



Proudly founded and
based in **North America**

THE FUTURE OF RETAIL DIGITAL TECHNOLOGY, TODAY

February 2024

CSE: DVN OTCQB: DVNCF

danavation[®]
Technologies Corp.

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Certain statements in this presentation constitute forward-looking statements and forward-looking information within the meaning of applicable Canadian and United States securities legislation (collectively herein referred to as “forward-looking statements”), which can often be identified by words such as “will”, “may”, “estimate”, “expect”, “plan”, “project”, “intend”, “anticipate”, “target”, “believe”, “continue”, “outlook”, “forecast” and similar expressions or the negatives thereof. Except for statements of historical fact, certain information contained herein constitutes forward-looking statements which include but are not limited to statements related to activities, events or developments that the Company expects or anticipates will or may occur in the future, statements related to the Company’s business strategy, financial forecasts, objectives and goals, estimations of the Company’s market share, estimations of the Company’s revenues and management’s assessment of future plans and operations which are based on current internal expectations, estimates, projections, assumptions and beliefs, which may prove to be incorrect.

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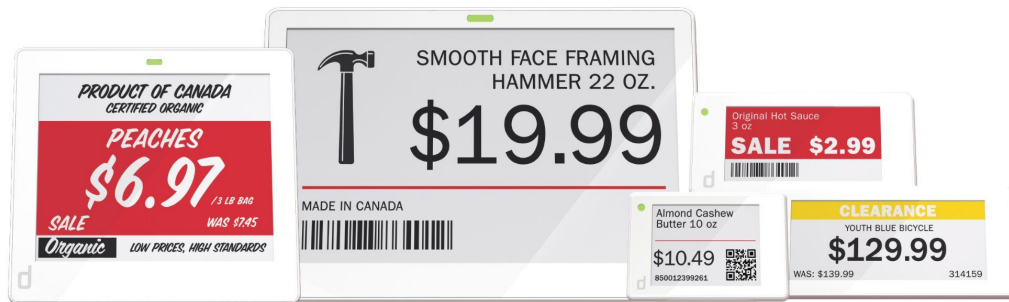
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To the extent any forward-looking statement in this presentation constitutes “future-oriented financial information” or “financial outlooks” within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate the anticipated market penetration and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. Future-oriented financial information and financial outlooks, as with forward-looking statements generally, are, without limitation, based on the assumptions and subject to the risks set out above under the heading “Forward Looking Information”. The Company’s actual financial position and results of operations may differ materially from management’s current expectations and, as a result, the Company’s revenue and expenses.

ABOUT DANAVENTION® (CSE: DVN) (OTCQB: DVNCF)

Danavation® offers groundbreaking Digital Smart Labels™ to automate labelling, pricing, product information, and promotions in real time

- **Platform-as-a-Service (PaaS)** model with IoT cloud computing to deliver advanced software, hardware, analytics, and intelligence tools for complete plug-n-play deployment
- Information is wirelessly transmitted to the labels for pricing and **inventory management**, product specs, and customer reviews
- Eliminates paper, **ensures accurate pricing**, and avoids physical contact



WHERE WE CAME FROM

Through Dana Industries, Danavation®'s founders have built strong relationships with North American retailers for 30+ years

Danavation® Technologies Corp. Formed in 2018

- Launched by the principals of Dana Industries to meet the **changing needs of retailers and tech-savvy consumers** by reimagining the retail experience and digitizing it at both store and shelf level
- Developed **Platform-as-a-Service (PaaS)** model with IoT cloud computing platform to deliver advanced software, hardware, analytics, and intelligence tools for a complete plug-n-play deployment
- Our Digital Smart Labels™ (micro e-paper displays) enable clients to automate labelling, pricing, product information, and promotions in real time

Founder Backgrounds

- Dana Industries founded in August 1993 in Toronto, Ontario
- Founders met working in sales in 1984, and their extensive sales and customer service experience allowed them to become privy to the needs of their clientele first-hand
- For nearly 30 years, Dana Industries was a leader in producing shelf signage, clear packaging, data strips, and the best engineered shelf-talkers for many top Fortune 500 brands across North America



