



# Talenthouse

## Media Briefing

March 2022

# Executive summary



- Talenthouse has a unique position at the heart of **the Creator Economy**
- The Creator Economy worldwide generates annual revenues of more than **US\$2.8 trillion**, representing 3% of world GDP and employs over 30 million people \*
- A business model with strong network effects, Talenthouse makes money based on **content creation, content monetisation and community empowerment**
- With network effects, M&A and new platform launches, the **Talenthouse community is growing exponentially**
- The company has a strong record of customer success, reflected in **strong organic revenue growth**
- **A dynamic Management Team**, supported by an experienced Board, will steer the company through its next phase of growth, capitalising on the power of community to deliver **strong, sustainable shareholder returns**

**A global champion unlocking the value of the creator economy**

# About Talenthouse

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Talenthouse is a technology platform company, working with the world's largest creative community, to produce the highest quality digital marketing and entertainment content for many of the world's largest companies



# Talenthouse – at a glance

Fast-growing, dynamic, global technology  
company at the heart of the creator economy



**\$21.8m** Revenue (2021 H2 x2)

**160+** employees

**>3m** creatives and >14 million members

**>43m** pieces of distinct digital content

**>250** blue chip clients

**6 offices** across Europe and US



# The creator economy

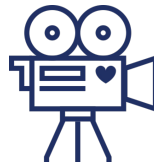
A structural growth market worth \$2.8 trillion per year\*



Technology is democratising creativity



Companies are looking to tap a global network of the best creatives



Consumers want more craftsmanship in a crowded content market



Platforms connect the different actors – at global, internet scale

# Talenthouse is at the centre of the creator economy

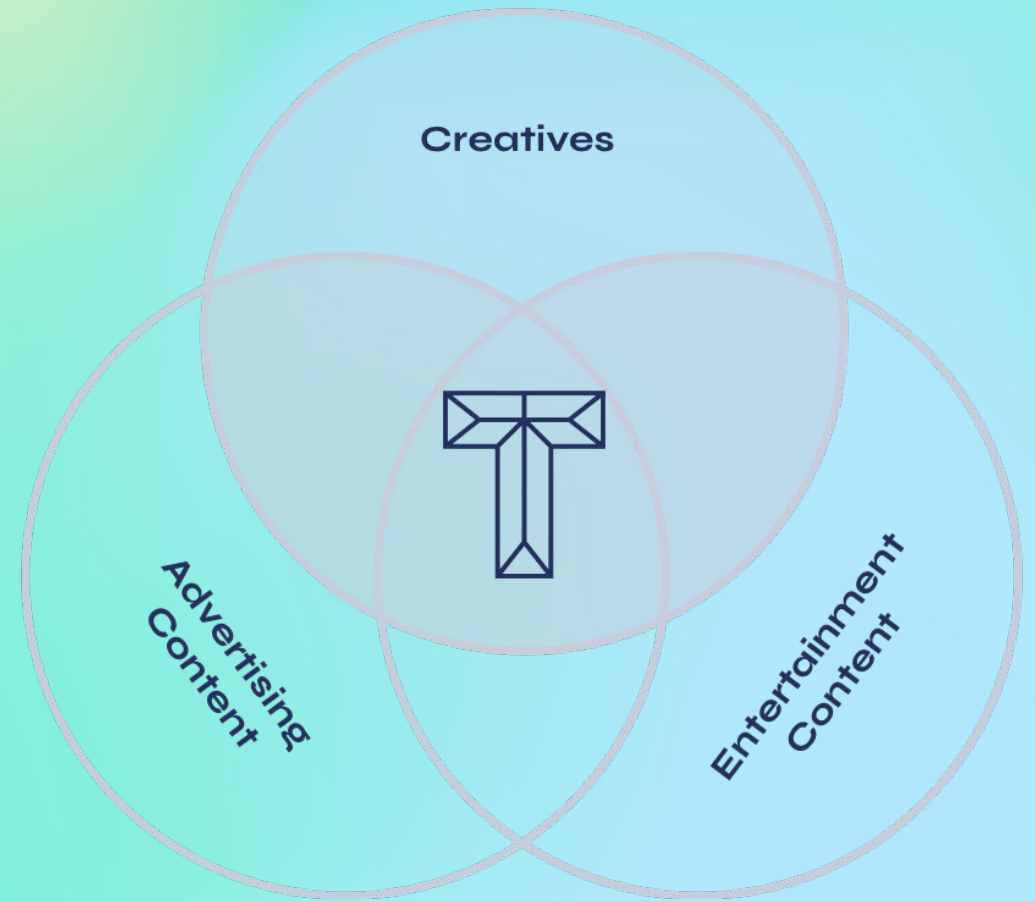
Plan is to solidify this nexus by empowering the creative community

