



# ARway.ai

**AI-Powered  
Spatial Computing  
Platform**

Q2 2024 Investor Deck

(CSE:ARWY) (OTC:ARWYF) (FSE:E65)

# Disclaimer

This communication may contain statements, other than statements of current or historical fact, that constitute “forward-looking statements”. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “believe,” “expect,” “intend,” “estimate,” “project,” “forecast,” “plan,” “predict,” “seek,” “goal,” “will,” “may,” “likely,” “should,” “could,” and similar expressions or expressions of the negative of these terms. This presentation contains forward-looking statements that are based on our management’s current estimates, beliefs and assumptions which are based on management’s perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results.

Annual Recurring Revenue (“ARR”) is not defined by and does not have a standardized meaning under International Financial Reporting Standards

(“IFRS”) as issued by the International Accounting Standards Board. This non-IFRS financial performance measure is defined below. Non-IFRS financial measures are used by management to assess the financial and operational performance of the Company. The Company believes that this non-IFRS financial measure, in addition to conventional measures prepared in accordance with IFRS, enables investors to evaluate the Company’s operating results, underlying performance and prospects in a similar manner to the Company’s management. As there are no standardized methods of calculating these non-IFRS measures, the Company’s approaches may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, this non-IFRS measure is intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

Annual Recurring Revenue is defined as the annualized equivalent value of the subscription revenue of all existing contracts as at the date being measured, excluding non-recurring fees, with a subscription term of one-year or longer. All the customer contracts under this measurement automatically renew unless cancelled by our customers.

Annual Recurring Revenue should not be considered a substitute for or in isolation from measures prepared in accordance with IFRS.

# 25-Year Track Record of Success



**CEO & FOUNDER:**  
EVAN GAPPELBERG

## POSITIVE TRACK RECORD:

Creating shareholder value for over 25 years

- **TTWO** – Took Take Two Public raising \$6.5mill, now has \$20B valuation (gaming mega-trend)
- **Cannabis Company** – Took Public raising **\$1.5mill** \$0.05 to \$2 hitting \$100mill valuation in 18 months (Cannabis Mega trend)
- **Nextech** – **\$3mill** IPO \$0.25 to \$10 in 20 months, \$700M evaluation (3D, AI, AR, ML mega-trends)
- **ARway** – \$0.25 to \$2 in 6 weeks creating \$50M shareholder value. (spatial-computing/AI mega-trend)

## CEO is the LARGEST SHAREHOLDER:

Personally invested millions and is the largest shareholder

**10%**  
**STAKE**

## OUR MEGA-TREND STRATEGY

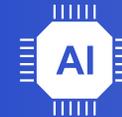
### EXAMPLES



Internet  
1995



Smartphone  
2007



TODAY – AI  
2023

## DRIVING SHAREHOLDER VALUE BY

Commercializing Disruptive AI, 3D, AR, ML Technologies

- **Nextech3D.ai:** Acquired Arway.ai in 2021, spent millions and over 1.5 years commercializing it's disruptive tech. Then spun it out as a pure play IPO in Oct 2022 at \$0.25. Currently owns 13 million shares or 49% of the company.
- **ARway.ai:** Now trades at \$0.50 with a \$14.8 mill valuation on the CSE: ARWY, the OTC: ARWYF and the FSE: E65

# Financial & Stock Information

**Share Price (04/09/24): \$0.31**

52-week high-low **\$0.19 - \$1.00**

Market Capitalization **\$8.6 Million**

Insider Ownership **20%**

Cash **\$1.5 Million**



## Capital Structure

	Amount	Price
Common Shares	27,177,870	
Share Options	2,610,000	\$0.91 - \$1.12
Warrants	7,640,792	\$0.50 - \$1.13

# ARway Disrupting the **\$44B Indoor Navigation Market**

**Simple augmented reality wayfinding:  
no-code, no beacon, proprietary spatial computing technology**



#### **Competitive Adv**

AR capable, no-code, no-beacon, hardware free



#### **Product Market Fit**

Early market fit with AR wayfinding solution for large, multi-purpose venues



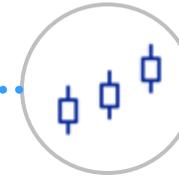
#### **Enterprise Clients**

Localiza, Turkish University, Majid Al Futtaim, VRAXA & more



#### **Demand for Wayfinding**

77% of smartphone users rely on navigation apps



#### **IPO**

Q4/2022 spin-out (CSE: ARWY OTC: ARWYF) Nextech is 50% majority shareholder +400%!

