

# mCloud

## Investor Presentation

November 2021

Nasdaq: **MCLD**; TSX-V: **MCLD, MCLD.DB**



# Forward Looking Statements

Certain information regarding mCloud Technologies Corp. (hereinafter referred to as the “Company”), including management’s assessment of the Company’s future plans, operations, and acquisitions contains forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and general economic conditions, industry conditions, government regulations, currency fluctuations, competition from other industry participants, the lack of availability of qualified personnel or management, stock market volatility and ability to access sufficient capital from internal and external sources. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise.

The Company’s actual results, performance or achievement could differ materially from those expressed in, or implied by, these forward-looking statements and accordingly there can be no assurance that such expectations will be realized and or what benefits the Company will derive therefrom. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Certain information about comparable companies set forth in this document was obtained from free data providers and the Company has not confirmed the accuracy of such third-party disclosure and as a result such disclosure may contain unknown risks, uncertainties, and may not be current. Given the risks, uncertainties and assumptions inherent in the forward-looking statements, prospective investors should not place undue reliance on the forward-looking statements in this presentation. For further details on the forward-looking statements included in this presentation, see the short form base shelf prospectus of the Company dated October 15, 2021 (the "Base Shelf Prospectus") available on the Company’s EDGAR profile with the U.S. Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov).

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Investors should read the Company’s public filings available on the Company’s SEDAR profile at [www.sedar.com](http://www.sedar.com) and the Company’s EDGAR profile with the U.S. Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov) and consult their financial advisors before making any investment decisions. In making an investment decision, investors must rely on their own examination of the Company and the terms of the offering, including the merits and risks involved. The securities have not been approved or disapproved by any securities commission or regulatory authority, nor have any of the foregoing authorities passed on the accuracy or adequacy of this presentation. Any representation to the contrary is a criminal offense. See section entitled "Risk Factors" in the Base Shelf Prospectus.



## One of North America's Fastest Growing Tech Companies

- Listed on the Nasdaq and TSX-V (MCLD)
- Closed US\$9.5 million underwritten public offering

### In First Nine Months of 2021:

- **+75%** year-over-year growth in AssetCare revenues
- **+29%** year-over-year growth in total revenues
- Positioned for growth in Middle East, Southeast Asia

## Targeted market segments for AssetCare™ solutions



**Oil & Gas  
Decarbonization**



**Commercial  
Buildings**



**Wind &  
Renewables**

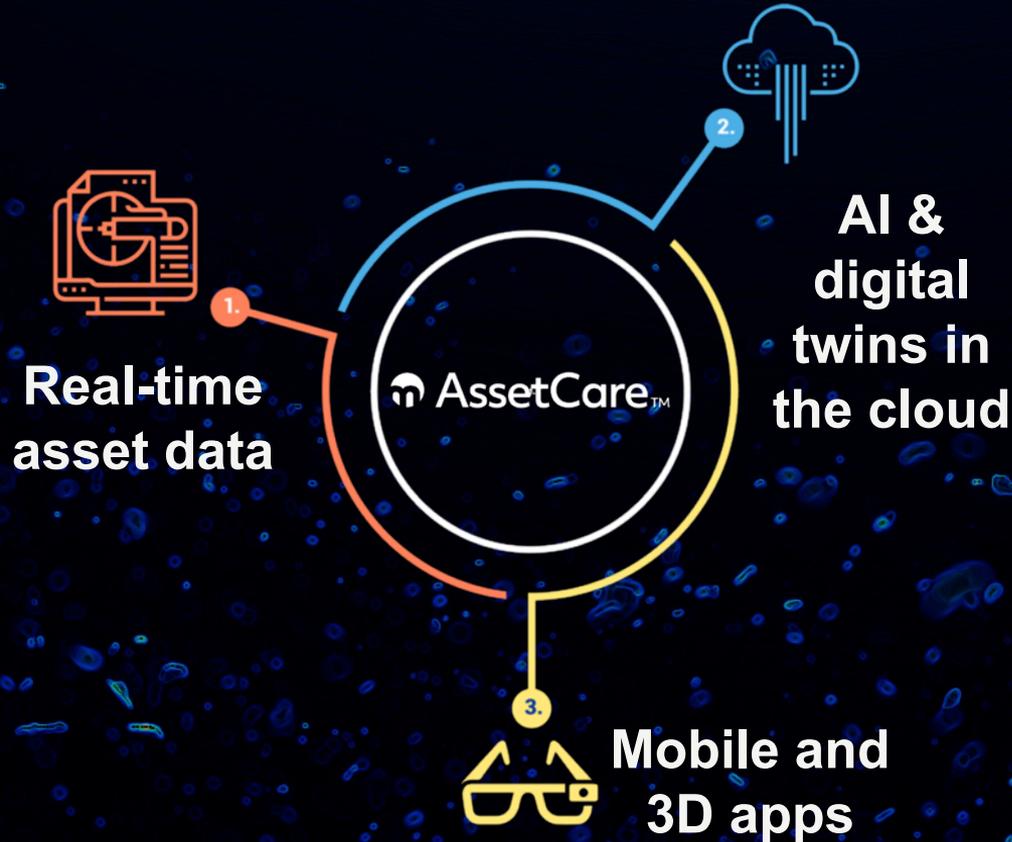
**50** Technology Fast 50  
2021 CANADA  
CLEAN TECHNOLOGY WINNER  
Deloitte.

