

Triller + AGBA

What it Means to Existing
AGBA Shareholders

April 2024

AGBA

The AGBA/Triller Transaction: Transforming AGBA Into The Future

- AGBA is acquiring 100% of Triller in an all-stock transaction (the “Merger”)
 - Current AGBA shareholders will own 20% of the post-Merger enlarged AGBA
 - Triller stockholders will own the remaining 80% of the post-Merger enlarged AGBA
- Triller will be a wholly-owned subsidiary of AGBA upon closing of the Merger
- The combined company will focus on four key verticals:
 - Industry-leading, global AI-driven social video platform
 - Influencer, artist, and sports content generation for a global audience
 - Technology-driven wealth management and financial services ecosystem
 - Cutting-edge fintech investments

What The AGBA/Triller Transaction Means For Existing AGBA Shareholders

**The Combined Group Valuation:
US\$4.0 billion**

- The Boards of Triller and AGBA have agreed to value the Combined Group (i.e. AGBA + Triller) at US\$4.0 billion
 - Triller was last valued at US\$5.0 billion in a public transaction in 2020
 - Triller received a third-party valuation in excess of US\$3.2 billion¹

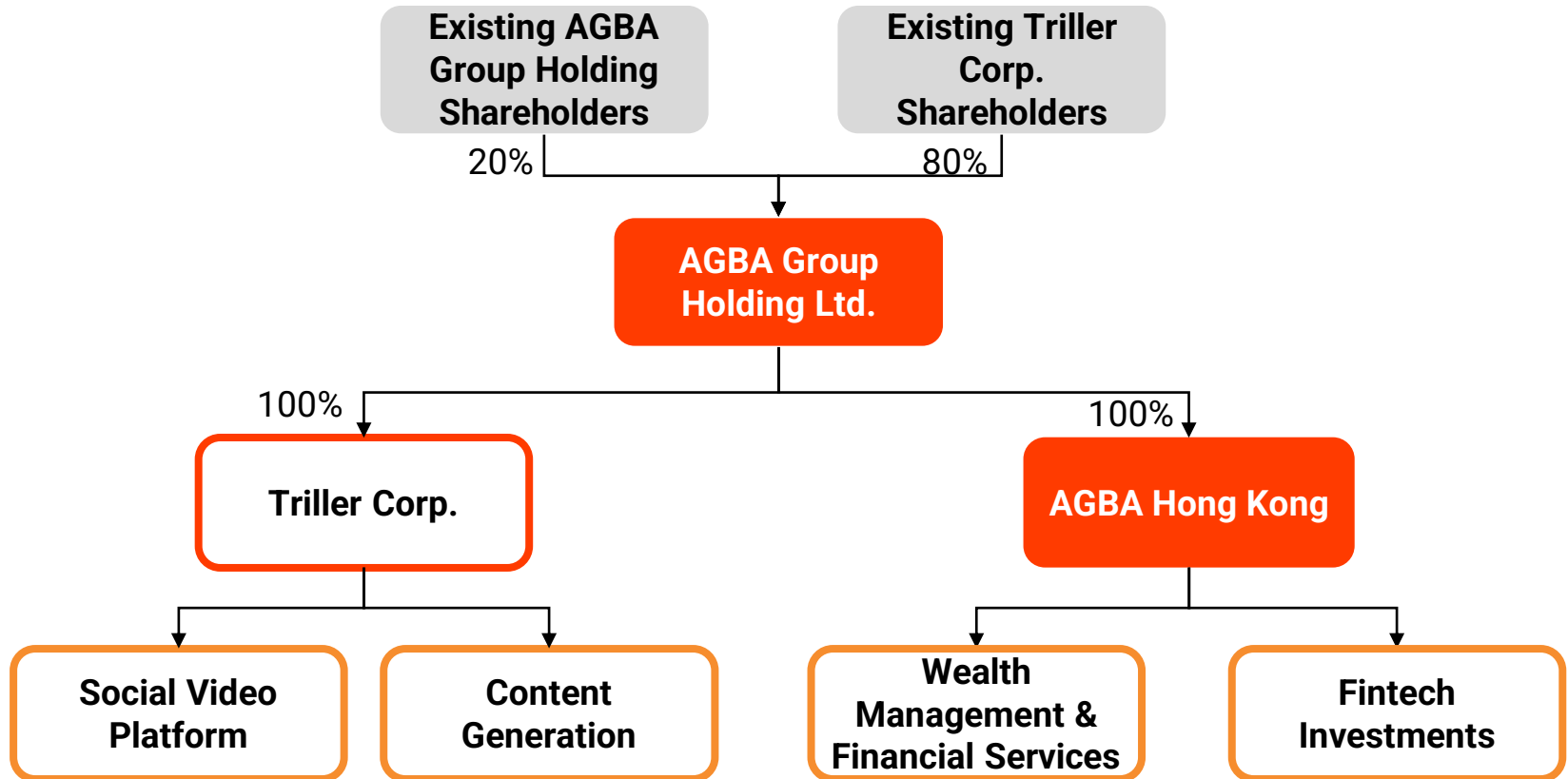
- AGBA has 74m shares outstanding today
 - 20% of US\$4.0 billion Combined Group valuation = US\$800 million
 - $US\$800 \text{ million} \div 74 \text{ million AGBA shares today} = \text{Implied share price of } US\10.8



Note:

1. Form 8-K, April 17, 2024

The Combined AGBA – Triller: Group Structure



Comprehensive Overview of Triller's Three Major Divisions

Social Video Platform



- With a primary focus on music, the **Triller App** has been the platform where numerous globally recognized emerging artists first gained prominence.
- Emerged as the number one app in 79 countries simultaneously.
- Plays a pivotal role in shaping the landscape of short-form video applications by leveraging its user-friendly interface and innovative features to enhance user engagement.

AI & SaaS Tools



- **Amplify.ai** is Triller's platform-agnostic AI solution. It is embedded into virtually every major social media network, and executes over 500 million transactions quarterly, connecting some of the world's most recognized brands with users and customers.
- **Julius** is an essential bridge that connects over 2.2 million influencers with 25,000 brands, facilitating significant marketing engagements and collaborations across various industries.

Content



- **TrillerTV** ranks among the largest combat sports apps globally and is one of the fastest growing live sports event content companies. It recently broadened its content to include lifestyle, fashion, and music and is now available in 7 million households, broadcasting approximately 3,000 events annually.
- **BKFC (Bare Knuckle Fighting Championship)** is the fastest-growing combat sport in the world selling out nearly every event it organizes, highlighting its rapidly increasing popularity and market influence.

THANK YOU

For further information, please visit www.agba.com



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