**Demand Sky-rocketing in 2024**  
**Signing big name contracts, driving revenue**  
**Apple AR glasses released on Feb 2!**

# FAST Growth – Already Laying Strong Foundations for Hyper-SCALE



**4970+** Spatial Maps Created

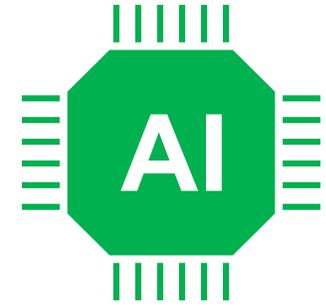
**4400+** FREE Users

**58** Developers  
(200% QoQ Growth)

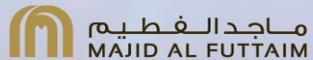
**7** Partners  
(100% QoQ Growth)



**45+ NEW Pilots**  
**6 Deployments**

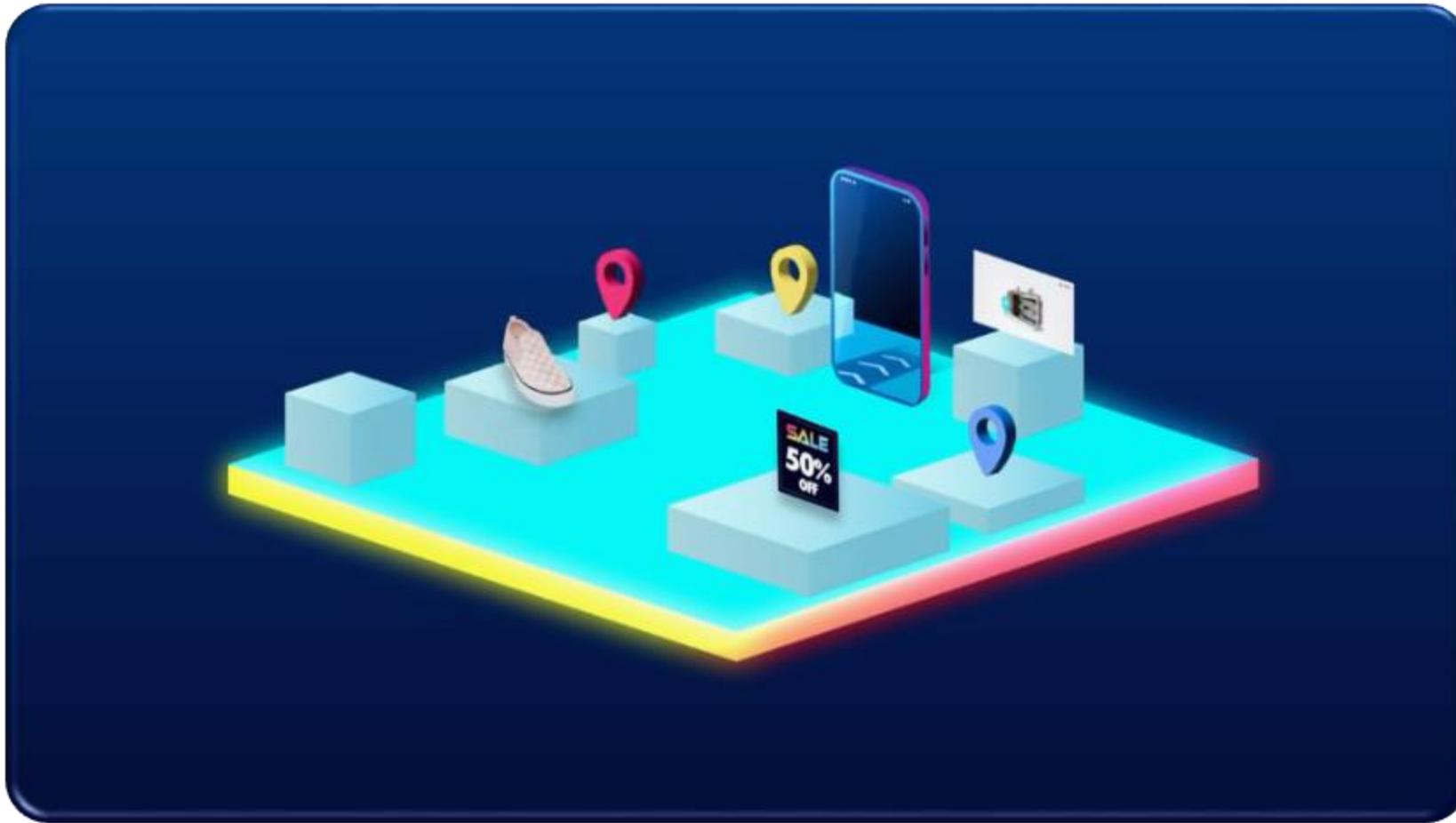


**Breakthrough**  
**in AI**



(CSE: ARWY) (OTC: ARWYF) (FSE: E65)

