TSXV: SPRX | OTCQB: STCXF

TRANSFORMING THE VIEWER EXPERIENCE INVESTOR PRESENTATION



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Investor Presentation

CREATING UNFORGETTABLE EXPERIENCES

Sparx makes any video content or live event more valuable by adding live interaction, gamification, voting, polling and data collection.

Media companies, event producers and sports owners struggle to attract and maintain audiences in an increasingly competitive environment

- Real time audience engagement can be difficult, complicated and expensive
- Content creators, VOD streamers, live event producers, media and sports teams need to stand out in a highly competitive market
- Incremental revenue streams are critical as
 production costs increase

PROBLEM

THE SPARX Solution

- Offers interaction and engagement that delivers user loyalty and enhances the experience
- The Sparx realtime platform is simple to use and easy to integrate
- Used and trusted by the world's most respected media and sports companies for a decade
- The Sparx platform creates new and meaningful revenue streams





TRUSTED BY THE BEST



Investor Presentation



EVERYONE WINS WITH SPARX

Viewers

Audiences have a unique, fun and rewarding experience through live engagement

Brands

Have a new way to engage targeted audiences during and after live events

ANCOUVER

Content Creators

Can stand out by providing a unique viewer experience and create new revenue opportunities in a crowded market



GLOBAL SIZE, USD \$

VIRTUAL EVENTS \$114.1B⁽²⁾

21.4% CAGR 2022 to 2030



BROADCAST \$267.7B

6.2% CAGR 2022 to 2026

THE SPARX REVENUE VERTICALS ARE MASSIVE, GROWING AND SCALABLE

⁽¹⁾ PR Newsire, Research and Markets, March 2022

⁽²⁾ Grandview Resarch, April 2022

⁽³⁾The Business Research Company, Feb 2022

(4) Grandview Research, Sept 2021

⁽⁵⁾ Grandview Research, Apr 2022

6) <u>Statista</u>, Nov 2021

SPORTS & ESPORTS \$501.4B[®]

9% CAGR 2022 to 2026



ED TECH \$106.4B⁽⁵⁾

16.5% CAGR 2022 to 2030



SPARX – USED AND TRUSTED BY WORLD LEADING CLIENTS

THE OSCARS

The Academy of Motion Picture Arts and Sciences wanted to improve how they were connecting with audiences—and they turned to Sparx for help. In a television history first, Sparx worked with the Academy and network partner ABC to gamify the 2019 broadcast. Hundreds of thousands of viewers tuned in and played along.

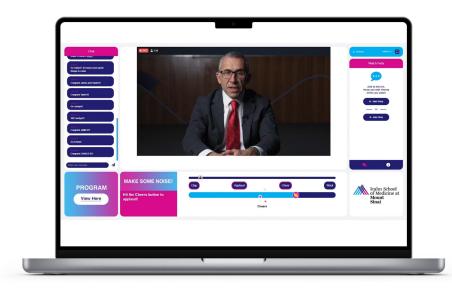
ESFN



ESPN COLLEGE GAME DAY

Using the SPARX Studio platform, SPARX helped ESPN engage their television audience with predictive questions and football trivia. With live audience polling data, including the Aflac Trivia question of the day, football fans across the country were able to experience the excitement of game day together.









Instead of accepting the status quo, the Icahn School of Medicine turned to Sparx to transform a basic livestream into an interactive experience. Now hosted on the Sparx Studio platform, viewers can comment, participate in polls, and use the pulse meter to applaud graduates. To date, Sparx has powered five successful graduation ceremonies with the university.





BARRETT-JACKSON

Barrett Jackson is the gold standard for televised car auctions. The renowned brand hosts auctions for collector cars and "automobilia" across the US. But these auctions were always a one-way broadcast: viewers could tune in, but they couldn't partcipate. That's where Sparx came in.

Sparx teamed up with Barrett Jackson to take their live auctions to the next level. Through the Sparx Studio, at-home viewers can now participate in fantasy bidding.



SPARX BUSINESS MODEL

\$60K-\$125K

Typical annual contract

- Sparx licenses its proprietary world leading software and features to leading organizations across multiple verticals
- Licensing is offered on a per event, monthly or annual basis
- The simplicity and ease of integration creates a recurring PaaS/Saas revenue stream
- Current sales strategy is focused on recurring annual and multi-year PaaS contracts with upsell opportunities
- Sparx is finishing development of SaaS software to allow customers a self serve option
- Features and specific products can be added and sold on an individual basis
 - The Sparx platform can be used anywhere, at any time, in any language



