

The background of the slide features a large, blue, 3D logo for 'Urban Immersive' mounted on a wall. The logo is composed of thick, blue letters. Above the logo, there are several horizontal blue bars of varying lengths, creating a modern architectural look. The lighting is bright, casting shadows on the wall.

- INVESTOR PRESENTATION -

(TSX-V: UI.V)

November 21, 2017

A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in the Provinces of British Columbia, Ontario and Québec. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued.

This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially the risk factors relating to the securities offered, before making an investment decision.

Disclaimer & Forward-Looking Statements

This Presentation does not constitute or form part of any offer for sale or solicitation of any offer to buy or subscribe for any securities nor shall it or any part of it form the basis of or be relied on in connection with, or act as any inducement to enter into, any contract or commitment whatsoever. Recipients of this Presentation who are considering acquiring securities of Urbanimmersive Inc. (the "Company") are reminded that any such purchase or subscription must not be made on the basis of the information contained in this Presentation but are referred to the entire body of publicly disclosed information regarding the Company. The information contained in this Presentation does not purport to be all-inclusive or to contain all the information that an investor may desire to have in evaluating whether or not to make an investment in the Company. The information is qualified entirely by reference to the Company's publicly disclosed information. This Presentation is being supplied to you solely for your information and may not be reproduced, further distributed or published in whole or in part by any other person. The Company's Common Shares have not been registered under the U.S. Securities Act of 1933, as amended. In furnishing this Presentation, the Company does not undertake or agree to any obligation to provide the attendees with access to any additional information or to update this Presentation or to correct any inaccuracies in, or omissions from, this Presentation that may become apparent. The information and opinions contained in this Presentation are provided as at the date of this Presentation. The contents of this Presentation are not to be construed as legal, financial or tax advice. Each prospective investor should contact his, her or its own legal adviser, independent financial adviser or tax adviser for legal, financial or tax advice. Section 130.1 of the Securities Act (Ontario) provides that every purchaser of securities pursuant to an offering memorandum shall have a statutory right of action for damages or rescission against the issuer and any selling security holder in the event that the offering memorandum contains a misrepresentation. A purchaser who purchases securities offered by the offering memorandum during the period of distribution has, without regard to whether the purchaser relied upon the misrepresentation, a right of action for damages or, alternatively, while still the owner of the securities, for rescission against the issuer and any selling security holder provided that: if the purchaser exercises its right of rescission, it shall cease to have a right of action for damages as against the issuer and the selling security holders, if any; the issuer and the selling security holders, if any, will not be liable if they prove that the purchaser purchased the securities with knowledge of the misrepresentation; the issuer and the selling security holders, if any, will not be liable for all or any portion of damages that it proves do not represent the depreciation in value of the securities as a result of the misrepresentation relied upon; and in no case shall the amount recoverable exceed the price at which the securities were offered. Section 138 of the Securities Act (Ontario) provides that no action shall be commenced to enforce these rights more than: (a) in the case of an action for rescission, 180 days after the date of the transaction that gave rise to the cause of action; or (b) in the case of an action for damages, the earlier of: 180 days after the date that the purchaser first had knowledge of the facts giving rise to the cause of action; or three years after the date of the transaction that gave rise to the cause of action.

Certain statements in this Presentation are forward-looking statements or information. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as "may", "is expected to", "anticipates", "estimates", "intends", "plans", "projection", "could", "vision", "goals", "objective" and "outlook") are not historical facts and may be forward-looking and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements. By their nature, forward-looking statements involve numerous assumptions, inherent risks and uncertainties, both general and specific, which contribute to the possibility that the predicted outcomes may not occur or may be delayed. The risks, uncertainties and other factors, many of which are beyond the control of the Company, that could influence actual results include, but are not limited to: history of operating losses; limited operating history; substantial capital requirements and liquidity; changes in technological trends; failure to manage growth; civil suits; intellectual property protection and infringement risks; competition; reliance on management and dependence on key personnel; failure to maintain relationships with channel partners and licensees; enforcement of legal rights; limited number of channel partners; changes in economic conditions; revenue concentration; failure to integrate acquisitions; fluctuation in currency exchange rates; services and products failure; completion of the transaction; dilution to shareholders; volatility of market price; limited market for the Common Shares; dependence on subsidiaries and other factors beyond the control of the Company. Further, unless otherwise noted, any forward-looking statement speaks only as of the date of this Presentation, and, except as required by applicable law, the Company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible for management to predict all such factors and to assess in advance the impact of each such factor on the business of the Company, or the extent to which any factor or combination of factors may cause actual results to differ materially from those contained in any forward-looking statement.

