



# Corporate Presentation

TSXV: HAPB | OTCQB: HAPBF | FSE: HA1

**December 2021**

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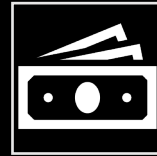
In this presentation, “Company” refers to Hapbee Technologies, Inc.

# Investment Highlights



## **\$4.2 TRILLION GLOBAL WELLNESS MARKET**

Large and rapidly growing sector (Wellness)



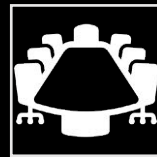
## **MULTIPLE REVENUE STREAMS**

High-margin (50%+) recurring revenue streams



## **DIVERSE SALES STRATEGY**

Multi-channel growth model to scale up distribution



## **WORLD-CLASS TEAM**

Experienced, multi-disciplinary team with a track record of scaling prominent consumer-focused companies



## **PATENTED DISRUPTIVE TECHNOLOGY**

Unique technology – exclusive rights, patent protected



**\$4.2 Trillion Global  
Wellness Market**

### **Global Wellness Industry**

- Estimated to be worth \$4.2 trillion (and growing)

### **Wearable Technology Market**

- Estimated at \$32.7 billion in 2019 (by Grand View Research) with a CAGR of 15.9% from 2020 to 2027.

### **Sleep Aids**

- Generated \$69.5 billion in revenue in 2017 and analysts say the industry is on track to hit \$101.9 billion by 2023.

AS FEATURED ON



Psychology Today



# Hapbee Is The Future of Wearable Wellness

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Hapbee is patented, technology that is designed to enhance the wellness of its users digitally and on-command by leveraging the molecular magnetic signature of compounds

# Non-Ingestion Non-Invasive

Hapbee's patented electromagnetic signal technology means that consumers don't have to ingest chemicals to experience a desired feeling.

The Hapbee wearable product is non-ionizing, non-invasive, and non-thermal. Users return to baseline after an average of 15 – 30 minutes upon cessation.

## High Profile Advocates



**Dave Asprey, Founder  
of Bulletproof Coffee**



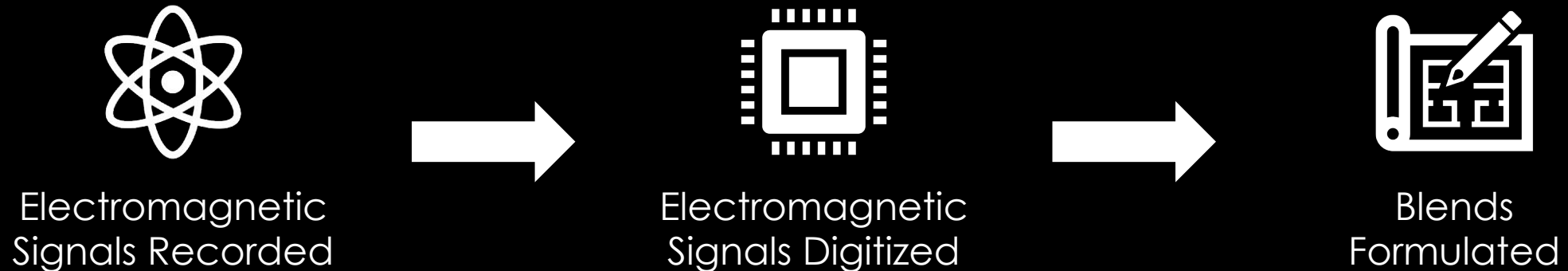
**Dan Sullivan, Founder  
of Strategic Coach**



# How Hapbee Works

Hapbee is powered by patented ultra-low radio frequency energy (uIRFE®) technology. \$70+ million has been invested in this technology's development over more than 15 years.

Hapbee has exclusive global licenses for the non-medical use of this revolutionary technology platform. The signal acquisition process of this technology is backed by 32 related patents.



