

Ontheline Corporation

The Private and Secure All-in-One Super App & Web 4.0 Platform



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DIVERSE & EXPERIENCED MANAGEMENT TEAM

Ontheline's diverse management team is comprised of seasoned professionals who have worked together for up to 26 years, with an average tenure of 12 years.



Bill Townsend, President & CEO, has held cofounder and senior management roles at Lycos, GeoCities (now Yahoo!) Deja.com (eBay and Google), and sixdegrees.com (now LinkedIn). Authored Internet's first Children's Advertising Guidelines; featured in *Harvard Business Review*, *Wall Street Journal*, TEDx, and others. Former VP at Ketchum Advertising, Chief Marketing Officer at neurobrands, SVP at Youthstream Media Networks, VP Internet at Product Partners, and 35+ years experience in consumer adoption.

Jack Joseph Illare III, Chairman and EVP Investor Relations, spent 20 years as Chairman and CEO of defense technology R&D firm AFO Research, Inc. and 14 years as SVP, Institutional Sales and General Securities Principal at Whale Securities Co., LP.

Katrina Yao, Chief Financial Officer is a CPA, Chartered Global Management Accountant, and Certified Information System Auditor with a superior track record, including head of global finance of \$2.8B online retailer Newegg.com.

Lee Brody, SVP Communications, launched and grew Airborne, Bruce Tea, Marley Beverages, and Mood33 and was formerly head of internal public relations for Ketchum, one of the world's top communication firms.

Jerome Naidoo, Chief Technical Officer, is an exceptional chief technologist with extensive experience in building scalable technology platforms, video distribution, and global blockchain and e-commerce platforms.

Bon Liaw, Chief Security Officer, is a specialist in Information Security, Cyber Security, and digital assets protection with over 15 years of experience in the protection of multi-billion dollar organizations. He holds multiple certifications including CISA, CISSP, and CISM.

Christopher Johnson, VP Government Affairs, holds extensive FCC, FTC, and Congressional committee experience.

William Simpson, VP Member Safety, spent 33 years at the Drug Enforcement Administration, most recently as Chief of Operations Management Worldwide.

OUR REASON: TODAY'S INTERNET IS NOT SAFE

1 out of 10 known sex offenders use online dating services to look for victims.

41% of Americans have personally experienced some form of online harassment.

33% of women under 35 have been sexually harassed online, double that of 2017.

Last year, the United States' child safety agency received over **32 million** reports of online enticement, child sexual abuse material, and child sex trafficking.

27.6 million human trafficking victims worldwide.

Reported losses to scams on social media, websites and apps hit a staggering **\$4.7 billion**.

Big Tech's actions—and inactions—have exposed serious challenges around these issues, as well as around free speech, censorship, privacy, and other detrimental activities toward women and children.

* Sources: Brigham Young University, Pew Research Center, National Center for Missing and Exploited Children, International Labour Organization, Federal Trade Commission, Federal Bureau of Investigation (FBI).

\$35M SERIES B TO DELIVER THE FOLLOWING*



Ontheline's digital lifestyle platform solves the primary issues of social media and expands access to remote work, telehealth, e-commerce and micro-commerce, content and news, voting, and more.

Market of 3 billion people with 304,000,000 people and 8,000,000 businesses pre-enrolled.

Safe, secure, and private. We never sell member data and if a they leave their data is downloadable and any remaining data is erased.

Self-moderation lets members select what they want or don't want to see, solving the issue of selective and rogue censorship.

Blockchain platform with proprietary digital currency tied to each nation's currency, **patented AdTech**, and instantaneous creation of **Digital Assets and Contracts (DACs)**, a more user-friendly NFT, offers new ways for members, creators, and brands to generate income.

Six revenue streams propel exponential financial growth: Advertising, ad-free subscriptions, datamatching, e-commerce, micro-commerce, and software-as-a-service (SaaS).

Launch scheduled for August 2025.

* Series B may be increased to \$70M based on demand.



CHILD SAFETY IS THE DEFINING CHALLENGE OF THE INTERNET



The United States' child safety agency received over **32 million** reports of online enticement, child sexual abuse material, and child sex trafficking.*

Friendswith is a proven solution to prevent adults from having access to minors to whom they are not related. Friendswith also verifies the identity of all parents, teachers, tutors, and coaches who do have access and matches them against sexual predator lists.

