



TECHNOLOGY / PROGRAMMATIC ADVERTISING

Investor Presentation



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This presentation contains “forward-looking information” within the meaning of applicable Canadian securities laws and (“forward-looking statements”). Forward-looking statements in this presentation include, but are not limited to, statements with respect to: the Company’s strategy, development and commercialization plans and objectives (including target acquisitions including expected acquisition terms, projected milestones and timelines, estimated sales, revenue, margins and EBITDA and cost metrics), the anticipated business, operation and financial performance and condition of the Company, management’s expectation with respect to the success of the Company in its industry, expectations regarding the ability to raise capital, the amount and use of proceeds of financings, market prices, values and other economic indicators and estimated valuation multiples. Forward-looking statements are based on certain material assumptions and analysis made by the Company, and the opinions and estimates of management as of the date such statements are made and they represent management’s best judgment based on facts and assumptions that management considers reasonable in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties.

The material assumptions upon which forward-looking statements in this presentation are based include, among others, assumptions with respect to: the completion of the Acquisition (as defined herein); the completion of the Company’s ongoing private placement offering, commercialization, growth plans and cash flows; the completion of target acquisitions; that all third party regulatory and governmental approvals will be obtained in a timely manner; the demand for the Company’s services; future demand and trends in online advertising in general; the Company’s ability to achieve expected synergies, cost savings and revenue; the Company’s ability to access financing on favorable terms from time to time; the Company’s ability to protect its intellectual property rights and that the Company will not infringe upon the intellectual property rights of others; the Company’s ability to attract and retain clients; the continuation of executive and operating management or the non-disruptive replacement of them on competitive terms; and stable market and general economic conditions. The Company makes no representation that reasonable business people in possession of the same information would reach the same conclusions. Although the Company believes that the assumptions underlying forward-looking statements are reasonable, they may prove to be incorrect and the Company cannot assure that actual results will be consistent with such statements. Given these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements or the information contained in such statements.

Whether actual results, performance or achievements will conform to the Company’s expectations and predictions is subject to a number of known and unknown risks, uncertainties, assumptions and other factors, including the Company’s history of net losses and negative cash flow; the Company’s requirement for additional funding to develop its business; and risks relating to the following: failure to complete target acquisitions on the expected terms or at all; liabilities associated with acquired companies or assets; failure to achieve expected synergies, cost savings, sales, revenue and / or EBITDA; the Company’s failure to economically commercialize its service; failure to protect the Company’s intellectual property rights; litigation, including with respect to intellectual property infringement; the Company’s inability to maintain or improve its competitive position; future demand and trends in online advertising failing to meet the Company’s expectations; the Company’s failure to retain key personnel and hire additional personnel needed to develop its business; the Company’s failure to adequately evaluate its current business and future prospects; and the Company’s business practice reputation being negatively affected by customer or user complaints or negative publicity. These risks, uncertainties, assumptions and other factors could cause the Company’s actual results, performances, achievements and experience to differ materially from the Company’s expectations, future results, performances or achievements expressed or implied by the forward-looking statements. The forward-looking statements contained herein are presented for the purpose of assisting readers in understanding the Company’s expected financial and operating performance and the Company’s plans and objectives, and may not be appropriate for other purposes. You should read this information with the understanding that the Company’s actual future results may be materially different from what it expects. These forward-looking statements are expressly qualified in their entirety by this cautionary statement. The Company disclaims any obligation to update forward-looking statements, except as required by law.



STATUTORY RIGHTS OF ACTION

In certain circumstances, purchasers resident in certain provinces of Canada, are provided with a remedy for rescission or damages, or both, in addition to any other right they may have at law, where an offering memorandum (such as this presentation) and any amendment to it contains a misrepresentation. Where used herein, "misrepresentation" means an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading in light of the circumstances in which it was made. These remedies, or notice with respect to these remedies, must be exercised or delivered, as the case may be, by the purchaser within the time limits prescribed by applicable securities legislation.

The following summary is subject to the express provisions of the applicable securities laws, regulations and rules, and reference is made thereto for the complete text of such provisions. Such provisions may contain limitations and statutory defences not described here on which the Company and other applicable parties may rely. Purchasers should refer to the applicable provisions of the securities legislation of their province for the particulars of these rights or consult with a legal adviser.

