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WIMI HOLOGRAM CLOUD

Company Presentation



WHAT YOU THINK IS WHAT YOU SEE

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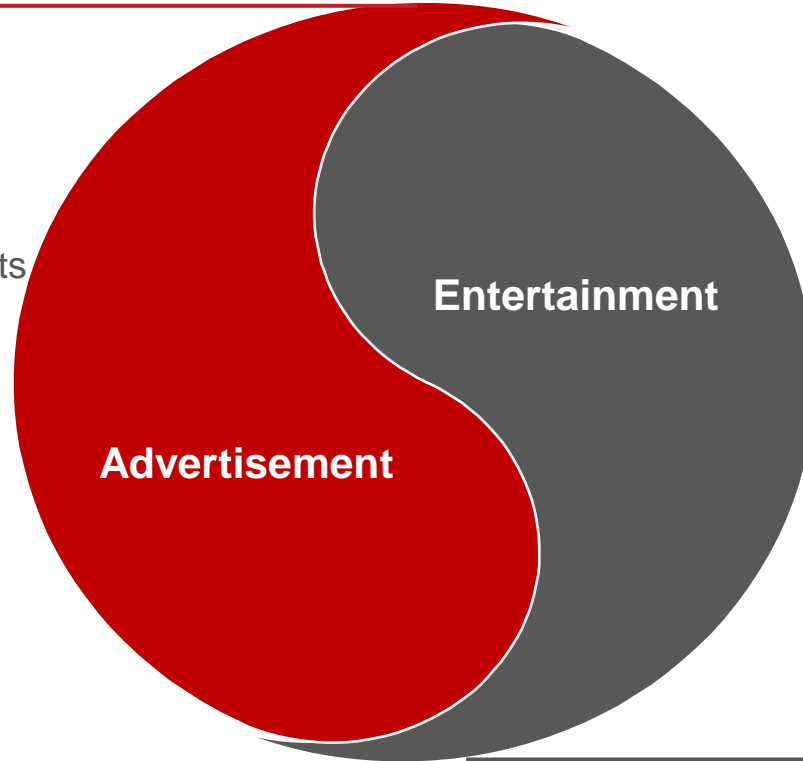
Financial Highlights

China's largest Holo AR application platform focusing on advertising services and entertainment products

Largest

Ranked #1 in China's holographic AR industry in terms of

- Revenue in 2018
- Number of clients
- Number of holographic AR contents
- Number of software copyrights
- Number of registered holographic AR patents



Advanced

- Provide 3D holographic AR application
- Equipped with advanced AR 3D scanning capabilities and simulation solutions
- 80% faster than the industry average in terms of the speed of image processing

...unique one-stop platform evolved from rich content

from entertainment...

China Holo AR Market size
RMB 6.9 billion in 2018 to RMB 454.8 billion in 2025E



Entertainment

WIMI's Leading Position

- 4,654 AR Holographic Contents
- 214 Software Copyrights
- 132 Patents

... expanding to all aspects of life



Education



Travel



Telecom



Retail



Household

WIMI owns the largest Holo AR platform in China currently. With the development of Holo AR market, WIMI, relying on its sustainable competitive advantages, will be able to capture the growth opportunity and expand its business to many more areas



Holo AR Industry Pioneer with Competitive Advantage



Largest Integrated Holo AR Platform in China



Cutting-edge Technical Capabilities Leading Industry Standards



Experienced Management Team with Vision for Future



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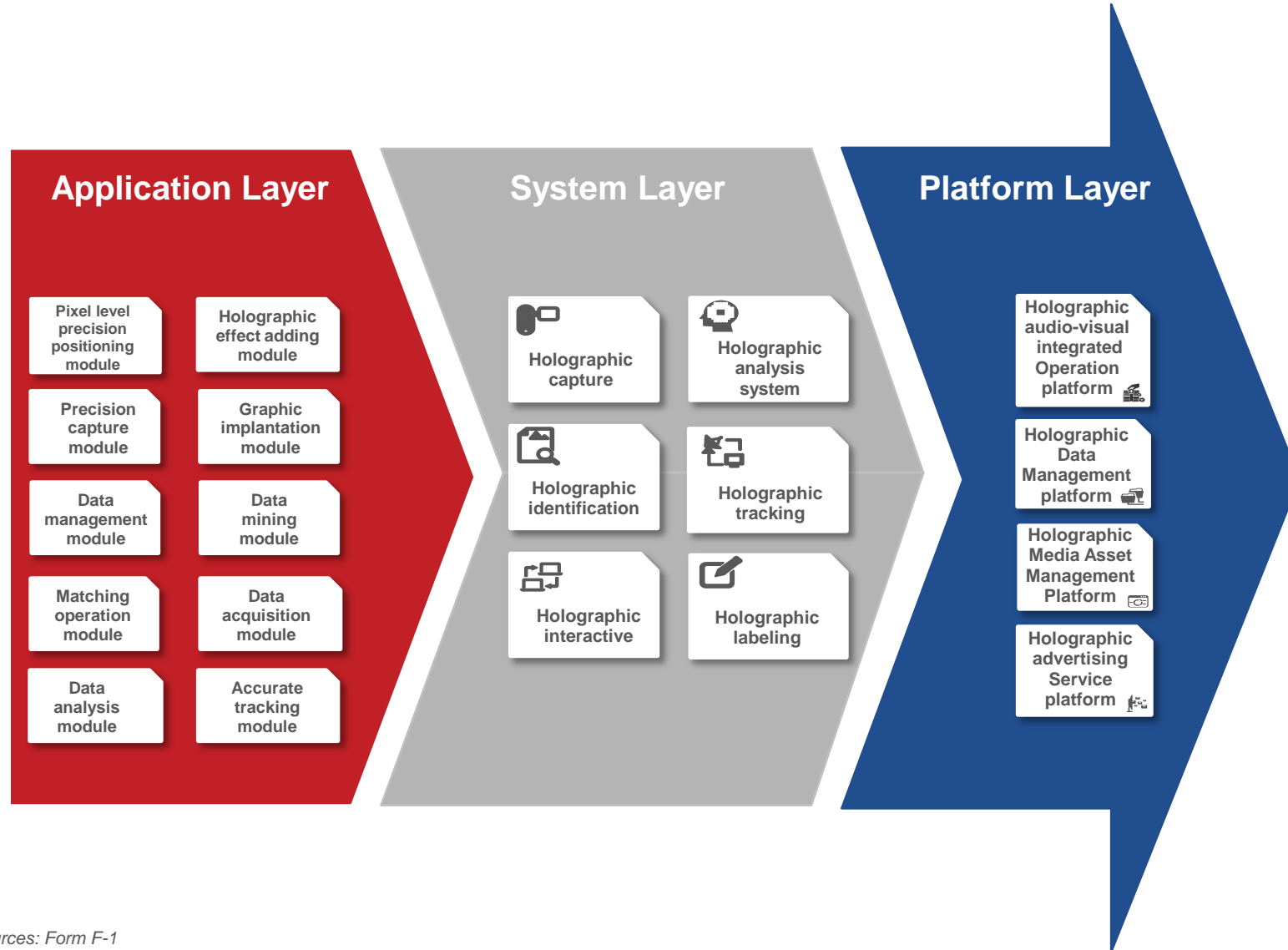
Recent Development

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Financial Highlights


Cutting-edge Technology Capabilities **Leading Industry Standards**


NASDAQ: WIMI ...with comprehensive technology infrastructure that fuels rapid growth

