

The logo features the word "TRILLER" in a bold, white, sans-serif font. The letter "I" is replaced by a white circle with a diagonal slash through it. The background of the slide is a red-to-purple gradient with a faint, stylized image of a man in a cap and sunglasses.

TRILLER

Where Creators Shape Culture, Content, and Commerce

SUPERPOWERS FOR CREATOR AND BRANDS

CREATE. DISTRIBUTE. MONETIZE.

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The Opportunity

- The Creator economy is \$100B and growing, but has systemic problems
- Billions of dollars wasted on "walled garden" ads without access to users & data
- We are solving the fundamental problem and **putting power back in the hands of creators** for producing, distributing, and monetizing content
- First mover advantage to deliver hybrid, physical and virtual content experiences that shape culture



Digital Content Market is >\$500B/year
Creator Economy is >\$100B/year

Triller Roadmap

Today

How We Get There

Where We Want To Be



Powerful open-garden platform to give creators an unrivaled economic advantage to create, distribute and monetize content



Continue to invest in technology platform; expand the number of creators; build deep and sustaining partnerships with brands and leverage the METAVERZ

Undisputed leader in powering the creator economy



Integrated collection of leading brands that combine for a unique tech & media platform



Engage & Leverage world-class management team, strategic M&A; access capital markets; expand globally

Multi-billion, global business with strong operating margins

TRILLER

FIGHT CLUB

VERZUZ

BKFC

FITE

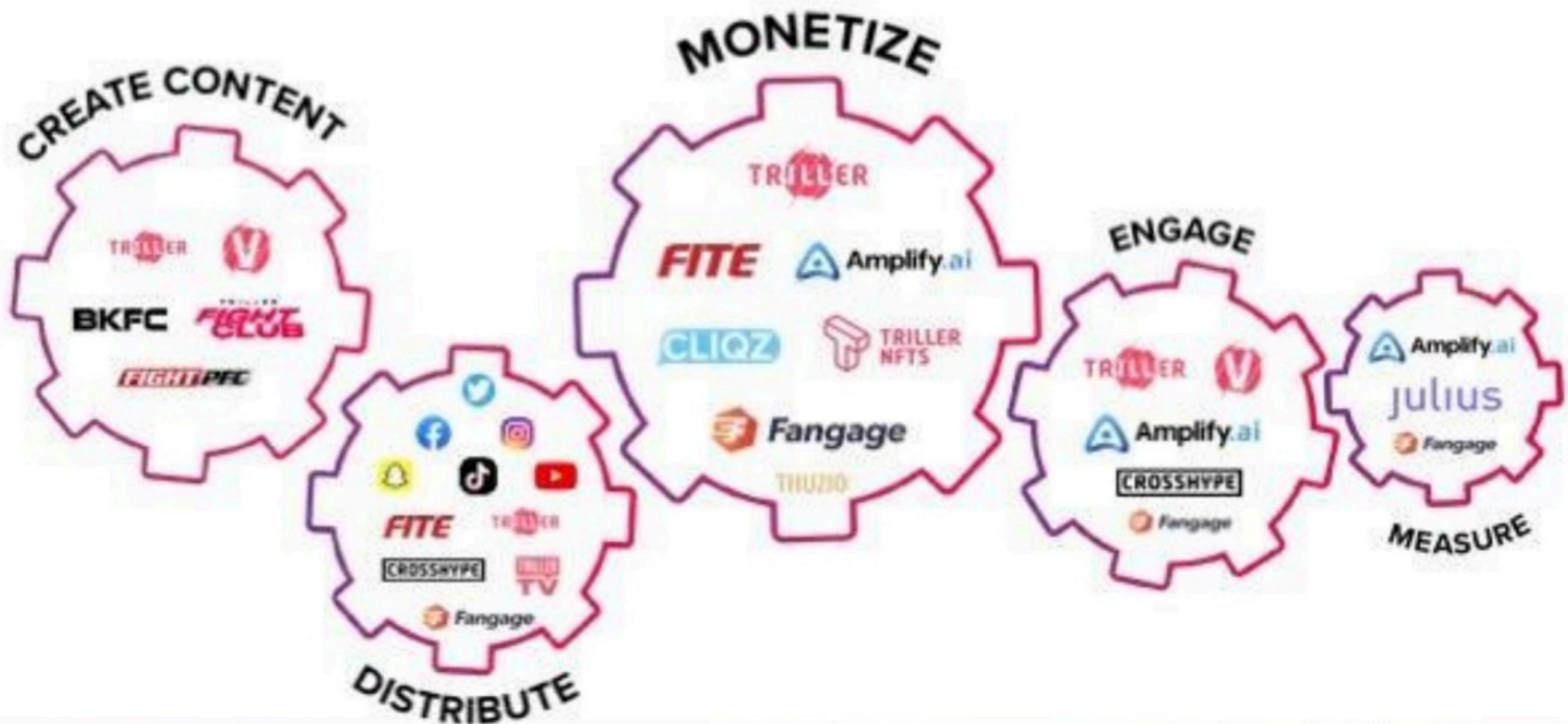
THUZIO

julius

Amplify.ai

Fangage

Triller Creator Engine



The Triller App Advantage

350M+ Organic Triller app downloads.



