



Corporate Presentation

March 2025



OTC: AMTFF



Confidential

Forward Looking Statements

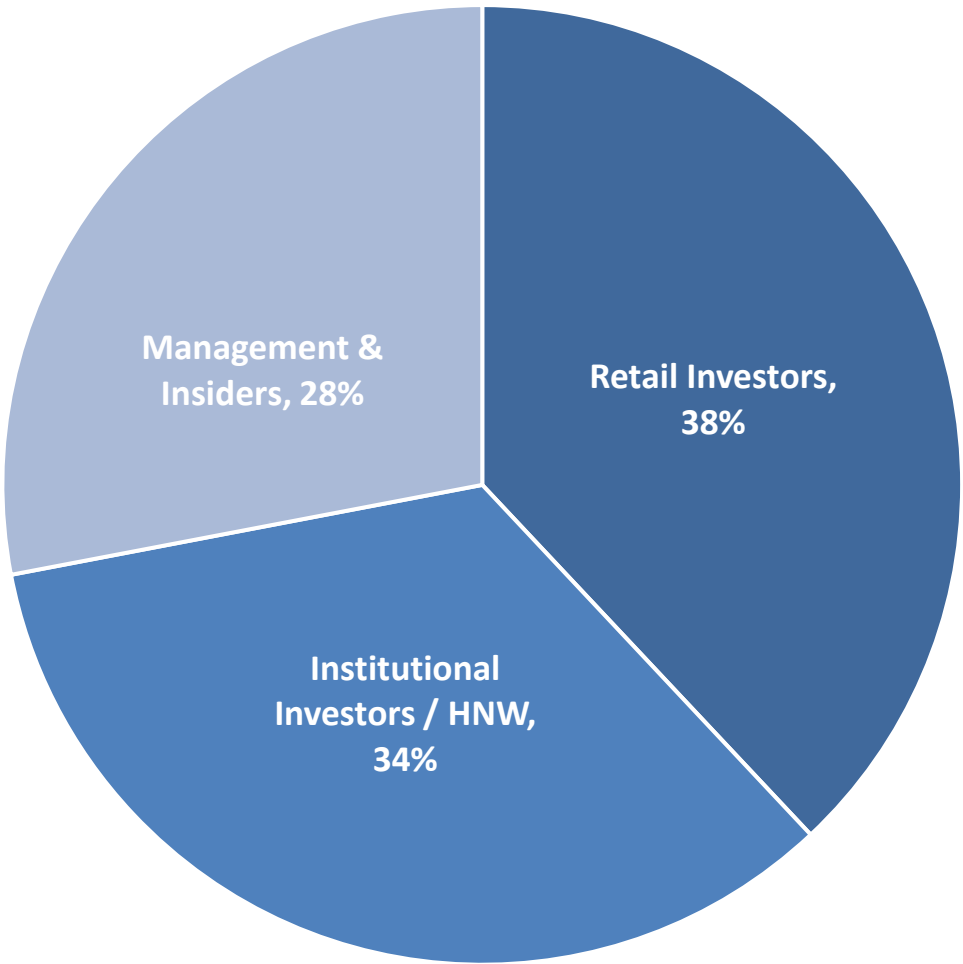
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Investor Snapshot

Stock Exchanges and Ticker Symbols	TSXV: AMT OTCQB: AMTFF
Management & Insider Ownership	28%
Average Daily Trading Volume (last 3 months)	651,700
Last Price	CAD \$0.065
Shares Issued and Outstanding	667.7M
Warrants (Mgmt, Insiders & Institutional - \$0.40 Exercise Price, July 2027 Expiry Date)	94.5M
Options	28.4M
Restricted Share Units	20.2M
Capital Structure – Fully Diluted	810.8M
Current Market Cap	CAD \$52.7M

