

ContentOro Investor Presentation

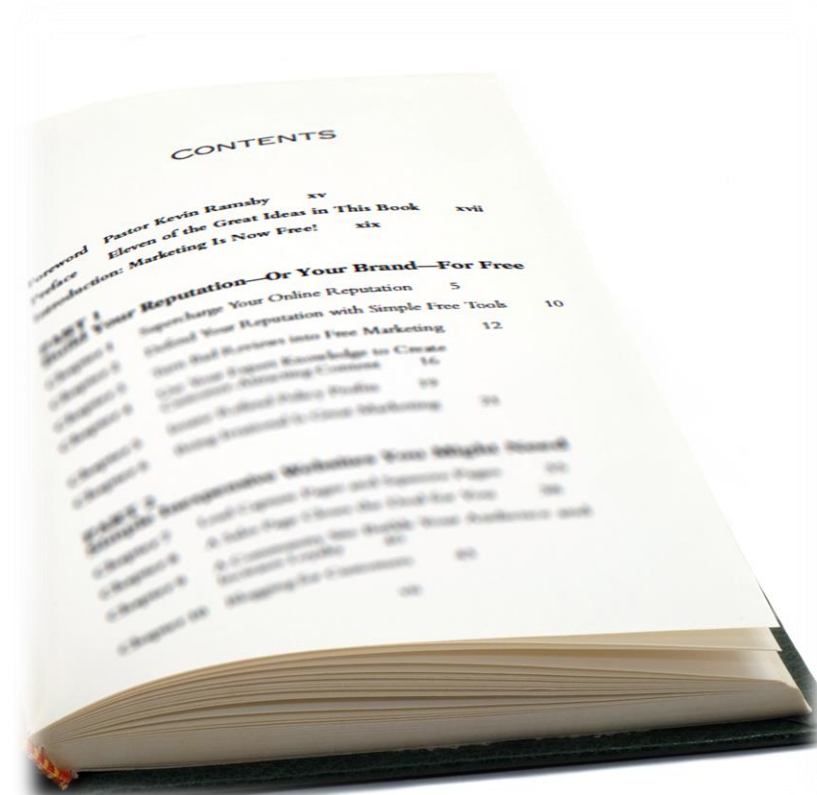
October 2017

Contents



The World's Best Content.

The Opportunity	page 2
The ContentOro Advantage	Page 3
Customer Successes & Benefits	page 4
Market	page 6
Product & Technology	page 9
Product Applications	page 13
Publishers	page 18
Sales Strategy	page 21
Competition	page 27
Team & Financials	page 29
Milestones	page 37
Appendix	
• Cost to Acquire Customers	page 41
• Pricing Comparison	page 42
• Technology	page 43
• Publisher Profiles	page 48



The Opportunity

***Change the Content Marketing industry
and build a business with sales of \$100M in 5 years***

390 Million

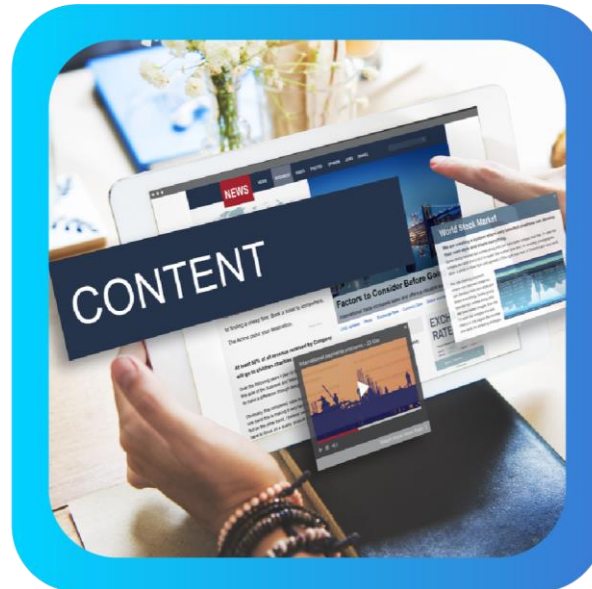
Quality Articles
Available from Books



\$160 Billion

Digital Content Marketing
Industry

Growing at 36% per year*



Content Marketing is changing the way businesses find and engage their customers.

Content Marketing involves the creation and sharing of information and entertainment online (such as blogs, videos, and social media posts) that does not explicitly promote a brand, but is intended to stimulate interest in the brand's products or services.

In February 2016, ContentOro, Inc. entered the \$160 billion dollar market that creates marketing content for the internet with its product *Content QSV*, having the following advantages:

- ✓ Projected revenue of \$100 million in 5 years
- ✓ First mover advantage, with proprietary software to use written and illustrated content from books on the internet
- ✓ Exclusive access to more than 200 million expertly written articles
- ✓ Subscription-based model propelling revenue growth, with MRR (Monthly Recurring Revenue) and ARR (Annual Recurring Revenue)
- ✓ Significant untapped growth potential beyond the English language, and beyond books
- ✓ A team of publishing, marketing, and technology executives with deep experience in the required disciplines
- ✓ **A business model proven by Getty Images, which sold for \$3.3 billion in 2012**



Example Customer Results

- ✓ 258% increase in pages viewed per session
- ✓ 145% increase in time on site
- ✓ 76% of visitors are new acquisitions
- ✓ 54.5% of visitors are new from search engines like Google
- ✓ 1/10 the cost of Google AdWords (estimate)
- ✓ 16% increase in traffic in 10 weeks



ContentOro offers game-changing advantages over traditional content marketing

Traffic: Prospects looking for information through search engines like Google are drawn to customer websites with Content QSV. By installing exclusive articles from just one book, customer websites see between 2% (high volume sites) and 40% (low volume sites) of their traffic coming from the content, with 72.7% of visitors being new.

Quality Engagement: Internet users who see ContentOro content visit 3X as many web pages and stay on customer sites more than 1.5X as long. Results for one customer with a \$60,000 annual subscription were 1.9 million page views and an average of 5 minutes per session in just one year. Each page viewed is a new chance to sell products and services.

Lower Cost: Content QSV saves customers money by offering a lower cost alternative for high-quality content. Customers pay \$100 per article per year for exclusive digital content versus ~\$250 for the same length article from the competition. The average cost per click is \$.17 compared to \$1.70 for Google AdWords. In addition, Content QSV includes professional images at no additional cost.

Speed to Market: ContentOro offers the only source of exclusive content that is already created and can be installed on websites quickly. This allows customers to participate in fast-moving conversations on social media, and to be found by curious search engine users. It is also possible to quickly adapt content to the needs of the customer, adding relevant keywords such as brand names to better attract customers and sell products. With Content QSV, launching new product lines with a supporting content strategy can happen in weeks instead of months.



Market

Brands depend on Content Marketing to engage their audiences on the internet. According to Nielson, people aged 18 to 34 spend more of their time each day online than they do watching television, by a margin of 39% to 29%.

In 2015, content creation for the internet was a \$140 billion industry growing at 36% CAGR* over the previous 5 years, a trend that is expected to continue. Consider that eCommerce sales in 2016 were only 11.7% of all retail sales. That industry is growing at 17.2% per year, which provides ample opportunity for ContentOro.

According to Marketo's 2016 survey, content creation is the number one concern of marketers. In the past, the only options were to pay freelance writers or use the resources of an internal marketing department.

There is no dominant written content provider today; the opportunity is open.

Book Publishing is a strong \$151 billion industry searching for the next opportunity for the millions of books they've published. No one has come with a large-scale solution for using them online...until now.

Just like Getty Images, who transformed advertising by creating a platform to buy and sell stock photography, there is an even larger opportunity to use this model for written content, especially if it is of excellent quality.

The Industry Problem

Creating enough Content
is the #1 concern of marketers*



- ✓ Time consuming
- ✓ Expensive
- ✓ Inconsistent Quality

Our Unique Solution

ContentOro's massive library
meets the growing need



- ✓ Instantly available
- ✓ Low licensing fee
- ✓ Professionally written and edited by experts, high quality



Product & Technology

A unique combination of tools

ContentOro has developed technology to systematically break books down to articles, which can be quickly added to any website and be shared in social media, on blogs, and in email campaigns.

- ✓ Our technology solves a problem for book publishers, who all want to use their content on the internet by making the books flexible, interactive and shareable.
- ✓ By using the machine learning tools we've created, we are able to do the hard work of reshaping book content for the internet quickly and efficiently.
- ✓ Our technology is unique in its ability to process any book (of which there are a massive variety of form factors) into our custom database, regardless of its complexity, and deliver it to any website, regardless of platform.

Our technology stack includes a combination of proprietary software and machine learning tools, a custom database, application program interfaces (API's), and custom themes (style sheets). Combined, these tools quickly deliver and control content for websites, and match our customers' look and feel by adapting to their style automatically.

Quality, Speed, Value

ContentOro provides a new way to do content marketing, delivering large amounts of expert content quickly and beautifully to any website or device.

