



Corporate Presentation – November 2015

TSX-V: BKD

Disclaimer

This confidential business presentation (the "Presentation") has been prepared Breaking Data Corp. ("Breaking Data"). The Presentation is being provided by Breaking Data for use by a limited number of parties that may be interested in the business Breaking Data. The information set forth is considered confidential and is not intended for distribution. This Presentation and the information contained herein shall not be copied, reproduced in any way or distributed, directly or indirectly, to others at any time. Upon request the recipient will promptly return to Breaking Data all material received from Breaking Data (including this Presentation) without retaining any copies thereof. All references to currency in this document are to Canadian dollars unless otherwise indicated. Statements in this Presentation are made as of the date hereof unless stated otherwise and the delivery of this Presentation shall not under any circumstances create an implication that the information contained herein is correct as of any time subsequent to its date. Certain statements contained in this Presentation may constitute forward-looking statements or forward-oriented financial information. These statements relate to future events Breaking Data's future performance. All statements, other than statements of historical fact, may be forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "plan", "continue", "estimate", "expect", "may", "will", "project", "predict", "propose", "potential", "targeting", "intend", "could", "might", "should", "believe" and similar expressions. These statements involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking statements. Forward-looking statements are based upon the opinions and expectations of management of the Corporation as at the effective date of such statements and, in some cases, information supplied by third parties and publicly available information. Although Breaking Data believes that the expectations reflected in such forward-looking statements are based upon reasonable assumptions and that information received from third parties and publicly available information is reliable, it can give no assurance that those expectations will prove to have been correct. Forward-looking statements included in this Presentation should not be unduly relied upon as actual results may vary significantly. Unless required to be updated pursuant to securities laws, these statements speak only as of the date of this Presentation and are expressly qualified, in their entirety, by this cautionary statement. In particular, this Presentation contains forward-looking statements, pertaining to the following: capital expenditure programs and future capital requirements; the proposed private placement; growth strategies and opportunities; the expected value of customer contracts; government priorities and funding levels; treatment under governmental regulatory and taxation regimes; the availability of skilled personnel; and expectations regarding ability to raise capital. With respect to forward-looking statements listed above and contained in this Presentation, Breaking Data has made assumptions regarding, among other things: the continuing evaluation of Breaking Data's strategic plan; operating margins, revenues and expenses; government priorities and funding levels; liquidity and resources to fund ongoing operations; the availability of skilled personnel; the legislative and regulatory environment; and the ability to obtain additional financing on satisfactory terms. In addition, with respect to the proforma financial information included in this Presentation, Breaking Data has made assumptions regarding, among other things: the conversion of a percentage of letters of intent into revenue generating contracts; advertising revenue based on unique website visitors and related page views; exclusive video content and application sales revenues and related costs and taxes of sales; and general and administration costs. Breaking Data's actual results could differ materially from those anticipated in these forward-looking statements as a result of the risk factors set forth below and elsewhere in this Presentation: changes in government priorities, funding levels, contracts and regulations; failure of systems to meet performance requirements; satellite failure; dependency on electronic systems including data corruption; failure to maintain technological advances and market positions; inadequate protection of Breaking Data's intellectual property rights; exposure to foreign currency fluctuations; changes in economic and political conditions; inability of suppliers or subcontractors to effect technology transfer; failure to maintain business alliances; uncertainty in financing arrangements; insufficient insurance against material claims or losses; our status and stage of development; and general industry conditions. Breaking Data's plans and results could differ materially from those anticipated in these forward-looking statements as a result of these risk factors set forth above.

About

Breaking Data Corp. (TSX-V: BKD) is a technology company with proprietary software that enables the delivery of real time information and offers cutting edge solutions to multiple vertical markets

The Company's technology is a real time social media news detector that delivers targeted information faster than any source which can be a valuable resource for select industries

Breaking Data's initial focus has been on the sports industry where its technology advantage provides the most immediate, lucrative and scalable potential

The Company's BreakingSports app is the world's first fully automated real time alerts platform for sports news, targeting sports enthusiasts, fantasy players, and wagerers

Based on its success in the sports vertical, Breaking Data Corp. has been contacted by Fortune 500 companies to explore other vertical market opportunities

Breaking Data's technology also powers a local mobile search app – POYNT – that has over 25 Million downloads and is an all-in-one app for smartphones



