TSXV.DGTL
OTCQB.DGTHF

DGTL HOLDINGS
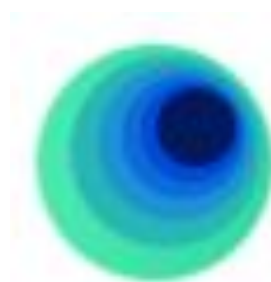
Corporate Presentation

RETAIL

MARCH 2021

DGTLinc.com

Building a Portfolio of B2B Enterprise SaaS (Software-as-a-Service) in the Digital Media, Martech, Ecom and Adtech Sectors

AI-Technology

AI-Powered B2B Enterprise SaaS Portfolio

Accelerator

Technology, Capital Markets & Business Services

—· **Vision**

Strive to become a **global leader** in the **M&A and development** of disruptive digital media, marketing, and advertising technologies (adtech / martech), powered by Artificial Intelligence.

—· **Mission**

(1) Develop a diversified portfolio of high-margin rapid growth **fully commercialized B2B enterprise SaaS** for institutional and retail investors to play the sector in a single name

(2) Build a "walled garden" technology platform for a full service **digital media, martech and adtech** platform for Fortune 100 brands

Meet the Team

Our expert management team consists of **media / martech and capital markets leaders**, with a track record of success and developing long term shareholder value

HEARST   Google   yahoo!   IPG

Linked in   AOL Time Warner   RBC   KPMG

Microsoft   facebook   rocketfuel

Strategic Pillars

Building a portfolio focused on the fastest growing Digital Media/Martech categories

Content Creation

Analytics and Data Reporting

Multimedia Distribution

Target Categories

Social Tech

Analytics

Gaming

Streaming

Artificial Intelligence 101

Artificial Intelligence (AI)
Any technique that enables machines/software to solve a task using critical decision making

Machine Learning (ML)
Algorithms that allow computers to learn from examples without explicit programming

Artificial Neural Networks (ANN)
A ML approach in which algorithms process signals via interconnected nodes, i.e. artificial neurons.

Deep Learning
A subset of ML which uses a particular neural network as models and automatically builds a hierarchy of data representations

Mergers and Acquisitions

Identify, evaluate and qualify opportunities for M&A via our deal desk committee and custom proprietary system of bottom up valuation, prepare capex, opex and revenue growth plans, capital market roadshows and financial modelling for financing..

Business Strategy Coaching

Access deep industry background and sector expertise. strategy, recruiting, business development, M&A, etc.

Sales Growth / Partnerships

Benefit from an experienced management with over US $1B in Digital Media / Adtech Sales, F100 level customers to up/cross sell and grow revenue.

Shareholder ROI

Drive new value and advise on new public offerings, including financial modeling, contract development, investor materials, capital roadshows, etc.
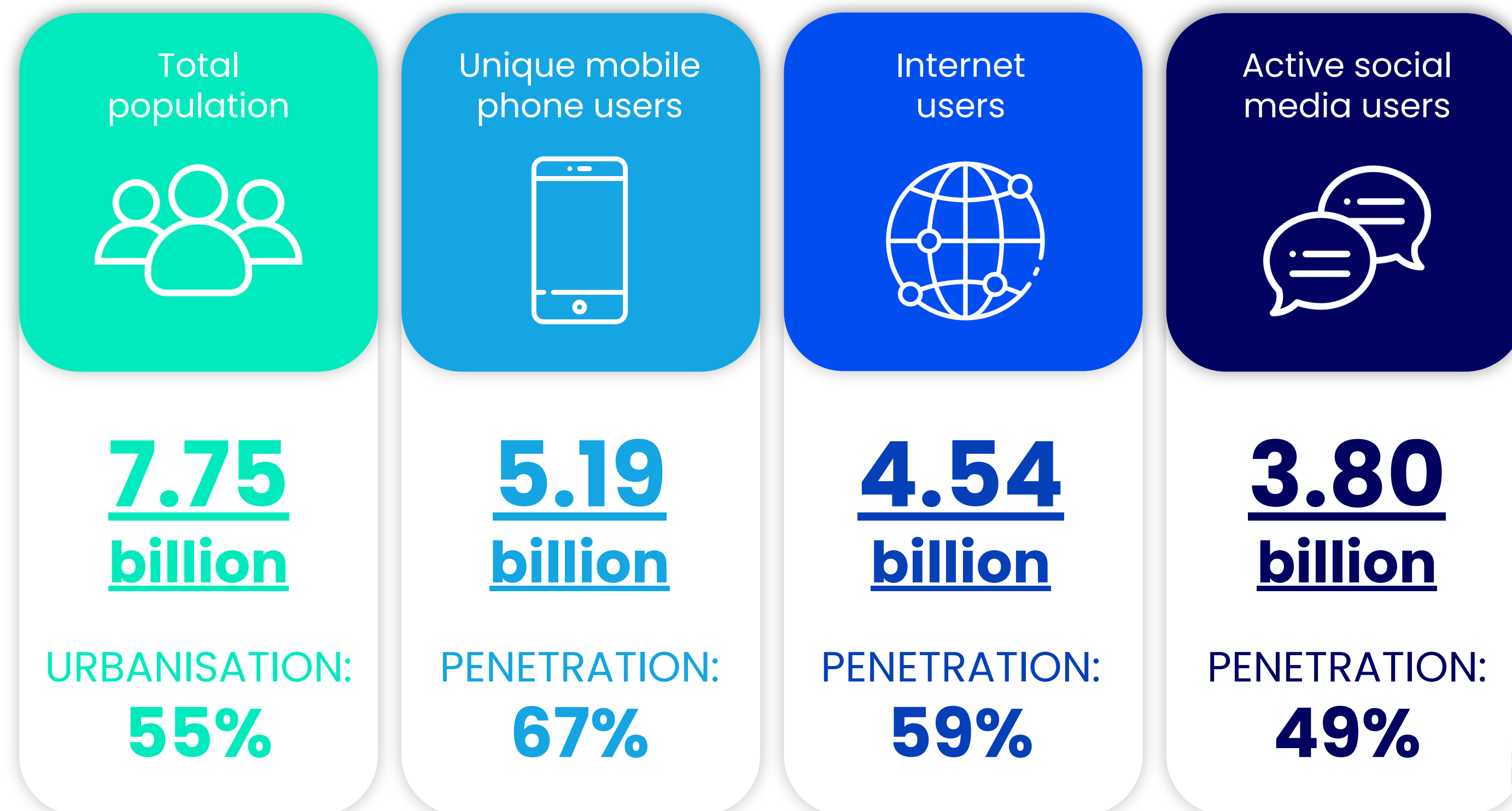
—· Accelerator Services

