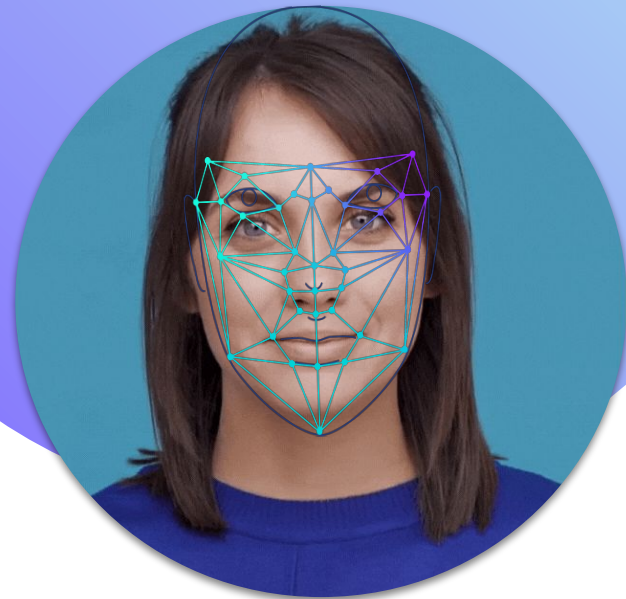# CROWD MEDIA

Investor Presentation

November 2022

Meet the Team humanizing user interaction

With a 12 year history in mediatech, Crowd has delivered premium content via cutting-edge technologies to inform, engage, and entertain millions of users. This is the team behind our delivery.

Sytze Voulon
Chairman

Melanie Mouldenhauer
CFO

Idan Schmorak
CEO

Ivan Dumancic
Head of Mobile

Matthew Blake
Non-Executive Director

Domenic Carosa
Non-Executive Director

Scott Mison
Non-Executive Director
Company Secretary

CROWD MEDIA
Visual Conversational A.I.

Mission Statement

Humanizing Business interactions

We enable businesses to effectively communicate with their customers and employees using digital humans

By introducing a **scalable, accessible and clean** platform, that can

- Onboard, support, and educate consumers
- Recommend and upsell products
- Handle customer complaints
- Provide more personal, entertaining user experiences
- Capture valuable user insights through targeted conversation
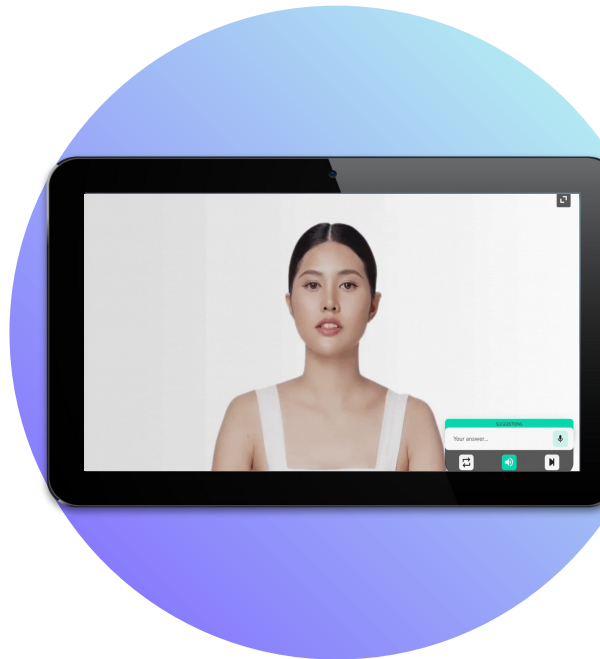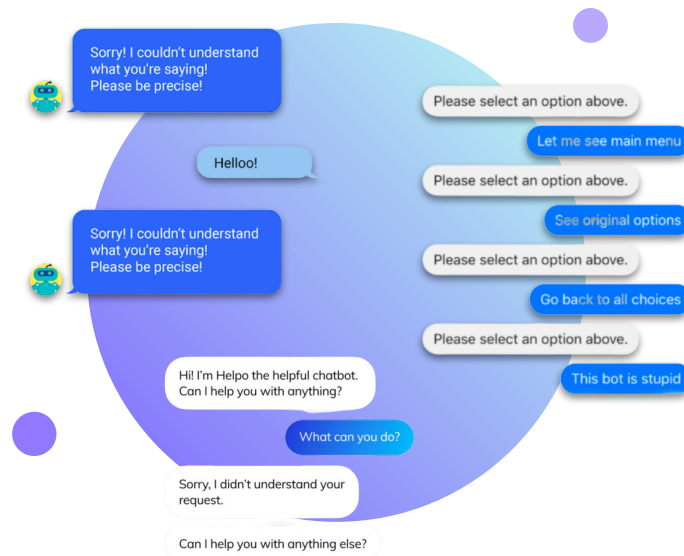
CROWD

