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DISCLAIMER

This presentation may contain forward-looking statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of our company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

These statements are based on our current expectations, estimates and projections about our business and the industry in which we operate, and are subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from those contained in any forward-looking statement.

The forward-looking statements in this presentation speak only as of the date on which they are made, and we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made, except as required by law.

Testimonials may not be representative of the experience of other customers or investors. Testimonials are no guarantee of future performance or success.

INVESTMENT HIGHLIGHTS

- **We are getting recognized as a disruptor**
Featured in several publications such as top 100 tech companies to watch for in 2023, Yahoo, top start-ups at Collision 2022, DMZ, Founders Press
- **Achieved strong supplier traction**
Onboarded 3,000+ service providers on our marketplace across Ontario
- **Verified product-market fit**
Grew marketplace traffic 25x to 25,000+ monthly visits and facilitated 2,000+ transactions in under 12 months
- **Secured several strategic partnerships**
Launched 10+ strategic partnerships with strategic partners across Ontario, such as Tridel, OREA, Mississauga Real Estate Board, Sotheby's, Prepare for Canada, etc.
- **Supported by a strong infrastructure for scale/growth**
One of six companies accepted into the DMZ PropTech incubator stream, the top global university-based technology accelerator in partnership with Groundbreak Ventures



PROBLEM

Buying and maintaining a home can be a stressful and overwhelming experience.

For Home Buyers/Owners, there is lack of digitization, and collaborating across these vendors is **fragmented and unorganized**.

For Service Providers, there is a lack of integrated client-facing digital solutions and working with clients and partners is **manual and cumbersome**.

SOLUTION

A digital platform that streamlines the home journey.

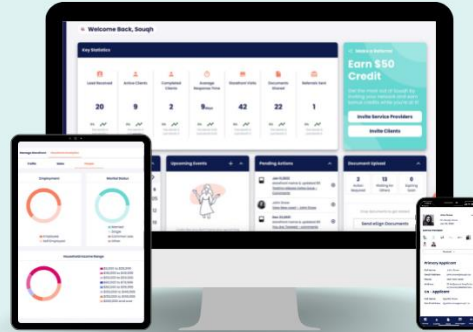
For Home Buyers/Owners, Souqh provides a **one-stop shop** to eliminate the chaos of sourcing and working with fragmented service providers - **simplifying the home ownership experience.**

For Service Providers, Souqh provides an **all-in-one** technology and marketing solution - **delivering unparalleled client experiences.**





Souqh is Canada's real estate + home services marketplace.
Simply connect, collaborate, and transact with all real estate and
home services professionals - in one place.



For Homebuyers and Owners



Access to thousands of
trusted professionals



Auto-generate your
home history report



100% Free to use + earn
credits for using Souqh

For Service Providers



Provide a digital experience
to your clients



Generate leads using
our marketplace



eSign, chat, marketing
and more - all in one place

SOUQH BRINGS THE ECOSYSTEM TOGETHER



REALTOR



FINANCING



LAWYER



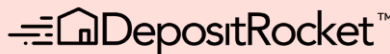
CONTRACTOR



Souqh is the **only platform** that connects everyone across the home ownership journey – in one place. While companies in the verticals listed below all specialize in their own domains, Souqh can provide clients with value across all of these verticals.



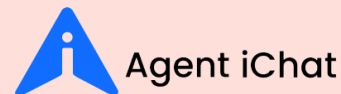
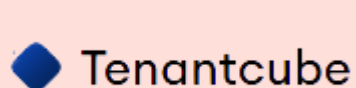
SOUQH HAS BUILT TRACTION WITH TRUSTED BRANDS...



Complete Moving & Transport Solutions

STRATEGIC PARTNERSHIPS ACROSS ONTARIO

We have partnered with some of the leading real estate associations, boards, and organizations in Ontario



SOUQH HAS COME A LONG WAY IN A SHORT TIME...

