

belive



BeLive Technology:  
Video-First Commerce  
for any Business

PRIVATE AND CONFIDENTIAL

# The Journey

## Sparkling Real Connections

2014

Launch of BeLive's Social Live streaming platform, empowering content creators with highly interactive features to entertain their audiences in real-time.

## Real-time Commerce

2016

Implementation of Live Commerce Features onto platform.

## Empowering Brands

2017

Collaborations with brands such as Lazada, L'Oréal with to launch Live Commerce Campaigns on the BeLive platform.

## Live One-to-many Retail Application

2022

Launch of LORA, BeLive's Live Commerce SaaS product.

## The Life Force of Live Streaming

2021

3.2 Billion minutes of Live Video delivered through BeLive's customers' platforms

## BeLive Technology

2018

Offering customised white-labeled live video solutions for enterprises of all sizes



We are the people behind live video technology.

Engineers, designers, storytellers - all dedicated to customise live video solutions for your company to genuinely connect with customers around the world.

High-definition, secure, fast, adaptable to any network, fully customised - we'll take care of all the nitty gritty to ensure that your livestream will be as easy as breathing. So you can focus on interacting, engaging, and forging bonds that matter.

We are BeLive. Let's work together to make the world closer. Colourful. Alive.



Be Real. Be Live.



 Our Vision

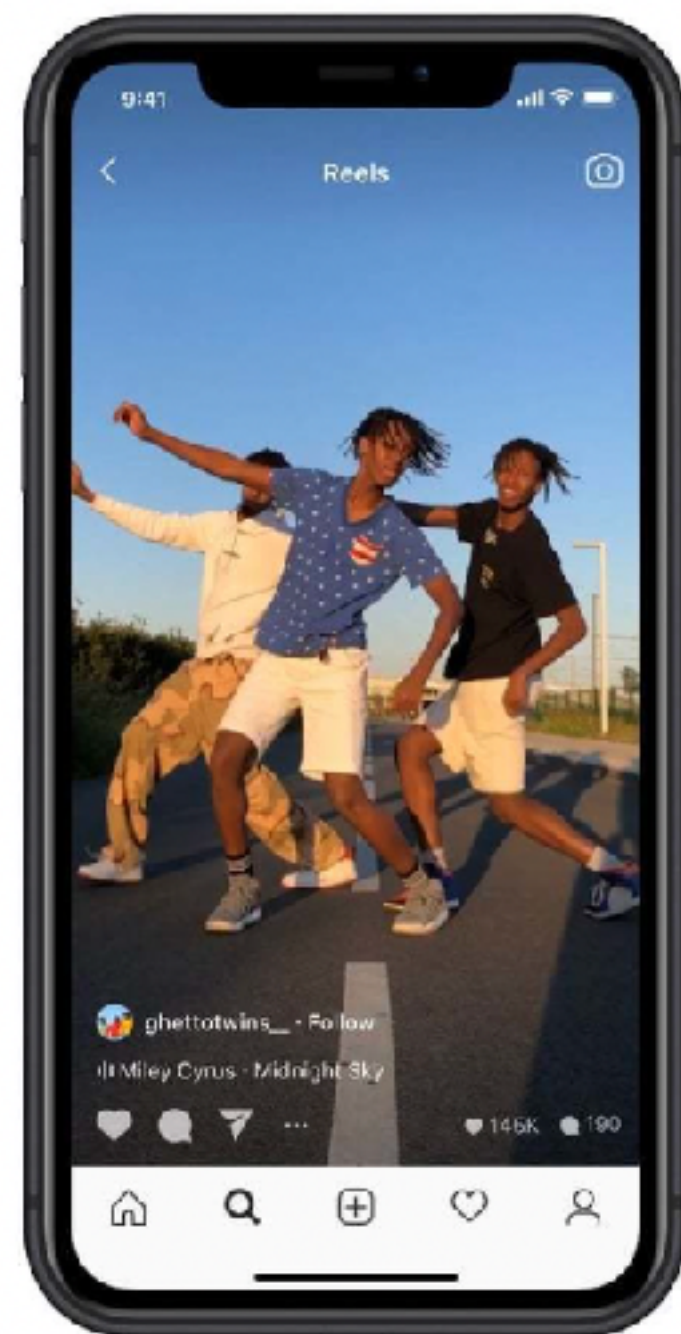


brings video and livestream capabilities to the open web.

# ▶ Irreversible Trend #1

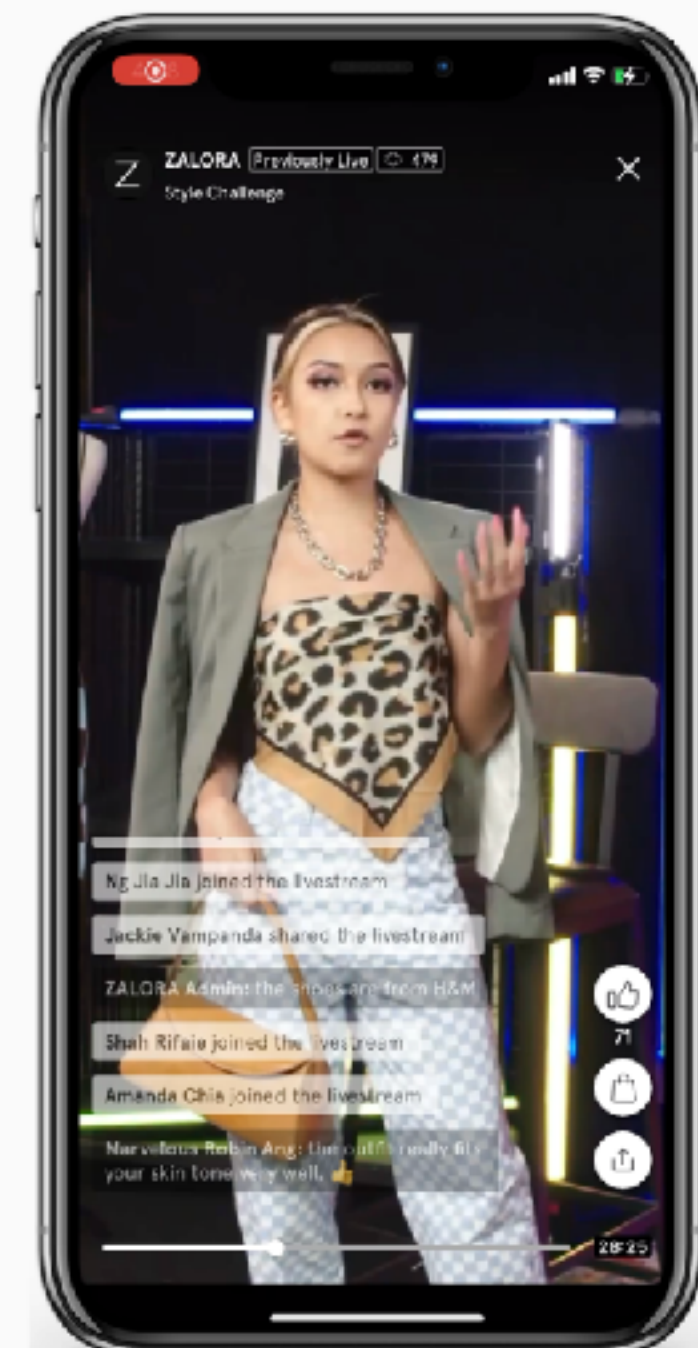
## Video is dominating Next-Generation Consumer Behavior

Short Video



(TikTok, IG Reels, BeLive LORA)

Livestreams



(TikTok Live, IG Live, BeLive LORA)

