

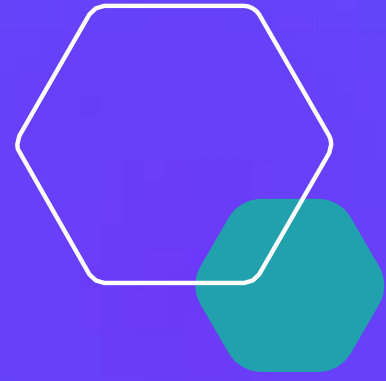


YouneeqAI

Transform Digital Conversions with
Cookieless AI Personalization.

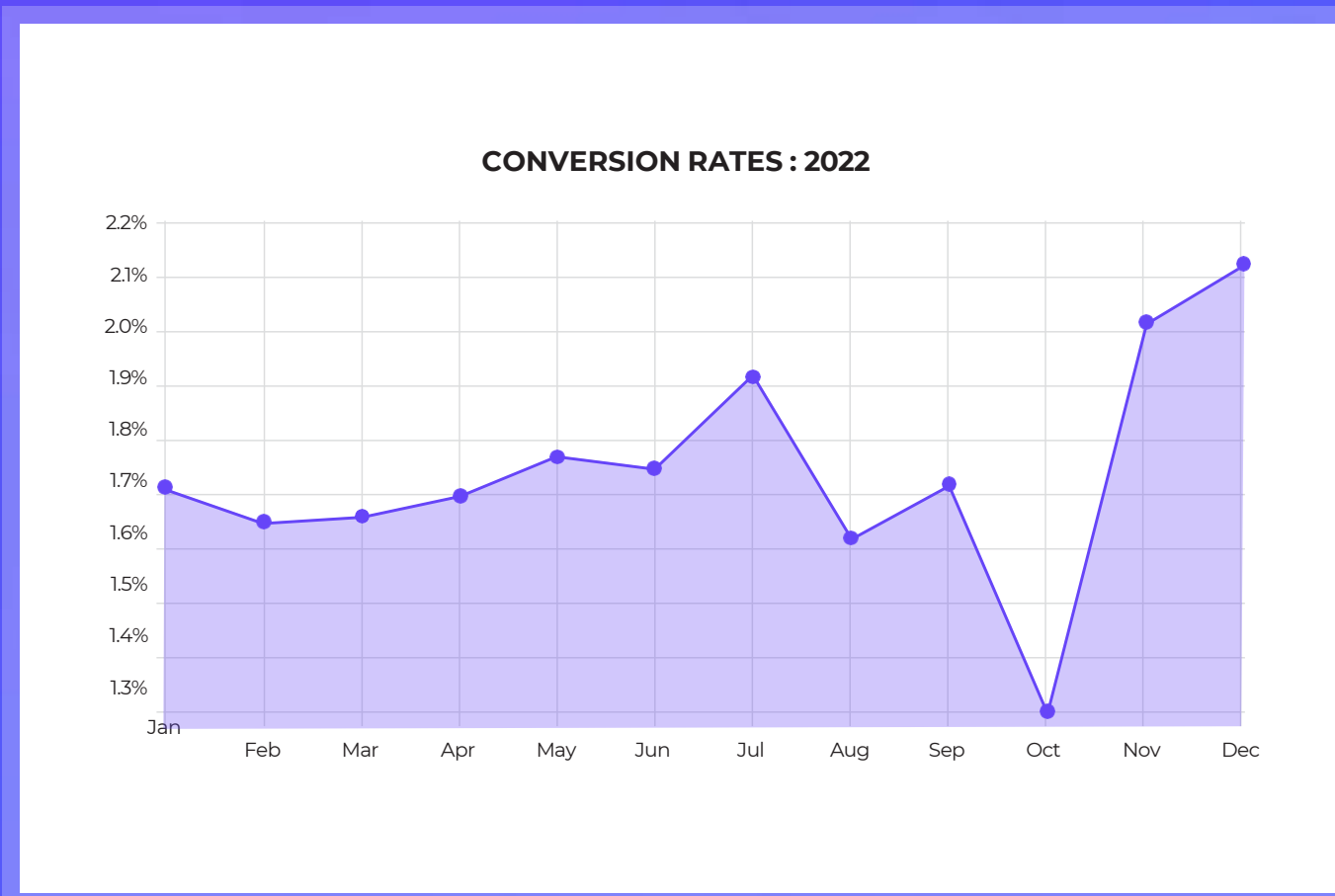
www.youneeqai.com

2023 Q2 Corporate Presentation | OTC:YQAI



Poor Conversion Rates Across the eCommerce Industry

Global industry conversion rates have not changed over time despite current technology advancements.



