



Rhetorik

Global B2B data excellence

Investor Summary

SEPTEMBER 2024

Summary

*Precision profiling and targeting at AI scale and speed.
To analyse, understand and discover.*



Rhetorik is a global, AI-driven B2B data, data services and analytics provider to enterprise marketing and HR functions, both wholesale & end-users



Growing SaaS/DaaS business with £3.1M ARR (US\$4M) run rate, 90%+ renewal rate, \$40k ACV & ~110% net revenue retention



95% recurring revenue from 75+ loyal and satisfied customers; average customer duration: 30 months



Experienced commercial, data science and product team in UK, Canada and US with 25 years' experience in B2B data intelligence SaaS



Value Proposition

*Precision people & company profiling, targeting
and benchmarking at AI scale.
To analyse, understand and discover.*

AI TARGETING

*AI precision and speed with
which we target people and
company opportunities...*

PROPRIETARY INSIGHTS

*Built on Rhetorik's
proprietary corporate
data and skill graph...*

DISCOVER

*Allowing users to analyze,
understand and discover
business leads, candidates and
accounts...*

MORE

*...without having to
build, train and maintain
the algorithms
...nor source and normalize
the billions of necessary data
points to find those
opportunities themselves*

FOR B2B MARKETERS

Rhetorik AI identifies and scores leads by skills and experiences, expanding both the volume and precision of targets with high propensity to engage.

FOR TALENT SOURCING AND WORKFORCE PLANNING

Rhetorik AI unearths, matches and ranks candidates at a level of precision not currently available in the market or with generic public Gen AI searches.

SaaS, DaaS and On-Demand portfolio

Neuron360™ DaaS database

People
& Contact Data



Companies &
Technologies

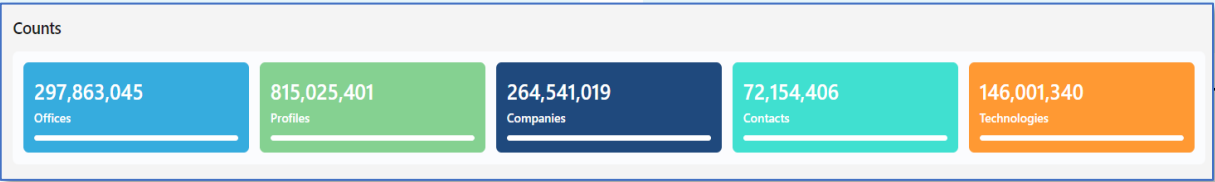


Global Professional
Profiles Database

810M+ PROFESSIONAL
PROFILES. NORMALIZED
OCCUPATIONS & SKILLS

Global Company /
Technographic
Database

250M+ COMPANY PROFILES
WITH FIRMOGRAPHICS &
TECHNOGRAPHICS (17k
enterprise products tracked)



