

RIWI Corp.

Trusted Human Intelligence for an AI-Driven World

Investor Presentation 2026

TSX.V: RIWI

OTC: RWCRF

Greg Wong, CEO

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Forward Looking Statements

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What RIWI Does

*RIWI helps organizations understand what real people **say, feel and do.***

TRUSTED HUMAN DATA.

DEEPER INSIGHT.

MULTIPLE REVENUE STREAMS.



1. RIWI Audience

Provides access to verified respondents across consumer, B2B, healthcare, academic and public sector markets.

Revenue model: Transaction + Project



2. Research Solutions

Combines surveys with eye tracking, facial expression analysis, attention measurement and implicit testing to deliver deeper human insight.

Revenue model: Project



3. Licensed Platform

Gives enterprise customers direct access to RIWI's integrated research and behavioral measurement tools through a subscription model.

Revenue model: Recurring



One company. Three complementary growth engines.

RIWI combines audience access, behavioral research and software into one human intelligence platform.

RIWI's Role in the AI Economy

AI increases the need for **verified human insight**

AI CREATES NOISE.
**HUMANS PROVIDE
SIGNAL.**

RIWI VERIFIES BOTH.



Real people, brighter insights, **better decisions**

Transforming into an AI and Data Company

From service-heavy research into a scalable, AI, software and data platform

MORE DATA.

MORE INSIGHTS.

GREATER VALUE.

THEN

SERVICE-HEAVY RESEARCH MODEL



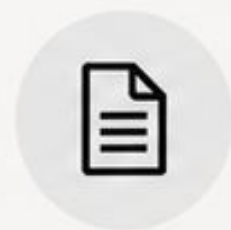
Project-based work

Primarily custom research and one-off studies.



Labour intensive

Dependent on manual execution and professional services.



Lower operating leverage

Each project required new resources and had limited reuse.



Valuable insights, but finite

Results delivered to clients, with limited ongoing monetization.



NOW

AI- AND DATA-DRIVEN PLATFORM



Recurring, scalable revenue

Subscription programs, platform licenses and a growing proprietary dataset.



AI-native technology

Integrating surveys, neuroscience, behavioural data and AI to deliver deeper, faster insights.



Increasing operating leverage

More software, workflow automation and standardized products.



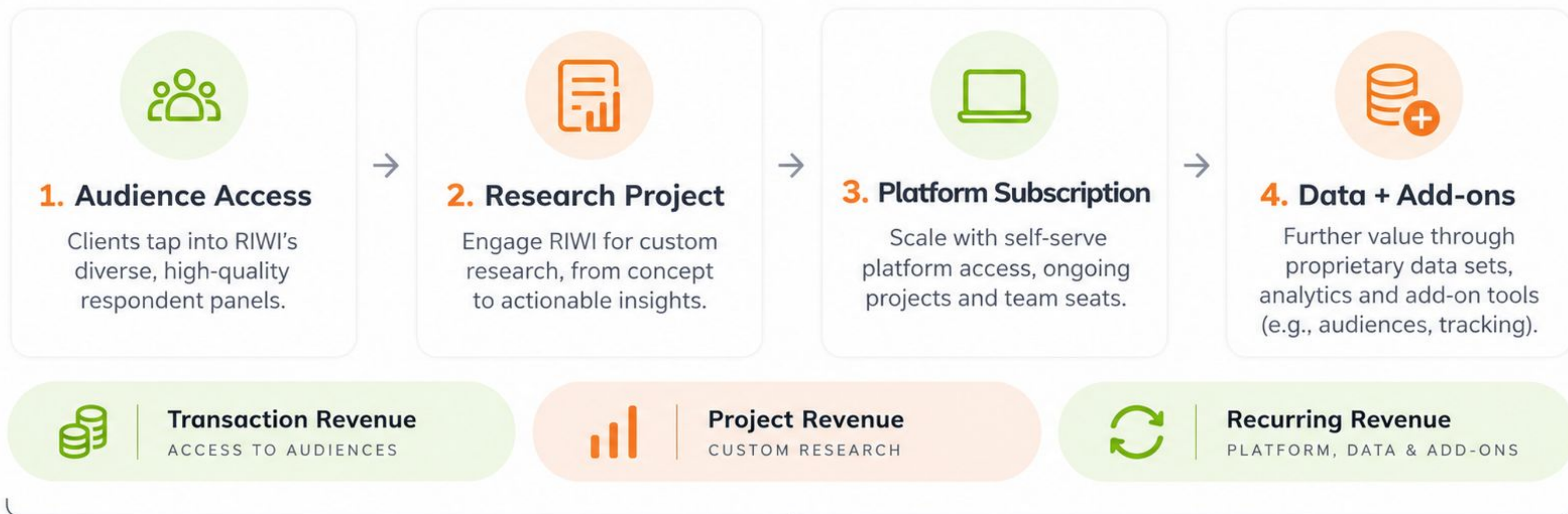
Compounding data asset

First-party human data library that improves benchmarks, powers AI models and creates long-term value.

Customer Expansion Model

*Relationships can begin in one business unit and **expand** across the RIWI ecosystem*

LAND.
EXPAND.
DEEPEN VALUE.



A single customer relationship may generate multiple revenue streams over its lifecycle as clients expand from respondent access into research solutions, platform licensing and data products.

Our Clients

Two high-growth segments with diversified market reach.

DIFFERENT CUSTOMERS.

COMMON VALUE.

REAL HUMAN

INTELLIGENCE.



Consumer Brands

L'ORÉAL

KraftHeinz



Market Research



HUMAN8



Cint



Financial Services



millennium



Academic Institutions



NGO & Government



New Platform Launches

Expanding RIWI's software capabilities across the **research** and **data-quality** workflow

NEW TOOLS.

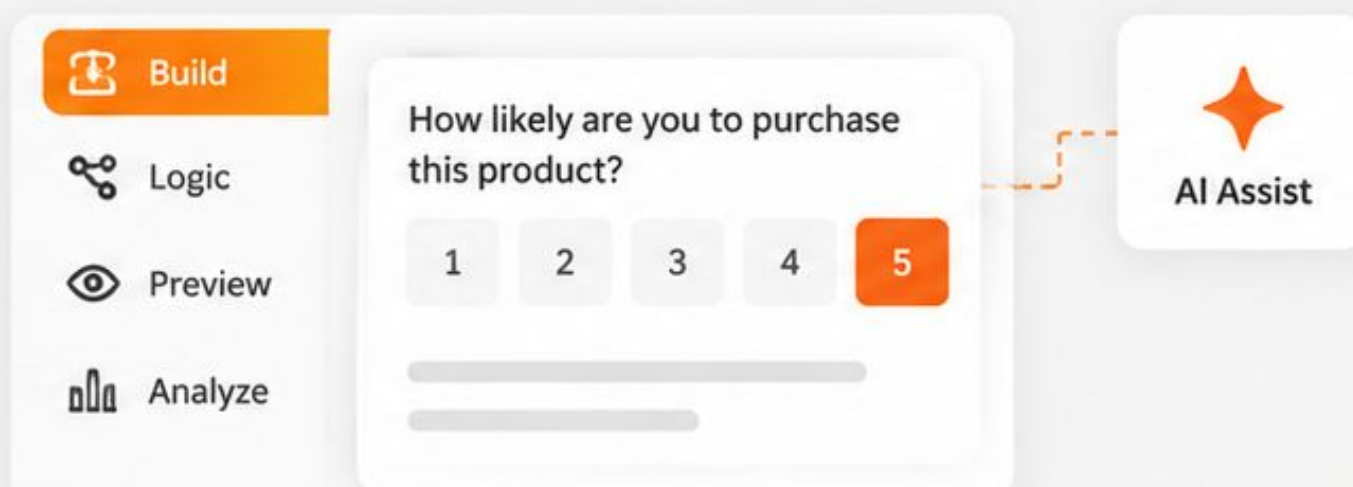
EXPANDED WORKFLOWS.

RECURRING REVENUES.

1. CoolTool 2.0

An AI-native survey platform

Expands RIWI's role across the research workflow.

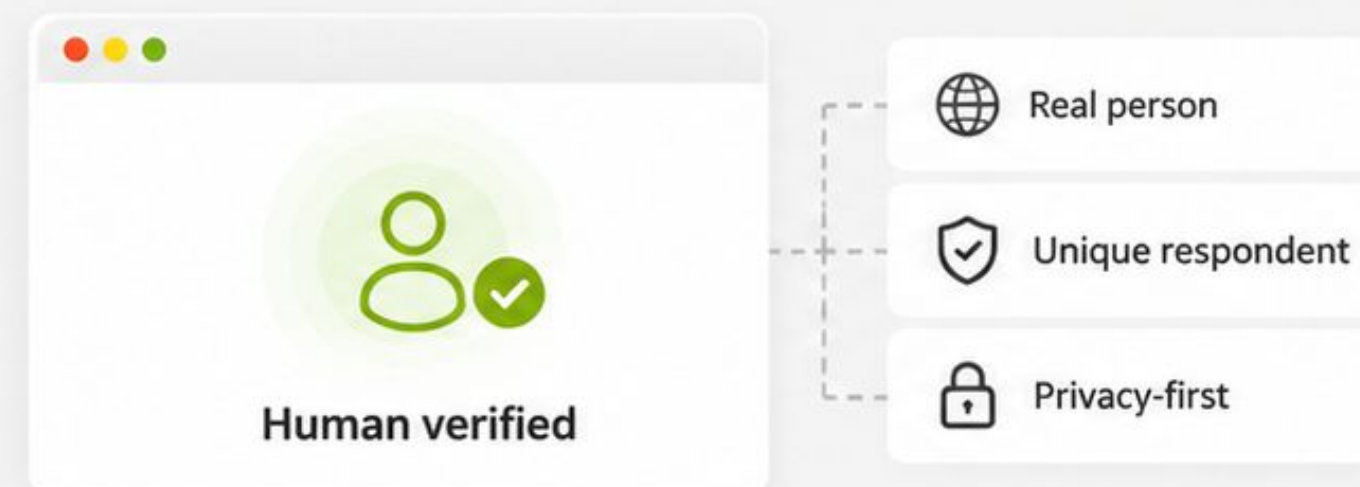


- AI-assisted survey build and logic
- Integrated research tools and analysis
- Subscription + usage-based software revenue

2. Verify Human

Browser-based respondent verification

Built for a more trusted digital ecosystem.



- Confirms a real, unique human before data collection
- Invisible-first verification with optional step-up checks
- Privacy-first design with on-device processing

Together, CoolTool 2.0 and Verify Human Extend RIWI into higher-value software and trust infrastructure.

Audience Business Unit

*A licensed platform for rewarded surveys, audience monetization, and **mobile-first** market research*

TheoremReach connects real users across mobile apps and websites with market research opportunities. The platform helps publishers monetize their audiences through rewarded surveys and offers, while also serving researchers with real-time access to mobile-first sample

an



Publishers

Monetize apps and websites with rewarded surveys, offers, and high-fill global inventory.



Researchers

Access real-time mobile-first respondents through DIY tools or API integration.



WizardBucks

Direct-to-consumer survey destination that expands reach and creates an additional monetization channel.

TheoremReach broadens RIWI's reach by monetizing audience access across publishers, researchers, and direct-to-consumer channels

LICENSED PLATFORM.
REAL USERS.
RECURRING REVENUE.

