HeyBryan

Investor Presentation

August 13, 2019

Disclaimer

No securities regulatory authority has expressed an opinion about these securities and it is an offence to claim otherwise. This final prospectus constitutes a public offering of these securities only in those jurisdictions where they may be lawfully offered for sale and therein only by persons authorized to sell such securities.

A final prospectus containing important information relating to the securities and other information described in this document has been filed with the securities regulatory authorities in certain of the provinces and territories of Canada. A copy of the final prospectus, and any amendment, is required to be delivered with this document.

This document does not provide full disclosure of all material facts relating to the securities offered by HeyBryan Media Inc. Investors should read the final prospectus, and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

The following is a summary only and should be read together with the more detailed information and financial data and statements contained in the final prospectus.

Disclaimer

Forward looking information

This presentation contains "forward looking information" within the meaning of applicable Canadian securities legislation. Wherever possible, words such as "plans", "expects", or "does not expect", "budget", "scheduled", "estimates", "forecasts", "anticipate" or "does not anticipate", "believe", "intend" and similar expressions or statements that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved, have been used to identify forward looking information. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of HeyBryan Media Inc. to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Although HeyBryan Media Inc. has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward looking statements are based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Management believes that the assumptions and expectations reflected in such forward looking statements are reasonable.

Market data disclaimer

This presentation includes market and industry data that has been obtained from third party sources including publications from various industries, and where appropriate, certain numbers, including dollar amounts, have been rounded out by us to avoid lengthy numbers. We believe that this industry data is accurate and that its estimates and assumptions are reasonable; however, there are no assurances as to the accuracy or completeness of this data. Third party sources generally state that the information contained therein has been obtained from sources believed to be reliable; however there are no assurances as to the accuracy or completeness of included information. Although the data is believed to be reliable, we have not independently verified any of the data from third party sources referred to in this presentation or ascertained the underlying economic assumptions relied upon by such sources.

The Problem

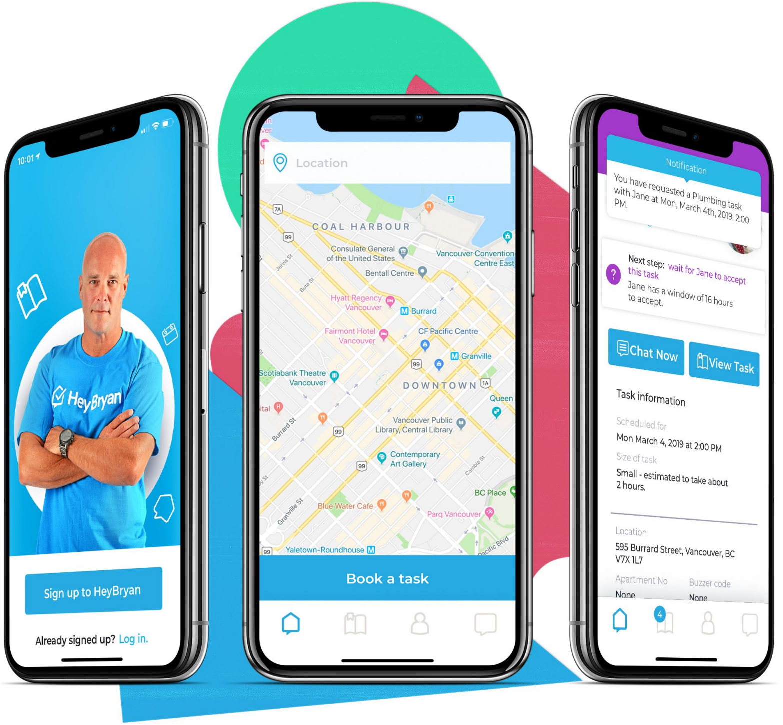
"Every day there are a million things that need doing around the house. But unless it's a big job, traditional contractors and home-service professionals won't even pick up the phone.
That's why HeyBryan is here.
To do... to done."

Lance Montgomery
President & CEO
HeyBryan Media Inc.

HeyBryan Media Inc.

