

TRANSFORMING DATA INTO INTELLIGENCE

Company
Overview

May 2021

Cautionary Statement

This presentation contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth under the heading "Forward-Looking Statements" and "Risk Factors" in red violet's Form 10-K for the year ended December 31, 2021 filed on March 10, 2021, as may be supplemented or amended by red violet's other SEC filings. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

You are cautioned not to place undue reliance on these forward-looking statements, which are based on red violet's expectations as of the date of this presentation and speak only as of the date of this presentation. red violet undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Without limiting the foregoing, the inclusion of the financial projections in this presentation should not be regarded as an indication that the Company considered, or now considers, them to be a reliable prediction of the future results. The financial projections were not prepared with a view towards public disclosure or with a view to complying with the published guidelines of the Securities Exchange Commission, the guidelines established by the American Institute of Certified Public Accountants with respect to prospective financial information, or with U.S. generally accepted accounting principles. Neither the Company's independent auditors, nor any other independent accountants, have compiled, examined or performed any procedures with respect to the financial projections, nor have they expressed any opinion or any other form of assurance on such information or its achievability. Although the financial projections were prepared based on assumptions and estimates that the Company's management believes are reasonable, the Company provides no assurance that the assumptions made in preparing the financial projections will prove accurate or that actual results will be consistent with these financial projections. Projections of this type involve significant risks and uncertainties, should not be read as guarantees of future performance or results and will not necessarily be accurate indicators of whether or not such results will be achieved.

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net loss, the most directly comparable financial measure based on US GAAP, excluding interest income, depreciation and amortization, share-based compensation expense, litigation costs, insurance proceeds in relation to settled litigation, transition service income, write-off of long-lived assets and others. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization), and adjusted gross margin as adjusted gross profit as a percentage of revenue.

Who We Are



We build proprietary technologies and apply analytical capabilities to deliver identity intelligence. Our technology powers critical solutions, which empower organizations to operate with confidence. Our solutions enable the real-time identification and location of people, businesses, assets and their interrelationships. These solutions are used for purposes including risk mitigation, due diligence, fraud detection and prevention, regulatory compliance, and customer acquisition. Our intelligent platform, CORE™, is purpose-built for the enterprise, yet flexible enough for organizations of all sizes, bringing clarity to massive datasets by transforming data into intelligence. Our solutions are used today to enable frictionless commerce, to ensure safety, and to reduce fraud and the concomitant expense borne by society.

Our Brands



Through leading-edge, cloud-native proprietary technology and massive data assets, our solutions harness the power of machine learning and advanced analytics, uncovering the relevance of disparate data points and converting them into comprehensive and insightful views of people, businesses, assets and their interrelationships.

We empower clients across markets and industries to better execute all aspects of their business, from managing risk, recovering debt, identifying fraud and abuse, and ensuring legislative compliance, to identifying and acquiring customers.

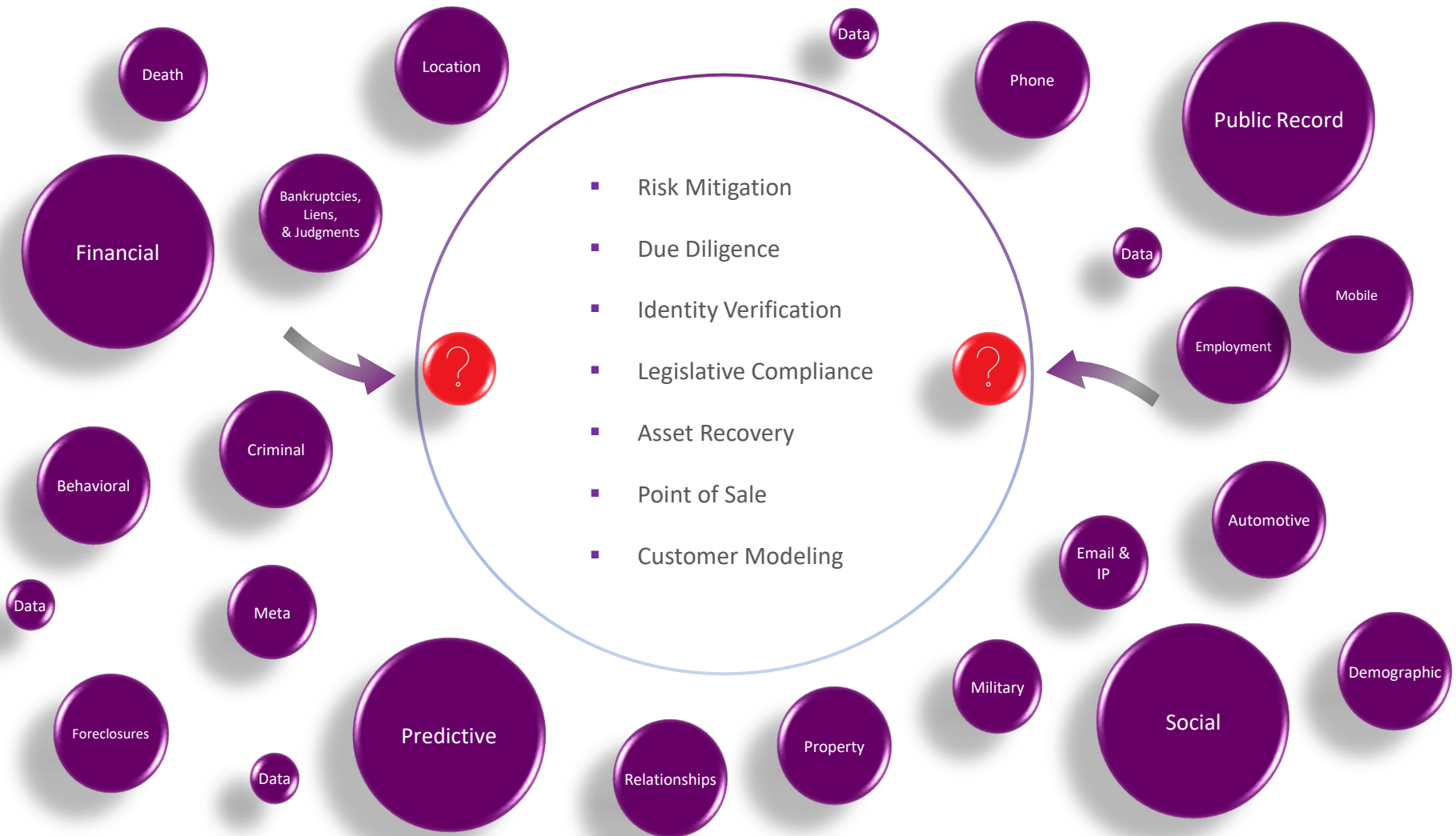


Despite the continued expansion of information technology, certain industries remain dependent on personal interactions with consumers. Engagements often occur with a professional having zero or minimal verified knowledge of the other party.

Leveraging massive data resources and complex analytics, FOREWARN provides instant knowledge, prior to a face-to-face engagement with a consumer, to help professionals better understand and address risk. Additionally, large numbers of interactions can be scheduled more efficiently, and handled more effectively, with added verification of each individual consumer.

