

inuvo[®]

INUV (NYSE American)

**An Advertising
Technology & Services
Business with
Proprietary, Patented
Artificial Intelligence**

August 2024

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AT INUVO,

We use AI to transform media buying. And make it better.

Our advanced LLM deciphers consumer intent by analyzing vast data, something traditional methods can't achieve. This enables precise and privacy-conscious advertising.

Through AI, we connect brands with their audiences more effectively, crafting smarter media solutions for a cookieless future.

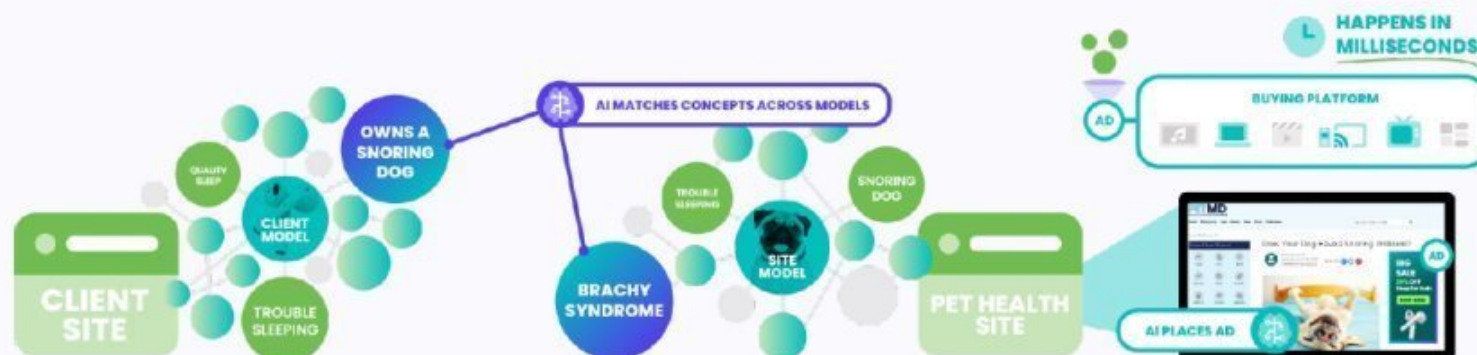
WHAT WE BUILT:

IntentKey[®] by Inuvo

- Inuvo built a **large-language model** that we use to generate custom models.
- Our LLM, IntentKey, is **trained by reading the open web**
- We organize this information into a **concept graph unique to each brand.**



WHAT WE DO: Audience Targeting Using AI



1. Create

IntentKey creates concept graphs connecting thousands of topics & interests.

2. Build

IntentKey builds models based on concept graphs.

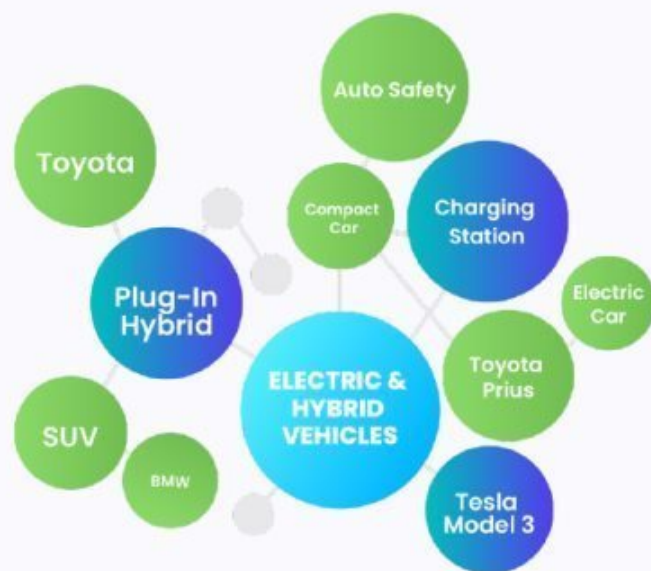
3. Match

IntentKey finds the media concepts that are most connected to brand concepts.

4. Activate

IntentKey models inform all media buying decisions.

