



Antelope Enterprise Holdings

Revolutionizing Ecommerce with Livestreaming Influencer Marketing

Investor Presentation - May 2023

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Equity Snapshot

NASDAQ: AEHL	FYE: 31-Dec-22
Stock Price (05-Mar-23)	\$1.40
Shares Outstanding	16.9M
Market Capitalization	\$23.7 M
Debt	\$0
Revenue (a)	\$40.7M
Operating Income (a)	\$1.3M
Cash (b)	\$7.9
(a) Livestreaming ecommerce represents AEHL's continuing operations; financial data for discontinued operations available on the Company's 20-F filed on 5-1-2023.	(b) Proforma for two PIPE's offerings in Jan-23 totaling \$2.3M and \$5M private placement on 12-Apr-23

Business Summary

Antelope Enterprise Holding Ltd

NASDAQ: AEHL

- Majority owner of **KylinCloud**

- Headquartered in Hainan Province in China
- A **livestreaming** ecommerce company
 - Access to over 300,000 influencers selling consumer products
 - Leveraging rapid growth of streaming platforms like **TikTok**
 - Platform transacted over \$4 billion in sales since inception
- KylinCloud revenue grew at 342% in 2022
- Registered hosts and influencers on the KylinCloud platform increased 8x to 316,696 in 2022 from 39,624 in 2021*
- Livestreaming ecommerce in China estimated to be \$180 billion industry in 2022**



*KylinCloud began operations in Sept 2021

**Source: iResearch

Challenges of Traditional E-commerce



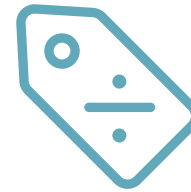
Low Growth

Traditional ecommerce is facing low growth due to a hyper-competitive market.



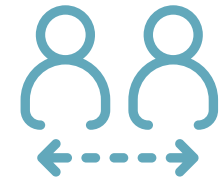
Difficult to Stand Out

It is difficult for brands to stand out in the market.



Price Comparison

Consumers compare prices, leading to margin pressures.



Limited Connection

There is a limited personal connection with consumers.

Traditional ecommerce is facing many challenges, making it difficult for brands to succeed in the market. It is important for brands to find ways to stand out and build relationships with their customers in order to remain competitive.

Introducing KylinCloud: Leveraging Social Media and Livestreaming to Unlock China's High-Growth Market



Leverages Social Media Influencers

Utilizes influencers to promote products and increase brand awareness



Livestreaming on Popular Platforms

Engages customers through livestreaming on platforms like TikTok



High-Growth Market

Provides access to a rapidly growing market with immense potential

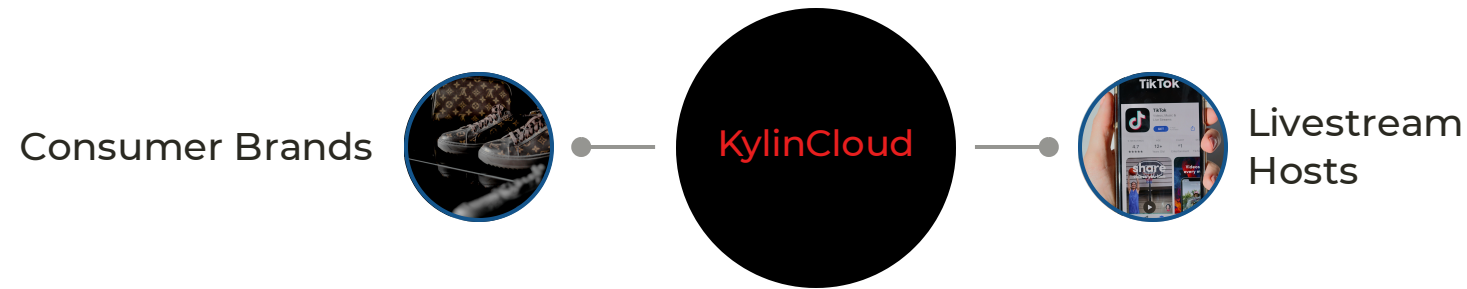


Allows Brands to Stand Out

Helps brands differentiate themselves and drive sales at higher margins

KylinCloud is the perfect solution for traditional ecommerce challenges, providing brands with the tools to stand out and drive sales in a high-growth market.

