

**Entertainment Commerce.**

Video Commerce Group Limited (UK)  
Private and Confidential. April 2021.

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# WHY WE STARTED



1

Attention is  
overpriced



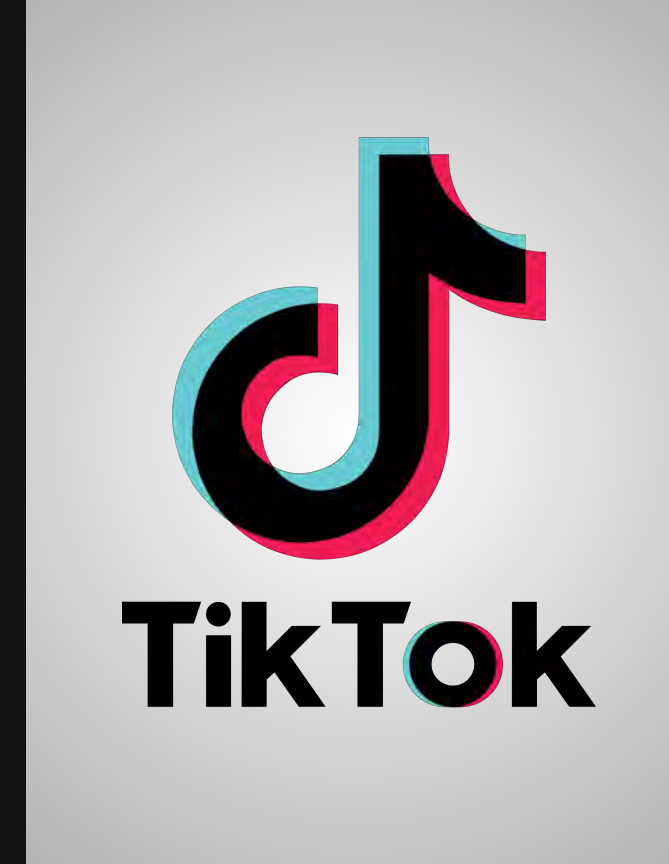
2

Amazon is a place to  
transact, not be  
entertained



3

Influencers  
transitioning to  
retailers



4

The TV has been  
replaced



5

China's live  
stream economy



**WHY THIS  
GOT URGENT**

**COVID**

**has accelerated  
the seismic shift in how  
consumers transact.**



**ooooo**™





# THE CLASSIC RETAIL MODEL IS OUTDATED

Real estate, employees, ad networks, shopping channels **push up costs and erode margins.**