WHY INVESTORS CHOOSE DANAVENTION®

- ✓ **Commercial-stage tech company**
Proven execution and growing pipeline of premier names
- ✓ **Increasing annual recurring revenue (ARR)**
Driven by cutting-edge IoT automation technology and PaaS model
- ✓ **Experienced management aligned with shareholders**
30+ years of experience servicing leading retailers across North America; ~40% insider ownership
- ✓ **North American-based provider of Digital Smart Labels™**
Clients push for transparency, credibility, and security
- ✓ **Large market potential & growing customer base**
U.S. market expected to drive ~80% of sales through 2026

CASE STUDY LCBO



WHY CLIENTS CHOOSE DANAVALION®

DVN offers excellent ROI, making client transition easy

The only North American-based provider of pricing automation solutions. Backed by founders with over 30 years of experience in the retail industry, our deep understanding of our clients and the retail landscape allows us to build powerful solutions that are well-engineered, highly scalable, and the most cost-effective in the industry.



1. Proprietary technology

- Sub 1Ghz (433MHz) frequency, resistant to interference from nearby radios (Bluetooth, Wifi, cell phones, etc.)
- Bi-directional wireless communicators with over 100+ foot range
- Ultra low power, with battery life up to ten years

2. Cost-effective system

- Cloud based platform removes the capital expense of costly on-premise hardware and minimizes IT resources
- Integrates with any existing software

3. Premium services

- In-house software and engineering team
- 24/7 access to tech support
- Disaster recovery management

THE PROBLEMS

Traditional methods of changing price and product information at the shelf has limitations and challenges for retailers.



High Labour Costs

Current method of updating product and pricing at the shelf is labour intensive



Incorrect Prices

Pricing at the shelf is often times inaccurate, costing companies millions



Low Productivity

Shelf label management involves long-term planning and slows operational efficiency



Static Pricing

An outdated practice as it does not allow for a nimble pricing strategy and adapting offers to supply/demand and market trends in order to maximize revenue and profit margins



The Old Way of Doing Things



The NEW Way Of Doing Things

THE SOLUTIONS

Key benefits our platform offers customers:



Automation

Reduce labour requirements and deploy price and promo strategies with speed, agility, and consistency



Omni-channel

Boost engagement and positive showrooming, and offer consistent web-to-shelf pricing and data that customers value such as competitors' prices, stock levels, and social reviews



Increase Profitability

Digitize the shelf edge to automate workflows, boost basket sizes, and develop new income streams



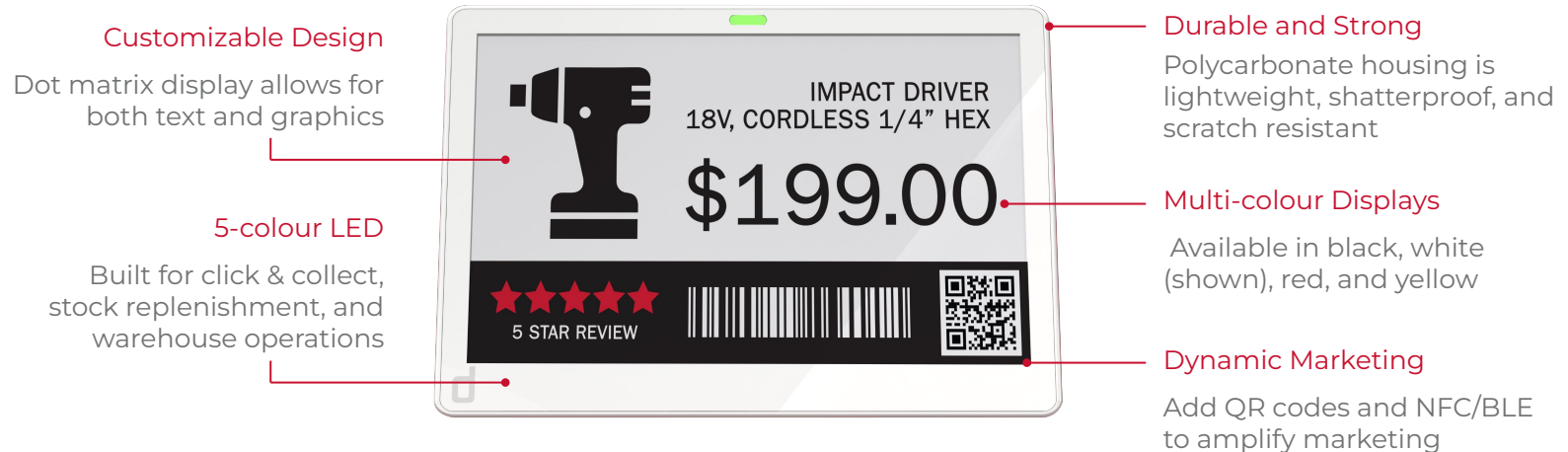
AI/Dynamic Pricing

Leverage AI, big data, and machine learning to price products dynamically at the shelf based on sales velocity, weather conditions, current events, stock levels, and price elasticity of demand

GROUNDBREAKING DIGITAL E-PAPER DISPLAYS

Modern looks. Designed to enhance.

