

A person's hands are holding a smartphone. Overlaid on the image is a stylized world map with white dots representing cities and thin white lines representing connections between them, creating a network effect. The background is a blurred image of a person in a blue shirt.

inuvo®

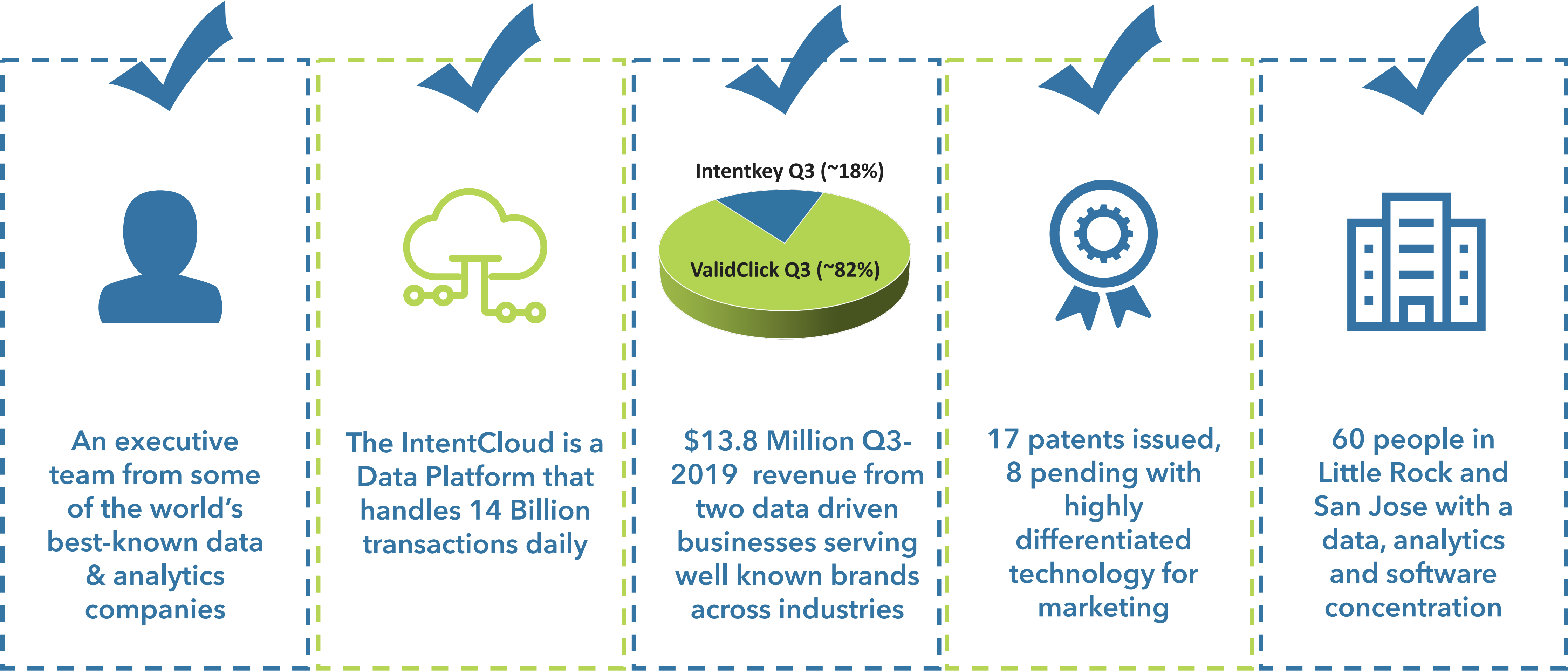
Intelligent Advertising

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This presentation includes or incorporates by reference statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements include, but are not limited to, information or assumptions about expenses, capital and other expenditures, financing plans, capital structure, cash flow, liquidity, management's plans, goals and objectives for future operations and growth. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could cause actual performance or results to differ materially from those expressed in or suggested by forward-looking statements. These statements are based on the current expectations or beliefs of the Company's management and are subject to various known and unknown risks that could cause actual results to differ materially from those described in the forward-looking statements, including, but not limited to, product demand, pricing, market acceptance, changing economic conditions, risks in product and technology development, the effect of the Company's accounting policies, increasing competition, the Company's ability to integrate companies and businesses acquired by it and certain other risk factors, including those that are set forth from time to time in the Company's filings with the United States Securities and Exchange Commission, which may cause the actual results, performance and achievements of the Company to be materially different from any future results, performance and achievements implied by such forward-looking statements.

Our Company at a Glance (NYSE: INUV)

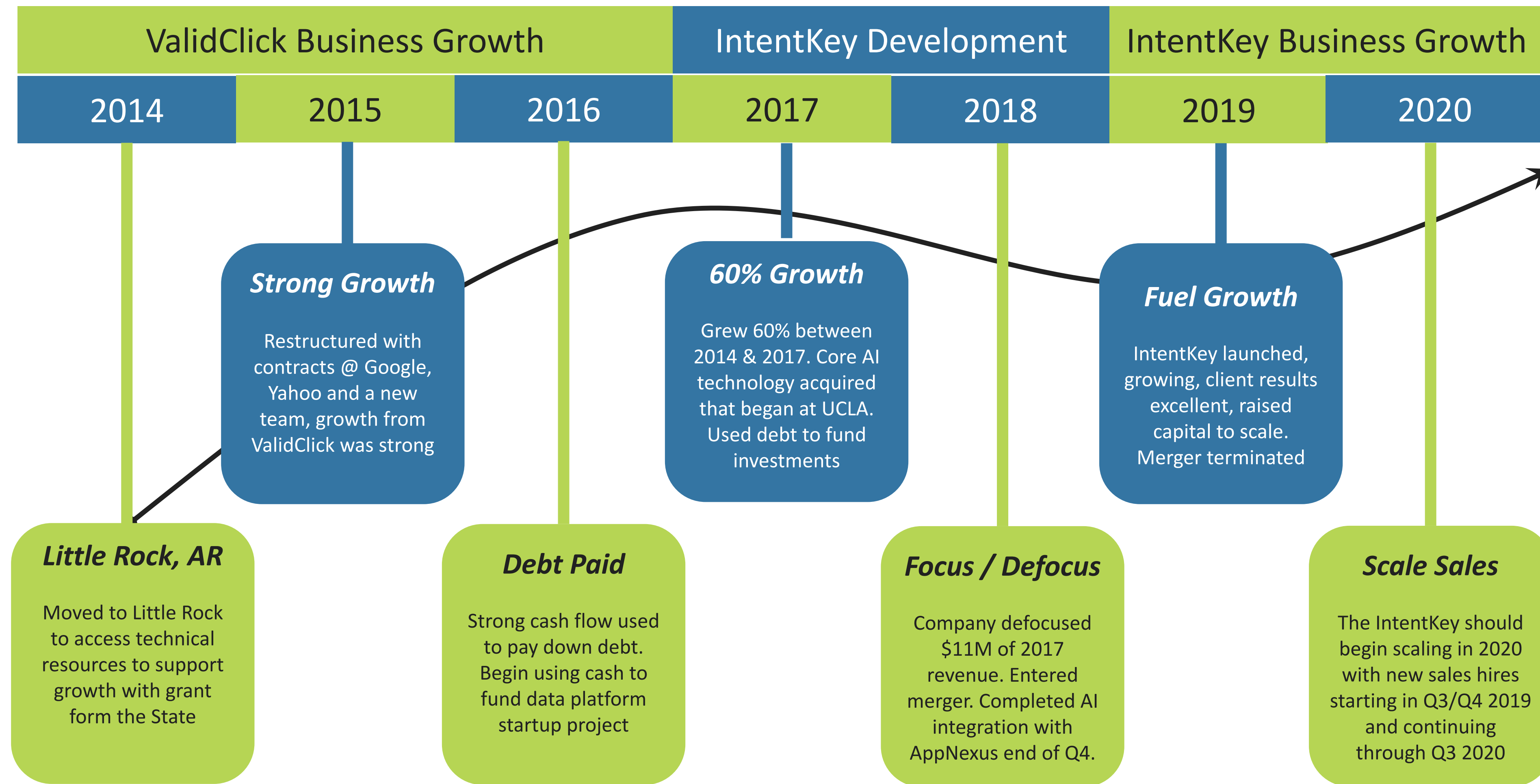
Artificial Intelligence for Marketing & Advertising



