



# **DATASEA (NASDAQ:DTSS)**

## **Investor Presentation**

5G messaging, Acoustic Intelligence & Digital Smart City

**D**ATASEA INC.



# Safe Harbor Statement

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This presentation contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. These forward-looking statements are based on the current assumptions, expectations, and projections of the Company's management about future events. Although the assumptions, expectations, and projections reflected in these forward-looking statements represent management's best judgment at the time of this presentation, the Company can give no assurance that they will prove to be correct. Numerous factors, including those related to market conditions and those detailed from time to time in the Company's filings with the Securities Exchange Commission, may cause results of the Company to differ materially from those anticipated in these forward-looking statements. Many of the factors that will determine the Company's future results are beyond the ability of the Company to control or predict. These forward-looking statements are subject to risks and uncertainties and, therefore, actual results may differ materially. The Company cautions you not to place undue reliance on these forward-looking statements. The Company undertakes no obligation to revise or update any forward-looking statements, or to make any other forward-looking statements, whether as a result of new information, future events, or otherwise. All references to "Company" and "Datasea" as used throughout this presentation refer to Datasea Inc. and its subsidiaries.



# Agenda

What this presentation covers

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1. Company Overview
2. Equity Snapshot
3. Investment Highlights
4. Core Technologies
5. Business Solutions
6. Ecological Partners and Clients
7. ESG Management
8. Growth Strategies



# Company Overview

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DATASEA INC.



## Vision

Being a global leader of  
Digital Intelligent Technology

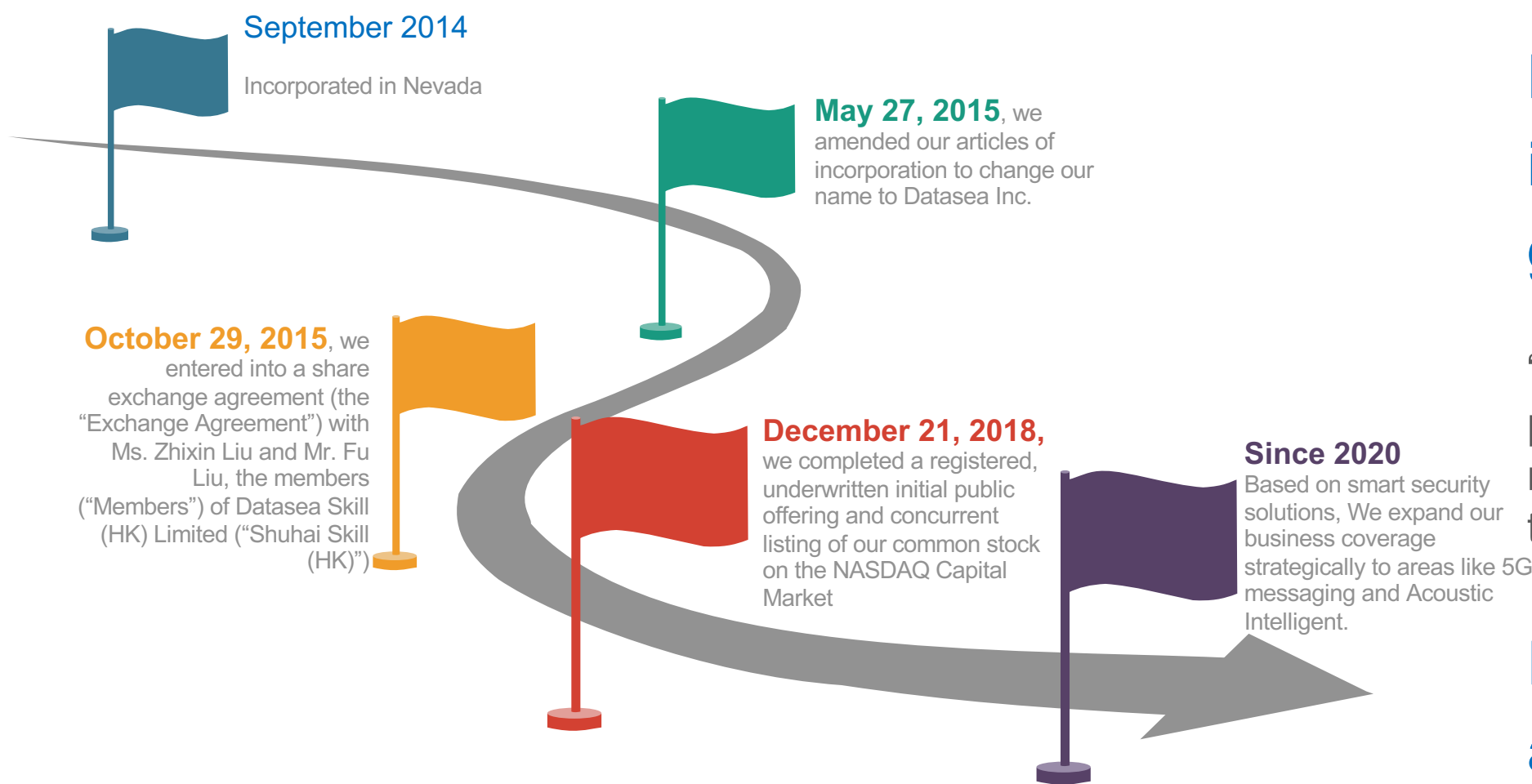


## Mission

Innovating and providing advanced  
technology to business and retail  
customers



# Company Overview



## Incorporated in Nevada on September 2014

Dasea adheres to strategic positioning of “digital economy service provider” and focus on the business direction of “digitalize and intelligentize”, “5G messaging and application” and “acoustic intelligence” and its technology capabilities to expand business coverage.

## Majority of the revenues are generated from China which is one of the largest consumer economies with strong growth rate

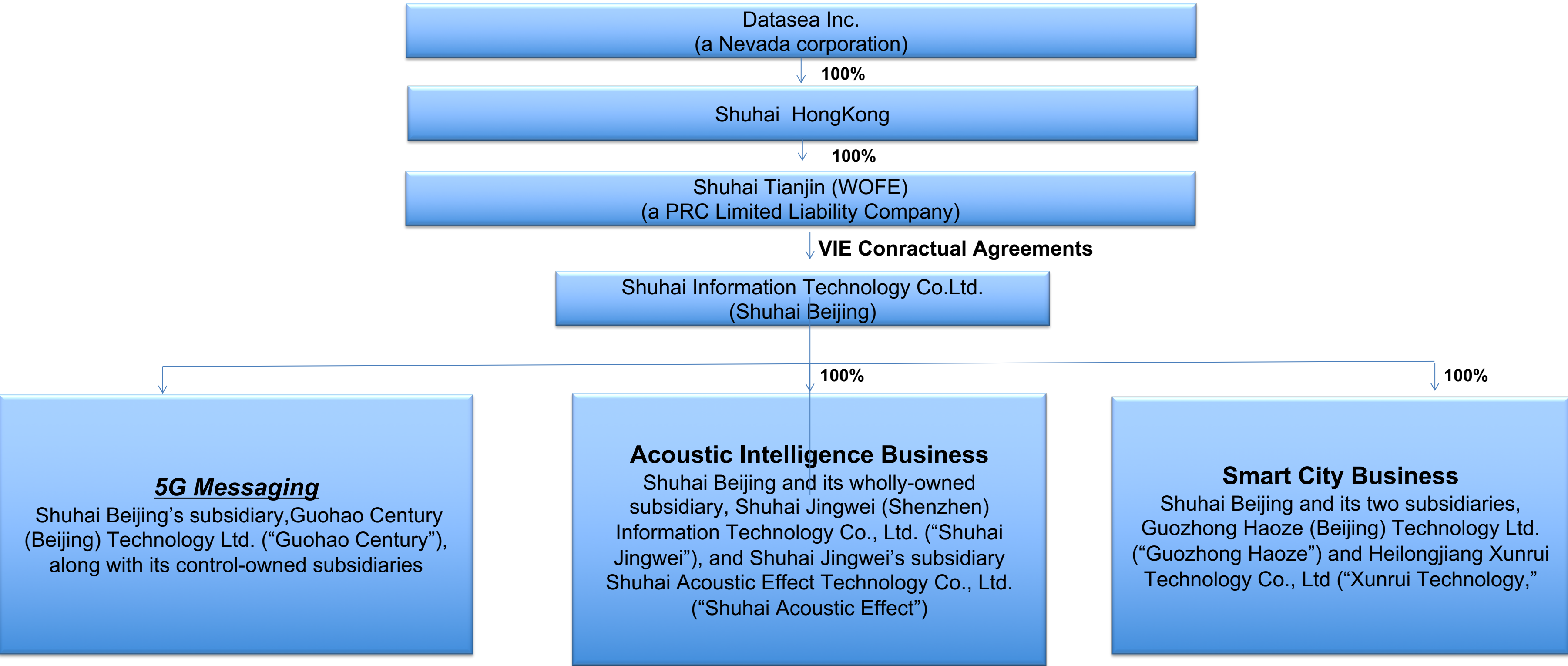
“China is estimated to be the largest consumer economy today as measured in purchasing power parity (PPP) terms. Over the next decade, China may add more consumption than any other country, and is expected to generate more than one-quarter of all global consumption growth” Mckinsey’s baseline scenario.

