



Antelope Enterprise Holdings

Revolutionizing Ecommerce with Livestreaming Influencer Marketing

Investor Presentation - June 2024

Safe Harbor Statement

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

Nasdaq: AEHL

FYE: Dec. 31

Stock Price (close as of June-17-24)

\$2.00

Shares Outstanding

3.25 MM

Market Capitalization

\$6.5 MM

Debt

\$7.3 MM

Revenue

\$72.1 MM

Operating Income (Loss)

(\$12.3 MM)

Cash

\$0.5 MM

All financial statement data as December 31, 2023.

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 \$563 billion in 2023 (according to emarketer.com)



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

	Kylin Cloud	MCN
Kylin Cloud ‘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	Automation Commissions Ease of use	    
Multi-Channel Networks Like a talent agency. Little automation. Only profitable with big influencers marketing for big brands.	Brand Loyalty Influencer Loyalty	 

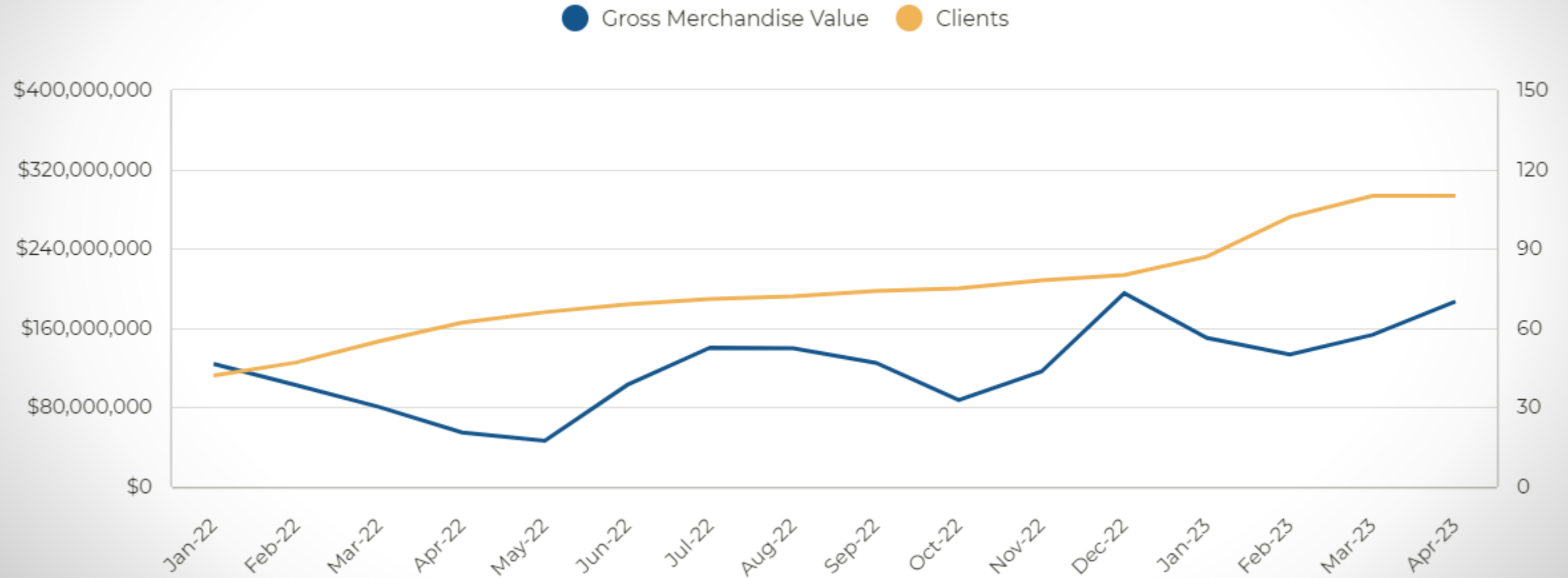
The Kylin Cloud Advantage

1. **Accelerates Market Entry:** Streamlines time to market with a vast network of 800,000+ 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



