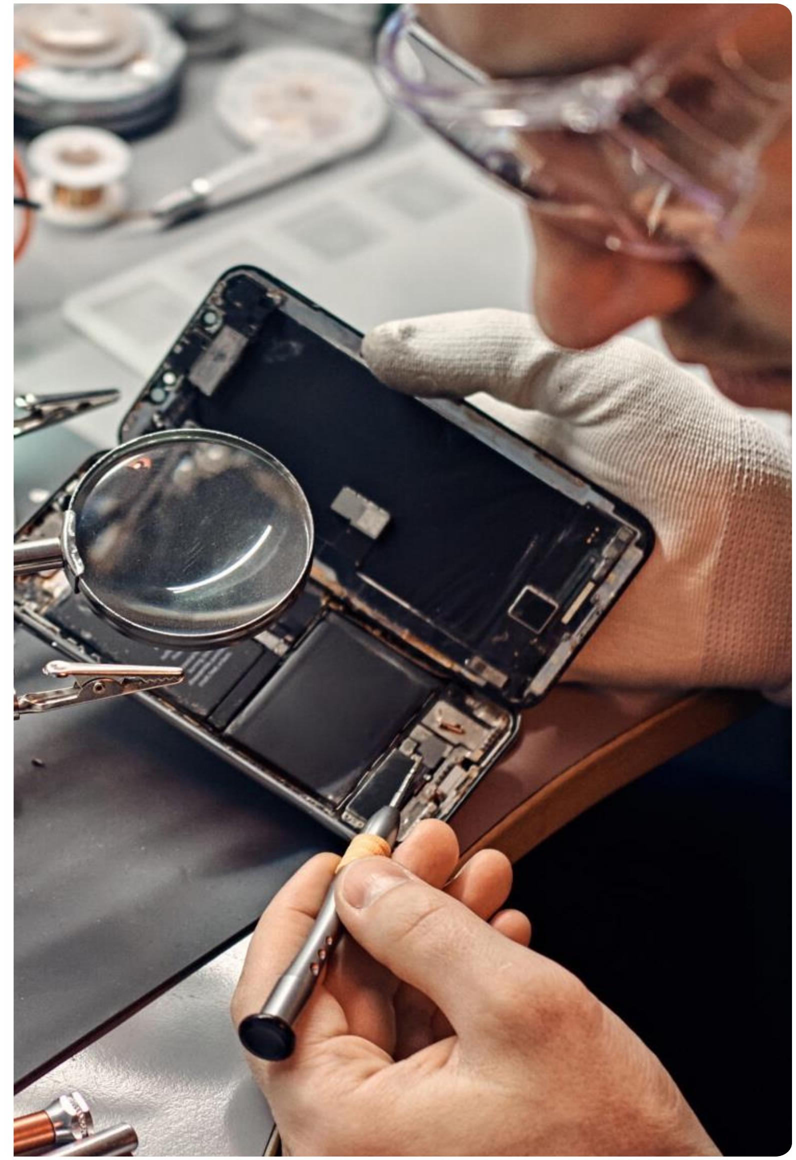
Investor Presentation

October 2025
TSXV: DPF



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SMARTPHONES ARE PRICIER, FRAGILE & ESSENTIAL – CREATING CONSUMER PAIN

