


















## CREATING THE NEXT GENERATION ENTERTAINMENT PLATFORM

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

	 <b>Triller One</b>	 <b>Triller App</b>	 <b>TRILLER tv</b>	 <b>BKFC</b> BY TRILLER
 <b>Founded / Acquired</b>	<b>2016</b> Founded and Acquired	<b>2019</b> Relaunched	<b>2021</b> Acquired	<b>2022</b> Acquired
 <b>Business Model</b>	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 <sup>rd</sup> party sports and entertainment content	Licensed combat sports platform staging live and streaming events
 <b>Comparable Businesses</b>	 <b>CapCut</b>  <b>Linktree*</b>	 <b>TikTok</b>	 <b>Disney+</b>  <b>NETFLIX</b>	 <b>UFC</b> 

## 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



A dynamic platform for content creation, connecting creators and audiences with engaging tools and innovative features.



Sophisticated AI-driven suite of tools 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

