



Investor Day

DECEMBER 18, 2024



TRILLER

Company Direction

OVERALL COMPANY VISION AND DIRECTION

Wing-Fai Ng

CEO and Executive Director, Triller Group

Mark Carbeck

Chief Financial Officer, Triller Corp

Rationale of the Triller Merger

Announced in April, completed on October 15th



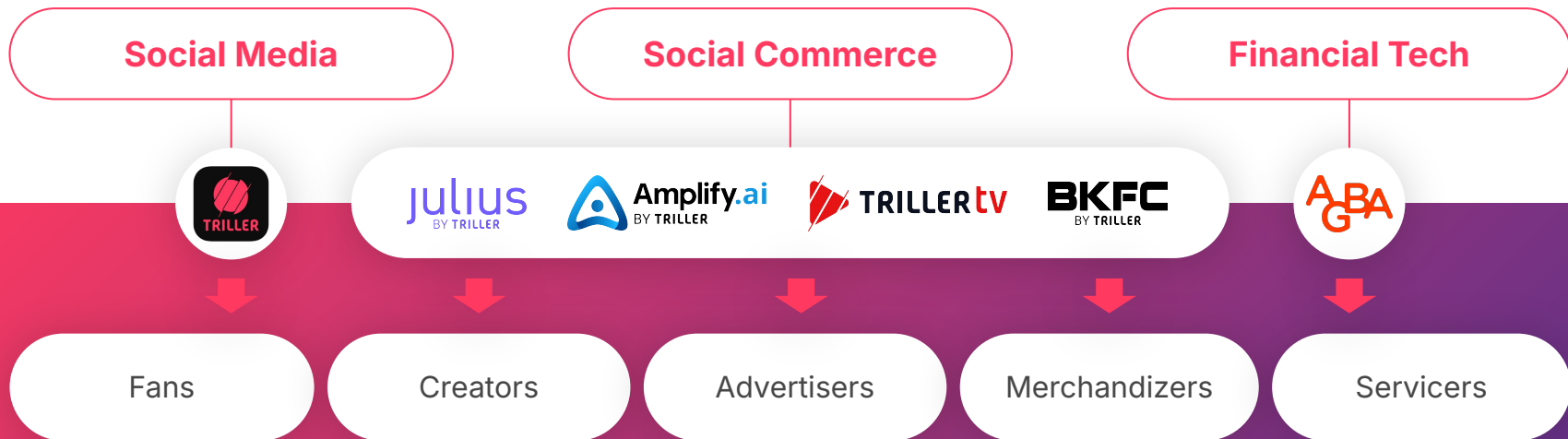
"Once in a Lifetime Opportunity"



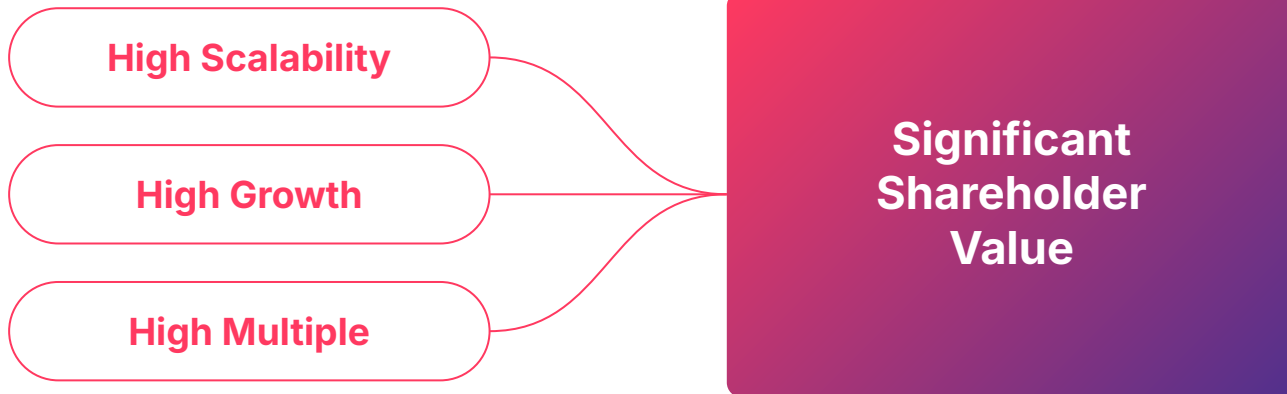
Using the **disruptive technologies** in **Triller** to create the **best social platform ecosystem** for **creator economy**

'Everything' Ecosystem

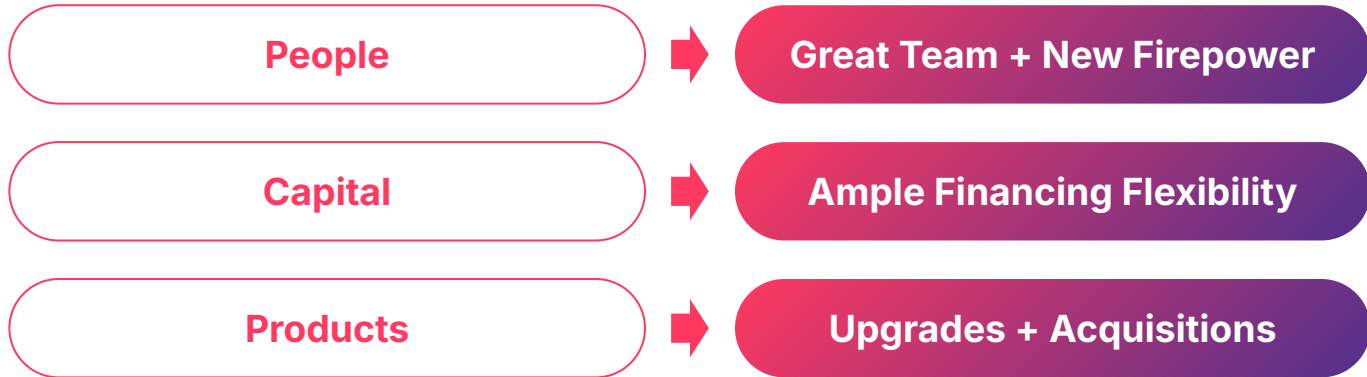
Everything under one roof.



