

Triller Group Inc.

FY2026 Shareholder Update

Revenue Activation and Strategic Reset

Annual General Meeting | June 2026 | NASDAQ: ILLR

Forward-looking statements involve risks and uncertainties. Please refer to the Company's public filings for risk disclosures.

Today's Agenda

What shareholders will hear today

- 01** **Reset** What we inherited - and what management fixed
- 02** **New Direction** Three engines, one revenue-first architecture
- 03** **Project Eight** Proposed social monetization platform and KPI framework
- 04** **Commercial Engines** Julius, sports, sweeps, and micro-drama
- 05** **Financial Foundation** AGBA, capital discipline, and path to breakeven
- 06** **Execution** Franchise-led leadership and 12-month roadmap

2025 Was the Reset; 2026 Is the Monetization Year

The reset cleared the path. The story now is execution, monetization and disciplined growth.

Reset completed

Legacy app shut down; filings current; Nasdaq trading restored; operating architecture rebuilt.

Assets preserved

Historical user base, cultural relevance, creator history, BKFC, AGBA, and public-company platform remain valuable.

Monetization focus

Priority is converting users, fans, creators, advertisers, sports audiences and financial-services customers into revenue.

Reset proof points

107

Days off Nasdaq

Trading restored April 16, 2026

5

Delinquent filings resolved

Periodic reports brought current

\$12M+

Compliance rebuild

Audit, systems and governance

2026 focus: monetize existing scale intelligently, repeatedly, and at scale

What We Inherited

Legacy Triller carried real challenges. We are addressing them directly.

Significant historical spend

Large investment over many years without a sustainable revenue model.

Brand and legal overhang

Publicized liabilities and reputational issues weighed on partnerships and confidence.

Under-monetized user base

Large historical audience existed, but the legacy model lacked monetization infrastructure.

Stalled product evolution

The app had not evolved enough to justify continued cash burn.

Capital lockout

Delinquent filings limited normal public-market financing and strategic transaction flexibility.

We did not create the problems. We chose to fix them.

What We Did About It

Decisive action to stop the burn, restore flexibility, and rebuild around monetization

Shut down the legacy app

Stopped funding a product that was consuming resources without a viable revenue model.

Restored Nasdaq trading

Brought filings current, rebuilt compliance infrastructure, and restored the same Nasdaq listing.

Preserved the operating base

AGBA continued to provide revenue, cash-flow support, and financial-services infrastructure.

Identified monetization options

Reviewed multiple short-form / social alternatives and selected Project Eight as the preferred path.

The old model was retired. The new model is revenue-first, execution-led, and built around assets that can compound together.

Three Engines. One Revenue Flywheel.

These are not unrelated holdings; they are operating platforms designed to reinforce one another.



Flywheel logic

Social monetization brings users, brands, creators and engagement. Sports brings high-loyalty fandom, events and sponsor activation. Financial services brings payments, customer monetization and operating resilience.

A social monetization platform accelerates the strategy — Project Eight is the current preferred path, not the only path.

Why We Are Asking Shareholders to Approve Eight Holdings

The name change is part of the business reset, not cosmetic rebranding

Triller Group Inc.

- Brand tied to a legacy app and prior-period issues
- Commercial friction with brands, agencies and partners
- Public narrative still linked to legacy burn and litigation
- Remains useful selectively where the name helps monetization



Eight Holdings Inc

- Reflects the new architecture: social, sports, creators, financial services and payments
- Cleaner corporate platform for brand, commercial and investor conversations
- Triller remains available as a selective consumer-facing monetization brand
- Proposed ticker subject to Nasdaq approval

Eight is the corporate architecture. Triller is a valuable legacy brand where it helps conversion and monetization.

Social Monetization Platform Strategy

Project Eight is the current preferred accelerator — but Eight is not dependent on any single counterparty

Disclosure note

Project Eight refers to a proposed transaction that has not been completed or publicly announced. Any expected benefits remain subject to definitive agreements, closing conditions, integration risk, and applicable approvals.

