centili

The Media Platform as a Service™ for the Next Generation of Mobile

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- Assumptions that could cause actual results to vary materially from future results include, but are not limited to: i) the Company's ability to obtain sufficient financing; ii) the Company's ability to successfully market our products to current and new customers; iii) the Company's ability to generate customer demand for our products in our target markets; iv) the development of the Company's target markets and market opportunities; v) the Company's ability to maintain competitive technology; vi) market pricing for the Company's products and for competing products; vii) the extent of increasing competition; viii) market developments in the Company's target markets and the development of alternate, competing products in them
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From a Trusted Payments Platform, a Global Media Network

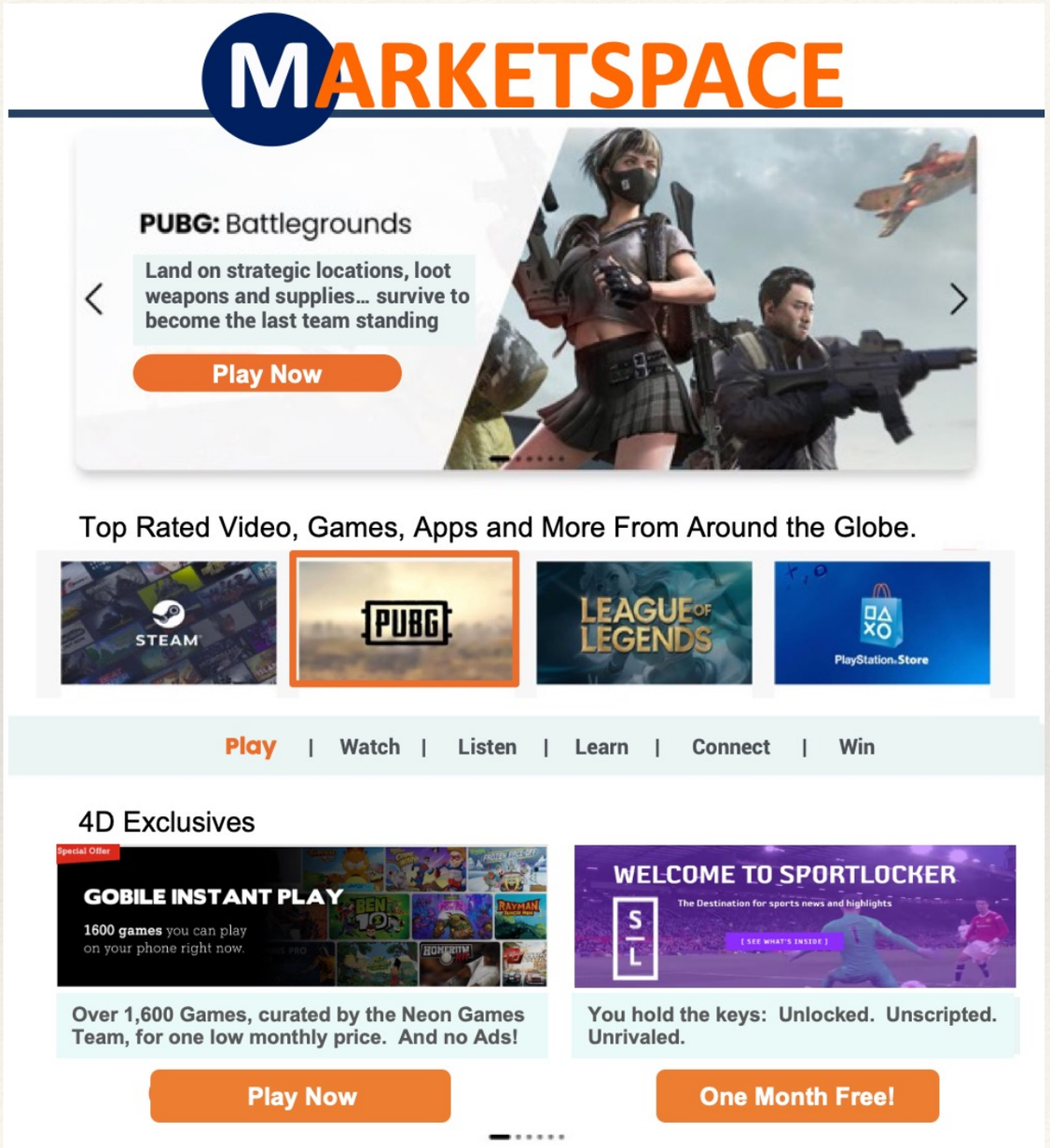
In Summer 2024, a team of Media and Technology Investor-Operators acquired the assets of Centili, which invested 10 years developing and integrating proprietary payments technology into global Telco networks. Today, Centili's 200+ carrier deals reach 4B mobile users in 83 countries. Leveraging that foundation, newco Centili Group's **Media Platform as a Service**™ is now winning the most coveted contracts in the Industry.

Content Licensors

Content & Revenue →

- Gaming
- e-Learning
- e-Publishing
- Music
- Mobile comm.
- Ticketing
- Sports
- Streaming/VOD

Centili Platform



Enterprise Partners

← Customers & Revenue

Walmart
sodexo
stc
A1
Personal
zain

centili

Unrivaled Platform Capability

The **MPaaS™ app store and entertainment network in one** is a new global platform for content distribution, built on payments technology perfected for the Telco ecosystem over ten years of operation and evolution.

Core MPaaS™ components:

Mobile App & Game Storefront

plus

Video/Audio Streaming, Downloads

plus

Content Sales on the Blockchain

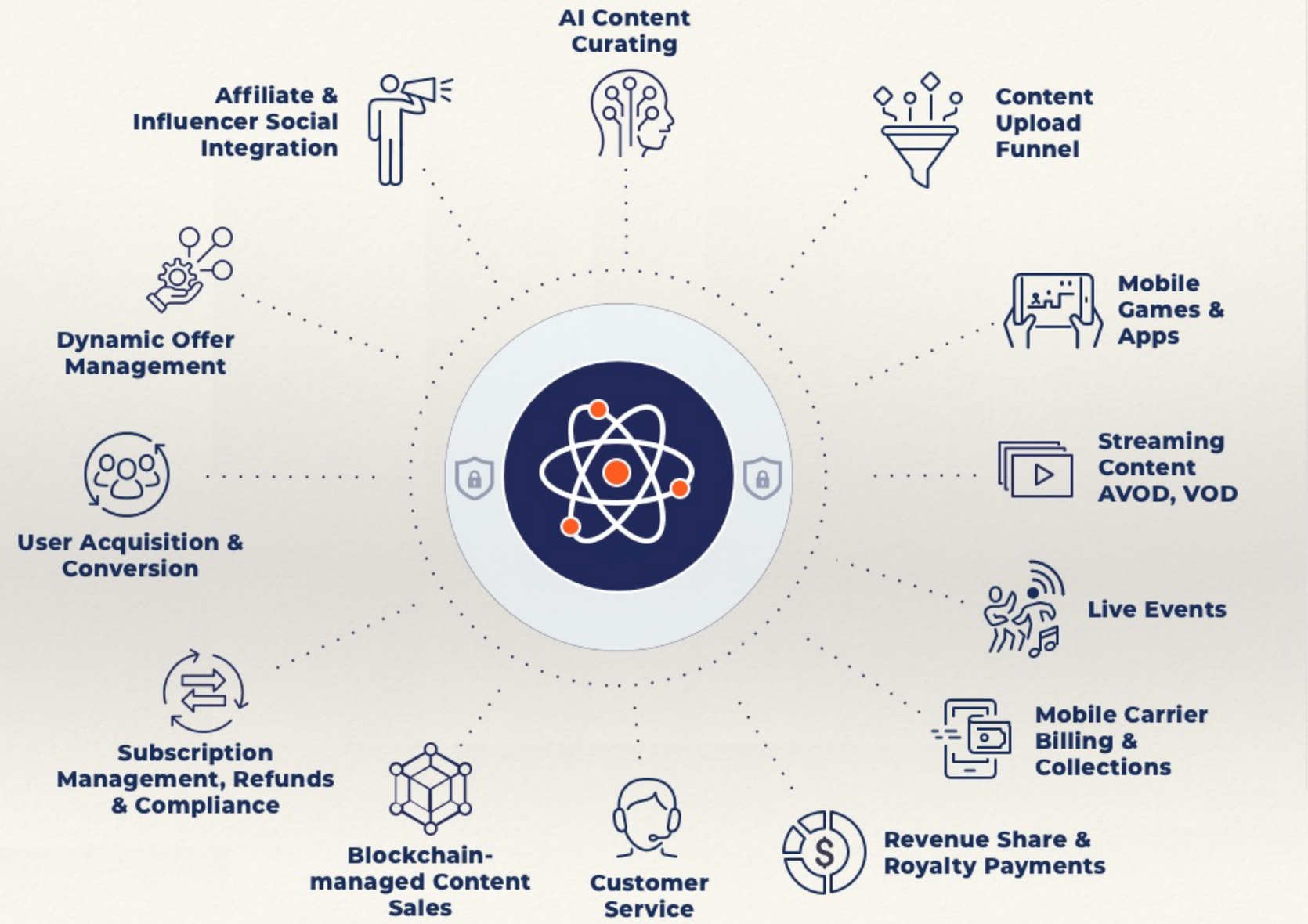
plus

Seamless Content Upload Funnel

plus

Global Telco Payments Platform

Combined, these create a platform that stands apart. There is nothing in the market even close to compete with.



centili

Executive Summary

Enterprises and Telcos worldwide onboard MPaaS™, our Media Platform as a Service, to offer their customers and employees mobile apps, video games, streaming video and more - transforming the global distribution landscape and materially expanding revenues for content owners and partners.

- Proprietary, end-to-end managed platform provides an alternate “app store”. Now integrating a fully built streaming platform on Blockchain, to deliver ad supported, on demand and subscription video/ audio streaming and downloads, including a content funnel for seamless upload by content owners.

- **Combines App Store + Youtube + Prime Video into one unrivaled, global distribution platform.**

- Premium licensed content offered a la carte, e.g. **Netflix**, **Spotify**, **HBO**, **PUBG**, **Fortnite**. Company-owned content offered on a subscription basis. Partners launching branded streaming channels.

- Leverages Company’s legacy payments infrastructure integrated with 200+ mobile carriers globally that enables 4B mobile users to pay for any product or service using their cellphone bill.

- **Sodexo** in six LATAM markets and **Walmart Mexico** are initial, signed enterprise customers. **A1**, **Personal** and **Almadar** are initial, signed MNO customers. **Saudi Telecom** is pipeline MNO Partner.

- ~$2.3 million 2024 Revenue. Scaling to $42.8 million Revenue, $5.6 million EBITDA projected for FY2025.

- **Capital**: 2024 - Partners funded $1.5M. 2025 - Raising $10M-$15M to scale. Pipeline acquisition of $56M Revenue content company can be financed with $40M. Projecting $135M Rev/$13M EBITDA combined.

Capitalizing on Key Macro Trends

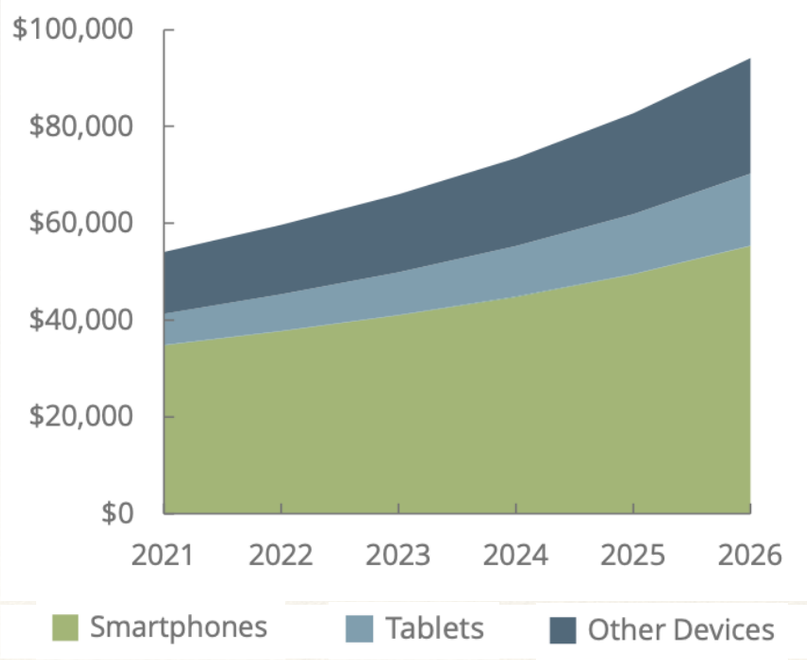
Mobile Carriers need new platforms to expand Revenues from content.

Carriers have invested over $750B in 5G to bring the best content to Mobile, yet they capture the smallest share of content revenues.

Meanwhile, Web and content consumption is moving rapidly to Mobile, soon to exceed 70%.

Content Spend via Carrier Payments 2021-2026

Figure & Table 2.1: Total End-user Carrier Billing Spend ($m) Split by 4 Key Device Types, 2021-2026



Content Owners have pent-up demand for more value-added distribution channels.

The legacy system that forced all apps and games through one heavily cluttered, high cost "app store" for either device has been the biggest pain point in Digital - and that system is finally, essentially, over.

Apple Will Allow Users To Delete Its Most Valuable App, The App Store

https://www.forbes.com/sites/johnkoetsier/2024/08/22/apple-will-allow-users-to-delete-its-most-valuable-app-the-app-store/

Epic win: Jury decides Google has illegal monopoly in app store fight – Dec. 2023

https://www.theverge.com/23994174/epic-google-trial-jury-verdict-monopoly-google-play

Europe's Digital Markets Act is forcing tech giants to make changes. Here's what that will look like.

https://apnews.com/article/digital-markets-act-european-union-rules-apple-5162872791b985e794df9b3a7b46aed1

~$40B Market Opportunity at 5% Share

In 2024:

-> Global spending on mobile apps and games: **$127 billion**. (Appfigures)

-> Over-the-top (OTT) video revenue: **$316 billion**. (Statista)

-> Pure play digital advertising: **$740 billion**, growing **10% CAGR**. (GroupM)

-> Mobile share of all video consumption: **75% (Vidico)**

*While Centili payments platform in **280 Telco networks in 83 countries** reaches **4B mobile subscribers.***

By 2029:

-> App & Streaming markets will grow to **~$600 billion**. Digital Ads will reach ~**$1 trillion**.