## R&D Partnership with first-tier research institution for advanced innovation and creation

Ultrasonics Laboratory, Institute of Acoustics Chinese Academy of Science, Noise and Vibration Laboratory, Speech Signal Processing Laboratory, Institute of Acoustics, etc.



# Company Overview



Datasea is a leading provider of products, services, and solutions in three converging and innovative industries: 5G messaging, acoustic intelligence and smart city to enterprise and retail customers.




# Company Overview

## Patents and recognitions

- 30 Patents & 122 Software Copyrights
- ISO9001 Certification
- ISO14001 Certification
- ISO27001 Certification
- ISP Certification
- ISO18001 Certification
- Also :
  - China's inaugural **white paper on the acoustic intelligence industry**
  - Several industry standers for 5G Messaging;  
and
  - **"5G Messaging Development White Paper"** and
  - **"5G Messaging Business Blue Paper"**



# Equity Snapshot



Ticker Symbol	NASDAQ: DTSS
Share Price	\$1.106* (as of 6/28/2023)
52-Week Range	\$0.8-\$2.43*
Market Capitalization	USD 29.45M
Share Outstanding	27.78M
Volume (last 10 days)	0.25M
Fiscal Year	End June 30
Company HQ	Beijing, People's Republic of China



# Investment Highlights

- Significant growing market potential within China's 5G messaging , Acoustic Intelligence, and Digital city Industry
- Through 5G messaging, we can enable a new kind of connectivity that is affordable and available to the masses, especially in China since there are more than 48.42 million enterprises and business of all types and over 99% are SMEs.
- Robust and innovative R&D team lead by professional experts
- Leading technologies with a variety of intellectual property rights. Especially ultrasonic sound sterilization and antivirus, the first-ever solution in China that combines ultrasonic sound effects; and The Company, jointly with MIIT, Key Laboratory of Artificial Intelligence and others, released China's inaugural white paper on the acoustic intelligence industry.
- Comprehensive product suite with sophisticated business development models

# Core Technologies

## Visual and Non-visual fusion perception algorithms

### Advanced Imagery Technology Functions

Multi-scale infrared imaging pre-processing

Dynamic wide temperature image enhancement

Environment adaptive imaging

Image-position-based disaster alarming

### Non-visual behavior analysis algorithm

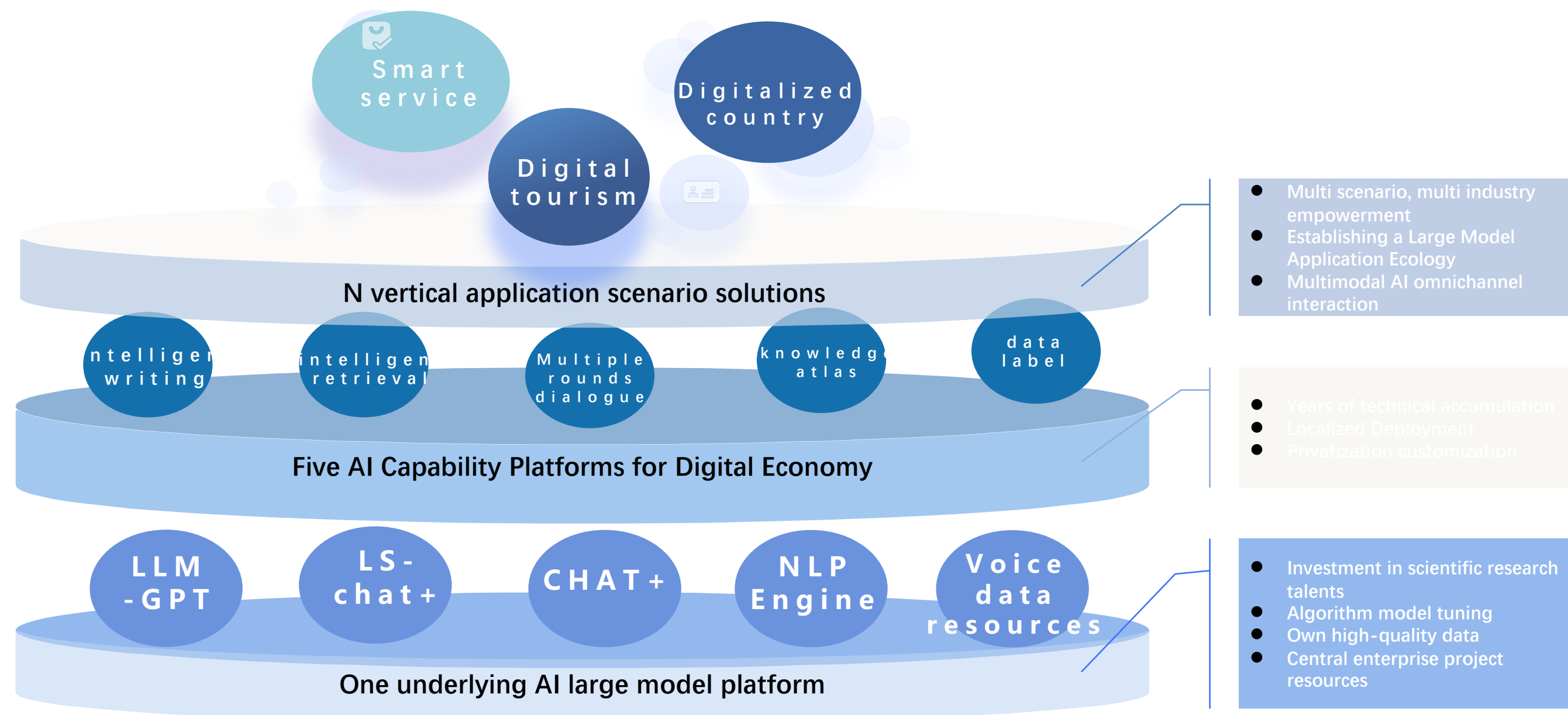
Datasea forms visual + non-visual fusion perception through the collection and aggregation of multi-modal intelligent perception terminal information such as vision, sound, touch, etc.

The cloud platform system composed of data, algorithms and computing power realizes the safe brain of autonomous cognitive decision-making, according to the scene. Intelligent response terminal equipment is used to provide smart city related services to various customers.



# Core Technologies

## Large Language Model(LLM) Technical System Based on AI



A pre-trained large language model based on precise data sources and international top artificial intelligence level, deeply integrated with the scene



# Core Technologies

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## Acoustic intelligence

### **A technology that can be adopted by multiple industries**

Acoustic Intelligence is an intelligence-gathering discipline that collects and processes acoustic phenomena. The potential applications can be adopted in multiple industries, such as **environment, health, agriculture, manufacturing**, and is not limited to security industry.

### **Focuses on the research of ultrasonic, infrasound and strong sound technology of Acoustic Intelligence .**

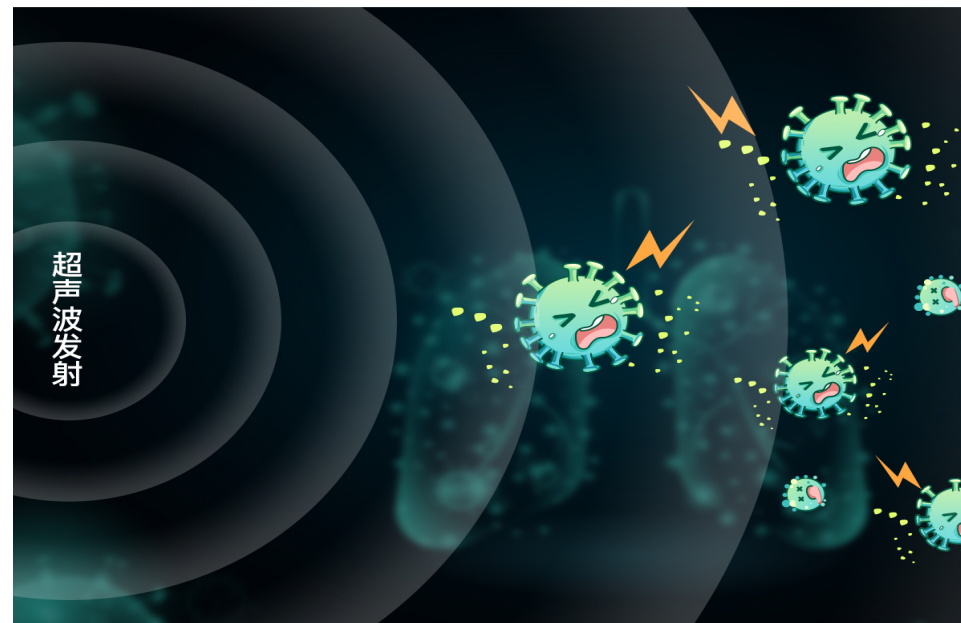
At present, the main product lines are mainly ultrasonic disinfection and sterilization, ultrasonic medical beauty, acoustic medical care, acoustic agriculture, etc. Datasea Collaborate with leading research partners to carry out product design and development

