Inuvo At A Glance

IntentKey™ Artificial Intelligence for Marketing & Advertising

Patented AI technology – 18, 7 pending

Headquarters in Little Rock and San Jose

NYSE American: INUV $18M cash with strong post pandemic growth

Experienced 80-person team

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Inuvo's Strategic Timeline

Two advertising products well positioned for the future and capital allocated to IntentKey™.

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2014

New York to Little Rock
Moved to Little Rock to access more economical technical resources to support growth with a grant from the State.

2015

Strong Growth & AEBITDA
Generated roughly $14M in AEBITDA between 2014-2017 by scaling ValidClick™ & locking in significant, unique and lasting contracts with Google, Yahoo and others.

2016

Bringing AI to Advertising
Strong ValidClick™ cash flow was used to pay down debt. Began using cash to fund data platform startup project.

2017

Artificial Intelligence
Acquired core AI technology developed in UCLA lab. Developed industry changing solution based on AI designed to solve privacy related targeting issues believed to be forthcoming.

2018

Strategically Focused
Company scaled back lower margin revenue and reallocated resources to reduce burn rate during the investment phase of the IntentKey™

2019

Fuel Growth /Capital
IntentKey™ launched, results continue to exceed client goals by roughly 40%. Capital raised to scale business.

2020

Scalability
The IntentKey™ has been growing sequentially roughly 10% quarterly since its launch in 2019. Looking to acquire companies with access to brands to accelerate scale.

2021

ValidClick™ *(Advertising Services)*	IntentKey™ Development / Launch	IntentKey™ *(Advertising Platform & Service)*

IntentKey™ market is large and expects SaaS and Services to scale based on client results & possible acquisitions.

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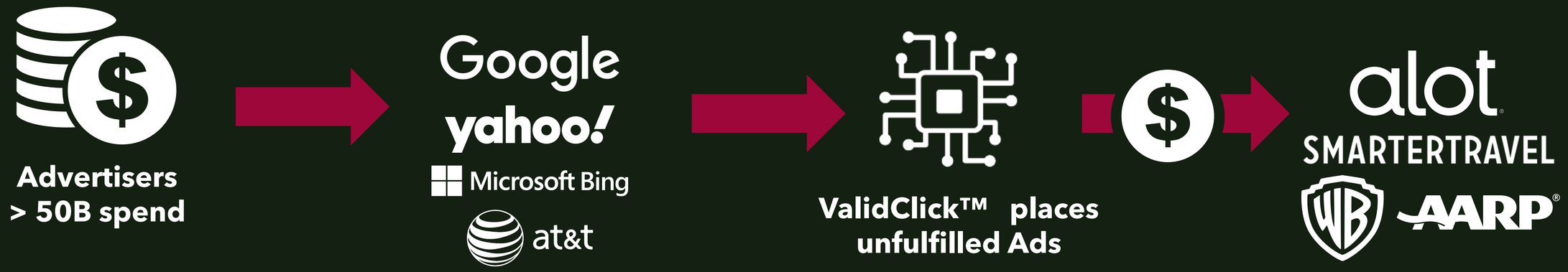
ValidClick Advertising
(~75% Revenue)

ValidClick is an advertising service provided to Google, Yahoo, and others wherein excess demand for ad placements can be fulfilled by the ValidClick platform.

INUVO maintains long-standing relationships with these large consolidators of advertising budgets, which the company believes becomes even more valuable as cookies are eliminated.