WHAT IT LOOKS LIKE: Custom Models



 **Available Daily Media Impressions**
69.18M – 107.38M

 **Daily Audience Reach**
3.63M – 4.66M



 **Available Daily Media Impressions**
50.82M – 72.16M

 **Daily Audience Reach**
2.34M – 3.14M

WHAT IT LOOKS LIKE: Custom Models



 **Available Daily Media Impressions**
66.56M-112.59M

 **Daily Audience Reach**
4.57M-6.54M



 **Available Daily Media Impressions**
72.79M-105.38M

 **Daily Audience Reach**
3.21M-4.45M

THE INUVO ADVANTAGE:

No Cookies, Cost-Savings, Constantly Refreshing

No reliance on cookies

5-minute model updates
for accurate discovery

No additional data costs

Real-time ad activation

Cost efficient targeting
reducing ad spend

Dedicated Manage
Service support team

Self-Serve Support
for any DSP

Every ad impression event
+ full URL analyzed

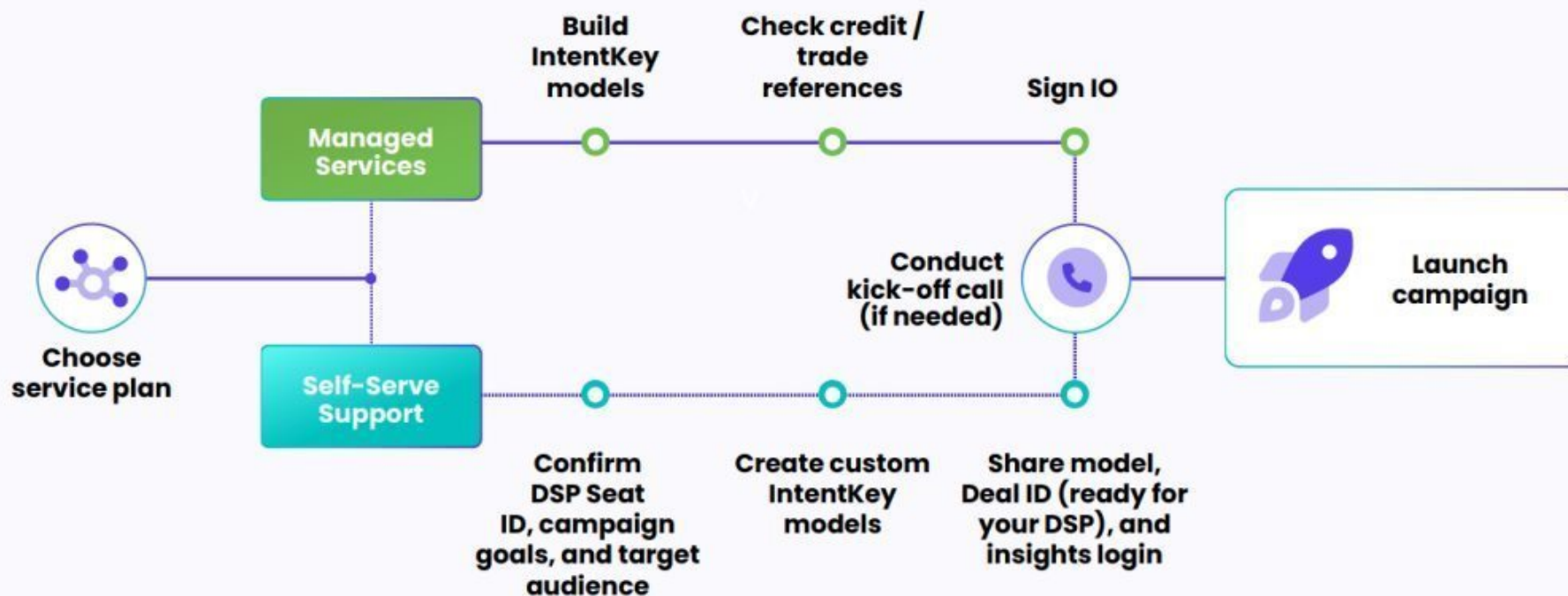
Integrated programmatic
predictive measurement

