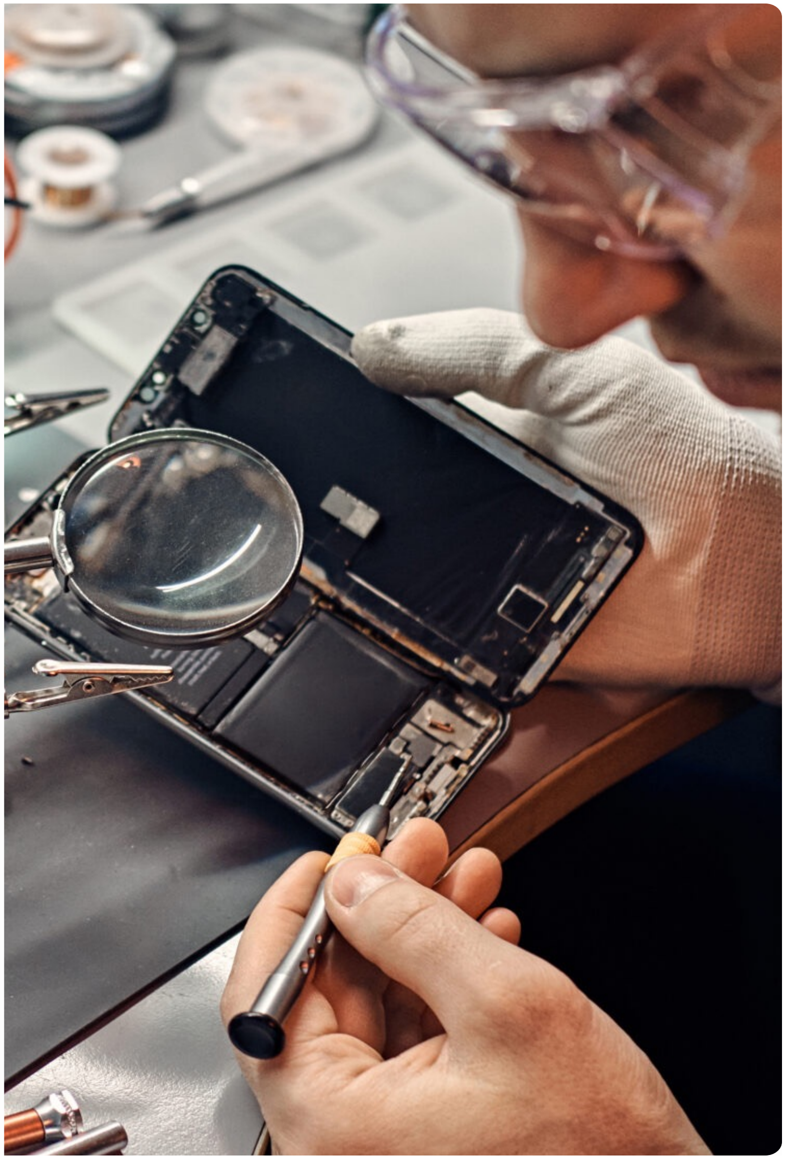
Investor Presentation

July 2026 | TSXV: DPF



DISCLAIMER

This presentation (together with oral statements made in connection herewith, the "Presentation") is provided for informational purposes only and does not purport to provide full disclosure of all material facts relating to Dr. Phone Canada Corporation ("Dr. Phone" or the "Company") or its securities. This Presentation does not constitute legal, tax, accounting, or investment advice, nor should it be construed as a recommendation. You should consult your own legal counsel, tax advisors, and financial advisors with respect to such matters. By accepting this Presentation, you acknowledge that you are not relying on the information contained herein to make any investment or other decision.

NO REPRESENTATIONS OR WARRANTIES

No representations or warranties, express or implied, are given in, or in respect of, this Presentation. To the fullest extent permitted by law, neither Dr. Phone nor any of its subsidiaries, shareholders, directors, officers, employees, advisors, agents, or affiliates will be held responsible or liable for any loss or damage, whether direct, indirect, consequential, or otherwise, arising from or in connection with the use of this Presentation, its contents, reliance on any information provided herein, or any related oral or written communication.

