

OTC Markets Group

From OTC markets, global headquarters in lower Manhattan, you are listening to the OTCQB podcast, featuring the innovators, entrepreneurs behind the companies that trade on the venture market.

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Joining us today is Simon Bedard the CFO of Urbanimmersive that trades on our OTCQB Venture Market under the ticker UBMRF based in Quebec, Canada. Urbanimmersive is a business management company that provides software solution and services to visual content providers serving the real estate industry, including residential, commercial, construction, and local business markets. Simon, thanks so much for joining us today.

Simon Bedard

Thanks Cecilia to you and the OTC for providing me this opportunity today to talk about, Urbanimmersive. And it's a exciting story,

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Simon, what is your professional background and how did you get involved with Urbanimmersive?

Simon Bedard

Sure. Uh, after, uh, having worked around, uh, 15 years as financial advisor in large, uh, accounting and investment making firms in, in Canada and Europe, uh, while being significantly exposed to merger, acquisitions, financing, and equity capital markets, uh, I spent the last 10 years as a CFO slash VP finance role for, uh, both private and public companies. Uh, during that time I've met, uh, Ghislain the, the founder of Urbanimmersive in some investor events and, uh, invited me to join Urbanimmersive board of directors, uh, back in, uh, 2018, uh, a year later, uh, Urbanimmersive, uh, completed the acquisition of, uh, a large U.S. SaaS company named Toba NG approached me, uh, to become the full-time CFO of, uh, Urbanimmersive. And I guess the rest is history.

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Tell us about Urbanimmersive's platform and the solutions you provide.

Simon Bedard

Yes, uh, Urbanimmersive, uh, is a public real estate SaaS company based in the, uh, Montreal area. Our mission is to become the world leader in the creation of 3d environments, and we really believe we are on track to achieve it. We have more

than 10 years history and have invested more in 10 million in unique 3d emulator technology that creates, uh, 3d environments automatically. Our technology is used for marketing purposes by, uh, professional photographers in real estate market. And more recently in other markets such as industrial retail and local businesses are paper use solutions include immersive 3d tours, single property websites, uh, our 3d pocket website, which is a unique combination of a single property website in a 3d tour. Also, uh, floor plans and measurements, and more recently our interactive meaning feature embedded in our, uh, 3d tours named UI may 3d. We also, uh, offer to our real estate photographers, the full business management solutions that allows them to increase their, uh, productivity and profitability in, uh, mid 2018.

Simon Bedard

We completed the acquisition of soba in the United States, acquiring the large just network of real estate photographers in the us with, uh, nearly 15,000 photographers. We had a very successful business integration, generating significant cost synergies that turned urban immersive profitable since then. And even in the current context of, uh, the COVID 19, which is a, a great achievement. Also, we managed to generate a significant renew synergy from that acquisition by combining urban immersive core technology to the tour bus platform with product like, uh, 3d pocket websites and our new, uh, immersive 3d tours in 2020, we, uh, also acquire, which is a reseller of 3d cameras, which now allows us to offer a full range of 3d marketing solutions and to benefit from, uh, cross selling opportunities.

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So from a business perspective, how does your technology differentiate from your competitors?

Simon Bedard

Yeah, uh, first innovation and, uh, customer relationships have always been at the priorities of Urbanimmersive, which have more than 10 years of experience and expertise with photographers to make sure that we, uh, support them and fit their needs. So today we're proud to say we, we think we have the best solution in the market, both in terms of value and pricing, where we see a huge growth potential. Our, uh, 3d technology allows us to produce 3d environments very quickly, both during the, uh, shooting process and the plus production process, thanks to our, uh, automatization system and our artificial intelligence accumulated over the years. This allows us to offer a sustainable and competitive pricing, uh, while continuing to generate attractive margins. Besides our, uh, floor brand decoration service, the beauty of our technologies that is produced automatically and rapidly. Moreover, uh, our technology is compatible with many affordable 3d cameras in the market, uh,

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such as the reco one, which sells for, uh, \$1,000 and can be bought directly through our, uh, own reseller email while compared for example, to Matterport Camara, where you have to pay \$5,000 or five times a price, uh, or really tours and, and floor plans are editable, uh, and can on offline and download it.

Simon Bedard

So our clients are, have to pay for, uh, ongoing costing fees. And it allows us to serve customers to whom confidentiality is very important. Our, uh, preparatory technology is also versatile and scalable and can work in larger or darker environment, which opens up many opportunities in other markets, uh, than real estate, which includes local businesses, insurance policy force for crime scenes, industrial site inspections, hotel and resources, rental, and so on and so forth. Although the virtual tour real estate market might be quite crowded. This is not the case for, um, the immersive tours, especially for those companies that own the technology and, uh, competition is also very limited in other markets just mentioned

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Simon, how has the past year affected the North American real estate market? And what trends are you seeing?

