



# Investor presentation

February 2025



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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 significantly improves their search, advice and revenue generation



Ai Powered Conversational  
Commerce



Ai Powered Engagement  
Platform



Ai Powered Knowledge  
Management

# Rezolve Ai is designed to provide 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 significantly improves search, advice and revenue generation

## This is how Rezolve Ai is making it a reality

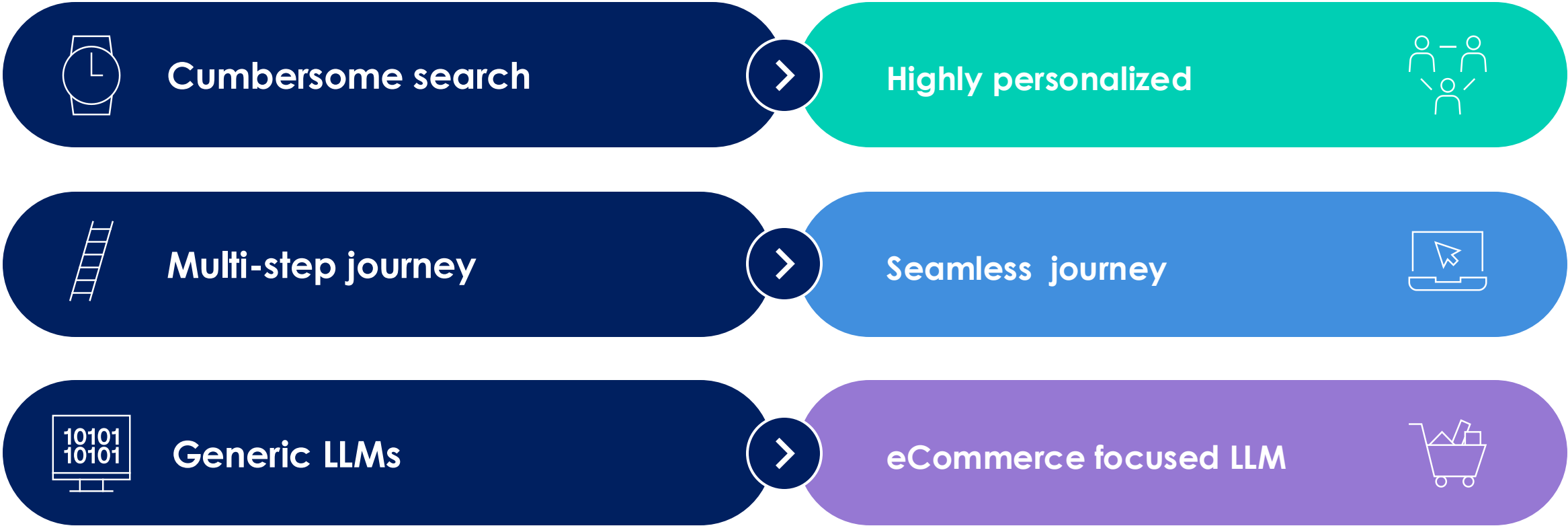
- Offer a **cloud-based highly scalable SaaS model with a B2B2C go-to-Market approach** targeting large eCommerce platforms & merchants and PSPs<sup>1</sup>
- Generate revenue from business customers with a **monthly fixed SaaS fee** structured around 3 tiers based on their respective search volume
- 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: Resolve Ai is uniquely positioned to create value by using Gen AI to transform Search and eCommerce





















<b>1</b>	<b>Unique selling proposition</b>	<b>100+</b>	Client discussions in the sales pipeline, multiple initial client acquisitions, marketing and distribution partnerships with global hyperscalers Microsoft and Google
<b>2</b>	<b>Robust competitive position</b>	<b>300 Bn</b>	Token data sets made from proprietary data to train Resolve Ai's foundational model, proprietary patented AI-technology
<b>3</b>	<b>Clear monetization strategy</b>	<b>3</b>	Tiers of pricing differentiated by search volume, merchant-friendly crypto payment solution with Tether
<b>4</b>	<b>Large &amp; growing market</b>	<b>480-540 Bn</b>	USD total addressable market
<b>5</b>	<b>Deep experience and capabilities</b>	<b>&gt;205,000</b>	Previously onboarded merchants globally. Highly experienced management and board
<b>6</b>	<b>Attractive financial model, robust capital structure and coverage</b>	<b>&gt;100 Mn</b>	USD of expected ARR by 2025; successful equity conversion of USD 59mm of debt, successful USD 15mm equity raise in December 2024, and USD 30mm bank debt raise in January 2025, coverage by five US market analysts with buy-rating as of January 2025

Source: Resolve Ai's SEC filings, Resolve Ai financial model

# 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 <sup>1</sup> , USD bn	Revenue, USD mn	Year Founded
	 OpenAI	157	17,9	3.700	2015
	 databricks	62.0	10.0	1,600	2013
	 ANTHROPIC	60.0	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
	 SIERRA	4,5	>0,2	20	2023
	 Inflection	4.0	1.6	N/A	2022
	 cohere	5,5	1,4	35	2019

