



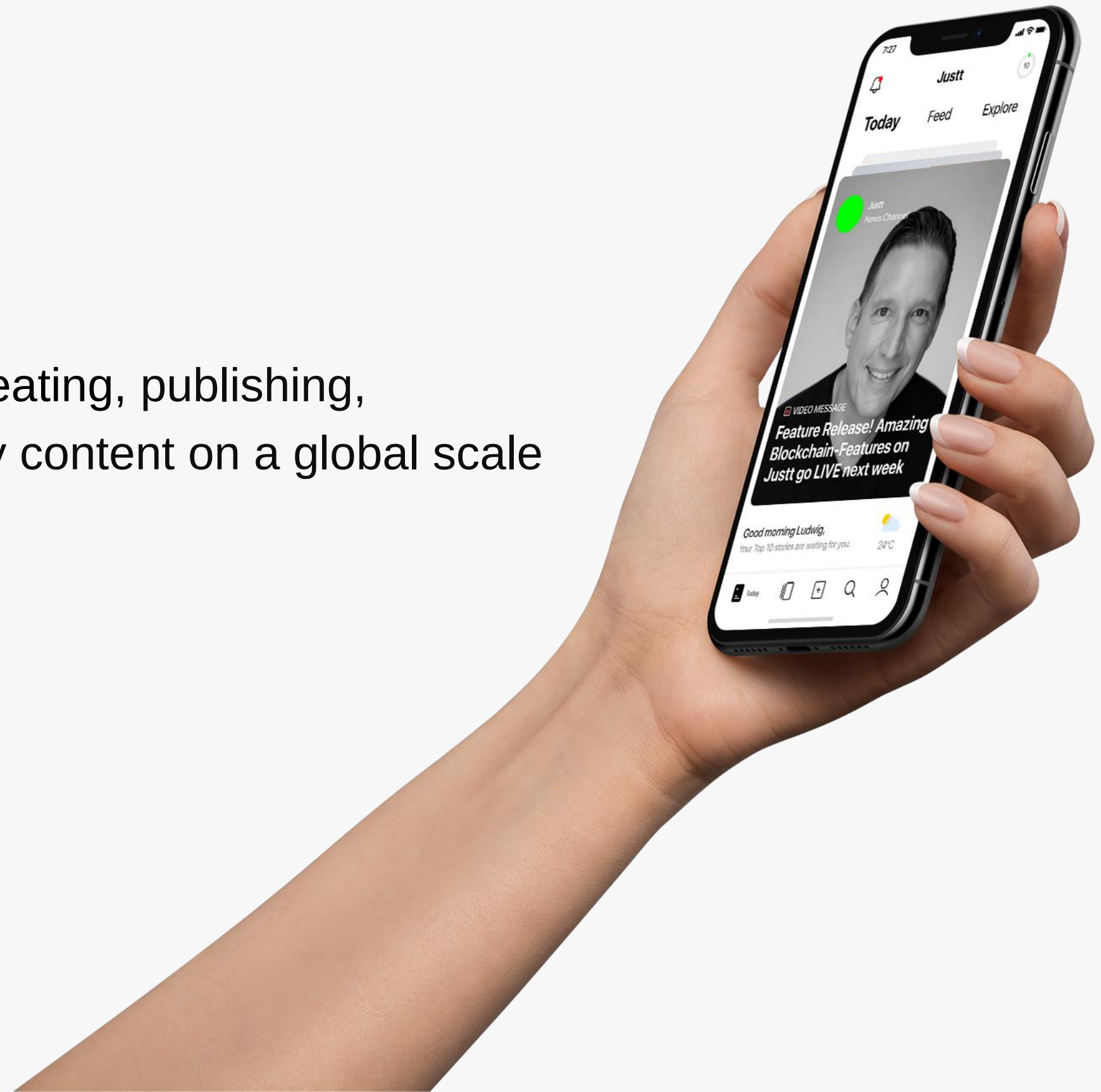
The New Home for Quality Content

Investor Presentation (Teaser)

20 September 2021



Justt is an AI-powered platform for creating, publishing, consuming, sharing, and trading quality content on a global scale



We bring together content creators and users focused on quality, trust, and relevance to help them cut the noise in an era of misinformation, click-bait, and questionable media outlets.

