

EVA LIVE INC. INVESTOR PRESENTATION Q3 2021

Say hello
to Eva



Eva is publicly traded on the OTC, symbol GOAI



Eva's an AI driven digital media buying platform, not a machine learning feature layered on a legacy platform like competitors.

Beyond programmatic, Eva is the next generation of digital media, with a deeper contextual and predictive understanding of each consumer. Eva AI continually learns, eliminating human ad fraud, lag, and error to produce unmatched digital advertising optimization and results.

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Eva is designed to address the needs of markets in which the volume and speed of information render real-time human analysis infeasible.

We are focused on the large and growing digital advertising market that faces these challenges.

Our AI system autonomously purchases ads, or impressions, one at a time, on digital advertising exchanges to create portfolios of impressions designed to optimize hard ROI goals of advertisers, such as increased sales, heightened brand awareness, and decreased cost per customer acquisition.

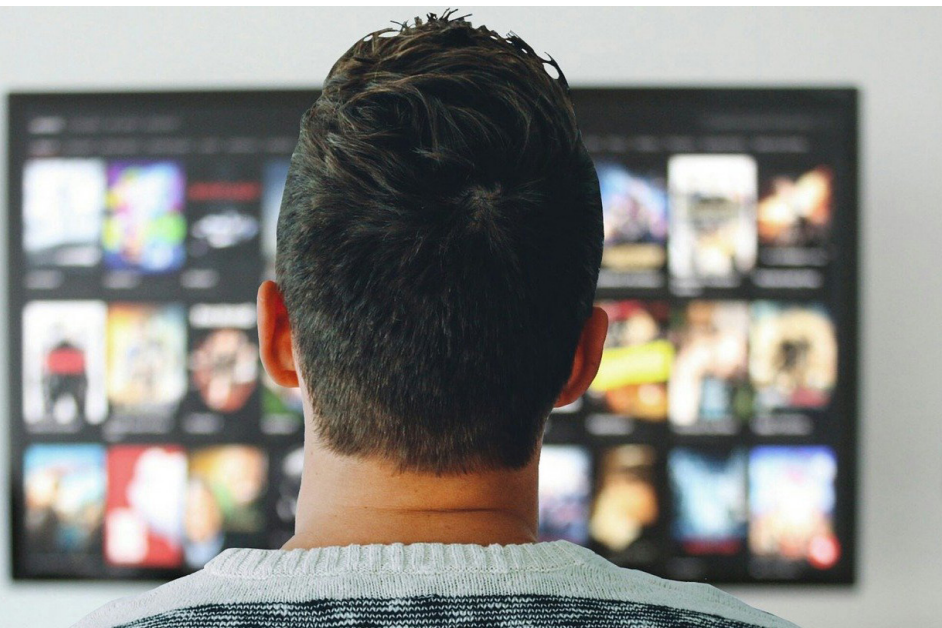
We have rapidly grown our business, building a diversified customer base that includes over 70 of Advertising Age's 100 Leading National Advertisers and over 40 Fortune 100 companies.

Global media spending is a \$747.67 billion dollar a year industry.¹ Digital is the fastest growing category reaching \$455.30 billion in 2021.²

According to Juniper Research, ad fraud will cost the industry \$100 billion by 2023.³ Adobe concluded that 28% of all web traffic could be non-human or fake.⁴

By solving critical industry problems such as the above, our goal is to become a global leader through AI driven digital media buying.

Eva Live Inc. is headquartered in Los Angeles, California, and will be publically traded on the Over the Counter (OTCQB) public markets in early October.



Bringing honesty and transparency to advertising. At least on the media buying side.

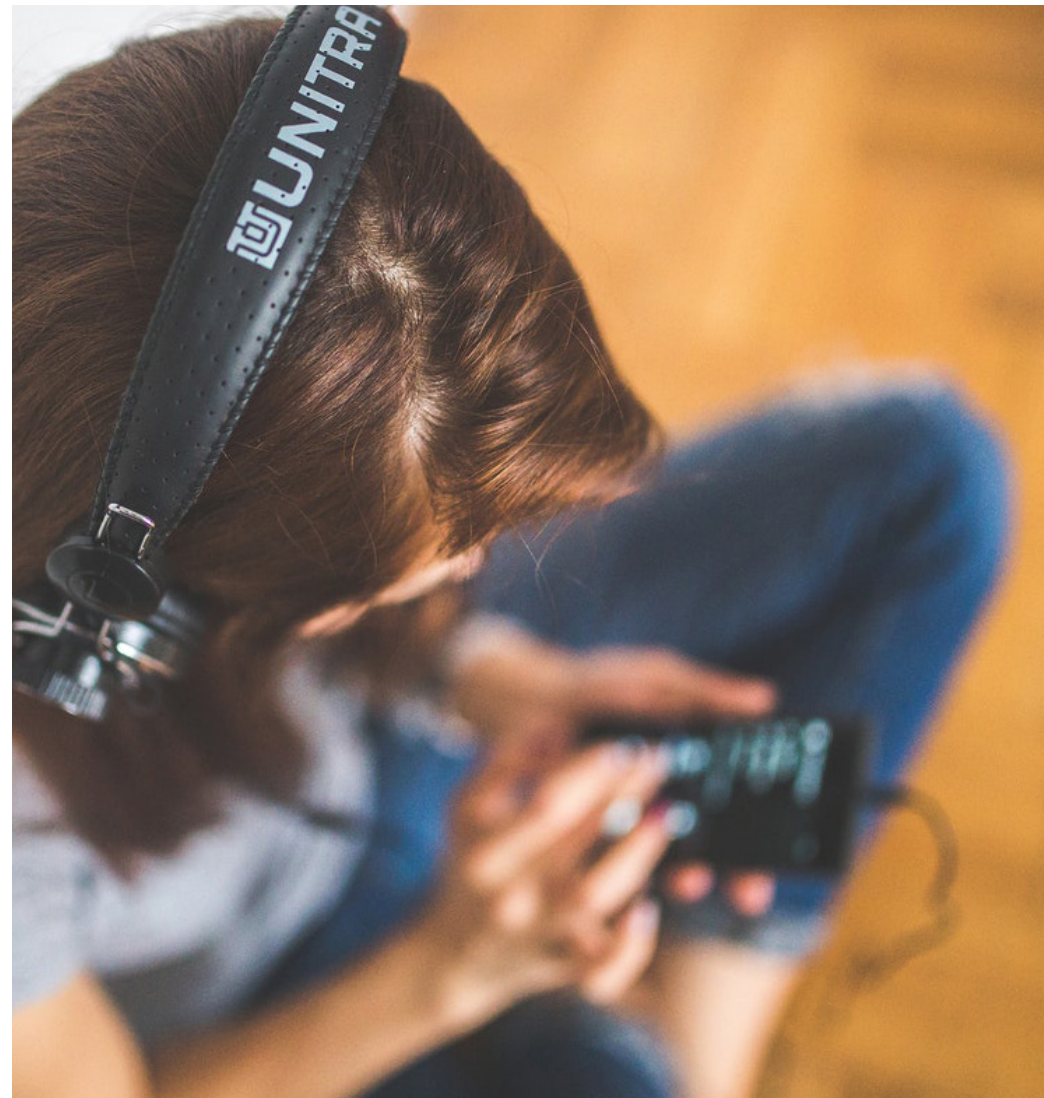
"Half the money I spend on advertising is wasted. The trouble is I don't know which half." — John Wanamaker (1838 - 1922)

