

# HELPORT

*Empower Everyone to Work as an Expert*

Investor Presentation  
December 2024

**NASDAQ: HPAI**



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# Executive Summary

- ❑ **Proven** profitable business **model** at scale in the contact center core
- ❑ **Early success** in the US (e.g. mortgage, insurance, wealth management), and strategic partners (e.g. Google) with almost unlimited potential
- ❑ Clear mid-term **milestones** via M&A as the accelerator
- ❑ **Top-tier** global management **team** to ensure execution
- ❑ **Best timing** for the current anchor investors with very limited downsides
  - *Expected to bring significant strategic resources, network, and time/expertise*

# Company Overview

*Empower Everyone to Work as an Expert*

## Mission to Empower Everyone to Work as an Expert

- o Empower but **NOT to replace human**, and always stay laser-focused on knowledge base enablement ONLY

Established **Global Footprint**, with Presence in **United States, Singapore, China and the Philippines**

Proven **AI SaaS Solution** in Customer Contact at Scale, with **Robust Financial Performance**

## Extensive Industry Experience + Customer Network

Listed on **NASDAQ** on August 5, 2024, under the ticker **HPAI**

					
Public Services	Telecom	Insurance	Hospitality	Mortgage	Wealth Management

## Partners and Customers



## Helport AI (HPAI) at a Glance

<b>100,000+</b> Registered Users	<b>30,000+</b> Active Users	<b>5 Billion</b> Supported Conversations
<b>230%</b> Revenue CAGR from FY22 to FY24	<b>\$30M</b> FY24 Revenue	<b>\$7.4M</b> FY24 Net Income

# Problem Definition

*Problem definition, customer pain points, and our impact*

## Customer Pain Points:

### For BPO Business Owners

- Long training periods
- Difficulty in recruiting top talent
- High agent turnover

### For Customer Contact Agents

- Handling high call volumes
- Lack of integration between systems
- Inconsistent customer experiences

### For Customer Contact Managers

- KPI management
- Quality assurance and consistency
- Management efficiency

**50+%** ↓  
In Operational Cost

**30+%** ↓  
In Inspection Penalties

**75+%** ↓  
In Training Period

**25+%** ↑  
In Sales Volume

**3X** ↑  
In Customer Penetration

**via<sup>\*</sup>  
HPAI**

*Implement strategies to **reduce operational costs** while **enhancing overall efficiency and productivity** within the organization.*

**Case Study:** **eWORLD**  
ENTERPRISE SOLUTIONS, INC.

Achieved a **50% reduction in average training time**, a **25% decrease in average handle time**, and significantly enhanced service capability and efficiency.



**Google CCAIP (dialer system)** was successfully integrated with Helport AI, streamlining real-time conversations.

\* Performance increase and cost reduction figures are based on internal case studies with select clients. Results may vary depending on specific implementation and industry conditions.

# Our Product

*Empower Everyone to Work as an Expert*

## AI Assistant

SaaS -- Software as a Service

- Real-time speech guidance
- Real-time quality assurance
- Voice cloning
- Efficient knowledge base configuration

## AI + BPO

Business Process Outsourcing  
Powered by AI

- Business process outsourcing powered by AI
- Uninterrupted 24/7 support
- Global multilingual and multiregional coverage
- Real-time, 100% team performance tracking
- Focused on delivering business outcome

**We do not replace humans; we empower everyone to work as an expert through AI**

# AI Assistant

Proven at large scale at 100K user base, end-to-end response time within 300-500ms, and quick pay-back

## Knowledge Base



Easy-to-use, human-approved knowledge base, adapting to various document types, including:



## Agent Assistant

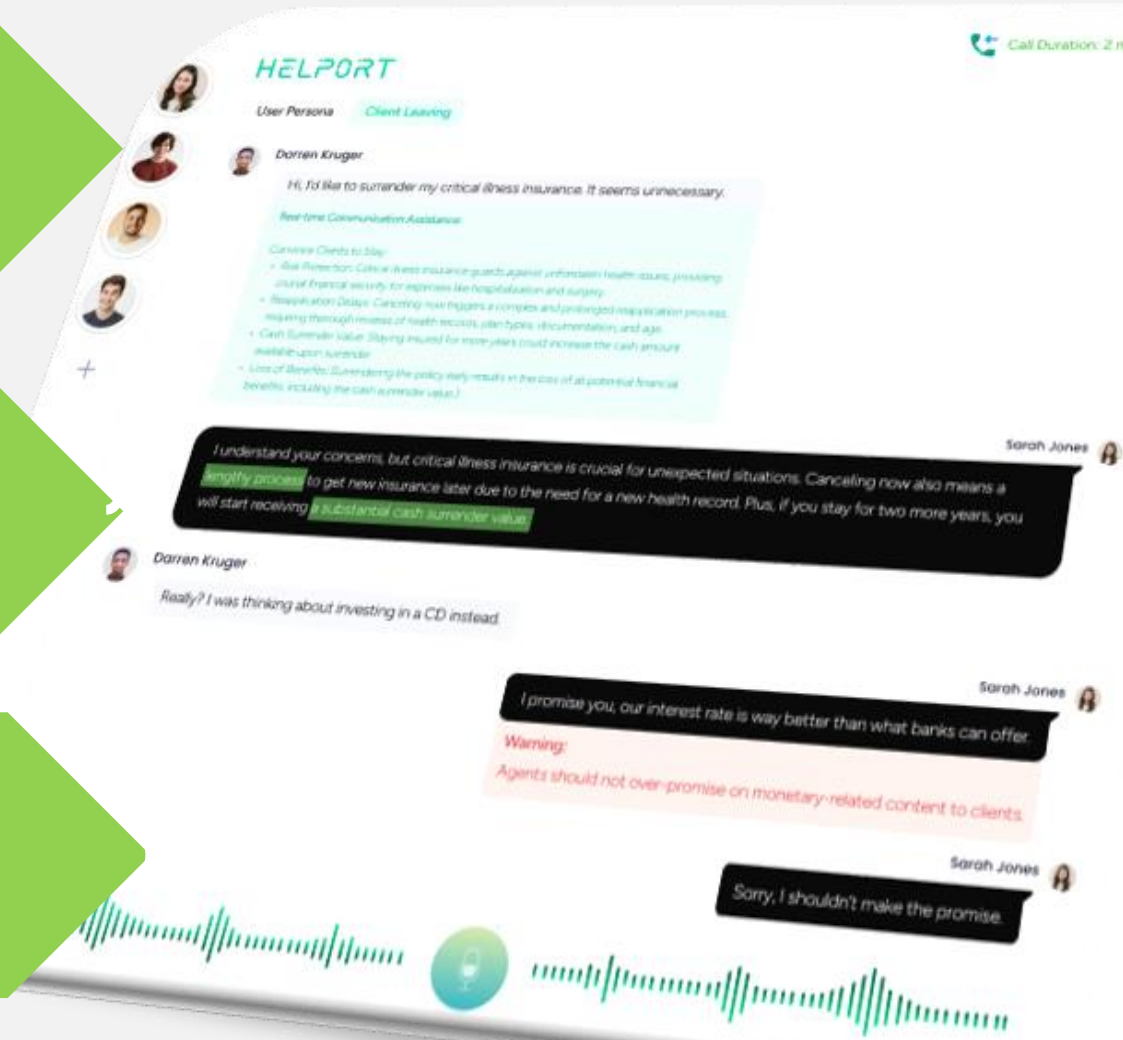
## AI Voice Cloning



## Quality Assurance



## Management SuiteM



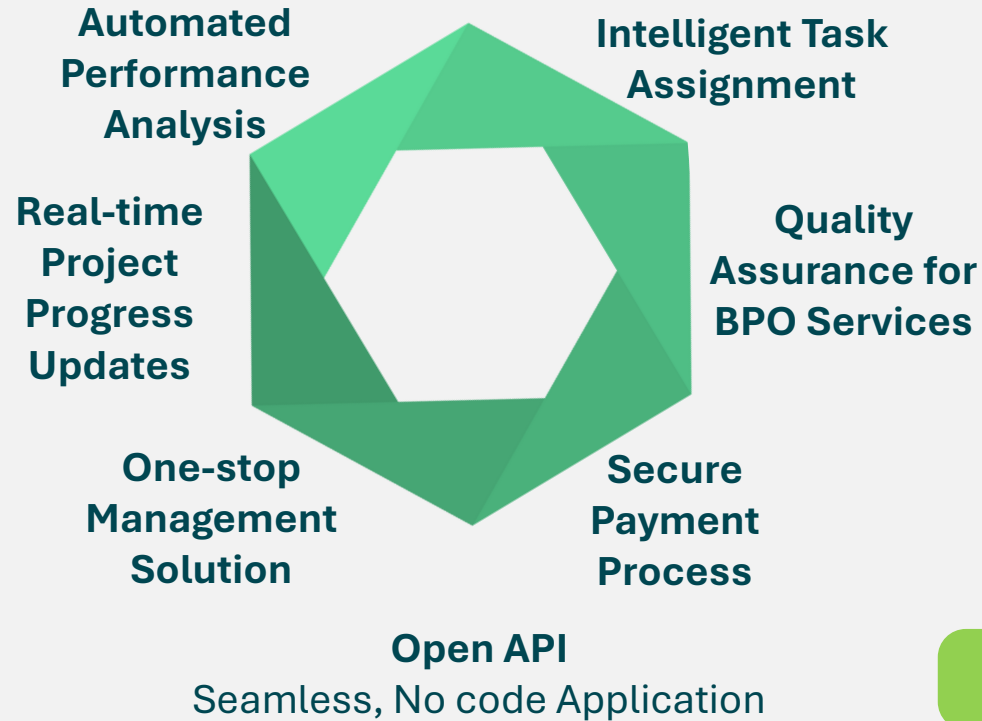
\* Performance metrics (300-500ms response time) and profitability (payback in 2 months) are based on internal deployment data with 100K users and 20K licenses, showing reduced attrition and faster training.\*

