



# Company Overview

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FEBRUARY 2025



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# The Opportunity

Powerful drivers are combining to create a **once in a lifetime opportunity**.

- ✓ The **Creator Economy** is booming and on its way to becoming a \$500+ billion marketplace.
- ✓ **Tech disruptions** and **uncertainties** creating previously unthought of opportunities.
- ✓ Platform problems and **unmet market needs** are further opening doors.

**Triller Group Inc.** provides three proven pathways for landgrab in the Creator Economy.

- ✓ **Triller App** is the most creator focused platform with a distinctive vision, plan and solution ready to go.
- ✓ It is already implementing its **innovative creator-friendly vision** ("savemysocials.com", new and improved app).
- ✓ With early successes, Triller App has gained the **right to win**.
- ✓ **BKFC and TrillerTV** are highly successful businesses creating and delivering authentic and unique content.
- ✓ Integrating them more closely will unlock tremendous value, following a **proven industry playbook**.
- ✓ Together, BKFC and TrillerTV are on a clear path to become a **global powerhouse**.
- ✓ **AGBA FinTech** offers a sophisticated distribution platform for financial services.
- ✓ Its innovative and efficient platform is growing revenue and on a **path to break-even**.
- ✓ AGBA FinTech solutions offer a window into **introducing financial services into the Creator Economy**.

Opportunity for **tremendous value creation** guided by highly experienced team across all businesses.

- ✓ Large **gap between current value and potential**.
- ✓ Cleaning up balance sheet opens up **wide range of funding options**.
- ✓ Ability to implement **value enhancing resolutions** for (media) legacy issues.