# ARway is the End-to-End Solution



[Watch Video](#)

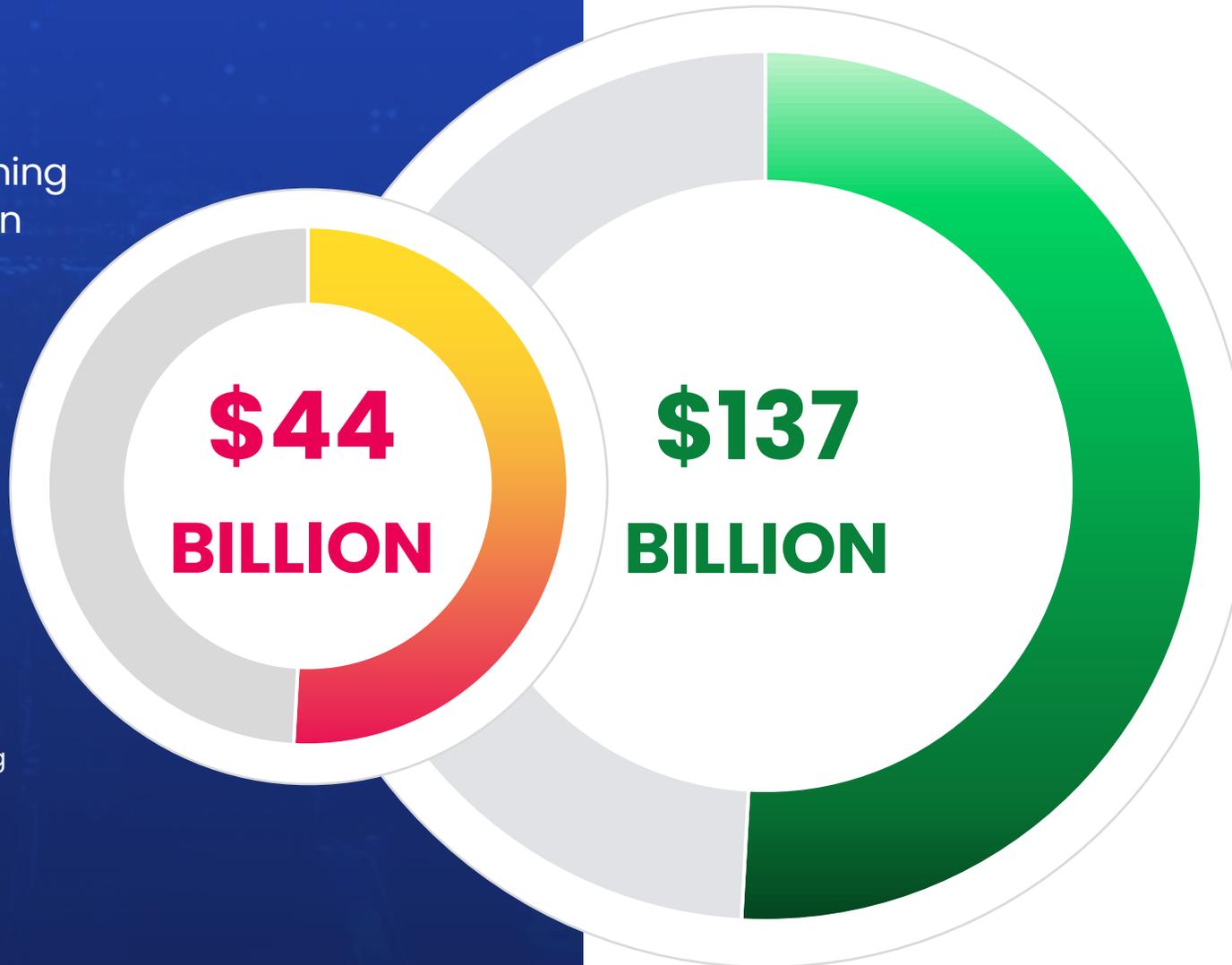
# Massive Market

Global Indoor Positioning and Indoor Navigation Market (IPIN)

**42%**

CAGR from  
2018-2025

- Navigation and maps
- Location Based analytics
- Asset and Personal tracking



Global Augmented Reality (AR) Software Market

**57%**

CAGR from  
2018-2028

- AR Software Development Kits (SDK)
  - AR Content System
  - AR 3D Engine Software

