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Investor highlights



Digitization has fundamentally transformed creative content, transferring power from companies and agencies to individual creatives

Talenthouse is powering this shift, providing a technology platform that mediates between creatives, brands, and IP owners in the creator economy

Our model has powerful network effects, more creatives attract more brands and vice versa – and today Talenthouse counts more than 3.5 million creatives on its platform

We are focused on three synergistic business lines, content creation, content monetization, and community empowerment

Executive summary

Our **revenue grew to \$25.7m**, **a 27%** like-for-like increase vs 2020. Adjusted EBITDA was \$0.7m vs (\$7.6m) in 2020 (these numbers include our entertainment vertical, Coolabi, as if it was 100% owned; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022). Excluding entertainment, revenue grew **32% to \$14.7m**.

In 2021, the **EyeEm and Jovoto** businesses were acquired. These businesses have given us more operating scale and broadened the Talenthouse value proposition, adding innovation and stock content.

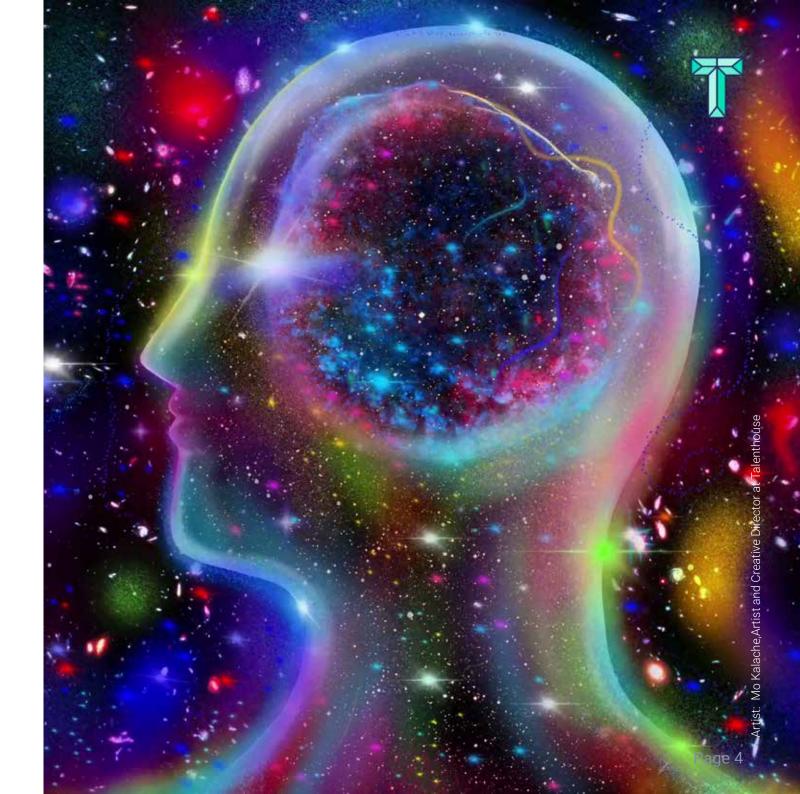
Throughout 2021, we continued to invest in product development. We launched Untitled by Talenthouse (our Gen Z platform) and Reality House (AR and VR focus), which collectively generated **\$1.4m of revenue in 2021**.

We continued to **invest in product development** to improve our internal automation processes (e.g. Creator Search Tool) as well as a focus on our **community empowerment growth vertical**, developing ElloU, ElloWorks & Media Foundry.

We **added nearly 10m members** to our community in 2021, which now stands above 14.7m members, the largest creative community in the world and representing a key competitive advantage.

Talenthouse now has a comprehensive offering to address a **market opportunity** of over \$700bn.

2021 was a fundamental year for Talenthouse which has set us up for strong growth in 2022 as we capitalize on the structural opportunity





Who we are 1

Growth initiatives

2

2021 performance overview

Tech company harnessing the world's largest creative community to produce high quality digital content for many of the biggest and most innovative brands in the world





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

How we make money

we charge a platform fee & management fees for the production of bespoke digital content & license content to companies for advertising & for entertainment







