



# **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 Strategy and Solutions
6. Ecological Partners and Clients
7. ESG Management
8. Growth Strategies

# Company Overview

**DATASEA INC.**

Datasea Inc. 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.**



## **Vision**

Being a global leader of  
Digital Intelligent Technology



## **Mission**

Innovating and providing advanced  
technology to business and retail  
customers

**DATASEA INC.**



# 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

## Patents and Industry Recognitions

Intel  
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30+ Patent



122 + Software  
Copyrights



3 National level Scientific  
Research Projects



7key Laboratories



1Think tanks  
Research Institute



2 Business  
Schools

Key  
Project  
Joint  
Experime  
nts

**Institute of Acoustics, Chinese  
Academy of Sciences**

China Academy of Information  
and Communications Cloud  
Computing and Big data Institute  
Acoustics

Acoustic Joint Laboratory of Beijing  
Union University

China Large Language Model  
Joint Laboratory


The National Engineering Laboratory of  
Logistics Information Interchange and  
Sharing Technology and Application has  
jointly established the "5G Message  
Application Research Joint Laboratory"

Peking University Laboratory  
High Score Remote Sensing Joint  
Laboratory of Jilin University

The key laboratory of MIIT, the cloud  
computing and Big data institute of  
China Information Research Institute  
jointly released the world's first  
**(white paper on the development  
and technology application of  
China's acoustic intelligence  
industry)**  
China Express Association jointly  
released the first national "Overall  
Technical Standards for 5G Message  
Application in Express Service  
Scenarios"



# 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 Acoustic Intelligence, 5G messaging 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 in the field of acoustic intelligence. Especially in ultrasonic sterilization and antivirus, the first solution in China that combines ultrasonic effects. A series of products launched based on acoustic characteristics and ultrasound can not only effectively kill a variety of viruses, including the COVID-19, but also harmlessly improve the air quality of the living environment for human being. We believe we can shape the world
- 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

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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 even more.

### **Focuses on ultrasonic, infrasound and Directional 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

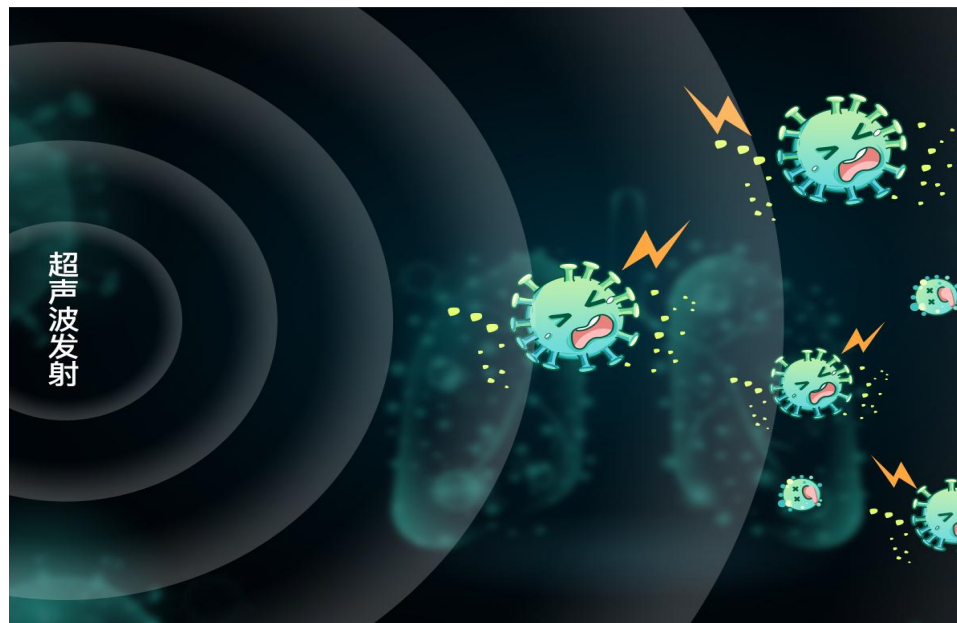
### **The company released a first-ever White Paper on the Development and Technology Application of Acoustic Intelligence Industry with the National industry standards department in Jan 2022**

