

A photograph of two motorcyclists riding on a paved road that curves through a lush, green, hilly landscape. The motorcyclist in the foreground is wearing a black helmet and a black t-shirt, with their right arm raised in the air. The second motorcyclist is wearing a green helmet and a blue t-shirt. The road is bordered by a concrete wall with red and white diagonal stripes. The sky is blue with some clouds.

**We
Are
Millennials**

Crowd Media Holdings Ltd AGM

Monday 25th November 2019



Crowd Media is a tech-based, vertically integrated social commerce business selling exemplary products & services that are integral to the lives of its customers



Crowd Media is considered a pioneer in influencer and social media marketing

Collaboration with over 10,000 influencer the last 5 years across 30 countries and 10+ languages

Millennial focused. Acquired over 5 million millennial customers in the last 5 years



Crowd Media (previously Crowd Mobile Limited)

has two platforms:

Crowd Media & Crowd Mobile

Crowd Media

Crowd Media leverages the company's proprietary technology platforms and eminently experienced team to reach millions of social media users via both social media and influencer channels, managing more than 200 social media marketing campaigns each month.

Crowd Mobile

Crowd Mobile sells mobile-phone related services and apps to millions of customers in more than 50 countries worldwide





Our team has a Global presence with local cultural expertise

We understand the Global Millennial Generation

200+

Influencer campaigns per month

55+

Active Markets

30+

Languages

10,000+

Influencers collaborations in the past 4 years

Crowd Media has helped provide creative solutions for the following Brand Clients

BOURJOIS
PARIS

L'ORÉAL

FOREO

decluttr

Expedia

N26

eCCO

moneyfarm

NESCAFÉ

COTY

bunq

FINNAIR

Swappie

DAZN

ESPN+

BEER52



Influencer Marketing is growing rapidly,

with an estimated market of US\$ 20 billion by 2020



Millennials and Gen Z Globally becoming the largest demographic with >4.9b worldwide by 2020



Millennials and Gen Z purchasing power is increasing rapidly as they enter actively the workforce



Millennials and Gen Z spend more than 5 hours daily on social media



Start with the customer

Millennials: Generation of me

Sources

Destatis, Eurostat, Statista

My Stuff

Own less but more of the same

-  **96%**
Own Smartphones
-  **81%**
Own Laptops
-  **80%**
Own Bikes
-  **50K**
Average household content value

My people

More connections, but more independent

-  **2.1**
Average number of household members
-  **53%**
Of Households owns at least 1 pet
-  **57%**
Have no kids
-  **649**
Average number of Facebook friends

My lifestyle

Active lifestyles driven by experience

-  **75%**
Have travelled at least once in past year
-  **59%**
Expect self-employment during their career
-  **45%**
Do sport more than 3x/week
-  **50%**
More spending on education than previous



400m+ population of Digitally minded Europeans

Sources

Eurostat, Statista



Quantitative Demographic

by age (25-40)



Qualitative Demographic

by Millennial mindset



Population

123m

400m+



Households

50m

165m



Use internet Daily

100m

280m



Own Smartphone

93%

85%



The objective of the Strategic Review was to restructure & repurpose the organisation

Legacy Mobile business is mature and hence restructured to be more operationally efficient (over \$3.5m in savings implemented)

Established our core strengths around



Digital Influencer Marketing



Q&A Platform

That can create “conversations” with our customers



Subscription & E-commerce technology

To drive revenue



Strengthened balance sheet



New board, Vision and Strategy



We can now focus on earning a bigger share of the retail ecommerce price pie

Instead of simply being a fee-earning agency for the big brands, we will earn a ***larger slice of the retail sale proceeds*** of brands that the Company is strategically aligned with.

Crowd Media

Crowd Media has the people and expertise to drive advertising for brands and selling ecommerce products over social media, by leveraging the technology platforms