# AI + BPO

*A unique vehicle to address global enterprise customers' end-to-end and turn-key needs*

**Demand Side** – End-to-end quality monitoring and customer-tailored quality assurance by the platform full transparency via API interfaces

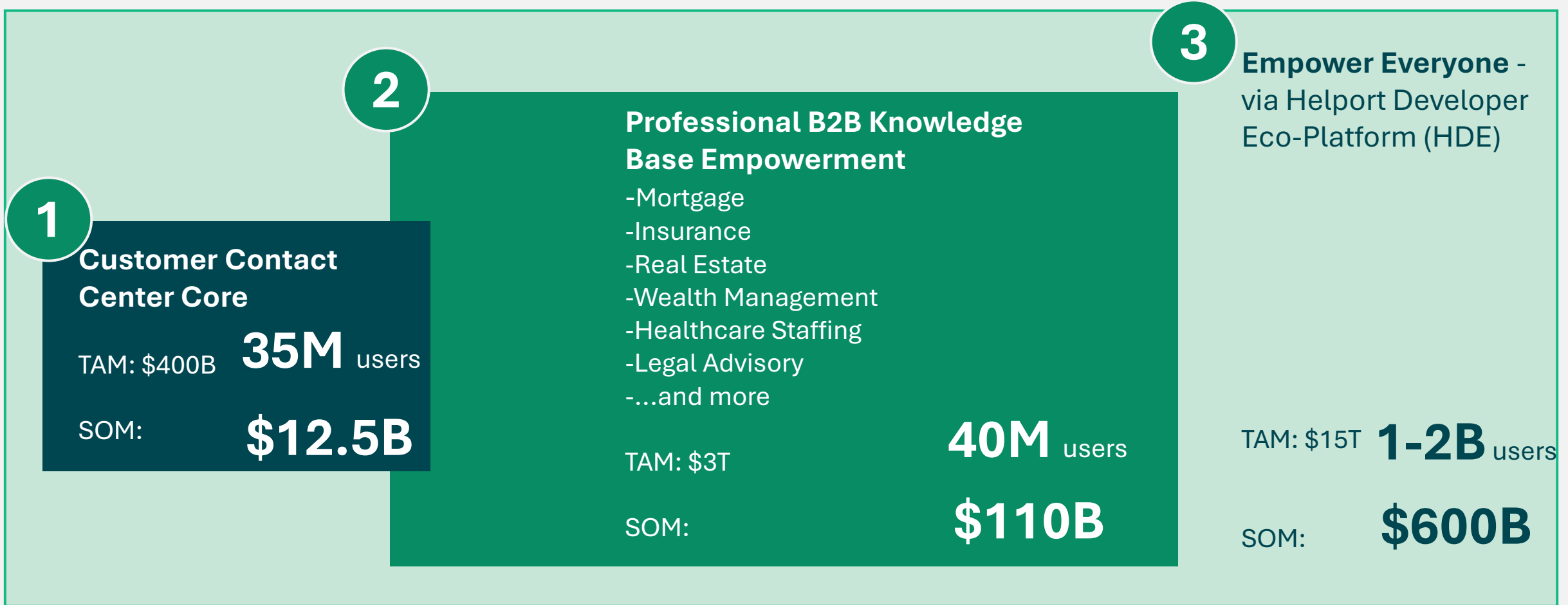
**Supply Side** – Unlimited capacity, anytime and anywhere, personalized agent profiling and reputation tracking, full marketplace mechanism