Industry and market data contained herein have been obtained from publicly available sources and third-party industry publications. Such data has not been independently verified by Dr. Phone, and no assurance is given as to its accuracy or completeness. Some information in this Presentation may also be based on internal estimates and assumptions believed to be reasonable by Dr. Phone; however, such internal data has not been independently verified. Dr. Phone and its agents hereby disclaim any responsibility or liability whatsoever in respect of any third-party sources of market and industry data or information.

This Presentation is not intended to be all-inclusive or to contain all the information a recipient may require. Recipients should conduct their own investigations and analysis of Dr. Phone and the information contained or referred to herein.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This Presentation contains forward-looking information and forward-looking statements (collectively, "forward-looking statements") within the meaning of applicable Canadian securities laws and the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on management’s current expectations and assumptions and may include, but are not limited to, statements regarding the future financial performance or results of Dr. Phone, business strategy, growth plans, market opportunity, and industry conditions.

Forward-looking statements are inherently subject to numerous risks, uncertainties, and assumptions, many of which are beyond Dr. Phone’s control. Actual results could differ materially from those expressed or implied by such statements. Forward-looking statements are identified by words such as "believes", "expects", "anticipates", "estimates", "projects", "plans", "intends", "should", "may", "will", or similar expressions.

Risks and uncertainties that could cause actual results to differ include, but are not limited to: the size of the market in which Dr. Phone operates, dependence on key personnel, ability to scale operations, risks related to supply chain and inventory, competitive conditions, economic factors, regulatory risks, cybersecurity threats, and risks relating to capital markets and future financings. Readers are cautioned not to place undue reliance on these forward-looking statements. Except as required by law, Dr. Phone undertakes no obligation to update or revise any forward-looking statements to reflect events or circumstances after the date hereof. For a more comprehensive list of risk factors applicable to Dr. Phone, recipients are encouraged to review Company’s public disclosure filings available under its profile at www.sedarplus.ca.