Shareholder Value



Enablers to Win



Funding for Land Grab + Growth + Innovations

1

'Friends and Family' Equity Round

Final stage

2

Follow-On Financing

Investment banks working since October closing



Focus: Enhancing Shareholder Value

Steadying the Ship While Charging Ahead: House Cleaning

1

Corporate Governance

4

Financial Discipline

2

Legal Disputes

5

Investor Engagement

3

Operating Efficiency

6

Employee Incentives



Thank You

Due to an overwhelming response, submitted questions will be answered at a later date. Stay tuned for details.

The image features a background of two smartphones displaying the Triller app interface. The top phone shows a 'Following' feed with a video of a person in a car. The bottom phone shows a video player with a 'username' and a 'Thanks @triller' comment. The Triller logo, a white circle with two diagonal lines, is centered over the phones. The word 'TRILLER' is written in large, white, bold, sans-serif capital letters across the center of the image.

TRILLER

NEW TRILLER APP STRATEGY

Sean Kim

CEO, Triller Platform and Triller App

NEW MISSION STATEMENT

Become the **most creator focused social platform** in the world offering **discovery, monetization, and ownership**



Why Focus on Creators?

Creators are the leading source of entertainment, recommendations, news, and education

We focus on **Creators**



Creators bring **Fans**



Creators and fans bring **Brands**



Creators, fans, and brands bring **Company Value**

What Are the Key Problems with Social Platforms?

Lack meaningful connections.

- Social platforms fail to foster meaningful relationships between creators and fans.

No ownership and control.

- Creators have zero control of their destiny on social platforms. Some offer community features, but don't offer ownership. There are an est. 200M creators on social platforms, but 0% own and control their channel and audience.

Lack meaningful monetization.

- An est. 4% of creators make over \$100K/yr. It is estimated this figure is much lower on YouTube and TikTok.



What Are the Problems with Creator Monetization Companies?

Creators must be business savvy.

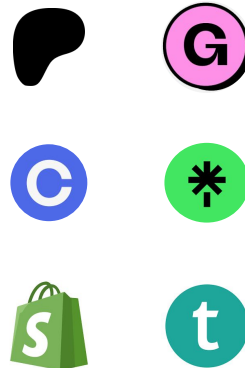
- Its difficult to be a creator and an expert in product, data, marketing, sales, finance, ops, and more. Biggest barrier of entry is the know-how to run a business.

Creators must have the resources.

- Running a business requires a lot of resources (team, time, and money).

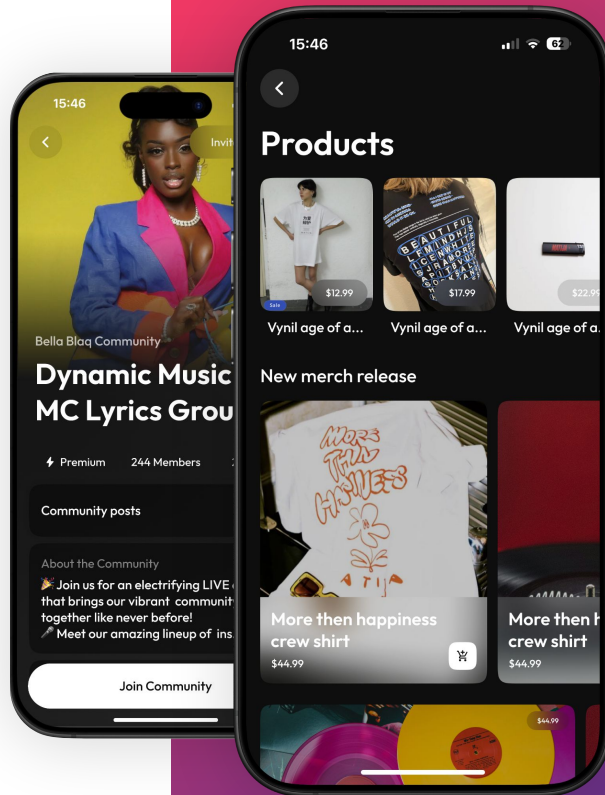
No discovery to help creators grow.

- They offer great monetization tools, but don't offer discovery experiences to help creators grow their brand and audience.



What Do Creators Want?

- **Marketing** and **Discovery**
- Meaningful **connections with fans**
- **Ownership** and **Control**
- Tools to build and **grow a business**
- Meaningful **monetization**



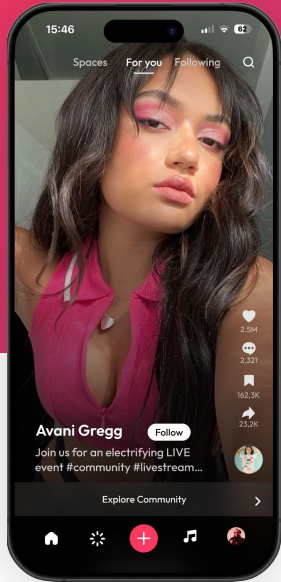


How will we solve
these problems?



