



Helping the world make better decisions

Vision

RIWI helps the world make better decisions by being the most trusted and transparent source of unique global data, predictive insights and actionable intelligence.

How We Will Win

By providing customers with the only fully integrated market research platform that supports quantitative, qualitative and neuroscience research coupled with both audience and first party data. RIWI then provides both self-service and white glove options.

In a world of information overload, the most valuable insights remain out of reach.



Superficial Insights

Traditional research methods capture spoken attitudes but neglect nonconscious beliefs and underlying factors that influence human decisions.

Unreachable Global Audiences

High costs and local challenges like censorship or recruitment, mean that essential voices remain unheard.

Lack of Integrated Research Methodologies

For accurate decision-making, researchers must combine various methods and tools to uncover hidden audience sentiments globally, leading to slow, costly, and complex projects.

Deeper Insights, Global Reach, and Sampling Efficiencies

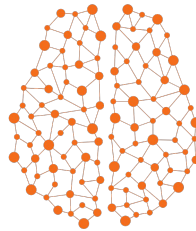


RIWI empowers researchers with expansive reach, conscious and nonconscious research tools, and efficiencies to maximize data collection efforts.



Global Reach

We break barriers by accessing audiences (B2B and B2C) in over 229 countries, including hard-to-reach and censored regions.



Nonconscious Insights

We use neuroscientific tools to tap into nonconscious beliefs, uncovering deeper motivations beyond surface-level responses.



Fully Integrated Platform

AI-driven platform integrating various research methodologies with access to both unique and synthetic data. RIWI improves time to delivery and lowers costs.

RIWI Product & Service Portfolio



RECURRING REVENUE

Subscription Data Feeds

Bespoke, Historic, and RIWI Data Subscriptions

The RIWI Platform

Platform licensing



TRANSACTION REVENUE

Respondent Marketplace

Panel, Programmatic Sampling, and Web-Intercept Surveys

RIWI Communities

Focus Groups, Biometrics Tracking, Telephone Surveys, B2B Panel, and Social Listening



