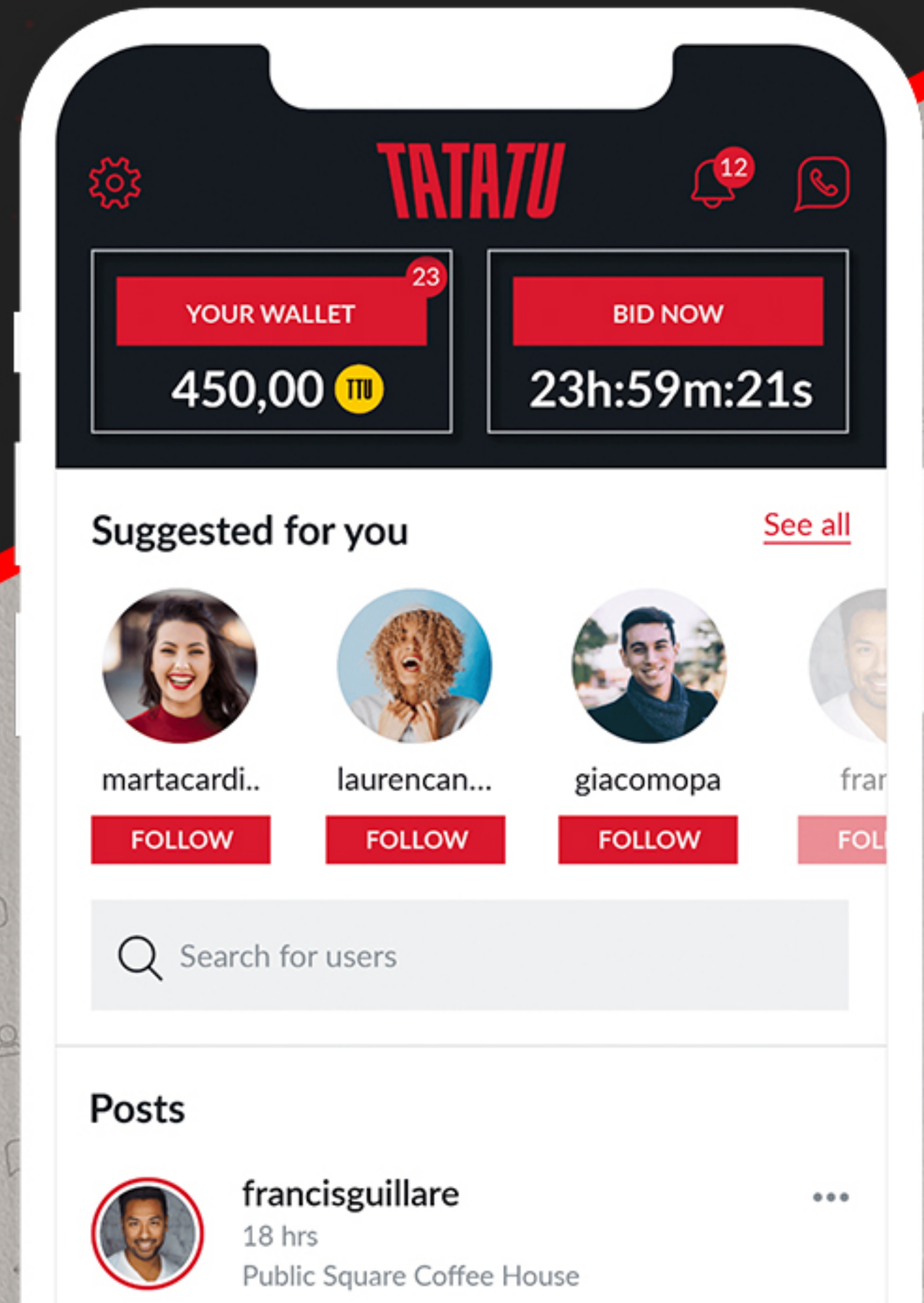


INVESTOR PRESENTATION



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TATATU

AGENDA

- 01** Key investment highlights
- 02** Market, competition & customers
- 03** TaTaTu value proposition and one-of-a-kind business model
- 04** Go-to-market strategy
- 05** Financials

Appendix

**WE ARE THE FIRST DATA CARING
SOCIAL NETWORK
AND REWARDING
COMMUNITY**

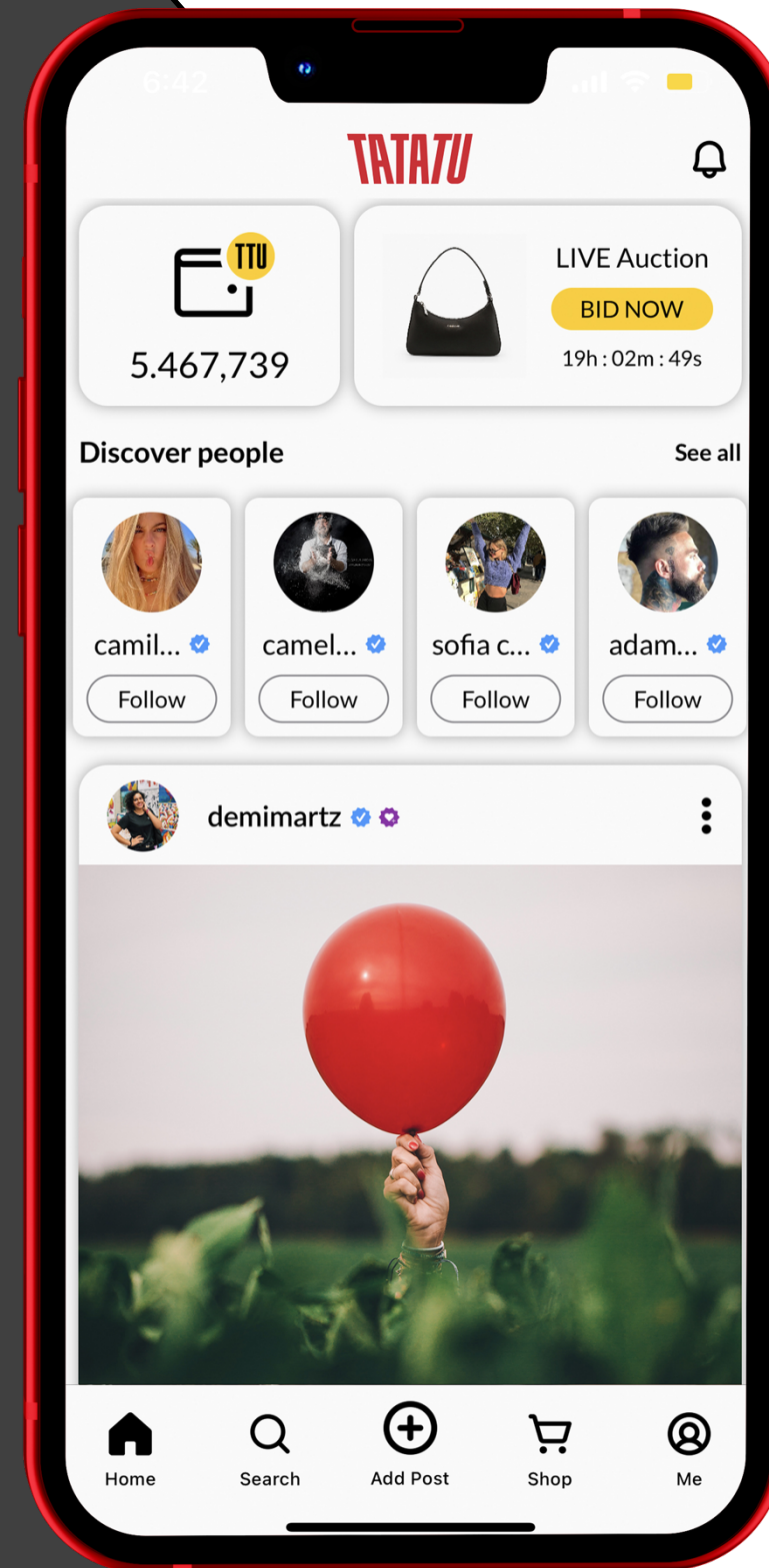
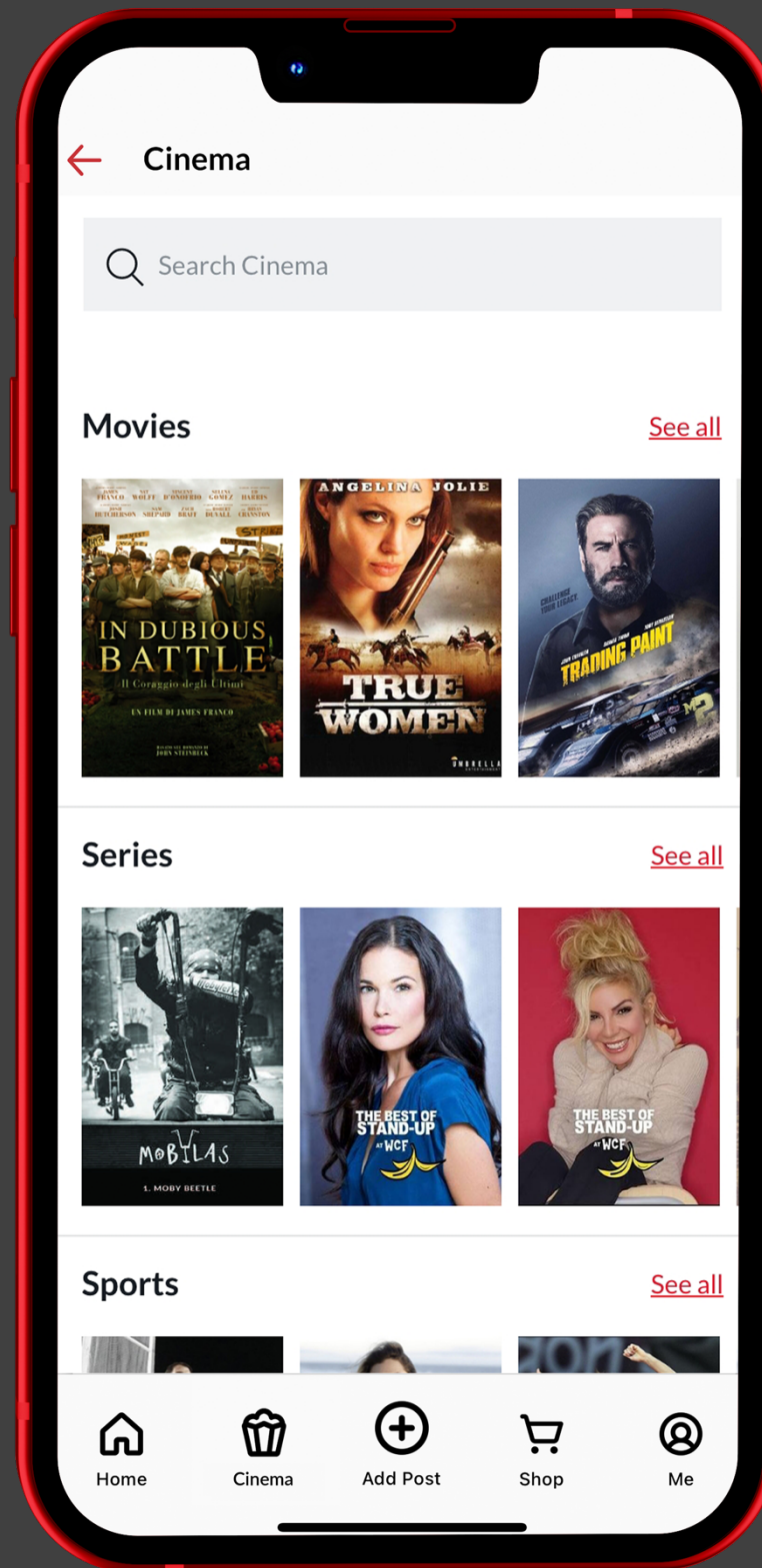
WITH BEST-OF-BREED
PROPRIETARY TECH TOOLS
**FOSTERING USER
ENGAGEMENT**

01

Key investment highlights



TaTaTu today

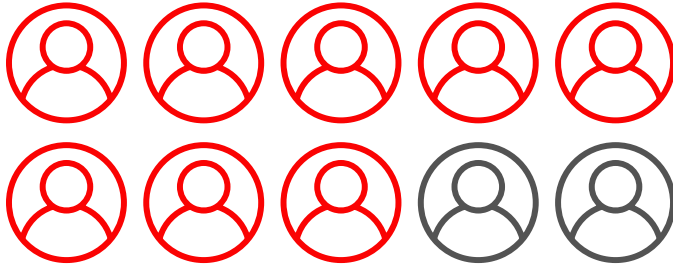


- 1 | **First and only European social network** built on a committed manifesto: **rewarding its users**
- 2 | **Disruptive business model stemming from the founder's creative DNA** and anticipating the convergence of entertainment, education and e-commerce
- 3 | **In-house developed technology and innovative mindset** offering best user experience and functionalities
- 4 | Strong business profile, **already at breakeven** with **solid and diversified monetization strategies**
- 5 | Leveraging on a **highly creative management team** experienced in the **digital and entertainment industry**

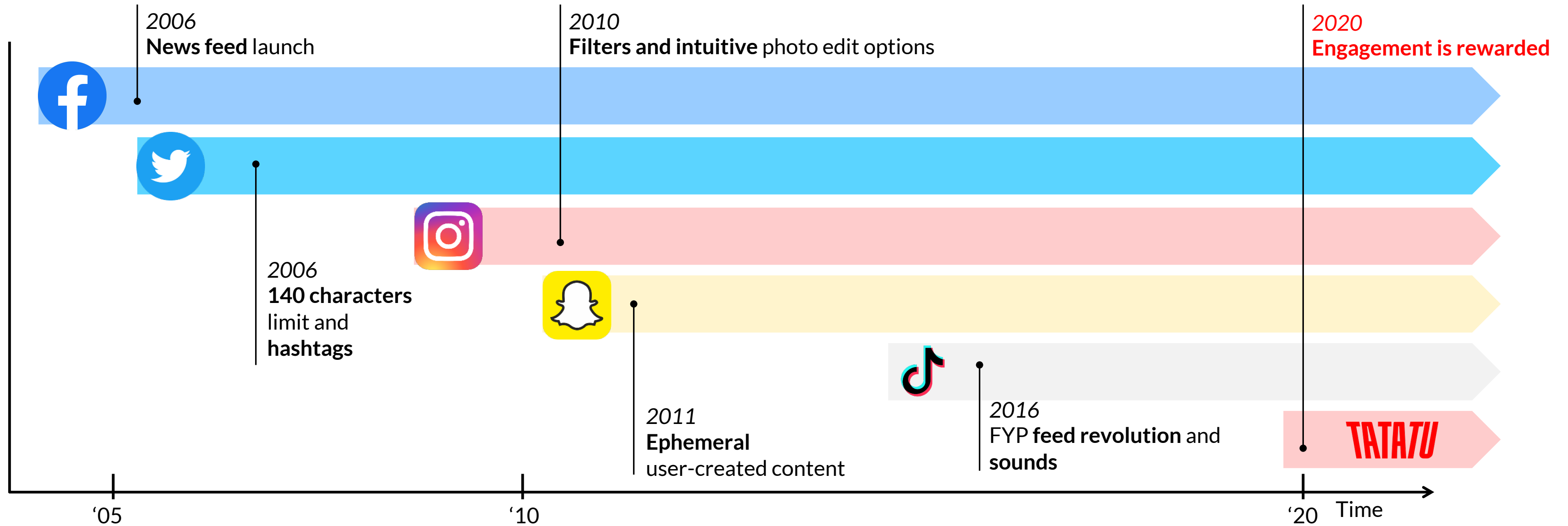
1

TaTaTu is the first and only European social network built on a committed manifesto: rewarding its users



