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Our Company at a Glance (NYSE: INUV)

Artificial Intelligence for Marketing & Advertising

- An executive team from some of the world’s best-known data & analytics companies
- The IntentCloud is a Data Platform that handles 14 Billion transactions daily
- $13.8 Million Q3-2019 revenue from two data driven businesses serving well known brands across industries
- 17 patents issued, 8 pending with highly differentiated technology for marketing
- 60 people in Little Rock and San Jose with a data, analytics and software concentration

ValidClick Q3 (~82%)
Intentkey Q3 (~18%)
INUVO’s 2014 to 2020 Timeline (NYSE: INUV)

Strong growth through 2017 - Development through 2018 - Now, opportunity to grow again

### ValidClick Business Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Little Rock, AR Moved to Little Rock to access technical resources to support growth with grant from the State</td>
</tr>
<tr>
<td>2015</td>
<td>Strong Growth Restructured with contracts @ Google, Yahoo and a new team, growth from ValidClick was strong</td>
</tr>
<tr>
<td>2016</td>
<td>Debt Paid Strong cash flow used to pay down debt. Begin using cash to fund data platform startup project</td>
</tr>
</tbody>
</table>

### IntentKey Development

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>60% Growth Grew 60% between 2014 &amp; 2017. Core AI technology acquired that began at UCLA. Used debt to fund investments</td>
</tr>
<tr>
<td>2019</td>
<td>Fuel Growth IntentKey launched, growing, client results excellent, raised capital to scale. Merger terminated</td>
</tr>
<tr>
<td>2020</td>
<td>Scale Sales The IntentKey should begin scaling in 2020 with new sales hires starting in Q3/Q4 2019 and continuing through Q3 2020</td>
</tr>
</tbody>
</table>
ValidClick, A Syndication Platform for Search Ads

Excellent payment terms, limited receivables risks, positive cash flow ~ $52M 2019

Advertisers buy Search ads from their Partners who contract with ValidClick who then pays Websites/Apps to display those Ads.

- **Ad-Serving Platform**
  - Ad placement, click accounting, performance reporting, click fraud

- **Publishing Platform**
  - Campaigns, Content, Rules, Reporting

Consumers click on the Ads and INUVO sells those ad-clicks (leads) to Partners, who fulfill with their Advertisers.

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Marketing Performance Depends on Data

Stagnant marketing performance is the result of data that hasn’t materially changed in decades

- Current Data sources generally limited to categories.
- Current Data sources are pervasive, offering limited differentiation for marketers.
- Current Data sources often contain old and erroneous information.
- Current Data compiling processes can introduce privacy risks.

Our vision was to re-imagine how marketing information is manufactured and made available...
Linguistic-Based Artificial Intelligence

The human brain understands context. We built a machine to do the same.

- A simple concept like “Yoga” can have thousands of associations, but by itself provides no real understanding.

- In the context of “Stress,” “Meditate,” or “Hindu,” it has tremendously powerful and differing meaning.

- In certain context, like “Holistic” it can inherit additional meaning like “Spiritual” even if “Spiritual” is not present or expressed.

- There is a 30% probability that when Yoga is encountered Holistic is implied and a 6% probability of the opposite. These are co-occurring probabilities.

We crawled billions of websites, evaluated their content and patented a process for determining the probability of co-occurrence for 24 million concepts through over a trillion iterations.
Consumer Data Reimagined, Anonymously

We wanted to create an unconstrained data source for the 21st century

AMAZON ALEXA & SIRI (AI)

SPOKEN LANGUAGE

Alexa and Siri derive meaning from spoken phrases.

THE INTENTKEY™ (AI)

WRITTEN CONTENT

The IntentKey™ derives meaning from content

CONTENT ENGAGEMENT

A Website is a Marketing Message

By visiting, a consumer implicitly inherits associations with the Yoga lifestyle

Yoga Workout, or much more?

Bryan Kest
Hot Yoga
Spirituality
Ashtanga Yoga
Weight Loss

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The IntentKey™ is a Data Manufacturing Platform

Anonymous consumers inherit all the important “concepts” of the websites they visit

100M anonymous profiles are updated daily based on website interactions

Each anonymous profile can contain up to 24 million rank ordered and ever changing concepts

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The IntentKey™, a Data Platform that Identifies Audiences Powered by Artificial Intelligence

1. We recognize the buyers
2. We identify buyer uniqueness
3. We create audiences who share those uniqueness's
4. We place Media when we encounter audience members across desktop, mobile, connected TV, video and online radio

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The IntentKey™ Market Strategy

Our data and audience building capability has proven itself to be a marketing performance enhancer.

The IntentKey™ Today

- Larger Direct & Agency Media Buyers
  - Multi-industry
  - Media targeting service advantaged by data
  - Fortune 1000 with billions of annual spend
  - Mature media/tech market
  - 6-9 month sales cycles delivered on client CPM
  - Relationship-based buying

Audience Builder Late 2020

- Small and Medium Sized Media Buyers
  - Multi-industry eCommerce
  - SaaS point/click solution
  - 1-3 month sales cycles with price sensitivity
  - Immature media/tech market

Firms in the USA

- > 3 million firms in the USA

Our data and audience building capability has proven itself to be a marketing performance enhancer.

AppNexus

A Site荆 Company

Inuvo

Intelligent Advertising

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The IntentKey™ Client Performance Statistics

Available online @ http://inuvo.com/case-studies

- Large Agricultural Supplier
  20% improvement in ad-click rates

- Large Auto Insurer
  50% reduction in cost per action

- Mid-Sized CPG Company
  180% improvement in ad click rates

- Large Electronics Company
  200% improvement in ad-click rates

- Large Entertainment Company
  250% improvement in ad-click rates

- Well-Known Online Retailer
  20:1 return on advertising spend

- Known Budget Airline
  50% reduction in cost per action

- Respected Healthcare Provider
  80% reduction in cost per action

Available online @ http://inuvo.com/case-studies
**2019 Sales Win Rates**

- **RFP COUNTS**
- **WIN RATES**
- **2019 RFPs**
- **2019 Win Rate**
- **Linear (2019 Win Rate)**

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IntentKey™ Tracking ~ 60% 2H vs 1H Growth in 2019

Q1 2019 marked the beginning of scalability for the IntentKey™ Platform – 2019 Revenue ~$8.5M

Q1-2019: $1.3
Q2-2019: $2.0
Q3-2019: $2.6
Q4-2019 Forecast: $2.6

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**IntentKey™ is a Data Platform Unlike Any Other**

Data is first party, privacy compliant, available ONLY to Inuvo – we do not sell our data to third parties

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**Artificial Intelligence**
A transformational data manufacturing engine (i.e. no third-party data) with 15 issued and 8 pending patents with insights unavailable to other information providers.

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**24 Million**
Individual concepts are available to describe consumer intent (objects, ideas, emotions, places).

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**14 Billion Ad Calls**
Technology that processes over 14 billion ad calls every day to update profiles in real-time.

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**500+ Million**
Anonymous first party consumer data profiles across devices with 100 million updates daily.

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**3 Billion URLs**
Over 3 billion URL profiles in our portfolio with 12.6 million added daily.

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**2 Data Centers**
A self-managed integrated information technology infrastructure designed specifically for our proprietary AI.

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“I believe the IntentKey™ technology is a unique and powerful data product built for the 21st century and anticipate it will give INUVO the ability to challenge existing marketing information providers.”

- Charles Morgan, Acxiom founder & INUVO Board member

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Q4 Guidance $17-$18M, Sequential Growth 23-30%

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