



# Antelope Enterprise Holdings

Revolutionizing Ecommerce with Livestreaming Influencer Marketing

Investor Presentation - May 2023

# Safe Harbor Statement

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This presentation contains forward-looking statements and management may make additional forward-looking statements in response to your questions. Such written and oral disclosures are made pursuant to the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995.

Although we believe our expectations expressed in such forward-looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the anticipated results, and therefore we refer you to a more detailed discussion of the risks and uncertainties in the Company's filings with the Securities & Exchange Commission.

The forward-looking statements contained in this presentation are made only as of today, and Antelope Enterprise Holdings Limited ("Antelope Enterprise" or the "Company" is under no obligation to revise or update these forward-looking statements.

# AEHL Equity Snapshot

<b>Nasdaq: AEHL</b>	<b>FYE: Dec. 31</b>
<b>Stock Price (close as of Oct-06-23)</b>	<b>\$2.40</b>
<b>Shares Outstanding</b>	<b>2.5 MM</b>
<b>Market Capitalization</b>	<b>\$6.0 MM</b>
<b>Debt</b>	<b>\$1.3 MM</b>
<b>Revenue – Livestreaming Ecommerce - LTM</b>	<b>\$84.9 MM</b>
<b>Operating Income – Livestreaming Ecommerce- LTM</b>	<b>\$1.3 MM</b>
<b>Cash</b>	<b>\$0.4 MM</b>

*All balance sheet data as June-30, 2023; income statement data is latest 12 months (LTM). 2H 2022 income statement data used to compute LTM data is from Sept. 21 (the date of livestreaming ecommerce's business acquisition) to Dec. 31, 2022.*

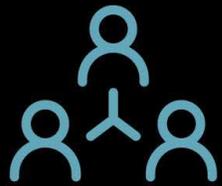
*Livestreaming ecommerce represents AEHL's continuing operations*

## Majority owner of Kylin Cloud

- A livestreaming ecommerce company
- Access to over 400K influencers selling consumer products
- Leveraging rapid growth of streaming platforms
- Platform transacted over \$4 billion in sales since inception
- Livestreaming ecommerce in China estimated to be \$180 billion in 2022 (according to iResearch



# 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

Consumer  
Brands



Livestreaming  
Hosts

1. **Connect:** Effortlessly link brands with influencers to increase sales
2. **Collaborate:** Facilitate content creation for impactful and genuine promotion
3. **Engage:** Captivate audiences with unique and captivating livestreaming experiences to boost sales
4. **Analyze:** Utilize advance 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 Kylin Cloud

" I am a full-time housewife. When I was 30 years old, I started with ecommerce livestreaming, it was a decision that changed my life. In the past, I always felt that my life was not what I wanted it to be, 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 livestreaming. My classmates commute to their jobs every day, sitting in an office to work, and often tell me that their lives are very monotonous. But now, I can engage in ecommerce livestreaming from my home, freeing my schedule, and earn an income at the same time. This has led to more employment and part-time opportunities, being a freelancer and starting a successful business has changed my life ... "



**Yufei**  
Full-time  
anchor

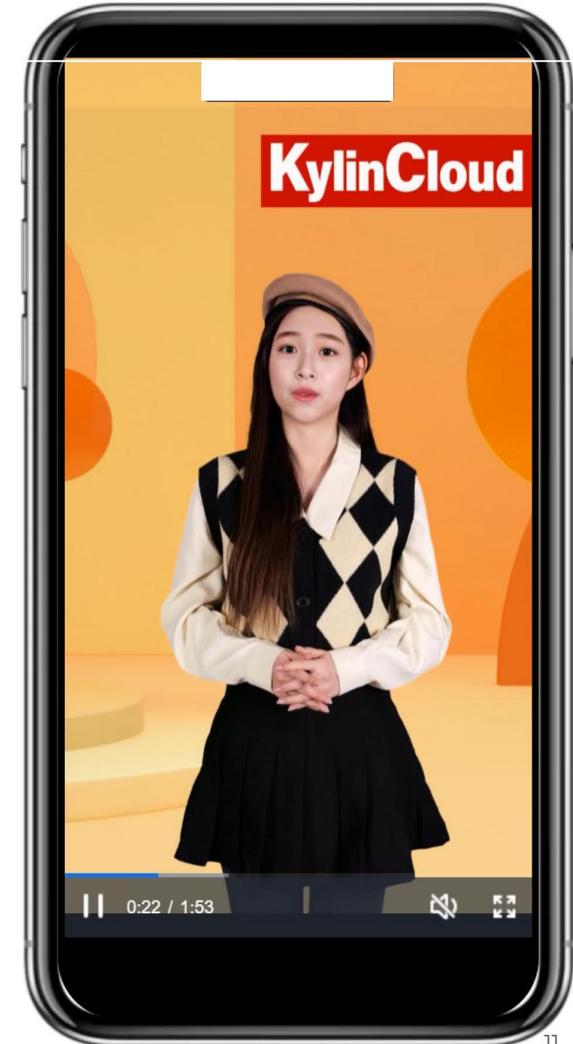
# Kylin Cloud vs The Competition: Revolutionizing Influencer Marketing