**500**™ Technology Fast 500  
2021 NORTH AMERICA  
Deloitte.

**C\$24 billion** serviceable obtainable market



# AssetCare unlocks the untapped potential of energy intensive assets



## Oil & Gas Processing

- Control Systems
- Heat Exchangers
- Compressors
- Artificial Lift
- Fugitive Gas

## Buildings

- HVAC
- Refrigeration
- Indoor Air Quality

## Renewable Energy

- Wind Turbines



# Commercial SaaS business model delivers “Results-as-a-Service”

63,000+ assets  
already connected

Total number  
of connected  
assets

X

Annual recurring  
revenue (ARR)  
per asset

=

**mCloud**  
annual revenues

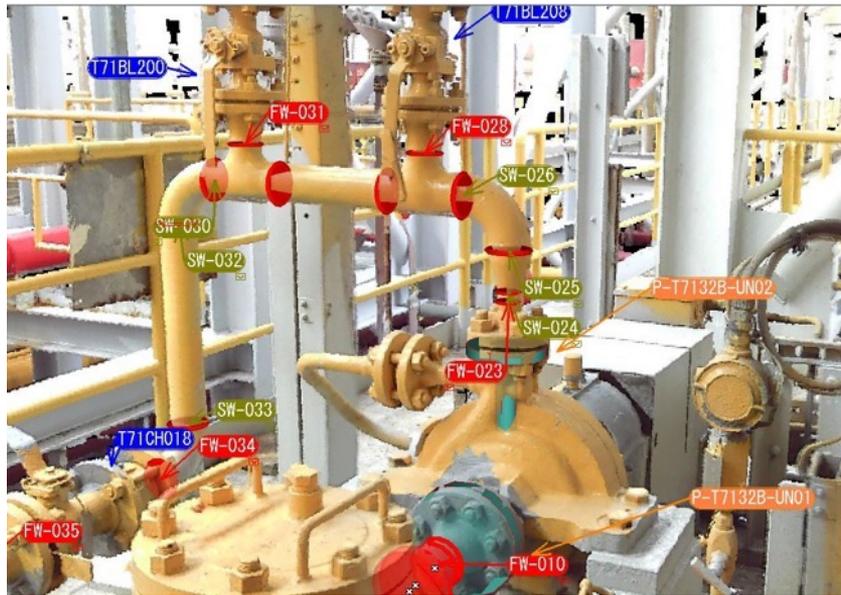
## AssetCare

Simple subscription-based pricing combined with zero CAPEX makes AssetCare an easy buying decision for mCloud Customers.



# AssetCare - Digitizing Hydrocarbon Processing

AssetCare technology empowers businesses, asset managers, operators, and maintainers to take deliberate actions that drive the operational efficiency of often overlooked critical energy intensive assets.



IoT sensors connect critical assets to the cloud where AI monitors, guides and supports asset management.

3D Digital Twins, at 4mm tolerance, enable access to online 3D models of entire processing facilities complete with engineering data, facilitating remote collaboration.

Connected workers share photos, videos, and technical documentation remotely to complete work orders faster and more accurately.



