



Corporate Presentation 2023

Keek Social is a subsidiary of Personas Social Incorporated.
Toronto, ON, Canada.
www.keek.com





How it all started.

Pre-dating Tik Tok, Keek was the original short form video app.

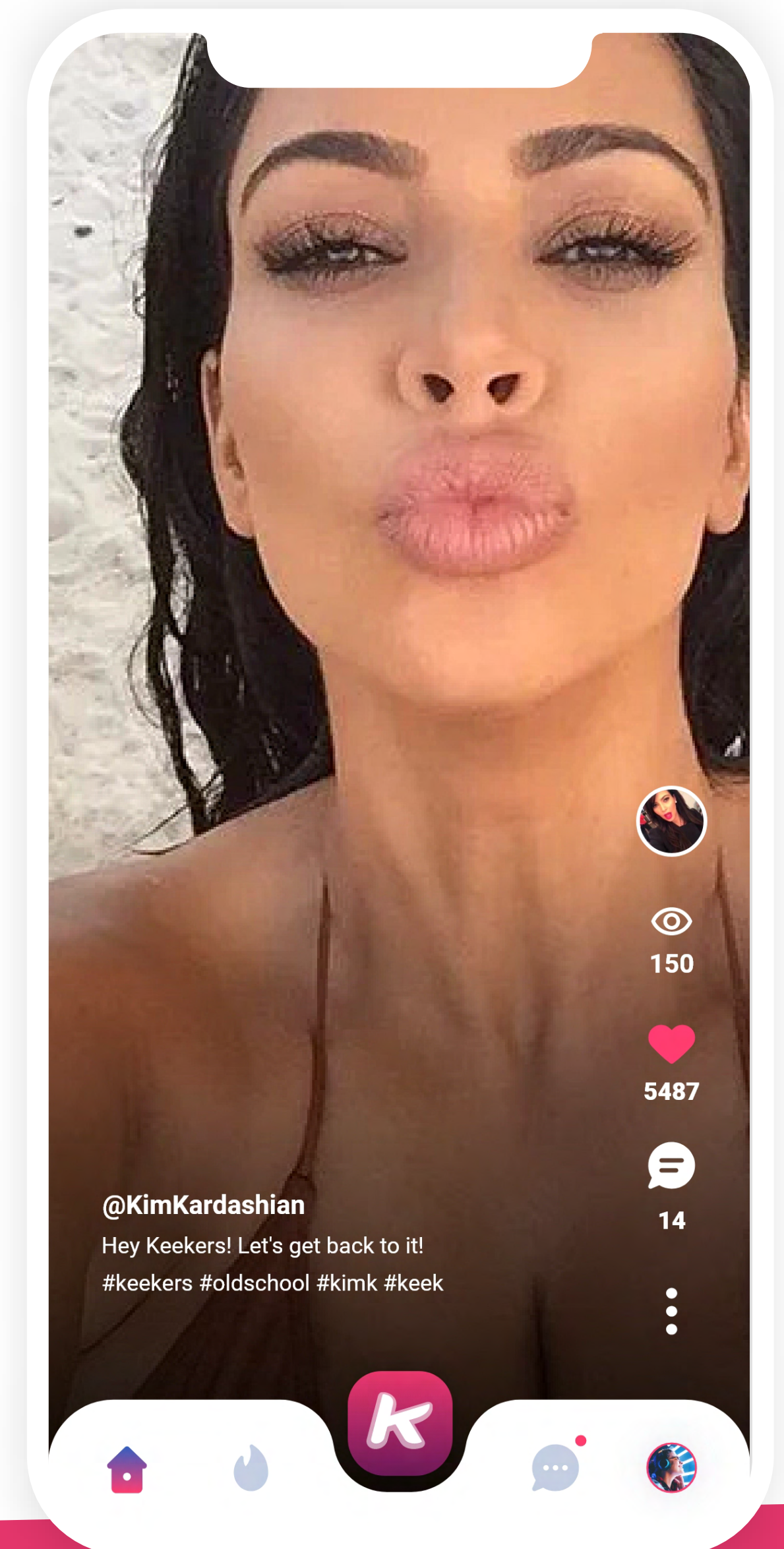
Debuting in 2012 and supported by the Kardashians, Keek garnered a global audience of 80 million users in 180 countries. Keek users have gone from high-school to their 20s; from college to careers and they all want their Keek back.

In the light of rumors of foreign government spying and in the shadow of divisive and toxic social media; the desire for the fun carefree days of social media has created a groundswell of people asking for their Keek back.

So, due to overwhelming demand Keek is back and better than ever!

"Please cast your mind back to a time before Instagram Stories, before Snapchat, and even before Vine—when a little somethin' somethin' known as Keek was the social media platform to document your life on."

Mehera Bonner, Marie Claire 2019



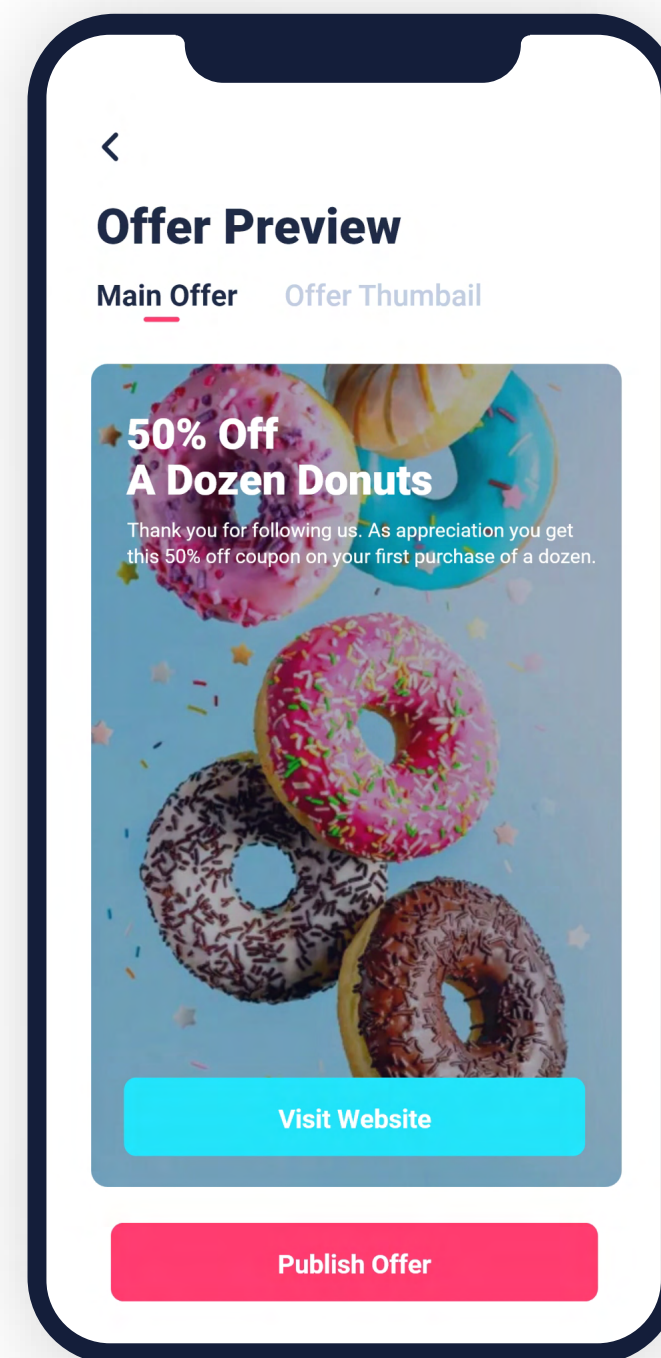


New Features.

