

# Investor presentation

July 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

# Rezolve Ai: At A Glance

- ▶ **Transforming commerce** through Conversational AI
- ▶ **Proprietary LLM** built specifically for commerce
- ▶ **Massive global TAM** across commerce and retail
- ▶ Multiple **growth levers**
- ▶ **Powerful economic model**

## > An Attractive and Diversified Business Model...

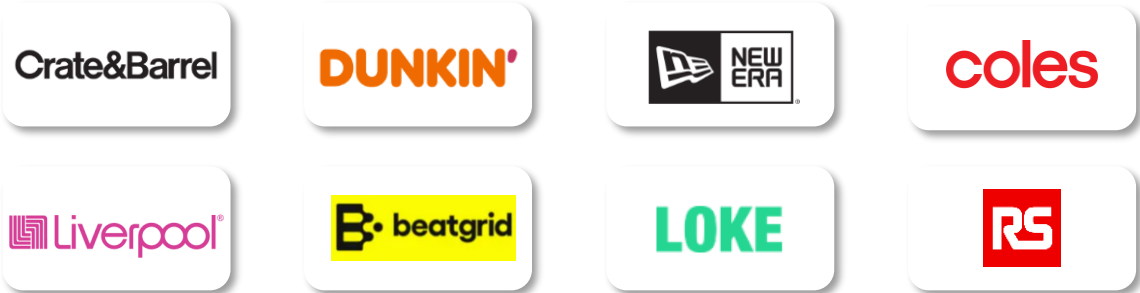
**SaaS subscription-based model** delivers scalability at high incremental margins

**Professional Services platform** supports customer AI adoption & integration in a market expected to eclipse \$500 Bn by 2030<sup>1</sup>

## > ...With Strong Business Momentum



## > ...And an Expanding Roster of Enterprise Customers



<sup>1</sup> Source: IDC's Worldwide AI and Generative AI Spending Guide, 2024 V2  
<sup>2</sup> Source: "Rezolve Ai Locks In \$70 Million ARR Months Ahead of Plan" release dated June 12, 2025

# 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>
- **Partnering with Microsoft and Google** to provide enormous, no cost sales leverage
- 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...



Cumbersome search



Highly personalized



Multi-step journey



Seamless journey



Generic LLMs  
(hallucinations)



eCommerce focused LLM  
(zero hallucinations)



# 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>150+</b>	Client discussions in the sales pipeline; multiple initial client acquisitions; strategic acquisitions, including GroupBy; and 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>	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>	Expected ARR by year-end 2025; successful equity conversion of \$59mm of debt, successful \$15mm equity raise in December 2024, and \$30mm bank debt raise in January 2025; coverage by five US market analysts with buy-rating



