



NYSE AMERICAN: INUV

IntentKey builds
audience models on
present motivation,
not past identity.



Rob Buchner
Chief Executive Officer

- **Safe harbor statement**

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• Inuvo at a glance

A vertical AI company, built around its own language model.

At the center is IntentKey: a large language model (LLM) built and maintained for one purpose, programmatic advertising.

\$7.5M

Q2 2026 revenue

15

Patents + 3 pending

\$50M+

Invested in R&D

51

Employees

\$18.7M

Market cap

Employees and market cap as of June 30, 2026 • Corporate HQ Little Rock, AR • IntentKey HQ San Jose, CA

- The market

A market being rewritten, all at once.

01

Amazon's unified ad platform

Buying, data and media are merging into single AI-run platforms, and fees for independent buyers are under pressure.

02

Apple privacy

Apple now blocks identity and tracking companies outright, across every browser on iPhone.

03

Agentic and zero-click search

AI answers questions directly, so clicks fall, but people still read. Intent shows up in content, not clicks.

04

Buying infrastructure in flux

Buyers and sellers are moving into each other's business.

\$220B+

Programmatic market

90%+ of U.S. digital advertising

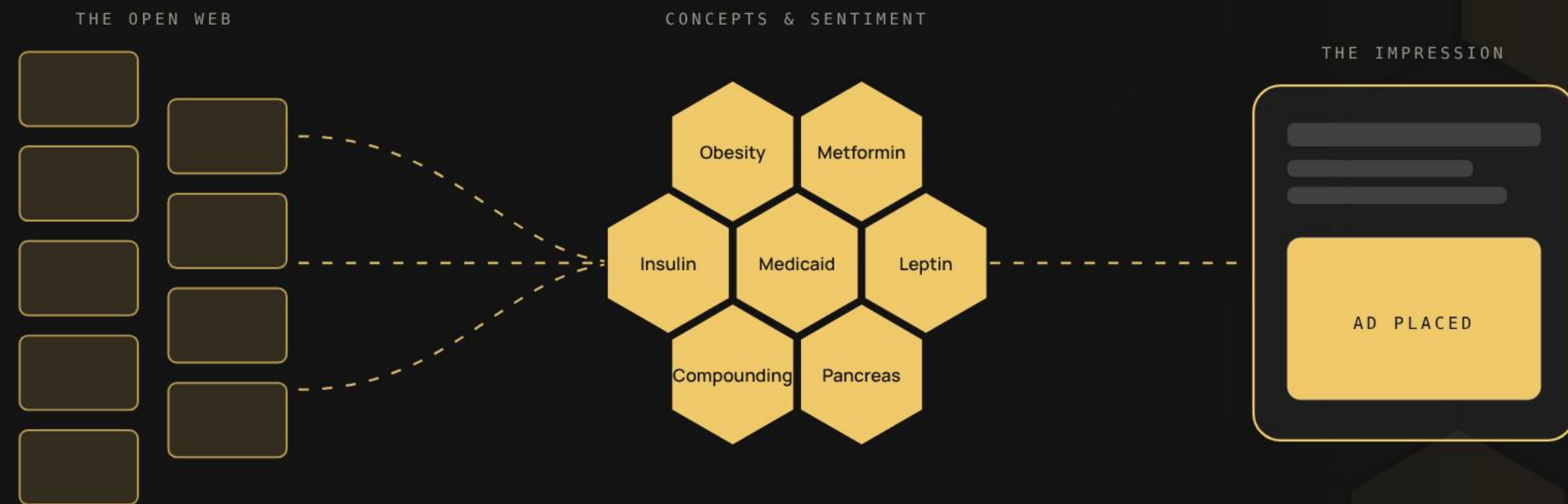
Source: Grand View Research, EMARKETER

IntentKey works from the content itself, so it adapts as each shift lands.

Every change is a tailwind.

IntentKey[®]

How IntentKey works: from the content people consume to the ad they see.



01

The open web

Trained on 110B+ pages, with 1M+ more analyzed every day and distilled into concepts and sentiment.

02

Scored right now

Each ad opportunity is judged on the content being consumed at that moment.

03

Always current

Every model refreshes every five minutes.

- What it delivers

The result: new customers, reached earlier, with privacy built in.

A brand describes who it wants to reach. IntentKey scores every ad opportunity against that description, shows the reasons behind the audience, and keeps campaigns aimed at the outcomes clients measure.



Net-new customers

Buyers who aren't on any existing list.



Up to 24 hours ahead

Of 95% of competitors, on average across measured categories. Reaching people that early means buying before competition drives the price up.



