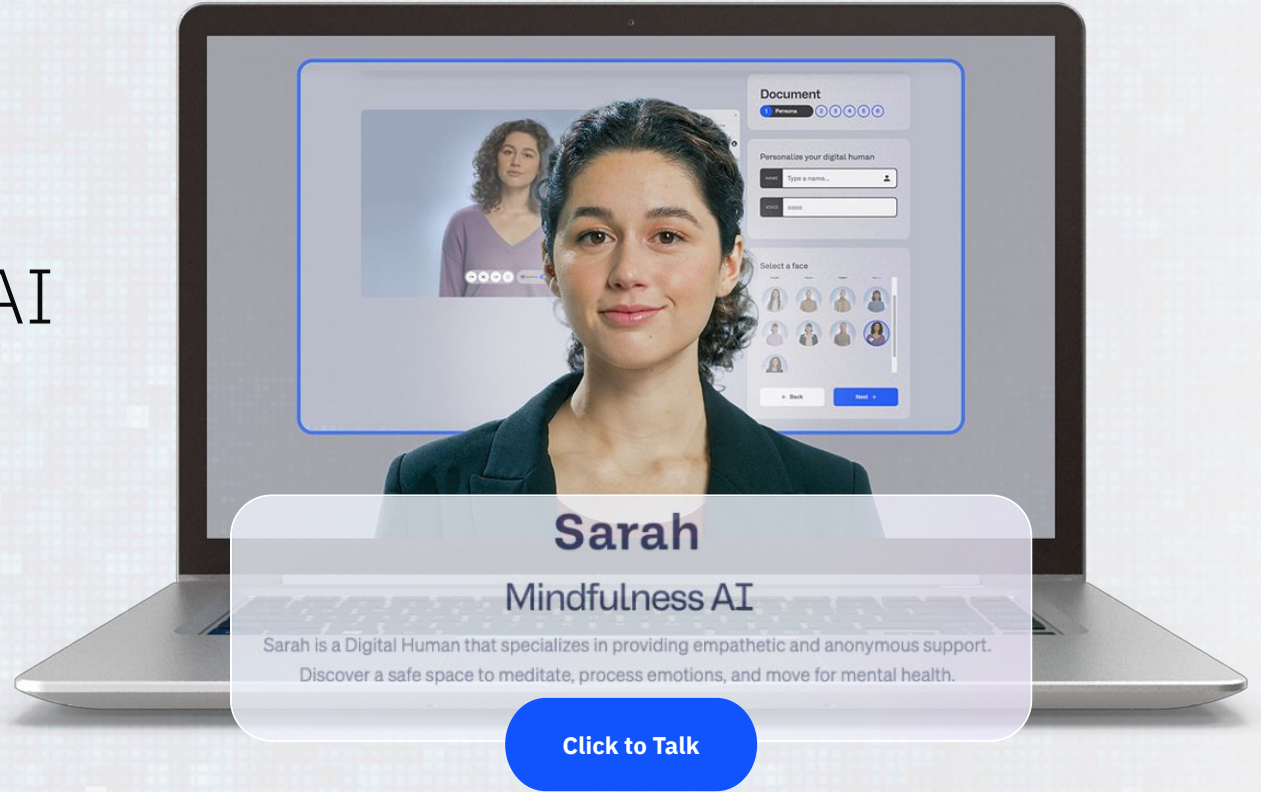# The Future of Conversational AI

Investor Update
May 2024

ÜNITH

ASX: UNT, UNTOA, UNTO | FWB: CM30

unith.ai

Agenda

- Brief Company Overview

- Q3 Highlights

- Corporate Updates

- Product & Business Updates

- Mobile Division Update

- Future Outlook

Rakan Sleiman, PhD
VP Product

Idan Schmorak
CEO

UNITH

Company Overview

UNITH

Developer of AI-Conversational Digital Humans and provider of B2C Mobile products

Rapid Market Growth

Conversational AI market estimated at US$108B by 2032 with CAGR of 43%[1] and Digital Humans expect to gain dominance across Retail, Education and Healthcare sectors[2]

[1] Allied Market Research, February 2023
[2] Bloomberg, June 2023

Competitive Advantage

Interactive hyper-real Digital Humans democratises access to millions of businesses across multiple industries

Market Traction

Successfully onboarded launch clients and identified strong market demand for a self-service platform, to be broadly available in 2024

Why Digital Humans?

