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Joining us today is Joseph Nakla the CEO of Tribe Property Technologies that trades on our OTCQB Venture Market under the ticker "TRPTF." Tribe provides solutions with their technology-enabled property management services to meet the needs of developers, condominium and residential communities including owners and residents through their technology platform. Their services are focused on improving the living experience of residents within communities. Joe, thanks so much for joining us today.

Joseph Nakhla

So great to be with you Cecilia.

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So Joe tell us about your personal story and the origin of Tribe and the name meaning and mission that directed you towards this.

Joseph Nakhla

Absolutely so I grew up in Alexandria, Egypt and I was very much influenced by the way we lived as a family lower middle class family living in a concrete building. Pretty close to the beaches as you can imagine. It's a very coastal city and we did things for each other as ah, as ah, as ah as a building we we had 6 units in our in our ah natural building that we lived at and. As you know we were part of ah this tribe that supported each other. It was elderly people in in the building that that we needed to support and help and there were kids that we needed to babysit occasionally I was ah I was ah the middle aged kid that was you know 15 years old is helping. Ah, up and down in the building and it was just an amazing place to grow up and it always left a wonderful warm ah feeling in my heart in in the way this tribe or this particular community came together I migrated to Canada. Ah, Vancouver specifically in in the late and 1989 and I studied civil and structure engineering always been really interested in the way communities come together in the way cities operate. And the way villages get and lean on each other. This's kind of but has been a socioeconomic thesis of interest of mine over my life and I was I studied civil and structural engineering and I and I went on to work in a great company and that we started. Ah years and years ago a company called T O Networks that solved very specific problem associated with payments both in the us and in Canada this was at the birth of the internet and there was ah it was a. Ah, public company and we had a great exit and my absolute calling was always in the back of my head to go and try to solve problems associated with the way people live in the city and in the communities and that manifested its way into

creating Tribe and thankfully we're one of the largest service providers now in Canada and working our way towards the us and really from ah from ah you know this concept of Tribe is really driving our mission as you indicated in the organization. You know we think we think a tribe is ah is a group of.

Joseph Nakhla

People have in common interests. Whether it's social or economic or both with an absolute sense of connection kinship and desire to you know to create something bigger than the individual pieces and we don't think anything and you know. Paints that picture better than communities. Whether it's residential communities in a rental building or AHOA or you know we're neighbors and that's kind of been our mission driving our activities here in the organization.

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What are today's primary challenges with community living and what solutions do you offer as an alternative to traditional property management.

Joseph Nakhla

Yeah, we you know we categorize the challenges of living in these communities, and I think most listeners will probably relate to 1 or if not many of these we put them in buckets of you know, social logistical and economic challenges really? Um. Think of ah of a traditional condo building and you know I always joked I traveled in Europe at 1 point and visited my where my in-laws are from, and it was a village of of outside of Vienna of 520 homes and. We delivered the building, and we support a building in Toronto last year that's more than 600 homes. So that particular concrete building has more people living in it than a village That's you know you know hundreds of years old, and this is the new reality where we live. Whether you're on the coast or or any of the dense markets and you know the social economic problems that occur there. You know the most obvious ones would be logistically. How do you get things done? How do you book amenities? How do you interface with. You know if you if you're lucky to have a concierge and if you're if you don't have a concierge How do you interface with your neighbors. There's connectivity issues associated with workflows ah financial these communities need work to be done daily and where is your money go when you pay your h o fees or your maintenance fees. And you need some high level of transparency on the activities around that your voice is important at the end of the day that is your community, and you have to have a voice in in these decisions that are being done and then and then there's also a really interesting ah problem that occurs in these dense communities whereby you know you've got group buying power. That you cannot unlock on your own. You know we've just

announced some partnerships with things like you know, laundry and dry cleaning pickup services from the community and drop-off. You couldn't do that on your own but with a group of you know, fifty or one hundred or one hundred and fifty people as customers. And the building can really take advantage of these things. So it's ah it's a long list of interesting socioeconomic and logistical problems that we've been able to bring our digital technology to support plus our services on top of that.

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And so on that note, what regions and communities. Do you target and where's your current footprint.

Joseph Nakhla

Well our solutions work in any type of community so in in Canadian terms we call that stratified or condo corporation in us. It's called homeowner associations or in the case of rental will be apartment buildings. Ah, doesn't matter how old they are doesn't matter the age doesn't matter the size and or even the type of construction itself. All of our solutions work and designed to be customized for any of those types of communities from a footprint point of view. This may surprise a lot of US listeners but Canada has. 2 of North America's largest dents or condo markets that would be Toronto and Vancouver so on ah on a from a footprint point of view. You'll see us literally across the Costa Coast on the Canadian soil and we're working our way now into deploying our. Services and solutions in the us very slowly. We've made a number of acquisitions in Canada where we acquired traditional property management companies and converted them to our digital service delivery model. It's gone incredibly well and we're looking for more and more of those ah movements in the us as well.