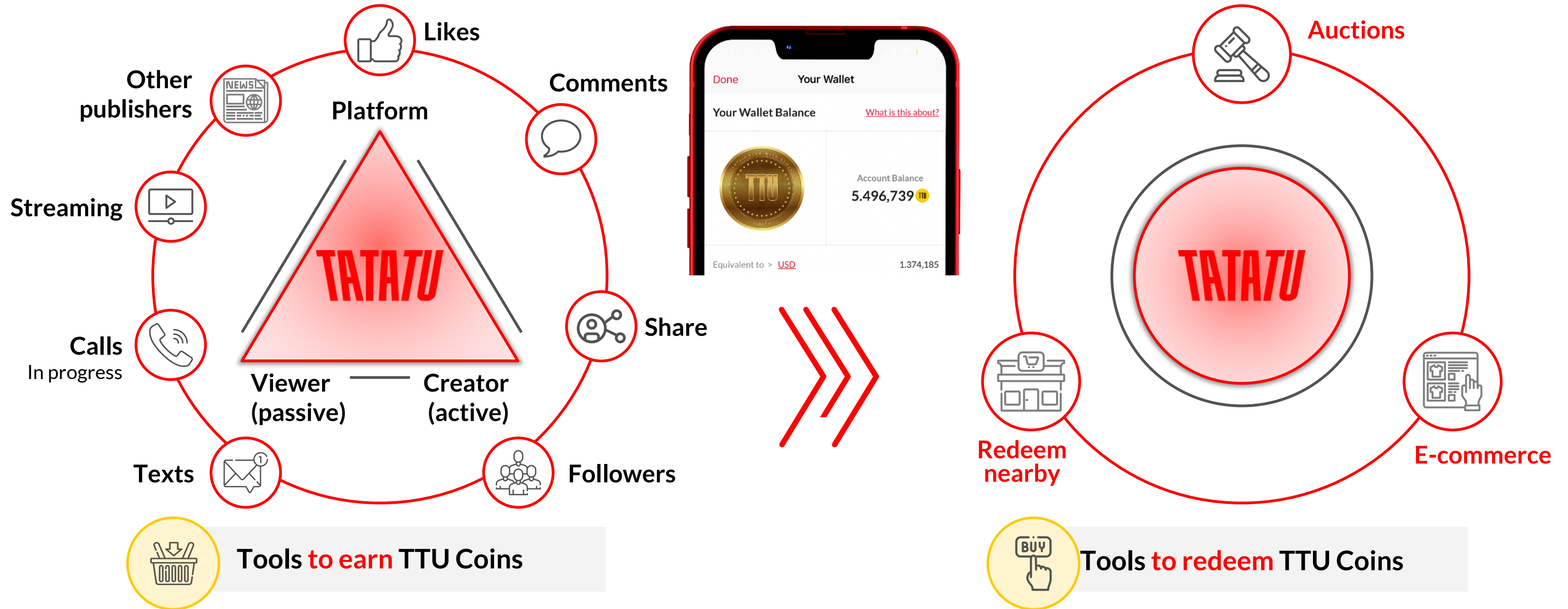

80%
 OF SOCIAL MEDIA USERS FEEL THEY ARE EXPLOITED WHILE USING SOCIAL MEDIA PLATFORM

Selected social media timeline, and key innovations launched



First mover opening a new phase for customers engagement through a balanced sharing of the value created by digital impressions and users

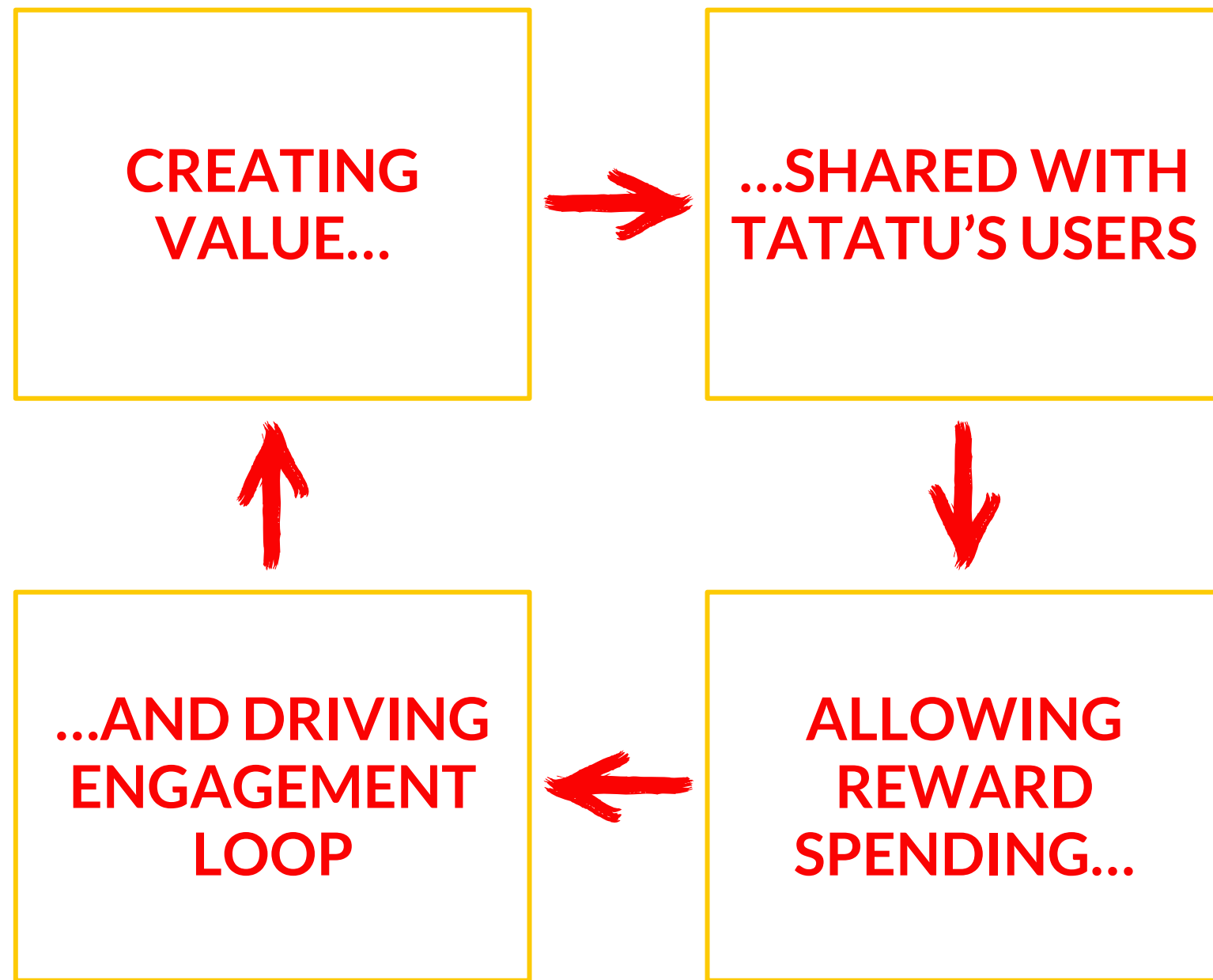
1 A global entertainment data caring platform creating a sharing and circular economy



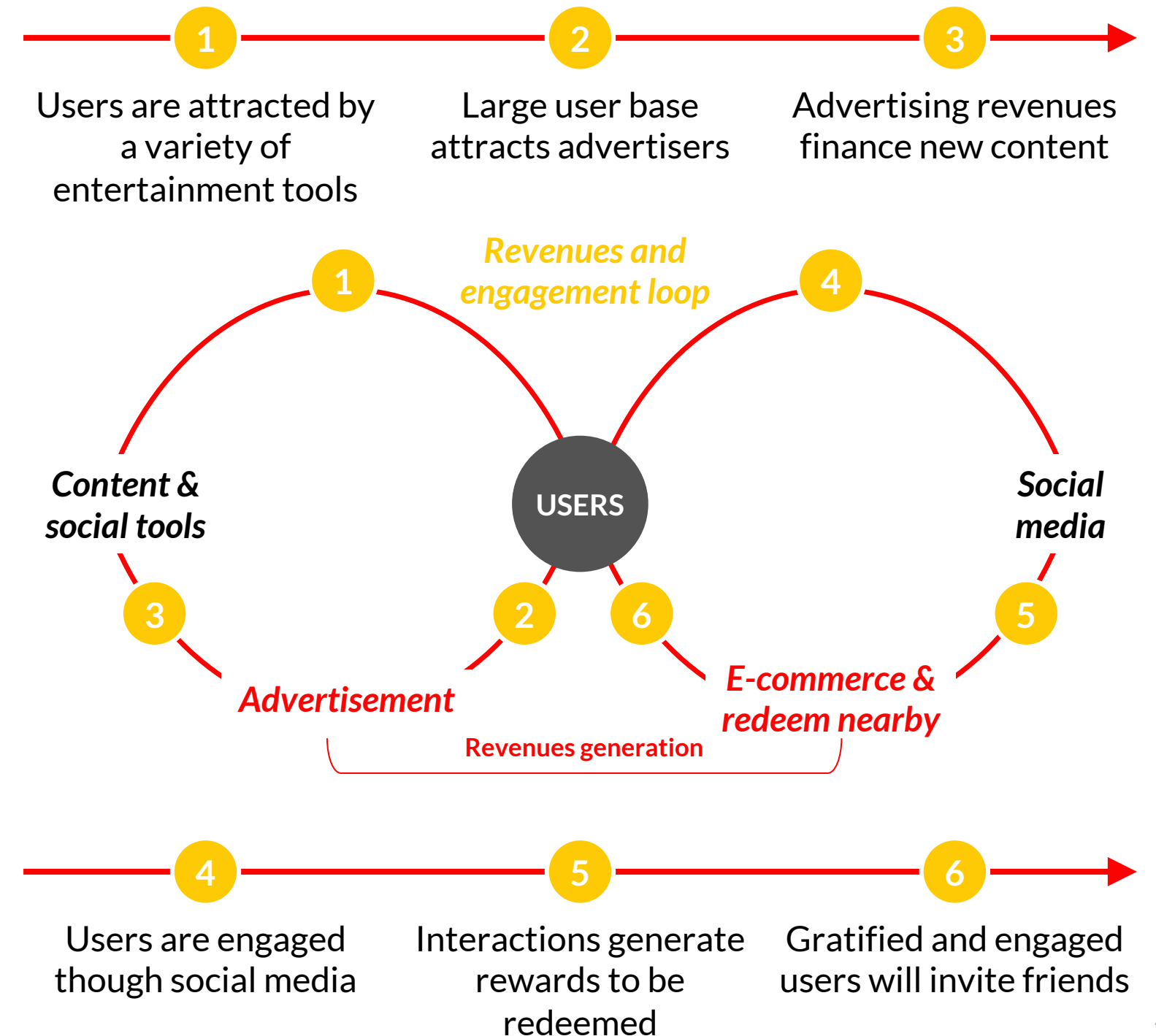
Users are rewarded for interactions on the platform with virtual coins and can spend them within TaTaTu ecosystem

2 Disruptive business model stemming from founders' creative DNA and anticipating the convergence of entertainment, education and e-commerce

The first sharing economy in the entertainment industry...



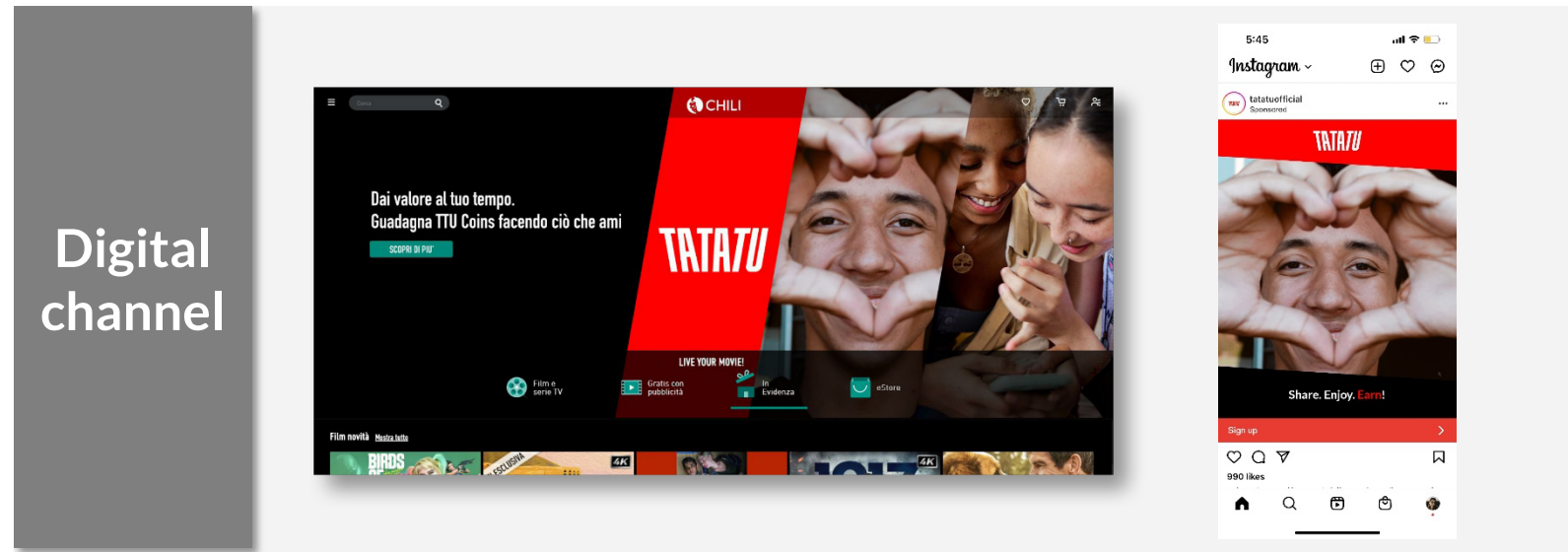
...where user reward is a distinctive feature and drives revenue and engagement loops



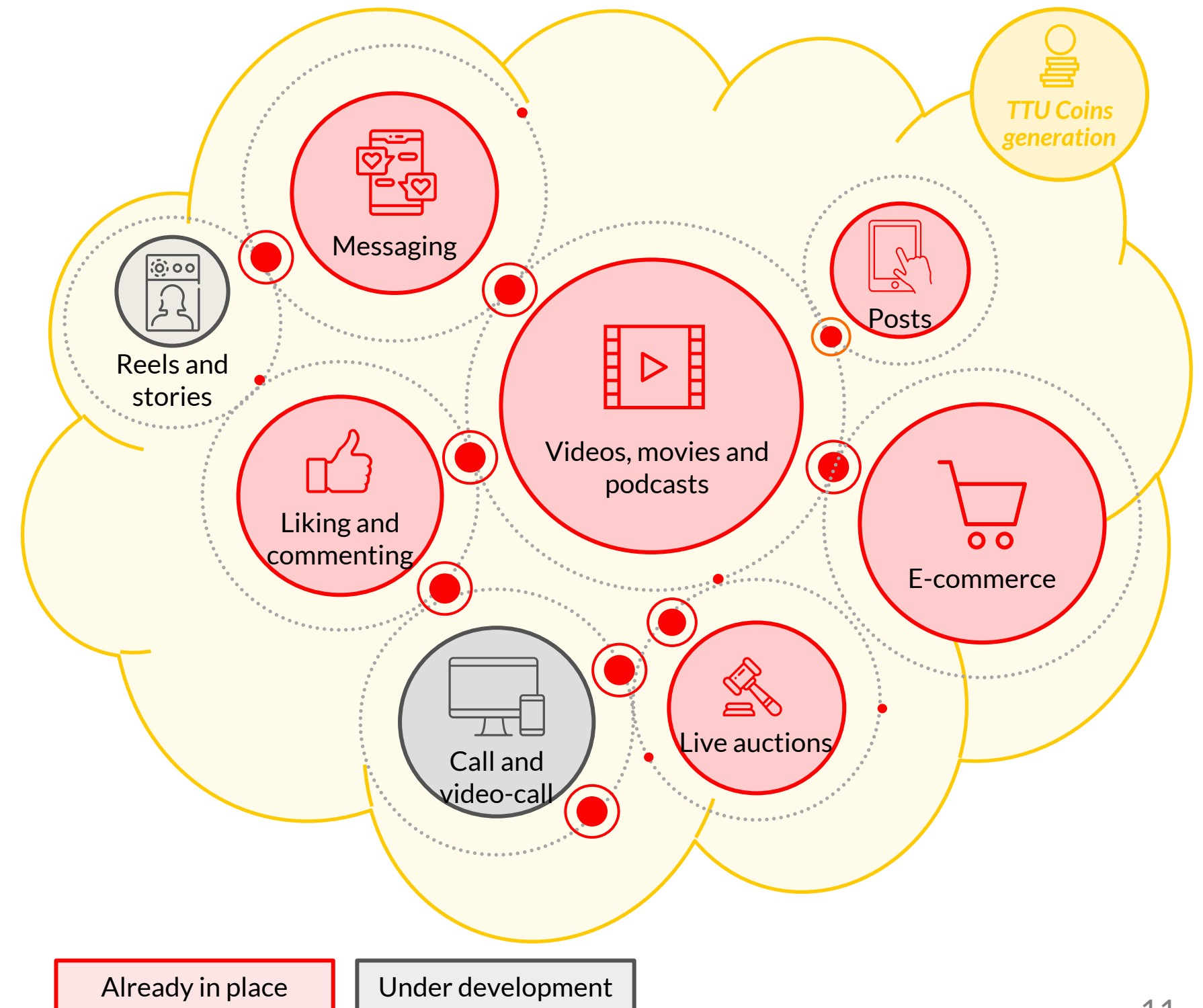
3

In-house developed technology and innovative mindset offering best user experience and functionalities

