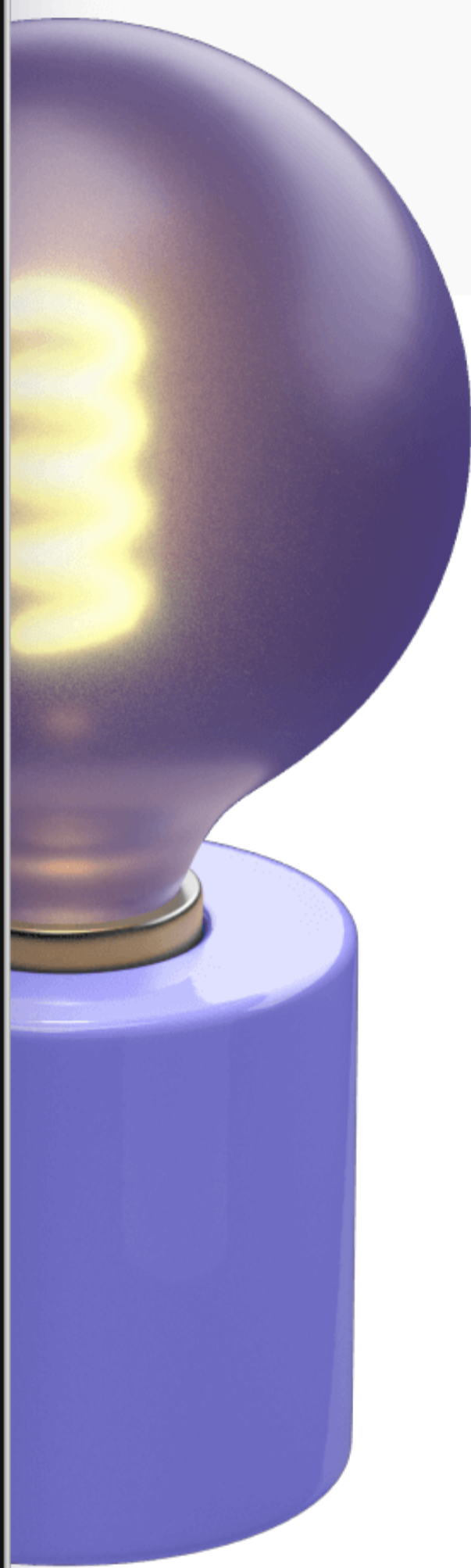