By using the latest technology (AI, Blockchain, etc.) and cutting-edge design, we create the only one-stop shop to monetize quality content in the global, multi-bn \$ mega-trend of decentralized media creation and distribution, known as the Creator Economy.

The Creator Economy is Booming! Almost All Players Come from the US.



Total investment in
Creator Economy
startups in H1-2021:

\$1.33bn

Recent examples:



Latest valuation:

> **\$650m**

Series B

Raising \$65m

Lead: Andreessen Horowitz



PATREON |

Latest valuation:

> **\$4bn**

Series F

Raising \$155m

Lead: Tiger Global

With **Justt**, We are Building the **Category Leader** for the **Quality-focused Creator Economy**

Users Get Relevant and High-quality Content Delivered in a Beautiful and Efficient UI/UX – All Without the Usual Privacy Issues.

User Pain Points



Bad content

Think misinformation, conspiracy theories, hate speech, etc.



Finding relevant content is inefficient

Endless feeds or untransparent algorithms.



Mediocre UI/UX

Most digital media outlets lack a modern UI/UX.



Media consumption out of control

Media gobbles up users' free time. Little personalization.



Privacy and security concerns

Big Tech is collecting and (mis-)using personal user data.



Solutions for Users



Hi-quality content

Directly from trusted and accredited creators.



Relevant content - from all over the world

AI / trained algorithms based on context; channels by creators.



Superior UI/UX design

Justt's UI/UX design is fresh, innovative, yet intuitive.



Control over media consumption

Features for a customized experience to re-gain focus, save time.



Users stay anonymous and data isn't sold

To us, it matters what you are interested in but not who you are.

Justt Empowers the Creator and Finds the Relevant Target Groups for Every Content – Worldwide. For Creators, There is No Downside! And No Upfront Costs!



Creator Pain Points



Challenge to find relevant target groups

Hard to scale globally and build a trustful relationship with users.



Weak monetization

No integrated platform with several ways of monetization (e.g. only ads, no subscriptions).

No long-term monetization (“fire & forget”).

Lack of monetization know-how & tools.

Impossible to protect, track and trade IP.



Unfair & non-transparent payout schemes



Dependence on opaque algorithms



Limited creative freedom on most outlets



Solutions for Creators



Connect creators with interested users

Global scale, easy to build a trustful, direct relationship.



Advanced ways to monetize content

Multiple monetization options (subscriptions, ads, etc.) and an E2E acquisition funnel.

Monetizing content more often / for longer (e.g. archives).

Tools and intelligence to better monetize content.

Blockchain technology (DLT) to make IP trackable/tradable.



Transparent payout schemes



Algorithms based on quality & relevance



Creative freedom over your content

Based on User Interests, Justt Places Contextualized Ads and Content Marketing to Reach Relevant Target Groups Effectively and in Accordance with Latest Regulatory Limitations.



Advertiser & Marketer Pain Points



Challenge to reach relevant target groups



Privacy regulations limit targeting and ad effectiveness



Low-quality properties pose risk for brand reputation



Users are unperceptive for many ad formats



High dependency on Facebook/Google



Solutions for Advertisers & Marketers



Ads based on contextualization to reach relevant target groups...



...without the need to excessively collect private user data



Brand-safe environment, e.g. for Content Marketing



Ads blend in visually and contextually



Global alternative without strings attached

MVP
is ready.
Launch with
piqd in Q3!

Presenting Justt: A Beautiful and Focused Way to Enjoy Quality Content.

