



# IPDN

**PROFESSIONAL DIVERSITY NETWORK, INC.**

May, 2023  
[www.ipdnusa.com](http://www.ipdnusa.com)

NASDAQ:IPDN

# 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.

# ABOUT IPDN

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 several other business units in the United States including RemoteMore USA, an online platform specialized in remote-hiring of developers, and the International Association of Women (IAW), one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions. Through an online employee recruitment platform that leverages our 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, LGBTQ+ and people with disabilities .



PROFESSIONAL DIVERSITY NETWORK , INC.





# PDN DIVERSITY RECRUITMENT

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# WHO WE ARE



- 8 core Diversity job sites dedicated to active job seekers
- 20+ Diversity partnerships within the recruitment network
- Hundreds of thousands of monthly job seeker visits
- 40+ national and local diversity career fairs, including Tech, Engineering, and Security Clearance fairs
- We support F500, startups, small/midsize, government, and nonprofits
- We help recruit hourly roles up to senior level positions in all industries

# WHAT WE DO

- Attract & Increase your diverse candidate flow
- Auto post all of your open roles from your ATS
- Provide culturally relevant outreach, recruitment marketing and DEI branding options
- Provide a suite of recruitment solutions based on the specific and unique needs of each employer



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# PDN SERVICES



## ENTERPRISE

*Job Wrap and Advertising*  
Increase your candidate flow while **enhancing your Diversity brand** in an automated manner.



## JOB POSTINGS

Post Individual jobs to the entire PDN Network and target by location and industry



## OFCCP COMPLIANCE

Companies seeking to comply with the OFCCP and EEO regulations.



## CAREER FAIRS

Meet face-to-face or **Virtually** with candidates at our 40+ **Local, National and Tech & Security Clearance Fairs.**



## PLACEMENT

*Contingency Hiring*

Pay per Hire, High Touch solution for **Senior Level or Priority Need Talent.**



## EVENT RESUME DATABASE PORTAL

Access to a marketplace of educated and experienced **diverse professionals** for recruiters.

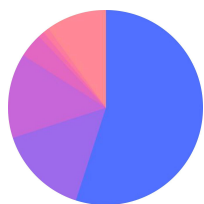
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# PDN 2023 ADDITION OF HYBRID AND STEM CAREER FAIRS

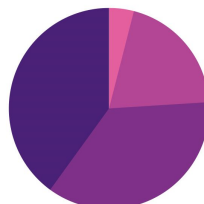
As Job Seekers and Recruiters slowly begin to emerge back to in-person fairs, we will begin to move to a hybrid model that features a brick-and-mortar fairs coupled with a Virtual platform option. This provides the job seeker and employer with added flexibility based on their preferences. New for 2023 due to our acquisition of Expo Experts career fair company, we have added 20+ events that focus solely on Tech, Engineering, Cyber Security, and Security Clearance roles. As STEM hiring continues to be one of the highest priorities and needs in the DEI recruitment space, we are now able to offer an established STEM recruitment offering to our clients.

**Race/ Ethnicity**



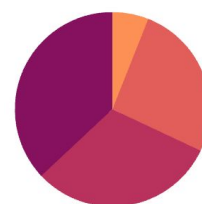
55% African American  
15% Caucasian  
14% Hispanic  
1% American Indian  
1% Arab  
10% Asian  
4% Other

**US Government Security Clearance Level**



40% US Citizen  
26% US Citizen with Secret  
20% US Citizen with Top Secret and/or Top Secret SCI  
4% US Citizen with Top Secret Polygraph Full Scope, Lifestyle and/or Counterintelligence

**Job Title Categories**



37% Engineering & Software Engineering  
31% IT/Systems/Network  
26% Cyber Security  
6% Other (technical program management, acquisition, logistics, analysts)

