



 LiveWorld  
**Social-First  
Digital Agency**

May 2024  
Ticker: LVWD

# Welcome



**David Houston**  
Chief Financial  
Officer

# Safe Harbor

- This presentation may contain forward-looking information concerning LiveWorld plans, objectives, future expectations, forecasts and prospects. These statements may include those regarding LiveWorld's current or future financial performance including but not limited to lists of clients, revenue and profit, use of cash, investments, relationships and the actual or potential impact of stock option expense, and the results of its product development efforts. Actual results may differ materially from those expressed in the forward- looking statements made as a result of, among other things, final accounting adjustments and results, LiveWorld's ability to attract new clients and preserve or expand its relationship with existing clients, LiveWorld's ability to retain and attract high quality employees, including its management staff, the ability to deliver new innovative products in a timely manner, changing accounting treatments, and other risks applicable to the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and the Company undertakes no obligation to update these forward-looking statements to reflect subsequent events or circumstances.



# Overview

# LiveWorld's Business

Full service digital agency with deep expertise in creative, technology, social media, and compliance

- Marketing campaigns
- Social media presence
- Compliance
  
- For meeting business objectives



**Marketing**



**Customer Care**



**Patient Outcomes**

# What We Do



20%

## Creative

- Research & Strategy
- Creative Concepting
- Campaign Planning
- Design & Production
- Regulatory Compliance



70%

## Moderation & Engagement

- Listening & Content Review
- Adverse Event Management
- Response & Engagement
- Social Customer Service
- Community Management



10%

## Technology

- Conversational Management Platform
- Bots & Apps
- Websites
- Interactive Experiences

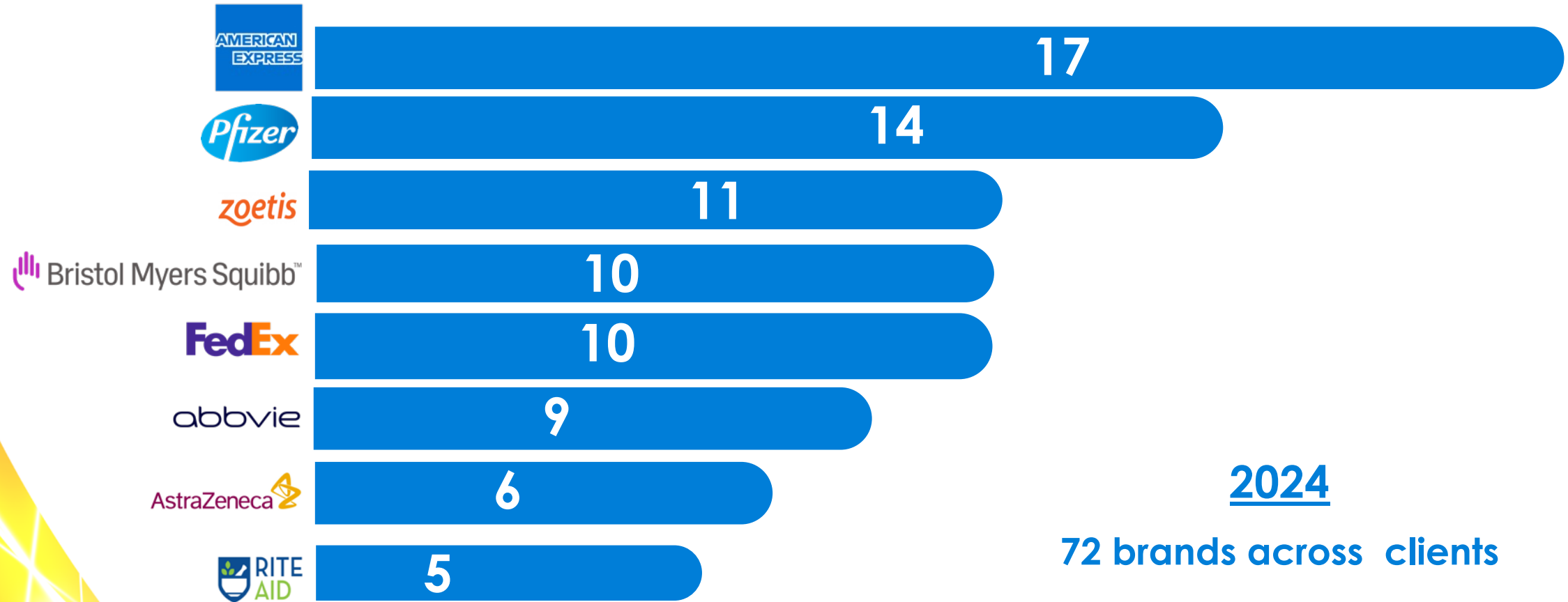
# Financials: Key Points

<b>Ticker</b>	<b>Share Price.</b>	<b>52 Week Range</b>	<b>SEC 15c2-11</b>		
LVWD	\$0.17	\$0.10 - \$0.27	Compliant, freely tradable		