### **The company released a White Paper on the Development and Technology Application of Acoustic Intelligence Industry with the National industry standards department in Jan 2022**

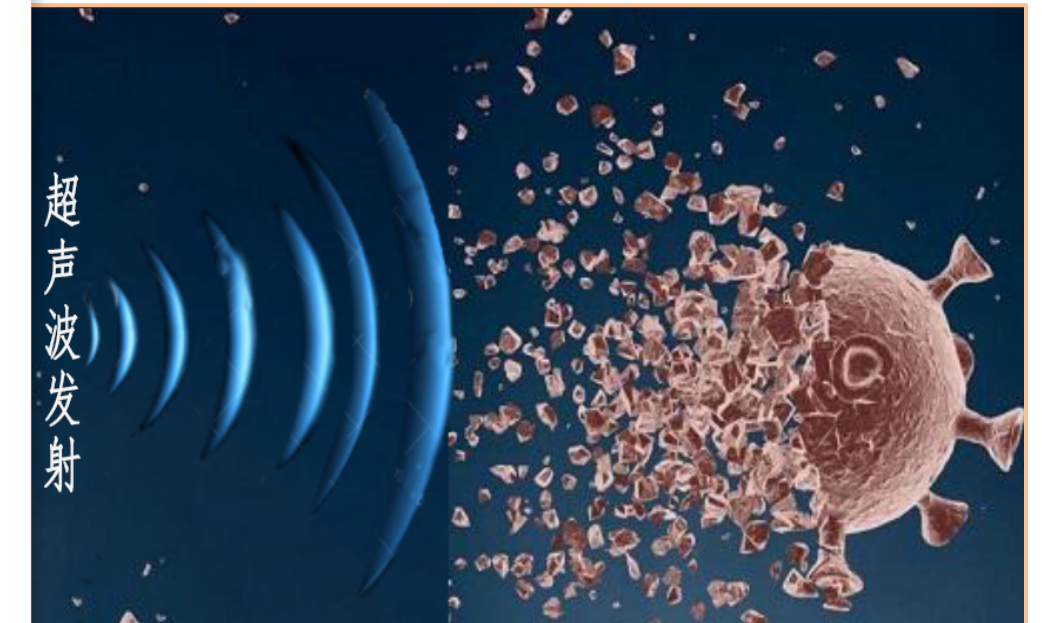
In the white paper, the application of the acoustic intelligence on an industry level is discussed and Datasea is expected to leading the initiative.

# Core Technologies

## Acoustic intelligence



Effectively use the characteristics of ultrasound such as: mechanical effect, thermal effect, cavitation effect and other physical characteristics as well as the superposition of chemical effects, to make coronavirus and microorganisms vibrate, and the amplitude of that vibration will be very large, producing strains that could break certain parts of the virus, doing damage to the outer shell and to the RNA inside. Eventually, the high-speed movement of the proton of ultrasound can destroy the formation of microorganisms and can kill bacteria and virus effectively.



### Step 1: Ultrasonic generation

The ultrasonic head generates 40KHz square wave through electric energy conversion, and the effective area of beam power is not less than  $0.3\text{w}/\text{cm}^2$

### Step 2: Ultrasonic sterilization

The ultrasonic beam makes high-frequency accelerated reciprocating motion in the air, tearing COVID-19 and microorganisms in the aerosol, and shaking off or damage viral RNA.

### Step 3: Residue decomposition

After the ultrasonic beam tears COVID-19, high temperature is generated at the same time. Using the ultrasonic chemical effect and cavitation effect, the survival environment of the virus is destroyed and the RNA or virus cell wall is decomposed

# Core Technologies

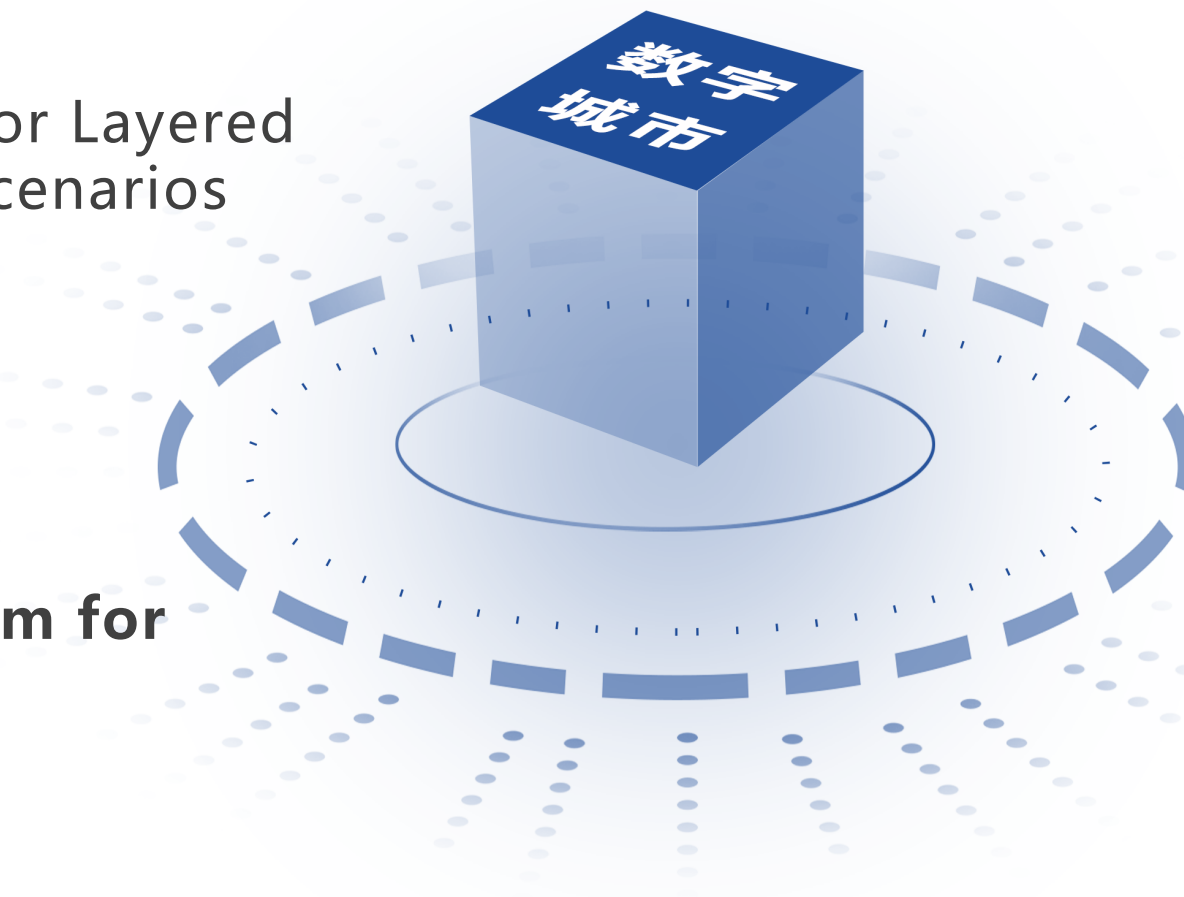
## Core technologies of digital cities

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Settlement Technology for Layered  
Protection in Multiple Scenarios

A Secure and Reliable IoT  
Privatization Platform

**AI base and algorithm for  
original system**



**Commercially available Big data  
analysis model**

Digital twin technology

Massive heterogeneous data  
governance technology



# Datasea Business Solution

## 5G Messaging

### Market overview

#### A large market and customer base

The 5G Messaging market in China is estimated to be 300 billion RMB (\$46.54 billion) over the next 5 to 7 years. (source: Dao insights, Oct 2020)

5G users in China is projected to have an exponential increase starting from 2021. (source: Statista)

