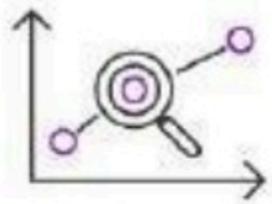Making **capturing** and **exchanging data** as *simple* as **having a conversation**.

Evolution of Daylight
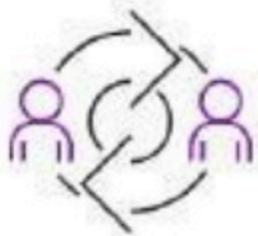
Data Collection

Simplifying how data is collected
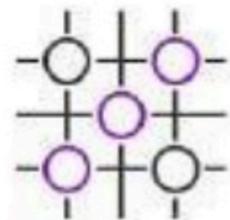
Smart Forms

Connecting business processes and UX

Digital Experience

Omni-channel digital experience layer

What's Next...

Right place, right time.

Daylight is a fit for where the market is going.

Hyperautomation Ecosystem

Gartner has Identified Hyperautomation as their top Strategic Technology Trend for 2020

User Experience Platforms

Existing User Experience Platforms require significant up-front investment and don't integrate well with existing applications & systems

Workflow Management

Many Enterprises have invested in workflow tools, but find they are costly to utilize and are overkill for most processes

Robotic Process

Enterprises have invested millions in RPA but are struggling with bad data and to get ROI

Legacy & Custom Systems

Enterprises often have many hundreds of disparate systems. Consolidation is complicated and needs to be carefully planned & timed

User Experience Platforms

RPA

Workflow Management

Legacy & Custom Systems

Challenge

Organizations are under pressure to improve user experiences, but typically start from the inside out.
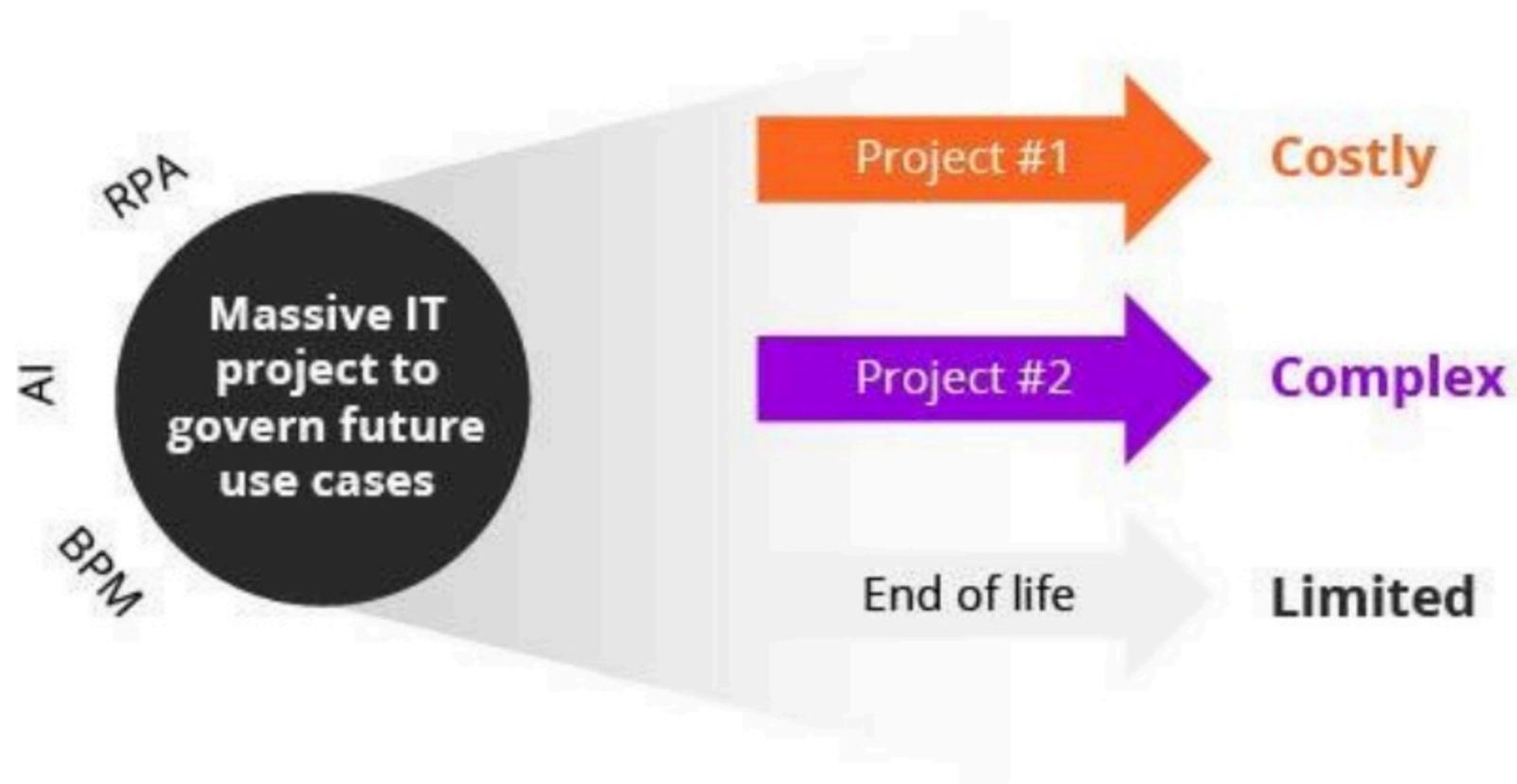
Solution