The following is a summary of rights of rescission or damages, or both, available to purchasers resident in the province of Ontario, New Brunswick, Nova Scotia and Saskatchewan. If there is a misrepresentation herein and you are a purchaser under securities legislation in Ontario, New Brunswick, Nova Scotia and Saskatchewan you have, without regard to whether you relied upon the misrepresentation, a statutory right of action for damages, or while still the owner of the securities, for rescission against the "Company". This statutory right of action is subject to the following: (a) if you elect to exercise the right of action for rescission, you will have no right of action for damages against the Company; (b) except with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission after 180 days from the date of the transaction that gave rise to the cause of action; (c) no action shall be commenced to enforce a right of action for damages after the earlier of (i) 180 days (with respect to purchasers resident in Ontario) or one year (with respect to purchasers resident in Saskatchewan and New Brunswick) after you first had knowledge of the facts giving rise to the cause of action and (ii) three years (with respect to purchasers resident in Ontario) or six years (with respect to purchasers resident in Saskatchewan and New Brunswick) after the date of the transaction that gave rise to the cause of action; (d) with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission or damages after 120 days from the date on which payment for the securities was made by you; (e) the Company will not be liable if it proves that you purchased the securities with knowledge of the misrepresentation; (f) in the case of an action for damages, the Company will not be liable for all or any portion of the damages that it proves do not represent the depreciation in value of the securities as a result of the misrepresentations; and (g) in no case will the amount recoverable in such action exceed the price at which the securities were sold to you. The foregoing is a summary only and is subject to the express provisions of the Securities Act (Ontario), the Securities Act (New Brunswick), the Securities Act (Nova Scotia) and the Securities Act (Saskatchewan), and the rules, regulations and other instruments thereunder, and reference is made to the complete text of such provisions contained therein. Such provisions may contain limitations and statutory defences on which the Company may rely.

In Manitoba, the Securities Act (Manitoba), in Newfoundland and Labrador the Securities Act (Newfoundland and Labrador), in Prince Edward Island the Securities Act (PEI), in Yukon, the Securities Act (Yukon), in Nunavut, the Securities Act (Nunavut) and in the Northwest Territories, the Securities Act (Northwest Territories) provide a statutory right of action for damages or rescission to purchasers resident in Manitoba, Newfoundland, PEI, Yukon, Nunavut and Northwest Territories respectively, in circumstances where this presentation or an amendment hereto contains a misrepresentation, which rights are similar, but not identical, to the rights available to Ontario purchasers.

The statutory right of action described above is in addition to and without derogation from any other right or remedy at law.

RESALE RESTRICTIONS

The subscription receipts are being offered on a private placement basis in reliance upon prospectus and registration exemptions under applicable securities legislation. Resale of the securities offered hereby will be subject to restrictions under applicable securities legislation.

CAUTIONARY NOTE REGARDING UNITED STATES SECURITIES LAWS

This presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of the Company, in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons," as such term is defined in Regulation S under the U.S. Securities Act, unless an exemption from such registration is available.

CURRENCY

All references to \$ in this presentation are references to Canadian dollars, unless otherwise indicated.



TECHNOLOGY / PROGRAMMATIC ADVERTISING

Three times faster than industry standards*; GLN is a video advertising technology company headquartered in Vancouver, Canada

**GLN decisions on ads in 10 milliseconds. IAB Industry standard is 30 milliseconds.*



GLN at a Glance

WHAT WE DO

GLN is the Nasdaq of programmatic video advertising

- ✓ Run a high-speed exchange “ORA”
- ✓ Used by media buyers AND sellers
- ✓ Access to millions of websites and mobile devices worldwide
- ✓ Proprietary video tech stack, built for cross device video advertising

HOW WE DO IT

High-speed exchange

- ✓ **ORA** delivers an ad in 250 MS and decisions on users in 10 MS, 3 times faster than IAB industry standard
- ✓ Integration at the server level on both sides of the transaction
- ✓ Real-time fees for all successful transactions
- ✓ Scalable model without the need for a mass sales force

GLN ADVANTAGE

We make more money for our clients

- ✓ **Scale** – access to 750 million users across 17 platforms
- ✓ **Efficiency** – 3 times faster than the industry standard
- ✓ **Accuracy** – Uses patent pending machine learning algorithms
- ✓ **Innovation** – mobile compliant, blockchain ready, HTML5 compatible, and AI focused

Massive market opportunity

\$25 Billion Market Size *

Programmatic Video Advertising

\$14 Billion Addressable Market *

Outside of Facebook and Google

Programmatic is ripe for disruption by revolutionary technology backed by a publicly traded company

- Inefficiencies
- Broken Video Supply Chain
- Too many intermediaries
- Clients require better speed and accuracy

*Source: Emarketer, 2017



Solution: The ORA Platform

The ORA Platform brings together multiple point solutions into **one unified marketplace**.