CORPORATE HIGHLIGHTS



Exchange	TSX.V
Symbol	UI
Shares Outstanding (NOV. 21 2017)	52,116,221
Market Capitalization (NOV. 21 2017)	\$5,732,784
Shares Price (NOV. 21 2017)	\$0.12
Stock Options (Employee & Consultant)	4,143,000
Warrants	10,391,597
Fully Diluted	69,650,818
Staff	9
Year End	SEPT 30
Insider Ownership	27%
Auditor	Raymond Chabot Grant Thornton

- Real estate advertising industry
- Large Market Opportunity
- Proof of concept done
- First mover advantage
- Technology ready & scalable
- Organic & strategic growth approach
- Growing community of content providers
- Strong board of directors with deep knowledge of real estate and advertising industry
- Proprietary content

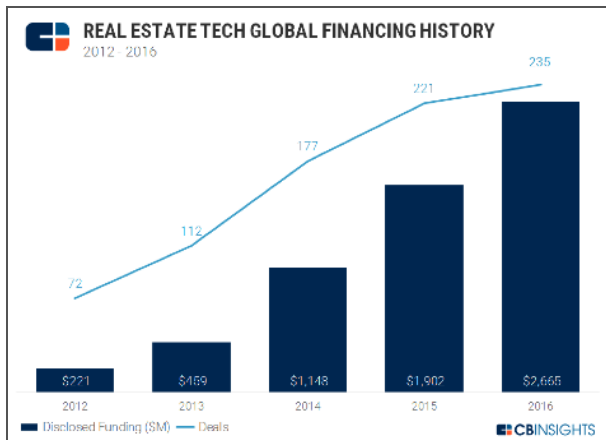
The real estate industry is changing

« New generation of real estate agents, new competing business models, new technologies »

AGENTS
1.2M(US)

REVENUE
\$122.5BN

ADS SPENDING
\$32.0BN

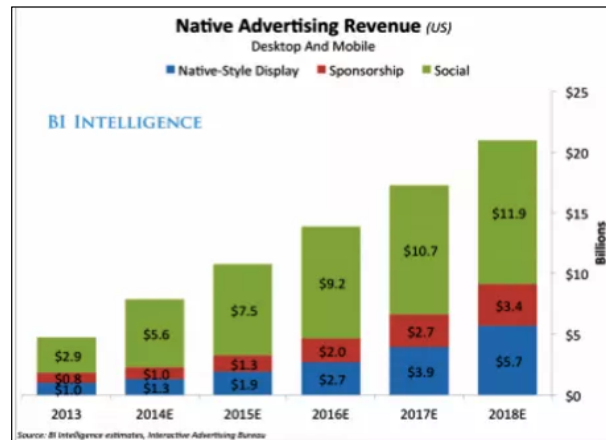


Sources <https://www.cbinsights.com/blog/real-estate-tech-startup-funding/>

The digital advertising industry also...

« Total digital ad spending in 2017 will equal \$77.37 billion, or 38.4% of total ad spending. » – eMarketer

According to a Business Insider (BI) headline, native ads will drive 74% of all ad revenue by 2021.

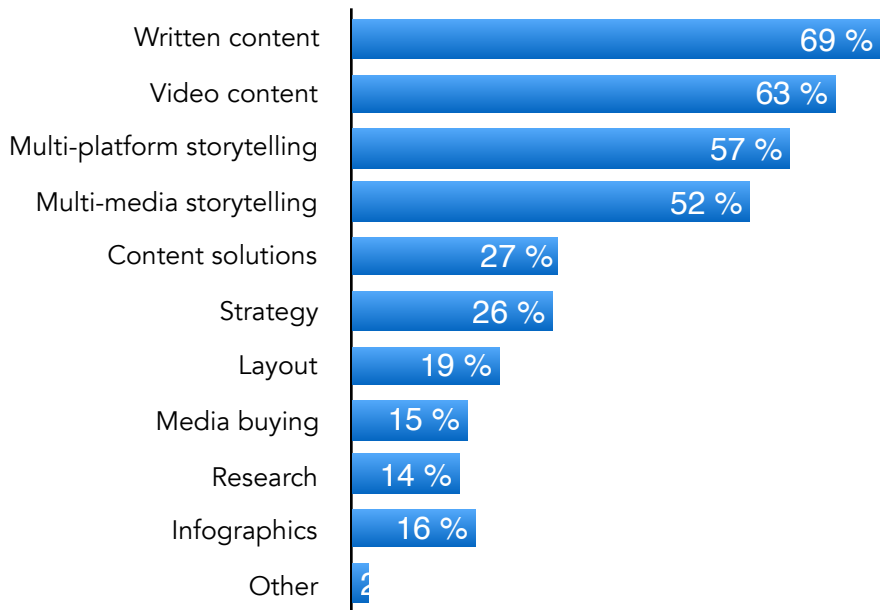


Source: BI Intelligence estimates, Interactive Advertising Bureau

<https://nativeadvertisinginstitute.com/blog/native-advertising-trends-2017/>

MARKET OPPORTUNITY

Most significant native advertising opportunities*



Real estate native advertising marketing will be a huge repeat business...



*References: <https://nativeadvertisinginstitute.com/blog/native-advertising-trends-2017/> and https://www.huffingtonpost.com/chad-pollitt/2016-native-advertising-t_1_b_10570340.html

WHAT WE DO

Urbanimmersive is a real estate content marketing platform where photographers work in teams with professional writers

We provide highly sharable native advertising storytelling content about houses for sale



Agents promote native advertising blog content their web sites and on social media to:

- increase brand awareness
- generate leads
- build lasting results



LinkedIn



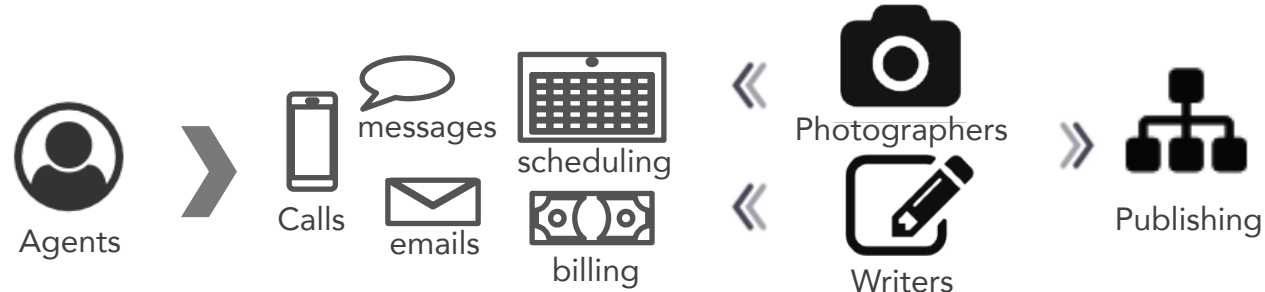
YouTube



NATIVE AD BLOG CONTENT STORYTELLING PRODUCTION

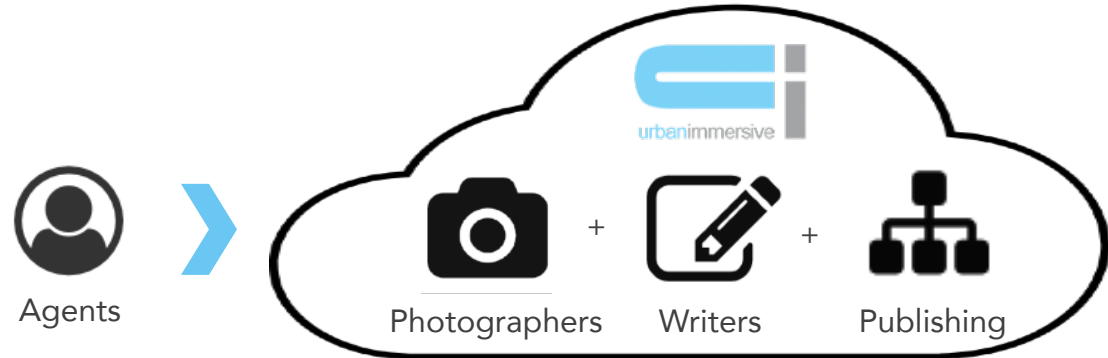
AS IT IS TODAY

- Time consuming
- Costly
- Potential copyrights issues



UI'S VALUE PROPOSITION

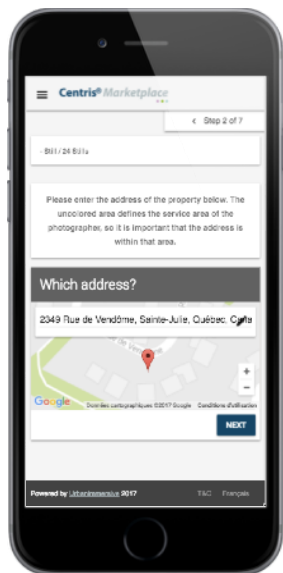
- Better productivity
- Savings
- Copyrights compliance



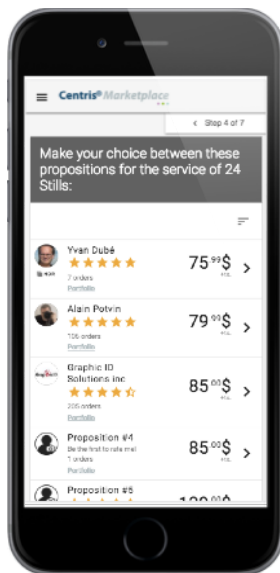
CONTENT ORDERING PROCESS

1

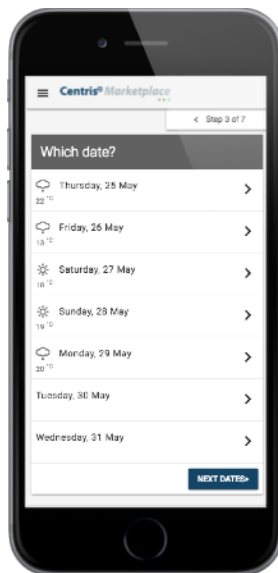
Our platform is offering a marketplace of visual content providers with a step-by-step user-friendly ordering system.



Property's address



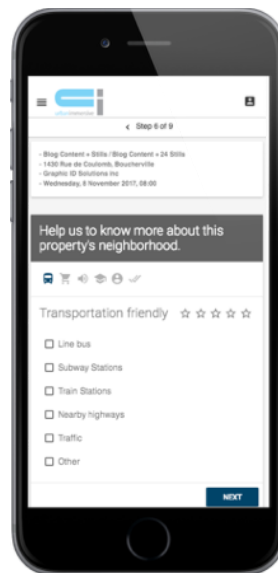
List of providers for this location



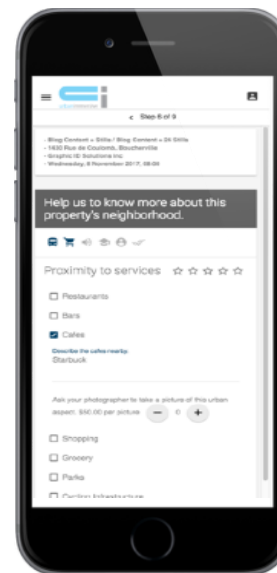
Real-time availability

2

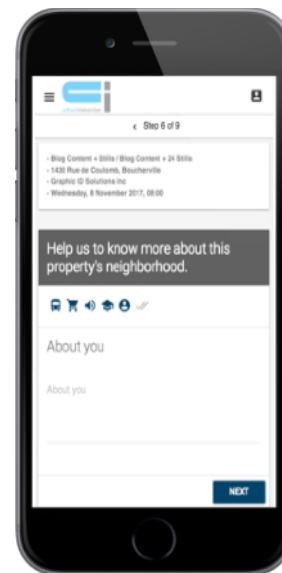
Our ordering process allows to capture property insight location characteristics. **Information captured is saved and can be re-used by UI**



