

Investor presentation

July 2024



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Disclaimer

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Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

BRAiN
commerce

Ai Powered Conversational
Commerce

BRAiN
checkout

Ai Powered Engagement
Platform

BRAiN
assistant

Ai Powered Knowledge
Management

Rezolve Ai provides the next level of performance in digital shopping with Gen AI powered search, advisory and checkout...

Value proposition

Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

This is how Rezolve Ai will make it a reality

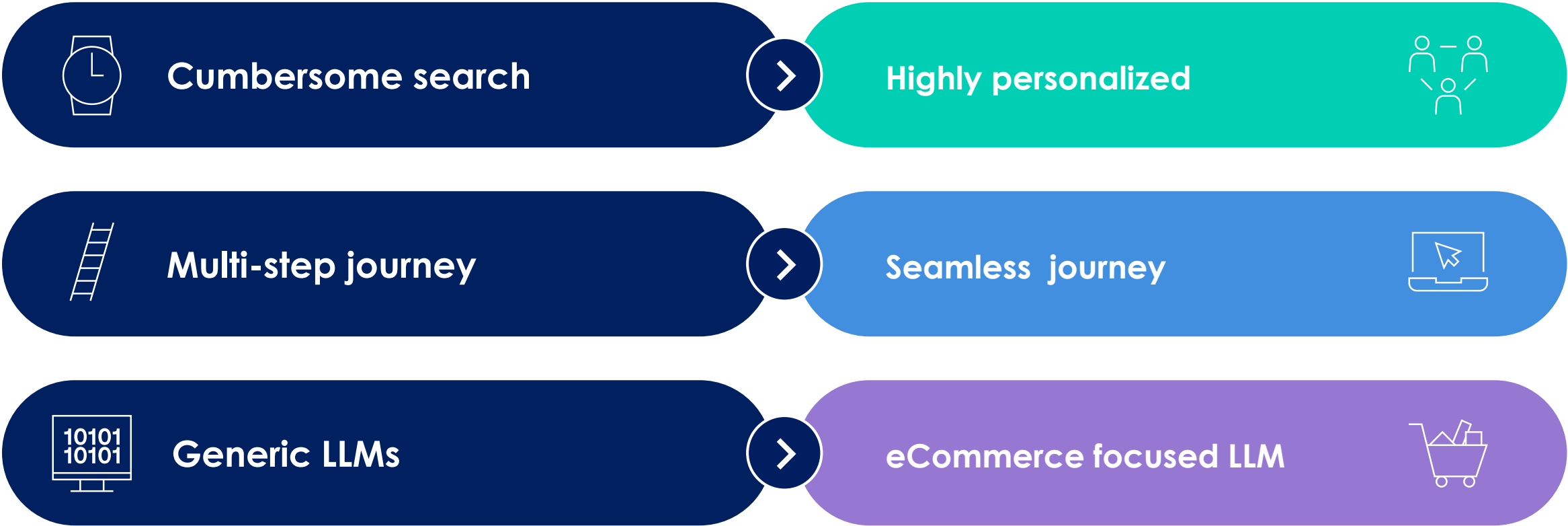
- Offer a **cloud-based highly scalable SaaS model with a B2B2C go-to-Market approach** targeting large eCommerce platforms & merchants and PSPs¹
- Generate revenue from business customers with a **monthly fixed SaaS fee** structured around 3 tiers based on their respective search volume
- USP is a **custom-built Gen AI toolkit** trained on eCommerce data

1. Payment Service Providers

...through a suite of Gen AI-enabled solutions powered by Rezolve Ai's foundational LLM brainpower

From...

To...





















Our investment highlights: Rezolve Ai is uniquely positioned to create value by using Gen AI to transform Search and eCommerce



1	Unique selling proposition	100+	Client discussions in the sales pipeline and proprietary and patented AI-technology
2	Robust competitive position	300 Bn	Token data sets made from proprietary data to train Rezolve Ai's foundational model
3	Clear monetization strategy	3	Tiers of pricing differentiated by search volume
4	Large & growing market	480-540 Bn	USD total addressable market
5	Deep experience and capabilities	>205,000	Previously onboarded merchants globally
6	Attractive financial model	>100 Mn	of expected ARR by 2025

Significant capital raises in AI, driven by robust private sector interest, position Rezolve Ai at the center of a major investment opportunity

Recent AI Capital Raises with significant valuations at various commercialization phases

HQ	Company	Last Known Valuation, USD bn	Total Raised ¹ , USD bn	Revenue, USD mn	Year Founded
	 OpenAI	86.0	11.3	1,300	2015
	 databricks	43.2	4.2	1,600	2013
	 ANTHROPIC	18.4	8.4	1,000	2021
	 grammarly	13.0	0.4	125	2009
	 MISTRAL AI	6.0	0.5	N/A	2023
	 SambaNova	5.0	1.1	26	2017
	 cerebras	4.3	0.7	N/A	2016
	 Inflection	4.0	1.6	N/A	2022
	 cohere	3.0	0.9	35	2019

Rezolve Ai is attractively positioned relative to peer group

Note: Raised to date includes only transactions with known deal value
Source: Pitchbook



1

**Unique selling
proposition**

Rezolve Ai aims to be a leader in eCommerce through faster time to market, seamless UX, lower TCO and personalization



Faster time to market

One-click API integration



Seamless user experience (UX)