The Problem

Expensive people.
Ineffective chatbots.

Chatbots do little for:

↓ Customer Satisfaction   ↓ Brand Marketing

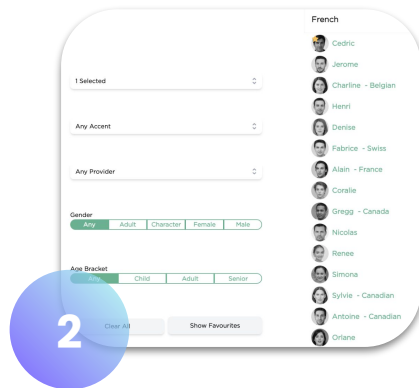↓ Sales Conversion   ↓ Product Reviews

CROWD

Demo:
Meet Ava

CROWD

Meet the **Crowd AI** with face, voice, and smart response

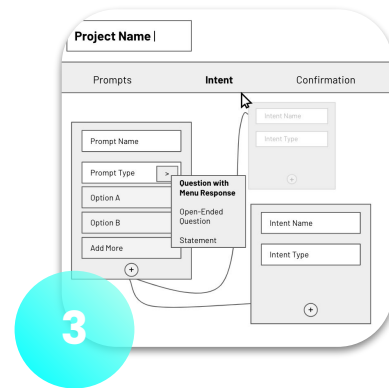The three pillars of one-on-one conversation that bring our solution to **life**

1

Human

Creating human-like digital doubles that can communicate in real-time

2

Voice

Creating an audio double that can generate human-like text-to-speech in real time

3

Conversation

Understanding user intentions (Natural Language Understanding) and providing coherent answers

CROWD

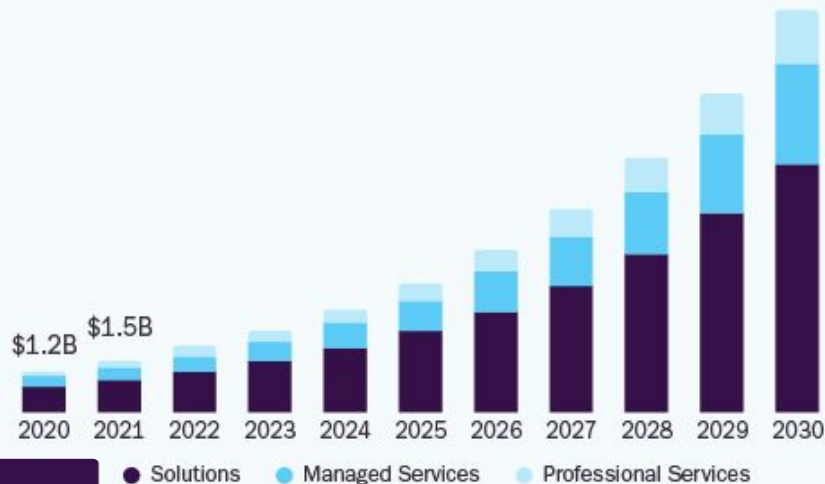# **Conversation** Makes for Meaningful Interaction

As businesses scale and rely more on automation and digital outreach, we introduce an engaging, human touch. A few key markets in particular are primed for conversational AI:

Market Size

- **AU$95.29B** Conversational AI Market Size by 2030**

- **23.6%** CAGR in Conversational AI Market 2022-2030

- **AU$9.31B** Conversational AI Market Size in 2021

- **US $5.55TR** Ecommerce market size in 2022

- **24.5% Growth** expected in Ecommerce by 2025

Asia Pacific Conversational AI Market
size, by component, 2020 - 2030 (USD Billion)