Content QSV gives brands a library of content to choose from to create “knowledge centers” for their target audiences. This immediate access to quantities of relevant content establishes a brand’s authority and allows them to build and execute marketing campaigns involving social media, email, and search engines more quickly.

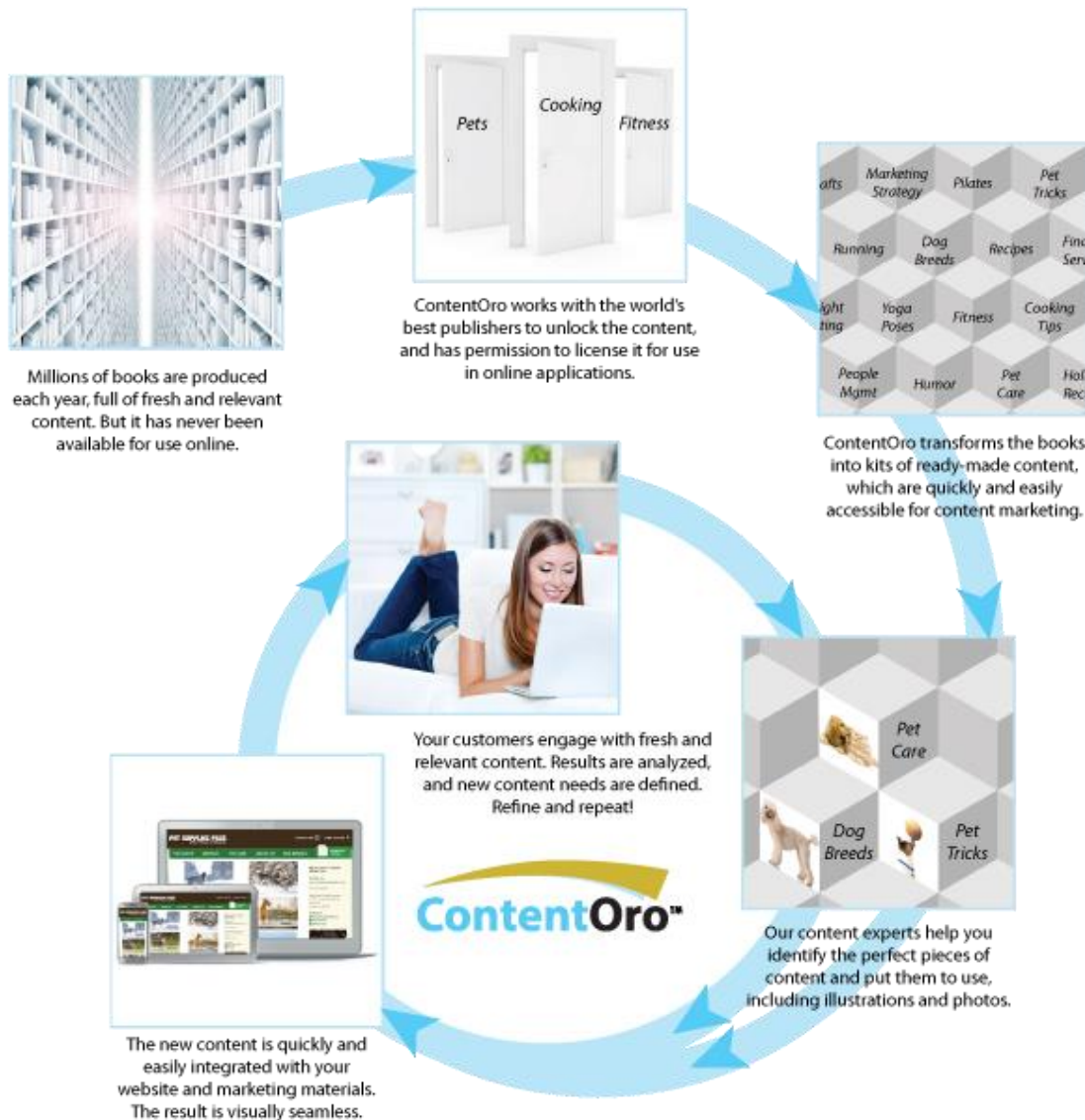
Currently in development are complementary services that will allow clients to maximize the potential of their content. See “How It Works: Next Steps” for details.

ContentOro is transforming how brands build and execute digital campaigns, just like Getty Images did for photography.



Content Marketing with Articles

The Content QSV Process





Applications

Attracting customers through search

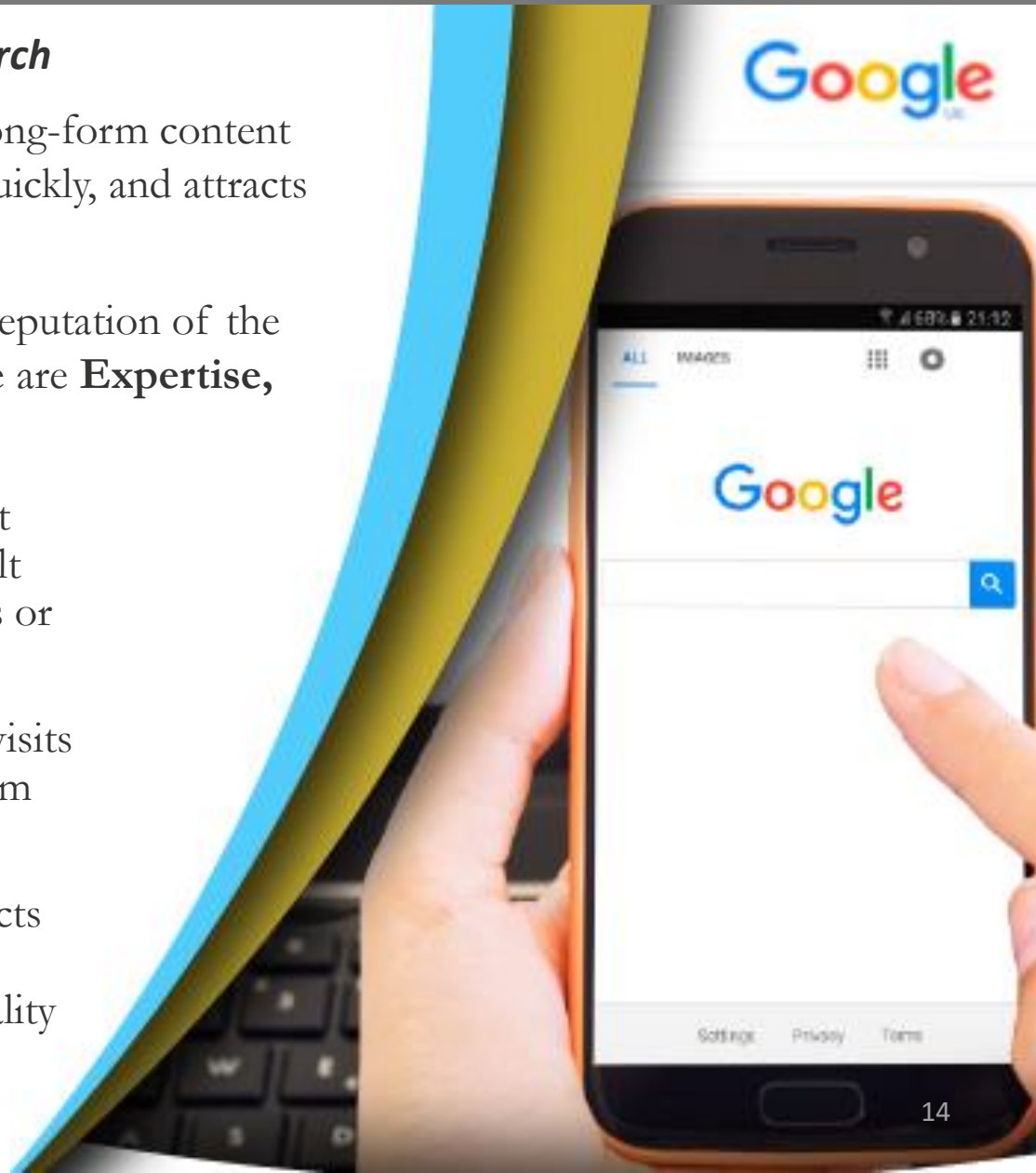
ContentOro provides high quality long-form content that installs instantly, gets indexed quickly, and attracts search engine users.

Google bases search results on the reputation of the website. The measurements they use are **Expertise, Authority, and Trustworthiness.**

Quantity matters. The average first page listing on a Google search result leads to an article that is 2500 words or more.

Visibility matters. 62% of all site visits come from the first three results from Google search.

Quality matters. Google, who directs 75% of all internet traffic, spends billions of dollars evaluating the quality of content on the web.



One-to-one conversations with customers

ContentOro provides a library of expertly written content in enough quantity to enable clients to have meaningful one-to-one communications with their customers

205 billion emails are sent a day

- ✓ The average email ROI is \$38 for every \$1 spent
- ✓ Email conversion rate is higher than search and social media combined
- ✓ Personalized emails deliver six times higher transaction rates



Connect with customers socially

The library of content ContentOro delivers allows brands to converse with their audience through social media...about anything.