Transportation



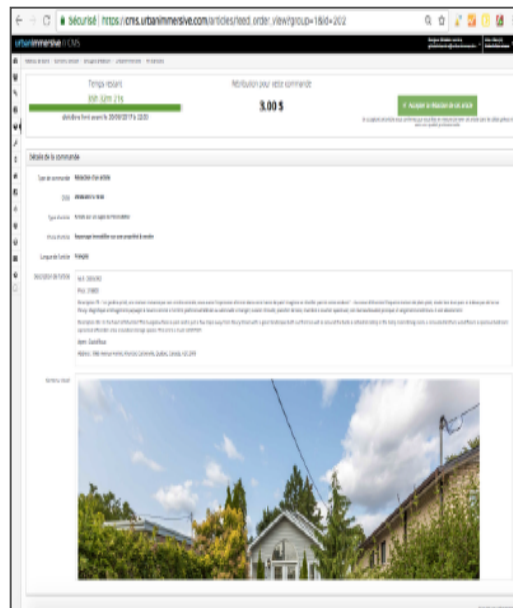
Services, education lifestyle...



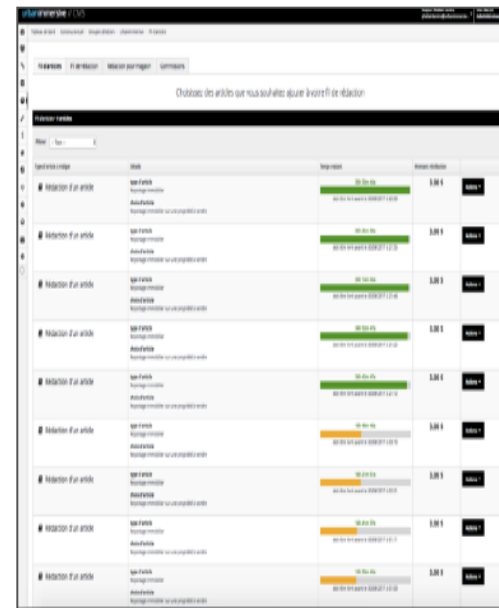
About the agents...

POST-PRODUCTION

- Highly effective written content post-production
- Writers & proofreaders growing community
- Economy of scale



Data aggregation about the property & neighbourhood.



The screenshot shows a web browser displaying the Urban Immersive website. The URL is <https://cms.urbanimmersive.com/articles/real-estate/rentgroup=1804-2022>. The page features a table with columns for 'Nom', 'Type', 'Langue', 'Disponibilité', 'Taux horaire', and 'Statut'. The table lists several freelance writers and their availability. The table has 6 columns: Nom, Type, Langue, Disponibilité, Taux horaire, and Statut. There are 10 rows of data.

Nom	Type	Langue	Disponibilité	Taux horaire	Statut
Freelanceur 1	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 2	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 3	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 4	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 5	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 6	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 7	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 8	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 9	Freelanceur	Anglais	Disponible	30 \$/h	Actif
Freelanceur 10	Freelanceur	Anglais	Disponible	30 \$/h	Actif