With ad fraud, lack of transparency, and inefficiencies, the same can be said today with regards to digital media buying.

Eva's purpose is to make the process and execution more truthful, transparent, and trusted using Artificial Intelligence to deliver superior ROI by better understanding consumer data, and eliminating ad fraud and human lag and error.

We have a zero tolerance policy for ad fraud. We support brand safety protection. Viewability standards. Supply chain and data transparency. As well as third party verification and measurement.

A deeper understanding of each buyer, transparency, and increased speed and efficiency is a better experience for everybody.



5 critical industry problems.

1. Ad fraud. According to Juniper Research, advertisers will be losing \$100 billion a year globally by 2023 on digital ad spend to fraudulent users and inventory. Fake and ineffective ad placements include ad stacking, domain spoofing, bots, rotating ads, and ad stuffing. Another major problem is ads that are not even seen. For example ads that pop under (under the user's browser) and ads that are down the page, requiring scrolling to be viewed. Sophisticated scammers continue to adopt new techniques presenting an ongoing challenge to marketers.

2. Transparency. A report, prepared by K2 Intelligence for the ANA, found that "non-transparent business practices" were "pervasive" in media buying agencies.⁵ It called out programmatic advertising for "black box procedures" that consumed as much as 90% of media spend and did little or nothing to aid ROI.

3. Brand safety. With digital, mobile and video ad spend reaching \$455.30 billion in 2021 and 90% of mobile video ads alone being transacted programmatically,⁶ the rapidly expanding digital ad world is a hazard for anyone without a safety plan in place. Brand safety refers to the tools and

strategies that ensure an online ad does not appear in a context that could damage the advertiser's brand.

4. Optimization. There are tens of billions of daily trades across all digital advertising exchanges, thousands of times more than the number of daily trades executed by NASDAQ and the NYSE combined. This involves constantly monitoring and changing creative, bid price and size, and frequency shifting, amongst other time and labor intensive processes prone to human lag and error.

5. Audience commoditisation. Brands with unique first party data (proprietary information about their customers) struggle to use the data within a standard DSP (demand side platform). Programmatic has tended towards audience commoditisation, which is no longer good enough.

Eva has solved each problem and more.

1. Ad fraud. Eva's Fraud Fence algorithm and logic prevents ad fraud, potentially saving advertisers more than a quarter of their budget.

2. Transparency. Eva simultaneously runs over 10,000 campaigns for advertisers with highly diverse goals delivering reports down to granular details, as well as custom reports. Every dollar of ad spend is 100% viewable and trackable.

3. Brand safety. Eva's Fraud Fence also protects brands from improper placement of ads.

4. Optimization. Eva responds to bid requests within 100 milliseconds, while handling 300,000 bid requests a second. She is continuously and autonomously optimizing, removing the danger of human lag on underperforming campaigns to deliver superior return on ad spend.

5. Precision targeting. Eva incorporates clients' first-party data and matches audience to third-party data sources. This combined with Eva AI's deeper contextual and therefore predictive understanding of each consumer is an unbeatable combination.



Eva conceived 2015, Los Angeles, California.

As Eva enters her sixth year of operations, she has grown from a start-up in Los Angeles, to an international powerhouse of the digital advertising world. She has grown to cover 192 countries with her unique platform, processing 29 billion US searches per month, and over 11 billion local searches. The beauty of the Eva platform is in her ability to scale for the needs of each client. Right now, Eva is managing over 100 million display impressions every day, and over 90 million opt-in emails. Each campaign currently running in constantly optimized and evolving with every single consumer interaction.

Over the past 5 years, Eva has also grown into a leading partner for every large publisher in the world. Her partnership and full platform integration with key industry leaders such as Google, Facebook and Amazon allows for seamless ad management, while our relationship with over 20,000 vertical private publishing partners together forms an impressive footprint in North America, Europe, and Latin America – estimated to cover approximately 90% of the Internet.