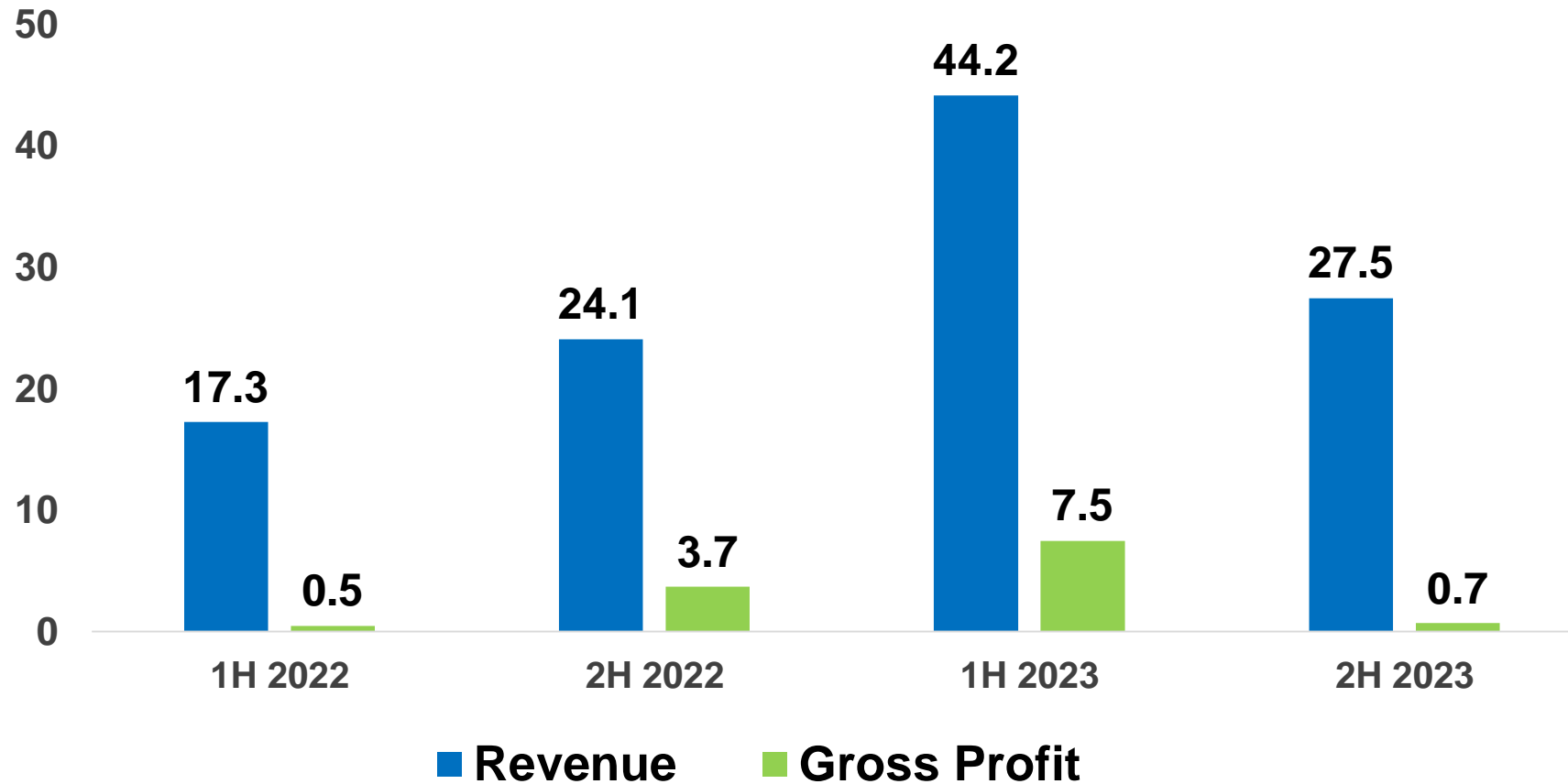
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The AEHL Growth Story: Captured in Monthly Metrics