Challenges Facing Businesses Today

With data being generated on a massive scale from both traditional and emerging sources, businesses are struggling to glean the intelligence needed to properly address mission-critical business functions



Our Solutions

Powered by our intelligent platform, CORE, red violet delivers solutions that empower clients across markets and industries to better execute all aspects of their business

Risk Management Solutions



idiCORE™

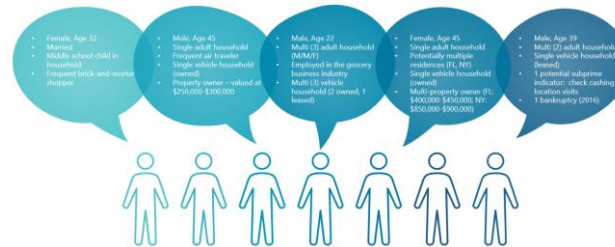


FOREWARN™
a red violet company

Data Analytics and Custom Solutions (examples)

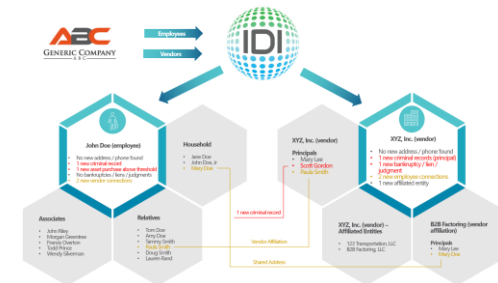


Location and
Behavioral Analytics



Customer Analysis
and Profiling

Supply Chain
Fraud Analytics



Our Business Model Provides a Compelling Investment Opportunity



FIXED-COST MODEL

We acquire data using flat-rate, unlimited use long-term contracts, so as revenue scales our cost of revenue does not



SUBSCRIPTION BASED

80% of revenue attributable to customer contracts, generally with annual contracts or longer, with auto renewal⁽¹⁾



NEXT-GENERATION TECHNOLOGY PLATFORM

Proprietary data and industry agnostic platform drives cost-efficient solutions across industries



SIGNIFICANT GROWTH AND RESILIENCE

\$10.2M record revenue in Q1'21 generated record adjusted EBITDA of \$2.9M



LARGE GROWING MARKET

\$10B+ serviceable market today with ~\$100B in total addressable market⁽²⁾



RECURRING REVENUE

93% revenue retention as customers integrate our platform into their business processes⁽¹⁾



TREMENDOUS OPERATING LEVERAGE

\$1.4M increase in adjusted gross profit provided \$1.1M improvement in adjusted EBITDA over Q1'20, approximately 80% contribution



EXPERIENCED MANAGEMENT TEAM

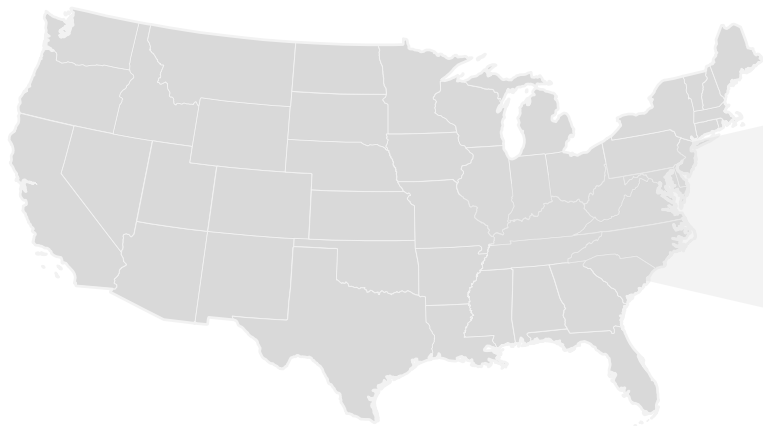
Team previously built current industry competitors which were acquired for an aggregate of approximately \$1B



(1) For the quarter ended March 31, 2021

(2) IDC Worldwide Semiannual Big Data and Analytics Spending Guide. August 2018

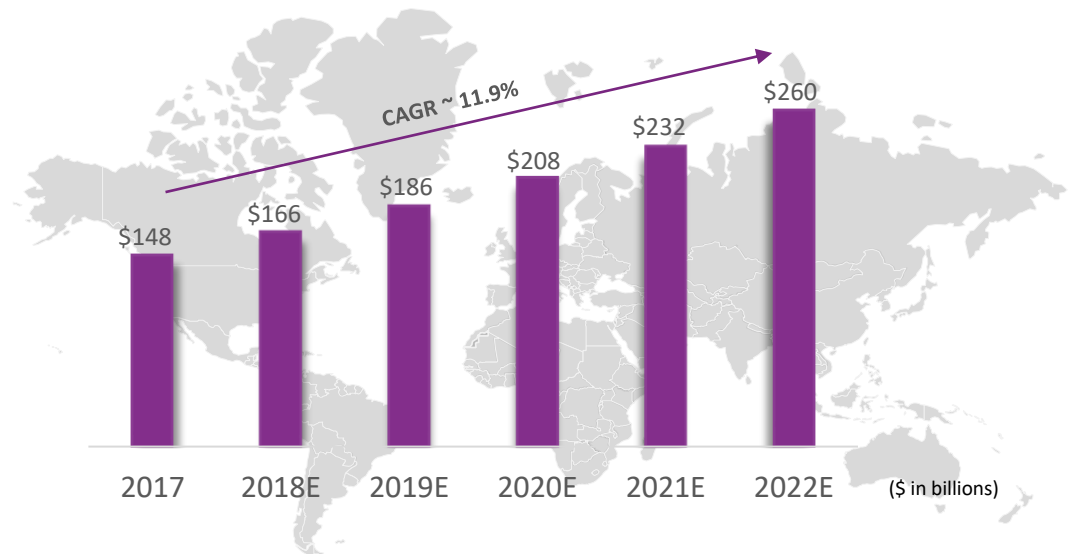
Opportunity in Large and Growing TAM



Serviceable Risk Analytics⁽¹⁾: \$10B +
Addressable U.S. Big Data &
Business Analytics⁽²⁾: \$88B +

