



RENOWORKS SOFTWARE, INC. (TSXV: RW | OTC: ROWKF)

Renoworks.com

Delivering **Project-Ready**
Homeowner Leads to The
Building Materials Industry



“Design intent equals buying intent. With over 200+ enterprise customers reaching over 3 million homeowners a year through our design and visualization platform, Renoworks is by far the best positioned company to bridge the gap between homeowners and the manufacturer.”

- Doug Vickerson, CEO of Renoworks

NOT FOR DISTRIBUTION; NO OFFERING

Forward-Looking Information

This presentation and the material contained herein are confidential and are not to be disclosed to the public. This presentation is for information purposes only and may not be reproduced or distributed to any other person or published, in whole or part, for any purpose whatsoever. This presentation does not constitute a general advertisement or general solicitation or an offer to sell or a solicitation to buy any securities in any jurisdiction. Such an offer can only be made by prospectus or other authorized offering document. This presentation and materials or fact of their distribution or communication shall not form the basis of, or be relied on in connection with any contract, commitment or investment decision whatsoever in relation thereto. No securities commission or similar authority in Canada or any other jurisdiction has in any way passed upon the adequacy or accuracy of the information contained in this presentation.

Certain statements in this presentation, other than statements of historical fact, are forward-looking information that involves various risks and uncertainties. Such statements relating to, among other things, the prospects for the company to enhance operating results, are necessarily subject to risks and uncertainties, some of which are significant in scope and nature. These uncertainties may cause actual results to differ from information contained herein. There can be no assurance that such statements will prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral forward-looking statements are based on the estimates and opinions of the management on the dates they are made and expressly qualified in their entirety by this notice. Renoworks assumes no obligation to update forward-looking statements should circumstances or management's estimates or opinions change.

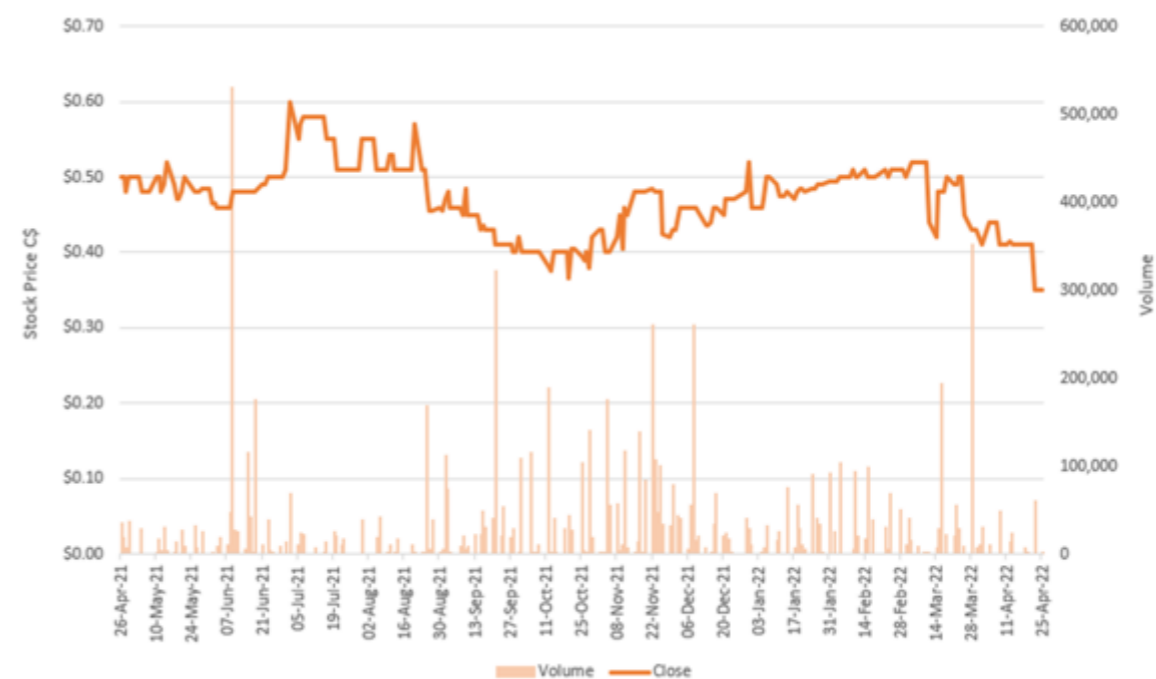
The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this document.

FINANCIALS OVERVIEW

Tight Capital Structure & High Insider Ownership

TSX.V:RW

SYMBOL:	TSX.V: RW; Pink: ROWKF
Shares Outstanding (Basic):	38,985,968
Options (Average Price - \$0.30):	2,620,000
Warrants:	805,000 @ \$.60 (Oct. 20, 2023)
Shares Outstanding (Fully Diluted):	40,595,968
Insiders:	43%+
Market Cap:	\$14,208,589
Year High/Low:	\$0.52/\$0.35
Cash Balance (December 31, 2021)	\$1,189,346
Margins (Avg.):	+65%
Year End:	December 31



