

The background of the slide features a large, stylized graphic of the word "17LIVE" in a bold, sans-serif font. The letters are white with a thick black outline, and they are arranged in a staggered, overlapping pattern that creates a sense of depth and movement. The central "17LIVE" text is the most prominent, while the surrounding text is slightly offset and semi-transparent, creating a layered effect.

17LIVE

**Empowering Human
Connections with Virtual
Realities**

Corporate Presentation

**17LIVE Group Limited
9 Jan 2025**

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DBS Bank Ltd. acted as the sole issue manager for the business combination of Vertex Technology Acquisition Corporation Ltd with 17LIVE Inc.

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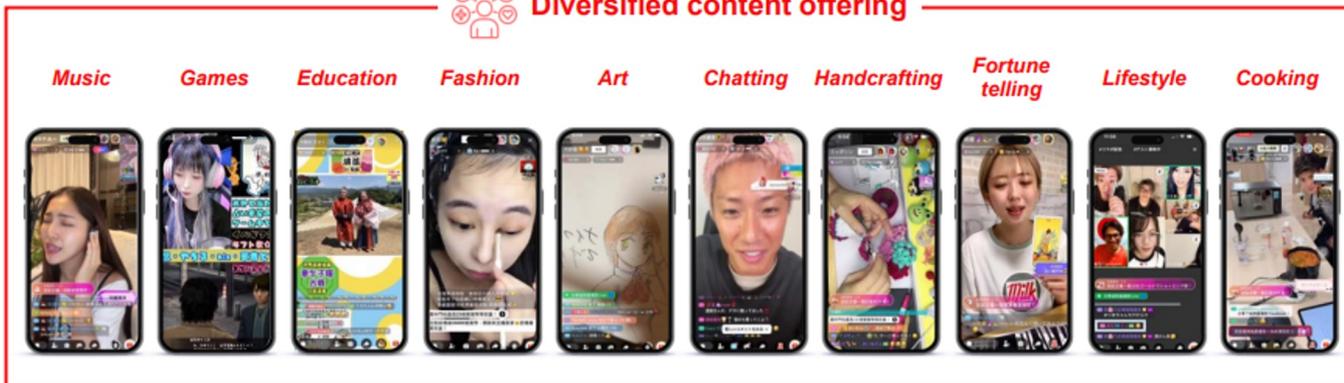
ABOUT 17LIVE

