

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

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

Date of Report (Date of earliest event reported): November 24, 2021

PROFESSIONAL DIVERSITY NETWORK, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-35824
(Commission
File Number)

80-0900177
(I.R.S. Employer
Identification No.)

55 E. Monroe Street, Suite 2120, Chicago, Illinois 60603
(Address of principal executive offices)

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

N/A

(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 (see General Instruction A.2. below):

- 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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$.01 par value	IPDN	The NASDAQ Stock Market LLC

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.

Item 8.01. Other Events

On November 24, 2021, the Company gave a presentation to a group of investors in a non-deal roadshow. A copy of the presentation is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

- 99.1 [Presentation, dated November 24, 2021.](#)
- 104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

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.

Professional Diversity Network, Inc.

Date: November 24, 2021

/s/ Adam He

Adam He, Chief Executive Officer



SAFE HARBOR STATEMENT

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 ("IPDN" 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 IPDN's SEC filings, including but not limited to its most recently filed Form 10-K and Form 10-Q. IPDN does not assume any obligation to publicly update or revise any forward-looking statements for any reason.

ABOUT IPDN

Professional Diversity Network, Inc. (NASDAQ: IPDN) is a global developer and operator of online and in-person networks that provides access to networking, training, educational and employment opportunities for diverse professionals. We operate several other business units in the United States including the International Association of Women (IAW), which is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions, and RemoteMore USA, an online platform specialized in remote-hiring of developers. Through an online employee recruitment platform that leverages our affinity groups, we provide our employer clients a means to identify and acquire diverse talent and assist them with their efforts to comply with the Equal Employment Opportunity Office of Federal Contract Compliance Program. Our mission is to utilize the collective strength of our affiliate companies, members, partners and unique proprietary platform to be the standard in business diversity recruiting, networking and professional development for women, minorities, veterans, LGBTQ and disabled persons globally.

IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.



IPDN USA OVERVIEW

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PROFESSIONAL DIVERSITY NETWORK, INC.



PDN DIVERSITY RECRUITMENT

IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.

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



WHO WE ARE

- 8 affinity sites dedicated to connecting recruiters with diverse talent
- 20+ membership based diversity partners including NAACP, National Urban League, TechLatino.
- 15+ 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



IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.

PDN SERVICES



ENTERPRISE

Macro Solution

Increase your candidate flow while **enhancing your Diversity brand** in an automated manner.



PDN RECRUITS

Micro Solution

Hyper targeted and **screened candidates** for 1-15 jobs at a **time** for 30 day periods.



COMPLIANCE

OFCCP

Companies seeking to comply with the **OFCCP** and EEO regulations.



EVENTS

Career Fair

Meet face-to-face with diverse candidates at our **Local, National and Virtual Career Fairs**.



PLACEMENT

Executive Search

Pay per Hire solution for **Senior Level Talent**.



EVENT RESUME DATABASE PORTAL

Access to a marketplace of educated and experienced **diverse professionals** for recruiters.

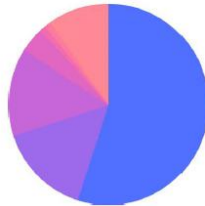
IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.

PDN 2021 VIRTUL EVENT STATS

Starting 2020, we shifted our career events from in-person to virtual (available since 2014) due to the pandemics and have seen great success with increased job seeker registration rate and employer client satisfaction rate. In 2022, we plan to offer a hybrid of in-person and virtual job fair to our clients.

Source: 2021 PDN Event Demographics



55% African American 15% Caucasian 14% Hispanic 4% Other
1% American Indian 1% Arab 10% Asian