Strategic Development of Technology, Marketing, Customers, Operations, etc.

DGTL specializes in incubating fully commercialized and high margin enterprise SaaS (software-as-a-service) companies via creative and efficient investment, M&A or licensing structures.
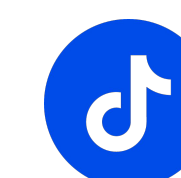
The World Online

DGTL is in a unique position to benefit from the explosive growth of the disruptive social media and mobility sub-sectors.

Total population	Unique mobile phone users	Internet users	Active social media users
7.75 billion	**5.19 billion**	**4.54 billion**	**3.80 billion**
URBANISATION: 55%	PENETRATION: 67%	PENETRATION: 59%	PENETRATION: 49%

Hootsuite Digital 2020 report

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Brands Have Been Investing in Digital Advertising More Than Ever

The shift from traditional to digital media is accelerating, as consumers spend more and more time online.

Time per day spent with digital vs traditional media in the United States (2011 to 2020)

$ 291,7B spent in digital ad in 2020

-11% YOY Traditional Media*

Time in minutes

450
400
350
300
250
200

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Digital   Traditional Media

Source: https://www.statista.com/statistics/565628/time-spent-digital-traditional-media-usa/

Social Media / Influencer Market

Traditional marketing and advertising budgets are being all but replaced by social and influencer spend

