



DATASEA INC.

Investor Presentation

NASDAQ: DTSS

IT Systems & Smart Security Solutions that make
China a Safer Place



| Safe Harbor Statement

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.

Company Overview

We leverage our proprietary technology and big data analytics to provide smart security solutions and education-related products to make China safer



- 18 Patents & 30 Software Copyrights
- AAA Credit Enterprise Certification
- ISO9001 Certification
- ISO14001 Certification
- ISO27001 Certification
- ISP Certification
- ISO18001 Certification
- Security Engineering Qualification
- Product Qualification from the Ministry of Public Security
- Business License for Computer Information System Security Products
- Network Security Company Nominee

Equity Snapshot



Ticker Symbol NASDAQ: DTSS

Share Price \$2.11*

52-Week Range \$0.77-\$7.39*



Market Capitalization 44.19M

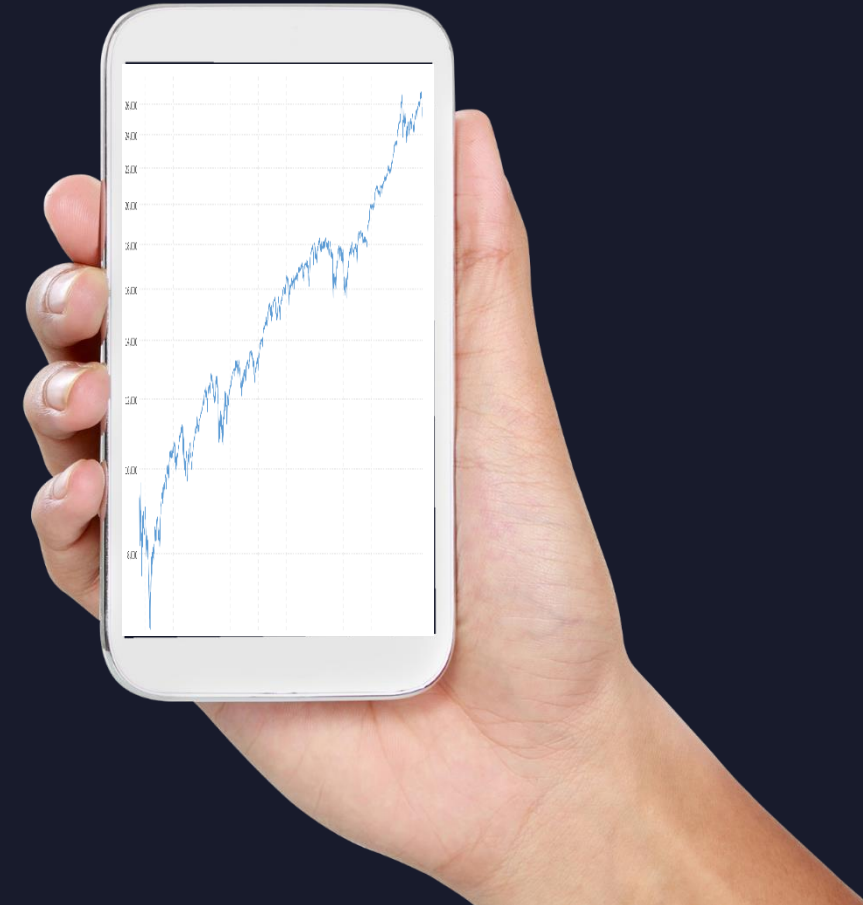
Share Outstanding 20.94M

Avg. Volume (30 days) 81,882 shares



Fiscal Year End June 30

Company HQ Beijing, People's Republic of China



Rising Demand for Smart Security Solutions

Domestic security projects are estimated to be approximately **\$32.5B**



In 2019, China's smart city-related investment was approximately \$22.8B domestically and **\$1.1T** globally

Scenic area projects account for 14% of the total security market size or approximately **\$14.6B**



Increased commitment by the Chinese Government has resulted in a significant number of orders domestically, in addition to growing demand and popularity in the international markets

Data sources: Qianzhan Research (<https://www.persistencemarketresearch.com/mediarelease/global-smart-cities-market.asp>)
Persistence Market Research (<https://www.qianzhan.com/analyst/detail/220/151201-0ae690b1.html>)

*All currency is USD

Market Opportunity

Smart Cities

“Smart Cities” projects are developing at a strong pace throughout China. Intelligent security solutions are one of the most fundamental applications of Smart Cities.