Finally, she currently serves 40 of Fortune's top 100 companies, 70 of Advertising Age's 100 leading national advertisers, and 10,000 local as well as 5,000 national ad agencies as customers, providing advertisers with a single, managed platform to deliver all forms of search, text, display, in-game, audio, and CTV/video ads across all devices and through all channels including Google, Facebook, Amazon, AOL, and MSN, but also through our relationships with a host of online publishers.



Eva doesn't just think, she feels.

"Eva is a custom built Artificial Neural Network, ANN for short. This ANN not only lets Eva think, but feel. She incorporates billions of pieces of information about individuals, such as a their website views, browser history, click history, browsing content patterns, online shopping, likes, screen time — everything.

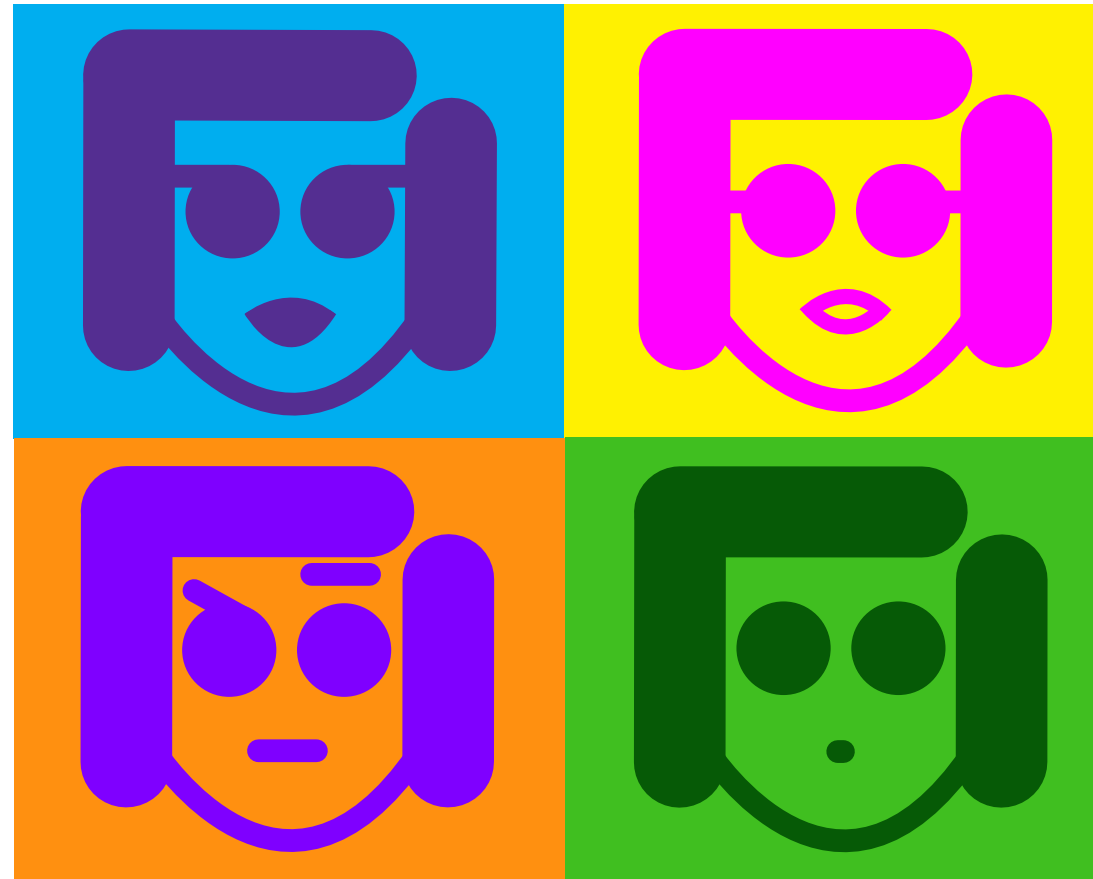
She uses this data to learn and define advanced predictive patterns of what each person does online. This also allows her to determine what they might need to solve a problem or fulfill a need.

However, Eva doesn't stop there. She then includes information to determine the feelings or potential mood of each person.

Eva includes context, such as the weather they're experiencing, stock market information that affects them, national and local news headlines, for example, and assigns that person a 'precog rating.' This combined evaluation then influences the type of ads Eva determines will convert for each particular person.

Artificial intelligence allows us to understand sales cycles better and correlate our client's strategies and spending to achieve the results they expect."

— David Boulette, Founder, CEO, Chief Science Officer



Our infrastructure supports over 25,000 CPU cores in eight data centers and houses 15 petabytes of data.

Eva AI is a differentiated solution that's simple, powerful, scalable, and extensible across geographies, industry verticals and the display, mobile, social and video digital advertising channels.

Eva responds to each bid request within 100 milliseconds.

She currently handles 300,000 bid requests a second.

We build user profile matrix trees to feed Eva realtime data.

Eva is completely dockerized and is horizontally scaleable.

Backend was written in Java and our AI layer is in Python.