50%

Increase in Flagship Phone Prices Since 2017

$2,500

Avg. Price of iPhone 16 Pro Max and Galaxy S25 Ultra

18months

Avg. Battery Capacity

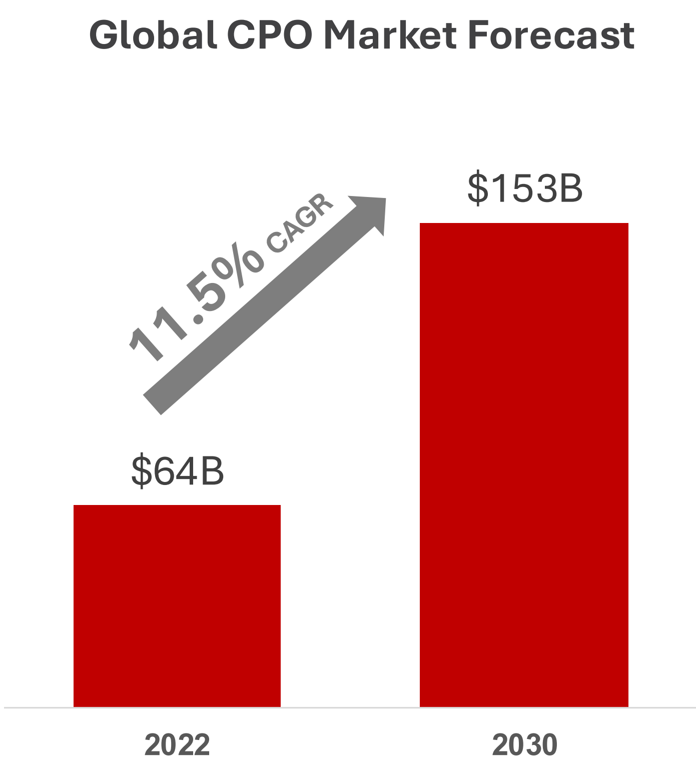
600

Number of Phones Broken by Canadians per Hour

76%

Canadians Consider Repairs vs New Purchase

CERTIFIED PRE-OWNED (CPO) DEMAND EXPLODING



5%

YoY Growth in Global CPO Sales

-12%

YoY Decrease in Global New Device Sales

41%

Canadians Consider Buying Pre-owned Phones

DR. PHONE FIX

- Canada's **Carrier-Neutral** Device-Care Platform
- Founded in **2019**
- **35 stores** across BC, AB, SK, ON, **targeting 125** stores by 2030
- Specializing in Mobile device **repair** services & **sale of CPO** devices
- Provide **same-day service** for nearly all repairs with majority completed **under 60 minutes**
- **4.9★** rating from 29 k Google reviews

WHAT WE DO

Repairs

Same Day Repairs
- Screens
- Batteries
- Water Damage

Industry Leading Lifetime Warranty

66%

of FY'24 Revenue

Certified Pre-Owned

Variety of used and refurbished electronic devices from certified vendors and OEMs

Quotes received instantly on DPF website for old or broken devices

1-year warranty offered on all CPO devices – same as a new device

18%

of FY'24 Revenue

Accessories

Brand name and designer accessories to protect and personalize each electronic device

- Cell phone cases
- Screen protectors
- Charging cables

16%

of FY'24 Revenue

STRATEGIC OEM & INSURANCE PARTNERSHIPS

Apple

- **IRP Approval:** DPF is an Apple Independent Repair Provider, with access to genuine parts, tools, and diagnostics.
- **Enhanced Credibility:** Validates DPF's ability to meet strict OEM standards.
- **Strategic Coverage:** 14 of 35 locations operate over 100km from an Apple Store, making DPF a key local Apple repair provider.
- **Margin Flexibility:** While genuine Apple parts are available, many components can still be sourced from existing suppliers to improve margins.

SAMSUNG

- **Authorized Service Partner:** DPF became an official Samsung Authorized Service Partner.
- **Increased Visibility:** DPF locations and contact info are listed on the Samsung Canada website.
- **New Business Channels:** The partnership has opened doors with non-TELUS insurance providers (e.g. Likewize) for device repair fulfillment.

likewize. ASSURANT

- **National Repair Agreement:** Canadian insured with Likewize can have their phones repaired at any DPF store at no cost.
- **Vendor Partnerships:** Agreements with Likewize and Assurant provide access to competitively priced CPO inventory, supporting both sales growth and margins.