# AssetCare 3D Digital Twins Close the Gap

*Persistent gap between engineering documentation and the physical plant as-is situation*

- Collaborate across teams with smart, very high-resolution 3D models of facilities **anytime, anywhere**
- Efficiently plan and conduct facility turnaround operations **without being onsite**
- **Virtual reviews:** High accuracy 3D models eliminate the need for onsite verification
- **Corrosion detection:** 3D models accurately measure and predict the impact of hard-to-see corrosion



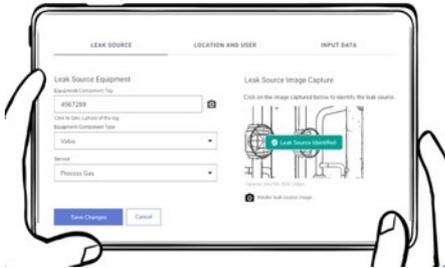
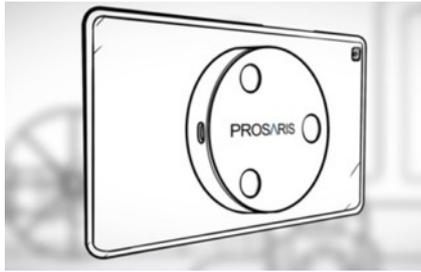
*Trusted singular view of engineering as-built data accessible from the Cloud*



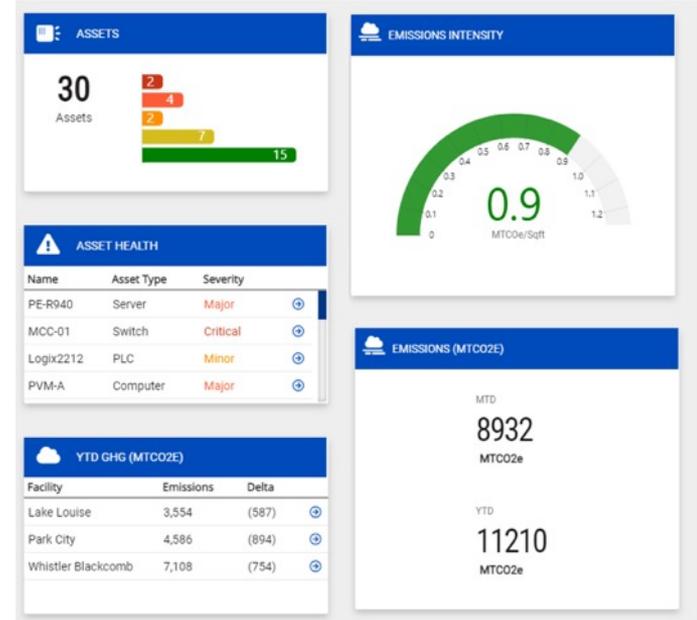
# Growth Driver: ESG + Decarbonization in Oil & Gas

Further growth expected from new solutions including AssetCare Mobile fugitive gas and leak detection

AssetCare's industrial AI enables the continuous inspection and correction of gas leaks at oil and gas facilities



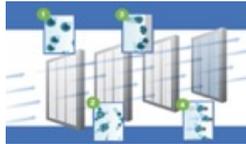
*Reducing methane emissions from oil and gas operations is among the most cost-effective and impactful actions that governments can take to achieve global climate goals. IEA*



# AssetCare for Buildings - Saves Energy - Improves IAQ

Using AI to drive healthy, energy efficient, and compliant buildings in multi-site businesses