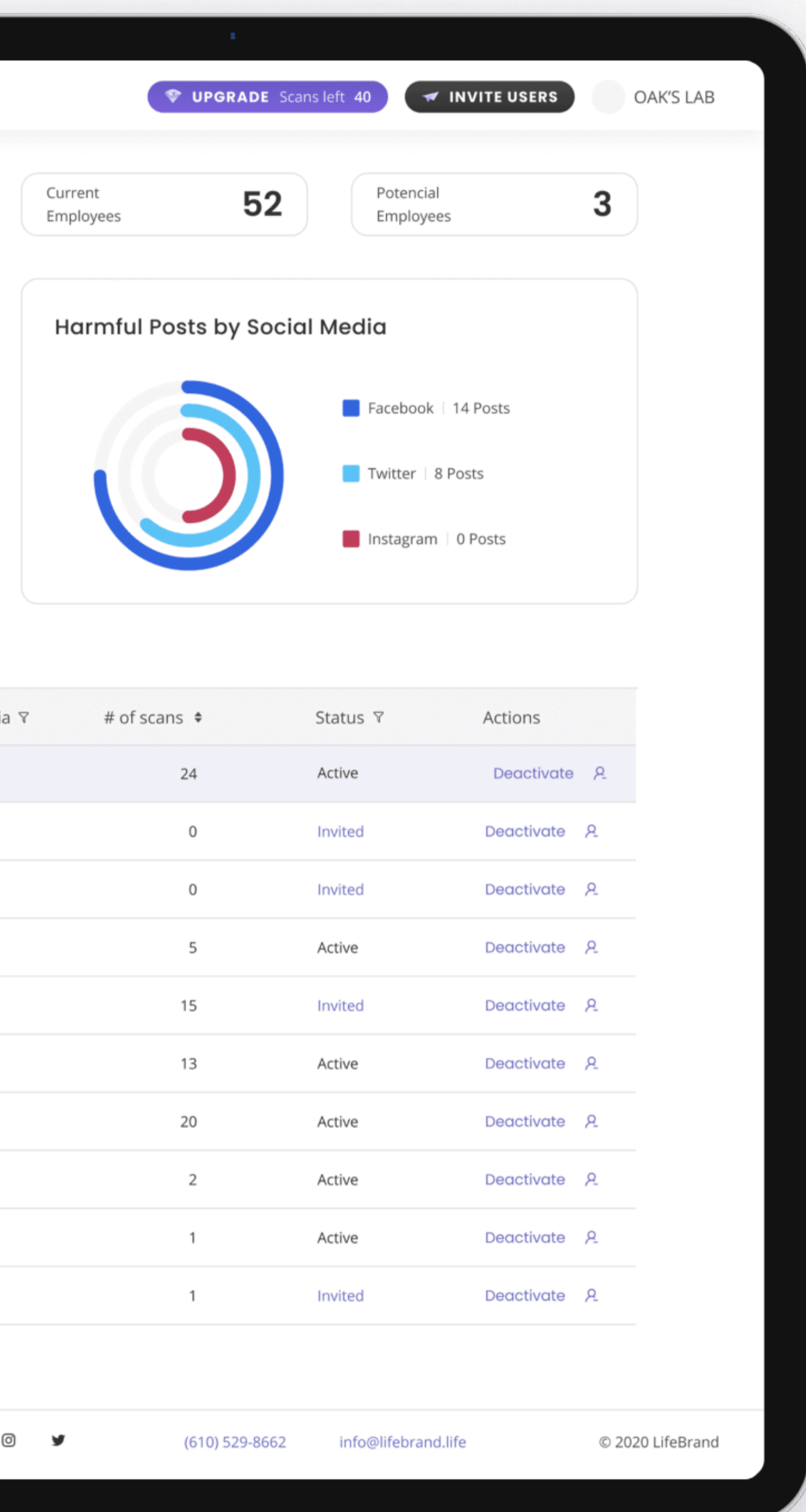


