Annual Meeting

December 29, 2021

Annual Meeting Resolutions

1. To elect the following director nominees to hold office until the next annual meeting of stockholders:
   - Phillip Kumnick
   - Tom Thimot
   - Philip Broenniman
   - Michael Gorriz
   - Michael Koehneman
   - Neepa Patel
   - Jacqueline White

2. To ratify the appointment of Cherry Bekaert LLP as the Company's independent auditors for the fiscal year ending December 31, 2021;

3. To approve and ratify the adoption of the 2021 Equity Incentive Plan and to authorize 1,250,000 shares of common stock for issuance thereunder;

4. To approve, on an advisory basis, the compensation of the Company's named executive officers;

5. To recommend, on an advisory basis, a one, two or three-year frequency with which the Company should conduct future stockholder advisory votes on named executive officer compensation.

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Key Accomplishments - 2021

Onboarding the Team

- Key Hiring: Sales, Product Management, Marketing, and Engineering, and Customer Success
- Engaged PR, Marketing & Tech/Engineering Vendors
- Emphasis on culture & diversity – 45% are persons of color and/or women

June 14, 2021

Uplisted Nasdaq AUID

- Closed public offering of ~$11.5 million
- Facilitates broader investment in early-growth company
- Filed S-3 "Shelf" November 1, 2021
- New Investor micro-website

August 24, 2021

Company Rebrand Verified™ Launch

- Launched Verified™ at Money 20/20 USA
- Fintech Survey - Thought Leadership
- Focused Messaging – Eliminating fraud with biometric identity authentication in the cloud
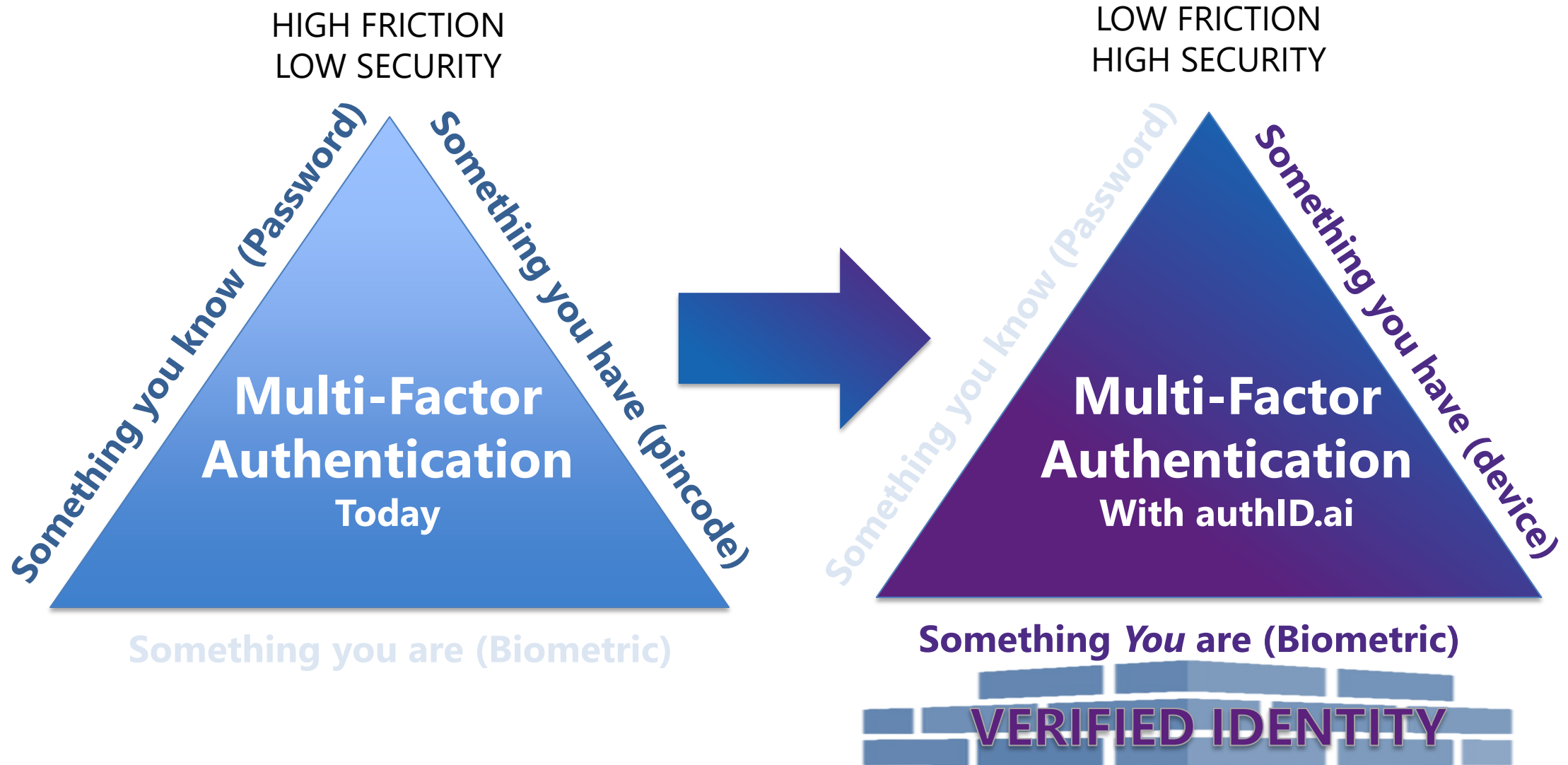
October 24, 2021

Technology Enhanced, Customers Launched

- Powering innovative and differentiated consumer experiences to drive growth and revenue
- Self-service implementation with developer portal & cut/paste code
- Launch of Cloud|Connect – embed Verified to IAM

December 16, 2021

Recognise Your Customer

Our Mission

Eliminate pincodes and passwords.