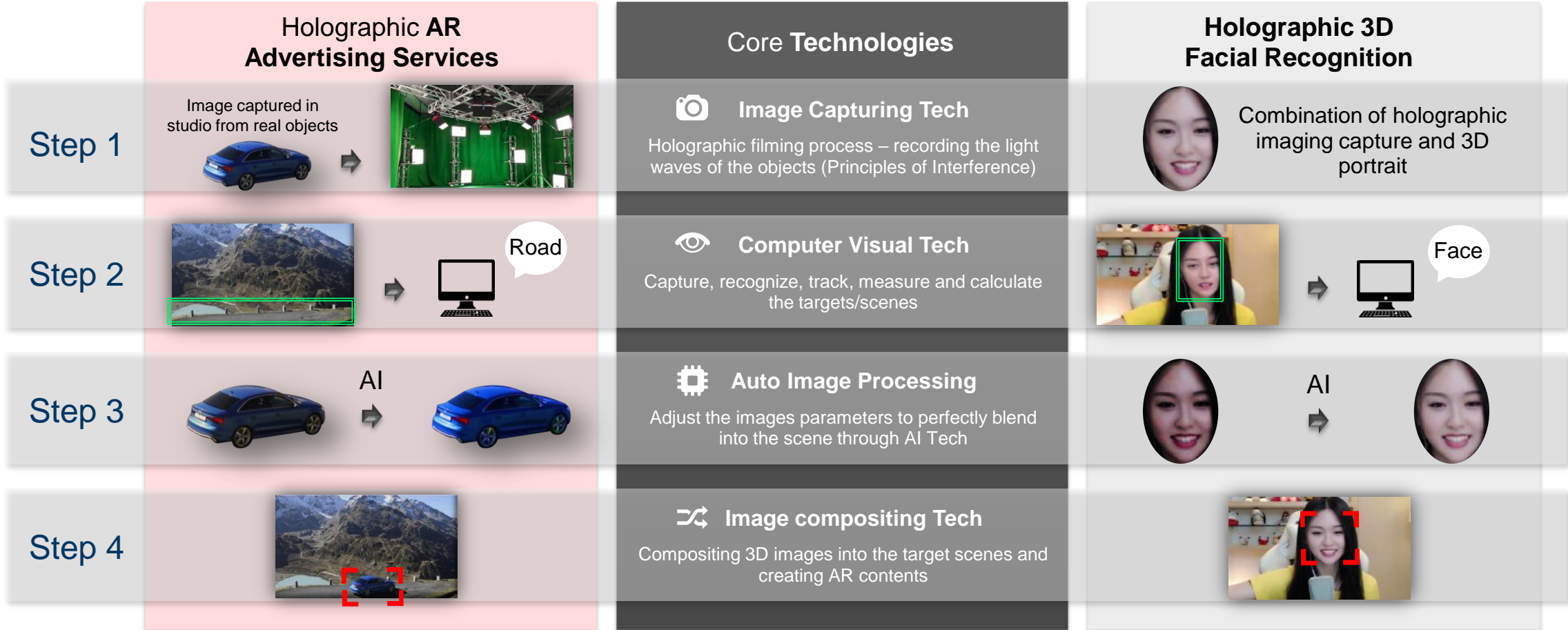


 **Convenience**
WIMI designs its software for simplicity, ease of use and user-friendly experience

 **Adaptability**
WIMI AR software can run on various computer operating systems, including Windows, Mac OS and Linux

 **Functionality and Intelligence**
WIMI's software engineering allows for richer software functionality and increased volume of data processed

 **Reliability**
security and code quality reviews are performed before releasing the software to customers, mature security practices are also embedded throughout the whole life span of holographic AR software



WIMI's Technology Strengths



80% faster than the industry average in terms of the speed of image processing



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...the revolutionary Holo AR advertisement solutions provider in China



Advertising agencies

- Advertising agencies are hired by advertisers to provide advertisement solutions
- Advertisers mostly cover:
 - Manufacturing
 - Travel
 - Real estate
 - Entertainment
 - Technology
 - Media and telecomm
 - Education
 - Retail and consumer

WIMI

- Pixel Positioning**
- Computer Visual Analysis**
-
- Computer Visual Data Processing**
- Recognition Algorithm**

Channel agencies

- Access to online entertainment**
- IP access**

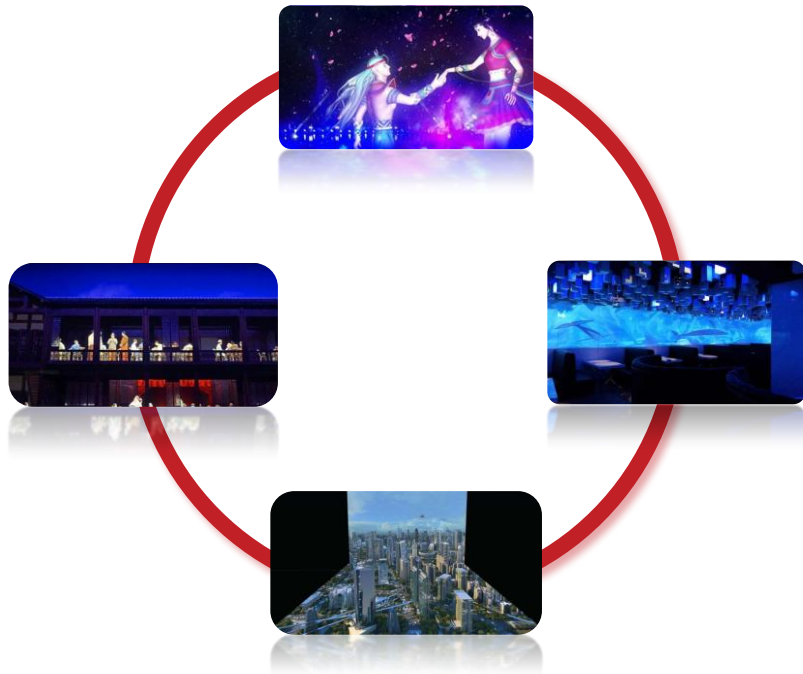
Distribution channels

Online Traffic Platform

Online + Offline

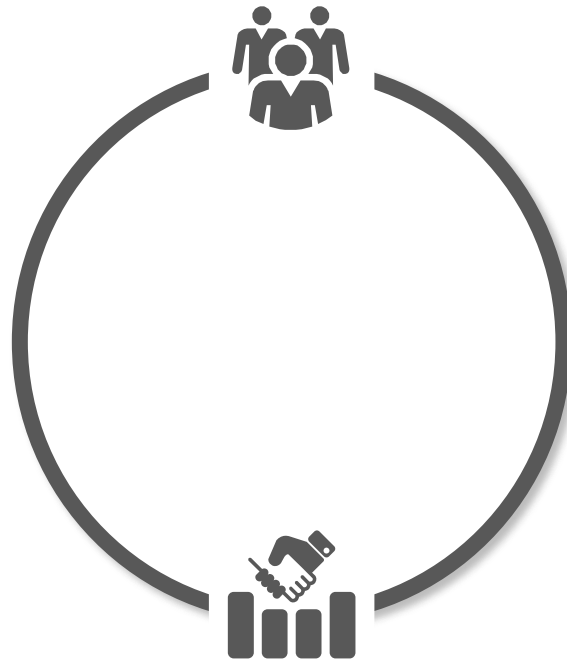
...operates the largest Holo platform in China integrating software, content and payment channel

