RIWI Corp.

Real Human Signals for AI-Powered Decisions

Investor Presentation 2026

TSX.V: RIWI
OTC: RWCRF

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Forward Looking Statements

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Investor Overview

RIWI operates a global, privacy-first human data platform that continuously measures how people think, feel, and behave across countries and markets.

Through subscription tracking programs, on-demand studies, and its respondent marketplace, RIWI collects first-party behavioral data that compounds into a proprietary library used for monitoring risk, informing decisions, and training AI systems.

As usage grows, the dataset deepens, improving benchmarks, forecasts, and efficiency, creating operating leverage and increasing the long-term value of the data asset.

$5.67 Million ** in $USD

Record Annual Revenue as of April 16, 2026

$1.17 Million ** in $USD

Q4 2025 Revenue

M&A Integration

TheoremReach & CoolTool synergies active

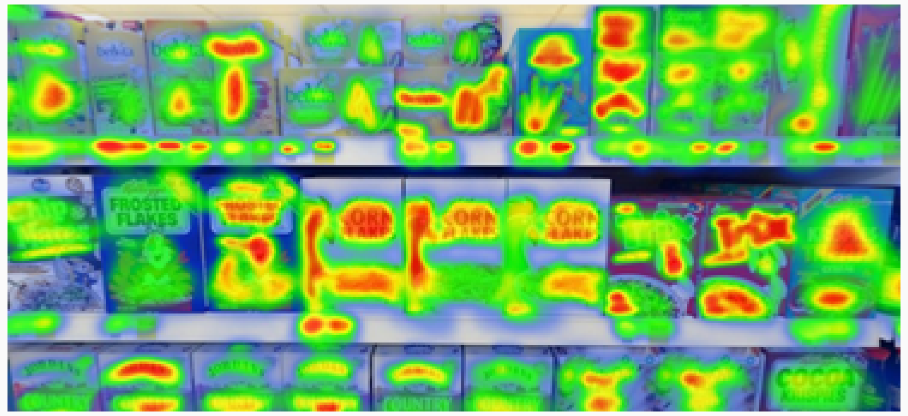
$2.49 Million ** in $CAD

Private Placement at $0.30 to support growth

The $80 Billion Blind Spot

Companies spend $80B annually asking people what they want.
Yet 80% of new products fail.

What Consumers Say (Claims)	What Consumers Do (Behavior)
"I like the new packaging"	Her eyes never looked at the packaging
"I would definitely buy this, it’s more affordable"	Her face showed zero emotional response
"This ad is good"	**He/She bought the competitor**



Decisions are driven by **instinct**, **emotion**, and **attention**, not by what people claim in surveys.

RIWI Products

How RIWI monetizes its human intelligence platform

RIWI Audience

Subscription-Based Human Intelligence

Access to real humans including consumer, B2B and healthcare leveraging RIWI's proprietary first-party respondent marketplace and RIWI communities, our validated partner network.

RIWI Research Solutions

Standardized, High-Margin Testing Programs

1. **RIWI** Pre-packaged testing solutions
2. **RIWI** Signals
3. **RIWI** Custom research

Standardized ad, package, and message testing built for speed and scale.

RIWI Licensed Platform

Enterprise Access to the Full Measurement Stack

Enterprise access to RIWI's full survey and neuroscience toolkit.

Patented Reach

Our **RDIT technology** reaches the "**quiet majority**" of real people, not professional panelists.

We've Identified Product Market Fit

Focusing on two high-growth segments

CPG Brands

Product testing, packaging optimization, and ad effectiveness. Highly repeatable needs across products.

- Repeatable demand
- Short sales cycle
- high margins

$35K → **$523K**

2024 Revenues **2025 Revenues**

15x Growth Y/Y

Market Research Firms

Respondent sample provision and neuromarketing platform capabilities. Transitioning to hybrid models.

- Scalable programs
- Frequent testing needs
- Product, ad & package testing

$2M → **$3.5M**

2024 Revenues **2025 Revenues**

75% Growth Y/Y

Our Clients

Focusing on two high-growth segments

Consumer Brands

- L'ORÉAL
- KraftHeinz
- Unilever
- Givaudan

Market Research

- MORNING CONSULT – INTELLIGENT DATA, INTELLIGENT DECISIONS
- Toluna – In touch with people
- HUMANA
- Veridata Insights
- Cint

