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Chief Executive Officer



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AbiliTec



InfoBase



Personicx

Artificial Intelligence Designed for the Future of Advertising. **Now.**



**AI powered programmatic
media buying, insights
reporting, & media mix
modeling**



**90 associates
with offices in San Jose
and Little Rock**



**\$50M invested
27 Patents/Pending**



**Results that beat
competitors on
average by 67%**

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.

The Market Opportunity

**Digital advertising
spend projected at
\$271 billion**

<https://www.statista.com/outlook/dmo/digital-advertising/united-states>

**Programmatic
media is a
\$150 billion
market**

<https://www.insiderintelligence.com/content/state-of-programmatic-advertising-5-charts>

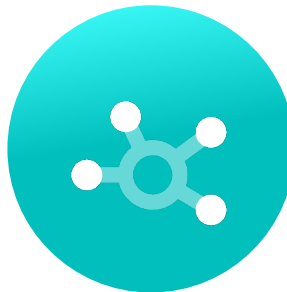
The Current Environment

Consumers are
**demanding
increased privacy**



Governments are
implementing
privacy regulations
at a global scale

Audiences are
becoming **difficult to
reach** with traditional
consumer tracking data



AI that enables targeting
the **WHY not the WHO** is
the only way forward

What We Built

We put the **entire web*** to work to find your best targets. Our AI, **IntentKey**, sits on top of our web crawler.

A large, light purple circular area containing a network graph. The graph consists of several circular nodes, each with a different icon (e.g., a person, a building, a gear, a film strip, a magnifying glass). These nodes are interconnected by a web of thin, light blue lines, representing a complex network of relationships or data connections. A wavy, light blue line extends from the bottom left of this circle towards the robot in the laptop illustration.

It finds patterns and connections that **uncover insights and trends** to buy media that reach audiences more effectively.

How IntentKey Works



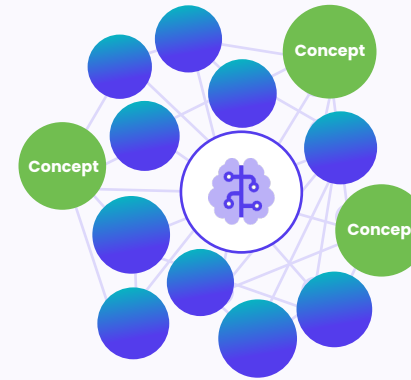
Websites are crawled

Web crawler initially trained on over **110B pages of content** with **1M+ new** URLs each day



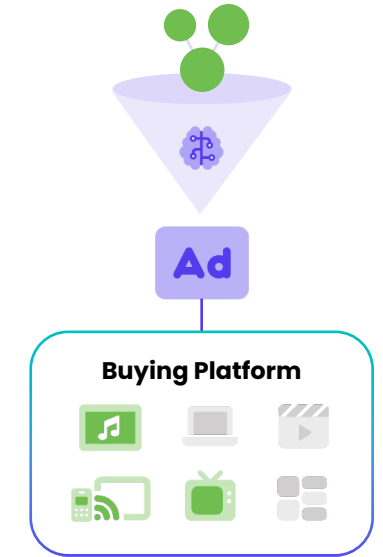
AI analyzes data from web crawler

Finds **patterns and trends** to understand **WHY** URLs are visited



AI develops real-time, concept-based models

Understands consumer interests & **WHY** content is consumed via **25+M AI-identified concepts**



Ad shown when WHYS match

AI understands ideal audience and shows ads* to **new audiences** with similar concepts

*Accesses Microsoft Xandr inventory

Our AI Solves “Why?”

