



Logiq

Fourth Quarter and Full Year 2020 Earnings Conference Call

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CORPORATE PARTICIPANTS

Brent Suen, *President & Executive Chairman*

Rod Granero, *Chief Financial Officer, DataLogiq*

Tom Furukawa, *Chief Executive Officer*

CONFERENCE CALL PARTICIPANTS

Lisa Thompson, *Zacks Investment Research*

Chris Lacoursiere, *Private Investor*

Tony Forte, *Private Investor*

PRESENTATION

Operator

Good afternoon and thank you for joining us today to discuss Logiq's Fourth Quarter and Full Year Ended December 31, 2020.

Joining us today are Logiq's President, Brent Suen, and its Chief Executive Officer, Tom Furukawa. They are joined by the Company's Financial Officer of Company's DataLogiq's subsidiary, Rod Pinero. Following their remarks, we'll open the call to your questions.

Then, before we conclude today's call, we'll provide some important cautions regarding forward-looking statements made by Management during the call.

Now, I would like to turn the call over to Logiq's President, Brent Suen. Sir, please go ahead.

Brent Suen

Thanks, Ali, and good morning or good afternoon to everyone. Thanks for joining us today. We hope everyone has been staying healthy and safe as the end to the pandemic is finally in sight, knock on wood. Thanks to now three real vaccines.

Despite the tremendous impact of the pandemic on our business and certainly multiple others, thanks to our new DataLogiq subsidiary in 2020 we increased revenue by 9.4% to \$37.9 million. Consolidated gross profit for the full year also increased by 2% to \$6.4 million, or 16.8% of consolidated revenue.

Most remarkably, we saw gross margins for our AppLogiq business, formerly known as CreateApp, improve every quarter of 2020 despite being at the height of the pandemic, which in Q2 was at 11.8%. Q3 we were at 12.4% and then in Q4 we achieved 25.6% gross profit margins, which for us was quite exciting. This was the result of eliminating low margin white label partnerships that were also impacted by the pandemic and focusing on the most profitable segments that we shared with our mobile app business enablement platform. This has been a certain pain point for us since we started out six years ago and some of the early white label partnerships plus the lack of a strong digital marketing platform kept our gross profit margins down around the mid-teens, so improvement up to the mid-20s which we also expect to continue to trend higher, is again very exciting for us.

Why this margin improvement is very encouraging? We're actually more excited about our future margin prospects, particularly for our e-commerce business of DataLogiq in our recent strategic acquisitions. For those of you who know, over the past year we acquired three e-commerce platforms as we expanded our global presence. Our product offerings now extend from mobile commerce enablement in fintech solutions for small to medium sized businesses, or SMBs, all the way to artificial intelligence or AI-powered customer acquisition for major enterprises and brands.

Historically, our goal was to help companies get their businesses online. However, the biggest challenge once online is getting new customers to find you and existing customers targeted products that are specific to their wants and needs.

How can that be done without relying upon Google or Facebook or expensive advertising campaigns that don't get to the exact target customers you want? Just this morning we announced we have completed the acquisition of Rebel AI, which is an innovator in digital marketing solutions that delivers e-commerce services to those brands and agencies.

Rebel compliments our new Fixel AI unit that we had introduced on our last call. Fixel added simplified marketing and critical privacy features to our AI powered consumer intent engine, Push, which is used by major brands and premium publishers. The demand for AI powered e-commerce platforms like ours is expected to increase dramatically over the next few years and according to a PWC study, more than 72% of Internet marketers now consider AI a business advantage.

Although, to be sure, over the last year we've become more of an e-commerce services company, through the integration of these key acquisitions, we've become a clear leader in data driven consumer intelligence and automated marketing technology.

In preparation for this huge market opportunity ahead, over the past year we strengthened our Corporate Governance and we've expanded our Management Team. We brought on AdTech (phon) veterans such as Steven Hartman, we've appointed Josh Jacobs and Lea Hickman to our Board, and now adding in Manny Puentes from Rebel AI to our Executive Team.