Freelancer writers list of available jobs

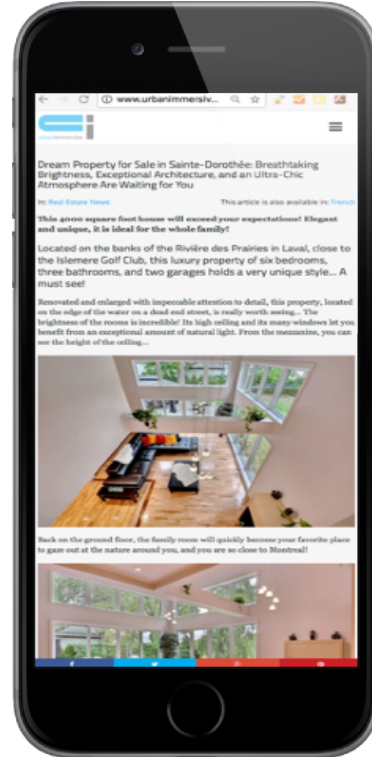


UI's certified writers & proofreaders

VALUE PROPOSITION: IN ONE SINGLE TRANSACTION



Photographs



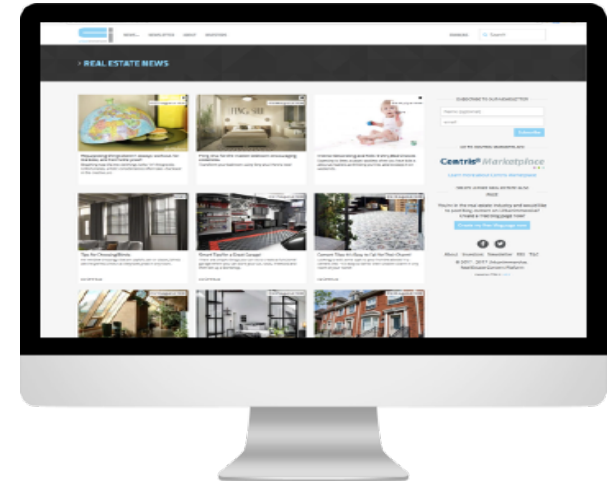
Native Ad Blog Storytelling Content



Distribution on Social Media



Automated Property Web Site



Visibility on Urbanimmersive news portal

1

Digital Advertising



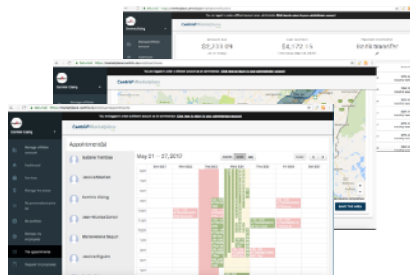
PHOTOGRAPHER FREEMIUM VERSION

Full feature visual content business management software



- Freemium users become UI blog content reseller (VAR)

Inside Sale Process



PHOTOGRAPHERS AFFILIATE PARTNERS

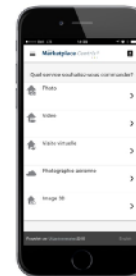
Convert selected Freemium users to Affiliate Partners



- We invoice 100% of their visual content business + % commission on each transactions

2

Digital advertising & Co-Marketing



UI's CONTENT MARKETING MARKETPLACE

UI offers co-marketing programs with real estate organizations against revenue sharing

**UI takes a % commission on each transaction originated from its platform*

VISUAL CONTENT TRANSACTION ONLY

When transactions originate from affiliate partners



- Photographers set their services prices
- Commission fee on visual content transaction

Transaction example

100 \$ Invoice

93 \$ Photograph

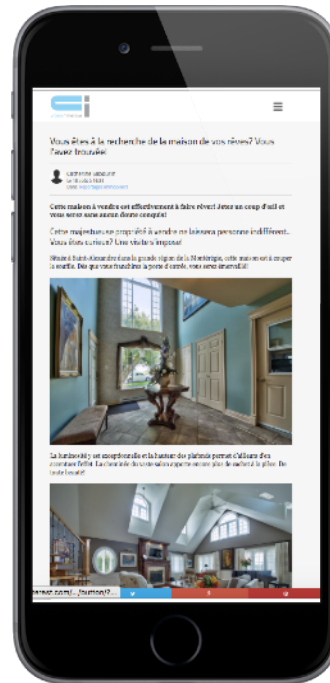
7 \$ Gross profit

7 % Gross Margin

*Marketplace commission is 20% while affiliates is an average of 5%

NATIVE AD BLOG CONTENT TRANSACTION

When transaction originates from urbanimmersive's platform and co-marketing marketplaces



- Photographers set their services prices
- Commission fee on visual content transaction
- Mark up on written content service

Transaction example

145 \$ Invoice

80 \$ Photograph

10 \$ Writer

55 \$ Gross profit

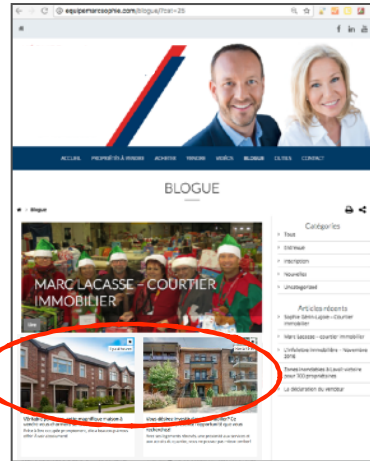
38 % Gross Margin

CONTENT MONETIZATION MONTHLY RECURRING REVENUES

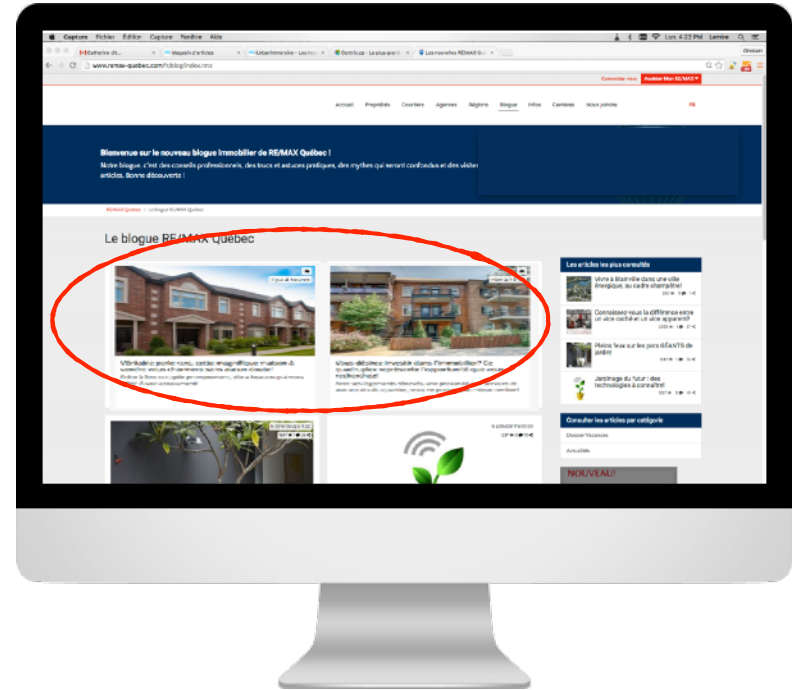
Licensing copyrights for publishing their blog content on their business web site domain names « URLs »

