



# Extraordinary General Meeting

**17LIVE Group Limited**  
**28 November 2024**

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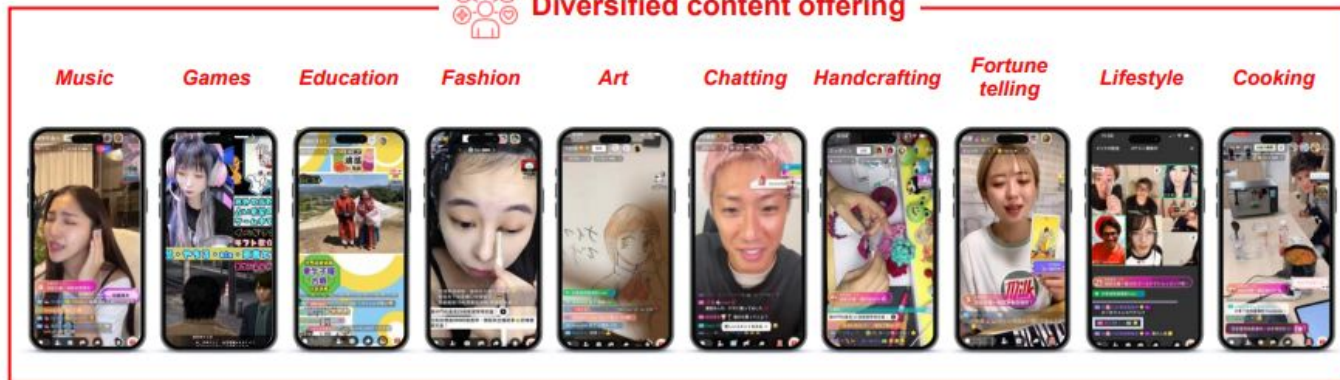
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# I7LIVE