-> OTT Video revenue will grow to **$443 billion**, reaching **4.9 billion users**

-> At the target market share of 5%:

-> Platform Division (Distribution Model): **$30B Revenue with 10% Gross Profit Margin**

-> Product Division (Publishing Model): **$3B Revenue (10%) with 30%+ Gross Profit Margin**

-> *Plus* Ad Revenue: **$10B @ 1% of TAM**

MPaaS™ - The Triple Threat Solution

The only company with PLATFORM, PAYMENTS & PRODUCTS under one roof.

PRODUCTS

centili Content

- **Licensing, packaging, producing content, apps and more for mobile subscribers**
- **Marketing, converting sales and owning the customer**

PLATFORM

MARKETSPACE by centili

The media platform and storefront in one to drive content sales, partnered with Global Telcos & Corporates

PAYMENTS

centili Payments

- **Award-winning Payments Aggregator**
- **Content integration & payments platform embedded into 280 Telco networks in 83 countries reaching 4B Mobile subscribers**

Entrenched Global Payments Platform

Centili payments technology was previously embedded into most mobile carrier systems globally (>200 in 83 countries). Carrier billing is the most convenient, instant payment means and the primary way billions of mobile users buy globally, especially pre-paid and unbanked.

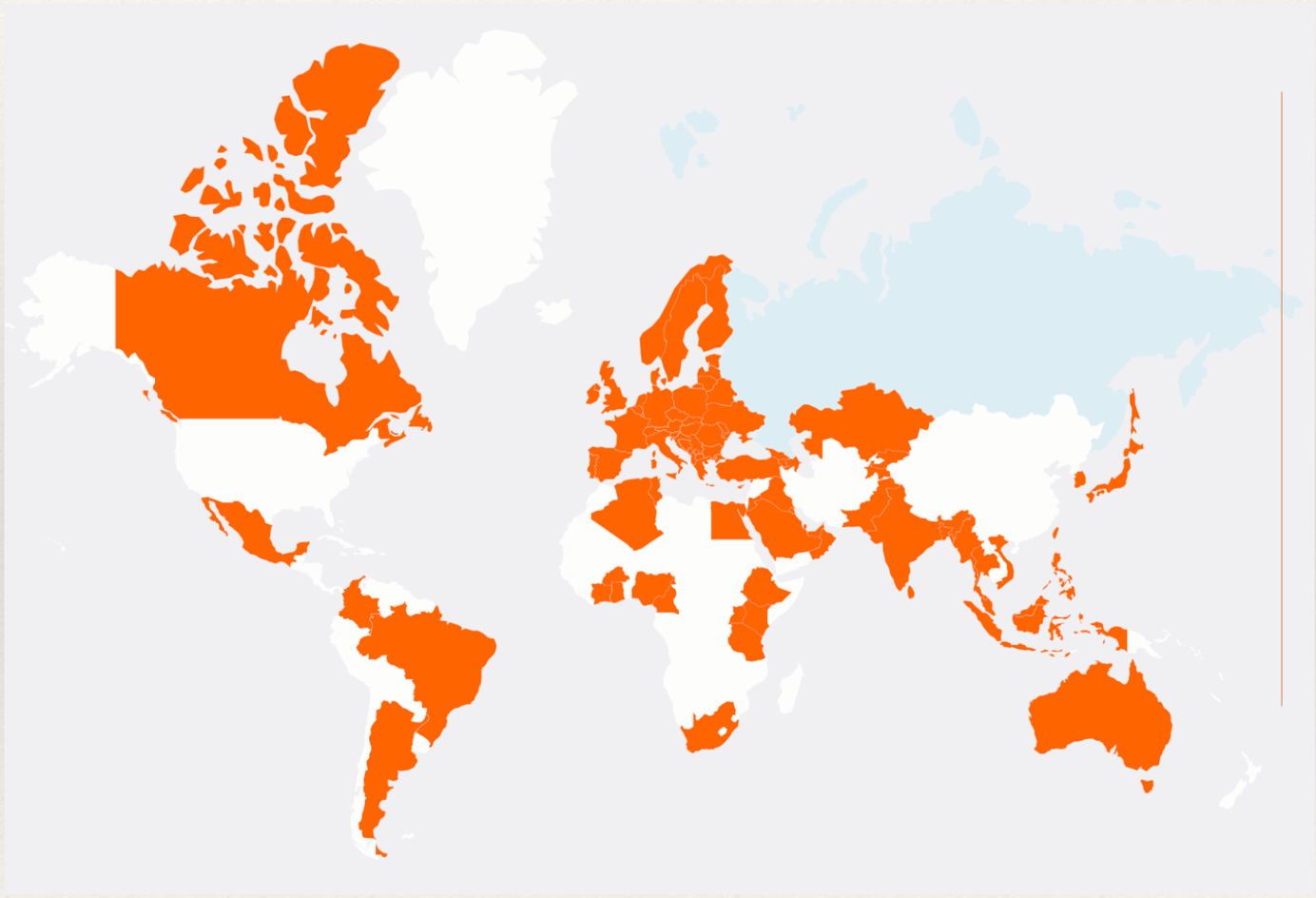
Based in Croatia, Centili launched the platform first in Central Europe:

- **Serbia (A1, Globaltel, OTP)**
- **Bosnia (Mtel)**

In 2024, Centili was recapped by the new leadership team and has since signed or put into the pipeline **MPaaS**™ deals in:

- **Paraguay (Personal)**
- **Uruguay (Sodexo)**
- **Mexico (Walmart, América Móvil)**
- **Chile (Sodexo)**
- **Columbia (Sodexo)**
- **Brazil (Sodexo)**
- **Peru (Sodexo)**
- **Panama (Sodexo)**
- **Kingdom of Saudi Arabia (STC)**

Global Payment Footprint



Centili is uniquely positioned to roll out MPaaS to carriers and corporates in markets worldwide where its payment technology is already in place, proven and trusted.