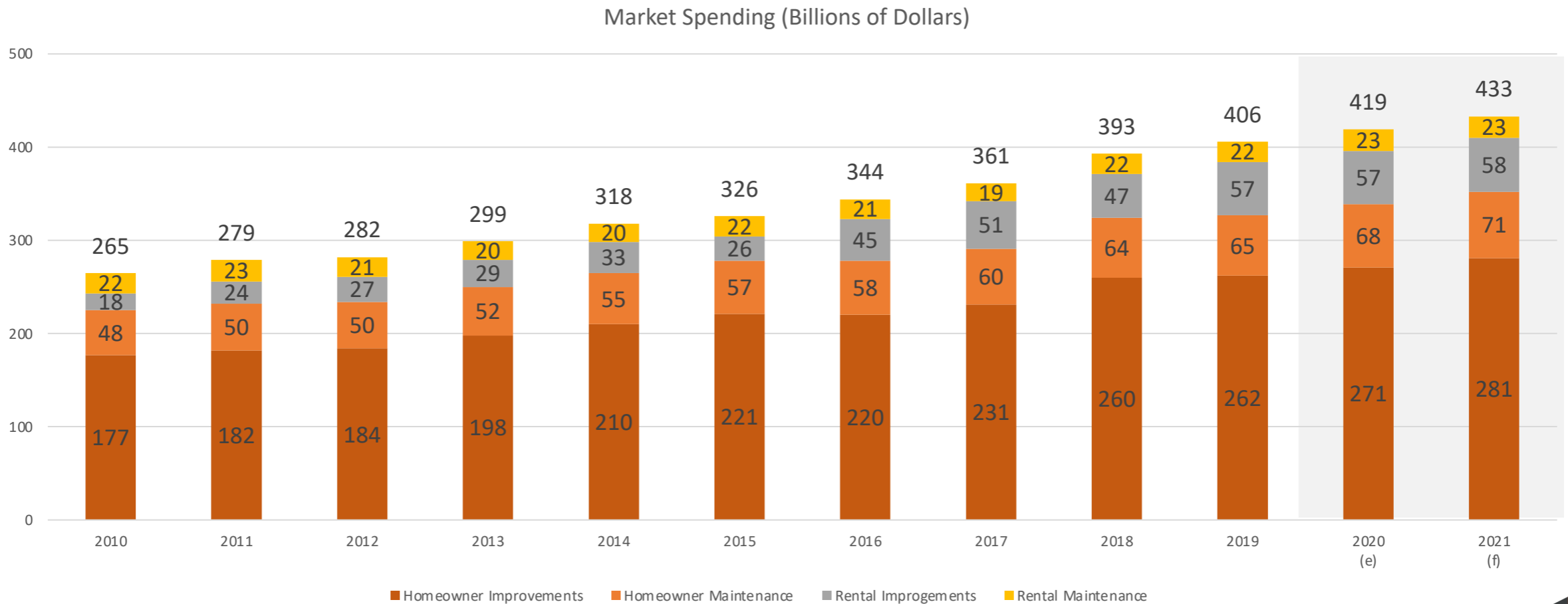
Reasons to Invest

- » Over 275 of the leading enterprise Manufacturers use Renoworks – the RW MOAT
- » Unique solution to bring a digital online marketplace to an industry that lags behind
- » Over 3 million homeowners use our solutions annually
- » New product solutions that are leveraging unprecedented unique big data set of homeowner interactions with Manufacturer Products
- » New solutions with increased high margin ARR generally available to all of our customers
- » Partner opportunities utilizing the Renoworks Platform offering
- » Strong cash position with a just announced Private Placement, no debt - business funded for the next 12 months+



Home Remodeling Market Continues to Grow

Over US\$400 Billion and growing



Source: Improving America's Housing 2021, Joint Center for housing studies of Harvard university

Notes: Estimated (e) and forecasted (f) values are modeled using the 2020:Q4 Leading Indicator of Remodeling Activity (LIRA). Improvements include remodels, replacements, additions, structural alterations, and other activities that increase the value of the housing stock. Routine maintenance and repair projects preserve the current quality of homes. Totals may not sum due to rounding.



PROBLEM

Building Product Manufacturers have little visibility into the remodel value chain, using legacy, low-tech, inefficient methods to generate leads from frustrated homeowners and contractors

The Current Way to Remodel



The current way to remodeling leads to Negative Outcomes

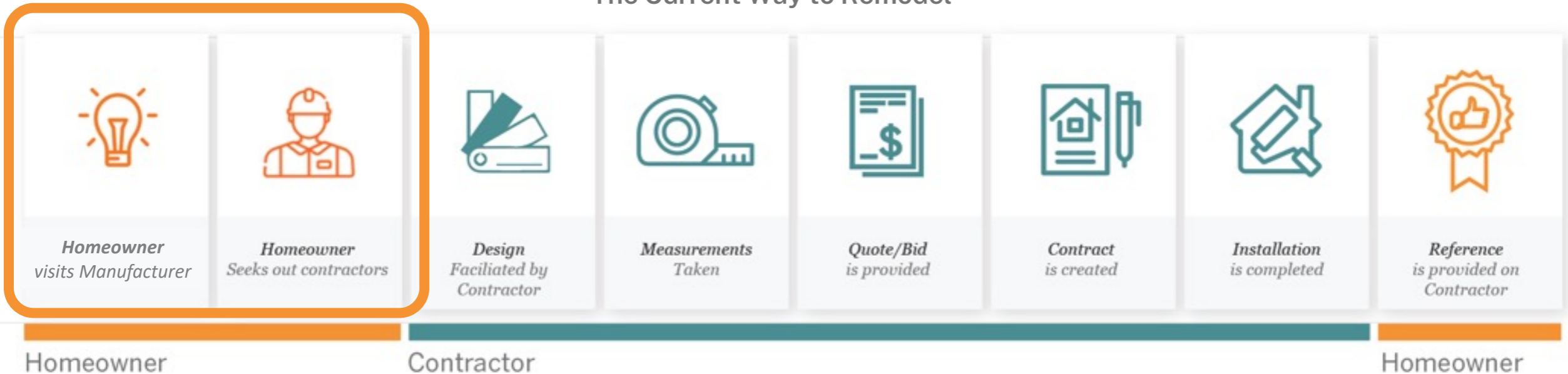
- **87% can't picture the result**
- **Indecisive**
- **Hesitation to proceed**
- **Time wasted**
- **Stress**
- **Poor leads**
- **Lack of proper measurements**
- **Inaccurate bill of materials**
- **Revision of materials and plans**
- **Increased costs**
- **Project delays**



HOW BIG IS THE PROBLEM?

