

SEEN™

Monetising Key Video Moments

An Introduction



Adrian Hargrave

Chief Executive Officer

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Investment Summary

Defensible IP

- 2 patents - first issued in 2013 on artificial intelligence training
- *JetStream / CreatorSuite / ShortsCut* developed in-house

Strong Case Studies

- Customers generating 100%+ ROI
- 9% clickthrough rates within video
- 2x on page sales conversions

Cash Flow and Balance Sheet

- Cash flow breakeven in December 2024
- Expected to maintain going forward
- More than \$1m cash on balance sheet

Investor Base

- Tightly held shares
- Board highly sensitive to investor needs

Growing Markets

- Target markets all growing significantly
- Nascent competition for our offerings

How SEEN's Technology Works – From Long Form to Short Form

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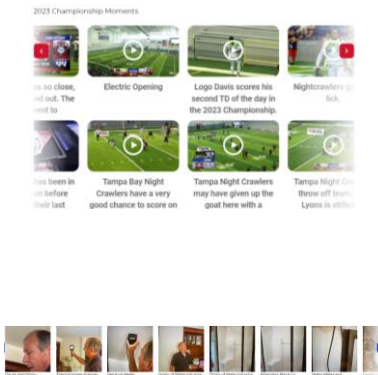
US Patent No. 9,489,636 “Task Agnostic Integration of Human and Machine Intelligence”

Original Long Form Video Content



SEEN
Jetstream
AI

Short Form Key Video Moments Produced



SEEN
CreatorSuite
IP

Key Video Moments Commercialised

Video
Commerce
/ SEO



Re-mix
Video for
Social



Training



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Monetising our Technology Offerings

	2024 Expected Revenues	Revenue Model	Gross Margin
Technology	\$400,000	Monthly Licence Fee + Performance Fees (based on sales, SEO, other metrics)	c. 90%
Social Video Consultancy	\$2,800,000	YouTube revenues generated	c. 15%

Fast Growing Addressable Markets – limited competition

SEEEN's AI technology exploits structural trends and allows for cross-selling

	Market Size	SEEEN's key offering	Competition
Video Commerce	\$500bn ('23) to \$2 trillion ('28) CAGR – 32%	Identify Key Video Moments for optimal conversion and relevant shoppable CTA	Low
SEO	\$70bn CAGR – 8%	Key Video Moments drive improved SEO from video	Low
Short Form Social	\$150bn CAGR – 23%	Index back catalogue and find relevant/best moments for short form publishing	Medium
Re-Skilling and Training	\$290bn ('23) to \$900bn ('28) CAGR – 14%	Key Video Moments deliver faster training & refreshers for changing roles	Low