Our Digital Smart Labels™ offer a class-leading high resolution, high contrast, wide-viewability, and vibrant colour display designed to enhance the in-store shopping experience. Offered in white or charcoal black housing as standard with custom colour options also available.



BEYOND RETAIL: OTHER APPLICATIONS

Digital Smart Labels™ have application across multiple industries

Electrophoretic displays (aka 'e-paper') mimic the appearance of ink on paper, are easier to read, and much more energy efficient than LCD screens. They reflect light like paper, offering high resolution and contrast, wide-viewability, and a vibrant colour display that can even be read in direct sunlight.

Healthcare Facilities



Store, display, and access patient info such as allergies, health risks, diet, etc.

Wine / Spirits & Retail



Inform shoppers, display product details, and change prices and promos for any product in seconds



Logistics / Manufacturing



Automate tedious workflows and operate with greater speed, accuracy, and agility

TARGET MARKETS

GROCERY

Sync your ERP/POS system for unprecedented speed and accuracy. Generate sales lift, cut costs, inform shoppers, profit from big data, and respond quicker to competitor activities.

RETAIL

Change prices and promos for any product, on any shelf, in seconds and connect with today's tech-savvy consumers for a true omnichannel experience.

HEALTHCARE

Modernize hospitals and long-term care facilities. Easily display patient information, allergies, health risks, diet, and other critical patient data—all in real time.

WAREHOUSING/ DISTRIBUTION

Automate tedious workflow by displaying information digitally and operate with greater speed, accuracy, and agility.

MILITARY SUPPLY CHAIN

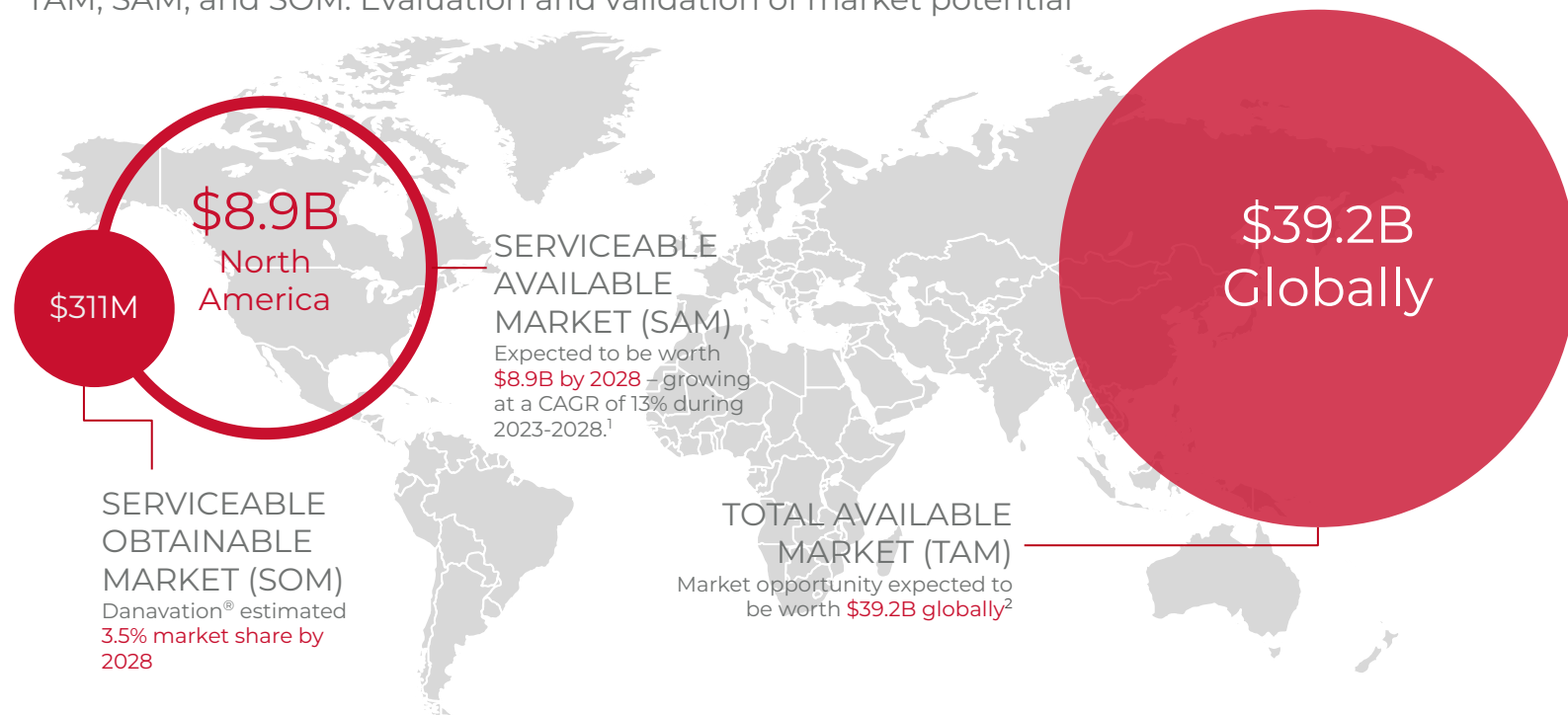
Simplify supply chains through central and remote visibility of inventory at department shops; live counts; and one-button picking and stocking updates. Significantly reduces the risk of human error and time spent picking and restocking items.

