



Acquisition of



Disclaimer

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About us – **AtmanCo** (ATW.V)

Who we are

An assessment tool and development of human potential. It can identify the natural talents and motivations of an individual, as well as their attitudes and values

Our Product

- **Robust Atman** psychometric test developed over years
- Scientifically-validated to measure personality traits
- Matching with job positions, individuals and teams
- Presented on a secure, web-based platform (**SaaS**)
- Test developed over several years and validated through the sale of more than a million tests

Our Markets

- Corporate (B2B)
- Consumer
 - Online Dating (B2B2C)
 - Mass Market (B2C)

What differentiates us

- ✓ User friendly & multilingual
- ✓ Unique matching feature
- ✓ Cross-dimensional capabilities, allowing for more accurate and pertinent results

Our Partners & Clients

- Diversified and recurring blue chip customers



Our Team



Michel Guay, Founder, President, CEO and Director

President and founder of AtmanCo, Michel Guay completed his studies in psychology at the University of Montreal in 1984. He has over 25 years' experience in the business world. Innovative and creative, he developed an entrepreneurial expertise in strategy development and strategic alliances at the national and international level. He practices in consultation, teaching, research and management. He delivers various conferences on the art of work performance management, management competencies evaluation, turnover rates, personnel selection as well as coaching (leadership). He also develops several training programs featuring human capital development.



Simon Bédard, CFO

Mr. Bédard, CPA, CA, CFA, MBA (McGill) is a financial executive with more than 20 years of diversified working experience in strategic management, finance, accounting and business development in an international environment. Through his previous roles of CFO and financial advisor, M. Bedard also brings strong expertise in financing, capital markets, treasury and corporate development.



Marie-Christine Drolet, VP Consulting Services

Ms. Drolet is a member of the Ordre des conseillers et conseillères d'orientation du Québec. A specialist in training development and delivery and evaluating senior managers, she has been with AtmanCo for 7 years. She's also in charge of the R&D related to the Atman test scientific validation



Stephane Poirier, CTO & CMO

Stephane Poirier is an entrepreneur who founded and lead PCMS Group for over 15 years. He is passionate about technology and digital marketing. He joined Atmanco in 2013 after having sold his company to Constellation Software Inc (TSE:CSU).

Our Board of Directors



Brian Edwards, Chairman and Director

Brian Edwards is an entrepreneur and chairman of the board of directors of AtmanCo (TSX-V: ATW), a company that helps leaders and managers choose the right human resources and their appropriate allocation in the organization. Mr. Edwards founded BCE Emergis (formerly MPACT Immedia) ("Emergis") which became one of the largest e-commerce companies in North America, where he was CEO from 1988 to 2002. Mr. Edwards is a member the Board of Directors of Camoplast Inc. and of Impath Networks Canada Corporation in Halifax, Nova Scotia, as well as Transat AT Inc. and Pethealth Inc. two companies whose securities are listed on the Toronto Stock Exchange.



Michel Guay, Founder, President, CEO and Director

President and founder of AtmanCo, Michel Guay completed his studies in psychology at the University of Montreal in 1984. He has over 25 years' experience in the business world. Innovative and creative, he developed an entrepreneurial expertise in strategy development and strategic alliances at the national and international level. He practices in consultation, teaching, research and management. He delivers various conferences on the art of work performance management, management competencies evaluation, turnover rates, personnel selection as well as coaching (leadership). He also develops several training programs featuring human capital development.



Normand Drouin, Director

Normand Drouin is an engineer and president and owner of SGND Inc. He has 35 years of experience in business management in information technology and supports and coaches CEOs in managing the growth of their companies. He has held various management positions in two multinational IT companies. He founded 15 IT companies and has participated in numerous Boards of private companies, both in America and Europe. He graduated in engineering from Laval University in Quebec.



Marc Dallaire, Director

Mr. Dallaire is a managing partner at Dallaire & Lapointe Inc. since 2000 and acts as a tax and special services manager. Marc Dallaire was previously a partner at Lévesque, Allard, Dallaire, GP for 2 years. With over 25 years of experience, Mr. Dallaire has also served as Vice-President of the Investment Committee of Desjardins-Innovatech, and Vice President and Chairman of the Investment Committee of Desjardins Venture Capital for the Regions of Quebec and cooperatives.

