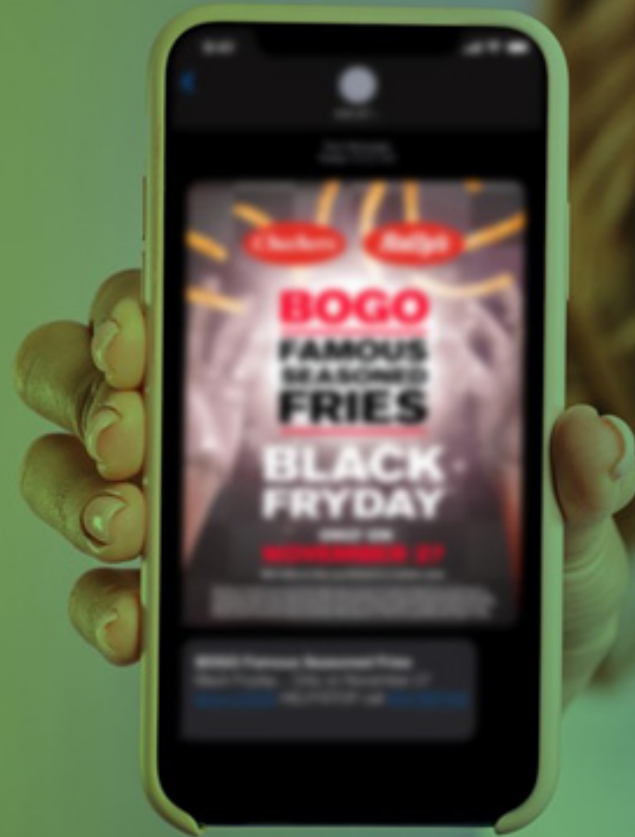


Building the Internet of Rewards

Investor Presentation, Q3, 2022



mobivity
OTCQB: MFON

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Included herein are certain forward-looking statements. All statements, other than statements of historical facts, included herein that address activities, events, or development that we expect or anticipate will or may occur in the future are forward-looking statements. Forward-looking statements involve assumptions and are subject to known and unknown risks and uncertainties that could cause actual results or performance to differ materially from those expressed or implied by such forward-looking statements. Although we believe that the assumptions reflected in forward-looking statements are reasonable as of the date of this presentation, we can give no assurance that such assumptions will prove to have been correct. You should also know that forward-looking statements are not guaranties of future performance, and are subject to risks, uncertainties, and assumptions. Should any of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may differ materially from those included within our forward-looking statements. These and other risks and uncertainties associated with our business are described in our public reports including our Annual Report on Form 10-K for the year ended December 31, 2021, filed with the Securities and Exchange Commission. We do not assume and obligation and do not intend to update these forward looking statements.

The industry and market data presented herein are inherently estimates, and are based upon third-party data as well as information derived from the Company's own internal estimates. While the Company believe that these data are reasonable, in some cases these data are based on others' estimates and cannot be verified by the Company. Accordingly, readers are cautioned not to place undue reliance on the industry and market data included herein.

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Integrating gaming networks,
restaurants, fuel and more

100,000+
Locations

Creating an Internet of Rewards to Connect Consumers to Brands at the Point of Engagement

Vast reach to millions of consumers
through major brands

➤ Advertising is Facing a Historic Challenge

Reaching consumers via targeted ads fueled by third party privacy pilfering is going extinct thanks to personal data protections being imposed by major mobile phone manufacturers. Mobivity's Connected Rewards addresses this challenge by providing real value to consumers across everyday activities from eating at their favorite restaurant to filling up their tank to playing a game!