	<b><u>2023</u></b>	<b><u>2022</u></b>	<b><u>2021</u></b>	<b><u>2020</u></b>	<b><u>2019</u></b>
<b>Revenue</b>	\$11,458	\$11,146	\$10,061	\$8,560	\$7,374
Net Income/(Loss)	\$214	\$1,017	\$796	\$366	(\$449)
<b>Cash</b>	<b>\$4,635</b>	<b>\$3,801</b>	<b>\$3,551</b>	<b>\$2,552</b>	<b>\$730</b>
Debt	\$0	\$0	\$0	\$0	\$0

# Who We Do It For

## Years As A Client



2024

72 brands across clients



# LiveWorld Enabling Healthcare Companies To Succeed



Managing  
**350+**  
healthcare social  
media properties

**90K+**

healthcare moderation &  
engagement hours per year

abbvie

AstraZeneca

Bristol Myers  
Squibb™

GILEAD

Mass General Brigham

Mount  
Sinai

NUTRICIA  
neocate®

Pfizer

RITE  
AID

zoetis

## Business Model

### High-value, strong margin solutions

- Annuity
- Strategic
- Scale

### Vertical market focus for leverage

- **Currently:** Pharma (90% of revenue)
- **Opportunity:** Healthcare expansion
- **Later:** Additional segments and verticals





# Business Solutions

# Integrated Model Creates More Value

*Creating emotional connections to drive behavior change*

## Three elements of our solution

- Creative
- Moderation
- Technology



# Integrated Model Creates More Value

*Creating emotional connections to drive behavior change*

## Creative

- **Inspires** and taps into audience mindsets
- **Frames** the emotional connection for moderation and technology
- **Out of the box creative, & compliant**



# Integrated Model Creates More Value

*Creating emotional connections to drive behavior change*

## Moderation

- **Protects the brand:** Finds, triages, accepts, escalates, and removes content - **Compliance**
- **Activates** human interactions to bring emotional connections alive
- **Stimulates** user content and ideas for creative
- **Provides insight** to inform creative, strategy, and technology



# Adverse Events Moderation = Must Have For Pharma



**U.S. FOOD & DRUG  
ADMINISTRATION**

June 07, 2022

[Code of Federal Regulation]  
[Title 21, Volume 7]  
[CITE: 21CFR600.80]

**TITLE 21—FOOD AND DRUGS  
CHAPTER I—FOOD AND DRUG ADMINISTRATION  
DEPARTMENT OF HEALTH AND HUMAN SERVICES  
SUBCHAPTER F — BIOLOGICS**

PART 600 — BIOLOGICAL PRODUCTS: GENERAL  
Subpart D — Reporting of Adverse Experiences

**The FDA can fine  
or shut down a  
multi-billion \$  
pharma product**

# Integrated Model Creates More Value

*Creating emotional connections to drive behavior change*

## Technology

- **Enriches** emotional connections
- **Scales** moderation, customer experiences, and **compliance**
- **Generates customer and market data** for creative and moderation

