



Artist: Irena



Talenthouse

COMPANY OVERVIEW • April 2022



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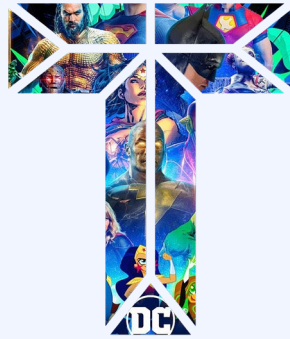
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1

Introduction





Talenthouse

Who we are
a technology platform company

What we do
next generation high-end digital media
content creation

How we do it
inspire our global community of 14.7 million
members & 2 million fans

How we make money
license content to leading brands for
advertising & distributors for entertainment



Our media content business ■ some selected examples



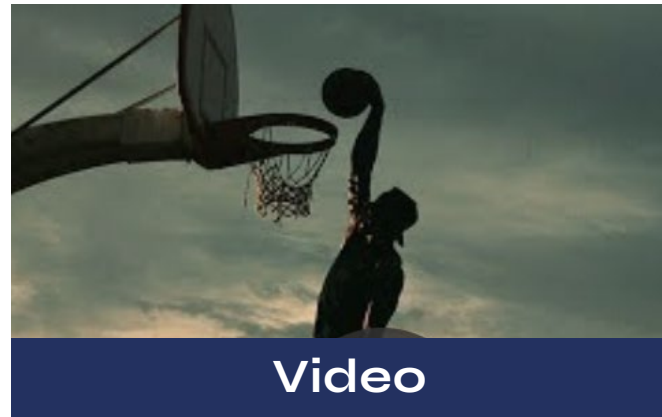
Stories

We love stories and we have a lot of them, adding c.70 new ones each year

Books: 200 million copies of our books have been sold with stories from our creatives and translated into 40 languages and sold in 170 countries

Digital Games: 4 digital games with 2 million unique monthly users (200,000 daily active users)

Fansite: 900,000 unique monthly users & 300,000 registered members



Video

Our long history with video is handy as the new generation of motion graphics dives the metaverse

320 TV shows, including an award winning animated show which is also on 12 VOD platforms in China

Experts with stop-motion animation, graphic animation and traditional video



Graphics

Our community excels at everything graphics, and our move into 3D graphics is particularly exciting

Library of 10 million graphic and mixed media images

Social media: 2 million followers on Facebook (and 2 million likes)



Photography

The prodigious output of our community delivers some of the most beautiful, intimate, spontaneous and natural images in the world

Library of 36.8 million professional stock images across 149.5 million photos uploaded

Member uploads: 1.25 million images a month from 25,000 daily active users (DAU)



Company highlights

Talenthouse is at the centre of the creator economy and intends to amplify that role

Robust assets with significant opportunities to enhance monetization

Growth driven by network effects within the operating model

Large global community of creatives and fans

Resilient demand drivers and strong market tailwinds

Proven, focused team and strategy

Significant founder ownership



2

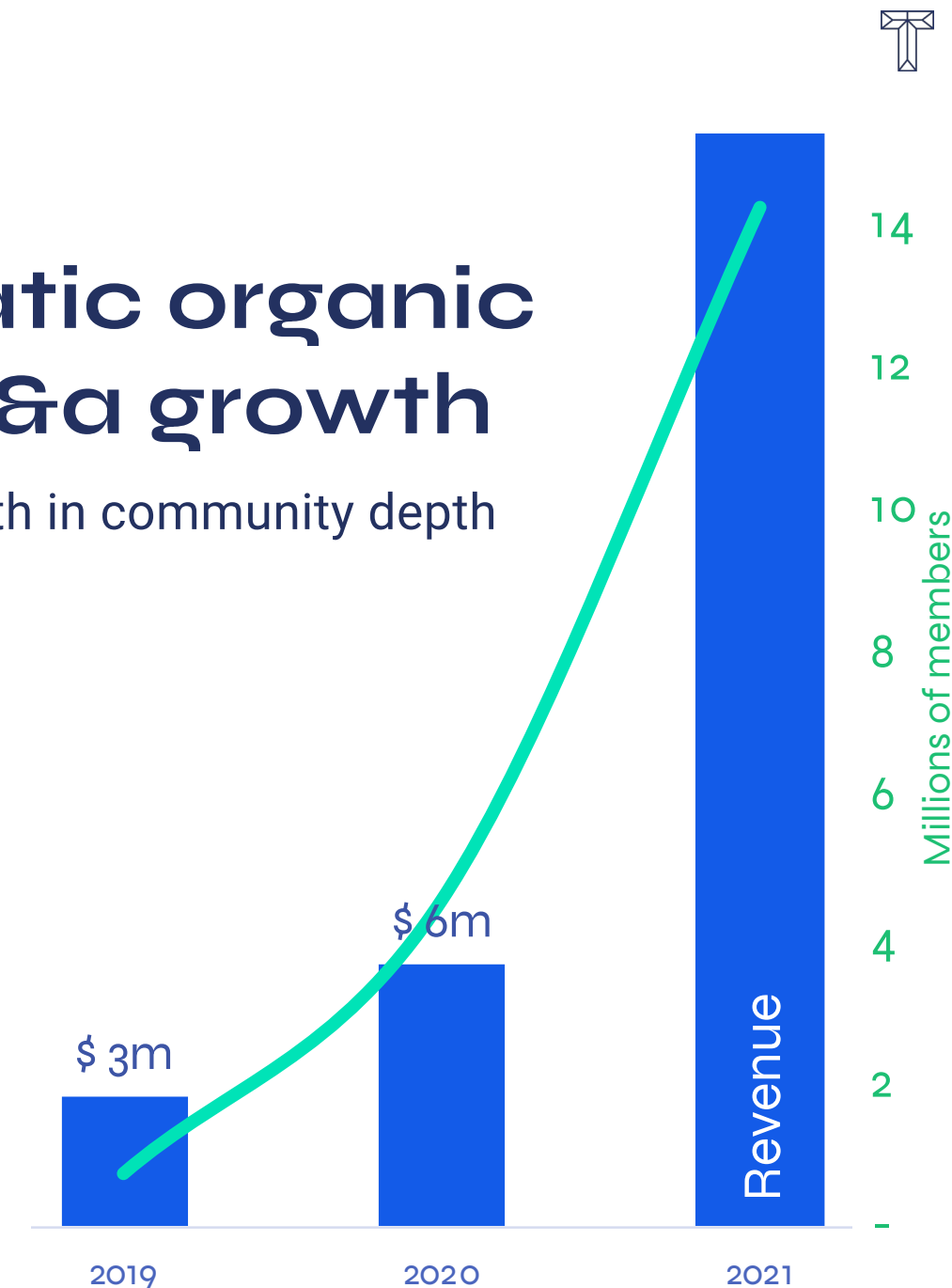


a slightly deeper dive on us

 <p>\$6m Talenthouse Revenue 2020 (\$11.7m/\$9.9m EUR combined group pre-merger)</p>	 <p>100+ FTEs</p>
 <p>3.5m creatives and 14.7 million members</p>	 <p>43m pieces of distinct digital content</p>
 <p>250 blue chip clients</p>	 <p>6 offices across Europe and US</p>