**Education Level**



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

Source: 2022 PDN Event Demographics

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# STRATEGIC PARTNERSHIPS

Over 20+ Diversity Organizations, Not-for-Profit  
and Media Partners

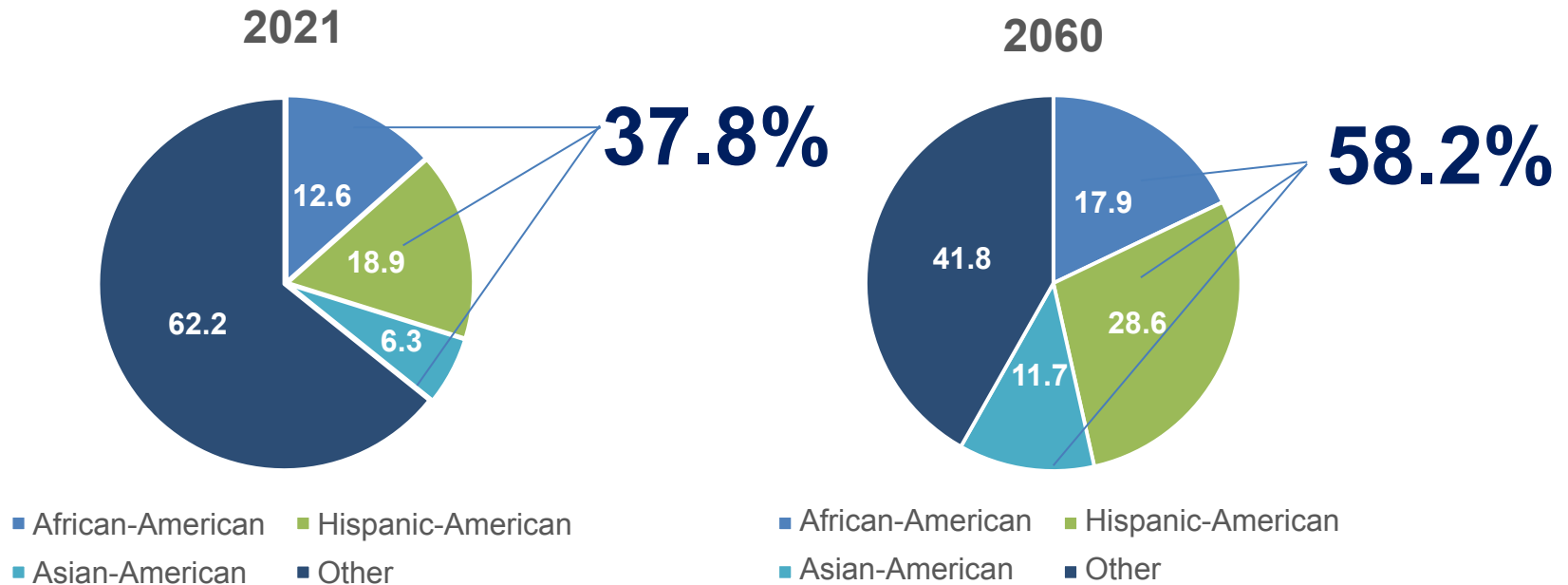


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# GROWING ETHNIC DIVERSITY OF U.S. POPULATION AND LABOR FORCE



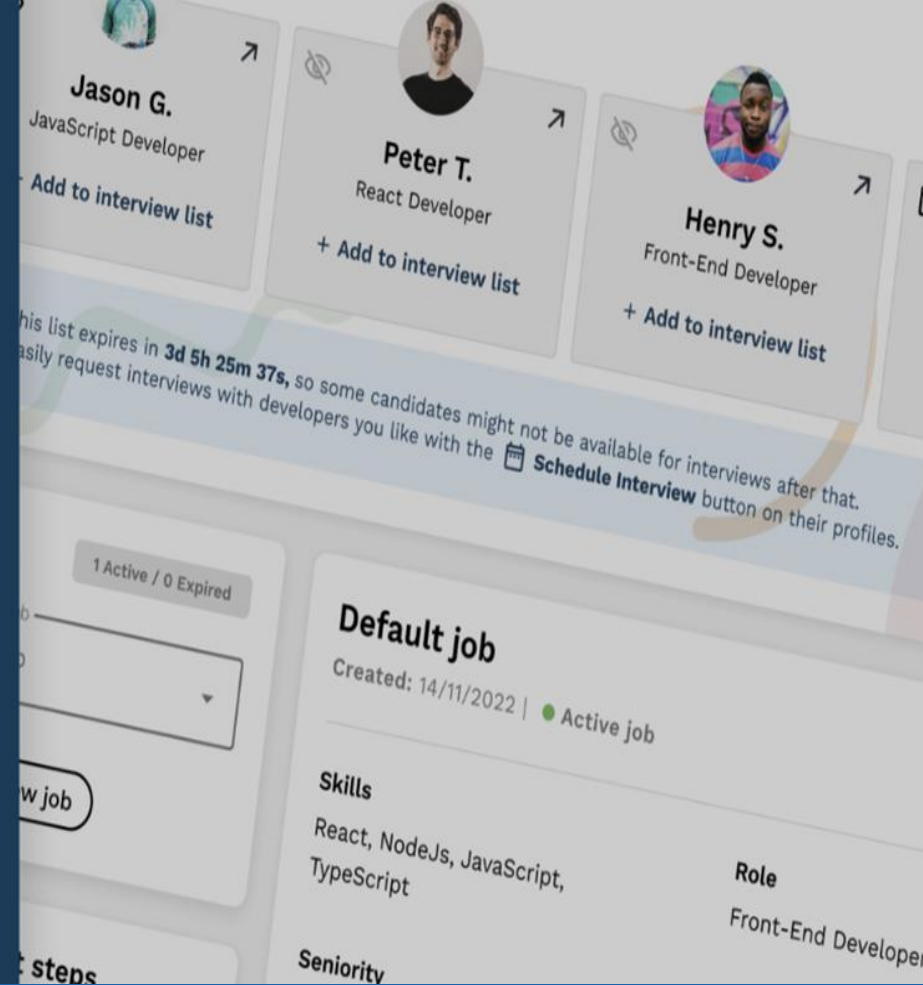
Source: U.S. Census Bureau

In 2021, the US was more diverse than it was in 2010. In 2021, the white (non-Hispanic) group made up 59.3% of the population compared with 63.8% in 2010. Between 2010 and 2021, the share of the population that is Hispanic/Latino grew the most, increasing 2.5 percentage points to 18.9%. The white (non-Hispanic) population had the largest decrease dropping 4.5 percentage points to 59.3%.



# Platform for full-time remote hiring and payroll

A platform where **1.500+** companies  
and **25.000+** developers can connect  