I7LIVE

Leading pure-play live streaming platform empowering human connections



Diversified content offering



Localised content

Local entertainment veterans



Local top stars



Exclusive premium content

Celebrity live streaming

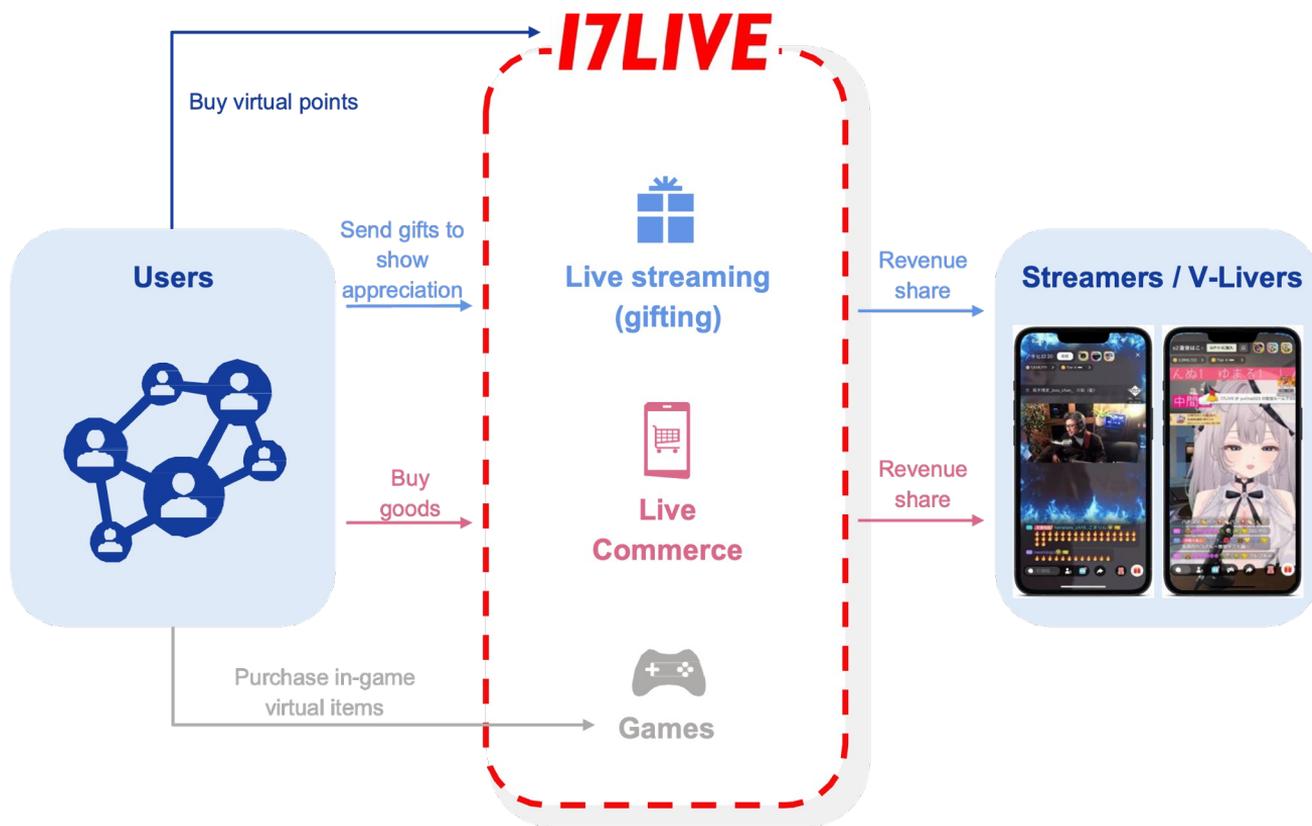


In-house developed shows



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3 underlying business models



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What people see 17LIVE as?

As a Liver

**The place where I can become
successful**

As a Viewer

**Have fun viewing, engaging and
supporting my favourite livers**

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Key Strategies

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FORWARD STRATEGY

3 STRATEGIC PILLARS

**Strengthening the
Core Live
Streaming
Business**

**Diversifying
Revenue
through the New
Businesses**

**Forming and
Strengthening
External Business
Partnership**

Bolstering 17LIVE Unique Value Proposition

Liver Growth

**Better onboarding & nurturing
Better engagement & support
More exposure and opportunities
Open platform with attractive compensation**

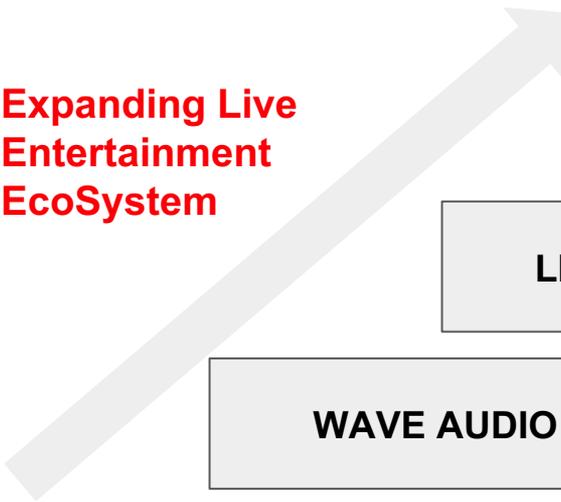
Making Platform Fun

**More fun contents
More fun events
Exciting new gift systems
New and fun ways to play**

Business Diversification

Leverages Core Live Streaming business to drive other growth initiatives including V-Livers, Wave Audio Live Streaming and Live Commerce

