Triller + AGBA

Forging A New Path Ahead

April 2024

The AGBA/Triller Merger: Transforming AGBA Into The Future

- AGBA is acquiring 100% of Triller in an all-stock transaction (the “Merger”)
  - Current AGBA shareholders will own **20% of the post-Merger enlarged AGBA**
  - Triller stockholders will own the remaining **80% of the post-Merger enlarged AGBA**
- Triller will be a wholly-owned subsidiary of AGBA upon closing of the Merger
- The combined company will focus on four key verticals:
  - Industry-leading, global AI-driven social video platform
  - Influencer, artist, and sports content generation for a global audience
  - Technology-driven wealth management and financial services ecosystem
  - Cutting-edge fintech investments

Strategic Rationale For The Triller Merger

Transaction is immediately shareholder-value enhancing

- AGBA Management's and Shareholder's track records in capitalizing value from complex reorganization and rapid growth
- Transformative catalyst and significant re-rating opportunity to break out of current free-float induced share price underperformance
- Potential synergies between Triller's generative NLP AI solutions and AGBA's fintech capabilities and portfolio
- Building fintech/financial services with/within Triller
- Pivoting to become a world-class tech/fintech-centric holding company

What The AGBA/Triller Merger Means For Existing AGBA Shareholders

The Combined Group Valuation: US$4.0 billion

- The Boards of Triller and AGBA have agreed to value the Combined Group (i.e. AGBA + Triller) at US$4.0 billion
  - Triller was last valued at US$5.0 billion in a public transaction in 2020
  - Triller received a third-party valuation in excess of US$3.2 billion[1]
- AGBA has 74m shares outstanding today
  - 20% of US$4.0 billion Combined Group valuation = US$800 million
  - US$800 million ÷ 74 million AGBA shares today = Implied share price of US$10.8

Note:

1. Form 8-K: 18 April 2024

Transaction Structure

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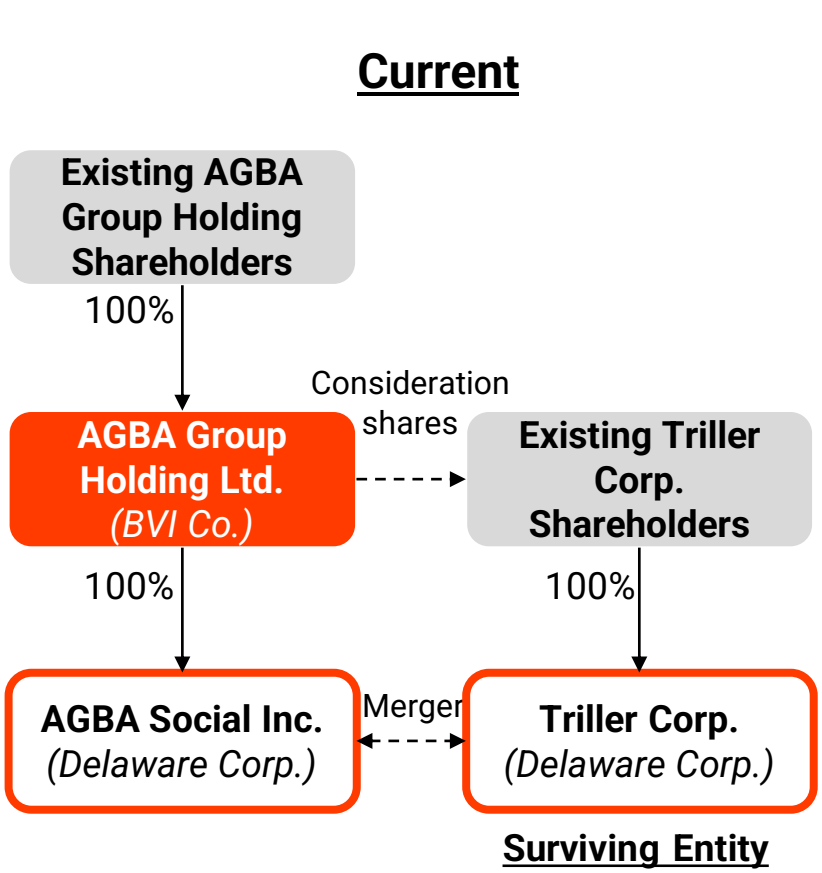
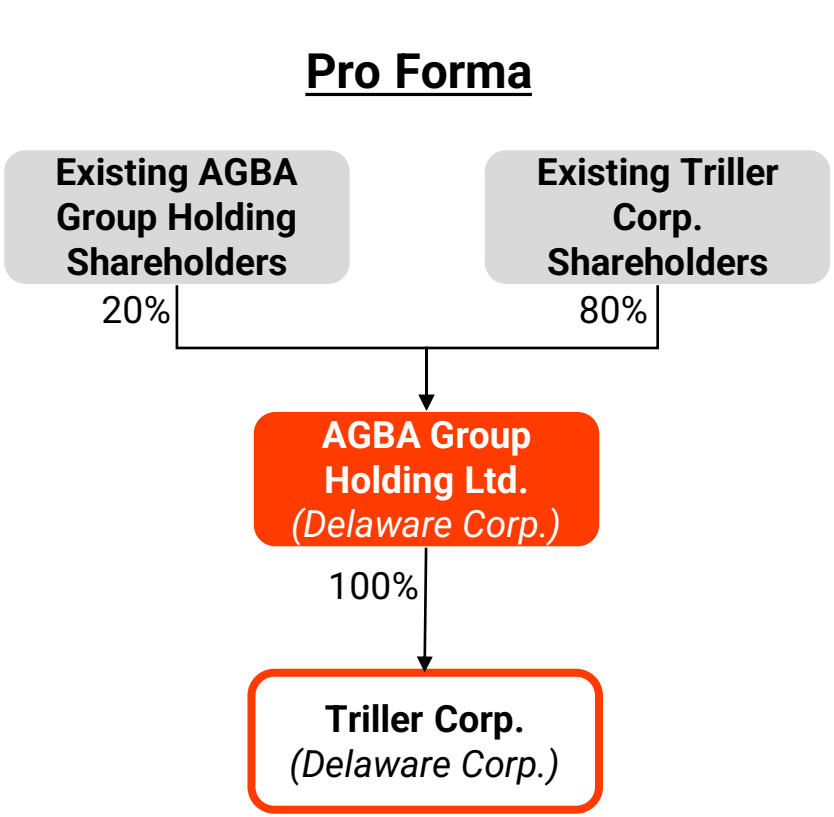
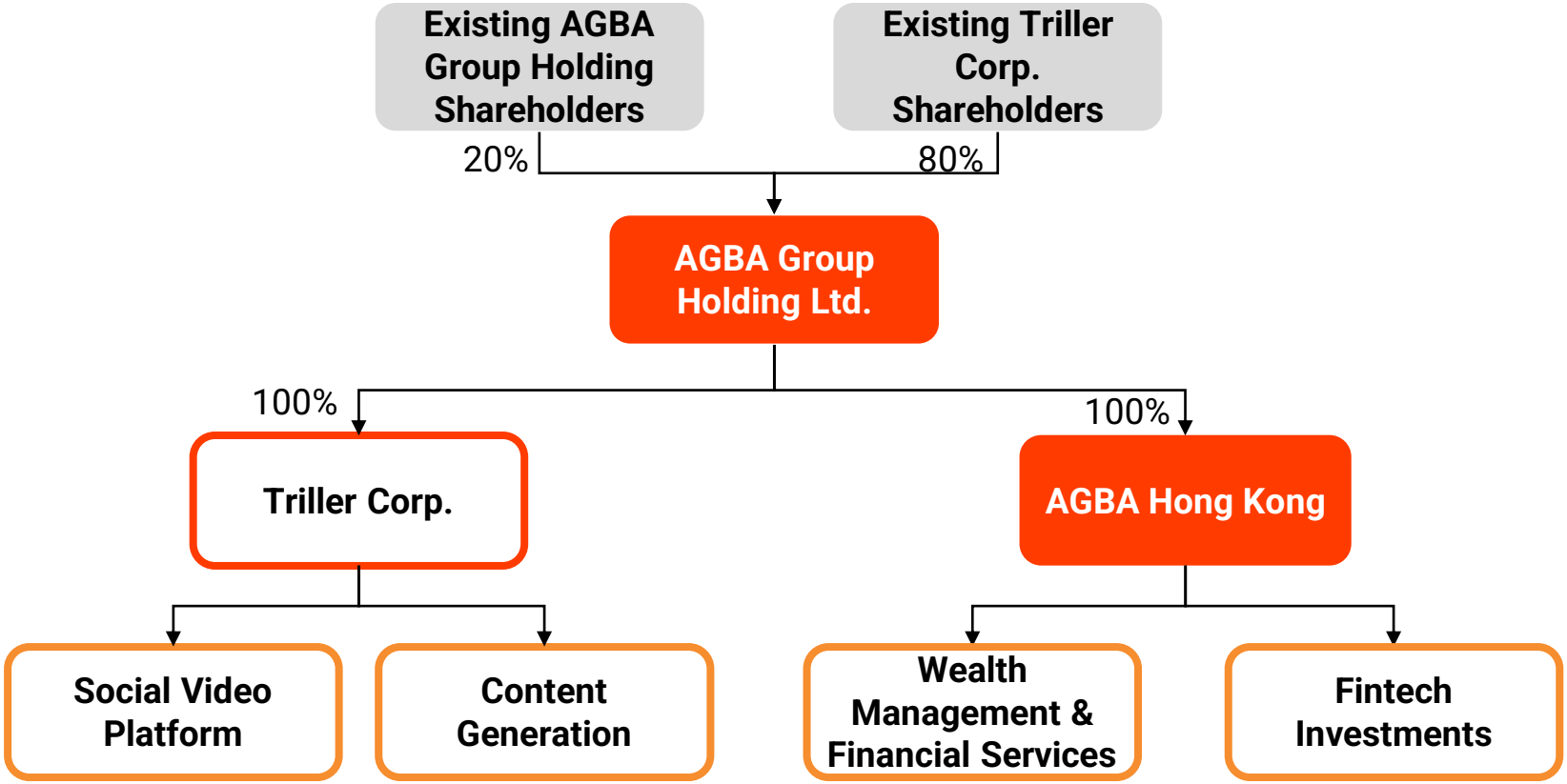