**Serviceable & Addressable
Market Today:
>\$98 Billion**

Potential Global Big Data & Business Analytics Market⁽²⁾



⁽¹⁾ MarketsandMarkets Risk Analytics Global Forecast. May 2017

⁽²⁾ IDC Worldwide Semiannual Big Data and Analytics Spending Guide. August 2018

Growth Drivers

Adoption

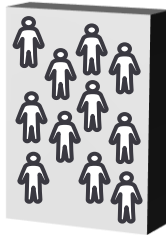
Penetration

Custom Solutions

Expansion

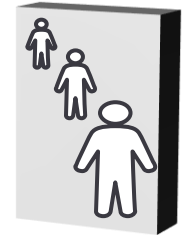
Adoption

New customer adoption through proven, scalable sales model



Penetration

Further penetration of, and expanded spend from, customer base



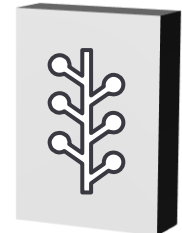
Custom Solutions

Custom solutions to solve complex problems for enterprise customers



Expansion

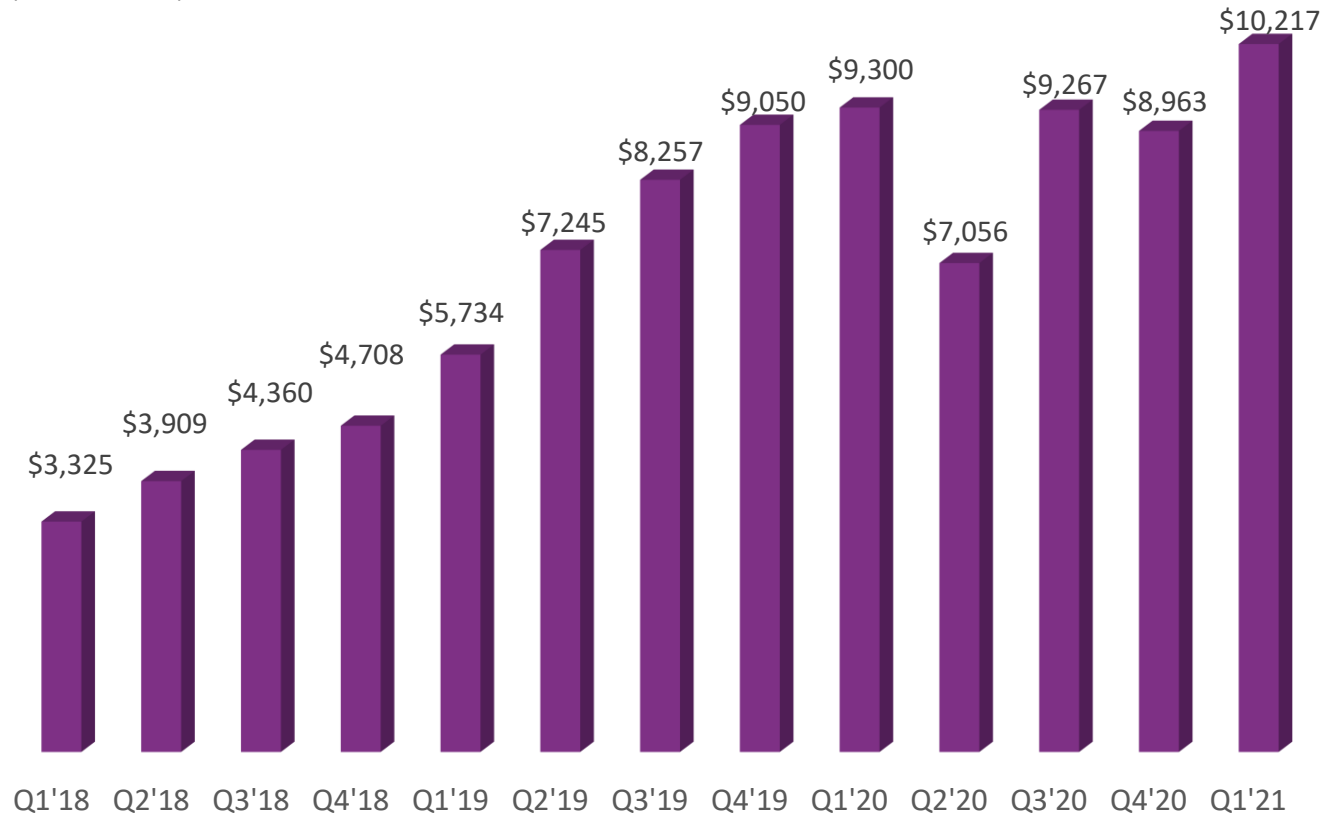
Expanding product suite, new markets, additional channels



Continued Top Line Growth

Total Revenue

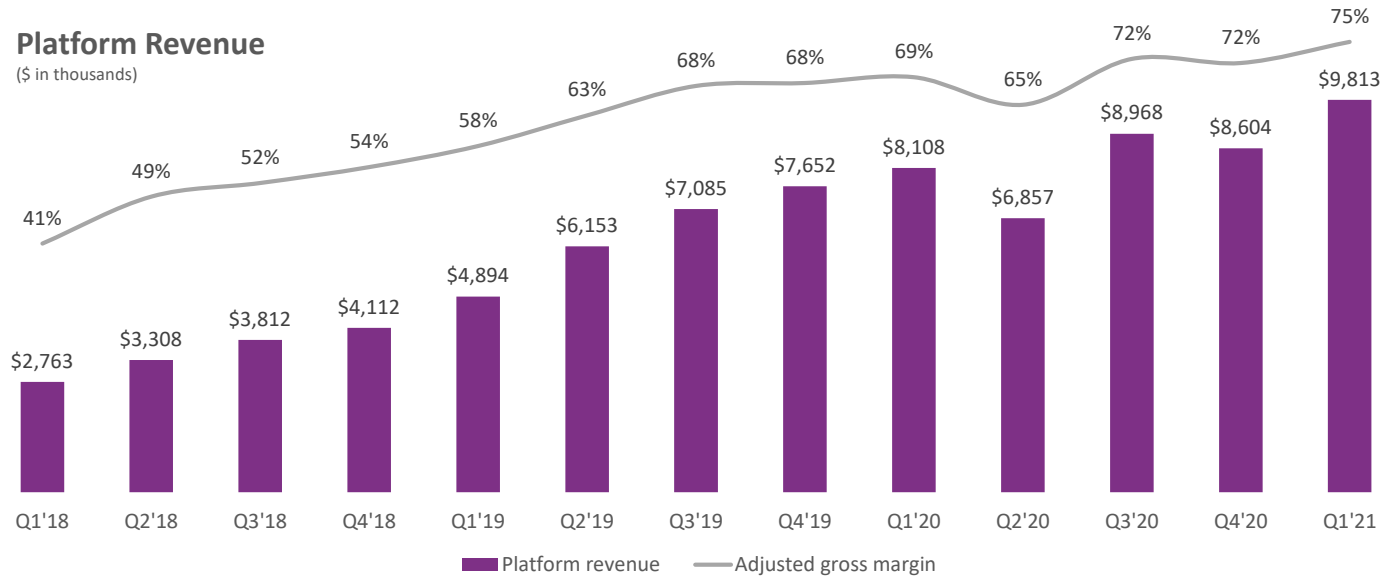
(\$ in thousands)



Continued Margin Improvement

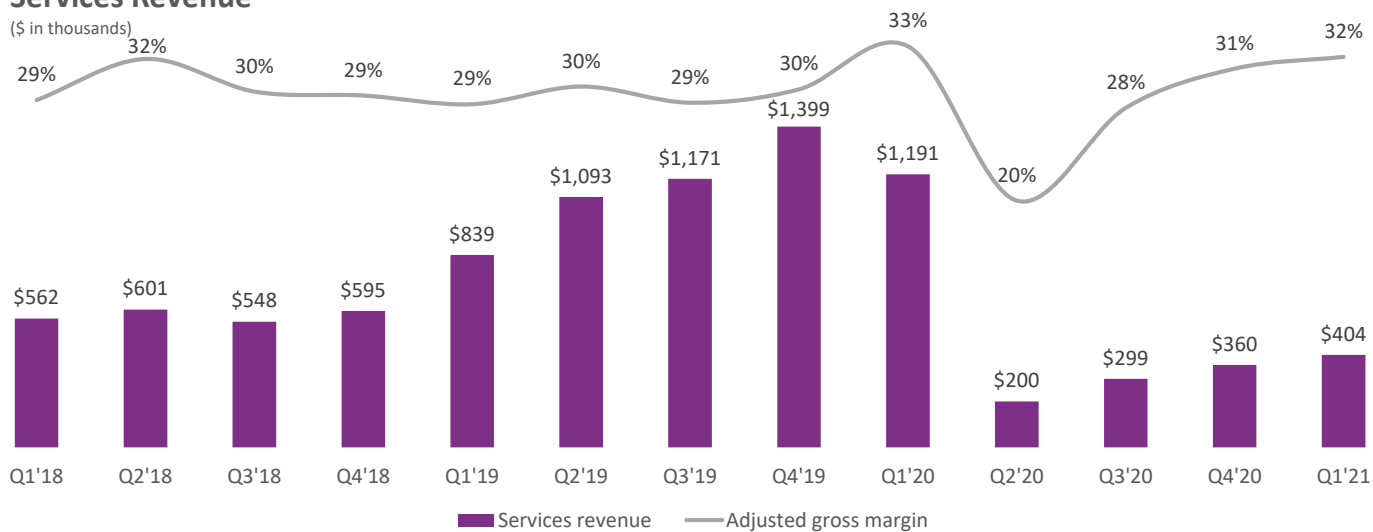
Platform Revenue

(\$ in thousands)

