

INVESTMENT PROFILE

Recent Price: \$3.54	Shares Outstanding: 102.8M*	Fiscal Year End: December 31
52 Week Range: \$1.90 - \$3.63	Market Cap: \$331*	Net Cash: \$92.3M*

* as at June 30, 2010

Investment Summary - High margin business model with large revenue potential promises strong future earnings growth.

Business Overview - Elements of WiLAN's business that should be understood by investors include:

- WiLAN generates revenue from licensing technology intellectual property.
- Inventions in our portfolio are licensed by companies that manufacture or sell a wide range of products including 3G cellular phones, Wi-Fi-enabled laptops, Wi-Fi/DSL routers, WiMAX base stations, Bluetooth-enabled devices and digital television receivers.
- Over 230 companies, including Cisco, Nokia, Panasonic, Samsung, RIM, Sharp, Sony and Toshiba, have licensed WiLAN technologies.
- The amount paid by a licensee generally depends on the volume of products sold by the licensee and the royalty rate applicable to each product.
- Most license agreements call for the payment of quarterly running royalties which generate long-term recurring revenue. Agreement terms typically vary from 5 -10 yrs.
- WiLAN provides annual revenue, operating expense and pro forma earnings guidance.
- Revenue guidance considers revenue that is expected to be collected in the fiscal year from both signed agreements and agreements that are expected to be signed during the fiscal year.
- WiLAN will, from time-to-time, use litigation to pursue compensation from companies that profit from the use of our technologies but refuse to negotiate a reasonable license agreement.
- Investment in a given litigation, which typically spans several years, can generate a considerable return. However, as in all litigation there are risks. These risks are described in WiLAN's current Annual Information Form which is available at www.sedar.com.
- Cash generated by operations typically funds the required investment in litigation.
- WiLAN believes that maintaining a strong balance sheet, is desirable to fund technology acquisitions and as an insurance that WiLAN can defend its rights in court, if necessary.

Investment Highlights

Dividend paying growth stock: \$0.05 annual eligible dividend.

Solid business growth: Cash revenue increased from \$2.1M in FY06 to \$35.4M in FY09 (103% CAGR); Over 150 companies licensed since the beginning of FY07.

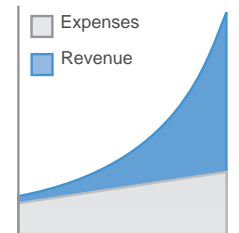
High margin business model: Low overhead business can enjoy high margins; Operations can generate significant cash flow.

Significant future revenue potential: Large markets to be licensed; 4 patent families have generated majority of revenues to date, over 30 families have recently been added to licensing program.

Valuable and growing patent portfolio: Over 850 issued and pending patents covering technologies in large markets, portfolio has grown more than 15X since the beginning of FY07.

Robust growth strategy: Examine portfolio to identify new licensing programs; Generate additional revenues through licensing partnerships; Acquire patent portfolios with existing revenue streams or portfolios capable of generating revenue in short-term; Broker non-strategic patent assets; Research and development supports development of future licensing programs.

High Margin Potential



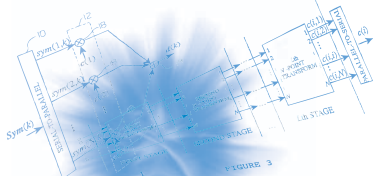
Market Opportunity

Market	Unlicensed
CDMA Handsets (US)	60%+
Wi-Fi Notebooks (NA)	90%+
Home Wi-Fi Routers (NA)	70%+
V-Chip (US)	60%+
WiMAX (Global)	80%+