Streaming Media

FILM/TV

SPORTS

LIVE EVENTS

MUSIC VIDEO

LIFESTYLE

USER GENERATED

delivered via

Streaming AVOD

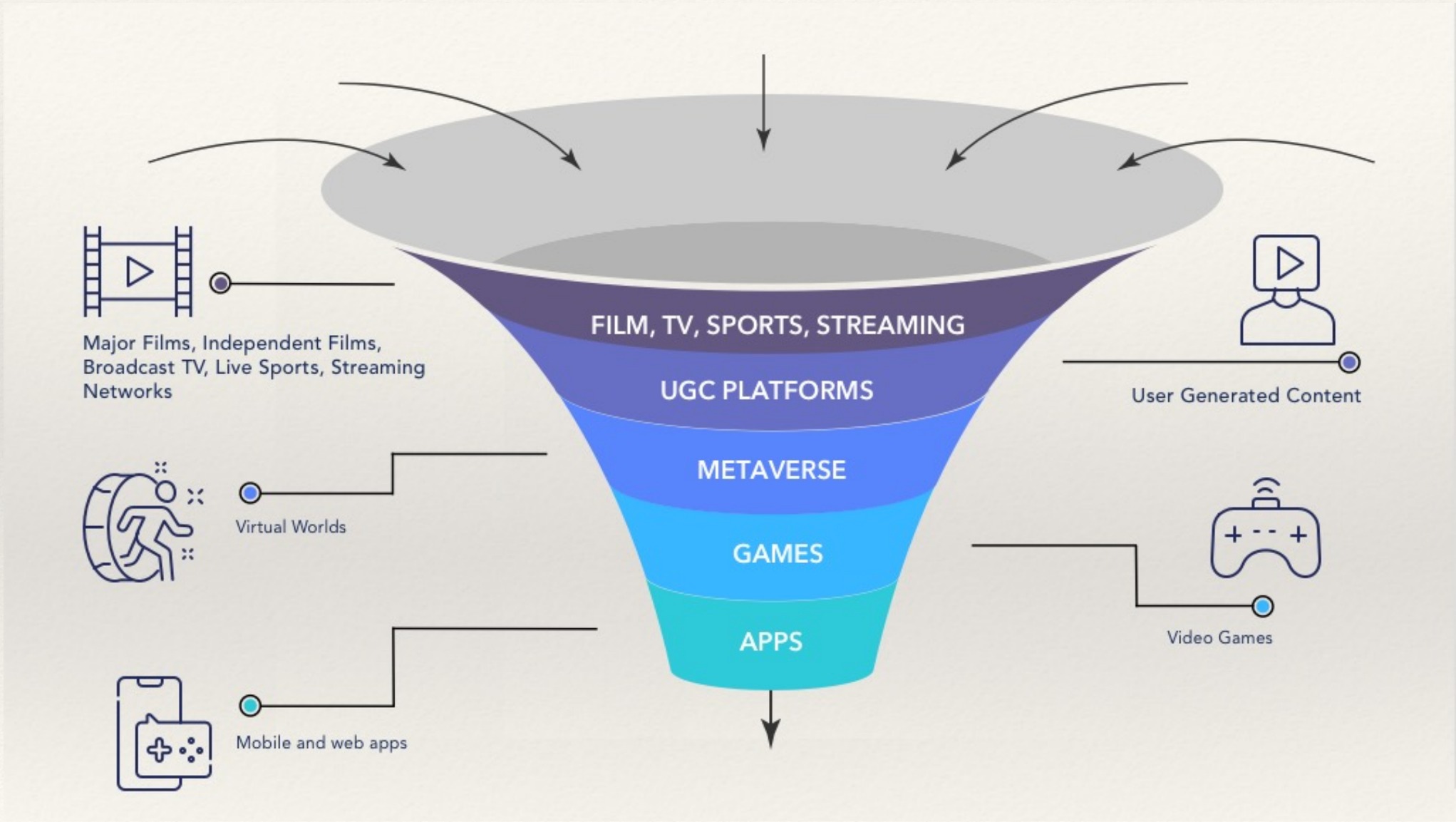
Subscription Bundle

On Demand/PPV

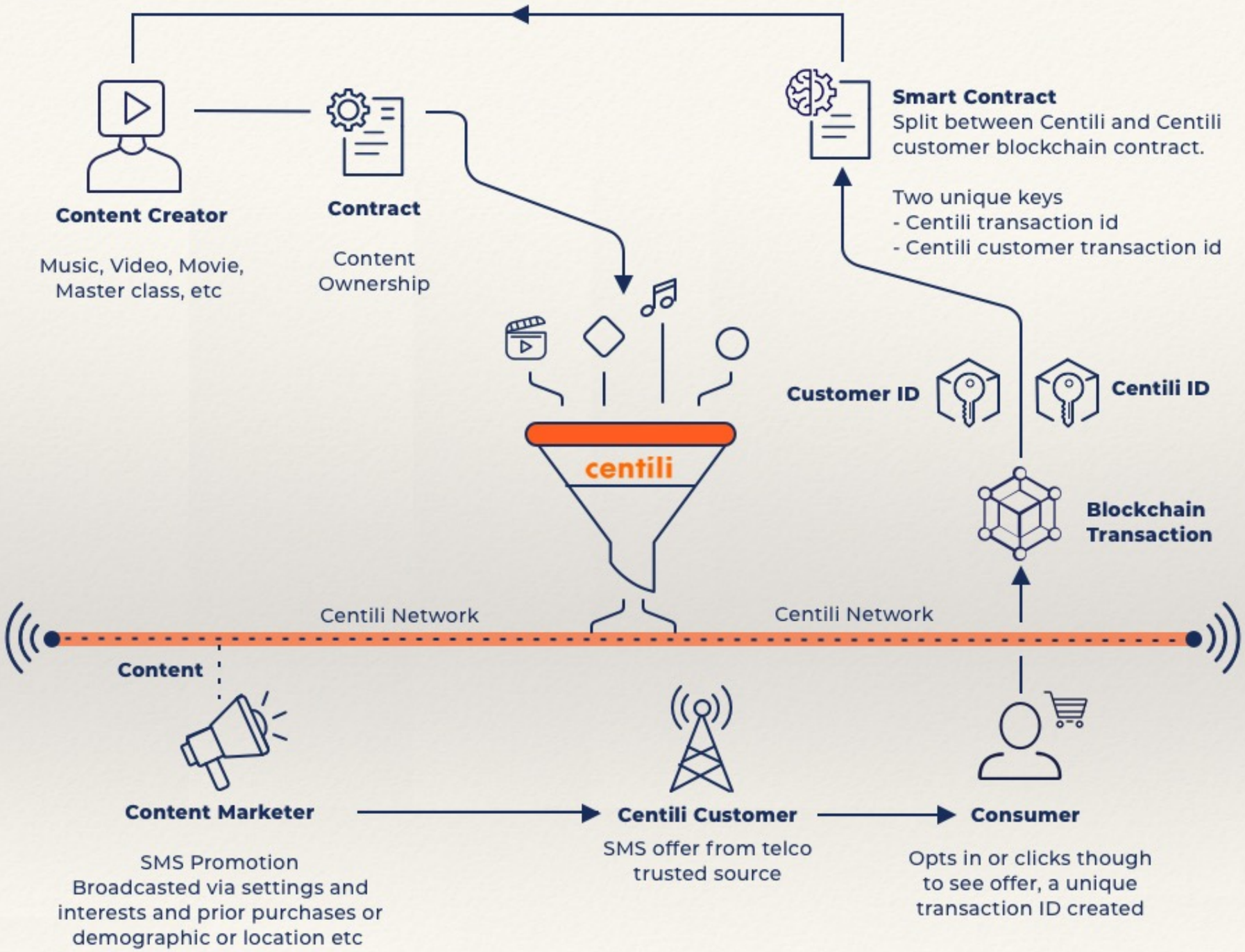


Seamless Secure Content Funnel

Today, Centili licenses content from major brands and for products controlled by the Company. The new MPaaS content funnel will enable licensed content to easily and seamlessly come to us going forward – in every category, from any content owner, worldwide.



