



Our Business Is All About
Emotional Connections

June 2022

Ticker: LVWD

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.

Welcome



Peter Friedman
Founder,
Chairman, & CEO



David Houston
Chief Financial Officer

Overview

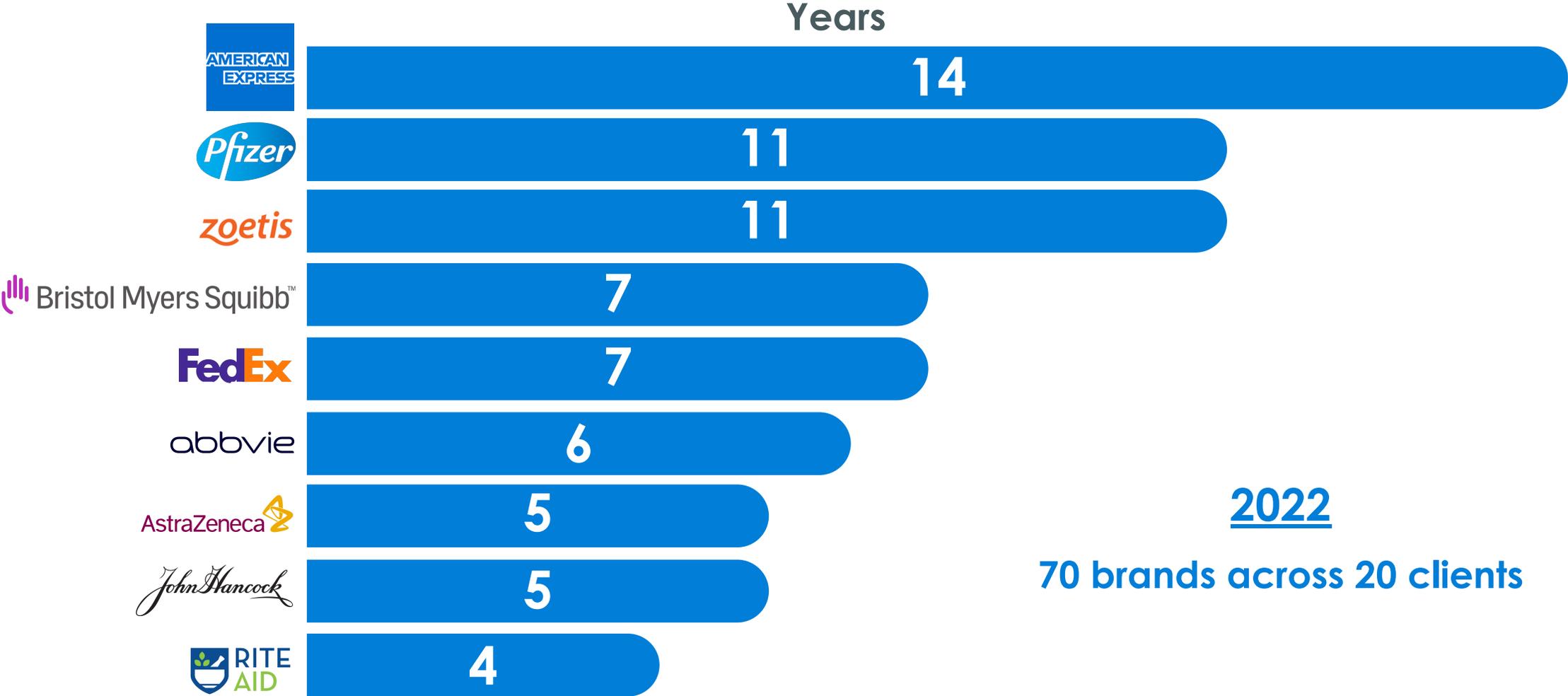
LiveWorld's Business

We are a digital agency specializing in social media and technology solutions

- Focusing on emotional connections that build brand-customer relationships
- For the purpose of meeting objectives in:



Long-term Valued Relationships



Business Model

High-value, high margin solutions

- Annuity
- Strategic
- Competitively priced

Vertical market focus for leverage

- **Currently:** Healthcare (88% of revenue)
- **Opportunity:** Expand further into hospitals
- **Later:** Additional segments and verticals



Financials: Key Points

LiveWorld **Ticker** **Share Price**
LVWD \$0.14 - \$0.17

SEC 15c2-11 We are compliant and freely tradable

	2019	2020	2021
Revenue	\$7,374	\$8,560	\$10,061
Net Income/(Loss)	(\$449)	\$366	\$796
Cash	\$730	\$2,552	\$3,551
Debt	\$0	\$0	\$0

Leadership Team



PETER FRIEDMAN
Founder,
Chairman & CEO



DAVID HOUSTON
CFO



MARTIN BISHOP
VP, Client Services



ANU SHAH
VP, Software



MATTHEW HAMMER
VP, Marketing



JASON LIEBOWITZ
VP, Sales



DAWN LACALLADE
Chief Social Strategist,
VP Healthcare



RISHI KADIWAR
VP, Strategy - DTC



DANNY FLAMBERG
VP, Strategy - HCP



JENA DENGROVE
VP, Creative Director



UMAR SIDDIQUI, MD
Chief Medical Officer



Business Solutions

Emotional Connections



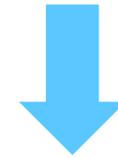
Connections



Conversations



Relationships



Behavior Change

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



Integrated Model Creates More Value

Creating emotional connections to drive behavior change

Moderation

- Activates human interactions to bring emotional connections alive
- Stimulates user content and ideas for creative
- Provides insight to inform creative, strategy, and technology



How LiveWorld Moderation Works

Billions of Users



Adverse Events Moderation = Must Have For Pharma



FDA 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 quickly
shut down a multi-billion
\$ pharma product**

