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LiveWorld Reports Second Quarter 2025 Financial Results

LiveWorld continues to increase its AI investment

Campbell, California and New York City – August 12, 2025 – LiveWorld, Inc. (OTC Markets: LVWD), today announced financial results for second quarter 2025.

Q2 2025 Financial and Business Highlights

- Total three months revenues of \$2.7 million
- Healthcare revenues of \$2.4 million in Q2 2025
- Net loss from operations of \$92,000 a reduction of 31% when compared to 2024
- Net Cash increased by \$729,000 to \$5.5 million from June 30, 2024
- Acquired four new clients in the first six months of 2025

Management Commentary

“For the three months ended June 30, 2025, we saw a slight dip in total revenues when compared to the same period in 2024. The uncertainty of the current business environment has our clients pulling back on discretionary spending in 2025. We anticipate this to continue for the foreseeable future until we start to see the market stabilize,” commented David Houston, Chief Financial Officer of LiveWorld. “We saw a small loss in the second quarter of \$92,000. These losses and any future losses are a result of our continued focused investment in AI in 2025 and 2026.”

“We continue to invest in AI in three ways: how we operate our business, across all of the solutions we offer our clients, and in next generation AI software-based products,” said Peter Friedman, Chairman and CEO of LiveWorld. “Our intent is to not only improve the efficiency and value of our current offerings but to introduce entirely new AI-based products and revenue streams for future growth.”

The company also announced that its creative digital marketing campaign for Chiesi Global Rare Diseases has been named a finalist in the [2025 MM+M Awards](#) in the Organic Social Media category for disease awareness elevating Chiesi GRD positioning, strengthening patient ties, and building community connections.

Financial Review for the Three and Six Months Ended June 30, 2025

Total revenues for the three months ended June 30, 2025, were approximately \$2.7 million, as compared to approximately \$2.8 million for the three months ended June 30, 2024. This was a decrease of approximately \$129,000 or 5% period-over-period.

Total revenues for the six months ended June 30, 2025, were approximately \$5.2 million, as compared to approximately \$5.4 million for the six months ended June 30, 2024. This was a decrease of approximately \$127,000 or 2% period-over-period.

The company reported a net loss for the three months of approximately \$92,000 or 3% of total revenues. This compares to net loss of approximately \$134,000 or 5% of total revenues reported



for the three months of 2024. This was a reduction of approximately 31% when comparing the two periods.

The company reported a net loss for the six months of approximately \$368,000 or 7% of total revenues. This compares to net loss of approximately \$632,000 or 12% of total revenues reported for the six months of 2024. This was a reduction of approximately 42% when comparing the two periods.

The company finished the quarter with approximately \$5.5 million in cash and cash equivalents, compared to approximately \$6.6 million at the end of 2024. The net cash available for operations was approximately \$5.2 million at the end of June 30, 2025, compared to the \$6.2 million at the end of 2024. The company defines net cash available for operations as cash, less media expenditure commitments.

Detailed financial information may be downloaded at www.liveworld.com/ir or at <https://www.otcmart.com/stock/LVWD/overview>.

About LiveWorld

LiveWorld is a social-first digital agency and software company that unlocks the full potential of social media to transform customer relationships through integrated compliance, engagement, and insight solutions. We provide brand marketers bold creative rooted in strategy that captivates and resonates, social moderation and engagement that activates interactions, software and AI that enriches and scales customer experiences, and compliance that enables and accelerates digital programs.

With over 29 years of making connections, we leverage our social media DNA to deliver emotion-driven behavior change through digital campaigns with a human touch. LiveWorld clients include the number one brands in pharmaceuticals, healthcare, and financial-travel services. LiveWorld is headquartered in Campbell, California, with an additional office in New York City. Learn more at www.liveworld.com and [@LiveWorld](https://twitter.com/LiveWorld).

"Safe Harbor" Statement Under The Private Securities Litigation Reform Act

This press release 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.

