SAFE HARBOR STATEMENT

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 (“IPDN” 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 IPDN’s SEC filings, including but not limited to its most recently filed Form 10-K and Form 10-Q. IPDN does not assume any obligation to publicly update or revise any forward-looking statements for any reason.
Professional Diversity Network, Inc. (NASDAQ: IPDN) is a global developer and operator of online and in-person networks that provides access to networking, training, educational and employment opportunities for diverse professionals. We operate subsidiaries in the United States and China including International Association of Women (IAW), which is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions. Through an online platform and our relationship recruitment affinity groups, we provide our employer clients a means to identify and acquire diverse talent and assist them with their efforts to comply with the Equal Employment Opportunity Office of Federal Contract Compliance Program. Our mission is to utilize the collective strength of our affiliate companies, members, partners and unique proprietary platform to be the standard in business diversity recruiting, networking and professional development for women, minorities, veterans, LGBT and disabled persons globally.
OPERATION LOCATIONS

Minnetonka, MN
Chicago, Illinois
Headquarters

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

WHO WE ARE
- 8 affinity sites dedicated to connecting recruiters with diverse talent
- 30+ membership based diversity partners
- 500K 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
PDN SERVICES

ENTERPRISE
Macro Solution
Increase your candidate flow while enhancing your Diversity brand in an automated manner.

PDN RECRUITS
Micro Solution
Hyper targeted and screened candidates for 1-15 jobs at a time for 30 day periods.

HOURLY HIRES
Hourly candidates
Find interested & hourly entry level candidates, quick & easy!

COMPLIANCE
OFCCP
Companies seeking to comply with the OFCCP and EEO regulations.

EVENTS
Career Fair
Meet face-to-face with diverse candidates at our Local, National and Virtual Career Fairs.

DIVERSITY
Placement
Pay per Hire solution for Senior Level Talent.

PDN V.I.P (New)
Virtual Interview Program
Attract and interview interested candidates while working remotely.
2020 NEW OFFERING
PDN's Virtual Interview Program (V.I.P.)

VIP INTRODUCTION

PDN's Virtual Interview Program is a service that provides you with set interviews for your specific open roles by attracting, screening, scheduling, and confirming interview appointments with desired candidates.

The Virtual Interview Program will schedule candidates for interviews based on your desired days and times. We can easily integrate your personal conference line/videoconference information to conduct the interviews.

PROGRAM OVERVIEW

• We advertise your selected job openings
• We utilize our media to distribute your jobs and attract candidates
• We drive interested candidates to custom landing pages
• We screen interested candidates to ensure basic qualifications
• Resume submission is requested
• Schedule Phone/Video interviews for qualified candidates
• Utilized centralized calendar for interview set up
• Conduct follow ups prior to interview to confirm appointments
PDN 2020 EVENT STATS

- 55% African American
- 15% Caucasian
- 14% Hispanic
- 4% Other
- 1% American Indian
- 1% Arab
- 10% Asian

49% 4-year degree
26% Master’s
22% 2-year degree
3% PhD

Source: 2018-2019 PDN Event Demographics
STRATEGIC PARTNERSHIPS

Over 25 Diversity Organizations, Not-for-Profit and Media Partners

NAACP  BDPA  Greek Diversity Council  WITI  National Urban League  jofdav
Veterans Exchange  TECHLATINO  disabledperson  EBONY
COMMWEALTH COMPACT  HIRE VETERANS  thegrio  International Association of WOMEN  DISABILITY SOLUTIONS
GROWING ETHNIC DIVERSITY
OF U.S. POPULATION AND LABOR FORCE

**2014**

- African-American: 68.3%
- Hispanic-American: 17.4%
- Asian-American: 14.3%
- Other: 6.3%

**2060**

- African-American: 41.8%
- Hispanic-American: 28.6%
- Asian-American: 17.9%
- Other: 11.7%

Source: U.S. Census Bureau

Projections of the Size and Composition of the U.S. Population: 2014 to 2060
PDN REGISTERED USER GROWTH

CONSISTENT GROWTH = PLATFORM ADOPTION

1. Year ending December 31st of each year
2. Does not include NAPW membership
3. Partner membership included beginning 2013

Registered Users Across PDN Network

1. Year ending December 31st of each year
2. Does not include NAPW membership
3. Partner membership included beginning 2013
ABOUT IAW

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
74,432,000 women in the civilian labor force.

• WORKFORCE INCREASE
56.8% Workforce are Women

• WOMEN BUSINESSES
Close to 10 million
Accounting for $1.4 trillion in receipt

• US CONSUMER SPENDING
74.9% identify themselves as the primary shoppers for their households.

Sources: U.S. Department of Labor Bureau Of Labor Statistics
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
INTERNATIONAL ASSOCIATION OF WOMEN

Online Networking

In-Person Networking

Professional Development Tools

Career Resources

Promotional tools and News

Exclusive Member Discounts
1M IAW TOTAL AUDIENCE

18,646 REGISTRATIONS

VIRTUAL EVENTS
44

LOCAL CHAPTER EVENTS
400

LOCAL CHAPTERS
40

MEMBERSHIP RENEWAL RATE
48% 40% 37%
2020 YTD 2019 2018

1 Million PAGE VIEWS

331K SOCIAL MEDIA REACH

251,666 FOLLOWERS
15,500 FOLLOWERS
57,187 FOLLOWERS
5,767 FOLLOWERS

2019 - 2020
IPDN US EXPANSION PLAN

PDN Employer Solutions

Expand Subscription Based Service
  Grow Services Within Existing Awareness
  Offering New Pay Per Applicant Service: HourlyHires.com
Overhaul and Modernize All Web Properties
Drive and Grow Organic Traffic
Launch Marketing and Branding Initiatives to Support Sale.
Onboarding Additional Human Capital Resources

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
ANNUAL INTERNATIONAL CAPITAL LEADERSHIP SUMMIT

December 2-3, 2017, Beijing, China

Keynote – Bruce Aust
Vice Chairman of Nasdaq and President of Nasdaq Center

5,000 Paid Participants

December 1, 2018, Beijing, China

Keynote - Michael Woods, former CEO and COO of Rothschild & Co. Asset Management U.S.

Partners

IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.
SHARED ECONOMY EVENT SERIES

March 25, 2017
Dongguan, Guangdong

April 26, 2017
Chengdu, Sichuan

April 27, 2017
Changzhou, Jiangsu

April 29, 2017
Hangzhou, Zhejiang
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<th>STOCK INFORMATION TABLE</th>
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<td>Professional Diversity Network, Inc. (NASDAQ: IPDN)</td>
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<td>52 Week Range</td>
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<td>Shares Outstanding</td>
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Data as of June 30, 2020
MANAGEMENT TEAM

Adam He
Chief Executive Officer

Charles O’ Brien
Interim Chief Financial Officer

Chad Hoersten
Chief Technology Officer

Joseph Bzdyl
Executive Vice President of Operations
FOR FURTHER INFORMATION

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