Proprietary data models and AI Insights

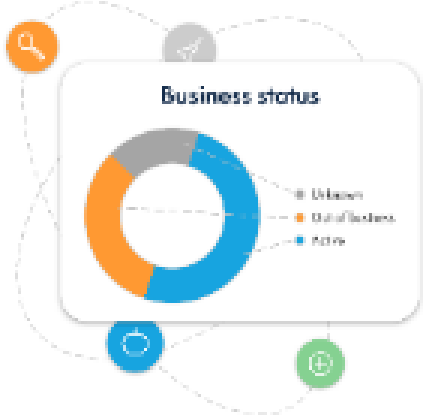
LeadNeuron™ AI



Skill-based Lead
Targeting/Scoring

AI SEARCH AGENT TO
DISCOVER & SCORE MORE
HIGH PROPENSITY
LEADS, FASTER WITH AI
PRECISION

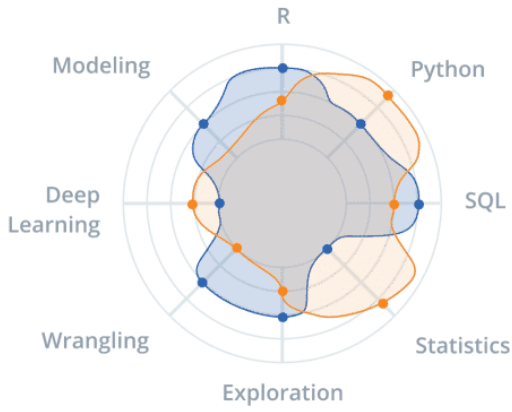
Company Insights



Benchmarking
and data
enrichment APIs

20+ DEI, ORG SKILL
ANALYTICS,
DATA HYGIENE AND
NORMALIZATION
TOOLS

APIs & Taxonomies



Skill &
Technology
analytics

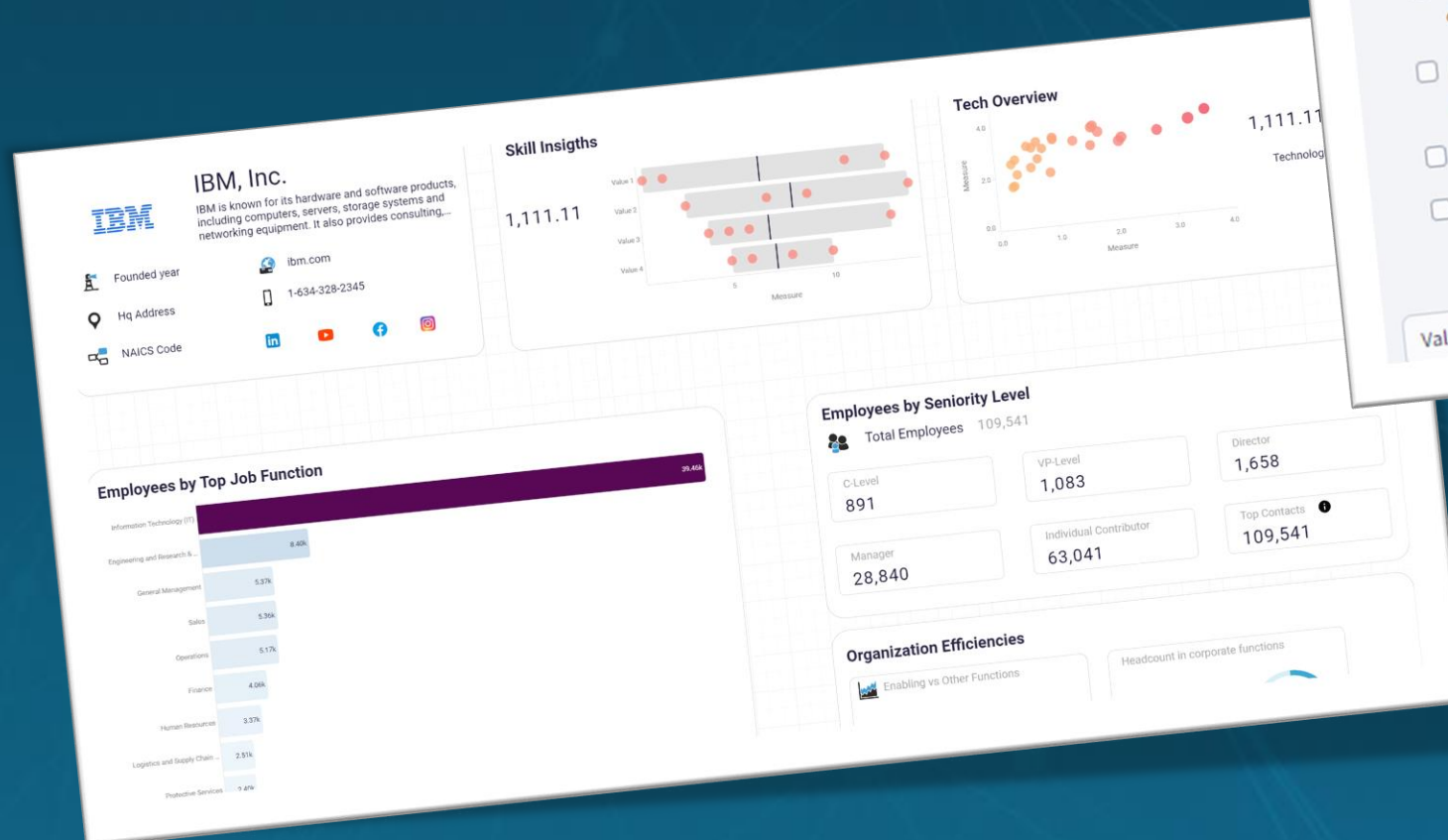
PROFESSIONAL
GENOME.
SKILL & TECH STACK
MARKET& PEOPLE
INSIGHTS

LeadNeuron™ AI – Intelligent Lead Search Agent

“Helen” automates the process of evaluating billions of employee profiles to understand complex requests

Targets skills and experience to discover and deliver buyers and candidates at hyper scale and speed

Deliver company insights at a granular level



Rhetorik Filters Selection interface. The 'Detected Skills/Technologies' section includes checkboxes for R-group analysis, matched molecular pairs, StarDrop's Glowing Molecule, analytics, clustering, activity landscapes, and Card View. The 'Suggested Skills/Technologies in addition:' section includes checkboxes for Select All Suggested Skills, QSAR modeling, Hierarchical clustering, Molecular docking, Data visualization, Chemoinformatics, Principal Component Analysis (PCA), K-means clustering, Pharmacophore modeling, Machine learning, and Data mining. A 'Validate the skills' button is at the bottom.



New Search

Helen

LeadNeuron AI Agent



I want to run a campaign to find buyers and users in the Life Sciences, BioTech and Pharmaceutical space of R-group analysis, clustering, matched molecular pairs and activity landscapes provide greater understanding of your compounds and data, complemented by unique visualisations such as StarDrop's Glowing Molecule™ and Card View. They use analytics to support drug discovery



Please validate the extracted skills and select additional skills if needed

What type of people are you looking for?

