

REVISIONS

Rating/Target	Rev.	Prior
Rating	Spec. Buy	-
Target Price (C\$)	\$0.30	-
Revenue F2021E (M)	\$0.0	-
EBITDA F2021E (M)	\$0.00	-
EPS F2021 (M)	-\$0.03	-

MARKET DATA

Date:	Dec 13, 2021
Current Price (C\$):	\$0.07
Target Price (C\$):	\$0.30
52-Week Range:	\$0.05 / \$0.16
Shares O/S (M):	141.6
Mkt Cap (C\$M):	\$9.2
EV (C\$M):	\$10.3
Avg. Weekly Vol. (M):	0.21

Website: www.datablecorp.com

FINANCIALS

(\$M)	F2020A	F2021E	F2022E
Revenue	\$2.0	\$3.0	\$9.9
EBITDA	-\$2.2	-\$2.9	-\$2.0
Adj. EBITDA	-\$2.1	-\$2.8	-\$1.9
EPS (S)	-\$0.03	-\$0.03	-\$0.01
Cash	\$1.37	\$1.75	\$2.96
Current Assets	\$1.98	\$2.29	\$4.87
Net Cash	\$1.29	-\$1.37	\$0.14
Total Assets	\$2.07	\$2.62	\$5.14
Debt	\$0.09	\$3.11	\$2.83
Total Liabilities	\$2.29	\$5.51	\$7.82
Fiscal Year End:	31-Dec		

Source: Company Reports, S&P Capital IQ, eResearch Corp.

Chris Thompson, CFA, MBA, P.Eng.
Director of Equity Research

Datable Technology Corporation

(TSXV:DAC | OTCQB: TTMZF)

Helping CPGs Companies Collect & Monetize Consumer Data Using Promotion, Rewards, and Loyalty Solutions

COMPANY DESCRIPTION:

Datable Technology Corporation ("Datable" or "the Company") is a Canadian-based software development and technology company operating in the consumer online advertising and marketing sectors. **Datable** offers a software as a service ("SaaS") based Consumer Lifecycle and Data Management Platform called PLATFORM³ that enables consumer packaged goods ("CPG") companies and consumer brands to build and launch promotions, special offers, and loyalty programs on mobile phones, websites, and microsites. **Datable** focuses on the collection and data mining of first-party data, information collected directly from consumers, and allows companies to communicate & build relationships directly with the consumers.

INVESTMENT HIGHLIGHTS:

- **First-party Data Key to Consumers as Governments Update Privacy Laws and Cookies Set to Disappear.** With stricter online consumer privacy, first-party data (opt-in) solutions become key for engaging with online consumers and **Datable's** solutions focus on the collection of first-party data directly from consumers when they register to receive promotions or join loyalty/reward programs.
- **Strong Organic Revenue Growth and Transformative Deal with Dabbl.** **Datable** is in the early stage of an accelerated growth phase with revenue increasing by 91% Y/Y in Q3/2021. Acquisition of **Dabbl** creates a combined company that is expected to have 2021 pro-forma revenue of almost \$6 million.
- **Strong Fortune 500 Customer Base.** **Datable** currently working with 25 large CPG companies and 50 of the world's "top brands".
- **Low Valuation Multiple Compared to SaaS Peers.** **Datable** is currently trading at 1.0x our 2022 (combined companies) revenue estimate of \$9.9 million and well below Canadian SaaS comparable companies. **Datable's** low revenue multiple highlights the potential for its share appreciation.

FINANCIAL ANALYSIS & VALUATION:

- We estimate revenue as follows:
 - 2021E (**Datable**): Revenue \$3.0 million;
 - 2022E:(**Datable & Dabbl**): Revenue \$9.9 million.
- We estimate an equal-weighted price target of \$0.30 based on a DCF valuation (\$0.40/share) and a Revenue Multiple valuation (\$0.20/share).
- **We are Initiating Coverage on Datable with a Speculative Buy rating and one-year price target of \$0.30/share.**

All figures in CAD unless otherwise stated.

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INVESTMENT THESIS – Why Invest in Datable

First-party Data Key to Consumers as Governments Update Privacy Laws and Cookies Set to Disappear

With governments enacting stricter consumer privacy laws and technology companies phasing out online tracking “cookies” and adding options to restrict consumer tracking, first-party data (opt-in) solutions become key for engaging with online consumers. **Datable’s** solutions focus on the collection of first-party data; this is information collected directly from consumers as they opt-in to receive promotions or join loyalty/reward programs, and allows companies to build relationships directly with consumers.

Strong Organic Revenue Growth and Renewal Rates

Datable is in the early stage of an accelerated growth phase and its near-term focus is expanding services to its existing customer base and closing deals in its sales pipeline. In Q2/2021, revenue increased by 89% and increased by 91% in Q3/2021. Due to the current growth profile, we model **Datable’s** revenue growing annually at 70% next year and 50% over the following four years. **Datable** recently announced it closed almost \$5 million in contracted revenue for 2021 and is expected to book almost \$3 million as revenue in 2021. **Datable** also reported that it has a 90% license renewal rate.

Transformative Deal with Dabbl

The combination of Datable's platform and Dabbl's consumer community, creates a SaaS-based, enterprise scale, consumer acquisition, engagement, data collection, analytics and messaging solution. The combined company is expected to have 2021 pro-forma revenue of almost \$6 million and gross margins in the range of 45-50%. See the [Dabbl Acquisition](#) section for additional information.

Large and Growing Market and Ripe for Partnerships and Consolidation

Datable operates in the broader consumer Digital Advertising and Marketing sectors, which are expected to reach US\$786.2 billion by 2026, growing at an annual rate of 13.9%. The CPG Digital Marketing Market, a more focused subset, is expected to reach US\$60.6 billion by 2027, growing annually at 7.8%.

Datable has demonstrated the ability to grow revenue organically through product development. Its recent announced Letter of Intent (LOI) with **Dabbl** is an example of acquiring an existing market participant to offer its customers access to a larger database of online consumers and new services. The [Industry Competition](#) section illustrates the opportunities in the market for partnership or acquisition.

Strong Fortune 500 Customer Base

Datable’s customer base includes large consumer brands and currently works with 23 Fortune 500 companies and 50 of the world's “top brands” including **Henkel**, **Kimberly Clark**, **NBCUniversal** (a division of **Comcast**), **Proctor & Gamble**, and **Toro**. For more information, see the [Customer](#) section.

Experienced Management Team

Datable has over 10 years of experience in the online advertising and marketing sectors, and has been successful in developing proven practices and effective strategies to build over 200 opt-in consumer databases and programs. To achieve this success, **Datable** has established a highly experienced team of professionals in the fields of consumer acquisition & development, data analytics, digital marketing & communications, and website development. See [Appendix E](#) for Management biographies.

Low Valuation – The Revenue Multiple has Room to Grow

Datable is currently trading at 1.0x our 2022 revenue estimate of \$9.9 million, well below the Canadian AdTech and Marketing Tech providers, which trade at 1.9x 2022E revenue, and Canadian SaaS comparable companies that trade between 2.2x to 29.9x (mean of 10.7x; median of 9.5x) 2022E revenue. **Datable’s** low revenue multiple highlights the potential for its share appreciation. For our valuation (see [Valuation](#) section), we use a Terminal Multiple of 13x EBITDA in the Discount Cash Flow (DFC) valuation calculation and a Revenue Multiple of 5.0x in the Revenue Multiple valuation calculation.

COMPANY INFORMATION



Company Summary

Datable is a Canadian-based software development and technology company operating in the consumer online advertising and marketing sectors. Based in Vancouver, British Columbia, Canada, the Company is a provider of promotion and loyalty solutions using digital and social media user engagement.

PLATFORM³ **Datable** offers a SaaS consumer marketing platform called PLATFORM³ that enables CPG companies and consumer brands to build and launch promotions, special offers, and loyalty programs on mobile phones, websites, and microsites. **Datable** focuses on the collection of first-party data (also known as 1P data); this is information collected directly from consumers and allows companies to communicate and build relationships directly with consumers.

Originally incorporated as **3 Tier Logic Canada Inc.** in 2008, the Company changed its name to **3 Tier Logic Inc.** In 2014, **KCO Capital Inc.**, a Capital Pool Company trading on the TSX Venture Exchange, entered into a share exchange agreement with **3 Tier Logic Inc.** that constituted **KCO's** "Qualifying Transaction", and the resulting company became **3TL Technologies Corp.** In May 2018, the Company changed its name from **3TL Technologies Corp.** to **Datable Technology Corporation.** **Datable** currently trades on the Toronto Venture Exchange under the ticker DAC (TSXV:DAC) and on the OTC market in the United States under the ticker TTMZF (OTC:TTMZF).



Datable started as a digital marketing agency and developed custom business software for large, consumer brands. The original company, **3 Tier Logic**, was focused on custom software solutions for companies and then launched the PLATFORM³ solution in early 2014 as a SaaS offering.

Part of **Datable's** competitive advantages derives from understanding brands' critical requirements, its focus on customer-centric innovation, and understanding market forces and business challenges. Over the years, **Datable** has extended and matured its proprietary platform into a complete suite of integrated functional modules.

Datable is in the early stage of accelerated growth and the Company's near-term focus is expanding services to its existing customer base, closing deals in its sales pipeline, and expanding its marketing teams.

Datable recently announced a transformative deal with **Dabbl**. The combination of Datable's platform and Dabbl's consumer community, creates a SaaS-based, enterprise scale, consumer acquisition, engagement, data collection, analytics and messaging solution. The combined company is expected to have 2021 pro-forma revenue of almost \$6 million and gross margins in the range of 45-50%. See the [Dabbl Acquisition](#) section for additional information.



Datable's customer base includes large consumer brands, especially CPG companies that use its core platform, PLATFORM³, to directly connect with consumers and generate incremental revenues by promoting various offerings and increasing the purchase frequency. Brands also use PLATFORM³ to enhance loyalty via rewards and ongoing engagement. **Datable's** solutions and tools collect first party opt-in data from consumers and allows customers to manage and monetize the consumer relationships.

We believe the Company has service offerings that are important in today's changing online consumer market and should benefit from accelerated top-line growth.

Marketing Platform and Core Capabilities

PLATFORM³

Introduced in 2014, **Datable's** core product is PLATFORM³, a SaaS-based Consumer Lifecycle and Data Management Platform that enables businesses to build and launch promotions, special offers, and loyalty programs on multiple platforms (mobile phones, social media, and web). Using this tool, CPG companies and consumer brands can present promotions to consumers before they enter a store, when they are in the store, or after purchase through product coupons or rebates.

PLATFORM³ collects and organizes highly valuable demographics, consumer behavior, and shopping data for businesses generated through ongoing digital consumer engagement. It empowers brands with a set of tools to automatically retarget consumers based on the collected data so they can generate more engagement with the plan to drive additional sales.

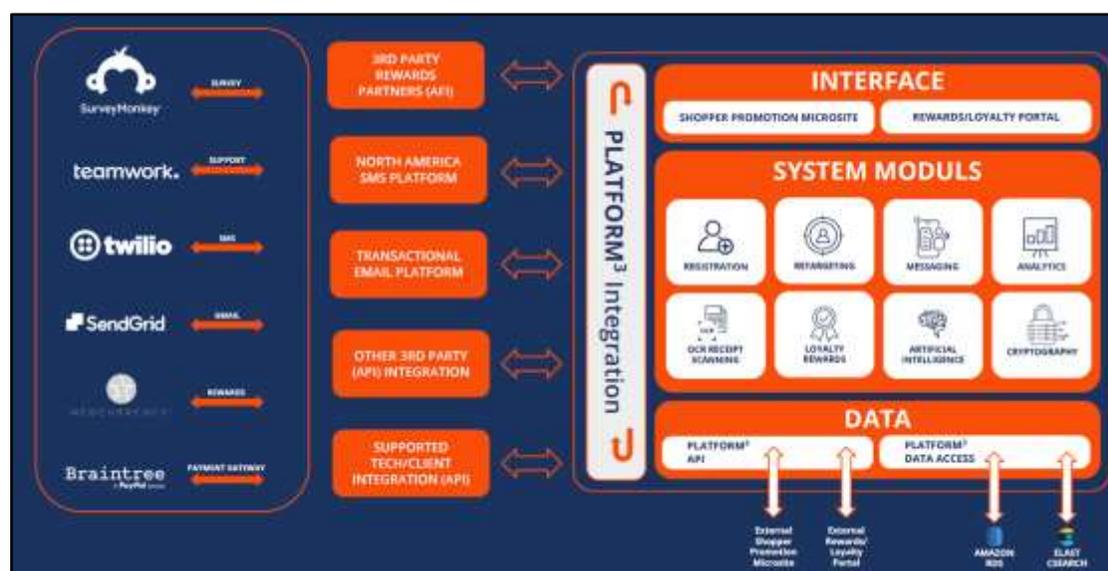
With turnkey digital rewards and fulfillment capabilities, PLATFORM³ makes it easy for consumer brands to implement and better manage short- as well as long-term consumer promotions and loyalty programs.

PLATFORM³ has template-based web and mobile applications that can easily be integrated with modules that link directly to social media platforms, such as **Meta Platforms** (fna **Facebook**) (**Nasdaq:FB**) and **Twitter** (**NYSE:TWTR**), as well as all of the major telephone service providers in the United States and other third-party service providers.

PLATFORM³ comprises proprietary consumer engagement strategies and technology modules that include:

- Contests, Promotions and Loyalty/Rewards Modules
- Analytics, Artificial Intelligence, and Data Management
- Cryptography
- Dynamic Messaging
- Gamification
- Retargeting (Targeted Couponing)
- Promotion Microsites and Loyalty/Rewards Portals
- Registration and Customer Relationship Management ("CRM")
- Receipt Scanning using optical character recognition ("OCR")
- Social Portal (consumer-to-consumer content sharing)

Figure 1: Datable PLATFORM³ Overview



Source: Company Presentation (October 2021)

Promotions presented on PLATFORM³ are uniquely designed to engage consumers and influence their purchasing decisions online and through their mobile phones. PLATFORM³ makes use of proprietary algorithms in order to send targeted emails and text messages to consumers once they are engaged with a brand.

Messages deployed from PLATFORM³ are customized based on collected information, such as demographics or purchase behaviour.

PLATFORM³ 4.0

In 2019, **Datable** released a major upgrade to its core technology, PLATFORM³ version 4.0, which included enhancements to various modules of PLATFORM³, such as CRM, Shopper Messaging, receipt processing, and data capture and tracking capabilities.

Upgrades to the PLATFORM³ Shopper Messaging module, which was rebranded by the Company as Dynamic Messaging and Rewards (“DMR”), increased **Datable’s** differentiation in the market.

DMR empowers companies to deploy omni-channel communications, with retargeting and contextual rewards, in order to induce consumer purchases based on their purchase behaviour and brand engagement (both previous and ongoing). Additionally, the DMR module has helped **Datable** secure critical competitive wins and accelerate upselling and cross-selling to existing clients.

Executives of **Universal Pictures** (a division of **Comcast Corporation (Nasdaq:CMCS.A)**), a major film production and distribution company, referenced DMR as one of the main reasons for choosing **Datable** over other competitors when it decided to build the next generation of its rewards and consumer engagement solutions.

A significant part of **Datable’s** core platform upgrade included advancements in PLATFORM³’s infrastructure and security. Investment in the infrastructure enabled improved efficiencies in terms of time and cost of building and deploying promotions on the platform, which has helped to improve gross margins.

The platform’s upgrade also consisted of updating algorithms to prevent consumer fraud. These enhancements included an upgrade to the platform’s application programming interface (API), which uses Scala to integrate the Lucene full-text search engine library running on the Elastic Search technology.