\$200M+

Surveys Completed

Scaled rewarded-survey activity across apps and websites

\$50+ Countries

Global reach across mobile and web audiences

SDK/API/DIY

Integration Options

Flexible deployment for publishers and researchers

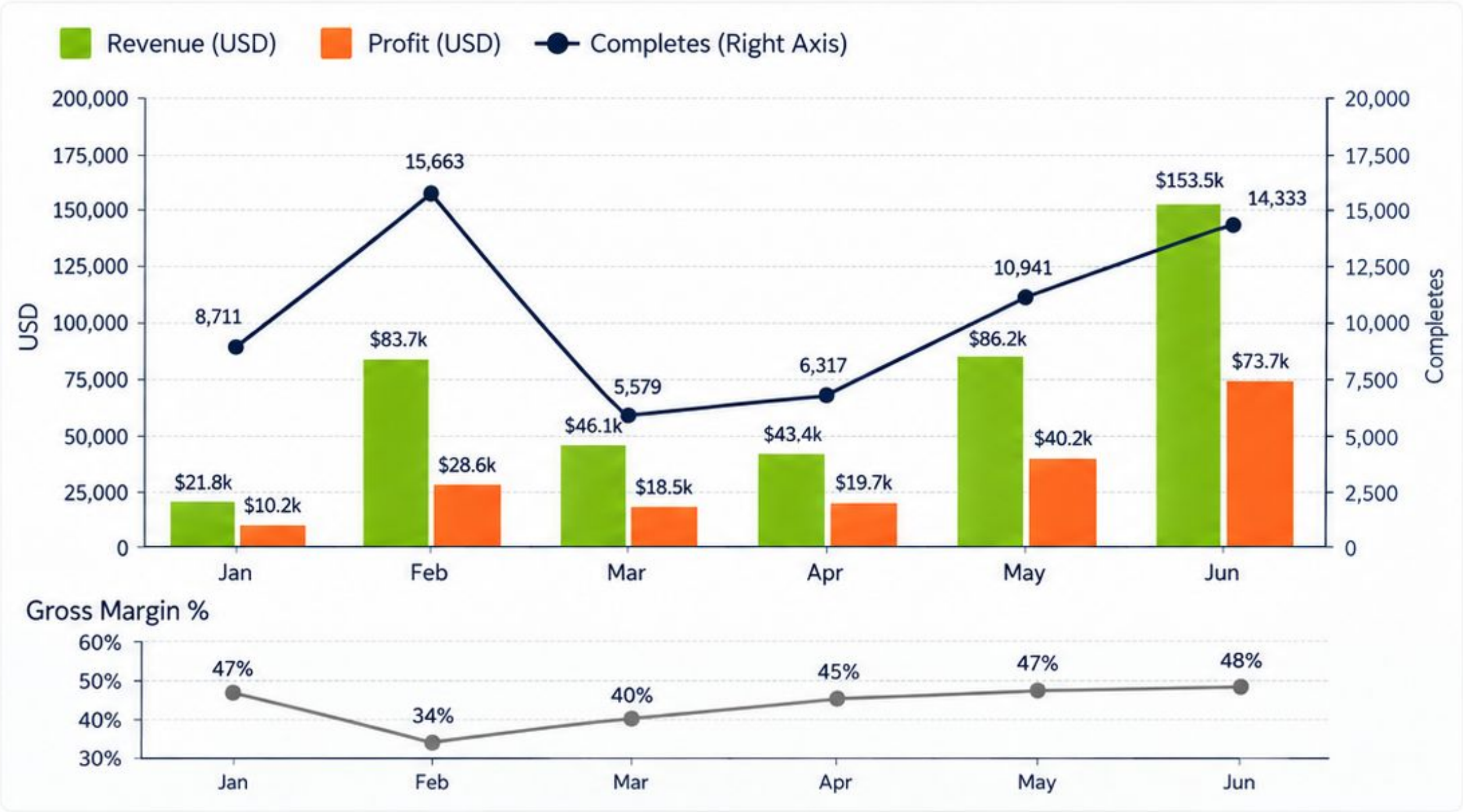
Multiple Revenue Streams

Publishers, researchers and direct consumer channels

Audience Business Momentum

Monthly operating trends through August 31, 2026

AUDIENCE MOMENTUM.
IMPROVING MARGINS.
DRIVING GROWTH.





Revenue scaled from
\$43.4k in April to
\$153.5k in June



Profit increased from
\$19.7k in April to
\$73.7k in June



Gross margin improved to
45% – 48%
from April through June



Completes grew from
6,317 in April to
14,333 in June

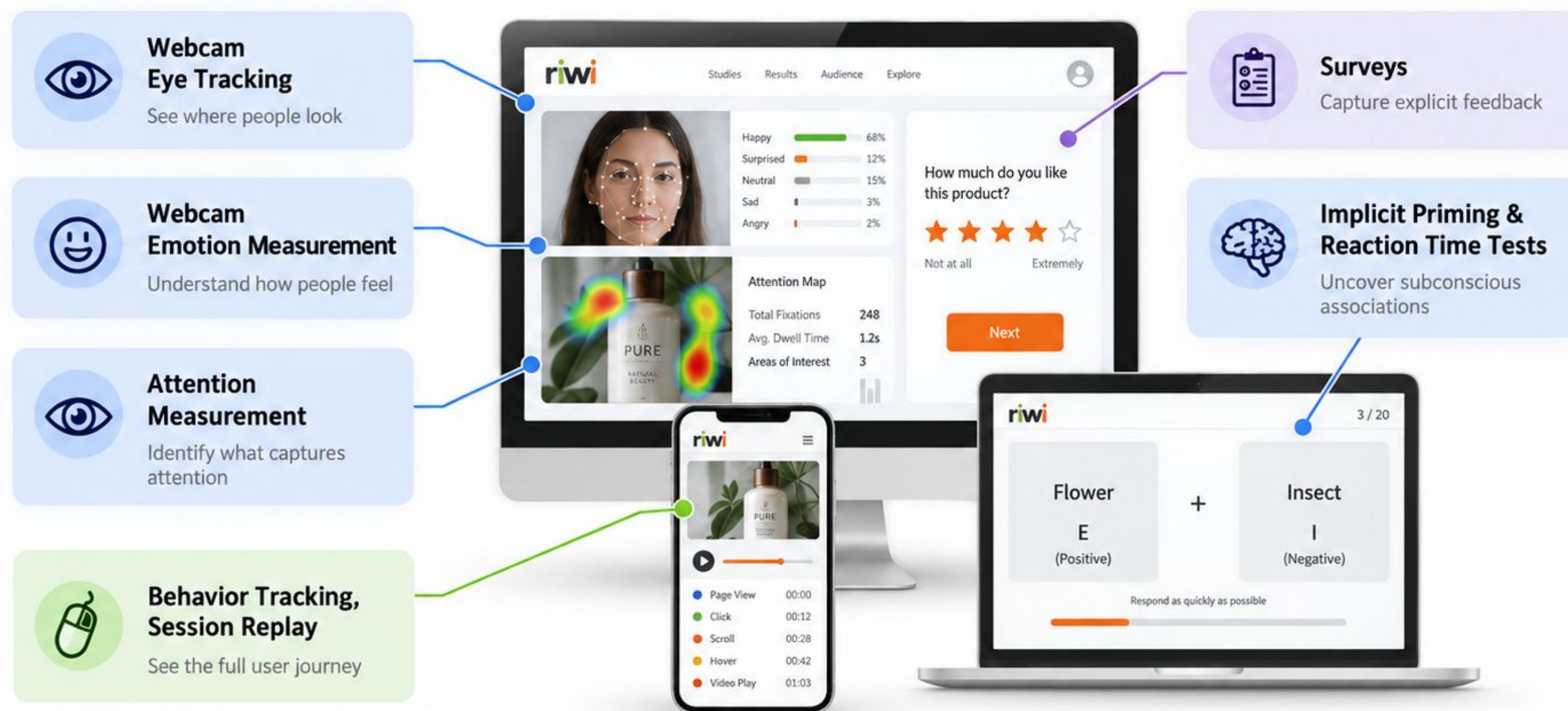


June Peak
\$153.5k revenue | \$73.7k profit | 48% margin

Our Device-Agnostic Measurement Tools

*The only global platform capturing what humans **Say, Feel,**
and Do*

ONE PLATFORM.
MULTIPLE SIGNALS.
BETTER DECISIONS.



RIWI has built the world's only integrated platform that combines **survey data, eye tracking, facial expression analysis,** and **implicit testing** in a single unified system.

Case Study: Bertolli Packaging Redesign

Using RIWI to measure **attention**, validate **purchase intent**, and improve **business outcome**.

MEASURE.
VALIDATE.
DECIDE.

Business Question

Would a new bottle design improve shelf performance and purchase intent, or risk weakening existing brand equity?

RIWI Method

- Multi-modal package test of vinegar shoppers aged 25–65
- Combined surveys, eye tracking, shelf behavior, and implicit measures
- Compared current vs. proposed packaging before national rollout

Key Findings

- New bottle captured attention faster and stood out more clearly on shelf
- Improved visual flow and shelf visibility versus competitors
- No measurable lift in purchase or “grab” intent

Outcome

RIWI helped Bertolli avoid a costly redesign, protect brand equity, and identify pricing strategy as the better path to margin improvement. The study also became a repeatable package-testing use case for other CPG clients.

Current Design



Proposed Design



Attention – Current Design



Attention – Proposed Design



Building RIWI's Data Library

*Every engagement **expands our permanent data asset**, improving benchmarks and predictive reuse*

ONE PLATFORM.

MULTIPLE SIGNALS.

BETTER DECISIONS.



1 Capture

Integrated neuro-marketing platform combining conscious surveys with non-conscious eye-tracking, facial expression analysis, and implicit testing.

- Multi-modal signal collection.
- Say, Feel, Do.

2 Ingest

Ongoing measurement of public and consumer sentiment through repeat surveys and behavioral tests delivered on a subscription basis.

- Proprietary Data Maåt.
- Deep longitudinal datasets.

3 Predict

Analysis of accumulated behavioral data to identify trends, compare outcomes, and inform decisions.

- Forecasts become more accurate while requiring less new data.
- Data operating leverage.

RIWI's Addressable Market

*The same **data asset** is monetized across multiple markets.*

ONE DATA ASSET.
THREE MARKETS.
GLOBAL OPPORTUNITY.



\$81B+

Market Research Industry

An industry with an estimated global turnover of **\$154 billion in 2025.**



\$63B+

Research Software Industry

An industry on track to reach **\$63 billion** by 2025.



\$7B+

Alternative Data Industry

An industry growing at a CAGR of **50.6%.**



RIWI sits at the intersection, capturing **proprietary human signal** that serves all three markets.

Sources: Grand View Research (Market Research, 2025); Research and Markets (Research Software, 2025); MarketsandMarkets (Alternative Data, 2025).

Annual Growth

PLATFORM BUILT.
INTEGRATION UNDERWAY.
FOCUSED ON
PROFITABILITY.



\$5.67M
Record Revenue in
FY 2025

3
Strategic
Acquisitions
Completed

Capitalization Summary

CAPITALIZATION & FINANCIALS		(AS AT JUNE 30, 2026)
● Common Shares Outstanding		26,726,648
● Stock Options		3,113,424
● Warrants		4,161,110
● Total Cash		USD \$1,157,625
(June 30, 2026)		
● Net Debt		USD \$1,250,181
(June 30, 2026)		
● Market Capitalization		C\$5.0 million
(September 24, 2026)		
● Enterprise Value		C\$5.13 million
● TTM Revenues		USD \$4.31 Million

TRADING INFORMATION	
● Trading Symbols	TSXV: RIWI OTC: RWCRF
● Closing Price	C\$0.18
(as of September 24, 2026)	
● 52 Week High / Low	C\$0.72 / C\$0.15
● Insider & Employee Ownership	3%

Leadership Team



Greg Wong

Chief Executive Officer & Director

25+ years scaling technology businesses and building revenue engines. Former CRO at Pivotree, growing revenue from \$20M to \$60M+, and CEO of Heiler Software through its sale to Informatica.



Travis Campbell

CFO & Corporate Secretary

Public company finance leader overseeing reporting, governance, and capital allocation. Former finance executive at Avanti (sold to Ricoh) and Route1, driving operational efficiency and scalable financial systems.



Dmitry Gaiduk

Chief Product Officer

25+ years in market research and product innovation. Founder of CoolTool and other behavioral measurement platforms. Leads product strategy and integration of neuroscience and AI into RIWI's offerings.



Alton Ing

CTO

Architect of RIWI's global data platform and infrastructure. Leads software, data capture, and security. Background includes enterprise systems and large-scale engineering roles across automotive, insurance, and logistics sectors.