SEEN Board and Management Structure



Pat DeSouza
Non-Exec Chairman



Adrian Hargrave
CEO



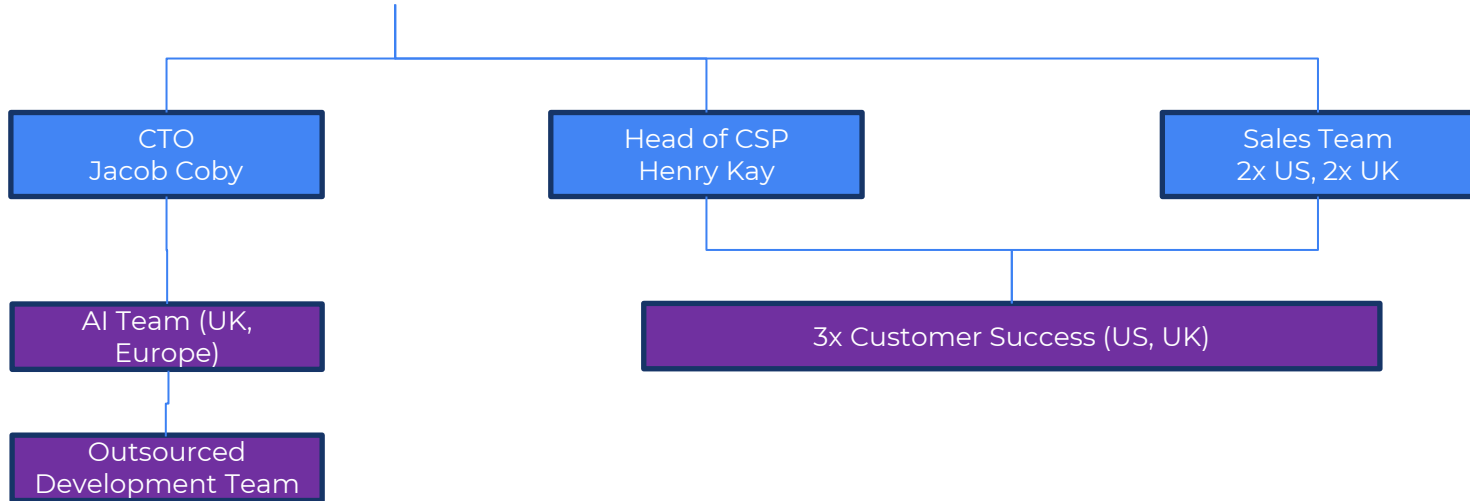
David Anton
Non-Exec Director



Mark Williams
Non-Exec Director



Michael Zigman
Non-Exec Director



Routes to Market

Direct Sales

- Direct business development teams and marketing in US and UK, focused on Video Commerce
- Consider additional hire for Skills to launch with more case studies in place

Upselling to Existing Customers

- Customer success team for CSP and technology has increased annual revenues from existing customers
- Deliver training and digital marketing improvements to customers, as well as video commerce

Re-sellers / JVs

- Re-seller/JV agreements in place for CSP and media monitoring, grow number of agreements
- More case studies and industry-beating statistics has opened more conversations with digital agencies

2024 Trading Update - Executive Summary

Cash Flow and Profitability

- Cash flow breakeven in December 2024, expected to maintain going forward
- Gross margin greater than 25%
- EBITDA loss reduced to only \$0.1m in 2H24

Revenues

- Revenues up 50% versus 2023
- Both parts of the business growing – Technology up 85% and CSP up 47%

Customers and Technology

- More than 50 technology enabled customers
- Released short-form shoppable reels gallery
- Initial implementation of training based Key Video Moments

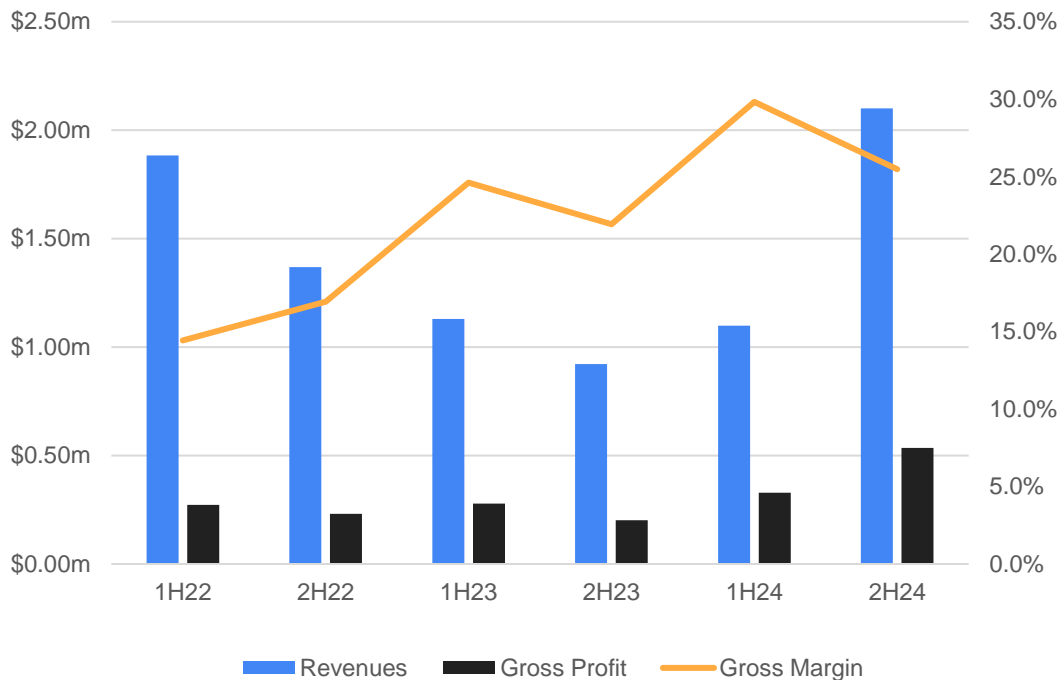
2024 Fundraising

- £1.1 million to capitalise on case studies and drive training-based solution
- Additional £80K subscription from EIS investor