Integrated Model Creates More Value

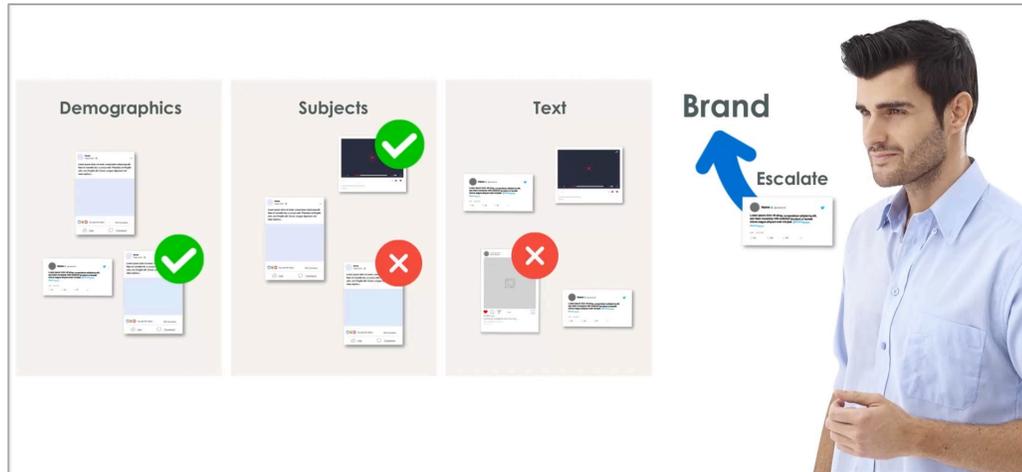
Creating emotional connections to drive behavior change

Technology

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



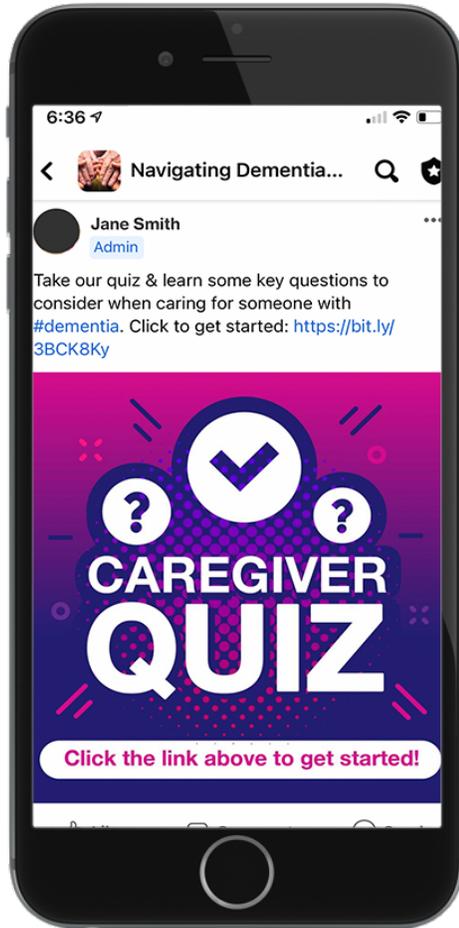
How Our Technology Works: Conversation Engagement Platform



- Scales moderation
- Automates front end of process
- Enables live agents to go faster
- Enables higher quality

How Our Technology Works: Bots & Apps

Interactive experiences

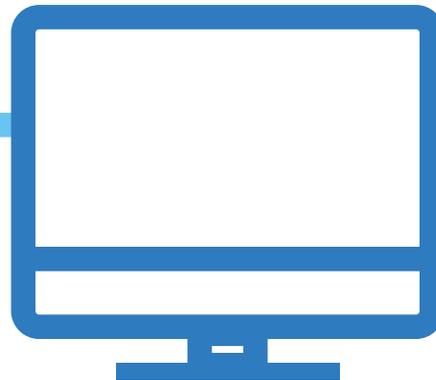


How Our Technology Works: Platform Approach



abbvie

FedEx



Software: Build once and reuse/tailor across clients

Solutions Breadth and Depth



Creative

Research & Analytics
Strategy & Process
Creative Concepting
Campaign Planning
Design & Production



Moderation

Listening & content review
Adverse events management
Response & Engagement
Customer service
Community management