Why category matters

A social monetization platform adds revenue infrastructure to a large historical user base.

Why Project Eight is preferred

Project Eight offers product readiness, commercial know-how, monetization model and speed to activation.

Why Eight has leverage

Technology is available; users, distribution, cultural relevance and public-company flexibility are the scarce assets.

Alternative paths

If Project Eight does not close on acceptable terms, management can acquire, partner, license or merge with another platform.

We are buying speed and monetization capability — not dependency.

Project Eight Is Preferred — Not Required

Management reviewed multiple alternatives; the strategy is category-first and counterparty-disciplined.

Market reality

The short-form / social-video market is fragmented, with multiple technology platforms and partnership opportunities available.

Eight's scarce assets

Historical user scale, cultural relevance, creator history, sports audiences, financial infrastructure and a Nasdaq-listed platform.

Why Project Eight

Preferred because it combines monetization model, product readiness, commercial leadership and speed.

Our discipline

No single transaction is mandatory if terms do not create shareholder value. We will not overpay for technology that can be acquired, partnered, licensed or rebuilt elsewhere.

Preferred path, not dependency.

What Shareholders Should Track

The next phase of communications is KPI-driven, not promotional

Social / Project Eight

- Ad-engaged users
- Completed ad views
- Average ad minutes per user
- Revenue per engaged user
- CAC / payback
- Retention and brand rebooking

Sports / Streaming

- Events and media rights
- Sponsorship revenue
- App / streaming revenue
- Fan conversion
- Control / ownership percentage

Financial Services / AGBA

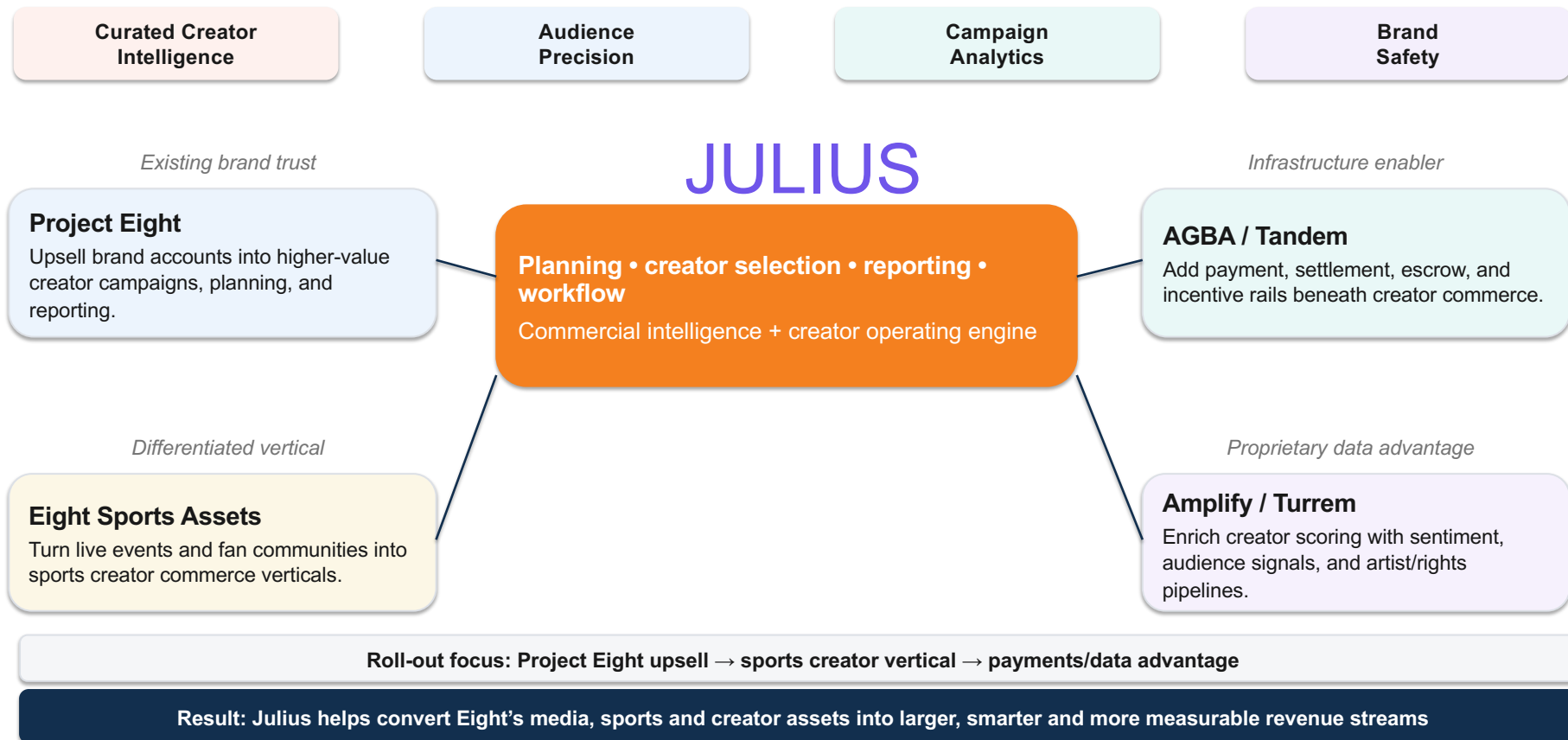
- Revenue
- Consultant count and productivity
- Gross margin
- Operating expense
- Pre-tax profit

