

Suzy puts the voice of the consumer at the center of every decision you make.

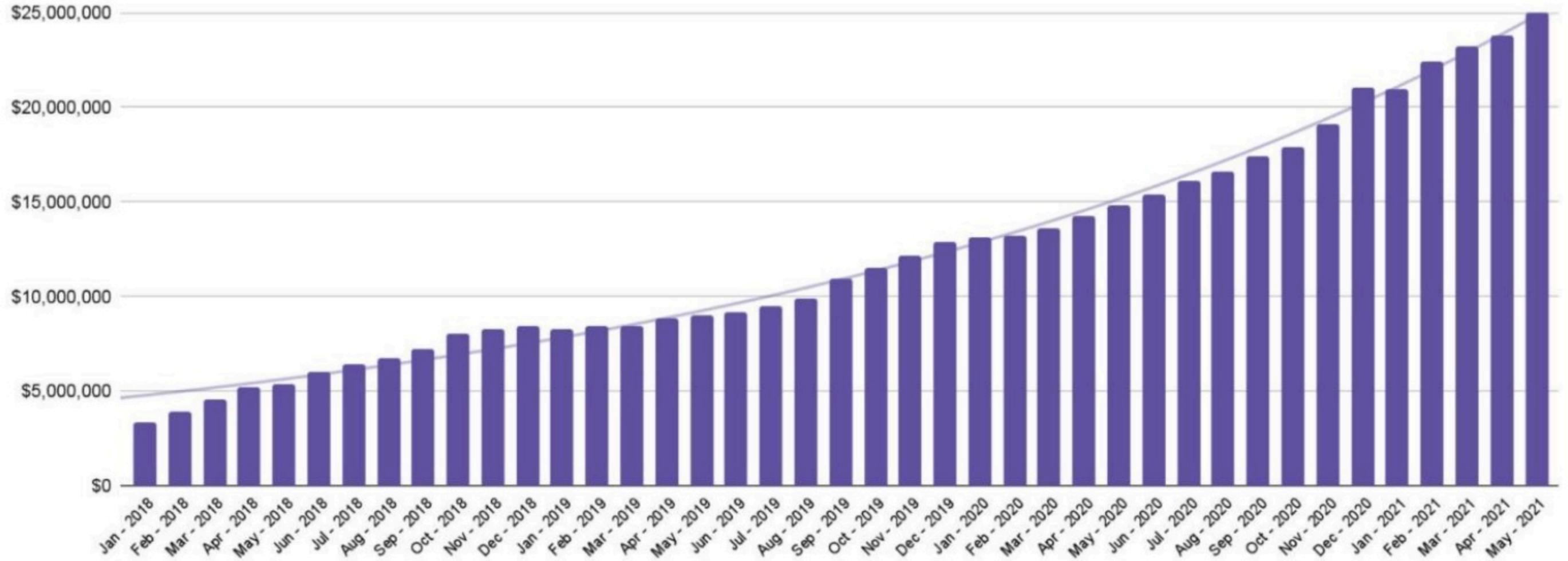
With Suzy you can target any consumer segment with one-off questions, robust surveys, in-depth interviews, or automated workflows... and get results in minutes.

Yes, minutes.





CURRENT STATE OF SUZY



CURRENT SNAPSHOT (JUNE 2021)

