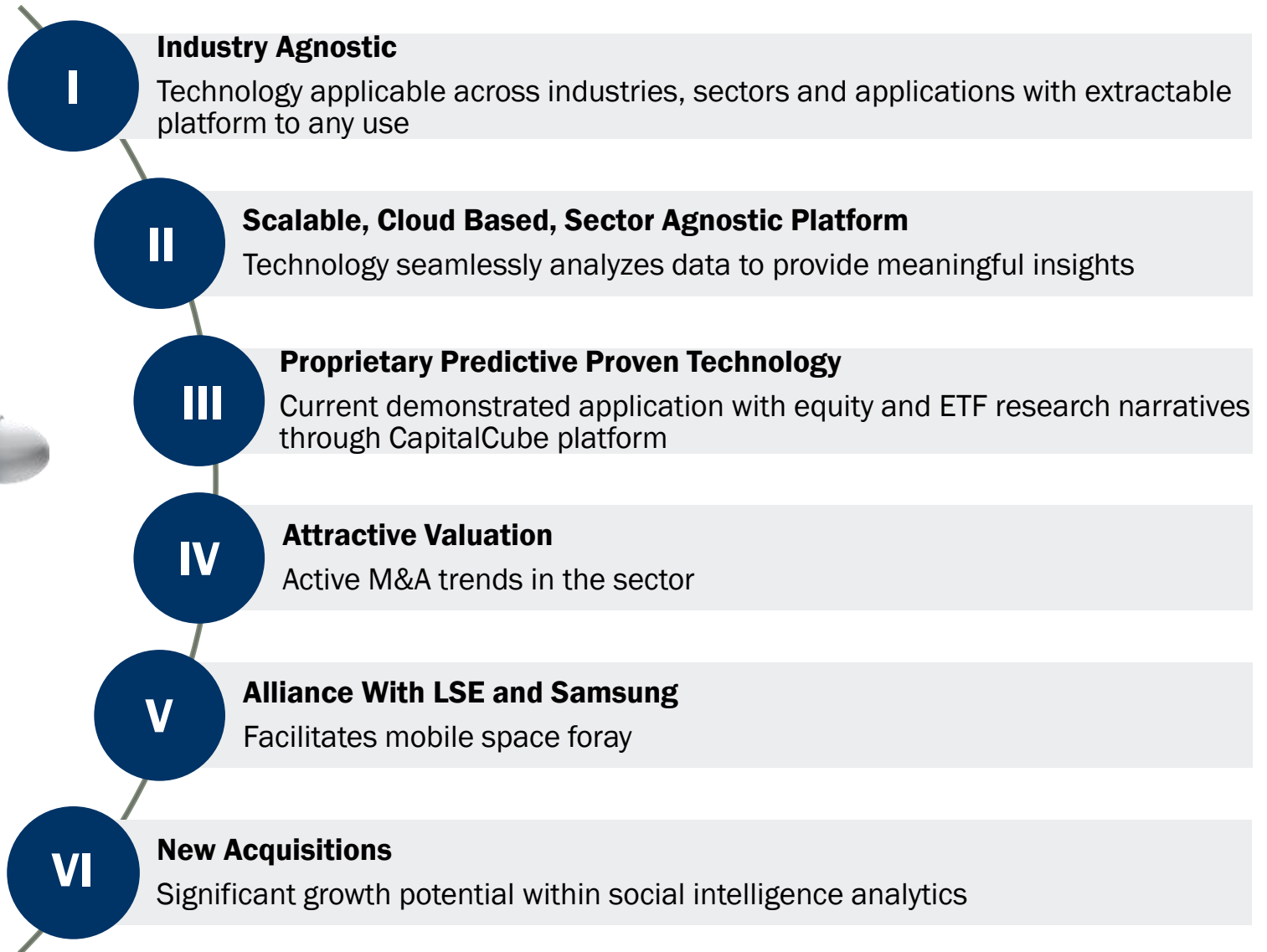


**London**  
Stock Exchange



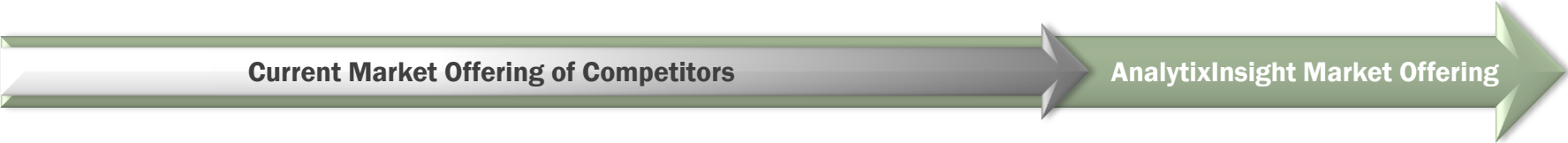
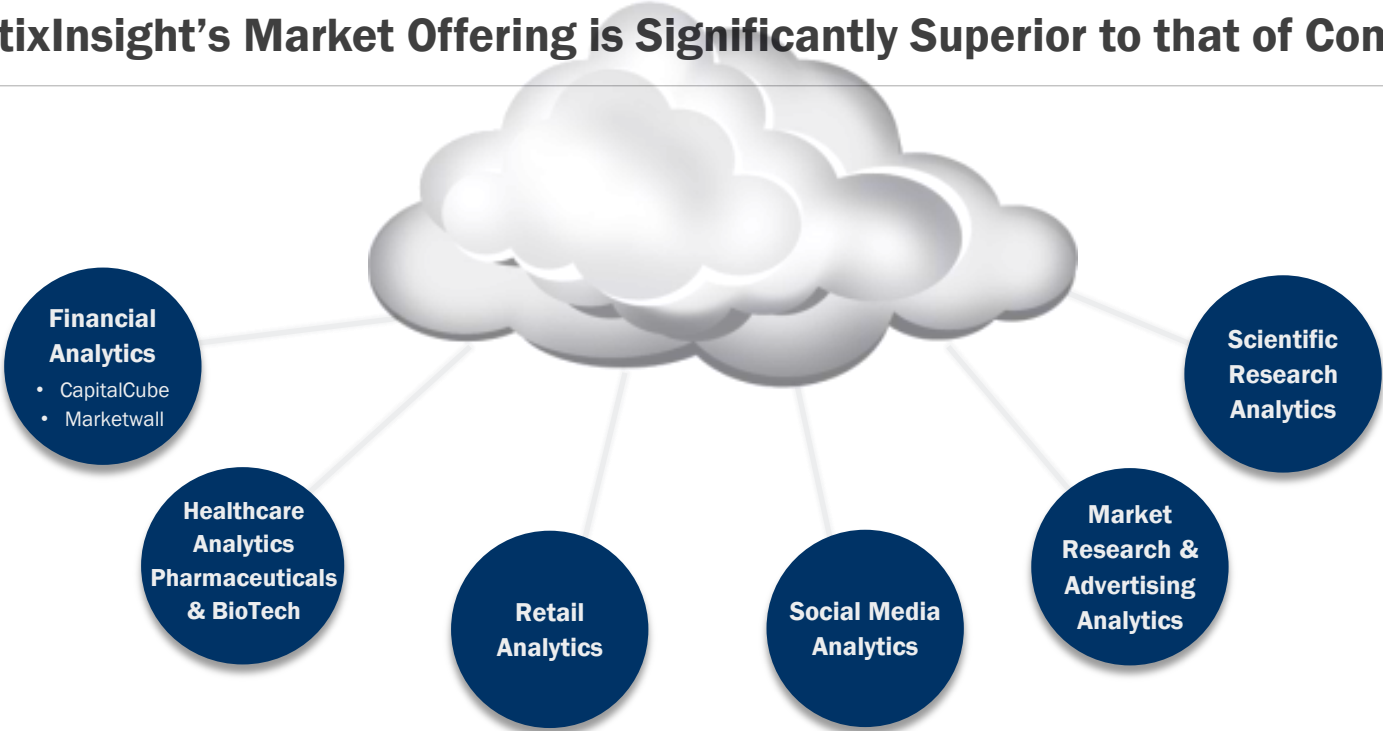
**netrange**

# Investment Highlights



# Value Added Big Data Capabilities

AnalytixInsight's Market Offering is Significantly Superior to that of Competitors



# Intended Industry Reach

## Big Data Analytics. Actionable Insights.

- Actionable narrative, insights and analytics for companies across a wide array of industries
- Providing customers the ability to monetize customer and business intelligence
- B2B offering also extends to mobile and online platforms