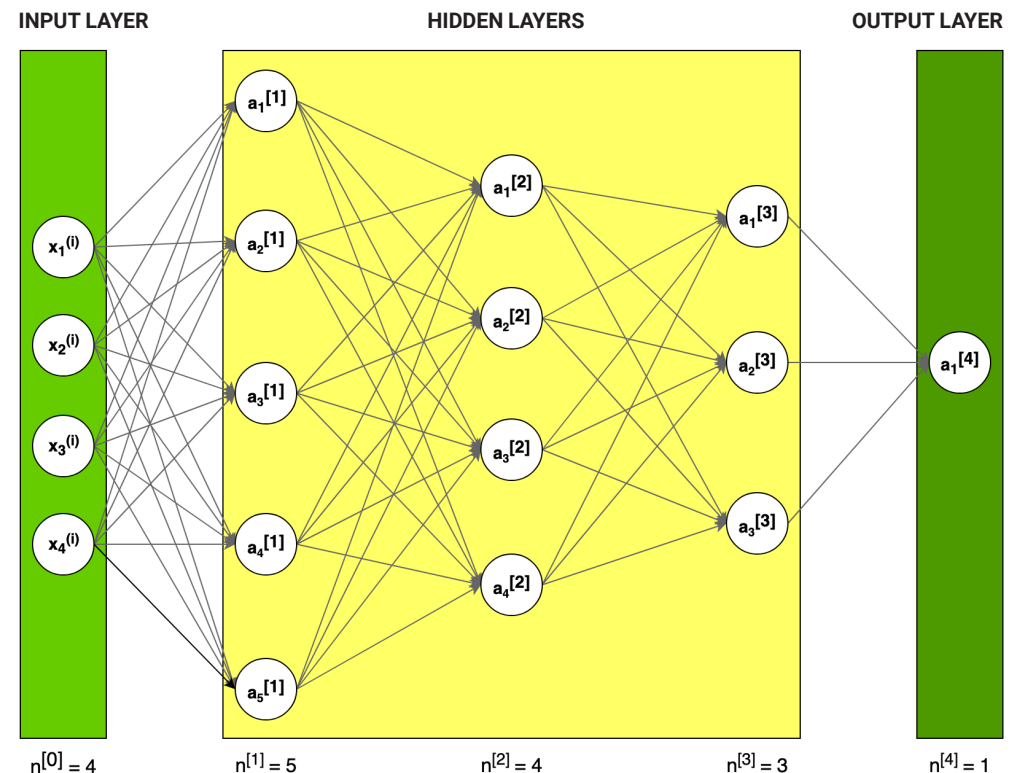
Our Fraud Fence algorithm and logic prevents ad fraud. If a publisher wants to show our ad, they need to implement our Private Key on their domain. If the Eva platform doesn't receive a call from a verified Private Key, Eva doesn't return an ad, thus the ads running on Eva can only be seen on sites that have been verified.

Artificial Neural Network (ANN) Architecture

Superscript [l] denotes a quantity associated with the l^{th} layer.

Superscript (i) denotes a quantity associated with the i^{th} example.

Lower script i denotes the i^{th} entry of a vector.



**\$645
Billion**

Digital advertising will reach \$645 billion by 2024. This is an average annual growth of over 10% over the next 3 years; driven by the use of AI-based programmatic advertising.⁸

Just over 52% of small businesses with sales of \$25 million or less are using AI for predictive analytics and customer insights.⁸

At \$455.30 billion, digital advertising is now almost two-thirds of global ad spend.²

**\$455
Billion**

22% of marketers currently are using AI-based applications with an additional 57% planning to use AI-based apps in the next two years.¹⁰

75%

By 2023, 75% of all online and mobile ads will be delivered by way of AI-based programmatic advertising.⁷

81%

81% of marketers are planning to or have already adopted the use of AI for audience targeting.¹⁰

Top-performing companies are more than twice as likely to be using AI for marketing (28% vs. 12%) according to Adobe's latest Digital Intelligence Briefing.⁹

Eva has 5 primary marketing audiences:

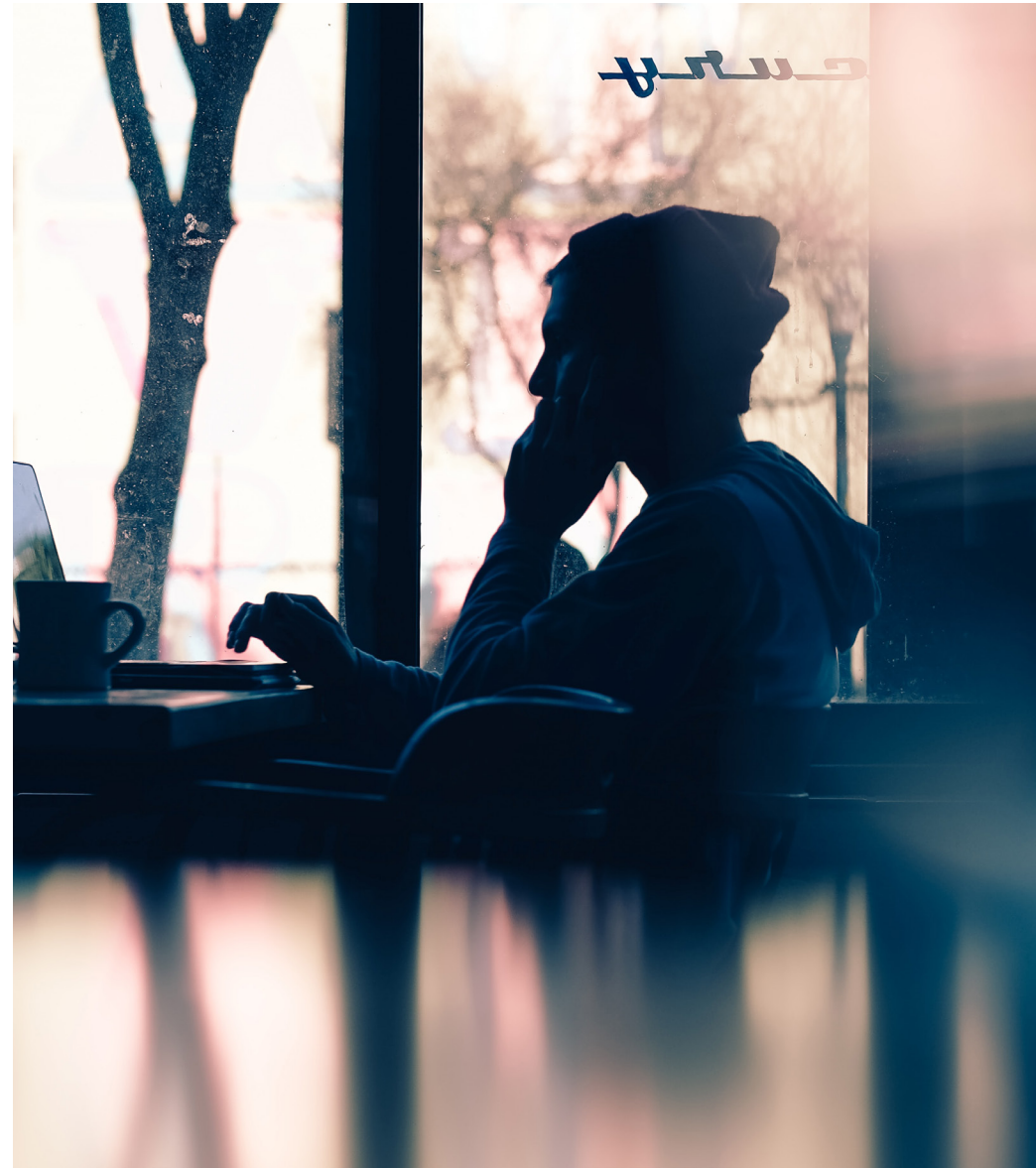
1. Consumers. Consumers, end users, everyone that surfs the web and appreciates relevant, properly targeted ads. Ads that are useful, desirable, and not annoying.

