

INVESTOR PRESENTATION

(TSX-V: UI - OTC: UBMRF)

May 2018

The image shows a large, three-dimensional logo for 'Urban Immersive' mounted on a wall. The word 'Urban' is in a light blue color, while 'Immersive' is in a dark blue or black color. The letters are thick and have a slight shadow cast behind them. Above the logo, there are several long, horizontal, light blue rectangular panels that appear to be part of the building's architecture or lighting fixture. The overall scene is brightly lit, with a strong blue tint.

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CORPORATE HIGHLIGHTS

WHAT WE DO

- Real estate software company
- Provides marketing services

OUR MARKET

- Brokers, agents, property managers (rentals), home builders
- **\$15B / year** (Ads Spending)⁽¹⁾

HOW WE WIN

- **First mover** to market
- Unique **distribution channel**
- **Micro-financing**

THE CORPORATION

- TSX-V: **UI** — OTC-Pink: UBMRF
- Market Cap **\$6.3M** (\$0.10 share - as of May 18, 2018)
- Average volume 200K as of May 18, 2018
- Near profitable
- **249%** organic growth for Q1 2018

ACQUISITION

- Binding **LOI for acquiring Tourbuzz (March 2018)**
 - EBITDA positive post-transaction
 - EV/R Post-Transaction = 2.9x (Market Comps Median = 6.5x)⁽²⁾
 - P/S Post-Transaction = 1.6x (Market Comps Average = 8.7x)⁽²⁾
 - Targeting to be in Top 50 TSX-V fastest growing

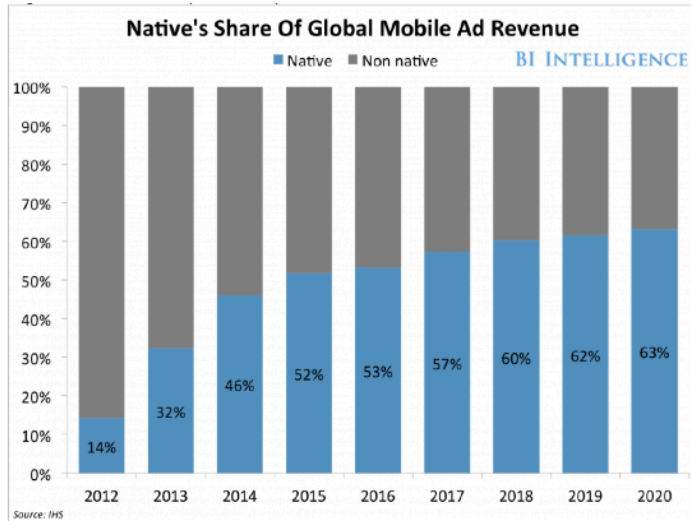
FINANCING

- \$5M - \$7M Convertible debt

⁽¹⁾Borrel Associates 2017 - Cumulative Ads Spending of real estate agents, brokers, home builders and property managers
⁽²⁾ Selected M&A data extracted from 2018 Real Estate Software M&A Snap Shot from publicly available report information on SEG Group web site

ONLINE ADVERTISING MARKET TREND & OPPORTUNITIES

Content marketing (sponsored content) will drive **74% of all ad revenue** by 2021.

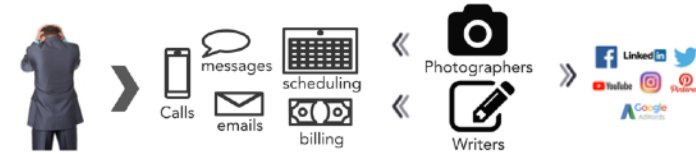


Urbanimmersive is the **first & only real estate content marketing platform** where photographers work in teams with professional writers.

Creating Content Marketing (Blogs)