- increase brand search engine visibility
- increase time spent on site with the brand

UI provides its **API (Application Programming Interface)** & a **CMS (Content Management Solution)** allowing automated content syndication with every web site vendors



Agent web site example

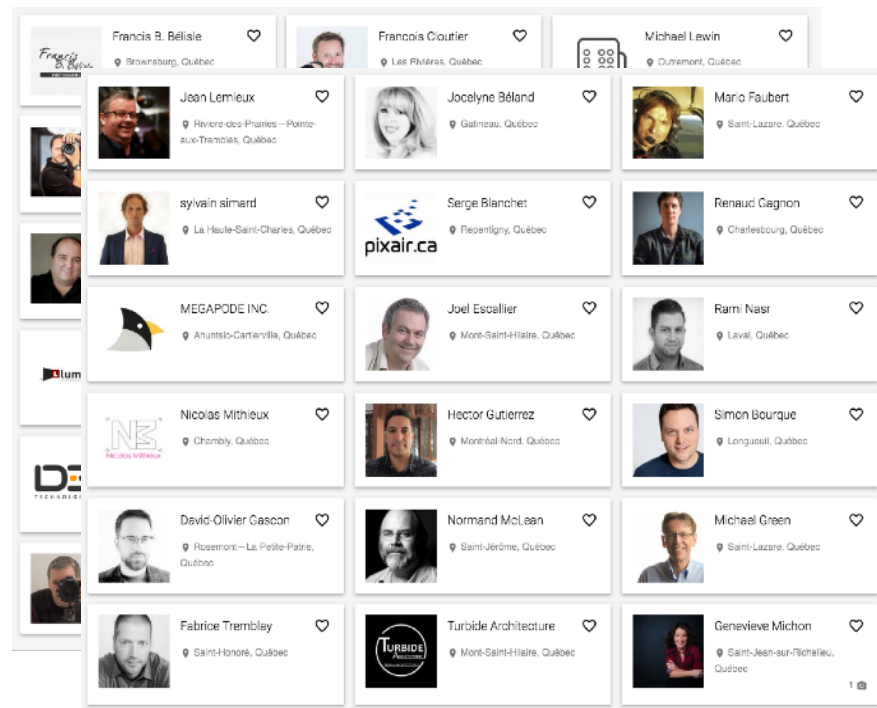
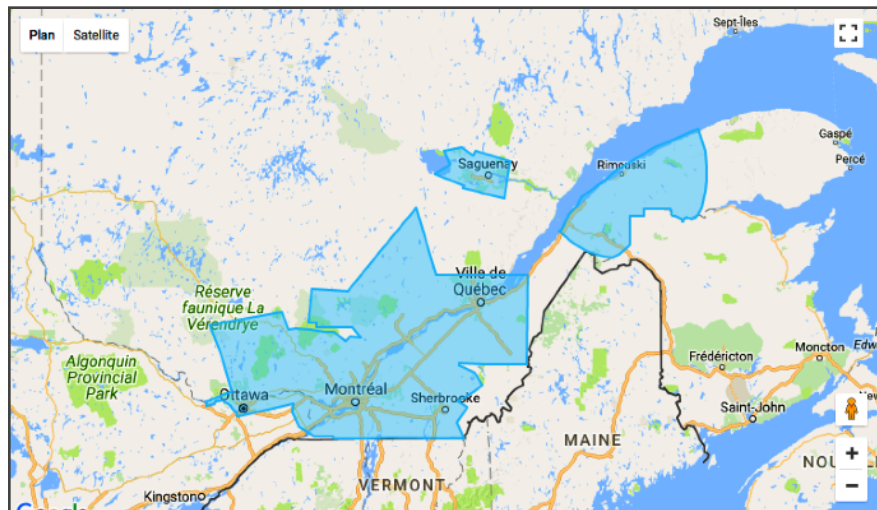


Banner's portal fictive example

ACHIEVEMENTS (PHOTOGRAPHER FREEMIUM VERSION)

Service coverage

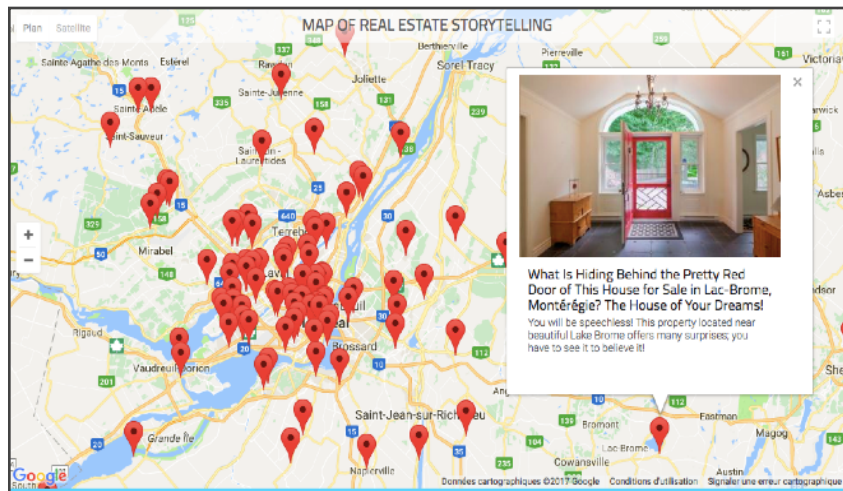
- Launched in March 2017, focus has been on Quebec province
- In less than 8 months, UI's platform has covered all major cities in the province of Quebec with several active visual content providers
- The platform is now ready to scale outside Quebec