# IN CHINA, LIVE STREAMING IS ALREADY A PROFESSION

Social Commerce in China makes up

**11.6%**

of retail e-commerce sales, worth

**\$186 bln**

Source: Jing Daily, 2020

OOOOO™



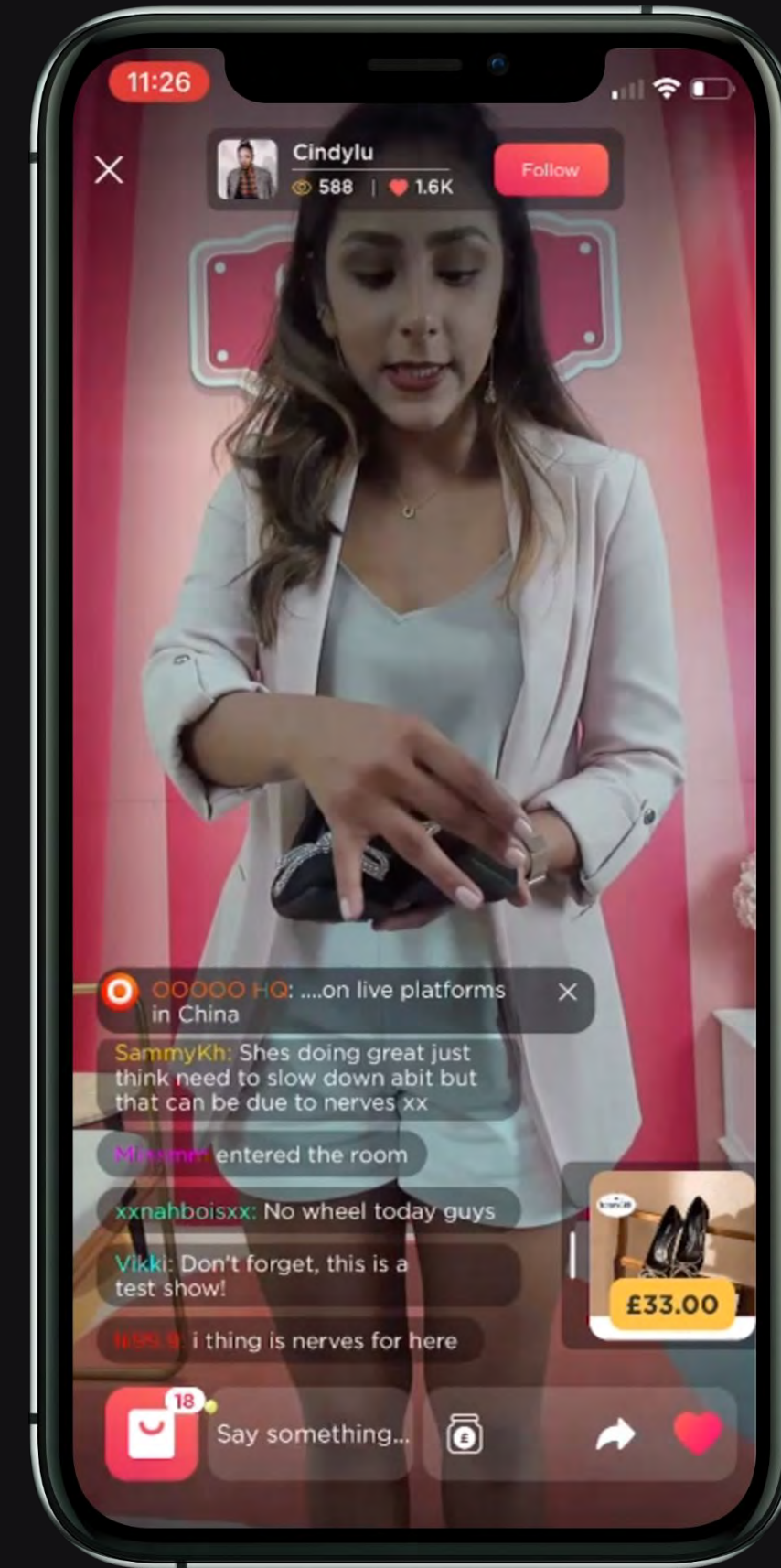
# CHINA MOBILE COMMERCE, 2021

PDD, Kuaishou, Taobao Live are platforms that connect manufacturers, wholesalers and brands to consumers directly through **live, interactive videos**.



OOOOO IS FOLLOWING  
CHINA'S LEAD

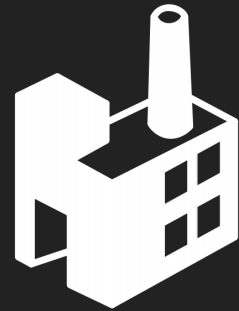
OOOOO is a network  
of **channels** starring  
**real people**, where  
**everything** you  
see is **shoppable**.





# CONTENT SOURCE PRIORITIES

OOOOO connects consumers to the source of the worlds best products through video, cutting out the middleman.