Users acquisition channels

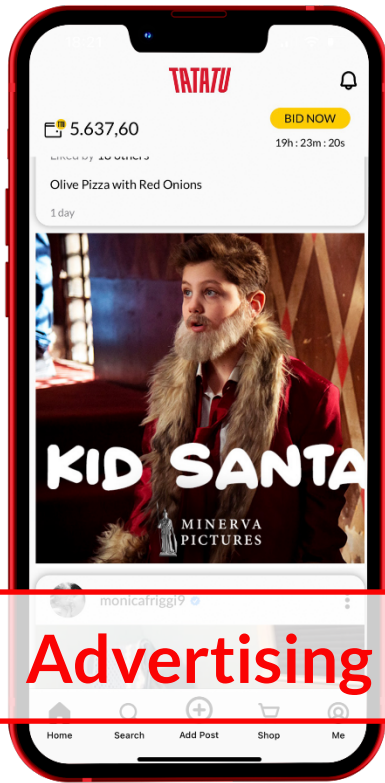


User experience and functionalities



4

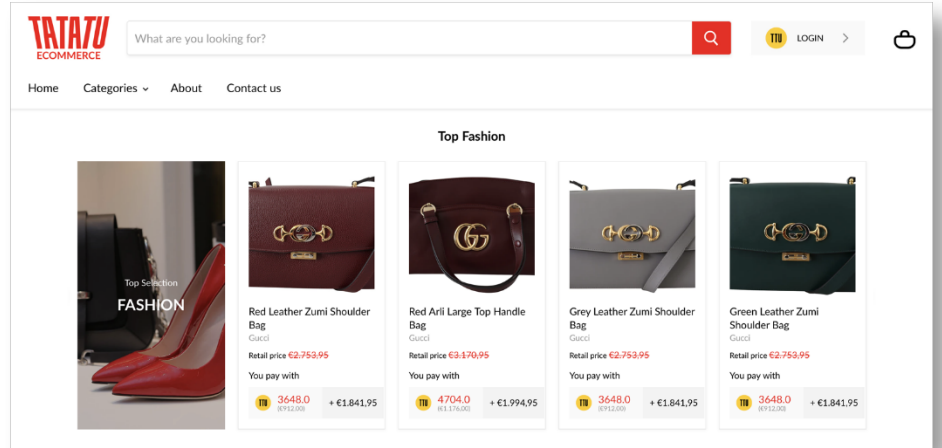
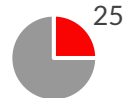
Strong business profile, already at breakeven with solid and diversified monetization strategy



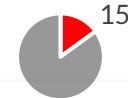
Advertising



Redeem nearby



E-commerce



% on total cash revenues as of 2026e (not including surveys, whose impact would be negligible)

5

Leveraging on a highly creative management team experienced in the digital and entertainment industry



Andrea Iervolino
Chief Executive Officer

Previous experiences

- 15+ years in film production and distribution sector
- Last productions: “Waiting for the Barbarians”, “State of Consciousness”, “The Poison Rose”



Nicola Allieta
Chief Content Officer

Previous experiences

- 10+ years in the production and distribution of video content through TVOD, SVOD, AVOD windows and iOS apps
- Producer of the first Italian Docu-Series: SanPa



Patrizia Conte
Chief Marketing Officer

Previous experiences

- 20+ years in digital adv. started in DoubleClick (current Google)
- Start upper in several European big portals (e.g. iol.it and leonardo.it)
- New business Director at UNIVERSAL MUSIC GROUP
- Entrepreneur in digital programmatic adv. at Oyster
- Lecturer in several Italian universities

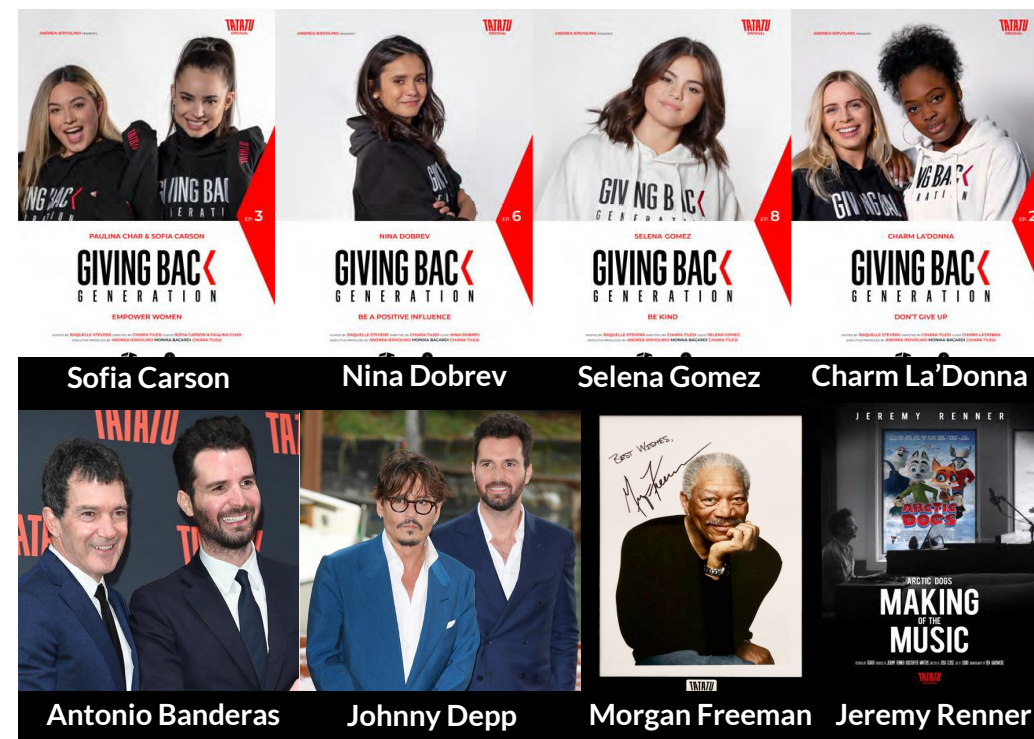


Bojan Bjelic
Chief Technology Officer

Previous experiences

- 20+ years in IT, primarily software development
- CTO The Blue Minds Company
- Information System Architect s IT Solutions
- Tech Lead Global Blue

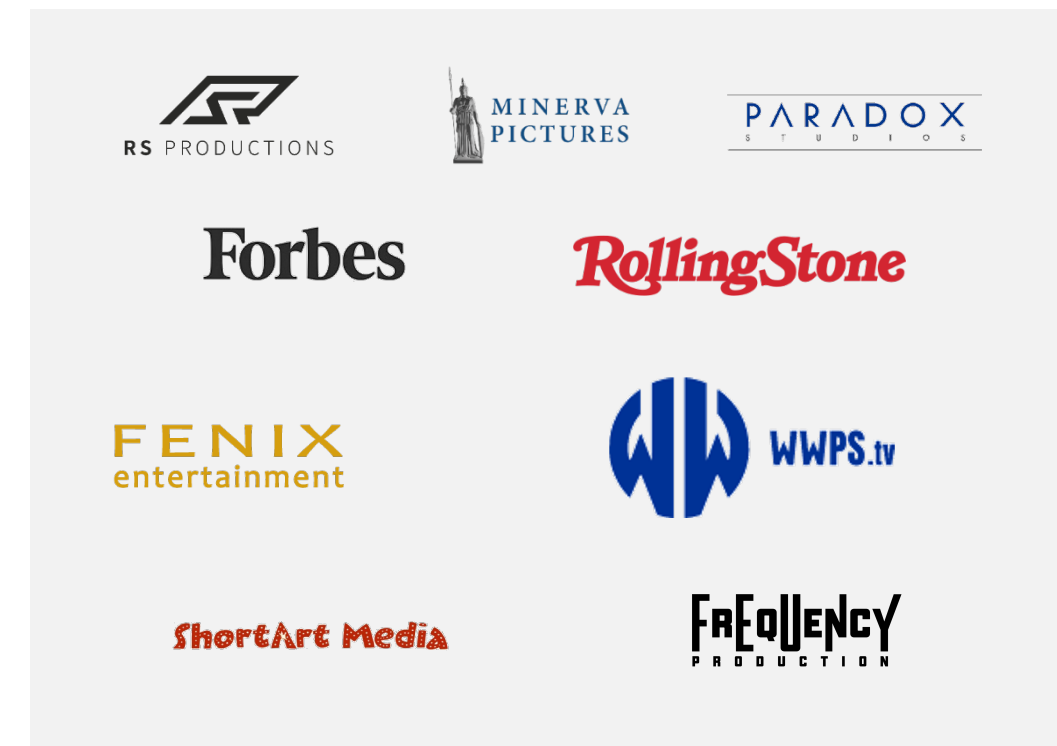
Connections among influencers and celebrities



Extensive movie collection⁽¹⁾



Partnership with leading media and advertising companies



Source: Company information
Notes: (1) Not accessible in the Italian market

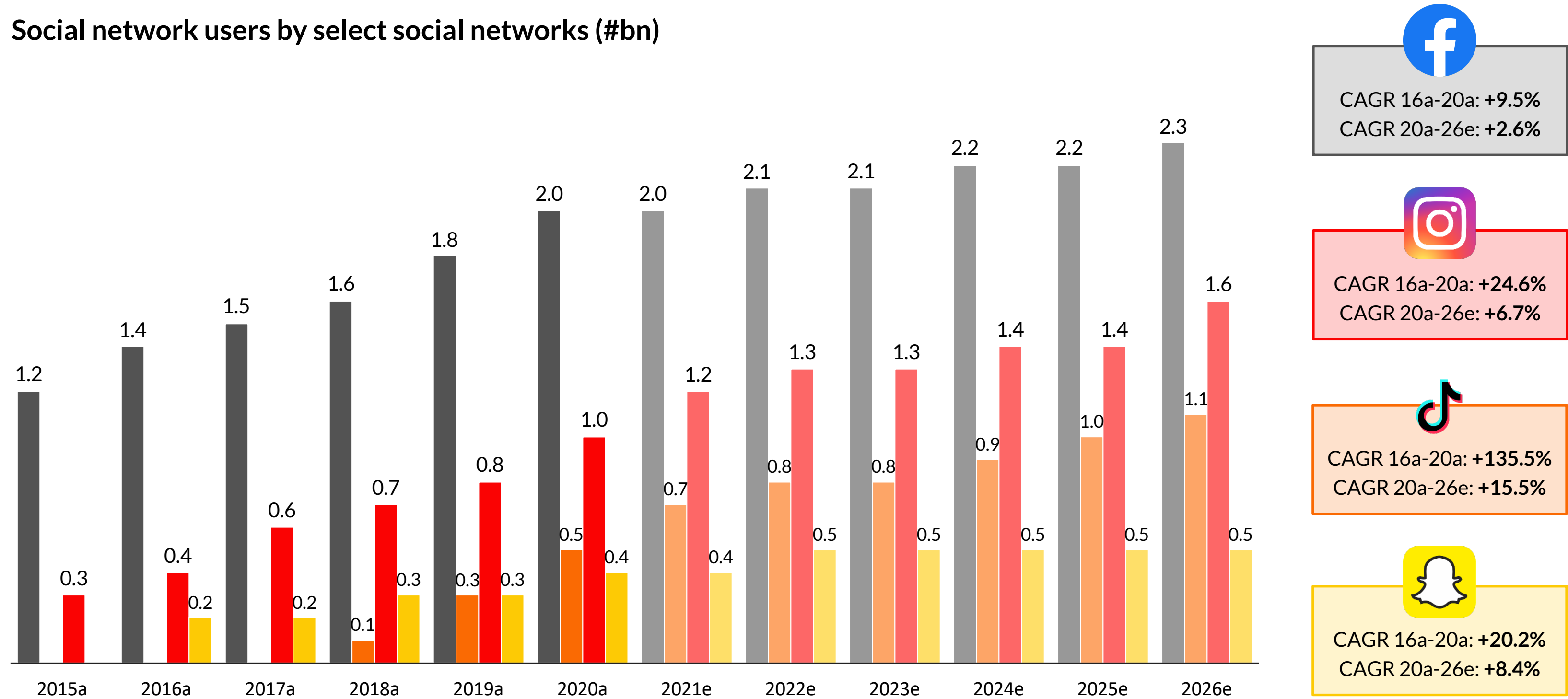
02

Market, competition & customers



Social networks' users are expected to grow at a slower pace mostly due to an already consolidated penetration

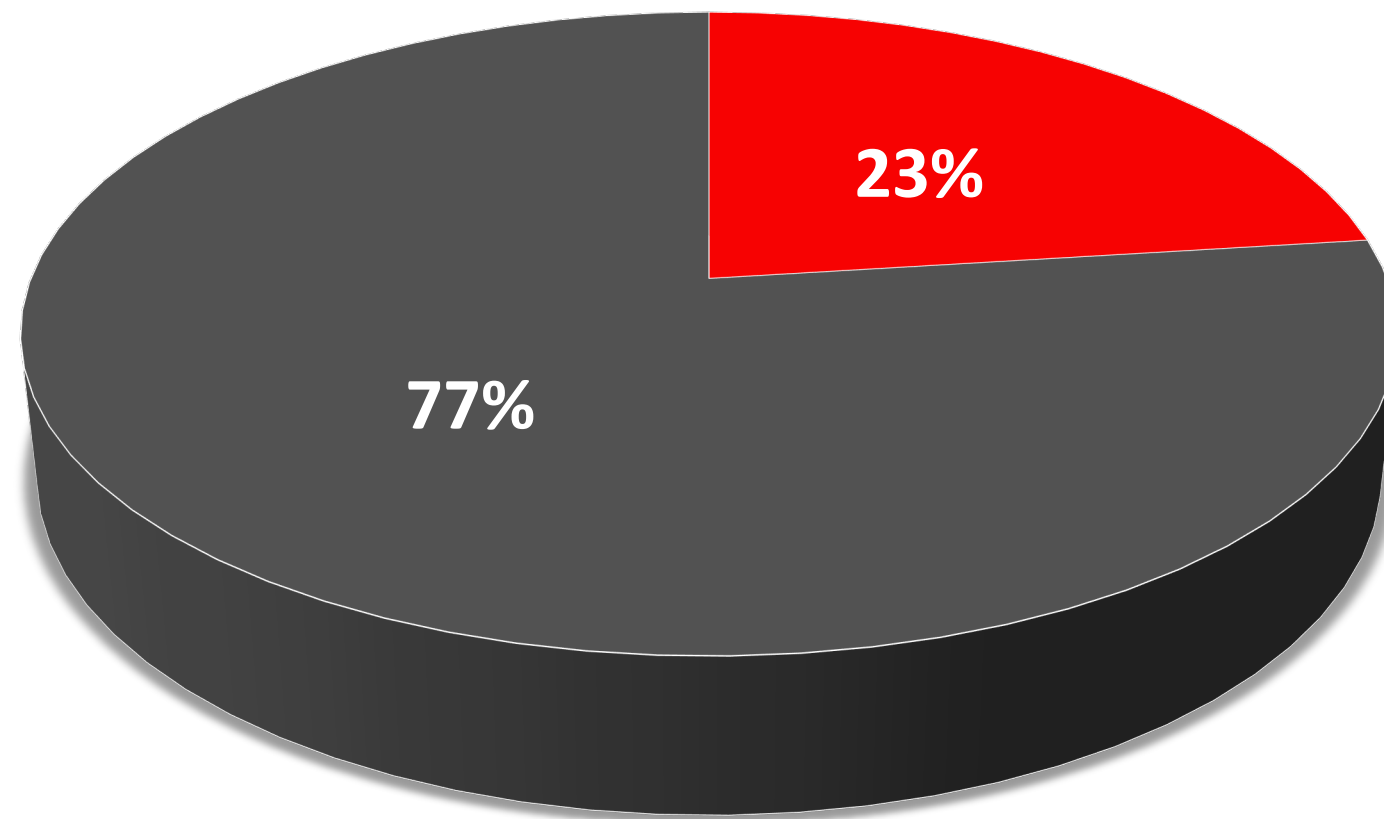
Social network users by select social networks (#bn)



Technology and media companies need to identify, reach and super-serve super users in order to drive growth

Group of users whose **time spent on media and technology** far exceed those of other users