Dramatic organic and m&a growth

Material growth in community depth and breadth



Senior leadership



Strong board sponsorship and highly motivated and experienced management



Roman Scharf*
Chairman of the Board

Founder of Talenthouse, GP at 3VC, former Founder of Jajah and Ecotech



Clare McKeeve*
Director & CEO

Former Founder of Luxcite, Partner at Eaton Gate, COO of Macquarie EMEA



Scott Lanphere*
Director & Chief of Corp. Development

Former Exec. Chair & Founder of OmnioOne, Former Partner at Advent International



Michael Callas
Head of Vertical Banking

LenddoEFL in Singapore, FELS Group in Germany, Latinx, Vodafone and EY Digital Ventures



Mike Gamble
Head of MediaFoundry

Director at RH45 Game Consulting, former Director of Business Development of Epic Online Services and Head of Epic Games Licensing EMEA



Olivia Mellett*
CFO

Former FD at Mission, Exec. Dir. of Operations at 4Kids Ent., and Finance Controller at Live Nation Music



Sara Brodin
CTO

CTO of VAI and Lead Dev. / CTO of 6/AM Group



Mark Paul
Head of Sales

.Senior Scout at Everton Football Club, former Senior Sales Acct. Mng. at Getty images



Dylan Wise
Head of Production

Former head of Production at Talenthouse and former producer at Zooppa



Lisa-Marie Paul
Head of Partnerships

Former Partnership Manager at Getty and Digital Brand Ambassador at Sony



[TBC]
Head of Metaverse

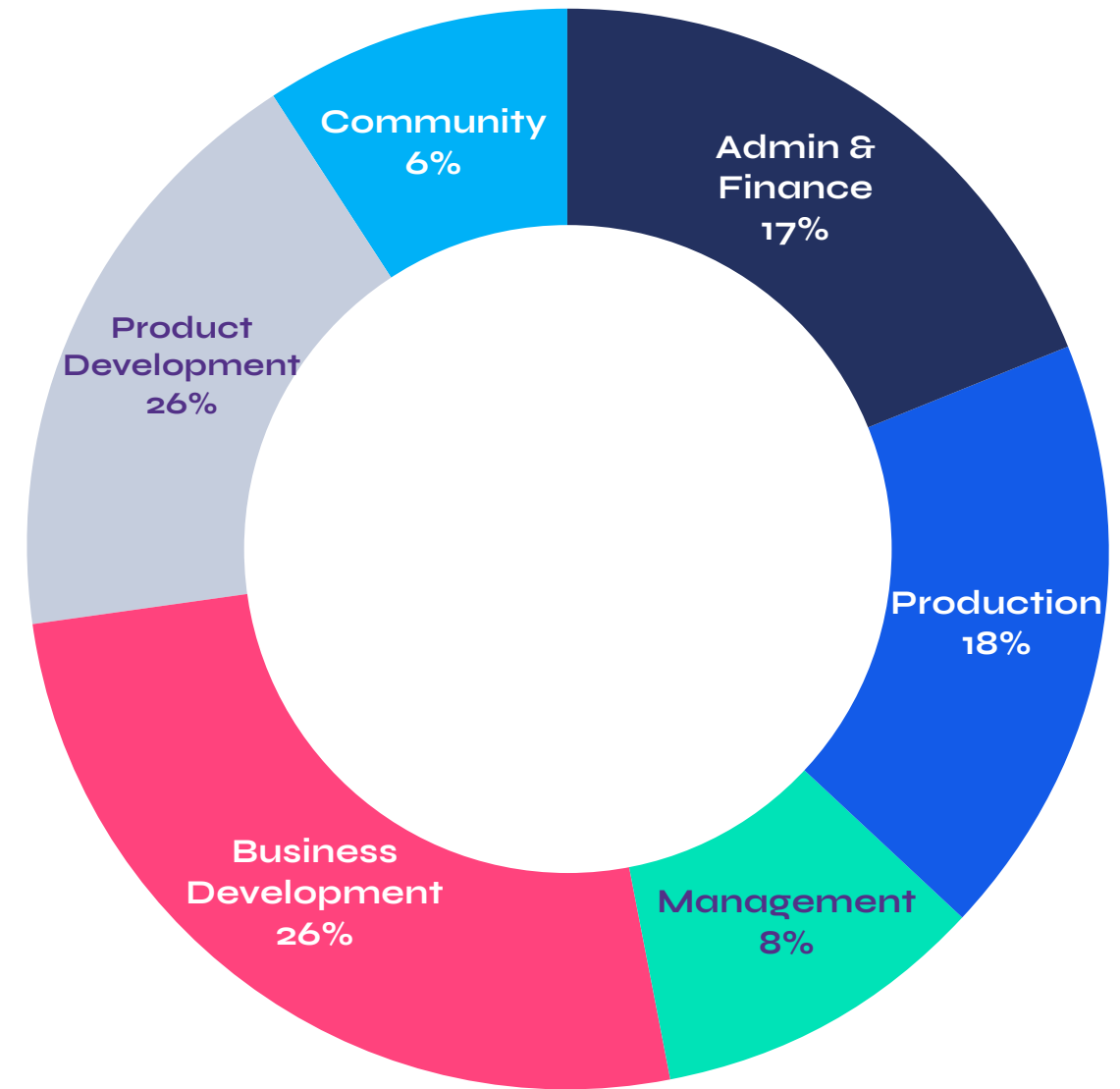
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*Executive leadership and/or board members



