



IR PRESENTATION

May 2025



Q1 - 2025



CAPITAL STRUCTURE

Capital Structure	
Shares Outstanding	118.0m (As of March 31, 2025)
Warrants	26.1m (As March 31, 2025)*
Options/Restricted Share Units	10.9m
Insiders	35%
Cash	\$350k (As of March 31, 2025)
Secured Debenture	\$670k (As of March 31, 2025)**

TSX Venture	MyID
Share Price (as of May 20)	C\$0.085
52-Week Range	C\$0.145/\$0.065
Market Capitalization	C\$10m

OTC	MyIDF
Share Price (as of May 20)	U\$0.061
52-Week Range	U\$0.102/\$0.044
Market Capitalization	U\$7.2m

*Strike price \$0.10 / 86% expire June 2025

**Principal Outstanding



DEMOCRATIZING & PROTECTING DATA FOR CONSUMERS

Reklaim enables brands, agencies, and technology platforms to access privacy-compliant consumer data, sourced directly from individuals who opt in and consent to share their data in exchange for compensation. Through its unique royalty system, Reklaim allows consumers to earn recurring value from the sale of their data. For those who prefer not to monetize their data, Reklaim offers Protect—a subscription service that helps reduce a consumer's digital footprint by removing their information from data brokers and monitoring the dark web for signs of data breaches.

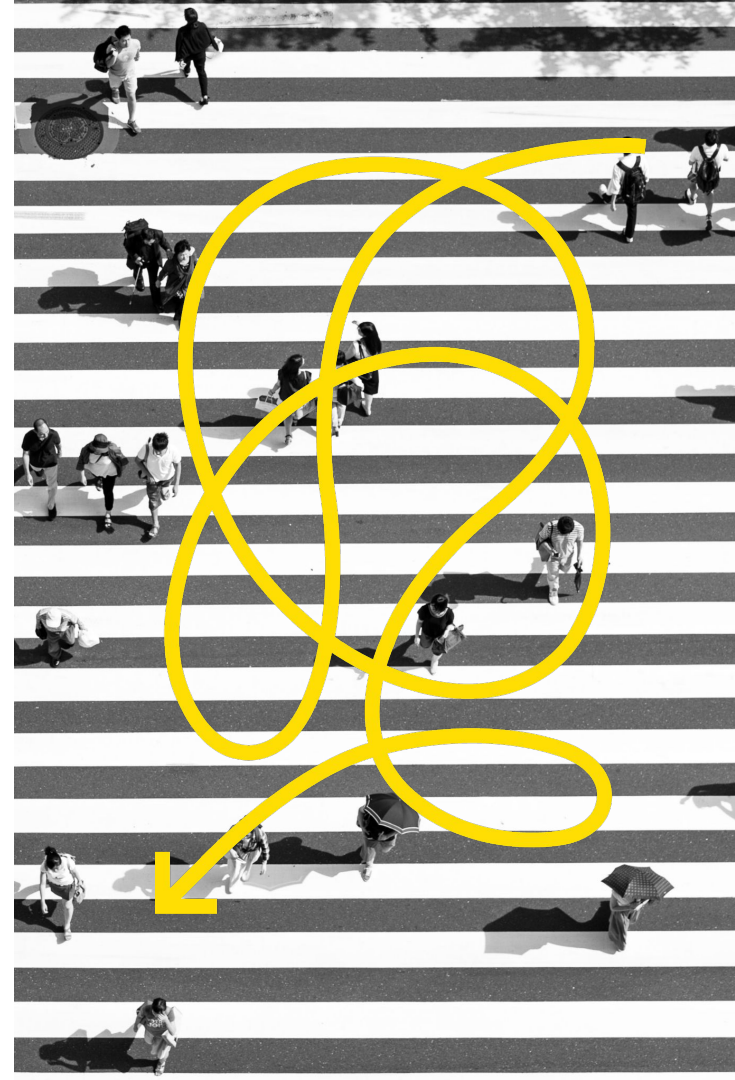
**Time Stamped
Consent**



Access



Control



REVENUE MODEL: HOW REKLAIM MAKES MONEY

Reklaim's revenue model is driven by commissions earned each time a brand or platform purchases data from a consenting user. As demand for data increases, so does Reklaim's revenue, and the compensation paid to users.

Much like Uber or Airbnb, Reklaim operates as a facilitator between buyers and sellers, without owning the underlying asset—in this case, consumer data.