The Combined AGBA/Triller Group Structure



An Overview Of Triller

- Triller is a pioneering force in the intersection of technology, entertainment, and commerce, leveraging advanced AI to drive user engagement and content monetization.
- Comprehensive digital content and technology platform that caters to creators, brands, and consumers across a global scale.
- Recognized for its broad appeal, demonstrated by its significant user base, which includes well-known creators like Charli D'Amelio, Marshmello, Bryce Hall, Jennifer Lopez, Eminem, Da Baby and The Weeknd.

Building the world's largest space for creators to create, distribute and monetize content

Comprehensive Overview of Triller's Three Major Divisions

Social Video Platform

- With a primary focus on music, the **Triller App** has been the platform where numerous globally recognized emerging artists first gained prominence
- Emerged as the number one app in 79 countries simultaneously
- Plays a pivotal role in shaping the landscape of short-form video applications by leveraging its user-friendly interface and innovative features to enhance user engagement

AI & SaaS Tools

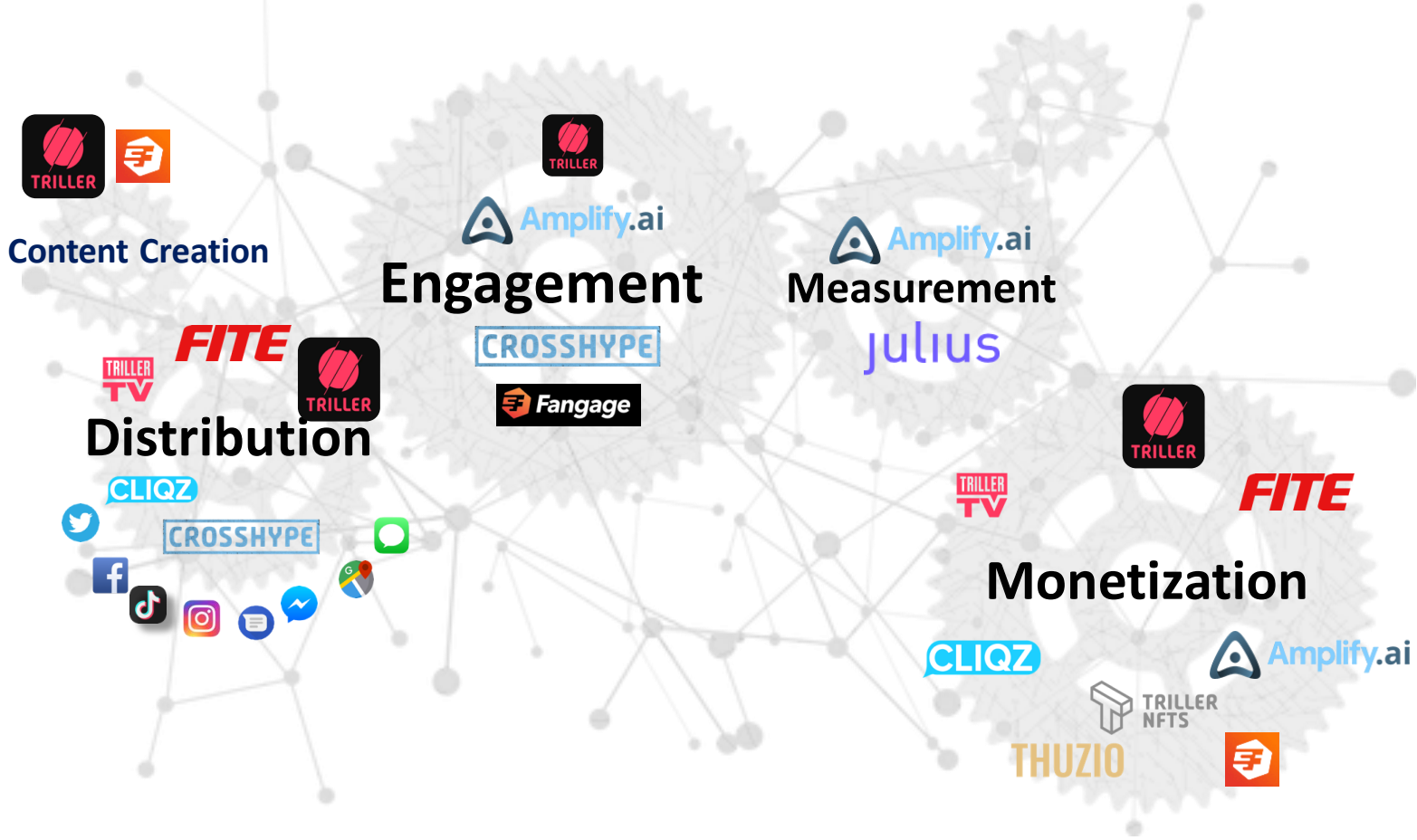
- **Amplify.ai** is Triller's platform-agnostic AI solution. It is embedded into virtually every major social media network, and executes over 500 million transactions quarterly, connecting some of the world's most recognized brands with users and customers
- **Julius** is an essential bridge that connects over 2.2 million influencers with 25,000 brands, facilitating significant marketing engagements and collaborations across various industries

Content

- **TrillerTV** ranks among the largest combat sports apps globally and is one of the fastest growing live sports event content companies. It recently broadened its content to include lifestyle, fashion, and music and is now available in 7 million households, broadcasting approximately 3,000 events annually
- **BKFC (Bare Knuckle Fighting Championship)** is the fastest-growing combat sport in the world selling out nearly every event it organizes, highlighting its rapidly increasing popularity and market influence

