

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.

\$4.31 Million ^{** in \$USD}

TTM Revenue as of Aug 20, 2026

\$0.89 Million ^{** in \$USD}

Q1 2026 Revenue

M&A Integration

Research on Mobile, TheoremReach & CoolTool

\$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)

"I like the new packaging"

*"I would definitely buy this, it's more
affordable"*

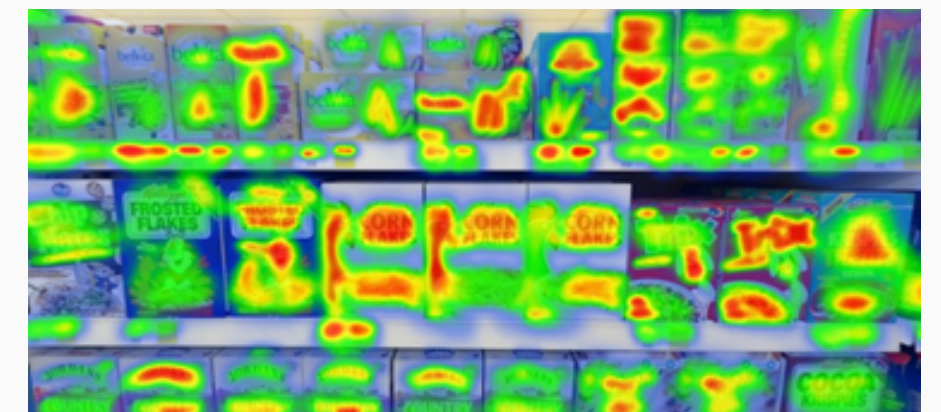
"This ad is good"

What Consumers Do (Behavior)

Her eyes never looked at the packaging

Her face showed zero emotional response

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.