For its Protect service, Reklaim generates recurring revenue through monthly and annual subscriptions, offering users proactive privacy tools to manage and reduce their data exposure.

The Uber logo, consisting of the word "Uber" in a bold, black, sans-serif font.

OWNS NO CARS

The Airbnb logo, featuring a red outline of a stylized 'A' followed by the word "airbnb" in a lowercase, red, sans-serif font.

OWNS NO REAL ESTATE

The Reklaim logo, featuring the word "REKLAIM" in a bold, yellow, sans-serif font. The letter 'K' is stylized with a diagonal line through it.

OWNS NO DATA

Q1-25 AT A GLANCE



REVENUE

\$1,262 K

up 73% from Q1-24



EBITA

-\$135 K

down 31% from Q1-24



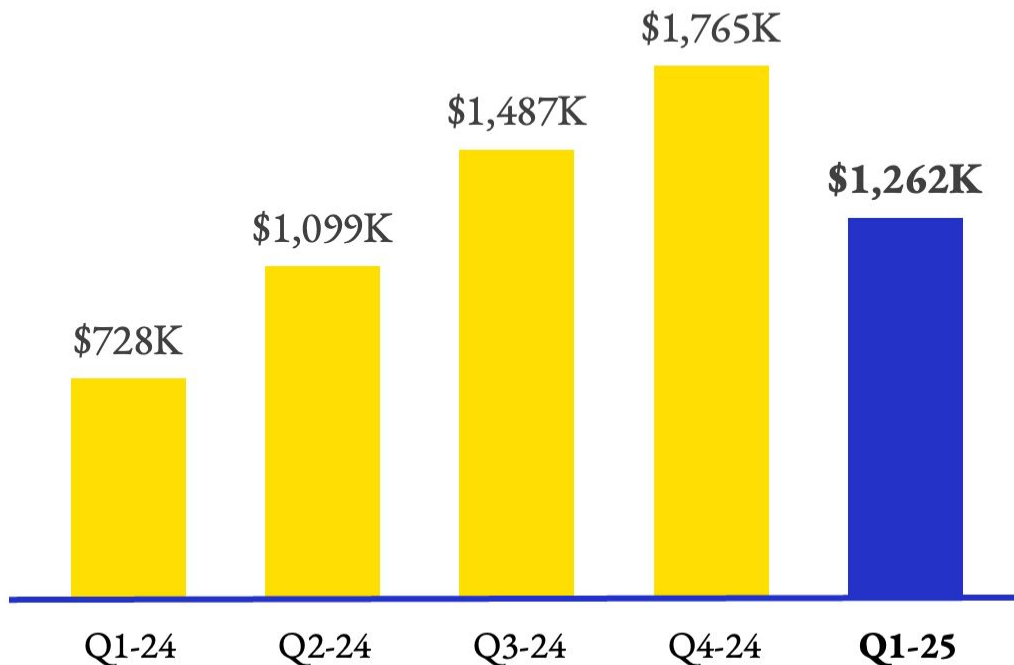
GROSS MARGIN

81 %

-1% from Q1-24



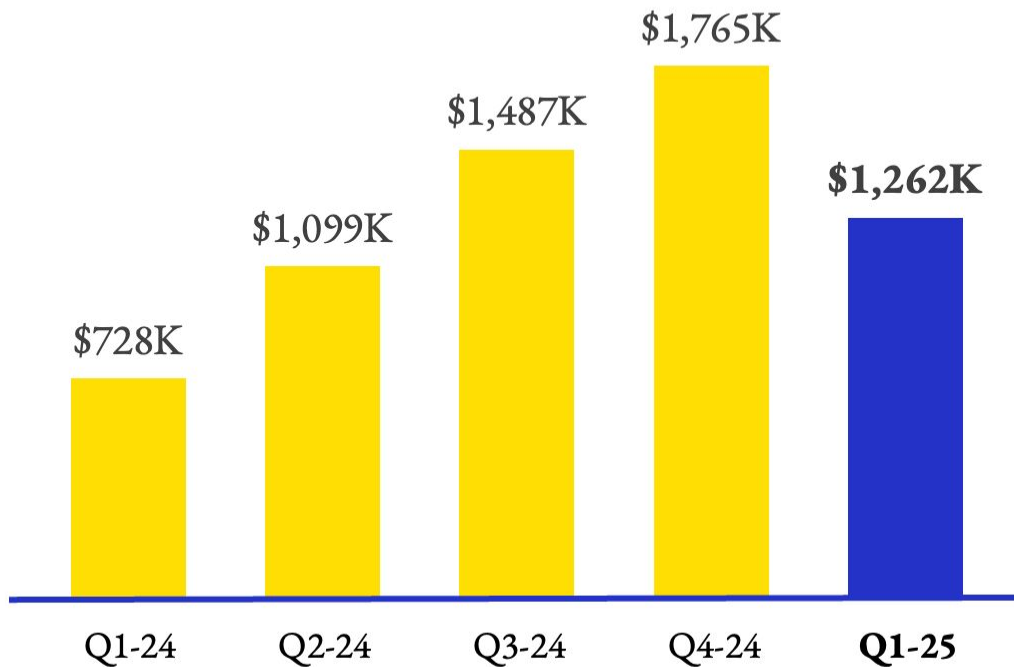
ROLLING REVENUE



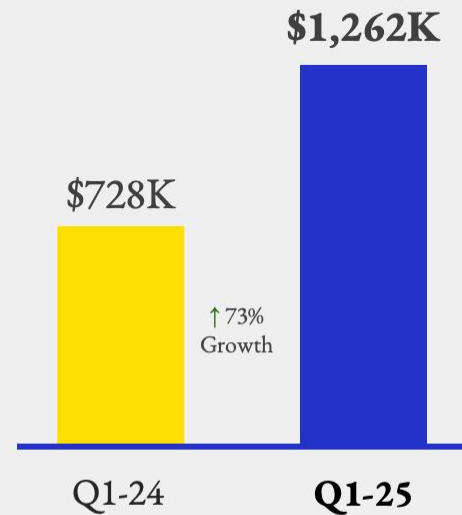
- Revenue **increased** 73% compared with Q1-24
- Platform revenue (encompassing deals) makes up **79%** of Q1-25 revenue and increased **94%** compared with Q1-24
- Identity revenue makes up **21%** of Q1-25 revenue and increased by **24%** compared with Q1-24