Rezolve Ai is attractively positioned relative to peer group

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

Source: Pitchbook, Reuters, Crunchbase



**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)

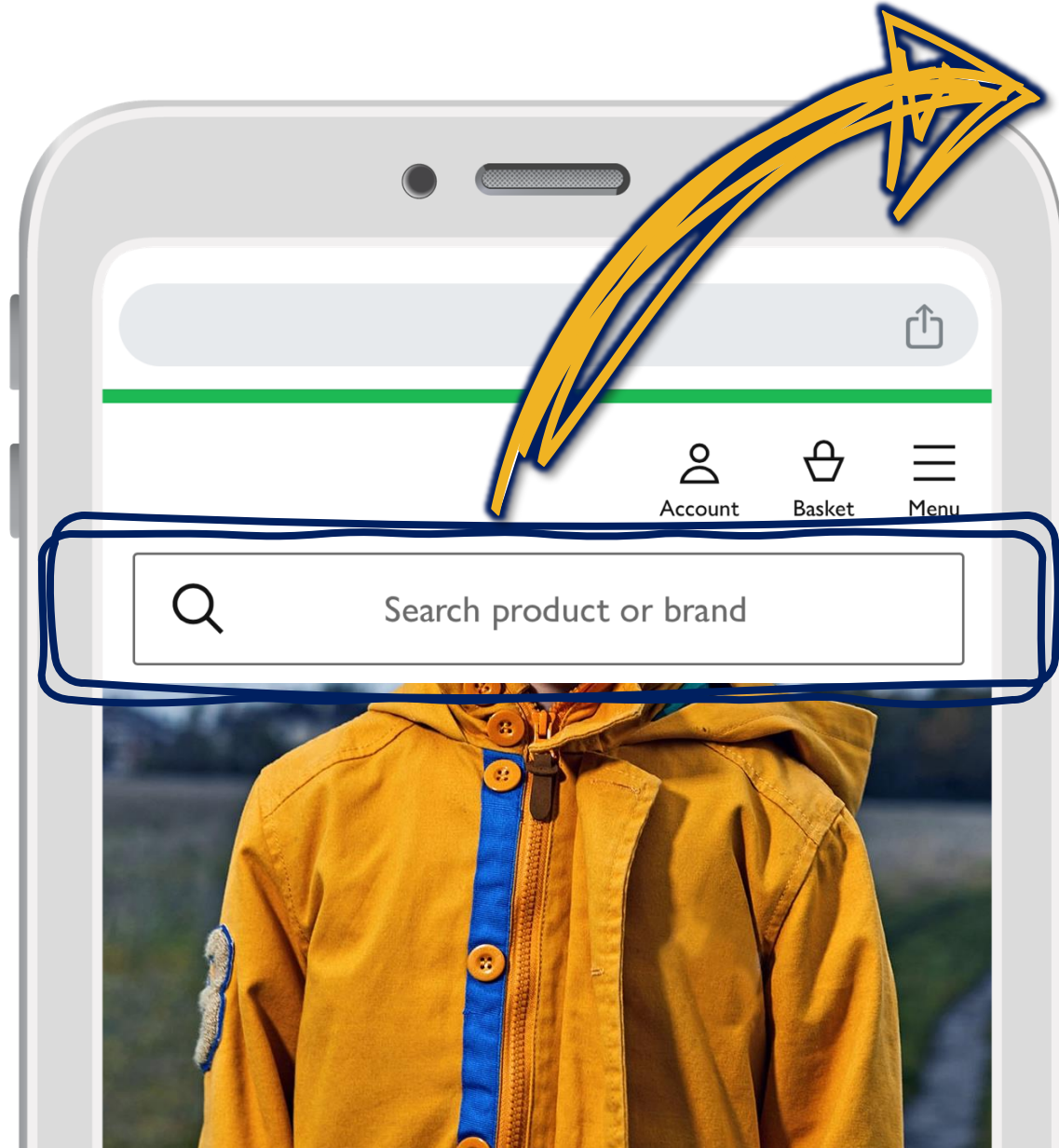
Addressing key eCommerce pain points



## 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

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

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- 2010s** Personalization and recommendation engines

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

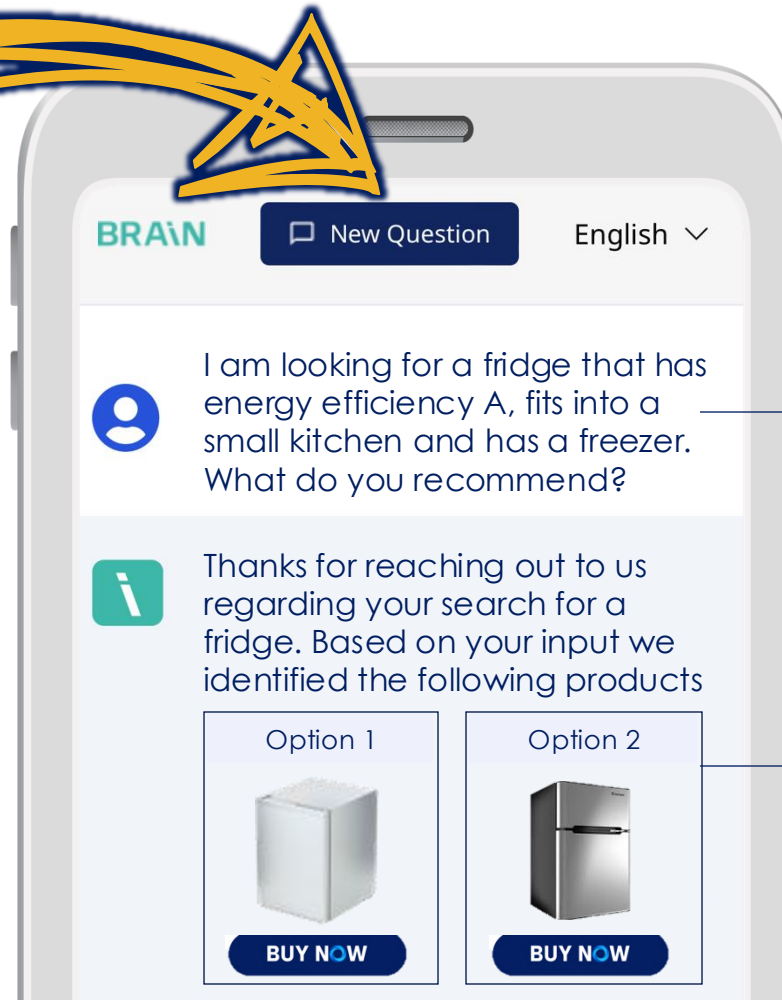
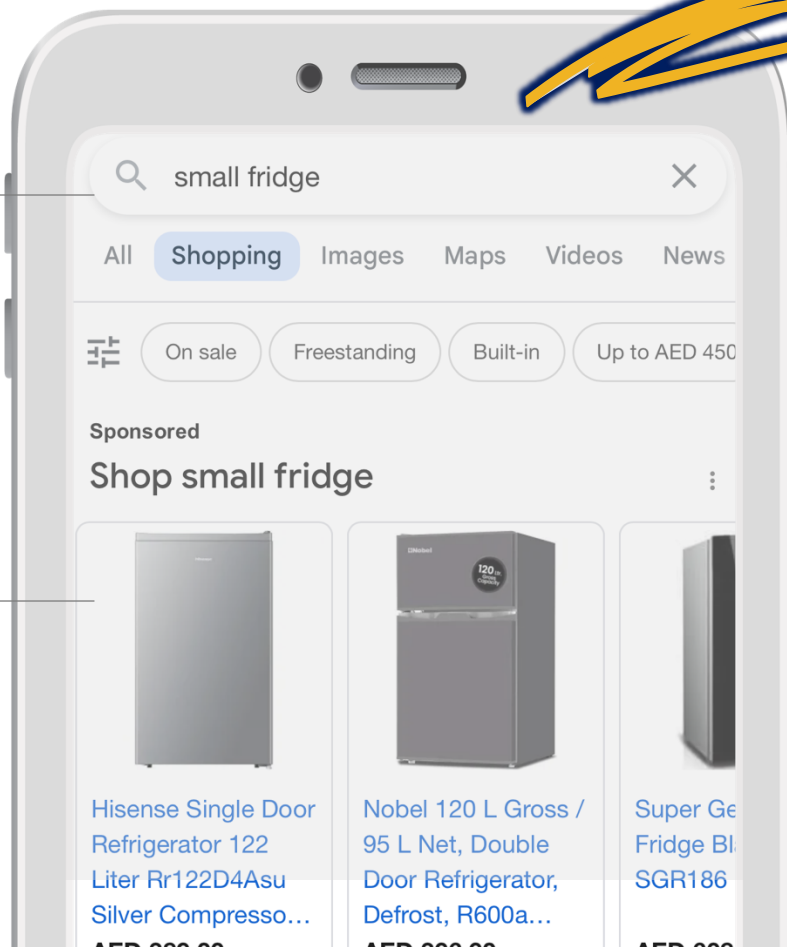
Past – Recommendation engine fails to filter the catalog on best possible options

