

# Specificity, Inc.

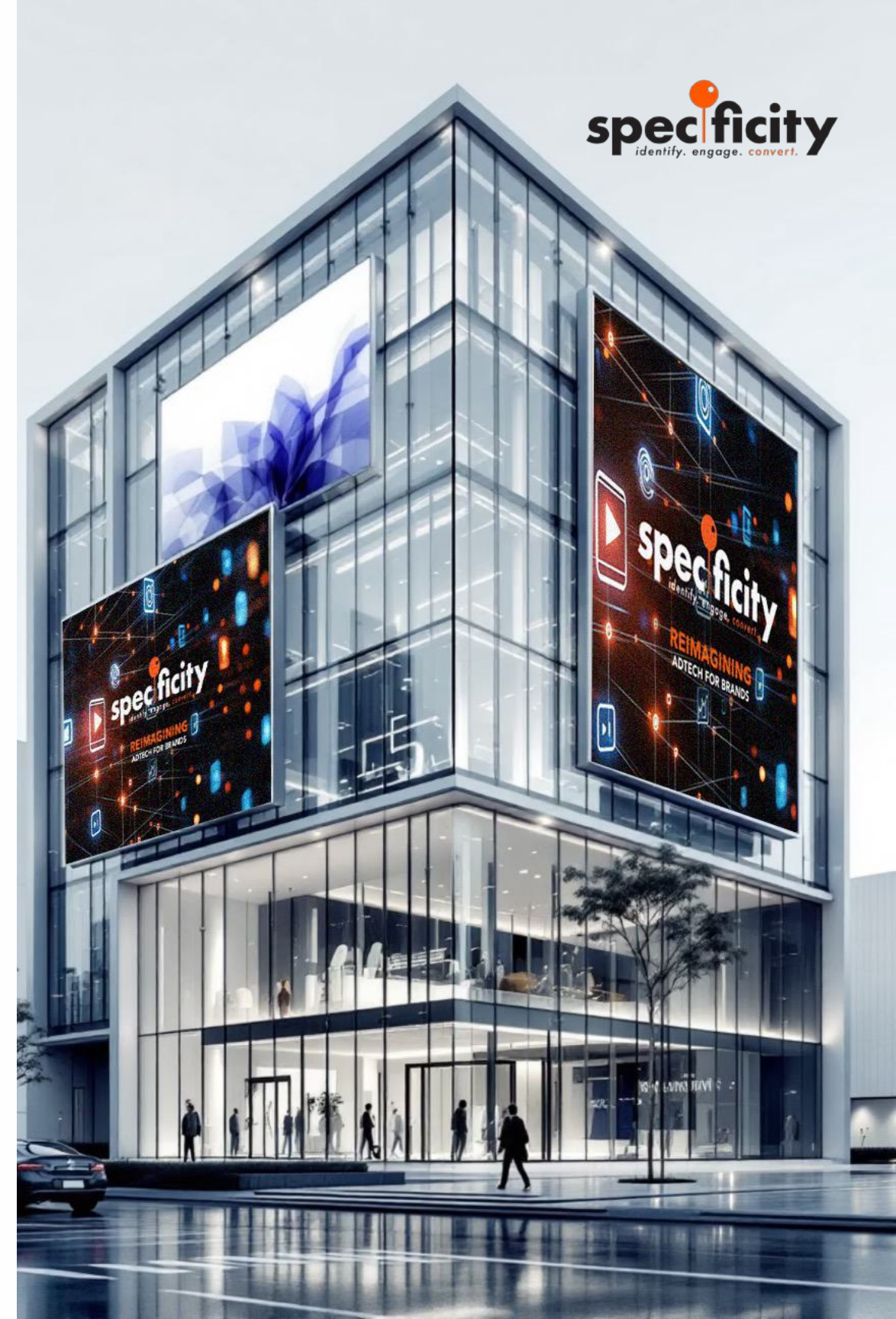
OTCID: SPTY

# Redefining AdTech with Precision

Human-only, Intent-Driven, Precision AI-Powered Advertising

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**specificity**  
identify. engage. convert.



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# Problem & Market Need

## Wasted Ad Spend

Hundreds of billions of dollars lost annually to fraudulent bot traffic and non-human interactions, reducing campaign effectiveness and ROI for advertisers worldwide.

## Intent Gap

Advertisers struggle to identify and reach consumers showing genuine purchase intent, leading to poor conversion rates.

## Fragmented Measurement

Cross-channel performance tracking remains complex, making it difficult to optimize campaigns and prove true ROI.