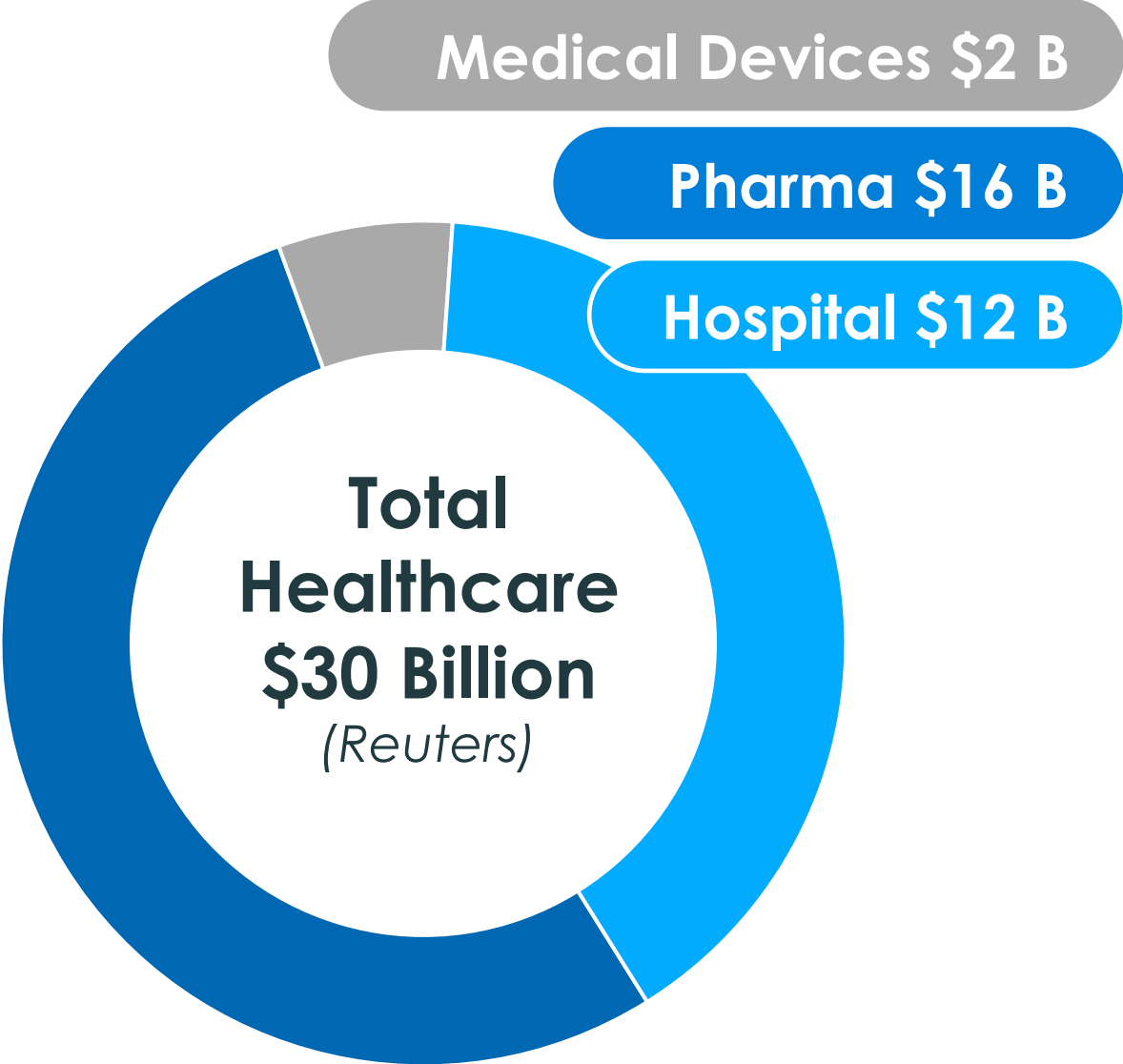




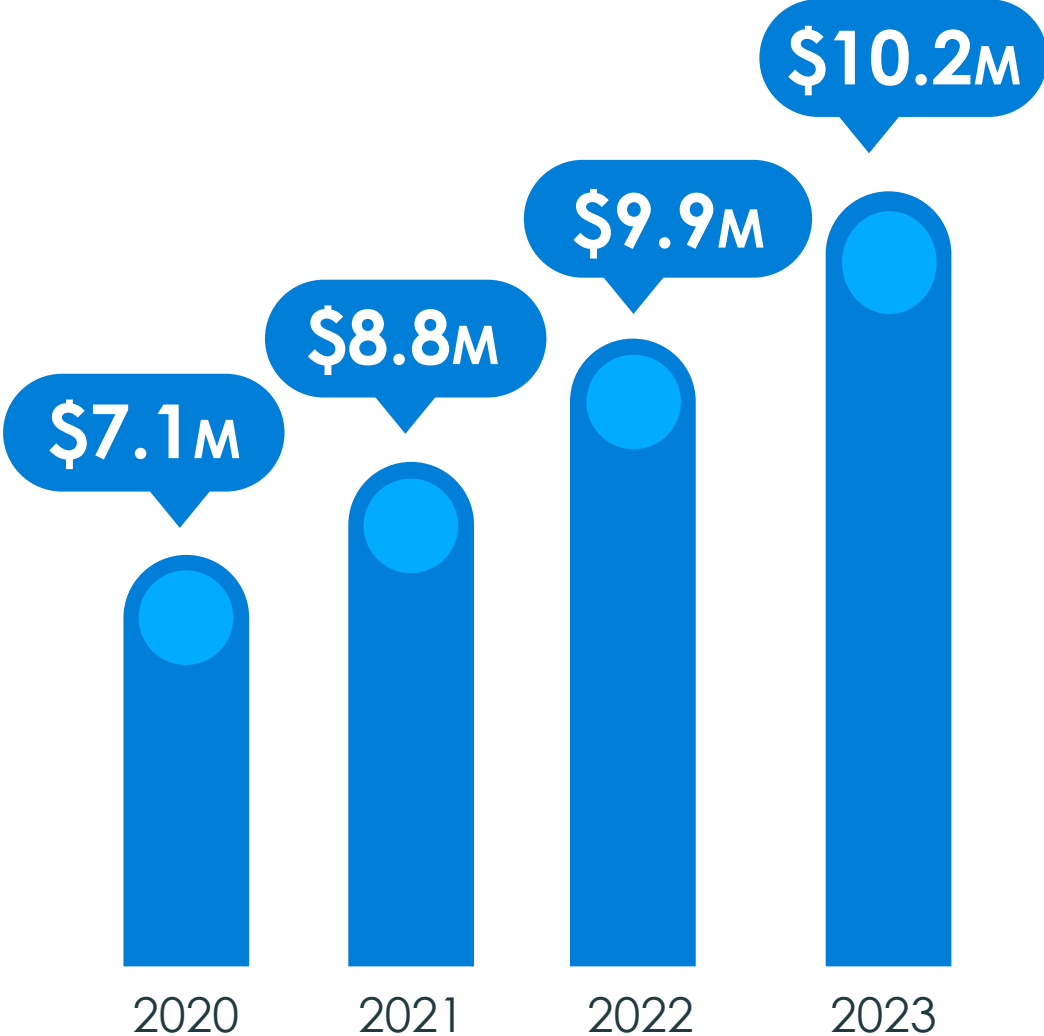
# Market Opportunity



# U.S. Healthcare Marketing Spend



# LiveWorld Healthcare Revenue



# How The Revenue Grows

## 1 Initial sell in

**\$25K - \$250K**

- Creative
- Moderation
- Tech project
- Agency of record

## 2 Upsell programs

**\$80K - \$250K**

- Creative
- Moderation
- Tech SaaS license

## 3 Expand programs

**\$250K - \$1.5M**

- More/larger creative
- More social pages
- More moderation hrs.
- More SaaS seats

## 4 Cross company growth

**\$150K - \$1M**  
per brand

**\$600K - \$ Mills**  
per company

- Additional groups
  - Brands
  - Corporate
  - Countries

**Proven business model**

**Profitable**

**Modest growth**

**We want to grow  
bigger & faster**

**Will invest ~ \$1 Million in 2024**  
**to expand revenue**  
**& add new revenue streams**  
**(Will take time)**

**Still profitable on operating basis**

**After investments will show losses**





# Investing ~ \$1 Million To Accelerate Growth

- 1) **Expand our solution offerings**
  - Compliance (FDA)
  - Media Programs Solutions
  - Influencer Marketing



# Investing ~ \$1 Million To Accelerate Growth

## 2) Add new market segments

- Medical devices
- Over The Counter drugs (OTC)



# Investing ~ \$1 Million To Accelerate Growth

## 3) Expand market presence

- Additional marketing \$