There are many exciting near-term catalysts in our business development pipeline that I'm excited to share with you, including a major state-backed microlending program that we've launched in Indonesia.

First, I'd like to turn the call over to our DataLogiq Chief Financial Officer, Rob Granero, who will take us through our financial results for the quarter, and then next our CEO, Tom Furukawa, will walk us through our business development initiatives with digital marketing technology. I will then return with more about our operational activities and outlook for the remainder of the year.

Rod?

Rod Granero

Thank you, Brent. Earlier today, we issued a press release with the results of our Fourth Quarter and Full Year 2020. A copy of the release is available from the Investor Relations section of our website.

We manage our business on the basis of our two reportable segments: mobile commerce enablement for our AppLogiq platform-as-a-service, and our DataLogiq consumer data management platform that delivers lead generation, online marketing and multi-channel strategies for its owned and operated brands, and our newly acquired AI powered audience-scoring and segmentation platform.

Starting with our statement of operations for the fourth quarter of 2020, our consolidated revenues totaled \$6.6 million, which declined 34% from the same quarter a year ago. The decrease was mostly due to AppLogiq's decrease in revenues, offset by the addition of DataLogiq's revenues, which we will cover in more detail.

In Q4 2020, our AppLogiq platform contributed \$2.1 million or 32% of consolidated revenues in the fourth quarter. This was a decrease of 79% as compared to \$10 million or 100% of consolidated revenues in the same period a year ago. The decrease was primarily due to the impact of COVID-19 lockdowns, as well as the transition to lower revenue but higher margin business as Brent mentioned.

In contrast, our DataLogiq segment has experienced continuous growth sequentially and quarter-over-quarter in both revenue and customer growth and this has helped diversify our revenue streams and also the challenges with AppLogiq.

For the fourth quarter of 2020, our DataLogiq segment contributed \$4.5 million or 16% of consolidated revenue. This compares to \$3.8 million in revenues generated in the previous quarter. In the same quarter a year ago, prior to acquisition by Logiq, the operations of DataLogiq generated revenues of \$1.9 million.

Our consolidated gross profit is \$1.4 million or 21.1% of revenues in the fourth quarter. This compares to \$1.9 million, or 18.6% of revenues in the same period a year ago. This decrease in gross profit was primarily the result of lower revenues for the quarter, as the Company transitions to higher margin revenues.

Gross margin for our AppLogiq platform increased to 25.6% in the fourth quarter from 18.6% in the same quarter a year ago. The Company expects AppLogiq gross margins to gradually improve over time based on initial sales under its new direct B2B program.

Our DataLogiq platform's gross margin was 19.1% in the fourth quarter of 2020, which we also anticipate improving over time as we continue to scale and implement new products and services.

Our total operating expenses in the fourth quarter of 2020 increased 51.6% to \$8.5 million compared to the same period a year ago. The increase in operating expenses was mainly due to the addition of DataLogiq's general and administrative expense of \$1.3 million and depreciation and amortization expense of \$0.6 million and an increase of AppLogiq's general and administrative expense of \$0.9 million.

Our Q4 consolidated net loss totaled \$7.1 million or \$0.51 per both basic and fully diluted share as compared to a net loss of \$3.8 million, or \$0.47 per both basic and fully diluted share in the same period a year ago.

Our AppLogiq platform incurred a net loss of \$5.8 million in the fourth quarter of 2020 as compared to a loss of \$3.8 million in the same period a year ago. DataLogiq (inaudible) operations that we acquired in January of 2020 incurred a net loss of \$1.3 million in the fourth quarter.

Now looking at our performance for the full year 2020. Consolidated revenues totaled a record \$38.9 million, up 9.4% versus 2019. The increase was due to the inclusion of revenues of DataLogiq beginning on January 8, 2020. AppLogiq revenues declined by 34% as compared to 2019 due to the loss of customers as a result of adverse effects of the COVID-19 pandemic and from a strategic shift away from (inaudible) level (inaudible) sellers, there was higher margin to direct marketing customers.