49% 4-year degree 26% Master's
22% 2-year degree 3% PhD



IPDN

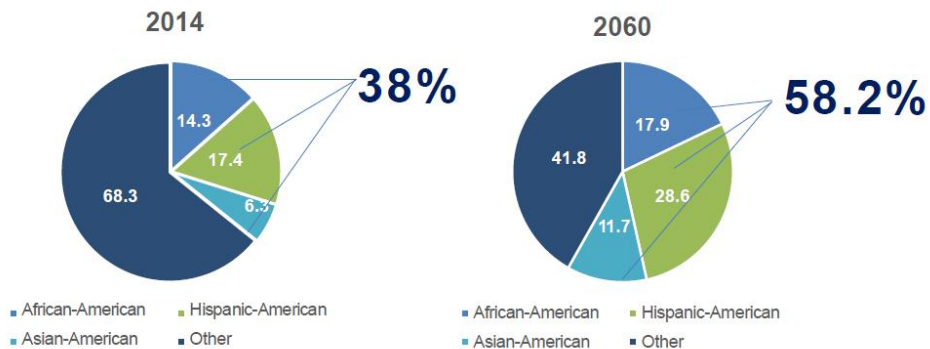
PROFESSIONAL DIVERSITY NETWORK, INC.

STRATEGIC PARTNERSHIPS

Over 20+ Diversity Organizations, Not-for-Profit and Media Partners

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GROWING ETHNIC DIVERSITY OF U.S. POPULATION AND LABOR FORCE



Source: U.S. Census Bureau
Projections of the Size and Composition of the U.S. Population: 2014 to 2060

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IPDN WOMEN'S NETWORKING

IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.

ABOUT IAW

The International Association of Women (IAW) is a global in-person and online professional networking organization that provides professional women the forum, education, and services to thrive in an interconnected world.

Founded in Chicago in 2017, IAW is a business unit of Professional Diversity Network, Inc. (NASDAQ: IPDN), a global network that provides diverse professionals worldwide with access to networking and employment opportunities.



International Association of
WOMEN

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PROFESSIONAL DIVERSITY NETWORK, INC.

MARKET OPPORTUNITY

- **WOMEN AT WORK**
75+ million women in the civilian labor force.
- **WORKFORCE INCREASE**
47% Workforce are Women
- **WOMEN BUSINESSES**
12.3 million women-owned businesses
Generate \$1.8 trillion a year
- **US CONSUMER SPENDING**
74.9% identify themselves as the primary shoppers for their households.

Sources: U.S. Department of Labor
Bureau Of Labor Statistics

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PROFESSIONAL DIVERSITY NETWORK, INC.



INTERNATIONAL ASSOCIATION OF 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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PROFESSIONAL DIVERSITY NETWORK, INC.



Online Networking

- New interactive event formats introduced
- Enhanced education benefits with LinkedIn Learning
- Influencer Journey roadmap created
- Local chapters expanded to Global audience
- New partnerships with Trustworthy, WSJ and Financial Times Live



Professional Development Tools



Career Resources



Promotional tools and News



Exclusive Member Discounts

• Due to Covid-19 restrictions, in-person events are currently on hold

2020 - 2021

NETWORKING EVENTS

20,000
REGISTRATIONS



75+ VIRTUAL EVENTS

400+

LOCAL CHAPTER EVENTS

40

LOCAL CHAPTERS

MEMBERSHIP RENEWAL RATE

37%	40%	48%	53%
2018	2019	2020	2021

1 Million PAGE VIEWS

SOCIAL MEDIA REACH

330K

f **248k+**
FOLLOWERS

t **14k+**
FOLLOWERS

in **62k+**
FOLLOWERS

ig **6k+**
FOLLOWERS



IPDN US EXPANSION PLAN

PDN Employer Solutions

- Grow Event Job Board Partnerships with Diversity Based Membership Organizations
- Expand Pay Per Hire Executive Search Solution
- Seek Acquisitions that Increase Recruitment Revenue and Grow Operations
- Drive and Grow Organic Traffic
- Launch Advertising Initiatives to Support Sales and Job Seeker Engagement
- Grow Third-Party Reselling Partnerships
- Onboarding Additional Human Capital Resources
- Expand Ecommerce Sales Activity and Revenue



IAW

- Expand Corporate Partnership Model
 - Event Sponsors, Corporate Programs, Membership Drive
- Continued Enhancement of Membership
 - Robust Content, Member Experience & Value, Expansion of Benefits

IPDN | PROFESSIONAL DIVERSITY NETWORK, INC.