2025 Outlook

- Current revenue run rate of \$5m
- New business continuing with contract worth up to \$3.5 million
- Increasing pace of customer wins and adoption

Sequential Growth Accelerating



- 2024 – revenue and gross profit increasing
- 2H24 highest revenue since 2021, however with 25% gross margin
- Gross margin improvements reflecting increasing technology-led sales across all parts of business

2024 Results Overview

	2024	2023
Revenues	\$3.2m	\$2.1m
<i>o/w Technology</i>	<i>\$0.4m</i>	<i>\$0.2m</i>
<i>o/w CSP</i>	<i>\$2.8m</i>	<i>\$1.8m</i>
Gross Profit	\$0.85m	\$0.48m
Gross Margin	26.5%	23.4%
Adjusted EBITDA	-\$0.4m	-\$0.6m
Cash Position	\$1.1m	\$1.1m

- Gross margin and gross profit increased, reflecting increasing technology sales mix
- EBITDA loss narrowed
- Cash position constant and allows for opportunistic investment

2025 Outlook

Customer Wins

- Annualised revenue run rate of \$5 million
- Signed contract with publishing house to manage YouTube video assets; initial deal expected to be worth \$0.5 million, rising to \$3.5 million
- Continued *CreatorSuite* customer sign ups, further UK sports organisations and events businesses, as well as UK and US service businesses
- Increased cross-selling between technology and CSP

Training

- Accelerating training with ALD
- Initial results have driven 15% increase in local based search rankings and just under 10% in additional leads from these sources
- Developed searchable Key Video Moments index across videos to deliver relevant information
- Proof of concept within Salesforce LMS completed; accelerated training for technicians
- Next step - implement for customer education

Pipeline

- Pipeline in US and UK for both CSP and technology sales to accelerate further
- Opportunities in video commerce, CSP and training segments
- Re-seller agreements to accelerate sales and path to profitability; already completed one for CSP

Key KPIs

Customer Wins and Pipeline

- More than 50 customers across technology product sales
- Monthly targets - 1 strategic client and 5-10 smaller customers bringing in mixture of SaaS income and performance fees

Gross Margins

- Targeting 50%, gross margins have doubled in last 2 years
- Technology margins 90%; CSP margins expected to be 15-20%

Profitability

- Cash flow breakeven achieved in December 2024
- Continue to execute against pipeline for profit growth

Technology Development

- Launch customer-led features
- Potential entry into new verticals with anchor customer
- Patent and IP filings