UNITH Technology
Can meet the needs of many of these target markets

Build strong human-like connections with users

Always online, anywhere & everywhere

Customisable and personable

Speak over 60 languages

Generate business insights through smart data collection
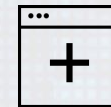
Onboarding

Knowledge Sharing

Healthcare

Q&A

eLearning

Customer Service

Build your own

Sales & Marketing

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- **Product and Website Enhancements:**
  - Achieved all milestones—enhanced software speed, visuals, user experience, and interface
  - Revamped website with a focus on use-case scenarios.
  - Launched a new blog to enhance SEO
- **Marketing and Outreach:**
  - Initiated media buying campaigns to drive targeted traffic
  - Adjusted social media strategy to emphasize product-centric content and thought leadership
  - Participated in target industries conferences, initiating and deepening relationships with prospective clients and strategic partners
- **Financial Performance:**
  - Maintained tight cost control: Lower costs while keeping high productivity and development pace
  - Strong balance sheet with $4.8 million cash at bank as of 31 March 2024

JAN - MAR 2024	Status
PRODUCT	
UX improvements: Enhanced Suggestions with Auto-Disconnect Notification	☑
Customer Panel MVP: New operational modes & management	☑
Conversation improvement: Prompt engineering & accuracy evaluation	☑
RESEARCH	
Non-verbal reactions	☑
Conversational accuracy and reliability	☑
Video Streaming	☑
GTM	
2024 Marketing strategy	In Process
Website facelift (springboard towards platform launch)	Live
Industry Events Attendance	3 Events Attended

Corporate Updates

- **Placement & Entitlement Offer Strongly Supported by Shareholders**:

  Continued robust backing from existing shareholders

- **New Board Appointment:**

  - **Gary Cox** joined the Board, bringing extensive tech experience from

    Microsoft & Rhipe

- **CFO Transition:**

  - Financial operations will be managed by the strong existing team, with

    oversight from Scott Mison, a seasoned chartered accountant and

    Director

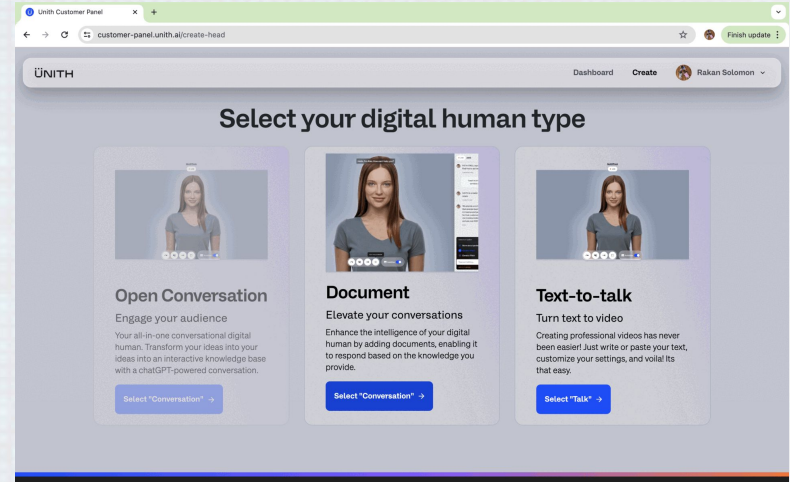# Delivering a platform that delights customers & fuels user acquisition

- Significant improvements in the **conversational experience**

  - Up to 42% faster responses vs 2023, revamped mic & chat controls

- **Proprietary** synthesis AI model upgraded improving visual quality 8% and reducing AI artefacts by 13%.