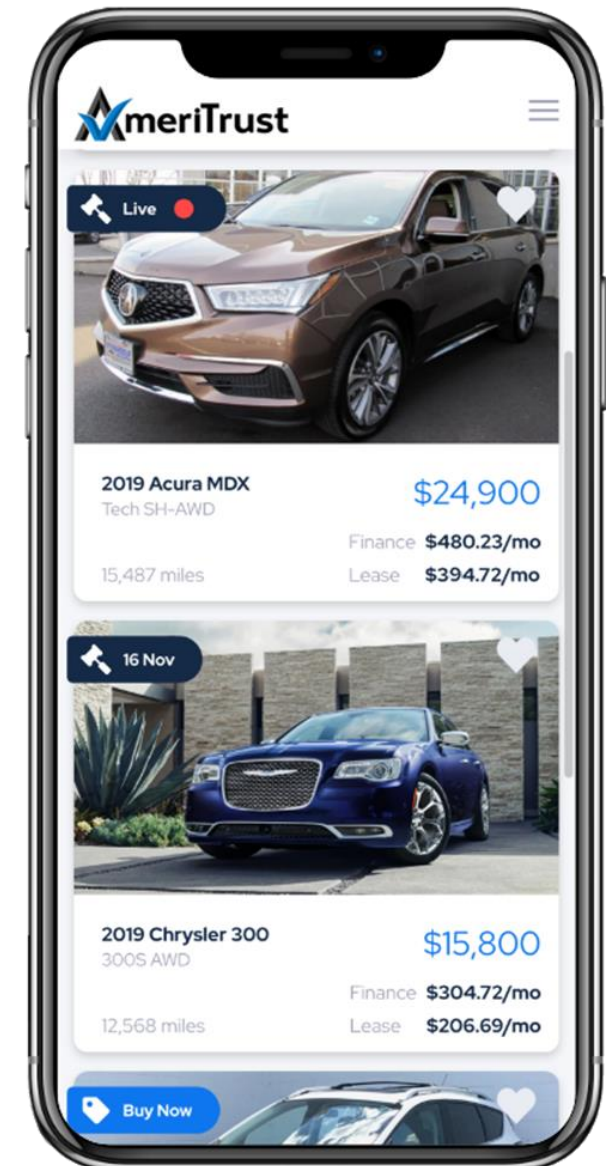
AmeriTrust Shareholders



As of March 5, 2025

Executive Summary

- **AmeriTrust Financial Technologies Inc.** (TSXV: AMT, OTCQB: AMTFF) is listed on the TSX Venture Exchange and is a finance technology and data company that utilizes proprietary technology to be an industry leader in Auto Finance, Servicing, and Remarketing. Its technology stack resulted in the Company becoming the National Lease Partner to Tesla in 2018.
- While the company provides diversity through multiple revenue stream's, the core business is offering a leasing alternative for used vehicles. This business model is unique in the US market and is driven through its proprietary technology.
- Currently licensed in 38 states in the US.
- Auto Leasing makes up 20% - 30% of the new vehicle market and is controlled by the manufacturers. Used vehicle leases make up less than 2% of the market and is limited primarily to "certified pre-owned" programs controlled by the OEM's (Ford, General Motors, Mercedes Benz).
- Traditionally, the only way for US consumers to participate in the used vehicle market has been through retail financing which requires high up-front costs, and steeper monthly payments.
- The Company's differentiated used vehicle leasing technology presents an economic option for US customers who have seen their vehicle affordability decrease in recent years amidst rising inflation and high interest rates.
- In addition to a current dealer group of more than 700 dealers (of more than 18,000 dealers in the US), AmeriTrust has recently signed new Letters of Intent (LOI) to become The National Lease Partner of two large groups with a unique business models.
- AmeriTrust's proprietary leasing solutions offer customers attractive opportunities with lower monthly payments, providing a dealer additional sales opportunities through new financing products and providing lending partners higher risk adjusted returns with better risk profiles for greater security and predictability.



Veteran Management Team

AmeriTrust's management team brings decades of experience in building and leading successful specialty finance companies.

Executives	Background
Jeff Morgan Chief Executive Officer	<ul style="list-style-type: none"> • Founder and CEO of AmeriTrust • Partner and GM of Vehicle Leasing Inc. • Brings more than 25 years of auto finance experience to MUSA
John Wimsatt Strategic Advisor	<ul style="list-style-type: none"> • Formerly CIO at ECN Capital Corp • Institutional Investor • 30 years experience in Specialty Finance with broad funding background
Euwye Chan Chief Accounting Officer	<ul style="list-style-type: none"> • Highly accomplished accounting and finance professional • MBA from Dallas Baptist University • Over 18 years of finance-related experience
Shibu Abraham Chief Financial Officer	<ul style="list-style-type: none"> • Publicly traded and private company expertise in the US and Canada • CA, CPA and ACA holder • 25+ years accounting and financial management experience
Richard Goldman VP Capital Markets	<ul style="list-style-type: none"> • Co-founder of AutoSoldNow, later acquired by PowerBand / AmeriTrust • 30+ years capital markets, public company experience • Former President, CFO of TSXV listed company
Blake Kirk Chief Operating Officer	<ul style="list-style-type: none"> • Auto finance executive with experience in customer service, collections & loss mitigation • GM Financial, Exeter Finance, Sierra Auto Finance & Express Capital Services • Brings more than 23 years of financial experience to AmeriTrust
Troy Hocker Chief Revenue Officer	<ul style="list-style-type: none"> • Auto finance executive with experience at the largest direct to consumer leasing company in the US • D&M Leasing • Brings more than 20 years of auto finance experience to AmeriTrust
Sean Severin Chief Information Officer	<ul style="list-style-type: none"> • Expertise in financial solutions, credit integration, and innovative product planning • Proven leader in technology transformation, operations strategy, and team culture building • Over 20 years of experience delivering impactful solutions through collaborative leadership
Xia Zhang Chief Technology Officer	<ul style="list-style-type: none"> • Specialty in web application development • Pivotal role in building AmeriTrust's loan origination system (LOS) • Brings more than 30 years of information technology experience