INUVO's 2014 to 2020 Timeline (NYSE: INUV)

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Strong growth through 2017 - Development through 2018 - Now, opportunity to grow again

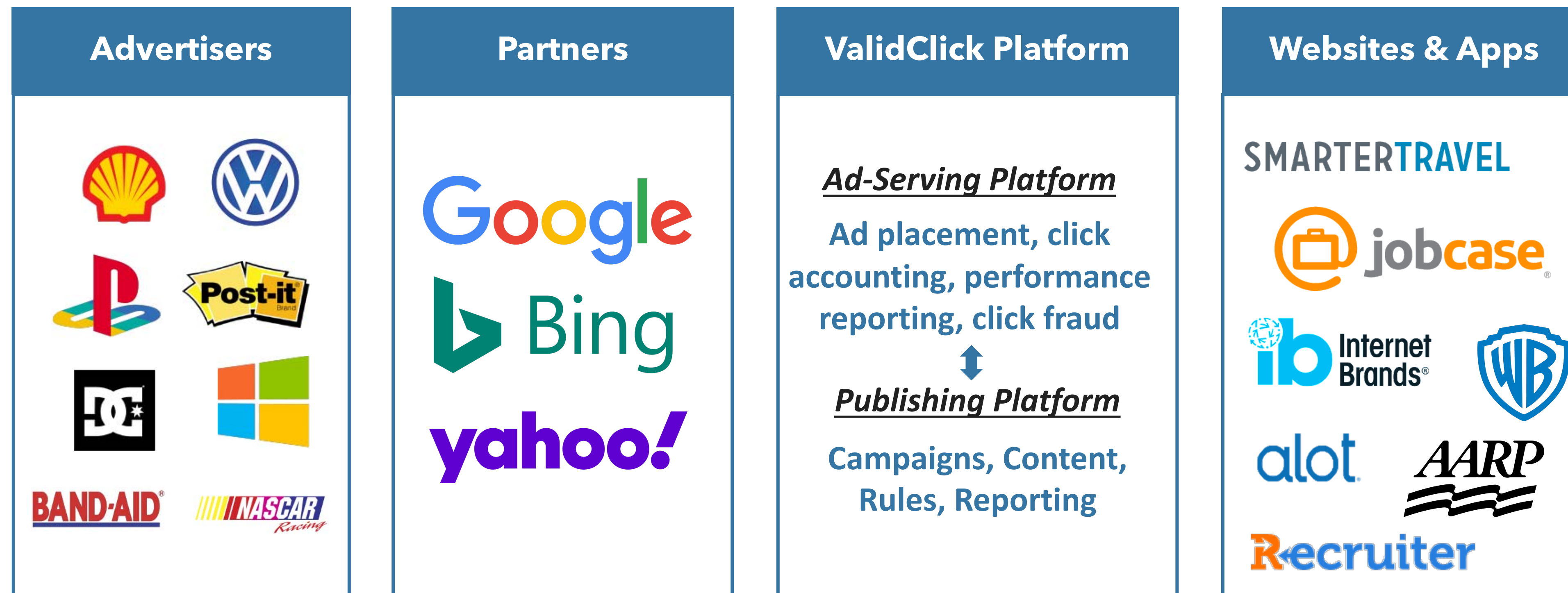


ValidClick, A Syndication Platform for Search Ads 5

Excellent payment terms, limited receivables risks, positive cash flow ~ \$52M 2019



Advertisers buy Search ads from their Partners who contract with ValidClick who then pays Websites/Apps to display those Ads



Consumers click on the Ads and INUVO sells those ad-clicks (leads) to Partners, who fulfill with their Advertisers