Main Screen and Menu

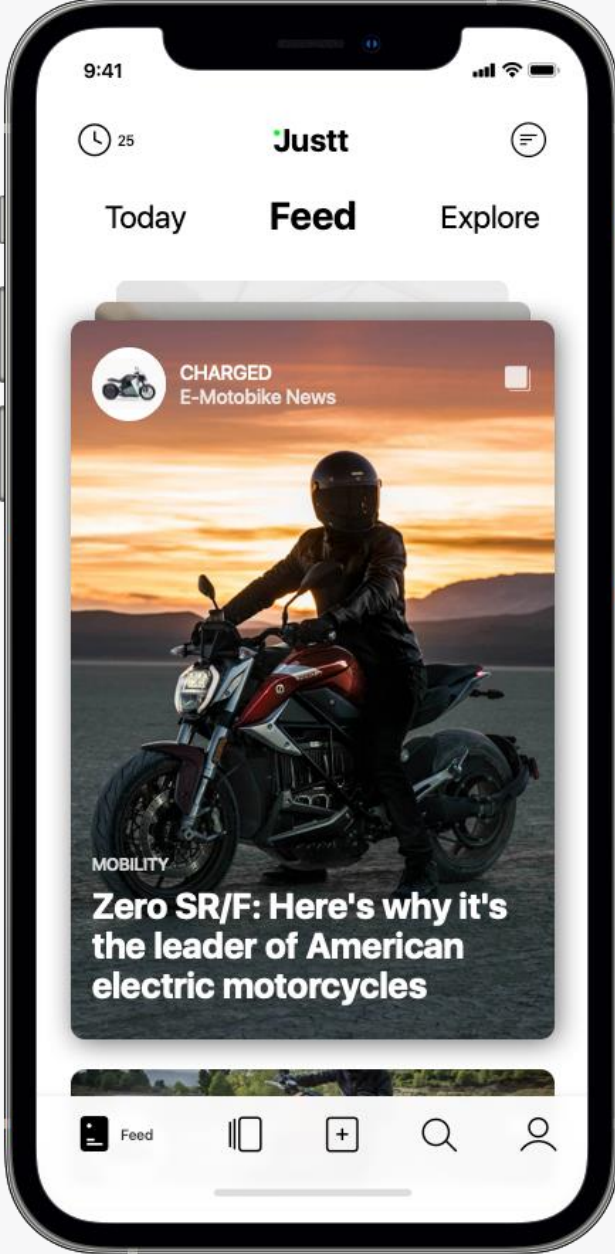
Intuitive and clear design that focuses the reader's attention on the content

Channel Screen

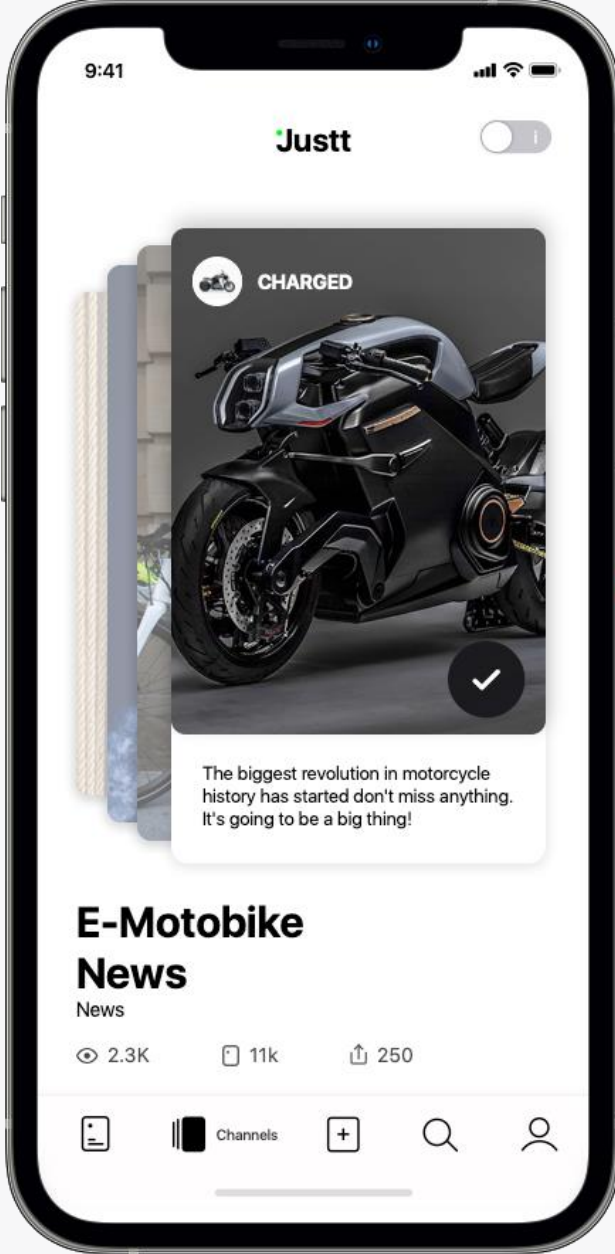
Clean design that allows a quick capture of content inside a channel