Board of Directors



Leonard (Lenny) Murphy

Chairman

Market research industry leader and advisor. Chief Advisor at GreenBook, the sector's leading insights platform, with deep relationships across global research and analytics buyers.



Marc Kazimirski

Director

Founder of KazLaw with a focus on complex personal injury cases. Former President of the Trial Lawyers Association of BC and adjunct professor at University of British Columbia Faculty of Law. Appointed King's Counsel in 2023.



Al Leong

Director

Al Leong is an award-winning marketing and strategy executive with 30+ years of experience driving growth, positioning, and investor communications for technology companies. His expertise spans AI, Web3, fintech, and enterprise B2B. He holds a B.Comm from the University of British Columbia and an MBA from the University of Toronto.



James Bowen

Director

James Bowen, CFA brings over 20 years of capital markets experience as a portfolio manager, securities analyst, and advisor to TSX-listed companies. He has extensive expertise in valuation, governance, and investor relations, with a strong track record of attracting institutional investors and strengthening capital markets positioning.

Contact Us

Learn more about any supporting data & technical deep dives



Financials

Detailed Income Statement, Balance Sheet, and Cash Flow summaries are publicly available on sedarplus.ca



Technology

Technical whitepapers on RDIT data collection and neuroscience-based emotional measurement tools, can be found on our website www.riwi.com



Case Studies

Anonymized real-world examples of value creation for CPG, financial services, and government clients can be found on our website www.riwi.com

Contact Information

Greg Wong

Chief Executive Officer

greg.wong@riwi.com

TSXV: **RIWI**

www.riwi.com

CoolTool 2.0

An ***Ai-native survey platform*** that expands RIWI's role across the research workflow

AI-NATIVE SOFTWARE.
RECURRING REVENUE.
DEEPER RESEARCH
WORKFLOWS.



AI-Assisted Survey Building

Researchers can describe learning objectives in plain language and use AI to build surveys, logic and follow-up probing.



Advanced Research Methods

Includes implicit testing, eye tracking, emotion measurement and AI-powered probing of open-ended responses.



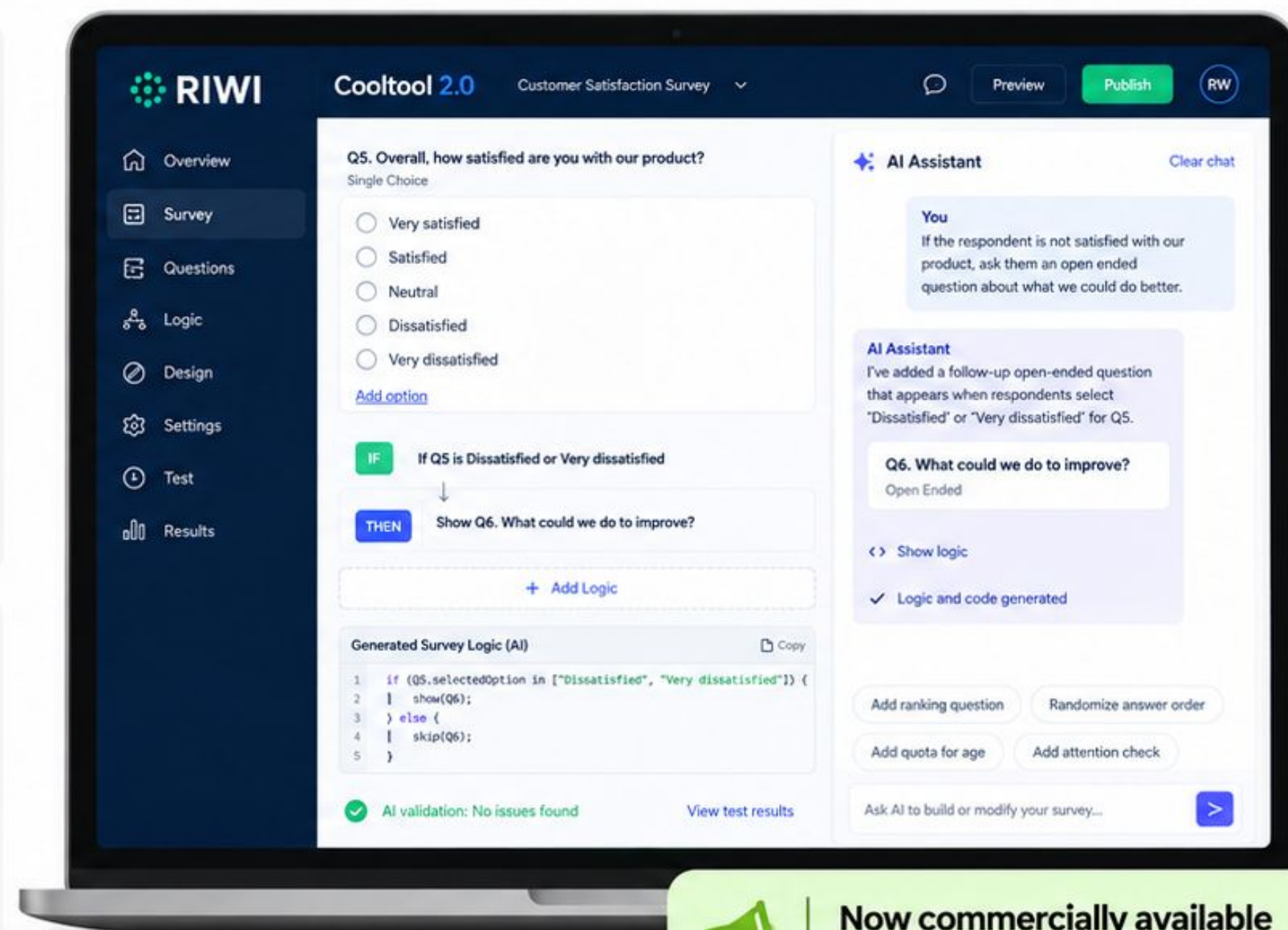
Flexible + Secure

Supports third-party websites, applications and customer AI environments for sensitive or regulated research workflows.



Recurring + Usage Revenue

Commercially launched with paying customers. Subscription pricing is complemented by credit-based AI and neuromarketing usage.



Now commercially available
Paying customers already onboarded

Verify Human

Browser-based *respondent verification* for a more *trusted digital ecosystem*

Why it matters

31%

Fraudulent responses

NORC + CloudResearch, 2026



99.8%

AI bot evasion of traditional attention checks

Dartmouth Westwood, 2025



38%

Discard rate when verification is applied post-hoc

Kantar



Invisible-first assurance

01



Server-side floor

Network, device and behavioural-reputation signals score every respondent silently.

02



Invisible layer

A silent on-page script adds richer live behavioural signal.

03



Camera step-up

Only when risk earns it, a ~5-second on-device check proves a live, unique human.

Start invisible. Step up only when the risk earns it.



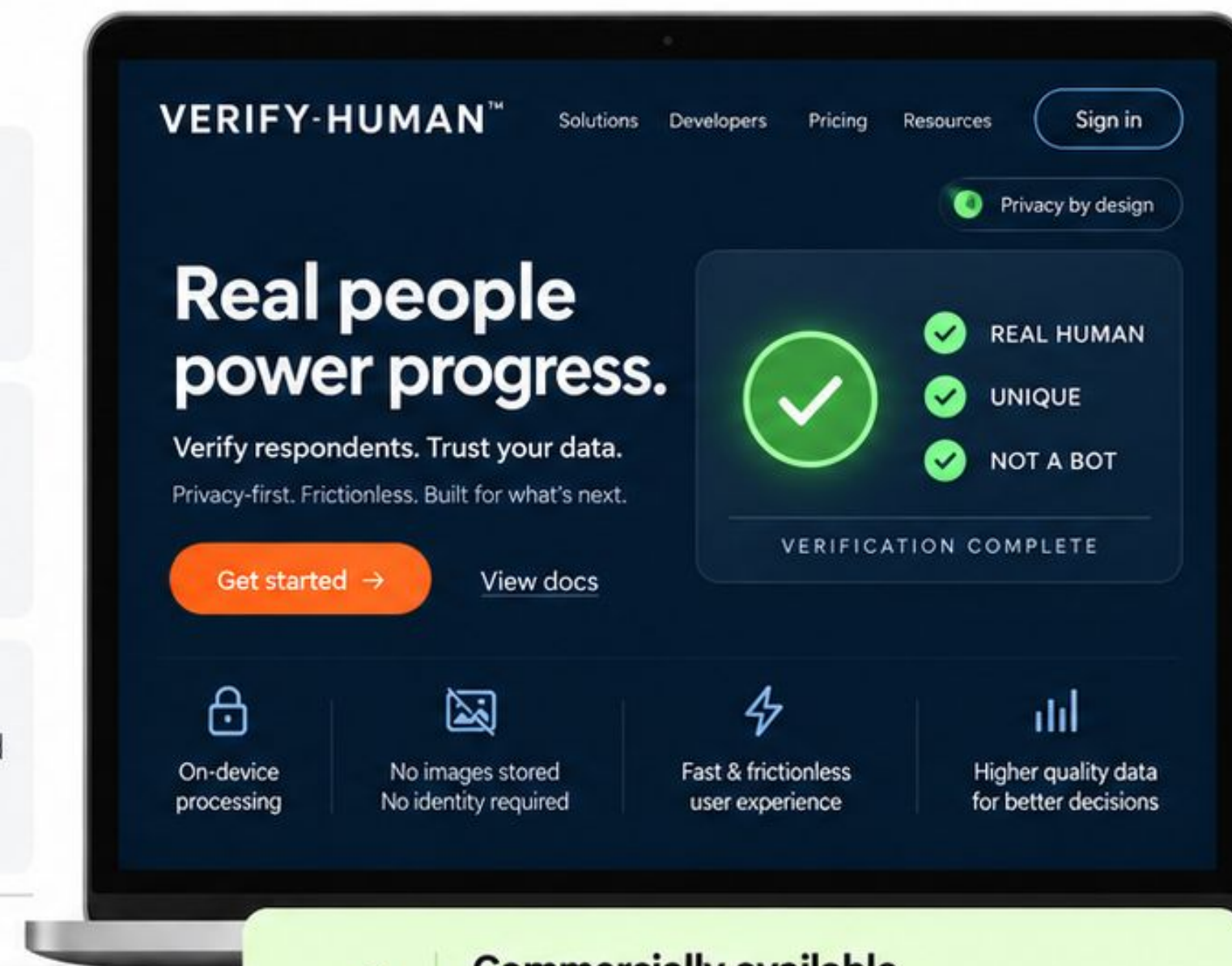
Privacy by design

- ✓ No image or video uploaded or stored
- ✓ No identity documents required



Commercially available

Subscription plans from US\$99/month
Hosted redirects, widgets, SDKs, APIs and webhooks



REAL HUMANS.

TRUSTED DATA.

BUILT FOR THE AI ERA.

Verify Human extends RIWI from collecting human insight to *authenticating* that the *human behind the data* is real.

The \$80 Billion Blind Spot

Companies spend **\$80B** annually asking people what they want.

Yet **80%** of new products fail.

SURVEYS TELL YOU
WHAT PEOPLE SAY.
WE HELP YOU
UNDERSTAND
WHAT THEY DO.

What Consumers Say (Self-Reported)

"I like the new packaging."

*"I would definitely buy this,
it's more affordable."*

"This ad is good."

