

whiteclouds

January 2019
Investor Presentation Deck
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On-Demand 3D Fabrication

Cloud ecosystem for businesses to enable customized and personalized 3D Printing of products



WhiteClouds
3DaaS Platform

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Our Customers Represent All Industries Across the Globe

FORTUNE
1000

70+ Fortune 1000

38 New Fortune 1000 Customers in 2018

Financial Services



Technology/Internet



Healthcare



Media/Entertainment



Retail



Government/Defense



Agencies



Construction



Manufacturing



Food




Education



Sports



The Industrial Revolutions




INDUSTRIAL REVOLUTION

1.0

Water and steam power are used to create mechanical production facilities

1765



INDUSTRIAL REVOLUTION

2.0

The age of science creates mass production and new divisions of labor

1870



INDUSTRIAL REVOLUTION

3.0

The Rise of Digital Technology further automates production lines

1969



INDUSTRIAL REVOLUTION

4.0

3D Printing and on-demand custom fabrication at unprecedented speeds, help fuel emerging technologies in Robotics, AI, IOT, Autonomous Vehicles, and others.

Today

The Evolution of 3D Printing

1st Gen 3D Printing - <2010

Volume

- Singular or very low volume

Purpose

- Aesthetic
- Representative
- Concept

Size

- Miniature to "Bread Box"

Emerging/Current Emphasis - 2016-2020

Volume

- Singular to dozens

Purpose

- Prototypes
- Gigs/Templates
- Bridge Manufacturing

Size

- Micro up to 10Ft (LxWxD)

Near Future – 2021+

Volume

- Thousands+

Purpose

- Commercial, Industrial
- Mass Personalization
- Full Life Cycle Manufacturing

Size

- Nano to Massive

WhiteClouds Core Competencies

3D Printing

On-Demand Production in as fast as one day
Largest Full-Color 3D printing capacity in the world
Thousands of individually 3D printed products produced each month
60,000 square foot facility
Proprietary Processes for pre and post production
Pending Patents

Design and Rendering

World class expertise in creating and optimizing high quality, production ready digital 3D images, animations, and models

Advanced Manufacturing

3D Printing, CNC, Laser Sintering, Wire Cutting,
Diverse materials expertise including plastics, wood, foam, latex, vinyl and metals

3D Printing Capital Expenditures and Scalability

WhiteClouds Original (2014)



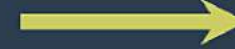
\$97,048

Average Cost
Per Machine

WhiteClouds Current/Go-Forward Farm Strategy



3D Printed with
10 Printers in 2 Days



3D Printed with
15 Printers in 8 Days



\$380

3D Printer Farms
Average Cost
Per Machine



Significant Growth and Upside Opportunities

EXPAND WITHIN EXISTING CUSTOMERS

- Expand salesforce
- Expand use cases
- Expand deployments

GROW CUSTOMER BASE

- Expand salesforce
- Search engine marketing
- Content creation
- Events/lead generation

EXPAND OFFERING

- Expand 3D fabrication technologies
- Expand materials
- Additional automation

EXPAND GEOGRAPHICALLY

Proven Team, Driving Results



Jerry Ropelato
CEO

Founder/CEO Purch
COO/CTO NetNanny
Founder/CEO Vitrex
Director Iomega
Trustee Utah Tech Council
Completed 14 Acquisitions

BS Data Processing
Accounting (Weber State
University)



Joey Skinner
COO/CTO

VP Brooks Automation
CTO MySchedule
R&D Mgr AutoSimulations
Product Mgr Eide Bailly
Over 30 Years in Develop,
Mfg, and Scheduling

BS Electrical Engineering
(Weber State University)



David Forsberg
Sales Advisor

Managing Partner-
BlueRocket
Executive VP Business
Development-MarketStar
(Led \$325M in sales
growth)

BS Technical Sales
(Weber State University)



Lesa May
Controller

20 years accounting
experience.
Controller in two outdoor
companies with
management and
accounting

BS Accounting
(Weber State University)



David Southern
Dvl/pmt Director

Soft Eng-Reachable
Soft Development-Replicon
Soft Development-Brooks
Automation
Soft Development-
AutoSimulations
24 yrs Development Exp.