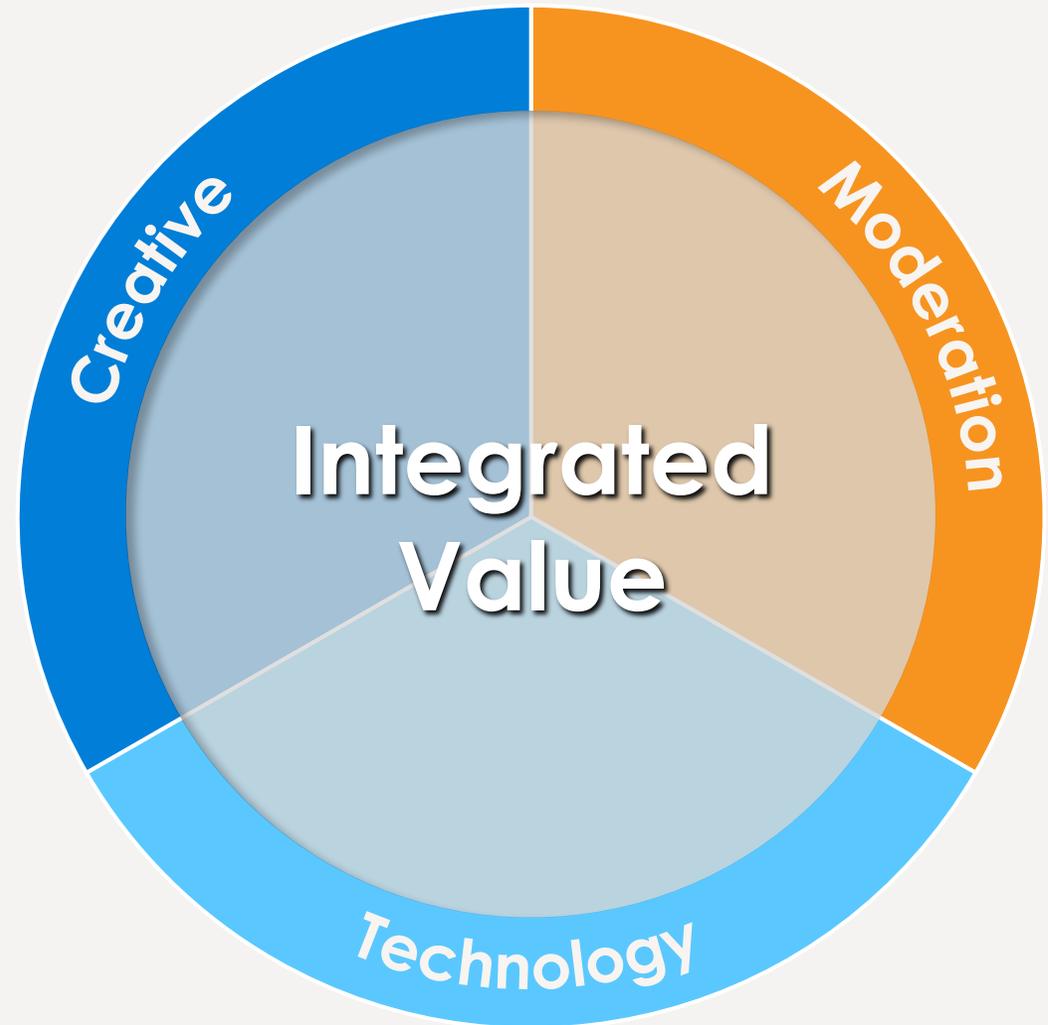
Technology

Conversational
management platform
Bots & Apps
Websites
Interactive experiences

Integrated Model Creates More Value

Each enhances and drives demand for the others, increasing revenue per contract

- **Differentiates via disruptive creative**
- **Attracts new business via awards, WOM**
- **Flex workforce annuity revenue stream**
- **Regulatory must-have for pharma**
- **SaaS annuity revenue streams**
- **Platform leverage enables flexibility, scale, and cost advantages**



25+ Years Building Emotional Connections



LiveWorld: Strategy, Moderation, Technology

25+ Years Building Emotional Connections



LiveWorld: Strategy, Moderation, Technology

25+ Years Building Emotional Connections



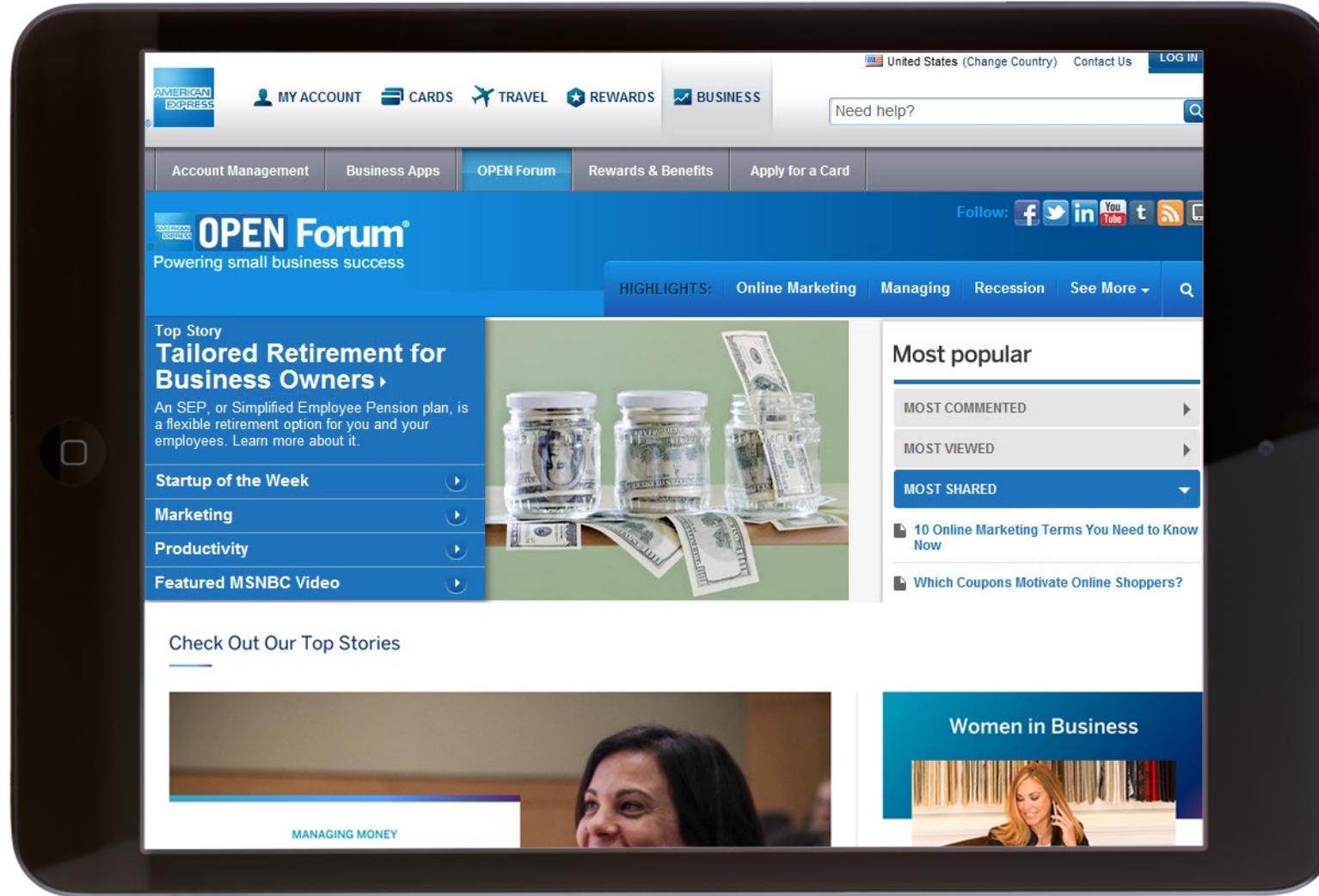
LiveWorld: Strategy, Moderation, Technology