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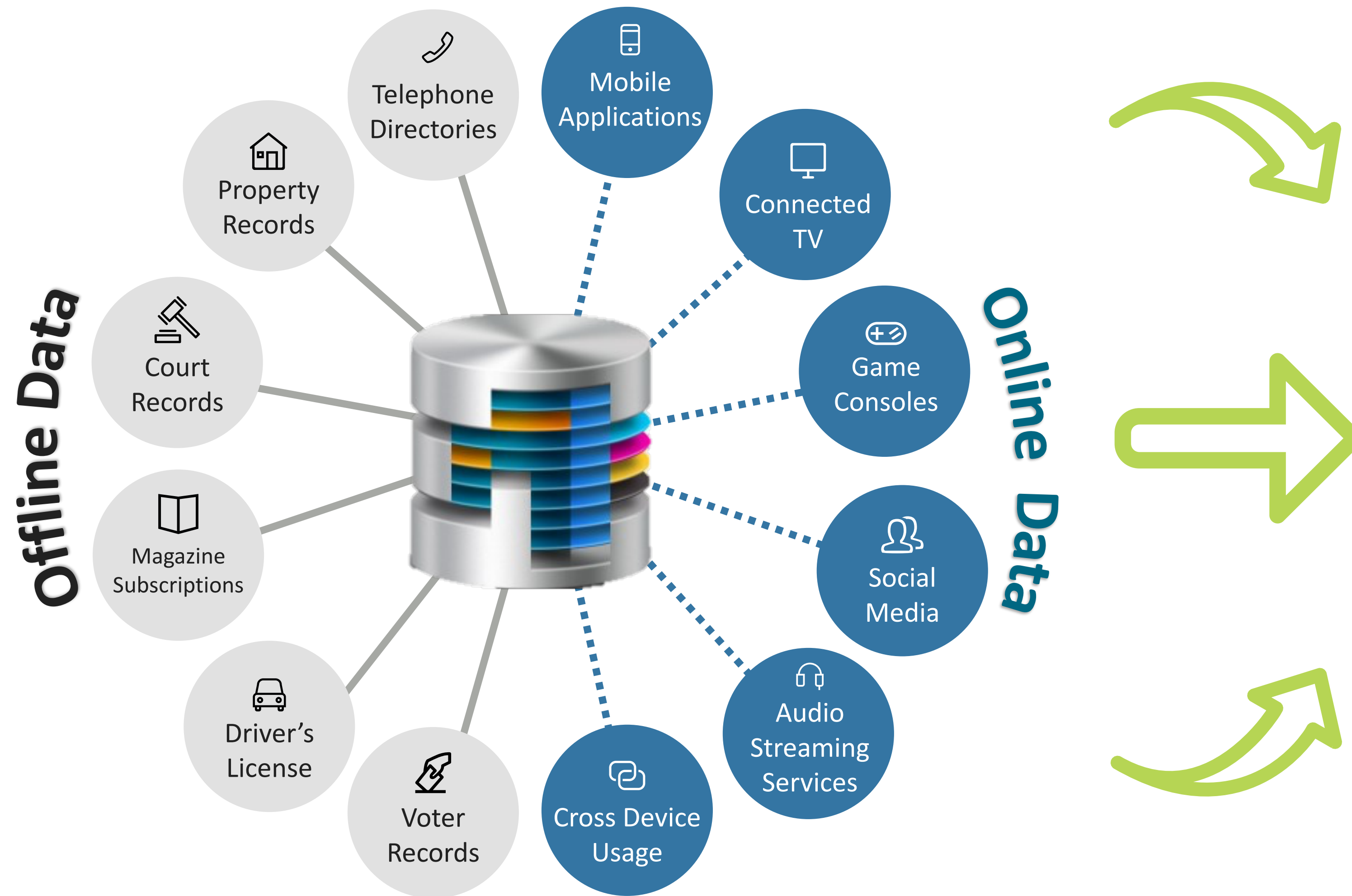
Artificial Intelligence & Advertising

A person's hands are holding a smartphone. Overlaid on the image is a stylized world map with numerous white dots representing nodes. These nodes are connected by a complex web of thin, white, curved lines, suggesting a global network or data flow. The background is a blurred image of a person in a blue shirt. The overall color palette is dominated by blues and greens, with a bright green bar at the bottom.

INTENTKEY

Marketing Performance Depends on Data 7

Stagnant marketing performance is the result of data that hasn't materially changed in decades



- Current Data sources generally limited to categories.
- Current Data sources are pervasive, offering limited differentiation for marketers.
- Current Data sources often contain old and erroneous information.
- Current Data compiling processes can introduce privacy risks.

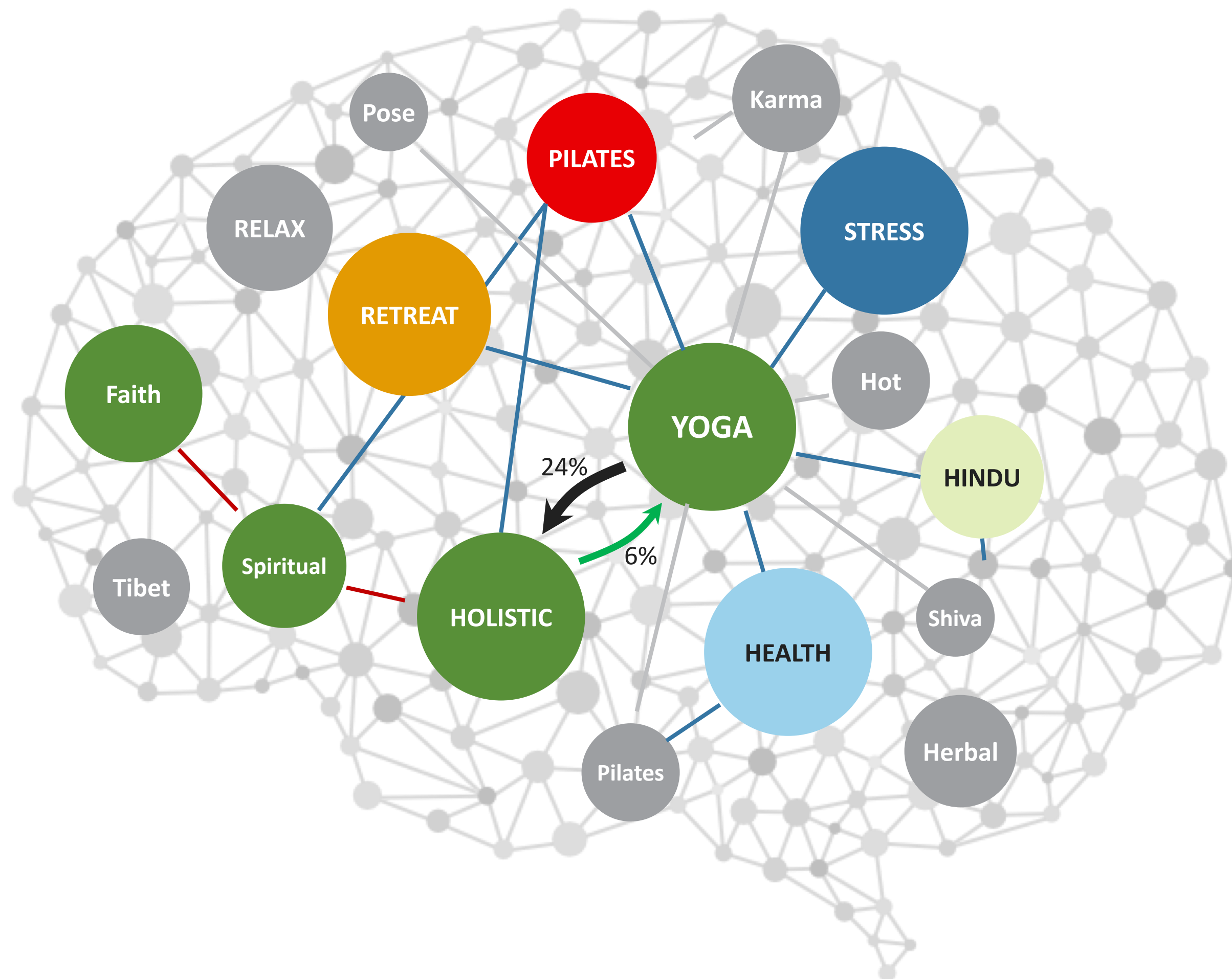
Our vision was to re-imagine how marketing information is manufactured and made available

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Linguistic-Based Artificial Intelligence

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The human brain understands context. We built a machine to do the same.