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

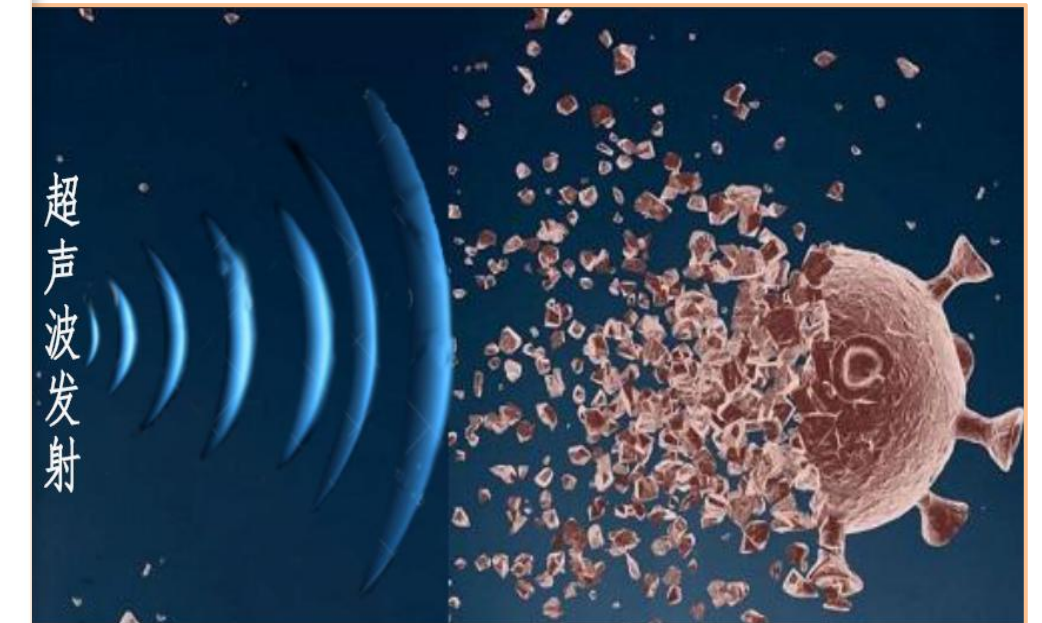


# Core Technologies

## 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  $0.3\text{w/cm}^2$

### Step 2: Ultrasonic sterilization

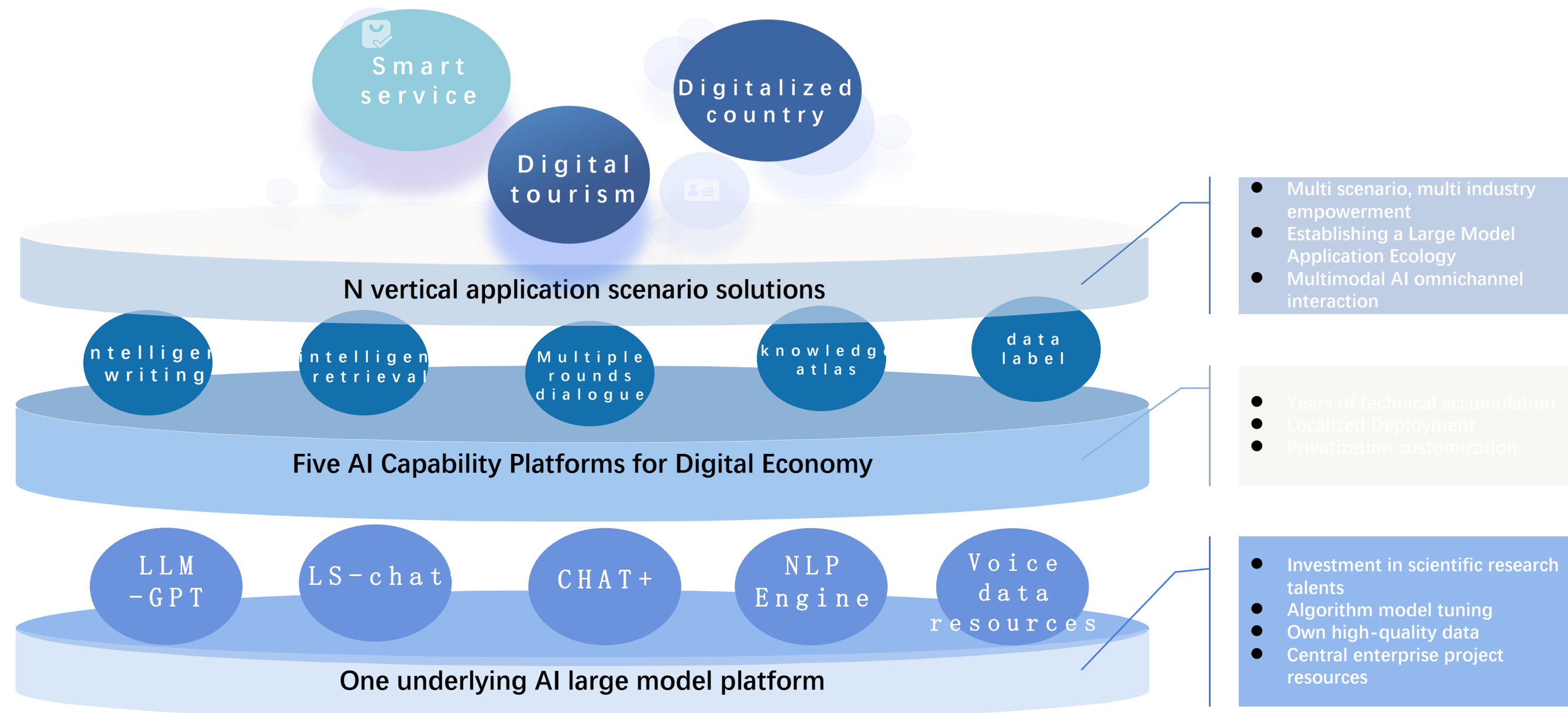
The ultrasonic beam makes high-frequency accelerated reciprocating motion in the air, tearing COVID-19 and microorganisms in the aerosol, and shaking off or damage viral RNA.