Visually powerful design that allows multiple formats (text, image, video, podcast) and native full screen advertising

Menu bar allows access to every section, no hidden and cluttered sub-menus



- Individual feeds for Trends (Today), Subscriptions (Feed) and algorithm-fed Recommendations (Explore) to maximize relevance and control
- Highly personalized stream of content, tailored to users' interests



- Channel recommendations based on users' preferences

A Highly Complementary Founders Team with Significant Functional, Entrepreneurial and Digital Media Experience. Core Dev Team, BizDev and Supervisory Board in Place.

Founders & Management Team



Yann Sénécheau
Chief Executive & Technology Officer

MD, CIO, CTO.
Founded and sold securities trading business.
Started coding at the age of 7.
University of Applied Sciences -Computer Science & Business



Anatol Munz
Chief Product & Content Officer

Journalist and Executive Producer.
Creative, Project Manager, Business Developer in the media industry.
Deutsche Journalistenschule München - Dipl.- Journ. Postgrad.



Deniz Tortoshi
Chief Design & Experience Officer

Creator and visionary. Designing experiences for the future.
Founder of digital agency. Creates digital products for blue-chip clients.
Applied Arts and Sciences - Rochester Institute of Technology.



Felix Braune
Chief Financial & Strategy Officer

Strategy Director (Sky) and TMT Investment Banking.
Built & scaled Sky Sport Digital
Expert for paid content strategies.
London Business School MBA.

Team



Anne Hufnagel
15+ yrs in International Mmgt, BizDev, Media Content Acquisition & Distribution



Arbias Gjoshi
Senior Frontend Engineer
Pixel-perfect web frontends



Rron Jakupi
Senior Cloud Architect and Senior Backend Engineer



Rita Mehmeti
Scrum Master
Product Management



Sevgjan Haxhija
Senior iOS Engineer
Senior Software Architect



Nora Bislimi
Junior Graphic & Motion Designer

Supervisory Board



Prof. Dr. Heiko Beier
Professor for Digital Media Communication.
Owner/founder of company moresophy, specialized in semantic technologies



Ulrich Emmert
Lawyer; specialized in IT Security & Data Privacy, License Agreements
Lecturer at Hochschule für Wirtschaft und Umwelt Nürtingen



Prof. Wolfram Winter
Professor for Media and Communication
Entrepreneur
Journalist

One team, one goal: Empower quality creators to make their stories find the way to users all over the world.

Timing for Justt Could Not be Better.



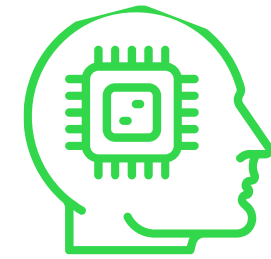
It's time for a new kind of media!

- Users are tired of privacy issues, fake news, click-baiting, etc.
- Younger generations demand more value and purpose.
- Creators are looking for a new home NOW.
- Stricter regulations for data privacy applied worldwide.