What is LifeBrand?

LifeBrand is a risk mitigation tool, using Artificial Intelligence pertaining to social media. LifeBrand allows a person to scan their social media accounts to detect content that could be harmful to an individual's personal reputation or corporate brand. Once detected, one can easily delete or edit any damaging posts on their social media pages. You can rely on LifeBrand for continued monitoring and a clean social media presence.



Social Media Posts Live Forever

An epidemic of damaging and regretful social media content is here. The content often goes forgotten until it comes back years later to haunt the user. Old posts that resurface can potentially damage or even ruin careers and corporate brands alike.

B2B Solution

We offer businesses a fully FCRA and EEOC compliant AI-based technology that performs social media background checks on potential new hires and current employees. Our software is also used as an employee benefit.

✓ One time & recurring scans

Performing one-time or recurring social media scans for candidates and current employees ensures that the company's reputation and online presence won't be tarnished.

✓ Secure Invitations

LifeBrand creates a secure link for each invitation that doesn't store any social media content. This ensures that users' personal data is protected.

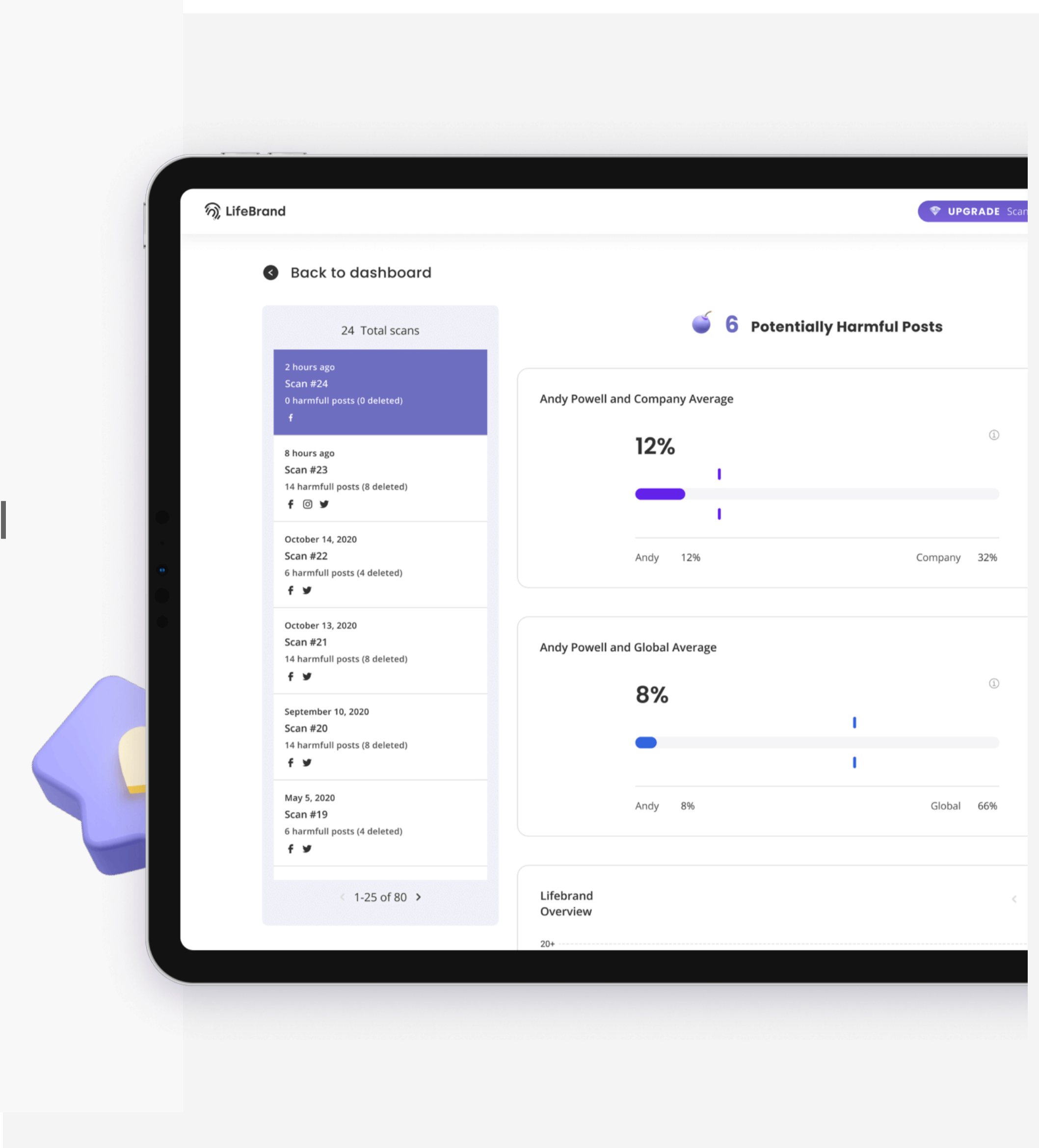
✓ Comprehensive Reporting

Results of scans are presented in a report where potentially harmful content is highlighted and categorized. Users have the option to forward a summary of their results to their employers; employer summaries do not include protected class information, to remain in compliance with FCRA and EEOC standards.