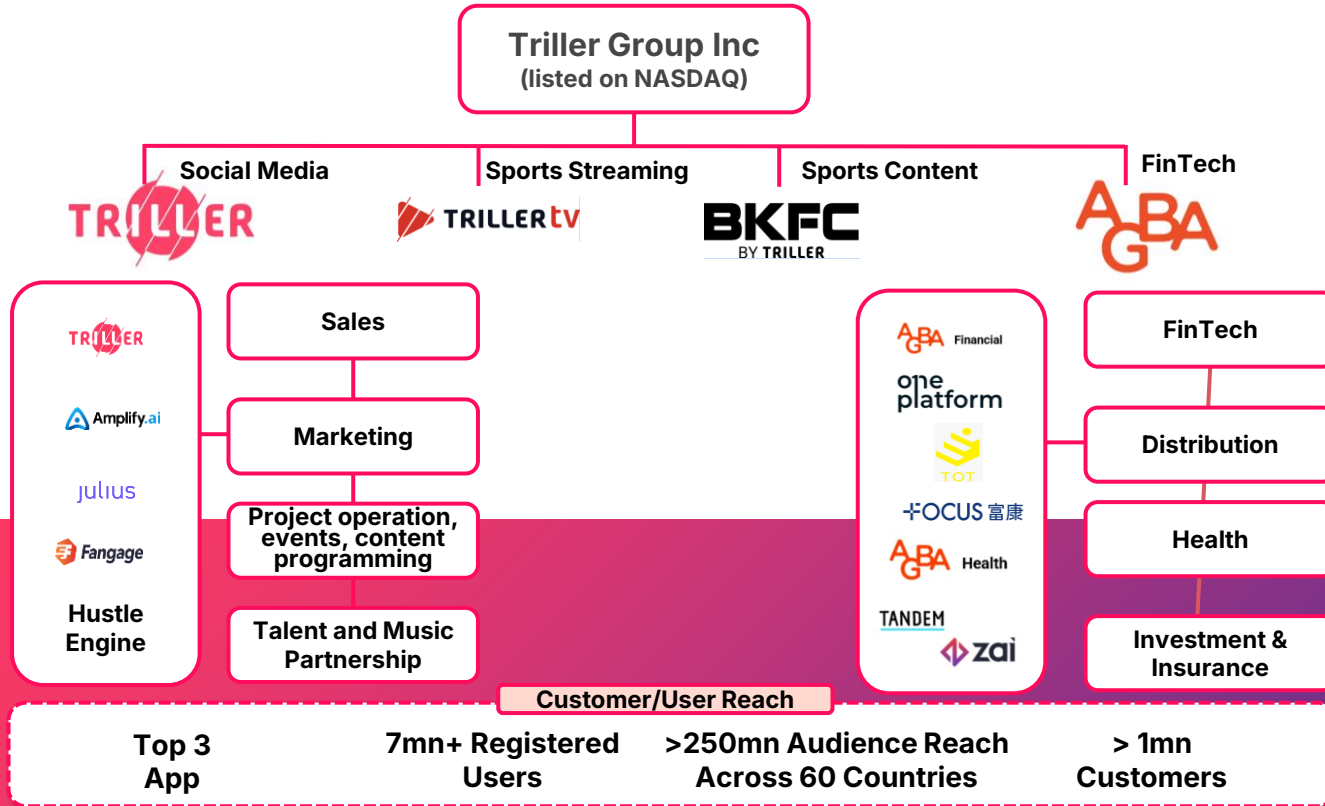
# A Once in a Lifetime Opportunity

Created in October 2024 through the merger of AGBA Group Holding Limited and Triller Corp.



Using our **proven business models** to  
create the **best platform, content and supporting services**  
for the **creator economy**

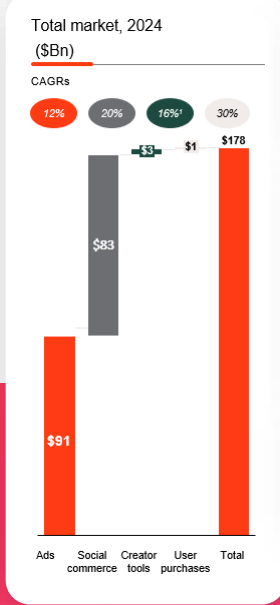
# Triller Group: An Overview





# The Creator Economy is Booming

The Creator Economy, valued at \$250 billion in 2023 by Goldman Sachs, is expected to nearly double to **\$480 billion by 2027**.



## Creator Marketing Investment Has Increased 143% Over the Last Four Years

**Harvard Business Review**

**Social Marketing**

### How Your Business Should Tap into the Creator Economy

### The creator economy could approach half-a-trillion dollars by 2027

## Digital video consumption is at an all-time high, propelled by creator content

**Goldman Sachs** | **Equity Research** | 5 April 2023 | 4:30PM EDT

**American Technology: Internet**  
**Creator Economy Primer: Assessing the Emerging Creator Economy & Short-Form Video Landscape**

As a successor to the rise of traditional social media in the early 2010s, the emergence of the creator economy, including more scalable avenues for individuals, preference for user-generated content & rich media formats (incl. short-form video) and economic ownership flowing toward individual creators has given rise to new platforms, products and monetization/business models over the last several years. With this report, we introduce a primer on the creator economy, including sizing the TAM opportunity, outlining the current landscape (key platforms, forms of monetization, etc.), key growth drivers and which platforms we see as best positioned to capitalize on this emerging theme.

We estimate the creator economy currently represents a \$250bn TAM that can grow at a ~14% '22-'27E CAGR to reach ~\$480bn by 2027. This is based on the number of global creators growing at a ~14% '22-'27E CAGR and an estimated average income dispersion per creator. We also outline & analyze the primary vehicles of monetization within the creator economy: **1) ad revenue share** (particularly ad-supported short-form video); **2) brand-direct deals** (influencer/affiliate marketing); & **3) audience-direct monetization** (tipping, subscriptions, etc.). In our view, the platforms that are best positioned to attract both creators and wallet share are those that can offer multiple forms of monetization, including some components of ad-supported revenue sharing (e.g. YouTube's Partner Program, facilitating influencer marketing on platform (e.g. Meta's Creator Marketplace), and offering tools for direct monetization (tipping, gifting, etc.).