PLATFORM³’s API now has enhanced security features integrated with OCR technology that leverages multiple text analysis techniques to mitigate consumer fraud on the platform. These techniques include the execution of Lucene scoring formula to calculate as well as compare the score of potential fraud submission with data of previously validated receipts for identifying and maximizing fraud detection.

The platform can now identify fraud submissions by comparing the content of the receipt with carefully identified risk threshold values that flag the submissions as “potential frauds”.

After launching these enhancements, **Datable’s** client, **Fandango** (an American movie ticketing and streaming company), experienced a significant decrease in the number of frauds on its rewards and consumer promotions applications.

Other major enhancements included the development of *flexxi*, its own opt-in Consumer Rewards Portal. With **Datable’s** recent LOI to acquire **Dabbl**, it will own a product that is similar to *flexxi*. **Datable** will reallocate the product develop resources now dedicated to *flexxi* to enhance and integrate **Dabbl’s** product.

Datable also benefits from what is known as “breakage fees” from consumers who fail to redeem gift cards earned by them as rewards for participating in brand promotions done on PLATFORM³.

Products and Services

Utilizing its core platform capabilities, **Datable** offers three main services, which include (1) Promotions and (2) Loyalty/Rewards offerings for the creation and management of product promotions and loyalty programs, as well as a new service called (3) Consumer Opt-In Rewards Platform for Data Collection & Monetization.

1.0 PLATFORM³ Promotions

How PLATFORM³ Promotions Works

PLATFORM³ Promotions is a next-generation shopper marketing technology platform for promotions that rewards shoppers with a contest entry or gift card based on specific purchases from select retailers.

The promotions platform includes a custom consumer interface via Shopper Promotion Microsites and provides integration with Third-Party Payment Gateways, and Email, Messaging and Support Platforms.

The promotions platform also allows access to the consumer data to third-party services including third-party promotional microsites, distributed relational databases (e.g. Amazon Relational Database Service (RDS)), and distributed search engines (e.g. Elastic Search < www.elastic.co >).

Datable's PLATFORM³ Promotions modules include the following.

- **OCR Receipt Scanning and Verification**
 - Encourages shoppers to purchase products and provide proof of purchases with receipt validation to receive a cashback reward, bonus gift, or other incentive.
- **Product & Retail Specify**
 - The platform leverages its advanced OCR technology to identify purchases of certain products from specific retailers.
- **Gift Cards & Rewards**
 - In addition to providing integration with a fulfillment house for physical rewards, **Datable** also allows brands to offer more than 300 personalized digital gift cards from companies such as **Amazon, Best Buy, Visa, and Walmart**.
- **Promotion Power-ups**
 - Brands can “power up” their promotions through options such as Customized Messaging, Dynamic Targeting, Social Sharing, Tailored Rewards, and Third-Party Integration.
 - Customized Messaging: The customized messaging feature allows brands to deliver specific, valuable messages that are relevant to users;
 - Dynamic Targeting: Dynamic targeting is a consumer-centric, proactive process that requires up-to-date analytics and insights to identify simple, timely, next-best actions for representatives.

Figure 2: PLATFORM³ Promotions



Source: Company website

- Tailored Rewards: Rewards for purchases and engagement with brands can be personalized and tailor-made to suit different consumer requirements.
- **Turn-key Solutions & Support**
 - **Datable** provides strategies and best promotion practices based on delivering more than 350 promotional programs.

2.0 PLATFORM³ Loyalty/Rewards

How PLATFORM³ Loyalty/Rewards Works

PLATFORM³ Loyalty is a next-generation shopper marketing technology platform for loyalty or rewards that empowers consumer brands to generate, track, and increase the frequency of purchases. Businesses can raise awareness about the availability of loyalty programs at the retailer or online through promotional activities, such as social media ads.

The loyalty platform includes custom consumer interface via Loyalty or Rewards Portals, and provides integration with Third-Party Rewards Partners, Payment Gateways, and Email, Messaging & Support Platforms.

The loyalty platform also allows access to the consumer data to third-party services including third-party promotional microsites, distributed relational databases (e.g. Amazon Relational Database Service (RDS)), and distributed search engines (e.g. Elastic Search < www.elastic.co >).

Datable's PLATFORM³ Loyalty modules include the following.

- **OCR Receipt Scanning and Verification**
 - Encourages shoppers to purchase products and provide proof of purchases with receipt validation to receive a cashback reward, bonus gift, or other incentive.
- **Messaging**
 - Allows consumer brands to send program announcements and messages to shoppers through email and SMS in order to reach, inform, and engage them.
- **Social Sharing**
 - Shoppers can earn loyalty points by using social sharing for product engagement and to amplify its reach.
- **Custom Polls & Surveys**
 - Shoppers can earn additional loyalty points by participating in polls and answering survey questions.
 - Brands can use this program to get specific product feedback and collect valuable user data.
- **User-Generated Content**
 - Shoppers get bonus points for engaging with the community, watching promotional videos, sharing content online, and providing product feedback.
- **Gamification Engine**
 - Gamification engine is a tool that helps consumer brands better manage consumer points, tiers, and thresholds. It also provides flexibility and allows for point-based action.

Figure 3: PLATFORM³ Loyalty Features



Source: Company website; eResearch Corp.

- **Retargeting**
 - Based on their purchase behaviour, membership tier, and points earned, shoppers also get customized recommendations.
- **Analytics Engine**
 - The analytics engine has been designed to help brands analyze consumer data, purchasing behaviours, and actions so they are able to generate accurate predictions.
- **Security Engine**
 - The security engine allows for an enterprise-grade platform infrastructure and security, entrusted and vetted by cybersecurity teams of some of the most popular brands in the industry.

3.0 Consumer Opt-In Rewards Platform for Data Collection & Monetization

After developing the PLATFORM³ solution for CPG companies and ad agencies, **Datable** started to work on its own consumer opt-in Rewards Network platform called *flexxi*. The shopper rewards and loyalty portal, aggregates consumer promotions and was designed to reward shoppers for buying products and engaging with brands.

In order to use the platform, a consumer would register and then could earn rewards that can be used to purchase products. Members earn points or rewards by engaging with content published by brands, such as recipes, product videos and blogs, or by completing tasks, such as entering sweepstakes, participating in polls, signing up for newsletters, or sharing a brand's post on social media.

Below are some of the key benefits of using a Rewards Network platform:

- It provides businesses with a more compelling and cost-efficient method to engage with millions of target consumers in order to influence their purchase decisions.
- It provides businesses with access to new shopper communities that are actively shopping online and looking for deals and promotions, such as college & university students, fitness enthusiasts, health-conscious shoppers, media & entertainment fans, and parents.
- It provides consumers with a single web portal where they can earn rewards from multiple consumer brands in one place.

With **Datable's** recent LOI to acquire **Dabbl**, it will own a product that is similar to *flexxi* and will be able to accelerate its efforts and capitalize on near-term opportunities. **Datable** will reallocate the product develop resources now dedicated to *flexxi* to enhance and integrate **Dabbl's** product.

For more information about **Dabbl**, see the "[Dabbl Acquisition](#)" section below.

Dabbl Acquisition

Datable Signs LOI for Transformative Deal with Dabbl

Recently, **Datable** announced it signed a nonbinding Letter of Intent (“LOI”) to acquire 100% ownership of **Adjoy, Inc.** (dba **Dabbl** < getdabbl.com >).

In October 2021, **Datable** formed a partnership agreement with **Dabbl** to leverage **Dabbl's** large community of consumers and first-party data relationships, to accelerate consumer participation in the marketing programs that consumer brands launch on **Datable's** PLATFORM³.

About Dabbl

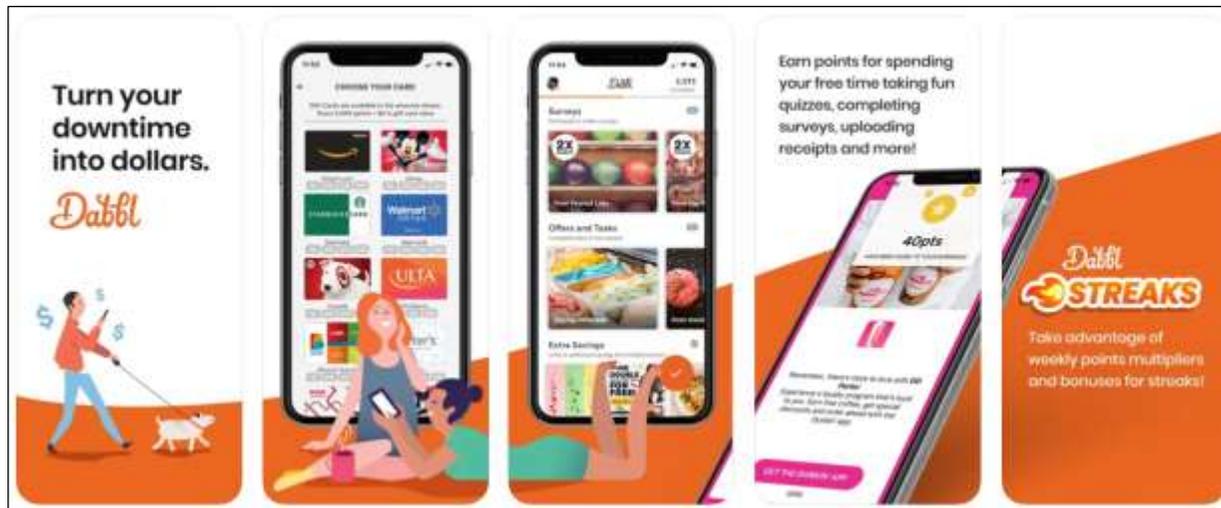
Dabbl is an app that allows consumers to interact with brands by taking short quizzes or surveys, watching videos, referring friends or family to join, or performing other tasks to earn points that can be converted into rewards, including gift cards.

Dabbl's online purchase validation and data capture technology allows consumers to also earn points by uploading receipts or linking online accounts to receive points automatically when they buy eligible products from online retailers including **Amazon, Instacart, Kroger, Shipt, ShopRite, Target, and Walmart.**

According to **Dabbl**, over 1.3 million consumers have downloaded the **Dabbl** app, which has facilitated millions of consumer brand interactions and rewarded on more than US\$40 million of U.S. retail sales.

The **Dabbl** platform provides a way for consumers to choose which brands they want to connect and through online interactions but remain anonymous. Global brands using the **Dabbl** platform include Duracell, Kellogg's, Nestle, and Smucker's.

Figure 4: The Dabbl App



Source: The App Store

Benefits of the Products Integration

The combination of **Datable's** Consumer Lifecycle and Data Management Platform, and **Dabbl's** consumer community, creates a SaaS-based, enterprise scale, consumer acquisition, engagement, data collection, analytics and messaging solution.

Sizeable investments have been made in product development as **Dabbl's** shareholders have invested approximately US\$20 million since 2015, while **Datable's** shareholders have invested more than C\$20 million since 2014.

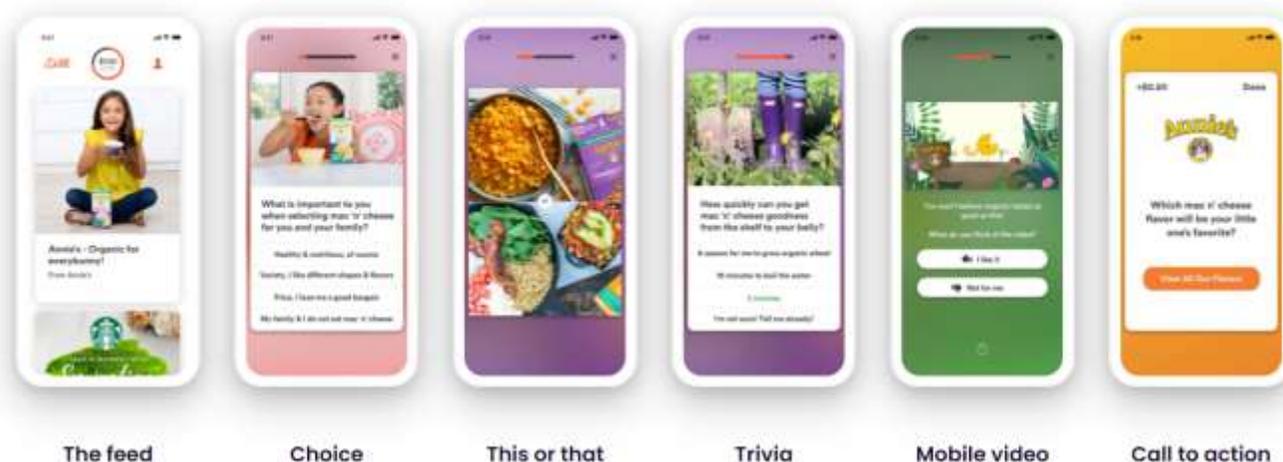
The value of the integrated solution is driven by main factors including:

1. The need for brands to access new consumer communities and engage them while collecting, analyzing, and managing consumer first-party data.
2. New regulations regarding consumer privacy, tracking cookies, and how consumer data is collected, stored and shared with third parties, are driving first-party consumer opt-in solutions and represents a large market opportunity.
3. **Datable's** track record of delivering strong and measurable return on investment (ROI) for prior consumer engagements helps with the customer's business case the implementation.

Due to customer interest, **Datable** has been developing the *flexxi* Rewards Network, a web portal for consumers to opt-in and earn rewards for completing activities such as purchasing consumer products, viewing valuable content posted by consumer brands, sharing content on social media, and referring friends.

With **Dabbl's** acquisition, **Datable** will own a product that is similar to *flexxi* and will be able to accelerate its efforts and capitalize on near-term opportunities. **Datable** will reallocate the product develop resources now dedicated to *flexxi* to enhance and integrate **Dabbl's** product.

Figure 5: Dabbl's Survey Styles, Quizzes, and Videos



Source: Dabbl Media Kit (2021)

Business Benefits of the Acquisition

The companies believe the combined solution could accelerate revenue growth with **Datable's** existing Fortune 500 clients and prospective customers. The combination of **Datable** and **Dabbl** delivers an integrated solution for consumer brands to access new consumer communities that adheres to the emerging privacy-focused environment and provides consumer brands with the tools required to engage consumers, build first-party data relationships, and also offers data analytics and monetization strategies.

Datable reported that it has 25 consumer brands under contract for approximately \$5 million in booked revenues expected to be recognized in 2021 and 2022. Currently, the sales range is \$20,000 for a trial to almost \$1.0 million for the largest contract, with the average contract price around \$0.2 million.

Datable's revenue growth should come from increasing the average size of **Datable's** existing customer engagements, from \$0.2 million (average) to over \$1 million (the "land and expand" business model), as well as closing the existing pipeline of larger companies that have sizeable annual marketing budgets.

Datable's track record of delivering strong and measurable ROI helps to foster increases in the size of existing customer contracts and to attract new customers.

In addition to adding value to **Datable's** existing enterprise platform, **Dabbl's** consumer community also generates revenues from other services, including consumer surveys and short-term shopper-marketing programs run by retailers and consumer brands. The size of these services are accessible to small and medium sized enterprises thereby opening up a new market segment.

Synergies and cost savings

The combined company is expected to have 2021 pro-forma revenue of almost \$6 million and gross margins in the range of 45-50%. The increased size of the merged companies should improve access to capital and human resources.

Management Additions

Dabbl's CEO and founder Susan O'Neal will serve as Chief Operating Officer for **Datable** after the acquisition.

Ms. O'Neal has more than 20 years of experience in consumer data and marketing, including serving as Group Vice President, Strategic Partnerships & Corporate Development at **Catalina Marketing** (*private*; www.catalina.com).

Dabbl's board member Ross Hangebrauck will join **Datable's** board of directors post acquisition. Mr. Hangebrauck was a Managing Director at **Almaz Capital Partners** (*private*, almazcapital.com). **Almaz** is a Silicon Valley based venture capital fund and Dabbl's largest shareholder.