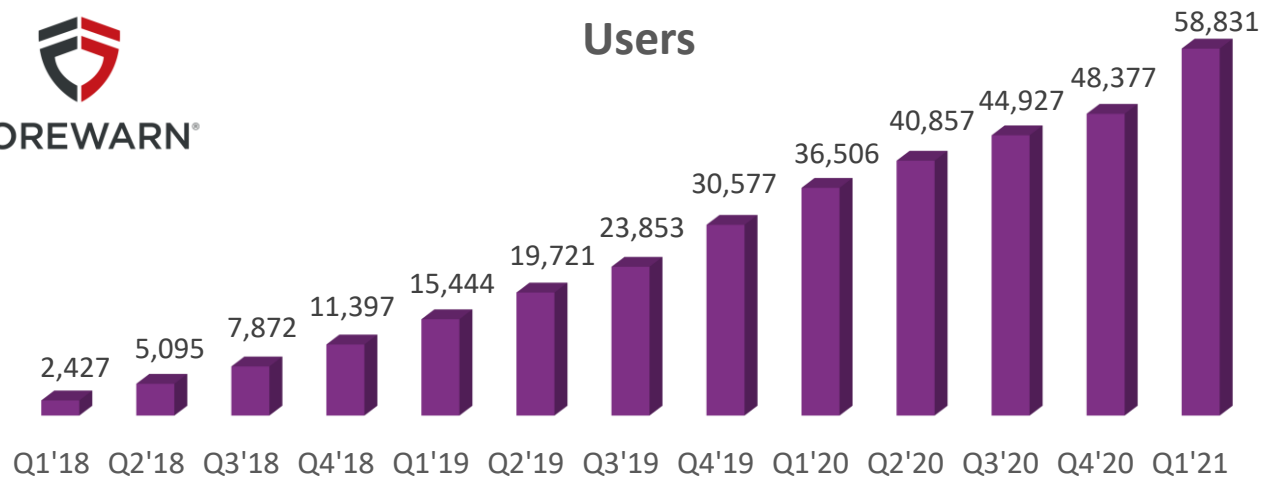
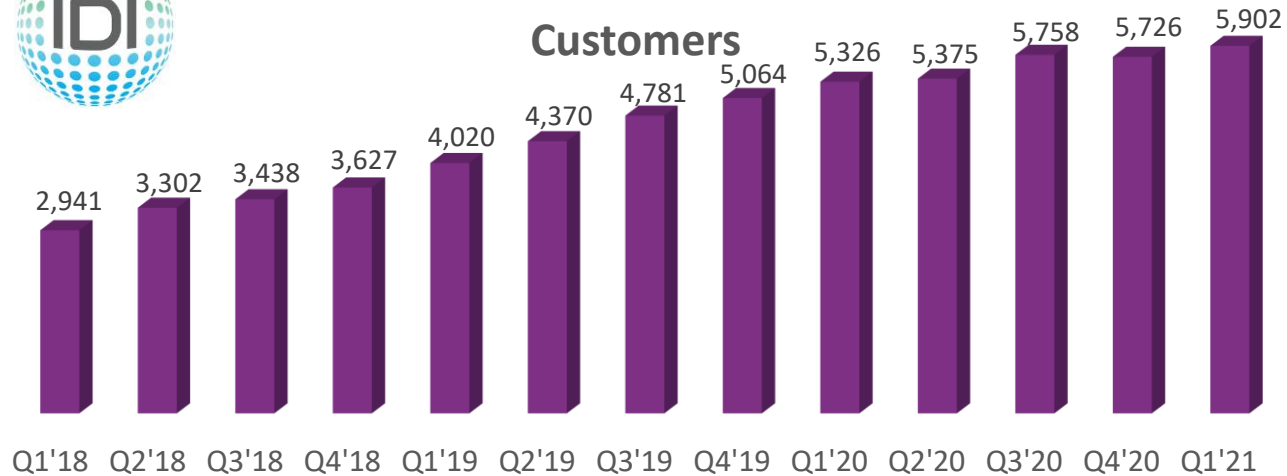


Services Revenue

(\$ in thousands)



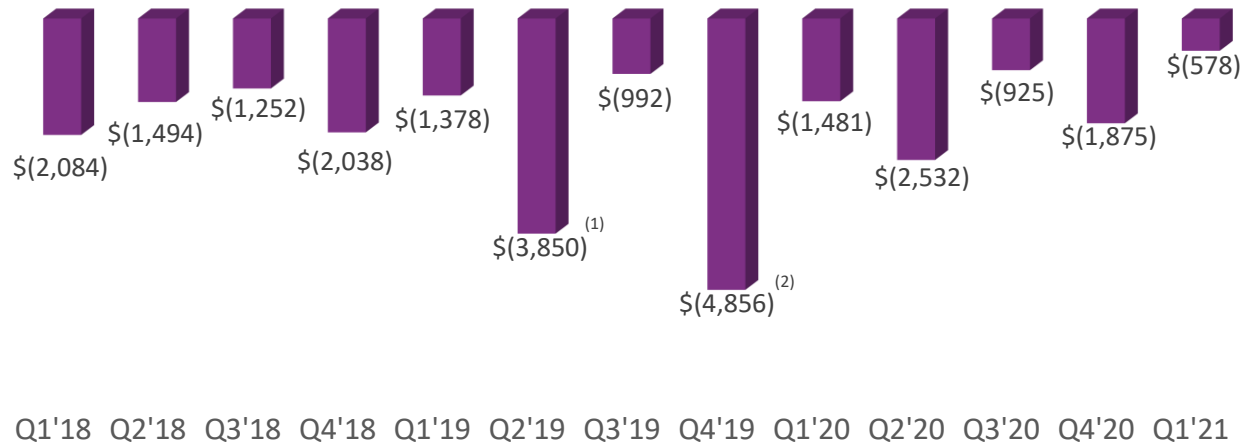
Strong Customer Adoption and Retention



Operating Leverage Drives Path to Profitability

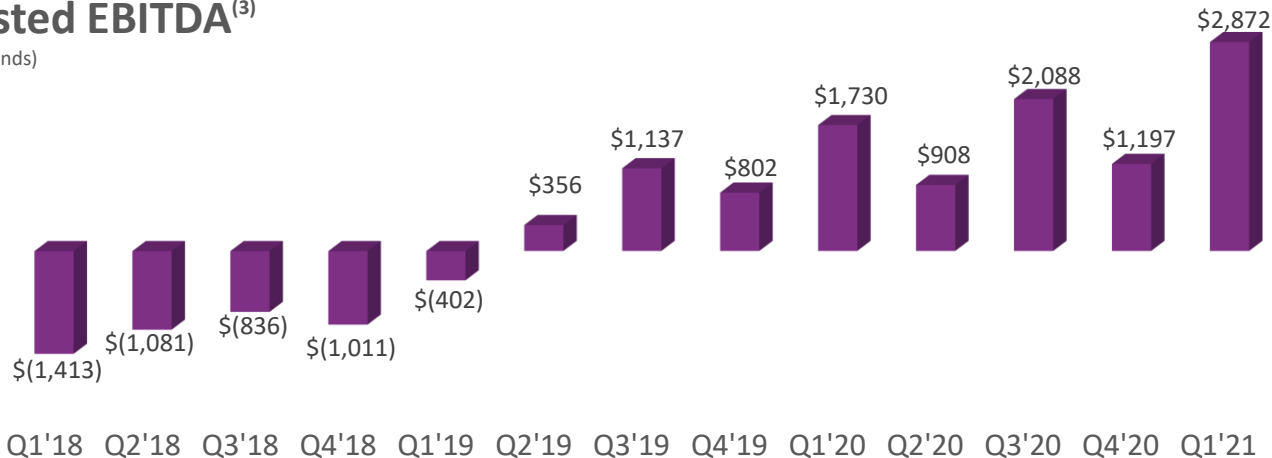
Net loss

(\$ in thousands)



Adjusted EBITDA⁽³⁾

(\$ in thousands)