Huge market opportunity

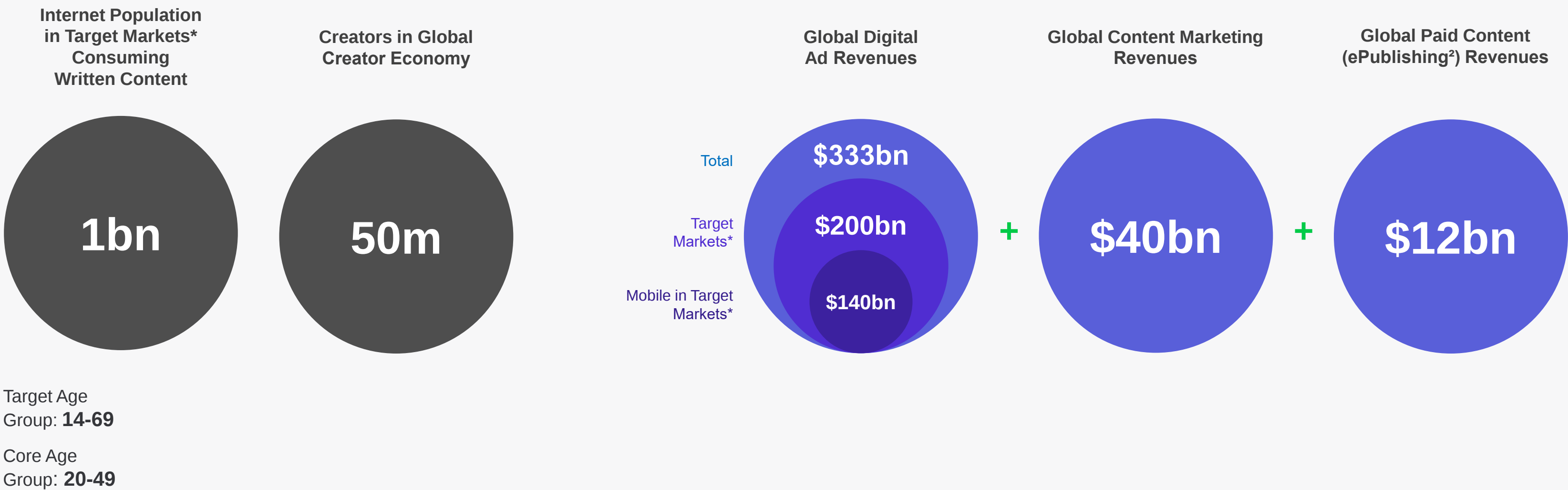
- Creator Economy is booming.
- Window of opportunity to capture market:
 - No winner in the competitive landscape yet.
 - Publishers still not digitalized.
 - Europe to catch up to US.
- Rising acceptance for pay models.
- Advertisers and Content Marketers are searching for brand-safe alternatives to Facebook and Google.



New technologies enable new business models

- New technologies such as
 - Blockchain
 - AI
 - Automated Translation
 - Scalable (interconnected) platforms
 enable new business models and global scale.

Justt Addresses a Big Market Opportunity in Mobile Ads, Content Marketing and Paid Content. All Three Segments are Growing Double-digit.