## Wholesale

UK Jobbers/Clearance  
Self sufficient content creation  
2-5% fee  
Dropship

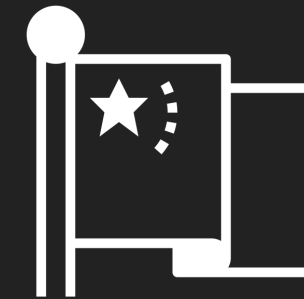
**GROWTH/DAU**



## Brands

Brands of all sizes  
Launch platform for products  
15%+ fee  
Dropship / 3PL

**INNOVATION**



## China


Best in class sellers  
Includes OOOOO brands  
20% - 50% fee  
Dropship / 3PL


**VALUE**





# QVC MEETS TIKTOK


## ENTERTAINMENT/ GROWTH


Book<sup>tv</sup>


Busking<sup>tv</sup>


Charity<sup>tv</sup>


Cook<sup>tv</sup>


Garden<sup>tv</sup>

Gaming<sup>tv</sup>


Gym<sup>tv</sup>


School<sup>tv</sup>


Standup<sup>tv</sup>


Theatre<sup>tv</sup>


## CORE


Runway<sup>tv</sup>


Cosmetics<sup>tv</sup>


Toys<sup>tv</sup>


Drinks<sup>tv</sup>

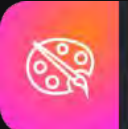
Electronics<sup>tv</sup>


Camden Market<sup>tv</sup>