3.5m

creatives and 14.7 million members



43m

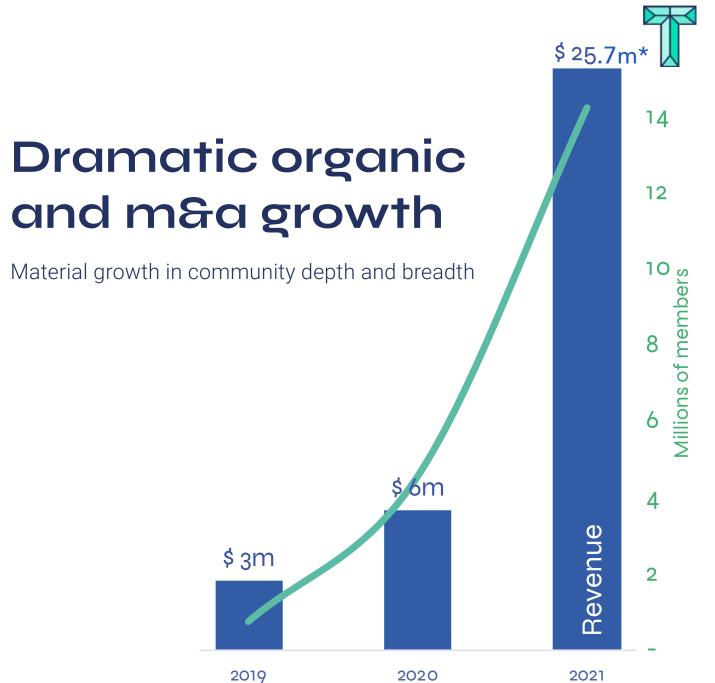
pieces of distinct digital content



250 blue chip clients



offices across Europe and US



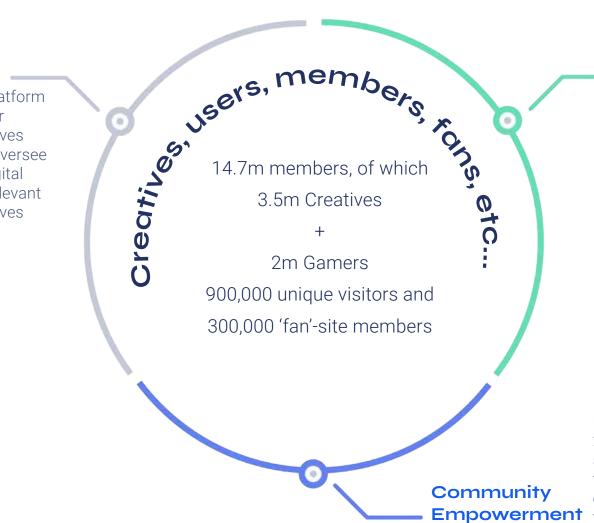
^{*} This number includes Coolabi as if it was 100% owned during the full calendar year 2021; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022.

Community-first operating model

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

Content Creation

We charge companies a platform fee to access work with our global community of creatives and management fees to oversee the creation of bespoke digital content. We pass on the relevant payments directly to Creatives



Content Monetization

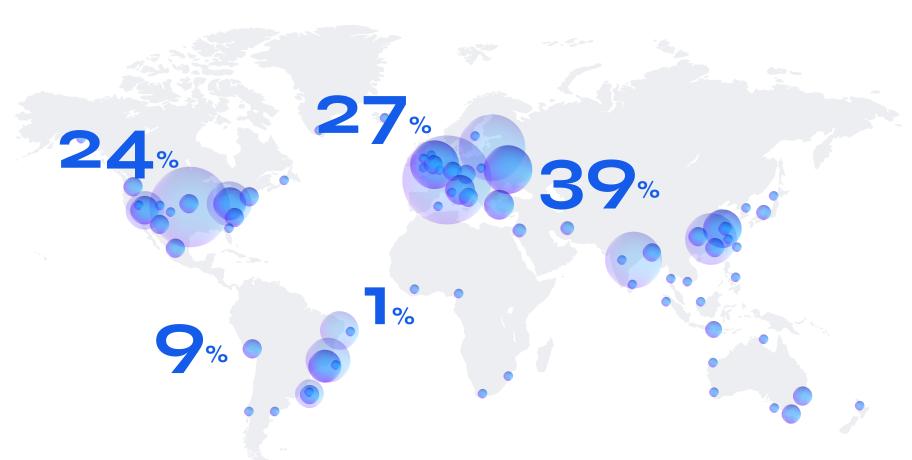
We license content to companies, such as book publishing rights or the rights to distribute our digital media assets, in return for which we receive royalty payment streams or licensing subscriptions

Building on this revenue opportunity in 2022: Our community of Creatives can pay subscription fees to Talenthouse for services that add value to help them become more efficient or to save them money compared to other options; for example money management services*

^{*}Some services provided either directly or indirectly via licensed partners

International scale and flexibility through our community





Since 2019, we have seen a **20x growth** in our global community. In 2021 specifically, our community of Creatives grew by **10m**.

Our multi-disciplinary Creatives are able to generate world-class work. From photography, videography, to AR and 3D, and many more.

63% of our community are Gen Z / Millennials.

In 2021, we produced **12m pieces of original content**.