## Market Demand

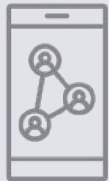
Urgent need for fraud-free, intent-driven advertising solutions that deliver verifiable human engagement and measurable results.

# Solution & Innovation



## Hybrid Platform

Proprietary AdTech + MarTech solution combining best-in-class technology with strategic services



## Intent Intelligence

Real-time intent data processing with advanced mobile ad id verification across all touchpoints



## Unified Execution

Cross-channel targeting capabilities spanning display, social media, and Connected TV environments



## AI-Powered Core

Proprietary AI stack being implemented for automated bot fraud prevention and campaign optimization



# Value Proposition

## Customer Value

Dramatically higher ROI through reduced wasted spend, precise targeting, and unified reporting across all channels.



## Investor Value

High growth potential backed by scalable proprietary technology and expanding market opportunities.

## Market Impact

Pioneering ethical advertising practices with verified human audiences and transparent performance metrics.

**Vision:** Become the global leader in clean, performance-driven AdTech solutions



# Market Opportunity

**\$760B** | **\$180B** | **50+%**

## Global Digital Ad Spend

Total addressable market continues expanding at double-digit growth rates annually.

## Intent-Driven Segment

Our serviceable addressable market within precision targeting and intent-based advertising.

## Fraud Rate

Industry-wide bot traffic percentage, representing massive opportunity for clean traffic solutions.

Growing demand for fraud-free, privacy-compliant data solutions creates significant expansion opportunities including into European and global markets.


# Competitive Landscape

## Major Competitors

- **The Trade Desk:** Dominant DSP with scale but legacy fraud issues
- **Criteo:** Retargeting focus, limited intent capabilities
- **MediaMath:** Full-stack platform with transparency concerns
- **Agency Holdings:** Traditional approach, latent or slow innovation

## Our Advantage

- bot-free traffic delivery across platforms
- Real-time intent data processing
- Hybrid agency + technology model
- Proprietary AI fraud prevention

 **Key Differentiator:** While competitors struggle with errant data detection, we've built our entire platform around human-only traffic resulting in ownership of legally compliant 1<sup>st</sup> party data.



# Product & Service Overview

## Daily Intent Feed

Real-time delivery of verified in-market audiences with genuine product/service purchase intent across all major consumer categories.

## Bot Filtering

Advanced fraud detection and filtering ensures clean, verified-human traffic for all client campaigns.

## Cross-Channel Execution

Unified campaign management across display, social media, and Connected TV platforms with consistent messaging.

## Hybrid Agency Services

Full-service creative development and strategic planning complement our technology platform for complete solutions.