3,000+

SERVICE PROVIDERS ON SOUQH



15,000+

PROSPECTIVE SERVICE PROVIDERS



15+

PARTNERSHIPS LAUNCHED



25,000+

MONTHLY TRAFFIC



10

STRATEGIC INVESTORS



\$700K

PRE-SEED CAPITAL RAISED



OUR MARKET IS LARGE, LUCRATIVE, AND GROWING FAST...

We are onboarding 3,400 vendors this year, and are targeting 10x supplier growth within the next five years across Canada



TOTAL AVAILABLE MARKET (TAM)

Represents service providers servicing the home buying market in Canada (e.g. realtors, mortgage brokers, lawyers, inspectors, movers, contractors, etc.)

680,000¹

340,000

34,000



SERVICEABLE AVAILABLE MARKET (SAM)

50% of TAM

Represents service providers assumed to lack significant digital capabilities and open to adopting digital solutions



SERVICEABLE OBTAINABLE MARKET (SOM)

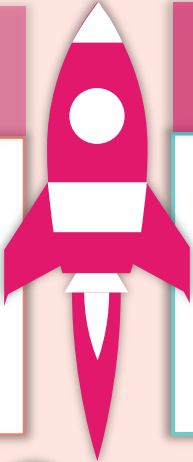
10% of SAM (currently at 1% SAM)

Represents the service providers onboarded on Souqh, over the next five years, including growth and churn

¹ – Sources that make up the 680,000 vendors across all verticals
<https://creastats.crea.ca/en-CA/Canadian>
<https://www.nerdwallet.com/ca/mortgages/what-is-a-mortgage-broker>
<https://www.legal500.com/c/canada/real-estate/>
<https://www.ibisworld.com/canada/market-size/home-care-providers/>

...WITH DUAL REVENUE STREAMS TO MAXIMIZE POTENTIAL...

Free for Homeowners. Service Providers pay a SaaS subscription fee, with additional fees for marketing campaigns.



PRO SUBSCRIPTION	PREMIUM SUBSCRIPTION
Starting at \$49/user/month	Starting at \$99/user/month
- Transaction management 360° Customer management - Customizable dashboard	- All Pro features, plus: - Scheduling, Integrations, Payment Process - Powerful data analytics

SAAS-ENABLED MARKETPLACE
+
MARKETING CAMPAIGNS/ADS
(Starting at \$49/week)

...ACHIEVING \$1M ARR WITHIN THE NEXT 12 MONTHS...

With a SaaS-based model, we are projecting to hit \$1 million in one year in annual recurring revenue (ARR)



1,000

Service providers
on Sough by
December 2023



\$81/MONTH

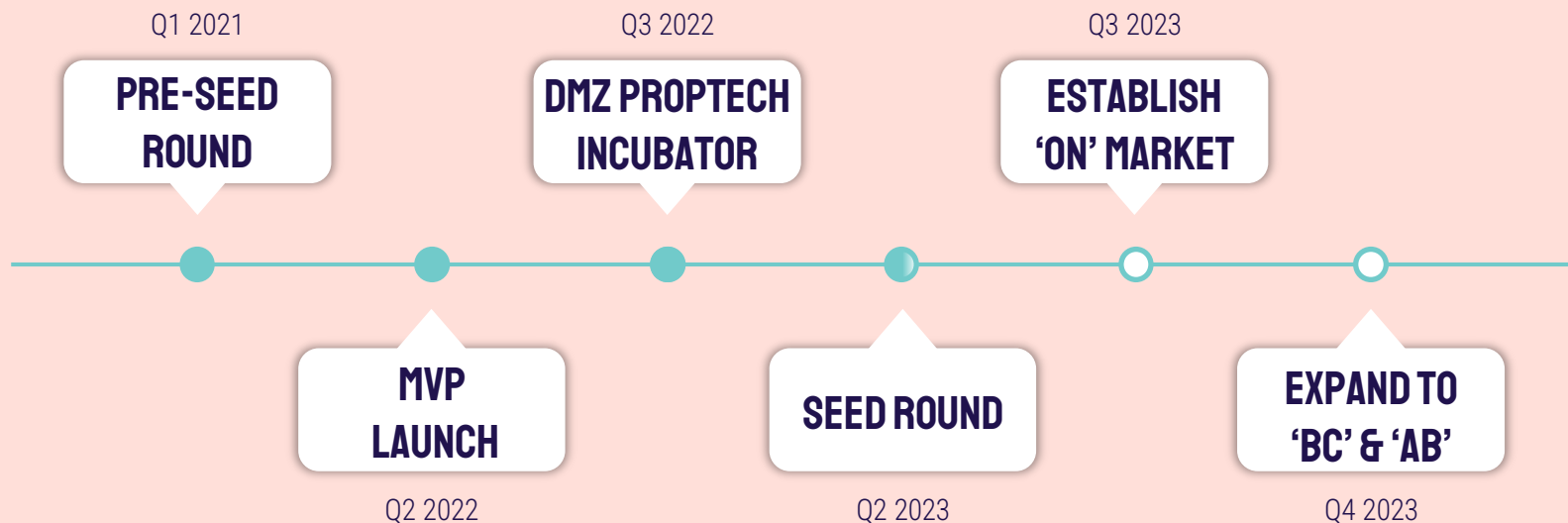
Current average
recurring SaaS +
marketing fees