\$40 billion of Building Product Manufacturer marketing hasn't fixed poor Homeowner experience and poor-quality leads for the Contractor.

The Current Way to Remodel



\$40 Billion marketing spend, and Manufacturers have no idea on its effectiveness!



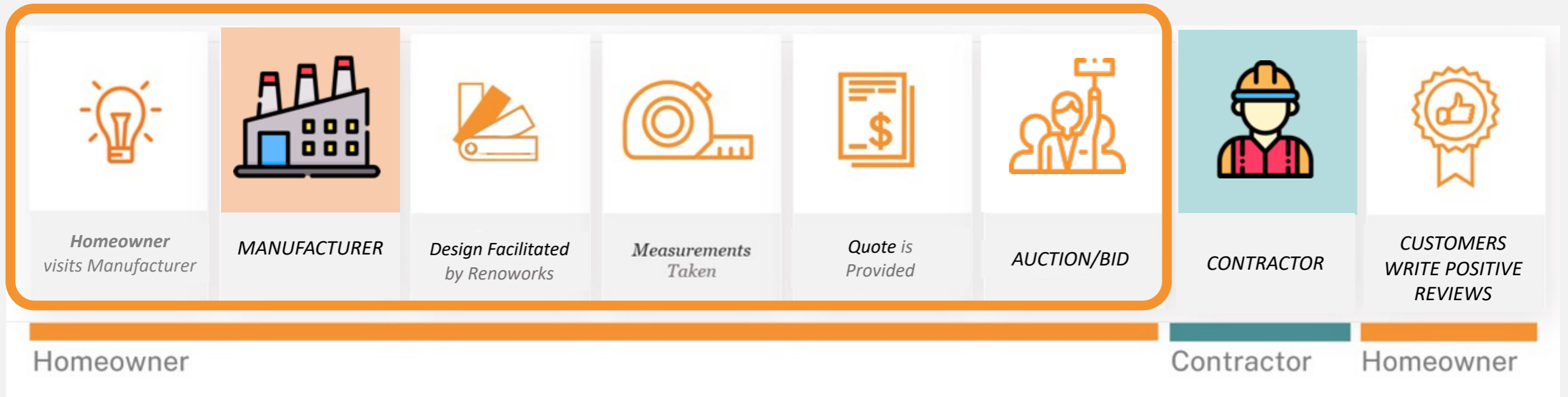
SOLUTION: THE RENOWORKS PLATFORM

We enable material vendors & their contractors to capture & qualify leads better using data science, artificial intelligence, visualization, and machine learning so they can sell more product & win more business.

SOLUTION: THE RENOWORKS PLATFORM

Renoworks AI & ML Platform Brings Everything Together

Renoworks' Process creates Positive Outcomes across the value chain



- Visualization of end project
- Optionality to see what different materials look like installed
- Less hesitation to proceed
- Less time wasted
- Less stress

- **HIGH-QUALITY LEADS**
- Accurate measurements
- Accurate bill of materials
- Accurate costs
- Accurate timelines



INSIGHT AND PROJECT-READY LEADS





DESIGN USING
Sample Homes

Select from our gallery of ready-to-design homes.

START DESIGNING

DESIGN USING
Your Home

Upload a photo to get started.

GET STARTED



Two Ways to Design Your Home

Design Your Home Instantly

Design a new look for your home. Best for rough visualization and early project planning.

- ✓ Start designing instantly.
- ✓ Design pre-existing home elements only.
- ✓ Free to use.

START UPLOAD

Work With Our Pros

See your home customized with long-lasting curb appeal created by one of our Expert Professional Designers.

- ✓ \$75 Value; You only Pay \$15
- ✓ Expertly-prepared designs in 2-3 business days
- ✓ Add or remove elements like masonry or shutters
- ✓ Best for precise designing & customization
- ✓ 100% Money Back Guarantee*

ORDER NOW

**At Renoworks (visualization partner for Ply Gem), we are committed to doing everything possible to ensure you are completely happy with your order. You will have the opportunity to ask your Design Services specialist for revisions after your project is sent to you. However, if you are still dissatisfied with your order for any reason, please respond to your project email within 30 days to request a full refund.*



Upload Your Home

Upload a photo to get started. Our software will automatically recognize areas of the property so you can start designing in less than a minute.



Contact Information

We will send a link to access your project to the email address you provide below

Doug

Vickerson

doug.vickerson@renoworks.com

What You Will Get

Our software will automatically prepare the image of your home for you so you can start designing a new look for your home right away.

A new look for your home is just a click away!

- ✓ Start designing instantly with professional color and material palettes
- ✓ Best for rough visualization and early project planning
- ✓ Design pre-existing home elements only
- ✓ Free to use





Upload Your Home



Preparing Your Photo

Less than 1 minute remaining

What to Expect

- Your photo is being automatically processed into an interactive visualization.
- Once complete, you can apply products and experiment with designs.
 - This is a rough visualization, best for early project planning.
- Only existing elements of your home can be designed. To add stone, gable accents etc., use Design Services



Design Services

Looking for a more customized and precise design experience? Let our experts custom-prepare your image for the most realistic visualization experience possible.