For the full year 2020, our AppLogiq platform contributed \$22.8 million or 60% of consolidated revenue, a decrease of 34.3% as compared to \$34.6 million or 100% of consolidated revenues in the same period a year ago. DataLogiq contributed \$15.2 million, or 40% of consolidated revenues in the full year of 2020. Consolidated gross profit increased 2% to \$6.4 million, or 16.8% of revenues, compared to \$6.2 million or 18% of revenues in 2019.

Gross margin for AppLogiq decreased 16.1% in the full year 2020 as compared to 18% in 2019. The majority of the decline is attributable to the complementary and discounted services provided during the pandemic. DataLogiq's gross margin was 17.8% in the full year 2020. Total operating expenses in the full year 2020 increased 16.9% to \$20.6 million versus 2019. The increase in operating expenses was primarily due to the inclusion of DataLogiq operating expenses, which totaled \$6.9 million.

Consolidated net loss totaled \$14.5 million or \$1.14 per both basic and fully diluted share in the full year compared to a net loss of \$6.5 million or \$1.31 per both basic and fully diluted share in 2019.

Our AppLogiq platform incurred a net loss of \$10 million in the full year 2020, up from \$6.5 million in 2019. DataLogiq's net loss was \$4.5 million.

Now, turning to our balance sheet. At December 31, 2020, our cash and cash equivalents totaled \$3.5 million. This compares to \$4.9 million for September 30, 2020. We believe our current cash levels are sufficient for the foreseeable future.

This wraps up our financial review. Now, I'd like to turn the call over to Tom for an update on our business development. Tom?

Tom Furukawa

Thank you, Rod, and thank you, all, for joining us today.

Twenty-twenty was a major transformative year for Logiq in many ways. We successfully executed on a plan for improving AppLogiq margins and the quality of the revenue, as we also improve both revenue and margins for our newly acquired DataLogiq subsidiary, (inaudible).

Thanks to DataLogiq's inherently agile e-commerce platform, we were able to quickly identify emerging market verticals that were being driven by the pandemic impact, such as home improvement and Medicare. This enabled us to generate strong sales growth and margin expansion despite the loss and other COVID factors affecting the general economy. In fact, as Rod mentioned, we beat the revenue margin goals that we had set early in the year, getting record gross profit in Q4, and for the full year we hit record margin of 17.8%, up from 14.8% in 2019. The margin improvement was largely due to our focus on data monetization and being able to quickly identify and pivot to the hottest market verticals.

We now have arrived at a new inflection point in our growth and development, especially now with the addition of Fixel AI and Rebel AI. These acquisitions added key pieces to our data driven digital marketing platform. Rebel AI's innovative approach to addressing the needs of e-commerce brands and agencies only aligns with our strategic focus. The addition of their proprietary technology dramatically

accelerates the time to market of our holistic digital marketing strategy. Combining our respective strengths and capabilities puts us both years ahead in terms of delivering a uniquely powerful platform geared for SMB, agency, and brand client. The Rebel AI platform, which we have already launched under the new name Logiq Digital Marketing, enabled SMB businesses to more effectively compete for new customers against larger enterprises, leveling the playing field like never before.

With an easy to use dashboard, marketers are able to advertise across popular websites, apps and connected TV media, allowing them to attract more consumers to their online stores. By combining advanced audience targeting, artificial intelligence algorithms, and blockchain based security, the platform can dramatically lower the cost of customer acquisition for our clients. Logiq Digital Marketing will be an open AI platform that not only provides flexibility for future development integration, but also allows clients to embed their own unique customizations for their business, all while remaining fully compatible for future enhancements.

From the beginning of our engagement, we both recognized the immediate lift and advancement we could offer as a combined organization. We saw how well DataLogiq and Fixel solutions will integrate Rebel AIs easy build platform. By embedding Logiq, they are our protected (phon) audiences, empowering our lead generation campaigns across 40-plus web and connected TV media partners. Rebel AI customers have gained access to thousands of advertising channels and more than 100 million online consumers. We saw DataLogiq using the integrated level demand side platform as a source of traffic to further increase its margins and as a new revenue stream

Since yesterday's launch of our Rebel AI powered Logiq digital marketing platform, we have already signed new clients. We are planning for the full integration of Rebel AI with Fixel and DataLogiq to be completed within six months.