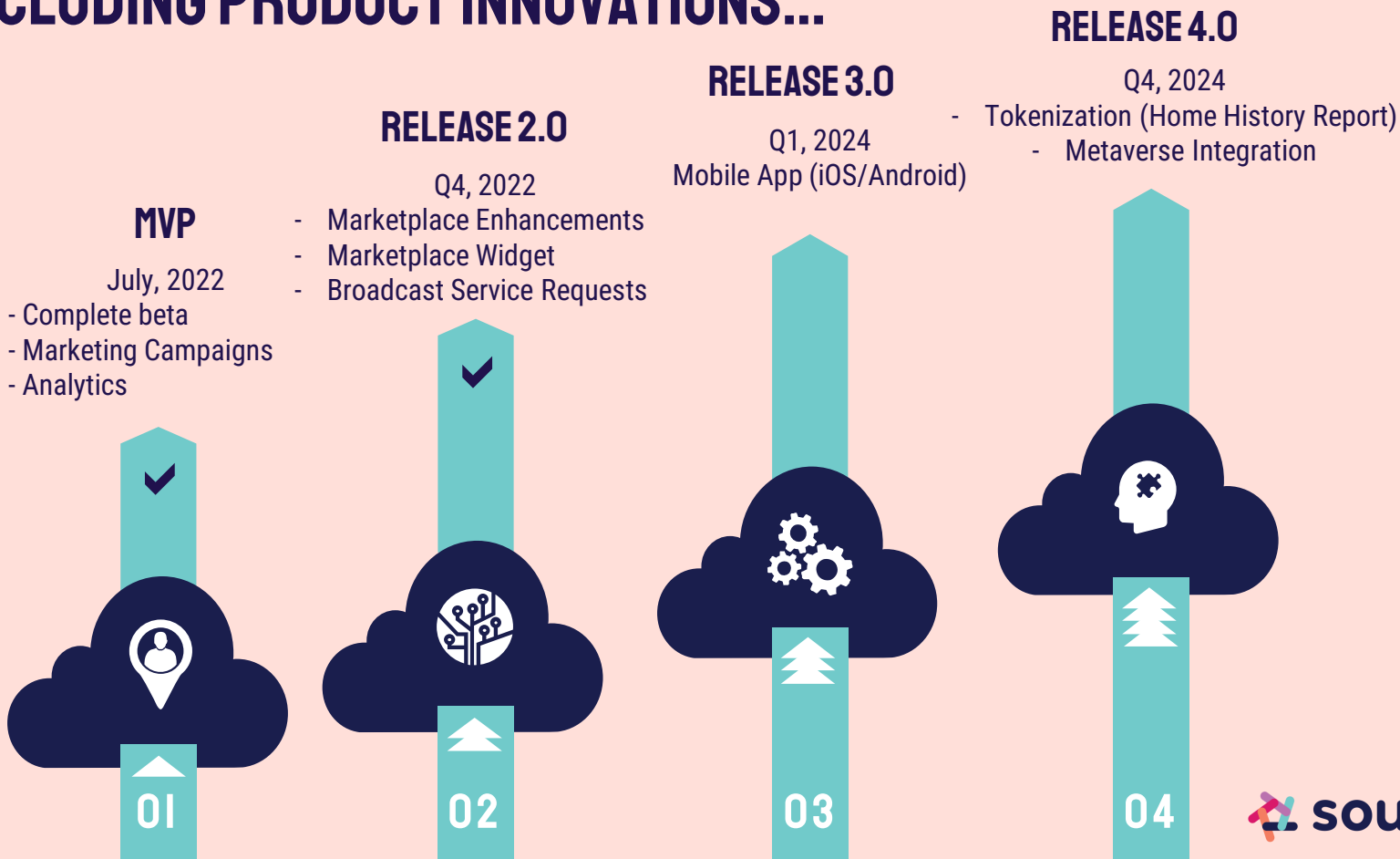
\$1M

ARR
by December 2023