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

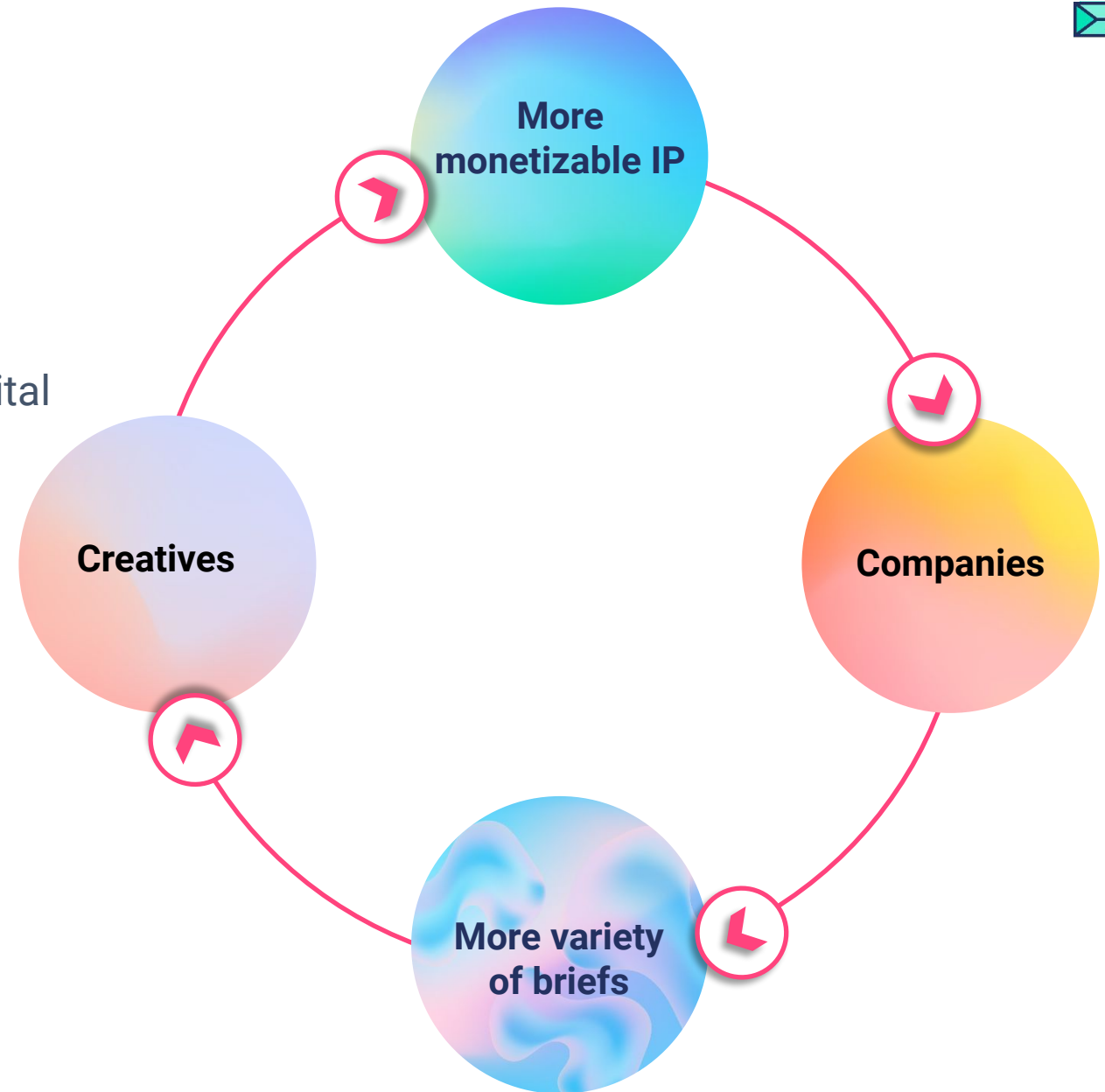
- Payments for completed work are a significant pain-point given KYC/AML issues
- Hard to find people with the right contribution and monitoring is difficult





# Our business model

We leverage technology to empower our global creative community to produce & monetize digital marketing & entertainment content at scale



# How we make money



## Content Creation

We charge companies a platform fee to access our global community of creatives and a management fee to oversee the creation of bespoke digital content.



