

Crowd Media Holdings Ltd

Integrating Crowd's Q&A AI into a conversational commerce platform

Investor Presentation
10th February 2021

Corporate overview

ASX:CM8 and FWB:CM3

Capital Structure

Share price \$ 0.035

as at 9th Feb 2021

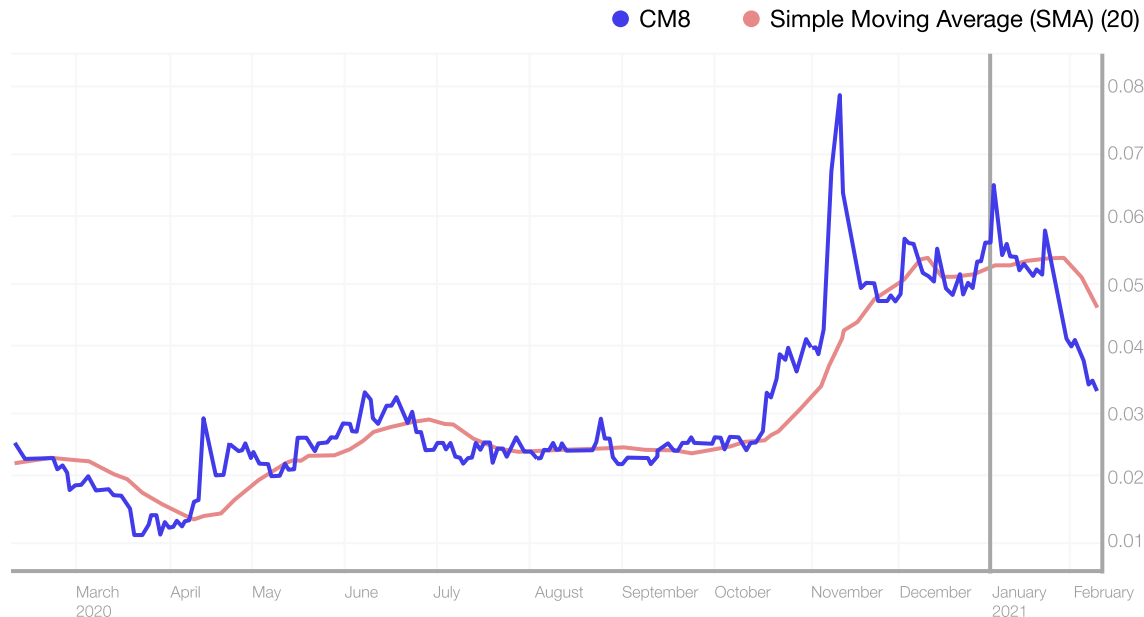
Shares on issue 575 million

Market Cap \$20.1 million
undiluted

Cash position \$5.0 million

@ 31st January 2021

For further details on the Company's capital structure please see latest Appendix 2A release dated 1st Feb 2021



 Volume



Key investor highlights



'Emma'
beta version of a Talking Head

ASX-listed conversational commerce pioneer, leveraging their proven Q&A AI & substantial network of social influencers.

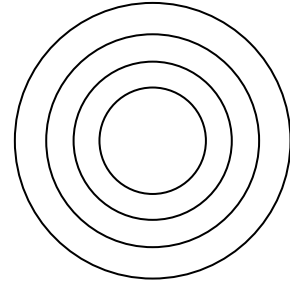
In past 12 months, has formed global AI alliance and made strategic equity investments to accelerate development of a scalable beta-version Talking Head platform which can facilitate **Conversational Commerce**.

\$7.5m cash receipts generated in H1-FY2021, **with cash to sustain AI development which is currently ahead of internal schedule**.

\$5m cash in bank as of end Jan 2021; recently extinguished \$1.67m debt facility, saving \$200k in annual interest and admin expenses.

Beta version of Talking Head launched 12 months ahead of schedule.
'Emma' has actively made sales and attracted international attention.

About Crowd Media



Crowd Media is a vertically integrated social commerce and artificial intelligence (AI) company that is leveraging its Q&A tech and global network of social influencers to drive a conversational commerce platform.