and work remotely full-time



## RemoteMore USA

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# We understand the pain of our customers



## Our core features:

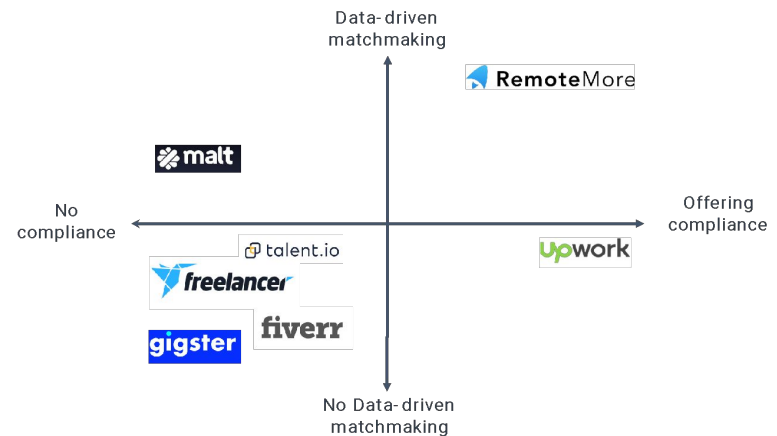
**The Power of Choice:** Access to a database of over 25,000 outstanding developers from overlooked markets.

**Precision Matchmaking:** Pre-screening of developers' profiles, videos, and technical skills to ensure long-term success.

**Unbeatable Salary Insights:** Cutting-edge algorithms analyzing compensation data from 150+ countries and 100+ developer stacks, guaranteeing fair and competitive salaries.

**Stress-free compliance:** Payroll for employees and contractors across 50+ countries.

**Our competitive edge is our data and compliance**



# PRICING MODEL

## Free for developers. Paid for by companies

### Commission fee

#### Commission % added to the salary

You pay only per successful hire. It is free to sign up, browse and interview developers.