## Content Monetization

We licence content to companies such as book publishing rights or the rights to distribute our digital media assets, in return for which we receive royalty payment streams.



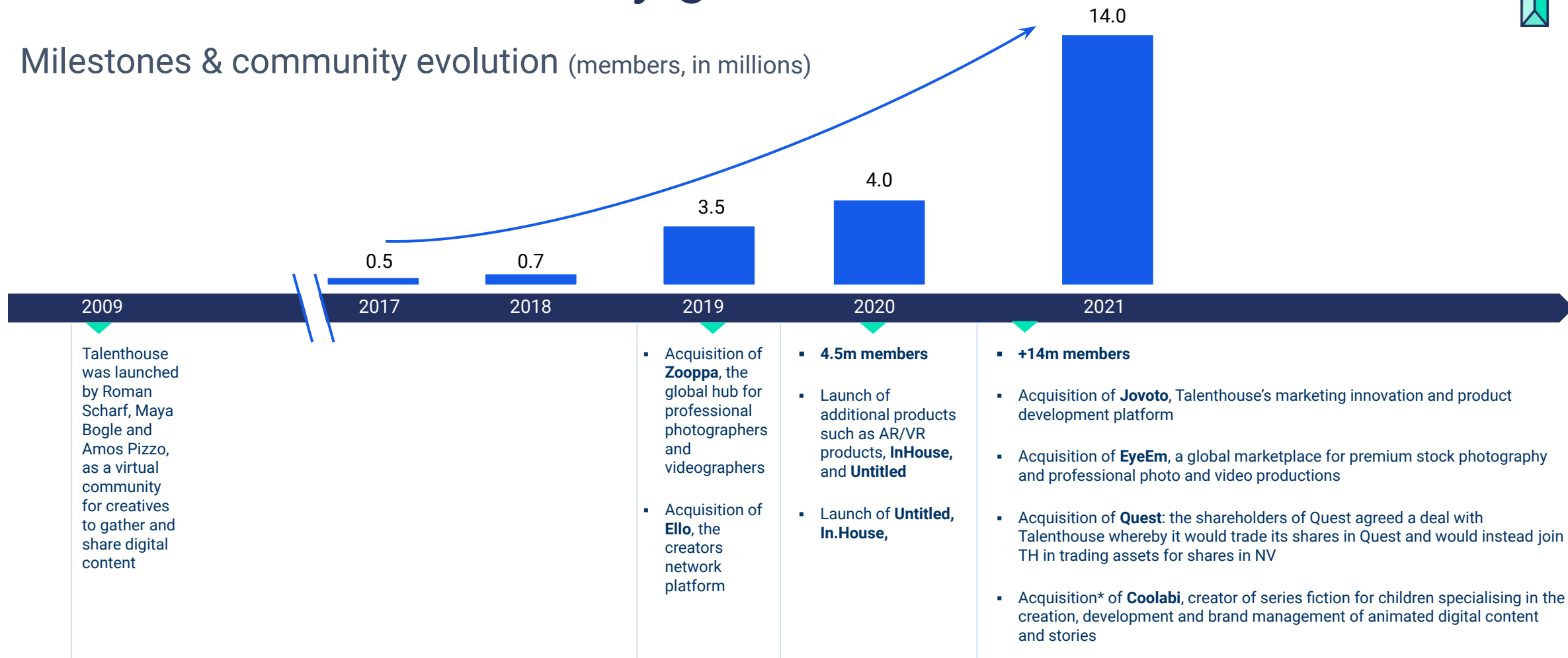
## Community Empowerment

We charge subscription fees for services we provide to our community of creatives, such as money management services.