Our markets



Corporate - Direct



Corporate - Marketplace



Corporate - Inbound



Consumer market

- Dating
- Lifestyle app (Bloomed)

API

ATMAN TEST

Market validation - Right place at the right time

Forbes

Monday, February 9th, 2015

"HR Tech are the new venture promised Land"

In 2013, Josh Bersin, Deloitte's corporate HR investigate guru, predicted that **57% of companies** would be shopping HR program in a subsequent 18 months, and in 2014 that the **HR tech attention was valued over \$15 billion.**

JUNIPER
RESEARCH

Tuesday, March, 31st, 2015

"Mobile app revenue to reach \$99b by 2019, dating and lifestyle apps to see most growth"

reddit

Monday, September 28th, 2015

The most popular question on Reddit.com (200M monthly active users) in September 2015 was:

"Where can I find interesting tests to find out more about myself"

Corporate - Solutions

Value Proposition



Reduce bad hiring



Reduce time spent on hiring



Reduce turnover rate



Increase revenues



Better onboarding



Target the rising star

Solutions



Team profiles



Personality profile



Compatibility



Interview Guide



Job fit



Specific skills

Corporate -Case studies



Were already **using** a **psychometric test** and knew the benefits

Decided to **trust** the **AtmanCo** solution, given its user-friendliness, efficiency, and the team's outstanding customer service and expertise



Management support and coaching

Decrease in turnover of **27%** in one year

Recruitment and staff management with the use of **job standards**



Increased motivation of employees

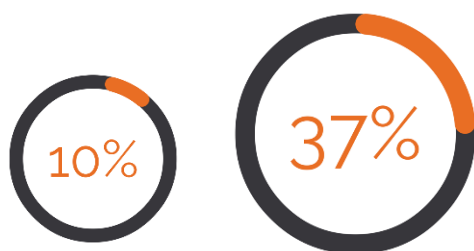
Increase in sales of **12%**

Decrease in turnover by **31%** in 18 months

Decrease of hiring time : **36%**

Corporate - Metrics

Revenue Growth



2014 VS 2013

2015 VS 2014¹

Retention³



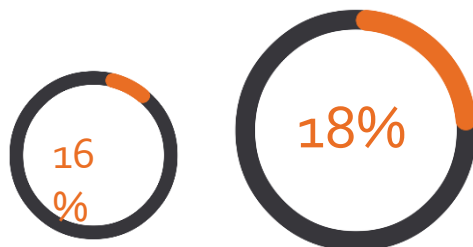
2014²

2015²

2016^{2F}

85%
Retention
amongst Licensed
Clients in 2015

Revenue Growth Per Top 50 Clients



2014 VS 2013

2015 VS 2014¹

2015²: \$ 17,700/client

2014²: \$ 15,000/client

2013²: \$ 12,900/client

Cost of Acquisition



2014²

2015²

¹ Cumulative Q3

² Last 12 month period ending Q3

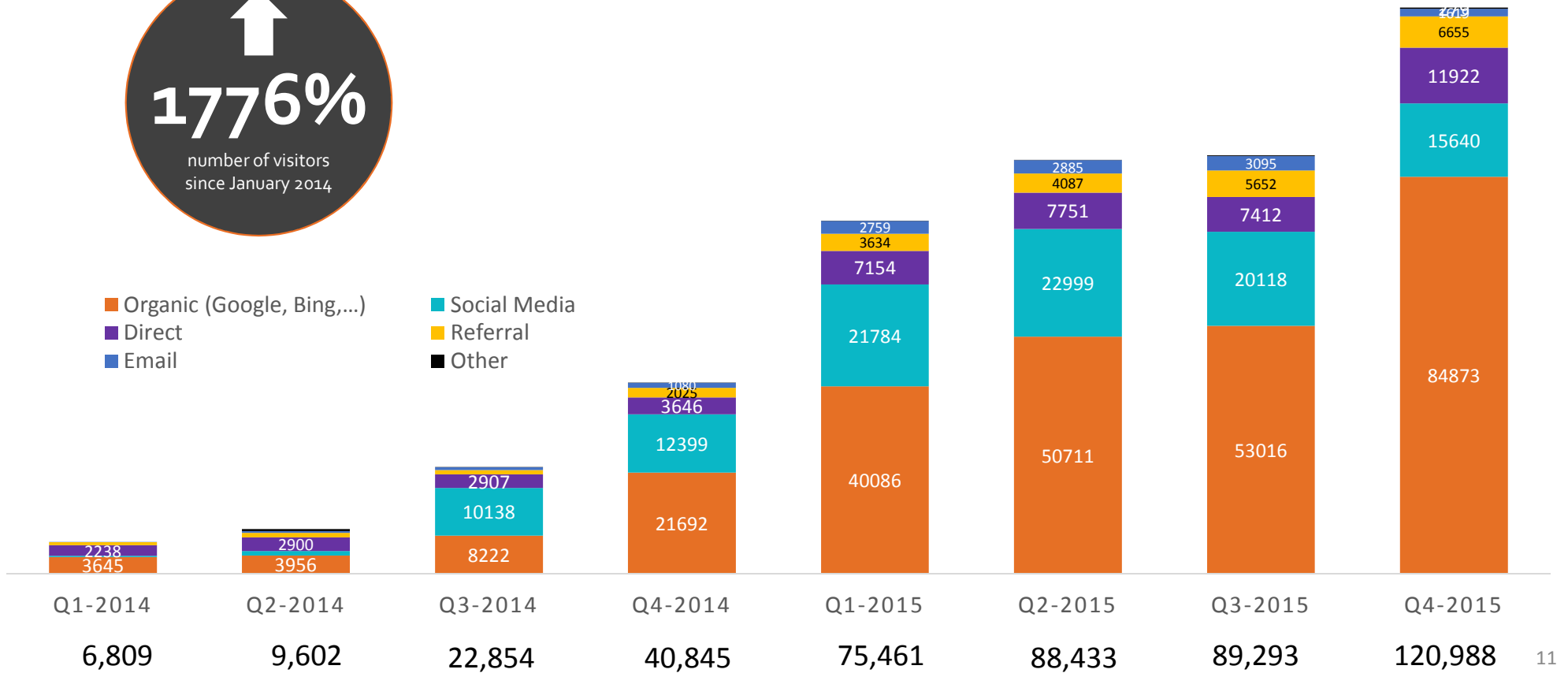
³ Excludes one time buyers of amounts < \$1,500