Representative Blue-Chip Customers



Customers & Segments we serve

**RHETORIK PROPRIETARY DATA IP
SERVES GROWING DEMAND FOR AI
AND INSIGHTS APPLICATIONS TO
TRANSFORM MARKETING &
RECRUITING EFFICIENCY & ROI**



RHETORIK DATA & ANALYTICS FUEL MULTIPLE USE CASES

| | USERS WE SOLVE FOR | SEGMENTS & BUYERS WE SERVE |
|-------------------------------------|--|--|
| ENTERPRISE SALES & MARKETING | <div>Data managers</div> <div>Data scientists</div> <div>Product leaders</div> <div>Demand gen marketers</div> <div>Marketing strategists</div> | <div>B2B Enterprises</div> <div>Professional services companies</div> <div>Ad and marketing agencies</div> <div>MarTech platforms</div> <div>Digital B2B media</div> <div>Other AI Companies</div> |
| WORKFORCE ANALYTICS & RECRUITING | <div>Talent analytics Directors</div> <div>Workforce planning managers</div> <div>Talent Sourcers</div> <div>Product Leaders</div> <div>Compensation directors</div> | <div>Enterprises</div> <div>Professional Services companies</div> <div>Staffing agencies</div> <div>HR Tech platforms</div> <div>Other AI companies</div> |

2024 Rhetorik Customer Highlights



NEW LOGOS & UPSELLS



KEY RENEWALS



OPPORTUNITIES

PROPOSITION: PARTNER



People Data Labs



TalentNeuron™

PROPOSITION: END USER



CITADEL



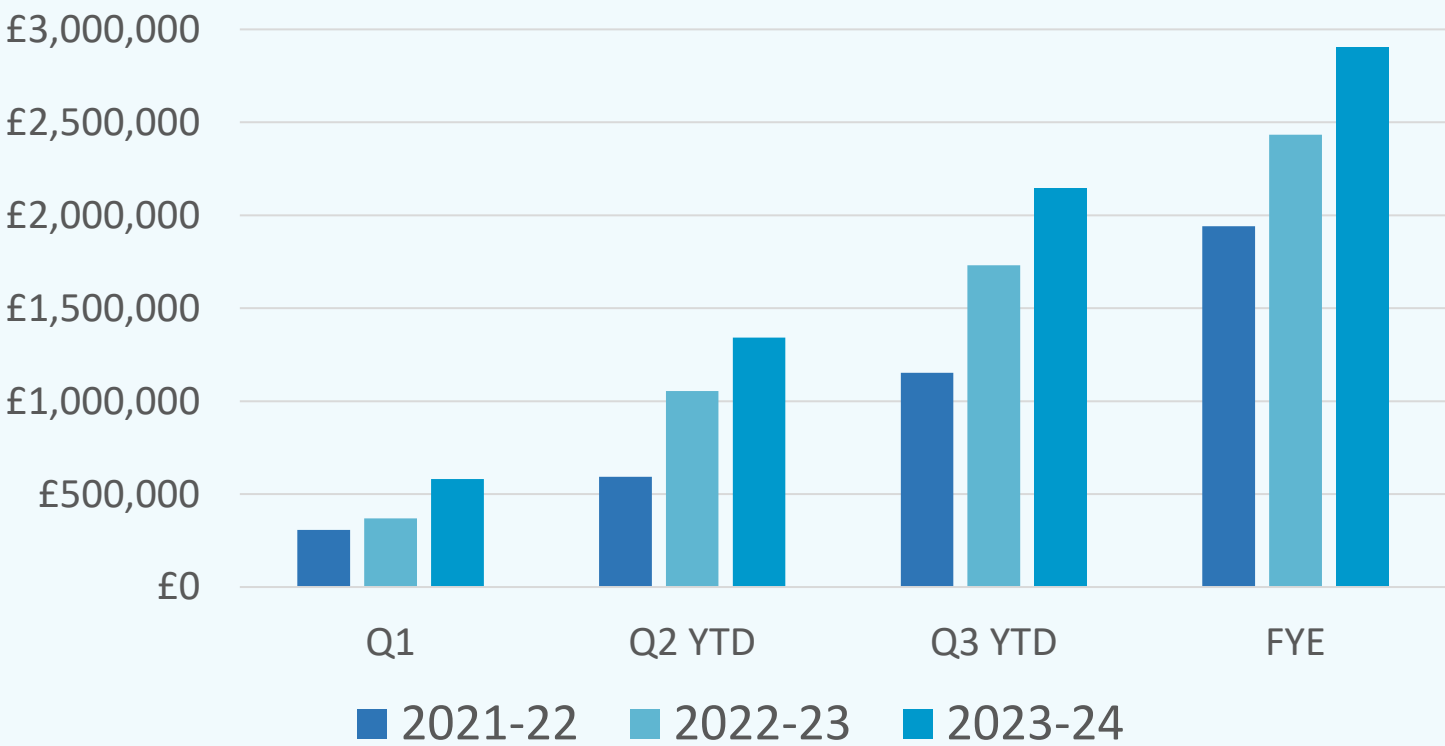
Financial performance

ARR £3.1M (US\$4M)

