



INVESTOR PRESENTATION

April 2017

Appiphany Technologies Holdings Corp.
(OTC: APHD)

This presentation contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). Statements preceded by, followed by or that otherwise include the words “believe,” “anticipate,” “estimate,” “expect,” “intend,” “plan,” “project,” “prospects,” “outlook,” and similar words or expressions, or future or conditional verbs such as “will,” “should,” “would,” “may,” and “could” are generally forward-looking in nature and not historical facts.

These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any anticipated results, performance or achievements.

The Company disclaims any intention to, and undertakes no obligation to, revise any forward-looking statements, whether as a result of new information, a future event, or otherwise. For additional risks and uncertainties that could impact the Company's forward-looking statements, please see the Company's filings with the SEC and which may be viewed at <http://www.sec.gov>.

5 Major Pillars – Physical and Digital Protection

IP Risk Control (APHD)

Anti-Counterfeit

(SaaS – OEM Product)

Litigation Case Management

(SaaS – OEM Product)

Physical & Print Asset tracking

(Physical – Owned Patents & Tech)

Data Classification & Protection

(SaaS & On Prem Software – Owned)

Additional Cyber Product Development

&&
(Active Acquisition Program)

End to End - INFORMATION & BRAND PROTECTION

MAJOR ENTERPRISE AND GOVERNMENT SOLUTIONS

IP Risk Control (APHD) provides private enterprise and governments with total, integrated information & brand protection solutions to prevent revenue loss from counterfeiting, IP theft, data leaks, product diversion, and gray market activities in all points of the supply chain. Our cyber-security product set further protects Intellectual Property – including Data (At Rest, In Flight) with deep integration to existing market-leading Cyber Security technologies



Total Protection of “Intellectual Property” of Global Brand Owners through Risk Management, Technology Innovation, and Strategic Supply Chain Strategies

- Online Brand Protection
- Print Technology Services (forensics, labels, hangtags)
- Data Classification, Protection & Governance
- Integration to SIEM & Cyber Response systems
- Cloud Storage Services Data Classification
- Integration to newest Microsoft Data Protection systems
- Data Discovery & Retention management
- Machine Learning & Training

Key Stats

Corporate Headquarters	Salt Lake City, UT
Stock Ticker	OTC: APHD
Fiscal Year	April 30
Staff Locations:	7+ USA, Canada, Brazil, Bulgaria

Shares Outstanding	200,000,000
Float	170,000,000
Average Volume	20,000,000

(2016 Launch) (Cloud) Anti-Counterfeit, Monitoring IPRiskControl.com	
Ave. MRR	\$5,000
Ave. Margin	70-95%
Ave. Account Value	\$180,000
Monthly Revenue Model – 1 Yr Term	

(Launching Now) (Cloud) Cyber Data Classification ClassiDocs.com	
Ave. Customer Size	1000+ Users
Ave. Margin	90-95%
Per Seat Pricing	\$15-35
SaaS, Perpetual & Subscription Options	

IP Risk Control & ClassiDocs are wholly-owned subsidiaries of Appiphany Technologies, Inc.

GLOBAL COST OF
COUNTERFEITING

\$1.7
TRILLION

- Lack of tools & knowledge
- Reactive (not proactive) to counterfeit issues

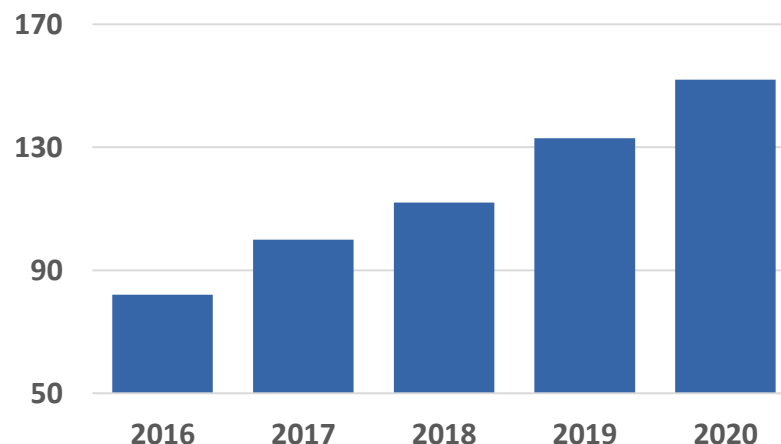
Growth of international auction sites driving need for brand protection management solutions.