"The main reasons people use social media is to stay in touch with friends and family, fill spare time, and read the news."

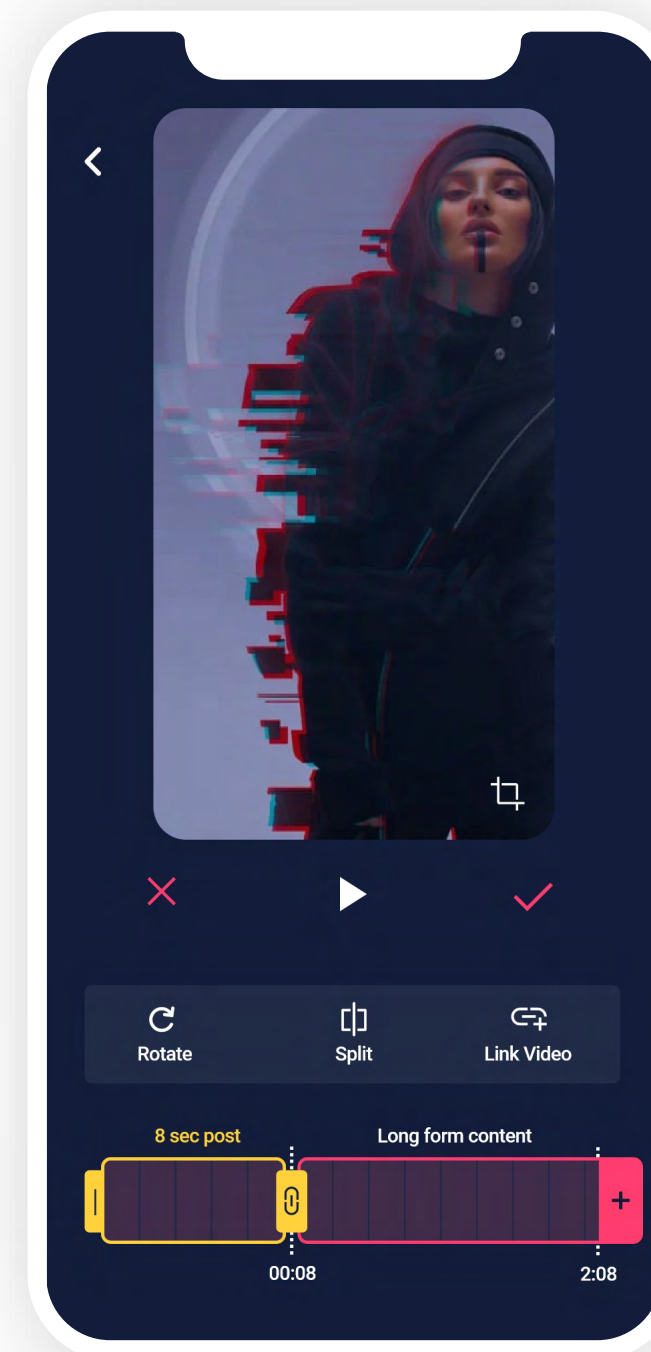
Source: Hootsuite's Digital Trends Report 2022.

Keek gives users what they really want from their social networks.



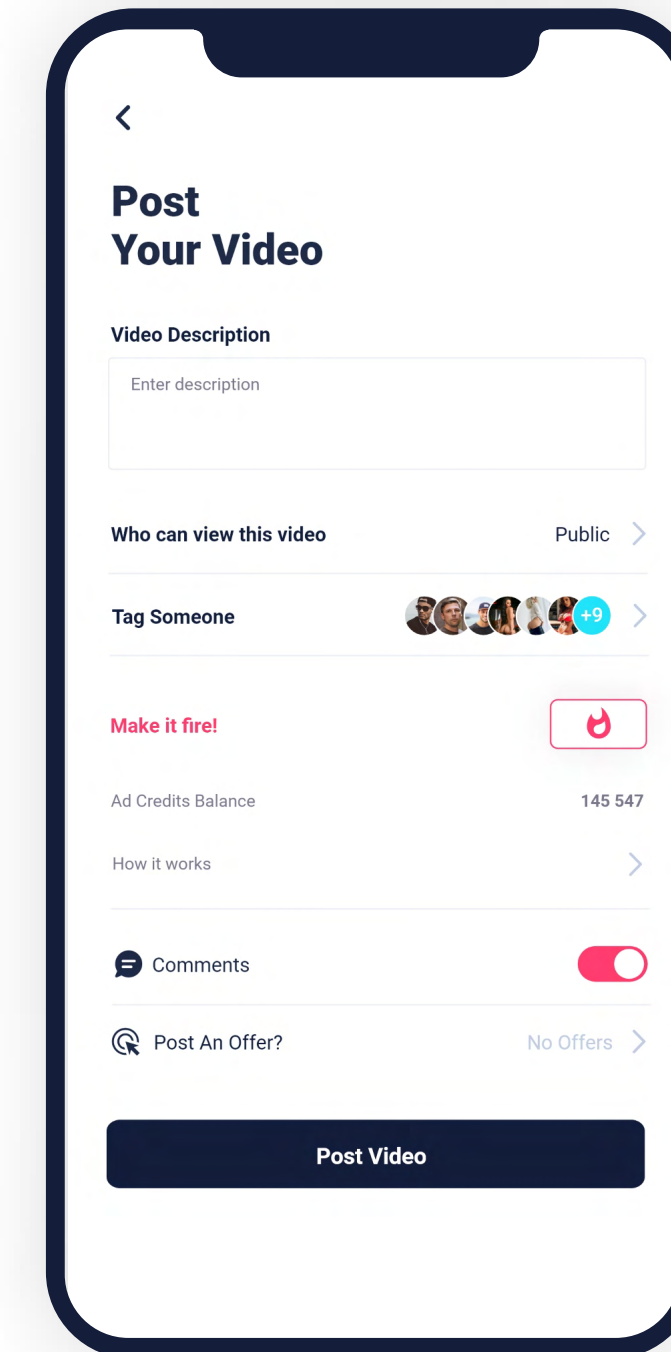
Offer Box

Keek allows you to create interactive pop-up offers that appear on your posts. The offers are easy to create and can link to virtually anything.