FISCAL YEAR TO JUNE 2024

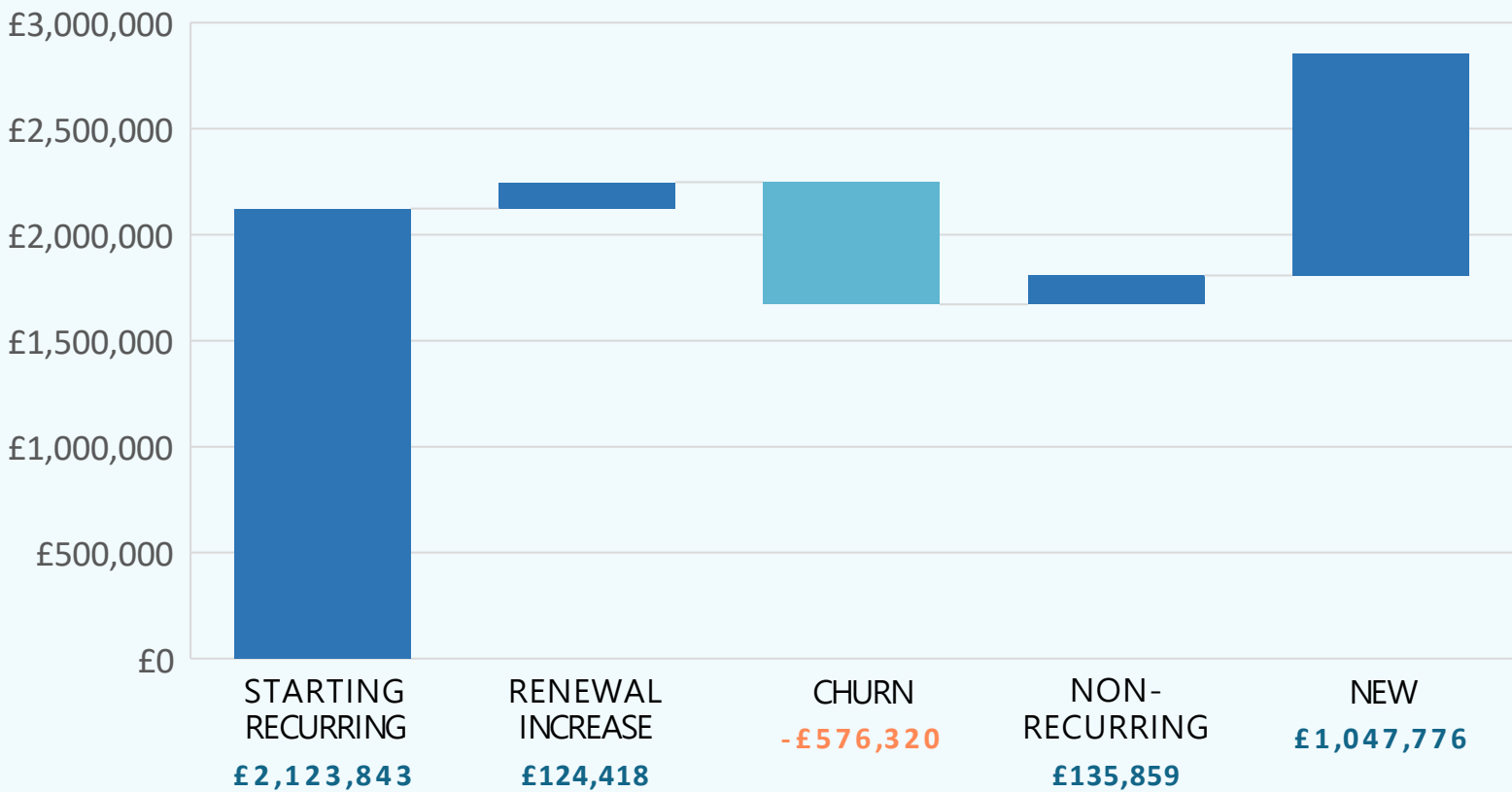
Bookings £2.9M
Reported revenue £2.75M

QOQ CUMULATIVE BOOKINGS (GBP£)



ANNUAL CONTRACTS BRIDGE

ROLLING 12-MONTH BOOKINGS GROWTH (£)