## AssetCare™ 24/7 Optimization and Monitoring in the cloud



**Air Purification**  
*UV and Particle Control Filtration*



**Smart Motors**  
*Variable frequency drives for fan control*



**Advanced HVAC**  
*Connect directly to units or via BMS*



**Smart Sensing**  
*Thermostats, IAQ Monitors, Occupancy*

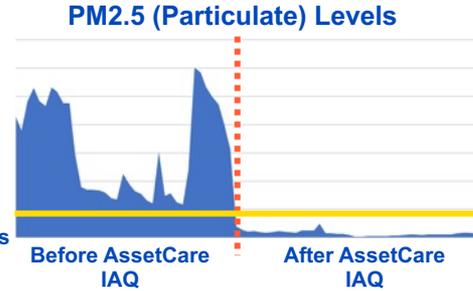
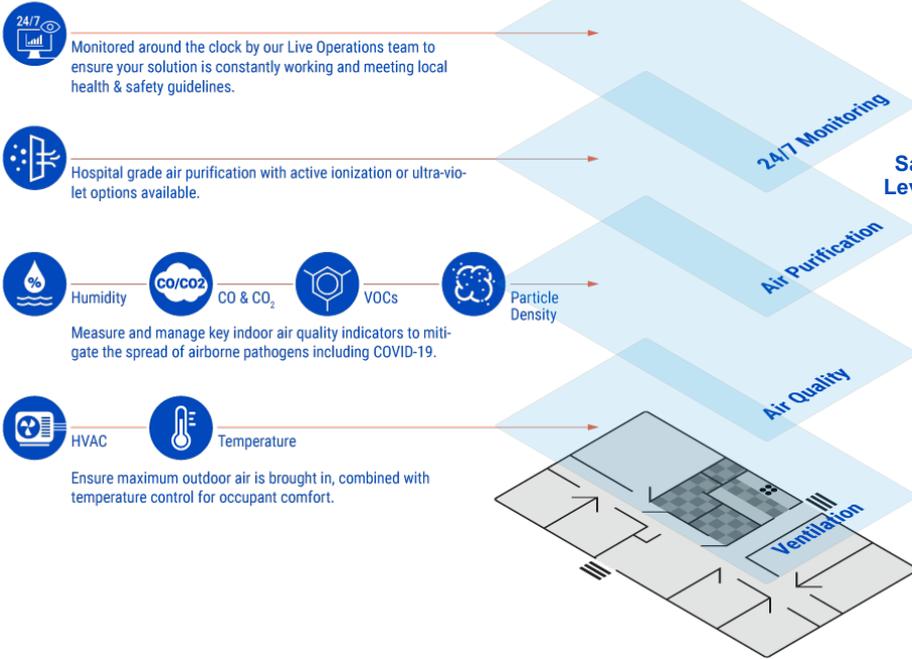


**BMS Integration**  
*Supports every major vendor and industry standard*



# Buildings Growth Driver: Indoor Air Quality

Indoor Air Quality is monitored to stringent health & safety standards



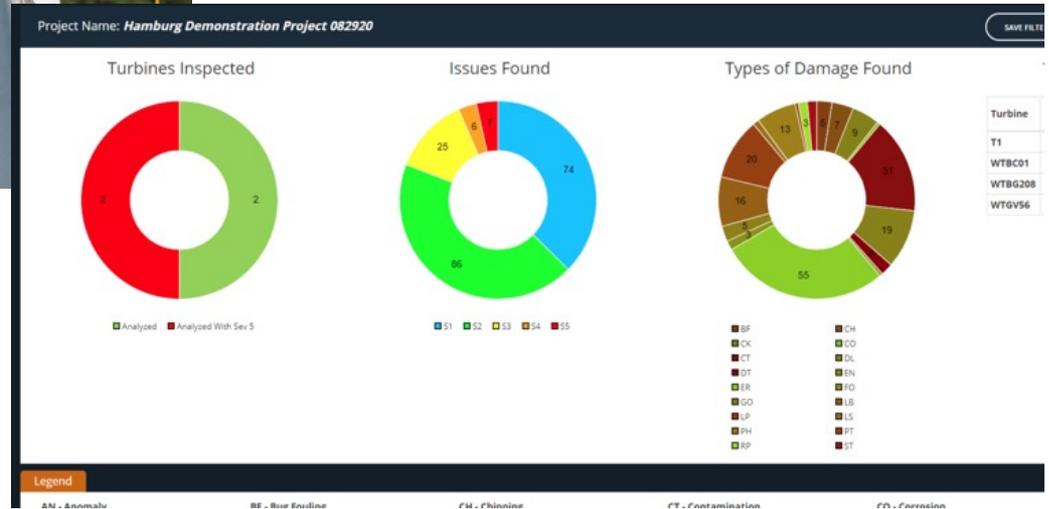
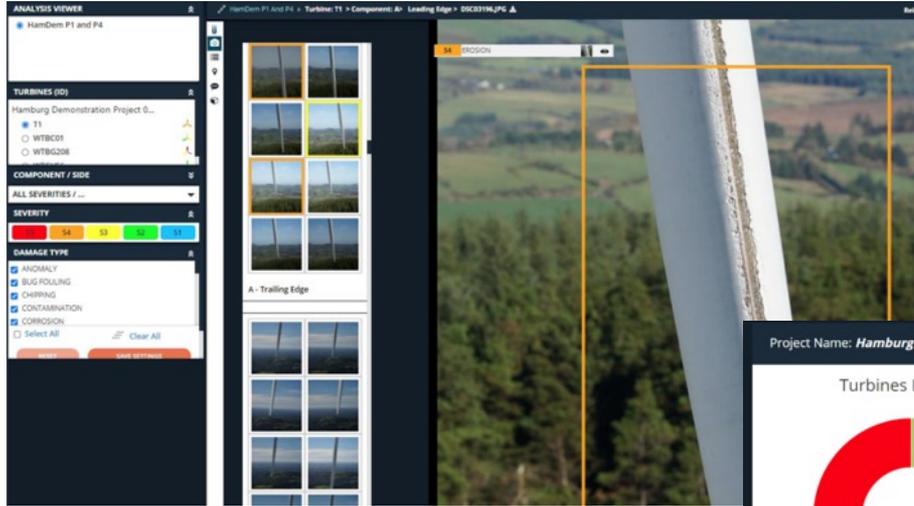
Scan to see indoor air quality