KylinCloud - Bridging Influencers and Brands for Livestreaming Ecommerce



- 1 | Connect: Effortlessly link brands with influencers to increase sales.
- 2 | Collaborate: Facilitate content creation for impactful and genuine product promotion.
- 3 | Engage: Captivate audiences with unique and captivating livestream experiences to boost sales.
- 4 | Analyze: Utilize advanced analytics to refine strategies and maximize ROI.
- 5 | Grow: Foster lasting partnerships and expand reach for continued success.

The Power of Influencer Marketing



Personal Connections

Personal connections lead to impulse purchases



Price

Price is not the leading factor affecting purchases



Trust

Consumers trust influencers' recommendations



Conversion Rates

Higher conversion rates compared to traditional ecommerce

The power of influencer marketing is clear, with personal connections, trust, and higher conversion rates leading to increased sales and success.

Influencer Success Stories: Powering Change with KylinCloud

“I am a full-time housewife. When I was 30 years old, I started ecommerce, a decision that changed my life. In the past, I always felt that my life was boring, with repeated housework and taking care of children every day. But now, I have the freedom to schedule my time so that I can take care of my family and my career. I can make money at home, which is a great boon for a housewife like me...”



Chenli
Part-time anchor

“I am a fresh graduate. My life changed drastically after I got into ecommerce. My classmates commute to the company every day, sitting in the office to work, feel life is very monotonous. But now, I can do e-commerce delivery from home, free schedule, and earn an income at the same time. This has led to more employment or part-time opportunities, becoming a freelancer and even starting a successful business...”



Yufei
Full-time anchor











KylinCloud

'Uber-like' approach, with a focus on automation. Allows company to profitably work with smaller influencers marketing for small to medium size brands. Efficiencies make KylinCloud cheaper for brands and more profitable for influencers.

Multi-Channel Networks

Like a talent agency. Little automation. Only profitable with big influencers marketing for big brands.

KylinCloud vs. The Competition: Revolutionizing Influencer Marketing

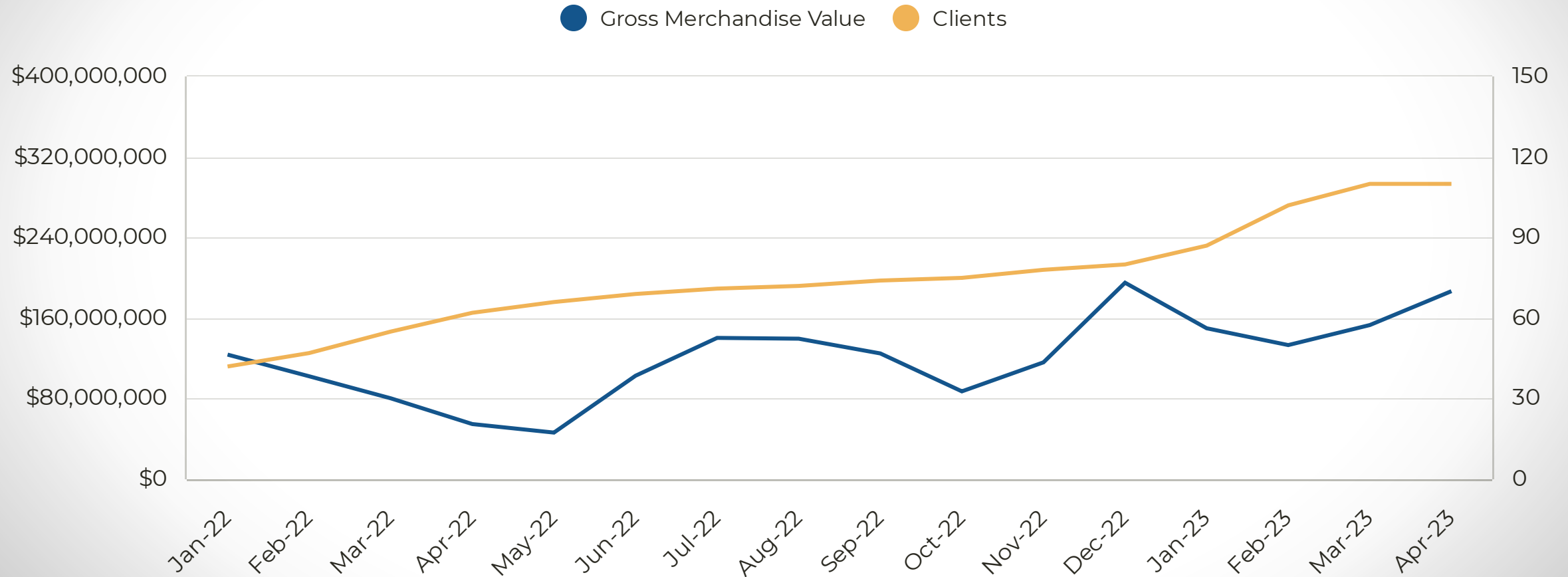
	KylinCloud	MCN
Automation		
Commissions		
Ease of use		
Brand Loyalty		
Influencer Loyalty		