BS Computer Science
(Brigham Young University)



Kelly Root
Design Manager

Designer at WhiteClouds
Promoted to Lead
Designer, then Design
Manager at WhiteClouds
3rd Employee hired at
WhiteClouds

Bachelor of Arts-Film and
Media Arts
(University of Utah)

Balance of Team (30): Design, Production, Sales, Support

Use Cases

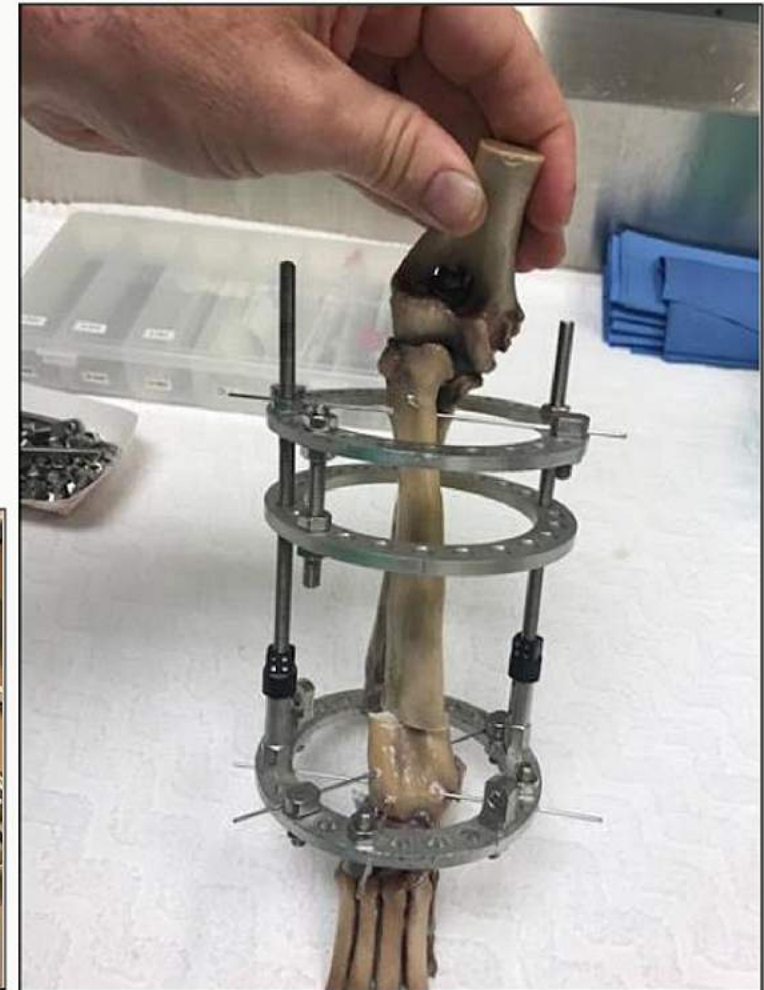
MARS



Mars Inc. – Veterinary Models

- Mars Inc./Blue Pearl (Fortune #50) leads the Veterinary Industry Worldwide
- Contract Signed after 23 month successful Beta. Network wide rollout begins in January 2019
- WhiteClouds is a Strategic Partner with BluePearl providing segmentation and 3D Printed Models for animal pre-op surgical planning. The WhiteClouds solution provides reduced anesthesia time allowing for a far-less risky treatment for pets.
- In 2016, Americans spent \$63 billion on their pets. 76% of pet owners would spend any amount necessary to keep pet healthy. WhiteClouds saves both time and money on emergency animal healthcare.

3D Printed Bones – Angular Limb Deformity



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Agency Large-Scale 3D Printing and 3D Fabrication



CES Signature 3D Display for 2019



Dreamworks Shera Comic-Con

Cannabis Conference with Mr. Wonderful



Cisco Conference



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Footwear Design and Production Prototypes

- Working with Wolverine, Deckers, Altra, Salomon, and Innov8 in 3D design and 3D printing of footwear models.
- Significantly reducing footwear product development cycles.