25+ Years Building Emotional Connections



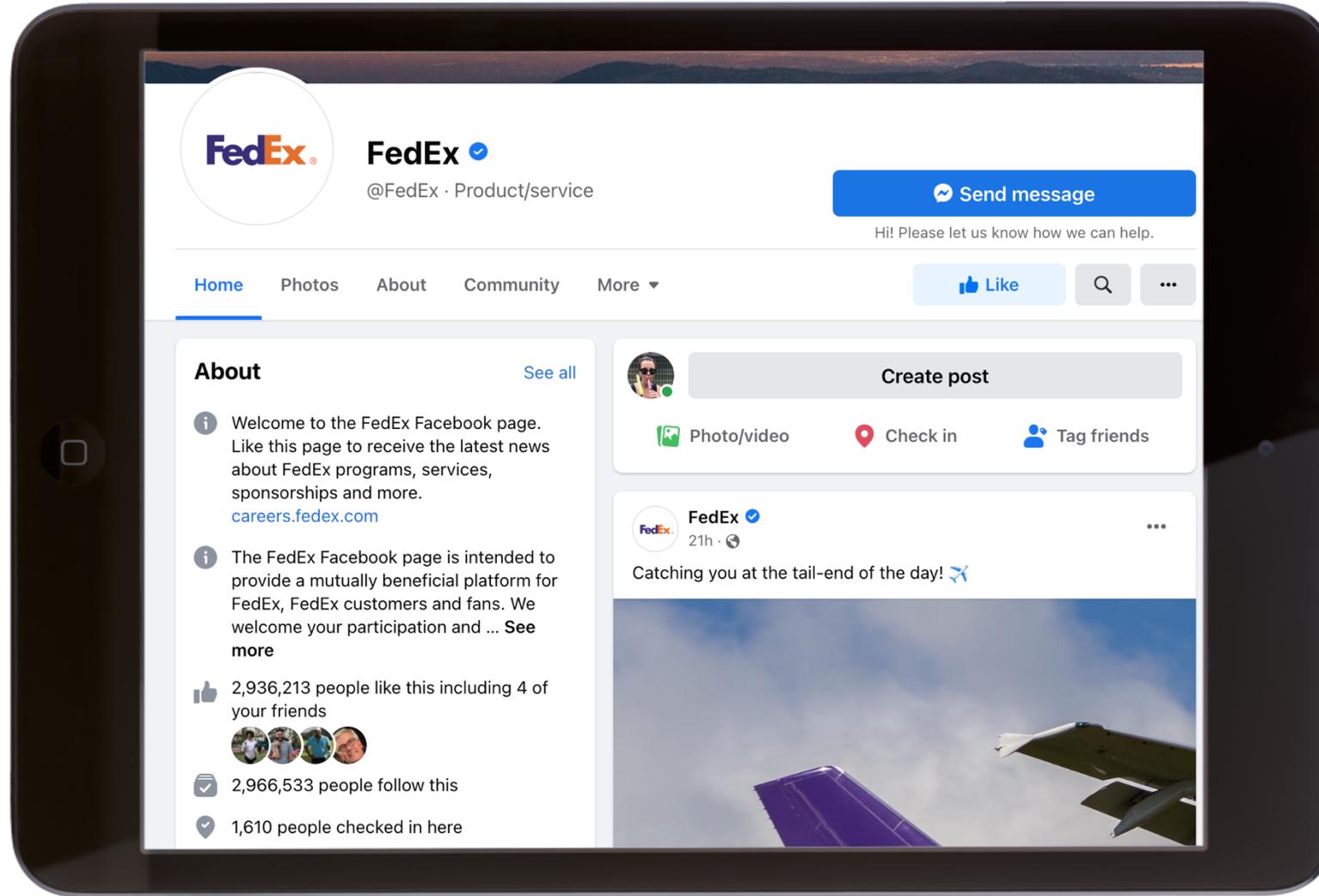
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25+ Years Building Emotional Connections



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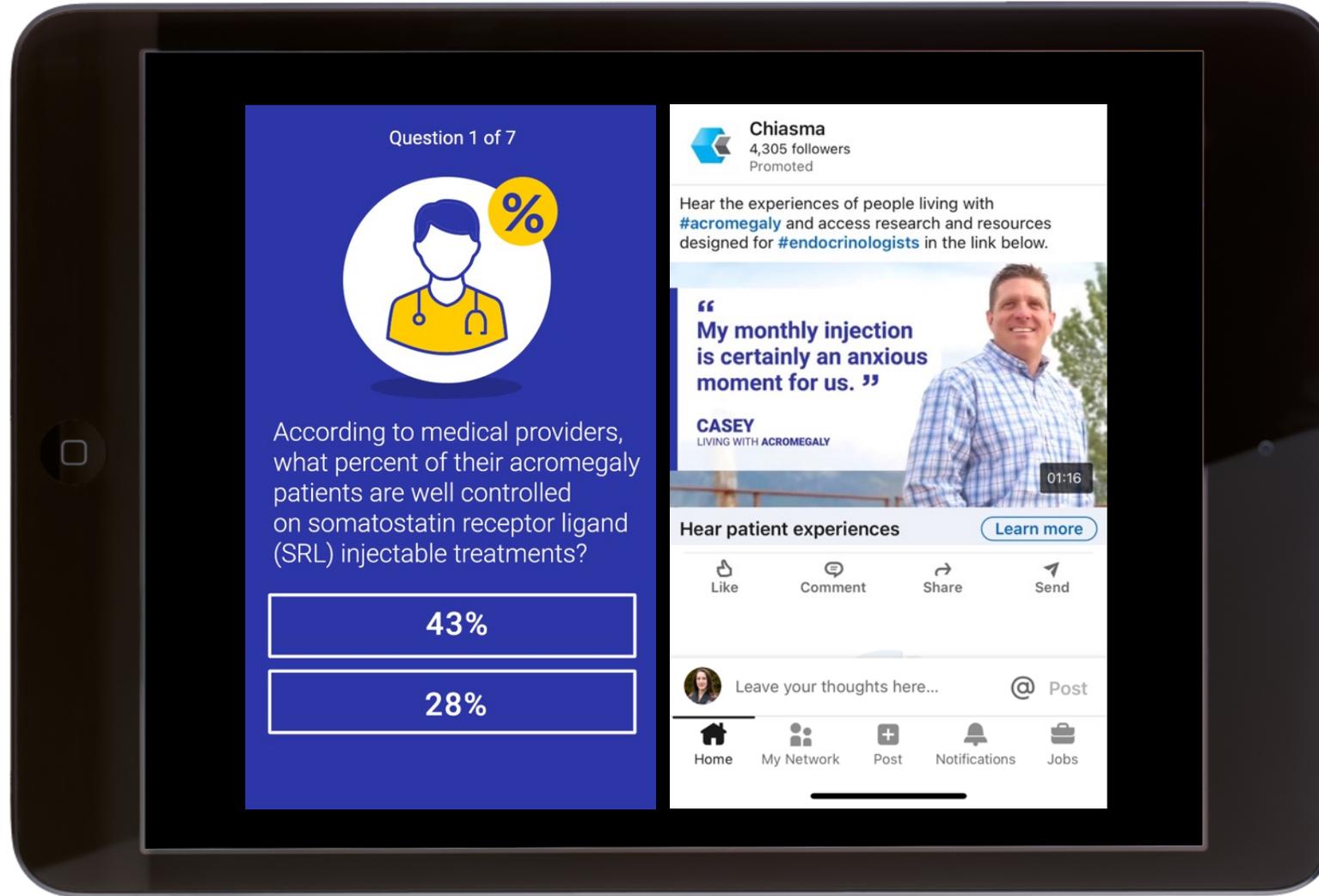
25+ Years Building Emotional Connections

