



RIWI Corp.

TSXV: RIWI OTC: RWCRF

March 3, 2021



Note: RIWI's financial information is excerpted from the December 31, 2020 Audited Annual Financial Statements and Management Discussion & Analysis, which were released on March 3, 2021.

These documents may be found at: <https://riwi.com/financial-reports>

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Every Voice Counts. RIWI finds the **truth** in the **noise**. **Everywhere.**

We collect accurate consumer and citizen sentiment data – through digital surveys and message tests – and we deliver our data in real-time to help clients tackle critical problems.

RIWI technology breaks through the noise to hear the authentic views of people and find the truth. We strive to make the world a better place by making every voice count.



2020 Awards show RIWI's Commitment to Growth and Innovation

1. **RIWI was named by Deloitte as one of Canada's "Companies-to-Watch"**
Nov. 18, 2020: Companies that demonstrate superior technology and effective management experience.
2. **RIWI placed fourth among public companies: Globe and Mail's Top Growing Companies**
Sept. 25, 2020: Annual ranking of high-growth companies in the *Report on Business*.
3. **RIWI was recognized by the *Financial Times* as an "Americas' Fastest Growing Company"**
April 6, 2020: Honours 500 outstanding companies among the millions of North and South American enterprises. RIWI was one of the approximately 10% of public companies making this list.



RIWI 2020 data showed that US workers were experiencing a second round of layoffs before official data proved RIWI was right

“No one has ever attempted – much less successfully executed – broad-based sentiment tracking of this type before in the US labor market. With the COVID-19 pandemic being the fast-moving crisis that it is, I believe only RIWI’s technology could have produced the eye-opening results we achieved.”

- Daniel Alpert, founding Managing Partner, Westwood Capital, LLC August 2020

Select media coverage of RIWI’s high-frequency predictive economic data on US jobs, August 2020:



View the full report here: <https://riwi.com/research/second-wave-of-u-s-layoffs-and-furloughs-is-well-under-way/>

RIWI tracks data that can save lives: mental health on campus

Share of students who report experiencing mental health conditions



Source: RIWI, US & Canada tracking, 30 day rolling average, February 7-October 2, 2020, 13,413 unique, anonymous, unincitvized, randomly engaged respondents from the online population, who have self-identified as college or university students. Respondents were asked whether they experienced any of the following: *anxiety, attention deficit / learning disability, depression, eating disorder, obsessions / compulsions, post traumatic stress, psychosis, substance abuse, other.*

RIWI real-time data anticipated the drop seen in November/December 2020 U.S. consumer spending



Source: Commerce Department, *Monthly Department Store Sales*; RIWI High Frequency Economic Data Stream, 28 day rolling average, May 18, 2020-January 15, 2021, 36,867 unique, anonymous, unincentivized, randomly engaged Americans from the online population, weighted to population demographics. Respondents were asked "Other than buying day to day items, my next purchase will be: traveling / buying a car / buying clothes / discretionary items / none, saving is my priority". The above trend sums non-saving responses.

RIWI's patented, machine-learning technology: how it works



Random Web user
lands on an otherwise
inactive domain



RIWI validates area of
interest and delivers
appropriate survey or
message test



User **anonymously**
and **safely** can
choose to respond



Data are delivered
in real-time via
interactive
dashboard

RIWI produces random, representative opinion data with the widest possible reach in any country:

- Our technology is based on people stumbling into a RIWI domain that is not commercially active, and the RIWI machine learns every day.
- There are millions of these domains. They are not confusingly similar to a commercial domain. They change and rise in number every day.
- We geo-locate the anonymous responder - our audience is representative and random - and the responses feed into our database.
- No personally identifiable information is collected or stored, in order to ensure the highest data quality and client protection.
- Clients access our Web-based dashboard 24/7, and all raw data, unweighted and weighted, can be downloaded into any format.

Why have >1.6 Billion responded to RIWI with no incentives?



Potential respondents stumble into RIWI's patented global platform in diverse ways

- > 100,000 new, unused domains on all topics are registered each day. Web users examine the sites.
- > 400 million domains are registered now. Vastly more domains were formerly registered.
- Billions of domains are waiting to be registered. Most of these domains are commercially inactive.
- All these domains can fall into a dynamic pool of RIWI domains in any country, and in any language.



Respondents answer our questions for diverse reasons – unlike paid respondents

- They are curious or interested in the topics.
- They enjoy answering – or have rarely been given the opportunity to express any opinions.
- The survey sites are safe and secure and do not issue alerts – unlike email access panel surveys.
- The surveys do not request any personal data – unlike email access panel surveys or app-based tools, nor is there a need to install software.
- Answering RIWI surveys or message tests is fast and enjoyable. People can exit at any time.