Why AmeriTrust

Proprietary technology-driven Dealer finance solution focused on new and used vehicle leasing.

Market Penetration

- Licensed in 38 states and growing.
- Onboarded 700+ Dealers.
- Signed LOIs with 2 National Brands.

Proprietary Dealer Solution

- Integrated with RouteOne and DealerTrack
- Dealer is notified in seconds if their customer is approved via automated decisioning technology.

Fast Funding

- Automated solution will provide same day funding within hours of receipt of completed contracts.

Lease vs Loan Advantage

- Lower monthly payments with less upfront costs.
- More profitable for Dealer Partners.
- Shorter terms means more retention opportunities.
- Higher lender yields.
- Better credit performance.
- Reduces risk of negative equity.

Deeper Portfolio Penetration

- Historic average FICO score of pool of 730+.
- Lease opportunities throughout the credit scale.

AmeriTrust Overview

Company Background

- Using proprietary technology, AmeriTrust has created an innovative automotive platform with a focus on an underserved market, Auto Leasing.
- AmeriTrust was originally founded by CEO Jeff Morgan as MUSA Auto Finance in Q2 2017. The Company developed a leading position in the prime market with an average lessee FICO score in excess of 700. The Company experienced significant growth and achieved superior portfolio performance due to several key dynamics:
 - Targeting creditworthy lessees with risk-based pricing.
 - Conservative data-driven approach for setting residuals utilizing third party data leader Automotive Lease Guide (“ALG”) projections.
 - Used car leasing remains ripe for deeper penetration due to limited competition.
 - Focused on building strong partnerships with a goal of being a full spectrum provider to our customers nation wide.
 - Dedication to Proprietary Technology to disrupt the auto lease financing market.

Technology and Capabilities

- AmeriTrust’s product offering streamlines leasing for consumers and dealers as well as incorporates first-of-its-kind technology to navigate the underwriting, funding, and delivery process, allowing AmeriTrust to complete the entire customer experience in minutes.



AmeriTrust’s portal automates the entire lease originations process.



AmeriTrust’s technology performs fraud checks, underwriting checks, and prepares for funding in minutes.



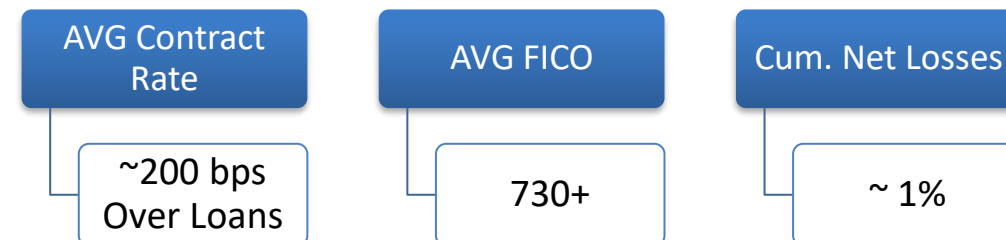
The Company’s cloud-based servicing platform (“AmeriTrust Serves”) efficiently tracks and monitors AmeriTrust’s portfolio.

Case Study: MUSA Auto Finance

MUSA specialized in new and used automotive leasing.

