



BRANDS WIN

STREAMERS, BROADCASTERS, DEVELOPERS WIN

AUDIENCES WIN



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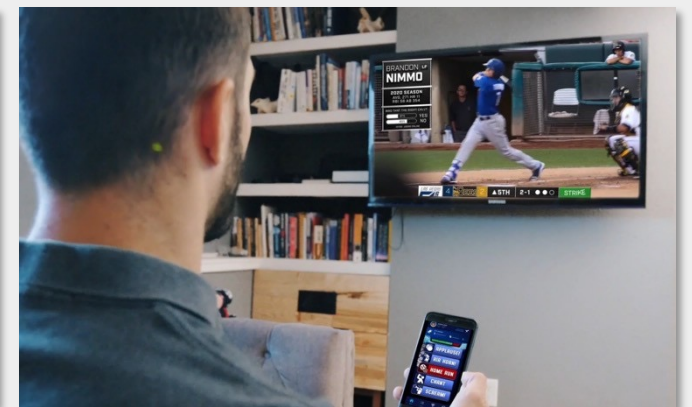
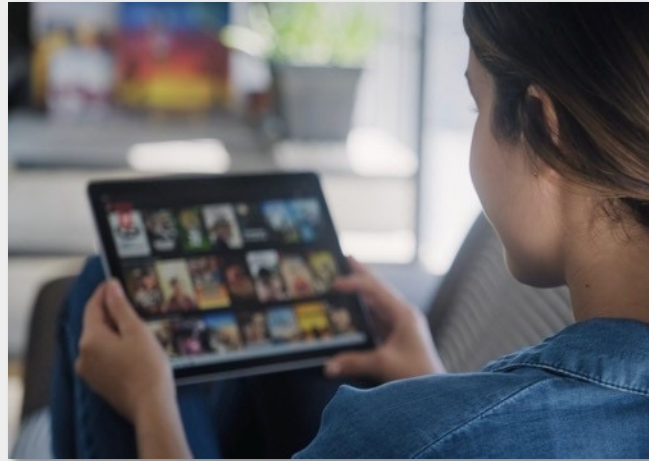


Rewards Transform Advertising in Streaming Media, Games, and Apps

Audiences earn real-world rewards inside their favorite shows, streams, games, and apps.

Broadcasters, streamers, and developers get more engaged fans.

Brands get better returns on their advertising spend.





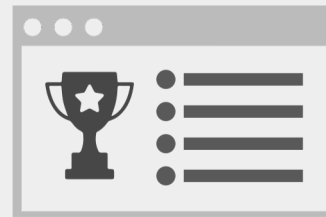
Versus Puts Real-world Rewards Into Games, Apps, Live Events, Television, And Streaming Video



Brands use Versus to place prizes and offers into all kinds of interactive media.

Brands Win

Higher engagement ad unit, higher recall to traditional digital advertising methods.



Players opt-in to complete challenges to earn prizes.

Streamers, Broadcasters, Developers Win

Choice-based rewarded ads are non-disruptive, driving engagement and retention.



Players earn prizes, redeem them with the brand, and return to play again.

Audiences & Players Win

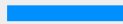
Choice and earned-rewards drive more positive experiences for the content and the brand affinity.



Creating Longer, More Frequent, and Better Sessions for All

40+%

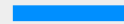
Increase In Overall Session Time
For Versus Rewards Users



Audiences that play for Versus rewards engage in more frequent and longer sessions than they did prior to the introduction of prizing.

77%

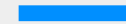
More Likely To Watch Live



People are more likely to watch a show during its scheduled time if they can win rewards while doing so.

97%

Say Rewards Improved the
Experience



Brand recall and brand affinity improve with our patented reward architecture.



Our Technology Seamlessly Integrates Interactive Rewards-based Ad Experiences Without Interrupting Design Or Content



EASY, FLEXIBLE INTEGRATION

Versus has products for live sports, YouTube, Twitch, PC and mobile gaming, and iOS and Android apps.