Financial Services

- SUSQUEHANNA
- CAPITAL GROUP
- RCM – ROKOS CAPITAL MANAGEMENT
- BANK OF AMERICA
- millennium

Academic Institutions

- UNIVERSITY OF CALIFORNIA
- VANDERBILT UNIVERSITY
- NEW YORK UNIVERSITY
- HARVARD UNIVERSITY
- PennState

NGO & Government

- Chemonics – Development works here.
- THE WORLD BANK
- UNITED NATIONS
- WFP
- 3i SOLUTIONS – IMAGINE · INNOVATE · IMPLEMENT

Our Device-Agnostic Measurement Tools

The only global platform capturing what humans Say, Feel, and Do

Webcam Eye Tracking

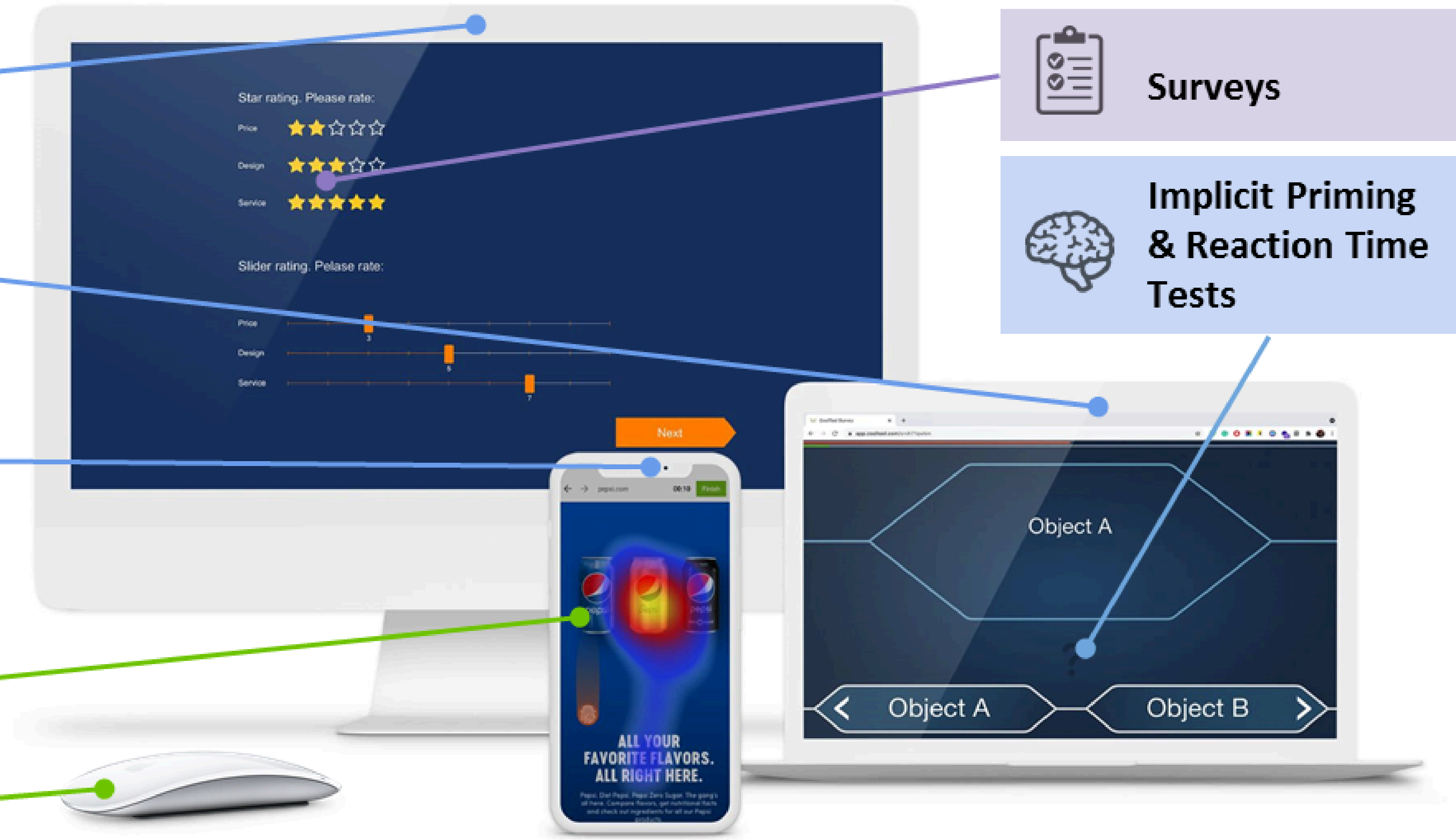
Webcam Emotion Measurement

Attention measurement

Behavior tracking, session replay

Surveys

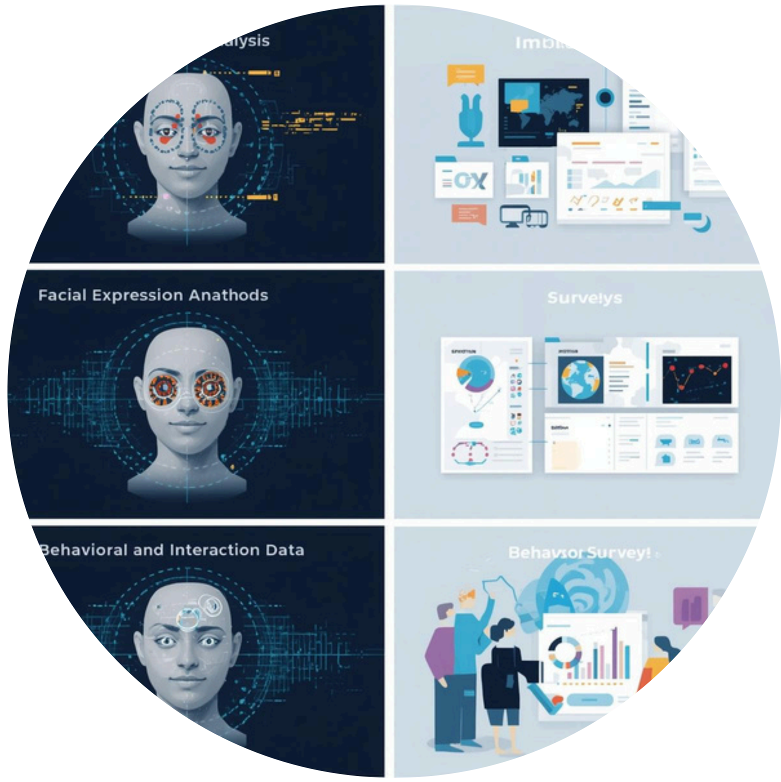
Implicit Priming & Reaction Time Tests