Mission

RemoteMore USA connects companies with reliable, cost-efficient developers, without effort and friction.

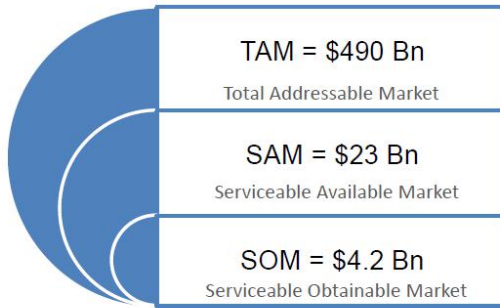
Vision

Empowering every developer to get a meaningful job regardless of their location.

RemoteMore USA

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MARKET SIZE



Developer recruiting is a huge market

The developer segment of the recruiting market is growing at 20%+ annually.



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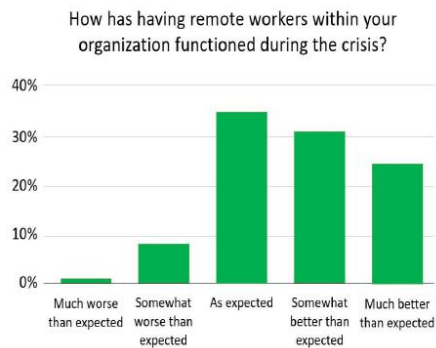
PROFESSIONAL DIVERSITY NETWORK, INC.

PERFECT TIMING

The remote market is extremely hot right now

The remote market is extremely hot right now. We have been in the remote hiring industry for the past 3 years, and we have worked remotely for the past 5 years.

Coronavirus accelerated the adoption of remote work even further. All companies had to develop the capability to work remotely. Our market size grew 3-5 times.

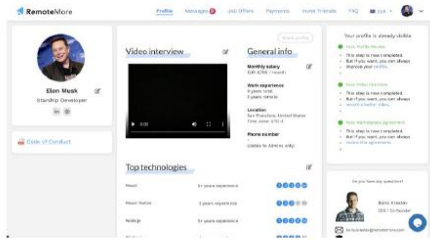


Source: [The future of remote work](#)

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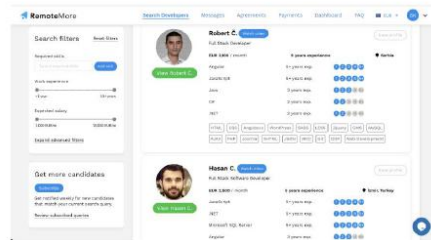
PROFESSIONAL DIVERSITY NETWORK, INC.

OUR PRODUCT



Marketplace for finding
a remote job
450+ Companies

Marketplace for hiring
remote developers
6,000+ Developers



IPDN PROFESSIONAL DIVERSITY NETWORK, INC.

PRICING MODEL

Free for developers. Paid for by companies

Commission fee

Commission % added to the salary

You pay only per successful hire. It is free to sign up, browse and interview developers.

The salary numbers that you see in the candidate profiles already include the commission. The salary numbers are the total that you would be paying (except VAT if applicable).

FREE SIGN UP

Pay only per successful hire

Recruiting fee

One-time fee per successful hire

You pay only per successful hire. It is free to sign up, browse and interview developers.

When you hire a developer candidate, you would pay a one-time fee for the hiring that you have made. Talk with our team to agree on a specific pricing.

FREE SIGN UP

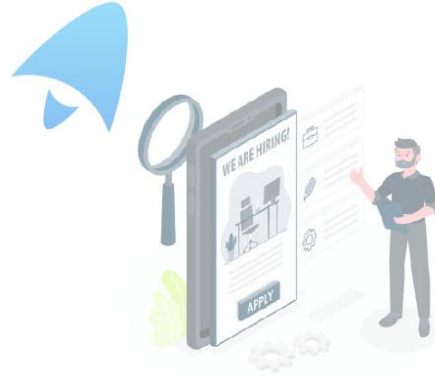
Pay only per successful hire

IPDN PROFESSIONAL DIVERSITY NETWORK, INC.