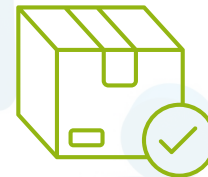
Patented Reach

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

2024 Revenues



\$523K

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

2024 Revenues



\$3.5M

2025 Revenues

75% Growth Y/Y

Our Clients

Focusing on *two high-growth segments*

Consumer Brands

L'ORÉAL

KraftHeinz



Market Research



HUMAN8



Cint

Financial Services



millennium

Academic Institutions

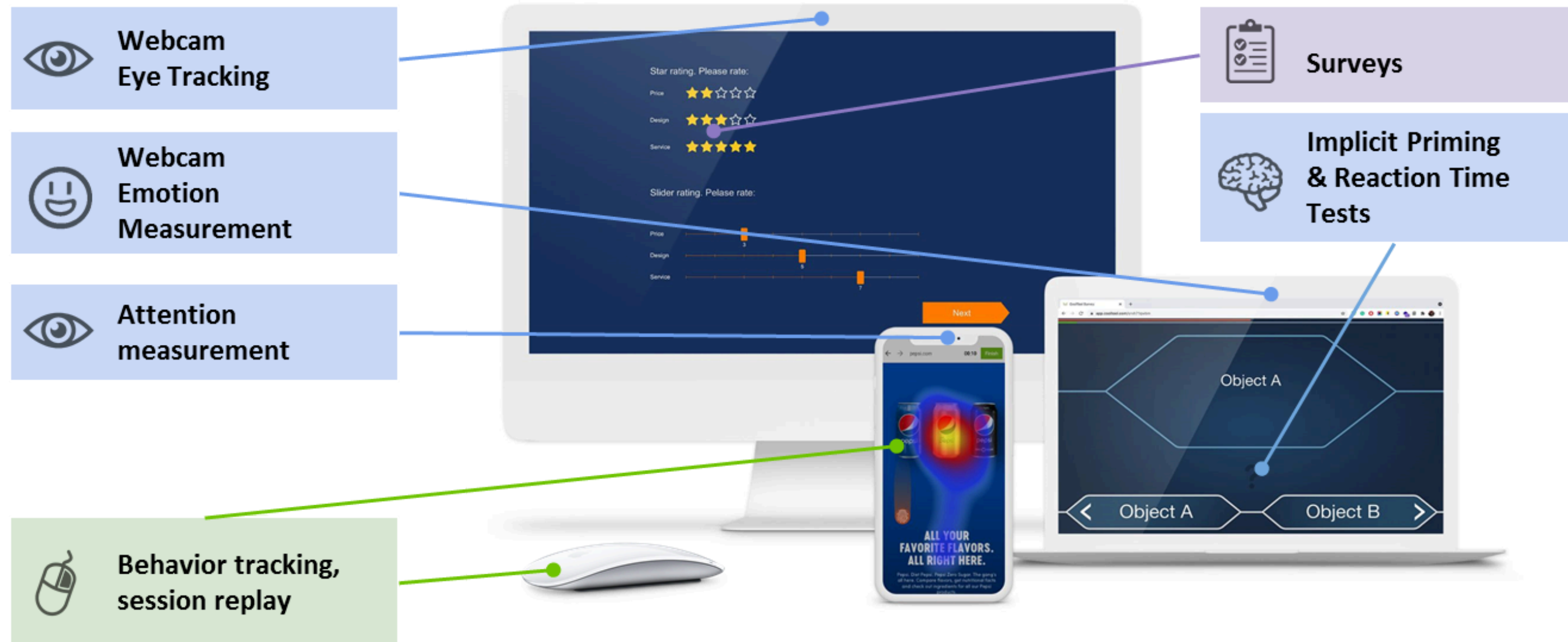


NGO & Government



Our Device-Agnostic Measurement Tools

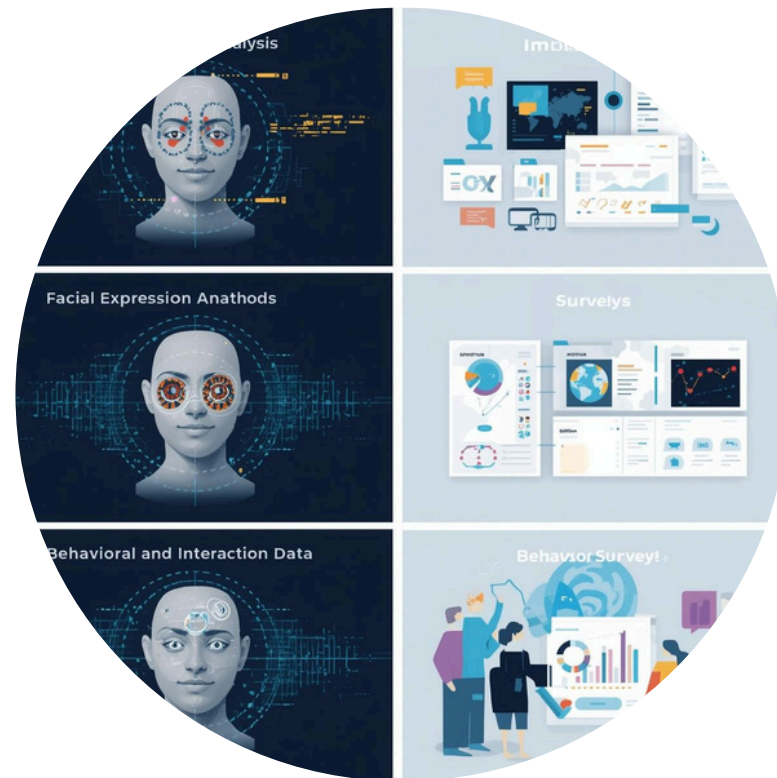
*The only global platform capturing what humans **Say, Feel, and Do***