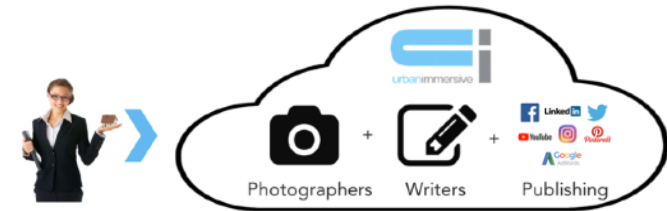
As it is today

- Time consuming
- Costly
- Potential copyright issues



UI's value proposition

- Better productivity
- Savings
- Copyrights compliance

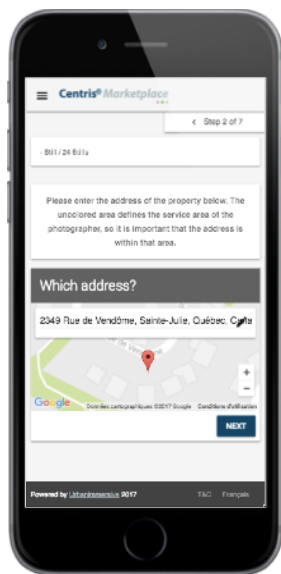


EASY VISUAL & WRITTEN CONTENT ORDERING PROCESS

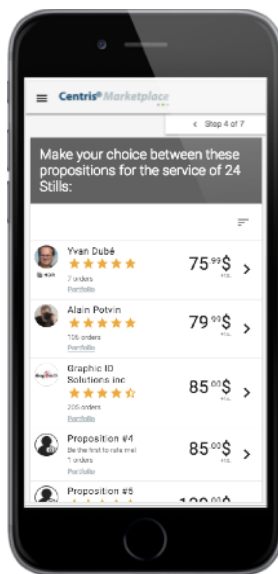


PHOTOGRAPHERS MARKETPLACE

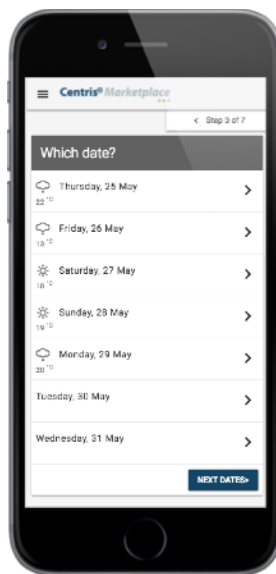
Photographer step-by-step user-friendly ordering system.



Property's address



List of providers for this location

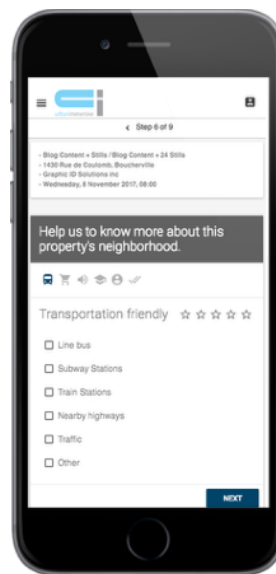


Real-time availability

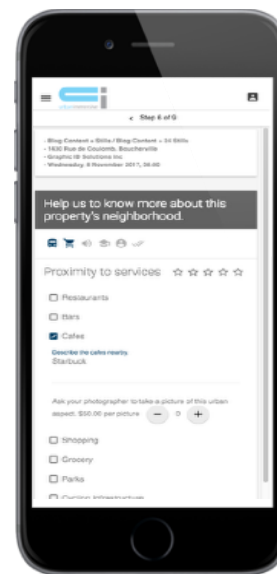


WRITERS MARKETPLACE

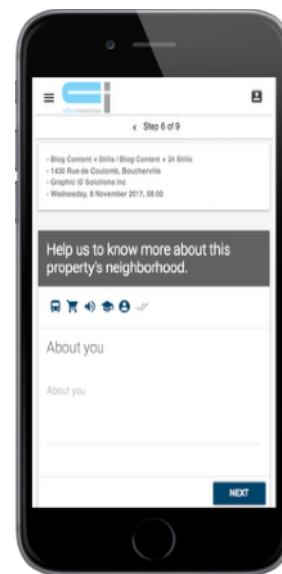
Our ordering process allows to capture property insight location characteristics. **Information is saved and re-used by UI.**



Transportation



Services, education lifestyle...



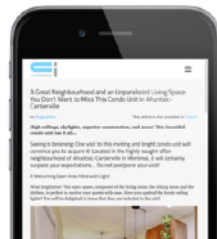
About the agents...

PRODUCTS & SERVICES



Visual Content

- Average transaction value: 125\$*
- 3,7% GM when originated from affiliates*
- 20% GM when originated from UI WebApp*



Property Blog Content

- Average transaction value: 50\$*
- 30% GM*



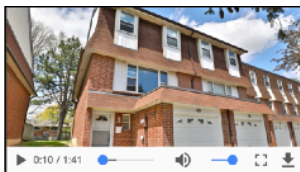
Immersive Property Blog

- Average transaction value: 200\$*
- 35% GM*



Pre-Written Blog Content

- Average transaction value: 150\$*
- 30% GM*



Property Slideshow Video

- Average transaction value: 5\$*
- Mainly purchased by photographers as added value to their services
- 100% GM*



Property Website

- Average transaction value: 7\$*
- Mainly purchased by photographers as added value to their services
- 100% GM*



Full Real Estate Website

- Average monthly transaction value: 50\$*
- Provided by UI's partners
- 12% GM*



One-Click Advertising Campaign

- Average Transaction Value: 50\$*
- 30% GM*

(* Q1 2018 data and anticipated transactions value from new products and services launched during the same quarter. Products & services offering and average values per transaction may vary over time.

