

RIGHT OF REPLY

Tell  
Your  
Truth



“

It takes 20 years to build  
a reputation and five  
minutes to ruin it”

*Warren Buffet*

# Executive Summary

---

## THE BUSINESS

Patented online platforms to provide rapid, low-cost and legally sound solutions to empower individuals to respond to negative online content through RoR and negative credit reports through RoCC. Powered by blockchain technology, RoRKEY, allows users to have a unique Digital Identity and personally reply to any content on the web

---

## THE MARKET OPPORTUNITY

The world's massive online reputation and personal credit history markets, offering limited protection for individuals, by laws and regulations.

---

## SUPERIOR PRODUCT

Right of Reply offers a series of tools allowing individuals to respond at the same time and relevance. Present the general public with access to multiple perspectives to form a full and unbiased opinion regarding a person, his financial history or an event.

---

## BUSINESS MODEL

Right of Reply offers a pay per use API system to individuals, editors and newspapers, credit rating agencies and creditors.

---

## INVESTMENT OPPORTUNITY

Raising 4.4 Mio £ at First Public Offering to finance Right of Reply's subscription growth targets and strategic acquisitions.

---

## MANAGEMENT TEAM

Right of Reply is led by an experienced management team of serial entrepreneurs and seasoned professionals.

---

## POSITIVE IMPACT

Right of Reply promotes private and constitutional rights and donates parts of proceeds to vulnerable people.

# Problem

---

Increasingly, people are using two online indicators as proxies to determine an individual's character and trustworthiness:

- online content
- credit history

This reductionist approach is faulty, dangerous and unsustainable.

## *Online reputation*

Online reputations are people's most valuable asset, yet reputations can be built and lost in a matter of minutes.

It is increasingly difficult to determine the truthfulness of online content.

As questionable online media sources proliferate, virtually anyone can publish damaging an unfiltered information with limited recourse.

Laws and regulations are limited in their ability to fully protect one's online identity - applying only to registered, regulated media.

## *Financial history*

Credit reports are notorious for their high error rates and providing a limited view of one's credit worthiness.

Credit reports make no distinction for the different rationales behind why individuals may have defaulted on payments.

For a large majority of the population, bad credit is often a function of unforeseen circumstances like sudden illness or divorce, and not a true reflection of their risk profile.

Credit report mistakes can lead to disqualification for mortgages and car loans, as well as increased insurance premiums and interest rates. In some cases, mistakes can prevent individuals from securing a job.

# Market Validation

---

87 %

of executives rate managing reputation risk as more important than other strategic risks <sup>(1)</sup>

88 %

of adults agree or strongly agree that it would be very difficult to remove inaccurate information about them online <sup>(2)</sup>

70 %

of employers didn't hire an applicant because of online content <sup>(3)</sup>

20 %

Americans has an error on their credit report. <sup>(4)</sup>

5 %

5% of Americans are penalised because of errors on their credit reports. <sup>(4)</sup>

*Companies and governments are facing increased pressure to regulate the flow of information on the internet.*

(1) Deloitte 2014 global survey on reputation risk  
(2) Pew Research Public Perceptions of Privacy and Security in the Post-Snowden Era, 2014  
(3) Careerbuilder.com Survey 2014  
(4) US Federal Trade Commission

# Right of Reply Ltd.

The Gold Standard of Reputation Management

---

*Subsidiaries*



[www.ror.news](http://www.ror.news)



[www.roccnow.com](http://www.roccnow.com)



[www.rorkey.org](http://www.rorkey.org)

*Challenge addressed*

Negative online content

Negative credit reports

Threats to digital personal identities

*Technology*

Patented search, respond and publish functions based on blockchain technology

*Goal*

Empower individuals to respond to negative content with timeliness and relevance. Present the general public with access to multiple perspectives on specific content to form a full and unbiased opinion regarding a person or event.



Tell Your Truth



## Responding to negative online with timeliness and relevance

---

RoR is a leading online technology allowing users to respond immediately to any online misinformation or personal attacks with a low-cost and legally sound solution to protect and manage their online reputations.

