Matters discussed in this presentation contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this presentation, the words “designed”, “plan”, "anticipate," "believe," "estimate," "may," "intend," "expect“, "future”, “potential” and similar expressions identify such forward-looking statements. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein, and while expected, there is no guarantee that we will attain the aforementioned anticipated developmental milestones. These forward-looking statements are based largely on the expectations of the Company and are subject to a number of risks and uncertainties. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, product, and distributor performance, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently; and other factors detailed in reports filed by the Company.
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What we learned while re-positioning the company, and what changed

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Channels of Growth
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Next Steps
About CloudCommerce

Who is CloudCommerce and what do we do?
About CloudCommerce

- CloudCommerce (formerly Warp 9) has been e-commerce experts since 1998
- Headquartered in sunny Santa Barbara, CA
- Publicly Traded (OTC: CLWD)
- Company changed their name from Warp 9, Inc. to CloudCommerce, Inc. on August 31, 2015 to better present to the market what we are building
Through our wholly owned subsidiaries, we provide online merchants and leading brands with complete solutions for successfully conducting business with customers anytime anywhere and on any device.

Whether it is selling products or services online or making business processes available on the cloud, we deliver solutions that maximize user experience with real-time integration to enterprise applications. We focus intently on four main areas to deliver exceptional value to our customers:

- Engaging Frontend Design
- Robust Backend Integration
- Effective Digital Marketing & Analytics
- Complete Solutions Management

To better serve our customers and create value for our shareholders, we strategically acquire profitable cloud commerce solutions providers with strong management teams.
About CloudCommerce

History

• We launched one of the first SaaS, Enterprise-class e-commerce systems in 1998 known as the Internet Commerce System (ICS). We maintained this platform along with a sophisticated data center for 14 years. In 2012, we decided to de-commission our system/datacenter and focus on our expert professional services on the Magento platform.

• We service both B2C and B2B merchants, with expertise in design, system architecture, development, mobile commerce, cyber security, hosting, digital marketing.

• Leading Mobile experts building Fortune 500 mobile site leveraging the Moovweb mobile technology. We built and maintained the mobile sites for companies such as Macys, Bloomingdales, Belk, Movado, Jared and Kay Jewelers, etc.
Warp 9 became the largest Moovweb development partner, building and maintaining some of the largest mobile sites in the world. Belk, Movado, John Deere, Under Armour, Karen Millen, Panasonic, to name a few more…
Some Of Our Customers
Some Of Our Customers
Andrew Van Noy has been the CEO of the Company since 2012. He was the Vice President of Sales and Marketing of the Company from 2011 to 2012 and Executive Vice President of the Company from 2012 to 2013. Mr. Van Noy came to the Company with experience in the private equity and investment banking industry, where he served from 2006 to 2008 as Director of Velocity of Money, a boutique real estate Private Equity firm, and managed over $300 million of transactions at Morgan Stanley’s global banking headquarters in Salt Lake City, Utah. From 2009 to 2011, Mr. Van Noy served as the Vice President of Sales and Marketing for Page Transformer, a company which provided web and software development for iPad, iPhone, and Android devices. Mr. Van Noy received a Bachelor of Science degree in Sociology from Brigham Young University.
Gregory Boden has been Chief Financial Officer of the Company since 2012. Prior to that, Mr. Boden served as an independent contractor assisting the Company in accounting and financial reporting matters. In addition to his position as Chief Financial Officer, Mr. Boden is the President of Bountiful Capital, LLC, a Santa Barbara based private investment company. Prior to joining the Company, from 2006 to 2009, Mr. Boden worked in public accounting in the audit practice of KPMG, LLP, after which, from 2009 to 2010, he managed the franchise accounting, treasury and cash application departments of Select Staffing, a nationwide staffing company. Mr. Boden received a Bachelor of Arts degree in Asian studies from Brigham Young University, and a Master of Science degree in accountancy from the University of Denver. He is also a licensed CPA in the state of California.
Zachary Bartlett has been the Vice President of the Company since July 2012. Prior to joining the Company, Mr. Bartlett was the Creative Director of Crowbar Studios, Inc., a graphic design and web development firm he founded in 2008. From 2004 to 2008, he held the position of Art and Brand consultant at Demon International, a snowboard accessories company. In 2009, Mr. Bartlett was one of the founders of Page Transformer, Inc., a company that provided web and software development for iPad, iPhone, and Android devices. Mr. Bartlett received his Bachelor of Fine Arts degree in graphic design from Brigham Young University.
Ryan Shields, co-founded Indaba in October 2010 and was its chief executive officer from its inception until Indaba’s merger with the Merger Sub at which time he was appointed as the chief executive officer of IGI. Mr. Shields brings experience in global payments, telecommunications, hospitality, fast moving consumer goods, and digital marketing, through his work at companies including VISA (UK) where he was a business analyst from 1999 to 2002, NTT/VERIO (UK) (from 2002 to 2004), Chez Bean Restaurant Group (South Africa) where he was the president from 2005 to 2007), and Moodia (UK) where he was the vice president of business development from 2006 to 2009. From January 2009 until co-founding Indaba, Mr. Shields was an independent business development consultant to various digital companies. Mr. Shields received a Bachelor of Business Administration degree from the University of South Africa in 2001. He also received a diploma in management accounting and finance from The Business School of South Africa in 2006.
Blake Gindi, co-founded Indaba in October 2010 and was its director of eCommerce from inception until January 2014, and its chief technology officer from January 2014 until Indaba’s merger with the Merger Sub at which time he was appointed as the chief technology officer of IGI. Prior to co-founding Indaba, from 2006 to 2011, Mr. Gindi worked as an independent consultant to several agencies and merchants providing eCommerce and creative expertise in the areas of web development, project management, branding and advertising, graphic design, and search engine marketing solutions. Mr. Gindi received his Bachelor of Fine Arts degree in graphic design from Colorado State University in 2006 and his Associates of Applied Science degree in web design and interactive media from the Art Institute of Colorado in 2008.
What we learned while re-positioning the company, and what changed

