

LiveDeal is an online marketplace that connects merchants with consumers.

livedeal.com provides restaurants with a **unique, innovative and easy to use solution** for driving the right amount of traffic, at the right time, to their establishments.

Why Consumers Love Us

- » LiveDeal is a service that informs users where there are **deals happening at the current time (or 'live' deals)**.
- » No prepayment: Consumers never have to pre-pay for deals found on livedeal.com. Users transact with the merchant directly. No more worrying about expiring vouchers or prepayments.
- » Geo-location: LiveDeal uses geo-location technology to locate offers near the user.
- » Easy to use! Users simply find the deal they like, click on 'Continue' and present the voucher at the restaurant to claim their deal.
- » It's dynamic and exciting! Offers found on LiveDeal are all limited-time offers happening at that moment. We never flood Consumers' Inboxes with irrelevant offers.

Why Restaurants Love Us

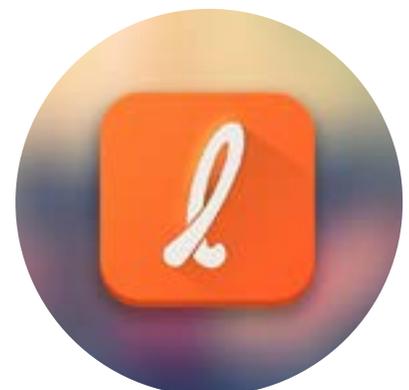
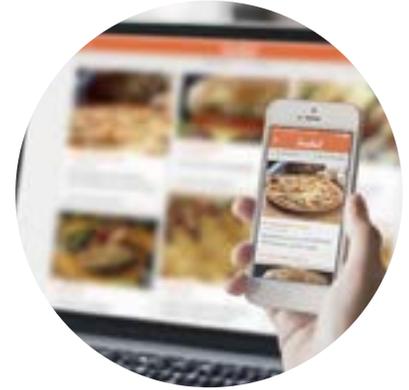
- » Complete flexibility: Restaurants choose when their deals become live and when they appear on livedeal.com. Whether it's Tuesdays from 12-6pm or Thursday and Fridays from 3-9pm, livedeal.com now puts the restaurants in complete control over when they want to run special offers and entice customers.
- » Traffic control: Restaurants control the number of redeemable vouchers available to users on any specific run period. Perfect to attract the right number of customers based on the restaurants' number of reservations, available staff, etc.
- » Direct transactions with the user: since LiveDeal collects no funds from users, Restaurants transact directly with the consumers at the point of sale. Therefore, restaurants don't wait to get paid by LiveDeal.
- » It's 100% free and easy to use! Restaurants don't get squeezed out of their profits. Additionally, since no fees are paid to livedeal.com, restaurants can pass along the savings to consumers.
- » Instant deal publishing: restaurants gain access to an incredibly powerful online deal dashboard where they can create and publish a deal to nearby consumers within two minutes.

Where is LiveDeal? - As of January 2014:

- » San Diego
- » Los Angeles
- » San Francisco
- » **By early 2014:** Houston and further US expansion

The Roll-out

Aggressive expansion plans within major US metropolitan Cities planned for 2014.



The Market

- » Market size and initial target: America's \$660 Billion Dining Industry.
- » Over 1 million restaurants in USA alone.
- » Great initial acceptance! Within weeks of its launch, approx. 1000 of restaurants in San Diego have adopted LiveDeal as their promotion platform of choice.

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The Company

- » LiveDeal, Inc. trades on the NASDAQ Exchange under the symbol 'LIVE'.
- » Offices in Los Angeles, California, San Diego, California and Las Vegas, Nevada.

The Technology

- » Desktop and mobile versions – allows consumers to easily browse, download, and instantly redeem 'live' offers.
- » Deal dashboard enables restaurants to create limited-time offers and publish them immediately.
- » State-of-the-art scheduling technology gives restaurants the freedom to choose the days, times and duration of the offers.
- » Advanced publishing options allows restaurants to manage traffic by setting the number of available vouchers to consumers.
- » Superior geo-location technology allowing multi-location restaurants to segment offers by location.

