



Investor Memo

DISCLAIMER

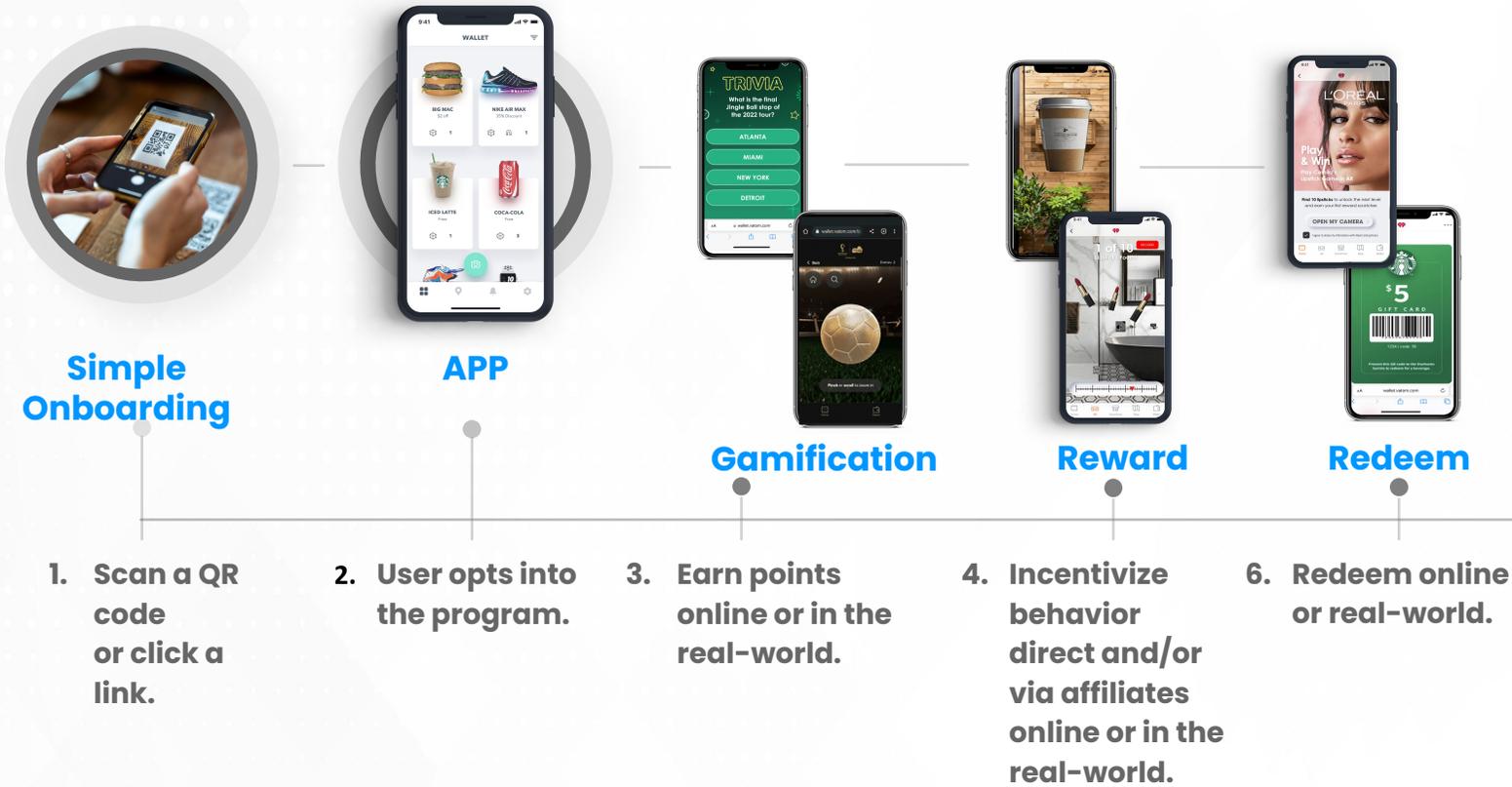
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The World's Largest Brands Choose Vatom

With ten million people globally engaged and growing, Vatom is demonstrating its ability to enhance customer relationships and brand loyalty using Vatom's advanced technology. The Vatom platform allows enterprise partners to provide fun, simple, intelligent engagement at scale.