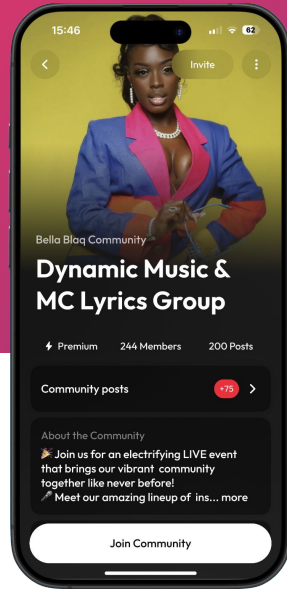
TRILLER

We Offer Everything Needed to Succeed



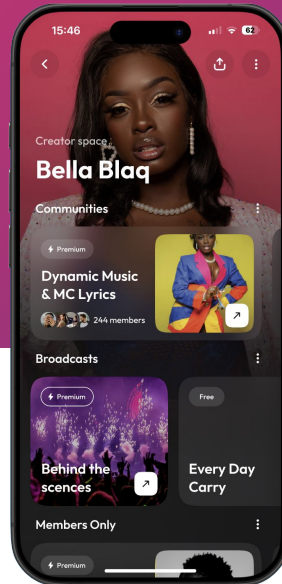
Discovery For You Feed

Discovery for creators through short videos and livestream on our For You Feed



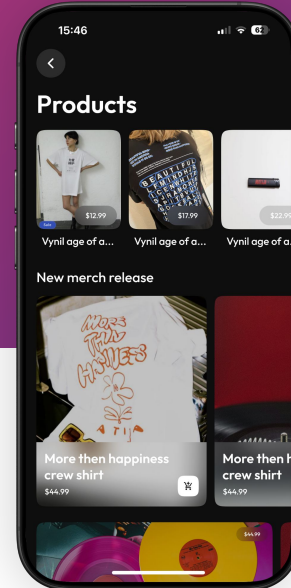
Connections Community

Build meaningful connections with fans through community



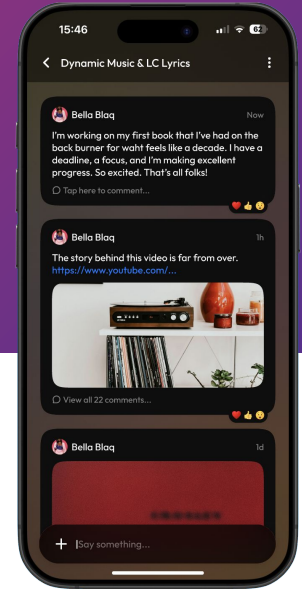
Ownership & Control Fan contacts

Empower creators with ownership of fan contacts




Monetization Merch, sponsorships, and more

Diverse monetization streams such as commerce, sponsorships, subscriptions, and more



Marketing AI powered tools

Identify and market to best fans and increase conversion



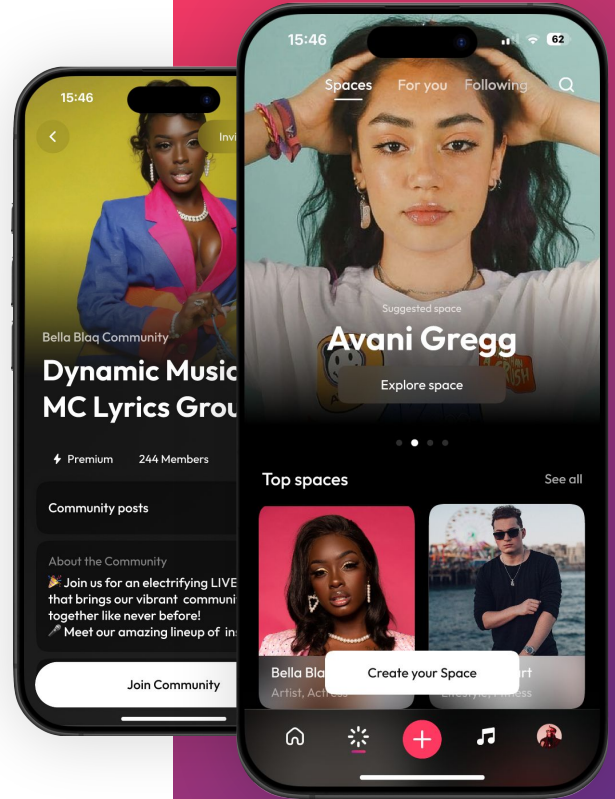
**What is our
phased approach?**



TRILLER

Stage 1: Reignition (Q1-Q2 '25)

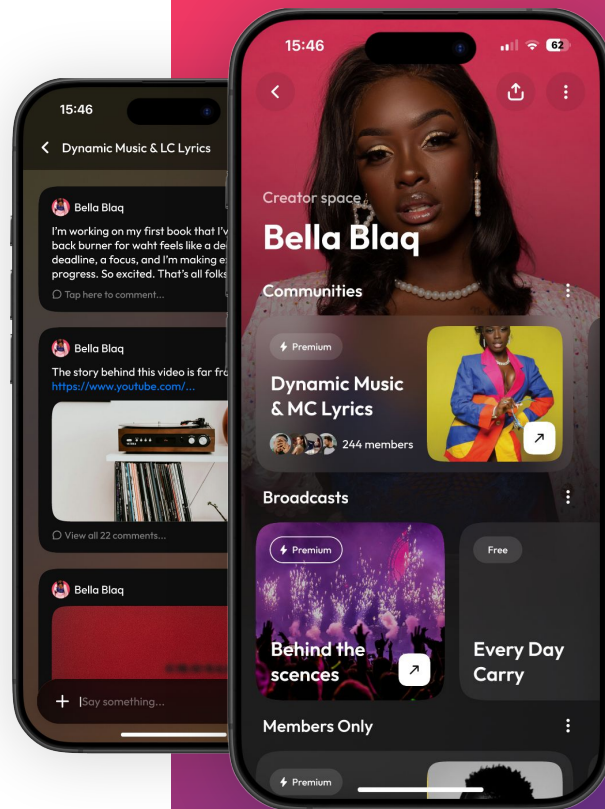
- 1. Rejuvenate the app experience**
Redesign the UI/UX
- 2. Invest in core features**
Enhanced creation tools, watch experience, and more
- 3. Offer exclusive content from top-tier creators**
Partner with creators to offer exclusive content



Stage 2: Empower Ownership & Control (Q3 2025)

Set a NEW industry standard by empowering creators with ownership and control of their community, fan connections, and content.