Expanding Live Entertainment EcoSystem



V-LIVERS: growth potential driven by animation market

LIVE COMMERCE: build connections between brands and users

WAVE AUDIO LIVE STREAMING: natural extension from core live streaming

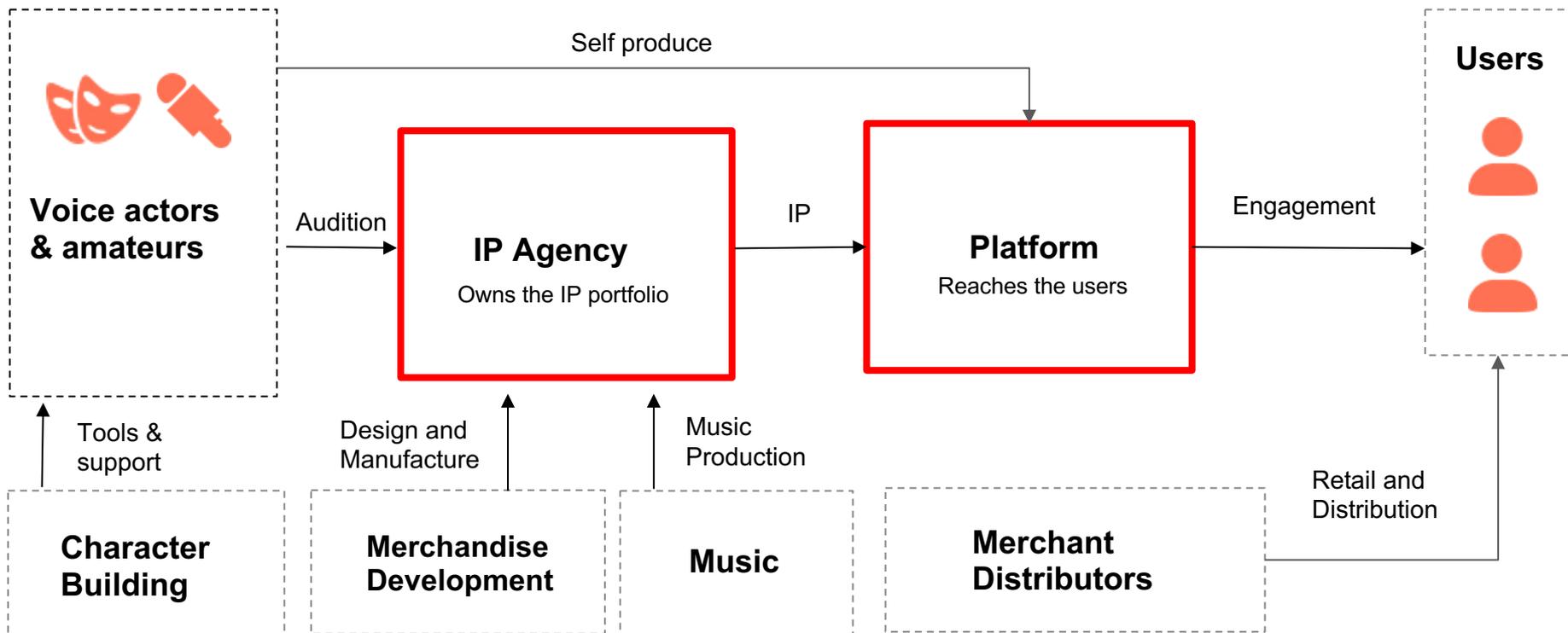
CORE LIVE STREAMING: backbone for growth initiatives