Delivering fresh, authentic content at scale for all audiences globally

Market leading position



We work with 9 out of the top 10 companies in the world*



















We have 5 clients with individual spend of over \$600k during 2021**

Content Creation

- 63% of booked revenue was from repeat clients
- Avg. revenue per client is up 80% Y-o-Y and rev/brief is up 34% Y-o-Y
- Sales conversions averaging at 52% in H2 2021, up from 30% the same time in 2020

Content Monetization (excluding Coolabi)

- Q4 2021 revenue hit \$1.5 million, which is a 95% increase from Q2 2021
- Our marketplace licensing revenue increased by 128% in Q4 2021 v Q2 2021

^{*} Per Interbrand's Best Global Brands

^{**}Excludes Coolabi. If including, this would be 8 clients

Enterprise clients

Prestige roster of leading multinational clients



Content for Marketing / Advertising

Leading Clients

















PDFHD

Content for Entertainment















St Adobe Stock



Henry Hirschen























Broader Client Roster

























Livre hachette

































shopify

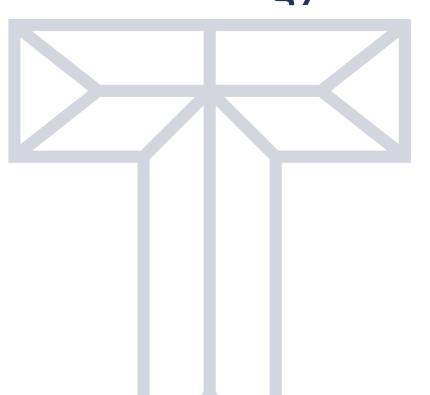








Technology



Asset Database and Core Platform

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





Al-driven computer image core

5 patents, industry leading AI technology for image curation and 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



Talenthouse is at the centre of the creator economy

Plan is to solidify this nexus by empowering the creative community

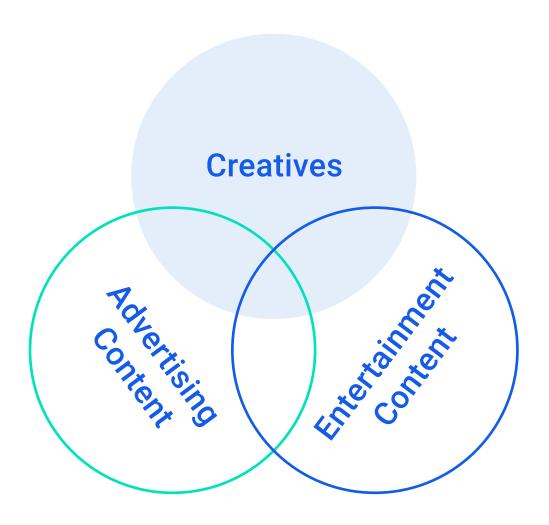
Enterprise clients have diverse content needs:

- 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 provide high quality, at scale and speed
- 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









Acquisition Strategy

Successfully completed two acquisitions in 2021, with one additional closing planned for Q2 2022. We have many additional opportunities in the pipeline to continue fuelling our three verticals.

Cross-Selling Opportunity

With our global sales, partnerships and production team we are well positioned to continue cross-selling across our key services with current and future clients

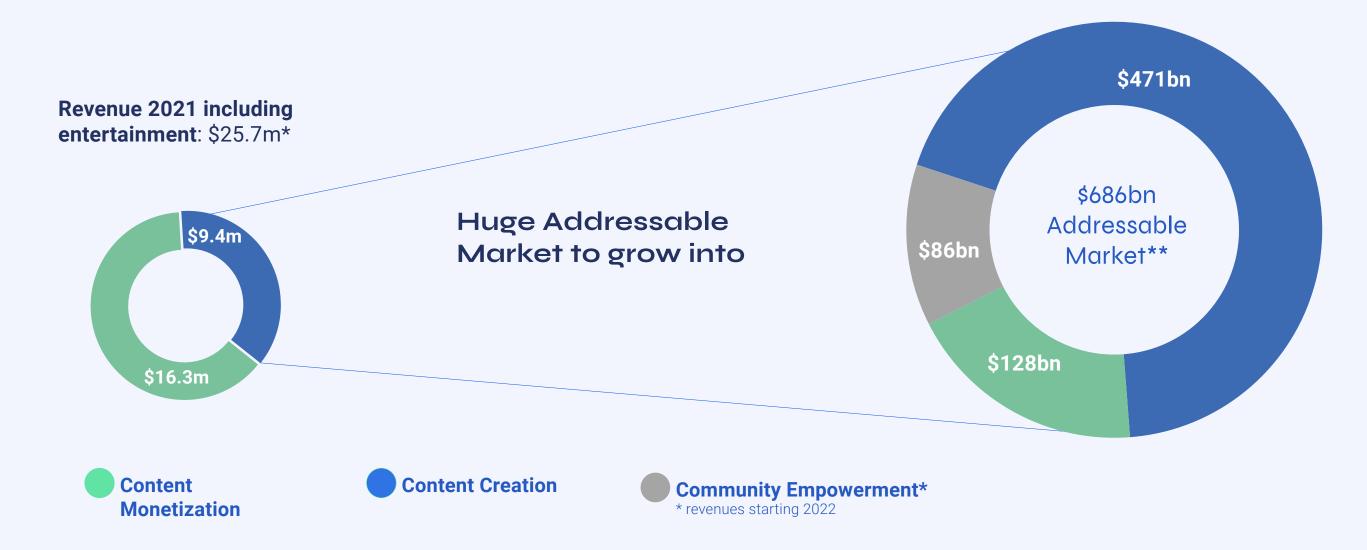
Successful Scalable Output

By working together with our global community of Creatives, we successfully executed on 250+ Productions in 2021, which generated 38,417 assets*