Patent Portfolio

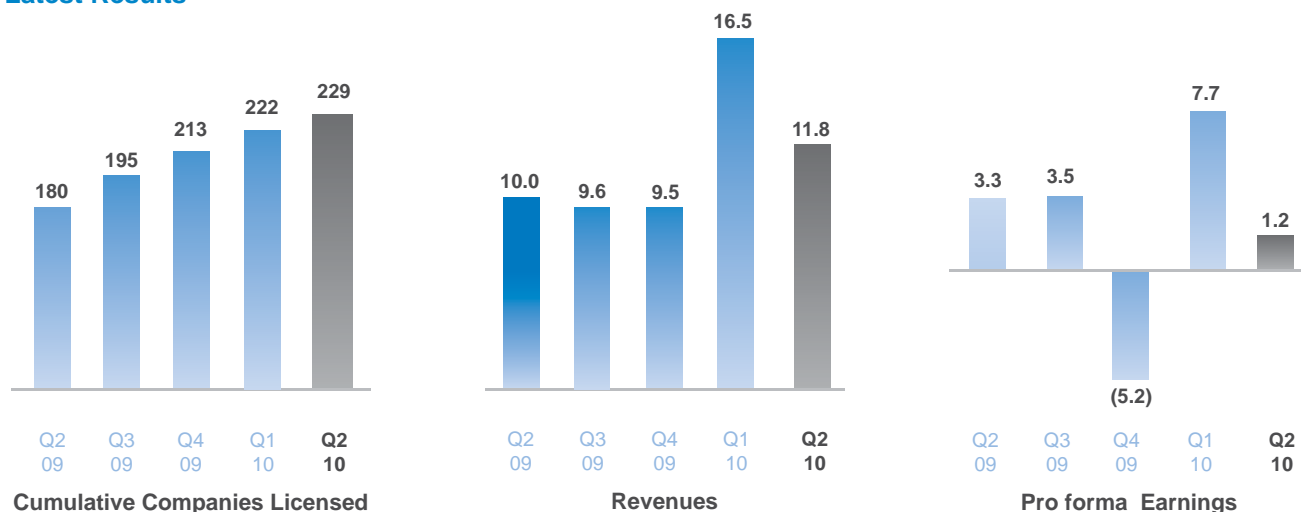
Issued and Pending Patents	
Wireless	480+
Wireline	155
V-Chip & other	185

All financial amounts on this page in Canadian dollars, unless otherwise specified.



INVESTMENT PROFILE

Latest Results



Recent Developments

August 4, 2010
WiLAN to Present at Canaccord Genuity 30th Annual Growth Conference

June 17, 2010
Sharp and WiLAN Enter Wireless License Agreement

June 4, 2010
WiLAN Announces New Independent Directors

Financial Highlights

	Q2 10	Q1 10	Q4 09 ²	Q3 09
Revenue	11.8	16.5	9.5	9.6
Pro forma earnings ¹	1.2	7.7	(5.2)	3.5
GAAP earnings	(5.9)	1.1	4.4 ³	(1.3)
Cash generated from/ (used in) operations	(3.0)	5.1	(5.3)	(5.9)
Net cash	92.3	97.0	94.8	102.1
Total assets	246	253	241	270
Shareholders equity	235	241	252	236

¹ Pro forma earnings represent earnings from continuing operations before stock-based compensation, unrealized gain or loss on foreign exchange contracts, depreciation & amortization and provision for income taxes.

² 5 month period ended December 31, 2009.

³ Includes one-time tax benefit of 19.6 due to corporate restructuring.

Certain statements in this presentation, other than statements of historical fact, may include forward-looking statements that involve various risks and uncertainties facing the Company that may cause actual results to differ from information presented. Such statements may contain such words as "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions, and may be based on management's current assumptions and expectations related to all aspects of the Company's business and the global economy. Certain specific risks and uncertainties facing the Company are described under the heading "Risk Factors" in WiLAN's current Annual Information Form and its other filings with Canadian securities regulators available online at www.sedar.com. Actual results and future events could differ materially from those anticipated. The information presented here is based on the estimates and opinions of management today and is expressly qualified by this notice. Except as required by applicable laws, the Company assumes no obligation to update forward-looking statements if circumstances or management's estimates or opinions change. You should not place undue reliance on any such statements. This investment profile does not constitute an offer to sell or a solicitation of an offer to buy any securities in the United States.

All financial amounts on this page in millions of Canadian dollars, unless otherwise specified.

For more information
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