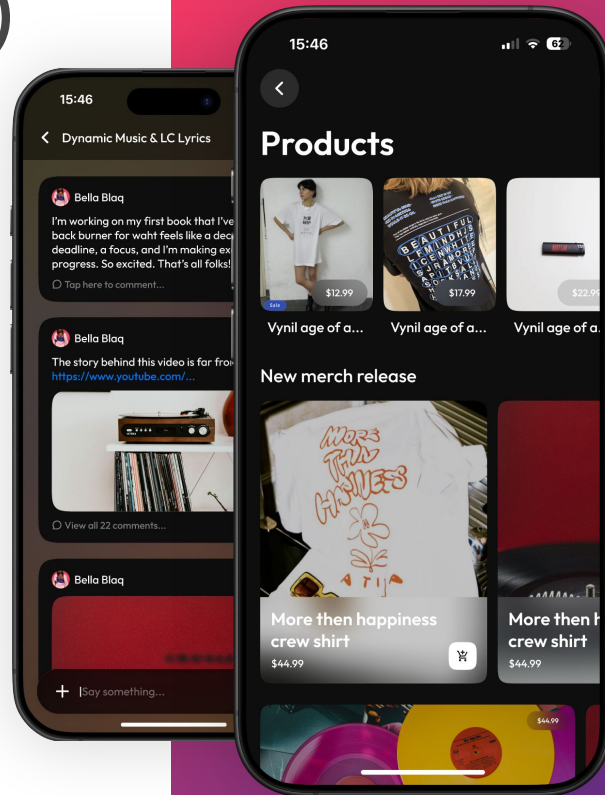
- 1. Partner with top-tier creators**
Partner with creators across niches to build communities.
- 2. Customization of Communities**
Personalize community UI, onboarding, programming, and moderation.
- 3. Growth Marketing with Amplify.ai**
Help creators identify and engage with their best fans



Stage 3: Monetization (Q4 2025)

Empower top creators with monetization solutions, facilitate sponsorships with brands, and enable ad opportunities.

- 1. Enable Commerce**
Launch shop features and hassle-free 3rd party integrations to help creators and brands sell products on Triller
- 2. Exclusive Content & Partnerships**
Help creators launch paid content with Fangage and boost brand sponsorships with Julius
- 3. Launch Ads**
Enable ad solutions and offer creators a significant percentage of the ad revenue





**What is our
new growth model?**



TRILLER

How We Will Win



The image features two smartphones, one in the foreground and one slightly behind it, both displaying social media content. The foreground phone shows a post from a user named 'username' with a video of a woman wearing sunglasses. The background phone shows a grid of profile pictures. The entire scene is set against a purple-to-pink gradient background. A large, white, sans-serif 'Thank You' text is centered over the phones.

Thank You

Due to an overwhelming response, submitted questions will be answered at a later date. Stay tuned for details.

A background image of two fighters in a boxing ring, overlaid with a red-to-purple gradient. The fighters are in a boxing stance, with one facing forward and the other with their back to the camera. The ring ropes are visible, with 'BETONLINE.AG' printed on them. The fighter in the foreground has 'WRIGHT & BEAR' and 'STAY 2A - BEAR AWAY' on their shorts.

BKFC

BY TRILLER

BARE KNUCKLE FIGHTING CHAMPIONSHIP

David Feldman
CEO & Founder, BKFC

2024 Growth Metrics & Milestones

- New sanctioned states – increased by 12 for a total of 40
- Increased overall attendance by 100%
- Fastest Growing percentage of social media metrics in combat sports
- 250M+ reach
- PPV live viewers 300K+ / Rebroadcast 25M+
- Addition of multiple streaming platforms providing more views globally than our competition
- Robust amount of media and press coverage
- Surpassed 5 million visitors to our website
- International growth of distribution to over 60 countries
- Record breaking audience for our Spanish speaking broadcasts
- Commercial viewing locations to over 5600 establishments



2025 Key Growth Initiatives

- Secure exclusive contract with global streaming provider
- Help grow the TrillerTV platform internationally
- Promotion of baddest man on the planet / \$25m prize
- Secure high dollar event sponsor for international promotions
- Forecasting 25% growth in social media based on executing new campaigns and partnerships with influencers
- Partnerships in the works to grow commercial viewing locations in Asia/Europe/Australia
- Expanding our fan base and fighter roster with new "underground series"
- Significant growth in BKFC merchandise with new promotion and fulfillment partnership
- Forecasted to surpass 2024 revenue by 250





Breaking Milestones with Over 40 BKFC Shows

BKFC
BY TRILLER

Conor McGregor is Officially an Owner of BKFC

- Conor McGregor is not only the most popular UFC fighter in history, but he is also a serial entrepreneur
- McGregor has the Midas touch! He grew his whiskey, Proper Twelve, to a \$600M exit and has built many other businesses into powerhouses along the way.
- He has increased UFC's valuation by billions and has brought more eyes to UFC than any fighter in history.
- In April 2024, Conor McGregor became a major partner/investor with BKFC.