Target customer profiles:

- Food & Consumables
- Apparel & Footwear
- Pharmaceuticals
- Electronics

OBTAINABLE N.A. MARKET: \$400M

ADDRESSABLE MARKET
(in \$US billion)



Products & Services suite delivers cost-effective strategies to protect the assets of global brands

- Case Management – Software to Manage the space
- Watchdog Online Monitor Platform – Auction Site Monitoring
- World Class Forensics – Product Identification
- Track n Trace Software – Know locations of your product
- Print – Tech – Security Printing
- ISO 12931 Training
- Enforcement

React



dh | anticounterfeit

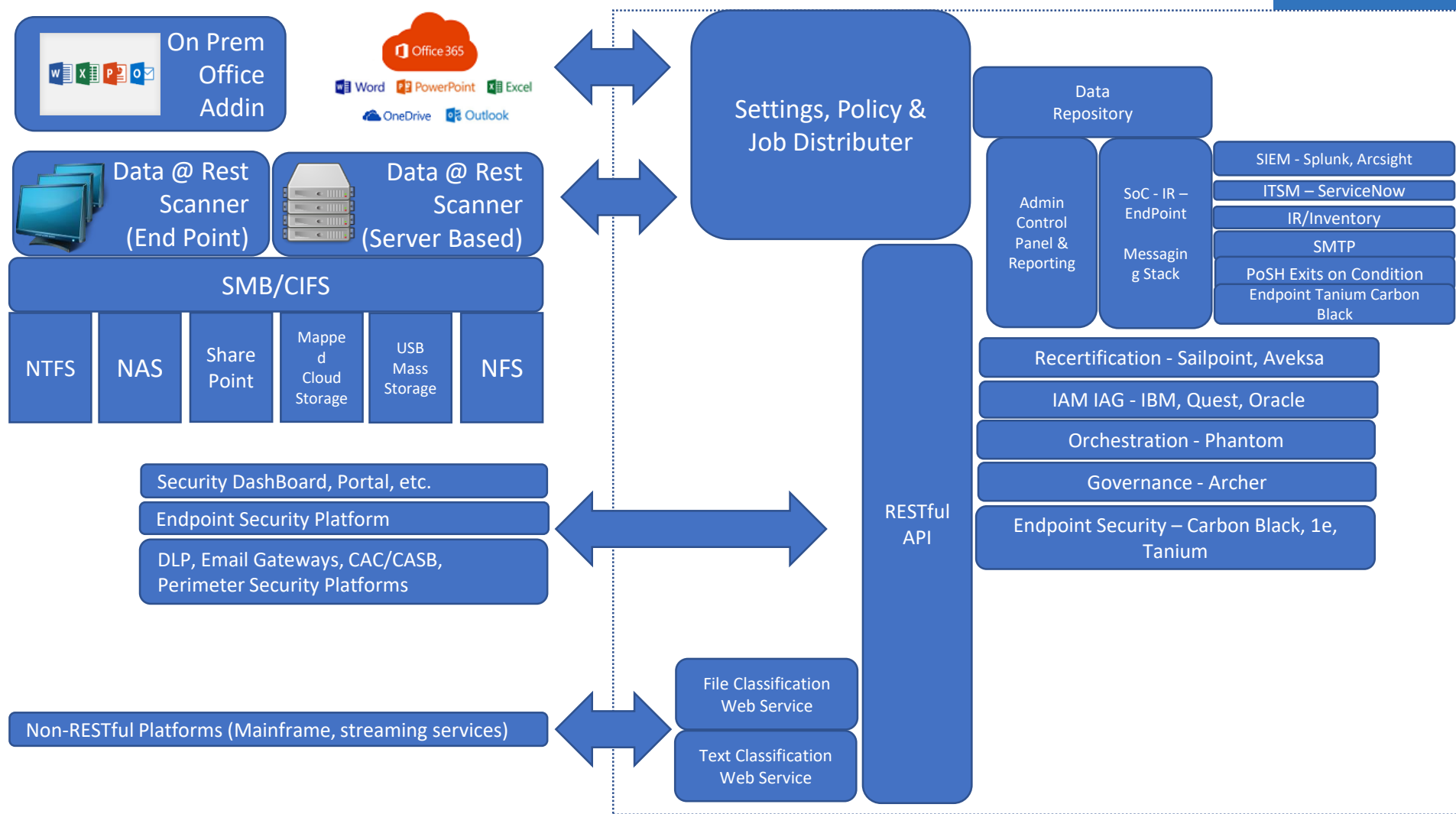
LIMITED COMPETITION

- Significant technology & market knowhow barriers to entry
- Mark Monitor (Thomson Reuters) dominant player
- Remaining competition small & highly fragmented

SOLUTIONS OFFER COMPETITIVE FEATURES

- 30+ relationships with auction houses
- Integrated Case management by brand owner
- Cost-effective SaaS solutions





FOCUSSED ON EASE OF DEPLOYMENT

- Simplest architecture and implementation plan vs. competitors
- End User experience highly designed, tested and validated
- Grid-Computing style Classification Performance and scale