Operating scoreboard

Once Project Eight is operating, investors should see how monetization is progressing, what is scaling, and how each engine contributes.

Julius: Commercial Intelligence Engine Inside Eight

Creator intelligence and campaign operating layer for media sales, sports monetization, and creator commerce



Eight Sports Capital: High-Loyalty User Economies

Sports fandom creates repeat engagement, premium content and natural sponsor activation opportunities



Sports assets should be treated as programmable distribution infrastructure - not passive equity holdings.

Sports Execution: Fund, Integrate, Monetize

Keep the sports story focused on controllable activation, not valuation detail

BKFC recovery and growth

Properly fund BKFC, restore stronger control where possible, and monetize through events, media rights, sponsorship, app revenue and fan engagement.

Sports creator vertical

Use Julius to package athletes, fan creators, sponsors and live events into measurable creator commerce campaigns.

Streaming and live-event funnels

Convert event attention into subscriptions, repeat engagement and cross-platform activation.

Global football opportunities

Treat major football exposure as a potential fandom accelerator, subject to transaction status and disclosure approvals.

Sports monetization should be driven by high-loyalty fan engagement, live-event funnels and creator-led sponsor activation.

Triller Sweeps: Partner-Led Monetization Channel

A capital-light way to monetize legacy audience scale while Project Eight is being activated

What we contribute

- Audience
- Brand
- Distribution
- Market visibility
- Eight ecosystem integration

What partner contributes

- Operating infrastructure
- Sweepstakes / gaming execution
- Day-to-day compliance and operations

Why it matters

- Near-term monetization
- Capital-light economics
- Selective use of Triller brand where it helps conversion

Eight is the corporate architecture; Triller remains a selective monetization brand where it helps conversion.

Micro-Drama: New Content Monetization Opportunity

A fast-growing mobile content format that can use existing audience, ad infrastructure and creator/IP assets

What it is

Vertical, phone-first scripted drama, typically short episodes and serialized storylines. A fast-growing global format with strong mobile engagement and monetization potential.

Why it fits Eight

Eight can combine legacy audience scale, Project Eight monetization, creator infrastructure, and selective IP/content partnerships to test the category with lower acquisition cost.