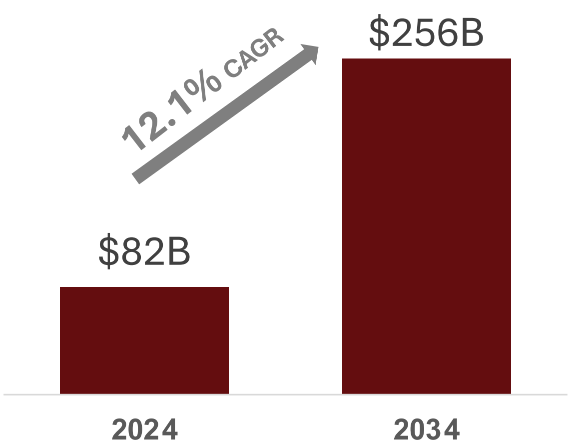
SMARTPHONES ARE PRICIER, FRAGILE & ESSENTIAL – CREATING CONSUMER PAIN

50%
Increase in flagship phone prices since 2017

$2,900
Avg. price of iPhone 17 Pro Max and Galaxy S26 Ultra

600
Number of phones broken by Canadians per hour

Global Certified Pre-Owned Market Forecast



76%
Canadians consider repairs vs new purchase

5%
YoY growth in global CPO sales

-12%
YoY decrease in global new device sales

41%
Canadians consider buying pre-owned phones

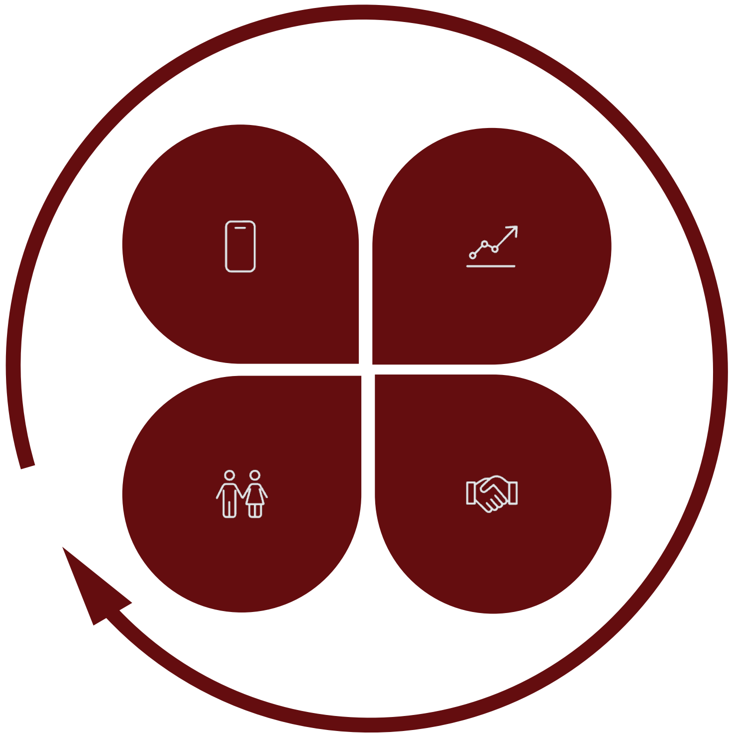
EVOLVING CARRIER LANDSCAPE: A STRATEGIC OPPORTUNITY

Carriers are prioritizing Device Services

Carriers are moving beyond monthly plans to prioritize customer retention, device upgrades, repairs, insurance programs, and comprehensive lifecycle management.

Margin Pressure is Changing Priorities

With shrinking margins on plans, carriers are leaning on insurance plans, device trade-ins, and Certified Pre-Owned (CPO) devices to maintain margin and retain customers.



DPF: A Valued Partner

Through its national repair platform, DPF supports insurance programs, device trade-ins, upgrades, and fast local repair solutions – helping partners enhance customer experience and retention, lower replacement costs, and generate incremental revenue

Perfect Alignment with DPF's Model

Dr. Phone Fix's expertise in device repair and robust CPO inventory directly addresses these evolving carrier needs, creating synergistic value.

As the telecommunications market shifts, major carriers are repositioning their focus, creating a unique and significant opportunity for Dr. Phone Fix.

DR. PHONE FIX

CANADA'S CARRIER-NEUTRAL DEVICE-CARE PLATFORM

44 Stores & Scaling Fast

- **Founded in 2019** — operating across BC, AB, SK, ON, and NS
- 9 new stores added within the last 45 days of the fiscal year
- **Targeting 70 stores** within 12–18 months
- Specializing in mobile device repair and certified pre-owned (CPO) device sales
- Same-day service on nearly all repairs — majority completed under 60 minutes
- **4.9★ rating** from 35,000+ Google reviews

WHO WE ARE

Dr. Phone Fix is Canada's **largest independent and rapidly scaling** service-led retail platform. We focus on consumer electronics repair, refurbishment, and lifecycle services.

Carrier-Neutral

Serving all major carrier customers without exclusivity constraints

EBITDA-Positive

Profitable operations with disciplined store-level economics

Fragmented Market

Clear roll-up opportunity in an underconsolidated industry

M&A Validated

Leading competitor acquired at ~10x revenue, setting exit benchmarks

WHAT WE DO

Repairs

- Same-day screen, battery & water damage repairs
- Industry-leading lifetime warranty on repairs
- Completed in under 60 minutes

62%
of FY'25 Revenue

Certified Pre-Owned

- Refurbished devices from certified vendors & OEMs
- Instant trade-in quotes on DPF website
- 1-year warranty — equivalent to a new device

26%
of FY'25 Revenue

Accessories

- Brand-name cases, screen protectors & cables
- Designer accessories to personalize devices
- High-margin add-on category per transaction

12%
of FY'25 Revenue

STRATEGIC OEM & INSURANCE PARTNERSHIPS

DPF has secured partnerships with the world's leading device manufacturers and insurance providers, establishing credibility, expanding revenue channels, and improving supply chain access.

Apple

Independent Repair Provider

Access to genuine parts, tools & diagnostics. 14 of 35 locations are 100km+ from the nearest Apple Store — making DPF a critical local repair option. Margin flexibility retained through multi-source supplier strategy.

