

17LIVE

Annual General Meeting

28 April 2025



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Key Strategies

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FORWARD STRATEGY

3 STRATEGIC PILLARS

**Strengthening the
Core Live
Streaming
Business**

**Diversifying
Revenue
through the New
Businesses**

**Forming and
Strengthening
External Business
Partnership**

**Strengthening the Core Live Streaming
Business**

**Diversifying Revenue
through the New Businesses**

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Partnership**

Bolstering 17LIVE Unique Value Proposition

Liver Growth

**Better onboarding & nurturing
Better engagement & support
More exposure and opportunities
Open platform with attractive compensation**

Making Platform Fun

**More fun contents
More fun events
Exciting new gift systems
New and fun ways to play**

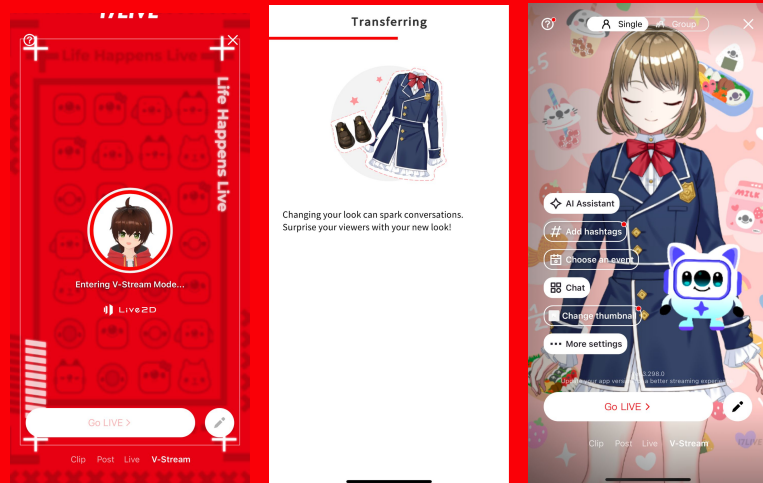
Strengthening the Core Live Streaming Business

Diversifying Revenue through the New Businesses

Forming and Strengthening External Business Partnership

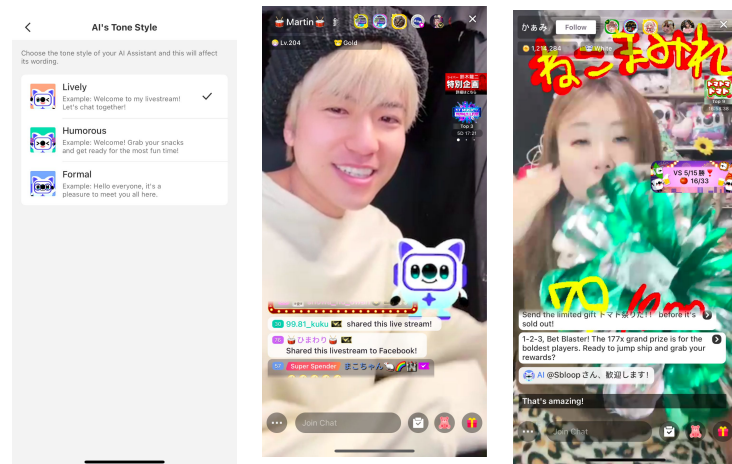
Product Innovation

V-CREATE



- Cost-free virtual character creation feature
- Democratises virtual livestreaming, promoting more creators to be v-livers