Next, let's talk about the market opportunity in (inaudible). As global e-commerce sales now reach upwards of \$4.2 trillion in the more than (inaudible) retail industry, it's really only the largest brands who are capitalizing on their full potential. In the U.S. alone, the top 10 e-commerce players account for 63% of online sales. A market dominated by so few players is not really a healthy marketplace. In video advertising, there are the haves and have nots. It has been the huge brands and agencies who have access to the best technology. Hence, Rebel Ais tagline: democratizing digital applications. We have built a platform among a sea of platforms to give SMBs the same level of access enjoyed by the major brands and agencies.

Before Rebel AI, companies would need literally millions of dollars in spend per month to access the best digital marketing technology. Given the rising digital media costs, hidden marketing technology fees, and fast-evolving laws and regulations surrounding customer data and privacy, often these have been underserved by the fragmented marketing technologies available to them to date, and this has all caused a great disparity between access to top notch digital marketing access and SMBs.

With Rebel, we see this market presenting a huge opportunity for us to deliver major enterprise level technology into the hands of the little guy in democratizing digital advertising. This is what the Rebel platform is all about. It's like the trade desk, but for small, medium sized businesses. It brings enterprise level digital marketing to underserved small and medium sized brands and agencies.

Looking at the market at a macro level, we see strong tailwinds but we showed that, by 2040, 95% of purchases will be facilitated by e-commerce. Now, that is insane. As the e-commerce market grows, we expect to grow with it. As online spend increases, so does marketing needs. With our digital marketing platform, as more people buy online, so shall our business grow.

Lastly, we cover the Fixel AI acquisition. Last November, we acquired Fixel AI, an award-winning innovator of AI powered digital marketing technology. The addition of Fixel furthers our goal of adding simplified marketing and critical privacy features to our AI powered consumer intent engine that we offer to SMB's and premium publishers. Fixel empowers marketing teams to optimize their campaigns in a customized way, unlike any other marketing segmentation and lead targeting solution on the market today. This unique technology captures and directs consumers from multiple sources who are in the market to purchase a particular product or service.

The addition of Fixel helps Logiq customers address the changing landscape of online marketing. Many marketers still use vendors who rely on third party cookies to understand shopping behavior on and off their site. However, new internet privacy rules such as California's Consumer Privacy Act are making this practice increasingly risky and less viable. The marketing and advertising industry is now headed for a perfect storm created by these new privacy restrictions in a post COVID 19 world.

As Google and Apple increasingly restrict access to users and with an increasing level of website traffic from visitors who have no identifiable buying intent, companies are being forced to find better ways to maximize their return on assets. This confluence of events is screaming for simple and automated marketing solutions like Fixel, which allows marketers to regain their advantage in a new privacy-based world. Fixel helps marketers build effective campaigns focused on the visitors with the highest intent for making a purchase which lowers the cost of acquisition.

We have been introducing Fixel to our customer base of enterprises, SMBs, and major brands and have been receiving strong positive responses. The real exciting news is that Rebel AI platform will seamlessly integrate with Fixel AI and we will soon be able to provide Fixel as a feature in our Rebel AI powered Logiq digital marketing platform. In the early second quarter, we expect Fixel's underscoring and segmentation feature will be available to customers who have been using Rebel AI. By the end of Q3, we expect Fixel to be fully and seamlessly integrated with our Rebel AI technology deployment.

To summarize, all this is laying a stronger foundation for our Logiq digital marketing software-as-a-service platform and it sets the stage for major growth ahead, especially in 2022, and we anticipate this to greatly strengthen our margin profile due to its clear (inaudible) offering.

Thank you very much. Now with that, I'd like to turn the call back over to Brent.

Brent Suen

Thanks, Tom, very exciting stuff.

