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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**Form 8-K**

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**CURRENT REPORT**  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

**Date of Report (Date of Earliest Event Reported): August 28, 2017**

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**Professional Diversity Network, Inc.**

(Exact Name of Registrant as Specified in its Charter)

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**Delaware**

(State of other Jurisdiction of  
Incorporation)

**001-35824**

(Commission File Number)

**80-0900177**

(IRS Employer Identification  
Number)

**801 W. Adams Street, Sixth Floor, Chicago, Illinois**

(Address of Principal Executive Offices)

**60607**

(Zip Code)

Registrant's telephone number, including area code: **(312) 614-0950**

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(Former name or former address if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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## Item 7.01 Regulation FD Disclosure

Attached as Exhibit 99.1 to this Current Report on Form 8-K and incorporated into this Item 7.01 by reference is an investor presentation that will be used by Professional Diversity Network, Inc. (the “Company”) in making presentations to certain existing and potential stockholders of the Company beginning August 29, 2017.

The information contained in this Current Report on Form 8-K and Exhibit 99.1 attached hereto is being furnished pursuant to Item 7.01 and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise be subject to the liabilities of that section, nor shall it be deemed to be incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by reference in such filing.

## Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit  
Number

Description

99.1	Investor Presentation Dated August 28, 2017
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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 28, 2017

**PROFESSIONAL DIVERSITY NETWORK,  
INC.**

By: /s/ Christopher Wesser

Christopher Wesser  
Executive Vice President and Secretary

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PROFESSIONAL DIVERSITY NETWORK, INC.

August 25, 2017  
[www.ipdnusa.com](http://www.ipdnusa.com) | USA  
[www.ipdchina.com](http://www.ipdchina.com) | CHINA

NASDAQ:IPDN

Shares O/S

3.936MM

# SAFE HARBOR

## Notice Regarding Forward Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements regarding Professional Diversity Network's ("PDN" or the "Company") expected future financial position, results of operations, cash flows, business strategy, budgets, projected costs, capital expenditures, products, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include the words such as "expects," "reaffirms" "intends," "anticipates," "plans," "believes," "seeks," "estimates," "optimistic," or variations of such words and similar expressions, are forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in the Company's preliminary prospectus and filings with the Securities and Exchange Commission (the "SEC"). Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. These risk factors are listed from time to time in PDN's SEC filings, including but not limited to its Annual Report on Form 10-K filed on March 31, 2017. PDN does not assume any obligation to publicly update or revise any forward-looking statements for any reason.

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PDN USA OVERVIEW

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# PDN DIVERSITY RECRUITMENT

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## WHO WE ARE

Professional Diversity Network is the nation's leading, single-source diversity online recruitment company.

- 8 affinity sites dedicated to connecting recruiters with diverse talent
- 30+ membership based diversity partners
- Approximately 500,000 monthly job seeker visits
- 5000+ daily inbound job seeker callers
- 19 national diversity career events
- Worked with 67% of Fortune 500's diversity efforts

## WHAT WE DO

- Increase diverse candidate flow
- Source and qualify interested candidates
- Lower cost per hire (CPH)
- Provide culturally relevant outreach and branding