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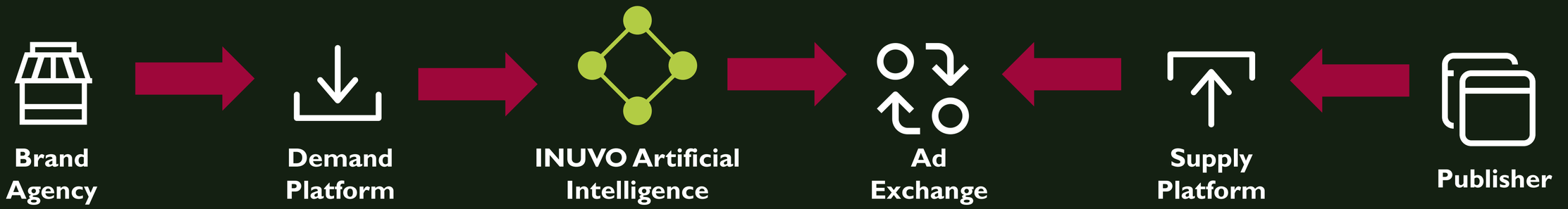
IntentKey™ Advertising (~25% Revenue)

The IntentKey™ is an advertising platform & service that uses artificial intelligence to dynamically match the reasons products are being purchased with the reason websites are being visited.

Since it's launch in 2019, the IntentKey™ AI has exceeded client goals consistently on average by over 40% and does not require cookies to drive its decisions.



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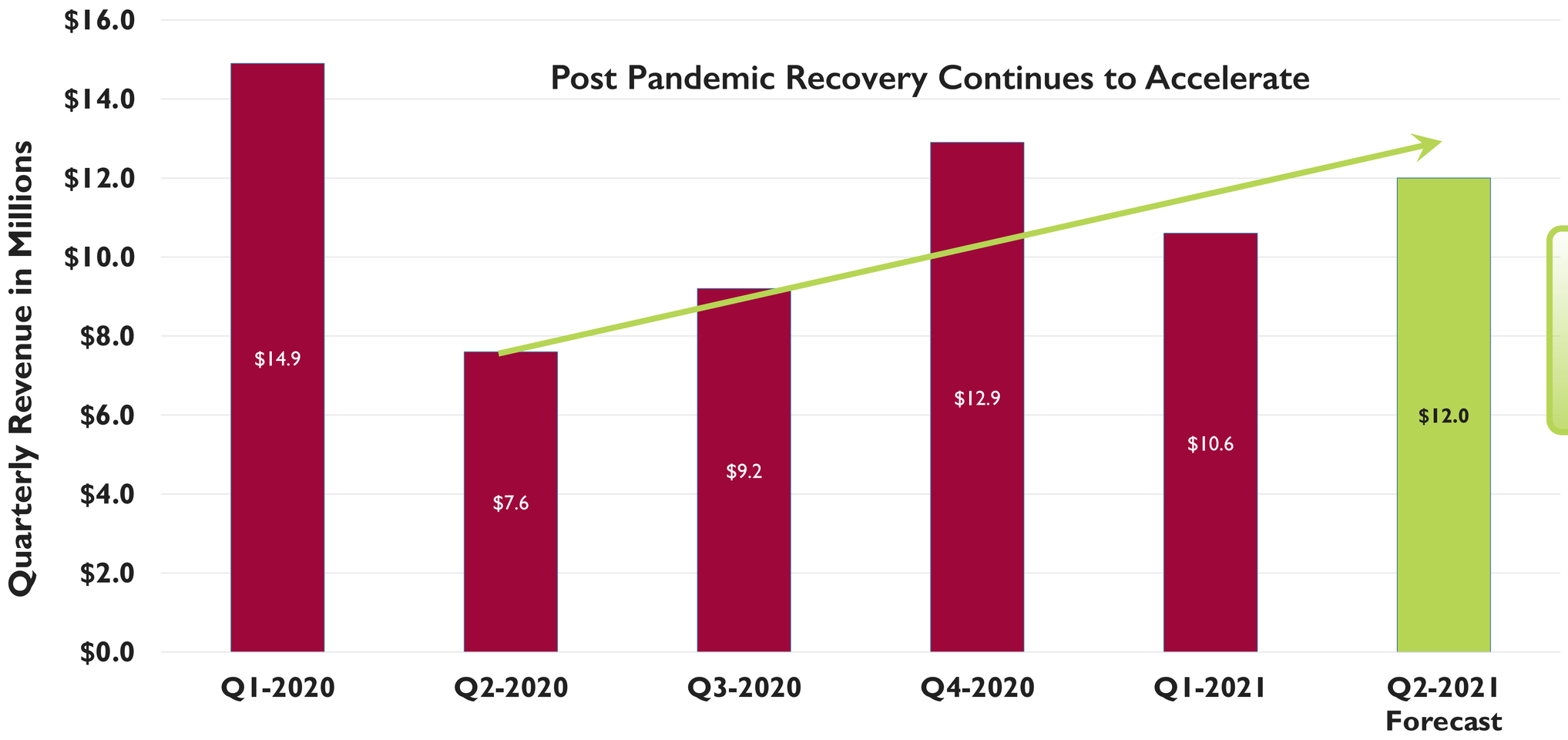
INUVO's Revenue by Quarter