  - **Digital Human library** is growing and differentiating

  - Exciting research to introduce emotion and expressive speech

- Platform **Self Service**

  - **Launched** externally available **API access**

  - **Customer Panel** used by selected partners and internal users

- Enhanced Stability of Digital Humans: Significantly improved robustness

- Plug-in technology added enabling customers to bring their own LLMs

Customer Panel, Digital Humans for everyone

🚀 A key milestone for 2024 is to **make the UNITH platform accessible to anyone, anywhere** via an intuitive self service user interface. This will enable non-technical users to create and manage their own Digital Humans.

- Create a Conversational Digital Human in 5 steps from the Customer Panel
  - Personalise | Greetings | Knowledge Base | Suggestions | Converse
- Text-to-Video Digital Humans
- Power 1000s conversations
- Edit & Manage the the Digital Human experience

Customer Panel, Launch Plan

Today	JUN 2024	SEP 2024	DEC 2024
Customer Panel Beta	Customer Panel Launch phase 1/3	Customer Panel Launch phase 2/3	Customer Panel Generally Available

Goal: Onboard new customers opting for self-service in a controlled environment.

Key Focus: Address critical bugs and user needs based on current feedback.

Goal: Empower all customers to self-manage their Digital Humans, facilitated by UNITH.

Key Focus: Test across various environments and usage scenarios, addressing any necessary fixes or improvements from user feedback.

Goal: Enable customers to easily sign up for the Customer Panel with minimal assistance from UNITH.

Key Focus: Integrate self sign-up features and support network to accommodate rapid user acquisition

The ultimate goal is to ensure that the software is as stable, reliable, and user-friendly before general availability. The duration of each phase may be adjusted based on the specific needs and priorities

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Platform Value Model

- Monthly Subscription

- Free (Basic) tier is limited by:

  - Time

  - Functionality

  - Usage

- Monthly fee = platform tier

  fee x usage tiers

Feature	Basic	Pro	Business	Enterprise
Face Library	Limited to 2	Limited to 5	Full Library	Custom
Voice library	Limited	Yes	Yes	Custom
Language	1	All	All	All
Text-to-Video	50 videos	50 /month	250 /month	Custom
Live Digital Humans	1	5	50	Custom
Logos	Unith	1	1	Custom
Compute	Shared	Shared	Shared	Dedicated
API access	No	Ad-on	Ad-on	Yes
Geo Scaling	Yes	Yes	Yes	Yes
Embed anywhere	No	Yes	Yes	Yes
Voice cloning	No	No	Add-on	Yes
Face cloning	No	No	Add-on	Custom
Bring Your Own LLM	No	No	Add-on	Custom
Conv. Specialist	No	8 hours	24 hours	Custom
Customer Success	No	No	Yes	Yes
Customer support	Basic	Full	Full	Dedicated

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Business to Business Model (B2B)

Targeting millions of businesses, Globally

- **Enterprise:**
  - **Customisation & Support**: Tailored solutions with dedicated support to meet complex enterprise requirements
  - **Strategic Partnerships**: Ongoing collaborations to evolve digital capabilities and meet emerging business challenges
- **SMB:**
  - **Accessibility & Empowerment:** Enables SMBs to leverage digital human technology with minimal investment
  - **Community Resources:** Extensive support through tutorials, blogs, webinars etc
- **Unified Self-Service Platform:**
  - **Cross-Segment Utility:** Facilitates both Enterprise and SMBs in creating and managing digital humans. Streamlined, scalable, and designed for ease of use
  - **Customisable & Accessible:** Tailored for enterprise complexities; straightforward for SMB efficiency