Strategic Partnership Drives Credibility, Revenue and Profitability Growth

STORE ECONOMICS VALIDATE OUR WINNING FORMULA

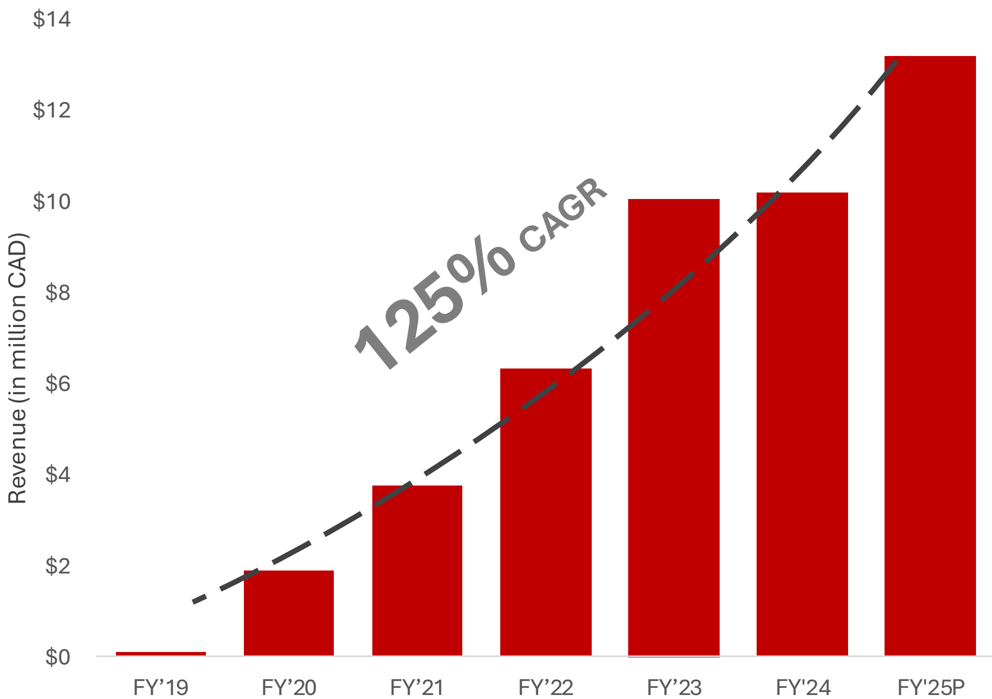
- **Speed & Convenience:** 60-min average turn-time
- **Carrier-Neutral Referrals:** Bell / Rogers / Freedom customers choose DPF
- **Established CPO Network:** Reliable supply and resale channels for certified pre-owned devices.
- **Strategic Supply Chain:** Strong overseas partnerships enable access to high-quality inventory at competitive prices - a key market differentiator.
- **Data Security Trust:** DPF enforces strict protocols safeguarding customer information

50%
Increase in Revenue per Store (2024 vs 2022)

$300K
Avg. Revenue per Store

Broad Capabilities and Carrier Neutrality Give DPF a Competitive Edge.

WE'VE BEEN GROWING AGGRESSIVELY



FINANCIAL POST

Sign In

Dr. Phone Fix named 10th Fastest Growing Company in Canada in the Globe and Mail's 5th Annual Rankings