Super users



Standard users

Super users profile



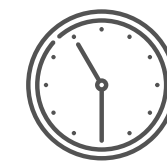
Young, affluent and educated

44% of super users is aged 18-34

70% of them holds at least a bachelor degree

Standard users

Super users



Avg. time spent⁽¹⁾

10.3h → 14.6h

+40% time spent on media and tech



Media spending

3.6x →

44% of spend is driven by super users



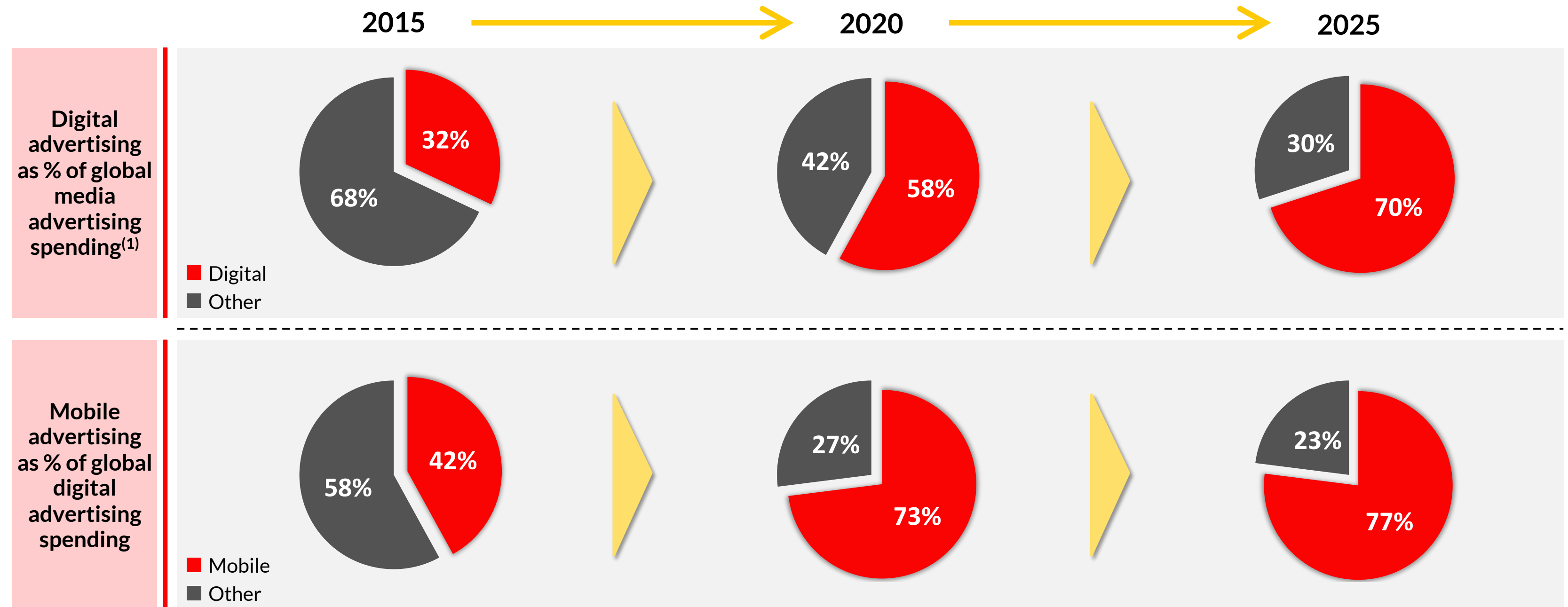
E-commerce spending

5.0x →

60% of spend is driven by super users

Digital advertising spending is expected to significantly increase...

...driven by the rise of RAVOD and social commerce businesses



Positive trend of global digital advertising spending keeping growing faster than traditional, with mobile becoming the most targeted channel

Source: Prepared by TaTaTu management based on Oliver Wyman analysis

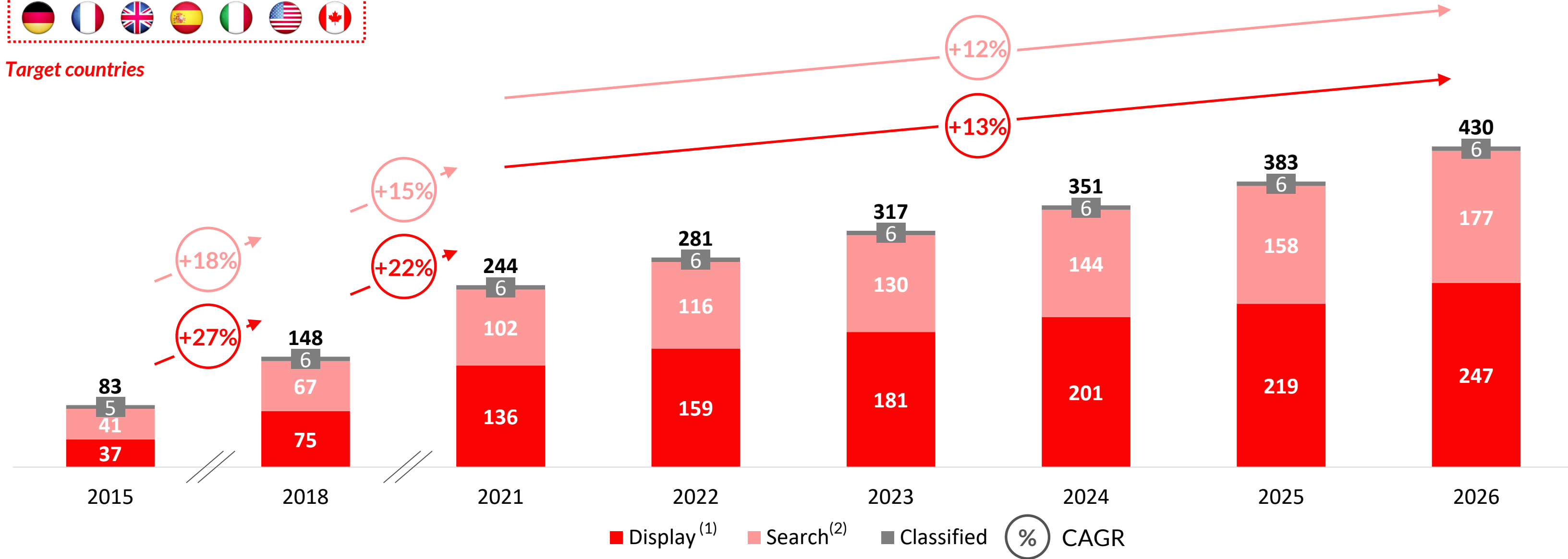
Notes: (1) Incl. advertising that appears on desktop and laptop computers, mobile phones, tablets and other internet-connected services and all the various formats of advertising on these platforms (excl. SMS, MMS and P2P messaging-based advertising)

Display advertising benefits from consumers surge in social media and AVOD

Digital advertising spending in target countries by format (\$bn)



Target countries



TaTaTu target countries advertising spending is expected to **almost double** in size over the **next 5 years**, with display expected to **keep growing** at the **highest pace** over the next years

Source: Prepared by TaTaTu management based on Oliver Wyman analysis

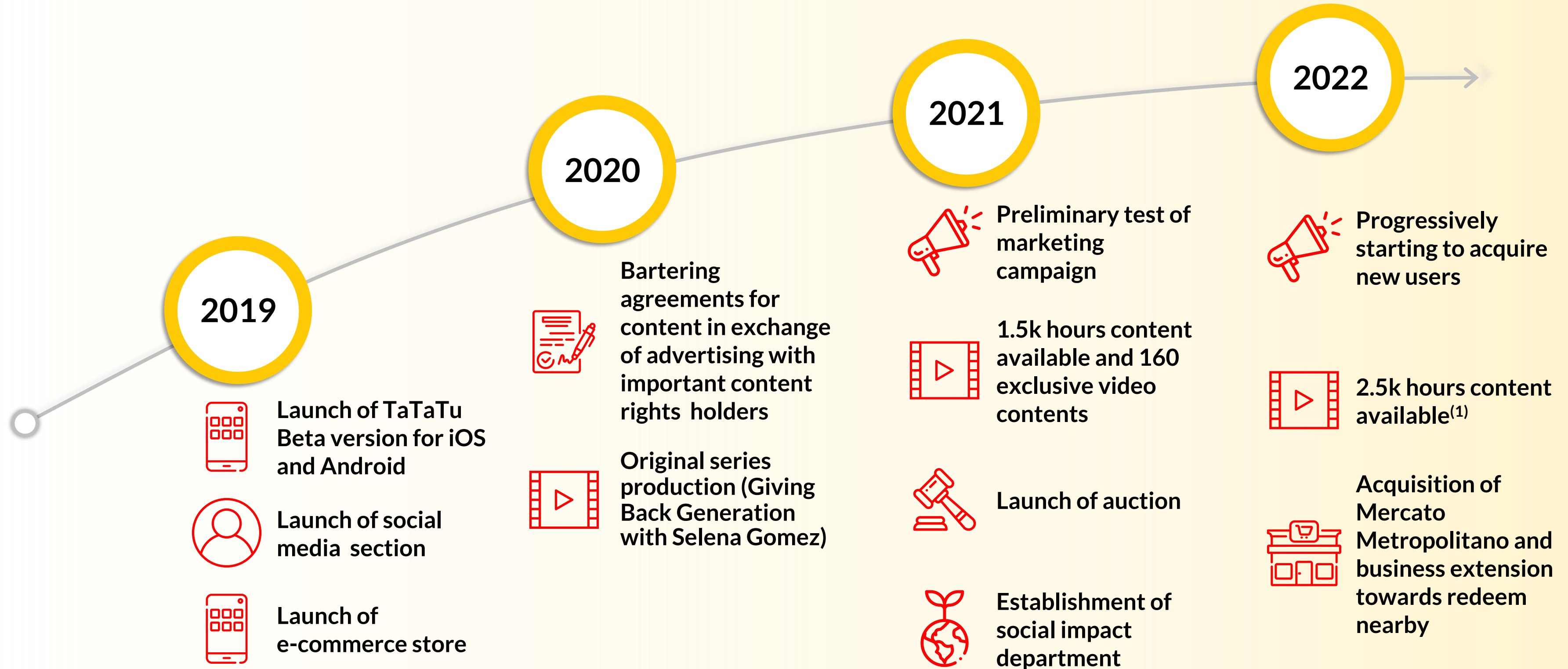
Notes: (1) Including paid listings, contextual test links and paid inclusion; (2) Including banners (static displays), rich media, sponsorship, video (ads appearing before, during or after)

03

TaTaTu value proposition and one-of-a-kind business model



TaTaTu's journey: from inception to market launch



Development

Market launch

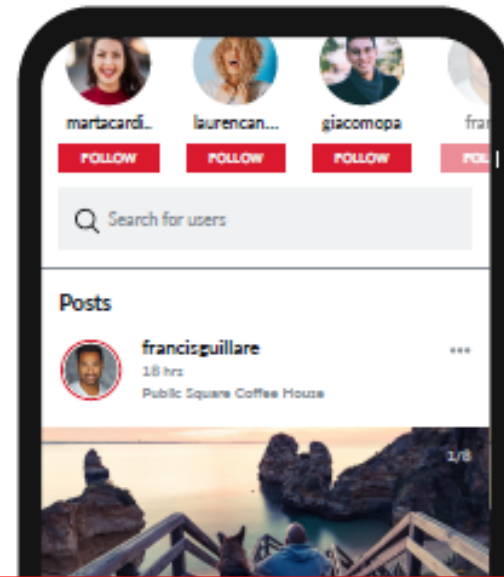
What is TaTaTu? The first data caring engaged and rewarding community that provides global entertainment

Differentiating factors

Technology at core

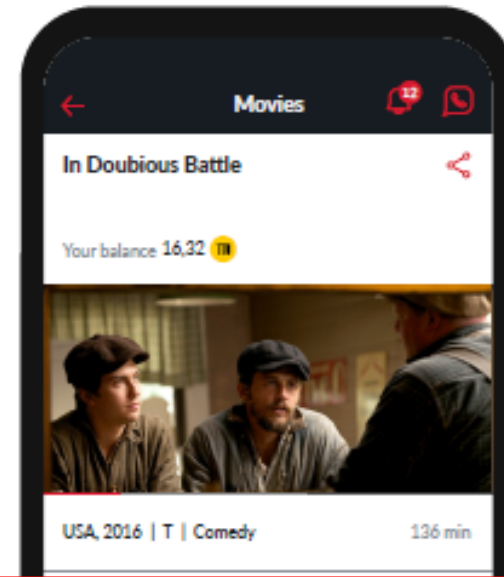
Socially responsible at heart

Connectivity at soul



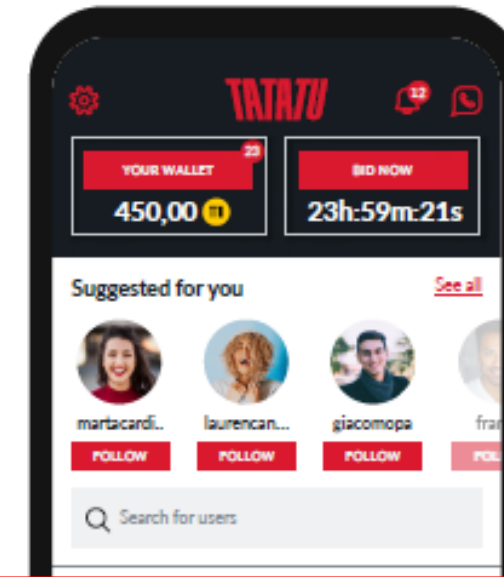
Social media

- Interactive app to connect: posting, sharing content, liking, commenting, messaging and calling with your community



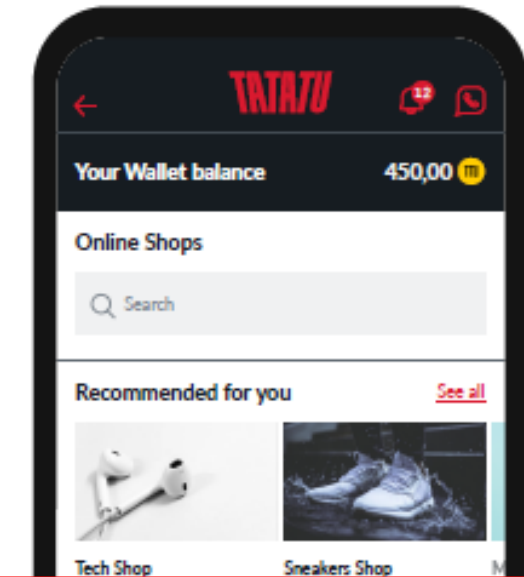
Entertainment

- 10,000+ hours⁽¹⁾ of video content and user generated content
- Free to watch



Rewarding TTU Coins

- Virtual currency-based reward program implemented through proprietary loyalty TTU Coin
- Rewards for social interactions and content consumption and generation



Spending TTU Coins

- TaTaTu proprietary e-commerce platform
- TaTaTu auctions
- Leveraging on redeem nearby concept to support the usage of TTU Coins and related rewarding system

Value to users



The socialite



The cinephile



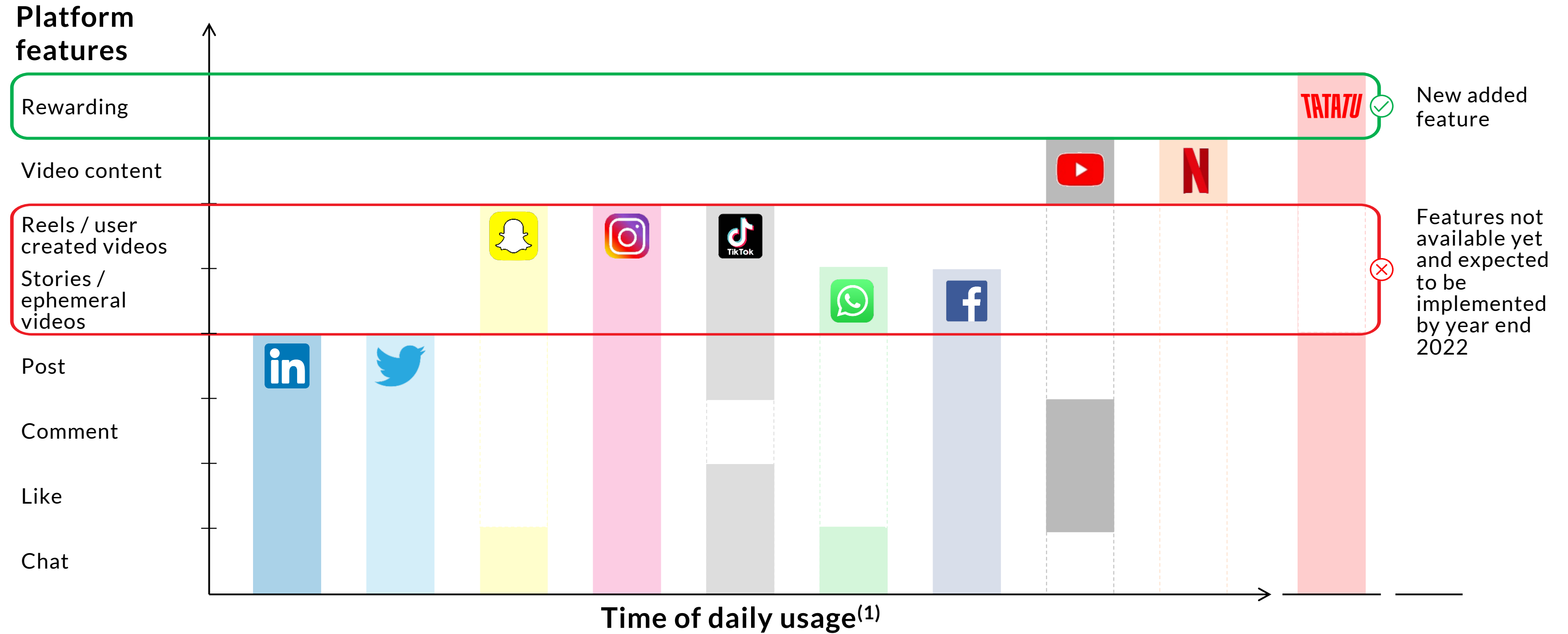
The sport lover



The social ESG activist

One single platform combining the best entertainment tools offering to users totally new value and experience