I'd like to talk a little bit about our progress with the NEO IPO and then provide an update on our mobile commerce and fintech initiatives in Indonesia.

NEO. As most of you know, back in October we initiated the application process to have our common shares listed in the NEO exchange, Canada's next generation stock exchange. Last week, we finally received conditional approval to list in the NEO in connection with our previously announced proposed Initial Public Offering. We're currently coordinating with the NEO to ensure the remaining conditions are met, which includes responding to final comment, selecting the designated market makers, and setting the listing date. Conditional approval indicates that we are on track to soon list on the NEO and you may wonder, why. Why the NEO?

As a senior exchange, the NEO exemplifies how state of the art exchange trading technology can help increase investor confidence, improve liquidity, and elevate a companies' global profile. They currently account for around 25% to 30% of the total trading volume in Canada, and actually since we began the

process in October, the NEO has already doubled the number of corporate listings, including some very exciting technology companies that are listed on both NASDAQ and the New York Stock Exchange already.

Upon listing on the NEO, our shares would continue to trade in the U.S. on the OTC QX. However, enlisting on the NEO represents an opportunity to rapidly move our real strengths (phon) to the New York Stock Exchange MX platform and become dual-listed on two recognized exchanges in both Canada and the U.S. We're very hopeful to announce the NEO IPO and trading date very soon.

Comviva. Earlier this month, we joined forces with Comviva, a global leader in digital financial solutions, to offer digital wallet and payment services across Indonesia. The services will be based on our PayLogiq digital wallet and powered by Comviva's mobiquity pay platform. We've also recently partnered with Yabx, which is a fintech venture of Comviva and the global tech company Tech Mahindra, to offer credit-based financial services or micro loans, as well as cash advances for merchants and buy now, pay later options for consumers.

Mobiquity Pay is one of the world's largest digital wallet solutions, currently powers over 70 digital financial services across more than 50 countries and will play an essential role in our new partnership with KMSB which, together with KMSB, we are providing micro-lending services to members of BPJSTK, Indonesia's social security agency that provides retirement and pension plans on behalf of government entities. The new micro-lending services will benefit BPJSTK's 48 million members—it's over 50 million members now—and over 600,000 small and medium sized businesses or SMBs that are in country.

The partnership with Comviva allows Logiq to extend swift, convenient, and secure digital wallet services to the millions of members and hundreds of thousands of SMBs in a highly scalable form. Using the Logiq digital wallet, the BPJSTK members and SMBs will be able to perform multiple financial transactions quickly and securely, including money transfers, receiving and repaying loans, accessing insurance, buying airtime or data, for the (inaudible), and also paying bills or merchants, all through their mobile phone, anytime, anywhere.

The partnership with Comviva enables us to provide best in class digital wallet services to the millions of individuals and SMBs in Indonesia. Digital is quickly becoming the preferred method for transactions, and the global pandemic has only accelerated that transition. By providing digital access to an array of financial services instantly from the convenience of a mobile device, we see our combined platform greatly enhancing the lives of many people, helping to grow their businesses and boosting the country's economic activity.

The revenue model for these services will be entirely transaction based. We will receive a share of the fees for each mobile transaction. Although, to be sure, we will not share any risks with the loans or debts generated by users. We see the potential in this opportunity eventually generating tens of millions in annual fees to Logiq over time and it is extremely exciting.

Our outlook for the year. It has been an extremely busy trailing 12 months with a lot more to come. As Tom said, we have arrived at a pivotal moment. Our growth and development for all things will really begin to accelerate. We brought together the technologies to create a superior digital marketing solution. We assembled the best minds in the industry to help bring it to market, all in an exciting year of unexpected challenges and setbacks. We have been able to transform Logiq into a global provider of a full range of e-commerce solutions for companies of all sizes.

This has put us on course for strong growth in 2021 and into 2022, with a diversified high margin revenue stream derived from the strongest segments of our industry. We are on track in this current year with

record revenue at more than \$40 million targeted, and with a focus on strengthening margins across all of our business segments.

