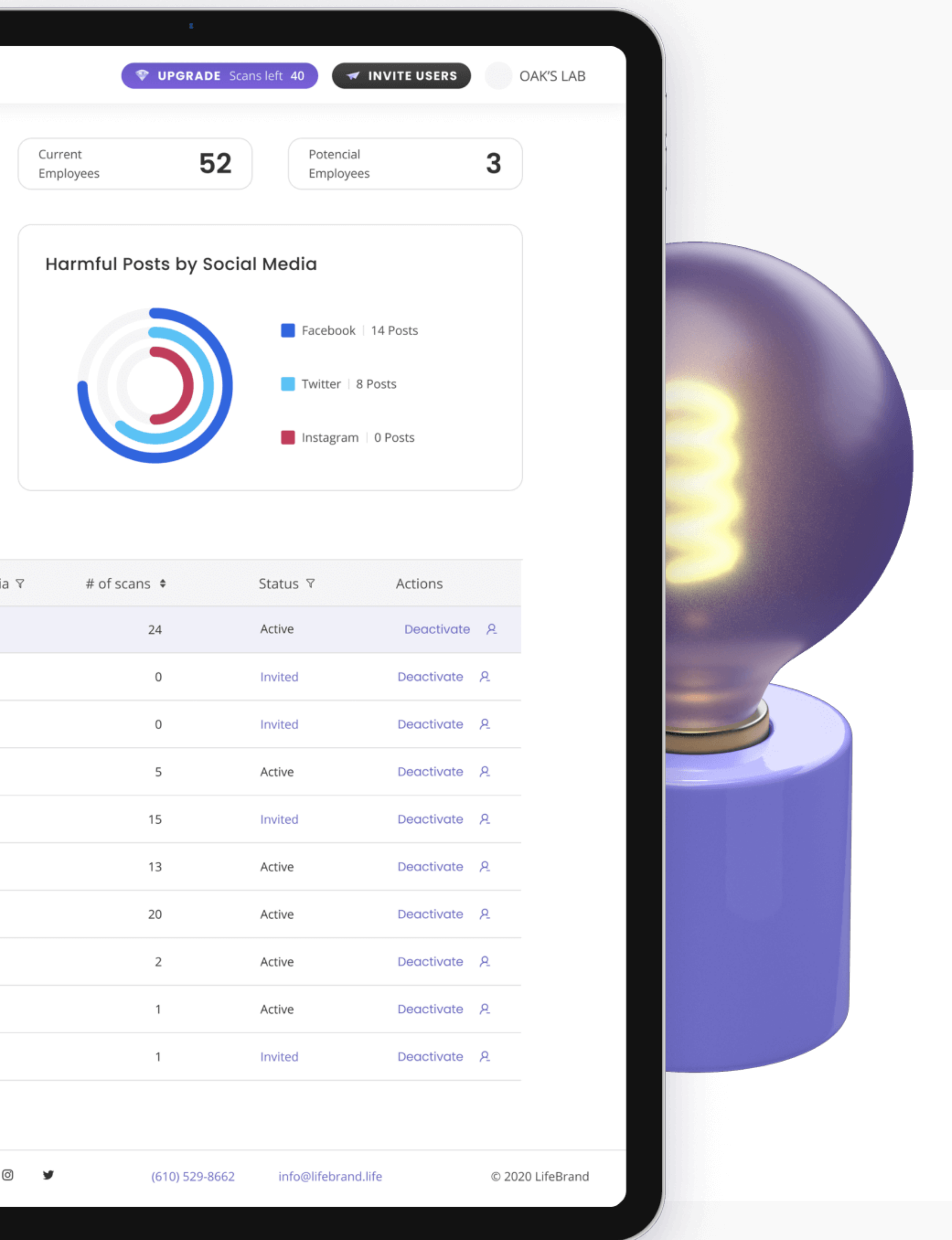## What is LifeBrand?

LifeBrand is the world leader in Social Media Education, Protection, and Risk Mitigation. Our AI-based technology allows both individuals and businesses to conduct social media health checks that will flag potentially harmful posts. Once detected the posts can be deleted permanently in a safe and secure manner. The goal of LifeBrand is to ensure the brand image of both the individual and the company they work for is free of potentially harmful social media content today and in the future. Our software can be deployed as a benefit for existing employees or as a pre-employment tool for new hires.

Social Media Posts Live Forever

An epidemic of damaging and regretful social media content is here. The content often goes forgotten until it harms the user and potentially their employer.

Social media posts that were acceptable years ago are now damaging reputations, careers, and brands.