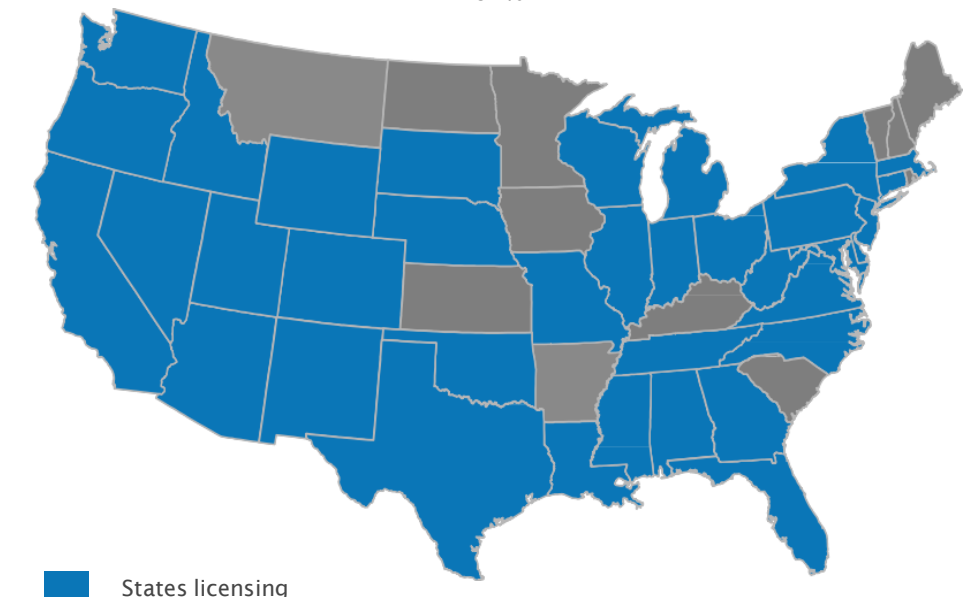
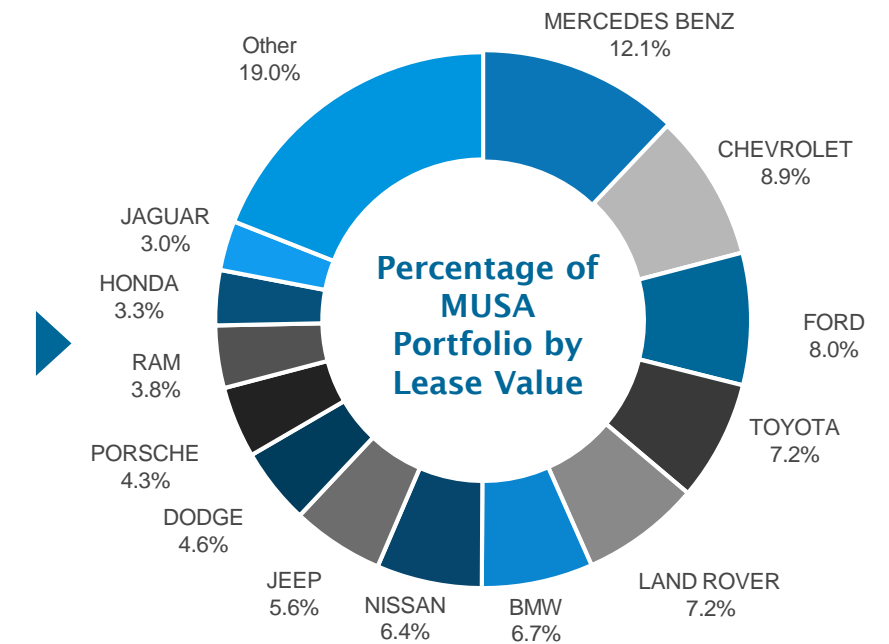
MUSA Auto Finance

- Predecessor company MUSA was founded by AmeriTrust CEO Jeff Morgan.
- The Company grew its automotive lease portfolio to more than USD \$200 million while Jeff Morgan was CEO by focusing on high-quality, credit worthy customers:



- MUSA's core competency in both new and used car leasing supported higher relative returns compared to competitors in the automotive finance space.
- Competitors lack used car leasing knowledge and technology, allowing the Company to benefit from limited competition.

