

ALFI, INC.

FORM FWP

(Free Writing Prospectus - Filing under Securities Act Rules 163/433)

Filed 03/16/21

| | |
|-------------|---|
| Address | 429 LENOX AVENUE SUITE 547 MIAMI BEACH, DC, 33139 |
| Telephone | 3053954520 |
| CIK | 0001833908 |
| SIC Code | 7370 - Services-Computer Programming, Data Processing, Etc. |
| Fiscal Year | 12/31 |



Disclosure

Alfi, Inc. ("we" or "us") has filed a registration statement (including a preliminary prospectus) (the "Registration Statement") with the Securities and Exchange Commission (the "SEC") on Form S-1 (SEC File No. 333-251959) for the offering to which this presentation relates. Such registration statement has not yet become effective. Shares of our common stock and warrants may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This presentation highlights basic information about us. Because it is a summary only, it does not contain all of the information that you should consider before investing. Before you invest, you should read the prospectus in the Registration Statement and other documents that we have filed with the SEC for more complete information about us. You may access these documents for free by visiting EDGAR on the SEC web site at www.sec.gov or by contacting Kingswood Capital Markets, 17 Battery Place, Suite 625, New York, NY 10004, ATTN: Investment Banking Department, e-mail info@kingswoodcm.com. Neither the SEC nor any other regulatory body has passed upon the adequacy or accuracy of this free writing prospectus or approved or disapproved the common stock offered pursuant to the above referenced registration statement and prospectus. Any representation to the contrary is a criminal offense.

This presentation contains "forward-looking statements" within the meaning of the federal securities laws that involve risks and uncertainties, many of which are beyond our control. Our actual results could differ materially and adversely from those anticipated in such forward-looking statements as a result of certain factors, including those set forth in the Registration Statement. Forward-looking statements relate to matters such as our industry, business strategy, goals and expectations concerning our market position, future operations, margins, profitability, capital expenditures, financial condition, liquidity, capital resources, cash flows, dividends, results of operations and other financial and operating information. When used in this presentation, the words "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "should," "project," "plan," and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words.

The forward-looking statements contained in this presentation are based on historical performance and management's current plans, estimates and expectations in light of information currently available to it and are subject to uncertainty and changes in circumstances. There can be no assurance that future developments affecting us will be those that we have anticipated. Actual results may differ materially from these expectations due to the factors, risks and uncertainties described in the Registration Statement, changes in global, regional or local political, economic, business, competitive, market, regulatory and other factors described in the "Risk Factors" section of the Registration Statement, many of which are beyond our control. Should one or more of these risks or uncertainties materialize or should any of our assumptions prove to be incorrect, our actual results may vary in material respects from what we may have expressed or implied by these forward-looking statements. We caution that you should not place undue reliance on any of our forward-looking statements. Any forward-looking statement made by us in this presentation speaks only as of the date on which we make it. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by applicable securities laws.

www.getalfi.com

ALFI
Live while you wait

Company Presentation
February 2021

An illustrative view of ALFI delivered ads and content on a kiosk & mobile device



Founder-led Management Team | Proven Track Records



Paul Pereira
Founder - CEO

Tech and biotech
start-ups and
turnarounds

Building companies
from simple ideas
to multi-billion-
dollar enterprises



Charles Pereira
Founder - CTO

AI/Machine Learning
Strategist

Expertise in product
development and
new product
roll-outs



John Cook
Founder - CBDO

New Business

Widely experienced in
harnessing new sales
prospects and driving
business growth



Dennis McIntosh
CFO

Fin-Tech

Value creation and
process design at the
intersection of finance
and technology

Development Team Locations

Denver, CO

Belfast, NI



Developers
Engineers
Data Scientists
Hardware Designers

Alfi (N.I.) LTD
City Exchange Building, 5th Floor
11-13 Gloucester Street, Belfast, BT1 4LS
+44 (0)28 9600 2500

Alfi Inc. (Delaware Corporation)
429 Lenox Avenue, Suite 547, Miami
Beach, Florida 33139, USA
+1 (305) 395 4520

Alfi Inc. (Denver Development Team)
Triangle Building 1550 Wewatta Street
Denver, CO 80202, USA

www.getalfi.com | 3



The Problem

Digital Marketing technology is innovating faster than ever.