- ✓ \$75 Value; You only Pay \$15
- ✓ Expertly-prepared designs in 2-3 business days
- ✓ Add or remove elements like masonry or shutters



Designer-Inspired Palettes



Columbus



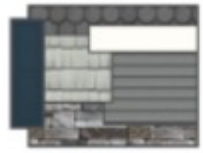
St. George



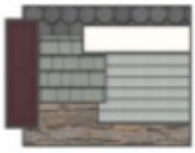
New Harbor



Easton



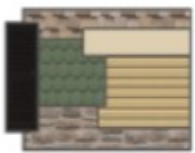
Point Pleasant



Bethel



Anderson



Milford





Designer-Inspired Palettes



Columbus



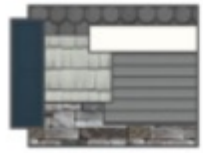
St. George



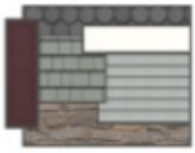
New Harbor



Easton



Point Pleasant



Bethel



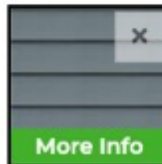
Anderson

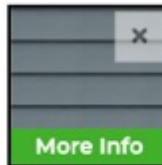


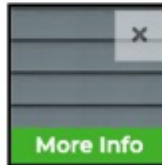
Milford

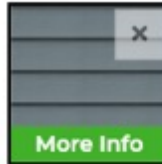


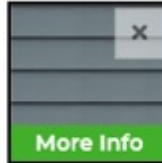


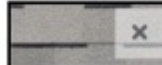
- 

Wall 1
Double 5" - Ovation - Vinyl
English Wedgewood
[More Info](#)
- 

Wall 2
Double 5" - Ovation - Vinyl
English Wedgewood
[More Info](#)
- 

Wall 3
Double 5" - Ovation - Vinyl
English Wedgewood
[More Info](#)
- 

Wall 4
Double 5" - Ovation - Vinyl
English Wedgewood
[More Info](#)
- 

Wall 5
Double 5" - Ovation - Vinyl
English Wedgewood
[More Info](#)
- 

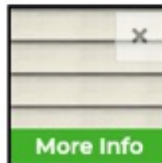
Roofing 1
Three Tab Special

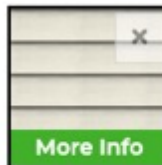


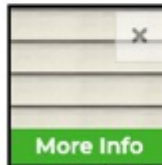


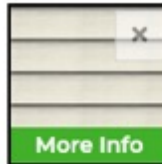
My Home 1 DESIGN REPORT Save Share

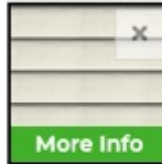
PRODUCTS PALETTES My Snapshots Before/After Remove Products Download Image Outlines


- 

Wall 1
Double 5" - Carvedwood - Vinyl Linen
[More Info](#)
- 

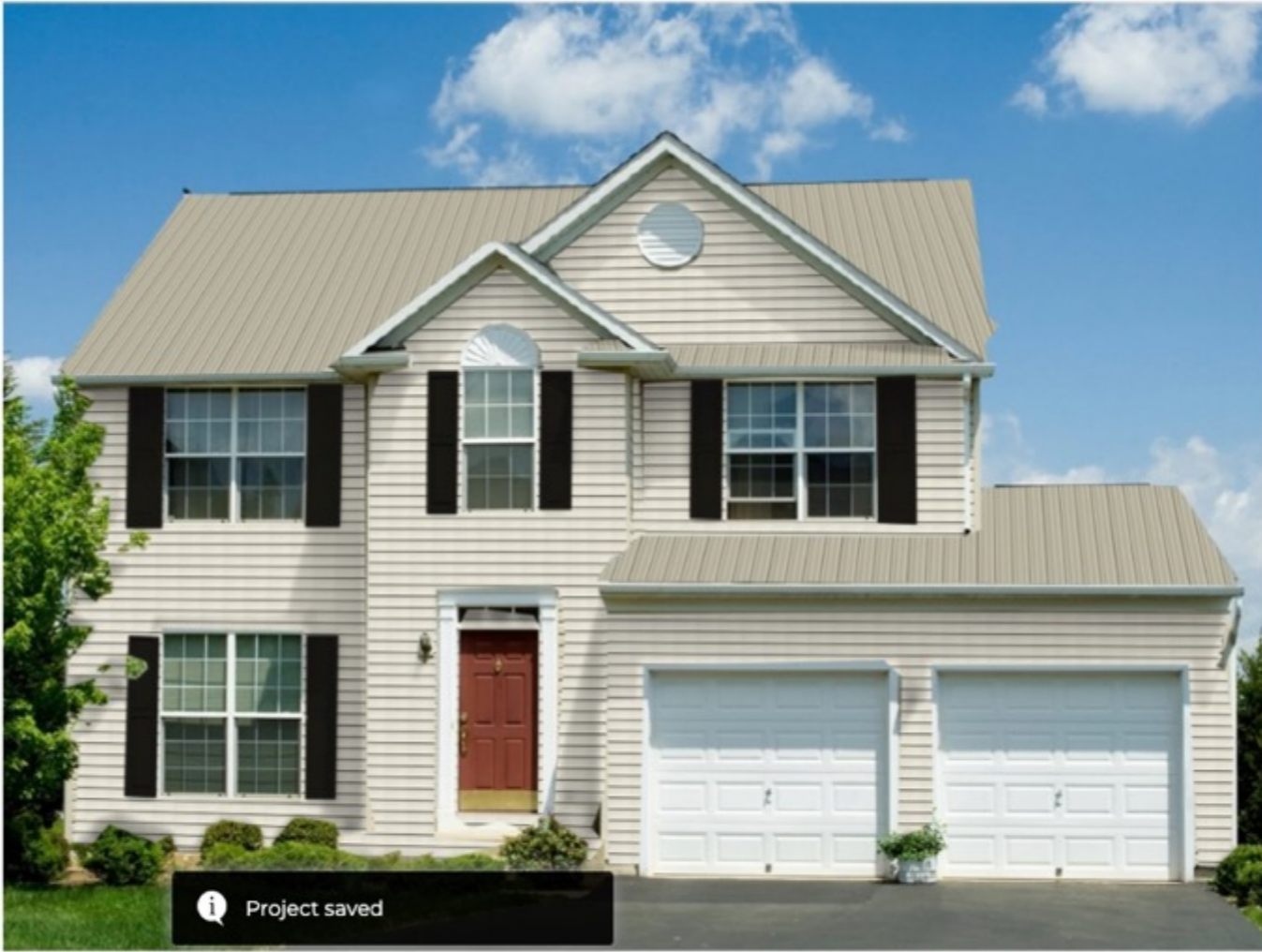
Wall 2
Double 5" - Carvedwood - Vinyl Linen
[More Info](#)
- 