Baseline forecast

FY end June 30

Rhetorik Consolidated
P&L Summary
July 2024 Budget
£

| ACTUAL | | | | FORECAST | | | | | |
|----------------------|----------------------|---------------------------|-----------------------------|------------------------|---------------------------|-----------------------------|------------------------|---------------------------|-----------------------------|
| | | FY23 to FY24 Change | FY24 v. FY23 Change % | | FY24 to FY25 Change | FY25 v. FY24 Change % | | FY25 to FY26 Change | FY26 v. FY25 Change % |
| FY23 | FY24 | | | FY25 | | | FY26 | | |
| 2,432,627 | 2,896,0477 | 463,420 | 19% | 4,000,000 | 1,103,953 | 38% | 7,275,000 | 3,275,000 | 82% |
| 2,318,920 | 2,728,053 | 409,133 | 18% | 3,483,268 | 755,215 | 28% | 7,237,500 | 3,754,232 | 108% |
| 762,925 | 715,378 | 47,547 | 6% | 466,992 | 248,386 | 35% | 490,992 | -24,000 | -5% |
| 1,555,995 67% | 2,012,675 74% | 456,680 -7% | 29% | 3,016,276 87% | 1,003,601 -87% | 50% | 6,746,508 93% | 3,730,232 -93% | 124% |
| 2,093,375 778,400 | 1,928,638 992,917 | 164,737 -214,518 | 8% -28% | 1,623,222 1,391,101 | 305,415 -398,183 | 16% -40% | 1,535,040 1,743,501 | 88,182 -352,400 | 5% -25% |
| 1,134,630 | 1,233,658 | -99,028 | -9% | 1,012,343 | 221,315 | 18% | 1,129,771 | -117,428 | -12% |
| 851,671 | 768,345 | 83,326 | -10% | 657,675 | 110,670 | 14% | 598,809 | 58,866 | 9% |
| 4,858,075 | 4,923,558 | -65,483 | -1% | 4,684,341 | 239,217 | 5% | 5,007,122 | -322,781 | -7% |
| 209% | 180% | 29% | | 134% | -134% | | 69% | -69% | |
| -3,302,080 | -2,910,883 | 391,197 | 12% | -1,668,065 | 1,242,818 | 43% | 1,739,386 | 3,407,451 | 204% |
| -142% | -107% | -36% | | -48% | 48% | | 24% | -24% | |
| 46,444 | 137,828 | -91,384 | 197% | 453,091 | -315,263 | 229% | 810,962 | -357,871 | -79% |
| -3,348,524 | -3,048,711 | 299,813 | 9% | -2,121,156 | 927,556 | 30% | 928,424 | 3,049,580 | 144% |
| -144% | -112% | | | -61% | | | 13% | | |

Incremental equity investment would drive significant top line growth by adding

- ❑ New LeadLeuron AI agents for domain and workflow specific AI agents for recruiting, marketing, campaign writing etc.
- ❑ An automated mid-market self service offering
- ❑ Lower priced. Higher volume GTM motion



COMPETITION

MANY COMPETITORS ARE ALSO WHOLESALE CLIENTS

| COMPANY | CORE POSITIONING | RHETORIK DIFFERENTIATION | HOW WE POSITION |
|---|--|--|--|
| ZOOMINFO | Market leader Sales Intelligence platform | Superior international data and AI solutions for targeting | Current Rhetorik customer |
| PEOPLEDATALABS (TALENT ANALYTICS DATA) | HR industry data leader – primary buyer is product dev | Superior marketable contact information and linked company and people data | Current Rhetorik customer |
| COGNISM | UK-based ZoomInfo primary competitor as source of sales & marketing information and sales enablement | More enterprise grade offering for marketers and data managers (vs. sales execs) | Current Rhetorik customer |
| SALESINTEL | Low end competitor | Profiles and Corp | Emphasize data quality and compliance |
| D&B | Global firmographic worldbase and hierarchy as core | Integrated people and account- based view | Current Rhetorik customer |
| HG INSIGHTS | Leader in detailed company level technographics | Our new skill intent scoring offers and broader and more predictive profiling of accounts. Significant disruptor/ alternative/supplement to technographics | Lower cost offering for technographics along with contacts so clients can add buyers to their account analysis |

Market growth opportunity

Rhetorik participates in and sells to players in B2B marketing, HR and related services segments

Significant growth opportunity into:

- Expert Networks
- Recruiting
- Ad agencies
- Customer data platform integration
- Financial