ROLLING REVENUE

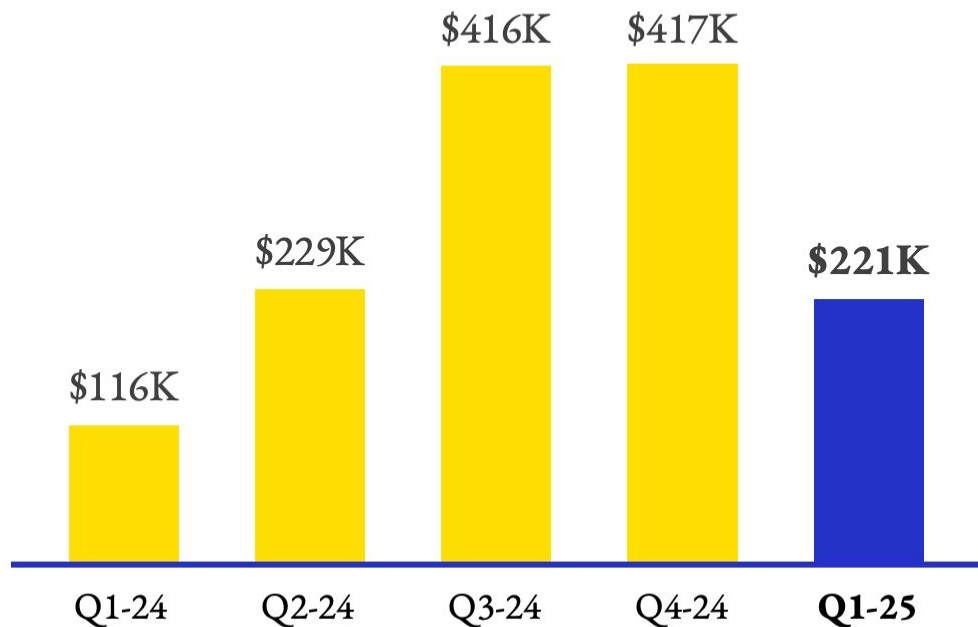


Q1 YOY COMPARISON

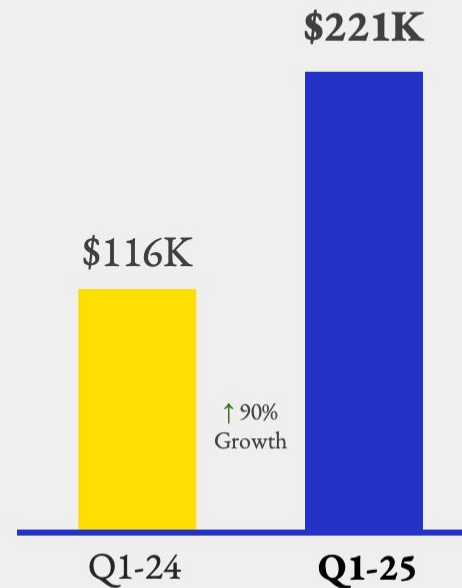




A FOCUS ON DEAL REVENUE



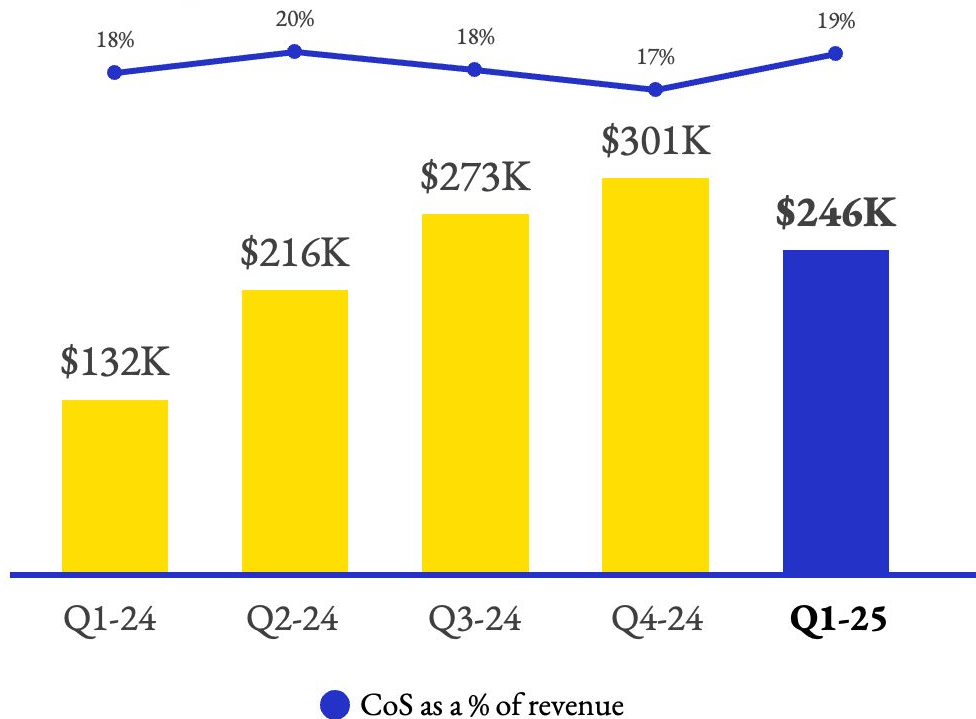
Q1 YOY COMPARISON



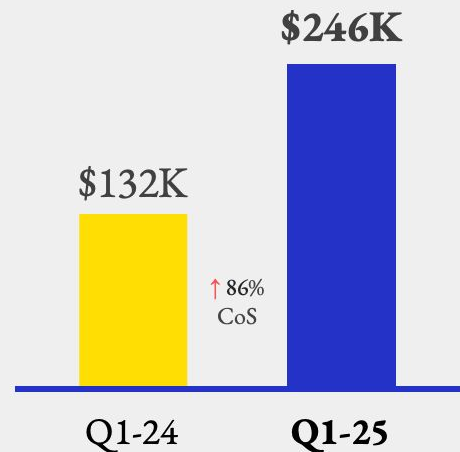
*A 'deal' is a vertically integrated purchase that includes both Reclaim data and a publishers supply (media)