Purchase AR contents and software



Set up customer system

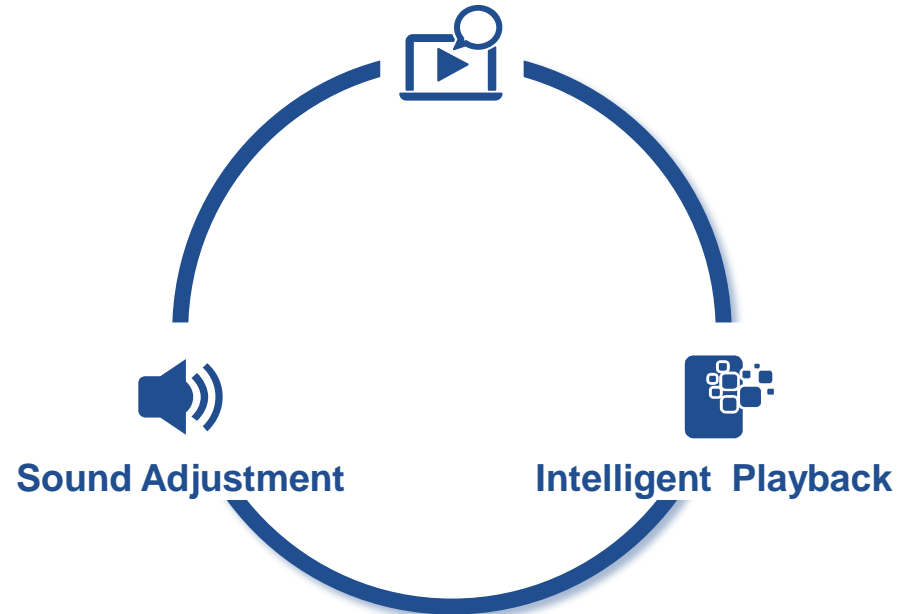
Direct contact with end user



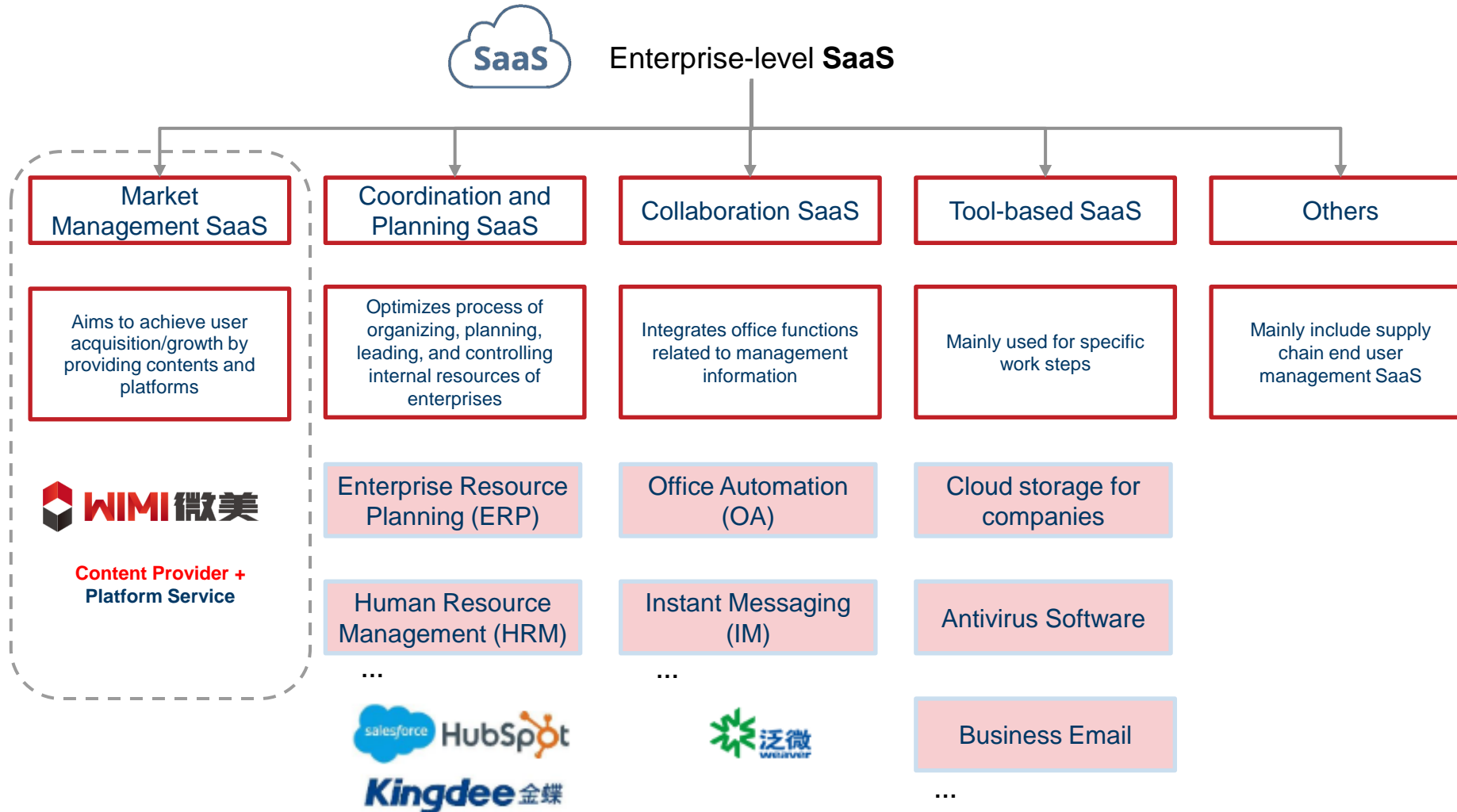
Convenient customer management

Leverage professional software to display AR contents

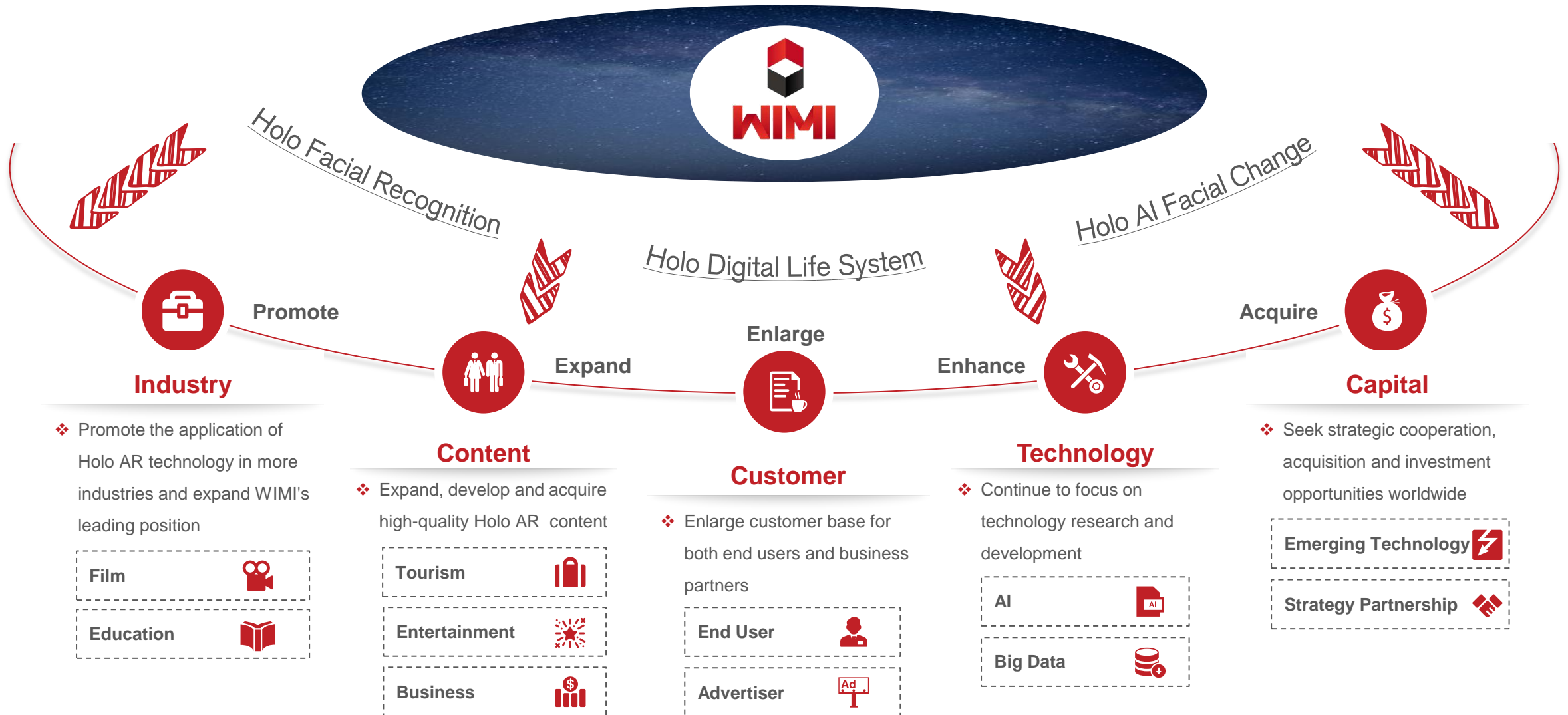
Image Adjustment



Services deployed on the servers of the service providers and provided for the enterprise via the internet



...construct the holographic AR ecosystem in China while establishing industry benchmark