ACHIEVEMENTS (NATIVE AD BLOG STORYTELLING CONTENT)

Blog Content Storytelling

- Our platform already generates orders for native ad storytelling content about houses for sale



Blog Content Management System (CMS)

- Our content management system (CMS) is used by the 2 largest real estate brokerage portals in Quebec



ID-3, A Leading Quebec Real Estate Provider With Annual Recurring Revenues of \$1 Million Selects Urbanimmersive's Marketplace for All Customer Transactions

Urbanimmersive Adds two Affiliates Photographers in Quebec, a First Photographers Agency From Toronto and Launches a New Imaging Solution

Urbanimmersive Adds Three New Affiliate Vendors to its Platform for All Customer Transactions

Architectural 3D Imagery Studio UBICA Selects Urbanimmersive Platform for all Customer Transactions

Photography studio PhotoPano360 selects Urbanimmersive Marketplace for all real estate customer transactions

Leading Aerial Photography Agency Drone Studio Selects Urbanimmersive Marketplace for all Customer Transactions

Leading Real Estate Photography Agency GraphicID Selects Urbanimmersive's Marketplace for All Customer Transactions

Urbanimmersive Announces the Signing of an Agreement with Centris(R)

Urbanimmersive Announces the Signature of a Strategic Partnership Agreement With International Real Estate Solution Provider IMMO SQUARE

Voyou Communication Marketing Agency Selects Urbanimmersive Content Marketing Marketplace

NIVII Marketing Agency Selects Urbanimmersive Content Marketing Solution

Images & Mots Marketing Agency Selects Urbanimmersive Real Estate Marketing Content Platform

Urbanimmersive Announces the Signing of a Memorandum of Understanding With RESAAS



Our API enables compatibility and integration with small, medium and large web portals.

Urbanimmersive Announces Launch of New Multilingual Version of its Real Estate Content Marketplace

Urbanimmersive Will Work Directly With Google Digital Strategy Team to Develop Its Real Estate Marketing Content Platform Awareness on the Web

Urbanimmersive Signs Exclusive Distribution Agreement for its 3D Emulator Technologies with DEVUM



Google Cloud Platform

Google Cloud Platform enables stability, security and scalability.

LOOKING FORWARD...


Our platform can be used by other industry:

- local businesses
- public trade companies
- hotel & resorts
- manufacturers
- etc.

We could also provide local businesses with a new native advertising solution to reach targeted real estate audience while increasing storytelling value




Reference: www.urbanimmersive.com



Reference: www.urbanimmersive.com


Tranquille, mais tout aussi ludique!

Rien ne manque à ce quartier; un cinéma et un ciné-parc, des restaurants de tous les types et pour tous les goûts et un centre commercial accessibles par autobus en moins de quinze minutes!



Reference: www.urbanimmersive.com

Nathalie Seney, courtier immobilier de Proprio Direct, se fera un plaisir de vous partager tous les secrets de ce quartier! Pour en savoir plus sur la propriété à vendre, n'hésitez pas à consulter la [fiche détaillée](#) de celle-ci! En voici d'ailleurs quelques photos...



ottawacommunityrealestate.ca/ottawa/real-estate/4343612/

BOARD OF DIRECTORS



Mr. McDonald has been a fund portfolio manager since May 2004. From 1980 to 2004, Mr. McDonald occupied several senior leader positions for a variety of financial institutions as well as biotech and pharmaceutical corporations quoted on the stock exchange, including Nexia Biotechnologies Inc., Labopharm Inc. and BioChem Pharma Inc. Mr. McDonald holds an MBA from the University of Western Ontario and a Bachelor of Arts degree from Bishop's University. He sat at the SENSIO Technologies Inc. board of directors (TSX-V: SIO), a 3D software corporation.



Mr. Plamondon has been acting as finance vice-president and finance chief for EXFO, a telecommunications test equipment manufacturer, since January 1996. He is in charge of accounting, financial governance, the legal department, investor relations and IT services. Before joining EXFO, he was a senior manager at Price Waterhouse, now PricewaterhouseCoopers LLP, from September 1981 to December 1995, in Canada and in France. He holds a Bachelor's degree in Business Administration and an Accounting degree from Laval University in Quebec City. He has been a member of the Canadian Institute of Chartered Accountants since 1983. He has also sat on the board of directors of several non-profit organizations, and is currently a member of the board of directors of the Laval University Foundation.



Mr. Robidoux has been a consultant for several corporations, including Urbanimmersive and Technologies SENSIO Inc., a 3D software corporation. He has set up business plans in the security, consumer electronics, telecommunications, biometrics and residential audio-video sectors and has also been managing an investment portfolio since 2000. Early in his career, he elaborated different communication protocols as engineer and modem technology director for MuxLab Inc. In 1988, he cofounded TRISIGNAL communications, a communications software corporation, and took up the position of technology chief for the company. He holds an Applied Electronics Diploma from Polytechnique Montreal, University of Montreal's Engineering Faculty, which he obtained in 1985.



