

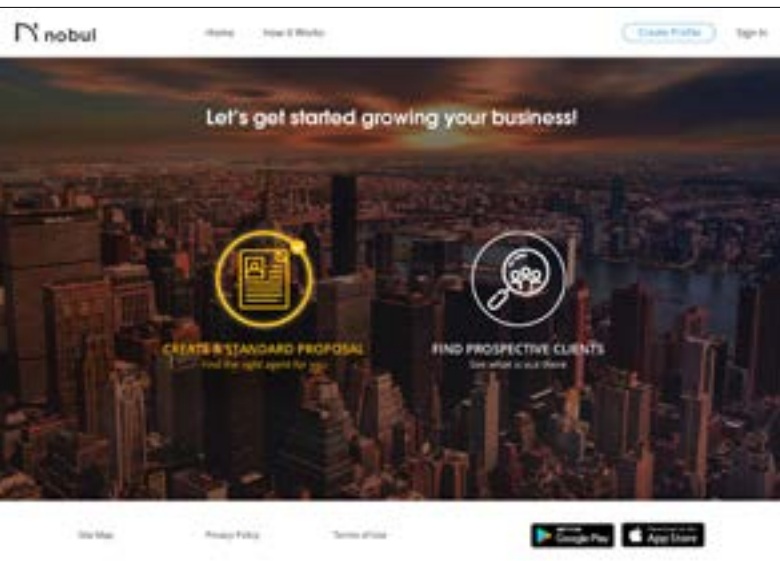


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nobul

MEDIA KIT

Why nobul is different.

The revolutionary real estate disruptor: built to last, and here to stay.



Open Digital Marketplace

For the past century consumers have had no easy, reliable way to find the right agent in a market where the successful agents tend to be the ones who are best at marketing themselves.

Nobul addresses this problem by providing home buyers and sellers with a suite of tools and information to help them find the right agent for them. Specifically, nobul pairs education and information as to how the real estate process actually works with an open digital marketplace where consumers can compare, and contrast agents based on the specific services and pricing that they are willing to provide.

Consumer-centric

A huge part of the problem in real estate is the information gap. Consumers don't completely understand how homes are bought and sold, let alone their range of options. As a marketplace working to pair consumers with the right and best agents possible for them, nobul dedicates a significant amount of time and resources to education, information and advocacy—specifically, tools and information that take the consumer, step-by-step, through the real estate journey so that they can make informed decisions at every point in the process.

Nobul does not try and dictate how agents should behave nor assume what consumers want. Rather, nobul enables consumers and agents to pair up in the way that works best for them, individually, one-by-one.

All Agents are Welcome

Nobul gives consumers a marketplace of agents from all brokerages (licensed agents active within regions available on the platform). Because nobul does not employ real estate agents, our business model is not only scalable, but functional in most countries across the world.

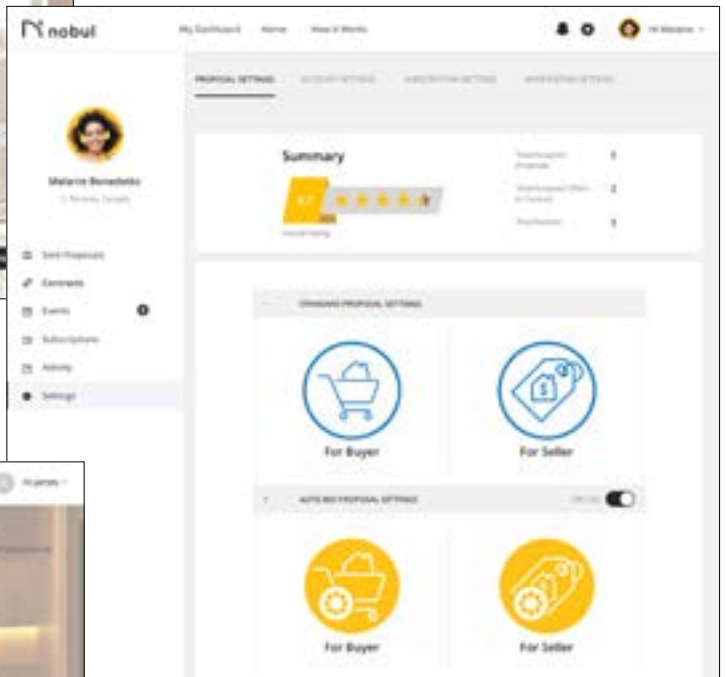
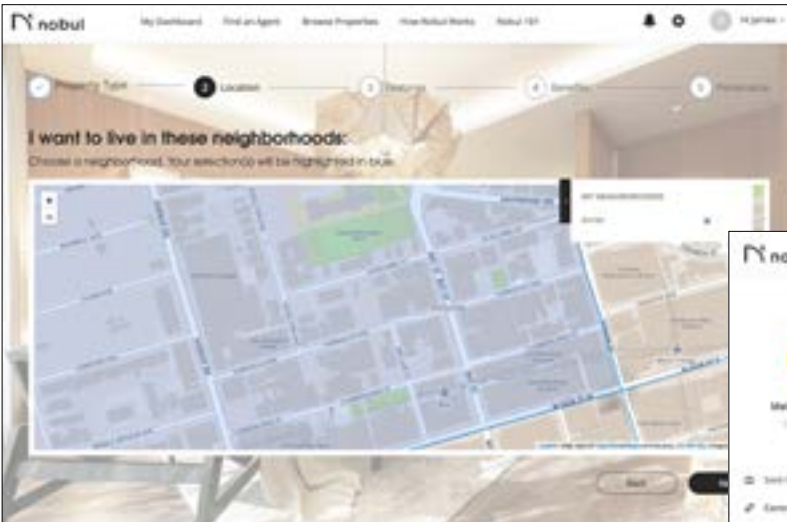