PROJECT REVENUE

RIWI Omni

Omnibus surveys

Project Analysis & Insights

Programming Support

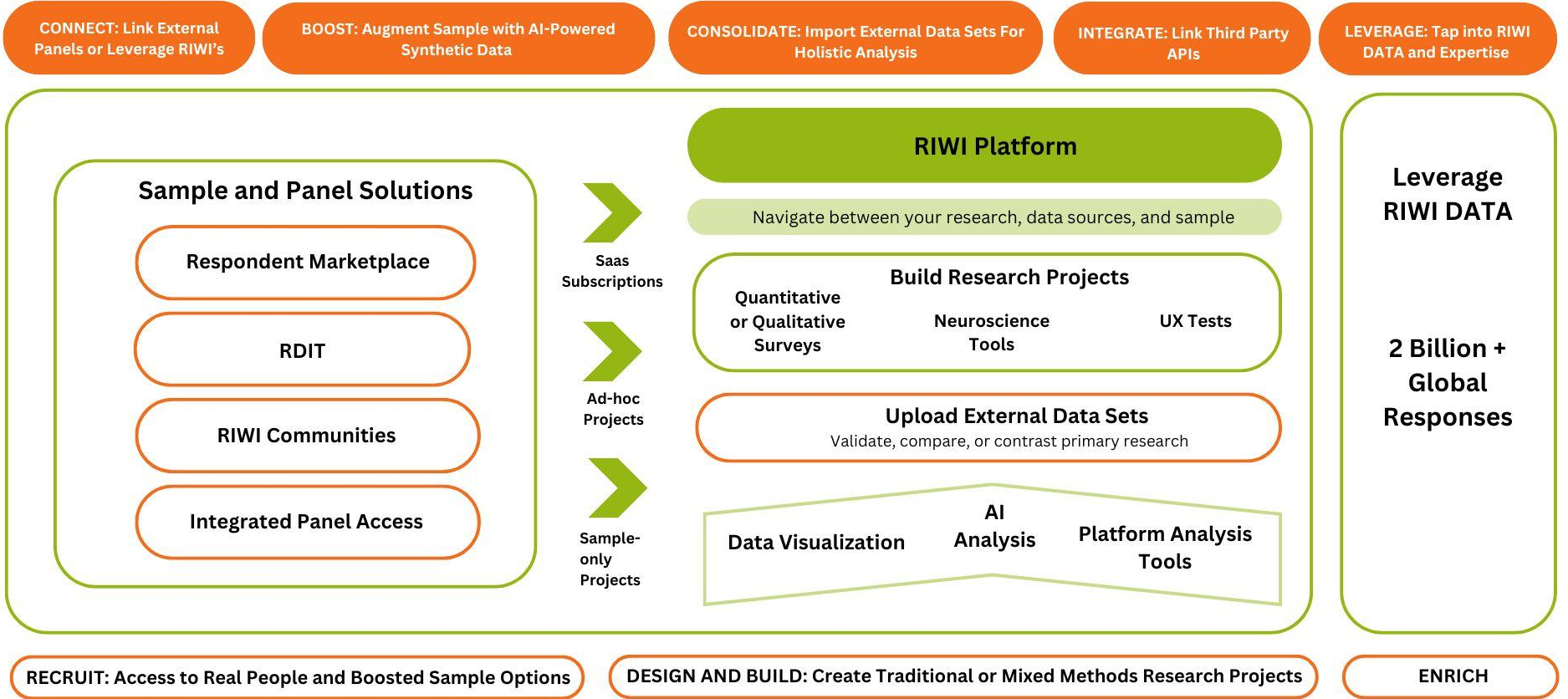
Lead Generation Research

Reports & Marketing

Sponsored Research

Opportunities

RIWI: The Most Trusted and Transparent Source of Unique Global Data, Predictive Insights and Actionable Intelligence



RIWI Strategy: Key Metrics



REVENUE

Tracking top-line growth to accelerate scale.



RECURRING REVENUE

A focus on reliable, repeatable income.



EBITDA

A focus on operational efficiency.

RIWI Strategy: Growth Drivers

ORGANIC

- Build brand within key customer segments
- Expand capabilities
- Expand geographically
- Expand customer segments

M&A

- Expand capabilities for key customer segments
- Geographic expansion of key customer segments
- Recurring data as a service
- Expand customer segments
- Introduce cross-selling

RIWI's Addressable Market



81 Billion+

Market Research
industry

An industry on track to reach a global turnover of \$154 billion by 2025.

**63
Billion+**

Research
Software industry

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

**7
Billion+**

Alternative Data
industry

An industry growing at a CAGR of 50.6%.