^{*}This number does not include assets generated for our EyeEm marketplace.

Our revenues vs addressable market





^{*} These numbers include Coolabi as if it was 100% owned during the full calendar year 2021; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022.

** Source: FrontierView, EY, Unesco

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, <u>estimated</u> <u>to be a fraction</u> 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

Video, Animation & Motion Graphics

\$526b 2020

expected to grow 18% per year to

\$846b by 2026

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

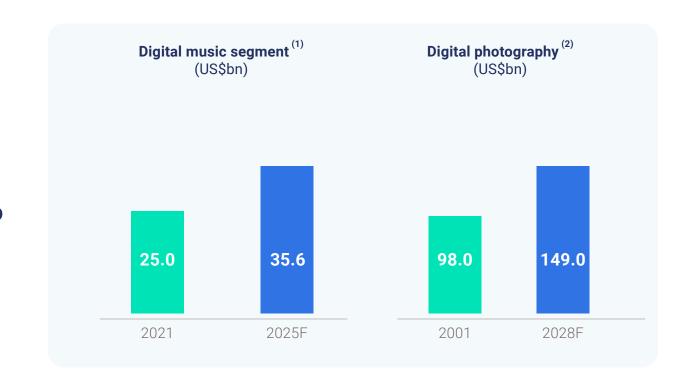
2.7b gamers, with Roblox alone reporting 47m daily active users, 1.1 billion AR users, 1.1 billion cinema tickets sold, & 487 million music streamers in 2021. Video streamers set to hit 1.5b by 2024

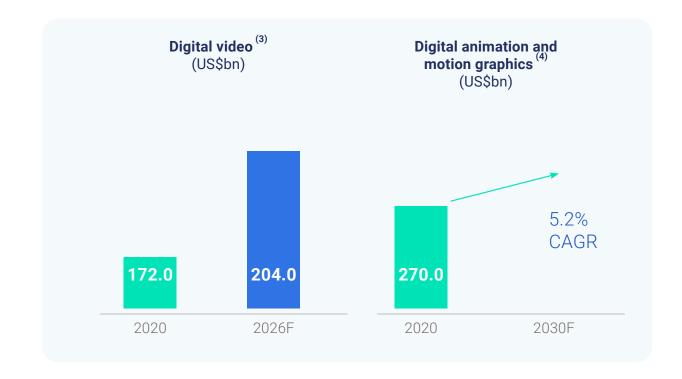
Rise of digital content

Unprecedented rise in global demand



...for content across platforms and emerging tech





Sources:

- 1. Statista Digital Music Worldwide, 2021
- 2. PR Newswire The Digital Photography Global Market Outlook (2017-2026), 2019
- 3. imarc Digital Video Content Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026, 2021
- 4. Statista Animation market size worldwide 2017-2020, 2021 / GlobeNewswire Animation Market Size, 2021



Unprecedented rise in global demand



...for content across platforms and emerging tech

Growth in digital distribution

Expected growth in:

- Digital games⁵: **+9.6%** CAGR to 2026F
- Video streaming⁶: +21% CAGR to 2028F
- Global streaming⁷: **+18%** CAGR to 2024F mpaigns/communication

Rising users and globalisation of content:

- 5G revolution faster networks, reduced latency, larger capacity
- Internet users8 more than doubled in last decade
- Global internet users expected to increase from **51% to 66%** between 2018 and 2023

^{5.} Mordor Intelligence - Gaming Market - Growth, Trends, Covid-19 Impact, and Forecasts (2021 - 2026)

^{6.} Grandview Research - Video Streaming Market Size, Share & Trends Analysis, 2021-2028, 2021

^{7.} PR Newswire, \$ 149.96 Billion growth expected in Online Streaming Services Market | 14.38% YOY growth in 2020 amid COVID-19 Spread, 2021

^{8.} International Telecommunications Union - Statistics, 2021; Statista - Global digital population as of January 2021

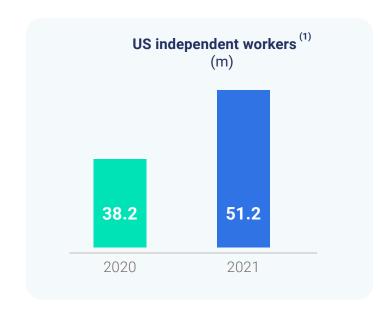
Glsc

Rapidly developing co-creation landscape

Empowering companies to connect Creatives with brands in innovative ways

Increased outsourcing of creative content

Software developments and remote working create new freelancing models





Rapidly developing co-creation landscape...