"BKFC will be the biggest combat sport in the world in a few years, it's untouchable."

- Conor McGregor



BKFC Press



Why Bare Knuckle Fighting Championship is the next billion dollar combat sport.

- Peter Kahn

Forbes



Bare Knuckle Fighting could be posed for a US boom.

- Los Angeles (AP)

 **USA TODAY**



How David Feldman and BKFC are changing the fight game.

Forbes



Can David Feldman be the new king of combat sports?

E NEWS



BKFC 41 has beaten the UFC again!

BLOODY ELBOW

Also featured on:



MEN'S JOURNAL

Esquire



SHOWTIME

RollingStone

A background image of two MMA fighters in a ring, overlaid with a semi-transparent purple and red gradient. The text 'Thank You' is centered in white. The ring ropes have 'BETONLINE.AG' and 'BARE KNUCKLE FIGHTING' visible. One fighter's shorts have 'LANE' and 'WRIGHT BEAR' visible.

Thank You

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TRILLER TV

THE PREMIUM DIGITAL STREAMING NETWORK FOR LIVE SPORTS AND ENTERTAINMENT

Kosta Jordanov
CEO & Founder, TrillerTV



TRILLER TV+



**TRILLER TV
PPV**

AEW PLUS

TrillerTV Today

7M+

Registered Users
48% in the US

1500

Live Events per
Year

950+

Content Partners



Strong Foundation for Rapid Continued Growth

Platform



- Great UX & QoS
- Proven Scalability
- High Reliability
- Proprietary Tech
- Watch Everywhere

Content



- Strategic Partnerships
- Assessment and Prediction AI
- Event Performance Data
- Fan Engagement Data

Marketing



- Dynamic Personalization
- Flexible Pricing and Bundling
- DTC Automation
- 1P Data Activation

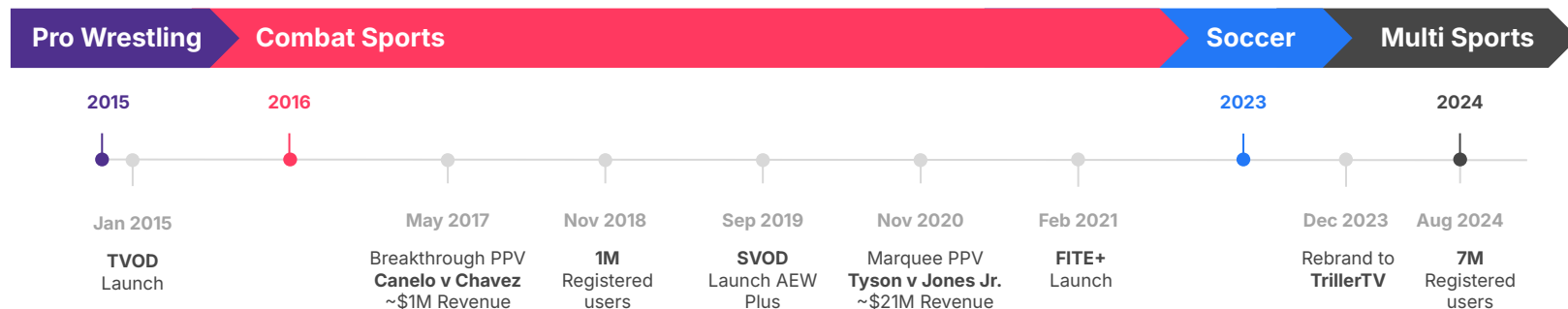
Unit Economics



- Strong Unit Economics
- Continuously Optimized CAC and ROAS
- Operational Profitability

The Evolution to Multi-Sports Offering

Originally rooted in combat sports, we have built an exceptional platform and a strong market presence, and achieved operational profitability. Now expanding into more sports.



Growth Strategy

- Focus on TrillerTV+ subscriber growth driven by accelerated investments in content and marketing
- Stay focused on live sports – double-down on current genres and add selected new
- Strategic portfolio management to optimize sports rights acquisition, balancing growth and risk
- Amplification through intra-group synergies (BKFC & Triller App)
- Continued ongoing investment in UX and technology, incl. fan engagement and immersive viewing experience



Looking Ahead

Sustain rapid organic subscriber growth supported by proven business model and positive unit economics, and fuelled by significant investments in content expansion.

Dominate key markets as the leading sports streaming service within the next 5 years





Thank You

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Amplify.ai
BY TRILLER

×

Julius
BY TRILLER

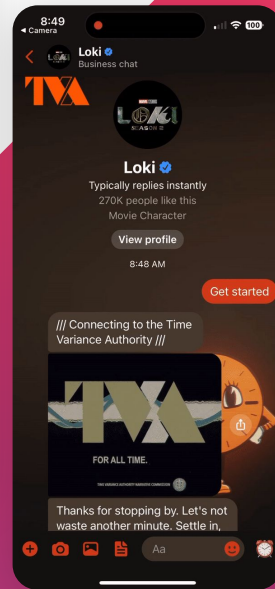
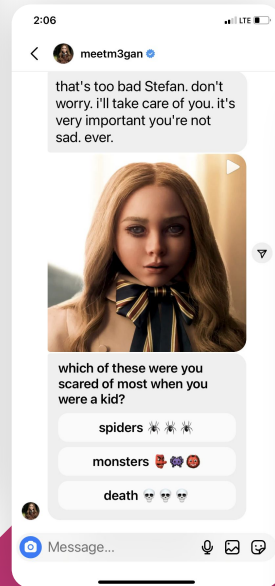
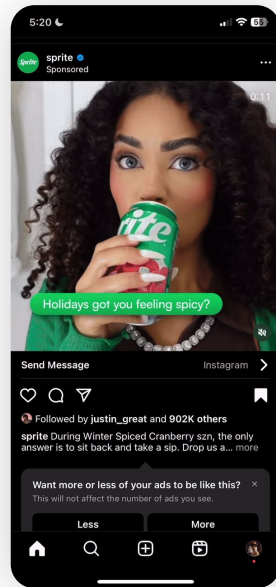
CUSTOMER ENGAGEMENT & INFLUENCER MARKETING PLATFORM

