

The background is a dark, monochromatic abstract pattern. It features a central spiral that draws the eye inward, surrounded by numerous fine, radiating lines that create a sense of depth and movement. The overall effect is reminiscent of a complex, organic structure or a microscopic view of a material.

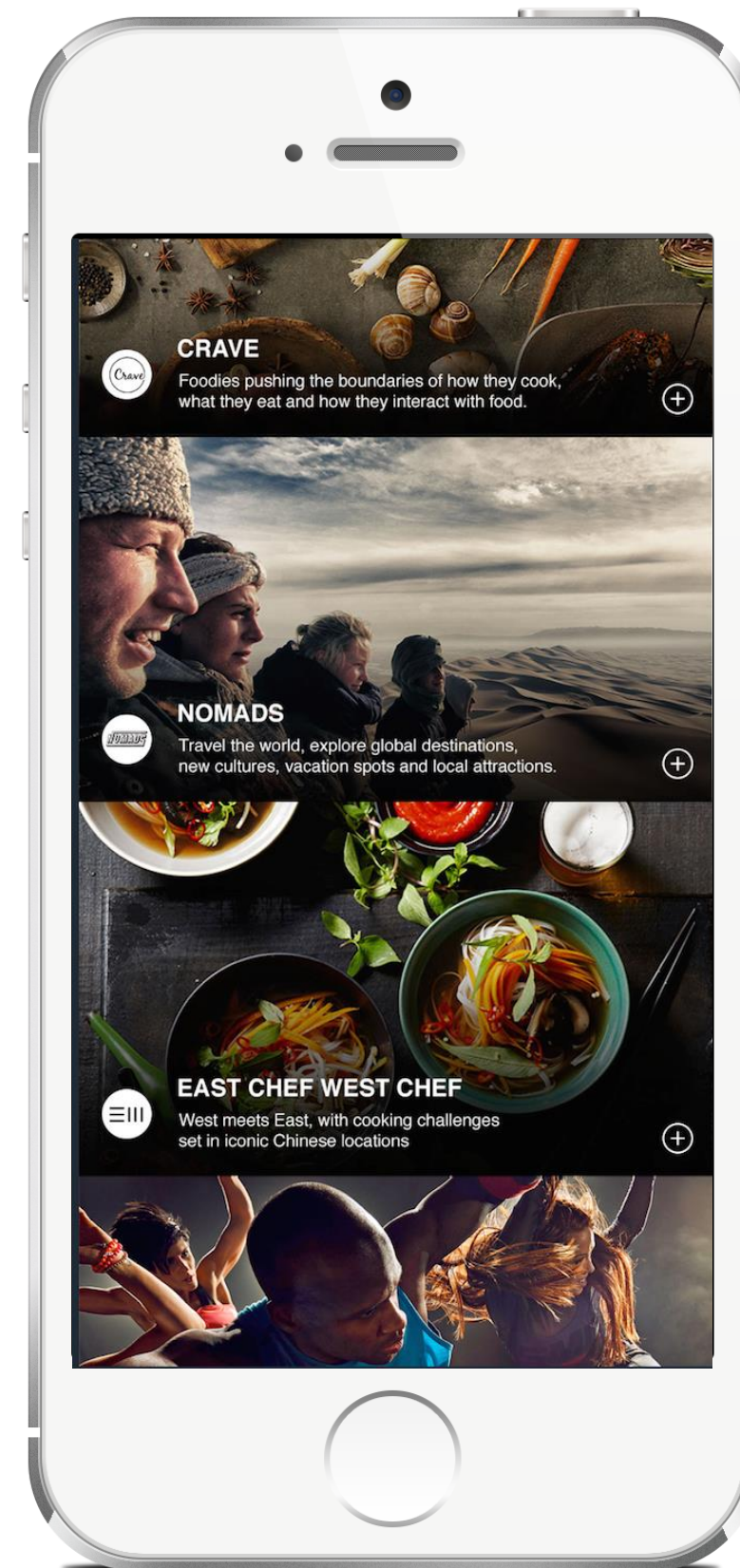
reidefine

APP presentation

February 2016

To create the world's leading entertainment driven eCommerce platform on mobile

“Shop what you watch and love” - seamlessly, integrated, all on mobile



A founding team with over 30 years experience in the integration of business,
media and technology



Ben Reid
CEO & Founder

“The Hustler”
Business + Sales + Strategy

<http://au.linkedin.com/in/benmreid>



Ben Griffith
Chief Technology Officer & Co-founder

“The Hacker”
Technology + R&D + Strategy

<http://au.linkedin.com/in/bengrifo>

150+ years experience in the integration of business, media and technology; 50+ years experience in China

Management

Ben Reid
CEO, Founder



Michael Gralopp
Advisor



Ian Davis
Advisor



Design

Oliver Weidlich
UX Strategic Partner



Ray Velez
UX designer



Jessica Koncz
Digital Marketing Manager



Technology

Ben Griffith
Chief Technology Officer, Co-founder



Simon Litchfield
Head of Data Engineering



Jordan Koncz
Software Engineering Manager



Michael Baltaks
Head of Platforms



Aron Bury
Head of Applications



China

Jenny Zhang
Head of Business Development, China



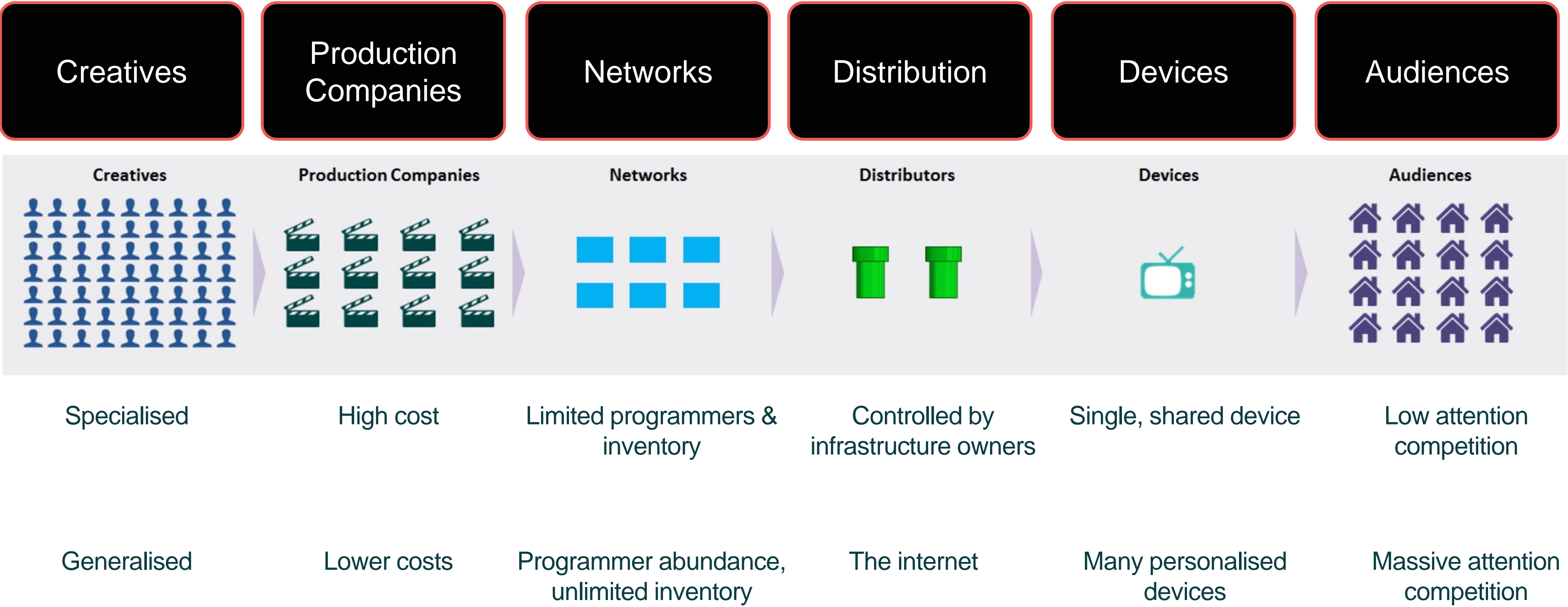
Senn Anderson
Head of Format Development, China



Ky Yang
China Engineering Manager



Entertainment value chain



The video ecosystem is ripe for disruption

Poor content ROI

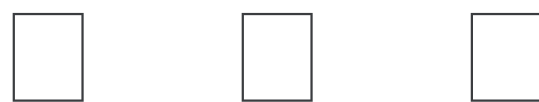


Tier 1 vs the rest

Low on-demand ARPU

Declining advertising

Rise of networks 2.0



Attention economy

FB and Instagram

Influencers & decentralised
curation

Mobile largely untapped



Mobile as an afterthought

New format, not new screen

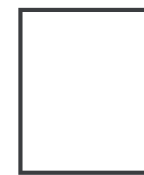
Reidefine is building a platform to capitalise on this disruption opportunity

Poor content ROI



eCommerce

Rise of networks 2.0



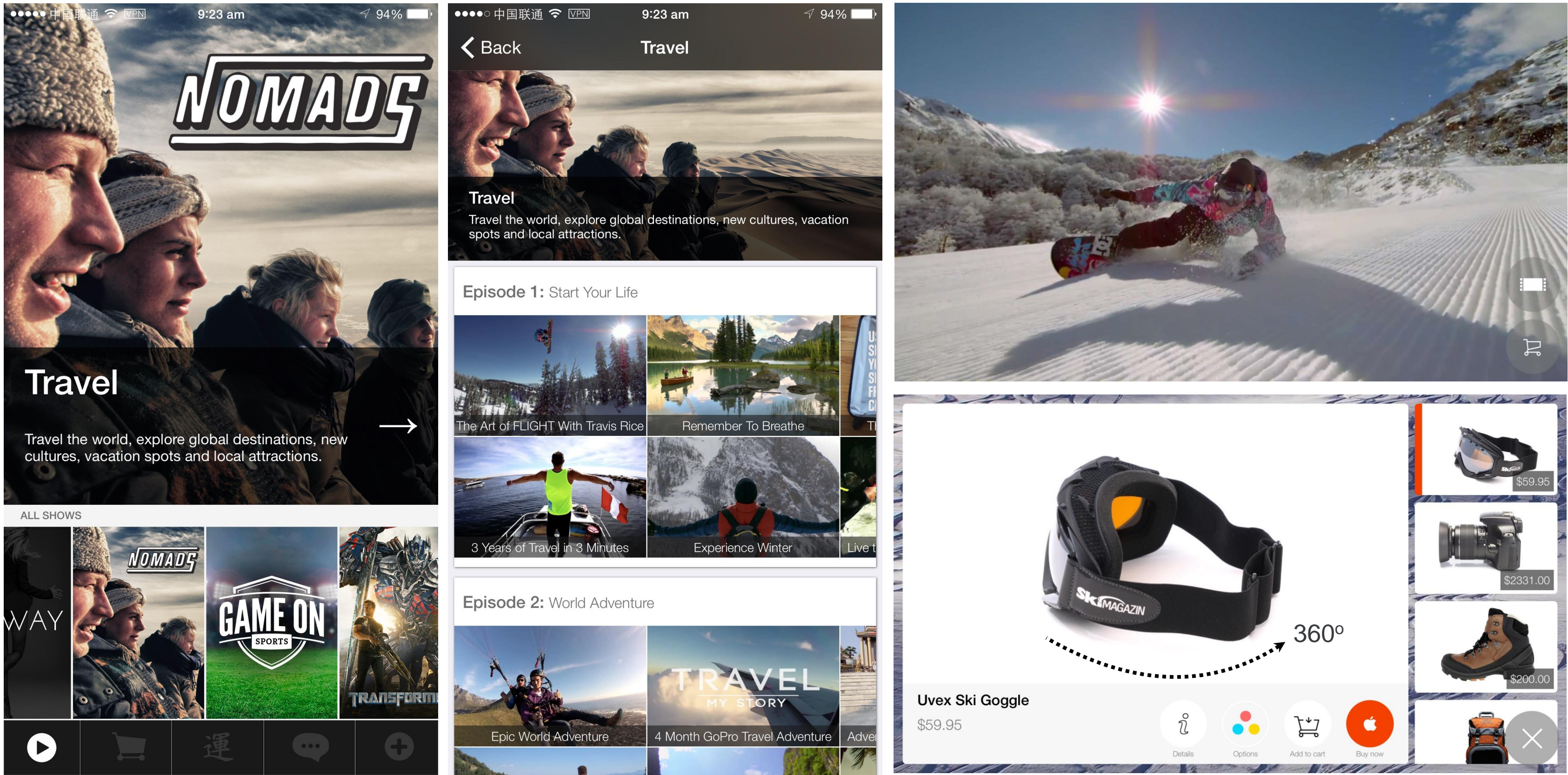
Social and contextual
eCommerce platform

Mobile largely untapped



Designed for mobile from
day 1

Our WeLiveIt APP v1.0: a beautifully designed APP for connecting mobile video and eCommerce together. Built in Q3/Q4 2015 and live to our trial base.