# Market Potential

Substantial market growth opportunity with expansion of product suite, industry reach, and global footprint

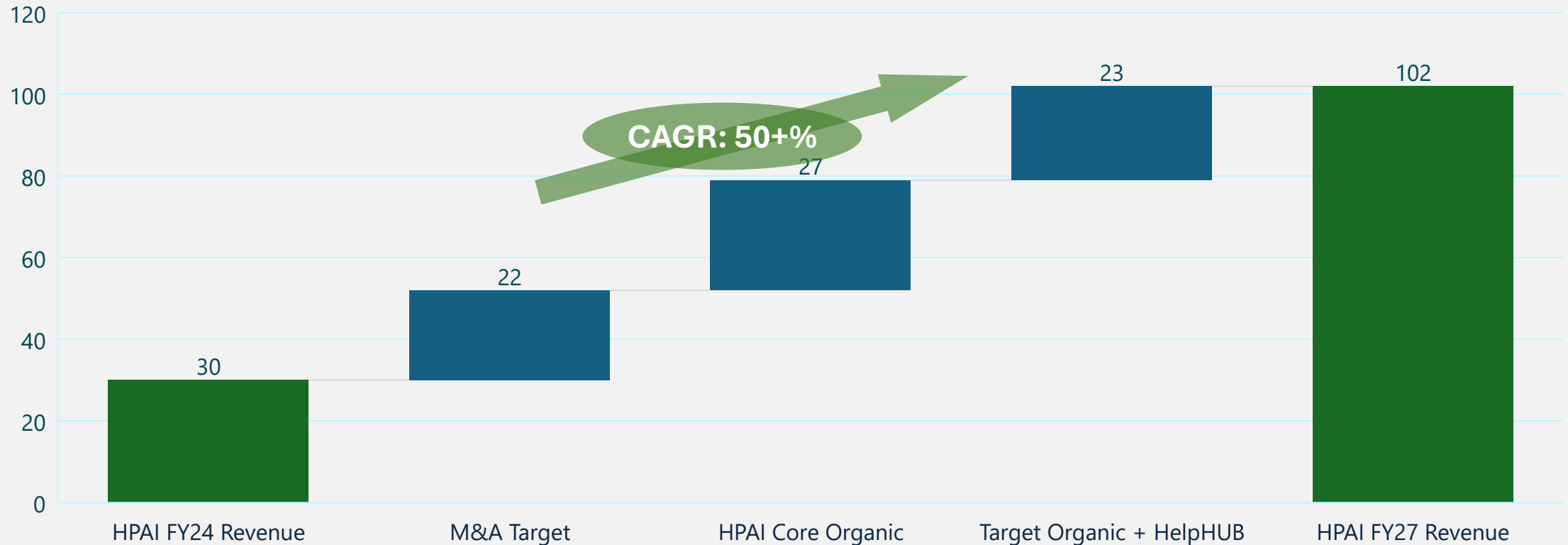


# Mid-term Milestone

Fast track to a \$100M revenue base in the next 2-3 years sustaining at 50+% CAGR, to get ready for \$1B ARR

## HPAI Top-line Growth (\$M)

■ Increase ■ Decrease ■ Total



# Our Differentiation

*Summary of Strength and Uniqueness*



## Empowering

- Not to replace but to empower human staff
- Not to replace but to enhance existing IT of clients



## Versatile

- Private deployment/public cloud/hybrid cloud
- Centralized / remote / micro /individual workers
- Finance / telecom/ e-commerce / consumer goods / education / BPO...