Composition of our team

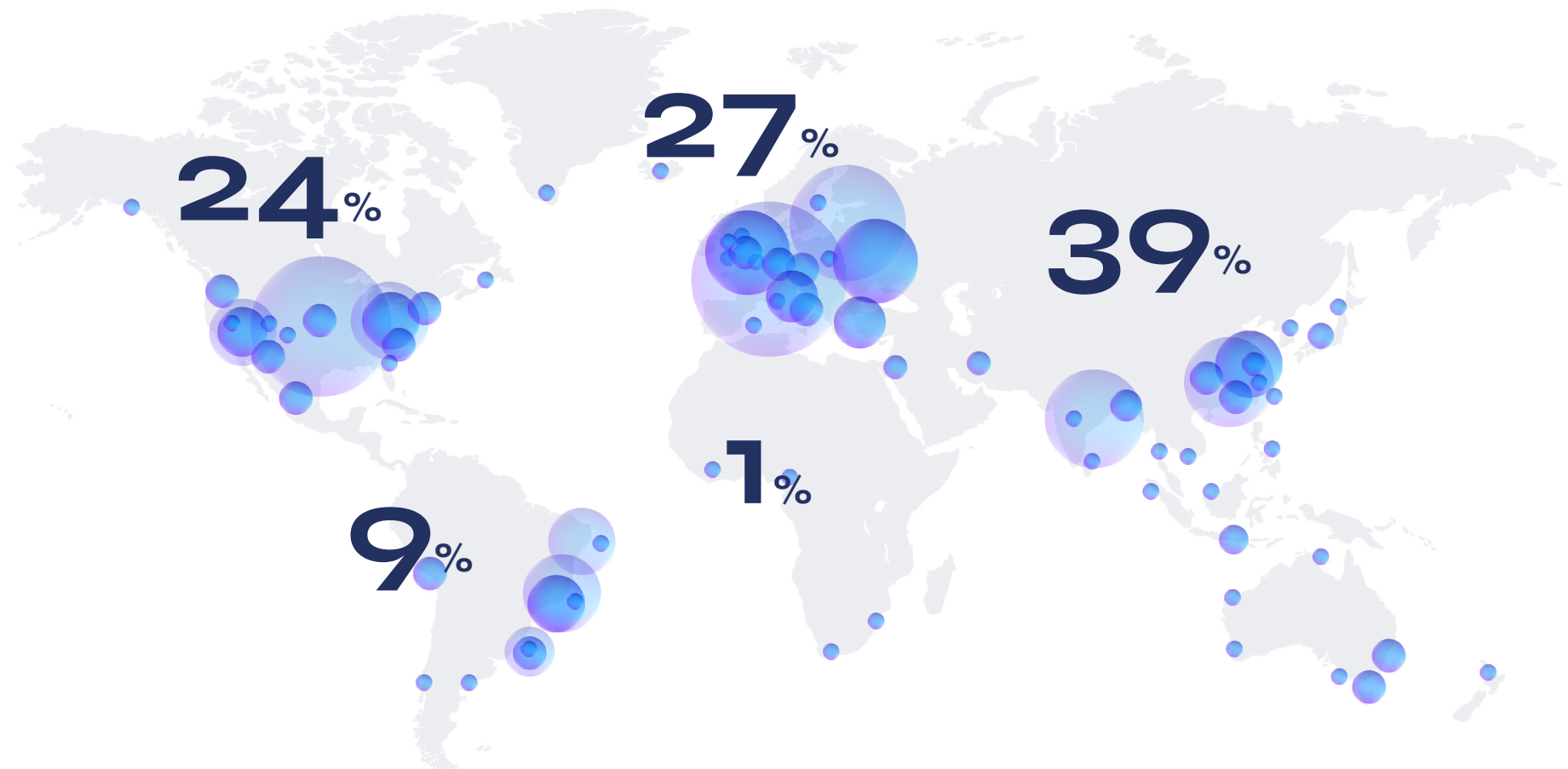
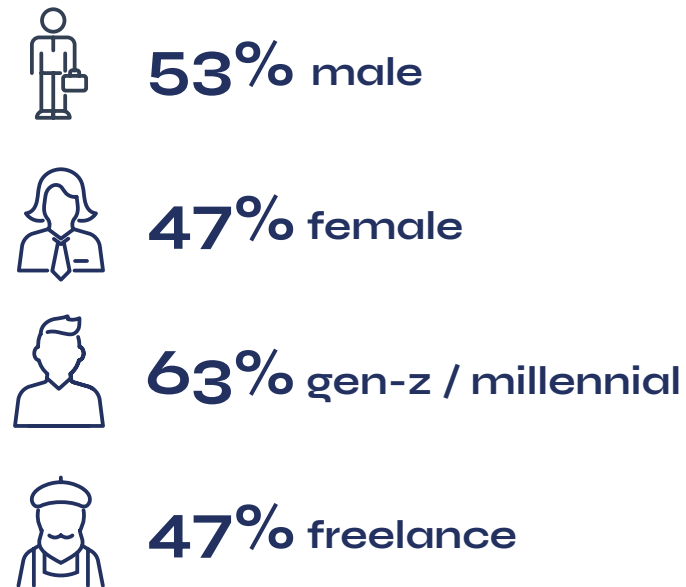
Dedicated team to support and drive growth

