

CROWD MEDIA LICENCES CONVERSATIONAL AI PLATFORM

Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3) ("Crowd" or "Company") is pleased to report a new software licensing agreement for access to its Conversational AI platform to [investee](#) Forever Holdings Limited ("Forever Holdings"). This AI-driven technology leverages Crowd's 10 years of experience and technology development of this proprietary software in the Conversational AI space.

Forever Holdings is signing a 17-month SaaS Licencing agreement with commercial terms of GBP170,000 (approx. AUD\$305,000) with GBP120,000 (approx. AUD\$215,000) payable in cash over the first 12 months and GBP50,000 (approx. AUD\$90,000) payable as in-kind services (as announced to the ASX 11th September 2020) in months 13 to 17. The licence is non-exclusive and doesn't automatically renew at the end of the 17-month term.

Crowd's Conversational AI technology is unique in that it can seamlessly combine answers from both AI and real humans. In the past 12 months more than 65% of all questions put to Crowd's platform were answered by AI; the remaining 35% were accurately answered by humans and these answers then join the database to rapidly build efficiency. Crowd's Conversational AI platform has processed more than 180 million questions to date.

Forever Holdings 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, 24/7. This voice and visual experience, which already leverages machine learning and natural language processing, has the potential to integrate with Crowd's human and AI-driven conversation technology platform, across multiple languages. Forever's technology has recently been [showcased in a Holocaust museum in Germany](#) and sits between pure AI and pure human approaches.

Crowd Media's Chairman, Steven Schapera said: "This is the first license we have granted, and takes us past another significant milestone as we progress with the development and commercialisation of our Talking Head technology. We are able to accelerate development of the AI-driven platform where more conversations will continue enhancing its automation capabilities."

Forever Holdings CEO Sarah Coward said: "Crowd's unique approach combines the abilities of AI with near real-time responses provided by humans. Crowd also possesses access to key data from millions of questions and answers already asked and answered. Forever Holdings is particularly interested in the integration of the near-real time human element into our existing approach."

Crowd Media invested into Forever Holdings as announced to the ASX 11th September 2020 – [read more.](#)

The Company conducted a webinar 10th February which can be [viewed on YouTube.](#)

The Company would also like to draw the attention of its Shareholders to a publicly available report on Conversational AI by Deloitte Digital – [the report is available to download for investors.](#)



Crowd Media welcomes investors to join the Company mailing list for the latest updates and industry research by subscribing at: <https://crowdmedia.com/newsletter>

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

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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.