Investor Presentation

Unith Ltd (ASX:UNT: UNTOA)
May 2025

Helping businesses inform, educate, and guide people—anytime, anywhere, in any language

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Leadership

Board

Management

Sytze Voulon
Non-Executive Chairman

Sytze is an experienced executive who has led international businesses across several industries and geographies, orchestrating the building, scaling, and transformation of these businesses.

Scott Mison
Executive Director & Company Secretary

Scott brings more than 26 years of corporate and operational experience across Australia, the UK, Central Asia, Africa and the US. Over this time Scott has performed a range of Director, CFO , CEO, COO and Company Secretary roles with ASX- and LSE-listed companies, specialising in the technology sector.

Antony Eaton
Non-Executive Director

Antony is a corporate and commercial lawyer specializing in mergers and acquisitions. Antony advises on M&A, private equity, IPOs, fundraisings, and infrastructure projects, with a focus on technology, agribusiness, and energy.

Ivan Dumancic
General Manager UNITH B2C

Ivan brings over 15 years of international experience in telecom and a strong background in payments, with a Master's degree in Computer Science and Telecommunication. He has a proven track record for scaling digital products globally and driving consumer revenue growth.

Rakan Sleiman
General Manager Digital Humans

Rakan brings 15 years of AI experience driving innovation, operations, and growth across global teams, with a strong track record in product leadership, commercialization, and customer-centric execution.

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Who is **UNITH**, and What We Do

UNITH Ltd (ASX:UNT) is an Australian technology company that:

- Specialises in AI Digital Humans and conversational design
- Builds interactive agents for customer engagement, education, and entertainment
- Monetises AI capabilities through diverse revenue streams

Key Offerings:

- **Digital Humans** – Lifelike AI avatars for user interaction
- **Conversational AI** – Integrated customer engagement tools
- **Storytelling & Education** – AI-powered learning and narrative platforms
- **Enterprise Solutions** – Custom AI for service, training, and marketing

Target Sectors: Education, Healthcare, Entertainment, Finance

Business Divisions:

- **Subscription (B2C):** Recurring revenue via Digital Human & AI content access
- **Digital Human (B2B):** End-to-end Digital Human design, development, and deployment

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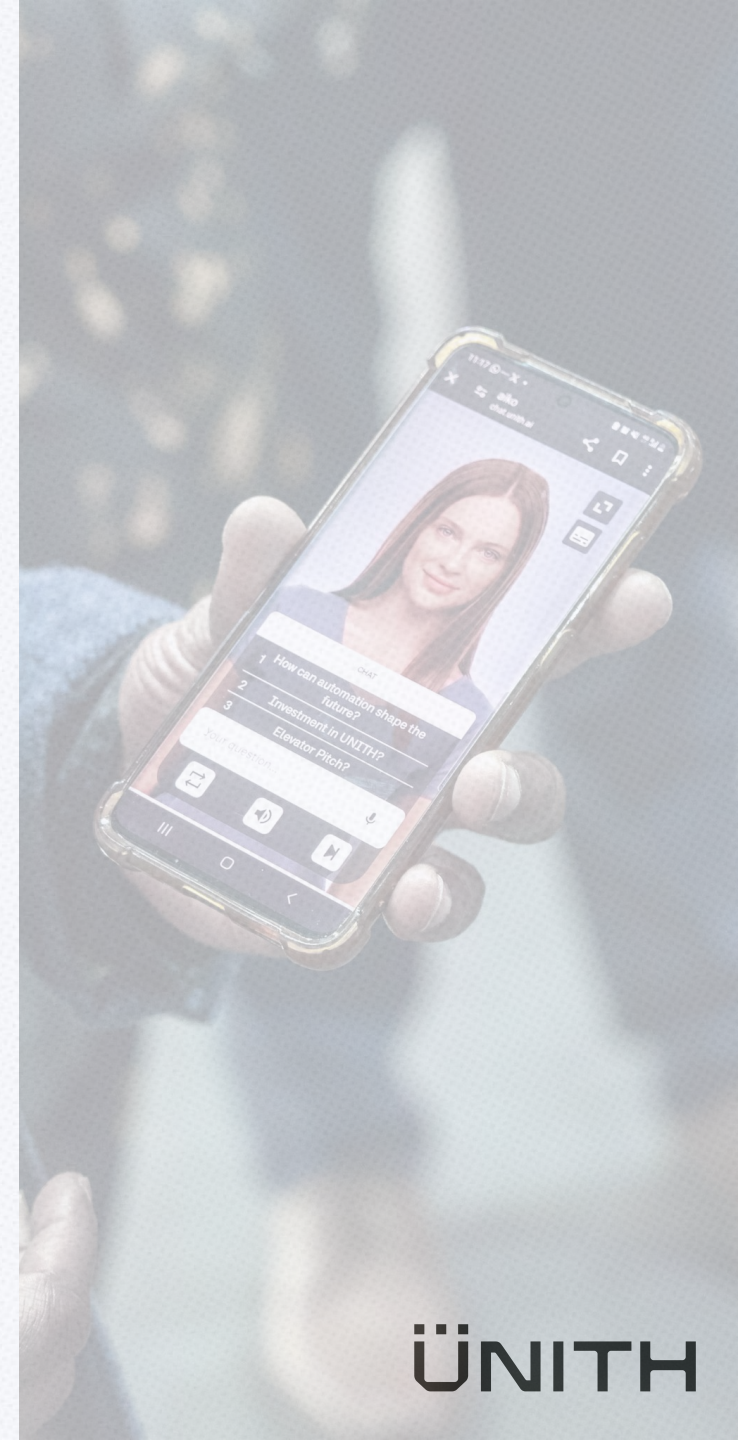
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Corporate Overview

ASX: UNT as at 2 May 2025

Share Price

A$0.011

52 week range:

A$0.010 - A$0.025

Market Capitalisation

A$13.5m

At A$0.011 / share

Shareholders

Shares on Issue (UNT): 1,230,272,901

Listed Options (UNTOA):   172,300,367

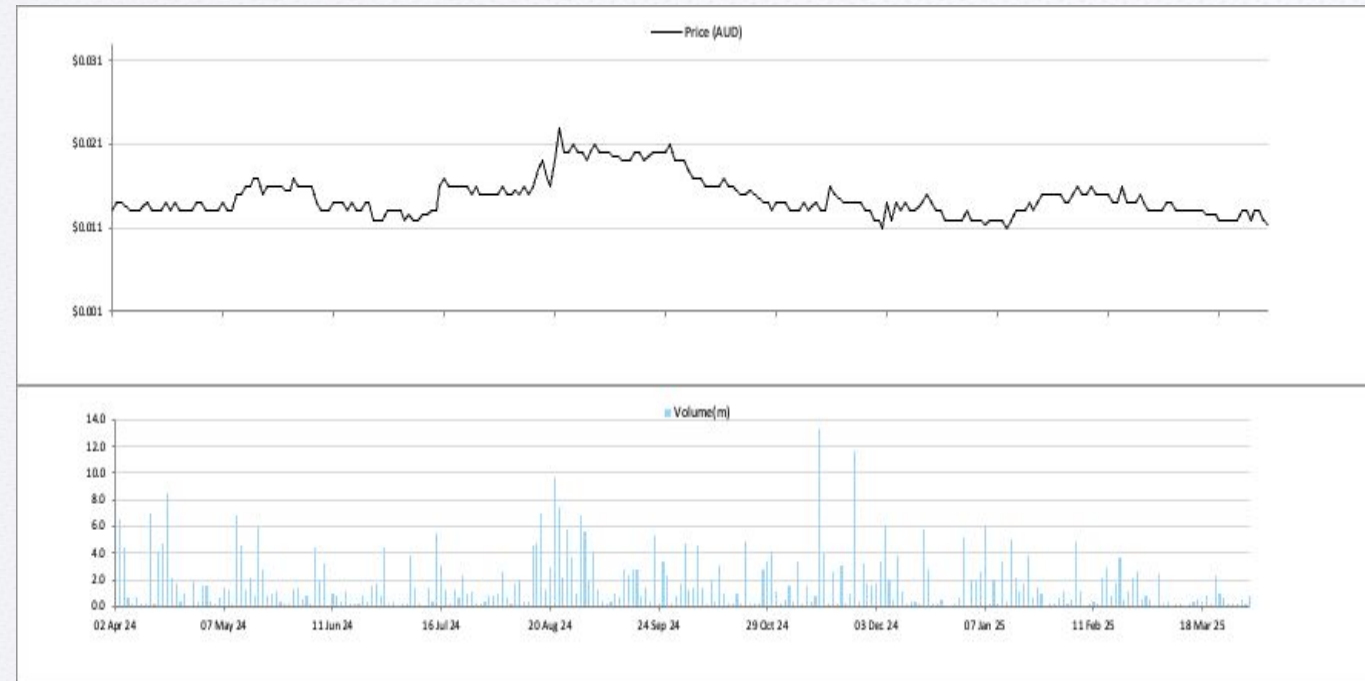$0.03 expiring 31 March 2026

Performance Rights: 33,420,000*

Top 5 shareholders

1. Aslan Equities - 7.90%
2. Citicorp Nominees - 3.51%
3. BNP Paribas Nominees - 3.18%
4. 818 Corporate Pty Ltd - 3.136%
5. Mr Czeslaw Czapala & Mr Zdzislaw Czapala - 2.20%

Top 20 - 37.2%

*some yet to be finalised and issued

UNT Share Price Chart (1 year)

Digital Humans

unith.ai

A Future of Intelligent, Autonomous Agents

A Big Shift: The next platform isn't a new device – It's **conversational agents**.

- Large Language Models (LLMs) are exploding in capability.
- Businesses are scrambling to apply them.
- Users are expecting to "just ask" — not navigate.

With a Big Problem: Everyone wants to talk to something smart. **But building that "something" is hard.**

- Chatbots are outdated.
- LLM Application Programming Interfaces (APIs) are raw.
- AI tools are fragmented and inaccessible.

Companies don't want infrastructure. They **want outcomes**.

Our Insight: AI isn't just backend logic. It needs an interface — a human one.

Every business needs their own Digital Humans, trained on their knowledge, tuned to their tone, and deployed where users already are.

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We are Hard-Wired for Face-to-Face.

- One-on-one and face-to-face interactions are essential for genuine connections.

- As virtual communication becomes the norm, humans innately prefer seeing faces.

- Digital Humans use **realistic human faces** to tap into this preference, helping businesses engage more deeply and gather valuable insights.

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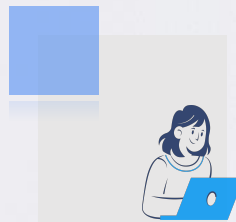
Why Digital Humans?

Engaging, scalable AI avatars to connect, assist, and convert—anytime, anywhere, any language.

✅ **Key Benefits**

❤️ Create lifelike, human-like interactions

🌐 Available 24/7 — globally accessible in 60+ languages

🧩 Fully customisable & easy to create

📊 Smart insights through data collection

🔄 Seamlessly integrates across platforms (web, mobile, kiosk)

🤖 Connects with LLMs and chatbots

🚀 Scalable for high-volume tasks with minimal resources

🎯 **Use Cases**

Healthcare | eLearning | Onboarding | Customer Service | Q&A | Marketing | Knowledge Sharing

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UNITH Digital Human Platform

UNITH lets companies easily create, deploy, and scale **AI-powered Digital Humans** — smart, contextual, and personalized conversational agents — available **anytime**, **anywhere**, in **any language**

We provide:

- 🎭 A **User Interface** (UI) to host and interact with the human
- 🛠️ A **creation tool** (inter**Face**)
- 🔌 An **API** to integrate at scale

Buyer Persona
CX, Sales, Ops Leads
Internal Builders
Platform Teams

Problem They Have
Need better customer/user experiences
Want to build custom assistants (no code)
Want to embed AI humans in their product

Why They Buy UNITH
We deliver the full Digital Human for them
We give them tools with control
We offer a robust API layer