The indoor air quality in this building is monitored by  
**AssetCare™**



# AssetCare for Wind Turbines improves energy production

AI-powered operations and maintenance solutions for wind farms including blade inspection and performance optimization



# C\$24 Billion Serviceable Obtainable Market

**23,881,000**

Targeted Connectable Assets

**7.3M**

Serviceable Commercial Buildings

**34,780**

Serviceable Industrial Sites

**1,916,700**

Targeted Connectable Workers

**C\$18.4B**

SOM at Buildings

**C\$5.6B**

SOM at Industry Sites

**315,000**

Targeted 3D Digital Twins

**3.1M** restaurants

**4.2M** mid-size retail (including banks)

**29.0k** long-term care facilities

**1.1M** oil and gas, LNG, and FPSO sites

**30.7k** wind farms

**1.2k** mining processing facilities

**1.6k** pulp and paper facilities

Sources:

Statista | Number of restaurants in the United States | Number of establishments in the Canadian fast food industry | Number of fast food restaurant outlets in the United Kingdom |

Number of shopping malls in the United States | Number of shopping centers\* in Europe | Number of shopping centers in Germany

CDC | Residential Care Communities, Australian Institute of Health and Welfare | Providers, services and places in aged care | Petronas Annual Report 2018 |

Irena and the American Wind Association | World Economic Forum and Parker Bay | Confederation of EU Paper Industry; Natural Resource Canada; Bureau of Labor Statistics



# Over 100 enterprise customers worldwide



# First foreign company to be licensed by the Saudi Ministry of Investment (MISA) for cloud and on-premise solutions

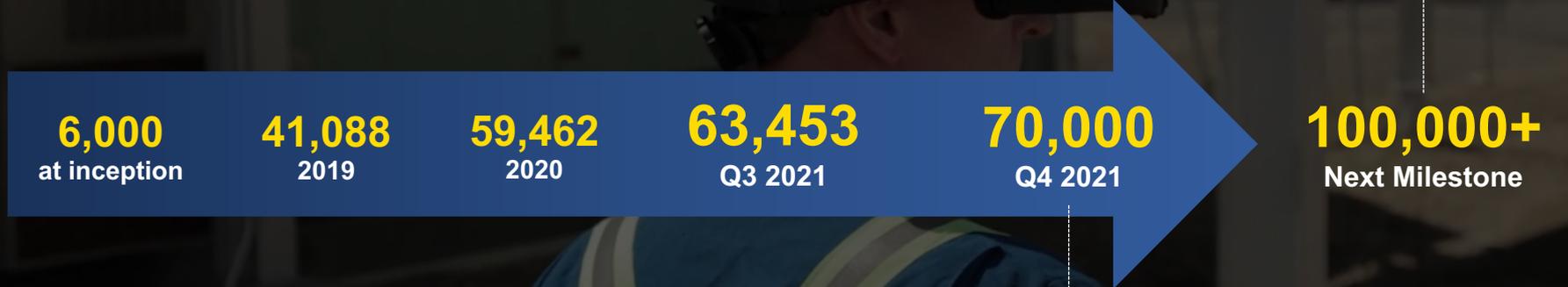
License Type	Enabled	Activity - English
Services Investment License	X	Provision of Internet of Things (IoT) services using license-exempt frequencies
Services Investment License	X	analysis of systems
Services Investment License	X	designing and programming special software
Services Investment License	X	Virtual Reality technologies
Services Investment License	X	Application Development
Services Investment License	X	Artificial Intelligence Technologies
Services Investment License	X	Cybersecurity
Services Investment License	X	Block chain Technologies
Services Investment License	X	Big Data Technologies and Data Science