The AEHL Growth Story: Monthly GMV Metrics

AEHL's Ecommerce Livestreaming Business



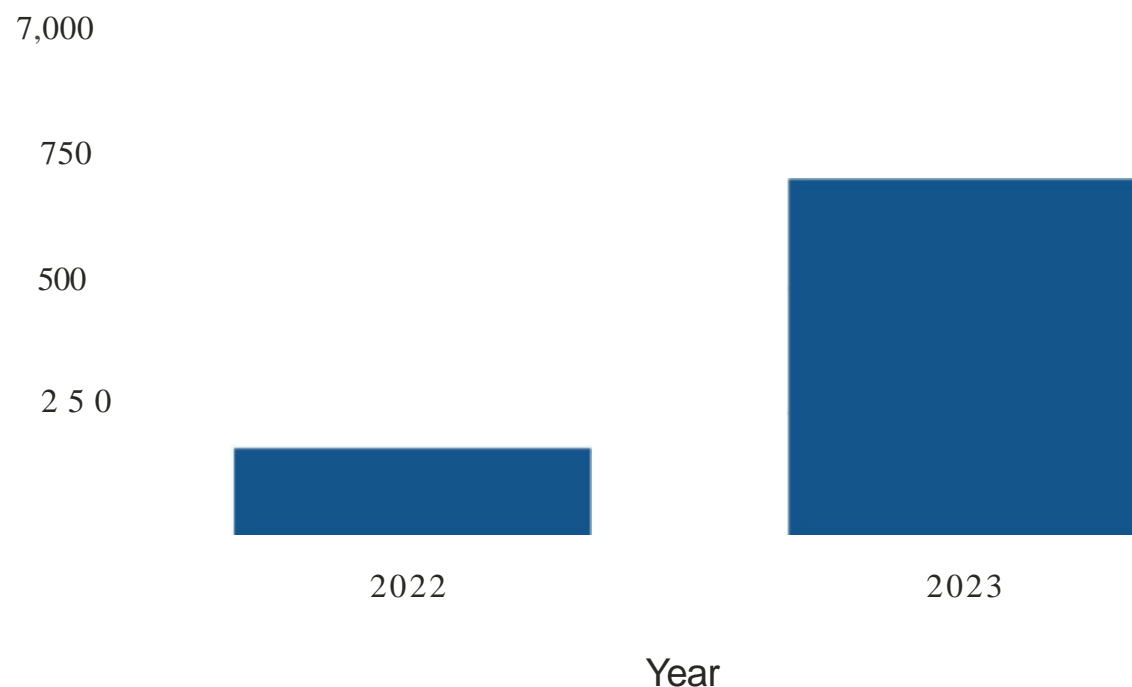
Our CEO's Vision for KylinCloud



“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 sharholders. We’re not just riding the wave, we’re creating it.”