....empowering companies to connect Creatives with brands in innovative ways

Disruption to formal employment channels and outsized growth in creator economy

- Economic disruptions during COVID-19 likely to have lasting impact on creator economy
- **+US\$850m VC invested**¹ in creator economy in late 2020
- Expected growth² of 350% by 2023
- Growing interest from major tech companies²:
- Facebook
- Amazon
- Microsoft
- YouTube
- Apple

- Bridging Creatives with companies
- Creators as trusted voice
- Decline in traditional gatekeepers

^{1.} Influencer Marketing Hub - The State of Influencer Marketing 2021 : Benchmark Report, 2021

^{2.} The Economist - The new rules of the "creator economy" 2021



Strong 2021 pro forma revenue and EBITDA improvement



Strong growth in revenues, allowing the company to grow gross margins, reduce operating losses and increase its creator payments to \$6.9m Adjusted EBITDA

Revenue

	(\$ millions)	(%)	(\$ millions)
Proforma (including entertainment revenue from Coolabi*)	\$25.7m (+34% yoy)	69%	\$0.7m \$(7.6)m in 2020
Proforma (excluding entertainment revenue from Coolabi**)	\$14.7 m (+32% yoy)	52%	\$(4.9)m \$(11.8)m in 2020

Gross Margin

\$6.9m Payments to Creatives vs \$5.2m in 2020

^{*} Including Coolabi as if it was 100% owned during the full calendar year 2021; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022.

^{**} Unaudited 2021, pro forma for calendar year end and combination of group companies not owned until 2021

2021 Pro forma operating results

incl. entertainment revenue from Coolabi

Revenue	14.7	11.0	25.7
Payments to Creatives	(5.6)	(1.2)	(6.8)
Net revenue	9.1	9.7	18.9
Cost of sales	(1.3)	(0.0)	(1.3)
Gross margin	7.8	9.7	17.6
Gross profit margin	54%	89%	69%
Operating costs	(12.8)	(4.1)	(17.0)
Adjusted EBITDA	(4.9)	5.7	0.7
Exceptional items & one offs	(10.4)	(0.3)	(10.7)
EBITDA	(15.4)	5.3	(10.0)

^{*} Unaudited, combined pro forma for full calendar year including group companies controlled at the end of 2021

^{**} This refers to Coolabi. These unaudited numbers include Coolabi as if it was 100% owned during the full calendar year 2021; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022

^{***} Unaudited combined Talenthouse and Entertainment numbers, without adjustments

2021 like-for-like pro forma operating results



excl. entertainment revenue from Coolabi

\$ millions	2021*	2020*	LfL change	2020 Talenthouse** (pre acquisitions)	YoY
Revenue	14.7	11.2	32 %	3.1	374%
Payments to Creatives	(5.6)	(4.4)	27%	(1.1)	
Net revenue	9.1	6.8	35%	(2.0)	
Cost of sales	(1.3)	(1.0)		(0.4)	
Gross margin	7.8	5.8	36%	1.6	
Gross profit margin	54%	52%		52%	
Operating costs	(12.8)	(17.0)	24%	(3.7)	
Adjusted EBITDA	(4.9)	(11.2)	56%	(2.1)	
Exceptional items & one offs	(10.4)	(0.8)			
EBITDA	(15.4)	12.0	-28%	(2.1)	

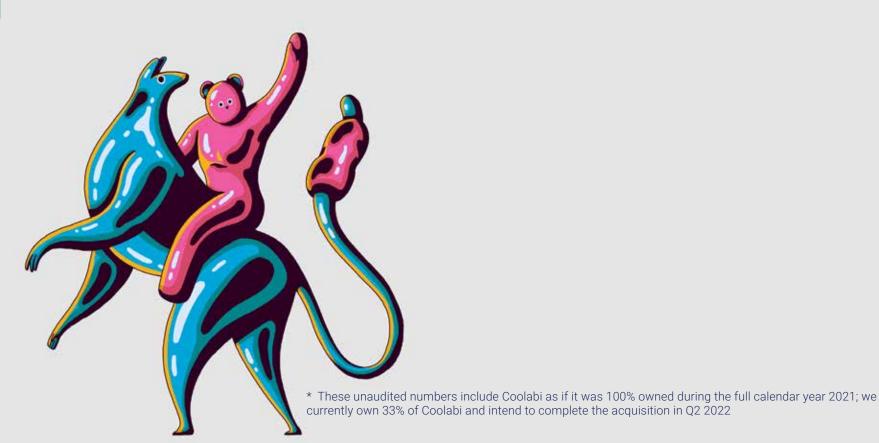
^{*} Note: unaudited, combined pro forma for full calendar year including group companies controlled at the end of 2021. Adjusted EBITDA excludes exceptional costs relating to acquisitions, mergers, listing and growth costs