Fast-moving conversations and trends require high quality content on demand.



A marketer's dream

ContentOro technology and content combine seamlessly to produce high quality apps in minutes.

Apps allow a self-contained and controlled platform to deliver content and products together in a bundled package.

Apps are highly desired by marketing professionals because of the ability to control the content and put a brand asset in consumers' hands.





Publishers

Publishing Partner Agreements

The largest source of content in the world is printed books

We have negotiated digital licensing agreements with many of the world's leading nonfiction publishers, making over 2 million books available for content marketing purposes. These books cover a wide range of subjects, from cooking and gardening to medicine and law, providing clients from any industry with a wide variety of content suitable to their target customer.

The licensing agreement typically works on a revenue share basis, with 20-25% of the gross income being paid to the publisher. This is a new and welcome source of income for book publishers.

Current publisher partners include John Wiley and Sons, National Geographic, Octopus Publishing (part of Hachette), and St Martin's Press (part of the Macmillan publishing group).

Our leadership team has unique experience and contacts in the book publishing industry, which has made the challenging task of finding partners and developing strong ongoing relationships possible.



WILEY



weldonowen
food • drink | life • style |



Additional Publisher Partners



Welser Books



Conarl Press



Hampton Roads



TURNING
STONE
PRESS

PHAIDON



ILEX MEDIA



hamlyn



Red Wheel



INSIGHT  GUIDES

MITCHELL
BEAZLEY





Sales Strategy

\$500M

**5,000 companies x
\$100k annual sales**

Inside Sales

Highly strategic use of sales team and marketing automation tools to reach executives in thousands of target companies.

\$600M

**25,000 companies x
\$24k annual sales**

Partner Sales

Partnerships with agencies and other content service providers makes Content QSV available to more companies in an economical model.

\$500M

**250,000 companies x
\$2k annual sales**

Self- Serve

Marketplace where customers select articles for their websites, blogs, and social media campaigns.

\$1.6 BILLION OPPORTUNITY

Integrating content with sales and marketing automation

We use informative articles to reach prospects and move them through a strategic content marketing funnel to a sale. As an alternative to high-pressure sales pitches, we employ marketing automation to nurture a much larger audience with thought leadership content from our own publisher partners, with the goal of being top-of-mind when the time comes to buy.

Rationale

- ✓ The information we supply our prospects shows us to be experts in online marketing
- ✓ Trust is built with the target audience before sales staff are engaged
- ✓ 47% of buyers view three to five pieces of content before engaging with a sales rep
- ✓ Content libraries housed on ContentOro.com attract further prospects via organic search
- ✓ Sales force costs are reduced, and customer acquisition cost is minimized
- ✓ This strategy provides meaningful sales results that compensate for the low average conversion rate statistics that startups are faced with

Scaling with partners who provide services around content

We work with partners in complementary disciplines who want to provide content to their clients. Exclusive and syndicated content is delivered via partners to their many clients with minimal effort on our part.

Rationale

- ✓ This is an economical sales model. Based on revenue sharing, it reduces sales overhead and has lower risk.
- ✓ It is a quick way to reach a large number of customers
- ✓ We have proven results with current partner, LinkNow Media, and are in negotiations with an international website host to provide similar solutions for their 17 million customers.
- ✓ There are a large number of potential partners, including website hosts, SEO strategists, digital ad agencies, and marketing consultants whose services also depend on content supply.
- ✓ We provide long-form content, which is often a missing component in the campaigns ad agencies run for their customers
- ✓ 70-75% gross margin provides generous margin to share with partners

Self-Serve Channel – Launching June 2018



Bringing buyers and sellers together with the first Content Marketplace

Currently, there isn't a place on the internet to buy or lease content. Our team's unique access to massive libraries of articles and our unique technology combine to automate the delivery of single articles or full libraries of content to limitless customers.

Rationale

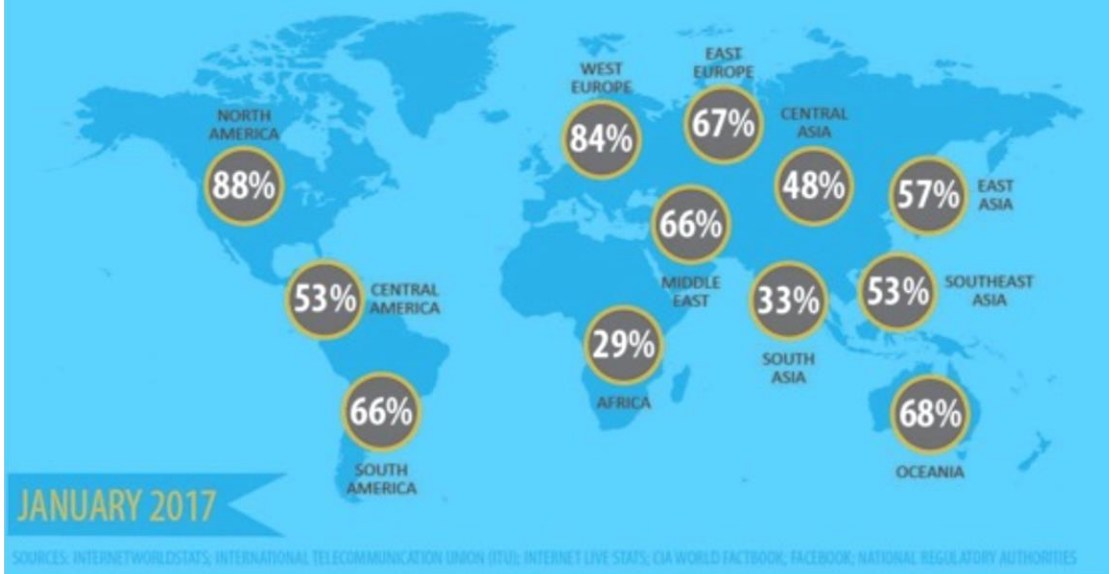
- ✓ Marketers like to self-select content, currently spending \$4 billion on stock photography through self-serve sites like Getty Images and Shutterstock
- ✓ ContentOro has access to about 200 million articles over a wide range of subjects, allowing for a comprehensive marketplace managed with existing eCommerce platforms. For comparison, Getty Images has 80 million photos.
- ✓ ContentOro receives regular requests for access to a library to “see what we have to sell”
- ✓ Customers have expressed the desire to buy one article at a time for blogs or social media posts
- ✓ ContentOro's current technology stack is built to show and sell content through a self-service eCommerce-like system
- ✓ Small and developing businesses can't afford quality content today

Further Sales Opportunities

International Markets

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



US Second Languages

- ✓ Spanish
- ✓ Chinese
- ✓ French
- ✓ Korean

English Language Foreign Markets

- ✓ UK and Ireland
- ✓ Canada
- ✓ Australia and New Zealand
- ✓ South Africa

International Language Markets

- ✓ France
- ✓ Germany
- ✓ Spanish-Speaking
- ✓ China
- ✓ Japan



Competition

Competitive Overview

Competitors providing similar services. None sourced from books.

	Overview	Ex. Firms
Writer Marketplace	These sites connect firms to freelance writers ranging from amateurs to experts and charge per article or per word	
Marketing Agency	These companies offer integrated marketing, consulting, and advertising solutions along with content services	
Freelance Writer	People who are self-employed who specialize in freelance writing or journalism	Novice, professional, and niche self-employed writers
Content Aggregator	Content distributors that license exclusive rights to a library of published works, usually in a revenue share agreement with publishers	
Staff Writer	Either hired staff writers or marketing managers diverted from primary MOS in order to publish original content marketing work	Staff writers, marketing managers



Team & Financials

Key Leadership Team



**Bob
Chunn**

*Founder and
Chief Executive
Officer*

Digital Marketing
eCommerce
Publishing

Meijer
Kmart
Borders



**Yalcin
Yanikoglu**

*Chief Technology
Officer*

Software
Hardware
Entrepreneur

IBM
Xerox
Adobe



**Rod
Hare**

*Chief Operating and
Finance Officer*

Chartered Accountant
Publishing
International Licensing

Dorling Kindersley
Little Hare Books
Australian Licensing
Corporation



**Sean
Moore**

Chief Content Officer

Publishing
International Rights
Management

Dorling Kindersley
Moseley Road



**Candace
Chapman**

*Vice President
Marketing*

Digital Marketing
Social Media
eCommerce

Borders
Waldenbooks
Commerce Guys

Key financial metrics

\$000's	December	December	December	December	December	December
Profit and Loss Statement	2017	2018	2019	2020	2021	2022
Total Revenue	280	1,569	10,578	31,720	64,474	101,349
Gross Profit	213	1,030	7,787	23,981	49,053	77,350
Total Operating Expenses	751	3,385	8,141	12,494	17,137	24,114
EBITDA	(538)	(2,354)	(354)	11,487	31,916	53,236
Balance Sheet						
Total Assets	2,902	2,548	2,305	11,433	31,081	35,543
Total Liabilities	34	102	386	878	1,617	1,778
Total Equity	2,868	2,447	1,919	10,555	29,464	33,765
Cash Flows from Operating Activities						
Net cash provided (used) by Operating Activities	(574)	(2,517)	(1,218)	7,347	16,973	29,810
Cash and Cash Equivalents - End of Period	2,853	1,960	469	7,558	24,071	53,055
Other Statistics						
Number of customers	28	408	3,411	10,913	25,420	28,257
Number of sales representatives	1	13	37	41	49	51
Number of FTE staff (including contractors)	6	39	81	103	142	152

ContentOro is raising \$107,000 as working capital towards a \$5.0 Million A-Round capital raise. Today ContentOro has raised \$1.4m in equity and debt.