Industry Restructure

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



Growing Attention on Public Security

As public security garners more attention, the market of smart security solutions in schools, scenic areas and public areas continues to grow.



Intelligent Security Growth

The intelligent security market continues to grow rapidly with the integration of AI, big data, cloud computing and other advanced security technologies.



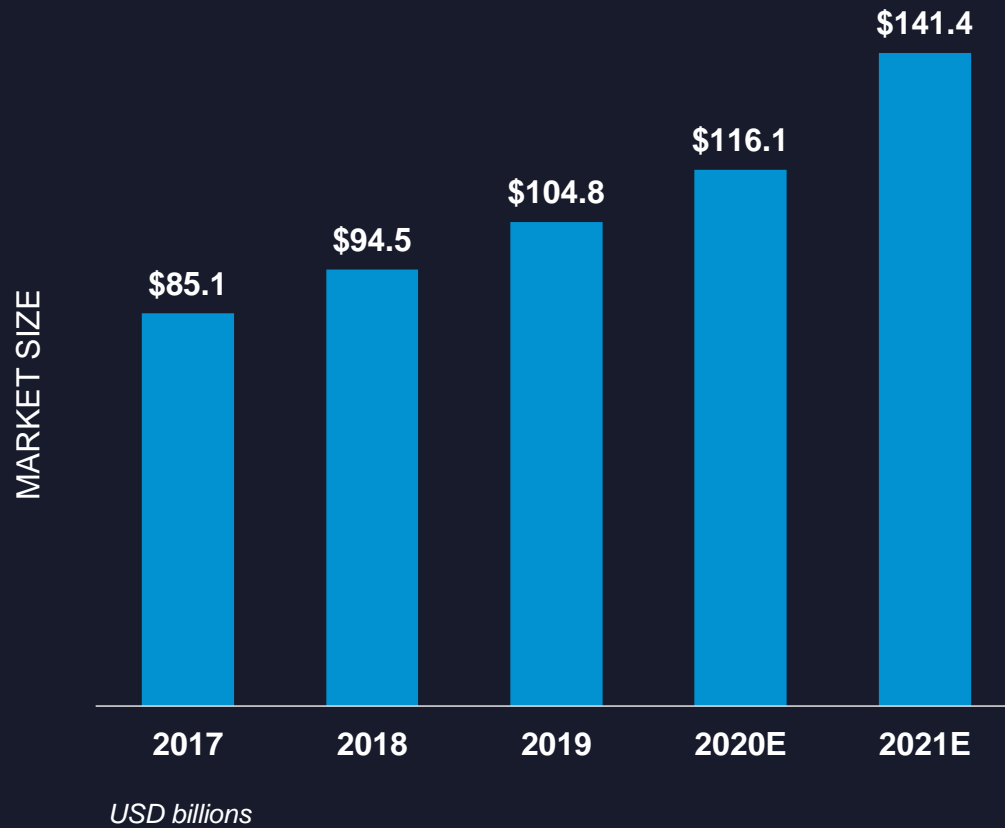
Rising Demand for Epidemic Prevention & Control

The global pandemic has not only resulted in rising demand for our proprietary epidemic prevention and control, but also increasing needs for the integration of our epidemic control + intelligent security.