Diversified portfolio excluding Tesla

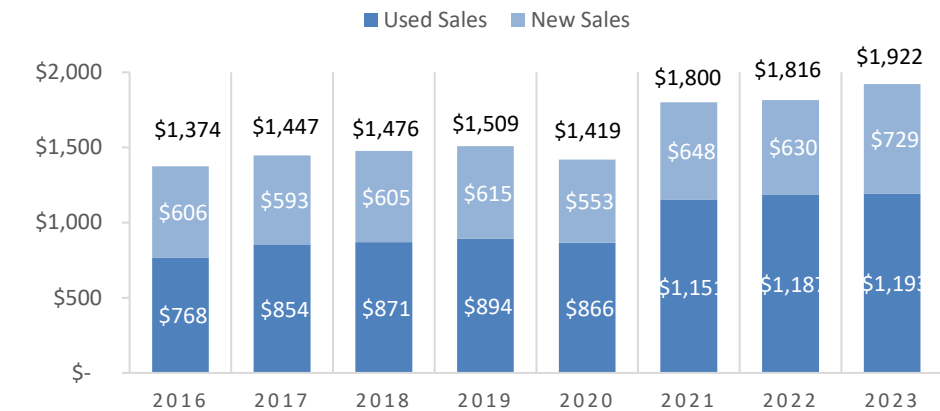


Growing Market Offers Growth Potential

A very large and growing market creates huge opportunity.

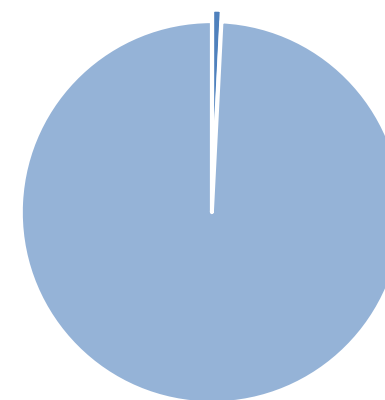
- In 2023, US auto sales reached ~\$2 Trillion, making it the country's largest retail market.
- Sales generally split ~60%/40% between used and new vehicles over time.
- Combined sales CAGR of ~6% since 2019 with used ~7.5% and new ~4.3%.
- According to Experian ~ 80% of new and 40% of used purchases utilize financing.
 - Auto financing market of ~\$1.1 trillion annually.
- Leasing typically represents between 20-30% of new sales but just ~2% of used sales, typically through captive certified preowned programs.
 - Leasing market currently represents a market of ~\$200 billion annually.
- Enormous opportunity exists in expanding used car leasing.
 - At just 10%-20% of current used sales the used car leasing market opportunity represents between \$100 - \$250 billion per year.

**US USED/NEW VEHICLE SALES
2016-2023 (\$ BILLIONS)**



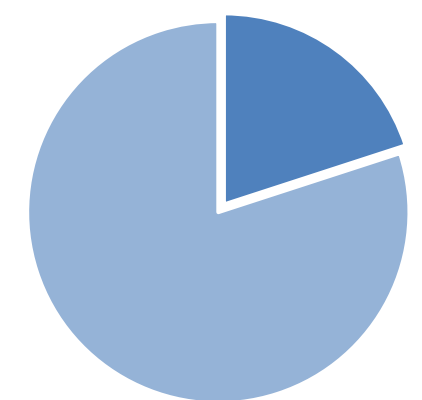
Source: Experian, NADA & Bureau of Transportation