Strengthening the Core Live Streaming Business

Diversifying Revenue through the New Businesses

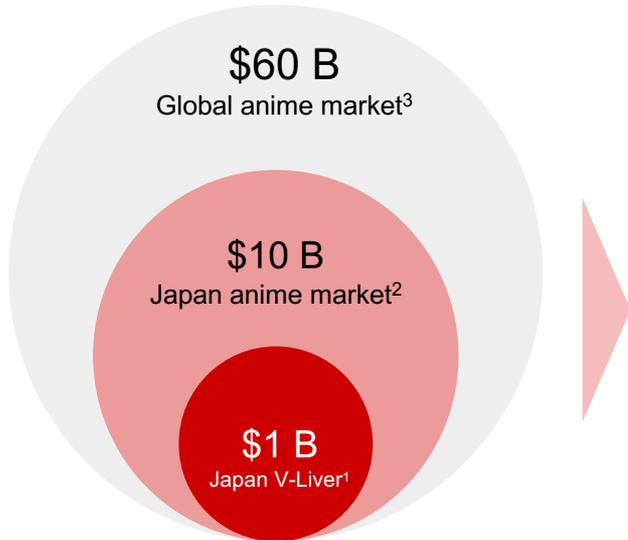
Forming and Strengthening External Business Partnership

V-Liver Market Value Chain

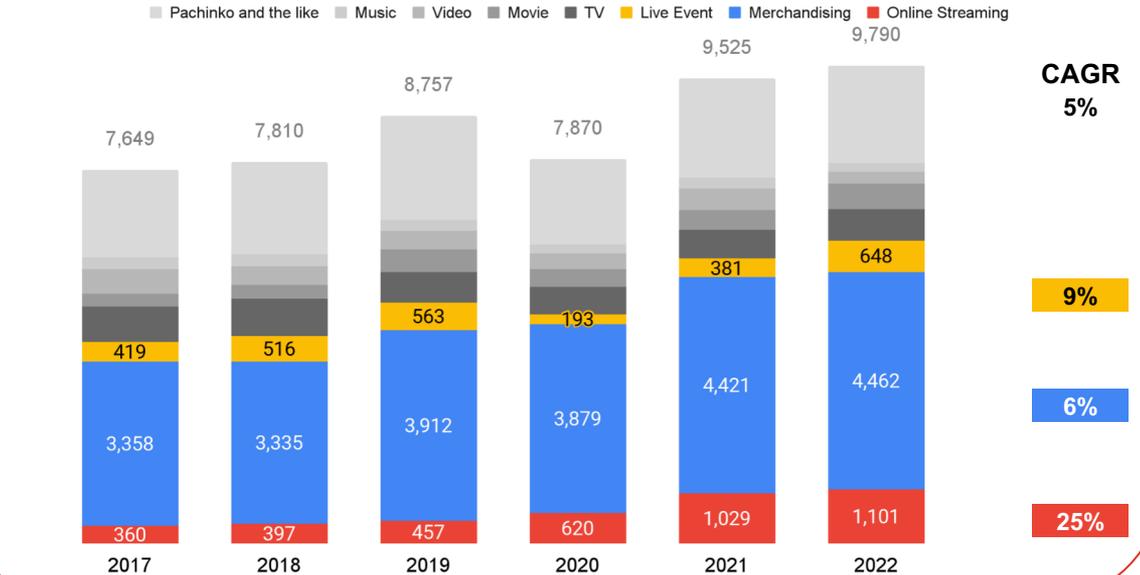


V-Liver Market Size

V-Liver IP Boom driven by animation market growth



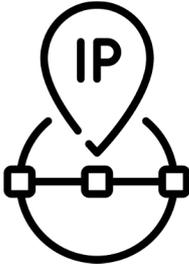
Japan Anime Market by Content Format (US\$ MM)



Source:

- 1) Refer to the VTuber market size forecast for 2023 from Yano Research Institute's "Survey on the VTuber market"
- 2) Refer to the 2022 anime industry market (broadly defined anime market) from The Association of Japanese Animations "Anime Industry Report 2023"
- 3) Refer to global anime-related content revenue in 2030 from [Grand view research](#)

IP + Platform Two-pronged V-Liver Business Strategy



Growing an expansive V-Liver IP Portfolio so as to diversify monetization streams beyond live streaming

- Creating a sustainable talent pool and scouting system to unlock V-Liver IP potentials
- Ability to develop an IP ecosystem to include other monetization streams such as events, merchandising, and commercial partnerships