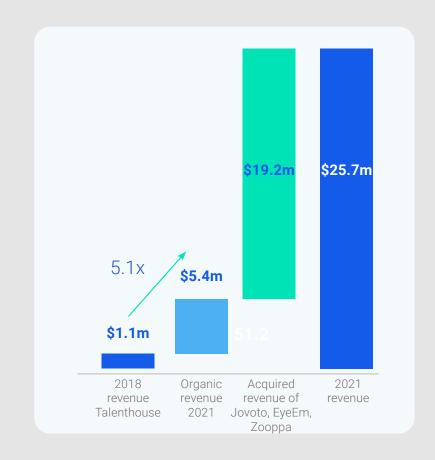
^{**} Unaudited, combined pro forma for full calendar year for the business of Talenthouse before being merged into Talenthouse AG (previously New Value AG), including Talenthouse, Zooppa & Ello. The EUR/USD exchange rate of 0.8832 for the profit and loss 2020 was used, resulting in revenue of \$3.1m

Talenthouse non-linear revenue growth



Organic growth is paramount to our success





- Revenues have grown organically 5.1x since 2018
- Acquisitions supercharge growth opportunities

Content creation

Simple 'land and expand' strategy







Content creation



Scalable creative output

250+ Productions

18 Films were given new poster treatment

38,417 Assets created (not including stock content)

2 Full-length Feature film proposals

400 Minutes of video content

650+ AR effects

Lego Kid Creative
Director Sourced

15 Countries hosted photography productions

Acquisitions in 2021



2 acquisitions completed in 2021

EyeEm by Talenthouse

Global marketplace for premium stock photography and professional productions.

The platform is powered by its patented Al based computer vision software with patented technology which includes tagging & captioning capabilities as well as facial recognition and image theft checks.

2021 revenue \$6.9m



This is Talenthouse's marketing innovation platform collaborating with global FMCG and decentralizing creative talent to generate branding, packaging and product activation.

Long term clients include Henkel and Deutsche bank.

2021 revenue \$2.3m

1 acquisition partly completed in 2021

coolabi.

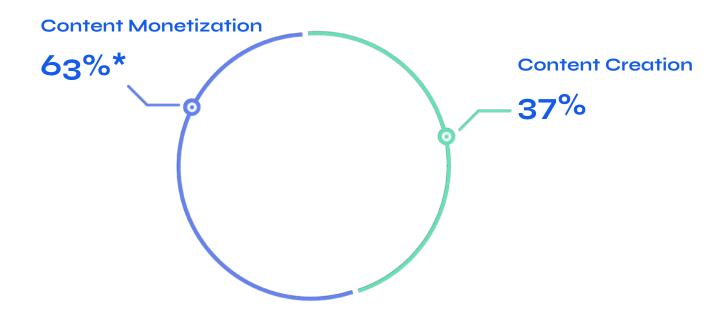
Talenthouse acquired 33% equity and 100% of the debt in Coolabi in 2021.

It owns the IP of over 200 digital media brands acquired / developed. Generating revenues through royalties from publishing contracts, TV production, distribution, merchandising and digital gaming.

2021 revenue \$11.0m

Key revenue lines driving the business in 2021





Content Creation & Content Monetization

Content creation and content monetization have been key revenue lines historically with revenue growth coming from our expansion strategy with key clients. Moving forward, we will continue to grow our content offering for company's marketing and entertainment needs while supplementing our growth through....

Community Empowerment

Community empowerment kicked started in Q4 2021 with the technical developments of three key products; ElloU, ElloWorks, and Media Foundry. These three products will super charge the growth initiatives for our third revenue line for Talenthouse, without the usual customer acquisition costs associated as we have the customer (the Creative) already onboarded to one of the Talenthouse platforms.

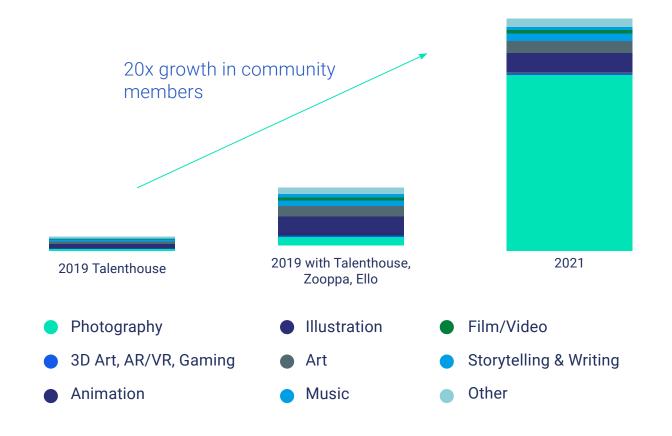
^{*} This includes Coolabi and our licensing revenue. These unaudited numbers include Coolabi as if it was 100% owned during the full calendar year 2021; we currently own 33% of Coolabi and intend to complete the acquisition in Q2 2022