HeyBryan is a peer-to-peer mobile marketplace that connects homeowners with vetted, local home-service providers (a.k.a HeyBryan Home-Service Experts) to complete small tasks around the house.

The HeyBryan app aims to disrupt the Canadian home-service industry with the introduction of a new mobile marketplace aimed at the growing gig-economy.



Bryan Baeumler

The face of HeyBryan.

Our key differentiator in the Canadian market.

Major shareholder.

Trusted, beloved DIY television personality.

Seven shows syndicated in over 30 countries.

Most watched HGTV Canada star in Canadian history.

Current star of HGTV's newest show 'Island of Bryan'.

Strong, enduring relationships with broadcasters, media, brands.

Benefits

Homeowners

Access to people willing to do small tasks

Inexpensive labour

Convenient

Efficient

Local

Easy payments through the app

Screened, vetted Experts

Insurance up to $1 million

Home-Service Experts

Access to side-jobs / gig economy

Earn extra money

Flexible schedule

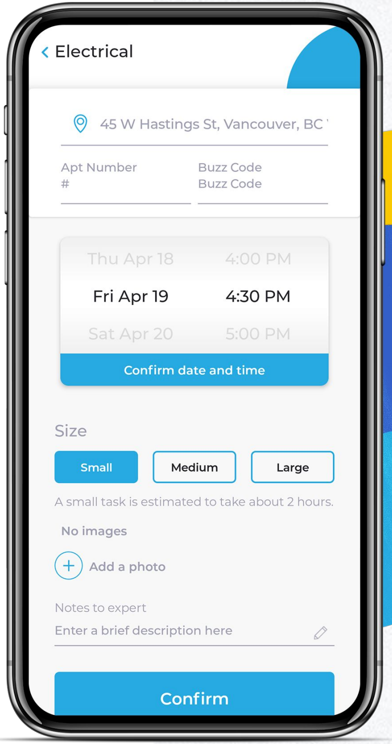
Work where they want

Local

Direct deposit payments

Safe and secure

Insurance covered by HeyBryan



Leadership Team

CEO

Lance Montgomery

A true visionary entrepreneur and business leader, Lance has spent over 15 years building organizations from early stage to acquisition and leading multiple agency teams serving global brands across the continent.

CTO

Nevin Peterson

Always looking to reengineer and innovate, Nevin is most comfortable pushing boundaries in the technology world, with experience creating Virtual Reality, Augmented Reality, mobile applications, and backend server frameworks.

CFO

Rick Huang

An experienced public company CFO who has led public equity financing projects, raising funds of up to $90 million and acquisitions of up to $80 million.

Board of Directors and Advisors

Directors

Director
Lance Montgomery

Director
Penny Green

A serial entrepreneur with over two decades of experience building successful companies. Her experience as an entrepreneur includes online music, international film distribution, mobile payments, blockchain technology, crowdsourcing, renewable energy, pharmaceuticals, e-commerce, law and cannabis.

Director
Mike Stulp

Currently the CFO of the Baeumler Group of Companies, overseeing Baeumler productions and distribution in over 30 countries.

Proven track record of increasing EBITDA through cost reduction and efficiency improvements.

Director
Spiros Margaris

Ranked #1 global influencer in three separate categories: fintech, blockchain and artificial intelligence.

Venture capitalist and thought leader in the FinTech and InsurTech industries.

Advisors

Media Partner
Bryan Baeumler

Auditor
Davidson & Co.

Investment Highlights

Bryan Baeumler Backed

Popular, relevant spokesperson, partner, and major shareholder (celebrity - most trusted in the industry).

iOS & Android Marketplace

Secure, peer-to-peer marketplace for iOS & Android mobile platforms.

Revenue Model

7.5% from Customer transactions.

20% from home-service Experts.