82%

of internet usage will be for online videos by 2022

5B

People globally will be digital video viewers by 2022

76%

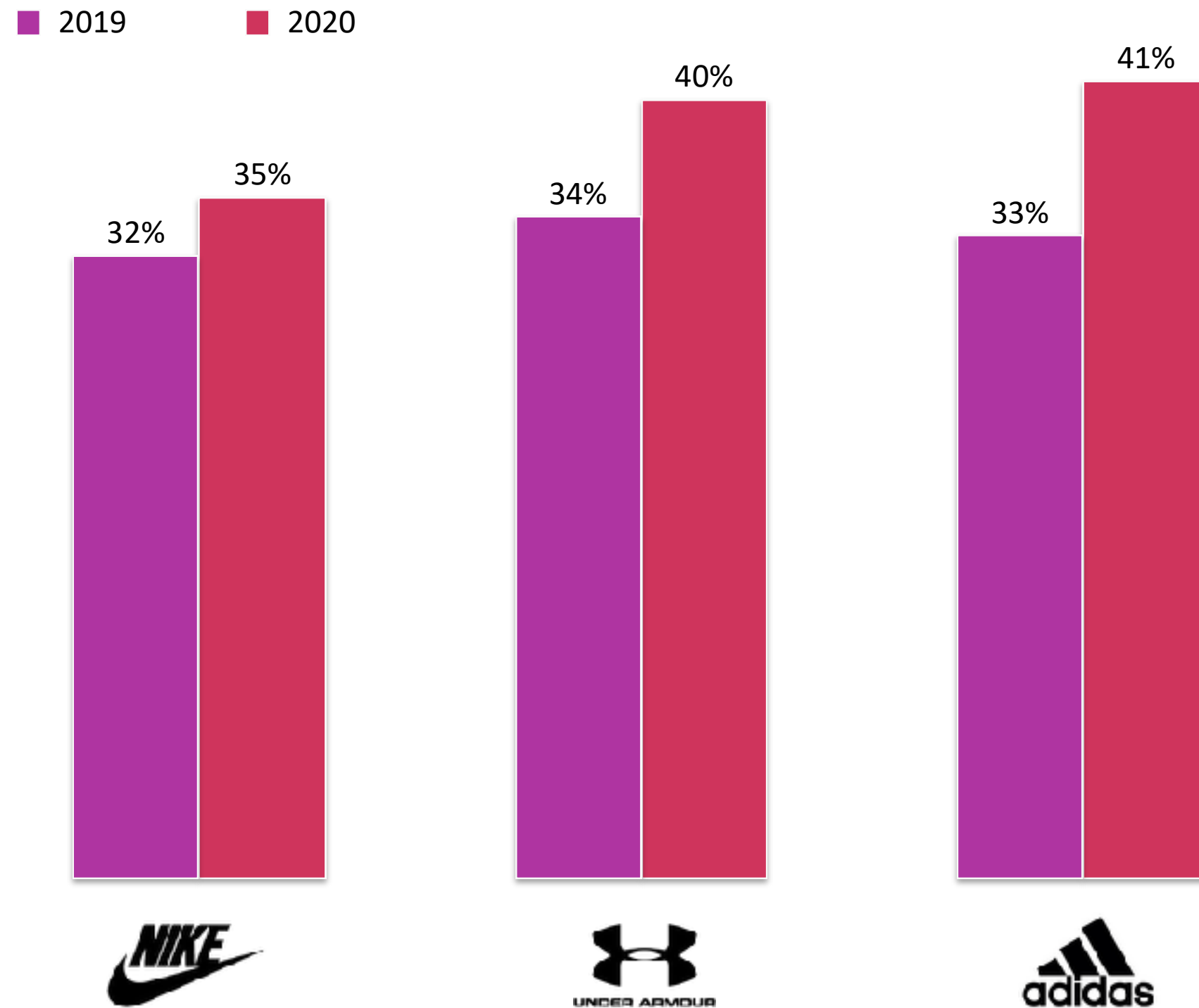
of consumers learnt about a product through videos

Source: eMarketer

## ▶ Irreversible Trend #2

# Brands are going Direct-to-Consumer to Control 1P Data

### Brand D2C Sales as a percentage of E-Commerce Sales:



**57%**

of global internet users will buy from D2C companies in the next 5 Years

**\$350b**

Global D2C E-Commerce Sales in 2021

**86%**

Companies who say that 1P data is a key focus in 2023

“Direct-to-consumer is the **most strategic channel** of all because we control the full customer experience, the full data.”

Jean-Paul, Agon

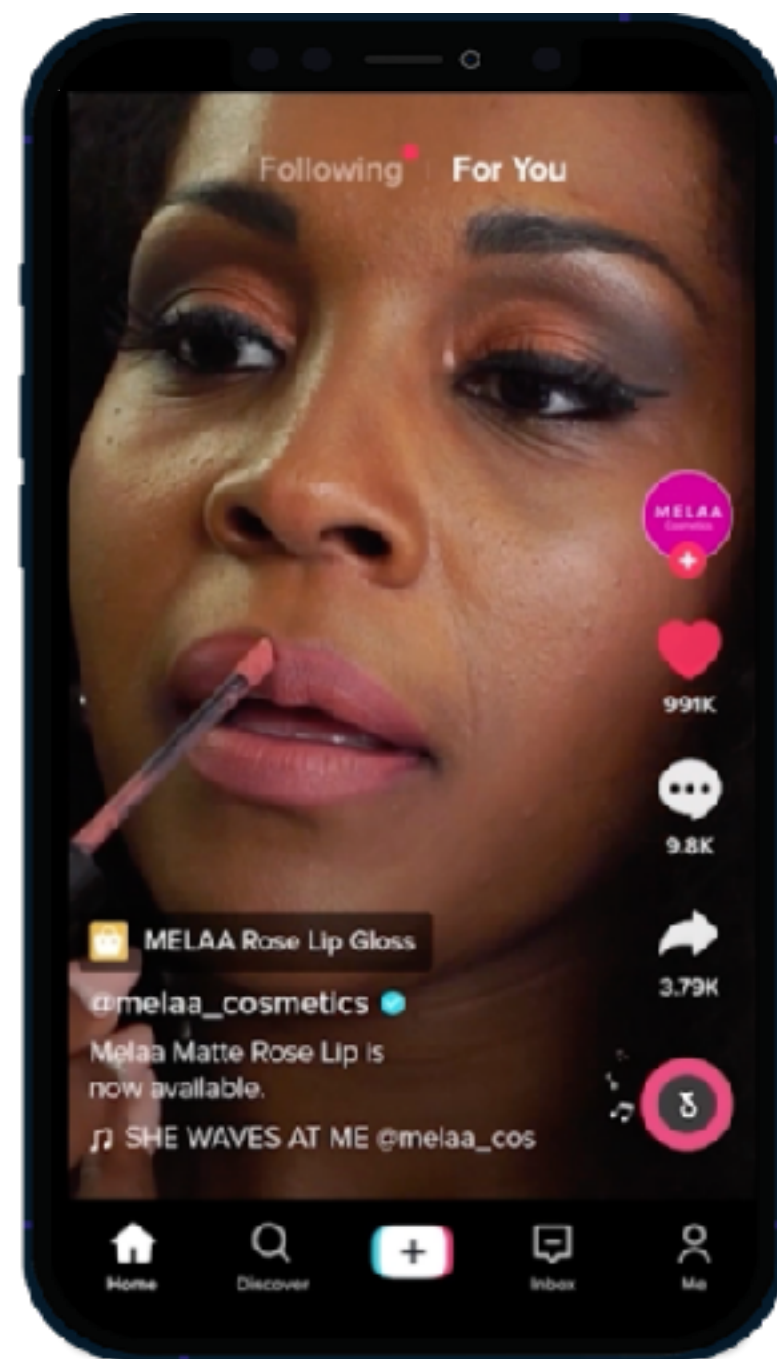
Chairman and Chief Executive, L’Oreal

<https://www.statista.com/topics/8838/d2c-e-commerce>

# ▶ The Hypothesis

## Video-First Commerce is the Future of Ecommerce

### Short Video Commerce



(TikTok Shop, BeLive LORA)

### Livestream Commerce



(FB Live, IG Live, BeLive LORA)

**62%**

Gen Zs and Millennials  
have made a  
purchase from a  
brand's livestream

**\$470B**

China's live-shopping  
sales in 2022, a  
glimpse into the future  
of Ecommerce