Based in the U.S., while other apps have been deemed a threat to national security by government officials.



The Biggest Creators: Charli D'Amelio, Justin Bieber, Marshmello, JLO, Eminem, Cardi B., The Weeknd, Alicia Keys, Post Malone, and more.



Data, Fans and \$\$\$ are under the control of creators.



Global Reach across all open countries and markets.



CREATE. DISTRIBUTE. MONETIZE.

Triller SPORTS



Pre Event

Content creation, distribution, and engagement

Live Event

Content creation, distribution, engagement, and monetization

Post Event

Athlete/Influencer monetization
Social Media Engagement

Dynamic Mix

of Sport & Entertainment
drawing in a diverse global audience

Every Screen

Phone, tablet, PC, set-tops,
Smart TVs, gaming
consoles, cable/satellite

No.1
DIGITAL PPV Event Ever
Tyson v. Jones
J.Paul v. N.Robinson
November 2020

1K+
Live Events
Streaming/year

2B+
BKFC Social Media
Impressions

5M+
Registered FITE
Users

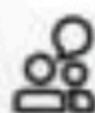


METAVERZ



Virtual Events Stadium

- Music Concerts & Festivals
- Sports
- Comedy
- Brands/Shops



Socialization

- Meet friends
- Connect to social and create content
- Buy, sell, trade
- Watch parties with friends



Gamification

- Mini games
- Trivia
- Leaderboards
- Battle with your avatar



Theater Previous Concerts

- Watch Events
- Watch Trills
- Triller TV



Fashion District Art Galleries

- Designers
- Merch
- Physical & Virtual



Monetization

- Earn \$ as you play
- Blockchain gaming
- Merch & Collectibles

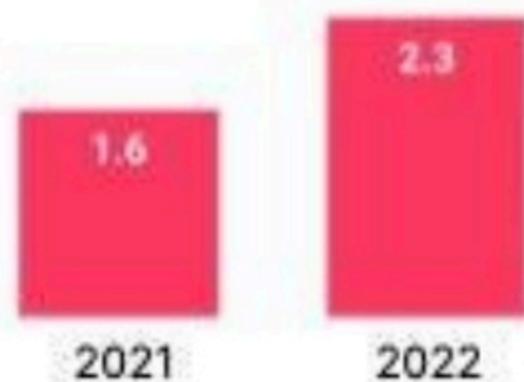


Key KPIs

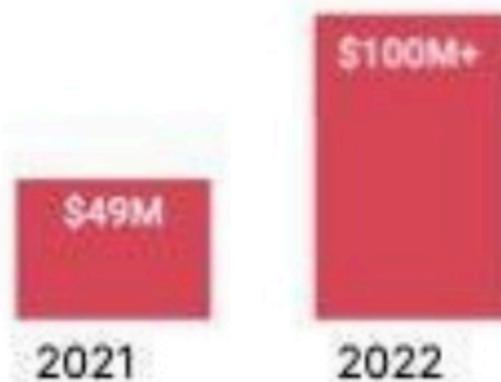
Social Media Actions/Qtr (B)



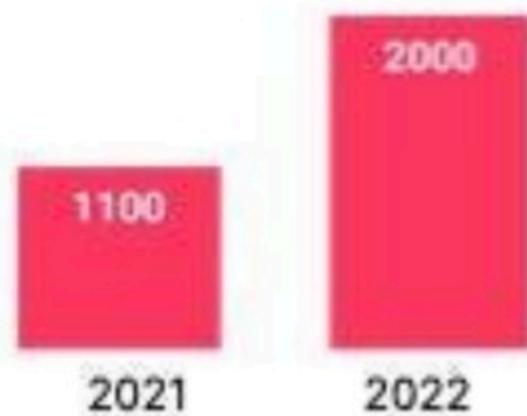
Content Engagements/Qtr (B)



Revenue/Year (M)



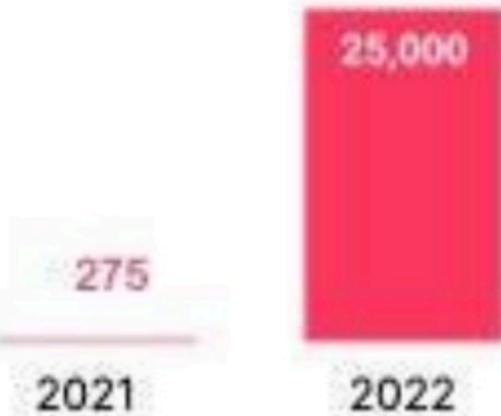
Event on Platform



Creators Tracked/QTR



Brands Tracked/QTR

Monetization/
Unit Economics

Revenue share

Ticket Sales, PPV,
Subscriptions,
MerchandiseSponsors &
Advertising

Platform Fees



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