Now, with that, we can open up the call to questions. Ali, please go ahead with instructions.

Operator

Thank you.

We will go ahead and take our first question from Lisa Thompson from Zacks Investment Research. Please go ahead.

Lisa Thompson

Hi guys.

Brent Suen

Hi Lisa.

Lisa Thompson

Brent, I'm going to put you on the spot. Previously you had discussed guidance of \$43 million to \$45 million in revenues and gross margin of 35%. Is that too specific anymore? Or do you have different thinking on that?

Brent Suen

Internally, that's what our targets are. We feel quite comfortable with the margin level well into 2022 which I know you didn't ask about. We believe it will improve well beyond that as well. On the revenue side, I think that's a comfortable target. However, what we are focusing more on is the margin improvement.

Lisa Thompson

I want to try to understand Q4 a little bit. There was a lot of additional spending that probably I didn't expect. I assume in there somewhere is some one-time thing and that's not your base spending level. Can you talk about that a little bit?

Brent Suen

That's correct. We did have a number of one-time items.

Lisa Thompson

Can you quantify that or no?

Brent Suen

I would probably need (Inaudible) or Rod. Rod, if you're able to do so, that would be great. If not, we can certainly connect offline.

Rod Granero

I don't have readily available in front of me, but that's something that we can definitely look into. I know there's going to be some acquisition related amounts—related to Fixel and part of Rebel as well as the IPO so those will be some of the one-time items, but also to answer your question, with the addition of DataLogiq in 2020, that also significantly increased the operating expenses on a consolidated basis.

Lisa Thompson

Should I expect then expenses to be down in the first quarter sequentially?

Brent Suen

I'm sorry, could you repeat that question?

Lisa Thompson

Should I expect expenses to be down sequentially in Q1?

Brent Suen

Yes, they should go down slightly because we won't have this in our items that we incurred in Q4.

Lisa Thompson

Then it goes and starts back up again as you add in Rebel, correct?

Brent Suen

That's correct, yes.

Lisa Thompson

I wanted to understand the seasonality in the business. Is Q4 a seasonally high quarter or do you think that your growth will compensate that and you'll expect each quarter to be up sequentially?

Tom Furukawa

Rod, you want to cover it on the DataLogiq side? Then I can speak to the AppLogiq side.

Rod Granero

For DataLogiq, we've seen growth quarter-over-quarter since basically Q2, and we had a little bit of a slowdown because of the transitioning with the pandemic happening, but we've experienced growth every quarter since. We expect continued growth in Q1 based on some of the results that we've seen to date. Given some of these strategic acquisitions that we have, we believe that with some of these synergies that we will be able to have (inaudible) acquisitions, we'll be able to continue that trend quarter-over-quarter, of increase going to 2021.

Lisa Thompson

Okay, great. Tom, are you going to comment about DataLogiq?

Tom Furukawa

In terms of the digital advertising industry, Q4 is really where you make your big revenue and so one of our strategies this year was starting today, we start to get these agencies onboard, Logiq digital marketing and get them to start to spend in which you'll see the quarter-over-quarter revenue increase, but really getting set up for the big buying season in advertising. That's more the color around Rod's comment there.

Lisa Thompson

Does that mean some DataLogiq will be below \$4.5 million in Q1?

Rod Granero

For Q1, we don't have final numbers yet, but we believe—we continue (inaudible) the growth and the momentum that we had in Q4. As Tom mentioned, usually toward the end of Q1, beginning of Q2, we start the setup process and usually see a little bit of a dip in Q2 and then start gaining momentum going into Q3, and as Tom mentioned, Q4 usually tends to be our higher revenue quarter in terms of net revenues for DataLogiq.

Lisa Thompson

It sounds like this was the worst quarter and then everything should be improved slightly as things go on, is that correct?

