



# INVESTOR PRESENTATION

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## 投资者报告

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February 15, 2022 / 2022年2月15日

Vijai Karthigesu, CEO / 首席执行官

[www.swarmio.media](http://www.swarmio.media)

CSE:SWRM

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This Presentation contains statements and information that, to the extent that they are not historical fact, may constitute “forward-looking information” within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives or economic performance, or the assumption underlying any of the foregoing. Forward-looking information in this presentation includes statements about the objectives and business plans of Swarmio Media Holdings Inc. (the “Company”); the potential benefits to customers and users of the Company’s platform; potential market size or market opportunities; future revenue streams and billing models; deals in the Company’s pipeline and whether those transactions will be signed or benefit the Company; and the Company’s ability to scale. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking statement speaks only as of the date of this presentation. New factors emerge from time to time, and it is not possible for the Company’s management to predict all of such factors and to assess in advance the impact of each such factor on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The Company does not undertake any obligation to update any forward-looking information to reflect information, events, results, circumstances or otherwise after the date hereof or to reflect the occurrence of unanticipated events, except as required by law including securities laws. For a more detailed discussion of the risk factors associated with the Company’s business please see the “Risk Factors” listed in the Company’s prospectus dated November 10, 2021 available at [www.SEDAR.com](http://www.SEDAR.com).

## INVESTMENT HIGHLIGHTS / 投资亮点

# 1

### Massive Industry Tailwinds 巨大行业趋势

Video gaming is the largest entertainment market in the world with \$200+ billion global revenue and 3+ billion players worldwide. Globally, telcos are struggling to increase revenue and they need to get into gaming to monetize millennials and digital natives.

视频游戏是世界上最大的娱乐市场，全球收入超过\$2000亿，全球玩家超过30亿。在全球范围内，电信公司正在努力增加收入，他们需要进入游戏领域，以通过千禧一代和数字原住民获利。

# 2

### 250 Million Telco Users 2.5亿 电信公司用户

With our current sales pipeline, we expect to reach a captive audience of up to 250 million telco users in 2022. Strategic focus on the regions with enormous growth opportunity: Middle East, Asia, Africa and Latam.

凭借我们目前的销售渠道，我们预计将在2022年有多达2.5亿电信用户的忠实观众。战略重点是具有巨大增长机会的地区：中东、亚洲、非洲和拉美。

# 3

### Unique Solution 独特解决方案

A unique solution with our patented Latency- optimized Edge Computing (LEC) technology and our proprietary gamer engagement and monetization technologies.

通过我们的专利延迟优化边缘计算（LEC）技术和我们专有的游戏玩家参与和变现技术，提供独特的解决方案。

# 4

### Multiple Revenue Streams 多种收入来源

Vertically integrated platform with multiple diversified revenue streams. Well positioned to benefit from other sectors such as IOT, 5G, Crypto, Drones and Autonomous Vehicles.

具有多种收入来源的垂直整合平台。准备好从其他领域获得收益，比如物联网、5G、加密货币、无人机和自动驾驶汽车。





## WHAT IS SWARMIO? 什么是SWARMIO ?

- We enable telecom operators to take a piece of the booming \$200B Gaming Market. / 我们使电信运营商能够从蓬勃发展的\$2000亿的游戏市场中分一杯羹。
- We provide a unique turn-key gaming platform that allows telcos to offer a new gaming service to their existing subscribers and increase ARPU. / 我们提供一个独特的交钥匙游戏平台，使电信公司能向现有用户提供新的游戏服务，并提高每用户平均收入(ARPU)。
- We bring the gamers, telcos and game publishers together to create a frictionless value stream and help game publishers engage & monetize our established telcos' user-base. / 我们将游戏玩家、电信公司和游戏发行商聚集在一起，创造无缝价值流，并帮助游戏发行商参与并利用我们已建立的电信公司用户群变现。

# PROBLEMS WE ARE SOLVING

## 我们正在解决的问题

- Telcos' revenues are stagnating and profits are declining while capex & opex are increasing. / 电信公司的收入停滞不前，利润下降，而资本支出和运营成本却在上升。
- OTT (Over-the-Top) players (i.e. Netflix, Apple, Google) are taking away Telcos' profits. / OTT（基于开放互联网的视频服务）玩家（即奈飞、苹果、谷歌）正在抢夺电信公司的利润。
- Telcos are struggling to reach and monetize the millennial and digital native generation. / 电信公司正在努力接触千禧一代和数字原住民一代，并从中盈利。