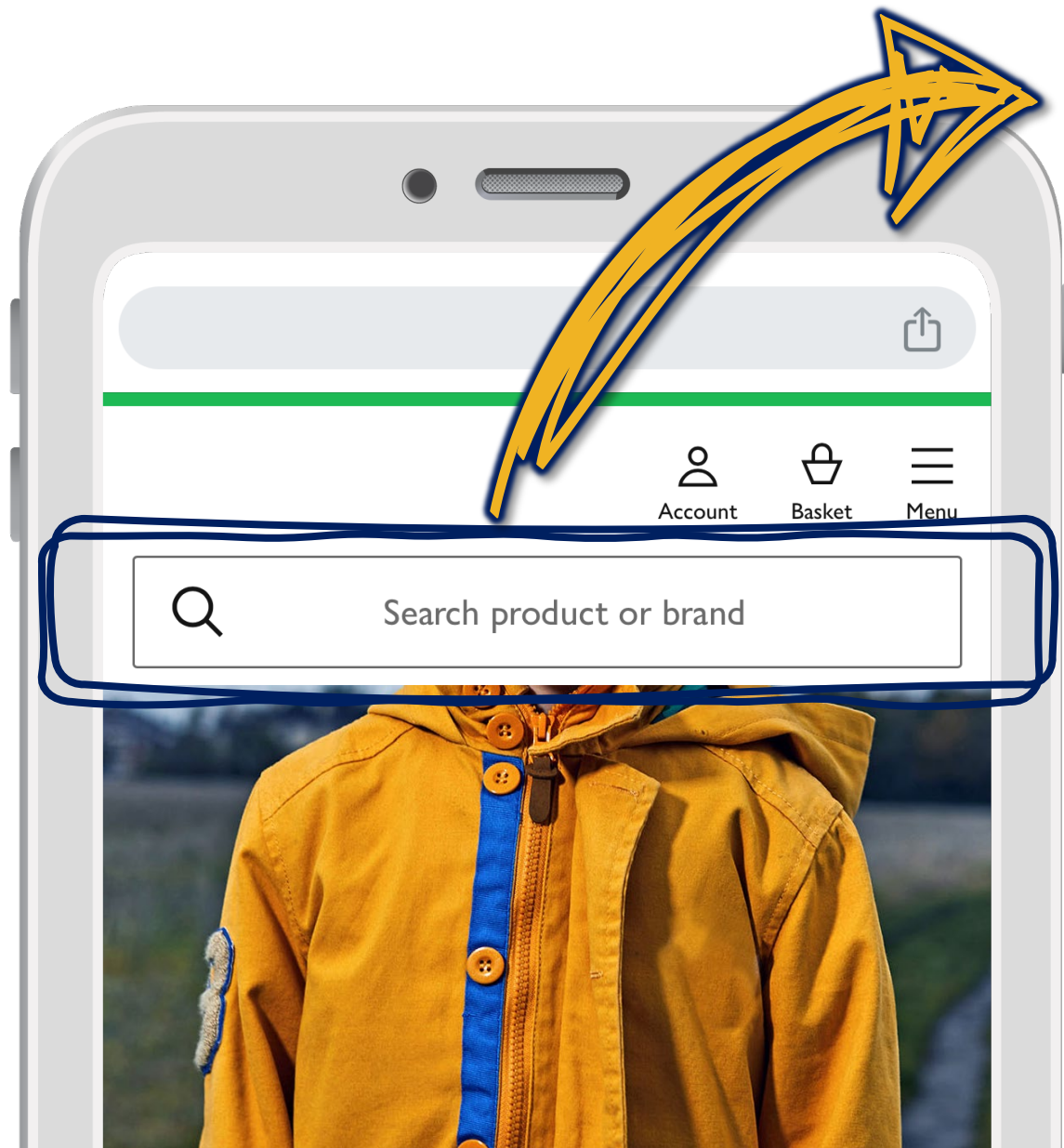
Addressing key eCommerce pain points



Lower total cost of ownership (TCO)

Foundation LLM and productized solution suite

Personalization enabled by gen AI



User experience of eCommerce has not changed significantly since the early 2010s

- 1990** Basic functionality with inaccurate results

- 2000s** Keyword-based search including filters and faceted search

- 2010s** Personalization and recommendation engines

- Now** Next level of digital shopping experience through AI-powered search and advice

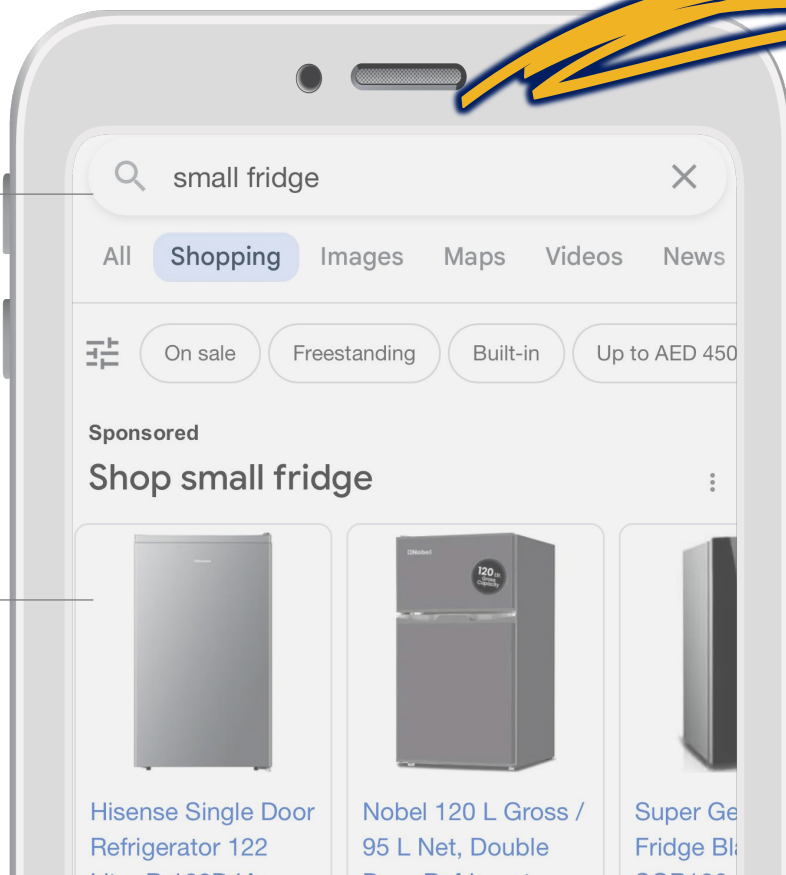
Past – Recommendation engine fails to filter the catalog on best possible options

Now – Next level of digital shopping via **Gen AI-powered search and sales assistance**

Rezolve Ai transforms digital interaction

No contextual product search

Long list without smart recommendation



BRAIN

New Question

English



I am looking for a fridge that has energy efficiency A, fits into a small kitchen and has a freezer. What do you recommend?



Thanks for reaching out to us regarding your search for a fridge. Based on your input we identified the following products

Option 1



Option 2



Understands even complex customer needs

Provision of smart options and assistance

eCommerce customer journey includes several negative experiences for shoppers that result in lower revenue for stores



