

# Unlocking the Potential of Digital Humans

August 2023 Roadshow

# ÜNITH

ASX: UNT | FWB: CM30

LET'S CHAT

unith.ai

# Meeting Milestones

& Advancing Towards Growth



Signed BIG-5  
Tech Company  
as a client



Initiated  
In-house User  
Acquisition



Reached  
100,000  
Subscribers  
worldwide  
on B2C  
AI-Products



2024-2025

Further Research &  
Development

Scaling B2B & Enterprise  
Sales

Scaling BIG-5 Licensing

Scaling User Acquisition  
for B2C Subscription  
Division

Launching Digital Humans  
self-service Platform



July 22'

Received first  
approvals for B2C  
commercialisation of  
AI Products via  
Subscription Division



September 22'

Signed Strategic  
Partnership with  
NVISO & Received  
EU Grant Approval



January 23'

April 23'

Integrated  
ChatGPT into  
Digital Humans  
allowing open  
conversations  
with Digital  
Humans



June 23'

August 23'

Public  
Showcase  
Release





# ÜNITH

A Market Leader for  
AI-Conversational Digital Humans  
and Provider of B2C Mobile Products



- Machine Learning
- Conversational AI



- Amsterdam, Netherlands
- Barcelona, Spain



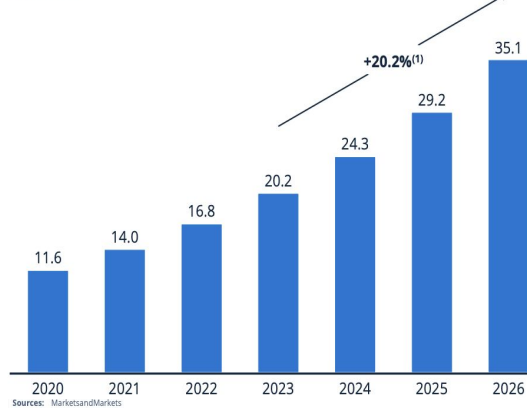
- 31 Employees

# Market Opportunity

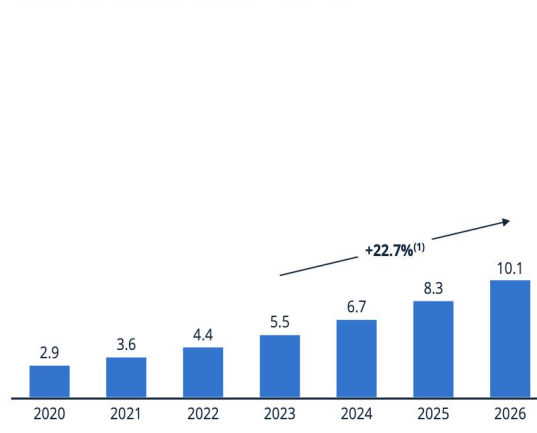
AI Market breaks out as potential is recognised internationally.

- Generative-AI market to become a AU\$2 Trillion Market by 2032\*
- Global trends are taking business towards digitisation in a historical pace
- Conversational AI to reach AU\$165 Billion in Revenue by 2032\*

Revenues from the natural language processing (NLP) market worldwide in billion US\$



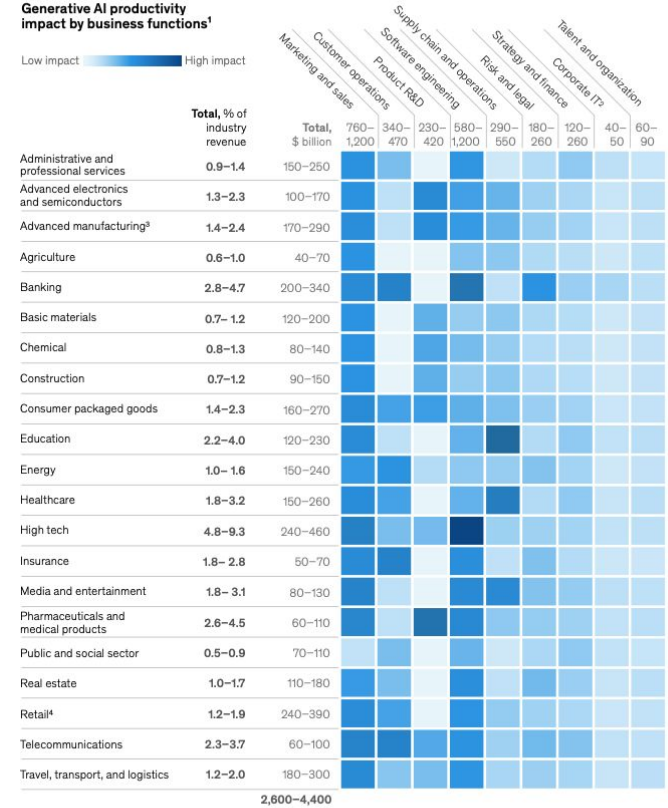
Chatbot market revenue worldwide in billion US\$