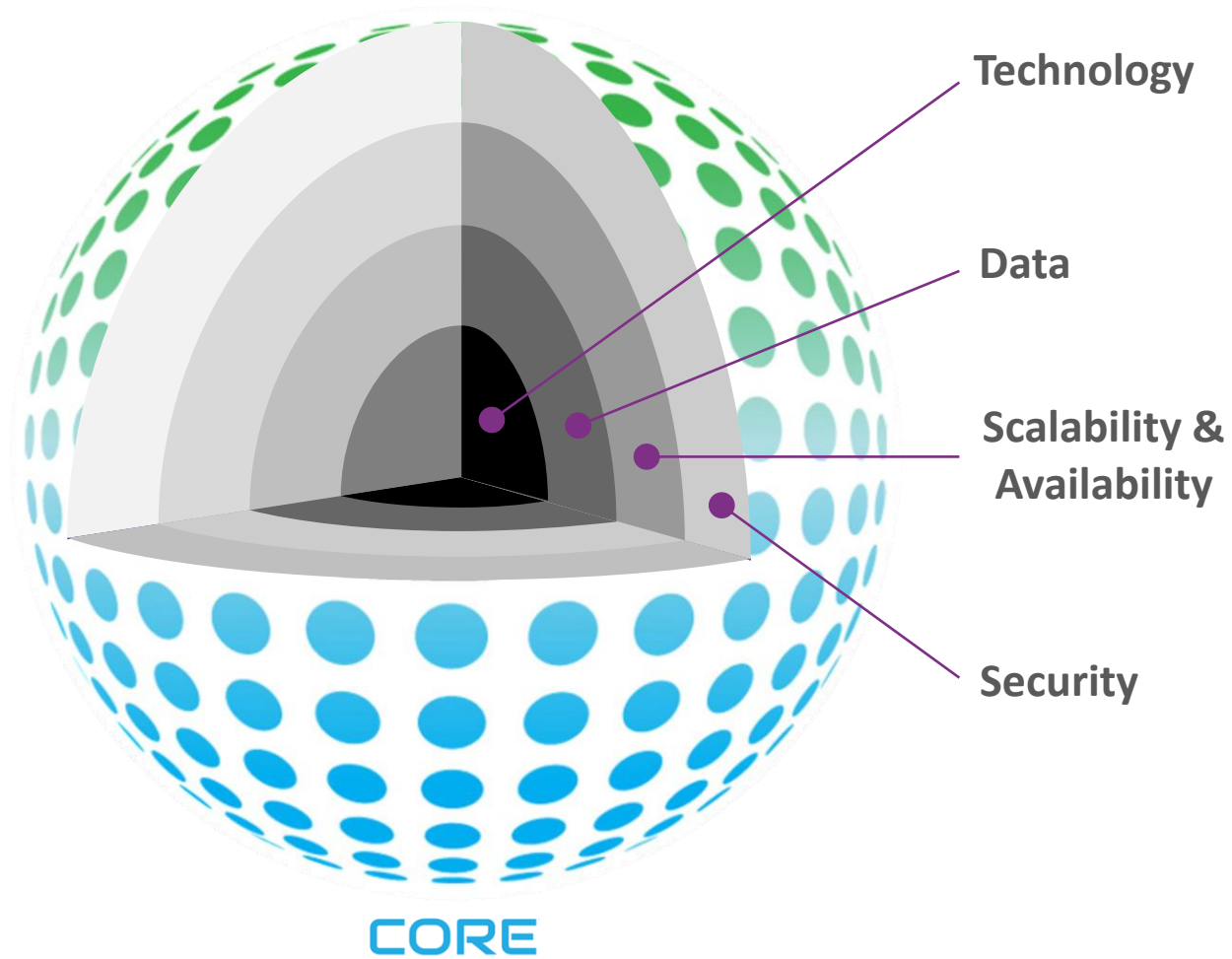


⁽¹⁾ Includes \$2.4 million in non-recurring share-based compensation expense

⁽²⁾ Includes \$2.3 million in non-recurring share-based compensation expense

⁽³⁾ A reconciliation of non-GAAP financial measures used in this presentation to their nearest GAAP equivalents is provided at the end of this presentation

Differentiation



Technology

Harnessing the power of CORE, we transform data into intelligence,
in a fast and efficient manner

Next-Generation Platform

Proprietary, scalable,
distributed memory,
data processing
platform

Built upon table
operator abstractions
using a functional
programming approach

Superior to “map
reduce” frameworks
in performance and
functionality

Relational and graph
database functionality

Scalable/performant
cloud-based
infrastructure that is
fully automated

Data Analytics and Engineering

Data unification/entity
resolution **at scale**

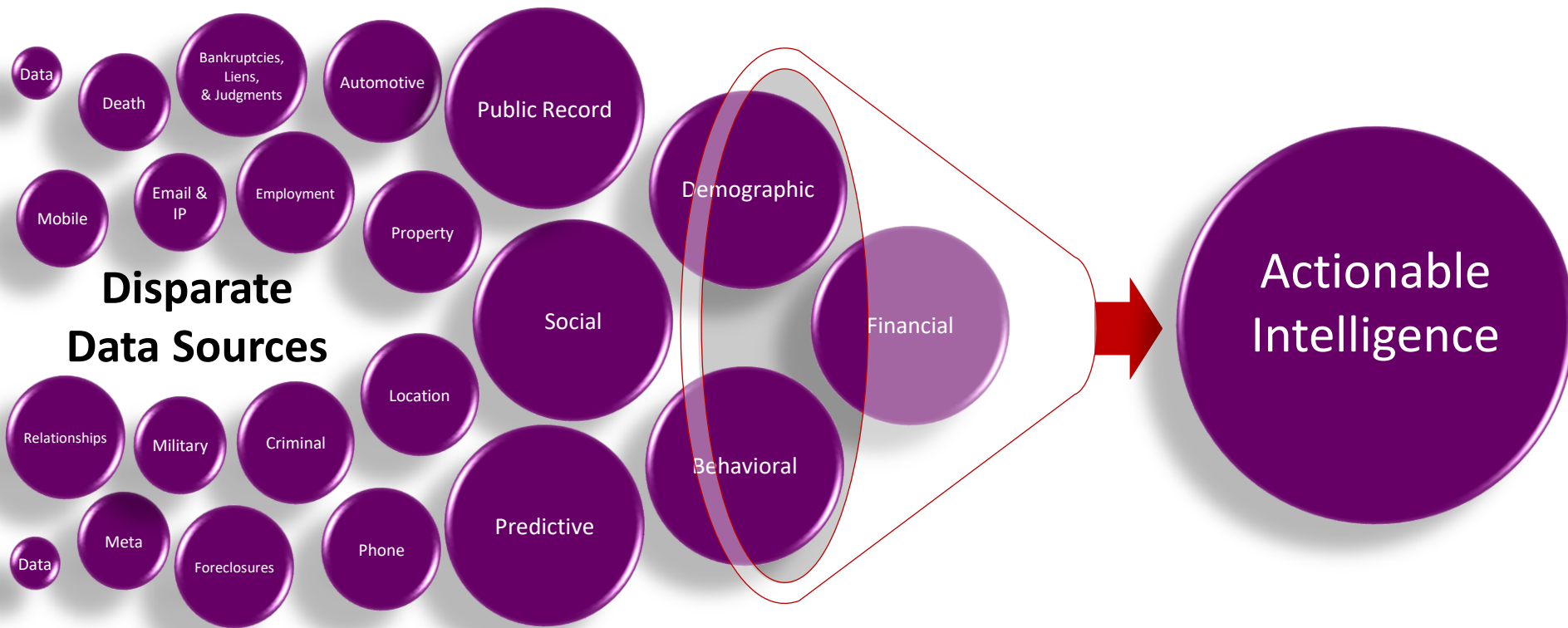
Graph analysis of
complex
interrelationships
among **billions of
entities**

Distributed supervised
and unsupervised
machine learning

**Low latency/high
throughput** search
and information
retrieval solutions
using Boolean and
inverted indices

Massive Unified Data Asset

Data is the lifeblood of our technology platform and of our modern, digitally connected society. Our data is compiled from a myriad of disparate sources, including proprietary, public record, publicly-available, and self-reported data. Our proprietary entity resolution technology links these sources to identify people, businesses, assets, events and their interrelationships. This massive, heterogeneous, relationship graph combines with derived attributes and heuristics to provide actionable, real-time information to our customers, delivering greater intelligence and unparalleled insight for decision-making capabilities across all markets and industries.



