

inuvo®

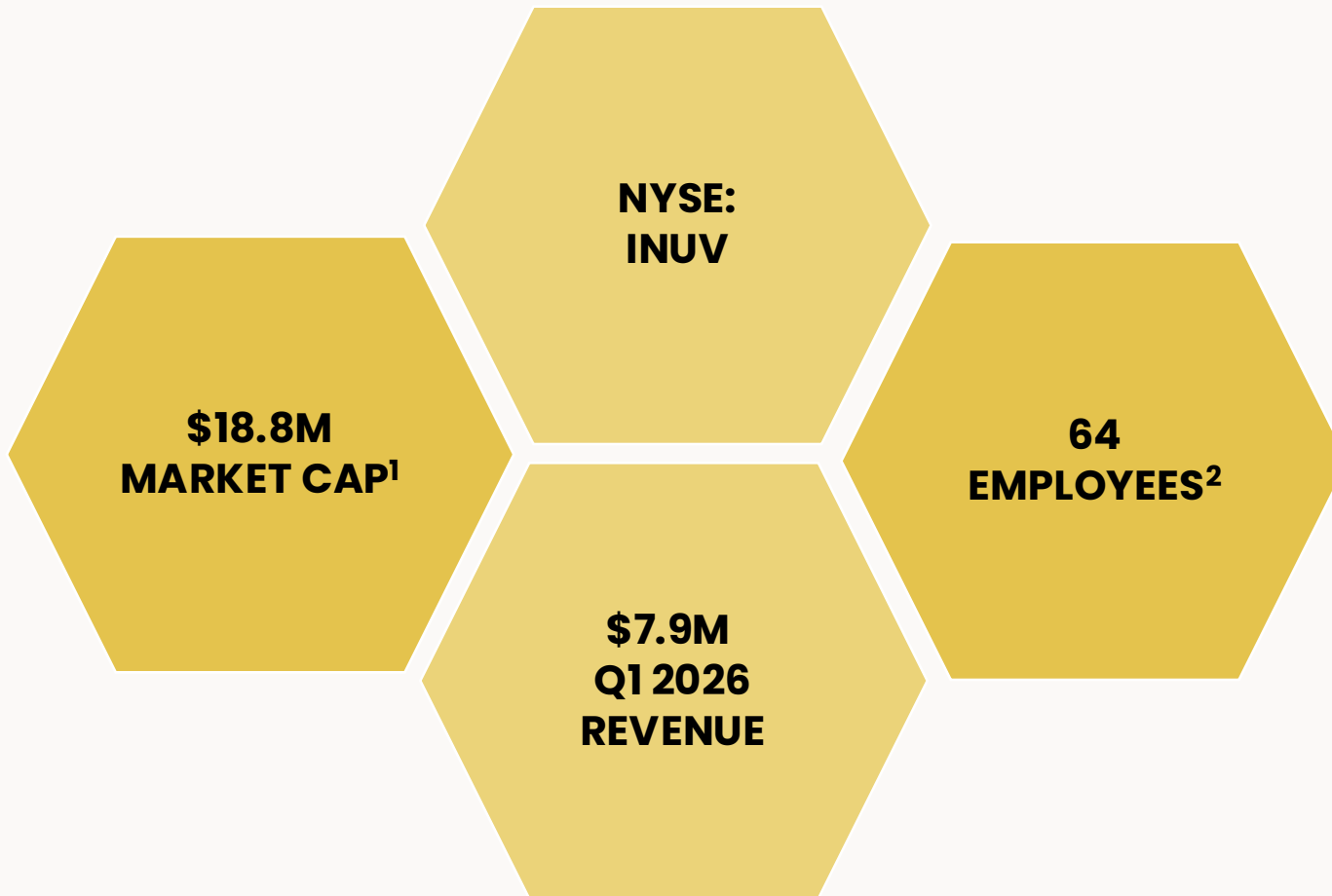
NYSE: INUV



SAFE HARBOR STATEMENT

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.