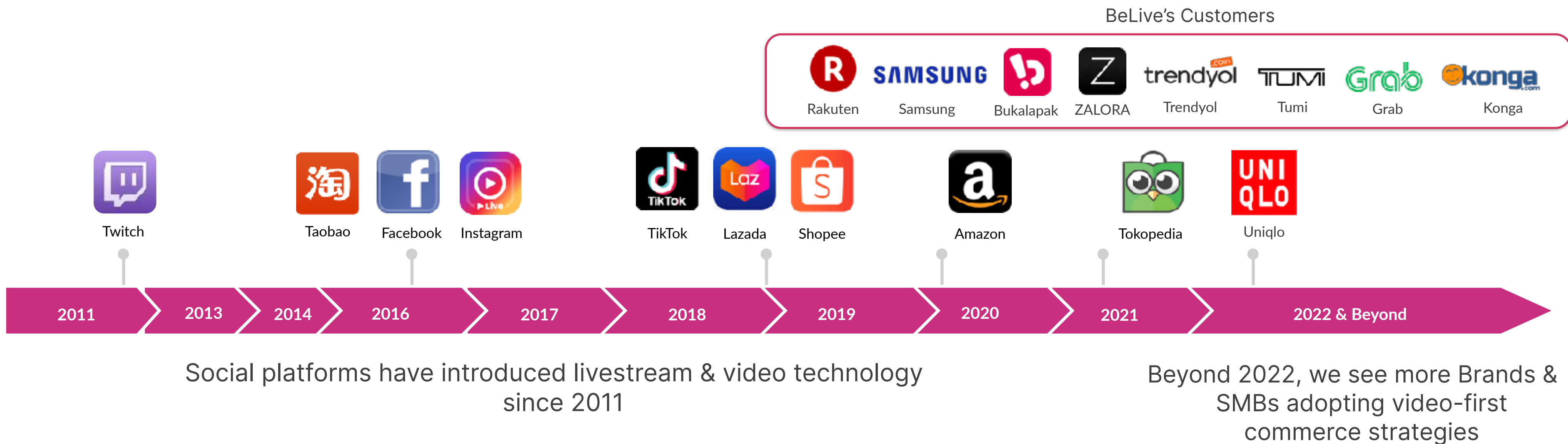
“In the future, we’re all going to be shopping on video apps like TikTok. Think of them as compulsively watchable commercials - with a direct link to buy.”

**Andreessen Horowitz**

<https://a16z.com/2019/12/05/video-first-ecommerce/>

# ▶ The Shift Has Begun...

## Paradigm Shift from Others to Self



## BeLive brings Video and Livestream Capabilities to the Entire Open Web

**12m**  
e-commerce  
companies  
globally

**99%**  
No video or  
livestream  
capabilities

**\$320B**  
Market Opportunity  
for Video &  
Livestream  
Solutions

### **\$290B SMB Market**

- SaaS target
- 9.6m companies <\$10m revenue x \$30k ACV

### **\$30B Enterprise Market**

- Whitelabel Target
- 1.5m companies >\$10m revenue x \$200k ACV



## ▶ Problem

**Business already have a Video Marketing Strategy.  
However, they are reliant on Closed Platforms like:**



**Resulting in the loss of:**

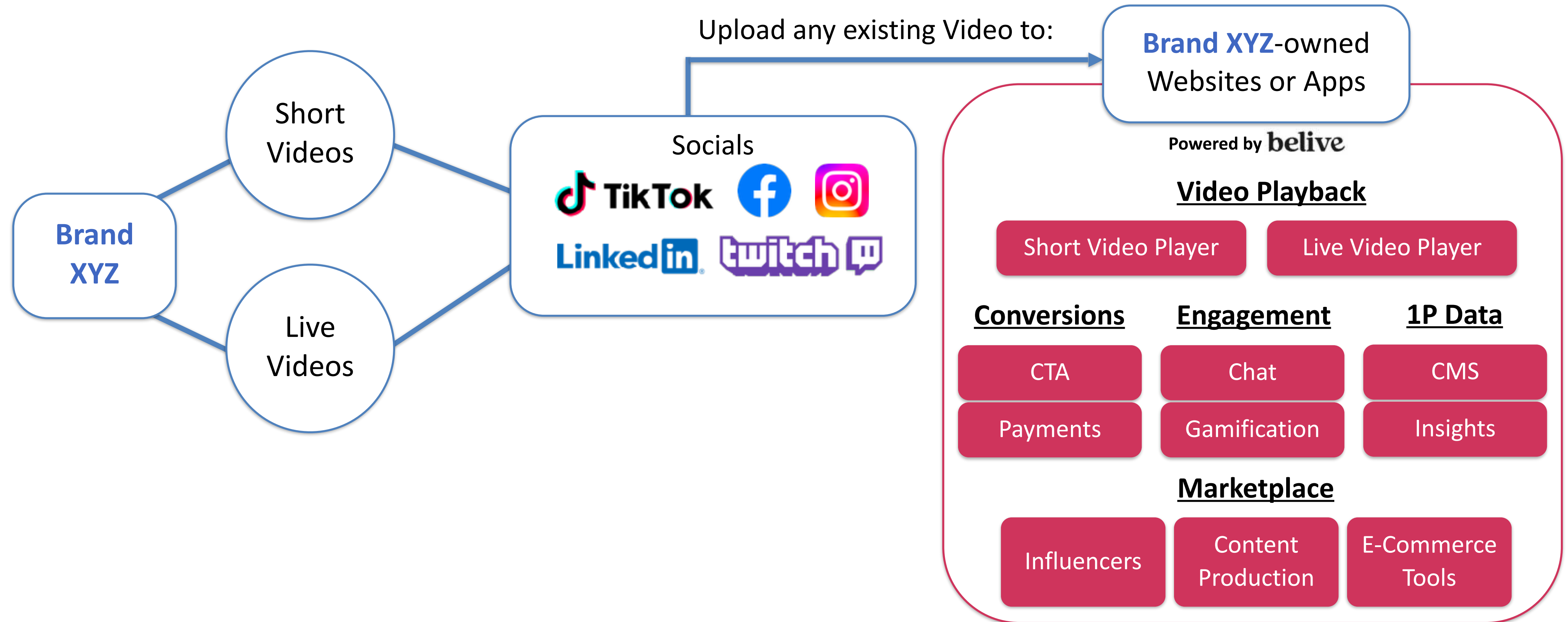
- X Data Ownership
- X Site Traffic
- X Margins
- X Customer Loyalty

**Why won't they build it themselves?**

- X Expertise
- X Steep Learning Curve
- X Cost
- X Relevance to Business

# ▶ Solution

BeLive equips businesses with Omni-channel Video capabilities.