abbvie



LiveWorld: Strategy, Creative, Moderation, Technology

25+ Years Building Emotional Connections



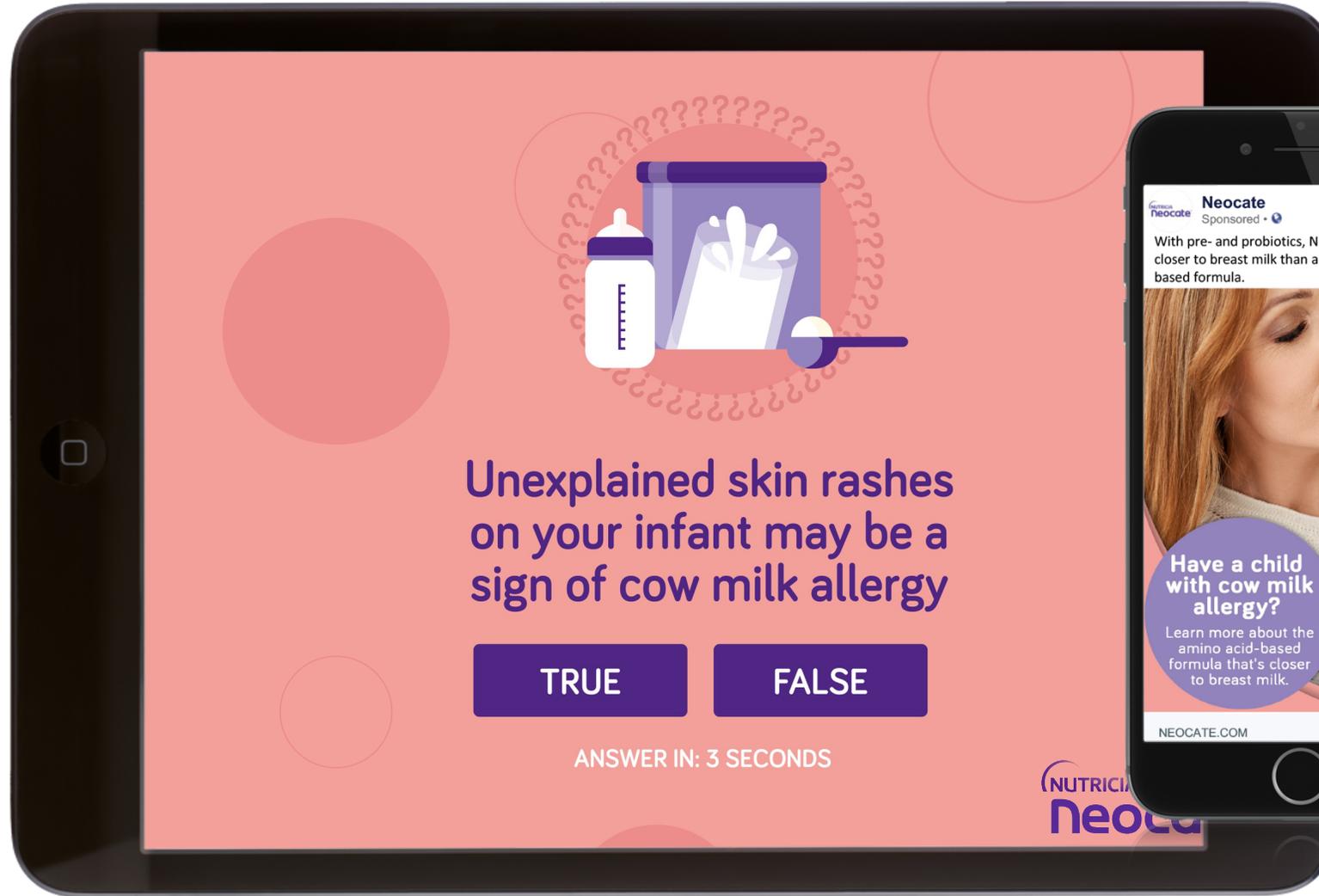
LiveWorld: Strategy, Creative, Moderation, Technology

25+ Years Building Emotional Connections



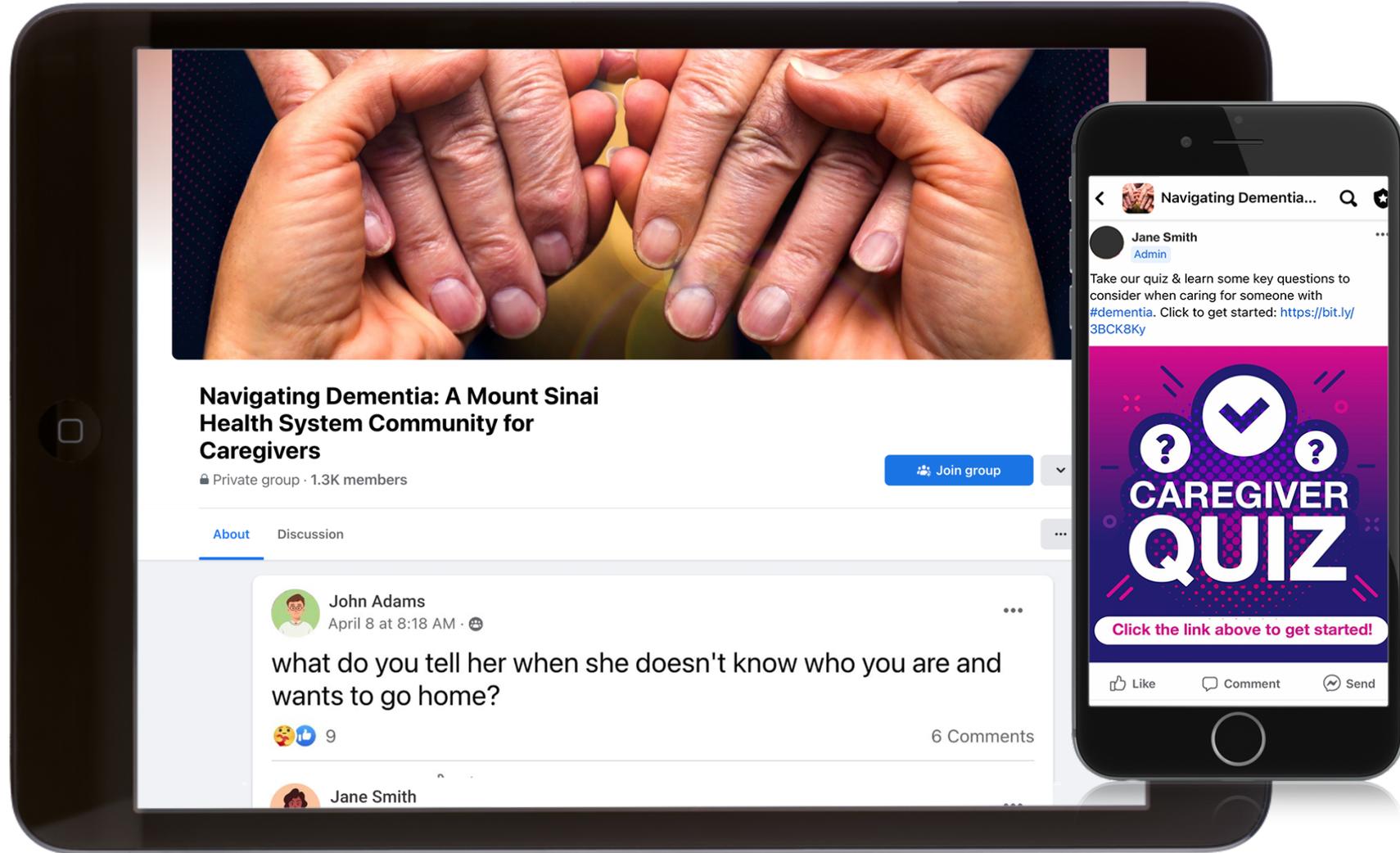
LiveWorld: Strategy, Moderation, Curation