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	Kylin Cloud	MCN
<p><b>Kylin Cloud</b></p> <p>‘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 it cheaper for brands to compete and more profitable for influencers</p>	<p><b>Automation</b></p> <p></p>	<p></p>
	<p><b>Commissions</b></p> <p></p>	<p></p>
	<p><b>Ease of use</b></p> <p></p>	<p></p>
<p><b>Multi-Channel Networks</b></p> <p>Like a talent agency. Little automation. Only profitable with big influencers marketing for big brands.</p>	<p><b>Brand Loyalty</b></p> <p></p>	<p></p>
	<p><b>Influencer Loyalty</b></p> <p></p>	<p></p>

# The Kylin Cloud Advantage

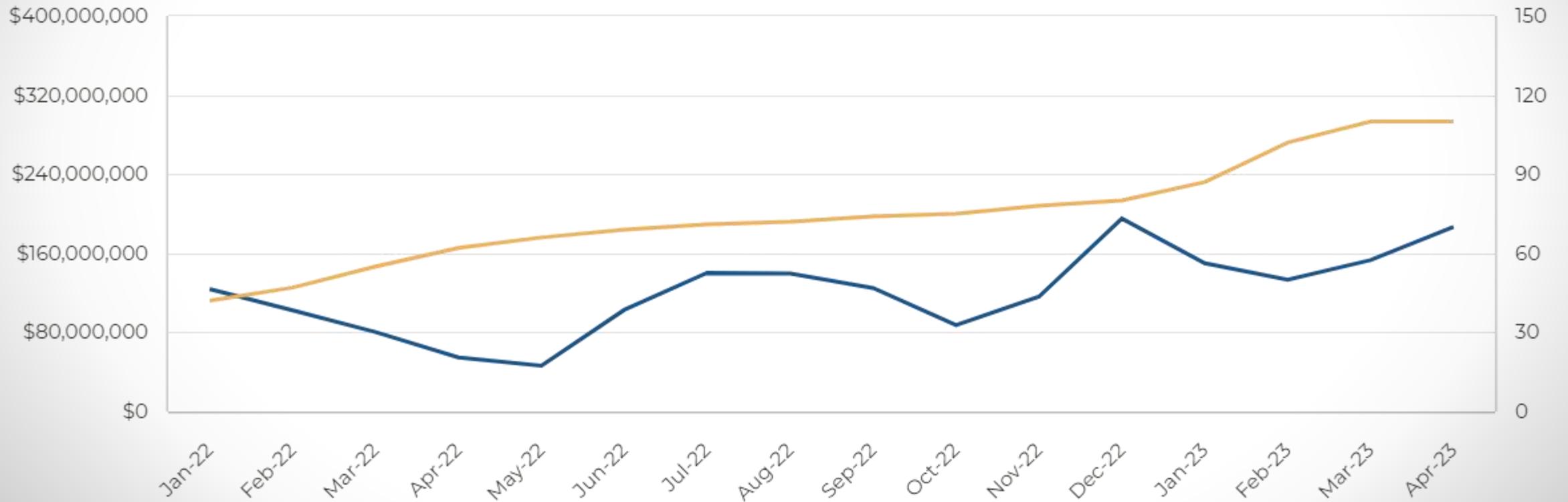
1. **Accelerates Market Entry:** Streamlines time to market with a vast network of 400,000+ anchors
2. **Controlled Costs:** Ensures predictable broadcasting costs, mitigating risks of cost overruns
3. **Boosts Profitability:** Customers see a 5-9% increase in gross margin
4. **Impressive Reach:** Successfully processed \$4 billion in transactions to date across 600+ cities