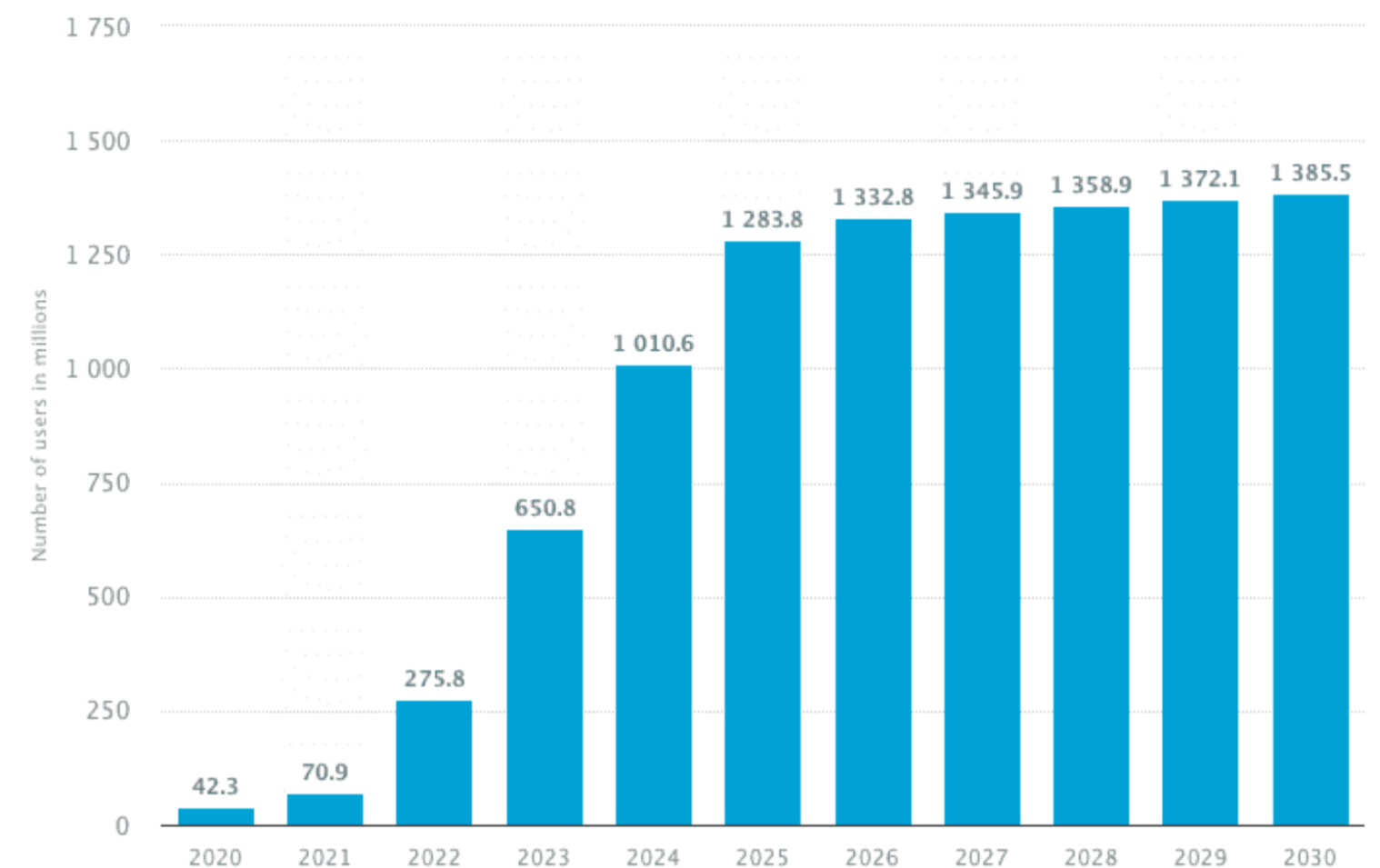
#### An Upgrade of Traditional Message Service

Short Message Service(SMS) no longer fully address emerging demands for advanced features

#### Value-added service

Cooperate with three major operators in China to provide customers with 5G message value-added services, including phone charge recharging and gas station recharging

**Estimated number of 5G users in China from 2020 to 2030**  
(in millions)



# Datasea Business Solution

## 5G Messaging

5G technology can create a new message ecosystem in which customers and enterprises can directly and efficiently connect via messages on mobile phone terminals. As a leading solution provider, our 5G messaging application has accurately provided relevant services for the Chinese express delivery industry, over 1800 counties in China, and 300 million rural internet users in the region, and over 48 million small and micro enterprises in China.

The 5G messaging service is known as RCS (“Rich Communication Suite”) and integrates phones, messages, and contacts. Specifically, this communication suite enables users to enjoy various effective interfaces with integrated messages, including texts, pictures, audio, video and emojis, as well as status, location and other communication capabilities. It has the characteristics of high touch rate, rich media, strong interactivity, convenient service, and high security. By using 5G messaging, can serve the individuals, public and thousands of industries.

Datasea’s VIE entity, Shuhai Beijing, has subsidiaries, Guohao Century (Beijing) Technology Ltd. (“Guohao Century”), that increase and improve how people and businesses communicate.

# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

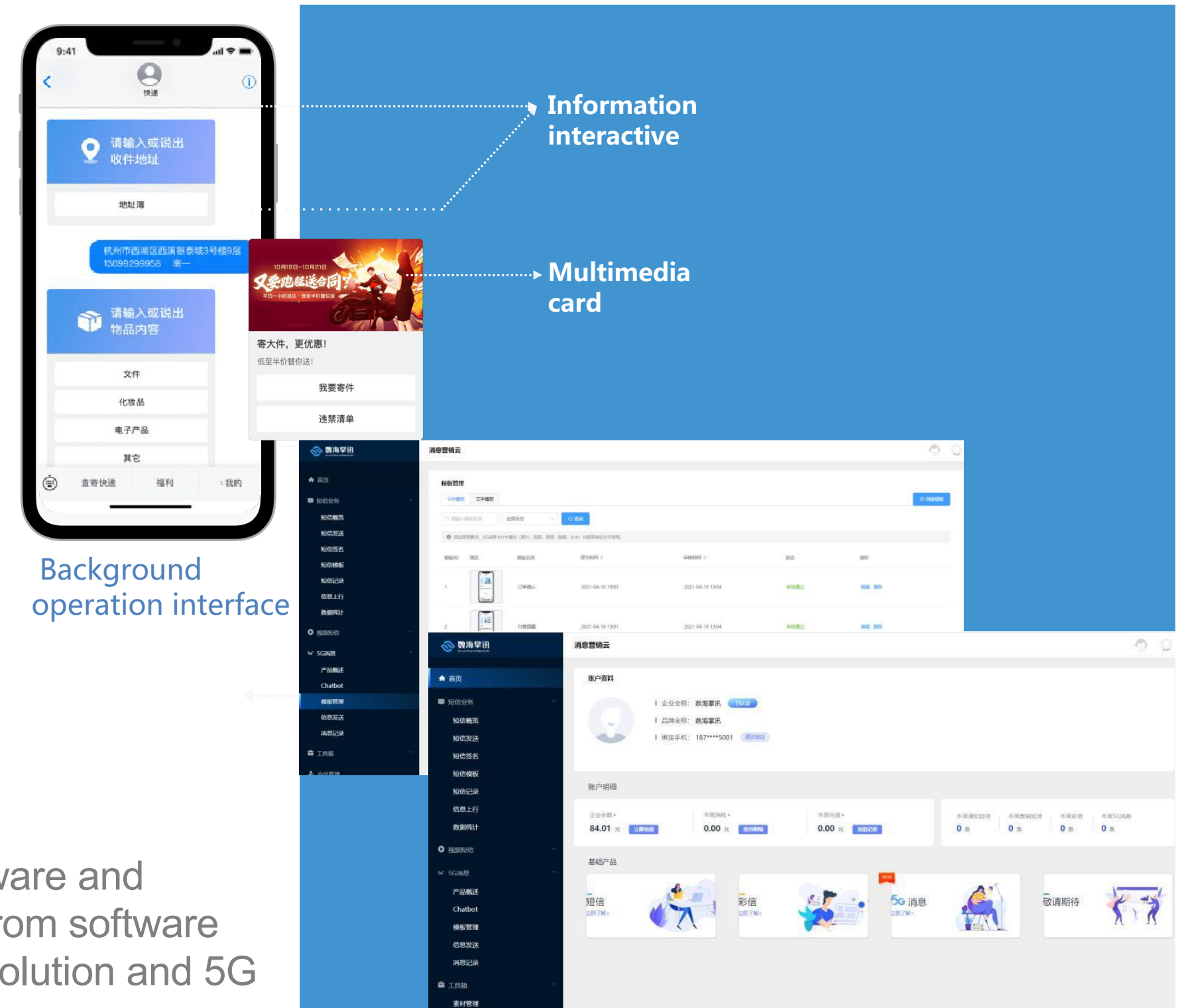
## 5G Messaging---Product description

As a leading 5G messaging solution provider in China, we have developed our own core products as 5G Messaging Marketing cloud platform (5G MMCP) and an updated one-stop smart all touch 5G Integrated Messaging Marketing cloud platform (5G IMMCP) as well “smart push”, based on the 5G messaging underlying platform of the operator.