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

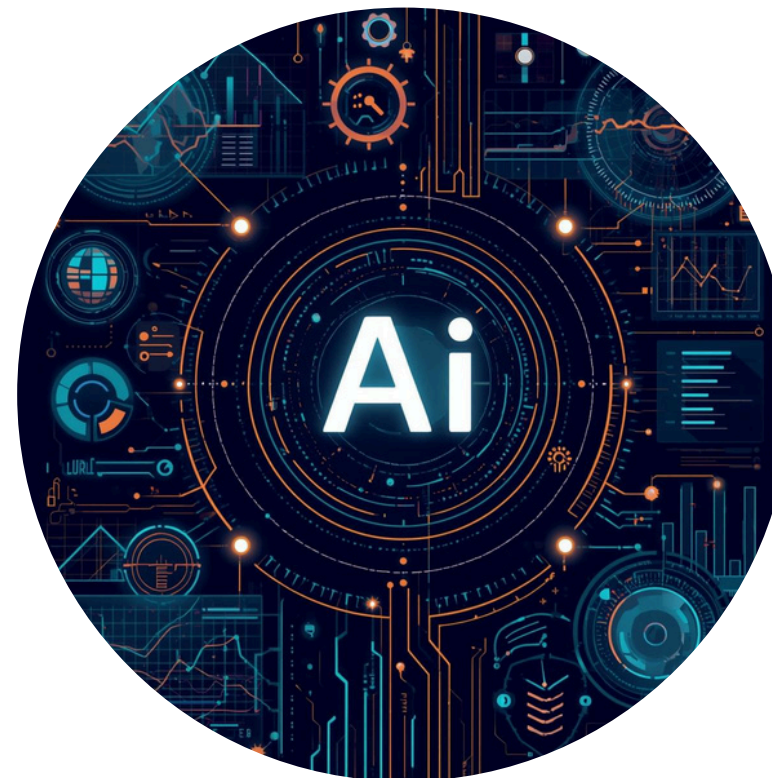
*Every engagement expands our **permanent data asset**, driving immediate benchmarking and predictive data reuse*



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.

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



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?