IIC investment

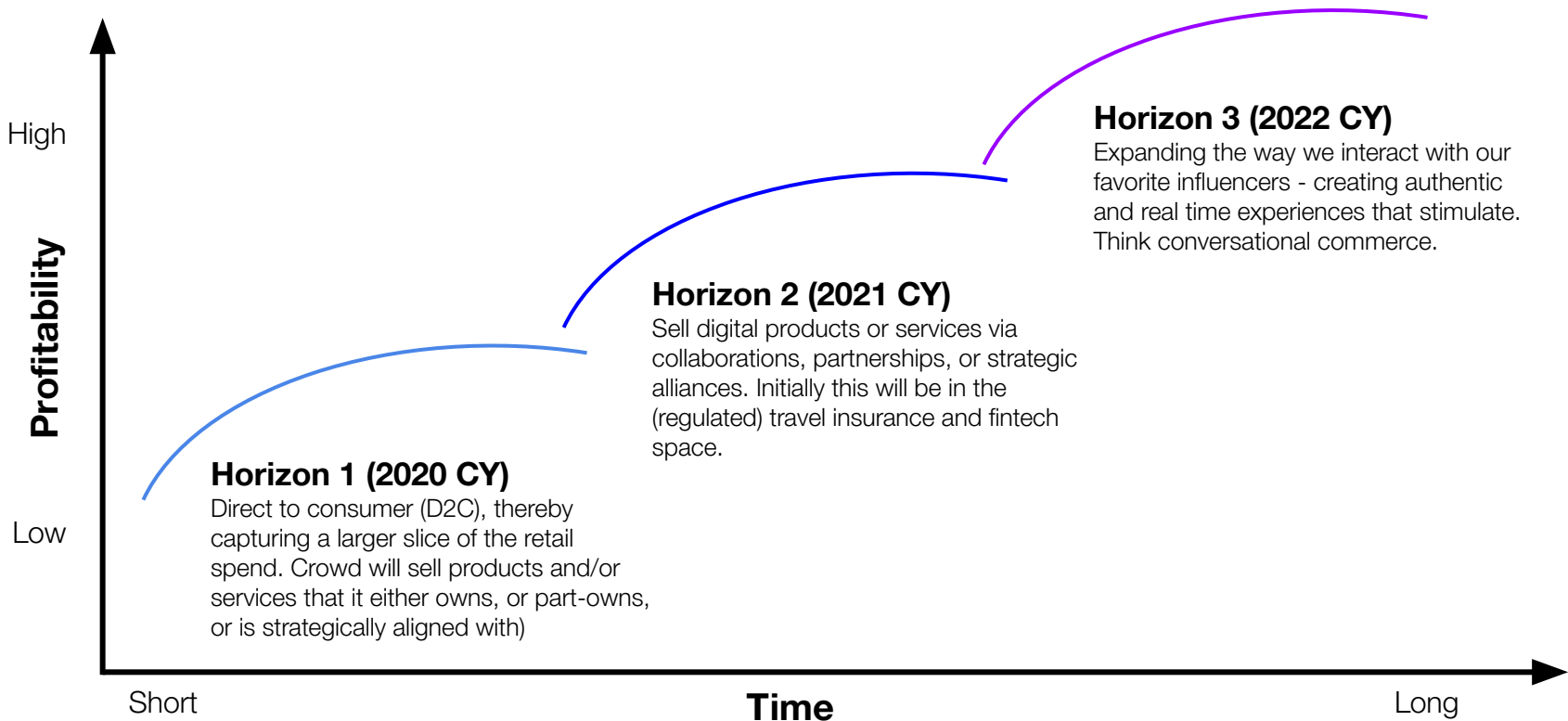
IIC investment and people will bring new opportunities for new revenue streams

Revenue Opportunity

New Products



3 Horizon growth strategy





Steven Schapera

Chairman

Steven has more than 30 years of experience in founding and building businesses across agricultural, wine, and cosmetics industries. He co-founded BECCA Cosmetics in 2001 and sold to Estee Lauder in 2016. Steven serves on a number of Boards including ASX-listed OBJ Ltd, Berlin-based Invincible Brands GmbH., and UK-based Wild Nutrition Ltd.



Sophie Karzis

Non-Executive Director

Member of the Law Institute of Victoria and the Institute of Chartered Secretaries. She is a practising lawyer with over ten years experience as a commercial lawyer, and company secretary and in house counsel for a number of private and public companies.



Robert Quandt

Non-Executive Director

Robert worked for 10 years as a consultant for Booz & Company serving large corporate clients on strategy, operation and organisation. Subsequently Robert has worked for Linde AG as the Strategy Lead for their €6bn Americas business. Until recently, he has served as Board Director and COO/CFO of Invincible Brands



Domenic Carosa

CEO & Executive Director

Domenic has over 25 years' experience combining business and technology. He has built a reputation as a leader in the internet space by building Australia's largest MP3 digital music service in the late 90's & building Australia's second largest virtual web hosting company which he sold in 2006 operating the largest independent media & entertainment company with revenues of over A\$100m.



In summary, **This is The New Crowd**



Tapping into fast growing influencer market



Digital marketing expertise in multiple languages in Europe



Underpinned by strong underlying technology



New Board, Vision and Strategy



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Millennials

Thank you

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