## Reliable

- Ensure the accuracy and standardization of generative contents, as well as compliance & quality of customer interactions



## Fast and Flexible

- 2-8 weeks rapid deployment, POC possible in a few hours
- Notable business improvements within 1-2 months after going-live
- Pay-by-performance model possible for most of scenarios

# Helpport AI vs. LLM

*Our irreplaceable advantage*

## Products Built Solely on LLM

No Expertise, Only General Knowledge

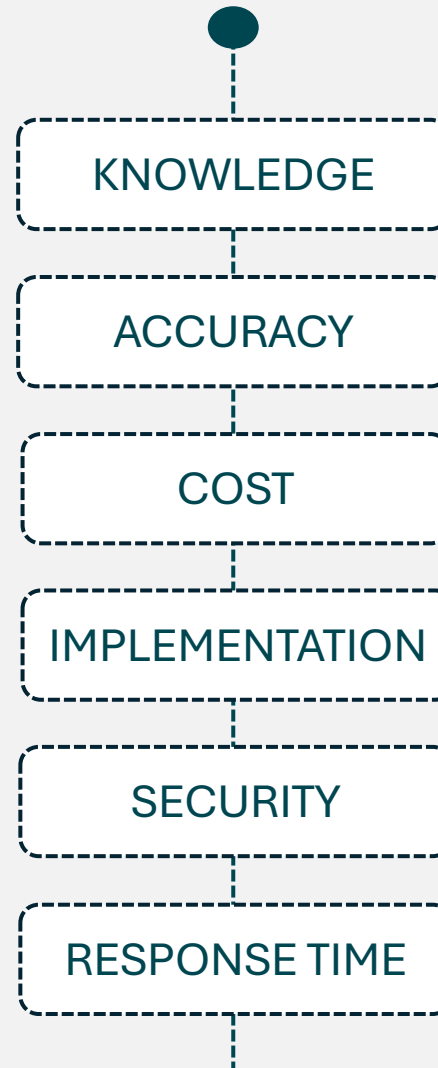
Inconsistency, prone to hallucination

Expensive as the usage goes up

Long Training Time, Limitation on API usage

Security compliance varies across models

Slow response depending on Internet condition



# HELPORT

LLM + Specialized Language Model

Clone Industry Expert brain and Knowledge

100% Accuracy and Consistency

Low Cost

Fast Implementation, Easy Setup

Industry-leading Security and Compliance

Immediate Response

# Management Team

## Core Team Members



**Guanghai Li**

CEO

- Corporate strategy and digital transformation expert
- Led transformations for 100+ top firms
- Previously held roles as Accenture Greater China MD, Monitor China partner, and ENN Group Chief Strategy Officer
- Master's from MIT, Bachelor's and Master's from Tsinghua University



**Shuangchi He**

CTO

- AI and operations research expert
- Published extensively in top journals. International Impact on NLP, Big Data, ML, and OR
- Tenured Professor at National University of Singapore
- Ph.D. from Georgia Tech and Auburn University, Bachelor's and Master's from Tsinghua University



**Tao Ke**

CFO

- 20+ years of experience in investment, financing, management, and digital services
- Former Managing Director for Accenture's US region and has held positions at internationally renowned consulting firms such as McKinsey and Bain
- Ph.D. from MIT, Bachelor's from the University of Science and Technology of China



**Leo Luo**

VP

- 20+ years sales & consulting experience in contact center & CRM
- Expertise in strategy & digitalization
- Previously held roles as MD of Accenture & IBM
- EMBA from Tsinghua and INSEAD, BSc from Zhejiang University



**Jianxin Yao**

COO

- International IT and BPO management expert (expertise in AIGC and SaaS).
- Led data-driven teams in banking, insurance, and consumer finance
- Previously held roles at Nanyang Technological University, Singapore National Business Corporation, and Seagate
- Ph.D. from National University of Singapore