RESTAURANT



163M

DINE OUT ≥1/WEEK¹

CONVENIENCE



165M

C-STORE CUSTOMERS/DAY²

GAMING



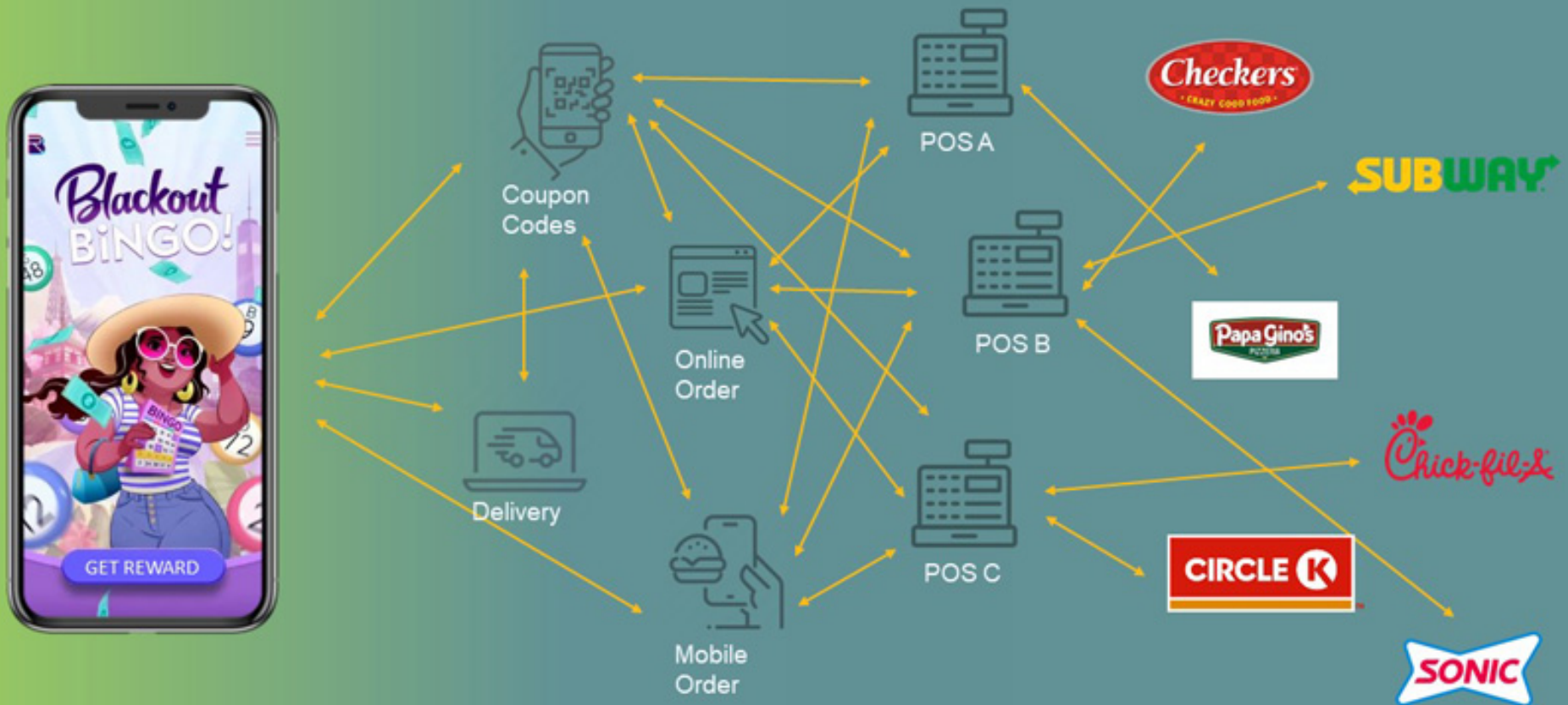
213M

GAMERS IN U.S.³

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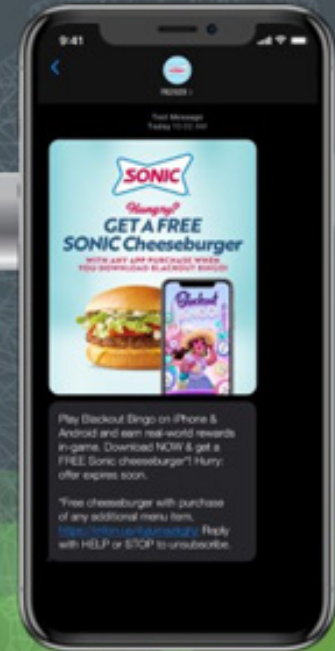
SOURCES: ¹ ICSC Survey, ² NACS 'Time to Shop' Study, and ³ Newzoo research (Jan. 12, 2022)