Video Editing

In addition to masks and filters, we offer one of the most advanced mobile-video editing suites in the market today. We want to make sure our content creators have all the tools they need to create amazing content.

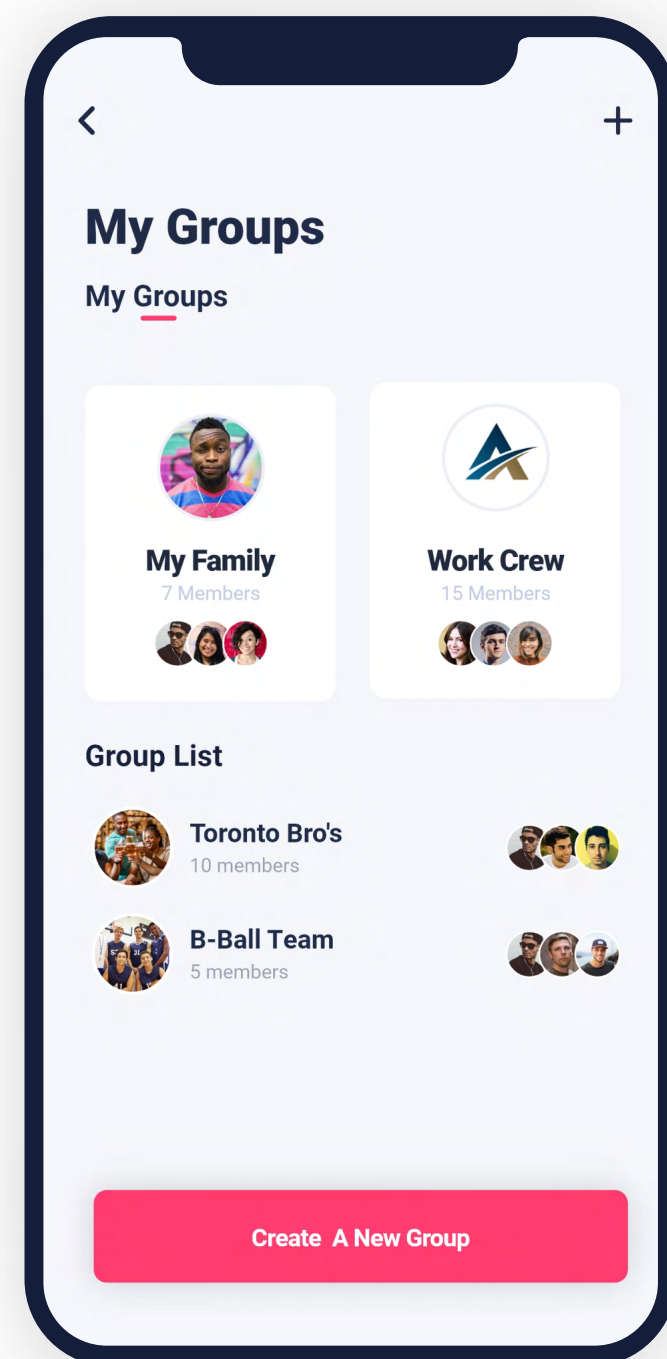


Fire Posts

The new Keek boasts advanced AI tech that power its Fire Posts™. Fire Posts use AI to insert your posts into the feeds of people most-likely to follow you. You can build an audience and get famous and monetize your fame with our Offer Box.

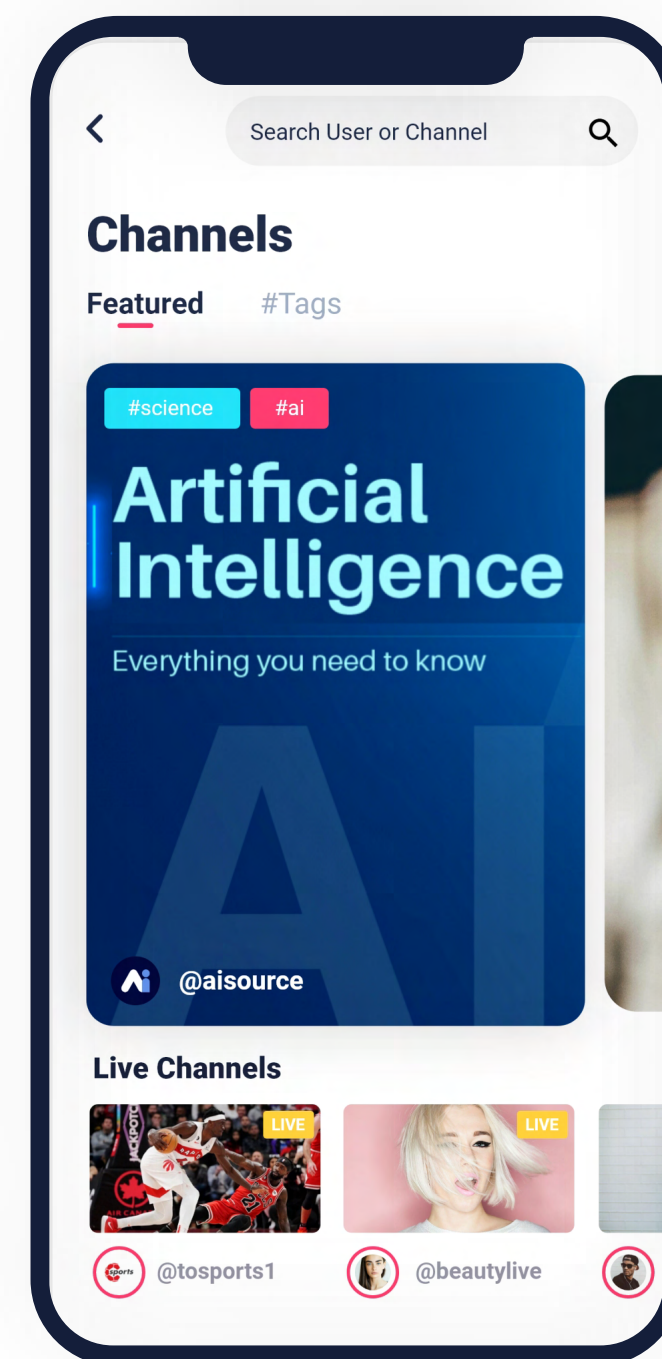


Features Continued.