- Lag is a huge issue for gamers. Gamers are frustrated with network latency and quality. / 对于游戏玩家来说，延迟是一个巨大的问题。游戏玩家对网络延迟和质量感到失望。
- Lack of grassroots level community engagement and support to nurture a healthy ecosystem. / 缺乏基层社区参与和支持来培育健康的生态系统。
- Lack of access to simplified payment methods. / 缺少简单的支付方式。



- Struggling to reach, engage and monetize the gamers in Latin America, Asia, Africa and the Middle East. / 在拉丁美洲、亚洲、非洲和中东地区的游戏玩家的接触、参与和变现方面遇到困难。
- Facing scalability issue due to lack of distributed global infrastructure (Edge Cloud & Network). / 由于缺乏分布式全球基础设施（边缘云和网络），面临着可扩展性问题。

OUR SOLUTION  
我们的解决方案



A vertically integrated gamer engagement and monetization platform  
一个垂直整合的游戏玩家参与和变现平台

# EMBER: A GLOBAL GAMING COMMUNITY ECOSYSTEM

## EMBER: 全球游戏社区生态系统



### HUB

**Ember HUB** is a gaming and esports engagement platform that offers esports tournaments, challenges, interactive point system, leaderboards, and exclusive content for the most popular esports and multiplayer games.

**Ember HUB**是一个游戏和电竞参与平台，为最受欢迎的电竞和多人游戏提供电竞赛事、挑战、互动积分系统、排行榜和独家内容。



### STORE

**Ember STORE** is an online e-commerce store for the gaming community. Gamers get a simplified and streamlined buying experience.

**Ember STORE**是一个面向游戏社区的在线电子商务商店。游戏玩家可以享受简化和流畅的购买体验。



### PAY

**Ember PAY** is a gamer's digital/mobile wallet platform. It integrates telco DCB (Direct Carrier Billing), mobile wallets, local payment gateways, credit card processing and other regional & local payment gateways.

