IDBASE TECHNOLOGIES INC.

CHANGING

LIVE EVENTS



CORPORATE PRESENTATION MARCH 2024

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THE KEY

"If you're a startup, you want to get to a monopoly. You want to be a one-of-a-kind company… in a small ecosystem.

Don't always go through the tiny little door everyone's trying to rush through, go around the corner, through the vast gate no one's taking."

-Peter Thiel

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WHAT EXACTLY IS IdBase?

IdBase provides proprietary ‘infrastructure layers’, that enable data capture and verifications of (true) identity, where data capture and/or verified identity are not available, incomplete, or worse; inaccurate.

WHY IS IT IMPORTANT?

The industry has an “identity problem”. It affects all event-based ID verification formats (including Mobile) An integration of IdBase platform layer solutions solves the absence of true identity w/ concomitant security shortfalls & missed engagement opportunities, while lowering manpower costs & increasing fan wellbeing.

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WHAT WE DO FOR EVENTS

There's "**Nice to Have**"

And there's "**Have to Have**"

IdBase RESOLVES 8 KEY CHALLENGES



Eliminates Bot Use & Scalping

ALL **Ticket Fraud Eliminated**

Facilitates EVERY Ticket Format

Attendees' **Identities Verified**

Venues' Security Enhanced

Data Collected **is Accurate**

Measurable, Timely Engagement

Enforces Acting Gov't Legislation

These are resolved by seamless integrations of *authenTICKET*™ & *VERIFiD*™ inside existing platforms. In place, they increase efficiencies at access control, Point of Sale & throughout the attendees' event experience: from arrival at the venue, all the way through to the exits

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TECHNOLOGY THAT CAN ENFORCE EXISITING GOVERNMENT LEGISLATION

Australia, Brazil, Canada, Belgium, Denmark, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Mexico, Norway, Poland, Portugal, United Kingdom, and the US all have laws that forbid the resale of tickets above face value in some or all of their jurisdictions.

The US and a number of other countries also have strict laws that make the use of ticket bots illegal – i.e. “BOSS and SWIFT ACT”

- When industry can’t solve their problems, governments have to step in.
- Unfortunately, there is no current technology of enforcing any of these enacted laws.
- IdBase cannot only successfully enforce these laws, but the possibility exists for governments to mandate the IdBase technology.
- Idbase has strong relationships with anti-scalping organizations such as The Fan Fair Alliance, FEAT, Fair Ticketing Act, and Fix The Tix to name just a few.
- These organizations are led by artists, their agents, their managers, and their promoters all of whom IdBase has ongoing discussions with to pilot and eventually use the technology.

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CREDIT CARD CHARGEBACKS
&
TICKET PURCHASE FRAUD

"Chargebacks, or forced payment reversals resulting from a customer dispute, are becoming an epidemic within the ticketing space."

According to data from Mordor Intelligence, the online event ticketing market is expected to grow to $97.36 billion by 2028; a 25% increase compared to 2023. Ticket fraud reports have doubled since the start of 2022 with up to 12% of people buying concert tickets getting scammed. This figure does not include chargeback refunds which cost the CC companies tens if not hundreds of millions of dollars annually.

- Smart scammers frequently sell the same tickets multiple times, collecting the funds from different buyers without ever delivering the tickets..
- Criminal fraudsters use bots to score a large number of tickets to scalp. Experts estimate , when this happens, the bulk of these seats are purchased with stolen credit card information.
- Ticketing chargebacks can deeply disrupt both a ticketing and CC company's daily operations. Each dispute translates to revenue loss and increased administrative expenses which in turn increases costs and future complications. Dispute handling requires diverting resources away from core business operations to investigate.
- Major ticketing companies like Ticketmaster, take the heaviest hits but these disputes hurt the industry as a whole. The more chargebacks that are filed, the more risky ticketing businesses overall appear. That translates to higher process fees & stricter operating limitations that can cost up to an average of $3.75 for every $1 lost to fraud. These will ultimately trickle down to the customer in the form of higher prices.