**+20% YOY
Social Media Spent****

**+50% YOY
Influencer Marketing*****

$572
BILLION
2020 Global Ad Spend*

$291.7
BILLION
Digital Ad Spend*

$43
BILLION
2020 Social Media Spend**

$9.7
BILLION
2020 Influencer / Content Marketing***

**Zenith Media Forecast, July 2020
**eMarketer, 2020
***Influencer Marketing Hub, March 2020
****Hootsuite, January 2020

// OUR SOLUTION PORTFOLIO

Full Access to Promising AI-Media and Martech, Entering a Rapid Growth Cycle

DGTL's portfolio model provides a highly competitive digital media platform that offers exposure to the key rapid growth sub-sectors within the global digital media industry.
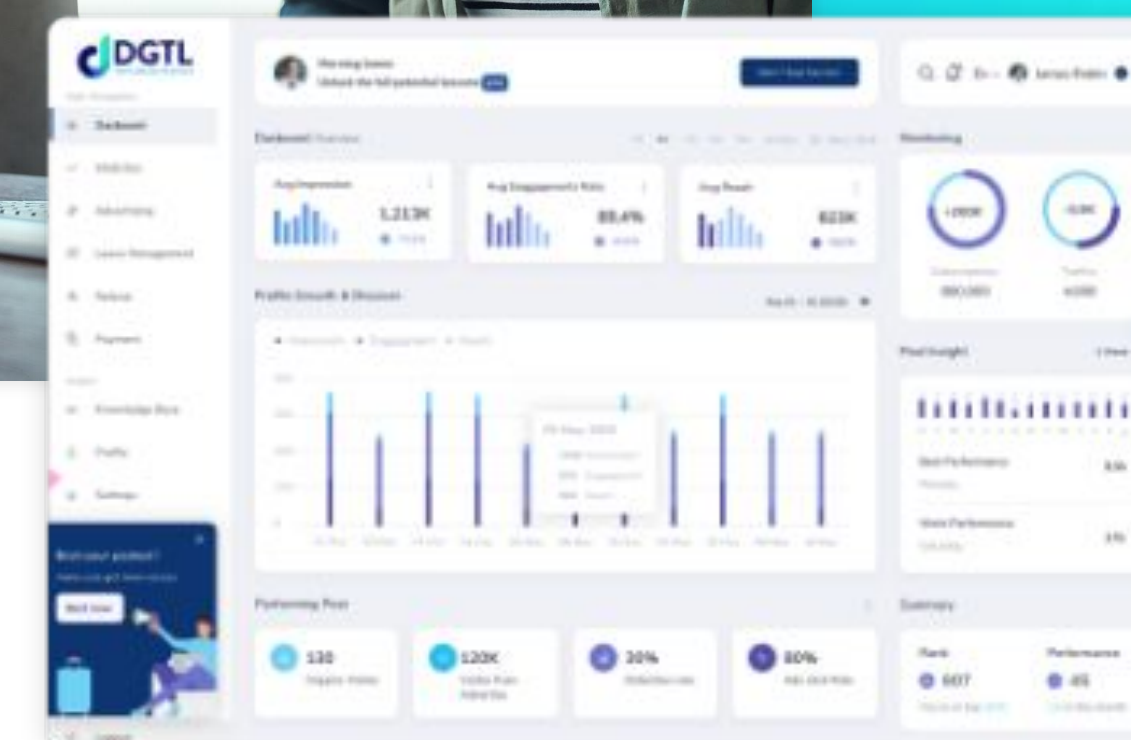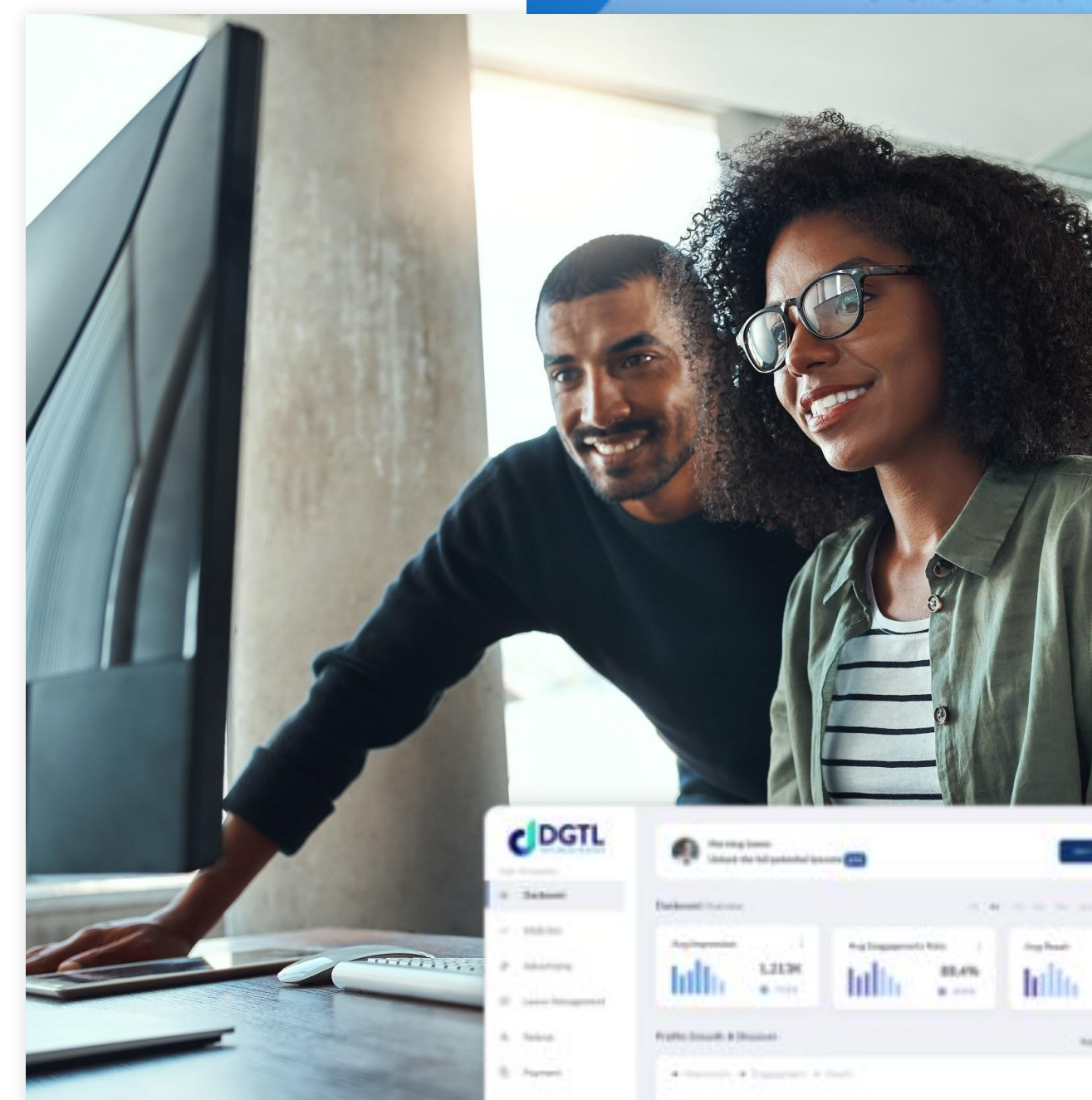
Our main focus at the moment is:

Social Media Marketing Self-Service Platform

AI-Driven Social Media Analytics Engine

SOCIAL MEDIA MARKETING

#HASHOFF

Social Media Marketing
Self-Service Influencer CMS

#HASHOFF is a turn-key and scalable self-service SaaS solution for brands and agencies that enables marketers to leverage the "gig" economy to identify and recruit freelance creatives for content creation, event-marketing, branded content & experiential activations
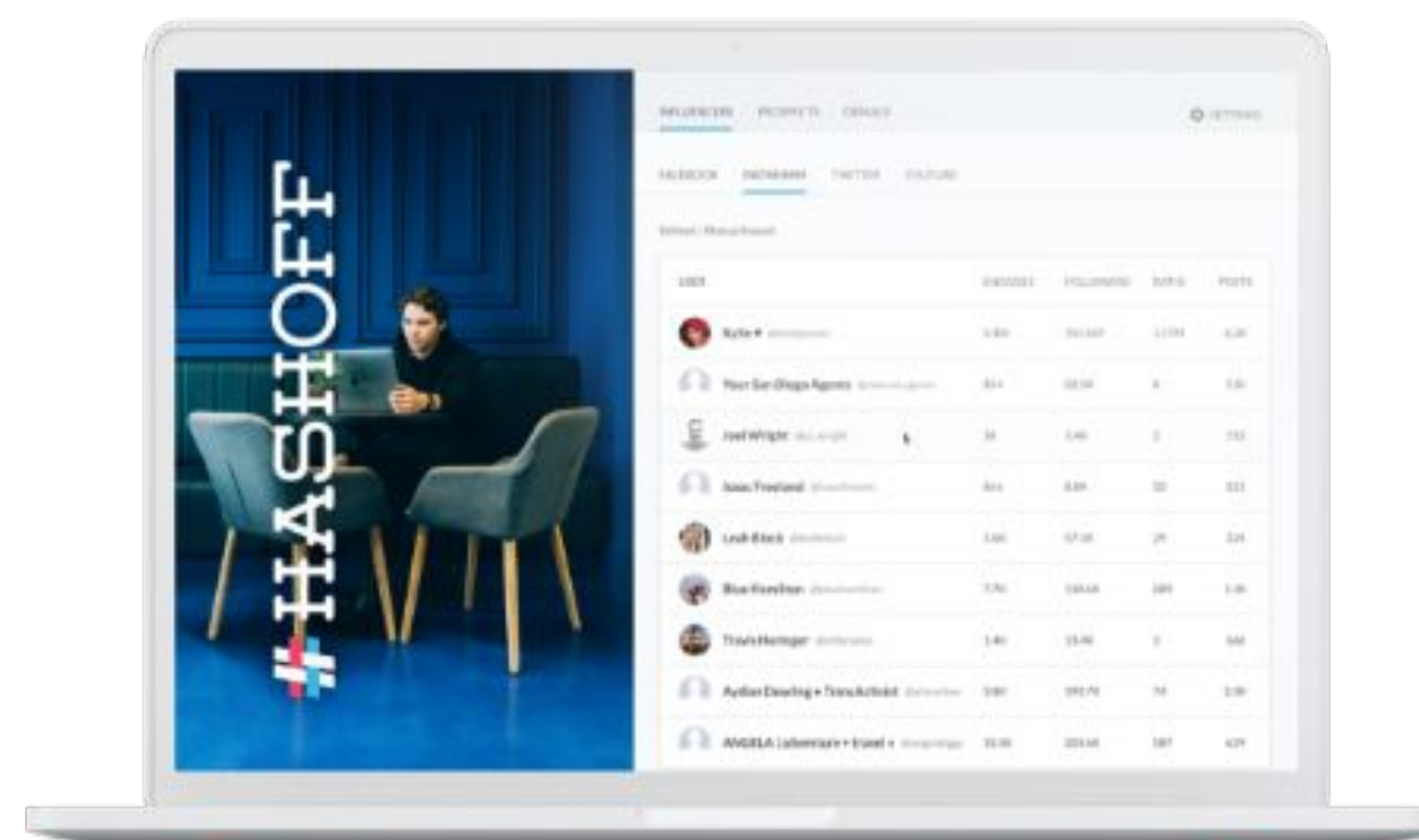
#HASHOFF

#IAM Search and Discovery

Find the best content creators to represent your brand, based on context signals and machine learning. A more intelligent way to search. Our platform is designed to eliminate subjectivity. We find the perfect fit.