Instantly Delivering Real-World Rewards From Digital Channels is an Integration Nightmare



➤ Mobivity's Connected Rewards Cloud™

Mobivity's Connected Rewards Cloud™ provides the plumbing that instantly connects **app users** with **brands** to **reward consumers!**



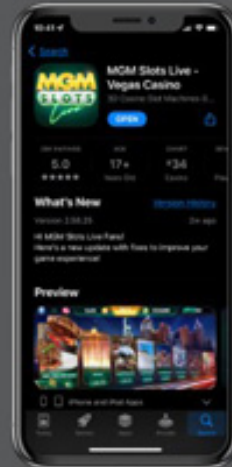
Brands Can Leverage Rewards to Help Game Publishers Attract Players!



1

PROMOTE

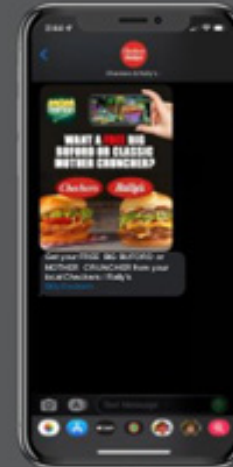
Promote app with offer via brand's owned media channels



2

DOWNLOAD

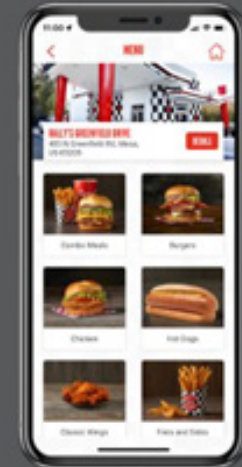
Customer downloads app via the app store



3

REWARD

Customer receives REWARD from the brand



4

REDEEM

Players REDEEM reward via digital order in the App, online or in-store

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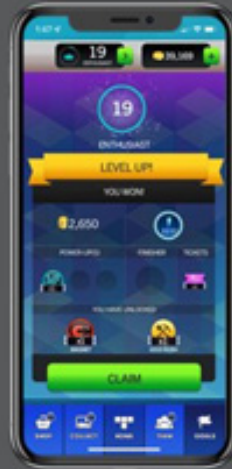
Customer, Brands & Publishers win by attracting and keeping new customers!

