Advertising is on Precipice of a Change that will Impact the Entire Value Chain

Disruptive Technology Designed for the Change

Headquartered in San Jose and Little Rock

Beats Current Technologies on Average by 50%

Rich Howe
Richard.Howe@inuvo.com
Inuvo CEO, Engineer, Acxiom strategist, built, acquired, and sold numerous technology businesses.

Wally Ruiz
Inuvo CFO with multiple public & private company experiences across industries.

The Team
Growth in 2021 has been strong, we have ~ 90 people, 25 issued and pending patents, and a data science concentration.
Safe Harbor Statement / Non-Disclosure

This presentation includes or incorporates by reference statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause the Company’s actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements include, but are not limited to, information or assumptions about expenses, capital and other expenditures, financing plans, capital structure, cash flow, liquidity, management’s plans, goals and objectives for future operations and growth. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could cause actual performance or results to differ materially from those expressed in or suggested by forward-looking statements. These statements are based on the current expectations or beliefs of the Company’s management and are subject to various known and unknown risks that could cause actual results to differ materially from those described in the forward-looking statements, including, but not limited to, product demand, pricing, market acceptance, changing economic conditions, risks in product and technology development, the effect of the Company’s accounting policies, increasing competition, the Company’s ability to integrate companies and businesses acquired by it and certain other risk factors, including those that are set forth from time to time in the Company’s filings with the United States Securities and Exchange Commission, which may cause the actual results, performance and achievements of the Company to be materially different from any future results, performance and achievements implied by such forward-looking statements.

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**RAPID REVENUE GROWTH**

68% TTM year-over-year revenue growth through the first quarter of 2022. Q122 was up 75% YOY.

**DISRUPTIVE AI TECHNOLOGY**

The performance of $200 billion dollars of media spend is expected to be significantly impacted by the loss of 3rd party cookie data. The IntentKey is poised to take market share.

**PROVEN CLIENT PERFORMANCE**

We have a simple philosophy, everything we do has to work. Inuvo delivers unmatched campaign performance that has outperformed client branding and performance goals on average by 50% over the last 9 quarters.

**SCALABLE SOFTWARE & SERVICES**

Inuvo’s platforms offer the top line scalability of a services business model combined with the bottom-line margins associated with SaaS.

**STRONG BALANCE SHEET**

With over $8M cash, NWC ratio 1.7 and no debt, Inuvo plans to fund growth both organically and through accretive M&A.

**SOLID & GROWING IP PORTFOLIO**

Inuvo’s intellectual property is protected by 17 issued and 8 pending patents.

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Opportunity: $200B of $Media in Jeopardy

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Competitors use persistent identifiers (cookies, IP) that allow tracking & onboarding of consumer data.

Inuvo uses anonymous signals derived by Artificial Intelligence without persistence & consumer data.

Targeting WHY is more valuable than Targeting WHO

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Converting Audiences based on WHY
AI determines the reason WHY conversions are occurring

SIGNAL MATCH
- Pugs
- Snoring
- Pets
- Beds
- Headphones
- Noise
- Apnea
- Sleep Quality

Tens of millions invested to date in the AI platform:
17 issued patents

AI determines the reason WHY content is being consumed at this exact moment.

Place Advertising

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Organic Growth/Sales Strategy:
Industry agnostic approach targeting a wide array of sectors

IntentKey Generates Leads for IntentKey
AI Powered Media Service Sold Directly to Brands
AI Powered Media Service Empowers Creative Agencies
AI SaaS Platform sold to Media Agencies

Rapidly growing sales force and channel partners

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Future-Ready Performance for Clients

We have a simple philosophy, everything we do has to work. In 2021, client goals exceeded by 50%.

RESULT: HIGHER RETURN ON AD DOLLARS

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Inuvo’s Revenue by Quarter

TTM YOY growth rate of 68% – Q2 2022 YOY growth was 79%

Quarterly Revenue in Millions

Q2-2020: $7.6
Q3-2020: $9.2
Q4-2020: $12.9
Q1-2021: $10.6
Q2-2021: $12.6
Q3-2021: $16.8
Q4-2021: $19.7
Q1-2022: $18.6
Q2-2022: $22.6

$8M cash, no debt, a NWC ratio 1.7 with an unused $5M borrowing facility @ Q2-2022

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### Key Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ticker (NYSE American)</strong></td>
<td>INUV</td>
</tr>
<tr>
<td><strong>TTM Year-over-Year Growth Rate</strong></td>
<td>72%</td>
</tr>
<tr>
<td><strong>Share Price @ 8/1/22</strong></td>
<td>$0.46</td>
</tr>
<tr>
<td><strong>Common Shares Outstanding @ 5/6/22 – No warrants or preferred</strong></td>
<td>119.8M</td>
</tr>
<tr>
<td><strong>Market Capitalization @ 8/1/22</strong></td>
<td>$55M</td>
</tr>
<tr>
<td><strong>Cash, Cash Equivalents and Marketable Securities @ 6/30/22</strong></td>
<td>$8.4M</td>
</tr>
<tr>
<td><strong>Capital Availability On Demand Through Borrowing Facility</strong></td>
<td>$5.0M</td>
</tr>
<tr>
<td><strong>Long-term Debt @ 6/30/22</strong></td>
<td>$0</td>
</tr>
<tr>
<td><strong>Insider Ownership</strong></td>
<td>8.3%</td>
</tr>
<tr>
<td><strong>Estimated Gross Profit Margin @ &gt; $200M Revenue</strong></td>
<td>55-65%</td>
</tr>
<tr>
<td><strong>Estimated EBITDA Margin @ &gt; $200M Revenue</strong></td>
<td>15-25%</td>
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Get in Touch

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