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Very exciting and how would you describe your competitive advantage in the real estate market in just a few words here.

Joseph Nakhla

Yeah that's a great question. Yeah, absolutely um, ah the you know as as per a lot of listeners would know propte is this exciting segment that that really is a number of technology or service backed technology companies attacking. Ah, some of the real problems with real estate but you know when you really categorize where the investments have gone. You'll see them gone into you know things like ah real estate transaction. You know, listing your home buying a home payments and rental. It's a lot of a lot of activities there. Or obviously you know internet of things.

Podcast

lot smart building technology solutions actually surprisingly quite ah, you know quite a bit of investments in those markets and very little in the actual genuine property management function itself and we saw that as a massive opportunity. It's a completely underserved market. It's ah. This again may surprise your listeners. It's ah it's almost one hundred and ten billion dollars annually spent on maintaining residential communities just in Canada and the us it's a tremendously untapped market and it's hard. That's the main reason why it hasn't been tapped hard and we feel incredibly blessed that our. Digital solutions for that market. Really empower the genuine property managers that are doing the work to really be a lot more efficient and more importantly, the homeowners the residents in these communities to really start getting a lot more transparency a lot more ease and have the kind of the quote unquote. Uberization feel of being able to get things associated with their community that traditionally where either you have to call people or fill out paperwork or in some cases believe it or not drive somewhere to make a payment all that stuff heavy lifting has been lifted using our technology and that's the massive competitive advantage we have is that we're not just a technology company. Technology company back in our service delivery so you don't need to go to different places to get different services associated with your community. You come to us and we have the holistic approach to the service delivery actually that is literally in our investment slide. It's a 1 ne-stop shop well said.

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So like a one stop shop

Excellent. So okay, on that note, what are some of your recent milestones you know from last year and maybe the years before and what are you looking forward to in 2022

Joseph Nakhla

Well, we're approaching 1 year of being a public company and it's been ah, an amazing year for us. So March Twenty one is when we went public on the TSX venture exchange. Ah, most recent milestones for us probably most obvious one would be the fact that we had an oversubscribed financing. We've raised \$21000000 it was led by North America's largest growth capital funds and we're very very proud of the of the fantastic list of shareholders that we have on board. We. We set out to raise 15 and we were fortunate enough to to upsize it to 21 this really gives us the fuel to continue to do what we did really well in 21 including the fact that we've acquired 4 companies. These are traditional property management companies that we convert our services. Delivery model. We've also had an

amazing organic growth year. So not only did we grow unorganically through our m and a but we also had a great organic growth year demand on our so our solutions it's been It's never been higher. Um, and then really another big one would be just the way we're tracking financially we we've announced three quarters of last year we hadn't announced. We haven't announced a fourth quarter yet. But so far we're on track to illustrate two hundred and fifty percent year over year growth more than that. And an improvement or gross margin by more than three hundred and sixty percent which really illustrates that the model is really working that we're not only ah, better serving these customers. But we're also improving the financial metrics of our organization.

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And last year Tribe began trading on the OTCQB Venture Market and you also trade on the TSX-V how does cross trading on the OTCQB Market enhance your investor strategy here in the U.S.

Joseph Nakhla

Us. Well, as as you can imagine a lot of the problems we're solving are global and people are feeling these issues and they can relate to them somebody. You know if not yourself has lived in and had some challenges or lived in ah, an apartment. A rental building and had some challenges communicating or getting some information or what have you so a lot of people can actually understand the solutions we're delivering our ability to trade in the us has really opened up. You know our our ability to bring in more you know investors. Ah, we we're still telling our story so we're you know we haven't been trading in the us for too long so we're still getting people to learn more about our vision. But once we get an opportunity to put it in front of people really do understand it and feel the passion that we feel. But more interestingly since we've been trading and in the U.S. we've actually got quite a bit of business opportunities. So lot of a lot of people that actually either listened to 1 of our presentations who got access to learning more about us had reached out and said listen how come I don't have that solution here or you know our family office. We manage a number of. Assets rental buildings. We'd like your solutions in our building. So actually we're actually pleased with the ability to be able to use our presence from a trading point of view in the us to also act as a corporate development opportunity for us.

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So well Joe thanks so much for your time today. It's been a pleasure speaking with you.



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Joseph Nakhla

It was great telling you our story. Thank you so much.

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Tribe Property Technologies trades under the symbol "TRPTF" on our OTCQB Venture Market.

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

Tribe Property Technologies
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