Scalability and Availability

We uncover the relevance of disparate data points utilizing our analytical capabilities to provide real-time and insightful views of people, businesses, assets and their interrelationships

Multiple Access Methods and Tools

Flexible **APIs** built to handle simple requests and complex integrations

Best-in-class **Batch Processing** platform for ingestion, processing, and delivery of large data files

Automated **Monitoring** solutions to track changes in consumer, business, and asset data points

Designed for accelerated development of **Custom Solutions** based on any access method

Online access through an intuitive interface designed to provide fast and effective results

Scalability and Availability

Handling burst rates of over 40 million detailed searches per day

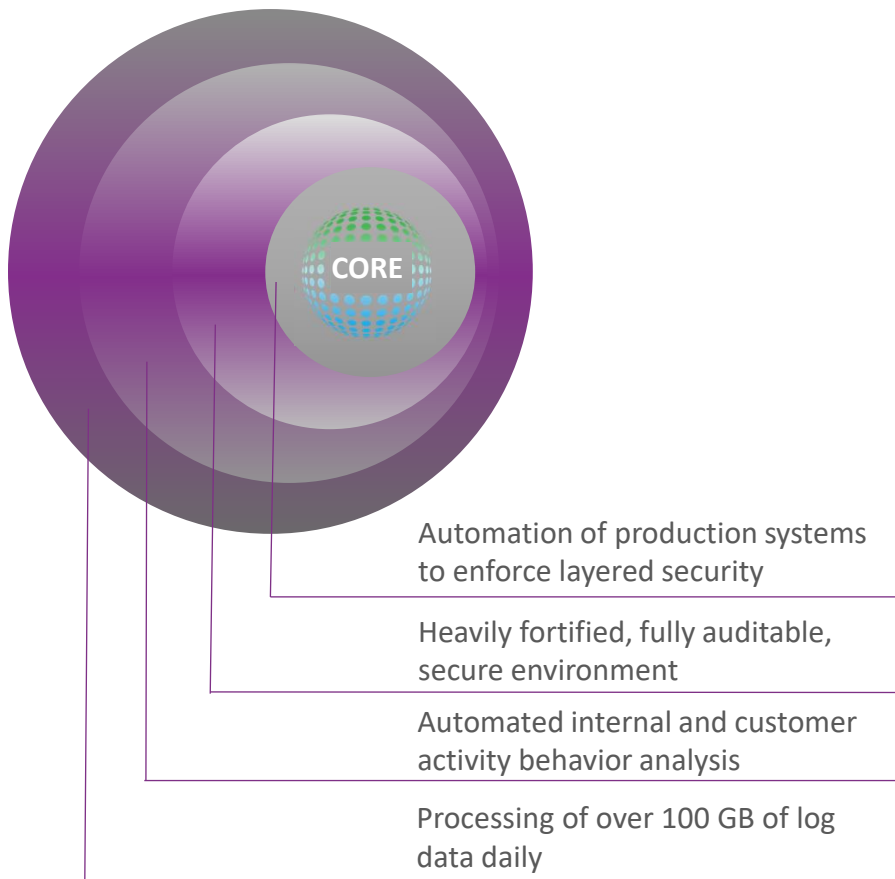
Monitoring daily changes on over 100 million consumers in 30 minutes of processing time

Scalable to virtually unlimited capacity and performance

Security

Built in a secure payment card industry (PCI) compliant environment, we operate in data centers across the U.S. using an intelligent framework and leveraging a microservices architecture