Mr. Charbonneau serves as CEO of the Greater Montréal Real Estate Board. Under the authority of the Board of Directors, he is responsible for the implementation and execution of the strategic plan and various business plans. He ensures the realization of the organization's objectives of sound financial management in conjunction with nearly 100 employees. He is also the founder and general manager of the Centris® division. Centris® develops and integrates B2B technology solutions offered to more than 13,000 real estate brokers and real estate-related businesses and operates the consumer platform Centris.ca. Mr. Charbonneau is also responsible for business development at Centris®. He studied computer science in college and completed supplementary courses in administration at UQAM and HEC Montréal. He also worked in the field of education and is currently a director of the Collège de l'immobilier du Québec.



Ms. Judith Brosseau acts as Chair of the Board of Directors of L'inis, The National Institute of Image and Sound. She has held the positions of Senior Vice-President, Programming, Communications and Interactive Media for Les Chaînes Télé Astral from 1998 to 2013 and of Director of Strategic Planning for Communications at the Canadian Broadcasting Corporation from 1992 to 1998. Ms. Brosseau acts as an administrator of several companies (Harold Greenberg Fund, Sylvain Émard Danse, Banff World Media Festival Foundation, Y des Femmes de Montréal, Wapikoni mobile) and is a consultant.



Mr. Lemire is a co-founder of Urbanimmersive Inc. ("Urbanimmersive"), the operating wholly owned subsidiary of the Corporation. He has an extensive background as an entrepreneur having founded, operated and sold technology companies in the fields of fleet management and health care. Mr. Lemire has been Chief Executive Officer ("CEO") since its inception on July 1, 2007 (formerly AVU Production Inc.) and serve on the board of directors of Québec Bourse Association and on the TSX-V Regional Advisory Committee. Prior to founding Urban-immersive, Mr. Lemire held a business development position at 3M Canada Health Information System from November 2003 to July 2007.

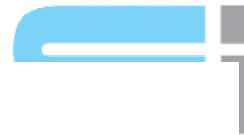
CAPITALIZATION

Outstanding shares, options & warrants

Description	As at November 21, 2017	As at November 21, 2017 Assuming Minimum Offering ⁽¹⁾	As at November 21, 2017 Assuming Maximum Offering ⁽¹⁾
Common Shares	52 116 221	56 116 221	62 116 221
Warrants (\$0,075) Expires Nov. 24th 2017	1 090 000	1 090 000	1 090 000
Warrants (\$0,25) Expires July 20th 2018	9 301 597	13 301 597	19 301 597
Options	4 143 000	4 143 000	4 143 000
Conv. Debt (0%) \$0,12 & \$0,15	3 000 000	3 000 000	3 000 000
Fully Diluted Total	69 650 818	77 650 818	89 650 818

(1) Without giving effect to the issuance of any Common Shares upon the exercise of outstanding stock options or Warrants, or any Warrants, Agent's Warrants or Agent's Unit Warrants issued in connection with the Offering.

TERM SHEET



Issuer	Urbanimmersive Inc. (the « Corporation »)
Offering	Treasury offering of a maximum of 10,000,000 units (the « Units » to be qualified by a short form prospectus, (the « Offering »)
Offering Basis	Commercially reasonable efforts offering by way of short form prospectus.
Agents	Leed Jones Gable (the « Agent »).
Issue Price	\$0.125 per Unit, (the « Issue Price »)
Units	Each Unit will consist of one common share of the Corporation (« Unit Share ») and one common share purchase warrant (« Warrant »). Each Warrant will entitle the holder thereof to acquire a common share (« Warrant Share ») at an exercise price of \$0.25 per Warrant Share at any time prior to 5:00 p.m. (Montreal time) on the date that is 24 months following the closing date of the Offering, subject to acceleration of the expiry date in certain circumstances. Each Warrant will be
Acceleration Clause	The indenture governing the Warrants will provide for an acceleration clause whereby the Corporation may, at any time at least four months after the date of issuance of the Warrants, accelerate the expiry of the Warrants in the event that the volume weighted average price of the Corporation's common shares listed on the TSX-V is equal to or exceeds \$0.30 during 20 consecutive trading days.
Over-Allotment Option	The Company has granted the Agent an option to purchase up to an additional 15% of the Units, at the Issue Price, exercisable in whole or in part at anytime for a period of 30 days after and including the closing date (the "Over-Allotment Option").
Use of Proceeds	The net proceeds of the Offering will be used by the company for among other things, sale & marketing, software development and working capital purposes.
Distribution	The Units will be offered in the provinces of British Columbia, Ontario and Québec through the Agent or its affiliates who are registered to offer the Units for sale in such provinces and such other registered dealers as may be designated by the Agent.
Listing	The Common Shares issued pursuant to the Offering, will be listed on the Toronto Stock Exchange Venture. The Corporation has not applied and does not intend to list the Warrants on any securities exchange.
Eligibility	RRSPs, RRIFs, RESPs, DPSPs and TFSA's.
Commission	The Agent will be paid a cash commission equal to 8% of the gross proceeds of the Units sold under the Offering (including the gross proceeds from any exercise of the Over-Allotment Option).
Broker Options	The Agent will also receive that number of Options equal to 8% of the number of Units sold under the Offering (including the Over- Allotment Option), exercisable to purchase Units for a period of 24 months from the Closing Date, under the same terms as the Offering.
Closing date	On or about December 5, 2017

FOR MORE INFORMATION...



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Fax: (514) 394-7821

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