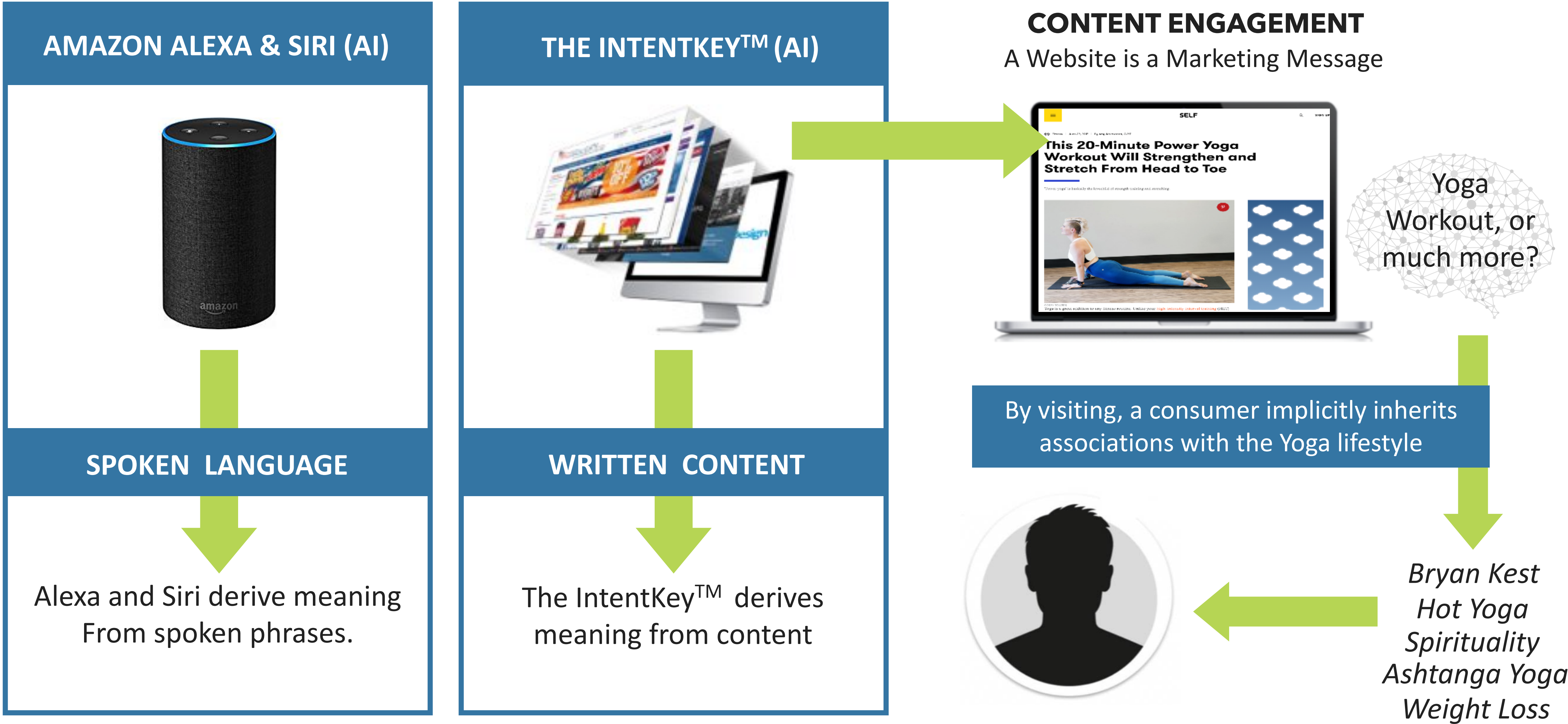
- A simple concept like “Yoga” can have thousands of associations, but by itself provides no real understanding.
- In the context of “Stress,” “Meditate,” or “Hindu,” it has tremendously powerful and differing meaning.
- In certain context, like “Holistic” it can inherit additional meaning like “Spiritual” even if “Spiritual” is not present or expressed.
- There is a 30% probability that when Yoga is encountered Holistic is implied and a 6% probability of the opposite. These are co-occurring probabilities.

We crawled billions of websites, evaluated their content and patented a process for determining the probability of co-occurrence for 24 million concepts through over a trillion iterations.

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Consumer Data Reimagined, Anonymously

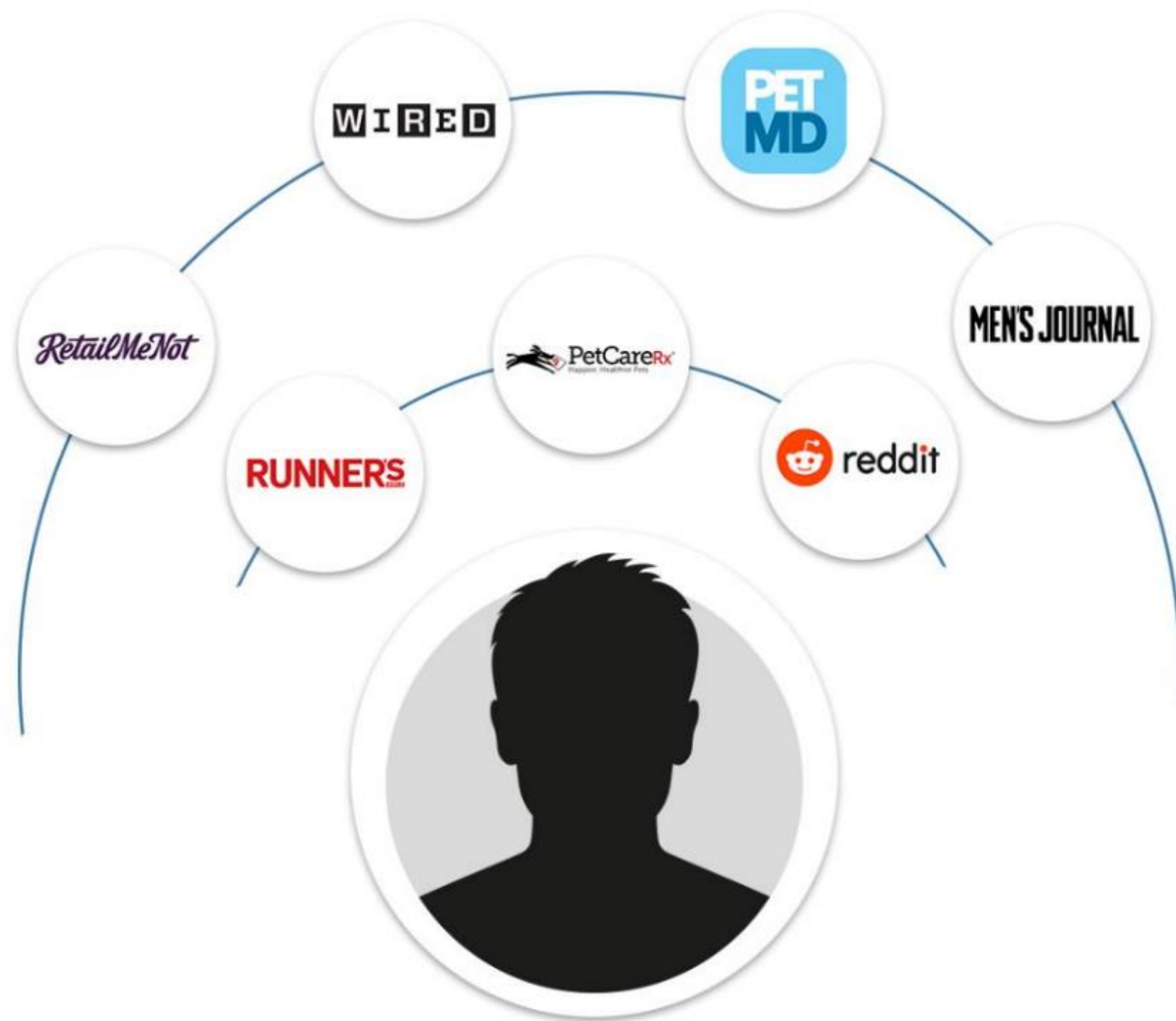
We wanted to create an unconstrained data source for the 21st century