INUVO AT A GLANCE



Strong IP Position

- 15 patents + 1 pending
- Significant R&D lead
- \$50M+ invested

Well-Positioned Technology

Proven AI technology delivers faster intelligence signals that:

- Are unconstrained by limited data pools
- Adhere to consumer and regulator demands

Geographic Footprint

- Little Rock, AR (Corporate HQ)
- San Jose, CA (IntentKey HQ)

1 As of June 29, 2026

2 As of March 31, 2026

CASE FOR INVESTMENT

Proven Tech

Proprietary tech delivers strategic advantage through scalability, speed of intelligence

Path to Profitability

High-margin IntentKey yields a lower breakeven point than legacy revenue streams

Significant R&D Lead

Developed in UCLA Learning Lab, acquired from ONSET Ventures, commercialized by Inuvo for Audience Discovery since 2017

Large Market Opportunity

\$220B TAM dominated by architectures with diminishing yields, limited audiences, and manual intervention

New Leadership

Driving strategic shift to capture market share

Programmatic is the core infrastructure of digital media

Continues to
expand across
**major media
channels**

**64% of all U.S.
advertising
dollars**

are funneled
through
programmatic
platforms.

Ecosystem is
**\$220B and
growing**

21.6% CAGR (Source: Grandview Research)

WHAT WE SOLVE FOR

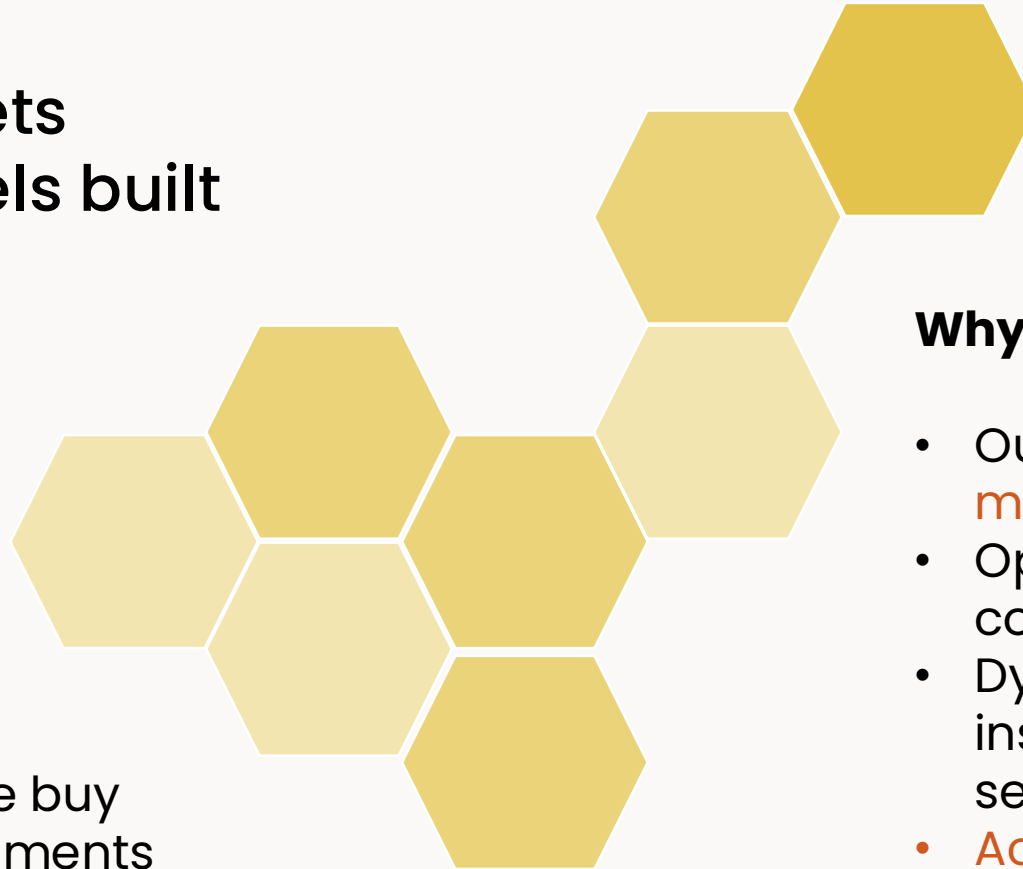
Most AdTech targets
"look-a-like" models built
on past behaviors

Problems with AdTech

- Signals fade before the buy
- Off-the-shelf data segments
- Signals blocked by VPNs

Why IntentKey?