Daylight de-risks transformation, providing a **low-code platform** to deliver value from the outside-in.

<10% Effort to Build Solutions Vs Traditional Development

Agile → Self-Service →

Repeatable → Assisted →

Cross-channel → Internal →

Targeted & complimentary

Current State

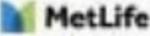## SECTION 3: Designate your Contingent Beneficiary
(Complete this section only if you selected option A, B, or C in section 2 above.)

Complete one of the five Contingent Beneficiary options below.

Option A - Individual Beneficiaries

- If you wish to designate more than three individuals as Contingent Beneficiaries, attach a signed and dated sheet listing the additional beneficiaries including all details requested in this form and identifying their role as a Contingent Beneficiary.

- If you would like to divide the proceeds equally, or if you are checking the box below to include future children of the Insured as Contingent Beneficiaries, please leave the "percent (%) of proceeds" fields blank. If you prefer to designate different percentages, complete the "percent (%) of proceeds" fields for each individual.

Future State

View PDF

View Experience

Low Code, Business Managed
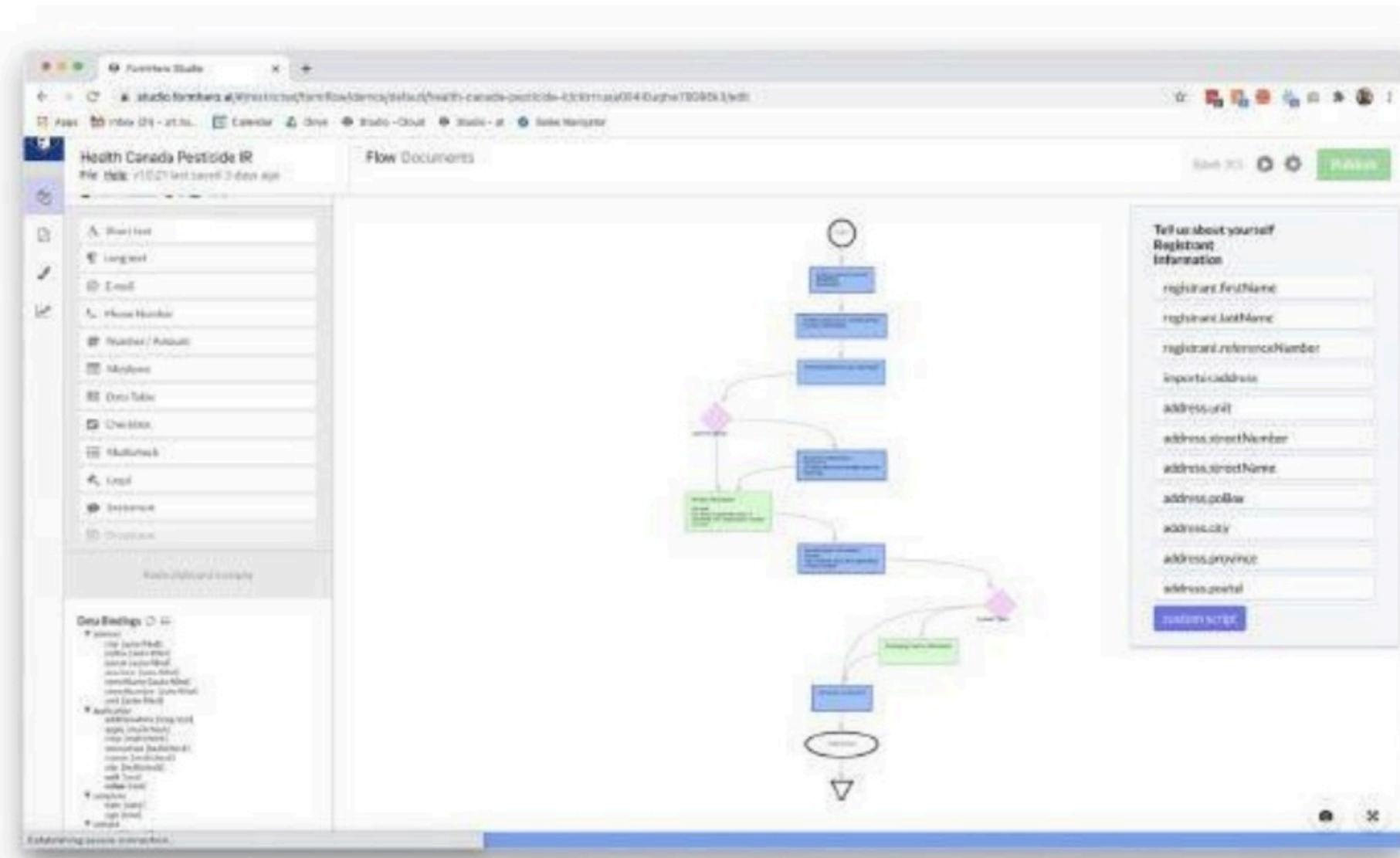
Broad Use Cases

Repeatable Patterns

- Paper-based processes
- Path/product determinism
- Decision Support
- Omni-channel experience
- Calculators
- Member Portals
- ....

Business Units

- Wealth Management
- Retail Banking
- Lending
- Travel & Medical Insurance
- Call Centres
- Group & Retirement Benefits
- P&C
- HR
- Finance
- Pharmacy
- ...