Q2-2021 expected to be more than 50% higher then Q2-2020.



Q2-2021 YOY

ValidClick ~ 65%

IntentKey™ ~ 45%

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IntentKey™ - Predicting WHY not WHO

The advertising industry is about to experience a paradigm shifting event, where WHO-based targeting will no longer be possible .

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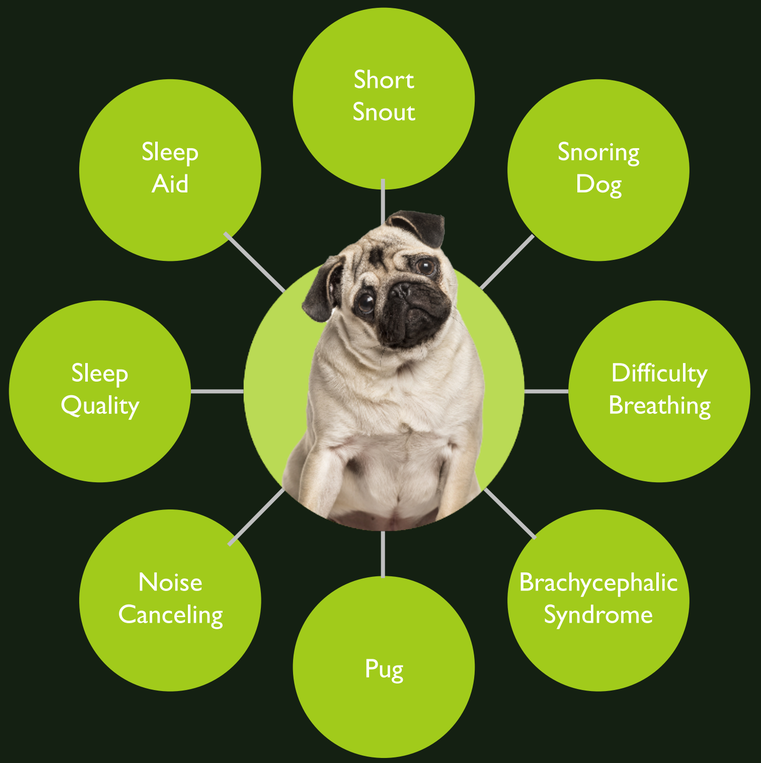
Competitors use identity based third-party data onboarded via cookies

INUVO uses anonymous transactional signals derived by Artificial Intelligence



$80 billion dollars of annual media spend is at risk of significant underperformance starting in 2022

Artificial Intelligence that Predicts WHY

Our brains are like libraries, the neurons are like books in the library.