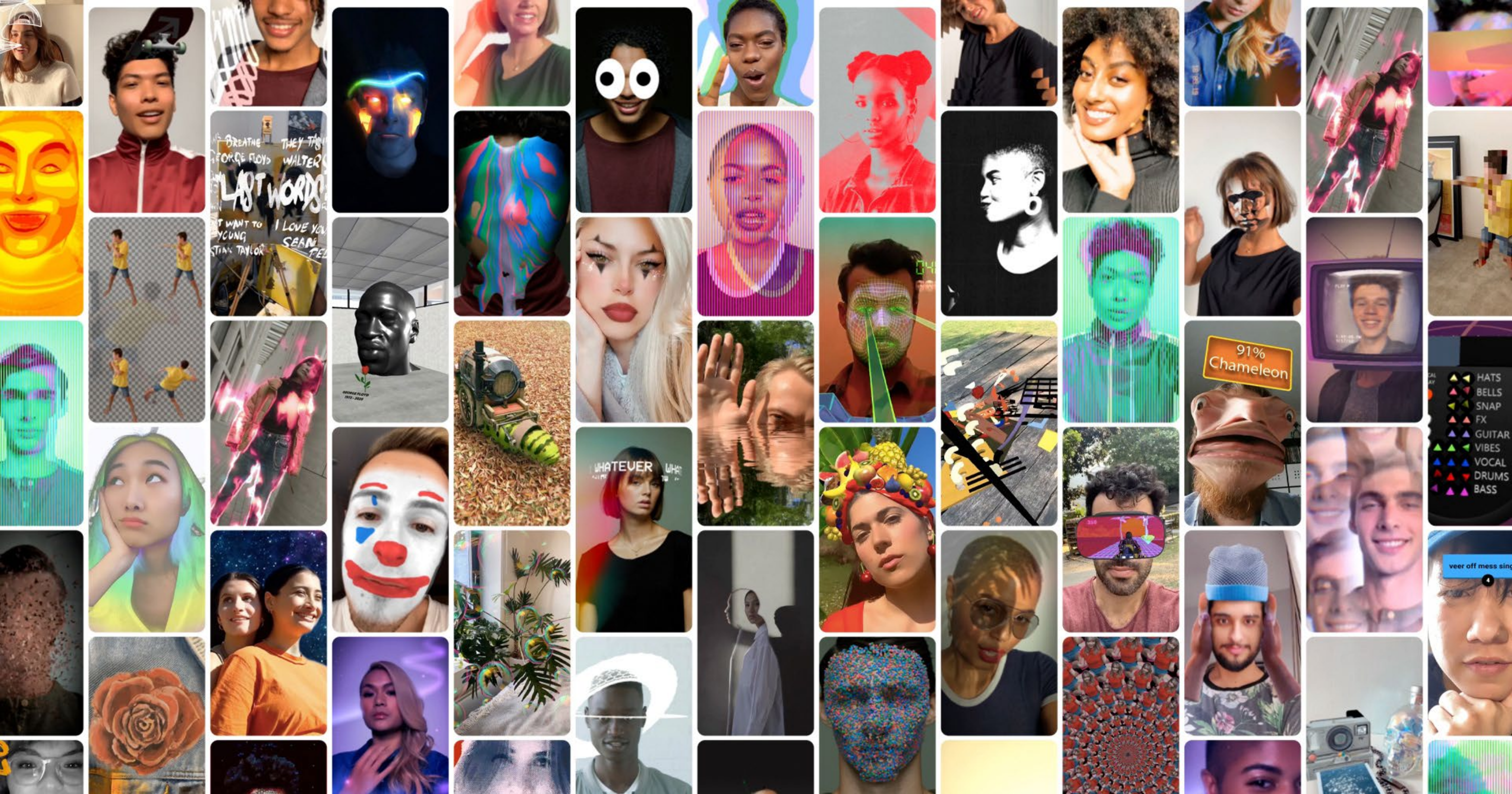


20x growth in our global community,

up from 700,000 in 2019 to 14.7 million today

Global, diverse, and multi-disciplinary skills: video, photography, illustration, augmented reality, 3D art, music, books





91% Chameleon

- ▲ HATS
- ▲ BELLS
- ▲ SNAP
- ▲ FX
- ▲ GUITAR
- ▲ VIBES
- ▲ VOCAL
- ▲ DRUMS
- ▲ BASS

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Enterprise clients

Clients we have worked with



Content for Marketing / Advertising

Leading Clients



Content for Entertainment



Broader Client Roster



Talenthouse is at the centre of the creator economy

Plan is to solidify this nexus by empowering the creative community

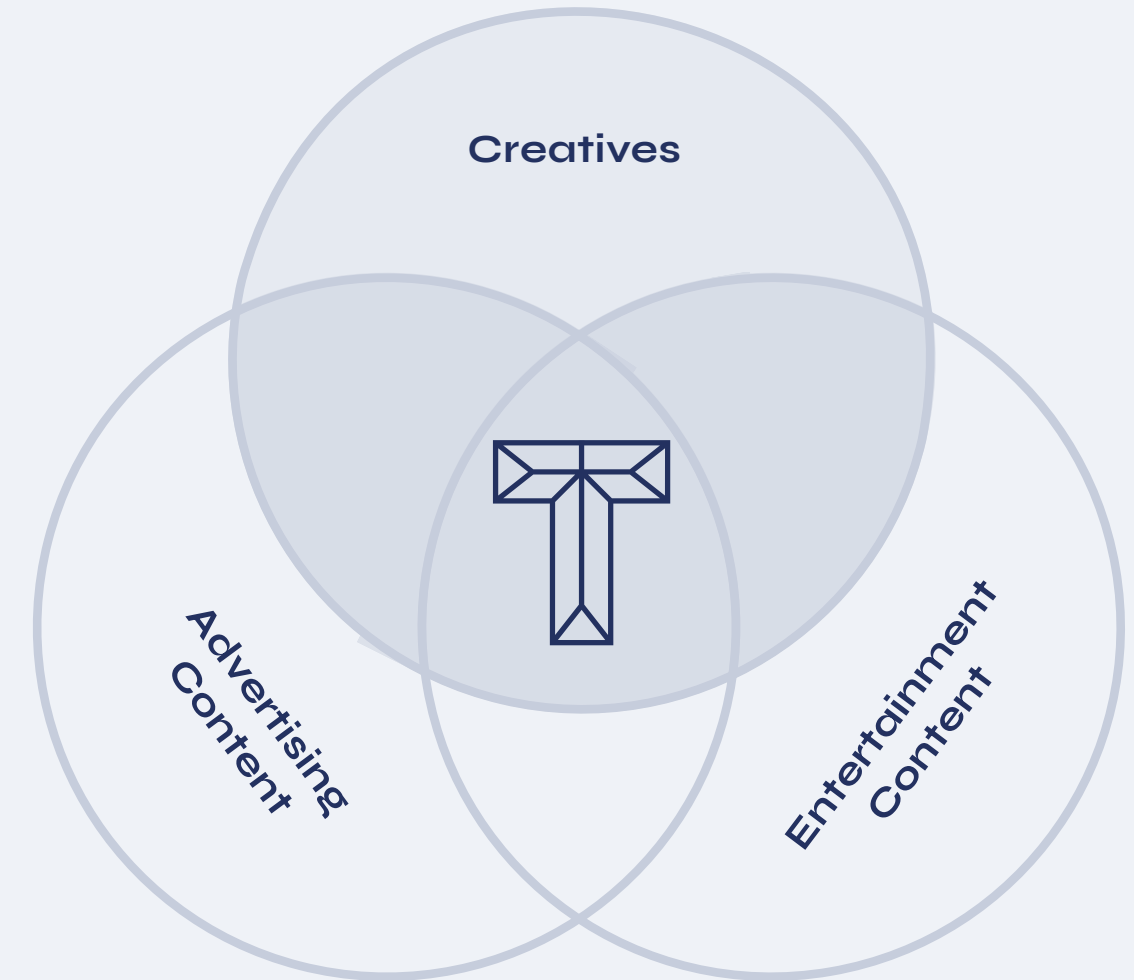
Enterprise clients have diverse content needs

- 74% of in-house creative teams were created in the last 5 years
- New content for advertising and for entertainment purposes
- Multiple channels with greater pressure on language, cultural and geographic relevance
- Stock content to support local campaigns/communication

