



CROWD  **MEDIA**

30 November 2021 Investor Presentation

CROWD MEDIA

नमस्ते

Hola

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Hello

Buna ziua

Salut

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Hallo

Zdravo



Message to Shareholders



Dear Shareholders,

Entering my third month as Crowd Media's CEO, I am happy to share with you some key insights and updates regarding Crowd's path to release a Talking Heads system. Over the past two years Crowd has been in a journey to develop a new frontier in the way services and influencers interact with users. Developing new technologies requires flexibility and risk taking in paving a path which is somewhat unknown - decisions that were made along the way, led to positioning Crowd as a Media-Technology company which has significant IP, codebase and development abilities that allows cutting-edge product rollout.

With this opportunity I would like to thank Crowd teams across Europe and Australia for a warm welcome. Across all our teams and divisions within Crowd and through our AI alliance - Crowd holds an incredibly valuable development teams that are motivated with passion and love for their creations.

I look forward to pushing the development of these creations and commence the commercialization of this incredible technology we are developing.

Best Regards,

🕒 Agenda



- ❖ Talking Head
- ❖ Mission Statement
- ❖ Investment
- ❖ Tech
- ❖ Insights
- ❖ Path Forward





TO INTRODUCE A NEW WORLD OF HUMAN - COMPUTER INTERACTION

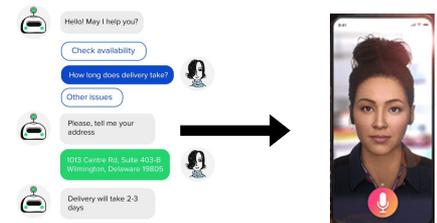
“Generating audio & visual digital twins at scale, integrating one-on-one conversational interaction in any online platform for conversational commerce use.”

A\$22.6B Conversational AI Market size by 2024

30.2% CAGR in Conversational AI Market 2019-2024

A\$6B Conversational AI Market size in 2019

15 to 70% Cost reduction opportunities to business





The three pillars of one-on-one conversation:

VISUAL

Creating human-like digital doubles that can communicate in real-time

AUDIO

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

CONVERSATIONAL

“The Brain” behind the conversation - Understanding the user intentions (NLU & NLP) and providing a coherent answer



To achieve our development goals, Crowd has invested in its strategic partners to find the best solutions for each of the tech challengers - Investments were made in different constellations to secure Crowd's ownership of the developed technologies and final product.

Breaking down the investments made by technology pillars:

VISUAL

Forever Holdings (Video tech), **VFR** (scalable 3D tech), **Uneeq** (3D tech)

AUDIO

Aflorithmic Labs

CONVERSATIONAL

Updating **Crowd's** own Q&A platform



Creating digital doubles opens a door to [Uncanny Valley](#). 3D-based talking heads (Industry standard, [Digital Dom](#) is a cutting-edge sample of that usage) are human-like BUT...

- ❖ Costly to produce (Special scanning systems that are either costly or require travel)
- ❖ Using them in real-time requires significant bandwidth and processing power → High operation costs
- ❖ Rather Uncanny (Feels unnatural)
- ❖ Requires an art team to produce with quality (riggers, 3D artists)





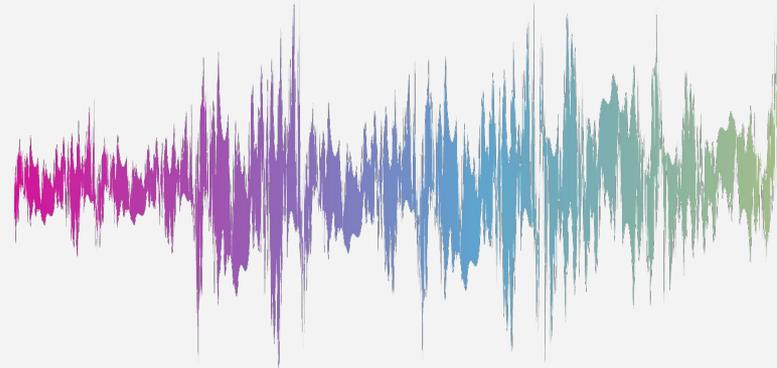
Aflorithmic (London & Barcelona based) As a key partner

- ❖ Strong commercial structure - JV 85% owned by Crowd
- ❖ Strong engineering team building skills