AVERAGE WEBSITE CONVERSION RATE

Quarter	Global	USA	UK
Q4 2014	3.42%	3.60%	3.65%
Q1 2015	2.83%	2.91%	3.56%
Q2 2015	3.08%	3.18%	3.97%
Q3 2015	3.02%	3.09%	4.08%
Q4 2015	3.48%	3.62%	4.20%
Q1 2016	2.94%	2.89%	5.01%
Q2 2016	2.76%	2.72%	4.64%
Q3 2016	2.46%	2.44%	4.35%
Q4 2016	2.95%	3.00%	4.45%
Q1 2017	2.48%	2.46%	3.57%
Q2 2017	2.86%	2.62%	4.28%
Q3 2017	2.80%	2.56%	4.21%
Q4 2017	3.15%	2.96%	4.27%
Q1 2018	2.77%	2.60%	3.91%
Q2 2018	2.97%	3.08%	3.96%
Q3 2018	2.99%	3.05%	4.05%
Q4 2018	3.23%	3.44%	3.89%
Q1 2019	2.72%	2.88%	3.46%
Q2 2019	2.58%	2.57%	3.81%

Conversion rates are important to ecommerce because they directly impact the success and profitability of an online business. A conversion rate is the percentage of website visitors who take a desired action, such as making a purchase, filling out a form, or subscribing to a newsletter.

A high conversion rate means that a larger percentage of website visitors are taking the desired action, which leads to more sales, revenue, and customer acquisition. On the other hand, a low conversion rate indicates that visitors are not engaging with the website or not completing the desired actions, which can lead to lost sales and revenue.

By tracking and optimizing conversion rates, ecommerce businesses can identify areas of their website that need improvement, such as the checkout process, product descriptions, or user experience. By making changes and testing different approaches, businesses can increase their conversion rates and ultimately drive more revenue and growth.

