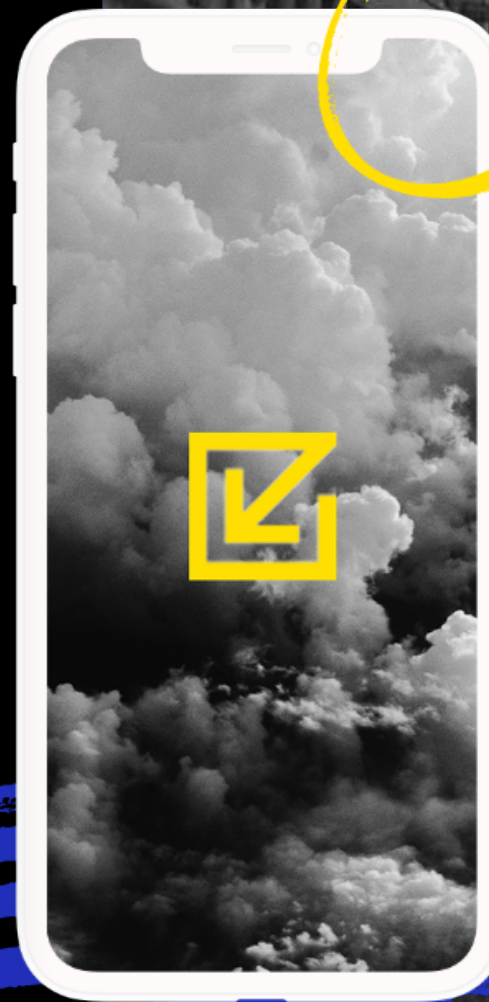




# Democratizing Data For Consumers & Brands

Corporate Presentation  
December 2021

MyID: TSX.V  
MyIDF: OTCQB  
[www.reklaimyours.com](http://www.reklaimyours.com)



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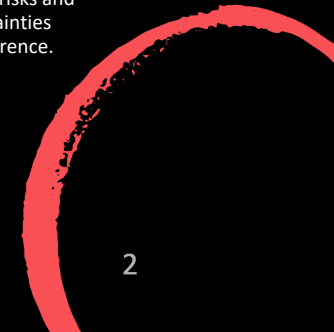
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# Democratizing Data for Consumers & Brands

Headquartered in New York, with an additional office in Toronto, Reclaim is a company capitalizing on the dramatic shift in the data and privacy space.

The Reclaim mission is simple: to provide every consumer on the planet access to their data.

Offering compliant consumer data to brands, platforms and data companies, Reclaim allows consumers to sign up and view, for the first time, their online data. Inside of Reclaim consumers can reclaim this data and share specific pieces of data with brands in exchange for compensation via a weekly dividend or chose to protect it via a SaaS based subscription that encrypts any data coming from their devices.

Reclaim is the only company in the world allowing consumers to view and take back control of their data.

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# CAPITAL STRUCTURE

Capital Structure	
Shares Outstanding	67.3m
Warrants	7.5m (average strike price \$1.05)
Options	1.5m
Insiders	45%
Cash	\$2.0m (as of September 30 <sup>th</sup> )
Debt	\$0

OTCQB	MyIDF
Share Price (as of November 15)	U\$0.36
52-Week Range	U\$0.81/\$0.17
Market Capitalization	U\$24.3m

TSX Venture	MyID
Share Price (as of November 15)	C\$0.45
52-Week Range	C\$1.05/\$0.21
Market Capitalization	C\$30.3m