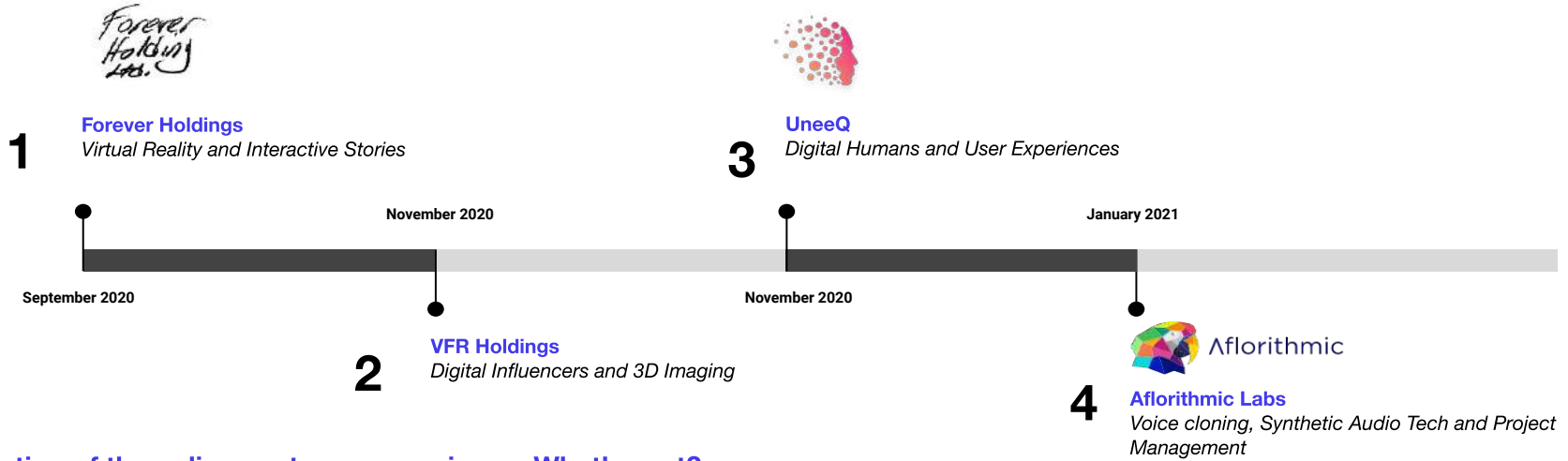


Artificial Intelligence (AI) is the capability of a machine to imitate the intelligent behaviour of a human. Crowd's proprietary Q&A chatbot has processed more than 180 million Q&A's to date, and gets better with every new question.

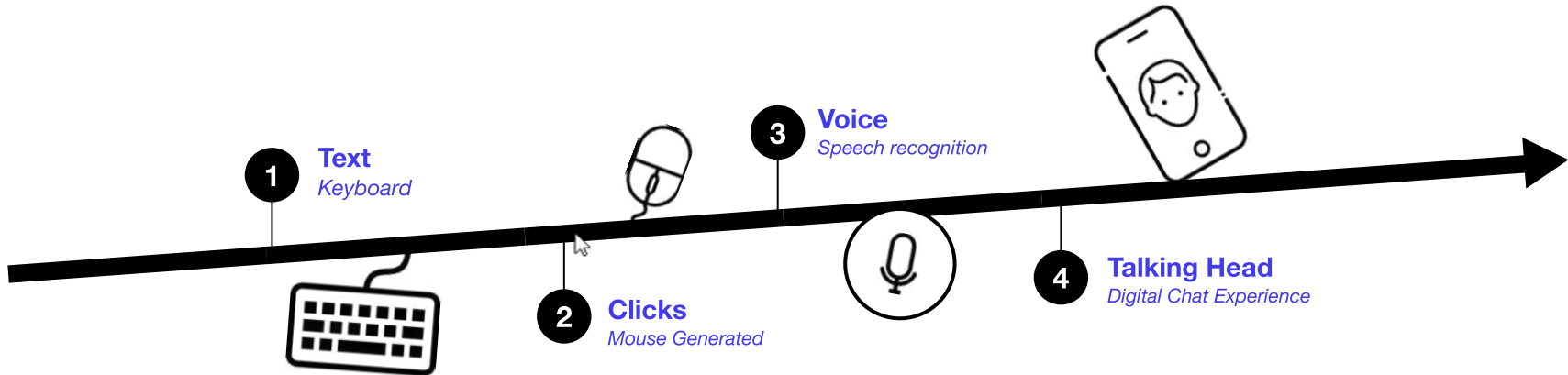


Conversational Commerce will be a new form of ecommerce, pioneered by Crowd, where Influencers and their followers will communicate through a virtual chat in order to explore offerings, make transactions, or receive services or help.

AI Alliance partnership overview



Evolution of the online customer experience: What's next?



Market opportunity

"Most organizations' preference for acquiring AI capabilities **is shifting in favor of getting them in enterprise applications**. Intelligent applications are enterprise applications with embedded or integrated AI technologies **to support or replace human-based activities via intelligent automation**, data-driven insights, and guided recommendations **to improve productivity** and decision making."