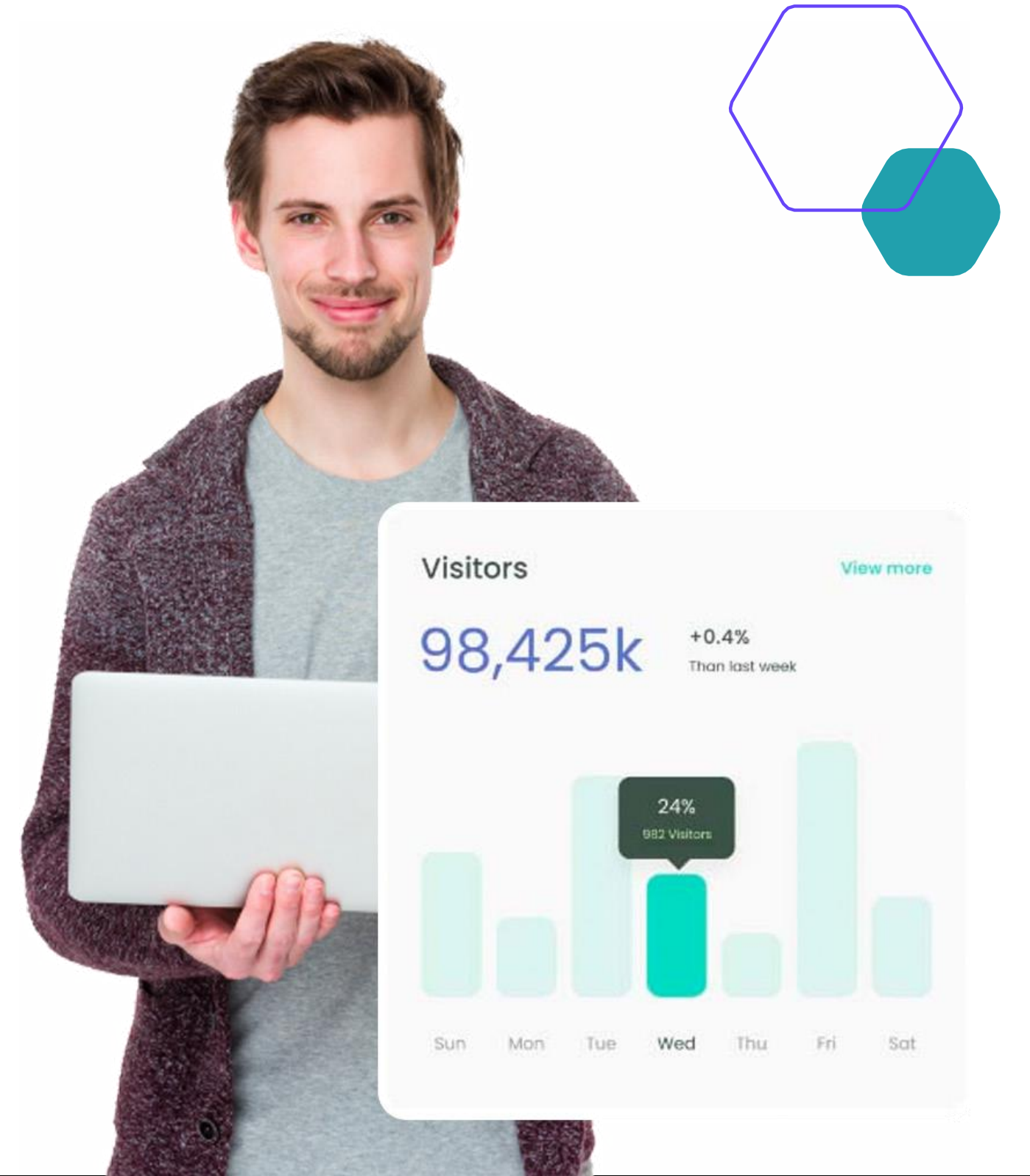
The Anonymous Gap

95% of website visitors don't engage, resulting in significant costs and lost revenue opportunities for eCommerce and digital businesses.

This is called "The Anonymous Gap". All websites face challenges of understanding their biggest audience segment, anonymous - who they are, first-time visitors, allowed cookies, traffic source, or device type.

Safety, privacy and security concerns for websites globally are increasing the number of anonymous users and making it difficult to personalize customer experience to increase conversions.

- Decreased customer loyalty and brand advocacy.
- Disconnect between business and its target audience.
- Inability to engage customers, leading to lost revenue.