TaTaTu combines the features of the existing players while introducing disruptive elements



Source: Prepared by TaTaTu management based on Oliver Wyman analysis
 Notes: (1) Facebook: 38 min; Whatsapp: 38 min; Tik Tok: 26 min; Instagram: 20 min; Snapchat: 16 min; Twitter: 10 min; LinkedIn: 5 min; not available for Youtube and Netflix

Physical stores as Mercato Metropolitano to become a relevant part of TaTaTu ecosystem fostering user acquisition and retention




2016
 Year of first openings

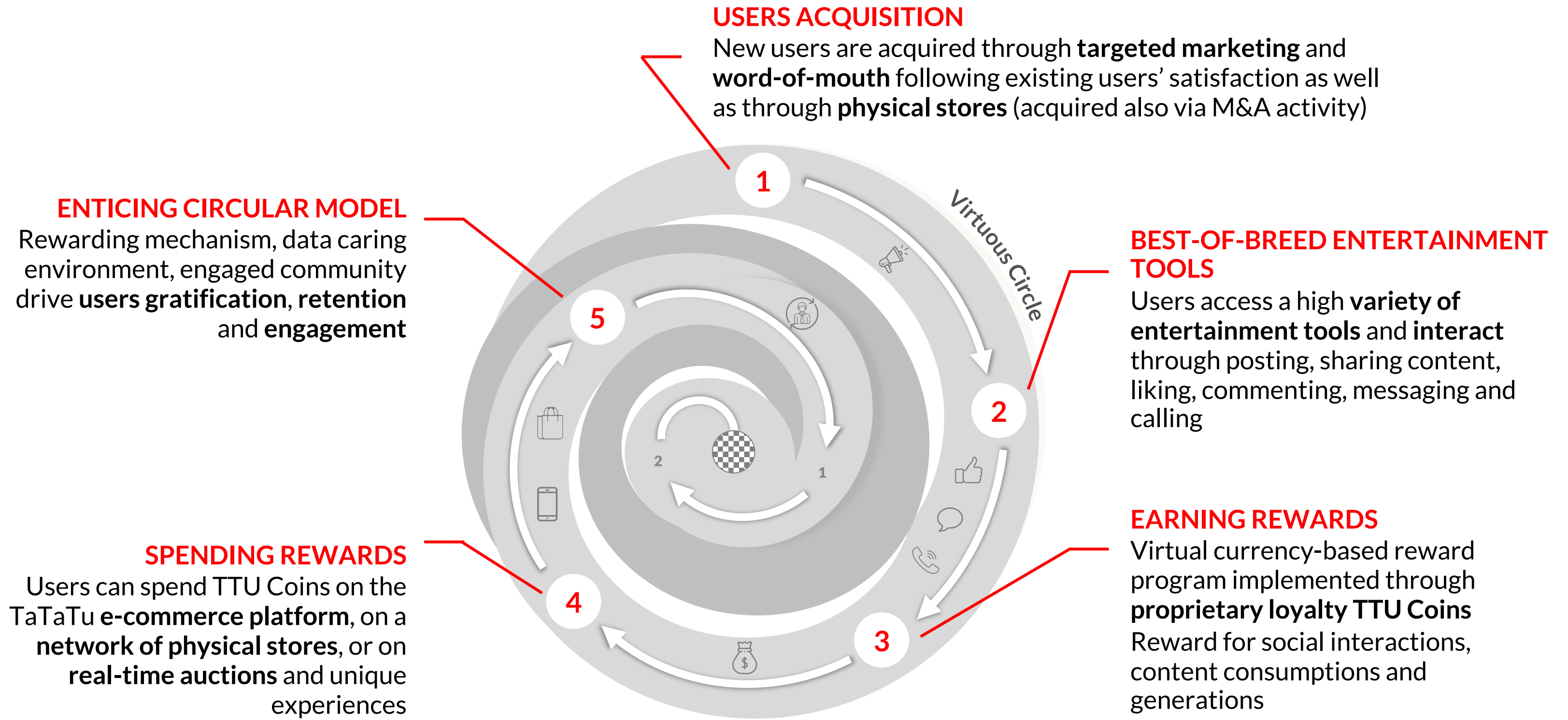

4
 # of stores in London⁽¹⁾


3.75MIO
 # visitors per year

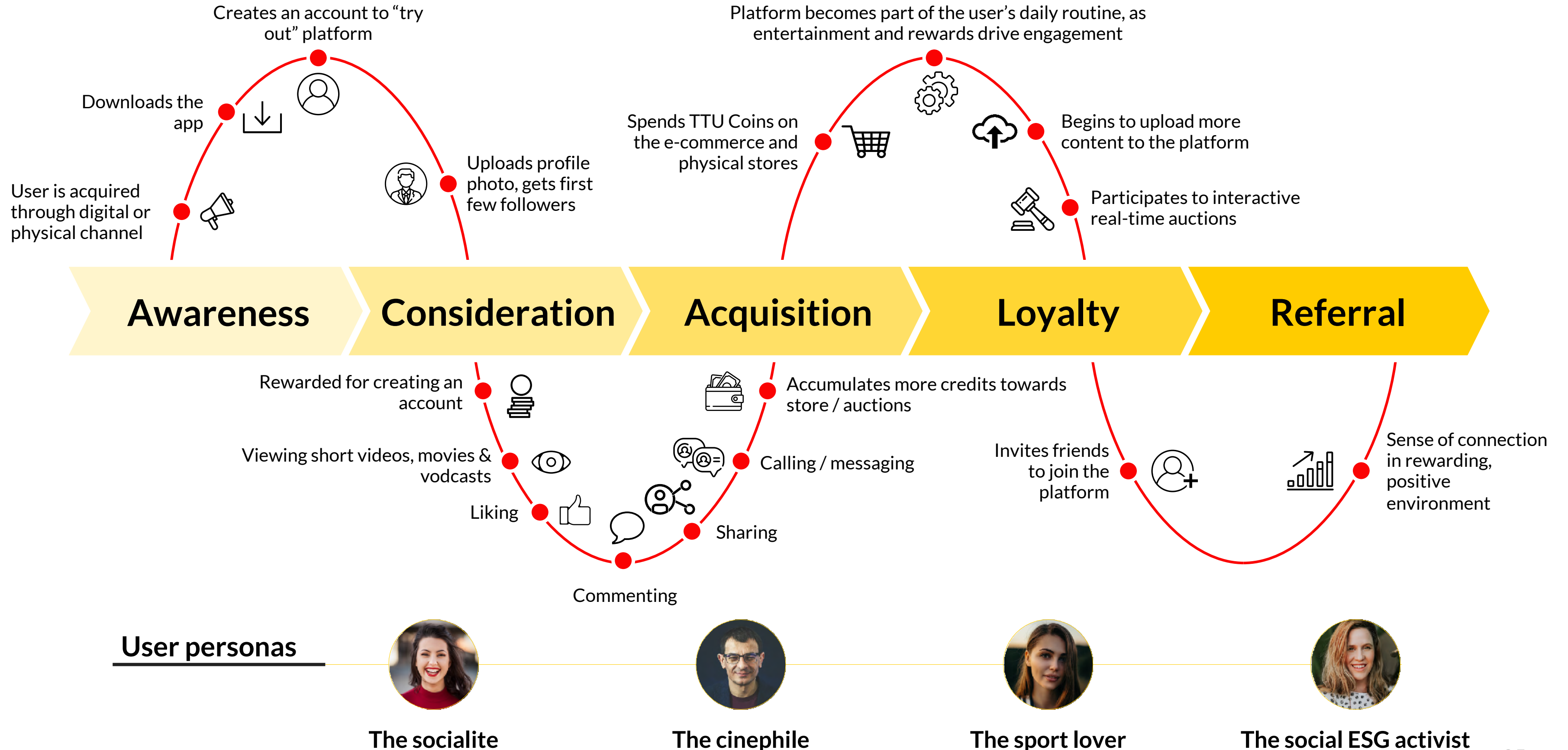

 Special events reserved to TaTaTu users

Physical stores to represent a key lever for TaTaTu **new users acquisition strategy** as well as an additional **TTU Coins redeeming option**

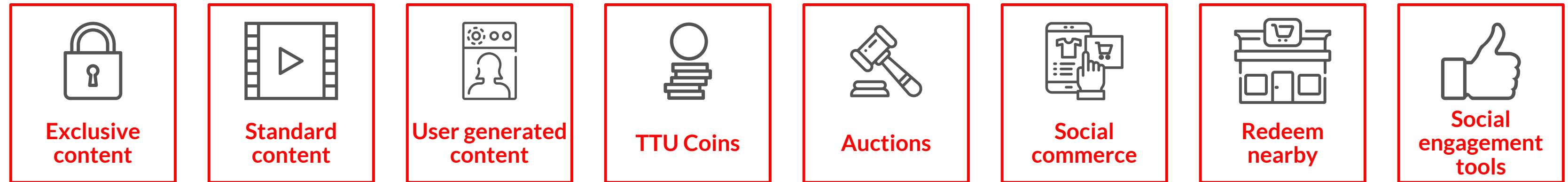
New users nourished with engagement and retention will fuel the revenues growth in a virtuous self-reinforcing business model



A user's journey on TaTaTu platform designed as a virtuous circle...



...A unique business model not replicable in the short term



- TaTaTu integrates a **full-scale social media** within a **full-scale RAVOD+ platform**
- User generated content will seamlessly integrate with premium content driving **engagement**
- TaTaTu **openly acknowledges the value that comes from the users and rewards them**
- Users will be attracted by the **variety of entertainment tools coupled with rewards** and are **retained and engaged within the social network environment**



TaTaTu model is inclusive by design: the one and only rewarding platform for users

Beyond caring for personal data, TaTaTu cares about its community and beyond

Environmental



Balance and restore the environmental impact related to TaTaTu activity in order to support the sustainable business development

Social



Partnership in place with We Do It Together Promoting diversity among employees and supporting more vulnerable groups

Governance

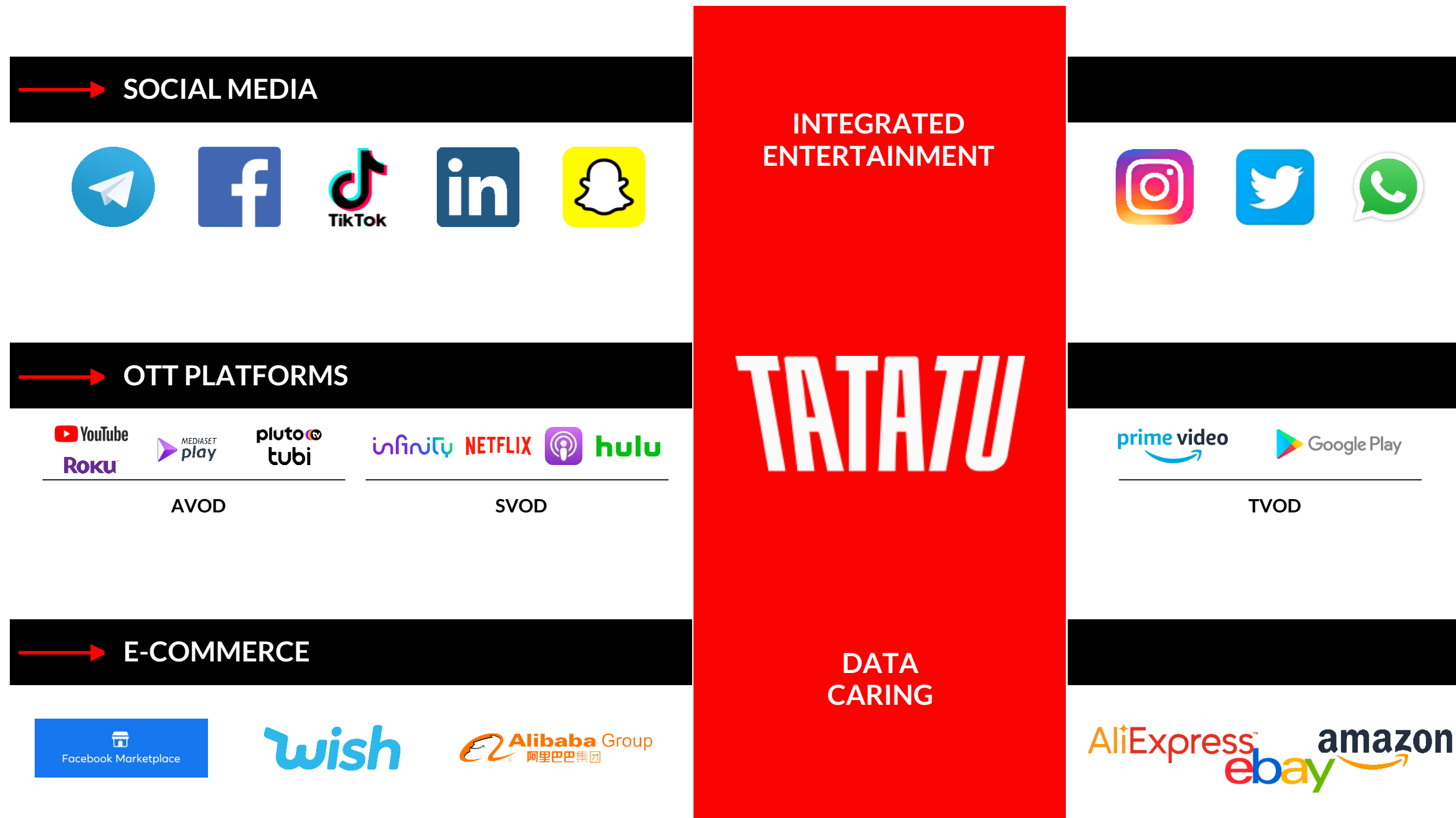


Establish TaTaTu as a reference example in the global society for the respect of those key values that is supporting



Source: Company information

TaTaTu is not competing against legacy players, it is teasing them with a revolutionary value offer