GlobeNewswire

Published Oct 04, 2023 • 2 minute read

REPORT ON BUSINESS
CANADA'S TOP GROWING COMPANIES

FINANCIAL TIMES

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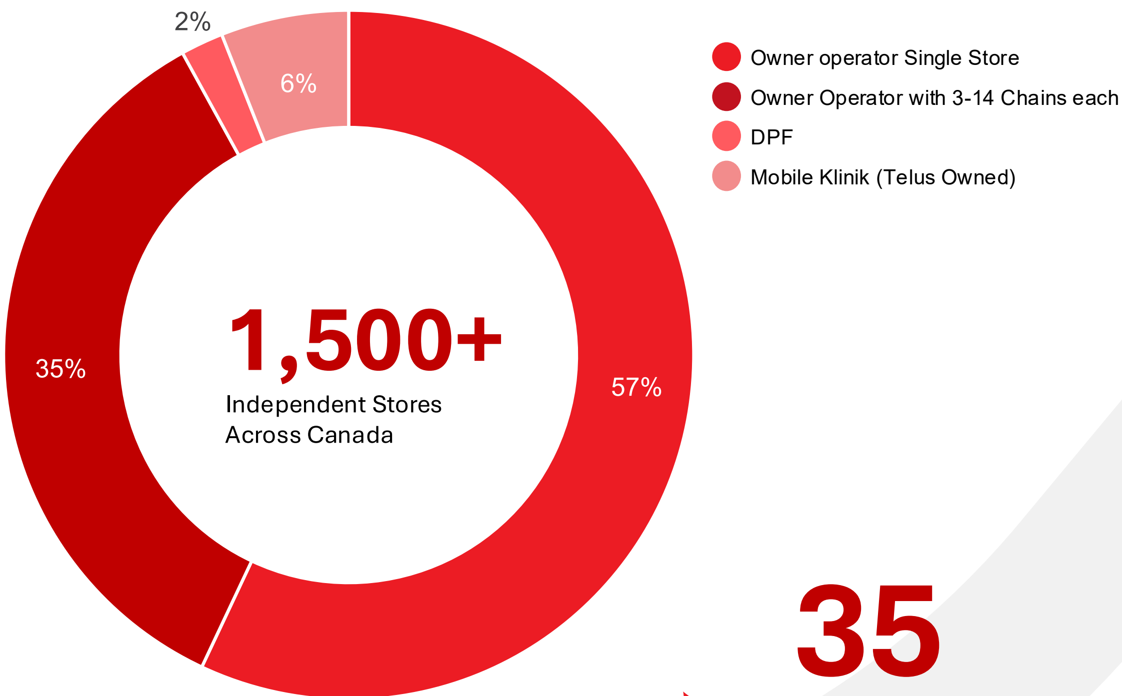
Company Announcements

Dr. Phone Fix Canada Corporation

The Financial Times names Dr. Phone Fix to its list of 'The Americas' Fastest Growing Companies 2025'

FRAGMENTED LANDSCAPE GIVES US ROLE-UP OPPORTUNITY

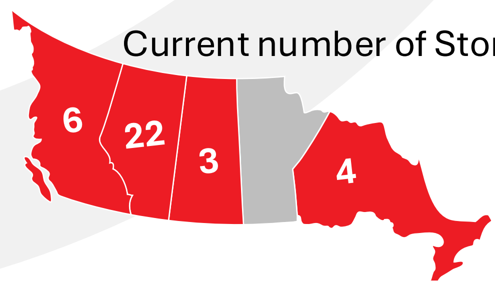


125

2030 Target Store Count

35

Current number of Stores



There are opportunities to complete acquisitions of smaller cell phone repair chains to expedite total store count growth.

6

Store Count in 2020

SIGNIFICANT INDUSTRY DYNAMICS AND M&A ACTIVITIES

90% of Market Dominated by:

Bell ROGERS TELUS

Device Insurance Providers

asurion likewize. ASSURANT

Emerging Acquisition Trend: TELUS has actively acquired repair businesses, while Rogers and Bell have yet to follow; third-party insurers like Asurion, Assurant, and Likewize are also entering the space through acquisitions.

TARGET	BUYER	TRANSACTION DESCRIPTION
ubreakifix by asurion	TELUS	TELUS acquires uBreakiFix's Canadian operations from Asurion (50+ stores)
pocket geek tech repair by Assurant	ASSURANT	Assurant acquires UK-based cell phone repair chain franchisor Pocket Geek Tech Repair (19 stores)
iSmash	TELUS	TELUS invests in UK-based cell phone repair chain iSmash (30+ stores)
Mobile Klinik	TELUS	TELUS acquires Mobile Klinik
CPR CELL PHONE REPAIR	ASSURANT	Assurant acquires largest global cell phone repair chain franchisor CPR (700+ stores)
UBREAKIFIX	asurion	Asurion acquires US-based cell phone repair chain franchisor uBreakiFix (500+ stores)