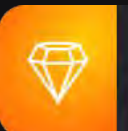
Cyclist<sup>tv</sup>


Fish<sup>tv</sup>

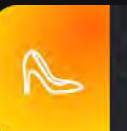
Handbags<sup>tv</sup>

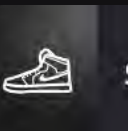
Hobbies<sup>tv</sup>

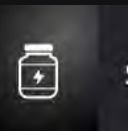
Homeware<sup>tv</sup>

Jewellery<sup>tv</sup>

Perfume<sup>tv</sup>

Shoes<sup>tv</sup>

Sneaker<sup>tv</sup>

Supplements<sup>tv</sup>

## OOOOO BRANDS

Bikini<sup>tv</sup>

Leggings<sup>tv</sup>

Sunglasses<sup>tv</sup>

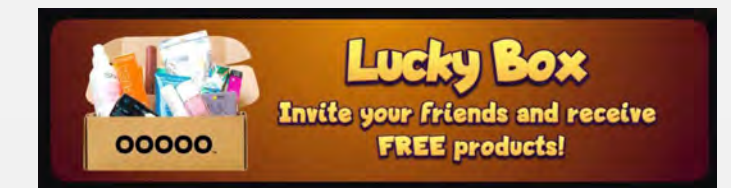
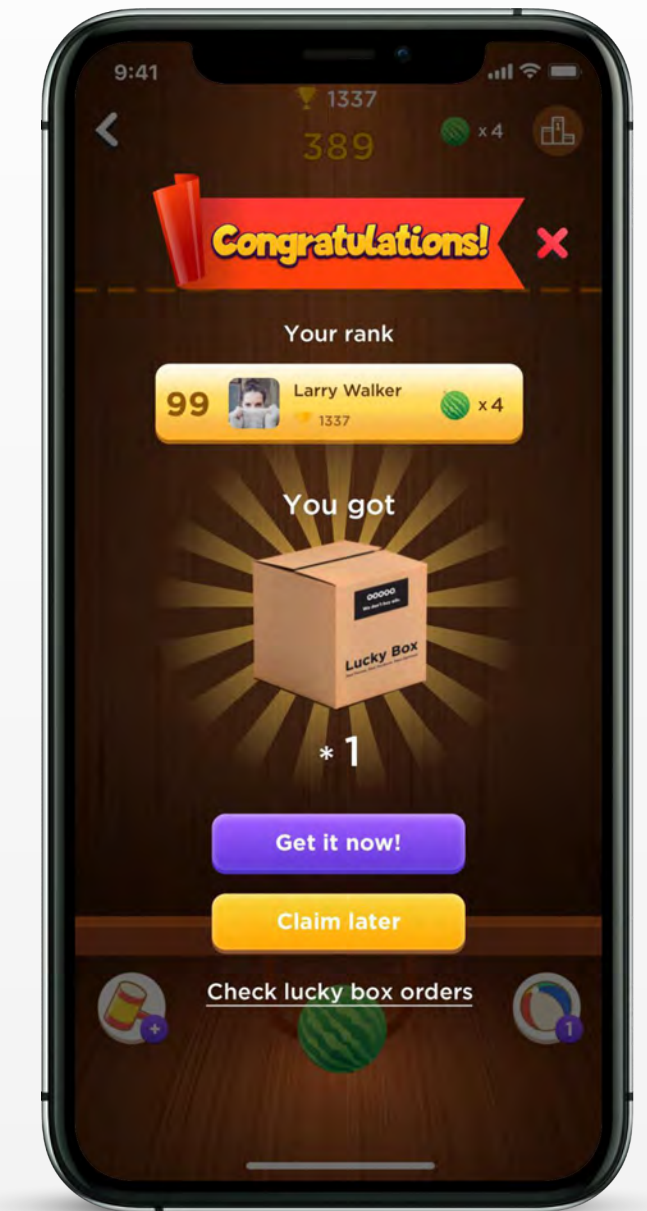
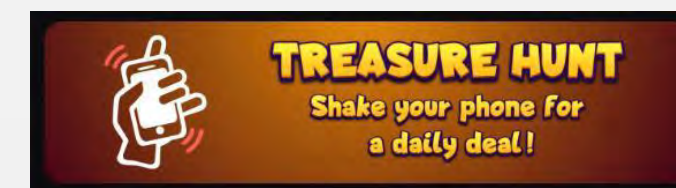
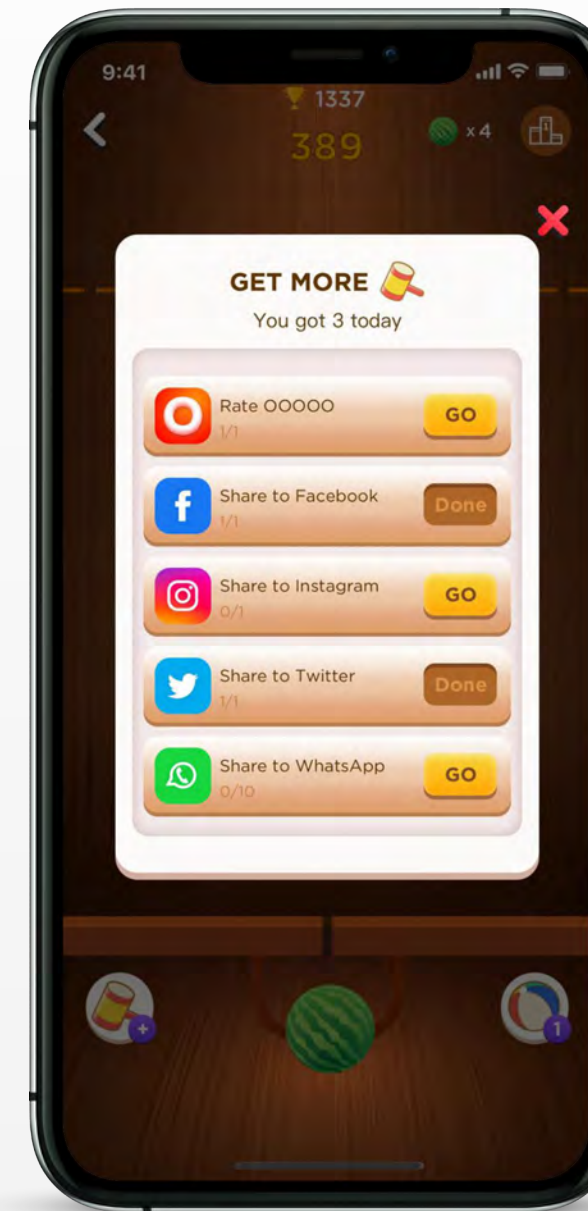
Tshirt<sup>tv</sup>



# RAPID GROWTH WITHOUT AD SPEND

OOOOO have developed interactive games within the app and reward social sharing with free products and coupons.