$1.2B $1.5B

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

● Solutions ● Managed Services ● Professional Services

25.1%
APAC Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com

** Conversational AI Market, Grand View Research. June 2022

CROWD

Employee onboarding and Data accessibility

Current onboarding and education proceeds are clumsy and outdated

OLD ✖

- Cluttered
- Demotivating and static
- Cumbersome
- Outdated

NEW ✔

- Clean UX
- Dynamic content
- Engaging
- Always Evolving

CROWD

Client Acquisition & Sales

Current lead generation funnels are outdated, spammy and unattractive

OLD ❌

- Text, Image based only
- Impersonal
- Clumsy
- Outdated & tedious

NEW ✔

- Interactive video
- Customized via user input
- Intuitive
- Streamlined and scalable

CROWD
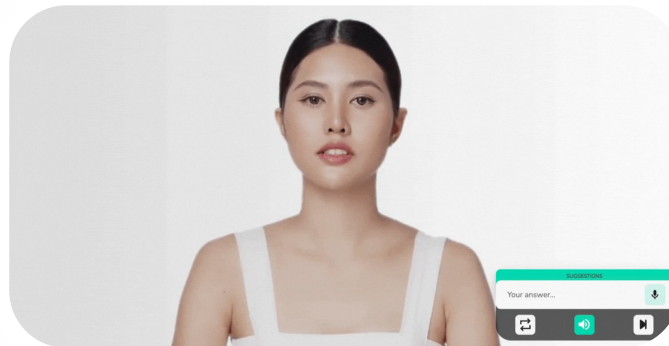
Revenue Streams & Distribution Strategy

- Tiered B2B Subscription

    ○ Free | Premium | Premium + | Enterprise

- Platform oriented - we'll enable use cases by developing the biggest common ground

- Adjusting the platform to the demand

- **Data Driven**, Diversified distribution

    ○ Test-Based

Talking Head via **API**

Enterprise Subscription

Freemium B2B THaaS for SMBs

CROWD
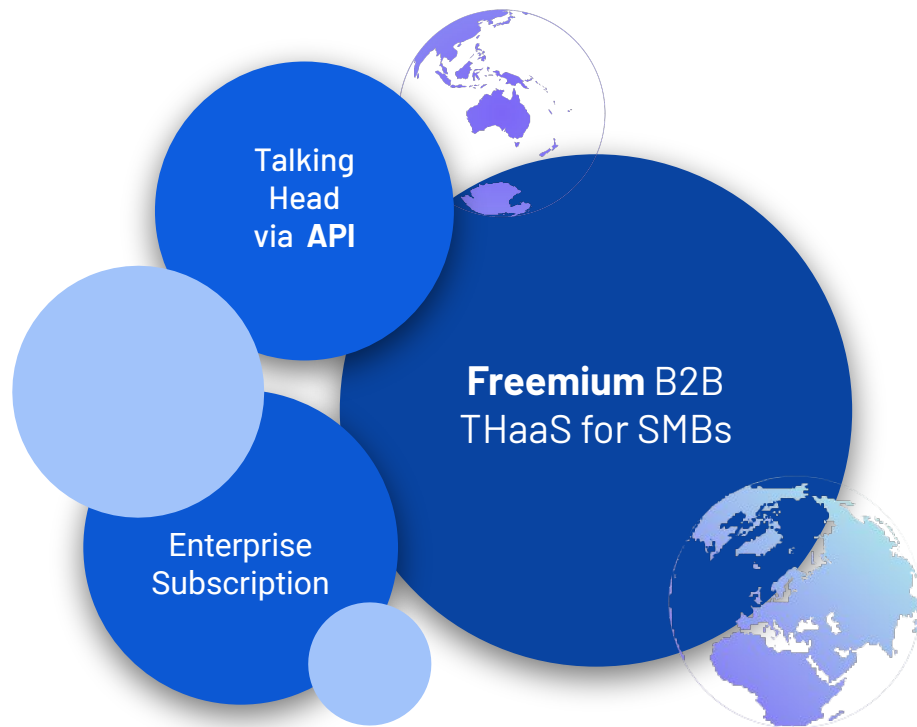
Easy is the name of the game

We'll make it easy for business to humanize their online presence by democratizing digital-human based interactions that do not require deep logic or deep domain expertise

> **E.g FAQs, Product User guides, form completion support, HR onboarding, Sales**

- **Easy to use** with simple template-based onboarding
- **Easy to integrate** with an **ultra-Immersive-Platform** with broad connectivity features (APIs, Addons, Embedded features and integration tools)
- **Easy to upgrade** to premium features such as complex conversations, face and voice cloning and large-scale reach

CROWD

What makes us special **looking at competitors**

Human-Like

synthesia

DEEP CAKE

Hour One.