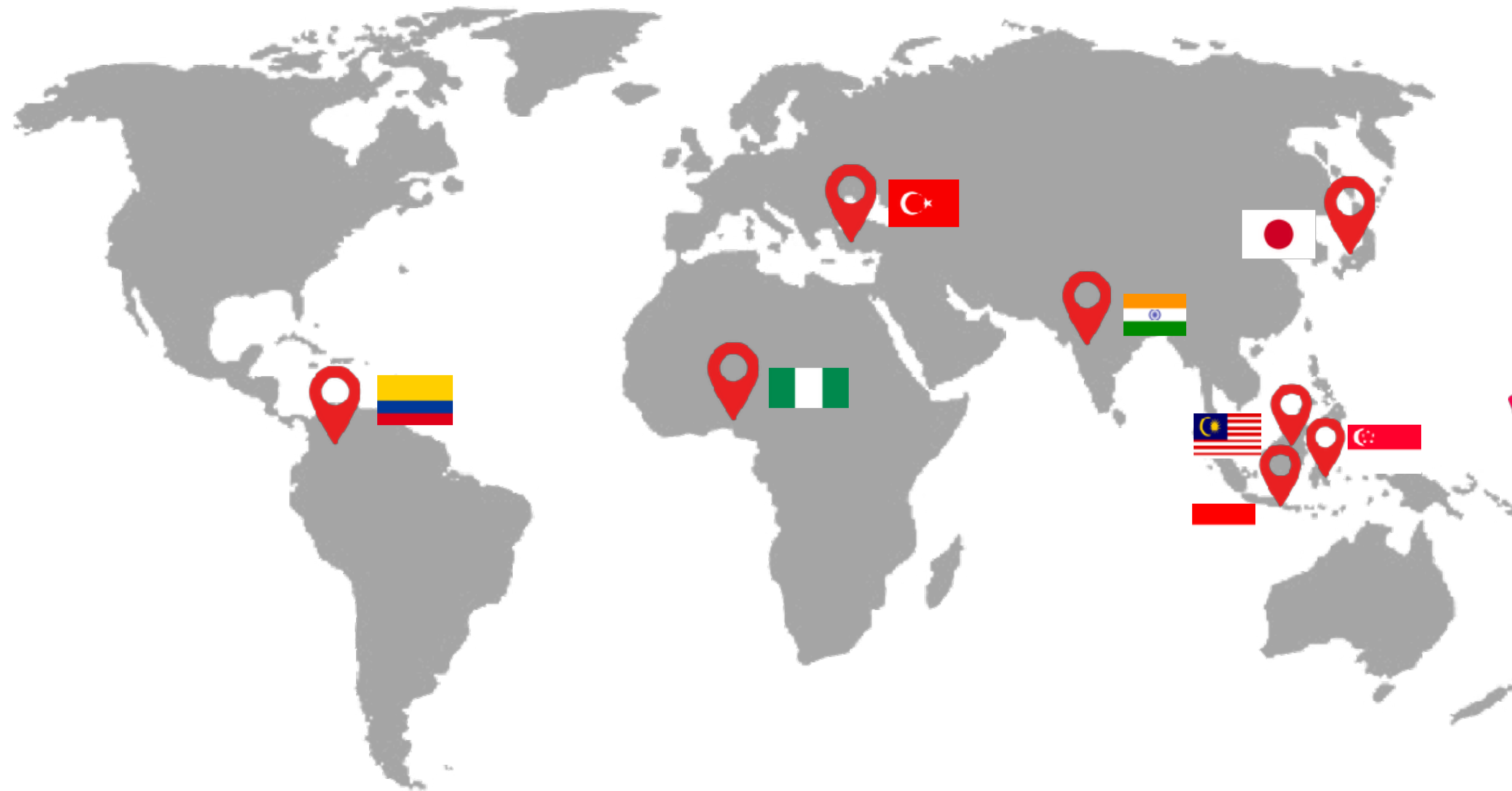


▶ BeLive in a snapshot

## Some of the largest organizations leverage Video-First Commerce with BeLive

**100m**  
Viewers Reached

**4bn**  
minutes delivered

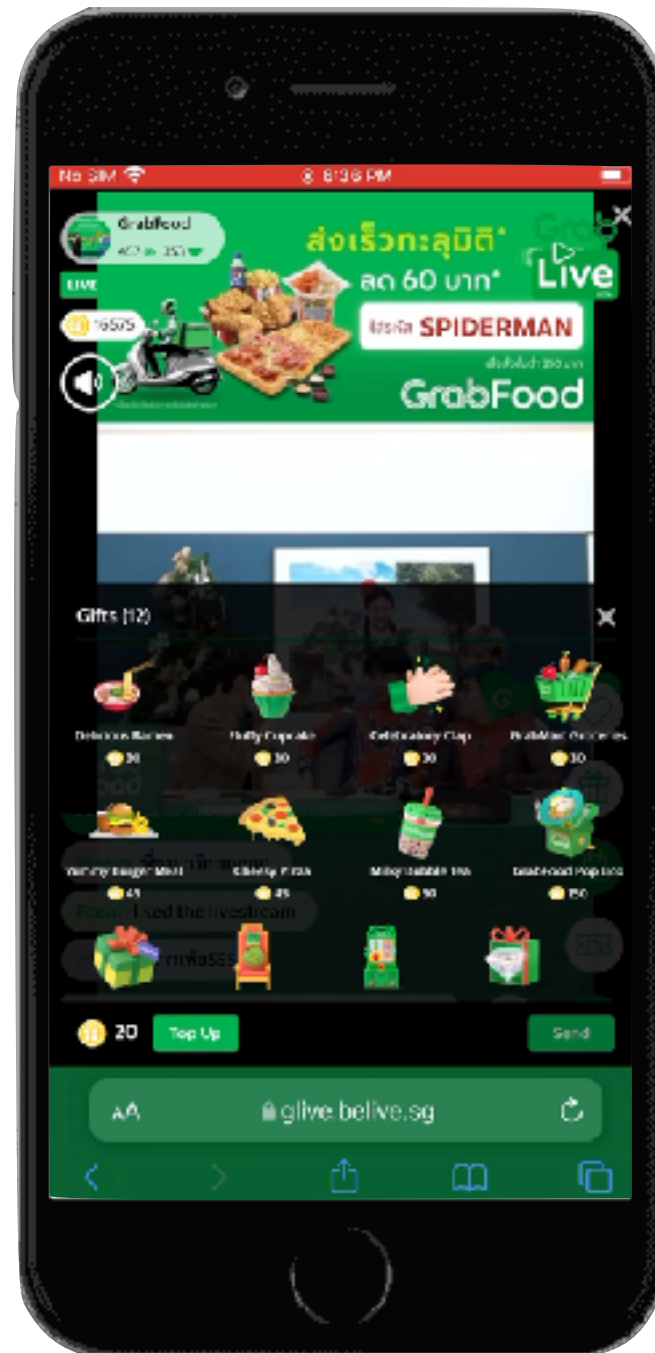


and many more

**belive**

We drive real business impact to Brand-owned assets, **at scale**

## Drive Conversions & Engagements



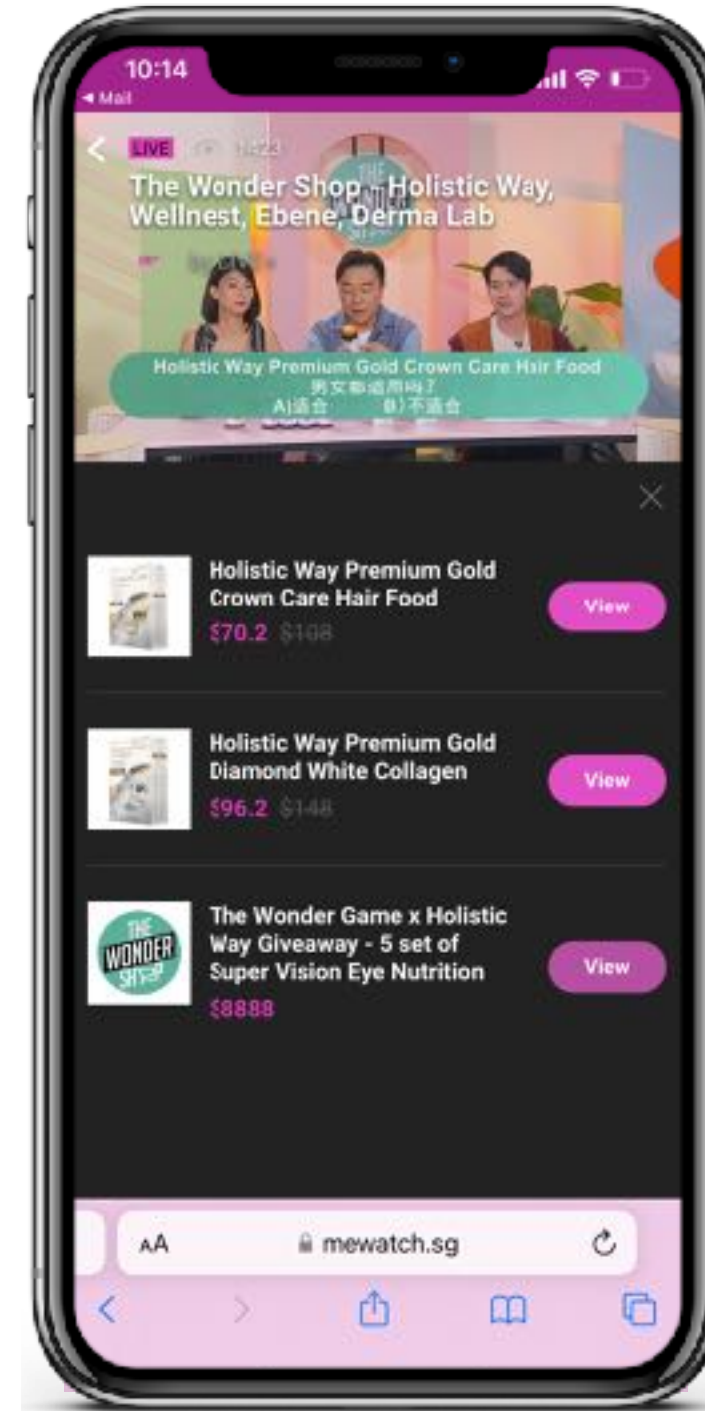
SEA's largest superapp  
(40m MAU)