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



Understands even complex customer needs

Provision of smart options and assistance

# eCommerce customer journey includes several negative experiences for shoppers that result in 70%+ cart abandonment and 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

## Customer activation



**Omni-channel engagement platform**  
(GeoZones, SMS, Audio, Social, Print)

**brain checkout.**  
resolve ai retail

## Search & advisory



**AI-enabled conversational product search**  
(voice or type)

**brain commerce.**  
resolve ai retail



**AI-powered expert sales assistant**

**brain commerce.**  
resolve ai retail

## Checkout/ payment



**Seamless one-tap checkout simplifying the multi-step process** and integrating various PSPs and systems through APIs

**brain checkout.**  
resolve ai retail

## Payment processing



## Fulfilment



## Lifecycle mgmt.



**Conversational AI-assistant** with enhanced customer service

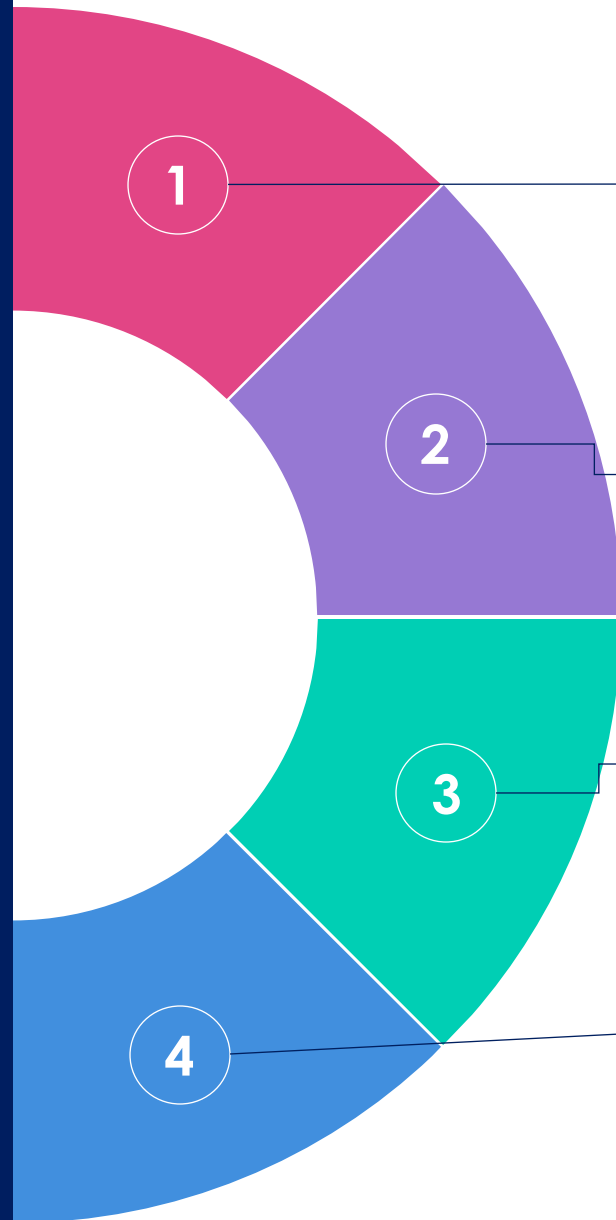
**brain assistant.**  
resolve ai retail



**2**

**Robust  
competitive  
position**

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



### Commerce-centric

Commerce-centric LLM specially trained on proprietary data using a distinctive method for cataloging eCommerce data

### Powerful search and merchandising

Enhances accuracy of search outcomes from current lexical and semantic search technologies like Elasticsearch, OpenSearch, or Solr

### Ready to deploy and flexible deployment options

Offers on-premises or SaaS cloud deployment with a microservices architecture for rapid, scalable deployment

### Multilingual and versatile

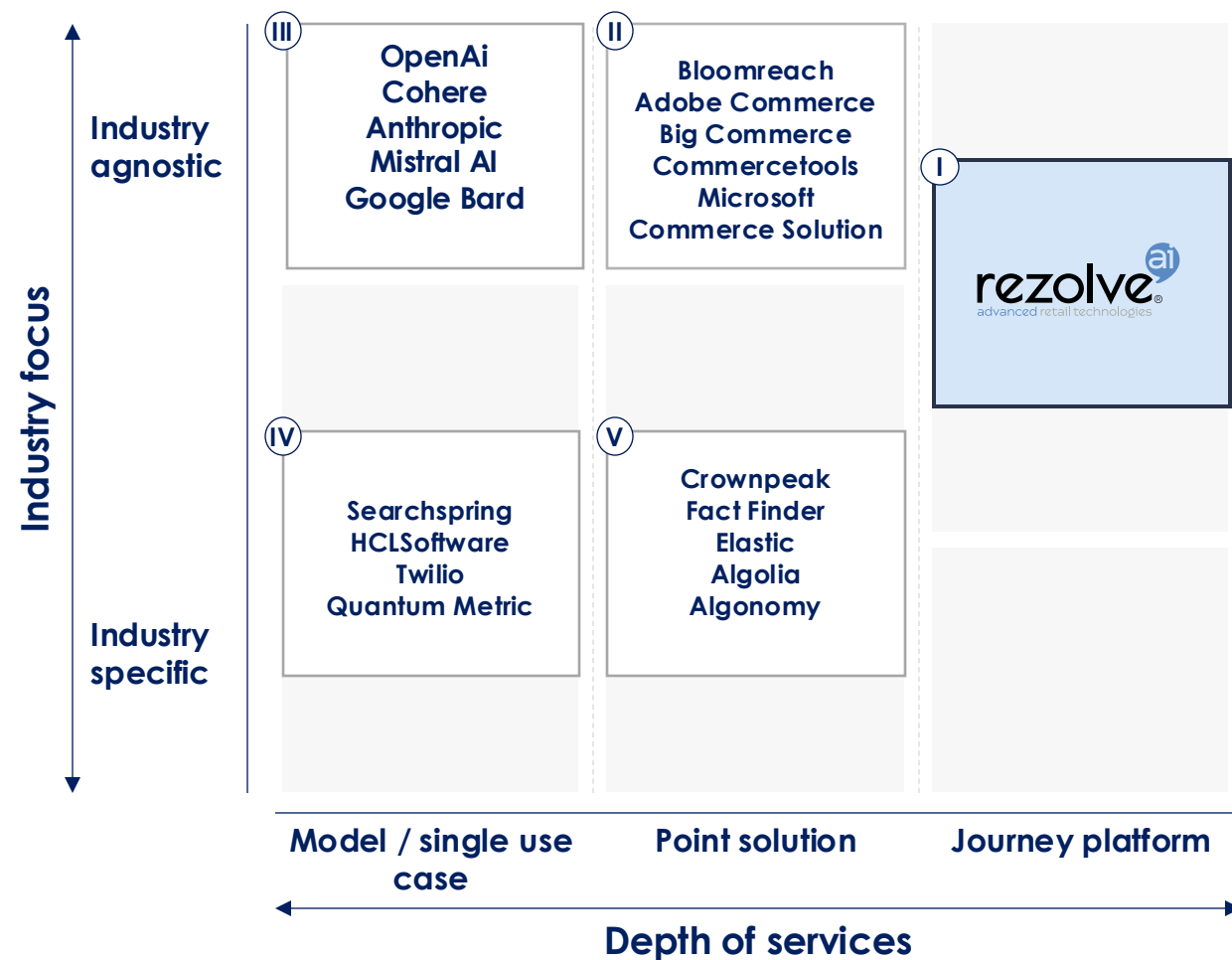
Available in 95 languages; creates robust chatbots and knowledge assistants for precise, data-driven enterprise specific conversations