We continued to provide a wide range of customers through our core products of “5G MMCP + 5G IMMCP ” and “smart push”, and the closed loop of the unique SAAS business model of channel consumption + subscription service, and services cover Chinese multiple industries, over 1800 counties in China, and 300 million rural internet users in the region, and over 48 million small and micro enterprises in China.

### Business model

Datasea develops, sells, and delivers solutions, based on software and services. 5G messaging business includes recurring revenue from software licenses and support, and value-added services (Smart Push solution and 5G multimedia video SMS technology system, etc.)



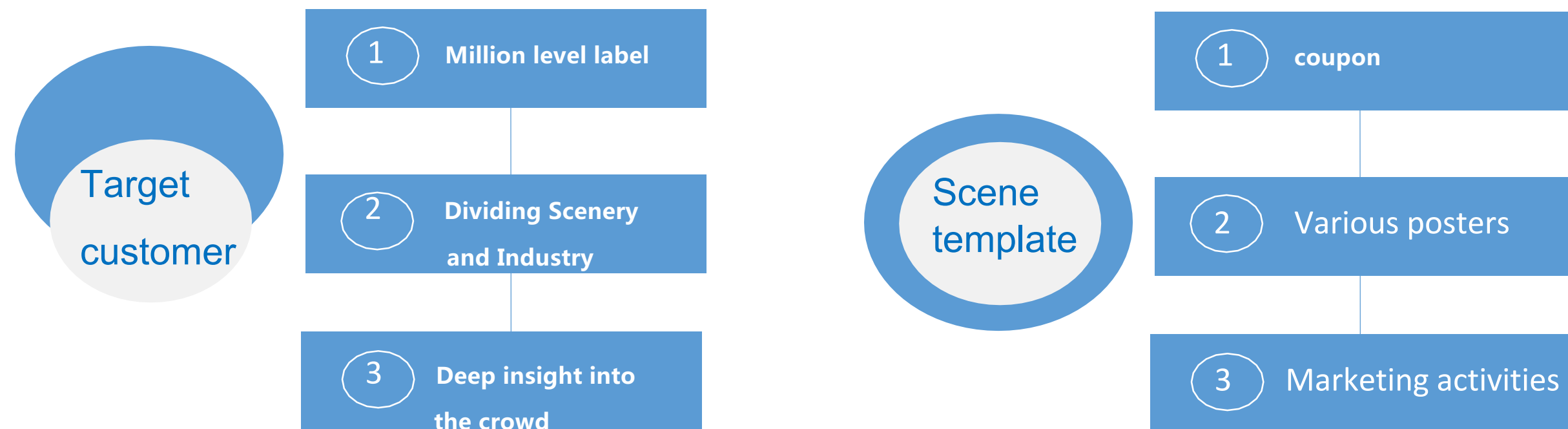


# Datasea Business Solution

## 5G Messaging---Product description

“Smart Push.”

A new precision marketing solution that integrates 5G technology, big data, and data mining to transform marketing experiences. Because 5G wireless can accurately pinpoint locations, a retailer, when using this integrated solution, can see who is near the store and immediately trigger SMS and video SMS to promote products or services to the nearby customer.



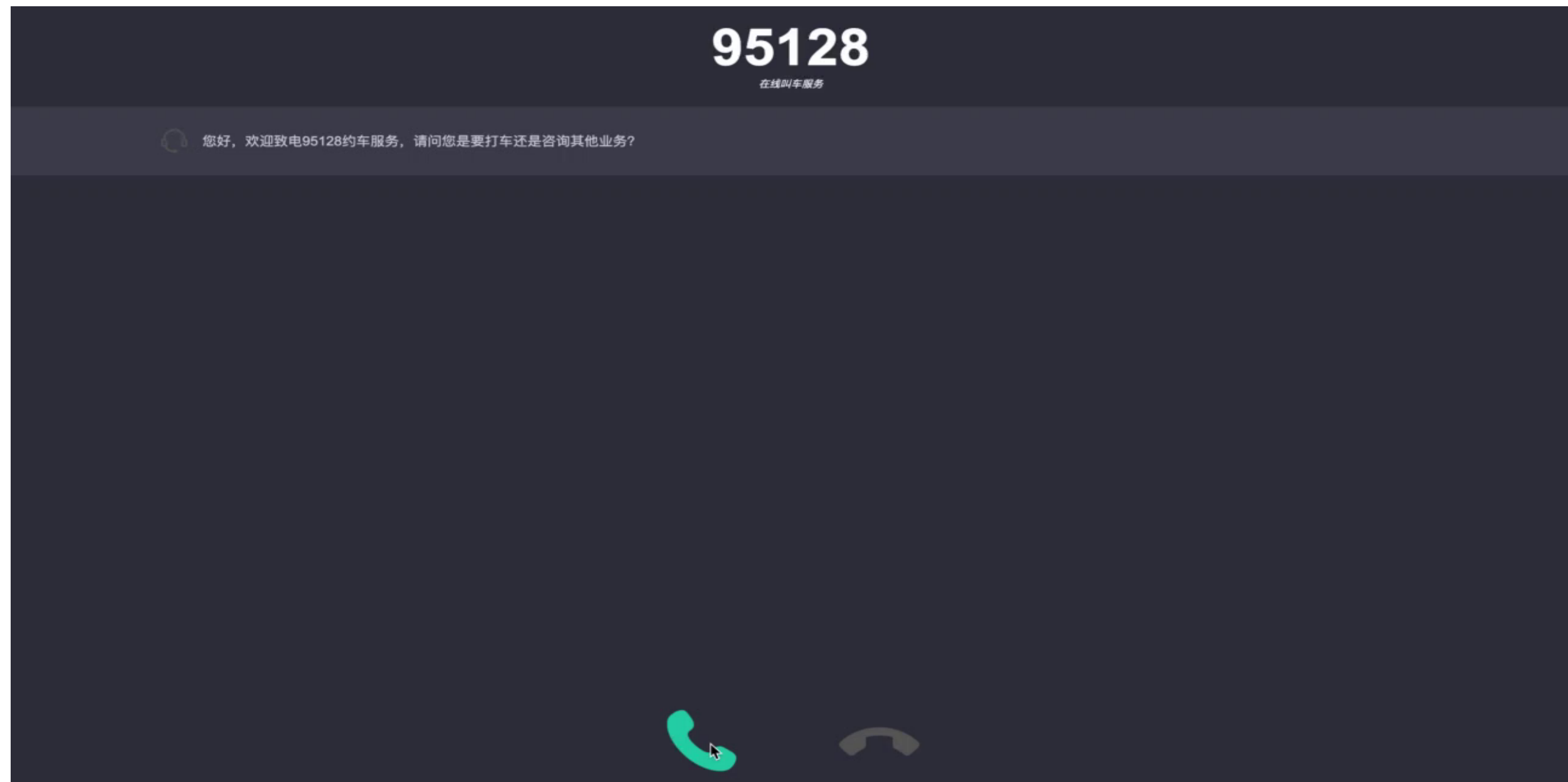
# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## 5G Messaging---Product description