## 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

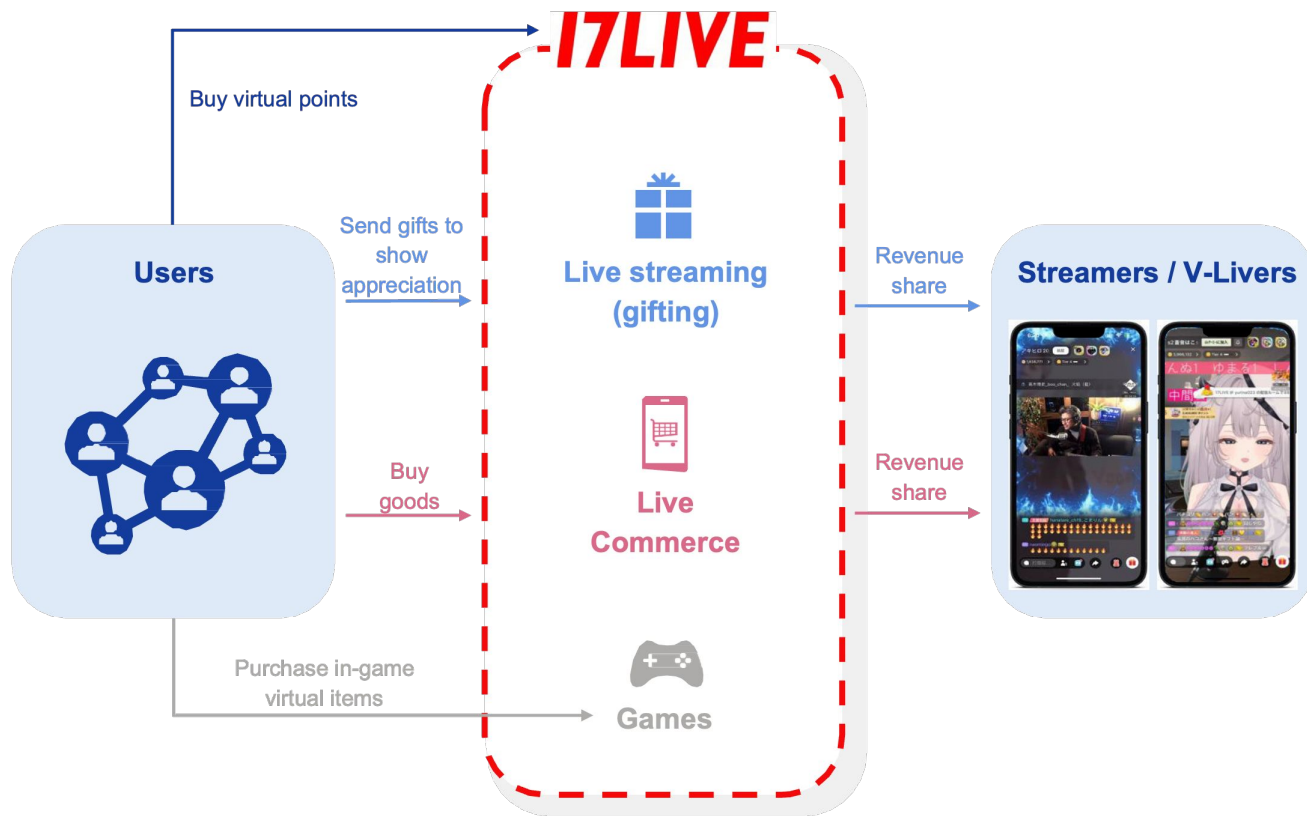


In-house developed shows



# I7LIVE

## 3 underlying business models





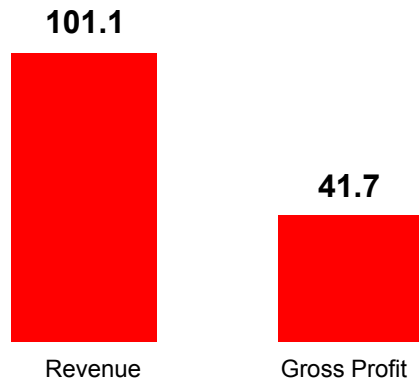
## **Business Recap & Key Strategies**

# Recap of 1HFY24 financial performance

1H2024

Operating Revenue & Gross Profit

(in USD million)

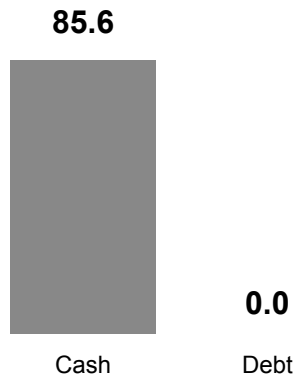


**Gross Profit Margin: 41.2%**

End of 1H2024

Net Cash

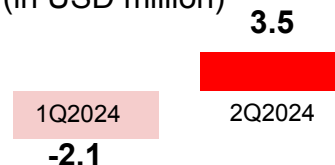
(in USD million)



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.

# ***I7LIVE***

## **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**

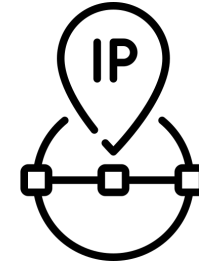
**Better onboarding & nurturing  
Better engagement & support  
More exposure and opportunities  
Open platform with attractive compensation**

### **Making Platform Fun**

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



## Platform + IP Two-pronged V-Liver Business Strategy



### 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



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



### 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

Strengthening the Core Live Streaming Business

Diversifying Revenue through the New Businesses

Forming and Strengthening External Business Partnership

## Recent Acquisitions

### STRATEGIC INITIATIVES TO ENHANCE IP TALENT BUSINESS

#### 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

# Share Buyback Rationale

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

**Enhancing  
Return on Equity**

**Efficient Capital  
Management**

**Mitigating Market  
Volatility**

**Increase  
Treasury Shares  
Pool To  
Supplement  
Initiatives**

# ESOP Amendment Rationale

**Aligning the interests of key personnel  
with the Company's long-term objectives**

**Motivate participants  
to enhance efficiency  
and productivity**

**Foster loyalty and  
incentivise long-term  
commitment**

**Attract potential  
talents with the skills  
necessary for the  
Group's development**

**Recognise valuable  
contributions made  
by participants to the  
Group's success**

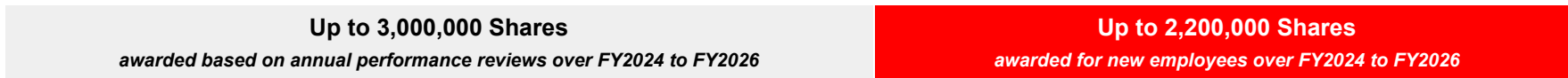
# Proposed ESOP's amendments

Current ESOP scheme has 2,114,891\* Shares authorised to be issued



\*as at 31 October 2024

Proposed allotment and issuance of up to 5,200,000 new ESOP Shares



Approximately 733,333 Shares granted annually over FY2024 to FY2026

## Dilutive Impact of the new ESOP Shares for illustrative purposes

- Approximately 742,857 New ESOP Shares would be issued annually over FY2024 to FY2030
- This represents approximately 0.42% of the Company's total issued Shares as of 30 September 2024



**Resolution 1**

## **Resolution 1**

**THE PROPOSED ADOPTION OF THE SHARE BUYBACK MANDATE**



**Resolution 2**



## **Resolution 2**

**THE PROPOSED AMENDMENTS TO THE RULES OF THE 17LIVE ESOP**



**Resolution 3**

## **Resolution 3**

**THE PROPOSED ALLOTMENT AND ISSUANCE OF UP TO 5,200,000 NEW  
ESOP SHARES PURSUANT TO THE AMENDED 17LIVE ESOP**



**Thank you**

For investor queries, please email [Investor@17.live](mailto:Investor@17.live)