*50% insider ownership*

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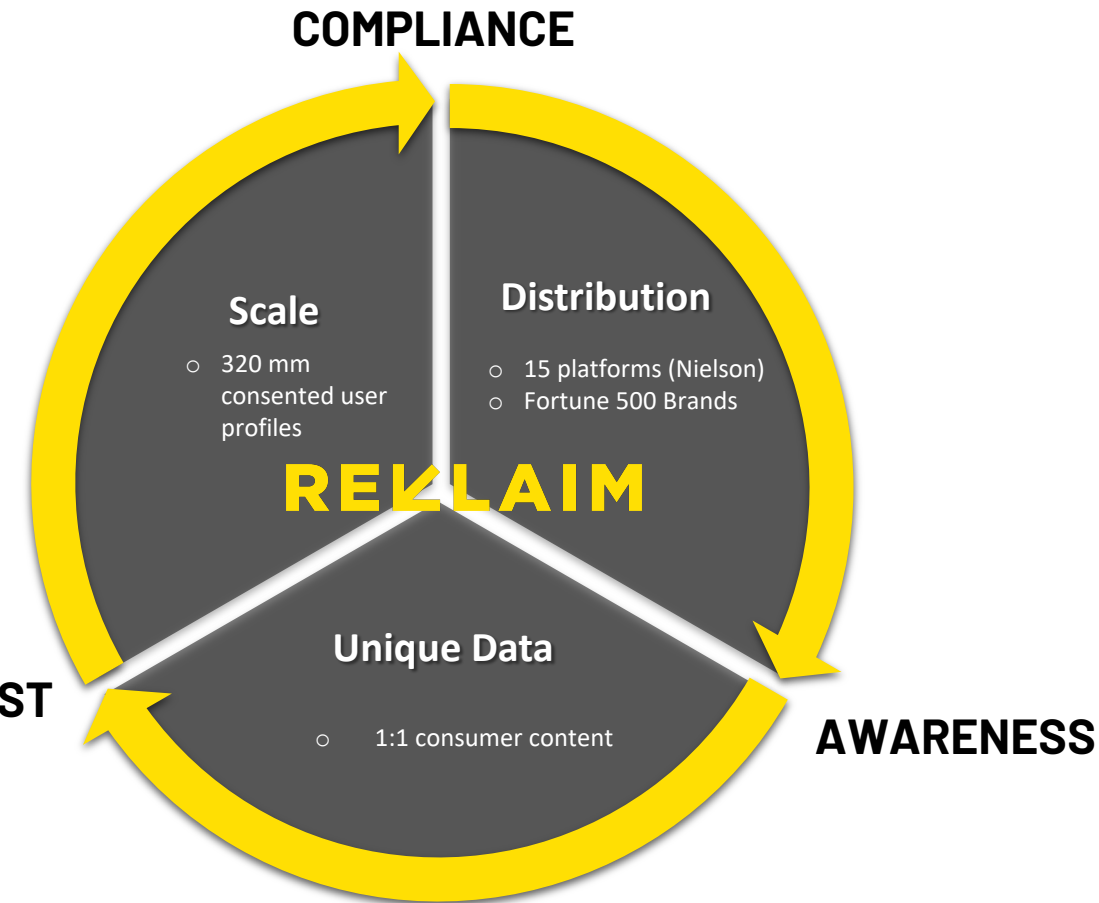
# Data Market is Currently Being Disrupted – Reklaim is Positioned to Benefit

## The Data Market Industry

- Over the past 20 years, the data industry (\$245B in the US<sup>1</sup>) has been built on a foundation of **harvesting and exploiting consumer data with no consumer inclusion** to the tune of \$6,000/year/profile. **\$0 for consumer.**
- Legal and **regulatory roadblocks** surrounding the acquisition of consumer data is rapidly evolving, placing the **consumer at the center** of new privacy policies
  - The General Data Protection Regulation (GDPR) roll-out in Europe in 2019
  - The USA following shortly after with the California Privacy Rights Act (CCPA / CPRA)
  - Recently published, CPPA in Canada, The Brazilian General Data Protection Law, India's Information Technology Act, 2000, and South Africa's Protection of Personal Information
- Those relying currently on unconsented data will experience a **regulated disruptive migration** forcing them to use **only** fully consented data sources. This is driving companies to Reklaim to replace their current data provider.

<sup>1</sup> Source: [Statista](#)

***Reklaim is capitalizing on this accelerating shift***



***Scale + Distribution + Uniqueness = Revenue Growth***



# Companies Reliant on Data are Looking for Sources that are Compliant & Not Exposed to the 'Cookie'

## SCALE

- All consumers +16 have a data profile that is currently being collected and sold without their inclusion. Value = \$6000 per year / per profile.
- Reklaim is solving this by bringing consumer profiles into the Reklaim ecosystem and allowing them to take back control of their data.
- Reklaim has 320m deduplicated accounts in its ecosystem, up from 10k last year.

## DISTRIBUTION

- Majority of data is purchased by advertisers via a network of data stores. These stores are looking to replace non-compliant data, as well as data that does not have a dependency on the 'cookie', with new sources.
- The more destinations Reklaim data is distributed to, the greater the opportunity for purchase.
- Reklaim has a competitive advantage as its integrated into the largest data stores in the world.
- Adding 1-2 new platforms per quarter to the 15th already integrated.