# Rezolve Ai is pioneering Gen AI-enabled eCommerce

ILLUSTRATIVE

Deep-dive next

## Competitive landscape

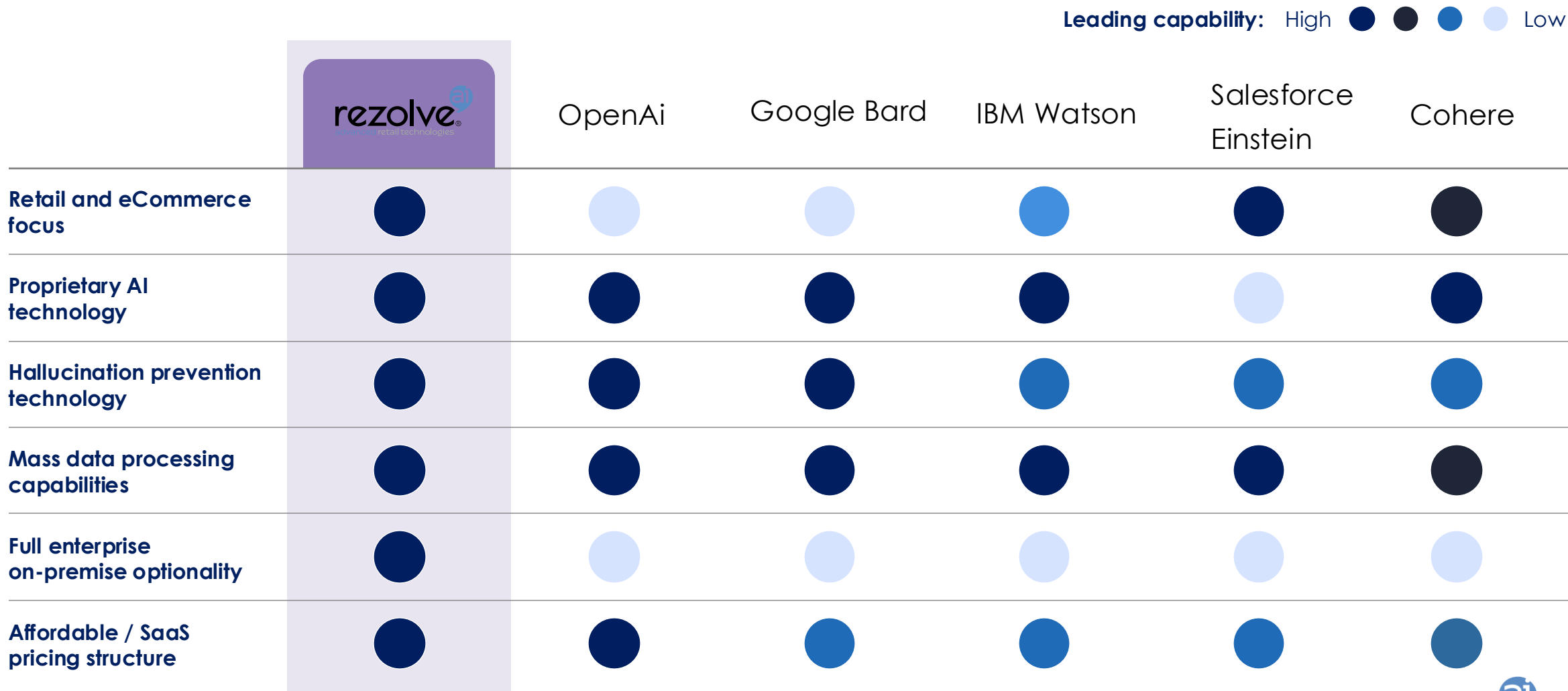


## Player archetypes

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



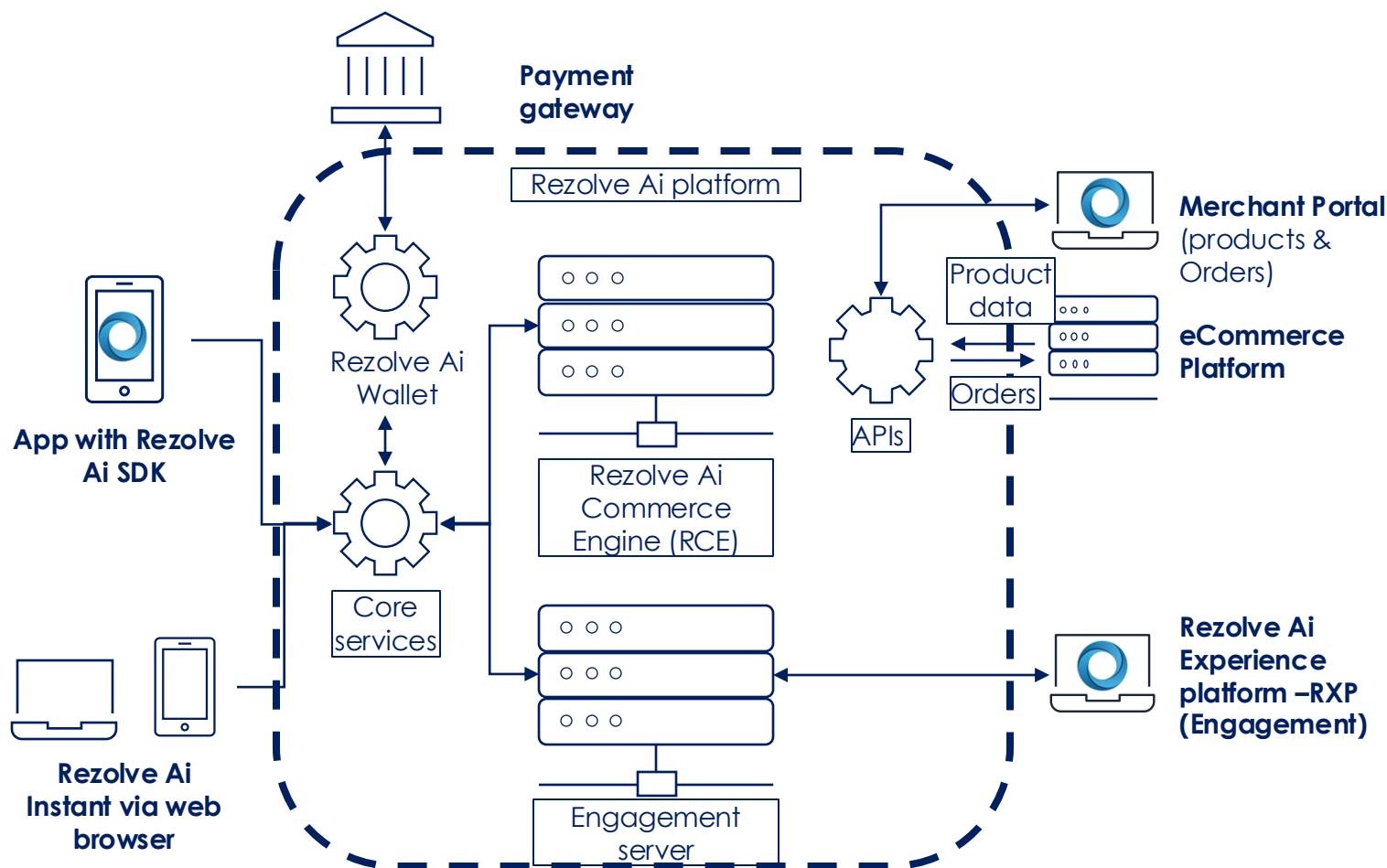
# Rezolve Ai is positioned in the eCommerce vertical compared to large LLM providers



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**



## 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



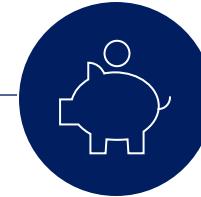