Spend

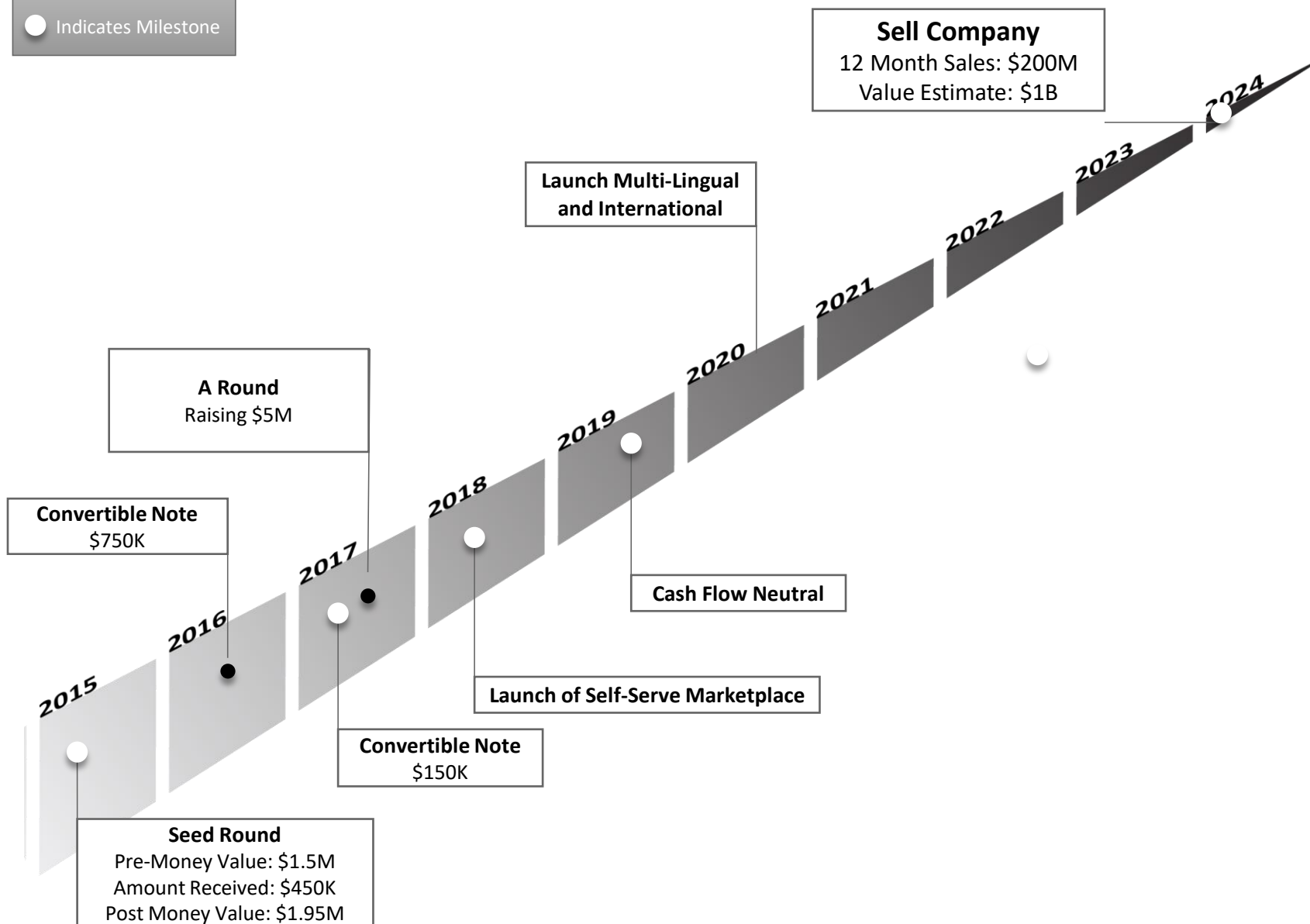
- ✓ Time Period= 24 months
- ✓ Working Capital (\$1.9M)
- ✓ Add Sales Team (\$2.3M)
- ✓ Marketing (\$4.3M)
- ✓ Marketplace (\$1.0M)
- ✓ Margin Offset \$4.7M
- ✓ Net Spend \$4.8M

Achievement

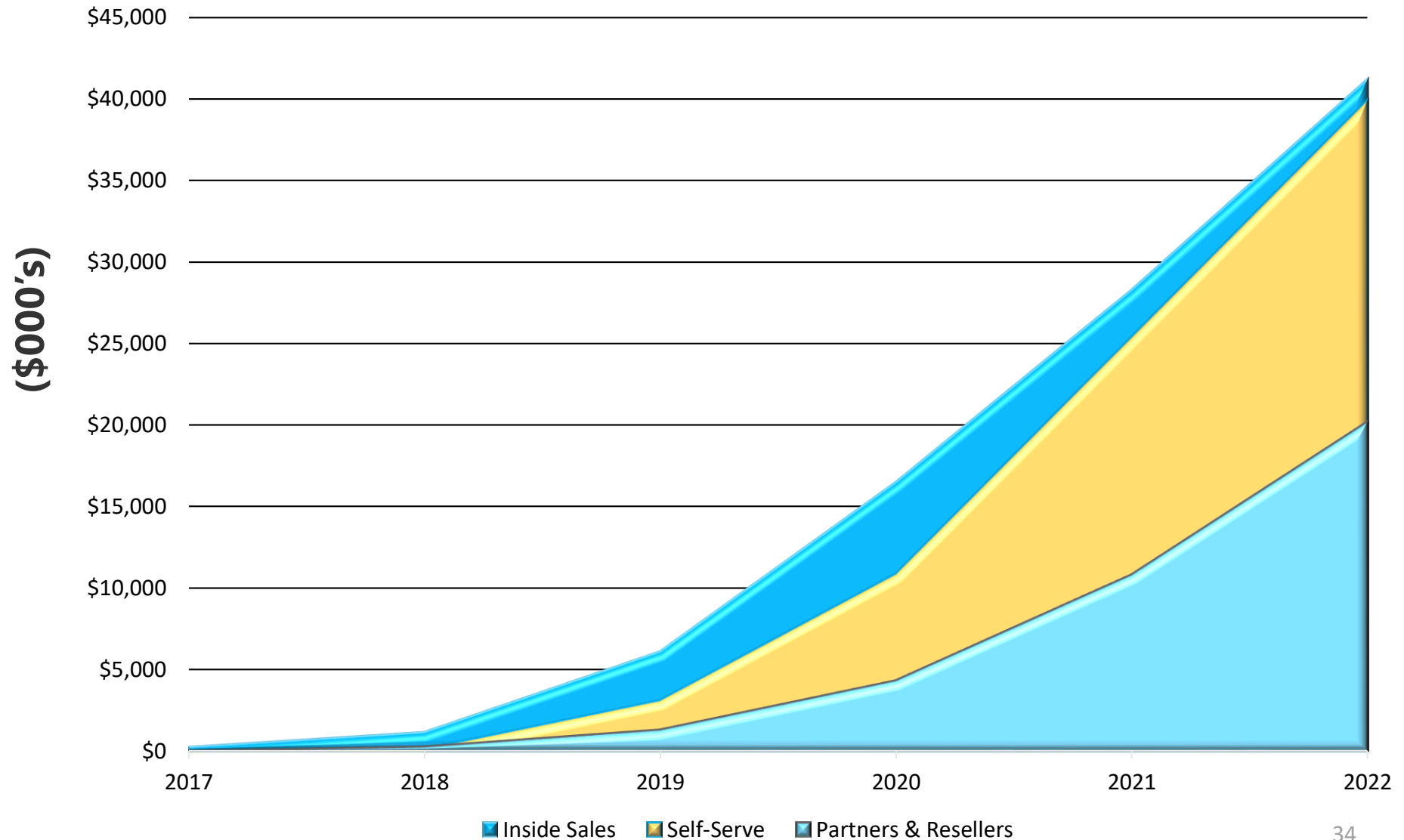
- ✓ Funds used through Dec '19
- ✓ 37 person sales team
- ✓ 1.3M Leads in database
- ✓ 3000 Customers
- ✓ \$10M annual sales
- ✓ Cash Positive (Sept '19)
- ✓ Profitable (Aug '19)