250
Customers

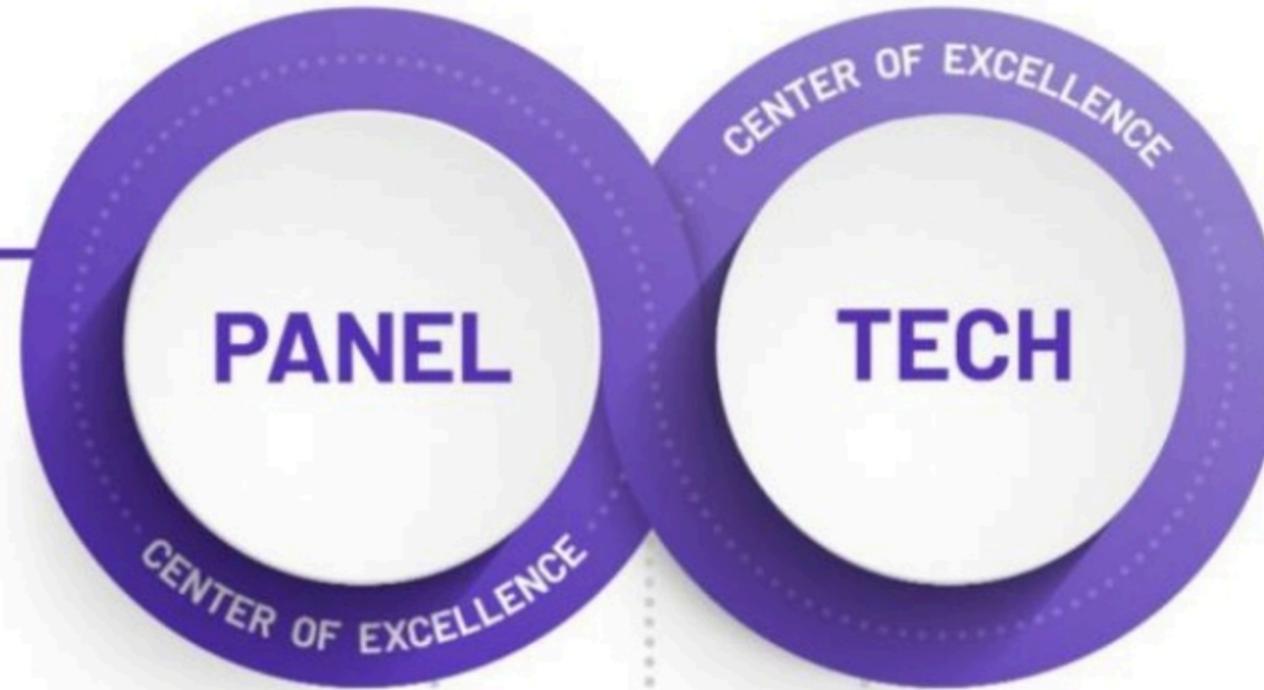
74%
Gross Margins

\$26MM ARR
ARR

73%
YoY Growth



The power of an **integrated audience-first** solution



Proprietary, opt-in,
screened & verified

Short-form, relevant, &
authentic responses

Say goodbye to cost
per response

Internal Market Research
Center of Excellence

DIY, full service or
assisted-DIY

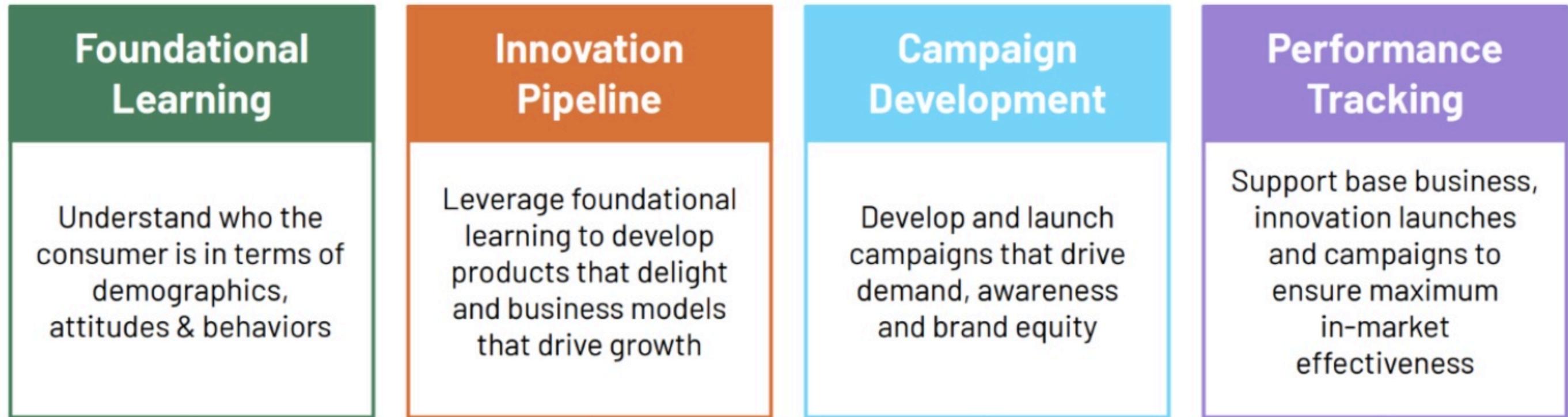
Critical insights
in the same meeting

Loved by novices
Endorsed by experts

Enterprise security,
privacy, & quality

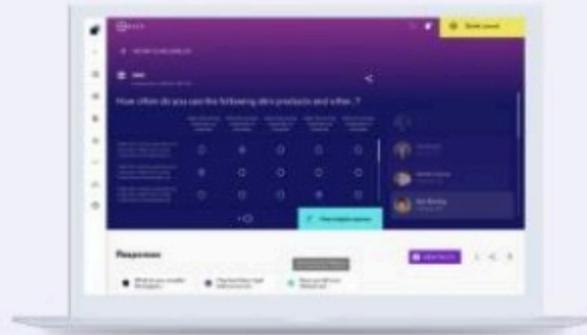


Enabling human understanding across the enterprise



Agile research designed to help the enterprise **acquire**, **keep** and **grow** customers at every stage