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Distribution Strategy

Establishing Channels for Global Impact

- **Sales and Marketing Efforts:**
  - **Sales Team:** Actively engages potential clients, attends conferences, and nurtures relationships to grow the customer base
  - **Marketing Team:**
    - **Lead Generation:** Creates inbound leads with targeted campaigns, content marketing, and strategic online presence
    - **User Acquisition:** Promotes self-registration alongside the self-service platform's mass release, encouraging autonomous use
- **Service Partnerships:**
  - **Digital Transformation Companies:** Partner to integrate digital human solutions into their offerings, enhancing client value
    - **API:** Enables seamless system integration for automated setup and management
  - **Resellers:** Broadens reach through a network of third-party providers
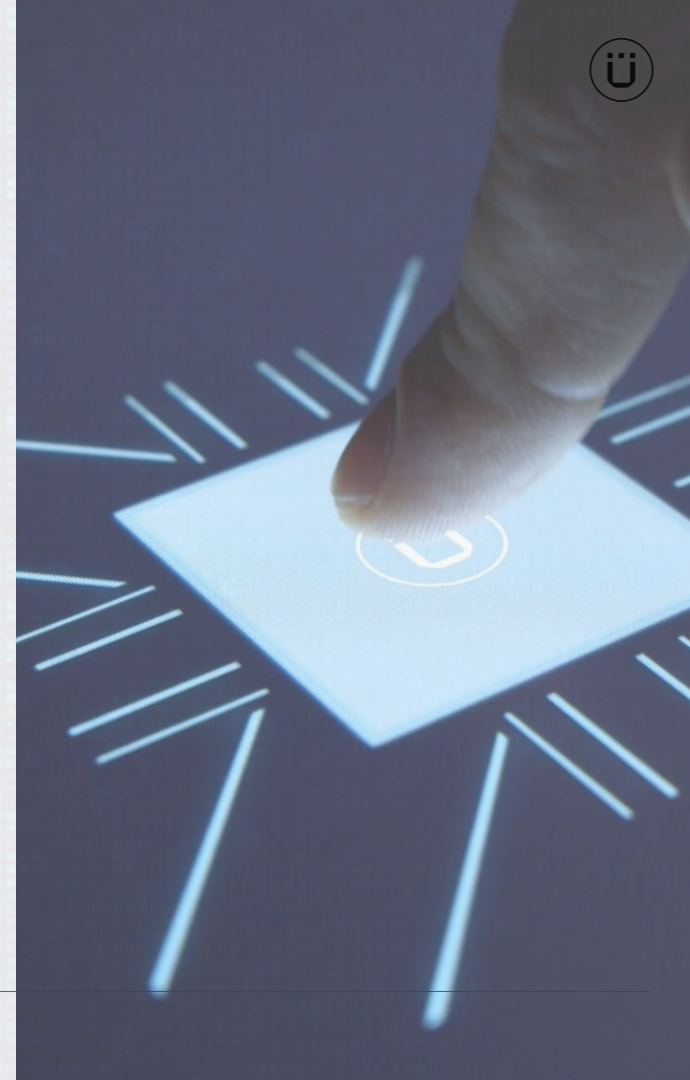
Client Success - UNITH Digital Humans, Impacting the Real World
The Alliance for Public Health

- 4 E-Social Workers to provide

  support for people with minimal

  access to health resources

- Full-Scale software delivery

  - Face & Voice clones

  - Verified critical knowledge

- Target audience of 50,000 people

- Templated approach allows for

  solution to be scaled to new

  medical conditions and markets
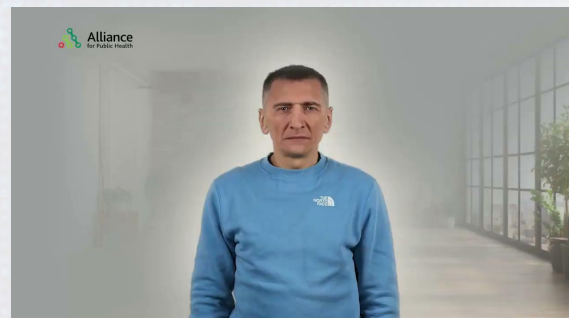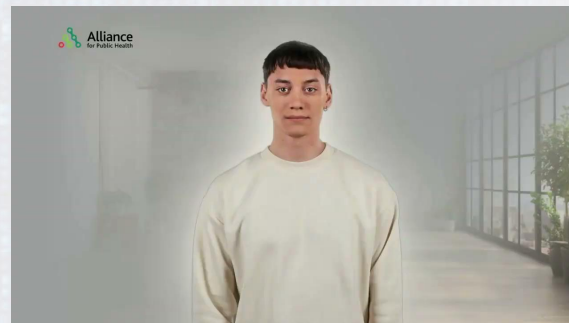
Learn more here