Valuation Timeline

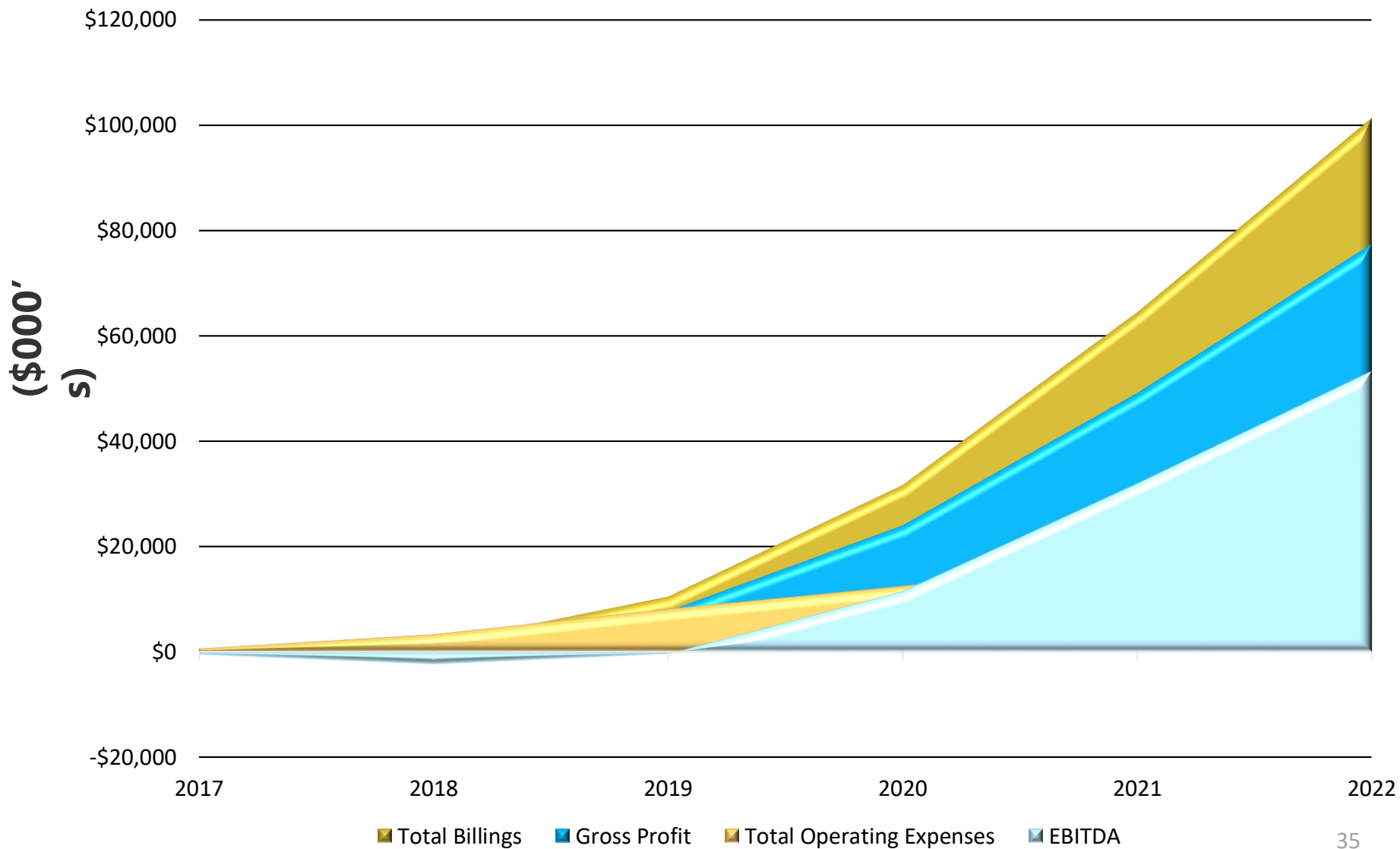
● Indicates Milestone



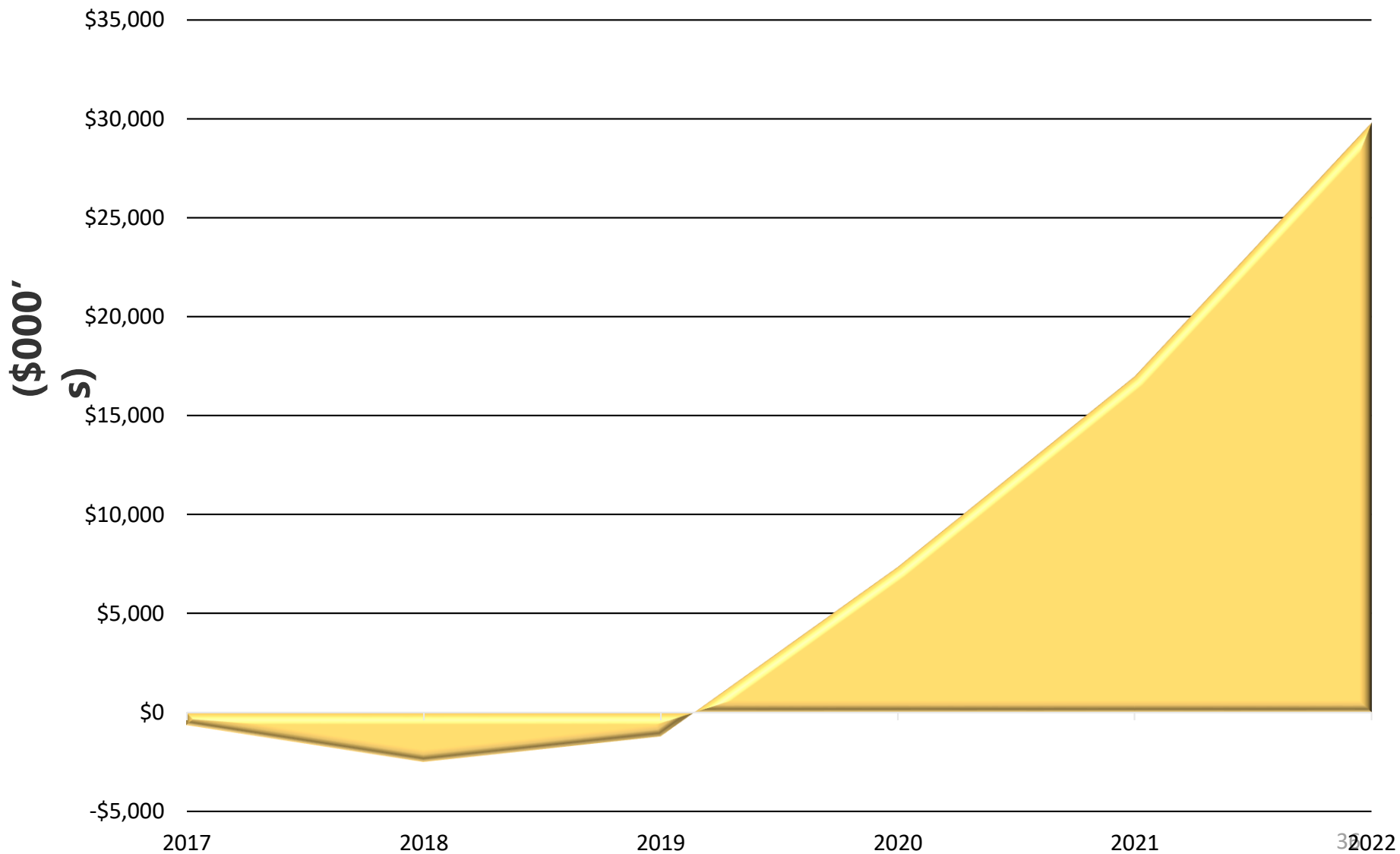
Sales Projections



Profit and Loss



Net Cash Provided (Used)



2014-2015

Q2 2014: Each Page LLC formed to pursue the use of books as content on the internet

Q3 2014: 1st hire, Yalcin Yanikoglu as Chief Technology Officer

Q4 2014: Tested minimum viable product

Q1 2015: Signed first publisher

Q2 2015: First MVP customer, Small Business Association of Michigan

Q2 2015: \$450K Seed round with Michigan Angel Fund, Lis Ventures, and Invest Michigan.

Q4 2015: Semi Finalist: Accelerate Michigan

Q4 2015: Winner: UofM Venture Capital Investment Competition

2016-2017

Q1 2016: First Enterprise Customer, Pet Supplies Plus

Q1 2016: Winner: Best Business Model (New Enterprise Forum)

Q1 2016: Finalist: Startup Of The Year (EMU)

Q2 2016: Winner: Innovation Award (SBDC)

Q3 2016: \$950K Convertible Note

Q3 2016: First International sale, to Cathay Pacific airline

Q3 2016: Tenth customer, CITRIX supplied with content

Q3 2016: MVP Content-On-Demand WordPress Plugin launched

Q4 2016: Semi Finalist: Accelerate Michigan

Q1 2017: First annual contract renewed

Q1 2017: Email marketing campaign launched

Q2 2017: 20th publisher partner signed

2017-2019

Q4 2017: A-Round Financing

Q1 2018: Sales force hired

Q1 2018 : Reseller program launched

Q2 2018 : Self-Serve Marketplace Launched

Q3 2018: First \$1,000,000 in sales achieved

Q3 2018: 100th customer

Q1 2019: 10th reseller

Q2 2019: 1,000th Customer

Q4 2019: Cash-Flow positive and Break-Even

Q4 2019: \$10,000,000 in annual sales

2020-2021

Q4 2020: 50th employee

Q4 2020: \$31,000,000 in Revenue and \$11,000,000 EBITDA

Q1 2021: 50th Reseller signed

Q4 2021: \$64,000,000 in Revenue and \$32,000,000 EBITDA

Q4 2022: 101,000,000 in Revenue and \$53,000,000 EBITDA

Why Invest in ContentOro?