✅ UNITH meets the buyer **where they are** — skill-wise and strategically
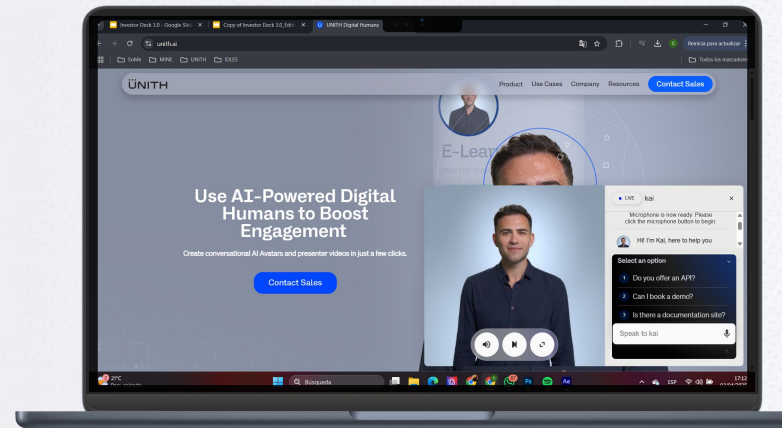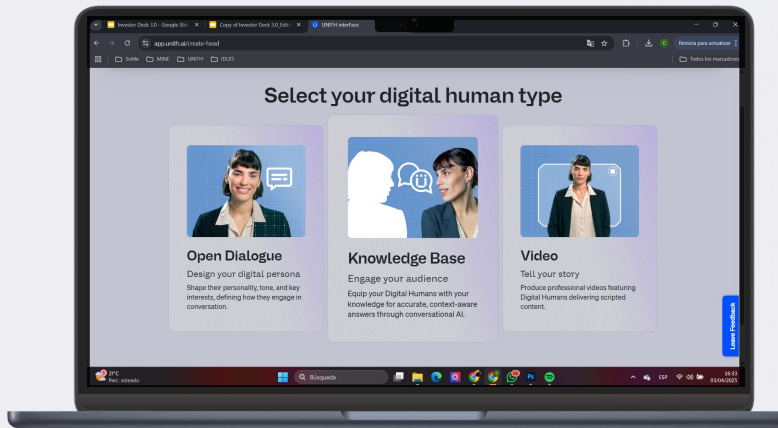
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UNITH **Platform Components**

1

Easily create and manage clients' own Digital Humans in a simple user interface or API

Client Chooses:

Organisational Knowledge Base
The Digital Human's "brain, powered by large language model (LLM) of choice

Persona
Customisable appearance, voice, accent, dialect, and AI-powered personality

2

Deploy Digital Humans on clients' website, or App

Embed:
Copy URL from platform, or for more technical users, visit https://docs.unith.ai/ for all documentation, including configuration, plugins, integrations, and more.

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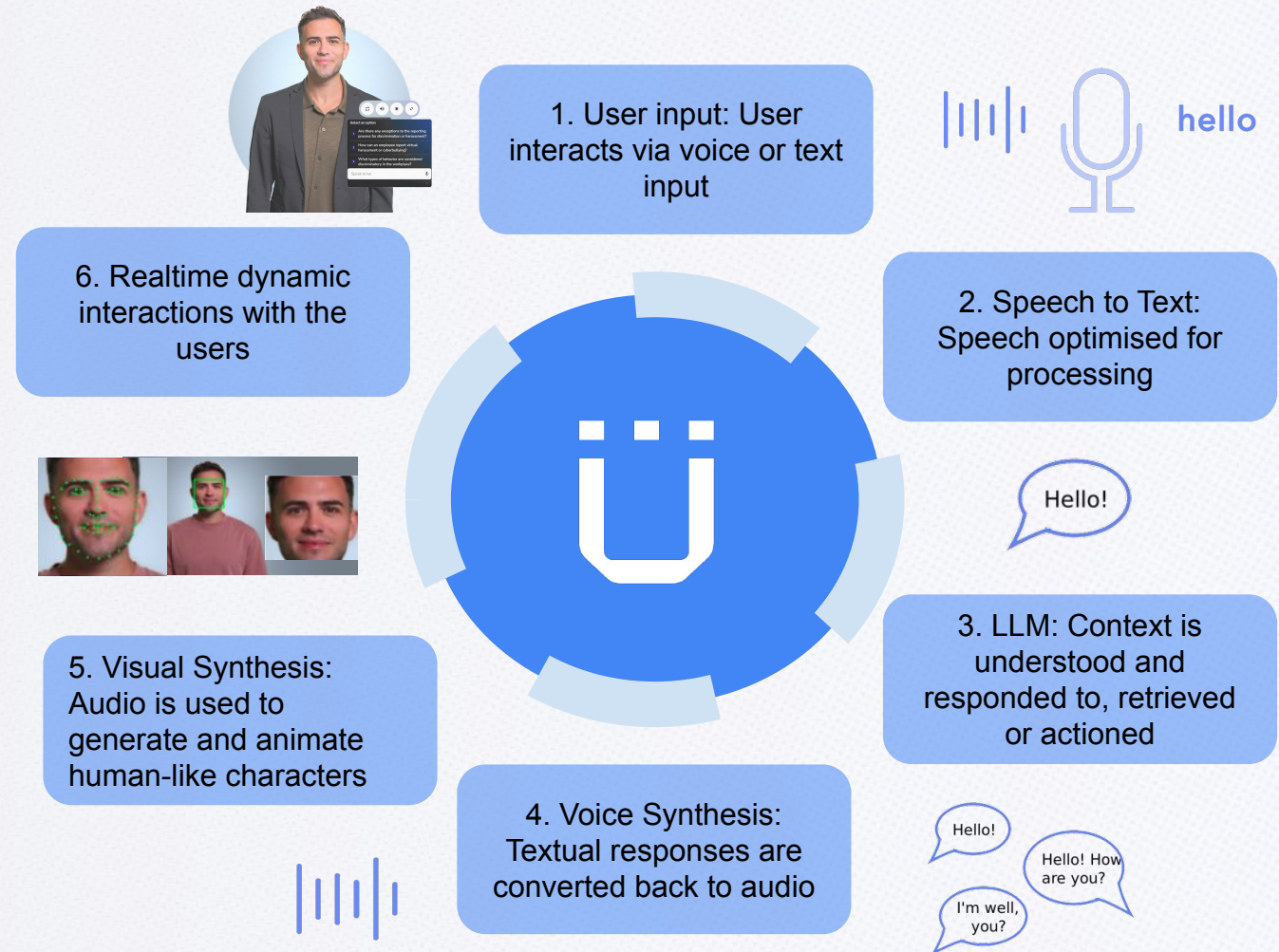Optimise Digital Human experience by what topics align with clients' audience