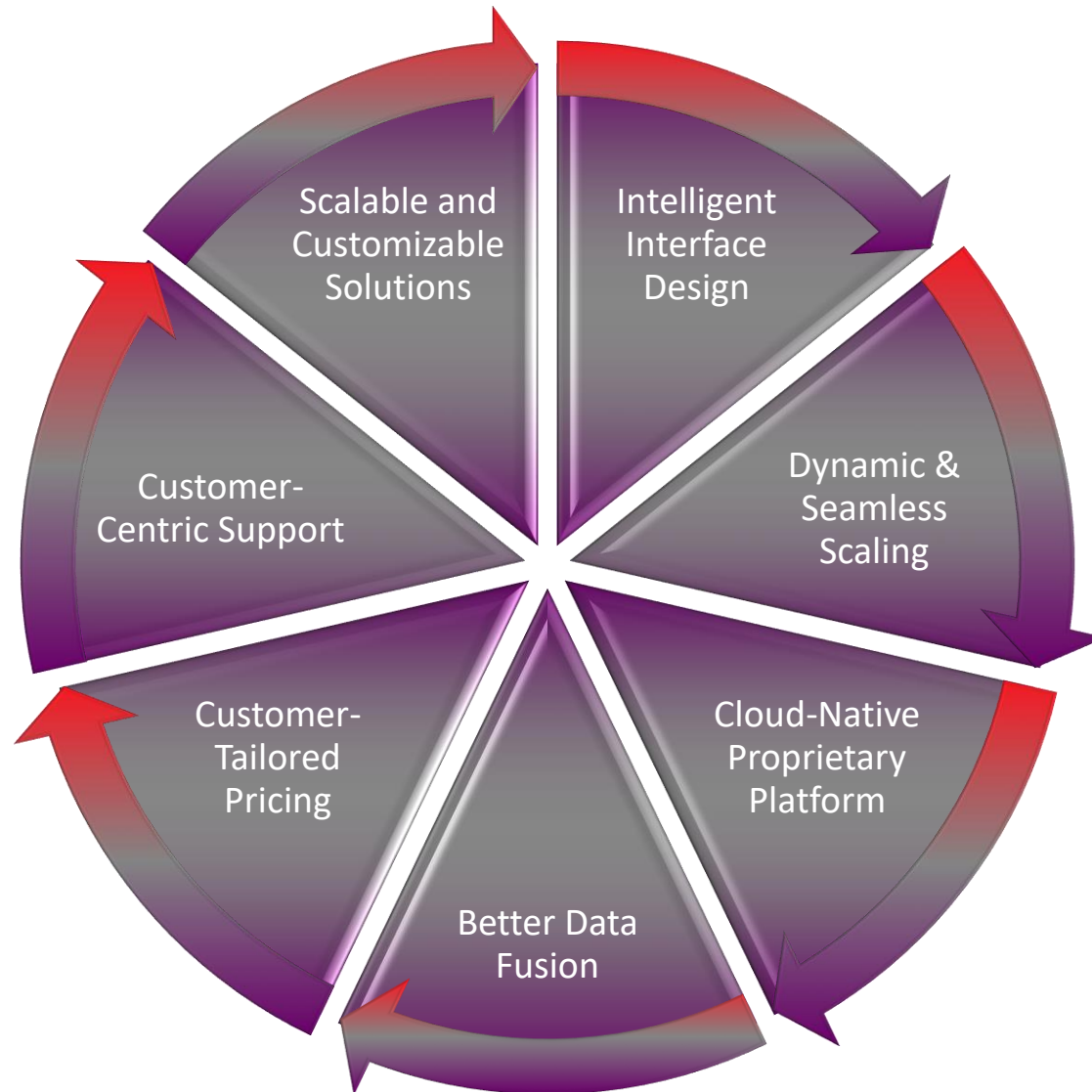
Leading-Edge Security Features



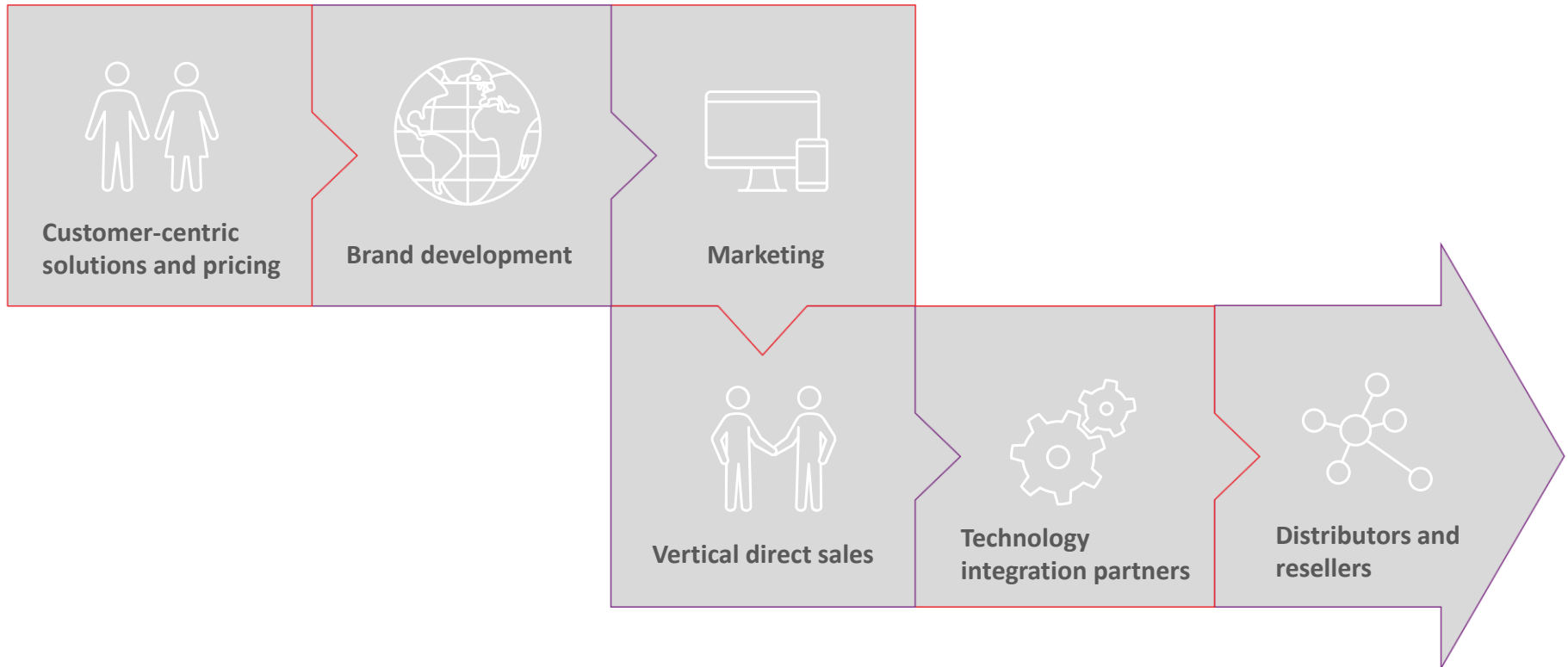
Secure Environment

- SOC 2 (all 5 trust principles)
- PCI DSS 3.2 Level 1 (most critical)
- ISO 27001:2013
- Sarbanes Oxley
- Regular third-party penetration testing
- Continual internal/external security scans

Why We Win



Scalable Go-To-Market Strategy



Management

Derek Dubner - Chief Executive Officer

- Over 20 years of experience in the data and analytics industry
- Built leading information management companies which sold for an aggregate value of approximately \$1 billion

cogint

TransUnionTM | TLOxp

EQUIFAX

seisint

James Reilly - President

- 18 years of executive experience in data markets

cogint

TransUnionTM | TLOxp

Dan MacLachlan- Chief Financial Officer

- 14 years of experience as the CFO of data-driven technology companies

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TransUnionTM | TLOxp



Jeff Dell - Chief Information Officer

- Over 20 years of experience in Information Security as an executive in data-driven technology companies

cogint

tripwire

seisint

Angus Macnab – Chief Technology Officer

- Over 15 years of experience in data science, engineering, and scientific computing

cogint





Appendix:

Use and Reconciliation of
Non-GAAP Financial Measures

Use and Reconciliation of Non-GAAP Financial Measures

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net loss, the most directly comparable financial measure based on US GAAP, excluding interest income, net, depreciation and amortization, share-based compensation expense, litigation costs, net, sales and use tax expense, insurance proceeds in relation to settled litigation, transition service income, and write-off of long-lived assets and others. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization) and adjusted gross margin as adjusted gross profit as a percentage of revenue.

(In thousands)	Q1'18	Q2'18	Q3'18	Q4'18	Q1'19	Q2'19	(Unaudited) Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21
Net loss	\$ (2,084)	\$ (1,494)	\$ (1,252)	\$ (2,038)	\$ (1,378)	\$ (3,850)	\$ (992)	\$ (4,856)	\$ (1,481)	\$ (2,532)	\$ (925)	\$ (1,875)	\$ (578)
Interest income, net	-	-	(31)	(53)	(40)	(37)	(46)	(13)	(31)	-	7	6	5
Depreciation and amortization	451	478	508	559	618	681	750	840	910	992	1,118	1,196	1,258
Share-based compensation expense	165	49	218	277	274	3,609	1,407	4,623	2,221	2,342	1,853	1,648	2,048
Litigation costs, net	-	9	125	248	94	(47)	7	-	-	-	-	-	120
Sales and use tax expense	-	-	-	-	-	-	-	205	-	-	-	-	-
Insurance proceeds in relation to settled litigation	-	-	(350)	-	-	-	-	-	-	-	-	-	-
Transition service income	-	(158)	(56)	(4)	-	-	-	-	-	-	-	-	-
Write-off of long-lived assets and others	55	35	2	-	30	-	11	3	111	106	35	222	19
Adjusted EBITDA	\$ (1,413)	\$ (1,081)	\$ (836)	\$ (1,011)	\$ (402)	\$ 356	\$ 1,137	\$ 802	\$ 1,730	\$ 908	\$ 2,088	\$ 1,197	\$ 2,872

(In thousands)	Q1'18	Q2'18	Q3'18	Q4'18	Q1'19	Q2'19	(Unaudited) Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21
Revenue	\$ 3,325	\$ 3,909	\$ 4,360	\$ 4,708	\$ 5,734	\$ 7,245	\$ 8,257	\$ 9,050	\$ 9,300	\$ 7,056	\$ 9,267	\$ 8,963	\$ 10,217
Cost of revenue (exclusive of depreciation and amortization)	2,017	2,084	2,233	2,304	2,669	3,052	3,122	3,414	3,292	2,587	2,703	2,694	2,761
Depreciation and amortization of intangible assets	373	417	445	495	554	617	689	777	850	934	1,063	1,143	1,258
Gross profit	935	1,408	1,682	1,909	2,511	3,576	4,446	4,859	5,158	3,535	5,501	5,126	6,198
Depreciation and amortization of intangible assets	373	417	445	495	554	617	689	777	850	934	1,063	1,143	1,258
Adjusted gross profit	\$ 1,308	\$ 1,825	\$ 2,127	\$ 2,404	\$ 3,065	\$ 4,193	\$ 5,135	\$ 5,636	\$ 6,008	\$ 4,469	\$ 6,564	\$ 6,269	\$ 7,456
Gross Margin	28%	36%	39%	41%	44%	49%	54%	54%	55%	50%	59%	57%	61%
Adjusted gross margin	39%	47%	49%	51%	53%	58%	62%	62%	65%	63%	71%	70%	73%

In order to assist readers of our consolidated financial statements in understanding the operating results that management uses to evaluate the business and for financial planning purposes, we present non-GAAP measures of adjusted EBITDA, adjusted gross profit and adjusted gross margin as supplemental measures of our operating performance. We believe they provide useful information to our investors as they eliminate the impact of certain items that we do not consider indicative of our cash operations and ongoing operating performance. In addition, we use them as an integral part of our internal reporting to measure the performance and operating strength of our business.