**1**

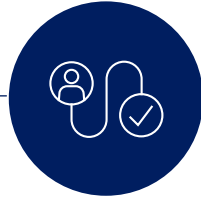
**Unique selling  
proposition**

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



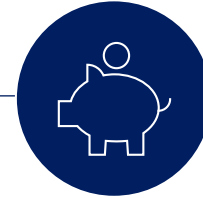
## Faster time to market

One-click API integration



## Seamless user experience (UX)

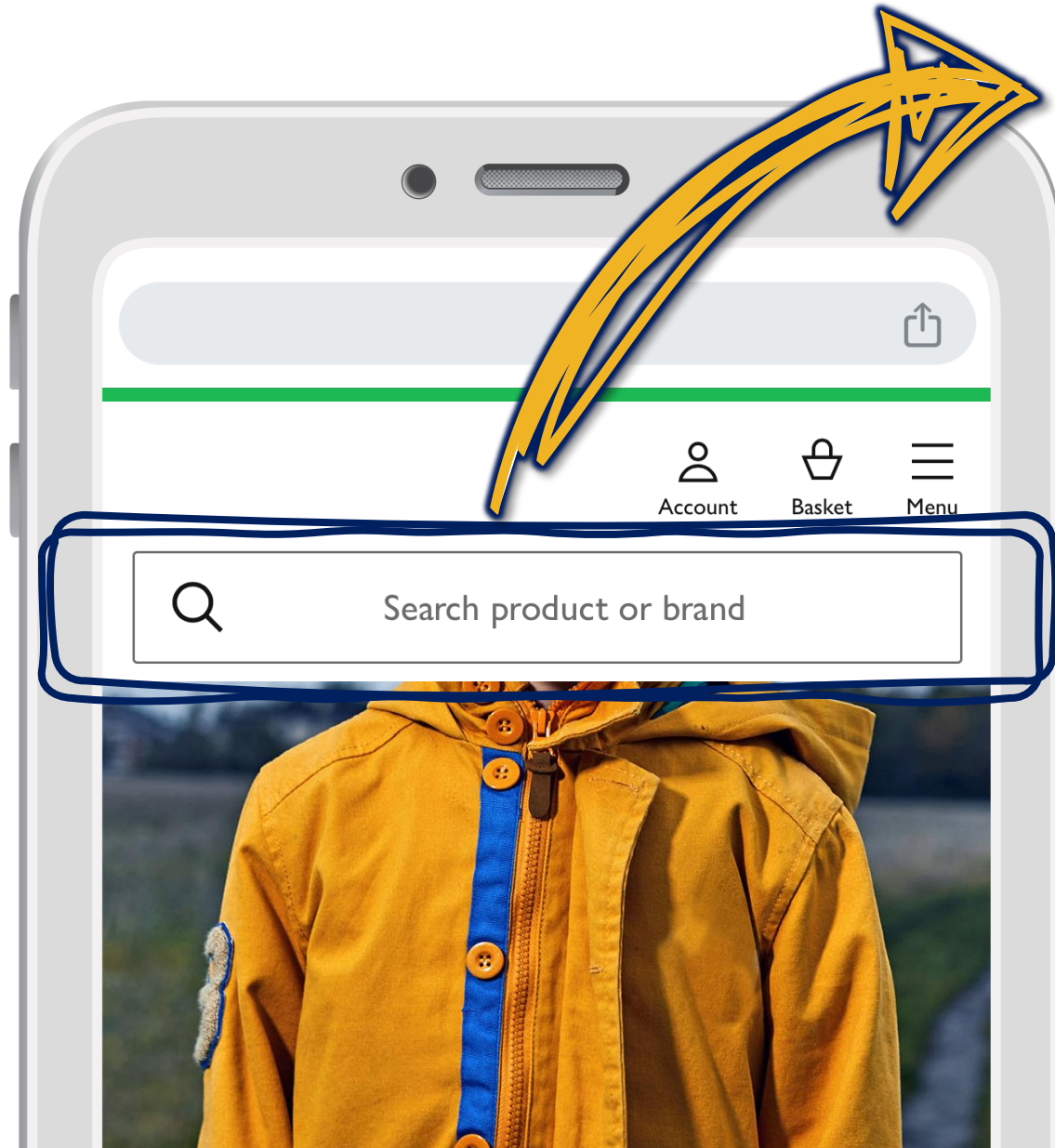
Addressing key eCommerce pain points