How it Works:



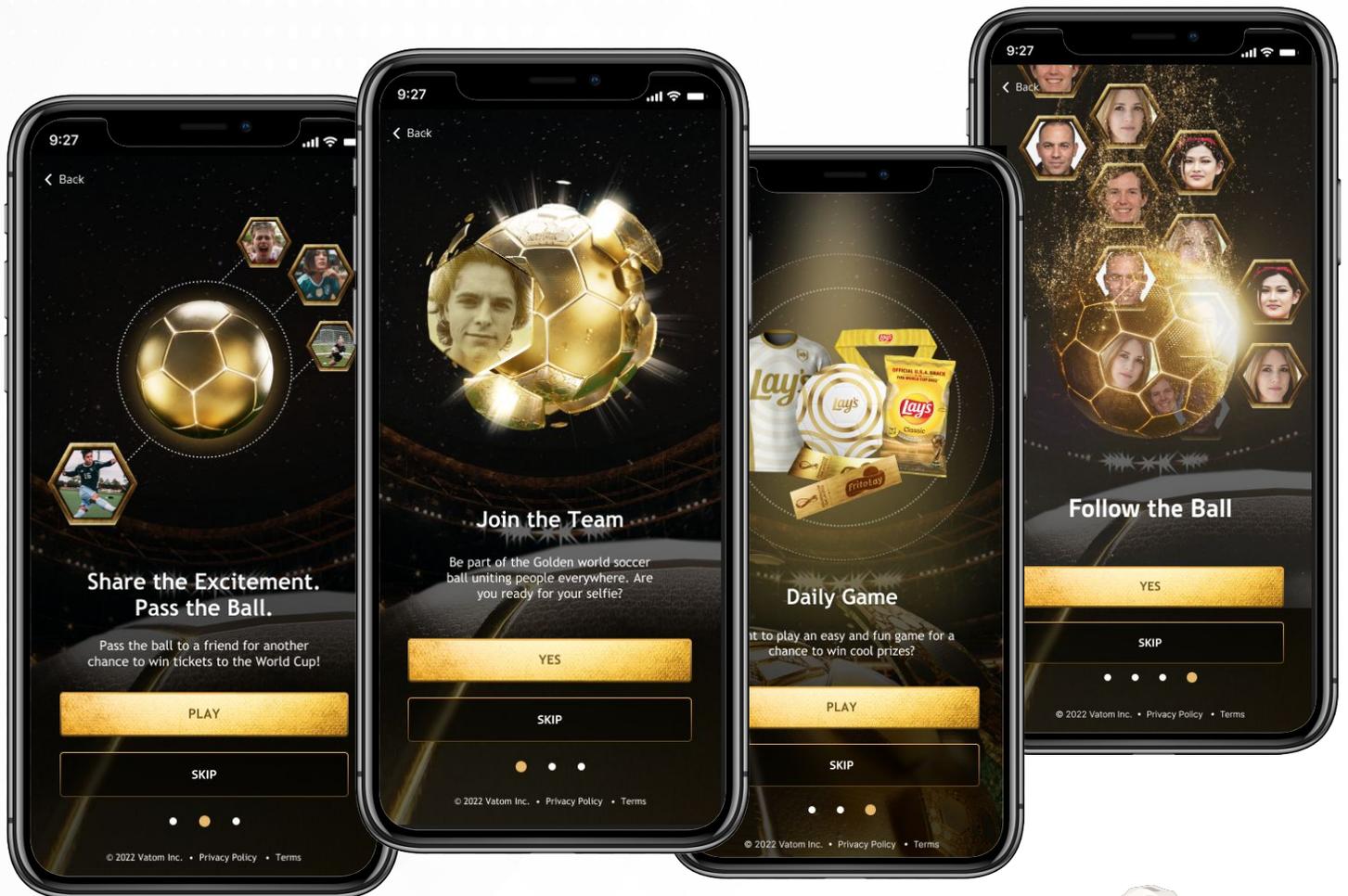
Why Vatom:

- The Vatom team brings extensive expertise in audience engagement, data management, eCommerce, artificial intelligence, and analytics
- The Vatom platform is vetted and proven by the world's leading brands
- Our scalable business model ensures high growth and profit margins
- 95% of executives believe that innovative use of AI will greatly expand opportunities across industries