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# STRATEGIC PARTNERSHIPS

Over 30 Diversity Organizations, Not-for-Profit and Media Partners

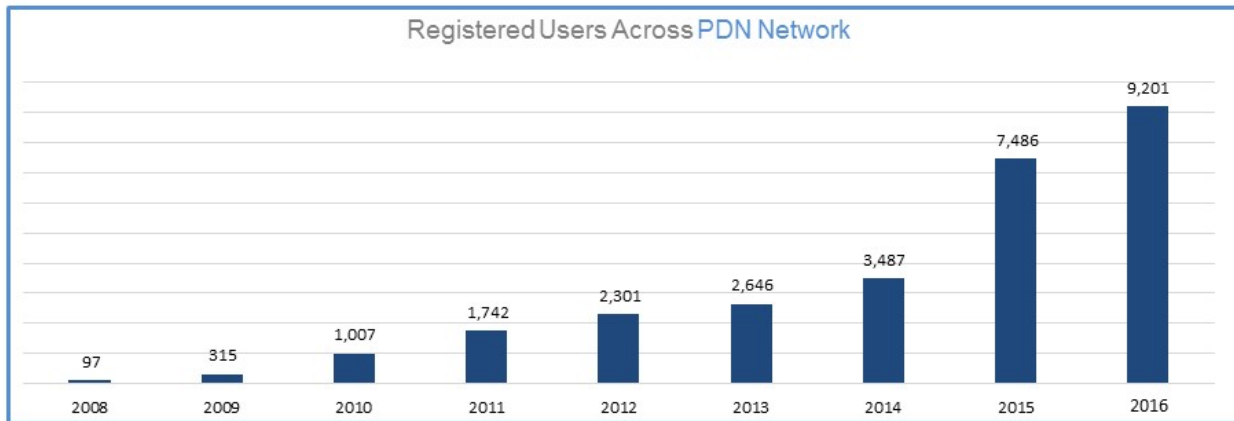


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# PDN REGISTERED USER GROWTH

CONSISTENT GROWTH = PLATFORM ADOPTION



1. Year ending December 31<sup>st</sup> of each year
2. Does not include NAPW membership
3. Partner membership included beginning 2013

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## PDN WOMEN'S NETWORKING

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## MARKET OPPORTUNITY

- **WOMEN AT WORK**

The Number Of Working Women In The US has Doubled Since 1970

from 32MM to **73MM**

- **WORKFORCE INCREASE**

**47%** of **Workforce** are Women

- **FROM 2010 TO 2020**

The number of Women in the Civilian Labor Force is projected to increase by:

**7.4%** or **5.3mm**

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# MARKET OPPORTUNITY

- US CONSUMER SPENDING

Women control **80%** in the US

“One huge, affluent segment wields more spending clout than any other: **Baby-Boomer Women**. With successful careers, investments made during the “Boom” years, and inheritances from parents or husbands, they are more financially empowered than any previous **Generation Of Women**”

—Mary Brown, Carol Orsborn, Ph.D., Marketing To The Ultimate Power Consumer—  
the Baby-Boomer Woman

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# NATIONAL ASSOCIATION OF PROFESSIONAL WOMEN



45% ARE  
MANAGERS OR  
EXECUTIVES



75% ARE  
HOMEOWNERS

90%  
ATTENDED  
COLLEGE or  
UNIVERSITY

60%  
EARN  
\$75K - \$150K  
PER YEAR

60%  
BETWEEN  
THE AGES OF  
31 - 55

40%  
ARE  
BUSINESS  
OWNERS



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## IN REVIEW

**20,000**  
NEW MEMBERS  
20,000 RENEWED MEMBERS  
WITH OVER 150 LOCAL CHAPTERS

## MEDIA APPEARANCES

**92 million**  
TOTAL AUDIENCE

<b>20</b> TELEVISION appearances reaching 6,859,000 viewers	<b>6</b> PRINT placements reaching 82,870,000 readers	<b>14</b> RADIO interviews reaching 1,995,000 listeners
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**23** NAPW eChapter\*  
**23,015** OPT-IN MEMBERS  
\*January - December 2016 13 new discussions, 8 renews

**176** DISCUSSIONS  
**23** POLLS & SURVEYS  
**12,081** RESPONSES  
**88** PANELISTS

**1,400**  
LOCAL CHAPTER EVENTS

**11** POWER NETWORKING EVENTS  
**1,380** ATTENDEES

**74%\***  
OVERALL GROWTH

## PUBLICATIONS

Weekly and bi-monthly blog posts, and digital content to educate, inform and inspire our members

<b>176</b> PUBLISHED BLOGS	<b>54</b> STAR'S CORNER	<b>17</b> PRESIDENT SPOTLIGHTS	<b>17</b> FEATURE STORIES	<b>16</b> MEMBER SPOTLIGHTS
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## OVERALL GROWTH

**271,838** **151,000**  
Star Jones and NAPW Total Followers  
\* for the period January 2016 - December 2016

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### **PDN Employer Solutions Expand Subscription Based Service**

- Expansion Of Licenses Deployed
- Grow Services Within Existing Licenses
- Increase Recruiter License Awareness
- Offering New Pay Per Applicant Service: HourlyHires.com