The IntentKey™ is a Data Manufacturing Platform

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Anonymous consumers inherit all the important “concepts” of the websites they visit



**100M anonymous profiles are updated daily
based on website interactions**

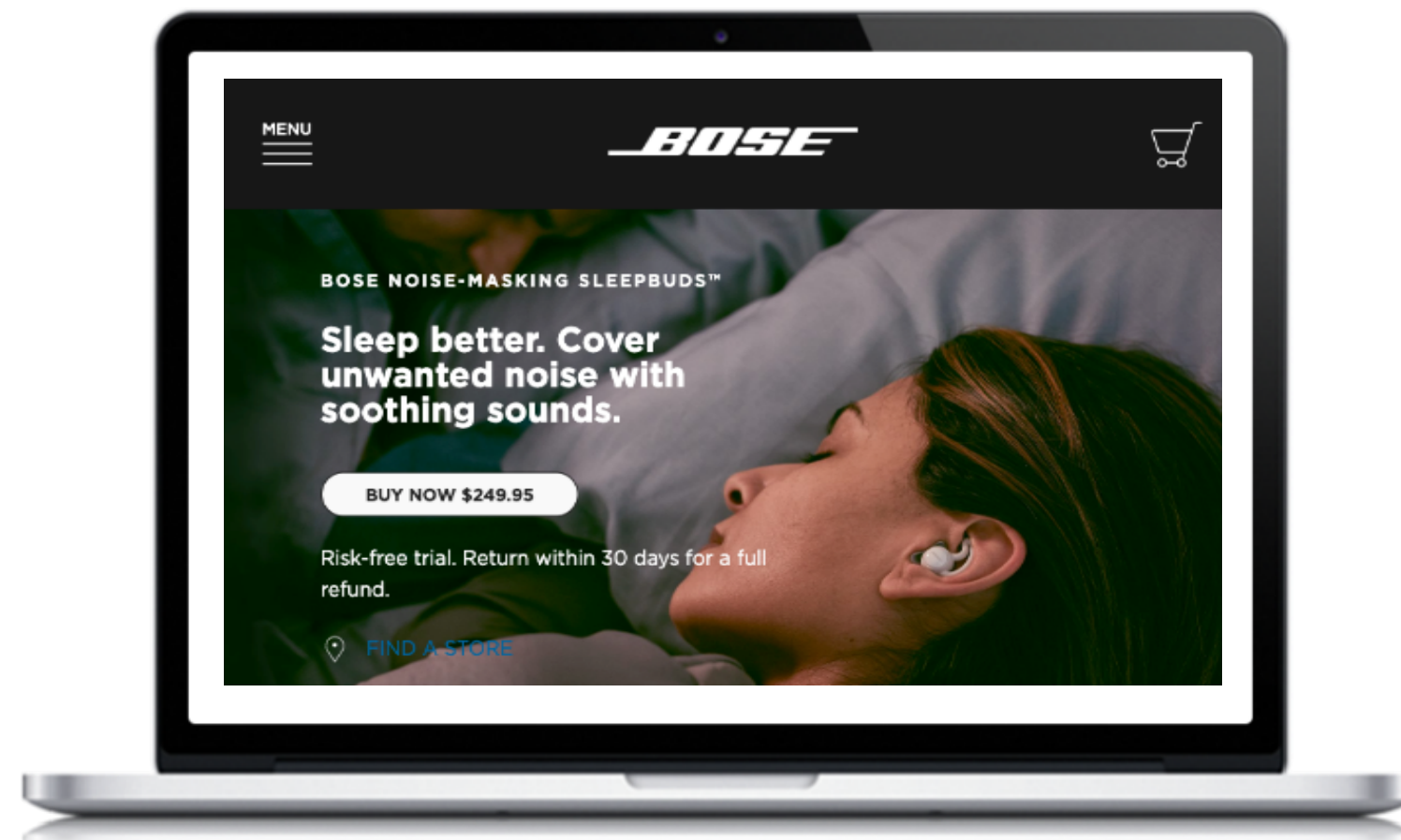


**Each anonymous profile can contain up to 24 million
rank ordered and ever changing concepts**

The IntentKey™, a Data Platform that Identifies Audiences Powered by Artificial Intelligence