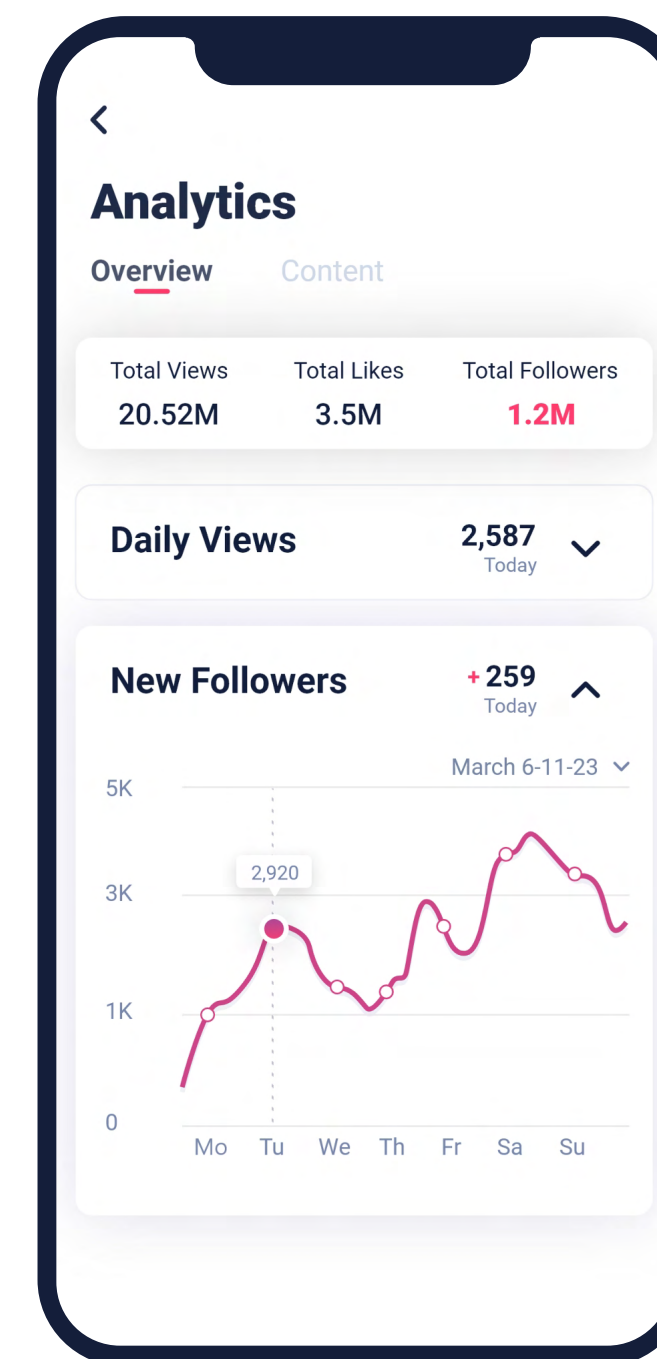
Groups

Keek protects your privacy and lets you stay in touch with family and friends by allowing you to create groups.



Channels

In addition to random user generated content, Keek also curates high-quality content for busy people with busy lives, who just want to see the best of what's online.

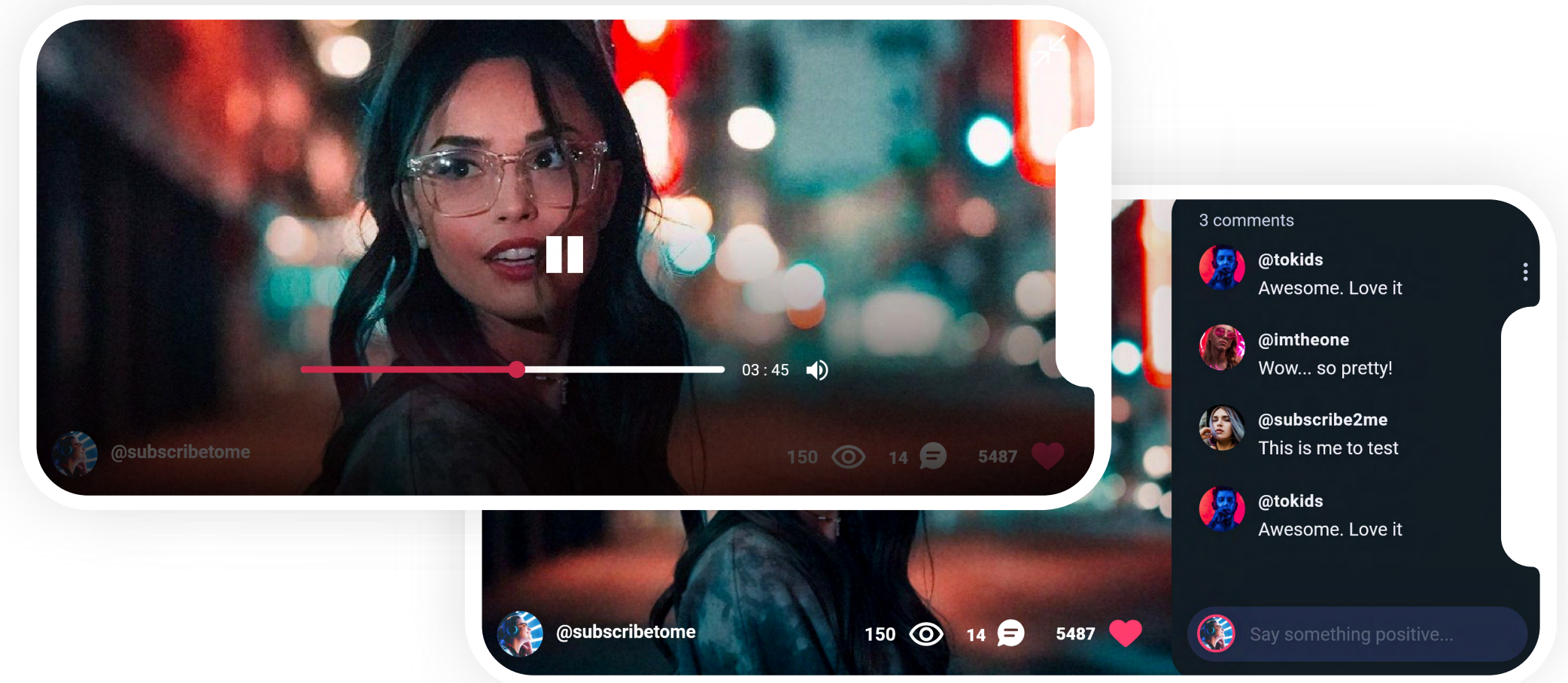
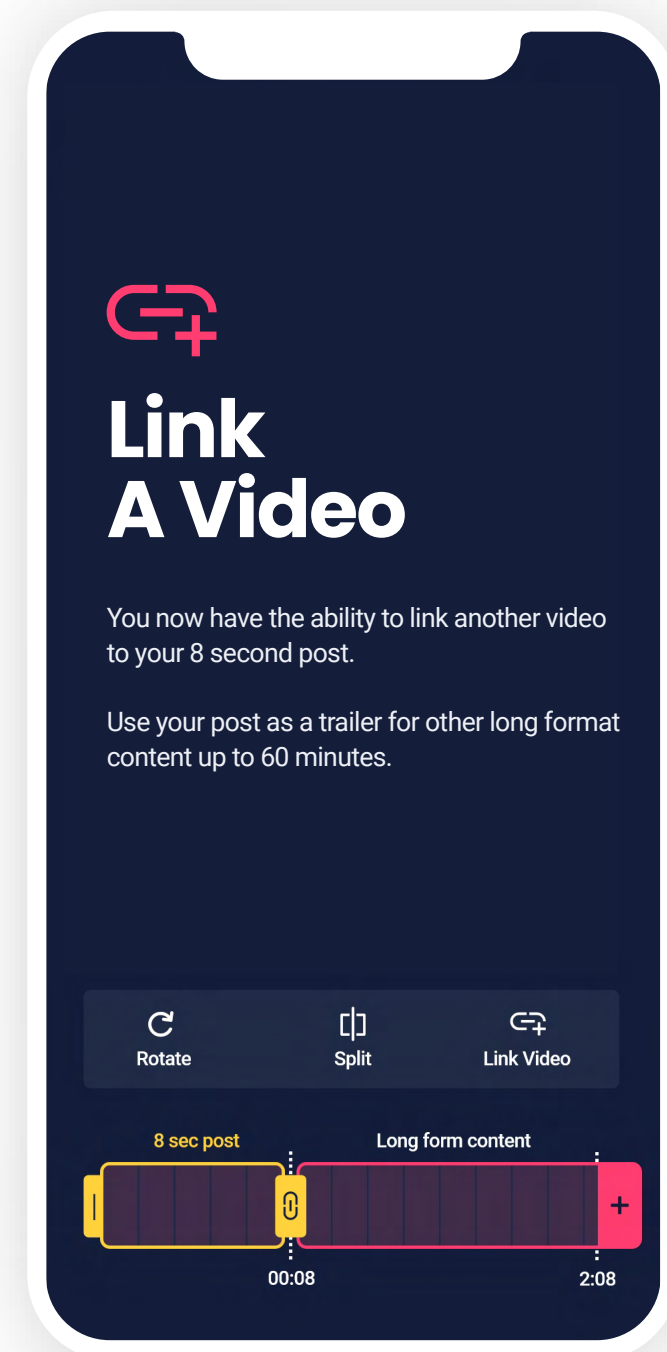