IdBase can completely eliminate the use of stolen credit cards to purchase tickets for live events, as a fraudster would have to both falsify a government document, and use their actual face in a liveness test to match their falsified document photo. IdBase can also positively identify the actual attendee, leaving fraudulent claims of not using the ticket completely nullified.

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SECURITY

"THERE CAN BE NO SECRETS WHERE PUBLIC SAFETY IS CONCERNED"

- First and foremost is identity, which is paramount to creating a safer and more secure environment in which people can go out and enjoy themselves without worry, as well as those that come to work and perform.
- Applying effective identity-based controls deters bad actors from targeting access-controlled events, as well as, holding attendees more accountable for their actions.
- As the industry has learned from the Pandemic in its efforts to integrate cumbersome mechanisms mandated to address identity, it has awakened even more to the need to be more proactive in mitigating threat of violence at public gatherings.
- The industry cannot afford to be complacent, as complacency is the enemy of safety. If there is any looking back, it has to be about preparing for the future.

Any agile business or service provider knows that quality in delivery of a 'safe and secure event,' from which there are no injuries or fatalities, and the prevailing public consciousness is about a good time experienced and not about security presence, is where the greatest amount of positive impact will be made on both the consumer and client's 'feelings' about their own safety.

Mark Hamilton
Director of Security – Sir Paul McCartney

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PRODUCTS EXPLAINED

IdBase TECHNOLOGIES

authenTICKET
WALK UP-WALK IN

Market:
Identity-based
access control infrastructure

Partners:
- Biometric ID Tech Cos
- Gate Access Control
- Ticketing Platforms
- Governments

Customers:
- Venues
- Content providers*

(*Sports franchises, artists, conferences, festivals, theaters).

VERIFid
YOUR IDENTITY IS THE KEY

Market:
Identity-based
transactional infrastructure

Partners:
- Biometric ID Tech Cos
- Ticketing Platforms

Customers:
- Venues
- Security Cos

Access Control Cos

Point of Sale HW/SW Transactional Cos*

(*Food and beverage + merchandise vendors).