Figure 6: Brands Using the Dabbl Platform



Source: Dabbl Media Kit (2021)

Recent Sales Wins

Since announcing the partnership, **Datable** closed sales of the combined product with two leading consumer goods companies and has a pipeline of potential customers for 2022.

For these sales, **Datable** and **Dabbl** will provide a solution that integrates **Datable's** PLATFORM³ with the **Dabbl** app and are set to start by the end of the year and run into early 2022.

The two CPG companies are a home entertainment division of a leading U.S.-based film production and distribution company ("Movie Customer"), an existing customer of **Datable's**, and the western U.S.-based bottling division of a global leader of a food and beverage distributor.

The Movie Customer's budget is US\$0.5 million and designed to reward new members with movie downloads for registering with the PLATFORM³-powered loyalty program using the **Dabbl** app.

The Western U.S.-based bottling division plans to launch a gift with purchase promotion in California and Nevada, under which consumers will be rewarded with a digital gift card.

Datable also reported that it has received strong interest about the combined solution from existing customers and prospects, including global consumer brands and ad agencies.

Terms of the Acquisition

Under the LOI terms, **Datable** will acquire **Dabbl** for over \$10.6 million in 70.9 million common shares of **Datable** at a deemed price of \$0.15 per share. **Datable** will also purchase **Dabbl's** debt of US\$0.4 million for 4.2 million shares at a deemed price of \$0.12.

Datable will pay the Dabbl Security Holders, 6.39 million performance warrants with each warrant entitling the holder to acquire a **Datable** share if **Dabbl** achieves a trailing twelve-month (TTM) revenue of at least US\$3.33 million (approximately C\$4.2 million) for the twelve month period ended June 30, 2022.

If the performance warrants are exercised by **Dabbl** achieving a TTM revenue of at least US\$3.33 million, the full the purchase price of **Dabbl** will be approximately \$12.2 million and values **Dabbl** at approximately three times TTM revenue. Currently **Datable** is trading at almost 4x TTM revenue so the acquisition will be accretive on closing.

Datable and **Dabbl** have been conducting mutual due diligence and are aiming to close the deal before year end. The definitive agreement is expected to include customary terms, including:

- A concurrent financing of \$2.5 million to fund the growth of the combined company, which is expected to include proceeds resulting from the exercise of existing warrants;
- Voluntary escrow provisions for the holders of the Shares;
- Employment agreements, including equity incentives for five key members of the **Dabbl** management team; and,
- A nominee of **Dabbl** to be appointed to the board of directors of Datable, which is expected to be Ross Hangebrauck.

Figure 7: Dabbl Turns Your Downtime into Free Gift Cards

The image shows a promotional graphic for the Dabbl app. On the left, a smartphone displays the app's interface with the headline "Turn your downtime into free gift cards". Below this, it says "Choose which companies pay you for your time and opinions. Earn free Amazon and other e-gift cards." and provides download links for the App Store and Google Play. In the center, a smartphone displays a video of a hand using a spray bottle. On the right, a list of gift cards is shown, including Amazon, Walmart, Best Buy, Home Depot, Lowe's, Target, Spotify, and Ulta. Below the gift cards, a list of steps is provided: 1. Download the Dabbl app (Available for Apple iOS and Android), 2. Simple registration (Start with just your phone number and age), 3. Use it during your downtime (Quick videos & feedback earn you cash), and 4. Load earnings to gift card (E-gift cards are emailed to you. Use them to buy whatever you want from the retailer).

Source: Dabbl Website

Datable's Business Strategy

Companies are often disappointed with the results of their online marketing ad campaigns in relation to the size of the budget allocated and their ability to reach and connect with target consumers.

Consumers, on the other hand, are increasingly concerned about their personal data being stolen, misused, or abused, without their knowledge or consent.

Both these groups are key stakeholders in today's online marketing ecosystem and are seeking more effective alternatives, which provide a significant market opportunity for **Datable**.

Datable's solutions, such as PLATFORM³ and *flexxi*, are built to address the challenges brands and consumers face in the current digital marketing ecosystem.

Datable's solutions focus on the collection of first-party data; this is information collected directly from consumers as they opt-in to receive promotions or join loyalty/reward programs and allows companies to communicate and build relationships directly with their target consumers. Working with the digital marketing teams at global consumer brands, **Datable** has been successful in developing proven practices and effective strategies to build over 200 opt-in consumer databases.

These solutions provide brands, advertising agencies, and consumers with an alternative to the existing digital advertising model. The solutions also offer a way for companies to connect directly with target consumers while empowering the consumers to own and control their personal data and become paid stakeholders and beneficiaries through points, products, or other rewards.

Datable is also leveraging its existing technology, domain expertise in the consumer retail market, and the extensive relationships that **Datable** built while working with Fortune 500 consumer brands, to develop its own consumer promotions website called *flexxi*, so it can build a proprietary database of first-party data.

With **Datable's** recent LOI to acquire **Dabbl**, it will own a product that is similar to *flexxi*. **Datable** will reallocate the product develop resources now dedicated to *flexxi* to enhance and integrate **Dabbl's** product.

Figure 8: Stricter Online Tracking Rules and Phasing Out of "Cookies"



Source: Company Presentation (October 2021)

What Differentiates Datable from its Competitors?

Though there exist many direct **Datable** competitors (see [Industry Competition](#)) that offer some consumer engagement or channel tools, these tools are generally offered as stand-alone solutions.

What separates **Datable** from its competitors is the Company's proprietary platform, PLATFORM³, whose cohesive omni-channel system enables consumer brands to flexibly connect with their consumers through individual or multiple channels concurrently.

Datable has won license agreements with some of the largest consumer brands with key market differentiators that include:

- Omni-channel engagement (in-store, mobile and online) with consumers;
- Closing the loop from brand awareness to purchase;
- Retargeting consumers to help brands generate new sales opportunities using large consumer datasets, Dynamic Messaging, and Rewards;
- Social Portal, Rewards and Gamification, and CRM modules used on their own or as an integrated solution to provide brands and ad agencies with the flexibility to create consumer engagement solutions that meet key brand objectives;
- A feature-rich, enterprise-level software platform that is easy to manage, scale, and secure, and is API-friendly to enable integration with other third-party systems.

In addition, PLATFORM³'s versatility to run simple or involved brand-centric consumer engagement programs, combined with advanced purchase receipt processing, security and anti-fraud processes, and data capture provide reasons for brands and agencies to choose it as their preferred consumer engagement and shopper marketing solution.

Finally, PLATFORM³ provides brands with a holistic and integrated suite of mobile and online digital marketing solutions to identify, target and activate shoppers, gamify promotions and engagement, increase & reward social sharing, while tracking purchases and brand influence in real time.

Datable's future growth depends on a variety of factors, including the Company's ability to generate sufficient cash flows and obtaining additional funding for product enhancements and new solutions.

The Scalability & Security of PLATFORM³ Fosters Advertising Agency Partnerships

In addition to working with digital marketing teams at global consumer brands, **Datable** has also worked with advertising agencies to use PLATFORM³ as a scalable and secure enterprise platform to deliver marketing solutions to their clients.

In 2020, eight advertising agencies, including **integer**, **Match**, **Maxx**, **PEP**, and **V360** licensed PLATFORM³ and accounted for 43% of contracted revenues.

Figure 9: PLATFORM³ Advertising Agency Partnerships



Source: Company Presentation (October 2021)

Customers

Datable has implemented more than 350 digital marketing programs, including large CPG companies as well as brand advertising and marketing companies, that use **Datable's** technology to manage their clients' loyalty and promotion programs.

Datable is trusted by some of the world's most valuable brands including **Mars, Inc. (Private)**, **Universal Pictures**, the **Kellogg Company**, **Molson Coors Beverage Company (NYSE:TAP)**, **Oreo** (a division of **Mondelez International (NASDAQ:MDLZ)**), and **Saputo Inc. (TSX:SAP)**.

- **Mars: Mars** is one of the largest privately held companies in the United States with global sales of over US\$35 billion. It manufactures confectionery, pet food, and other food products under various brand names, such as Wrigley's, M&M's, and Uncle Ben's. **Datable's** association with **Mars** focused on the "Home is where the cat is" sweepstakes to drive company sales for its pet brands including IAMS® Cat, TEMPTATIONS® and WHISKAS®, as well as provide consumers with attractive offers to ensure repeat purchases.
- **Universal Pictures: Datable** worked with **Universal**, an American film production and distribution company, to create a customer loyalty program, Universal All-Access Rewards, in order to drive sales of new release films on DVD and Blu-ray, acquire consumer geographic data and their movie preferences for ongoing retargeting, and gain insights into buyer purchase behaviour from receipt data. Users can register for the Universal All-Access Rewards program and earn points by buying physical copies of qualifying movies from any retailer, as well as purchases from **Movies Anywhere**.

Figure 10: Case Study – Universal All Access



Source: Company Presentation (October 2021)

- **Saputo: Saputo** is a dairy company operating in Canada, the United States, Argentina, Australia, and the U.K. Saputo produces a wide variety of dairy products including cheese, milk, and cream items. Saputo partnered with **Datable** to launch its "Friendship Cottage Cheese" gift with purchase promotion, with PLATFORM³ used to create a microsite for the promotion.

- **Molson Coors: Datable** worked with **Molson Coors** to launch a sweepstake for its popular brand, **Molson Canadian**. Consumers making a qualifying purchase of a Molson Canadian 6-pack of beer would submit their receipt on a custom-branded, mobile-friendly microsite to get a chance to win one of 150 mini, red, branded beer fridges.
- **Kellogg**: With sales over almost US\$14 billion in 2020, **Kellogg's** is one of the most popular food manufacturing brands in the world, known globally for its cereals, snack bars, and companies, including Pringles, Cheez-It, and Eggo. Working with **Datable**, **Kellogg** launched its "Cash for Gas" promotion to help improve sales for its cereal products as well as incentivize consumers to make repeat purchases. **Datable** used PLATFORM³ to create a microsite for the "Cash for Gas" promotion, which hosts various modules, including Contests & Promotions, Purchase Receipt Validation, and Data Capture & Analytics. Under the promotion, when consumers purchased two packs of specially marked **Kellogg's** cereal, they received a free \$5 gas card in the mail.
- **Oreo**: **Oreo** is a cookie brand with a presence in over 100 countries. Through an agency, **Oreo** partnered with **Datable** to launch its Wonder Vault SMS Sweepstakes promotion. **Datable** used its proprietary PLATFORM³ to create a text to win sweepstakes for the **Oreo** Wonder Vault promotion, leveraging the SMS Short Code Phone Number SMS Validation module.

Figure 11: Sample of Datable's Clients



Source: Company Presentation (October 2021)

INDUSTRY OVERVIEW

Digital or online advertising uses the internet as a medium to send promotional and marketing messages to existing and potential consumers. The various techniques used in the process include email marketing, social media marketing, search engine marketing, and display and mobile advertising.

Datable operates in the broader consumer Digital Advertising and Marketing sectors, which are expected to reach US\$786.2 billion by 2026, growing at an annual rate of 13.9% according to **StrategyR**, a brand of **Global Industry Analysts, Inc.** The main drivers include:

- The COVID-19 pandemic significantly increased online traffic;
- The large penetration of connected devices; and
- A highly developed digital ecosystem backed by media companies and technology service providers.

The CPG Digital Marketing Market is expected to reach US\$60.6 billion by 2027, growing annually at 7.8%, according to **UnivDatos Market Insights**. A key driver in this market is the significant change in the way consumers interact with products and services.

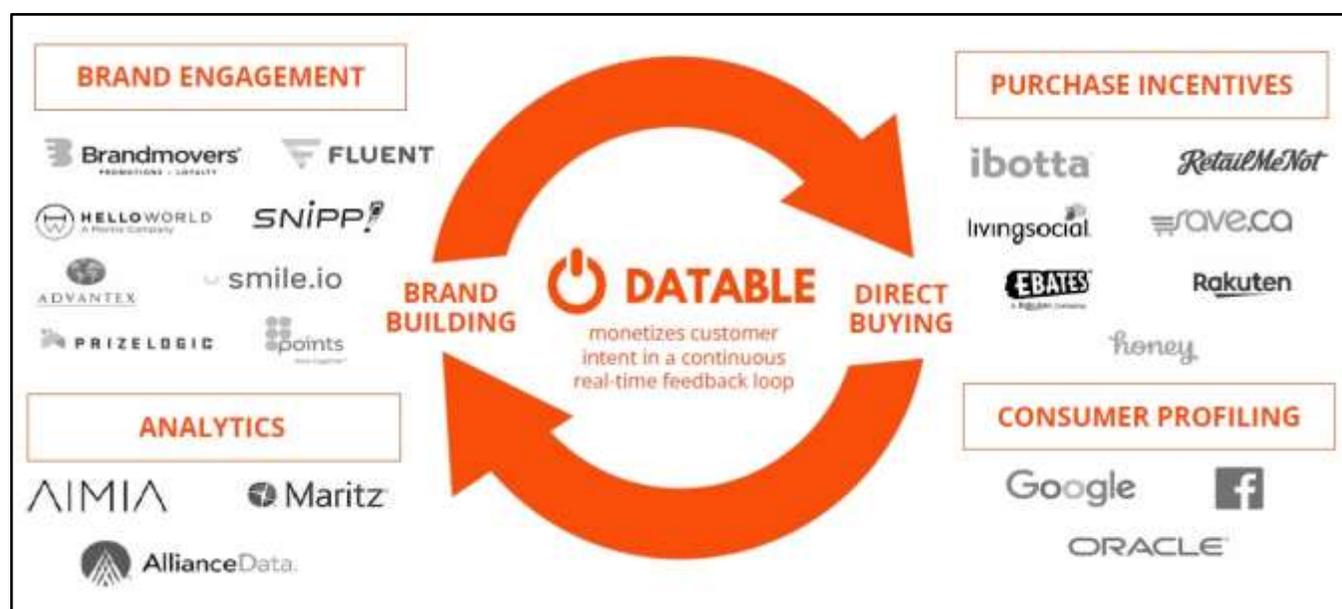
Changing Marketplace

Technological innovations have dramatically changed the way people communicate with each other and how they consume and share information. In some ways, people have more control over the content they see and share but in other ways, business models, such as the freemium software model, control the content viewed.

Marketers now need to stay connected with their buyers via social media applications and the internet to sell their products and services, and build relationships.

But with governments enacting stricter consumer privacy laws, and technology companies phasing out online tracking “cookies” and adding options to restrict consumer tracking, first-party data (opt-in) solutions become key for engaging with online consumers.

Figure 12: Competitive Landscape



Source: Company Presentation (October 2021)

Datable's Focus on First-party Data

Datable's solutions focus on the collection of first-party data; this is information collected directly from consumers as they opt-in to receive promotions or join loyalty/reward programs, and allows companies to communicate and build relationships directly with their target consumers.

Within this ecosystem, **Datable** provides strategic and technological solutions to its clients, primarily consumer brands and CPG companies, which allow them to engage with and target consumers through multiple communication channels.

Datable helps brands grow by creating sales opportunities in a highly competitive market through its various consumer-centric technology modules that collect and monetize opt-in consumer data. **Datable's** services are a key cornerstone for CPG companies to initiate contact with their consumers, create consumer profiles, build relationships to target future sales.

Industry Competition

The digital advertising and marketing sectors and analytics/business intelligence industries are seeing fierce competition among companies vying for revenue generated through advertising & marketing spending and expertise in managing, analyzing, and deriving insights from large datasets of information.

For the publicly traded companies, see [Appendix D: Company Comparables by Industry](#) for a list of competitors' market and financial data.