Positive customer experience



Negative customer experience

Customer activation



Struggle to attract and convert customers

Search & advisory

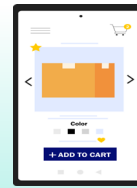


Unnatural way of interacting with online shops



Lack of personalized support

Checkout/
payment



Payment processing



Poor checkout processes

Fulfilment



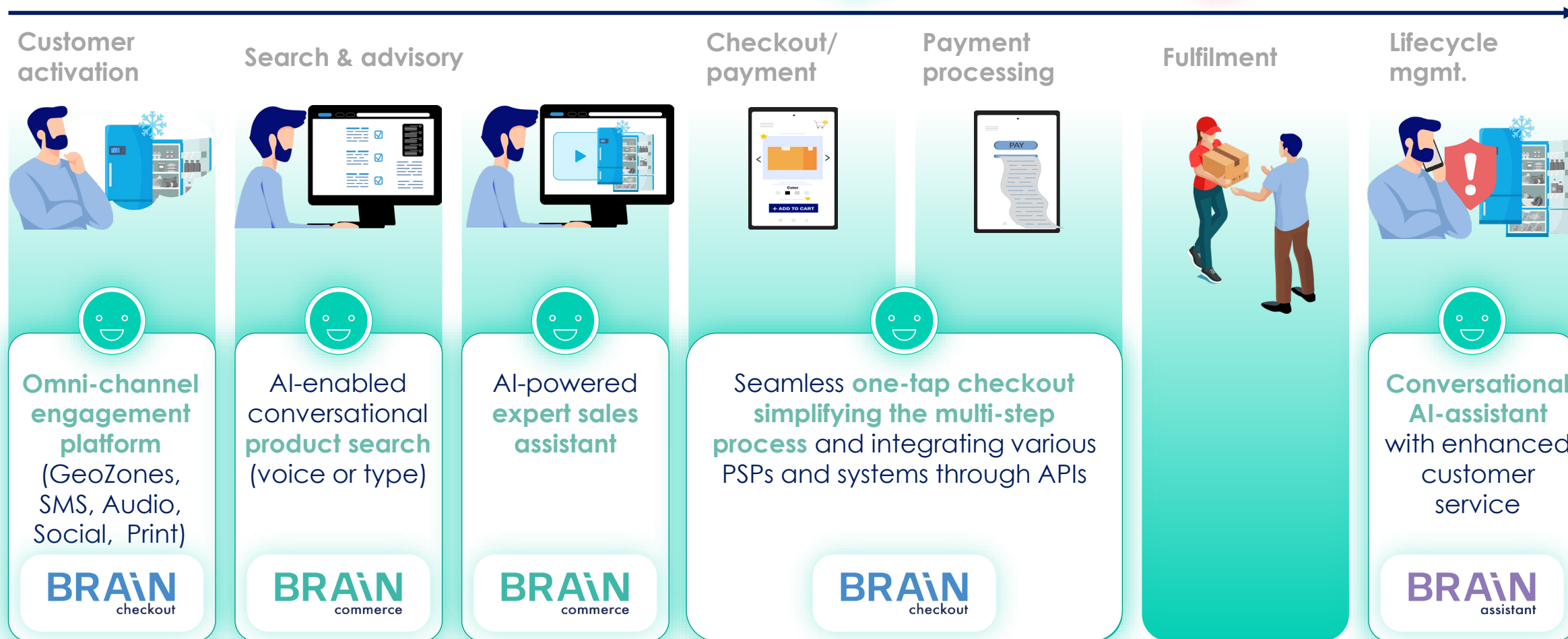
Lifecycle mgmt.



Discontent with customer service

Rezolve Ai's holistic product suite solves end-customer pain points across the customer journey

 Positive customer experience  Negative customer experience





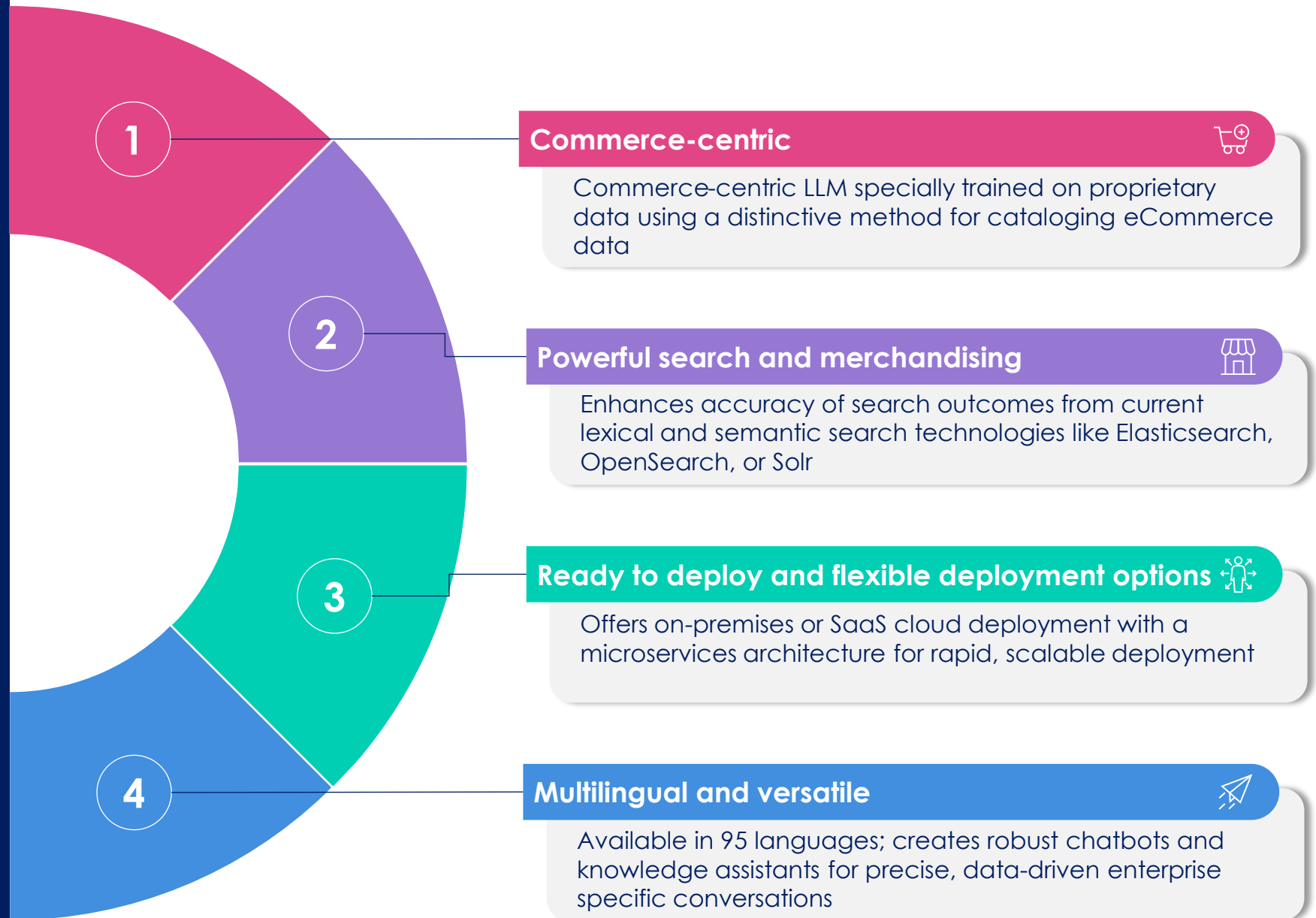
DEMO



2

**Robust
competitive
position**

Rezolve Ai's proprietary commerce- centric LLM *brainpowa* provides outstanding sales advisory and outcomes