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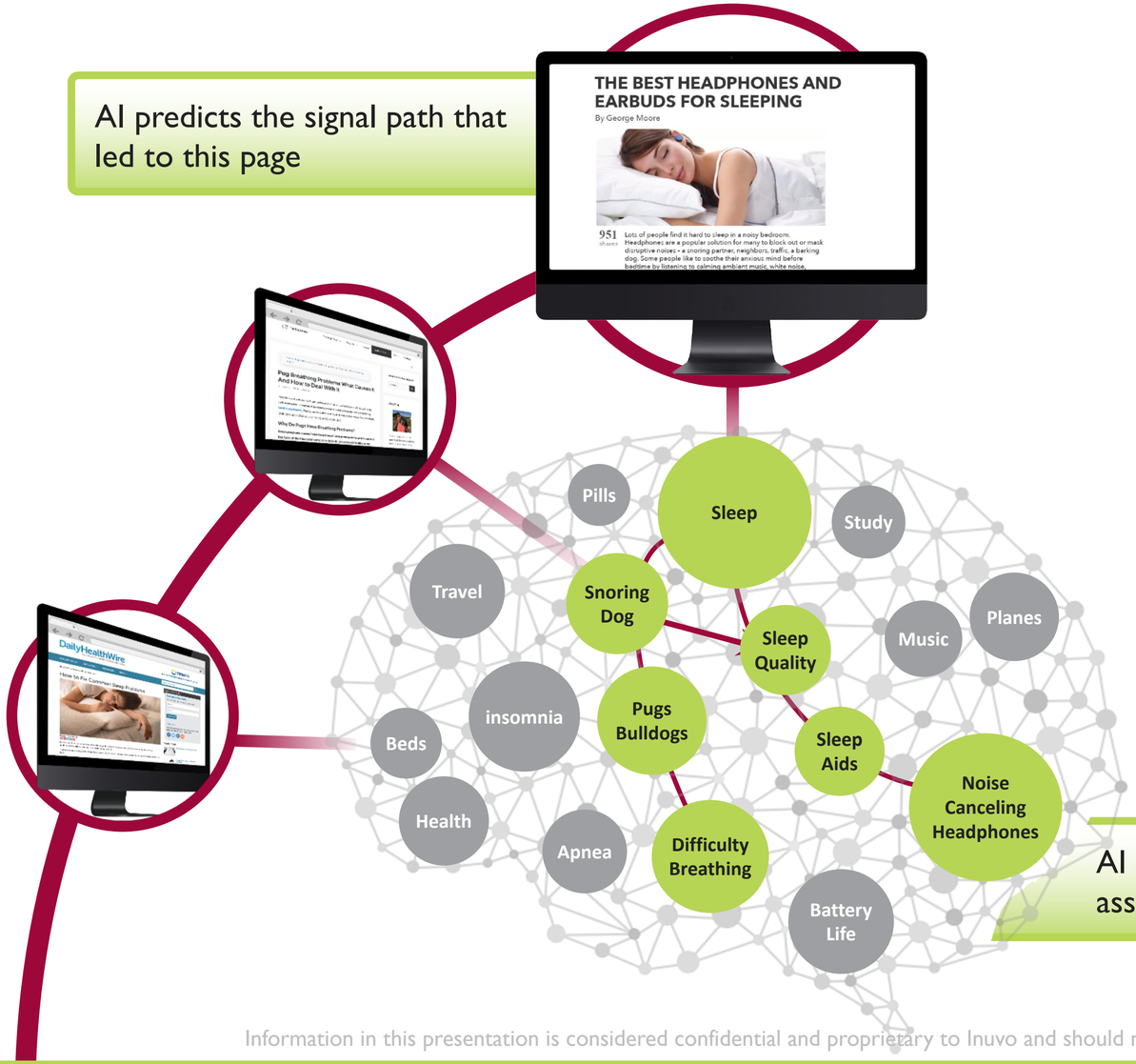
AI predicts the signal path that led to this page



AI determines the intent signals associated with any page

Machine Learning

- Understands people, places, products, emotions, phrases….
- 25 million concepts are understood
- Trillions of relationships understood
- Billion of pages analyzed daily
- Millions of new pages read nightly
- Millions of pages interpreted per second

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Artificial Intelligence that Matches WHY