The salary numbers that you see in the candidate profiles already include the commission. The salary numbers are the total that you would be paying (except VAT if applicable).

**FREE SIGN UP**

Pay only per successful hire

### Recruiting fee

#### One-time fee per successful hire

You pay only per successful hire. It is free to sign up, browse and interview developers.

When you hire a developer candidate, you would pay a one-time fee for the hiring that you have made. Talk with our team to agree on a specific pricing.

**FREE SIGN UP**

Pay only per successful hire



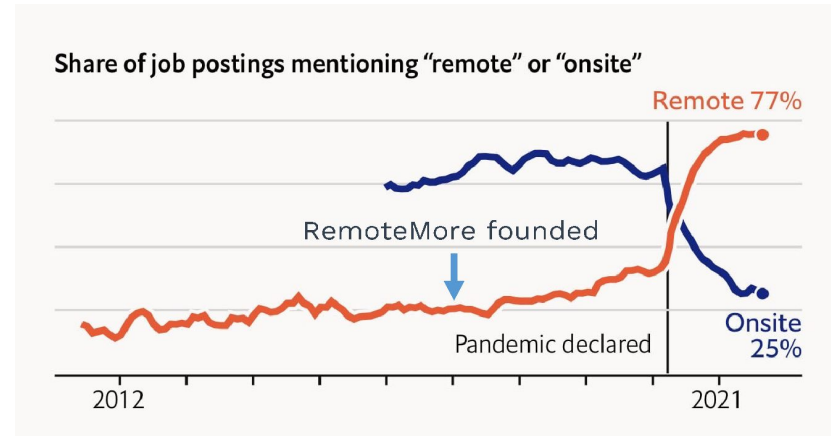
# Why now?

## The Pandemic made remote work mainstream

RemoteMore was established in 2018. Remote work was a small but fast-growing trend back then. We are perfectly positioned to capture the massive shift when the Covid pandemic started in 2020.

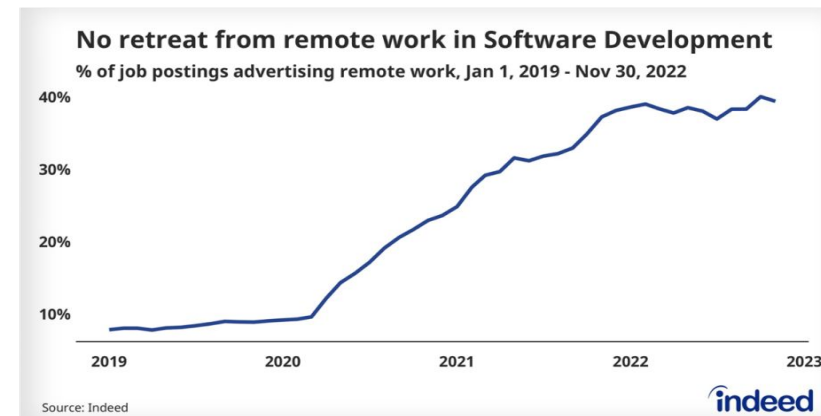
## Remote work is here to stay also after the Pandemic

Within tech hiring, remote is widely adopted. 40%+ of the developer job openings are for remote positions with strong potential to grow in the future.



Source:

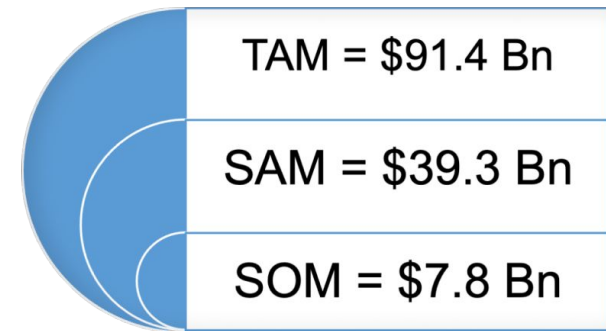
<https://www.economist.com/graphic-detail/2021/08/11/for-programmers-remote-working-is-becoming-the-norm>