Datable's main competitors in the digital shopping marketing promotions sector are **Checkout 51 Inc.**, **ibotta Inc.**, **RetailMeNot, Inc.** (a subsidiary of **J2 Global, Inc. (NASDAQ:JCOM)**), and **Snipp Interactive Inc. (TSXV:SPN)**. In the section below, we provide summaries of some competitors in the industry.

Checkout 51

Founded in 2012, **Checkout 51** is primarily a grocery savings app that targets consumers with cashback offers. **Checkout 51's** mobile app was launched publicly in 2013 in Canada and in 2014 in the United States.



Checkout 51 earns money by getting its members to try products in the hopes of them becoming regular consumers of a brand. This way, the brands get to advertise themselves and members of **Checkout 51** are able to get cashback. **Checkout 51** primarily works with major CPG brands and features include electronic submission of receipts, data collection, and consumer analysis.

DOSH

DOSH connects leading consumer brands and retailers directly to their consumers, driving in-store visits and online shopping, thereby helping them increase sales and spending of consumers. The platform also allows consumers to socially share information about the brands they engage with, thereby creating new consumer acquisition opportunities.



Fetch Rewards Inc.

Founded in 2013, **Fetch Rewards** is a money-saving and gift card earning mobile shopping app that rewards buyers for shopping from various brands. It specializes in mobile applications, grocery retail, and shopper data.



The **Fetch Rewards** platform provides users with an easy way to save on everyday shopping simply by scanning their receipts. For consumer brand partners, it allows them to get a 360-degree view of their customers' shopping habits and a way to reward a consumer's loyalty.

The **Fetch Rewards** app can be used by customers to earn points by scanning receipts or submitting e-receipts after shopping from any grocery store, drugstore, or restaurant.

FiveStars Loyalty, Inc.

Launched in 2011, **FiveStars** is an integrated payments and marketing solution, primarily designed for local small vendors to help them get more business from existing customers. The **FiveStars** app collects payments and consumer data to create customized, targeted shopping offers from local stores and outlets.



With a national commerce network of over 65 million users, **FiveStars** claims to have helped over 14,000 brands discover and drive sales. According to its promotional information, **FiveStars** has facilitated over 100 million transactions and \$3 billion in total local merchant sales.

Ibotta

Founded in 2011, **Ibotta** launched its mobile app in 2012. Its mobile app replaces couponing with fun game-like interactions, offering consumers rebates and cash rewards, instead of credit or points, that are redeemable in all major retailers.



Ibotta's target audience is consumers seeking cashback offers. The cash for redeemed offers is paid by the brands and, using the pay for performance advertising model, **Ibotta** makes its money from the brands.

Services offered by **Ibotta** include brand engagement, reach on mobile, sales-driven analytics, campaign optimization, retailer-specific rebates, and highly targeted content to target consumers based on their demographics, geo-location, and purchase behaviour.

PayForward LLC

Founded in 2013, **PayForward** is a reward-based payment and incentive engagement platform for consumers and businesses. The mobile app allows for a faster, simpler, and cost-effective way to deliver funds.



The consumers are provided with a prepaid **PayForward** VISA debit card, which can be linked to the mobile app and personal debit or credit card. **PayForward** members can receive up to 15% cash back for shopping at more than 120,000 participating merchants.

PayForward offers cashback on every purchase from the card, which can either be spent, shared, saved, or transferred instantly using the mobile application.

RetailMeNot, Inc.

Founded in 2009, **RetailMeNot** enables consumers to find hundreds of thousands of digital offers from their favourite retailers and brands.

RetailMeNot allows brands to engage with consumers and influence buying decisions, both in stores and online using deals, discounts, and promotions.



Savings.com, Inc.

Founded in 2007, **Savings.com** is a "save on shop" platform that provides discount coupons and promo codes to consumers to help them save money when they shop at their favourite online stores.



Shoppers simply have to click on the links provided by **Savings.com** on their platform and they are directed straight to the retailer's page where they can find deals. Once they're ready to check out, shoppers can apply the discount/promo code provided to them and get the deal.

Shopkick, Inc.

Founded in 2009, **Shopkick.com** is a way for shoppers to earn free gift cards for everyday shopping. Shoppers get reward points for buying products, both online and offline, called "kicks", which they can redeem for gift cards.



Shoppers simply visit a store, scan participating product barcodes, make a purchase, and they receive rewards. **Shopkick** stated that the app is used by millions of people every day.

Shopmium SAS

Founded in 2011 in France, **Shopmium** is a mobile app that allows consumers to access exclusive offers and earn cashback on everyday products found in supermarkets. To receive the "cashback", users have to simply buy a featured product on the **Shopmium** app, take a picture of the receipt, and scan the barcodes of the products they bought, and the cashback is paid directly into their PayPal or bank account.



Offers in **Shopmium** change every week. It reports that it works with over 500 large supermarket product brands, including **Danone (ENXTPA:BN)**, **Nestlé (SWX:NESN)**, **SC Johnson**, **Heineken (ENXTAM:HEIO)**, **McCain**, and **Pepsico (Nasdaq:PEP)**. Currently, it has more than 5 million people across the U.K. and France using the app.

Snipp Interactive Inc.

Founded in 2007 and headquartered in Vancouver, B.C., **Snipp** went public on the TSX Venture Exchange in 2012 and currently has offices across Canada, the United States, Ireland, the Middle East, and India.



Snipp is a provider of shopper marketing and promotions solutions for brands, agencies and marketers, and includes services such as receipt processing, loyalty programs, rebates, mobile promotions and contests, mobile messaging, and rewards.

Snipp's full suite of services includes creative, program conceptualization, technology, legal, rewards provisioning, fulfillment and reporting.

Tada/ShopAtHome.com

Founded in 2018, **ShopAtHome.com** is a UK-based multi-channel, multi-category online retailer of a selection of homewares and technology products. It operates across various multi-channel online retailers including **Amazon**, **eBay (Nasdaq:EBAY)** and **Wayfair (NYSE:W)**, as well as media marketplaces, such as Mirrorhome.co.uk and mailshop.co.uk.



The platform allows shoppers to shop at their favourite stores from the convenience of their smartphones and also earn cashback for their purchases. Additionally, **ShopAtHome** also has its own online brands, such as thebeddingbox.co.uk and brew2bottle.co.uk. In 2017, **ShopAtHome** was acquired by **Prodege, LLC** and currently operates as **Tada**.



Wanderful Media, LLC

Founded in 2012, **Wanderful Media** is a retail-focused mobile media company that operates in the Electronic Shopping and Mail-Order Houses industry. **Wanderful Media** owns and operates Find&Save, CoffeeTable, the Wanderful Mobile Network, and the Wanderful Regional Network.

Through its shopping apps, mobile and regional networks, **Wanderful Media** helps retailers bring shoppers into their stores and provides a convenient way for consumers to discover local merchandise.



Deals and M&A in the Industry

The digital advertising, marketing and analytics/business intelligence industries have seen a myriad of mergers & acquisitions as companies build a portfolio of solutions including analytics, customer & audience targeting, and data management. The table below is a selection of deals that have occurred in the past six years. Most of the deals are private and multiples are hard to access but they highlight the potential for small acquisitions of private companies to build market share and fill technology gaps. The mean EV/Revenue deal metric was 2.5x and the mean EV/EBITDA deal metric was 25.0x.

Figure 13: Digital Advertising and Marketing Deals

Date	Buyer	Target	Price (\$M)	EV/REV	EV/EBITDA	Details
Sep-1-2021	Constant Contact, Inc.	SharpSpring	US\$247.8			SharpSpring operates as a cloud-based (SaaS) marketing technology company.
Oct-28-2020	J2 Global, Inc. (nka:Ziff Davis, Inc. (NasdaqGS:ZD))	RetailMeNot, Inc.	US\$420.0			RetailMeNot was acquired by J2 Global, now known as Ziff Davis (Nasdaq:ZD) for US\$420.0 million. RetailMeNot operates as a savings destination for online and in-store purchases.
Apr-1-2020	The Rubicon Project, Inc. (NYSE:RUBI)	Telaria, Inc.	US\$441.4	4.8x	63.5x	Telaria, Inc. provides a software platform for publishers to manage and monetize video advertising
Mar-5-2020	EQ Inc. (TSXV:EQ)	Certain Assets of Curate Mobile Ltd.	-			Certain Assets of Curate Mobile Ltd. (Juice Mobile) were acquired by EQ Advertising Limited. Certain Assets of Curate Mobile comprises a platform for advertisers for brand awareness on mobile devices. The assets are located in
Nov-21-2019	Twitter	Aiden.ai	-			Twitter acquires Aiden.ai, a AI marketing analyst platform that focuses on self-serve advertising business to unlock performance for small businesses.
Nov-19-2019	Quotient Technology (NYSE:QUOT)	Ubimo Ltd.	US\$39.8			Quotient Technology completed the acquisition of Ubimo. Ubimo develops a SaaS based location intelligence technology that offers advertisers location based ad targeting.
Jul-2-2019	LiveRamp Holdings, Inc. (NYSE:RAMP)	Data Plus Math Corporation	US\$117.6			LiveRamp acquires Data Plus Math Corporation; Data Plus Math develops video advertising software that provides media measurement data and analytics.
Jun-30-2019	Foursquare Labs Inc.	Placed, Inc.	US\$66.9			Placed provides location-driven insights and mobile advertising intelligence.
Jun-11-2019	Trax Technology Solutions Pte Ltd.	Shopkick Management Company Inc.	US\$200.0			Shopkick, which provides a shopping application for mobile devices that provides benefits to customers for visiting stores, was acquired by Trax, a provider of computer vision solutions and analytics for retail companies.
Apr-20-2019	Conscience Capital Inc. (TSXV:DGTL.P)	Hashoff, LLC	C\$6.0			Hashoff provides solutions for specialized content marketing for brands and agencies.
Apr-10-2019	Aquarius AI Inc. (TSXV:AQUA)	mPlore, LLC	US\$7.1			Good Life Networks Inc. (TSXV:GOOD), nka Aquarius AI Inc. (TSXV:AQUA), acquired mPlore, a developer of a mobile content delivery platform which provides content, mobile apps, mobile search, and advertising solutions to consumers.
Apr-1-2019	Tremor International Ltd (AIM:TRMR)	RhythmOne plc	US\$162.3	0.4x	3.3x	Taptica International Ltd. (nka:Tremor International Ltd (AIM:TRMR)) acquired RhythmOne plc (AIM:RTHM). RhythmOne operates as an online advertising technology company.
Dec-20-2018	Accenture plc (NYSE:ACN)	Adaptly	-			Accenture acquired Adaptly, a New York-based adtech company focusing on programmatic advertising.
Oct-22-2018	Hotspex Inc.	Wave Digital Media	-			Hotspex Media expands into the programmatic advertising business by acquiring Wave Digital Media.
Oct-15-2018	EQ Inc. (TSXV:EQ)	Tapped Networks Inc.	C\$3.5			EQ Inc. acquired Tapped Networks. Tapped Networks provides mobile advertising technology solutions.
Sep-1-2018	AcutyAds Holdings Inc. (TSX:AT)	Magnetic Media Online Holding	C\$2.4			Assets of Magnetic Media Online Holdings, a United States-based artificial intelligence adtech company, were acquired by AcuityAds.
Aug-27-2018	Quotient Technology (NYSE:QUOT)	SavingStar, Inc.	US\$18.1			SavingStar provides cash back offers for buying groceries and online shopping.
Aug-20-2018	Salesforce.com, Inc. (NYSE:CRM)	Datorama Inc.	US\$757.9			Salesforce.com acquired Datorama, a marketing analytics company.
Oct-10-2017	Pelmorex Corp.	Addictive Mobility	-			Pelmorex acquires Addictive Mobility. Pelmorex Corp. is the operator of The Weather Network, MétéoMédia, El tiempo.es and Clima brands.
Aug-10-2017	Prodege, LLC	ShopAtHome.com	-			ShopAtHome.com was acquired by Prodege, LLC and currently operates as Tada. ShopAtHome is a leading cashback shopping and coupon company. The terms of the acquisitions were not disclosed.
Jun-09-2017	OwnLocal, Inc.	Wanderful Media, LLC	-			OwnLocal acquired Wanderful Media; both the companies are focused on local advertising and deals. The financial terms of the acquisition were not disclosed.
May-31-2017	Quotient Technology (NYSE:QUOT)	Crisp Media, Inc.	US\$61.3			Quotient Technology acquired Crisp Media. Crisp Media is a mobile shopper activation company that has developed an end-to-end platform that links data, analytics, and personalized creative messaging to engage shoppers.
Feb-6-2017	Inuvo Inc. (NYSE:INUVO)	NetSeer	US\$67.3	3.2x		NetSeer develops concept-based ad targeting solutions for advertisers and publishers.
Jan-19-2017	RhythmOne plc (AIM:RTHM)	Perk Inc.	US\$42.0			Perk offers a rewards platform through its software development toolkits for mobile application developers.
Nov-15-2016	xAd, Inc. doing business as GroundTruth	WeatherBug	-			xAd acquires WeatherBug for undisclosed amount. WeatherBug provides weather information services in the United States.
Nov-24-2015	Zoomb Technologies Ltd. (TSXV:ZOMD)	SphereUp, Ltd.	C\$2.4			Zoomb acquired SphereUp. SphereUp develops a site search software that connects clients with Web visitors.
Nov-2-2015	Quotient Technology (NYSE:QUOT)	Shopmium SAS	-			Quotient Technology, a U.S.-based organization that owns Coupons.com, acquired Paris-based Shopmium, a mobile Shopping and receipt scanning cashback platform. The terms were not disclosed.
Jul-24-2015	Neptune Retail Solutions	Checkout 51	US\$41.0			Checkout 51 provides a website and mobile app that allows users to earn cash back by purchasing groceries online.
May-12-2015	Verizon Communications Inc. (NYSE:VZ)	AOL (now known as Oath Inc.)	US\$4,700.0	1.6x	8.3x	Verizon acquired AOL's advertising platform that offers a broad suite of online advertising services.
Apr-17-2015	Perk.com Canada Inc	Orion Foundry (Canada) Inc.	C\$5.4			Perk.com Canada acquired the business assets of Orion Foundry (Canada). Orion Foundry (Canada), doing business as Tsavo Media, Inc., operates a network of content websites; and provides performance-based website marketing.
			Mean	2.5x	25.0x	
			Median	2.4x	8.3x	

Source: S&P Capital IQ; eResearch Corp.

REVIEW OF RECENT FINANCIALS

Financial and Business Highlights

2020 Financial and Business Summary

- **Datable** signed 38 agreements to provide PLATFORM³ solutions to leading CPG brands, representing almost 100% growth in total contracted revenue to \$5 million, compared to 27 agreements and approximately \$2.6 million in 2019. Total contracted revenue comprises agreements signed in the year as well as multi-year agreements carried forward from previous years.
- **Revenue:** Revenue was almost \$1.97 million for the year ended December 31, 2020, which was 26% more than the same period in 2019. Deferred revenue increased by more than 200% to almost \$1.6 million compared to over \$0.5 million in 2019.
- **Gross Margin:** Gross Margin in 2020 was 59% compared to 68% in 2019. The Gross Margin decline was associated with an increase in revenues from lower-margin services and reward/promotion products and is expected to grow at a faster rate thereby continuing to reduce overall gross margins.
- **General & Administrative Expenses (G&A):** G&A increased 6% to almost \$1.55 million compared to \$1.46 million in 2019, due to an increase in corporate consultancy fees and corporate finance service contracts.
- **Sales & Marketing Expenses:** Sales & Marketing Expenses increased over 52% to almost \$0.84 million compared to \$0.55 million in 2019, as the Company was more aggressive with its advertising, marketing, and sales activities.
- **Research and Development Expenditures (R&D):** R&D was over \$1.0 million in 2020 compared to \$0.88 million in 2019. The R&D increase was related to the upgrades to PLATFORM³ and developing the new *flexxi* Rewards Network platform.
- **Net Loss:** Net Loss for 2020 was over \$2.45 million compared to \$2.21 million in 2019, with the increase mainly due to the increase in Sales & Marketing and R&D.
- **Cash & Debt:** At the end of December 2020, **Datable** reported \$1.37 million in cash and \$0.64 million in Trade Payables compared to \$0.46 million in cash and \$0.91 million in Trade Payables in 2019.