What Consumers Do (Actual Behavior)



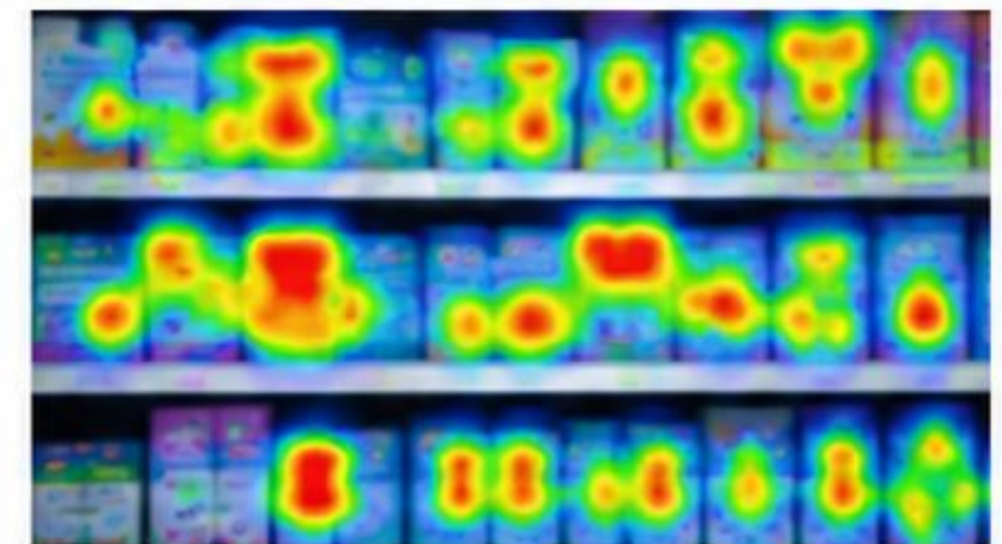
Her eyes never looked at the packaging.



Her face showed zero emotional response.



He/She bought the competitor.



Decisions are driven by **instinct**, **emotion**, and **attention**,
not by what people claim in surveys.

Case Study: Bertolli Packaging Redesign

Does it *increase sales* or *risk brand equity*?

MEASURE.
VALIDATE.
DECIDE.



Client: Bertolli Canada

Globally recognized food brand with nationwide grocery distribution across major Canadian retailers, operating within a large multi-billion-dollar CPG category.



Decision

Change bottle design or protect existing equity?



Objective

Quantify whether the proposed packaging improves purchase intent and pricing power before a national rollout.



RIWI Solution

Multi-modal testing of vinegar consumers (25–65), combining surveys, shelf behavior, attention tracking, and implicit measures to capture what shoppers say, see, and do.

Current Design



Proposed Design



Blue-Chip Validation

L'ORÉAL

KraftHeinz



How Consumers Actually Engaged

Tracking the consumer **eye**, measuring **attention**, **behavior**, and **purchase intent**

SEE WHAT THEY SEE.
MEASURE WHAT THEY FEEL.

UNDERSTAND WHAT THEY DO.

THE OLD BOTTLE



THE NEW BOTTLE



Key Signals

- > New bottle captured attention faster and improved visual flow
- > Stood out more clearly on shelf vs competitors
- > No measurable lift in purchase or “grab” intent

The Decision & Impact

Does it *increase sales* or *risk* brand equity?

INSIGHT INTO ACTION.
PROTECT MARGINS.
SCALE THE LEARNING.



Risk

Redesign could weaken brand familiarity with core buyers



Opportunity

Identified pricing elasticity → ability to raise price without redesign



RIWI Solution Action

Retain current packaging, improve margins



Why It Matters to RIWI

RIWI helped the client avoid a costly national redesign with no proven sales benefit and instead focus on pricing strategy, protecting margins while adding new behavioral data to RIWI's proprietary library.



This use case is now a standardized package testing product sold across multiple CPG clients



RIWI Products

How RIWI *monetizes* its human intelligence platform

ONE PLATFORM.
THREE GROWTH ENGINES.
TRUSTED HUMAN INTELLIGENCE.



RIWI Audience

Subscription-Based Human Intelligence

Access to real humans across consumer, business-to-business, healthcare and public sector markets through RIWI’s proprietary first-party respondent marketplace and validated partner network.

- ✓ Diverse, global respondent base
- ✓ Flexible engagement models
- ✓ Recurring revenue through subscriptions and projects



RIWI Research Solutions

Standardized, High-Margin Testing Programs

Turnkey and custom research solutions that combine traditional surveys with advanced behavioral measurement techniques to deliver deeper insights into what people think, feel, and do.

- ✓ Pre-packaged testing solutions
- ✓ RIWI Signals (behavioral data)
- ✓ Custom research
- ✓ Built for speed, scale and higher margins



RIWI Licensed Platform

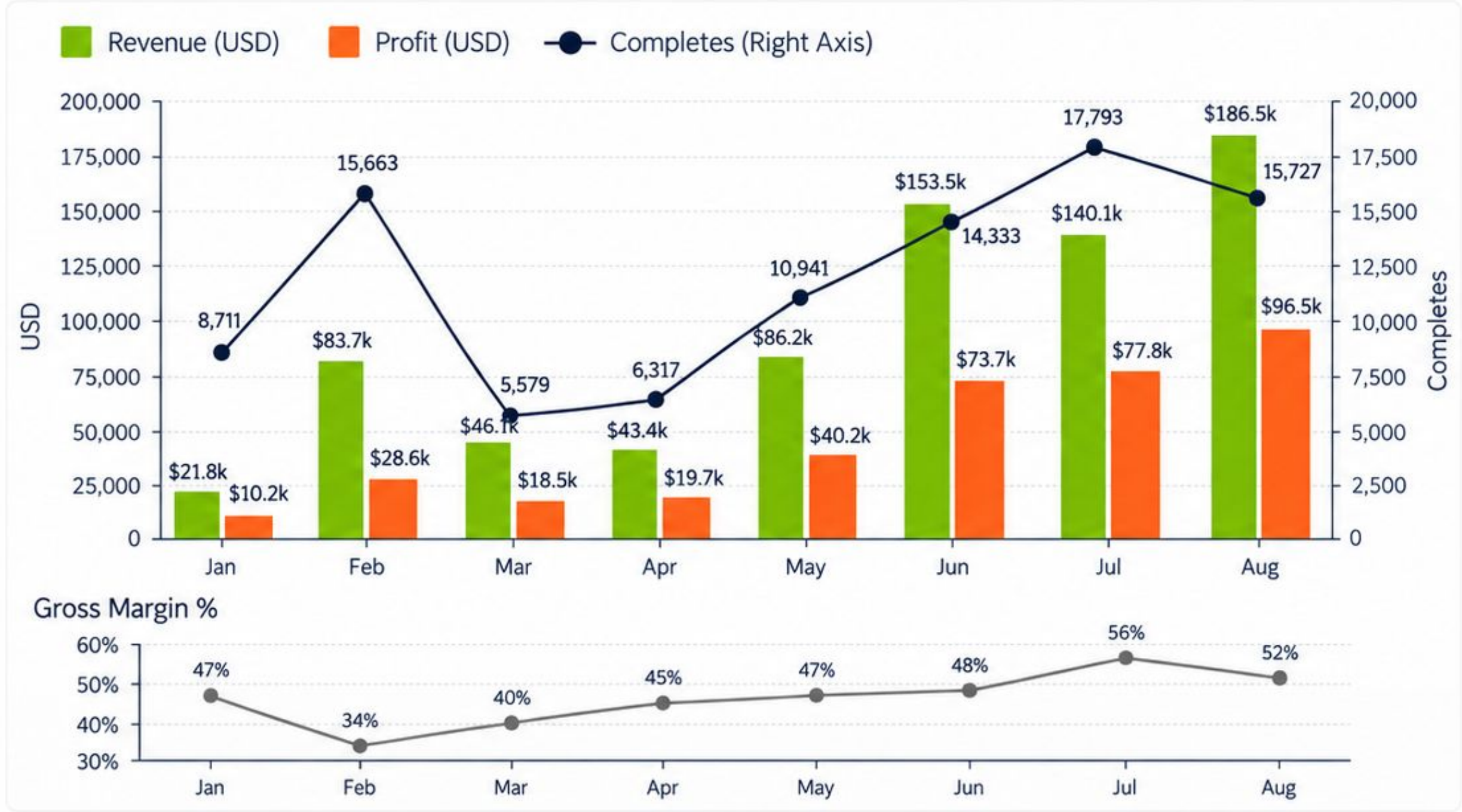
Enterprise Access to the Full Measurement Stack

Provides organizations and research firms with enterprise access to RIWI’s survey and neuroscience toolkit, enabling them to integrate our capabilities into their own solutions.

- ✓ Full platform access (APIs, tools, data)
- ✓ Supports research and technology partners
- ✓ Drives high-margin, recurring revenue
- ✓ Expands global reach

Audience Business Momentum

AUDIENCE MOMENTUM.
IMPROVING MARGINS.
DRIVING GROWTH.



Revenue scaled from
\$43.4k in April to
\$186.5k in August



Profit increased from
\$19.7k in April to
\$96.5k in August



Gross margin improved to a
48% – 56% range
from June through August



Completes grew from
6,317 in April to
15,727 in August

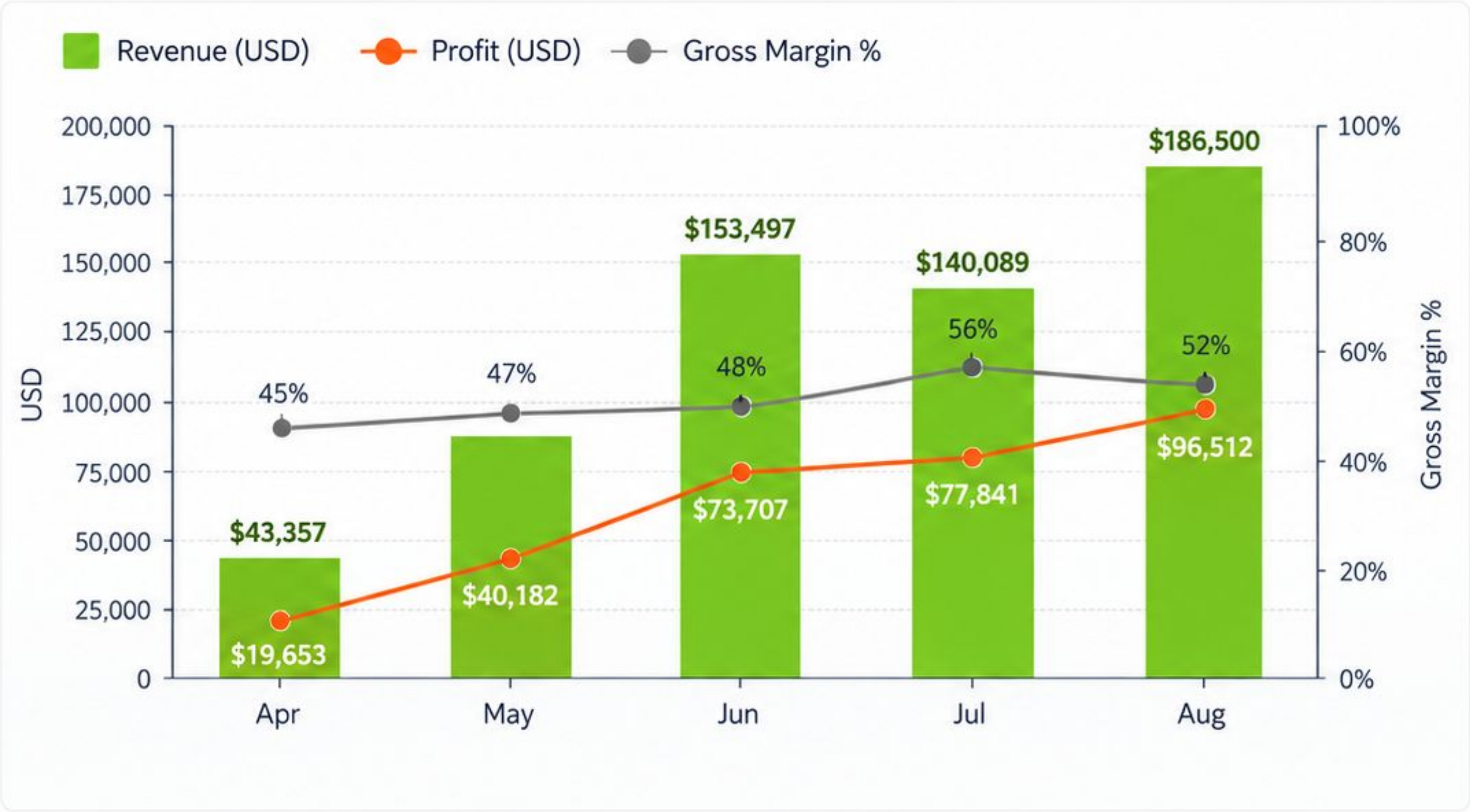


August Peak
\$186.5k revenue | \$96.5k profit | 52% margin

Audience Business Momentum

Monthly operating trends through August 31, 2026

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DRIVING GROWTH.