**Ember PAY**是一个游戏玩家的数字/移动钱包平台，集成了电信DCB（直接运营商计费）、移动钱包、本地支付网关、信用卡处理以及其他区域和本地支付网关。



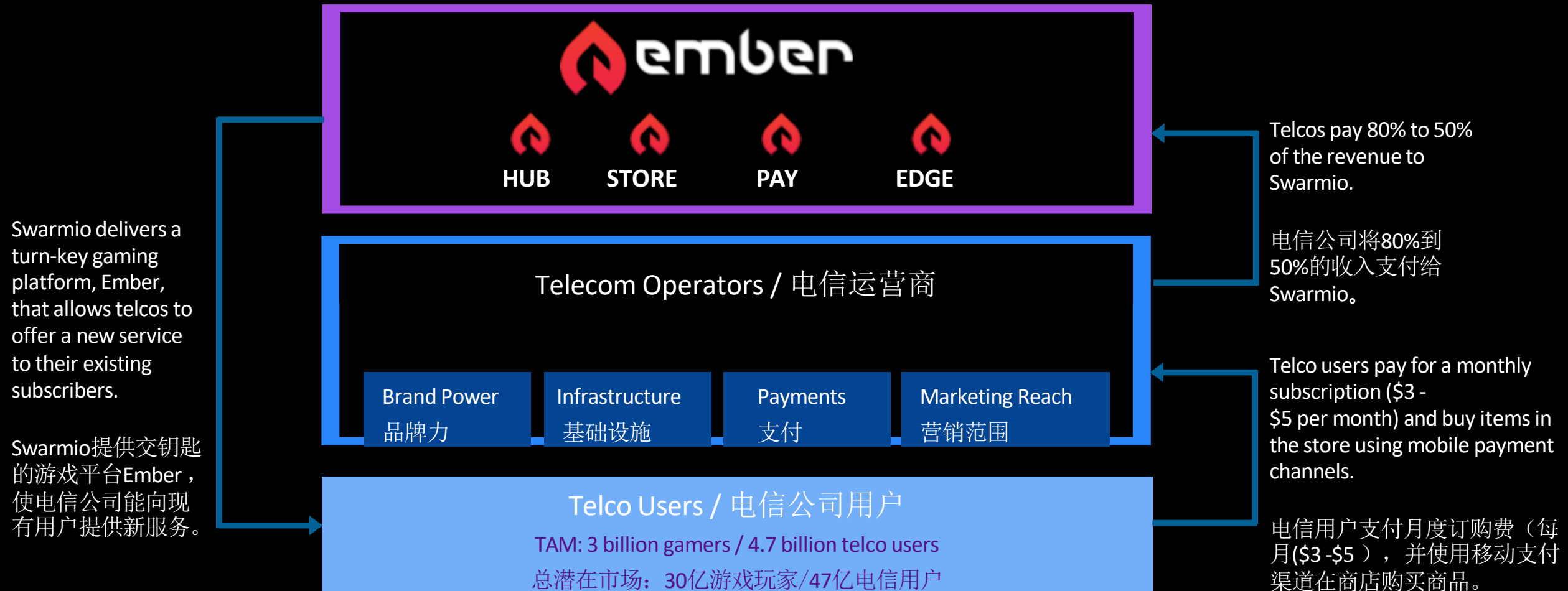
### EDGE

**Ember EDGE** is a low latency edge computing solution. It uses our patented Latency- optimized Edge Computing (LEC) technology. It offers a faster and more responsive services closer to the gamers.

**Ember EDGE**是一个低延迟的边缘计算解决方案，使用我们的专利延迟优化边缘计算(LEC)技术，提供更接近游戏玩家的更快、更灵敏的服务。

# BUSINESS MODEL

## 商业模式





# MULTIPLE REVENUE STREAMS

## 多种收入来源

### Ember Store:

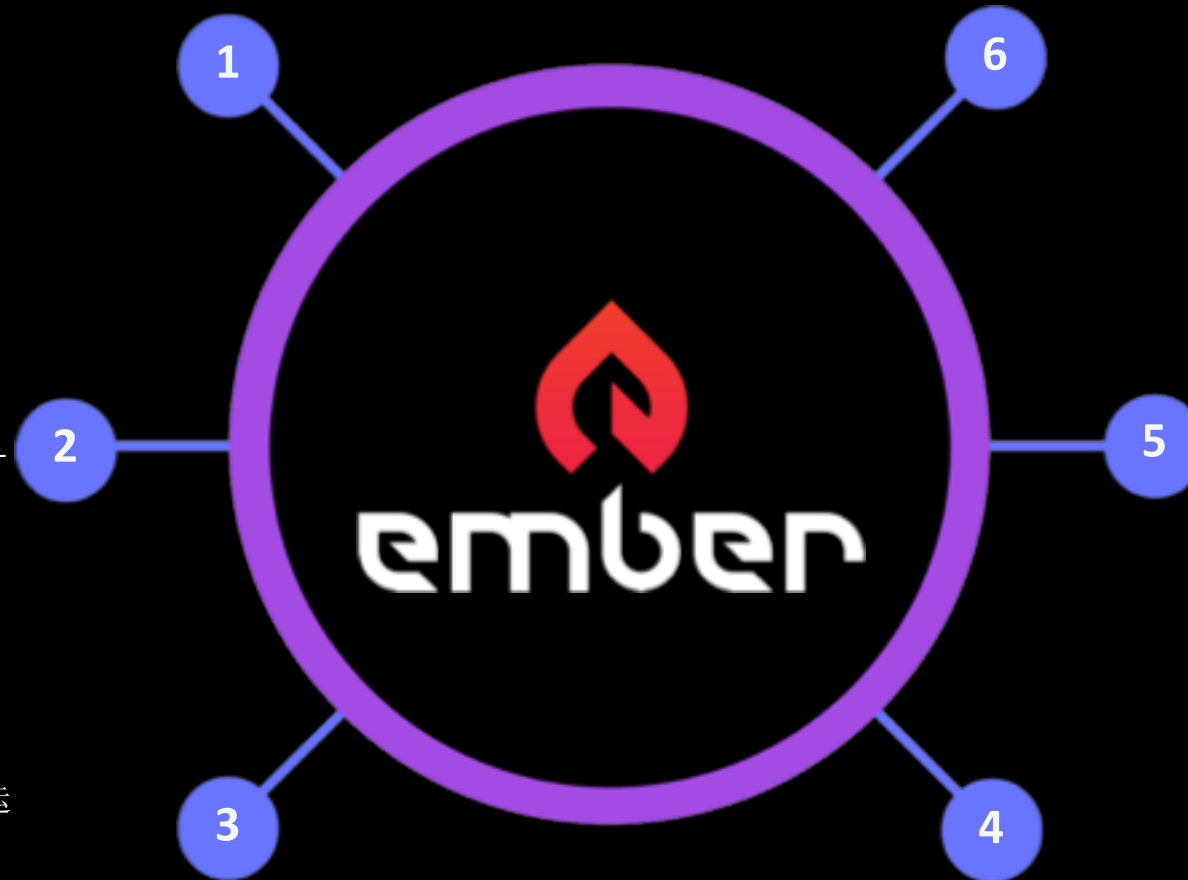
- Direct partnership with game publishers / 与游戏发行商直接合作
- Share the profit with the telco. We keep 50% - 80%. / 与电信公司分享收益。我们保留50%-80%。