Figure 14: Financial Summary

	2019A	Q120A	Q220A	Q320A	Q420A	2020A	Q121A	Q221A	Q321A	Q421E	2021E
Total Revenue	\$1,560,970	\$465,643	\$340,951	\$433,116	\$729,483	\$1,969,193	\$674,557	\$645,702	\$827,283	\$875,380	\$3,022,922
Gross Margin	67.6%	66.7%	67.8%	66.5%	45.8%	59.1%	52.9%	49.4%	44.0%	58.0%	51.2%
Total Operating Expenses	\$3,279,935	\$845,943	\$811,755	\$1,098,457	\$967,261	\$3,723,416	\$1,238,836	\$1,361,063	\$1,516,337	\$986,134	\$5,102,370
Operating Income	(\$2,224,108)	(\$535,414)	(\$580,668)	(\$810,228)	(\$632,981)	(\$2,559,291)	(\$881,725)	(\$1,042,235)	(\$1,151,945)	(\$478,414)	(\$3,554,319)
Adj. EBITDA	(\$1,810,957)	(\$324,150)	(\$546,237)	(\$764,454)	(\$606,533)	(\$2,130,401)	(\$416,108)	(\$918,323)	(\$1,068,742)	(\$405,153)	(\$2,808,326)
Diluted EPS	(\$0.04)	(\$0.01)	(\$0.01)	(\$0.01)	(\$0.01)	(\$0.03)	(\$0.01)	(\$0.01)	(\$0.01)	(\$0.00)	(\$0.03)
Cash	\$461,190	\$332,494	\$708,117	\$308,145	\$1,374,100	\$1,374,100	\$2,844,608	\$3,360,406	\$2,106,829	\$1,747,987	\$1,747,987
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$1,391,062	\$2,747,240	\$2,883,983	\$2,780,004	\$2,780,004

Source: Company Reports; eResearch Corp.

Q1/2021 Financial Summary

The following is a summary of the Company's performance for the three months ended March 31, 2021.

- **Datable** signed 9 agreements to provide PLATFORM³ to leading CPG companies for total contracted revenue of over \$3.6 million in Q1/2021 compared to \$2.1 million with 12 agreements in the same period in 2020.
- The average contract value of signed contracts and service orders increased by 25% compared to the same period in 2020, mainly due to a few substantial agreements signed and program extensions by returning customers.
- **Revenue:** Revenue increased by 45% to \$0.67 million compared to \$0.47 million in the same period in 2020. This was attributable to an increase in average contract value, project deliveries, and transactional revenues.
- **Revenue Composition:** Datable's revenue comprised a combination of higher-margin sales of PLATFORM³ and reward service combined with lower-margin third-party services revenue. The Company has been focusing on increasing the average value of the license agreements and signing of longer (1- and 2-year) agreements.
- **Gross Margin:** Gross margin as a percentage of revenue for the three months ended March 31, 2021, decreased to 53% compared to 67% in the same period in 2020.

Q2/2021 Financial Summary

The following is a summary of the Company's performance for the three months ended June 30, 2021.

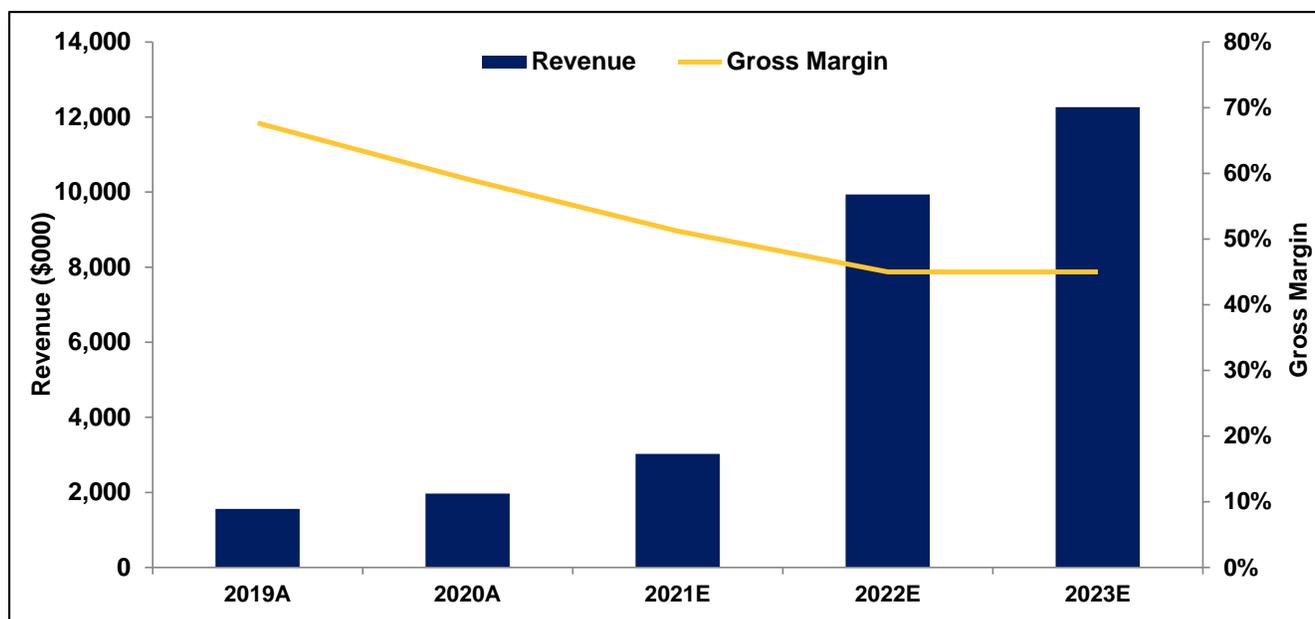
- **Revenue:** Revenue increased by 89% to almost \$0.65 million compared to \$0.34 million in the same period in 2020. The gain was attributable to an increase in average contract value, project deliveries, and transactional revenues. Deferred revenue gained 90% to \$2.0 million in Q2/2021 compared to \$1.1 million in Q2/2020.
- **Gross Margin:** Gross margin as a percentage of revenue was 49% compared to 68% in Q2/2020. Revenues from lower-margin services and rewards products continue to grow faster than higher-margin PLATFORM³ solutions, which continue to reduce overall gross margin.
- **G&A:** G&A expenses for the three months ended June 30, 2021, increased to \$0.53 million compared to \$0.37 million in Q2/2020. The increase was primarily due to higher corporate consultancy fees, professional fees, and human resources consultancy fees.
- **Sales and Marketing Expenses:** Sales & Marketing Expenses increased to \$0.32 million in Q2/2021 from \$0.17 million in Q2/2020 primarily due to increased staff resources and consultancy paid in connection with advertising, sales, and marketing activities.
- **R&D:** R&D was \$0.42 million in the quarter compared to \$0.24 million in Q2/2020 with the increase related to the PLATFORM³ enhancements and the development of the *flexxi* Rewards Network.
- **Cash & Debt:** In the quarter, Datable reported \$3.36 million in cash and \$0.92 million in Trade Payables and \$2.75 million in Convertible Debentures compared to \$0.70 million in cash and \$1.04 million in Trade Payables in Q2/2020.

Q3/2021 Financial Summary

The following is a summary of the Company's performance for the three months ended September 30, 2021.

- **Revenue:** Revenue increased by 91% to almost \$0.83 million compared to \$0.43 million in Q3/2020. Similar to Q2/2021, the increase was attributable to an increase in average contract value, project deliveries, and transactional revenues. Deferred revenue gained 90% to \$2.0 million in Q2/2021 compared to \$1.1 million in Q2/2020.
- **Gross Margin:** Gross margin as a percentage of revenue was 44% compared to 67% in Q3/2020. Revenues from lower-margin services and rewards products continue to grow faster than higher-margin PLATFORM³ solutions, which continue to reduce overall gross margin.
- **G&A:** G&A expenses for Q3/2021, decreased to \$0.45 million compared to \$0.547 million in the same quarter last year. The decrease was primarily due to lower corporate consultancy and professional fees.
- **Sales and Marketing Expenses:** Sales & Marketing Expenses increased to \$0.49 million in Q3/2021 from \$0.25 million in Q3/2020 primarily due to increased staff resources and consultancy paid in connection with advertising, sales, and marketing activities.
- **R&D:** R&D was \$0.52 million in the quarter compared to \$0.27 million in Q3/2020 with the increase related to the PLATFORM³ enhancements and the development of the *flexxi* Rewards Network.
- **Cash & Debt:** As of September 30, 2021, **Datable** reported \$2.11 million in cash and \$0.92 million in Trade Payables and \$2.84 million in Convertible Debentures compared to \$0.31 million in cash and \$0.89 million in Trade Payables in Q3/2020.

Figure 15: Revenue and EBITDA Margins – 2022E and 2023E Incorporate Dabbl Acquisition

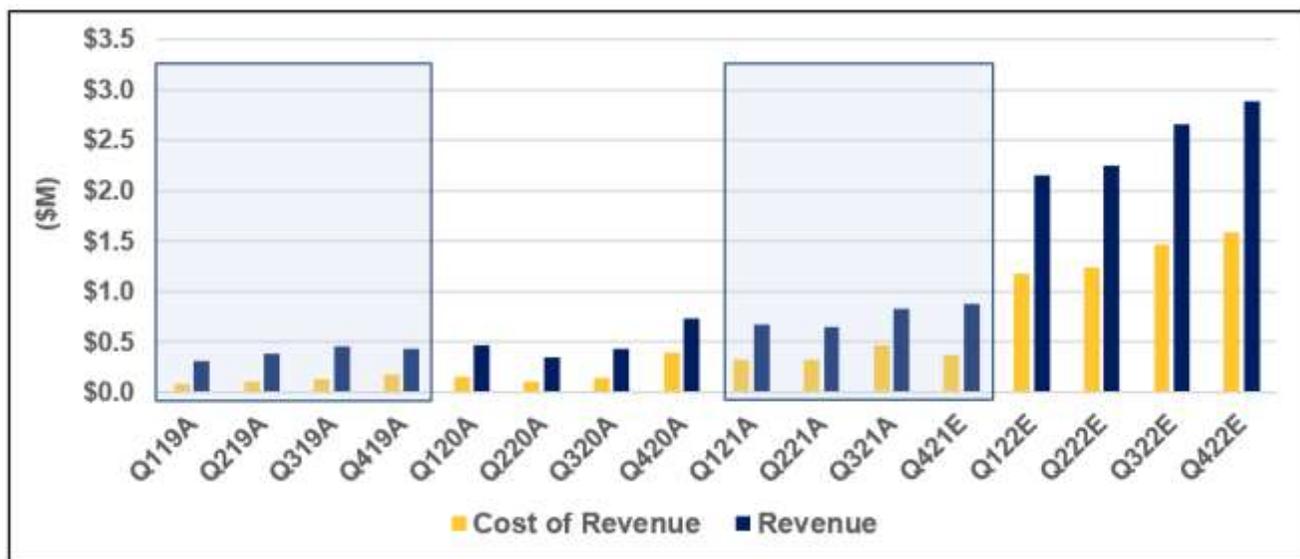


Source: Company Reports; eResearch Corp.

2021 and 2022 Guidance

- According to a recent news release from November 10, 2021 (see [Appendix F: Recent Key News Releases](#)), **Datable** has approximately \$5 million in contracted revenue for 2021 and is expected to recognize approximately \$3 million as revenue in 2021.
- Some of **Datable's** customers have shifted rewards budgets to 2022 due to COVID-19 related issues, such that \$2 million of current contracted revenues are expected to be recognized in 2022.
- With the proposed **Dabbl** acquisition, the combined company is expected to have 2021 pro-forma revenue of almost \$6 million and gross margins in the range of 45-50%.

Figure 16: Quarterly Comparison of Revenue to Cost of Revenue



Source: Company Reports; eResearch Corp.

Capital Structure, Cash and Debt

Common Shares Outstanding

Datable is authorized to issue an unlimited number of common shares.

In March 2021, **Datable** closed a non-brokered private placement of 5.25 million units at \$0.10 per unit for gross proceeds of \$0.525 million. Each unit consisted of one common share of the Company and one share purchase warrant exercisable at \$0.15 per share until March 2023.

In March 2021, the Company closed the second tranche of a non-brokered private placement of unsecured convertible debentures and raised gross proceeds of \$2.89 million from both tranches. The debentures incur interest at 10% per year, payable in common shares of the Company and mature in 2024. The debentures are convertible at \$0.13 per unit with each unit consisting of one common share and one-half share warrant exercisable at \$0.20 per share for a period of two years from the date of conversion.

As of September 30, 2021, **Datable** reported \$2.11 million in cash with debt of \$0.92 million in Trade Payables and \$2.84 million in Convertible Debentures.

As of September 30, 2021, the Company had over 139.5 million common shares outstanding, 4.63 million options at an average strike price of \$0.09, 81.26 million warrants at an average strike price of \$0.10, and 0.47 million Restricted Stock Units.

If exercised, options and warrants are valued at almost \$8.8 million to the Company.

Dabbl Acquisition

Under the LOI terms, **Datable** will acquire **Dabbl** for over \$10.6 million in 70.9 million common shares of **Datable** at a deemed price of \$0.15 per share. **Datable** will also purchase **Dabbl's** debt of US\$0.4 million for 4.2 million shares at a deemed price of \$0.12.

Datable will pay the Dabbl Security Holders, 6.39 million performance warrants with each warrant entitling the holder to acquire a **Datable** share if **Dabbl** achieves a trailing twelve-month (TTM) revenue of at least US\$3.33 million (approximately C\$4.2 million) for the twelve month period ended June 30, 2022.

Including the shares and performance warrants issued as part of the **Dabbl** acquisition, **Datable** had over 139.5 million common shares outstanding, 4.63 million options at an average strike price of \$0.09, 81.26 million warrants at an average strike price of \$0.10, 0.47 million Restricted Stock Units, and 81.5 shares will be issued to **Dabbl** shareholders if all performance metrics are attained.

Figure 17: Share Capitalization (as of September 30, 2021; pre Dabbl Acquisition)

	Avg. Strike Price	Sep 30/21
Shares Outstanding at the Quarter End		139,533,156
Options Outstanding at the Quarter End	\$0.09	4,632,000
Warrants Outstanding at the Quarter End	\$0.10	81,260,366
Restricted Stock Units		475,000
TOTAL		225,900,522

Source: Company Reports; eResearch Corp.

Figure 18: Major Shareholders (as of November 30, 2021; pre Dabbl Acquisition)

Type	Number of Shares	%
Institutions	-	0.00%
Corporations (Private)	8,229,100	5.81%
- Grand Rock Capital Inc. (Kim Oishi)	7,108,700	5.02%
- Arkorion Enterprises Inc. (Adam Kniec)	1,120,400	0.79%
Individuals/Insiders	14,802,659	10.45%
- Robert Craig	8,688,468	6.14%
- Kim Oishi	3,621,491	2.56%
- Yu Huang	1,488,000	1.05%
- Roland Sartorius	867,000	0.61%
- Adam Kniec	137,700	0.10%
Public and Other	118,566,403	83.73%
Total	141,598,162	100%

Source: S&P Capital IQ; eResearch Corp.