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1. We recognize the buyers



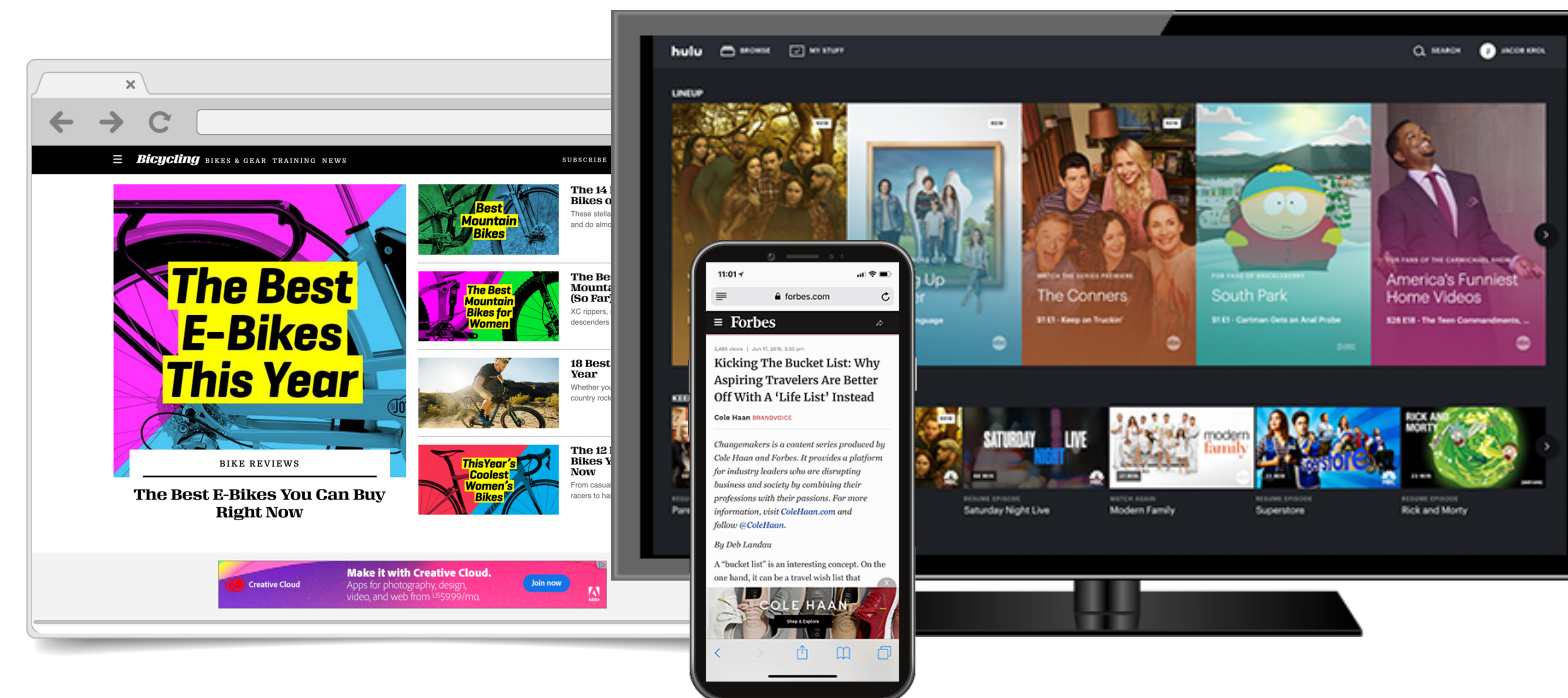
2. We identify buyer uniqueness



3. We create audiences who share those uniqueness's



4. We place Media when we encounter audience members across desktop, mobile, connected TV, video and online radio



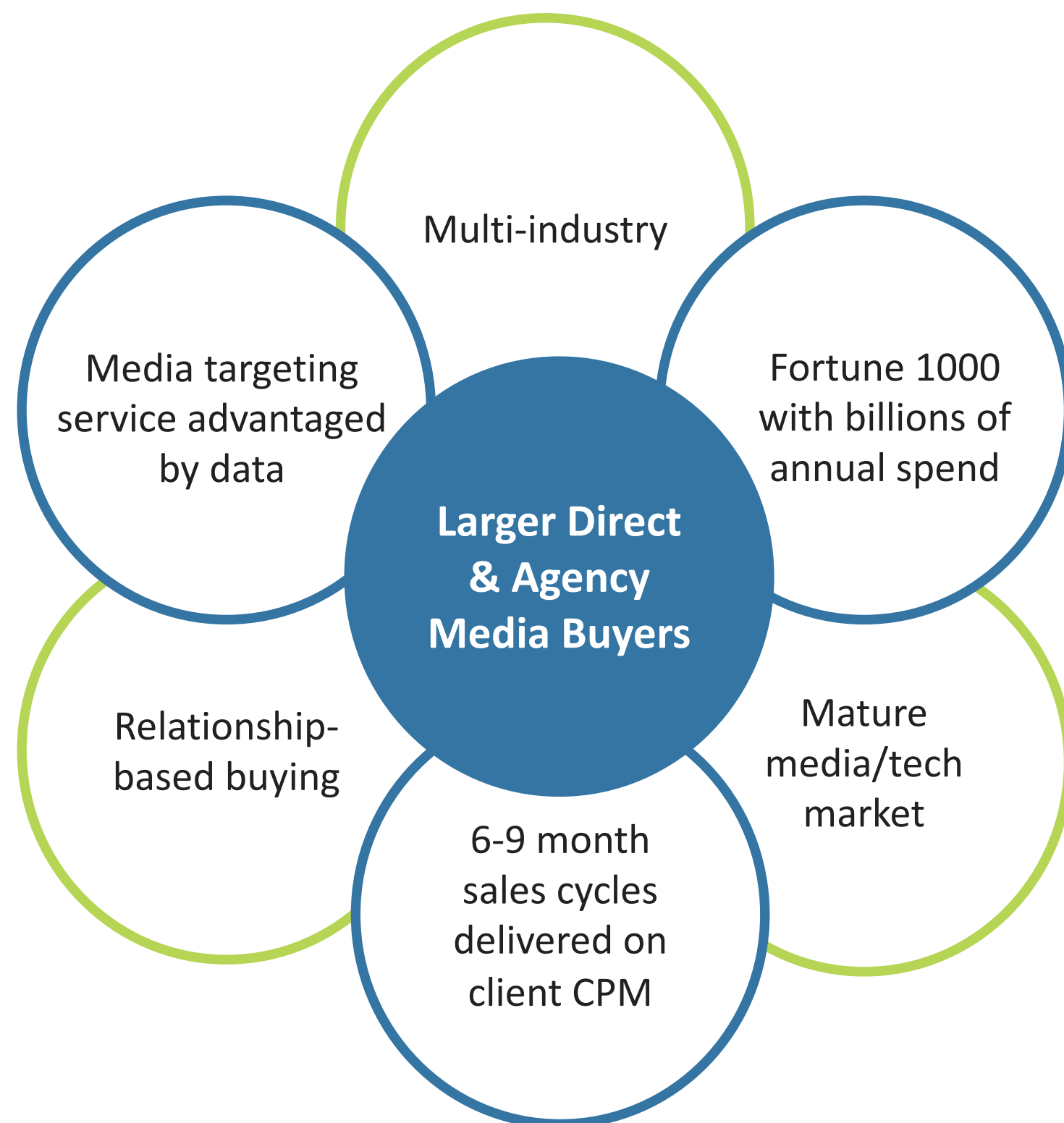
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The IntentKey™ Market Strategy