Iterate:
Review analytics and make adjustments to appearance, prompt, voice, language, suggestions,and more, all in the self-service platform.
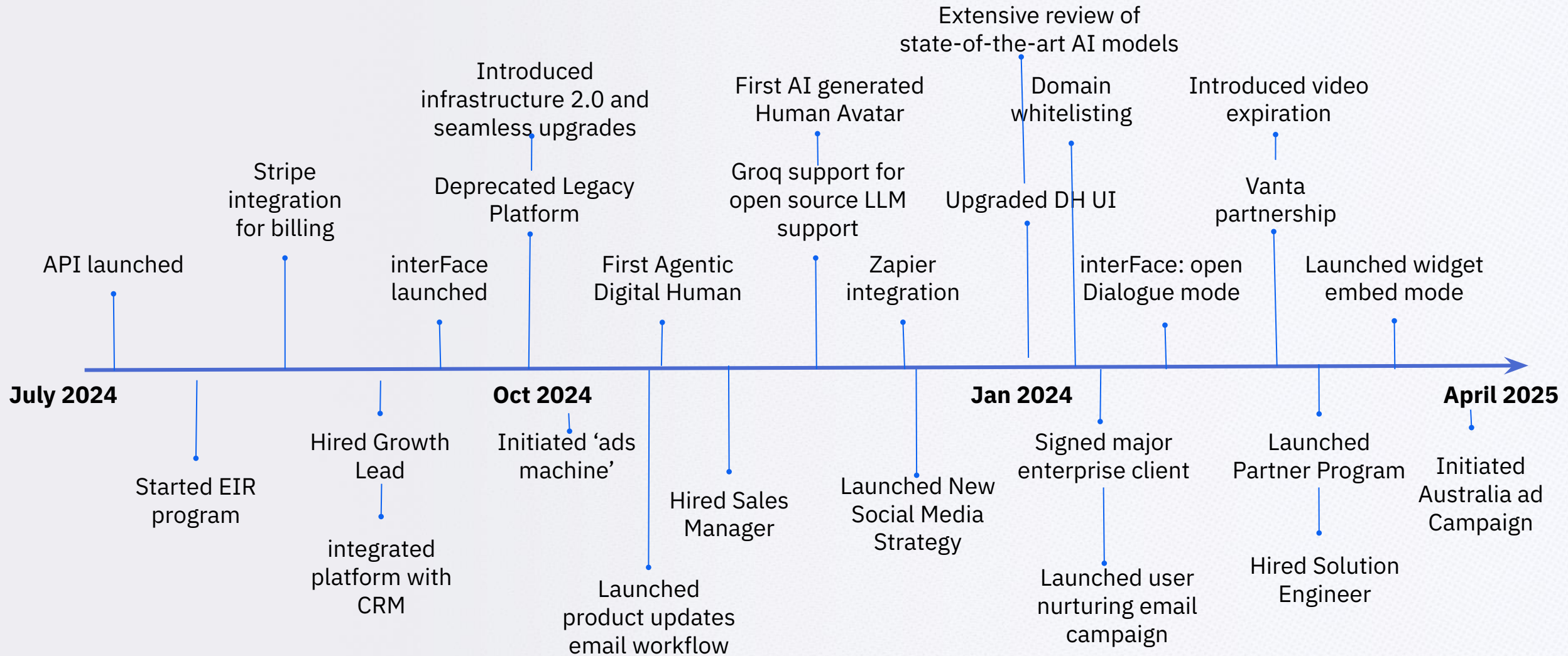
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The Glue for Real-Time Conversational Agents

UNITH platform orchestrates across a range of state-of-the-art technologies enabling real time conversational solutions:

- User interacts via voice or text input
  - ✔ e.g. speaking or typing a question

- A combination of Speech to Text and Natural Language Processing (NLP) is used to provide context to the LLM

- LLMs are used to generate a contextually intelligent response or agentic behaviour.

- Voice synthesis converts text to natural speech, matching the avatar's persona

- Facial Reconstruction & Animation sync:
  - ✔ Lip Movements
  - ✔ Expression (smiles, nod)
  - ✔ Body language (gestures)

- Seamless, dynamic interaction with the user e.g. live Q&A, coaching, customer support

1. User input: User interacts via voice or text input

2. Speech to Text: Speech optimised for processing

3. LLM: Context is understood and responded to, retrieved or actioned

4. Voice Synthesis: Textual responses are converted back to audio

5. Visual Synthesis: Audio is used to generate and animate human-like characters

6. Realtime dynamic interactions with the users

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UNITH Deliverables FY25 to Date

API launched

Started EIR program

Stripe integration for billing

Hired Growth Lead

integrated platform with CRM

interFace launched

Introduced infrastructure 2.0 and seamless upgrades

Deprecated Legacy Platform

Initiated 'ads machine'

Launched product updates email workflow

First Agentic Digital Human

Hired Sales Manager

Groq support for open source LLM support

First AI generated Human Avatar

Zapier integration

Launched New Social Media Strategy

Extensive review of state-of-the-art AI models

Domain whitelisting

Upgraded DH UI

Signed major enterprise client

Launched user nurturing email campaign

interFace: open Dialogue mode

Introduced video expiration

Vanta partnership

Launched widget embed mode

Launched Partner Program

Hired Solution Engineer

Initiated Australia ad Campaign

July 2024 — Oct 2024 — Jan 2024 — April 2025

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Recent Achievements Gaining Momentum

B2B - enabling business clients to connect with people

- Major Enterprise Win: Secured 1-year deal (A$130K) with a top global pharmaceutical firm to inform **and educate** patients and health care professionals with real-time conversational Digital Humans in 3 languages

- interFace Platform Growth: **Consistent growth** in paid sign-ups, increasing average order value, and overall monthly recurring revenue (MRR) - estimated current value at A$250K. *(excludes enterprise win listed above)*

- Platform Enhancements:
  - Agentic functionality + Zapier integration boosts automation and client adoption
  - Security upgrades for enterprise
  - ISO 27001 certification in progress

Businesses Signed Up for Recurring Subscriptions

Monthly Recurring Revenue

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Our Growing List of **Customers**

What's Next - 3 Point Strategy

1. **Continue** push for customer acquisition with key objectives of identifying high growth segments, product refinement and recurring revenue.