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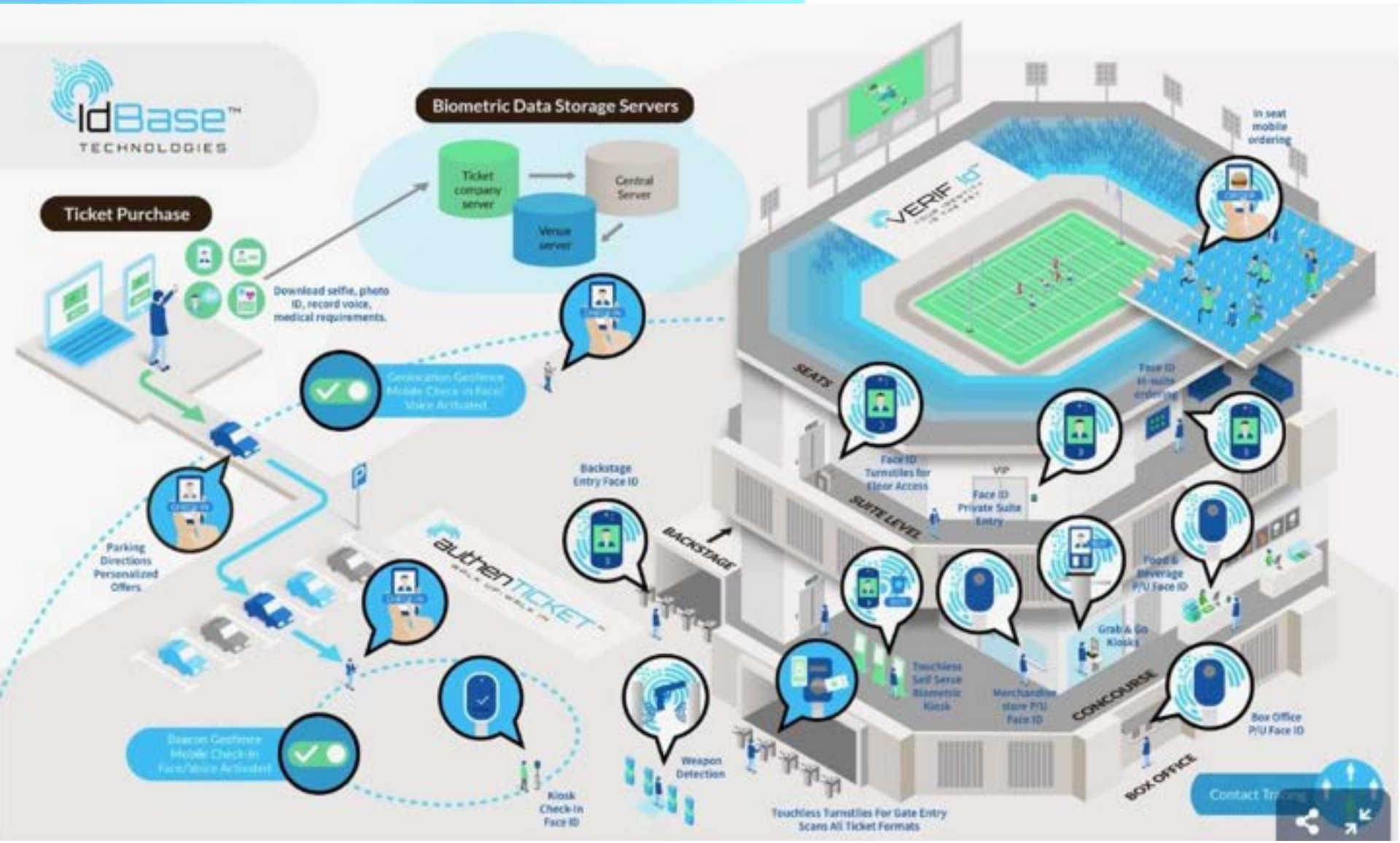


authenTICKET
WALK UP-WALK IN

VERIFid
YOUR IDENTITY
IS THE KEY

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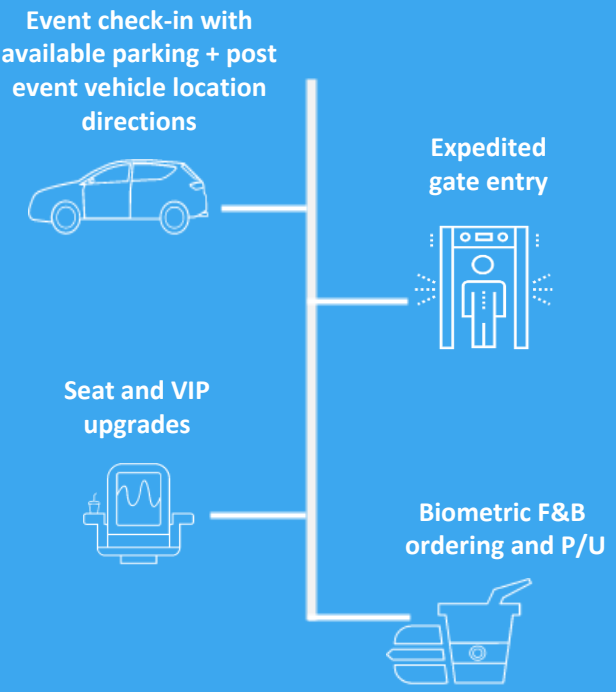
IdBase Event Experience



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IdBase Technologies reduces users' wait times at events. The technology incentivizes users to "opt-in" to mobile by making every ticket format available which enables multiple check-in options. This increases event security & protects guest's information, and leaves its consumers with choice.