**70%**

Add-to-Cart Rate

**1.1m**

Grab Points  
Redeemed



One of Asia's leading  
digital broadcasters

**88%**

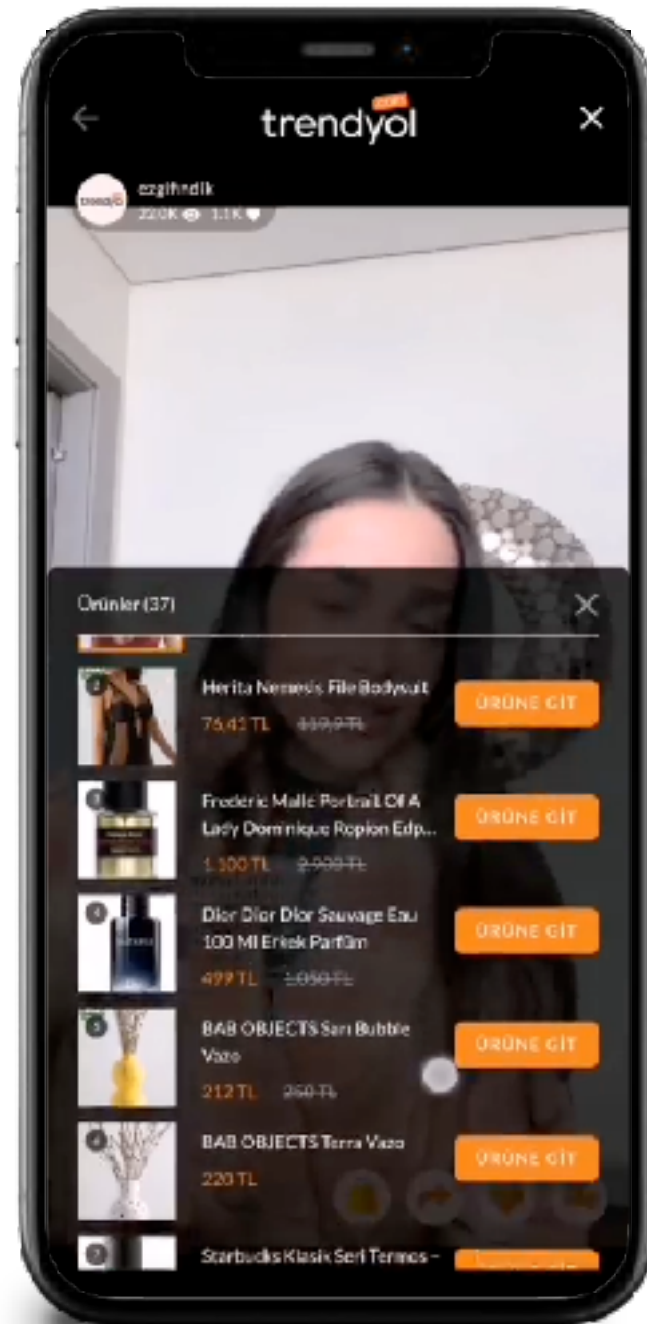
Shop Click Rate

**95%**

Show Completion  
Rate

We drive real business impact to Brand-owned assets, **at scale**

**Drive Traffic & New User Acquisition**

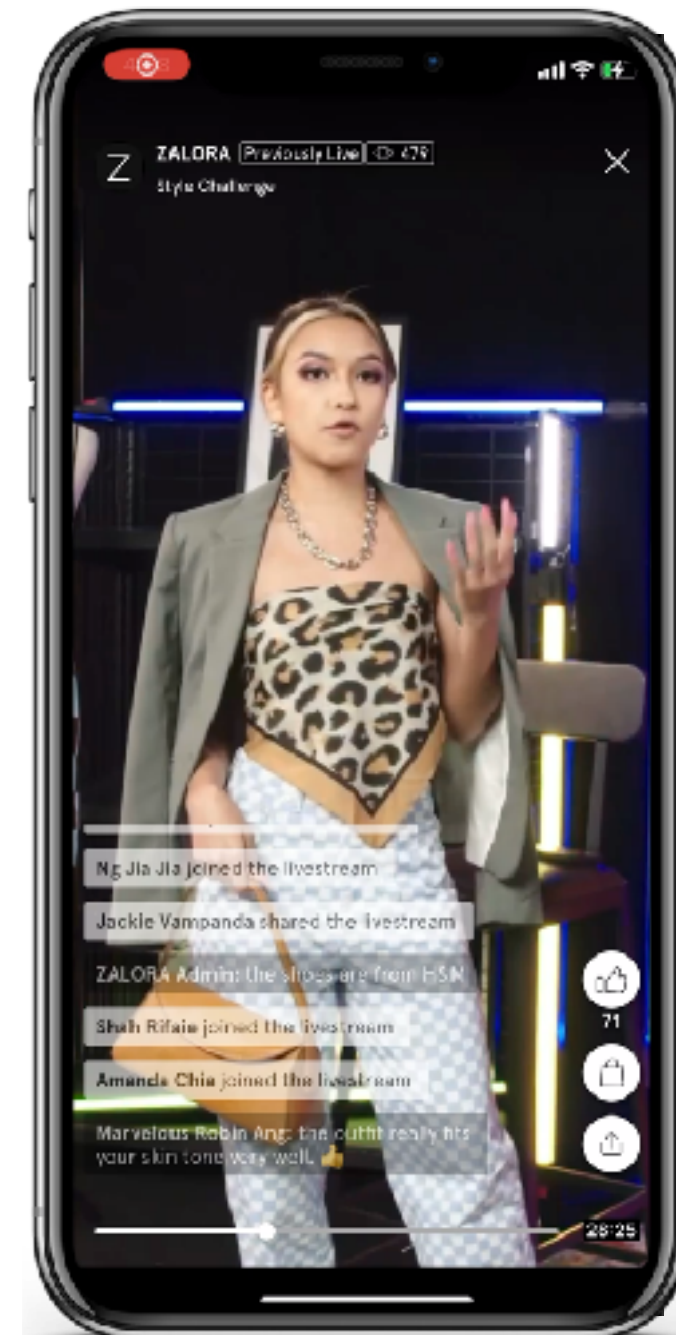


**trendyol**.com

Turkey's largest online marketplace (40m MAU)

**100%**  
of Trendyol's IG Live Viewers migrated to the Trendyol App

**8m**  
Live Video Viewers



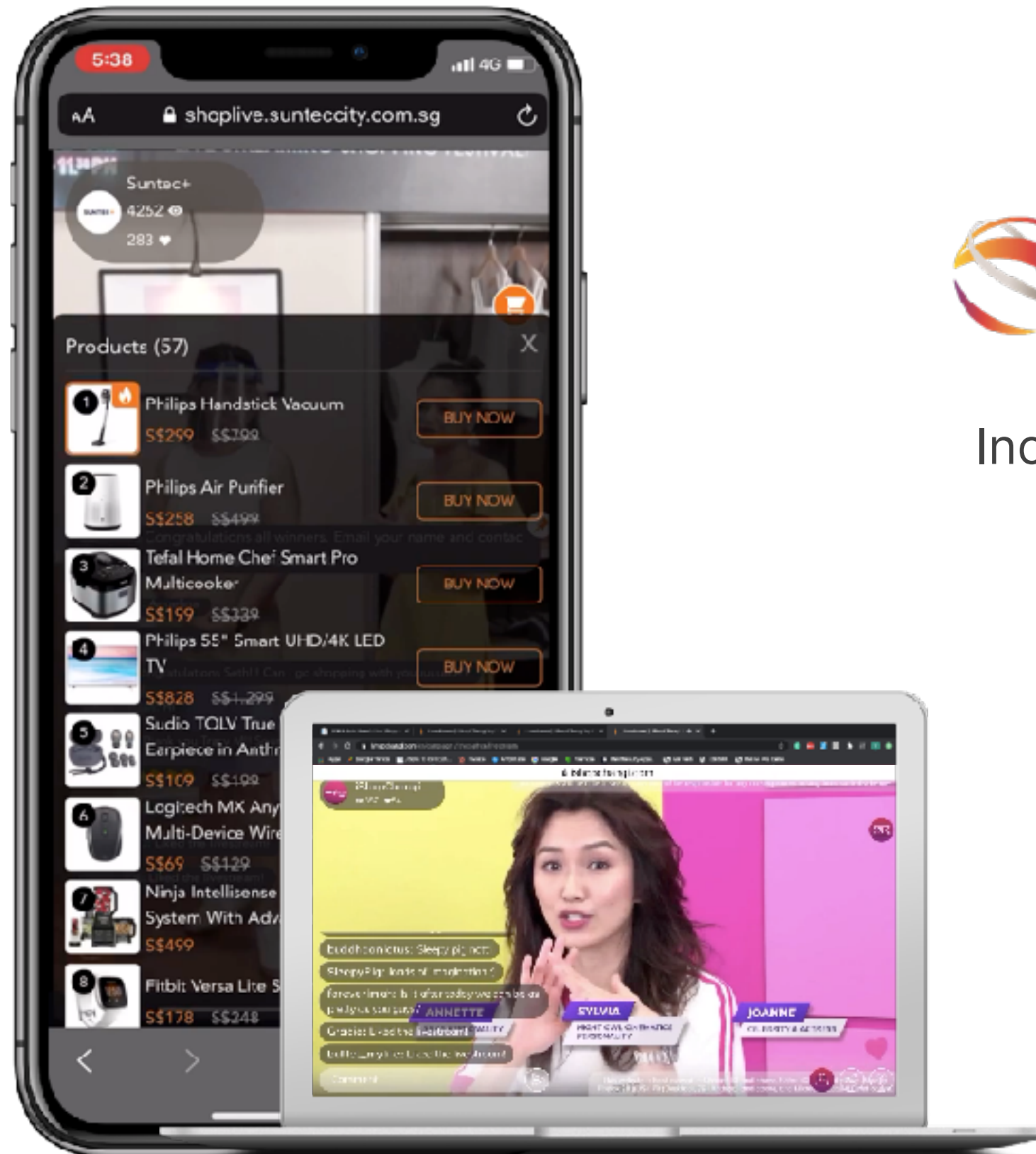
**ZALORA**

SEA's largest Fashion retailer (15m MAU)