RIWI Clients



NGO & Government



Academic Institutions



Financial Services



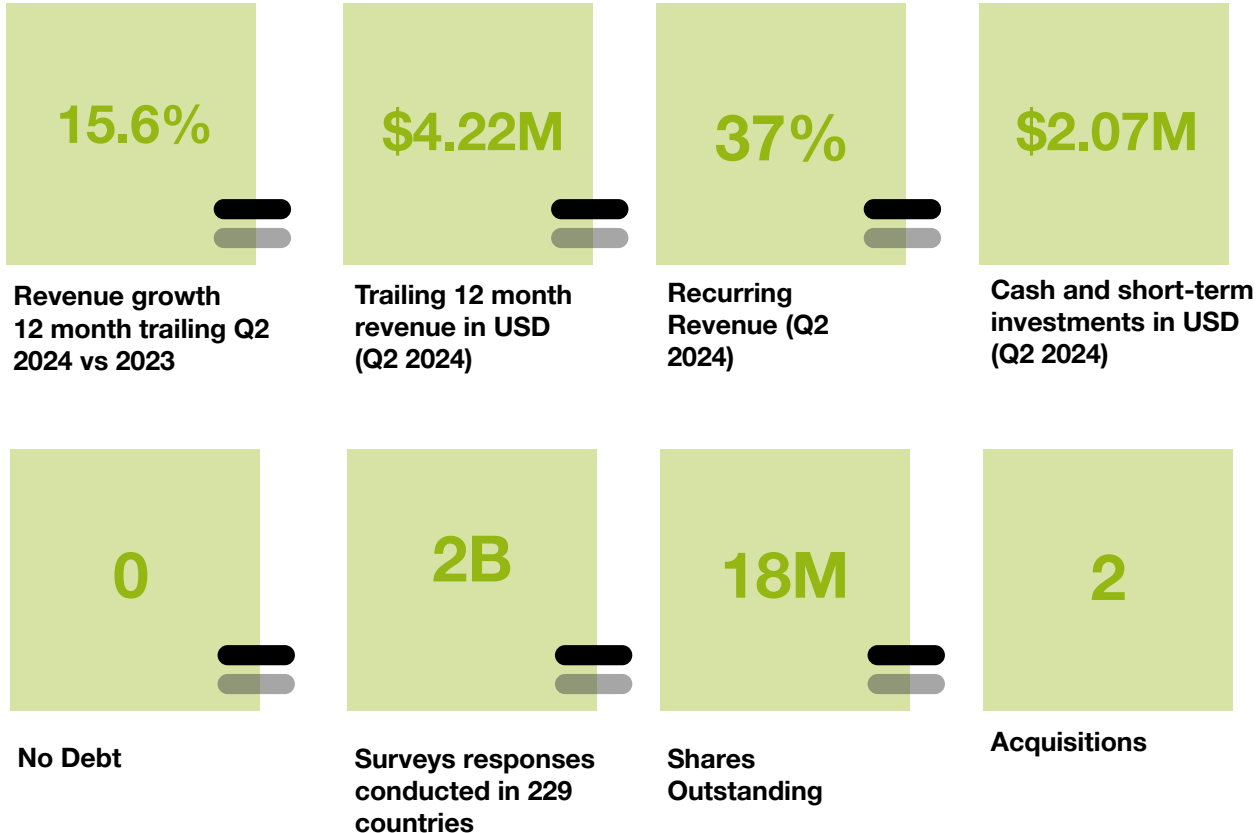
Market Research



Consumer Brands



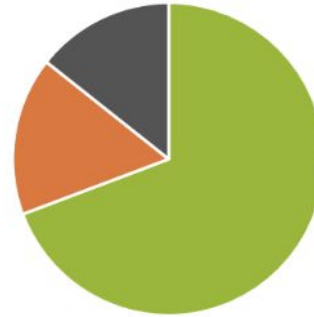
RIWI in Numbers



Revenue Trends



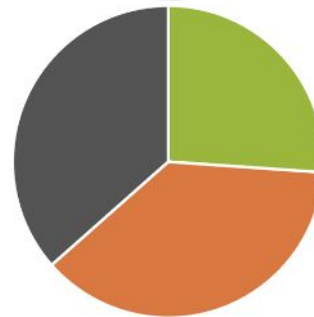
2021



2022



2023



2024 YTD

 Project Revenue  Recurring Revenue  Transactional Revenue

Leadership Team



Greg Wong
CEO & Board
Member



Travis Campbell
CFO
CPA, CA



Dmitry Gaiduk
CPO
Neuromarketing research
pioneer



Alton Ing
CTO
Developer of RIWI's patented
RDIT



Annette Cusworth
Chair of the Board
CPA



Neil Seeman
Founder & Board Member
Author and Professor



Leonard Murphy
Board Member
Market Research thought
leader



David Kincaid
Board Member
Brand expert and Marketing
Hall of Legends inductee

Summary

RIWI is an expanding market research platform company, continually evolving to meet global demand for advanced and integrated research tools.

- Designed to support better decision-making through trusted and transparent data collection.
- Integrated traditional and nonconscious research tools enable users to access holistic insights into what people think, see, feel, and do.
- Access to hard to reach populations.
- Growing industry accelerated by the pandemic and the introduction of AI.
- Scalable business model with differentiated revenue streams.

The RIWI logo is positioned in the top right corner of the slide. It features the word "riwi" in a white, lowercase, sans-serif font. Above the letters "i" and "w" are two horizontal bars: a shorter, lighter green bar above the "i" and a longer, darker green bar above the "w".

riwi

Thank you



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