Re-Positioning
Good Bye Proprietary Perl Platform, Hello Open Source!

• After 14 years of building and maintaining our own proprietary e-commerce system, we could not keep patching code with duct tape and maintain the quality of service as was necessary for our Enterprise customers.

• Our software was no longer compatible with the newest hardware/software that would enable performance enhancements

• Experienced Perl developers were becoming increasingly more difficult and expensive to find and retain.

• It would be extremely expensive to re-build a new system and take years to complete.
Focus On Your Strengths

• After 14 years of building, maintaining, and growing the sites for successful online merchants, we had built a quality team of experts in strategy, design, development, mobile, digital marketing, hosting, etc.

• We decided to focus on a platform that would allow us to leverage our professional service execution expertise, rather than on core platform maintenance. Magento was an up and coming open-source platform that had a massive developer pool and backing.

• We then spent 2 years migrating our legacy customers off of our proprietary platform and onto the Magento platform.

• Concurrently, we built the first and largest mobile solutions contract team for Moovweb, a leading mobile technology company. Utilizing the Moovweb technology, we gained valuable insight and expertise in the strategy, development and maintenance of Fortune 500 mobile sites. We have since leveraged that expertise within Magento by building our own WarpMobile Magento solution.

• Once we successfully migrated our last legacy customer onto Magento, our operating company has focused on building and managing powerful Magento desktop and mobile commerce stores, in addition to adding powerful cyber security products for the Magento industry.
Becoming a Super-Competitor

What are we trying to build? What are we trying to achieve? What is our purpose?
Conditions For Building A Super-Competitor are Ideal

- You as a founder are very aware that it is not easy to build a strong $5-20M company that is fueled by organic growth alone. There is stress, stress and more stress. Organically finding, hiring and maintaining strong employees is expensive and can be time consuming.

- Building a portfolio of strong, well-paying customers also takes a lot of work and effort, over a prolonged period of time.

- By the time you have spent the years to organically build your company to roughly $5-20M, there are most likely dozens of other companies in the same space, that offer the same services and are about the same size. They each have their strengths and weaknesses, but are limited to expand offerings or expertise due to the limited capital resources accessible to them.

- This creates a very fragmented environment where there are almost too many providers for customers to choose from, and sometimes not a clear enough competitive advantage between options, other than perhaps price or alleged procedural advantages.

- Due to the fact that there are many similar providers, there is rarely a clear exit strategy for founders who have sacrificed a ton to get where they are.
What Are We Trying To Build?

Highly Focused Group of Companies

Strategically assembling companies together that have complimentary services or technologies can provide great value to customers and greater revenue potential for the overall company.

Accelerate Past Competitors Due To Scale

Due to the fact that most $2-20M companies don’t have a lot of excess capital to invest in rapid growth by building new technologies, adding new services, etc., highly targeted growth through acquisitions can provide the services or technologies to customers that may not be possible through organic growth, and can quickly differentiate themselves from other competitors.

Strategic Partners Who Can Help Guide Future Growth

Our publicly-traded vehicle offer founders a chance to grow their wealth by multiples due to the unlimited upside potential of our publicly traded stock. Additionally, Founders can continue to directly impact the overall company value by contributing to the growth of the company through organic revenue and acquisitions.