### WHO SHOULD USE IT?

**Everyone who is browsing the internet** to form an unbiased and complete opinion of facts and people.

**Every public figure** who wants to show their own side of the truth by replying to the online content about them.

**Media outlets** to let the people they mention reply to their articles and avoid future legal claims.

### WHO SHOULD BENEFIT?

**All Web Users** by accessing multiple perspectives on specific content, including the perspective of the person cited, to form a full and unbiased opinion of them.

**RoR Subscribers** by accessing complete and updated personal information in an effective and non-contentious manner, and responding to negative content with timeliness and relevance.

**The Media Industry** by giving the people they mention in their articles the chance to reply voicing their truth, thus avoiding legal claims and giving their readers the full version of the facts.





## RoR integrates 6 unique functionalities

**RoR** is a leading online technology allowing users to respond immediately to any online misinformation or personal attacks with a low-cost and legally sound solution to protect and manage their online reputations.



### Search by Name

Search for a specific individual without confusing their information with others sharing the same name.



### Review Content

A real-time press review of everything that has been posted, is being posted, or will be posted about you online.



### Analyse Content

Get an unbiased and objective evaluation of the type of web content that concerns you. Analyse content based on circulation, accuracy, degree of defamation, and visualize frequency and importance of search results.



### My Truth

Respond immediately to content, your response will appear next to the content link and will be visible to anyone entering the RoR site or by clicking on the RoR logo on other search engines.



### Alert Past Viewers

Alert anyone who has viewed content in the past, that your response is now available.



### Highlight Truthful Content

Select positive content you feel is most representative of you and ensure that content is placed at the top of search engine results.

Discover how it works, watch our videos!

[Integrating RoR into search engines](#)

[RoR search engines](#)

[Subscribing to RoR](#)



reply on credit check



## Responding to negative credit history with timeliness and relevance

---

**Reply on Credit Check** (RoCC) is an online applied technology that enables users to review and respond to negative content regarding one's personal credit history. RoCC provides a wider range of data points and documentation to prove and assess credit worthiness in an effective and non-contentious manner.

### WHO SHOULD BENEFIT FROM RoCC?

#### Individuals

RoCC enables individuals to correct credit report errors and share a full and complete picture of their financial history



*right to express their truths regarding their financial history*

#### Credit Reporting Agencies

RoCC provides a seamless opportunity for Credit Reporting Agencies to reduce consumer complaints and improve their reputation by delivering more accurate credit reports.



*improve reputation and credit report accuracy*

#### Creditors

Creditors can review a broader set of documents that would otherwise not appear in a traditional credit report to make a balanced and more informed choice on a person's creditworthiness.



*access to a consumer's full and balanced financial history*

**Sharing truths does not guarantee an improvement on credit rating; however, it allows creditors to make an informed choice without being automatically discredited.**

## 5 tools to regain control of your financial reputation

---

RoCC's five patented tools let users regain control of their financial reputation by allowing them to explain, or annotate their credit history.



### Who Can Read

Share credit report and responses to authorised persons/organisations



### Check Credit

Receive a real-time credit report from all major credit rating agencies and receive updates with any new changes to reports.



### Tell them Why

Refute errors in a credit report by uploading supporting documentation, share rationales for poor credit history allowing creditors to see a full picture of payments before determining credit worthiness



### Check Why

At a glance, potential creditors can review consumers' uploaded documents and receive an unbiased and objective evaluation of the rationales justifying poor credit. Creditors can also analyse content not usually captured in credit reports (e.g. utilities and remittances), which can showcase positive payment history allowing them a more accurate assessment.



### Good Payment

Upload documents that showcase a wider range of positive payment history and highlight personal financial responsibility to new creditors.

## *Our mission*

is to become the gold standard of reputation and right of expression by reaching to larger populations through conventional web channels.



# Investment opportunity

---

4.4

Mio €

---

First Public Offering

Investment opportunity to  
finance Right of Reply's  
**subscription growth targets**  
and **strategic acquisitions**

# DISRUPTIVE PRODUCT ADVANTAGE

---



## **First to Market**

for an effective, inexpensive response to web content



## **Patented technology**

Innovative and proprietary algorithms



## **Real-time and effective**

Responds to content with timeliness and relevance. Ensures point of view is circulated, read, and known.