### Ember Hub Membership: / Ember Hub Membership会员 :

- Recurring Revenue / 经常性收入
- \$3 - \$5 per user per month / 每个用户每月\$3 - \$5
- Share the revenue with the telco. We keep 50% - 80% / 与电信公司分享收入。我们保留50%-80%

### Ember Pay:

- Regional mobile billing services: DCB, ewallets, local PSPs / 区域移动计费服务: DCB (直接运营商计费)、电子钱包、本地PSP
- Enable publishers, developers and partners to monetize telco users / 使发行商、开发商和合作伙伴能够从电信用户身上赚钱
- 3% - 5% of all transactions for Swarmio / 占Swarmio所有交易的3% - 5%



### Beyond Gaming: / 游戏之外:

- Metaverse, 5G, IOT, Drones, Self Driving Cars, etc. / 元宇宙、5G、物联网、无人机、自动驾驶汽车等
- Enable monetization of telco users / 从电信用户身上实现变现
- Provide low latency hosting / 提供低延迟主机
- Enable efficient user acquisition via telcos' marketing channels / 通过电信公司的营销渠道，实现高效的获取用户

### Future Ember Apps: / 未来的 Ember应用程序:

- Develop / Acquire more gaming ecosystem applications to monetize telco users / 开发/收购更多游戏生态系统应用程序以通过电信用户获利
- Ember TV, VPN, Arcade, etc. / Ember TV, VPN, Arcade等

### Ember Edge:

- Monthly recurring revenue / 每月经常性收入
- Low latency edge cloud hosting for game developers and publishers / 为游戏开发商和发行商提供低延迟边缘云托管服务
- Revenue share model with telcos / 与电信公司的收入分成模式

## 3-STEP GROWTH STRATEGY / 三步增长战略

Well positioned for capturing and monetizing massive telco user base / 准备好获取庞大的电信用户群并实现变现

### STEP 01 / 第1步



#### Sign up Telcos / 与电信公司签约

- Aggressive sales plan to target the telcos in Latin America, Asia, Africa and the Middle East. / 针对拉丁美洲、亚洲、非洲和中东地区的电信公司制定积极的销售计划。
- Establish Ember Hub, Store, Pay and Edge within the telco's region. / 在电信公司所在地区建立Ember Hub、Store、Pay 和Edge。

2021

### STEP 02 / 第2步

#### Capture the Gamers / 获取游戏玩家

- Engage and gamify the gamers. / 吸引游戏玩家并使之融入游戏。
- Use telcos' brand power and frictionless marketing channels to get the gamers to sign up for the platform. / 利用电信公司的品牌力量 and 无缝营销渠道，让游戏玩家来平台注册。

2022

### STEP 03 / 第3步



#### Monetize / 变现

- Enable gamers to buy in-game items in the Ember Store using mobile payments. / 让玩家在Ember商店使用移动支付购买游戏中的物品。
- Convert the registered users into premium subscribers. / 将注册用户转化为高级订阅用户。

2022/2023

# STRONG SALES PIPELINE AND ENORMOUS GROWTH OPPORTUNITY

## 强大的销售渠道和巨大的增长机会

TELCOS ARE ADOPTING OUR SOLUTION  
电信公司正在采用我们的解决方案

**250M Telco Users**  
**2.5亿电信用户**

Telcos are continuing to adopting our solution. With our current sales pipeline and signed contracts, we expect to sign telcos with an aggregate total of 250M captive user base in 2022.

电信公司将继续采用我们的解决方案。凭借我们目前的销售渠道和已签署的合同，我们预计在2022年与有着总计2.5亿用户群的电信公司签约。



**2.19B Gamers**  
**21.9亿游戏玩家**

We are targeting the regions where the 2/3's of the world's gamers live: Latin America, Asia, Africa and the Middle East. / 我们的目标是世界上2/3的游戏玩家居住的地区：拉美、亚洲、非洲和中东。



**70% Young People**  
**70%年轻人**

Our initial target regions have a 70% younger population (compared to 46% in North America) with very low credit card penetration. Huge opportunity to monetize them with telcos' billing channels. / 我们最初的目标地区有70%的年轻人（相比而言，北美为46%），信用卡普及率非常低。利用电信公司的计费渠道抓住巨大盈利机会。

## PUBLICLY TRADED COMPS

### 上市公司



NYSE: SE  
Market Cap: \$87B USD  
市值: 870亿美元  
[www.sea.com](http://www.sea.com)

Sea engages in the digital entertainment, e-commerce, and digital financial service businesses in Asia, Latin America, and internationally. It provides a digital entertainment platform for users to access mobile and PC online games, as well as eSports operations; and access to other entertainment content, such as livestreaming of gameplay and social features, such as user chat and online forums.