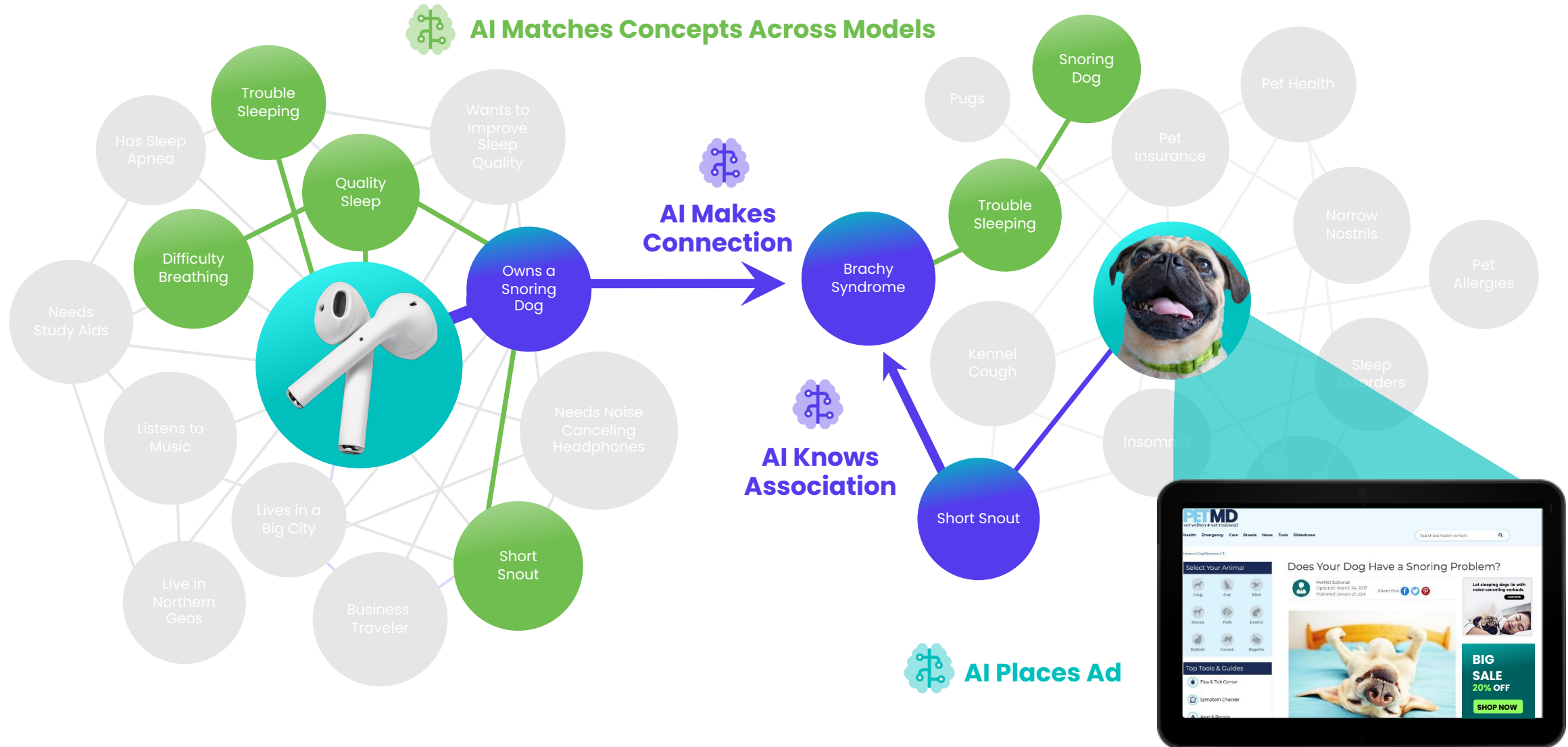
Everyone buying the same **WHO-based** audiences



Custom CONCEPT-based audiences
identifying **WHY & WHEN** interest is shown

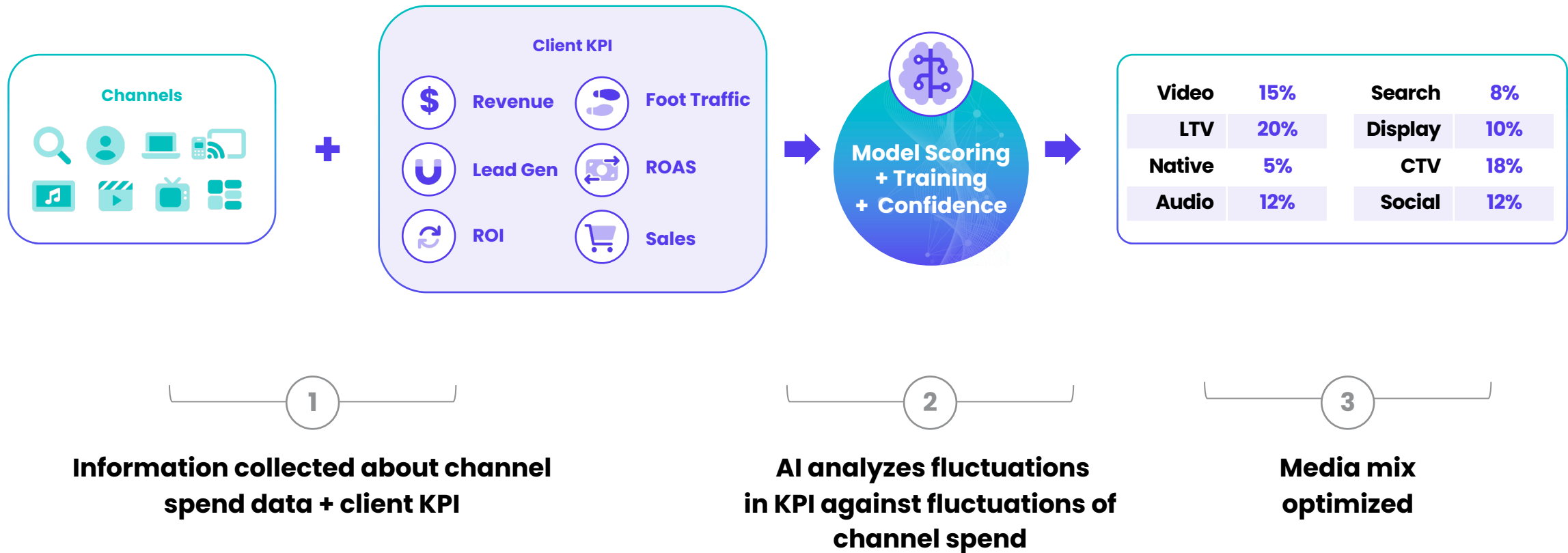
Our AI Activates Ad Placement

ABOUT INTENT KEY



Our AI Understands Campaign Impact

Media Mix Modeling



The Inuvo Client

Target Client

Mid-Size Media Agencies

16,735+
agencies in the US & Canada

<https://www.statista.com/statistics/184810/establishments-in-us-advertising-and-related-services/>