A Vehicle For Founders to Create Wealth, Have Liquidity, And Be Apart of Growing The Company Into the Future

It is important that as we break into other platforms, that we have a partner who understands the industry, market, and how we can grow faster by adding additional service providers and technologies. We want to rely on these partners to help us grow through future acquisitions.
What Are We Trying To Achieve? Who Are We Trying To Become?

- Our goal is to execute on our growth-through-acquisition strategy to become the leading cloud commerce solutions provider by assembling a group of cloud commerce solutions experts and technologies that will offer maximum value for our customers, employees and shareholders.

- We believe that by bringing the technology together with providers on different platforms and technologies (Hybris, Oracle, Magento, Demandware, Personalization technology, Cyber Security technology, etc), we can capture large marketshare in the cloud commerce space.

- We believe that by combining the products/strengths of these teams, we can offer valuable solutions to the market that cannot currently be found individually.

- Our goal is to acquire 2-3 companies a year for the next 3-4 years

- Our plan is to list on a national exchange (e.g. NASDAQ or NYSE MKT) in the next 12-24 months
What sub-sectors of the digital commerce industry are we trying to target?
The Field Is White Already to Harvest…

There are many sectors within the cloud commerce industry that could be targeted in our acquisition strategy. We don’t want to grow too fast, that the growth cannot be sustained, but the following are examples of the possible acquisition sectors that we may target:

- E-commerce (Hybris, Magento, Demandware, Oracle, etc.) Roll-Ups within each platform could be highly likely
- Content Management (Drupal, Sitecore, EpiServer, etc) Roll-Ups within each platform could be highly likely
- Digital Marketing
- SaaS technologies that fit within the strategy such as:
  - Personalization
  - Visual Commerce
  - Conversion
  - Security
  - Data/Analytics
  - Etc.
Profile of Target Firm

- Who do we want to partner with and what do they look like?
What does the Target firm look like?

1. **Revenue**
   - We seek profitable companies with revenue in the range of $5M-$20M.

2. **EBITDA**
   - Ideally, our Target Firms will have an EBITDA of approximately 20%. Depending on the specific advantages of that firm, the EBITDA could vary.

3. **Growth Rate**
   - We like to see companies that are organically growing at a 30-40% annual growth rate.

4. **Leadership**
   - We are looking for strong visionaries and leaders who aren’t looking to exit through the transaction, but are willing to continue to help build the company for at least 3-5 years post-transaction.

5. **Culture**
   - We like to see companies that maintain a great work culture which creates an environment for quality employees to flourish, stay motivated, and be retained.

6. **Strategic Advantages**
   - Does your company have technology that is valuable, or do you have strategic services that give your company industry credibility and advantages?
After flying around the country and meeting with dozens of CEO’s, CloudCommerce decided that the Indaba Group, out of Denver, Colorado was the right company to acquire as our first step along the path to building a super-competitor. Highlights of this deal include:

- Announced June 30, 2015
- Anticipated closing date End of September
- Strong Executive team

- Over 30% growth
- Strong customer base
- High recurring revenues
- Shared vision of the future
Post Acquisition

Once the dust settles, how will the companies interact and what will the expectations be?
Our strategies on how we will assemble this group of companies may vary depending on the companies we are targeting. Depending on the situation a few scenarios may apply:

<table>
<thead>
<tr>
<th>Wholly-Owned Subsidiary</th>
<th>Foundational Roll-Up Entity</th>
<th>Consolidated into an existing company</th>
</tr>
</thead>
<tbody>
<tr>
<td>We see the value of maintaining your brand but don’t integrate the business into an existing unit</td>
<td>There may be opportunities to consolidate subsequent acquisitions under your brand and operations when it makes sense (i.e. same platform-Drupal)</td>
<td>There may be times when it makes sense to consolidate brands into a single entity</td>
</tr>
<tr>
<td>They can keep the same pre-transaction leadership team in place. The CEO of this company would report to the Corporate CEO</td>
<td>This leadership team may end up running multiple companies that are consolidated within that brand</td>
<td>We would collectively explore leadership changes that make sense for the overall company</td>
</tr>
<tr>
<td>There may be organizational efficiencies obtained for non-revenue generated functional such as corporate accounting, Payroll, HR, Etc.</td>
<td>This could lead to organizational and production efficiencies and cost savings</td>
<td>This would add more value to customers and could result in cost savings</td>
</tr>
</tbody>
</table>
Let’s arrange a call to discuss how your company can fit into this vision