

A picture is worth 1000 words.
Show potential customers a new
look for their home so you win
more business!

"I increased my sales by 30% using Renoworks Pro."
- Paul Trautman, Timberland Exteriors



INVESTOR PRESENTATION

May 2017

TSX.V: RW I Pink: ROWKF

www.renoworks.com

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Renoworks Purpose

**To make remodel and home
buying decisions easier**

The Boom in Home Remodeling

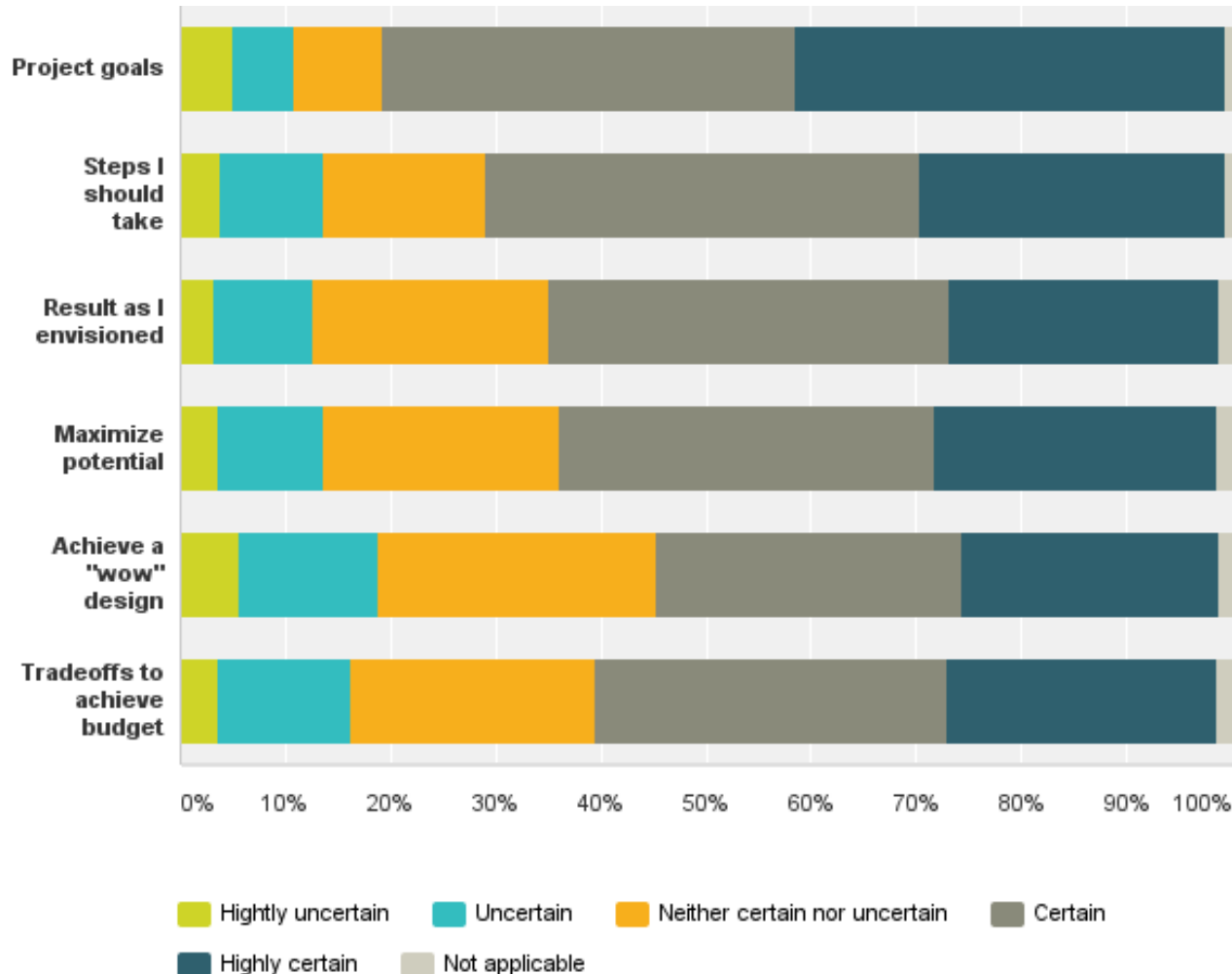


Source - Joint Center for Housing Studies, Harvard University



TSX.V: RW I Pink: ROWKF

Achieving a “WOW” design is the #1 uncertainty a client has before starting a remodel project. Close to 50% of consumers are concerned about achieving the design they want.