# Market size

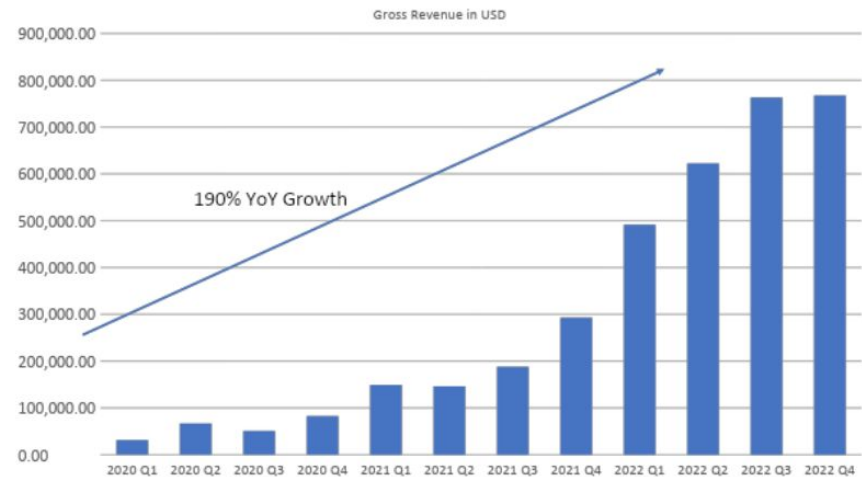
## Developers recruitment is a huge and growing market

The marketplace segment of the recruiting market is growing at >20% annually.



# Revenue traction

RemoteMore has grown by average 190% YoY in the past 3 years.





## IPDN WOMEN'S NETWORKING

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## ABOUT IAW

The International Association of Women (IAW) is a global in-person and online professional networking organization that provides professional women the forum, education, and services to thrive in an interconnected world.

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



International Association of  
**WOMEN**

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# MARKET OPPORTUNITY

- **WOMEN AT WORK**

**74+ million** women in the civilian labor force.

- **WORKFORCE INCREASE**

**47% Workforce are Women**

- **WOMEN OWNED BUSINESSES**

**12.3 million** women-owned businesses  
**Generate \$1.8 trillion** a year

- **US CONSUMER SPENDING**

**78%** identify themselves as the primary shoppers  
for their households.

Sources: *U.S. Department of Labor  
Bureau Of Labor Statistics*

# 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



# INTERNATIONAL ASSOCIATION OF WOMEN



Online Networking

- New interactive event formats introduced + return to in-person networking post Covid
- Enhanced education benefits with LinkedIn Learning
- Influencer journey roadmap created
- Local chapters expanded to Global audience
- New offering to corporations supporting Women at Work