A\$22.6B Conversational AI Market size by 2024

A\$6B Conversational AI Market size in 2019

30.2% CAGR in Conversational AI Market 2019-2024

15 to 70% Cost reduction opportunities to business

100% Projected increase in Conversational AI over the next 2 - 5 years

20% of total market was estimated to have been penetrated by Conversational AI in 2020

Market opportunity

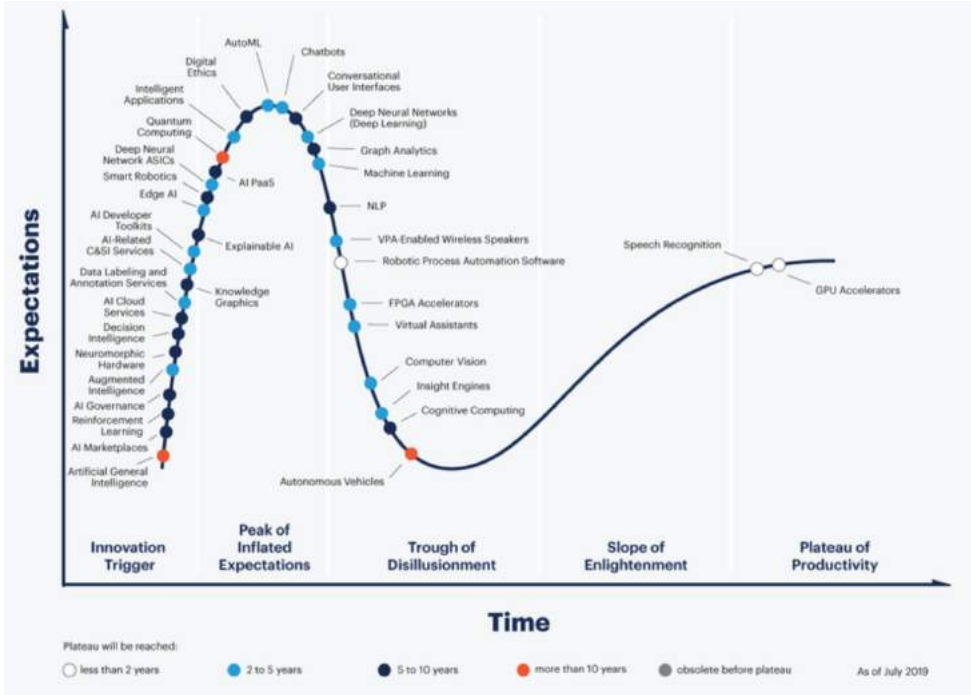
Crowd Media is leveraging its Q&A tech and global network of social influencers to drive a conversational commerce platform

US\$20B

Influencer Marketing Market size by end of 2020

>4.9B

Millennial and GenZ population globally by end of 2020



The COVID-19 pandemic has accelerated consumer behaviour, increasing preferences towards digital communications, online shopping, online services and digital payments.

Black Friday shopping in stores fell 52% during pandemic as eCommerce sales surge

Live Person (NASDAQ: LPSN) conversation volume during the 2020 Black Friday to Cyber Monday period grew 200% YOY

Intelligent automation is growing into new channels: professional services, financial , telecommunications etc