Stefan Mayo
SVP of Sales, Triller Corp

Manoj Malhotra
SVP of Tech Ops, Triller Platform

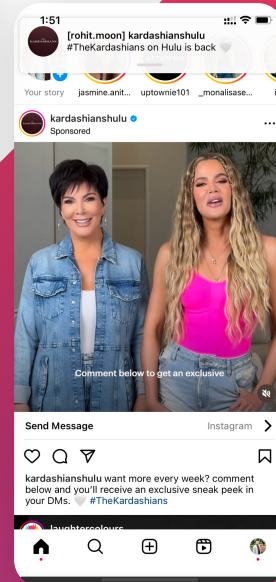
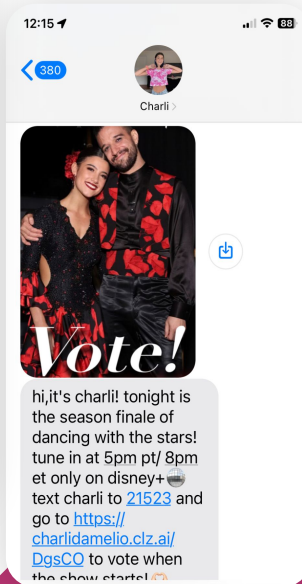
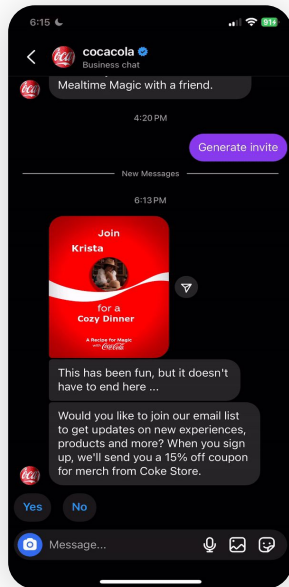
How Brands Use Amplify.ai

- Awareness & Engagement
- Drive Consideration & Purchase
- Personalized Direct Messaging
- 1st Party Data Collection



How Creators Use Amplify.ai

- Increase Engagement
- e-Commerce Sales
- Sharable Content Creation
- Re-engagement and Loyalty





TRILLER INVESTOR DAY

How Brands Use Julius

- Influencer Marketing Suite
- Payments
- Brand Competitor Analysis
- Campaigns - SaaS + Full Service

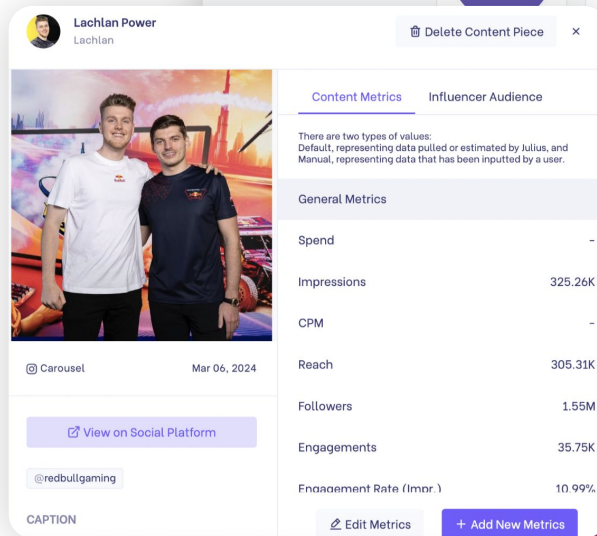


dentsu

PART OF REAL CHEMISTRY
starpower

mediacom

M&CSAATCHI



Amplify.ai + Julius

AI Powered Conversational Automation

- Builder, Dashboard and Analytics Engine
- Cross Platform
- AI: Sentiment, Intent Scoring

Audience Construction / Management

- 1st Party Data
- Custom Ad Targeting Segments

Enterprise Integrations

- Direct to CRM
- 3rd Party: Shopify, OpenTable, Fandango
- Open API

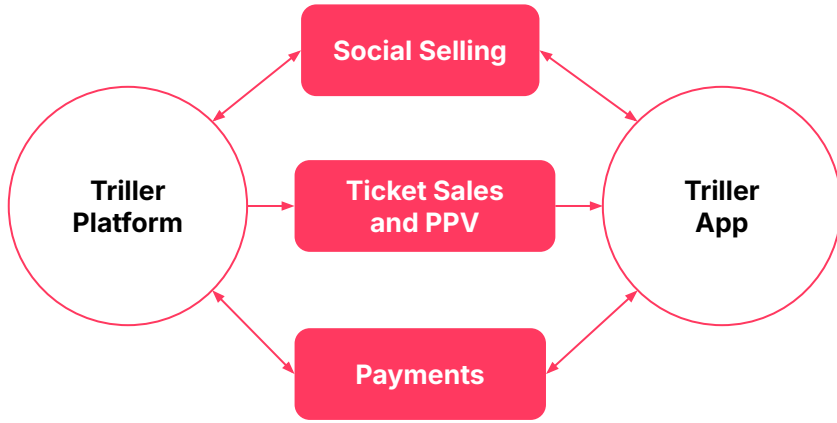
Self Service & Managed Influencer Platform

- Professional Managed Services Available



Triller App + Amplify.ai + Julius

Triller App + Amplify.ai + Julius



L'ORÉAL





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Company Strategy

OVERALL STRATEGIC AND FINANCIAL OBJECTIVES

Jeroen Nieuwkoop
Chief Strategy Officer, Triller Group





Strong Assets with Diversified Revenue Profile

Underleveraged and underinvested. Opportunity for generation of diverse and stable revenue streams.