Declining
Conversion Rates

Low User
Engagement & 50%+
Bounce Rates

Lack of Data
Understanding to
Optimize User Experience

Poor User
Experience and
Low Relevance

Lost / Decreased
Revenue

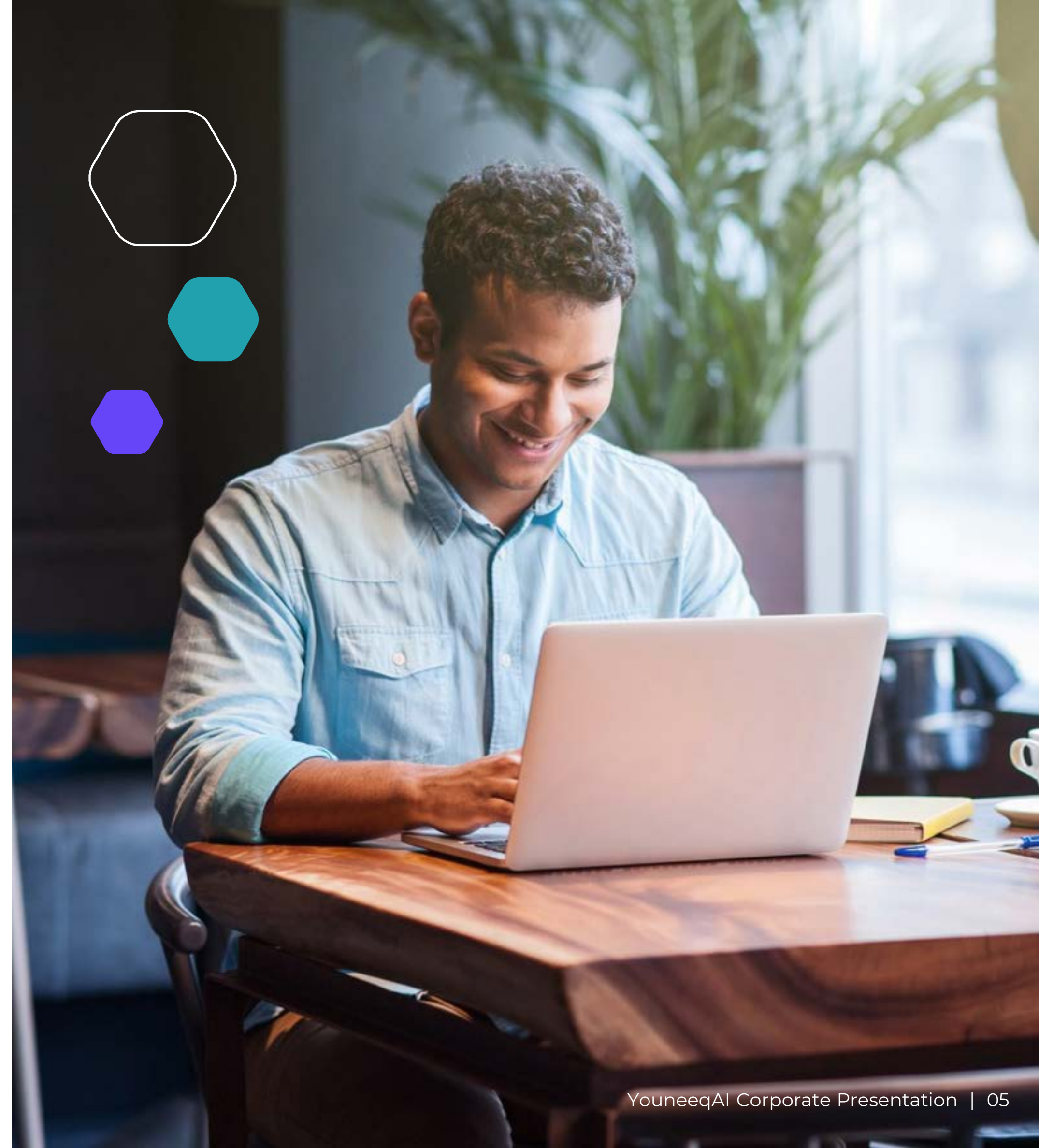
The Post-Cookie World

A **Cookie** is a data tracker used by web browsers, collecting data about the user which businesses can then use to market to this user.

Due to **increasing safety, privacy and security concerns**, laws and initiatives, such as **GDPR, CCPA** and **PIPEDA**, have arisen to usher in the new age of “privacy-first” advertising to give individuals more control of consumer data collection and usage.

Third-party cookies are phased out by major web browsers, including Google Chrome by the end of 2023, joining Safari and Firefox.

Without third-party cookies, digital businesses will need to find new solutions to gather user data and continue personalizing user experience to optimize conversions.



The YouneedqAI Solution

YouneedqAI is an easy to use SaaS platform that empowers digital businesses with valuable critical data to enhance business performance, through cookieless visitor identification software and turning unknown traffic into known potential customers.

- **Cookieless Personalization:** Our AI personalization to automatically improve user experience, without relying on the collection and analysis of sensitive personal data, resulting in increasing engagement and conversion rates.
- **Proprietary Dataset and Data Insights:** YouneedqAI provides real-time data insights and analytics by aggregating and analyzing user behavior and website content. It also offers a unique anonymous visitor CRM that can be shared across its customer sites to enhance website experiences and improve customer engagement.
- **Scalable Solution:** Robust and efficient for high traffic websites deployable across multiple cloud hosting platforms, including Amazon Web Services (AWS).
- **Third-Party Integrations:** Integrates with existing inventory management systems to optimize inventory levels, marketing automation tools to optimize targeting and improve conversion rates, and fraud detection tools to prevent fraudulent activities and protect revenue.
- **Data Safety, Privacy and Security:** Ensures compliance with industry standards such as GDPR, CCPA and PIPEDA to protect user data.



ROI Calculator

YouneedqAI can effectively multiply a business' revenue, by increasing its conversion rates, through AI-driven personalization technology.

For example, an online business converts 2% of its traffic to produce \$1M revenue.

Doubling its conversion rate to 4% will double its revenue to \$2M.



Other KPI Increases	
Clickthrough Rate (CTR)	23% +
Email Sign ups	18% +
Account Creation	8.2% +
Loyalty Sign ups	33.7% +

YouneedqAI ROI Calculator

Site Visitors	30,000	
<i>Enter values above</i>		
Bounce Rate	60%	Traffic Numbers w/o YouneedqAI
<i>Enter values above</i>		
Bounce Rate Reduction	15%	Traffic Numbers w/ YouneedqAI
		16,500

Conversion Rate Calculator

Current Conversion Rate	2.60%	Conversions (current)	312
<i>Enter values above</i>			
After Conversion Rate	3.60%	Conversions w/ YouneedqAI	594
		% increase over previous	47%
Current ARPU	\$50.00	New ARPU	\$53.50
<i>Enter values above</i>			
		ARPU % Increase	7%

YouneeqAI Value Proposition

YouneeqAI's machine learning algorithms automatically deliver personalized digital content to the right person at the right time, and improve ROI of marketing campaigns.

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Efficient and Seamless Workflow Integration - YouneeqAI manages technology for AI-personalization, which easily integrates with existing workflows and tech stack, crucial for larger enterprises and software providers.

Developed and tested over 4 years on hundreds of content and eCommerce sites to train sophisticated algorithms, requiring both time and quantitative veracity of data - a barrier to entry for many companies entering into machine-learning supported content personalization.

Leveraging the unique and proprietary dataset of YouneeqAI, our technology is proven to increase engagement, conversion, and revenue within 1-3 months, for digital businesses from Shopify stores to a Global 100 brand.