Addressable Market

126 million - US households.*

14 million - Canadian households.**

$340 billion - US spending on home maintenance.***

* Statista: Number of households in the U.S. Available online: https://www.statista.com/statistics/183635/number-of-households-in-the-us/. from 1960 to 2018

** Stats Canada: Families, households and marital status. Available online: https://www150.statcan.gc.ca/n1/daily-quotidien/170802/dq170802a-eng.htm

*** Richard Leong and Steve Orlofsky, "Americans to spend 7.5 percent more on home remodelling in 2018: study". Available online: https://www.reuters.com/article/us-usa-housing-remodeling/americans-to-spend-7-5-percent-more-on-home-remodeling-in-2018-study-idUSKBN1F71Z9 (January 18, 2018)

The Growing Gig Economy

"gig economy" - where independent contracting and short-term, temporary engagements - 'gigs' - are the norm.

Independent workers are the approximately 41 million adult Americans* - consultants, freelancers, contractors, temporary or on-call workers - who work independently to build businesses, develop their careers and/or supplement their incomes.

36% of U.S. workers are in the gig economy.**

Two common reasons for 'gig' work:

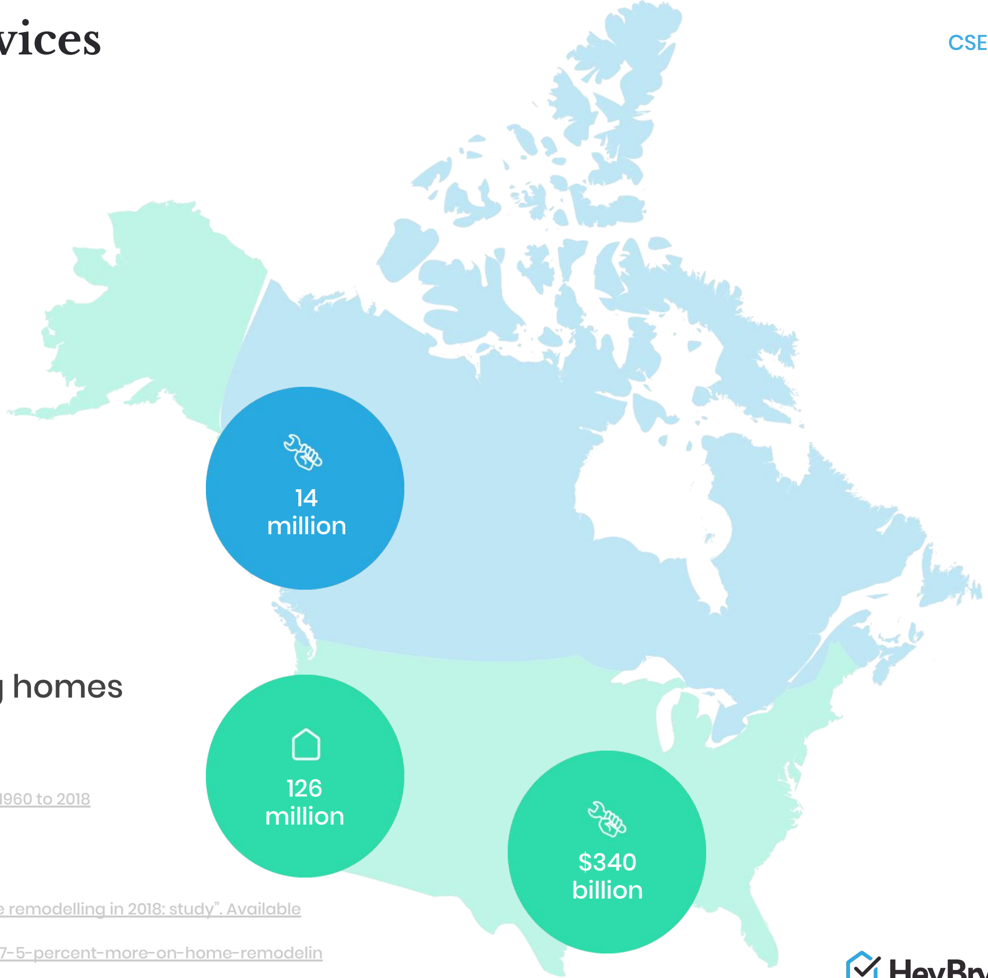
Earn extra money.