## Generative AI use cases will have different impacts on business functions across industries.

Generative AI productivity impact by business functions<sup>1</sup>

Low impact High impact



Note: Figures may not sum to 100% because of rounding.  
 Excludes implementation costs (eg. training, licenses).  
 Excludes software engineering.  
 Includes aerospace, defense, and auto manufacturing.  
 Including auto retail.  
 Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

# Meet the Human AI with Face and Voice

Three pillars of one-on-one conversations

## 1. Human

Creating human-like digital doubles from studio to screen

## 2. Voice

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

## 3. Conversation

AI-Driven Conversation Based on client database





• UNITH

## How does a Digital Human add value?

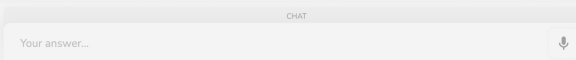


### Human Assistants

- Are **limited** in number
- Are prone to mistakes
- Are **not available 24/7/365**
- Understand just a few languages
- Are expensive to hire and train

### UNITH Digital Humans USP

- Are customizable and personable
- Are scalable with low bandwidth
- Understand user inputs
- Speak over **60 languages**
- Can be implemented on mobile and desktop
- Can receive the end user's honest feedback



# The Customer Journey - Converse, Convert

Create real-time conversations for any industry.



## 01. Create

- Create interactive human-like user experiences
- Design preset conversations or use our GPT backed-engine to create an open conversation by uploading your own data
- Select Digital Human and Voice combo that best represents your brand

## 02. Train

- Get advanced Insights to optimise your Digital Human experience
- Answer users questions or requests at any time that suits them, no bottlenecks
- Receive user feedback, and improve the conversation

## 03. Capture

- Measure engagement metrics and users inputs
- Test concepts and calculations, or practice scenarios
- Capture user data relevant for your business

