



30 November 2021 Investor Presentation

CROWD MEDIA

नमस्ते

Hola

שלום

أهلا

Hello

Buna ziua

Salut

Բարև Ձեզ

Hallo

Zdravo

mal use only



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

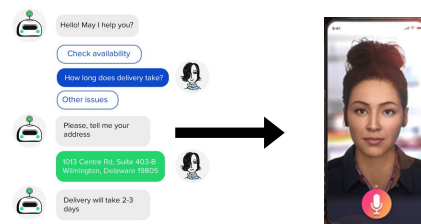
“Generating audio & visual digital twins at scale, integrating one-on-one conversational interaction in any online platform for conversational commerce use.”

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

🌀 Journey Insights - 3D Art to Deep-Fake Humans



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)





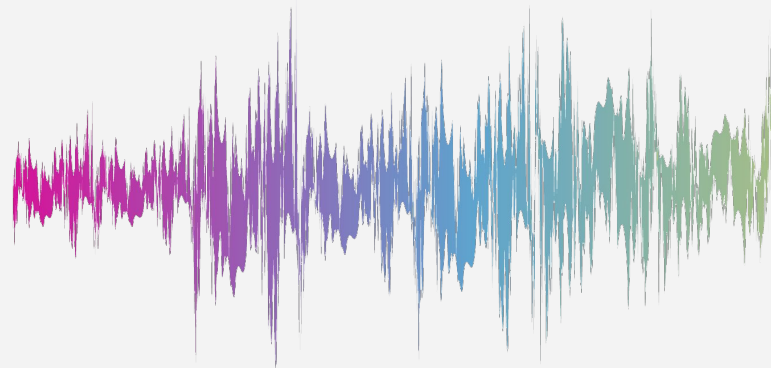
Aflorithmic (London & Barcelona based) As a key partner

- ❖ 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





Video Insights → Actions



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?

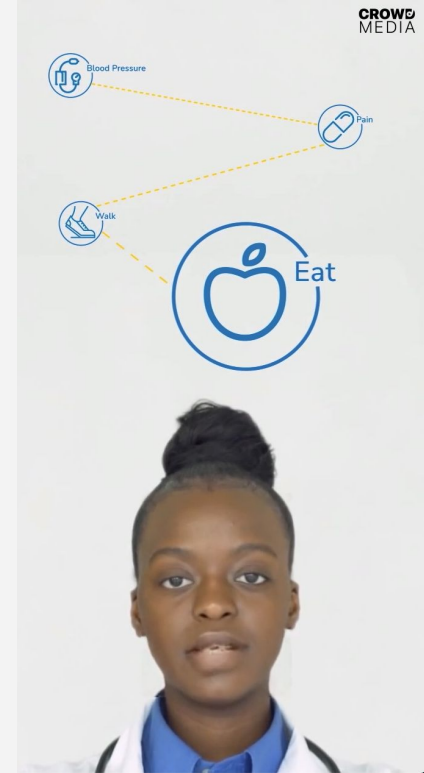
a few seconds ago



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



CROWD MEDIA

Sign up to our newsletter for more updates:

www.crowdmedia.com



Thank you

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