Investment Highlights

- BKD's Semantic Search, Machine Learning, Data Analysis and Natural Language Processing (NLP) technologies offers game changing applications to many sectors representing massive vertical market opportunities
- The sports vertical is BKD's first vertical market (BreakingSports) and demonstrates the ability to disrupt a massive, lucrative market
- BKD has signed an exclusive agreement with Tabcorp Holdings (ADX: TAH), one of the largest wagering companies in the world
- Tabcorp partnership is critical to BKD's path to revenue and demonstrates BreakingSports is important to the fantasy sports and wagering industries
- BKD is in development with Fortune 500 companies to deploy technology in other vertical markets with near term revenue potential, as well as large growth opportunities

Core Technology

Breaking Data specializes in Semantic Search, Machine Learning, Data Analysis and Natural Language Processing (NLP)

- Breaking Data has been a leader in semantic search and NLP since 2007
- Breaking Data's "Cluuz" was selected as a "top 10" semantic search engine⁽¹⁾ and "top 50" real-time search engine⁽²⁾
- Breaking Data has improved upon its NLP technology by integrating advances in deep-learning (neural nets) to better understand written word
- Breaking Data's NLP technology excels at categorizing, interpreting, disambiguating and comparing meaning, in real-time, for short form content often found on social media networks

(1) <http://www.webgranth.com/top-10-semantic-search-engines-best-alternative-to-google-search-engine-to-get-more-accurate-results>

(2) ReadWriteWeb, a blog that provides analysis of web products and trends. One of the world's top 20 blogs, ReadWriteWeb speaks to an intelligent audience of web enthusiasts, early adopters and innovators.

Tabcorp + BreakingSports

Tabcorp Holdings Limited (ASX: TAH)

- Largest wagering company in Australia
- One of the world's largest publicly listed wagering companies – a leader in legal and responsible gambling
- \$2.1 B AUS revenues/\$500 M AUS EBITDA/\$3.7 B AUS market cap
- Millions of clients served and 3000 employees

BreakingSports

- New version created specifically for the Australian market
- Wagering information and markets integrated into BreakingSports
- Existing sports on BreakingSports available to Australian market
- Australian Football, Rugby, Cricket and A-league Soccer added

Objective

- BreakingSports will deliver information to the Australian market and help grow Tabcorp's wagering business by increasing client's engagement level by receiving real time sports information via push
- BKD to be paid for new clients acquired by Tabcorp as well as for "clicks" – as Tabcorp clients use the BreakingSports app
- Tabcorp will provide significant marketing support as BreakingSports represents a new vehicle for them to reach their target audience

Opportunities

Fantasy Sports

- More than 33 million Americans take part in fantasy sports, amounting to about \$3.6 billion in annual spending (1)
- Over the past 10 years, fantasy sports services have experienced explosive absolute growth of 241%. Fantasy sports service firms will continue cashing in on the general move toward more mobile content, which will help bring revenue up at an annualized rate of 7.6% over five years to 2018 (2)

Sports Wagering (Tabcorp)

- “Around 70% of Australians participated in some form of gambling last year” (3) (Population of Australia is approximately 24 million)
- Increased engagement by Tabcorp’s clients through BreakingSports App = higher wagering participation
- Success with Tabcorp could lead to other legal betting clients for Breaking Data

(1) The Atlantic, Sept 2013

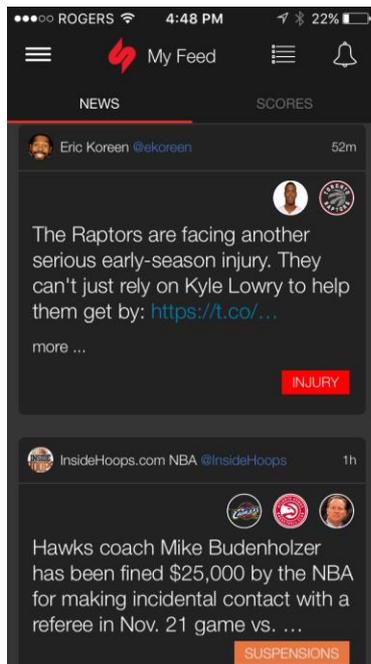
(2) FSTA, May 2014

(3) Australian Productivity Commission Report on Gambling, 2010

Advantages

- Fastest alerts - completely curated by machine, classified, filtered and sent out as fast as the information becomes available
- Interprets the information through artificial intelligence (AI) technologies
- Tracks both official/trusted sources and social media influencers
- Will provide automated story generation and other key analytical products such as player vs. player analysis, predictions, and more

Sports Solution



Fastest mobile sports app that continuously combs the web and social networks to push alerts requested by each individual user.