Benefits of Using our Software

- ✅ **Provides employees with a quick and efficient tool to clean up and monitor their social media presence and personal brand.**

- ✅ **Promotes diversity and inclusion while helping employees avoid potential uncomfortable workplace situations.**

- ✅ **A new level of risk mitigation for the company's brand image and that of their employees.**

- ✅ **Protects the employee and employers current and future earning potential.**

- ✅ **Saves your company money on manual social media screening, potential lawsuits, and more.**

B2B Solution

We offer businesses a fully FCRA and EEOC compliant AI-based technology used as a pre-employment tool or as an employee benefit for new hires and current employees.
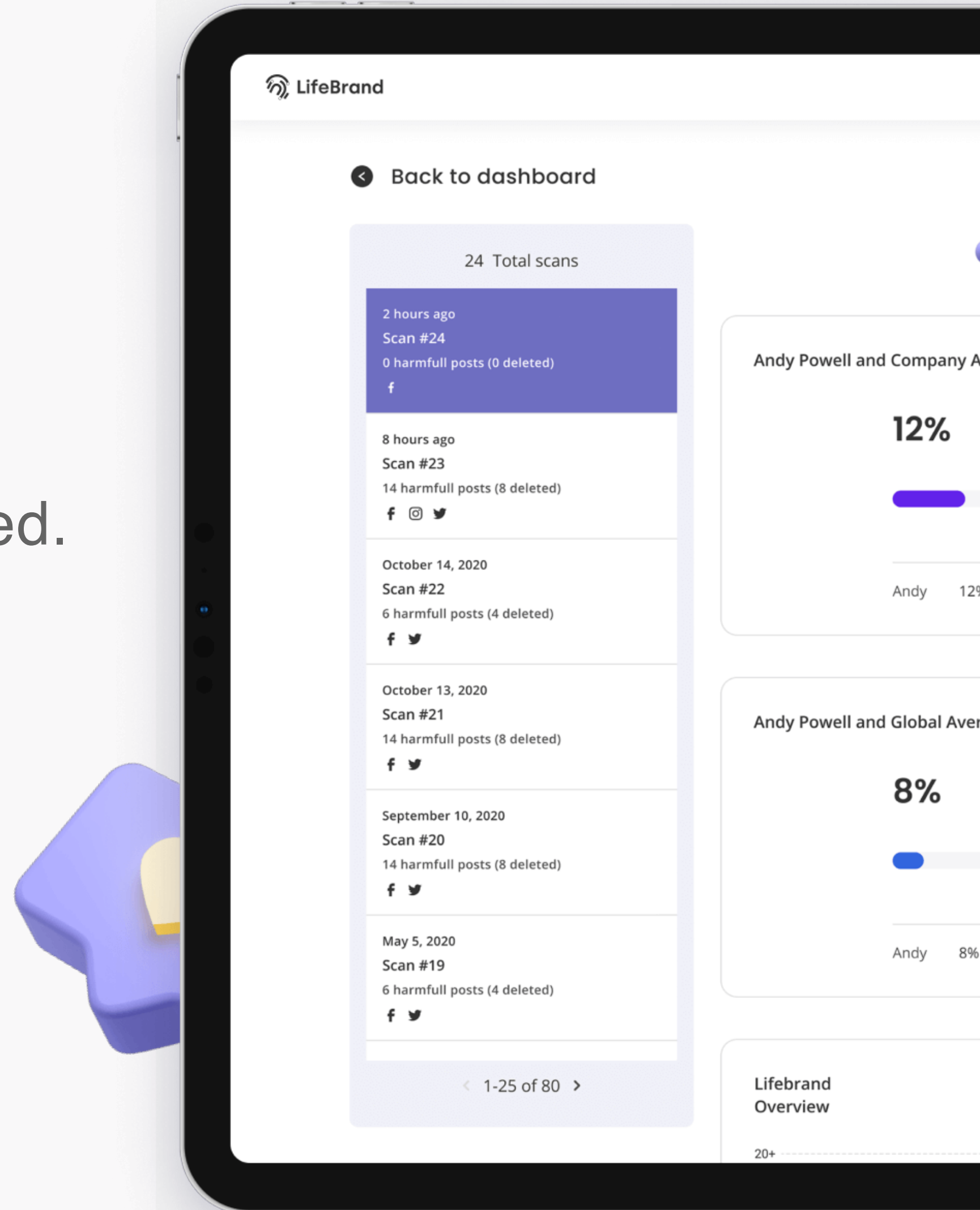
✅ **One time & recurring scans**

Performing one-time or recurring social media scans for candidates and current employees ensures that the company's reputation and online presence won't be tarnished.

