

accelerize

Company Overview - November 2016

OTCQB:ACLZ

accelerize.com

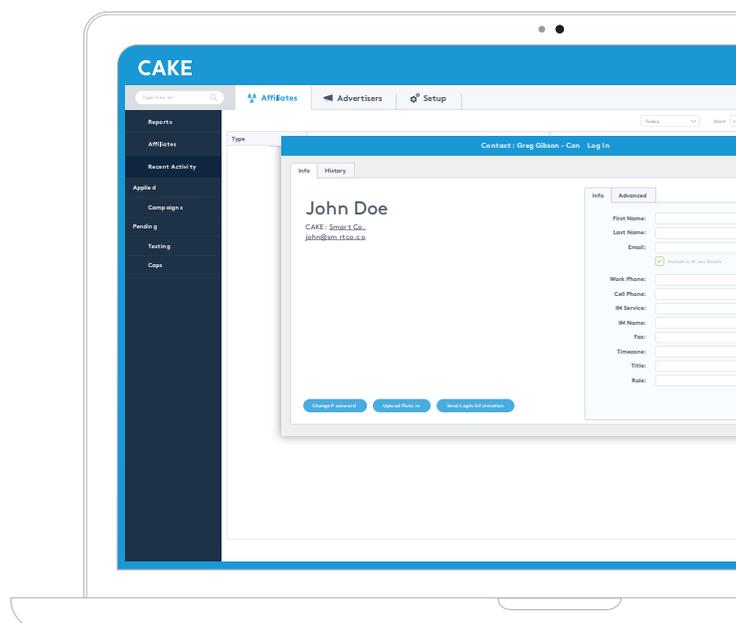
Accelerize Inc. offers marketing technology solutions that revolutionize the way advertisers leverage their digital marketing data. CAKE, a division of Accelerize Inc., provides a cloud-based solution to track and analyze the performance of digital marketing return on investment, in real-time. Bringing clarity to multi-channel marketing campaigns, CAKE empowers advertisers, agencies, publishers and networks from more than 40 countries with the insight to make intelligent marketing decisions. The CAKE platform supports multiple languages and currencies so marketers can track the performance of their campaigns and better target their digital spend on a global scale.

QUICK FACTS:

- Leader in Enterprise Performance Marketing
- Double-digit Year-over-year Revenue Growth
- Highly Scalable, Recurring Revenue Business Model
- Growing International Presence with Operations in the U.S., London and India.
- Publicly Traded Under Ticker Symbol "ACLZ"

Company Highlights

- Industry's most complete proprietary Software as a Service (SaaS) enterprise performance marketing platform.
- Strong financial condition with full-year profitability, strong cash flows and a history of double-digit top-line organic growth driven by a recurring revenue business model.
- According to eMarketer, the digital advertising market is estimated to grow from \$138 billion in 2014 to \$204 billion by 2018. A significant part of the growth will come from overseas markets, while total media spending will reach \$656 billion.



Financial Highlights and Growth

Income Statement Highlights*

| | Q3 2016 | Q3 2015 | %Change | FY 2015 | FY 2014 | %Change |
|----------------|-------------|---------------|---------|---------------|---------------|---------|
| SaaS Revenues | \$6,015,800 | \$5,288,628 | 13.7% | \$21,396,952 | \$16,460,030 | 30.0% |
| Operating Loss | \$108,672 | \$(2,117,867) | -105.1% | \$(6,085,715) | \$(3,221,532) | 88.9% |
| Net Loss | \$(133,997) | \$(2,182,289) | -93.9% | \$(6,264,038) | \$(3,253,255) | 92.5% |

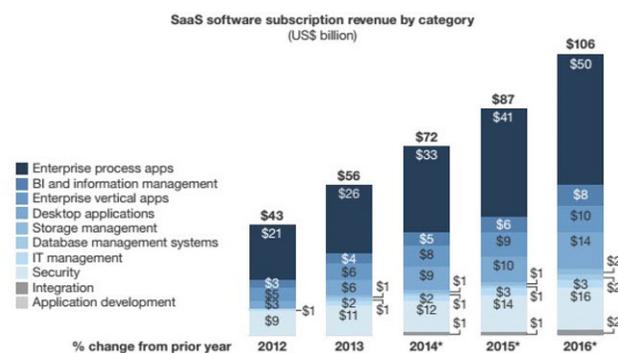
Balance Sheet Highlights

| | June 30, 2016 | June 30, 2016 | %Change | December 31, 2015 | December 31, 2014 | %Change |
|-------------------|---------------|---------------|---------|-------------------|-------------------|---------|
| Cash | \$614,865 | \$879,666 | -30.1% | \$908,095 | \$1,130,667 | -19.7% |
| Total Assets | \$6,486,526 | \$6,413,556 | 1.1% | \$5,062,769 | \$4,976,393 | 1.7% |
| Total Liabilities | \$7,930,473 | \$7,947,416 | -0.2% | \$6,845,627 | \$4,308,970 | 58.9% |

*Note: Excludes all discontinued operations.

Market Growth 2015-2016

10-3 | SaaS software will equal \$106 billion in 2016, with over 20% growth in 2015 and 2016



Accelerize is primarily focused on Enterprise process apps as represented in the navy color.