### **PDN Career Consultations Expand Capacity to capitalize on Market Opportunities**

- Accelerate New Job Seeker Consultations
- Leverage Scale To Increase Profitability

### **NAPW**

#### **Drive Retention**

- Member Engagement Initiatives (Gamification), Optimize Product Offerings Based on Market Research, Targeted Networking Events, Partnerships

#### **Build Data Driven Engagement “Ecosystem”**

- Seamless Digital and F2F Engagement and Interaction, Robust Content, Leveled Learning

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## CHINA OPERATIONS

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# 2017 INITIATIVES

- Professional Networking Expansion in China (IAW)
- Education and Training in China and USA
- International Education for Chinese Students (AETSI)

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# MARKET PERSPECTIVE

## **One out of every five women on the planet is a Chinese woman**

The population of mainland China in 2016 reached 1,382,710,000, with 48.79% of the population being female. Chinese women rank number one in terms of employment rate and in technology. Chinese women represent 73% of the workforce, which is more than most other developed countries. To a large extent, this is due to China's commitment to gender equality.

## **Women control the purse strings**

Female entrepreneurs account for 55% of the Chinese market  
Women manage 38% of the businesses activities that generate 50% of the total government revenue and 50% of total revenue in macro-business structures  
Women manage 75% of household consumption in China

**“WOMEN REALLY DO HOLD UP HALF THE SKY”**

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# 2017 LAUNCH ACTIVITIES

## Shanghai



**Shanghai** is the undisputed largest and wealthiest city in China. With a name synonymous with world trade, Shanghai has the largest and busiest port in terms of containers and cargo tonnage, a grand business district, two large airports, the world's fastest train and a network of elevated highways.  
**Location:** The Yangtze Delta, Central East China  
**Urban population:** 22 million  
**GDP per capita:** \$14k

## Beijing



**Beijing** is China's capital. It is a political, educational, and cultural center, with light industries (science, technology and research) dominating over mass manufacturing. Beijing has the world's largest airport.  
**Location:** The Yangtze Delta, Central East China  
**Urban population:** 22 million  
**GDP per capita:** \$14k

## Guangzhou



**Guangzhou** (Canton) is a mighty manufacturing base, drawing millions from the countryside to work in its factories. Vast quantities of clothing, electronics, plastic goods, and toys are shipped from Guangzhou all over the world.  
**Location:** The Pearl River Delta, Southeast China  
**Urban population:** 11 million  
**GDP per capita:** \$19k

## Shenzhen



**Shenzhen** is located in between Guangzhou and Hong Kong. *Shenzhen has China's second tallest building.* It is a huge manufacturing center that sprung up overnight. Feeding off the success of its neighbors, it is ranked fourth in China for industrial output.  
**Location:** The Pearl River Delta, Southeast China  
**Urban population:** 10 million  
**GDP per capita:** \$22k

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## SUMMARY CAPITALIZATION TABLE

	Shares outstanding	%
Common Stock	3,936,399	88.9%
Stock options*	304,064	6.9%
Warrants to purchase common stock**	170,314	3.8%
Restricted stock units	15,544	0.4%
Unvested restricted stock	2,778	0.1%
Fully Dilluted Shares Outstanding	4,429,099	100.0%

\*Weighted average exercise price \$10.61.

\*\* Weighted average exercise price of \$32.44 per share.

Data As of June 30, 2017

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## BALANCE SHEET

**June 30, 2017**

Cash and cash equivalents	\$4,951,849
Other Current Assets	<u>3,176,092</u>
Total current assets	8,127,941
Non-current Assets	<u>19,397,927</u>
Total assets	<u>\$27,525,868</u>
Total current liabilities	\$7,800,899
Non-current liabilities	<u>2,717,988</u>
Total liabilities	10,518,887
Total stockholders' equity	<u>17,006,981</u>
Total liabilities and stockholders' equity	<u>\$27,525,868</u>

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## FOR FURTHER INFORMATION

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Executive Chairman of the Board  
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Chris Wesser  
Executive Vice President & Secretary  
(516) 659-8560

Jason Assad  
Investor Relations  
(678)-570-6791

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