Example Use Cases

TD Bank Group
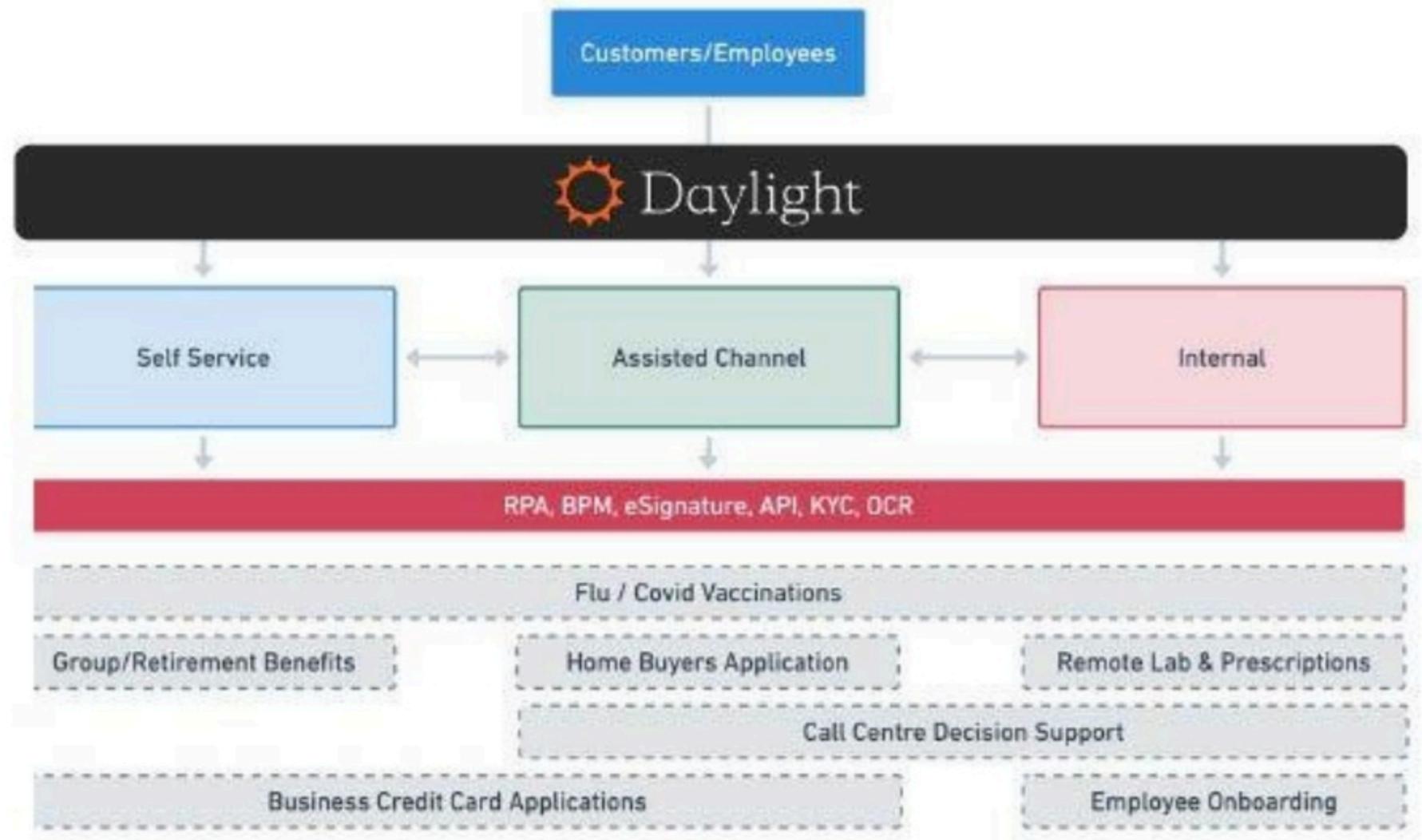
Power of Attorney Process
ROI on Platform Subscription in 4 months

42
PDFs in English/French

20,000
in-branch sessions

37,500
person hours saved per-year

Allianz Global Assistance

Emergency Assistance
Call Centre Scripting

8
Systems/Services Integrated

83%
Reduction in Training (5 weeks fewer)

30%
Reduction in Average Call Time

Loblaw/Shoppers Drug

Flu Shot Administration
Customer & Pharmacist-facing Workflow

6 Weeks
Client Request to Live

1.5M+
Transactions in 1st two months

~2500 stores
No Training Required

Manulife

This has been a significant change in the way we work. In 78 days we reimagined, built and integrated experiences that will have a significant impact on our customer journey.

-Barb Pap, Manulife

Group Benefits Solutions Lead

Executive Summary

Key Financial Numbers Since our 2020 Seed Round* (March 2020)

> 3.3x

ARR Growth
Projected-FY

150%

Retained Revenue
2021FY to Date (¾)

*Led by Golden Ventures, with participation by Bessemer Venture Partners
All Revenue Numbers reflect Canadian Dollars