Professional Development Tools



Career Resources



Promotional tools and News



Exclusive Member Discounts

**2021 - 2022**

## NETWORKING EVENTS



**20,000**  
REGISTRATIONS



**75+** VIRTUAL EVENTS



LOCAL CHAPTER EVENTS



**30**

LOCAL CHAPTERS



**1Million**

PAGE VIEWS

## SOCIAL MEDIA REACH



**330K**



**247k+**  
FOLLOWERS



**14k+**  
FOLLOWERS



**65k+**  
FOLLOWERS

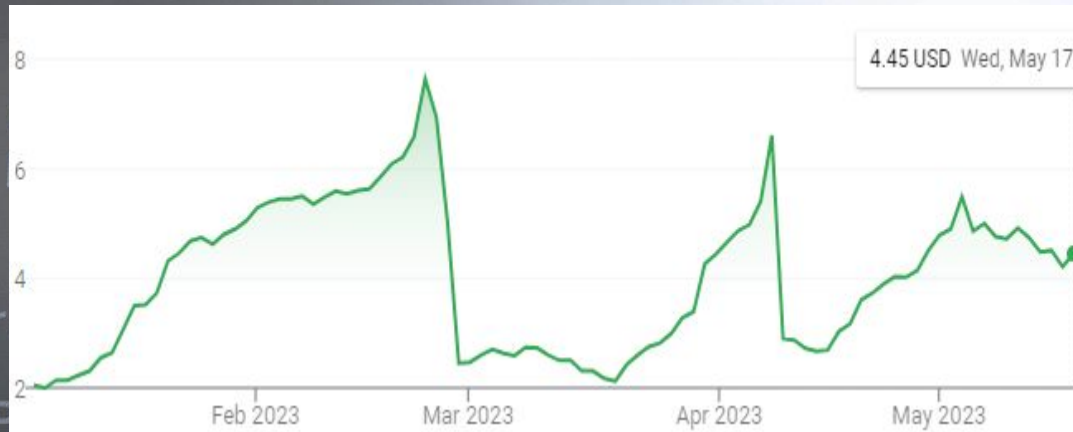


**7k+**  
FOLLOWERS



# STOCK INFORMATION TABLE

Professional Diversity Network, Inc. (NASDAQ: IPDN)