Corporate - Inbound -Web online traffic

January 2014 to December 2015



Organic (Google, Bing,...)
Direct
Email
Social Media
Referral
Other



Mass Market - Online Dating

- AtmanCo has a 3-year partnership with Québec Rencontres (owned by VoxTel)
- 2 millions members and over 20 years history
- Higher spending age group profiles
- To serve as proof of concept and traction amongst customers

Québec Rencontre - Pricing model

Personality profiles and tips	\$ 4. ⁹⁹
Monthly	\$ 7. ⁹⁹
Premium	\$ 9. ⁹⁹

**Lifetime Value – Online
Dating User**

≈ \$ 110

Lifetime Value – Atman

≈ \$ 15 - 20

Market Validation



\$ 2.2

billion dollar market in America



1/10

American adults are registered to an online dating site



59 %

of Americans think online dating is a good way of meeting people



15 %

increase in number of Americans with a favorable view of online dating last 8 years



66 %

have tried it

MVP and mobile
responsive website
ready to be launched!

Mass Market - Bloomed







Problem worth solving

Problem: People tend to know little about themselves and continuously make decisions that are not aligned with their personality and natural instincts

Result: Trouble excelling academically, unmotivated at work and unsatisfied with everyday relationships

Product

-  Mobile app and web based platform
-  Content board with suggestions for all important life decisions (interview guides, relationship advice, etc.)
-  Improves personalization of other apps
-  Share, connect and match up with notifications and in app messaging

Differentiation

- Scientifically validated
- Matching between individuals
- Only product not only focus on career
- Web and mobile app

Solution

- Offer the **Atman solution** directly to consumers through Bloomed
- Knowledge of their personality to make educated decisions
- Guide and prepare individuals through important life situations

Market

Web platform ready for launch, and the potential **virality** of the matching feature is already very apparent

Worldwide consumer market as everybody has a personality. Applications include career, self-awareness, sports, education, relationships, gaming, etc.



Competition

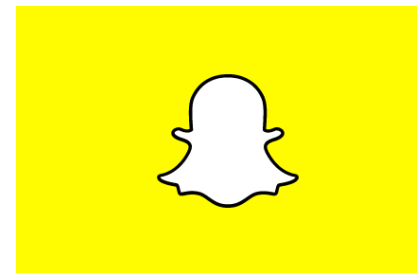
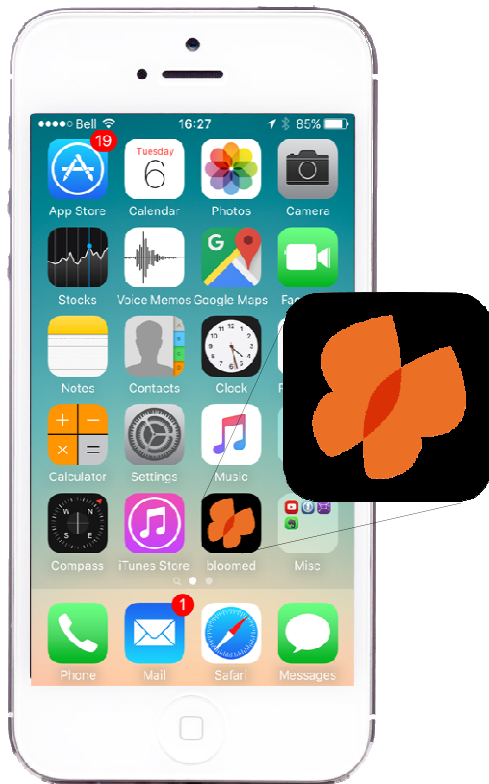
We know who we're up against: Traitify, Good.co, Praditius

Engagement strategy

- In-App messaging
- Notifications
- Updated content
- Connects with Social Media outlets

Mass market - Bloomed

It's going to be viral



And **so**
many more!