Content Sales on Blockchain



Exclusive Live Event Content

*Proprietary **Fan View**™ live event capture and streaming technology.*

Powering an exclusive new channel of live music, sports and other events.

Leveraging superfans and influencers to stream in real time, REAL entertainment.



Boosting Loyalty on Centili MarketSpace™

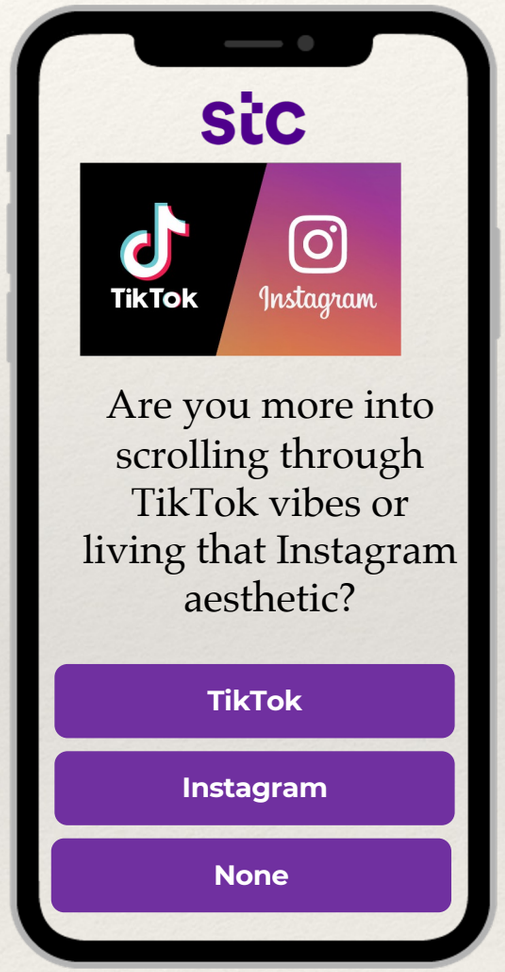
-> **Proprietary loyalty technology** integrated into Centili's content distribution platform-as-a-service uses loyalty incentives to drive repeat sales.

-> **GAMIFIED AI** gets to know our customers better, incentivizes them to action.

-> **MarketSpace storefront pre-loaded with premium content** provides the products and services consumers worldwide use, value and buy.

-> **Centili Platform as a Managed Service delivers an integrated loyalty *and* content platform.** Provides a turn-key service to Carrier and Corporate customers, *as well as to their B2B customers' customers* – a multi-billion market opportunity shared with Centili's Partners.

Centili AI Engagement Engine

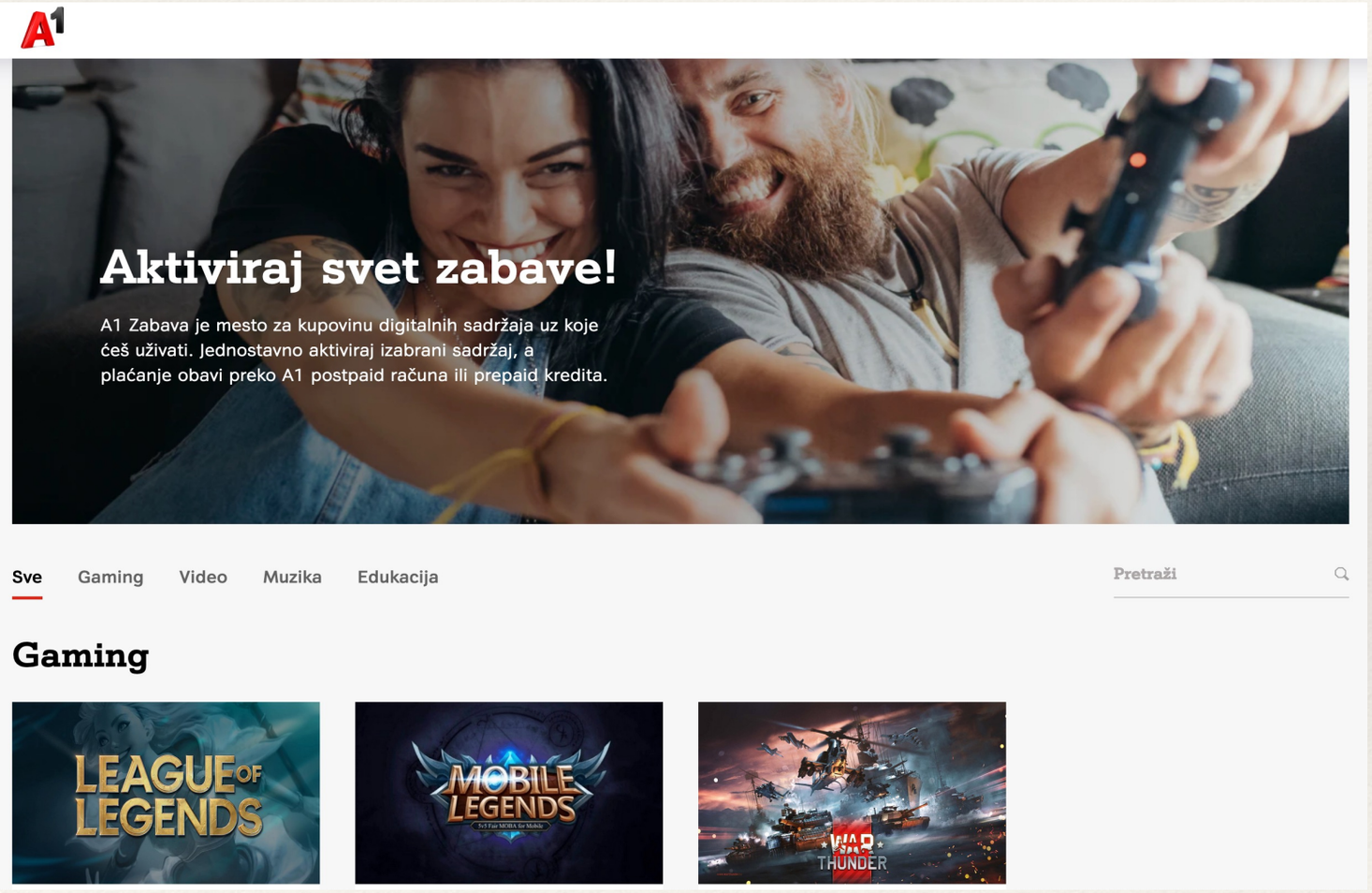


"top-performing loyalty programs can boost revenue from customers who redeem points by 15%-25% annually, by increasing either purchase frequency or basket size or both."

-- McKinsey & Co. *Eight Levers to Turn Customers into Fans, 10/*21

Platform Revenue Model

Centili delivers the **MPaaS™** service including **MarketSpace™** stocked with premium content offered a la carte, e.g. **Netflix**, **Spotify**, **HBO**, **Prime**, **PUBG**, **Fortnite**. Adding Film, TV, Sports and more. Company-controlled content sold alongside (see next slide: Product Revenue Model).



MPaaS™ generates the below revenue streams paid by the Enterprise Partner.

-> 25%-50% Revenue Share on Sales

-> Setup fees from $40K to $150K.