### Enhancing Content

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



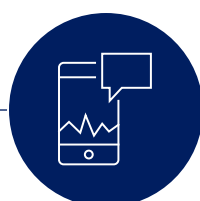
## Differentiated value proposition

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**<sup>1</sup> (USD 182 Bn) to capture the largest and fastest growing markets



## Clear target customers

Focus on **global hyperscaling partnerships** with **Microsoft** and **Google**, **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

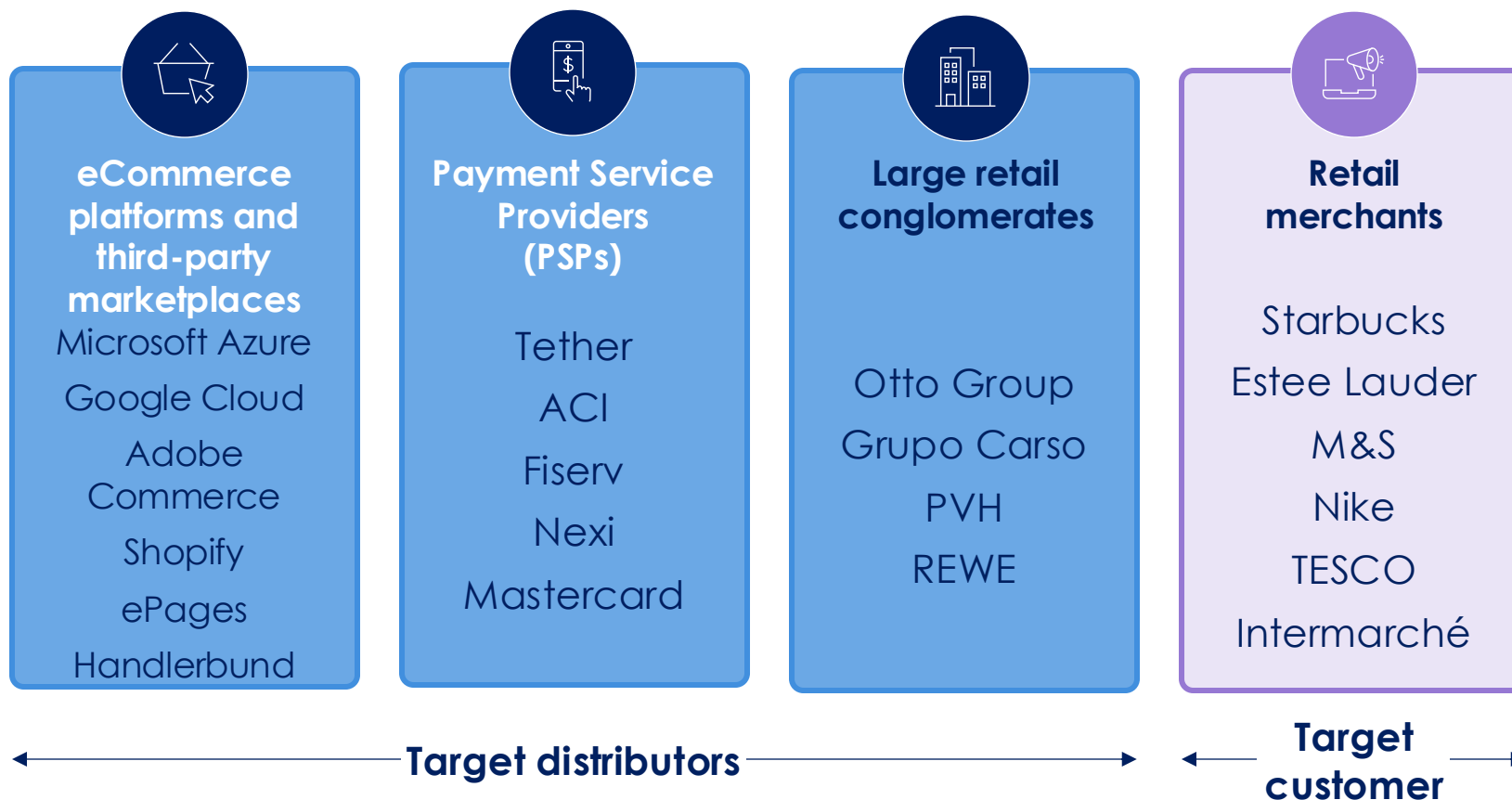
1. Incl. Mexico  
Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