- Our LLM finds audiences at **moment of engagement**
- Open web modeling based on content consumption
- Dynamically builds audiences instead of relying on static segments
- **Activated before competitors see signals**
- No IDs required



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- The image displays two laptop screens side-by-side, showcasing the IntentKey Platform interface. The left screen shows the main landing page with the heading "Find, Understand, and Reach Your Best Audiences in Real Time". Below the heading is a description of the platform's capabilities: "Describe your audience or enter a URL and let IntentKey AI create dynamic audience models tailored to your goals. Our AI provides real-time insights, helping you target smarter." There is a form labeled "Audience Description" with a text input field and a "Try something like: 'People researching hybrid SUVs for families.'" prompt. Below the form is an "Add URL" button and a "Generate My Model" button. A "See Tutorial" link is at the bottom. The right screen displays a complex hexagonal grid visualization of audience segments. The grid is organized into two main sections: "Awareness" (top) and "Engaged" (bottom). Each section contains a grid of hexagons, each representing a different audience segment. The hexagons are color-coded (yellow, orange, and dark grey) and labeled with various concepts related to technology, health, and fitness. A legend at the bottom identifies the colors: yellow for "Main", orange for "Apple Audio Devices", dark grey for "Auditory Concepts", and light grey for "Physical Fitness".

Native

IntentKey®

Identify and act on real-time consumer engagement, **before** it's reflected in the market.