**Current Used Vehicle
Leasing Market**



■ Current Leasing Opportunity ■ Sales

**Potential Used Vehicle
Leasing Opportunity**

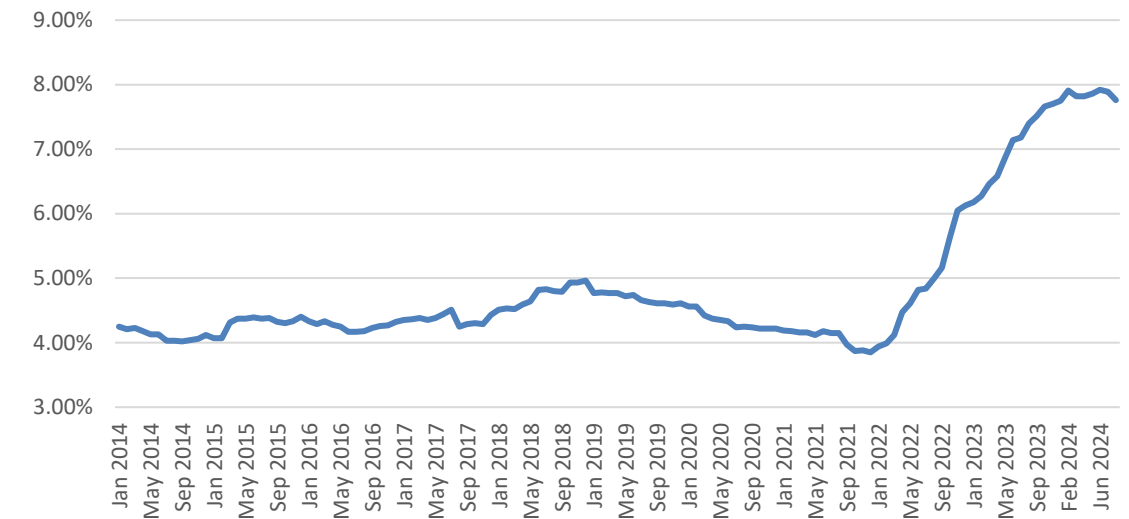


■ Potential Leasing Opportunity ■ Sales

Used Car Leasing is an Affordability Solution

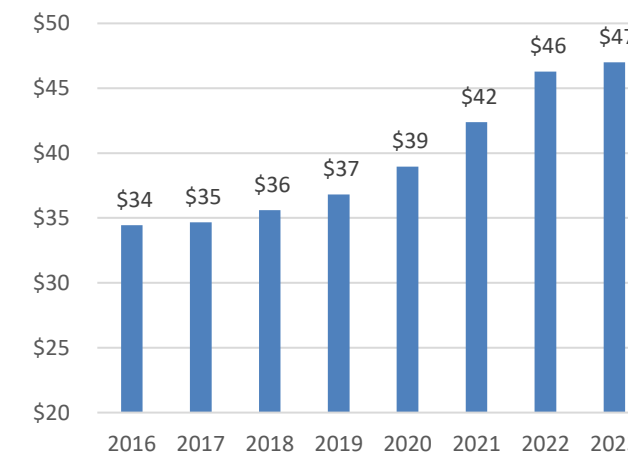
- Autos have become significantly less affordable through a combination of higher financing rates and increasing average prices.
- Financing rates have increased meaningfully as the Federal Reserve has responded to inflation by raising Fed Funds rates effectively doubling borrowing rates for prime consumers to ~8% currently.
- In addition, both new and used prices have increased with inflation as well as supply issues coming out of the COVID pandemic.
 - Since 2019 new and used prices have increased ~30% and 38%, respectively.
 - NADA expects prices to continue to grow ~6% per year through 2030 compared to CAGR since 2019 of 6% and 8% for new and used, respectively.
- Used car leasing reduces monthly payments to consumers by between \$100-\$200 on average, generally reduces downpayments, and customers do not experience significant depreciation associated with traditional auto ownership.

Average Auto Loan Rates - Prime

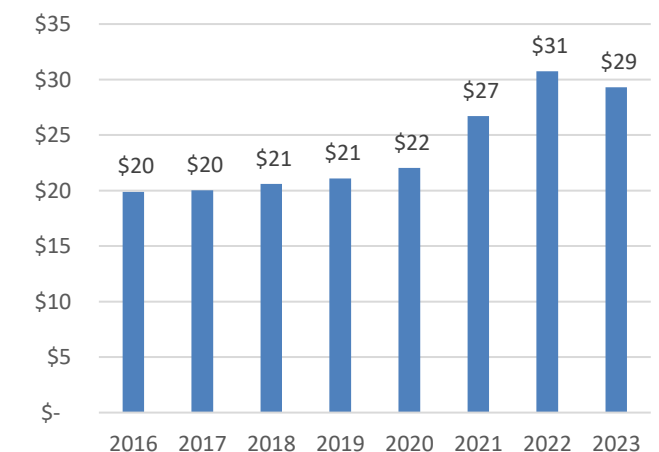


Source:Bankrate

Avg Price New
(\$ Thousands)












Avg Price Used
(\$ Thousands)



Source:NADA

Competitive Landscape

AmeriTrust's flexible automotive leasing platform allows the Company to analyze a broader spectrum of lessees compared to competitors.

Company	Technology	Used Car Lease Capabilities	Customer Experience	Value Chain Capture
				
Small Banks / CU	Lacking	Lacking	Lacking	N/A
CITI		Lacking	Lacking	N/A
U.S. Bank	Lacking	Some Certified Pre-Owned	Lacking	N/A
Ford Credit	N/A	Certified Pre-Owned	Lacking	
Mercedes Benz Financial	N/A	Certified Pre-Owned		



Technology – AmeriTrust possesses market leading leasing technology.



Used Car Lease Capabilities – Deep used car leasing expertise, led by automotive finance veterans.