#Create Marketplace

Create a one-stop marketplace that allows the development of long lasting partnerships between brands and content creators.
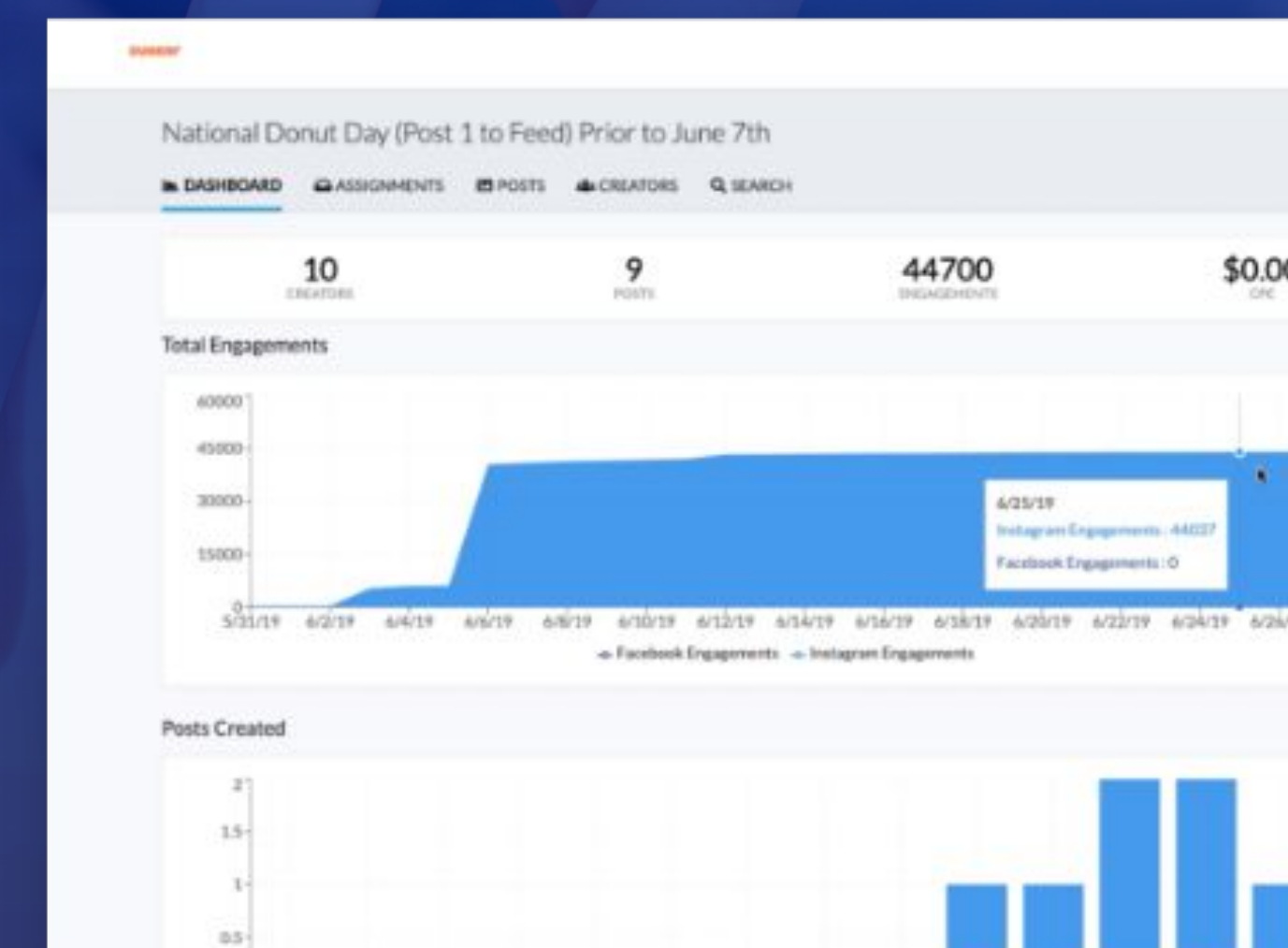
Make the discovery process exciting and addictive by utilizing storytelling and user experience on all major social media marketing self-service platforms.