# ARway is the **End-to-End** Solution

## User Solution:

**EASY TO USE**  
Simply scan an access point & navigate to any point of interest



## Client Solution:

**EASY TO IMPLEMENT**  
with **NO**  
**CAPITAL**  
**EXPENDITURE**

**NO HARDWARE REQUIRED & READY TO DEPLOY NO CAPEX + NO OPEX**

**ARWAY IS DISRUPTIVE – \$0 for hardware**

Disruption of existing beacon that cost \$100K+  
AR experiences are low cost using lightweight pointcloud

# Indoor Wayfinding Problems

- Large capital expenditure cost to install hardware
- Current indoor wayfinding methods deliver sub-optimal user experience

## Caused By:

- > Slow/expensive hardware
- > Lack of quality AR software
- > Poor connection
- > Not easy to use

**OUTDOOR NAVIGATION** (Google Maps, etc) has been MASS ADOPTED. But why not indoor navigation?

Technology has been the major limiting factor in mass adoption for indoor wayfinding...**until now!**

**New Tech Emerging**

**Within Massive Existing  
AR-User Base**

**3B**

**Smart-phones**

**100M**

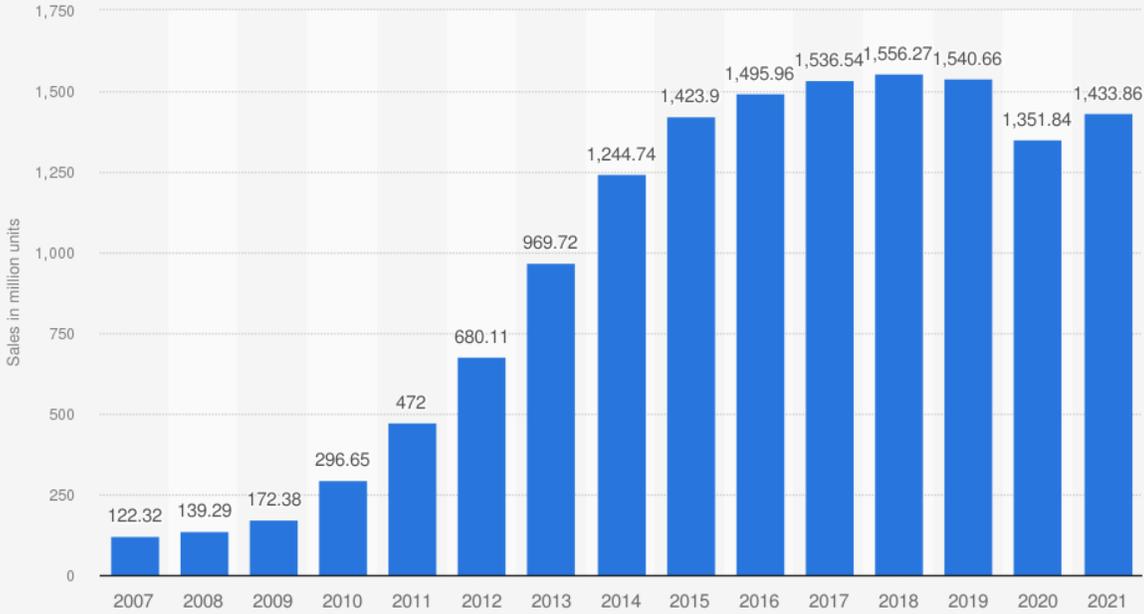
**Smart-glasses**

CAGR 84.7% from 2022-2030

*Apple, Meta, Microsoft, Magic Leap,  
Vuzix, Google*

# Adoption of **AR Smart Glasses** Ramping Up

Number of Smartphones sold worldwide from 2007 to 2021 (in million units)