Flexible schedule.

* MBO Partners: The State of Independence in America: Available: https://www.mbopartners.com/wp-content/uploads/2019/02/State_of_Independence_2018.pdf.

** Gallup: What Workplace Leaders Can Learn From the Real Gig Economy. Available: https://www.gallup.com/workplace/240929/workplace-leaders-learn-real-gig-economy.aspx

Market Opportunity - Home Services



126 million*

Households in the US

14 million**

Households in Canada

$340 billion***

Americans' expected spending on upgrading homes

* Statista: Number of households in the U.S. Available online: https://www.statista.com/statistics/183635/number-of-households-in-the-us/. from 1960 to 2018

** Stats Canada: Families, households and marital status. Available online: https://www150.statcan.gc.ca/n1/daily-quotidien/170802/dq170802a-eng.htm

*** Richard Leong and Steve Orlofsky, "Americans to spend 7.5 percent more on home remodelling in 2018: study". Available online: https://www.reuters.com/article/us-usa-housing-remodeling/americans-to-spend-7-5-percent-more-on-home-remodeling-in-2018-study-idUSKBN1F71Z9 (January 18, 2018)

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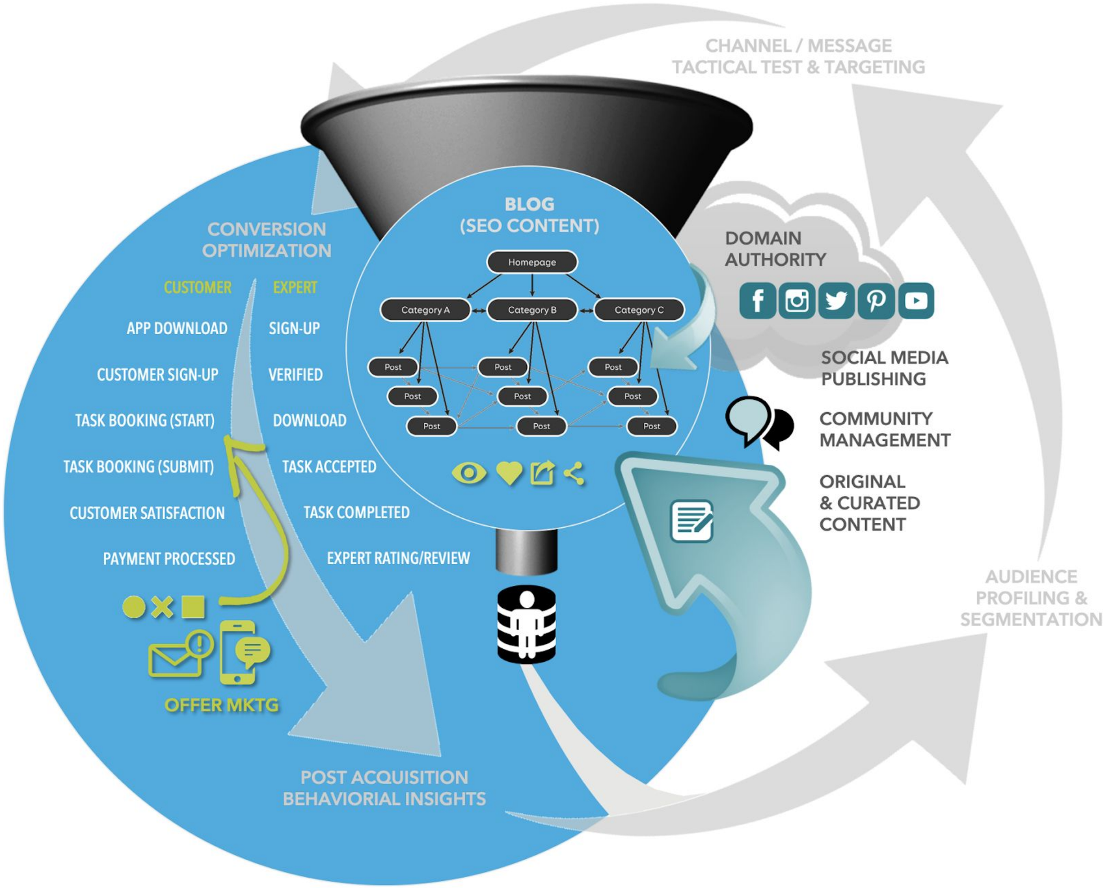
Characteristics