-> Operating fees of $5K-$10K/mo.

-> Product integration fees @ $3K/each.

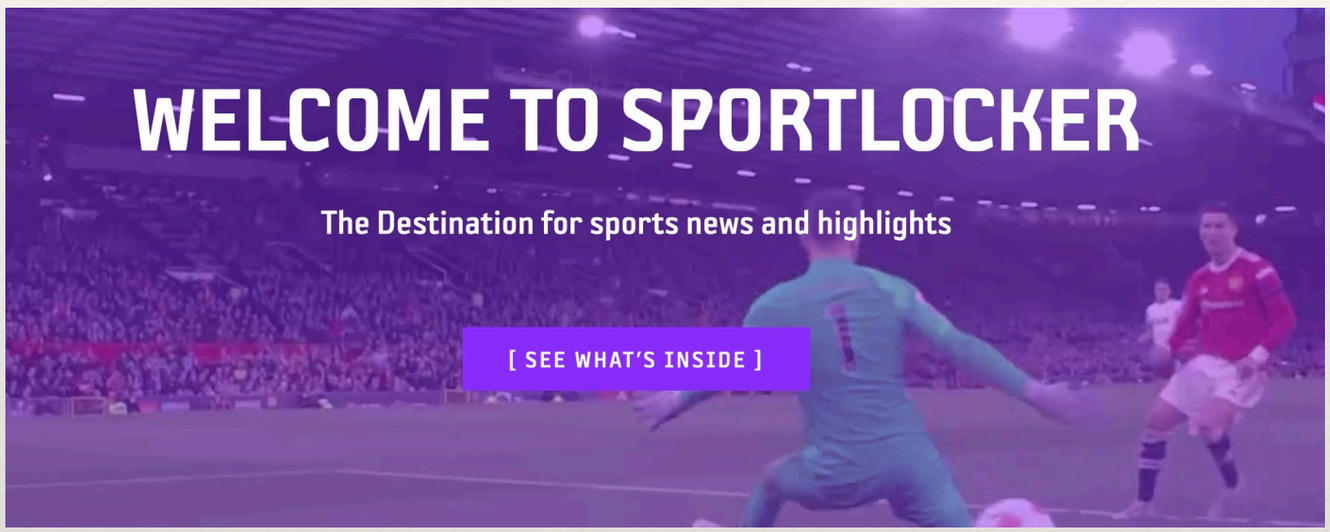
-> Access to partner subscriber base converts sales @ $0 marketing costs

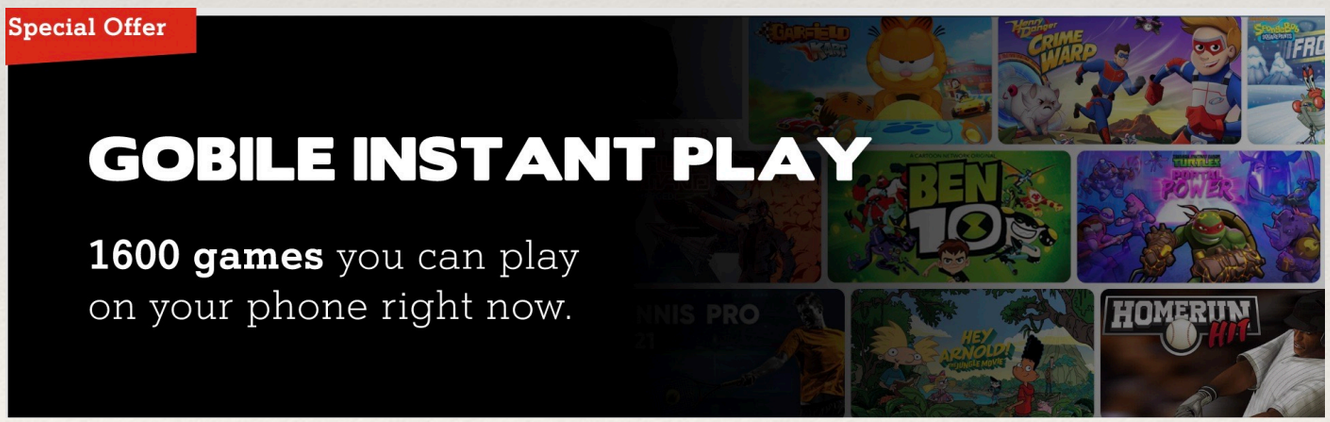
-> Model covers Centili operating costs with fixed fees alone. *Revenue share becomes pure profit.*

A Distributor's business model, plugged into massive, captive customer bases.

Product Revenue Model

Centili leverages ownership of our proprietary distribution platform to drive direct-to-consumer (DTC) sales of content and products we license and control.





From each $100 in Product Sales:

-> ~20% of Retail Price is paid to Carriers

-> Up to 20% of Gross is paid for Content

-> Extremely low user acquisition (UA) costs from marketing in the Telco channel.

-> UA is augmented by millions of organic storefront conversions at zero cost.

-> ~30% is normally re-invested in DTC marketing to convert paying users – *lowered in this case to 0-10%.*

-> Gross Profit Margin: ~50%

-> ***Drives rapid, reliable profitability.***

A Publisher's business model, leveraging the synergy of vertically integrating licensed content and a proprietary distribution platform.

Retail Enterprise Partner – Walmart Mexico

Content & app store for Walmart MX in-store customers

-> Launching in Mexico City, December 2024.

-> Expands to all 3,000 stores throughout Mexico in 2025.

-> 200 million transactions per month in those stores.

-> Point of purchase distribution, converts cash customers. 80% of Mexican retail sales are paid in cash.

-> At 1% conversion rate and $2/user/month → $48M Revenue/year once fully live.

-> Centili Revenue Share: 25%

-> Optimal Cash Flow: Centili is paid the same day as purchase in cash.



Loyalty Enterprise Partner – Sodexo LATAM

Sodexo, a global employee incentive program provider with >100 million members in 65 countries, is adopting MarketSpace.

-> Launched in Uruguay, Nov. 2024

-> Sodexo confirmed expansion to Chile, Brazil, Peru, Panama and Columbia in 2025.