DISTRIBUTION CHANNELS



Market Size⁽¹⁾⁽²⁾

- 1.2M Real Estate Agents
 - 500K Home Builders
 - 264K Property Managers
- \$7.2B ads spending/ year
 - \$1.1B ads spending/ year
 - \$6.6B ads spending/ year

Co-Marketing Programs

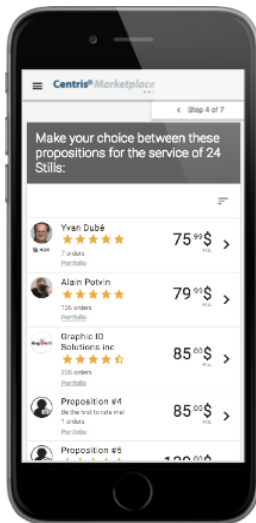
*Examples of targeted real estate brands



*Examples of targeted solution providers



*Except for Centris, brands are presented only as targets partner examples only. Urbanimmersive is not suggesting that it has any forms of business relationship or discussions with those brands. Please refer to disclaimer for more information.



UI's content marketing marketplaces web apps white labelled to MLS, Real Estate Brokerage Brands and Solution Providers

Real Estate Organizations⁽²⁾

- 770 MLS
- 120K Brokerage Offices
- 1000 Solution Providers

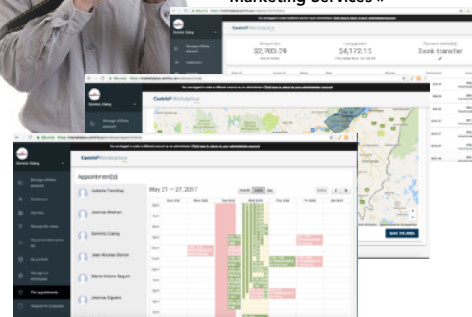
Urbanimmersive is the first & only platform leveraging real estate photographers to reach real estate promoters

Real Estate Photographers Value Added Resellers (VAR)



« Our strategy is based on the idea that photographers represent the cornerstone of the real estate content marketing industry. Therefore, our primary business objective is to on board as many photographers as possible and sell our marketing services through them using a CRM developed by Urbanimmersive for real estate photographers. »

« UI's Photographer CRM Automates Promotion of UI's Content Marketing Services »



Affiliate Photographers

- Urbanimmersive Brand
- UI does the invoice
- % fees / invoice (low margin)

Independant Photographers

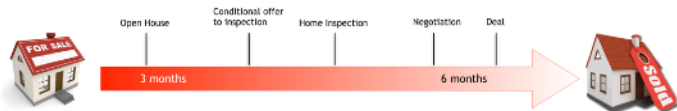
- VAR brand
- VAR does the invoice
- Pay per transaction model

(1) Borrel Associates 2017
(2) NAR & publicly available data - 2016

MICRO-FINANCING THE TRANSACTIONS

Agents & Home Builders reality

- Long sale cycles
- Many upfront expenses
- Loaded & over-used personal credit cards



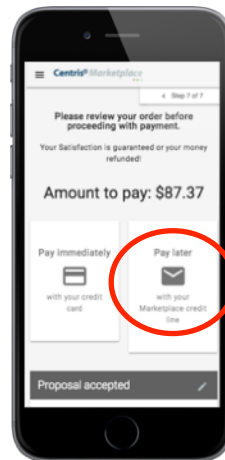
Urbanimmersive Line of Credit

- Attract & retain clients
- Keep users on the platform
- Sources of revenue for Urbanimmersive
- Market differentiator
- Enables affiliates programs