Community - growing in specialities and size



Talenthouse is continuously investing in growing it's community not only in size but importantly in community skill and knowledge base. With the acquisition of EyeEm the photography community has grown exponentially but we have also seen significant growth in new disciplines such as 3D art, AR/VR, and gaming. Talenthouse is attracting a more and more versatile set of creators spanning over a multitude of creative genres.

	Change*
Photography	1,686%
3D Art, AR/VR, Gaming	42%
Animation	26%
Illustration	17%
Art	22%
Music	8%
Film/Video	17%
Storytelling & Writing	29%
Other	20%



^{*} These unaudited numbers exclude Coolabi







Visual trends report 2022



Our annual trends report, launched in December 2021

We're all looking for honest messaging amidst the noise and our report provides insight and a perspective into upcoming trends for the year ahead.



downloads of the previous report during 2021

55%

lower cost per lead in Q4 in 2021.

Launched the 2022 report, with **new creative concepts** outside of photography, introducing the breadth, depth and expertise of the Talenthouse business.

Our people & commitment to social impact

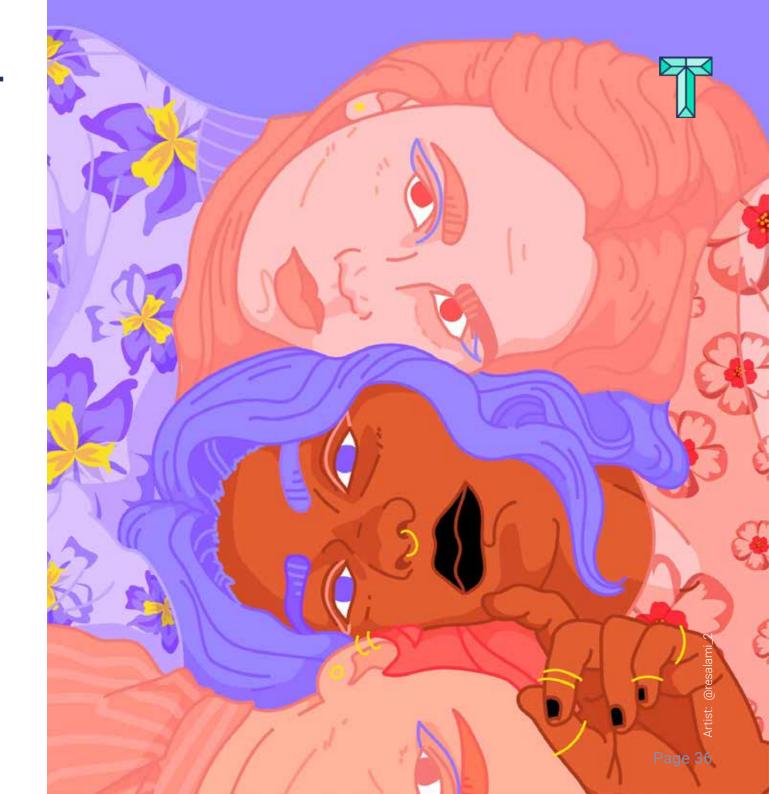
To build a sustainable and inclusive organisation that uses creativity as a force for good

Leverage our expertise to innovate with technology and creativity for good with our clients (e.g.Artshelp, United Nations, World Food Programme)

Workplace that fosters an inclusive culture that values people with different backgrounds, genders, sexual preferences, caregiving status and health. 43% Female / 57% Male, leveraging remote workers +311% y-o-y

- **Talent development** and well-being (900+ training hours in 2021)
- Adding talent: 5% increase in headcount in 2021 to 142 people
- Rewarding our community: \$6.9m of creative payments in 2021

jovoto: First platform within the group to be recognised under the **Global Fair Work** research project conducted by the **Oxford Internet Institute** as a globally leading platform for cloud work in terms of fairness.