**30.6%**  
Increase in New Users

**21%**  
Increase in Total App Users during a Live Show

We drive real business impact to Brand-owned assets, **at scale**



## Data Ownership



Increased Loyalty Reward Programme Members,  
Obtaining First-Party User Data

**93%**

YoY Loyalty Rewards  
Programme Traffic  
Growth

**100%**

Weekly Live Viewer  
User Growth

# ▶ Business Model

**We have two core offerings: Enterprise White-label and our SaaS Shoppable-Video solution: LORA**

## Enterprise White-label

Target Customer: (Industry Agnostic)  
Videos + Livestream central to business model

Example Customers:



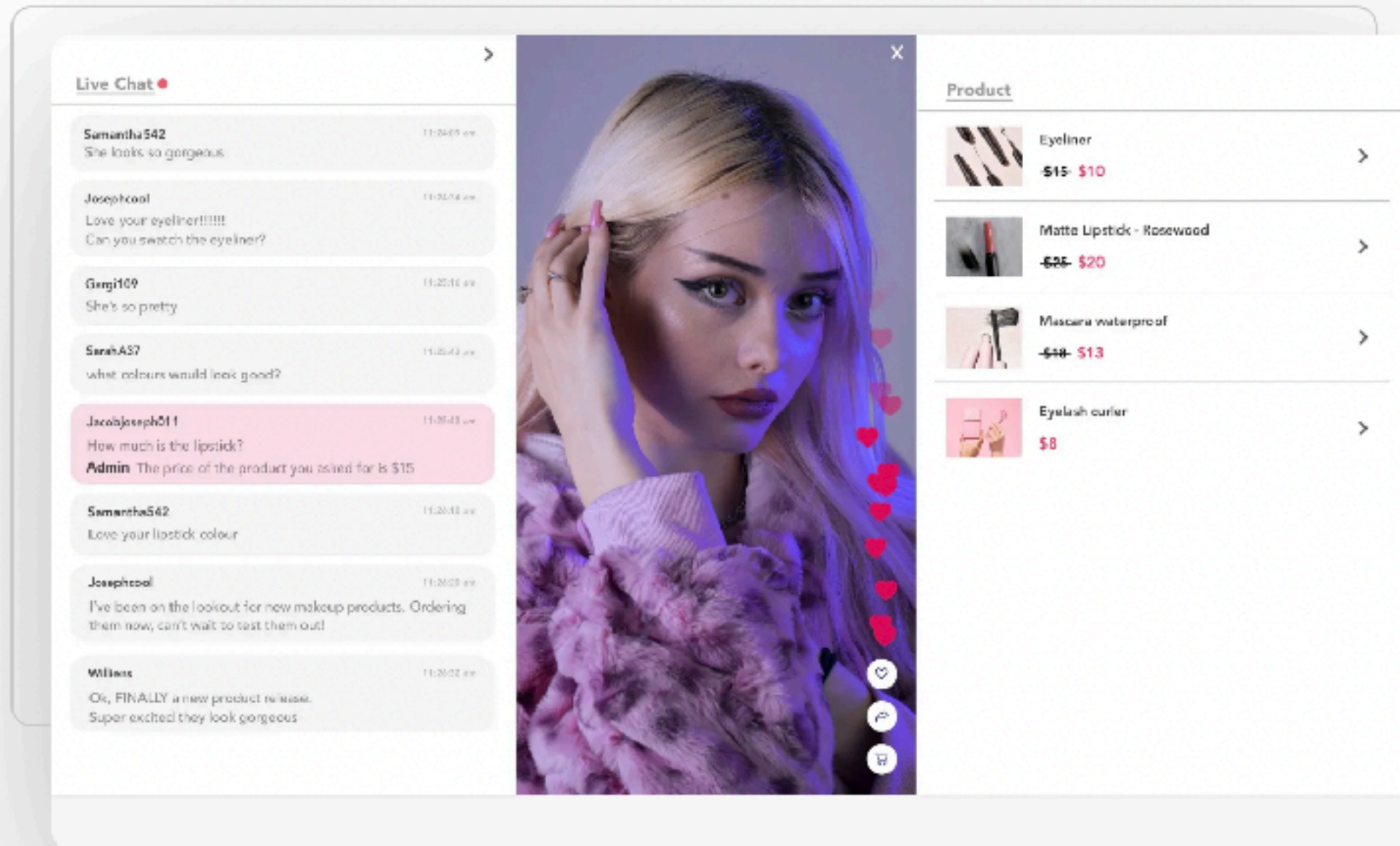
## LORA (SaaS)

Target Customer: (Retail)  
Videos + Livestreams used as part of marketing/  
engagement strategy

Example Customers:



# ▶ LORA: Live Commerce SaaS



## Meet LORA

### Live Commerce SaaS

Implement tried-and-true live shopping capabilities on your platform, with little effort and great ease.

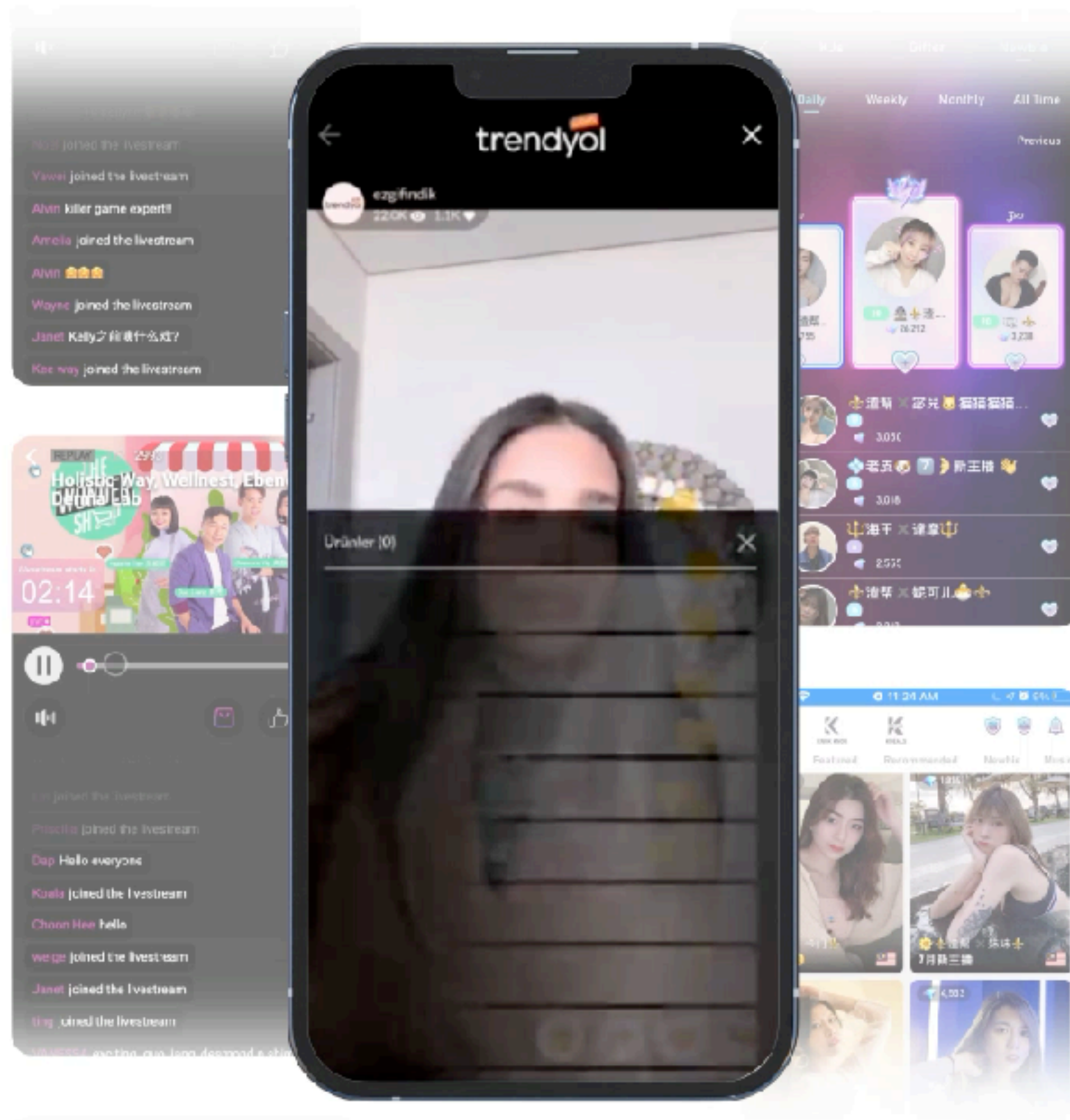
[BOOK A CONSULTATION](#)