Mass Market – Bloomed – Key metrics

	2016F	2017F	2018F
Number of MAUs	1 M +	5 M +	10 M +
Cost / User	\$ 3. ⁵⁰	\$ 1. ²³	\$0. ⁸⁹
Average Retention Rate Per month	61 % ¹	51 % ²	76 % ²
New User Conversion Rate	N/A	3. ²⁵ % ³	6 % ³

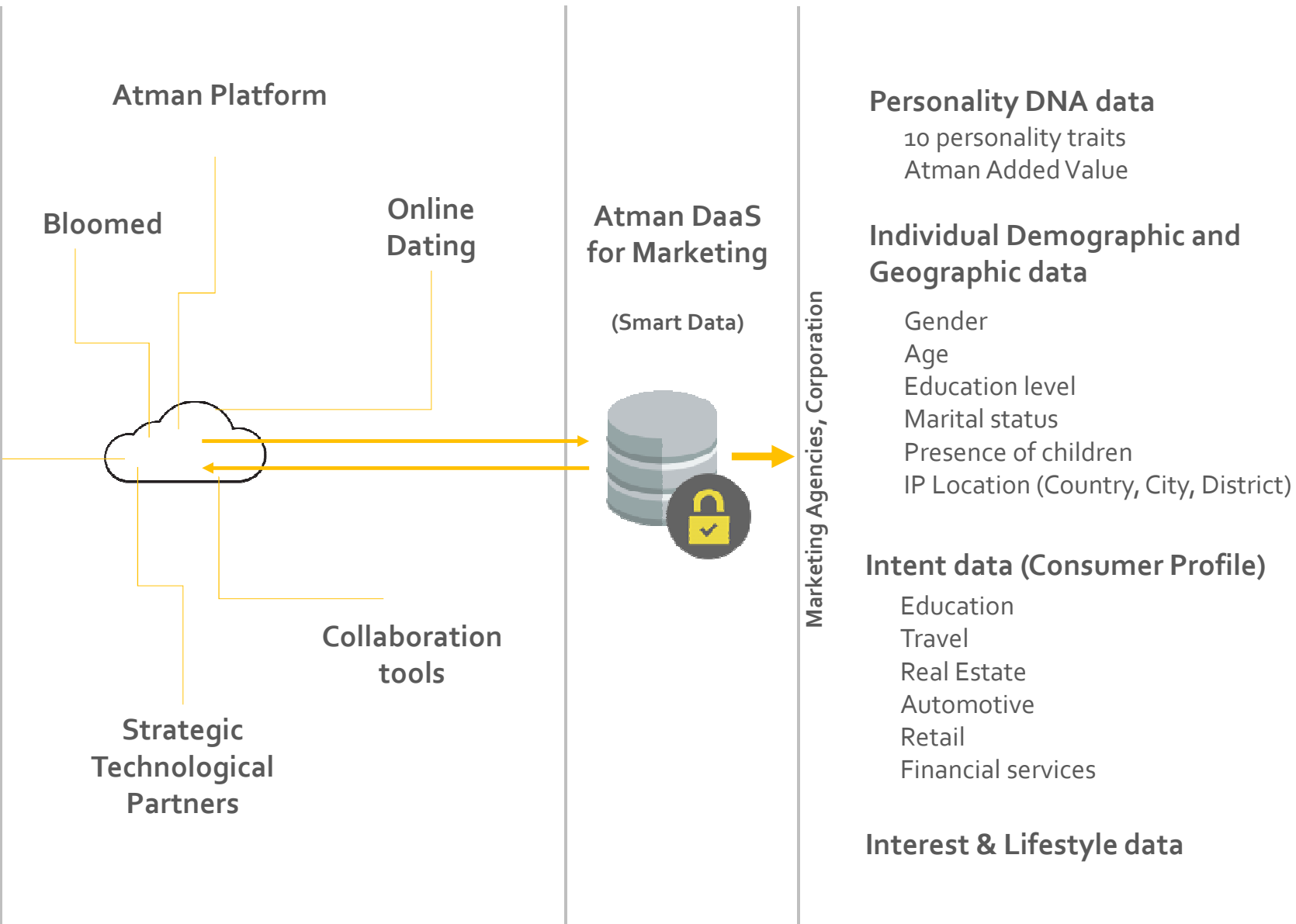
Premium
\$ 2.⁹⁹ / Month

Lifestyle
\$4.⁹⁹ / Month

Average Lifetime Value⁴
of a User in Year 3

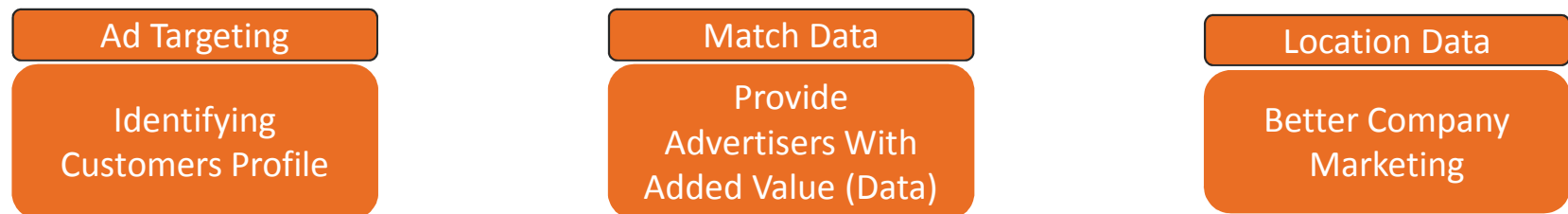
≈ \$ 14 - 17

¹ includes only free users
² weighted average amongst free + Subscriptions
³ quarterly growth between 0.5-1%
⁴ does not include smart data



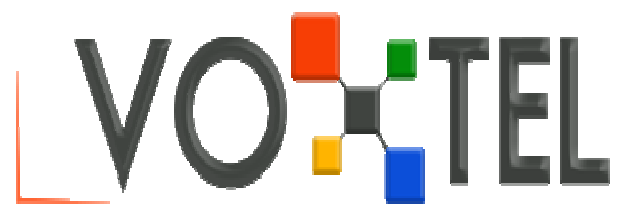
DaaS (Smart Data) – Key metrics

$\simeq \$1.30$ / User / Year in year 3



- 70% of large organizations already purchase external data and 100% will do so by 2019
- Currently a \$30 billion dollar market, DaaS is expected to be a \$88 billion dollar market by 2021
- Examples of well known companies selling their data:

	Facebook +	Twitter	LinkedIn
MAU Q3 2015	1.5 B	320 M	100 M
Ad & Data Revenue per user / year	\$12.76	\$ 7.75	\$ 5.00



About the Target, **VoxTel**

Established in Canada for over 25 years

Specialist in interactive phone technologies

Solutions



Phone Carrier Billing

Ex: SMS, 1-900, collect call, short number



Interactive broadcasting solutions

Ex: La Voix, Political voting



Dating Site

québec Rencontres



Other telephonic solutions

Strengths



Recurring customer base (Smart data)



Limited competition (regulated environment)