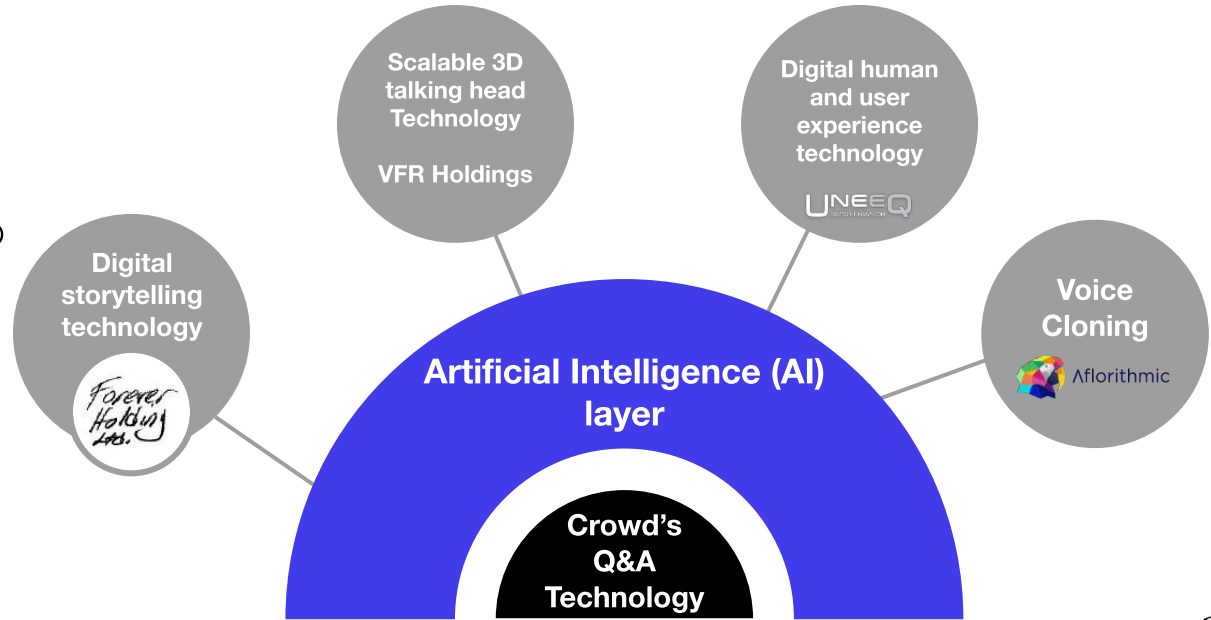
Our “leap-frog” competitive advantage

The AI alliance groups the building blocks across Q&A, voice-to-text-to-voice, audio, and visual ready for assembly into a flowing “Talking Head” conversation

The Aflorithmic investment & partnership is the **silver bullet**, because it enables Crowd to provide a platform that combines video, voice and our own Q&A tech and (most importantly) gives us the execution power we were missing.

This is a really big step forward for Crowd: it significantly speeds up execution and locks in greater technical certainty.

As such, the deal with Aflorithmic is a standout investment.





Crowd now has the resources and tech partners to lead the way that consumers interact with brands and influencers.

This is Crowd repositioned for the future.



Driving conversational commerce with AI and automation



Digital marketing expertise in multiple languages in Europe



Underpinned by market-leading technology



Enabling influencing behaviour to dictate the commercial outcomes

What to expect over the next 12 months

Focus Crowd Direct on most profitable brands:

I AM KAMU 

Continue discussions with fintech service partners.

It is mission-critical that fintech applications have compelling synergies with what we already do and know

Integration of AI alliance partners into Talking Head platform

to showcase and commence commercialisation of “Talking Heads” that look sound and feel like real conversations.

Significant progress has been made across:

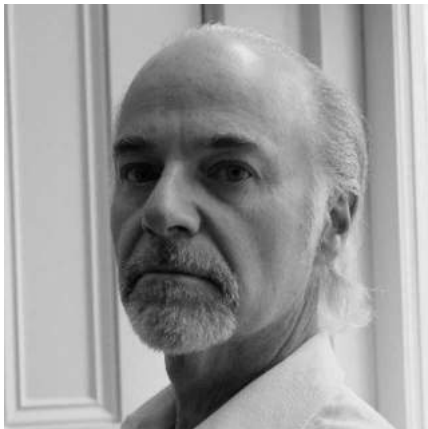
Creating a scalable infrastructure for scanning and processing in order to create photo-realistic high-quality 3D “digital humans”

Setting up of a platform to allow for real-time HQ video rendering

Finalising the architecture for cross-platform video stream

Setting up of platform for integration with advanced text-to-audio-to-video real time processors

Creating of a base system for real-time conversations with a 3D “digital human” at scale



Steven Schapera

Chairman

Steven has more than 30 years of experience in founding and building businesses across agricultural, wine, and beauty industries. He co-founded BECCA Cosmetics in 2001 and sold to Estee Lauder in 2016. Steven serves on a number of Boards including ASX-listed Wellfully Ltd, Berlin-based Invincible Brands GmbH., and UK-based Wild Nutrition Ltd.



Domenic Carosa*

CEO & Executive Director

Domenic has over 25 years' experience combining business and technology. He built Australia's largest MP3 digital music service in the late 90's & built and sold Australia's second largest virtual web hosting company in 2006. Domenic is also the Founder and Chairman of digital asset Payment Service Provider (PSP) Banxa.com which recently listed onto the Toronto Stock Exchange.



Robert Quandt

Non-Executive Director

Robert worked for 10 years as a consultant for Booz & Company serving large corporate clients on strategy, operation and organisation. Subsequently Robert has worked for Linde AG as the Strategy Lead for their €6bn Americas business. Until recently, he has served as Board Director and COO/CFO of Invincible Brands.



John Palermo FCA

Non-Executive Director

John is a Chartered Accountant with more than 20 years' experience in public practice with expertise in corporate transaction execution and strategic business management. He is also a Director of Alterra Limited, Chartered Accountants Australia and New Zealand, and Deputy Chairman of Royal Perth Hospital Research.

* Domenic Carosa will be stepping aside as CEO end of March 2021 and will continue to serve in a Non-Executive Director role with the Company



AI to Influence Behaviour for Commercial Outcomes

Thank you

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