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# CORPORATE PRESENTATION

*October 7<sup>th</sup>, 2020*



An offering statement including a preliminary U.S. offering circular (the "U.S. offering circular") with respect to the sale of securities of Direct Communication Solutions, Inc. ("DCS") has been filed with the United States Securities and Exchange Commission ("SEC"). Before you invest, you should read the U.S. offering circular and other documents DCS has filed with the SEC for more complete information about DCS and the offering. The most recent version of the U.S. offering circular is available [here on the SEC EDGAR Website](#). Alternatively, to receive a U.S. offering circular, contact Bill Espley at [bespley@dcsbusiness.com](mailto:bespley@dcsbusiness.com), 604.630.3072 or please write to Bill Espley, c/o Direct Communication Solutions, Inc., 17150 Via Del Campo Ste. 200, San Diego, California 92127.

As of the date of this presentation, the U.S. offering circular has not yet been qualified. The securities may not be sold nor may offers be accepted prior to the time the U.S. offering circular becomes qualified. No money or other consideration is being solicited in connection with this information, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the U.S. offering statement on Form 1-A is qualified pursuant to Regulation A of the U.S. Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind at any time before notice of its acceptance given after the qualification date. Any person's indication of interest involves no obligation or commitment of any kind.

The offering will be made only by means of the U.S. offering circular. The securities are being offered in Canada and may be offered in certain jurisdictions other than the United States. None of the securities are being offered in the United States and residents of the United States will not be permitted to invest in the offering unless it has been qualified in the investor's state of residence.

In addition to current and historical information, this presentation may contain forward-looking statements. These statements relate to our future operations, prospects, potential products, services, developments, business strategies or our future financial performance. Forward-looking statements reflect our expectations and assumptions only as of the date of this presentation and are subject to risks and uncertainties. Actual events or results may differ materially. We have included a discussion of certain risks and uncertainties that could cause actual results and events to differ materially from our forward-looking statements in the section titled "Risk Factors" in the U.S. offering circular filed with the SEC. We undertake no obligation to update or revise publicly any forward-looking statement after the date of this report, whether as a result of new information, future events or otherwise.





## PLATFORM SOLUTIONS THAT BUILD THE FUTURE ECONOMY

Direct Communication Solutions serves its clients by simplifying IoT technologies, making them easier to deploy, less costly, and overall more efficient. In a world where technology is increasingly automated and sensors enhance business decisions, DCS specializes on connecting our world to data. DCS designs, develops and deploys end-to-end solutions which improve business efficiencies to better our experience with managing and analyzing data.

"DCS connects us to decision making data"

*Chris Burse, CEO, Direct Communication Solutions.*



# WE CAN **CONNECT THINGS ANYWHERE**



## 2018

Launched MiServices.  
Logistics & Engineering Services.  
Deployment Readiness Expansion.

## 2017

DCS entered into an agreement with  
CalAmp Corp. for the non-exclusive  
distribution of CalAmp Corp.'s products.

## 2019

DCS launches all in one Cloud-based  
IoT platform.



[www.dcsbusiness.com](http://www.dcsbusiness.com)

## Today

DCS is focusing on delivering End-to-End IoT solutions that are enabled by the latest technologies. We have begun to develop advanced software applications and databases that can analyze and manage the data that IoT hardware has traditionally just collected.

These provide businesses with the opportunity to receive real-time data in order to make better decisions about their business. With our cloud and/or via a SaaS/MaaS business model, business and technology can finally work together.



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## OUR LEADERSHIP

### **Chris Burse**

Founder & CEO  
20+ Years Industry  
Experience

### **Rich Gomberg**

Chief Financial Officer  
20+ Years Financial  
Experience Public &  
Private Corporation

### **Eric Placzek**

Chief Technology Officer  
Software, Cloud, IoT,  
Telecom

### **Dave Scowby**

Chief Operations Officer  
18+ Years Industry  
Experience, B.S.E from  
Princeton University

### **Mike Lawless**

EVP, SaaS Business  
20+ Years Sales &  
Management. B.Sc.  
Information Technology



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## THE OPPORTUNITY

The Multi-Billion Dollar IoT industry is plagued with partial and incomplete solutions, the industry is frustrated with the lack of end-to-end solutions capable of bringing true value to the end user. The industry is segmented into hardware, connectivity, and software providers which traditionally do not work cohesively with one another.

