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Joining us today is John Ricci the CEO and founder of Danavation Technologies that trades on our OTCQB Venture Market under the ticker "DVNCF." Based in Canada Danavation Technologies is an internet of things technology company. Providing micro e-paper displays to organizations across North America through its flagship product digital smart labels. John thanks so much for joining us today.

John Ricci

Great. Thank you very much Cecilia for having me.

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So John talk about your professional background and why you founded Danavation.

John Ricci

Great. Thank you? So I come from the private sector a company called dana industries dan industries is a large player in the total retail solutions marketplace shopping carts baskets trolleys. Um, shelf talkers blades wabblers danggos anything you would see in a retail store or you would need in a retail store to open up so we manufacture and design in our own facility in atoba ontario so that was founded in 9090 3 before that I have a design and and industrial design background I've designed various products for various industries. So I have that working with my hands kind of attitude I get you know I'm a hands-on person I like an inner like tinkering so you know we've had a successful business for what's going on 30 years eighteen we decided to get into the digital marketplace because it was a tech play. It was kind of related to where we were in the marketplace but everything we were doing at that point was basically static printing. Signs anything you'd see in stores pricing strategies nothing much has changed in Retail. It's basically 30 plus year old method of pricing ticker tapes perf paper handwritten signs Sticky. So nothing really changed so we came across digital smart label. So. We have basically perfected our own system. We design an engineer our own system in-house in vaughn ontario so we had that 3 years but skipping back we went public in 2021 early in January and so it's a totally separate company. But. Going back to it. It's ah it's a separate play. It's tech play and we just knew I

kind of knew and my business travels and you know things that were doing that tech was going to be the way to go. We see how we use our smartphones on a regular basis now. We can't live without them. Everything's going digital. So we found that we figured the time was now for. Digital in our environment and so we got into the to the dsl business. So we're very happy with where things are going.

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And tell us about the key markets and solutions Danavation targets and your goal to modernize Retail digital technology.

John Ricci

Great. So again, relying back on my legacy business. Our first target was retail grocery stores since that's kind of our wheelhouse right now food we supply in data industries. So pricing. Strategies are archaic labor intensive. Not accurate and it really isn't a very good way of doing pricing or pricing your products this day with supply chain issues fluctuating prices in your cost of goods sold fluctuate on a weekly basis. There's no price certainty capturing markets margins is very important to retail. Ah. Retailers pour anyone into pricing gig ah dsls will allow you to do that so key markets initially will retail food non-food. We've also moved into um health care distribution warehousing pet um animal shelters and hospitals. Office towers with some unique systems and methods of allowing companies to hotel with their employees automotive industry Military applications. So we're kind of widespread anywhere where. Automating pricing information and promos as relevant as where you'd find innovation solutions.

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And so what is your North American and even global growth strategy and competitive advantage in this space. Yeah.

John Ricci

It's a great question so we feel that the North American marketplace is probably over 5 billion dollars. There's a five percent adaption rate in North America with Digital smart labels or electronic shelf labels as someone call it. Our advantage is. We're the only company in the industry that was grounded and founded in North America we designed and engineer our own products

and how design and engineer our own hardware and software. We have our tech team here. Everything's run within our 1 facility. We keep everything fairly lean and tight. We have a secure server base and we like to tell our customers when you work with innovation we could offer you 1 thing. No 1 else can that's yeah, giving you home field advantage.

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And as ESG is an increasingly important part of the company's mission talk about your ESG commitment.

John Ricci

Low in carbon footprints important to us creating products that eliminate paper and waste is important to us. We have a tree planting Initiative. So anyone that we do digitized store. We plant on behalf of that store. Have a program I think it's 500 depending on the size of the activation 500 perhaps a thousand trees get planted and we give you certificate that you would hang on your wall but it's very important for us to keep things clean and Efficient. There's no powering at shelf required with our system. It's a long battery life. There is minimal waste of any at all, we keep things really clean and we offer a clean fresh solutions with no interference and outside interference with our signal strength to provide you A nice safe, clean environment.

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And what is innovation looking forward to and 2022

John Ricci

A lot of our activations are going to happen in 2022. We've had a real busy year setting up store assessments and getting commitments from some very large retailers in North America so we have an exciting 2022 plan. We have phased installs happening. As early as first week of January we know and we're not going to stop so we're looking forward to really hitting our numbers and to show what we can do in North America.

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Danavation began trading on the OTCQB Venture Market in September of 2021 is also traded on the csc how does cross listing on the OTCQB Market enhance your investor strategy in the us.

John Ricci

Well, we do know in the business world. It's 8020 so 80 percent of our business is going to come from south of the Border. So we're anticipating a large us digitization going on from Danavation. We have a lot of interest from customers. Saltabar border we've just recently come back from our trade show at next point which was our first trade show in 2 years we have the 1 coming up in and nrf so we have where're we're um, targeting a lot of us business and having. Our OTC listing was really important to us just attract investors and customers and it'll be a nice little crossover seeing that we're going to be digitizing stores in the us and having us listed on the OTC would only help us and we do have plans to open up. A North American office in early 2022 that's one of my first quarter plans.

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Well, it's been great talking with you john thanks for your time today Danavation Technologies trades under the symbol "DVNCF" on our OTCQB Venture Market.

John Ricci

Great. Thank you very much Cecilia.

**This is an autogenerated transcript and may contain typos.*