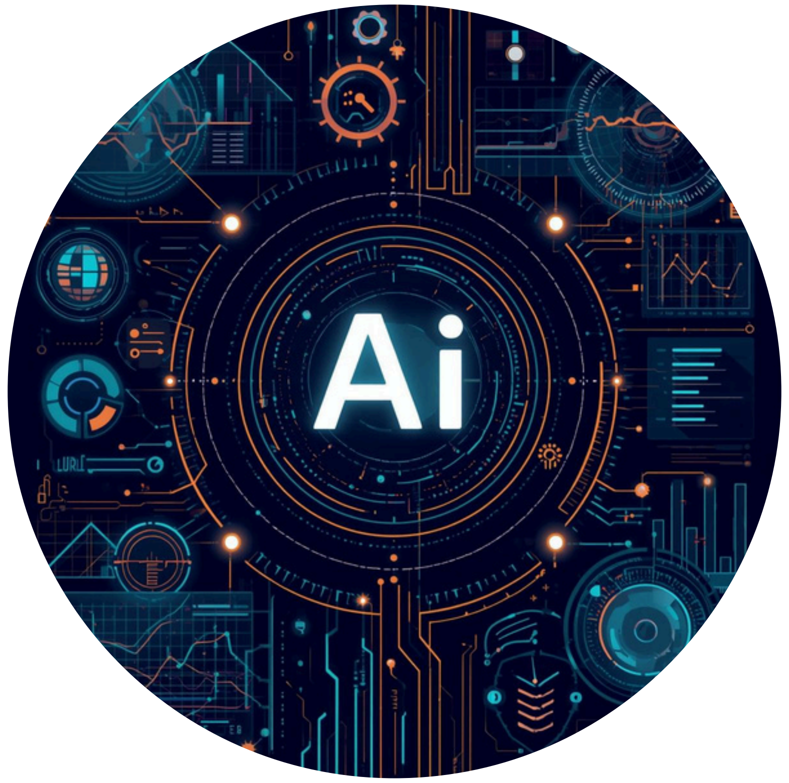


RIWI has built the world's only integrated platform that combines **survey data**, **eye tracking**, **facial expression analysis**, and **implicit testing** in a single unified system.

Building RIWI's Data Library

Every engagement expands our permanent data asset, driving immediate benchmarking and predictive data reuse





1. Capture

Integrated neuro-marketing platform combining conscious surveys with non-conscious eye-tracking, facial expression analysis, and implicit testing.

- **Multi-modal signal collection.**
- **Say, Feel, Do.**

2. Ingest

Ongoing measurement of public and consumer sentiment through repeat surveys and behavioral tests delivered on a subscription basis.