ROLLING COST OF SERVICES

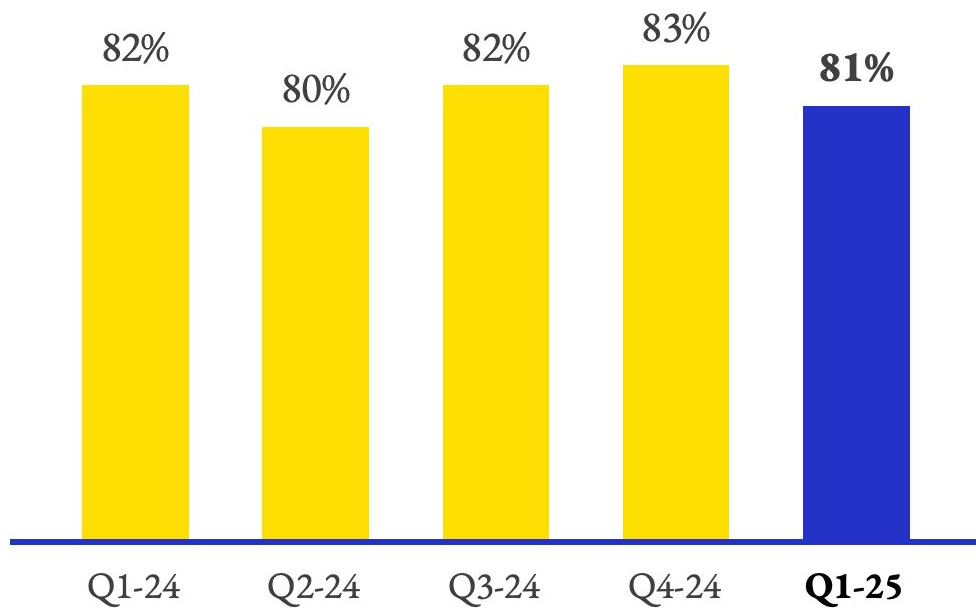


Q1 YOY COMPARISON

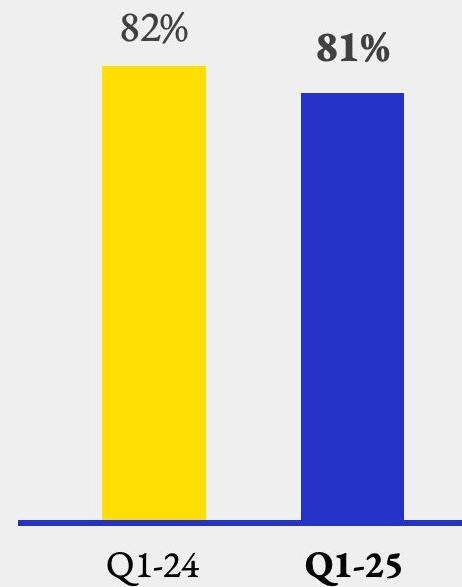




ROLLING GROSS MARGIN

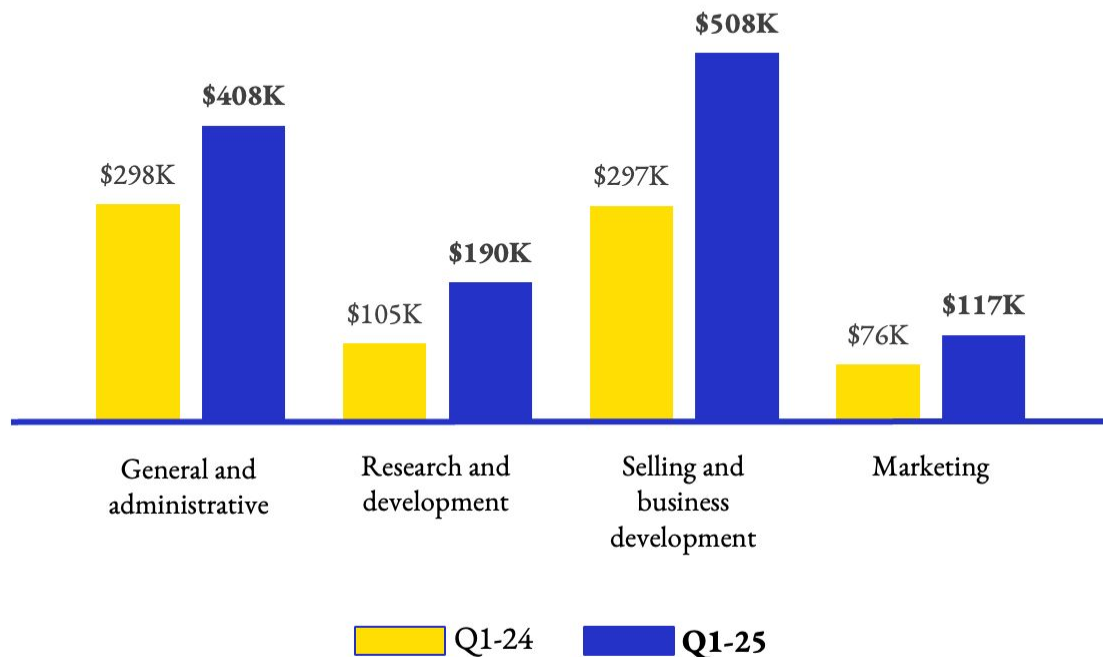


Q1 YOY COMPARISON





Q1 OPEX BY FUNCTION



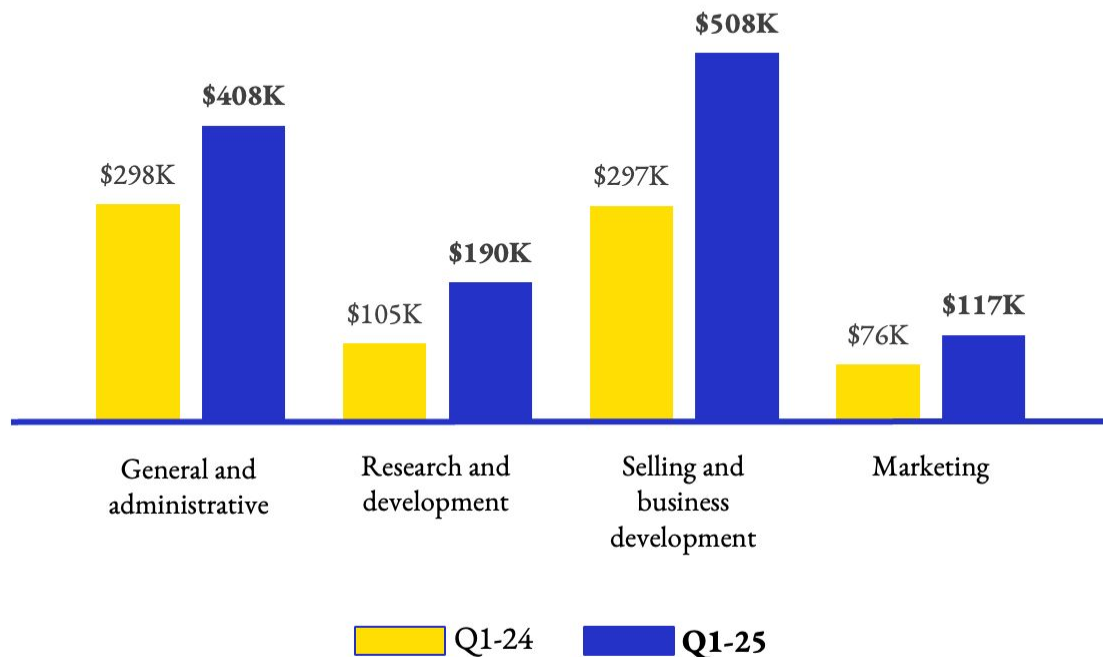
Top categories by nature

- G+A:** Salaries, consulting, professional fees ↑ 37% YoY
- R+D:** Salaries, consulting, licenses and subscriptions ↑ 81% YoY
- Selling:** Salaries and commission, consulting, travel ↑ 71% YoY
- Marketing:** User acquisition ↑ 53% YoY