### Pharma Research



### Social Media



### Financial



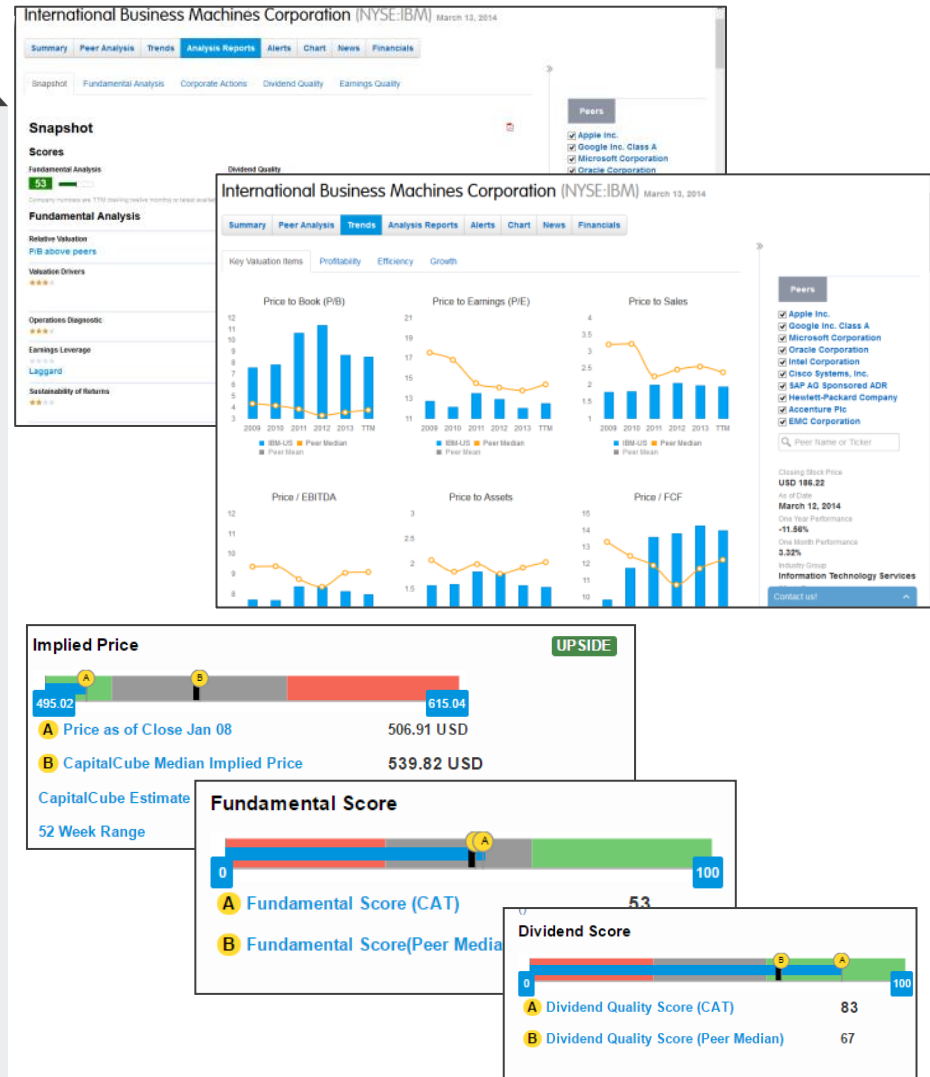
### Retail



## Financial Analytics

### Current Demonstration of Capital Cube Engine

- Provides comprehensive company analysis and on-demand fundamental research, portfolio evaluation and screening tools
- Empowering customer investment decisions through in-depth analysis on a company's:
  - Performance relative to its peers
  - Accounting and earnings quality
  - Dividend strength
  - Corporate actions such as dividend changes, share buybacks and acquisitions
- Automatically generated narratives and predictive and prescriptive analytics
- Covering more than **45,000 equities** and ETFs across 10 exchanges worldwide
- More than **100 billion computations per day** on raw financial data
- Works with Marketwall/Stockwall app for smart devices which communicates Capital Cube data analytics to mobile platform
- Offers multi-language and highly customizable capabilities



## Pipeline Opportunities

### Contracts

- **AOL (Daily Finance):** Mandated to run earnings analysis in multiple quarters
- **Dow Jones (Wall Street Journal):** Contracted to display competitor information on Wall Street Journal quotes page (quotes.wsj.com)
- **Yahoo:** Agreement to generate CapitalCube content on Yahoo search engine through search engine optimization deal
- **London Stock Exchange:** License and carry CapitalCube content
- **Tel Aviv Exchange:** License and carry CapitalCube content
  - Provides first of a kind comprehensive research coverage and predictive analytics for 600 listed stocks in Israel
  - Enables TASE to provide value-added analysis on all listed stocks for the benefit of its retail and institutional clients to facilitate liquidity and trading volumes

### Additional Proposals for Content Licensing, Revenue Share, on Page Views and Traffic-For-Content with:

- Leading buy side news and content syndicator
- Large US trade advisory site
- Stock exchanges
- Leading finance portal

**DailyFinance** PLAN SAVE SPEND INV

Trending: What NOT to Buy at Warehouse Clubs | 2015 Stock Predictions | Best Things to Buy In