"Footwear is 95% still in the 2D design world. Only a few pioneer companies like Deckers and Wolverine are leading the way into 3D. WhiteClouds, with your offering of 3D Footwear Virtualization Services and 3D Print Services, you are currently the only outsource option. You'll be huge to this industry."

Chris Hillyer, Direction of Innovation, Deckers Brands Footwear



3D Printed Shoe Prototypes



Patient Specific Medical Models for Pre-Operative Planning

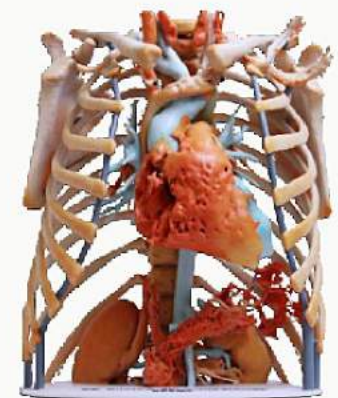
- WhiteClouds & TeraRecon have partnered to bring 3D Advanced Visualization (Physical 3D Printed Medical Models) to TeraRecon's existing base of installed medical image viewing software (approximately 4,500 hospitals).



- WhiteClouds and Sectra have partnered to provide 3D Printed Models with their PACS software. They have 6% of the US PACS marketplace.
- WhiteClouds is providing Patent-Pending "Hinge and Slice" Medical Models. Working on two additional patents related to medical models.
- Prints come from segmented CAT Scans and MRI's. 110 Million CAT Scans and MRI's were performed in the US last year.