50% Increase in Actions

Clicks, Product Views, Call To Actions, Offers

15% Increase in Revenue

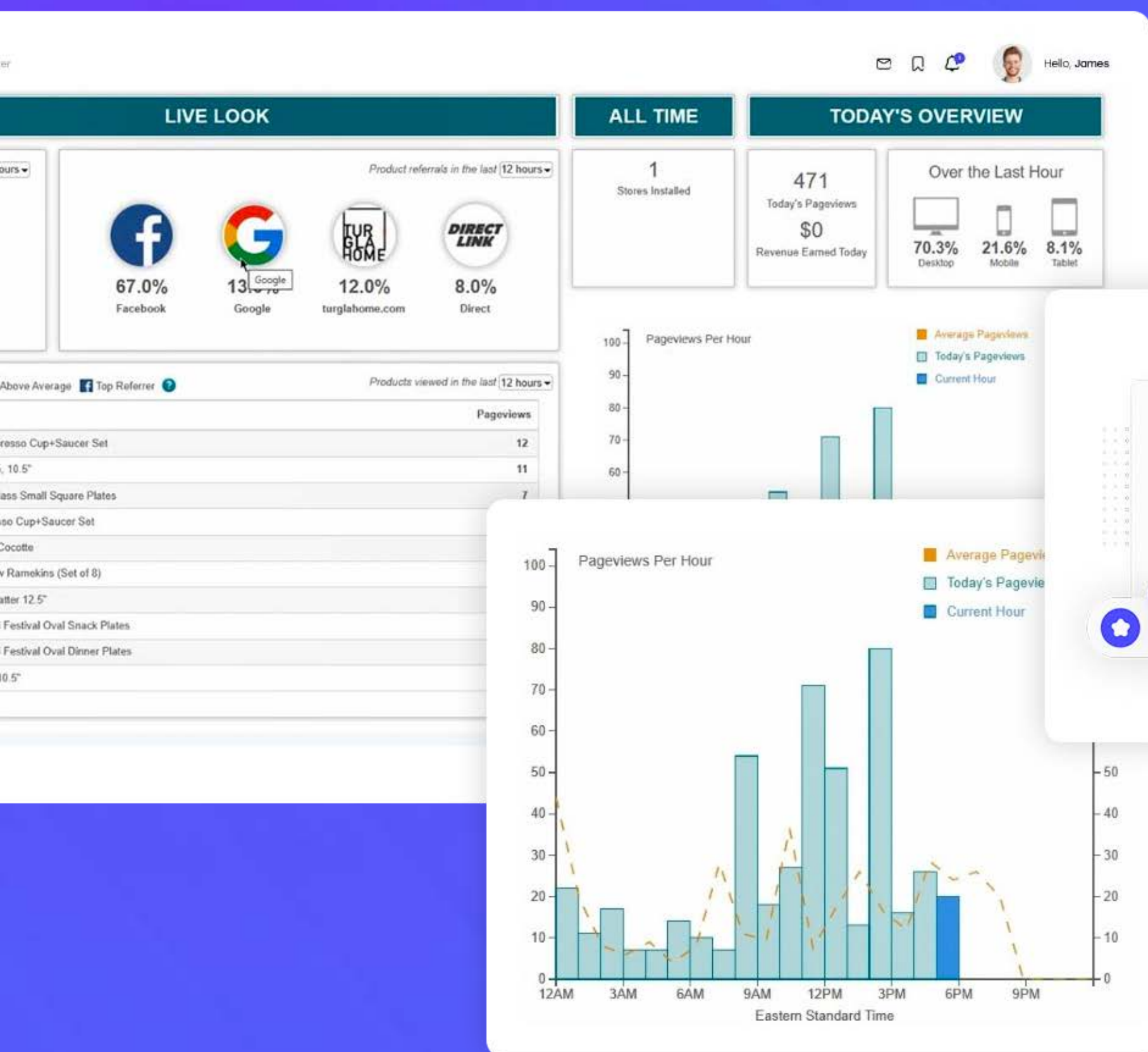
Revenue Per User, Average Order Value, Life-Time Value, Annual Recurring Revenue

25% Increase in Conversion Rates

Email Signup, Add To Cart, Account Creation, Loyalty Signup

3x Increase in Engagement

Time on Site, Page Views Per User, Native Content CPM Rates, Loyalty



Our Mission

YouneeqAI's mission is to transform personalized digital experiences for businesses through **innovative technology**, **driving engagement** and **revenue growth**, while ensuring safety, privacy and security.



YouneeqAI Overview

Founded in 2014, YouneeqAI is an AI-driven cookieless personalization platform that empowers online businesses to deliver personalized digital experiences and increase engagement and revenue.

By utilizing cutting-edge AI and big-data technology, YouneeqAI dynamically evaluates user behavior, content, and products in real-time to provide precisely targeted recommendations, increasing revenue and user engagement levels. YouneeqAI's proprietary software is **built-to-scale** with modern technologies.