Creator Analytics

Performances statistics to help creators fine tune their content offerings.



More Features.

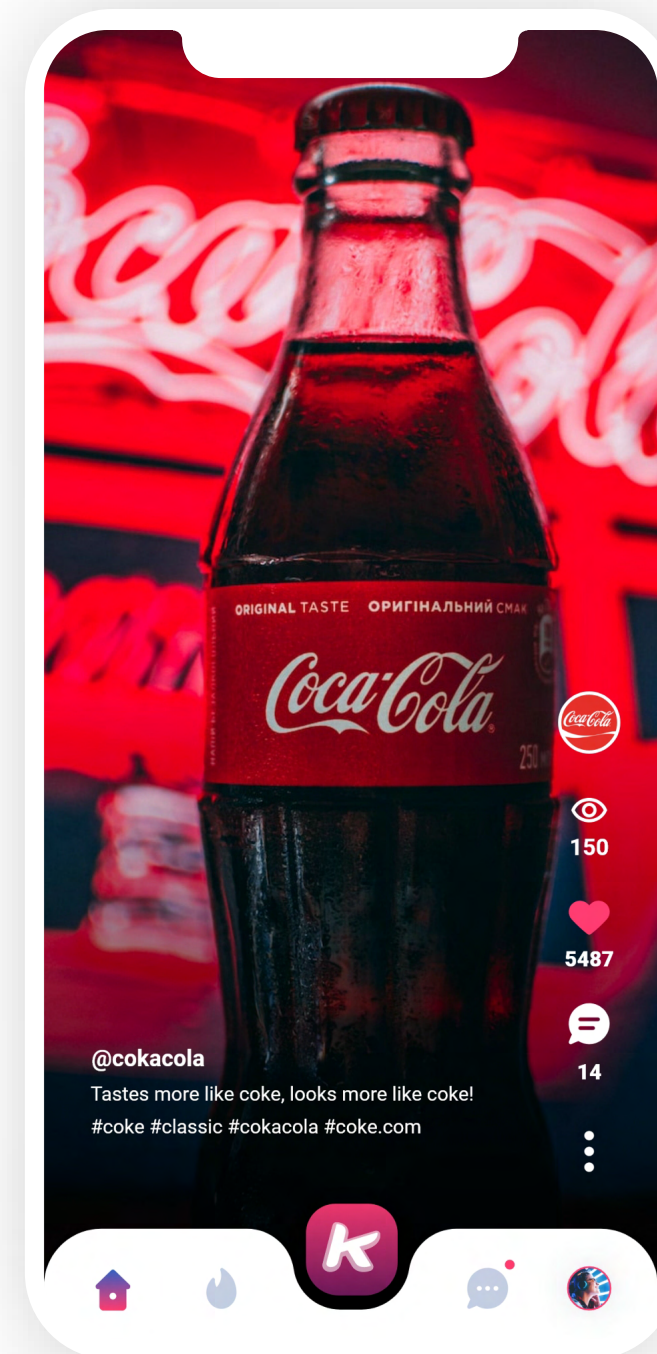


Link to Longform Content

In addition to 8 second vertical scrolling Keeks, Keek also allows user to enjoy beautiful high-definition landscape-oriented videos.