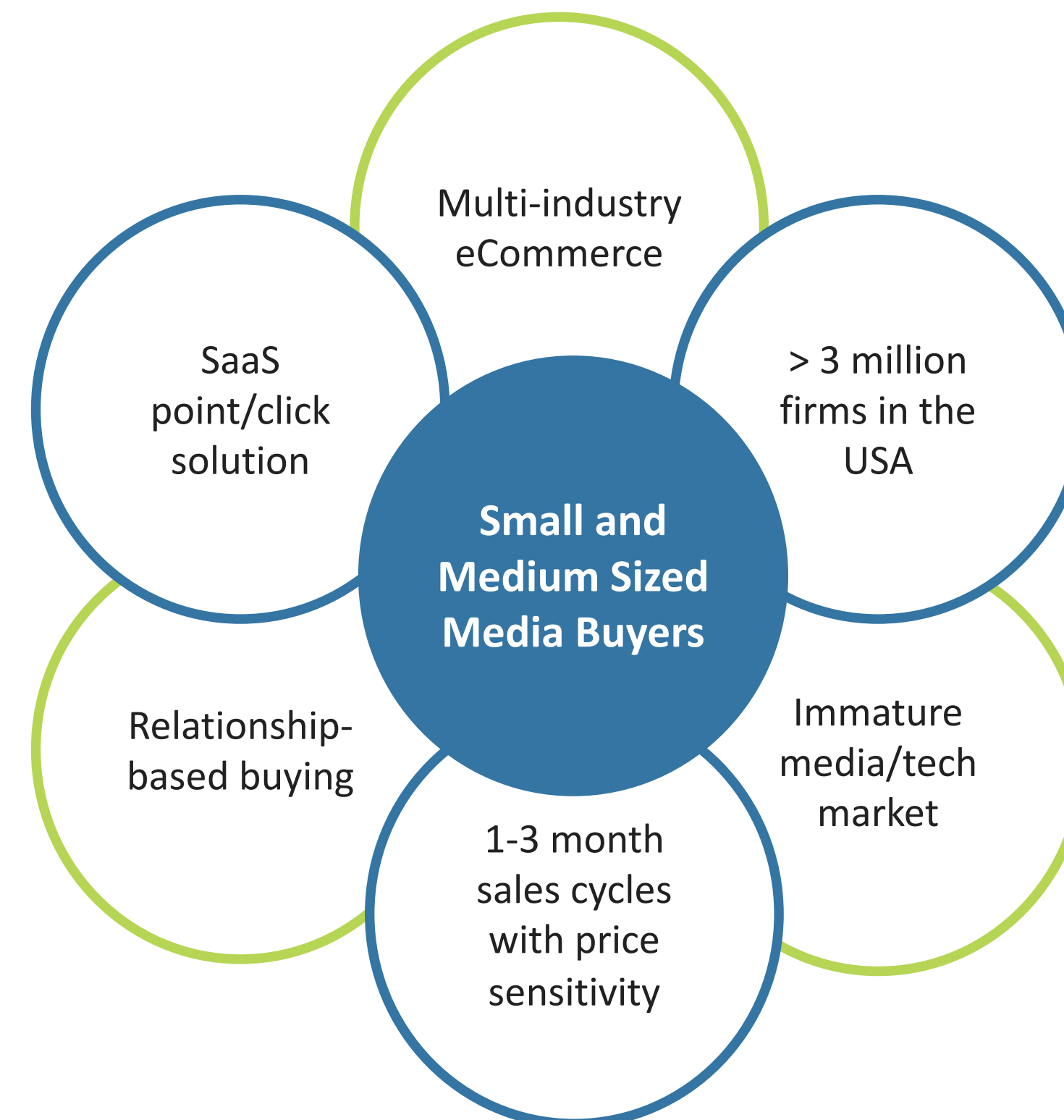
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Our data and audience building capability has proven itself to be a marketing performance enhancer

The IntentKey™ Today



Audience Builder Late 2020



Markets

The IntentKey™ Client Performance Statistics

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Available online @ <http://inuvo.com/case-studies>



Large Agricultural Supplier
20% improvement in ad-click rates



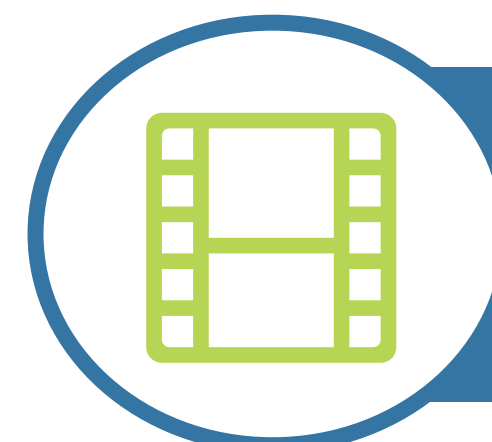
Large Auto Insurer
50% reduction in cost per action