Consumers demanding more relevant and content-rich engagement with brands

Enterprises need more efficient ways to engage with Creatives

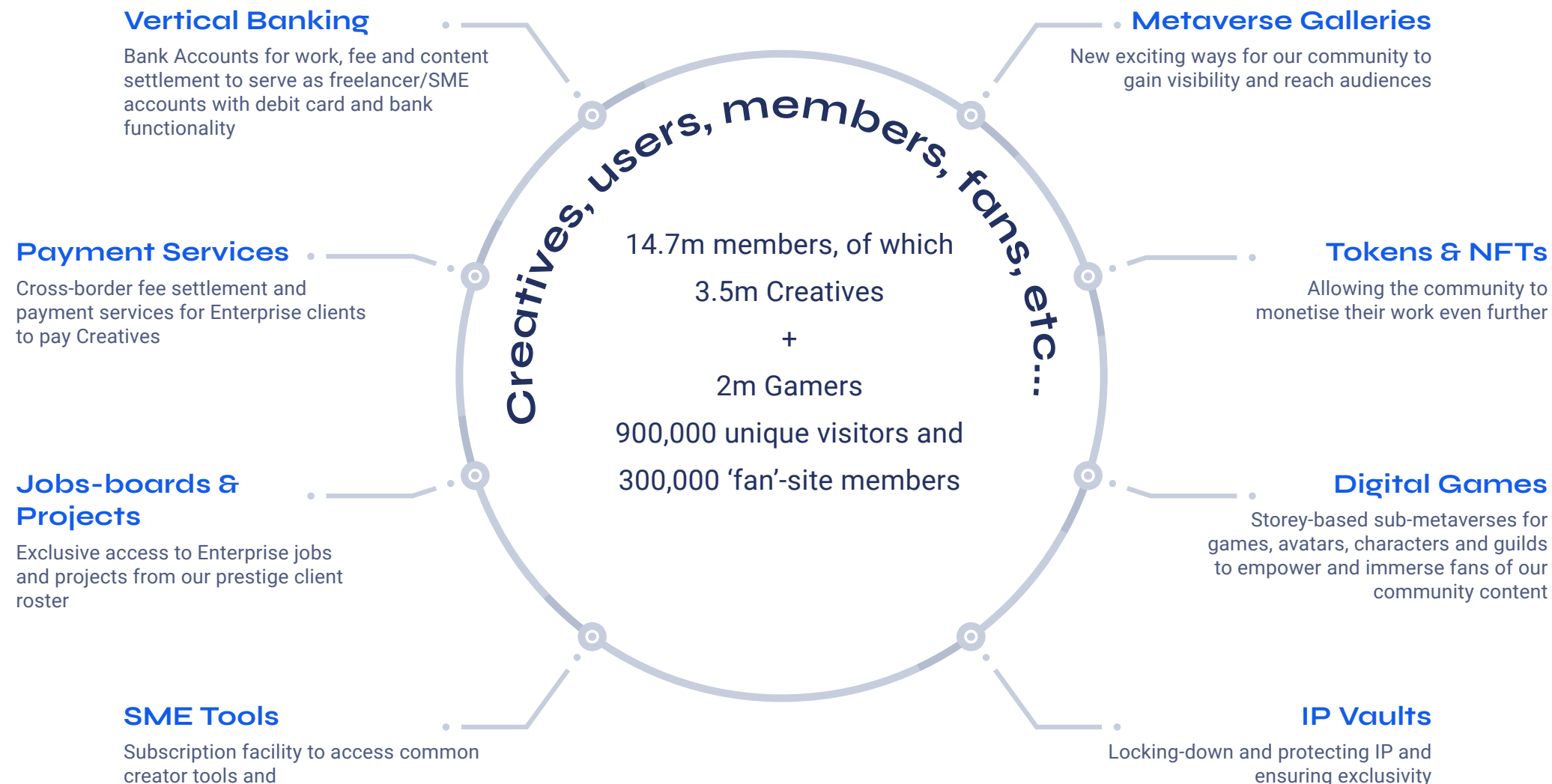
- Payments for completed work are a significant pain-point given KYC/AML issues
- Hard to find people with the right contribution and monitoring is difficult



Community-first operating model



Creating a digital and a physical engagement ecosystem that supports enterprises and creators alike



**Some services provided either directly or indirectly via licensed partners*



Technology

Asset Database and Core Platform

Scala-based proprietary technology core, Heroku PaaS & AWS cloud storage

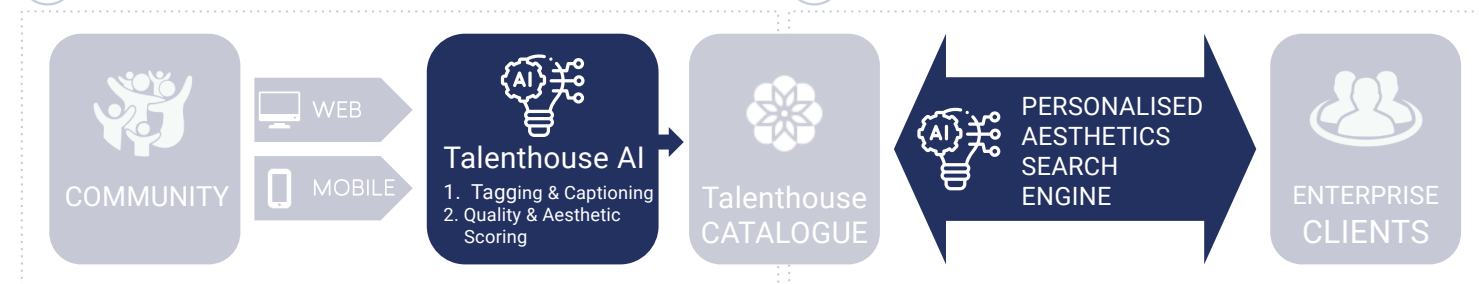


AI-driven computer image core

5 patents, industry leading AI technology for image curation and content discovery

① Curation

② Search



TAGGING & CAPTIONING

- 1 Patent
- Unique tagging process
- Face recognition
- Image theft checks

QUALITY & AESTHETIC SCORING

- 3 Patents
- Automatic rejection of low-quality
- Trained to spot commercial viability
- 85% accuracy

PERSONALISED AESTHETICS SEARCH ENGINE

- 1 Patent
- Collection of complex work-flow that combine aesthetics, keywording and various heuristics (human behaviour algorithms)
- Providing highly tailored content for each brand based on formulated input

3. Appendices

- A. Executive Summary
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- C. Business Units
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A woman with dark hair tied back and blue eyes is looking intently at a white marker she is holding. She is writing on a glass surface, and a white line of chalk or marker is visible extending from the marker across the frame. The background is a blurred library with bookshelves filled with books.