LiveWorld Contacts

IR Contact:
David Houston
LiveWorld
dhouston@liveworld.com
(408) 615-8496

PR Contact:
Matthew Hammer
LiveWorld
mhammer@liveworld.com
(737) 212-9739

LIVEWORLD, INC.
UNAUDITED CONDENSED BALANCE SHEETS
(In thousands, except share data)

	June 30 2025	December 31, 2024
ASSETS		
Current assets		
Cash and cash equivalent	\$ 5,538	\$ 6,603
Accounts receivable, net	3,879	682
Prepaid expenses	325	290
Total current assets	<u>9,742</u>	<u>7,575</u>
Property and equipment, net	26	33
Other assets	27	27
Total assets	<u><u>\$ 9,795</u></u>	<u><u>\$ 7,635</u></u>
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities		
Accounts payable	\$ 217	\$ 182
Accrued employee expenses	543	1,068
Other accrued liabilities	1,746	413
Deferred revenue	2,384	860
Total current liabilities	<u>4,890</u>	<u>2,523</u>
Total liabilities	4,890	2,523
Stockholders' equity		
Common stock: \$0.001 par value, 100,000,000 shares authorized 45,633,442 issued and outstanding as of June 30, 2025, and December 31, 2024, respectively	34	34
Additional paid-in capital	144,611	144,451

Accumulated deficit
Total stockholders' equity
Total liabilities and stockholders' equity

(139,740)	(139,373)
4,905	5,112
<u>\$ 9,795</u>	<u>\$ 7,635</u>

LIVEWORLD, INC.
CONDENSED STATEMENT OF OPERATIONS
(In thousands, except per share data)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
Total revenues	\$ 2,657	\$ 2,786	\$ 5,232	\$ 5,359
Cost of revenues	1,322	1,567	2,837	3,144
Gross Margin	1,335	1,219	2,395	2,215
Operating Expense				
Product development	362	245	637	517
Sales and marketing	455	460	895	970
General and administrative	609	629	1,249	1,340
Total operating expense	1,426	1,334	2,781	2,827
Income from operations	(91)	(115)	(386)	(612)
Income before tax	(91)	(115)	(386)	(612)
Other Income	20	1	37	2
Provision for income taxes	19	20	19	22
Net income from operations	(92)	(134)	(368)	(632)
Earnings per share analysis from operations:				
Basic income per share	\$ (0.00)	\$ (0.00)	\$ (0.01)	\$ (0.01)
Shares used in computing basic loss per share	45,633,442	45,633,442	45,633,442	45,633,442
Diluted net income (loss) per share	\$ (0.00)	\$ (0.00)	\$ (0.01)	\$ (0.01)
Shares used in computing diluted income (loss) per share	45,633,442	45,633,442	45,633,442	45,633,442

Departmental allocation of stock-based compensation:



Cost of revenues	\$ 21	\$ 19	\$ 41	\$ 38
Product development	5	5	10	9
Sales and marketing	8	8	16	16
General and administrative	47	48	93	93
Total stock-based compensation	<u>\$ 81</u>	<u>\$ 80</u>	<u>\$ 160</u>	<u>\$ 156</u>

LIVEWORLD, INC.
CONDENSED STATEMENTS OF CASH FLOWS
(In thousands)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
Cash flows from operating activities:				
Net income (loss)	\$ (92)	\$ (134)	\$ (368)	\$ (632)
Adjustments to reconcile net income (loss) provided by (used in) operating activities:				
Depreciation of long-lived assets	5	6	11	13
Stock-based compensation	81	80	160	156
Changes in operating assets and liabilities:				
Accounts receivable	(1,537)	181	(3,197)	(381)
Other assets	137	125	(32)	---
Accounts payable	5	(14)	35	(16)
Accrued liabilities	1,370	10	807	(204)
Deferred revenue	524	203	1,523	1,207
Net cash provided by (used in) operating activities	<u>493</u>	<u>457</u>	<u>(1,061)</u>	<u>143</u>
Cash flows from investing activities:				
Purchase of property and equipment	----	(1)	(4)	(6)
Net cash provided by (used in) investing activities	<u>----</u>	<u>(1)</u>	<u>(4)</u>	<u>(6)</u>
Cash flows from financing activities:				
Proceeds from exercise of stock options	----	----	----	----
Net cash provided by (used for) financing activities	<u>----</u>	<u>----</u>	<u>----</u>	<u>----</u>
Change in cash and cash equivalent	493	456	(1,065)	137
Cash and cash equivalents, beginning of period	5,045	4,316	6,603	4,635
Cash and cash equivalents, end of period	<u>\$ 5,538</u>	<u>\$ 4,772</u>	<u>\$ 5,538</u>	<u>\$ 4,772</u>

Supplemental disclosure of non-cash financing and
investing activities:



Income tax paid

<u>\$</u>	<u>19</u>	<u>\$</u>	<u>20</u>	<u>\$</u>	<u>19</u>	<u>\$</u>	<u>22</u>
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