Blockchain Integration Projects

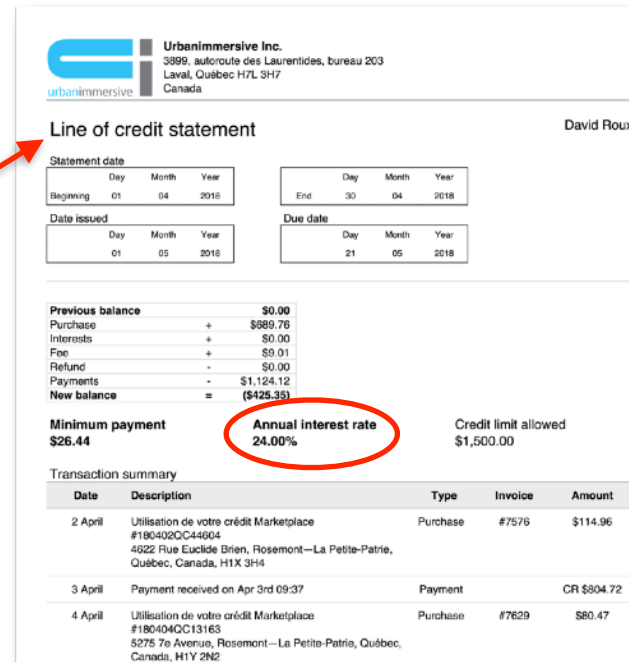
- Decentralized transactions ledgers
- Democratized loan venture partnerships
- Create loans partners competitive environments
- Increase UI's gross margin

Urbanimmersive is the first & only platform offering micro-financing payment facilities



Line of Credit Features

- Backed by FinAccès Capital
- Automated monthly statements
- Automated voice mail reminders
- Support multiple interest rate



Urbanimmersive Inc.
3899, autoroute des Laurentides, bureau 203
Laval, Québec H7L 3H7
Canada

David Roux

Line of credit statement

Statement date

Day	Month	Year
Beginning	01	04 2018

Date issued

Day	Month	Year
01	05	2018

Day Month Year

Day	Month	Year
End	30	04 2018

Due date

Day	Month	Year
21	05	2018

Previous balance \$0.00

Purchase	+\$889.76
Interests	+\$0.00
Fee	+\$9.01
Refund	-\$0.00
Payments	-\$1,124.12
New balance	=\$425.35

Minimum payment \$26.44

Annual interest rate 24.00%

Credit limit allowed \$1,500.00

Transaction summary

Date	Description	Type	Invoice	Amount
2 April	Utilisation de votre crédit Marketplace #180402QC44604 4622 Rue Euclide Brien, Rosemont—La Petite-Patrie, Québec, Canada, H1X 3H4	Purchase	#7576	\$114.96
3 April	Payment received on Apr 3rd 09:37	Payment		CR \$804.72
4 April	Utilisation de votre crédit Marketplace #180404QC13163 5275 7e Avenue, Rosemont—La Petite-Patrie, Québec, Canada, H1Y 2N2	Purchase	#7629	\$80.47

STRONG MARKET ADOPTION AND ORGANIC GROWTH

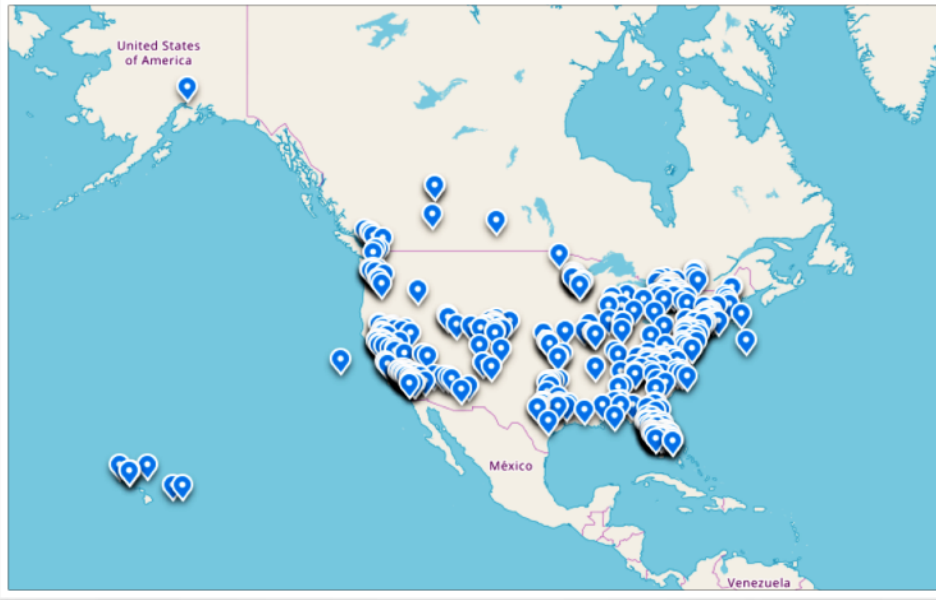


- Service offered in Quebec and Ontario
- 50% of revenue is now coming from Ontario
- Co-marketing programs with QC's MLS Centris
- Multiple distribution affiliation deals
- Growing community of content providers
- **Q1-2018: \$406K revenue / ≈2500 transactions**