SAMSUNG

Authorized Service Partner

DPF locations listed on Samsung Canada's website. Partnership has opened new business channels with insurance providers such as Likewize for device repair fulfillment.

likewize. ASSURANT

National Repair & CPO Agreements

Canadian Likewize-insured customers can repair devices at any DPF store at no cost. Vendor agreements provide access to competitively priced CPO inventory, supporting both revenue growth and margins.

Strategic partnerships drive credibility, revenue diversification, and profitability growth across the network.

WE'VE BEEN GROWING AGGRESSIVELY

REPORT ON BUSINESS
CANADA'S TOP GROWING COMPANIES


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


FINANCIAL TIMES

myFT

MARKETS › MARKETS DATA › EQUITIES | Equities Screener Sectors & I

Search securities

Company Announcements

Dr. Phone Fix Canada Corporation

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

125

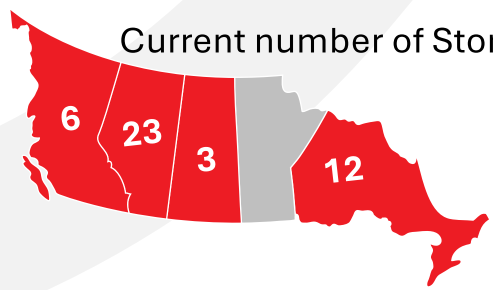
2030 Target Store Count

70

Twelve – Eighteen month Target

44

Current number of Stores



6

Store Count in 2020

35

Store Count in Oct 2025

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

~$350K
Avg. revenue per store

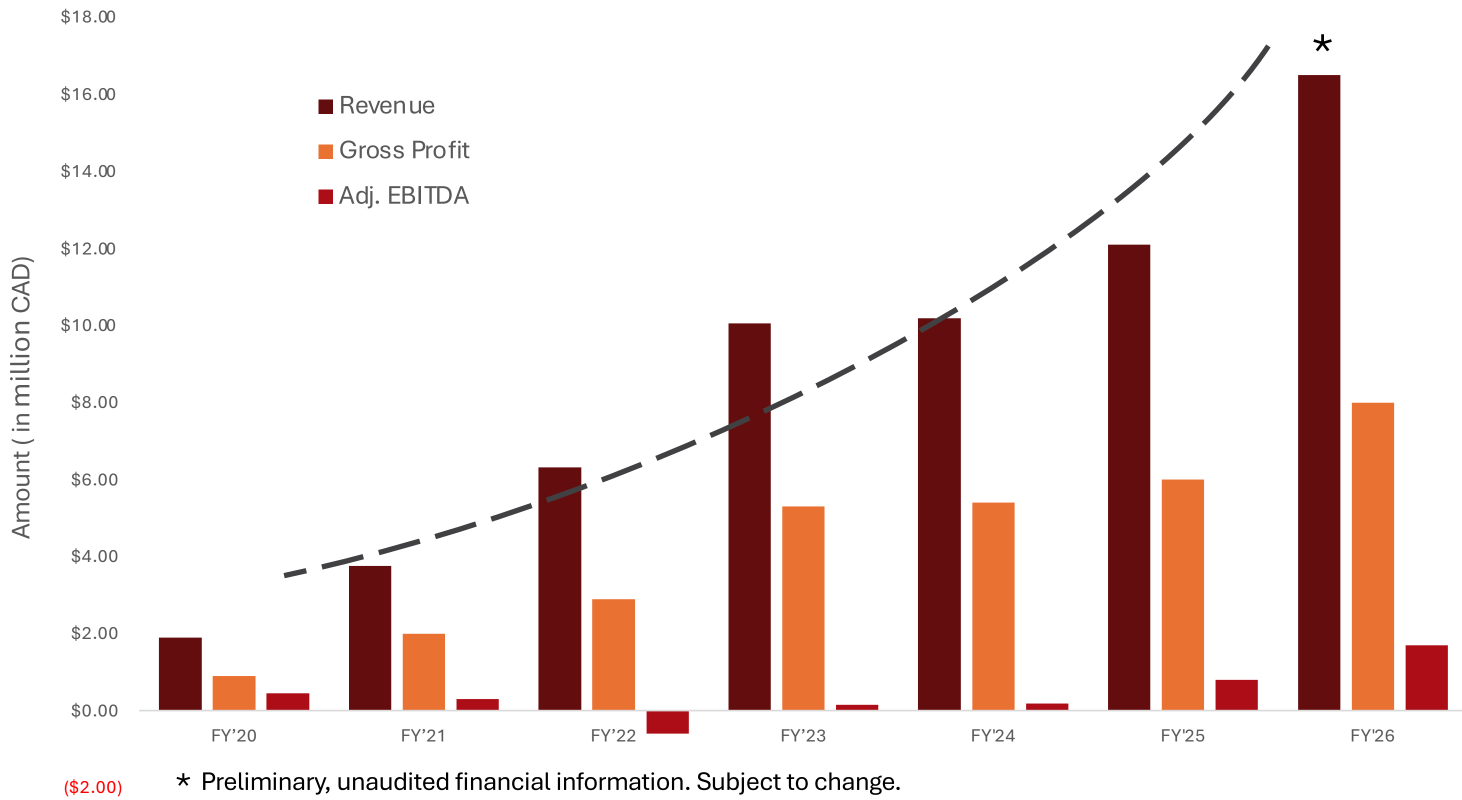
+9%
Avg. revenue per store growth since October 2025