Figure 19: Share Capitalization (as of September 30, 2021; including Dabbl Acquisition)

	Avg. Strike Price	Nov 30/21
Shares Outstanding at the Quarter End		139,533,156
Options Outstanding at the Quarter End	\$0.09	4,632,000
Warrants Outstanding at the Quarter End	\$0.10	81,260,366
Restricted Stock Units		475,000
Shares Issued for Dabbl Acquisition (inc. Performance Warrants)		81,477,776
TOTAL		307,378,298

Source: Company Reports; eResearch Corp.

VALUATION

Datable and **Dabbl** operate in the consumer Digital Advertising and Marketing sectors but is also a SaaS company. Average valuation multiples in the various sectors are as follows (see [Appendix D](#)).

- (1) Canadian Advertising, Marketing & Technology: EV/Revenue of 0.5x-3.7x (2022E revenue) and EV/EBITDA of 3.7x-8.8x (2022E EBITDA).
- (2) Canadian SaaS: EV/Revenue of 2.2x-29.9x (2022E revenue) and EV/EBITDA of 11.4x-218.2x (2022E EBITDA).
- (3) Tech-Enabled Marketing Workflow: EV/Revenue of 0.6x-22.0x (2022E revenue) and EV/EBITDA of 4.7x-172.0x (2022E EBITDA).

Datable reported that it has 25 consumer brands under contract, with sales ranging from \$20,000 for a trial to almost \$1.0 million for the largest contract, with the average contract price around \$0.2 million. **Datable's** revenue growth should come from increasing the average size of **Datable's** existing customer engagements, from \$0.2 million (average) to over \$1 million (the "land and expand" business model), as well as closing the existing pipeline of larger companies that have sizeable annual marketing budgets.

We estimate the combined company's (**Datable** and **Dabbl**) 2022 pro-forma revenue of over \$9.9 million and therefore it is trading at 1.0x revenue. There is not a valuation multiple for EBITDA as we estimate negative EBITDA in 2022. At an EV/Revenue of 1.0x in 2022, the combined company's revenue multiple is at the low end of the Canadian Advertising, Marketing & Technology comps and we believe it should be trading more in-line with the Canadian SaaS comps with a Mean of 11.3x and a Median of 8.2x EV/Revenue. This discrepancy highlights the potential for **Datable's** share price appreciation.

Figure 20: Valuation Multiples Comparing the Model to Datable and the Sector Averages (2022E)

	Model (estimate)	DAC & Dabbl (currently)	Cdn AdTech & MktgTech	Cdn SaaS	Tech-Enabled Marketing Workflow
Revenue	5.0x	1.0x	0.5x-3.7x	2.2x-29.9x	0.6x-22.0x
EBITDA	13.0x	n/a	3.7x-8.8x	11.4x-218.2x	4.7x-172.0x

Source: See Appendix D; eResearch Corp.

In our model, for 2023 through 2026, we are estimating that revenue grows by at least 40% and gross margins improve from 45% in 2022 to 52% in 2026 as the combined company derives more revenue through PLATFORM³ services and the **Dabbl** platform, benefitting from the combination of *flexxi* and the **Dabbl** platform to reduce costs. We estimate that the combined company will be EBITDA positive by 2024. In Figure 21 are the revenue growth and gross margin assumptions we use in our model to reach our estimates.

Figure 21: Model Assumptions

METRIC	RATE					
	2021E	2022E	2023E	2024E	2025E	2026E
Revenue Growth	54%	229% (Datable + Dabbl)	40%	40%	40%	40%
Gross Margins	51%	45%	45%	50%	50%	52%
EBITDA Margins	n/a	n/a	n/a	19%	27%	35%

Source: eResearch Corp.

Normally we use the Treasury Method to calculate share dilution for outstanding options and warrants. However, to finance the Company and the acquisition until it becomes Cash Flow positive, we allocated \$2.5 million of warrant exercises in 2022 to flow back into the Company's Treasury.

Target Price Calculation of the Combined Companies

Method 1: Discounted Cash Flow (see Figure 23)

Using a Weighted Average Cost of Capital (WACC) of 10% and a Terminal Multiple of 13.0x EBITDA in 2026, the one-year target share price estimate is \$0.40 per share.

Method 2: Revenue Multiple (see Figure 22)

Using a revenue multiple of 5.0x and a one-year forward Revenue estimate of \$8.80 million, the one-year target share price estimate is \$0.20 per share.

The equal-weighted price per share is \$0.30 and we are setting the one-year price target at \$0.33 per share.

We are Initiating Coverage on Datable with a Speculative Buy rating and a one-year price target of \$0.30 per share.

Figure 22: Target Price (1 Year) Calculation

						SHARES	TARGET
Method 1: DCF (5-year)	WACC:10%	Terminal Multiple: 13.0x EBITDA	See DCF calculation.			288.8M	\$0.40
			ENT. VALUE	NET DEBT Q2/2022	MARKET CAP	SHARES	TARGET
Method 2: Revenue Multiple	5.0x	1 Year Fwd Revenue (Est.): \$8.8M	\$44.0M	-\$0.3M	\$44.3M	221.7M	\$0.20
Equal-Weighted Target Price (1 year)							\$0.30

Source: eResearch Corp.

Figure 23: DCF Analysis

Datable Technology Corporation FYE (December 31)							
DCF Analysis (C\$)	2020A	2021E	2022E	2023E	2024E	2025E	2026E
Revenue (\$M)	2.0	3.0	9.9	12.3	17.2	24.2	34.0
Revenue Growth	26.2%	53.5%	228.8%	23.4%	40.5%	40.5%	40.5%
EBITDA (\$M)	(2.2)	(2.9)	(2.0)	(0.0)	3.3	6.5	11.9
EBITDA Growth	n/a	n/a	30.5%	99.0%	16004.3%	100.2%	82.3%
EBITDA Margin	-113.8%	-96.0%	-20.3%	-0.2%	18.9%	27.0%	35.0%
Depreciation and Amortization	0.1	0.1	0.1	0.0	0.0	0.0	0.0
EBIT (\$M)	(2.4)	(3.0)	(2.1)	(0.1)	3.2	6.5	11.9
NOPAT (\$M)	(2.6)	(3.6)	(2.6)	(0.4)	2.9	6.2	11.6
Plus Amortization (\$M)	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Less Capital Expenditures (\$M)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
Net Working Capital Changes (\$M)	0.5	0.2	1.2	(2.2)	(0.2)	(0.2)	(0.2)
EPS (Continuing)	(0.03)	(0.03)	(0.02)	(0.00)	0.02	0.04	0.08
Unlevered Free Cash Flow (\$M)	(1.9)	(3.2)	(1.3)	(2.6)	2.7	6.1	11.5
PV of Unlevered FCFs (\$M)	n/a	(3.2)	(1.2)	(2.1)	2.0	4.1	7.1

Valuation Assumptions:	
Discount Rate	10.0%
Terminal Multiple	13.0x

Valuation Analysis:	Current	1-Yr Target	2-Yr Target
Total PV of FCFs (\$M)	6.7	10.9	13.4
Terminal Value (\$M)	154.6	154.6	154.6
PV of Terminal Value (\$M)	95.4	104.9	115.4
Net (debt) cash position	(1.1)	0.1	(2.3)
Total Value (\$M)	101.0	115.9	126.5
DCF Value/Share (C\$)	C\$0.35	C\$0.40	C\$0.44
DCF Value/Share (US\$)	US\$0.28	US\$0.32	US\$0.35
FD Shares O/S (M)*	288.8	288.8	288.8

*Using the Treasury Method

Source: Company Reports; eResearch Corp.

Figure 24: Sensitivity Chart – Discount Rate and Terminal EV/EBITDA Multiple

	Discount Rate	Terminal EV/EBITDA Multiplier						
		10.00	11.00	12.00	13.00	14.00	15.00	16.00
	6.0%	0.37	0.40	0.43	0.47	0.50	0.53	0.56
	8.0%	0.34	0.37	0.40	0.43	0.46	0.49	0.52
	10.0%	0.32	0.35	0.37	0.40	0.43	0.46	0.49
	12.0%	0.29	0.32	0.35	0.37	0.40	0.42	0.45
	14.0%	0.27	0.30	0.32	0.35	0.37	0.40	0.42
	16.0%	0.26	0.28	0.30	0.32	0.35	0.37	0.39

Source: Company Reports; eResearch Corp.

Appendix A: Financial Statements

Figure 25: Income Statement

Datable Technology Corporation Income Statement - FYE (December 31)	2019A	2020A	Q121A	Q221A	Q321A	Q421E	2021E	2022E	2023E
Total Revenue	1,560,970	1,969,193	674,557	645,702	827,283	875,380	3,022,922	9,938,967	12,266,050
Total Cost of Sales	505,143	805,068	317,446	326,874	462,891	367,659	1,474,870	5,466,432	6,746,328
Gross Profit	1,055,827	1,164,125	357,111	318,828	364,392	507,720	1,548,051	4,472,535	5,519,723
Sales & Marketing	550,010	836,879	186,794	315,940	488,847	262,614	1,254,195	1,987,793	1,962,568
General and Administrative	1,462,359	1,549,012	302,273	527,454	454,138	437,690	1,721,555	2,484,742	2,085,229
Research & Development	879,534	1,019,608	309,255	416,063	515,709	218,845	1,459,872	1,987,793	1,471,926
Stock Based Compensation	263,354	193,450	409,032	69,492	26,211	43,769	548,504	496,948	367,982
Depreciation of Property & Equipment	124,678	124,467	31,482	32,114	31,432	23,217	118,245	80,938	65,196
Total Operating Expenses	3,279,935	3,723,416	1,238,836	1,361,063	1,516,337	986,134	5,102,370	7,038,215	5,952,900
Operating Income	(2,224,108)	(2,559,291)	(881,725)	(1,042,235)	(1,151,945)	(478,414)	(3,554,319)	(2,565,680)	(433,177)
Other Income (Expenses):									
Foreign Exchange Gain (Loss)	12,656	18,267	(22,399)	35,161	20,507	-	33,269	-	-
Interest on Loan Payable	(14,581)	-	(893)	(66,566)	(214,904)	(57,680)	(340,043)	(218,966)	(201,318)
Other	11,891	84,038	-	-	-	-	-	-	-
Total Other Income	9,966	102,305	(23,292)	(31,405)	(194,397)	(57,680)	(306,774)	(218,966)	(201,318)
EBT	(2,214,142)	(2,456,986)	(905,017)	(1,073,640)	(1,346,342)	(536,094)	(3,861,093)	(2,784,645)	(634,496)
Income Taxes	-	-	-	-	-	-	-	-	-
Net Income (Loss)	(2,214,142)	(2,456,986)	(905,017)	(1,073,640)	(1,346,342)	(536,094)	(3,861,093)	(2,784,645)	(634,496)
EPS									
Basic EPS	(0.04)	(0.03)	(0.01)	(0.01)	(0.01)	(0.00)	(0.03)	(0.01)	(0.00)
Diluted EPS	(0.04)	(0.03)	(0.01)	(0.01)	(0.01)	(0.00)	(0.03)	(0.01)	(0.00)
Shares Outstanding									
Shares Outstanding, Basic (Weighted)	50,842,852	91,532,036	106,300,866	138,407,286	138,527,069	139,533,156	139,533,156	210,422,043	210,422,043
Shares Outstanding, Diluted (Weighted)	50,842,852	91,532,036	106,300,866	138,407,286	138,527,069	139,763,925	139,763,925	210,652,812	210,652,812
Shares Outstanding, Basic (End of Quarter)	-	-	138,393,156	138,493,156	139,533,156	-	-	-	-

Source: Company Reports; eResearch Corp.

Figure 26: Balance Sheet

Datable Technology Corporation Balance Sheet - FYE (December 31)	2019A	2020A	Q121A	Q221A	Q321A	Q421E	2021E	2022E	2023E
Current Assets									
Cash	461,190	1,374,100	2,844,608	3,360,406	2,106,829	1,747,987	1,747,987	2,963,867	259,677
Account Receivables	66,621	257,733	264,342	360,256	232,636	383,465	383,465	1,296,799	1,661,578
Prepaid Expenses & Other Assets	135,187	351,265	600,183	828,387	1,022,169	82,536	82,536	262,343	277,732
Inventory	0	0	0	0	0	80,528	80,528	347,922	406,163
Total Current Assets	662,998	1,983,098	3,709,133	4,549,049	3,361,634	2,294,515	2,294,515	4,870,931	2,605,150
Non-Current Assets									
Property and Equipment	57,310	32,456	28,541	26,361	24,827	23,780	23,780	20,070	16,569
Right-of Use and Other	147,454	54,483	31,279	8,076	305,714	299,438	299,438	253,542	214,582
Total Assets	867,762	2,070,037	3,768,953	4,583,486	3,692,175	2,617,734	2,617,734	5,144,543	2,836,301
Current Liabilities									
Accounts Payables/Accrued Liabilities	907,910	637,740	619,523	917,428	918,144	903,880	903,880	2,394,185	1,520,776
Lease Liability	96,633	60,415	35,311	9,731	124,046	48,972	48,972	375,459	438,310
Current Portion of Debt/Promissory Notes	0	0	0	0	0	226,939	226,939	889,121	1,266,114
Provisions	0	0	0	0	0	-500	-500	-500	-500
Deferred Revenue - Current	506,183	1,568,508	1,852,111	2,019,805	1,979,095	1,488,145	1,488,145	2,599,331	1,685,809
Total Current Liabilities	1,510,726	2,266,663	2,506,945	2,946,964	3,021,285	2,667,436	2,667,436	6,257,596	4,910,509
Non-Current Liabilities									
Term Loan/Promissory Notes	0	0	1,391,062	2,747,240	2,836,739	2,553,065	2,553,065	1,675,066	1,099,011
Credit Facilities	0	25,720	46,213	46,721	#REF!	44,409	44,409	31,815	22,792
Lease Liability	59,921	0	0	0	182,026	240,267	240,267	-144,793	-254,356
Total Liabilities	1,570,647	2,292,383	3,944,220	5,740,925	6,087,294	5,505,177	5,505,177	7,819,683	5,777,956
Shareholders Equity									
Capital Stock	13,015,411	15,583,394	16,454,270	16,465,762	16,548,212	16,548,212	16,548,212	19,048,212	19,048,212
Contributed Surplus	0	0	0	0	0	43,769	43,769	540,717	908,699
Deficit	(18,368,732)	(20,825,718)	(21,730,735)	(22,804,376)	(24,150,717)	(24,686,811)	(24,686,811)	(27,471,456)	(28,105,952)
Total Shareholders Equity	-702,885	-222,346	-175,267	-1,157,439	-2,395,119	-2,887,444	-2,887,444	-2,675,141	-2,941,655
Total Liabilities & Shareholders Equity	867,762	2,070,037	3,768,953	4,583,486	3,692,175	2,617,734	2,617,734	5,144,543	2,836,301

Source: Company Reports; eResearch Corp.

