



DIRECT COMMUNICATION SOLUTIONS

**4G/5G SMART IOT SOLUTIONS  
FOR A BETTER TOMORROW**

# DISCLAIMER



In addition to current and historical information, this presentation may contain forward-looking statements. These statements relate to our future operations, prospects, potential products, services, developments, business strategies or our future financial performance.

Forward-looking statements reflect our expectations and assumptions only as of the date of this presentation and are subject to risks and uncertainties. Actual events or results may differ materially. We have included a discussion of certain risks and uncertainties that could cause actual results and events to differ materially from our forward-looking statements in the section titled “Risk Factors” in the U.S. offering circular filed with the SEC.

We undertake no obligation to update or revise publicly any forward-looking statement after the date of this report, whether as a result of new information, future events or otherwise.

## OFFERING SUMMARY



ISSUER	DIRECT COMMUNICATIONS SOLUTIONS INC.
LISTING/SYMBOLS	DCSX - OTCQX, DCSI - CSE, 7QU – Frankfurt Listing common stock on NYSE: DCSX
EXPECTED OFFERING SIZE	\$12,950,000 US offering (15% over-allotment option)
USE OF PROCEEDS	Working capital, new technology development and potential acquisitions
SOLE BOOK RUNNER	ThinkEquity

# COMPANY OVERVIEW

We are a leading provider of information technology solutions for the Internet of Things (IoT)



We make IoT technologies  
**simple**, **cost-effective**,  
**easy to deploy**, and **efficient** for  
our clients

- ✓ Our services and solutions primarily target Supply Chain Logistics, Transportation, and Food & Beverages.
- ✓ Offerings include Smart Hardware, SaaS Solutions, Managed Services, and Connectivity that focus on cutting costs and creating efficiencies.
- ✓ Our strategic relationships with leading telecommunications companies facilitates adoption of our IoT solutions.

Strategic  
partnerships  
with numerous major  
telecom carriers such as

**verizon**✓

**uscellular**™

TTM Revenue  
**\$23.97 Million**

YoY Revenue increased  
**69%**

YoY Gross profit increased  
**88%**

Cashflow and Adjusted EBITDA  
**Positive**

Cash Position as of Q3 2022  
**\$3.9 Million**

Management Team  
**50+ years combined experience**

Employees  
**27**

Headquarters  
**San Diego, CA**

Established  
**2006**



The IoT market is anticipated to have CAGR of **26.4%** from 2022 – 2029



IoT is one of the fastest **growing** industries in the world. Est. **\$2.4 Trillion** by 2029

## THE PROBLEM

The multi-billion-dollar IoT Industry is plagued with partial and inconsistent interoperability solutions that hinder the value provided to end users.



## INDUSTRY SEGMENTATION

Fragmented and divided. Hardware, connectivity, and software providers. There is a **lack of interoperability** between segments.

## OPPORTUNITY

DCS can leverage its expertise in end-to-end cloud-based technologies to deliver enhanced one-stop 4G/5G solutions that connect assets to increase visibility, operational efficiency, and profitability across industries.

# THE DCS ADVANTAGE

Profitable & successful  
products, solutions, and services



# OUR PRODUCTS & SERVICES



Deliver **optimized** end-to-end solutions that reduce risks and costs for customers.



## SMART HARDWARE

Provides greater value-added solutions compared to today's competition



## SAAS SOLUTIONS

Cloud-based designs and intuitive asset management applications that can lower the total cost of entry for its users



## MANAGED AND CONNECTIVITY SERVICE

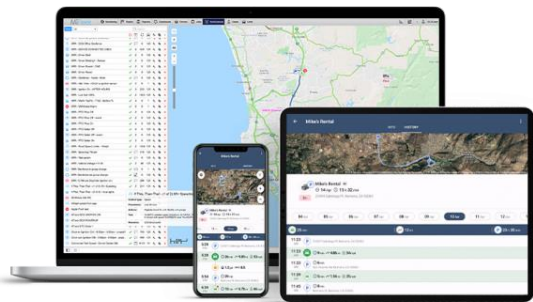
Providers assist with connectivity, managed services, and industry-wide innovations