## 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

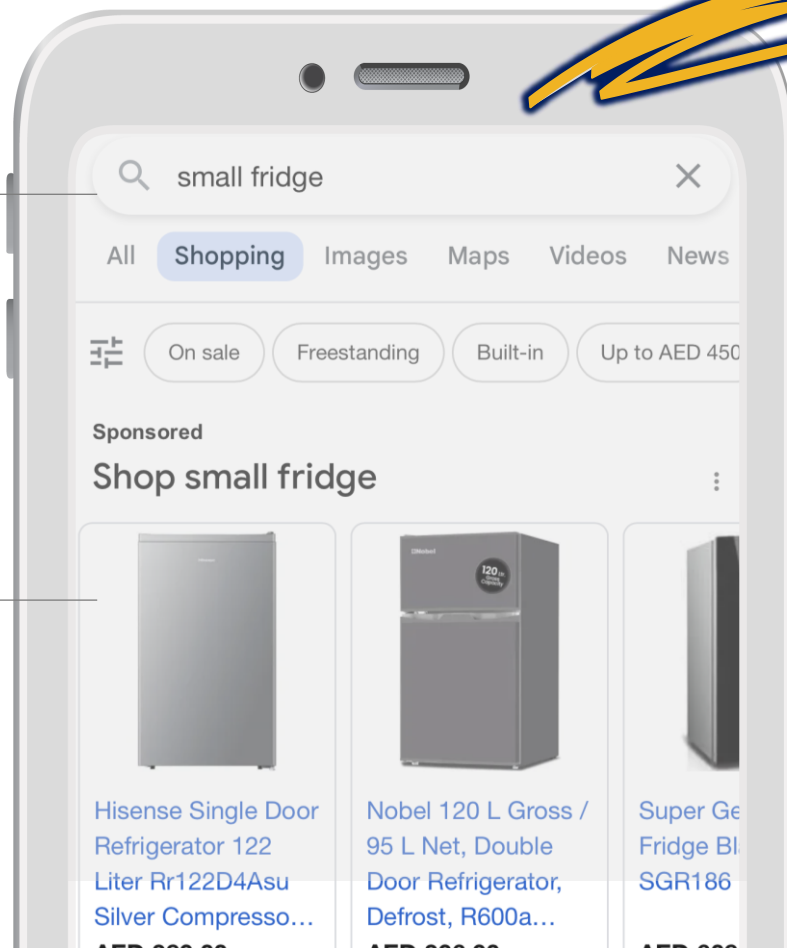
Past – Recommendation engine fails to filter the catalog on best possible options

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



BUY NOW

Option 2



BUY NOW

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 &amp; 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)

