

Annual Shareholders Meeting

12 September 2024

LIVE

If you weren't able to attend the AGM a video recording will be available at:

<https://www.beingai.group/>

Sean Joyce

**Chair
Being AI Group**



- ① Formalities
- ② Sean Joyce Chair
- ③ David McDonald Being AI CEO
- ④ Brett O'Riley Manawaroa Education
- ⑤ Shareholder Resolution

Revenue generated

\$40.41 million

Operating EBITDA increase

+23%

Increase of \$2.97 million

Generated net loss after tax

\$1.69 million

Which loss included the accounting treatment of the RTO

Total Assets

\$78 million

And \$44.8 million equity, if not adjusted by acquisition accounting

Major highlights

The major development for FY2024 was obviously the completion of the RTO of the company (previously Ascension Capital Limited).

1

Being Consultants Limited

Acquired Being Consultants Limited, which in turns owns Being Labs Limited and Being Ventures Limited.

2

Send Global Limited

Acquired Send Global Limited, a logistics, courier, business mail and filing company operating nationally from its headquarters in Auckland.

3

AGE Limited

Acquired AGE Limited, which company operates AGE School, located in Takapuna, Auckland.

4

New Directors

Appointed new directors David McDonald, Katherine Allsopp-Smith and Joe Jensen to the Board.

5

Branding

The Company changed its name to Being AI Limited, and its ticker code to BAI.

Post Balance Date

1

Acquired the education assets of **Villa Education Trust**

Including an online school, management rights for two Auckland schools, and a third campus in the Far North.

2

Took a 50% stake in **TymeStack.ai Pty Limited**.

A cutting-edge AI algorithm that helps large retailers make more margin from their discounting strategies.

3

Increased the depth of our expert teams.

Technology, marketing, consulting, hiring more AI specialists relevant to our projects.

4

Conditional agreement for 50% of Spectrum Consulting.

Extending our IT Infrastructure & Services.

5

Applied for school licences.

The New Zealand Government Charter School initiative. We are anticipating progress on this in the coming month.

6

Developing our open learning network ecosystem.

Forming agreements with various potential partners.

7

Customer Solutions engagements.

Several high-profile New Zealand enterprises, in particular a significant engagement with a leading NZ corporate.

We are under NDA on most of their engagements but this week, an iconic kiwi brand gave us permission to publicise our work.

Here's our team in one of the workshops with TVNZ.



8

A multinational partnership with **IntraEdge Inc.**

Global leader in AI governance. The Truyo process eliminates significant legal risk AI poses to large corporates - whether or not they have formally embraced AI. Initial opportunities are focused on Australia.

9

Multinational partnership with **Glean.**

Global leader in helping you access your own corporate data. Like your own company's Chat GPT.

Today we announce the launch of our first capital raise.

We propose to raise **up to NZ\$5.6 million.**

New Zealand resident BAI shareholders can subscribe, up to \$50,000 of new shares **at \$0.60 per share.**

Funds will be allocated in three ways:

- acquisition of complementary businesses;
- investment in Being Technology initiatives; and
- the development of Charter School initiatives.

We have recently approached **Solution Dynamics Limited** (SDL) to indicate that we are considering making a takeover offer to acquire a controlling interest in SDL.

SDL is a provider of global customer communications management as a service. SDL enables organisations to both better engage their customers digitally and optimize the production and distribution of their international mail closer to its end destination.

We have indicated to SDL we would be prepared to acquire SDL shares through either a 100% BAI scrip option or an offer for a combination of cash and BAI scrip.

We believe the takeover offer is a compelling and unique opportunity for SDL shareholders to realise significant value for their investment in SDL, and an opportunity to participate in the growth of Being AI.

We believe that the acquisition of a controlling interest in SDL would be advantageous for Being AI given:

- The synergies between SDL and our own Send Global operations; and
- The opportunity to strategically implement new technology initiatives to optimise the business operations of SDL, and to future proof that business from being overtaken by the incoming technology wave which risks rendering old school business models like SDL obsolete in a few years' time.

We will keep the market apprised of any developments in respect of this process.

Any questions?

David McDonald

Being AI
CEO



IT Infrastructure & Services

The backbone of the world's digital ecosystem will become the backbone of the world's AI ecosystem.

AI will be enabled by reliable, robust, secure infrastructure and services.

**“During a gold rush,
sell shovels.”**

We will continue to acquire and grow our presence in the foundational technologies of an AI-enabled world.

- We launched Being with our own Customer Solutions team.
- We have our conditional agreement to acquire 50% of Spectrum Consulting.

Being.

Logistics



**The logistics industry
will thrive in the age of AI,
optimising the never-changing
need to get items from A to B.**

Send Global has contributed an exceptional result.

We will pursue organic growth by digitising processes and leveraging data.

We have begun launching product extensions and innovations.

We have made our offer for a controlling interest in Solution Dynamics.