The KylinCloud Advantage

- 1 Accelerates Market Entry: Streamlines time-to-market with a vast network of 300,000+ anchors.
- 2 Controls Costs: Ensures predictable broadcasting costs, mitigating risks of cost overruns.
- 3 Boosts Profitability: Customers see a **5-9% increase in gross margin.**
- 4 Impressive Reach: Successfully processed \$4 billion transactions to-date across 600+ cities.



The AEHL Growth Story: Captured in Monthly Metrics



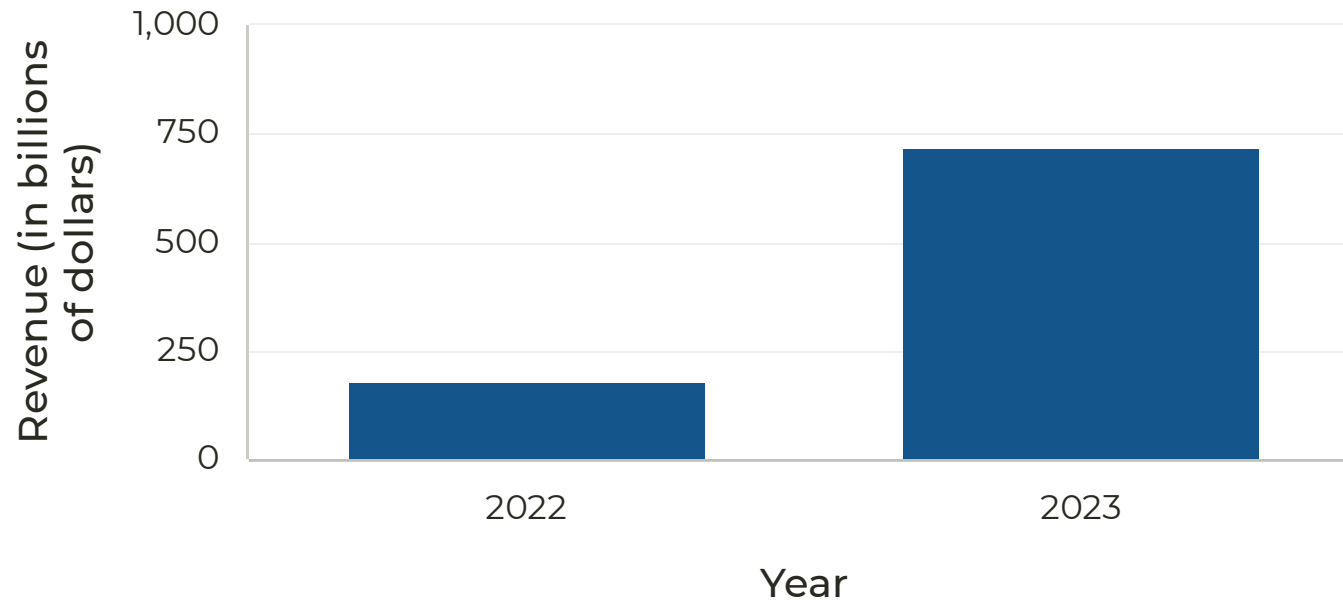
Our CEO's Vision for KylinCloud



“In the world of ecommerce and influencer marketing, KylinCloud stands as a beacon of innovation. We're not just providing a service, we're creating an environment where smaller influencers and brands thrive, bringing a much-needed democratization to this sphere. I am confident that KylinCloud's unique approach will not only redefine the landscape but also deliver significant value to our shareholders. We're not just riding the wave; we're creating it.”