**EarningsCenter**

Share: f t in p e s + Save

**Sony Quarterly Earnings: By the Numbers**

Nov 4th 2014 1:53PM  
Updated Nov 4th 2014 1:58PM

**THE WALL STREET JOURNAL.**

**COMPETITORS (AMZN)**

Company	Change	P/E (TTM)
Google Inc. Cl A	+0.78%	30.37
Overstock.com Inc.	+2.29%	5.24
eBay Inc.	-0.99%	-
Wal-Mart Stores Inc.	+1.24%	15.82
Costco Wholesale Corp.	+1.49%	28.16
MercadoLibre Inc.	+0.11%	69.50
Barnes & Noble Inc.	-0.21%	-

Competitor Data Provided By: Capital Cube

### Partners

**Aol.**

**YAHOO!**



**DOWJONES**



**London Stock Exchange**



## Mobile Offering – Samsung Partnership – 4M Users

### Current Demonstration of MarketWall Engine

- Seamlessly communicated CapitalCube platform into mobile space through app tying real time stock trading data and company analysis from CapitalCube
- Recent deal with Samsung, Borsa Italiana and the LSE will preload StockWall app on all Samsung Smart Devices
  - Samsung and AnalytixInsight with co-market deal
  - Platform available across all Samsung smart devices including phones, tablets, wearables and smart TV
  - Samsung Deal Terms: Pre-loaded in Samsung smart devices ~250 million devices and revenue share ~70:30 per download per month
- App provides access to financial data and in turn big data analytics to millions of users worldwide
- Comprehensive stock price trading data and company analysis is a stepping stone towards enabling complete trade execution on a secure mobile platform
- Only financial app for smart devices with real time quotes and automatically generated narratives/research
- Aim for Marketwall to be the one stop app for equity market insight



Download Mobile App Through

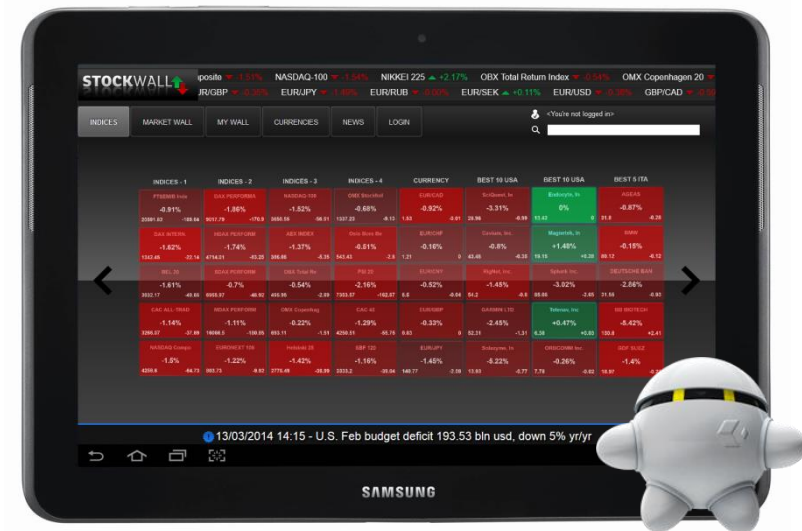


## SAMSUNG

### Samsung Partnership

- In January 2014, the Company established Stockwall, based in Milan, Italy in order to focus on mobile opportunities, primarily the relationship with Samsung Electronics as well as to focus on opportunities in the B2B and B2B2C spaces
- Mobile applications are currently available on Google Play and iTunes and loaded on to Samsung's entire suite of mobile products, wearables and Smart TVs
- AnalytixInsight has a revenue share arrangement with Samsung for all paid downloads on Samsung's entire suite of mobile products and Smart TVs
  - With over 250 million new devices launched every year the partnership with Samsung Electronics validates the company as a key content provider in the financial data domain
  - Samsung Deal Terms: Pre-loaded in Samsung smart devices **~250 million devices** and revenue share **~70:30** per download per month
- Samsung is the largest smartphone vendor in the world
- Marketwall App is included as the financial app in Samsung's point of sale promotions across its mobile device portfolio
- Anticipated additional development in partnership with Samsung and further acceleration in the global adoption of Marketwall app
- The rapid adoption of the Marketwall app thus far has provided the company the opportunities to strike B2B commercial arrangements with other premium financial and media institutions

- ✓ **Stockwall selected as key content partner by Samsung**
- ✓ **Marketwall – only financial app showcased on Samsung's new gear**
- ✓ **Products to be include in Samsung's point of sale promotions**