DEEP INTEGRATION & PARTNERSHIPS

- SIEM Vendors – Splunk, AlienVault, Arcsight, Qradar
- Identity Vendors – QuestOne Software, Oracle, IBM, ForgeRock
- Governance Vendors – Sailpoint, Aveksa (RSA/EMC)
- Data Security Vendors – Microsoft, Varonis, STEALTHBits

LEADING EDGE TECHNOLOGY

- Native integration to Microsoft Azure Cloud & Data Protection
- Machine Learning, Guided Learning and User Coaching
- Ransomware & Encryption Detection & Management

Settings - Ransomware

Corrupt File Alerts

Detection Enabled ☒

Threshold

SIEM Alerts ☒

Email Alerts ☐

PowerShell Script

Cancel

Save

Classifications

Chart

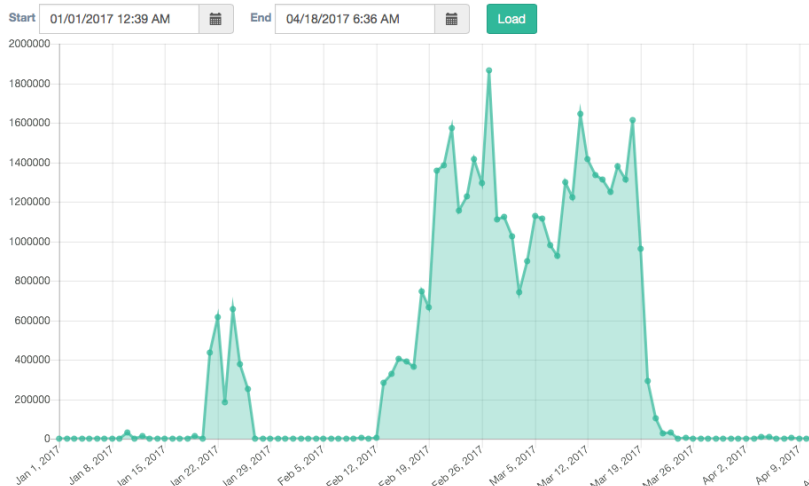


Classification

Usage

■ Partner External	26599295
■ Client-HIPPA	11318647
■ Client-PCI	4043064
■ Client-PII	3087842
■ Internal Only	2219482
■ Confidential	1831509
■ Public	13

Performance by Distributed Classification Engine



Welcome to the Document Classification System!

[How it works](#)

Our company has to comply with Data Governance: this includes classifying our documents. Your system has already classified your work: you can agree with the system, or change it

Please call the helpdesk @ 888-555-1212 or open a ticket here for further assistance:
<http://www.company.com/support>



The system classified this document as:

Client-PII Client-HIPPA Client-PCI Confidential
Internal Only Partner External Public

Classification Keyword Match: microsoft

This is a public document, not confidential

OK

CANCEL

Recurring monthly revenue from SaaS model

$$\begin{array}{ccc} \$5,000 & \times & 20 \\ \text{Ave. Monthly Account Fee} & & \text{Accounts} \end{array} =$$

Annual Revenue
(ave. per 20 accounts)

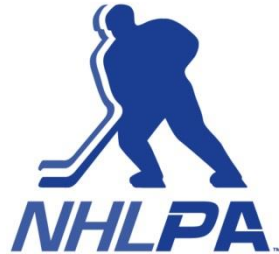
\$1.2
MILLION

Higher-Margin Solutions:

- ❑ **Print-Tech: 80%**
- ❑ **Forensics: 90%**
- ❑ **Data Classification: 95%**

Average Margins:

75%+



And several more
non-publically
disclosable...

Rob Sargent

CEO

18 years in software industry management

Outside Sales Team

Over 35 combined years in brand/risk management

Jason Remillard

President

25 years in product development

Alexander Huang

Director Sales

25+ years in software & solution sales

Brand & Counterfeit Protection

Data Security

Christine Simpson

30+ years in Government/Private Health and Consumer Safety portfolios

Notable advisory group being nominated

Debra Greaves

20+ years U.S. IP lawyer with international expertise in apparel and footwear

Charlie Cichon

25+ years in U.S. Pharmaceutical security and enforcement; Exec Director of NADDI for 10 years

- Recurring revenue from multiple SaaS-based models
- Serving a large, unmet market need
- Strong barrier-to-entry in highly fragmented market
- Leading Cyber-Security Product Integrations
- Partnerships with Resellers & Consultancies
- Favorable reviews from leading Analyst Firm
- Comprehensive suite of products and services
- Experienced management team and advisory board
- Growing traction with key industry accounts



INVESTOR PRESENTATION

FEBRUARY 2017

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(OTC: APHD)