2. Publishers. Publishers with high quality content traffic who are looking to monetize it to generate better revenue. Eva offers the highest Cost Per Thousand (CPM) rates.

3. Advertisers. Advertising agencies as well as big brands. We partner with agencies fulfilling their clients' online media buy. Eva also facilitates larger corporate brands who are increasingly moving their media buying in-house.

4. Game Developers. For game developers such as Electronic Arts and Super Cell, Eva offers a unique in-game SDK that allows programmers to put ads in their games that can be tracked on the Eva platform and generate new revenue.

4. Partners. We partner with companies to have access to their advertisers and we use our platform to monetize these partnerships. For example, techads.com, labwire.com, psquared.com.



“Artificial Intelligence and digital marketing are beginning to go hand-in-hand. With the ability to collect data, analyze it, apply it and then learn from it – AI is transforming digital strategy.” – Forbes, AI & Big Data

Artificial intelligence is not only the current innovation in this space, but the new necessity for campaign success. It's The future of ad tech and represents a significant opportunity. Eva is one of the few DSPs built from the ground up with AI capabilities, and now represents one of the most advanced platforms in ad tech today.

**22%**

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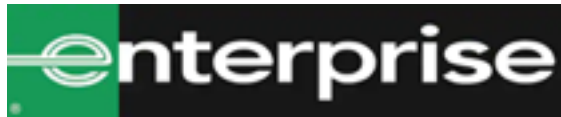
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81%

Eva vs the competition. A \$25,000 monthly spend case study.



Incumbent Tier 1 DSP provider

- Generates 18,182 engagements
- Resulting in 104 leads
- Conversion rate 0.57%

\$240.34 per lead



Enterprise Rent a Car tests Eva

- Generates 5,000,000 impressions and 15,104 engagements
- Resulting in 942 leads
- Conversion rate 6.28%

\$26.54 per lead



Tier 1 vs Eva — Eva Increases ROI 788%

18,182 Clicks	15,014 Clicks
104 leads	924 leads
0.57% conversion	6.28% conversion

Eva's numbers speak for themselves.