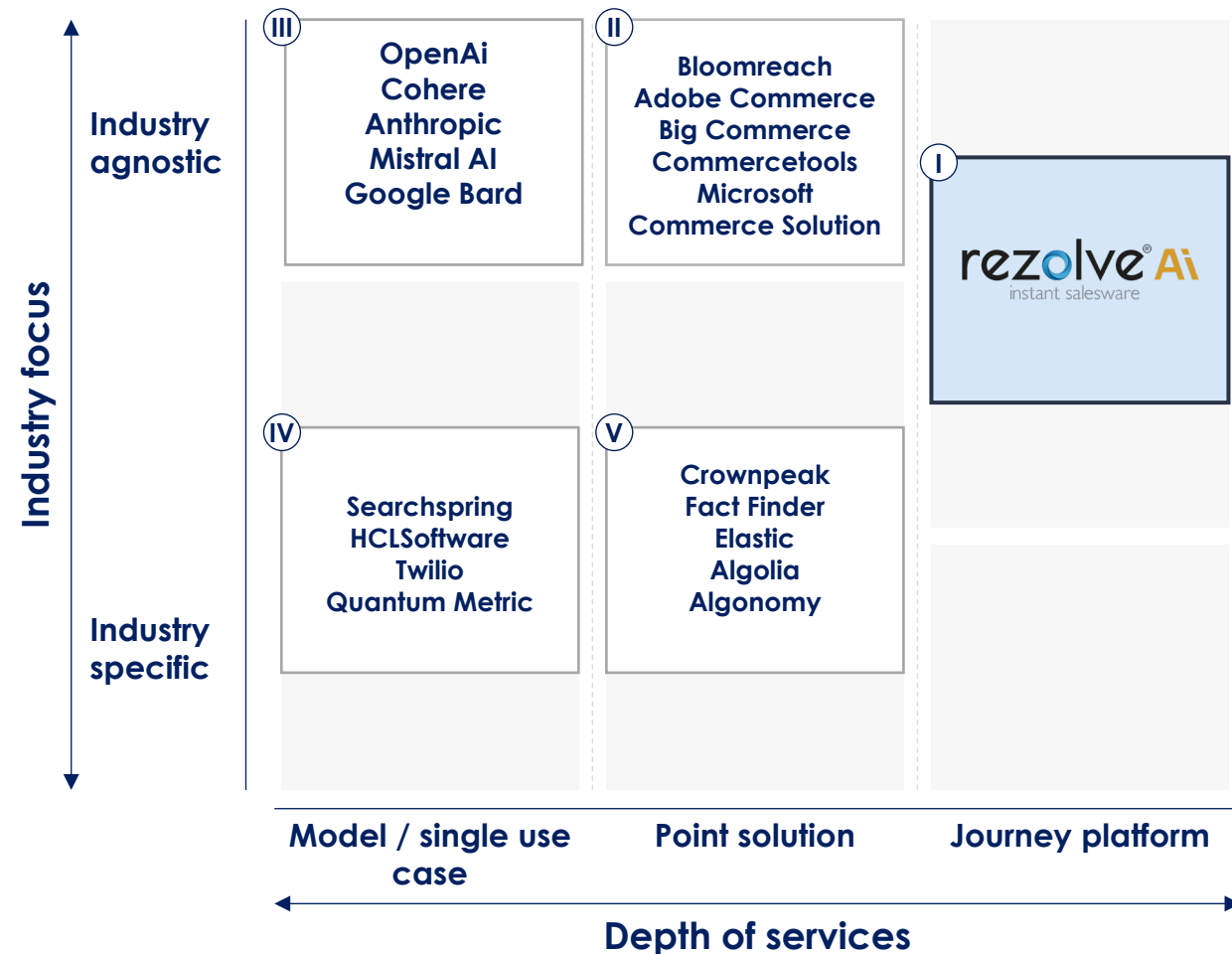


Rezolve Ai is pioneering Gen AI-enabled eCommerce

ILLUSTRATIVE

Deep-dive next

Competitive landscape



Player archetypes

I		Gen AI enabled eCommerce platform	Offers full suite of eCommerce and retail Gen AI-enabled products to enable merchants across the customer journey
II		All-in-one eCommerce platform	<i>Emerging:</i> offer end-to-end online business solution (eCommerce), often start out as single use case
III		LLM providers	Offer access to large language models (LLMs) that were trained on generic and broad datasets
IV		Single use case	Solve a single use-case (e.g., customer queries handling)
V		Search engines	Offer search engine services, which enables users to perform internet searches to find specific information, websites, or resources

Rezolve Ai offers comprehensive Gen AI eCommerce offerings across the value chain, unlike OpenAI and Cohere

ILLUSTRATIVE

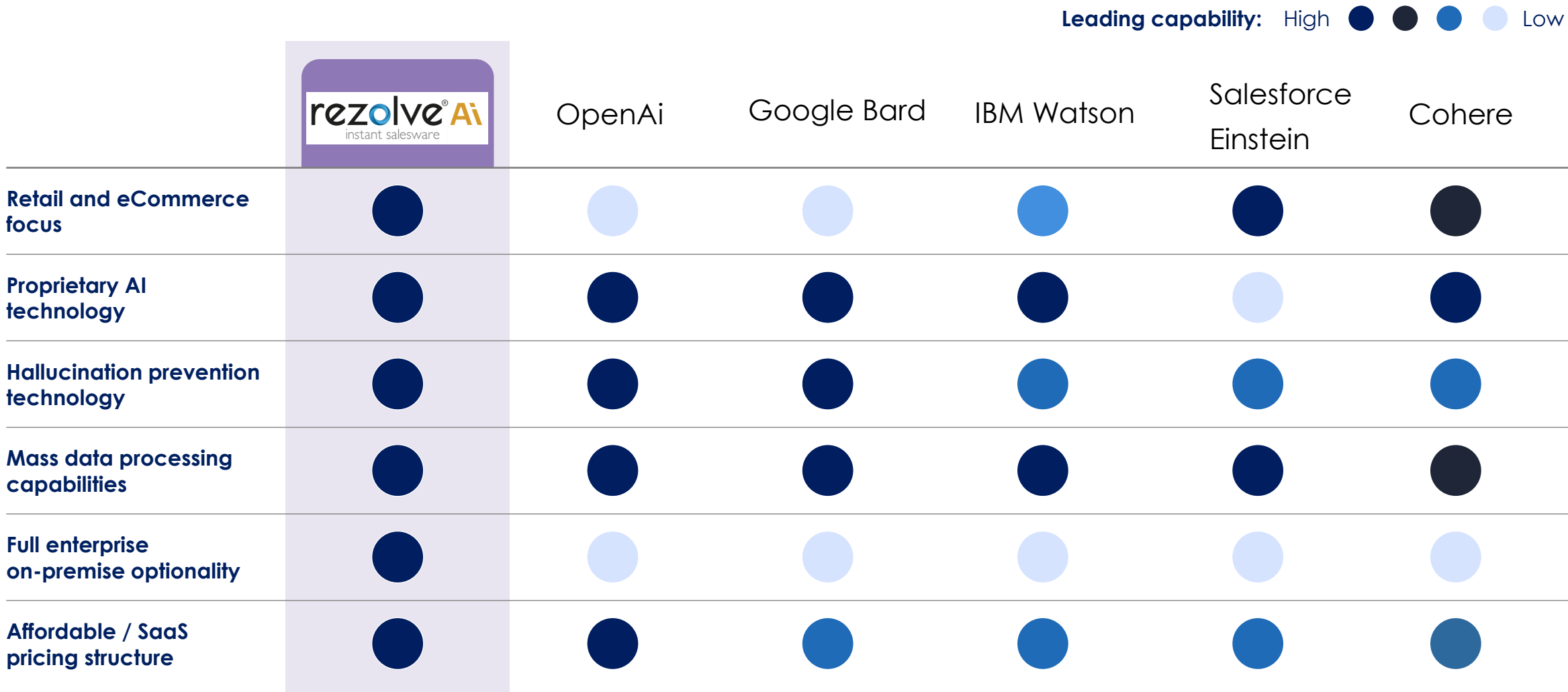


Company	Value chain positioning	Unique sector's focus	AI foundational model	Search	PSP checkout	Omni-channel
I rezolve [®] Ai instant salesware		eCommerce				
II Big Commerce		e.g., fashion, health, food, automotive, manufacturing etc.	Own LLM (BigAI)	But no conversational AI tool		
III OpenAi						
III Cohere						
V Algolia		eCommerce, marketplaces, SaaS and media	Own LLM (Algolia AI Search)	But no conversational AI tool		