With respect to the ad revenue share monetization model specifically, we see the primary driver of growth within this segment being the continued rise of short-form video (both engagement and monetization) over the next several years - as a result, we introduce a framework to size both the forward revenue opportunity and headwind-to-date for **Instagram Reels (META)** and **YouTube Shorts (GOOGL)**. We estimate Instagram Reels revenues can grow at a ~63% '22-'27E CAGR and scale from ~\$1.8bn in 2022 (or ~4% of total IG ad revenues) to ~\$4.6bn in 2027 (or ~8%) and ~\$20.5bn in 2027 (or ~22%). For GOOGL, we estimate YouTube Shorts will generate ~\$750mm of revenues in 2023 (or ~2.5% of total YouTube Ads revenues) and grow at a ~69% '22-'27E CAGR to reach \$1.1bn in 2027 (or ~26% of total).

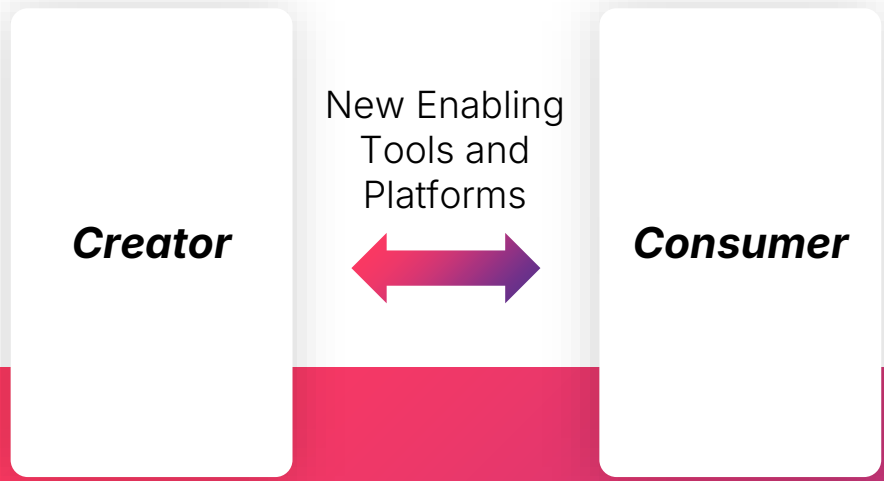
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Source: eMarketer "US Social Network Ad Spend", "Social Commerce Forecast, 2023", "Creator Economy Revenues Forecast, 2024"; "China social commerce"



# Disruption (and Uncertainty) Creates Opportunities

Traditional players are challenged by new forms of content creation, distribution and monetization.  
The bigger (traditional media) pie: **\$1.7 trillion today.**



- ✓ Emerging tools and platforms helping creators **deliver and monetize content.**
- ✓ Creator related platforms accounting for 15% of media revenues and **50% of its growth** over the last four years.
- ✓ Fast growth of creator focused companies likely to continue given **increasing volume** gap between creator content and "corporate content".
- ✓ **GenAI** to further increase volume gap and **decrease quality gap** between creator and corporate content.
- ✓ **Demand for authenticity**, falling trust of "corporations" to drive further growth.
- ✓ Plus: demise of the mono-culture, growing importance of GenZ, **closing of monetization gap** ("Money follows eyeballs with a lag").

# Problems and Unmet Needs Further Opening Doors

Incumbents in the Creator Economy are struggling to balance the needs of their own platforms versus the brands, users and creators. As a result, the needs of creators are often ill-served.



## No Connections

Creators struggle to build authentic relationships with fans.

## No Control

Platforms have full own & control of content, algo, and audiences.

## No Monetization

~4% of creators make >\$100K/yr. Even less on TikTok.

