Notice Regarding Forward Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements regarding Professional Diversity Network’s (“PDN” or the “Company”) expected future financial position, results of operations, cash flows, business strategy, budgets, projected costs, capital expenditures, products, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include the words such as “expects,” “reaffirms” “intends,” “anticipates,” “plans,” “believes,” “seeks,” “estimates,” “optimistic,” or variations of such words and similar expressions, are forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading “Risk Factors” in the Company’s preliminary prospectus and filings with the Securities and Exchange Commission (the “SEC”). Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. These risk factors are listed from time to time in PDN’s SEC filings, including but not limited to its Annual Report on Form 10-K filed on March 30, 2017. PDN does not assume any obligation to publicly update or revise any forward-looking statements for any reason.
WHO WE ARE

Professional Diversity Network is the nation’s leading, single-source diversity online recruitment company.

WHO IS PDN

- 8 affinity sites dedicated to connecting recruiters with diverse talent
- 30+ membership based diversity partners
- Approximately 500,000 monthly job seeker visits
- 19 national diversity career events
- Worked with 67% of Fortune 500’s diversity efforts

WHAT WE DO

- Increase diverse candidate flow
- Source and qualify interested candidates
- Lower cost per hire (CPH)
- Provide culturally relevant outreach and branding
STRATEGIC PARTNERSHIPS

Over 30 Diversity Organizations, Not-for-Profit and Media Partners

[Logos of various organizations including NAACP, NNAHN, HireVeterans, Ebony, JOFDAY, etc.]
PDN REGISTERED USER GROWTH

CONSISTENT GROWTH = PLATFORM ADOPTION

Registered Users Across PDN Network

- 2008: 97
- 2009: 315
- 2010: 1,007
- 2011: 1,742
- 2012: 2,301
- 2013: 2,646
- 2014: 3,487
- 2015: 7,486
- 2016: 9,201

1. Year ending December 31st of each year
2. Does not include NAPW membership
3. Partner membership included beginning 2013
PDN WOMEN’S NETWORKING
The International Association of Women (IAW) is a global in-person and online professional networking organization that provides nearly one million women the forum, education, and services to thrive in an interconnected world.

Founded in Chicago in 2017, IAW is a division of Professional Diversity Network, Inc. (NASDAQ: IPDN), a global network that provides diverse professionals worldwide with access to networking and employment opportunities.
MARKET OPPORTUNITY

• WOMEN AT WORK
  The Number Of Working Women In The US has Doubled Since 1970 from 32MM to 73MM

• WORKFORCE INCREASE
  47% Workforce are Women

• FROM 2010 TO 2020
  The number of Women in the Civilian Labor Force is projected to increase by: 7.4% or 5.3mm
MARKET OPPORTUNITY

• US CONSUMER SPENDING

Women control 80% in the US

“One huge, affluent segment wields more spending clout than any other: Baby-Boomer Women. With successful careers, investments made during the “Boom” years, and inheritances from parents or husbands, they are more financially empowered than any previous Generation Of Women”

—Mary Brown, Carol Orsborn, Ph.D., Marketing To The Ultimate Power Consumer—the Baby-Boomer Woman
INTERNATIONAL ASSOCIATION OF WOMEN

45% ARE MANAGERS OR EXECUTIVES

75% ARE HOMEOWNERS

90% ATTENDED COLLEGE or UNIVERSITY

60% EARN $75K - $150K PER YEAR

60% BETWEEN THE AGES OF 31 - 55

40% ARE BUSINESS OWNERS
IN REVIEW

20,000 NEW MEMBERS
20,000 RENEWED MEMBERS
WITH OVER 217 LOCAL CHAPTERS

23 IAW eChapter*
23,015 OPT-IN MEMBERS
*January - December 2016 15 new discussions, 8 renews

1,400 LOCAL CHAPTER EVENTS

11 POWER NETWORKING EVENTS
1,380 ATTENDEES

MEDIA APPEARANCES
92 million TOTAL AUDIENCE
20 TELEVISION appearances reaching 6.839,000 viewers
23 PRINT placements reaching 82,870,000 readers
14 RADIO interviews reaching 1,995,000 listeners