Business Platform

- ✓ **One time & recurring scans**
 Performing one-time or recurring social media scans for candidates and current employees ensures that the company's reputation and online presence won't be tarnished.
- ✓ **Secure Invitations**
 LifeBrand creates a secure link for each invitation that does not store any social media content. This ensures that user's personal data is protected.
- ✓ **Comprehensive Reporting**
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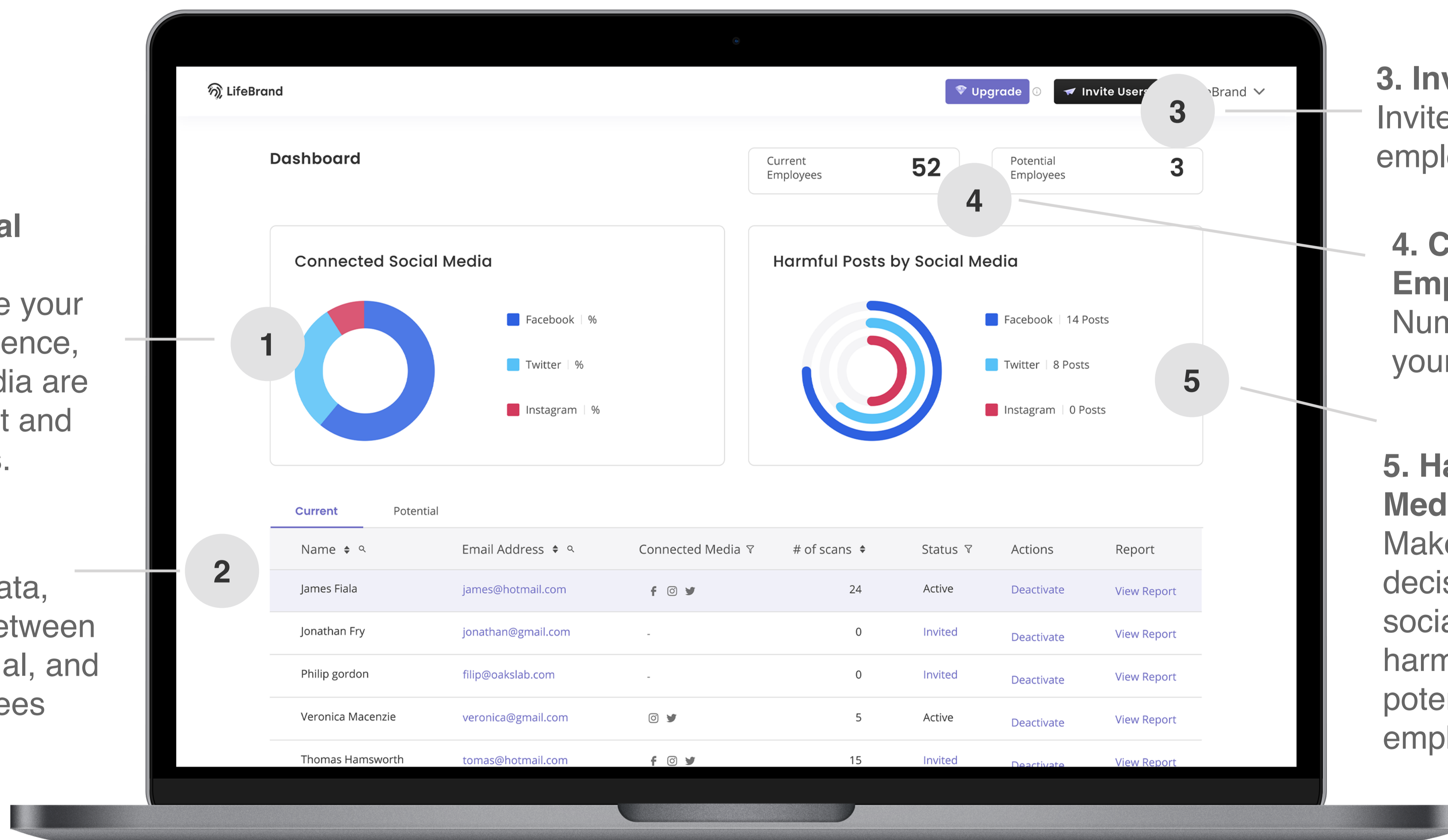


1. Connected Social Media

In order to strategize your online branded presence, see what social media are used by your current and potential employees.

2. Table Overview

See all the critical data, manage and filter between your current, potential, and deactivated employees with the table.



3. Invite Users

Invite your current or potential employees.