Rezolve Ai unique selling proposition

- Conversational and personalized **AI-assistant**
- **Own LLM**, built specifically for eCommerce
- Seamless **one-tap checkout** integrating PSPs via API

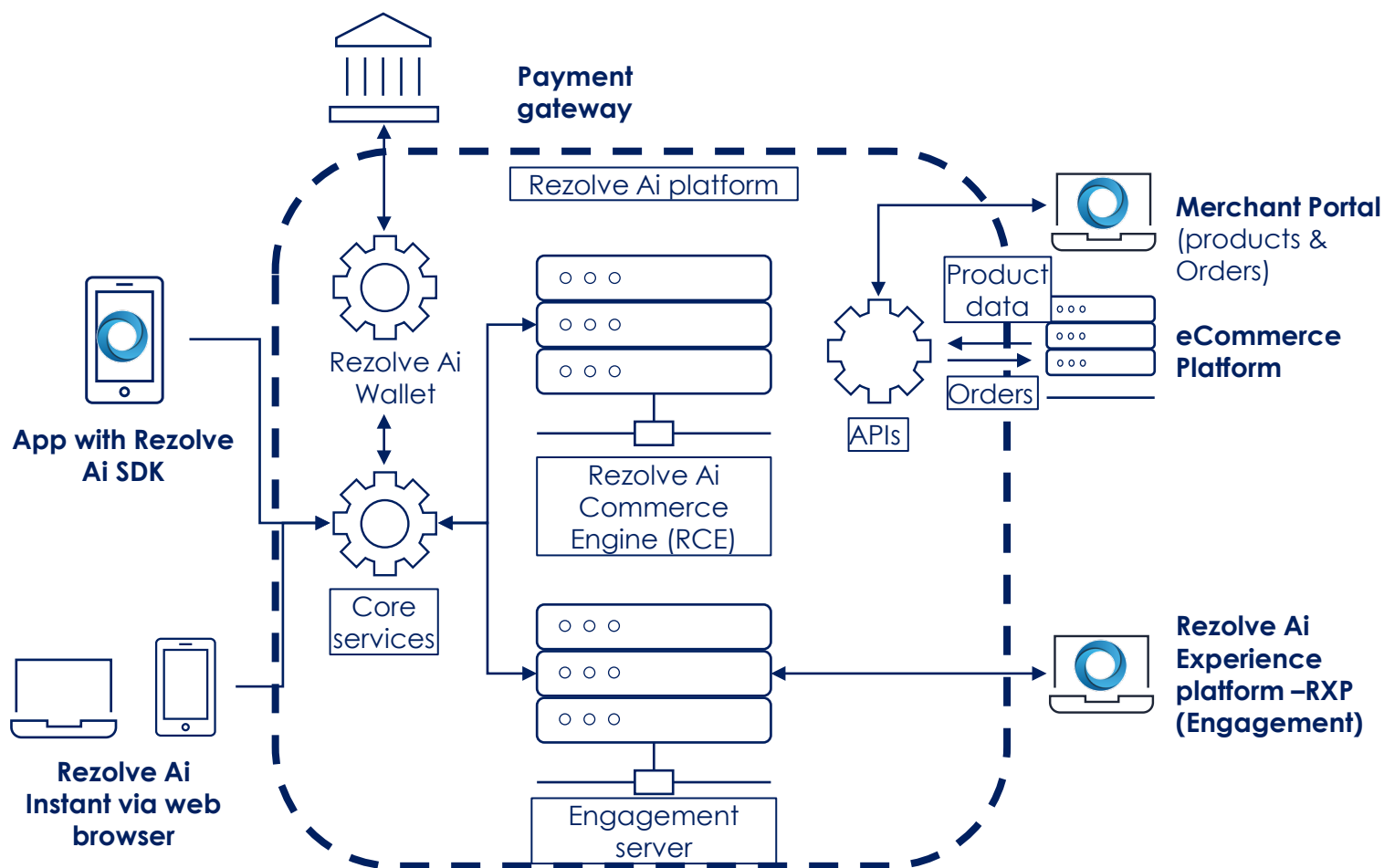
Rezolve Ai is positioned in the eCommerce vertical compared to large LLM providers



Source: Management estimates, Rezolve Ai's SEC filings

Rezolve Ai's SaaS offerings are built on a microservices architecture designed for scalability and is based on a cloud-agnostic design

Technology platform and architecture



Highlights



Scalable **platform enabled** by services containerized running on Kubernetes cluster



Rapid setup and deployment by using **Terraform**



High availability and scalability built into the intrinsic architecture **design** at application and infrastructure level

BRAINPOWA

Rezolve's eCommerce LLM

Trained to read, understand and generate eCommerce-related content for the merchant, brainpowa uses its own embedding models to understand the meaning of product and text data at massive scale, unlocking powerful meta data + semantic search, and classification



Enhancing Content

Product enrichment processes using the models generative capability combined with Computer Vision models to enhance product dataset



Improving Categorization

Classification and Clustering engine of the model support expansive taxonomy generation into knowledge graphs with subclass inference capabilities



Understanding intent

The language model is able to understand the customer's intent and provide correct responses



3

**Clear
monetization
strategy**

Rezolve Ai's Go-to-Market strategy is based on four distinctive pillars



Differentiated value proposition

Highest **emphasis on advancing eCommerce** via AI-enabled search, sales assistant and seamless checkout



Attractive sales geographies

Initial focus on Europe (USD 152 Bn) **and North America**¹ (USD 182 Bn) to capture the largest and most growing markets



Clear target customers

Focus on **top merchants and players within eCommerce, PSPs and retail conglomerates**