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

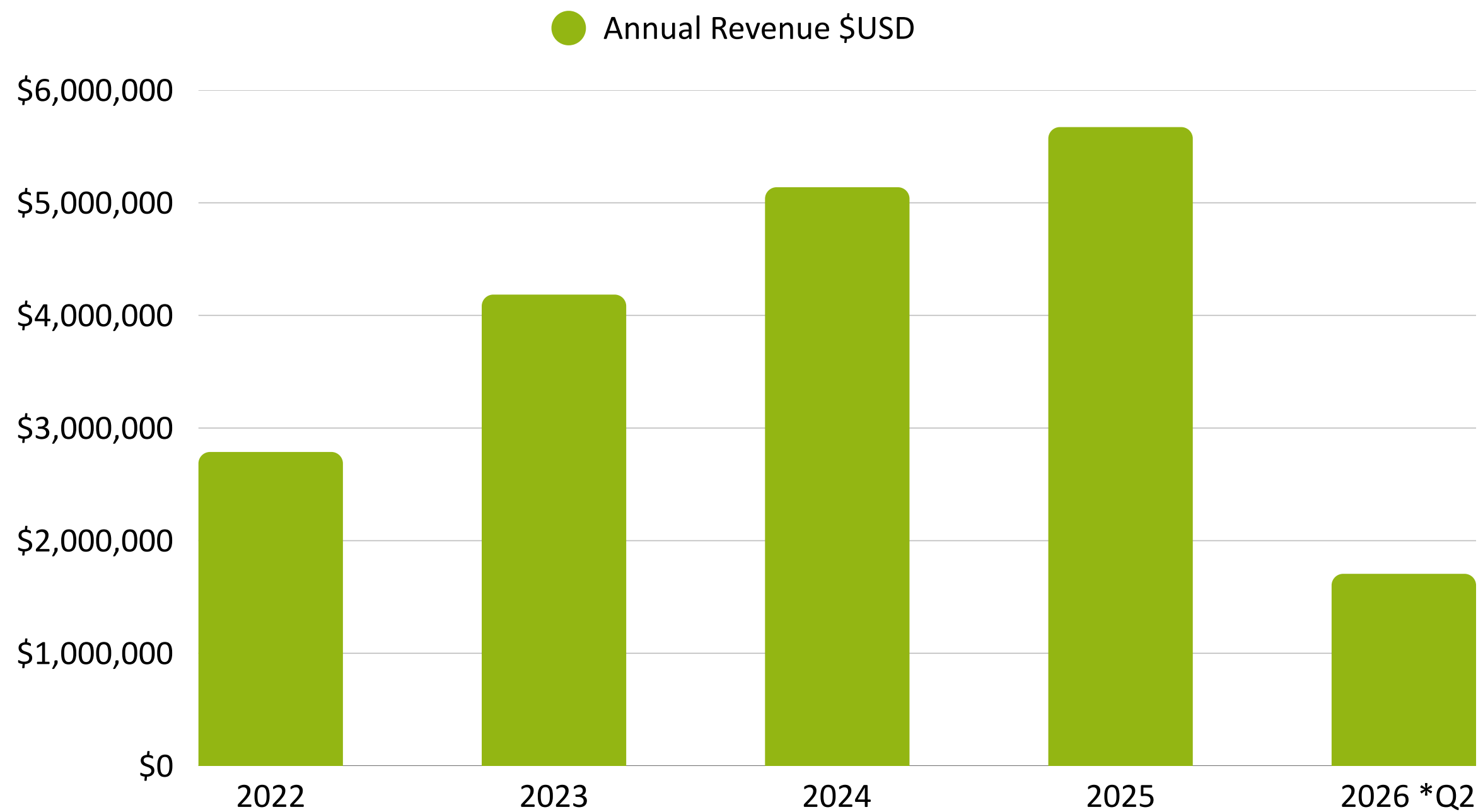
Why It Matters to RIWI

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.