Private by design

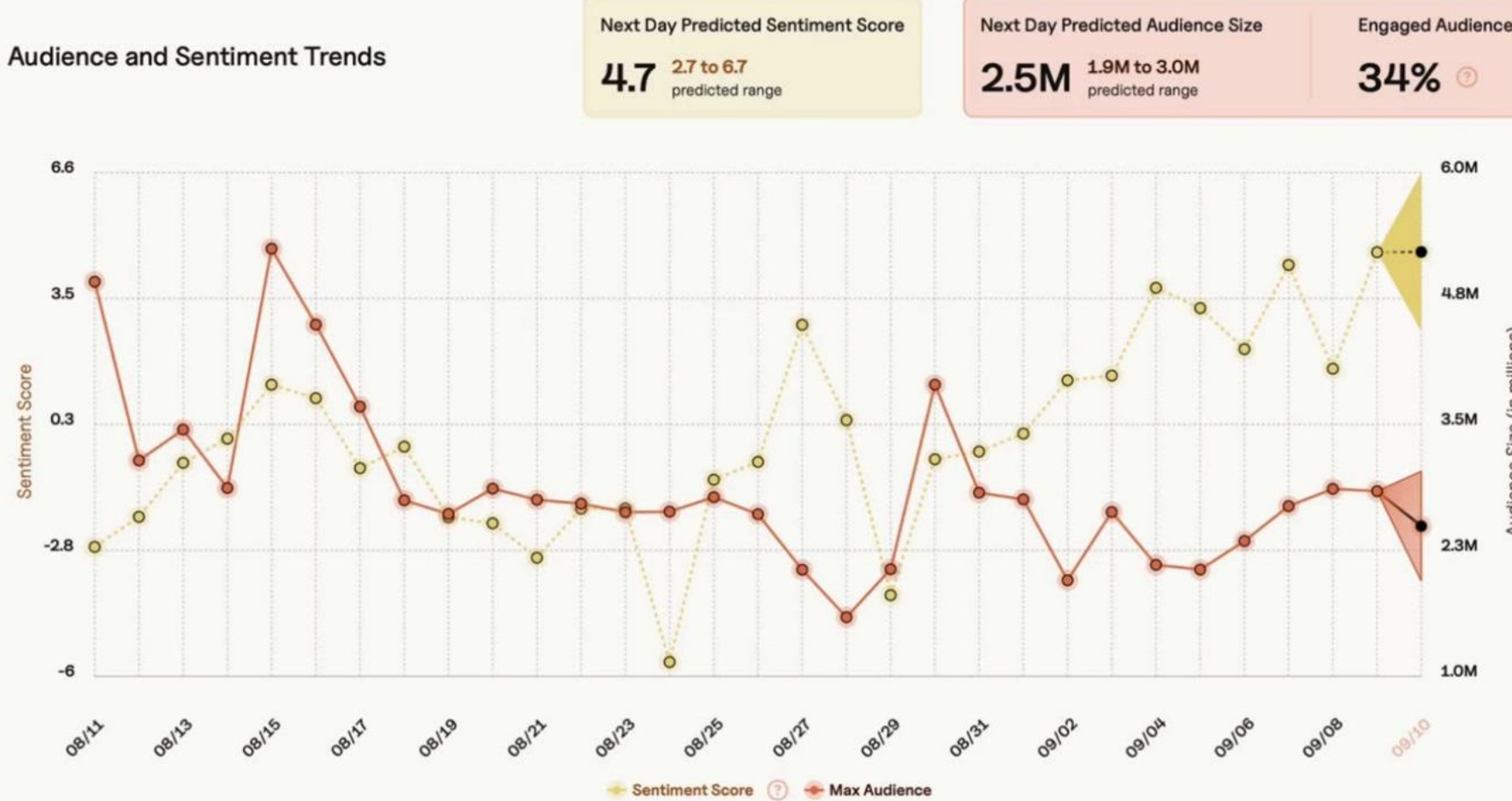
IntentKey doesn't need to know who people are, only what they're engaging with. No personal data attached to a profile, so it works where others can't: on Safari, on iPhone, in private browsing, and in categories as personal as health and finance.

- In the platform · Example audience: GLP-1

From a sentence to a live audience.

GLP-1 Weight Loss Seekers

Audience and Sentiment Trends



The example: people considering GLP-1 medications for weight loss.

IntentKey builds the model, sizes it, and maps where interest is rising, down to the neighborhood.

- Our moat

An LLM built for one job: programmatic advertising.