We are not just building **advanced research tools...**



Survey Design Flexibility



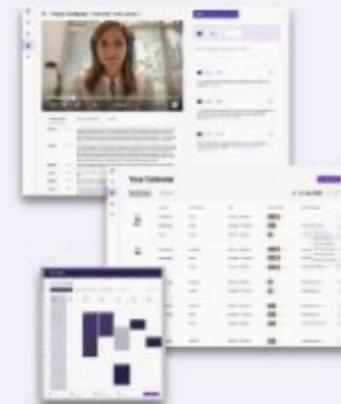
Powerful Retargeting



Reports & Data Exports w/Visuals



Unparalleled Speed, Quality & Security



1-on-1 In Depth Interviews

Scheduling, Logistics & Moderation



Qualitative Diagnostics



Group Video + Video Diaries

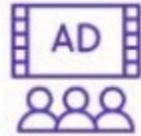
COMING SOON

We are building an **insights system of record** to for
agile research across a **variety of use cases**

Automated Templates



**Concept
Testing**



**Copy
Evaluation**



**Packaging
Evaluation**



**Custom
Templates**



**Product
Development**



**Consumer
Profiling**



**Shopper &
Category insights**



**Pricing
Research**



**Shopper
Analysis**



**UX
Design**



**Brand
Tracking**



**Competitive
Analysis**



**Naming &
Claims Testing**



**Attitudes &
Usage**

... and more!

The Suzy Audience

Speed:

- 500 responses in <30 minutes
- 1000 responses in under 18 hours from a NatRep Audience

Quality:

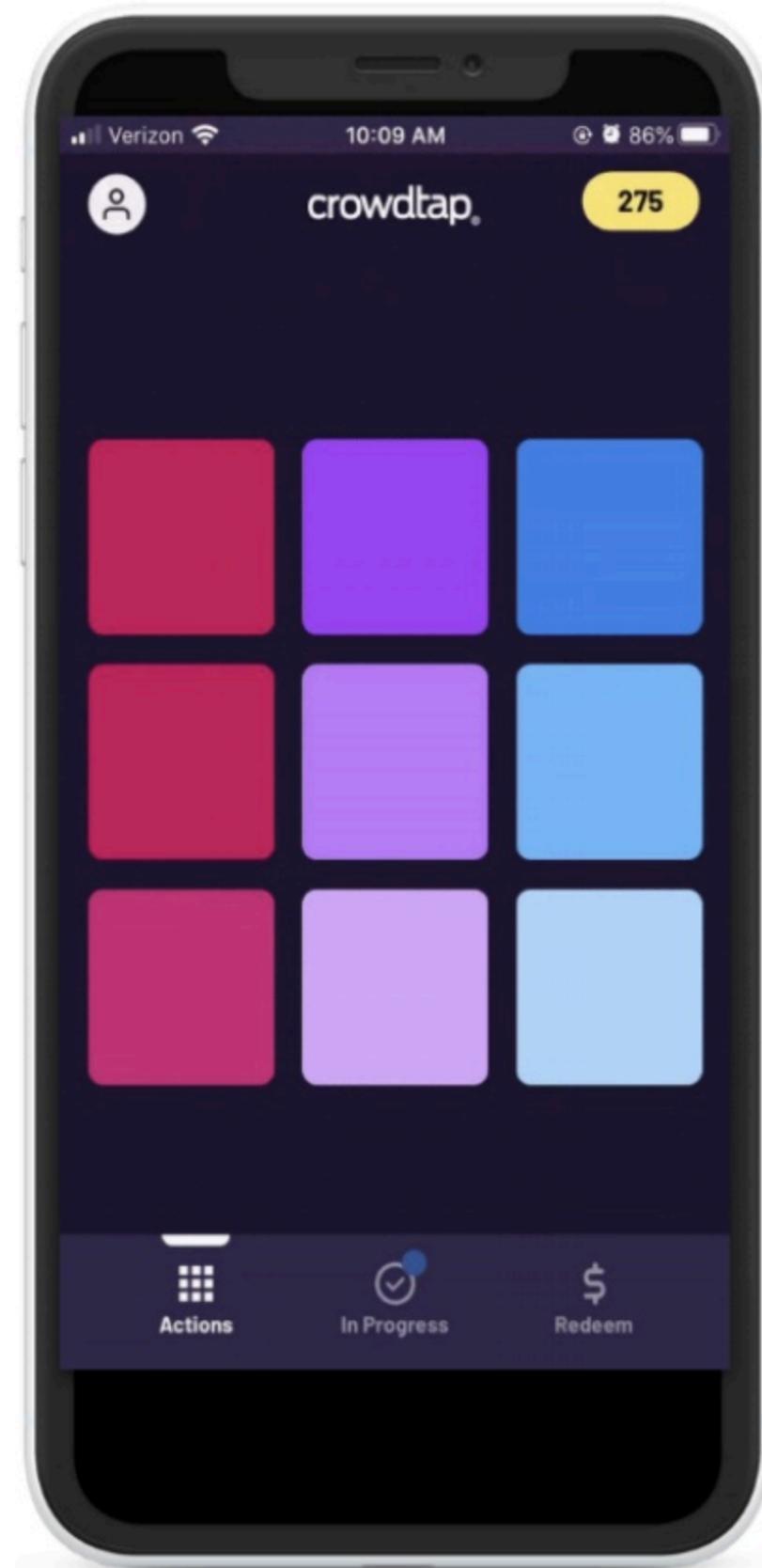
- Less than 2% fraud/spam
- Industry average is >20-30%*