25+ Years Building Emotional Connections



LiveWorld: Creative, Moderation, Technology

25+ Years Building Emotional Connections



LiveWorld: Strategy, Creative Moderation, Technology

How The Revenue Grows: \$80K to \$2 Million+ Per Client



- 1** Initial sell in: **\$25K-\$250K**
 - Small creative, moderation, or tech project
 - Agency of record (all three)

- 2** Drag along creative, moderation, tech:
Grows to \$80K-\$250K

- 3** Successful programs expand:
 - More social properties, larger programs**Grows to \$250K-\$1.5Mill**

- 4** Referrals to other brands in company:
\$250K-\$1Mill per brand
\$600K-\$Mills per company

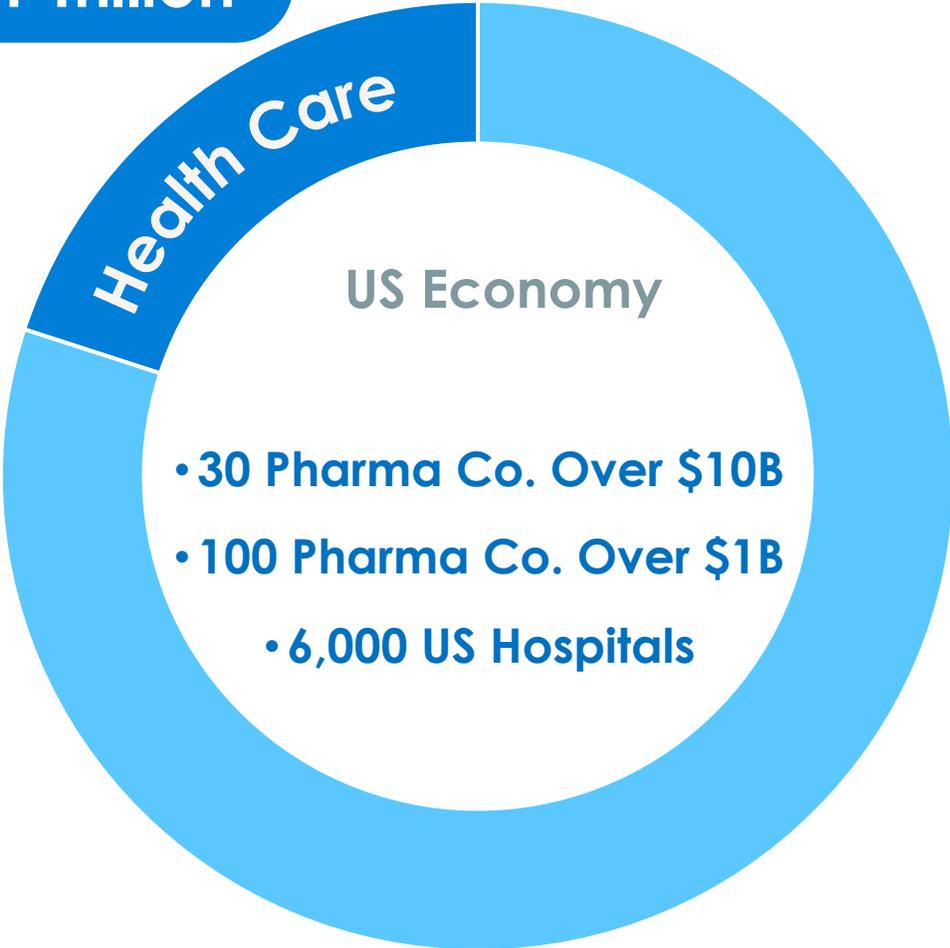




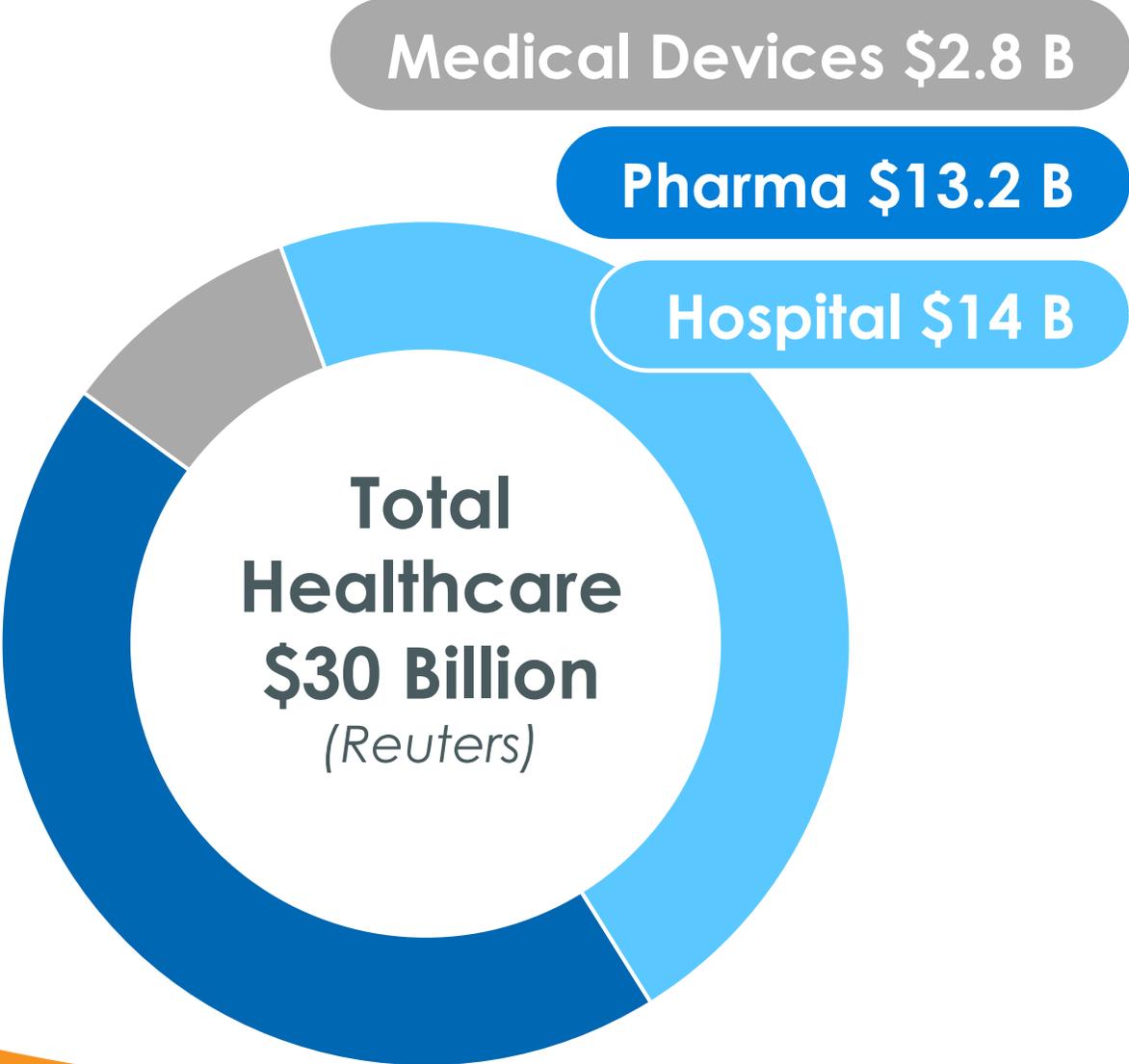
Market Opportunities

Healthcare Market Opportunity

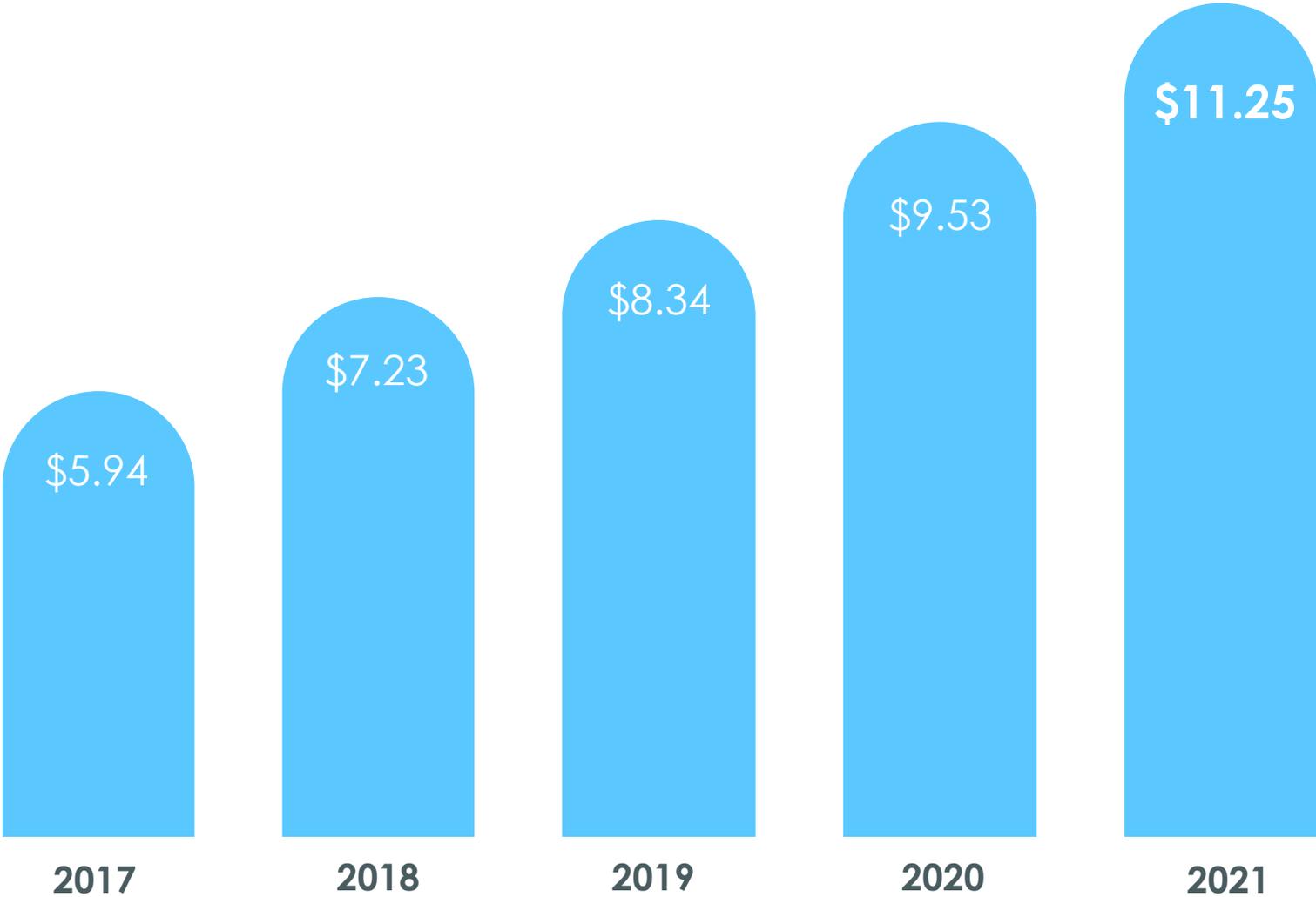
20% = \$4.1 Trillion



U.S. Healthcare Marketing Spend



U.S. Healthcare Digital Ad Spend (\$ Billions)