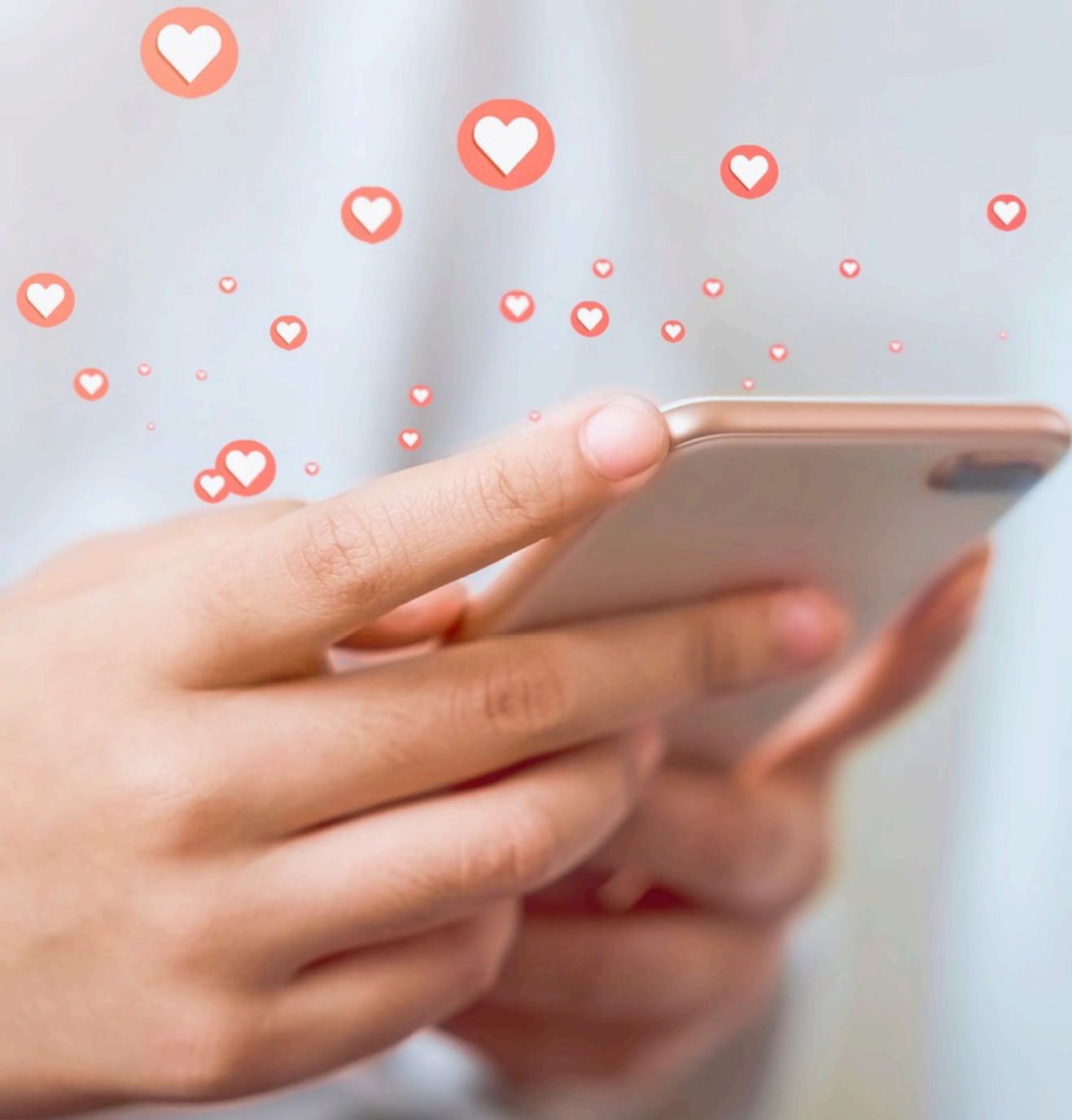


A completely new value proposition, taking advantage from the recent trends and focusing on the intersection of promising markets:

- AVOD and digital advertising spending
- Countries with consolidated and increasing social media user base
- Integrating e-commerce, with big potential expected for m-com spending

TaTaTu takes the best-of-breed of the different players and combine it in an unique way to create an innovative business model without any direct competitor

TaTaTu is bound to be a success



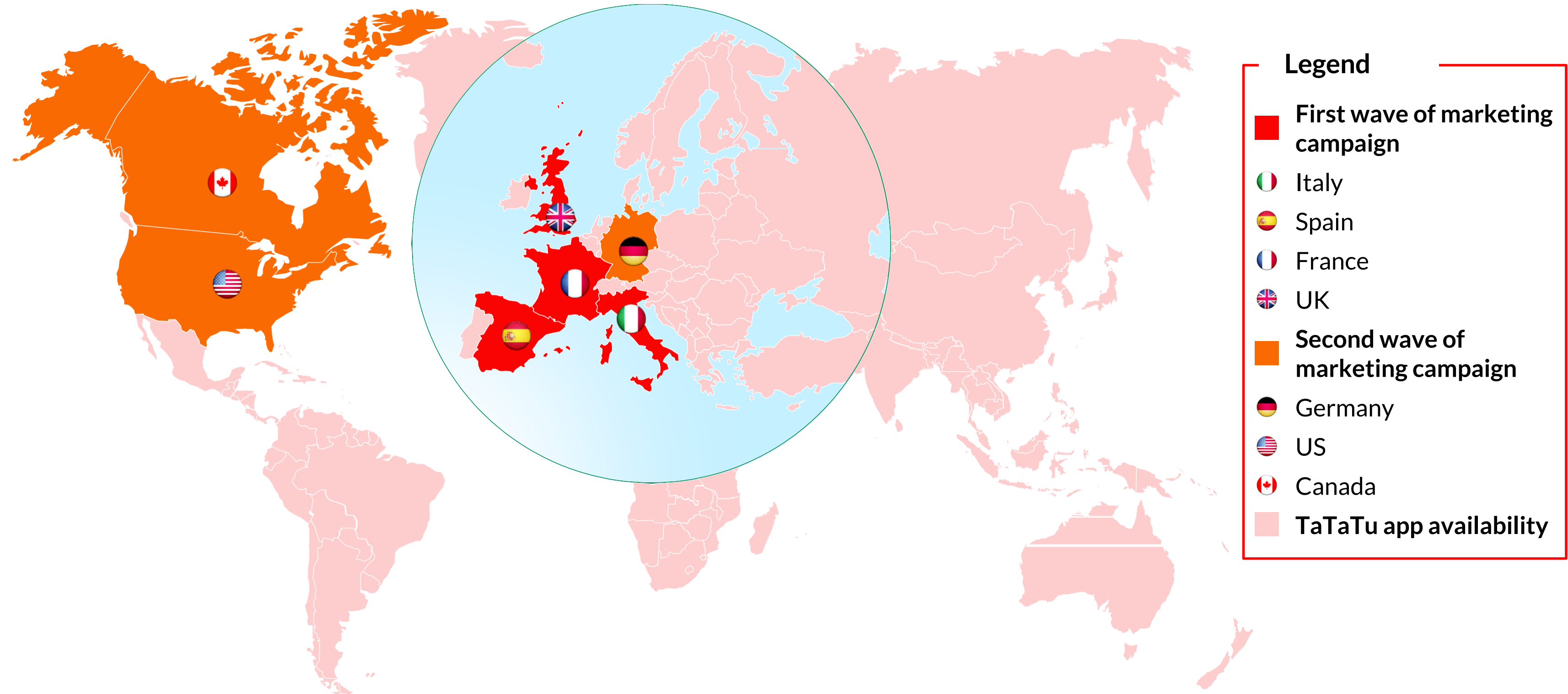
- 1 FIRST EUROPEAN-BASED SOCIAL MEDIA PLATFORM**
Caring for users data, acknowledging its value, and sharing it with its users
- 2 ONE-STOP-SHOP ENTERTAINMENT PLATFORM**
With a unique combined offering of best-of-breed tech tools and a focus on fostering users attraction and engagement both online and through physical stores
- 3 UNIQUE PROPRIETARY LOYALTY COINS REWARDING SYSTEM**
Allowing spending through proprietary e-commerce, redeem nearby and interactive real-time auctions
- 4 THE SECRET SAUCE: A UNIQUE ACCESS TO ENTERTAINMENT AND INFLUENCERS ECOSYSTEM**
Seconded by a full team of experts, supporting users engagement in the platform from day 1
- 5 A BUSINESS MODEL ALREADY AT BREAKEVEN**
Highly scalable, with first mover advantage and partially de-risked content acquisition

04

Go-to-market strategy

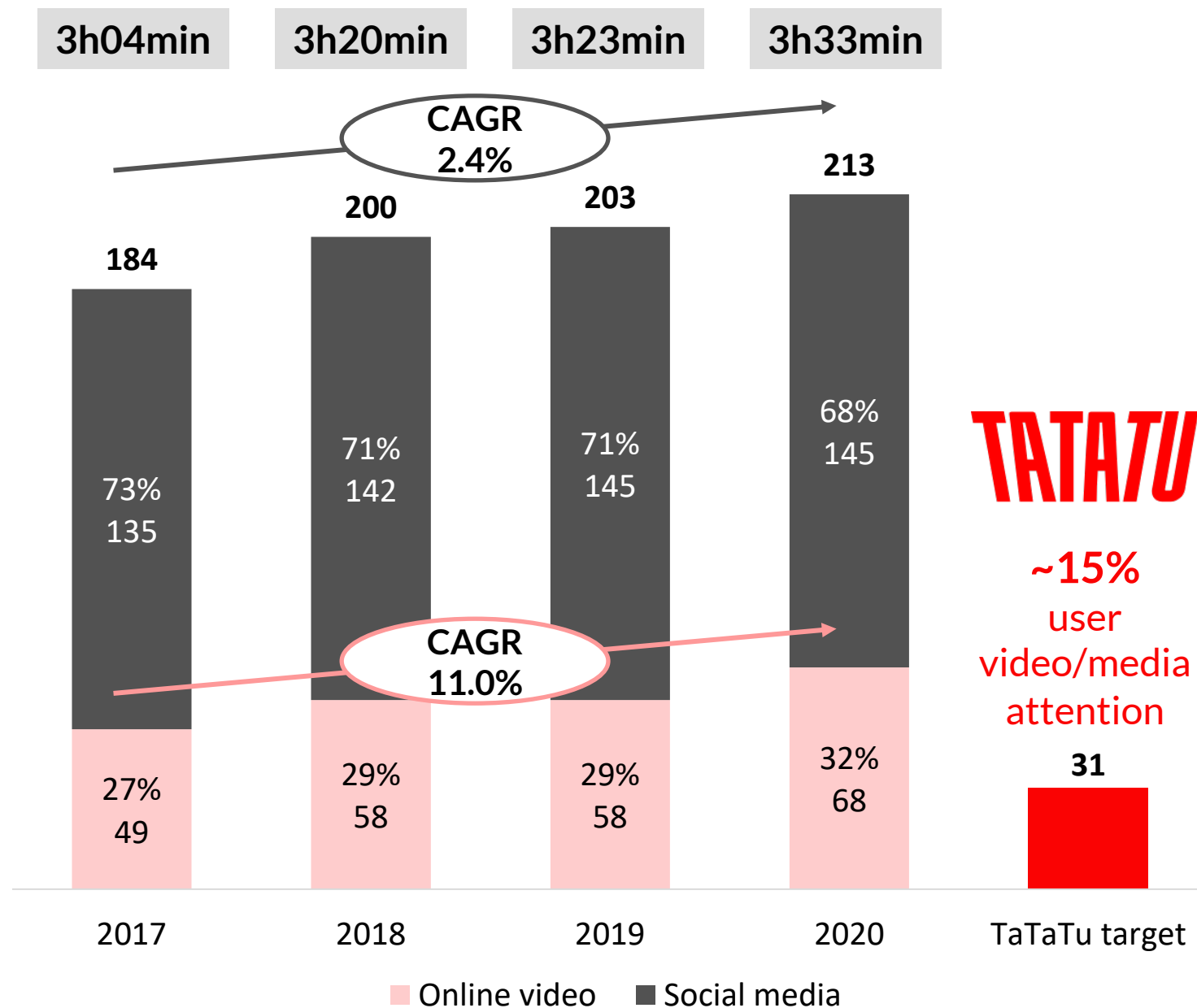


TaTaTu app can be used across the world, however the immediate marketing campaigns will target 7 key countries in 2 waves

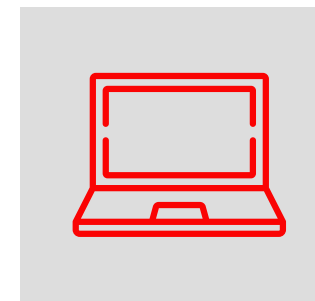


Progressively increasing users time spent on social networks and online video worldwide

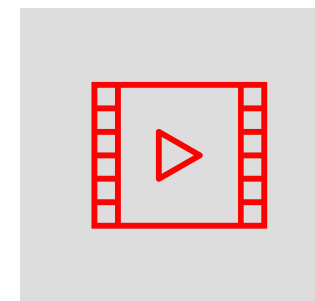
Average daily time spent, social media & online video (worldwide)



Key facts on dynamics on online video and social media consumption time



- Users spend an increasing amount of time **online** (3h33min spent on average in 2020)
- **Significant room for growth** in EU and North America target countries



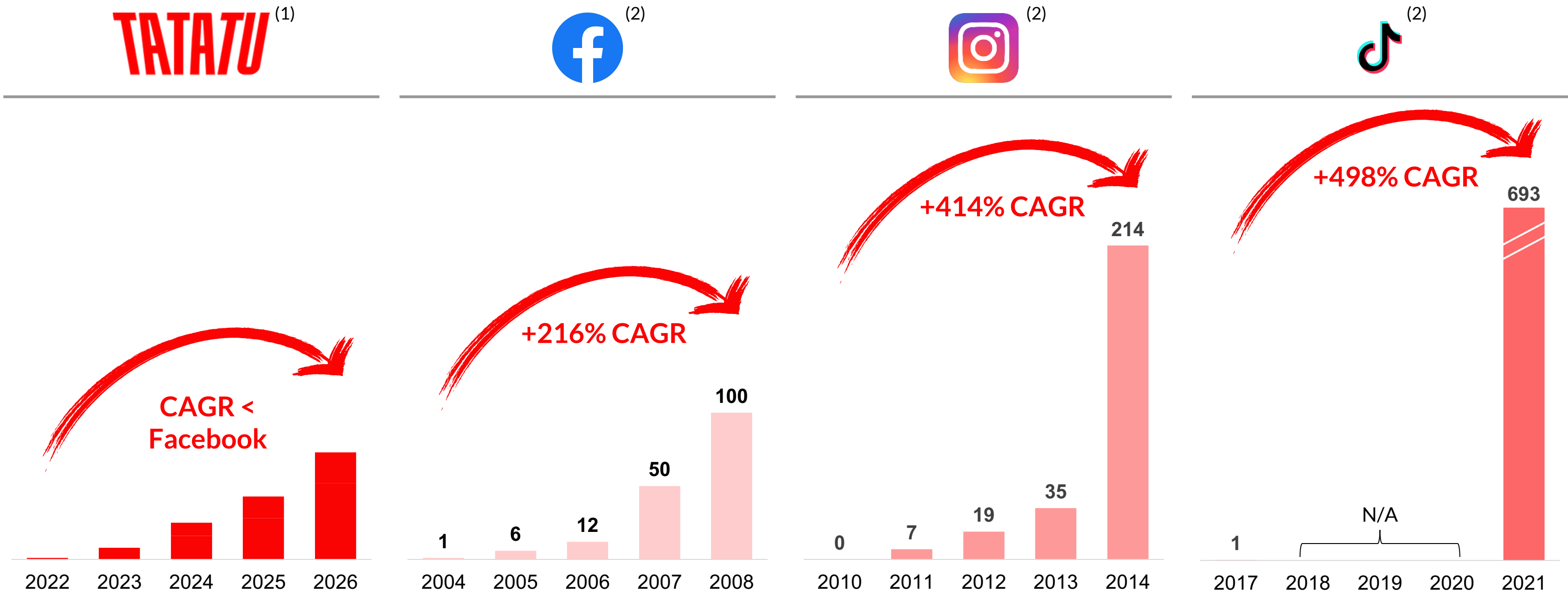
- Online video viewing time is **growing faster** than social media time, mainly as a result of **consumption preference shift**



- **Capturing 15%** of user online attention time
- Average of **31 minutes** of video/media attention

User base growth will follow a more conservative trajectory vs. other social networks

Users of selected social networks (millions) – First 5 years



At the end of August 2022, the number of users has increased of 4 times compared to the number of users at the beginning of January 2022