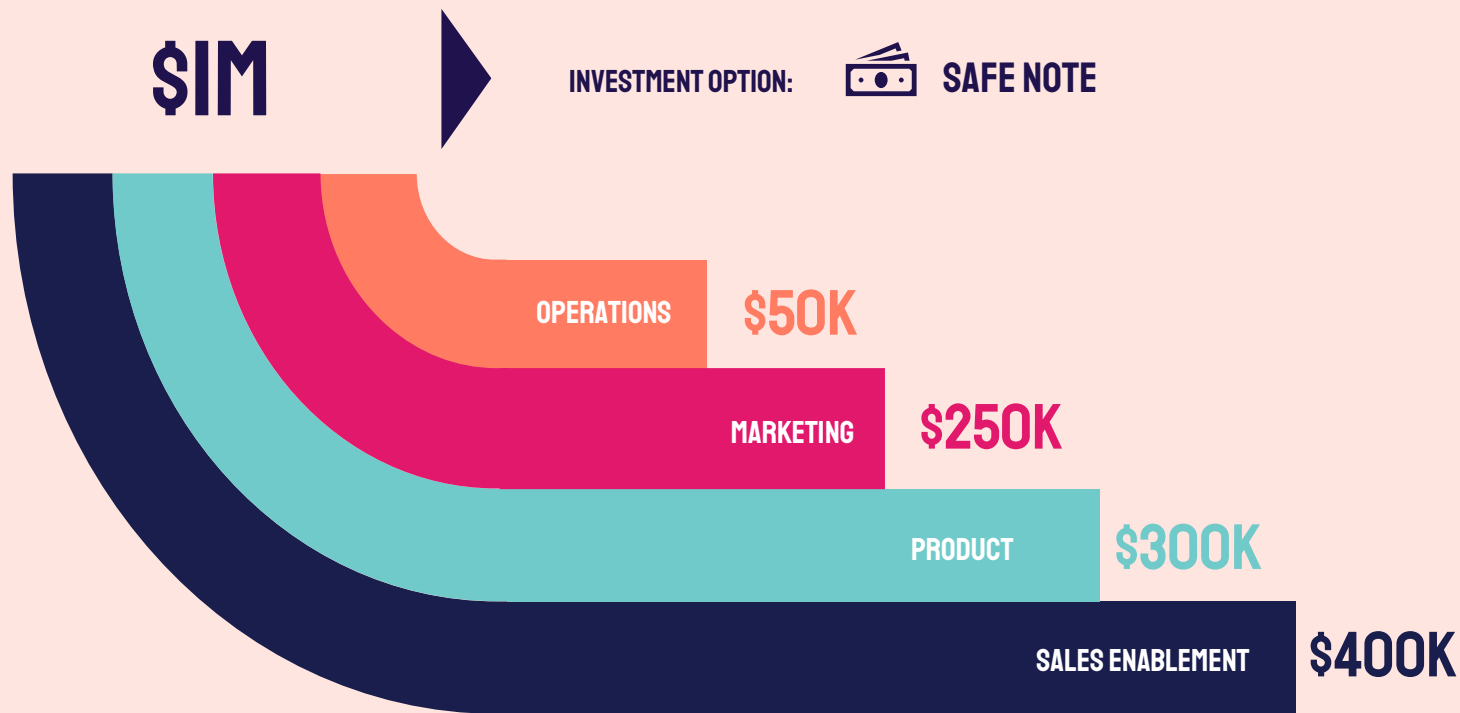
LOTS OF EXCITING GROWTH AND EXPANSION COMING UP...