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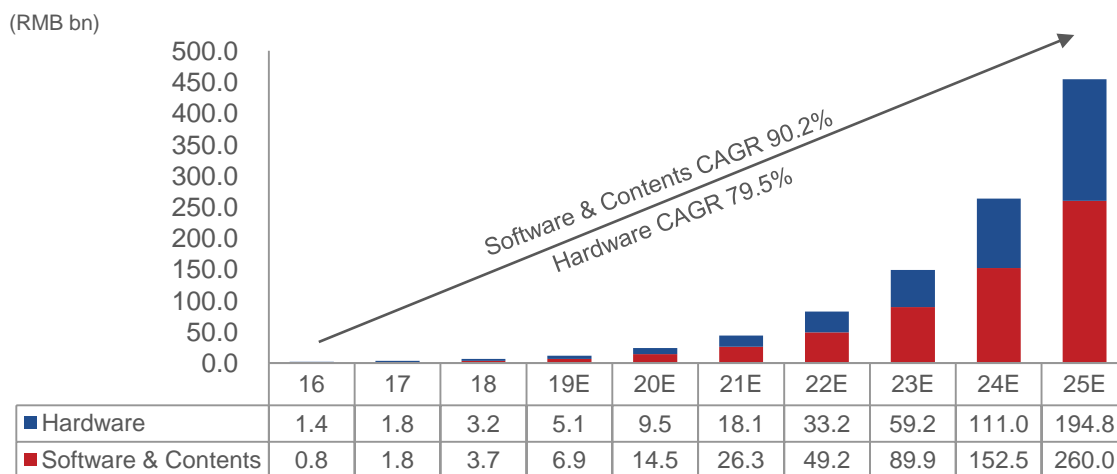
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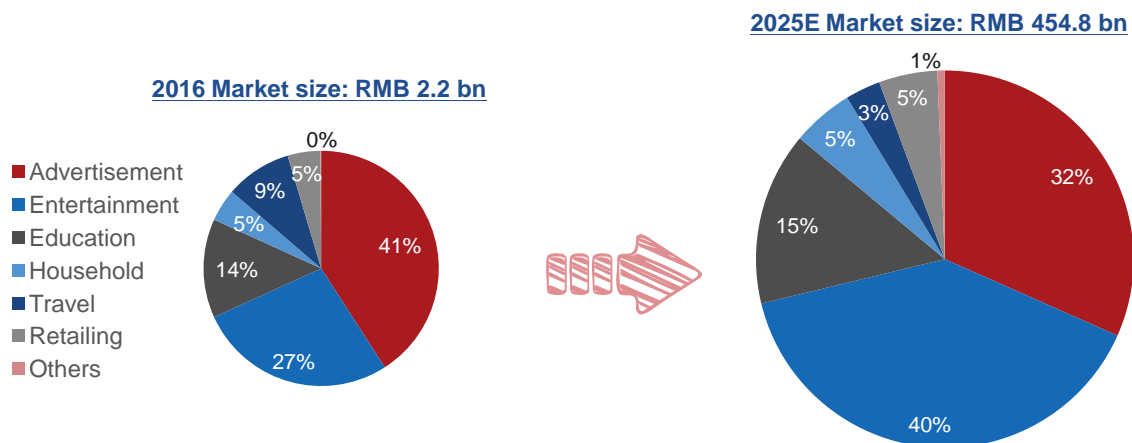
Financial Highlights

...with software & content services expertise, we operate in a rapidly expanding industry

China Holo AR Market Size by Revenue



Breakdown of China's AR Industry Market Size, 2016-2025E



Key Growth Drivers



❖ **Ultimate goal for visual display medium** drives the continuous endeavor into AR holography



❖ **Technological advancement**, such as deep learning, integrated chips and 5G network, brings the Holo AR into the new heights



❖ **Diversified customer base and expanding application fields** allow AR holography industry to grow sustainably



❖ **Strong support from China's Ministry of Education**, which values the unique advantages of AR holography



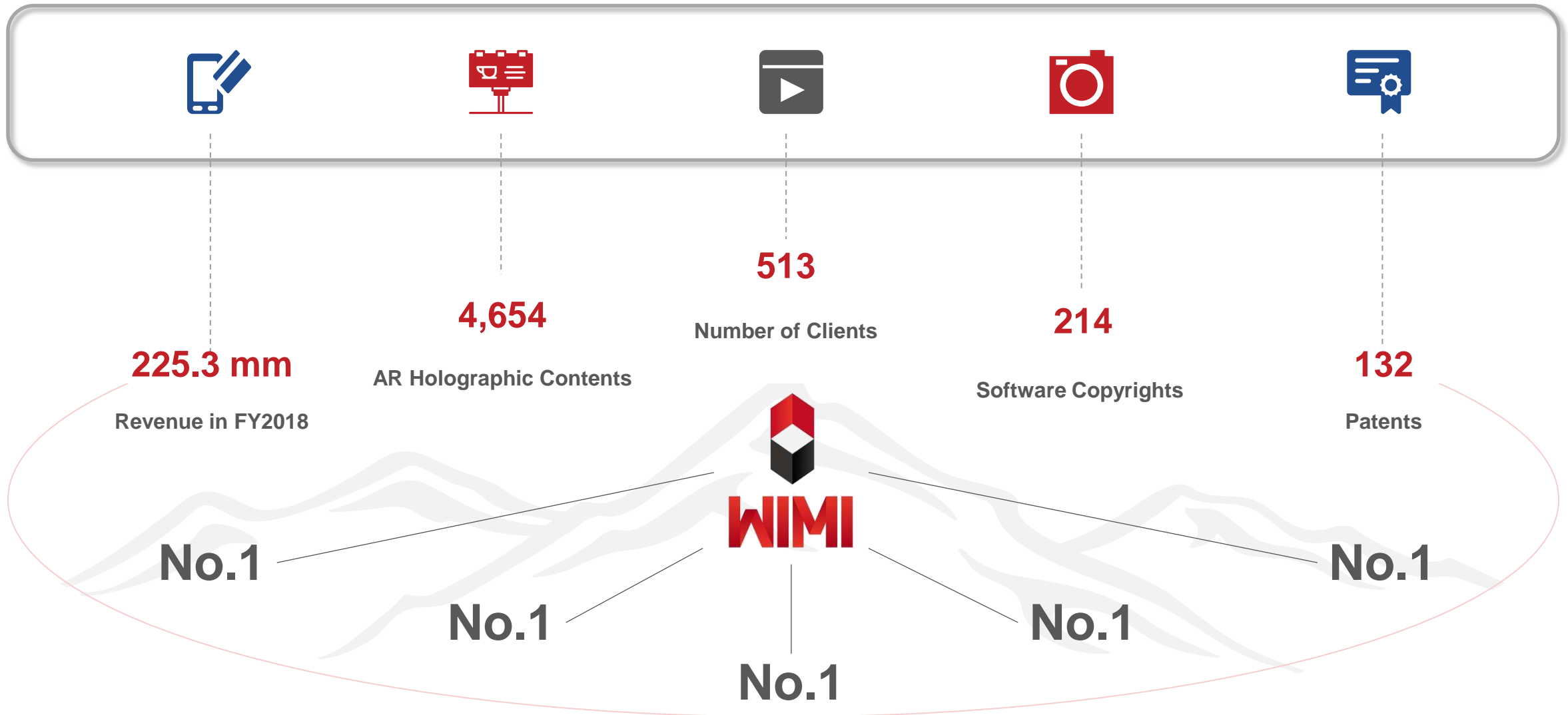
❖ **Supportive policies and regulations** promote the development of AR holography: "New generation AI development plan" and "National science and technology innovation plan for the 13th five-year plan"



NASDAQ: WIMI Holo AR Industry Pioneer with Competitive Advantage



...clear market leadership leveraging on first-mover advantage



NASDAQ: WIMI Experienced Management Team with Vision for Future



...first-class management team with extensive industry expertise



Jie Zhao

Founder, Chairman

- ❖ **15 years** working experience in software and mobile internet



Fanhua Meng

Chief Executive Officer

- ❖ **15 years** of experience in mobile phone software and mobile internet
- ❖ over **10 years** of successful experience in platform-based operation management



Yanghua Yang

Chief Financial Officer & Secretary Board

- ❖ Over **10 Years** of experience in auditing and investment management



Shuo Shi

Chief Operating Officer

- ❖ Over **10 years** of marketing, marketing and project management experience in IT, Internet and other industries



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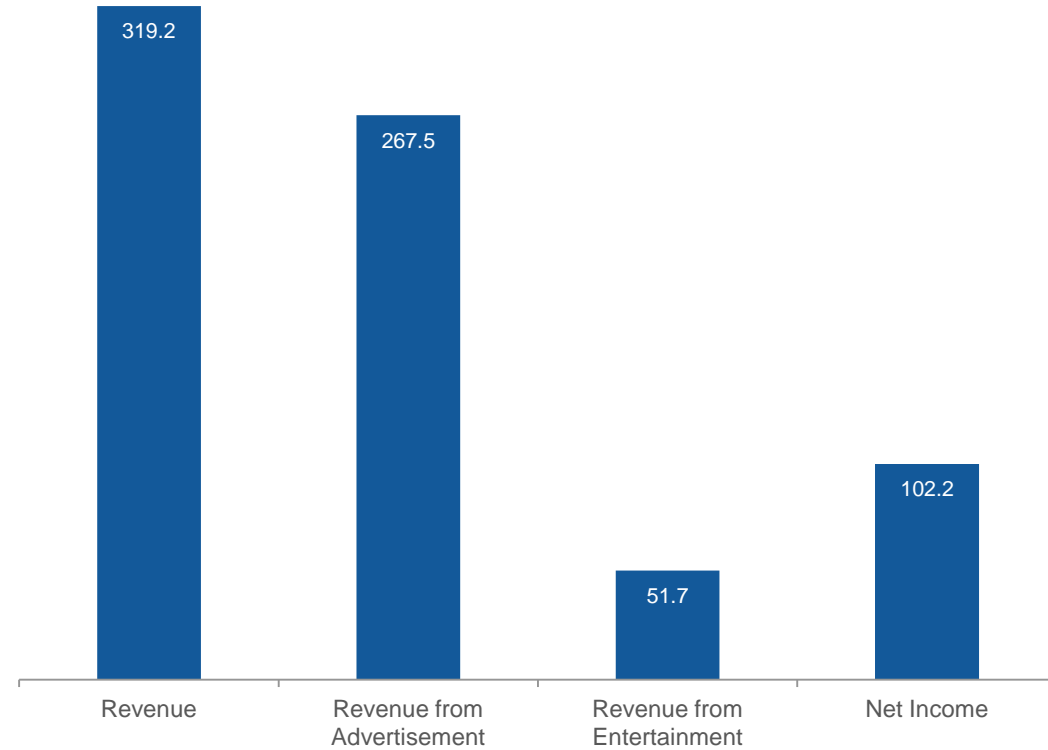
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2019 Financial Summary

(millions of RMB)



2018

vs.