Before - Picture



Renoworks PRO Rendering

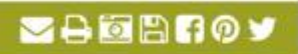


Finished Project





The FloorProject



Alvamar

Hardwood - 103685

› Pattern

Hide Selected Product





The FloorProject



search



Select Product Type

- ▶ Hardwood
- Laminate
- Carpet
- Carpet Tiles
- Pad
- Glass Back Vinyl
- Ceramic Tile
- Luxury Vinyl Tile

Filters for Hardwood

All



Abaco



Alvamar



Alycia Inv 1550.72



Angelique Inv 1550.72



Autumn Harvest



Banker Inv 1518



Barnes



Basswood



Beale



Belfast



The FloorProject



Basswood

Hardwood - 102023

› Pattern

Hide Selected Product





The FloorProject



Belfast

Hardwood - 102442

› Pattern

Hide Selected Product





The FloorProject



Barnes

Hardwood - 104962

› Pattern

Hide Selected Product





The FloorProject



Close Menu

Bliss Inv 639.84
Hardwood - 102572

Hide Selected Product



EasyView™ Room Designer

Select Product

Select Scene

Saved Designs

Upload Scene

Edit Scene

My Account



The FloorProject

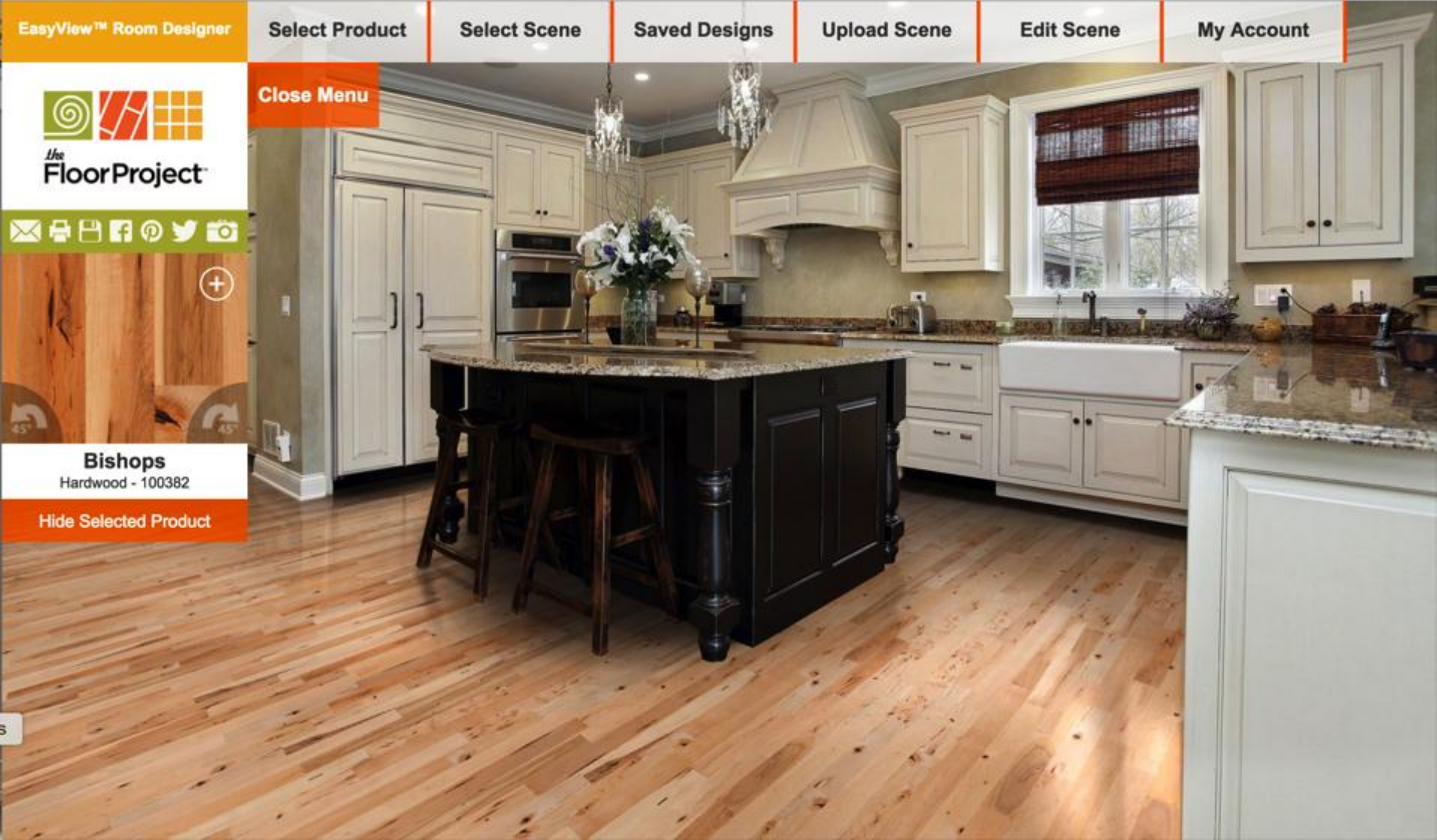
Close Menu



Bishops

Hardwood - 100382

Hide Selected Product



EasyView™ Room Designer

Select Product

Select Scene

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My Account



The FloorProject™

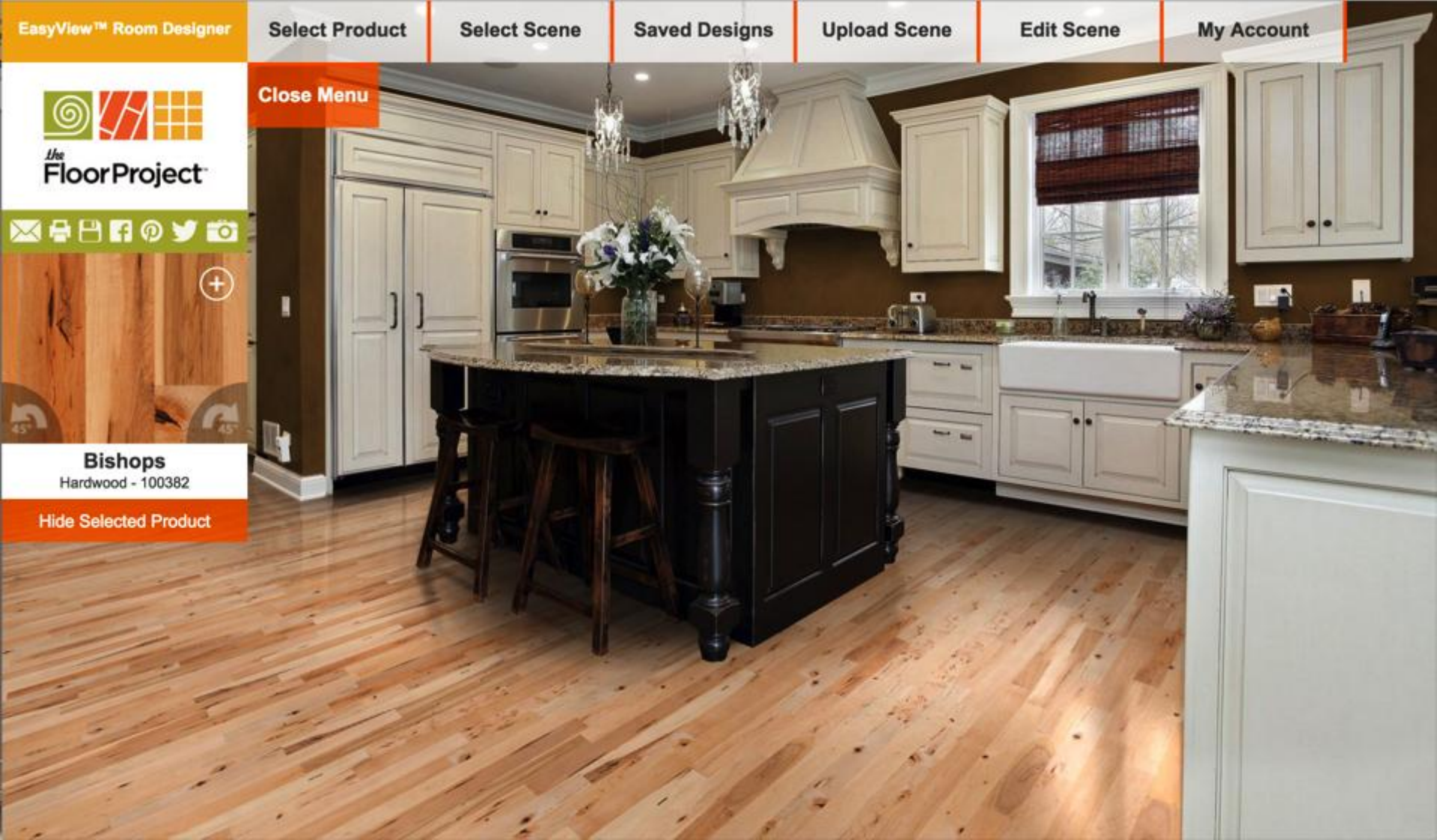
Close Menu



Bishops

Hardwood - 100382

Hide Selected Product





The FloorProject

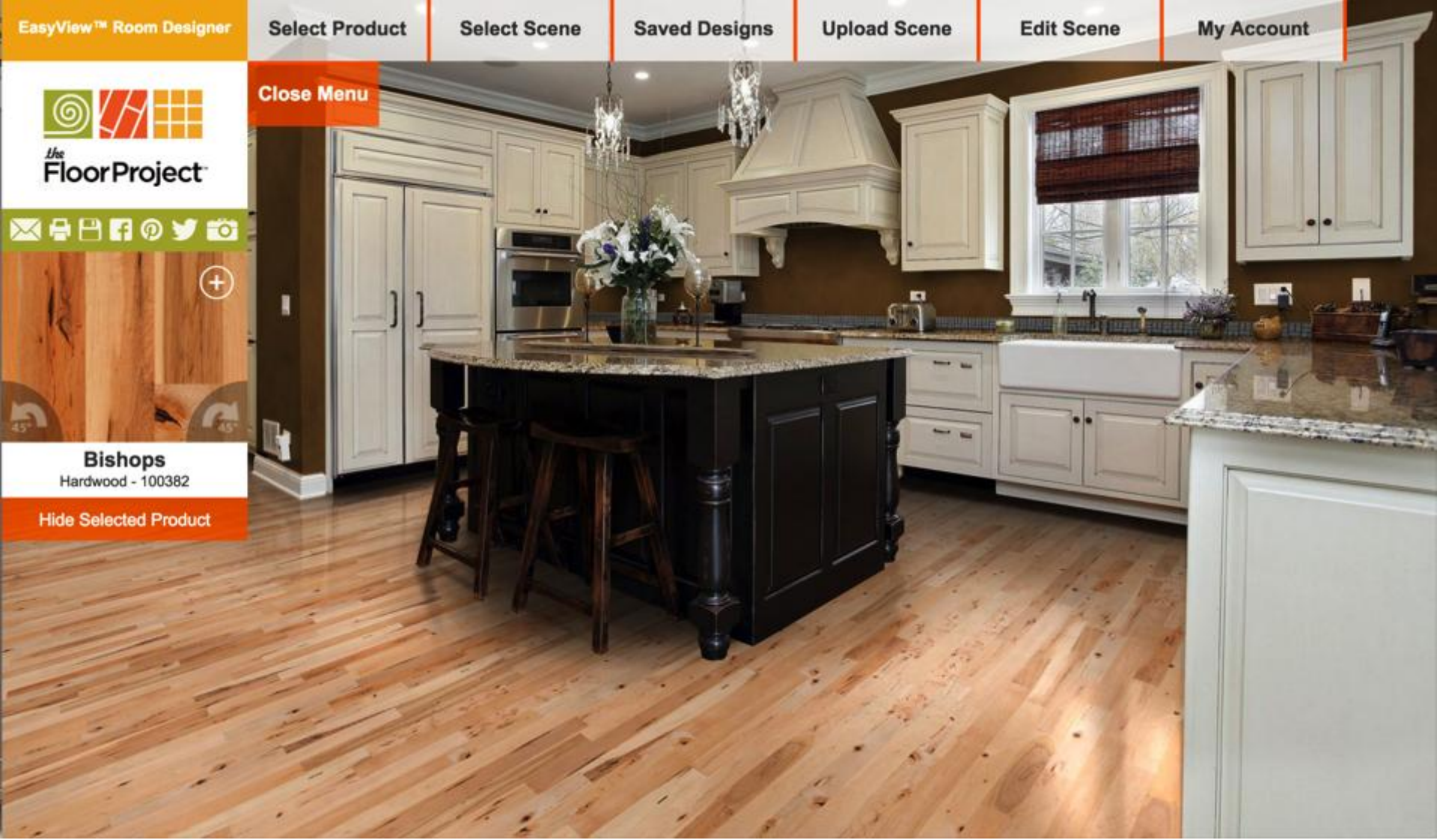


Bishops

Hardwood - 100382

Hide Selected Product

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Select Product

Select Scene

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The FloorProject™

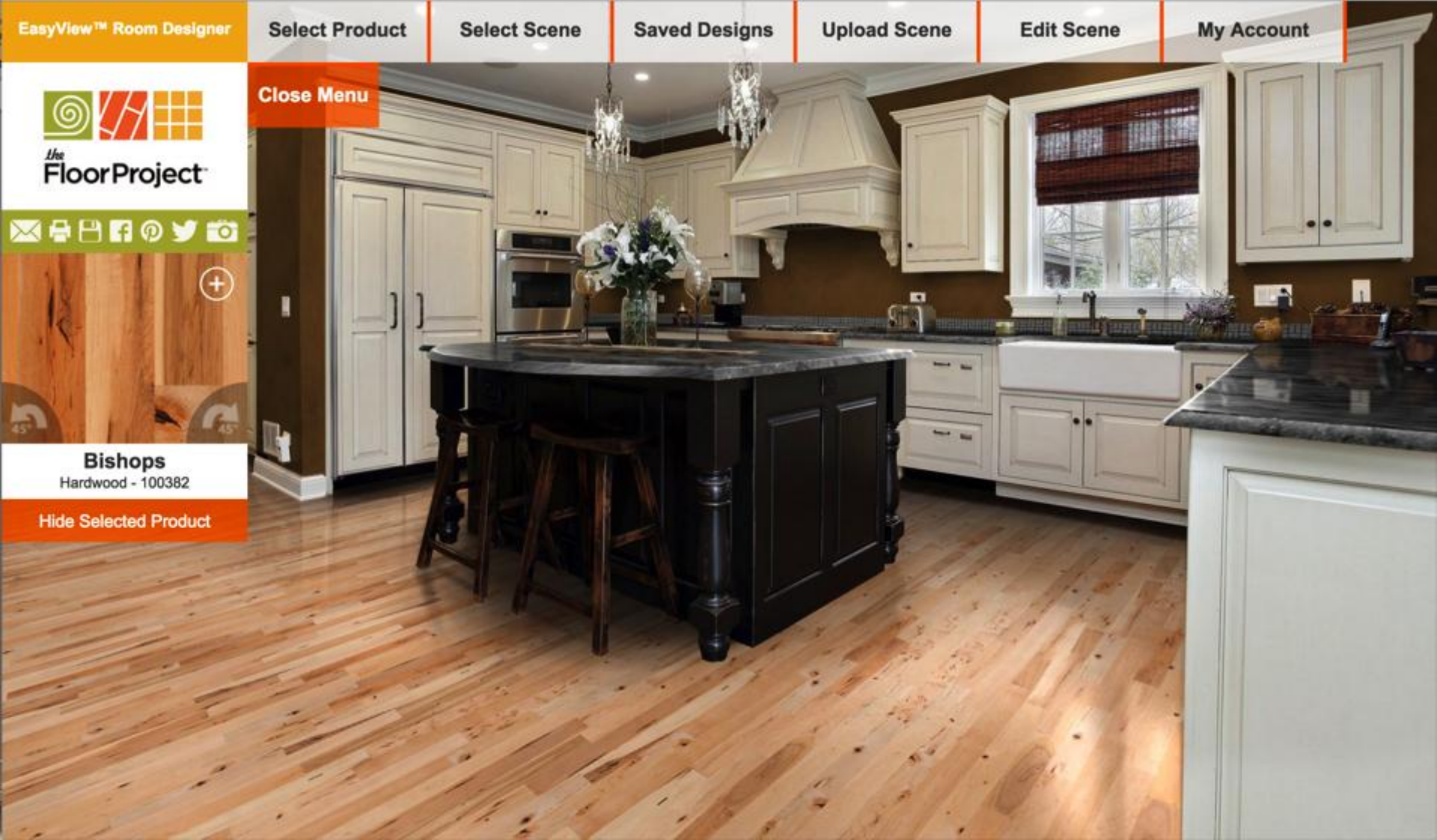
Close Menu







Bishops

Hardwood - 100382







Hide Selected Product











Renoworks Solutions – 2017

ENTERPRISE	RENOWORKS PRO	DESIGN SERVICES	SOFTWARE DEVELOPMENT KIT
	ONE-CLICK-CONTRACTOR	ONE-CLICK-CONTRACTOR	
			
PRODUCT API			
