

accelerize

Company Overview - March 2018

OTCQB:ACLZ

accelerize.com

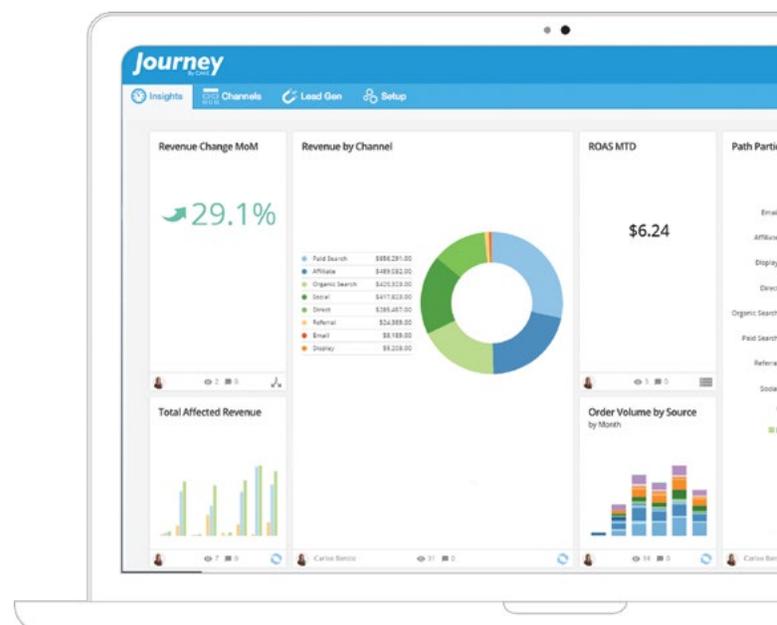
Accelerize Inc. offers marketing technology solutions that revolutionize the way advertisers leverage their digital marketing data. CAKE, owned and operated by Accelerize, provides a comprehensive suite of innovative marketing intelligence tools. CAKE's powerful software as a service (SaaS) is a proprietary enterprise solution that collects and analyzes customer journey data using multi-touch attribution for marketing campaign optimization. Bringing clarity to cross-channel campaigns, CAKE empowers advertisers, agencies, publishers and networks from more than 50 countries with the marketing intelligence to measurably improve digital advertising spend.

QUICK FACTS:

- Leader in Enterprise Marketing Intelligence
- 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 SaaS marketing intelligence platform.
- Strong financial condition with year-over-year growth of recurring license fees, average revenue per customer and total number of customers driven by a recurring revenue business model.
- According to eMarketer, the worldwide digital advertising market is estimated to grow from \$228 billion in 2017 to \$376 billion by 2021. Accelerize is a key participant in the large and growing \$10-12 billion market for digital marketing analytics.



Financial Highlights and Growth

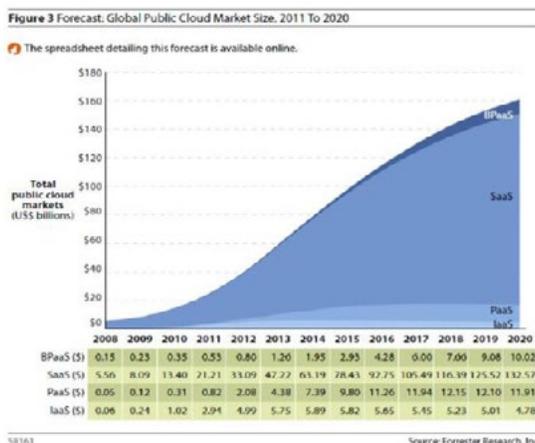
Income Statement Highlights

	Q4 2017	Q4 2016	%Change	FY 2017	FY 2016	%Change
SaaS Revenues	\$6,088,072	\$5,870,341	3.7%	\$24,104,624	\$23,753,446	1.5%
Operating Income	\$(600,169)	\$(2,257,041)	-73.4%	\$(1,104,726)	\$(2,651,577)	-58.3%
Net Loss	\$(1,056,810)	\$(2,801,081)	-62.3%	\$(2,424,488)	\$(3,851,584)	-37.1%

Balance Sheet Highlights

	December 31, 2017	December 31, 2016	%Change	December 31, 2016	December 31, 2015	%Change
Cash	\$166,883	\$1,680,127	-90.1%	\$1,680,127	\$908,095	85.0%
Total Assets	\$7,575,914	\$7,393,624	2.5%	\$7,393,624	\$5,062,769	46.0%
Total Liabilities	\$12,792,452	\$11,313,998	13.1%	\$11,313,998	\$6,845,627	65.3%
Stockholders' Deficit	\$(5,216,538)	\$(3,920,374)	33.1%	\$(3,920,374)	\$(1,782,858)	119.9%

Market Growth through 2020



“The total global public cloud market will be \$178B in 2018, up from \$146B in 2017, and will continue to grow at a 22% CAGR. This growth will be driven by a stonger market for cloud applications like SaaS...”

- Forrester

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

LIMITED VIEW OF THE CUSTOMER JOURNEY

In the past, marketing tools for data collection offered a limited view of the customer journey, one that left marketers with no insights about how to transform anonymous consumers into known customers.

Additionally, with many advertisers running campaigns on multiple marketing channels, determining overall campaign effectiveness and return on investment can quickly become a challenge.

CAKE PROVIDES THE SOLUTION

CAKE provides a proprietary cloud-based solution for advertisers, agencies, publishers and networks to collect and analyze end-to-end customer journey data across multiple digital channels including display, search, mobile, lead generation, affiliate and more.

CAKE's highly scalable solution leverages advanced analytics, multi-touch attribution and seamless integrations to deliver an extended view into vital customer interactions. This enables marketers with the marketing intelligence needed to move consumers to known customers, boost campaign performance and maximize ROAS.

CAKE's solutions are based on feature-rich technology and 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).



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.



Paul Dumais – *SVP of Product Development*

Paul Dumais oversees the development and implementation of CAKE's over-arching product vision and roadmap. He has more than 20 years of executive management and software development experience. Prior to joining CAKE, Paul held senior positions at public and private companies including Scalable Network Technologies, Mom Inc., Seed Advertising and Apple.



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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 March, 2018. 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.