We believe adjusted EBITDA, adjusted gross profit and adjusted gross margin are relevant and provide useful information frequently used by securities analysts, investors and other interested parties in their evaluation of the operating performance of companies similar to ours and are indicators of the operational strength of our business. We believe adjusted EBITDA eliminates the uneven effect of considerable amounts of non-cash depreciation and amortization, share-based compensation expense and the impact of other non-recurring items, providing useful comparisons versus prior periods or forecasts. Our adjusted gross profit is a measure used by management in evaluating the business's current operating performance by excluding the impact of prior historical costs of assets that are expensed systematically and allocated over the estimated useful lives of the assets, which may not be indicative of the current operating activity. Our adjusted gross profit is calculated by using revenue, less cost of revenue (exclusive of depreciation and amortization). We believe adjusted gross profit provides useful information to our investors by eliminating the impact of non-cash depreciation and amortization, and specifically the amortization of software developed for internal use, providing a baseline of our core operating results that allow for analyzing trends in our underlying business consistently over multiple periods. Adjusted gross margin is calculated as adjusted gross profit as a percentage of revenue.

Adjusted EBITDA, adjusted gross profit and adjusted gross margin are not intended to be performance measures that should be regarded as an alternative to, or more meaningful than, financial measures presented in accordance with GAAP. The way we measure adjusted EBITDA, adjusted gross profit and adjusted gross margin may not be comparable to similarly titled measures presented by other companies, and may not be identical to corresponding measures used in our various agreements.

Supplemental Metrics and Definitions

The following metrics are intended as a supplement to the financial information found in this presentation and other information furnished or filed with the SEC. These supplemental metrics are not necessarily derived from any underlying financial statement amounts. We believe these supplemental metrics help investors understand trends within our business and evaluate the performance of such trends quickly and effectively. In the event of discrepancies between amounts in these tables and the Company's historical disclosures or financial statements, readers should rely on the Company's filings with the SEC and financial statements in the Company's most recent earnings release.

We intend to periodically review and refine the definition, methodology and appropriateness of each of these supplemental metrics. As a result, metrics are subject to removal and/or changes, and such changes could be material.

(Dollars in thousands)	Q1'18		Q2'18		Q3'18		Q4'18		Q1'19		Q2'19		(Unaudited) Q3'19	Q4'19		Q1'20		Q2'20		Q3'20		Q4'20		Q1'21		
Customer metrics																										
idiCORE - billable customers ⁽¹⁾		2,941		3,302		3,438		3,627		4,020		4,370		4,781		5,064		5,326		5,375		5,758		5,726		5,902
FOREWARN - users ⁽²⁾		2,427		5,095		7,872		11,397		15,444		19,721		23,853		30,577		36,506		40,857		44,927		48,377		58,831
Revenue metrics																										
Contractual revenue % ⁽³⁾		44%		52%		64%		66%		67%		62%		66%		66%		69%		79%		68%		77%		80%
Revenue attrition % ⁽⁴⁾		10%		10%		6%		5%		5%		5%		6%		6%		8%		11%		10%		11%		7%
Revenue from new customers ⁽⁵⁾	\$	756	\$	802	\$	842	\$	1,096	\$	1,285	\$	1,596	\$	1,406	\$	1,018	\$	1,417	\$	916	\$	726	\$	877	\$	967
Base revenue from existing customers ⁽⁶⁾	\$	1,952	\$	2,472	\$	2,934	\$	3,127	\$	3,593	\$	4,480	\$	5,578	\$	6,690	\$	6,629	\$	5,047	\$	5,797	\$	6,678	\$	7,351
Growth revenue from existing customers ⁽⁷⁾	\$	617	\$	635	\$	584	\$	485	\$	856	\$	1,169	\$	1,273	\$	1,342	\$	1,254	\$	1,093	\$	2,744	\$	1,408	\$	1,899
Platform financial metrics																										
Platform revenue ⁽⁸⁾	\$	2,763	\$	3,308	\$	3,812	\$	4,112	\$	4,894	\$	6,153	\$	7,085	\$	7,652	\$	8,108	\$	6,857	\$	8,968	\$	8,604	\$	9,813
Cost of revenue (exclusive of depreciation and amortization)	\$	1,617	\$	1,677	\$	1,846	\$	1,883	\$	2,069	\$	2,287	\$	2,286	\$	2,431	\$	2,498	\$	2,427	\$	2,489	\$	2,447	\$	2,488
Adjusted gross margin		41%		49%		52%		54%		58%		63%		68%		68%		69%		65%		72%		72%		75%
Services financial metrics																										
Services revenue ⁽⁹⁾	\$	562	\$	601	\$	548	\$	595	\$	839	\$	1,093	\$	1,171	\$	1,399	\$	1,191	\$	200	\$	299	\$	360	\$	404
Cost of revenue (exclusive of depreciation and amortization)	\$	400	\$	407	\$	386	\$	421	\$	600	\$	765	\$	836	\$	983	\$	794	\$	159	\$	214	\$	246	\$	273
Adjusted gross margin		29%		32%		30%		29%		29%		30%		29%		30%		33%		20%		28%		31%		32%
Other metrics																										
Employees - sales and marketing		35		33		37		46		47		48		48		51		51		53		52		53		56
Employees - support		7		7		5		6		6		7		8		7		8		8		9		9		9
Employees - infrastructure		11		11		9		11		12		12		13		11		13		12		12		14		15
Employees - engineering		18		20		22		21		20		20		25		23		26		27		27		32		31
Employees - administration		13		14		14		14		14		14		13		16		15		14		15		18		16

- (1) We define a billable customer of idiCORE as a single entity that generated revenue in the last three months of the period. Billable customers are typically corporate organizations. In most cases, corporate organizations will have multiple users and/or departments purchasing our solutions, however, we count the entire organization as a discrete customer.
- (2) We define a user of FOREWARN as a unique person that has a subscription to use the FOREWARN service as of the last day of the period. A unique person can only have one user account.
- (3) Contractual revenue % represents revenue generated from customers pursuant to pricing contracts containing a monthly fee and any additional overage divided by total revenue. Pricing contracts are generally annual contracts or longer, with auto renewal.
- (4) Revenue attrition is defined as the revenue lost as a result of customer attrition, net of reinstated customer revenue. It excludes expansion revenue and revenue from FOREWARN. Revenue is measured once a customer has generated revenue for six consecutive months. Revenue is considered lost when all revenue from a customer ceases for three consecutive months; revenue generated by a customer after the three-month loss period is defined as reinstated revenue. Revenue attrition percentage is calculated on a trailing twelve-month basis, the numerator of which is the revenue lost during the period due to attrition, net of reinstated revenue, and the denominator of which is total revenue based on an average of total revenue at the beginning of each month during the period.
- (5) Revenue from new customers represents the total monthly revenue generated from new customers in a given period. A customer is defined as a new customer during the first six months of revenue generation.
- (6) Base revenue from existing customers represents the total monthly revenue generated from existing customers in a given period that does not exceed the customers' trailing six-month average revenue. A customer is defined as an existing customer six months after their initial month of revenue.
- (7) Growth revenue from existing customers represents the total monthly revenue generated from existing customers in a given period in excess of the customers' trailing six-month average revenue.
- (8) Platform revenue consists of both contractual and transactional revenue generated from our data fusion technology platform, CORE. It includes all revenue generated through our idiCORE and FOREWARN solutions. The cost of revenue, which consists primarily of data acquisition costs, remains relatively fixed irrespective of revenue generation.
- (9) Services revenue consists of transactional revenue generated from our idIVERIFIED service. The cost of revenue, which consists primarily of third-party servicer costs, is variable.