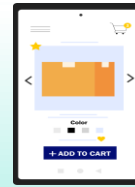
**brain** commerce.  
resolve ai retail



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

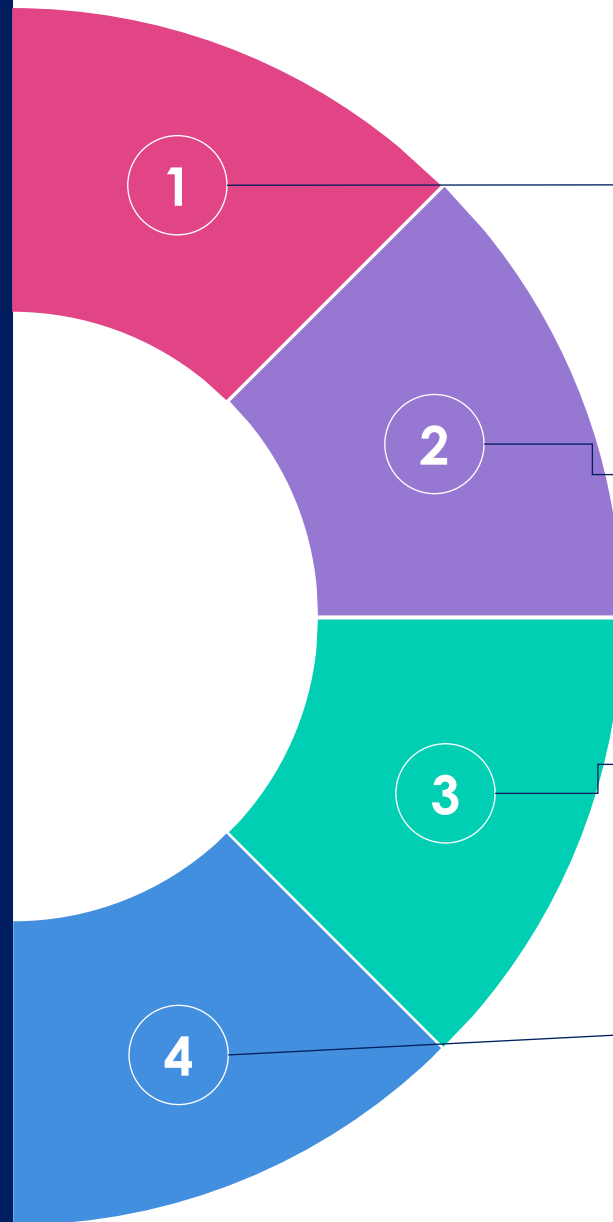
**brain** commerce.  
resolve ai retail



**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



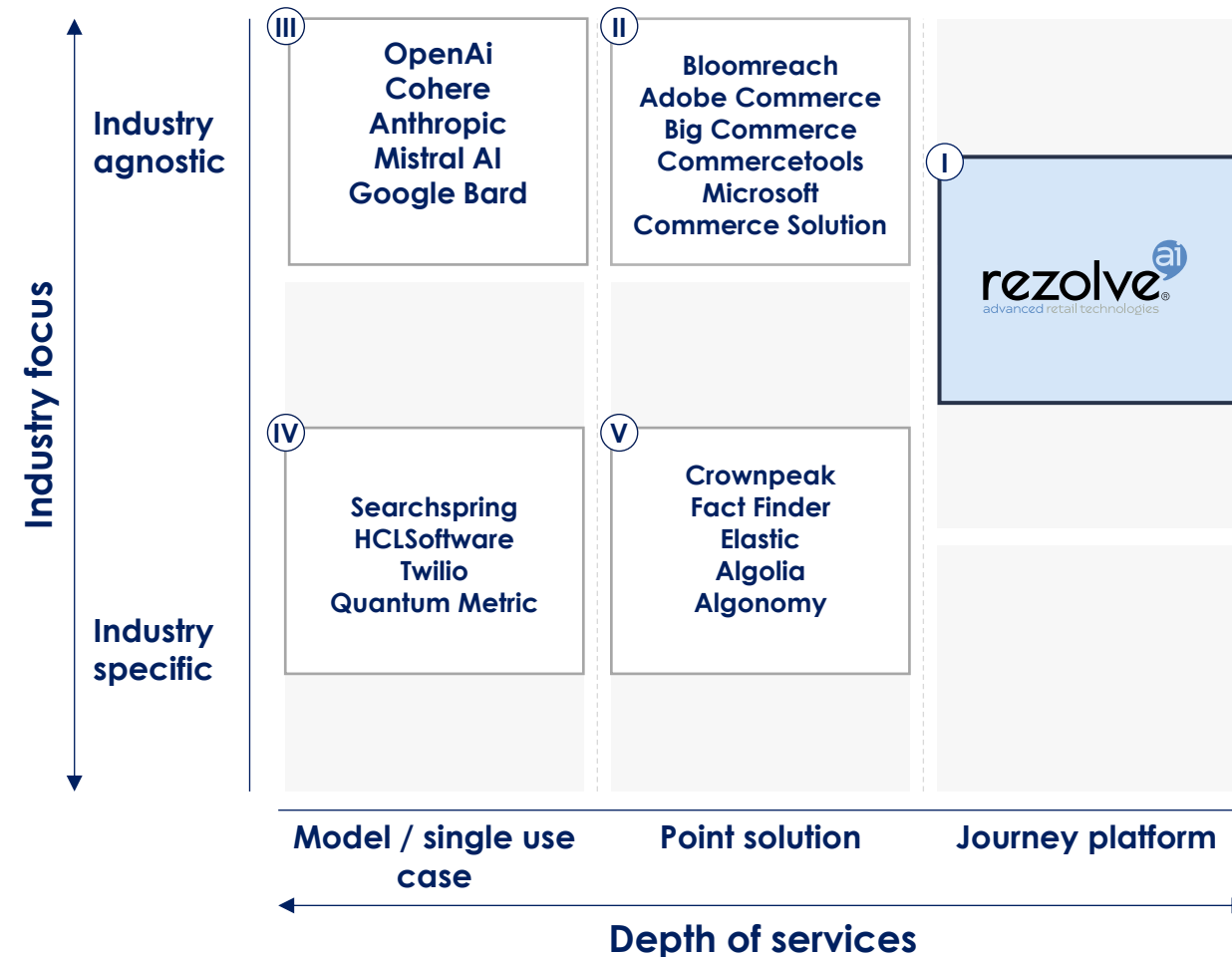
Available in 96 languages; creates robust chatbots and knowledge assistants for precise, data-driven enterprise specific conversations