Sea在亚洲、拉美和全球从事数字娱乐、电子商务和数字金融服务业务，提供了一个数字娱乐平台，供用户访问移动端和PC端在线游戏以及电子竞技，并让用户访问其他娱乐内容，比如游戏直播以及用户聊天和在线论坛等社交功能。



NASDAQ: AKAM  
Market Cap: \$18B USD  
市值: 180亿美元  
[www.akamai.com](http://www.akamai.com)

Akamai provides cloud services for securing, delivering, and optimizing content and business applications over the internet in the United States and internationally. It also provides edge compute solutions to enable developers to deploy and distribute code at the edge.

Akamai在美国和全球提供云服务，以保护、分发和优化互联网上的内容和业务应用，还提供边缘计算解决方案，使开发者人员能在边缘部署和分发代码。



NYSE: FSLY  
Market Cap: \$3B USD  
市值: 30亿美元  
[www.fastly.com](http://www.fastly.com)

Fastly operates an edge cloud platform for processing, serving, and securing its customers' applications in the United States, the Asia Pacific, Europe, and internationally. The edge cloud is a category of Infrastructure as a Service (IaaS) that enables developers to build, secure, and deliver digital experiences at the edge of the internet.

Fastly运营着一个边缘云平台，用于处理、服务和保护在美国、亚太、欧洲和国际上的客户的应用程序。边缘云是基础设施即服务（IaaS）的一个类别，使开发者能够在互联网边缘建立、保护和交付数字体验。



NYSE: SKLZ  
Market Cap: \$1.7B USD  
市值: 17亿美元  
[www.skillz.com](http://www.skillz.com)

Skillz operates as a technology company that enables game developers to monetize their content through fun and fair multi-player competition. The company primarily develops and supports a proprietary online-hosted technology platform that enables independent game developers to host tournaments and provide competitive gaming activity to end-users worldwide.

Skillz是一家科技公司，使游戏开发者能够通过有趣和公平的多玩家竞技从他们的内容中获利。该公司主要开发和支持一个专有的在线托管技术平台，使独立的游戏开发商能举办锦标赛并向全球最终用户提供竞技游戏活动。

# MANAGEMENT TEAM

## 管理团队



**Vijai Karthigesu**  
CEO  
首席执行官

Vijai is a serial entrepreneur, innovator, and a thought leader in the fields of telecom networking and decentralized computing technologies with 20+ years of industry experience.

Vijai是一位连续创业者、创新者，是电信网络和分散计算技术领域的思想领袖，拥有20多年的行业经验。



**Sorin Stoian**  
CTO  
首席技术官

Sorin is a creative and results-driven IT architect with 20+ years of experience in IT infrastructure, Cloud, software defined technologies, agile software development, and IT security.

Sorin是一位富有创造力和以结果为导向的IT架构师，在IT基础设施、云、软件定义技术、敏捷软件开发和IT安全方面有20多年的经验。



**Kyle Appleby**  
CFO  
首席财务官

Kyle has been the CFO for numerous companies, listed in Canada, US and London and has extensive experience in financial reporting, IPOs, fund raising, and corporate governance.

Kyle 曾担任多家在加拿大、美国和伦敦上市的公司的首席财务官，在财务报告、首次公开募股、筹资和公司治理方面拥有丰富的经验。



**Jonathan Visva**  
CAO  
首席艺术官

Jonathan has more than 25 years accounting experience working in Canada and the US. His experience covers multiple business verticals in companies ranging from start-ups to enterprises.

Jonathan在加拿大和美国有超过25年的会计工作经验，涵盖了从初创公司到企业的多个业务垂直领域。



**Tesh Kapadia** EVP,  
Sales  
销售执行副总裁

Tesh is an accomplished telecom sales executive with more than 25 years of proven sales experience across the globe. He is also a frequent speaker in telecom industry forums.