What is nobul?

Real estate's first open digital marketplace.

Real estate has operated the same way for the last century: it's time for disruption. It's time for the industry to embrace digital technology and join the twenty-first century — and nobul delivers!

Nobul truly is the world's **only** open digital marketplace connecting home buyers and sellers to the right real estate agent for them. Available via the web and downloadable as an app, nobul's revolutionary platform introduces transparency, choice, accountability, and simplicity to the real estate industry by enabling consumers to choose the agent who presents the combination of services, pricing, reputation, and fit that is best-suited to them personally.



Turning the traditional real estate industry on its head.

Nobul Corporation Launches Next Generation Online Real Estate Platform.

After months of hard work and dedication from our exceptional team, nobul is proud to announce the arrival of version 2.0.

This latest release will dramatically improve the user experience for home buyers, sellers, and agents. From the beginning of their real estate journey, consumers will seamlessly navigate each page of the website, submitting a buying or selling posting in order to connect with the agent best suited for their needs; agents, in turn, will experience an updated interface that allows them to easily submit buying or selling proposals in an effort to secure new clients. We've also added some exciting new features, integrated blockchain capability and built a comprehensive educational portal designed to answer all of your real estate queries.

[Read more »](#)

Nobul Corporation Expands Internationally Bringing Online Real Estate Platform to the U.S.

Nobul has officially received a license in Florida. What does this mean? In just a few short weeks, home buyers and sellers in Florida will be able to access nobul's online marketplace on the web or through their mobile devices. This is the first step into the U.S. market and nobul has no intention of stopping, with imminent expansion plans across all 50 U.S. states. [Read more »](#)

Nobul Corporation Announces Growth Round of Funding Led by BMO Capital Markets and GMP Securites L.P.

Nobul is pleased to share that it has engaged BMO Capital Markets and GMP Securities L.P. for a growth round of private funding. With this infusion of security and trust, nobul will continue to bolster product development and marketing efforts company-wide, not to mention tailor its focus on user experience, blockchain capabilities and predictive analytics, all while maintaining imminent plans to penetrate the international market. [Read more »](#)

In Other News

Will Publishing Sold Data Open the Door to Real Estate Disrupters? [Read more »](#)

Nobul Corporation Opens Development Office in India. [Read more »](#)

Nobul Corporation Announces New Board of Directors. [Read more »](#)

Revolutionary Real Estate Tech Brand Launches in Toronto. [Read more »](#)

Nobul Sets Out to Change the Way We Buy and Sell Real Estate. [Read more »](#)



The Executive Team

Highly accomplished, and ready to change the face of real estate.

Regan McGee

Chairman, Chief Executive Officer

Regan McGee is the Chairman and Chief Executive Officer of nobul, the advanced technology brand designed to more efficiently manage transaction services in real estate. Nobul believes that there is a massive opportunity to improve the traditional buying and selling experience for both consumers and industry professionals, and that a confluence of technological innovations makes it the perfect time to disrupt the status quo.

Prior to building nobul, McGee served as President of McGee Capital for ten years, sourcing and structuring global real estate investment opportunities for clients. In order to facilitate business, McGee obtained his real estate license and structured large-scale investment and development transactions at Sotheby's International Real Estate Canada at Dundee Corporation, and Royal LePage, Johnston and Daniel Division at Brookfield Asset Management.

McGee is a member of the Ontario Real Estate Association and Business Broker of Record.