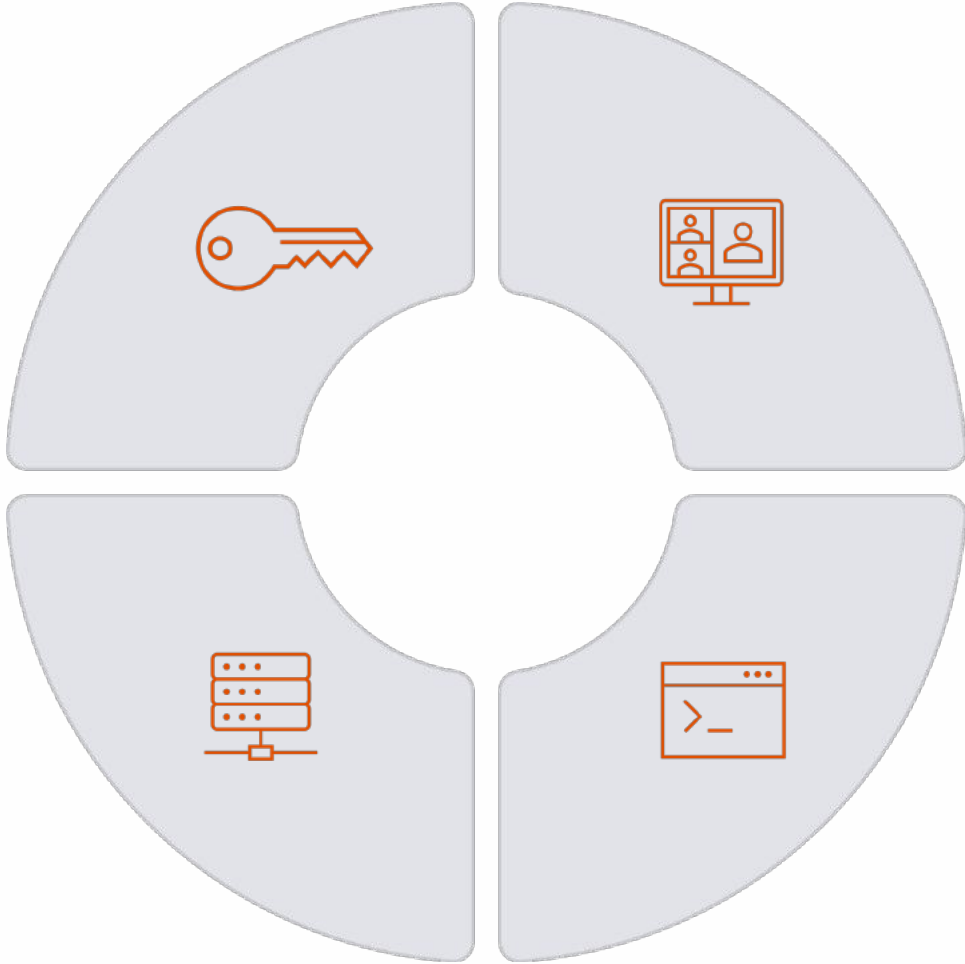
# Business Model & Revenue Streams

## Managed Services

Performance-based fees with guaranteed ROI improvements and monthly retainer agreements

## Data Assets

Proprietary intent data and audience insights creating valuable intellectual property and competitive moats



## Technology Licensing

Subscription revenue from AI stack and intent data access for enterprise clients and partners

## Platform Automation

Scalable self-service platform generating high-margin recurring revenue with minimal operational overhead

# Go-to-Market Strategy

1

## Phase 1: U.S. Foundation

2023-2025

*Technology scaling across all business targets and sizes. We are vertically agnostic because we are data focused.*

2

## Phase 2: Global Expansion

INITIATED Q3  
2025

*Entered European market with initial clients onboarded. Leveraging GDPR compliance advantage and established regulatory relationships.*

3

## Phase 3: Partnership Network

INITIATED Q4  
2025

*Strategic alliances formed with leading agencies and technology providers to scale distribution and market penetration.*

4

## Phase 4: Self-Service Platform

2026-2027

*Launch automated platform for SME market segment with simplified onboarding and transparent pricing models.*

# Team & Leadership



**Jason Wood**  
Chairman & Founder



- **25+ years** of marketing and sales leadership building high-performance teams and strategies driving growth
- Serial entrepreneur with **multiple successful** agency exits
- Pioneer in **blending data modeling** with customer acquisition strategies
- Technology innovator who **built the vision and infrastructure** for Specificity's scalable platform



**Robert Fedder**  
Chief Executive Officer



- **Dynamic leader with 30+ years** of senior executive roles with major multinationals including **Compaq Computer Ltd, Vodafone, Telefonica O2, KPMG Consulting, and A.T. Kearney**
- Led high-growth technology ventures and advised global brands like **Deutsche Telekom, BMW** and **Bosch**, on innovation, market expansion, and organizational transformation



**Kito Mussa**  
Fractional CFO



- **25+ years of financial leadership**, licensed CPA since 2000 with deep expertise in compliance, governance, and advisory
- Managing Member of **MAPLLC CPAs & Advisors**, trusted advisor to family offices, HNW individuals, and public/private corporations
- **Former CFO, Controller, and Compliance Director** in public companies; senior leadership at PwC and Moss Adams



**Robert Gagne**  
CTO



- Founder of US based Weave.io with **25+ years experience as CTO** leading global tech and app development firms
- Early pioneer of rich web tech delivering enterprise-scale solutions for over 200 global clients including **Mitsubishi UFJ Bank, Rabobank, Hyatt, and Jefferies**.
- Spearheaded the creation of real-time data systems leveraged by **HSBC, Lehman Brothers, and Toyota**



**Adrian Walters**  
Chief Sales Officer



- **30+ years** of working across various industries and sectors
- **Proven track record** in sales, business development and operations **throughout Europe and Asia** markets
- Expert in growing organizations and sharing expertise working with **multinationals, SMBs and start ups**



**Len Braumberger**  
Interim COO



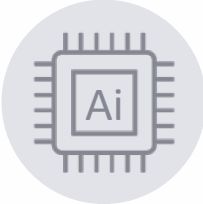
- **35+ years in media** and self-owned agencies specializing in marketing communications and digital transformation
- Developed marketing strategies, PR initiatives, and advertising programs in **national & international** markets
- Proven track record serving clients across multiple **high-value sectors** including financial, resource, retail and technology

# Roadmap & Milestones



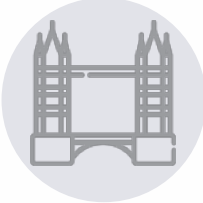
## **OTC Reporting Complete – Q2 2025**

Achieved OTC company listing status and regulatory compliance in mid 2025.