Digital Out of Home technology has remained stagnant for the last 20 years.

| Features | ALFI | DOOH |
|------------------------------|------|------|
| Factual Reporting | ✓ | ✗ |
| Factual Data Capture | ✓ | ✗ |
| Transparency | ✓ | ✗ |
| Accountability | ✓ | ✗ |
| Intelligence & Interactivity | ✓ | ✗ |



PRIVACY

Alfi does not store any personal information



REPORTING

Alfi curates anonymous, real-time data and analytics reporting



REMOTE MANAGEMENT

Alfi is remotely managed

The Solution

Delivering the right content to the right person at the right time in a respectful and ethical manner



1| Alfi Analyzes
the users' demographic,
psychographic and
geolocation



2| Alfi Curates
relevant adverts
and content



4| Alfi Collates
a comprehensive
report



3| Alfi Senses
users' behavior and
provides real-time
feedback



**patent approved and pending*

ALFI

In Action



1 AI Advertisements Served

2 Location/Industry Content

Alfi is transforming the DOOH Industry

Providing:

- Intelligence
- Customer interactivity
- Remote access for customers
- Data capture



**patent approved and pending*

ALFI

GDPR / CCPA Compliant

- No cookies
- No personal data or information
- No stored facial images

Adult Male, 31

Adult Female, 29

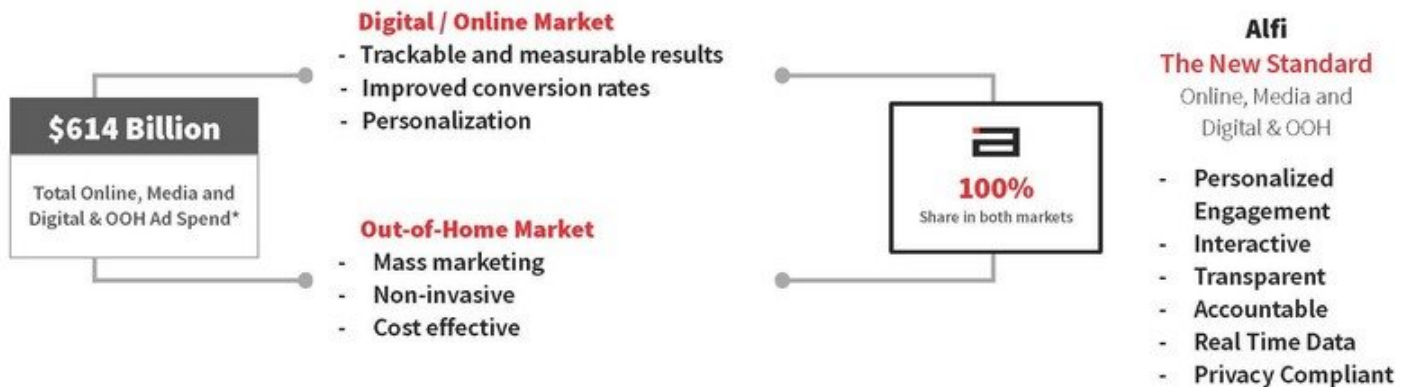
**General Data Protection Regulations / California Consumer Privacy Act*

www.getalfi.com | 8



Market Opportunity

Alfi is unique capabilities captures ad spend in both markets with a 100% share



*eMarketer / AMR, 2021 forecast (Online \$333B, Media \$251B, Digital & OOH \$30B)



Real Data. Real Reporting. Real People.

Alfi delivers:

- Engagement
- Performance
- Measurability
- Reporting

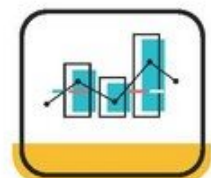
Alfi accomplishes:

- Rich data analytics
- Accountability
- Transparency
- Proof of engagement
- Actual impressions

Alfi draws audiences in
with content that is



and
Boosts engagement





Go To Market Strategy

- Airports & Malls / Kiosks
- Rideshares / Tablets
- Enterprise Software / SaaS
- Data Analytics / Subscriptions