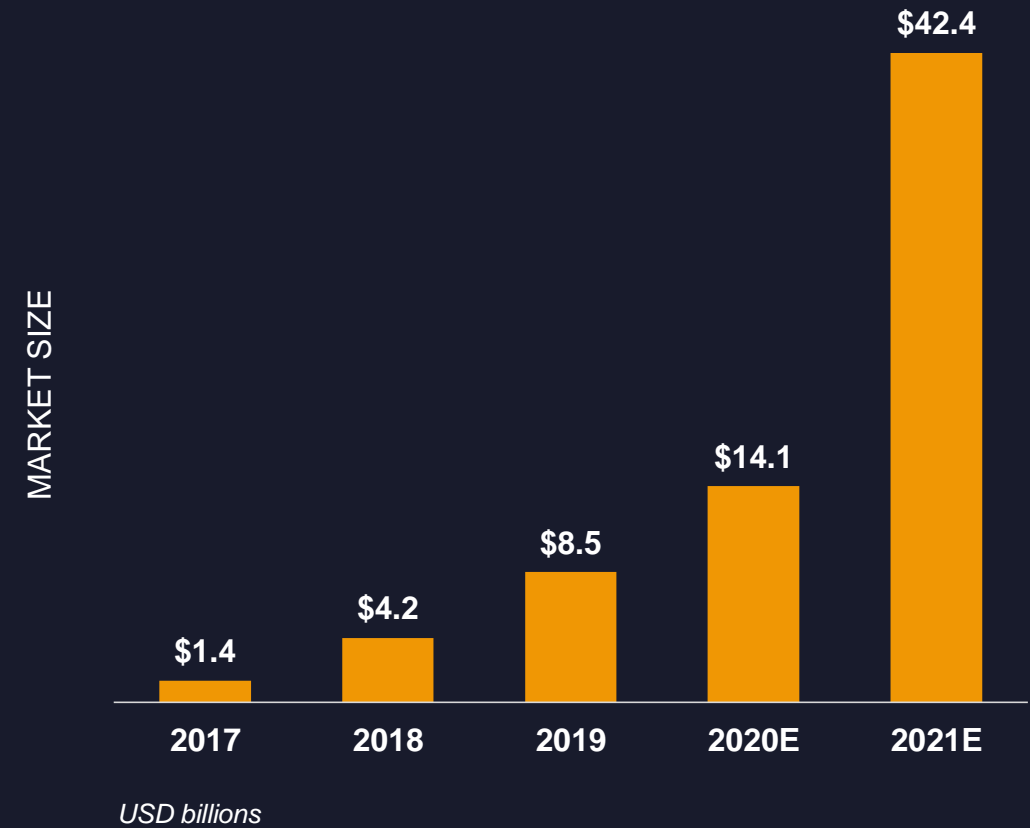


Market Trend & Growth Comparison

Traditional Security



Intelligent Security



Data sources: Askci report (<https://www.askci.com/news/chanye/20190530/1646391147051.shtml>)
Qianzhan Research (<https://www.qianzhan.com/analyst/detail/220/180613-644bd400.html>)

Core Technologies

Audio-based predictive perception algorithm

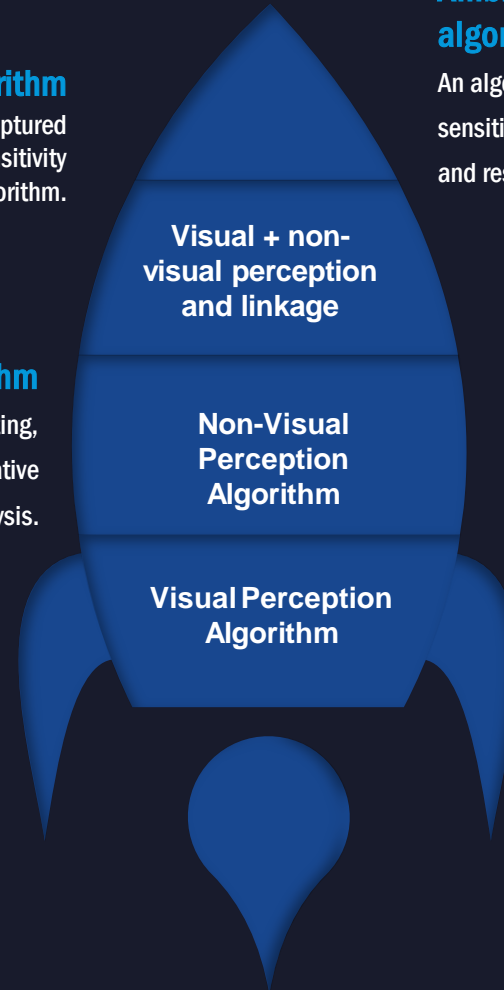
Based on the core algorithm, the processing, calculation and analyzing of the captured audio data, especially a high sensitivity resolution and response, has higher sensitivity and accuracy than the normal algorithm.

Multichannel intelligent security monitoring algorithm

By processing information collected from different channels, including hearing, smelling, tasting, and touching, a security monitoring algorithm conducts collective, clustering and collaborative analysis.

Multispectral-imagery-based behavior analysis algorithm

Provides a more accurate trajectory of moving objects based on infrared night-vision images and visible light images by intensifying the state of moving objects in dark and lightless environment.



Ambient-sound-based incident detection method & system perception algorithm

An algorithm specifically designed for analyzing and processing abnormal sounds. With higher sensitivity to changes in abnormal audio information, it is capable of providing predictive data and responses to support abnormal event analysis.

Audio-based predictive perception algorithm

Based on the core algorithm, the processing, calculation and analyzing of the captured audio data, especially a high sensitivity resolution and response, has higher sensitivity and accuracy than the normal algorithm.