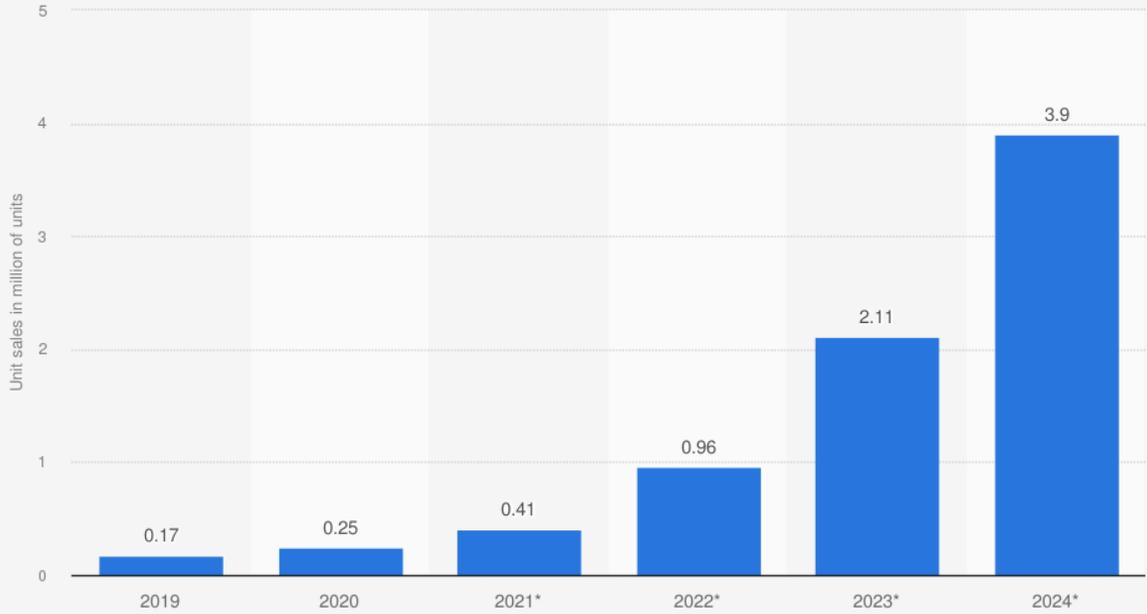


Source  
Gartner  
© Statista 2023

Additional Information:  
Worldwide; Gartner; 2007 to 2021



Number of Augmented Reality (AR) glasses sold worldwide from 2019 to 2024 (in million units)



Sources  
ARtillery Intelligence; AR Insider  
© Statista 2023

Additional Information:  
Worldwide; ARtillery Intelligence; 2019 to 2020



The next multi-decade long growth cycle in technology will be **dominated by Smart Glasses**

# Integrating with **APPL, MSFT, META** AR Glasses

APPLE  
VISION PRO



*Selected by Apple &  
Participated at Vision Pro  
Developer Labs*

MAGIC  
LEAP



MICROSOFT  
HOLOLENS



ARway integrates seamlessly to provide an immersive **HANDS FREE** AR navigation experience



[Watch Video](#)

# Apple Vision Pro Has Arrived!



Apple Vision Pro is set to push Arway's AR navigation into the mainstream

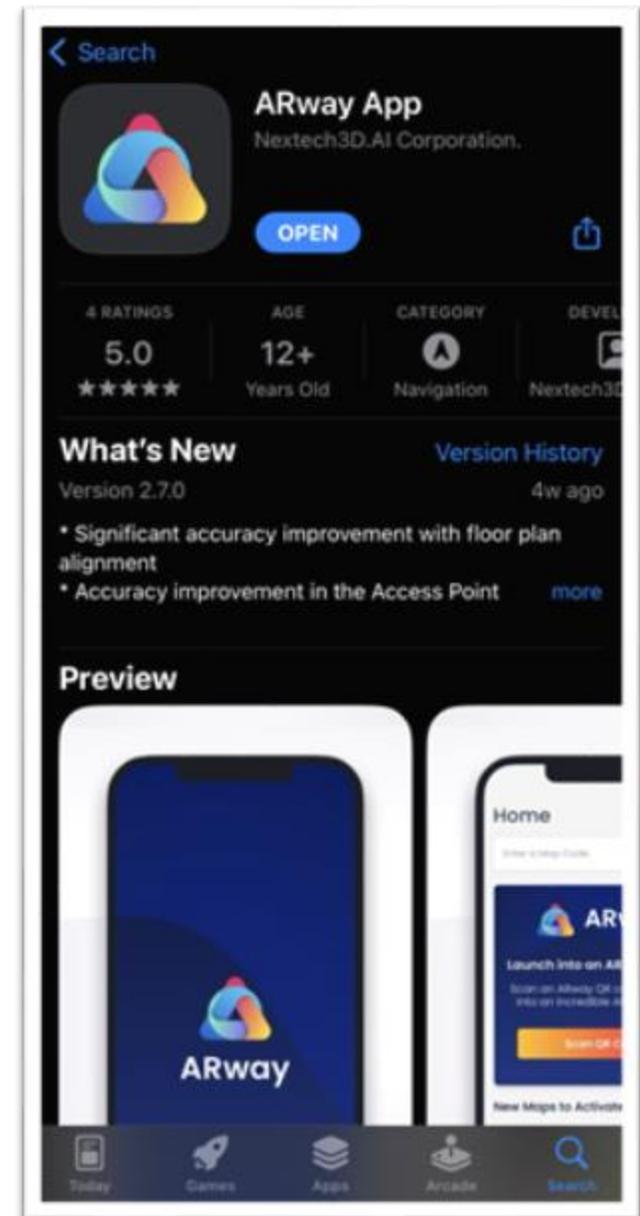


The Vision Pro was launched **FEBRUARY 2** at all U.S Apple Store locations and the U.S Apple Store online.