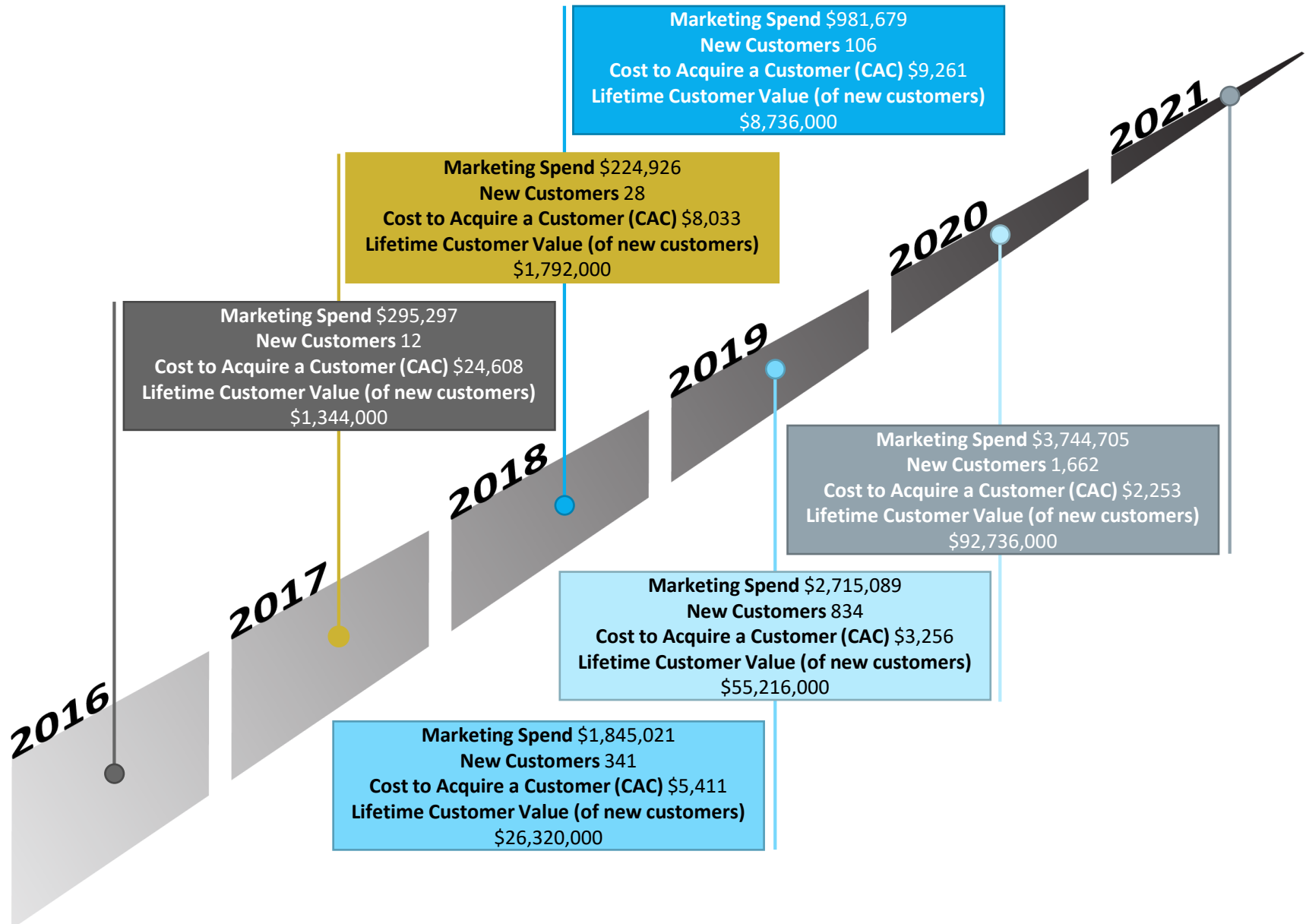
- ✓ Low level investment with a potential for high returns
- ✓ Massive, worldwide market
- ✓ Huge source of supply with exclusive rights
- ✓ Proven proprietary technology
- ✓ Annual recurring revenue model
- ✓ Current customers with proven results
- ✓ High gross margin
- ✓ 1st online self-serve marketplace for content
- ✓ EBITDA 33% in 2020 and continues to grow





Appendix

Cost to Acquire Customers



Pricing Comparison

Content pricing traditionally driven by freelance pricing gradient



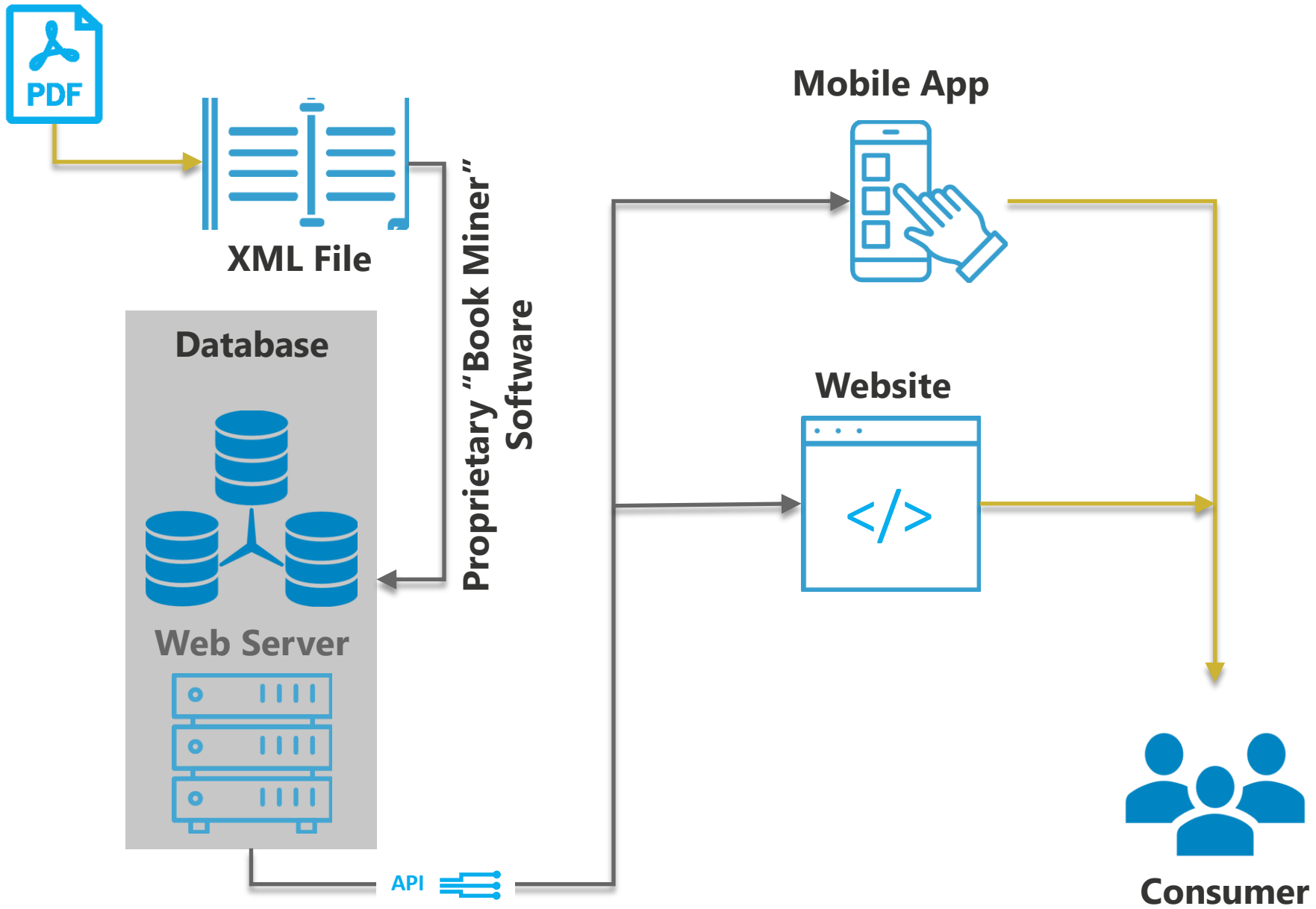
Sources:

Nexecon Primary Research

Note: Analysis assumes average production of four articles per month at 800 word length

NEXECON CONSULTING GROUP

7



How it Works: STEP 1

We start the process with a beautiful book, which turns into hundreds of articles...