Figure 27: Cash Flow Statement

Datable Technology Corporation									
Cash Flow Statement - FYE (December 31)									
	2019A	2020A	Q121A	Q221A	Q321A	Q421E	2021E	2022E	2023E
Cash Provided By Operating Activities									
Net Income (Loss)	(2,214,142)	(2,456,986)	(905,017)	(1,073,640)	(1,346,342)	(536,094)	(3,861,093)	(2,784,645)	(634,496)
Depreciation of Property & Equipment	124,678	124,467	31,482	32,115	31,432	1,792	96,821	6,391	5,745
Depreciation of Right-of-Use Assets	-	-	-	-	-	6,276	6,276	45,896	38,960
Interest Expense on Lease Liabilities	-	9,369	-	78,112	89,500	4,591	172,203	15,974	12,739
Stock Based Compensation Expense	263,354	193,450	409,032	69,492	26,211	43,769	548,504	496,948	367,982
Other	3,887	(50,076)	-	-	-	-	-	-	-
Changes in Non-Cash Working Capital									
Account & Other Receivables	4,495	(191,112)	(6,609)	(95,914)	127,620	(150,829)	(125,732)	(913,334)	(364,779)
Inventory	-	-	-	-	-	(80,528)	(80,528)	(267,394)	(58,242)
Prepaid Expenses & Other Current Assets	64,673	(216,078)	(248,918)	(228,204)	(193,782)	939,633	268,729	(179,807)	(15,389)
Accounts Payable & Other Payables	565,996	(129,420)	(17,724)	298,414	(286)	(14,264)	266,140	1,490,305	(873,409)
Other	-	-	(1,900)	(2,377)	227	-	(4,050)	-	-
Provisions	-	-	-	(1)	1	(500)	(500)	-	-
Deferred (Unbilled) Revenue	361,663	1,062,325	283,603	167,694	(40,710)	(490,950)	(80,363)	1,111,185	(913,522)
Total Cash Provided By Operating Activities	(825,396)	(1,654,061)	(456,051)	(754,309)	(1,306,129)	(277,103)	(2,793,592)	(978,480)	(2,434,410)
Investing Activities									
Purchase of Property & Equipment	(1,129)	(6,642)	(2,464)	(7,630)	(4,338)	(745)	(15,177)	(2,681)	(2,245)
Total Cash From Investing Activities	(1,129)	(6,642)	(2,464)	(7,630)	(4,338)	(745)	(15,177)	(2,681)	(2,245)
Financing Activities									
Proceeds from Loan/Promissory Notes	-	-	1,405,250	1,297,050	-	-	2,702,300	-	-
Repayment of Loan/Promissory Notes	-	-	-	-	-	(56,735)	(56,735)	(215,817)	(199,063)
Operating Line/Credit Facility (Repayment)	-	40,000	20,000	-	-	(2,835)	17,165	(12,595)	(9,023)
Transaction Costs	(17,321)	(94,895)	(1,668)	2,992	(750)	-	574	-	-
Lease Payments	(88,437)	(104,162)	(25,103)	(22,305)	(25,560)	(21,425)	(94,393)	(74,547)	(59,451)
Proceeds from exercise of Stock Options and Warrants	-	-	-	-	-	-	-	2,500,000	-
Issue/Repurchase of Equity	1,255,320	2,732,670	530,544	-	83,200	-	613,744	-	-
Total Cash From Financing Activities	1,149,562	2,573,613	1,929,023	1,277,737	56,890	(80,994)	3,182,656	2,197,041	(267,536)
Net Increase in Cash	323,037	912,910	1,470,508	515,798	(1,253,577)	(358,842)	373,887	1,215,881	(2,704,190)
Beginning Cash	138,153	461,190	1,374,100	2,844,608	3,360,406	2,106,829	1,374,100	1,747,987	2,963,867
Ending Cash	461,190	1,374,100	2,844,608	3,360,406	2,106,829	1,747,987	1,747,987	2,963,867	259,677

Source: Company Reports; eResearch Corp.

Appendix B: Outstanding Shares, Options & Warrants

Figure 28: Shares Outstanding for Fully Diluted Share Count and Valuation

Shares Outstanding - Valuation using Multiples ('000)	
Shares Outstanding: Basic - End of the Previous Quarter (Jun 30/21)	138,493,156
Shares Issued in the Quarter	1,040,000
Shares Outstanding: Basic - End of the Current Quarter (Sep 30/21)	139,533,156
Shares Issued after the Quarter End	
Updated Share Count for Next Quarter	139,533,156
- In the Money Options: Stock Price above Strike Price*	230,769
- In the Money Warrants: Stock Price above Strike Price*	-
- RSU	475,000
- Shares Issued for Dabbl Acquisition	81,477,776
Updated Shares Outstanding, Fully Diluted: After the Quarter End (Multiples)	221,716,701

** Number of shares has been adjusted by the Treasury Stock Method*

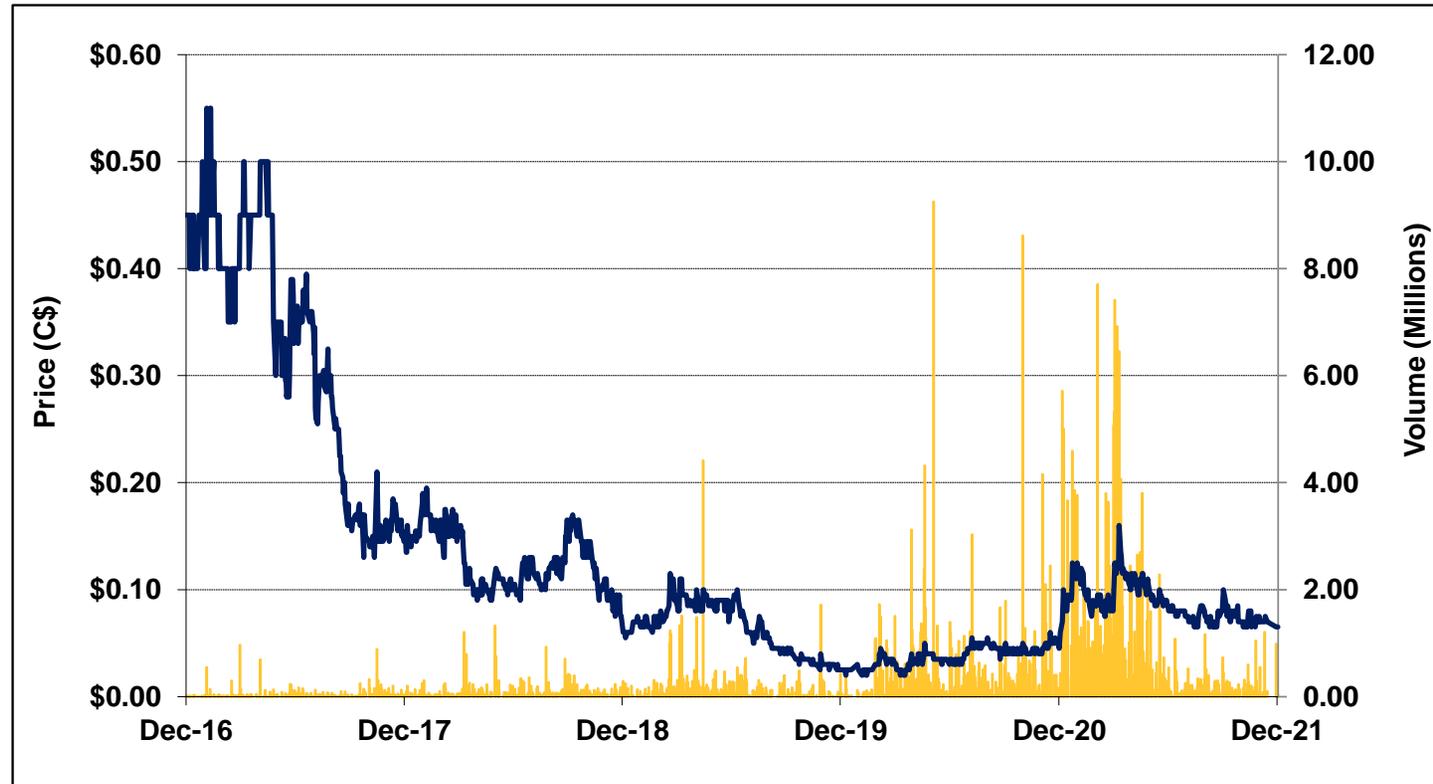
Shares Outstanding - DCF Valuation ('000)	
Shares Outstanding: Basic - End of the Current Quarter (Sep 30/21)	139,533,156
Shares Issued after the Quarter End	-
Updated Share Count for Next Quarter	139,533,156
- In the Money Options: Target Price above Strike Price*	3,296,867
- In the Money Warrants: Target Price above Strike Price*	64,019,547
- RSU	475,000
- Shares Issued for Dabbl Acquisition	81,477,776
Updated Shares Outstanding, Fully Diluted: After the Quarter End (DCF)	288,802,345

** Number of shares has been adjusted by the Treasury Stock Method*

Source: Company Reports; eResearch Corp.

Appendix C: Five-Year Stock Chart

Figure 29: DAC Stock Chart



Source: S&P Capital IQ, Company Reports; eResearch Corp.

Appendix D: Company Comparables by Industry

Figure 30: U.S. and Canadian Comparables – Canadian AdTech & Marketing Tech, and Marketing Workflow Tech

Name	Dec 08 Close (C\$)	Mkt Cap (C\$ M)	EV (C\$ M)	REVENUE (C\$ M)			EBITDA (C\$ M)			EV/Revenue			EV/EBITDA		
				2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E
Datable Technology Corporation	\$0.07	\$9.2	\$10.3	\$2.0	\$3.0	\$9.9	-\$2.5	-\$2.9	-\$2.0	5.2x	3.4x	1.0x			
Canadian Advertising, Marketing & Technology Comps															
AcuityAds Holdings Inc.	\$4.53	\$274.7	\$187.0	\$104.9	\$121.6	\$146.7	\$9.4	\$21.1	\$21.3	1.8x	1.5x	1.3x	20.0x	8.9x	8.8x
Adcore Inc.	\$0.65	\$41.3	\$29.1	\$17.0			\$1.3			1.7x			22.8x		
Aquarius AI Inc.	\$0.15	\$17.7	\$18.8	\$0.0			-\$1.3								
ARHT Media Inc.	\$0.25	\$36.0	\$33.6	\$2.2			-\$3.5								
DATA Communications Management	\$1.15	\$50.7	\$129.2	\$259.3	\$238.7	\$246.1	\$19.2	\$32.9	\$35.1	0.5x	0.5x	0.5x	6.7x	3.9x	3.7x
Engagement Labs Inc.	\$0.04	\$1.9	\$2.2	\$2.6			-\$2.6			0.9x					
EQ Inc.	\$1.25	\$85.6	\$76.1	\$10.4	\$12.1	\$20.5	-\$2.2	-\$3.2	-\$1.4	7.3x	6.3x	3.7x			
Fobi AI Inc.	\$1.26	\$181.5	\$173.2	\$0.0			-\$7.6								
Gatekeeper Systems Inc.	\$0.51	\$46.1	\$42.6	\$21.9			\$2.7						15.7x		
Reklaim Ltd.	\$0.29	\$19.2	\$17.2	\$0.2			-\$4.5			96.8x					
Snipp Interactive Inc.	\$0.25	\$58.8	\$56.6	\$8.7			-\$1.0			6.5x					
YANGAROO Inc.	\$0.19	\$11.2	\$13.5	\$7.9			\$0.7			1.7x			20.7x		
Yellow Pages Limited	\$13.98	\$386.7	\$333.7	\$333.5	\$284.9	\$243.8	\$109.0	\$102.0	\$88.5	1.0x	1.2x	1.4x	3.1x	3.3x	3.8x
Zoomd Technologies Ltd.	\$0.53	\$50.4	\$49.5	\$25.4			-\$3.4			1.9x					
Mean (EV/Rev <20; EV/EBITDA <100)										2.7x	2.7x	1.9x	13.8x	3.6x	3.7x
Median										1.7x	1.2x	1.4x	15.7x	3.6x	3.7x

Name	Dec 08 Close (\$)	Mkt Cap (\$M)	EV (\$M)	REVENUE (\$M)			EBITDA (\$M)			EV/Revenue			EV/EBITDA		
				2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E
Tech-Enabled Marketing Providers															
Cimpress plc	US\$76.99	US\$2,009.0	US\$3,609.5	US\$2,481.4	US\$2,566.2	US\$2,857.8	US\$266.3	US\$332.0	US\$377.1	1.5x	1.4x	1.3x	13.6x	10.9x	9.6x
Deluxe Corporation	US\$34.00	US\$1,448.6	US\$3,170.3	US\$1,790.8	US\$1,999.2	US\$2,171.5	US\$296.6	US\$402.3	US\$449.0	1.8x	1.6x	1.5x	10.7x	7.9x	7.1x
dotdigital Group Plc	£1.90	£565.2	£537.2	£47.4	£57.9	£65.6	£14.2	£20.4	£22.4	11.3x	9.3x	8.2x	37.8x	26.3x	23.9x
Galaxy Digital Holdings Ltd.	\$26.56	\$2,577	\$2,522	\$0	\$1,567	\$1,039	\$0	\$0	\$0		1.6x	2.4x			
Harte Hanks, Inc.	US\$8.10	US\$56.5	US\$87.4	US\$176.9	US\$191.3	US\$0.0	-\$US1.2	US\$17.1	US\$0.0	0.5x	0.5x		5.1x		
HubSpot, Inc.	US\$781.82	US\$36,940.9	US\$36,485.1	US\$883.0	US\$1,288.8	US\$1,661.2	-\$US29.8	US\$158.1	US\$212.2	41.3x	28.3x	22.0x	230.8x	172.0x	
Publicis Groupe S.A.	€ 58.54	€ 14,603.35	€ 18,037.81	€ 10,788.00	€ 10,322.24	€ 10,692.71	€ 1,859.00	€ 2,340.28	€ 2,429.83	1.7x	1.7x	1.7x	9.7x	7.7x	7.4x
Quadiant S.A.	€ 19.25	€ 661.01	€ 1,196.06	€ 1,142.70	€ 1,028.10	€ 1,015.68	€ 202.60	€ 243.81	€ 254.02	1.0x	1.2x	1.2x	5.9x	4.9x	4.7x
StarTek, Inc.	US\$4.37	US\$178.3	US\$407.6	US\$640.2	US\$704.9	US\$720.0	US\$55.7	US\$71.7	US\$74.7	0.6x	0.6x	0.6x	7.3x	5.7x	5.5x
Teleperformance SE	€ 372.10	€ 21,854.58	€ 24,444.58	€ 5,732.00	€ 6,955.96	€ 7,383.01	€ 901.70	€ 1,464.11	€ 1,576.95	4.3x	3.5x	3.3x	27.1x	16.7x	15.5x
TTEC Holdings, Inc.	US\$87.64	US\$4,118.1	US\$4,967.9	US\$1,949.2	US\$2,254.4	US\$2,482.3	US\$296.9	US\$348.4	US\$390.1	2.5x	2.2x	2.0x	16.7x	14.3x	12.7x
Zeta Global Holdings Corp.	US\$8.85	US\$1,747.5	US\$1,815.6	US\$368.1	US\$446.4	US\$518.2	US\$18.1	US\$61.2	US\$78.0	4.9x	4.1x	3.5x	100.5x	29.7x	23.3x
Mean (EV/Rev <20; EV/EBITDA <100)										3.0x	2.5x	2.6x	16.1x	12.9x	12.2x
Median										1.7x	1.6x	1.7x	10.7x	7.9x	8.5x

Source: S&P Capital IQ; eResearch Corp.