1

Top tier global professional and management talents

2

Unique senior industry experts e.g. insurance, banking and credit cards, mortgage, real estate, and wealth management

3

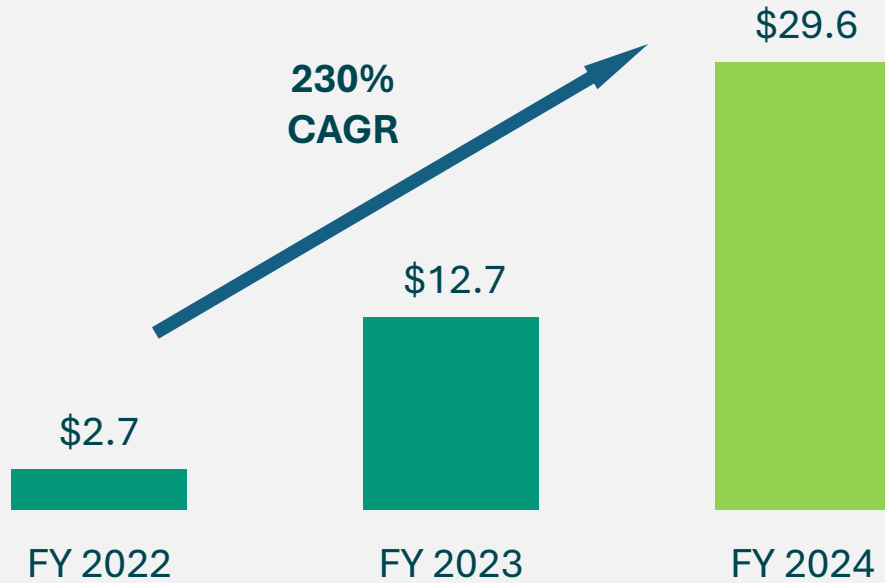
Complementary tech talents in AI/algorithm, communication and software architecture

# FY24 Financial Performance

*Empowering Customer Communications with Intelligent Software and Solutions*

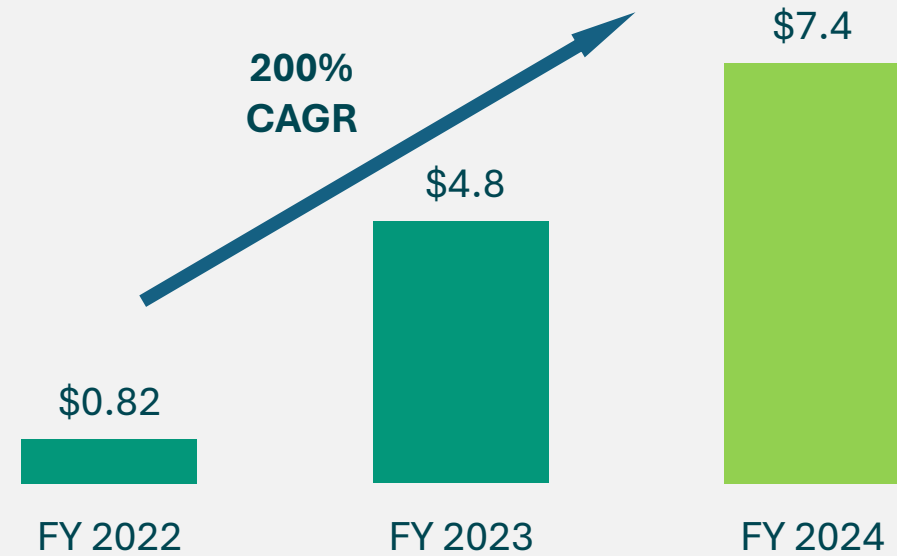
## Revenue

\$ in Millions



## Net Income

\$ in Millions



# FY24 Financial Summary

*Empowering Customer Communications with Intelligent Software, Solutions, and a Digital Platform*