With the coming elimination of third-party cookie use, YouneeqAI provides personalized recommendations powered by cookieless AI personalization algorithms, and ensures compliance with consumer protection laws like GDPR, CCPA, and PIPEDA.

YouneeqAI has been operating cookieless since 2014, with industry-leading intelligent algorithms for cookieless personalization, and is one of the only cookieless AI personalization engines in the market today.

In a world where the **online customer experience is paramount,** YouneeqAI's platform provides a critical tool for businesses looking to improve their bottom line and digital campaign effectiveness.

Company Highlights



Increase Revenue with Proprietary AI Personalization Technology

Since 2014, YouneedqAI has been developing and operating a **cookieless AI personalization** engine, developed and tested on hundreds of content and eCommerce sites to train **industry-leading intelligent algorithms.**

Proven results with eCommerce and digital businesses of all sizes including Shopify stores to a Global 100 brand, with up to 50%+ **increase in engagement**, 25%+ **improvement in conversion rates** and 15% **higher revenue.**

- **Outperforms Salesforce Einstein** in 50/50 split testing in a 60-day POC.



Empower Businesses to Thrive in a Post-Cookie World

YouneedqAI's cookieless solution addresses the critical need to adapt to the evolving landscape of web browsing and consumer safety, privacy and security concerns, with Google Chrome set to **phase out third-party cookies by the end of 2023.**

Seamless Workflow Integration: Easily integrate YouneedqAI with existing workflows and tech stack, without the need for dedicated teams or extensive customer support.

Real-time scalable software as a service that can also be used through **third party integrations** and YouneedqAI's Shopify App.



Proven Go-To-Market Success and World-Class Leadership Team

Previously scaled business to \$380K ARR serving digital publications, and now poised to serve the global eCommerce market, with new technology developments to the **battle-tested big-data platform.**

Exceptional award-winning leadership of industry experts and successful entrepreneurs with 30+ years of experience in their respective fields of technology, business, finance and legal.

Leveraging extensive industry relationships and network for business and technology development, including opportunities for strategic partnerships, M&A and investment.



Our Products

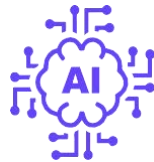
Experience the power of high IQ automation. YouneeqAI uses advanced AI and machine learning to increase user experience and engagement levels, growing your revenues to a whole new level.



Plug-Ins:

YouneeqAI can be used through plug-ins with multiple eCommerce platforms, content management systems (CMSs) and publishing platforms.

- YouneeqAI currently has a Shopify App and we will also be building a WooCommerce and BigCommerce app, to reach millions of eCommerce stores.



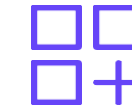
YouneeqAI Embedded:

YouneeqAI is a fast and efficient solution for software vendors to integrate AI-based personalization with their content or eCommerce software, through a simple technology overlay or dedicated tech stack, as well as customizable functionality. YouneeqAI will manage the AI-personalization technology and updates, as well as enhance platform user interface to offer personalized experiences and reporting.



YouneeqAI Email - Personalized Email Marketing:

YouneeqAI will soon add real-time personalized content to your emails with YouneeqAI's AI engine and any email service provider (ESP).



Enhanced Customer Dashboard:

Get more insights and value from YouneeqAI's customer dashboard with new ROI metrics.



Self-Serve A/B Testing Functionality:

YouneeqAI will soon let businesses create and manage A/B testing to optimize personalized experiences within the UI and dashboard.



AI-based Personalization Beyond Digital:

Use AI to create a unified customer experience, personalizing digital signage, kiosks, tablets, call centers and more.



Self-Serve Personalization Use Cases:

YouneeqAI will soon enable businesses to personalize their own experience.

Business Model

YouneeqAI follows a B2B SaaS subscription model, where customers can pay a monthly fee (with recurring revenues) or choose to make quarterly or annual payments under multi-year contracts (with 85%+ margins after 3-5 years).



eCommerce Plugins: Monthly Billing

- Utilize customer feedback and data to help scale direct sales and ISV efforts.

eCommerce Sites: Monthly Billing, Annual Licenses with Tiered-Pricing

- YouneeqAI's direct sales customers are eCommerce and digital content sites.

Independent Software Vendors (ISVs) & Partners: Monthly Billing, Annual Licenses.

- Private label licensing: ISVs sell and market YouneeqAI to their customer base, including YouneeqAI Embedded.



Sales & Marketing Strategy

Leveraging our \$380K ARR success in digital publications, we enhanced our battle-tested big-data platform to now target the opportunities of the global eCommerce market.