Wall 3
Double 5" - Carvedwood - Vinyl Linen
[More Info](#)
- 

Wall 4
Double 5" - Carvedwood - Vinyl Linen
[More Info](#)
- 

Wall 5
Double 5" - Carvedwood - Vinyl Linen
[More Info](#)
- 

Roofing 1
Standing Seam Profile 1



Project saved





My Home 1 DESIGN REPORT Save Share

PRODUCTS PALETTES My Snapshots Before/After Remove Products Download Image Outlines

- ×

Wall 1
Single 8" - Steel - Horizontal
Jefferson Tan

More Info
- ×

Wall 2
Single 8" - Steel - Horizontal
Jefferson Tan

More Info
- ×

Wall 3
Single 8" - Steel - Horizontal
Jefferson Tan

More Info
- ×

Wall 4
Single 8" - Steel - Horizontal
Jefferson Tan

More Info
- ×

Wall 5
Single 8" - Steel - Horizontal
Jefferson Tan


More Info
- ×

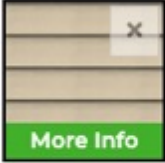
Roofing 1
Standing Seam Profile 1

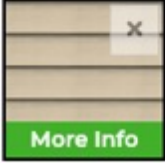





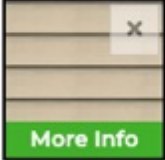
Product Layers

- 

Wall 1
Double 5" - Carvedwood - Vinyl
Sandtone
[More Info](#)
- 

Wall 2
Double 5" - Carvedwood - Vinyl
Sandtone
[More Info](#)
- 

Wall 3
Double 5" - Carvedwood - Vinyl
Sandtone
[More Info](#)
- 

Wall 4
Double 5" - Carvedwood - Vinyl
Sandtone
[More Info](#)
- 

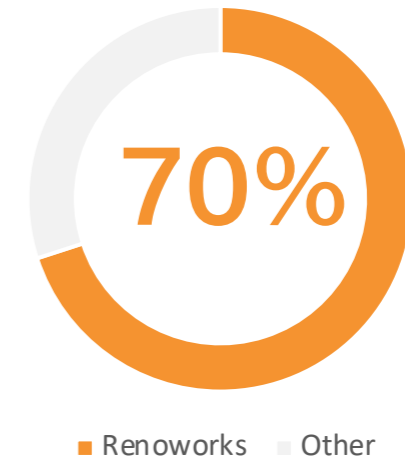
Wall 5
Double 5" - Carvedwood - Vinyl
Sandtone
[More Info](#)



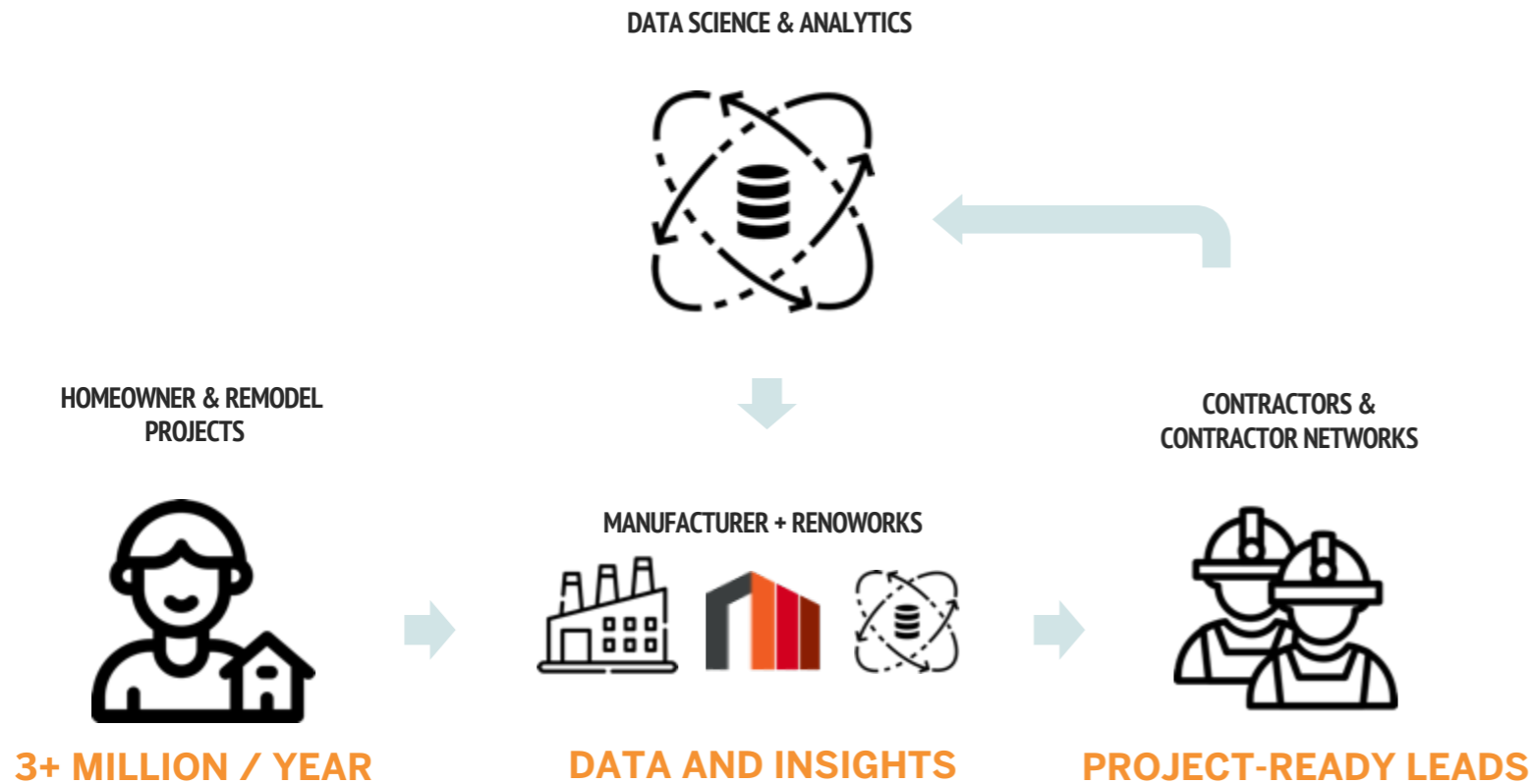
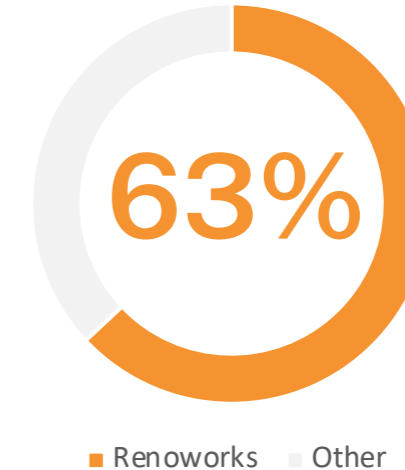
THE OPPORTUNITY