Deep Data



250mm unique user profiles



6 trillion data combinations



1.5mm websites IAB categorized

- ✓ URL
- ✓ IP Address
- ✓ Price
- ✓ Device
- ✓ Time of Day
- ✓ Player Size
- ✓ Geo
- ✓ Device ID
- ✓ Video Keyword
- ✓ Content Vertical
- ✓ Buyer
- ✓ Brand



Transparency



Proprietary brand safety suite allows real time decisioning, taking data directly from websites to block fraud in real time



3rd party verification partnerships inspires confidence



Tag approved, IAB steering committee memberships (pending)



Machine Learning



Scale requires algorithms to match buyers and sellers



Self learning algorithms decide which users and advertisers to include in custom auctions, excluding advertisers as the system gets smarter



Reduced stress on platforms, fewer ad calls, better fill and more money for publishers



Speed



Ad decision in 10 milliseconds and ad delivery speed 3x faster than industry standards



ORA uses the fastest database read/write software available, allowing the optimization of bid-stream and removing the need for intermediaries



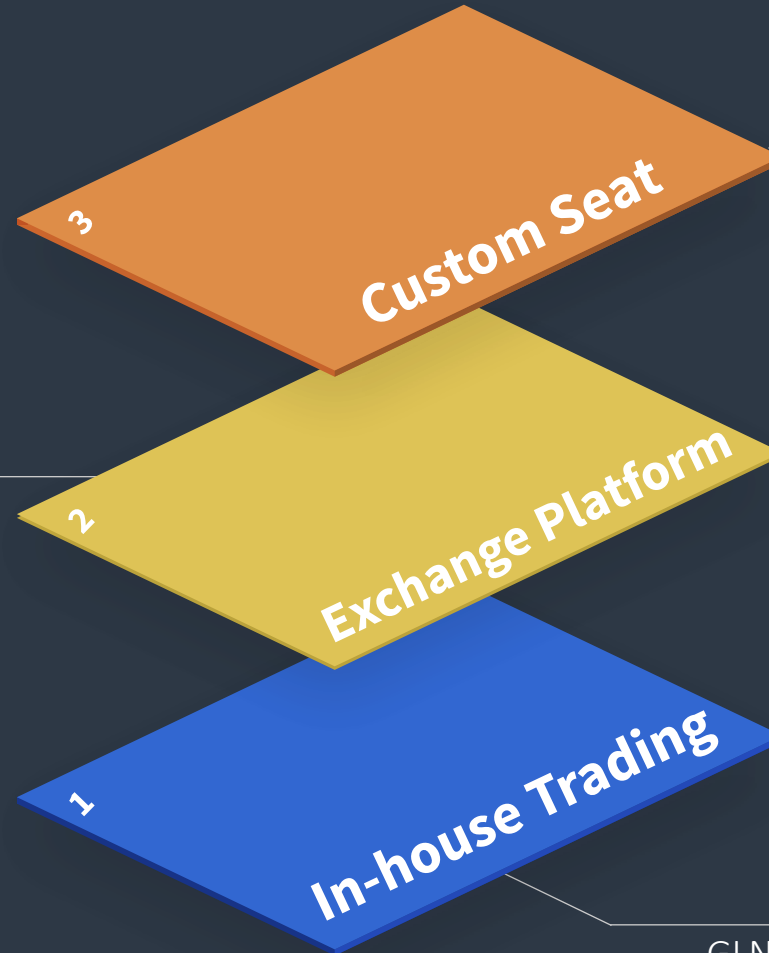
Ora decisions on 80,000 variables per second



Revenue Model

Brands, Agencies, Advertisers
& Premium Publishers and
Supply Side Platforms

Partners use our exchange to drive
revenue and deliver video adverts with
efficiency and scale