DCS's experience harvesting solutions in this industry for years positions them to develop and deliver seamless end-to-end, hardware to software solutions in the most efficient and cost-effective manner. The end result - solutions for mass adoption. Saving its clients time, money and effort.



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# #ReallIoT

## Designed to Make a Difference

*Cloud-Base Solutions designed with a horizontal marketing approach...*

### Use Cases:

- Property Management
- Restaurants
- Medical Industry
- Cold Chain Management
- Manufacturing
- Retail Stores
- Offices
- Agriculture
- Public Safety
- Construction



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# THE DCS ADVANTAGE

Simplified. Seamless. Stress Free. Cost Effective.

**Mutli-Platform Solutions**  
Web & Mobile



MiFleet



**Remote Monitoring**  
Live Viewing of Operations

**Integrated Solutions**  
Hardware/Software



MiSensors



**Remote Management**  
Decision Making Data

**Alerts & Notifications**  
sms / email



Web Services API's

AnalytIQ



**Data Analysis**  
Cost Reduction

# DCS SOLUTIONS

## **MiFleet** (Fleet & Asset Management)

An iconic and intuitive fleet and asset management application conceived to lower the total cost of entry for its client in offering telematics and fleet management solution into specific markets. Our end-to-end approach offers our respective clients an all-in-one integrated solution without the need to invest in development efforts to deploy such a solution. Our channel partners can adopt an out of the box solution to enter the market with reduced risk, cost and time. Custom solutions to answer the needs of niche markets can be rapidly deployed with limited effort.

## **MiSensors** (Remote Sensor Monitoring)

A suite of disruptive, designed in America, proprietary sensors that reduce infrastructure for clients, making remote monitoring easier, cheaper, and less time consuming than products offered in the market today. The MiTag Multi-Sensor can accommodate virtually any vertical and our 8-in-1 sensor strategy can do the job of up to 8 competing sensors. MiSensors can be deployed at a cost of up to 70% less than competing products in the market today. Our MiSensors cloud solution leverages DCS's very own designed web and mobile applications.

# DCS SOLUTIONS

## **AnalytIQ** (IoT Device Deployment & Management)

A custom, proprietary device programming and preparation software application designed to reduce the human costs associated with device programming and preparation. A proven tool enabling tens of thousands of devices to be onboarded by DCS's clients, reducing time, costs and efforts to deploy equipment. Designed to encompass cost and time saving modules, AnalytIQ offers intelligent automation efficiencies.

## **Web Services API's** (Rapid Web / Mobile Development Platform)

A suite of Web Services API's (Application Programming Interfaces) which enable rapid development efforts of IoT applications. The API standardizes often complex device data and simplifies the integration of such data from numerous device manufactures into a uniform data format and structure. This makes development less complicated and application developers can remain focused on solutions and not the cumbersome device data conversion and storage.

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## OUR BRANDS



# MiFleet

## FLEET & ASSET MANAGEMENT

Our Clients offer MiFleet™ to Enterprise/SMB transportation, construction, mining, delivery, services, municipalities, school bus companies and more.

- A Turnkey, GPS Fleet & Asset Management Application
- Web & Mobile Application (iOS, Android)
- Consumer & Commercial Editions
- Cross Cellular Carrier Compatibility
- Vast Device Catalog (Light & Heavy Duty, and more...)
- Real-Time Alerts & Monitoring
- Comprehensive Regulatory Reporting



# MiSensors

## REMOTE SENSOR MONITORING

Set and forget event based remote monitoring. Sensors connect to gateway, then to network, then to platform/mobile app. On the platform/mobile app you can see up-to-date information instantly! Know about a costly problem before it happens.

- A Turnkey, Sensor Monitoring Application
- Web & Mobile Application (iOS, Android)
- Cross Cellular Carrier Compatibility
- MiTag Multi-Sensor (8-in-1), BlueTooth 5.0
- Real-Time Alerts & Monitoring
- Comprehensive Reporting



## BEER LIFE CYCLE MONITOR & CONTROL SYSTEM

Smart handling of Temperature, CO2 Pressure, Inventory Management, critical timing and prevent after hours pours or staff giveaways. A comprehensive inventory tracking system helping clients to reduce waste, theft and non-automated interfaces – promoting better production.