Execution posture

Evaluate partnerships and acquisitions selectively; prioritize content, talent and IP that become more valuable inside Eight. Avoid overpaying for hype or taking on unnecessary complexity.

One-page opportunity only: disciplined, selective, and not dependent on a single content acquisition.

AGBA: Financial Services Franchise and Operating Ballast

Current revenue anchor today; monetization infrastructure for tomorrow

30+ yrs

Operating track record

~400

Financial advisors

~200k

Customers

~US\$40m

Normalized revenue potential

Why AGBA matters

- Financial-services franchise that carried the Group through the reset
- Real customers, product-provider access, operating know-how and compliance infrastructure
- Broad product shelf and OnePlatform technology stack

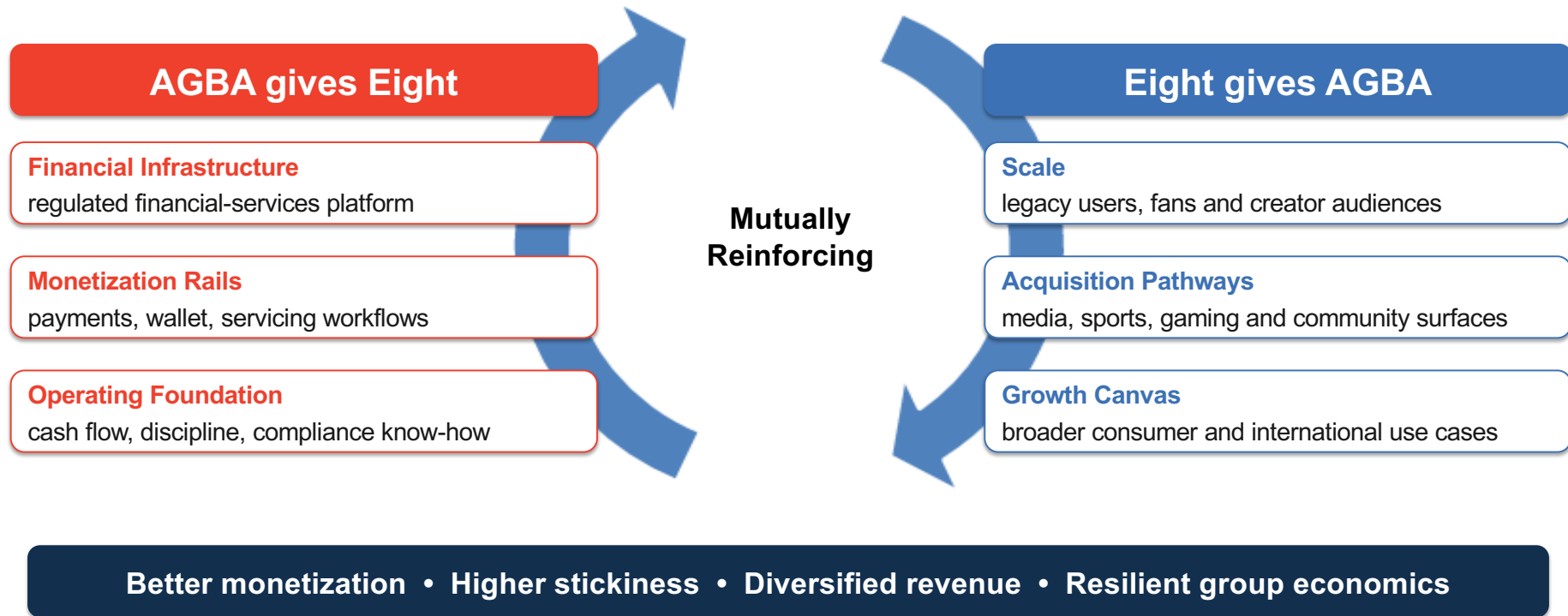
Role inside Eight

- Operating ballast and current revenue anchor
- Payment / fintech rails for broader monetization
- Potential customer base for Eight products in Hong Kong and Greater Bay Area

AGBA was the anchor that held the Group together during the reset and remains the financial-services operating base for the next phase.