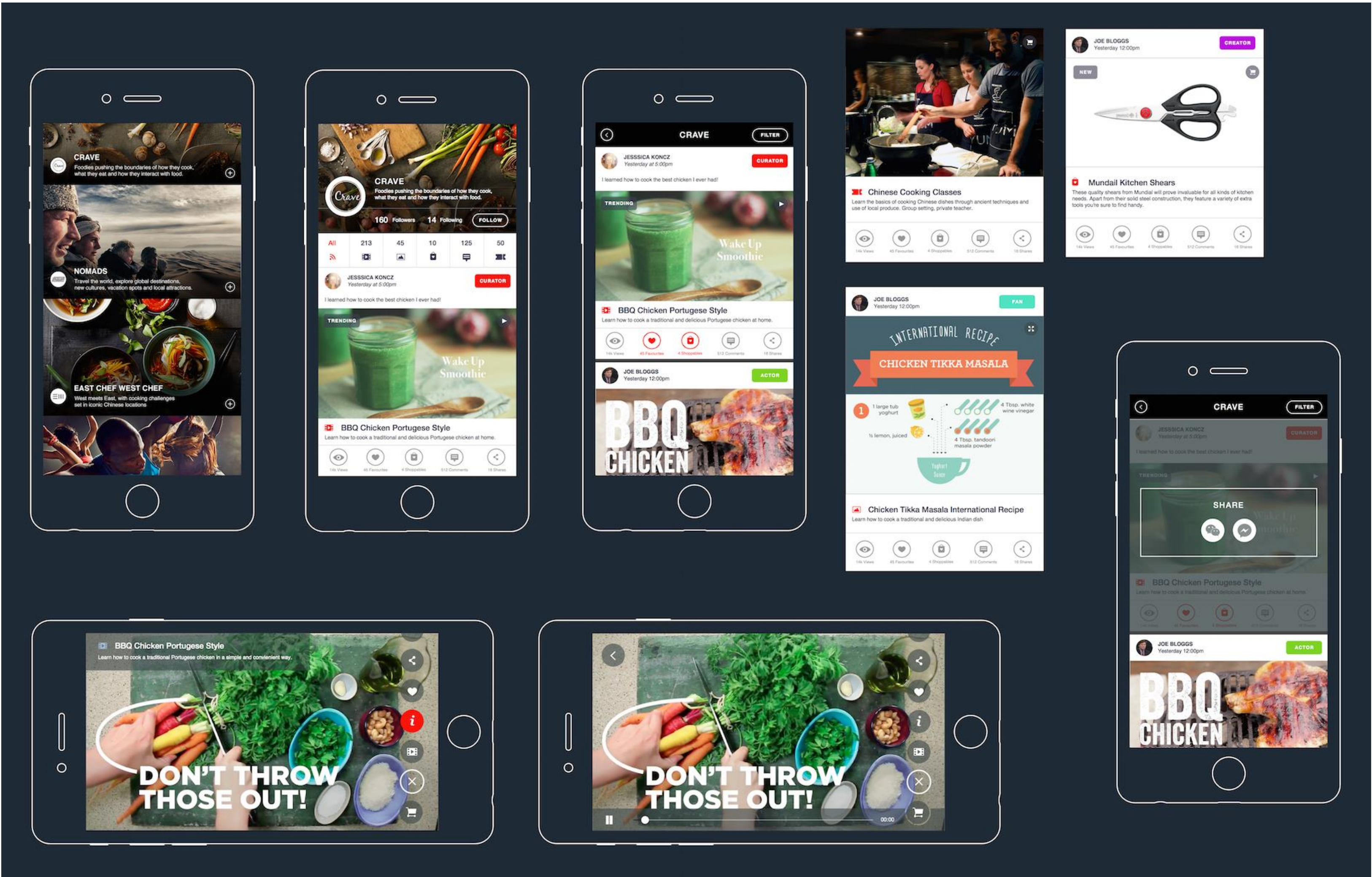
Watch

Shop

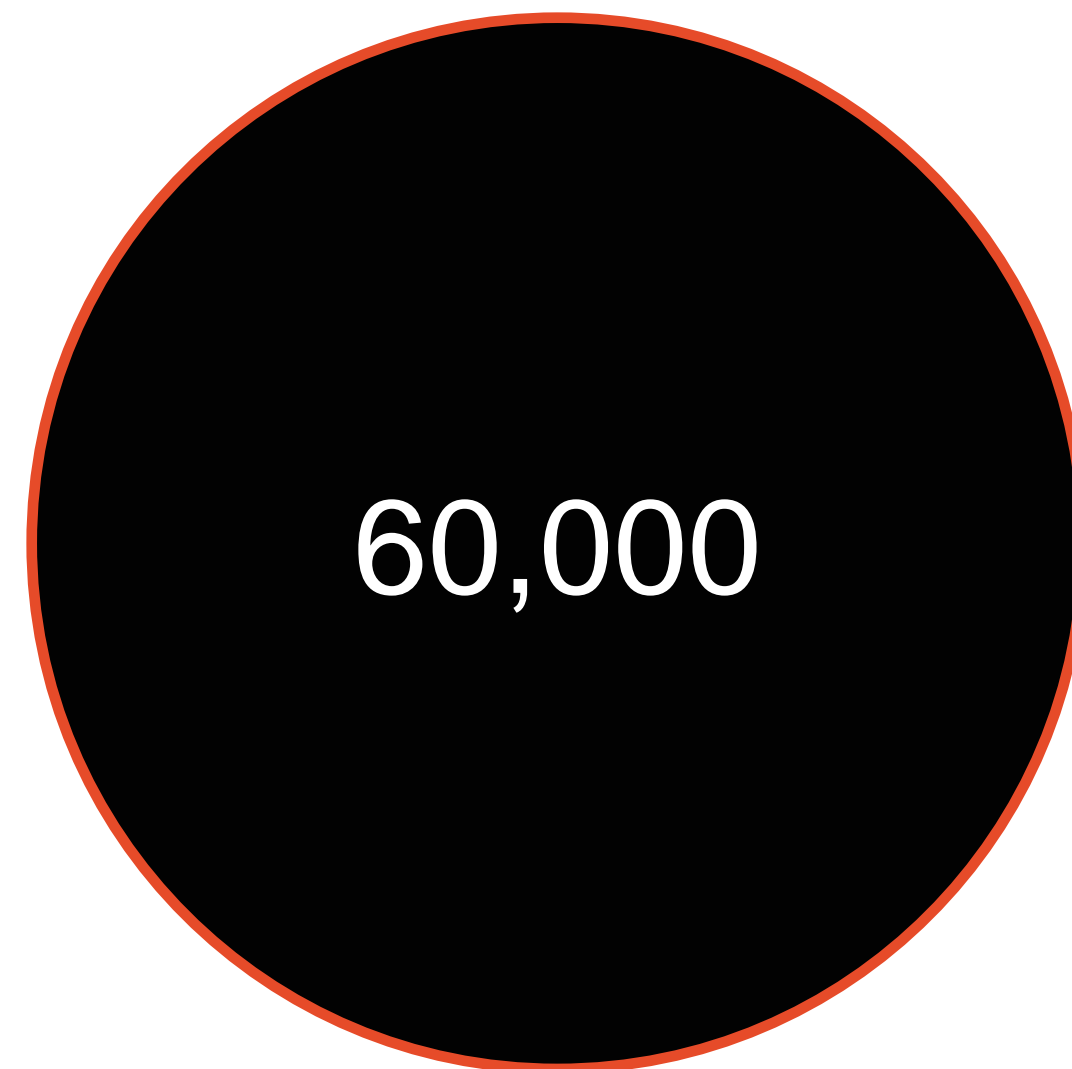
Discover

Select

WeLiveIt v2.0: channel curation, shoppable images, social sharing



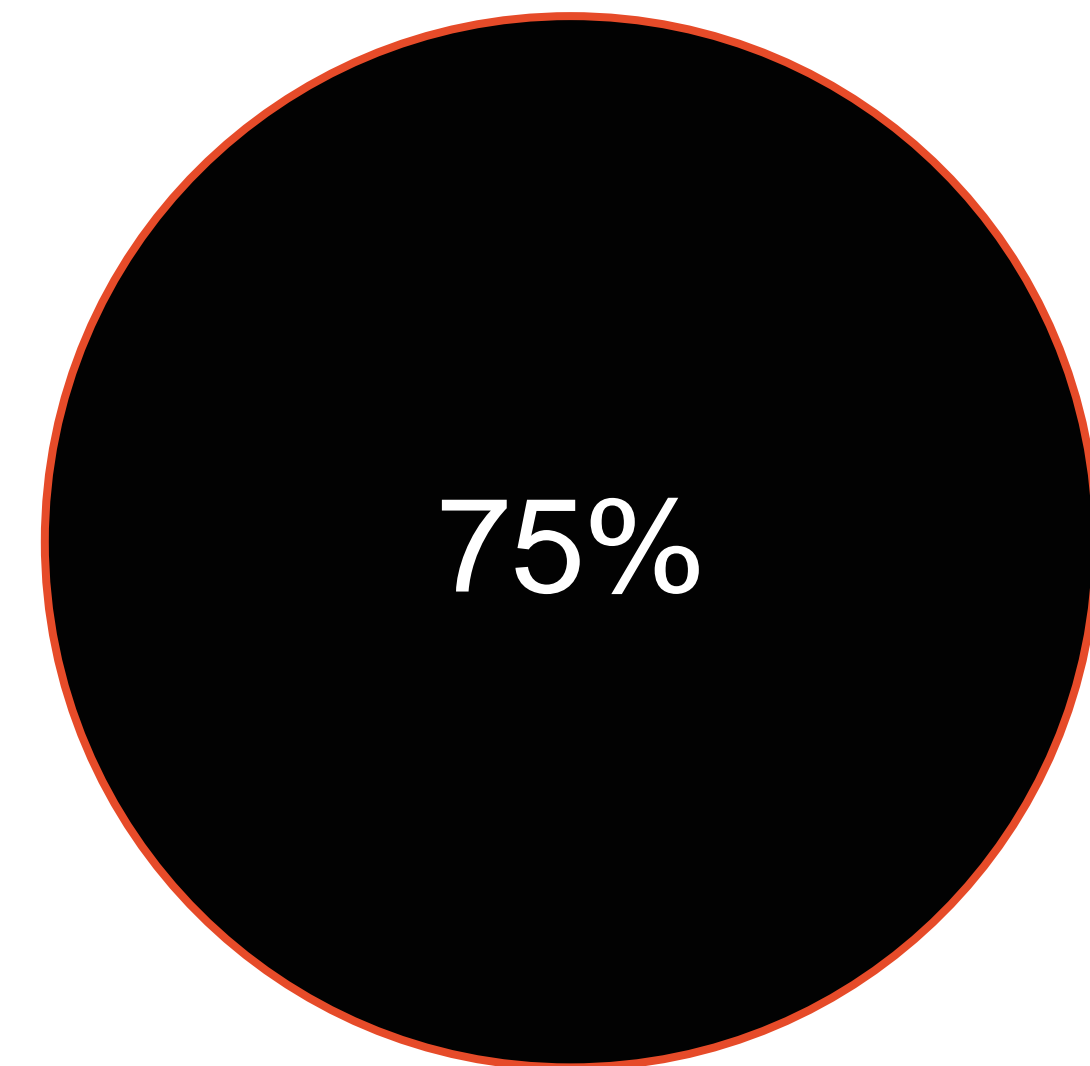
Reidefines law: *all media will converge towards mobile video*. A pervasive device meets brain processing efficiency



