



TSXV: MyID
OTCQB: MyIDF

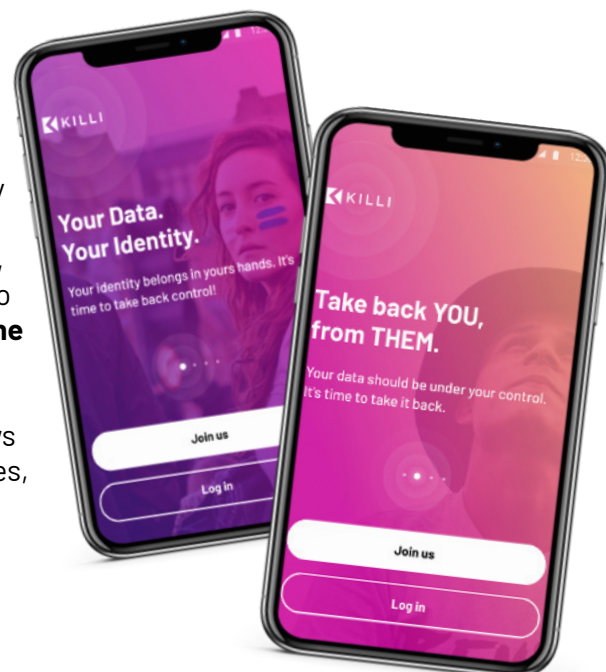
Driven by the evolution of data and privacy

Company Overview

Founded in 2018 and with offices in New York & Toronto, Killi is a company driven by the evolution of data and privacy. Killi aims to democratize data for consumers by providing them with an ecosystem where they can view, edit, opt-out, and be compensated for the use of their data. Killi aspires to be the **destination that consumers visit to access and control their online data.**

Available on the web and in both the [iOS](#) and [Google Play](#) stores, Killi allows consumers to opt-in to share specific pieces of data with brands, agencies, and companies in exchange for compensation from the use of their personal data.

All Killi data is 1st party, global, and compliant.



80%

of Americans are concerned with how social platforms and advertisers use their personal data.

Revenue Verticals

The scale of data, its distribution, and the uniqueness of data are foundational to driving demand.



Platforms

Integration of Killi data into the platforms where data is purchased globally



Brands

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



Data

Data companies looking to purchase 1st party consent and fidelity

Killi for Consumers:

- Option to control the data they want and profit off the rest
- Passive income in the form of Rewards (Location, Profile, Shopping Rewards)
- Active income from completing surveys and polls

Killi for Companies:

- CCPA compliant
- 1,000+ Fair-Trade Audience Segments
- Ubiquitous distribution to all major DSP's and DMP's
- Link to Killi's paywall to pay consumers for their data
- Create Fair-Trade data segments from opted in user base

Contact Us

investorrelations@killi.io

1.855.908.DATA

Download Killi today and take back control of your identity
([iOS](#) | [Android](#))



Capital Structure

Q2-2021 (as of June 4, 2021)

Shares Outstanding 67.3 mm

Warrants 7.5 mm

Options 1.7mm

Insider Ownership 45%

TSX Venture MyID

Share Price C\$0.40

52-Week H/L C\$1.55/\$0.125

Market Capitalization C\$27.58mm

OTCQB MyIDF

Shares Price U\$0.32

52-Week H/L U\$0.685/\$0.3114

Market Capitalization U\$21.22mm

Leadership

Neil Sweeney, *Founder and CEO*

Alan Chapell, *Chief Privacy Officer*

Chris Frostad, *Chief Financial Officer*

Jake Phillips, *VP Technology*

Laura Jordan, *VP Finance*

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#Unveil: A Destination for consumers to access and control their online data

Data Privacy Legislation and Consumer Demands have substantially changed the rules of Digital Marketing

Privacy legislation is sweeping the world, placing the consumer at the center of new privacy policies. Advertising industry continues to become more data driven, with Statista estimating the value of the data market in the United States exceeding \$247 billion in 2020. At the same time, large tech companies continue to introduce features to protect their own business models such as the advent of Apple's stringent opt-in enforcement with IOS14, Facebook and Google's removal of third-party cookie tracking eliminating the ability to track individual actions in-app and across browsers.

As "walled garden" data stays walled and browser cookies disappear, consumer opt-in to share data in exchange for brand engagement will be paramount for businesses to meet new compliance regulations.

Killi's #Unveil platform enables users to authenticate their identity, view, edit, opt-out, or be compensated for the use of this data.

- 320 million consumers in the USA can now view, edit and reclaim control of their online data.
- Once data is retrieved, consumers can view over 200 attributes collected and sold without their express permission.
- In working with Killi, companies also benefit by acquiring user consent and more accurate files due to the profiles' editability.

Killi believes that all data is a manifestation of consumer identity and that redistributing control and compensation to the consumer is a critical component of participation in an evolving market.

Investment Highlights

- First-mover solution addressing significant unmet consumer needs in the multi-billion-dollar data market
- Positioned to be the defining consumer brand of data that is absent in the market today
- Long-term recurring contracts that are growing in value & number
- Ongoing product enhancements provide near-term catalysts; rewards, Consent-as-a-Service (CaaS), Killi Crypto, Killi Banking & international expansion
- Highly experienced management team, board and advisors

Killi aspires to become the defining consumer brand of data that is absent in the market today in the same way Uber redefined transportation, and Robinhood is attempting to democratize trading.

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