2015 | Eva was born

192 | Countries that Eva platform covers

70 | Clients are Advertising Age's 100 leading national advertisers

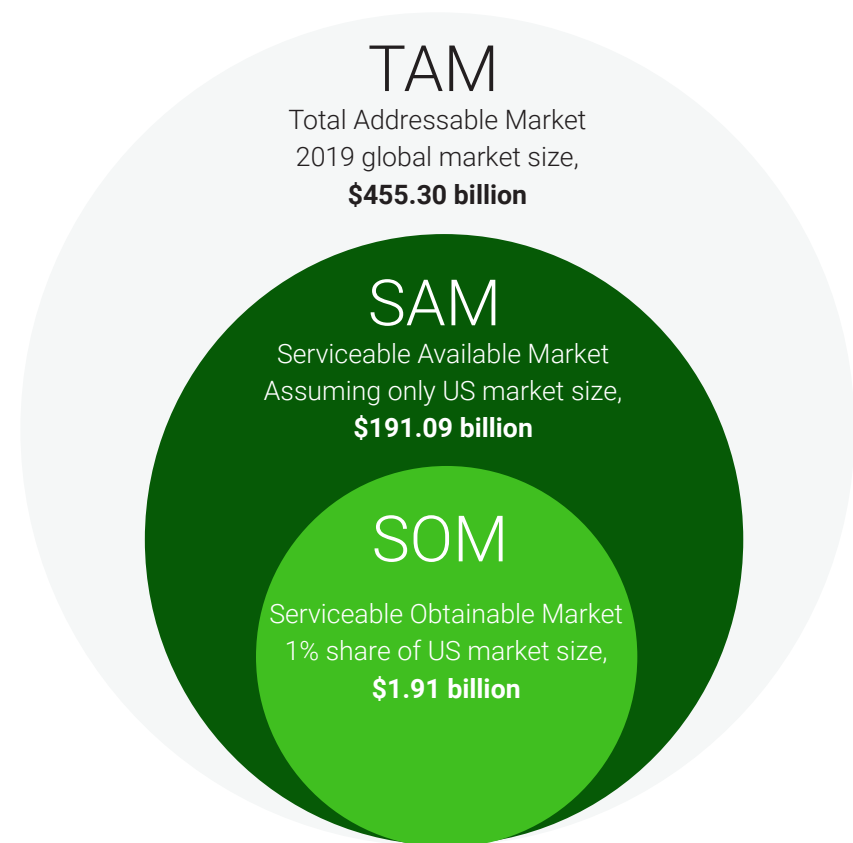


By fully exploiting Eva's superior AI today, we are already where competitive DSPs are aiming to be tomorrow.

Eva's proprietary AI, with a deeper contextual and therefore predictive understanding of each consumer along with its ability to incorporate first party data and autonomous decision making is a unique differentiator amongst DSPs in the global digital media buying market.

This, along with the elimination of ad fraud, and human lag and error creates a more efficient, profitable, and competitive offering.

At \$455.30 billion, digital advertising is now almost two-thirds of global ad spend. Digital advertising will reach \$645 billion by 2024. This represents enormous growth of more than 10% over the next 3 years; driven by the use of AI-based programmatic advertising.



Our goal is to become a top brand within 24 months, achieving 1% to 2% US market share*

Target % of Market Share	Proforma Gross Revenue	Projected Net Revenue	Projected Share Value
0.5 %	\$955 m	\$ 95.5 m	\$390.68
1.0 %	\$1.91 b	\$191 m	\$781.36
1.5 %	\$2.86 b	\$286 m	\$1,170.10
2.0 %	\$3.82 b	\$382 m	\$1,562.73

* Our forecast assumptions are based on maintaining a 10% net profit, with 110m shares outstanding, and a 45x technology valuation multiple



Media Math (private) + \$607M raised.

MediaMath created the first demand side system in 2007 and has raised over \$607 million in funding over 10 rounds. MediaMath is funded by 14 investors. Searchlight Capital Partners and Blue Collective are the most recent investors.



The Trade Desk (NASDAQ: TTD) + 2,573% over the past 5 years.

TTD traded \$2.35 per share in Nov 2016 and over \$80 per share in Sept 2021. The Trade Desk became the first publicly traded ad tech company (not counting the big platform players) to reach large-cap stock status with a current market cap of over \$33 billion.



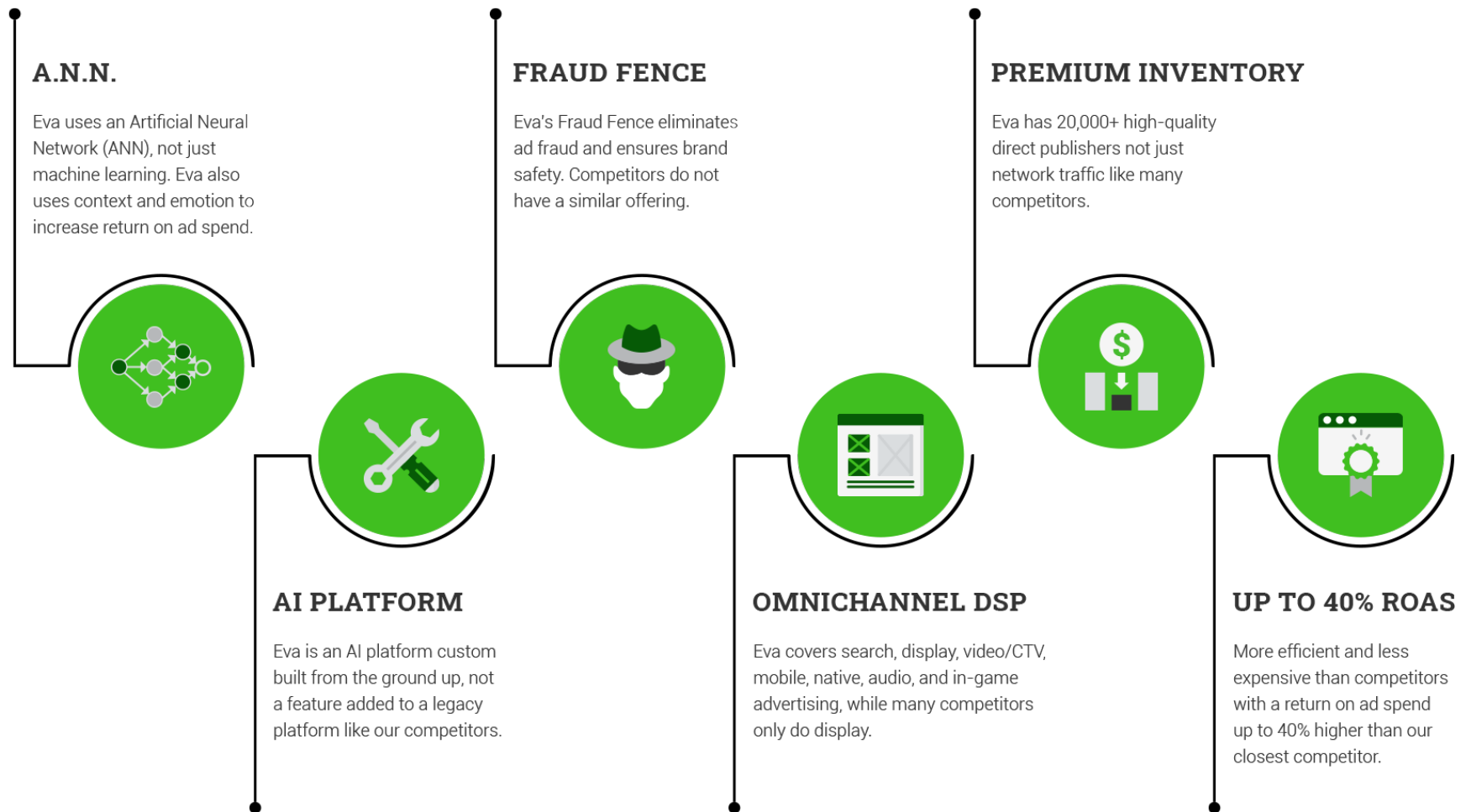
Magnite (NASDAQ: MGNI)
+ 239% over the past 5 years