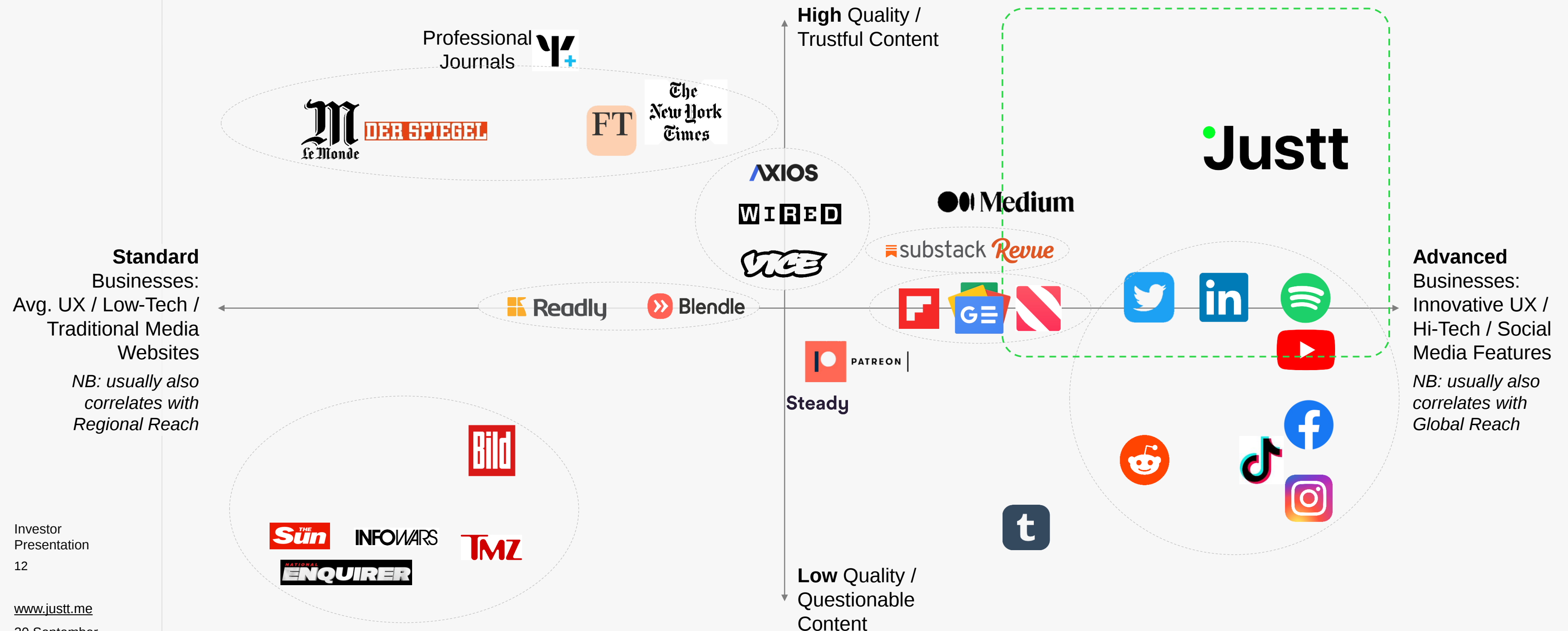
Avg. digital media consumption per day:
6:45hrs

