

From gaming to cooking to travel,  
live streaming has transformed hobbies  
into global passions.



## Pivoting to the USA

An agile company is crucial for business success!  
The testing phase in Pakistan is still in full swing! We are thrilled with the numerous and valuable feedback and are working diligently to fix the bugs discovered and take the app to the next level.

"Vinivia has empowered me as a creator, allowing me to reach a big audience, build a supportive community, and turn my passion into a fulfilling career. I look forward to continuing my journey here, creating content that entertains, educates, and inspires." – Vinivia QA Tester

In the last few weeks we have made some valuable partnerships in the US which have opened some doors for us locally. Due to the new possibilities and opportunities that have arisen, we have made strategic changes and are devoting our full attention to the US live streaming market.

What does this mean for Vinivia? What was planned and what will be changed?

Planned: Vinivia continues to roll out the test market for the app in the Asia.

New: Test groups in America will start in November. Next to opening new groups, we are retaining and continuing to grow the closed test group in Pakistan.

Why is this being done?

We need to work closely with our target audience!  
In the US, we plan to build test groups to better understand their behavior, effectively optimize our app and feed the artificial intelligence (AI) / machine learning (ML) with behavioral patterns to the user personas. With progressive app customizations, we are scaling up the test groups to generate an organically growing test environment before the app release to ensure our success.

## Vinivia App Updates – What’s new?

- Clickable 3D reactions
- Personalized 3D AR-Ads
- Let’s get ready to interact! Successful implementation of microservices: Quizzes, polls, Q&A, group chats and fundraising

Our ML and AI technology has been learning from Pakistani user behavior since August and has already been able to train the behavior patterns of the user personas. As a result, we have been able to draw some insights and now understand how Creators and Users act on Vinivia.

Starting in November, thanks to our test groups in the US, the platform will be able to appropriate US user behavior as well. With that, we will gain deep information and data about the behavior to provide an already trained app for the launch in the US.

The insights collected are the database Vinivia needs to personalize the experience on the app. Starting at the discovery page with suggested livestreams and goes through personalized AR ads to suggestions and inspirations for your own content creation.

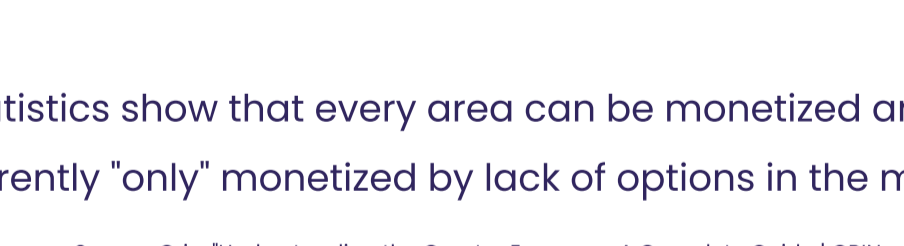
## Vinivia in the social media epicenter

The business trips in the US were and are a success – we were able to secure exclusive content for Vinivia with big creators for the app. These public figures have over 651 million followers across multiple platforms.

In conversations, it has come up again and again that there is no ideal content monetization platform in the market. This is also confirmed by a survey within the content creator community. One in four people makes content available on the World Wide Web. In the U.S. alone, the number of content creators is 86 million people.

"49% of creators say monetizing their content is their biggest challenge."

Source: "2022 Content Entrepreneur Benchmark Research," The Tilt



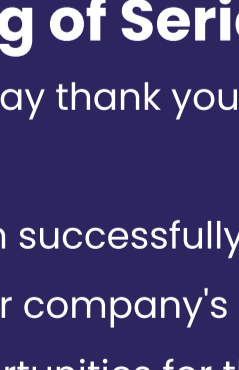
With Vinivia, we break the barrier of monetization and enable any creator, big or small, established or starting out, to monetize their content and hobbies.

The statistics show that every area can be monetized and what is currently "only" monetized by lack of options in the market:

Source: Grin. "Understanding the Creator Economy: A Complete Guide | GRIN

- sponsorship and brand deals: 77%
- online courses: 2%
- PPV & PPS: 1%
- direct sales of goods and services: 5%
- paid advertising: 5%

The Vinivia app exceeds being just a monetization option – creators will grow with Vinivia and create revenue streams which on the current apps are not feasible for them.



## Closing of Series B

We say thank you!

The Series B financing has been successfully completed. This milestone marks significant progress in our company's development and opens up exciting opportunities for the future.

A significant portion of the Series B funding will be used for content creator acquisition, general marketing expansion, US patent filings have been realized and the US test groups have been evaluated and established. This strengthens our platform and promotes our US expansion.

We continue to work diligently to perfect our app and are carefully planning for the upcoming app launch in LA. We look forward to giving you more exciting updates in the next quarter!

Do you have any questions or suggestions? Then don't hesitate to contact us. Your feedback is invaluable to us.

Kind regards,

Your Vinivia Investor Relations Team.

[Disclaimer](#)