Size:

- 1.7M Registered Users
- d)
- ~38% YoY Growth

Retention

- NPS Score: 75
- App Store Rating: 4.4
- Google Play Store Rating: 4.0
- 90%+ Active User Monthly Retention Rate



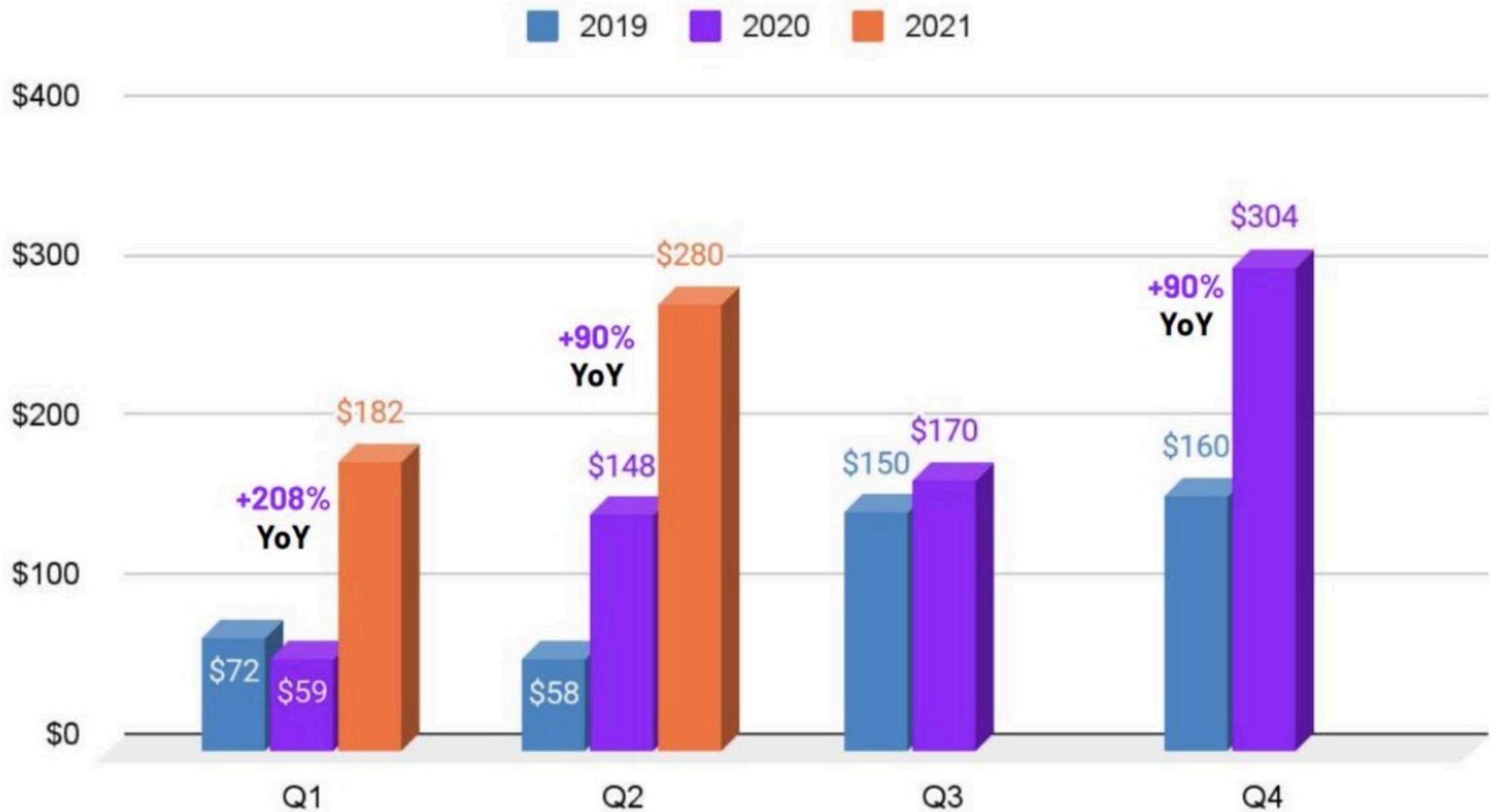
The bottom line = **fast, efficient, and always-on**