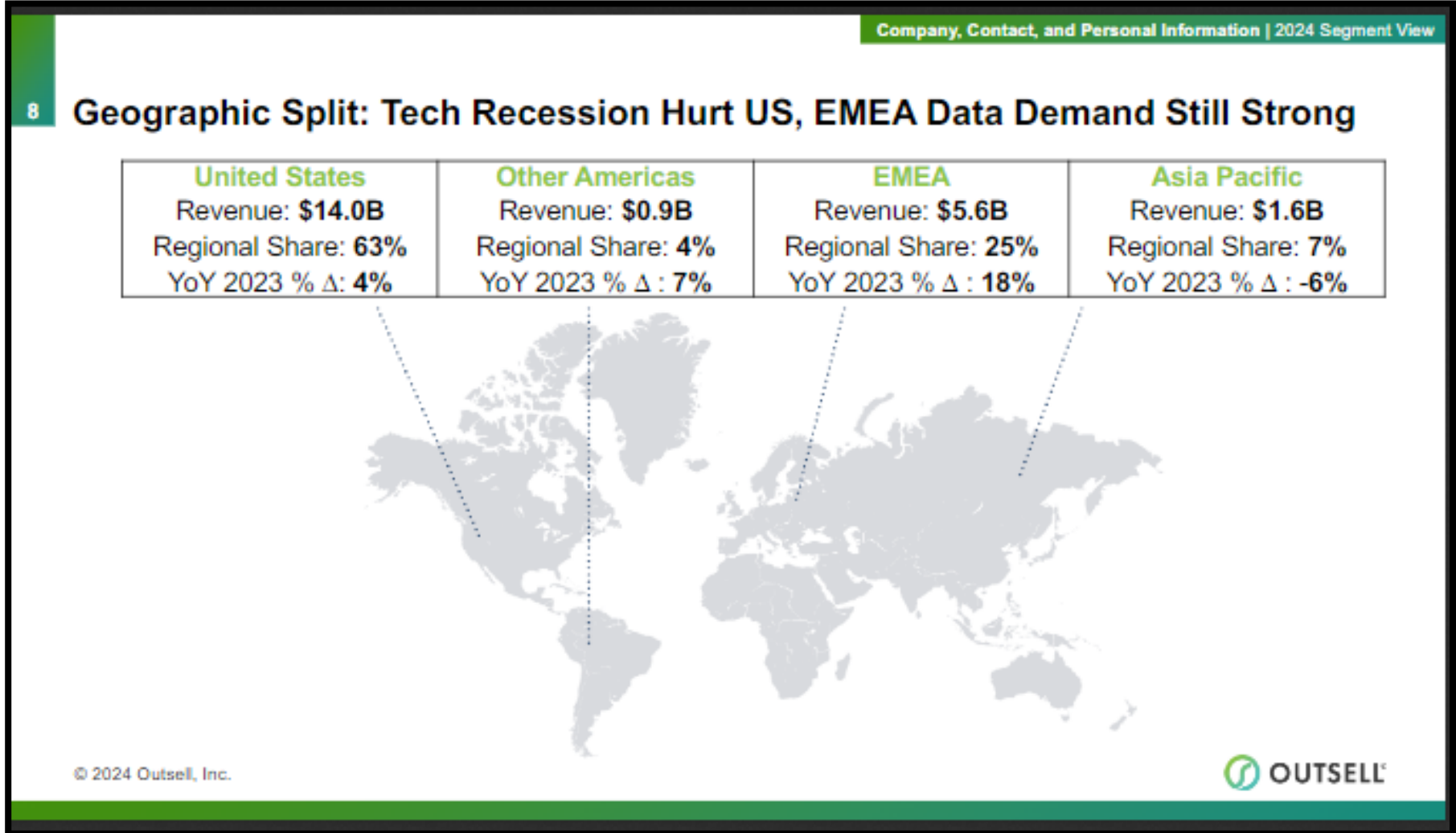
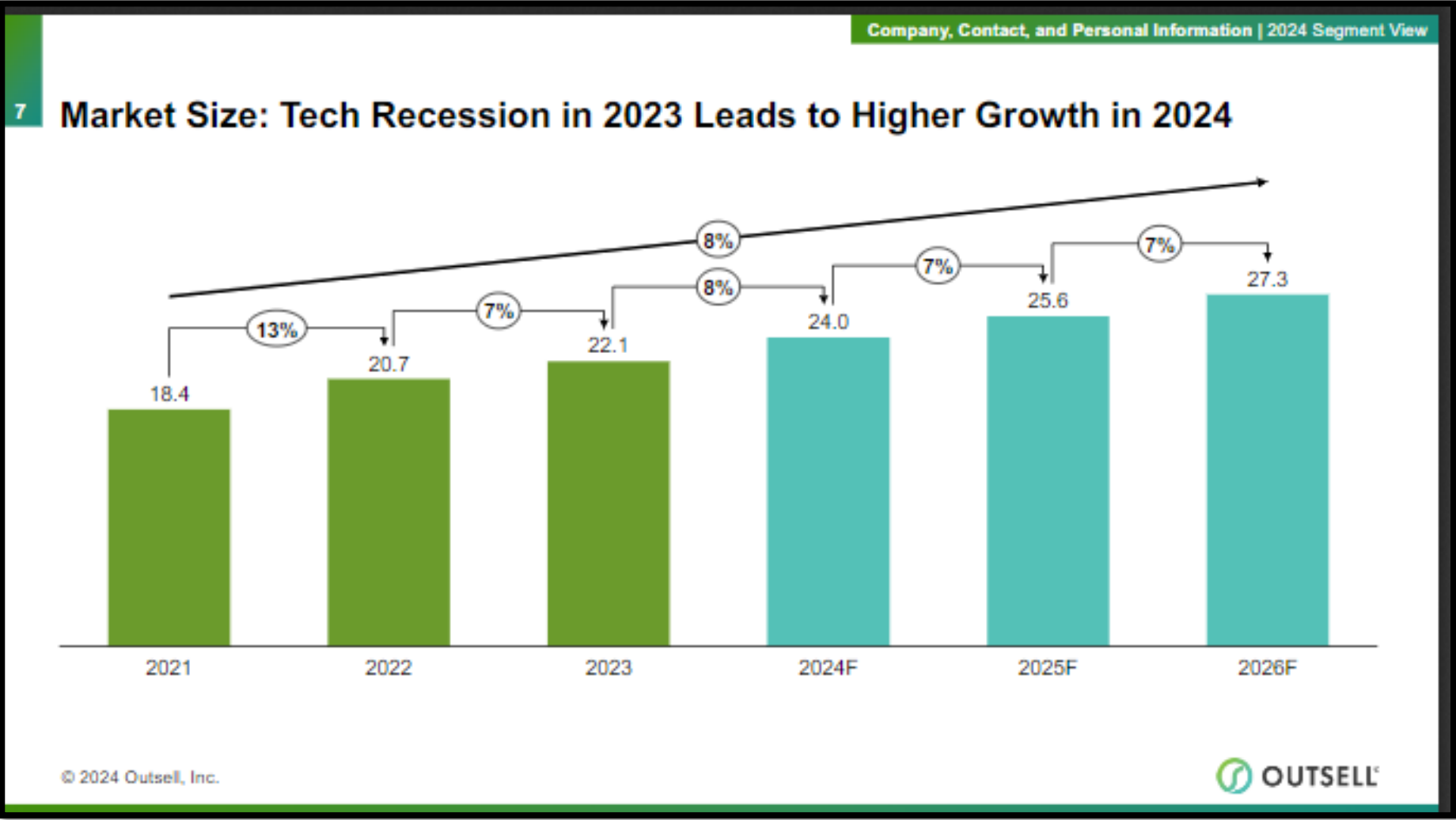