Tesh是一位成功的电信销售主管，在全球拥有超过25年的成熟销售经验，还经常在电信行业论坛上演讲。



**John Smith** EVP,  
People  
人事执行副总裁

John is an accomplished executive with more than 35 years of proven business strategy and sales management experience across multiple geographies.

John是一位成功的高管，在多个地区拥有超过35年的成熟业务战略和销售管理经验。



**Aseef Khan** VP,  
Gaming  
游戏副总裁

Aseef has grown and advised multiple companies within the FinTech, MarTech, Entertainment and Video Gaming industries. He is passionate about new technologies and video games.

Aseef为金融科技、营销技术、娱乐和视频游戏行业内的多家公司提供了成长服务和咨询服务，对新技术和视频游戏充满热情。



**Vinicius Esteves** SVP,  
Monetization  
创收高级副总裁

Vinicius is an industry expert in mobile payment, direct carrier billing and mobile marketing. He has 20+ years of mobile payment industry experience across the globe.

Vinicius是移动支付、运营商直接计费和移动营销方面的行业专家，在全球范围内拥有20多年的移动支付行业经验。



# BOARD OF DIRECTORS & ADVISORS

## 董事会和顾问



**Vijai Karthigesu**  
CEO, Director  
首席执行官，董事

Vijai is a serial entrepreneur, innovator, and a thought leader in the fields of telecom networking and decentralized computing technologies with 20+ years of industry experience.

Vijai是一位连续创业者、创新者，是电信网络和分散计算技术领域的思想领袖，拥有20多年的行业经验。



**Larry D. Taylor**  
Board Chair  
董事会主席

Larry is an experienced Board Chair for several publicly traded and private companies. Larry is also an experienced former CEO with a strong track record. As a former Managing Partner at Ernst & Young, Larry also has extensive management consulting experience.

Larry是一位经验丰富的董事会主席，曾在多家上市公司和私人公司任职，也是一位经验丰富的首席执行官，有着良好的成功履历，作为安永会计师事务所的前管理合伙人，还拥有丰富的管理咨询经验。



**Andrew Ray**  
Director 董事

Andrew is vice president of investment at Nova Scotia Innovation Corporation, where he oversees the organization's venture capital activities, and serves as managing director of the Nova Scotia First Fund.

Andrew是Nova Scotia Innovation Corporation的投资副总裁，负责该公司的风险投资活动，并担任Nova Scotia First Fund的总经理。



**David Sharma**  
Director 董事

David is a global leader with more than two decades of executive and board experience. As a former telecom executive, David supported a multi-billion dollar P&L for the digital transformation of multinational, telecom, cloud and content companies.

David是一位拥有超过20年高管和董事会经验的全球领导者，作为一名前电信高管，为跨国公司、电信、云和内容公司的数字化转型提供带来数十亿资金损益的服务。



**Malcolm Smith**  
Advisor 顾问

Malcolm Smith is CEO of West Harbour Capital. Malcolm has over 20 years of experience in capital markets on both the sell-side and buy-side. Prior to founding West Harbour Capital, he was the CFO, CCO and a financial analyst at EdgeHill Partners.

Malcolm Smith是West Harbour Capital的首席执行官，在资本市场的买方和卖方都有超过20年的经验，在创立West Harbour Capital之前，曾在EdgeHill Partners担任首席财务官、首席运营官和财务分析师。



**Yoganathan Ratheesan**  
Advisor 顾问

Ratheesan is one of the three co-founders of Lebara. Founded in 2001, Lebara is a privately held, award-winning telecoms business, offering products and services in communications, entertainment and financial services.

Ratheesan是Lebara的三位共同创始人之一。Lebara成立于2001年，是一家屡获殊荣的私营电信企业，提供通信、娱乐和金融服务方面的产品和服务。

# CAP STRUCTURE

## 股本结构

As of November 15, 2021  
截至2021年11月15日

Share price (at RTO financing) 股价(在反向收购上市融资时)	\$0.35
Market cap 市值	\$34,246,407
Fully diluted market cap 完全摊薄后的市值	\$42,031,548
Net cash / 净现金	\$6,331,000
Enterprise value / 企业价值	\$31,724,622

Shares outstanding 已发行股票	97,846,878
Options / 期权(\$0.23 - \$0.40)	18,737,383
Warrants / 认股权证 (\$0.17 - \$0.58)	3,505,877
Fully diluted / 完全摊薄后股数	120,090,138
Insider ownership / 内部人士持股	34.18%



THANK YOU

谢谢

**Investor Relations:**

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