(Statista)

Healthcare is
the third largest
usage pattern
in social media



COVID-19 conversations
around disease
states have

INCREASED
1,000%

among healthcare
Professionals (HCPs) &

2,500%

among consumers, with
both sharing the same
types of content

[FiercePharma April 2020](#)



81%
of physicians use
social media in
their practice
(Reuters)

LiveWorld Enabling Healthcare Companies To Succeed



Managing
300+
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

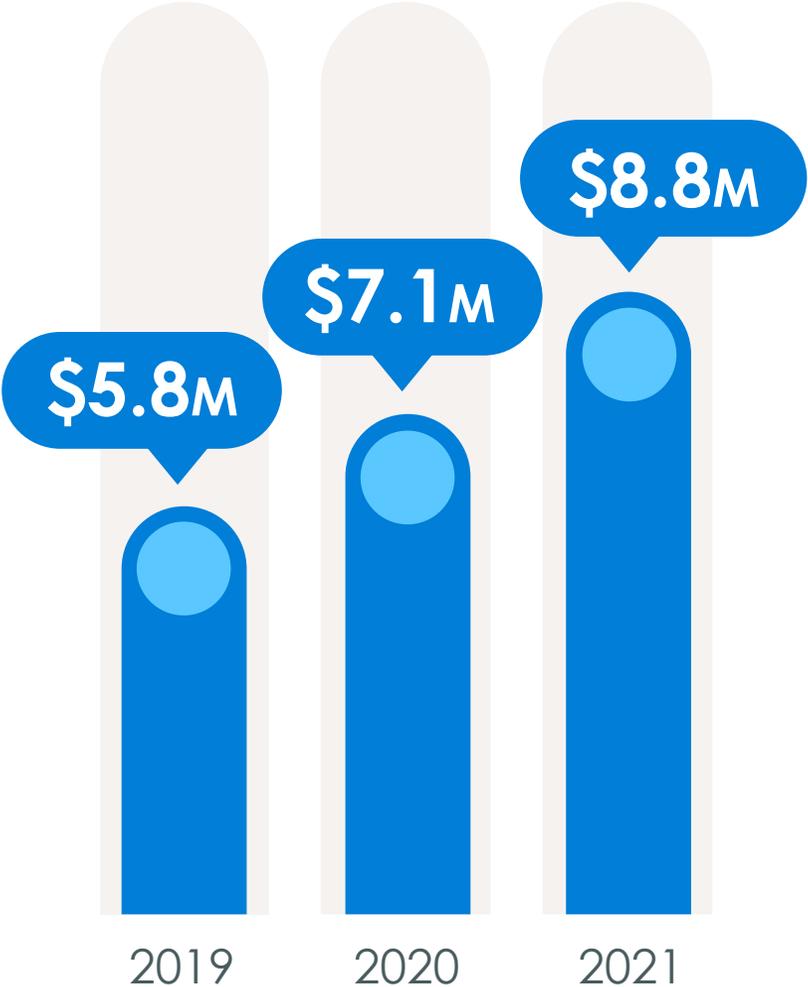
RITE
AID

zoetis



Company Financials

LiveWorld Healthcare Revenue



Revenue and Annuity Revenue Growth

	2019	2020	2021
Total Revenue	\$7,374	\$8,560	\$10,061
Annual Growth Rate		16%	18%
Total Annuity Revenue	\$5,978	\$6,196	\$7,266
Annuity % of Total	81%	72%	72%

Annual P&L ('000s)

	2019	2020	2021
Revenue	\$7,374	\$8,560	\$10,061
COGS	3,559	4,160	5,051
Gross Margin	3,815	4,400	5,010
Operating Expenses	4,277	3,967	4,205
Operating Income	-462	433	805
	-6%	5%	8%
Cash	\$730	\$2,552	\$3,551

Q1 P&L ('000s)

	Q1 2020	Q1 2021
Revenue	\$2,224	\$2,451
COGS	1,156	1,238
Gross Margin	1,068	1,213
Operating Expenses	943	1086
Operating Income	125	127
	5%	5%
Cash	\$2,213	\$2,932

Balance Sheet

	Mar-22	Dec-21
Assets		
Cash	\$2,932	\$3,551
AR	2,652	1,773
Other	458	228
Total Assets	6,042	5,552
Liabilities		
Current	1,136	1,322
Deferred Revenue	1,696	1,168
Total Current Liabilities	2,832	2,490
Owners Equity	3,210	3,062
Total Liabilities and O/E	\$6,042	\$5,552

Shareholder Base

Peter Friedman
(Chairman & CEO)

21%

Individual

12%

Individual

11%

WPP

6%

Mike Gold
(Board Member)

4%

Individual

4%

Starbucks

2%

Other

40%

LiveWorld Valuation



2x-3x
revenue

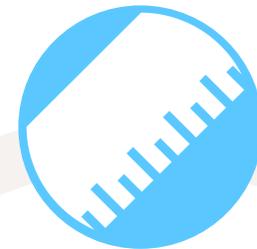
**Industry standard for
marketing agencies**



.77x
revenue

**LiveWorld
current \$7.7M valuation**

- Average share price of \$0.17
- Shares outstanding 45.6M



\$30M
valuation

**LiveWorld using industry
standard for agencies**

- 3x revenue: \$0.66 share
- Does not factor in
 - Moderation annuity streams
 - Tech platform upside

Company and Shareholder Path to Liquidity

1

Focus on healthcare
Expand to digital agency

2014 - 2021

2

Demonstrate growth & profitability

2019 - 2021

3

Re-engage with investor community

2022 - 2023

4

Next steps when appropriate

- Look at OTC
 - Audit
 - SEC compliant
- Acquisitions

Future

Investment Highlights

- **Strong client base: Primarily Fortune 100**
- **Long term client relationships**
- **Proven business model**
 - Providing key digital specialized marketing services
 - Recent track record of growth and profit
 - Growth opportunities
- **Primarily recurring revenues:** Annuity streams and repeat contracts
- **Strong balance sheet:** ~\$3 million cash and zero debt



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