61%
Increase in revenue per store (2025 vs 2022)

~25%
Avg. EBITDA margin per store

Broad capabilities and carrier neutrality give DPF a competitive edge

FINANCIAL PERFORMANCE – GROWING PROFITABLY



>$16M

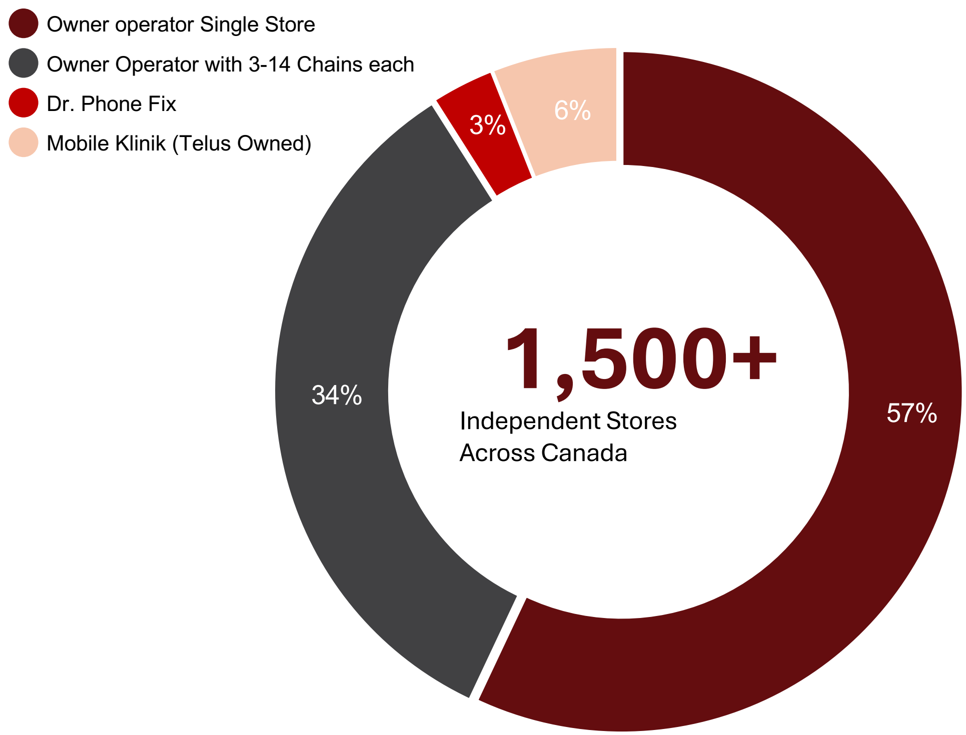
Expected FY'26 Revenue assuming no incremental organic growth or acquisitions

* Preliminary, unaudited financial information. Subject to change.

