

THE DIRECTORY.COM

Shareholder Update
April 20, 2021

Dear Shareholders,

I want to start off by thanking all shareholders for supporting our company. You all have many options when it comes to investing your hard-earned money and I appreciate you giving us a chance to build something great together.

Reporting & SEC Rule Changes

A lot has changed in the past year. The micro-cap market will be experiencing a massive disruption in the coming year which, in my opinion, is a good thing. New changes to securities laws/rules will require all public companies to increase their disclosure either with OTC Markets or with the SEC directly by filing periodic reports. My interpretation of these rules, based on conversations I've had with OTC Markets, leads me to believe that non reporting companies will no longer be publicly quoted sometime this September. There are some 3,500 non reporting companies currently. I would encourage each and every one of you to do your own research on how this could affect your investments in the space. With the changes to the laws now essentially codified, our focus will switch almost exclusively to getting our reporting house in order and getting our filings current to protect the value of our public company. We have not, as of today, determined if we will seek to become current on OTC Markets or if we will file a Form 10 or other document to become an SEC exchange act reporting company. We have, however, begun the task of drafting the documents needed to become reporting on one of those two platforms.

TheDirectory.com

With change comes opportunity. Prior to the onset of the Covid-19 pandemic we identified a gap/opportunity in the local business search market we think TheDirectory.com could fill. The pandemic accelerated this gap as well as the perceived opportunity.

Our new local business search engine will allow local businesses to run their entire company from a single sign-on. They will pay up to 90% less and get much, much more. We expect the new site to be cash flow positive within 60 to 90 days after its launch. Our proprietary algorithm will be geared toward providing the absolute best user experience in the local search space while saving businesses thousands each and every year. We will release additional details as we get closer to the sites launch this July.

To summarize; at this point we're trying to balance these two key objectives and capitalize on the opportunity as soon as possible while protecting our company's public market. Our near-term objectives are;

1-Becoming a reporting company, and;

2-Complete and re-launch TheDirectory.com.

Dates and Updates

We are tentatively setting the launch date for the new search engine TheDirectory.com as July 15th.

We have launched our new corporate website TheDirectory.net to begin providing more transparency to our shareholders. Check the site weekly or sign up for alerts going forward.

We will be making our final decision with regard to reporting on OTC Markets or becoming an exchange act company as soon as possible but no later than May 1st.

Starting Friday April 30th we' will begin providing weekly updates regarding our progress towards achieving our key objectives. We will post these updates each and every Friday after the market closes on our corporate site as well as our social media pages.

We have a lot of work ahead of us but we feel this opportunity is much larger than anything we have been involved with in the past.

Thank you again for your support as a shareholder of our company.

Forward-Looking Statements

Certain statements contained herein are "forward-looking" statements (as defined -- Private Securities Litigation Reform Act of 1995). TheDirectory.com, Inc. cautions that the statements made in this shareholder update constitute forward-looking statements and no guarantees of future performance and actual results or developments may differ materially from projections in forward-looking statements. Forward-looking statements are based on estimates and opinions of management at time the statements are made.

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