VASTLY IMPROVES A FANS EVENT EXPERIENCE



Skip the lines with IdBase

THE UPGRADED VENUE

Verifications Done Prior to Gate

SECURITY

100% Accurate Attendee Data

SECURITY

Enables ALL Ticketing Formats

CHOICE

Facial Recognition Opt-In/Opt-Out

CHOICE

Ease of Entry - Faster Throughput

SERVICE

Efficient F&B Ordering & Pick up

SERVICE

Notification of Close Available Seats

CONSUMER-CENTRIC EVENTS

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REGISTRATION | How IdBase Works



Register full name and other required information.



Scan Government photo ID to confirm name.



Take **selfie** to remotely confirm true identity.



Record voice as alternative or added form of registered biometrics.



Unique biometric templates stored. Not face image or voice recording.



One-time Registration complete.

TICKET PURCHASE AND CHECK-IN FOR GATE ENTRY

How IdBase Works



Selfie or voice used for fan clubs and verified fan **registrations**.



Pre-sale **codes** received.



Selfie or voice used for ticket purchase during on-sales to confirm **Identity**.



Ticket **purchase** complete.



Ticket scanned at gate for **entry**.



Alternative 2-factor check-in using face and CC at kiosk prior to gate entry.



Proximity **check-in** at event using face or voice on mobile device prior to gate entry to confirm identity.

THE SECRET SAUCE

How IdBase Works

Today without IdBase

Ticket Bots able to replicate a human being solving captcha instantaneously during on-sale ticket purchases.



Tomorrow with IdBase

Ticket bots unable to replicate a liveness detection and face match of a human during on-sale ticket purchases.



Real Fans Paying Face Value for Authentic Tickets
Finally a Level Playing for ALL

HOW IdBase STACKS UP

COMPETITION

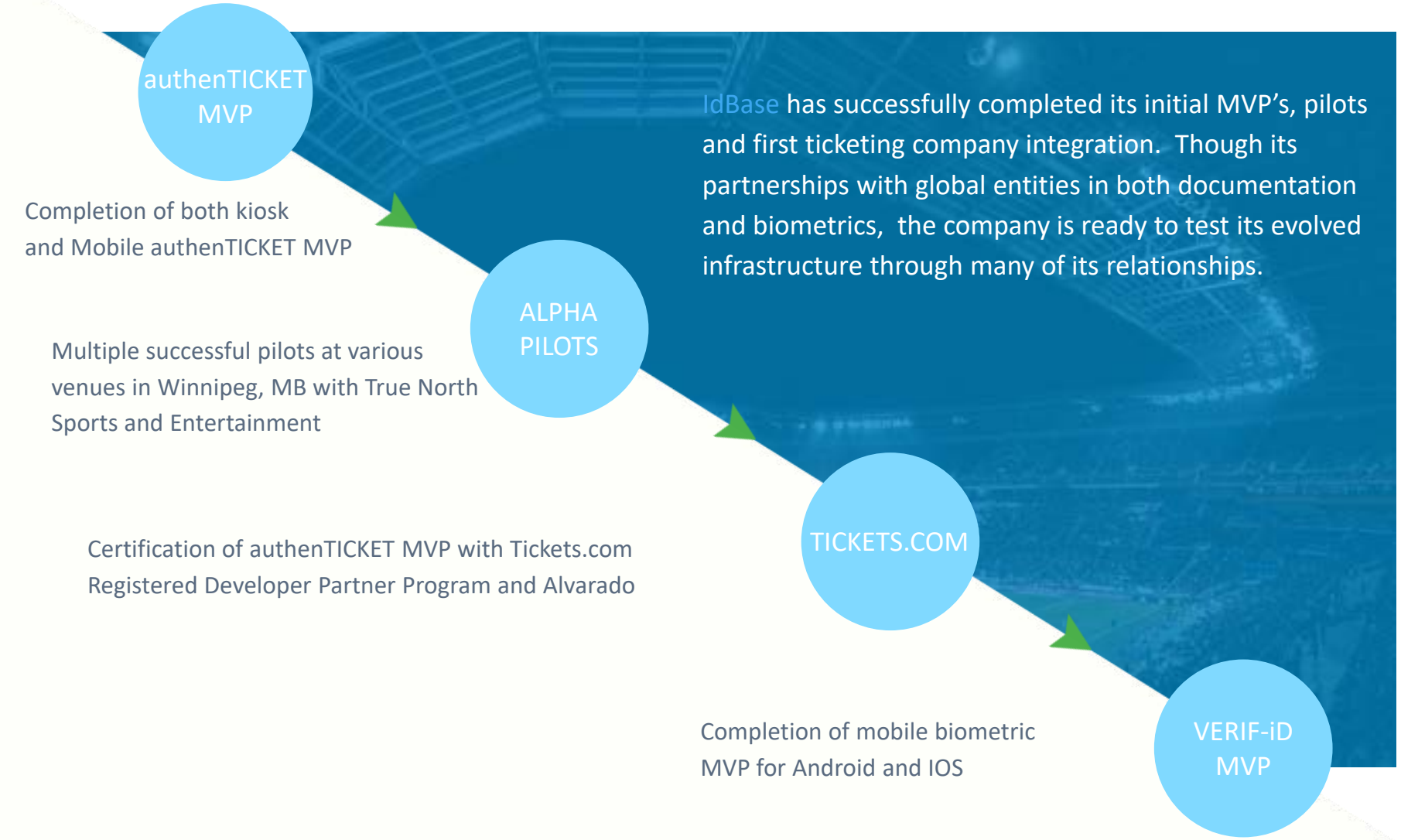
IDENTITY-BASED ACCESS CONTROL INFRASTRUCTURE COMPARISON