MANUFACTURING FACILITIES

Digitize manufacturing facilities by providing information such as inventory counts and location while improving workflows.

MARKET OPPORTUNITY

TAM, SAM, and SOM: Evaluation and validation of market potential



See notes regarding forward-looking statements

1. [RESEARCHANDMARKETS](#) - September, 2023 | 2. [ALLIEDMARKETRESEARCH](#) - January, 2023

ROI ANALYSIS & STORE ASSESSMENT

Monthly cost comparison and ROI on CapEx*

	Printing labels cost	Printer hardware cost	Total labour cost	Total cost per year
Traditional in-store paper labels	\$7,446	\$7,500	\$73,000	\$87,946

Approximate monthly cost using traditional in-store paper labels	\$7,329
Approximate monthly cost for Danavation® automation	\$4,206

*This is an estimate only. An advanced project evaluation is required for accurate ROI analysis. Pricing is based on an average label cost, and excludes installation, basestation, software, and additional accessories (5 year contract). Based on a finance charge of 8%. 4 and 5 year contracts are available. Exclusive of, software integration, project management, and installation fees. Amounts are for reference only. Advanced store evaluation is required for more accurate quote. Subject to approval. Subject to taxes (if applicable). See Appendix for ROI calculation. See notes regarding forward-looking statements.

ILLUSTRATIVE REVENUE POTENTIAL

- Model is akin to cell phone providers; monthly contracts cover the PaaS service and hardware and represent **annual recurring revenue (“ARR”)** for Danavation®
- Pricing dependent on contract duration — 60, 48, or 36 months

Representative Client Type ¹	Monthly Contract ¹	Annual Billing ¹	Full Installation Location Count ¹		Potential ARR per Client with Full Installation ¹
Larger	\$6,000	\$72,000	×	500	➡ \$36MM
Medium	\$4,000	\$48,000	×	150	➡ \$8.1MM
Smaller	\$2,000	\$24,000	×	15	➡ \$450K
Compact	\$500	\$6,000	×	5	➡ \$60K

¹Illustrative examples only; not intended to represent actual clients or billing amounts for specific clients

Representative Client Types



NORWICH
deli & bakery

Bombay Spices
The House Of Authentic East Indian Cuisine

LCBO

ACE
Hardware

danavation
Technologies Corp.

CSE: DVN, OTCQB: DVNCF

CURRENT CAPITALIZATION TABLE

CSE: DVN, OTCQB: DVNCF

Market Capitalization	\$7.24M
Share Price (January 31, 2024)	\$0.06 / share
Common Shares Outstanding	120,824,850
Warrants Outstanding	12,119,900
Options Outstanding	9,000,000
Convertible Debentures ¹	\$3.85M

~38%

of shares outstanding
held by DVN
management

52-Week Chart



¹ Convertible into fully-paid Common Shares at \$0.20/sh; see [July 29, 2021](#), [August 17, 2021](#) and [November 15, 2023](#) press releases for more details.