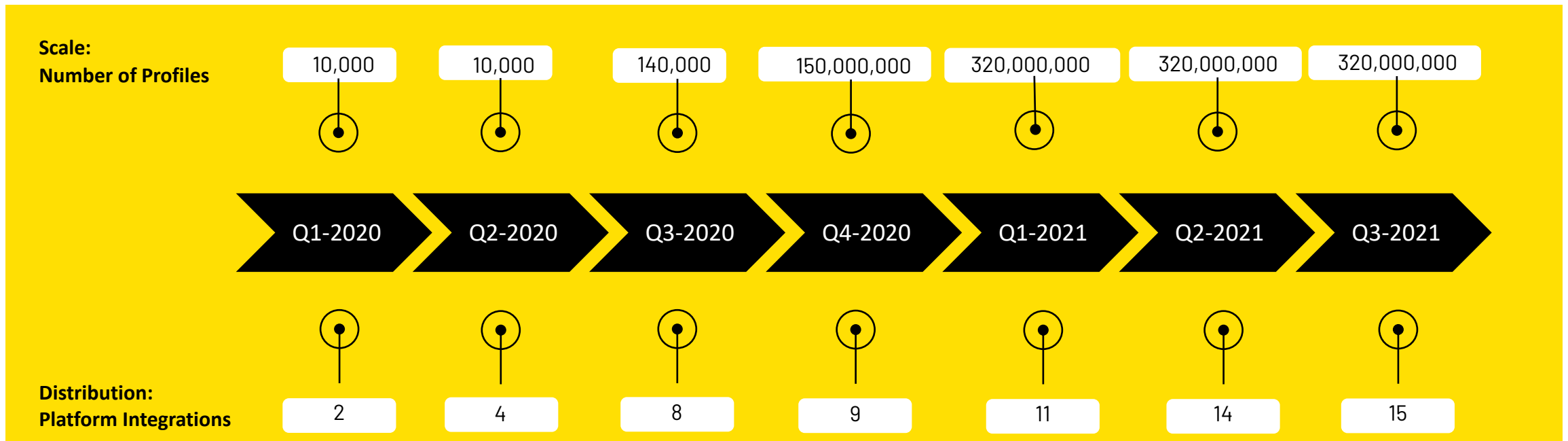
## UNIQUENESS

- Differentiation of data is #1 challenge in market.
- Reklaim data is unique as it is consented by consumers & has enormous scale & distribution
- Companies looking to replace data that is not consented are looking for a company who can solve compliance issues.
- Companies exposed to online 'cookie' are looking for alternatives. 1.8B websites have a dependency on the cookie. Reklaim has 0 cookies.
- Data = liability. Companies must off-set privacy liability, this is a tail wind for Reklaim as it is accelerating the shift of dollars towards them.

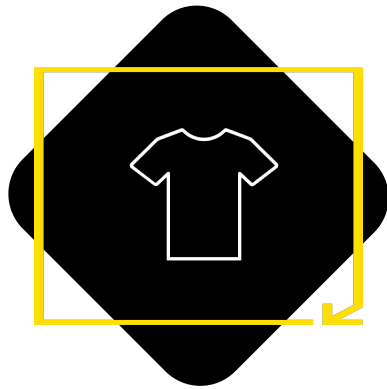


# 320M Profiles Under Management of Which 120m Have Been 'Reclaimed' By Users

*A Reclaimed account is an account that has had 1x1 interaction with the company or has been active in the product.*



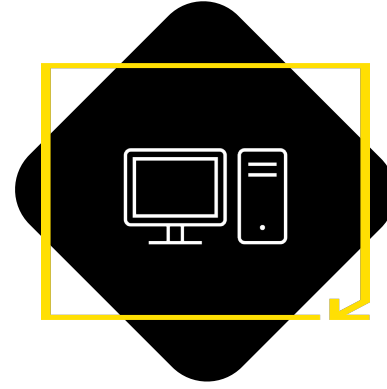
# Revenue Verticals



## Brands & Agencies

Sales by brands and advertising agencies who use data to inform their media purchases

- Short term sales cycle (~ 30 days)
- High margin
- Reloads every month
- Ex: Hasbro, Microsoft



## Platforms

Integration of Reklam data into platforms where data is purchased globally

- Longer sales cycle (60-90 days) due to verification of data quality and technical integration.
- Technical: Platforms take 3 months to ramp up post integration
- Recurring, high margin growth-value
- Ex: Liveramp, Lotame, T-Mobile



## Data

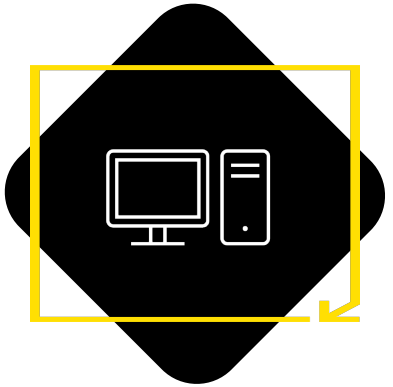
Data companies looking to purchase 1<sup>st</sup> party consent and fidelity