Proof of Concept

100 Alfi tablets in taxis
30 brands advertising for 30 days



*The brands shown are a select few of the highest performing brands

The Alfi Triple Lift

| Metrics | DOOH CPM | CTR Display Ads | DOOH Impressions |
|----------------|----------|-----------------|------------------|
| Industry (Avg) | \$21.00 | 0.5% | Estimated |
| Alfi (Avg) | \$7.50 | 10% | Actual |
| Alfi Lift | 75% | 99% | |





Product Commercialization | Recurring Revenues

Network notes

- Research & development completed
- IPO proceeds used for commercialization
- Inflection point to profitability is Q4 2021
- Targeting a 100,000 ride-share network by 2025
- Establish Sales/Call/Service Center

SaaS clients in process

- NEOH Brazil
- BWI
- Hammersmith Malls
- AEO
- Vinci Airports
- SGI Mexico (Paul Mitchel Salons)



Revenues

Recurring revenues
Commercialization of Product
SaaS Opportunities



Ask by Voice | Call Center

A call center setup for Alfi Ads
Revenue - Q2 2021



BIA Kiosks | Belfast

Kiosks setup in the airport
Revenue - Q2 2021



Hammersmith Mall Pilot - SaaS | London

Double-Sided Kiosks
Revenue - Q2 2021



ValueCabs | Belfast

800 tablets
Revenue - Q2 2021



Ride-share Rollout London and Miami

8,000 tablets
Revenue - Q2 2021



NEOH Brazil | SaaS

10,000 Kiosks
Ride-shares and 2,000 retail stores
Testimonial
Pilot Q2, Revenue - Q4 2021