DANAVATION® SUMMARY (CSE: DVN) (OTCQB: DVNCF)

- Canadian-based, IoT technology company providing commercially available, state-of-the-art Digital Smart Labels™
- Digital Smart Labels™ (micro e-paper displays) enable clients to automate labelling, pricing, product information, and promotions in real time
- Revenue generation and growth supported by established client base including retailers, grocery stores, convenience and big box stores across the US and Canada, as well as healthcare providers and manufacturing and logistics companies
- Continued growth to be driven by development of new proprietary products and services within retail and grocery segment
- Clear ESG commitment by advocating for environmental sustainability through significantly reduced paper use

Mission:

Accelerate the adoption of IoT technology, automation and AI, driving the transition to smart retail, smart cities, and Industry 4.0



STAY CONNECTED

For additional Information
please contact:

LOCATION

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HELLO@DANAVATION.COM

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INVESTOR RELATIONS

INVESTORS@DANAVATION.COM

403-705-5076

APPENDIX: OUR SOLUTION

Watch to learn more



BOARD OF DIRECTORS



John Ricci

President & CEO, Director

John is the founder of Danavation®. His vast experience in retail marketing has allowed him to advance Danavation® as a market leader.



Jorge Martinez

Independent Director

Since 1994, Jorge has held senior executive positions with etimex group and its subsidiary, etisign, including his current role as President and CEO. Etimex provides flexible product packaging and labeling solutions for various business verticals multi-nationally with locations in Monterrey, Ensenada and Mexico City in Mexico; Houston, Laredo and Chicago in the US; and Toronto and Halifax in Canada. He brings financial acumen with broad experience across all aspects of accounting, auditing, financial management, venture capital and business development.



Frank Borges

Director

Frank Borges is a Director of Danavation®. Driven by his passion and perseverance, Frank's 25+ years in the retail industry helps him connect and build trusted relationships with many of the worlds largest retailers.



Vivek Jain

Independent Director

Vivek Jain is an entrepreneur and venture capitalist. He has co-founded two tech startups – Project FANchise, and LOKO. Vivek has previously held senior finance positions at several companies, including CFO; and he has international professional experience, notably as Assistant Vice President with Enstar Group in Bermuda. Mr. Jain is a Chartered Accountant from the Institute of Chartered Accountants of Saskatchewan and holds a bachelor's degree in business administration from the University of Regina.



Mike Hodes

Chief Financial Officer

Mike is a hands-on, strategic 20-year CFO with over 30 years of business experience supporting entrepreneurial CEOs, running companies with revenues ranging from \$2m to \$20m as they operate and expand internationally. Mike is a qualified CPA in Canada and FCA in the UK.



Jo-Anne Archibald

Corporate Secretary

Jo-Anne Archibald is the Corporate Secretary for Danavation and she has over thirty years experience working with private and public capital market companies. Jo-Anne is a graduate of the Institute of Corporate Directors (ICD.D) from the Rotman School of Business, is a Fellow (FCIS) of the Governance Professionals of Canada and has an MBA from Western University Ivey Business School.

DANAVATION® PLATFORM-AS-A-SERVICE (PaaS)

Our Digital Smart Label™ and IoT cloud computing platform delivers advanced software, hardware, analytics, and intelligence tools for a complete plug-n-play deployment.

➤ Dynamic Cloud

- Public/private elastic cloud for central management and enterprise scalability
- Military grade AES encrypted software