Tom Furukawa

That's correct. In addressing the AppLogiq side, what we saw in Q2 was a direct effect of COVID. However, at the same time, we were also beginning the process of focusing more on higher margins digital and direct marketing. Throughout Q3 and the first part of Q4, we had winnowed that down to where we eliminated the lower gross margin business and although you saw a trend down from Q1 to Q4, you will start to see that track back upwards and you'll see margin expansion track alongside it.

Lisa Thompson

Great. A question on Indonesia, have you started booking any revenues there for these new initiatives? If not, when?

Brent Suen

We have not. We're a little bit behind on the local audit there, mostly because of the lockdowns and also, the way that the local audit (inaudible) treated going forward. We expect to launch the micro lending part of the business in Q2 and we are also involved in several strategic initiatives with our partner and several others that we believe will kick in, in Q3 and certainly Q4. We should be expecting some contribution throughout this year.

Lisa Thompson

Great, that's helpful. I'll let somebody else ask questions, thank you.

Operator

We'll go ahead and take our next question from Chris Lacoursiere, please go ahead.

Chris Lacoursiere

Hey guys, amazing transformation of the Company over the past nine months. It's actually mind-blowing. Great job, Tom, and I just want to say thank you to Tom and also Mr. Hartman for their comments and analysis. (Inaudible). My question is, maybe Brent can answer this, on YouTube yesterday, there was a beautiful ad put out by the Company on the acquisition of Rebel AI and the transformation of the culture. Will this (inaudible) actually use the market institutional investors? Is it to get new clients and how are we going to get it out there?

Brent Suen

I'll address just part of the question and then I can let Tom speak to it. I think the main goal behind that is to start to (inaudible) spaces in the Company explaining what it is that we do and how it helps small businesses play on a greater scale and on a level playing field with companies such as Amazon and Walmart and the e-commerce giants that currently account for such a large percentage of e-commerce spending.

As far as the scope of investors that we're targeting, I think it will resonate well with those individual investors, as well as institutional investors. We have quite clearly embarked on an industry that is not well known in terms of people being able to know all that the company names that are in adtech and market space. There are a few clear leaders such as the TradeDesks and Magnite, but there's also probably another 15 to 20 that are publicly traded that have done significantly well, but they're mostly institutional favorites. It would be great for individual investors to hopefully better understand what it is that we're doing and wade through all these buzz words and all the jargon and be able to (inaudible) own and say, oh, I get it, that does make sense. There's a huge need for that and Logiq is addressing it.

Tom, you want to throw in some added parts?

Tom Furukawa

Chris, is your question our go-to-market or customer acquisition strategy?

Chris Lacoursiere

My question is the video and I don't even know if many people saw it. I didn't see it myself until yesterday and it's a beautiful marketing tool the Company put out and it really full circles what you guys are doing, a paradigm change and marketing to small businesses to level the playing field as you said. Getting that video out there, how do we do it?

Brent Suen

We are doing a major marketing push starting today, so you'll see that everywhere. The nice thing about that video, it features a really big customer that—the characteristics of the 500,000 businesses in the U.S. that are struggling, basically being toppled by the top 70%, and it's companies like that that we will be able to reach out to.

The one thing that we haven't talked too much about is we are building—actually, we launched a few things on the Shopify platform and we're starting to see traction there. Shopify, WordPress, big commerce, new commerce, all of these amazing e-commerce platforms where today it's so easy to put a

store online and it brings engaged customers to your online store. That's where it gets tough and that's a problem we're solving for.

The other thing too just to note is between Steve Hartman, myself, and management from Rebel, we have—each of us have over 15 or more years in advertising technology and we all grew up in this industry together and we know a lot of people collectively in this industry and all those type of things in conversations, in text messages (inaudible) are taking place and (inaudible) rollout is really going to be strategic so that we can have good growing customers on the platform and we can continue to bolster our customer support and onboarding so we could have a great experience on our platform and really help these small businesses grow, and that's going to be a key part of our strategy and our investment this year.

Chris Lacoursiere

Great, thank you so much and thank you again, Tom, for taking time to talk to me and comment on my analysis for SeekingAlpha.

Brent Suen

Hey, my pleasure. Thank you for doing that. Thanks, Chris.