MGNI traded under \$2.00 per share in early 2018 and over \$28 per share in Sept 2021. The company formed following a merger between Rubicon Project and Telaria in 2020 with a current market cap of over \$3.68 billion.

TTD Stock Chart



Eva's advantages versus competition.



The credentials of the computer scientists, marketers, and business specialists that created and continue to build Eva.

David Boulette

Founder, CEO, Chief Science Officer, Director

Extensive expertise in computer technology with a vast array of computer operating systems, software languages, and database development schemas.

Focused on artificial intelligence and artificial neural networks technologies.

Substantial experience in start-ups and launching IPOs in the media and digital marketing space.

Daryl Walser

Independent Director

Extensive expertise in Operations and Business Development throughout a variety of Public, Government and Private sectors.

Focus on operational efficiency and excellence along with customer relations, sales and acquisitions.

Substantial experience with tech start-ups, Fortune 500 and manufacturing facilities.

Experienced in launching IPO's in the media and digital marketing space.

Phil Aspin

Independent Director

'C' level business development strategist with substantial experience in winning and managing business at the executive level.

Deep understanding of online media across search, shopping, display, native, social, and related business models.

Worked for NASDAQ listed ValueClick Inc., building the partnership division for PriceRunner, one of the EU's largest price comparison engines.

Founder of 2 successful online media companies, Click.net and Adflare.

Share Structure

Issued and Outstanding: 111,378,020

Restricted: 111,263,182

Held by Directors and Officers: 67,083,334

Total Authorized 400,000,000

Auditors

Sadler Gibb Certified Public Accountants

344 West 13800 South, Suite 250

Draper, UT 84020

Transfer Agent

Issuer Direct Corp.

