

# **AGORA BRANDS GROUP**

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HOW AI INTERACTIVE AVATARS WILL CHANGE  
THE FUTURE OF CUSTOMER INTERACTION



Agora Brands Group, Inc.

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# Company Leadership

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**Chris and  
Leisha Mitic**

Founders

Founded Agora Brands Group and engaged in deep dive research and development regarding artificial intelligence and graphics technologies, language and speech technologies, NLP and avatar platforms, front-ends and back-ends

**Stuart Rogers**

Chief Executive

A leader in financial services, wealth management, artificial intelligence and technology with extensive corporate, international and start-up experience

**John Osland**

Chairman of the Board

Prior to role as CEO and Chairman of Gravity Investments, John led several proprietary, private equity backed technology companies



# What problems are we solving?

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- Many of the world's economies have shifted from manufacturing-centric to service-centric.
- In the growing service economy there is rising demand for well-trained, educated, engaging and personable front-line staff. These employees work in customer service positions as well as service and support roles in the eldercare, healthcare, travel and hospitality sectors.
- To fill these critical front-line positions, companies increasingly will turn to digital avatar solutions to address a shortage of qualified staff. Avatars will be in the forefront of delivering a satisfying customer service experience in the decades to come.
- At Agora Brands Group an avatar is technology that looks like a person, moves like a person, speaks with you, listens to you, sees what you are doing, understands what you are saying and offers help and advice within a client interaction scenario. Agora Brands Group is The Face of Technology.



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## Opportunities for Avatars: A Substantial Number of Industries and Use Cases

### Industry opportunities:

- **Kiosks**, ATMs, tablets and smartphones
  - o **Fast food and casual dining**
  - o HR resource
  - o Financial services and banking
  - o Hospitality, travel and tourism
  - o **Celebrity**
  - o Deathcare (Virtual Afterlife)
  - o Realtors and real estate
  - o Healthcare institution
  - o Educational institutions
  - o Eldercare

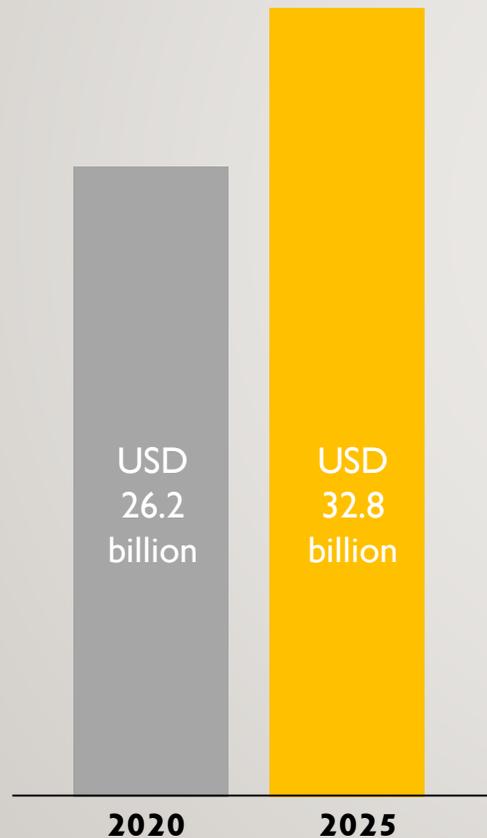
*Opportunities in **Green** represent the initial target markets*



[Watch Short Demo Video Here](#)