Thermal-gradient-based posture & behavior analysis algorithm

By analyzing the temperature distribution and variation tendencies of humans and animals through an infrared imager, the system can conduct analysis, make decisions, and quickly predict the probability of potential risks or danger initiated by the target.

Product & Service-Security Big Data Management Platform



Description

- Provides high-value analysis of videos, images, and vehicles through the integration of AI and big data

Key Functions

- Industrial leading data analysis
- Comprehensive data application
- Efficient data management
- High-speed data operation

Product & Service-Intelligent 3D Security Platform



Designed to meet the smart security needs arising from campuses, public spaces and scenic areas

Description

Based on AI algorithms and big data analysis, this platform is capable of building an intelligent 3D security system



Key function

Features multi-dimensional perception, comprehensive analysis and real-time decision-making

Security Hardware Suite



Intelligent Student Card



Controller of Alarm System



Intelligent Alarm Box



Network Security Auditing Product



Child Smart Watch



Intelligent Alarm Column



Facial Recognition Device



Advanced Imagery Technology



Functions

- Multi-scale infrared imaging pre-processing
- Dynamic wide temperature image enhancement
- Environment adaptive imaging
- Image-position-based disaster alarming

Applications

- Night Security Monitoring
- Border Anti-Smuggling
- Fire Alarm
- Environment Protection
- Enforcement
- Transportation
- Power & Petrochemicals
- Production Testing
- Vehicle Assisted Driving
- Building HVAC
- Health Care
- Scientific Research

Monitoring Public Health Care Threats and Pandemics



Real-Time Monitoring



Data Management



Abnormal Health
Status Alarms



User and Device
Management

Datasea's system:

- Real-time body temperature monitoring
- Collected data management
- Abnormal health status alarms

How the system works:

- Once the alert is triggered, the system will provide real-time tracking, showing the trajectory of the affected person.
- After the person is identified as a patient, using intelligent analysis, the system will generate a list of potentially at risk people with whom the patient may have been in contact.

Monitoring Public Health Care Threats and Pandemics

Effective Integration: ID Authentication + Automatic Temperature Measurement + Big Data Analysis Platform

Datasea Information
AI Engine



Human flow management

Real-time case reporting

Regional warning

No-mask warning

Big data analysis



Body
Temperature
Measuring
Camera



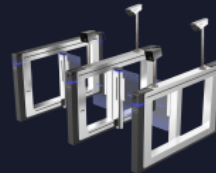
5" Handheld
ID
Verification
Device



Temperature
Measuring
Probe



7" Handheld
ID
Verification
Device



Temperature Measuring
Gate -
Small Scale



Large Scale
(Face Recognition +
Temperature Control)



