

Moon Equity's IndexR Advances to Strategic Test Phase With Revvim

Aventura, FL — September 17, 2025 — Moon Equity Holdings Corp. (OTC: MONI) today announced that IndexR, a wholly owned subsidiary, has advanced to Phase Two testing of its private search platform. The milestone follows the early completion of Phase One, delivered ahead of schedule and on budget.

The technology is capable of delivering a more private browsing experience to consumers while enabling their participation in next generation web protocol through a hub and spoke peer network architecture. This method reverses the current surveillance economy of user data by protecting end users and harvesting data from the surface web that is still valuable to digital marketers and technology providers.

“Delivering ahead of schedule and on budget in Phase One was critical to proving the strength of our team, technology, and operational discipline,” said Steve Marshall, CEO of Moon Equity Holdings. “Phase Two enables us to validate the platform in real-world conditions. With Revvim’s support as both a partner and first enterprise customer, we are well positioned for Phase Three: a full consumer launch. This test phase lets us build trust while addressing fraud, waste, and abuse in the digital advertising industry.”

Revvim, a marketing technology company, is supporting Phase Two with marketing funding and by serving as an early enterprise customer. The collaboration provides real-world validation and resources for IndexR’s next stage of development.

“We’re thrilled to see IndexR enter limited consumer testing,” said Matt LeBaron, CEO of Revvim. “This phase ensures the platform is refined with real feedback and underscores Revvim’s commitment to innovation for our customers. Working with Steve Marshall and his team has been outstanding, and we’re proud to be an early partner in this journey.”

Phase Two testing will begin shortly. Insights from the program will guide user experience improvements and inform go-to-market planning for Phase Three, when IndexR expects to launch the platform broadly to consumers.

About Revvim

Revvim’s patented AI-powered tools help marketers optimize ad spend by analyzing data, detecting patterns, and dynamically adjusting ad placements. With real-time insights, Revvim enables businesses to improve performance and profitability.

www.revvim.com

About Moon Equity Holdings / IndexR

Moon Equity Holdings Corporation develops resilience technologies to safeguard military, commercial, and consumer systems from cyber threats, climate events, and other disruptions, ensuring operational continuity in an unstable world.

www.indexr.ai

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