



1H2024

**Financial Results &
Strategy Updates**

**17LIVE Group Limited
13 August 2024**

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1H2024 Highlights

1

TURNING NET PROFITABLE

Achieved strong profitability with US\$1.9 million net profit in 1H2024

2

UPWARD GROWTH MOMENTUM

2Q2024 records US\$3.5 million in operating income reflecting positive upward growth momentum trend in profitability Q-o-Q

3

STRONG BALANCE SHEET WITH ZERO DEBT

Strong balance sheet with US\$85.6 million in cash and cash equivalents for future acquisitive growth

4

OPERATIONAL OPTIMISATIONS

Focused on operational efficiencies and revenue growth with various operational and commercial initiatives

5

17LIVE FORWARD STRATEGY

Unveiled "17LIVE Forward Strategy" comprising strategic pillars in platform strengthening, revenue diversification and strategic and business partnerships

6

POSITIVE OUTLOOK & COMMITTED TO DRIVE SHAREHOLDER VALUE

Backed by favourable macro trends; developing strategic initiatives to drive shareholder value

Next Phase of Leadership

Mr Jiang Honghui appointed and promoted as Executive Director and CEO of 17LIVE

- Over 12 years of experience in venture capital investment, with more than seven years at the Vertex Group
- Previously CEO and Executive Director of Vertex Technology Acquisition Corporation Ltd, the first SPAC listed on SGX & successfully led the business combination with 17LIVE Inc in December 2023
- Seconded to the Group from April 2024 to work closely with Mr Phua and the team to drive business improvement and various strategic initiatives
- Upon his appointment, Mr Jiang will end his role as Managing Director, Investment at Vertex Holdings, and appointed as Venture Partner at Vertex Growth Management in the capacity of a non-executive advisor

Mr Joseph Phua redesignated as Non-Executive Non-Independent Chairman

- Continue to guide the Group on the overall strategic direction in his role as Chairman and work closely with Mr Jiang on providing advisory for the Group's daily operations



Mr Joseph Phua, Founder of 17LIVE and Non Executive Non Independent Chairman with Mr Jiang Honghui, CEO and Executive Director



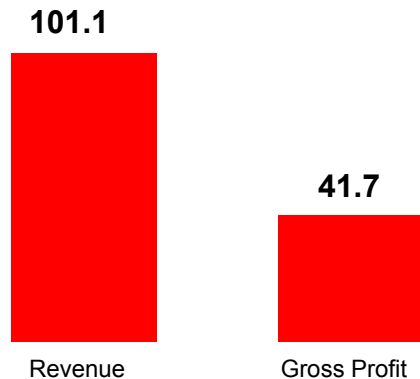
1H2024 FINANCIAL & BUSINESS HIGHLIGHTS

Financial Highlights

1H2024

Operating Revenue & Gross Profit

(in USD million)

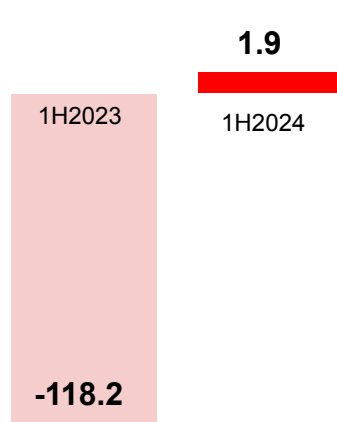


Gross Profit Margin: 41.2%

Y-o-Y

1H2024 Net income

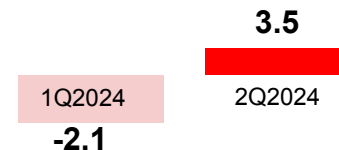
(in USD million)



Q-o-Q

2Q2024 Operating Income

(in USD million)



- Maintained a robust gross profit margin of 41.2% on the back of US\$101.1million operating revenue recorded
- Operating expenses decrease by 19.3% due to operational efficiencies optimisation in the areas of server usage, content marketing and payment channels
- Continues to have zero debt and with strong cash position of US\$85.6 million as at 30 June 2024 compared to US\$102.7million as at 31 December 2023, which is mainly attributable to the fees incurred by the Group arising from one-off expenses related to the Group's De-SPAC in FY2023 and tax expenses.

Business Highlights

Internal Optimisations

- **Focused on operational efficiencies and revenue growth with various operational and commercial initiatives:**
 - Technology stack optimisation
 - Business units reorganisation to develop core business pillars in high-potential high-performing markets such as Japan, Taiwan, and Hong Kong
 - Strengthening middle and top level management within the organisation

External Partnerships

- **Signed two strategic MOUs with regional key players:**
 - Singapore's leading media entertainment and content company mm2 Asia to enhance entertainment offerings and production capabilities
 - Taiwan-based venture capital firm, AppWorks Ventures to facilitate increased investment opportunities in Southeast Asia respectively.