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# The AEHL Growth Story: Captured in Monthly Metrics

● Gross Merchandise Value ● Clients



# Our CEO's Vision for KylinCloud



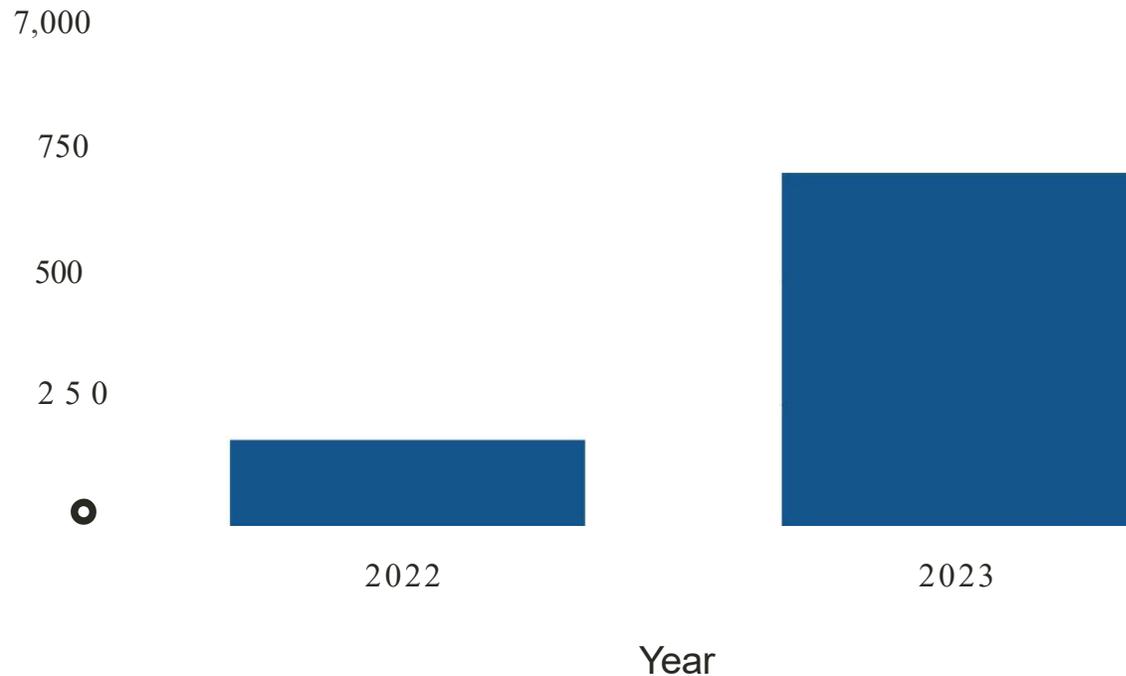
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“In the world of ecommerce and influencer marketing, Kylin Cloud stands as a beacon of innovation. We’re not just providing a service, we’re creating an environment where smaller influencers and brands thrive, bringing a much-needed democratization to this sphere. I am confident that Kylin Cloud’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.”