B2B Media & Ecosystem and Segments

| 2022 Estimated Global Revenue \$ Billions | | | |
|--|------------|---------------|----------------------------|
| Segment | Size (\$b) | Growth '23-24 | Leaders |
| Marketing Services | 158 | 6% | WPP, Publicis |
| AdTech | 107 | 7% | Meta, Google |
| News | 51 | -1% | News Corp, Yomiuri Shimbun |
| Marketing Research | 48 | 6% | IQVIA, Nielsen |
| B2B Media & Business Information | 46 | 17% | RELX, Informa |
| Marketing Technology | 45 | 15% | Salesforce, Adobe |
| CRM Solutions | 32 | 13% | Salesforce, SAP |
| Company, Contact, and Personal Information | 21 | 13% | LinkedIn, ZoomInfo |
| Supply Chain Automation & Procurement | 18 | 9% | SAP, Flexport |
| IT Research | 8 | 16% | Gartner, IDC |
| TOTAL | 534 | 8% | |

Market Size

Sub-segment: company, contact and personal information segment



Management Team



MEREDITH AMDUR
CEO (CO-FOUNDER, INVESTOR)

Commercial, product and business strategy, overall management

Previously CEO of Wanted Analytics, a TSXV-listed labor market data. Before that, served as VP of Digital Products for DIRECTV, General Manager of Strategy and M&A at Microsoft and manager at Deloitte Consulting.

Also, currently serves as independent board director for FUTURE Plc, a UK (LSE) -listed digital media company.



DENIS POULIN
CHIEF DATA SCIENCE & ANALYTICS OFFICER AND QC LEADER/ (CO-FOUNDER/BOARD MEMBER)

Head of Quebec R&D team, responsible for all data science, product strategy and technical innovation

Ph.D. in Pure Mathematics; Masters degree in economics. Formerly Wanted Analytics and CEB/Gartner Group.



DIDIA (ARISTOTE) DIASONAMA
CTO

Serves as technology lead; responsible for all engineering team and the enabling platform.

Previously lead developer and technical lead at Canadian end-to-end digital product company, Mirego. Before that, full stack software engineer at Wanted Technologies.



RYAN KUNKEL
VP INTERNATIONAL DATA OPS/ACQUISITION AND CUSTOMER SUCCESS

Leads the research, customer, support, compliance acquisition and data strategy for the group. He is responsible for all data contracts, the process of onboarding and delivering data and management of the research team, data analysts and 2 customer support managers to facilitate delivery.

Joined from HG Insights, a leading data technographics vendor, where he led a global data acquisition team. Previously data services at Harte Hanks Market intelligence



KEVIN SAVAGE
CRO AND GENERAL MANAGER

Oversees all revenue generating activities and business affairs. Leads sales and emerging marketing disciplines as well as handling contracts/legal issues as well as GDPR and related data compliance issues. Lead GM for UK operations

FTE Investor/Co-founder

Previously international business development leader for info services companies Gartner, Wanted Analytics, Forrester Research, Yankee Group



JAMES LONGO
HEAD OF PRODUCT

Responsible for product development and roadmap, guiding the technology team and product marketing to ensure alignment and delivery with customer needs and expectation

Previously product executive at global data providers Equifax and Dun & Bradstreet.