MARKETING AND SALES STRATEGY

CRO DRIVEN SALES FOCUS

RAPIDLY EXPAND SALES FORCE

LAUNCH SAAS PLATFORM

LAUNCH AGGRESSIVE IR CAMPAIGN — CAN AND US

LICENSE AGREEMENTS & PARTNERSHIPS WITH GLOBAL RESELLERS

THE SPARX TEAM



Al Thorgeirson President & CEO

- Award winning broadcaster
- 35+ years television, radio and digital experience
- Senior Roles with Craig Media, CHUM Television, Rogers Media and CBC



Spencer Trentini CFO

- Spencer is a CPA,CA
- Earned his Chartered Accountant designation in 2014
- Worked at Ernst & Young
 LLP in their Vancouver office
- Extensive experience in advising public companies and regulated entities on financial reporting matters, corporate finance and technical accounting.



Chuck Bolkcom Head of Global Sales and Partnerships

- 30 years of sales experience primarily in technology, entertainment, media, and global brands
- Acted as a Managing Director of a large private publishing media outlet focusing on revenue generation through product development and innovation
- Serviced some of the world's largest companies in the media, technology and consumer goods industries and has received multiple awards for his sales leadership, innovation, and growth



Jud Lewis-Mahon Executive Producer

- 20+ years experience bringing high value audience engagement projects to life
- Led digital at Reelz TV
 Networks
- Managed digital media production for Bell Globemedia and Sympatico-Lycos



Alexandra Breukels Controller

- Alexandra is a CPA
- Received her undergraduates in Accounting at McGill University
- Worked as an auditor in the Assurance practice at Ernst & Young LLP Vancouver
- Client portfolio consisted of highly regulated public companies
- Extensive experience in financial reporting, tests of controls, and technical accounting.

BOARD OF DIRECTORS



Kirstine Stewart — Executive Chair

Kirstine is currently the Chief Revenue Officer for Pex, a company specializing in digital rights technology. She sat on the World Economic Forumas a Member of the Executive Committee in addition to acting as the Head of the Shaping the Future of Media, Entertainment and Sport platform. Kirstine was a founder of Twitter's Canadian headquarters and also served as the VP Media with Twitter North America subsequent to acting as the Head of CBC TV, Radio and Digital.

Drew Craig

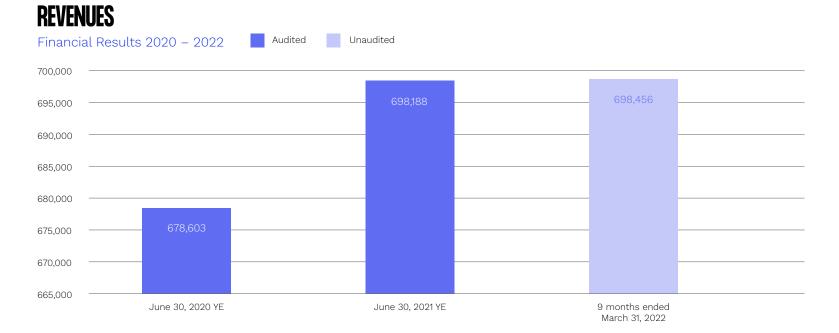
Has been involved in the TMT industry for over 35 years. During his tenure as CEO of Craig Media, the company grew from a single TV station to Canada's largest privately held TV broadcast group. Craig Media was sold in 2005 for \$265 million. Drew is currently founder, principal investor and Executive Chair of adtrackmedia. Adtrackmedia is a DOOH enterprise operating in-tunnel video displays in major urban subway systems globally.

Brian Brady

Mr. Brady is a Director of Cox Media Group, and also serves on the board of Syncbak, IZEA Worldwide Inc., and Duration Media, LLC. He is also one of three senior advisors for Manhattan West Asset Management, an independent wealth management and high net worth financial advisory firm.



FINANCIAL HIGHLIGHTS



As of March 31, 2022

Fully Diluted Shares Outstanding	83,658,729
Warrants Outstanding	6,138,400
Stock Options Outstanding	4,418,000
Common shares Issued and Outstanding	73,102,329

Now trading on the OTCQB Venture Market under "STCXF" and are awaiting DTC eligibility

Magicvision Mobile MAGICVISION MAGIC **EPLAYOFFS Magicvision Mobile** Advent Health WILL YOU BE JOINING US FOR PLAYOFF TRIVIA AND Predictive gaming on tuesday? MAGICVISION ACTIVE YES! 80% CAN'T WAIT! WHAT WAS THE ORL/ Playoff seed in ty Postseason/ 20% Time's up! 17964 KIN • G 9 Game Day Team Schedule Home 000 Мог THE MAGIC WERE A NO. 4 SEED IN 1994, The First year they qualified for the Game Day Team Schedule 分 Home

THANK YOU!

INVESTOR INQUIRES

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