“Global SaaS software revenues are forecasted to reach \$106B in 2016, increasing 21% over projected 2015 spending levels.”

- IDC Market Analysis

CAKE: A Revolutionary Software-as-a-Service Platform

MEASURABLE ROI ACROSS MARKETING CHANNELS

Performance-based marketing is a mainstay of the online advertising industry, since it provides marketers with greater measurability and a tangible return on investment.

But with many advertisers reaching across multiple marketing channels, tracking overall campaign effectiveness and return on investment can quickly become a challenge.

CAKE PROVIDES THE SOLUTION

CAKE provides a proprietary SaaS-based solution for advertisers, agencies, publishers and networks to track and manage their digital spend in real-time.

CAKE's highly scalable solution provides a complete 360-degree view of the customer journey generated from merging tracking with multiple online traffic channels including display, search, mobile, lead generation, affiliate and more.

CAKE's solutions are based on feature-rich technology and are bolstered by the industry's leading customer service and top tier-technology partners – assuring the highest level of reliability.

PREDICTABLE REVENUE STREAMS

CAKE's SaaS business model generates revenues via a setup fee, monthly service fees and per-transaction fees, which result in a predictable income stream that can rapidly scale higher over time as its customers' businesses grow.

Global Customers



Executive Management Team



Brian Ross – CEO and Chairman

CEO Brian Ross is a 20-year technology industry veteran, and has served as a founding investor for a number of early-stage companies, including E-force Media and Great Domains Inc., which was sold to Verisign for \$100 million. He also previously led business development for Prime Ventures Inc., a leading Southern California-based early-stage venture partner firm, and earlier in his career was senior vice president of business development for iMALL, later acquired by Excite@Home for \$565 million. Brian founded Accelerize in 2005.



Mario Marsillo - Board Member

Mario Marsillo is the managing director of Private Equity for Network 1 Financial Securities Inc., a New Jersey-based FINRA member firm offering investment banking services. Prior to Network 1, Mario acquired Skyebanc, Inc., a registered broker dealer, with a specialty towards private equity, and served as the company's vice president of private equity and business development.



Greg Akselrud - Board Member

Greg Akselrud is a founder and partner of Stubbs Alderton & Markiles, LLP. He chairs the firm's Internet, Digital Media and Entertainment practice group. Greg advises a wide range of public and private clients across a number of industries, including companies in digital media, Internet, entertainment, technology, consumer electronics and apparel. Greg is also a founding investor of FlashFunders, an online equity funding platform.

Executive Officers



Santi Pierini – COO/CAKE President

Santi Pierini leads business operations and corporate strategy globally for CAKE, Accelerize's digital marketing software division. A veteran of the marketing technology industry with more than two decades of experience, he has previously served in senior executive positions at InQuira (acquired by Oracle), Day Software (now Adobe Marketing Cloud), Vignette (acquired by OpenText) and OnDisplay (acquired by Vignette).



Dave Stewart – CTO/CAKE Founder

Dave Stewart oversees research and development for Accelerize's digital marketing software division, CAKE, and is an expert in systems architecture, web technologies, database and UX design and cloud infrastructure. He founded CAKE while still an undergraduate student at the University of California, Irvine and has spent much of the past decade architecting software.



Andy Mazzarella – CFO/Executive Vice President

Andy Mazzarella manages all financial and accounting operations for Accelerize, and has over 30 years of experience in building solid financial growth for emerging technology companies. He most recently served as Chief Executive Officer at Scalable Network Technologies, Founder and Chief Executive Officer of AOptix Technologies, and Chief Financial Officer of iMALL (acquired by Excite@Home).



Damon Stein – General Counsel

Damon Stein has been Accelerize's general counsel since 2007, when the company acquired TDRG, a prominent debt negotiation and Internet marketing firm. Damon was a founder and partner at TDRG, served as the company's general counsel/president and was instrumental in growing it from a startup to successful acquisition. Previously, he worked as a contract lawyer for Alschuler, Grossman, Stein and Kahan and as a sports agent for Beach Sports Group, LLC.



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Accelerize Inc. provides the information in this fact sheet as is and without any warranties. This fact sheet does not constitute the solicitation of the purchase or sale of securities. This fact sheet current as of April 1, 2016. Except for the historical information contained herein, the matters discussed in this document are forward-looking statements, the accuracy of which are necessarily subject to risk and uncertainties. Please see Accelerize's most recent Forms 10-K and 10-Q for additional information about the Company and related risks.

This fact sheet may contain forward-looking statements from Accelerize Inc. within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and federal securities laws. For example, when we describe our growth prospects and the forecast for advertising markets, we are using forward-looking statements. These forward-looking statements are based on the current expectations of the management of Accelerize only, and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: changes in technology and market requirements;

our technology may not be validated as we progress further; we may be unable to retain or attract key employees whose knowledge is essential to the development of our products and services; unforeseen market and technological difficulties may develop with our products and services; inability to timely develop and introduce new technologies, products and applications; loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of Accelerize to differ materially from those contemplated in such forward-looking statements. Except as otherwise required by law, Accelerize undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risk and uncertainties affecting Accelerize, reference is made to Accelerize's reports filed from time to time with the Securities and Exchange Commission.