Profitability & predictable cash flows

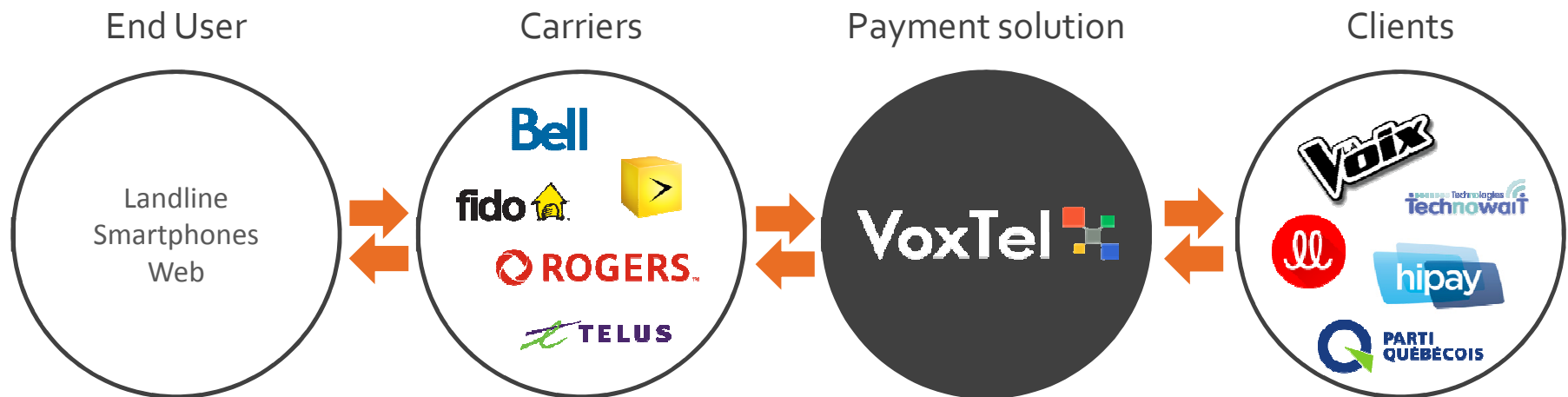


Contracts with Major Telecom companies

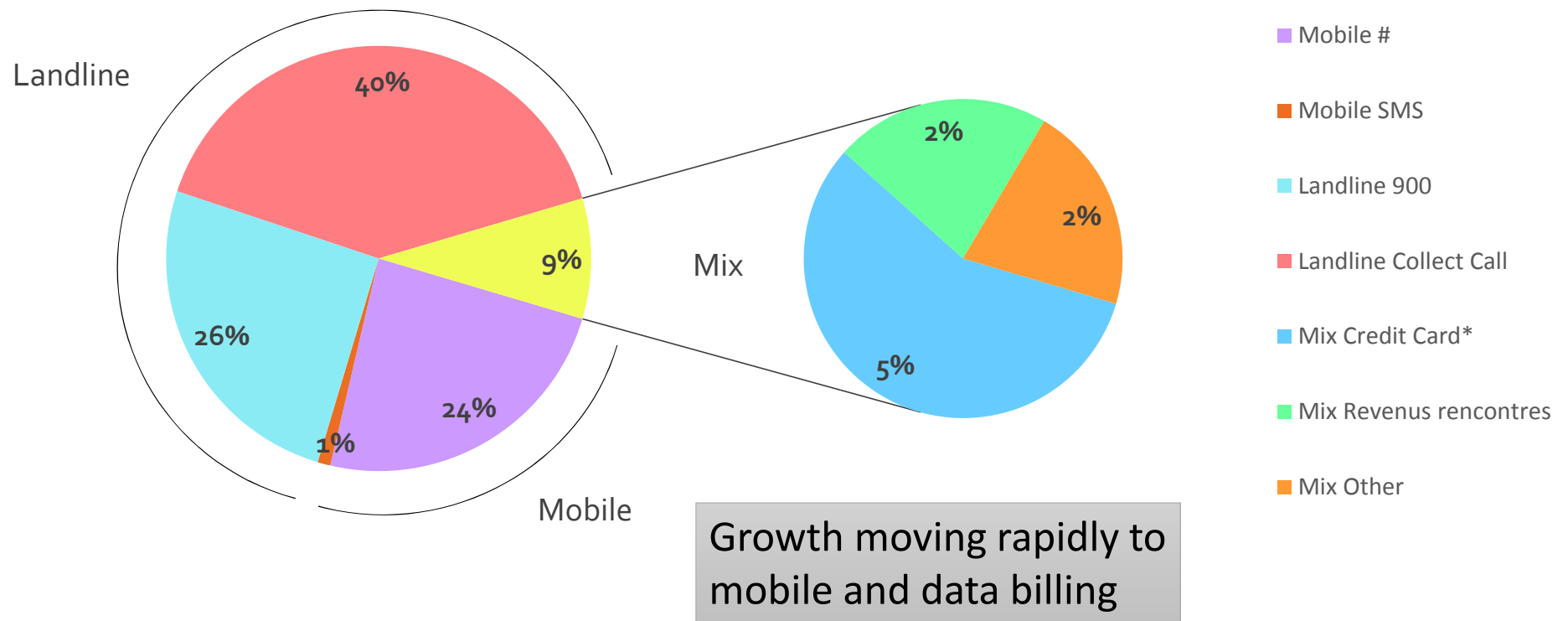
Voxtel's position in the value chain

Like Atman, Voxtel facilitates interaction



Voxtel: Revenue Stream

Direct Carrier Billing



Phone Carrier Billing Market

More people have mobile phones than bank accounts and credit cards



1. Frictionless, convenient and simple payment experience. Customers have more brand affinity, more trust, and a clearer connection to the services provided by their carrier than their bank
2. Global phone penetration is **2X** bank accounts and **3X** credit cards (i.e. emerging markets, young people)
3. Conversion rates of Direct Carrier Billing is **8X** higher in emerging markets and more than **3X** in established markets than Credit Card transactions (higher price points)

Why the Acquisition

- ✓ Fast growing markets (i.e. direct carrier billing, dating, gaming)
- ✓ Strategic and financial synergies
- ✓ Benefits AtmanCo
 - Improved visibility, size, profitability and financial flexibility
- ✓ Significant sales growth opportunities at VoxTel
- ✓ Timing & Valuation
 - Temporarily undervalued (priced at a discount)
 - 3.5x 2015 adjusted EBITDA and 0.25x 2015 sales
 - Canadian telecom companies trading at ~ 6 x EBITDA and ~ 2 x sales