**Social fission  
rewards the  
community for  
acquiring users  
without ad networks,  
dramatically  
reducing CAC.**





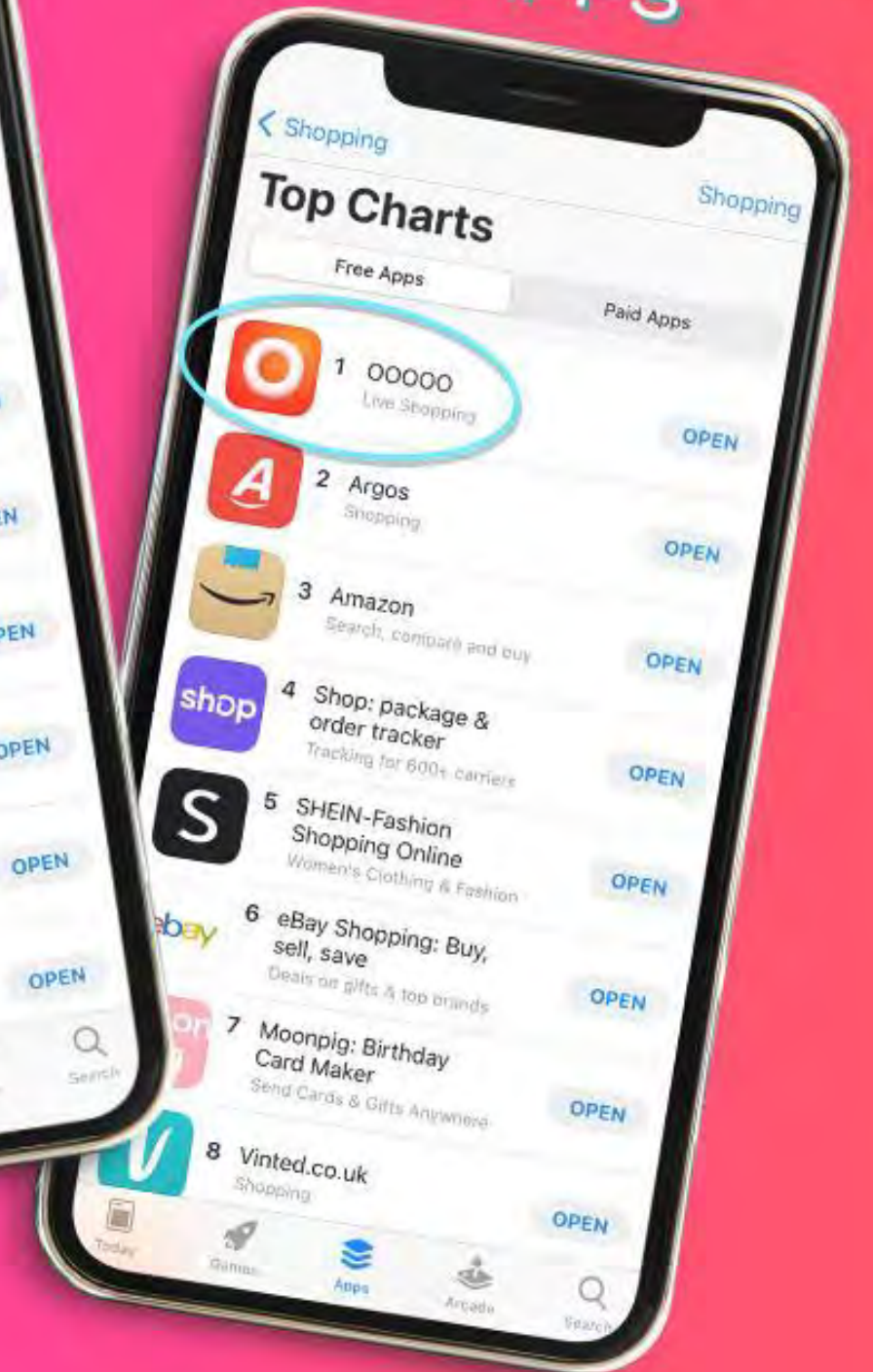
# PROGRESS IN 12 MONTHS

- **#1** UK Shopping App on iOS, during Jan 2021
- **175,000** installs in UK since Nov 20
- Launched **five channels** within the App: cosmetics.tv, toys.tv, handbags.tv, perfume.tv, busking.tv
- Launched first **major seller** in **China**, broadcasting live to UK