Amplified Measurement Center

Full access to data and insight to help you make the right choices to ensure maximize ROI while improving the performance of your working media.
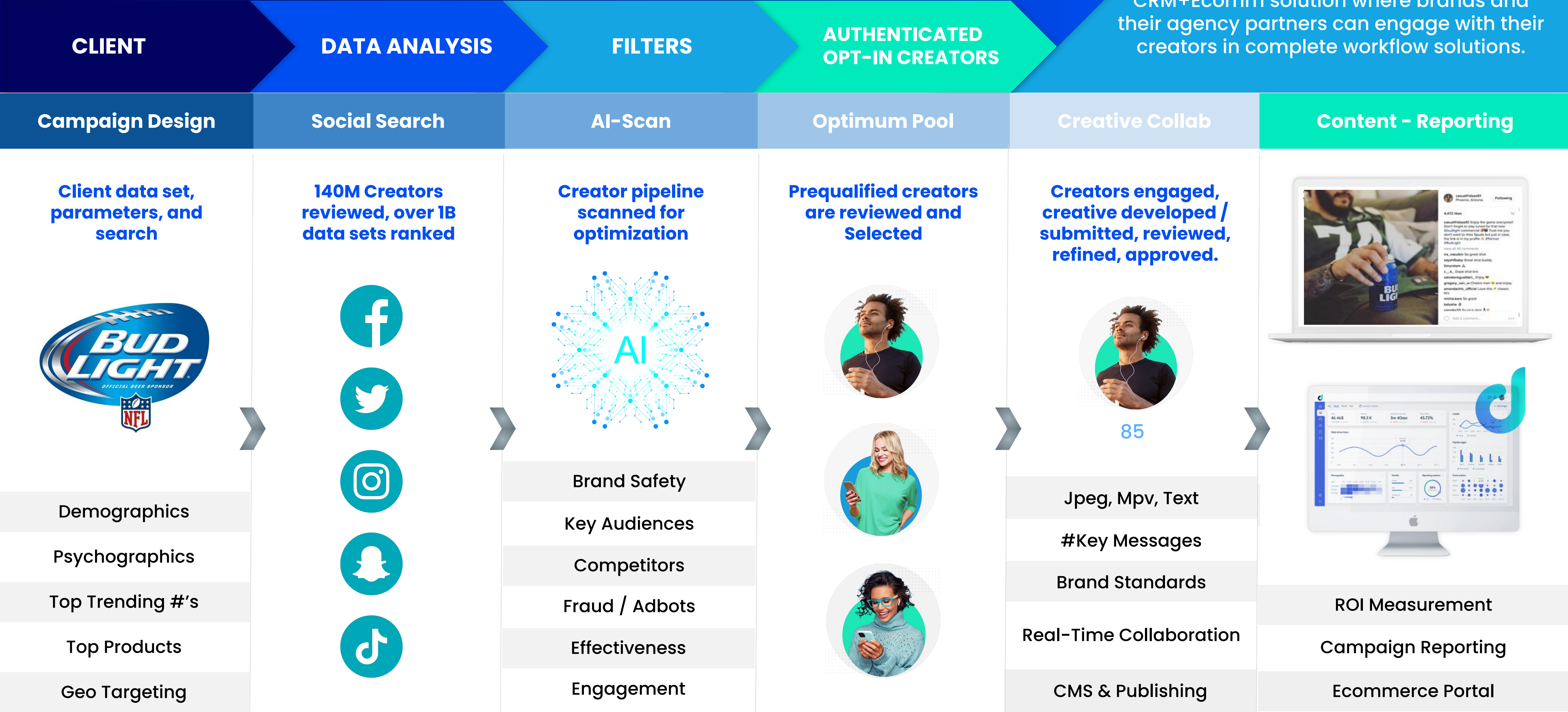
#HASHOFF

#IAM Scoring & Analysis
AI-Optimized Content Creator+ Rank + Screening Database Search Engine

#Create Marketplace
CRM+Ecomm solution where brands and their agency partners can engage with their creators in complete workflow solutions.

CLIENT	DATA ANALYSIS	FILTERS	AUTHENTICATED OPT-IN CREATORS	

Campaign Design	Social Search	AI-Scan	Optimum Pool	Creative Collab	Content - Reporting
Client data set, parameters, and search	140M Creators reviewed, over 1B data sets ranked	Creator pipeline scanned for optimization	Prequalified creators are reviewed and Selected	Creators engaged, creative developed / submitted, reviewed, refined, approved.	
Demographics		Brand Safety		Jpeg, Mpv, Text	
Psychographics		Key Audiences		#Key Messages	
Top Trending #'s		Competitors		Brand Standards	ROI Measurement
Top Products		Fraud / Adbots		Real-Time Collaboration	Campaign Reporting
Geo Targeting		Effectiveness		CMS & Publishing	Ecommerce Portal
		Engagement			

85

#HASHOFF

Tier One Clients

DRAFT KINGS

PUBLICIS GROUPE

dentsu AEGIS network

Budweiser

STELLA ARTOIS

dunkin' brands

DOORDASH

MONTEJO Cerveza Clara

patagonia

SHEIN

VERITONE

ExpressVPN

Hoegaarden

SHEIN

BON VIV

Syneos Health

goodway group HONESTLY SMART DIGITAL

SAN DIEGO CALIFORNIA CUTWATER SPIRITS

Michelob ULTRA

MITSUBISHI MOTORS

#HASHOFF

BUD LIGHT OFFICIAL BEER SPONSOR NFL

—·Case Study

Bud Light @ Superbowl XXI with #HASHOFF activated micro-influencers and drove 1M brand engagements (**5X engagement rate**)*