MANUFACTURER DIGITAL PRODUCT DATA (DPL)			






Renoworks DPL Platform

Renoworks Platform/Ecosystem	Market	Solution	Offering
	400,000 North American Contractors		Helping EVERY Remodeler create an Internet Sales Department
	Manufacturer Contractor/Builder Customers		Complete selling solution for your Contractor Customer Group
	North American Contractors and Consumers		Making it simple for Remodelers to sell Visually
	400,000 North American Contractors		Helping EVERY Remodeler create an Internet Sales Department
	The 1,000 top American Home Builders		Assisting every new homeowner with options decisions

Renoworks Solutions

Industry Focus	Business Unit	Business Model	Description
 MANUFACTURERS	<u>ENTERPRISE</u> 	<ul style="list-style-type: none"> - Implementation Revenue - Annual Licensing 	<ul style="list-style-type: none"> - A focus on Manufacturers, Retailers, and Distributors that have revenue over \$50M. - Interior and Exterior
 CONTRACTORS	<u>RENOWORKS PRO ONE-CLICK-CONTRACTOR</u> 	<ul style="list-style-type: none"> - SAAS - Solutions Bundled - Average of \$80/user/month 	<ul style="list-style-type: none"> - A pure SAAS business model focusing on the N.American Remodel industry - Sales model is both direct to remodel contractors and through channel partnerships
 REMODELING PROJECTS	<u>DESIGN SERVICES</u> 	<ul style="list-style-type: none"> - Transactional. - \$50 to \$100 per Design Report 	<ul style="list-style-type: none"> - Creating Design Reports is a growth area for Renoworks - Contractors sometimes do not have the time to prepare and that is where we can be of assistance.
 MARKETERS BUILDERS	<u>SOFTWARE DEVELOPMENT KIT</u> 	<ul style="list-style-type: none"> - Implementation Revenue - Annual Licensing 	<ul style="list-style-type: none"> - A pure SAAS business model focusing on the N.American Remodel industry - Sales model is both direct to remodel contractors and through channel partnerships