## **Ease of Use**

Intuitive functionalities to search, analyze, respond and highlight truthful content



## **Definitive**

Enables access to complete and updated personal information



## **Legally sound**

Promotes personal and constitutional rights in an effective and non-contentious manner

# STRATEGIC ACQUISITIONS

Acquisitions has and will be performed in cash and through ROR issued stocks at IPO price

## Acquisitions will bring:

- > Increased technical capability
- > Strong additions to the management team
- > Solid customer base
- > Innovative patented tools

## Completed acquisitions



Romanian Software Company. Applied to be renamed to Right of Reply Software Lab SRO.

### Value to ROR:

Programmers, customer service, will continue to produce software and mobile applications for third parties.

**Revenues** (Dec 2017):  
€ 2.3M

**EBITDA** (Dec 2017):  
€ 650'000



The Italian leader in reputation management, helping companies monitor, analyse, manage and protect digital assets and reputations.

**Revenues** (Dec 2017):  
€ 2.2M

**EBITDA** (Dec 2017):  
€ 450'000

## Planned acquisitions:

- > an organization that holds revolutionary proprietary technology on text analysis.



# SHAREHOLDERS STRUCTURE & EQUITY RAISE

Actual shareholder equity £ 2 Mio

Primary Shareholders	Holding	Percent
Associazione ATD; a Swiss Charitable organisation	850,000	37%
Mount Street Garden Holding	500,000	22%

**Equity Placement April 2018.**  
London Stock Exchange, Standard Listing  
Broker: First Sentinel PLC

Pre money valuation	25 Mio
Equity placement	4.4 Mio £
Shares outstanding	2.3 Mio
Shares offered	400'000 common shares (15%)
Price per share	11 £
Use of proceeds	2.5 Mio £: Strategic acquisitions 1.9 Mio £: Working capital

# TEAM / 1

---

ROR is led by an experienced management team of serial entrepreneurs and seasoned professionals.

David Tizzoni, Swiss  
Chairman

---

An Economics and Management graduate from Zurich University, David has 23 years experience in the banking industry with management roles at UBS, Credit Suisse, State Bank of Canton Ticino (BS), and as Vice President of Corner Bank Lugano.

Thomas Brooks, USA  
Chief Executive Officer

---

A graduate in Literature at the University of Chicago, has 20 years experience in early-stage technology companies. Former Managing Director of Biopolo Ticino, Director of Development and Communications at the Institute for Research in Biomedicine, and faculty lecturer of Visual Communication and Interaction Design at the Applied Sciences University SUPSI in Switzerland.

Amit Pau, UK  
Tech Strategist and Board Member

---

An MBA from Henley Business School and top manager at global technology companies. Instrumental leader in eleven IPO's, seven exits, raised £450M in equity. High profile keynote speaker and business media commentator. Created Vodafone Global Enterprise as the Group MD and within 2 years, this new division generated over £2.5BN in revenue. Actively partnered and shaped the Cloud strategy for leading companies such as, Microsoft, Oracle, IBM, Cisco and Google.

# TEAM / 2

---

## **Matteo Flora, Italy** Chief Operating Officer

---

A University professor in Open Source Intelligence at University Tor Vergata in Rome and founder of “The Fool” the Italian leading company in reputation management. Advisor at LUISS ENLAB, a university start-up incubator, member of the scientific committee OPSI the OECS's *Observatory of Public Sector Innovation* which provides a collection of global innovations to inspire innovators in other countries. Matteo created the platform “GloLeaks” and “Hermes, Centro Studi Trasparenza e Diritti Umani Digitali” and was selected by the United States Government as a 2012 International Visitors Leader.

## **Salvatore Pugliese, Italy** Financial Controller

---

A Masters in Marketing and Communications from ISTUD Istituto Studi Direzionali Stresa. Currently, Chief Executive Officer at The Fool. Instrumental in leading the development and implementation of the organizational strategy. Significant experience scaling and businesses of multi-revenue channel organisations. Previously, CEO of Brown Editore Srl.