2. **Launch** new proprietary corporate AI product-offering that can be used to penetrate mid-market / enterprise

3. **Develop** partner program to

   a. capitalise on demand and readiness
   b. penetrate Australian market
   c. preserve a small, nimble core team

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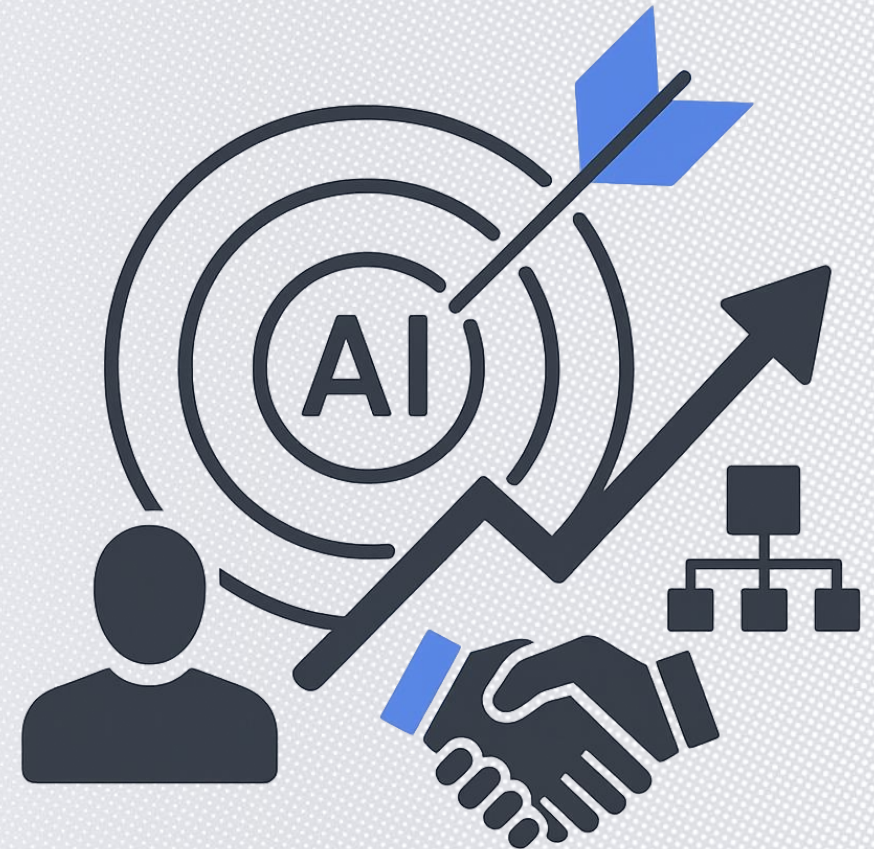
Distribution **Strategy**

Multiple growth paths including direct sales of ready-made Digital Humans, self-serve builders and API-led integrations

Continued Customer Acquisition (EU)

- Targeting SMBs in France & Spain through outbound + inbound
- Launch email nurture campaigns to activate early leads
- Use vertical-specific case studies & testimonials to build trust
- Real-time tracking of CAC, conversion rate, and retention

Leverage Corporate AI Offering for Enterprise traction: Australia Focus

- Testing paid channels to validate market demand
- Currently piloting Meta Ads in Australia
- Next steps:
  - Find 1 strong local partner
  - Launch AU-specific landing page
  - Scale paid acquisition & partner discovery calls

Partner Network

- Launching 3 models: Referrals, Resellers, Strategic Partners
- Clear onboarding & activation process
- Goal: 10 active partners by June 2025
- Tailored commission models + partner enablement toolkits
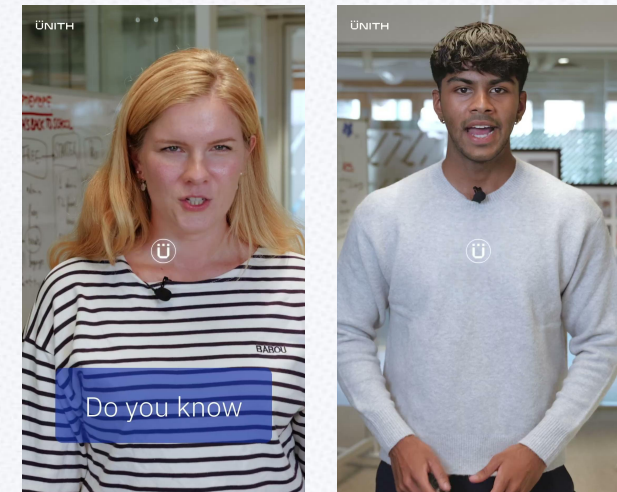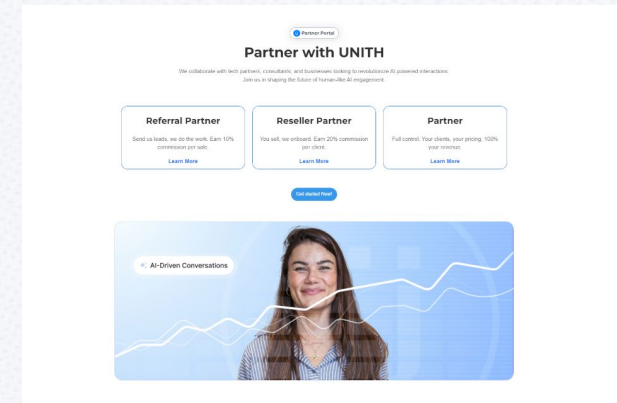
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Product Updates