## No Support

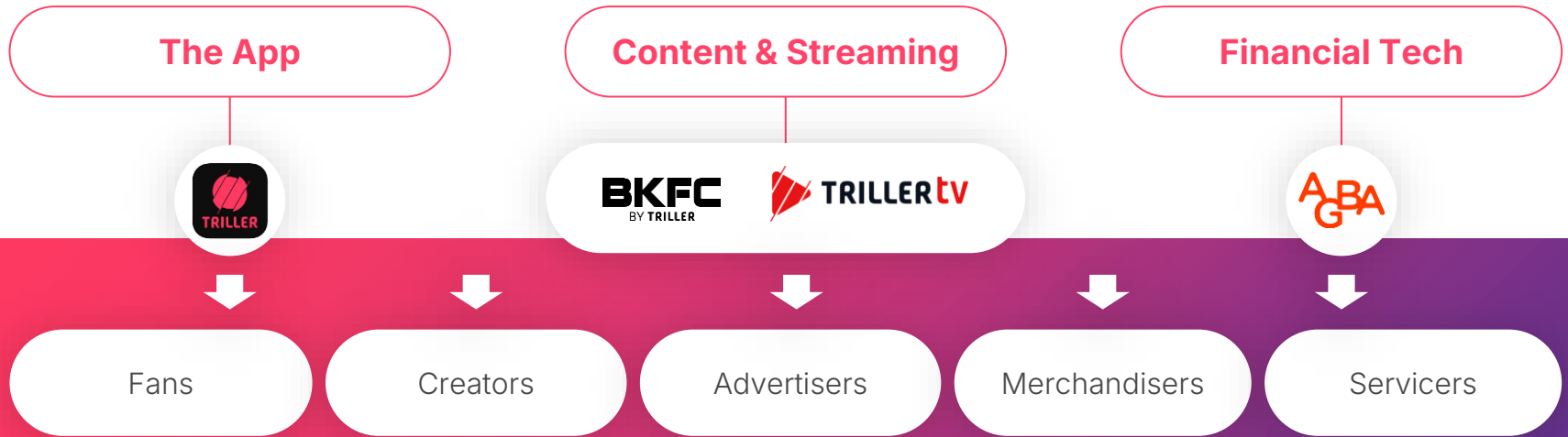
Platforms do not provide value added services to creators





# Three Proven Pathways Into the Creator Economy

Tremendous opportunities for growing and scaling all our businesses across high-growth Creator Markets.



The image features a dark purple to pink gradient background. In the center, the word "TRILLER" is written in a bold, white, sans-serif font. The letters are partially obscured by a white circle with two diagonal lines crossing through it. Behind the text, there are three overlapping smartphone screens displaying the Triller app interface. The top screen shows a video player with a "Following" header and a "For You" header. The middle screen shows a video post with a "username" and a "Thanks Triller" message. The bottom screen shows a video post with a "Camera Roll" button and a video thumbnail.

# TRILLER

TRILLER APP



TRILLER 2.0 MISSION

The New Generation of the Triller App.