GOAL
Spread the word about "ghost spuds" super bowl ad

STRATEGY
Leverage micro-influencers to spread the word authentically

RESULTS
#Hashoff drove huge organic engagement

7% Average engagement rate
5X industry benchmarks [1]

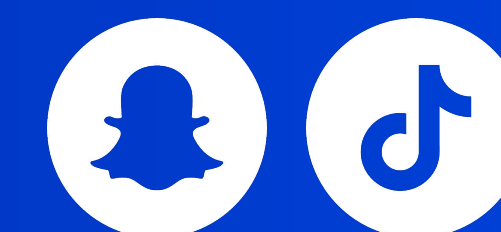**866k** Organic video views
2X brand goal

3.4M Users reached
2X brand goal

*vs. influencer sector average

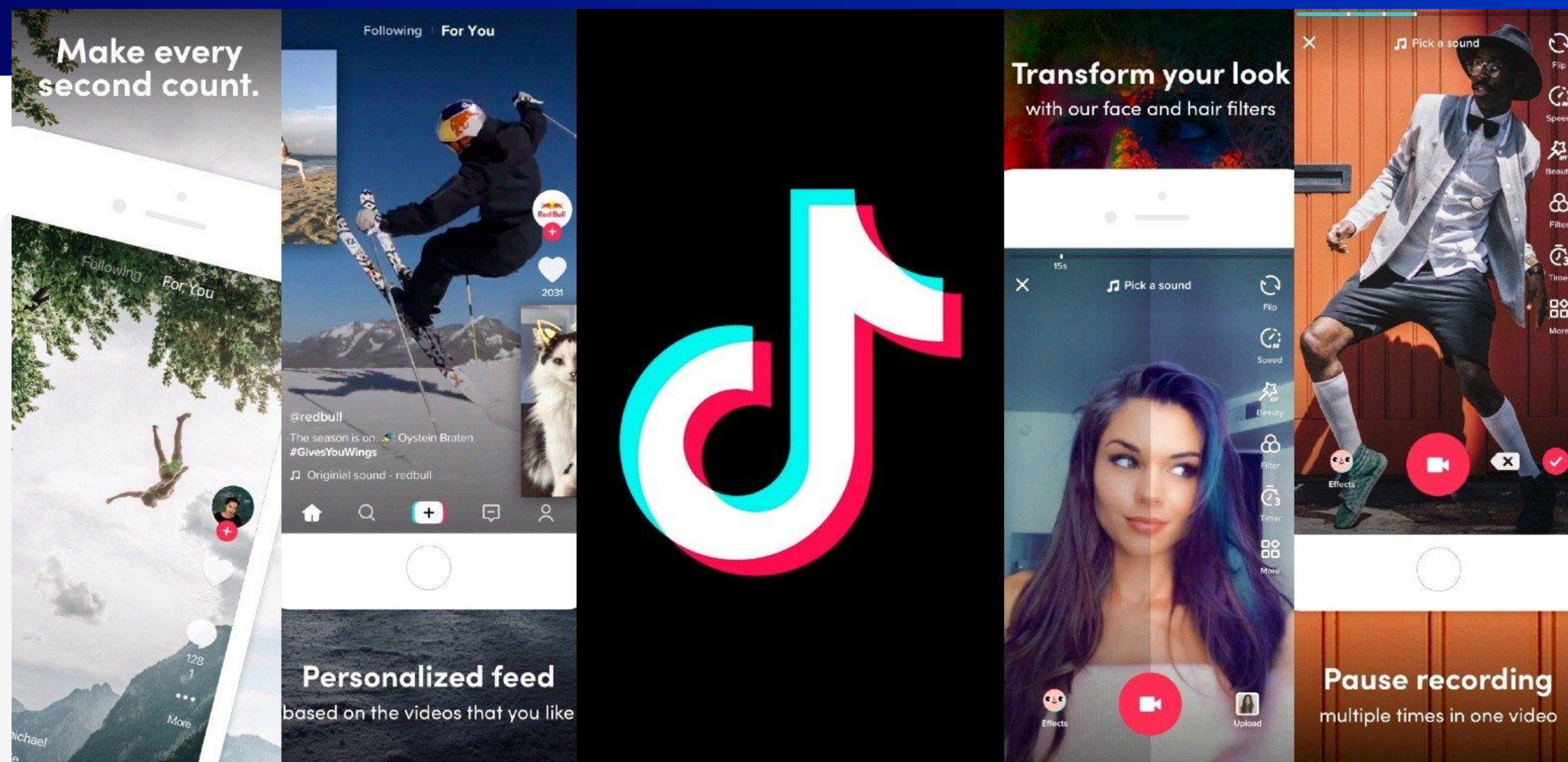MEASURED VIA FACEBOOK BRAND LIFT STUDY

#HASHOFF

—·**Coming Soon...** Video Based Influencers

Software Development of the Hashoff Platform for Tiktok, SnapChat

800
MILLION
Active Users
Worldwide

2 Billion
times on the App Store
and Google Play

- #1 social media app of 2020
- Growth of +550% since 2018
- 155 Countries and 75 Languages
- 1 billion video views per mos
- 52 Mins - average per day

TikTok Revenue and Usage Statistics (2021) - Business of Apps
10 TikTok Statistics That You Need to Know in 2021 (oberlo.ca)

Our story has just begun...