Game Publishers Can Reward Consumers With Brand Promotions



1 PLAY GAMES

Millions of gamers **PLAY** their favorite mobile games



2 EARN POINTS

Players **EARN** points and redeem for brand's rewards



3 GET REWARD

Customer receives **REWARD** from a favorite brand



4 REDEEM OFFER

Players are driven in-store or online to **REDEEM** reward

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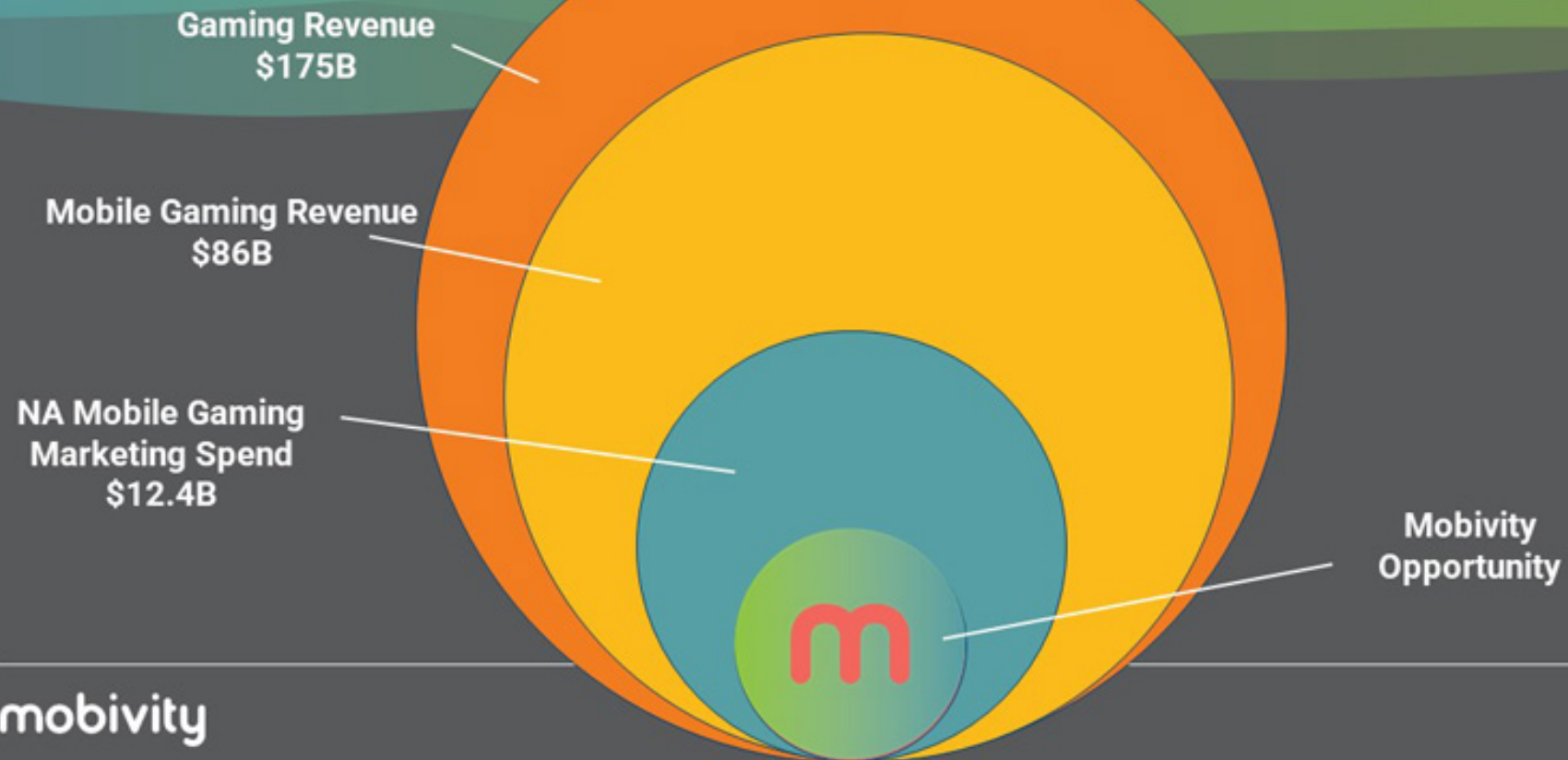
Millions of rewards viewed monthly across several game titles

Mobivity's Vast Reach to Real-World Rewards

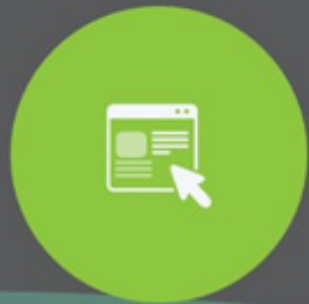


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> Large Addressable Market for Connected Rewards in Gaming