Q1 OPEX BY FUNCTION

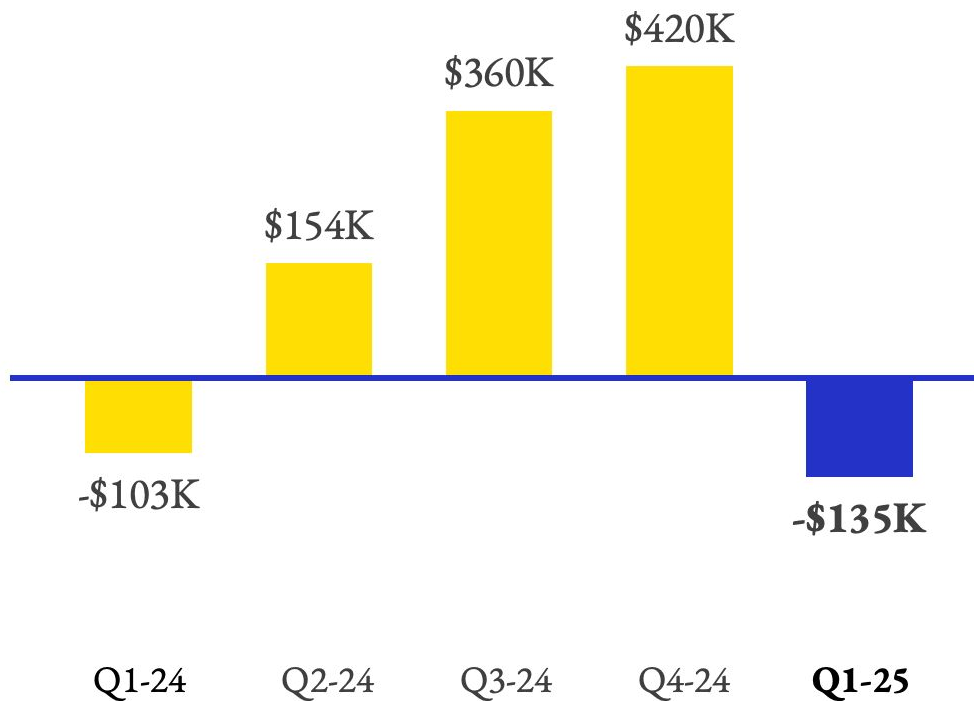


Q1 OPEX TOTAL





ROLLING EBITDA

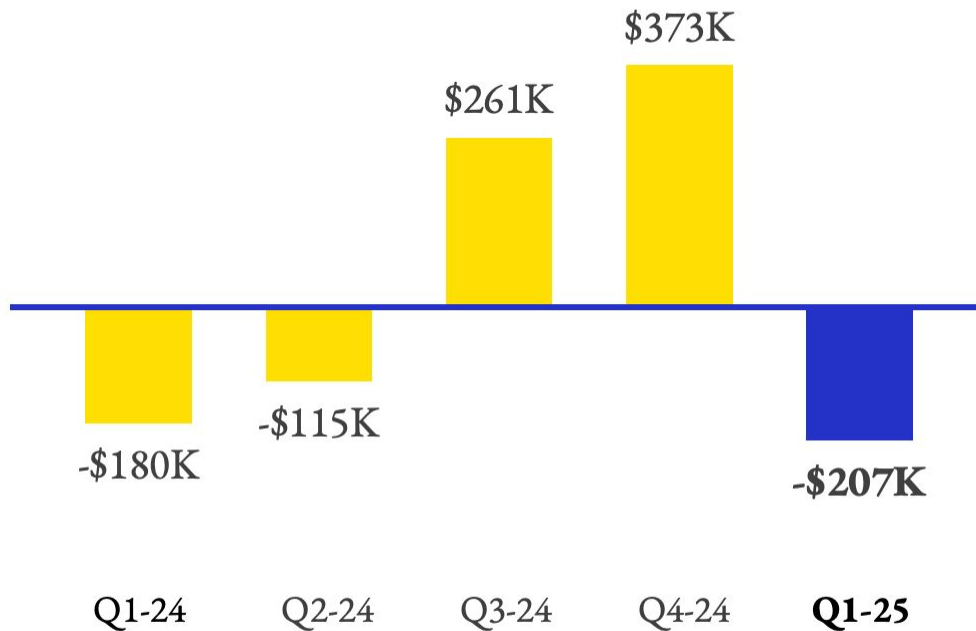


Q1 YOY COMPARISON

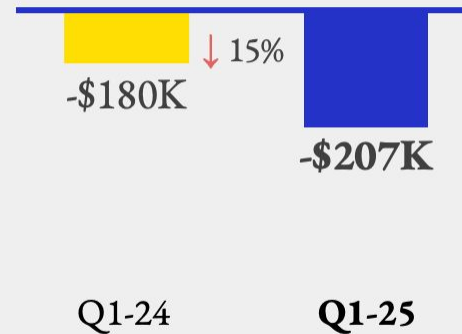




ROLLING NET INCOME/(LOSS)