Strong sales capabilities

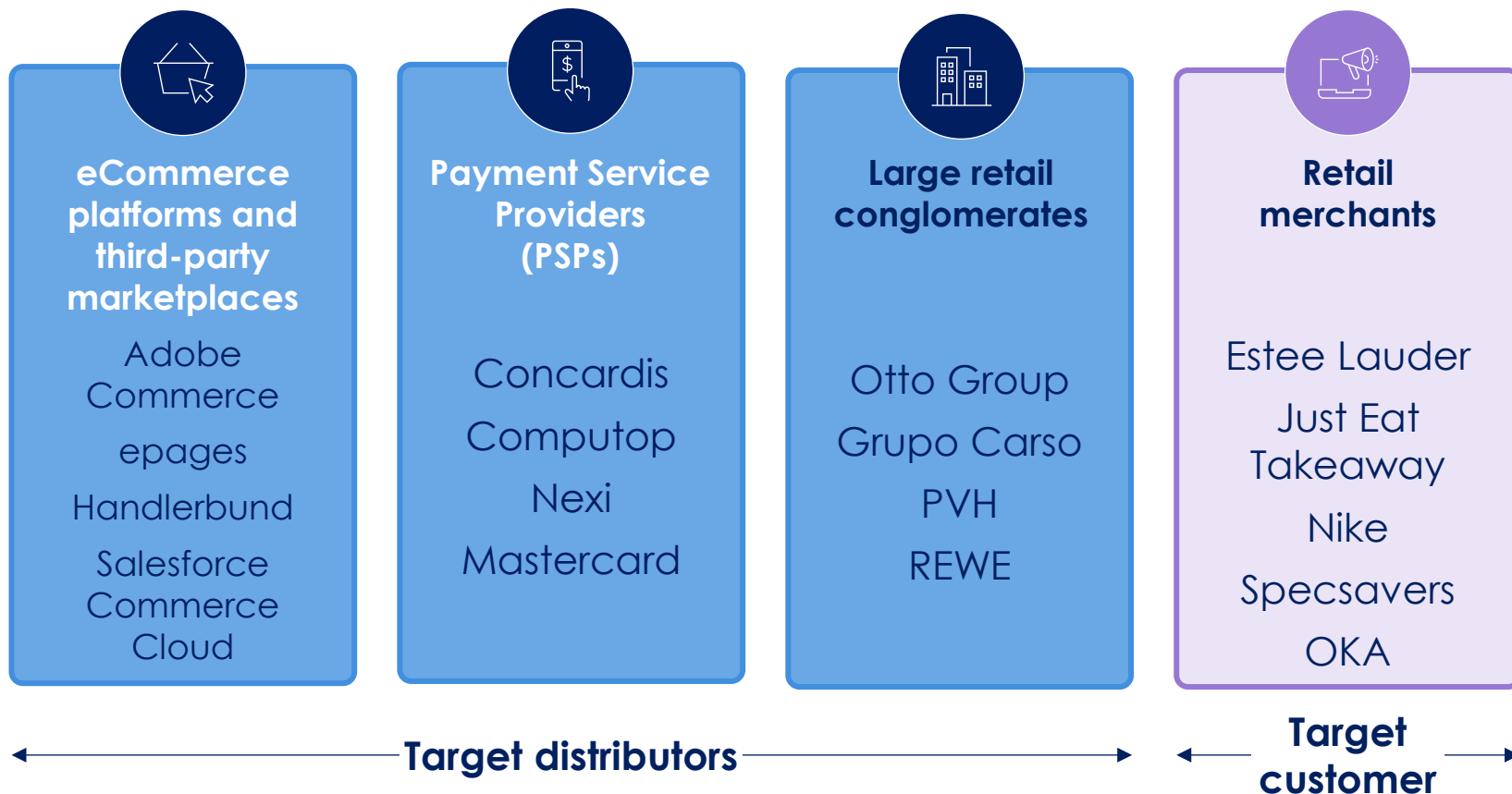
Industry leading **sales capability** with **rich experience in eCommerce** and relationships with global distributors and merchants

1. Incl. Mexico
Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

Rezolve Ai's GTM strategy focuses on acquiring large distributors and merchants in eCommerce, PSPs and retail

ILLUSTRATIVE

 Sales channel: ■ Indirect ■ Direct

Target segments (incl. potential target distributors and customers)


How Rezolve Ai may create value for distributors and customers



Increase in revenue by providing improved product search and discovery



Boost average order value by providing AI shopping advisory



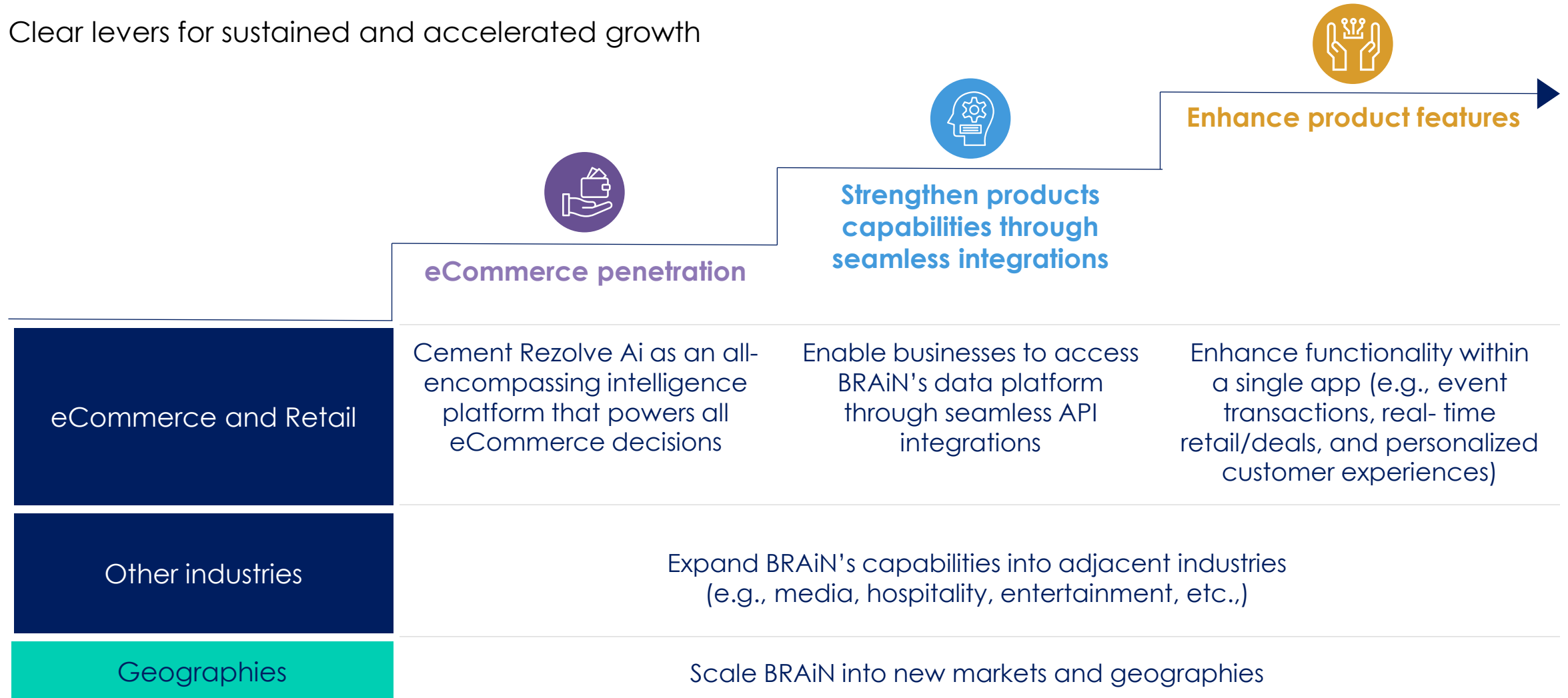
Increase touchpoints of engagement both offline and online



Improve conversion rates by providing seamless checkout

Rezolve AI's long-term go-to-market strategy aims to expand its product offerings and scale into new industries and geographies