# The Hapbee Headband V1



## Ultra-low wavelength

Hapbee emits an ultra-low energy magnetic field of 0-22 kHz with power levels. Rechargeable. <40mG on average

## No substance ingestion

Hapbee stimulates desired feelings in the body without ingesting any substances. Average time to return to baseline is 15 - 30 minutes.

## Easily controlled

Users can easily control which blends they want through the Hapbee App.

## Ergonomic design

Hapbee's ergonomic design allows users to wear the product comfortably on their head, over the brim of a hat, discretely around their neck or tucked under a pillow for sleep.

New form factors in development, including knit fabrics. Integration with other wearables and built into consumer products on roadmap.

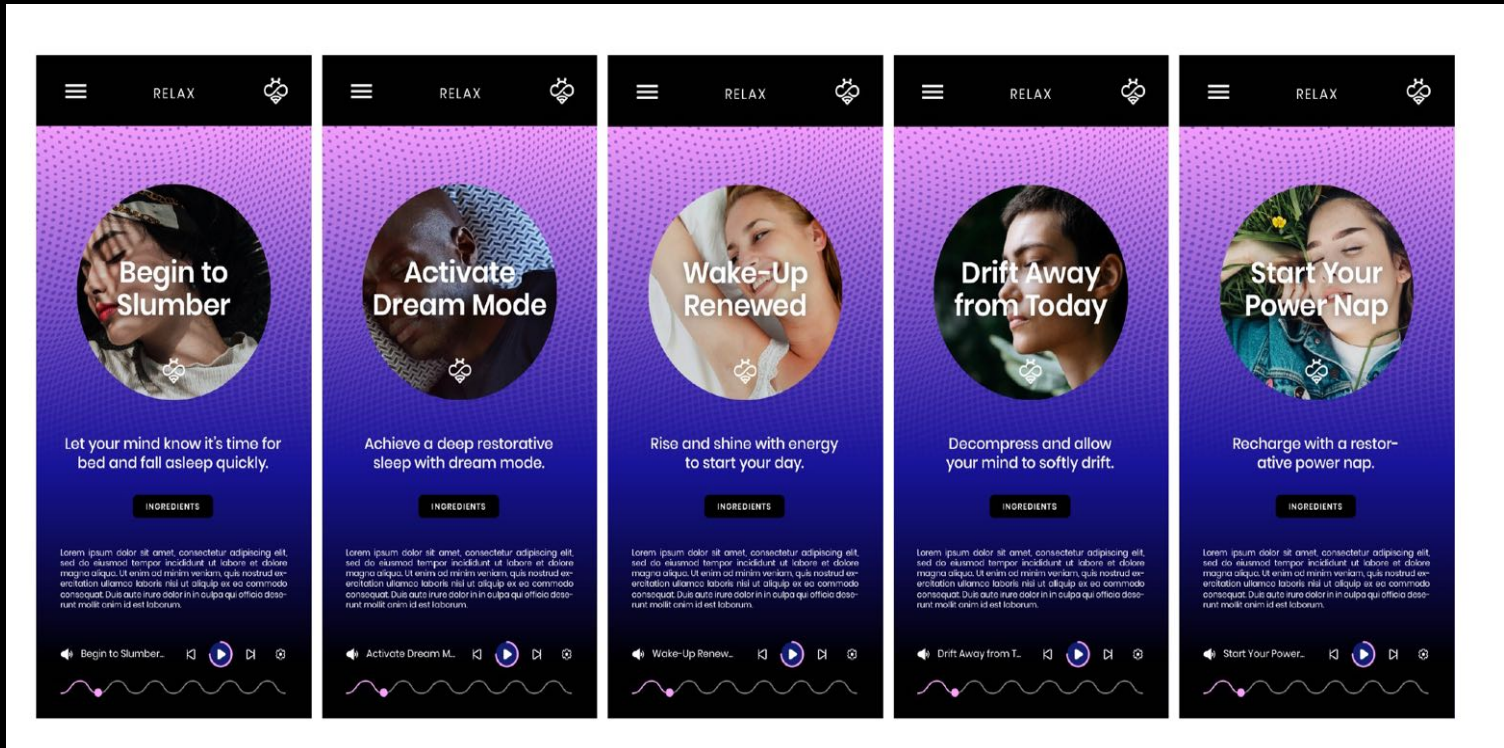


# The Hapbee App

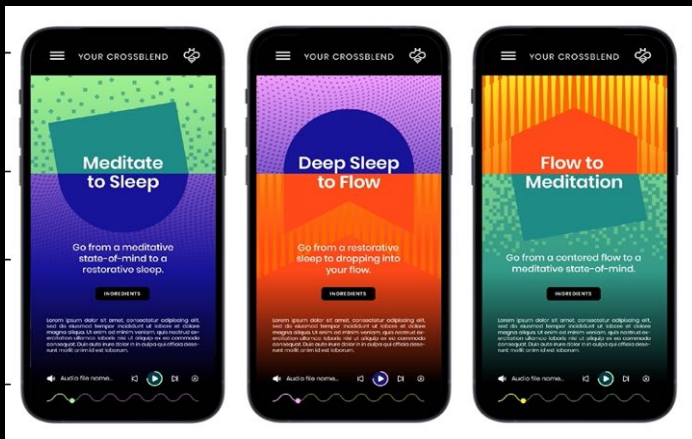
## Hapbee Categories



## Hapbee Routines



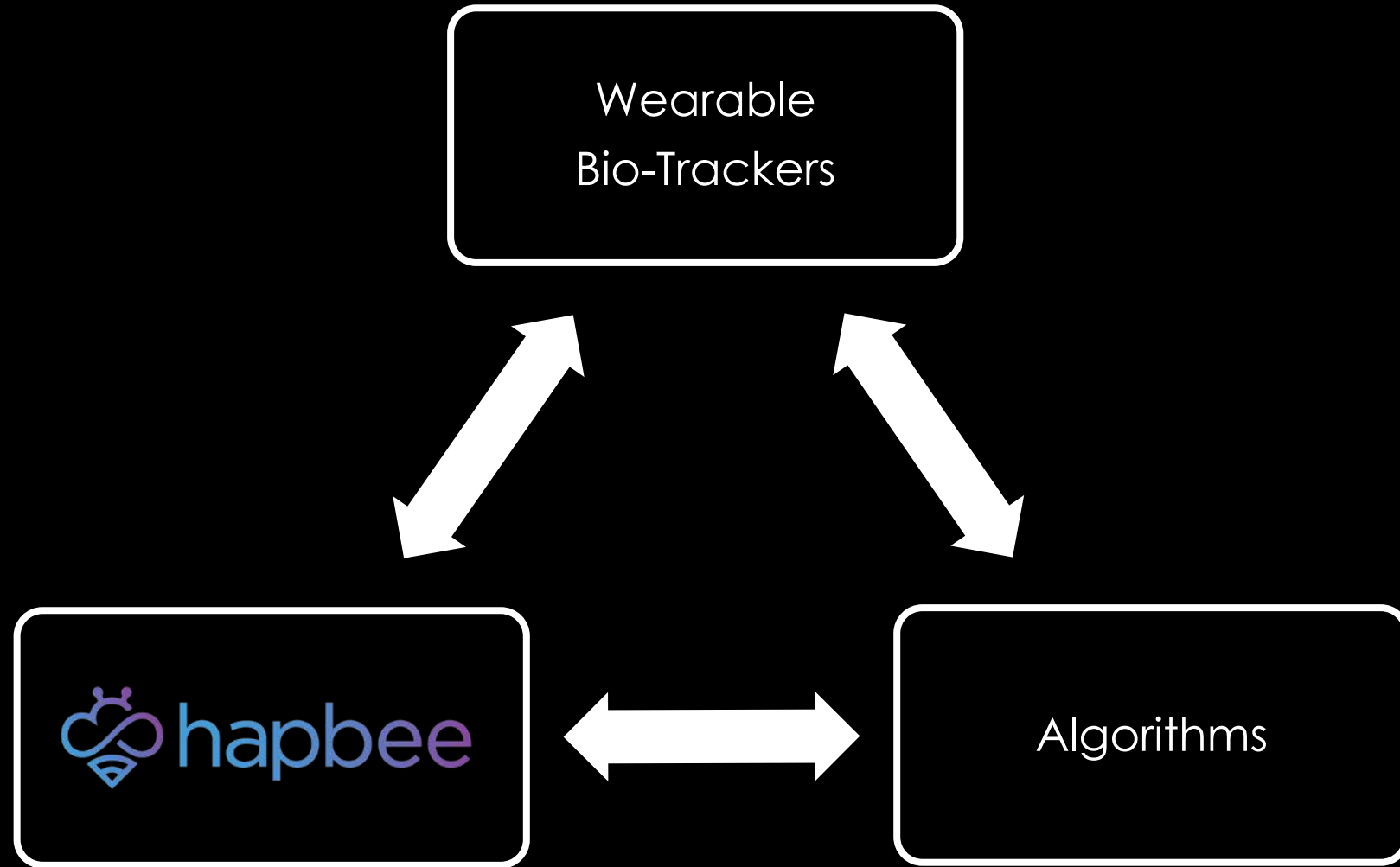
## Hapbee Blends



Hapbee is evolving into a platform that will feature **3<sup>rd</sup> Party Creators** – Brands, Advocates and Experts – who will develop & promote their custom blends & routines to their audiences

New App design going live in Nov 2021

# Hapbee Completes the Wellness Loop



# Multi-Channel Sales Strategy

## Direct To Consumer

- Optimized Website
- Paid Media
- Pop-Up Stores (2022)

## 3<sup>rd</sup> Party Distributors

- Amazon
- Online & Retail Wellness Outlets

## Revenue Share

- 3rd Party Creator Blends
- Acquisition Marketing

## Integration Partners

- Wearables & Wellness
- Product Integration (Hapbee Inside)

## Marketing, Conversion & Retention Strategies

- Testimonials
- Ambassadors
  - Ambassador Seeding
- On Boarding
  - Wellness Counsellors
- Payment Plans
- Satisfaction Team
- Optimized Conversion Funnels
- No-Risk At-Home Trial
- Satisfaction Guarantee