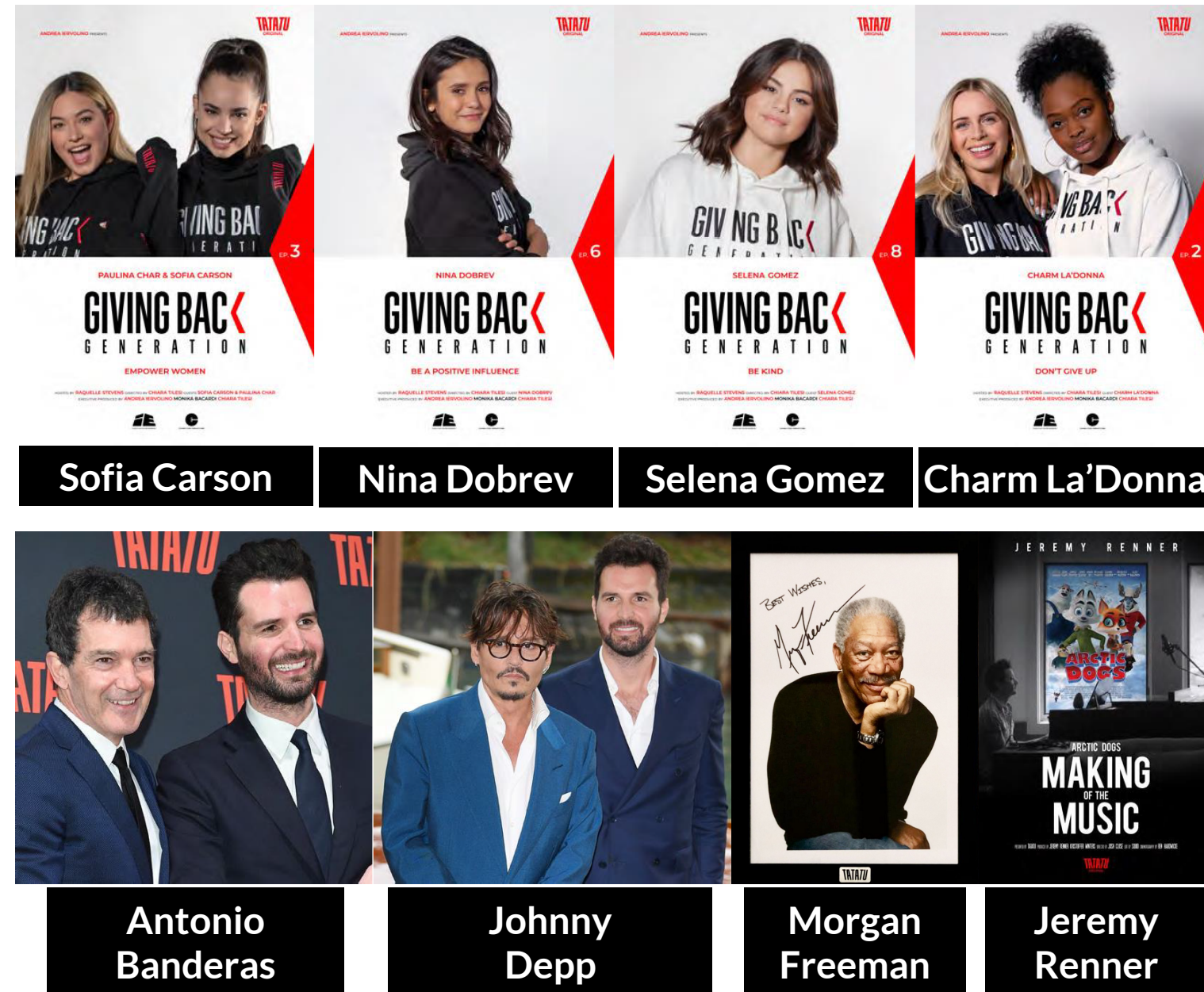
Source: Prepared by TaTaTu management based on Oliver Wyman analysis

Notes: (1) Visitor who completed the registration process of TaTaTu web or mobile app excluding any user detected as fraudulent or fake by TaTaTu fraudulent interaction detection tool; (2) Monthly active users

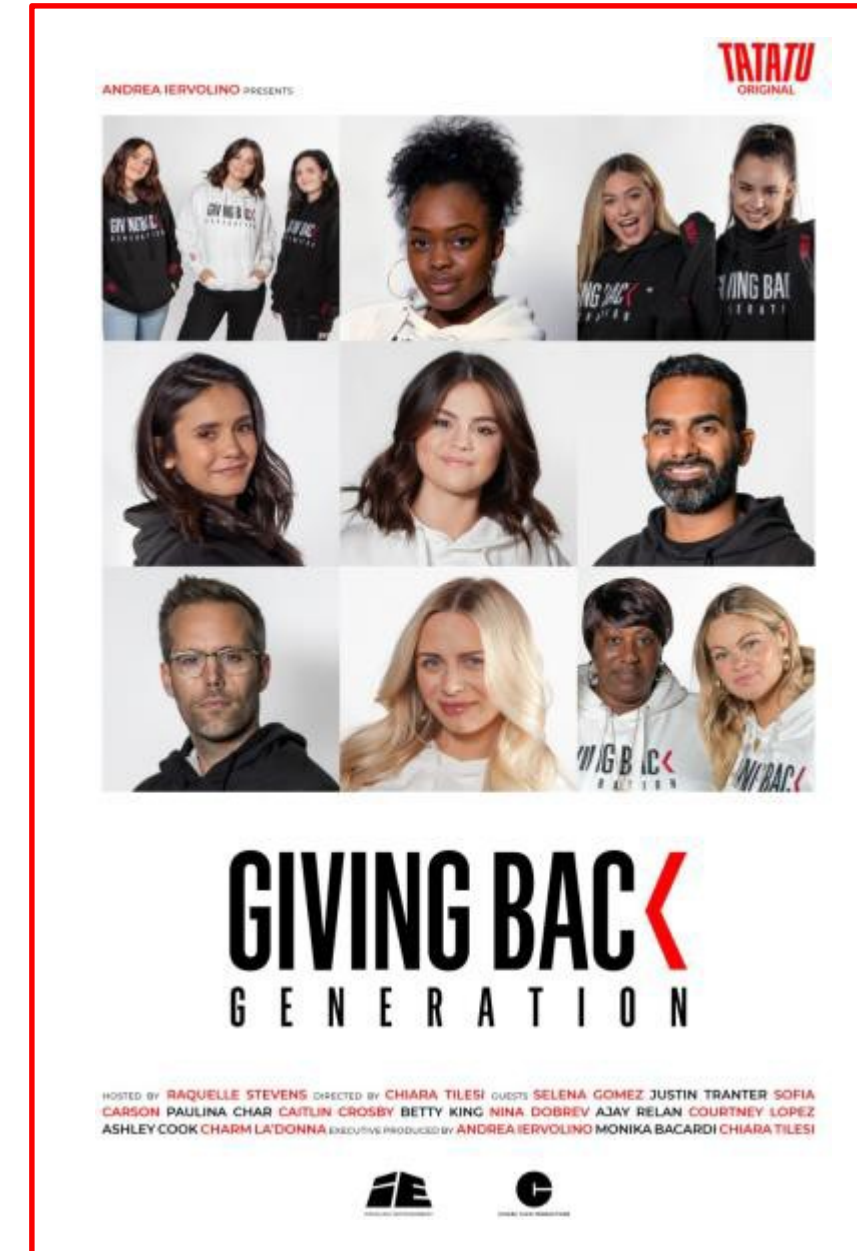
TaTaTu founder's secret sauce: unique connections and industry knowledge **TATATU**

TaTaTu's unique relationships to accelerate users base organic growth

Connections among influencers and celebrities



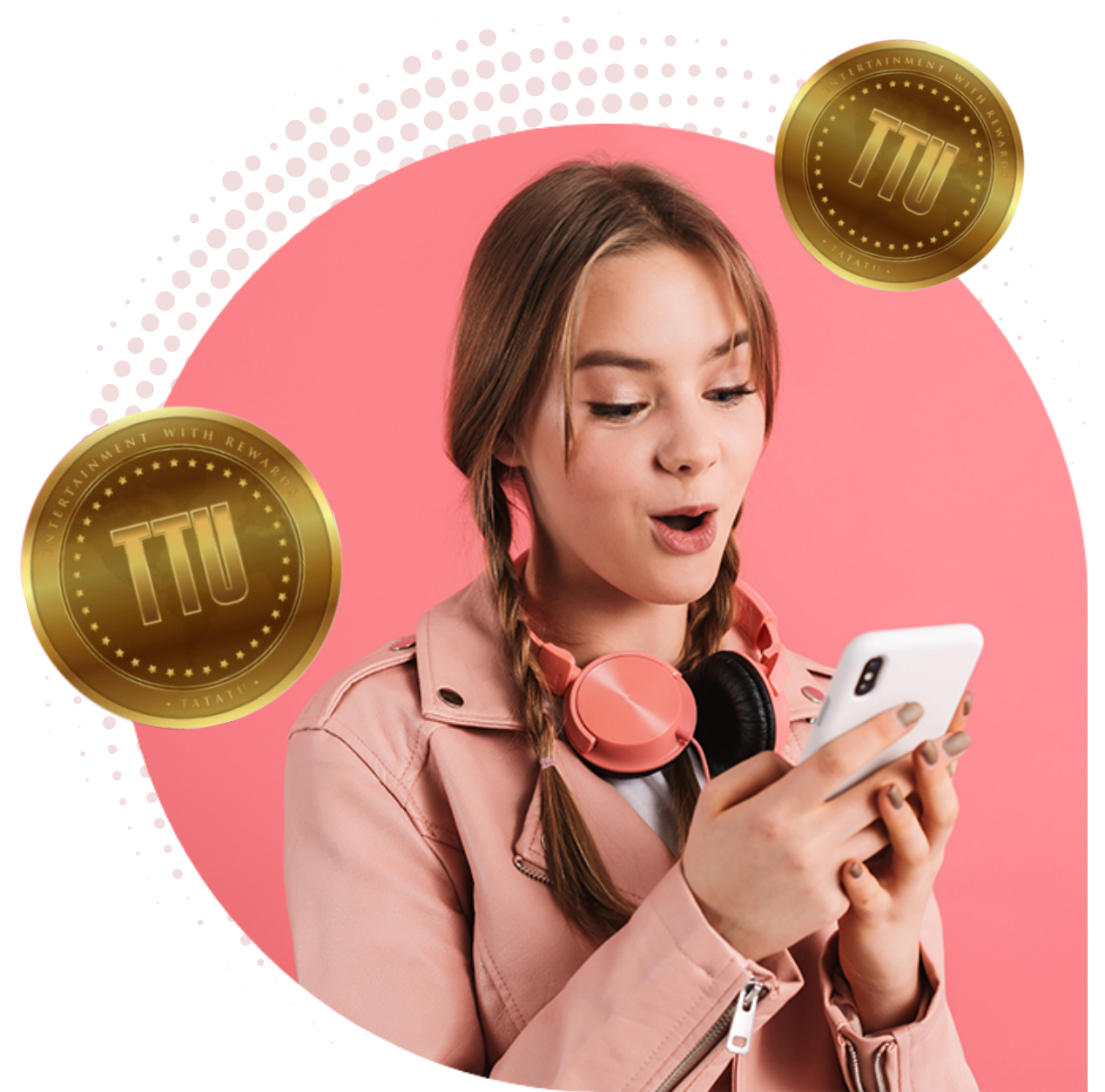
Proprietary content



- Original TaTaTu vodcast mini series
- TaTaTu will continue producing new low-budget content to offer a wide library including exclusive and original content

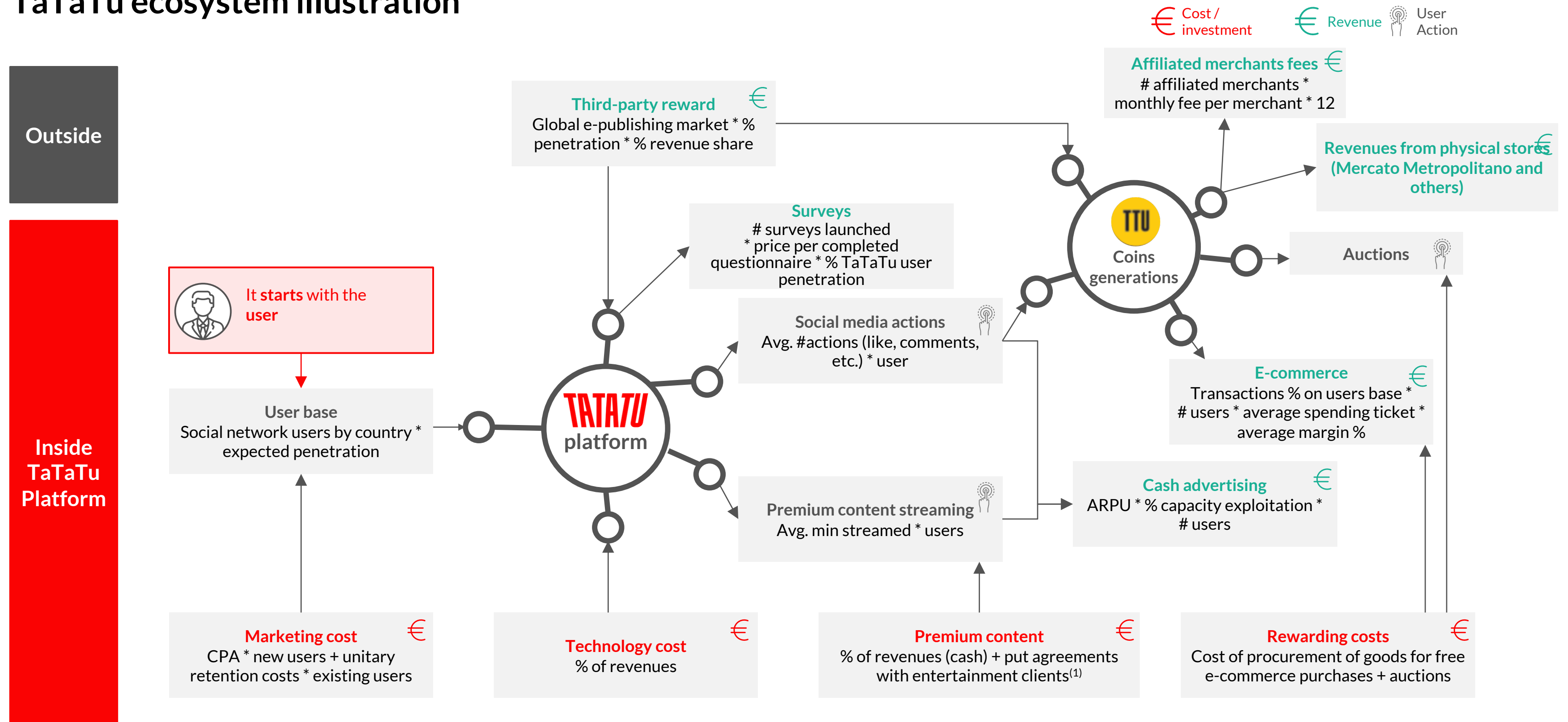
05

Financials



TaTaTu's business model relies on a solid and straightforward set of cost and revenues drivers