## INDUSTRY INNOVATION

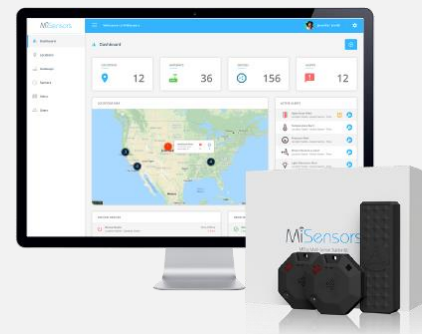
Continue to capture the market opportunities resulting from the transition to 4G and 5G

## MiFleet



- Transportation and logistics-focused cloud-based platform
- Optimize operational efficiencies by lowering costs related to fuel consumption, labor, and maintenance
- Tracks high-value assets and goods as they move through the global supply chain
- Competitive advantage in the market due to our extensive ecosystem of smart hardware device

## MiSensors



- Proprietary cloud-based remote sensor monitoring and management platform
- Customizable IoT sensor ecosystems that can cover multiple business locations
- Notification triggered when normal operating conditions are broken, providing immediate decision-making data
- Quick and easy deployment with scalability for future business operations

# MARKET VERTICALS & OUR SERVICES



Trusted by customers  
across industries



Supply Chain Logistics



Transportation



Food & Beverage



Manufacturing



Retail



Agriculture



Telecommunication



A proven track record of **high-quality** services, solutions, and innovations.



## OPTIMIZATION

We make IoT technology simple, cost effective, and easy to deploy to make our clients more efficient.



## EXPERTISE

We provide one-stop solutions by leveraging our years of experience in modules, devices, and SaaS technology.



## BIG DATA

We provide clients decision-making data to get ahead of their competitors.



## 4G/5G

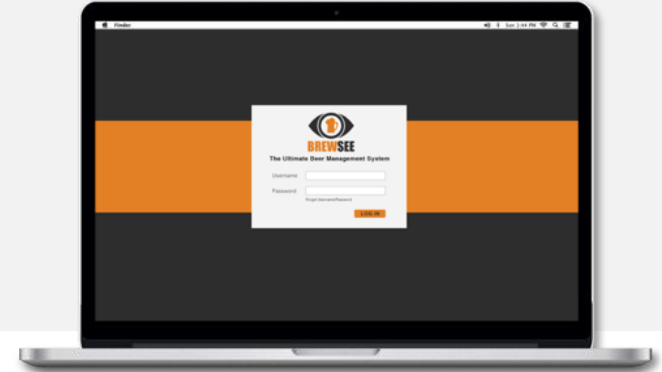
We utilize the latest 4G/5G technology to enhance our solutions and provide the most suitable connectivity services.





## BrewSee - BEER LIFE CYCLE MONITOR & CONTROL SYSTEM

DCS's comprehensive inventory tracking system helps clients to reduce waste, theft, and non-automated interfaces—promoting better production.



## DCS FEATURES:

- |                                           |                                         |
|-------------------------------------------|-----------------------------------------|
| ✓ Turnkey, Beer Monitoring Application    | ✓ Proprietary Beer Monitoring Appliance |
| ✓ Web & Mobile Application (iOS, Android) | ✓ Real-Time Alerts and Monitoring       |
| ✓ Cross Cellular Carrier Compatibility    | ✓ Comprehensive Reporting               |

The North American industry average loss on draft beer is **20% per keg** due to:

- Employee theft
- Temperature fluctuations
- Excessive foam
- Spillage/poor pours
- Wrong CO<sub>2</sub> pressure
- Stale dating of inventory
- Replacing kegs early

\*Micro Matic



## FEATURE PARTNERS



## OTHER PARTNERS





## ACQUISITION STRATEGY

### Target complimentary & accretive acquisitions

Identifying opportunities capable of expanding our technology, product offerings, geographic presence, and ability to cross-sell to existing and new customers.



### EXPAND AND ENHANCE GLOBAL STRATEGIC PARTNERSHIPS

Establishing, expanding, and enhancing our relationships with leading IoT companies and original equipment manufacturers (OEMs).



### GROWING OF SAAS

Create an open ecosystem and expand the value proposition of our SaaS, and thereby increasing the recurring revenues.



### ENTER NEW VERTICALS

Explore and enter into new market verticals, such as the environment, social and governance (ESG) market, that are underserved and which we intend to address.



### INVEST IN NEW TECHNOLOGIES

Develop new proprietary technologies in a variety of sectors to obtain competitive advantages for expansion.