✅ **Secure Invitations**

LifeBrand creates a secure link for each invitation that doesn't store any social media content. This ensures that users' personal data is protected.
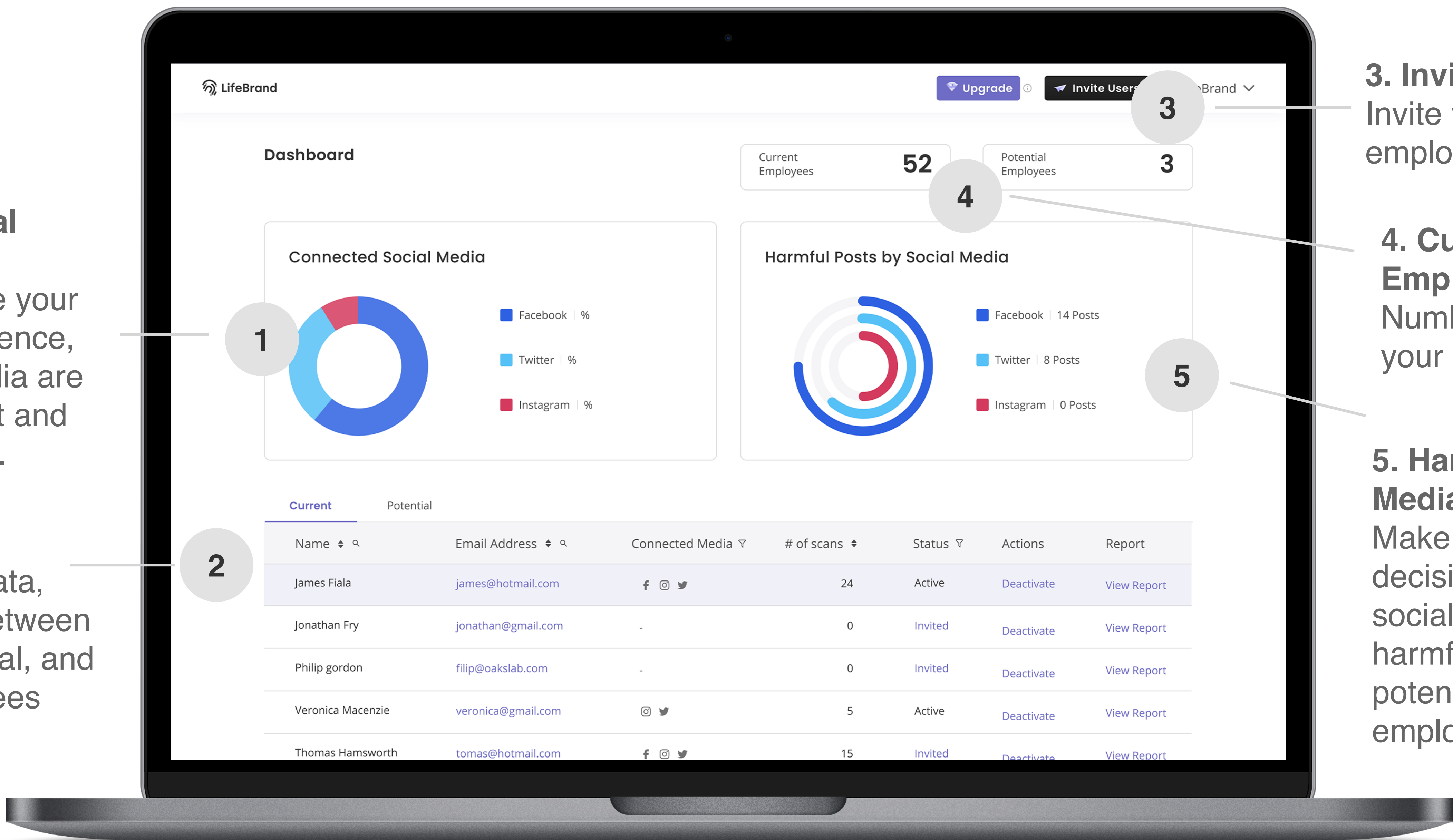
✅ **Optional Reporting**

Users have the option to forward a summary of their results to their current or potential employers; employer summaries do not include protected class information, to remain in compliance with FCRA and EEOC standards.

1. Connected Social Media
In order to strategize your online branded presence, see what social media are used by your current and potential employees.

2. Table Overview
See all the critical data, manage and filter between your current, potential, and deactivated employees with the table.