## Pipeline Opportunities

### Contracts

- **Samsung Electronics:** Partnership agreement to co-market and pre-load Stockwall App on all Samsung Smart Devices
- **MiiA:** Partnership agreement to pre-load Marketwall App on MiiA phones
  - Potential for larger subscriber base and expanded subscription revenues
  - Agreement includes 70:30 revenue sharing arrangement
- **NetRange MMH GmbH:** Partnership and revenue sharing agreement whereby the Marketwall App is available seamlessly via the NetRange operated Smart TV app market, pre-installed on Smart TVs around the world and featured on its portal user interface
  - The NetRange arrangement is in addition to Marketwall's current partnerships with mobile and Smart TV device manufacturers Samsung Electronics and MiiA
  - NetRange Smart TV portal solution is currently available on more than 40 million devices worldwide and Marketwall is the first financial App to be featured on NetRange's platform
  - NetRange is the leading global provider of white labeled, turnkey Smart TV and Over the Top TV ecosystems. Operating as an integrated, full-service solutions, which includes billing, content aggregation, marketing, service and portal operations for more than 60 global TV and devices brands including Sharp, TCL, Skyworth, Hisense, Chamghong, JVC, Pioneer and Loewe



**These contracts and partnerships provide AnalytixInsight with the increasing ability to tap the growing demand for financial data and analysis content across various hardware platforms and device manufacturers**

### Partners



# Strategic Partnership

## Strategic Partnership with IRIS

- Partnership to create unique data and analysis to benefit financial market participants
- Partnership will grow big data analytics platform in the enterprise B2B space with India based Iris Business Solutions (IRIS)
  - Intends to acquire 30% stake in IRIS
- Partnership intended to leverage IRIS' unique financial data offering and AnalytixInsight's big data analytics platform to generate proprietary content and insight to become a global player in the XBRL and big data space
  - XBRL (eXtensible Business Reporting Language) is a language which is freely available and global standard for exchanging business information
    - One use of XBRL is to define and exchange financial information
    - Common users of XBRL include stock exchanges and securities, banking regulators, business registrars, revenue reporting and tax-filing agencies and national statistical agencies
- IRIS has clients in 16 countries, including regulators and enterprises
- Anticipated \$5 – 6 million topline from B2B partnership with IRIS for AnalytixInsights



[Snapshot](#)
[Fundamental Analysis](#)
[Corporate Actions](#)
[Dividend Quality](#)
[Earnings Quality](#)
[Earnings Analysis](#)

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Score: 66

Company numbers are TTM (trailing twelve months) or latest available. Share price data is previous day's close unless otherwise stated.

### Overview

- Google Inc. Class A trades at a lower Price/Book multiple (3.48) than its peer median (4.49).
- The market expects GOOGL-US to grow at about the same rate as the peers and to maintain the median returns it currently generates.
- GOOGL-US's relative asset efficiency and net profit margins are both around the median level.
- Change in the company's annual revenues seems to be coming at the expense of earnings.
- Over the last five years, GOOGL-US's return on assets has declined from above median to about median among its peers, indicating de performance.
- The company's margins are around the peer medians and do not suggest any benefit from a pricing or an operating cost advantage vei
- While GOOGL-US's revenues in recent years have grown faster than the peer median, the market gives the stock a PE ratio that is aro that the market has some questions about the company's long-term strategy.
- The company's capital investment seems appropriate for a business with peer median returns.
- GOOGL-US has the financial and operating capacity to borrow quickly.

# The Mobile Industry

## First Mover Advantage in Big Data Analytics On Mobile Platform

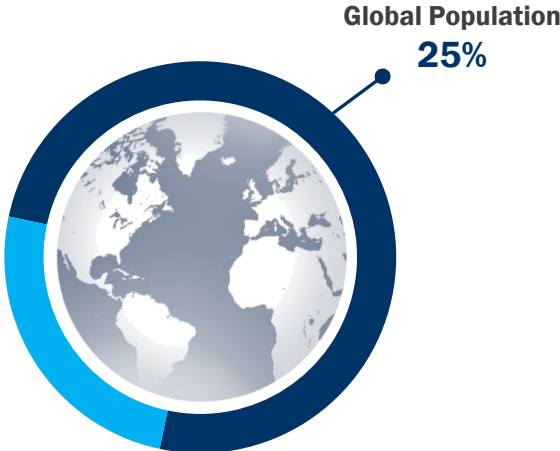
# 25%

Of the world population uses a smartphone, according to eMarketer

# 20%

Of all mobile users have or are conducting financial activities on their phones

# Significant Market Opportunity in High Growth Industry



# Growth Opportunity

## Beyond Financial Analytics

### Expanded Financial Analytics

- ✓ Expansion opportunities into other financial asset classes including ETFs, options, debt and commodities