# Talenthouse community growth



Milestones & community evolution (members, in millions)



**Acquisitions bolster product launches to supercharge community growth**

\*Note: Currently control 33% of the voting rights and the bulk of the company's indebtedness with the option to go to 100% control

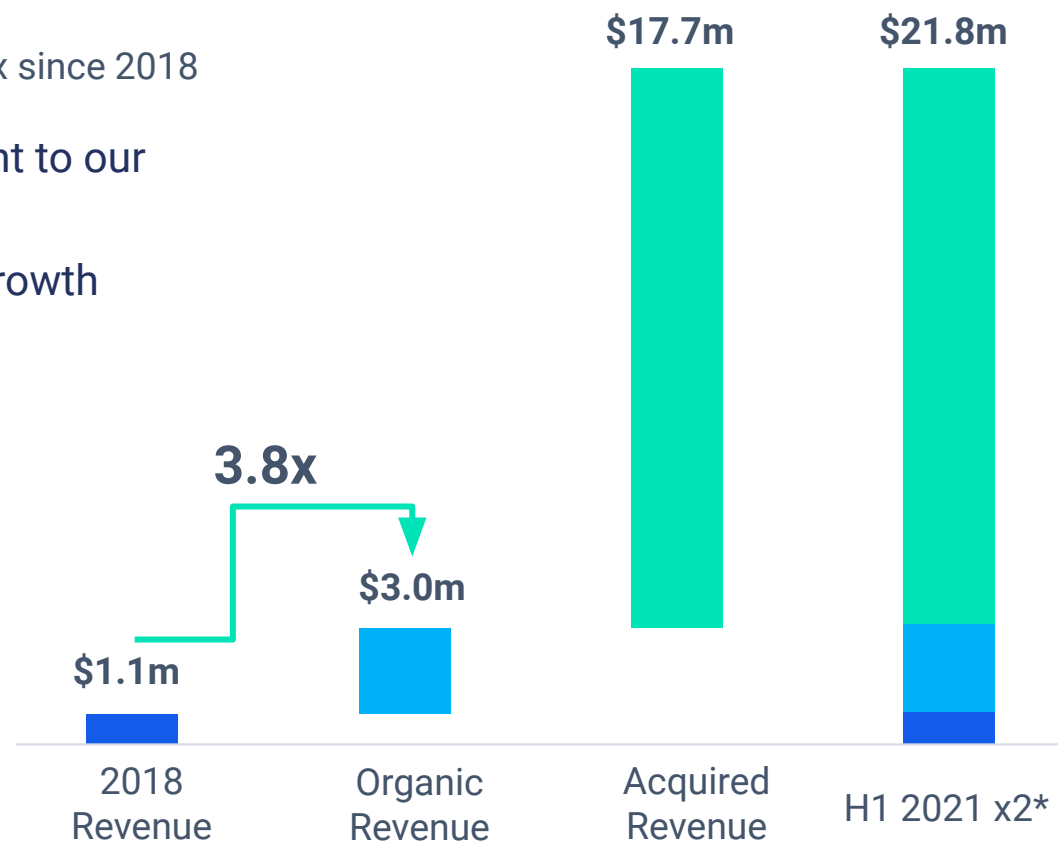
# Talenthouse – non-linear revenue growth



## Organic growth

Revenues have grown organically 3.8x since 2018

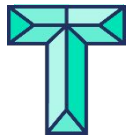
- Organic growth is paramount to our success
- Acquisitions supercharge growth opportunities



**Strong organic growth accelerated by M&A and network effects**

\*Note: Half-year reported figures times 2, converted to USD plus 100% of Coolabi half-year reported figures times 2, converted to USD