Friendswith™ is a safe place for minors that provides entertainment, education, safe communications with family, teachers, tutors, and coaches, brings organization to young lives, while aiding in developing life skills and safe digital habits.

Parents have oversight, moderation, and approval of their children's activities and with whom they connect. Adults cannot connect with anyone without parental approval.

At legal age, minors “graduate” to full Ontheline membership.

* Source: National Center for Missing and Exploited Children.

A SINGLE SOLUTION TO SUPPORT YOUR DIGITAL LIFESTYLE



ENGAGE

Communicate via text, voice, and/or video

Videoconferencing

Telehealth

Physician-to-physician interactions

Fan / influencer outreach

Business services & tools (SaaS)

Digital identity management and auditing



LEARN

Healthy & safe digital lifestyle

Daily newscast & news

Instructional videos

Lectures & courses

Educational content, distance learning & home schooling

Financial planning & investing

Family planning & health

Constituent support & government accountability



TRANSACT

Shop 1,000+ merchants

Classified ads and wish lists

Pay bills

Sell & purchase digital assets

Subscribe to content and features

Direct-to-consumer offers

Vote in elections

Purchase articles and content for as little as 5¢ via micro-commerce (see next page)

MARKET PROVEN WITH DIFFERENTIATORS TO WHICH OUR COMPETITORS CANNOT SHIFT THEIR EXISTING MODEL



Real People

Consumers overwhelmingly desire connecting with real people.

93.8% of consumers prefer joining a platform where identities are authenticated.

Ontheline's proprietary authentication and verification technologies are compliant with the EU's General Data Protection Regulation (GDPR), Digital Markets Act (DMA), Digital Services Act (DSA), and the USA's Digital Decency Act.



Pre-enrollment

Proprietary database of 304 million consumers and 8 million businesses, and proven viral member enrollment, extrapolates to a consumer acquisition cost of 14¢ per member.

61,337 consumers representing 63% of the database targeted for MVP signed up, proving huge acceptance based on Ontheline's premise as a private, safe, and secure all-in-one Super App.



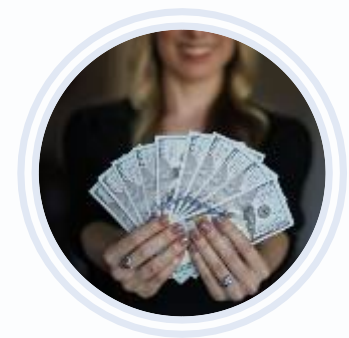
Proven

Minimally viable product tested across 18 countries.

Members invited an average of 7 people with 4.1 joining, creating a total of **312,818 members in 90 days.**

98.1% said they would join when the platform is publicly available.

Management believes this is replicable.



Ownership Society™

Ontheline's profit-sharing program creates immense loyalty.

Creates millions of "**owners**" who receive profit sharing for their use and contributions to the platform.

98% of members who used Ontheline say Ownership Society is a key differentiator that would move them away from existing social media apps.