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17LIVE FORWARD STRATEGY

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FORWARD STRATEGY

STRATEGIC PILLARS

Strengthening Established Platform using technology

Strong community for live-streamers with a tested monetisation model

Revenue Diversification by developing various revenue streams

Incubating synergetic new businesses from our core livestreaming platforms, with potential to take off by their own

Strategic and Business Partnerships to build a sustainable livestreaming ecosystem

Anchored using 17LIVE streaming platform, we are able to form strategic partnership to venture into other realms of live entertainment in Asia

BOLSTERING 17LIVE UNIQUE PROPOSITION

Provide diverse unique, high-quality content which makes 17LIVE more attractive to both viewers and potential talents

GROWTH DRIVERS

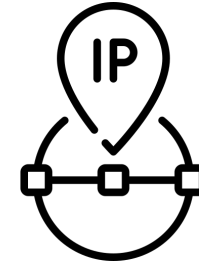
Continuous efforts to drive live-streamers acquisition and retention on 17LIVE platform & cost management to drive profitability

Developing holistic V-Livers business model leveraging on 17LIVE platform and potential partnerships/ M&A

Establishing more strategic and business partnerships in the region

Underpinned by favourable technological and media consumption trends

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

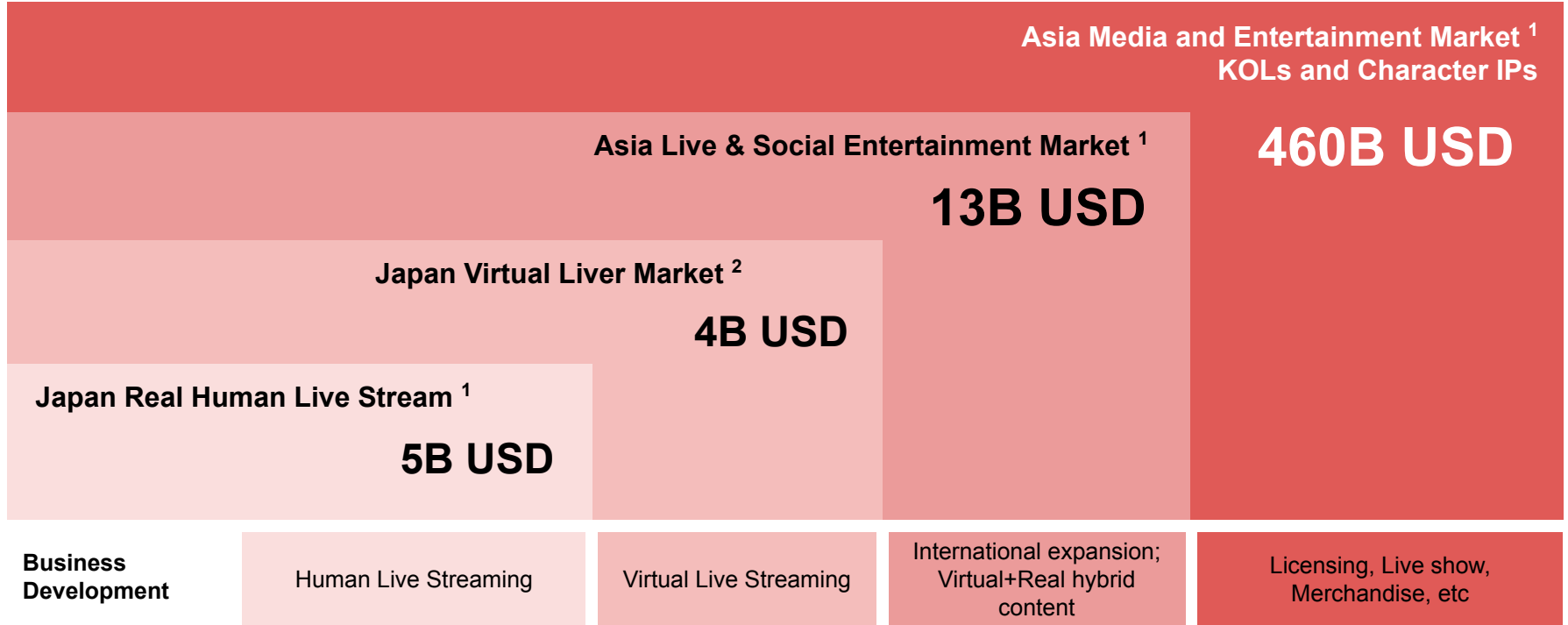


Growing an expansive IP Portfolio so as to diversify monetization streams beyond live streaming

- Creating a sustainable talent source and scouting system to unlock IP reproduction ability
- Ability to develop an IP ecosystem to include other monetization streams such as talent management, merchandising fees etc

The Potential of Virtual Streaming and IP to 17LIVE

2027 Asia Media and Entertainment TAM Forecast



Notes: exchange rate=150

Source:

1: 2023 Frost & Sullivan Report. Media and Entertainment Industry Report. 2027F Market Size Forecast

2: Association of Japanese Animations, estimated animation-related market size in 2022

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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
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- 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

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