Recent Carrier/Insurer Acquisitions Signal Exit Multiples Expansion

CIRCULAR-ECONOMY IMPACT & SUSTAINABILITY

35,000+

Number of Batteries Diverted From Landfill Since Inception

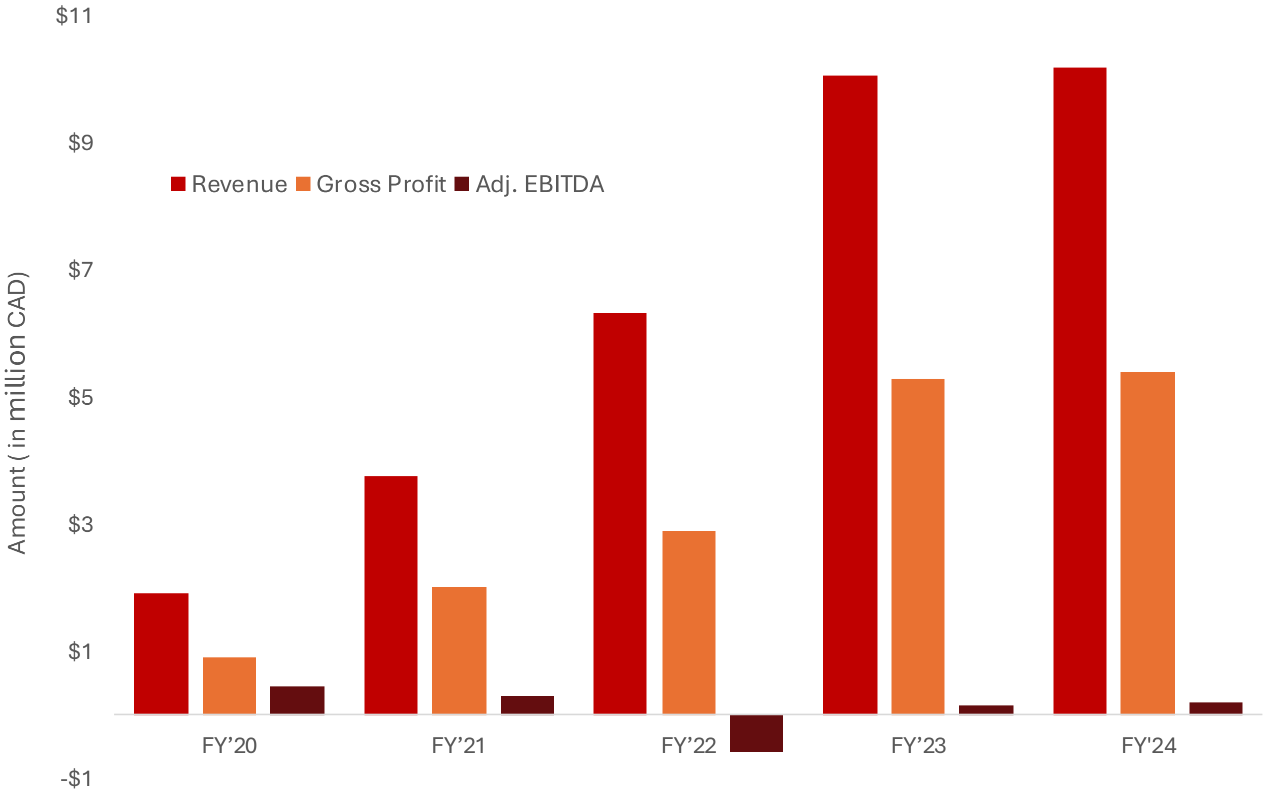
$10

Per Unit Revenue of Broken Screens Resold for Recyling

Member of:

Commitment to Responsible Recycling and Extending Life of Electronic Devices

FINANCIAL PERFORMANCE



53%

FY'24 Gross Margin

>$13M*

Expected FY'25 Revenue

* Forward estimates are for illustrative purposes only and should not be construed as company guidance.

LEADERSHIP

PIYUSH SAWHNEY
Chief Executive Officer & Director

- Pioneer in Canada's cell phone repair industry with 14 years of direct experience
- Recipient of numerous awards including finalist for EY 'Entrepreneur of the Year

SUNIL GOEL
President and Director

- 15 years experience in the telecommunications industry
- Seasoned entrepreneur involved in numerous businesses & real-estate projects
- Founder of MobilFix repair chain which was sold to Mobile Klinik in 2017

ANIL VERMA
Vice President - Store Development & Director

- 10 years of experience in the telecommunications industry
- Experienced residential and commercial home builder
- Launched and operated a Bell authorized dealership in Red Deer, AB