### INCREASE STAFFING

Hire additional personnel, specifically engineers and business development professionals, to grow our business with the goal of dedicating more time to customer relationships and retention while continuing to develop new products.

# FINANCIAL OVERVIEW



BALANCE SHEET DATA <small>(As of September 30, 2022)</small>	ACTUAL	AS ADJUSTED
Cash	\$3,932,477	\$13,956,477
Working Capital	\$1,860,126	\$11,884,126
Total Assets	\$10,033,941	\$20,057,941
Total Liabilities	\$9,467,729	\$9,467,729
Total Stockholder's Equity	\$566,212	\$10,590,212

PRE-OFFERING CAP TABLE	
Common Stock	2,305,091
Options <small>(WAEP: \$3.85)</small>	572,888
Warrants <small>(WAEP: \$6.02)</small>	107,142
Fully Diluted Common Shares	2,985,121

The as adjusted balance sheet data in the table above reflects the sale and issuance by us of 1,850,000 shares of our common stock in this offering, based upon an assumed initial public offering price of \$7 per share, after deducting the underwriting discounts and commissions and estimated offering expenses payable by us.

# FINANCIAL HIGHLIGHTS



**\$18.3M**

Nine month  
ending Q3 2022  
in Revenue

YoY Growth  
**69%**



**\$5.7M**

Nine month  
ending Q3 2022  
in Gross Profit

YoY Growth  
**88%**



**31%**

Nine month  
ending Q3 2022  
Profit Margin

Cashflow  
Positive



**\$2.1M**







Annual Recurring  
Revenue ("ARR")

50% subscriber growth since  
beginning of 2022

Strong  
Partnerships  
to fuel the growing  
SaaS recurring revenue

# COMPARATIVE ANALYSIS



		 samsara				
STOCK TICKER	DCSI/DCSX	IOT	DGII	PI	ALRM	PTC
MARKET CAP (MM)	20.1	6,450	1,304	2,829	2,470	14,183
REVENUE (TTM)	24.0	591.7	388.2	233.8	829.7	1,933.3
P/S	0.84	10.9	3.36	12.10	2.98	7.34

## CHRIS BURSEY

FOUNDER & CEO

- 20+ Years Industry Experience
- held pioneering roles in various aspects of the wireless communications industry

## DAVE SCOWBY

CHIEF OPERATIONS OFFICER

- 18+ Years Industry Experience
- B.S.E from Princeton University

## MIKE LAWLESS

EVP, SAAS BUSINESS

- 20+ Years Sales & Management
- US Navy Veteran

## ERIC PLACZEK

CHIEF TECHNOLOGY OFFICER

- 9+ Years of Industry Experience specializing in Software, Cloud, IoT, and Telecom
- Mast of Science in Computer Engineering

## KONSTANTIN LICHTENWALD

CHIEF FINANCIAL OFFICER

- 15+ Years of Finance & Accounting and Public Company Experience
- CPA (Canada)

## CHRIS BURSEY

- Founder and CEO
- 20+ Years of Industry Experience
- held pioneering roles in various aspects of the wireless communications industry

## DAVID DIAMOND

- Active CPA and a former auditor
- Over 30+ years of experience in public accounting
- Current Managing Director of CBIZ

## WILLIAM (BILL) F. ESLEY

- Founding investor & Former Investor Relations principal of Net 1 UEPS
- 40+ years of experience in public companies
- Former Licensed registered representative in Canada

## MIKE ZHOU

- 8+ Years of experience in Corporate Development and Project Management
- Former Analyst and Associate at PI Financial (Canada) with BOD experience in public companies

## JULIE HAJDUK

- 20+ Years of experience in public companies
- 10+ Years of experience in PR and Communication
- Held multiple BOD positions in Canadian public companies





## RAPID FINANCIAL GROWTH

69% YOY Revenue Growth,  
88% YOY Gross Profit Growth,  
Cashflow Positive



## TRENDS

Favorable IoT growth trends  
as companies increasingly focus on  
cutting costs and alleviating supply  
chain disruption



## PARTNERS

Large network of customers backed  
by our strategic partners ensuring  
confidence on the ability for DCS to  
deliver



DIRECT COMMUNICATION SOLUTIONS

## CONTACT US!



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## INVESTOR RELATIONS

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