...INCLUDING PRODUCT INNOVATIONS...



...ACCELERATED THROUGH OUR UPCOMING SEED ROUND





JOIN US

As we accelerate towards the next phase of our growth

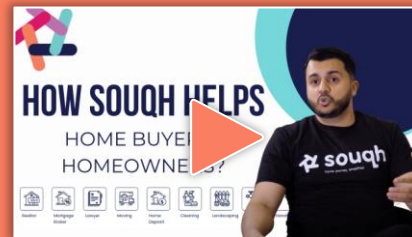


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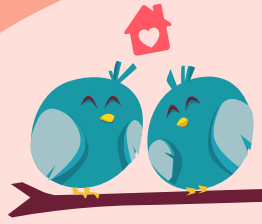


Part of DMZ PropTech Incubator

LEARN MORE THROUGH QUICK VIDEOS ABOUT SOUQH:



APPENDIX



PRODUCT OVERVIEW VIDEO





SIMEON PAPAILIAS

MANAGING PARTNER
REC CANADA

Sough is a tech platform that is geared to create a difference in client satisfaction. So this platform, specifically, creates an instant network of experts. It's a tremendous platform, a cohesive ecosystem and very natural to work within.

So, I recommend it highly!

RAY DUBASH

CEO
MISSISSAUGA REAL ESTATE BOARD (MREB)

"At MREB, our policy is 'members first' and we are constantly exploring tools and technology to make our members profitable and productive. I am pleased to announce that Sough's centralized homeownership hub is now available to all MREB members, enabling them to deliver a seamless client experience, grow their bottom line, work more efficiently with clients and partners, increase their productivity and retain long-term relationships with clients."

MATTHEW CAMPOLI

TORONTO REALTOR & INVESTOR
EXP REALTY

Earlier this year, I was introduced to Sough and my team and I couldn't be happier! It has simplified the home journey experience for both clients and agents. I also found the Sough team went above and beyond with customer service.

I highly recommend everyone join Sough and experience the future of real estate and home service marketplace.

FARAH DHALLA - SINGH

FOUNDER AND CEO
ALT | A LADY'S TOUCH

Working along side Sough has provided further credibility and support towards my staging business! I recommend this platform to anyone looking to grow their business by networking closely with realtors and high performers in this industry.

ZAMIR ALAKOZI

LAWYER AND CEO
ADVENT LEGAL

Have used Sough for over 1 year. Our law firm has had a great experience with high-quality referrals, outstanding customer service, and most of all, the opportunity to associate with an up-and-coming company that is making its mark in the real estate world.

RICHARD SILVER

SOTHEBYS/REALTOR
SILVER BURTNICK & ASSOCIATES

I love technology, anything that can make my life easier or make me more efficient. This way I can tell my clients or send them to Sough. They can find people to service their needs, their everyday life and I'm happy especially if they're happy with the service.

ASIF KHAN

OWNER AND REALTOR
RE/MAX PRIME PROPERTIES

We're proud to be working with Sough in 2023 for all of our offices and all of our agents. And we want to provide the best client experience possible.

I know that this is going to be a great working relationship where at the end our end users benefit from the services that Sough can offer.