Pushes breaking news, statistics, injury, trades, line-up changes, rumors etc. in real-time and faster than any other mobile service.

Full attribution, automated classification, time stamp, trending and trusted news.

Generate personalized alerts with multi-level customization by sport, player, team, type of news and more.

Leverages years of NLP and machine learning research.



How It's Done

The source of real-time news today is social media

The problem? Too much information - who to follow, what to look for, what type of info - BreakingSports delivers personalized information

BKD built the worlds most powerful real-time social media news detector:

- scans in real-time all teams and athletes for events
- clusters information into discrete events
- reconciles against multiple sources and removes duplicates
- filters based on the nature of the event
- pushes the event to the users device

Revenue Generating Engine

Advertising & Subscription

- Feed news and league news have integrated native advertisements, known to outperform standard banner ads
- Estimates are that native ads will be at least 40% or more of over \$10 billion in social media ad spend by 2017
- In-stream native ads look, feel, and function seamlessly across mobile and PC, which is precisely what brands want, as they seek to build cross-device campaigns
- On mobile's smaller screens, the stream is the experience - mobile ad spend was up 83% last year, to \$8.9 billion globally
- Facebook ads in the News Feed achieve 49 times higher click through rates and a 54% lower cost per click than traditional placements in the right-rail sidebar, according to AdRoll
- Opportunity to introduce “freemium” model where users will be able to purchase additional subscriptions for their personalized news feed

2015 Milestones

Business Development

- Launched in January 2015 on Apple App Store
- Launched in February 2015 on Google Play
- Strategic Deal with Point Streak 50/50 in March 2015
- Added College Basketball in March 2015
- Reached 100,000 downloads by March 20, 2015 (less than 30 days)
- Reached 250,000 downloads by April 30, 2015 (less than 60 days)
- Integrated Live Feeds including Periscope and Meekat in April 2015
- Added Motorsports in May 2015
- Added English Premier League in July 2015
- Fantasy Feud exclusive strategic partnership – July 2015
- Exclusive agreement with Tabcorp - offers BreakingSports app to the Australian Market – July 2015
- Added College Football and Basketball
- Yahoo Fantasy Sports integration – allows users to import fantasy players

Capitalization

- \$5.25M Financing, March 2015 (\$4.75M equity & \$500,000 debenture)

Media Features

- Featured in USA Today as Top 5 App for March Madness
- Featured in Forbes on April 1, 2015
- Featured in iDigitalTimes on March 26, 2015
- Featured in MacLife for Best MLB apps for 2015

The Messaging Solution



Poynt Enabled SDK

The Poynt platform has 3 differentiating features that together offer a solution that allows the capture of monetizable intent:

- Enables users to do more within the app
- Prevents users from leaving for 3rd party services
- Keeps users in search context by letting them share from within search results

This environment creates user interaction that allows revenue capture (that was previously not possible) from two key areas:

- Advertising (native sponsored listings and display ads)
- Transactions (restaurant reservations, movie tickets, events, etc.)

***POYNT ENABLED SDK PROVIDES A MONETIZATION ENGINE FOR MESSAGING APPS
OR ANY OTHER APPS WHERE LOCAL SEARCH INTENT IS RELEVANT***

Poynt SDK – How it Works

Search-in-chat capability, with soft keyboard encourages more searches



The magnifying glass on chat screen initiates “in-app” Poynt search



Restaurant search is done and “swiped” back into the chat conversation



Link from chat can be opened by either party to book, call, schedule, map or see ratings

Local Search Solution

Poynt App



- Layers on location-based capability and attractive content
- 1M monthly active users and 25M downloads across 5 platforms
- Top ranked in Google Play for Travel & Navigation
- 13 contextual location-based patents granted & numerous pending
- IP initially developed by BKD management and sold to Poynt, valued at \$27 million ⁽¹⁾
- WI-LAN contracted to monetize IP
- Established sources of content includes:



POYNT OFFERS CONTENT SOURCES THAT USERS LOVE TO SHARE

Breaking Data Corp – IP Portfolio

Country	Title	Priority Date	Patent Number	Issue Date
US	Network for Targeting Individual Operating a Microcomputer Regardless of his Location	27-Aug-1999	6,970,922 B2	29-Nov-2005
US	Network for Targeting Individual Operating a Microcomputer Regardless of His Location	12-Jan-2006	7,539,742 B2	26-May-2009
US	Network for Targeting Individual Operating a Microcomputer Regardless of His Location	27-Aug-1999	7,870,229 B2	11-Jan-2011
US	Multi-Mode Location Based E-Directory Service Enabling Method, System and Apparatus	13-May-2004	7,941,430	10-May-2011
US	Network for Targeting Individual Operating a Microcomputer Regardless of His Location	27-Aug-1999	8,099,477	17-Jan-2012
US	Method and System for Wireless Message-Based Advertising	08-Feb-2008	8,315,178 B2	20-Nov-2012
SG	Method of Using Location Information for Advertising System Based on 3-Dimensional Shapes	28-May-2010	176399	11-Oct-2013
JP	System and Method for Adding Advertisements to a Location-Based Advertising System	03-Aug-2009	5405665	08-Nov-2013
CA	Multi-Mode Location Based E-Directory Service Enabling Method, System and Apparatus	13-May-2004	2,600,849	10-Dec-2013
AU	System and Method for Adding Advertisements to a Location-Based Advertising System	03-Aug-2009	2010279620 B2	01-May-2014
US	System, Methods, and Apparatus for Interactive Advertising	18-Sep-2007	8732016 B2	20-May-2014
KR	Price Formation in Location-Based Advertising Networks	15-Dec-2010	10-1424590	23-Jul-2014
US	Method and System for Wireless Message-Based Advertising	08-Feb-2008	8797906	05-Aug-2014
SG	System and Method for Adding Advertisements to a Location-Based Advertising System	03-Aug-2009	175757	20-Aug-2014
US	Analysis, Inference, and Visualization of Social Networks	10-Dec-2008	8862622	14-Oct-2014
KR	System and Method for Adding Advertisements to a Location-Based Advertising System	03-Aug-2009	10-1462522	11-Nov-2014
TW	Method of Using Location Information for Advertising System Based on 3-Dimensional Shapes	28-May-2010	1463423	01-Dec-2014
US	System And Method To Automatically Triangulate Location Based On Popularity And Density Ranking Of Venues Over Distance	11-Apr-2013	8,989,782	24-Mar-2015
US	Network for Targeting Individual Operating a Microcomputer Regardless of His Location		9137650	15-Sep-2015

Experienced Team

Management

- Marvin Igelman CEO (Poynt, Portfolios.com, Director: Jamba Juice)
- Alex Živković CTO (Dunn and Bradstreet, Poynt, Post Grad thesis-Artificial Intelligence)
- David Berman CFO (iseemedia, Poynt, Portfolios.com)

Board of Directors

- Marvin Igelman CEO & Director
- Michael Kron (Chairman, AnywhereCommerce)
- Paul Sparkes (Difference Capital, CTVglobemedia)
- Keith Yokomoto (ARTISTdirect Inc)

R&D Team

- 20+ years experience building carrier-grade solutions in use throughout EMEA & India
- 3 PHDs - Semantic Technology, 14 Engineers/Semantic Researchers/Data Scientists
- UI team (3) - previous mobile app ~20M users

Share Structure

Trading Symbol	TSX-V: BKD
Price (November 20, 2015)	\$ 0.22
52 Week High / Low	\$0.81/\$0.17
Shares Issued & Outstanding	42.1 M
Warrants & Options	14.8 M
Fully Diluted	56.9 M
Market Capitalization	\$ 9.2 M
Insider Ownership	20%

Contact Info

Marvin Igelman, CEO

marvin@breakingdatacorp.com

64 Jardin Drive, 2A

Concord, ON L4K 3P3

Investor Relations:

 **I³** Investor Cubed Inc.

67 Yonge Street, Suite 1000

Toronto, ON M5E 1J8