

OTC Markets Group

Joining us today is Neil Sweeney, the CEO, Chairman, and Founder of Killi that trades on our OTCQB Venture Market under the ticker MYIDF. With offices in Toronto and New York, Killi is driven by the evolution of consumer data and privacy. Offering compliant first party data to brands and agencies, platforms, and data companies, Killi's goal is to democratize data for both consumers and brands, empowering consumers to control their online data they share and exchange for compensation. Neil, thanks so much for joining us today.

Neil Sweeney

Thanks for having me, Cecilia.

OTC Markets Group

So Neil, to begin, tell us a bit about your professional background and then your inspiration and motivation to create Killi.

Neil Sweeney

Sure. So I've been building companies in the data and advertising space now for about 20 plus years. Killi is the latest iteration. Over those 20 years, I think what we've found is that our place in the ecosystem is really about seeing what's coming next, developing the technology around that, scaling and commercializing what's next, and usually what ends up out as those businesses get purchased by larger companies. That's the delicate ecosystem we work in.

So Killi's a company that was incubated inside of my last company. We sold the parent company and spun it off onto its own entity. Now, as you mentioned, it's under that symbol, MYIDF, and we're really focused on providing consumers with access to their data and optionality around it.

OTC Markets Group

So Neil, talk about, more specifically, technically, how online data capture works, and then how this expands into Killi's unique business model to really empower in visuals by providing compliant consumer data to your clients.

Neil Sweeney

Sure. So the best way to put it is online data capture is a black box of human arbitrage. If you want to really summarize it, is that every one of your listeners and every single consumer on the planet has a general understanding naturally that data is consistently being collected on them. I think you and I can probably both agree on that. We all have a loose understanding that with data being

Podcast

captured we're gaining access to websites and publications, et cetera. What most people don't really understand is the total amount of data that's being collected or really the value of that data. Data is the oxygen, so there's this misconception that data is the new oil. False. Data is oxygen. It is basically what powers the entire internet. There's two billion websites online today. All of them rely on data from which to run their systems. For us, what we really looked at was this idea that, we just didn't think that there was a fair exchange in the market. That you have a 400 billion dollar a year data market. It's a 250 plus billion dollar a year market in the United States alone. Data is a manifestation of a consumer's identity. Identity is the property of you, the consumer, yet in this \$400 billion market, there is no accessibility, transparency platform where you as a consumer can see, view, opt in, or change how your data's being used. The other thing that I think generally gets people's backs up or creates that lean in moment, is when they start to understand what the value of that data is. Approximately about \$6,000 per year, per user. So extract that. You have 300 plus million people in the United States, each is worth \$6,000 per year. You or none of the other 300 million people are getting any of that. Everybody who's collecting and using that data is using it to power your businesses and making money off your data. We just felt that was something increasingly, moving forward, wasn't going to last. We've really set out to really change that.

OTC Markets Group

Yeah. As you mentioned, companies have a huge monetary incentive to capture this data. So what is your educational outreach to give consumers the power to understand how their online personal data is being stored?

Neil Sweeney

So there's a few things that are happening simultaneously. I would say probably the underlying drumbeat that's taking place around the world is generally regulators have become aware of how much data collection is happening unbeknownst to the consumer. So this started in Europe. Privacy regulation is changing to require explicit consent. So in the most basic sense, you have a 400 billion dollar market that runs without consent, having to migrate to a market that has consent. The challenge with that is, one, all companies have been buying data without consent, and all companies have been supplying data without consent. So the incumbents here are really exposed and creates an opportunity for companies like Killi to step in to become that new supplier. That foundation of privacy change, which really is started in Europe, is really manifesting pretty much in every country around the world. Whether that's the United States, in California with CCPA, and the recent iteration of CPRA or Virginia or Colorado, what we're seeing is that really every state, province, country around the world is