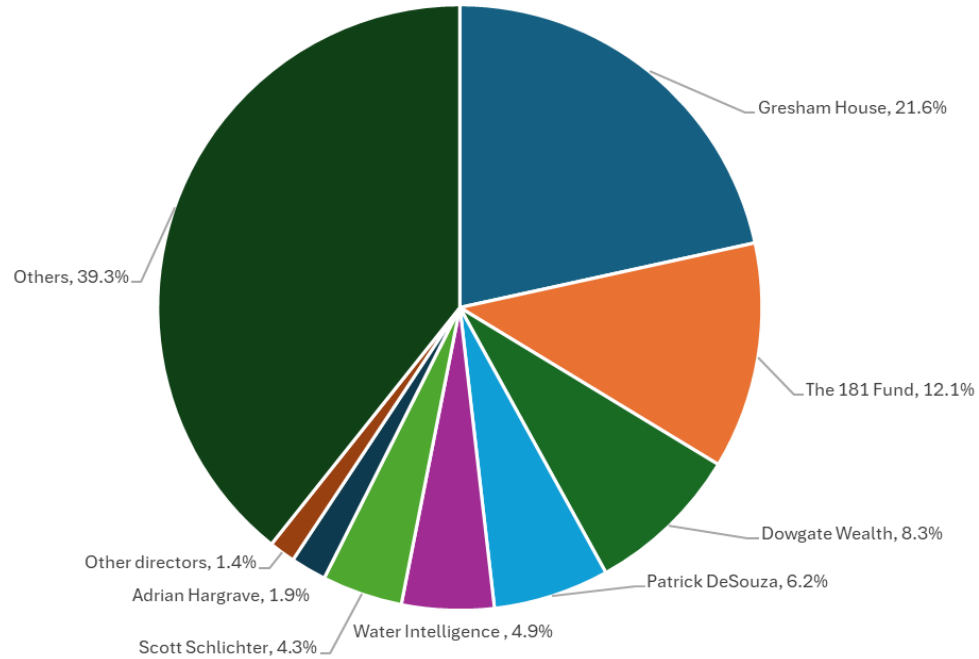


Logo

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Appendix

SEEEN Shareholders



Select Customers

50+ technology-enabled customers

SEO and Web Traffic



Increase Sales Conversions



Social Video Monetisation



Key Customer Results

Video Commerce

- 9% average clickthrough rates driving more sales (industry average 1-5%)
- 2x better on-page conversion rate with shoppable video
- 50% reduction in Customer Acquisition Costs from Pay Per Click advertising

SEO, advertising and Web Traffic

- 50-500% uplift in web traffic to video pages
- Extra ad units (up to 5x per video) by splitting into Key Video Moments
- Potential to drive deals on publisher websites

Social Video

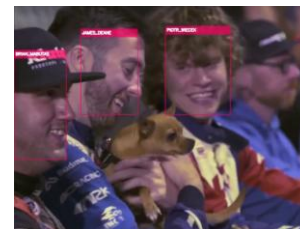
- Generating 25% additional revenues for core CSP clients using Key Video Moments for Shorts and re-mixed videos
- Millions of additional views without creating new content

Training and Digital Marketing

- Speeding up technician training times
- Approximately 15% improvements in local search rankings for digital marketing performance in ALD territories using SEEN training videos

Jetstream – Our AI backbone; efficiency and flexibility for video AI models

- JetStream core analyses 20+ different models to analyse every frame
 - Discriminative AI – Logos, Objects, NLP, emotions
 - Predictive AI – Key video moments
- Solves video processing problems through a scalable pipeline controlled by a Directed Acyclic Graph, runs in parallel
- Key benefits for scalable deployment
 - Pipeline can be flexed easily depending on use case
 - Reduced GPU and CPU run times, saves costs
 - Works with internal and external services – API integration with eg ChatGPT, Google
 - MLFlow integration – Tool for developing models based on feedback and automatically pulls in best model into JetStream
 - Kubernetes based – can be deployed to the cloud or racked servers



CreatorSuite 2.0 – Delivering Key Video Moments and Video Commerce

Video/Moment View



Sam Beard Screamer Opens the...
Weston Super Mare equaliser for the...
Yasar Kasim Slams home for the...



Shoppable Video

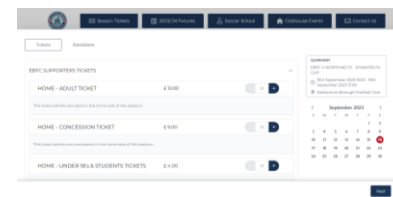
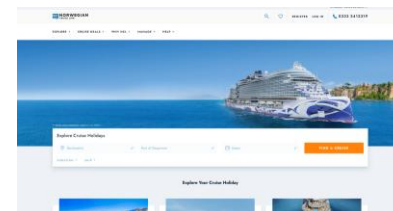
Shoppable Video Prompt



End Card



Purchase / Subscribe



Convert Your Viewer Into a Directed Action at the Optimal Moment

Ease of Deployment

Input

Raw Video File
Eg mp4, MOV, WMV



Provide url

Enhance

Buy The Shirt Today!

Create Clickable CTAs



Design End Cards



Curate Key Video Moments



Deploy

Embed Code



Videos and Moments

Individual Moments

Playlists

Video Microsite

GraphQL API for Enhanced Integration



Financial Plan Since 2019

Launch 2019-2020

- Two operating subsidiaries
- Technology business with core IP but no product sales
- CSP (Creator Service Partner) business with 3,000 channels and revenues, but loss making

2021-2022

- Products developed – JetStream and CreatorSuite
- Focus on turning CSP profitable

2023-2024

- Grown to 40 technology customers and implementations
- CSP now profitable
- Cross-selling between Technology and CSP
- Launch training and skills focused Key Video Moments

2025 Onwards

- Focus on accelerating tech sales using case studies
- Grow CSP business, focusing on publishers, sports, creators who want SEEEN tech
- Expand customer base for skills and exploit cross-selling opportunities