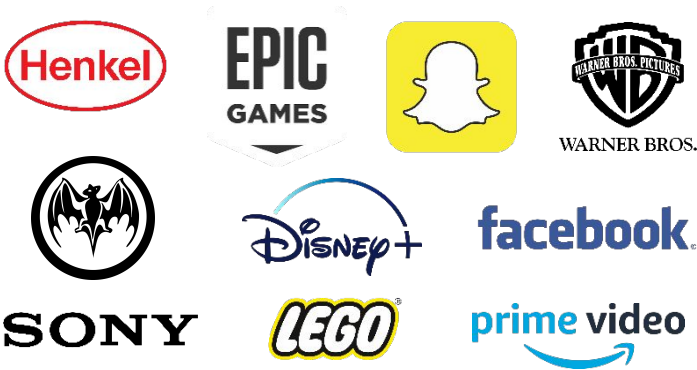
# Our customers



## Content Creation

## Content Monetisation

### Leading Clients

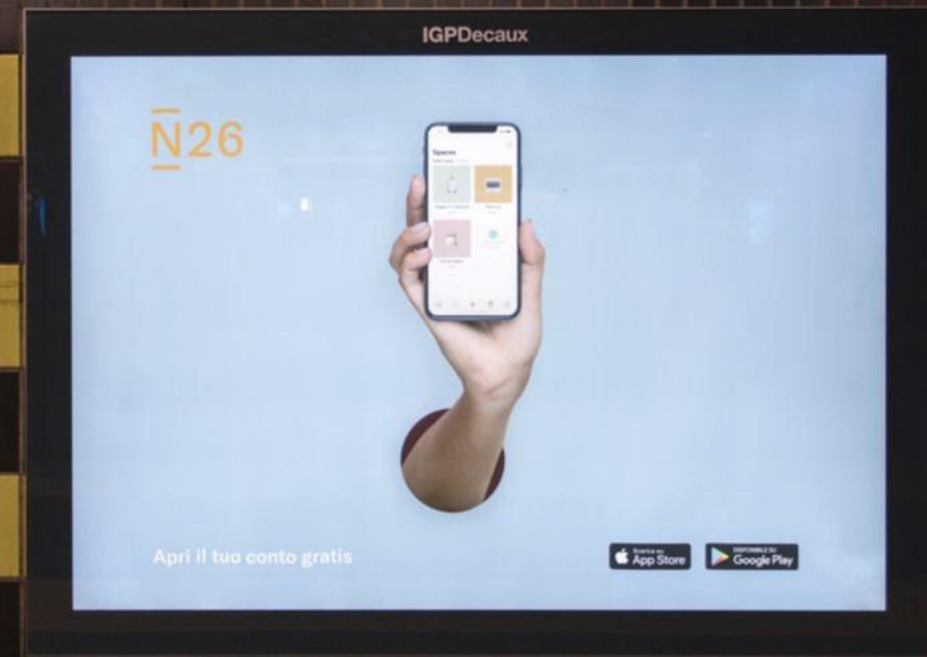


## Broader Client Roster





urtina F.S.



# Talenthouse – customer success exemplified



## N26

N26 is a European challenger bank, looking to disrupt the incumbent banking market

It turned to Talenthouse and its creative community because it knew it needed to stand out and have people perceive it differently from traditional banks.

Talenthouse facilitated a shoot for a large brand activation campaign for N26 in European cities to visually transform the banking industry.

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**“We are tapping into something new.  
People are sick of the status quo.”**

N26's Senior Brand Designer Todd Wilson.



**SAVE PEOPLE,  
DONATE  
TO FIGHT COVID19**



# Talenthouse - UN COVID-19 Response



Thousands of creators from around the world (142 countries) generously submitted their work to help communicate important and unifying messages to combat the spread of COVID-19 and unite the world during the pandemic.

The creative work which was verified, is free to share and available in multiple creative formats and languages.

# Talenthouse – dynamic management team

Management							
							
<b>Clare McKeeve</b> CEO	<b>Olivia Mellett</b> CFO	<b>Lisa-Marie Paul</b> Head of Partnerships	<b>Dylan Wise</b> Global Head of Production	<b>Mike Gamble</b> Head of Media Foundry	<b>Sara Brodin</b> CTO	<b>Michael Callas</b> Head of Vertical Banking	<b>Mark Paul</b> Head of Sales
<ul style="list-style-type: none"><li>Managing Director of Eaton Gate Capital Partners (since 2014)</li><li>Founding Partner of Aletheia Partners (since 2002)</li><li>Founder and CEO of Luxcite (2015-18)</li><li>Managing Director of Macquarie Group (2011-14)</li></ul>	<ul style="list-style-type: none"><li>Finance director at Mission (2013-15)</li><li>Executive Director of Finance and Operations at 4Kids Entertainment (2004-13)</li><li>Financial Controller at Live Nation Music Department (ex-ClearChannel Entertainment, 2002-04)</li></ul>	<ul style="list-style-type: none"><li>Partnerships &amp; Strategic Development at Getty Images (2015-2019)</li><li>Account Manager, Eizo UK (2013-15)</li><li>Digital Brand Ambassador, Sony (2013)</li></ul>	<ul style="list-style-type: none"><li>Director of Production of Talenthouse (2020-21)</li><li>Director of Operations (2019-20), Supervising producer (2017-19) at Zooppa</li></ul>	<ul style="list-style-type: none"><li>Independent Board Member and Director at RH45 Game Consulting (since 2021)</li><li>Director of Business Development of Epic Online Services (2020-21) and Head of Games Licensing EMEA (2011-20) at Epic Games</li></ul>	<ul style="list-style-type: none"><li>Angel Investor of Expedite Ventures (since 2021)</li><li>CTO of VAI (2018-20)</li><li>Lead Developer/CTO of 6/AM Group (2017-18)</li></ul>	<ul style="list-style-type: none"><li>Chief Strategy Officer Vacuumlabs (2019-2021)</li><li>Global Ventures Leader, EY (2013-2015)</li><li>Global head of Emerging Technology, Vodafone (2013-2015)</li></ul>	<ul style="list-style-type: none"><li>Senior Accounts Manager, Getty Images (2011-2018)</li></ul>