Customer Experience – The Company's platform dramatically improves leasing efficiency for dealers and has received outstanding reviews from its customers.

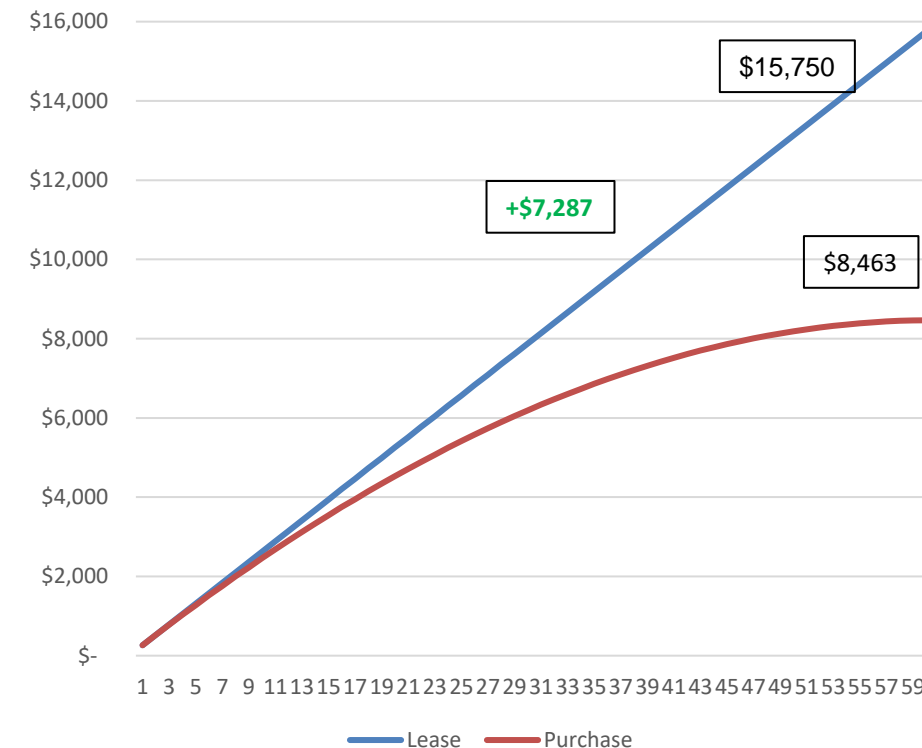


Value Chain Capture – The Company has the unique ability to capture additional components of the value chain through vehicle resale and vehicle protection products.

Leasing is Attractive to Consumers, Dealer & Lenders

- Consumers receive lower monthly payments resulting in more affordable options.
 - In this example, the lease monthly payment is USD \$178.55 less than the loan payment assuming the same purchase price and FICO.
- Dealers sell more cars through expanded financing programs with increased affordability.
 - There is substantial dealer demand for this program; AmeriTrust has 700+ current dealers with a robust pipeline.
- Lenders receive higher equivalent yields (leases are priced off a money factor) with similar risk resulting in higher risk adjusted returns.
 - On average lenders will receive between 150-300 basis points more yield on a prime lease vs a loan.
 - In this example, the Lender receives an incremental \$7,287 in interest over the term of the lease vs a loan.
 - Residual risk is mitigated through conservative up front residuals and lease structure, which is designed to create equity in the vehicle before lease expiration resulting in early buyouts, pay-offs and trade-ins.
 - Used cars have typically already gone through considerable early depreciation.
 - Residual insurance is also available.