Inuvo market penetration
1%

Initiated Actions

19+
Growing sales, marketing, &
support teams

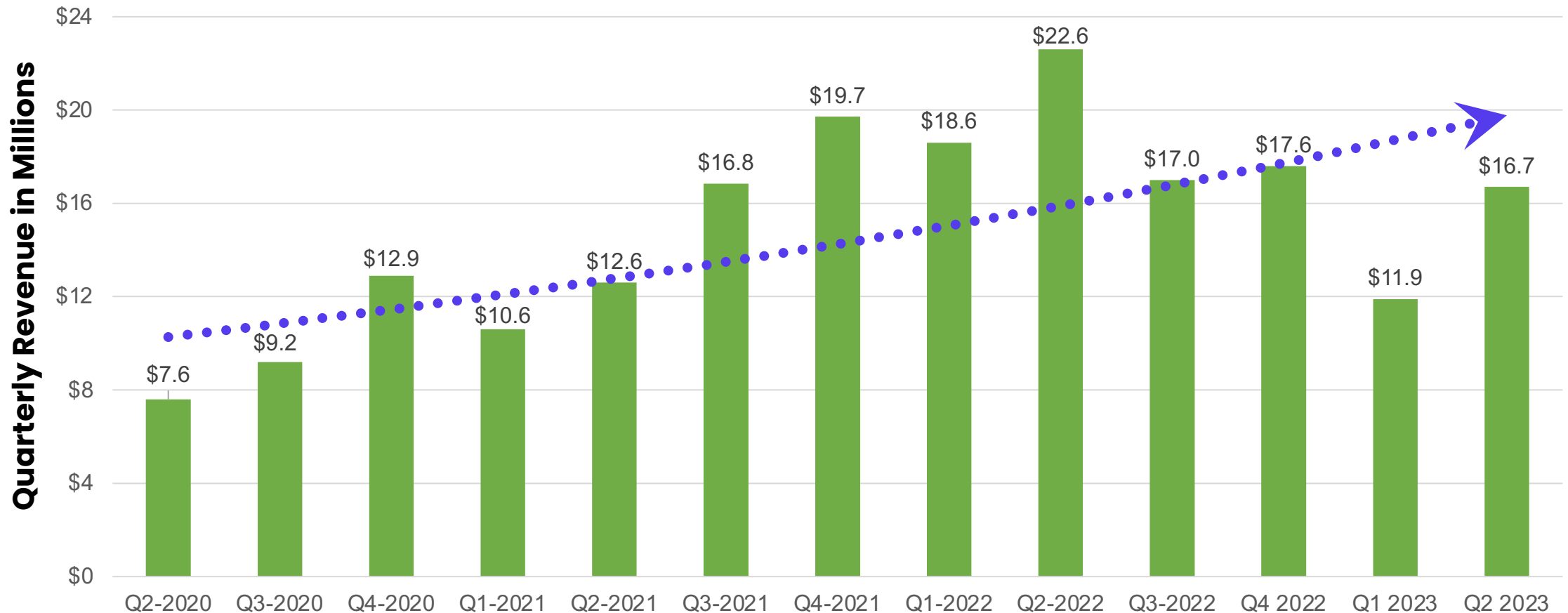
YTD PR awareness / mentions
20+

We deliver
performance that
beats incumbent
media by up to
67%

Sampling of Brands



Attractive Growth Profile



Solid balance sheet with \$5M cash and cash equivalents, no debt, an unused \$5M borrowing facility and positive net working capital.

Investment Highlights



A Disruptive, Competitive Market

Inuvo operates in a \$150B market, poised to take market share as the obsolescence of cookie & consumer data significantly impacts media spend.



Proven Performance

Inuvo not only solves privacy issues but is a more effective advertising solution overall, delivering performance that beats incumbent media by up to 67%.



Growth & Scalability

Inuvo experienced 26% YOY growth in 2022. Growth expected to scale with new & existing clients, combined with high margins/recurring revenue of SaaS business model.



Big Privacy Changes

Browser privacy started with Safari and Firefox, and Google Chrome is next, opening a window of opportunity for Inuvo's patented, cookieless technology.



Industry Agnostic

Inuvo serves across any digital device, format, and channel including video, mobile, connected TV, linear TV, display, social, search and native.



Strong Balance Sheet

Inuvo has \$5M in cash, NWC ratio 1:1, a receivables-based facility of \$5M, no debt, an unused line of credit, and no present need to raise capital.



Get in Touch!

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