➤ Advanced Engineering

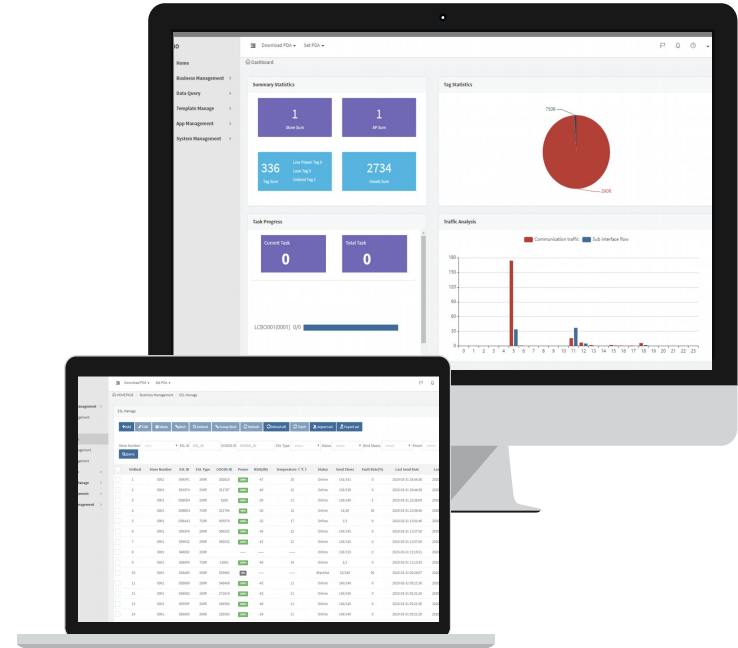
- High-resolution e-paper display utilizing leading edge embedded systems technology
- Engineered for ultra low power/long life

➤ Superior Network Scalability

- Highly secure end-to-end connectivity with unparalleled industry coverage, over-the-air (OTA) updates, and zero interference with Wi-Fi networks

➤ Artificial Intelligence & Analytics

- Intuitive management provides analytics and mission critical data
- Inventory optimization, forecasting, management, and product allocation



PLATFORM AS A SERVICE (PaaS) PRICING MODEL — GROCERY

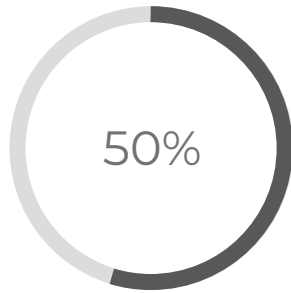
Monthly cost to operate based on average store size (35,000 – 40,000 sqft)

60 months	48 months	36 months	Purchase
\$4,205.76 per month*	\$5,003.37 per month*	\$6,418.57 per month*	\$200k per store
BEST VALUE			

*Based on a finance charge of 8%. 4 and 5 year contracts are available. Exclusive of, software integration, project management, and installation fees. Amounts are for reference only. Advanced store evaluation is required for more accurate quote. Subject to approval. Subject to taxes (if applicable).

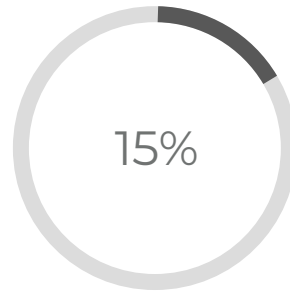
TARGET REVENUE SPLIT

Long-term value creation for the company and our shareholders



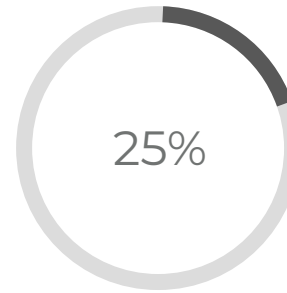
PLATFORM

Recurring revenue generated from the Platform as a Service (PaaS); includes the software license, API, hardware, sub-systems, and management console



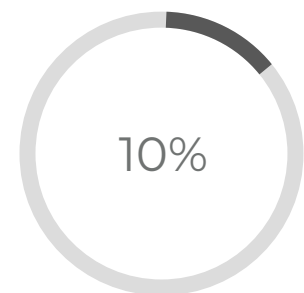
SERVICES

Services include store assessments, on-site Installation, networking, infrastructure, software integration, data sync, and project management fees



SOFTWARE

Premium add-ons such as private elastic cloud, virtual servers, analytics, inventory forecasting, promotional recommendations, order fulfillment, and dynamic pricing



SUPPORT

24/7 phone or on-site technical support, monitoring, training, and custom feature requests

UNDER THE HOOD



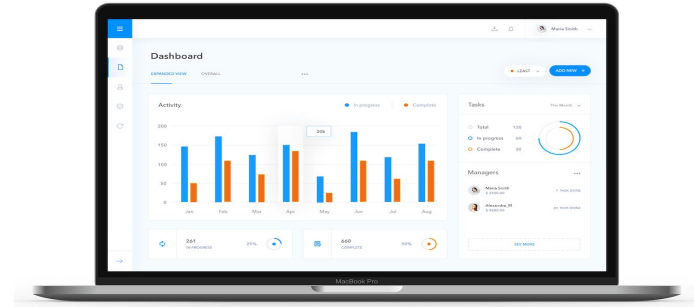
Basestation 2.0

Our Basestation 2.0 utilizes advanced sub-1GHz RF and BLE delivering secure, highly scalable, and cloud-integrated solutions for small business or enterprise-level network applications.