# ARway APP & SDK for Vision Pro



An all-new App Store on Apple Vision Pro features compatible **spatial computing** apps including the Arway App with immersive experiences that take advantage of the unique capabilities of Vision Pro – such as ARway's AR navigation



# ARway Version 3.0 Launched!

**SPATIAL MAPPING & INDOOR NAVIGATION ON A GRAND SCALE!**

## Brand new tech & features

- **Peripheral Markers**
- **3.0 SDK Update**
- **Advanced SLAM.**
- **Anchored Floor Plan Pegs**
- **Updated Location Pin Indicator**
- **Low Light and Stability Notifications**
- **Drift Notification**
- **Amenity Pin Uplift**



[▶ Watch video](#)

# A Massive Range of Industries Customers



**Corporate Offices**



**Real Estate**



**University Campuses**



**Hospitals**



**Museums & Galleries**



**Sports Stadiums**



**Events & Tradeshows**



**Malls & Retail**

# Product Market Fit **Achieved**

Early market fit with no-code AR wayfinding solution for large, multi-purpose venues  
(Malls, Events, Airports, Hospitals, Museums, Stadiums, and more)

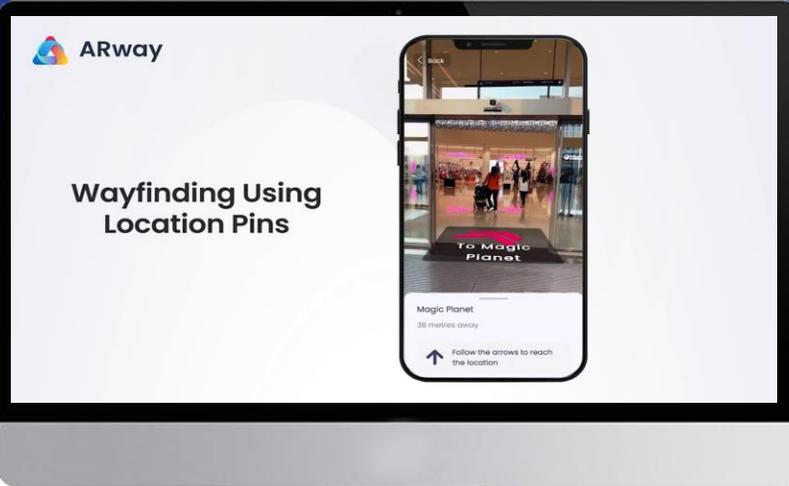
## SUCCESSFUL USE CASES

London Science Museum



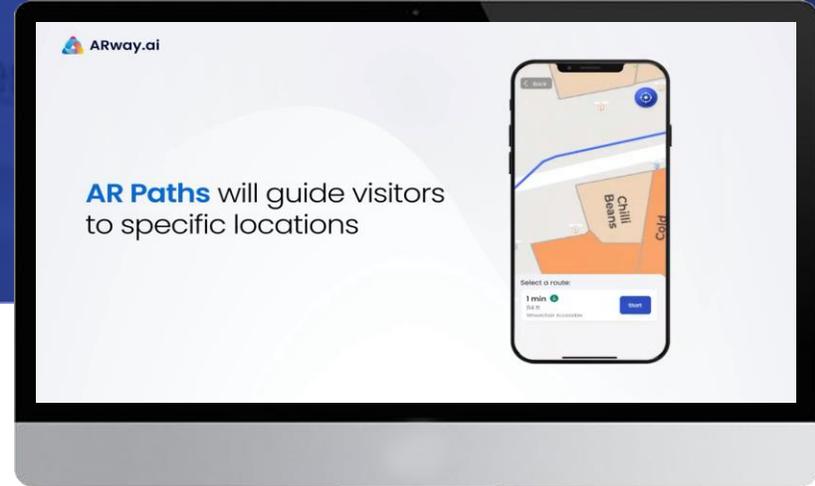
video

400,000sqft Retail Mall in Dubai



video

Shopping Destination in Southern California



video

# ARway stands **ABOVE** the Competition



**No Hardware (Beacons)**



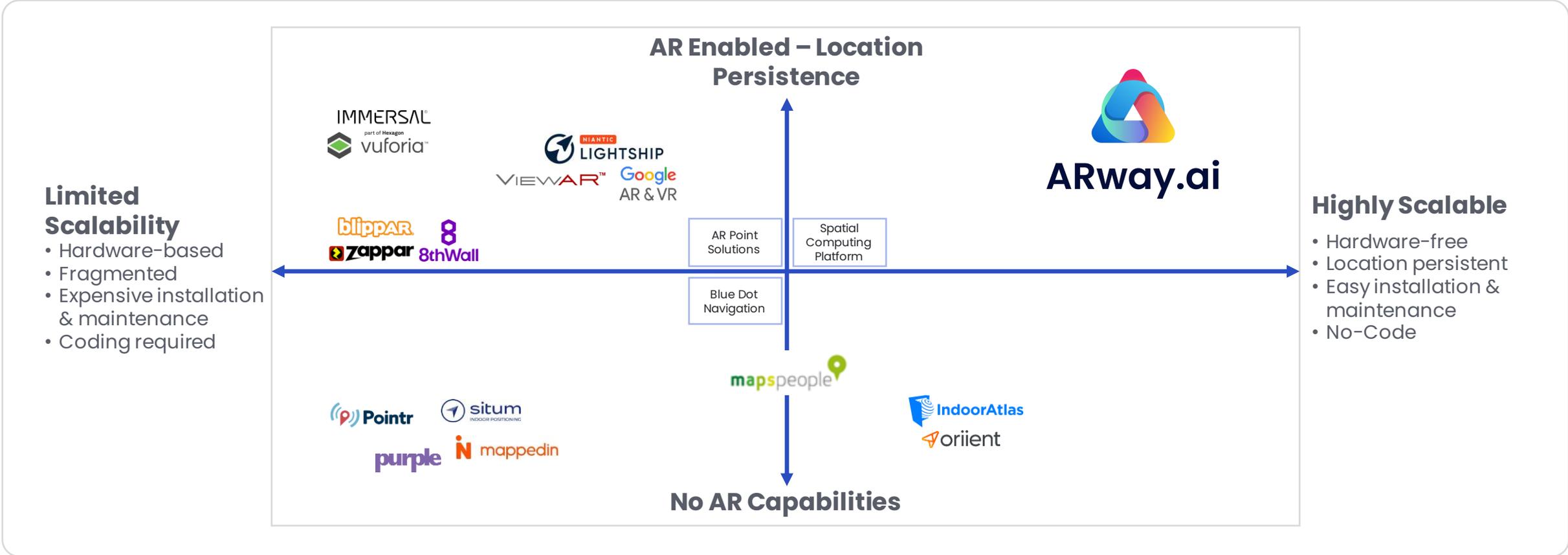
**Fast! Only Hours (Not Weeks) for Map Activation**



**Monetize Airspace with AR Ads**



**End-to-end solution with Nextech AR – 3D model factory**



# The ARwayKit SDK Advantage!

Code libraries, scripts, APIs and tutorials to build **new white-label apps** or **integrate into existing third-party apps** with ARway technology

## Time to Market

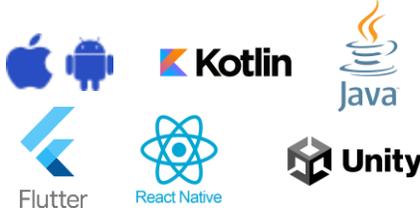
Configure, brand and publish applications in hours