# Rezolve Ai's GTM strategy focuses on securing 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 creates 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

# Microsoft and Rezolve Ai Partner to Drive Global Retail Innovation with AI-Powered Commerce Solutions

## Fulsome Endorsement



**Nick Parker, President of Industry and Partnerships at Microsoft:**

*“Rezolve’s **unique** technology specifically designed for commerce and retail, is transforming how businesses approach customer engagement and digital transactions.”*

Source: <https://www.rezolve.com/investors/>

## Broad Partnership Scope



### Levelling Up Digital and Commerce Engagement:

By integrating the Brain Suite with Microsoft Azure, Rezolve Ai offers retailers scalable and secure AI capabilities, backed by Azure's enterprise-grade infrastructure, that are designed to reduce cart abandonment.



### Global Distribution via Platform's Application Marketplace:

Brain Suite will be listed on the Microsoft Azure Marketplace, providing seamless access for retailers globally to leverage AI-driven solutions for commerce.



### \$130m+ Go-to-Market and Co-Sell Support:

Microsoft is committed to provide marketing and sales initiatives with an expected value up to \$130+ million over the next five years:

- **Marketing:** Joint marketing campaigns, PR, and field enablement.
- **Co-Sell Support:** Access to Microsoft's 35,000 incentivized sellers and marketplace rewards to accelerate customer acquisition, connecting Rezolve AI with top retail customers across three major continents each quarter
- **ISV Success Benefits:** Access to Microsoft AI Cloud Partner Program benefits, unlocking incentives, co-sell readiness and technical support

# Google and Rezolve Ai Join Forces to Transform Global Commerce Experiences Through Unique Generative AI and Cloud Infrastructure Solutions



**Daniel M. Wagner, CEO of Rezolve Ai:**

*“Google’s commitment to our vision, alongside their extensive resources and expertise, enables us to accelerate our mission to transform eCommerce. With Google Cloud’s global reach, we can **drive exponential growth** and **deliver unprecedented value** to retailers worldwide.”*

Source: <https://www.rezolve.com/investors/>

## Key Aspects of the Partnership

- Global Reselling through Google’s Sales Channels:**

Google plans to distribute Rezolve Ai’s Brain Suite worldwide, empowering retailers with advanced AI solutions that improve customer engagement, optimize operations, and drive business growth.
- Revenue Contribution & Customer Incentives:**

Google and Rezolve Ai expect that its channels will contribute over 50% of Rezolve Ai’s projected revenues in the coming years. Customers with Google Cloud commitments will be incentivized to adopt Rezolve Ai’s Brain Suite, reducing their commitments while gaining access to next-gen eCommerce capabilities.
- Co-Marketing and Innovation:**

Google and Rezolve Ai expect to co-invest in a series of global marketing initiatives to drive brand awareness and demand for Brain Suite products, with collaborative innovation projects aimed at continuously enhancing Rezolve Ai Suite’s capabilities.
- Integration with Google Cloud Infrastructure:**

By hosting Rezolve Ai’s Brain Suite on Google Cloud, this partnership aims to ensure reliable, scalable, and secure deployment, giving retailers on Google Cloud access to AI-driven tools that create personalized, efficient customer journeys.



# Tether and Rezolve Ai Share Vision to Make Crypto Mainstream, Eliminate Merchant Fees, and Redefine USD 600bn-Retail Payments Market

## Building together



**Paolo Ardoino, CEO of Tether**

*“Cryptocurrency is no longer the future - it’s here, and our strategic alliance with Rezolve Ai makes it practical and accessible for everyone.... **Together**, we’re building a system that empowers consumers and retailers alike. ”*

Source: <https://www.rezolve.com/investors/>

## Delivering Game-changing Technology



### Merchant Fee-Free Transactions:

Intended to create a disruptive incentive for retailers to adopt the system and encourage customer usage.



### Real-Time Crypto-to-Fiat Conversion:

plan to work with exchanges to conduct instant crypto-to-fiat conversions, with funds credited to merchants in fiat at regular intervals.



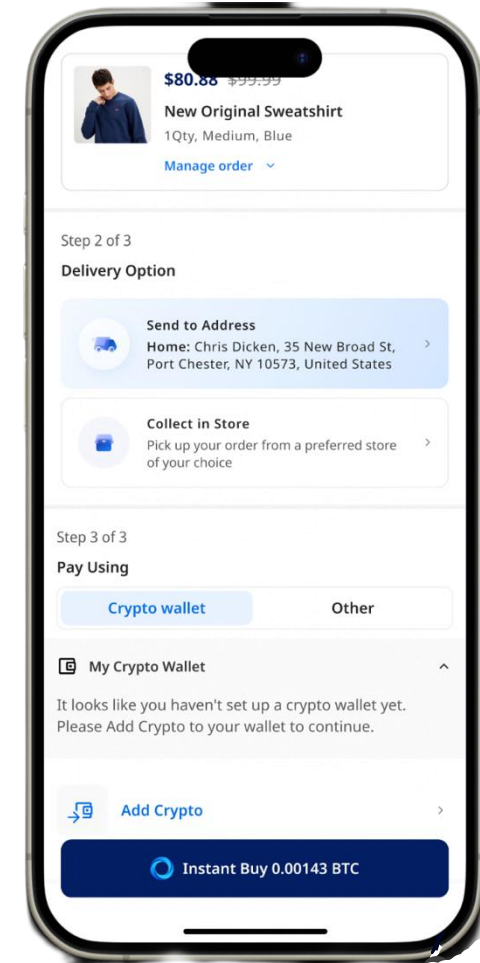
### Global Scalability:

A blockchain-based, AI-driven platform that integrates easily into retailers' existing apps and websites.