Access to 100% of the
open web

19 patents, 6 pending

HOW TO ACTIVATE: Next Steps to Launch

NEXT STEPS



WHY NOW:

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/>

WHO WE WORK WITH: The Inuvo Client

THE INUVO CLIENT

Managed Services

16,000+

**Mid-size agencies in
the US & Canada**

<https://www.statista.com/statistics/184880/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

30+

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

2024 Press Mentions

35+

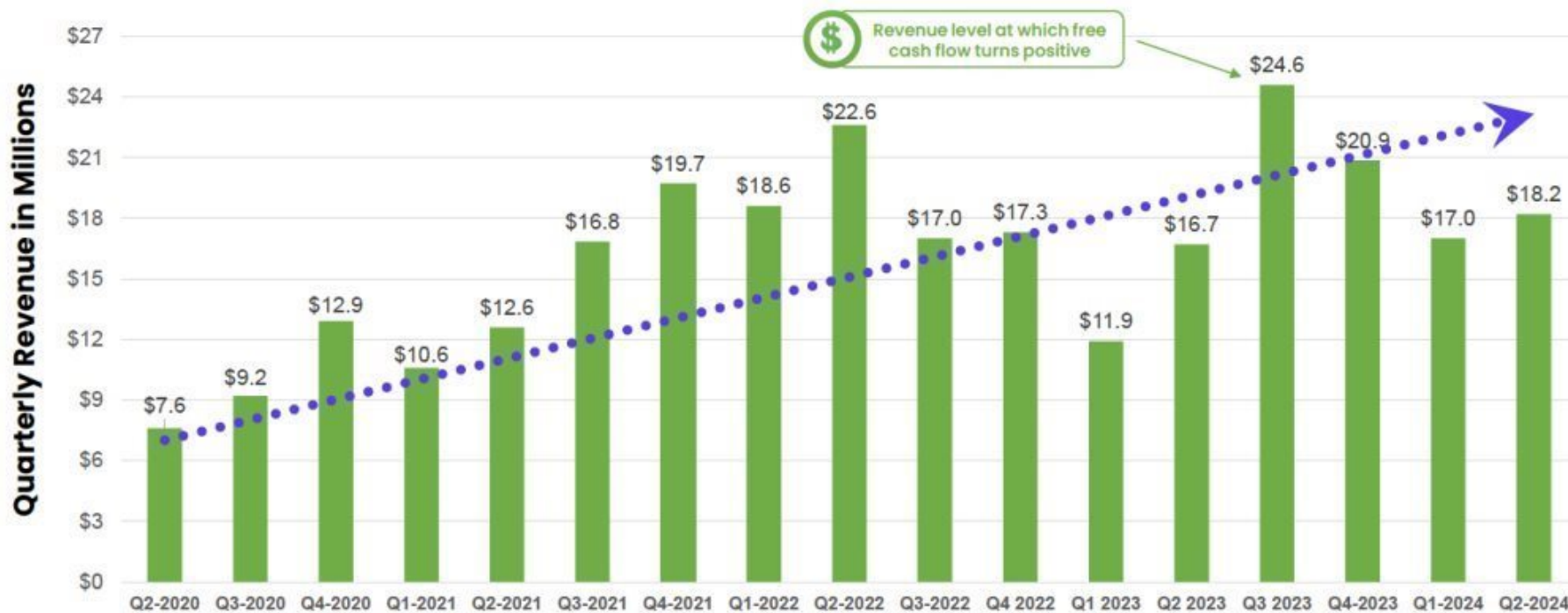
Exceed
client goals on
average by
67%
against competition

Sampling of Brands

Travel						
Non-Profit						
Technology						
Retail						
CPG						
Auto						
Education						
Finance						
Healthcare						

An Attractive Growth Potential

THE MARKET IS CHANGING NOW



Compounded quarterly growth of 5.5% since Q2-2022, \$2.4M cash, no debt, and a \$10M borrowing facility.

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 + 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, display, and native.



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