2019



121 Customers



RMB 1.5M Per Customers



6.6 Billion Paid Impressions



153 Customers



RMB 1.7M Per Customers



9.7 Billion Paid Impressions



Note: Information regarding 2019 represents our preliminary estimated unaudited financial data for the year ended December 31, 2019, which is subject to revision based upon the completion of our year-end financial closing process and external audit of our results of operations for the same period. Friedman LLP has not audited, reviewed, compiled, or applied agreed-upon procedures for the preliminary estimated unaudited financial data presented below. Therefore, it is highly likely that adjustments to the data presented below will be made.

1

We temporarily closed our offices and implemented work-from home policy in February 2020. Since March 16, 2020, **our offices have reopened and are fully operational.**

2

Our business operation has not been significantly affected given most of our work force can continue their work offsite during the COVID-19 outbreak.

3

Our revenue and income may be negatively impacted if our customers reduce their online advertising budgets. However, so far **none of our customers have terminated contracts with us.**

4

Certain customers have requested additional time for payment, and additional customers may request as well. **We have not yet experienced significant collect issues so far.**

5

However, the situation may worsen if the COVID-19 outbreak continues.



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1

Steadily growing business

2

Robust growing revenue from diversified sources

3

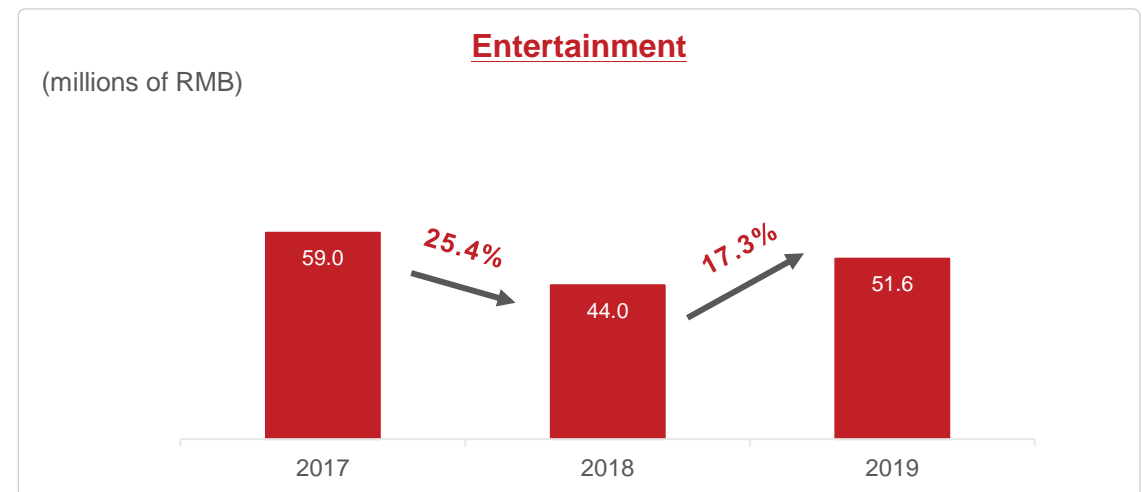
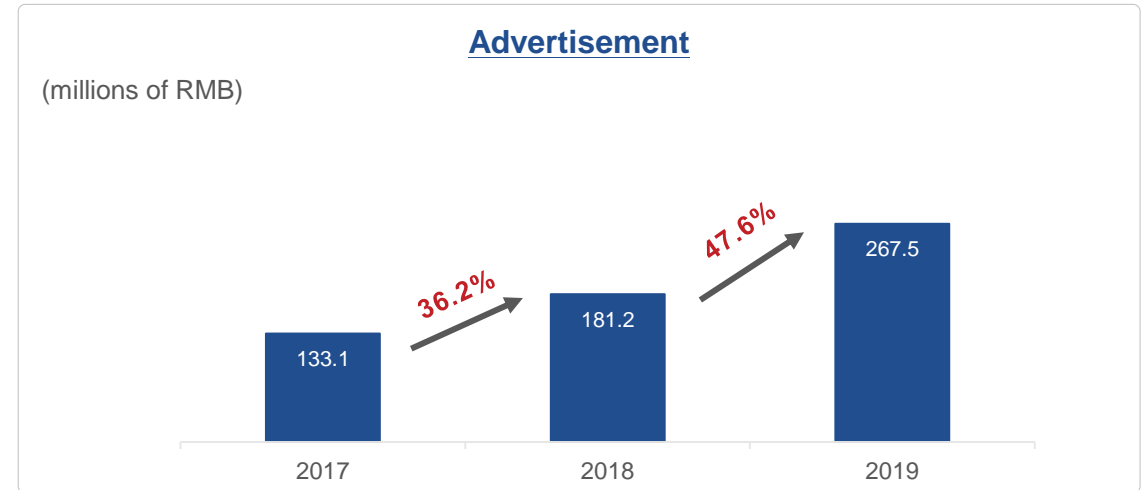
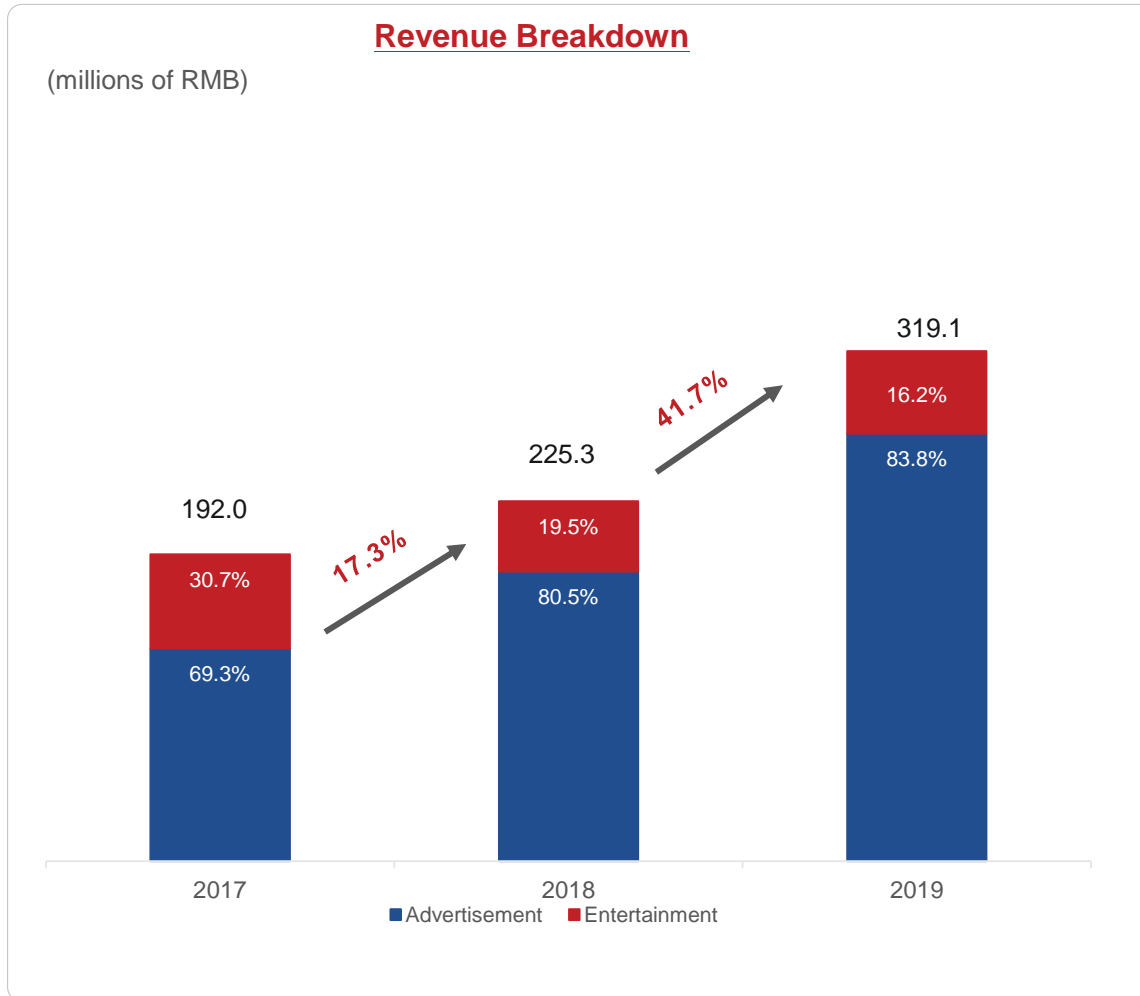
Enhanced growth profit margin due to technology improvement