Stronger Together

Improve the interaction between people



Revenue Synergies

- Online dating
- Smart data
- Geographic expansion
- Billing solutions
- Cross-selling



Cost Savings

- Tax synergies through the use of AtmanCo's accumulated tax losses (~10M)
- Rent, utilities and redundancy savings estimated at least 500K/year





Sales Opportunities

- English version of Quebec Rencontres ready to be launched (StrikeltUp)
- Refocus on commercial development
- New solutions ready to be launched
 - (i.e. billing, credit cards, SMS, collect calls, etc.)
- Higher conversion and margin sales (i.e. voting, online dating)
- Under exploited developed applications

Financial metrics

	2013	2014	2015	2016E	2017E	2018E
(In thousands)	VoxTel	VoxTel	VoxTel	Combined Proforma	Combined	Combined
Revenues	18,700	15,900	13,400	12,500	15,000	17,500
Adj. EBITDA	1,280	1,075	700	1,000*	1,500*	2,000*

* Includes 500K of cost synergies. Revenues synergies excluded by conservatism.

- 
Game changer transaction with combined proforma revenues increasing from 0.9M to 12.5 while turning to positive EBITDA
- 
Temporary revenue decline at VoxTel explained by:
 - Limited commercial development and lack of operational focus due to time spent in litigation with former General Manager (2014-2015)
 - Some isolated events

What's the VoxTel deal

Breakdown of the Acquisition of VoxTel

	(in thousands)
Total purchase price	\$3,400
Balance of sale (6 years)	1,400
Equity	500
Cash	1,500
	\$3,400

Flexible deal financing structure; more than 40% financed by the vendor

Financing needs

Acquisition	1,500
Commercialization	1,200
Transaction costs	300
Total financing needs	\$3,000

What's the **deal for investors**

- ✓ **Best effort private placement for up to 3.0M**
 - Contemplated price of \$0.075/unit. 1 unit = 1 share + ½ warrant (2 years, \$0.15 strike price)
- ✓ **Below market post-money multiples**
 - Price to sale of ~ 0.5x
 - Price to earnings of ~ 6.15x
- ✓ **Strong potential upside in stock price**
 - Discounted price; Last financing round at \$0.20/unit; Excluding VoxTel; Significant progress in AtmanCo's development
- ✓ **Strong management commitment and ownership**
 - Management ownership: 33% (pre-money). Recently increased by 4.5% through the acquisition of a block from Cote 100
- ✓ **Higher visibility and liquidity with post-money market cap of ~ 9.0M**
 - Additional equity for up to 3.625M (includes 500K issued to vendor and 125K of debt conversion)
 - Shares O/S: 50.5M pre-money and 99M post-money

AtmanCo – Capital structure

Symbol	ATW.V
	Pre-transaction
Common shares	50,512,634
O/S warrants	13,546,155
O/S options	3,989,098
Fully diluted shares	68,047,887
Last 3 months average share price	\$0.055
52 week low/high share price	\$0.04 - \$0.135
Current share price	\$0.04
Average warrant exercise price	\$0.32
Average option exercise price	\$0.25
Market capitalization	2.0M
Debt outstanding	325K

Thank you!

Any questions?

For any question with regards to this presentation, please contact



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Appendix A

Competition

Corporate - Competition

Functionnality	SHL	Hogan	Prevue	EPSI	MPO	Thomas	MBTI	Atman
Easy to understand combined with accuracy	Hard & accurate	Hard & accurate	Hard & accurate	Hard & accurate	Not accurate	Not accurate	Not accurate	Easy & accurate
Personality assessment	x	x	x	x	x	x	x	x
Generic job norm		x	x	x	x	x		x
Personalized job norm			x	x	x	x		x
Personalized job norm with weighting								x
Interview guide								x
Employee Compatibility Report						x		x
Team profile						x		x
Sales profile	x	x				x		x
Management profile	x	x						x
Organizational development methodology							x	x

Mass Market - Competition

	Traitify	Good.co	Praditus	16personalities	Bloomed
Personality assessment	x	x	x	x	X
Real Match between individuals					X
Career	x	x	x	X	In progress
Sports					In progress
Gaming					In progress
Family					x
Web Platform	x		x	x	x
Mobile App		x			2016
Mobile responsive	x		x	x	x
Social media integration	x	x	x	x	x
In-app messaging					2016
Notifications		x			x
Relevant content board system					2016

