

BlueRush offers a Software as a Service (“SaaS”) based content engagement platform that enables B2C companies to achieve greater engagement, loyalty and conversion metrics with customers.

**INVESTMENT HIGHLIGHTS**

**1 Large and Growing Market Opportunity**

- Video is the fastest growing online medium
- Epidemic engagement problem

**2 Strong Management and Lead Investor**

- CEO Steve Taylor, lead investor Round13 Capital both have track records of value creation

**3 IndiVideo is a Superior Product**

- Highly scalable, personalized and customized SaaS solution
- Disruptive delivery and pricing model
- Superior gross margins
- Strong sales momentum

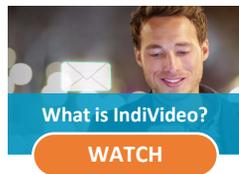
**4 Blue Chip Customers and Strategic Partners**

- Clients include leading banks, insurance and asset management firms
- Partners drive global footprint and accelerate technical roadmap

**PRODUCT**

**INDIVIDEO**

Our interactive personalized video platform creates a memorable customer experience, simplifying complex products and ensuring immediate relevancy.



**PROVEN RESULTS**

Mortgage Affordability IndiVideo for one of Canada’s “Big Six” Banks

**+30%**  
of viewers clicked CTA

**+40%**  
lift in conversions

**+70%**  
of visitors watched >60 seconds of video

**CUSTOMERS**



**PARTNERS**



**MANAGEMENT**

**Steve Taylor, CEO & Director**  
Strong track record leading emerging, high-growth companies.

**Ted Mercer, VP Sales (CA)**  
Former investment banker in tech sector and experienced software sales consultant to B2B companies.

**Dave Badun, CFO (CPA, CA)**  
Experience in commercial strategy, audit and financial due diligence.

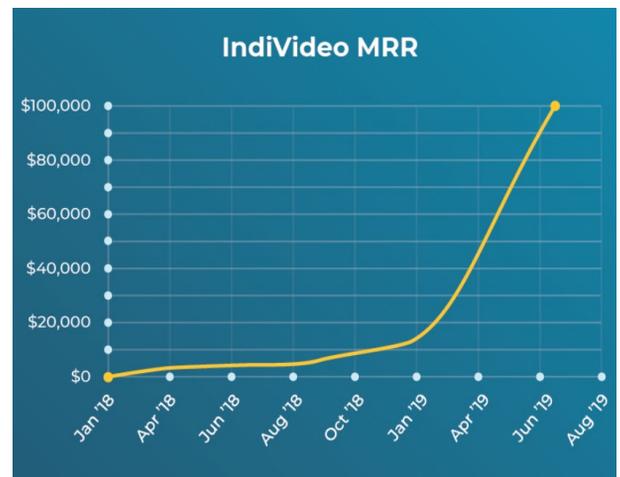
**Richard Pineault, VP Tech**  
Experienced system architect that has led BlueRush software development and security since inception.

**Jeff Bilyea, COO**  
Strong track record of business development with Fortune 500 and mid-size firms in both B2C and B2B.

**Larry Lubin, President & Chair**  
BlueRush co-founder with proven track record in Fintech business development, sales and marketing.

**Len Smofsky, EVP & Director**  
BlueRush co-founder with 25 years of experience in visual communications and strategy.

**STRONG INDIVIDEO SALES MOMENTUM**



**STOCK DATA (August 21)**

Closing price: \$ 0.09

<b>S/O Basic</b> 76,546,389	<b>Options</b> 12,830,000	<b>Fully Diluted</b> 113,729,485
<b>Warrants</b> 5,305,477	<b>52-Week Range</b> \$0.06 - \$0.15	<b>200-Day Moving Avg</b> \$ 0.09

**LEAD INVESTOR**

**Round13 Capital**

Growth-stage Venture Capital firm investing in Canadian information technology companies including:

- Lavalife, Skywave, FloNetwork, Softimage, Fortiva
- HubDoc: exit to Xero for ~\$100M (July 2018)

Own ~38% of BlueRush Inc. after initial investment and exercise of warrants (2018)

## Disclaimer

This presentation (the "Presentation") about BlueRush Inc. ("BlueRush") is dated as of July 2019. It is information in a summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor.

No representation or warranty, express or implied, is made or given by or on behalf of BlueRush or any of its affiliates, directors, officers or employees as to the accuracy, completeness or fairness of the information or opinions contained in this Presentation and no responsibility or liability is accepted by any person for such information or opinions. BlueRush does not undertake or agree to update this Presentation or to correct any inaccuracies in, or omissions from, this Presentation that may become apparent. No person has been authorized to give any information or make any representations other than those contained in this Presentation and, if given and/or made, such information or representations must not be relied upon as having been so authorized. The contents of this Presentation are not to be construed as legal, financial or tax advice.

Certain statements contained in this press release constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to BlueRush, are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information. Such statements reflect BlueRush's current views and intentions with respect to future events, and current information available to BlueRush, and are subject to certain risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements that may be expressed or implied by such forward-looking information to vary from those described herein should one or more of these risks or uncertainties materialize. Examples of such risk factors include, without limitation: changes in law, large increase in competitors, litigation, the ability to implement business strategies and pursue business opportunities, state of the capital markets, future capital requirements, the availability of funds and resources to pursue operations, new technologies, the ability to protect intellectual property rights, the ability to obtain patent protection for products, third-party intellectual property infringement claims, regulatory changes affecting products, failing research and development activities, the ability to reach and sustain profitability, dependence on business and technical experts, the ability to effectively manage business operations and growth, issuance of debt, dilution of existing securities, volatility of publicly traded securities, potential conflicts of interest,

unlikelihood of dividend payments, the potential costs stemming from defending third-party intellectual property infringement claims, the ability to secure relationships with suppliers and customers, dependence on key management and employees, as well as general economic, market and business conditions, as well as those risk factors discussed or referred to in BlueRush's documents filed with the securities regulatory authorities in certain provinces of Canada and available at [www.sedar.com](http://www.sedar.com).

Should any factor affect BlueRush in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, BlueRush does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward-looking information included in this press release is made as of the date of this press release and BlueRush undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law.

By your acceptance of this presentation you and any person reviewing this Presentation agrees not to distribute, copy; reproduce; transmit; make available; or condone any of the foregoing, without the prior written consent of BlueRush. Any unauthorized use of this Presentation is strictly prohibited.

This Presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of BlueRush in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of BlueRush have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States, unless an exemption from such registration is available, information concerning the assets and operations of BlueRush included in this Presentation has been prepared in accordance with Canadian standards and is not comparable in all respects to similar information for United States companies.

Recipients of this Presentation who are considering acquiring securities of BlueRush are referred to the entire body of publicly disclosed information regarding BlueRush. The information is subject to material updating, revision and further amendment, and is qualified entirely by reference to BlueRush's publicly disclosed information.