JASON VANDENBERG
Chief Financial Officer

JAY BARANIECKI
Independent Board Chair

GRAHAM BARR
Independent Director

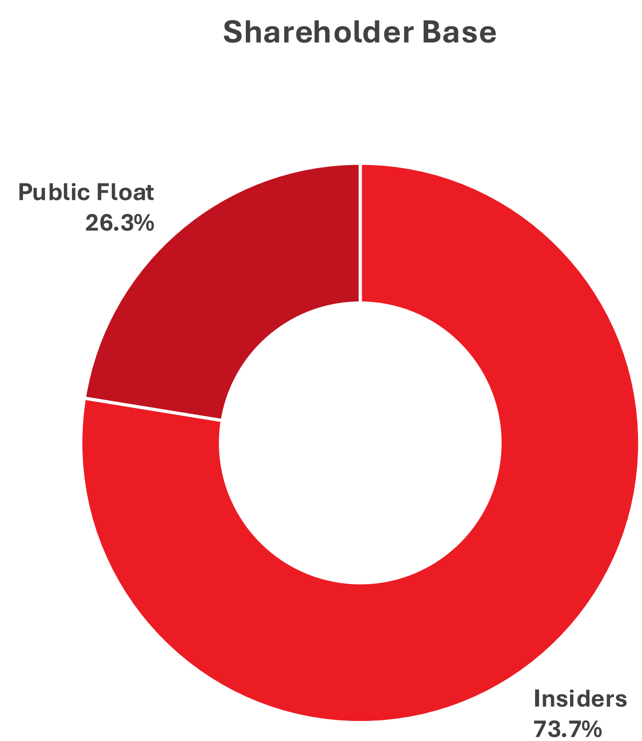
FRANK SUR
Corporate Secretary and Independent Director

JEFF LLOYD
Independent Director

ROBERT COLE
Independent Director

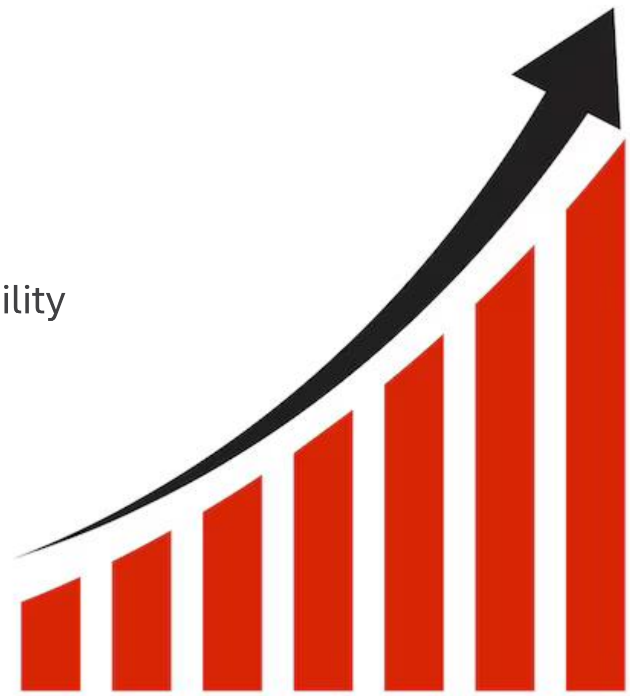
CORPORATE INFORMATION

Ticker	DPF.V
Common Shares	166,633,530
Escrow Shares	122,846,283
Market Cap [October 7, 2025]	CAD $23.3M
Warrants	12.68M @ $0.20 EXP Mar 5, 2027 4.13M @ $0.25 EXP Oct 7, 2027 750K @ $0.10 EXP Dec 13, 2027
Options	758K @ $0.10 EXP Dec 13, 2032 453K @ $0.10 EXP Jan 11, 2033 3.5M @ $0.15 EXP Apr 2035



INVESTMENT HIGHLIGHTS

- **Large, fast-growing TAM** (Repairs + CPO)
- **Robust revenue growth** in a validated market
- **Profitable, proven unit model** (53 % GM)
- **Exclusive OEM / insurer partnerships** drive volume & credibility
- **Clear growth strategy** with attractive payback
- **ESG & circular-economy** tailwinds strengthen brand moat



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