Vatom Delivers Superior Results:

PepsiCo / FIFA: Pepsi's FIFA World Cup Engagement Campaign

- Over 400K registered users
- 2 Million visitors
- 36% shared with a friend
- 60% returning customers
- 20% conversion rate compared to 2.1% with paid social
- CAC (*customer acquisition cost*) \$1.50 vs. traditional \$22



FIFA WORLD CUP
Qatar 2022



PEPSICO

State Farm: NFL Football Find (Viral Campaign)

GOAL:

- Engage 10k consumers in in 4 days
- Collect 500k digital footballs

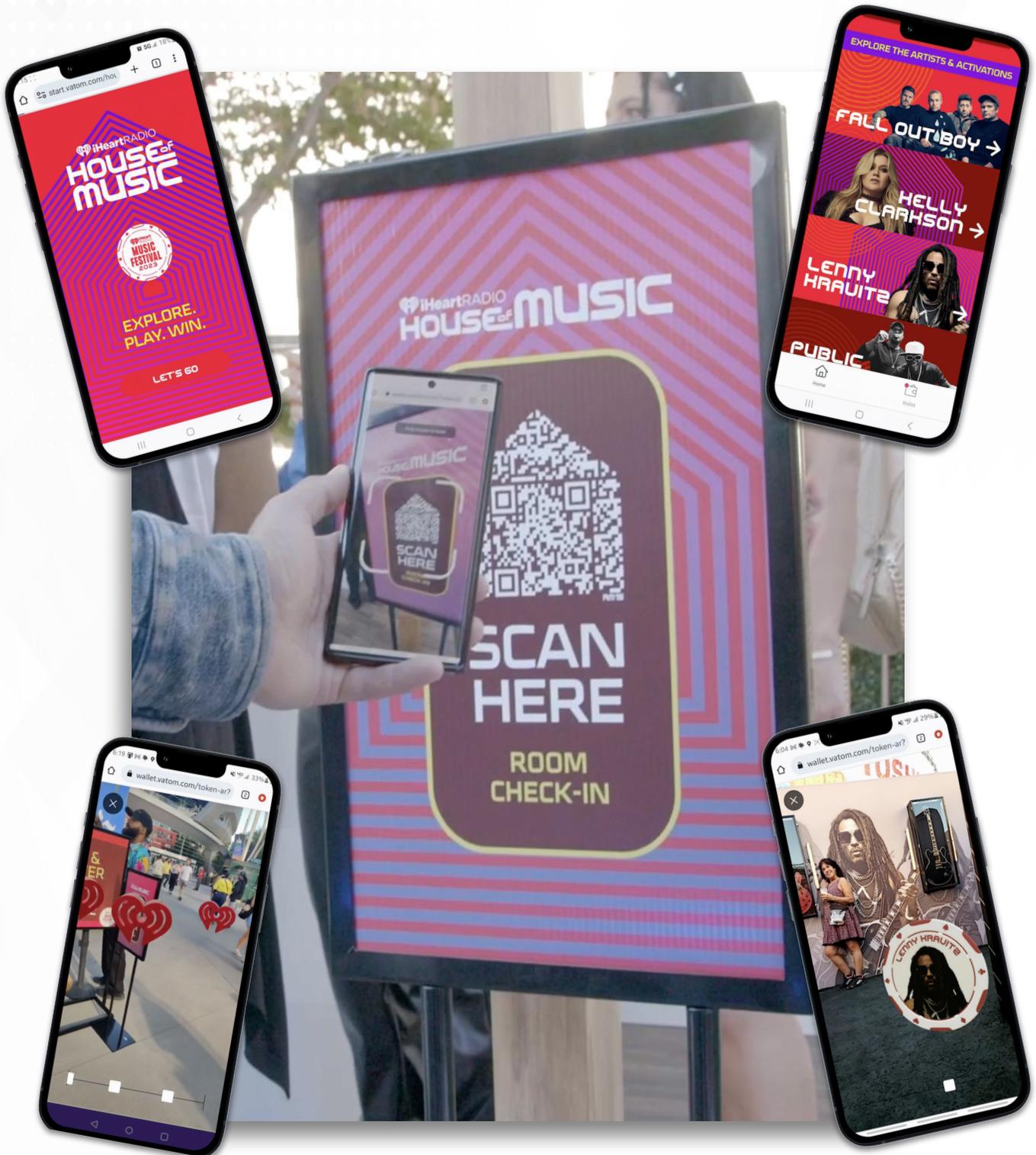
RESULTS:

- **Surpassed goal in the first 4 hours**
- 10x goal with nearly 100k consumers engaged
- 3x results with over 1.5m digital footballs collected
- Over 70k rewards distributed



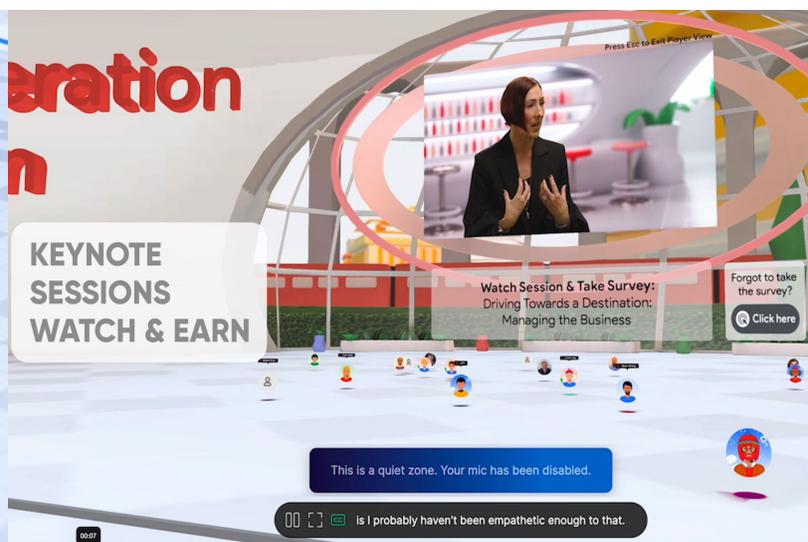
iHeart: Live Events & Sponsorship

- Conversion rate 65% of attendees who clicked registered
- 80% active engagement, people that registered played
- 90% prize redemption, people that won, claimed their prizes
- Contactless conversion, no talking, people just scanned and played



Google Accelerate: Annual Cloud Computing Summit

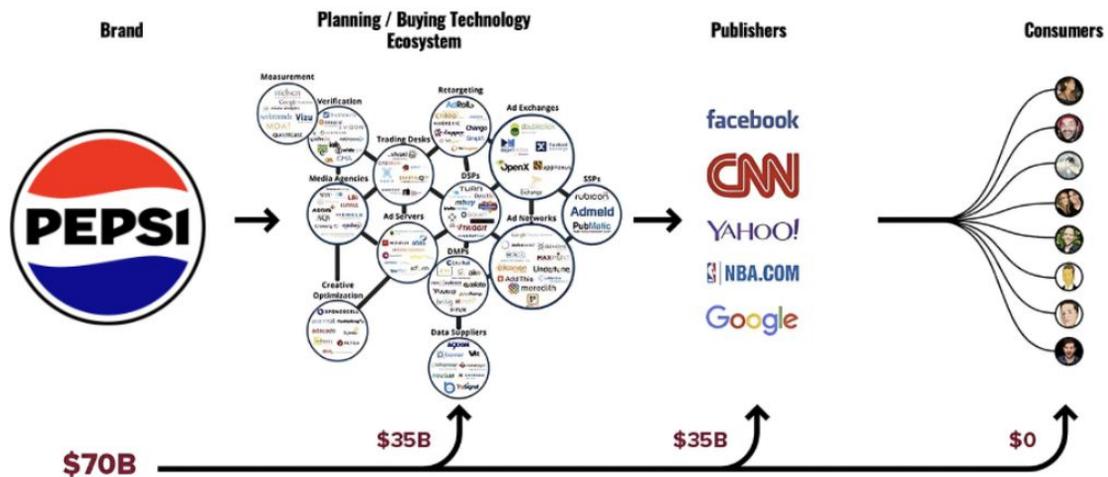
- 20k+ concurrent users
- 78% returning users
- Vatom virtual space saw 98% of the attendees spend an average of 48 minutes dwell time
- The traditional site saw less than 2% of the attendees spent under 4 minutes on average
- (twitter and tic tok average less than 10 minutes dwell time)