# ▶ LORA: Live Commerce SaaS

Designed to monetise, engage and convert



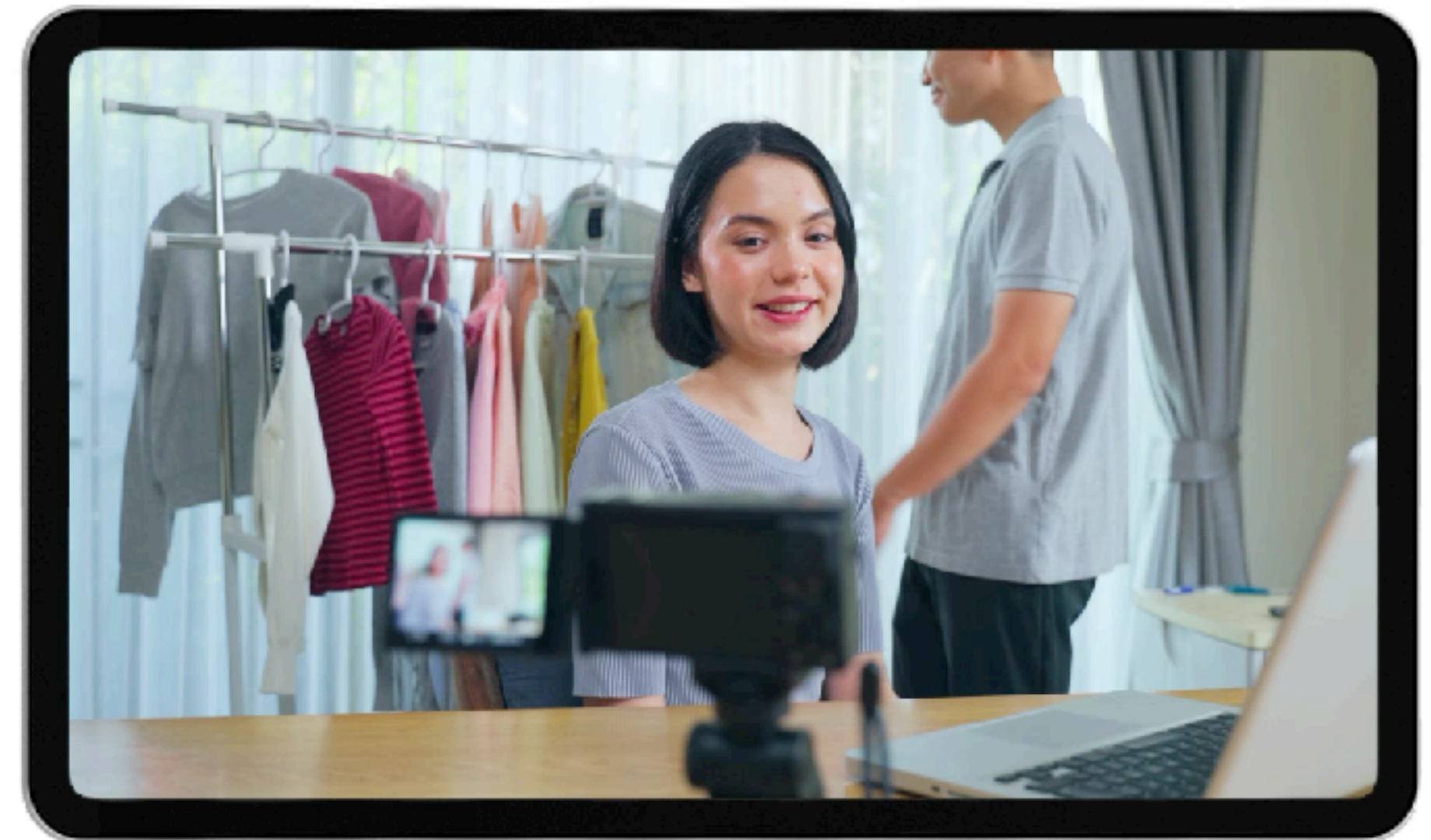
**Live Commerce with Interactive Features**

# ▶ LORA: Live Commerce SaaS

Designed to monetise, engage and convert



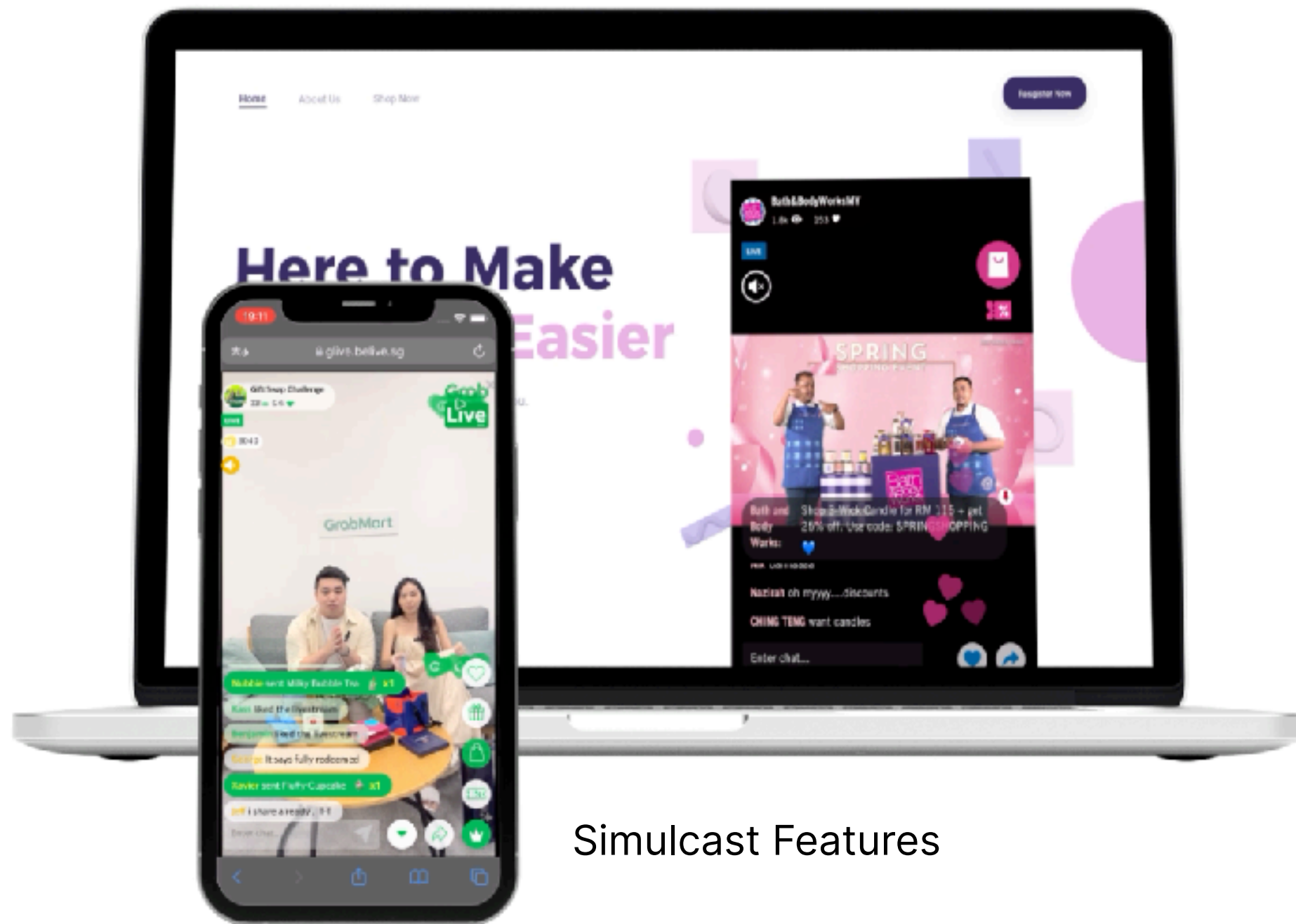
Shoppable Videos with Interactive Features