Unique, high-quality content makes 17LIVE more attractive to both viewers and potential talent



Strengthening and leveraging on established platform to drive user acquisition and retention

- Diversifying content types on platform
- Enhancing technology to lower barriers of entry for new users
- Improve awareness for non-users or potential users via marketing & partnerships

Recent Acquisitions

STRATEGIC INITIATIVES TO ENHANCE IP TALENT BUSINESS

- Strengthens “Platform + IP” model to drive future growth in line with 17LIVE Forward Strategy
- Paves the way for transformation into an IP-powered livestreaming entertainment platform

Acquired N Craft



V-Liver production company dedicated to developing and managing virtual talents

Acquired mikai



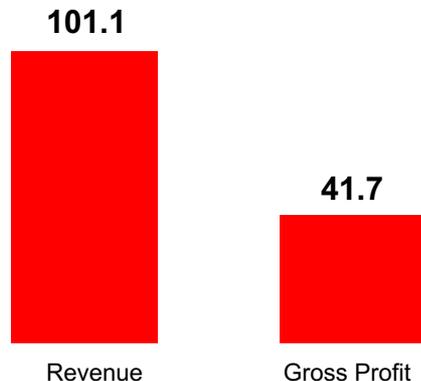
Pioneer V-Tuber agency with 17 V-Tuber talents with 1.2M+ Youtube subscribers

Recap of 1HFY24 financial performance

1H2024

Operating Revenue & Gross Profit

(in USD million)

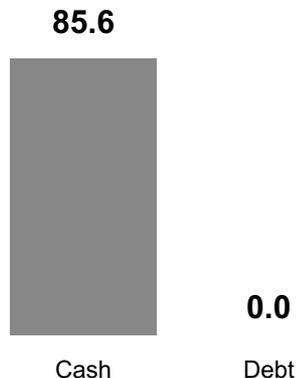


Gross Profit Margin: 41.2%

End of 1H2024

Net Cash

(in USD million)



Q-o-Q

2Q2024 Operating Income

(in USD million)



- 17LIVE took a strategic decision to maintain profitability while inevitably sacrificed some market share since 2023. As a result, a robust gross profit margin of 41.2% on the back of US\$101.1million operating revenue was recorded in 1H2024.
- Meanwhile, the Company optimized operating expenses and achieved a Q-o-Q turnaround in Operating Income in 1H2024
- Going forward, company will execute the Forward Strategy announced together with 1H2024 results to bolster its unique value propositions in the market, with an aim to grow market share and revenue again while maintaining profitability.

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OUTLOOK

Moving Forward

**LONG TERM
VALUE**

**BUSINESS
GROWTH
DRIVERS**

**GUIDED BY
17LIVE
FORWARD
STRATEGY'S
PILLARS**

**BACKED BY
FAVOURABLE
MACRO
TRENDS**

Exploring strategic initiatives to drive shareholder value through innovative and forward-thinking capital market initiatives

- Continuous efforts to drive user acquisition and retention on 17LIVE platform & cost management to drive profitability
 - Growing V-Liver business to establish it as a strong growth driver for 17LIVE given the market and business potential
 - Establishing more strategic and business partnerships in the region
-
- Solidify leadership position in the livestreaming industry with strategic framework unique to 17LIVE supported by three pivotal pillars:
 1. Enhancing its established platform through advanced technology and a robust community of streamers
 2. Diversifying its revenue streams by developing new products and businesses stemming from its platform
 3. Forging strategic and business partnerships to build a sustainable live streaming ecosystem across Asia
-
- Global live streaming market reached an estimated US\$ 87.55 billion in 2023. Analysts project substantial growth potential with an expected CAGR of 23.0% from 2024 to 2030, fueled by technological advancements and innovations
 - Augmented Reality (AR) and Virtual Reality (VR) technologies are expected to further propel the live streaming market by creating immersive experiences.

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QUESTIONS & ANSWERS

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THANK YOU

For investor queries, please email Investor@17.live