WHO IT'S FOR

Brands focused on **net-new** customer growth

WHAT WE DO BETTER

Capture net-new demand

Find and engage customers before they're visible to traditional targeting

Move with timing advantage

24-hour lead on emerging demand for earlier access to supply

Reach beyond IDs

iOS, Safari, VPN, and other signal-constrained environments

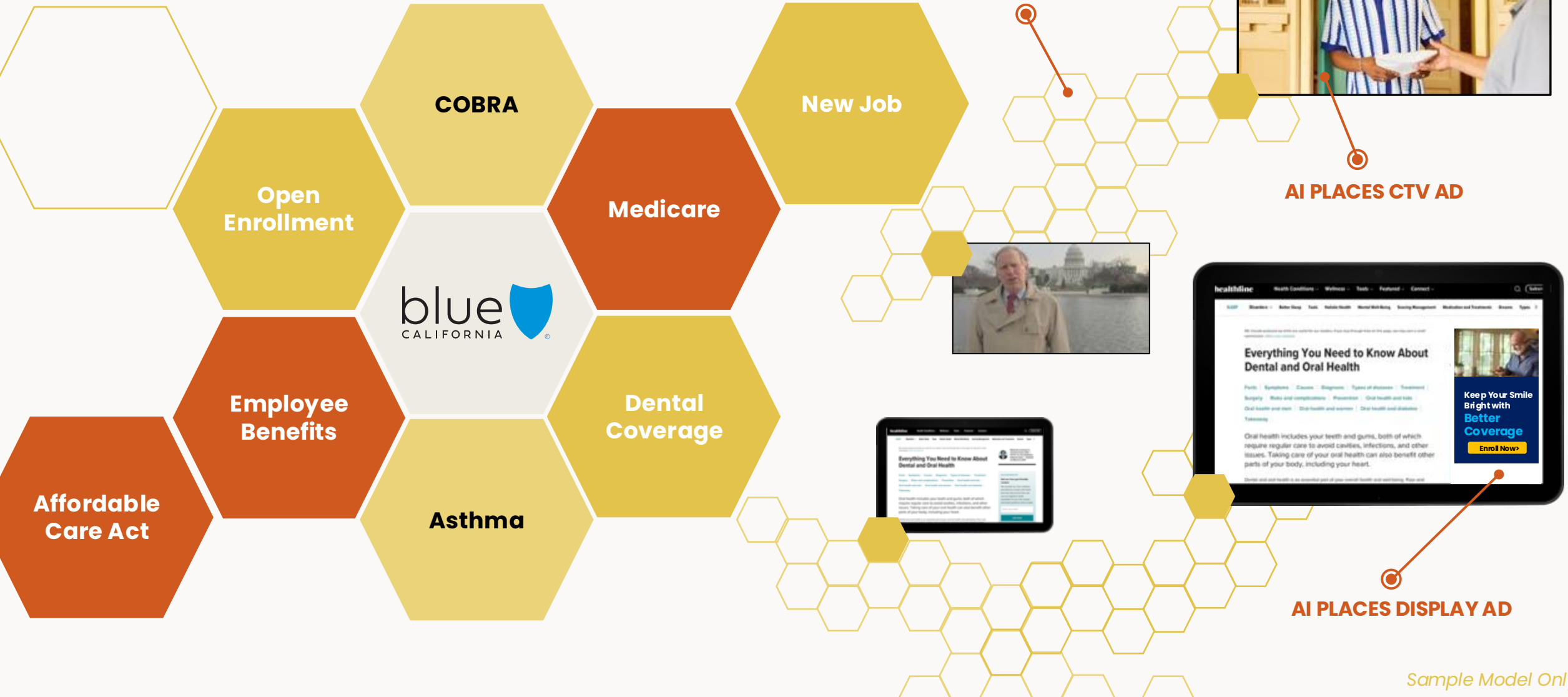
Decide and build in the moment

Models are created and activated dynamically—not predefined



AUDIENCE MODELING

IntentKey® matches audiences to media through in-the-moment, bid-level decision making.



CLIENT EXPERIENCE ACROSS INDUSTRIES

IntentKey has served clients across a **broad range of industries and verticals.**

CURRENT PERFORMANCE SNAPSHOT

Current QoQ retention rate :

