



**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**



**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

US digital advertising  
spend projected at  
**\$298 billion**

<https://www.oberlo.com/statistics/us-digital-ad-spending>

Programmatic  
media is a  
**\$168 billion**  
market

<https://www.statista.com/statistics/278727/programmatic-display-ad-spend-in-the-us/>

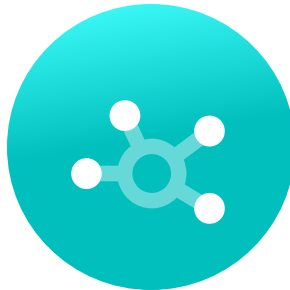
# The Current Environment

Consumers are  
**demanding  
increased privacy**



Governments are  
implementing  
**privacy regulations**  
at a global scale

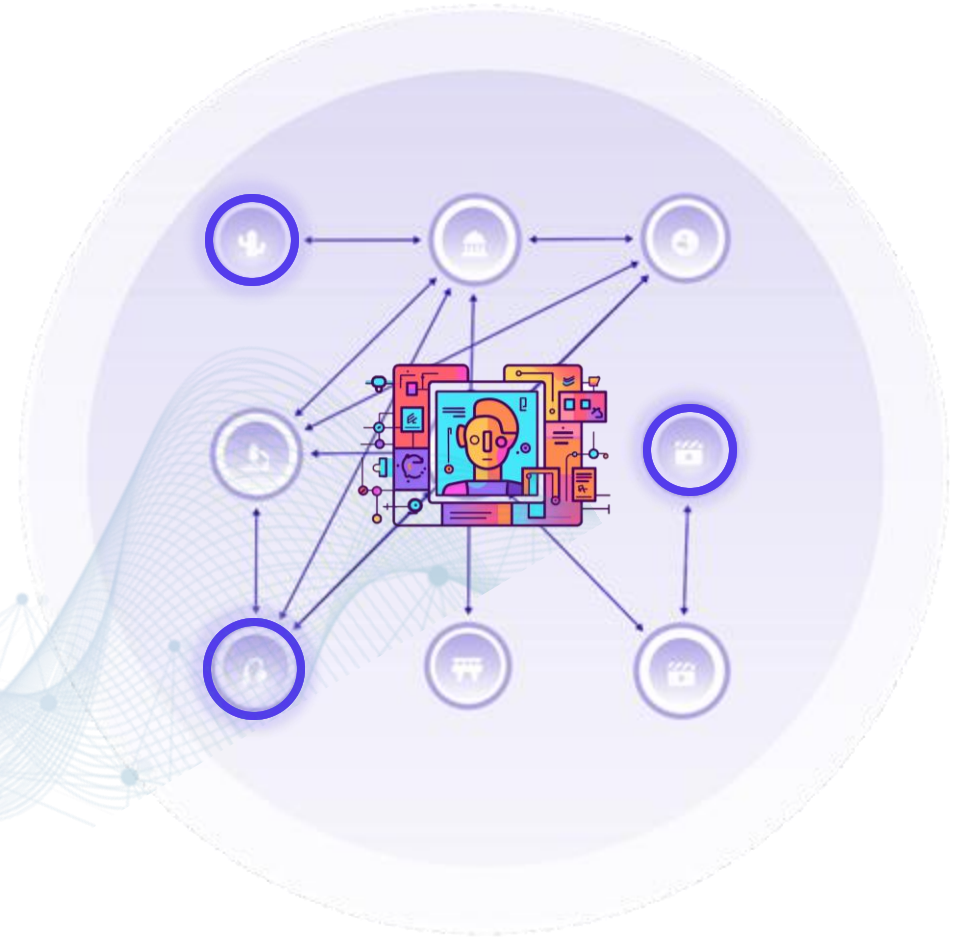
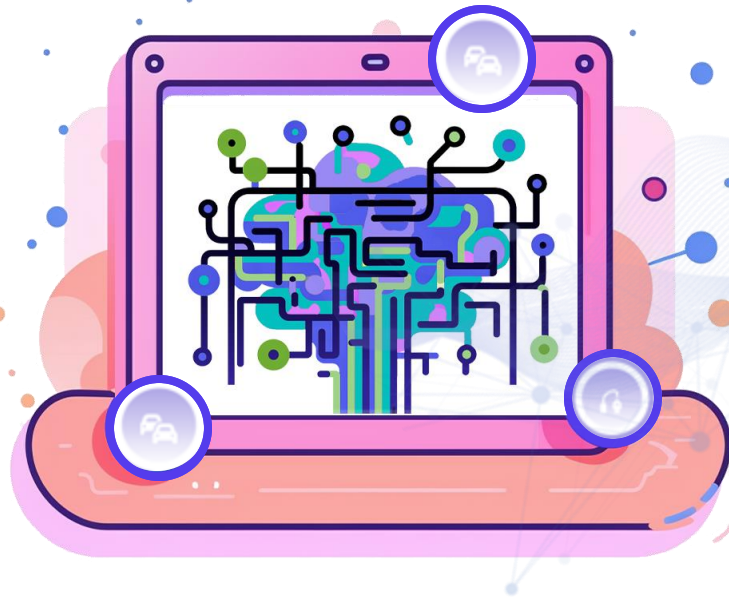
Audiences are  
becoming **difficult to  
reach** with traditional  
consumer tracking data