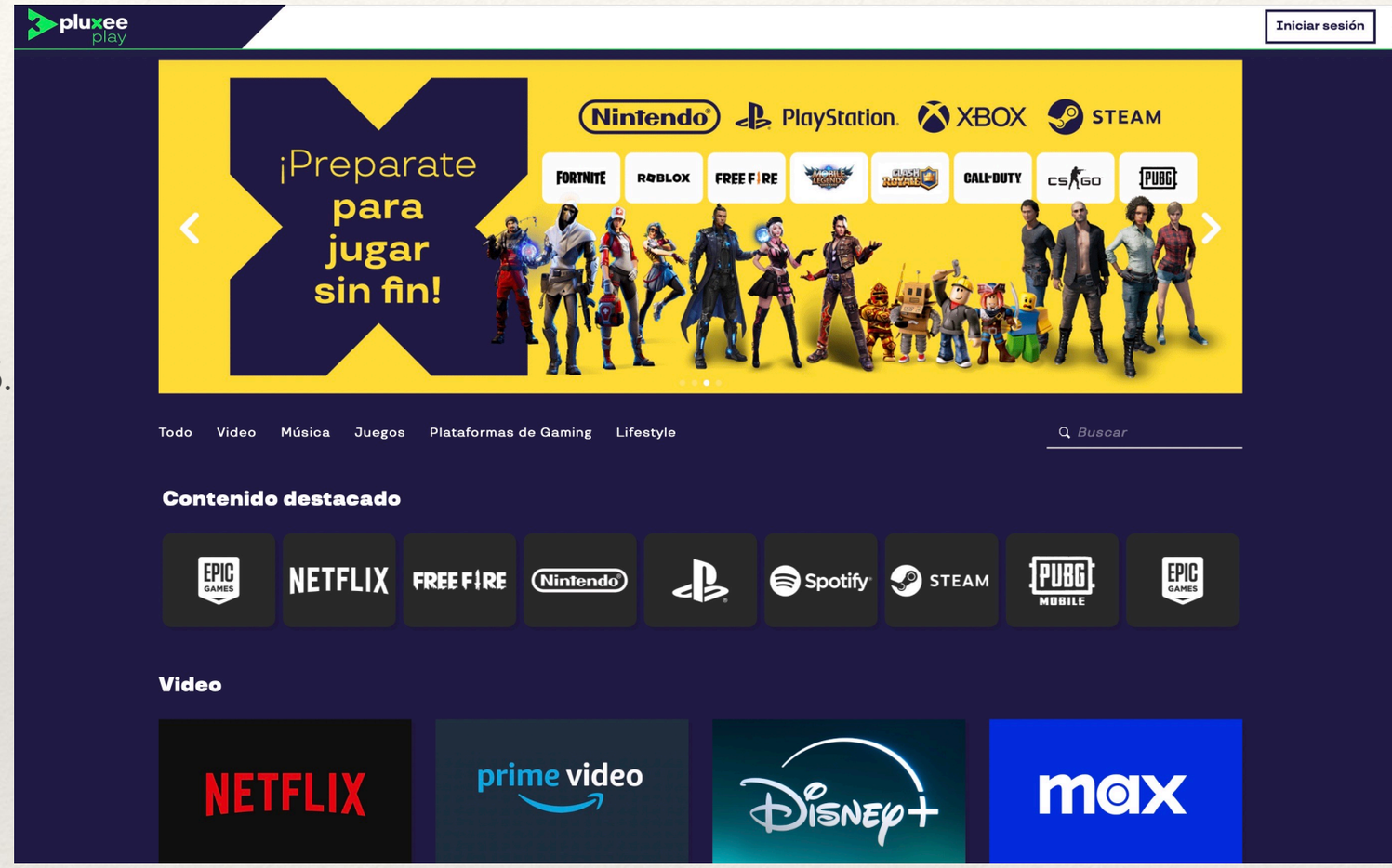
-> High conversion rate up to 100% via "use it or lose it" credits @ $5-$10/month for every user.

-> **ACTUAL customer ARPU is $15pp and $30pp per month**, 3x and 6x projected Revenue per user, from first customers.

-> Centili Revenue Share: 50%

-> Optimal Cash Flow: Paid in Advance

-> Expecting Avg. $50M Revenue/year from those markets alone once fully live.





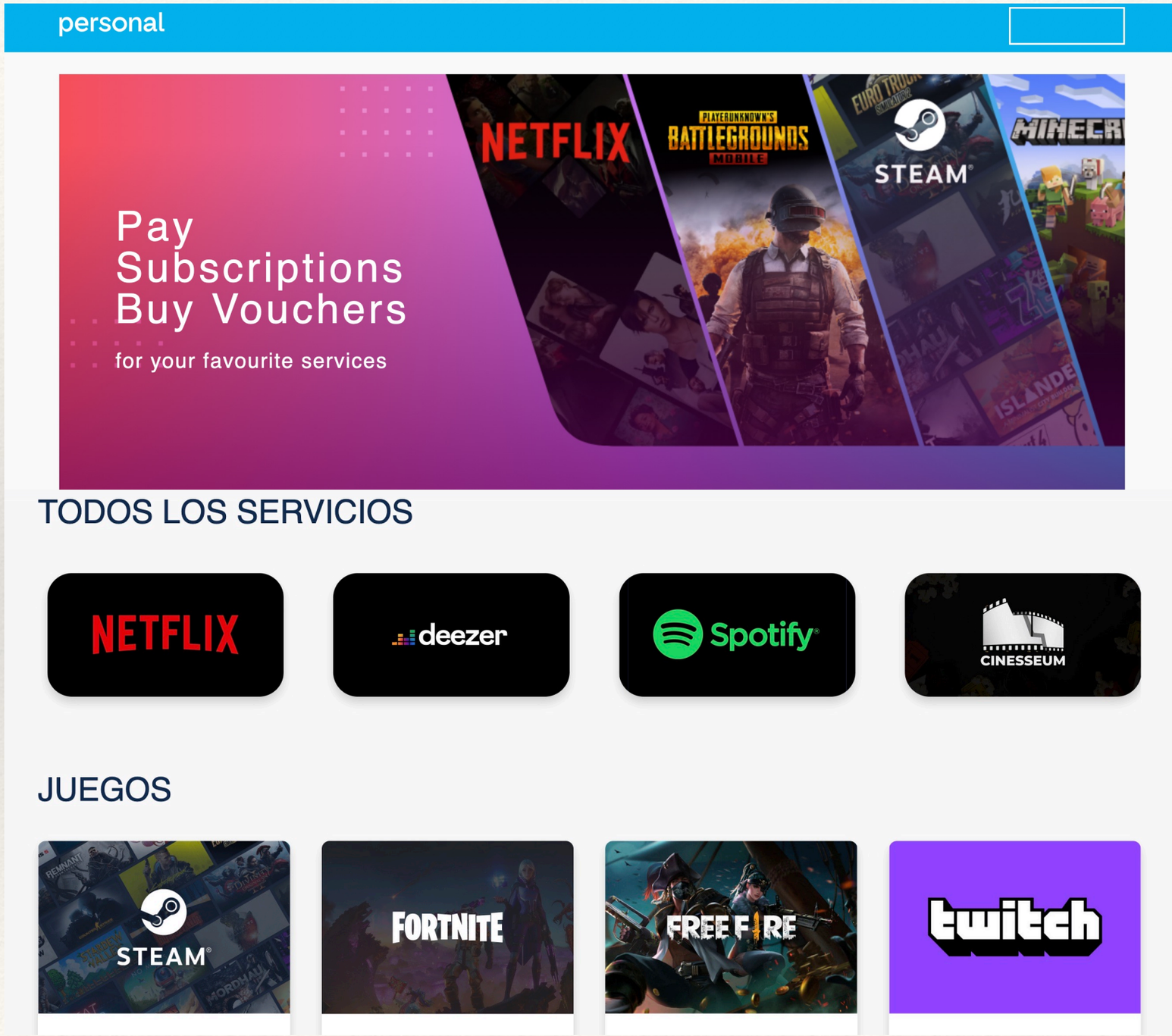
Telco Partner – Personal

Paraguayan mobile carrier with 9 million subscribers and 26% market share.