A

Executive Summary

Executive summary



Putting Talenthouse at the centre of the creator economy



Attractive business Model

- Global community creating extensive and renewable source of leading digital content creators
- Attractive margins in the high-end of the content creation space and higher margins where we can drive our own IP brands
- Large Enterprise customer relationships that have substantial up-sell growth and cross-sell opportunities
- Significant inventory of our own IP to distribute globally and significant new IP is being added every year



Accelerating tailwinds in an attractive industry

- Creator Economy is a \$2.8 trillion market¹ that is well disbursed globally with over 100 million people making their living in and around this industry (c. 3% of global GDP)
- Global Digital Economy is \$15 trillion, 15% of the global GDP, rising to 18%+ in 2022
- Metaverse c. \$500 million now, but expected to reach c. \$8 trillion, 25% of the global digital economy, in the next 10 - 15 years
- Accelerating demand for motion graphics, AR/VR/XR, video and photography



Exciting value creation opportunity

- Extending organic revenue model across the same asset base – our community – through acquisitions as well as newly launched initiatives that include vertical banking, jobs-boards and e-commerce
- Enterprise relationships present significant room for growth given the significant expenditures for content and the embedding of our platform across their divisions
- Significant upside opportunity in Web3 & Metaverse; extraordinary growth potential given Talenthouse's large community of creators and the significant amount of stock photography and graphics as well
- M&A presents significant opportunities to reduce redundant growth hires, extend geographic intensity and to consolidate key enterprise customer relationships.

Sources: ¹Unesco/EY estimate from Dec. 2015 Cultural Times report, updated with latest figures, ²FrontierView (Dow Jones company), Sept. 2021



B

Market Overview

Creator economy is huge, global and growing



Growth in visual media for advertising and entertainment is driving global adoption



Global Creator Economy

\$2.8t (trillion)

global revenue in 2020/2021, up from \$2.2t in 2013

100m+ (million)

with 50m identifying as creatives in the Creator Economy in 2020/2021, estimated to be a fraction of those that work in and support the Creator Economy

Europe, APAC and the North America all contribute on average \$700 billion, with the North America being the smallest of the three regions (although higher intensity as a percentage of GDP) with Lat. Am. and Africa making up the rest



Digital Advertising Market

\$491b 2021

expected to grow 18% per year to

\$786b by 2026

Digital Advertising Content: 84% of people expect brands to create content, Videos are shared 1,200% more than text & links combined



Video, Animation & Motion Graphics

\$526b 2020

expected to grow 18% per year to

\$846b by 2026

2.7b gamers, with Roblox alone reporting 47m daily active users, 1.1 billion AR users, 1.1 billion cinema tickets sold, & 487 million music streamers in 2021. Video streamers set to hit 1.5b by 2024

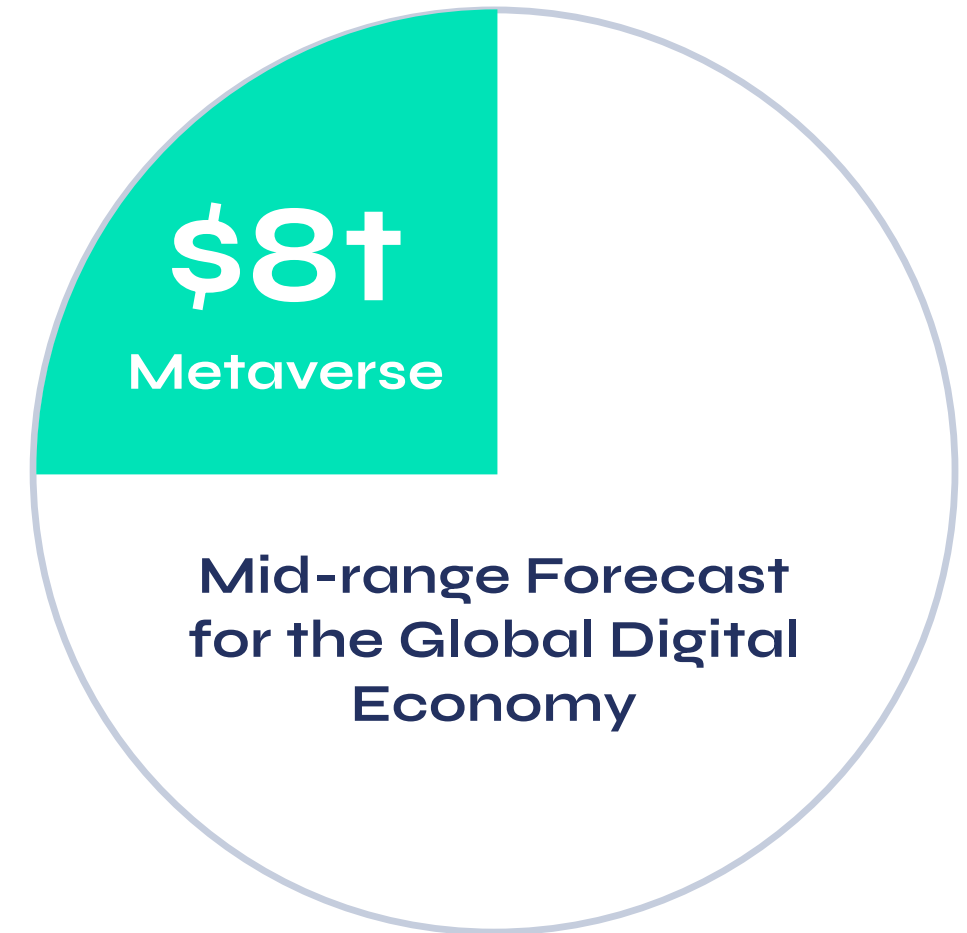
Sources include: 2015 EY/UNESCO report on the Cultural & Creative Economy, NewZoo 2021, Getty Images 2022, Statista, Research 7 Markets 2021, Mordor Intelligence 2022, Shutterstock 2022, and PWC 2021

Metaverse is estimated to make it all that much bigger



UN (Goldman Sachs 2021) estimates global digital economy is c. \$15 trillion and the metaverse will likely reach \$8 trillion, circa 25% of global digital economy

Sources include: 10/12/2021 Goldman Sachs : Framing the Future of Web 3.0, Metaverse Edition. Earthweb.com (2022) There are predictions out there that Metaverse could reach the \$800 billion mark by 2024, as it is already sitting at the \$47 billion mark thanks to a surge of interest in 2020 when the pandemic peaked. There are even some out there that believe that it is worth more right now – \$500 billion, to be exact, according to Bloomberg, which makes \$47 billion look like chump change. Beyond the \$800 billion prediction, some think that Metaverse could reach \$1 trillion in annual revenue, according to a report by Grayscale.