TOP FREE APPS



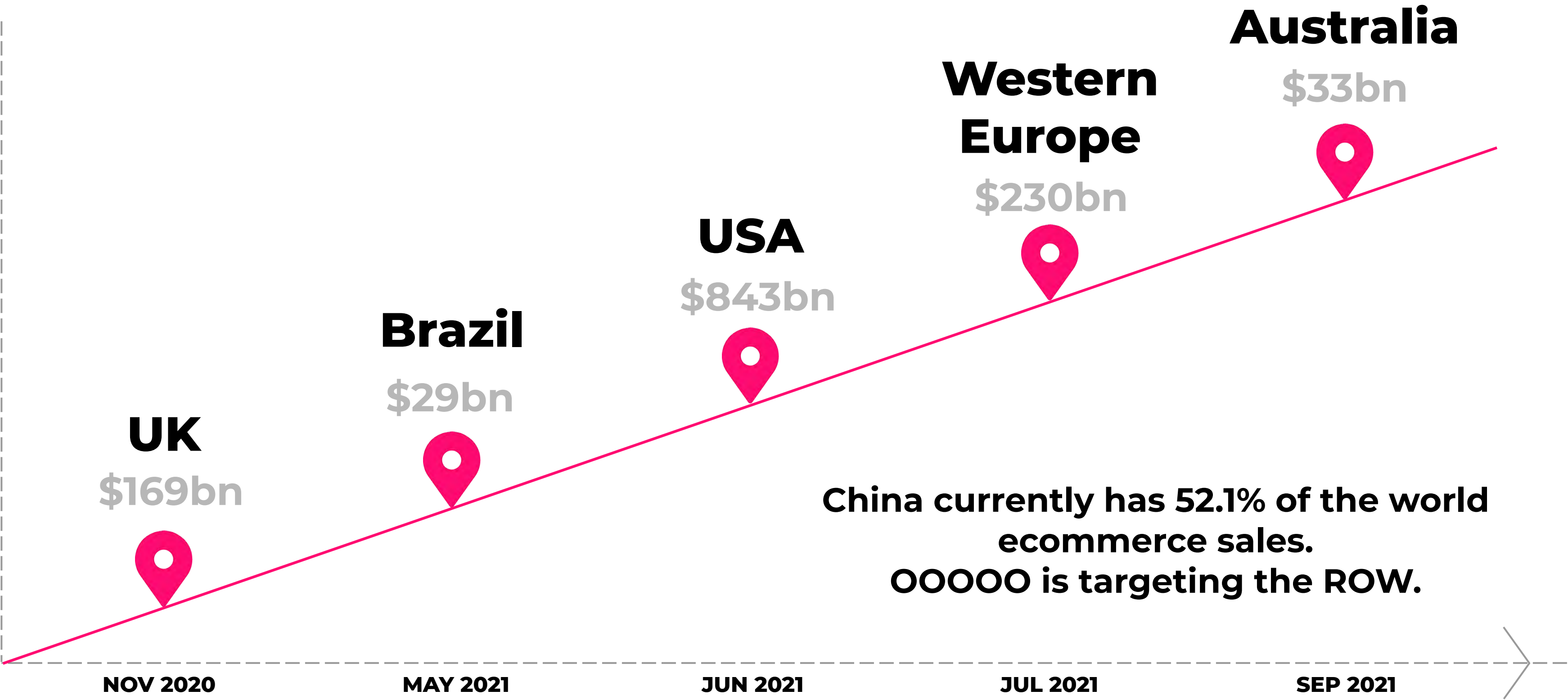
FREE SHOPPING APPS



00000™

# INTERNATIONAL EXPANSION

We will license our platform to international, best in-class commerce partners.