**Weilai ‘Will’ Zhang**  
**AEHL Chairman and CEO**

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# Exponential Rise in Ecommerce Livestreaming: a 300% Leap Forward

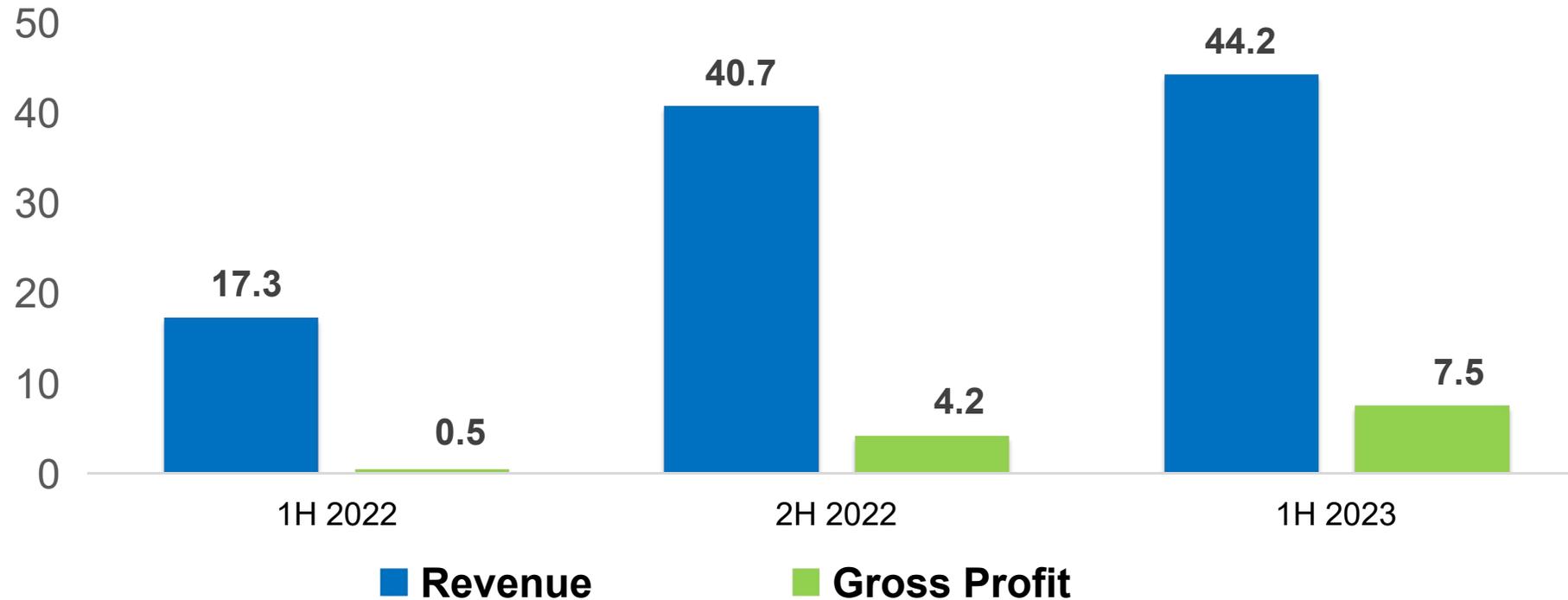


With 300% growth forecast from 2022 to 2023, ecommerce livestreaming is set to constitute 12% of China's ecommerce revenue, marking a significant shift in the digital marketplace

Source: iResearch).

# AEHL: Charting a Path of Stellar Growth

## AEHL's Ecommerce Livestreaming Business



*Recently guided for 50% revenue growth and  
profitability for the full year 2023*

# Investing in AEHL: A Snapshot of Promising Returns

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1. **Innovation and Efficiency:** Kylin Cloud's unique model targets smaller social media influencers, offering a cost effective solution
2. **Market Momentum:** With the ecommerce livestreaming sector poised for 300% growth in 2023, Kylin Cloud is perfectly positioned to ride this wave
3. **Profitability & Reach:** Clients report a 5-8% increase in gross margins from using Kylin Cloud vs. other forms of ecommerce
4. **Leadership:** As livestreaming is forecasted to constitute 12% of China's ecommerce revenue by 2023, Kylin Cloud is a pure play in this sector
5. **Growth:** Recently guided for 50% revenue growth in 2023 and to reach profitability for the year.

# Contact Information

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## Antelope Enterprise Holdings Ltd.

Edmund Hen, CFO

Email: [info@aehtd.com](mailto:info@aehtd.com)

## Precept Investor Relations

David Rudnick

Tel: (1) 646-694-8538

Email: [david.rudnick@preceptir.com](mailto:david.rudnick@preceptir.com)

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