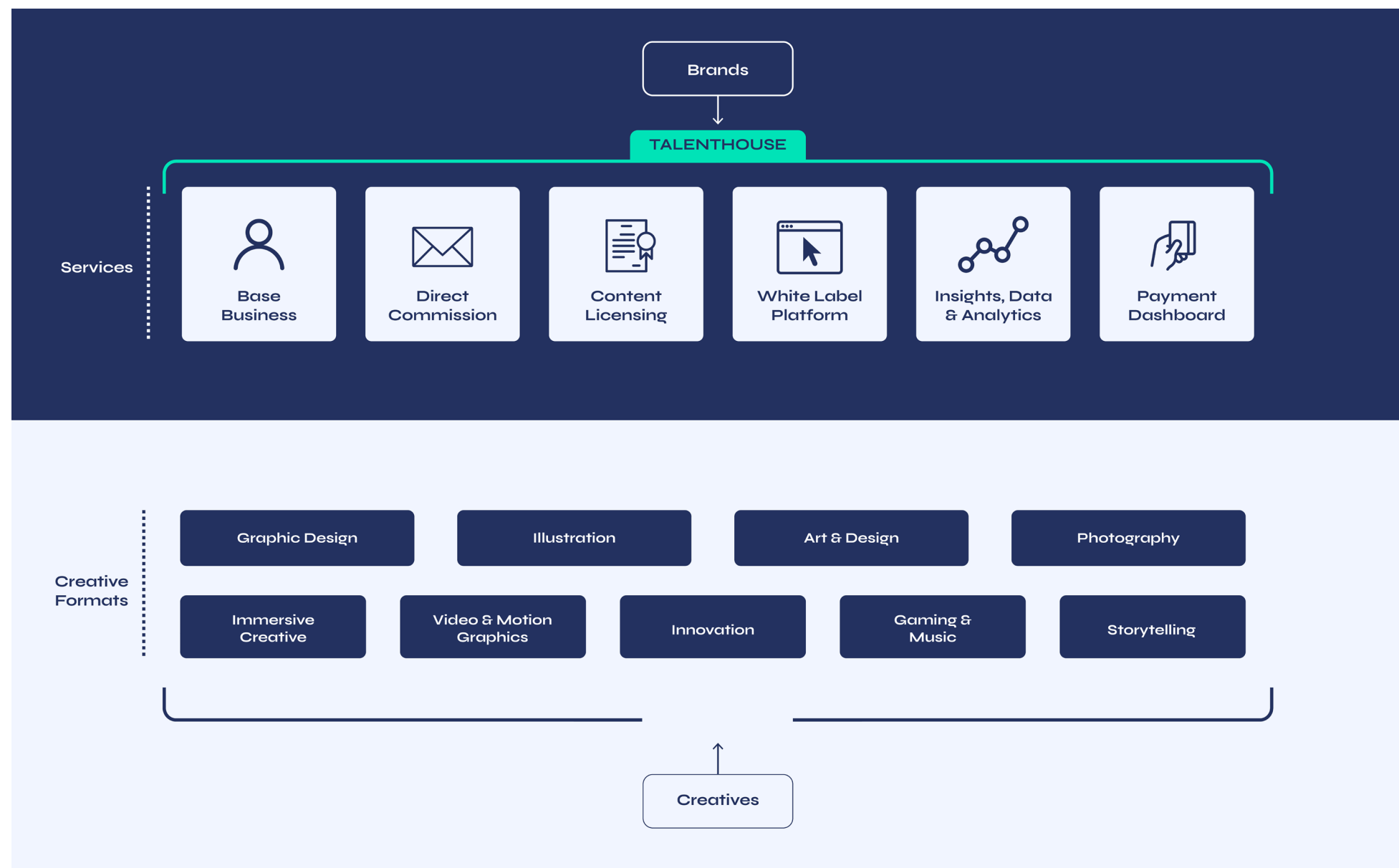
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Appendix: Marketing Content



CaaS = Content as a Service

We are the nexus platform to cut thorough the bureaucracy and enable CaaS at scale





Content as a Service ■ Media Channels

Talenthouse operates across multiple channels, monetising content across entertainment and advertising/marketing verticals

	Entertainment	CaaS	Future Emphasis
books	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
tv	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
video	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
movies	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
youtube	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
gaming	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
music, photo & graphics	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
3D graphics	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
merchandise	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
social media	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
user generated content	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
advertising / sponsorship		<div><div></div></div>	<div><div></div></div>
communities	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>



Cii

Appendix: Vertical Banking





Empowerment tools improve productivity and stickiness of our community – and offer major new revenue drivers

Financial infrastructure for creatives



Low CAC

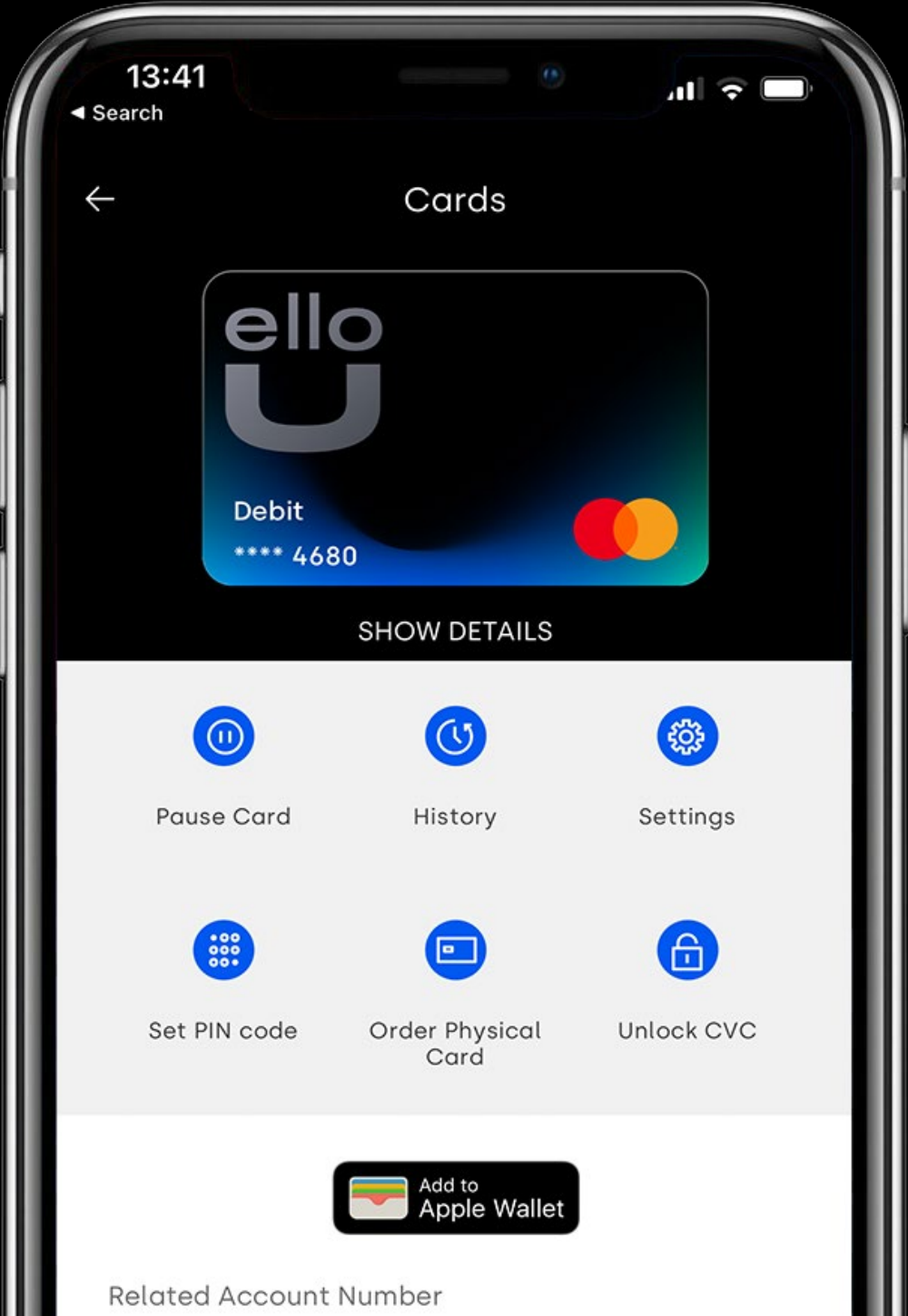
Creatives need to enroll for service to be paid

