IIoT Big Data Collection, Storage and Predictive Analytics
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FORWARD-LOOKING STATEMENT

Statements included in this presentation that do not relate to present or historical conditions are “forward looking statements”. Forward-looking statements are projections in respect of future events or the future financial performance of bBooth. In some cases, you can identify forward-looking statements by terminology such as “may”, “should”, “intend”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, or “continue”, or the negative of these terms or other comparable terminology. In particular, this presentation contains forward looking statements relating to Carl’s business and its future opportunities and business strategies, including, but not limited to: (i) that Carl will acquire complementary data driven businesses, including Flowworks; (ii) that Big Data market will continue to grow at double digit rates; (iii) that Carl’s enterprise solution will contribute to ground breaking uses of big data; (iv) that Carl will deliver a comprehensive solution that incorporates data collection, storage and analysis streamlining the process, eliminating the need for multiple vendors and costly integration; (v) that Carl will generate high margin, recurring revenue; and (vi) that Carl will achieve the financial projections set out in this presentation.

The forward looking statements contained in this presentation are based on certain key expectations and assumptions of the Company concerning the number of users that will license Carl’s software, the amount of expenses required to operate Carl’s business, business prospects, strategies, regulatory approval, the sufficiency of budgeted capital expenditures in carrying out planned activities and the ability to obtain financing on acceptable terms, all of which are subject to change based on market conditions and potential timing delays and other factors beyond the Company’s control. These assumptions and factors are based on information currently available to the Company, including information obtained from third-party sources. Although management of the Company consider these assumptions to be reasonable based on information currently available to them, such assumptions may prove to be incorrect and accordingly may have a significant negative impact on the projections set out in this presentation.

The forward-looking statements contained in this presentation are only predictions and involve known and unknown risks, uncertainties and other factors, which may cause the Company’s, or its industry’s, actual results, levels of activity or performance to be materially different from any future results, levels of activity or performance expressed or implied by the forward-looking statements. These risks and uncertainties relate to, among other things: (1) general economic conditions and market uncertainty, including business competition; (2) changes in laws and regulations; (3) general political and social uncertainties; (4) the viability and marketability of Carl’s software solutions; (5) the Company’s failure to successfully implement its marketing plan; (6) the development of superior technology by the Company’s competitors; (7) the failure of consumers to readily adopt and use Carl’s software; (8) risks associated with the Company’s ability to obtain and protect rights to its intellectual property, including its trademarks, software code and other intellectual property; (9) risks and uncertainties associated with the Company’s ability to raise additional capital; (10) risks associated with the failure to retain and attract key management and personnel; (11) the Company’s failure to identify suitable acquisition targets and to consummate any such acquisitions, including the acquisition of Flowworks; (12) other factors beyond the Company’s control; and (13) other risk factors detailed in Carl’s reports filed on SEDAR and available at www.sedar.com. Readers are cautioned that the foregoing factors are not exhaustive. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements and the risk factors set forth in Carl’s quarterly and annual reports filed on SEDAR and available at www.sedar.com.

Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, it cannot guarantee future results, levels of activity or financial projections set out in this presentation. Further, any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by applicable law, the Company undertakes no obligation to update any forward-looking statement to reflect events or results otherwise after the date on which such statement is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible for management to predict all of such factors and to assess in advance the impact of such factors on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement.
DATA OVERLOAD

90% OF ALL DIGITAL DATA IN THE WORLD HAS BEEN CREATED OVER THE LAST TWO YEARS

TODAY'S Industrial Internet of Things
How to Solve the Big Data Overload?

VELOCITY ➔ VOLUME ➔ VARIETY
IOT: 50 BILLION CONNECTED DEVICES BY 2020
The Industrial Internet of Things

• Over **50 billion devices** will be connected by 2020, **creating millions of terabytes of data** that need to be managed, stored and analysed.

• Hardware (sensors, processors, microcontrollers) is becoming commoditized, leading to high competition, low differentiation, and ultimately low profitability.

• **On the other hand IoT Analytics and Applications show the greatest growth, at over 500%**

• **Industrial IoT market is estimated to reach USD 195.47 Billion by 2022**

**NOTES:**
https://www.bcgperspectives.com/content/articles/hardware-software-energy-environment-winning-in-iot-all-about-winning-processes/
The Big Data and Analytics worldwide annual revenue by 2020 will be $203 billion according to an October 2016 IDC report.

http://www.idc.com/getdoc.jsp?containerId=IDC_P33195
WHO ARE WE

A team of dedicated **Data Scientists** and **Application Developers** who build environmental monitoring and modelling technology. Connecting the IIoT, collecting and managing data to protect industrial and infrastructure assets.