3D Printed using WhiteClouds Pending Patent: 15/264,102

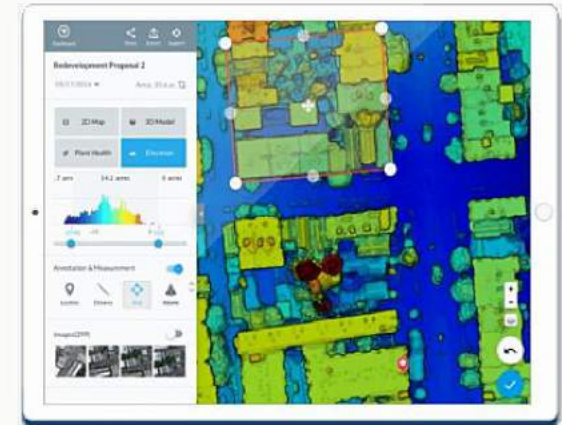


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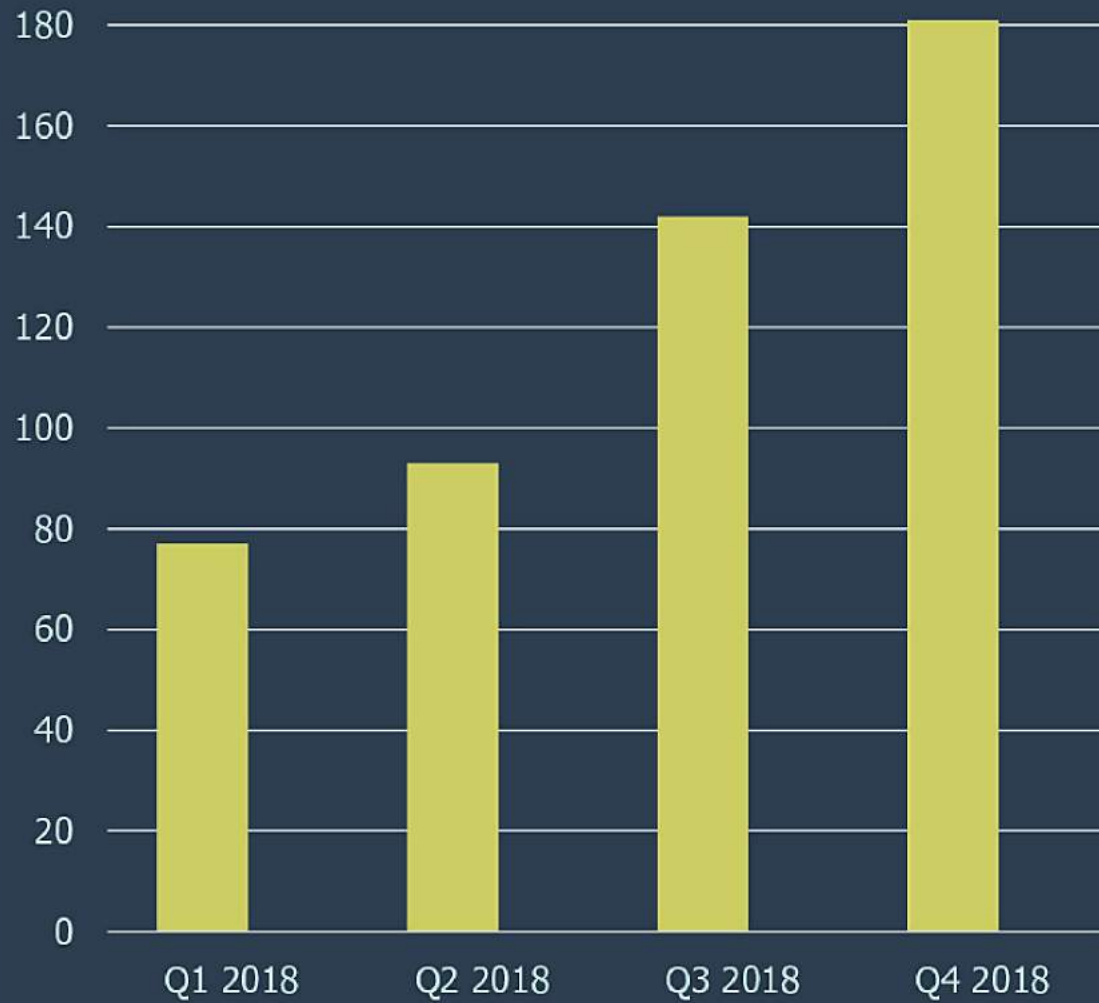
DroneDeploy – Topographical Maps Use Case

- WhiteClouds and DroneDeploy have built API's to provide 3D Printing directly from the DroneDeploy Mapping mobile application
- Provides capabilities to 3D Print topographies and buildings for the construction, mining, and agricultural industries