Clear levers for sustained and accelerated growth





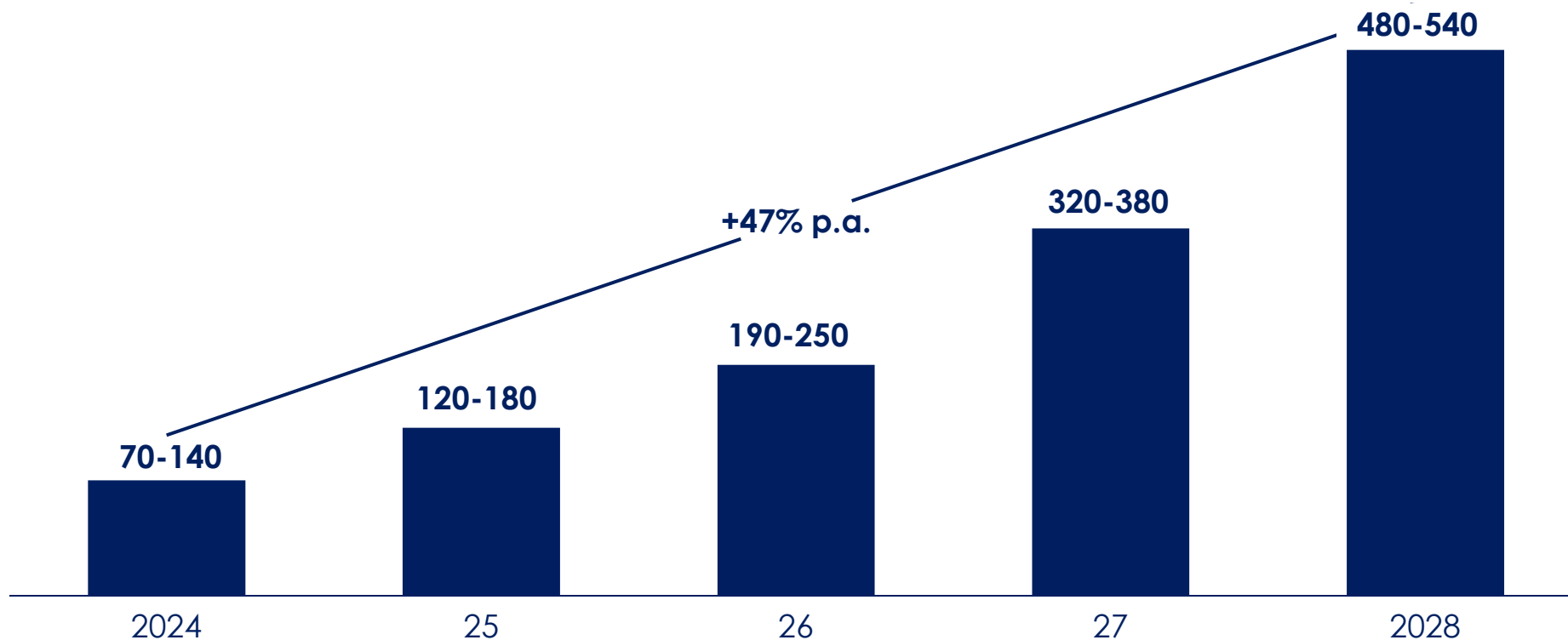
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**Large &
growing
market**

Global: Total spend on Gen AI solutions in 2028 is expected to be USD ~500 Bn+

PRELIMINARY – BASE CASE SCENARIO

Annual forecasted spend on Gen AI solutions, 2024-28, USD Bn¹



As of 2024, spend on Gen AI solutions will amount to **USD 70-140 Bn**

B2B Spend on Gen AI solutions to reach **USD 480-540 Bn** driven by a **~50% CAGR**

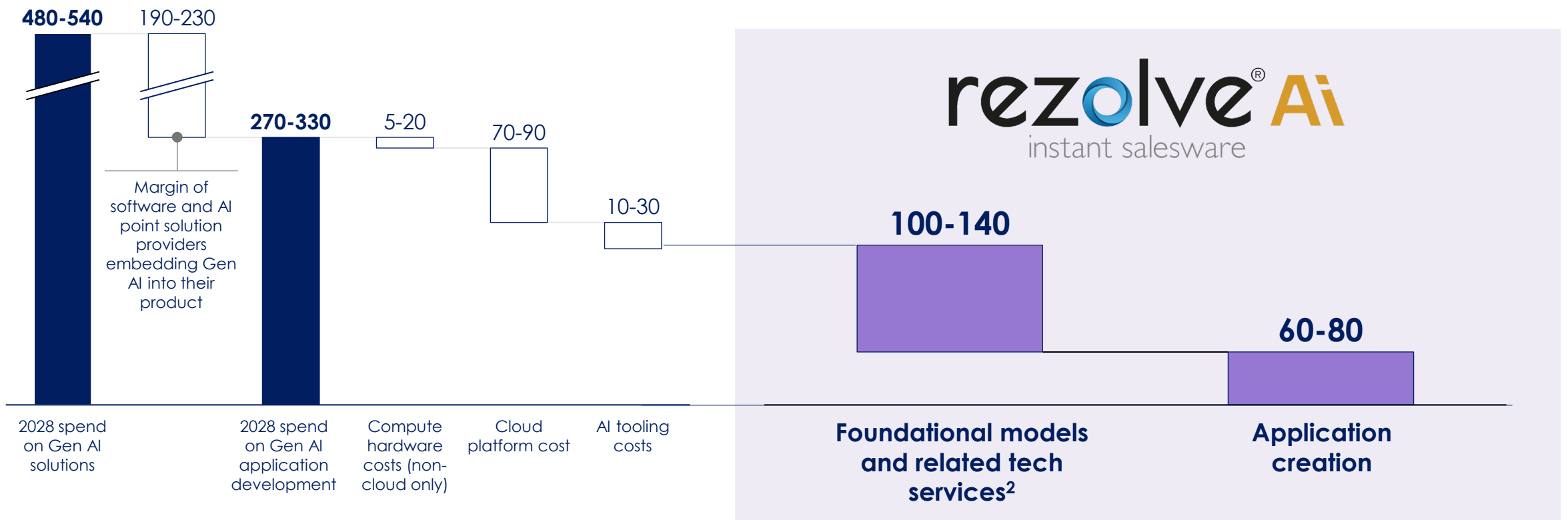
1. Methodology includes two complementary lenses i.e., the total economic potential of 60+ use cases and the labor productivity potential across ~2.1K work activities

Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

Global: Foundational models and related tech services will account for USD 160 - 220 Bn of global annual Gen AI spend by 2028

PRELIMINARY – BASE CASE SCENARIO

Gen AI application annual spend breakdown¹, 2028, in Bn USD



1. B2B focus, excludes revenue from private individuals (e.g., ChatGPT premium accounts)

2. Services include data engineering, model orchestration, and foundational models excludes compute. Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