The Triller Creator Stack

Triller **generates influencer and sports content** that **are distributed through its platform**, subsequently **driving engagement through its app** in a **highly measurable manner**, thus **accelerating monetization for all stakeholders**



Key Standalone Players In The Video-Sharing Social Network Industry

1	musical.ly / Tik Tok	Founded in 2014	Bytedance/Douyin acquired Musical.ly for US$1bn in 2017, which subsequently became TikTok
2	lomotif	Founded in 2013	Acquired by MoviePass for $125mn in 2021. MoviePass subsequently went bankrupt
3	TRILLER	Founded in 2014	Ryan Kavanaugh's Proxima Media acquired a controlling stake in Triller for $28mn in 2019

Triller KPIs

200B+
Social Media Reactions

3K+
Streaming Events in 2023

450M+
Consumer Accounts

2.2M
Creators
+

$45M
Revenue in 2023

25K+
Brands

Monetization / Unit Economics

Revenue share

Ticket Sales, PPV, Subscriptions, Merchandise

Sponsors & Advertising

Platform Fees

Source: Triller Investor Deck, April 2024

Significant Synergy To Accelerate The Combined Group's Growth

We expect the Triller merger to supercharge our combined revenue and earnings growth going forward

AGBA Financial

one platform

TRILLER

Social Video Platform

Content

Greatly increased customer outreach and marketing through:

- Over 450 million consumer accounts
- 2.2 million creators
- 3,000+ events annually

Amplify.ai

AI & SaaS Tools

AI and Natural Language Processing technology will enhance AGBA fintech platform's customer engagement and effectiveness

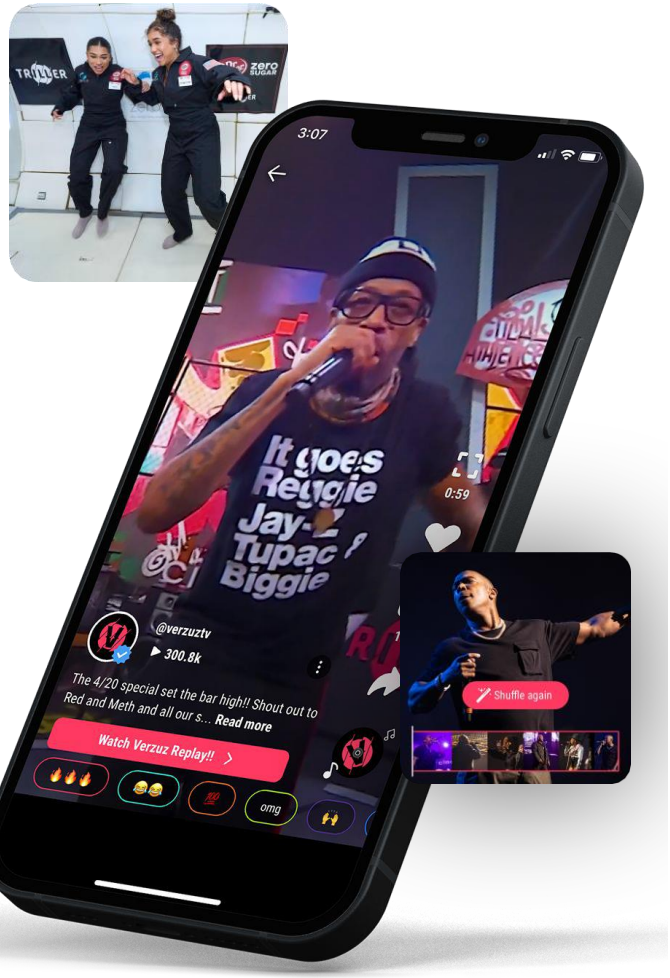
Combined Franchise Power Unlocks Many Opportunities