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

# What We Built

**IntentKey**® is a large-language model that finds your best audiences by reading the entire web.\*



It builds custom **IntentKey Models** from patterns & connections to buy media **more effectively.**

# How IntentKey Works

ABOUT INTENTKEY



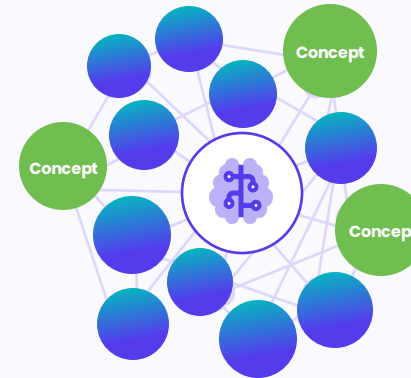
## LLM learns

Over **110B pages of content** with **1M+ new URLs** each day



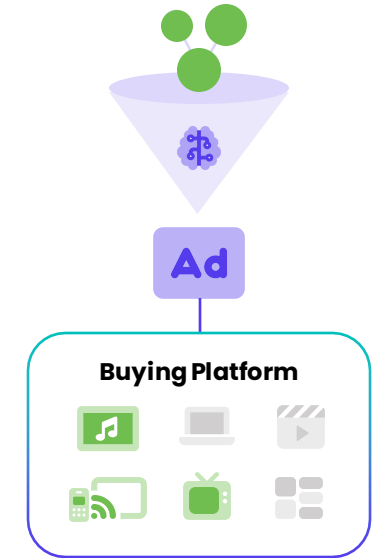
## AI analyzes data

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



## AI develops 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

# Our AI Solves "Why?"

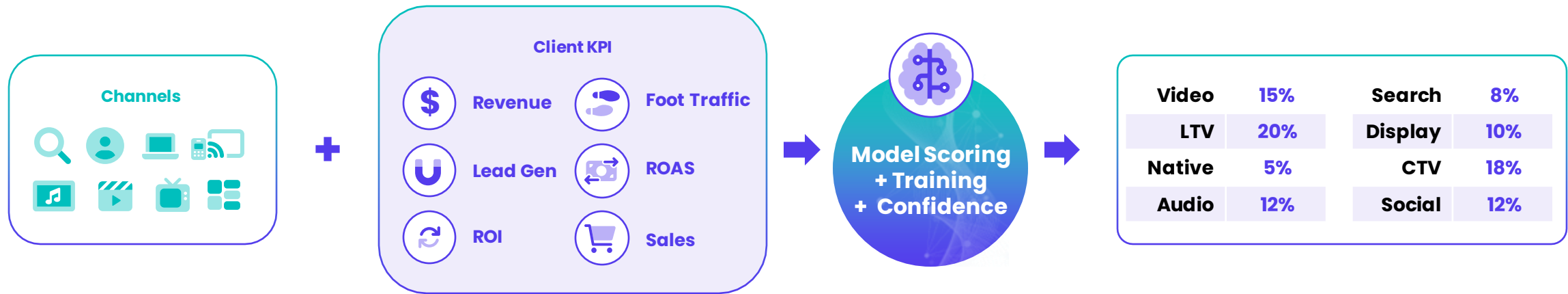
Everyone buys the same **WHO-based** models.