BINDING LOI TO ACQUIRE TOURBUZZ

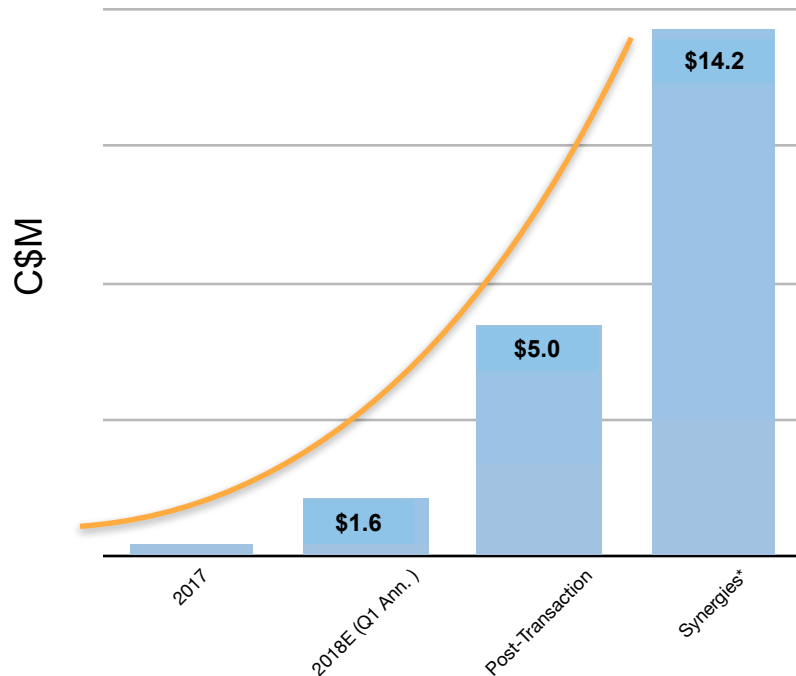


The leading real estate photographer CRM solution in North America



- Based in Atlanta - 21 employees
- Photographer Premium CRM
- **250K transactions / year (Property Landing page)**
- **10M unique visitors**
- **Annual Revenue of \$3.4M (\$CAN)**
- 1,500 photographer clients in North America vs. 50 for Urbanimmersive
- 7% net profit
- 10% to 20% annual historical growth
- Growing in Australia, United Kingdom, Africa

Post-Transaction Revenue Impact*



- EBITDA positive post-transaction
- Cash flow positive with product synergies
- Create the leading and fastest growing real estate content marketing platform in North America
- Distance competitors with the overall market reach and technological solutions.

***Please Refer to Disclaimer & Forward-Looking Statements And**

anticipated synergies are based on management expectations that the actual conversion success rate of independent photographers using Urbanimmersive's platform converting into becoming affiliate partners would be the same throughout Tourbuzz's network of photographers. The synergies are also based on management expectations that new affiliate partners would convert new sales of Urbanimmersive's marketing products and services per photoshoot actually observed in local market in Quebec and Ontario. There is no assurance, and the Corporation in no way guarantees, that those synergies and revenue will be achieved.

Those projections are forward-looking information based on what management believes are reasonable assumptions and expectations. 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. See "Disclaimer and Forward-Looking Statements."

ACQUISITION



ACQUISITION TERMS & CONDITIONS

- Acquisition of **100%** of Tourbuzz shares, clients and software
 - Tourbuzz has no cash, no debt,
- Consideration **US \$3.5M cash - no share**
- Other conditions
 - Non-competition agreements for both founders Paul Rodman & Alan Pinstein
 - New three-year employment contract to be entered into with Alan Pinstein

ANTICIPATED CLOSING DATE

- End of June 2018

PLAN

- **Replace** aged Tourbuzz photographer software
 - Database importation (no software integration needed)
- Keep Tourbuzz best in class landing pages
- **Rationalized** Tourbuzz R&D team

CONSULTANTS

- Stikeman Elliot - legal matters
- Raymond Chabot Grant Thornton - accounting



Stikeman Elliott

BLUE SKY - LOOKING FORWARD...

Building a highly profiled real estate consumer products and services sponsored content distribution network using property landing pages.

- 265K Property landing pages / year
- 10M unique visitors
 - Profiled real estate audience
 - Highly contextual
 - Brand associations
 - Narrow marketing



We will provide national brand advertisers & local businesses a sponsored native content distribution network, thanks to our centralized blog system integrated into each property landing pages.



