

QnA Cloud™

Investor Presentation

The information contained in this Presentation is not an offer to sell or a solicitation to purchase any investment. Any such offer or solicitation will be made to qualified investors only by means of an approved, final confidential private offering memorandum and only in those jurisdictions where permitted by law.

The Problem

A significant amount of information flow and critical feedback between buyside institutional investors and company management is done through in-person meetings.

- **Investment meetings** are the **only remaining offline** investor **workflow.**

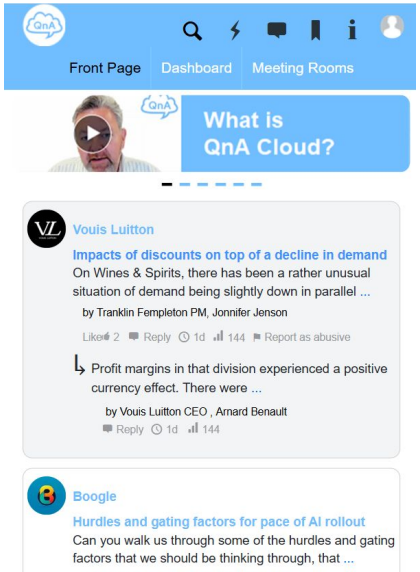
- These **meetings** are **highly time inefficient** and limited in number**.**

- **Sellside brokers** are **meeting gatekeepers** whose **incentives are misaligned** with companies and the buyside.

Investor Workflows	
Offline	**Online**
Management 1x1s	Company Information Sellside Research Consensus Earnings Estimates SEC Filings Breaking News Market Data Financial Models …

The Solution

The QnA Cloud™ platform is the first and only way for the buyside and corporates to communicate online at scale



Main Rules

Our QnA Cloud™ online forum operates under simple and clear principles.

- Only buyside institutional investors can ask questions
- Only corporate managers can answer
- All meeting room posts are fully public facing (the whole world can read)
- Free service (online forum is ad supported)

Why It Works

Our QnA Cloud™ provides two critical functions in order to host the online equivalent of a great hotel conference - same crowd, same polite behaviour.

- **Vetting of Users**
  - **Verifies Identity -** You are sure which Investor or Company rep you are speaking with
  - **Rely on Data -** All users can rely on statements attributed to Investors and Corporate users

- **Provide Security**
  - **Businesslike Conversations -** No trolls as only known, vetted, professional parties can post or DM
  - **Three Strikes Rule -** The community can report inappropriate, non-businesslike behaviour

Value Creation - For All

Our QnA Cloud™ online forum will be the largest collection of institutional investors in one place.

Benefits of our platform:

- **Empowers Users**
  - **Online -** Convenient, reliable place for discovery and communications
  - **Direct Access -** Removes inappropriate gatekeepers from the investor / corporate relationship
- **Reach**
  - **All Public Companies -** Meeting rooms for the ~10k publicly listed NA & EU companies
  - **All Institutional Investors -** Vetted buyside database with ~20x more users than Bloomberg
- **Time Efficiency**
  - **Higher Signal to Noise -** Questions prioritized and sourced by wisdom of crowds
- **Compliance friendly communications platform**
  - **Reg FD -** Public facing meeting rooms meets fair disclosure requirements
  - **Data Retention -** QnA messages are carbon copied to work email systems

Vetting at Scale is Our Secret Sauce

QnA Cloud™ is a B2B market data media business, not a tech company.

User Vetting Databases - Our Secret Sauce:

- **Proprietary Databases**
  - Similar to the guest list of an in-person conference
  - **10k corporate** entities
    - Goal is 100% accurate vetting
  - **100k buyside** firms
    - QIB status - Minimum cutoff for inclusion



Invested $1MM and 6 months to cover all of NA & EU

Online Platform is Ready to Go

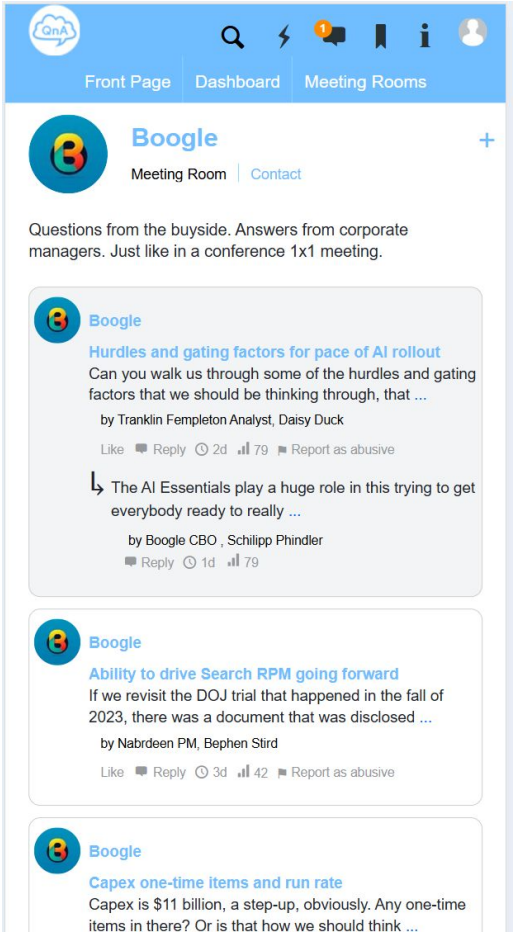
QnA Cloud™ is a B2B market data media business, not a tech company.