\$ in Millions	Fiscal Year Ended June 30,	
	2024	2023
Revenue	\$29.6	\$12.7
Gross Profit	\$18.6	\$7.8
<i>Gross Margin</i>	62.8%	61.6%
Operating Expenses:		
General & Administrative	\$(5.0)	\$(1.6)
Research & Development	\$(4.3)	\$(0.4)
Total Operating Expenses	\$(9.4)	\$(2.1)
Income from Operations	\$9.2	\$5.8
<b>Net Income</b>	<b>\$7.4</b>	<b>\$4.8</b>
\$ in Millions	June 30, 2024	June 30, 2023
Cash & Cash Equivalents	\$2.6	\$0.1

# Strategic Partnerships

*Partnership with Google Cloud reflects our unique proven product advantages in CCAI*



## Partnership Overview

Helpport AI partners with Google CCAI (Contact Center AI) to improve customer service operations. Helpport AI enhances Google CCAI's virtual agents with superior **knowledge base generation, higher accuracy** through **multi-model validation**, and **customization**.

## Key Synergies:

- **Enhanced Knowledge Base:** Helpport AI builds industry-specific knowledge bases, improving CCAI's ability to handle complex queries.
- **Improved Accuracy:** Multi-model cross-validation reduces errors and ensures more reliable responses.
- **Seamless Integration:** Helpport AI enhances real-time agent support and analytics, complementing CCAI's virtual agents.

## Rapid Deployment & Flexible Plans

- **2-8 weeks deployment** with quick Proof of Concept (POC) in hours.
- Leveraging **Google Cloud** infrastructure for fast, scalable solutions.
- Flexible, **performance-based pricing models** for various industries.

## Immediate Impact

- Measurable improvements within **1-2 months** post-launch.
- Supported by **eWorld's government sector expertise**, enhancing public service efficiency.

## Scalable Future

- Seamless integration with **Google CCAI** and **Google Cloud**, ensuring easy scalability as client needs grow.
- Future-ready with global reach through **Google ecosystem**.



# M&A to Access US Customer-base and Talents

Targeting a mid-sized US-based BPO as the immediate accelerator to scale up our global expansion

● Select the **right M&A BPO target** – proven sales/voice-focused out-bound business, strong client base and mgmt talent pool

● Integrate the core business with AI+BPO **HelpHUB model**, test and refine and expand via the existing client reference

Possible to set up a **joint PE fund** specialized in BPO buy-out with the anchor investors

● **Continuous improvement** and scale-up via HelpHUB model, aiming for 3x of existing customer base, and book net revenue for all 2x incremental biz, at roughly 40% gross margin, or **0.8x net increase in revenue**

# Competitor and Platform Partner Landscape

*HPAI's unique combination of tech core and contact center industry knowledge and laser focus in knowledge base*

## Tech Start-ups (Competitors)

CRESTA kore.ai Balto 



- Strong AI technical capabilities.
- Limited expertise in contact center operations and vertical industry experience.
- Business model not yet fully validated.