Supported by our diverse and committed team



**160+**  
Full-time employees



**47%**  
of employees are women









**2 years and 10 months**  
in average within the company

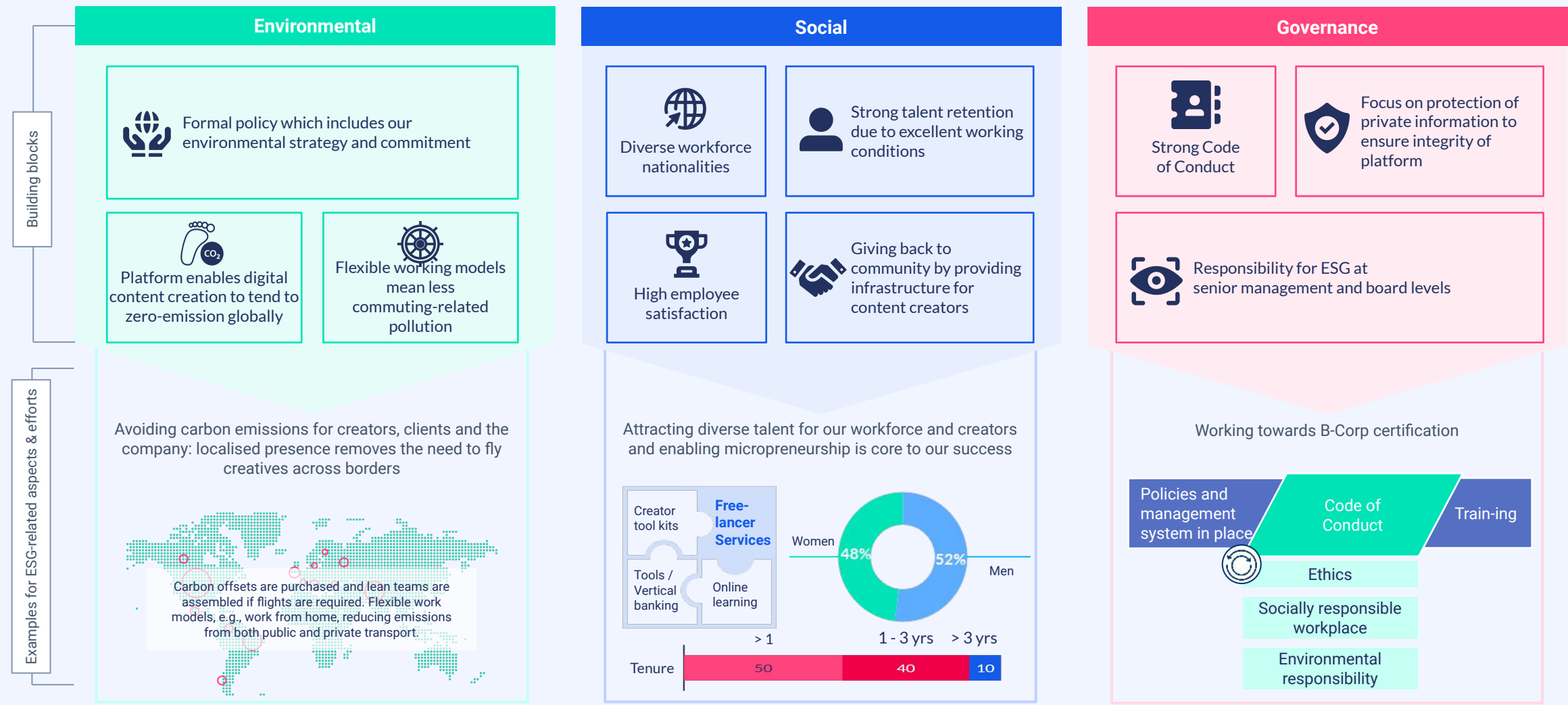


**22%**  
of employees are with us 5+ years

# Talenthouse – a highly experienced Board of Directors

Board Members					
 <p><b>Roman Scharf</b> Founder and former CEO of Talenthouse</p> <ul style="list-style-type: none"> <li>General Partner of 3CV (since 2017)</li> <li>Advisory Board Member of PicsArt Inc. (since 2019)</li> <li>Co-Founder and CEO (2010-18) of Talenthouse</li> <li>Co-Founder and CEO of Jajah (2005-09)</li> <li>Co-Founder and MD of Ecotech Software (2001)</li> <li>CMO of Europronet (1998-00)</li> <li>Education: Sheffield Hallam University, Vienna University (Economics)</li> </ul>	 <p><b>Scott Lanphere</b> Chairman of Quest Digital and Chief of Corporate Development</p> <ul style="list-style-type: none"> <li>Managing Director of Parlay Capital (since 2021)</li> <li>Managing Director of Eaton Gate Capital Partners (since 2010)</li> <li>Senior Advisor at Alatheia Partners (since 2002)</li> <li>Co-Founder Chairman of the Board of Omnio Holdings (2017-21)</li> <li>Education: Harvard Business School (MBA, 1991), Arizona State University (1987)</li> </ul>	 <p><b>Clare McKeeve</b> Group CEO of Talenthouse Group</p> <ul style="list-style-type: none"> <li>Managing Director of Eaton Gate Capital Partners (since 2014)</li> <li>Founding Partner of Aletheia Partners (since 2002)</li> <li>Founder and CEO of Luxcite (2015-18)</li> <li>Managing Director of Macquarie Group (2011-14)</li> <li>Founding Member of The Objectivity Partnership (2011-13)</li> <li>Education: University of Strathclyde (1997) and University of Glasgow (1996)</li> </ul>	 <p><b>Peter Letter</b> Member of the Board of Directors</p> <ul style="list-style-type: none"> <li>Managing Partner of Paprico (since 2012)</li> <li>President of the Board of Directors of Augure Corporate Finance (since 2020)</li> <li>President of the Board of Directors of InfoGuard (since 2019)</li> <li>President of the Board of Directors of Zugerland (since 2019)</li> <li>President of the Board of