Develop and Build Custom Seats








Allow walled gardens and important clients
to build custom seats with specific features
around location or data

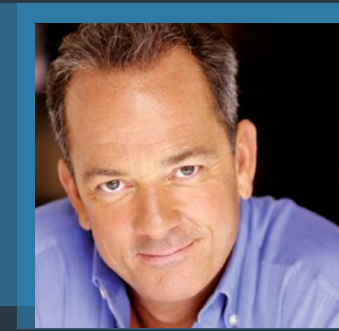
Stand Alone TradeCo

GLN operates a business unit focused on
media ad trading and revenue



Competitive Matrix

Competitive Landscape	 Managed Services	 Traffic Quality	 Machine Learning	 Viewability
ORA				
SpotXChange				
Spring Serve				
Cedato				
Video Amp				



JESSE DYLAN

CHIEF EXECUTIVE OFFICER | DIRECTOR

Four decades in entertainment and media. Award winning broadcaster and best selling author. Worked with many big media corporations, including **Rogers**, **Corus Entertainment**, **Standard Broadcasting**, **CBS** and **SiriusXM**. Jesse has won the **ACTRA** award **On-Air Personality of the Year** and **Best Radio Program Worldwide** at the **New York International Festival of Radio**. Jesse is uniquely qualified to bridge traditional media with the fast paced world of programmatic, and has hand picked his team to do just that. Jesse is a World Class Connector.



ROLAN REICHEL

ADVISOR

Rolan is a veteran brand marketer and ad tech expert. He's managed large CPG brands like **Corona**. Has worked with multiple start ups, like **GTG**, which sold to **Oracle** in 2011. He led them to revenue scale by managing millions in media revenue, with partners such as **Disney**, **AOL**, **Appnexus** and **SpotXchange**. Most recently Rolan pioneered the international expansion of a digital ad platform (iClick) into the US. His strong experience in the programmatic advertising ecosystem, ability to scale revenue and operational knowledge are key leadership skills.

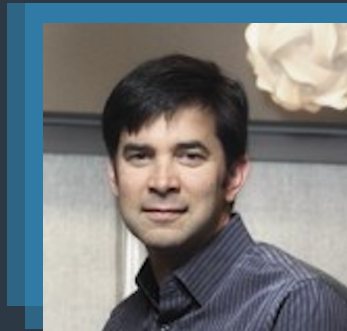


CHRIS BRADLEY

ADVISOR

An experienced **CTO** with a decade in AdTech technology design and architecture. Architected and designed the database infrastructure for the UK's first internet bank. After becoming an ad tech entrepreneur, he built and ran several businesses leading to a sale of his greeting cards business to **Hallmark Cards plc**. Chris has built platforms for some of the icons of the internet including **Local Inc.**, systems that scale and generate tens of millions of dollars in revenues.





ANDREW OSIS

CHIEF FINANCIAL OFFICER

Mr. Osis has a 20-year career working as a CEO, CFO, Director and advisor with large and small companies. Mr. Osis has been involved in more than \$25 billion in transactions. Mr. Osis formerly held positions as Vice President, Global Banking with RBC Dominion Securities Inc., Canada's largest investment banking firm, as well as positions with Peters & Company and Newcrest Capital where he focused on mergers, acquisitions, and equity and debt financings. Since leaving the investment banking business, Mr. Osis has served on numerous Boards of Directors, and as CEO and CFO of public and private organizations, covering technology, media and entertainment, energy and oilfield services, manufacturing, life sciences, and other sectors.



CLIFF DUMAS

EXECUTIVE VICE PRESIDENT | DIRECTOR

Cliff Dumas is a CMA and ACM award winning Hall of Fame broadcaster. During his 30 year career Cliff has written and produced dozens of TV specials for CBC, CTV and Global. Cliff is a Mark Award winner for excellence in broadcast marketing, and also teaches communication and leadership skills to major market broadcasters in the U.S. and Canada.



STEPHANIE RATZA

DIRECTOR

Highly accomplished, results-driven senior accounting and financial management executive with more than 20 years of progressive experience in financial management from start-ups to global billion dollar technology organizations. Has held CFO positions at Bluecat Networks Inc., Resolver Inc., Descartes Systems Group, and Ipico Inc.