## **AI Stack Launch – Q3 2025**

Deployed proprietary AI technology platform for automated fraud prevention and campaign optimization.



## **European Expansion – Q3 2025**

Entered European markets with GDPR-compliant offerings and localized data solutions.



## **SaaS Revenue Base – Q3 2026**

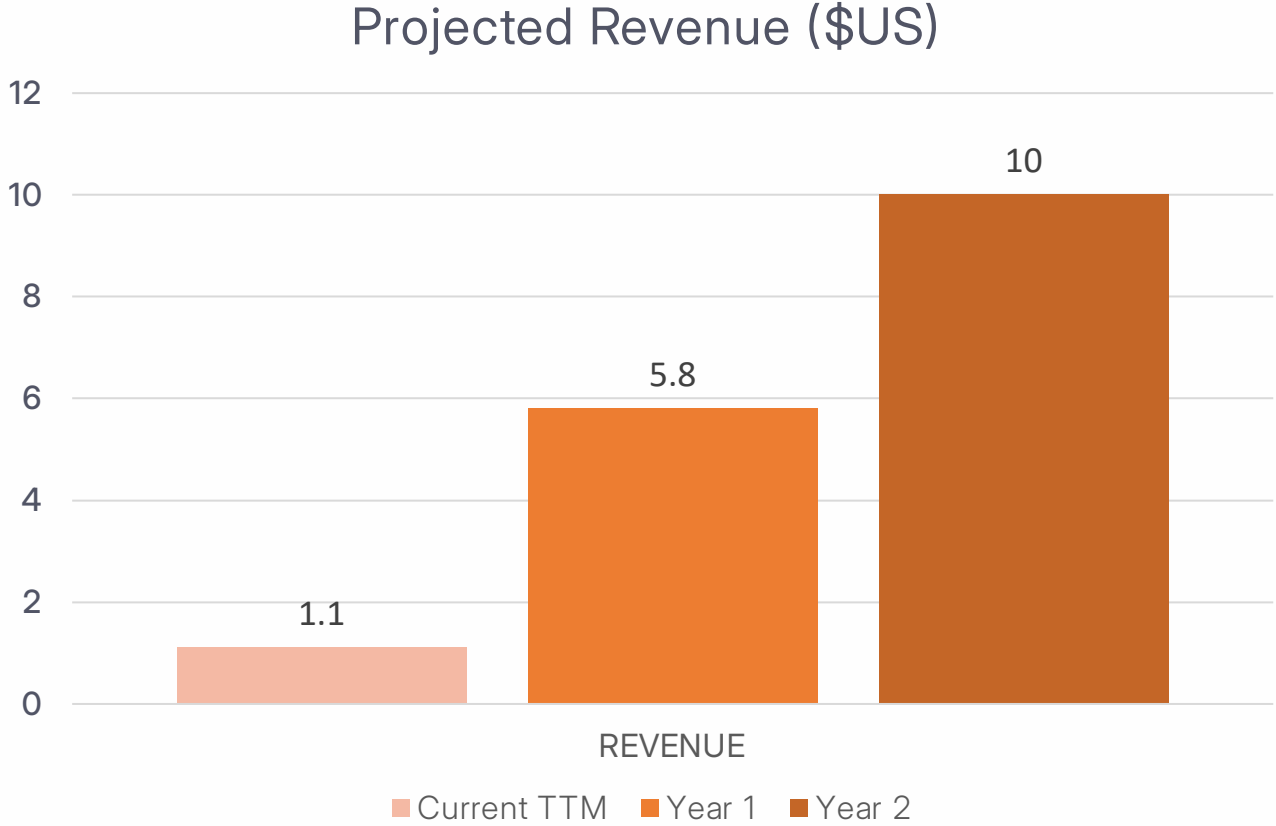
Establish recurring subscription revenue model for sustainable long-term growth.



## **Global Scale – Q3 2026**

Scale operations worldwide with potential exchange uplisting as market presence expands.

# Company Financials



## Highlights

- Current revenue: ~\$1M TTM, scaling rapidly
- Projections: 3–10x growth with AI launch
- Cost structure optimized for scale
- Growth augmented through increasing recurring sales

Specificity Inc. builds from a strong financial foundation with a clear path to profitability through technology automation and recurring revenue growth.