CROWD

Static ──────────────────────► Interactive

UNEEQ
DIGITALHUMANS.COM

soul machines

LONGSHOT

stonly

Typeform

LIVEPERSON

BOTSCREW

LiveChat

Complementary Products

Robotic
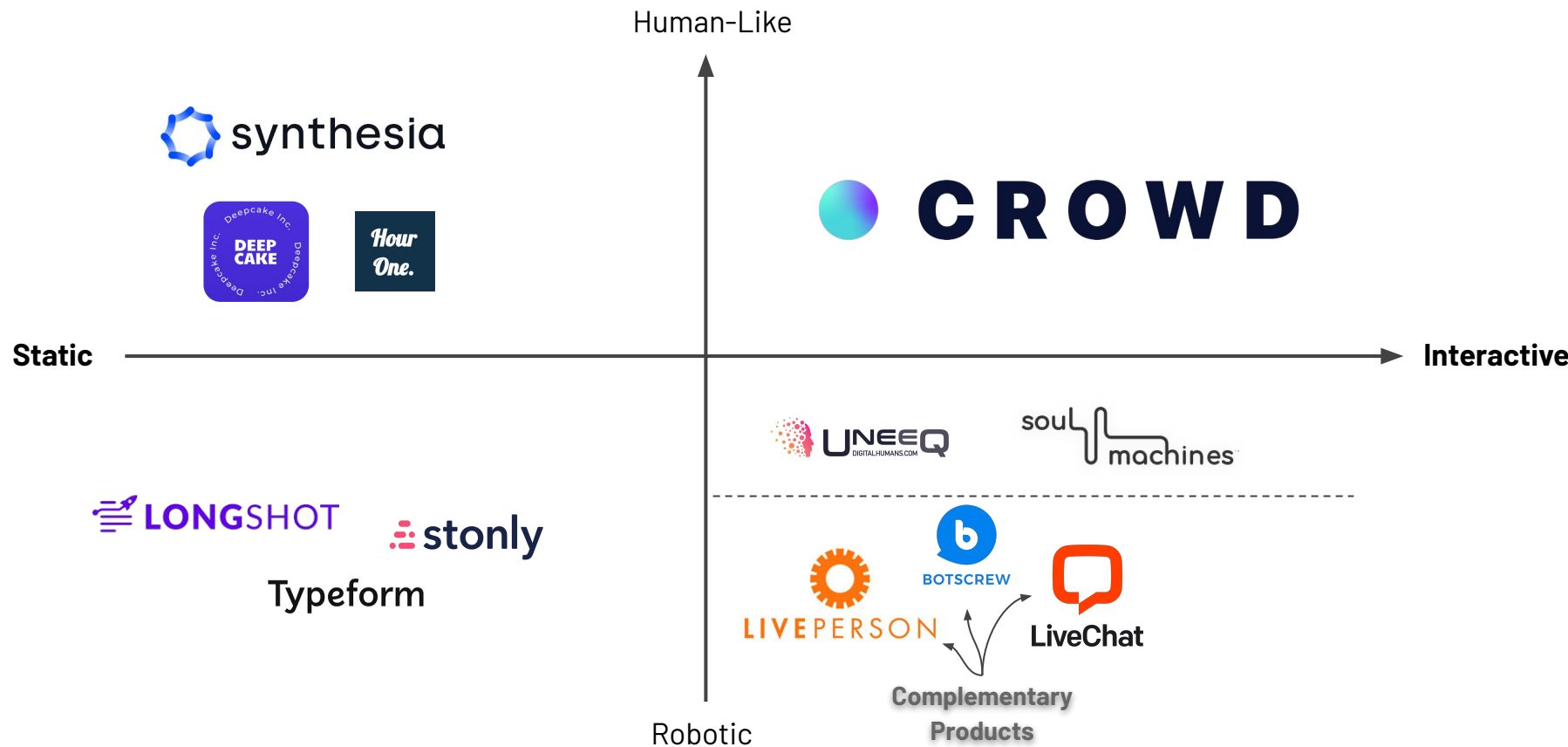
Delivering to Plan

- Platform Features - Growing constantly

  - **Human-like experience** brought by cutting edge ML & AI proprietary technology