EXAMPLE

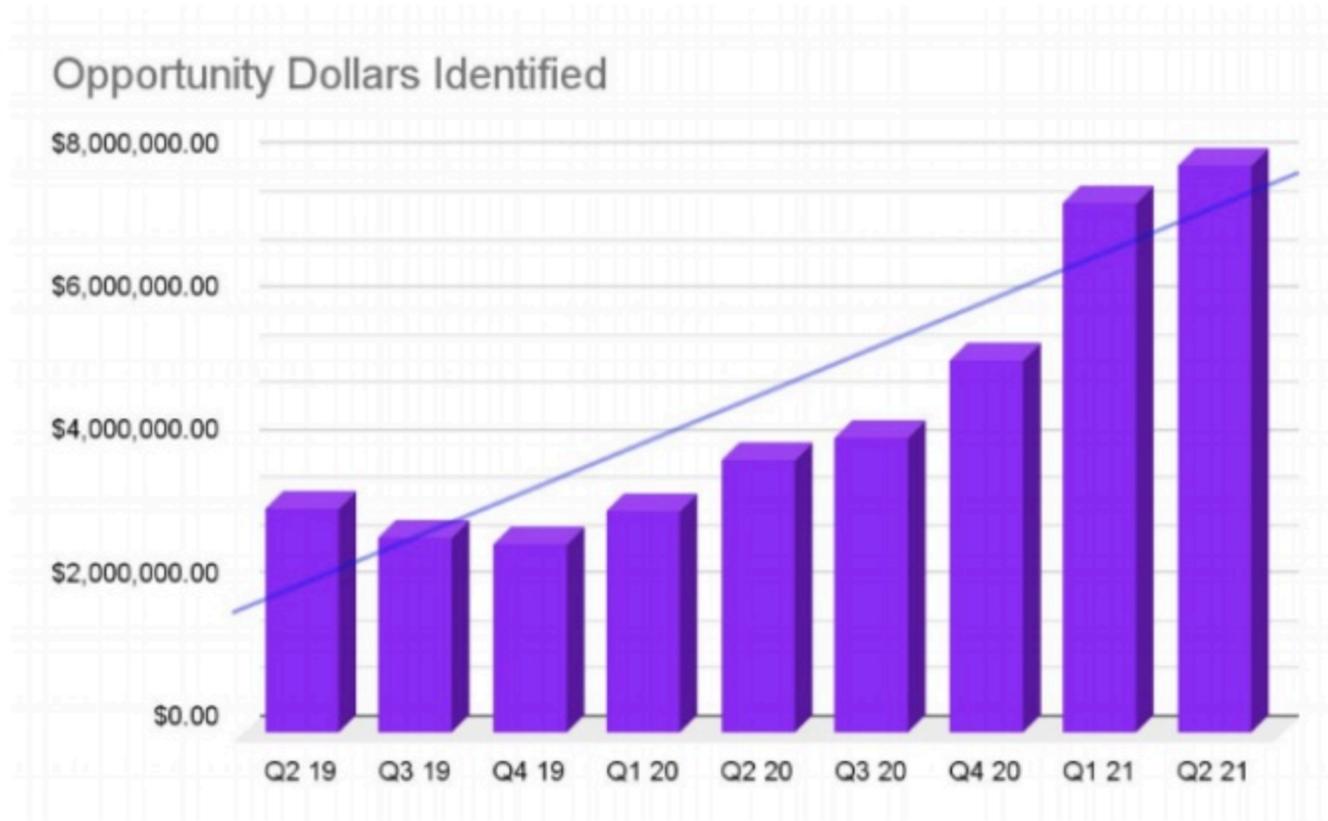
	Traditional Model	 SUZY
Project Initiation	1 to 5 Days	2 Clicks
Project Set Up	1 to 5 Days	5 Minutes
Fieldwork	10 to 14 Days	60 Minutes
Final Analysis	5 to 7 Days	2 Clicks
Full Project	19 to 31 Days	90 Minutes
Cost	\$35k-50k	7 Questions