### Consumer-Friendly Wallets:

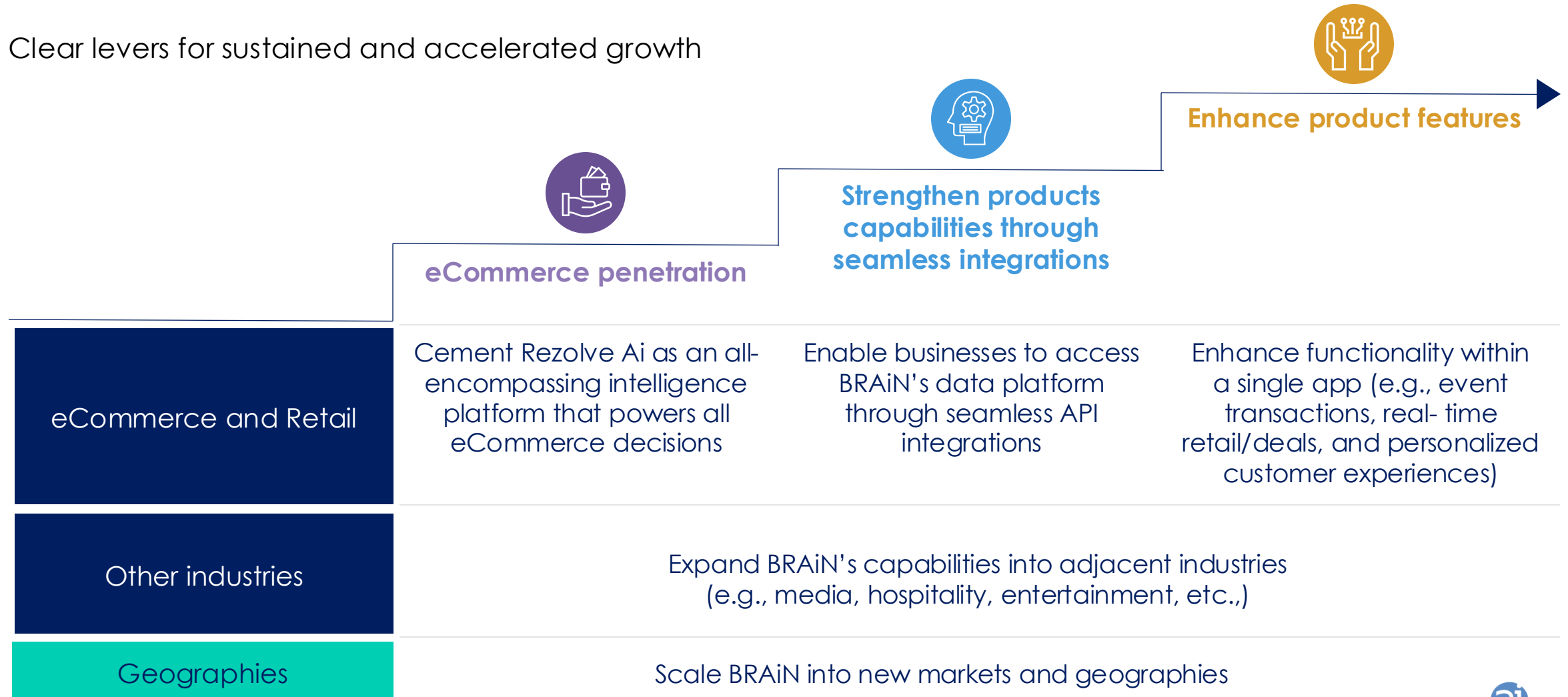
Tether's non-custodial wallet WDK is planned to be integrated directly into Rezolve Ai's apps and partner merchants' platforms, enabling users to load any cryptocurrency and use it for purchases



With a 400 million growing user base already utilizing Tether's USD₮, the most widely adopted stablecoin