AMERICAN EAGLE

AEO | Pilot - SaaS

Kiosks in Aventura Mall
Potential nationwide rollout
Revenue - Q4 2021

**All of the above information is subject to change pursuant to ongoing covid conditions*

www.getalfi.com | 14

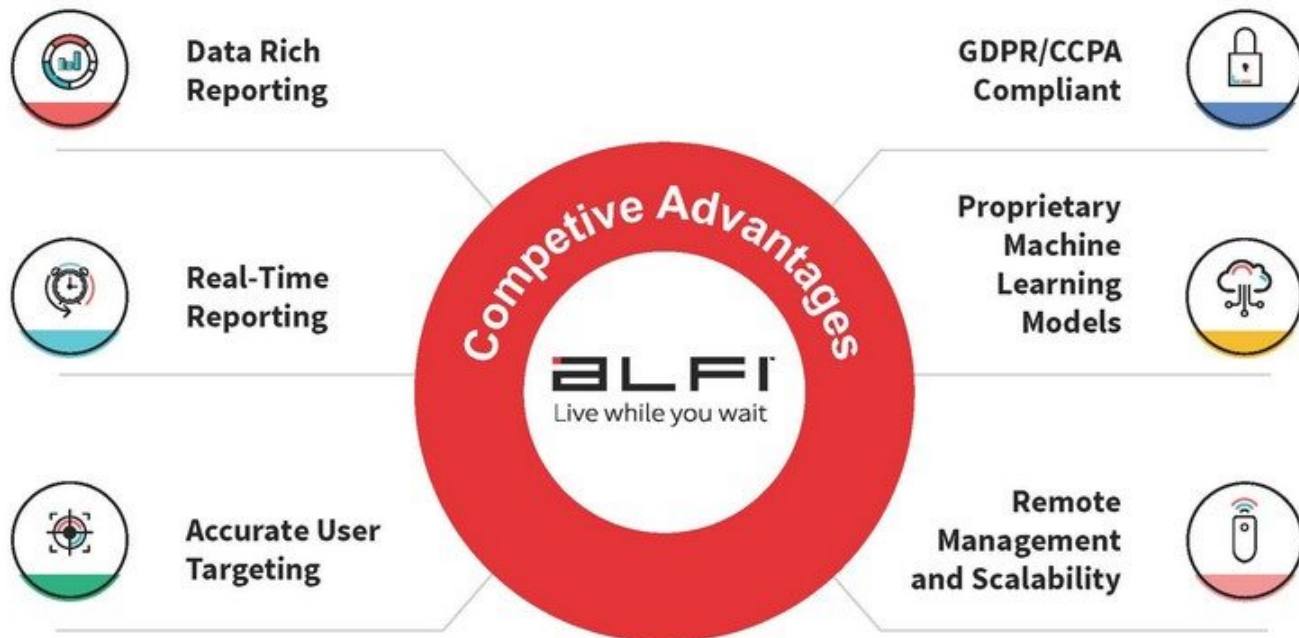
ALFI

Real World



Competitors

| Features | ALFI | \$1 BB 2% DOOH Advertising | | \$60 BB 5% OOH/DOOH Advertising | | \$600 BB 67 % Digital Advertising | |
|---------------------|------|----------------------------------|--|---------------------------------------|-------------------------------------|---|------------|
| | | VUGO FIREFLY octopus | | LAMAR JCDecaux prime sight | Q Clear Channel ExteriorMedia | f | Google Ads |
| Proprietary Models | ✓ | ✗ | | ✗ | | ✓ | ✓ |
| Real-time reporting | ✓ | ✗ | | ✗ | | ✓ | ✓ |
| Data rich reporting | ✓ | ✗ | | ✗ | | ✓ | ✓ |
| Remote Management | ✓ | ✗ | | ✓ | | ✓ | ✓ |
| User Anonymity | ✓ | ✓ | | ✓ | | ✗ | ✗ |
| User Targeting | ✓ | ✗ | | ✗ | | ✓ | ✓ |
| Emotional Response | ✓ | ✗ | | ✗ | | ✗ | ✗ |
| Advertiser Platform | ✓ | ✓ | | ✗ | | ✓ | ✓ |
| DOOH Sector | ✓ | ✓ | | ✓ | | ✗ | ✓ |
| Online | ✓ | ✗ | | ✓ | | ✓ | ✓ |



Accomplishments



Startup of the Year Nominee
Digital DNA 2020 Awards

Alfi was recognized as a start-up operating in the digital and tech arena, in App development – SaaS to Artificial Intelligence

Belfast, Ireland



AWS Activate Credits Recipient
Member of AWS Activate +
AWS Activate

AWS Activate works with Alfi to provide:

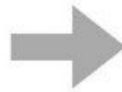
- Optimal performance
- Risk management
- Controlled costs
- Flexibility
- Scalability
- Reliability



Closing Remarks

Alfi is positioned to transform the \$600B marketplace:

- R&D complete
- Technology proven
- Contracts signed
- Installations underway
- Point of Inflection



By delivering:

- **The right content**
- **To the right person**
- **At the right time**



Live while you wait

hello@getalfi.com

Alfi (N.I.) LTD

City Exchange Building, 5th Floor
11-13 Gloucester Street, Belfast, BT1 4LS
+44 (0)28 9600 2500

Alfi Inc. (Delaware Corporation)

429 Lenox Avenue, Suite 547,
Miami Beach, Florida 33139, USA
+1 (305) 395 4520

Alfi Inc. (Denver Development Team)

Triangle Building 1550 Wewatta Street
Denver, CO 80202, USA



Transcript of Alfi In Action Video

Alfi is a platform that uses artificial intelligence and machine learning to deliver targeted advertising in an ethical and privacy-conscious manner.

Let's see Alfi in action.

When no one is in front of the device, Alfi delivers advertising in the traditional manner; randomizing ads like all other Digital Out of Home screens. However, when someone passes in front of the device, Alfi uses its patented and proprietary models to determine their key demographics.

Alfi is then able to search through its database of advertisements to serve up the most relevant content based on the criteria determined by the advertiser.

The end result is content that is relevant to the end user and targeted by the advertiser all in a manner that remains GDPR and CCPA compliant since no personal information about the individual was ever required.

Each Alfi device is connected to the internet, allowing for real-time curating of content and advertisements. By logging into Alfi's portal, an advertiser is able to add or remove content, and adjust their target audience.

Additionally, Alfi's data rich reporting allows for deep analysis with drill-through capability giving advertisers an unprecedented look into their customer's behavioral patterns in the Digital Out Of Home marketplace.

Alfi is able to deliver advertising interactions that exceed the industry standards while respecting users privacy. With targeted content we allow advertisers to deliver the right content, to the right person, at the right time in a respectful and ethical manner.
