

11<sup>th</sup> September 2020

## CROWD MEDIA ACQUIRES 8% INTEREST FOREVER HOLDINGS TO ACCELERATE CONVERSATIONAL COMMERCE STRATEGY

Further to the ASX announcements made to the market on 8<sup>th</sup> January 2020 and 4<sup>th</sup> May 2020, Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3) ("Crowd" or "Company") has agreed to make a strategic investment into London-based Forever Holdings Limited ("Forever") by acquiring an 8% interest for GBP200k (circa AUD\$365k), thereby accelerating Crowd's conversational commerce initiative which we believe to be the future of influencer marketing.

Forever has existing implementations of their technology platform in use which include smartphone/tablets as well as life-size Museum-type installations.

Forever is a 'leading edge' voice-and-visual Interactive Digital Media company. Their technology can enable one-to-one digital encounters between an influencer and any follower who wants to converse with them 1:1. This dialogue can function on Crowd's AI-driven Q&A Chatbot technology platform, across multiple languages. By combining Crowd's Chatbot technology with Forever's digital voice and visual projections we can significantly accelerate development of Crowd's "talking head". This opens up numerous commercial opportunities across entertainment, sport, influencer marketing, health and educational fields. This investment will further accelerate Crowd's stated Horizon 3 strategy of creating a "talking head" digital influencer.

Crowd will invest GBP200k (circa AUD\$365k) for an 8% stake in Forever Holdings Ltd, in the following structure:

- GBP100k (circa AUD\$182k) in Cash at Completion
- GBP50k (circa AUD\$91k) in Crowd equity at 2.3 cents (4m shares to be issued under CM8's Listing Rule 7.1)
- GBP50k (circa AUD\$91k) in Crowd services, specifically in relation to Crowd's Q&A technology platform and influencer platform (with details yet to be finalised)

This collaboration marks a significant milestone in the execution of the Company's strategic vision, as outlined at the November 2019 AGM, when we highlighted Crowd's mission to develop the "Holy Grail" of influencer marketing: a platform that enables conversational commerce between follower and influencer, augmented with a digital visual "talking head" experience.

This announcement has been authorised for release to the ASX by the Board of Directors of CM8.

(ends)

### ABOUT CROWD MEDIA

Crowd Media Holdings Limited (ASX:CM8 & FWB:CM3) Crowd is a tech-based, vertically integrated social commerce business selling exemplary products and services that are integral to the lives of its customers.

### ABOUT FOREVER HOLDINGS

Forever Holdings Ltd is a global leader in the technology required to support Voice-and Visual Interactive Digital Media. To date, its technology has been used to preserve the stories and experiences of real people by producing interactive digital recreations wherein those people can enter into a virtual 'Facetime' conversation, and answer questions on a 1:1 basis.

With this ability to enable leading talent to connect with followers through voice and video across multiple platforms, Forever Holdings is at the forefront of this digital frontier and is proudly supported by InnovateUK - the UK government's innovation agency. Forever Holdings' work is beyond proof-of-concept, with existing applications deployed across multiple platforms including mobile and life-size installations, with new work also being developed in VR.