	  			
 Founded / Acquired	2019 Relaunched	2021 Acquired	2022 Acquired	2010 Started
 Business Model	Social media app + tools for creators, brands, agencies	Live streaming platform for in-house and 3 rd party sports and entertainment content	Licensed combat sports platform staging live and streaming events	One-stop financial supermarket, independent distribution of financial products and services
 Size	~130 Employees	~30 Employees	~25 Employees	~250 Employees
 Revenue Streams	<ul style="list-style-type: none"> → Creator subscription to tools → Brand/agency subscriptions and fees → Fees for sponsorship and events 	<ul style="list-style-type: none"> → Consumer subscription revenue → PPV revenue for events 	<ul style="list-style-type: none"> → Brand fees for sponsorships / ads → Ticket sales and PPV for events → International licensing fees 	<ul style="list-style-type: none"> → Insurance provider and fund house commissions → Referral fees → Platform fees
 Comparable Businesses	   	 	 	 





Large and Growing Target Addressable Markets

Each of our businesses operate in industries that are already large and seeing substantial immediate and long-term growth.

Business	Size	Growth
	<ul style="list-style-type: none"> → Social Commerce: \$700B → Social Ad Spend: \$230B → Influencer Marketing: \$24B 	<ul style="list-style-type: none"> → 30%+ → 11% → 17%
	<ul style="list-style-type: none"> → OTT : \$320B 	<ul style="list-style-type: none"> → 20-25%
	<ul style="list-style-type: none"> → Live Sports Revenue: \$74B → Sports Media Revenue: \$62B → Sports Sponsorship Revenue: \$87B 	<ul style="list-style-type: none"> → 9% → 7-10% → 5-8%
	<ul style="list-style-type: none"> → Annual Life Insurance Premium: \$73B → Assets under Management: \$4.5T 	<ul style="list-style-type: none"> → 6-8% → 8-10%

Revenue Potential

Capturing a modest share of the TAM would translate into substantial revenue growth opportunities.

Business	Objective	Strategy
	Become the most creator focused social platform in the world offering discovery, monetization, and ownership.	<ul style="list-style-type: none"> → Reignite: improved features, exclusive content → Empower: help creators take control of their community, fan connections, and content → Monetization: monetization solutions, sponsorships and ad opportunities
	Become the premium OTT provider of streamed (sports) content across multiple platforms.	<ul style="list-style-type: none"> → Evolved content offering through multi-sport IP acquisition → Continued focus on live events offered through all platforms → Amplify content within and distribution across Triller
	Become the #2 combat sport league by end of 2025.	<ul style="list-style-type: none"> → Maximize value generation from media rights → Host more live events, increase sponsorship and merchandising → Increase promotion and brand development → Improve event economics through partnerships
	Become the largest independent distributor of financial products and services.	<ul style="list-style-type: none"> → Leverage state-of-the-art technological infrastructure → Ride trend towards independent distribution channels and platforms → Capture long-term growth in insurance and asset management → Potential to integrate social media, social commerce and social finance

Value Creation Potential

All our businesses operate in high multiple and high growth industries with substantial opportunity to create near-term value.

\$ in Millions	Potential Future Revenue Scenarios			
	A	B	C	
Revenue Assumptions				
Triller App	\$100	\$200	\$300	
BKFC	90	120	150	
TrillerTV	40	50	60	
AGBA HK	50	60	70	
Total	\$280	\$430	\$580	
Valuation Potential	Multiple (a)			
Triller App	6.3x	\$630	\$1,260	\$1,890
Bare Knuckle	3.8x	342	456	570
TrillerTV	2.2x	88	110	132
AGBA HK	5.7x	285	342	399
Total		\$1,345	\$2,168	\$2,991
Implied Multiple:		4.8x	5.0x	5.2x
Implied Triller Group Inc. Value (b)		\$1,212	\$1,990	\$2,769
Per Share		\$7.81	\$12.83	\$17.84

(a) Based on share prices for comparable companies as of December 15, 2024.