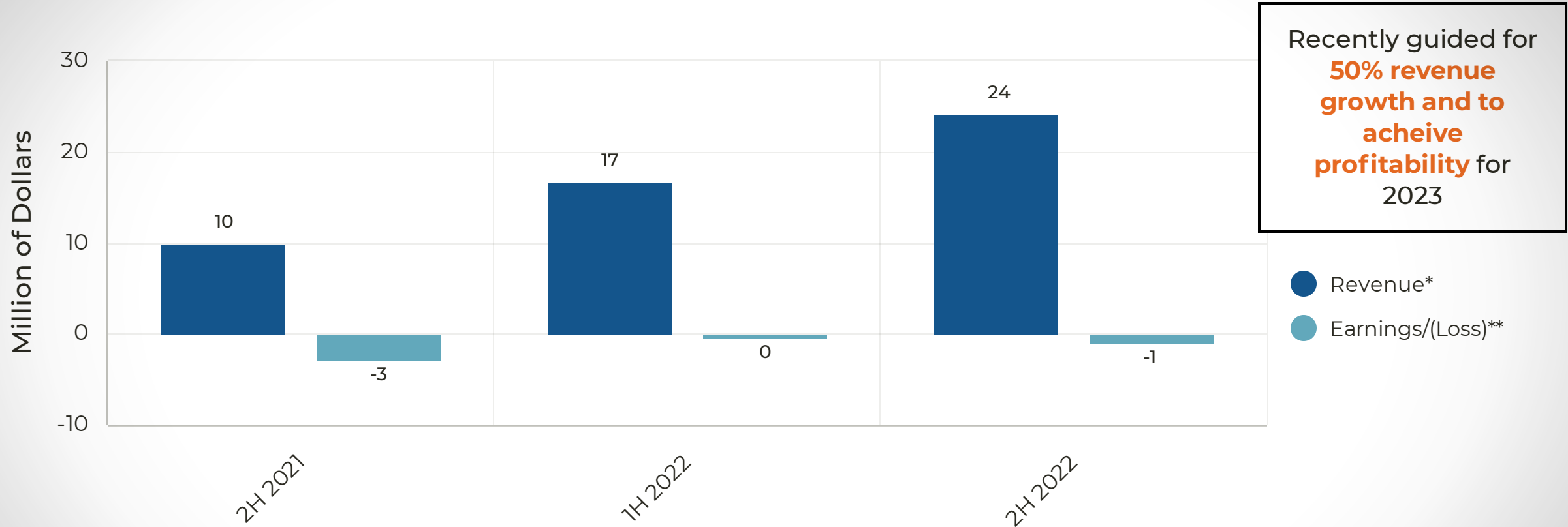
Weilei "Will" Zhang
AEHL's CEO

Exponential Rise in eCommerce Livestreaming: A 300% Leap Forward



With a 300% growth forecast from 2022 to 2023, eCommerce livestreaming is set to constitute 12% of China's ecommerce revenue, marking a significant shift in the digital marketplace.

AEHL: Charting a Path of Stellar Growth



*Revenue from continuing operations

**Earning/(Loss) from continuing operations

Investing in AEHL: A Snapshot of Promising Returns

- 1 | **Innovation & Efficiency:** KylinCloud's unique model targets smaller social media influencers, offering cost-effective solution.
- 2 | **Market Momentum:** With the ecommerce livestreaming sector poised for a 300% growth in 2023, KylinCloud is perfectly positioned to ride this wave.
- 3 | **Profitability & Reach:** Clients report a 5-9% increase in gross margins from using KylinCloud vs. other forms of ecommerce.
- 4 | **Leadership:** As livestreaming is forecast to constitute 12% of China's ecommerce revenue by 2023, KylinCloud is pure-play leader in this sector.
- 5 | **Growth:** Recently guided for 50% growth for 2023 and to reach profitability for the year.

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