



Plurilock

TSXV:PLUR

Investor Presentation
Winter 2020



Advanced authentication.
Behavioral biometrics.
Zero Trust.

Plurilock ADAPT

Plurilock DEFEND

Disclaimer

All financial information contained herein is unaudited. There is a risk that audited information will differ significantly from the financial information presented herein and that technical and financial assumptions, objectives and projections may fail to materialize. The information provided herein is management's best understanding as of this date of the potential of the company and the related financial benefits, but it is the responsibility of the potential investor to form its own opinion contrasting the information provided with other sources of information for completeness and reasonableness.

This presentation is not an offering memorandum and does not constitute: (i) an offer to sell or a solicitation of an offer to buy by anyone in Canada or any other jurisdiction in which such offer or solicitation is not authorized or (ii) in which the person making such offer or solicitation is not qualified to do so; in each case to (a) any person resident in Canada or to whom it is unlawful to make such an offer or solicitation, or (b) to any person other than the offeree to whom this presentation is made. You are directed to inform yourself of and observe any restrictions and all legal requirements of your jurisdiction of residence in respect of the acquisition, holding and disposition of the shares offered hereby. The distribution of the shares contemplated hereunder will be made by the Company only to subscribers meeting certain suitability standards. The shares are being offered subject to prior sale, withdrawal, cancellation or modification of the offer and to further conditions. The Company reserves the right, in its absolute discretion, to decide which subscriptions will be accepted and which will be rejected, and to allot to any subscriber fewer than the number of shares subscribed for by such subscriber. Subscribers will be required to make certain acknowledgements, representations and agreements upon initial issuance, including representations with respect to their net worth or income and their authority to make such investment, as well as representations that they are familiar with and understand the terms, conditions and risks of this offering. Prospective investors should thoroughly review this presentation and are advised to consult with their professional advisors to assess the business, legal, income tax and other aspects of this investment. This investment is suitable only for subscribers of substantial net worth that are willing and have the financial capability to bear the economic risk of an investment for an indefinite period of time. There is currently no public trading market for the securities nor can it be assured that one will develop in the foreseeable future. Any transfer or resale of the shares or any interest or participation therein will be subject to significant restrictions.

Confidentiality

The information contained in this presentation is for discussion purposes only and is strictly confidential information of the Company. This presentation is furnished to you on a confidential basis solely for the purpose of providing you with information regarding the Company. By your acceptance hereof, you covenant that neither you nor your agents, representatives, directors or employees will copy, reproduce or distribute this presentation or the information herein to others, in whole or in part, at any time, without the prior written consent of the Company and that you will keep confidential this presentation, the information herein and any information otherwise obtained from the Company. Certain information set forth in this presentation contains "forward-looking information", including "financial highlights", under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company's business, projects and partnerships; (iv) execution of the Company's vision and growth strategy, including with respect to future M&A activity and global growth; and (v) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment. These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

Why Plurilock



\$1 Trillion Cybersecurity Opportunity

High margin software business in a market expected to reach \$1 trillion from 2020-2025



Recurring SaaS Business Model

Target long term deals leading to high customer retention



Experienced Leadership

Deep management and board experience scaling data analytics and software startups



Patented Artificial Intelligence Solution

Continuous, invisible, non-interruptive multi-factor authentication



Tier 1 Customers

Large customers include Defense Agencies and Financial Institutions



Vital Statistics

- HQ in **Victoria**, Canada
- Research spinout with **multiple patents**
- CEO **Ian L. Paterson**
- **20+** employees
- Launched **first product** in 2017

The Authentication Problem

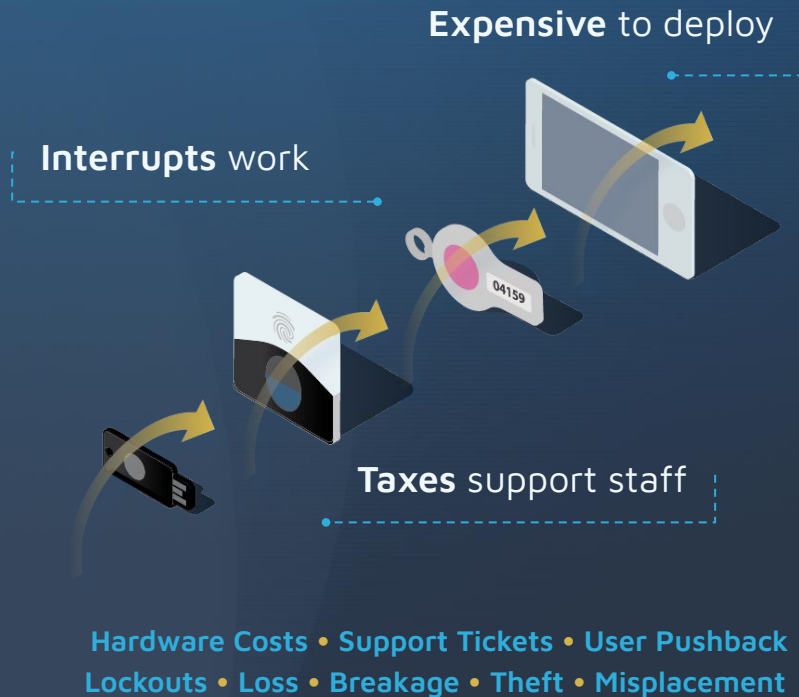
Multi-factor authentication (MFA)
is secure—but expensive
and hard to use.