How It Works: STEP 2

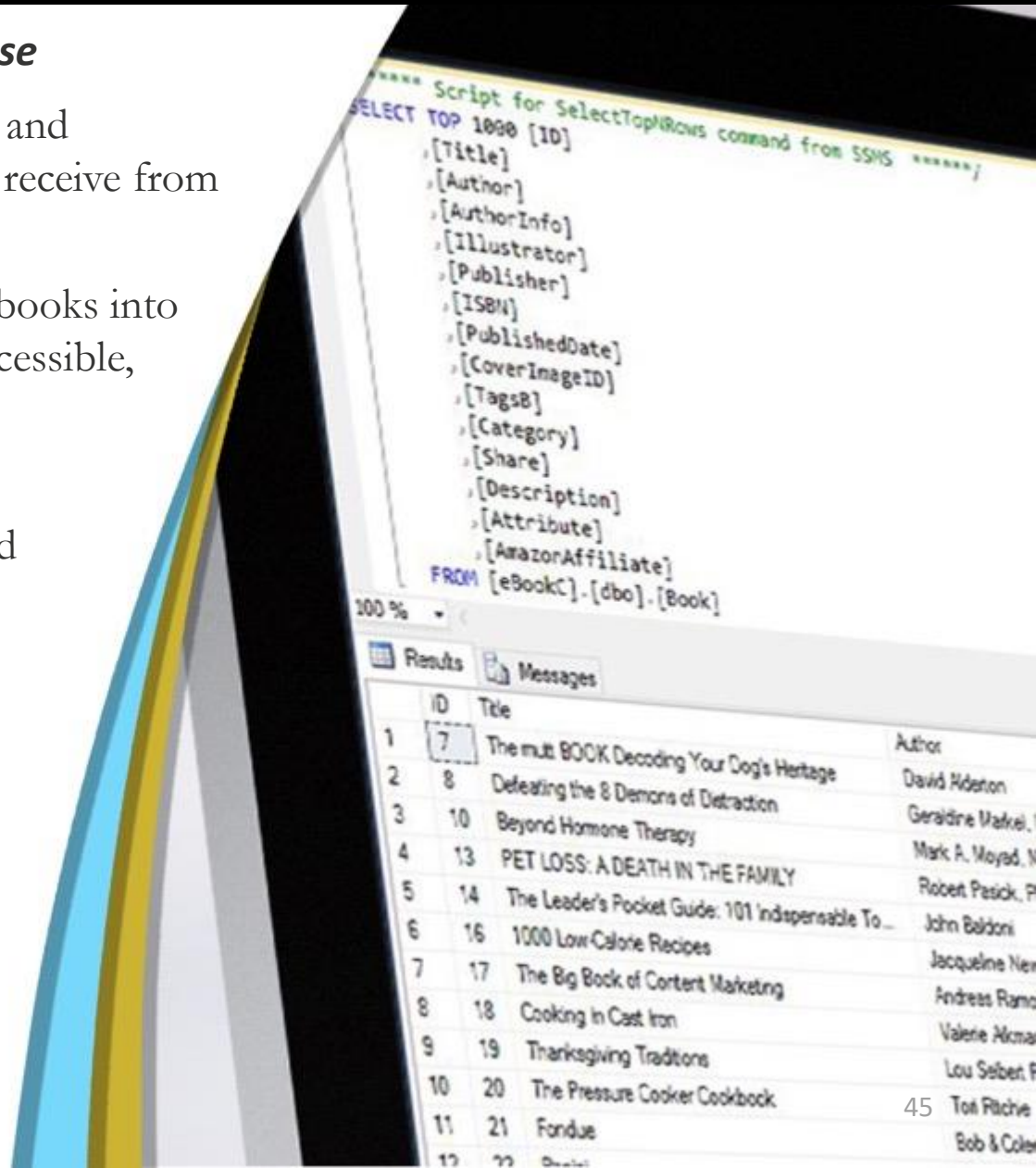
...and is processed into our database

ContentOro's database houses a rich and complex digital version of books we receive from our publishers.

Proprietary software transforms the books into a structure that is hierarchical and accessible, down to each paragraph and image.

The database carefully catalogs text and images, including their spatial and contextual relationships, so that the content can be adapted to look and behave in infinite ways.

A recent technological advancement allows for the option of a micro-database that can be stored at a customer's site, providing faster local access and protecting the content through encryption.



How It Works: STEP 3

...and delivered through themes.

- ✓ Secure delivery through API streaming and Microsoft Azure cloud storage
- ✓ Delivers articles in pre-designed themes to display beautifully on web or mobile platforms...in 10 minutes
- ✓ Automatically formatted to match client's site for a consistent look and feel
- ✓ Includes navigation tools such as table of contents and breadcrumbs
- ✓ Content QSV easily integrates with products through hyperlinks or on-page ads
- ✓ Installs quickly without IT support



Just one line of HTML code to deliver thousands of articles instantly

```
<script> co_(18, "A", 1322, 'example')</script>
```

How It Works: NEXT STEPS

...how our technology will develop.

- ✓ Automated supply of metadata
- ✓ Custom matching of customer targeted keywords to articles
- ✓ Automatically linking articles and delivering them to clients in real time based on Google Trends
- ✓ Delivering content in multilingual formats
- ✓ Adding video sound and other forms of content
- ✓ Collecting data on page views across all client's web sites

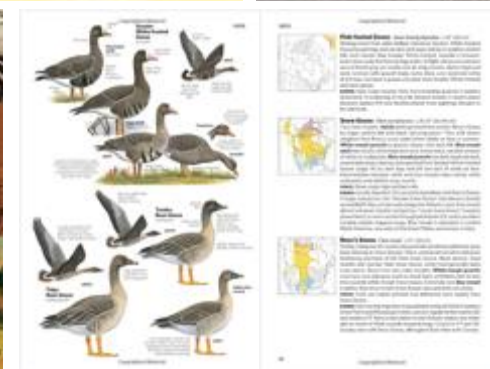
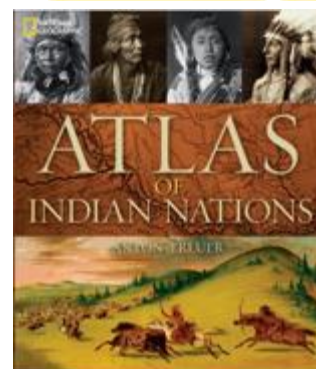
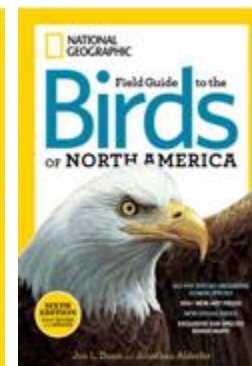
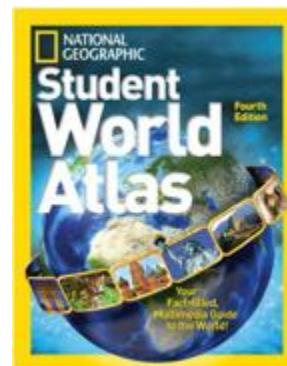
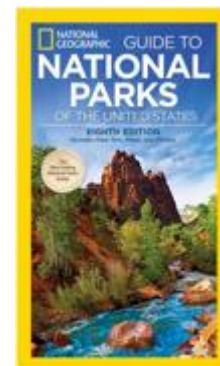


Publisher Profile



National Geographic has been inspiring people to care about the planet since 1888.

It is one of the largest nonprofit scientific and educational institutions in the world. Its interests include geography, archaeology and natural science.

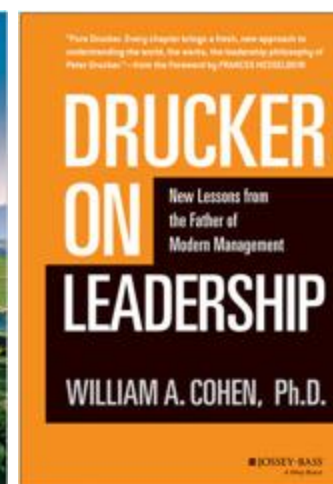
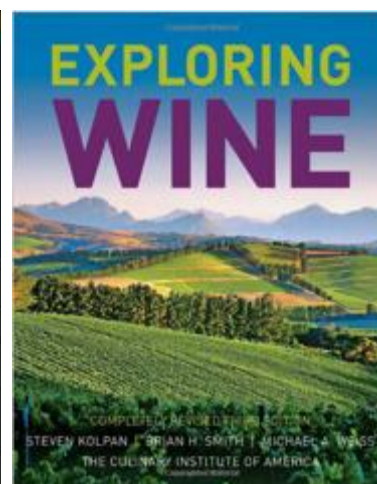
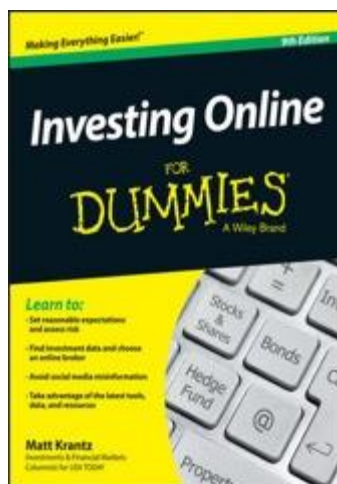


Publisher Profile

WILEY

Founded in 1807, Wiley provides scientific, professional development, and education. They have an active backlist of 20,000 titles, and an available backlist of more than 300,000 books.