Michel Valentik

President

Former: Head of Marketing Strategy and Product Development, Capital One

John Poole

Senior Vice President of Real Estate & Broker of Record

Former: Head of Operations, Sotheby's International Real Estate

Donald Page

Chief Financial Officer

Former: Chief Financial Officer of multiple companies that went from start-up to multi-billion-dollar market caps

Chris Mero

Chief Technology Officer

Former: Chief Architect & Executive Architect, IBM



Guided by the strongest minds in business today.

Michael Bequette

Michael Bequette is the Founder, President and CEO of Mortgage Alliance, which processes over ten billion dollars in mortgage volume annually. He previously served as Vice President of Operations at Coldwell Banker, establishing Coldwell Banker University in Canada to deliver sales and management education to thousands annually. Mr. Bequette is a former Chairman of the Canadian Association of Accredited Mortgage Professionals and was a driving force behind the creation of the Accredited Mortgage Professional designation. He was elected to the Canadian Mortgage Hall of Fame in 2011 for his achievements and contributions to the success of the Canadian Mortgage industry.

Barbara Dirks

Barbara Dirks is the head of Silicon Valley Bank (SVB) in Canada, leading and providing strategic oversight for all of SVB's activities in Canada, including the company's expansion efforts, business development and operations. She previously served in roles at the Royal Bank of Canada where she was Senior Vice President of Network and Advisor Strategy in personal and commercial banking, and the Bank of Montreal, where she was COO of the North American commercial banking group. Ms. Dirks also serves on the Board of Governors for the Royal Military College of Canada.

Tim Stanley

Tim Stanley is Senior Vice President, Sales and Country Manager of BackOffice Associates. Previously, he was a Corporate Director on the Boards of technology firms Versapay and Symbility Solutions and was the President and Founder of Broadstreet Data Solutions acquired by NexJ Systems in 2012. Mr. Stanley also sits on the Advisory Board of Plyzer Technologies.

Blake Goldring

Blake Goldring is the Chairman and CEO of AGF Management Limited, a leading global asset management firm, where he has developed and has overseen their strategic direction for over 20 years. He sits on the boards of Smith and Williamson, a major UK wealth management firm, Alignvest and Longwoods International. Mr. Goldring is the Founder and Chairman of Canada Company, a charitable organization created to bridge business and community leaders with Canada's military and is the former Honorary Colonel for the Canadian Army. He serves as Chair of Sunnybrook Health Sciences Centre, Director of the Canadian Film Centre and Director of the C.D. Howe Institute.

Lawrence Krimker

Lawrence Krimker is the Founder and CEO of the Simply Group, a consortium of companies that delivers energy efficient home solutions to over 100,000 customers across Canada. He also founded and serves as CEO for Crown Crest Capital, SimplyLED Lighting Solutions and Simply Green Home Services Inc. He is an avid supporter of both the Covenant House and CAMH, and is the recipient of the Top 20 Best Places to Work in Canada from 2015-2017.

Rebecca Levy

Rebecca Levy has more than 15 years of experience with mortgages and private lending in both the residential and commercial spheres. Ms. Levy earned her real estate license in 2011 and is currently licensed as a Real Estate Broker and has acquired a vast range of expertise ranging from land assemblies and building lots to condominiums and single family residential homes. Prior to trading real estate full time, Ms. Levy spent 9 years in marketing and communications, planning large scale product launches and heavily attended events.



Taking it personal. Making it simple.



Buyers

Looking to buy your next dream home?

Simply create your own personalized nobul account and immediately begin browsing existing properties on the market. Or, tailor your individual search by adding important details—like your budget and your must-have features.

In no time, interested agents will begin to reach out with exciting offers describing what they would do for you. You can review as many proposals as you want—even meet the agents, and review their feedback, before committing to anything!

Once you've selected your favourite candidate, you are ready to make it official! Get your agent searching for your dream home right away!



Sellers

Thinking about selling your home?

Create your own personalized nobul account and begin by entering some simple information. Where do you currently live? What kind of property do you have? How much are you hoping to sell for?

Interested agents will begin submitting attractive proposals describing how they would work with you. Review as many proposals as you want—even meet the agents, and review their feedback, before committing to anything!

Once you've selected your favourite candidate, you are ready to make it official! Get *your* agent working on selling your home—for the best price possible—right away!



Agents

Looking to grow your real estate business?

Once you've created a simple profile on *nobul.com*, you can immediately begin bidding on the opportunity to represent real, active clients who are looking to buy and sell in your area.

Simply tell prospective clients the incentives you are willing to offer them, and how much you will charge. Bid on only the opportunities that interest you.

Do a great job, and deliver on your promises, and watch your rating skyrocket.

Grow your business without investing hours, and significant money, in networking and self-promotion. Make a name for yourself using *nobul*.



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www.linkedin.com/company/nobul



Assets

Nobul brand asset library

- Logo's
- Lifestyle & Product Imagery



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www.nobul.com

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