The number of times the brain processes images faster than text

The future of Facebook is all about mobile video

Facebook will be mostly video in 5 years, Zuckerberg says

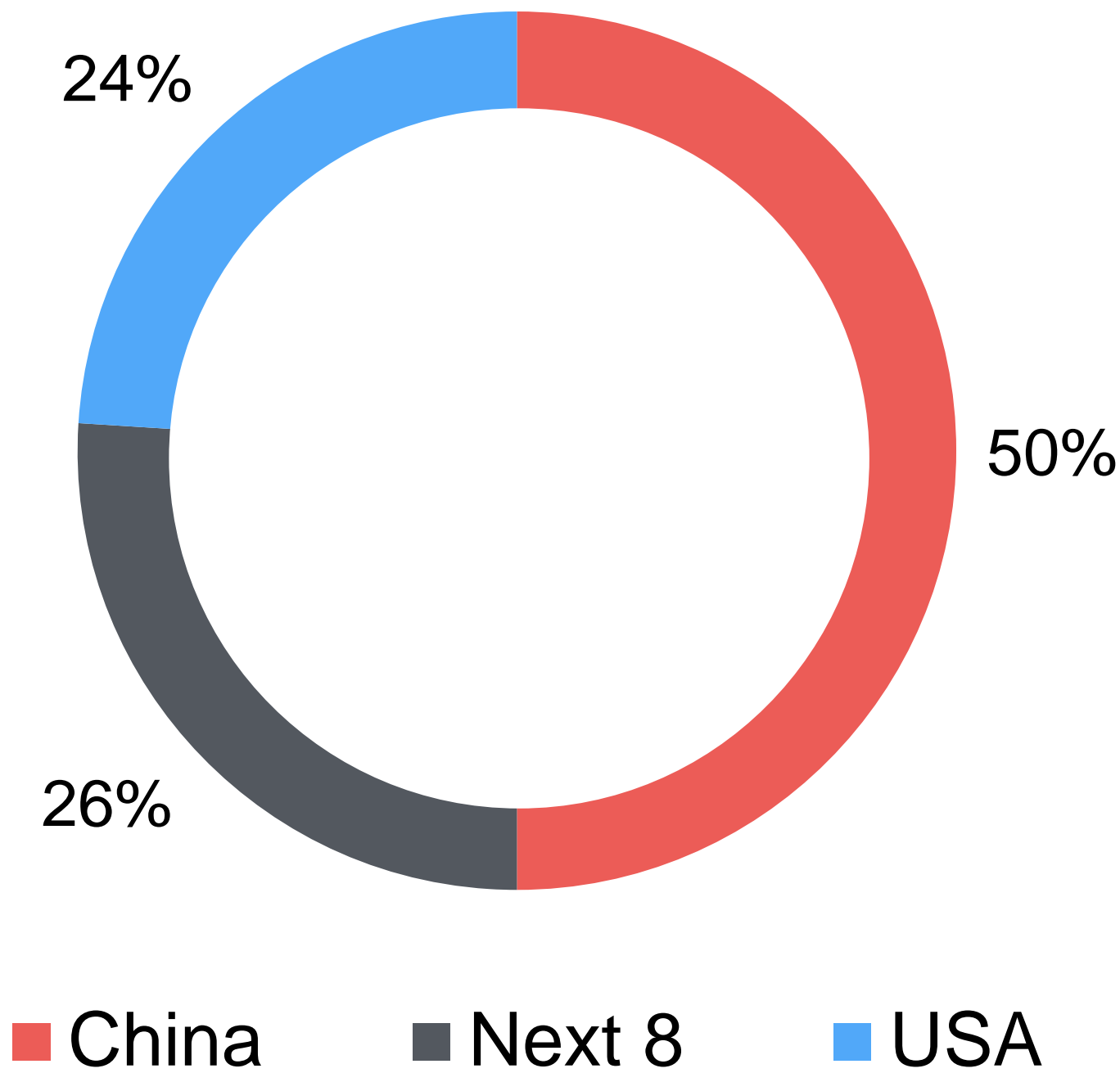


Of FB video views are on mobile in 2016

In 2018 China will be 50% of the worlds \$3 Trillion USD eCommerce market, with 60%+ of spend happening on mobile.

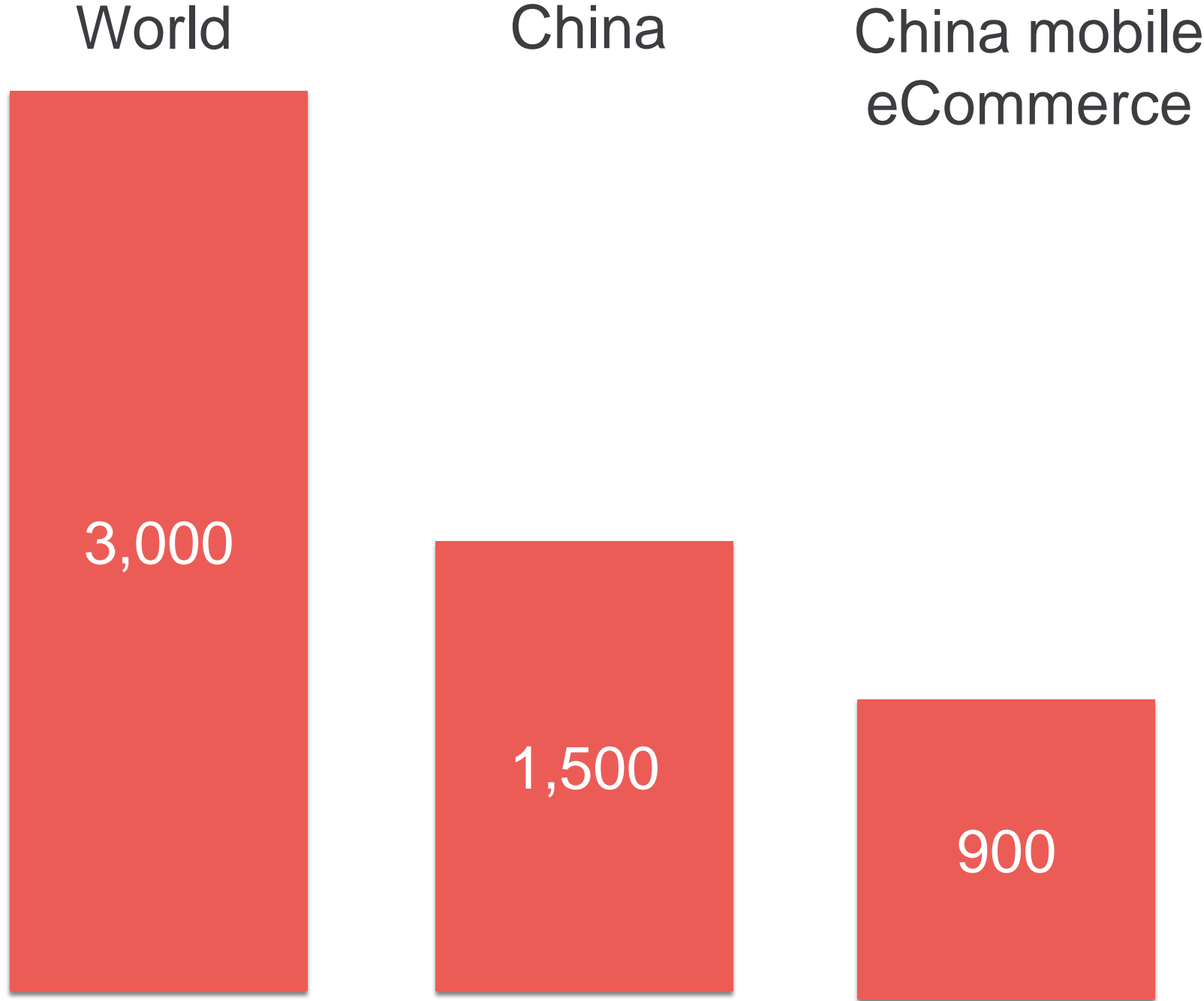
eCommerce market share

(% market in 2018)

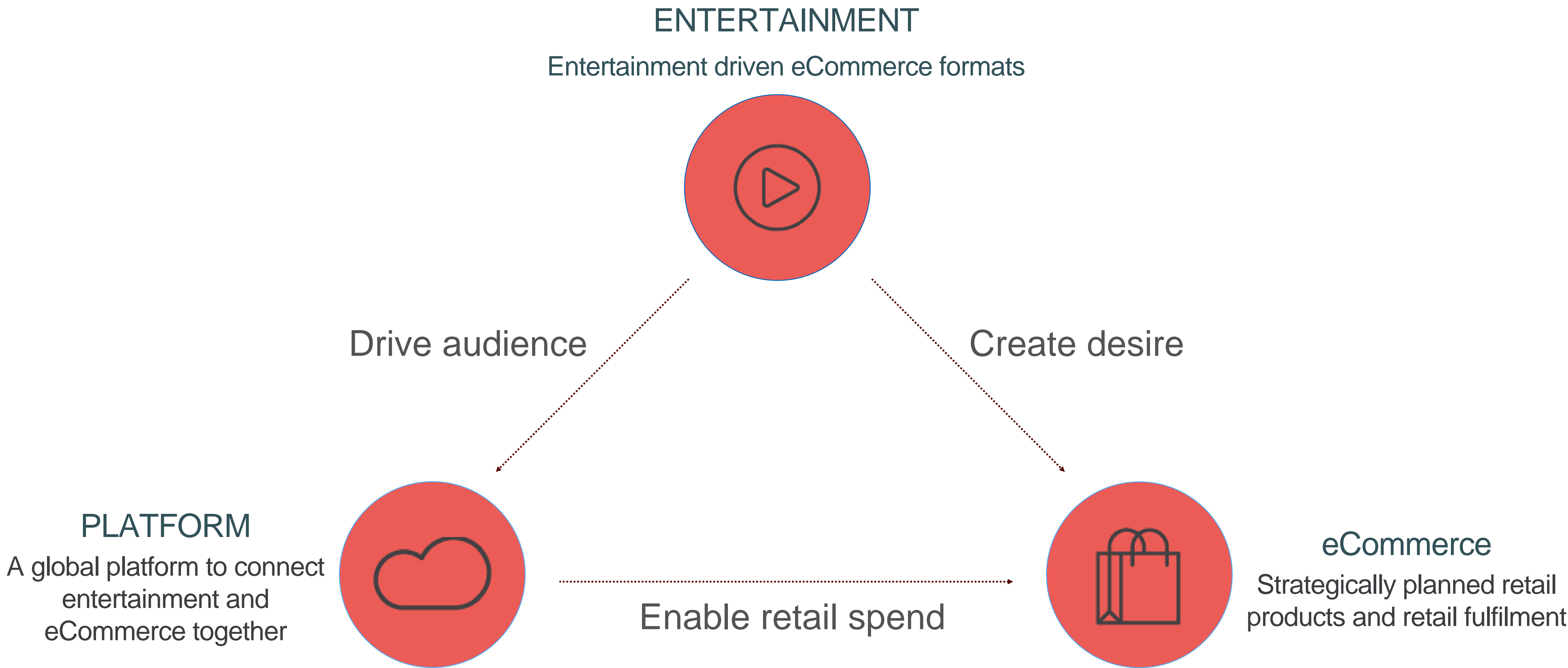


eCommerce market size

(\$B USD in 2018)




Entertainment drives the audience and emotion, platform connects it to eCommerce




Movie & TV merchandise, sports merchandise and online video influencers represent big market opportunities for entertainment driven retail




OPPORTUNITIES

-  Higher revenue from Asia which today represents <10% of market
- ☐ Higher volume across all markets through the use of eCommerce. Target 10% uplift for existing franchises
- ☐ Better margins through eCommerce, reduction in fakes and in-house products (longer term).