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

Performance reflects improving store-level economics combined with disciplined expansion

FRAGMENTED LANDSCAPE GIVES US ROLL-UP OPPORTUNITY



38
Greenfield Locations

6
Acquired Locations

44
Current number of Stores

Prioritizing acquisitions that are immediately EBITDA accretive and operationally integrable within existing platform

SIGNIFICANT INDUSTRY DYNAMICS AND M&A ACTIVITIES

Emerging Trend: TELUS has actively acquired repair businesses; Rogers and Bell have yet to follow — creating further consolidation potential. Third-party insurers (Asurion, Assurant, Likewize) are also entering through acquisitions. Recent carrier and insurer M&A signals significant exit multiple expansion for scaled platforms like DPF.

TARGET	BUYER	TRANSACTION
geebo DEVICE REPAIR	dr. phone fix	Dr. Phone Fix acquires Geebo in Nov. 2025 (6 operating stores + 5 additional leases)
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 / insurance acquisitions signal exit multiples expansion

LEADERSHIP

Piyush Sawhney

CEO & Director. Over 16 years of experience in the wireless, mobile device repair, and consumer electronics industry. He has successfully completed three exits in the sector, including the acquisition of one of his companies by Mobile Klinik, now owned by Telus. Under his leadership, Dr. Phone Fix has grown into one of Canada's fastest-growing mobile device repair and certified pre-owned electronics platforms. He was a finalist for the Ernst & Young Entrepreneur of the Year Award (Prairies) in both 2023 and 2025, and a finalist for the Canadian SME Awards' "Top Immigrant Entrepreneur" in 2025 and Winner of Alberta Entrepreneur Award (2025)

Sunil Goel

President & Director. 15 years in telecom. Seasoned entrepreneur; co-founder of MobilFix repair chain, sold to Mobile Klinik in 2017.

Jason Vandenberg
Chief Financial Officer

Graham Barr
Independent Director

Jeff Lloyd
Independent Director

Anil Verma

VP Store Development & Director. 10 years in telecom. Experienced builder; launched and operated a Bell authorized dealership in Red Deer, AB.

Jay Baraniecki
Independent Board Chair

Frank Sur
Corporate Secretary & Independent Director

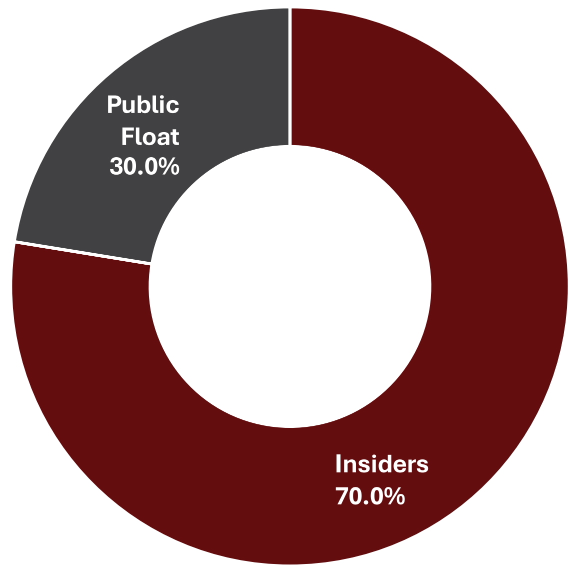
Robert Cole
Independent Director

CORPORATE INFORMATION

Capital Structure

Ticker	DPF (TSXV)
Common Shares	182,467,753
Insider Shares	125,031,911
Market Cap (July 10, 2026)	CAD $24.6M
Warrants	25,964,062
Options	8,992,125

Shareholder Base



>$12M
Raised to date

>$6M
Insider participation

Strong insider ownership demonstrates significant management alignment with shareholder interests.

dr phone fix

PIYUSH SAWHNEY, CEO
piyush.sawhney@docphonefix.com

TSXV: DPF