We believe Solution Dynamics has strong synergies with Send Global.

Being.

Being Technology

Being Technology is our focus
on high-growth disruptive innovation.

Transformative technologies, offering
transformative returns.

Our motto here is '**scale or fail fast.**'

We will achieve our goals

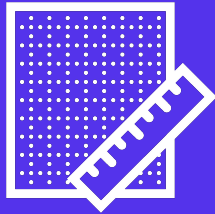
by leveraging our team's tech startup experience;
our capital markets experience;
our investment portfolio; and
our global network of AI expertise.

Edu-Tech



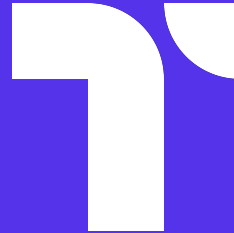
**Project
Fingerprint**

Edu-Tech



**Project
Blueprint**

Graph AI Price Optimization



Tymestack

MRM

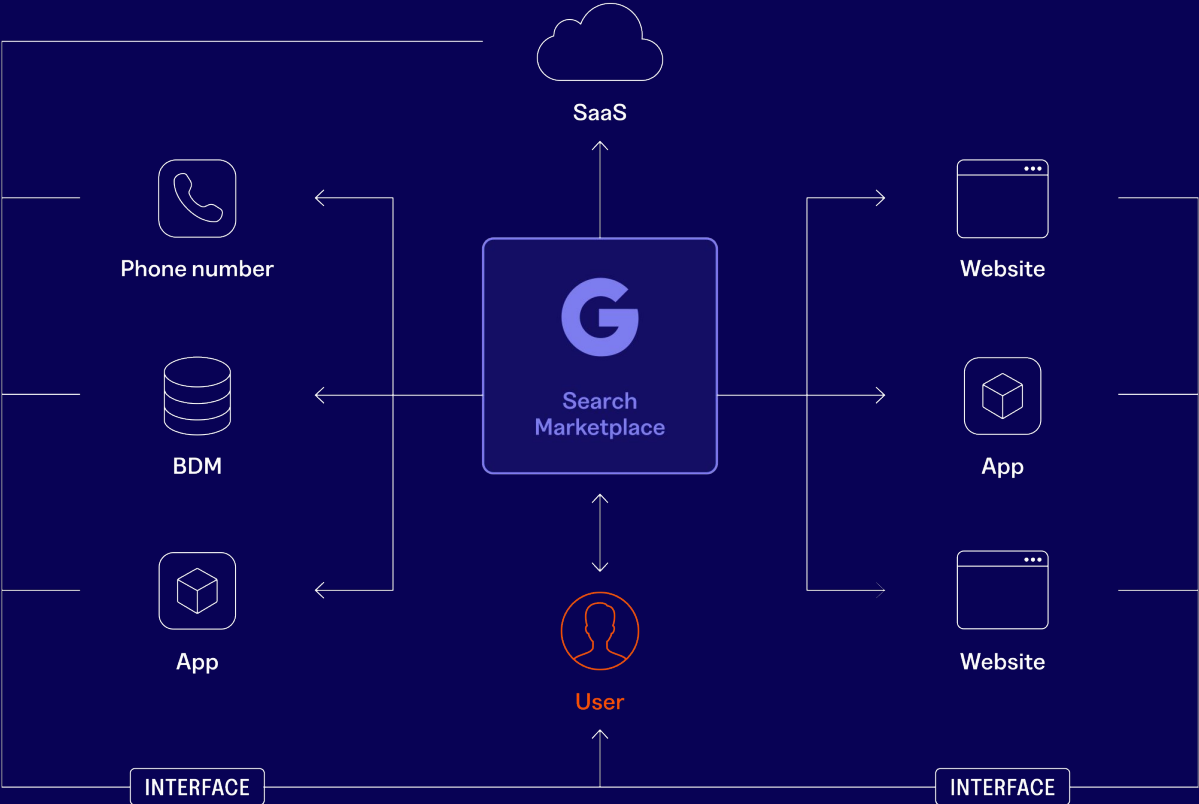


**Project
Treehouse**

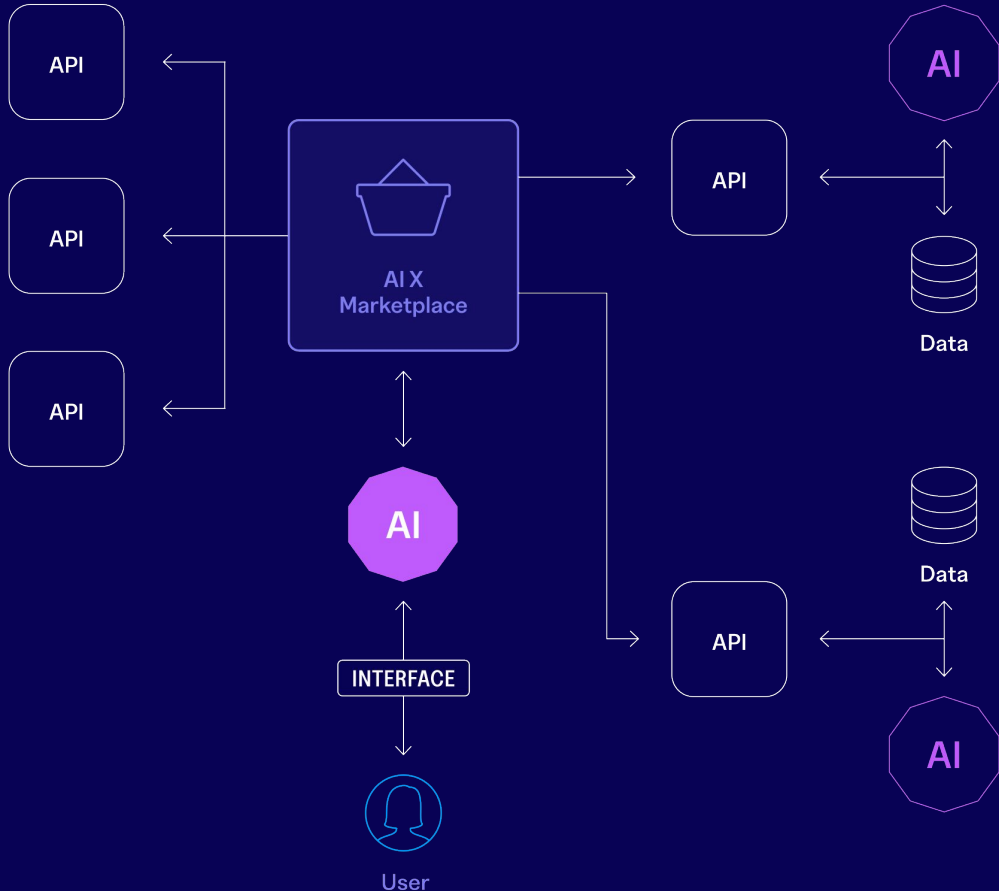
from company-provided
interfaces
to AI-driven user
experiences

AOTEAROA AI
SUMMIT

User interfaces in an **Agentic** world.



The current vs near-future state

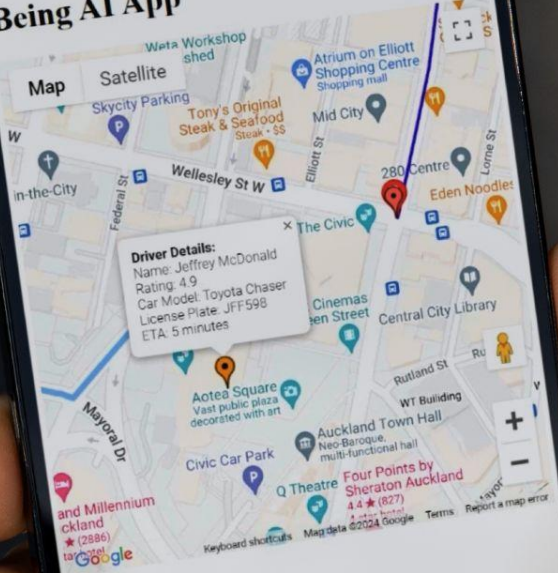


The current vs near-future state

So, how far away
is all this?



Being AI App



Driver Details:
Name: Jeffrey McDonald
Rating: 4.9
Car Model: Toyota Chaser
License Plate: JFF598
ETA: 5 minutes

Driver Details

Name: Jeffrey McDonald
Rating: 4.9
Car Model: Toyota Chaser
License Plate: JFF598
ETA: 5 minutes

[Chat with Driver](#) [Make Request](#)

AI can't write code
as good as a human can ...

... yet.

UI & UX are the lowest
hanging fruit.

From company-provided interfaces
to **AI-driven experiences.**

Any questions?

Brett O'Riley

Manawaroa
Education



Being.

Being Education

An open learning network.



Charter Schools



Licence Schools



International Education



Vocational Education



Workplace Learning



High Performance Sport

Any questions?

Shareholders' Resolution

William Buck is automatically reappointed at the annual meeting as the auditor of the Company under section 207T of the Companies Act.

Consequently the Board need Shareholder assent to fix the fees and expenses of the auditor.



Your vote is on an ordinary resolution of the Company:

To authorise the Board to fix the remuneration of the Company's auditors for the forthcoming year.

In closing

The background is an abstract, fluid composition of colors. On the left, there are swirling patterns of light blue and teal. These transition into deep purples and magentas in the center. On the right, the colors shift into bright yellows and oranges, creating a sense of light and energy. The overall texture is organic and painterly, with soft gradients and visible brushstrokes or liquid-like movements.

Being.