### Business Model Extension

- ✓ Services, custom implementations and mobile platforms
- ✓ Large expansion opportunity exists today as it is estimated that only 13% of companies use predictive analytics and only 3% use prescriptive analytics
- ✓ CapitalCube to soon carry a unique earnings score that will provide insights on the relative quality of a company's earnings as they are reported or filed, scoring system will be generated through a series of algorithmic tests and provide insights in terms of the quality and strength of a company to grow its earnings
- ✓ Announced extension of technology platform to provide business intelligence and benchmarking tools for mobile payments
  - ✓ Planning to work with mobile payment systems and merchants to provide better analytics, business intelligence and decision making tools for the fast growing mobile financial services app community

### Sector Expansion

- ✓ Potential to apply platform across industries and sectors
- ✓ Industries of near-term interest include:
  - ✓ Healthcare (Pharmaceuticals and Biotech)
  - ✓ Insurance
  - ✓ Retail
  - ✓ Social Media
  - ✓ Market Research and Advertising
  - ✓ Scientific Research

### Acquisitive Growth

- ✓ Intended foray into XBRL big data analytics space
- ✓ The number of big data investments has grown 36% between 2009 and 2012 with total dollars invested growing at 50% from 2009 to 2012
- ✓ Big Data M&A historically dominated by big technology companies

# Experienced Management Team & Board of Directors

## Prakash Hariharan

*Chairman*

- Formerly one of Canada's leading portfolio managers at Front Street Capital focusing on technology and growth related investments
- Spent time at Dominion Bond Rating Services, analyzing and rating structured investment products
- Holds a Financial Engineering degree from York University as well as an MBA from the Schulich School of Business and an undergraduate degree in Chemical Engineering

## Chaith Kondragunta

*Chief Executive Officer & Director*

- Former CEO of Stern Stewart Europe Ltd., and the CEO and founder of Stern Stewart India
- Frequently written and spoken on corporate performance and analysis with The Economist Group, CNBC, Bloomberg TV and Euromoney
- Holds a Masters in Computer Engineering from the University of California, San Diego and an MBA from Carnegie Mellon University

## Gautam Pasupuleti

*Chief Operating Officer*

- Former Vice President, Product Strategy at Fidelity National Information Services, having worked with financial institutions worldwide to deliver solutions across mobile, online, branch and ATM channels
- Holds an Executive MBA from Columbia University as well as multiple degrees from Pennsylvania State University and the Indian Institute of Technology

## Richard Greco Jr.

*Independent Director*

- Managing Partner of Filangieri Capital Partners, a private venture capital and M&A advisory firm since 2007
- Senior Advisor to The Scowcroft Group
- Served as the Assistant Secretary of the Navy (Financial Management & Comptroller) and also as a White House Fellow at the Department of Defense
- Previously managing director at Stern Stewart & Co.
- MBA in Finance from The University of Chicago, an M.A. in American Foreign Policy from The Johns Hopkins University of Advanced International Studies and a B.S. in Chemistry from Fordham University

## Gregg Schoenberg

*Independent Director*

- Founder of Westcott Capital, an investment and advisory firm based in New York, and a co-founder of Shellstone Group
- Currently serves as a director of Peerform, a peer lending platform based in New York
- Previously Head of Equities and a member of the Executive Committee for Natixis North America
- Prior, worked in the capital markets department of SG Cowen in New York and served in the Washington D.C. offices of Senator Bill Bradley and the Atlantic Richfield Corporation
- Holds an MBA from Cornell University and a B.A. from Washington University in St. Louis, Missouri

# Financial Overview

## Capitalization & Trading Metrics

(C\$ millions, except per share)

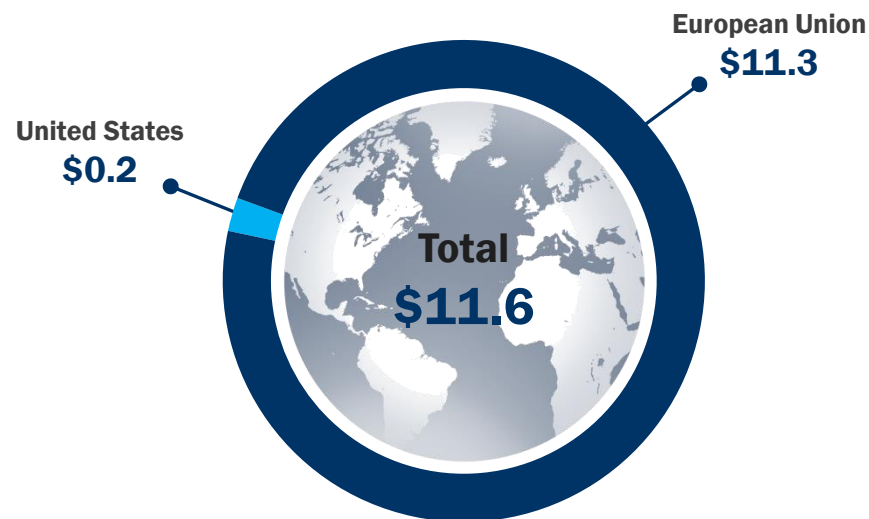
Share Price (10-Feb-15)	\$0.36
Basic Shares Outstanding	38.0
Dilutive Securities (Treasury Method)	6.0
<b>Market Capitalization</b>	<b>15.6</b>
Less: Cash & Equivalents	(0.2)
Add: Debt	-
<b>Total Enterprise Value</b>	<b>15.4</b>