Real Estate Consumers Brands Examples

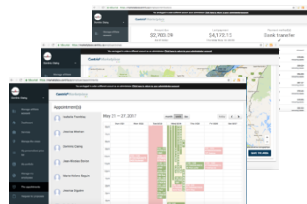
Brands are presented only as targets partner examples only. Urbanimmersive is not suggesting that it has any forms of business relationship or discussions with those brands. Please refer to disclaimer for more information.

REAL ESTATE PUBLISHERS

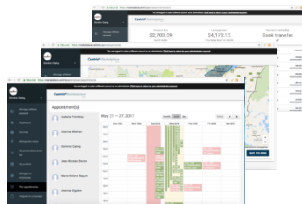
MAP OF URBANIMMERSIVE CLOUD-BASED PLATFORM



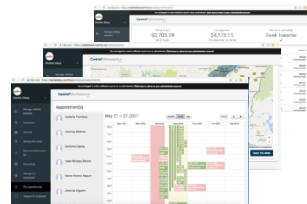
UI'S CMS CLIENT PORTALS



FREEMIUM PHOTOGRAPHER



PREMIUM PHOTOGRAPHER



AFFILIATE PHOTOGRAPHER

ADVERTISERS



SPONSORED CONTENT DISTRIBUTION and/or



SPONSORED MORTGAGE CALCULATOR

TRANSACTION OUTPUTS



FREEMIUM LANDING PAGE



PREMIUM PROPERTY PAGE



PREMIUM OR FREEMIUM PROPERTY PAGE

UI'S UPSELL OPTIONS



REAL ESTATE BLOG CONTENT



PROPERTY BLOG CONTENT



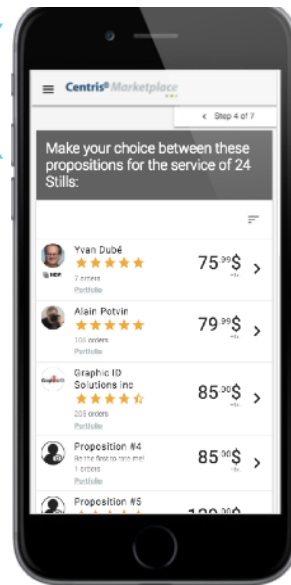
IMMERSIVE PROPERTY BLOG CONTENT



ONE CLICK ADVERTISING



REAL ESTATE WEB SITE



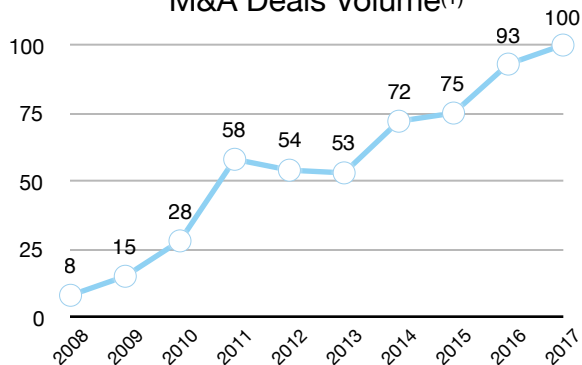
UNIFIED MARKETING CONTENT PROVIDERS ORDERING SYSTEM