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Margins improved to a
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Why RIWI Now

Building the **trusted human intelligence** layer for an AI-drive world.

TRUSTED HUMAN INTELLIGENCE.
MULTIPLE REVENUE STREAMS.
POSITIONED FOR THE AI ECONOMY.



1. Integrated Platform

Audience, research, behavioral measurement and AI-enabled workflows in one ecosystem.



2. AI Tailwind

As synthetic content and bots increase, demand for verified human insight becomes more important.



3. Multiple Growth Engines

Audience, Research Solutions and Licensed Platform create transaction, project and recurring revenue opportunities.



4. Strategic Reset Underway

Integration, productization and cost discipline are positioning RIWI for more durable growth and profitability.



From a collection of acquired capabilities to **one integrated human intelligence platform.**

We've Identified Product Market Fit

Focusing on *two high-growth* segments

DIFFERENT CUSTOMERS.

COMMON VALUE.

REAL HUMAN INTELLIGENCE.

CPG Brands

Product testing, packaging optimization and ad effectiveness.



Fast, repeatable insights to drive smarter consumer decisions.

- ✓ Repeatable demand across products and categories
- ✓ Short sales cycle
- ✓ High margins



Market Research Firms

Respondent sample provision and neuromarketing platform capabilities.



Scalable solutions for a data-driven world.

- ✓ Scalable programs
- ✓ Frequent testing needs
- ✓ Product, ad and package testing
- ✓ Transitioning to hybrid models



Proven traction in attractive markets with **significant runway for growth.**

Investor Overview

RIWI operates a global, privacy-first human data platform that continuously measures how people think, feel, and behave across countries and markets.

Through subscription tracking programs, on-demand studies, and its respondent marketplace, RIWI collects first-party behavioral data that compounds into a proprietary library used for monitoring risk, informing decisions, and training AI systems.

As usage grows, the dataset deepens, improving benchmarks, forecasts, and efficiency, creating operating leverage and increasing the long-term value of the data asset.

\$4.31 Million ^{** in \$USD}

TTM Revenue as of Aug 20, 2026

\$0.89 Million ^{** in \$USD}

Q2 2026 Revenue

M&A Integration

Research on Mobile, TheoremReach & CoolTool ^{** in \$CAD}

\$2.49 Million

Private Placement at \$0.30 to support growth

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The \$80 Billion Blind Spot

Companies spend **\$80B** annually asking people what they want.

Yet **80%** of new products fail.

What Consumers Say (Self-reported)

"I like the new packaging"

"I would definitely buy this, it's more affordable"

"This ad is good"

What Consumers Do (Actual Behavior)



Eyes never looked at the packaging

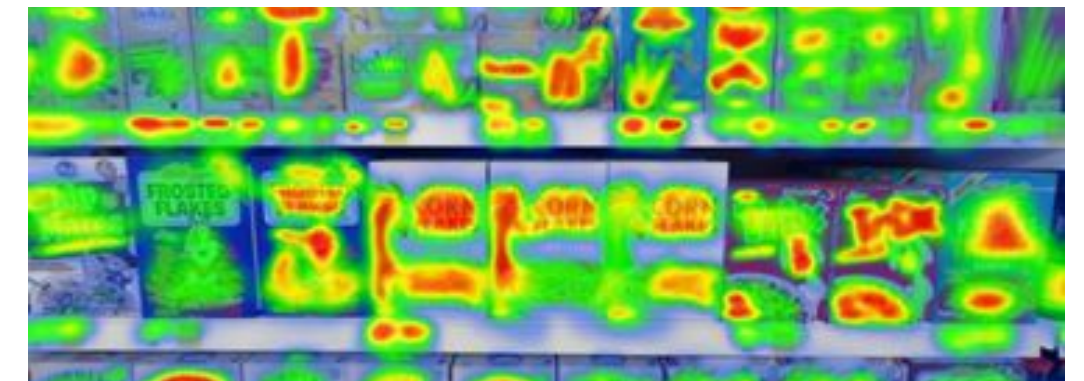


Face showed zero emotional response



Bought the Competitor

**SURVEYS TELL YOU
WHAT PEOPLE SAY.
WE HELP YOU
UNDERSTAND
WHAT THEY DO.**



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not by what people claim in surveys.

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Yet **80%** of new products fail.

What Consumers Say (Claims)

"I like the new packaging"

*"I would definitely buy this, it's more
affordable"*

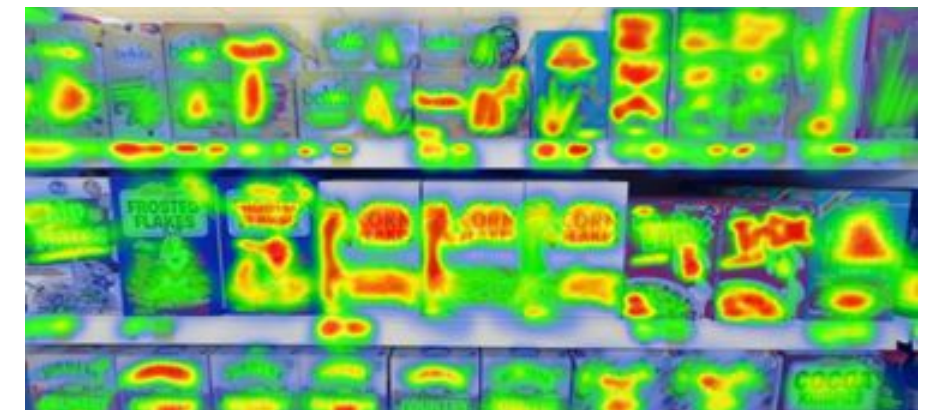
"This ad is good"

What Consumers Do (Behavior)

Her eyes never looked at the packaging

Her face showed zero emotional response

He/She bought the competitor



Decisions are driven by **instinct**, **emotion**, and **attention**, not by what people claim in surveys.

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- ✓ Flexible engagement models
- ✓ Recurring revenue through subscriptions and projects



RIWI Research Solutions

Standardized, High-Margin Testing Programs

Turnkey and custom research solutions that combine traditional surveys with advanced behavioral measurement techniques to deliver deeper insights into what people think, feel, and do.

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- ✓ Expands global reach

RIWI Products

How RIWI *monetizes* its human intelligence platform



RIWI Audience

Subscription-Based Human Intelligence

Access to real humans including consumer, B2B and healthcare leveraging RIWI's proprietary first-party respondent marketplace and RIWI communities, our validated partner network.



RIWI Research Solutions

Standardized, High-Margin Testing Programs

- 1. **RIWI** Pre-packaged testing solutions
- 2. **RIWI** Signals
- 3. **RIWI** Custom research

Standardized ad, package, and message testing built for speed and scale.



RIWI Licensed Platform

Enterprise Access to the Full Measurement Stack

Enterprise access to RIWI's full survey and neuroscience toolkit.

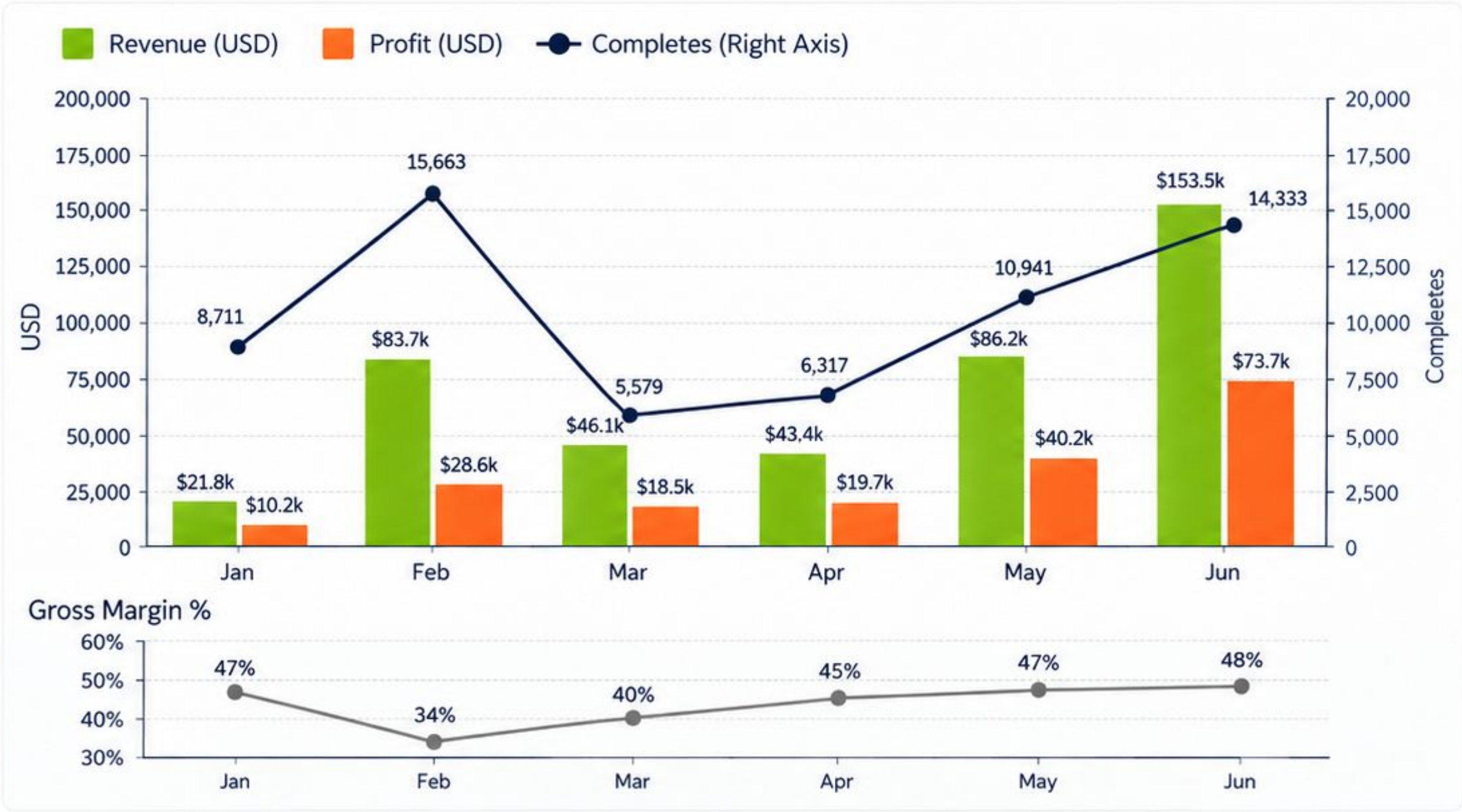
Patented Reach

Our **RDIT technology** reaches the "**quiet majority**" of real people, not professional panelists.

Audience Business Momentum

Monthly operating trends through June 30, 2026

AUDIENCE MOMENTUM.
IMPROVING MARGINS.
DRIVING GROWTH.