- Stand-out story
- New board members

A man and a woman are in a meeting, looking at a whiteboard. The man is pointing at a sticky note on the board. The whiteboard has the word "PROJECT" at the top, a downward arrow, and the word "DESIGN" below it. There are several colorful sticky notes (pink, yellow, orange) on the board. One orange sticky note has the text "interactive text" written on it. The background is a bright, warm light.

# Shareholder Value

# LiveWorld Valuation



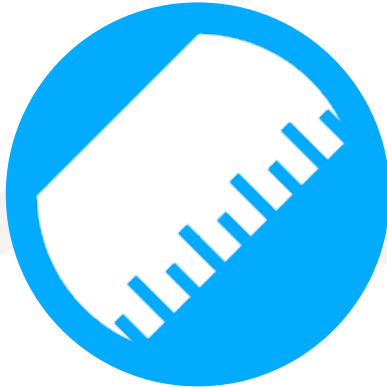
**2x-3x**  
Revenue

Standard valuation  
for  
marketing agencies



**\$11.5M**  
Revenue

LiveWorld



**0.8x**  
Revenue

LiveWorld  
current valuation

# Shareholder Path to Value & Liquidity



# Investment Highlights

- 1) Strong client base: Primarily Fortune 500**
- 2) Long term client relationships**
- 3) Proven business model**
  - Specialized digital marketing services
  - Track record of growth and profit
  - Growth opportunities
- 4) Primarily recurring revenues**
- 5) Strong balance sheet**



# LiveWorld

## Unlock Social



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[/liveworld.com](https://www.facebook.com/liveworld.com)



[@liveworld](https://twitter.com/liveworld)



[www.liveworld.com/investors](http://www.liveworld.com/investors)



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