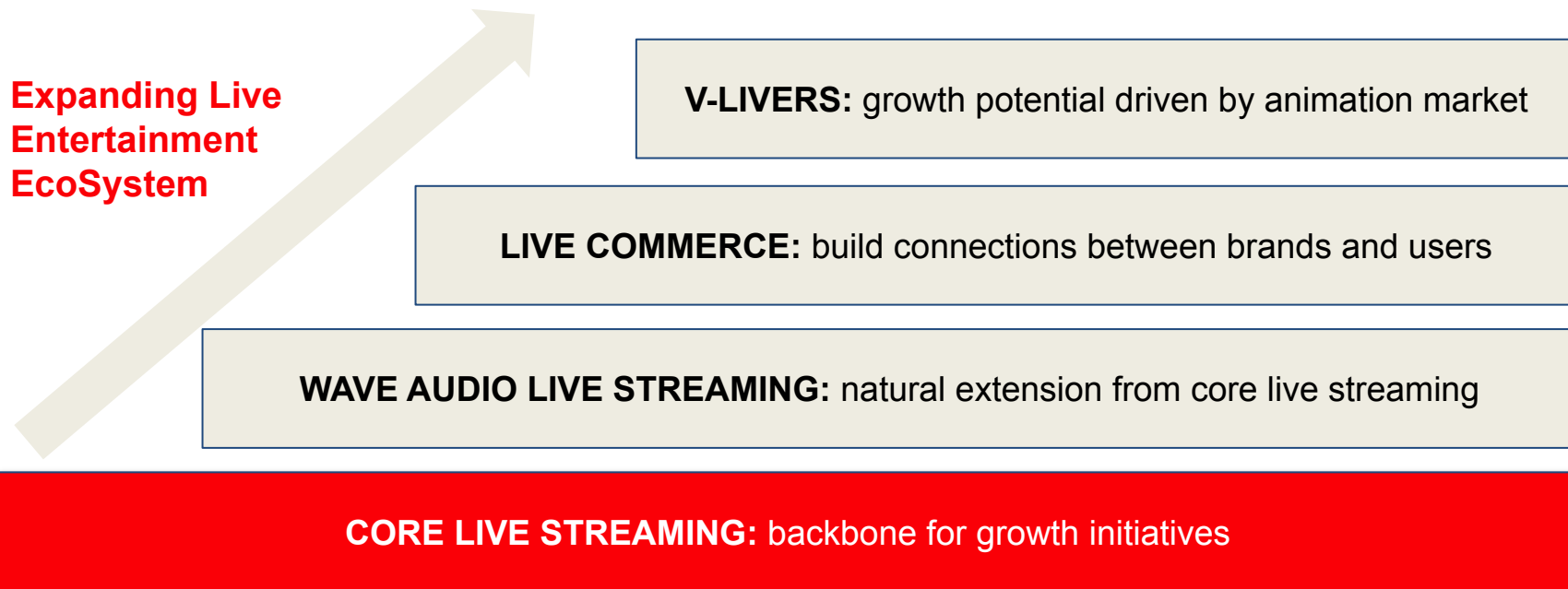
AI CO-HOST



- Allows streamers to leverage artificial intelligence to engage with audiences in novel ways, provide prompts for streamers
- Improving both content creation and moderation

Business Diversification

Leverages Core Live Streaming business to drive other growth initiatives including V-Livers, Wave Audio Live Streaming and Live Commerce



Recent Acquisitions

STRATEGIC INITIATIVES TO ENHANCE IP TALENT BUSINESS

- Strengthens “Platform + IP” model to drive future growth in line with 17LIVE Forward Strategy
- Paves the way for transformation into an IP-powered livestreaming entertainment platform

Acquired N Craft



V-Liver production company dedicated to developing and managing virtual talents

Acquired mikai



Pioneer V-Tuber agency with 17 V-Tuber talents with 1.2M+ Youtube subscribers

Financial Recap

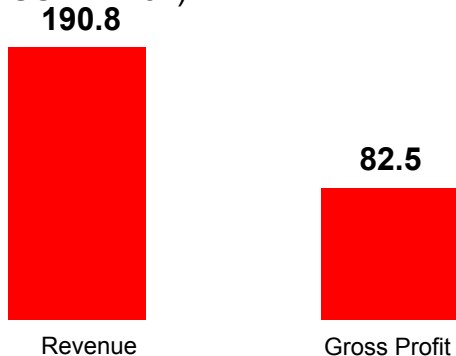
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FY2024

Operating Revenue & Gross Profit

(in USD million)



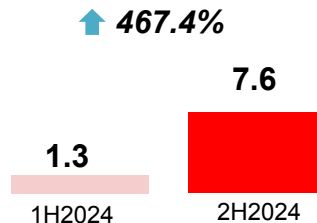
Gross Profit Margin: 43.3%

(FY2023 Gross Profit Margin: 41.2%)

2H2024 v 1H2024

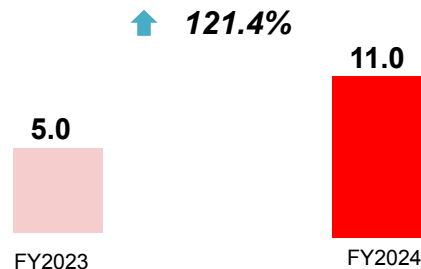
Operating Income

(in USD million)



V-Liver Generated Revenue

(in USD million)



- 17LIVE took a strategic decision to maintain profitability while inevitably sacrificed some market share since 2023. As a result, a robust gross profit margin of 43.3% on the back of US\$190.8 million operating revenue was recorded in FY2024.
- Operating Income for 2H2024 improved significantly on both year-on-year basis, and compared to prior period.
- 2H2024 narrowed operating revenue decline by 9.5 percentage points (1H2024 decline by 20.9%; 2H2024 decline by 11.4%), and recorded operating revenue of US\$89.7 million in 2H2024
- V-Liver generated revenue improved more than double in FY2024, reflecting growing popularity of virtual livestreaming among content creators and users



Outlook

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Outlook



17LIVE Forward Strategy

- Clear roadmap to drive revenue growth and profitability
- Strong commitment to execution and market leadership

Platform Enhancement & Diversification

- Continued innovation in product and service upgrades
- Expanded revenue streams across new verticals

Strategic Partnerships

- Forged key partnership collaborations to create an ecosystem
- Organic plus inorganic growth path



Thank you

For investor queries, please email Investor@17.live

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