	IDB	Amazon One	Clear	Wicket	Blink Identity	Blockchain/ NFT	Mobile Only
Identity Confirmation	✓		✓				
Health Status Certification	✓		✓				
History of Biometric Capture	✓	✓					
Failsafe (Entry) Backup	✓						
Control of Secondary Market	✓						
Voice Authentication	✓						
2 Factor Authentication	✓						
Opt-Out/Opt-in Face ID	✓						
ID Documents Verified	✓						
All Ticket Formats	✓						
Partner Sharing Revenue	✓						
Compatible w/ Existing Infrastructure	✓					✓	✓
Frictionless (Gate) Entry	✓	✓				✓	✓
Biometrics to work w/ (3rd party) integrations	✓	✓	✓	✓	✓		
Remote Enrollment/Biometric Data Capture	✓			✓	✓	✓	✓
Private Label Branding	✓			✓	✓	✓	✓

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GO TO MARKET

PHASE 1 - Completed

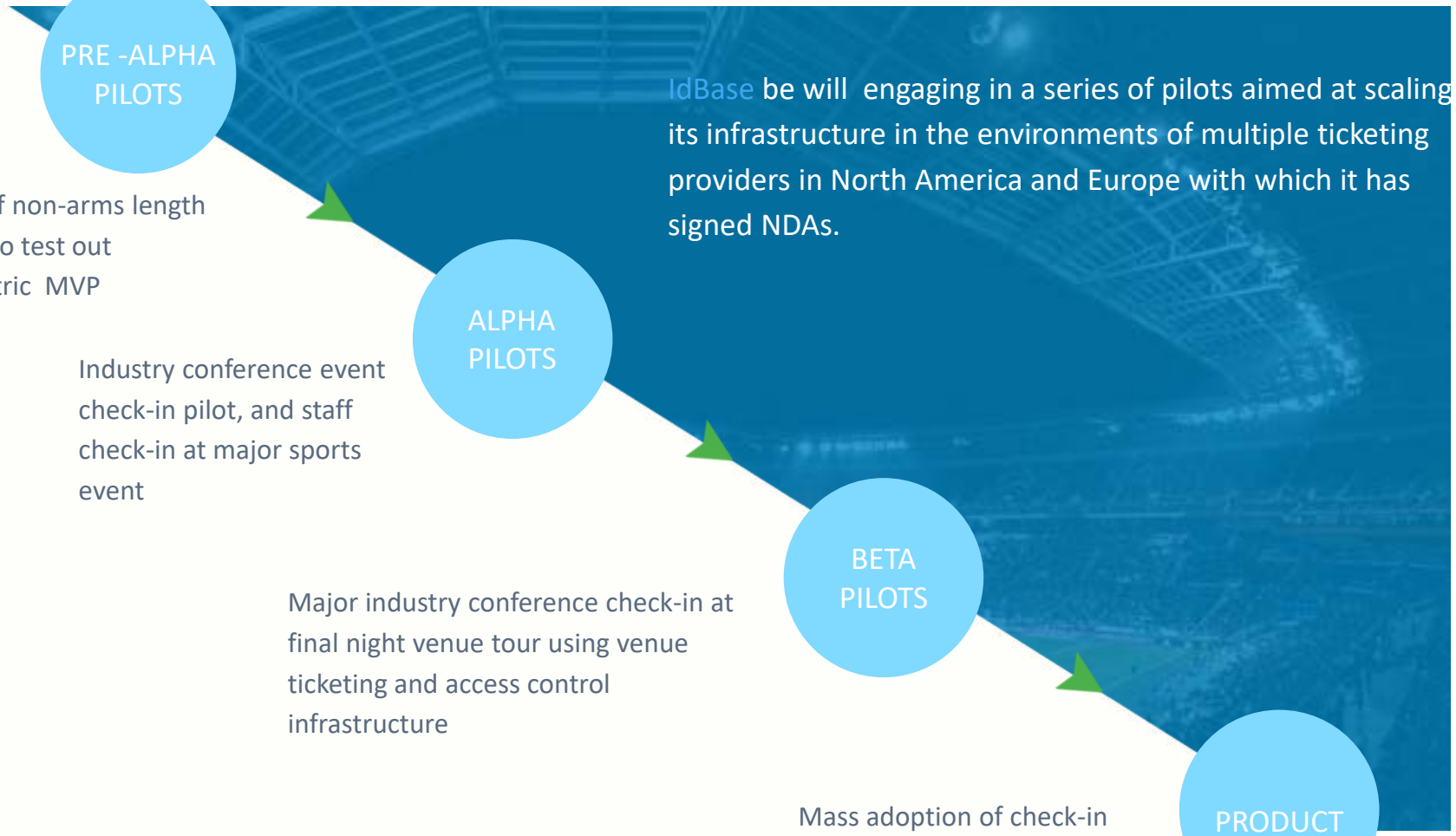


IdBase has successfully completed its initial MVP's, pilots and first ticketing company integration. Though its partnerships with global entities in both documentation and biometrics, the company is ready to test its evolved infrastructure through many of its relationships.

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PHASE 2

GO TO MARKET



PRE -ALPHA PILOTS

Start of non-arms length pilots to test out biometric MVP

ALPHA PILOTS

Industry conference event check-in pilot, and staff check-in at major sports event

BETA PILOTS

Major industry conference check-in at final night venue tour using venue ticketing and access control infrastructure

PRODUCT

Mass adoption of check-in at first venue

IdBase be will engaging in a series of pilots aimed at scaling its infrastructure in the environments of multiple ticketing providers in North America and Europe with which it has signed NDAs.