*Or Really Think Big...*

## Platform Partners



Google Cloud

  
**accenture**

- Proven knowledge base empowerment SaaS, truly complementary to platform

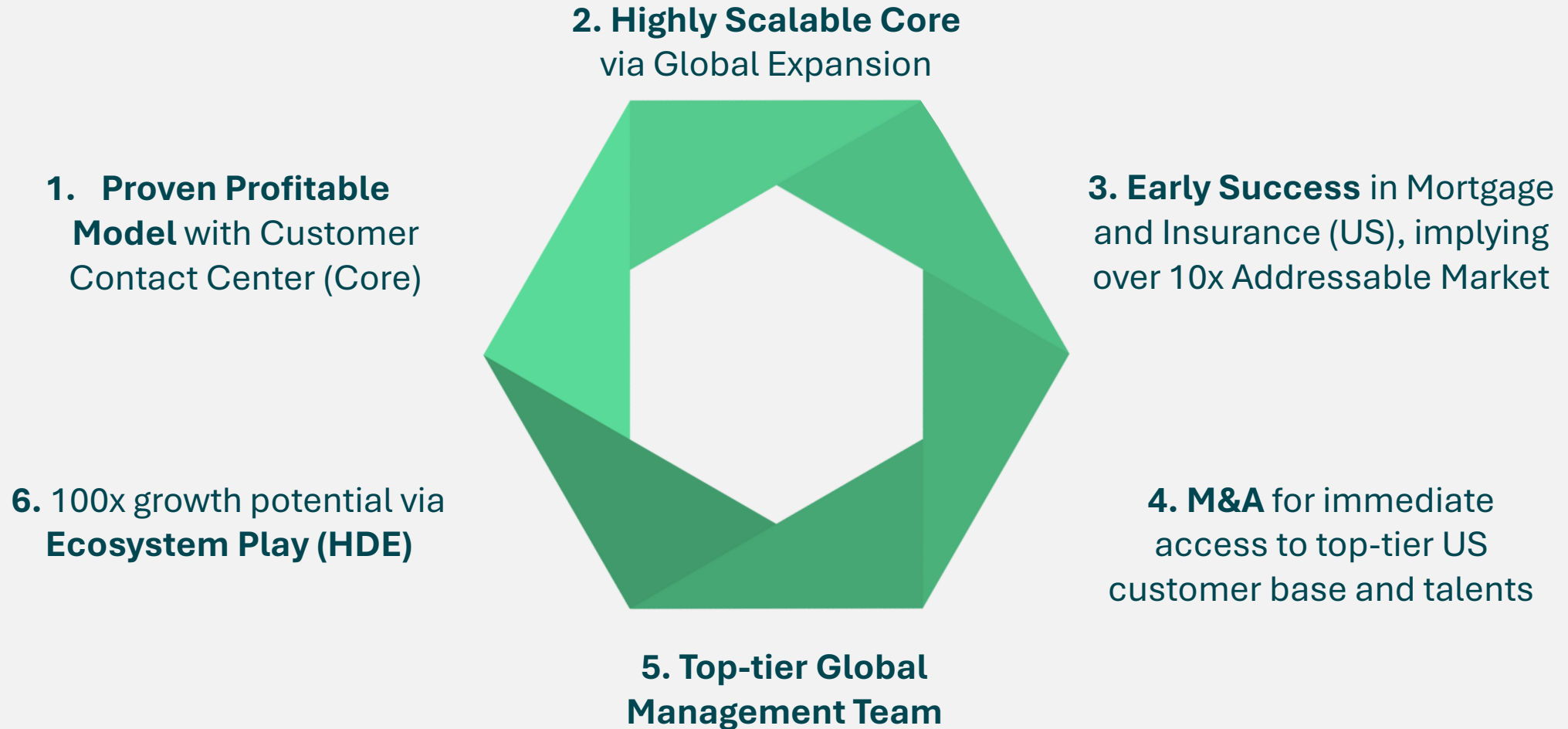
# Price for Values Comparison

Significant better deal than key competitors, and even a better Round 1 offer than de-SPAC anchor at \$10.8

	<b>CRESTA</b>	 <b>SIERRA</b>	 <b>C3.ai</b>		
				<u>De-SPAC @\$10.8</u>	<u>R1 @\$7.0</u>
<b>Revenue (\$M):</b>	38	20	325	21	30
<b>Valuation (\$M):</b>	1600	4500	3400	400	270
<b>P/S multiple:</b>	<b>42x</b>	<b>225x</b>	<b>11x</b>	<b>19x</b>	<b>9x</b>
<b>P/E (TTM):</b>	N/A	N/A	N/A	62x	36x

# Investment Highlights

*Exceptional (~50-100x) long-term top-line growth potential with a proven AI SaaS model*



### Helpport AI

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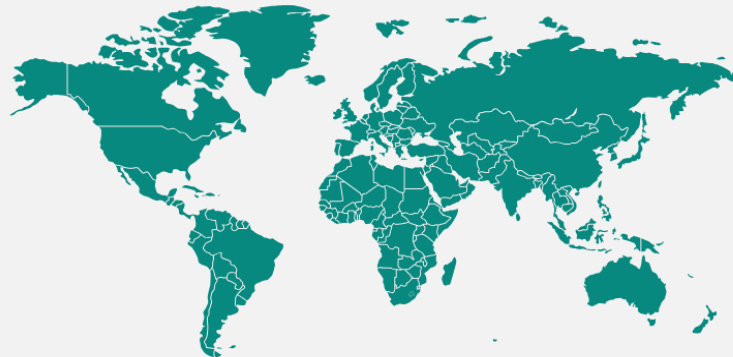
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