



Democratizing Data For Consumers & Brands

Corporate Presentation
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MyID: TSX.V
MyIDF: OTCQB
www.reklaimyours.com



SCAN 4 APP



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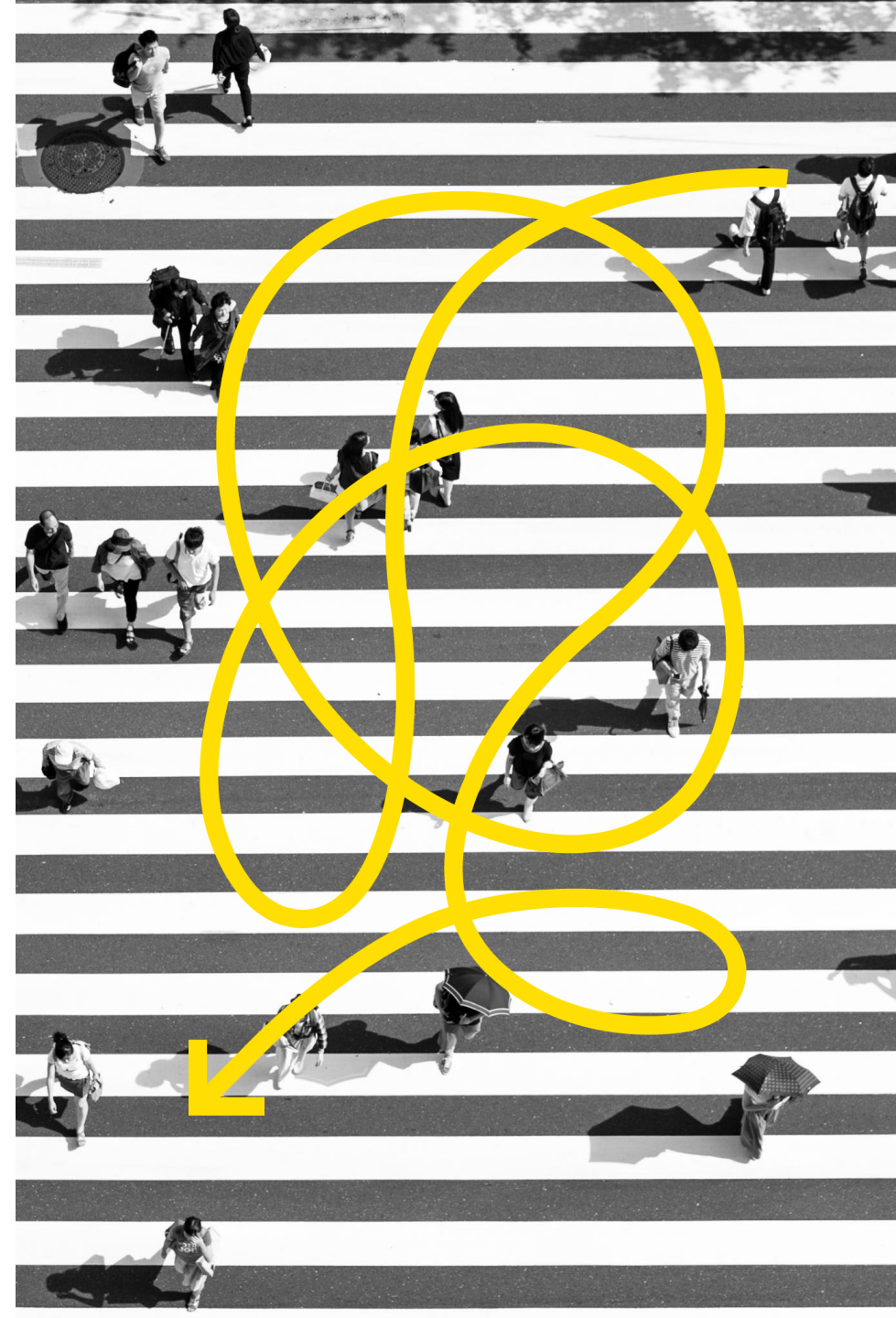
Democratizing Data for Consumers & Brands

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 to provide every consumer on the planet access to their data.

Offering privacy 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 weekly compensation or choose 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.