Desktop Device for
Temperature Measurement +
Guest Verification

Multi-target Rapid Temperature Measurement

Smart Thermometer

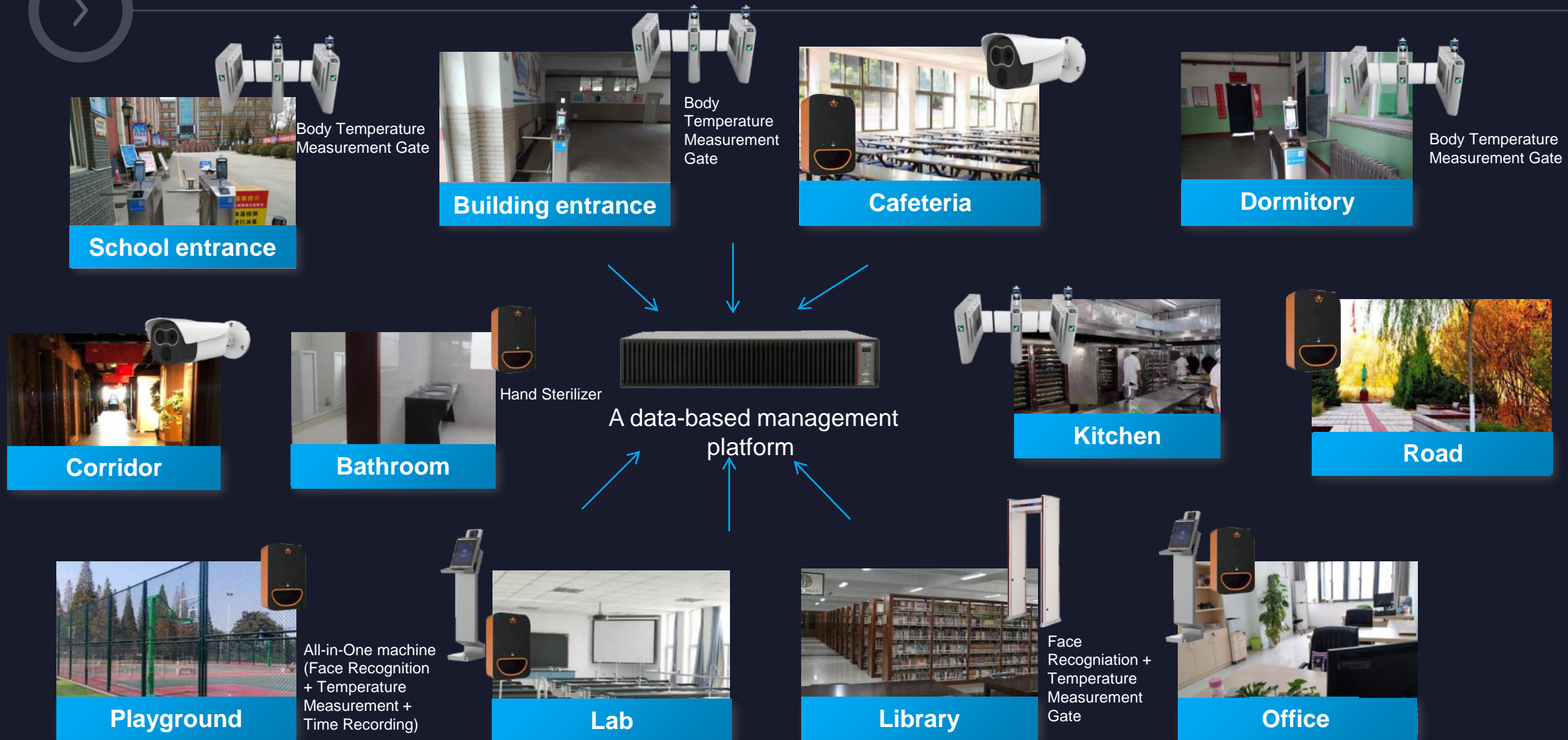
- 16 target temperature measurements in less than 30 milliseconds
- Dynamic real-time continuous detection
- Automatic temperature measurement

VS

Traditional Temperature Measuring

- 16 target temperature measurements in 16 seconds
- Schedule indefinite detection
- Manual temperature measurement

Everyday Use Case Scenarios



Big-Data-based Privacy Control

Secures personal data through encryption, masking and noise mixing technologies



Data Encryption

Combine cryptographic and data identification techniques, and leverage technical approaches incl. trust management, access control, data encryption, trusted computing, and ciphertext retrieval, to build up a data security system integrating data transmission, analysis and application, so as to solve problems in relation to privacy control, data source authenticity and fake ID prevention.