Note: Management and Insiders own 11.2 million shares and are subject to a 3 year lock-up ending in 2017

Trading Metrics <sup>1</sup>	2014	2015E	2016E
TEV / Revenue	22.6x	1.3x	0.8x
Revenue	0.7	11.6	18.2
TEV / EBITDA	neg	6.2x	3.1x
EBITDA	(3.7)	2.5	4.9

## Geographic Revenue Distribution 2015E

(C\$ millions)



**Majority of Revenue Generated in the European Union**



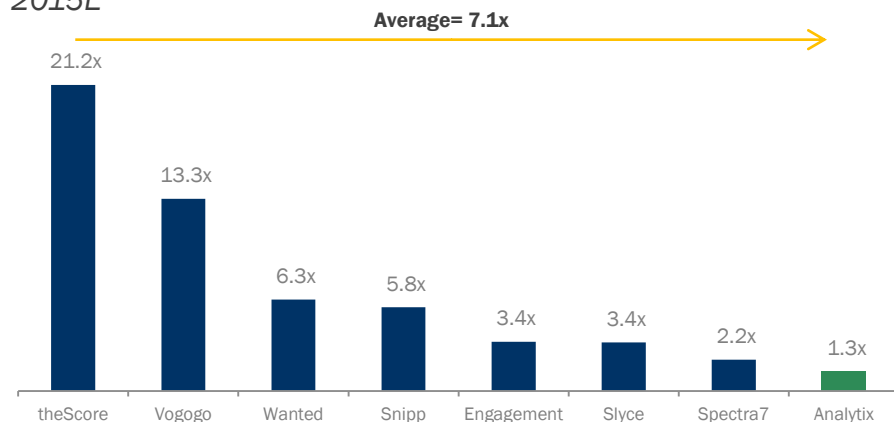
# Comparable Companies

(C\$ millions)

	Market Cap	Enterprise Value	TEV / Revenue			TEV / EBITDA			T. Debt / 15E EBITDA
			CY2014A	CY2015E	CY2016E	CY2014A	CY2015E	CY2016E	
<b>Canada:</b>									
theScore, Inc.	203	189	21.6x	13.3x	7.5x	neg	neg	neg	-
Vogogo Inc.	101	95	NMF	21.2x	5.0x	neg	neg	34.0x	-
Snipp Interactive Inc.	76	74	17.1x	3.4x	1.0x	neg	neg	NMF	-
Spectra7 Microsystems Inc.	57	56	8.3x	3.4x	1.6x	neg	neg	5.7x	neg
Slyce Inc.	57	51	NMF	5.8x	2.4x	neg	neg	6.9x	neg
Wanted Technologies Corporation	28	26	2.5x	2.2x	1.6x	10.7x	14.7x	5.7x	0.1x
Engagement Labs Inc.	21	22	10.7x	6.3x	3.2x	neg	neg	neg	neg
Intema Solutions Inc.	12	12	6.9x	NA	NA	38.8x	NA	NA	NA
ODESIA Group Inc.	0	2	0.3x	NA	NA	neg	NA	NA	NA
<b>Adjusted Mean</b>			<b>9.1x</b>	<b>5.7x</b>	<b>2.5x</b>	<b>10.7x</b>	<b>na</b>	<b>6.1x</b>	<b>0.0x</b>
<b>Median</b>			<b>8.3x</b>	<b>5.8x</b>	<b>2.4x</b>	<b>neg</b>	<b>neg</b>	<b>5.7x</b>	<b>-</b>
<b>Average</b>			<b>9.6x</b>	<b>7.9x</b>	<b>3.2x</b>	<b>neg</b>	<b>neg</b>	<b>neg</b>	<b>neg</b>
<b>AnalytixInsight Inc.</b>	16	15	22.6x	1.3x	0.8x	neg	6.2x	3.1x	-