Revenue scaled from
\$43.4k in April to
\$153.5k in June



Profit increased from
\$19.7k in April to
\$73.7k in June



Gross margin improved to
45% – 48%
from April through June



Completes grew from
6,317 in April to
14,333 in June

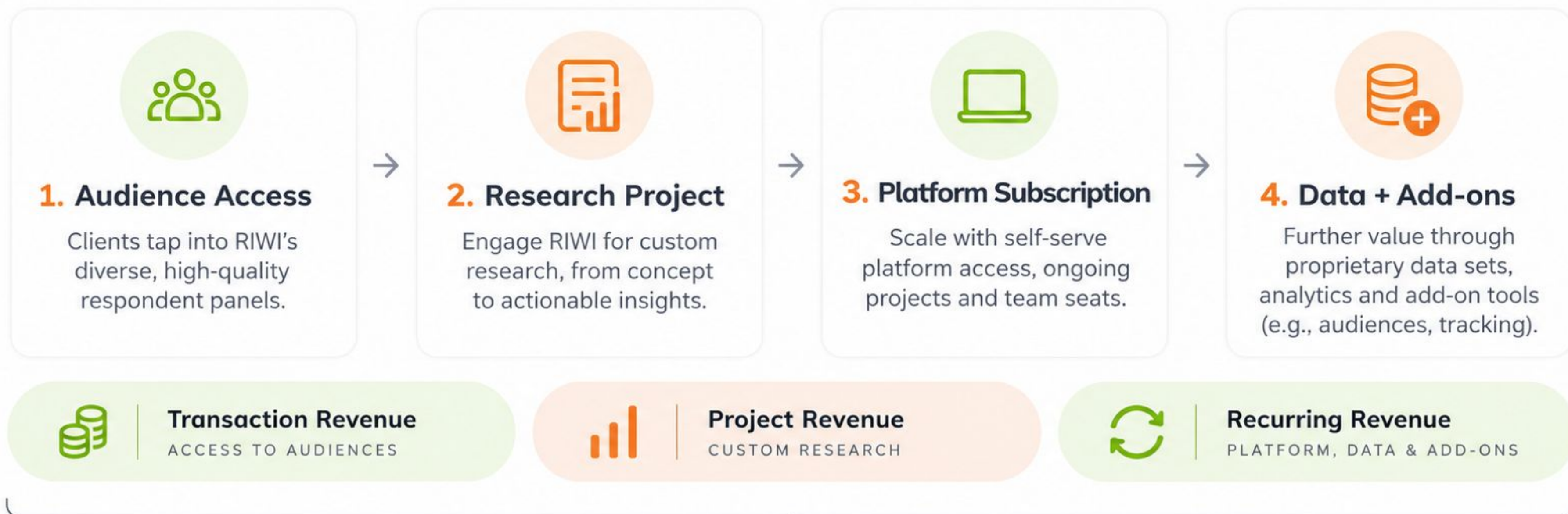


June Peak
\$153.5k revenue | \$73.7k profit | 48% margin

Customer Expansion Model

Relationships can begin in one business unit and **expand across the RIWI ecosystem**

LAND.
EXPAND.
DEEPEN VALUE.



A single customer relationship may generate multiple revenue streams over its lifecycle as clients expand from respondent access into research solutions, platform licensing and data products.

RIWI's Role in the AI Economy

AI increases the need for **verified human insight**

AI CREATES NOISE.
HUMANS PROVIDE
SIGNAL.

RIWI VERIFIES BOTH.



We've Identified Product Market Fit

Focusing on *two high-growth* segments

DIFFERENT CUSTOMERS.
COMMON VALUE.
REAL HUMAN
INTELLIGENCE.

CPG Brands

Product testing, packaging optimization and ad effectiveness.



Fast, repeatable insights to drive smarter consumer decisions.

- ✓ Repeatable demand across products and categories
- ✓ Short sales cycle
- ✓ High margins



\$35K

2024 Revenues

→



\$523K

2025 Revenues

15x

Growth Y/Y

Market Research Firms

Respondent sample provision and neuromarketing platform capabilities.



Scalable solutions for a data-driven world.

- ✓ Scalable programs
- ✓ Frequent testing needs
- ✓ Product, ad and package testing
- ✓ Transitioning to hybrid models



\$2M

2024 Revenues

→



\$3.5M

2025 Revenues

75%

Growth Y/Y

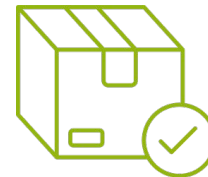
Proven traction in attractive markets with **significant runway for growth.**

40

We've Identified Product Market Fit

Focusing on *two high-growth* segments

CPG Brands



Product testing, packaging optimization, and ad effectiveness.

Highly repeatable needs across products.

- Repeatable demand
- Short sales cycle
- high margins

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- Scalable programs
- Frequent testing needs
- Product, ad & package testing

\$2M



\$3.5M

2024 Revenues

2025 Revenues

75% Growth Y/Y

Our Clients

Two high-growth segments with diversified market reach.

DIFFERENT CUSTOMERS.
COMMON VALUE.
REAL HUMAN
INTELLIGENCE.

 Consumer Brands	 Market Research	 Financial Services	 Academic Institutions	 NGO & Government
   	    	    	    	    

Our Clients

Focusing on *two high-growth* segments

Consumer Brands

L'ORÉAL

KraftHeinz



Market Research



HUMAN8



Cint

Financial Services



millennium

Academic Institutions



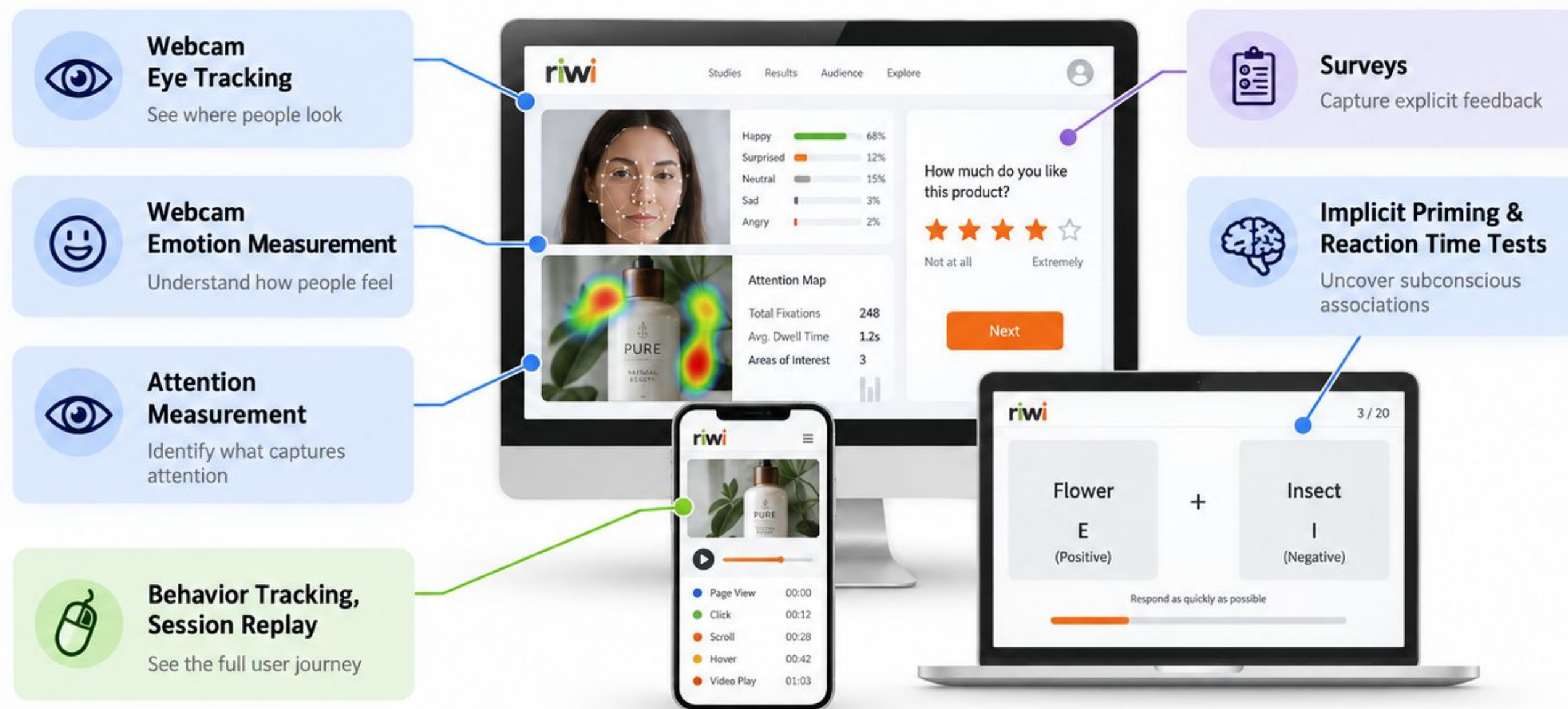
NGO & Government



Our Device-Agnostic Measurement Tools

*The only global platform capturing what humans **Say,**
Feel, and Do*

ONE PLATFORM.
MULTIPLE SIGNALS.
BETTER DECISIONS.



RIWI has built the world's only integrated platform that combines **survey data**, **eye tracking**, **facial expression analysis**, and **implicit testing** in a single unified system.

Our Device-Agnostic Measurement Tools

*The only global platform capturing what humans **Say, Feel, and Do***



RIWI has built the world's only integrated platform that combines **survey data**, **eye tracking**, **facial expression analysis**, and **implicit testing** in a single unified system.

Building RIWI's Data Library

*Every engagement **expands our permanent data asset**, improving benchmarks and predictive reuse*

ONE PLATFORM.
MULTIPLE SIGNALS.
BETTER DECISIONS.



1 Capture

Integrated neuro-marketing platform combining conscious surveys with non-conscious eye-tracking, facial expression analysis, and implicit testing.

- Multi-modal signal collection.
- Say, Feel, Do.

2 Ingest

Ongoing measurement of public and consumer sentiment through repeat surveys and behavioral tests delivered on a subscription basis.

- Proprietary Data Maåt.
- Deep longitudinal datasets.

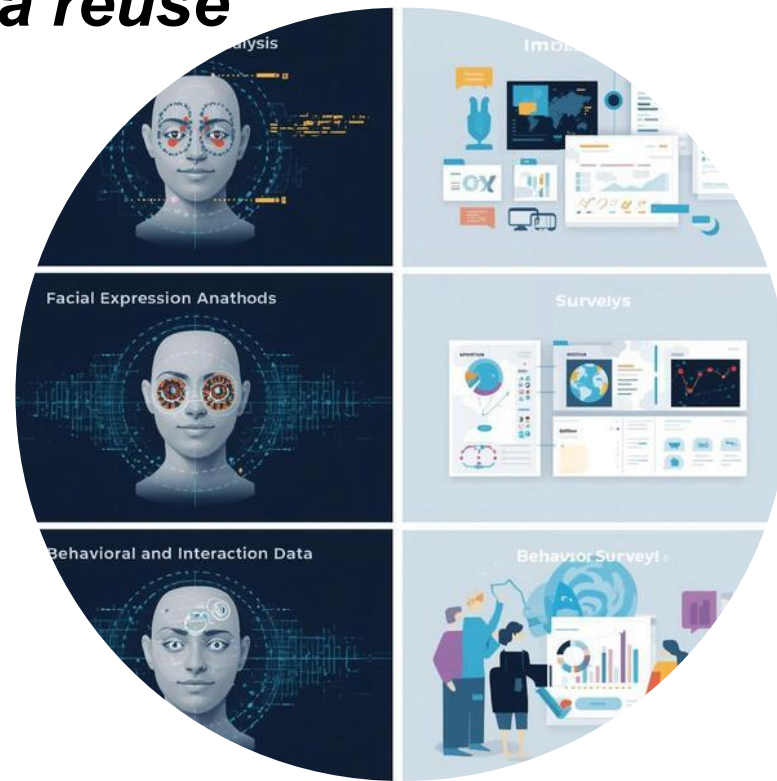
3 Predict

Analysis of accumulated behavioral data to identify trends, compare outcomes, and inform decisions.

- Forecasts become more accurate while requiring less new data.
- Data operating leverage.