# Rezolve Ai is pioneering Gen AI-enabled eCommerce

ILLUSTRATIVE

Deep-dive next

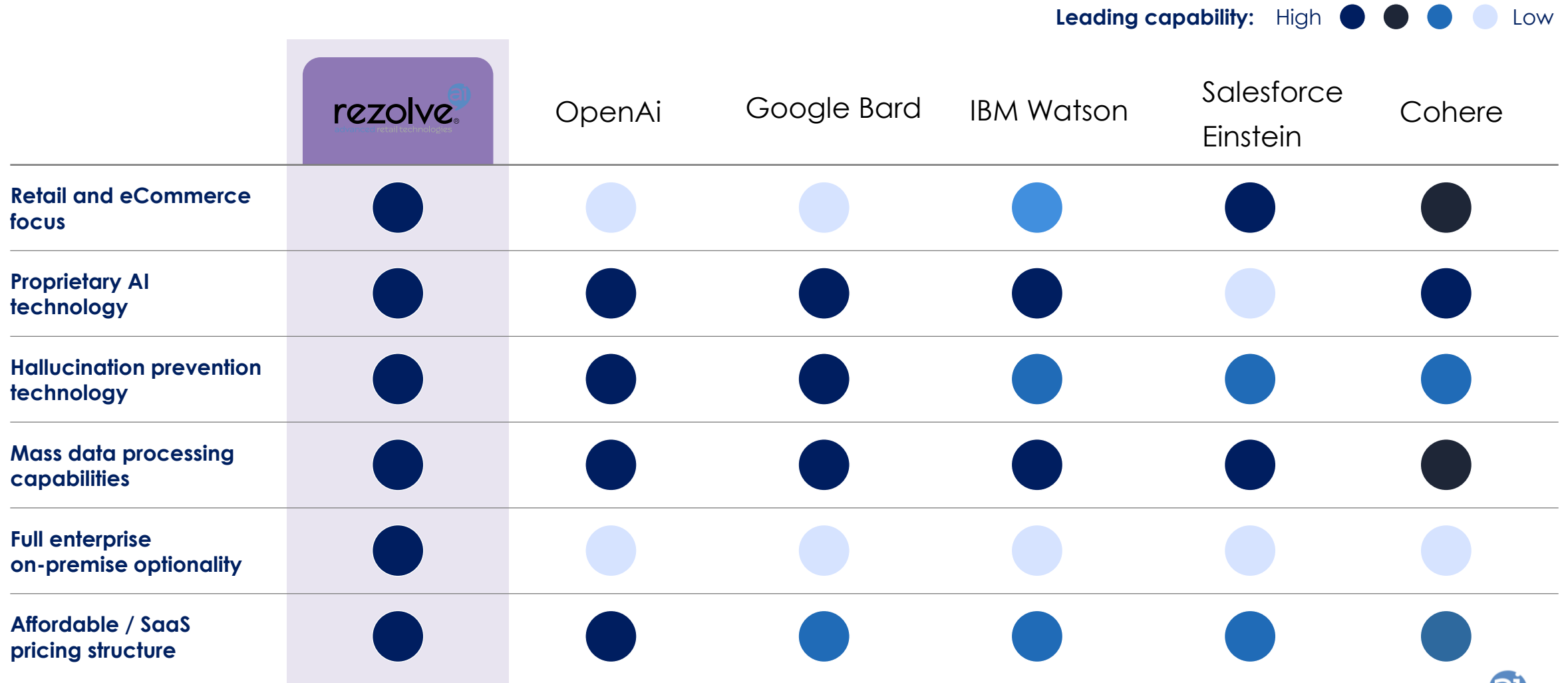
## Competitive landscape



## 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





## Rezolve's eCommerce LLM

Trained to ingest, 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 North America<sup>1</sup> (\$182 Bn) and Europe (\$152 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

# 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



**Tara Brady, President of EMEA at Google Cloud:**

"Rezolve Ai's focus in intelligent automation and conversational AI... compliments Google Cloud's goal of making information accessible and useful. This collaboration provides customers with intelligent, efficient tools for improved productivity and enhanced experiences across retail and other sectors."