# Investment & Funding Requirements

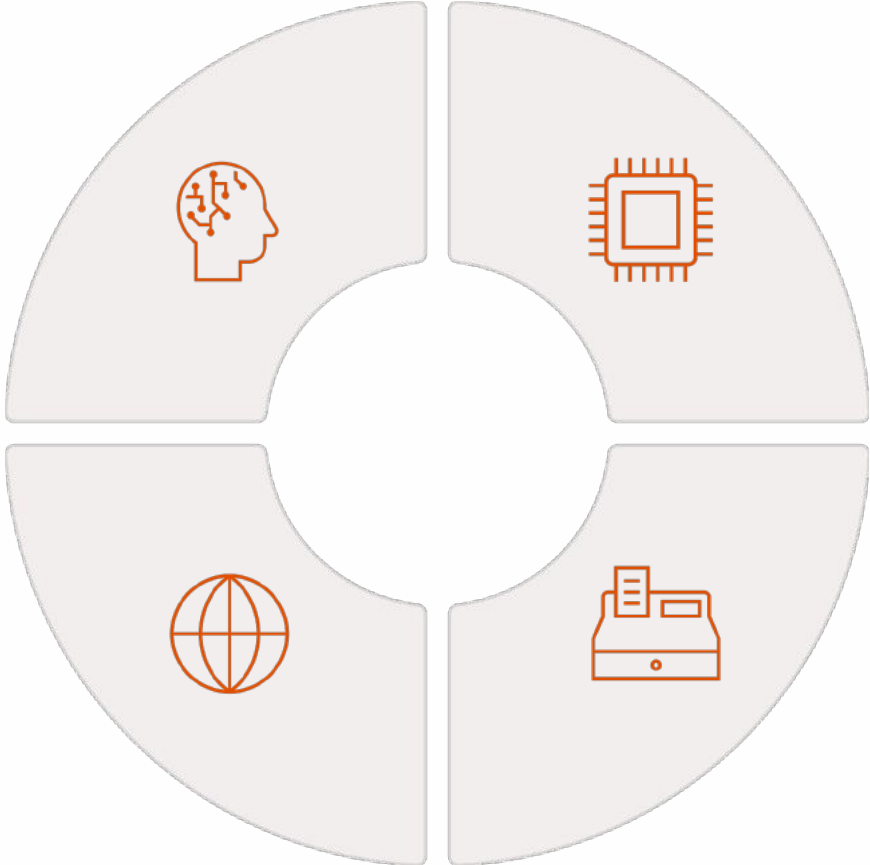
## Seeking \$10M Equity Raise

### AI Development

**2.5–3.5M** Proprietary technology stack development and advanced AI capabilities

### International Expansion

**1–1.5M** European market entry, customer acquisition, compliance, and regulatory



### Data & Infrastructure

**1.5–2.5M** Data acquisition, processing infrastructure, and platform scalability

### Sales & Marketing

**2–3M** Market expansion, customer acquisition, and brand development

**Terms:** Equity funding in a negotiated share discount model aligned with the Company's aggressive growth strategy

# Risks & Exit Strategy

## Key Risks

- **Regulatory & Privacy**

Changes in data privacy regulations and compliance

- **Competitive Pressure**

Large incumbents and new market entrants

## Risk Mitigations

- Proactive compliance and privacy-first approach
- Proprietary technology and hybrid model differentiation
- Experienced team and SEC reporting disciplines
- Capital will dictate the Company's speed to market

## Exit Opportunities

01

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### Strategic Acquisition

Target for major AdTech or MarTech platform seeking clean traffic solutions

02

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### Public Uplisting

Senior exchange uplisting opportunity as revenue and market presence scale

03

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### Strategic Merger

Combination with complementary technology or service provider



PARTNERSHIPS  
THRIVE

## Next Steps

# Specificity is redefining AdTech with precision, intent, and AI.

Join us in building the next-generation adtech platform that prioritizes human audiences and delivers measurable results.

### Contact Information

[investor@specificityinc.com](mailto:investor@specificityinc.com)

[www.specificityinc.com](http://www.specificityinc.com)

### We Welcome Your Questions

We're ready to discuss opportunities and answer any questions about our technology & growth strategy.

Find us @specificityinc



# Appendix A

## Capital Markets Structure

### Listing



OTC ID – Symbol SPTY

### Capital Structure

Share Price (10.31.2025)	0.44
52-Week Trade Range	0.06 - 1.40
Shares Outstanding	14,353,191
Warrants (200K @\$3.00, 200K @\$5.00)	400,000
Fully Diluted	20,829,599
Market Capitalization (10.31.2025)	6.4 M

### Historical Overview

- OTC ID exchange listed company
- Listed via 15C-211 filing in 2022
- No reverse merger or RTO
- Shareholders originate with Specificity listing
- Insider holdings exceed 51%
- Minimal existing shareholder debt
- Raised over \$2 million in equity to date
- YOY revenue over \$1 million during pilot stage