## Device Agnostic



## Cross Platform



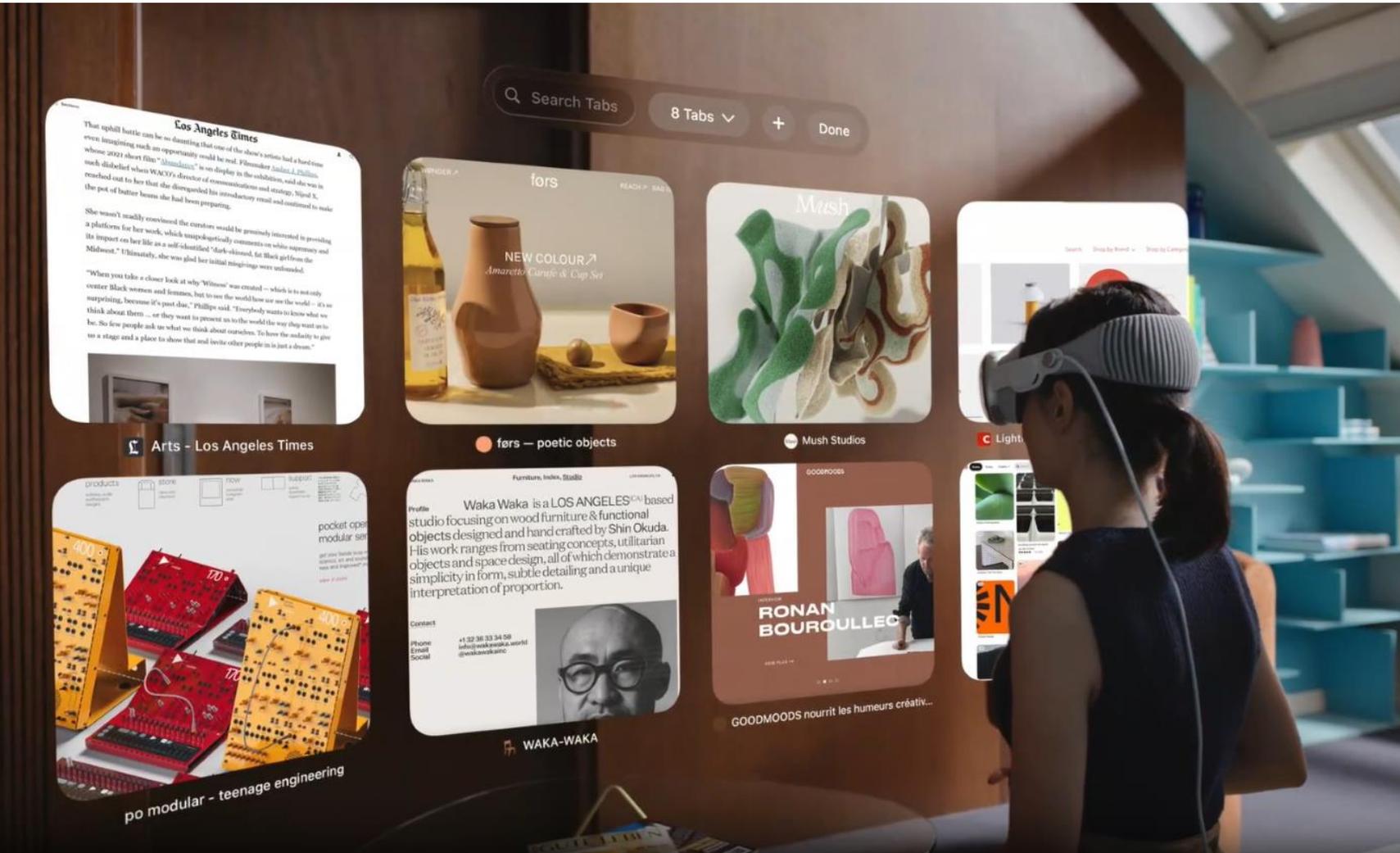
## No-Code Templates



# NEW SaaS Pricing Increase (Q1 2024) – *Due to Increase in Global Demand*

		<b>Developer</b> <span style="color: white; font-size: small;">New</span>	<b>Partner</b>	<b>Corporate</b>	<b>Enterprise</b>	
<b>Average Contract Value</b>		Out-of-box solution for developers with AR projects <b>\$2 K</b>	Out-of-box solution for agencies & system integrators <b>\$12 K</b>	Custom solutions with partially integrated systems <b>\$35 K</b>	Multi-property & custom solutions for fully integrated systems <b>\$250 K</b>	<b>Average \$75 K</b>
<b>Price Drivers</b>		<ul style="list-style-type: none"> <li>Usage</li> <li>Team Members</li> </ul>	<ul style="list-style-type: none"> <li>Usage</li> <li>Live Maps</li> <li>Team Members</li> </ul>	<ul style="list-style-type: none"> <li>Map Size</li> <li>Live Maps</li> <li>Integrations</li> </ul>	<ul style="list-style-type: none"> <li>Map Size</li> <li>Integrations</li> <li>Locations</li> <li>Services</li> </ul>	★ <b>Total</b>
<b>Q1 2024 ARway Pipeline</b>	#	<b>253 MAUs on Free Trial</b>	<b>55 Deals</b>	<b>18 Deals</b>	<b>6 Deals</b>	<b>\$3.3 Mn</b>
	Value	<b>\$592 K</b>	<b>\$660 K</b>	<b>\$630 K</b>	<b>\$1.5 Mn</b>	
<b>TAM</b>	#	<b>27 Mn</b> Global Software Developers	<b>1.3 Mn</b> Solution buyers in Malls, Retail, Airports, Stadiums, Tradeshow, Universities, Hospitality, Museums and more			<b>28 Mn Buyers</b>
	Value	<b>\$32 Bn</b>	<b>\$82 Bn</b>			

# New Computing is Spatial Computing!



Digital experiences  
that persist in the  
real-world across...

Space

Time

Devices

- Apple WWDC Keynote June 5, 2023

# Experienced Leadership Team

A skilled and experienced **blue-chip leadership** team



**Evan Gappelberg**  
CEO



**Shadnam Khan**  
Chief Product Officer



**Nikhil**  
Co-founder, Developer



**Nima Sarshar**  
CTO



# ARway.ai



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**WEBSITE**

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# Thank You