Summary

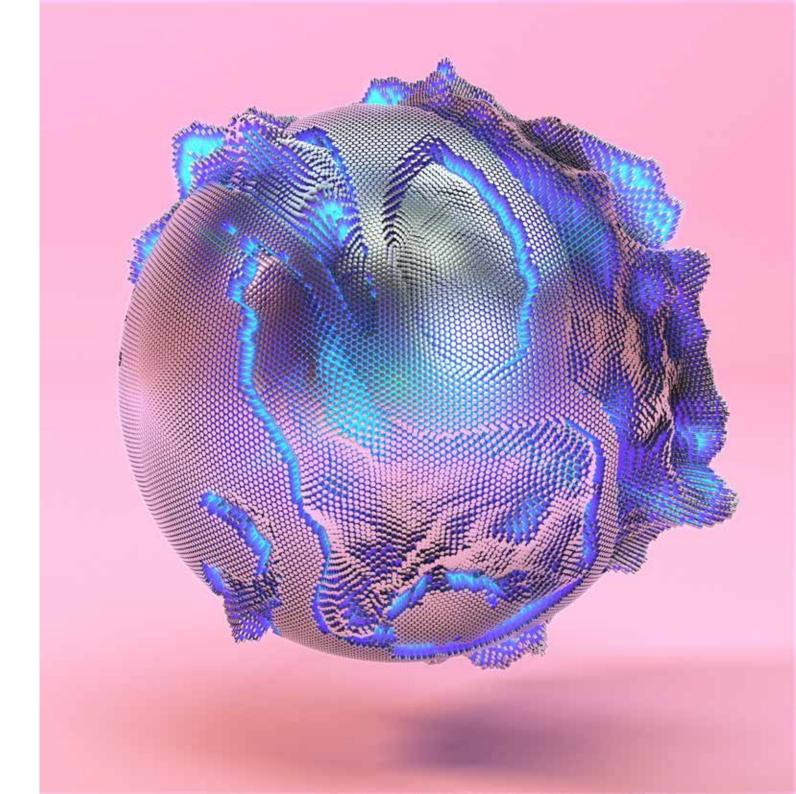
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Our model has powerful network effects. More creatives attract more brands and vice versa – and today Talenthouse counts more than 3.5 million creatives on its platform.

We are focused on three synergistic business lines – content creation, content monetization and community empowerment.

The prize is huge. Talenthouse has an addressable market of \$700bn. And our progress to date has been stellar, with M&A turbocharging strong organic growth.





Constellation of creativity

Thanks to acquisitions and product development, Talenthouse comprises 10 synergistic platforms - the most comprehensive platform for the Creator Economy - delivering end-to-end integrated creative services to clients globally













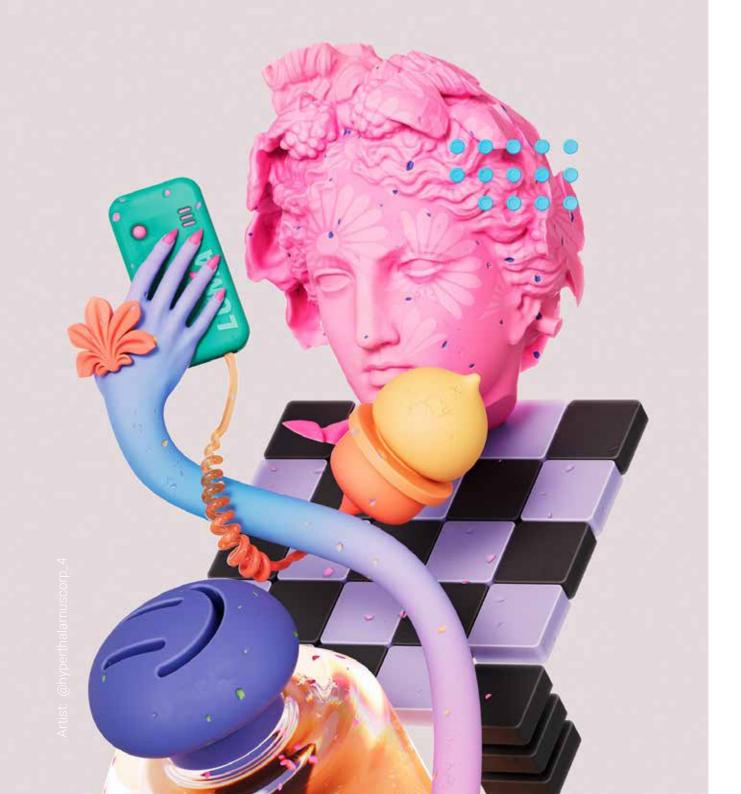












Product development -Overview



In 2021, we successfully launched two new products, making a strong contribution to group revenues



Pushing the boundaries of unlimited creativity with mixed reality.

Generated \$1.14m of revenues in 2021



Our platform for Young Creators to learn and collaborate with brands, celebrities and educators.

Generated \$245k of revenues in 2021

Product development -Community empowerment

Our focus in 2022 is on growing our three new products:



Financial services for creatives*: taking the pain and hassle out of everyday banking activities, leaving our community to create freely



Go-to-market services for creatives:

helping independent artists, such as games developers, to take products to market quicker and more cheaply



Jobs board for creatives: creating perfect matches between top creatives and brands, to get unique 1:1 jobs done perfectly