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EXECUTIVE TEAM



ALAN GELFAND
CEO

Alan is the founder of IdBase Technologies Inc. formerly, Fair Ticket Solutions, Inc. which pioneered an innovative event-ticket authentication platform that created the first 'check-in' system, which worked with all ticket formats. Prior to Fair Ticket Solutions Alan was with Yorktown Securities where he managed HNW Portfolios. Previously, he worked for Wolverton Securities until exiting in 2002 to become a Founder, President, and a Director of American Oil and Gas (AMEX: AEZ), where among his other duties he sat on American Oil and Gas' Compensation Committee for 5 yrs. Hess Corporation acquired American Oil and Gas for $445m in 2010. Alan is a graduate of Simon Frazer University.



ROB HILL
CFO

Rob is an experienced Chief Financial Officer and a corporate director of public and private companies. Rob brings 20 years as a CPA leading organizations in the US, Canada & Japan. He spent 9 years as the VP of Finance and Business Development at Haywood Securities, prior to which Rob spent two years as a reporting and special services officer at the SEC. Most recently Rob was the founding officer and CFO of Immunoflex, created in 2020 to help people combat and recover from viruses.. He's also a founding partner of Restructure Advisors. A graduate of UBC, he holds a Chartered Public Accountant Degree.

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EXECUTIVE TEAM



DR. TIMOTHY KAY
CTO

A highly regarded technologist, Tim is a founder of the world's first successful Artificial Intelligence (AI) product (precursor to Apple's Siri et al.) used in over 100 countries around the world. Tim was the Chief Scientist for Silicon Gaming, as well as the Architect of the largest Bitcoin Mine in the United States. He was the Chief Advisor and Infrastructure Architect of BOX (NYSE: BOX). He was the Principal Software Engineer for Synaptic Security and in 1998 while still a student at Caltech, he won an Academy Award for significant contributions fo CGI.. Tim is an author of over 19 Patents and a Graduate of Brown University and Caltech (PhD CS).



ROB WILLIAMS
CPO

Rob is currently the Chief Product Officer of IdBase Technologies. He has spent the past 5 years as the SVP of Product and then Chief Product Officer at Audienceview, a white label ticketing provider in Toronto where he managed all technology aspects of 3 M&A acquisitions and integrations. He defined the Product Strategy for 4 core and 5+ ancillary products. For 3 years he also acted as CTO, defining technical strategy and consolidating architecture across the product portfolio. Prior to that he was the Director of Technology and Innovation at the Ticket Factory in the UK for 5 years. Prior to that Mr. Williams had various roles as an officer, director and management a number of companies. Rob received a degree in Biology in 1994 from the Nottingham Trent University.

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EXECUTIVE ADVISORS

* = Joining BOD on public listing



BOB DUPUY* ADVISOR

Former Major League baseball (MLB) president/COO and a graduate of Dartmouth and Cornell, Bob hands on management style brings valuable expertise to the team. Bob was responsible for all phases of business for the MLB, including labor relations for media markets, the international expansion of the MLB and numerous stadium finance deals, whish included marketing and legal affairs. A "hands on" management style facilitated the American and National league consolidation to the new offices in Washington D.C. In addition, Bob was the founding CEO of the Major League Baseball Advanced Media (MLBAM).



WILLIAM JONES* ADVISOR

Bill is the founder/managing director of Beaumont Governance S.A., a group of companies providing directorship, company domiciliation services, and consulting services for the investment funding industry. Prior to this, Bill was the head of Legal, Compliance, Risk, and Alternative Fund Services for the Bank of Bermuda Ltd. which was subsequently acquired by HSBC. Prior to the Bank of Bermuda, Bill was Director and General Counsel for Agora Capital Management Ltd. where he specialized in customized alternative investment products with a significant focus on CTAs. Prior to Agora, Bill was Executive Director and Head of Legal Department at The Goldman Sachs Group, Inc.