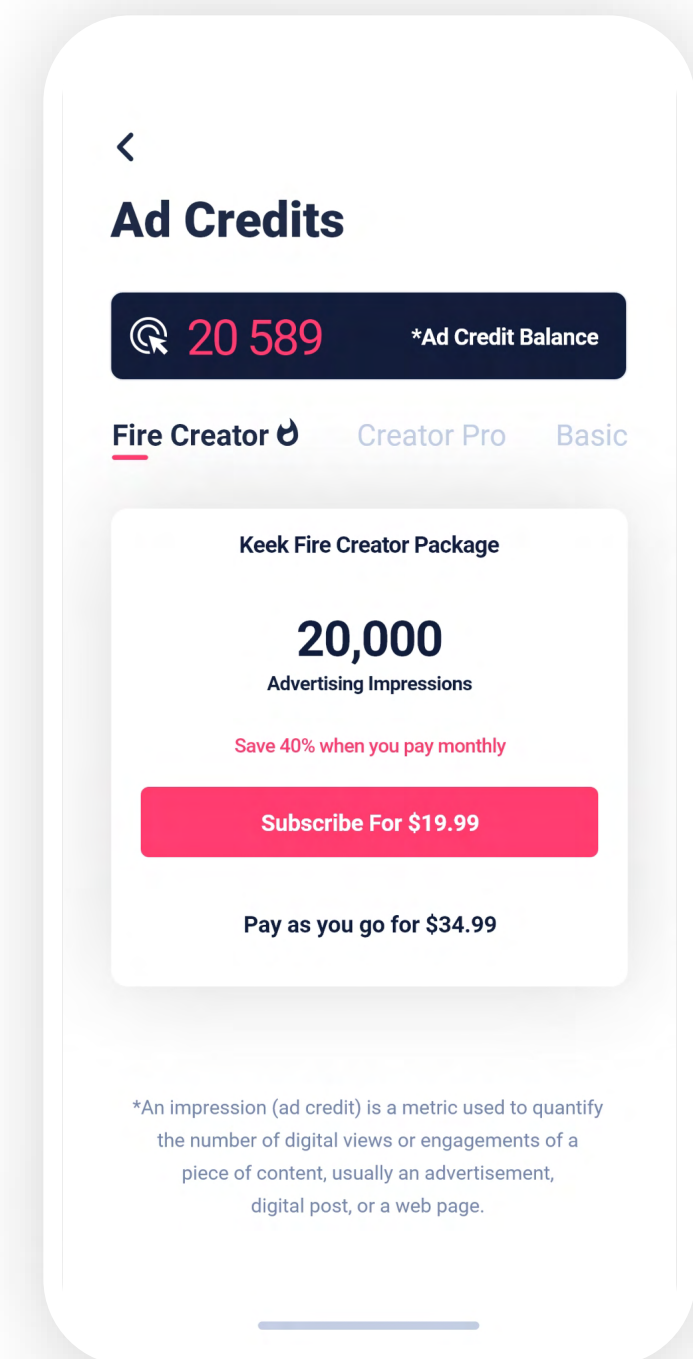
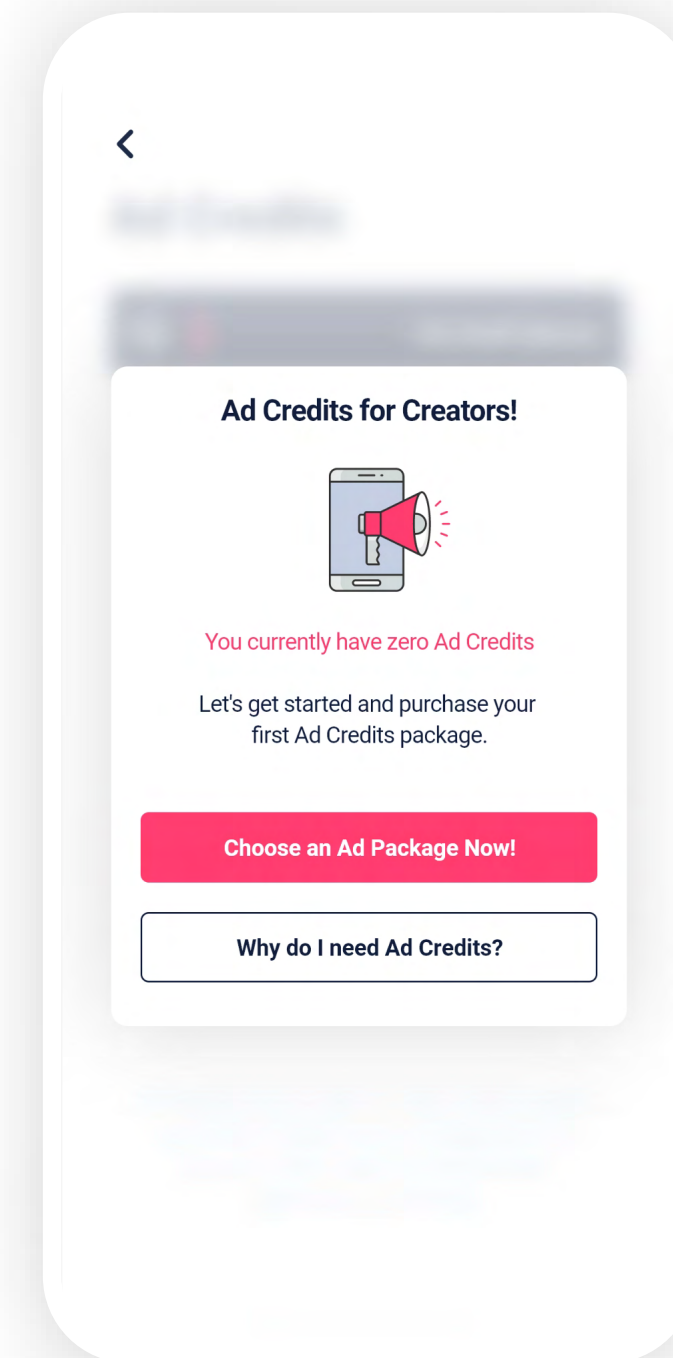


Revenue Model.



Advertising

Keek has 5 different advertising units in which it sells advertising to sponsors: Feed, Pre-Roll, Mid-Roll, Post-Roll and Channels.



Advertising Credits

Keek charges its users to use Fire Posts on the Keek platform. Advertising is sold as advertising credit packages. Advertising Credit Packages range in price from \$7.99 to \$74.99 and are sold as either one-time purchases or as subscriptions.

Users are offered a discount for subscribing to Ad Credits Packages.



Market Landscape.

Growing distrust in existing social media platforms coupled with an outright banning of Tik Tok by numerous governments and addition billion people joining social media in the next few years; **creates a huge market opportunity for Keek.**

The number of social media users worldwide has swelled to a record 4.9 billion people globally. What's more, this number is expected to jump to approximately 5.85 billion users by 2027. Source Forbes 2023