unith.ai

UNITH + Zapier to Automate Your Workflows

Businesses want to be able to leverage their Digital Humans to perform actions for them.
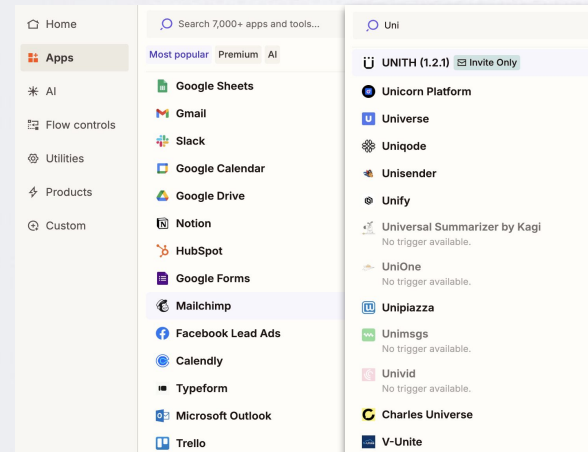
UNITH's Zapier integration connects our conversational agents to 7000+ apps

New!
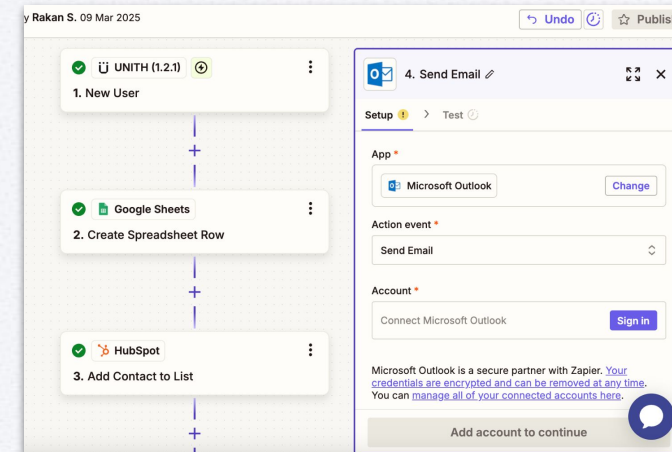
1 - Create your Open Dialogue Digital Humans
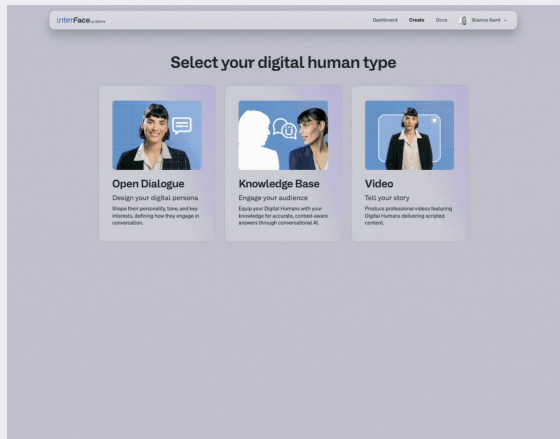
2 - Select UNITH app in Zapier - by invite only for premium customers

3 - Create your Automation; and connect it to your Digital Human

4 - Your Digital Human will do the rest
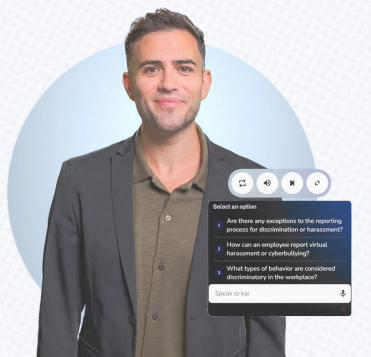
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Embed Anywhere & Easily with Widget Mode

Businesses want to expose their Digital Humans to their broadest audience; easily and seamlessly.

UNITH's widget mode allows Digital Humans to be easily positioned discreetly on any webpage

Your digital human "gironena" is ready!

We've generated a code snippet for you to embed on your website. Simply copy and paste the code below into your website's HTML where you want the content to appear.

```
data-head_id="gironena-11219"
data-theme="demo"
data-vm_version="1"
data-time_pressure="false"
data-subs_enabled="true"
data-mic_enabled="true"
data-widget_mode="false"
data-seamless_transitions="false"
></div>
</body>
```

Copy   Download

Set
data-widget_mode=**"true"**

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Secure Digital Humans with Restricted Domains

Businesses want

- to control where Digital Humans can be embedded; to ensure data is protected
- to allow external events to contribute to the conversational experience

UNITH's new security controls now allows restricted access to Digital Humans and events from external elements into the Digital Human
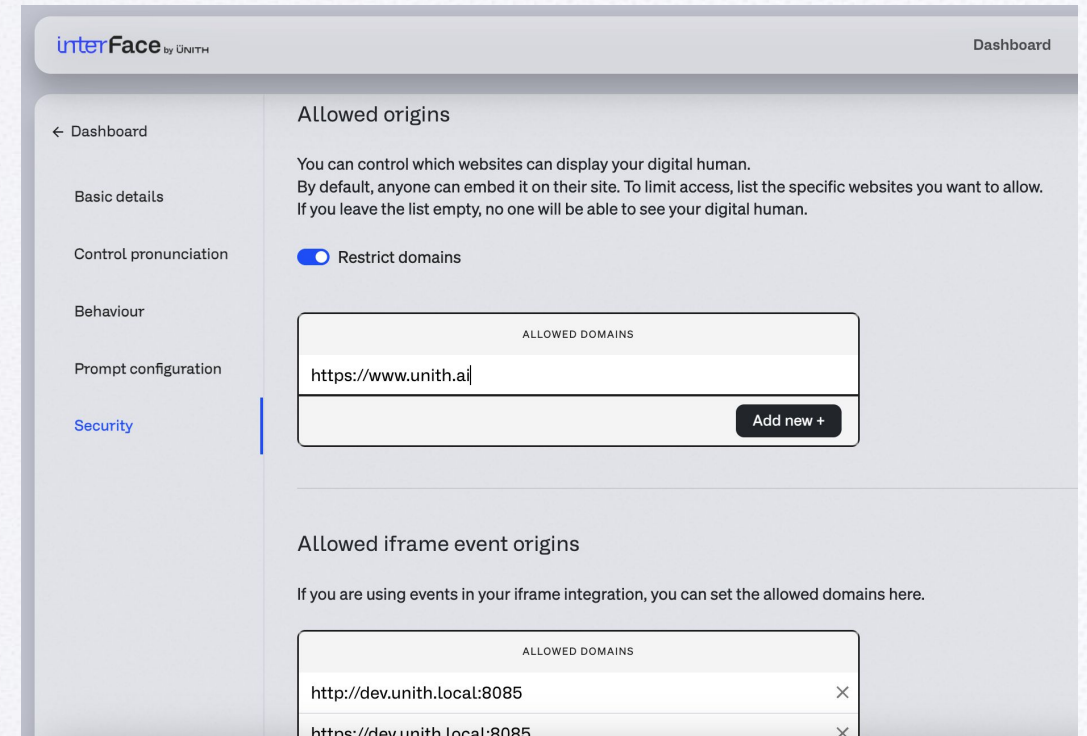
High Level Summary of Recent Product Updates