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



Delivering Top-Line Growth



\$5.67M

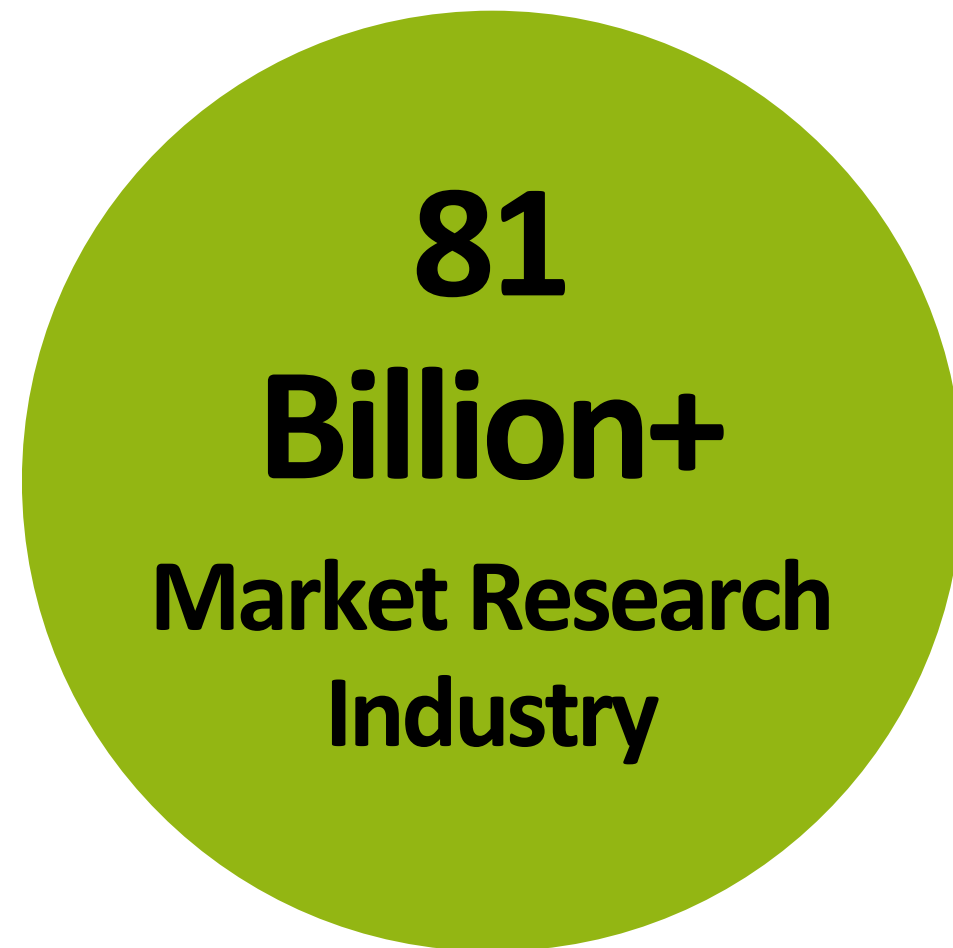
**Record Revenue in
FY 2025**

3

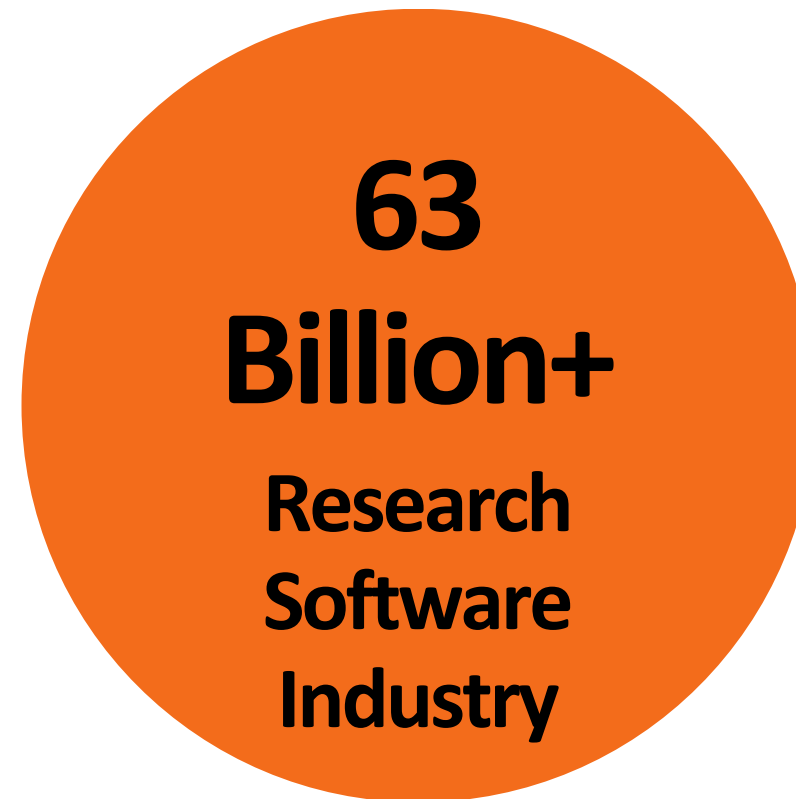
**Strategic
Acquisitions
Completed**

RIWI's Addressable Market

The same **data asset** is monetized across multiple markets.



An industry that reached an estimated global turnover of \$154 billion in 2025.



An industry on track to reach \$63 billion by 2025.



An industry growing at a CAGR of 50.6%.

RIWI sits at the intersection, capturing **proprietary human signal** that serves all three markets.

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 \$ 1,157,625
Net Debt (December 31, 2025 less debt retirements as part of private placement)	USD \$ 1,250,181
Market Capitalization (April 20, 2026)	C\$4.0 million
Enterprise Value	C\$3.85 million
TTM Revenues	USD \$4.31 million
TTM Adj. EBITDA (Loss)	USD (\$837) thousand

Trading Symbols	TSXV: RIWI OTC: RWCRF
Recent Close (August 20, 2026)	C\$ 0.15
52 week high/low	\$0.72/\$0.15
Insider & Employee Ownership	3%

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.



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.



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.

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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