The IntentKey™ interprets content to determine why a page being visited

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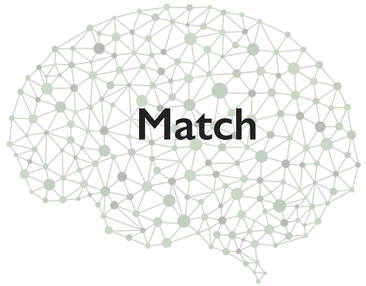
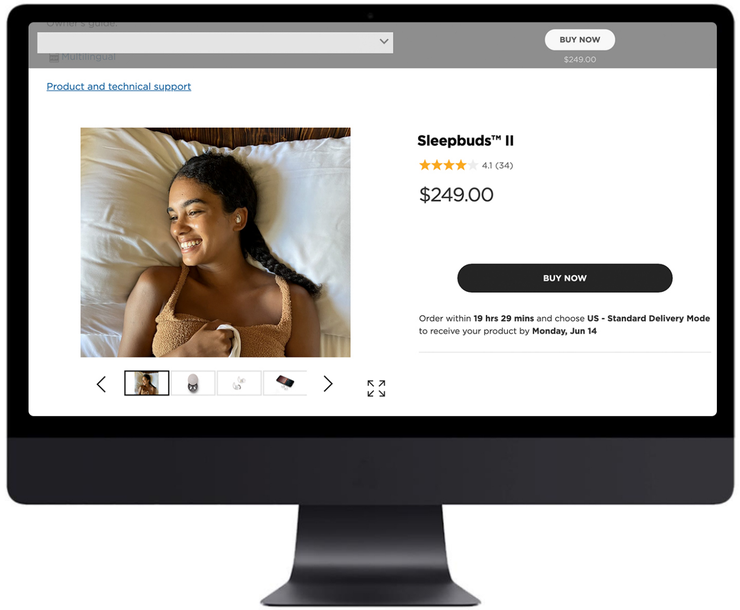
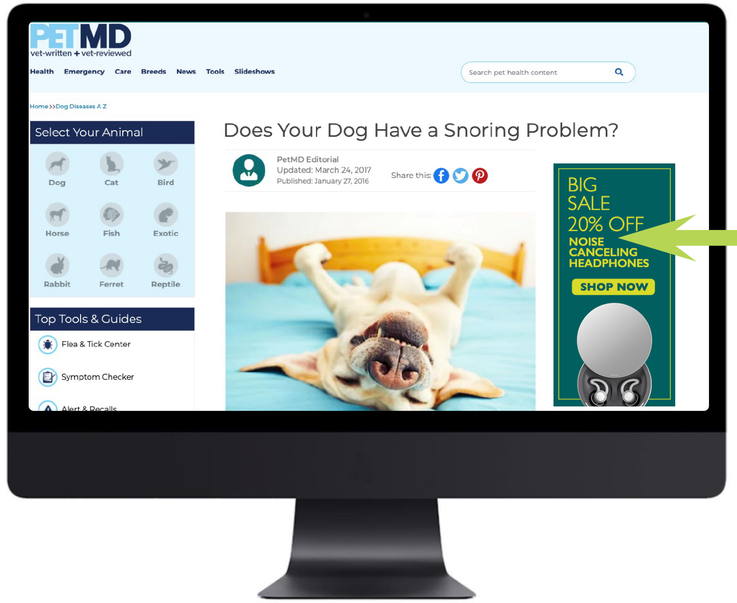


AI determines the reason WHY a product is being purchased at this exact moment.



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



Place Advertising

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Multi-Channel Advertising Capabilities

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- Display
- Audio
- Video
- Native
- CTV

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IntentKey™ - Sample Brands Served

We have a simple philosophy, everything we do has to work. In 2020, client goals were exceeded by over 40%.

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Reasons to be Excited about INUVO

DISRUPTIVE AI TECHNOLOGY

The performance of $80 billion dollars of media spend is expected to be significantly impacted by the loss of 3rd party cookies and 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 outperforms client branding and performance goals on average by 40%.

STRONG BALANCE SHEET

With roughly $18M cash and $17M of NWC with no debt, INUVO plans to fund growth both organically and through accretive M&A.

SCALABLE SaaS & SERVICES

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

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