*Europe (ex Russia), Americas, Israel, Oceania/ Australia, Japan, South Korea

Sources: PwC, eMarketer, CB Insights, WAN-IFRA, Statista

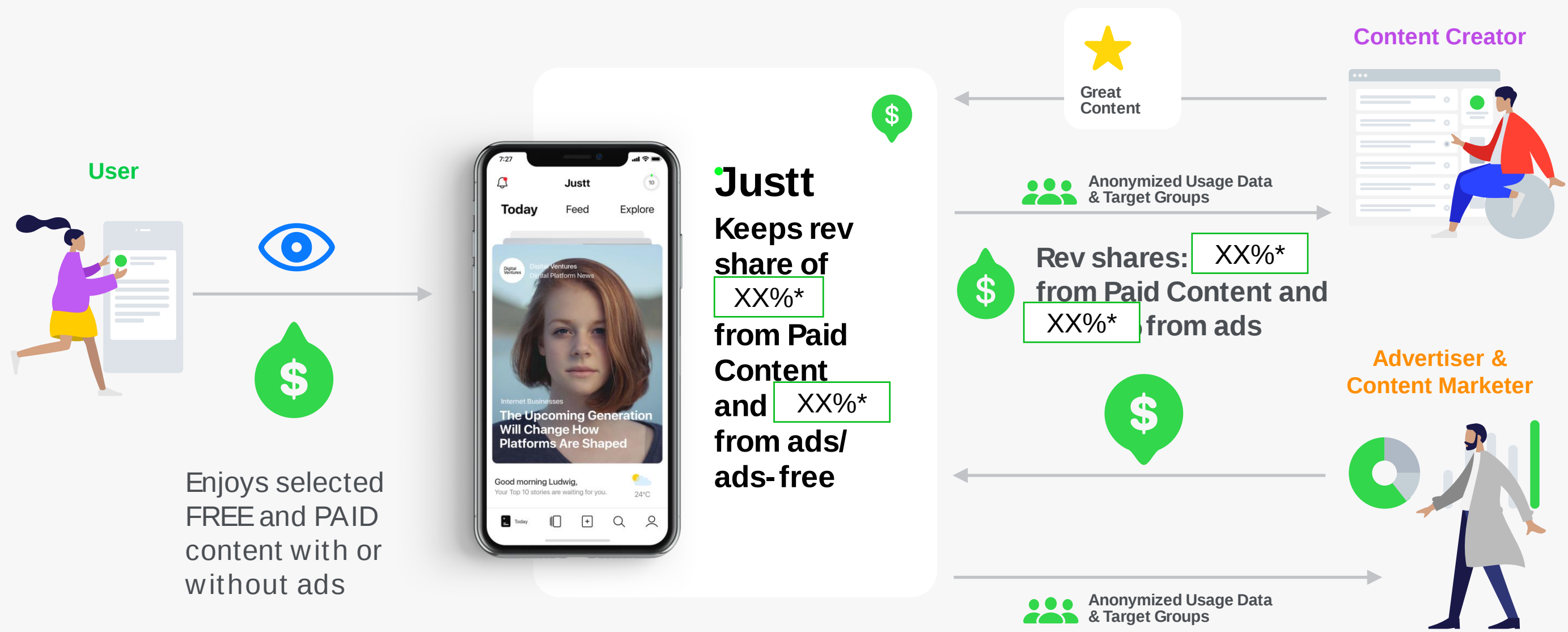
² excluding eBooks

Building the Category Leader for the Creator Economy in Europe:
Justt Conquers The Sweet Spot Combining HQ Content with Advanced UX/Tech Features.



Justt's Success Goes Hand in Hand with its Creators' Success.

Business Model & Monetization

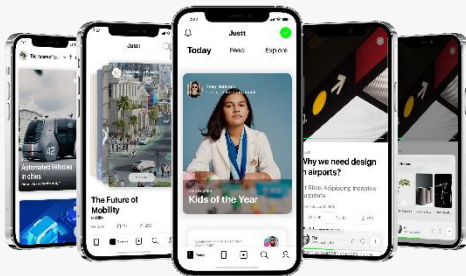


NB: Free platform also serves as an acquisition funnel for subscriptions

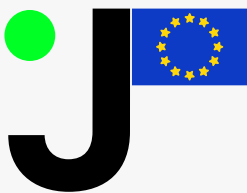
*information to be shared 1-o-1

Closed First Content Partnerships, Positive Feedback from Customers and Creators, Built a Strong Core Team, Developed MVP.

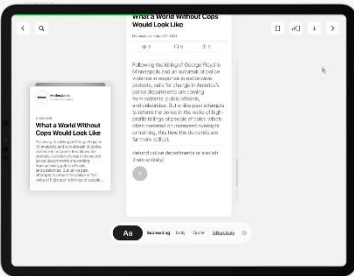
Product



Product MVP iOS



Launch in Germany in Q3

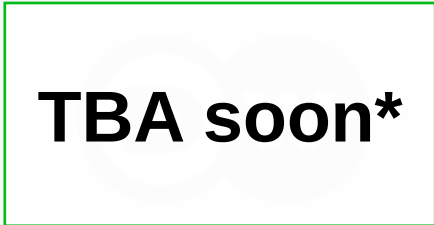


Content Creator Suite

Creators



Content partnership with piqd



Further content partnerships in the making



First top individual content creators won

Team



Core team in place, highly cost-efficient development in Kosovo

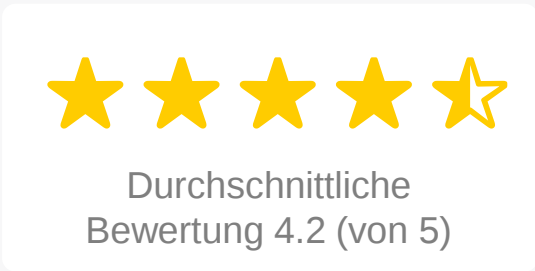


Top-notch SVB



Key role hiring initiated

Users



Very positive tester feedback from beta test run with 100+ users

Let's build the first truly scalable publishing platform that combines state-of-the-art tech and social media with quality content to increase relevance, transparency, revenues and efficiency for all parties in a billion-dollar market.

Join us and be part of a better story.

”

Quality content builds relationships.

Relationships are built on trust.

Trust drives revenue. ”

Andrew Davis

Looking forward to hearing from you! Drop us a mail or call us:

founders@justt.me

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