### AI Scene Module Based on Large Language Model

Sample : Intelligent Travel Module Based on Large Language Model





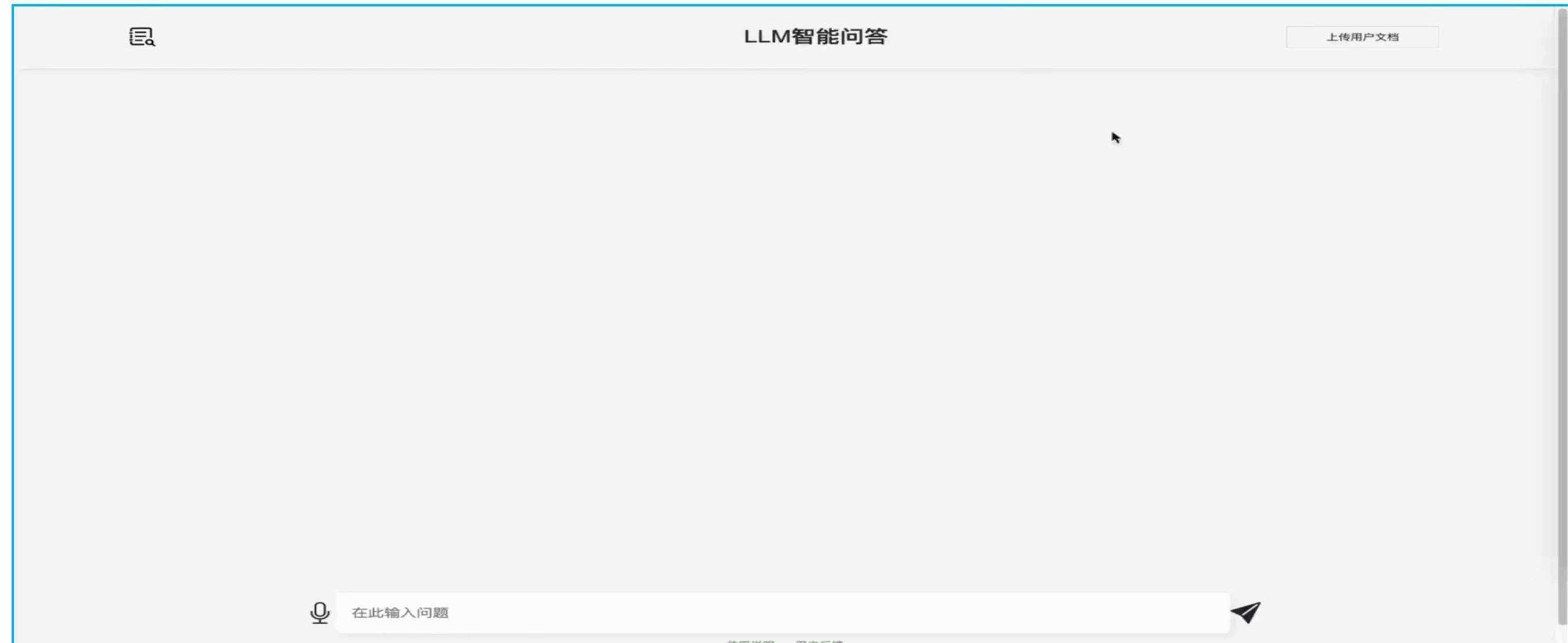
# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## 5G Messaging---Product description

### AI Scene Module Based on Large Language Model

The intelligent service module of such “ large language model ” has been widely used in the company's products and solutions, including 5G messaging platforms, which can make customer usage more efficient.



**Intelligent Knowledge Retrieval Module Based on  
Large Language Model**

## 5G Messaging---Product description

November,2021, Datasea had assisted ZTO express ("ZTO") with China's first delivery order placement. The user placed the delivery order and completed the transaction from ZTO all through 5G messaging services. The order signifies that Datasea 5G messaging application, developed for ZTO, officially has the conditions for full commercial use.

## Case Study

ZTO Express (NYSE "ZTO" ) is a leading express delivery company in China and one of the largest express delivery companies globally.

### Pilot effect

#### 5G messaging application overview

test type	Quantity (10,000 pieces)
Calculation logic	200
B2C Key Account Marketing SMS	500
C2Cpersonal subscription	100
Daily notification SMS to upgrade 5G message	400

#### Test result display :

Test days (10 days)

test type	Quantity (10,000 pieces)	COST	open rate	Number of upstream bars	place an order
test type	200	0.15RMB/messa ge	16%	300,000+	Over 100

The B2C and C2C functions of ZTO Express are being further improved and will be tested one after another.

The 5G messaging application of ZTO Express is highly replicable, creating value-added services for after-sales service and commercial advertising for corporate customers, as well as real logistics social value-added services for end users, bringing new business income to the express delivery industry and increasing the gross profit of the industry.

### Commercial value

- ✓ In 2020, the total business volume of China's express delivery industry reached 83.358 billion pieces.



To bring **2.4 billion** touch-point traffic throughout the year



brings **billions** of business revenue throughout the year

### Industrial value

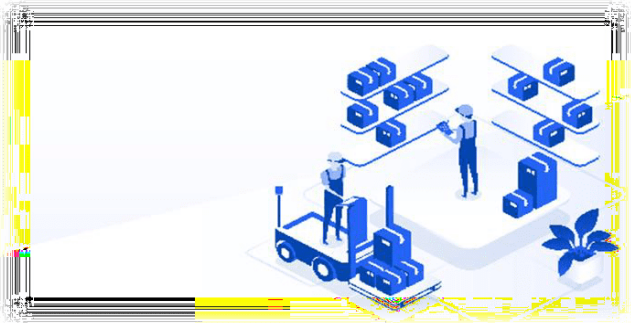
- ✓ By copying and promoting the case of ZTO, it will quickly promote the use of 5G messages on the user side and help the development of the 5G message industry ecosystem.



The annual delivery volume of the express delivery industry is expected to bring more than **2 billion** revenue to the 5G messaging industry

### Social value

- ✓ China' s express delivery industry serves 500 million users per day on average. By promoting the case of ZTO, it has quickly formed a user scale and realized 5G messages that benefit people's livelihood



# Datasea Business Solution

## 5G Messaging---Product description

### Recent achievements & Client expansion

✓Datasea and its subsidiaries actively contributed to creating 5G messaging frameworks and initiatives with some of China’s most important and influential institutions and enterprises.

### Contract development:

- On February, 2023, an agreements with Hangzhou Chongda Technology Co., Ltd. to enhance 5G messaging recharge services with a maximum total value of approximately USD 29.81 million (RMB 205 million) , and worth of approximately USD 0.85 million (RMB 5,821,427) service has been provided at end of June;
- On May, 2023, entered into a 5G Messaging Recharge Service Agreement with Quanzhen Hulian Technology (Shenzhen) Co. Ltd. With a total amount up to 5 million RMB (712,900 USD) per month over the next year;
- Currently, there are over 10 large clients that the company are working with for 5G messaging businesses.

### Industry recognition

- In September 2021, Datasea was awarded third place in the 4th National "Blooming Cup" 5G Application Competition, which is an industry business application competition.
- Datasea’s 5G messaging solution was promoted by China Mobile as a top ten 5G messaging application and conducts an online promotion.
- Datasea's entity was recently named the “Top 10 Enterprises of 5G Messaging in 2021” by New 5G Messaging (New Media) and 5G New Business Center. it has become an innovative pioneer of cross-platform product integration in the field of 5G messaging in China.Especially in the field of express delivery.
- In March 2022, Datasea's entity joined hands with SF Express to jointly participate in the compilation of the blue book on the 5G news of the express delivery industry of the Ministry of Industry and Information Technology.
- In June 2022, Datasea's entity participated in the compilation of the "5G Message Development White Paper" jointly issued by the China Academy of Information and Communications Technology.
- June 2023 -- Datasea joint publicized the, "Research Report on 5G Messaging Services in the Express Delivery Industry" in collaboration with the China Academy of Information and Communications Technology (CAICT), SF Taisen Holdings and others.





# Acoustic Intelligence

## Market Overview

- Robust Market Growth

The acoustic sensors market was valued at USD 707.94 million in 2020 and is expected to reach USD 1750.19 million by 2026 with a CAGR of 14% over the forecast period (2021 - 2026)\*.

- Broad Industry Applications

Acoustic intelligence is an intelligence-gathering discipline that collects and processes acoustic phenomena. It can be applied to multiple industries, including but not limited to environment protection, health, agriculture, manufacturing, and security.

Acoustic Sensors Market - Growth Rate by Region (2019 - 2024)



\* Source: mordor intelligence

# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence

### *White Paper of the Industry Development and Technology Application of Acoustic Intelligence in China*

The Company, together with MIIT, Key Laboratory of Artificial Intelligence Key Technology and Application Evaluation and Informatization, CAICT Cloud Computing & Big Data Research Institute, released China's inaugural white paper on the acoustic intelligence industry.

The paper shares compelling analyses and fact findings on acoustic intelligence technology, the commercialization of the technology, and the industry outlook.





# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence products

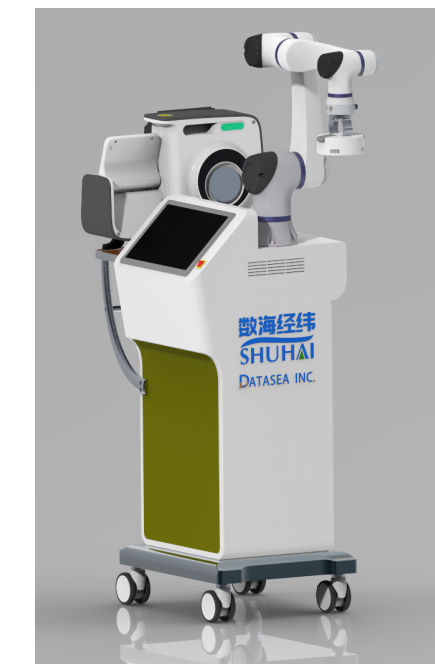
### I. “Hailijia” series Intelligence Air sterilizer

Building on the Datasea’s advanced acoustic intelligence technology, Datasea has developed several models of ultrasonic sterilizer products under the brand Hailijia, to target public and private application scenarios such as office, school , hospitals, airport, other business and home care.