PRAVEEN VARSHNEY
DIRECTOR

A driving force in the Vancouver business world, Mr. Varshney was with KPMG 1987 to 1991, where he obtained his C.A. designation in 1990. Member and past President of the Vancouver chapter of The Entrepreneurs' Organization (EO) and a founding Director of the Vancouver chapter of The IndUS Entrepreneurs (TIE). Mr. Varshney was a 12 year member of the Sauder School of Business Faculty Advisory Board, a former Director of The Vancouver Board of Trade, and past recipient of Business in Vancouver's 40 Under 40 Awards. He is also a SVP Vancouver Partner, a Director of OneProsper.org. and a Founding Member of instrumentbeyondborders.org.



BRENNAN BOBLETT
ADVISOR

Coming from a career with a strong background in digital product, Brennan specializes in creative direction & ideation across all things UI + UX. Before Uber, he spent 5.5 years at Tesla leading and managing the UI + UX design product across their luxury EV platform (Model S, X, 3), designing consumer facing features such as Autopilot. Brennan has also held positions with Apple, Droga5, Netflix, and Faraday Future.



PAUL MATYSEK
ADVISOR

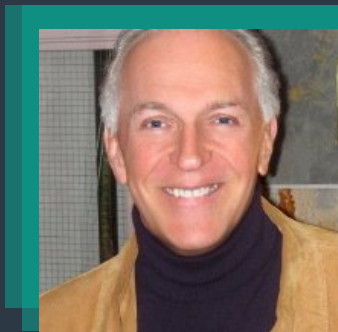
Paul was the architect of a \$434 million friendly takeover of Potash One by K+S Ag, in 2011. Also Founder, President and CEO of Energy Metals Corporation ("EMC"). Paul led EMC, increasing its market capitalization from \$10 million in 2004 to approximately \$1.8 billion when acquired by a larger uranium producer in 2007 for \$2.2 billion.





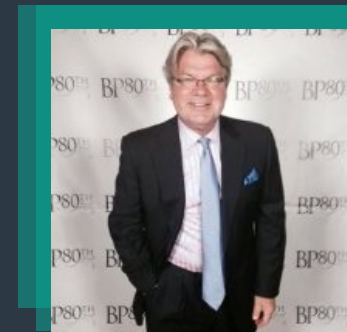
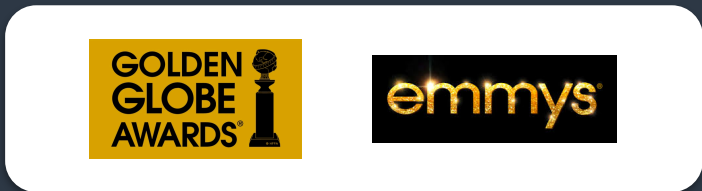
MIKE PINE
ADVISOR

Michael Pine is the former VP and global head of sales for Zuffa (UFC), WWE, and more. Michael is currently GM of Integrated Partnerships at Fan Duel. Mr. Pine was hired to build out a world-class sponsorship division, laser focused on securing long-term strategic partnerships for Fan Duel, while interfacing directly with the company's Professional League and Team (NFL, NBA, etc) alliances.



SPENCER PROFFER
ADVISOR

Mr. Proffer has been at the forefront of successful and inventive multimedia projects for years. He has consistently broken new ground with pioneering work on both creative and business fronts. As a marketing and media architect with an anchor in how music plays an organic role in various platforms, he has created and then implemented numerous initiatives on behalf of major television networks, advertising agencies, online, record, and motion picture companies. Spencer's productions have garnered Academy, Golden Globe, Emmy, Grammy and Tony awards and nominations, and as music producer, his work has sold millions of gold and platinum records.



GENE VALAITIS
DIRECTOR

Successful on-air broadcaster and marketing strategist. Proven track record of comprehensive marketing planning and analysis. Ability to develop fully-integrated creative marketing initiatives to drive both business opportunity and product brands into sustained periods of explosive multi-million dollar growth. A motivational sales leader with strong management skills combined with an innate ability to build and maintain strong relationships with both distributor networks and internal colleagues at all levels. In-depth knowledge of international markets, laws, public policy, government regulations, business practices, lobbying and representing companies before government agencies.. An award winning broadcaster and writer. Strong sales training and development skills. Outstanding public speaking and presentation capabilities.



Thank you

For more info please contact Jesse Dylan
604 341 8300 | jesse@gninc.ca