- **Zapier Integration** – Trigger real-world actions, from conversations

- **Widget Mode** – Seamless embedding made simple

- **Open Dialogue & Prompt Templates** – Build authentic Digital Humans, fast

- **Secure Domain Embedding** – Lock down where your Digital Humans appear

- **External Event Triggers** – Let real-world events prompt them to speak

- **Gestures & Speaking States** – More expressive and lifelike interactions

- **Interrupt/Stop Button** – Because sometimes, less talk is more

Digital Rakan, with an Aussie accent

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B2C Division

unith.ai

UNITH B2C Division Activities Overview

- **Direct to consumer** distribution of in-house developed "lifestyle" apps featuring UNITH Digital Humans

- Customers pay **daily or weekly subscription** with their phone bill (DCB) up to AUD $20 per month

- **Growing customer base value** while maintaining division profitability

- Geographical expansion with a footprint of 36 countries and 21 languages

1401
DIGITAL HUMANS
IN SERVICE
+42% vs 2024

Powered by www.unith.ai

885K
ACTIVE SUBSCRIBERS
+55% vs 2024

Powered by www.unith.ai

Active subscribers and Estimated Customer Base LTV ($AUD)

- Active subscribers
- Estimated Customer Base LTV (AUD)

	March 2023	March 2024	March 2025
Active subscribers	106000	298000	885000
Estimated Customer Base LTV (AUD)	$2,460,000	$3,000,000	$4,425,000
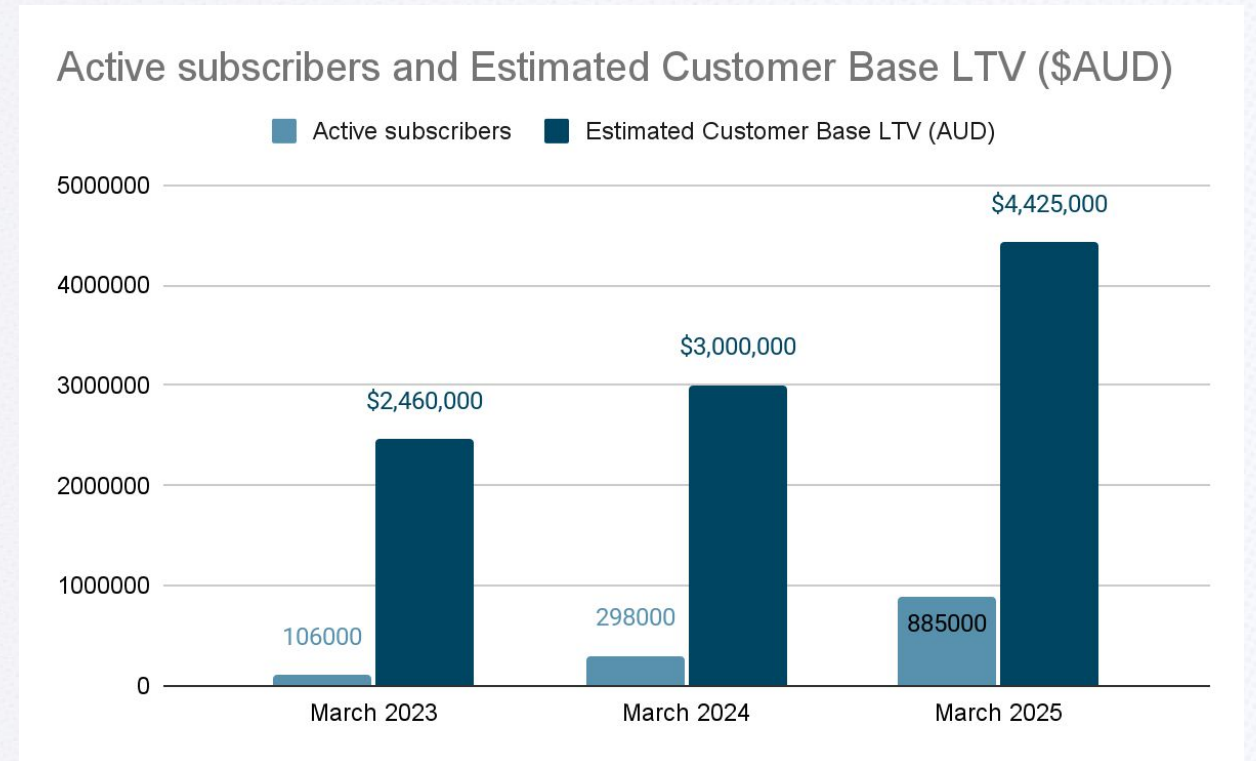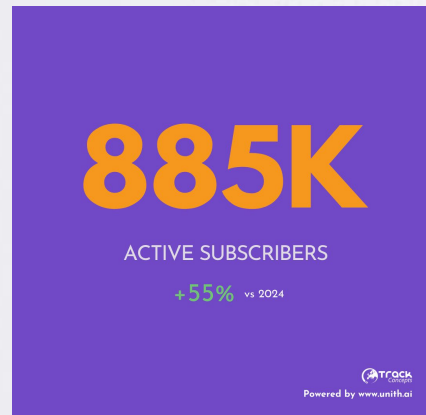
*Estimated **Customer Base LTV** is the total projected revenue a business expects to generate from its entire **existing** customer base over their average lifespan as paying customers.