Each sub 1GHz Basestation can be installed in new or existing WLANs, combined with our intelligent “one touch” integration, promises rapid deployment and simple operation.

Features:

- Low interference
- Penetration through walls and other obstacles
- Auto-roaming mesh network
- Power over Ethernet
- Load balancing



Centralized Command Centre

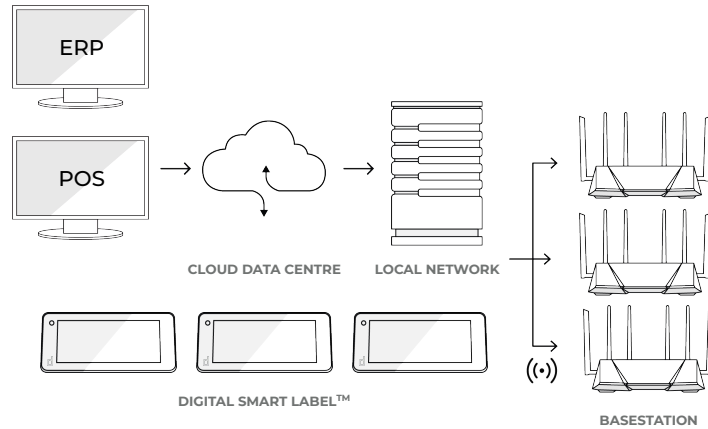
Our eRetail 2.0 software is simple, powerful, intuitive and quick to deploy.

Our server and cloud-based options deliver secure, highly scalable, and POS/ERP-integrated solutions for small business or enterprise-level applications.

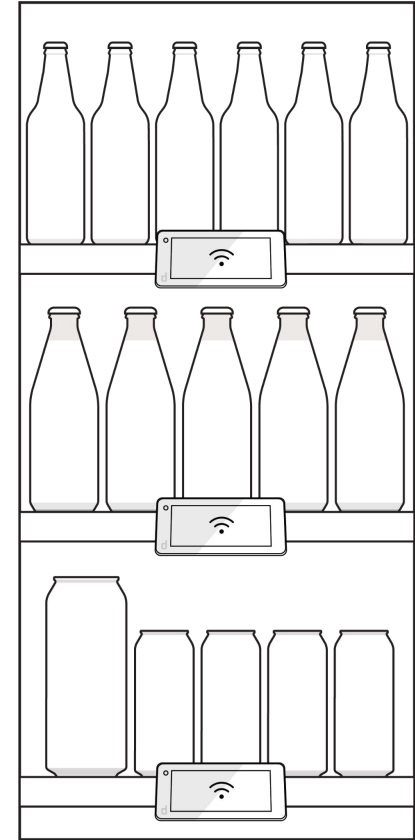
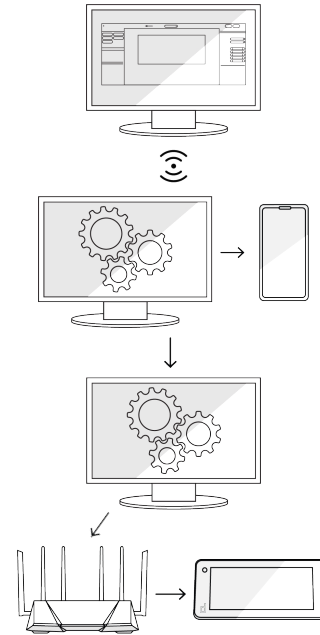
Features:

- Flexible ERP/POS agnostic for seamless integrations
- Plug-n-play API, Web service, DB, and FTP for quick deployment
- Private/public cloud infrastructure for high performance and infinite scalability
- 24/7 support and real-time monitoring

DANAVATION[®]'S DIGITAL SMART LABELS[™] & IOT SOFTWARE PLATFORM (PAAS)



Allows retailers to automate pricing workflows and reimagine consumer experiences at the point of purchase.



FUTURE PRODUCT ROADMAP