Recognise Your Customer™ without friction, whenever and wherever they transact.

authID.ai

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Eliminate Password Pain With a Single Solution

High Assurance Onboarding

Catch the fraudsters and high-risk identities at the front door

Passwordless Authentication

Authenticate across all of your devices and quickly recover from lost devices using FIDO2

fido alliance

Biometric Step-Up

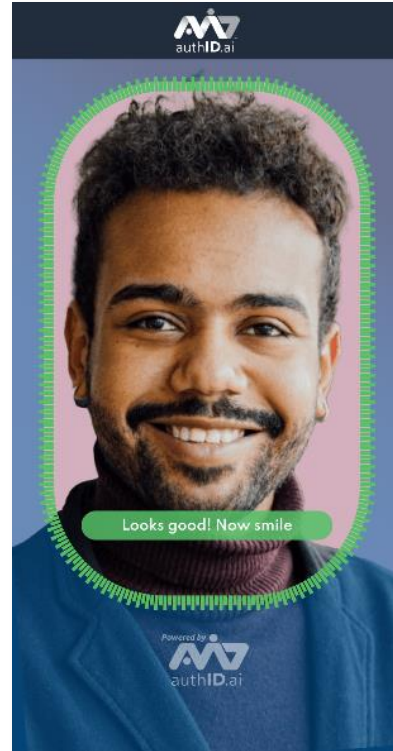Validate high-value and high-risk transactions with assurance

Turn-key Integrations

Get up and running with market leading vendors quickly

auth0   **TEMENOS**

okta   **CUNextGen**

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Customize your integration

additional integrations to come...

- authID is an API first company – anyone can integrate us with just a few lines of code
- authID Cloud|Connect
  - Takes our customers from **low-code to no-code** implementation
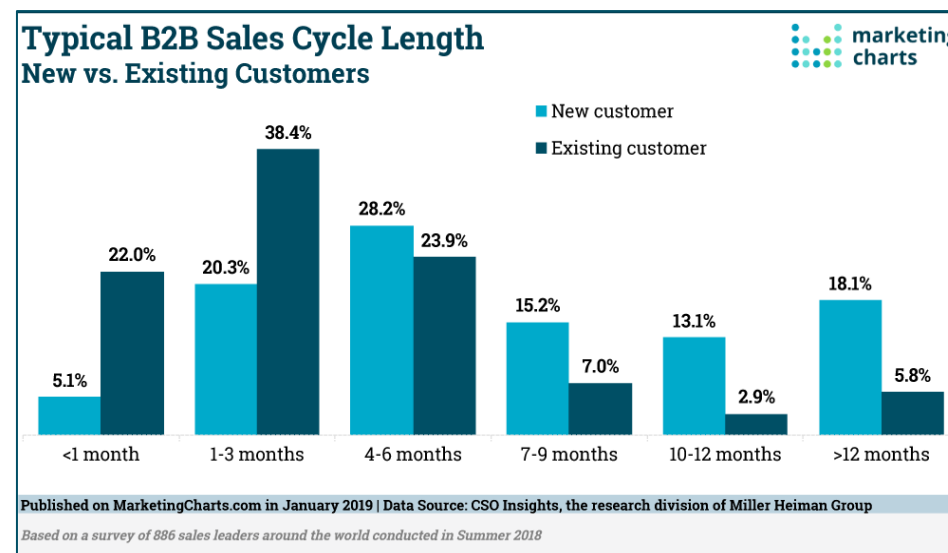 - Expands our total serviceable market and simplify our sale

Path to Bookings and Revenue

Q3 Earnings Call - Our Identity KPI's

Identity Booked ARR	Identity Deferred Revenue	Identity Annual Recurring Revenue
Amount of annual recurring revenue represented by the minimum amounts of new orders booked by authID for customers of our identity products, which have not yet launched services.	Amount of revenue represented by cash collected from customer for identity products, but which will only be recognized as revenue in future periods.	Amount of average monthly revenue earned in any trailing three month-period multiplied by twelve.

- We expect reporting on Identity KPI's by mid 2022 with meaningful figures to share

- References in KPI's to identity products are to our new identity products, branded Verified™

Sales Cycle - Industry Benchmarks

Typical B2B Sales Cycle Length
New vs. Existing Customers

marketing charts

Legend: ■ New customer ■ Existing customer

	<1 month	1-3 months	4-6 months	7-9 months	10-12 months	>12 months
New customer	5.1%	20.3%	28.2%	15.2%	13.1%	18.1%
Existing customer	22.0%	38.4%	23.9%	7.0%	2.9%	5.8%

Published on MarketingCharts.com in January 2019 | Data Source: CSO Insights, the research division of Miller Heiman Group

Based on a survey of 886 sales leaders around the world conducted in Summer 2018

- ~75% of B2B sales to new customers take at least 4 months to close[1]

- Implementation and customer rollouts add time before GAAP revenue recognized

[1]https://www.marketingcharts.com/customer-centric/lead-generation-and-management-107203

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2022 Investment Priorities

Expand Our Go To Market Reach	Increase Investment in Alliances Channel	Enhance Product	Enhance Technology Platform	Enhance Cybersecurity
• Sales and marketing targeted towards identified B2B2C and B2B2E buyers	• Turn-key integrations with major IAM/CIAM vendors • Alliance partner product marketing	• Intuitive UX • Passwordless MFA	• Upgraded components for consumer usability, scale and stability	• Enhanced 3rd party testing and certification • Continual security upgrades • SOC2 renewal, ISO27001 Kick-off

Q & A