CAPITAL STRUCTURE

Capital Structure	
Shares Outstanding	67.3m
Warrants	7.5m (average strike price \$1.05)
Options	1.5m
Insiders	45%
Cash	\$0.5m (as of December 31 th , 2021)
Debt	\$1.6m (as of February 28 th , 2022)

OTCQB	MyIDF
Share Price (as of Mar 31)	U\$0.15
52-Week Range	U\$0.69/\$0.15
Market Capitalization	U\$11m

TSX Venture	MyID
Share Price (as of Mar 31)	C\$0.19
52-Week Range	C\$0.85/\$0.19
Market Capitalization	C\$13m

45% insider ownership

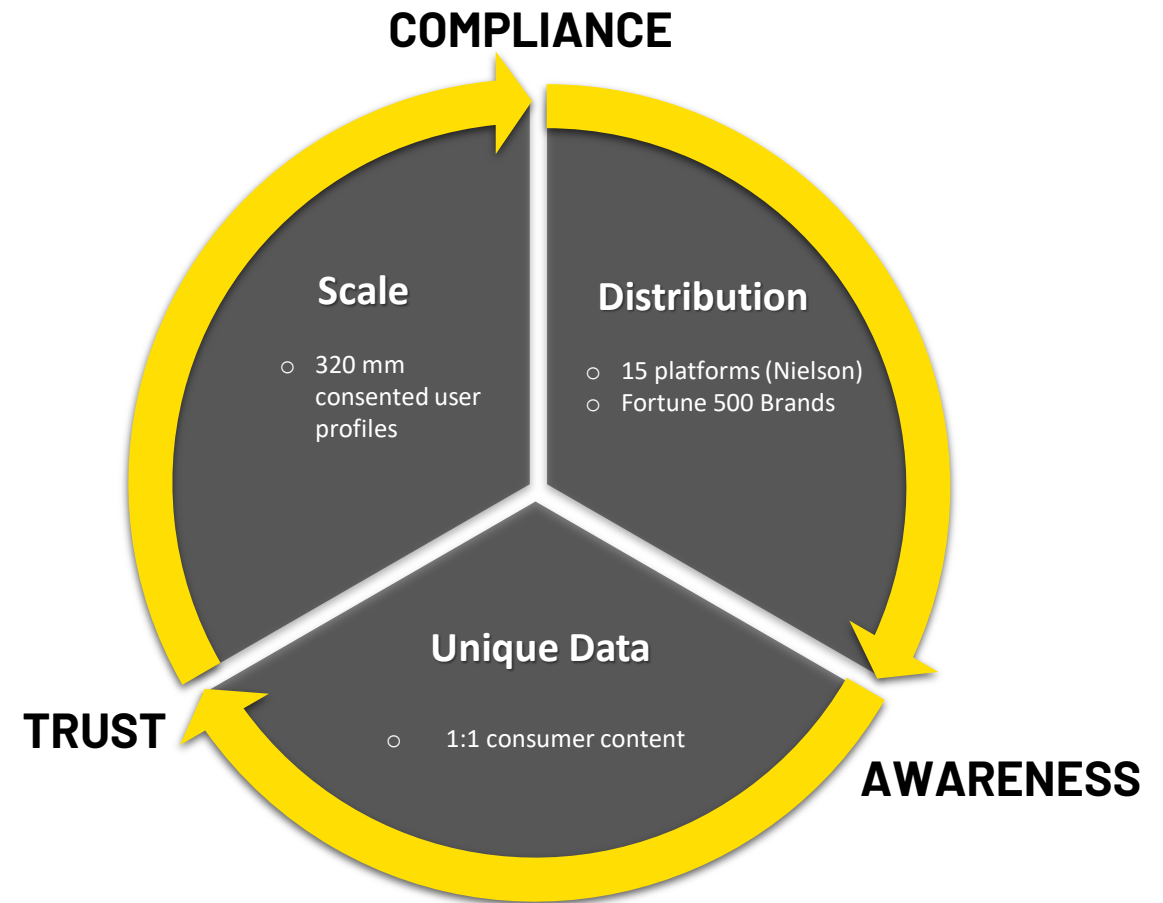
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Data Market Is Being Disrupted – Reclaim is Positioned to Benefit

The Data Industry

- Over the past 20 years, the data industry (\$245B in the US¹) 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 Reclaim to replace their current data provider.



Scale + Distribution + Uniqueness = Revenue Growth



¹ Source: [Statista](#)

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.
- Reclaim is solving this by bringing consumer profiles into the Reclaim ecosystem and allowing them to take back control of their data.
- Reclaim 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 Reclaim data is distributed to, the greater the opportunity for purchase.
- Reclaim 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.