# Hapbee Sleep Layer Mattress Topper



# Sleepbee Sleep Mask

Leverage and Simplify Hardware



## Sleepbee Sleep Mask

### Dual Function Universal Sleep mask

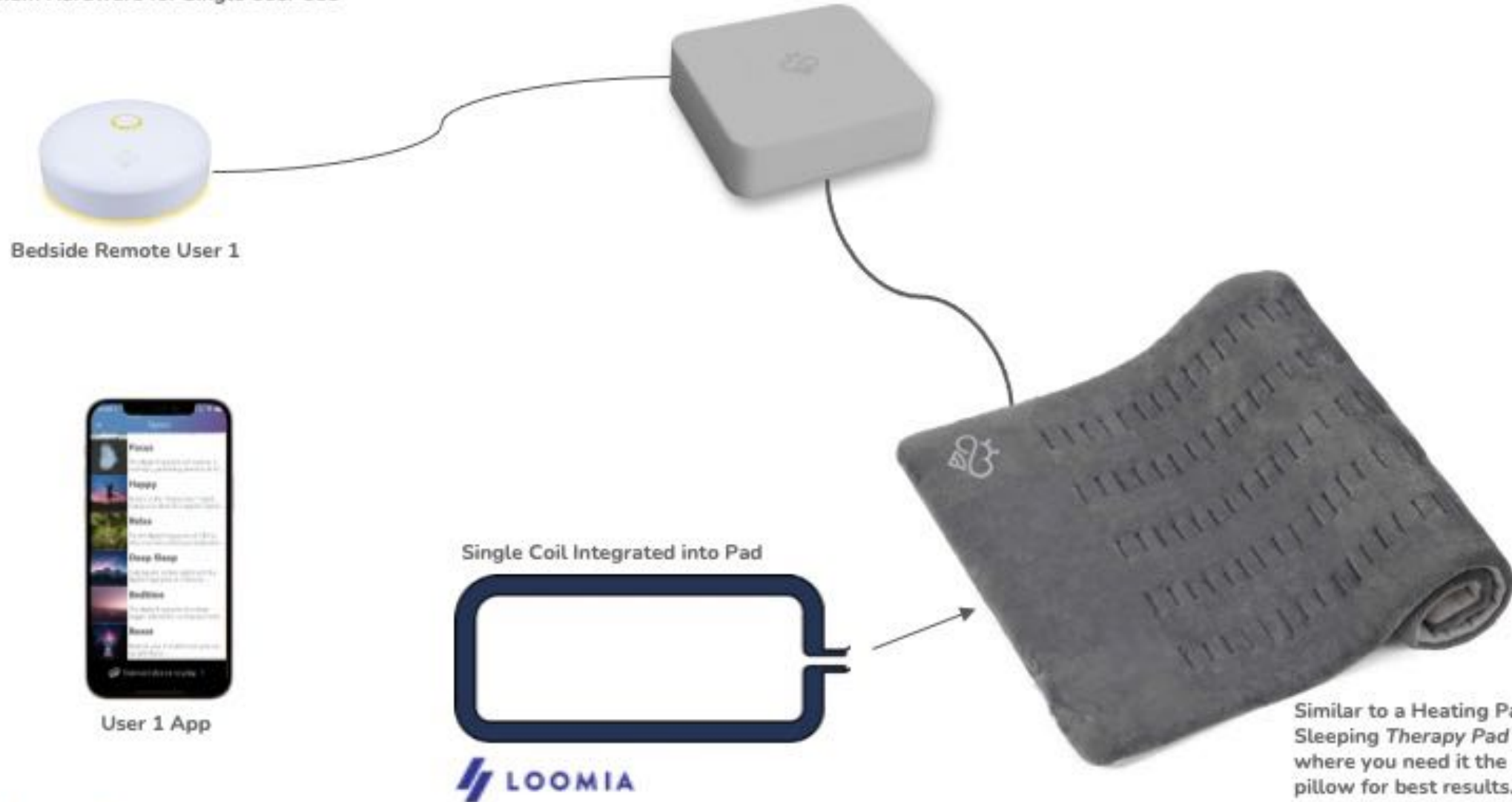
This sleep focused face mask wearable will help customers get better rest by combining sleep signal playback on an innovative *flexible coil* while simultaneously blocking ambient light using silk and foam soft goods.

- Optional Wakeup Signal tied to Alarm Clock Preset
- Optional Integrated Accelerometer for Sleep Tracking
- Optional Colors