One Glenwood Ave, Suite 1001

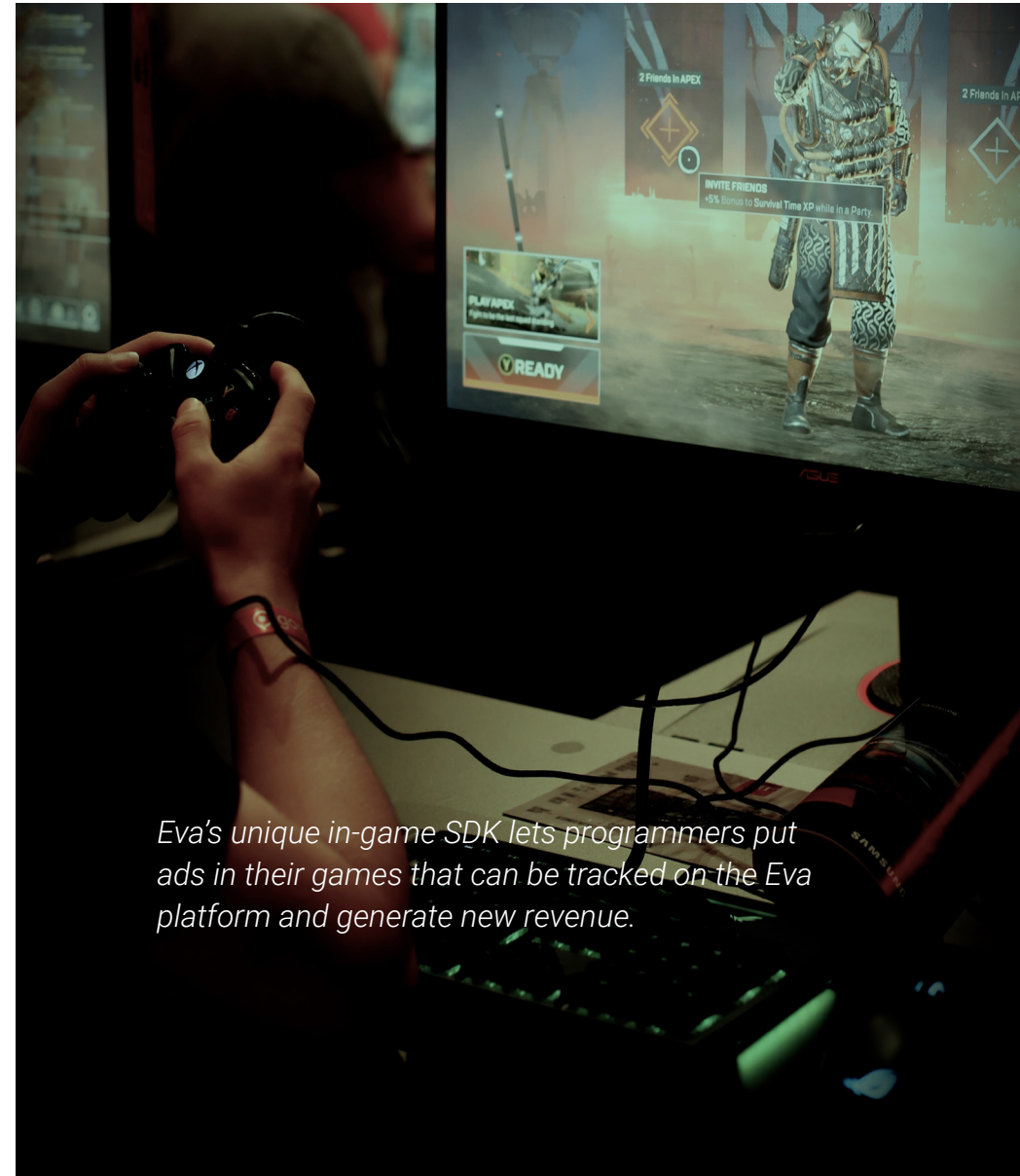
Raleigh, NC 27603

Legal Services

William Barnett, Esq.

23564 Calabasas Road, Suite 205

Calabasas, CA 91302



Eva's unique in-game SDK lets programmers put ads in their games that can be tracked on the Eva platform and generate new revenue.

By fully exploiting Eva AI, we can create significant returns. 6 reasons why the time to invest is now:

1. Eva is unique and differentiated. Eva AI solves critical problems and creates new opportunities within the digital media space. As an AI-based platform, Eva is evolving digital media with a deeper contextual and therefore predictive understanding of each consumer. This along with the ability to incorporate first party data and automated decision making puts Eva ahead of the curve where 75% of competitive DSPs are aiming to be by 2023.⁸

2. Eva solves ad fraud. Advertisers lost \$42 billion to ad fraud in 2019. A 21% increase over the previous year. This is predicted to rise to \$100 billion by 2023.³ Eva's proprietary Fraud Fence algorithm and logic prevents ad fraud, potentially saving advertisers more than a quarter of their budget and buy.⁴

3. Eva delivers superior ROI. Given the above, Eva anticipates up to 40% better performance at more competitive rates versus competition.

4. Eva is not a startup. The company has been in revenue since 2015. We've secured partnerships with the big 3 publishers—Google, Facebook, and Amazon—as well as

over 20,000 vertical publishers, all together covering 192 countries. We have 40 of Fortune's top 100 companies, 70 of Advertising Age's 100 leading national advertisers, and 10,000 local as well as 5,000 national ad agencies as customers. With a 98% reach through retargeting across the web, 100 million display impressions per day, and processing over 11 billion local searches per month, Eva is already a competitive threat and disruptor to the category.

5. A stellar team. The computer scientists, marketers, and business specialists that created Eva and founded the company, continue to improve the technology and are fully committed to growing the company exponentially.

6. AI valuations are higher. Unlike the competition, Eva is positioned as a superior AI-driven DSP. VCs plowed a record \$9.3 billion into AI startups in 2018¹⁰ with funding of AI companies soaring 72 percent, hitting a record according to a new report from PwC and CB Insights.¹¹ According to Gartner, global AI derived business value will reach nearly \$3.9 trillion by 2022.¹² Clearly, AI is leading the pack in technology investment and valuation.

From Eva and the team, thanks.

We hope you share our vision and the future of artificial intelligence. Our team believes AI has a unique and special role in reshaping global marketing and communications, providing a better future for all stakeholders.

As fellow Americans it's important for us to see this project through to scale, placing us on the world stage, making a distinct difference in our national economy, and in the lives of our neighbors and investors.

We are working hard to make sure Eva is well positioned to deliver AI to the world and returns to our shareholders.

Thank you.

David Boulette
Founder, Chief Science Officer, Director

T: 1.310.229.5981
Email: invest@eva.live



ENDNOTES

- 1 Global Ad Spend 2021. <https://www.emarketer.com/content/global-ad-spend-will-grow-more-than-10-this-year-economy-recovers-quicker-than-expected>
- 2 Global Digital Ad Spending 2021. <https://www.emarketer.com/content/worldwide-digital-ad-spending-2021>
- 3 Advertising Fraud Losses to Reach \$100 Billion by 2023, Juniper Research. <https://news.bloomberglaw.com/tech-and-telecom-law/how-cybercriminals-are-stealing-your-ad-dollars>
- 4 “Adobe concluded that 28% of all web traffic could be non-human.” WSJ. <https://www.wsj.com/articles/fraudulent-web-traffic-continues-to-plague-advertisers-other-businesses-1522234801>
- 5 ANA Independent Study Finds Rebates and Other Non-Transparent Practices to be Pervasive in U.S. Media Ad-Buying Ecosystem. <https://www.ana.net/content/show/id/pr-media-transparency>
- 6 Mobile Video Advertising 2019, marketer. <https://www.emarketer.com/content/mobile-video-advertising-2019>
- 7 Digital Ad Spend to Reach \$520 Billion by 2023, Juniper Research. <https://www.juniperresearch.com/press/press-releases/digital-ad-spend-reach-520-billion-by-2023>
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- 9 Mobile Video Advertising 2019, emarketer. <https://www.emarketer.com/content/mobile-video-advertising-2019>
- 10 VCs Plowed a Record \$9.3 Billion Into AI Startups Last Year, Bloomberg. <https://www.bloomberg.com/news/articles/2019-01-08/vcs-plowed-a-record-9-3-billion-into-ai-startups-last-year>
- 11 Record Venture Investments of \$9.3B In AI Startups During 2018, AI Business. <https://aibusiness.com/record-vc-investments-ai-startups-2018/>
- 12 Gartner Top 10 Trends Impacting Infrastructure & Operations for 2019. <https://www.gartner.com/smarterwithgartner/top-10-trends-impacting-infrastructure-and-operations-for-2019/>

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