- ▶ YouneeqAI focuses on mid-market companies in eCommerce, software vendors, and digital media, that are underserved by major personalization engines, in North America and globally.
- ▶ Reach customers through online content and syndications, search engine optimization and marketing, and social media.
- ▶ Affordable initial cost of entry and plans to start with Shopify, WooCommerce, and BigCommerce.
- ▶ Enables advanced personalization, driving revenue and engagement while maintaining data privacy compliance.
- ▶ Positioning ourselves as a key player in eCommerce personalization, ready to scale and generate revenue.



Competitive Landscape

Validated Effectiveness: In a 60-day POC, YouneeqAI outperformed Salesforce Einstein, a leading 3rd party cookie-based personalization solution, in key performance metrics, including: nearly 25% more engagement with product recommendations, 15-25% higher conversions on calls to action, and nearly 10% increase in revenue.

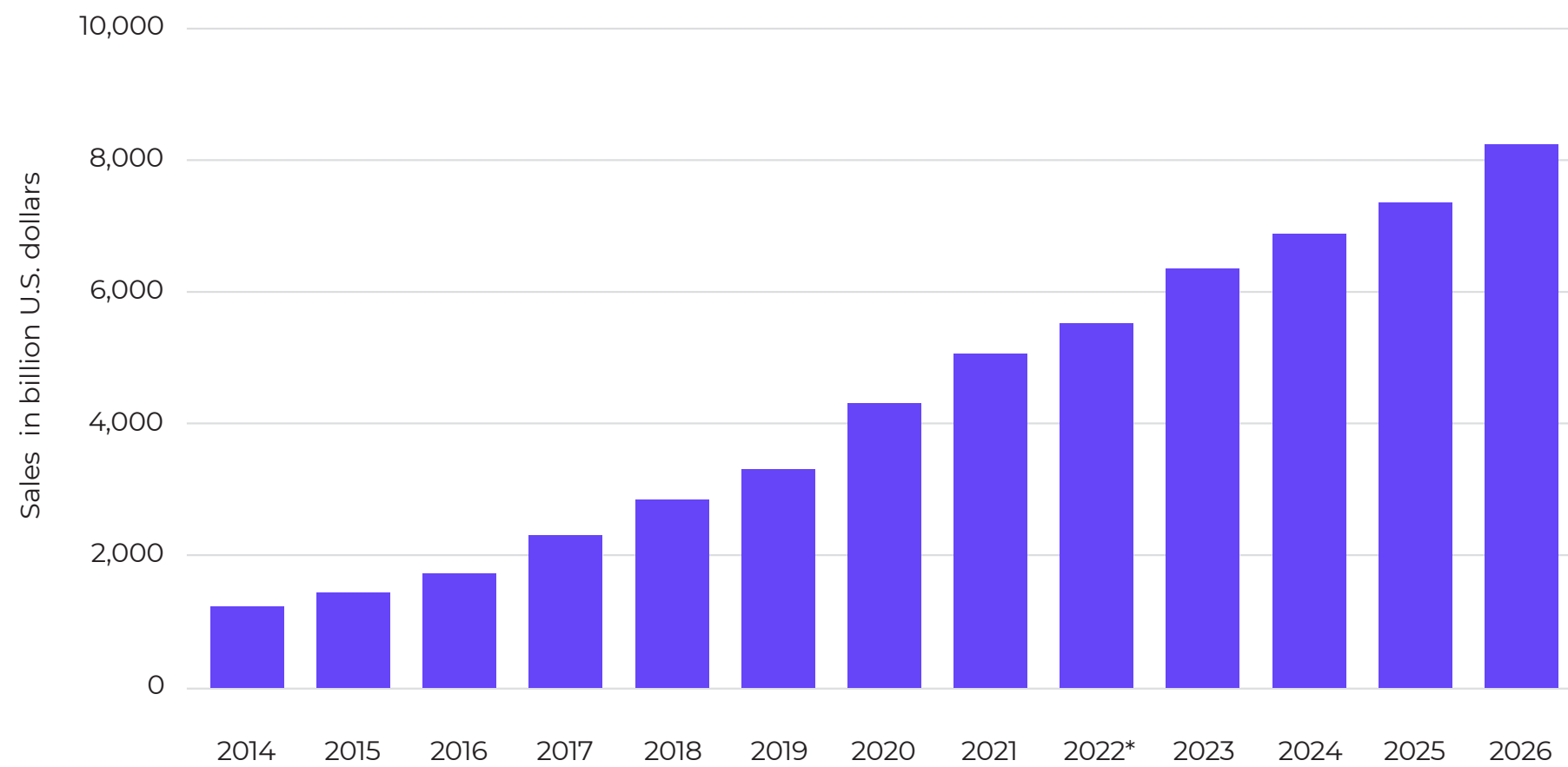
YouneeqAI outperformed without requiring data access as a sophisticated cookieless cold-start algorithm, whereas Salesforce Einstein had access to global marketing data.