Weilai ‘Will’ Zhang
AEHL Chairman and CEO

Exponential Rise in Ecommerce Livestreaming: a 300% Leap Forward

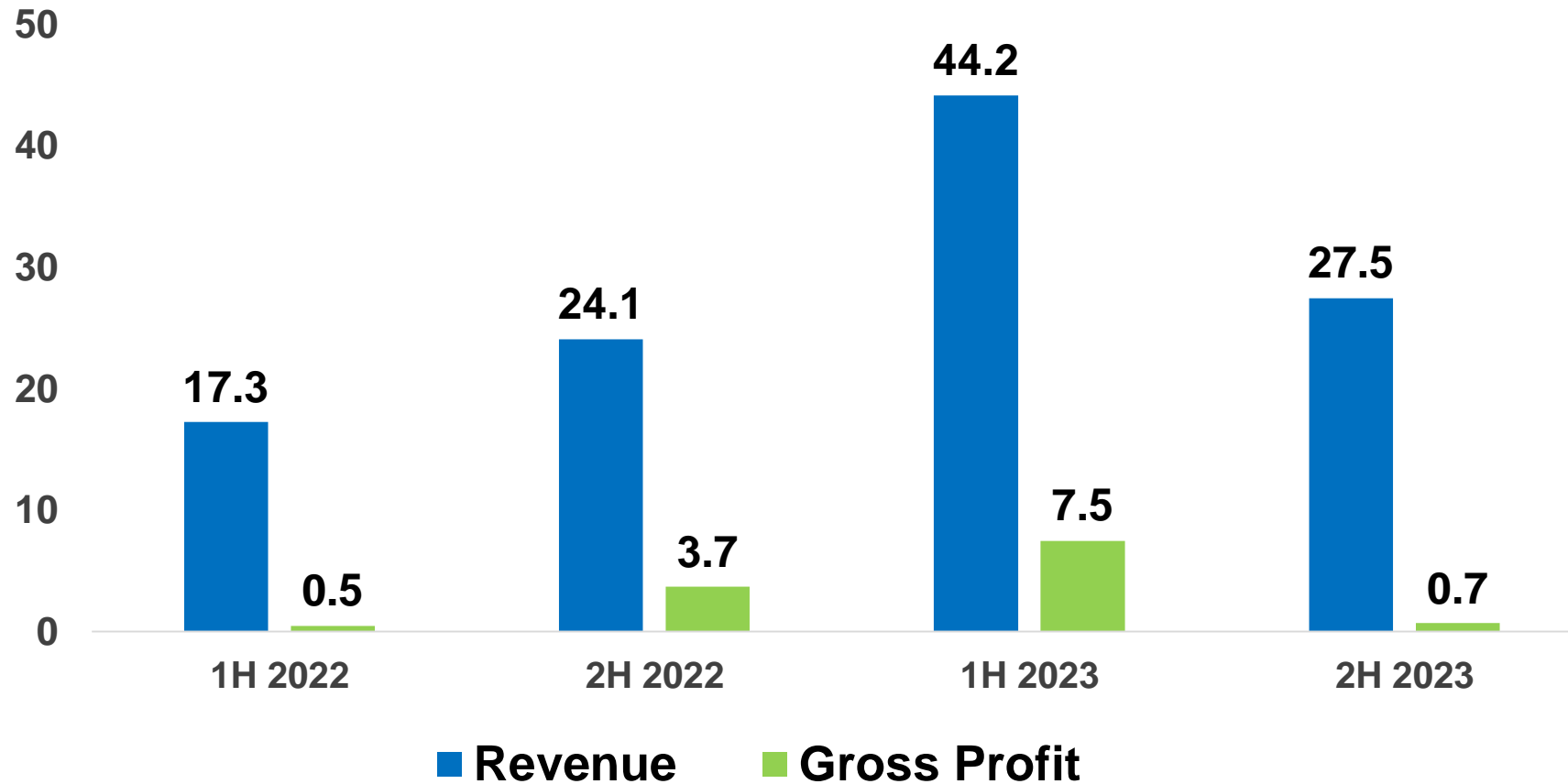


With 300% growth forecast from 2022 to 2023, ecommerce livestreaming is set to constitute 12% of China's ecommerce revenue, marking a significant shift in the digital marketplace

Source: iResearch).

AEHL: Charting a Path of Stellar Growth

AEHL's Ecommerce Livestreaming Business



AEHL Plans to Launch an Energy Supply Business

1. **Initial Steps:** Include engaging a broker to source natural gas from a natural gas provide in Texas, and the procurement of electricity generators
2. **Experienced Leadership:** New operating management team brought on board to spearhead the new business initiative.
3. **Operated via AEHL US LLC Subsidiary:** Energy supply business anticipated to start operation in the third quarter of 2024
4. **Future Revenue:** Also expected to be generated by securing hosting sites for cryptocurrency mining operators as it leverages anticipated cost-effective electricity costs.

AEHL: Investment Highlights

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:** New energy supply business expected to become a second revenue stream with operations to begin in the third quarter of 2024

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