REAL ESTATE SOFTWARE VALUATIONS

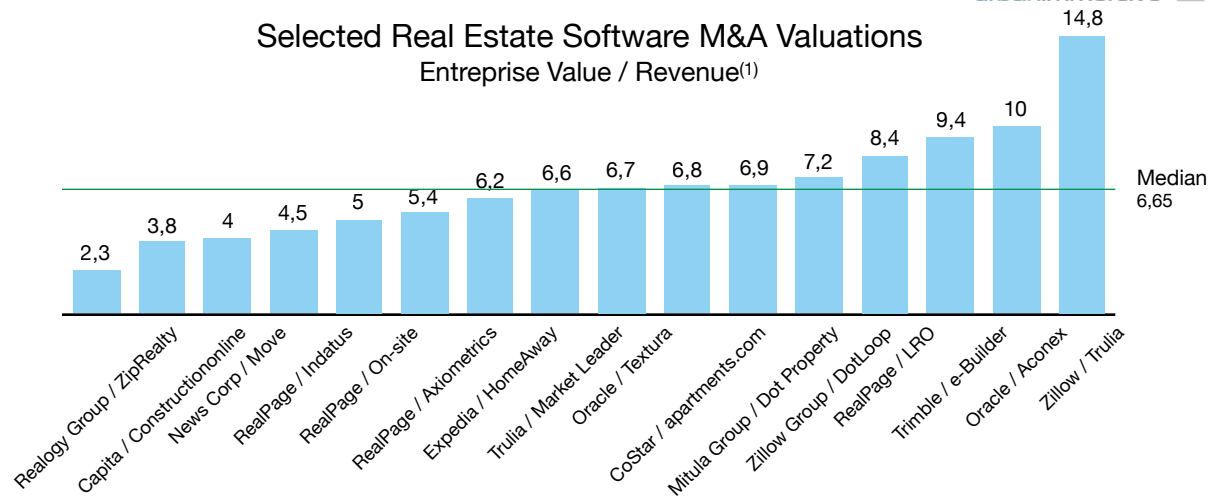
Urbanimmersive EV/Revenue

EV/Revenue as of now (2017 Rev Comp)	11,7
EV/Revenue 2018 (Q1 2018 Ann. Scenario)	3,7
EV/Revenue post transaction ⁽²⁾ (assuming maximum placement)	2,9

Real Estate Software M&A Deals Volume⁽¹⁾



Selected Real Estate Software M&A Valuations Enterprise Value / Revenue⁽¹⁾









Selected Real Estate Software Buyers in 2017⁽¹⁾



(1) Selected M&A data extracted from 2018 Real Estate Software M&A Snap Shot from publicly available report information on SEG Group web site

(2) Please Refer to Disclaimer & Forward-Looking Statements

PUBLIC COMPANY VALUATIONS⁽¹⁾

	Symbol	MarketCap	LTM Rev	LTM Growth	P/S	EV/ Rev
	CLGX	\$4B	\$1.8B	-5.2%	2.2	2.9
	RP	\$4.5B	\$671M	18%	7.5	7.4
	Z	\$9.5B	\$1.1B	27%	8.6	8.4
	APPF	\$1.6B	\$143M	36%	10.7	9.2
	CSGP	\$13.4B	\$965M	15%	14.9	11.8
<hr/>						
	UI.V - Now May 18, 2018	\$6.3M	\$0.5M	-	12.6	11.7
	UI.V - Post	\$6.3M	\$3.9M		1.6	2.9

(1) Selected M&A data extracted from 2018 Real Estate Software M&A Snap Shot from publicly available report information on SEG Group web site

URBANIMMERSIVE SHARES



Outstanding shares, options & warrants

Options \$0,08	1 525 000	
Options \$0,125	795 000	
Options \$0,15	100 000	
Options \$0,16	1 862 500	
Options \$0,17	125 000	
Options \$0,20	1 032 500	
Conv. Deb (0%) \$0,12 & \$0,15		3 000 000
Warrants (\$0,25) - July 2018		9 301 597
Warrants (\$0,25) - Dec. 2019		12 420 000
Total	5 440 000	24 721 597

Shareholder Concentration

TOP FOUNDERS & DIRECTORS	Shares Held	% Owned of Shares Outstanding
McDonald James (Chairman of the board)	5 872 227	9,17 %
Lemire Ghislain (CEO)	2 936 960	4,58 %
Martin Thibault (COO)	839 993	1,31 %
Alexandre Henry-Lebel (CTO)	281 684	0,44 %
TOP FUND HOLDER		
Fidelity Investment	8 200 104	12,80 %
HOLDERS		
Institutional*	8 200 104	12,80 %
Founders & Directors	9 930 864	15,50 %
Known Public Holders	13 553 150	21,16 %
Public	32 372 103	50,54 %
TOTAL	64 056 221	

CAPITALIZATION

Outstanding shares, options & warrants

Description	As at May 1, 2018	As at June 30, 2018 Assuming Minimum Placement ⁽¹⁾⁽²⁾	As at June 30, 2018 Assuming Maximum Placement ⁽¹⁾⁽²⁾
Common Shares	64 056 221	64 056 221	64 056 221
Warrants (\$0,25) Expires July 20th 2018	9 301 597	9 301 597	9 301 597
Warrants (\$0,25) Expires Dec. 20th 2019	12 420 000	12 420 000	12 420 000
Warrants (\$0,25) Expires June 2022		5 750 000	8 050 000
Options	5 440 000	5 440 000	5 440 000
Conv. Debt (0%) \$0,12 & \$0,15	3 000 000	0	0
Conv. Debt (10%) \$0,15		33 333 333	46 666 667
Fully Diluted Total	94 217 818	130 301 151	145 934 485

(1) Without giving effect to the issuance of any Common Shares upon the conversion of the convertible debentures or the exercise of outstanding stock options or Warrants, or any Warrants, of Warrants and Agent's warrants issued in connection with the Private Placement.