Wiley is also known for publishing *For Dummies*, of which there are 2,700 titles. *Windows for Dummies*, is the best-selling computer book of all time, with more than 15 million sold. As of 2015, Wiley had 4,900 employees and annual revenue of \$1.8 billion.

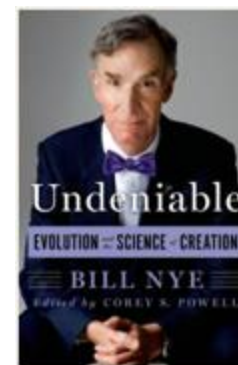
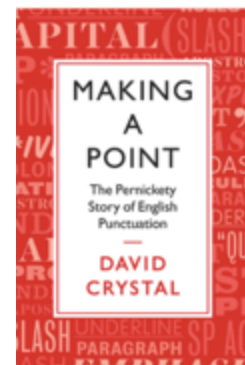
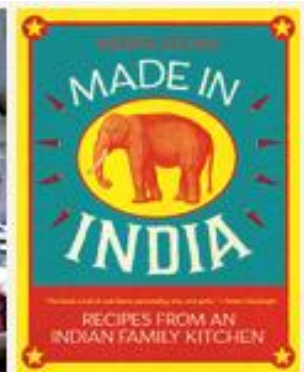
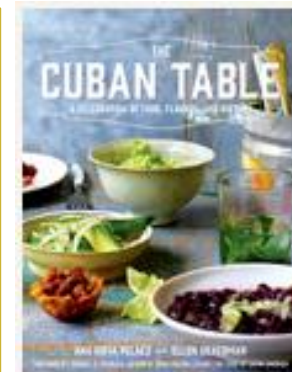
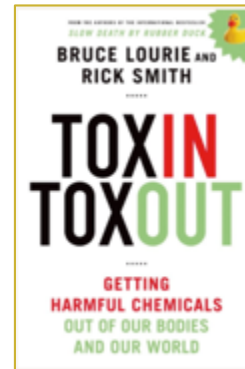


Publisher Profile



Macmillan Publishers, a distinctive group of publishing companies, has a rich history in the book industry.

St. Martin's Press, a Macmillan imprint, has grown to become one of the preeminent publishers in the United States. What defines St. Martin's most is its ability to establish best-selling authors across a broad range of categories such as military, business, science, politics, and many other categories.

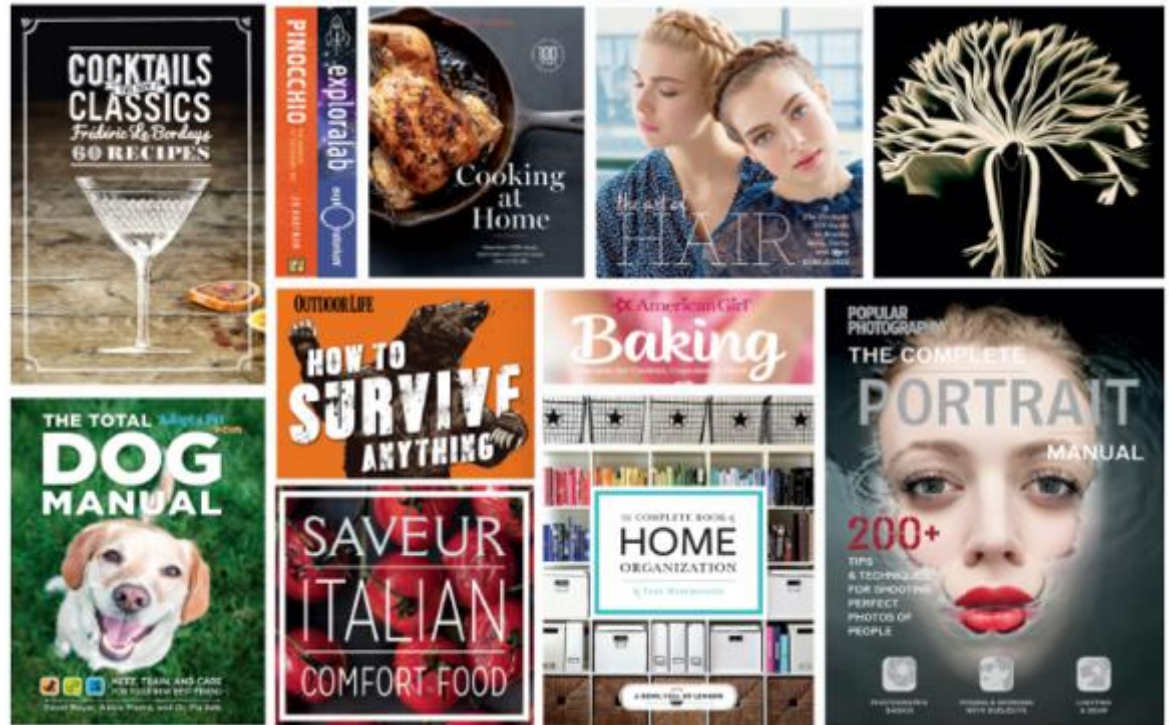


weldonowen

food + drink | life + style |

Weldon Owen is a pioneer in producing comprehensive print and digital publishing programs for a range of best-in-class brands, including American Girl, Williams-Sonoma, Gymboree, The Body Shop, Adopt-a-Pet.com, Popular Photography, and Outdoor Life among many others.

Weldon Owen is an imprint of Bonnier Publishing USA, a division of Bonnier Publishing. Bonnier Publishing is the fastest-growing major publisher in the UK. Bonnier Books is a top 15 world publisher with global sales of \$800M.

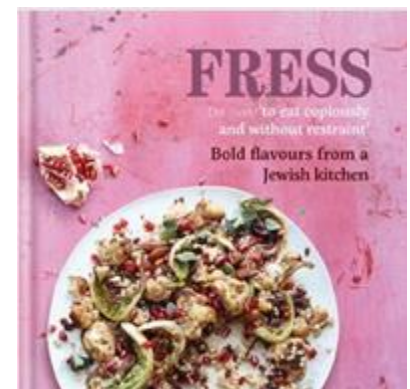
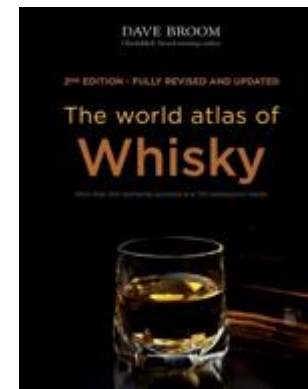
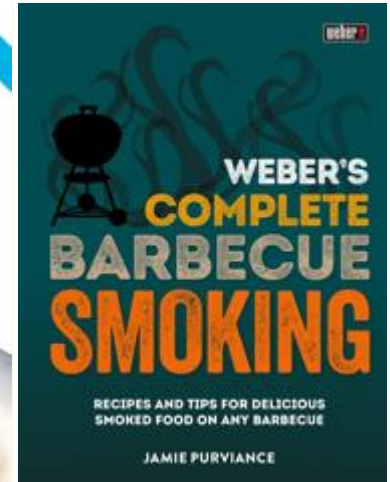
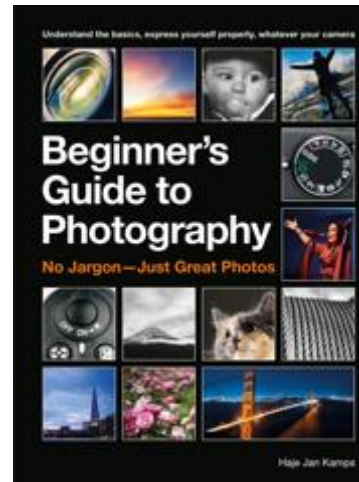


Publisher Profile



Octopus is a leading publisher of illustrated books, comprised of ten imprints, and as a group has extensive experience working with high profile authors, trusted partners and associations to produce exciting, market leading books.

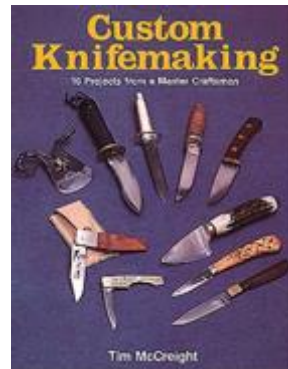
Their imprints each have their own identity and all publish highly successful titles of outstanding quality and content...



Publisher Profile



Fox Chapel is one of the many specialist publishers we have on our roster—they specialize in DIY, Home Improvement, and Crafts.





Thank You