وزارة الاستثمار  
Ministry of Investment



# Total connected assets continue to grow despite pandemic restrictions



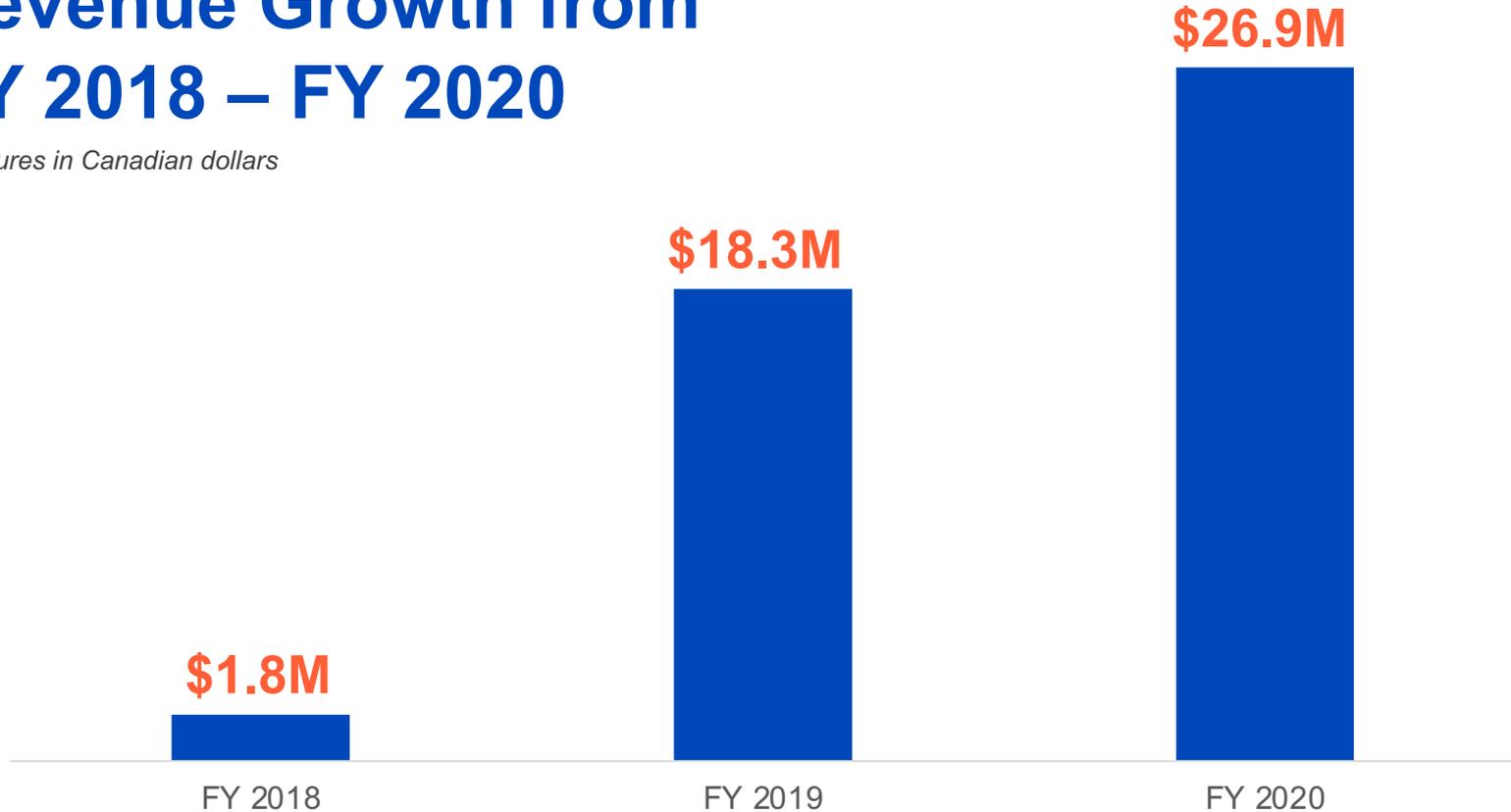
Driven by AssetCare solutions for reopening and ESG