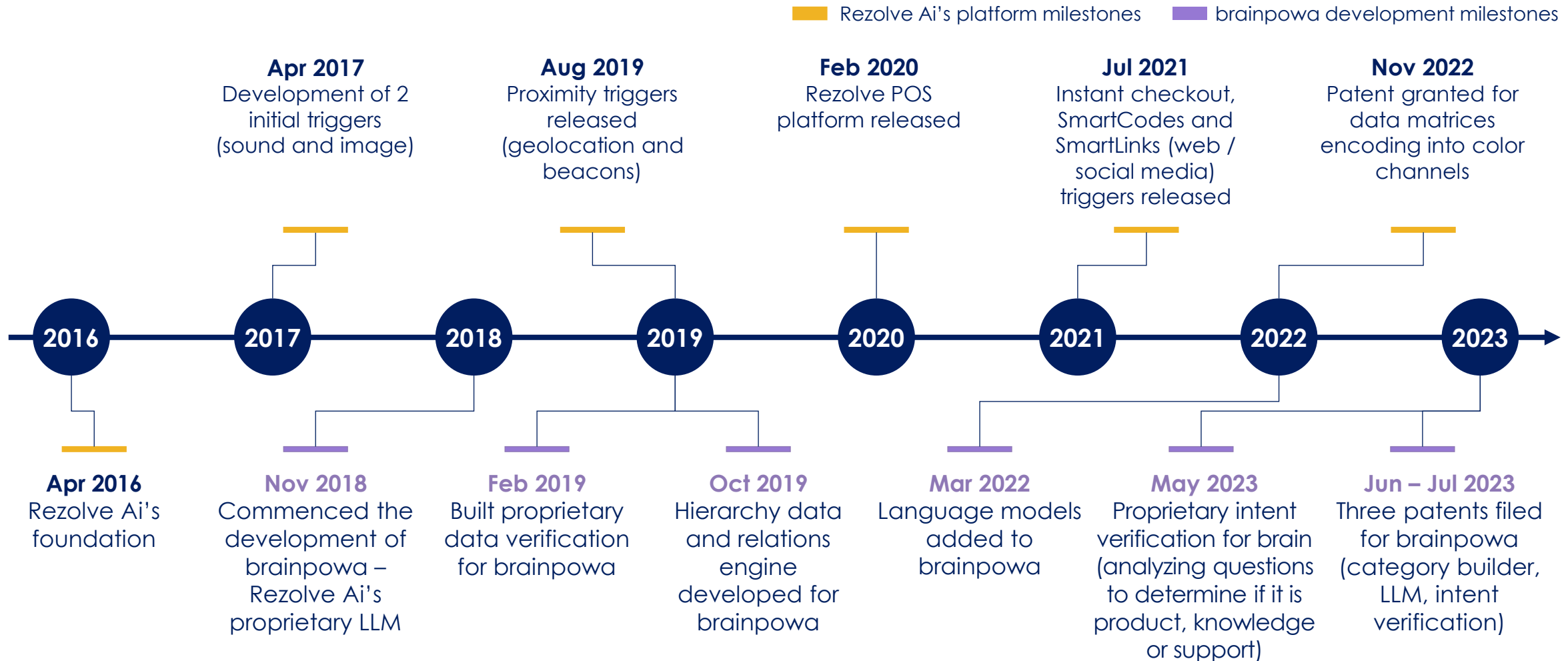
Note: Base case scenario



5

**Deep
experience and
capabilities**

Rezolve Ai stands at the vanguard of the eCommerce industry, providing an engagement platform, powered by cutting-edge AI



Rezolve Ai has an experienced management team with deep expertise in managing listed companies, product search, eCommerce and AI

Corporate Finance



Dan Wagner
Chairman & CEO

Founded Rezolve Ai in 2016 and MAID in 1984, which traded as Dialog on the LSE on 1994 and Nasdaq in 1995, where Dan became one of the youngest CEOs of a public company

Attraqt
MAID
venda



Richard Burchill
Chief Financial Officer

20+ years of experience as a qualified accountant and corporate finance executive
Previously, Finance Director of Arcadia, Deputy CFO, Group Treasurer, headed 40+ directorships

Arcadia

Technology



Sauvik Banerjee
Chief Product Officer

20+ years of experience in senior roles in technology, digital product, and omnichannel commerce
Previously CTO at Tata Group

SAP **TATA**
accenture



Dr. Salman Ahmad
Chief Technology Officer

20+ years of experience in mobile software technology and applications, and web & server technologies
Previously, CTO and co-founder of Kenja Corp

kenja
picsel

Business Development and Sales



Mark Turner
President, Global Commerce

25+ years of experience focused on strategic partnerships, business development, and M&A
Previously, Chief Commercial Officer in the IPO of Attraqt

Attraqt
MAID



Peter Vesco
Chief Commercial Officer and GM EMEA

20+ years of experience in the digital, financial, and IT sectors
Previously CEO of ClickandBuy and SVP at Deutsche Telekom Payments

T **clickandbuy**
SAFE AND SIMPLE ONLINE PAYMENT

Our management team is supported by a deeply experienced board, advisory board and backed by renowned investors

Board members Advisory board

Rezolve Ai's investors



Dr. Stephen Perry
Ex CFO, COO and Chief Digital Officer at Visa



Christian Angermayer
Founder of Aperion Investments Group with focus on Life Sciences, FinTech, AI



Hersch Klaff
Founder and CEO of Klaff Reality investment firm focusing on real estate and PE transactions



Sanjay Patel
CEO of Apollo Strategic Growth Capital and Vice Chair of Apollo Capital Solutions



Brooks Newmark
Ex British MP
Ex Sr. Partner at Apollo Management LP



Sir David Wright
Ex British Ambassador to Japan and South Korea
Ex Vice Chairman Barclays Capital
Ex CEO UK Trade and Investment



Justin King CBE
Director of Marks & Spencer
Chairman OVO Energy
Chairman Allwyn Entertainment
Chairman Dexters
Ex CEO of J Sainsbury



Gary Lauder
MD of Lauder Partners a venture capital firm (part of the Estee Lauder Family Office)



Bradley Wickens
CEO Broadreach Investment Fund (Hedge fund)



Tom Kalaris
Founder Saranac Partners
Ex CEO Barclays Wealth & Investment Management



6

**Attractive
financial
model**

Rezolve Ai's current management plan focuses on investing additional efforts to sign distributors and expanding geographical footprint

Growth area

1 Direct sales

2 Indirect sales

3 BRAiN assistant

Growth lever description

Acceleration of ongoing direct sales efforts

By ramping up resources to win new direct clients (e.g., large conglomerates) in Europe, North America, Asia and Middle East, intensifying the expansion for digital commerce customers, and further investing in identifying verticals outside of retail

Increase distribution depth and reach (indirect sales)

By investing in efforts to develop additional distributors (e.g., digital commerce and PSPs) to increase market penetration

Expand marketing efforts for BRAiN assistant in the B2C space

By bolstering Rezolve Ai's marketing initiatives to increase brand awareness, digital reach and awareness

Our investment highlights

Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

1

Unique selling proposition

2

Robust competitive position

3

Clear monetization strategy

4

Large & growing market

5

Track record of success

6

Attractive financial model

resolve[®] Ai
instant salesware