Last 3 Quarters Up 108% vs. Same Period YoY

Net New MRR By Quarter

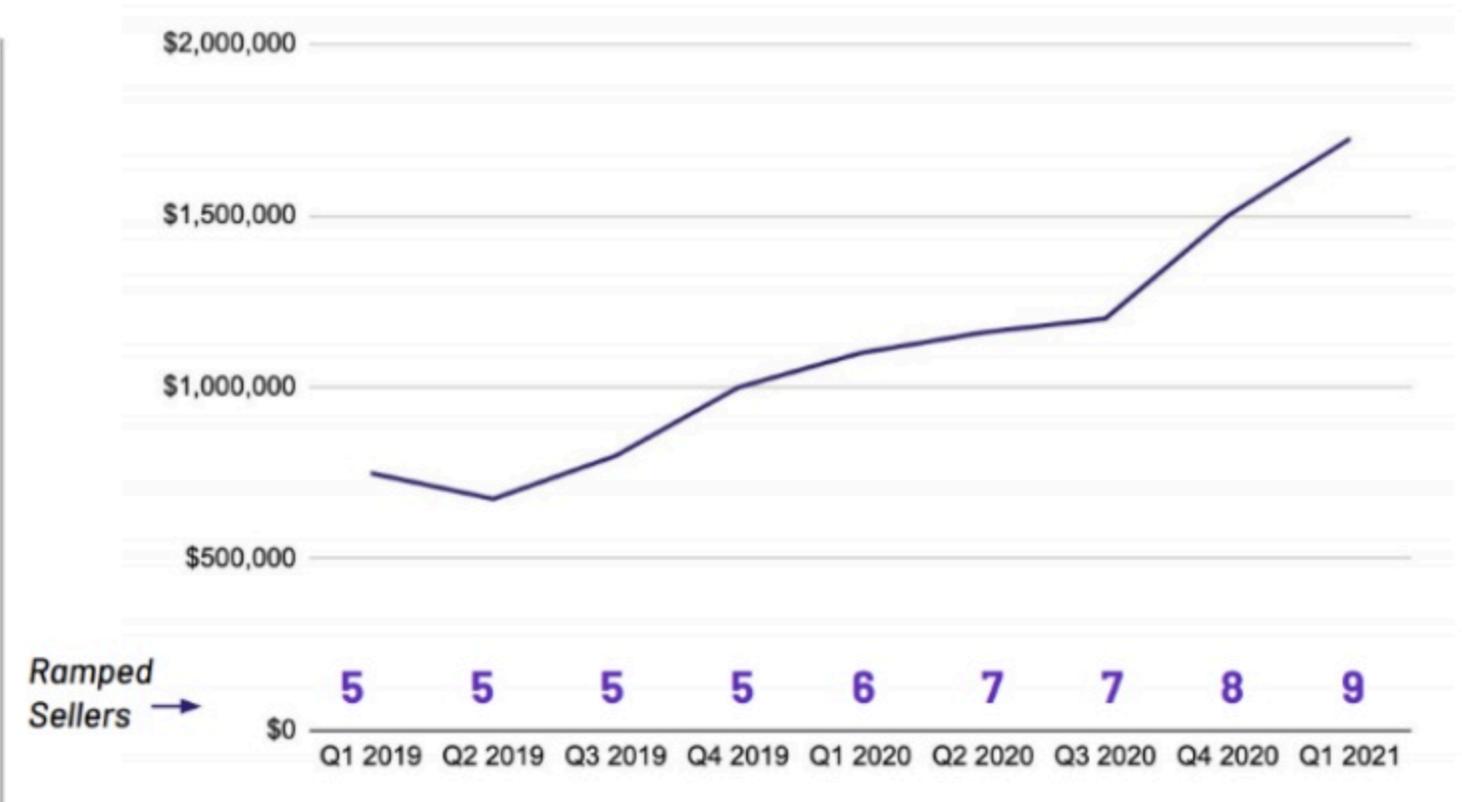


Explosive Pipeline & Increasing Seller Efficiency



Massive Top Of Funnel Expansion

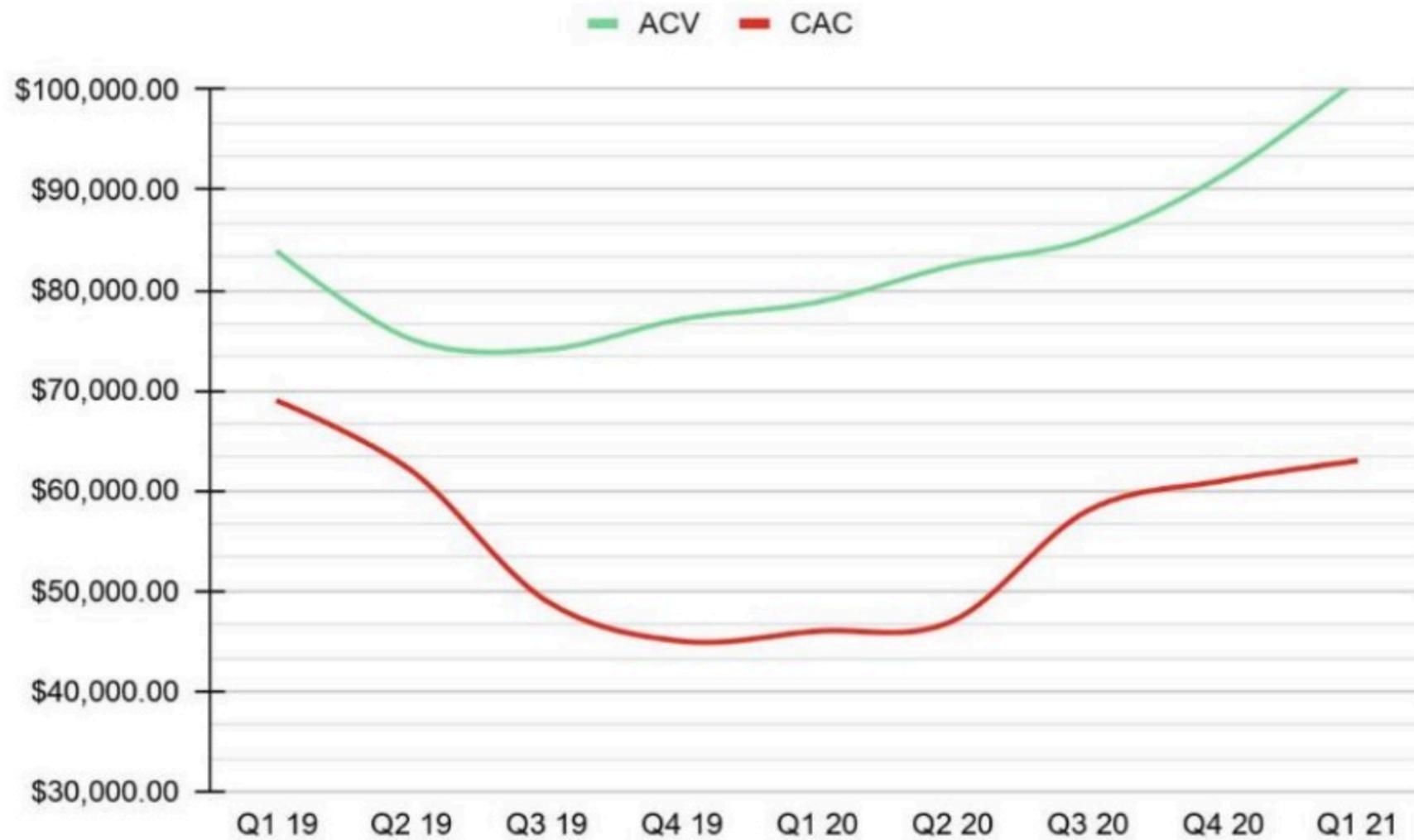
- Opportunity (\$) pipeline up 173% entering June 2021
- Suzy.com organic traffic +233% YoY



Increased Seller Productivity

- TTM Avg. Sales/ Ramped Seller: \$1.7MM (+ 71% YoY)
- Opp. Close Rate 51% (vs. 38% YoY)

