

Danavation[®] Technologies Corp. is the only North American-founded and headquartered technology company providing Digital Smart Labels[™] and a software Platform-as-a-Service (PaaS) solution that enables companies across various sectors to automate labelling, price, product, and promotions in real-time. Danavation[®]'s Digital Smart Labels[™] enhance data accuracy and improve performance by removing high labour costs and low productivity typically associated with traditional labour-intensive workflows.

\$39.2B¹

Estimated global total
available market (TAM)

\$7.24M²

market cap

~38%

of shares outstanding held
by insiders

¹ In USD, Projected by 2031, growing ²As at Dec 31, 2023
at a rate of 15.8% per year

Investment Highlights

Danavation[®] is now commercialized and beginning its revenue ramp

- **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; ~38% insider ownership
- **North American-based provider of Digital Smart Labels[™]** – Critical as clients push for transparency, credibility, and security
- **Large market potential & growing customer base** - U.S. market expected to drive ~80% of sales through 2026

Brands We Serve

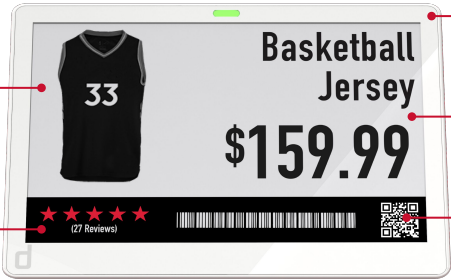


Corporate Snapshot

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

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.

Digital Smart Labels™



Customizable Design

Dot matrix display allows for both text and graphics

5-colour LED

Built for click & collect, stock replenishment, and warehouse operations

Durable and Strong

Polycarbonate housing is lightweight, shatterproof, and scratch resistant

Multi-colour Displays

Available in black, white (shown), red, and yellow

Dynamic Marketing

Add QR codes and NFC/BLE to amplify marketing

Modern looks. Designed to enhance.

Illustrative Revenue

Akin to cell phone model; monthly contracts cover the PaaS service and hardware and represent annual recurring revenue ("ARR"). 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

Compact

NORWICH
deli & bakery

Smaller

Bombay Spices
The Best Of Indian Cuisine

Medium

LCBO

Larger

ACE
Hardware

Board & Management

Board of Directors

- ❑ John Ricci, President, CEO & Director
- ❑ Frank Borges, Director
- ❑ Jorge Martinez, Independent Director
- ❑ Vivek Jain, Independent Director

Management Team

- ❑ John Ricci, President & CEO
- ❑ Roopy Derosé, Business Manager
- ❑ Mike Hodes, Chief Financial Officer
- ❑ Michael D. Tran, Chief Technology Officer
- ❑ Charlie Di Martino, Senior Marketing Manager



LOCATION

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Proudly founded and
based in **North America**