- Longer term sales cycle (6 months)
- Technical: Complex
- Long term contracts with highest value. Contracts are 12m in length with auto-renew.
- Ex: Nielsen





# Integrated Platforms

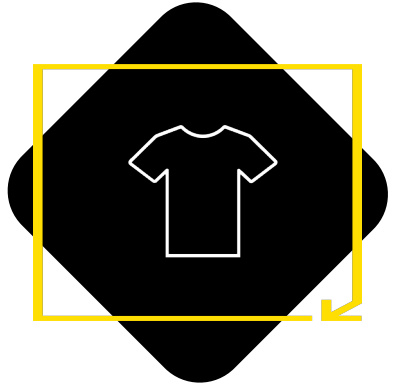


**Reclaim is now integrated with 15 of the top platforms that facilitate the purchase and distribution of data**

**Sample:**



# Brand & Agencies Continue to Grow



Sample:



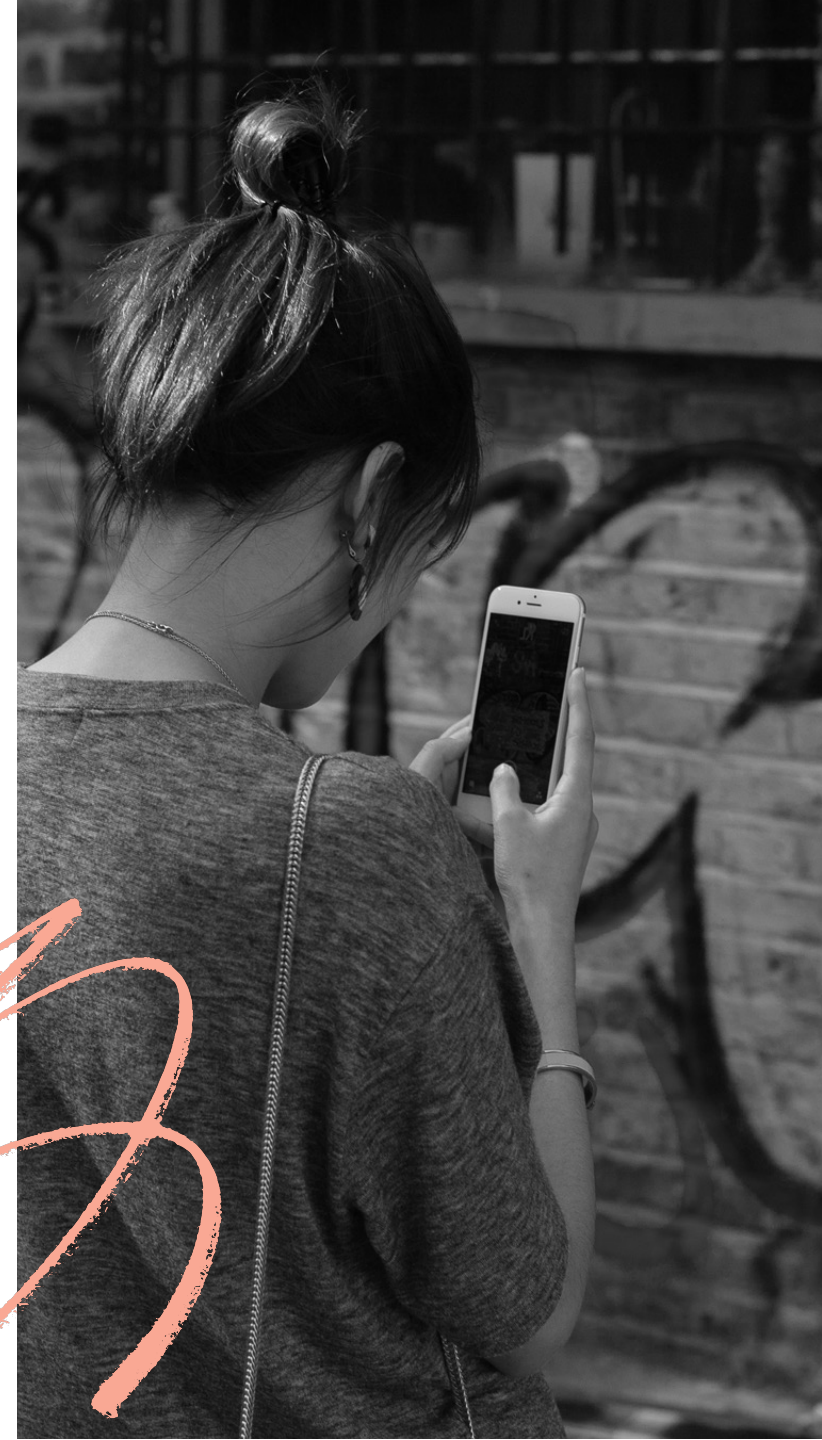
## Reclaim sold data to 75 brands in Q3, up 127% Y/Y

Brands and agencies looking for data to offset their exposure to the loss of the cookie and mobile ID.