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UNITH B2C Division AI Products

Content vertical	Children content	E-Learning	Astrology	Travel	Wellbeing
Available languages	12	4	16	8	8
Territories active	13	3	6	2	2

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UNITH B2C Division Our 3 Pillars

UNITH B2C Division

Customer acquisition

- In-house customer acquisition
- Omnichannel marketing
- Use of AI to optimise and scale

Products

- Unique AI Digital Human content
- Highly localised
- Highly personalised

Subscription monetisation model

- Recurring revenue
- Proprietary platform
- Smart billing to maximise revenue

Benefits customer acquisition

Benefits customer retention

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UNITH B2C Division Future Outlook

- Further **Geographical expansion**: Africa (Gabon, Botswana), Middle East (Jordan) and Asia (Uzbekistan) among others

- Product diversification: exploring other content verticals including entertainment

- Continue to implement AI tools and processes to support **growing customer base** while maintaining lean hyper-efficient operation (6 FTE)

- Hoped to reach **1 Million active subscribers** by the end of FY25

- Hoped to surpass **AUD $5 Million estimated customer base LTV** by the end of FY25

MARKETING
Data driven and AI optimised
Omnichannel
In-house executed

REACH
Global reach
Multilingual
Scalable

track
Concepts

PRODUCT
Unique product
Owned, not licenced
Highly localised

ECONOMICS
Key focus on profitability
Microbilling to maximise charging success
Long revenue tale

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Recent Achievements Gaining momentum

B2B - enabling business to connect with people

- Major Enterprise Win: Secured 1-year deal (A$130K) with a top global pharmaceutical firm to inform and **educate** patients and health care professionals with realtime conversational Digital Humans in 3 languages
- interFace Platform Growth: Consistent **growth** in paid sign-ups
- Platform Enhancements:
  - Security upgrades for enterprise
  - ISO 27001 certification in progress
  - Agentic functionality + Zapier integration boosts automation and client adoption

B2C - enabling people to interact with Digital Humans

- 885,000+ Active Digital Human Users across 36 countries
- AI App Expansion: Launched localized apps in Serbia, Slovakia, and Romania
- 5 Proprietary AI Products (e.g., BedtimeStories, Astro-VIP, AI Travel Guide)
- Continued Growth: Targeting new markets incl. Gabon, Jordan, Botswana, Uzbekistan

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Why Invest In UNITH

- **Proven Commercial Traction:** Strong sales momentum and client success, with growing domestic and international footprint.

- **Rare ASX AI Exposure:** One of the only pure-play AI companies listed on the ASX — highly leveraged to sector growth.

- **High-Growth Market Opportunity**
  Positioned in Digital Humans & Agentic AI:
  - Digital Human market: **$66B (2023)** → **$377B by 2032** (*Gartner Research*)
  - Agentic AI: >**$30B+ by 2030** (*Fortune Business Insights, Gartner*)
  - GenAI could add the equivalent of **$2.6 trillion** to **$4.4 trillion** annually to the global economy (*McKinsey*)

- **World-Class Team:** Highly committed with deep expertise across AI, product development, sales and marketing.

- **Undervalued Market Cap:** Just **$13.5M AUD** — significant upside potential.

- **Product-Led Growth:** Capitalise on very comprehesive and scalable platform and ongoing innovation and enhancements driving competitive edge.

The AI Market Data

Forecasts for AI spending and market sizes vary widely and are frequently being forced to be updated due to the speed of market developments and changes in costs and capabilities. Some of the more prominent forecasts include:

IDC: Worldwide spending on artificial intelligence (AI), including AI-enabled applications, infrastructure, and related IT and business services, will more than double by 2028 to reach $632 billion. The rapid growth in GenAI investments will enable the category to outpace the overall AI market with a five-year CAGR of 59.2%. By the end of the forecast, IDC expects GenAI spending to reach $202 billion, representing 32% of overall AI spending.

Bloomberg: the company estimates the market will reach $1.3 trillion by 2032, up from just $40B in 2022 – a CAGR of 42%.

UBS: forecasts AI spending to rise from $28B in 2022 to $420B by end of 2027.

McKinsey: says GenAI could add the equivalent of $2.6 trillion to $4.4 trillion annually to the global economy.

Other Notable AI Data Points include:
It took only 2 weeks for ChatGPT to reach 100m users. While Threads took only 2 days, this was the fastest application to achieve the milestone since TikTok, which took 9 weeks.

Trillions of parameters and millions of dollars in training costs – the largest LLMs. Open-source Llama 3.1 has 405 billion parameters, but OpenAI's ChatGPT 4 is said to have trillions. It is said Google's Gemini Ultra cost over $191m to train.

OpenAI's new o3 system previewed in December 2024 and trained on the ARC-AGI-1 Public Training set, with a high-compute (172x) o3 configuration costs over USD$1000 per task and scored 87.5% - the closest to Artificial General Intelligence (AGI) any model has achieved to date.

Gartner predicts that greater than 70% of independent software vendors (ISVs) will have embedded GenAI capabilities in their enterprise applications by 2026, a major jump from fewer than 1% today. This is already true for every major SaaS offering in the market today.

The US has had over 5500 newly funded AI start ups since 2013, the second most is China with 1450.

Examples of generative AI benefits across functions

Customer service and contact centers	Sales and marketing	Software product development	Back office and other productivity
20%-35%	30%-50%	15%	20%-50%
time reduction for manual responses	less time spent on content creation	time reduction in coding-related activities	task automation for document comparison

TRA

Independent market research carried out by UNITH

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