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Experts in **data collection, storage, analytics & reporting**
WELL POSITIONED IN KEY IIoT MARKET SEGMENTS

**FlowWorks**

*Actionable Insights. Smart Decisions.*

**Acquired: 2015**
**Revenue: USD$705,000 (2015)**

- SaaS-based monitoring, data collection, alarming, modelling and reporting
- 80% of revenue is reoccurring from clients across NA
- Hardware and control system neutral

**Asset Purchase: 2017**
**Revenue: USD$441,000 (2015)**

- Complimentary Technology
- Mesh and LoRa advanced telemetry
- Industrial grade custom sensors and data loggers
- Operating in over 250 pump stations across NA

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**Waste and Storm Water**  ||  **Oil and Gas**  ||  **Dams, Reservoirs and Tailings Ponds**
WHO WE ARE
Meet the Management Team

GREG JOHNSTON
President, CEO & Director
+23 yrs management expertise for large multinational corporations and small start-up technology ventures.
Principal at BDirect Online Communications Inc
Former: Director of eCommerce Marketing for Global Hyatt Corporation, Director of Database & Loyalty Marketing for Choice Hotels Canada, VP of Antarctica Digital Operations and Partner & VP of Professional Services for Revenue Automation Inc.

ALASTAIR, CPA, CA
Chief Financial Officer
+7 years of experience in public accounting, specializing in the audits of trusts, public and private funds, and entities within the mineral exploration and development industry.
Chartered Professional Accountant certified by the Chartered Professional Accountants of BC and Certified Public Accountant licenced by the Washington State Board of Accountancy.
Former: Senior auditor at Baker Tilly (BVI) Limited and Davidson & Company LLP.

PIOTR STEPINSKI
Chief Technical Officer
+10 yrs experience in software engineering, data processing, cloud computing & continuous delivery in Agile environment.
MSc in Electronics, Telecommunications and Informatics from Gdansk University of Technology in Poland.
Former: Senior Software Engineer for Kainos Group plc, Aetna & Telzas.

KEVIN MARSH
VP of Business Development
+20 yrs technical sales background.
Bachelor of Arts degree in International Relations from the University of Delaware.
Former: Vice President of Sales of Marsh-McBirney, Hach Company as their Data Delivery Services division, VP of Sales for OptiRTC, Inc. and numerous positions in the Water Environment Federation and the American Water Works Association.

MIKE MCDONALD
VP of Engineering
+10yrs experience in software development both in the data analysis and engineering sectors.
Founding Programmer and Development Team Lead for FlowWorks Inc.
Former: Senior Software Developer Engineer at Kerr Wood Leidal Associates Ltd.
Designed and built custom software solutions for national award-winning engineering projects.
WHO WE ARE
The Board of Directors

CHRIS JOHNSTON
Director
+27 yrs as Professional Engineer (BC, AB); experience in civil engineering and infrastructure management.

CRAIG TENNOCK
Director
30+ yrs experience as civil engineer, flow monitoring and pipeline expert
Current: Consultant for corporate mid-cap divestitures, management review, business development, training and financial forensics. Awarded Order of Merit by Industry Canada with colleagues.
Former: President and Founder of SFE Global

RICK SANDERSON
Director
+30yrs experience in marketing and advertising.
Current: Senior VP and Director of Media Innovation at MacLaren McCann.
Former: Marketing Director at Global Relay, General manager of Omnicom Media Group Vancouver and Media Manager of TBWA|Vancouver.