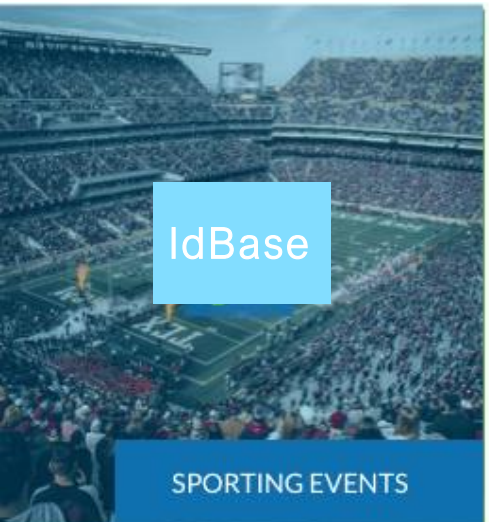


GREG SARETSKY* ADVISOR

Greg is the former CEO of WestJet Airlines, Canada's second-largest airline, where he was responsible for both the strategic direction of the company and the day-to-day operations of the airline. Under his leadership, the airline doubled its fleet, launched WestJet Encore, and expanded its service to Europe. Over his career, Greg has held various senior executive positions in the airline industry, ranging from SVP of marketing and planning to EVP flight operations and marketing, where he spearheaded airline alliance strategies and new airline operator partnerships. Greg received numerous industry awards over his tenure including being named Top New CEO of the Year by Canadian Business magazine. Greg is a graduate of UBC where he received a BS in microbiology and biochemistry and an MBA.

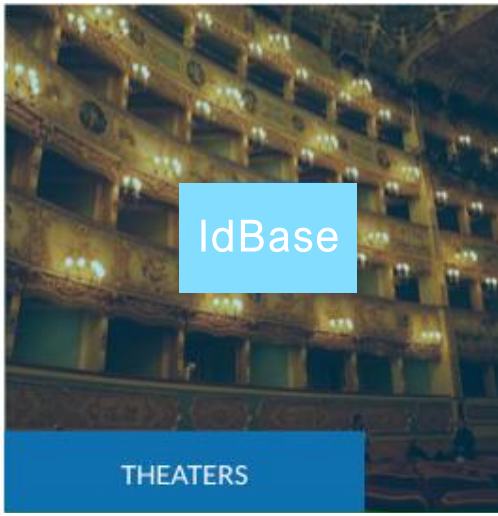
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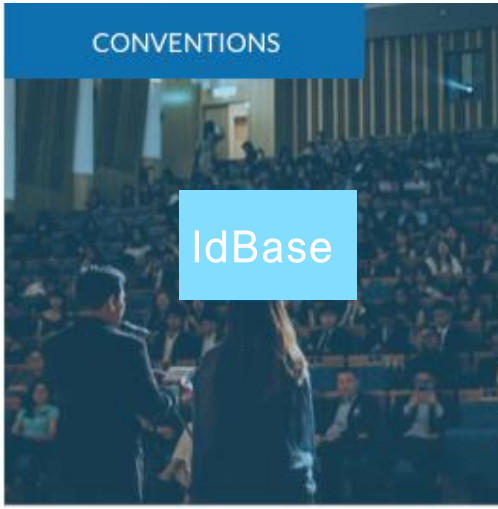
TOTAL ADDRESSABLE





- $1,135.4 billion in 2019 and is expected to reach $1,552.9 billion by 2028, a CAGR of 11.2% from 2021 to 2028.
- Business events alone in 2017 involved more than 1.5 billion participants.
- The event industry has become an unfortunate target for terrorist attacks, due to its openness and mass gathering nature; with horrific attacks occurring in Boston Marathon (2013), Paris (2015) Las Vegas (2017) and Manchester (2017)
- Event security and ticket identity is a major factor in eliminating the potential for future attacks to take place, all while making attendees accountable for their actions
- Events industry is profoundly impacted due to the pandemic owing to lockdowns and widespread travel restrictions. The event industry is on the verge of a comeback with proof of vaccination becoming the normality.





(EVENT) MARKET(S)

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