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**



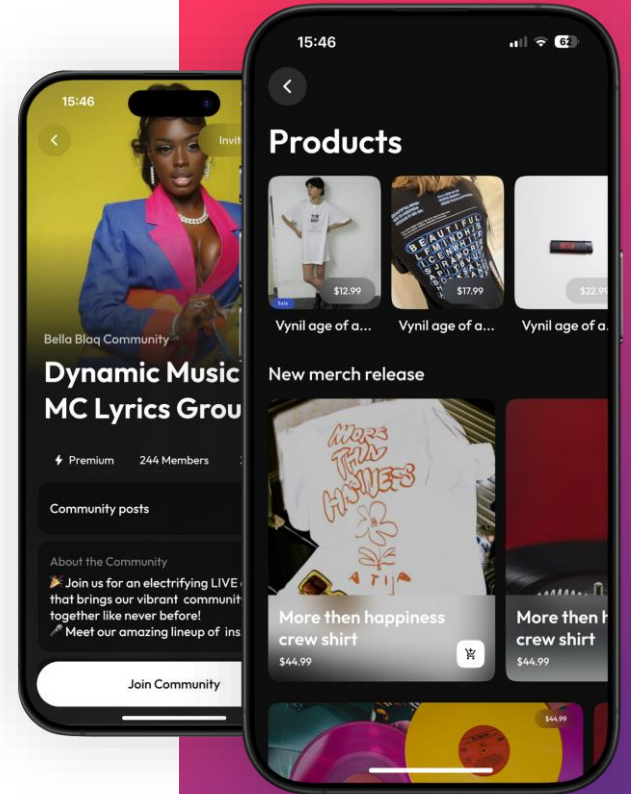
Creators and fans bring **Brands**



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

# What Do Creators Want?

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

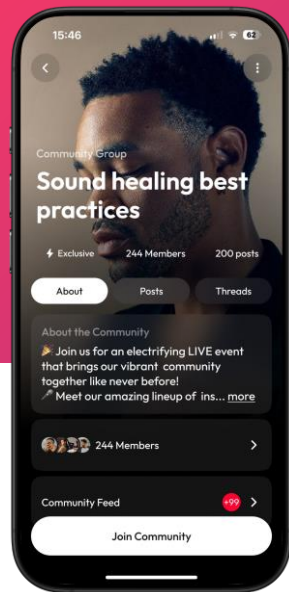


# Our All-in-One Solution for Creator Success



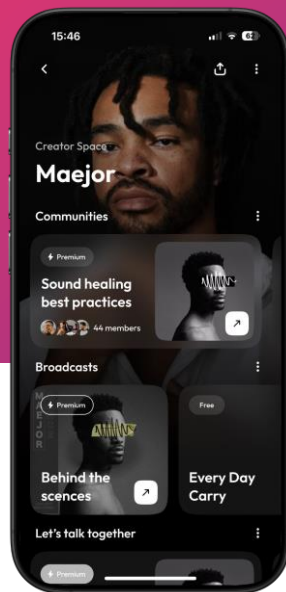
## Discovery For You Feed

Short videos and live streams to drive audience growth and be discovered by new fans