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**

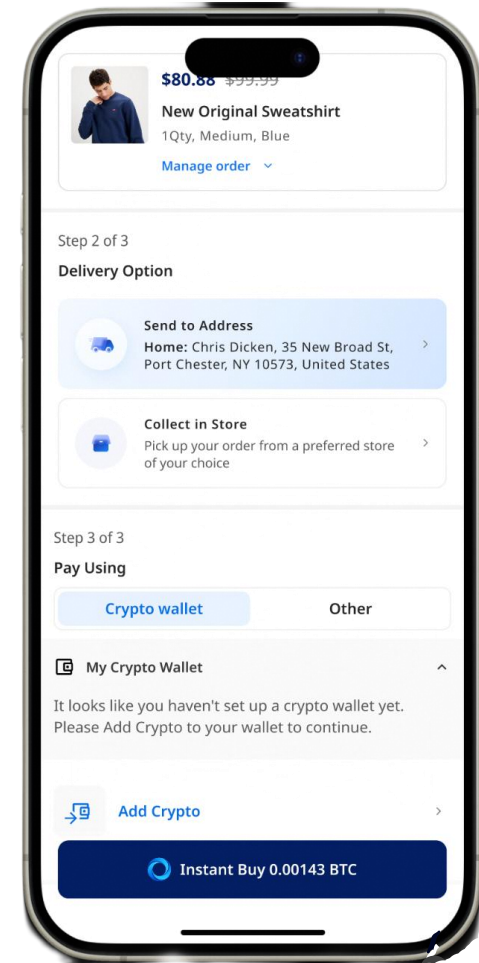
*"Cryptocurrency is no longer the future - it's here, and our strategic alliance with Rezolve Ai makes it practical and accessible for everyone.... **Together**, we're building a system that empowers consumers and retailers alike."*

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

## Delivering Game-changing Technology

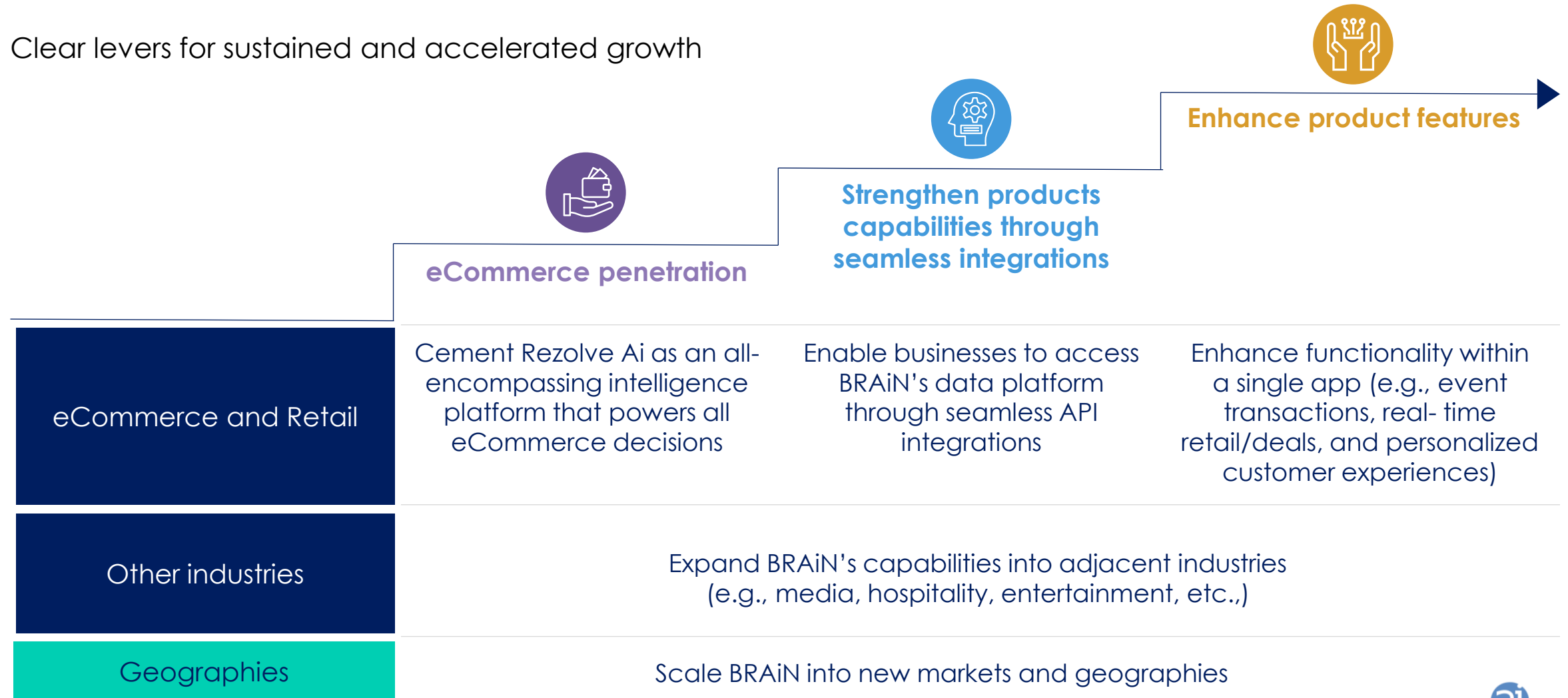
- Merchant Fee-Free Transactions:**  
Intended to create a disruptive incentive for retailers to adopt the system and encourage customer usage.
- Real-Time Crypto-to-Fiat Conversion:**  
plan to work with exchanges to conduct instant crypto-to-fiat conversions, with funds credited to merchants in fiat 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