**Custom, CONCEPT-based IntentKey Models identify WHY & WHEN interest is shown.**

# Our AI Understands Campaign Impact

## Media Mix Modeling



1

**Information collected about channel spend data + client KPI**

2

**AI analyzes fluctuations in KPI against fluctuations of channel spend**

3

**Media mix optimized**



# The Inuvo Client

## Managed Services

**16,000+**  
Mid-size agencies in  
the US & Canada

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

Inuvo mid-size market  
penetration  
**1%**

## Self-Service

**6**  
Major Holding  
companies

**80%**  
Global  
Media Buying

**70%+**  
Digital



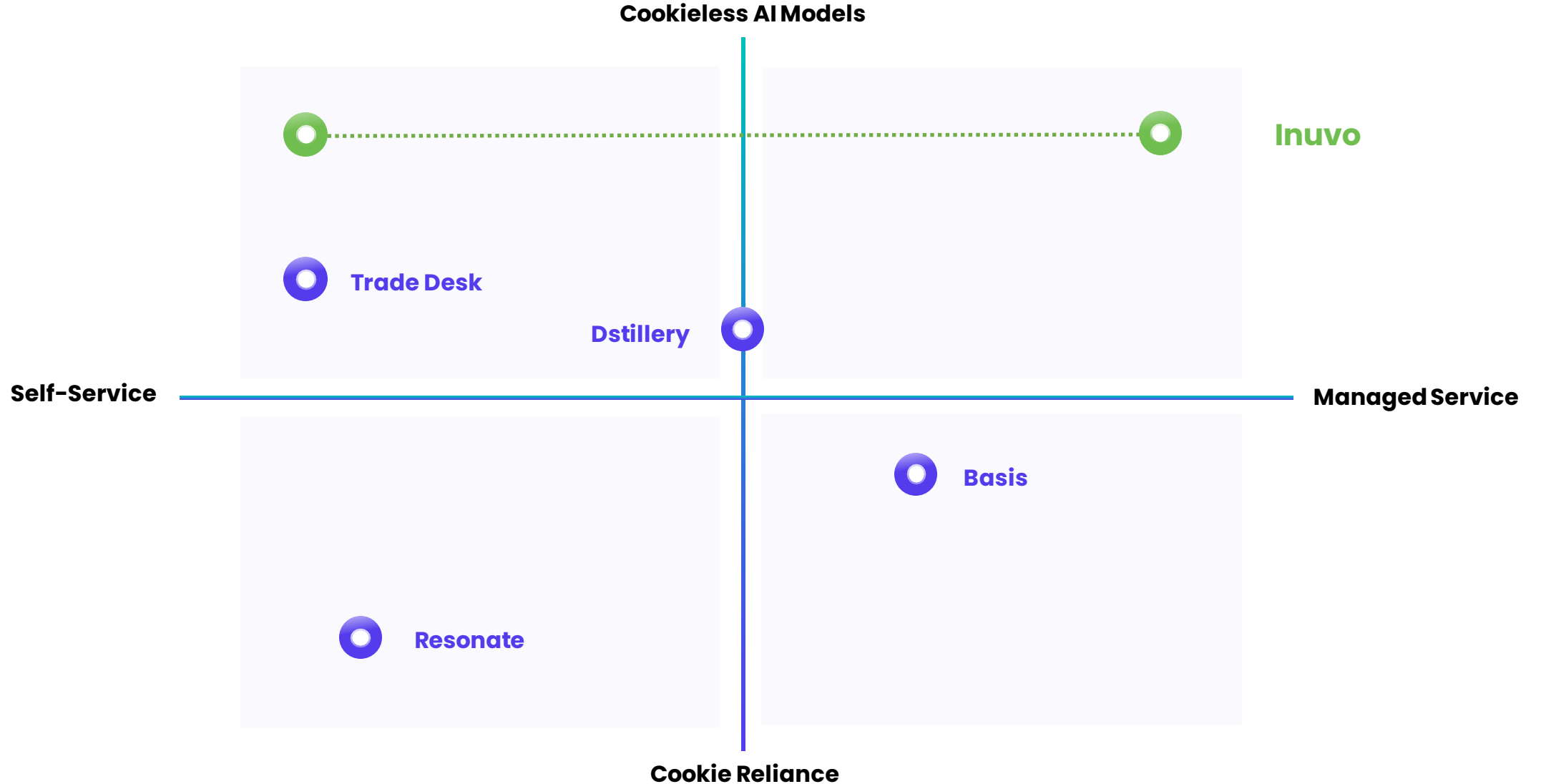
**50%+**  
Programmatic

## GTM Support

**42**  
Growing sales, marketing,  
& support teams

2023 Press Mentions  