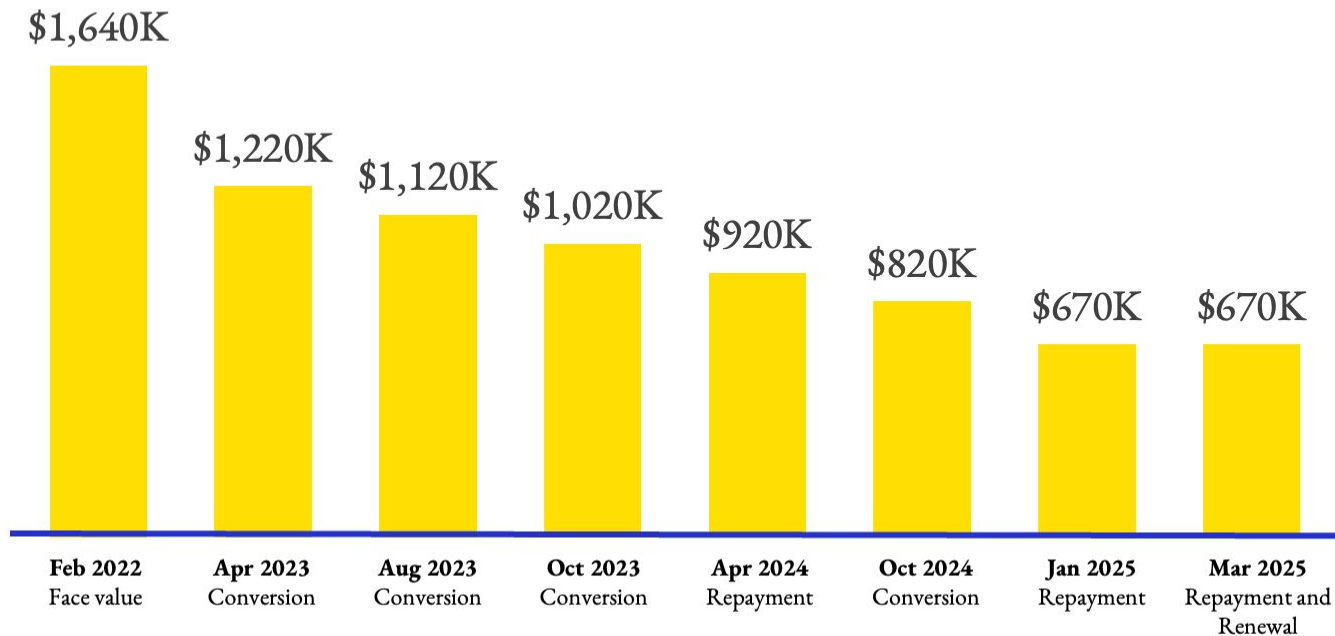


Q1 YOY COMPARISON





DEBT REDUCTION

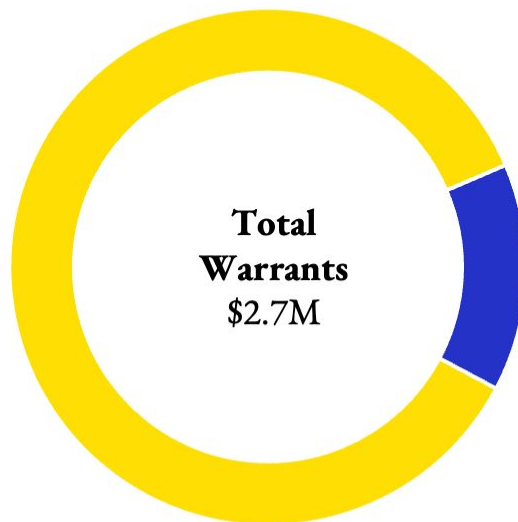




WARRANT CONVERSION

86% of Warrants
expire in **June and July 2025**
Potential cash: \$2.4M

Warrants are priced at \$0.10



**14% of Warrants expire 2026
and onward**
Potential cash: \$460K

REASON TO INVEST IN REKLAIM

- **Profitable:** Reklaim is currently profitable and generating free cash flow
- **Growth:** Reklaim continues to grow rapidly
- **Margin:** Operates at 80% gross margin
- **Recurring:** 90% recurring revenue ratio
- **Warrants:** Approx 25m warrants at \$0.10, in the money, expire in June '25
- **Inside Ownership:** CEO is largest owner of the stock (35%).
- **Tier 1 Clients:** +100 of Fortune 500 clients
- **Privacy:** Accelerating changes in privacy are reducing data supply in the market and forcing companies to find new partners -
- **Market Size:** \$500B dollar data market in transition from one with no consumer inclusion to one that requires it.



REKLAIM

THANK YOU!

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