-> Signed contract, launching 1Q 2025.

-> Pays $120K setup fees.

-> Centili Revenue Share: 50%



Pipeline Telco/Loyalty Partner - Saudi Telecom (STC)

STC confirmed launching MPaaS.

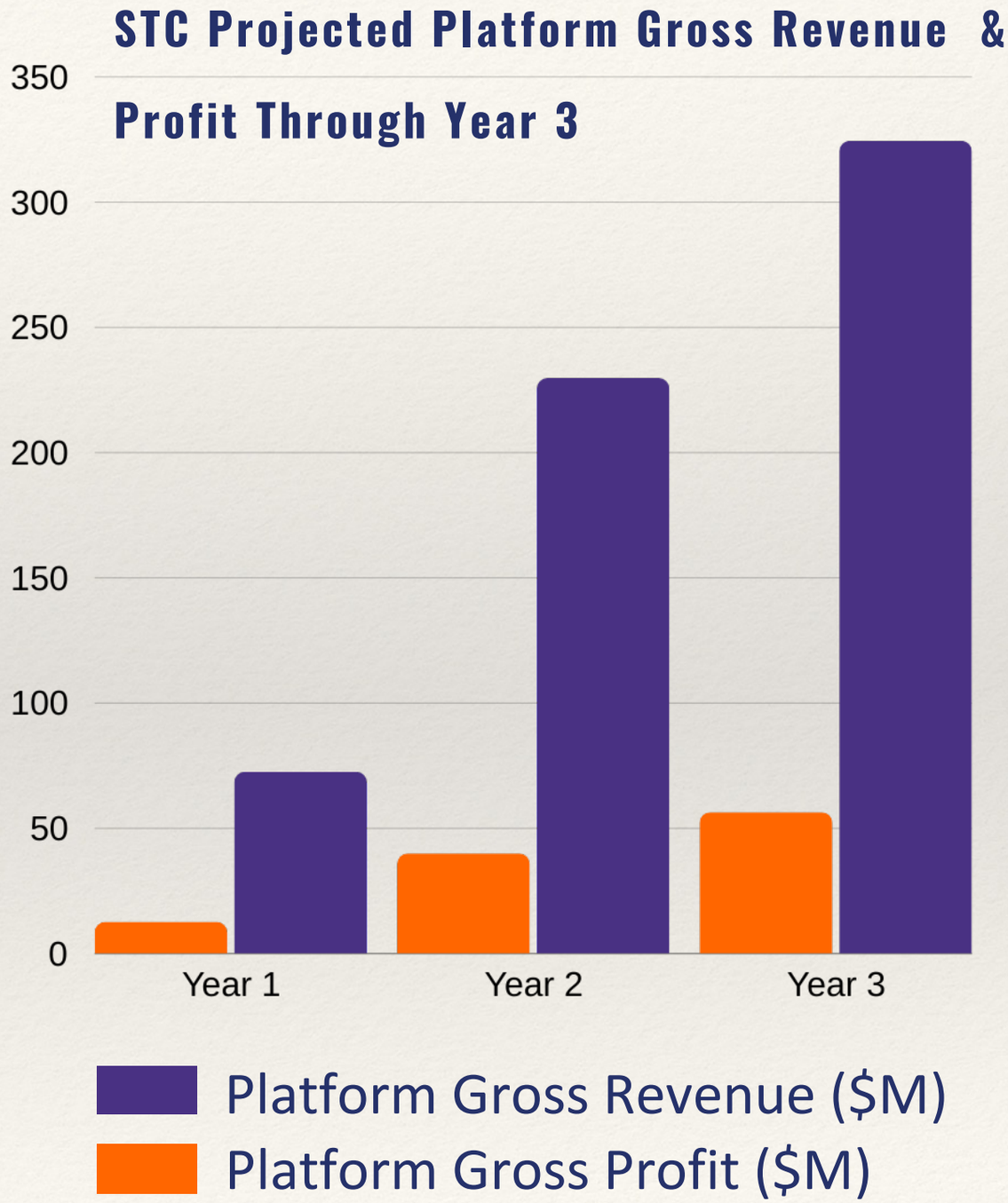
Service will include MarketSpace storefront integrated with a bespoke "Loyalty-as-a-Service" platform, delivered by Centili.

-> Replicates Sodexo in the affluent Saudi (KSA) market, driven by STC.

-> For KSA public sector *and* STC enterprise customers' employees.

-> Over 18,000 enterprises with 5 million members = $4.8B/year market opportunity.

-> Revenue Share: 50%



Group Senior Leadership



Emer Timmons O.B.E., Chairwoman
25-year Tier 1 Telco Senior Leader
and Global Investment Advisor

- President, **British Telecom** 2010 - 2016
- President, Enterprise, **Brightstar**
- Named to **Top 21 Leaders of the 21st Century**
- Senior Board Advisor to **Korn Ferry**
- **Order of the British Empire**, 2020



Cort Javarone, Founder & Group CEO
25-year Venture Investor & Operator
in Media, Games and Technology

- Co-Manager, **Social Media Partners** and Member, **The Zynga Funds**, venture investors in **Facebook** & **Zynga**
- Co-Founder, **Area 52 Games**, created first video game for Disney's ***Star Wars***
- Founder & CEO, **DIG VIDEO**



Jon Miller, Senior Media Advisor
30-year Veteran Public Media Company
Operator and Technology Investor

- CEO, **Integrated Media Co. (TPG)**
- Director, **Interpublic, Akamai, Nielsen, J2 Global**
- CEO Digital Media Group, **News Corp.**
- Chairman & CEO, **AOL**
- CEO, **IACI** (now **IAC**)
- Partner, **Advancit Capital**

Centili Senior Operators & Advisors



Ante Ukalovic, Chief Operating Officer
20-year Mobile Technology Operator

- Founder CEO – **Centili Ltd.**
- CEO Europe - **Gamemine**
- Director - **Mindsmiths AI**



Joe Callahan, Chief Technology Officer
30-year Venture CEO-CTO

- Founder, CTO - **Ciright**
- CEO – **Sansar,** acq. from **Linden Lab**
- Co-Founder, CTO – **Portals.org**



Andre Furstenberg, CFO
20-year Media & Technology COO & CFO

- Former COO & CFO - **SevenC3**
- Former CFO - **The Futures Company**
- Former Audit Manager- **United Technologies**

Sinjin Bain
Senior Games Advisor



Senior Dir., Tencent America
Former CEO, MaxPlay
Former VP, GM, Electronic Arts

Alister Wellesley
Senior Human Resources Advisor



- Managing Partner – **ZRG Executive Search**
- Senior Partner – **Korn Ferry**
- CEO – **Digital Times Transformation**

Corporate Organization

US Holding Company (WY LLC)

Cort Javarone
Northern Pacific Group LLP
Jonathan Miller
Emer Timmons
Other HNW Individuals

→ 100% Equity Ownership

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Centili Group Ltd.
UK Ltd. Co

- **Centili Mexico Entity** (In formation)
- **Centili LLC** (USA)
- **Centili Ltd** (Malaysia)
- **Centili Istria** Croatia (Doo)
- **Centili** Serbia (Doo)
- **Centili Ltd** (Thailand)

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