General-purpose AI is built to answer anything. IntentKey is built to answer one question, continuously: which ad opportunities are worth buying right now.

GENERAL - PURPOSE AI

ChatGPT · Gemini · Claude

Updates its knowledge with each new release.

Trained on nearly everything ever written.

Built for broad utility: any question, any task.

IntentKey[®]

-
- Refreshes custom audience models every five minutes as culture shifts.
-
- A patented concept graph predicts intent to act, without searching everything.
-
- Buys ad space before competitors can drive up the price.

- Client experience

Campaigns consistently beat client goals.

66%

Lower cost per acquisition than comparable solutions

Measured by clients against the solutions they already buy, across every campaign last year.

Fortune 500 & Global 500



Across industries



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

- Vertical focus

Built for highly competitive categories, where speed matters.

Automotive

Reaches shoppers before they appear in the in-market lists every competitor is bidding on.

Healthcare

Reaches people while the plan, provider or treatment is still undecided, without targeting by ailment.

Recruitment

Finds the candidates who were never going to reach a job board: people weighing a career move before they start applying.

Fintech

Reaches people weighing cards, accounts and loans before they commit to a provider.

Also active in **travel and tourism** and **nonprofit**.

- Case for investment

Why Inuvo, and why now?

A \$220B market

Still largely run on audiences built from past behavior.

A moat built in

An LLM built for one job: efficient up front, effective at the finish.

A path to profitability

High-margin
IntentKey lowers the breakeven point, with nothing to onboard and no outside data to buy.

A real R&D lead

Commercialized by Inuvo since 2017.

Experienced leadership

Deep expertise across AI, media and public markets.

Portable technology that travels with market demand.

- Leadership for scale

Deep expertise across AI, media and public markets.



Rob Buchner
CEO & Chairman



Derric Ciccone
President & CFO



Amir Bakhshaie
SVP, IntentKey



Aleesha Parris
Chief Accounting Officer



Dana Robbins
SVP, Bonfire



Sanja Partalo
Board Member

ADVISORS



Dave Currie
Executive-in-Residence



Todd Greer
3x Strategies



Tim Flynn
Rear Admiral, USN (ret.)

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Q&A



Rob Buchner

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• Appendix · IntentKey via MCP

IntentKey now works inside AI assistants.

MCP is an open standard that lets AI assistants use outside tools. Through it, a media buyer can describe an audience inside an assistant like Claude, and IntentKey creates it.

Free to use in the assistant. Revenue comes when an audience runs as a campaign.

Build an audience of people weighing a GLP-1 for weight loss.

Audience built. Coverage is the first question — Medicaid and the price conversation sit inside the audience. Compounded options and bariatric surgery are both being weighed.