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OPPORTUNITIES

-  New markets in Asia for using influencers to drive eCommerce
- ☐ New revenue stream in eCommerce which offers 20X+ better returns than advertising for influencers
- ☐ Volume and scale offered through the long tail of video influencers (10K+ across Youtube and Youku)

Today movie and TV merchandising is a \$100B+ USD business, with huge Asia upside

Product licensing revenue for movie and TV entertainment
(2014, \$USD)



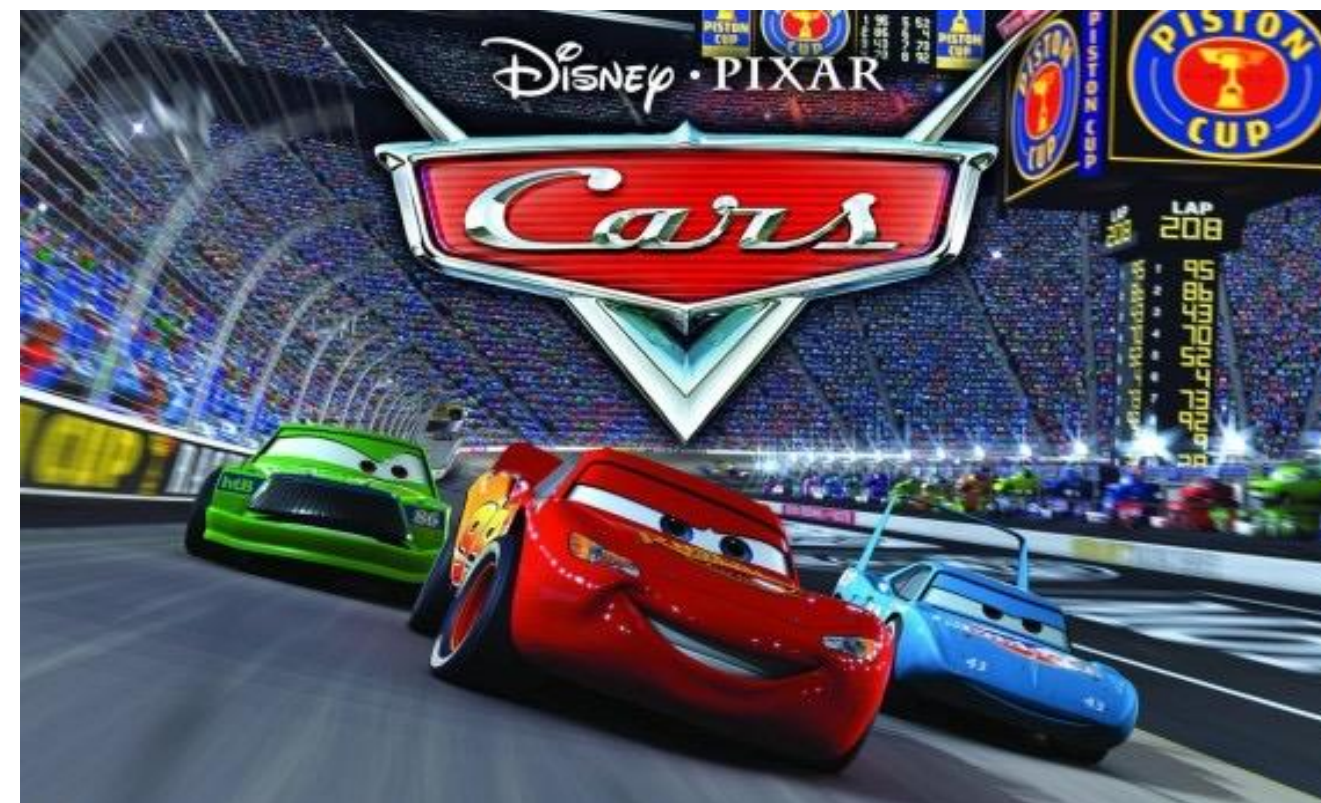
Only making 10% from Asia today with counterfeits a big issue; potential to grow 10X in next 2 years given eCommerce trends.

Merchandise has created some of the biggest franchises of all time (Merchandise revenue as of 2014, \$USD)

Star Wars - \$20 billion



Cars - \$10 billion



Simpsons - \$5 billion



Frozen - \$5 billion



Transformers - \$3 billion



Toy Story - \$2.4 billion



Cars generated 50X more revenue in merchandise than their US Box Office

(Numbers as of 2014, \$USD)

US Box Office - \$191 million



Global merchandising - \$10 billion

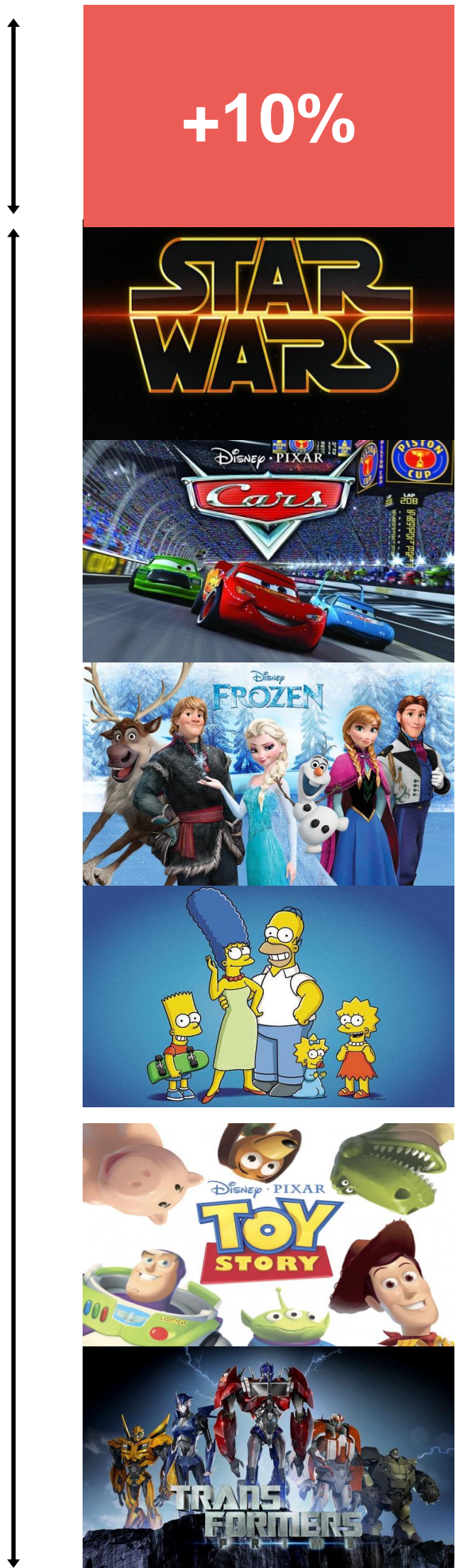


You were the company that provided 10% revenue uplift to just these 6 franchises (\$USD)

Revenue uplift +4.5B

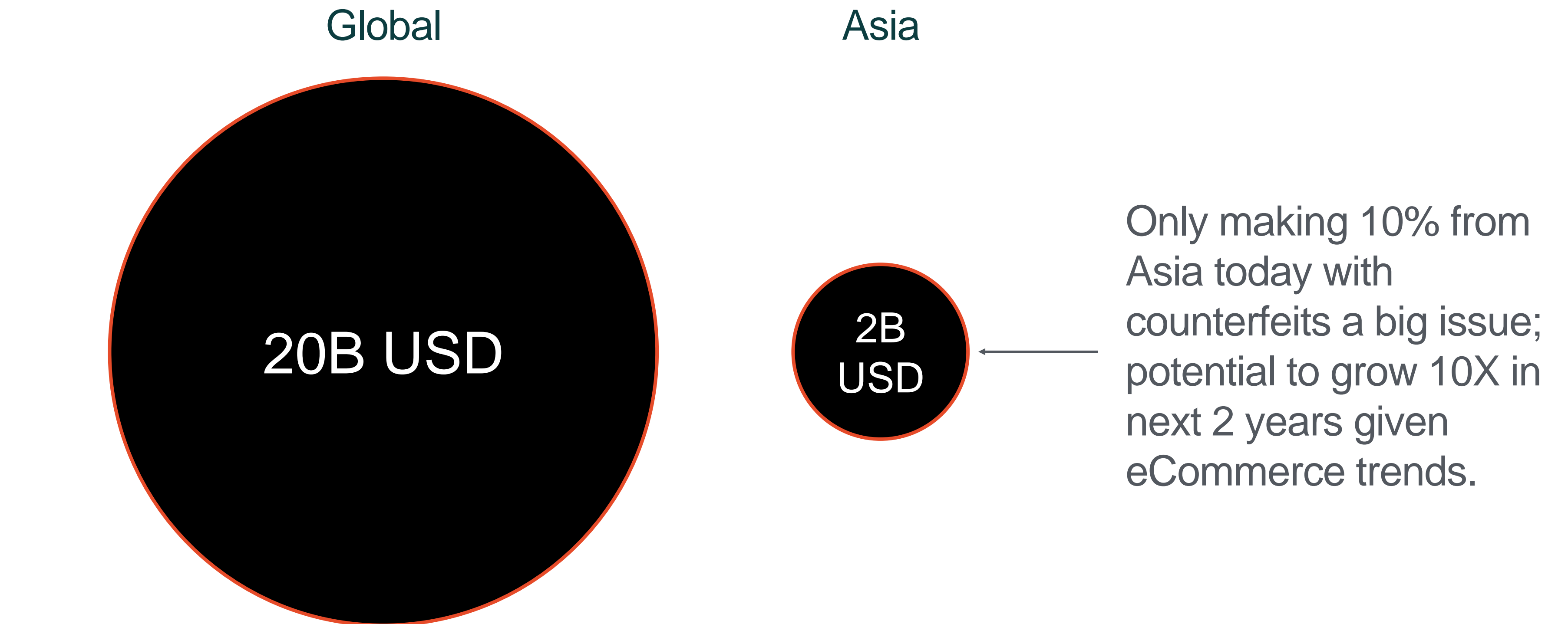
+10%

Base revenue 45B



Today sports merchandising is a \$20B+ USD business, with huge Asia upside

Product licensing revenue for sports
(2014, \$USD)