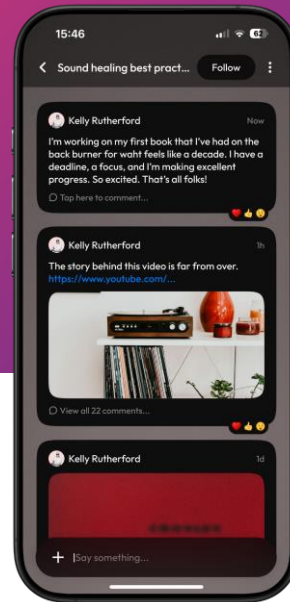
## Connections Community

Creators build meaningful connections with fans through community



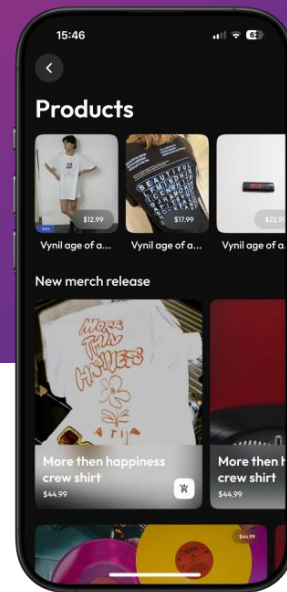
## Ownership & Control Fan contacts

Complete control over audience data and content



## Monetization Merch, sponsorships, and more

Diverse revenue streams including subscriptions, merch, and sponsorships



## Marketing AI powered tools

Identify best fans & increase conversion using Hustle Engine and Amplify.ai



# How We Will Win

Service the Creators and the Fans and Brands will Follow

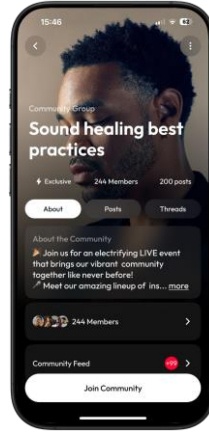
## AI Marketing

Leverage creator reach to invite best fans to Triller



## Personalized Communities

Provide programming, moderation, & growth marketing



Monetization  
Brand merch, content, and sponsorships with help from experts



## Ownership

Own and control community, content, and fan data



Bring fans

Build meaningful connections

Creators build their destiny

Triller App

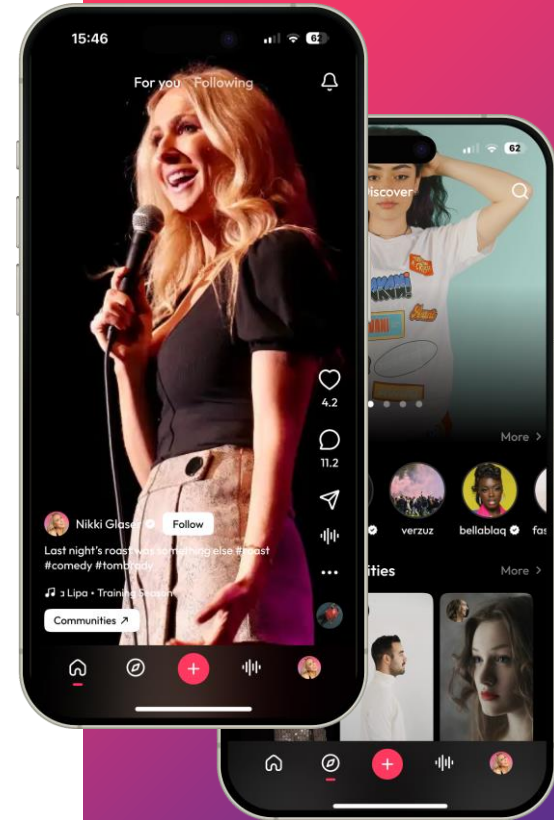


Word of mouth



# Stage 1: Reignition (Q1-Q2 '25)

- 1 Rejuvenize the app experience**  
Redesign the UI/UX
- 2 Invest in core features**  
Enhanced creation tools, watch experience, and more
- 3 Blitz Marketing**  
Work with marketing agency and top tier creators

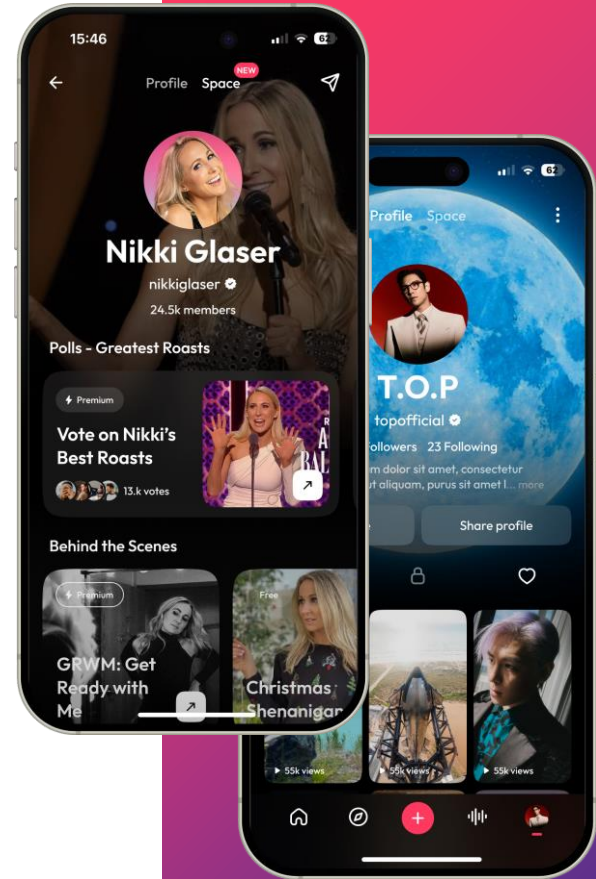




# Stage 2: Empower Ownership & Control (Q3 2025)

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



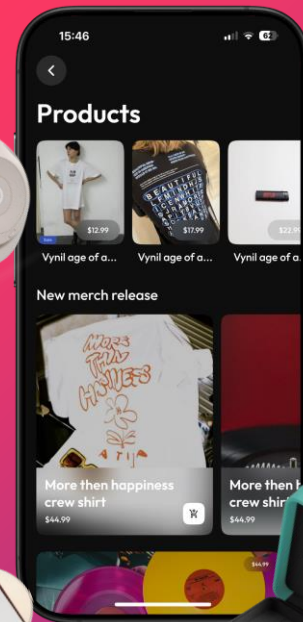


# Stage 3: Monetization (Q4 2025)

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

## Enable Commerce

- 1 Launch shop features and hassle-free 3rd party integrations to help creators and brands sell products on Triller
- 2 Help creators launch paid content with [Fangage](#) and boost brand sponsorships with [Julius](#)
- 3 Enable ad solutions and offer creators a significant percentage of the ad revenue