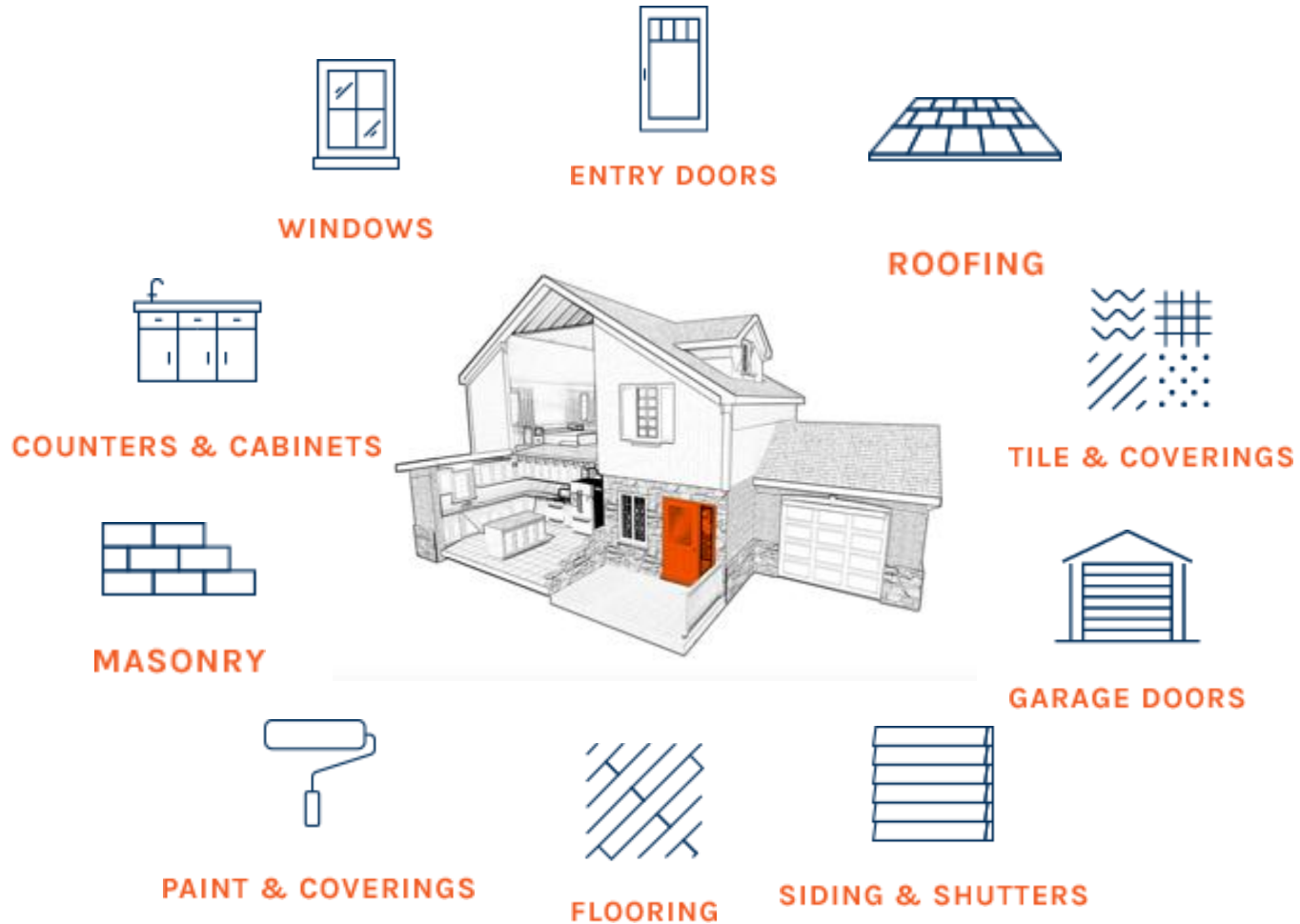
Renoworks Solutions

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The Manufacturer Market



The Manufacturer Market



Renoworks ENTERPRISE - Testimonials

Over 80% of consumers cannot picture your products on their home before construction begins. A visualizer changes that.

“Consumers are 5 times more likely to request an in-home consultation if they have visited our online visualizer.”

- Renewal by Andersen



“72% of people who use visualization on a photo of their own home convert to a sale.”