Aflorithmic

On a JV basis → Aflorithmic will ‘incubate’ a software & engineering team to develop the core tech upon learnings so far | Commenced April 2021





Combining Crowd's learnings over the past years, new R&D team and leadership - significant developments brought new IP based on latest research in deep fake technology that allows:

- ❖ **Scalable technology** → Creation time slashed by 86% (4 Days instead of 28)5
- ❖ **More human-like video** → Beta demo by end of 21', V2 To be developed first half of 2022
- ❖ **Minimal bandwidth** → 95% (!!!) more server efficient than 3D runtime - Groundbreaking (Multiple communications on a single server, lower hardware requirements)
- ❖ **Versatility** - Connection to any existing chatbot system (not only Crowd's Q&A) expanding commercial opportunities from day one



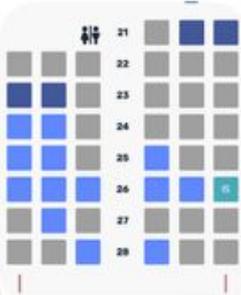
Advancing the BETA in new applications



 Digital Ilona - Talking Heads Project by Crowd Media BETA

26K | Economy Class seat

- Windowless
- Chargeable
- Front seat
- Overwing seat



About
This is a preview of the talking heads technology developed by Crowd Media. Ask anything to Digital Ilona, and wait for a reply. You can also download the response by selecting the download button on the upper right corner.

Digital Ilona
Online Now

Hey, Please say your full name and flight destination
2 minutes ago

Idan Schmorak Amsterdam 
2 minutes ago

Hey Idan, your'e all ready for check in
a minute ago

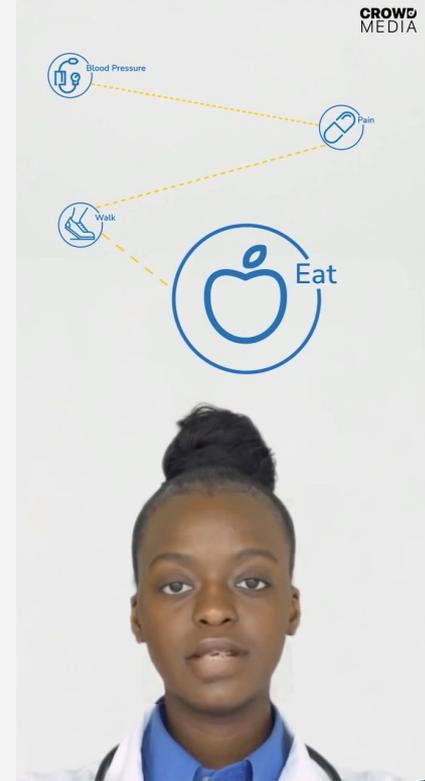
Are you okay with this window seat?
or do you prefer an aisle?
a few seconds ago



Advancing the BETA in new applications



“How long will I stay in the ICU after surgery?”





- ❖ **New tech breakthroughs** allow us to offer multiple solutions
- ❖ **PangeaMed** - POC to be released beginning Q1/2022. Subscribes to both Talking Head and Q&A platform
- ❖ **Subscription Division** - Crowd's profitable division specializes in creating & monetizing mobile content. Will be given access to develop own Talking Head mobile content to commercialize during Q1
- ❖ **B2B Opportunities** - Kiosks, Hospitality, Services, E-learning, etc.
- ❖ Other implementations during 2022 to open new streams of revenue

★ Opportunities & Verticals



Med-Tech

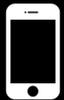
PangeaMed

B2B

B2B2C

**Digital
Influencers**

Other



Subscription Division



Remains profitable, 331K active subscribers worldwide to our mobile content services

New verticals explored to re-vitalize

- ❖ New Apps
- ❖ Talking Head

New Partners

Optimization measures

- ❖ AUD \$100K outsourcing deal
- ❖ Implemented sales accelerators to stimulate growth





1

Crowd has strengthened its tech stack over the past 12 months

2

Agile teams are working to ship the first commercial talking head. In 2022, Crowd will present and commercialize our technology in various use-cases - deals are already under negotiations

3

There's more than meets the eye - We want to keep our investors updated - but are committed to maintain the competitive edge being built day and night



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Sign up to our newsletter for more updates:

www.crowdmedia.com



Thank you

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