QnA Cloud's Key Tech Development

- Exclusive License
- Customization to Handle Corporate and Investor Needs
  - Dashboard with Automatic Watchlist similar to Bloomberg
  - Corporates get Room Controls similar to Conference

Tech Stack

- Online Forum
- Advanced Admin Tools
- Email Connectivity
- Mobile App - Thin Client



How We’re Breaking the "Chicken or Egg" Problem

QnA Cloud™ “Prime the Pump” Launch Strategy Goals:

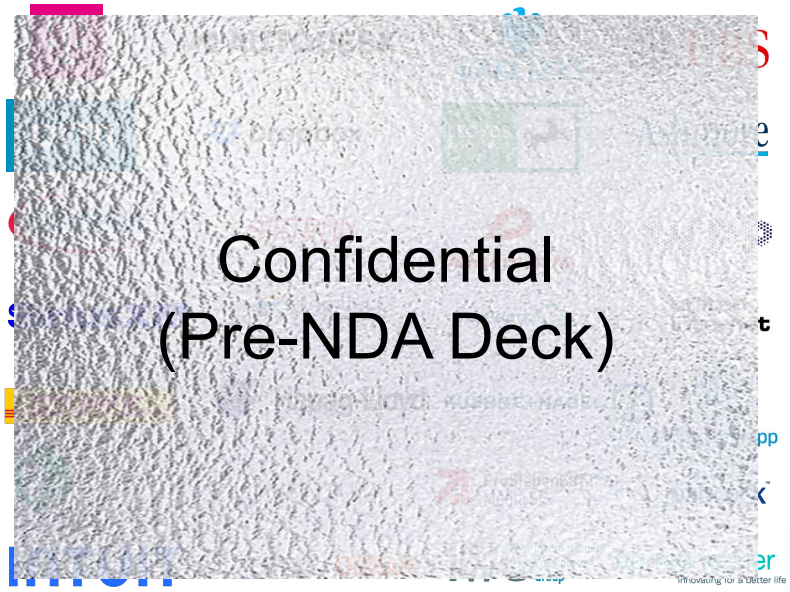
- **IRs of 250+ large companies**
  - (1) invite their buyside
  - (2) directly link to their meeting room
  - (3) be active on the site
- **Buysiders beyond Biggest Sellside Customers**
  - Asset managers - all firms
  - RIAs
  - Family Offices
  - Pensions / Endowments / Trusts
  - Insurance Companies
  - Focus on larger investment managers

Online network effect business models always start with the same problem - how to get all the sellers and buyers to start using the site.

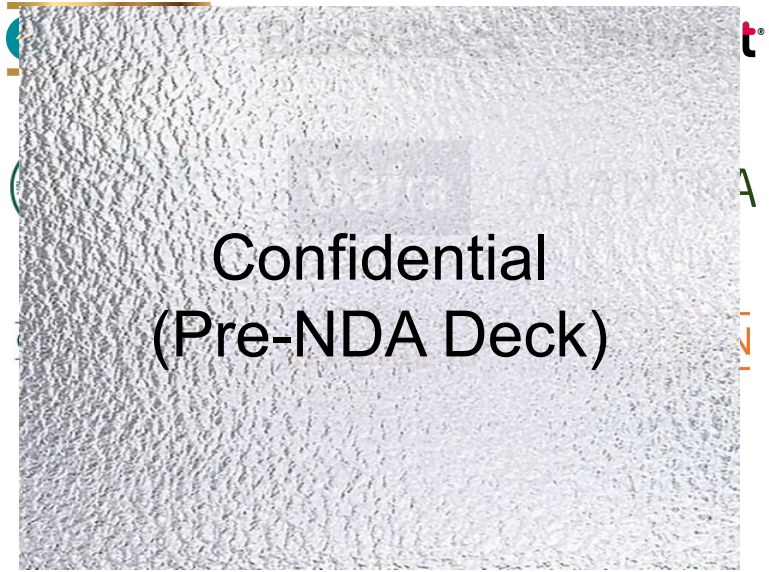
Chicken Meet Egg

Notable Corporates and Investors That Have Taken QnA Cloud™ Demo Accounts:

>$2.7TT Market Cap Corporates



>$30TT AUM Investors



Team

The QnA Cloud™ team blends strong industry and startup experience.

CEO **Daan Coster**	**CTO** **Jason Lehman**	**GC** **Alexandra Poe**	**CFO** **Andy Hamer**	**Sales** **Global Team of 11**
Institutional Investments 25+ years	Consulting, IT, and CIO roles 25+ years	Securities Attorney 25+ years	VC financial professional 15+ years	Professionals in NYC, Boston, and London 25+ years average

Contact Information

Daan Coster
Chairperson
QnA Cloud™

daan.coster@qna.cloud
+1 (929) FOR-QNAC