Estimated 9-12 Months to Ramp  
\$149.99 per SKU

# Hapbee Sleep for Single User Therapy Pad

Minimum Hardware for Single User Use

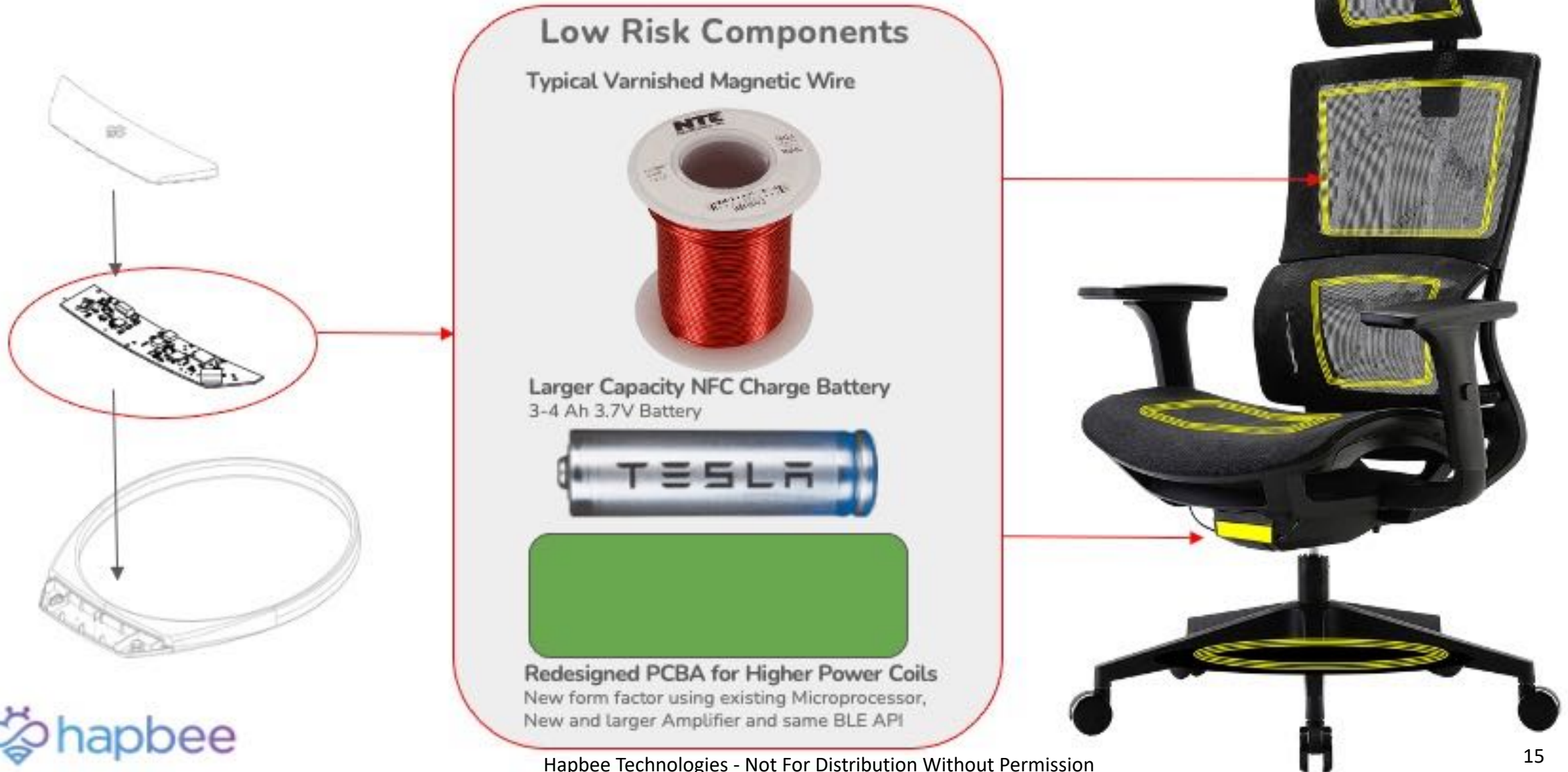


Similar to a Heating Pad the Hapbee Sleeping Therapy Pad can be placed where you need it the most or under your pillow for best results. Two Pads can be used for each Amplifier/Controller



# Studee Desk Chair

Leverage and Simplify Hardware to Spin off new Product in "Focus" Category



# Diverse Revenue Streams

Hapbee currently generates revenue through the sale of its Hapbee Wearable Wellness products and subscription fees, and is looking to expand its revenue streams