Appendix B

Scientific validation process & copyright

Scientific validation process

- Determine and analyze the distribution of the participant's responses (frequency, mode, median, mean, kurtosis, skewness, minimum, maximum, and range).
- Identify the items that clearly discriminate against participants because of their responses.
- Examine the factorial structure of the personality inventory, the cognitive ability test, the learning mode, and the organizational preferences scales.
- Confirm the factorial structure of the personality inventory, the cognitive ability test, the learning mode, and the organizational preferences scales.
- Investigate the convergent validity of Atman's tests with the NEO PI-3 (Costa & McCrae, 2010), the Wonderlic Personnel Test (Wonderlic Personnel Test, 1992), the Kolb Learning Style Inventory (Kolb, 1984), and other instruments.
- Investigate the divergent validity of Atman's tests with the NEO PI-3 (Costa & McCrae, 2010), the Wonderlic Personnel Test (Wonderlic Personnel Test, 1992), the Kolb Learning Style Inventory (Kolb, 1984), and other instruments.
- Study the concurrent validity of the tests with existing employees. Integrating their performance measures allows for the evaluation of each participant's overall performance, their task-related performance, and their contextual performance.
- Study the predictive validity of the tests in a real selection context. Integrate performance measures to evaluate each participant who has been hired for at least six months.
- Perform test-retest validity.
- Analyze the internal consistency of the items.
- Measure the impact of adverse effect to ensure that the test does not discriminate against minorities or members of cultural communities.
- Establish standards for minority groups.
- Analyze the items relating to social desirability.
- Perform the benchmarking process and generate the psychometric standards.
- Execute back translation for each additional language (e.g. Step 1: Translate the tests from French to English by a translator. Step 2: Translate the English back to French by a different translator who has not seen the original text. Step 3: Compare the two French versions. Step 4: Adjust the translations where necessary). A part of the scientific validation process is repeated for each language.

Scientific validation process

Internal Resources assigned to the scientific validation

Marie-Christine Drolet, M.Ed., C.O.

Marie-Christine Drolet holds the position of Vice President of Consulting Services and Partnerships at AtmanCo. With a Master's degree in Career Development from the University of Quebec, and a Bachelor of Education from Laval University, Ms. Drolet is a member of Quebec's Guidance Counsellors Association. A specialist in the assessment of human potential, she has been at AtmanCo for nearly 10 years.

Christine Chartrand, MACP

Christine Chartrand is the Evaluation Consultant and Content Specialist at AtmanCo. She holds a Master's degree in Psychology from Yorkville University, and a Bachelor's degree in Human Relations with a minor in Psychology from Concordia University. Ms. Chartrand has gained excellent understanding of psychometric assessments over the course of her career, and has been working with AtmanCo for 5 years in both the B2B and B2C sectors.

Scientific validation process

External Resources (Independent researchers)

Alina Stamate, PhD.

Alina N. Stamate is a professor at the Department of Organizations and Human Resources at the University of Quebec in Montreal. A member of the Psychologists Association in Quebec, a holder of a Doctorate in Psychology and a Master's degree in Group and Organizational Analysis, she has over 15 years of experience with large organizations and consulting. Throughout her career, she realized several mandates in the field of human resources and industrial and organizational psychology from public and private organizations, both in Quebec and internationally.

Dr. Stamate has been an active member of her socio-professional community for many years. For example, she is a member of the Board of Directors of the Société Québécoise de Psychologie du Travail et des Organisations (SQPTO), as well as a member of the Association Internationale de Psychologie du Travail et des Organisations de Langue Française (AIPTLF).

A specialist in organizational measuring and development, her research interests prominently include empirical issues, legal and practical assessments, and the management of diverse talent.

Pascale Denis, PhD.

Pascale L. Denis is an Industrial and Organizational Psychologist (2008) and a Professor of staffing in the Department of Organizations and Human Resources at the School of Science Management at the University of Quebec in Montreal (ESG UQAM). She is also an external professor at UQAM's Department of Psychology.

Holding a PhD in Industrial and Organizational Psychology from UQAM since 2009, Dr. Denis is pursuing her research in the field of workforce evaluation and selection. She is specifically interested in the ability of various psychometric tests to predict job performance according to the learning phases experienced by new employees. In line with her research interests, she is also studying the legal issues that are inherently present with the selection processes in organizations.

Geneviève Lavigne, PhD.

Geneviève Lavigne is a consultant in research and socio-behavioral statistics. She holds a PhD in Research and Statistics in Social Psychology from the University of Quebec in Montreal. Dr. Lavigne is also pursuing a post-doctorate at Simon Fraser University in British Columbia. She works on research mandates for the following institutions: Beedie School of Business, Simon Fraser University (quantitative analysis and research reports), McGill University Health Center (quantitative analysis, corporate research reports, and academic publications), and School of Management at University of Quebec in Montreal (quantitative research and academic publications).

Copyright

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Registration No. - Numéro d'enregistrement :		1095791
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Guay, Michel		
to		
9130-4519 QUÉBEC INC.		
Date of Issuance of Certificate - Date d'émission du certificat :		22 mai 2012
		
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