Simon Bedard

The, yeah, uh, I would say that globally, uh, after, uh, you know, a significant slowdown in the real estate market in the spring, uh, following, uh, a global lockdown in North America, the housing market has been very, uh, hot lately. And we, you expect you will continue, uh, compared to most of the other market segments, uh, of in 19 crisis has been quite beneficial, uh, for companies like cars offering virtual tours to the real estate market. Uh, in recent years, there was Scalia trend moving from physical to virtual marketing in the real estate market. But this crisis has accelerated that demand for virtual and 3d tours. Also, uh, many new performing 3d cameras were released in the recent years, which contribute to, uh, democratize and increase the number of virtual tours, uh, produced. We developed a thing that, that this trend to go virtual is here to state with the crisis, uh, with the crisis helping to accelerate, uh, its adoption before, uh, virtual tour were mostly offered for luxury properties.

Simon Bedard

But today, according to a recent Redfin study, as much as two third of the home buyers made an offer on the property that they hadn't seen in person last year. So with the limited social interaction is caused by the distancing measures in place in the us real estate agents are also looking for alternative to interact more with their customers. So this social need convinced us recently to release our, uh, unique,

interactive feature embed in our treaty tours name, UI me 3d, which is a new way of remotely visiting digitalized, real places with friends and clients aiming and bringing treaty tours, more social engaging, and, and enabling people to walk through a digitalized real place like, uh, a property for sale while visually interacting with other visitors represented by avatars and talking through video.

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What exciting developments do you have in store for 2021 to leverage your growth?

Simon Bedard

Yeah, we, uh, we really believe 2021 will be a great year for urban immersive for many reasons. Uh, while 2020 has been a year where we spend a lot of energy to complete the development and the timely launch of our, uh, innovative new products in the market, such as the 3d pocket website, the immersive PD tours of floor plans and measurements, UI capture app, and UI meet 3d and interactive meetings. Uh, this has set the ground for 2021 where a lot of efforts will be put on the commercial decision of those exciting, uh, new solution. Since we acquired turbos in 2018, uh, we set on a network of fifth thousand real estate photographers. We can reach out easily to sell our, um, new solutions while upsell our new products to our existing customers. Also, uh, our new interactive meeting, uh, UI 3d should open a new recurring new stream coming from the real estate agents through both out a subscription and or a paper minute, uh, review or model.

Simon Bedard

And knowing those real estate agents can be reached out also through our, uh, our SA platform, as we, uh, believe we now have the best price to value offer in the market with this unique and cost effective solution, we may expect to onboard the, a new large customer this year, such as photography agencies. Uh, also as mentioned before our immersive 3s, uh, can be produced. So all kind of environments, and we already have many opportunities to offer a solutions in other market where, uh, competition is minimal. So we might expect, uh, to sign partnerships, uh, with key players in markets, such as incident management, uh, hotel resources among others are our innovative 3d pocket website. And UI me 3d, uh, interactive meetings are also very well suited for the retail market and local businesses besides our new, uh, distribution territories added recently, uh, like in Mexico and Indonesia and Australia, we, uh, continue to work to add resellers, uh, outside the us and diversify our activities geographically finally, uh, besides all those organic growth opportunities, the integration of our turbos and Immers, UC acquisitions have been a great success. And we want to continue to look for, uh, strategic acquisitions with an interesting customer base or complimentary expertise knowing the U.s., uh, product market is, uh, quite fragmented.



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Urbanimmersive began trading on the OTCQB venture market in December of 2020, and is also traded on the TSX-V. How does cross trading on the OTCQB market enhance your investor in the U.S.?

Simon Bedard

Yeah. To cross trade on the, uh, on the OTCQB was a significant and timely milestone for us, uh, considering the, uh, the recent scale up in, of our new, uh, immersive solutions into the U.S. market as we currently have approximately, uh, 75% of our business in the U.S. and is increasing. So our, our objective for this, uh, cross trading quotation include to, uh, improve transparency, uh, awareness and visibility for our holders, provide U.S. investors with, uh, seamless trading experience, broaden our, um, us investor base by increasing exposure to both us retail and institutional investors provide access to a pool of capital, improve our, uh, U.S. Treatability providing U.S. investors, the ability to access the, uh, company share in U.S. dollars during the, uh, U.S. market hours, all this hopefully, uh, leading to higher and liquidity, and ultimately creating more shorter value.

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Well, it's been great talking with you Simon.

Simon Bedard

Thank you. And thanks again for this opportunity. And, uh, you can, you can continue or, you know, following us on the, on the, by looking@ourwebsiteatwwwurbanimmersive.com, we're also quite active on Facebook and LinkedIn and Twitter. So, and if you have a question also, you can contact me anytime. So again, it was a pleasure, uh, this morning,

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Urbanimmersive trades under the symbol, UBMRF on our OTCQB Venture Market.

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