$1M USD Contract for
E-Sports Marketing
Services

$500k USD Contract with
Global Leader in
Consumer ECom

Q1 Financials (+83%
Revenue vs. Q1 2019)

$3M Equity Raise
Two Tranche of
Non-Brokered Private
Placement

October 15, 2020　　　　　**October 29, 2020**　　　　　**November 9, 2020**　　　　　**December 24, 2020**

January 8, 2021

We're building **momentum!**

Video-Based Social Media Campaign to Spotlight Influencers at the 2021 NCAA Men's Basketball Championships

OTCQB Listing and DTC Eligibility for USA as "DGTHF"

Q2 Financials (+79% Revenue vs. Q2 2019)

New Top Digital Sports Entertainment and Gaming Brand Client

DRAFT KINGS

January 28, 2021

February 1, 2021

February 8, 2021

Capital Structure

DGTL Holdings Inc. (DGTL.V)
TSXV - TSXV Real Time Price. Currency in CAD

0.7900   0.0100 (1.25%)

yahoo!finance

Issued & Outstanding	36,408,905
Options	3,206,000
B-Warrants	291,375
Class A Convertible Preferred Shares	7,187,994
Fully Diluted	47,094,274
Escrow Shares*	11,402,656

Data as of March 15th 2021

* Comprised of: (i) 7,650,000 Common Shares subject to a CPC Escrow Agreement; (ii) 1,643,402 Preferred Shares subject
to a TSXV Tier 2 Value Security Escrow Agreement; and (iii) 2,109,254 Preferred Shares held by non-principals of the
Company subject to a seed share resale restrictions.

Market Comparisons

Company	Price	Symbol	Market Capital	Revenue (LTM)	EBITDA (LTM)	Revenue (LQ)	TEV/Rev (LQA)
			MILLIONS ($CAD)				
EQ Inc.	1.82	TSXV.EQ	122.4	9.6	(1.7)	2.9	10.3
MDF commerce inc.	16.76	TSX.MDF	383.3	78.3	(2.8)	20.8	4.8
IZEA Worldwide,inc.	6.21	Nasdaq.IZEA	337.9	22.7	(6.0)	5.2	14.5
The TradeDesk, Inc.	1,092.44	TSX.TTD	51,305.8	935.3	143.2	276.1	46.2
AcuityAds Holding Inc.	26.07	TSX.AT	1,394.6	108.4	6.2	26.1	13.4
DGTL Holdings Inc.	0.68	TSXV.DGTL	23.8	2.9	–	1.3	5.4

As of January 30th, 2021

Investor Highlights

Focused on building long-term shareholder value

✔ Efficient capital structure	35M shares I/O
✔ Clean balance sheet for new M&A	$0 debt, +$1.5M USD cash
✔ Hashoff fully commercialized	Tracking $5M USD (ARR)
✔ Bluechip anchor customers	AB-InBev, Dunkin Brands, etc.
✔ Proven senior executive team	+$1B USD in career media sales
✔ M&A of disruptive IP with ARR	Social, Mobile, Gaming and Streaming
✔ Pipeline of undervalued assets	Fully commercialized enterprise SaaS
✔ Accelerating Revenue Growth	Hashoff with a $8M USD ARR target x 2023*

*Definitive Agreement Terms

Key Financials

+75%

Avg. Quarterly
Revenue Growth
Q1/2 2020 (2)

Revenue Model

- Monthly SaaS licensing fees (MRR)
- Transaction fees per activation

Revenue Growth

#HASHOFF to achieve $8.0M USD in annual revenue to receive 100% of acquisition payouts (1)

(1) Definitive Agreement with Hashoff

(2) Vs. same quarters in FYE 2020
DGTL Reports on Q1 Financials
DGTL Reports on Q2 Financials

Q1 Financials (Ending Aug. 31, 2021)

// FIRST QUARTER POST ACQUISITION

+83% Revenue
$1,162,469 in quarterly revenue

Q2 Financials (Ending Nov. 30, 2021)

// SECOND QUARTER POST ACQUISITION

+70% Revenue
$1,253,000 in quarterly revenue

* Q1/Q2 2020 FYE – YoY for same quarters in 2019

Tech SPAC Boom

With a focus on niche high margin SaaS companies, DGTL is establishing itself as a vehicle for investors to invest in high potential Adtech sub-categories.

SPACDex: Return Compared to S&P 500

2X In the past 8 months, SPACs have generated more than twice as much the returns of the S&P 500.

$73B USD In 2020, 248 SPACs have raised $83 billion USD – with enterprise SaaS as a top category.

What's behind this year's boom in climate tech SPACs? | TechCrunch
SPAC IPO Transactions Statistics - by SPACInsider

Safe Harbour

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