### II. Intelligence Deodorization and sterilization treasure for Bathroom & cloakroom

### III. Skin Repair Robot (Coming soon)





# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence products

### I. Air sterilizer

Based on the effect and application characteristics of ultrasonic, Datasea developed series ultrasonic sterilizer products, which relies on the high-speed movement of ultrasonic protons to destroy the formation of microorganisms, which can be more efficient than ultraviolet and alcohol to kill bacteria and viruses faster.



Application scenario: Bedroom/office/classroom/ward; International market

Applicable area: 30m<sup>2</sup>



# Acoustic Intelligence Products

Ultrasonic

H13 filter screen

Intelligent WiFi

UVC sterilization

## I. Air sterilizer

### Floor-standing acoustic effect air sterilizer



Uses and advantages:

- ☑ High-efficiency ultrasonic, ultraviolet short wave, plasma, photocatalyst synergistic disinfecting;
- ☑ High CADR value, fast purification speed;
- ☑ High CCM value, P4, F4 purification pollution is large;
- ☑ Low noise, in line with the national standard, less than 66dB (A);
- ☑ Much higher than the high disinfecting efficiency of chemical methods, normal temperature

Application scenario: Public Places/Schools/Hospitals/Offices/Home

Applicable area: 30~50m<sup>2</sup>, 60~90m<sup>2</sup>



# Acoustic Intelligence Products

## I. Air sterilizer

Vehicle-mounted acoustic effect air sterilizer

Application scenario:  
taxi, private car, Carsharing,  
travel epidemic prevention products



Ultrasonic



H12 filter  
screen



Negative  
ion



UVC  
sterilization



Photocatalytic  
sterilization

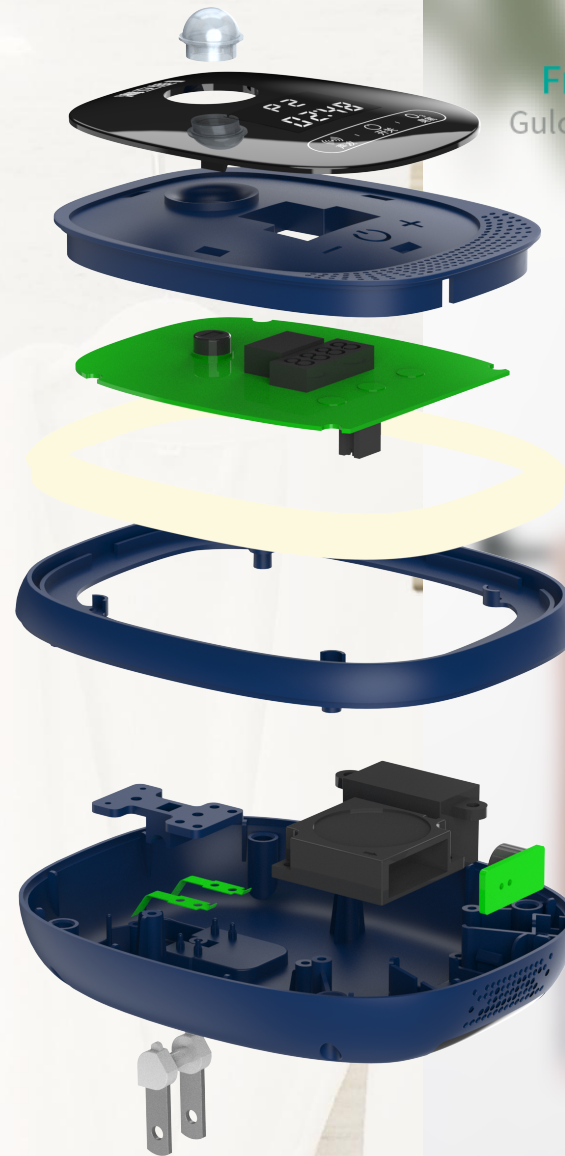


# Acoustic Intelligence Products

## II. Deodorization and sterilization treasure for Bathroom

### Product Features:

- 1、Night light
- 2、Acoustic bond
- 3、Human body induction
- 4、Ozone mode
- 5、Clock display
- 6、Ozone/timing key
- 7、Open key



Applicable scenario: Toilet exclusive version  
Model: SH-T6

Fragrance  
Gulong Fragrance

99.9%  
Sterilization rate

Dispelling odors  
Sound disinfection

Touch switch  
Two gear selection

海立佳

P2  
02:48

声波 开关 O<sub>3</sub> 臭氧

Sound disinfection

Touch switch

Two gear selection

Green ecology

Applicable area: 5-30m<sup>2</sup>



# Acoustic Intelligence Products

## II. Deodorization and sterilization treasure for cloakroom

By utilizing the resonance of low-frequency ultrasound, it resonates with formaldehyde molecules in the cloakroom, decomposes, and synthesizes harmless and odorless water molecules and carbon dioxide molecules, to protect the health.





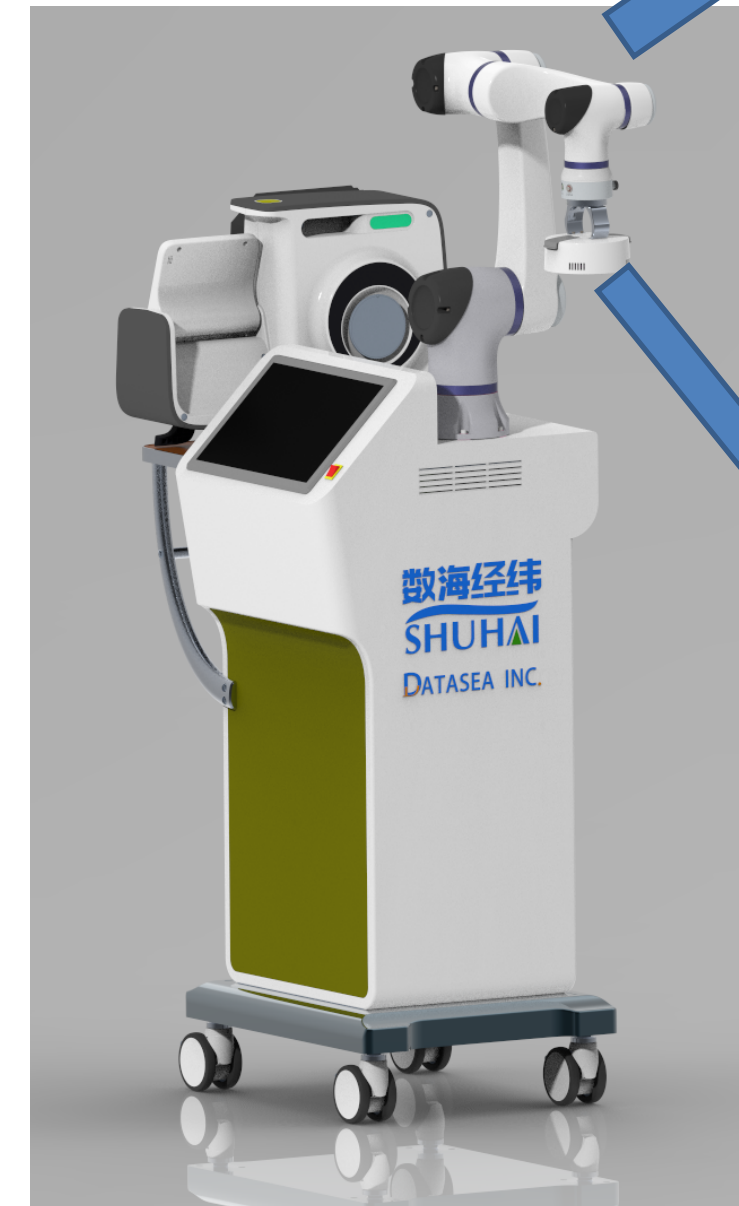
# Acoustic Intelligence Products

DATASEA ( NASDAQ: DTSS )

## III. Skin Repair Robot (Coming soon)

- 1) Mechanical arm: (6-axis), with distance sensing recognition, arm extension of 800mm.
- 2) Atomizer: 2PCS, specification:  $\Phi$  16MM.
- 3) Ultrasonic sensor: 18PCS, specification:  $\Phi$  10MM.
- 4) Radiator and fan.
- 5) Operating platform.
- 6) Intelligent lens, 20 megapixel high-definition camera, 3L autofocus.