- *the* FloorProject







Manufacturer Industry

Segment	Canada (Mnfrs)	US (Mnfrs)	Total (Mnfrs)	Market Potential \$
Masonry	100	995	1,095	\$ 10,950,000
Roofing	39	394	433	\$ 4,330,000
Siding	11	112	123	\$ 1,230,000
Painting	7	71	78	\$ 780,000
Flooring	175	1,751	1,926	\$ 19,260,000
Tile & Terrazzo	49	494	543	\$ 5,430,000
Windows & Doors	73	726	799	\$ 7,990,000
TOTAL	454	4,543	4,997	\$ 49,970,000

- Based on an average annual license of \$10,000; the manufacturer segment represents a potential \$50 million annual recurring revenue market opportunity
- 10% penetration would bring \$5 million in annual recurring revenue
- Sizing does not include setup fees which may average \$20,000 as a one-time fee

Renoworks Solutions – 2017

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Hulco Exteriors – Renoworks PRO

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Hulco
EXTERIORS

WINDOWS SIDING DOORS DECKS ROOFING SUNROOMS BATHS

Visualize **YOUR** Home
With New Siding, Windows, Doors, & Roof

GET STARTED

15% OFF OR No Interest Until 2017 OR Low Monthly Payments

LEARN MORE

Renoworks PRO - Testimonials

Stand out. Sell more. Increase profit. Improve customer satisfaction.

“Since using Renoworks PRO I have increased my close rates by 60%.”

- Paul Sacco, JM Door & Hardware

“Renoworks PRO is huge – it provides me the ability to upsell. I can usually add between \$3,000 to \$10,000 of product and services to every job. This helps set me apart from the competition and I worry less about competing on price versus adding value during the sale.”

- William LaMonaca, Colorado Home Exteriors

“Renoworks PRO helps me increase conversion rates. Once a customer sees a rendering of their home, they don't want to change product selections.”

- Mike Zerby, Custom Home & Remodeling Center

Renoworks PRO

Segment	Canada (Contrs)	US (Contrs)	Total (Contrs)	Market Potential \$
Residential Remodeler (General Contractor)	6,347	93,565	99,912	\$ 59,947,200
Painting & Wall Coverings	5,700	57,509	63,209	\$ 37,925,400
Roofing	4,974	42,856	47,830	\$ 28,698,000
Interior Designers	3,778	37,789	41,567	\$ 24,940,200
Windows & Doors	3,600	36,637	40,237	\$ 24,142,200
Masonry	2,883	27,123	30,006	\$ 18,003,600
Tile & Terrazzo	757	23,940	24,697	\$ 14,818,200
Flooring	2,587	20,193	22,780	\$ 13,668,000
Siding	1,600	16,137	17,737	\$ 10,642,200
TOTAL	32,226	355,749	387,975	\$ 208,474,800

- Based on an average annual license of \$600; this contractor segment represents a potential \$200 million annual recurring revenue market opportunity
- We have approximately 500 contractors to date
- 10% penetration would bring \$20 million in annual recurring revenue

Market Problems

There are **too many pieces of software** to learn







One Click Contractor

Remote Sales Force LLC







Renoworks Solutions – 2017

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Design Reports

- ◆ Transactional Service based business
- ◆ Currently have 20 Enterprise customers utilizing this service
- ◆ Represented approximately 5% of our revenue in 2015
- ◆ Will grow by 20% in 2016
- ◆ Target 200% growth in 2017
- ◆ Focused on helping consumers and contractors move closer to a design of their own home

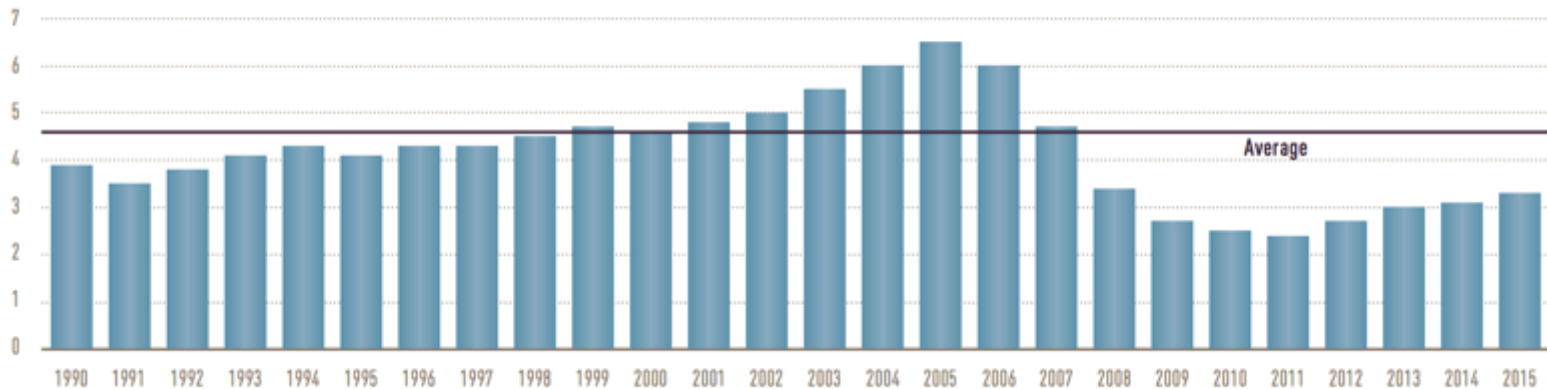
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New Home Starts