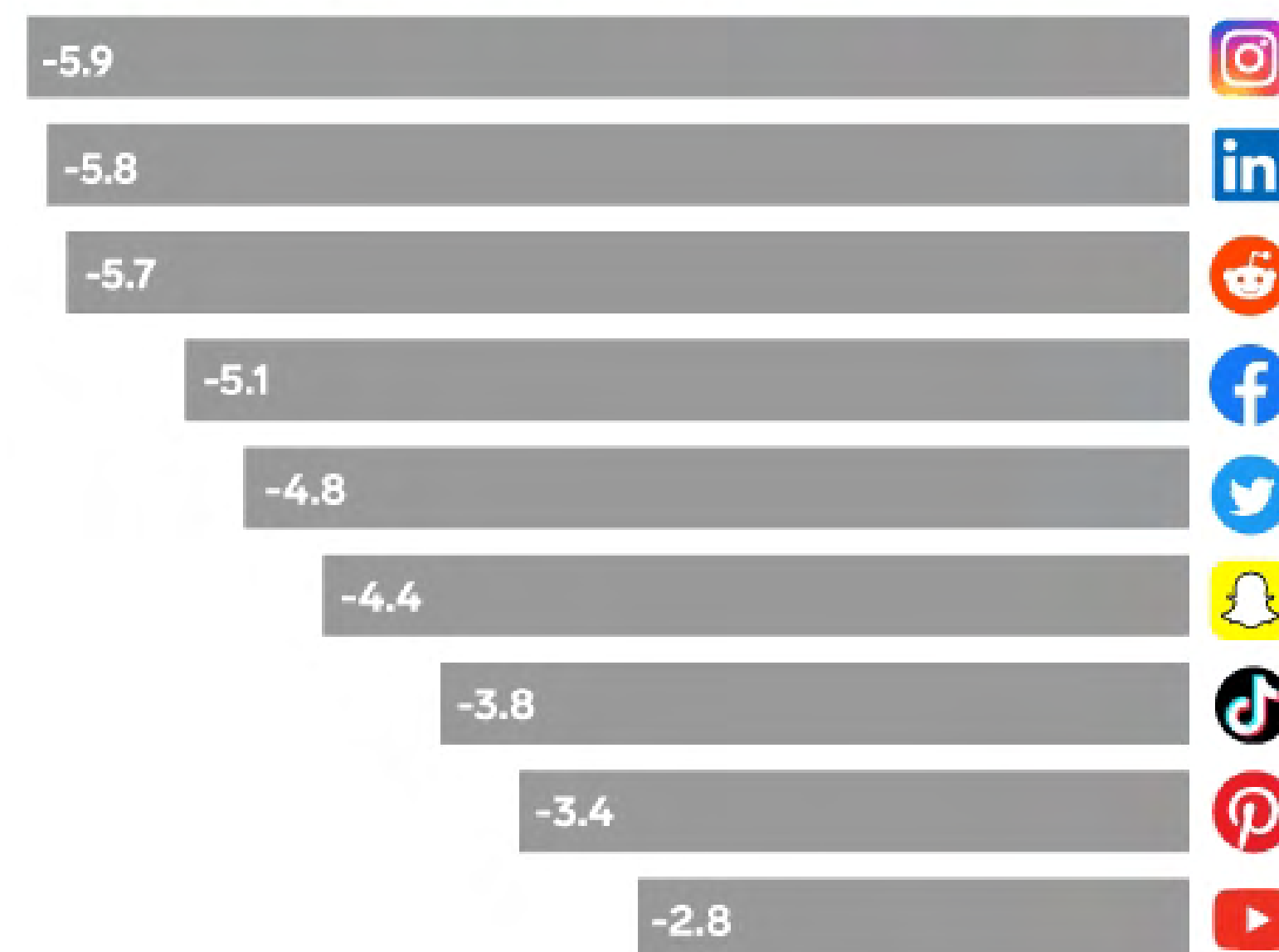
Overall user distrust of social media grew in 2022.

Source: Insider Intelligence 2023

Tik Tok is either fully or partially banned in 16 countries comprising a population of almost 3 billion people so far and counting.

Source Mashable By Meera Navlakha on May 18, 2023

Trust in Social Platforms Is Declining, 2022 change in total benchmark score vs. 2021



Note: a social platform's total score is calculated from the weighted scores for each of the five pillars in the benchmark (Security, Community, Legitimacy, Ad Experience, Ad Relevance); in 2022, platform total scores ranged from 66.5 to 83.9 out of 175 total possible points

Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022

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[InsiderIntelligence.com](https://www.insiderintelligence.com)



Market Landscape.

Longer form content still rules the day with YouTube getting 82% of teens and young adults compared to 24% for Tik Tok.

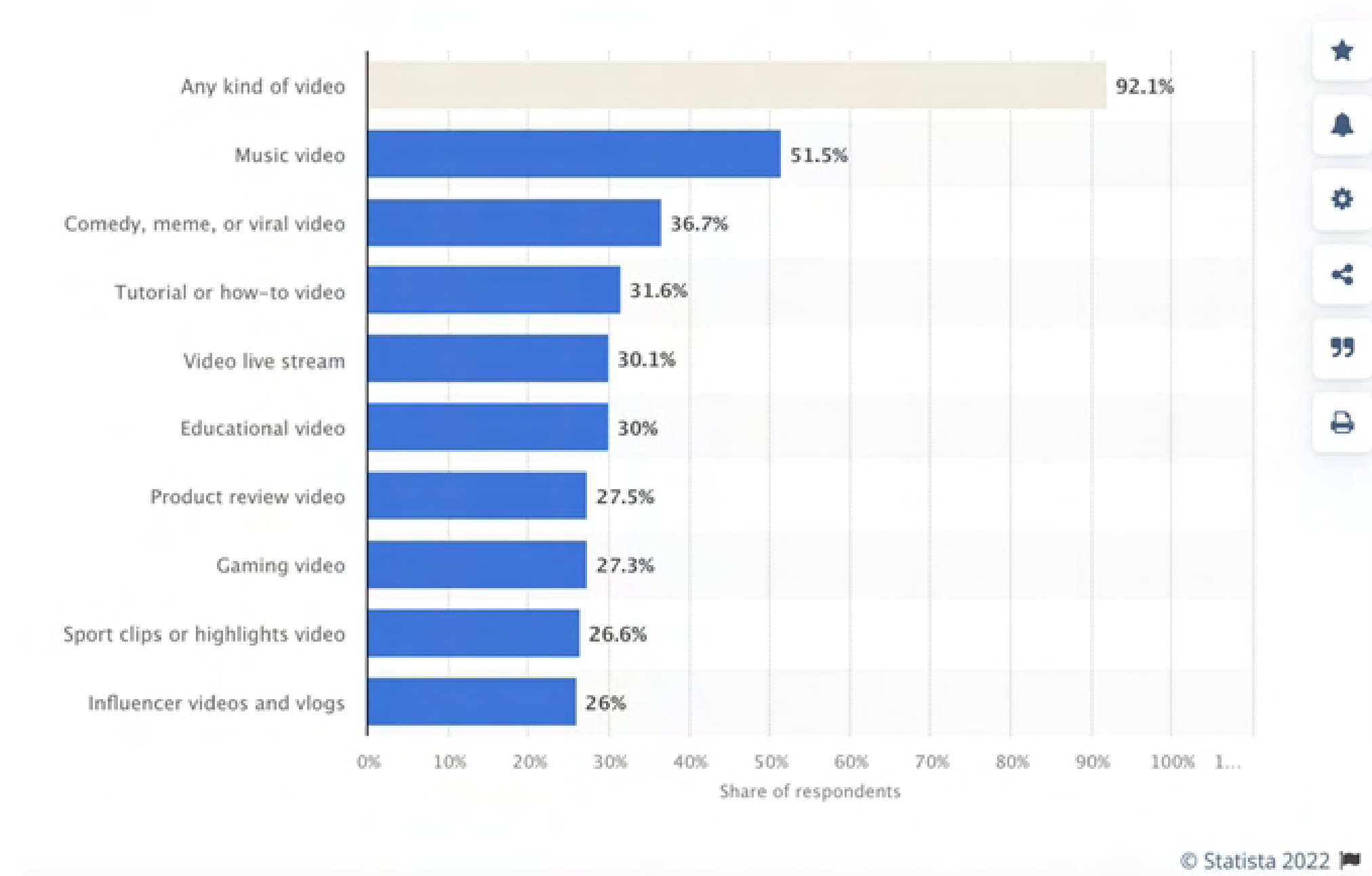
In a 2020 study from Statista, it was discovered that 82% of teens and young adults (ages 15-25) in the UK were using YouTube to consume video content. This made the video sharing platform more popular than Facebook, WhatsApp, and Instagram.