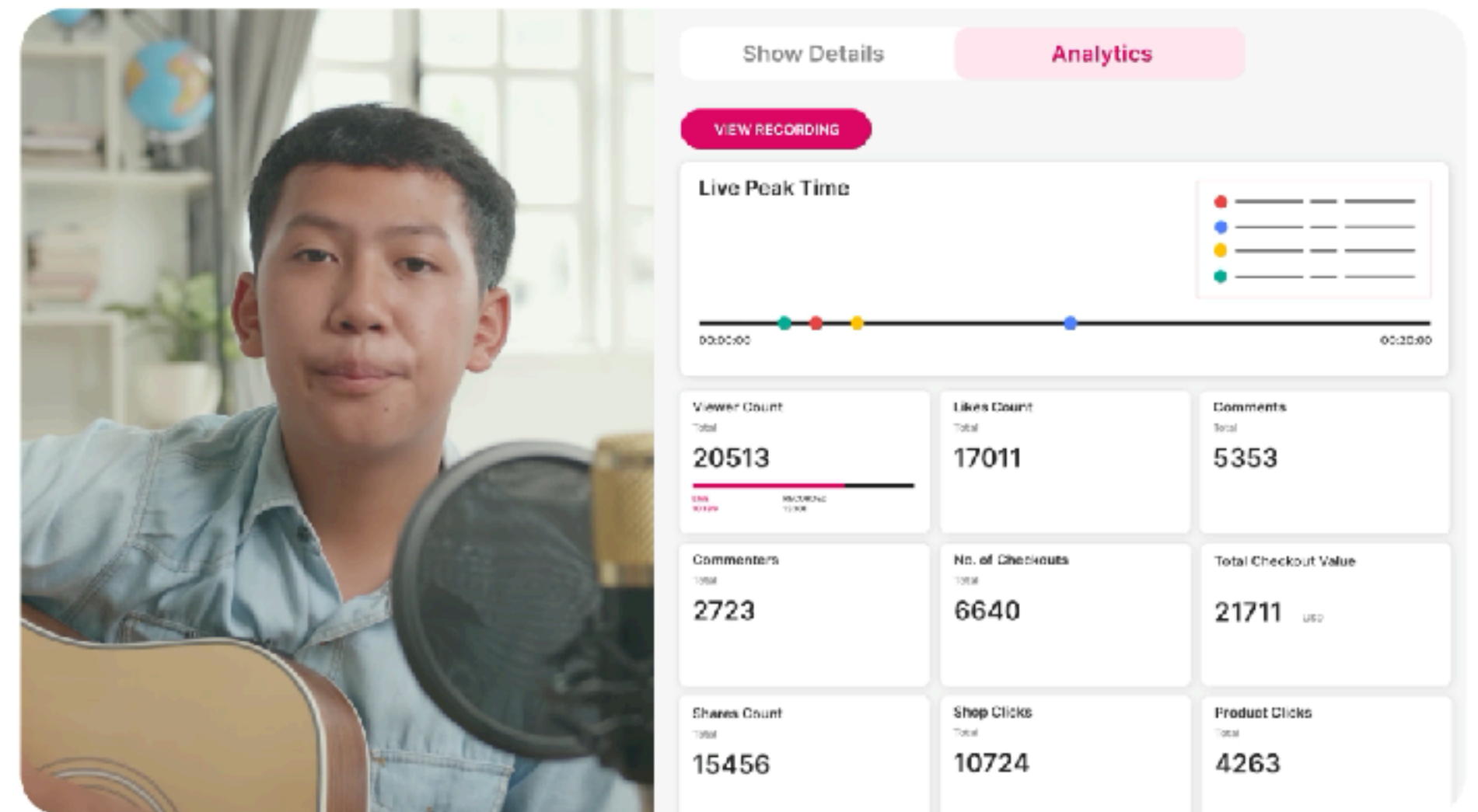
Branching Videos with Interactive Features

# ▶ LORA: Live Commerce SaaS

Designed to monetise, engage and convert



Simulcast Features



First Party Data Analytics

30% ↑

Add-to-cart rate

## Video-First Commerce for significant ROI

20% ↑

New users during  
live stream

400% ↑

Engagement rate

## Team

**Our team has stellar corporate and startup experience with strategic insights in the industry.**



**Sunil Nair**  
President  
ex-CEO, Firework India



**Hassan Abid**  
CTO  
Lead, Nexstreaming  
Google Android Expert Thought  
Leader & Speaker



**Kenneth Tan**  
CEO  
Director, DeNA  
Product Owner (USD 20m  
revenue, 50m downloads)  
12 Years in Software



**Latif Sim**  
CSO  
Senior Management, Ministry Of Education,  
12 Years in Strategic Leadership



**Ken Ang**  
COO  
Regional Manager (Product & QA),  
Samsung  
13 years in Software

## ▶ Notable Shareholders



### **Mediacorp**

Media conglomerate in Singapore. Owned by Temasek Holdings—the holding company of the Government of Singapore



### **Tam Chee Chong**

Ex Group Chief Financial Officer, Fullerton Healthcare Corporation Ltd



### **FTAG Ventures**

Venture builder with a focus on fast-growing companies.



### **Te Kok Chiew**

Executive Director & Founder, Super Group



### **Tan Chuan Jin**

Singaporean politician and former brigadier-general who has been serving as Speaker of the Parliament of Singapore since 2017

# ▶ Client and Partner Network

We power **LIVE and Video** technology for some of the largest and best companies in the world

## Audience Networks



## Brand Networks



## Media Buying Network



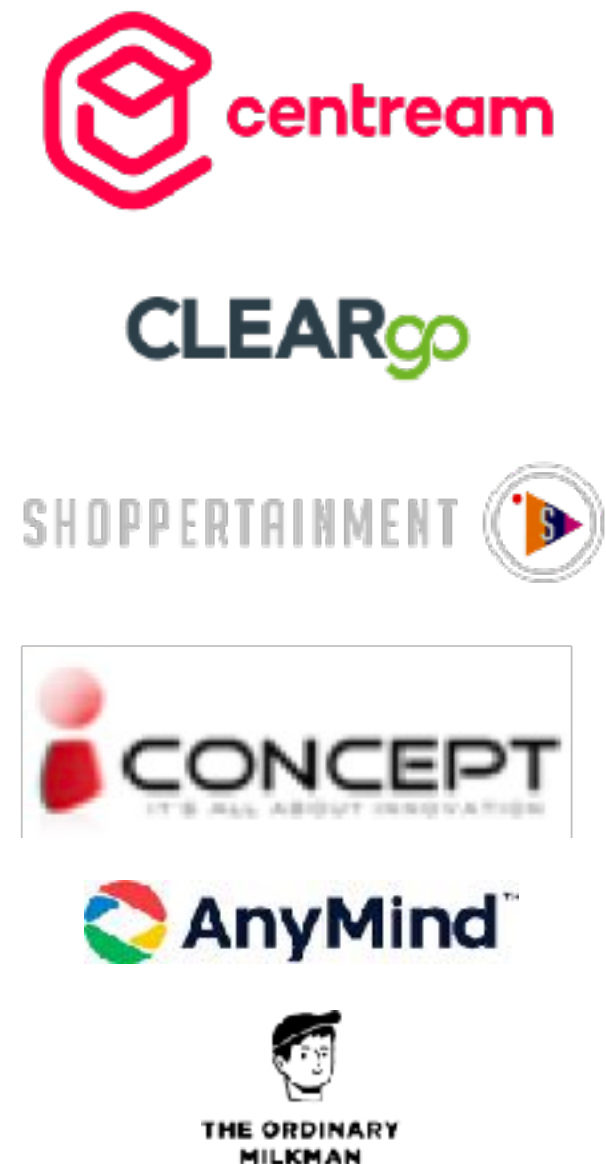
# ▶ Enablement Network

We partner with some of the leading E-commerce, Content Creation and Technology Enablers globally

**B2B Marketplace**  
(Cross border Trade)  
(Logistics)



**Enablement Agencies**  
(Production | Marketing |  
Content | Digital)



**Tech Enablers**  
(AI | VR | SI)



**Cloud Partners**



**Government Statutory Boards**







# Let's Go Live.

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Be Real. Be Live.