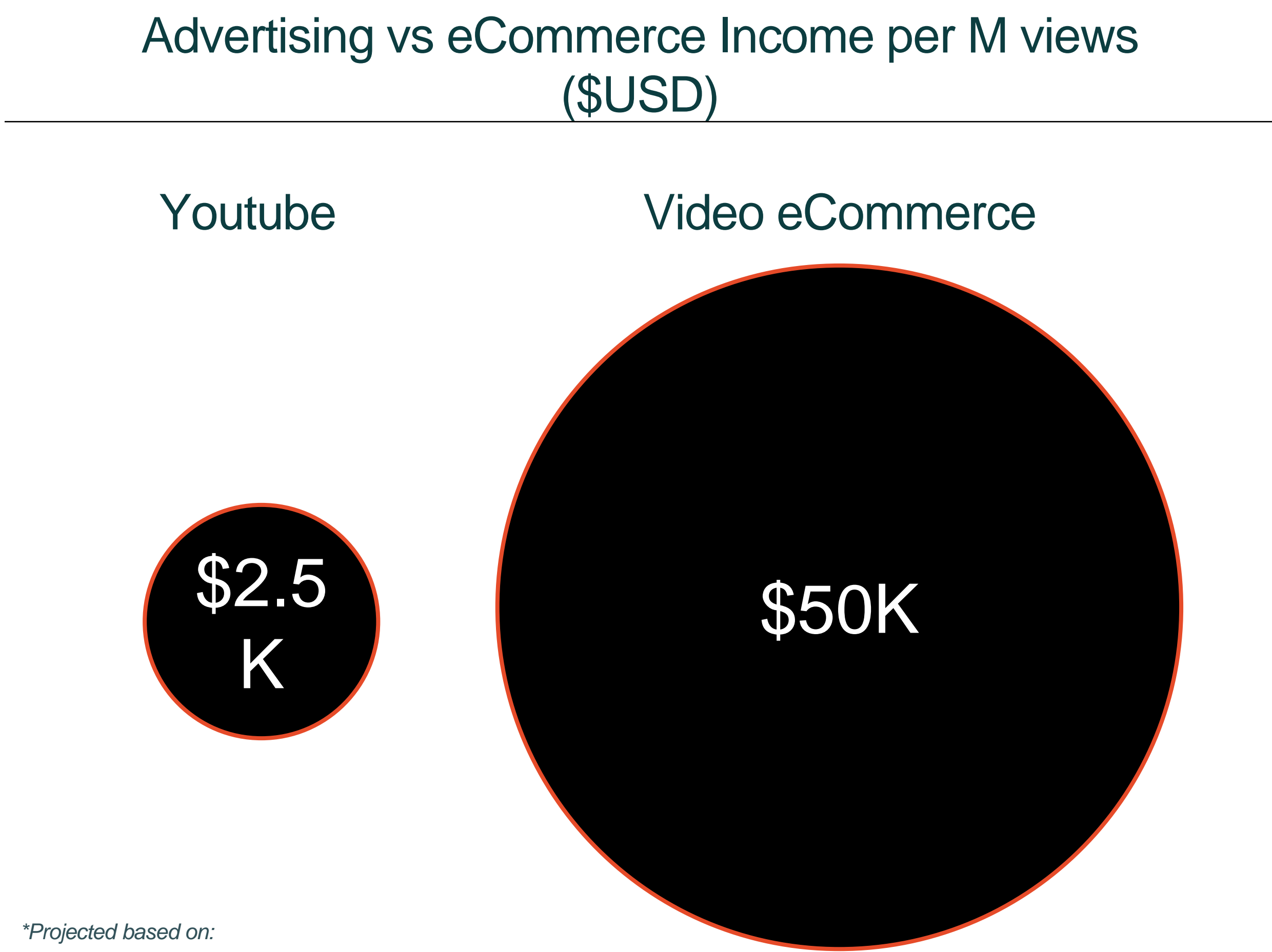
US sports are the mega franchises in sports with \$13B in merchandise revenue

Product licensing revenue for sports - \$13B
(2014, \$USD)



↑
China already #2
market

eCommerce can generate 20X+ greater returns than advertising for online video influencers



**Projected based on:
Youtube: \$3-5 CPM with 45% revenue share to Youtube
Reidefine: 1% conversion, \$100 transaction size, 5% margins*

Youtube channels in the *bottom 5,000* of influencers are getting 500K+ subscribers and 200M+ views

Influence rank				Subscribers	Views
4990	7535	B+	Duxativa	516,843	205,305,140
4991	7536	B+	SoFloAntonio	531,818	70,534,341
4992	7538	B+	LabrinthVEVO	351,716	234,679,486
4993	7540	B+	david mendez tamez	27,392	14,100,113
4994	7542	B+	kingrecords	136,496	170,624,786
4995	7543	B+	En Gzel Video Kanal	27,368	36,195,235
4996	7544	B+	TheSonicParadoxTeam	290,700	150,129,075
4997	7545	B+	Sandra Dewi	43,683	53,240,886
4998	7546	B+	VPRESS CHANNEL	130,099	104,512,387
4999	7548	B+	KofikoChannel	101,812	83,919,726
5000	7549	B+	GamesForKids	18,047	18,854,018

Source: Socialblade

You could convert video influencers to a video eCommerce model?

A Youtube influencer in the top 5,000 could generate



\$1M income /
year

Based on: 40M views, 50% share of EBITDA

Zhang Xinyu and the lavender bear



\$20M revenue ... lost

The business opportunity lies in the *integration* of content, eCommerce and platform

1

Content

Creation and execution of “entertainment driven retail formats”

2

Retail

Sourcing retail, setting up retail fulfilment

3

Platform

A mobile APP and cloud based platform to bring the content and retail together

Prove model

In-house production and support

In-house selection, drop shipping

Mobile only, Australia

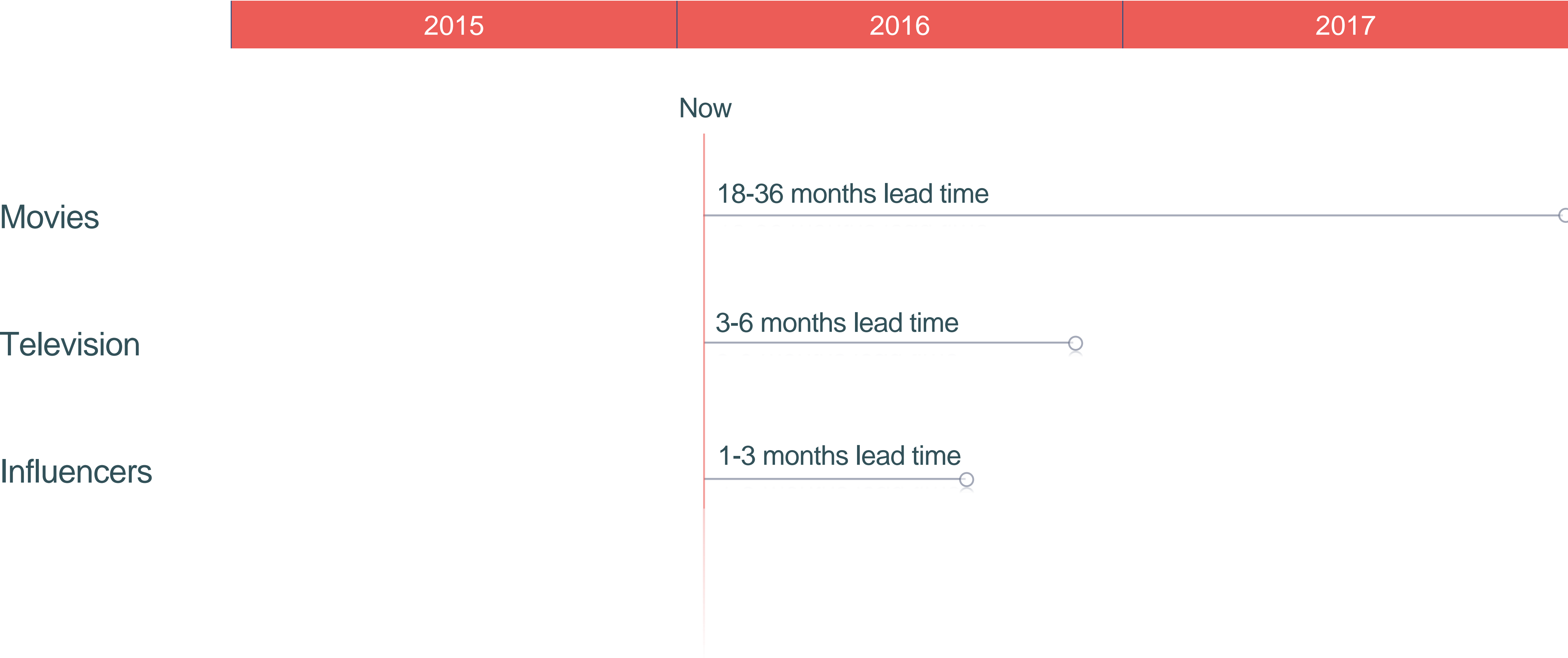
Scale

Content partnerships

Retail partnerships, 3PL system

Mobile and web, global

Content partnerships for longer term combined with content that can get us live quickly



Current content partnership discussions

FILM AND TELEVISION

Late stage discussions for 1-3 trial projects



Detailed discussions with COO and digital team



LOI to roll home shopping v2.0 across 2 national TV networks



12 month partnership in video eCommerce and smart education



VIDEO INFLUENCERS

5+ influencers lined up in China with first signed; 5+ internationally

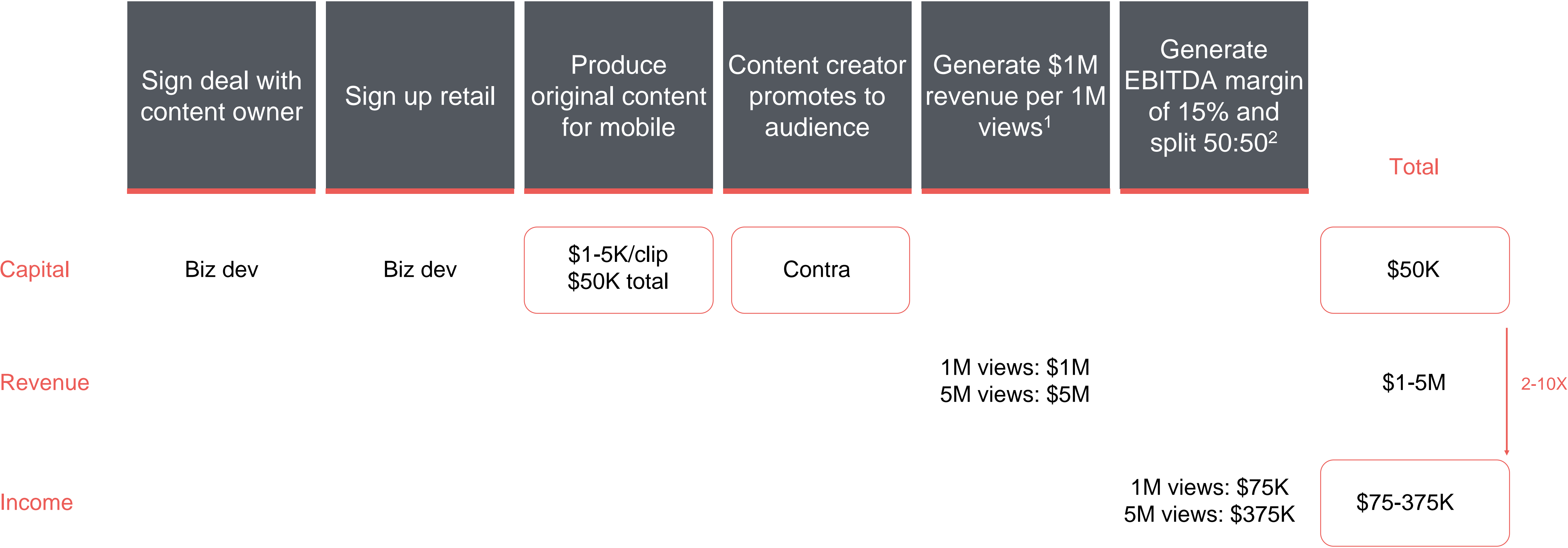
Influencers from:



In discussions on use of our mobile platform for the AirSickness Project



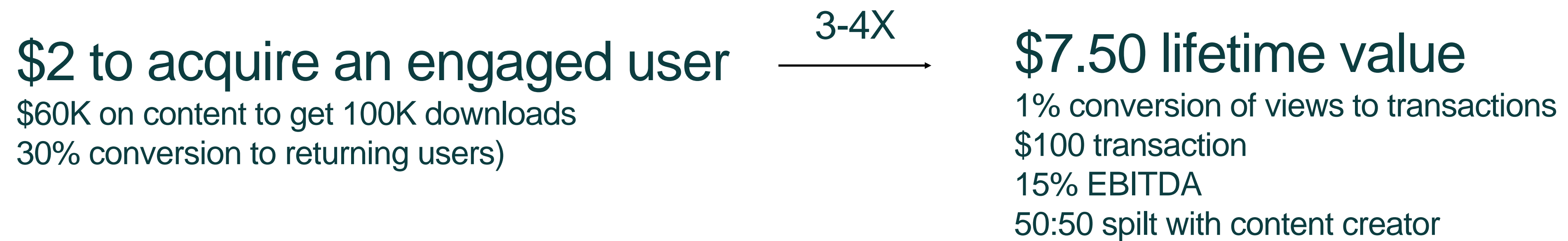
The business model is to generate 2-10X returns on every content format



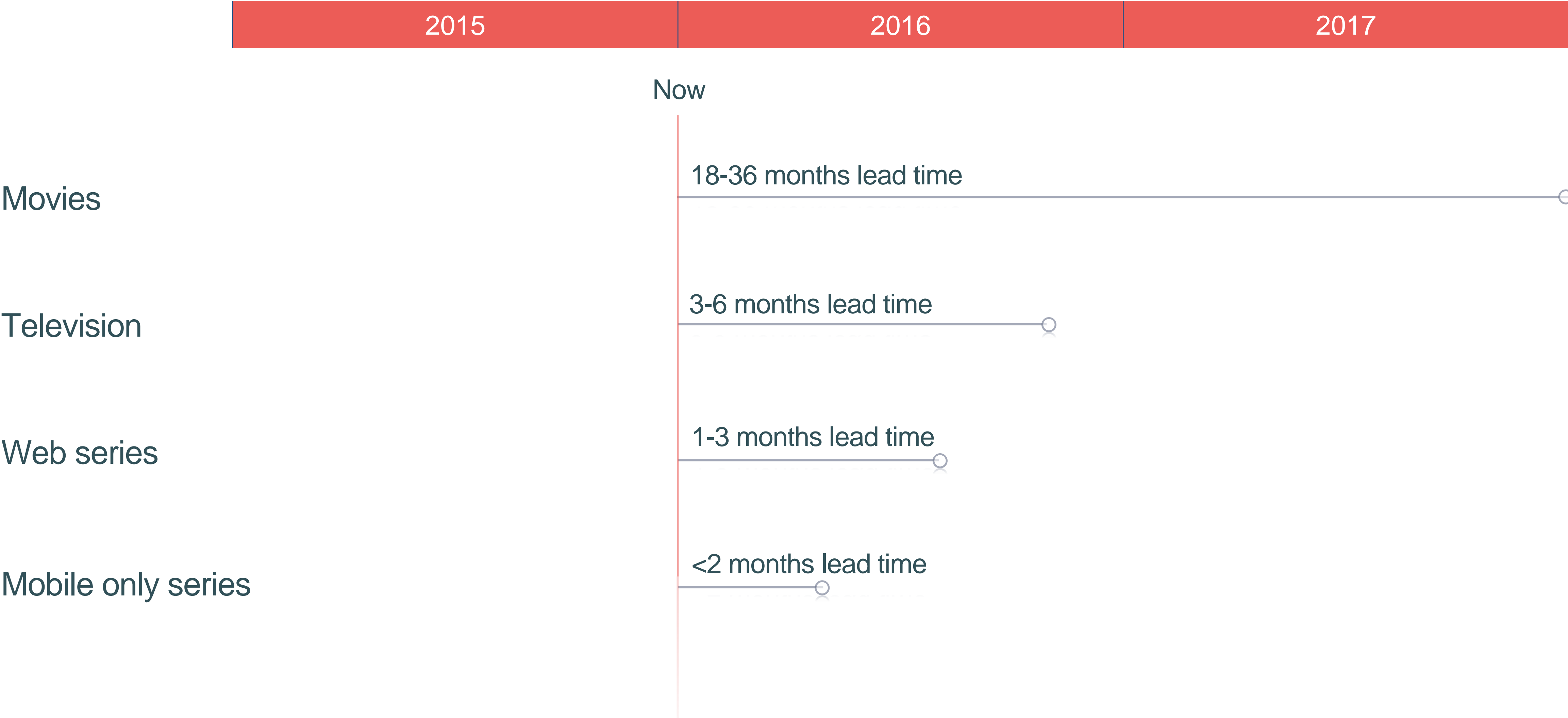
¹Based on \$1/view from a conversion rate of 1% and average transaction size of \$100

²EBITDA % based on comparable % in our target retail category, 50:50 share based on comparable share on Youtube

The goal is a 3-4X CAC/CLV



Start with influencers, move into TV/sport and movies





Platform milestones

Android APP
Retail fulfilment
Publisher

Scale and security

Machine learning

Content milestones

Initial formats go live

10+ formats

Film and TV MOUs
20+ formats

Retail milestones

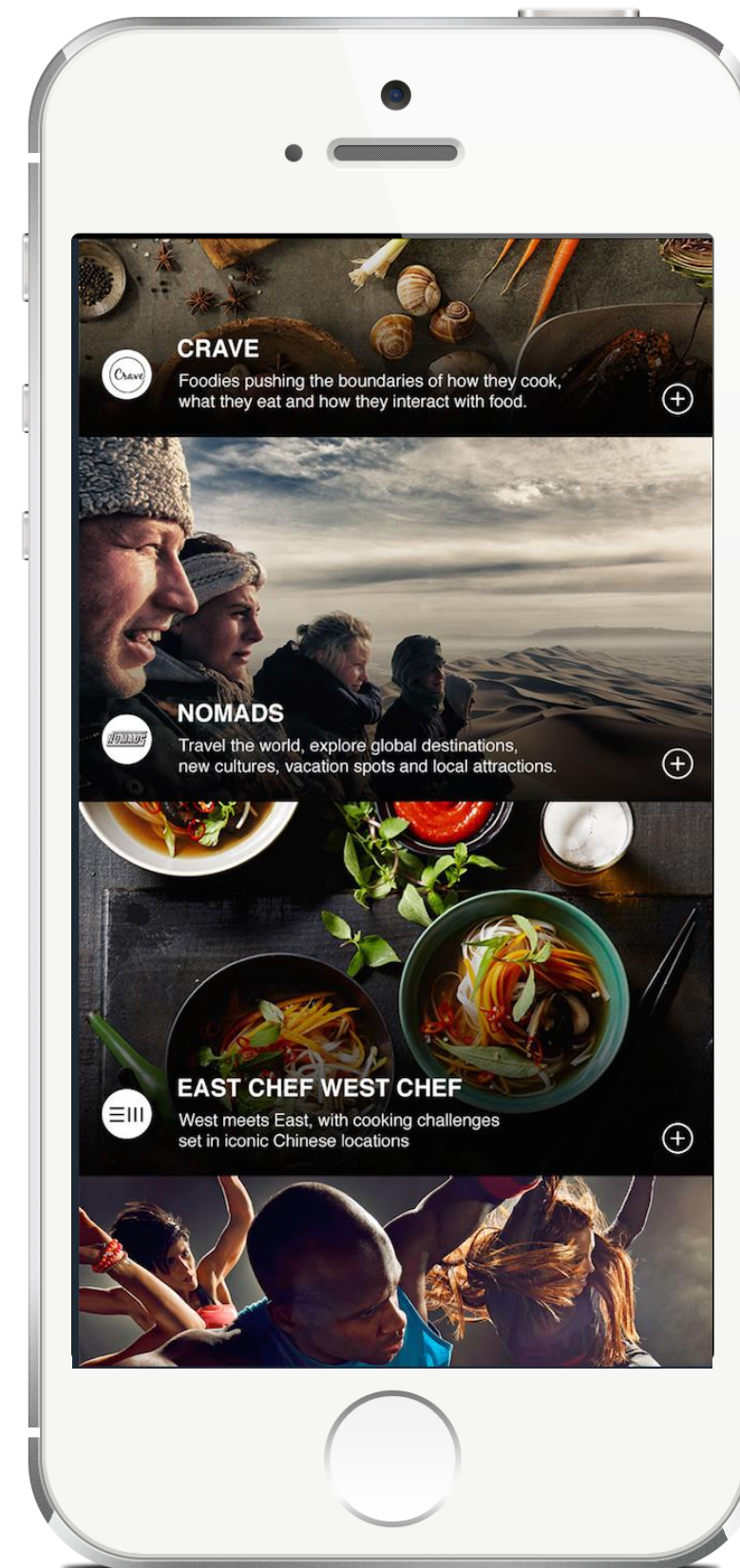
First retail partner goes
live with drop shipping

Min 1 retail partner per
format with drop shipping

Own 3PL solution

To create the world's leading entertainment driven eCommerce platform on mobile

“Shop what you watch and love” - seamlessly, integrated, all on mobile



Contact:



Ben Reid
CEO & Founder

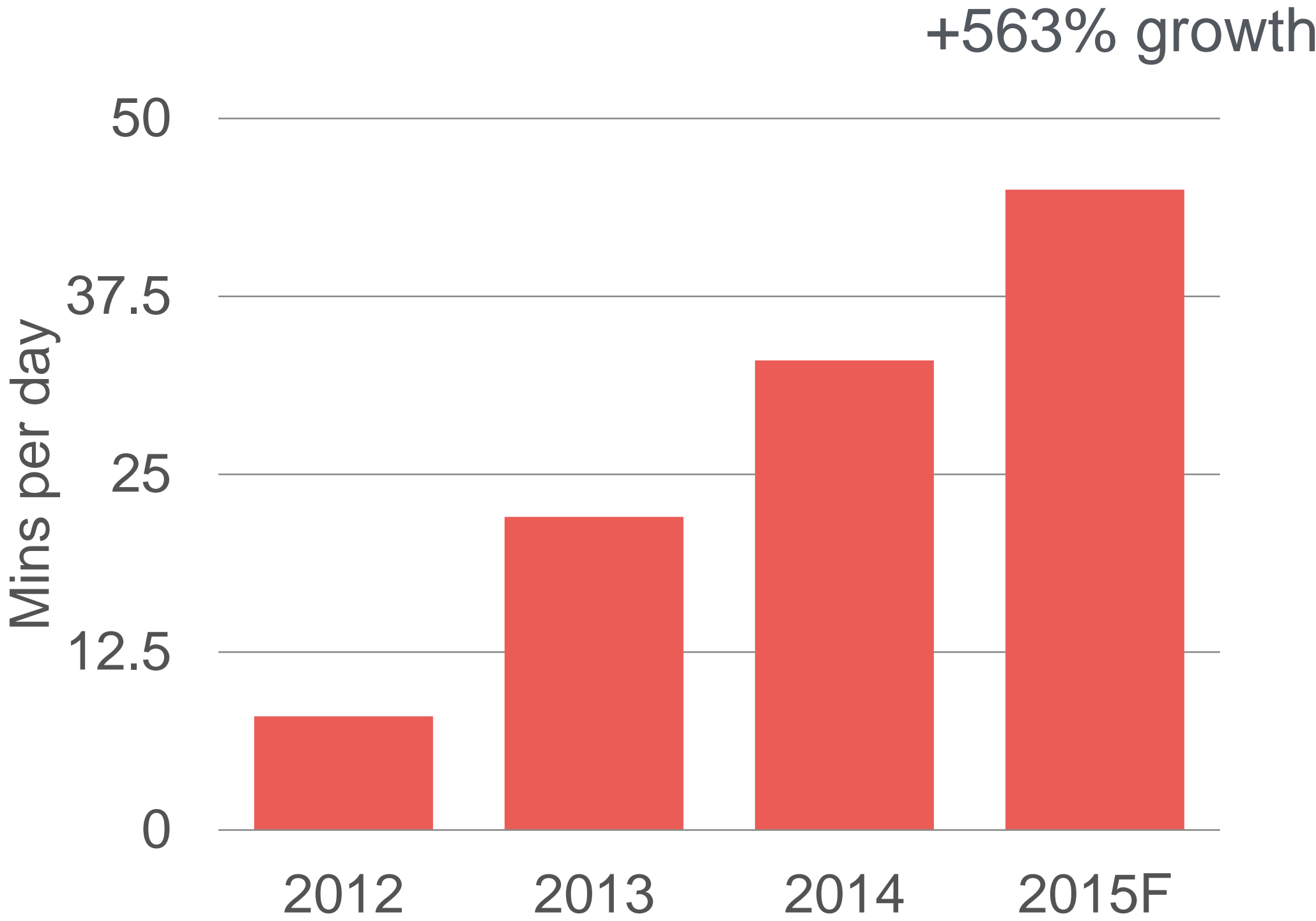
ben@reidefine.com

APPENDICES

Mobile video and mobile eCommerce are two of the biggest global tech trends

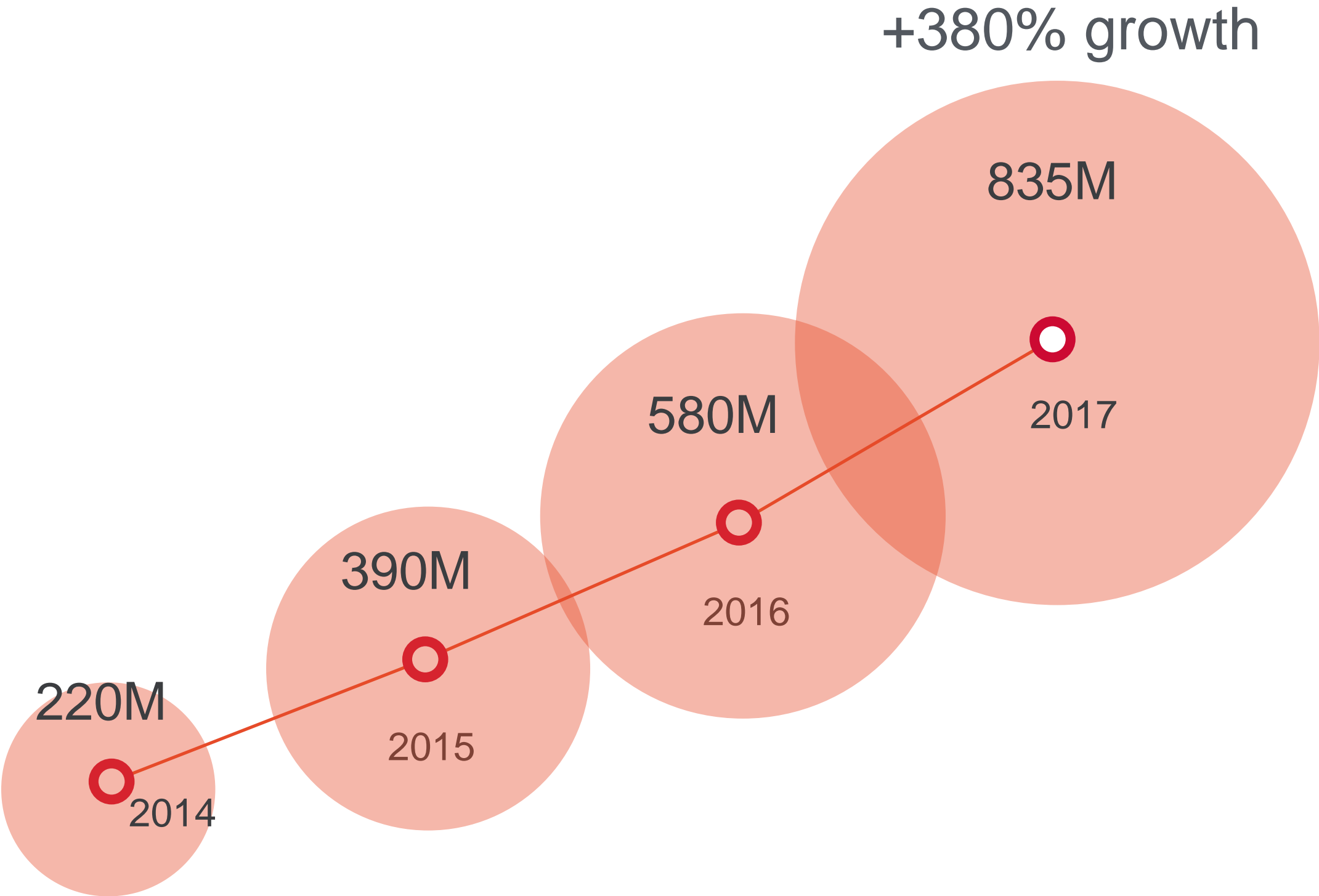
Mobile video consumption (US)

45mins mobile video viewed/day, 563% growth in 4 yrs



Mobile eCommerce (US and China)

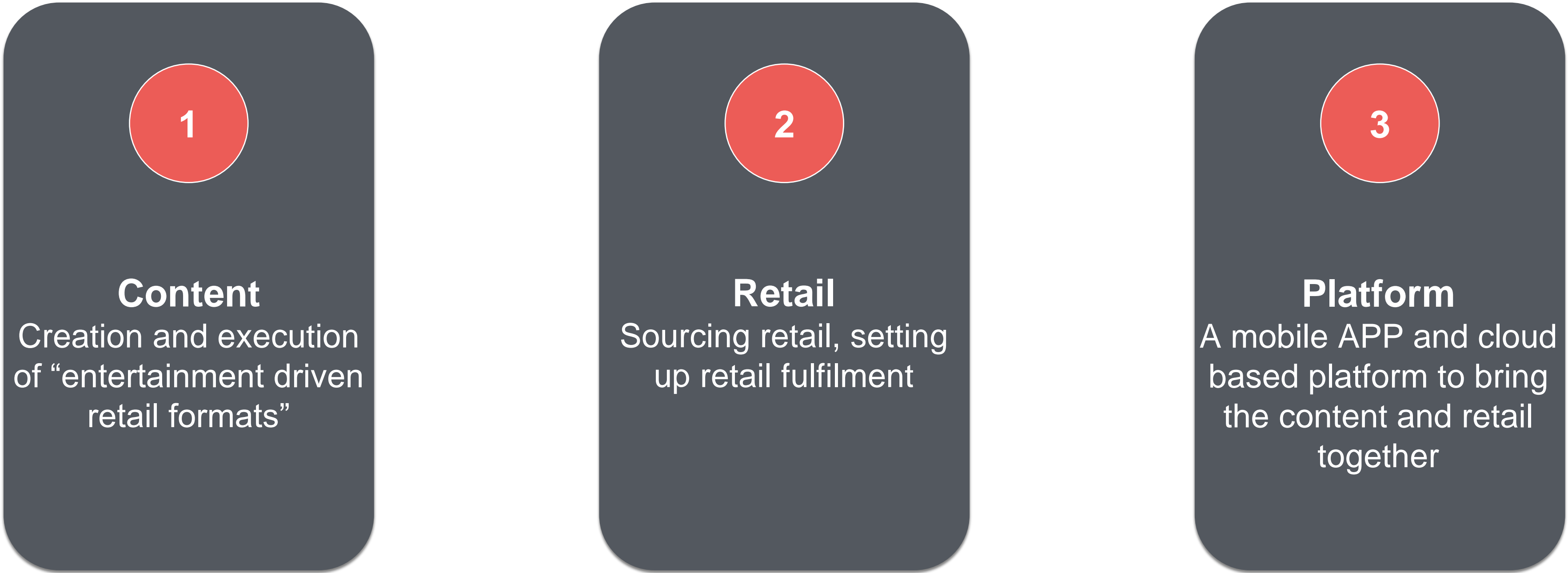
\$USD835B market, 380% growth from 2014-2017



THREE COMPONENTS NEEDED TO COME TOGETHER TO PROVE THE MODEL



This business is the integration of content, retail and platform. Reidefine will build the platform, execute all components to prove the model and look to partnerships to scale.



Prove model

In-house production

In-house, drop shipping

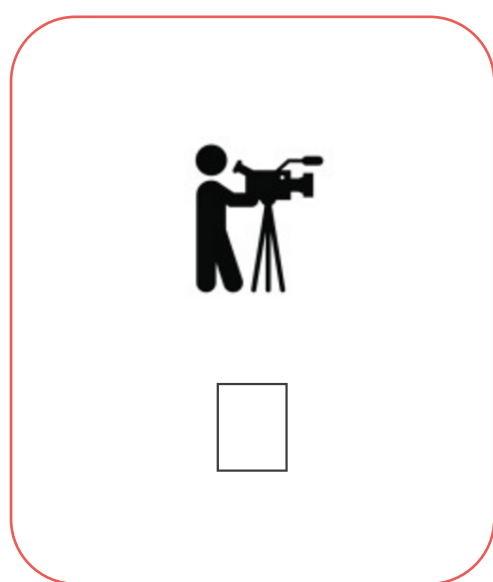
Scale

Production partnerships

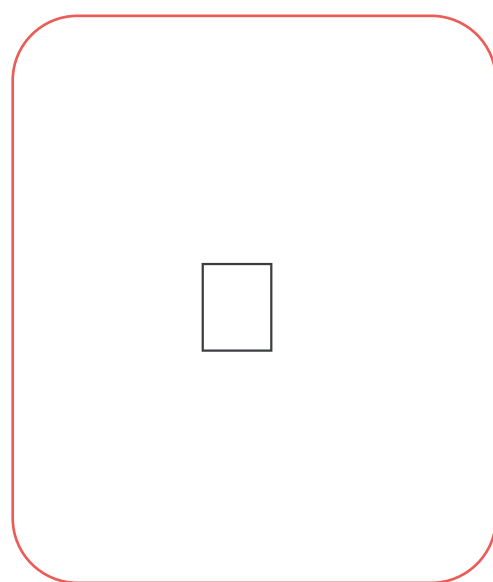
Retail partnerships, 3PL system

The key steps to execute on this business

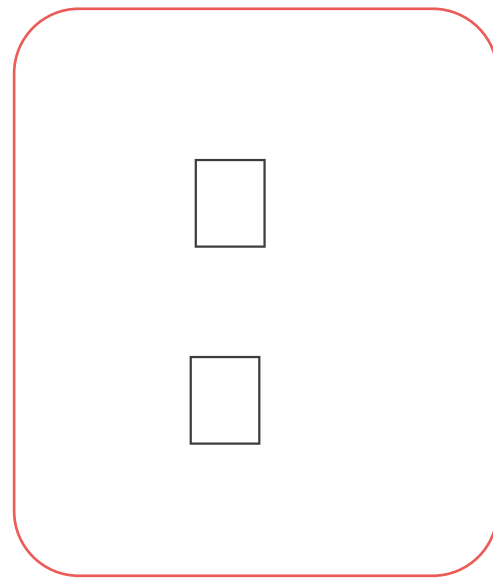
Sign deal with content creator and retail partner