### 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

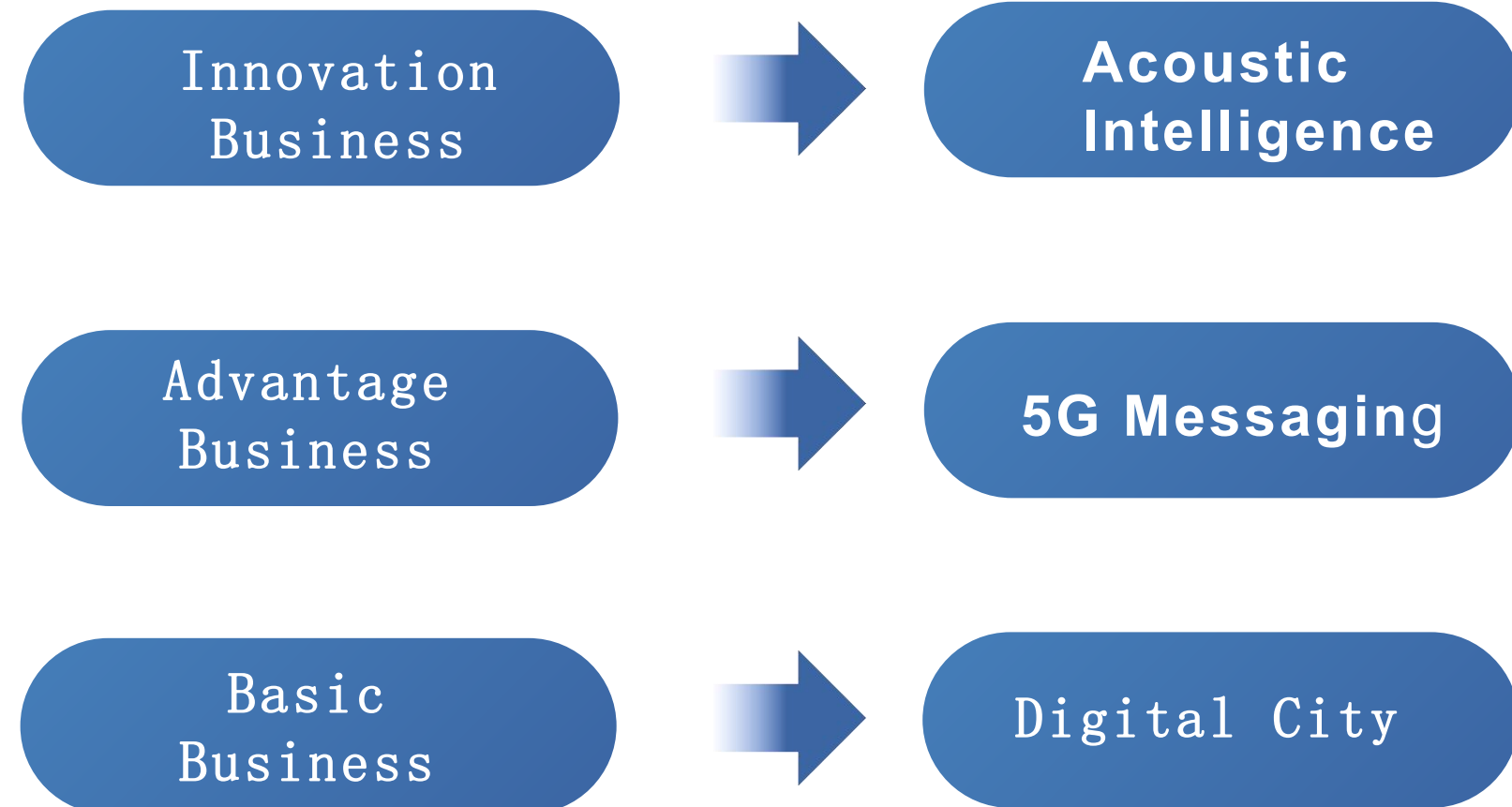
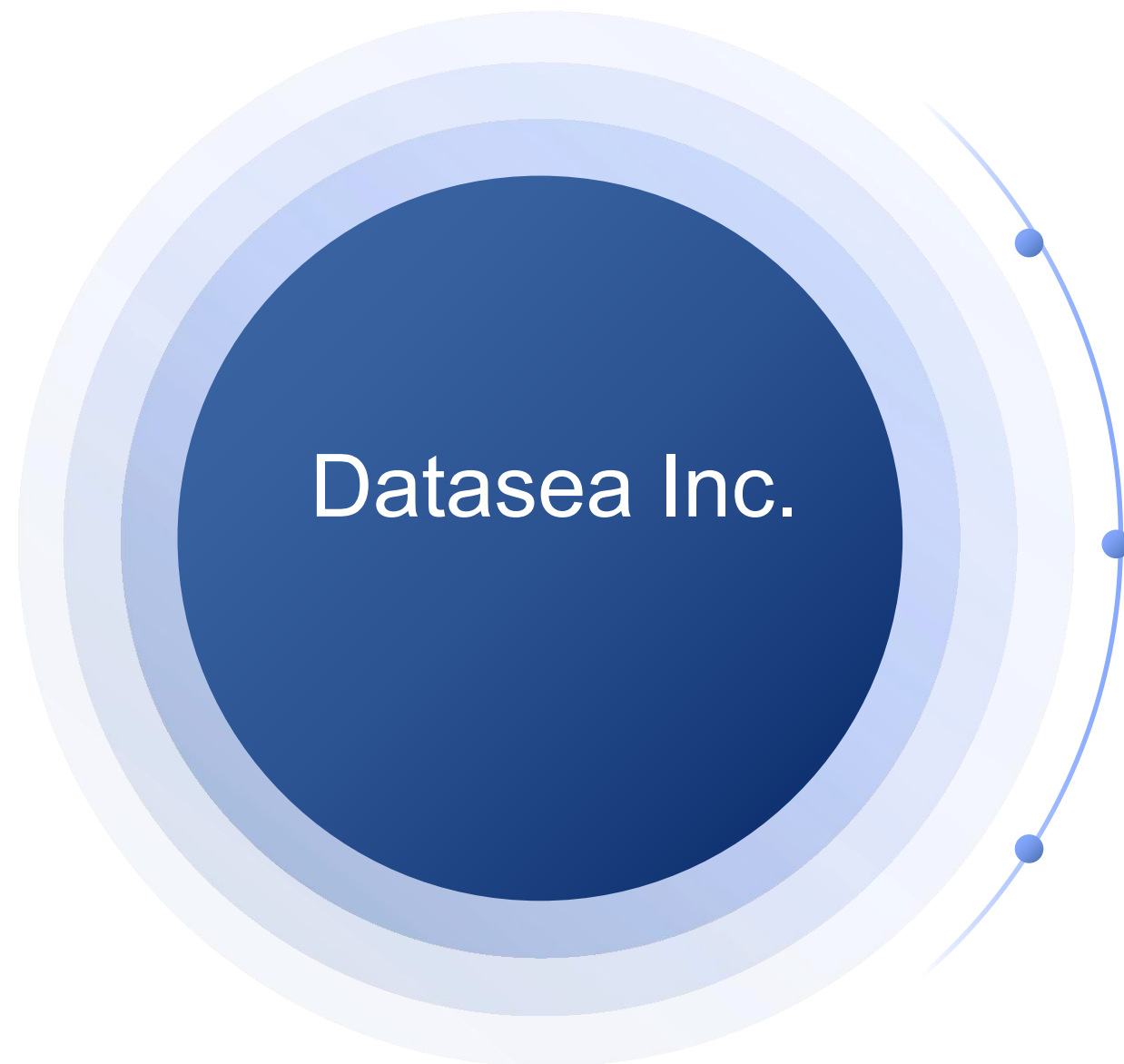
Large Language Model(LLM) Technical System Based on AI,  
used for 5G Messaging business



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

# Datasea Business

---Business strategy





# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence

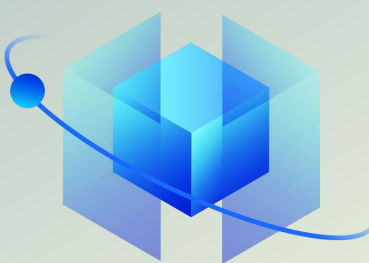


### **Innovation Business**

Using sound to shape the world and rediscovering sound

Datasea's acoustic intelligence concept is to derive sound characteristics, rules, and processing mechanisms from the perspective of the impact of sound on people and objects, and then form innovative acoustic application products to solve practical problems in various industries and fields with sound.

Combined with ultrasound and integrated into the algorithm model, we have formed a technical system of setting up technical barriers, and our products can be used in health, medical, cosmetology, agriculture and other fields to solve practical problems in various industries and fields with sound.



# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence

Industry leading position

### *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 (Parts of Core products)

“Hailijia” series Intelligence Air sterilizer



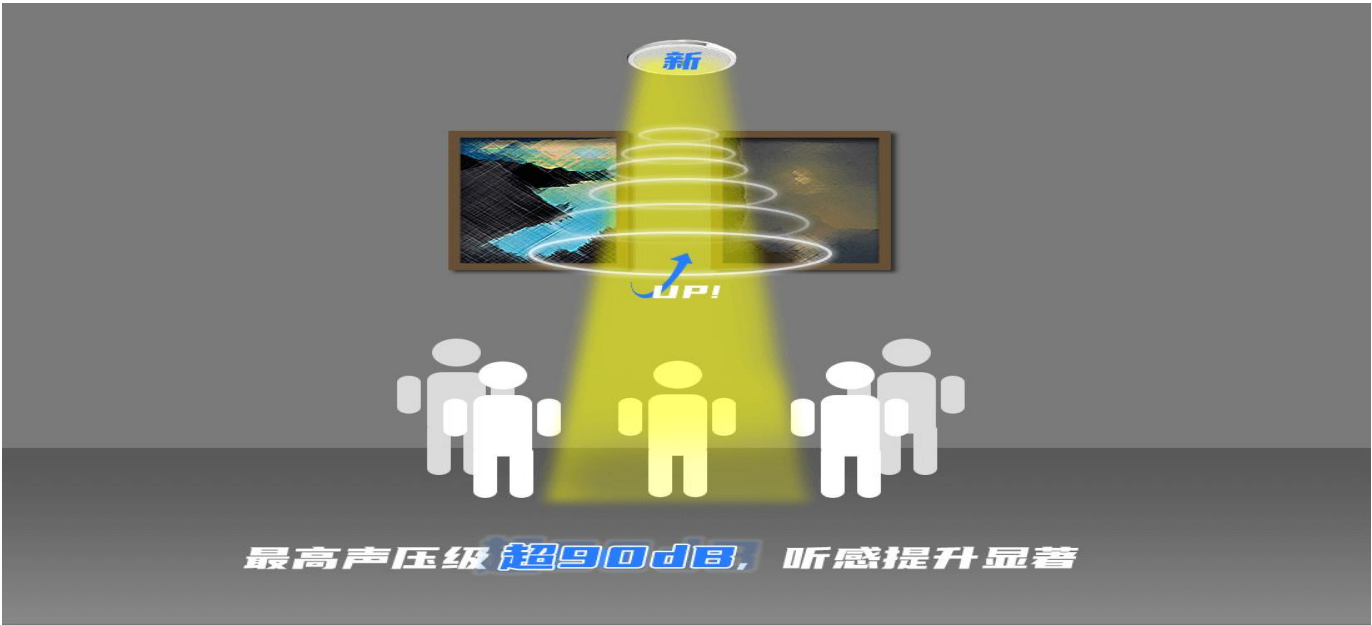
Intelligence Deodorization and sterilization treasure for Bathroom & cloakroom



IoT: Management platform for algorithmic data and application data based on sound



Directional sound: Sound directional transmission equipment





# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

Acoustic Intelligence core products

## I. Air sterilizer



Application scenario: Bedroom/office/classroom/ward;  
Applicable area: 30m<sup>2</sup>  
Export: International market



# Acoustic Intelligence Products

## I. Air sterilizer

### Floor-standing Air Sterilizer



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 Air Sterilizer

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





# Acoustic Intelligence Products

DATASEA ( NASDAQ: DTSS )

## II. Deodorization and sterilization treasure for Bathroom

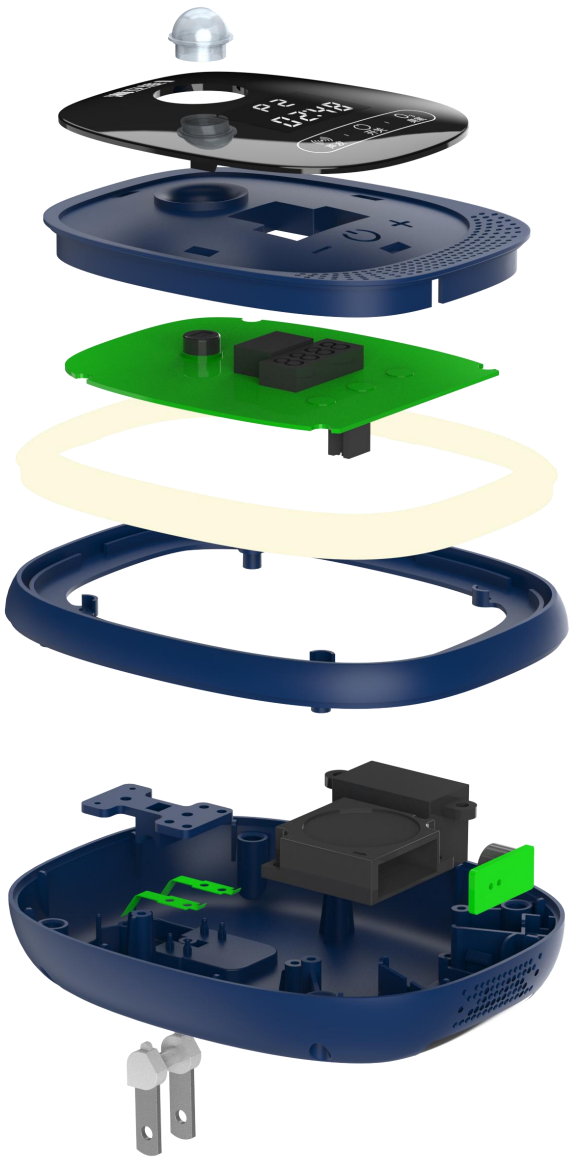
By utilizing the unique resonance frequency of ultrasound, it resonates with various odorous macromolecules, causing organic molecules to undergo physical and chemical reactions, breaking or rebonding to harmless and odorless water molecules and carbon dioxide molecules, to keep the air fresh and protect the health.