# Growth Potential in the Interactive Kiosk Market



Source: Markets and Markets 2020

CAGR

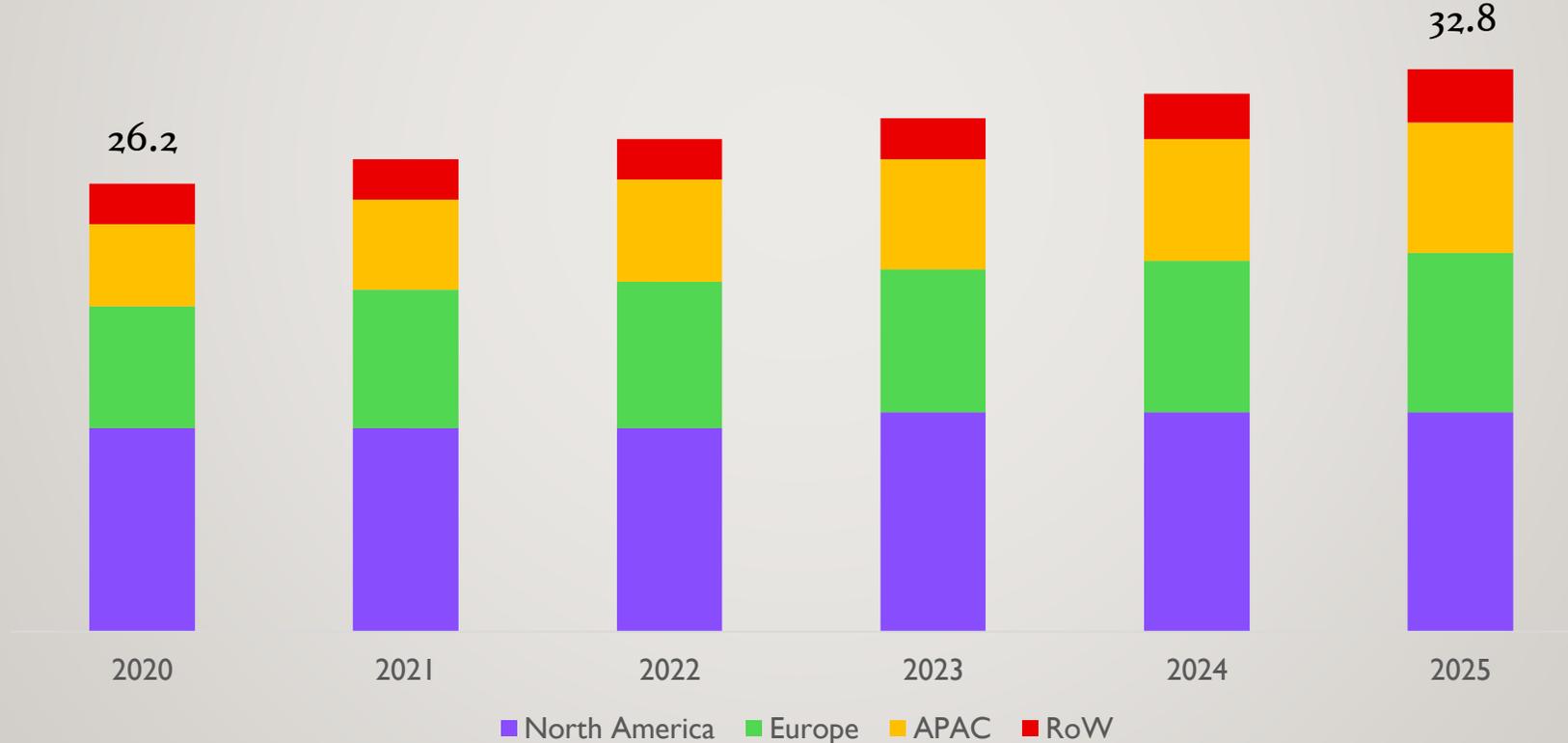
**4.6%**

- The interactive kiosk market is expected to be worth USD 32.8 billion by 2025 – growing at a CAGR of 4.6% during 2020-2025
- The enhanced shopping experience for customers proved to be a major factor driving the demand for interactive kiosks in different verticals
- The demand for kiosks for the retail application is increasing as kiosks provide information and advertising to shoppers without actually entering the retail stores
- North America is the leading market for the interactive kiosk owing to the increasing demand for the self-service and vending kiosks at retail stores and airports



# Interactive Kiosk Market: A Global Opportunity

Interactive Kiosk Market by Region (USD Billions)



Source: Markets and Markets 2020



# Interactive Kiosk Market: Growth Across Industries



# Interactive Kiosk Market: Lacking Dominant Players

## Market Concentration



**Consolidated**- Market dominated by 1-5 major players

← **Kiosk Market**

**Fragmented**- Highly competitive market without dominant players

“The Kiosk Market was valued at \$19.06 billion in 2019 and is expected to reach \$39.22 billion by 2025, at a CAGR of 12.78% over the forecast period 2020 - 2025. Kiosk systems are increasingly being employed across many industries to streamline processes and provide better operational flexibility. Major players across various industries are increasingly investing in kiosks, as technological advancements and the integration of more advanced software is allowing for a more interactive and intuitive experience for consumers, which is set to boost the adoption of kiosks across the globe.”

**Source: PAYMNTS and Mordor Intelligence**



# Technology Infrastructure

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- Flexible, customizable front-end
- Robust back-end
- Facial and Voice recognition
- Motion detection
- Customizable Level of Detail (LOD)  
from low to high
- Multi-lingual operation
- Natural Language Processing (NLP)
- Advanced smart analytics
- Cost-efficient and effective deployment
- Multi-platform deployment
- Ability to rapidly scale up

“Digital humans are not only the next frontier of content creation, but also the most complex endeavor in computer graphics.”

Epic Games CEO Tim Sweeney on March 12, 2020.



# Target Market Potential



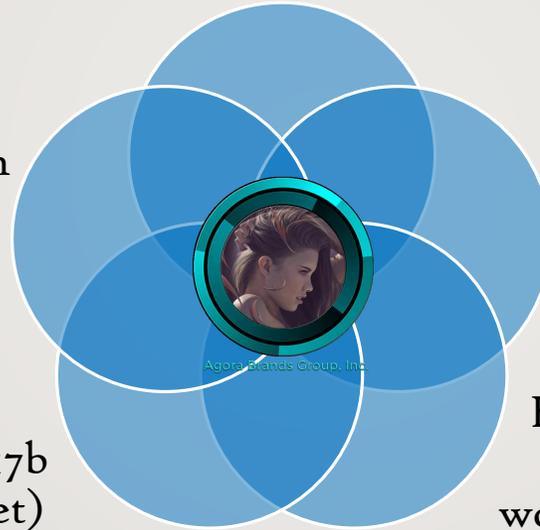
Interactive kiosks (\$26b, 4.6% growth)

Real Estate Realtor (\$200b total annual sales; 5m realtors worldwide and 2m US realtors with 5.5m home sales)

Deathcare (\$17b overall market)

Celebrity (\$6.5b new market)

Hospitality (\$147b overall market; 187,000 hotels worldwide with 17.5m rooms and 54,000 US hotels with 5m rooms)



# A Vision of Kiosk Interaction

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[See Agora's Vision in a Unique Interactive Video Experience Here](#)



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# FUNDING AND USE OF FUNDS

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- \$2 million of seed funding is sought during 2020 Q3
- A traditional capital raise will take place in late 2021
- The funding is to be used for new market entry into a) interactive kiosk industry and b) celebrity market
- Developing industry-specific prototypes to assist the market entry and sales efforts
- Advancing the Company's intellectual property protection initiatives
- Securing new and monetizing existing third-party technology partnerships
- Growing sales revenue by investing in capacity and expanding territorial focus