    - now supports virtual humans (3D)

  - **Anytime, Anywhere** - proprietary ultra-bandwidth-efficiency video based communication system allows us to support clients on any device - on any network

  - **World reach** - with 600+ voices in 60+ languages

- Formed an **industry-leading team** (top video processing & Machine learning PhDs and Engineers)
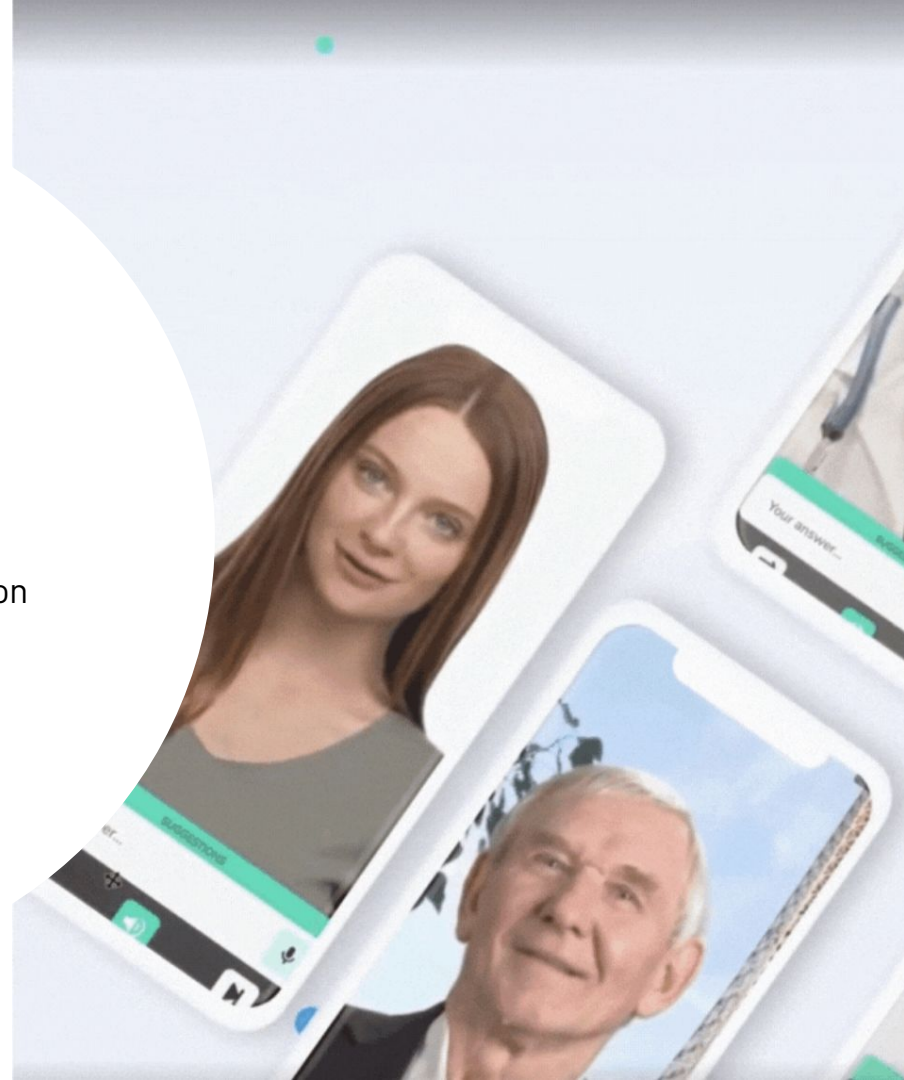
Delivering to Plan

- Market Adoption & Demand Growth

    - "Big-5" Tech License - working closely with one of the world's largest companies supporting various business needs on an expandable contract

    - Revenue Generating Strategic Partnerships (SrcFlare, Phonder and more to come) to support various multiple entries

    - Subscription div. Market penetration opening new markets utilising new tech (new products, new geographies)