4. Current & Potential Employees

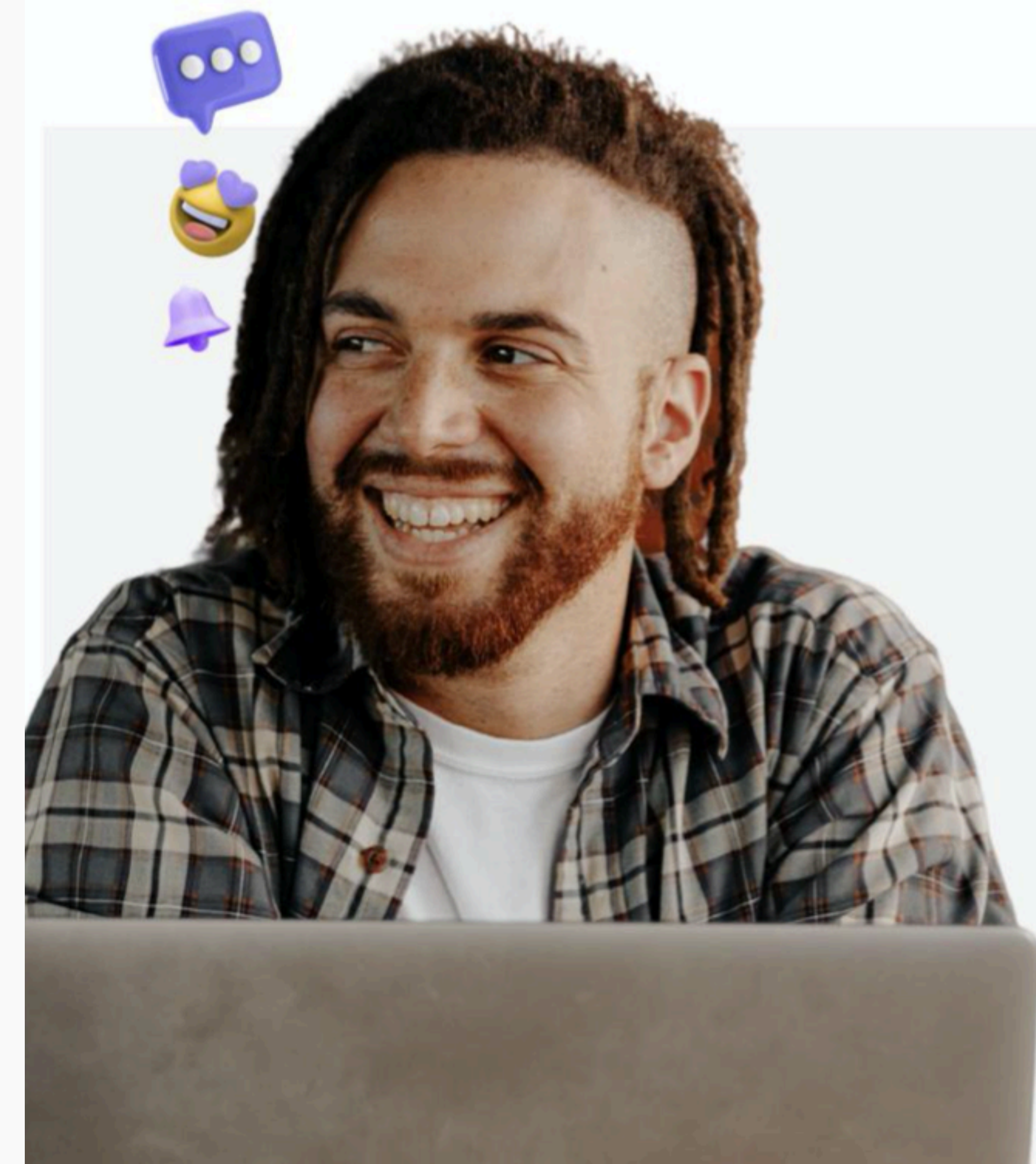
Number of employees in your database table.

5. Harmful Posts by Social Media

Make better online presence decisions by knowing which social media are affected by harmful posts from your potential and current employees.

Steps on how to use the platform

- 1 User connects all social media accounts they would like to scan and
- 2 AI-technology scans user's social media account pages and identifies potentially harmful posts.
- 3 User decides which posts to delete and get a confirmation report when the scrub is complete.
- 4 User sends report to potential or current employer as proof of their clean social media.