	YouneeqAI	Pure Clarity	Narrativ	Bounteous	Salesforce Einstein
Anonymous User Focus	✓	✗	✗	✗	✗
Cookieless Solution	✓	✗	✗	✗	✗
AI Enhanced Search Feature	✓	✗	✗	✗	✓
Full Site Curation	✓	✗	✗	✗	✗
Personalized Recommendations	✓	✓	✓	✓	✓
Wordpress Plugin	✓	✓	✗	✗	✗
Drupal Plugin	✓	✗	✗	✓	✗
Shopify Plugin	✓	✗	✗	✗	✗
Ecommerce Version	✓	✓	✓	✓	✓
Digital Content Version	✓	✓	✓	✓	✓

Global Market Opportunity

Worldwide Retail E-commerce Sales

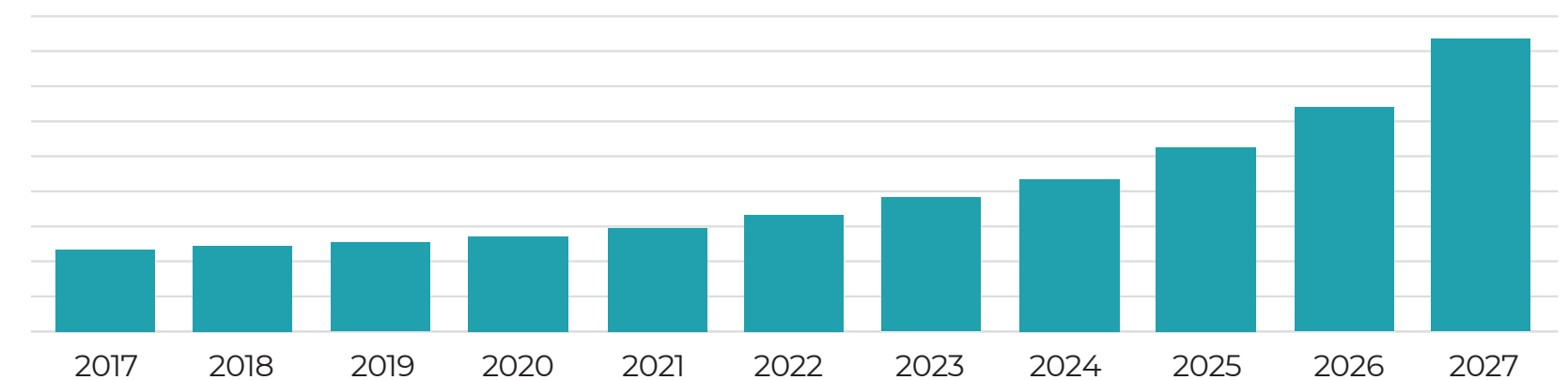
- Market Size in 2021: **US \$5.2T**
- Market Size in 2026: **US \$8.1T**
- CAGR: **56%**



AI Personalization Market

- Market Size in 2020: **US \$2.2B**
- Market Size in 2025: **US \$7.3B**
- CAGR: **26%**

Market Size Outlook (USD Million)



2017 : **USD \$1,173.35**

13.78%
Year-over-Year
growth rate of 2023

20.45%
CAGR 2022-2027

Accelerating
Growth Momentum

USD 2,541Mn
Market Size
Growth

Sources: www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales · www.irpcommerce.com/EcommerceMarketData.aspx · www.invespcro.com/blog/the-average-website-conversion-rate-by-industry

Our Partners & Awards



Management Team

Exceptional leadership of industry experts and successful entrepreneurs with 30+ years of experience in their respective fields of technology, business, finance and legal.



Murray Galbraith
CEO & Founder

Over 35 years of experience and a proven track record of developing new businesses and leading digital transformations. Took his first company public.



Mike Lally
CTO

Mike has assisted some of the largest companies in the world such as IBM and EDS and assisted small to midsize companies. His background is in data and data modeling.



Jim Romano
Director

Jim Romano's career spans thirty years of successful strategic start-ups for small to medium-sized businesses in Canadian and US markets. He's provided corporate strategy, branding, and structuring, and successfully raised initial capital in venture markets.



Todd Heinzl
Governance

Todd Heinzl holds over 30 years of experience in the investment and financial services industry. With a focus on assisting Globally minded micro and small-cap companies to achieve up-listing results for their market shares.

Corporate Information & Ask

Company Name: YouneeqAI Technical Services Inc

Ticker Symbol: OTC: YQAI

Outstanding Shares: 52.25M

Offering Size: \$500,000 CDN or \$375,000 USD

Use of Funds: Sales, Marketing, I.P Protection, Working Capital



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YouneeqAI

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