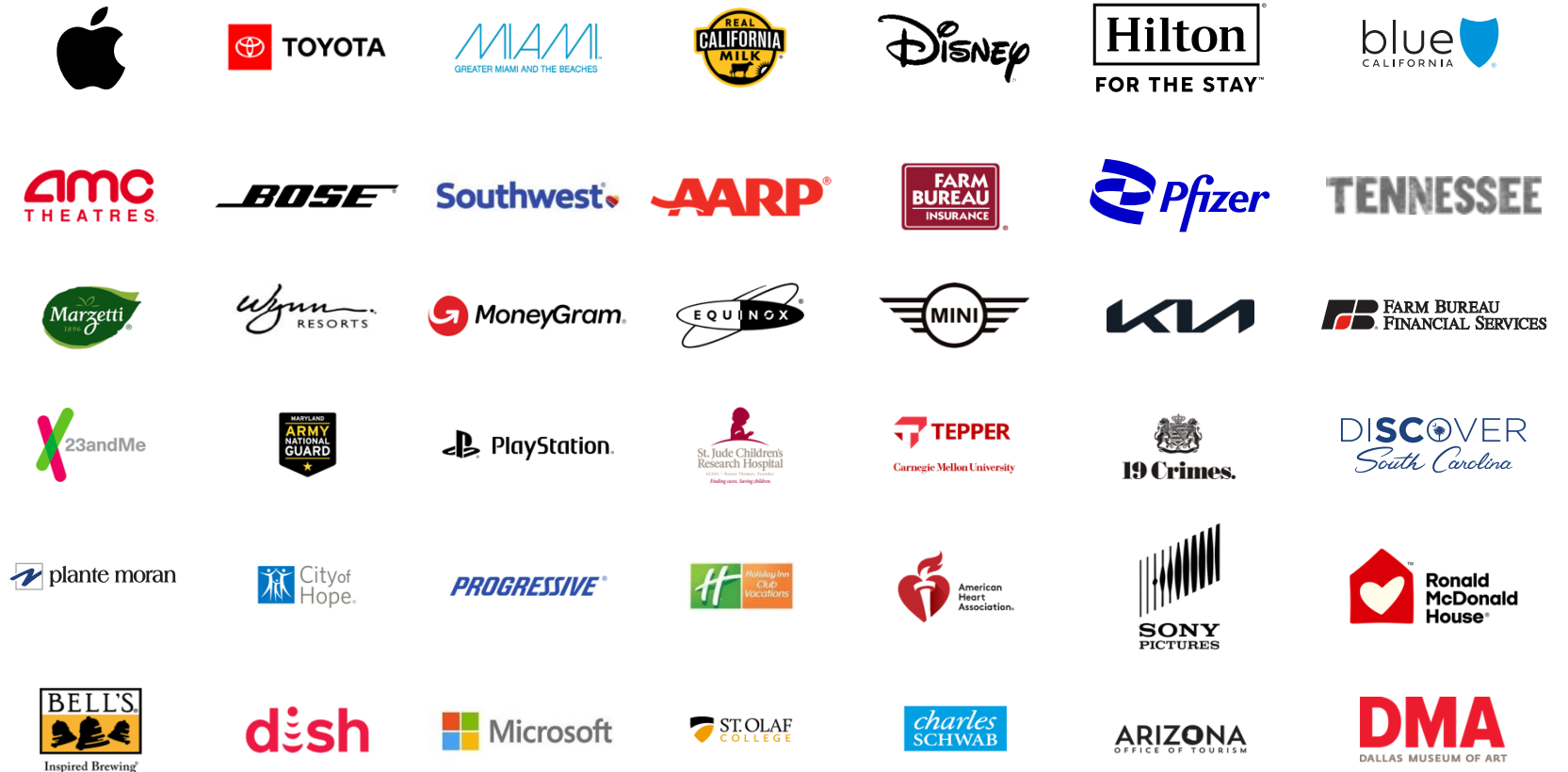
93%

Campaigns have consistently surpassed client goals by an average of

47%

compared to the competition.

HISTORICAL CLIENT FOOTPRINT



Representative sample of brands and organizations served historically; not all are current clients.

STRATEGIC GROWTH PILLARS



Go-To-Market Focus

Upstream brand-direct deals
Enterprise engagement
Predictive MMM entry points
Vertical GTM motion (Healthcare,
Auto, Government/Recruitment,
Travel & Tourism, FinTech)



Product Innovation

AI-driven media intelligence
Expanding integrations
Self-serve infrastructure
Cross-channel activation



Raise IntentKey Profile

Growing IntentKey visibility
Demand generation
Strategic partnerships
Enterprise credibility



Higher-Margin Growth

Platform-led revenue mix
Self-serve onboarding
Operating leverage
Scalable infrastructure

GO-TO-MARKET FOCUS

SIGNAL INTELLIGENCE FOR PRECISION RECRUITMENT

THE MARKET

\$7.5–9.5B

Spent annually by U.S. employers on recruitment marketing

A market still buying attention through job boards, agencies, and media — IntentKey reaches demand before any of it.

3.8M new manufacturing workers needed by 2033

1.9M of those roles at risk of going unfilled

Driver: retirements plus 1–2-year training pipelines keep skilled-trade vacancies recurring.

Sources: Deloitte & The Manufacturing Institute; U.S. recruitment marketing spend, 2024 est.

THE OPPORTUNITY

Persistent turnover forces employers to re-source the same hard-to-fill roles. IntentKey intercepts vocational curiosity — surfacing interest before it reaches a job board or application — reaching candidates who never enter a traditional funnel.

THE EDGE

- Same AI, new addressable market — a signal extension, not a new build
- No cookies, identity graphs, or previously collected candidate data
- Identifies demand as it forms, not after it surfaces

PRODUCT INNOVATION

DEMAND IS BECOMING AGENTIC

IntentKey roadmap follows the signal toward *portable signal intelligence*.

THE SHIFT

Agents enter the buying path

Autonomous agents now research, decide, and act on behalf of people and brands. Audience demand is moving from interfaces to agents.

THE IMPERATIVE

Accessible intelligence

In an agentic market, decisions happen at machine speed. IntentKey's read on demand has to plug directly into the systems making those calls — not wait for someone to open a dashboard.