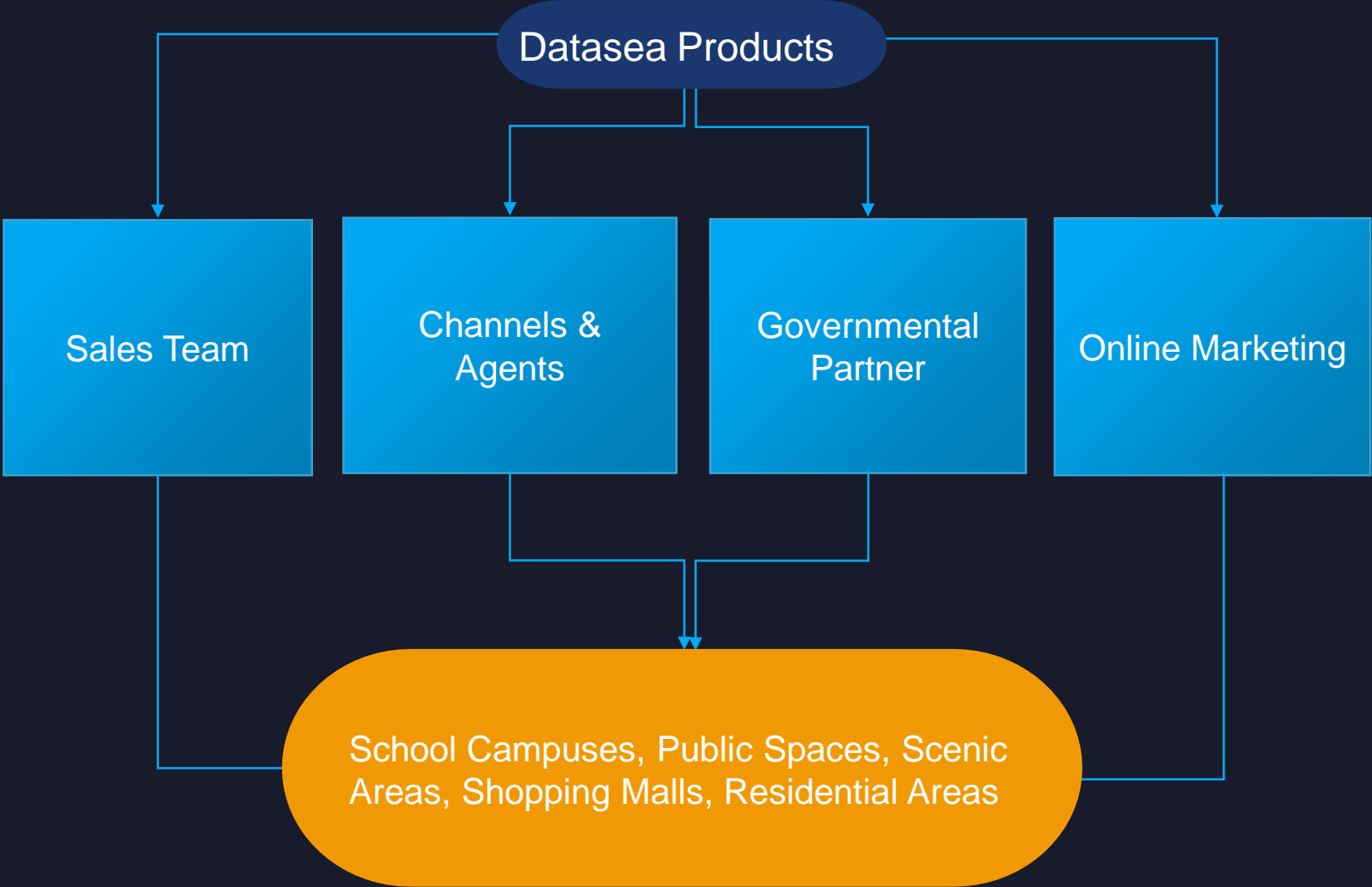
Data Mixing

Carry out the “desensitization” of data, i.e. to remove private or confidential information (e.g. personal ID, bank account) contained in the data for the protection of confidentiality and privacy.

Encrypted Noise

Make use of anonymization technologies to remove the labels of data being transmitted; and mixing some ‘noises’ into data depending on a mechanism called differential privacy, so as to ensure data security during external identification process.

Go-to-Market Strategy



| Business Model

Revenue Sources



Marketing Achievements



Government qualification acquisition and Strategic Partnerships

- Ministry of Public Security
- The Ministry of Education
- The Ministry of Culture and Tourism
- Harbin Science and Technology Dept.
- Liyuan District Government (Changchun)
- Xuanwu District Government (Nanjing)
- Zhengzhou Municipal Government



Robust Product Development & Synergistic Partnerships

- 45 purchase orders for the public community and 17 new agreements with K-12 schools for Datasea's proprietary Epidemic Prevention and Control System
- The Safe Campus Security System is used by several schools in China

Competitive Advantages



Advanced Technology

- Solutions equipped with facial recognition technology, background modeling, data flow analysis
- AR system cloud mirror control original security equipment to solve issue of information island
 - Integrated security management system monitoring moving objects in the security area, intrusion, vehicles, network connections, etc.

Quality Assurance

- Certified by Computer Information System Security Product Quality Supervision, Inspection Center of the Ministry of Public Security, ISO14001 and ISO18001

Talented Research and Development Team

- Engineers from leading Chinese institutions - Chinese Academy of Sciences and Harbin Institute of Technology
 - Strong background in S-AIOT (Security + Artificial Intelligence + Internet-of-Things)

Investment Highlights



■ **Significant TAM and market potential** within China's Smart Security Industry

■ **Diversified customer base:** the Chinese Government, schools, commercial areas, and the public community

■ Leading technologies with Varity intellectual property rights

■ **Comprehensive product suite** with sophisticated business development models

■ **Robust and innovative R&D** team lead by experienced management team

THANK YOU

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