176 DISCUSSIONS
23 POLLS & SURVEYS
12,081 RESPONSES
88 PANELISTS

SOSIAL MEDIA
74%* OVERALL GROWTH

Star Jones and IAW Total Followers

176 PUBLISHED BLOGS
54 STAR’S CORNER
17 PRESIDENT SPOTLIGHTS
17 FEATURE STORIES
16 MEMBER SPOTLIGHTS

IPDN PROFESSIONAL DIVERSITY NETWORK, INC.
PDN Employer Solutions Expand Subscription Based Service

- Expansion Of Licenses Deployed
- Grow Services Within Existing Licenses
- Increase Recruiter License Awareness
- Offering New Pay Per Applicant Service: HourlyHires.com

PDN Career Consultations Expand Capacity to capitalize on Market Opportunities

- Accelerate New Job Seeker Consultations
- Leverage Scale To Increase Profitability

IAW

Drive Retention

- Member Engagement Initiatives (Gamification), Optimize Product Offerings Based on Market Research, Targeted Networking Events, Partnerships

Build Data Driven Engagement “Ecosystem”

- Seamless Digital and F2F Engagement and Interaction, Robust Content, Leveled Learning
CHINA OPERATIONS
2017 INITIATIVES

• Professional Networking Expansion in China (IAW)
• Education and Training in China and USA
• International Education for Chinese Students (AETSI)
Shanghai is the undisputed largest and wealthiest city in China. With a name synonymous with world trade, Shanghai has the largest and busiest port in terms of containers and cargo tonnage, a grand business district, two large airports, the world's fastest train and a network of elevated highways.

**Location:** The Yangtze Delta, Central East China

**Urban population:** 22 million

**GDP per capita:** $14k

Beijing is China's capital. It is a political, educational, and cultural center, with light industries (science, technology and research) dominating over mass manufacturing. Beijing has the world's largest airport.

**Location:** The Yangtze Delta, Central East China

**Urban population:** 22 million

**GDP per capita:** $14k

Guangzhou (Canton) is a mighty manufacturing base, drawing millions from the countryside to work in its factories. Vast quantities of clothing, electronics, plastic goods, and toys are shipped from Guangzhou all over the world.

**Location:** The Pearl River Delta, Southeast China

**Urban population:** 11 million

**GDP per capita:** $19k

Shenzhen is located in between Guangzhou and Hong Kong. Shenzhen has China’s second tallest building. It is a huge manufacturing center that sprung up overnight. Feeding off the success of its neighbors, it is ranked fourth in China for industrial output.

**Location:** The Pearl River Delta, Southeast China

**Urban population:** 10 million

**GDP per capita:** $22k
<table>
<thead>
<tr>
<th>Stock Type</th>
<th>Shares outstanding</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>3,936,399</td>
<td>88.9%</td>
</tr>
<tr>
<td>Stock options*</td>
<td>304,064</td>
<td>6.9%</td>
</tr>
<tr>
<td>Warrants to purchase common stock**</td>
<td>170,314</td>
<td>3.8%</td>
</tr>
<tr>
<td>Restricted stock units</td>
<td>15,544</td>
<td>0.4%</td>
</tr>
<tr>
<td>Unvested restricted stock</td>
<td>2,778</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Fully Diluted Shares Outstanding</strong></td>
<td>4,429,099</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*Weighted average exercise price $10.61.
**Weighted average exercise price of $32.44 per share.

Data As of June 30, 2017
<table>
<thead>
<tr>
<th>Component</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$4,951,849</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>3,176,092</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>8,127,941</strong></td>
</tr>
<tr>
<td>Non-current Assets</td>
<td>19,397,927</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$27,525,868</strong></td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>$7,800,899</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>2,717,988</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>10,518,887</strong></td>
</tr>
<tr>
<td>Total stockholders' equity</td>
<td>17,006,981</td>
</tr>
<tr>
<td><strong>Total liabilities and stockholders’ equity</strong></td>
<td><strong>$27,525,868</strong></td>
</tr>
</tbody>
</table>
FOR FURTHER INFORMATION

Investor Relations
investor@prodivnet.com