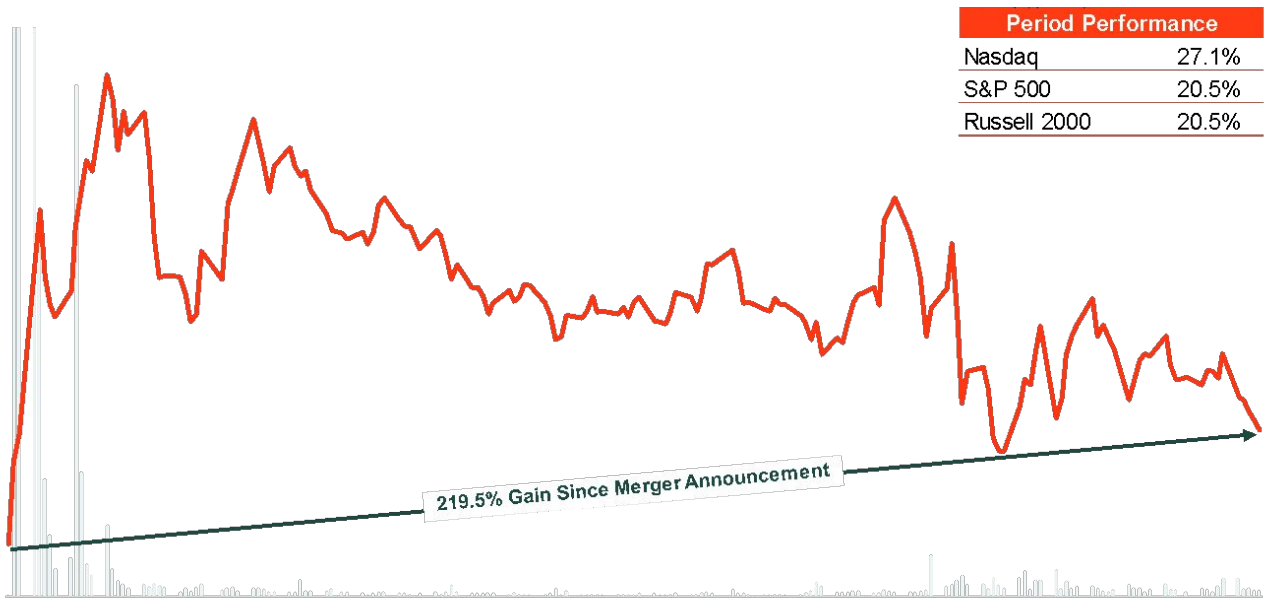
(b) Adjusted for 61% ownership level of BKFC.

PLEASE NOTE – ILLUSTRATIVE REVENUE EXAMPLES



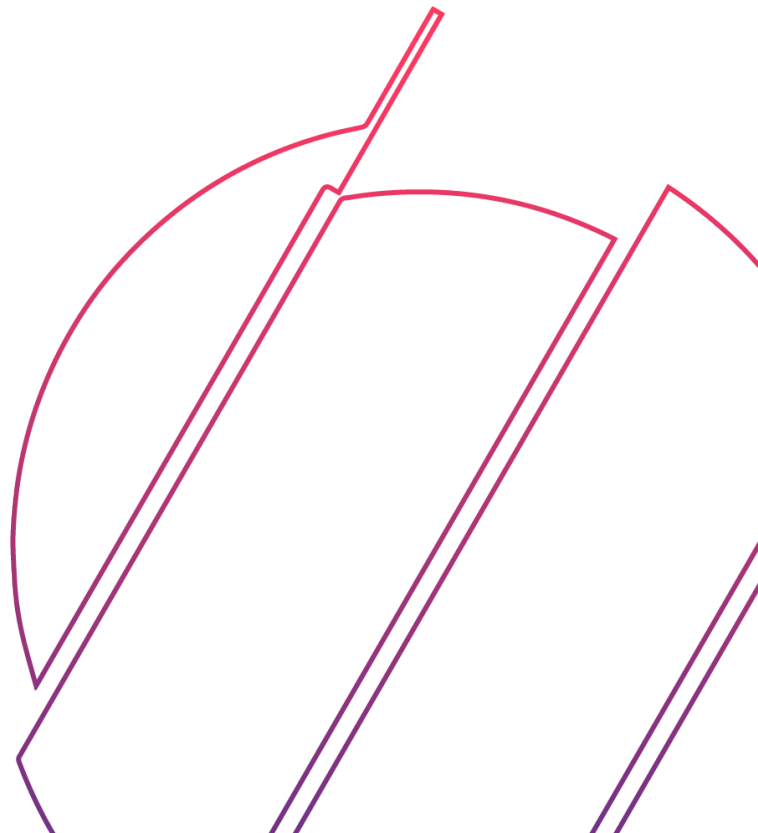
Value Creation Potential

While the share price has seen notable gains since the merger announcement, the current valuation significantly trails potential franchise valuation



Immediate Objectives

- Continue to clean up balance sheet.
- Optimize capital structure.
- Allocate funding and invest for growth.
- Seek further cost efficiencies.



A woman with her hair pulled back, wearing a white blazer over a sequined top, is posing in a grand hall with large arches. The image is overlaid with a semi-transparent purple and pink gradient. The text "Thank You" is centered in white.

Thank You

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Operations

Tasha Nikpey
COO, Triller Corp

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Leadership Team



Wing-Fai Ng
CEO and Director,
Triller Group
ABA citi FB



Sean Kim
CEO, Triller Platform
tiktok kajabi



Jeroen Nieuwkoop
Chief Strategy Officer
of Triller Group
ABA FB



Mark Carbeck
CFO of Triller
citi Solgari FROS



David Feldman
CEO of BKFC
BKFC



Tasha Nikpey
COO of Triller
1 HOTEL SOHO HOUSE sbe



Stefan Mayo
SVP of Sales
yahoo! socialchorus



Manoj Malhotra
SVP of Tech Ops
Opera VERISIGN



Daniella Gallego
VP of Marketing
ESTÉE LAUDER 1 HOTEL RALPH LAUREN



Kosta Jordanov
Head of TrillerTV
FITE bianor



Eric Winter
Pres., COO of TrillerTV
UFC yahoo!

Platforms Integration



- Our integrated digital content and technology platform built through organic growth and acquisition.
- Highly differentiated platform for creators to manage social media and engage audience at scale, driving dramatically improved monetization
- Platform anchors creator workflow - then expand through organic growth and M&A
- Continue to invest in technology platform; expand the number of creators; build deep and sustaining partnerships with brands and leverage our own tools



A woman in a white blazer and sequined top is posing in a grand hall with arches. The image is overlaid with a semi-transparent purple and pink gradient.

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