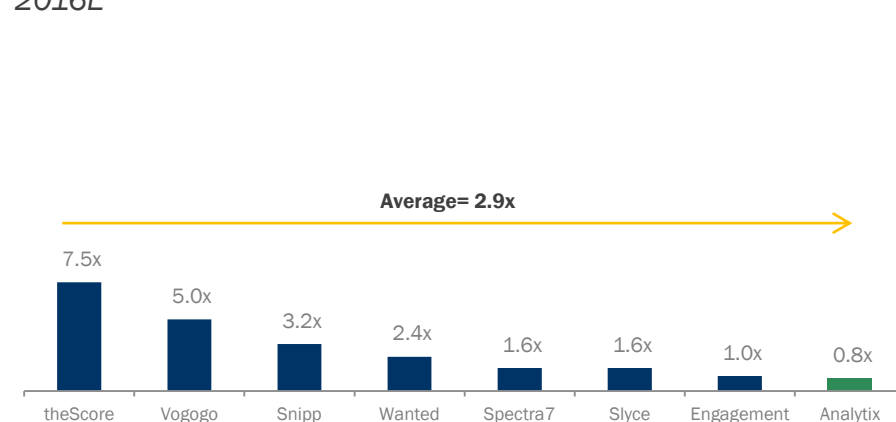
## TEV / Revenue

2015E



## TEV / Revenue

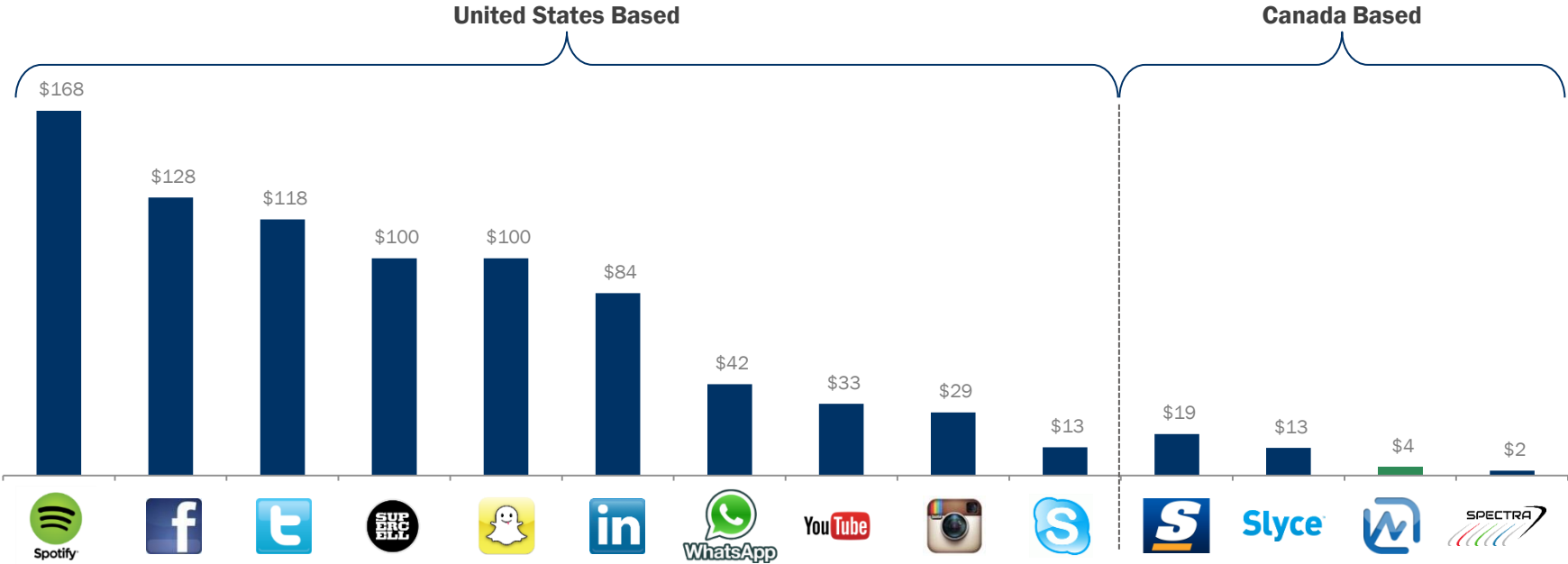
2016E



# Mobile User Valuation

- Valuation per user is one of the key metrics in valuing tech based companies
- Apps like Instagram, Whatsapp, Snapchat and Skype are valued for acquisition of behavioral data
- Youtube, Spotify and Supercell are valued for content
- AnalytixInsight brings together unique analytics content to a robust, expanding platform across devices and geographies
  - AnalytixInsight currently has 4 million users, this equates to \$3.85 in valuation per user

## Valuation Per User





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## **AnalytixInsight**

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**TSXV:ALY**

**May 2015**

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