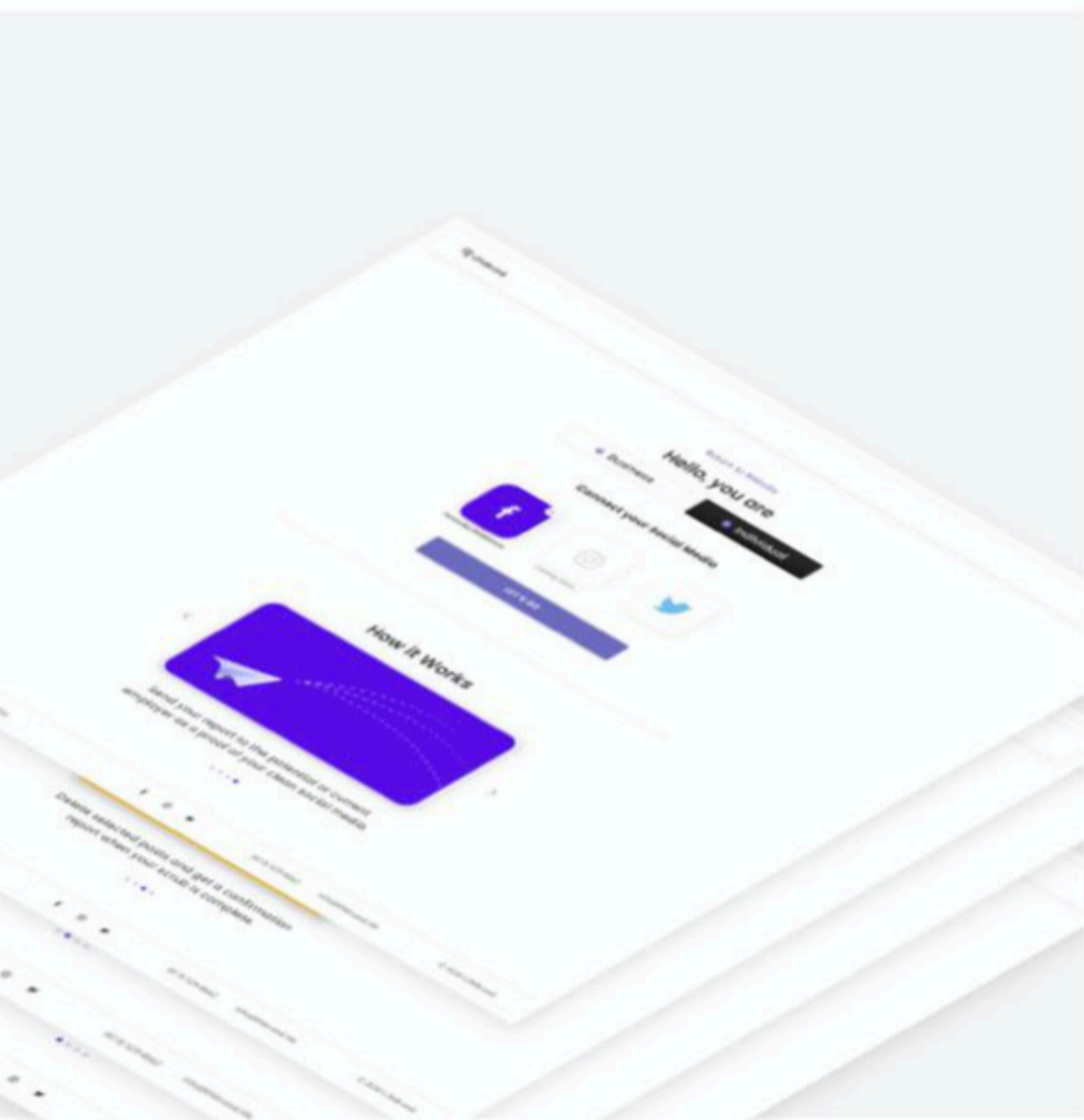
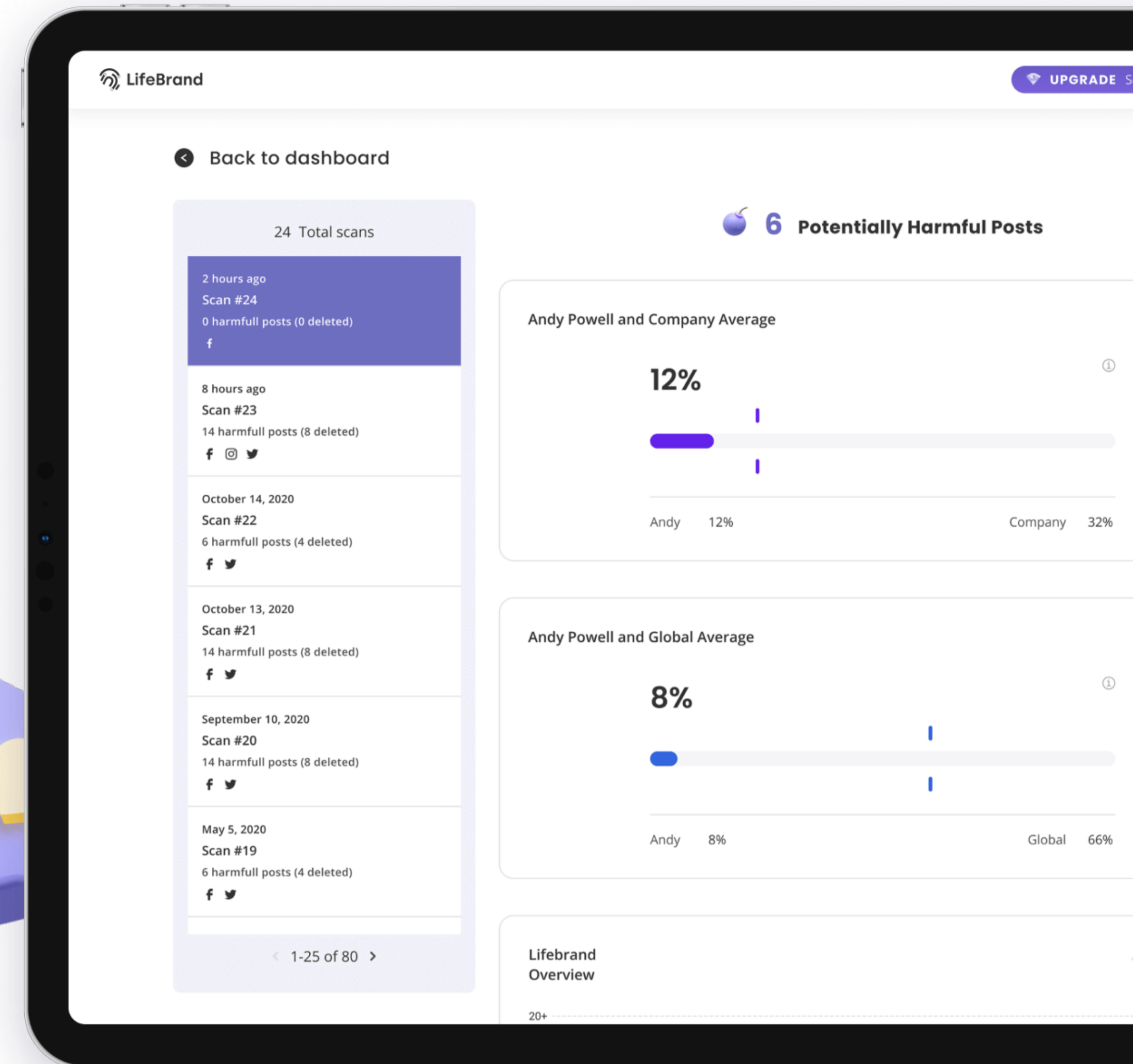
Individual Platform

Protect Your Career with a Simple Click

Our software allows you to clean your social media accounts with a simple click. Potentially inappropriate or harmful posts will be flagged, but it is up to you to delete or ignore them.

Use Social Media to Your Advantage

Use AI-powered technology to get ahead of your peers and make your social media an asset, rather than a liability.



- ✓ **Easy to Use**
 With one click, you can easily detect potentially harmful posts from users' social media pages and delete them.
- ✓ **Scrubs Account from Inception**
 Scrub social media accounts from inception to keep any old, problematic posts from embarrassing the user and their employer.
- ✓ **Clean Your Social Media in Minutes**
 No more endlessly scrolling to find potentially harmful posts. Clean your social media brand in minutes.

How does it work?

- 1 User connects all social media accounts they would like to protect and clean.
- 2 AI-technology scans user's social media account pages and identifies potentially harmful posts.
- 3 User decides which posts to delete and receives a confirmation report when the scan is complete.
- 4 User has the option to send report to potential or current employer as proof of their clean social media.