Existing customers and contracts

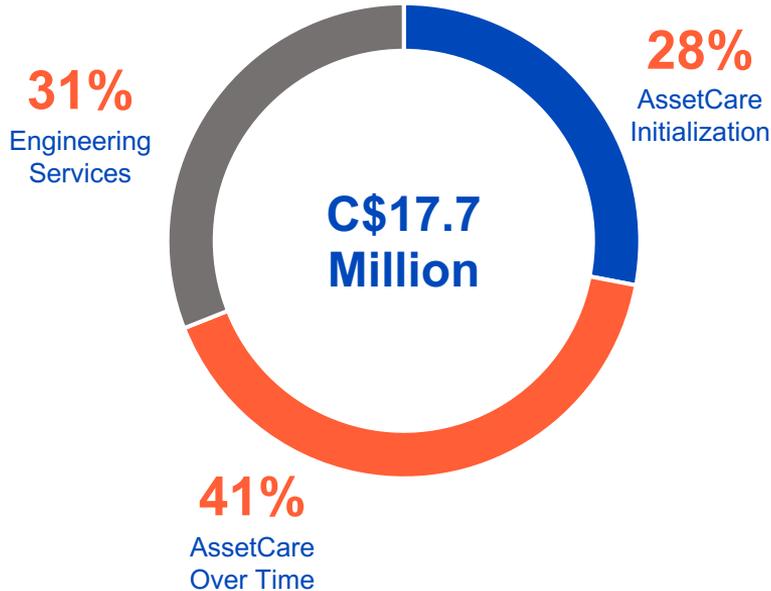


# Revenue Growth from FY 2018 – FY 2020

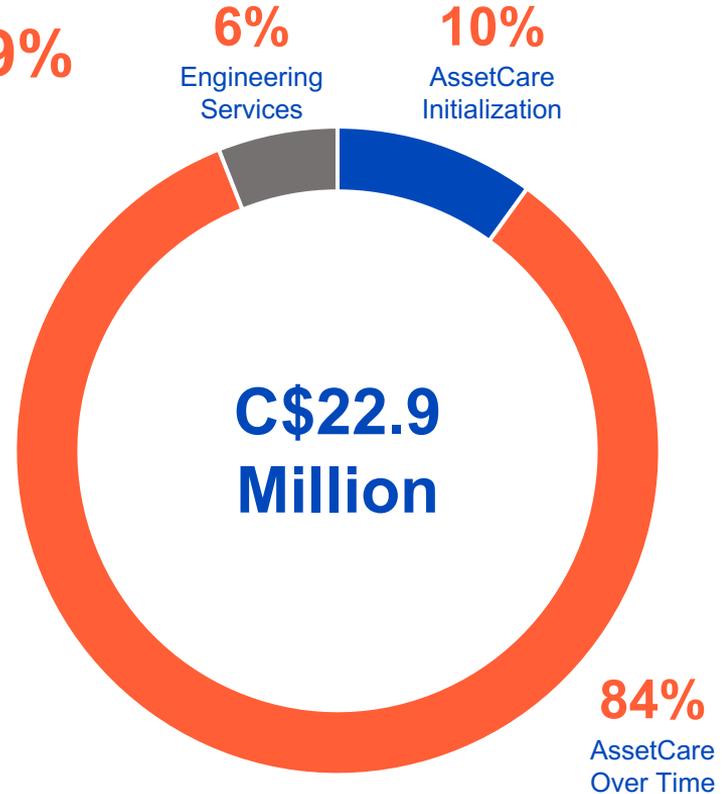
*All figures in Canadian dollars*



# First Nine Months 2021 vs First Nine Months 2020 Revenue: +29%



**First Nine Months  
2020 Total Revenue**

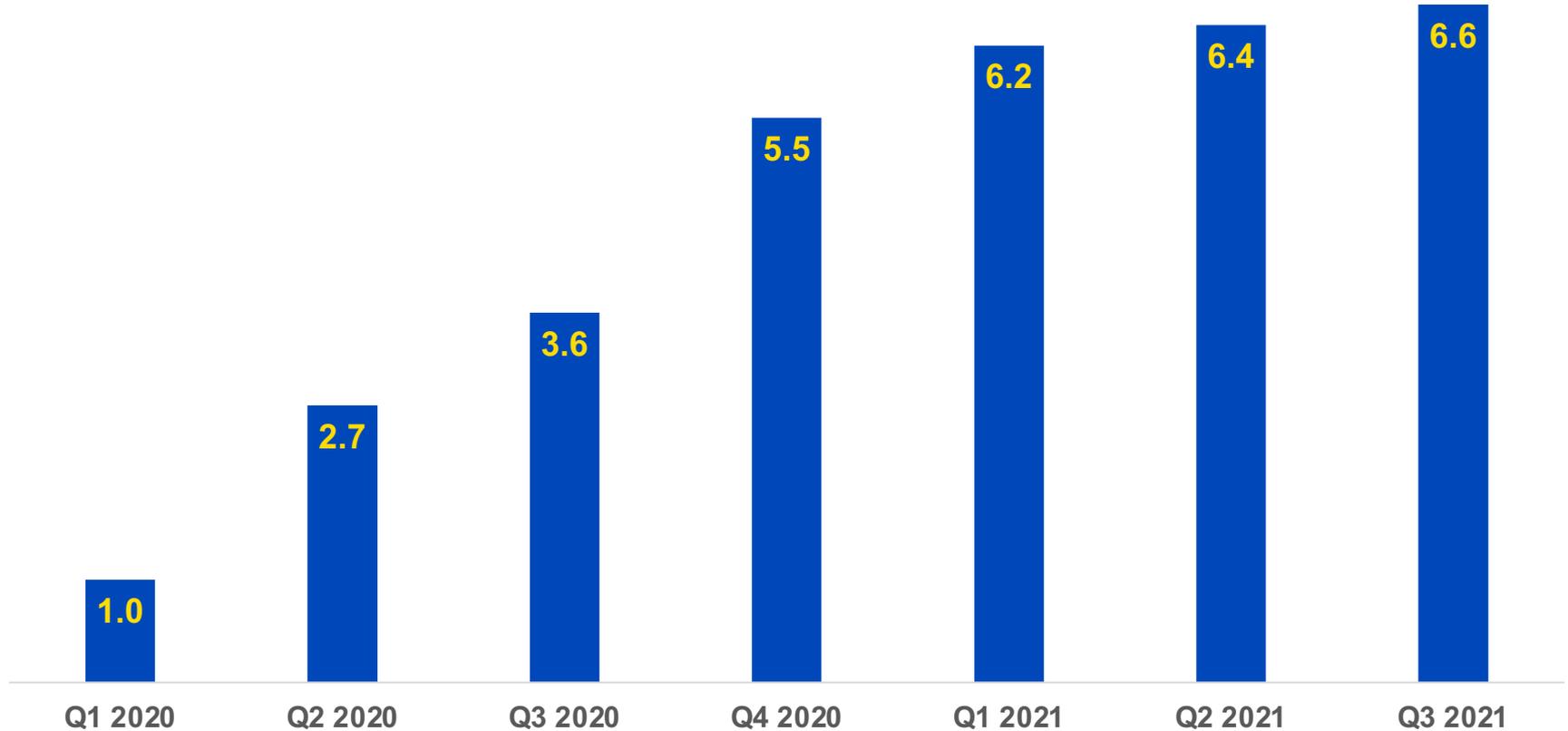


**First Nine Months  
2021 Total Revenue**



# Q3 AssetCare recurring revenues **+85% YoY**

All figures in millions of Canadian dollars (C\$)



# SaaS Performance in 2020

Results from audited FY2020 financial data

**273%**

Net Dollar Retention

**100%**

Gross Dollar Retention

**3.2x**

LTV : CAC Ratio

**74%**

Win / Loss Ratio

**C\$178M**

Combined Backlog  
+ Pipeline into 2021

**84%**

of LTV from Top  
25 Customers





The market for mCloud's Industry 4.0 digital solutions is projected to grow from **USD 64.9B in 2021** to **USD 165.5B by 2026** at a **CAGR of 20.6%** - *Markets and Markets (June 2021) | Industry 4.0 Market by Technology - Global Forecast to 2026*



# Capitalization table

Listed on Nasdaq: **MCLD**; TSX-V: **MCLD, MCLD.DB**

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<b>Total Common Shares Issued</b>	13,723,069
<b>Options</b>	808,287
<b>RSUs</b>	176,749
<b>Warrants</b>	6,155,035
<b>Convertible Debt Debenture</b>	1,580,083
<b>Fully Diluted Shares</b>	<b>22,443,223</b>

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[mcloudcorp.com](http://mcloudcorp.com)