# 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





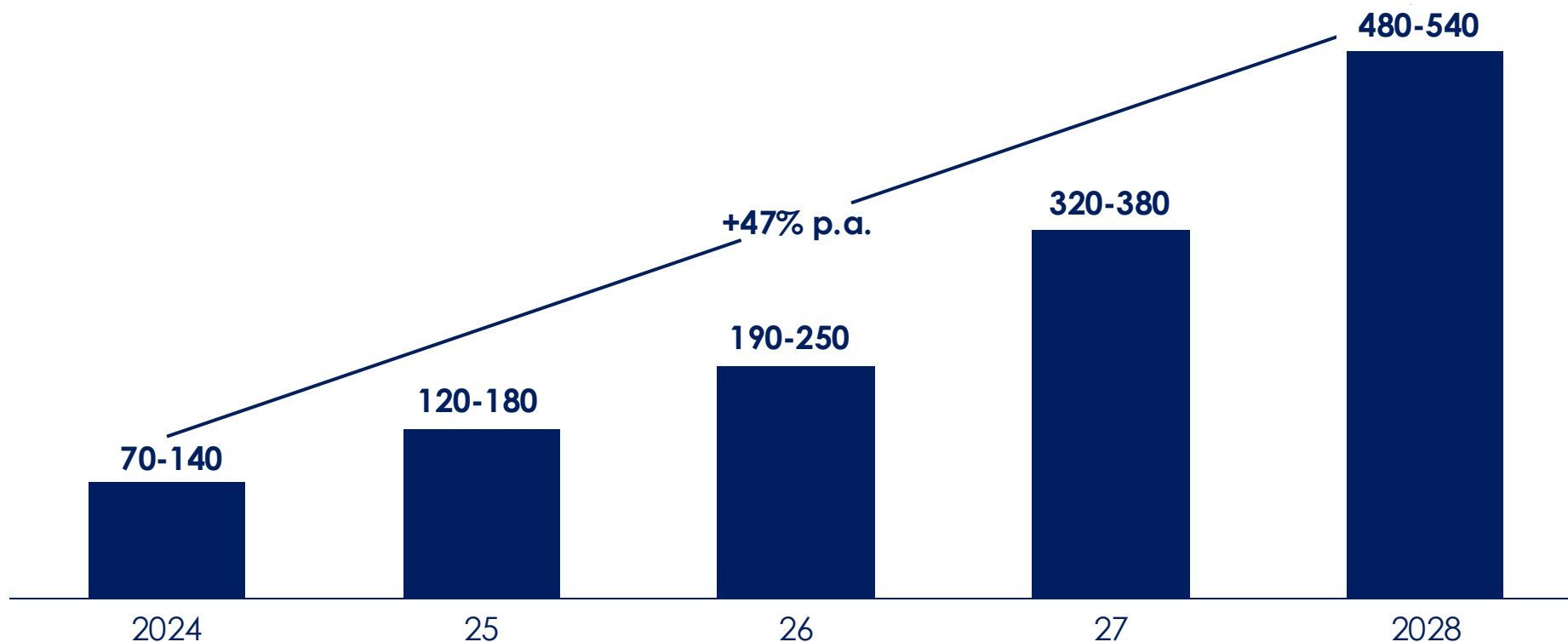
**4**

**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 Bn<sup>1</sup>



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**

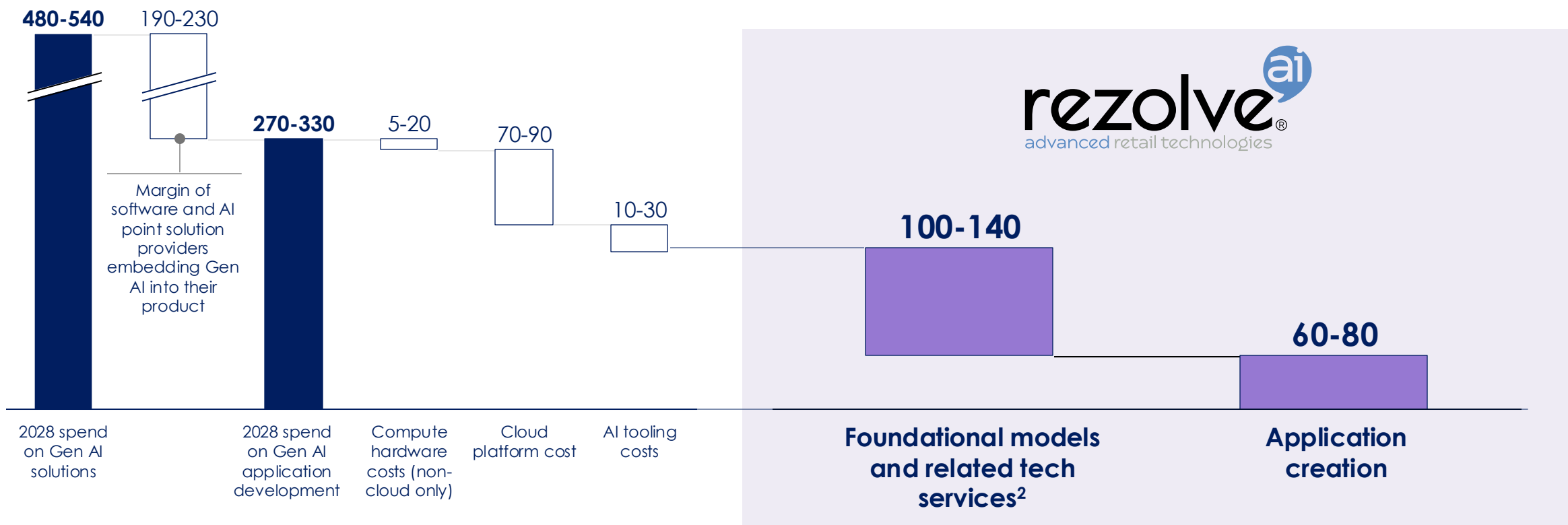
1. Methodology includes two complementary lenses i.e., the total economic potential of 60+ use cases and the labor productivity potential across ~2.1K work activities

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 breakdown<sup>1</sup>, 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)

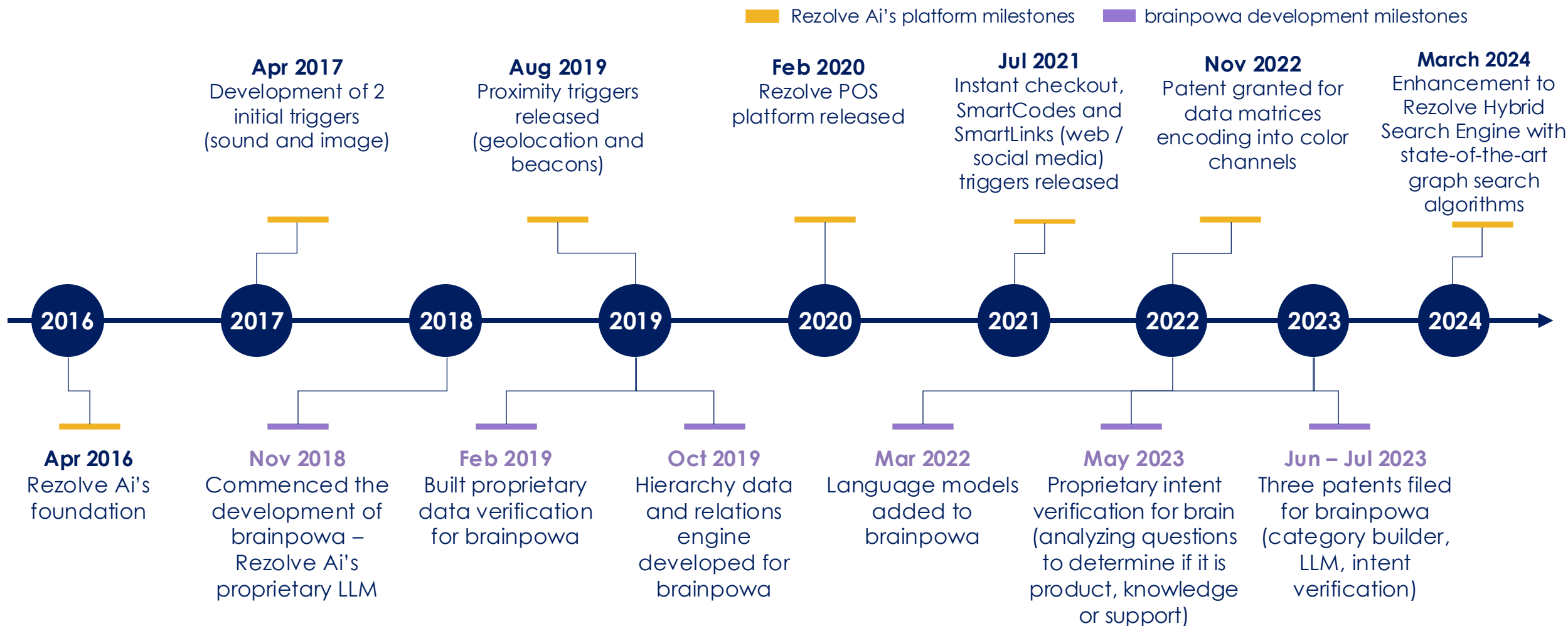
Note: Base case scenario



**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, retail, 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



**David Ingram**  
Chief Product Officer

25+ years in technology product management leadership in e-commerce, social, payments and mobile.  
Experienced in the delivery of large-scale global SaaS B2B platforms



SPLASHLIGHT



**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  
picssel

## Business Development and Sales



**Arthur Yao**  
Deputy CEO

25+ years of experience on digital technology business development, operations efficiency, and global markets.

Previously, Head of Asia Technology Services in Genpact



**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





# 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)



### 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 Channel sales

2 Direct sales

3 BRAiN Assistant

4 Tether



## Growth lever description

### Increase distribution depth and reach (indirect sales)

By scaling global sales partnerships with Microsoft and Google and investing in efforts to develop additional distributors (e.g., digital commerce and PSPs) to increase market penetration

### Acceleration of ongoing direct sales efforts

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

### 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

### Introduce and Scale merchant-friendly crypto payment solutions

By integrating WDK by Tether into Rezolve Ai's Brain Checkout platform

# 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 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

**rezolve**<sup>®</sup>  
advanced retail technologies

A blue speech bubble containing the white lowercase letters 'ai' is positioned above the end of the word 'rezolve'.