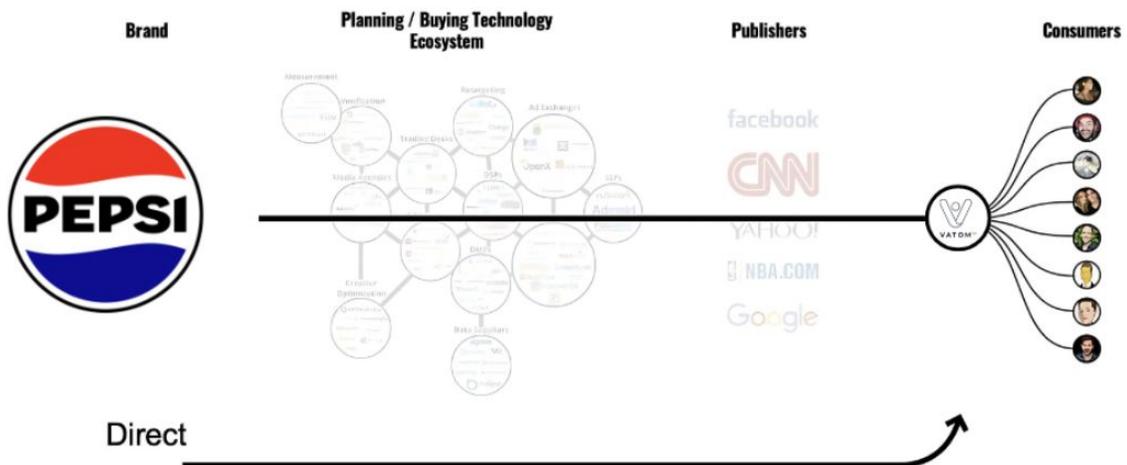
Why Vatom Works:

- Most businesses reach customers through ad networks, which charge high fees for access. With Vatom, businesses can connect directly with users and increase value at both ends

FROM INDIRECT



TO DIRECT



The Vatom platform delivers a smarter way to engage customers:

An Intelligent Engagement Channel:

- Enable more immersive & engaging experiences
- Support for customer acquisition strategies
- Robust loyalty & rewards management
- Scalable and mass market friendly
- Cutting edge integration and interoperability, made easy
- Safely and directly collect zero & 1st party data
- Data is converted into actionable insights that can help optimize and personalize programs in real-time

Hyper-Personalization At Scale:

- Personalized & dynamic communications that dramatically increase Customer Lifetime Value (LTV)

Unbeatable ROI:

- Consistently deliver a superior ROI, with KPIs that eclipse industry benchmarks by wide margins

Flexible / Interoperable:

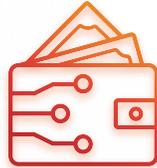
- Designed to enhance and modernize existing infrastructure and legacy systems, while operating as a hub to integrate additional third party tools and vendor applications

Vatom Products & Services



Smart Digital Objects

Programmable digital assets that come alive with 3D graphics, animation and video. Vatoms enhance real-time user interaction and engagement on and off chain, across games, venues and events.



Branded Universal Wallet, Native App and SDKs

Seamlessly integrates with existing identity systems, apps, community, markets, legacy systems, and POS integrations.



AI-Driven Data Acquisition and Management

1st & Zero party data acquisition into AI engine, with full regulatory compliance across geographies.



Virtual Experiences

Across augmented reality in the real world, and Virtual Spaces on the web, Vatom enables communal experiences with AI-driven 3D worlds, agents and avatars.



Templated, Gamified Experiences

Pre-designed, engaging experiences dramatically increase user participation, from treasure hunts to sweepstakes.

Vatom is raising capital to support meteoric growth, including:



New Business Development (25%)

- Enable market expansion into verticals.
- Pursue strategic partnerships.



Operations (25%)

- Increase efficiency and productivity.
- Support growth and improve quality.



Product Development (25%)

- Drive innovation.
- Maintain competitive edge.
- Acquisitions



Major Account Management (25%)

- Execute and expand major accounts
- Provide tailored solutions for key clients.

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