- **Power of Technology and Financial Services**: global social media platform + insurance and investment expertise = innovative solutions and enhanced customer engagement.
- **Global Expansion and Market Leadership**: combination complements global expansion strategy for both AGBA and Triller, offering leadership opportunities in financial and media services on a global scale.
- **Platform Building**: cross-integration AGBA and Triller's digital platforms is a chance to disrupt traditional financial models and deliver pioneering solutions.
- **Personalized Financial Services**: leveraging data analytics and user insights across platforms opens up road to personalized financial advice and educational content, empowering individuals to make informed decisions and improve their financial well-being.
- **Broader Audience**: introduces both companies to a wider audience, expanding reach and increasing brand awareness, customer acquisition, and revenue growth.
- **Upgrade Engagement**: enables both companies to engage customers in new and interactive ways, such as live events, webinars, and community building, fostering stronger relationships.

Appendix – Triller Key Operating Units

Short-Form Content & Social Media: The Triller App

The Triller App is a video-sharing social network that empowers creators through powerful editing tools and monetization



Power to the Creators

- On Triller, creators come first. Triller utilizes its umbrella of brands to facilitate unique monetization opportunities. Triller also provides creators with exclusive networking experiences, and educational conferences.

The Biggest Names

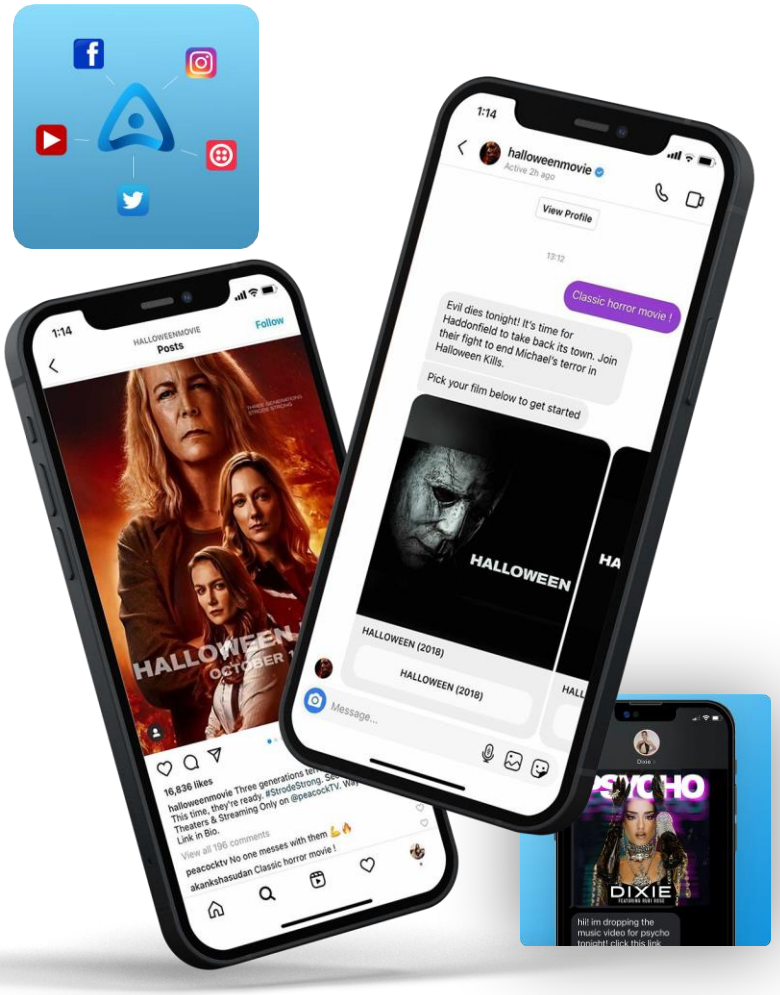
- Triller is at the center of culture, attracting the biggest names in music, entertainment. Join A-listers like **Justin Bieber, Snoop Dogg, The Weeknd, Taylor Swift, Neymar Jr., Chance the Rapper, Saweetie, Charli D'Amelio, and more.**

Editing on the Cutting Edge

- The app offers cutting ed technology that allows users to edit full videos in seconds using AI, ad filters and effects, and remix entire videos in a single tap.