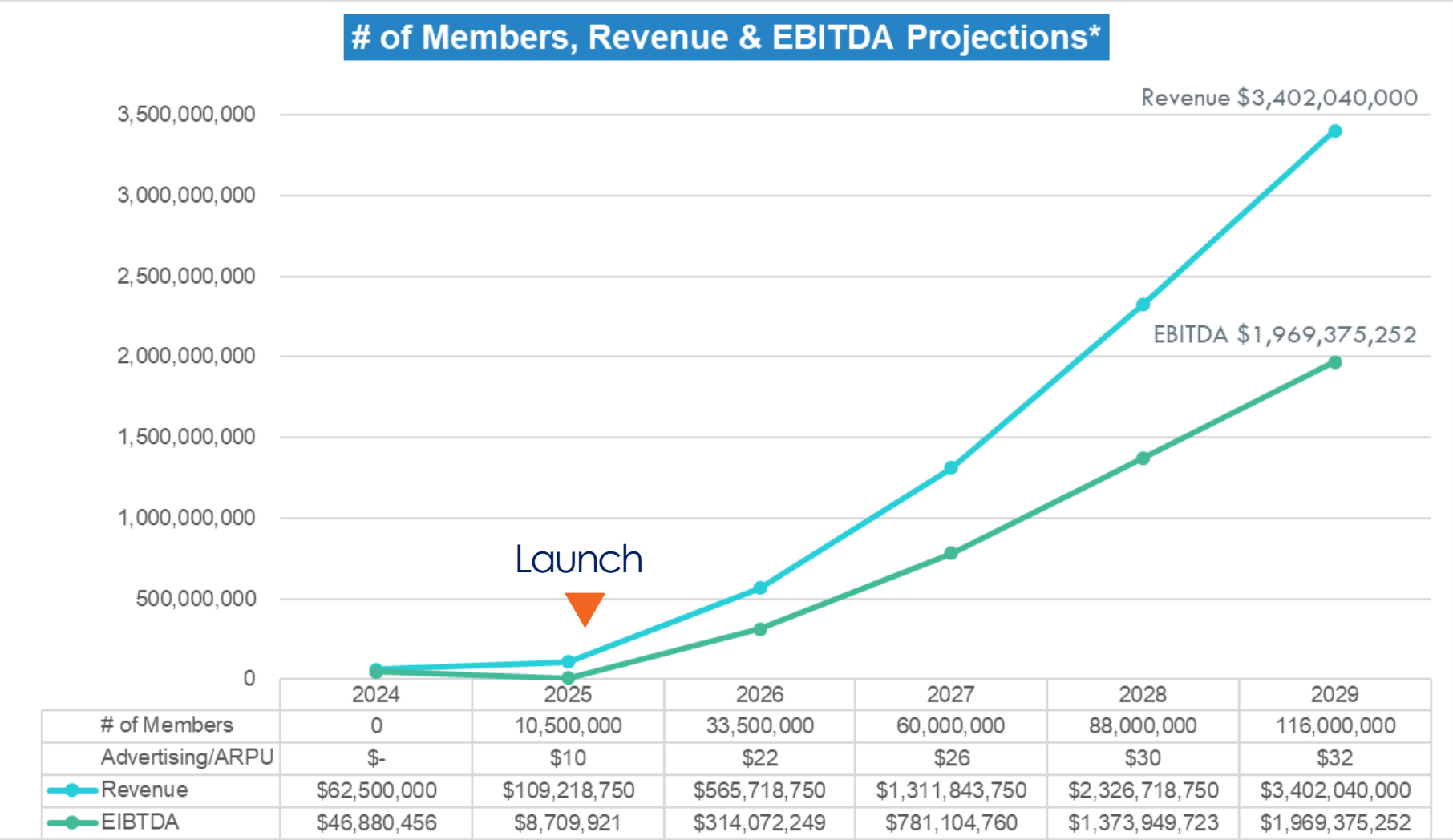
FINANCIAL HISTORY

Initial development and testing largely self-funded and a small Series A “Friends and Family” raise led to securing our first large multi-year white label contract, prior to our platform going live.

2021-2023	\$15,200,000	Founders and Series A investors \$57M post-financing market cap Minimally Viable Product (MVP) tested with over 311,000 consumers
Feb. 2024	\$189,375,000	First third-party technology development contract secured White label contract for military members and their families \$62,500,000 in 2024 revenue by December 31, making the Company cash flow positive in 2025. Management believes additional comparable white label contracts can be secured in Africa, Middle East, India & Southeast Asia
May 2024	\$35,000,000	Current Series B Raise: Debt, Equity or Combination \$122M post-financing market cap; less than 2X contracted 2024 revenues May be increased to \$70M depending on demand

FINANCIAL PROJECTIONS BASED ON INDUSTRY STANDARDS

Advertising and white label only. Projections do not include ad-free subscriptions, e-commerce, micro-commerce, datamatching, nor SaaS, which are additive.



FROM KIDS TO PARENTS AND TWENTY-SOMETHINGS TO GRANDPARENTS, EVERYONE BENEFITS FROM ONTHELINE'S INTENSE FOCUS ON SAFETY, SECURITY AND PRIVACY.



JOIN US ONTHELINE

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