(2) Assuming the exercise of over-allotment

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. Grou has more than 25 years of experience in leading international companies in the technology sector with an impressive proven track record. Prior to joining Urbanimmersive, Mr. Grou acted as President and Chief Operating Officer (COO) of Rideau Recognition Inc., a Canadian technology company with nearly 250 employees having offices in Canada and in the US. Before this role, Mr. Grou was CEO and director of 20-20 Technologies Inc., a Québec technology company previously listed on the TSX with nearly 550 employees located in 13 different offices worldwide. During his tenure, Mr. Grou developed and executed a business strategy that increased the company's annual revenue from \$11M to more than \$70M until its acquisition by a private equity firm in 2012.



M. Bédard is the Chief Financial Officer of the public company ATW Tech (AtmanCo Inc., ATW-V) since 2015 which operates in the technology industry, more specifically in the payment solutions and interactive communications. Over the years, Mr. Bédard held various positions including Vice-President Finance of mid-size private company in the environmental service industry as well as senior positions held in large advisory (Deloitte & Touche LLP), accounting (Ernst & Young LLP) and security brokerage (Desjardins Securities Inc.) firms. Mr. Bédard has extensive background in mergers & acquisitions, financing/treasury, accounting/audit, equity capital markets and business development within an international context. Mr. Bédard is a Chartered Professional Accountant (CPA, CA, Laval University) since 1995, a Chartered Financial Advisor (CFA) and holds an MBA from McGill University. Along with his participation on the Board of Directors of ATW Tech, Mr. Bédard served on the Board of Directors of the Quebec chapter of the MBA association.



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 Énard 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.

INDICATIVE TERM SHEET



Issuer	Urbanimmersive Inc. (the "Company")
Offering	Private placement of 10.0% secured extendible convertible debentures (the "Debentures") and detachable common share purchase warrants. (each, a "Warrant", and collectively the "Warrants").
Offering Basis	Commercially reasonable efforts.
Agents	Echelon Wealth Partners Inc. (the "Agent").
Issue Price	\$1,000 per Convertible Debenture (the "Issue Price")
Debentures	The Debentures will bear interest at a rate of 10.0% per annum, payable semi-annually, 48 months term
Security	The Debentures shall be secured by way of a first ranking hypothec on all of the Company's assets , except for the financed accounts receivables which shall be subject to a second ranking hypothec.
Conversion	Each Debenture shall be convertible at the option of the holder at a conversion price of \$0.15 per Common Share (the "Conversion Price").
Acceleration Clause	The conversion of the Debentures may be accelerated if the Common Shares are trading at \$0.215 or greater on the TSXV for the 20 consecutive trading days .
Warrants	Subscribers of Debentures will receive a number of Warrants equal to the principal amount of Debentures subscribed by such Subscriber. Each Warrant shall entitle the holder thereof to acquire one Common Share of the Company for a period of 48 months from the date of issuance thereof at a price of \$0.25 per Common Share .
Payment of Interest	On each interest payment date, if the amount of the accrued and unpaid interest exceeds 25% of the cash flows of the Company, the Company may elect, at its option, to satisfy the payment of accrued and unpaid up to the Interest Payment Date by issuing Common Shares of the Company to the holders of Debentures,
Over-Allotment Option	Up to 15% of the number of Debentures and Warrants issued pursuant to the Offering to cover any over-allotments and for market stabilization purposes, exercisable within 30 days of the closing of the Offering.
Redemption	The Debentures may be redeemed, in whole or in part, prior to the Maturity Date.
Anti-Dilution	The Conversion Price will be subject to adjustment in certain dilution events.
Use of Proceeds	The Company will use the proceeds of the Offering to fund the purchase price and expenses related to the Acquisition and for working capital purposes.
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 raised under the Offering (including the gross proceeds from any exercise of the Over-Allotment Option). In addition, the Agent will be granted warrants (the "Broker Warrants") exercisable for a period of 48 months following the Closing Date equal to 6% of the gross proceeds under the Offering divided by \$0.25.
Selling group	The selling group will be entitled to a cash commission of 6% and a warrant grant of 3%
Closing date	The Offering shall close on or about June 13, 2018 (the "Offering Closing Date") or such other date as the Agents and the Company may agree.

FOR MORE INFORMATION...



Ghislain Lemire
CEO | UrbanImmersive

Tel: (514) 394-7820 poste 202
Fax: (514) 394-7821
ghislainlemire@urbanimmersive.com

www.urbanimmersive.com