## **Francesca Paruzzo PhD, Italy** Legal

---

A PhD research associate of Law at Università del Piemonte Orientale in Italy, winner of the 2013 top graduate student. She has a law degree, summa cum laude, in constitutional law and is registered at the Italian Bar, Council of Turin.

## **Caligara Chiara, MBA, London** Marketing

---

An MBA from the Instituto de Empresa in Madrid and over ten years of experience as Sales and Marketing Manager in the corporate world. Chiara is the founder and Managing Director of Brite, marketing consultancy focusing on accelerating businesses with a positive social impact.

# Counterparts, consultants & advisors

---

**US Broker and Investment Bankers**

MCAP LLC  
First Sentinel PLC

---

**Strategic Advisors:**

Berkeley Economic Advisory and Research (USA)  
Ignis Advisory (Switzerland)  
Casaleggio & Associati (Italy)  
The Fool (Italy)  
Brite (UK)

---

**Consultants:**

Prof. Oreste Pollicino, PhD  
Marco Bassini, PhD

---

**Legal:**

Womble Bond Dickinson (UK)  
Fubini Jorio Cavalli Associati (Italy)  
Altenburger (Switzerland)  
Rob Dinener Law (USA)

---

**Auditors:**

Morison Cogen LLP (USA)  
Welbeck Associates (UK)

# Contact information

---

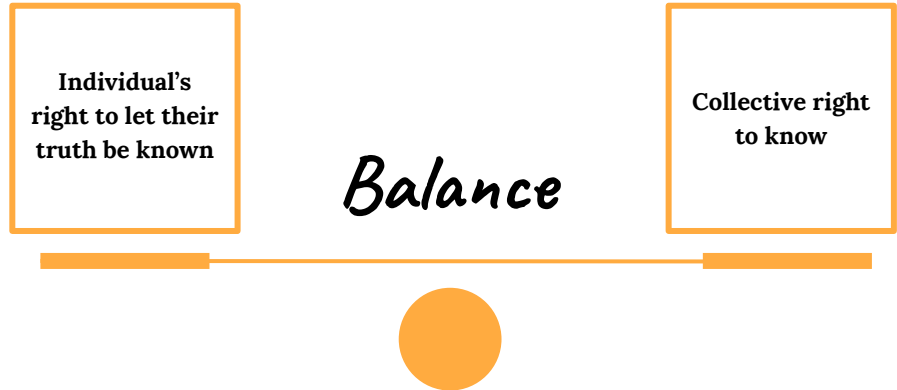
[info@rightofreply.news](mailto:info@rightofreply.news)

# Promoting positive social impact

---

**Right of Reply protects and exercises fundamental personal rights**, such as the right to:

1. PERSONAL IDENTITY
2. FREEDOM OF EXPRESSION
3. RESPECT OF ONE'S PERSONAL IMAGE
4. PRIVACY
5. TRUTHFULNESS



---

➤ ROR's majority shareholder is a **Swiss Christian Charitable Association**. All of ROR's financial revenues, with zero cost and overhead, will be donated to vulnerable persons without discrimination.

# Disclaimer

---

*This Memorandum is provided to the recipient by Right of Reply (“ROR”) in connection with the proposed transaction, which is described herein (the “Proposed Transaction”).*

*This document does not constitute, in any jurisdiction an offering of, or solicitation to buy, securities of any kind and is intended to convey only basic background information and is not intended to form the basis of or to induce any investment decision.*

*It contains proprietary and/or confidential information of or relating to Right of Reply. The recipient agrees with Right of Reply that, by accessing this presentation, it will keep details of the Proposed Transaction and all such proprietary and/or confidential information confidential to itself and will not disclose or reproduce any information contained herein to any third party and will only use it in relation to the Proposed Transaction and for no other purpose except to the extent required by law.*

*Nothing herein may be construed as a representation or warranty by Right of Reply. The information contained herein may not be interpreted as binding or guaranteed with respect to the past, present or future. Financial information and data contained in this document are based on certain assumptions, estimates and subjective analyses and have not been independently verified.*

---