3. Invite Users
Invite your current or potential employees.

4. Current & Potential Employees
Number of employees in your database table.

5. Harmful Posts by Social Media
Make better online presence decisions by knowing which social media are affected by harmful posts from your potential and current employees.
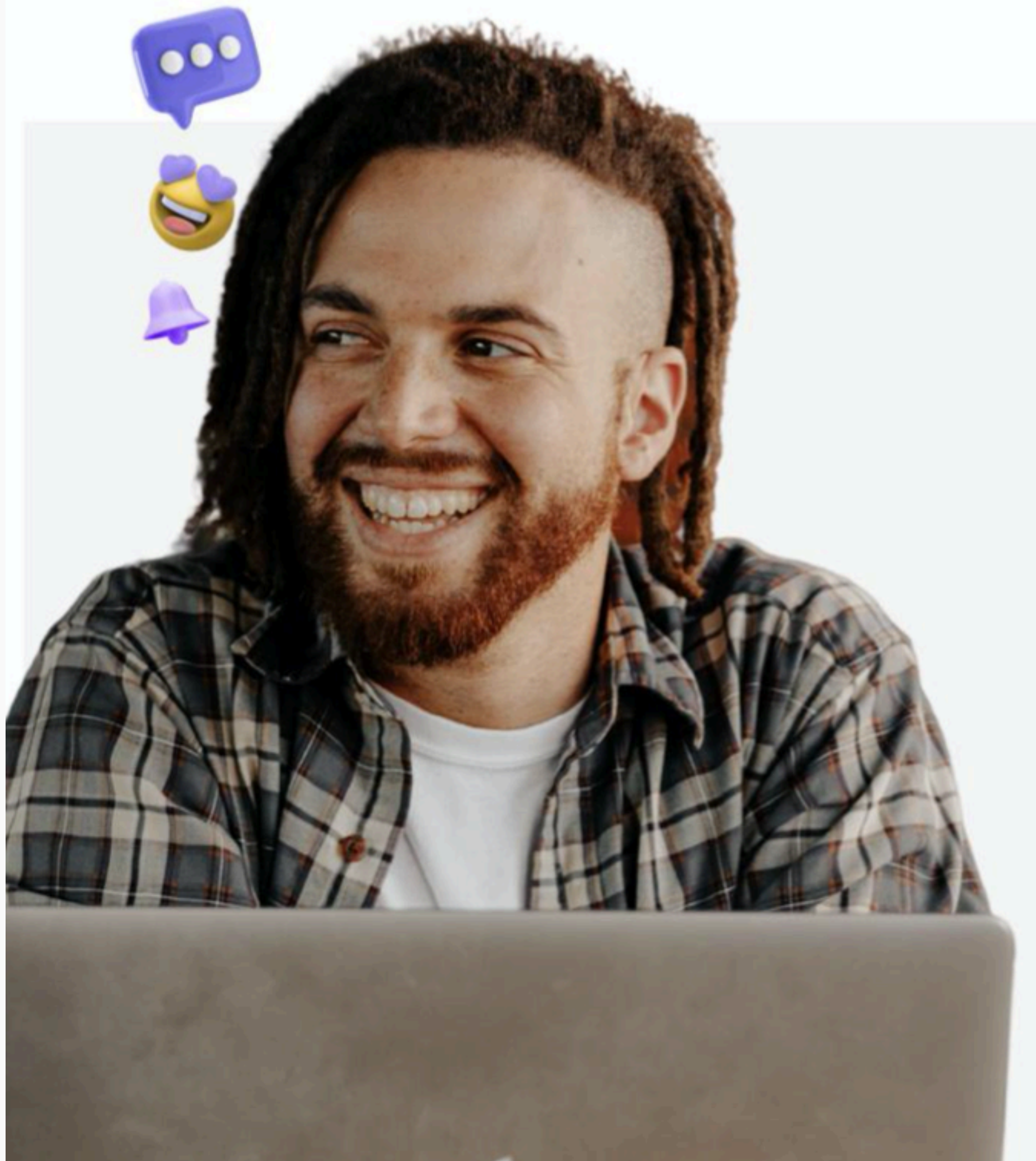
Steps on How to Use the Platform

1. User connects all social media accounts they would like to scan.

2. AI-based technology scans user's social media accounts and identifies potentially harmful posts.

3. User decides which posts to delete and receives a confirmation report when the scrub is complete.

4. User has the option to send the report to potential or current employer as proof of their clean social media.

KMRD PARTNERS x LifeBrand®

You chose the risk management solutions, now choose the best in Social Media Brand Protection!

RECEIVE A 10% DISCOUNT WHEN YOU USE COUPON CODE "KMRD10" AT CHECKOUT

WHAT IS LIFEBRAND?

LifeBrand is the world leader in Social Media Detection, Prevention, and Education. Our AI-based technology allows both individuals and businesses to scan their own social media accounts from inception identifying potentially harmful posts. Flagged posts can be ignored or deleted permanently in a safe and secure manner by the individual. LifeBrand's goal is to ensure the best brand image for individuals and their company. Our technology can be deployed as a benefit for existing employees or as a pre-employment vetting tool for new hires.