Potential to Bring Qualified Leads to Over **275** Enterprise Customers

Top 25 Siding Companies



Windows and Doors Segment



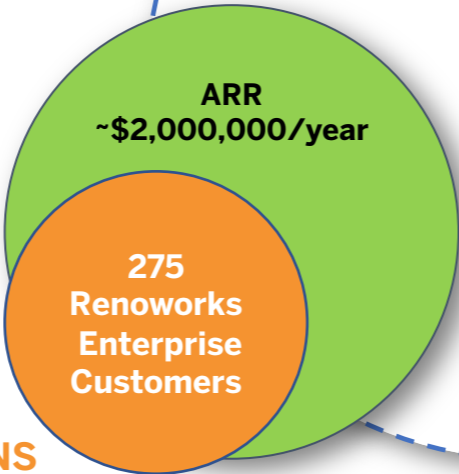
INCREASED ARR WITH NEW SOLUTIONS



renoworks ANALYTICS

- AI Lead Generation
- Data Science Dashboard
- Predictive Lead Score

**renoworks
ANALYTICS**
**\$6,000,000 -
\$10,000,000 ARR/year
Next 2 to 3 years**



- Visualization
- Engagement
- Design

EXISTING SOLUTION

NEW SOLUTIONS



RESULTS: UNPRECEDENTED MARKET REACH

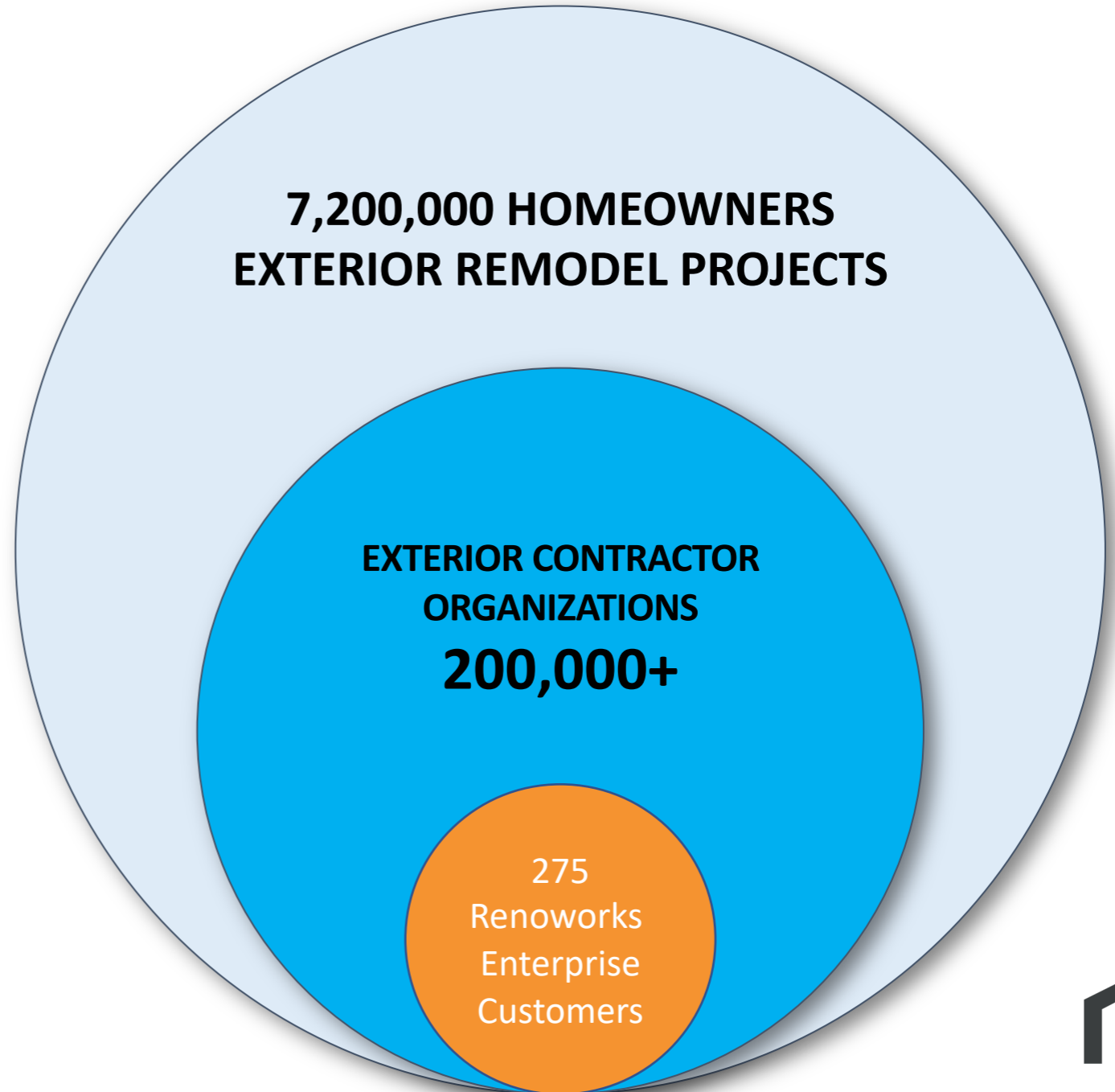
Renoworks Contractor Opportunity

Contractors

- Contractors want to be connected to serious lead opportunities

Homeowners

- With Renoworks positioned at the top of the lead funnel, we have unprecedented visibility into the entire remodel industry.



The Contractor Growth Opportunity

» Through our material vendor partners and clients, Renoworks can reach over 200,000 contractors through a pro-portal solution.

200,000 Contractors at \$199 to \$499 per/month