Mid-Sized CPG Company
180% improvement in ad click rates



Large Electronics Company
200% improvement in ad-click rates



Large Entertainment Company
250% improvement in ad-click rates



Well-Known Online Retailer
20:1 return on advertising spend

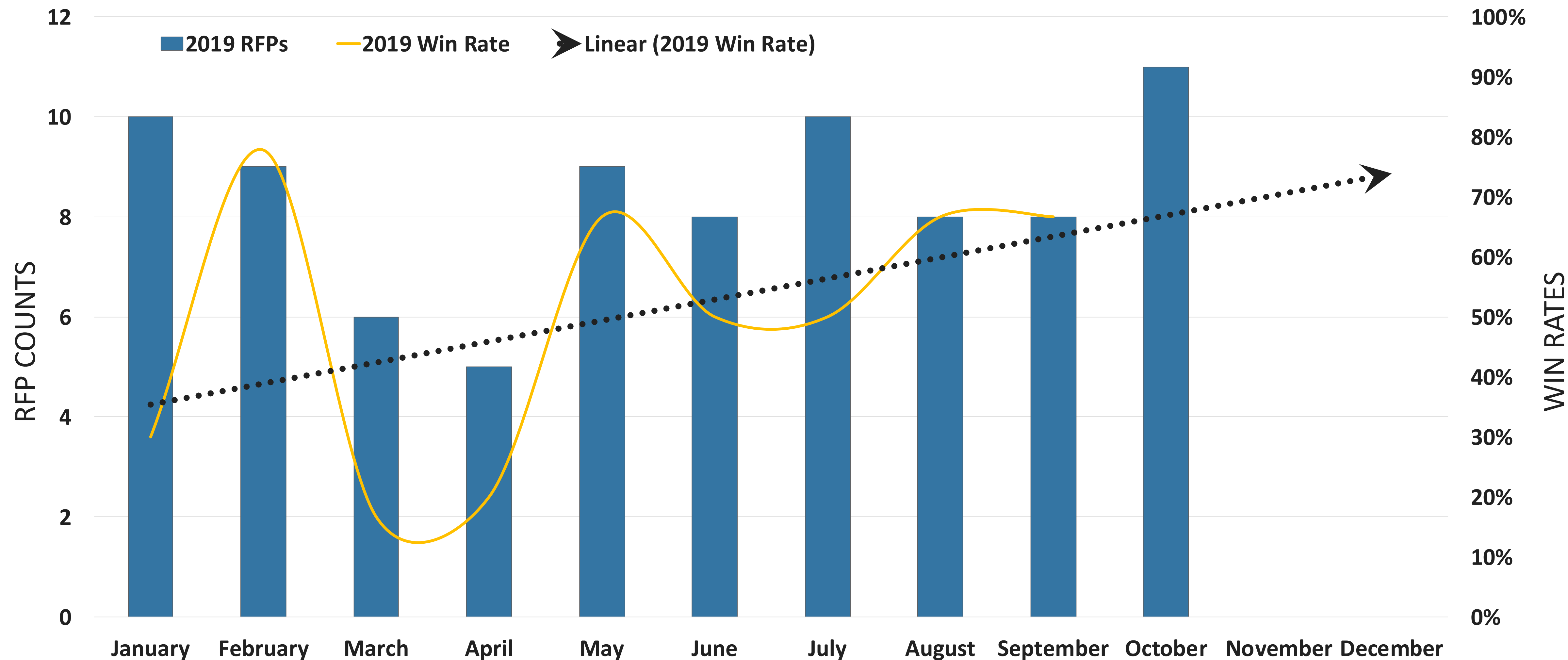


Known Budget Airline
50% reduction in cost per action



Respected Healthcare Provider
80% reduction in cost per action

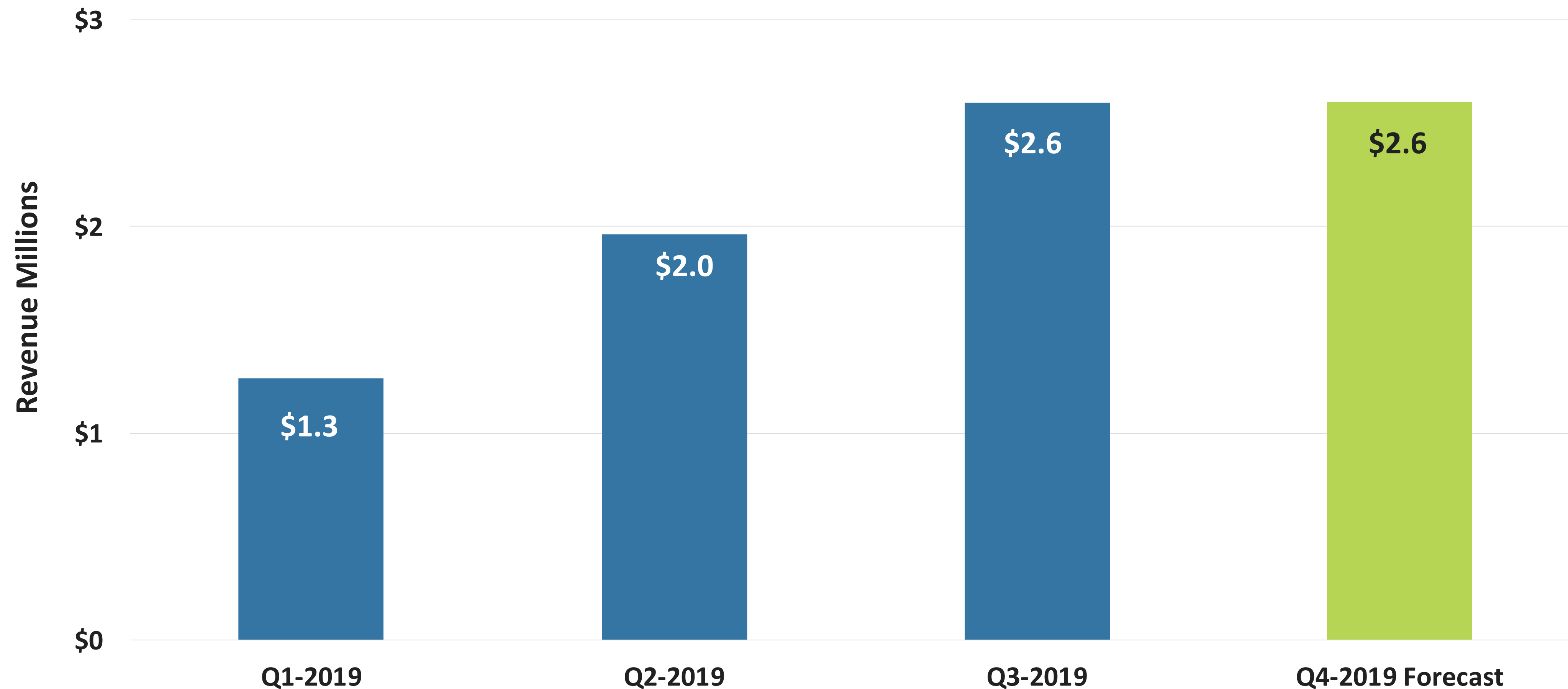
2019 Sales Win Rates



IntentKey™ Tracking ~ 60% 2H vs 1H Growth in 2019

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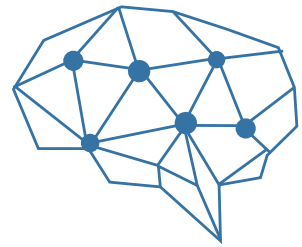
Q1 2019 marked the beginning of scalability for the IntentKey™ Platform – 2019 Revenue ~\$8.5M



IntentKey™ is a Data Platform Unlike Any Other

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Data is first party, privacy compliant, available ONLY to Inuvo – we do not sell our data to third parties



Artificial Intelligence

A transformational data manufacturing engine (i.e. no third-party data) with 15 issued and 8 pending patents with insights unavailable to other information providers.



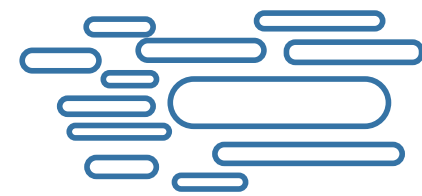
14 Billion Ad Calls

Technology that processes over 14 billion ad calls every day to update profiles in real-time.



3 Billion URLs

Over 3 billion URL profiles in our portfolio with 12.6 million added daily.



24 Million

Individual concepts are available to describe consumer intent (objects, ideas, emotions, places).



500+ Million

Anonymous first party consumer data profiles across devices with 100 million updates daily.



2 Data Centers

A self managed integrated information technology infrastructure designed specifically for our proprietary AI.

“I believe the IntentKey™ technology is a unique and powerful data product built for the 21st century and anticipate it will give INUVO the ability to challenge existing marketing information providers.”

*- Charles Morgan,
Acxiom founder &
INUVO Board member*

Q4 Guidance \$17-\$18M, Sequential Growth 23-30%

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Richard Howe, CEO



Wally Ruiz, CFO

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