> Revenue Model



One Time
Development and
Deployment



Recurring
Licensing and
Usage Fees for
Reward Trxns



Multi-Year
Contracts



Investment Highlights

CONNECTED REWARDS - UNLOCKING THE MASSIVE POTENTIAL OF AN INTERNET OF REWARDS



Market leading cloud-based solution already connected to over 100,000 restaurants, convenience store and fuel locations to deliver real-world rewards



Rapidly growing number of gaming publishers and ad networks creating an accelerating network effect



Increasing privacy protections fuelling market demand for effective advertising solutions not reliant on personal data




Mobivity restaurant, convenience store and fuel customers reach hundreds of millions of consumers



Existing Leading Enterprise Brand Clients

SUBWAY

 **pepsi**

SONIC

CIRCLE K



Levered to growth through expansion among current customers and expansion among current verticals and new vertical end markets

> Our Team

Dennis Becker

Founder, Chairman/CEO

With more than two decades of experience building, financing, and acquiring enterprises redefining the way technology and business interact, Dennis Becker leads Mobivity's vision of bringing businesses more customers, more often through disruptive technologies. An inventor of several patents, Becker's background also includes awards as founder of Frontieric Corporation and CEO of Bexel Technologies. Prior to Mobivity, Dennis studied Computer Science at the University of Oregon and served in the USAF.

Lisa Brennan

Chief Financial Officer

Brennan was recently the CFO at Merchant Customer Exchange "MCX", a mobile payment technology business, culminating in the company's acquisition by JPMorgan Chase. Additionally, Ms. Brennan brings more than 25 years of experience in key financial leadership roles in SaaS technology, management consulting, and retail. Brennan holds a BA, Summa Cum Laude, in Mathematics and Economics from Wellesley College, MS in mathematics from Brandeis University, and an MBA from the Massachusetts Institute of Technology Sloan School of Business. She began her career at Boston Consulting Group, and has held leadership roles at Designs Inc., which owned multiple retail concepts including Levi's Outlets, the Original Levi's Stores and Boston Trading Company, BBM Holdings, and most recently as the CFO at MCX.

Jeff Griffith

EVP Product Mgmt and Engineering

Jeff Griffith leads all aspects of the company's customer-focused platform innovation. Jeff previously worked for Alcatel-Lucent where he led the Wireless Professional Services division, in addition to other senior product and engineering roles during his tenure. Over his more than 25 years in the industry, Jeff has held product and engineering leadership roles in several global companies including: AG Communication Systems; and Honeywell Aerospace. Jeff also served as a professor at Grand Canyon University College of Science and Technology.

Jennifer Taylor-Glick

Chief Customer Officer

Jennifer leads all customer related operations for Mobivity including account management, service and support. She has almost a decade of experience advising and supporting digital programs for major global brands such as Subway, Sonic Drive-in, Circle K, Pepsi and many others. Prior to Mobivity, Taylor-Glick spent 16 years in the restaurant industry in various services and management roles. Jennifer holds a Bachelor of Science degree from Oklahoma State University.

Jeff Michaels

VP Marketing/Sales Enablement

Jeff Michaels has over 20 years of experience leading Sales, Marketing, and Customer Success teams for global organizations across various industries. Over the last 15 years, Jeff has worked specifically with SaaS organizations like Vista Equity/Kibo Commerce to grow the organization's eCommerce and personalization prominence domestically and abroad, both direct and by developing the reseller network. His experience typically resulted in working with the C-Suite, and with eCommerce, and Digital Marketing leaders within the Retail, CPG, and Manufacturing sector to grow their business while leading the charge within his own organizations to achieve industry-leading growth.



Mobivity has delivered billions of offers and promotions through its proprietary software and messaging channels and has built large, owned audiences for some of the world's largest brands. Using its Connected Rewards®, Mobivity through its partnerships with leading game publishers, digital operators, and ad networks, connects this massive universe of digital consumers to its broad network of brands, catalyzing digital consumers to play games, earn points and redeem in-store rewards from restaurant, convenience, and retail brands.

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