7,200,000 Exterior Home Remodel Quoted Projects

~\$475M - \$1.2B CONTRACTOR SaaS Opportunity

~\$3.6 - \$7.2B Bidding Platform Opportunity
(Some % of value @ \$10K/project)

Pro-portal solution brings additional SaaS revenue through the provision of qualified leads generated by the Renoworks network of material vendor apps.

Our platform qualifies funnel leads with our data science and analytics.

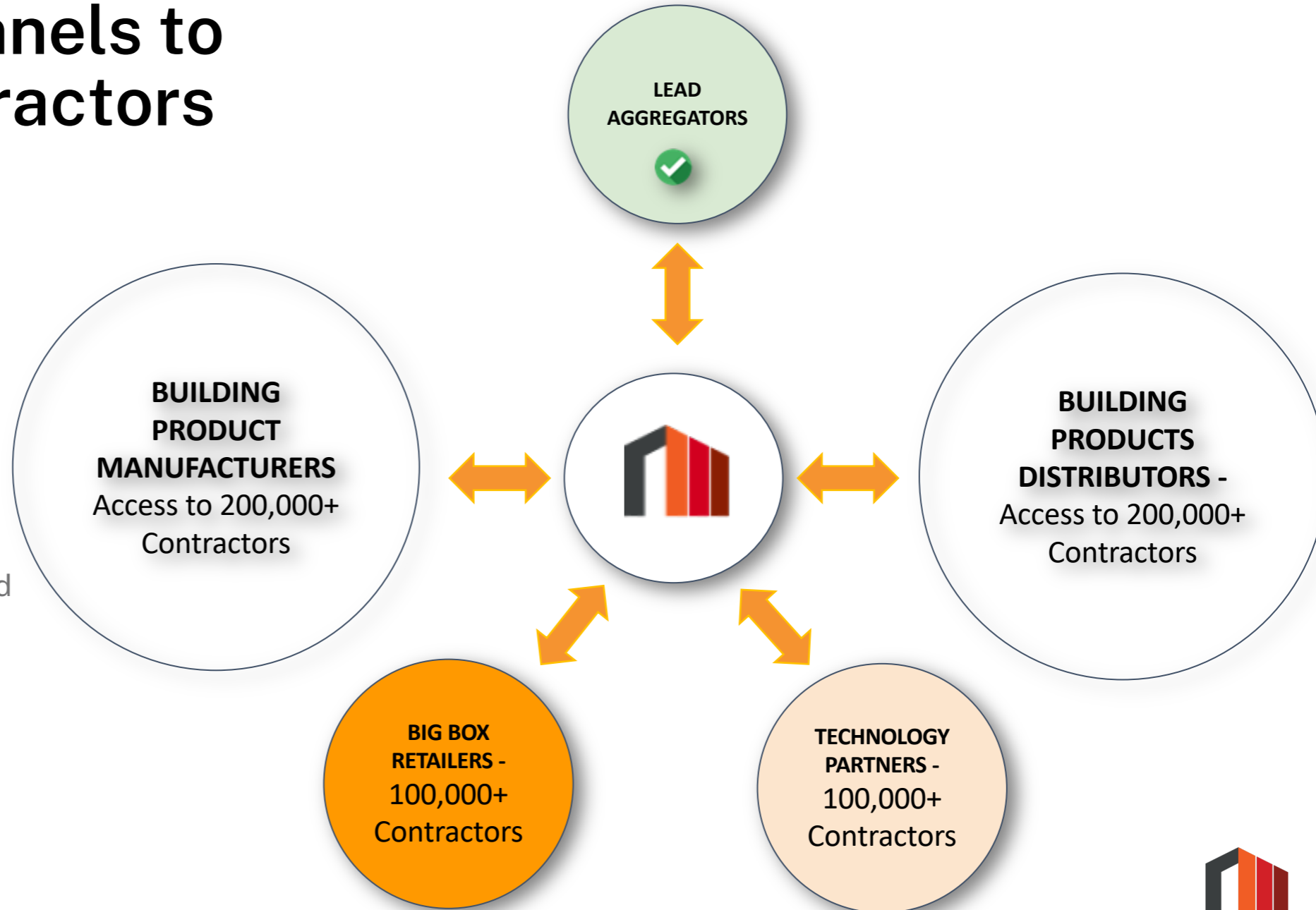
Contractors can bid upon project-ready leads with the highest probability of closing - Renoworks receives a portion of the closed bid.



A KEY GROWTH AREA

Partner Channels to Access Contractors

- There are many technology companies also serving the contractor space that want access to Renoworks Technology.
- The technology companies provide other pieces of core value chain functionality – measurements, estimating and proposals.
- Big Box Retailers and Lead Aggregators are interested in RW end to end solution – providing project ready leads for contractors.