# Positioned to Win: Creators Love Our Services

- 1 **Community SaaS**  
Best-in-class community product rich with features for engagement and monetization
- 2 **Marketing with Amplify.ai**  
Automatically reach and engage fans across any social platform to grow Triller profile and community
- 3 **Dedicated team**  
Professional services team to help build, grow, and manage your community and business



# Leveraging the Power of AI: Amplify.ai + Julius

## What We Offer Today:

### 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, Open API
- 3rd Party: Shopify, OpenTable, Fandango

### Self Service & Managed Influencer Platform

- Professional Managed Services Available

## Why These Brands Love it:

- Increase awareness, engagement & loyalty
- Drive e-Commerce Sales
- Create personalized Content
- Collect better data



A background image of two fighters in a boxing ring, overlaid with a semi-transparent purple and red gradient. The fighters are in a boxing stance, with one appearing to be in the middle of a punch or block. The ring ropes are visible, with "BETONLINE.AG" printed on them. The fighter in the foreground has "LANE" on his shorts and a patch that says "WRIGHT & BEAR STAY 2A - BEAR AWAY".

# BKFC

BY TRILLER



# TRILLERTV

BARE KNUCKLE FIGHTING CHAMPIONSHIP  
TRILLERTV



# BKFC – One of the Fastest Growing Combat Sports Franchises



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

- Peter Kahn



Bare Knuckle Fighting could be poised for a US boom.

- Los Angeles (AP)



How David Feldman and BKFC are changing the fight game.



Can David Feldman be the new king of combat sports?



BKFC 41 has beaten the UFC again!



Also featured on:





# BKFC Had A Phenomenal 2024

- 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



# 2025/2026: Opportunity for BKFC to Breakthrough \$1bn valuation

**BKFC revenue trajectory is now at the same inflection point as where UFC was in 2005.**

- Revenue of BKFC is showing the same trajectory as UFC 20 years ago.
- BKFC revenue in 2022 = UFC 2003.
- BKFC revenue in 2023/2024 = UFC 2004

**BKFC highly successful events and ticket sales prove that BKFC is now ready to push through.**

- UFC leveraged its events and created a breakthrough moment through unique content, with skyrocketing revenue beyond ticket sales from PPV and Sponsorships (key UFC revenue streams tripled in 2005, again in 2006).
- ***BKFC ticket sales in 2025 expected to be similar to UFC 2005, confirming that we are at a similar moment in time.***
- Time is now to translate highly successful events into exponential revenue growth (streaming, sponsorships, merchandizing, etc.).

**\$1 billion valuation target is within 12-month reach.**

Multiple initiatives being launched, including:

- Securing a new platform deal with better economics and broader reach
- Kickstart sponsorship, advertising, and merchandising efforts
- Launch data-driven and optimized event marketing



# TrillerTV Made Similar Strides in 2024

- Battle-tested platform delivering 1.5K live sports events per year to 8M+ registered viewers
- 10,000+ events streamed and millions of concurrent users
- Proven tech designed to address the unique challenges of premium live streaming
- La Liga, AEW, League of Portugal, Eredivise, Asian Cup Football, TopRank/ESPN, PBC/Fox, approved
- Widely available, incl. key mobile, TV and web platforms, and many US carriers
- Regularly handles multi \$M revenues per event
- Industry's lowest PPV refund rate (0.5%)
- Technical product built from scratch by Bulgarian-based visionaries

**7M+** Registered Users  
48% in the US

**1,500+** Live Events per  
Year

**950+** Content Partners



# Triller TV Business Model

## Pay Per View

Premium stand alone events

## Subscription

Monthly and Annual SVOD services

## Free to view

Linear FAST channel and on demand content

## Freemium

Ad insertion capability in on demand content streams



# Triller TV: Best-in-Class Technology

TrillerTV offers a mix of best-in-class technology and consumer features to provide one of the best streaming experiences in market



## QoS & Scalability

Industry's best live streaming quality. Full redundancy, auto-scaling, smart multi-CDN, ...