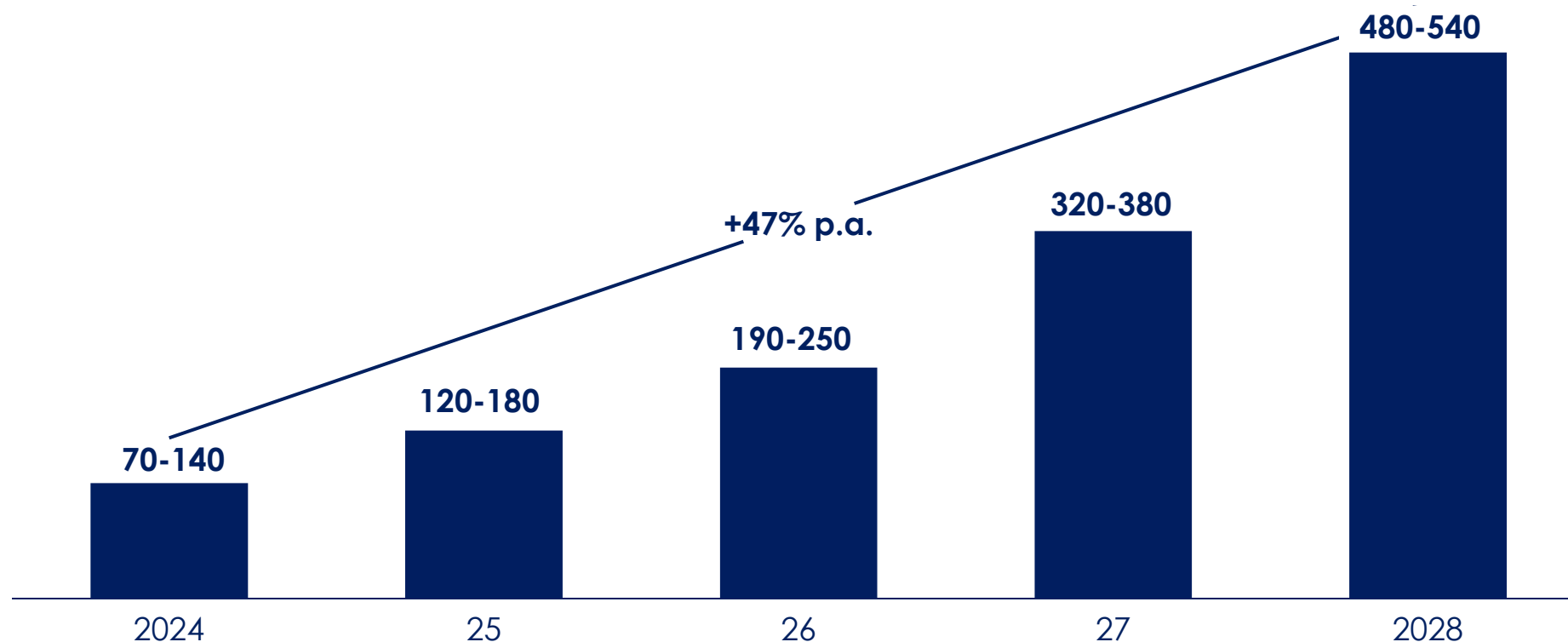
**4**

**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**

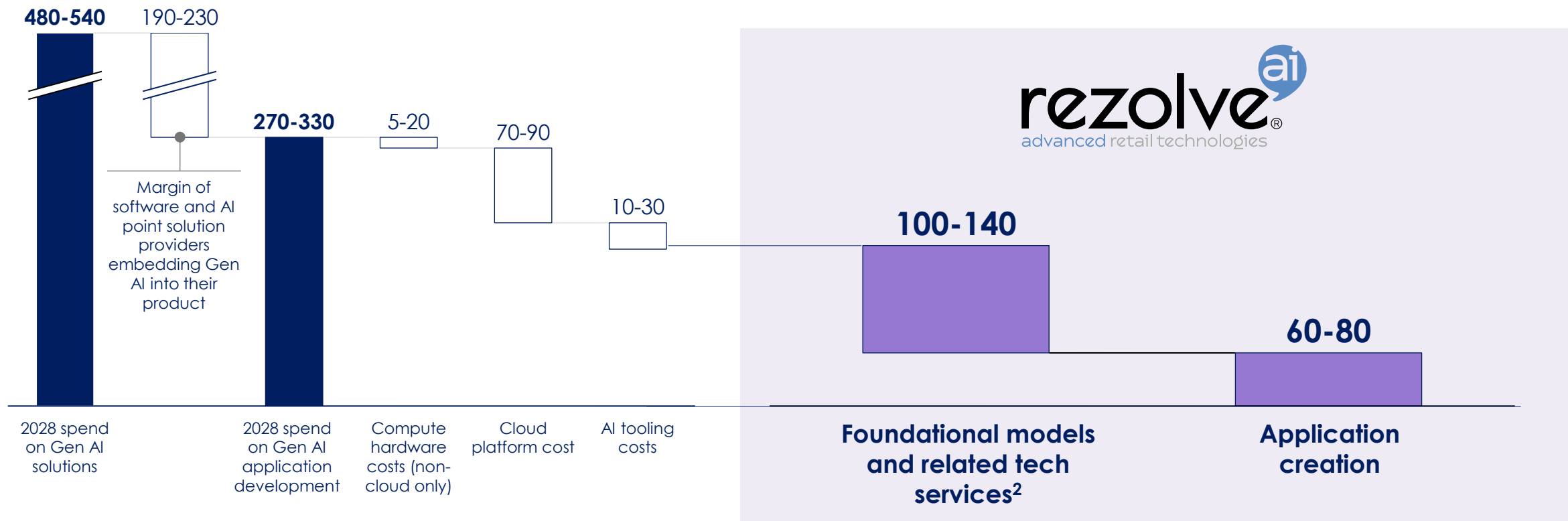
1. Methodology includes two complementary lenses i.e., the total economic potential of 60+ use cases and the labor productivity potential across ~2.1K work activities

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 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 in 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**  
picsel

## 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



**Roland Gossage**  
Chief Revenue Officer

20+ years of experience in sales, marketing, services, operations, and development in the enterprise software industry.

Previously, CEO of GroupBy and roles at Endeca, Cognos, Hummingbird Technologies and Pure Data



**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



**rezolve**  
advanced retail technologies

# 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 economic model provides high operating leverage and a path to profitability

- > **Scalable subscription-based SaaS revenue model** underpinned by high incremental margins requiring limited additional infrastructure investment
- > **Strong Financial Outlook:** Targeting \$100M ARR by year-end 2025 and Adjusted EBITDA break-even at \$90M ARR
  - ✓ **Current \$70M ARR** driven by meaningful blue-chip customer subscription wins (e.g., Liverpool Mexico) and increasing demand for ongoing support and expertise from Rezolve Ai's Professional Services division
- > **Ample liquidity position** to support growth and strategic initiatives
- > **Clean balance sheet** with no toxic convertible debt

## 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