MFA Stops Attacks

81% of breaches result from stolen credentials. MFA prevents this.

But Users Resist MFA

63% of users dislike office MFA.
60% of admins avoid it, too.



The Plurilock Solution

Faster logins, stronger security.



Financial
Institutions



Government
& Defense



Healthcare,
EMR & EHR

All-day Authentication



Invisible authentication for
workforces in regulated industries

Plurilock confirms identity in the
background, without interruptions—
as users log in and as they work.

Behavior • Environment • Geolocation • Network

Plurilock DEFEND 
Continuous authentication

Plurilock ADAPT 
Invisible login MFA

Click to see a
Demo →

SAML • OpenID • ADFS • API
Cloud • On-premises • Windows • Mac OS

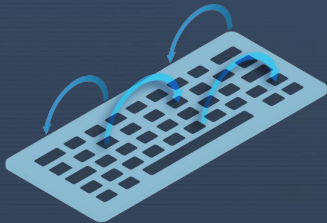


Artificial Intelligence (AI)

Interaction Patterns

Tiny, individual variations in keyboard and mouse use

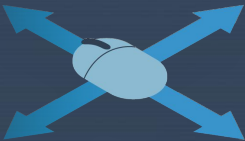
Plurilock's AI uses interaction to confirm identity.



Keyboard Dynamics

AI Identity Analysis

Advanced software to recognize each user's unique pattern



Pointer Dynamics

Validation

35,000+ R&D hours
10,000+ lab hours
PhD data scientists
120+ journal articles
2,500+ citations
3 issued patents



Types of Micro-expressions Analyzed



clicks



direction



graphs



release



dwell



scrolling



location



flight



motion



device

The Business



Ideal Customer

We target **mid-market regulated enterprises** in north america with deep security needs.



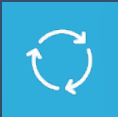
Pricing

Subscriptions list at **\$3-\$9 per user** per month with total deal value varying according to client needs and circumstances.



Channels

We target **both direct and channel sales** through an engaged network of partners and value-added resellers.



How We Sell

We aim for **multi-year deals, billed annually**, with limited exit potential, leading to sticky customers and stable annual recurring revenue (ARR).

**Recurring
SaaS**



**Direct and
Channel sales**



**\$3-9 Per User
Per Month**



**3-year Deals
Annual billing**

*Federal government opportunities are qualified individually, on a different basis from the commercial opportunity qualification outlined here.

3,000 Companies
Each a \$100k Deal

We are laser focused on growing in mid-market financial institutions in North America.





\$100k
Average deal size

= \$300M
Near-term market opportunity

Acquisition Strategy

Plurilock intends to acquire accretive businesses

We'll leverage our artificial intelligence capabilities and relationships with cybersecurity buyers to offer a broad range of services.



Target Profile

- Synergistic businesses—cybersecurity services firms, ancillary service providers, and technology companies
- Positive cash flow
- \$500k-\$3M in revenue



Funding Strategy

- Dependent on deal structure
- Equity from treasury
- May include either cash, debt, equity or a combination

World-class Management Team



Ian L. Paterson • CEO

10-year data analytics entrepreneur, proven track record in commercializing data science solutions and landing multi-million dollar accounts.



Roland Sartorius • CFO

25-year proven senior chief financial officer with experience and multiple exits in public, high-growth North American and European companies



Jord Tanner • CTO

20-year technologist instrumental in scaling a previous venture-backed data analytics start-up from zero to 500k SaaS users before its sale to eBay.



Dr. Aron Hsiao • VP Product & Marketing

20-year technologist, doctorate in the sociology of media and technology, human-computer interaction expert, former NYU faculty member.



Industry Veterans



Robert Kiesman • Chairman

Private business owner and corporate lawyer specializing in securities law and mergers & acquisitions. He serves as Vice Chair of the board of directors of the Provincial Health Services Authority.



Ian L. Paterson • CEO & Director

10-year data analytics entrepreneur with a proven track record commercializing data science solutions and landing multi-million dollar accounts.



Barry Carlson • Director

Veteran executive and investor who has served for 30 years in leadership and governance roles in the software and information technology industries in BC.



Ed Hammersla • Director

Formerly President of Raytheon acquisition Forcepoint Federal, Ed held a leading role in developing SELinux and has held leadership positions with IBM, Informix Federal, NEC, and Trusted Computer Solutions.



ADM Mike McConnell • Director

Previously served as the Director of National Security Agency under Presidents Clinton and George H.W. Bush, then US Director of National Intelligence under Presidents George W. Bush and Obama.

Share Capital Table

Capital Structure - September 30, 2020

Ticker	PLUR
Share price (5-day VWAP)*	\$0.29
52-week high/low*	\$0.40/\$0.215
Market capitalization*	\$13.1M
Common shares outstanding	45.06M
Warrants	8.72M
Options**	6.65M
Fully diluted shares outstanding	60.43M
Cash	\$3.07M

* As of Nov 30, 2020

** Includes 6.10M issued on October 28, 2020

Catalysts for 2021



List on the US exchange
to gain broader capital market awareness



Expand direct sales staff
in North America



Secure new patents
to increase competitive moat



Launch 2 platform integrations
to accelerate sales



Complete 1+ acquisitions
to grow market distribution

Contact

Ian L. Paterson

CEO

ian@plurilock.com

1.212.780.3255

Roland Sartorius

CFO

roland.sartorius@plurilock.com

Prit Singh

Investor Relations (Thesis Capital)

prit.singh@plurilock.com

1.905.510.7636