- **Proprietary Data Moat.**
- **Deep longitudinal datasets.**

3. Predict

Analysis of accumulated behavioral data to identify trends, compare outcomes, and inform decisions.

- **Forecasts become more accurate while requiring less new data.**
- **Data operating leverage.**

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Case Study: Bertolli Packaging Redesign

Does it increase sales or risk brand equity?

Client: Bertolli Canada

Globally recognized food brand with nationwide grocery distribution across major Canadian retailers, operating within a large multi-billion dollar CPG category.

Decision

Change bottle design or protect existing equity?

Objective

Quantify whether the proposed packaging improves purchase intent and pricing power before a national rollout.

RIWI Solution

Multi-modal testing of vinegar consumers (25–65), combining surveys, shelf behavior, attention tracking, and implicit measures to capture what shoppers say, see, and do.

Current Design **Proposed Design**

Blue-Chip Validation

L'ORÉAL KraftHeinz Unilever Givaudan

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How Consumers Actually Engaged

Tracking the consumer eye, measuring attention, behavior, and purchase intent

The Old Bottle

The New Bottle

Key Signals

- **New bottle captured attention faster and improved visual flow**
- **Stood out more clearly on shelf vs competitors**
- **No measurable lift in purchase or “grab” intent**

The Decision & Impact

Does it increase sales or risk brand equity?

This use case is now a standardized "Package Testing" product sold across multiple CPG clients