Operator

We'll go ahead and take our next question from Tony Forte. Please go ahead.

Tony Forte

Hi. This is for Brent. Can you briefly discuss the significant undervaluation of LGIQ in relation to its peers and do you believe the move to the NEO and eventually to the NYSE will change that?

Brent Suen

Sure. That's something we've obviously been struggling with and certainly aware of for a number of years. I think in any way that you view our valuation, there's a disparity between our valuation and other e-commerce enablers. If you look at the evolution of the business and how the adtech martech platform that Tom and team are building, look at peers in that space who are equally undervalued, speaking to the e-commerce enablers, certainly one of the things that has existed over the years has been depressed gross margins whenever we've gotten in front of institutional investors. There is a critique around our relatively low gross margins, which I believe we've done an excellent job of improving in Q4 of last year and certainly going forward.

I believe, though, that when you start to see institutional investors (inaudible) management start to better understand the three components of the business that have been put together, including Push, DataLogiq, Fixel AI, and now Rebel AI and how they wrap together, and then the target markets that we're going after and why we believe that we will dominate that market, I think that you will see a narrowing of that gap in our favor.

Again, given the market awareness out there, its dependence upon being on an actual exchange, not just (inaudible). I think the NEO listing will be a significant step forward and then again we are intent upon uplisting onto the NYSE later year.

Tony Forte

Well, thank you very much, Brent. Do you believe that the listing on the New York Stock Exchange can be done now within a month or two after this and the NEO?

Brent Suen

That might be a little aggressive. The timeline that they're speaking to us about that is standard is around 10 to 12 weeks all in, from submitting the application, and it could be less. I believe that once you're on track and investors are aware of that, you certainly get more attention.

Operator

It appears we have no further questions at this time. With that, that does conclude our question-and-answer session. I would now like to turn the call back over to Mr. Suen. Please go ahead.

Brent Suen

Thanks, Ali. I'd like to thank everyone for taking the time to join us for our call and if you can take away one thing from the discussion today, I hope it's the understanding of the incredible opportunities ahead of us and our ability to generate value for customers and subsequently shareholders by creating long term sustainable growth. Beyond the numbers, I hope that you can see that we have endeavored to create a culture that is dedicated to doing something of value and creating a strong foundation for growth this year and beyond.

Ali, please go ahead and wrap up the call.

Operator

Thank you. Before we conclude today's call, I'd like to provide the Company's Safe Harbor statement that includes important cautions. Forward-looking statements made during today's call, statements made by Management during today's call contain forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Act of 1934, as amended. These forward-looking statements should not be used to make investment decisions. All statements, other than statements of historical fact, including (inaudible), are forward-looking statements, including statements regarding the ability of Logiq to successfully complete the NEO listing process, the fitness of Logiq's products and services for a particular application or market, the ability to effectively integrate Rebel AI into our business operations, the continued growth of e-commerce segment and the ability of the Company to continue its expansion into that segment, the ability of the Company to attract customers and partners and generate revenues, and the ability of the Company to successfully execute this business plan, the business strategy, plans and objectives of the Company and any other statements of non-historical information.

These forward-looking statements are often identified by the use of forward-looking terminology such as believes, expects or similar expressions and involve known and unknown risks and uncertainties. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, they do involve assumptions, risks and uncertainties, and these expectations may prove to be incorrect. Investors should not place undue reliance on these forward-looking statements or speak only as of the date of this conference call. The Company's actual results could differ materially from these indicated in these forward-looking statements as a result of a variety of factors, including discussed in the Company's (inaudible) reports that are filed with the Securities and Exchange Commission and available on this website at (inaudible).

All forward-looking statements attributable to the companies or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required under the securities laws, the Company does not assume any duty to update these forward-looking statements.

Before we end today's conference, I would like to remind everyone that this call will be available for replay starting later this evening. Please refer to today's press release for dial in replay instructions available via the Company's website at www.Logiq.com. Thank you for joining us today. This concludes today's conference call. You may now disconnect.