- Strict financial discipline

    - Positive operating cash flow (36K, September 22')

    - Zero Debt
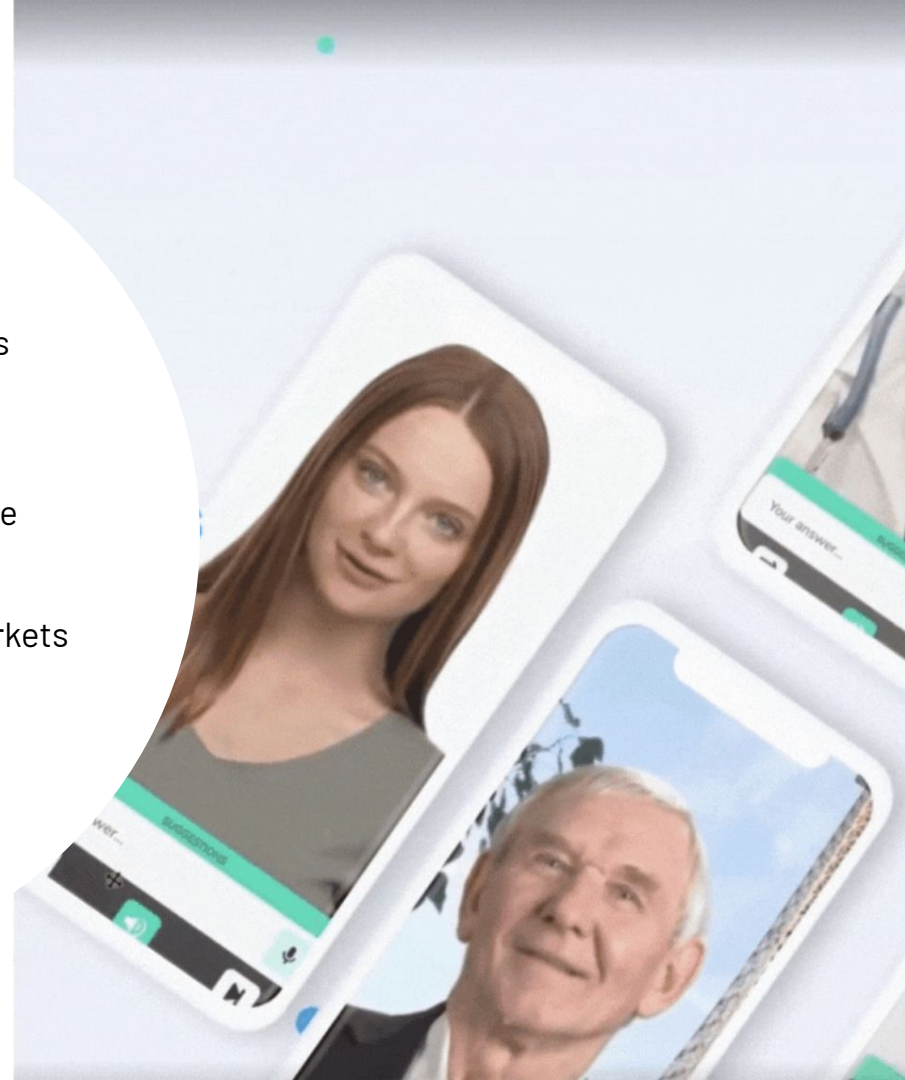
Legacy Subscription Division

- Delivers quality mobile content to over 300,000 users worldwide across 34 countries

- Profitable division year-on-year, generates ±$AU5M revenue yearly

- Launch vehicle for the new technology with a dual purpose
  - A **growth engine** opening new markets using **disruptive technologies in a traditional market**