- A Turnkey, Beer Monitoring Application
- Web & Mobile Application (iOS, Android)
- Cross Cellular Carrier Compatibility
- Proprietary Beer Monitoring Appliance
- Real-Time Alerts & Monitoring
- Comprehensive Reporting

BrewSee scheduled for release in 2021.



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## CHANNEL PARTNERS



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## STRATEGIC PARTNERS



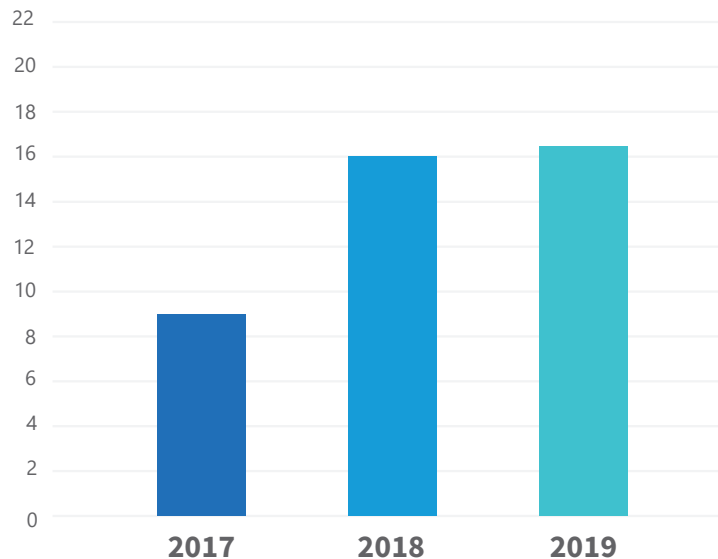
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# THE FINANCIALS

## REVENUE & HISTORY

\$ in Millions USD



	Years ended December 31	
	2019	2018
<b>Revenues:</b>		
Products	\$ 13,961,434	\$ 14,626,244
Solutions and other services	2,102,124	1,330,111
<b>Total revenues</b>	<b>16,063,558</b>	<b>15,956,355</b>
<b>Cost of revenues</b>		
Products	11,601,967	11,920,709
Solutions and other services	414,181	406,297
<b>Total cost of revenues</b>	<b>12,016,148</b>	<b>12,327,006</b>
<b>Gross profit</b>	<b>4,047,410</b>	<b>3,629,349</b>
<b>Operating expenses:</b>		
Research and development	782,692	351,157
General and administrative		
Compensation and benefits	2,321,252	1,744,167
Professional fees	806,180	369,106
Bank fees	250,350	179,115
Facilities	145,673	138,128
Other	574,665	518,506
<b>Total operating expenses</b>	<b>4,880,812</b>	<b>3,300,179</b>
<b>Income (Loss) from operations</b>	<b>(833,402)</b>	<b>329,170</b>
<b>Other income (expense):</b>		
Royalty income	99,221	-
Interest expense	(361,943)	(266,626)
<b>Net income (loss)</b>	<b>\$ (1,096,124)</b>	<b>\$ 62,544</b>
<b>Net income (loss) per share:</b>		
Basic	\$ (0.11)	\$ 0.01
Diluted	\$ (0.11)	\$ 0.00
<b>Weighted average number of shares:</b>		
Basic	10,180,829	9,608,000
Diluted	10,180,829	15,007,250



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# IPO TRANSACTION SUMMARY

(closed January 7, 2020)

Shares issued:  
**1,328,500 Common Shares**

Issue Price:  
**CAD \$2.00 per Common Share**

Gross Proceeds:  
**CAD \$2,657,000**

Total share outstanding Post Cap:  
**13,403,300 Common Shares**

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## ABOUT OUR COMPANY

DCS is headquartered in one of San Diego's technology-infused business parks located in North County.

**17150 Via Del Campo Ste. 200, San Diego**



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THANK YOU