# Acoustic Intelligence Products

DATASEA ( NASDAQ: DTSS )

## II. Deodorization and sterilization treasure for cloakroom





# Datasea Business Solution

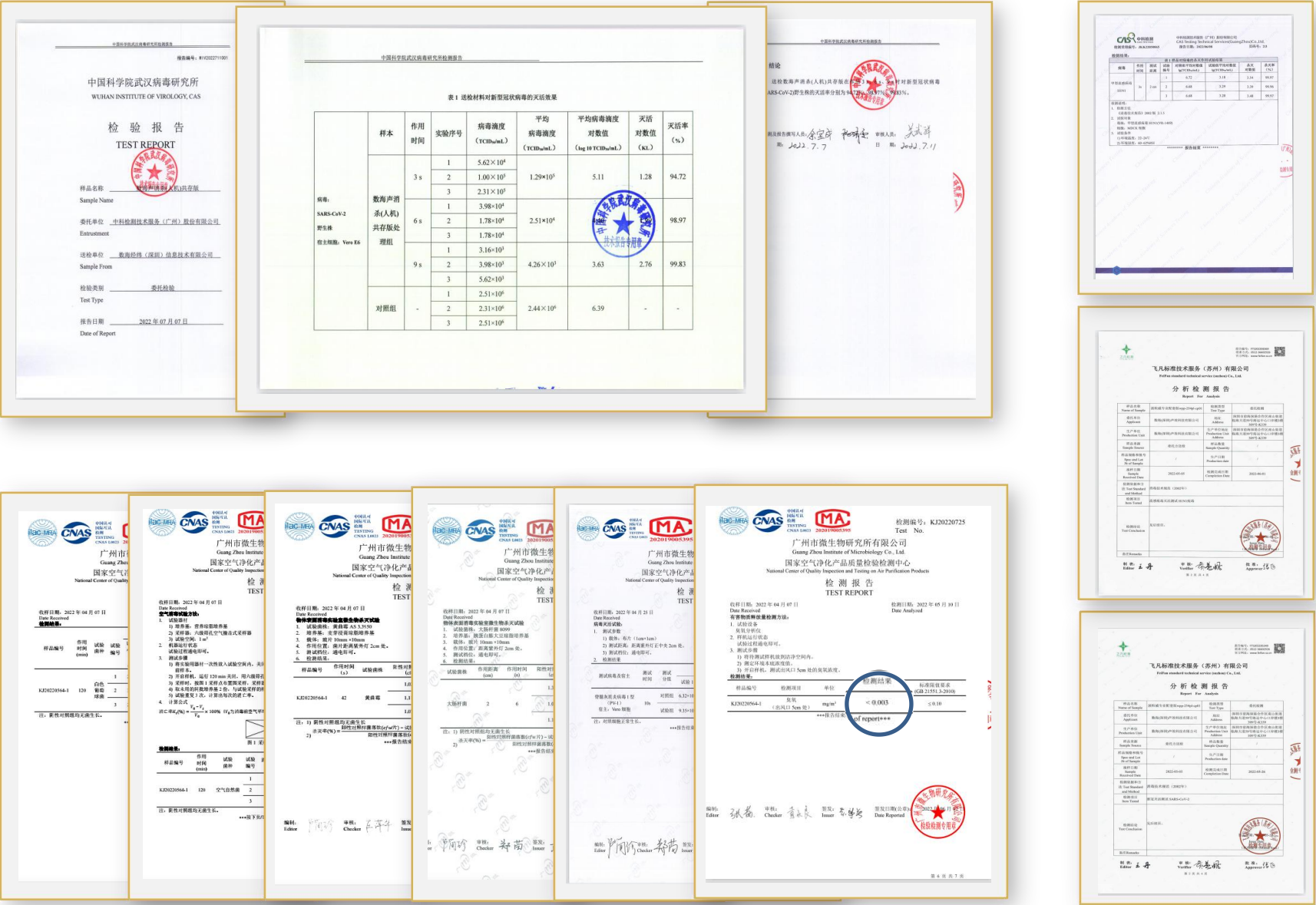
DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence products

Killing test report of authority

The test results show that Datasea’s Ultrasonic products has achieved 99.83% disinfection with 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





# Acoustic Intelligence Products

DATASEA ( NASDAQ: DTSS )

## III. Skin Repair Robot (Coming soon)

- **Ultrasound and Contactless**
- **A purely physical way to repair damaged skin**
- **shorten skin repair period**
- **Artificial intelligence robotic arm, precisely**
- **AI diagnosis, real-time recovery plan provided**



# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## Acoustic Intelligence

Industry Analysis and opportunities

Highly forward-looking  
core technology

1

Technology transformation  
combined with sustainable  
development of regional  
economy

Acoustic  
Intelligence

4

2

The technological direction of  
innovation and integration

Taking "acoustics+AI (artificial intelligence)" as the innovative application architecture, ultrasonic technology is combined with acoustic effects and integrated into algorithm models to form a technical system. Combined with artificial intelligence services, the product capabilities of Datasea i are more intelligent and scenario oriented.

3

Global leading industrial  
cluster goals

Highly sophisticated and international talents, achieving industrial growth through ultrasonic technology and product structure upgrading, promoting intelligent products and solutions globally, expanding and comprehensively enhancing the market share and coverage of intelligent products, and building an internationally leading acoustic intelligence industry cluster 。

# 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, Datasea 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 Business Solution

数海信息技术

## 5G Messaging

Industry positioning  
Advantages

## National Strategy

5G messaging is one of the first landing applications of China's 5G strategy, and it is the fastest 5G application to form a user scale.

### Industry Trends

5G messaging empowers the digital upgrading of industries in Chinese society

### Industry change

The three operators jointly realize iterative transformation and upgrading and enhance industry competitiveness based on 5G, AI, Big data and other technical capabilities

### Billion scale

In the next 3-5 years, 5G messaging is expected to increase the market space of traditional Chinese SMS industry from 40 billion yuan to around 100 billion RMB.



# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

数海信息技术

## 5G Messaging

### Industry Analysis



#### National level Player

- ◎ Member unit of the 5G Information Working Group of the MIIT
- ◎ China Unicom, Telecom, and Mobile 5G Message Service Providers (CSPs)
- ◎ Member of China Communications Enterprise Association



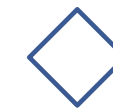
#### Participate in the compilation of authoritative reports

- ◎ Main participating enterprises in the White Paper on the Development of 5G Information
- ◎ Participating units of the 2022 5G News Development Report
- ◎ Participated in the "5G News Bluebook of Express Industry" issued by the ICT Institute of MIIT



#### Participate in industry standard development

Participated in drafting for:  
T/CAICI 43-2022 "Chatbot Name Specification" group standard  
T/CAICI 42-2022 "5G Message Service Display Specification" group standard  
T/CAICI 44-2022 "Technical Specification for Dual Card 5G Message Terminals" group standard



#### Establish a national level research and development laboratory

The company, along with China's leading courier company, Yuantong Express (A: 600233) , and the National Engineering Laboratory of Logistics Information, jointly initiated the establishment of **the "National 5G Message Application Research Joint Laboratory";**



#### Received authoritative awards

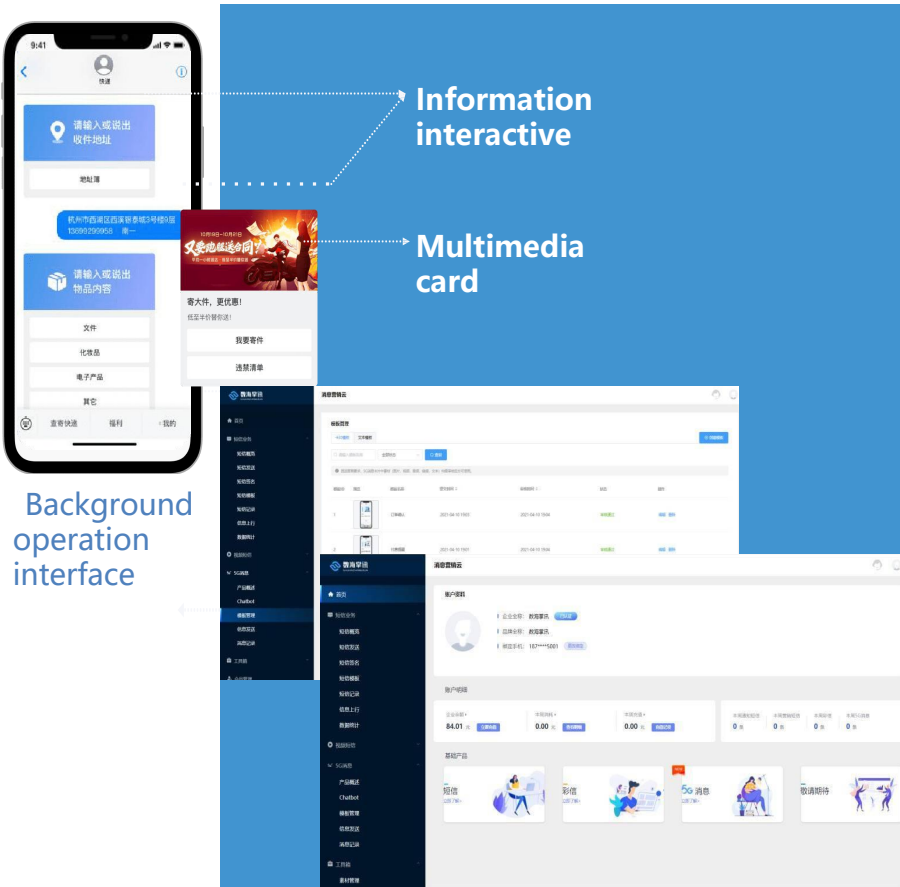
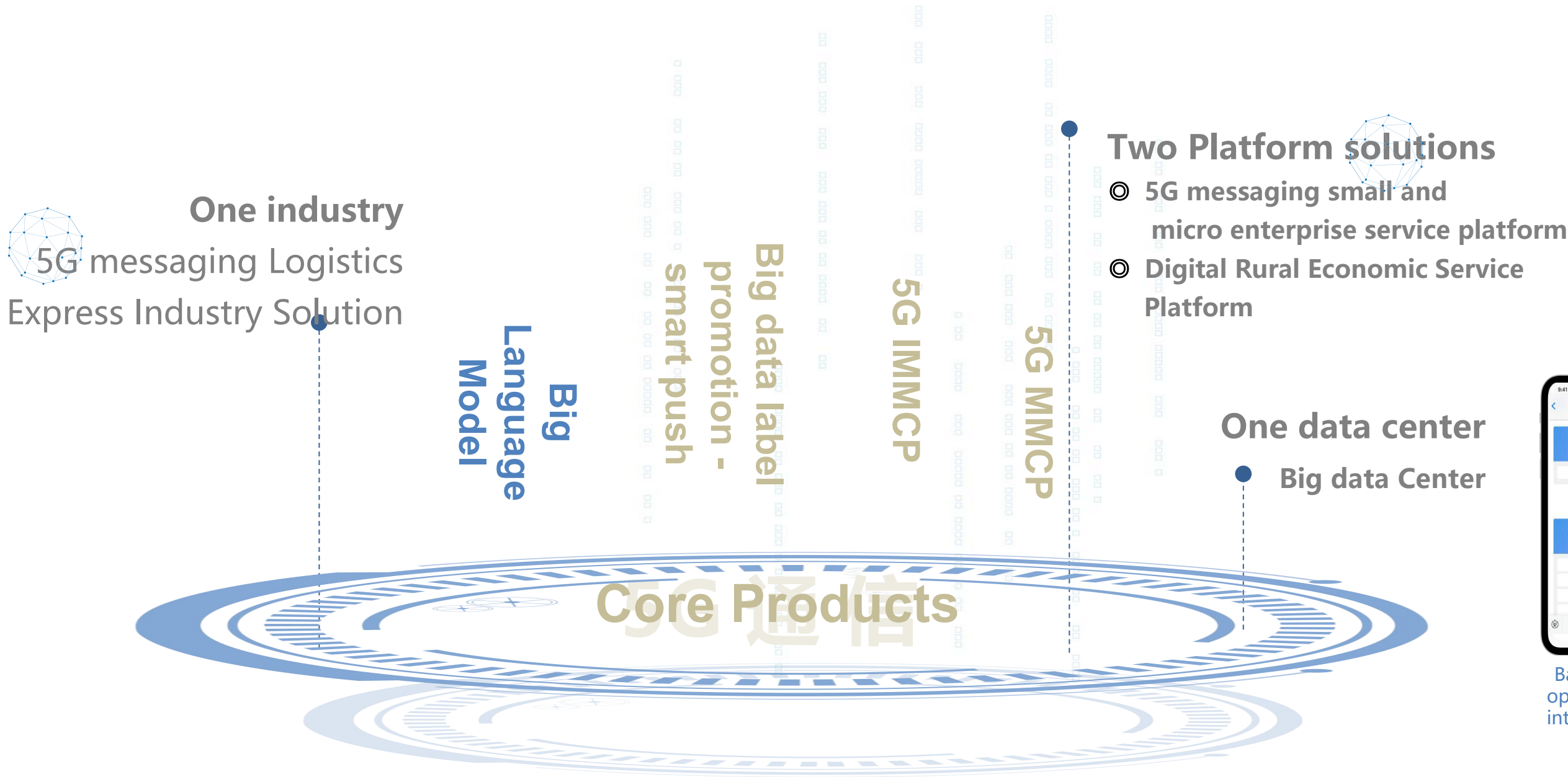
- ◎ Third prize in the final **of the 4th National "Blooming Cup" 5G** Message Application Competition held by the Ministry of Industry and Information Technology, becoming the first express 5G message sending service provider in China;
- ◎ The "5G Message Leadership Enterprise Award" at the 2021 Asia Pacific 5G Message Application Conference;
- ◎ 5G New Business Center "Top 10 5G Communication Enterprises "

# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## 5G Messaging---Product description

Based on the 5G communication industry and **Big Language Model**, the company has three core products and has formed a "1+2+1" 5G messaging product system



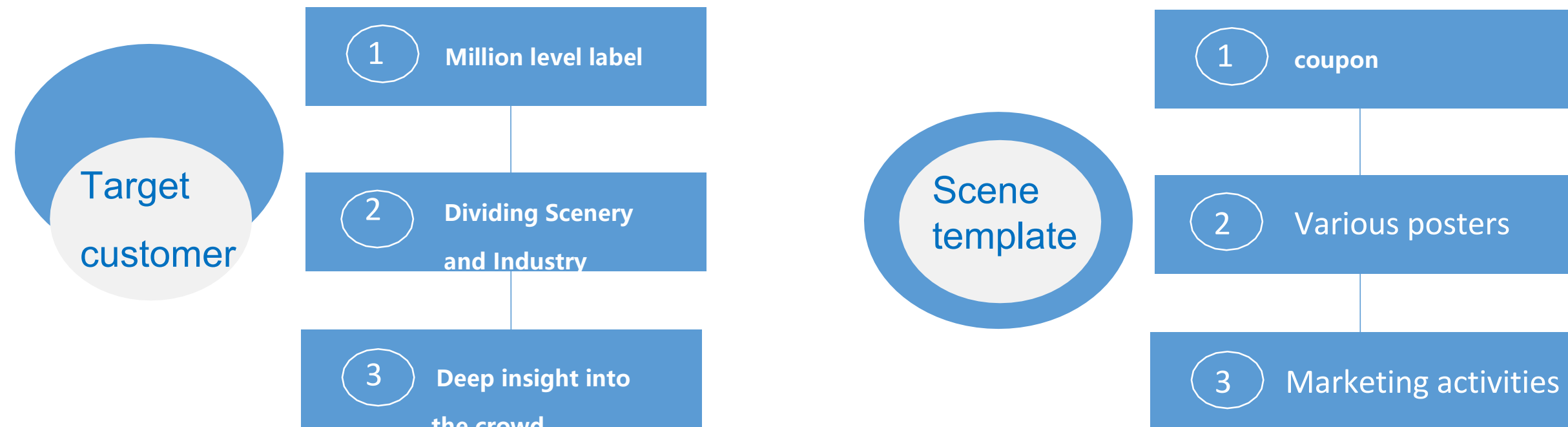


# Datasea Business Solution

## 5G Messaging---Product description

### “Smart Push” - Big data label promotion

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.