Building RIWI's Data Library

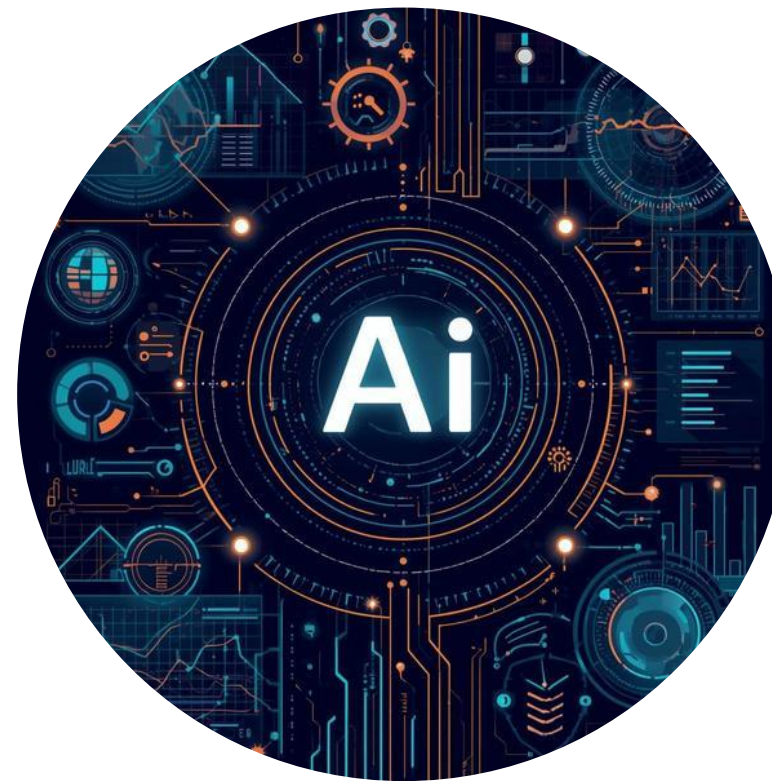
*Every engagement expands our **permanent data asset**, driving immediate benchmarking and predictive data reuse*



1. Capture

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- Multi-modal signal collection.
- Say, Feel, Do.



2. Ingest

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- Proprietary Data Moat.
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Case Study: Bertolli Packaging Redesign

Does it *increase sales* or *risk brand equity*?

MEASURE.
VALIDATE.
DECIDE.



Client: Bertolli Canada

Globally recognized food brand with nationwide grocery distribution across major Canadian retailers, operating within a large multi-billion-dollar CPG category.



Decision

Change bottle design or protect existing equity?



Objective

Quantify whether the proposed packaging improves purchase intent and pricing power before a national rollout.



RIWI Solution

Multi-modal testing of vinegar consumers (25–65), combining surveys, shelf behavior, attention tracking, and implicit measures to capture what shoppers say, see, and do.

Current Design



Proposed Design



Blue-Chip Validation

L'ORÉAL

KraftHeinz



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Proposed Design



Blue-Chip Validation

L'ORÉAL

KraftHeinz



How Consumers Actually Engaged

Tracking the consumer **eye**, measuring **attention**, **behavior**, and **purchase intent**

SEE WHAT THEY SEE.
MEASURE WHAT THEY FEEL.
UNDERSTAND WHAT THEY DO.

THE OLD BOTTLE



THE NEW BOTTLE



Key Signals

- > New bottle captured attention faster and improved visual flow
- > Stood out more clearly on shelf vs competitors
- > No measurable lift in purchase or “grab” intent

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The Decision & Impact

Does it *increase sales* or *risk* brand equity?

INSIGHT INTO ACTION.
PROTECT MARGINS.
SCALE THE LEARNING.



Risk

Redesign could weaken brand familiarity with core buyers



Opportunity

Identified pricing elasticity → ability to raise price without redesign



RIWI Solution Action

Retain current packaging, improve margins



Why It Matters to RIWI

RIWI helped the client avoid a costly national redesign with no proven sales benefit and instead focus on pricing strategy, protecting margins while adding new behavioral data to RIWI's proprietary library.



This use case is now a standardized package testing product sold across multiple CPG clients



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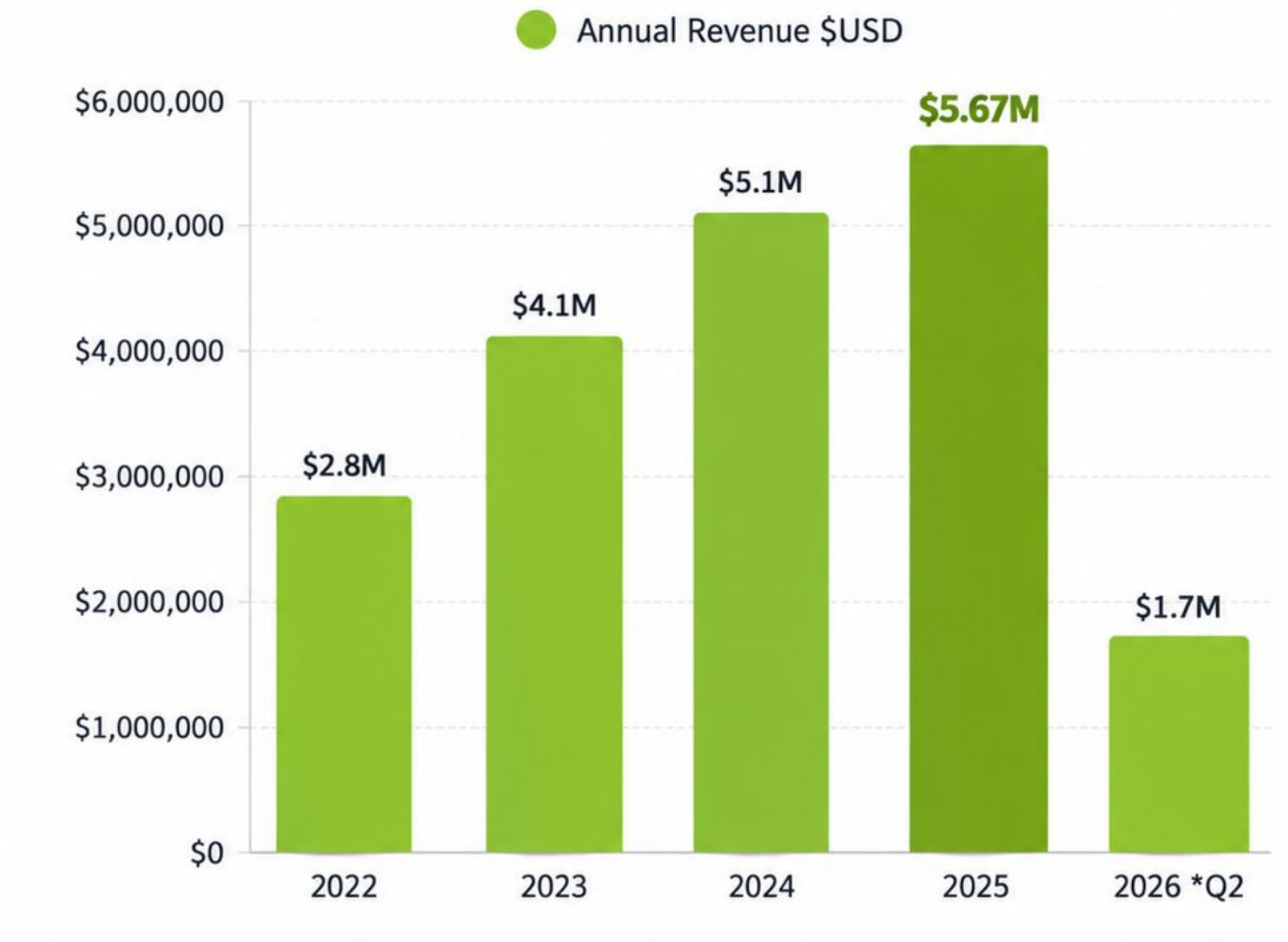
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Annual Growth

PLATFORM BUILT.
INTEGRATION UNDERWAY.
FOCUSED ON
PROFITABILITY.



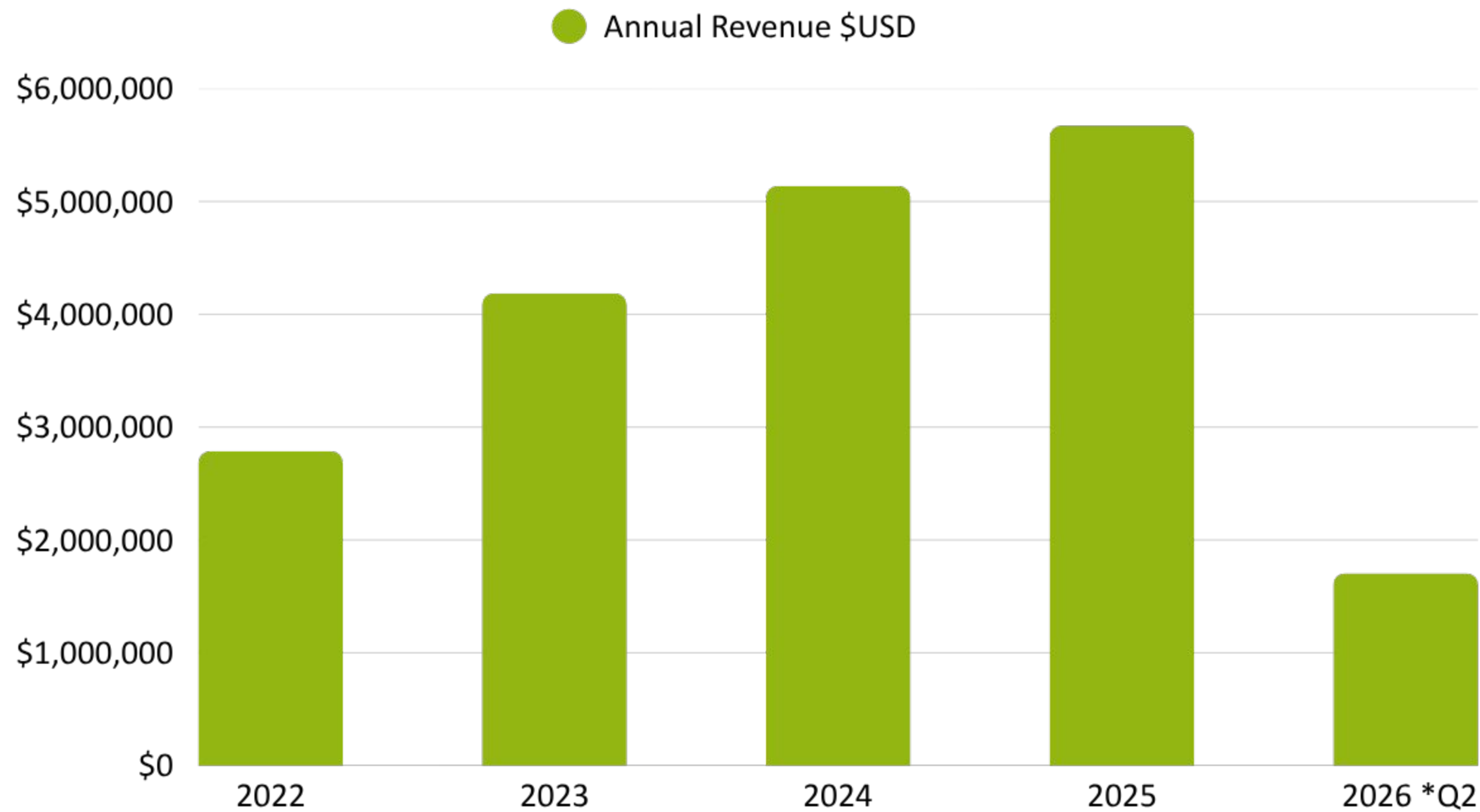
\$5.67M

Record Revenue in
FY 2025

3

Strategic
Acquisitions
Completed

Delivering Top-Line Growth



\$5.67M

**Record Revenue in
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RIWI's Addressable Market

The same **data asset** is monetized across multiple markets.

ONE DATA ASSET.
THREE MARKETS.
GLOBAL OPPORTUNITY.