CROWD
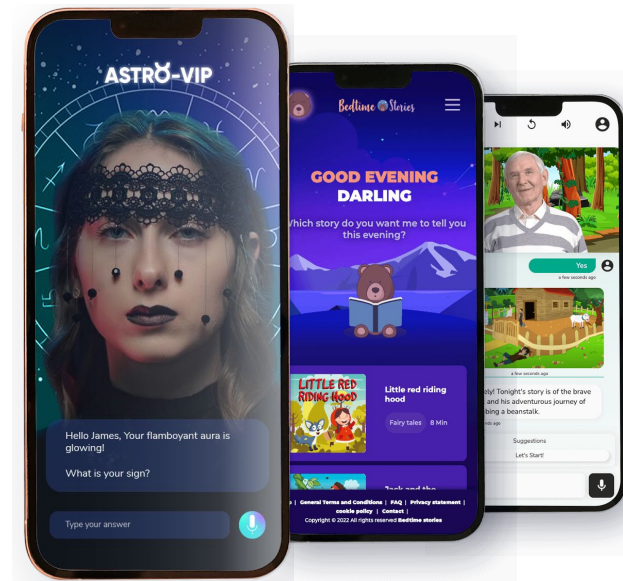
Building Technology with an eye on the market

Development

- **Improve Human - Likeness** of the talking heads with cutting edge machine learning research teams

- Developing a **self-service platform** to allow clients to onboard independently

- Introduce **connectivity features** (APIs, Add-ons) to integrate in various platforms

Product Market Fit & Go to Market

- Platform **availability to large set of verticals**. Select richest verticals based on service uptake

- Refine our tools to allow customers and partners in **selected verticals to add domain specific content**

- **Test distribution and partnership** strategy

- **Re-Branding* &** Repositioning

Scale

- Commercial, R&D and platform **teams expansion**

- **Bottom-up distribution** to SMBs using the platform to develop solutions

- Product **partnerships and integrations**

- **Enterprise sales**

*Rebranding to 'UNITH" is undergoing and subject to shareholders approval this upcoming AGM

CROWD

What makes us special **And why <u>we'll</u> succeed**

- **Market Opportunity** Big, Growing & Today

- **Distribution Strategy** towards building a massive business

- **Tech** Competitive, Unique, Scalable

- **Team** Motivated top engineers and PhDs (Machine Learning, Video Processing) together with young, vibrant leadership hand in hand with experienced business leaders

CROWD
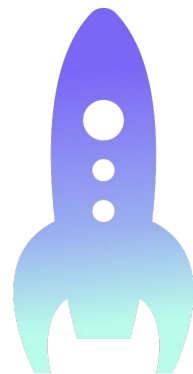
Corporate Overview – ASX: CM8 | FRA: CM3

29 Employees (Subscription, Tech, Finance)

Amsterdam, NL | Barcelona, ES

Cash at bank (30 Sep 22'): $ 2.56M

Shares on Issue: 743,612,361

Share Price ($AU): 0.024   Market Cap: $17.85M

(Based on market close 7th November 2022)

Top 5 Shareholders

BNP Paribas Noms Pty Ltd	5.75%
Carosa Corporation (Domenic – Director)	4.62%
Mr Roger Blake & Mrs Erica Blake	4.17%
818 Corporate Pty Ltd	3.50%
D S A H Holdings Pty Ltd	2.49%

CM8
Simple Moving Average (SMA) (20)

CROWD

Thank you for listening.
Now ask me anything!

CROWDMEDIA

Distribution Strategy

Goals

Marketing
- Increase content flow to match primary in-market users (C Suite, Directors)
- Test ideal customer profile hypotheses through targeted marketing campaigns
- Outrank competitors for thought leadership keywords, backlinking our name through SEO optimized content

Partnerships
- Scale lead-sharing partnerships in 2023 based on advancing market share.
- Match partnerships to intent of primary users: conversational AI, chatbots, Web3

We have a lot of incentive to target our distribution through comprehensive channel testing.

Testing our Market Hypothesis
Test our B2B target audience through ecommerce user testing and ad campaigns on:

- LinkedIn, Facebook, Google

Partnerships
Build brand awareness through our partnership network of conversational AI platforms, Web3 market leaders, email providers, and others.

Freemium Pricing
Have users learn platform organically at no cost, building product awareness, and creating a larger customer base for future feature updates.

CROWD

Product Market Fit in a nutshell

We will prove broad market demand and choose the richest verticals with data driven decision making by gathering conversion data and effectiveness of user journeys, show uptake of premium packages and map customer acquisition costs

- **Client Focus** - Small and Medium sized web native businesses looking to reduce cost to serve and reach existing and prospective clients

- **Pricing Model** - Freemium model, incremental premium packages based on usage, personalization and scale

- **Distribution Model** driven by web segmented marketing, a sales team and an affiliate program