Background & Model

01 **SaaS with a twist (metered)**
We are aligned with and benefit from continued ROI by our clients
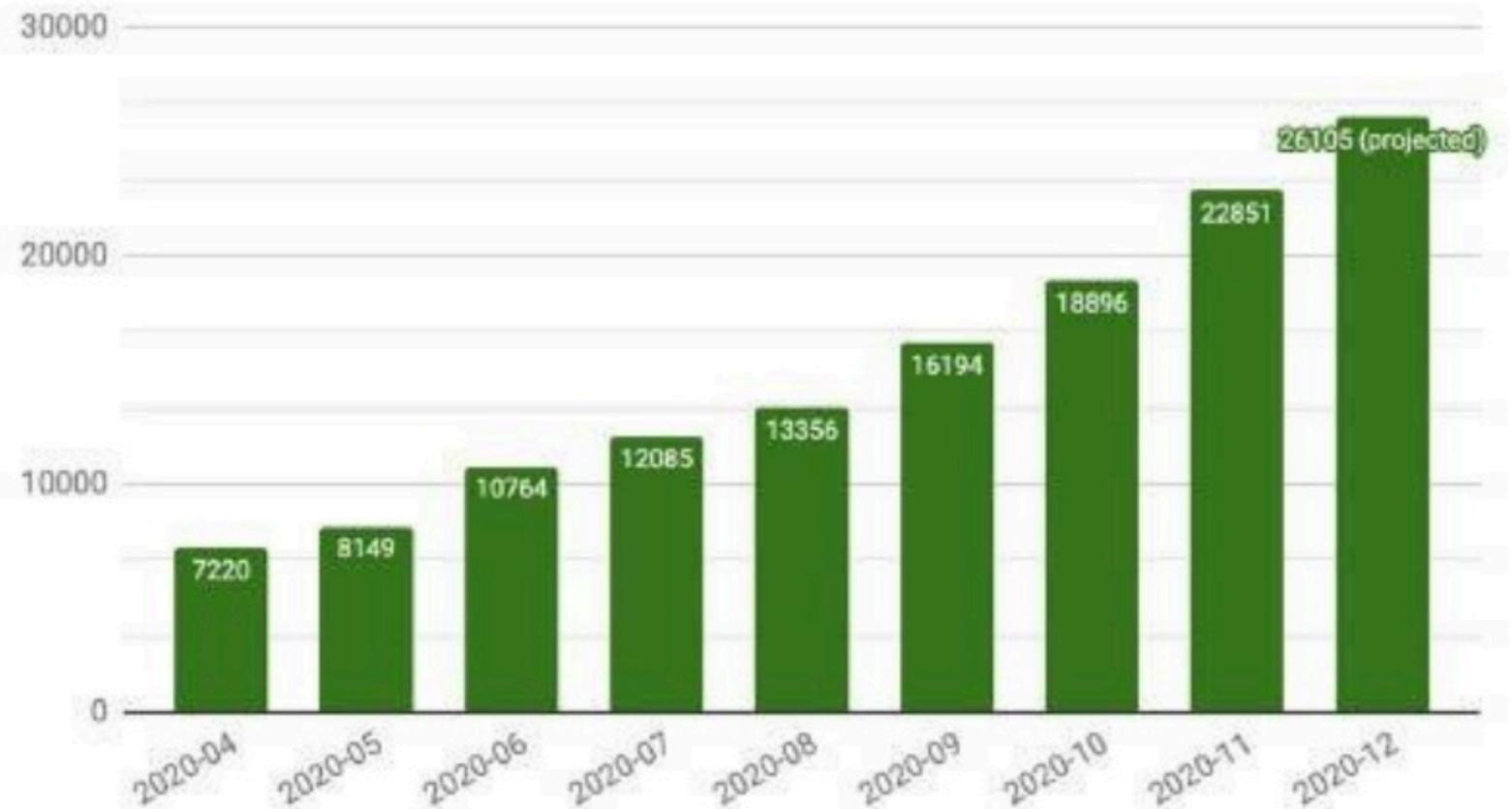
02 **Land and ~~expand~~ explode**
Consistent growth without the need for new contracts

03 **Essential Service**
Every project makes us stickier and ensures long-term revenue

Sample Banking Client Submission Growth (2020)

Executive Team

Art Harrison
Chief Growth Officer

formerly with

iNTERFACEWARE
VP, Marketing & Communications

Ryan Kimber
Chief Executive Officer

formerly with

think research
Chief Technology Officer
Chief Innovations Officer

Natasha Lala
Chief Operating Officer

formerly with

ApplePie CAPITAL
Chief Operating Officer

OANDA
Chief of Staff
VP Engineering

Market Size: Enterprise is Pivoting away from Building

Nearly $500B is spent each year on Enterprise software development and maintenance, but customer demand for integrated experiences, and enterprise need to prevent proliferation of one-off solutions is changing they way Enterprise delivers solutions.

Global Market for Hyperautomation Components (USD)[1]		
	2019	2028
Low-Code Application Platforms	$11.4B	~ $60B
Robotic Process Automation	$1.4B	~ $10B
Digital Experience Platforms	$8.4B	~ $20B

1. Predicted Market Sizes are taken from Grand View Research