3D Printed Topographies

New Business Customers in 2018



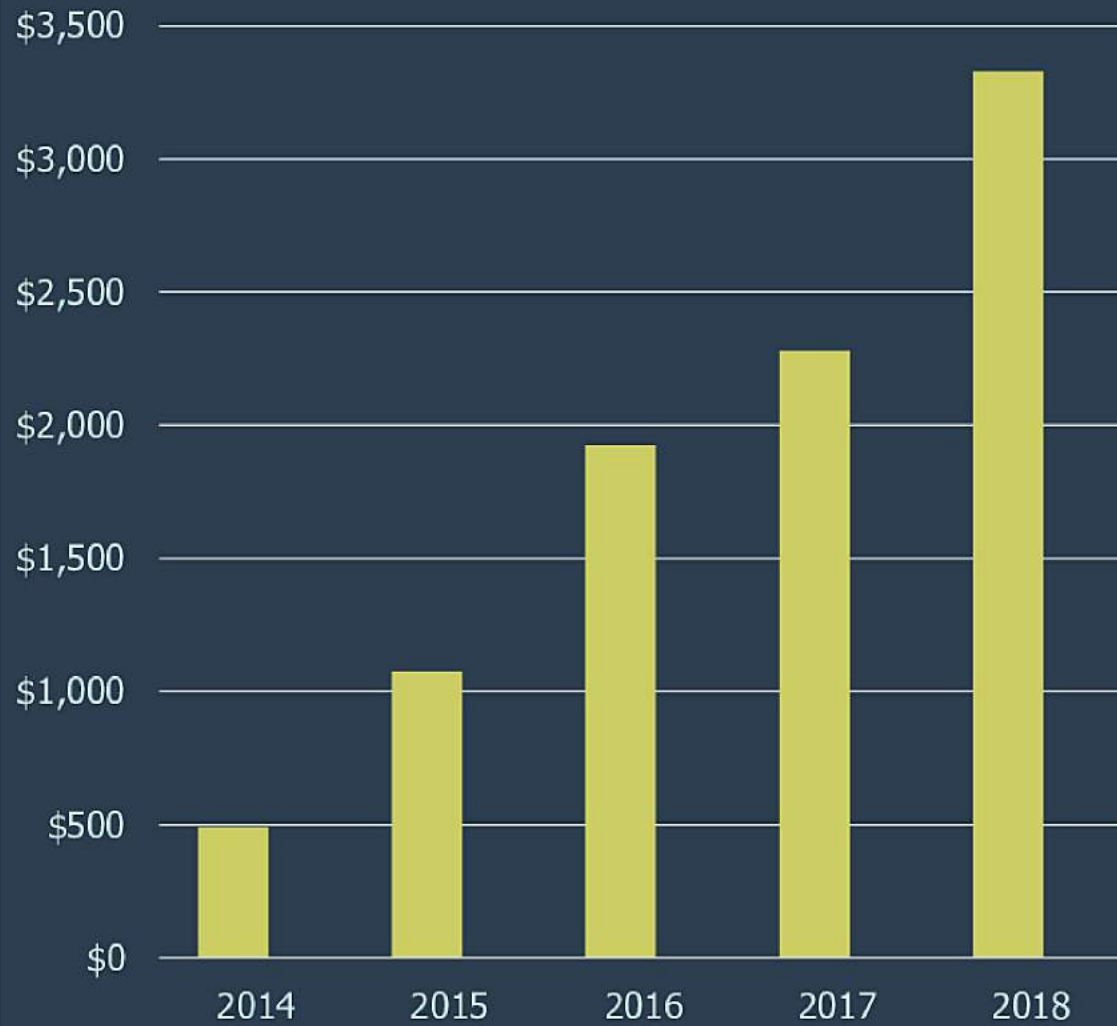
\$496

Cost of
Customer
Acquisition

\$21,578

Customer
Life Time
Value
(3 Yrs)