**Non invasive method for repairing damaged skin, shortening the skin repair cycle.**





# Datasea Business Solution

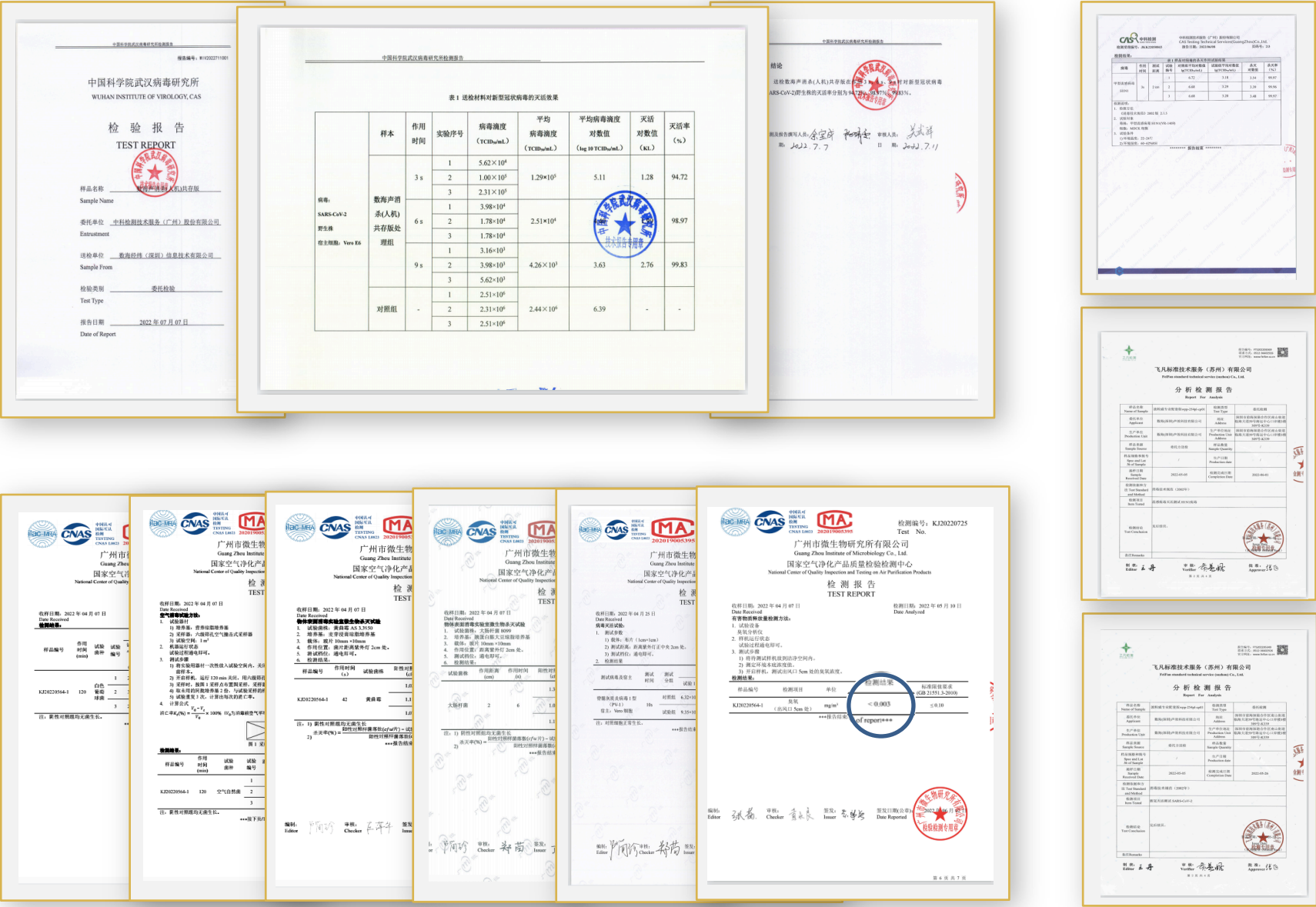
DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence products

Killing test report of authority

The test results show that Datasea’s Ultrasonic Sterilization and Antivirus Equipment has achieved 99.83% disinfection with SARS-CoV-2 (the virus that is known to cause COVID-19) in just nine seconds.

Names	Experimental virus	Virus disinfection and sterilization rate
飞凡标准技术服务（苏州）公司	COVID-19	99.83%
飞凡标准技术服务（苏州）公司	HINI	99.91%
中科检测技术服务（广州）公司	HINI	99.97%
广州市微生物研究所有限公司	Staphylococcus albicans	99.91%
广州市微生物研究所有限公司	Air natural bacteria	90.75%
广州市微生物研究所有限公司	Aflatoxin	96.91%
广州市微生物研究所有限公司	E. coli	99.99%
广州市微生物研究所有限公司	poliovirus	98.24%
广州市微生物研究所有限公司	ozone	<0.003



# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Digital Smart City

### Market overview



### Attractive opportunities in China smart city market

The growth in this market is driven by the increase in population, the need for rapid urbanization and governments investments and policies to speed up the successful implementation and development of smart cities projects. (source: China Smart Cities Market Report)

### Industry Restructure

The service-oriented marketing model based on customer needs will create new market opportunities.

### Rising Demand for Epidemic Prevention & Control



# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Digital Smart City

### Public Community



### Safe Campus



### Scenic Area



### Product description

Leverage facial recognition technology and other visual intelligence algorithms, combined with cutting-edge acoustic and non-visual intelligence algorithms, to provide smart city solutions that meet the security needs of residential communities, schools, and commercial enterprises. The company establishes three major middle-end platforms to support modern digital city business: big data platform, IoT platform and digital twin.

### Business model

Traditional: the sale of hardware and software and maintenance fee etc.  
Upgrade: Advertising revenue, value-added services, online operation, etc.

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# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Digital Smart City

### Digital City Technology Architecture



# Ecological

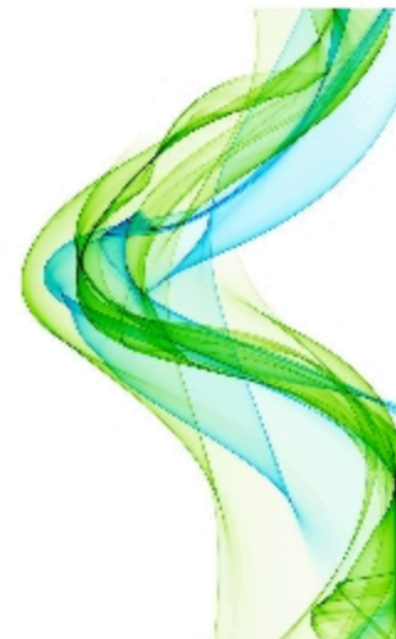
## Partners and Clients



# ESG Management



## 2023 FIRST QUARTER ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) REPORT



### Introduction to this report

Datasea is a leading provider of products, services, and solutions for enterprise and retail customers in three converging and innovative industries: 5G messaging, acoustic intelligence, and smart city technology. The Company possesses proprietary and cutting-edge technologies that build a solid foundation to design, develop and supply a broad range of solutions in each industry. We have a long-term sustainability strategy integrated into all areas of our business for the benefit of our stakeholders: regulatory bodies, customers, shareholders, employees and communities.

As a company committed to global best practices, we advocate for greater transparency. Datasea is committed to providing meaningful and accurate sustainability information to stakeholders.

Datasea disclose information about our environmental, social and governance (ESG) practices and performance to stakeholders through our Annual ESG Report and quarterly sustainability statements.

We recognise that the field of sustainability is ever-evolving and dynamic in nature. As the sustainability landscape evolves, we continue to enhance our sustainability reporting.

We commence our ESG disclosure aligned to the SASB framework. This is an initial step in our evolution as we build a more unified sustainability framework.

We look forward to providing additional reporting in the coming months.



# Growth Strategies

## Product Diversification and differentiation

Leveraging proprietary technologies and data analytics to develop solid products in 5G messaging, acoustic intelligence and smart city market.

## Strengthening R&D Capabilities

In addition to the team of more than 50 engineers, Datasea continues onboarding highly qualified talent and cooperate with leading institutions to strengthen R&D.

## Increase Market Penetration through Strategic Alliance

- Multi-channel sales approach
- Strategic financial and business partner network worldwide
- Strategic merger and acquisition

## Global expansion

Look to breaking into new markets and increase market shares in strategic areas





# Thank you

Feel free to reach out to us if you have any questions.

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[/Dataseainc;](https://twitter.com/Dataseainc)

