

May 23, 2023



Letter to our Shareholders

By Greg Wong, Chief Executive Officer

The new RIWI. In late 2021, we set a strategy to be the most trusted and transparent source of global data by building a platform that could collect data globally, including in the hardest-to-reach areas and that we would build both a platform and an ecosystem of partners that could scale with technology rather than people. We also made the decisions that we would grow both organically and through acquisition and that we had to diversify our revenue streams from traditional projects to more recurring and predictable revenue and profit streams.

So, with that backdrop, what did we accomplish in 2022? First, we acquired Research on Mobile (“ROM”) that provided us a platform for sourcing survey respondents and matching them to surveys, both our own and those of survey marketplaces and other market research firms. This was strategic in terms of platform development, capabilities to support customers, acquiring a new revenue stream (i.e., transactional revenues) that is continuous and predictable -- and from a pure ROI perspective, this was a home run. This new revenue stream has doubled from the time of acquisition to the end of the First Quarter of 2023 and is projected to continue growing to the point that we expect it to be 35% to 50% of our revenues in 2023 barring any other acquisitions.

Next, we began to develop digital products both with partners and on our own that could be sold as subscriptions. There were two digital products developed in 2023, the Compass Data Series and the China Data Package. Both products became profitable in-year and are expected to become increasingly more profitable as there is no additional project or technology cost required to onboard new customers. RIWI has also built a pipeline of potential new digital products to launch and commercialize in 2023. In addition, we began to convert existing customers into longer-term subscription revenue that could be recognized monthly or quarterly. Although none of the digital products existed on January 1, 2022, RIWI managed to grow our subscription revenues (both digital products and long-term customer subscriptions) to 16% of revenue in 2022 and with growing margins. This is all highly predictable revenue and expected to grow in 2023.

Third, we began to rebuild the RIWI platform, which included the acquisition and integration of ROM. The RIWI platform had been functional to meet historic project-based customer needs, but could not scale or meet the changing needs of our existing or evolving customer base. In the Fourth Quarter of 2022, we released the first version of the new platform that provided a better user experience, enhanced scalability, offered extensive digital security and gave us the building blocks for the future. While there is still a lot of work ahead in this area, we are committed to quarterly releases of new functionality and to be able to turn off our legacy platform by the end of 2023.

Lastly, we re-organized the team and upskilled positions where we could. We invested in product management, created a centralized data team with a focus on both data quality and optimizing our respondent pool and in early 2023 appointed a new Chief Financial Officer, Travis Campbell. We also invested in training and professional development for key team members as we look to the future.

Despite all of this progress, our traditional full-service project-based survey business took a significant downturn which affected our overall performance. The downturn in this business started in 2021 and continued throughout 2022. RIWI is investing in sales and solutions to turn this revenue stream around, but it continues to be a drag on overall Company profitability. We are evaluating how to turn it around and are very focused on ensuring all decisions and investments in the future are tied to specific profitability goals.

As we look to the future, we will continue to invest in the areas described above and believe they can turn the RIWI business into a profitable business again in the second half of 2023. As we look at mergers and acquisitions opportunities, we also see several areas that, if we can invest in, will significantly impact the growth trajectory of the company. Some of these areas include:

1. Directly owning more of the respondent supply within the market research supply chain. RIWI already possesses a platform to ingest fresh respondents into our platform and match them to our surveys and

- surveys run by partners with different end clients. By owning our own growing panel of suppliers of new respondents or our own growing source of respondents, RIWI will have more respondent supply to satisfy the growing demand and will be able to do better targeting which both increases revenue and profitability.
2. Building or integrating a state-of-the-art survey platform that is fully self-service and can generate more subscription revenue to ensure both our customers and our respondents have a seamless experience.
 3. Adding other types of data to our platform so that our customers can purchase more data sets and gain additional value through a more complete set of data. This could include social media sentiment data, commercial transaction data, geospatial data, or environmental, social, and governance data (i.e. "ESG").

We see 2023 as the year RIWI returns to revenue growth and continues the journey it started in 2022 to build out our platform, build a predictable and secure business model and deliver new and better data solutions for our customers. As with any company our size, we owe everything to our extremely dedicated and loyal employees who are passionate about helping our customers make great decisions based on accurate, trustworthy, and transparent data.

Please accept our invitation to attend in person or listen to the Annual General and Special Meeting of Shareholders, to be held on June 27th at 11:00 a.m. (Toronto time) at RIWI's Toronto office, 33 Bloor Street East, 5th Floor, Toronto, Ontario, M4W 3H1.

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 to deliver on this next stage of our evolution.

Respectfully,

Greg Wong
Chief Executive Officer

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.