The Housing Sector Is Gradually Returning to Its Traditional Share of the Economy

Residential Fixed Investment as a Share of GDP (Percent)



- ◆ New Home Starts beginning the road to improvement and moving closer to the average
- ◆ New Home building is a secondary market for Renoworks

Renoworks Solutions – 2017

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Financial Performance

◆ Highlights:

- Record revenue in last 4 consecutive quarters
- High gross margins: 75 - 80%+
- 55% of revenue is annual recurring
- Predictable, stable recurring revenue growing QoQ
- Highly scalable
- Only 3% market penetration, long runway for future revenue growth

Share Structure

Trading Symbol	TSX.V: RW; Pink: ROWKF
Shares Outstanding (basic)	33,404,510
Options	990,000
Warrants (@\$0.50)	3,684,966
Fully Diluted	33,650,044
Insiders	48%
Market Cap (@\$0.30)	Approx. \$14M
Year High/Low	\$0.475/\$0.255

Management and Board

Doug Vickerson – CEO, Director

Renoworks' CFO from 2007-2011. Holds an MBA from the Univ of Calgary. He served as VP of Bus Dev. at Replicon Inc., a privately held web-based timesheet software co., the VP Sales & Mktg of Guest-Tek Interactive Ent. Ltd., a publicly-traded tech co. serving the hospitality industry, & most recently as Bus Dev Consultant with Cambrian House Inc., a privately held software tech co.

Greg Martineau – Founder, Chair, Director

Renoworks' CEO from 2002-2006. Also owner & founder of Greg Martineau Projects Inc. (1995), a Calgary-based home renovations co. Prior, he worked for 6 years with Gienow Remodeling, a co. specializing in the home remodeling bus. Prior, he was the Construction Mgr. with Statesman Homes, a home builder located in Calgary. He has +30 yrs. exp. in the home construction, remodeling and renovation businesses.

Nairn Nerland – Director

Renoworks' Pres. from 2002-2006 & CFO (2002-2008). CA with +24 yrs. financial & sr. mgmt. exp. Currently, CEO of Things Made by Uppercut Inc. a private creative & consulting services co. He was Exec. VP Mktg & Tech & member of Corbis' exec. team. Prior, GM of Veer.com & CFO of Veer Corp., a digital image co. until 2007 when purchased by Corbis - a privately held co. wholly owned by Bill Gates. Served as VP of Finance with Wi-Lan Inc., wireless telecom tech supplier; CFO with Eyewire, Inc., digital image & software co. & Harbor Sys Mgmt. Ltd., an enterprise storage & back-up software co. Prior, Pres., COO & CFO of Zi Corp., a Chinese-input software co. Brings a wealth of board and mgmt exp. with respect to strategy, financing & operational execution.

Dr. Bob Shulz - Director

Prof of Strategic Mgmt, Haskayne Sch of Bus (Univ of Calgary); taught BComm, MBA, EMBA, exec. training, & PhD levels +37 yrs. 4 degrees incl. Eng Degree (Univ of Notre Dame) & PhD in Bus (Ohio State Univ); won 21 outstanding teaching awards, incl. the coveted 3M Teaching Fellowship as 1 of Can's top 10 teaching prof's. Named to 7 diff. Who's Who pub's & 1st recipient of the Order of the Univ of Calgary. Served on Advisory Board for TSX-listed Wi-LAN & boards of TSXV & NASDAQ BB co's. Serves as Dir, Advisor or Consultant to various private & NPO's. Brings a wealth of pragmatic consulting exp in strategic planning.

Key Investment Highlights

- Leading company in building products visualization:
 - 17 Years in Building Products Visualization
 - 300 + Manufacturer, Retailer and Distributor Customers in the Building Products Industry
 - 6,600 + Professional Contractor Customers have used our software
 - 100 + Online, IOS, Android Applications
- Proven lead generation and sales tool
- Attractive SaaS business model; high recurring revenue
- High margins (+80%)
- Only 3% market penetration; long runway for future sales growth
- Strong, healthy remodel and contractor market
- Early digital visualization software for home remodeling industry with few competitors
- Tight capital structure; heavy inside ownership (>50%)
- Strong management with depth of experience



For Further Information:

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