4

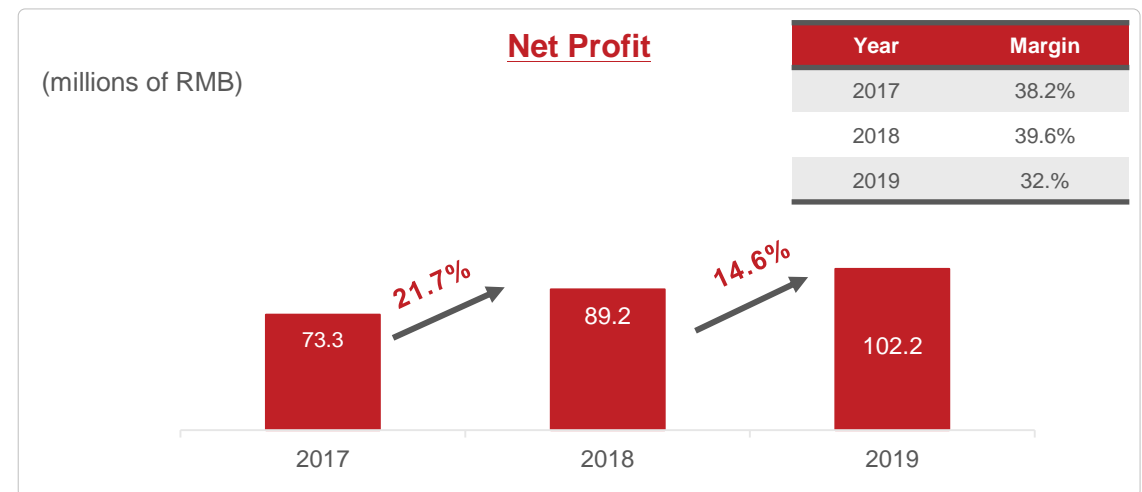
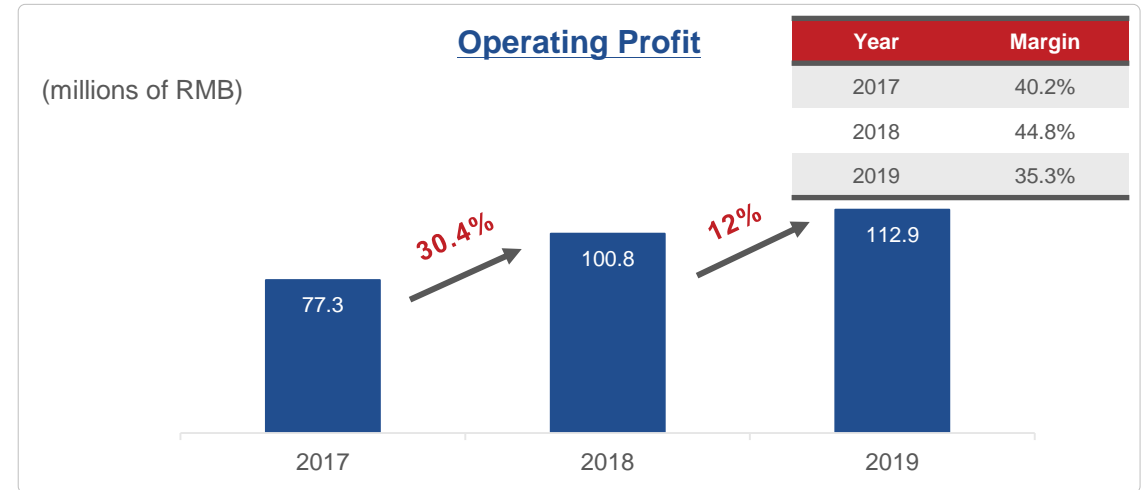
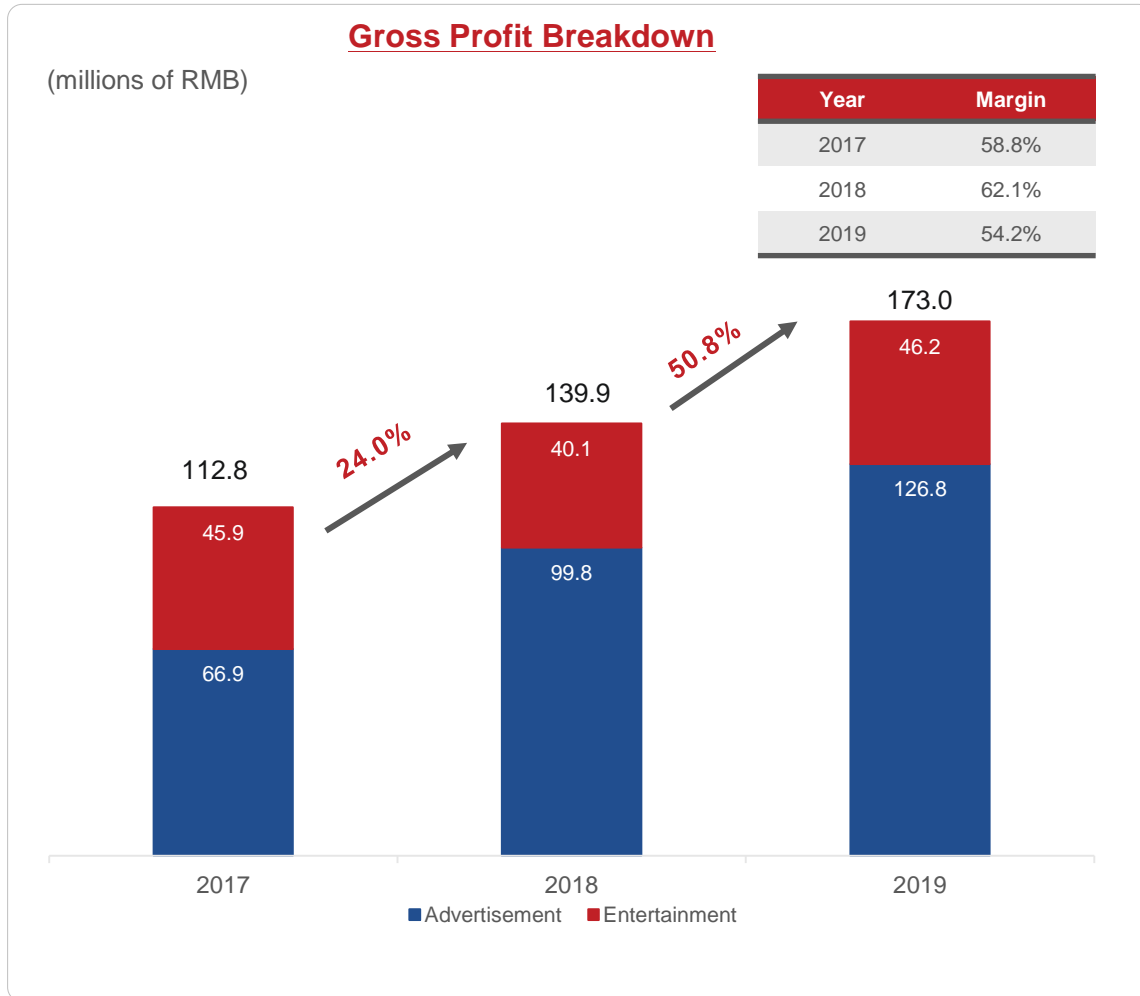
Increasing operating efficiency enabled by insightful financial strategies