Revenue Sources	Gross Margin	Timing
Device Sales	50%	Now
Subscriptions (ARR)	70%+	Now
Hardware Licensing	90%+	Mid Term
Data	80%+	Long Term
Marketing	70%+	Long Term



# Our Leadership Team



**YONA SHTERN**

*CEO & Board Director*

CEO - Arrive  
Founder CEO - Beyond the Rack  
20 years as CEO / CMO



**ERIC BRASSARD**

*COO & CRO*

CEO - Care4Giver  
CSO - Momentum Travel  
CEO - Woozworld



**Brent Dobsch**

*CFO*

CFO - Kinetiq  
CFO - 4C



**YANNICK DESJARDINS**

*CTO*

CTO - Piico  
VP Product - Luxury Retreats  
VP Product - Stadigi AI



**BRIAN MOGEN, PhD**

*CSO*

Expert in translational science  
& neuromodulation



**PAT MURRAY**

*VP Devices*

CMO - Spectacle



**IGGY RODRIGUEZ**

*VP Business Development*

VP Partnerships - Therabody  
CRO - Confirmed 360



**DAVID HOPPENHEIM**

*VP Service & Operations*

GM - AD Display  
CEO - Spice Market



**KENNY ADESSKY**

*VP Legal, CA, IR*

VP Legal - Beyond the Rack  
Adessky, Lessage Attorneys

# Our Board



**Charlie McNerney**

**Director**

Chief Information Security Officer, Expedia Group.

24+ years of multi-disciplined security, operations and core engineering experience at Microsoft,



**Rob Dzisiak**

**Director**

CEO of several IIROC member firm and founded CFG Futures.

Former Chairman of the Winnipeg Commodity Exchange and served as a director of the Exchange and Clearing House for over 10 years.



**Mike Matysik**

**Director**

Co-Founder and Principal of Broadview & Co

Principal of Berntson Porter Corporate Advisory



**Mark Timm**

**Director**

A serial entrepreneur & exponential thinking practitioner for nearly two decades.

#1 independent reseller on Amazon



**Chris Rivera**

**Chairman**

CEO of Emulate Therapeutics

Chris brings decades of experience in the biotech industry and has brought several companies to IPO and exit, including his company, Hyperion

# Roadmap

2021

- Introduction of new blends
- New website
- New pricing: \$399 + 30 days
- 2 default blends
- All-access subscription: \$19
- Reskin of mobile app
- Launch of 3rd party blends
- Test limited subscription
- Growth testing

2022

- Launch of routines
- Launch of practitioner wellness network
- Growth investment into viable, scalable channels
- New devices
- Integration with wearable monitors
- Expansion of 3<sup>rd</sup> party blends
- Retail testing

2023

- Sales verticals
- Wellness
- Defenses
- Sports
- Professional
- Entertainment & Gaming
- Expansion of growth
- Integration into 3<sup>rd</sup> party devices
- Data product
- International expansion

# Share Structure

Capital Structure	
Ticker	TSXV: HAPB OTCQB: HAPBF FSE: HA 1
Share Price (November 30th, 2021):	\$0.295

As of November 30th, 2021

Description	# of Shares	# of Fully Diluted <sup>2</sup>
Subordinated Voting Shares:	69.04M	43%
<i>Dilutive Shares:</i>		
Hapbee - Upon conversion of Multiple Voting Shares <sup>1</sup>	45.00M	28%
Warrants @ C\$0.30 to \$0.50	31.24M	19%
Stock Options Outstanding @ C\$0.30 to C\$0.80	8.84M	5%
Restricted Stock Units	6.82M	4%
Fully Diluted Shares:	160.94M	100%

Notes:

1. The Company will have two classes of shares: (a) multiple voting shares (nonlisted) and (b) subordinated voting shares (listed).
2. These percentages are approximate.
3. Principals including directors, officers and 10% shareholders collectively own approximately 31% of Fully Diluted.



## Contact:

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