AI-Driven, Channel Agnostic Engagement Platform: Amplify. AI

Amplify.ai is a cross-platform conversational AI engine that provides viewers with gamification, multiple engagement touchpoints, clickable links, and tune-in reminders all in a direct messaging experience



Fully Realized NLP Engine

- NLP (Natural Language Processing) Engine trained on a conversational dataset from over 20 billion digital engagements with over 800 million consumers around the world

"Open Garden" Approach

- Interoperates with Facebook, Instagram, Twitter, YouTube, Twilio, and more, enabling AI-driven, personalized, 1:1 conversational engagement, without algorithmic filtering.

Built for the Creator Economy

- Leverages the social accounts of top creators to connect relevant consumer brands with prospects and customers at scale

Fan Management & Monetization Platform: Fangage

Fangage helps creators enhance the reach of their fans, sell content subscriptions, and take control of their fanbase

Helping Creators Own 100% of Their Fan Data

- Unlike other “walled garden” social media platforms, Fangage provides creators with full visibility of their fan data, thus assisting them in building stronger relationships with their fans

Knowing Who The Real Fans Are

- Fangage also assists Creators in enhancing their social media following through follow-to-unlock content and data capture by offering fans exclusive content and experiences

Direct Audience Engagement

- Creators can segment and reach 100% of their fan base via the platform directly through email or text messages

Brand & Marketer Software Solution: Julius

Julius is a software solution connecting strategic marketers at brands and agencies with influencers

Intelligent Technology

- The Julius platform houses millions of influencer profiles, campaign management tools, and a robust Reporting Suite to assist clients in maximizing ROI on their campaigns

Comprehensive Platform

- Julius is platform, vertical, and talent agnostic, helping customers accelerate their capabilities and drive results across niches and industries.

Clients Include Major Global Brands

- Julius supports customers with influencer marketing experts trusted by global and emerging brands including American Express, Foot Locker, NARS, Organic Basics, and UPPAbaby

Influencer Monetization & Brand Event Planning: Thuzio

Thuzio is a platform for booking premium influencer events experiences, helping brands & enterprise clients create events with world-class talent, sports icons and speakers.

Corporate Events Reimagined

- Thuzio works with more than 500 companies to improve client and employee engagement for the next generation

Improve ROI & Engagement

- Helps brands and marketers improve ROI on client engagement with access to Thuzio's live events and virtual experiences

All-In-One Platform

- Thuzio provides a single solution for brands and enterprise clients so they can easily support entertainment and engagement needs across different teams and offices.

Long-Form Content & Sports: Fite by Triller

FITE is the premier digital platform for global sports and entertainment.

PPV Your Way

- FITE streams a rich array of live pay-per-view events and subscriptions encompassing thousands of hours of live, VOD and free programs to millions of fans across the world

All the Biggest Events

- FITE is the leading global digital distributor for the industry's marquee
- Triller Fight Clubs: **Tyson-Jones Jr, Jake Paul-Ben Askren, Holyfield-Belfort, Triad Combat as well as AEW, Impact, WWE, NWA, Top Rank, PBC, BKFC, PFC, Moto FITE Klub, and Showtime Boxing events**

Data Driven Results

- Triller leverages data-driven marketing expertise to engage rights-holders with targeted global audience, using our unparalleled technical delivery and streaming outlets

Long-Form Content & Sports: Bare Knuckle Fighting Championship

Bare Knuckle Fighting Championship is the first sanctioned bare-knuckle fighting company in history

Disrupting the Combat Sports Industry

- Bare Knuckle Fighting Championship provides more engaging opportunities for fighters, representing an alternative opportunity between boxing and martial arts

The Biggest Names in Fighting

- BKFC has A-list fighters such as **Mike Perry, Paige VanZant, and Michael Venom Page (MVP)**, with a current total of over 350 athletes on contract

Combat Sports Gone Viral

- BKFC is gaining significant traction, with over **2 billion impressions** across social media platforms, viewers, **150 million households**, and **2.5 million** fight downloads

THANK YOU

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