Medicaid

Compounding

Bariatric surgery

Metformin

High cholesterol

Insulin

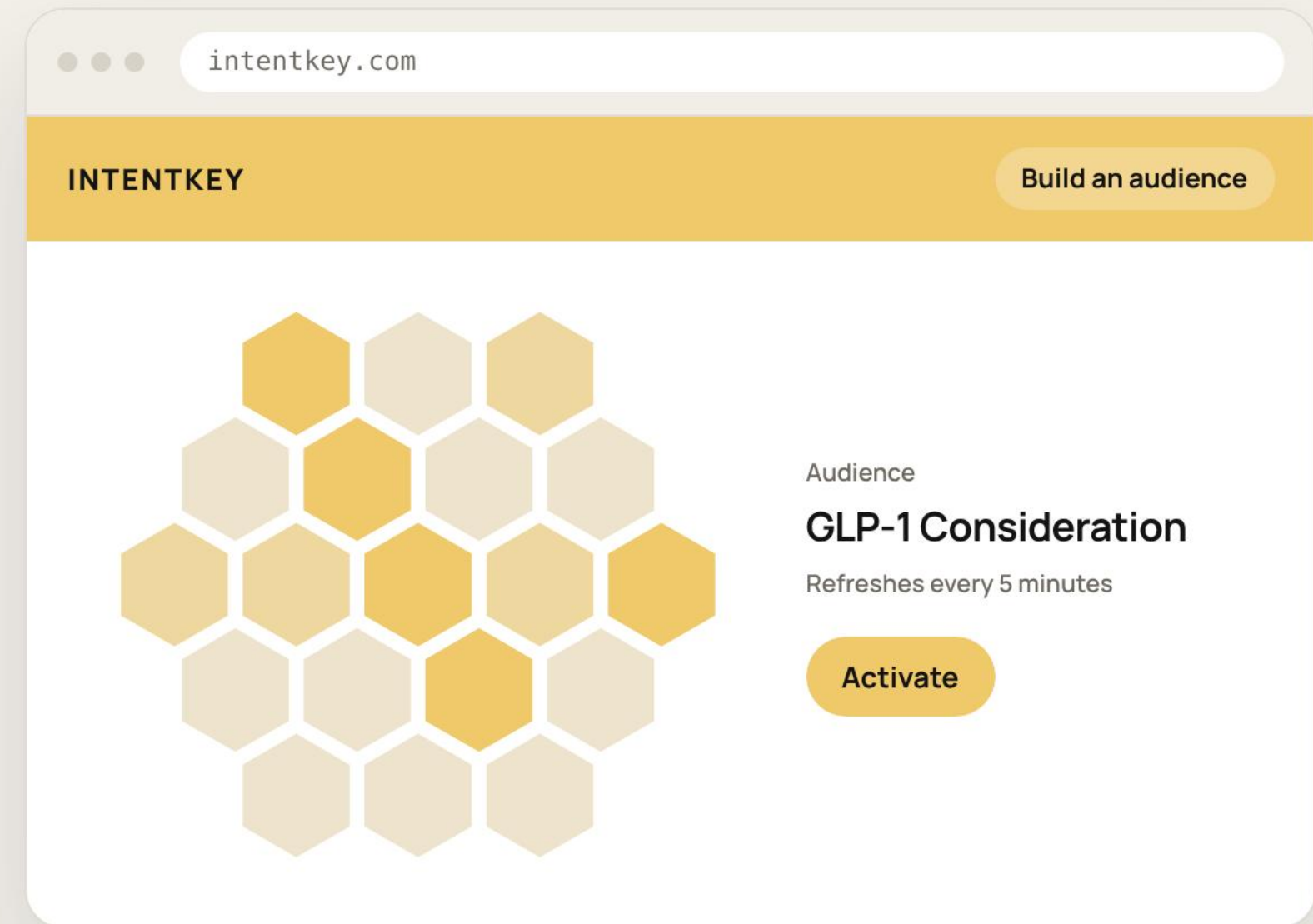
Next: refine it, save it to your IntentKey account, or activate it.

- Appendix · IntentKey Partner Program

Partners can offer IntentKey under their own brand.

Agencies and media companies run IntentKey with their own logo, colors and web address. The same models work underneath.

Each partner extends IntentKey to clients Inuvo doesn't sell to directly.



Our value comes in two forms: speed and outcomes.

We see the opportunity first, **and buy it before the price climbs.**
We deliver net-new customers, **and outcomes, not just traffic.**

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

The system compounds.

Our models are our own.

The algorithm is our currency.

Velocity determines how large this becomes. The future value of IntentKey lies in the data its algorithms create, the pace of adoption, and the scale of integrations across the ecosystem.

• Appendix · Company evolution

A proven operating business, entering its next phase.



2010s

Search

Built on Google and Yahoo partnerships.



Origin

IntentKey developed

Incubated at the UCLA Learning Lab.



Scale

Managed service

Grown with leading brands and agencies.



Now

Self-service

Buyers build and activate on their own.



Next phase

Inside every buying workflow

In AI assistants, partner platforms and wherever media is bought.

Capitalization after the July 2026 offering.

Based on capitalization information disclosed in the Company’s July 30, 2026 Form S-3.

Security	Shares / underlying shares
Common stock + pre-funded warrants ¹	17,820,772
RSUs outstanding	652,970
Class A warrants (\$1.28 exercise price)	2,968,814
Class B warrants (\$1.28 exercise price)	2,968,814
Placement agent warrants	148,441
Other outstanding warrants	10,700

¹ Capitalization information is presented as of July 23, 2026, based on information disclosed in the Company’s July 30, 2026 Form S-3. Common stock and pre-funded warrants are presented on a combined basis; subsequent exercises of pre-funded warrants would change the composition between the two categories but not the combined amount. The table does not present fully diluted shares outstanding and excludes shares available for future issuance under the Company’s equity incentive plans and other shares that may be authorized or issued in the future.

• Appendix · Integrations

Where IntentKey connects.

Across CTV, online video, display and audio.

Runs directly on

FreeWheel Buyer Cloud
Index Exchange
Magnite

Sent as private deals to

Every major DSP

Including The Trade Desk, Google
DV360, Amazon DSP and Yahoo DSP.

Independently verified by

Fou Analytics
DoubleVerify
IAS