Increase In CAC Outpaced By Increase In ACV



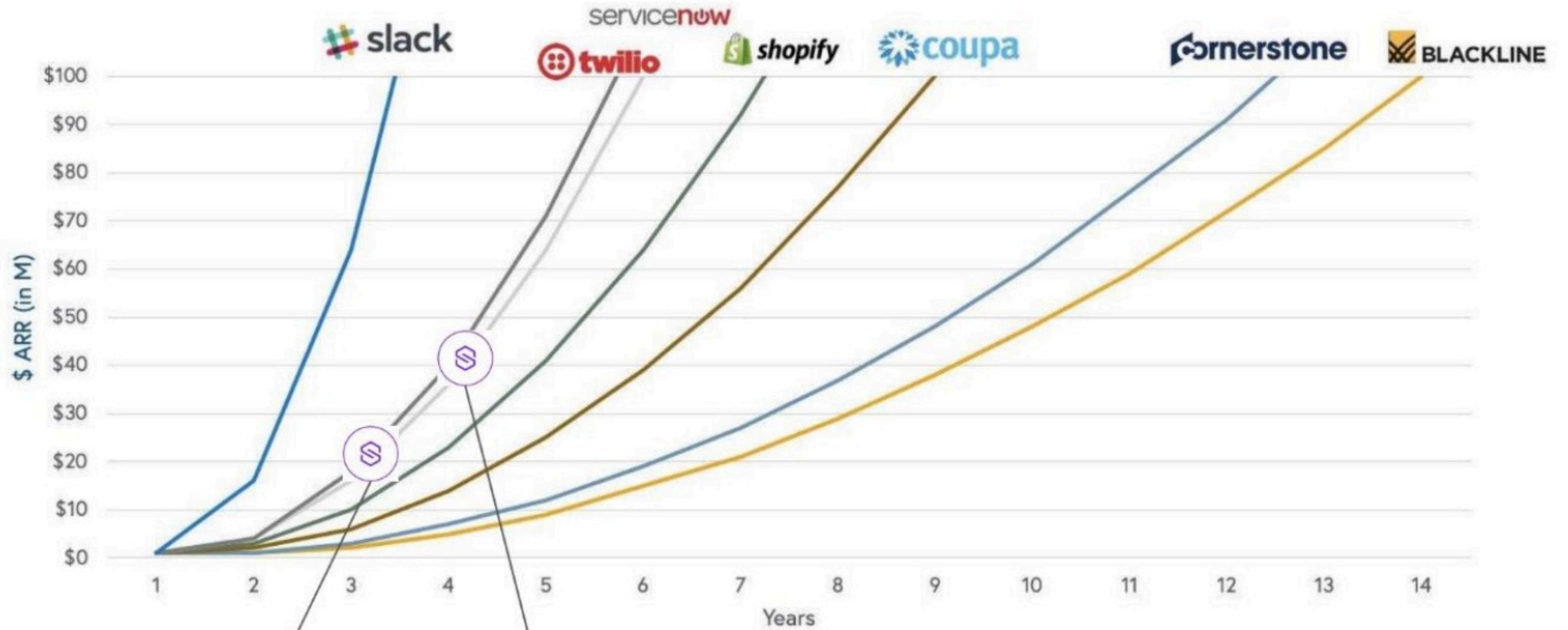
Lifetime Value:
\$251k

CAC Payback (TTM):
11.3 Months

LTV:CAC Ratio
4.1: 1

SAAS Magic #:
1.52

BEST IN CLASS SAAS TRAJECTORY



3 Yrs To \$24MM ARR

4 Yrs To \$40MM+ ARR (Est.)



THIS IS NOT OUR FIRST RODEO



MATT BRITTON
FOUNDER / CEO

- Founder & CEO of MRY, sold to Publicis Groupe in 2011
- Best-selling author of "YouthNation"
- Global keynote speaker



AVI SAVAR
PRESIDENT

- Partner & Board Director of Dreamit, top 10 accelerator & early stage VC fund
- Founder & CEO of Big Fuel, sold to Publicis Groupe in 2011
- Author of "Content to Commerce"



NICK GAUCHAT
CHIEF PRODUCT OFFICER

- 10+ years in product, technology & digital
- Led RepNation through Publicis acquisition & expansion



KATIE GROSS
CHIEF CUSTOMER OFFICER

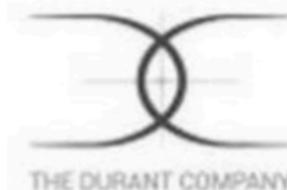
- 20+ years digital insights sales leader.
- Previously SVP Sales and Customer Success at Cint
- Senior sales leadership roles at Stylus, Toluna and Mintel
- Agile research thought leader



ANTHONY ONESTO
CHIEF PEOPLE OFFICER

- First head of HR for FreshDirect, grew from 30 to 2,000 in 5 years
- COO of Zeta Interactive (SaaS Marketing Platform) and GM of SmartUp (SaaS Learning and Development Platform)

CURRENT INVESTORS





WE'VE ASSEMBLED AN ALL-STAR TEAM



BRYAN SILVERMAN
VP, AUDIENCE DEVELOPMENT

- Experienced operational leader
- Former account lead for KraftHeinz, P&G, Mondelez and other global enterprises
- Previous successful entrepreneur and College Entrepreneur of the Year



KATY EMMERSON
VP, CUSTOMER SUCCESS

- Over 25 years experience in managing enterprise accounts in market research.
- Executive Director at Mintel, Senior Director at GutCheck



ISABELLA MCKEON
SVP, SALES

- Senior sales leader with experience managing scaling accounts in market research.
- Executive Director at Mintel, Senior Director at GutCheck



WILL CIMAROSA
SVP, MARKET RESEARCH

- Market Research thought leader and innovator.
- Category Insights leader at GSK for over 5 years.
- Insights leader at Mead Johnson.



LAIMA WIDMER
MARKET RESEARCH DIRECTOR

- Market Research industry veteran with over 25 years experience.
- Practice leader and senior executive at Kantar for 13+ years.
- Former VP Insights at Citigroup



BRITT HUGGINS
VP CUSTOMER SERVICE

- Experiences leader in customer support, operations and strategy.
- Previous customer care specialist at Teachable overseeing new initiative implementation and people management.



JEN HEALY
VP, LEGAL & COMPLIANCE

- 13 years practicing law
- Focus on SaaS technologies and data security
- Specialize in streamlining sales to legal pipeline to sustain continued growth.



JOEL JOHNSON
VP, FINANCE

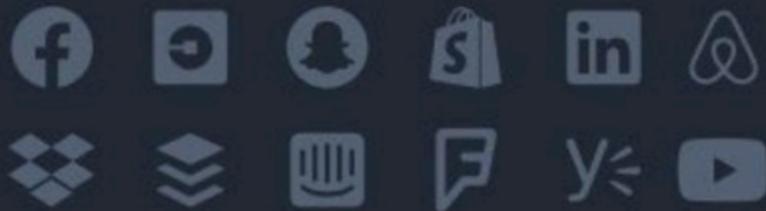
- 8+ years in finance leadership roles at both public and private high-growth companies
- Successfully executed multiple funding rounds, debt restructures, and an acquisition
- Licensed CPA



WARREN ASHLEY
VP, OPERATIONS

- 10 years in SaaS operations, product, and client success
- Led account management for Clickable and Syncapse (SaaS PPC marketing platforms)

CURRENT HEADCOUNT = ~130 FTEs



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