REMO TEMORE USA GROWTH INITIATIVES

Expanding the business

- Released new marketing website in 2021 November
- Building supply in South & North America, building the supply for the European market
- Expand sales team for both the US and the European markets
- Continuously improving the product

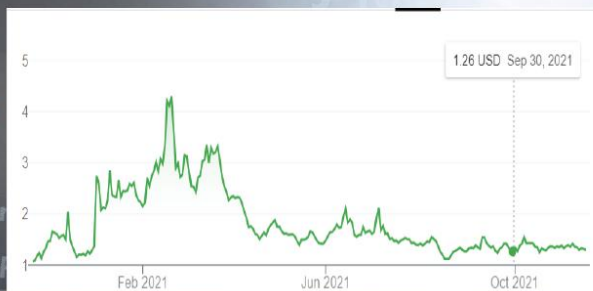


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PROFESSIONAL DIVERSITY NETWORK, INC.

STOCK INFORMATION TABLE

Professional Diversity Network, Inc. (NASDAQ: IPDN)

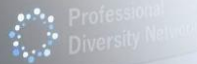


52 Week Range \$1.00 - \$5.56

Shares Outstanding 16.0 M (approx.)

Market Cap 20.0 M (approx.)

Data as of September 30, 2021

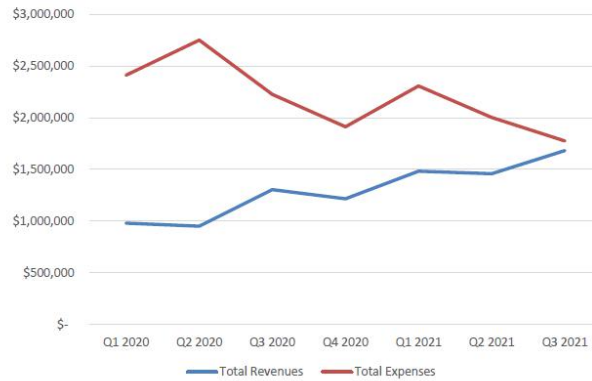


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FINANCIAL DATA

Strategic planning has fueled a complete turnaround in the direction of Revenues and Expenses for continuing operations

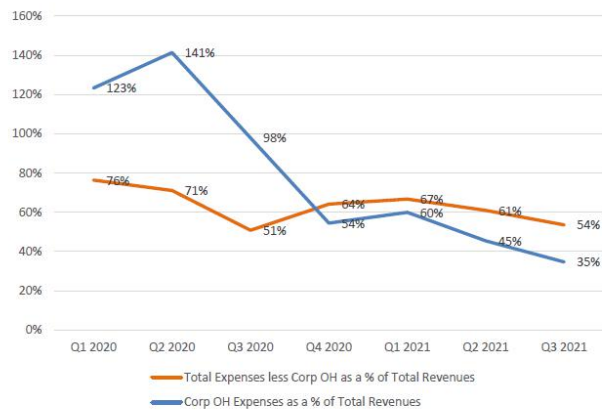


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FINANCIAL DATA

Cost containment initiatives of Corporate Overhead expenses and close monitoring of revenue related expenses have shown decreases in both as a percentage of total revenues



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LEADERSHIP TEAM



Adam He
Chief Executive Officer



Larry Aichler
Chief Financial Officer



Chad Hoersten
Chief Technology Officer



Jin Chou
Secretary/ Chief of Staff



Russell Esquivel
Senior Vice President of PDN



Megan Bozzuto
President of IAW



Boris Krastev
CEO of RemoteMore USA

IPDN

PROFESSIONAL DIVERSITY NETWORK, INC.

BOARD OF DIRECTORS



Hao Zhang
Non-Executive Chairman



Michael D. Belsky
Independent Director



Courtney C. Shea
Independent Director



Haibin Gong
Independent Director



Grace Reyes
Independent Director

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PROFESSIONAL DIVERSITY NETWORK, INC.



FOR FURTHER INFORMATION

Investor Relation Contact:

Email: investor@ipdnusa.com

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