Source: eMarketer, 202. Size of market.1





# LEADERSHIP TEAM



**Sam Jones**  
**Cofounder / CEO**  
Oxford, UK

Sam is a serial entrepreneur. He started his career at Accenture as a technology consultant in 1999, before a career in executive search where he ran a leading firm specialising in Investment Banking.

He spent 10 years in Sydney, Singapore and Hong Kong. Sam started 3 technology companies over the course of 5 years from 2012 to 2017 that all related to data.

Sam joined eCommerce unicorn Wish as Managing Director, Marketing in 2017.

Sam founded Video Commerce Group in 2020 with Eric Zhang.



**Eric Zhang**  
**Cofounder /**  
**Head of China**  
Shanghai, China

Eric started his career as a mobile software engineer at Huawei before becoming a founding member of the Musical.ly startup team as an engineering team lead, helping grow from 0 to 10 million daily active users.

Post the acquisition of Musical.ly by Bytedance, Eric was a leader across Douyin and Tiktok research and development teams, to promote user growth in all major markets.

Eric is responsible for growth strategy at OOOOO and oversight of the China team.



**Dr. Dong Zhang**  
**Chief Strategy**  
**Officer**  
Beijing, China

Dong has more than ten years of machine learning experience, focusing on large-scale data mining.

From 2007 to 2009, Dong developed recommendation engines for Google. Dong was the chief Architect of the Baidu's Phoenix Nest advertising system from 2009 to 2011.

Dong started his own search engine startup which was acquired by Alibaba in 2013.

Dong has a Ph.D. from the Swiss Federal Institute of Technology.



**22 FTE**  
**Oxford**

**22 FTE**  
**Shanghai**



# LEADING MARKET PARTICIPANTS



**Pinduoduo**  
NASDAQ: PDD

Market Cap.

**\$180bn**

China's largest  
agriculture-focused  
technology platform

788 mn active users



**Meituan**  
HK: 3690

Market Cap.

**\$247bn**

Chinese shopping  
platform for locally found  
consumer goods/services

600 mn active users



**Kuaishou**  
HK: 1024

Market Cap.

**\$152bn**

Chinese video sharing  
mobile app

776 mn active users



**OooOoo**  
TSXV: OOOO

Market Cap.\*

**\$45mn**

First Western  
entertainment commerce  
platform



# CAPITALIZATION TABLE

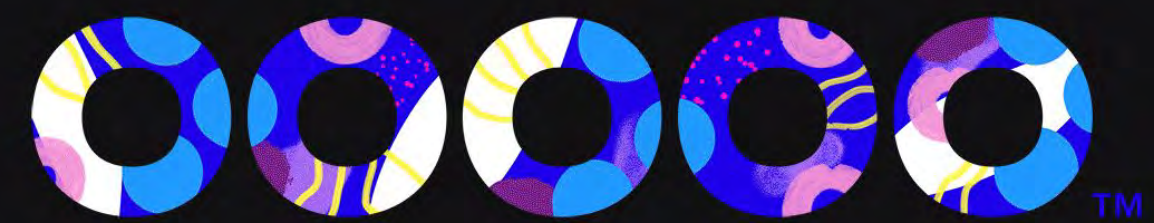
Offering Price Per  
Subscription Receipt

C\$0.80

Offering Amount Up To

C\$12mn

Description of Securities	Outstanding on Closing
Evermount shares outstanding (post 2:1 rollback)	4,559,018
Evermount shares to be issued to Video Commerce shareholders	52,440,966
Additional Evermount shares outstanding	3,000,000
Evermount shares issued on conversion of Subscriptions Receipts	15,000,000
Evermount shares issuable on exercise of outstanding warrants	375,000
Total	75,374,984



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