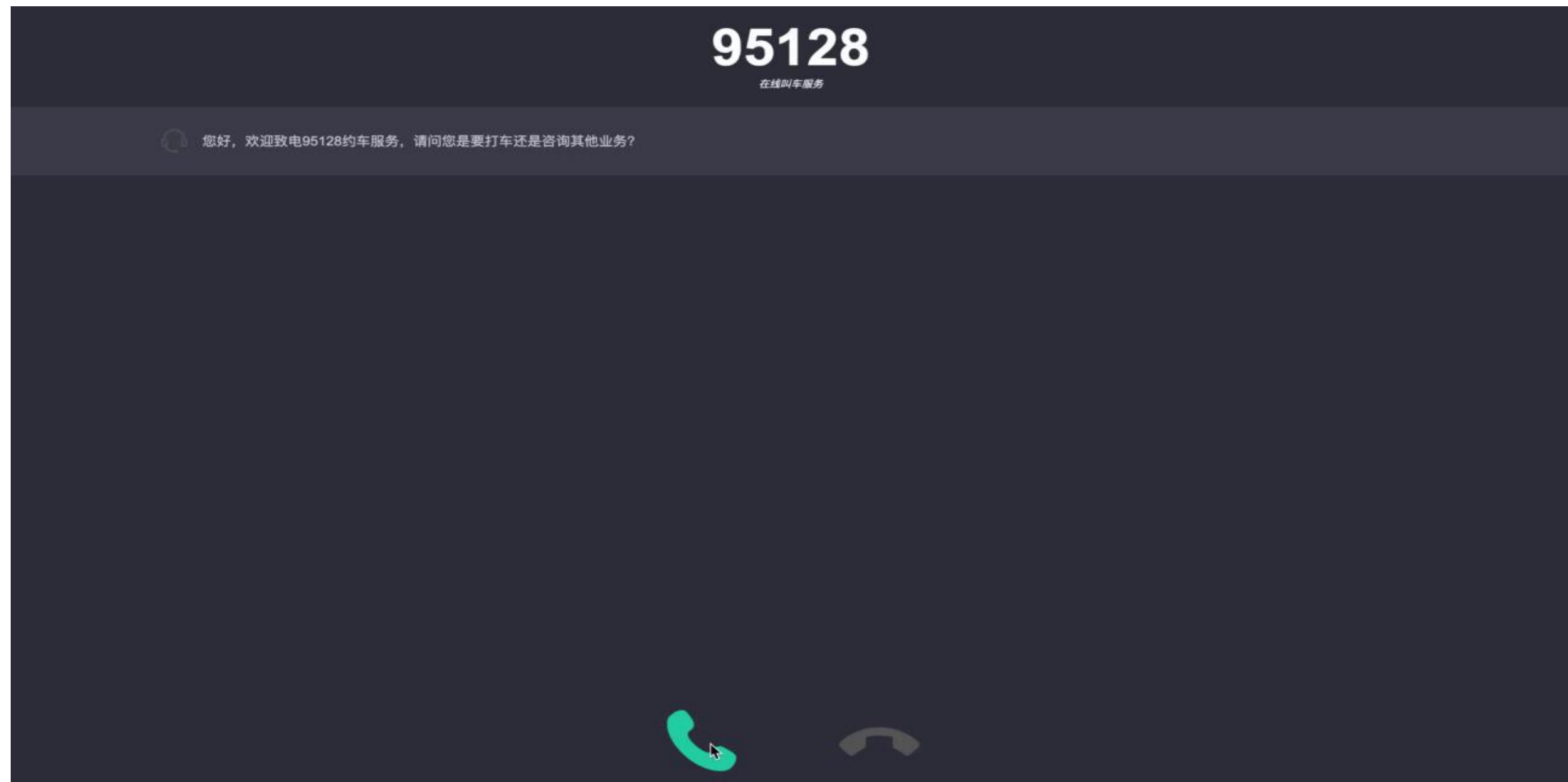
# Datasea Business Solution

DATASEA ( NASDAQ: DTSS )

## 5G Messaging---Product description

### AI Scene Module Based on Large Language Model

Sample: Intelligent Travel Module Based on Large Language Model



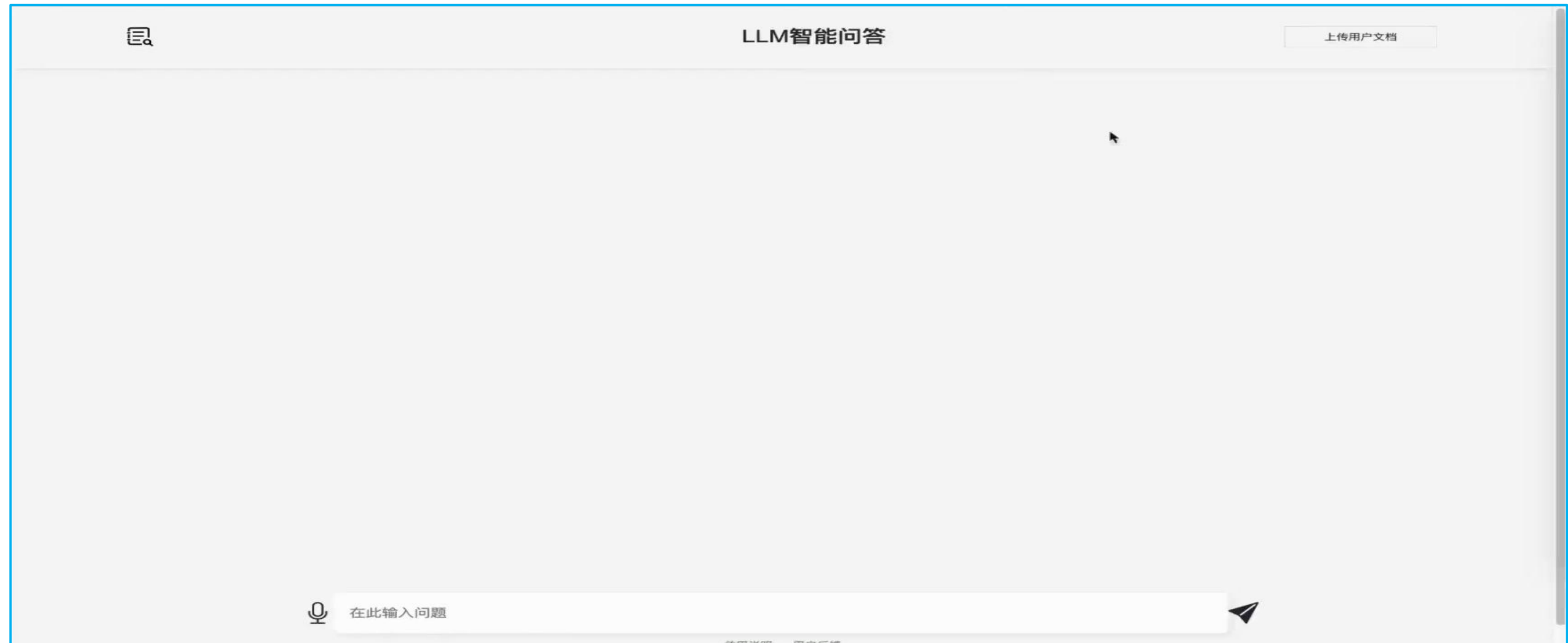
# Datasea Business Solution

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

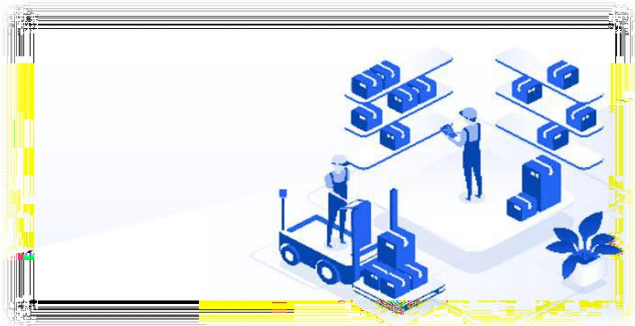
- ✓ By copying and promoting the case of ZTO, it will quickly promote the use of 5G messages on the user side and help the development of the 5G message industry ecosystem.



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

DATASEA ( NASDAQ: DTSS )

## 5G Messaging--- Market Value

5G  
communication



### New Era

**Fast and low-cost access to 5G messages;**

Ability to efficiently train models/compress information to express the world



Industry  
Platform



### New Paradigm

The emergence of the **big language model** is no less than the birth of the Internet. The explosion of **ChatGPT** is not only an AGI milestone event after years of technological precipitation in AI, but also an important symbol of revolutionary technology. Its combination with 5G communication will lead various applications to new business paradigms.



Big Language  
Model



### New Business

According to Precedence Research, generative AI is expected to experience an explosion of applications in 2023, with market space expected to increase **from \$10.8 billion in 2022 to \$118.1 billion in 2032**, with a 10-year CAGR of 27%. The 5G messaging market will also enter a scale of hundreds of billions.



# 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.

**D**ATASEA INC.

# 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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