Funding Objective

ORGANIC GROWTH

- Scale up GTM operations by introducing 3rd party solutions for mid-market growth (CRM, ATS, CDPs)
- Launch additional AI-enabled analytics via APIs off Neuron360 business and people data platform for competitive intelligence and workforce planning
- Enhance data acquisition capabilities by investing in new AI mining tools

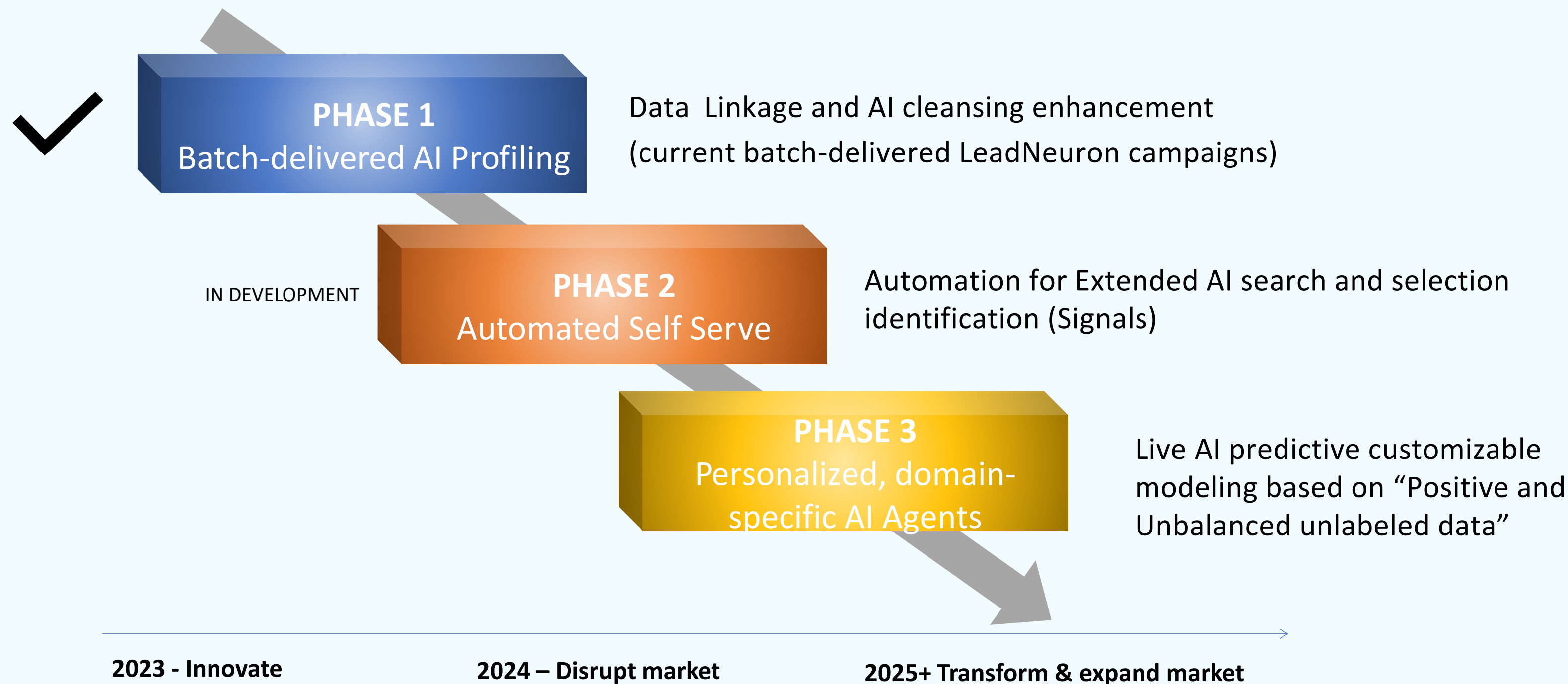
PURSUE OPPORTUNISTIC INORGANIC ROLL-UPS

Complementary merger targets have been identified to leverage Rhetorik data platform to fast-track growth and increase profitability.

In several cases, discussions have commenced with these targets.

LeadNeuron Journey

Ready to automate, productize and diversify our proprietary AI search agents (*HELENE & team*) to find the right person to meet the need



Escape velocity and exit plan

*People-Centric data and analytics play services
both marketing and workforce planning workflows
off common datasets and platform for the AI era*

**ORGANIC AND INORGANIC
(TARGETED, LOW
CASH ROLL-UPS)
MOVES TO ACCELERATE PATH TO
\$10M+ ARR**

EXIT 2-3 YEARS

Valuation and margin
improvement



Critical scale and size



Core IP assets



Targeting 40-50%
organic ARR growth

EXIT TARGETS

PE roll up players



Strategic players
(current clients, competitors,
HR & Marketing platforms
information services/publishers)

