



April 13, 2022

Letter to our Shareholders

By Greg Wong, Chief Executive Officer and Neil Seeman, Founder and Chairman

We are just getting started. The 2021 fiscal year was a transformative year for RIWI. We have a clear focus set for 2022 and beyond. Our goal is to be the most trusted and transparent source of global data. This goal marks the path forward to tremendous growth. To be the most trusted and transparent source of global data means, first, that RIWI needs to monetize data sets that our customers consider mission-critical. Second, it means that we need to lead the global data industry in our transparency in terms of how we collect and aggregate new, impactful data feeds. Third, it means we need to leverage our proven strengths and our unique pedigree – RIWI's clients include some of the most data-sophisticated groups in the world – to build new subscription-based products that meet our clients' growing and diverse data needs. For example, our clients increasingly request us to expose misinformation in military conflict zones, and also in stable democracies where debate over what constitutes truth has created divisiveness and a resulting lack of trust in a wide range of data sources.

Transforming RIWI from a sentiment data collection and message testing company based on our core intellectual property and patented offering, Random Domain Intercept Technology (RDIT), to emerge to become the most trusted and transparent source of global data, is a bold vision. RDIT survey and message testing data products remain critical to our clients' operational decision-making, and we believe this part of our business can grow substantially over the coming years – yet our customers have told us that RIWI can offer them additional value. This added value could come in the form of other types of proven alternative data sources, such as geospatial data or corporate events data. RIWI has built an enviable reputation of trust founded on years of data collection and collaboration with top research universities, governments agencies, global financial institutions, public health partners, and international development organizations. Our reputation has earned us the capacity to create new paths to substantial growth through new global partnerships, new subscription products, and, most critically, through new annual recurring revenues with an increasingly diverse client base.

RIWI is investing in enhancing our platform to support not only broader data collection tools, but also to enable customers to easily access and pay for diverse, additional data sets. Based on investments made last year, some of the data products that we have recently introduced to the market – notably, RIWI Alpha and the Compass Indexes for financial services firms and international development clients – offer us new recurring subscription-based revenue and platform-based revenues for new users at any one client organization.

This year will see RIWI investing more sales and marketing activity in subscription-based products and in creating new data sets. Our healthy cash position, our experience collecting privacy-compliant data from all countries, our extensive third-party validations, and our unique place as a respected hub in the global data marketplace also offer us the capacity to seek out and acquire complementary data firms or technology firms that can support our existing customers and thereby act as a multiplier in terms of value to our shareholders.

In 2021, our clients and partners gave us new insights into the explosive potential of both RIWI's technology and market positioning, and so we began to invest in our next phase of growth. That started with a new CEO, CFO and Vice President of International Development, and this growth shall continue as other senior revenue-driving leaders join the firm to help position RIWI as the most trusted and transparent source of global data.

2022 is an exciting period for RIWI as we build up our recurring revenue products, enhance our leadership team and deepen our relationships with key partners and customers. Expect in the next several quarters to hear more about our progress as we achieve our vision and compound our Company's value for investors.

Please accept our invitation to listen to the Annual General Meeting of the shareholders of RIWI Corp., to be held on May 25th at 11:00 a.m. (Toronto time) at RIWI's Toronto office, 180 Bloor Street West, Suite 1000, Toronto, Ontario, M5S 2V6.

Due to ongoing uncertainty and public health guidance regarding COVID-19, and to mitigate risks to the health and safety of our communities, shareholders, employees, and other stakeholders, RIWI asks all shareholders not to attend the Meeting in person but encourages shareholders to vote in advance of the Meeting using one of the methods noted in the Notice of Annual Meeting in the Information Circular.

We thank our team, our clients and our shareholders around the world who champion our vision to become the world's most trusted and transparent source of global data. We are on the right path, we have the will, the integrity, the energy, and the endurance. On this next stage of our evolution, we are just getting started.

Very respectfully,

"Greg Wong" (signed)

Greg Wong
Chief Executive Officer

"Neil Seeman" (signed)

Neil Seeman
Founder and Chairman

CAUTION REGARDING FORWARD-LOOKING INFORMATION:

Information and statements contained in this letter that are not historical facts are "forward-looking information" within the meaning of Canadian securities legislation that involves risks and uncertainties. Forward-looking information included herein is made as of the date of this letter and RIWI Corp. (the "Company") does not intend, and does not assume any obligation, to update forward-looking information unless required by applicable securities laws. Forward-looking information relates to future events or future performance and reflects management of the Company's expectations or beliefs regarding future events. This forward-looking information is based, in part, on assumptions and factors that may change or prove to be incorrect, thus causing actual results, performance or achievements to be materially different from those expressed or implied by forward-looking information.