Market Landscape.

Professional content such as music and comedy continue to dominate user video consumption habits.



According to data collected by Statista, there were over three billion internet users watching streaming or downloaded video at least once per month in 2022. This number is projected to increase annually, ultimately reaching nearly 3.5 billion by 2023. In the U.S. alone, there were approximately 244.4 million video viewers in 2020. Source: Statista 2022

Proving the popularity of video content, Cisco reports that 82% of global internet traffic will come from either video streaming or video downloads in 2022. Source: Cisco 2022



Market Landscape.

Market Research shows that users demonstrate a willingness to use a variety of social networks.

Users are spending increasingly more time on social media and the pot of advertising dollars is increasing significantly.

It's now projected that \$130.5 billion of total social media ad spending will be generated through mobile by 2027.

Source Sprout Social

In 2023, there are estimated to be 4.89 billion total social media users worldwide.

Source: Hootsuite's Digital Trends Report 2022

The average person bounces between seven different social networks per month.

Source: Hootsuite's Digital Trends Report 2022

The amount of time internet users spend on social media is now higher than ever — 151 minutes per day.

Source: Hootsuite's Digital Trends Report 2022

The main reasons people use social media is to stay in touch with friends and family, fill spare time, and read the news.

Source: Hootsuite's Digital Trends Report 2022



Marketing Overview.

Keek is still a well-known name that has **850K+ sites** backlinking to Keek.com.

Our marketing efforts will consist of;

Market to its legacy userbase of **80 million people**.

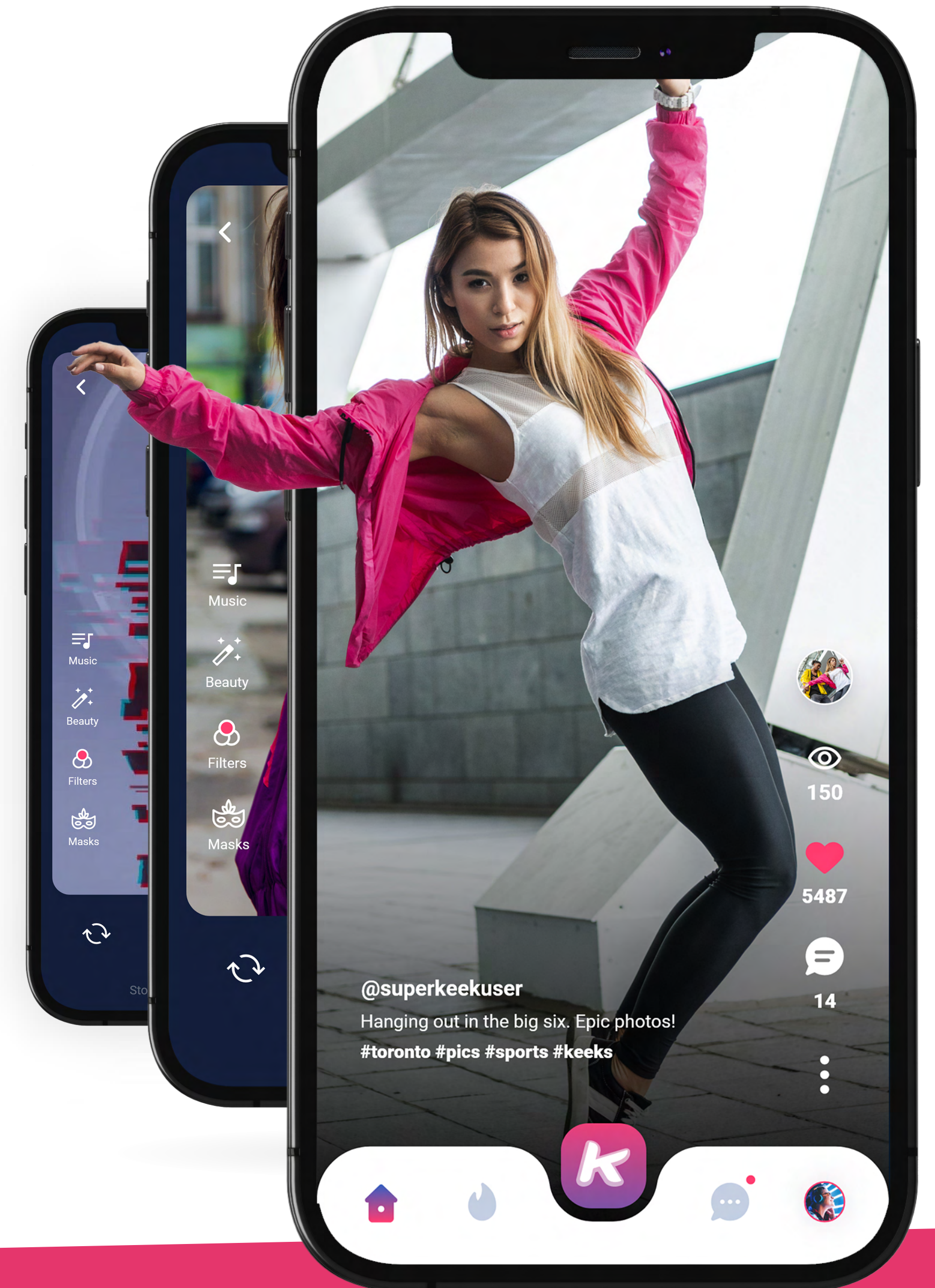
Market via social to its approximately **1.5 million** followers and **2.5 million** users of the company's other platforms.

Use **AI based sentiment analysis** to target market to users online.

Contract a variety of **influencers and celebrities** to promote the app.

Market in areas where TikTok is banned.

Market through traditional means such as product **placement and sponsorships**.





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