KEVIN MA, CPA, CA
Director
+10 yrs sr. management experience in corporate finance, public company reporting and regulatory compliance, strategic planning & financial management.
Chartered Accountant certified by Chartered Professional Accountants of BC.
Former: CFO at Gatekeeper Systems Inc. (TSX-V:GSI), Director of Finance at Alexco Resource Corp. (TSX: AXR | NYSEMKT: AXU) & Manager at Deloitte LLP.
WHAT WE DO
Complete, Turnkey, End-to-End Solution for Data Produced by IIoT Devices

COLLECT
Billions of Data Points from IIoT through Agnostic Gateway

ANALYSE
Alarming, Reporting, Predictive Analytics and Machine Learning (AI)

STORE
Scalable, Customized Cloud Computing
WHAT MAKES US DIFFERENT
Predictive Analytics, Machine Learning and Web-based Applications

- Sensor Data
- Historical Data
- Public Data

Custom Built Data Collection  
Low-power, High-Precision, Environmentally Resilient

Predictive Analytics  
7 Day Forecasting for Future Asset Impact Events

Machine Learning  
Sensor Anomaly Detection

Web-based Applications  
Automated Alarming and Reporting
WASTE AND STORM WATER MANAGEMENT

Example Customers:
Large cities and engineering companies.

US needs $1 Trillion in water infrastructure upgrades

Example:

A municipality has problems with CSO (combined sewage overflow) when there are heavy rain events, due to its ageing waste water infrastructure. This causes sewage to overflow into local waterways, and even through plumbing into homes. Using machine learning, past storm events are compared with weather predictions, and a forecast is made as to how likely a future storm will cause a CSO event and where mitigation should occur. This possible events can be predicted up to seven days into the future.

NOTES:
OIL AND GAS PIPELINE STREAM CROSSINGS

Example Customers:
Oil and Gas producers and their vendors

Over 1,300 stream crossings for KM pipeline in BC alone

Example:

A LNG pipeline that crosses a stream that gravel embankments on each side. When there’s a storm event, the embankments can become unstable. By using flow and stability sensors, the site where the pipeline crosses the stream can be monitored in real-time. An engineer sets thresholds for acceptable slope movement. If anything is sensed beyond these thresholds, than an alarm notice is sent directly to the engineer’s cell phone.

NOTES:
DAMS, RESERVOIRS AND TAILINGS PONDS

Example Customers:
Cities, Utilities and Mining companies

Thousands of hydro electric dams and toxic tailing ponds globally

Serious dam spills cost $715 million - $1.7 billion for clean up

Example:

A tailings pond is located in a valley with several streams and rivers that feed into it. When snow melts the streams can rise quickly, causing flooding and stress on dam assets. By combining public weather and snowpack data with environmental sensor data from sites near where a stream enters the tailings pond, machine learning is able to predict the likeliness of melting snow causing damage.

NOTES:
INVESTING IN CARL

MARKET OPPORTUNITY
At the forefront of a rapidly expanding Big Data and IIoT Market estimated at USD $14.4 trillion by 2022.

MANAGEMENT EXPERTISE
Expert Management Team and Board with major successes in launching award winning data solutions, start-up ventures, fortune 500 consumer programs, etc. Heavily Invested Management Team; insider & key investor ownership of ~29%.

STRONG FINANCIALS
Revenue Generating; ~$1.2m in 2015 (60% in USD). Low-Burn Rate; minimal development costs and capital requirements.

INNOVATIVE TECHNOLOGY
# INVESTING IN CARL

## Share Structure

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>Issued &amp; Outstanding(^1,2)</td>
<td>54,811,656</td>
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<tr>
<td>Warrants(^3)</td>
<td>16,455,170</td>
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<tr>
<td>Options</td>
<td>2,792,423</td>
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<tr>
<td>Fully Diluted</td>
<td>74,059,249</td>
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<tr>
<td>Inside Ownership</td>
<td>&gt;27%</td>
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**NOTES:**
1. Note 1: Total of 20,673,841 shares initially held in escrow. 17,829,403 released to date. 2,844,438 still in escrow.
2. Note 2: Average warrant price of $0.42
3. Note 3: Average option price of $0.36 expiring between Jan 21, 2020 and Mar 20, 2022

Last Updated: November 2017
TRACTION TO DATE
Revenues and Projections

Actual Revenue 2016 ($1,082,836)

Projected Revenue by IIoT Vertical (2018 Calendar)

<table>
<thead>
<tr>
<th>IIoT Vertical</th>
<th>Projected Revenue (Proj. 2018)</th>
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<tbody>
<tr>
<td>Water Flow Management</td>
<td>$1.9 MM</td>
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<tr>
<td>Dams and Reservoirs</td>
<td>$250 K</td>
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<tr>
<td>Pipeline Monitoring</td>
<td>$500 K</td>
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<tr>
<td>Smart Cities</td>
<td>$1 MM</td>
</tr>
<tr>
<td>Other</td>
<td>$250 K</td>
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