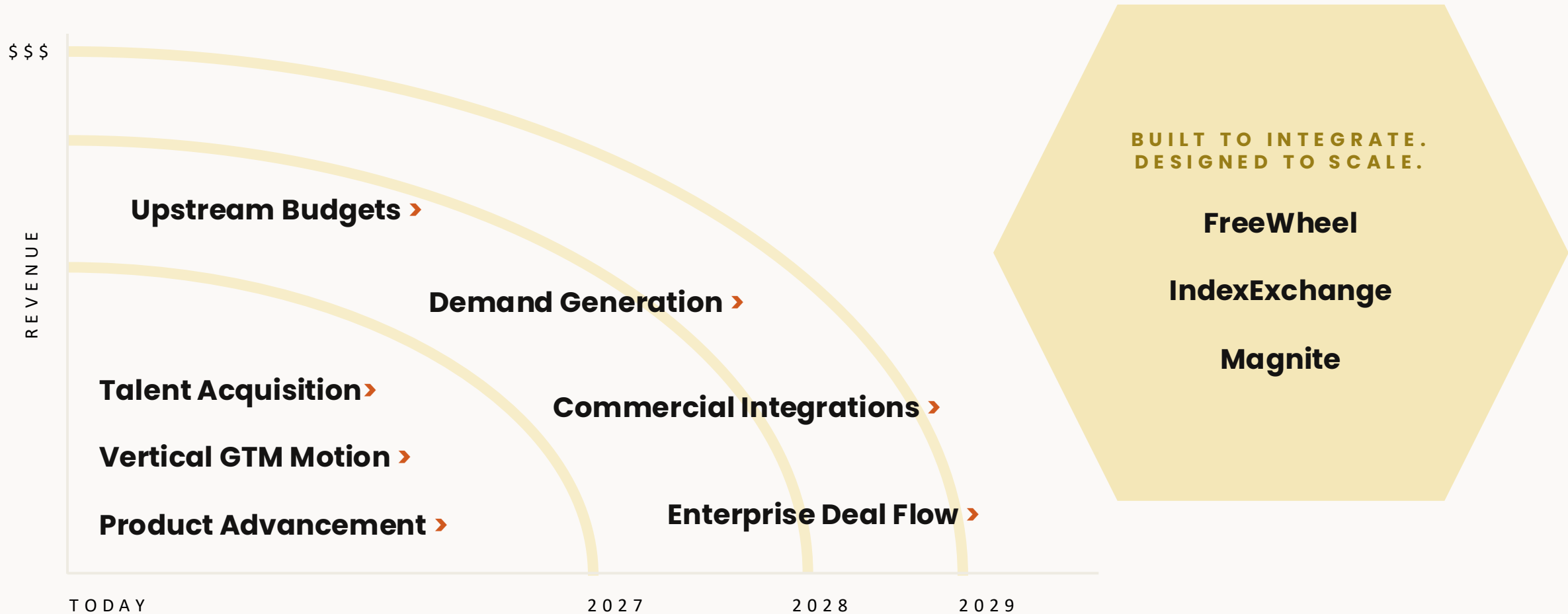
THE DIRECTION

Built to travel via MCP server

The roadmap points toward leveraging IntentKey as an Model Context Protocol (MCP) server — portable signal intelligence that travels to wherever agents do their work.

GROWTH WAVES

Strategic investments across product, integrations, and commercialization create overlapping growth vectors designed to compound over time.



IntentKey operates as a large language model built for media decisioning, continuously learning from real-time signals across the open web as intent forms.

The more signals processed, **the faster the learning accelerates.**
The broader the integrations, **the greater the reach.**
The system compounds.

Our models are our models.
No other AdTech does what IntentKey does.

The algorithm is our currency.

Velocity determines how large this becomes.

The **future value of IntentKey** lies within the data created through our algorithms; the pace of adoption; and the scale of integrations across the ecosystem

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LEADERSHIP FOR SCALE

Deep Expertise Across AI, Media, and Public Markets



Rob Buchner
CEO & Chairman



Wally Ruiz
CFO



Amir Bahkshaie
SVP IntentKey



Dana Robbins
SVP Bonfire



Sanja Partalo
Board Member



Dave Currie
Executive-in-Residence
Advisor



Todd Greer
3x Strategies
Advisor



Tim Flynn
Rear Admiral, USN (ret)
Advisor

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