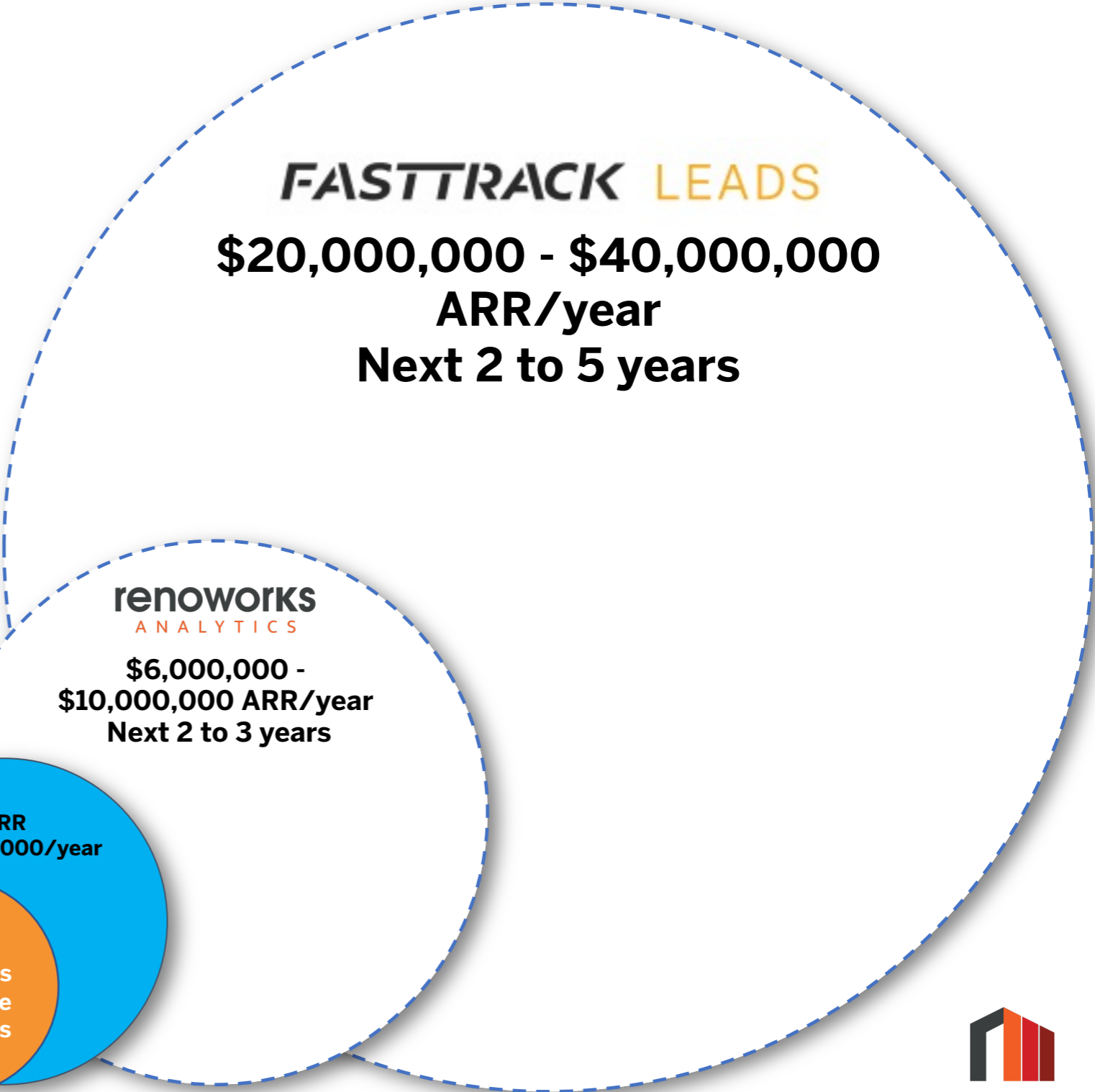
INCREASED ARR WITH NEW SOLUTIONS

FASTTRACK LEADS

- Contractor SAAS Lead Generation Platform
- Selling Tool
- Receive Leads from Manufacturers
- Unlock Lead Insight
- Embed RW Technology on Partner Platforms

renoworks ANALYTICS

- GATED AI Design
- Data Science Dashboard
- Predictive Lead Score



- Visualization
- Engagement
- Design

EXISTING SOLUTION

NEW SOLUTIONS



Strong Financial Profile with Accelerating Growth

Accelerating revenue growth profile

- strong and growing recurring revenue
- broad-based growth across all business segments
- Strong underlying margin profile built to scale

Solid balance sheet with net cash position

- Investing to grow platform for integration with partners, and sales and marketing
- Strong balance sheet following recent Private Placement

	FY 2020	FY 2021	Y/Y
Revenue	\$5,132,109	\$5,553,379	+8%
Gross Margin	67%	63%	-400bps
Deferred Revenue	\$970,835	\$1,389,547	+43%
Cash	\$523,555	\$1,189,346	+127%



Catalysts for Growth

1. Monetization of Data Offerings with Existing Enterprise Customers
 - **FOCUS – increasing ARR**
2. Leverage New and Existing Partnerships
 - **FOCUS –integrate RW technology on other partner platforms and to bring complimentary solutions to the market.**
3. Contractor Networks
 - **FOCUS – leverage Renoworks channel reach to sell our Lead Solution to Contractors.**
4. New Sales Acquisitions
 - **FOCUS – we continue to add more Enterprise Customers to our ecosystem.**



FOR MORE INFORMATION

Contact Us

DOUG VICKERSON, CEO

E: doug.vickerson@renoworks.com

T: 403.296.3880

Renoworks Software Inc.
2721 Hopewell Place NE
Calgary, Alberta, T1Y 7J7
www.renoworks.com