Figure 31: Canadian SaaS Comparables

Name	Dec 08 Close (C\$)	Mkt Cap (C\$ M)	EV (C\$ M)	REVENUE (C\$ M)			EBITDA (C\$ M)			EV/Revenue			EV/EBITDA		
				2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E	2020A	2021E	2022E
Datable Technology Corporation	\$0.07	\$9.2	\$10.3	\$2.0	\$3.0	\$9.9	-\$2.5	-\$2.9	-\$2.0	5.2x	3.4x	1.0x			
Canadian SaaS Comps															
Absolute Software Corporation	\$11.41	\$567.8	\$792.4	\$111.6	\$154.7	\$212.0	\$18.2	\$38.1	\$39.5	7.1x	5.1x	3.7x	43.5x	20.8x	20.1x
Constellation Software Inc.	\$2,192.20	\$46,456.1	\$47,586.3	\$3,969.0	\$5,096.8	\$5,946.5	\$859.0	\$1,515.7	\$1,704.9	12.0x	9.3x	8.0x	55.4x	31.4x	27.9x
The Descartes Systems Group Inc	\$100.03	\$8,468.3	\$8,308.6	\$348.7	\$423.7	\$478.9	\$135.4	\$183.7	\$208.3	19.6x	19.6x	17.3x	61.4x	45.2x	39.9x
Docebo Inc.	\$85.47	\$2,802.1	\$2,590.8	\$62.9	\$103.9	\$147.1	-\$5.0	-\$8.7	-\$2.1	41.2x	24.9x	17.6x			
Enghouse Systems Limited	\$50.39	\$2,799.3	\$2,641.0	\$512.2	\$484.1	\$543.4	\$153.6	\$168.3	\$187.4	5.2x	5.5x	4.9x	17.2x	15.7x	14.1x
Kinaxis Inc.	\$185.10	\$5,058.7	\$4,871.5	\$224.2	\$249.1	\$315.4	\$31.8	\$37.3	\$65.6	21.7x	19.6x	15.4x	153.0x	130.6x	74.3x
Lightspeed Commerce Inc.	\$61.91	\$9,170.2	\$8,049.9	\$175.6	\$474.5	\$658.8	-\$73.8	-\$35.2	-\$37.1	45.8x	17.0x	12.2x			
mCloud Technologies Corp.	\$5.25	\$84.7	\$124.5	\$26.9	\$30.2	\$56.5	-\$26.6	-\$11.3	-\$7.7	4.6x	4.1x	2.2x			
Nuvei Corporation	\$80.39	\$11,491.5	\$11,732.5	\$375.0	\$721.5	\$952.0	\$136.0	\$314.3	\$415.5	31.3x	16.3x	12.3x	86.3x	37.3x	28.2x
Open Text Corporation	US\$48.05	US\$13,048.7	US\$15,164.1	US\$3,300.9	US\$3,428.7	US\$3,474.5	US\$1,001.6	US\$1,272.3	US\$1,326.0	4.4x	4.4x	4.4x	15.1x	11.9x	11.4x
Q4 Inc.	\$9.35	\$370.4	\$377.1	\$40.4	\$54.6	\$70.2	-\$8.5	-\$14.7	-\$25.7	9.3x	6.9x	5.4x			
Shopify Inc.	US\$1,509.19	US\$189,554.8	US\$183,136.3	US\$2,929.5	US\$4,582.7	US\$6,119.4	US\$234.7	US\$802.6	US\$839.3	62.5x	40.0x	29.9x	780.4x	228.2x	218.2x
Tecsys Inc.	\$49.04	\$714.2	\$693.7	\$118.1	\$135.2	\$148.4	\$10.6	\$12.5	\$13.7	5.9x	5.1x	4.7x	65.7x	55.6x	50.8x
Thinkific Labs Inc.	\$10.47	\$808.8	\$677.2	\$21.1	\$38.0	\$61.4	-\$1.4	-\$18.9	-\$26.9	32.1x	17.8x	11.0x			
AnalytixInsight Inc.	\$0.72	\$69.3	\$62.7	\$3.2	\$0.0	\$0.0	-\$2.1	\$0.0	\$0.0	19.7x					
Mean (EV/Rev <100; EV/EBITDA <1000)										21.5x	14.0x	10.7x	142.0x	64.1x	53.9x
Median										19.6x	12.8x	9.5x	61.4x	37.3x	28.2x

Source: S&P Capital IQ; eResearch Corp.

Appendix E: Key Management & Board of Directors

Robert Craig, Chief Executive Officer (CEO)

- Robert Craig has been the CEO of **Datable** since October 2014 and is also a co-Founder.
- Prior to Datable, he co-founded digital marketing companies **Stratford Internet** and **ActiveStream**.
- Mr. Craig has held senior executive positions in various other software and internet companies, and is the Past Chairman of **New Media B.C.**

Roland Sartorius, Chief Financial Officer (CFO) and Corporate Secretary

- Roland Sartorius has been the CFO and Corporate Secretary of **Datable** since October 2017.
- He has over 25 years of senior CFO experience with public and private technology companies, and private equity, including CFO of **Plurilock Security (TSX:PLUR)**, **Carmanah Technologies**, and **Infosat Communications**.
- Mr. Sartorius is a CPA, CGA and holds a Bachelor of Commerce & Business Administration degree from the University of British Columbia.

Kim Oishi, Executive Chairman

- Kim Oishi has been the Executive Chairman of **Datable** since January 2018 and is also the Founder of **Grand Rock Capital**, a corporate advisory firm that invests in growth companies as well as provides consulting services for investor relations, corporate finance, business development, and mergers & acquisitions.
- He has served in senior management and board positions on a number of public and private companies and has over 20 years of experience in the capital markets.
- Mr. Oishi received a Bachelor of Sciences degree and a Master's in Business Administration from the University of British Columbia.

Federico de Giuli, Vice President of Technology

- Federico De Giuli serves as the Vice President of Technology at **Datable** and has over 20 years of experience in the technology sector including senior leadership positions at **Aprio Inc.**, a B2B SaaS company where he led product development and supported enterprise sales.
- Mr. de Giuli holds a BSc in Industrial Engineering and Master of Business Administration with a focus on entrepreneurship in technology.

Yucai (Rick) Huang, Board Member and Audit Chair

- Rick Huang has been an Independent Director of **Datable** since June 2016 and also sits on the board of **Better Plant Sciences Inc. (CSE:PLNT)**.
- He is an experienced executive and board member with expertise in finance, accounting, and auditing, and has served as a CFO for publicly traded companies for more than a decade.
- Mr. Huang is a CPA, CGA and completed a Bachelor of Arts at Shanghai International Studies and a Master of Business Administration from the University of Western Ontario.

Adam Kniec, Board Member

- Adam Kniec has been an Independent Director of **Datable** since June 2019 and is currently the CFO for **Just Kitchen (TSXV:JK)**.
- He has over 22 years of senior management and CFO experience with public companies, including being the former CFO of **Integrity Gaming Corp (TSXV:IGAM)**.
- Mr. Kniec holds the Canadian CPA (CA) and US CPA (Illinois) professional designations.

Appendix F: Recent Key News Releases

Datable Announces Financial Results for Q3 2021 and Update for Year-To-Date 2021

November 24, 2021

- **Datable** announced its financial results for the quarter ended September 30, 2021 (Q3/2021).
- **Datable** reported that Revenue for three months ended September 30, 2021, increased by 91% to \$0.83 million compared with Q3/2020, with Deferred Revenue increasing by 140% to \$1.98 million compared to \$0.82 million in the same period in 2020.

Datable Technology Announces LOI to Acquire Dabbl

November 23, 2021

- **Datable** announced that it signed a nonbinding LOI on September 8, 2021, to acquire 100% ownership of Adjoy, Inc. (dba "Dabbl"), for \$10.6 million, the purchase of **Dabbl's** debt of US\$0.4 million for shares, and a performance bonus of up to US\$3.33 million (C\$4.2 million).
- In October 2021, **Datable** formed a strategic partnership agreement with **Dabbl** and the companies believe that the dual offering will become a market leader in SaaS-based, enterprise grade, consumer marketing solution.

Datable Announces Launch of Strategic Services Group

November 18, 2021

- **Datable** announced the launch of its Strategic Services Group with a mandate to increase the scale and scope of **Datable's** relationships with leading consumer goods companies by expanding their use of PLATFORM³ across multiple business units and brands.

Datable Expects Revenue Growth of 50% in 2021

November 10, 2021

- **Datable** announced that it expects revenue to grow by about 50% to approximately \$3 million in 2021 compared to 2020 and expects gross margins to remain above 50%.
- **Datable** reported that it had approximately \$5 million in contracted revenue, of which approximately \$3 million is expected to be recognized as revenue in 2021 with \$2 million in contracted revenue to start in 2022.

Datable Announces Integrated Marketing Programs with Two Leading Consumer Goods Companies in Partnership with Dabbl

November 3, 2021

- **Datable** announced that since launching its partnership with **Adjoy, Inc.** (doing business as "**Dabbl**"), it has signed agreements with two leading consumer goods companies.
- Under the agreements, **Datable** and **Dabbl** will collaborate to provide a solution that integrates **Datable's** PLATFORM³ with the **Dabbl** app and are set to start by the end of the year and run into early 2022.
- The two CPG companies are a home entertainment division of a leading U.S.-based film production and distribution company ("Movie Customer"), an existing customer of **Datable's**, and the western U.S.-based bottling division of a global leader of a food and beverage distributor.
- The Movie Customer's budget is US\$0.5 million and designed to reward new members with movie downloads for registering with the PLATFORM³-powered loyalty program using the **Dabbl** app. **Datable** will earn revenue based on the number of new member registrations.
- The Western U.S.-based bottling division plans to launch a gift with purchase promotion in California and Nevada, under which consumers will be rewarded with a digital gift card. This is a trial program and is only expected to generate non-material revenues.

Datable Technology Announces Partnership with Dabbl**October 18, 2021**

- **Datable** announced that it has formed a partnership with **Adjoy** (doing business as "**Dabbl**"), to provide a combined consumer data and marketing solution to leading consumer goods companies.
- **Datable** is authorized to sell brand activations to leading consumer goods companies on the **Dabbl** Network in return for a share of gross revenues. **Dabbl** offers the **Dabbl** app, an easy way for consumers to transact directly with multiple brands and earn loyalty points and rewards.
- According to **Dabbl**, over 1.3 million consumers have downloaded the **Dabbl** app, which has facilitated over 200 million consumer brands engagements and resulted in over \$6 million of retail loyalty value delivered.

Datable Technology Announces Launch in Europe**September 14, 2021**

- **Datable** reported that it has an agreement to launch in Europe with **V360°**. **V360°** is a full-service commerce agency that drives brand and retailer sales through a "bricks and clicks" approach to shopper engagement and provides leading consumer goods companies and retailers with services including media, sales promotions, content, and data insight services.

Datable Technology Receives DTC Eligibility Approval**September 9, 2021**

- **Datable** announced that its common shares are now fully DTC eligible and will continue to trade in the United States under the ticker symbol "TTMZF" on the OTCQB Venture Market.

Datable Technology Announces Financial Results for Q2/2021 and Update for Year-To-Date 2021**August 25, 2021**

- **Datable** announced second quarter (June 30, 2021) financial results and reported that revenue increased by 89% to \$0.65 million and deferred revenue increased by 90% to \$2.0 million.
- Development of its *flexxi* Rewards Network continued, a web portal that enables consumers to opt-in to earn rewards by completing activities such as purchasing consumer products, viewing content posted by consumer brands, or sharing content on social media.

Datable Announces Financial Results for Q1/2021 and Update for Year-To-Date 2021**May 26, 2021**

- **Datable** reported its financial results for the first quarter ended March 31, 2021, and reported that revenue increased by 45% to \$0.7 million and deferred revenue increased by 18% to \$1.8 million. The Company also signed nine agreements with leading CPG companies to provide them with *PLATFORM^β*.

Datable Signs Agreement with Leading Ad Agency**May 17, 2021**

- **Datable** announced that it has signed a three-month license and rewards agreement, starting in August 2021, for approximately \$66,000 with the digital marketing division of a leading advertising agency on behalf of the dental care brand of one of the largest consumer goods companies.
- The digital marketing division signed approximately \$1.8 million in contracts with **Datable** in 2020 compared to \$180,000 in 2019.
- In 2020, the digital marketing division licensed *PLATFORM^β* on behalf of six leading consumer goods companies, including the abovementioned dental care brand.

Appendix G: Risks

Datable operates in a quickly changing technology industry, which inherently brings high levels of risk and uncertainty. **Datable** operates in a very competitive landscape and needs to sell its solutions to large media and CPG companies. Other risks include the following.

Business and Operating Risks:

- The COVID-19 pandemic health crisis is affecting the business environment in many ways including changes in customer needs and new purchasing behaviours, and supply chain and distribution delays. Due to COVID-19 related issues, some of **Datable's** customers have shifted rewards budgets to 2022 and this pattern could continue if the health crisis does not abate soon.
- Due to the nature of the consumer online advertising and marketing industries, **Datable** will face strong competition from solution providers and in-house sales and marketing departments.
- The market for data-driven products and services is constantly changing as technology evolves, therefore **Datable** must continue to innovate as new proprietary technologies are developed.
- **Datable's** operational success largely depends on key officers, consultants, and employees, which could be detrimental to future operations if any of them unexpectedly depart.
- **Datable's** principal strategy component is organic growth. This growth depends on the ability to successfully gain market share, identify and develop new markets, and establish and maintain favourable relationships with customers.

Financial Risks:

- **Datable** has a limited operating history and is in the early stage of development, which is subject to high losses, lack and uncertainty of revenues, under-capitalization, and cash shortages.
- **Datable** will need to refinance its existing credit facilities or other debt obligations in the future and may require additional financing for future growth such as investments in digital innovation and potential acquisitions. Capital costs could increase and its availability could be negatively impacted by disruptions and high volatility in the capital markets. This event could have a material negative effect on its business and overall financial condition.
- **Datable** has a history of net losses on an annual basis for the past decade between 2011 and 2021, with an accumulating deficit of \$22.8 million as at June 30, 2021, which may continue in the future due to losses on operations, losses on investments, and the impairment of intangible assets such as goodwill.

Currency Risks:

- **Datable's** functional and reporting currency is the Canadian dollar and has exposure to U.S. dollar risk as some of the Company's revenues and expenses are in U.S. dollars. If there is an appreciation of the Canadian dollar versus the U.S. dollar, its investments and earnings in the United States could be negatively affected, and vice versa.

Sales and Marketing Risks:

- **Datable** operates in an evolving and increasingly competitive industry with large competitors that may have advantages over the Company, including longer operating histories and market presence, greater name recognition, access to larger customer bases, economies of scale and cost structure advantages, greater sales and marketing, manufacturing, distribution, technical, and financial resources, and government support.
- **Datable** operates through its proprietary software, which has the risk of becoming ineffective if there are changes in customer demands, habits, and standards.

Legal and Regulatory Risks:

- **Datable** can be involved in litigation matters, including lawsuits based on product liability, personal injury, breach of contract, indemnification claims, and lost profits or other consequential damage claims. The outcome of litigations is difficult to predict and raises the risk of an unfavourable impact to its business, results of operations, liquidity, and its financial condition.
- Technology companies dealing directly with consumer data have the risk of a security or privacy breach involving unauthorized access to sensitive information, which may reduce demand for the Company's products and/or may result in significant fines or regulatory compliance issues.
- Laws and regulations regarding technology are constantly changing with previous laws being adjusted and new laws being formed, which may negatively affect **Datable's** business operations and cash flows due to unexpected compliance costs and unexpected regulations impeding the growth of the internet.

Technology Risks:

- **Datable's** products are highly technical and may contain undetected errors, defects, or security vulnerabilities, which could result in loss of revenue, delayed revenue recognition, loss of customers, or increased service costs.
- **Datable** relies on its proprietary products to maintain its reputation and competitive position. Segregation and protection of its information, including security over employee information, financial records and operational data, or Confidential Information are required. Any failure to do so could result in harm to **Datable's** reputation or competitive advantage.
- Cyber threats might defeat **Datable's** security measures or those of its third-party service providers. Moreover, employee error or malfeasance, faulty password management or other irregularities may result in a breach of security measures adopted by **Datable** or its third-party service providers, leading to a breach of Confidential Information.

Appendix H: eResearch Disclosure

eRESEARCH CORPORATION

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ANALYST ACCREDITATION

eResearch Analyst on this Report: Chris Thompson CFA, MBA, P.Eng.

Analyst Affirmation: I, Chris Thompson, hereby state that, at the time of issuance of this research report, I do not own common shares, share options or share warrants of **Datable Technology Corporation (TSXV:DAC)**.

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Datable Technology Corporation paid **eResearch** a fee to have it conduct research and publish reports on the Company for one year.

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