5

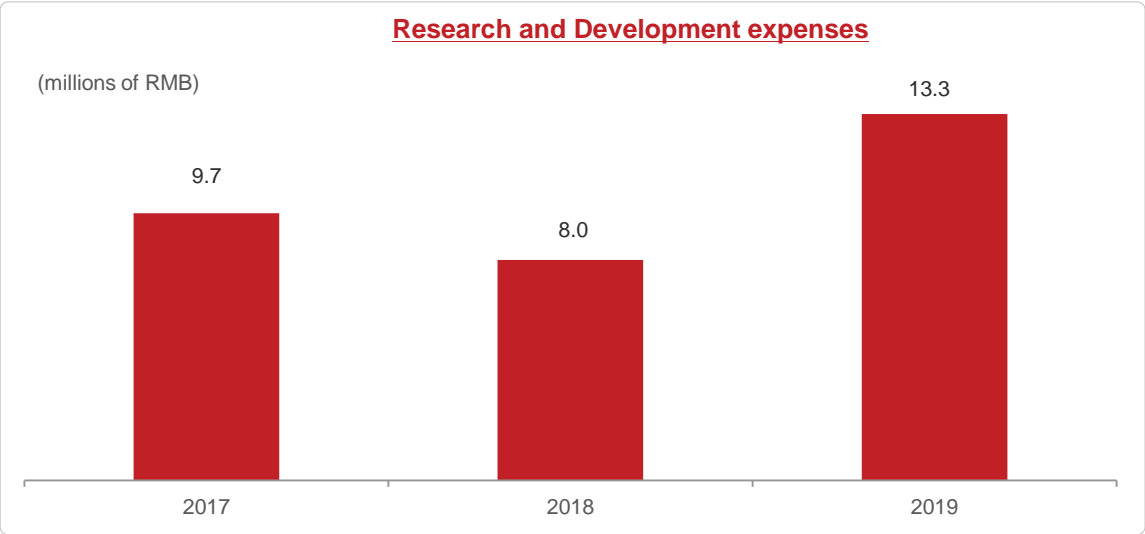
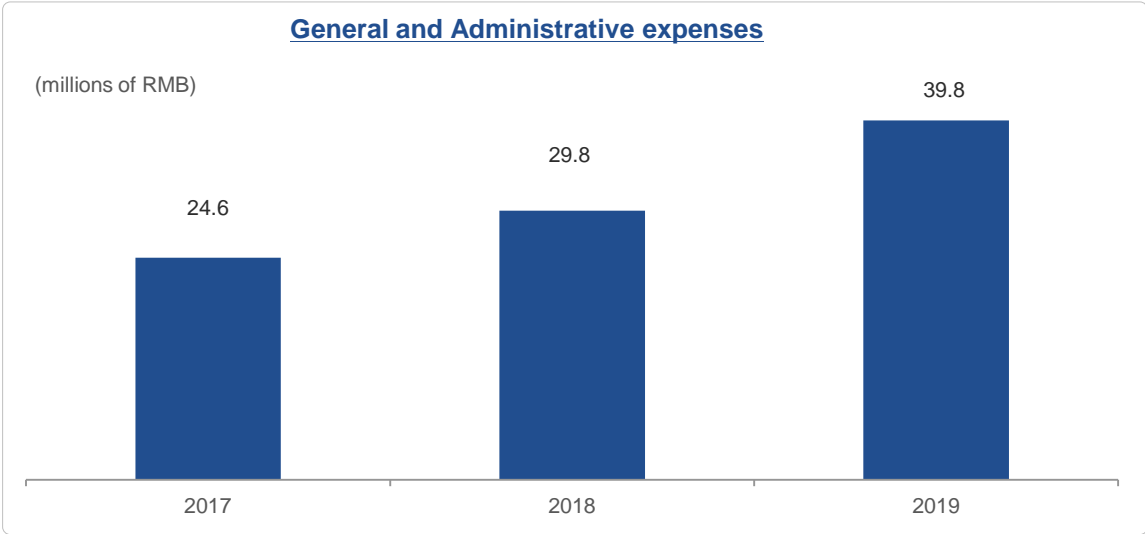
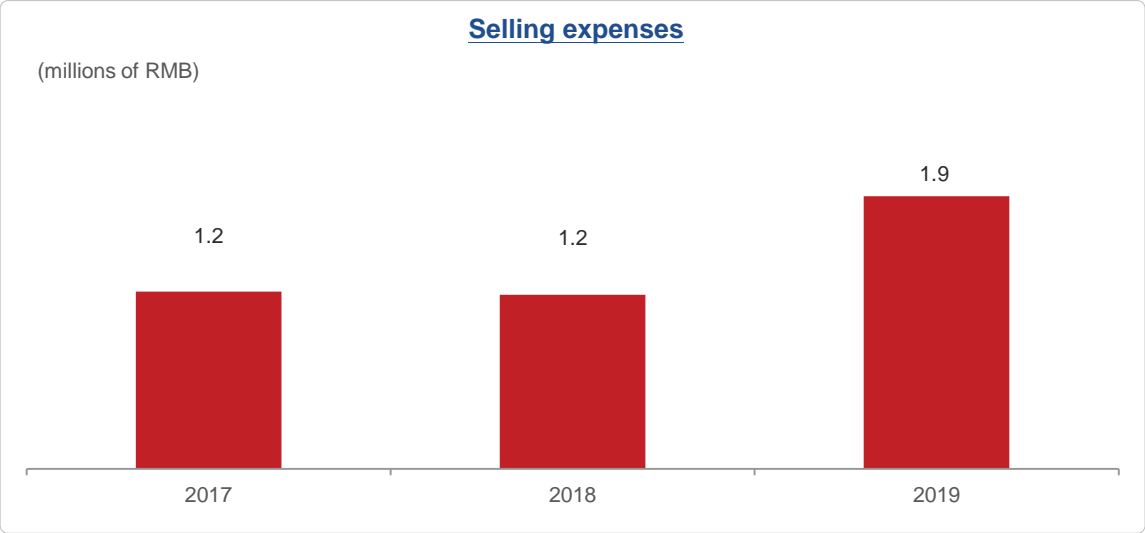
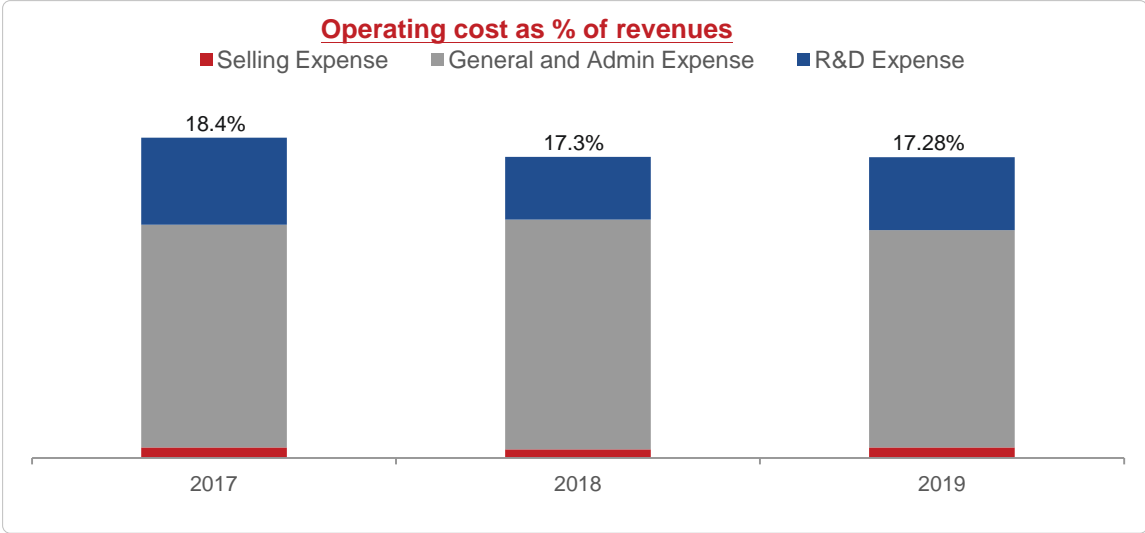
Maintaining sufficient liquidity results from asset-light financial model