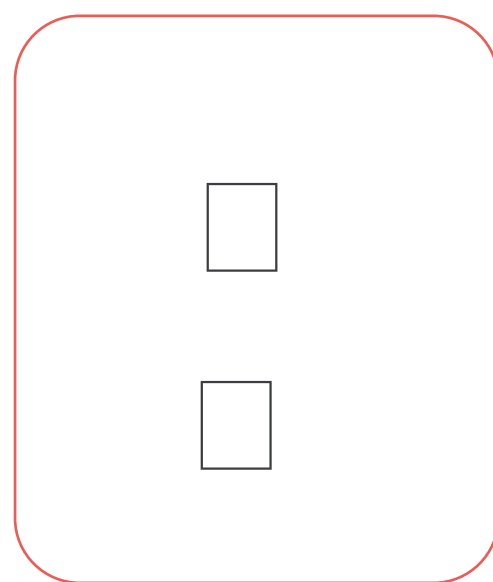
Get retail products ready for sale



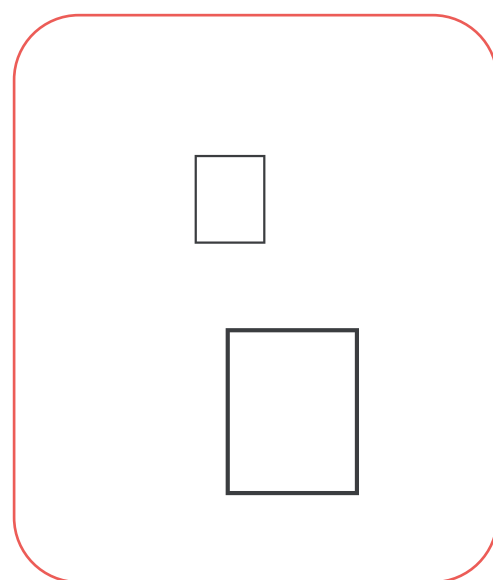
Adjust creative for platform



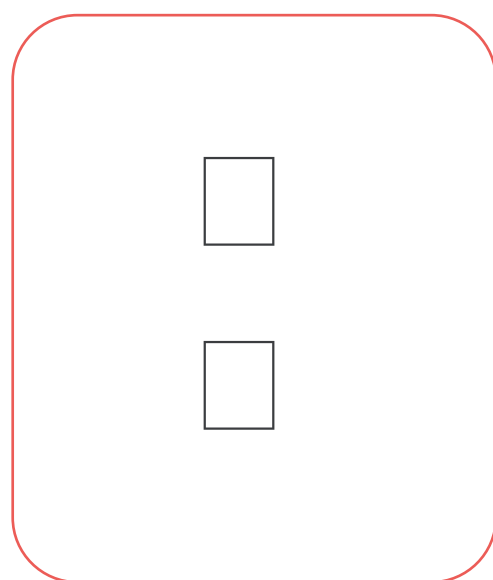
Ingest and curate assets within the platform



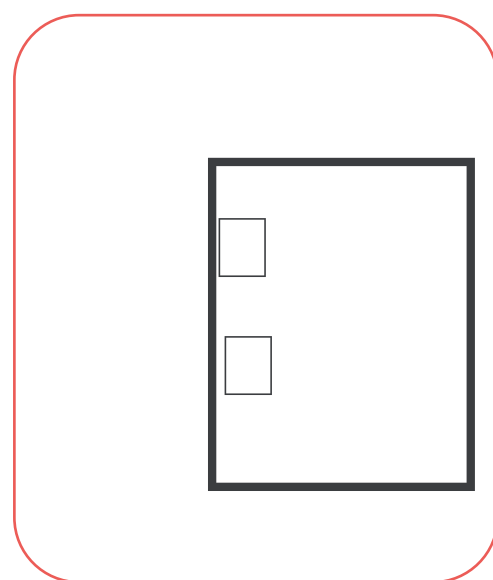
Promote APP with content and retail partner



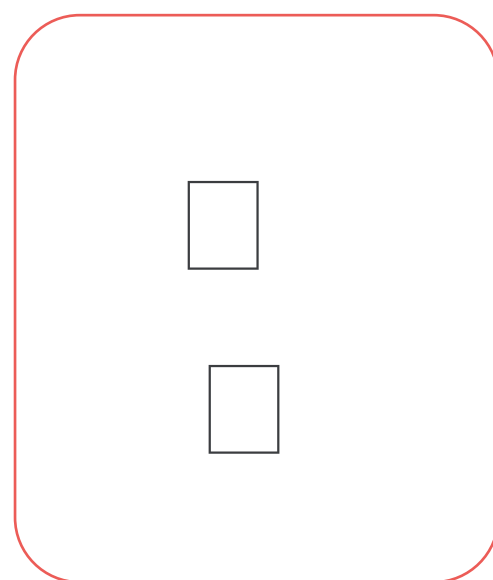
Generate APP downloads for iOS and Android



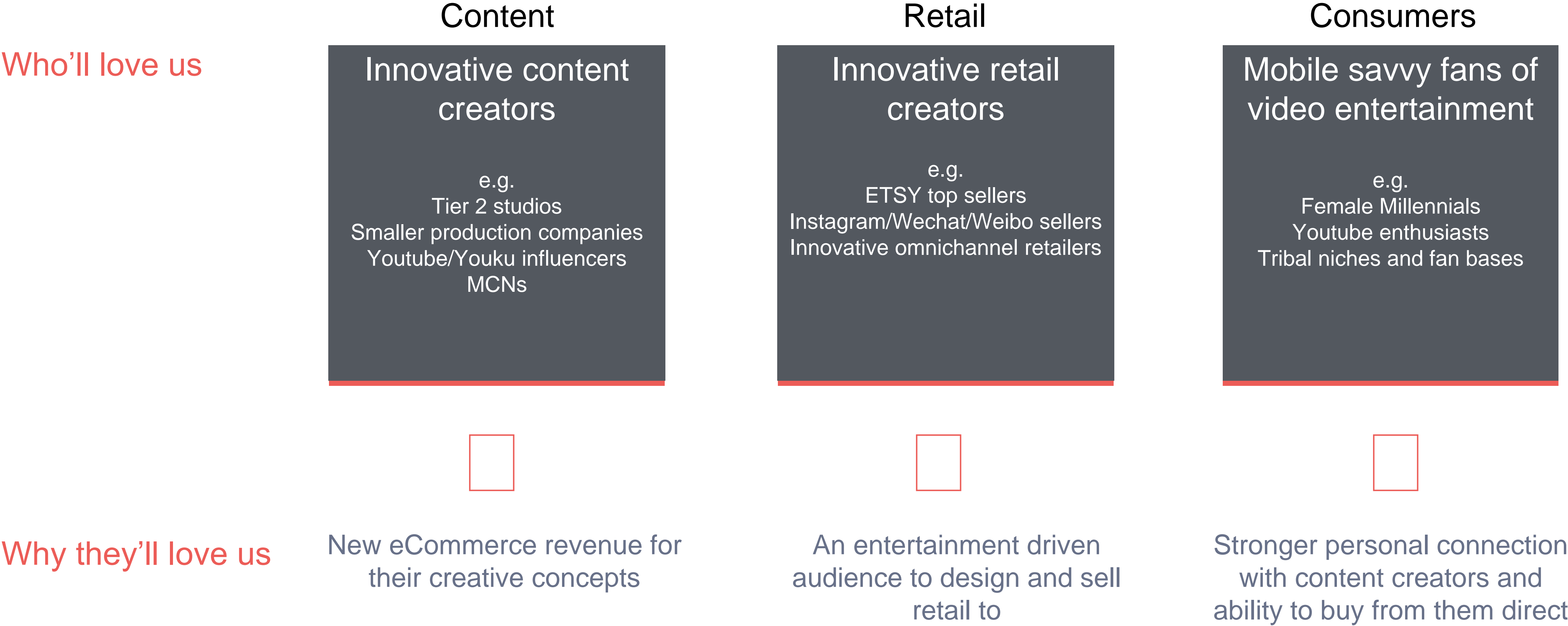
Enable users to watch video and buy



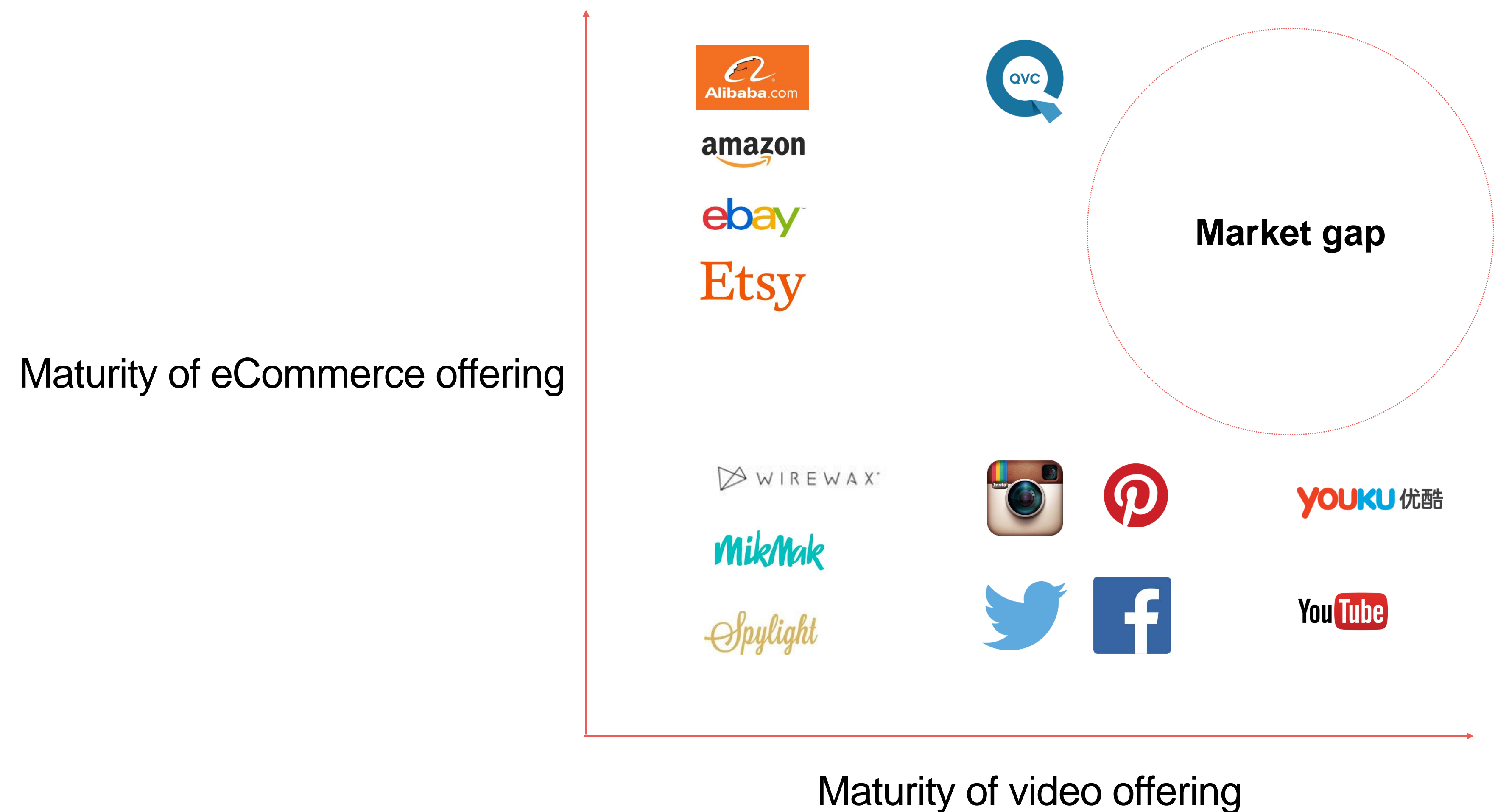
Deliver retail through our fulfilment partners



On supply side we focus on innovative content creators and retail suppliers, on demand side it's mobile savvy fans of entertainment formats



While we have competitors from both media and tech, no player has yet established themselves in video eCommerce, and particularly video eCommerce for mobile



These factors combine to make our company unique and positioned to take advantage of this market opportunity:

- ☐ Team An experienced team strong in engineering, business and creative, and the hunger to make this happen
- ☐ Integration We are not just offering one part of the business model, we are integrating all pieces together
- ☐ Focus Core, dedicated focus one single big opportunity and one market: mobile video eCommerce in China
- ☐ Mobile Designed from the ground up for the mobile, we think “mobile only” not just “mobile first”
-  China-international 50+ years China-international experience in team, ability to bring international content and retail into China
- ☐ UX UX is the hero in our company, and everything we build has beautiful visual and functional design
- ☐ Headstart We have 12-18 months+ head start in building this opportunity in R&D, building and testing