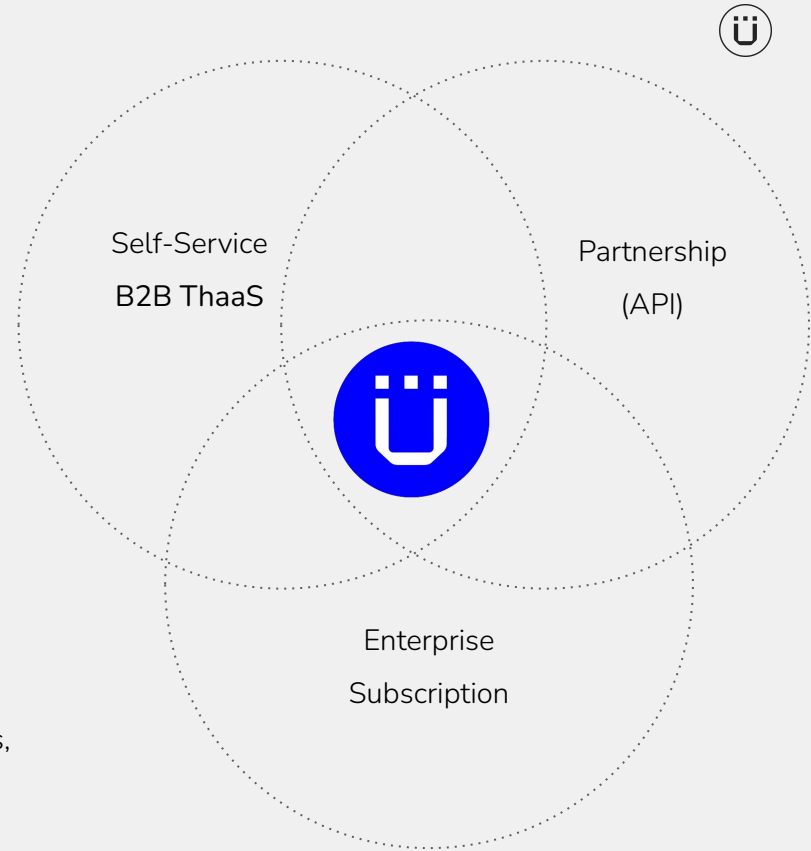
## 04. Scale

- Use data and user feedback to power your business optimization and growth
- Embed directly in any existing browser or portal platform for 24/7 real-time conversation
- Access modules from any device

# Business Model & Distribution Strategy

With a customer-centric approach, we'll drive growth and ensure long-term brand loyalty

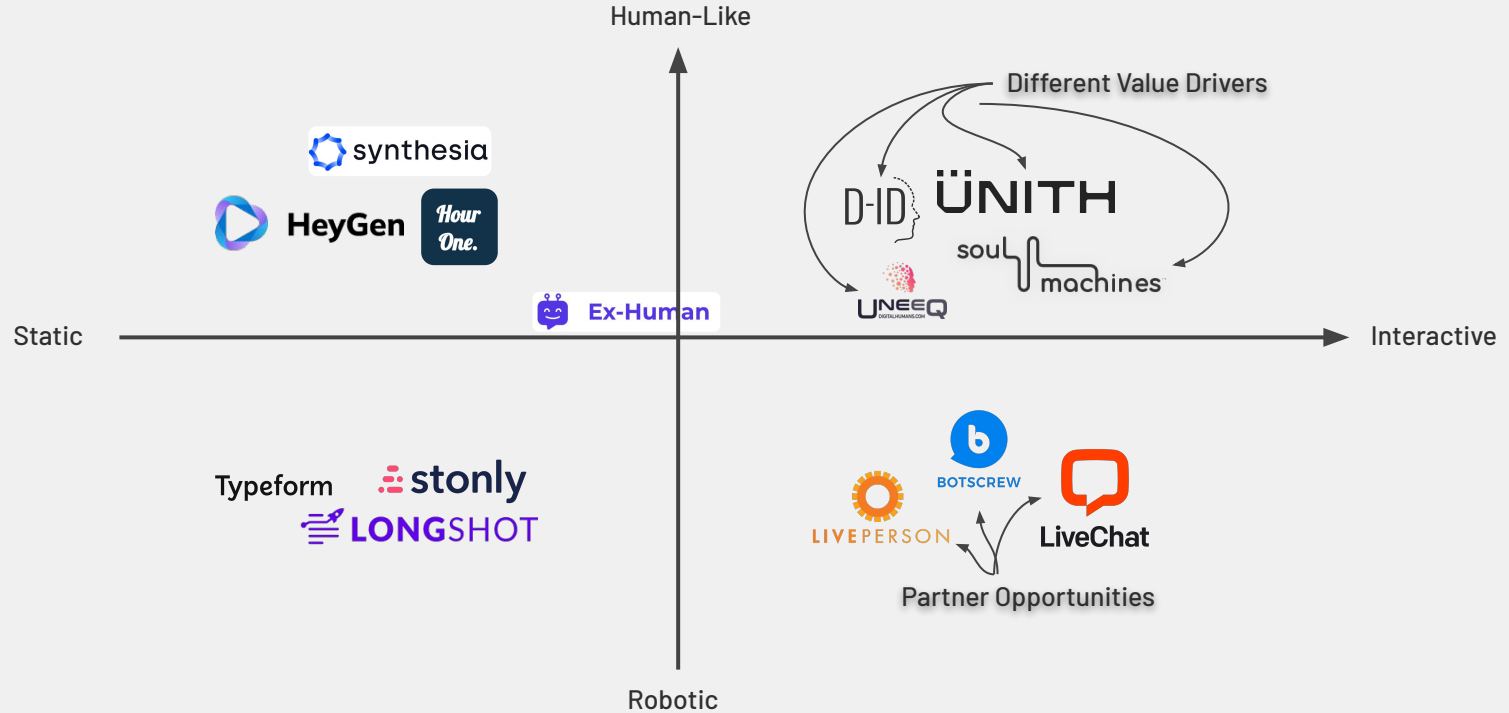
- Tiered B2B Subscription - Setup Fee + Monthly Subscription per Digital Human
- Cross-Sector platform approach with minimum vertical expertise
- Distribution Strategy
  - **Self-Service Platform (B2B THaaS)** - An intuitive Platform for online subscription, onboard and deployment for Digital Humans
  - **Enterprise Subscription** - A dedicated B2B team to reach out to customers directly and attend industry events
  - **Partnerships (API)** - We'll work with service partners to scale our reach and bundle Digital Humans with larger digitisation solutions, Talking Head Via API