Increased connectivity to boost commercialisation

In response to common feedback from larger enterprises, UNITH now connects with Amazon Bedrock as a channel into a broad repository of the most powerful and adopted Large Language Models.

This will enable businesses to maximise investments they have already made in AI and conversational AI solutions.

UNITH will be showcasing our Bedrock integration at the AWS Summit in Madrid on June 5, 2024

Future Outlook

- **Existing Clients Public Launch:** Implementing digital human solutions at scale with our current clientele, driving substantial adoption and usage.

- **Onboarding More Enterprise Accounts:** Focused efforts to bring more enterprise clients on board, leveraging our advanced digital human technology to meet complex business needs.

- **Enhanced Stability and Features:** Significant improvements to the stability and functionality of digital humans, including faster response times and improved connectivity to support a wider range of customer needs and use cases.

- **Self-Service Platform Launch:** Making the UNITH platform accessible to everyone via an intuitive self-service user interface.
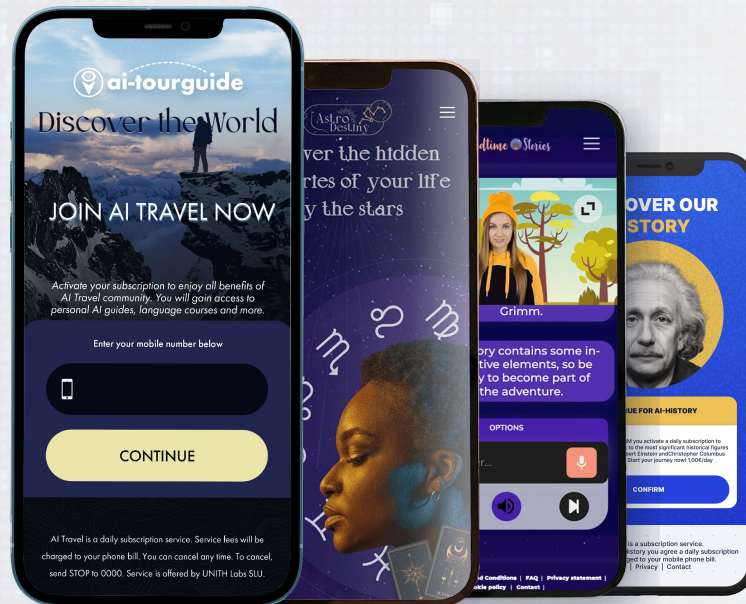

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Summary

- **Consistent Milestone Achievement:** Consistently achieved major milestones, enhancing user experience and expanding market reach.

- **Leadership in Generative AI:** Positioned at the forefront of the generative AI industry, driving innovations and setting new standards in digital human technology

- **Robust Financial Health:** Strong financial management underscored by a solid cash balance, ensuring ongoing growth

- **Expanding Global Impact:** Advanced through strategic partnerships and technology, broadening our impact across markets

- **Commitment to Innovation:** Ongoing enhancements in digital human interactions and API integrations, paving the way for increased automation and user engagement

B2C Subscription Division

Leveraging existing & new channels for direct distribution

- **Engagement**: The Digital Human testbed with over 1.2 Million customers sign-ups

  - Indicating interest, not revenue

- **Industry Leadership:** The only player in the mobile subscription industry with true AI-driven applications.

- **Strategic Expansion:** Continuously expanding product verticals to stay ahead of the competition.

- **Profitability Focus:** Implementing strategies to increase the division's profitability, mindful of the current challenges in the subscription ecosystem

Our top telco partners:

UNITH.ai

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