Risk

Redesign could weaken brand familiarity with core buyers

Opportunity

Identified pricing elasticity → ability to
raise price without redesign

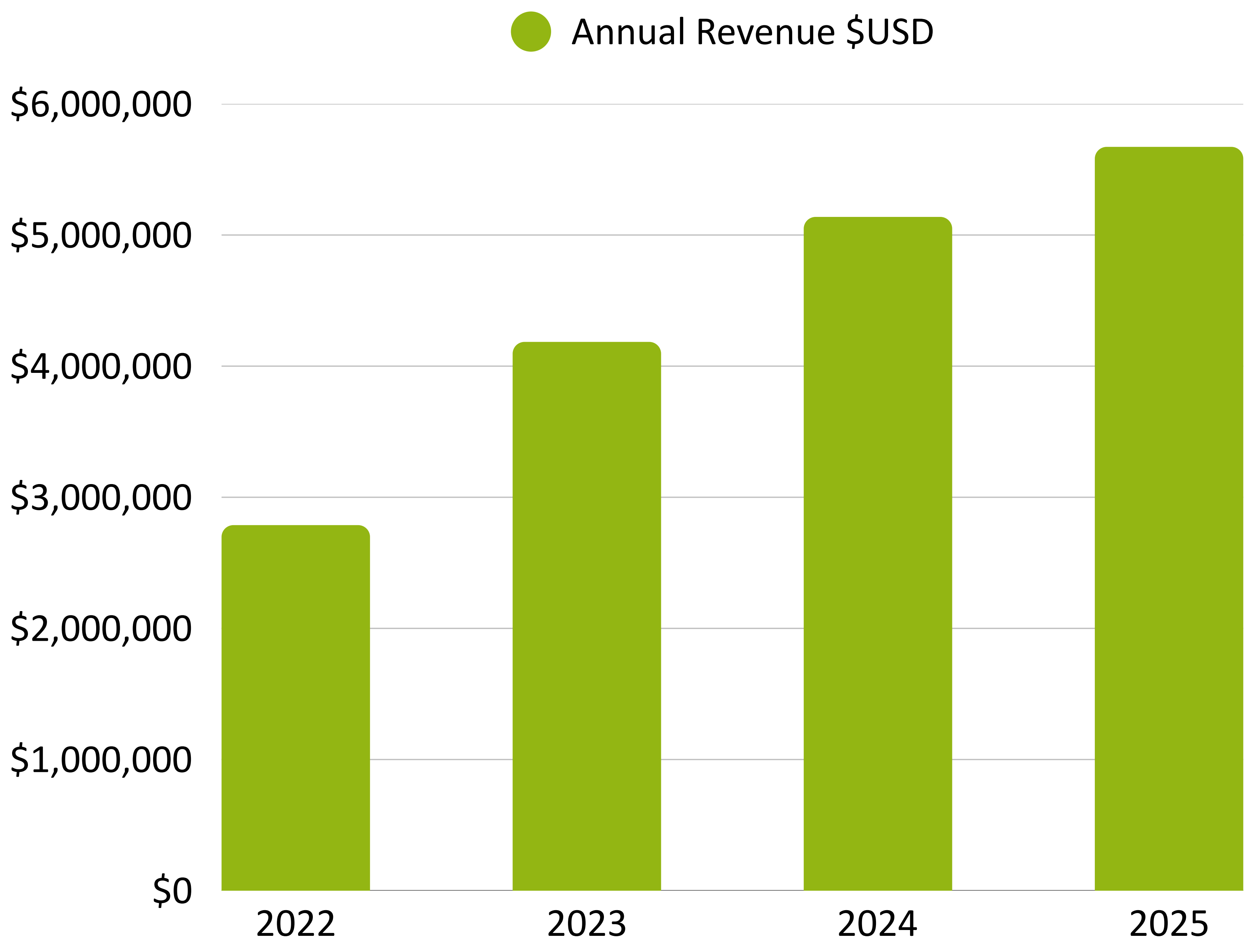
RIWI Solution Action

Retain current packaging, improve margins

Why It Matters to RIWI

RIWI helped the client avoid a costly national redesign with no proven sales benefit and instead focus on pricing strategy, protecting margins while adding new behavioral data to RIWI's proprietary library.

Delivering Top-Line Growth



10.4%

Revenue Growth

$5.67M

Record Revenue

3

Strategic Acquisitions Completed

RIWI’s Addressable Market

The same data asset is monetized across multiple markets.

81
Billion+
Market Research Industry

An industry that reached an estimated global turnover of $154 billion in 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 sits at the intersection, capturing **proprietary human signal** that serves all three markets.

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Capitalization Summary

Common Shares Outstanding	26,726,648
Stock Options (Price range $0.51-$1.70)	3,342,528
Total Cash (December 31, 2025 plus net proceeds of private placement)	USD $ 1,977,609
Net Debt (December 31, 2025 less debt retirements as part of private placement)	USD $ 1,291,731
Market Capitalization (April 20, 2026)	C$8.02 million
Enterprise Value	C$7.07 million
TTM Revenues	USD $5.67 million
TTM Adj. EBITDA (Loss)	USD ($718) thousand

Trading Symbols	TSXV: RIWI OTC: RWCRF
Recent Close (April 20, 2026)	C$ 0.30
52 week high/low	$0.72/$0.275
Insider & Employee Ownership	3%
52 week high/low	$0.72/$0.275

Leadership Team

Greg Wong

Chief Executive Officer & Director

25+ years scaling technology businesses and building revenue engines. Former CRO at Pivotree, growing revenue from $20M to $60M+, and CEO of Heiler Software through its sale to Informatica.

Travis Campbell

CFO & Corporate Secretary

Public company finance leader overseeing reporting, governance, and capital allocation. Former finance executive at Avanti (sold to Ricoh) and Route1, driving operational efficiency and scalable financial systems.

Dmitry Gaiduk

Chief Product Officer

25+ years in market research and product innovation. Founder of CoolTool and other behavioral measurement platforms. Leads product strategy and integration of neuroscience and AI into RIWI’s offerings.

Alton Ing

CTO

Architect of RIWI’s global data platform and infrastructure. Leads software, data capture, and security. Background includes enterprise systems and large-scale engineering roles across automotive, insurance, and logistics sectors.

Board of Directors

Leonard (Lenny) Murphy

Chairman

Market research industry leader and advisor. Chief Advisor at GreenBook, the sector’s leading insights platform, with deep relationships across global research and analytics buyers.

Marc Kazimirski

Director

Founder of KazLaw with a focus on complex personal injury cases. Former President of the Trial Lawyers Association of BC and adjunct professor at University of British Columbia Faculty of Law. Appointed King’s Counsel in 2023.

James Bowen

Director

James Bowen, CFA brings over 20 years of capital markets experience as a portfolio manager, securities analyst, and advisor to TSX-listed companies. He has extensive expertise in valuation, governance, and investor relations, with a strong track record of attracting institutional investors and strengthening capital markets positioning.

Al Leong

Director

Al Leong is an award-winning marketing and strategy executive with 30+ years of experience driving growth, positioning, and investor communications for technology companies. His expertise spans AI, Web3, fintech, and enterprise B2B. He holds a B.Comm from the University of British Columbia and an MBA from the University of Toronto.

Contact Us

Learn more about any supporting data & technical deep dives

Financials

Detailed Income Statement, Balance Sheet, and Cash Flow summaries are publicly available on sedarplus.ca

Technology

Technical whitepapers on RDIT data collection and neuroscience-based emotional measurement tools, can be found on our website www.riwi.com

Case Studies

Anonymized real-world examples of value creation for CPG, financial services, and government clients can be found on our website www.riwi.com

Contact Information

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www.riwi.com