AGBA + Eight: Mutual Reinforcement

AGBA provides infrastructure and rails; Eight provides scale, demand and growth pathways



2025 Financial Reset / Path to Profit Growth

2025 reflects a reset year, not the earnings profile of the business we intend to build

Social Media

2025: \$0 revenue; legacy model shut down because it did not work economically.

Project Eight, or an alternative social monetization platform, is intended to change this from a burn story to a revenue story.

Sports / Streaming

2025 results reflected BKFC deconsolidation after loss of control, not disappearance of the BKFC business.

Recovery and proper funding can bring sports economics back into the Group.

Financial Services / AGBA

2025 revenue came from AGBA.

AGBA remains the revenue anchor and is moving toward profit growth after productivity and cost improvements.

Breakeven bridge

Selected social monetization platform revenue + AGBA profit growth + BKFC recovery / funding.

2025 results also included significant non-cash items and reset costs, including stock-based compensation, interest expense, investment losses, fair-value changes, bad-debt write-offs, and legal / audit / Nasdaq-related costs.

Capital Discipline and Dilution Philosophy

Nasdaq trading restored flexibility; discipline is the standard

Shareholder Alignment

- Management, Board and major shareholders are economically aligned
- We do not view shares as cheap currency
- No toxic equity line, hidden conversion mechanism, or uncontrolled dilution instrument is currently outstanding
- Capital should be used to compound value, not to fund undisciplined spending

Value-Creating Uses of Capital

- Complete Project Eight or another value-creating social monetization platform transaction
- Recover and properly fund BKFC
- Accelerate AGBA
- Launch partner-led monetization opportunities
- Acquire / merge with assets that become more valuable inside Eight

No transaction is mandatory if terms do not create shareholder value. Dilution for survival is not the plan; capital for compounding value is the standard.

Franchise-Led Leadership and Governance

Group oversight, franchise-level execution

The operating model is designed around domain experts leading each franchise, while Group leadership allocates capital, maintains public-company discipline, and integrates the ecosystem.

Group Leadership

- Capital allocation
- Governance
- Financing
- Public-company discipline
- Strategic integration

Franchise Leadership

- Project Eight / Social
- Eight Sports Capital
- BKFC
- AGBA Financial Services
- Julius platform integration

Governance Standard

- Choose capital-efficient plans
- Avoid vanity growth
- Maintain reporting discipline
- Communicate KPIs
- Use equity thoughtfully

We are not asking one person to run social, sports, fintech and creators from the center.

12-Month Execution Roadmap

Revenue-first, scale-second, optionality-third

0-6 months: Activate

- Advance Project Eight or alternative platform pathway; migrate / reactivate user base
- Launch user monetization and creator / brand activation
- Jumpstart Triller Sweeps and micro-drama process
- Selective AGBA consultant rebuilding

6-12 months: Scale

- Scale advertising, creators and New York brand / agency relationships
- Expand sports events, media rights, sponsorships and fan commerce
- Drive AGBA toward stronger profitability
- Deploy Julius in social monetization and sports pods

12+ months: Expand

- Deepen identity, wallet, creator tools and data ownership
- Turn sports IP into recurring platform infrastructure
- Export financial infrastructure and fintech products into Eight
- Selective SaaS / data expansion after initial integrations work

Closing message

We inherited a difficult situation. We faced it directly. Now we are building a monetization-first platform designed to convert scale into durable shareholder value — without dependency on any single transaction.

A Clearer, More Monetizable, More Disciplined Company

Our priority is simple: convert existing scale into revenue, strengthen the operating base, and rebuild shareholder value through disciplined execution.

**Revenue First • Scale Second •
Optionality Third**

Subject to execution, transaction completion, market conditions, regulatory approvals and other risks.