# Competitive Landscape

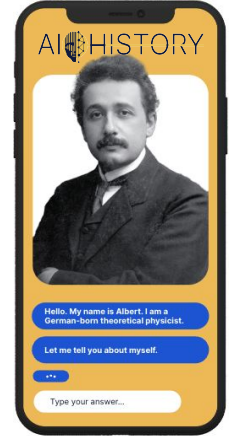
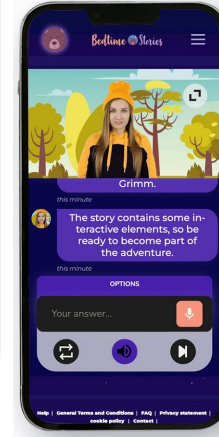
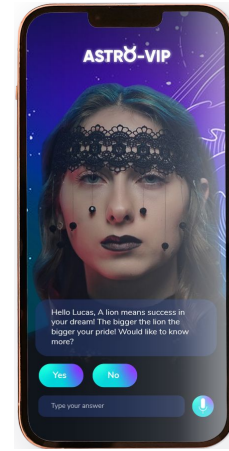
The best Digital-Human Conversation Platform in the world



# B2C Subscription Division

Leveraging existing & new channels for direct distribution

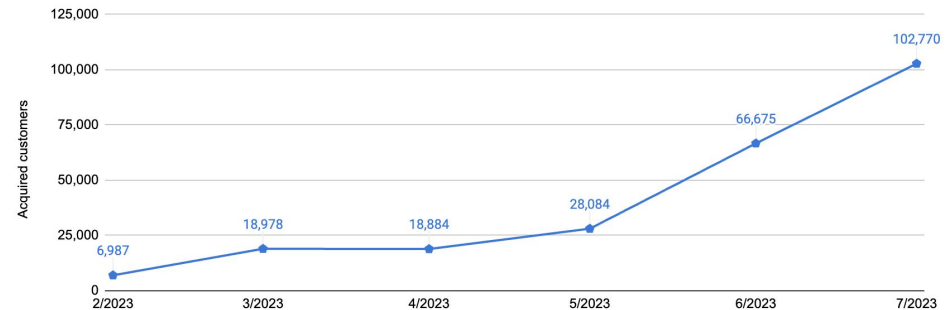
- Profitable legacy division | Generates ±\$AU4M Revenue Yearly
- Active services in **36 countries** and **8 languages** with **22 partners**
- Only player in the mobile subscription industry with true AI applications
- In-House media buying as growth vehicle
- The Digital Human Testbed - We learn on user behaviour through scale



Some of our service partners:



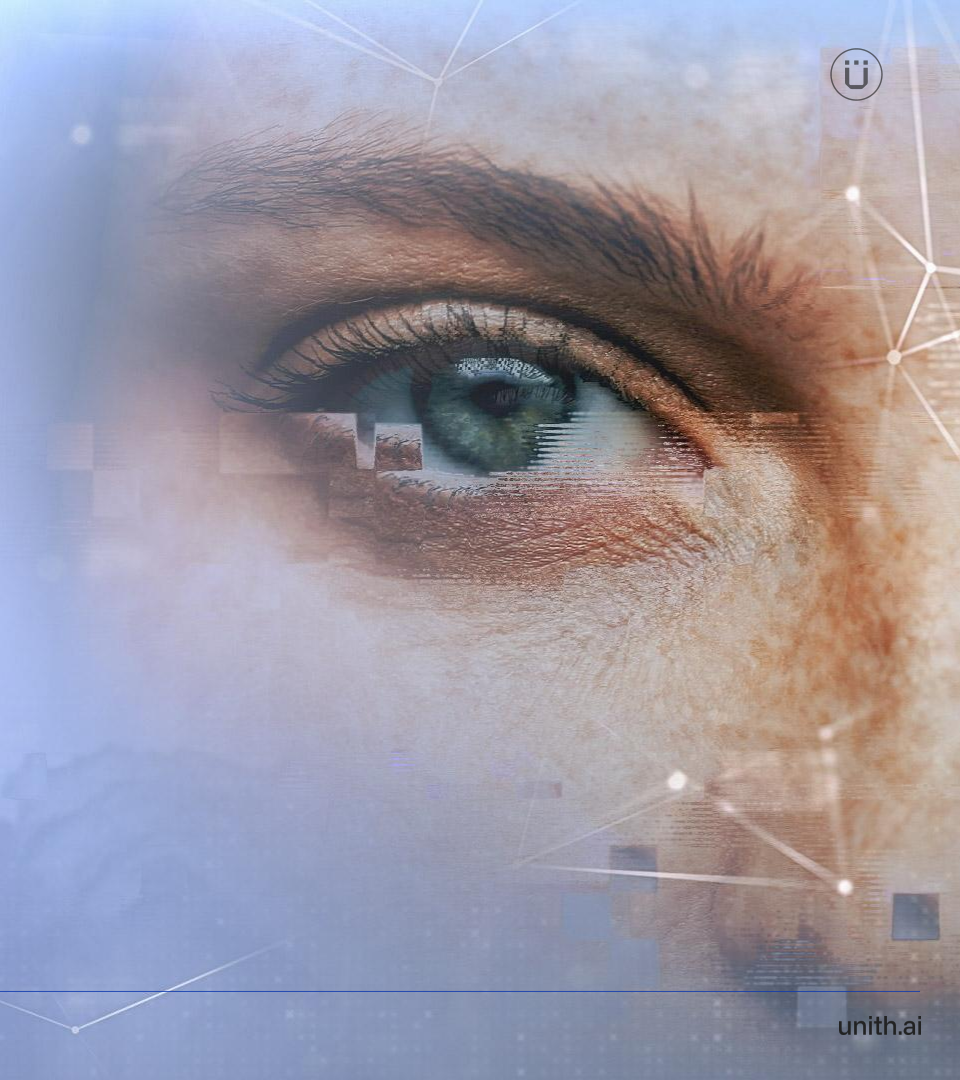
Customer Acquisition, AI B2C Products



# Business Update - Delivery to Plan

Delivered all planned milestones ahead of schedule

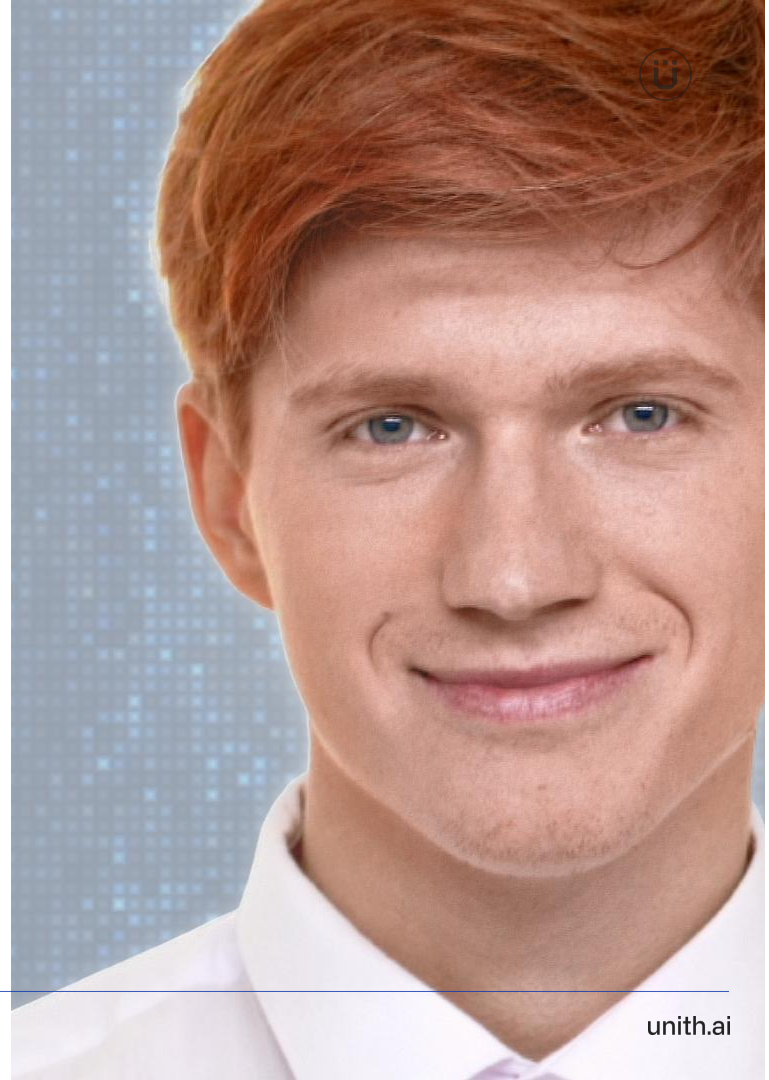
- Improved Human-Likeness through Machine Learning R&D, GPT Integration completed | Advance Analytic implemented
- Launched AIKO & Laia - Sentinel AI showcase for public use
- Big 5 Tech Client License ongoing, Advanced conversations on expansion
- Licensed Platform to AZBillions E-lottery Platform
- Appointment of Justin Baird as NED
  - Former Technical Executive at Dolby, Google, Microsoft
  - Performed a review that ratified IP Strength



# Business Update - Delivery to Plan

Delivered all planned milestones ahead of schedule

- BonnsApps program completed on time including grant receivables, NVISO partnership moving forward
- Scaled Business Development Team
  - Developed a rich pipeline with opportunities both in private and public sectors, will be fulfilled gradually
- Subscription Division Restructuring
  - Commercialised AI Products in further geographies
  - Opened new revenue streams via in-house media buying