Podcast

changing their privacy policies to require consent. That's creating a massive disruption in the market that I don't really think people have clued into. While it's easy to focus on the changes to government regulation, I think we all know and believe that the best way to change a market is to actually have a better model. What's happening though, as a byproduct of some of these changes, is that the bigger technology companies, namely companies like Apple, Google, and others, are really using privacy as part of their overall strategy. In the case of Apple, they're pretty much eliminating any data that has historically leaked out of any of their devices. The byproduct of that is that there's a reduction in supply, and anybody who had a dependency on data coming out of an Apple device needs to find a new supplier. The same thing is happening with Google. The obvious thing is that Google is actually getting rid of the cookie. So going back to my last example of there being approximately 2 billion websites online today, 2 billion websites have a dependency on the cookie, which is used to track individuals. Google has 65 plus percent global market share as it relates to the cookie. That means that all those publishers are exposed to lose 65% of their volume, so all of them will need to find a new market. The end result here is that data is increasingly becoming put behind protected walls, so companies and others that have a dependency on finding it, need to go into the market. So what we're doing here at Killi is, first and foremost, we just don't feel that there is a consumer facing destinations, specifically for consumers, that's synonymous with their data. So we've seen companies like Credit Karma do this in the credit score world. Even Robinhood, with the idea of democratizing trading, there's nobody trying to democratize data, but yet every single person over the age of 16 is a potential client of that. So we think planting a flag and becoming the consumer face of data is a really important piece. Secondarily, we think that, and we're the only company that's doing this, if you come to Killi today you put in an identifier that's namely an email address or a phone number. You verify who you say you are. We'll show you all the data that's being collected and used. That's never happened before. So first of all, there's no destination where consumers can go today to actually see and view all the data that's being collected. The byproduct of that accessibility is that you as a consumer can then put that data underneath your control. That creates a first party compliant data set that takes the legs out from the third party data set that people are selling of your profile out into the market. We think the entire third party data market, that's a market that does not include you is going to zero, and is going to move entirely to a first party market with the consumer included. We think we're miles ahead of really anybody in the world in building that ecosystem.

OTC Markets Group

What new projects, platforms, and innovations is Killi looking forward to in the

future?

Neil Sweeney

Well, as a company of this size, we're always innovating and in and iterating. I think one thing that we've noticed about the capital markets is the capital markets doesn't necessarily always understand the innovation. I would encourage anybody that's looking at Killi to spend the time to think about what we're doing that nobody else is doing. The fact that we have hundreds of millions of accounts here inside of Killi, 320 plus million to be exact, suggests that we have a profile on virtually every single American. We're providing consumers with the ability to access the data. No one's doing that. We're allowing consumers to put data underneath their control. No one's doing that. We're paying consumers a weekly dividend or a paycheck for the use of their data. No one's doing that. We're also giving them the visibility of the brands who are actually buying their data. Also, no one's doing that. So I think we have a history of innovation. I think what you'll see in the coming weeks and months is there will be a more of a focus on increasing the overall awareness. I would say specifically of the brand of Killi, it's known that we are going through a branding exercise where Killi will be more aligned as a name to be synonymous with a more consumer friendly name. We think that in combination with more general market awareness is going to drive a lot of people, not only to the ecosystem, but the stock. So that's a couple big ones.

I would say one thing that we also think is important is this idea of a privacy tier. As you can appreciate Cecilia, we think that the opportunity of access is really exciting. So how do I provide you, Cecilia, with access to your data? Once I've accomplished that, how do I provide, you, Cecilia with optionality, no matter what you want to do with that data? What we've clearly done already is we've created this payment rail, but what about the privacy rail? Can we create a privacy rail where maybe you don't want to share certain pieces of data, or any data at all? Are you willing to protect that data, and if so, what tools are available? So I think as we continue to grow the scale and accounts and revenue here, I think that you will see a brand change, but also the introduction of a privacy tier. We think that those things in combination are super exciting.

OTC Markets Group

So how has your experience been on OTCQB so far in expanding Killi and receiving increased visibility?

Neil Sweeney

So I believe this is a US story. I'm originally from Canada. We originally listed on the Vancouver Exchange. We obviously have been on the QB now for a little while. We've been trying to increase the visibility amongst US based investors. I

Podcast

actually think that this tends to resonate better in the US market.

For one, all of our data is primarily in the United States. All of our revenue is primarily in the United States. All of the regulation that we've talked about is manifesting in the US, and let's not forget that the US is literally the biggest data in market in the world. So we think that QB is really important for us, because if we can say to people in that jurisdiction that, look, this is the company that is allowing you as Americans to really view and take back control of your data.

While you read these stories around antitrust or China's new privacy law or Apple making changes or Google making changes, which everybody in the capital markets is watching and reading every day, the question then becomes for people on the QB, who are the public companies that are participating in this trend or taking advantage of this trend or stand to benefit from this trend in the marketplace. We think that entire us has to pivot literally over the next 12 months. We think we are the company that stands to benefit from it. So being on the QB is really important. So increasingly moving forward, we think trying to promote and increase visibility amongst the US based investor on the QB is a really important part of our overall strategy.

OTC Markets Group

Thanks so much for your time today, Neil. It's been a pleasure speaking with you.

Neil Sweeney

Thanks so much for having me.

OTC Markets Group

Killi trades under the symbol, MYIDF on our OTCQB Venture Market.

**This is an autogenerated transcript and may contain typos.*