


















CREATING THE NEXT GENERATION ENTERTAINMENT PLATFORM


Triller Group Inc. today: a collection of strong, but underleveraged assets.


	 Triller One	 Triller App	 TRILLER tv	 BKFC BY TRILLER
 Founded / Acquired	2016 Founded and Acquired	2019 Relaunched	2021 Acquired	2022 Acquired
 Business Model	Social media tools for creators, brands, agencies   	Leverages proprietary AI and ML to enable users to create and share content	Live streaming platform for in-house and 3 rd party sports and entertainment content	Licensed combat sports platform staging live and streaming events
 Comparable Businesses	 CapCut  Linktree*	 TikTok	 Disney+  NETFLIX	 UFC 


THE OPPORTUNITY


- Massive accessible market (\$180Bn Creator Economy) experiencing continuing growth with constantly emerging new distribution formats.
- Ongoing technical disruptions and emergence of new formats offer unprecedented growth opportunities to Triller.
- Key needs of creators, brands and users remain unmet; existing platforms are unable/unwilling to evolve and answer unmet needs.
- Triller's content of music videos, sports licenses, and BKFC provide distinctive and authentic on demand-videos and live events, driving engagement through loyalty and trust.
- Building on Triller's vertical video roots, we optimize contents for mobile discovery on mobile devices with seamless transition to immersive television experience.
- Unlocking Triller's under-leveraged assets provides immediate upside value through adding content, improving delivery, and growing its services.
- Further low-hanging fruit upside through connecting and integrating Triller's business units.

WHERE WE ARE TODAY

 Content-rich App, with 36% of users actively creating content.

 Sophisticated AI-driven suite of tool serving top creators and leading brands globally.

 3,000+ events live-streamed annually without a glitch through TrillerTV.

 BKFC is the world's fastest-growing combat league with events and unique content made accessible across all media on a global scale.

WHERE WE AIM TO BE TOMORROW