NASDAQ: WIMI Enhanced Profit Margin due to Technology Improvement

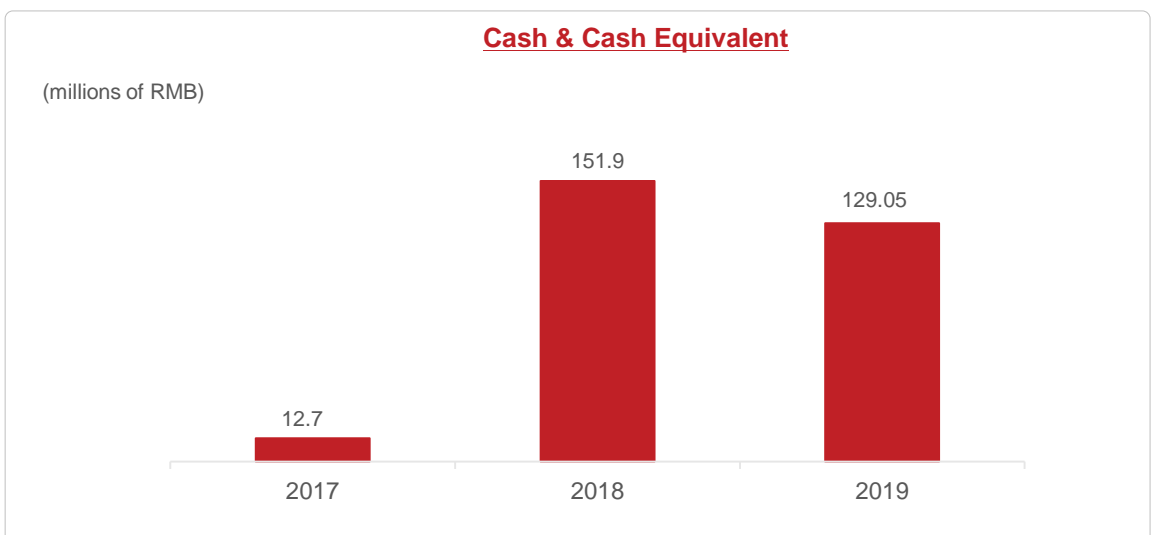
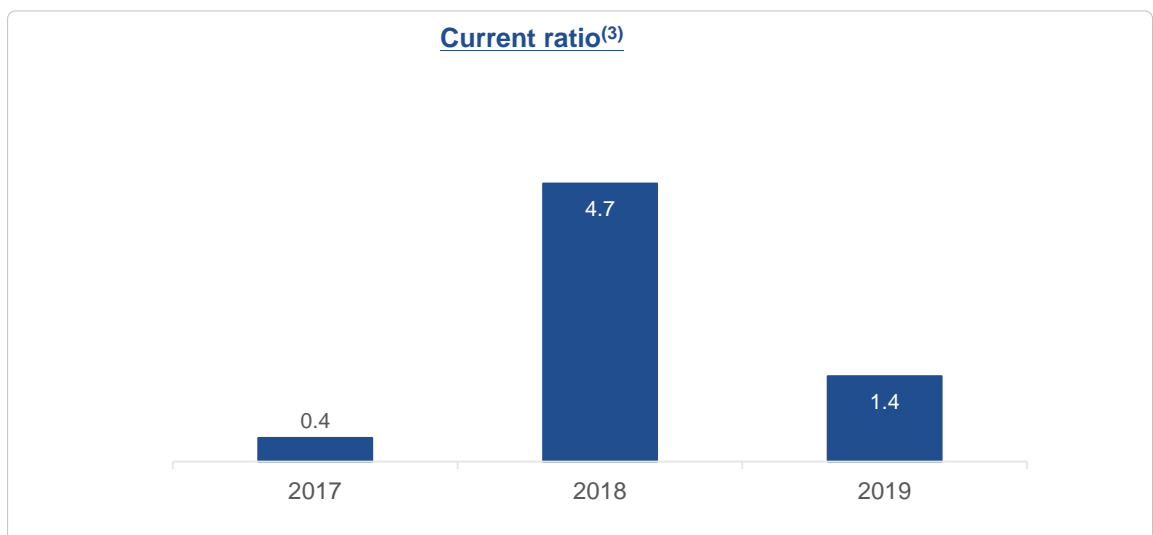
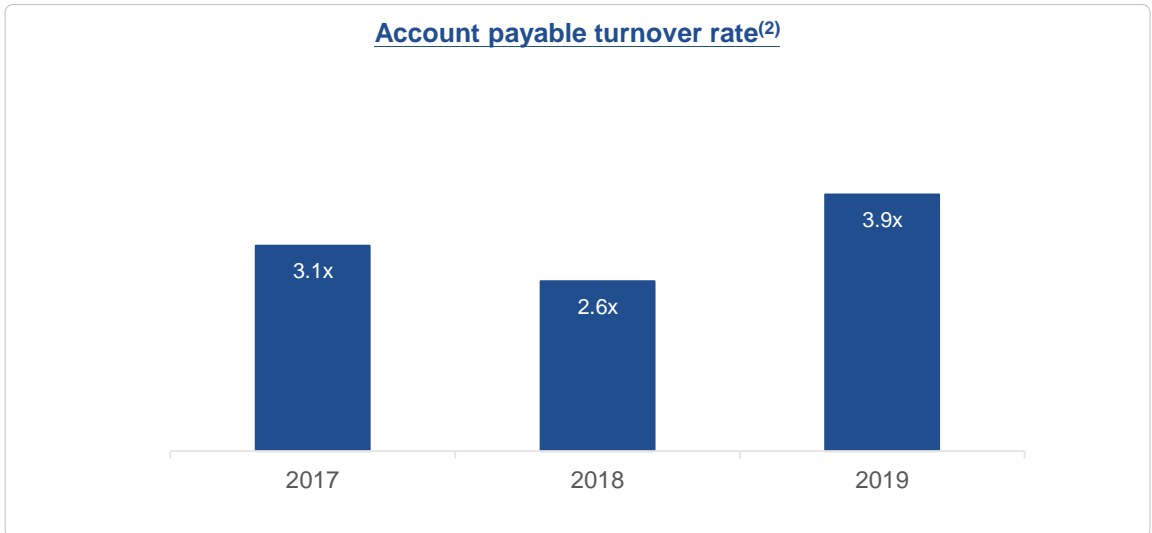
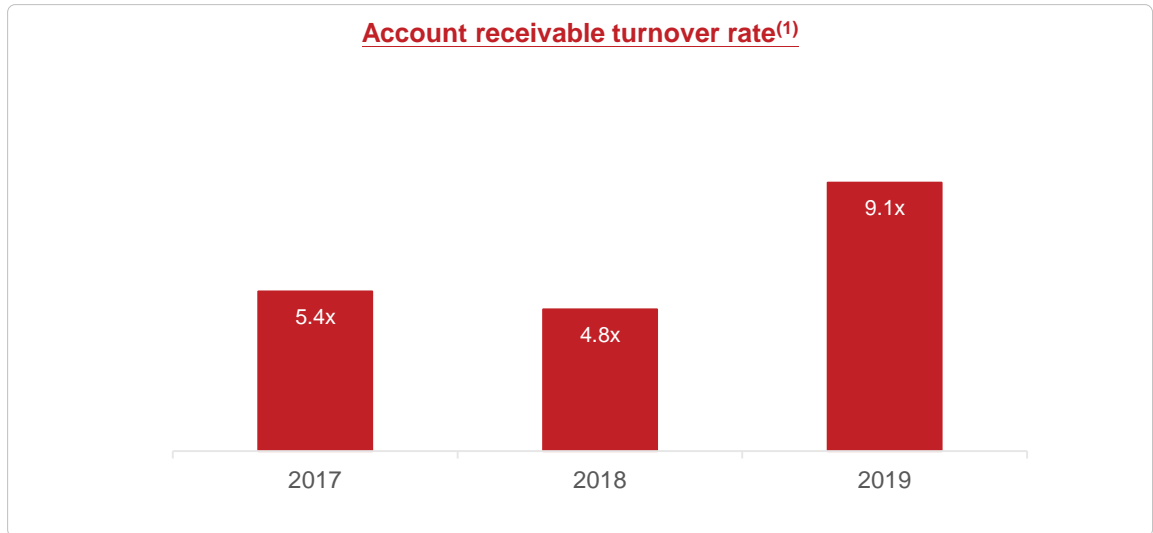


NASDAQ: WIMI Maintaining Operating Efficiency Enabled by Insightful Financial Strategies



Sources: Form F-1

NASDAQ: WIMI Maintaining Sufficient Liquidity Results from Asset-Light Financial Model



Sources: Form F-1

Note(1)&(2): AR Turnover = Operating Revenue/ Account Receivable (at year end); AP Turnover = Cost of Revenue/ Account Payable (at year end)

Note(3): Current Ratio = Total Current Assets/ Total Current Liabilities