TaTaTu ecosystem illustration

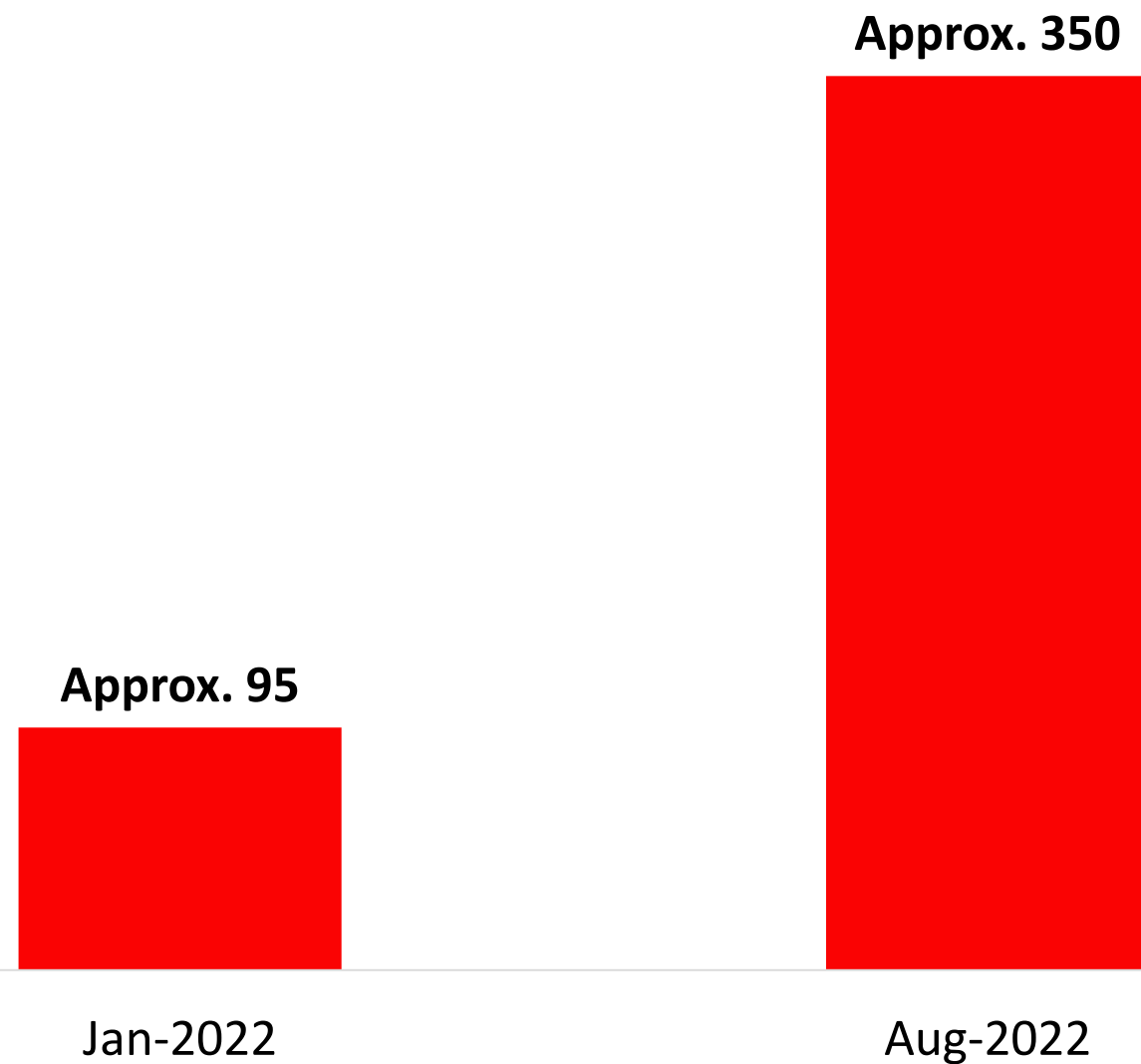


Source: Prepared by TaTaTu management based on Oliver Wyman analysis

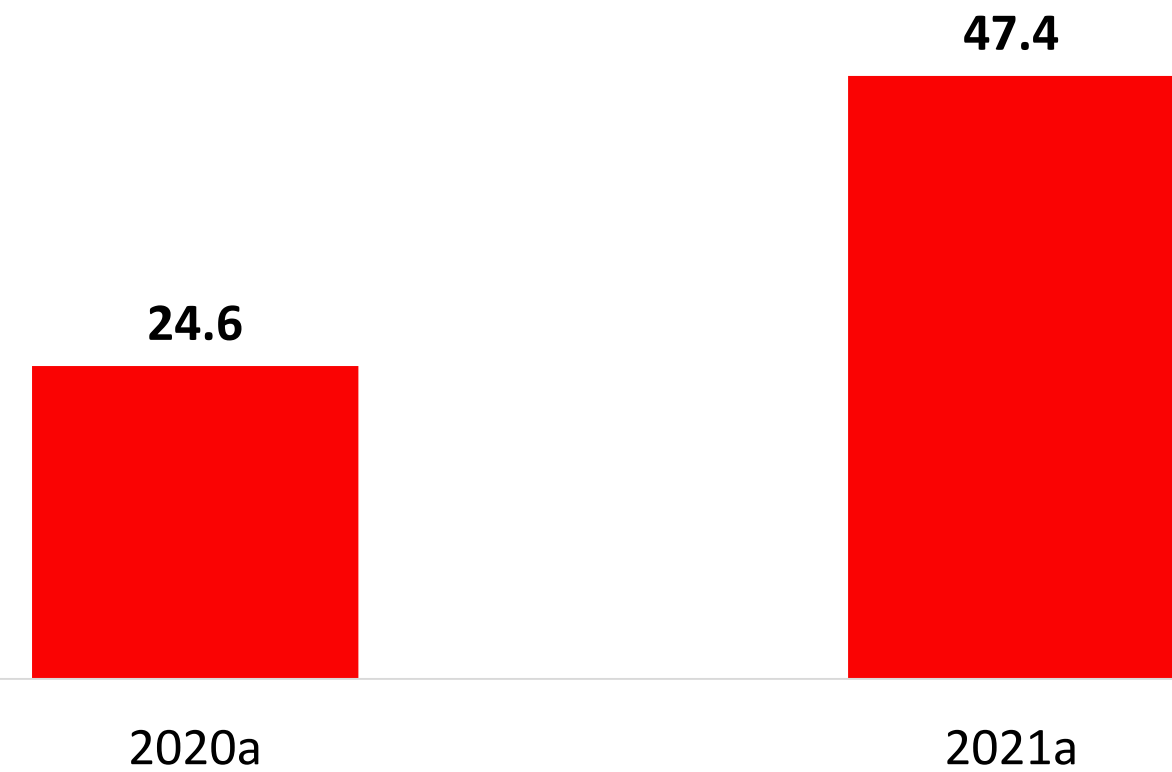
Notes: (1) Put agreements with entertainment sector companies to acquire premium content in exchange of advertising on TaTaTu as strategic lever to de risk upfront investments in content and free up financial resources for other priority areas

TaTaTu's P&L KPIs (1/2)

Users base⁽¹⁾ (#k)



Revenues (€m)

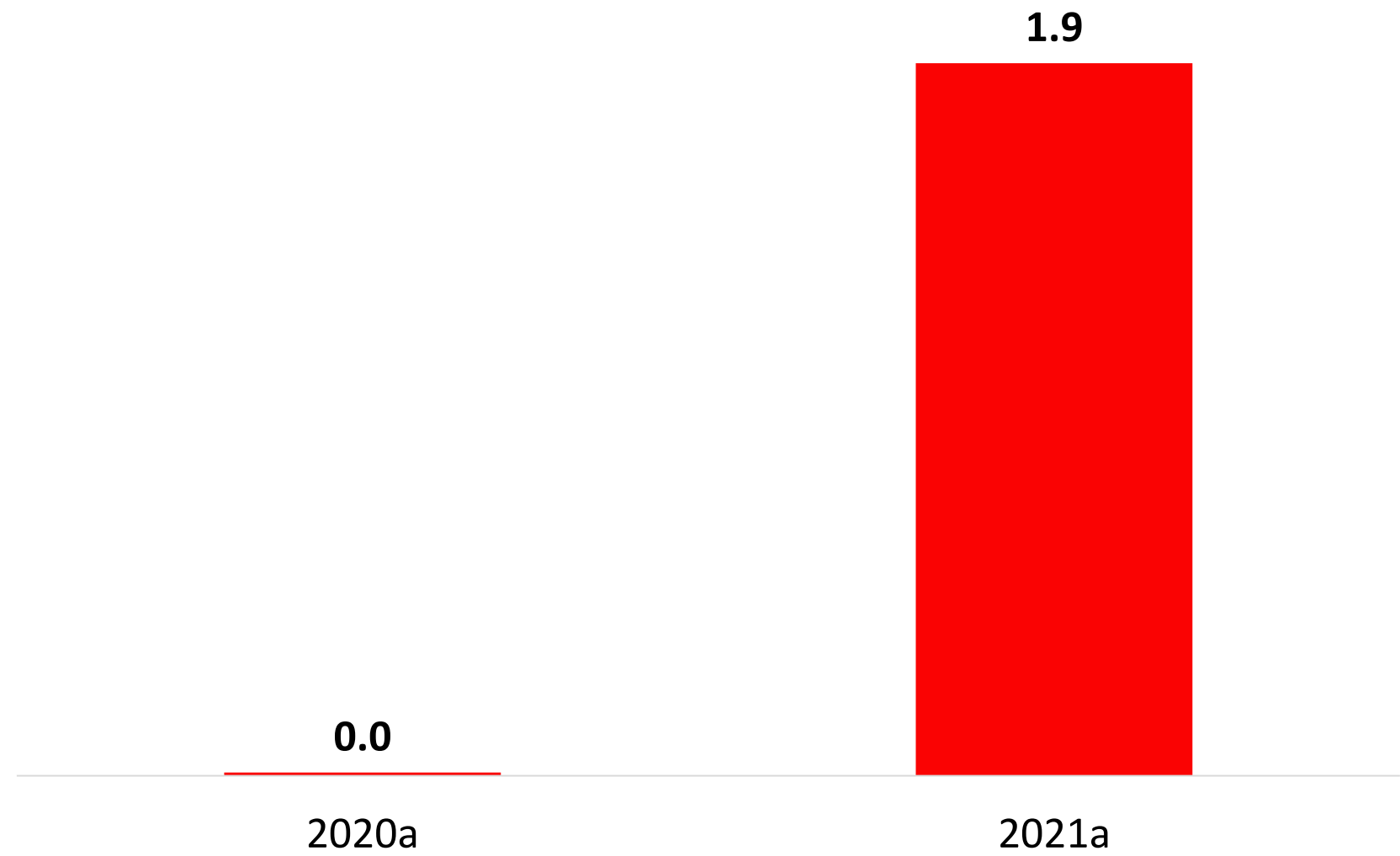


- Evolution still reflecting a **diffusion of TaTaTu through word of mouth**
- Relevant **marketing campaign to start after that necessary funding has been secured**, users acquisition currently performed also through the **support of influencers**
- Users **currently mainly based in European countries**

- Revenues currently entirely related to **non-cash advertising based on bartering contracts** in place
- **Revenues from physical stores** (as of today Mercato Metropolitano only) considered **starting from [July] 2022**
- **Cash advertising to start generating revenues from 2023 onwards**, once a larger user base has been achieved

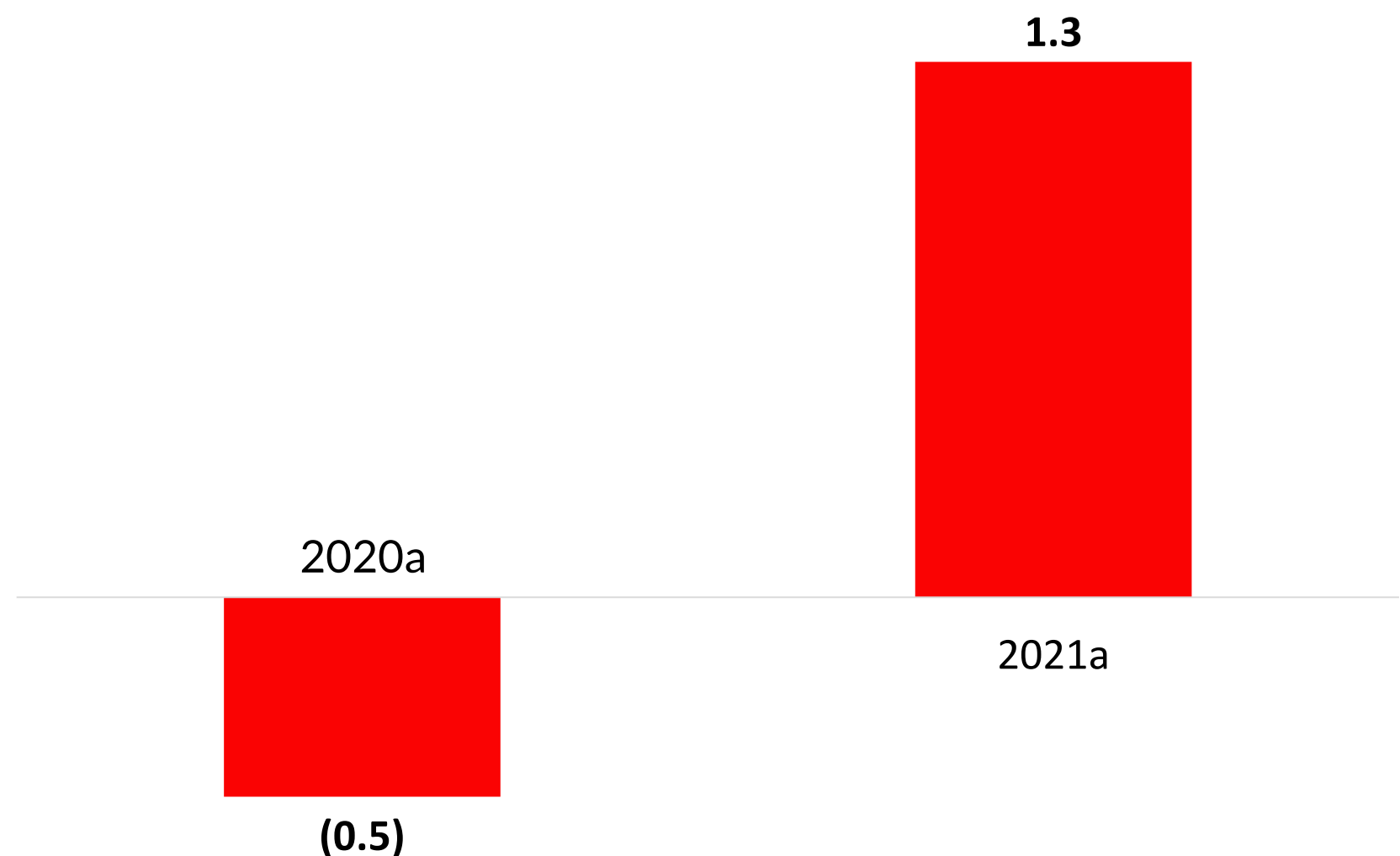
TaTaTu's P&L KPIs (2/2)

Adjusted EBITDA (€m)



- Considered after the impact of premium content costs amortization
- Profitability expected to progressively increase over time mainly leveraging on cash advertising, redeem nearby and revenues from physical stores, e-commerce

Net income (€m)



- Net income results further confirming the solidity of the business, being already at breakeven

TaTaTu growth strategy



Keep acquiring new users through marketing campaign in target countries as well as physical stores



Offer new features and enlarge the content library in order to foster user engagement within the platform



Continue to invest in the technological improvement of the platform



Start monetising active users through advertising, both traditional and programmatic



Expand the network of affiliated merchants owning physical stores to drive users gratification and retention



TATATU

Q&A

06

Appendix



TaTaTu simplified income statement, balance sheet and cash-flow



Profit & loss

FYE 31/12 - €k	2020a	2021a
Revenues	24,596	47,396
Costs for services	(532)	(6,837)
Staff costs	(12)	(180)
Other operating costs	(77)	(192)
Premium content costs amortization	(23,984)	(38,263)
Adjusted EBITDA	(9)	1,924
<i>% margin</i>	<i>(0.0%)</i>	<i>4.1%</i>
D&A	(22)	(893)
EBIT	(31)	1,031
<i>% margin</i>	<i>(0.1%)</i>	<i>2.2%</i>
Net financial expenses	12	(3)
EBT	(19)	1,028
Taxes	(469)	281
Profit / (loss) for the year	(488)	1,309

Balance sheet

FYE 31/12 - €k	2020a	2021a
Audiovisual content rights	4,131	6,368
Brand	4,549	4,296
Technological software	3,180	2,541
Office equipment	-	4
Fixed assets	11,860	13,209
Net working capital	(4,413)	(3,704)
DTA	10	1,018
Capital employed	7,457	10,523
Gross debt	5	2,213
(Cash & equivalents)	(61)	(816)
Net financial position	(56)	1,397
Employee benefits and other funds	-	4
Equity	7,513	9,122
Invested capital	7,457	10,523

Cash-flow

FYE 31/12 - €k	2020a	2021a
Adjusted EBITDA	(9)	1,924
Premium content costs amortization	23,984	38,263
Change in NWC	(23,082)	(41,948)
Net financial expenses paid	12	6
Other adjustments	(833)	8
Cash flow from operations	72	(1,747)
Cash flow from investment	-	(4)
Capital increase transaction	(26)	300
New financing agreements	5	2,419
Repayment of loans	-	(213)
Cash flow from financing	(21)	2,506
Change in cash	51	755

TaTaTu simplified income statement, balance sheet and cash-flow for 1H 2022



Profit & loss

FYE 31/12 - €k	1H 2021a	1H 2022a
Revenues	38,647	53,720
Costs for services	(1,130)	(5,435)
Staff costs	(51)	(639)
Other operating costs	(571)	(305)
Premium content costs amortization	(36,148)	(45,579)
Adjusted EBITDA	747	1,762
<i>% margin</i>	<i>1.9%</i>	<i>3.3%</i>
D&A	(447)	(603)
EBIT	300	1,159
<i>% margin</i>	<i>0.8%</i>	<i>2.2%</i>
Net financial expenses	(18)	(825)
EBT	282	334
Taxes	(50)	(42)
Profit / (loss) for the year	232	292

Balance sheet

FYE 31/12 - €k	1H 2022a
Audiovisual content rights	5,666
Brand	4,169
Technological software	2,221
Assets under development	2,768
ROU of tangible assets	11,397
Other tangible assets	838
Goodwill	17,407
Fixed assets	44,466
Net working capital	(7,387)
DTA	1,153
Capital employed	38,232
Gross debt	20,006
(Cash & equivalents)	(3,278)
Net financial position	16,728
Employee benefits and other funds	4
Equity	21,500
Invested capital	38,232

Cash-flow

FYE 31/12 - €k	1H 2022a
Adjusted EBITDA	1,762
Premium content costs amortization	45,579
Change in NWC	(50,055)
Net financial expenses paid	(815)
Other adjustments	36
Cash flow from operations	(3,493)
Cash flow from investment	(1,552)
Capital increase transaction ⁽¹⁾	2,820
New financing agreements	4,985
Repayment of loans	(298)
Cash flow from financing	7,507
Change in cash	2,462