Directors of New Value (since 2019)</li> <li>Member of the Board of Directors of Argus Data Insights (since 2016)</li> <li>Education: St-Gallen (1994)</li> </ul>	 <p><b>Bernd Pfister</b> Member of the board of Directors</p> <ul style="list-style-type: none"> <li>CEO and Chairman of Paros Capital</li> <li>Chairman of Swiss Private Equity &amp; Corporate Finance Association (SECA)</li> <li>Vice-Chairman of Swiss Venture Capital Association</li> <li>Chairman of Argus Data Insights</li> <li>Chairman of Nomor Riedless</li> <li>Co-founder, CEO and Board Member of Invision Private Equity (1997-2012)</li> </ul>	 <p><b>Michael Wachsler</b> Member of the Board of Directors</p> <ul style="list-style-type: none"> <li>Advisory Board Member of AMS (since 2020)</li> <li>Member of the Board of Management and CFO of AMS (2003-20)</li> <li>Finance director of Ahead Communications</li> <li>Consultant and Auditor</li> </ul>

# Talenthouse – community-driven and community-responsible



# Talenthouse – company highlights



Putting Talenthouse at the centre of the creator economy



## Attractive business model

- Global community of digital content creators are a renewable source of culturally relevant content in every market derived from the extreme diversity of thoughts and experiences
- 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 market<sup>1</sup> that is well dispersed 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
- Addressable market is made more accessible using our pioneering and targeted technology paired with our in-depth market knowledge



## Exciting value creation opportunity

- Extending organic revenue model across the same asset base – our community – through acquisitions as well as new 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 the Metaverse: NFTs and Tokens represent extraordinary upside 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: <sup>1</sup>Unesco/EY estimate from Dec. 2015 Cultural Times report, updated with latest figures,

<sup>2</sup>FrontierView (Dow Jones company), Sept. 2021

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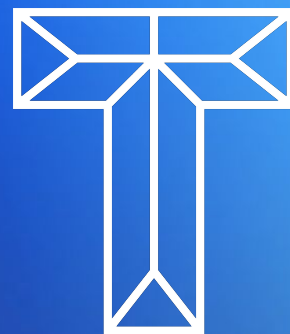
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