- Industry reloads buying cycle every quarter
- Transactional sales cycle
- Brands start small and increase over time
- Brands use platforms to purchase data (#distribution)



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# Top Line Metrics Q3 2021

- Q3 sales up 70% in Q3-2021 from Q2-2021
- Sales up 1,497% Q3-2021 from Q3-2020
- Total number of clients up 127% Y/Y
- Expanded to +320m total accounts, up from approx. 10k previous year
- Rebranded the company as Reclaim in Q3 as consumer portal to access data



# Data Companies Need Compliant Data



**Data Integration;** Reclaim data being used to offset exposure to cookie and mobile ID as well as build consent & fidelity



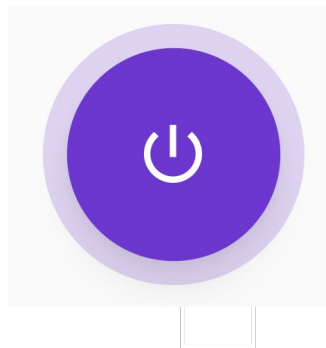
International 12 month contract to supply consented data to TV measurement panel



Data Companies Need Compliant Data



# \*NEW\*: Privacy SaaS Tier



Introduction of new SaaS based subscription privacy tier.

**Privacy tier introduced (Q4) to allow those who do not want to sell data to use Reclaim to protect data**

- SaaS based revenue model, compliments high growth existing sales model
- 65% margin, recurring revenue
- Product includes
  - VPN
  - Password / Data breach protection
  - Universal Opt-Out / 'do-not-track'



*Reclaim Privacy*

## CHOOSE YOUR PLAN

<b>Pro</b> <b>\$99.99 /YR</b> \$9.99 /mo	<b>Popular</b>	<b>Lite</b> <b>\$19.99 /YR</b> \$1.99 or 200 pts /mo
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- 5 IDs
- Data leak monitoring
- Block broker & Reclaim data collection
- ✓ Password breach detection
- ✓ VPN with unlimited data

Cancel my plan

Choose Pro

13



# Leadership Team



## Neil Sweeney, Founder, Chairman & CEO

Over his +20 years in the industry, Neil Sweeney established an industry-wide reputation for his visionary entrepreneurship and his ability to develop bleeding-edge technologies before others. Technologies Neil created are used by Fortune 500 brands like Coca-Cola, Lowe's, Walmart, General Motors, Unilever, and Mondelez. They are also the core component of the top media demand-side platforms, including Adelphic, The Trade Desk, AppNexus, MediaMath, RocketFuel, and TubeMogul.

### StreamTheWorld

- Owner / StreamTheWorld, a streaming technology and services company allowing radio and TV broadcasters to generate online revenue
- Sold StreamTheWorld to Triton Media for \$40mm

### Juice Mobile

- Founded Juice Mobile in 2010, a technology platform for mobile advertising platform
- In June 2019, Juice Mobile was acquired by Yellow Pages for \$35mm

### Freckle

- In October 2014, founded Freckle IoT, a location data measurement company
- In April 2020, sold Freckle IoT to PlacelQ



## Ira Levy, CFO

CA and MBA, Ira has extensive experience in both private & public companies. Most recently, Corporate Controller @ Vivo Cannabis (VIVO.TSX). Prior SVP Finance @ Province Brands



## Susan Mandell, VP Sales

Susan Mandell is an experienced sales leader with over 15 years of industry experience and a vast knowledge of data and technology.




## Jake Phillips, CTO

Jake Phillips is a proven technology leader bridging the gap between innovative technology and business in dynamic environments.





# REASONS TO INVEST

- US\$245 billion (\$400 billion globally) data industry is undergoing a destructive shift, driven by big technology reducing access to core data that industry has a dependency on and government actions to protect consumer data privacy.
  - 320 million consented profiles + 15 global platforms = foundation for growing and recurring sales
  - Major Fortune 500 customers have validated Reclaim across 3 revenue segments with revenue to continue to grow Q/Q
  - Long-term recurring contracts that are growing in value & number
  - Revenue trending higher each quarter, taking advantage of the technology and scale built over 2020.
  - Insiders own 45%
- 



Thank You

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