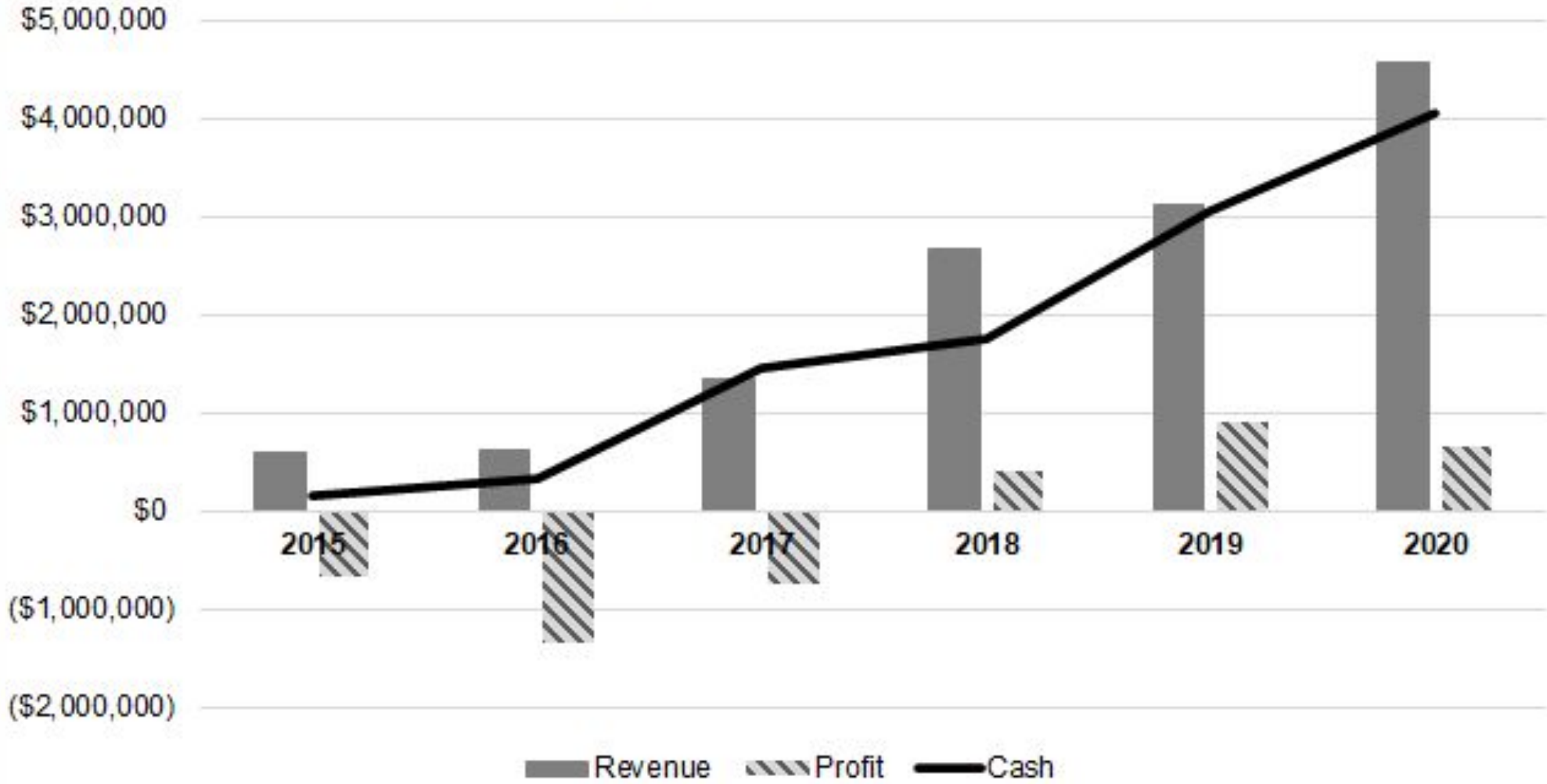
In 2020, things RIWI said would be important are now essential

“One should think of COVID and the crisis of this year as this giant watershed moment, where this is the first year of the 21st century. This is the year in which the new economy is actually replacing the old economy.” – Peter Thiel

1. We cannot rely on stale-dated, official economic indicators.
2. We need to understand the true, dynamic state of China’s economy.
3. Data from legacy survey methods, formerly called “scientific,” are unhelpful.
4. Data anonymity is critical for data transfer, data storage, and data integrity.
5. “Quiet voices” – that RIWI uniquely tracks – matter more today than ever.

RIWI Corp. from 2015 to 2020

(in U.S. Dollars)



RIWI as an Investment Opportunity Today

1. Fundamentals:

- a) We have growing revenues, growing cash, and three consecutive years of profitability
- b) We have a clean balance sheet with no debt
- c) We have increasingly proven, peer-reviewed technology, with growing global recognition

2. Sustainability:

- a) Our offerings have high operating leverage
- b) We have over 80% in recurring revenue* through subscriptions and long-term contracts
- c) RIWI has amazing clients. RIWI has positive performance reviews by the US government, and two 2020 renewals of 3-year agreements (a major US bank and a global multilateral)

3. Optionality of our Offerings:

- a) Our patented technology enables a wide range of agile global data product offerings
- b) We enjoy significant competitive advantages and barriers to entry
- c) RIWI can blend its data with other data streams to meet new customer needs

*Our definition of recurring revenue includes: (i) ongoing subscription-based services, and (ii) long-term contracts of six months or longer that have evolved into sales partnerships, such as our partnership with ThinkData Works, in which our integrated sales teams work closely together to win new business and share revenues.

In 2021, RIWI's commitment is to continuous improvement

1. Sales operational excellence and discipline

- Our salesforce seeks every day to identify and win new, long-term clients

2. Adding to our partnership sales system

- Our data marketplace partners, as of March 3, 2021, include: Amazon Web Services, Battlefin, Benzinga, Bloomberg, Datarade, data.world, EagleAlpha, Esri, Knoema, Neudata, and ThinkData Works

3. Product sales delivery excellence by focusing on four revenue portfolios

- Public Health Security (e.g. message testing to improve vaccine uptake globally)
- Global Citizen Engagement (e.g. monitoring and predicting violent extremism)
- China “truth-seeking” (e.g. measuring business activity in major Chinese cities)
- Investment and Economic Insights (e.g. predicting official economic indicators)

4. Technical operational excellence and innovation

- We aim to increase our technical capacity to improve integration with partners
- We seek new or additive intellectual property and to provide more offerings



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