HOWARD DRUKARSH

PODCAST HOST
REAL ESTATE WITH HOWARD DRUKARSH

Sough is a disruptor. Sough creates good timing because people are looking to use technology to simplify life. And also, the demographic of homebuyers, sellers, and agents is younger people, and they want technology, so I think it's a great service. You've been doing great! Everybody sees the value of Sough.

HUDA LAKHANI

HOMEOWNER
GOOGLE REVIEW

I have used Sough several times now to find reliable contractors such as painters, plumbers, pest control services, etc and have consistently received excellent services from the vendors on the platform at very competitive prices. Finally a solution that's helping home owners save time and making it simpler to manage their home services!

STEPHANIE KING

ASSOCIATE BROKER
RARE REAL ESTATE

I think Sough is really about growing a community. It's making it so that consumer needs help in every aspect. Because when we become a homeowner you never know when all these challenges come out so I think it's helping build a community and building knowledge for that consumer to alleviate stress and mishaps on their part because it's all in one place.

YOUSSEF AZAD

MORTGAGE BROKER
AZAD MORTGAGES

I have been using Sough since it started, and my experience as a business owner and my client's experiences as home buyers are very amazing. Sough has made the home buying process very easy thanks to their marketplace and the different marketing tools for service providers and the security and ease of use for the home buyers.

MOHAMMAD NADEEM

HOMEOWNER
GOOGLE REVIEW

Just signed up as a home owner. Pleasantly surprised to see how user friendly the website is and what an excellent platform they are providing. Looking forward to using this for my home ownership, buying, selling needs.

CUSTOMER TESTIMONIAL VIDEOS

▶ WATCH NOW

**HOW TO BE THE AGENT
FOR LIFE FOR YOUR
CLIENT?**

RICHARD SILVER
SOTHEBYS/REALTOR

SILVER BURTNICK
A FRANCHISE
Sotheby's | Canada
INTERNATIONAL REALTY



 souqh

▶ WATCH NOW

**HOW TO BUILD A REAL
ESTATE SYSTEM AND
NETWORK OF
SUPPORT?**

SIMEON PAPALIAS
REC CANADA



 souqh

▶ WATCH NOW

**A COMPLETE
DIGITAL
HOMEOWNERSHIP
EXPERIENCE**

ASIF KHAN
OWNER & REALTOR



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▶ WATCH NOW

**WHAT'S YOUR
DIFFERENTIATOR?**

VIRGINIA MUNDEN
CEO & FOUNDER
THE BUZZ CONFERENCE



 souqh

▶ WATCH NOW

**HOW TO OVERCOME
HOMEBUYER
HURDLES WITH
CONFIDENCE AND
FINANCIAL
PREPAREDNESS**

KATE BRODDICK
TEAM LEADER
REVEL REALTY INC



 souqh

▶ WATCH NOW

**WHY SHOULD
YOU INVEST IN
STAGING FOR
YOUR HOME**

FARAH DHALLA-SINGH
FOUNDER & CEO



 souqh



AHMER RAFIQ

CEO, Souqh

- [LinkedIn Profile](#)
- [Story behind Souqh](#)
- 10+ years of digital transformation experience with Deloitte and PwC
- CTO at Metal Networks – AI based B2B marketplace for metals procurement
- Ahmer has been active in personal real estate investments since 2005, closely working with real estate and home services professionals. Passionate about proptech and modernizing the home ownership journey

TEAM STRUCTURE



ADVISORS



Zarifa Bahrán

Moe Peyawary Real Estate Team



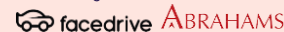
Youssef Azad

Mortgage Broker, Dominion Lending



Mujir Muneeruddin

*EVP, M&A and Partnerships, FaceDrive
Founding Partner, Abrahams LLP*



Akif Siddiqui

National Leader, Insurance Assurance, PwC



Feroz Jessani

President, Royal Canadian Steel



Tanweer Abbas

CFO, Branthaven Homes



Sharjil Salim

National Leader, Technology M&A, KPMG



Omar Khalifa

*Founder, Maro Partners
Ex-MD and Head of Investments at Fengate*



Luigi Favaro

Head of Partnerships, OREA