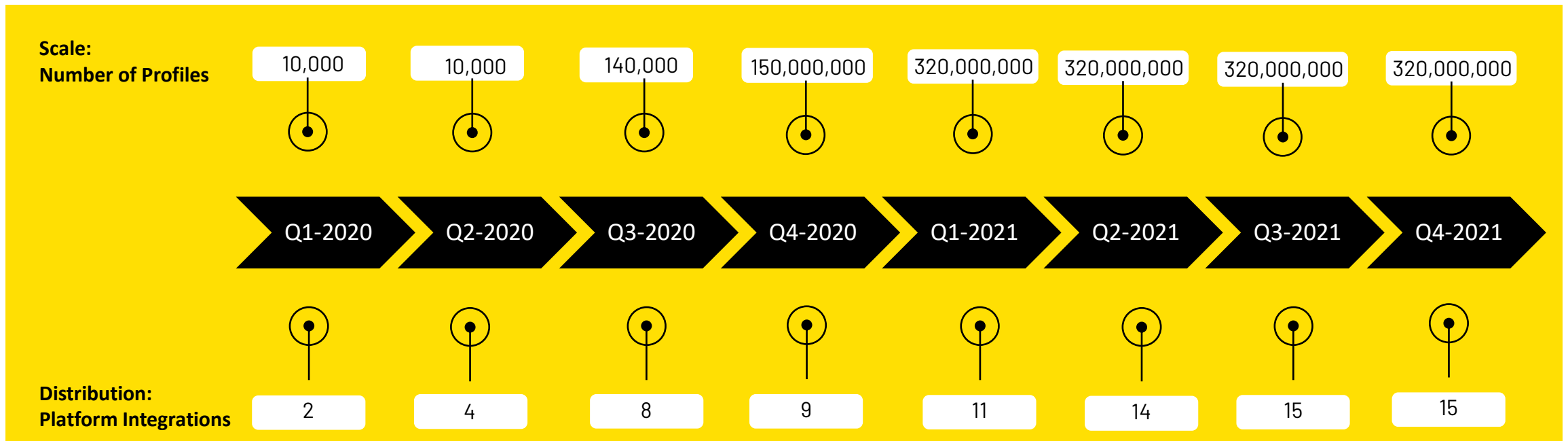
UNIQUENESS

- Differentiation of data is #1 challenge in market.
- Reclaim 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. Reclaim has 0 cookies.
- Data = liability. Companies must off-set privacy liability, this is a tail wind for Reclaim as it is accelerating the shift of dollars towards them.

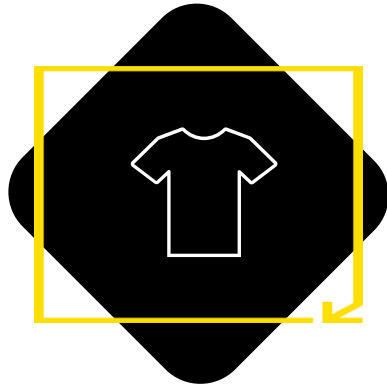


320M Profiles Under Management of Which 120m Have Been 'Reclaimed' By Users

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



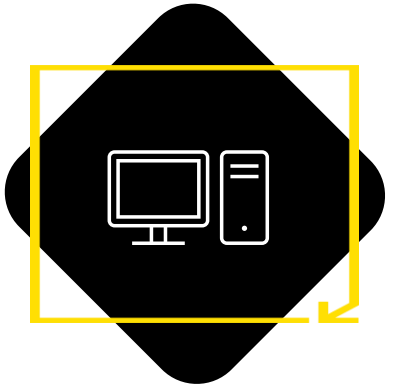
Data

Data companies looking to purchase 1st 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

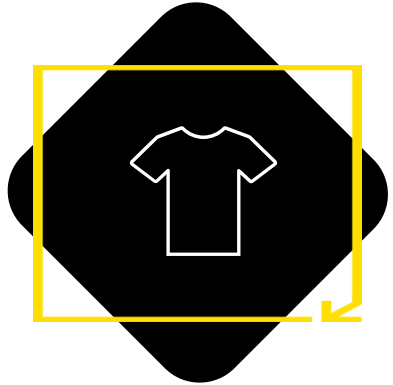


Reclaim is now integrated with 15 of the top platforms that facilitate the purchase and distribution of data

Sample:



Brand & Agencies Continue to Grow



Sample:



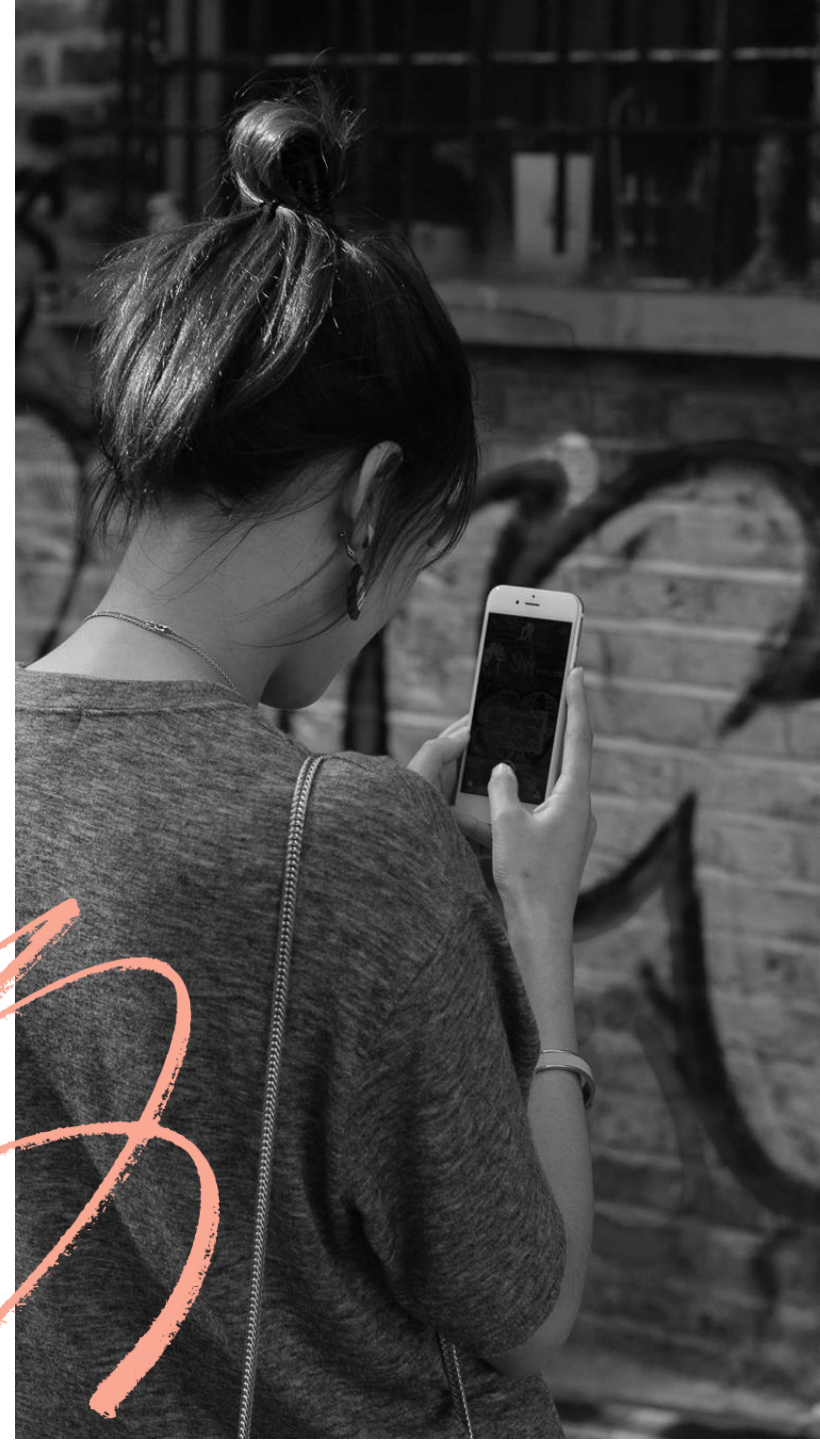
Reklam sold data to 85 brands in 2021, up 158% Y/Y

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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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




Top Line Metrics 2021

- **Q4 sales up 92% from Q3-2021**
- **Sales up 462% year-over-year**
- **Total number of clients up 156% Y/Y**
- **+320m total accounts, up from approx. 10k previous year**
- **Added 30,000 sources of data from which to scan your data**
- **87% of people in NA can find data on themselves inside of Reclaim**
- **Rebranded as Reclaim in 2021 as consumer portal to access data**





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%
- 



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.





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Thank You

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