**40+**

# Competitive Advantage



## Sampling of Brands

Travel



Non-Profit



Technology



Retail



CPG



Auto



Education



Finance



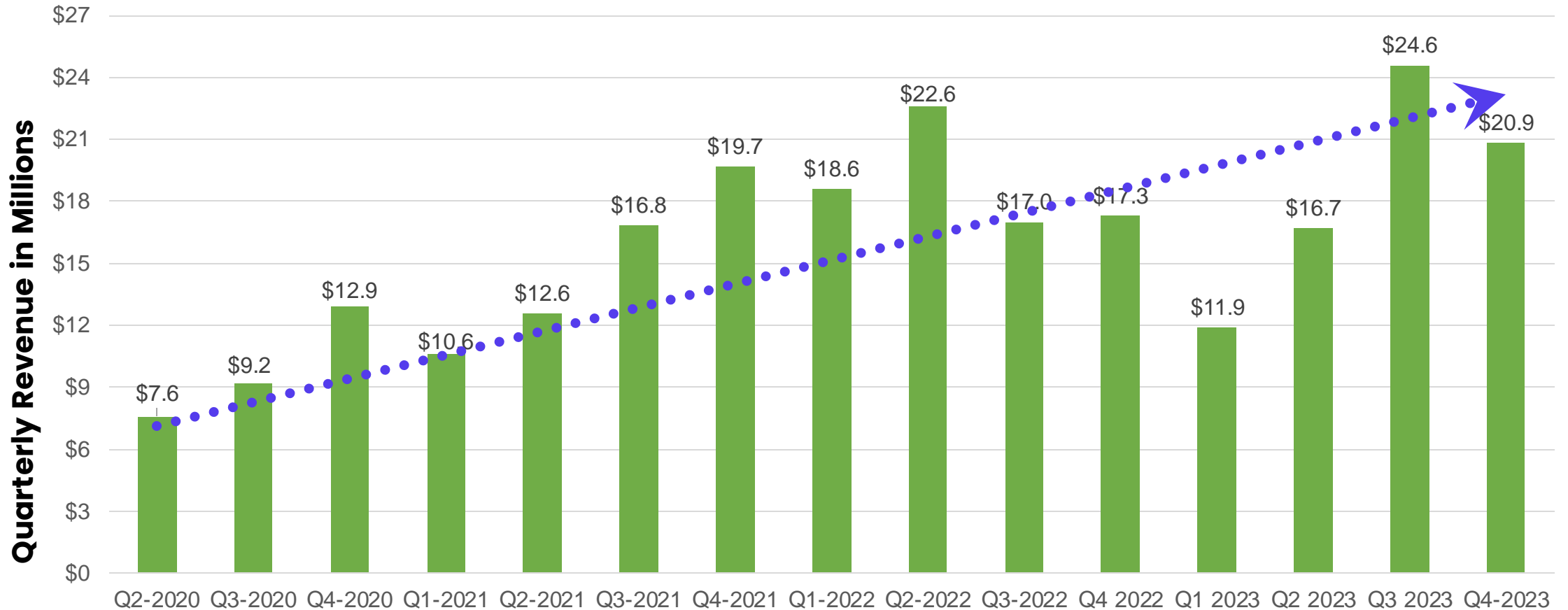
Healthcare



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

# An Attractive Growth Potential

THE MARKET IS CHANGING NOW



**Compounded quarterly growth of 7.5%. Solid balance sheet with \$4.4M cash, no debt, an unused \$5M borrowing facility and positive net working capital @ Q4 2023.**

# Investment Highlights

➤ **A Disruptive, Competitive Market**  
Inuvo operates in a \$168B 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**  
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.

➤ **Channel 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 \$4.4M 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.