High engagement

It's an operating system for creatives, their platform for money management

High LTV

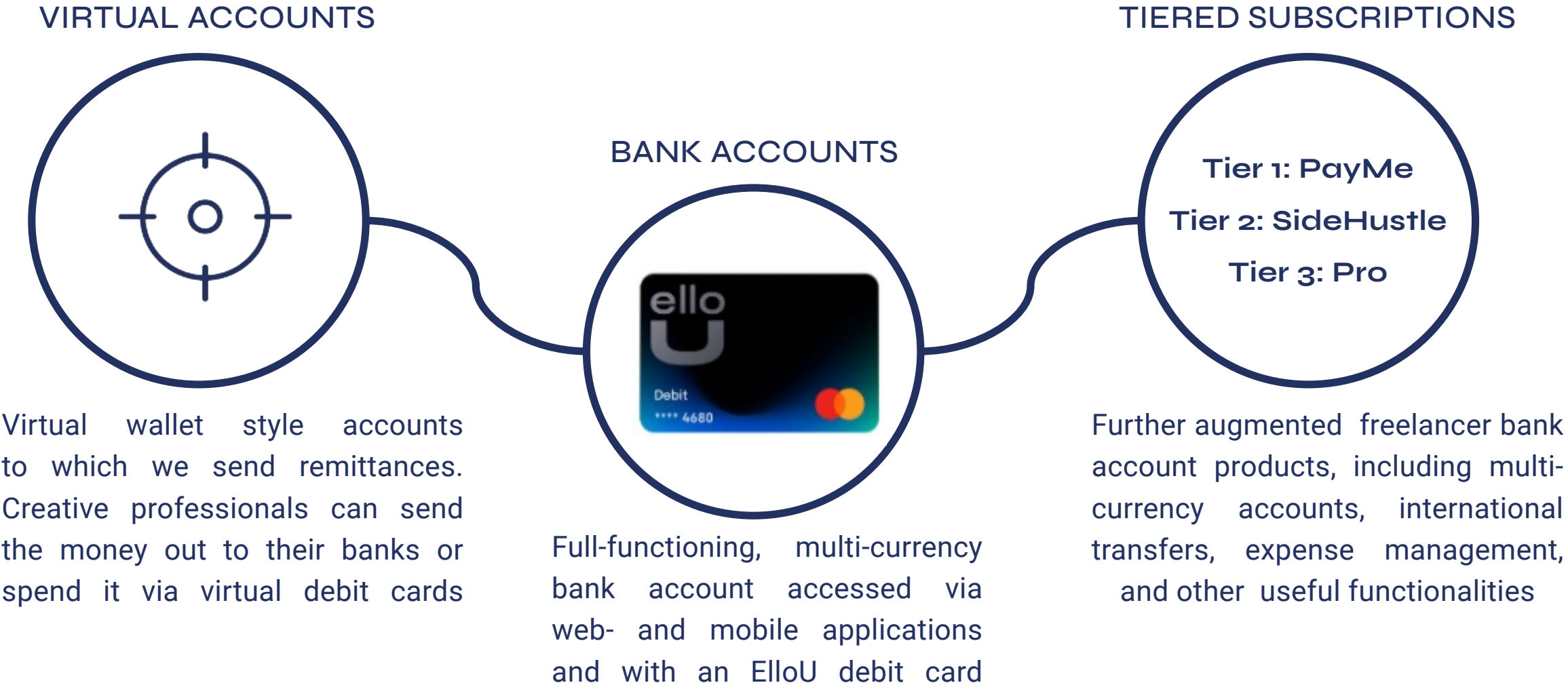
A gateway into all services to run their financial and commercial lives

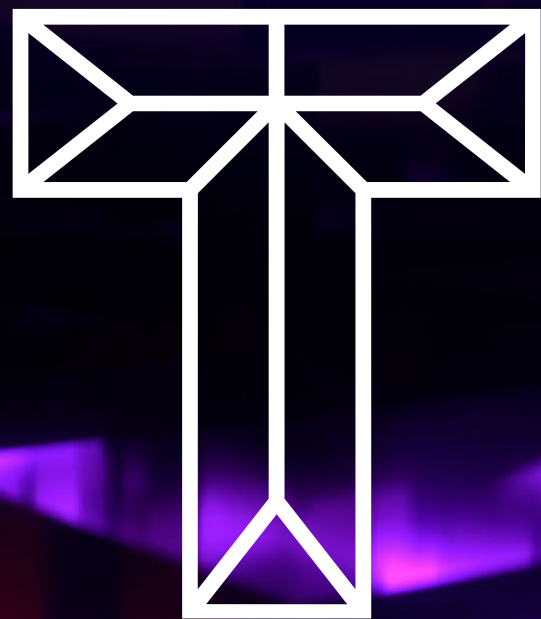


Community empowerment via financial tools



Starting with virtual account, followed by further product augmentation, with final goal of embedded finance across all platforms





Thank You