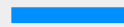


HP Partners With Versus To Offer Rewards In The Most Popular Games In Millions Of Devices Worldwide

- Early returns and engagement numbers were extremely positive

69%

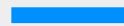
Average 7-day Retention



- Expanded Rewards into HP's Pavilion product line in Q3 2020

70+

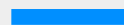
Prizes provided by more than 70 companies to date



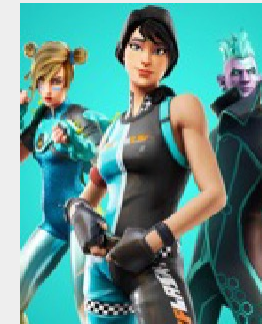
- Asia-Pacific launched in Q3 2020

5X

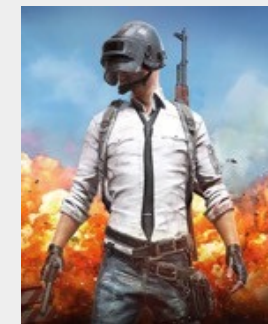
Average player plays five times a month



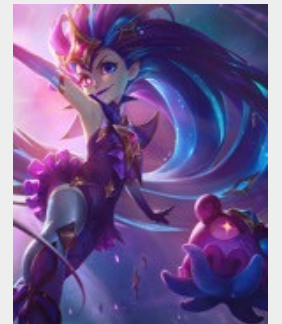
- Latin America launching in Q2 2021



Fortnite



PUBG



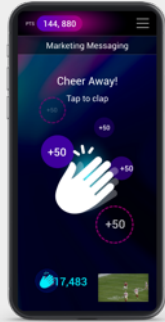
League of Legends



*2019 case study data from first three months following launch of Versus-powered OMEN Rewards



Expanding Into Sports & Entertainment With Second Screen Engagement



TRIVIA, SENTIMENT, PREDICTIVE, SOCIAL & MINI GAMES



150+
MAJOR LEAGUE TEAMS



OVER
7,700
EVENTS



OVER
185M
IMPRESSIONS





Rewards Have Large Impact on ROAS and Purchase Behavior

RETURN ON
AD SPEND

\$4.05

Greater than 4x ROAS with
reward redemption

INCREMENTAL
PURCHASE VALUE

200%

Reward redemption drove
200% increase in spend vs.
prior 3 months

FUTURE PURCHASE
INTENT

56%

Respondents that plan to
spend more with brand than
they did prior to playing for
reward in omen

Methodology

Conducted study with recent
recipients of Versus-funded gift cards
on OMEN Rewards platform to better
understand:

- Historical brand purchase behavior
- Purchase behavior impact from reward redemption
- Purchase intent following OMEN Rewards experience and reward redemption





Our Approach is Protected by a Patented Platform

The USPTO has issued multiple granted US Patents with over 60 patent-protected claims related to:



Determine player identity using location, age, and other characteristics



Establish and verify prize eligibility across multiple jurisdictions



Display to players/viewers only the prizes that they are eligible to win



Distribute prizes to players based on eligibility and in-game performance



Dynamic Regulatory Compliance allows content partners to offer prizing consistent with federal, state, local, and international laws



Create campaigns inside existing games and apps with and dashboards that allow game creators and brands to change campaigns instantly



Earned Rewards Deliver Unique Engagement Experiences Alongside Ad Revenue



- Engagement Plus Revenue: Consumers spend multiple minutes interacting with and playing for products – a new revenue opportunity for content creators




- Quality of Engagement: Interactive ad formats are 32% more memorable (than non-interactive) and drive 9x higher impact on purchase intent.¹



- Multiple Touchpoints: Rewards augment content and campaign messages and they drive additional exposure for content partners through branded exposure, as well as pre-game and post-experience consumer communications

- Insights & Analytics: Gain better understanding of audience preferences – their preferred rewards, preferred challenges, and how they consume content



 **VERSUS SYSTEMS**

THANK YOU



THANK YOU