Average Invoice Size



\$3,330

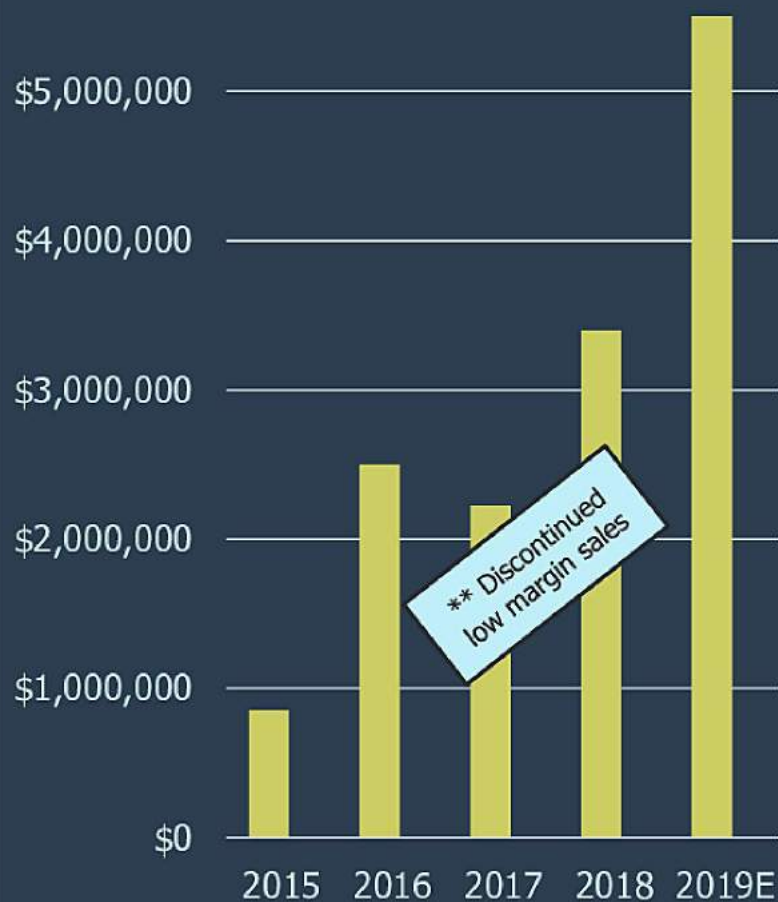
2018 Average
Invoice Size

98%

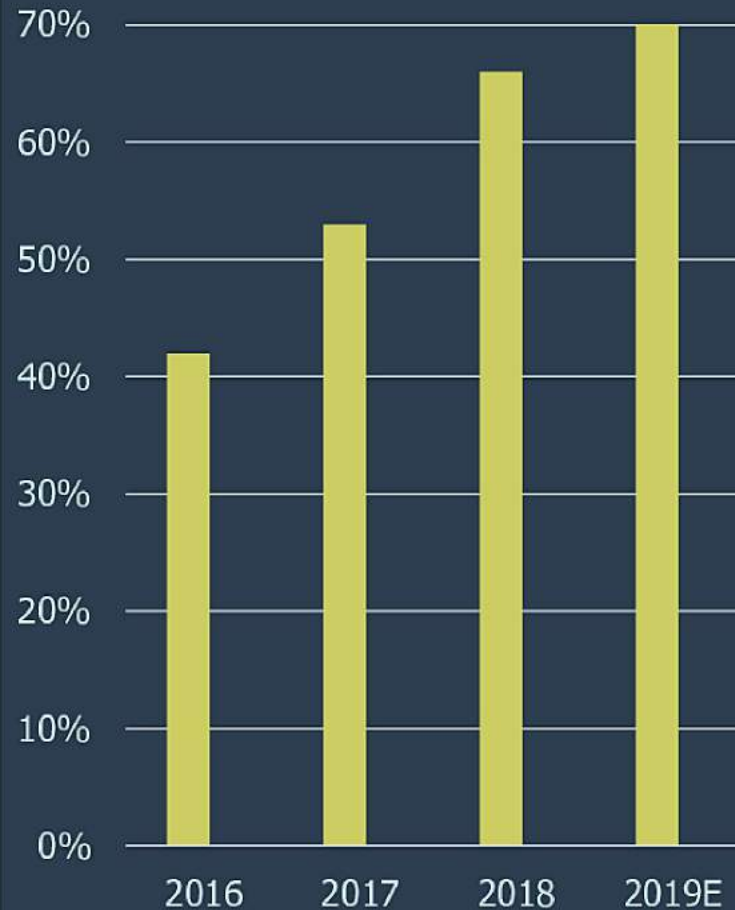
Customer
Retention
Rate

Financials At a Glance

Revenues



Gross Margins



EBITDA

2017	2018E	2019E
\$-2.1M	\$-.8M	\$1.0M

Break-Even Run Rate

Projected: Q2 2019

\$5-7M Use Proceeds

Mktg/Channel Sales	70%
Engineering	15%
G&A/Debt	15%

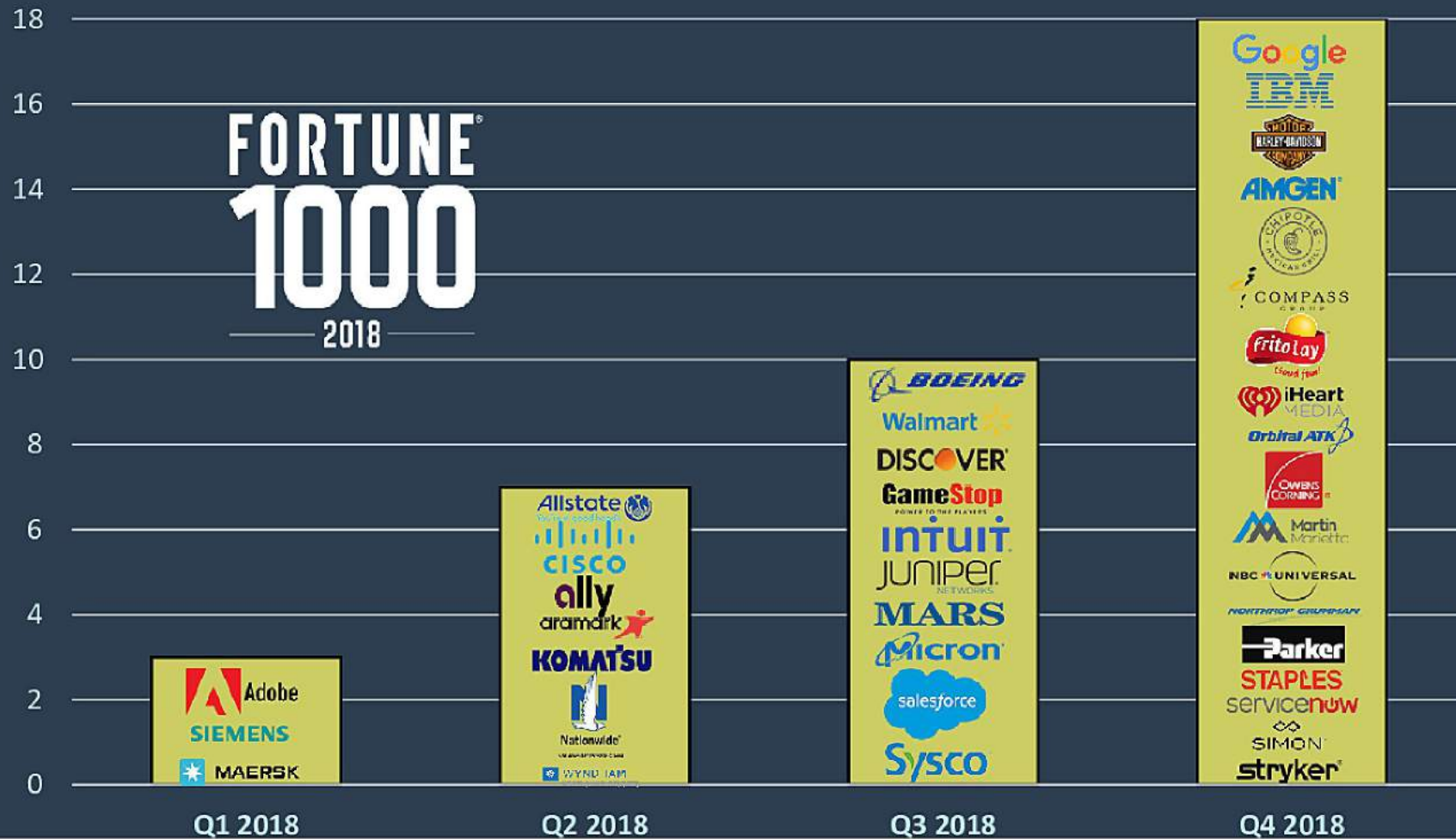
Raised in 2017/2018

\$1.8M in Crowdfunding
\$1.3M in Venture Debt

** We discontinued lower margin sales lines (from our software acquisitions and hardware). This had a negative impact on our sales growth, but it has increased gross margins.

Growth in 2019 will come from expansion within existing large customers and agencies, annual renewal of one-time customer events, continuing to grow the new customer base, and our new contract with BluePearl/Mars. Because of the discontinued low margin sales lines, our gross margins should be 69%-70% for 2019.

New Fortune 1000 Customers in 2018



Why WhiteClouds?

- Proprietary IP including software, processes, and patents
- Provides a vital bridge between partners and their customers
- Trusted by the **LARGEST BRANDS** in the World
- Largest 3D Full-Color printing facility in the World
- Experienced 3D Designers, 3D Printers, and Model Makers

Mashable

TE

Inc.

engadget

c|net

WIRED

whiteclouds



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3D Printing in the Cloud for Businesses

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