Example 60 mo Lease Interest/Rent vs. 60 mo Purchase Loan Interest



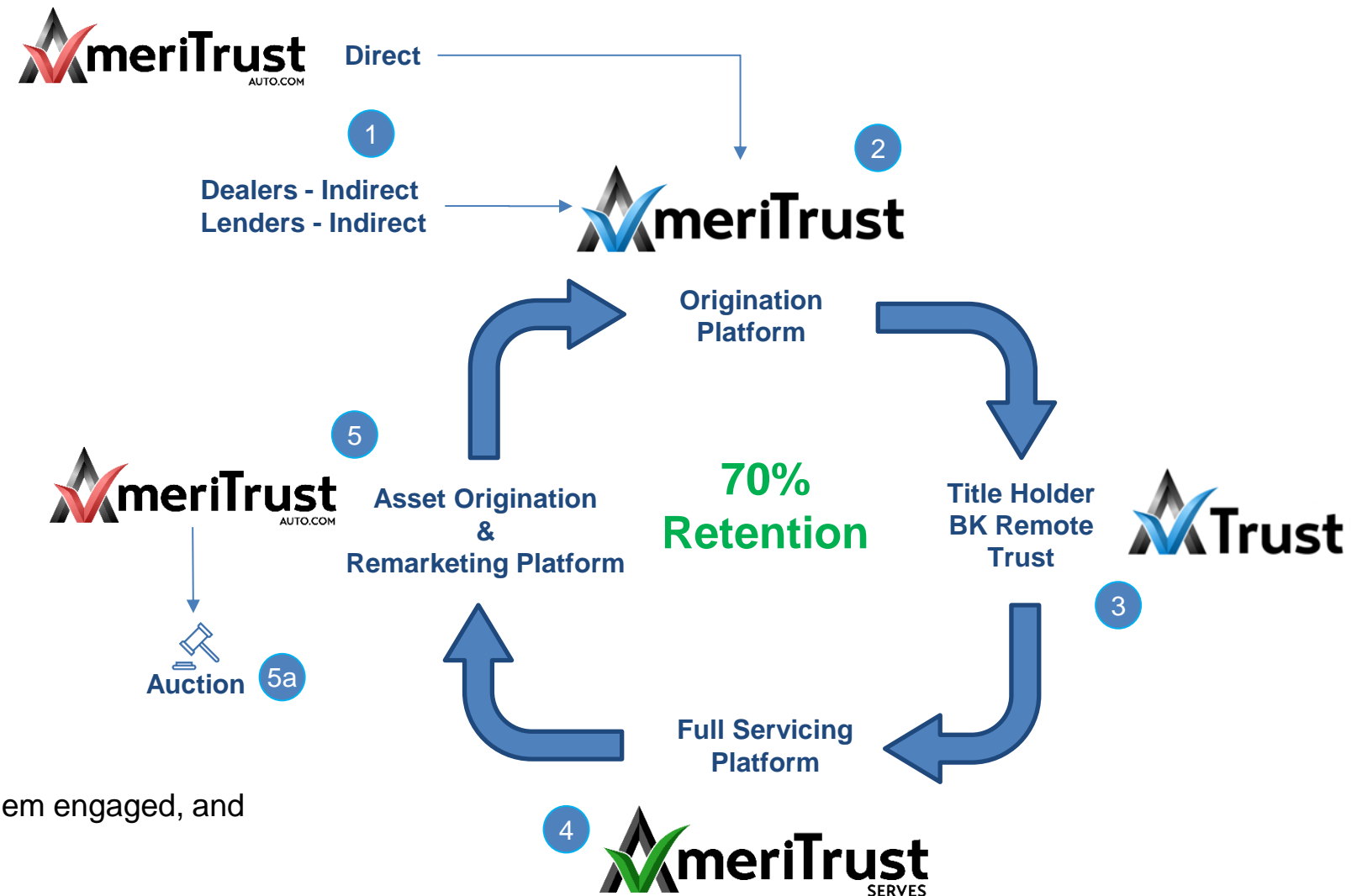
	Amount	FICO	Monthly Payment	Realized Rate ¹	Total Interest Received
Lease	\$45,000	740	\$712.50	~10%	\$15,750
Loan	\$45,000	740	\$891.05	7%	\$8,463

1. Lease Interest determined by money factor

Customer Retention Lifecycle

AmeriTrust's scalable model overview:

- 1 Dealers and Lenders submit customers to AmeriTrust.
- 2 AmeriTrust underwrites, approves, funds contract and retains servicing.
- 3 A-Trust (Bankruptcy remote) sells revenue to finance partners with servicing retained.
- 4 AmeriTrust Serves is a full servicing platform providing data and performance reporting.
- 5 AmeriTrust Auto is a remarketing platform focused on repossessions and lease returns offered at retail direct-to-consumer online versus traditional wholesale methods; 5a) Vehicles not sold through retail are liquidated wholesale at auction.



Unique Retention Tools

The Company is creating technology to better connect with lessees, keep them engaged, and generate more value.

Capability	Description
AmeriTrust Auto (Subsidiary)	'Virtual Dealership' whereby AmeriTrust re-sells / leases used vehicles that reach end-of-lease at a fraction of the cost of a traditional dealership
Automated Remarketing Intelligence (ARI)	A retention tool that directly interacts with the customer, gathers remarketing data, and enhances the customer experience
Warranty Products	A full suite of vehicle protection products offered through dealer partners

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