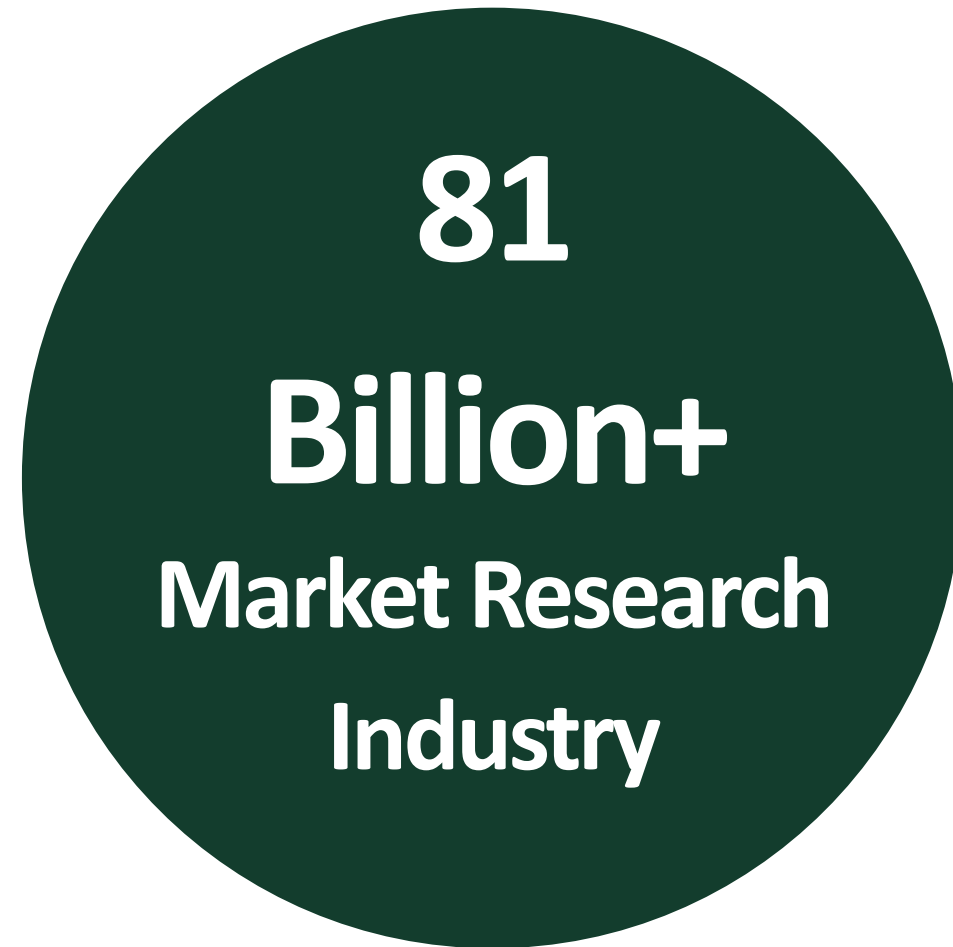


RIWI sits at the intersection, capturing **proprietary human signal** that serves all three markets.

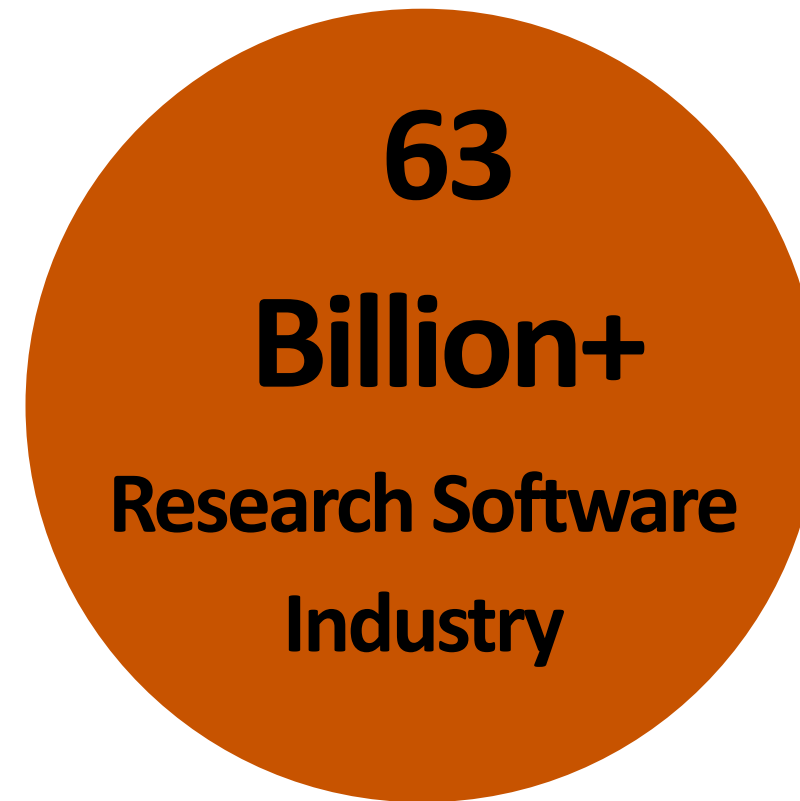
Sources: Grand View Research (Market Research, 2025); Research and Markets (Research Software, 2025); MarketsandMarkets (Alternative Data, 2025).

RIWI's Addressable Market

The same **data asset** is monetized across multiple markets.



An industry that reached an estimated global turnover of \$154 billion in 2025.



An industry on track to reach \$63 billion by 2025.



An industry growing at a CAGR of 50.6%.

RIWI sits at the intersection, capturing **proprietary human signal** that serves all three markets.

Capitalization Summary

CAPITALIZATION & FINANCIALS		(AS AT DECEMBER 31, 2025)
	Common Shares Outstanding	26,726,648
	Stock Options (Price range \$0.51 – \$1.70)	3,342,528
	Total Cash (December 31, 2025 plus net proceeds of private placement)	USD \$1,157,625
	Net Debt (December 31, 2025 less debt retirements as part of private placement)	USD \$1,250,181
	Market Capitalization (August 20, 2026)	C\$4.0 million
	Enterprise Value	C\$3.85 million
	TTM Revenues	USD \$4.31 million
	TTM Adj. EBITDA (Loss)	USD (\$837) thousand

TRADING INFORMATION	
	Trading Symbols TSXV: RIWI OTC: RWCRF
	Recent Close (August 20, 2026) C\$ 0.15
	52 Week High / Low \$0.72 / \$0.15
	Insider & Employee Ownership 3%

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52 week high/low	\$0.72/\$0.15
Insider & Employee Ownership	3%

Leadership Team



Greg Wong

Chief Executive Officer & Director

25+ years scaling technology businesses and building revenue engines. Former CRO at Pivotree, growing revenue from \$20M to \$60M+, and CEO of Heiler Software through its sale to Informatica.



Travis Campbell

CFO & Corporate Secretary

Public company finance leader overseeing reporting, governance, and capital allocation. Former finance executive at Avanti (sold to Ricoh) and Route1, driving operational efficiency and scalable financial systems.



Dmitry Gaiduk

Chief Product Officer

25+ years in market research and product innovation. Founder of CoolTool and other behavioral measurement platforms. Leads product strategy and integration of neuroscience and AI into RIWI's offerings.



Alton Ing

CTO

Architect of RIWI's global data platform and infrastructure. Leads software, data capture, and security. Background includes enterprise systems and large-scale engineering roles across automotive, insurance, and logistics sectors.

Board of Directors



Leonard (Lenny) Murphy

Chairman

Market research industry leader and advisor. Chief Advisor at GreenBook, the sector’s leading insights platform, with deep relationships across global research and analytics buyers.



Marc Kazimirski

Director

Founder of KazLaw with a focus on complex personal injury cases. Former President of the Trial Lawyers Association of BC and adjunct professor at University of British Columbia Faculty of Law. Appointed King’s Counsel in 2023.



James Bowen

Director

James Bowen, CFA brings over 20 years of capital markets experience as a portfolio manager, securities analyst, and advisor to TSX-listed companies. He has extensive expertise in valuation, governance, and investor relations, with a strong track record of attracting institutional investors and strengthening capital markets positioning.



Al Leong

Director

Al Leong is an award-winning marketing and strategy executive with 30+ years of experience driving growth, positioning, and investor communications for technology companies. His expertise spans AI, Web3, fintech, and enterprise B2B. He holds a B.Comm from the University of British Columbia and an MBA from the University of Toronto.

Contact Us

Learn more about any supporting data & technical deep dives



Financials

Detailed Income Statement, Balance Sheet, and Cash Flow summaries are publicly available on sedarplus.ca



Technology

Technical whitepapers on RDIT data collection and neuroscience-based emotional measurement tools, can be found on our website www.riwi.com



Case Studies

Anonymized real-world examples of value creation for CPG, financial services, and government clients can be found on our website www.riwi.com

Contact Information

Greg Wong

Chief Executive Officer

greg.wong@riwi.com

TSXV: **RIWI**

www.riwi.com

The \$80 Billion Blind Spot

Companies spend **\$80B** annually asking people what they want. Yet **80%** of new products fail.

SURVEYS TELL YOU WHAT
PEOPLE SAY.
WE HELP YOU UNDERSTAND
WHAT THEY DO.

What Consumers Say (Self-Reported)

"I like the new packaging."

*"I would definitely buy this,
it's more affordable."*

"This ad is good."

What Consumers Do (Actual Behavior)



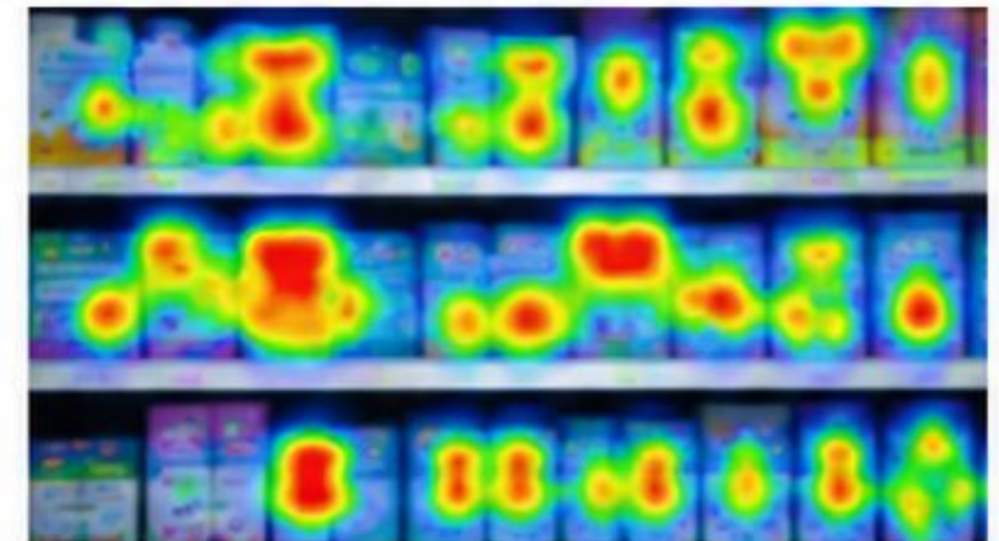
Her eyes never looked
at the packaging.



Her face showed zero
emotional response.



He/She bought
the competitor.



Decisions are driven by **instinct**, **emotion**, and **attention**,
not by what people claim in surveys.

RIWI Products

How RIWI *monetizes* its human intelligence platform



RIWI Audience

Subscription-Based Human Intelligence

Access to real humans across consumer, business-to-business, healthcare and public sector markets through RIWI’s proprietary first-party respondent marketplace and validated partner network.

- ✓ Diverse, global respondent base
- ✓ Flexible engagement models
- ✓ Recurring revenue through subscriptions and projects



RIWI Research Solutions

Standardized, High-Margin Testing Programs

Turnkey and custom research solutions that combine traditional surveys with advanced behavioral measurement techniques to deliver deeper insights into what people think, feel, and do.

- ✓ Pre-packaged testing solutions
- ✓ RIWI Signals (Behavioural data)
- ✓ Custom Research
- ✓ Built for speed, scale and higher margins



RIWI Licensed Platform

Enterprise Access to the Full Measurement Stack

Access to real humans across consumer, business-to-business, healthcare and public sector markets through RIWI’s proprietary first-party respondent marketplace and validated partner network.

- ✓ Full platform access (API’s, tools, data)
- ✓ Supports research and tech partners
- ✓ Drives high-margin, recurring revenue
- ✓ Expands global reach

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THREE GROWTH ENGINES.
TRUSTED HUMAN
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