## Direct Cloud-to-TV

streaming tech  
(7,000 TV models, Apple TV, Fire TV, Chromecast, Xbox, Roku, ...)



## Seamless Paywall

Multiple options from Credit Card to PayPal to in-app



## Fan Community Interaction Tools

Live chats, ratings, votings, reviews, follow, ...



## Recommender System

Machine-learning engine for user level personalization



## News

AI based news aggregation

# Triller TV: Full Suite of Marketing Tools that are Ready to Go

Delivering reach and scale through rich data and direct to consumer marketing automation



## Prediction Engine

Event revenue prediction powered by deep learning



## Paid Media Automation

across major paid networks



## User Re-engagement

Multi-channel DRIP user communication



## Real Time Reporting

Delivery of fully customizable real-time performance reports



## Embed Solution

Support for video embeds in third party websites



## Push Notifications

Fully automated Web and App push notification program

The image features a dark purple-to-pink gradient background. In the center, the word "TRILLER" is written in a bold, white, sans-serif font. The letters are partially obscured by a white circle with two diagonal lines crossing through it. Behind the text, there are two overlapping smartphone screens. The top screen shows a social media profile page with a "Following" header and a video thumbnail. The bottom screen shows a video player interface with a "Camera Roll" button and a video thumbnail. The overall aesthetic is modern and tech-oriented.

# TRILLER

AGBA and Fintech



# AGBA: Sophisticated Platform for Financial Services

Distribution  
Business



Sells a wide range of financial products to retail and corporate customers through various types of sales representatives.

Platform  
Business



Provides access to products and supporting services to internal and external distribution channels.

FinTech  
Business



Invests in FinTech companies capturing strategic benefits as well as financial rewards

Healthcare  
Business



Provides healthcare services to corporate customers through a network of doctors and clinics.



# One Stop Financial Supermarket

Product shelf includes more than 600 life insurance products from 24 providers, close to 1,000 investment products from 39 fund houses (+ general insurance, MPF and non-financial products).

## Digital end-to-end infrastructure



## Leading Brands



The image features a background of three smartphones displaying the Triller app interface, set against a purple-to-pink gradient. The word "TRILLER" is prominently displayed in the center in a bold, white, sans-serif font. The letters "R" and "I" are partially obscured by a white circle with two diagonal lines crossing through it. Below the logo, a white rounded rectangle contains the word "Corporate".

# TRILLER

Corporate



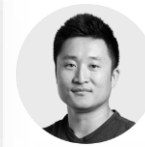


# Deep and Experienced Leadership Bench



**Wing-Fai Ng**  
CEO and Director,  
Triller Group

ABA citi



**Sean Kim**  
CEO of Triller Platform

kajabi amazon



**David Feldman**  
CEO of BKFC

BKFC



**Eric Winter**  
Pres, COO of TrillerTV

UFC yahoo!



**Kosta Jordanov**  
CEO of TrillerTV

FITE bianor



**Manoj Malhotra**  
SVP of Tech Ops

Opera VERISIGN



**Tasha Nikpey**  
COO of Triller Corp

1 HOTEL SOHO HOUSE sbe



**Mark Carbeck**  
CFO of Triller Corp

citi Solgari EROS




**Desmond Shu**  
Acting CFO of Triller Group

ABA KPMG




**Almond Wong**  
COO of Triller Group

ABA AXA Sun Life



**Jeroen Nieuwkoop**  
CSO of Triller Group

ABA citi



**Stefan Mayo**  
SVP of Sales

yahoo! socialchorus

# Thank You

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