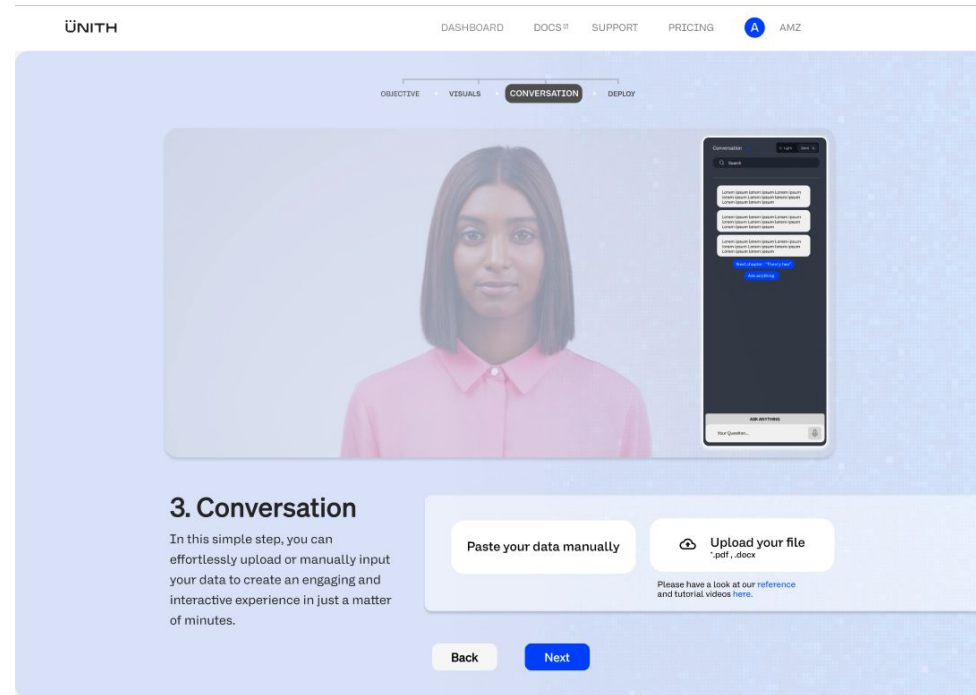


# Future Outlook

## Technology Scale, Improvements & Commercialisation



- Improving the User Experience, Seamlessness and reducing latency
- Enhancing Conversational-AI capabilities
- Private & Public Sector Pipeline Fulfillment
- Self-Service Platform Development
- Scale Architecture
- Subscription Division
  - Further product line expansion
  - Scaling User-Acquisition new-channels



# It's all about the team

Tech experts that build game-changing software



## Management Team



**Ivan Dumancic**  
Head of Mobile



**Idan Schmorak**  
CEO



**Melanie Mouldenhauer**  
CFO



**Marcel Alcoverro, PhD**  
Tech Lead



**Boris Salapa**  
Product Manager



**Itziar Zabaleta, PhD**  
Senior R&D Engineer

## Board of Directors



**Sytze Voulon**  
Non-Exec Chairman



**Justin Baird**  
Non-Exec Director

Passionate and dedicated, our leadership team combines diverse experiences and a shared vision.

Together, we're driving UNITH toward a prosperous future.



**Scott Mison**  
Company-Sec &  
Non-Exec Director



**Matthew Blake**  
Non-Exec Director



Thank You



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# Appendix | Corporate Overview

ASX: UNT | FWB: CM30



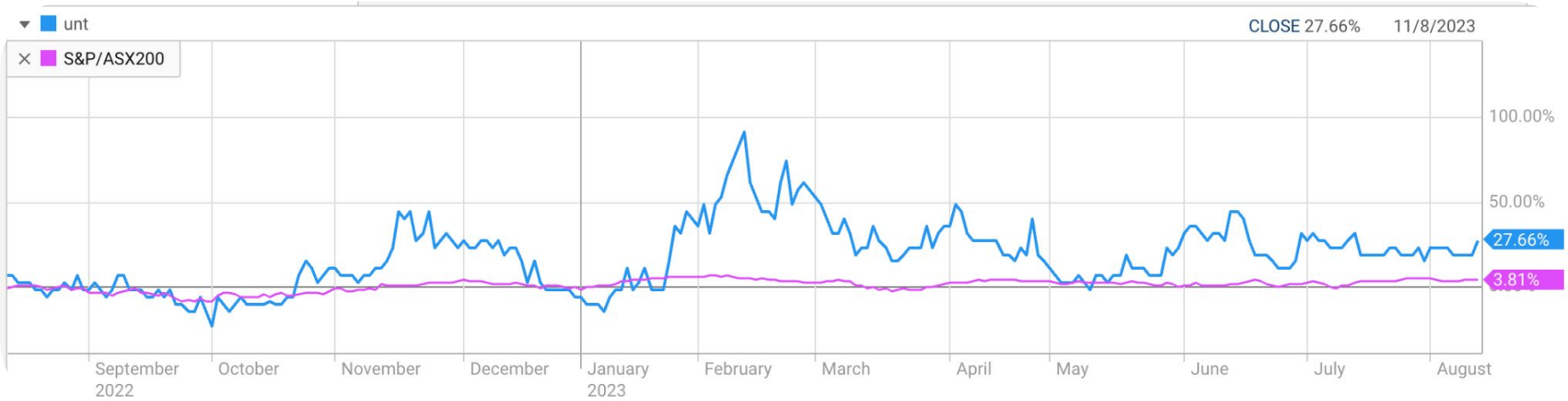
Shares on Issue: 899,714,167

Share Price (\$AU): 0.03 | Mkt Cap: ±\$27M  
(Based on Market Close 11 August 2023)



Cash at Bank (30 June 23'): AU\$4.3M

Zero Debt



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