

# The News

## THE DIRECTORY.COM

Shareholder Update

May 7th, 2021

Dear Shareholders,

Thanks again you for your support of our Company. Here is our weekly update & summary:

### Reporting

We have made the decision to file to become a reporting Company with OTC Markets. OTC Markets is the premier website for data collection and quoting of emerging company's like TheDirectory.com and we look forward to getting this process completed within the time parameters OTC Markets has laid out. I have been in touch with them as recently as today, we are in good shape regarding the amount of time needed to get everything filed to protect our public Company. I'll continue to release weekly updates as we move the process forward.

### TheDirectory.com

TheDirectory.com development continues to progress. We plan to launch our first vertical shortly followed by the beta version of TheDirectory. Our goal with TheDirectory is really quite simple. Build a local search engine that effectively serves two goals.

The first goal is to help users find high quality local doctors, contractors, nail salons, chiropractors, or other local business. In this category we make it easier to find those top ranked local businesses.

On the business side it's even easier to deliver value as we aggregate the top 5 (and later the top 10) business development tools most local businesses need to grow. And the best part is we give them a single platform to manage these tools and cut the cost by up to 90% than if they purchases the same tools on the open market. Additionally, our members gain access to proprietary vertical data analytics enabling them to make informed business decisions at no additional cost.

It's an exciting time at TheDirectory. Our value proposition is crystal clear. We must execute on the massive opportunity in front of us.

### Stats:

Q. How many small businesses are in the US?

A. 30.2 Million according to the SBA

Q. How many Americans are employed by a small business?

A. 47.5% or nearly half of all working Americans are employed by a small business.

Q. How much money did Google make in 2020 off Internet ads on its search engine?

A. \$146,021,600,000. Which is 80% of 2020 revenue. They actually said they make more than 80% from Search ads so the real number is probably higher. That's over \$400,059,178 each & every day of the year. If we were to hypothetically generate .025 or one quarter of one

percent of the existing search engine advertising business of Google we would generate over \$10 Million a day. That's our goal and that's what were trying to build.

### **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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