**52 Week Range** \$0.92 - \$7.77

**Shares Outstanding** 10.3 M (approx.)

**Market Cap** 45.9 M (approx.)

Data as of May 17, 2023



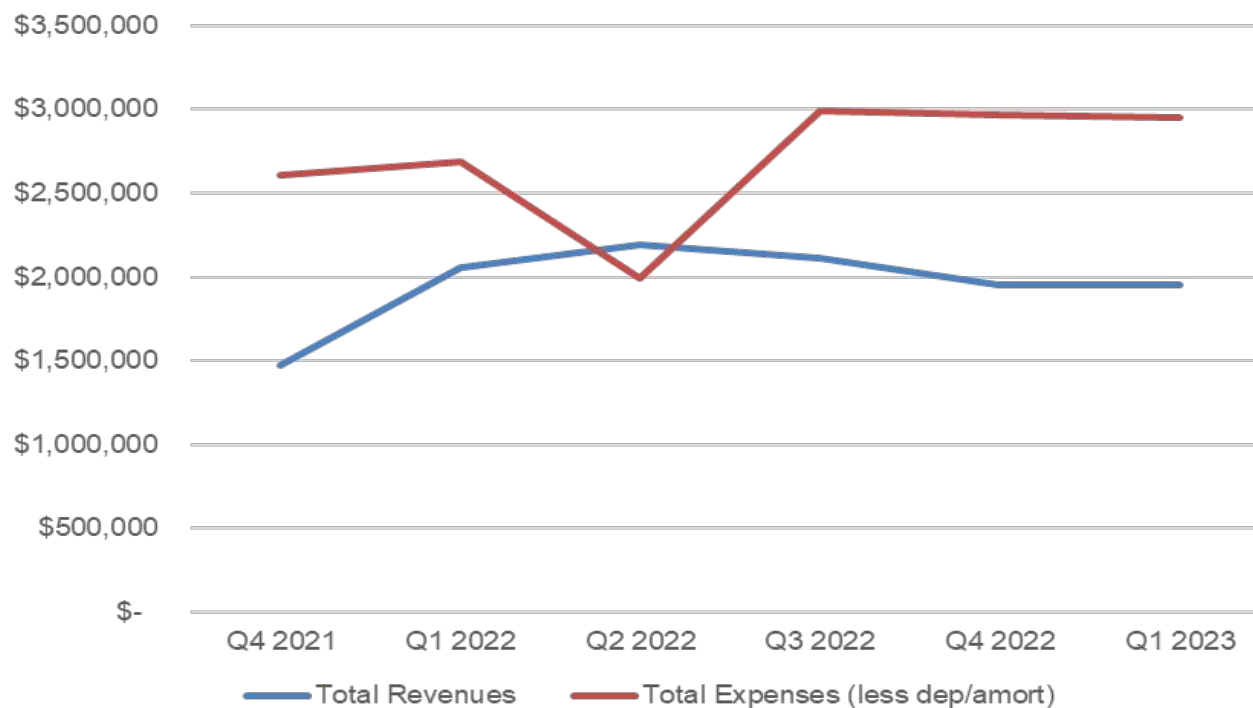
Professional  
Diversity Network

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## FINANCIAL DATA

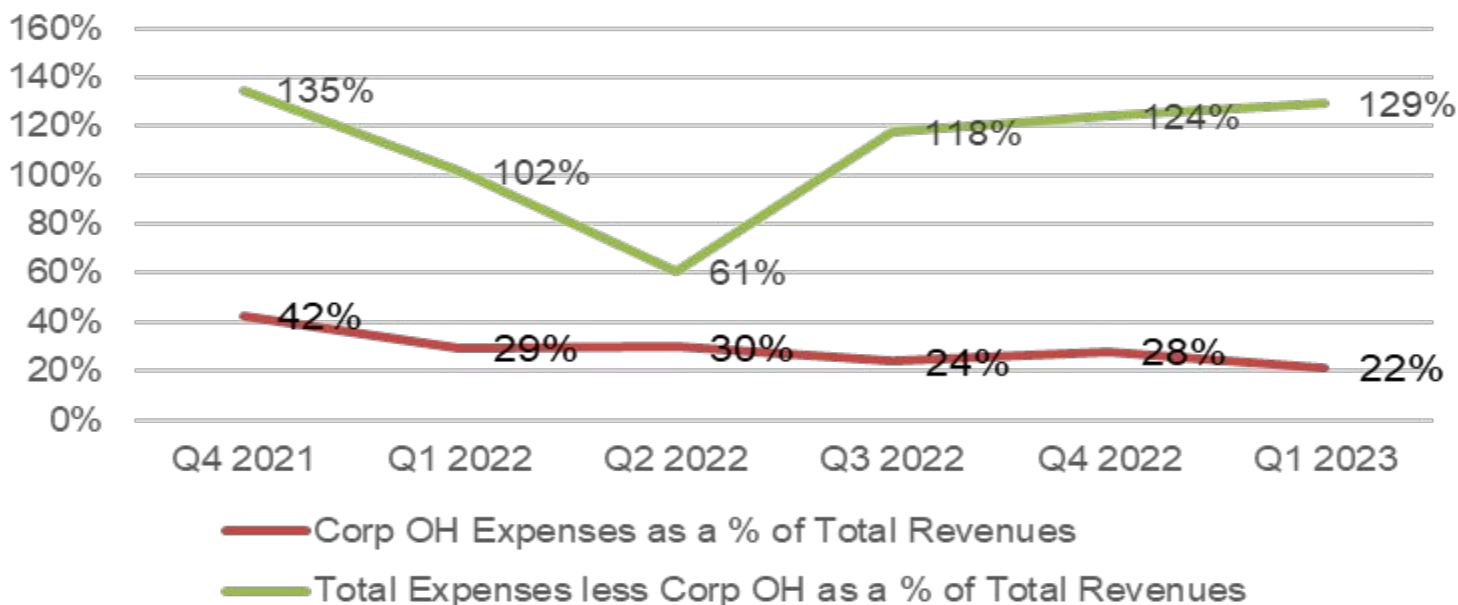
**In light of macro-economic conditions softening the industry, we have stabilized expenses through strategic cost cutting to allow revenues to catch up when the market regains strength**



# FINANCIAL DATA

**Cost containment initiatives of Corporate Overhead expenses have shown steady declines. Expenses, less Corp OH, have tightened even in a softening macro-economic period.**

Total Expenses less Corp OH as a % of Total Revenues



# LEADERSHIP TEAM



**Adam He**

Chief Executive Officer



**Larry Aichler**

Chief Financial Officer



**Chad Hoersten**

Chief Technology Officer



**Jin Chou**

Secretary/ Chief of Staff



**Megan Bozzuto**

Chief Marketing Officer



**Russell Esquivel**

Senior Vice President of PDN



**Boris Krastev**

CEO of RemoteMore USA

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# BOARD OF DIRECTORS



**Hao Zhang**

Non-Executive Chairman



**Michael D. Belsky**

Independent Director



**Courtney C. Shea**

Independent Director



**Chris Renn**

Independent Director



**Scott Liu**

Independent Director



## FOR FURTHER INFORMATION

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**Investor Relations Contact:**

Email: [investor@ipdnusa.com](mailto:investor@ipdnusa.com)

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