BRAND IMAGE

Value proposition

PROGRAMMATIC TARGETING

Scale & efficiency

ORGANIC VISIBILITY

Relevance & credibility

SOCIAL AMPLIFICATION

Perception & influence

PROMOTIONAL EVENTS

Profile & reputation

SEARCH ENGINE MARKETING

Need-driven acquisition

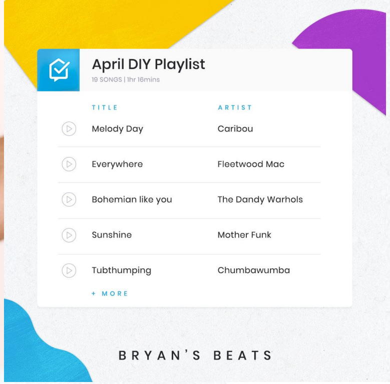
DATA & BUSINESS ANALYTICS

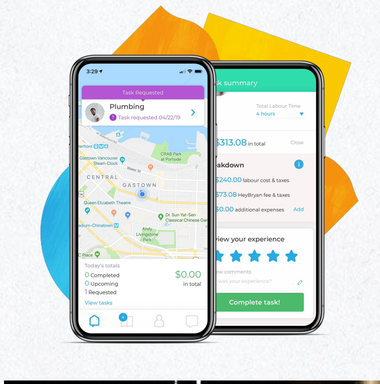
HeyBryan

Recent Focus

	2018			2019	
	July	August	October	February	March
INTERNAL	Platform enhancements	Market research insights	SEO content scaling	Transaction value & frequency	Marketplace threshold
EXTERNAL	Presence & Partnership	Customer & Expert Growth	Customer & Expert Growth	Customer & Expert Growth	Marketing Innovations

HeyBryan Marketing



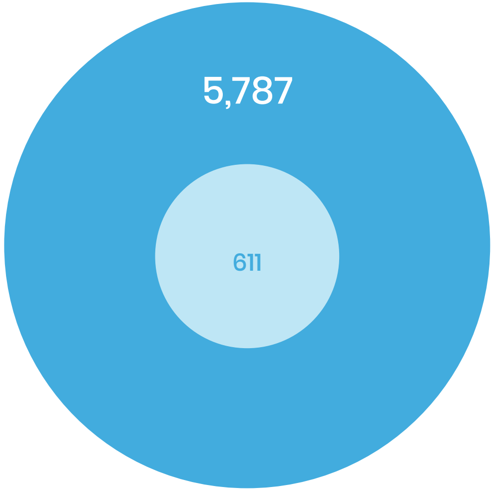


Business Growth

Since January 2019

+5,176

Customer acquisition



Since January 2019

+1,519

Expert acquisition

HeyBryan

Milestones Achieved

2018

Sep. 15 — Commence $0.25 round. Audited financials complete.

Oct. 09 — Beta launch of app in Vancouver.

Oct. 18 — Vancouver Fall Home Show.

Nov. 16 — Press conference, launch party & full launch in Vancouver.

2019

Mar. 03 — V1.03 App release. New categories / features.

Mar. 20 — Full media launch across Greater Toronto Area.

Financial Overview

	Quarter ended	Year ended
	March 31, 2019	**December 31,, 2018**
Cash on hand	$171,395	$105,706
Revenue	546	519
Total assets	$5,161,740	$4,959,307
Net assets	$4,818,115	$4,109,457

Share Structure

62,926,200	38,373,992	24,552,208
Total shares issued and outstanding	Escrowed & Restricted	Public float

Key Contacts

CEO

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CFO

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Thank you