

ben™

Investor Presentation



AUGUST 2024

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Today's Presenters



Paul Chang

CHIEF EXECUTIVE OFFICER

- 25+ years of experience launching new technologies including 18-year tenure at IBM
- Led the expansion of various AI, Blockchain, Analytics and IoT solutions into new global markets
- Maintains key industry relationships and expertise across Life Science, Industrial, and Retail sectors



Bill Williams

CHIEF FINANCIAL OFFICER

- 20+ years of experience in corporate finance, legal, technology and management consulting
- Expertise driving growth, innovation, and value creation for emerging growth companies
- Has held various long-term C-suite roles across multiple industries



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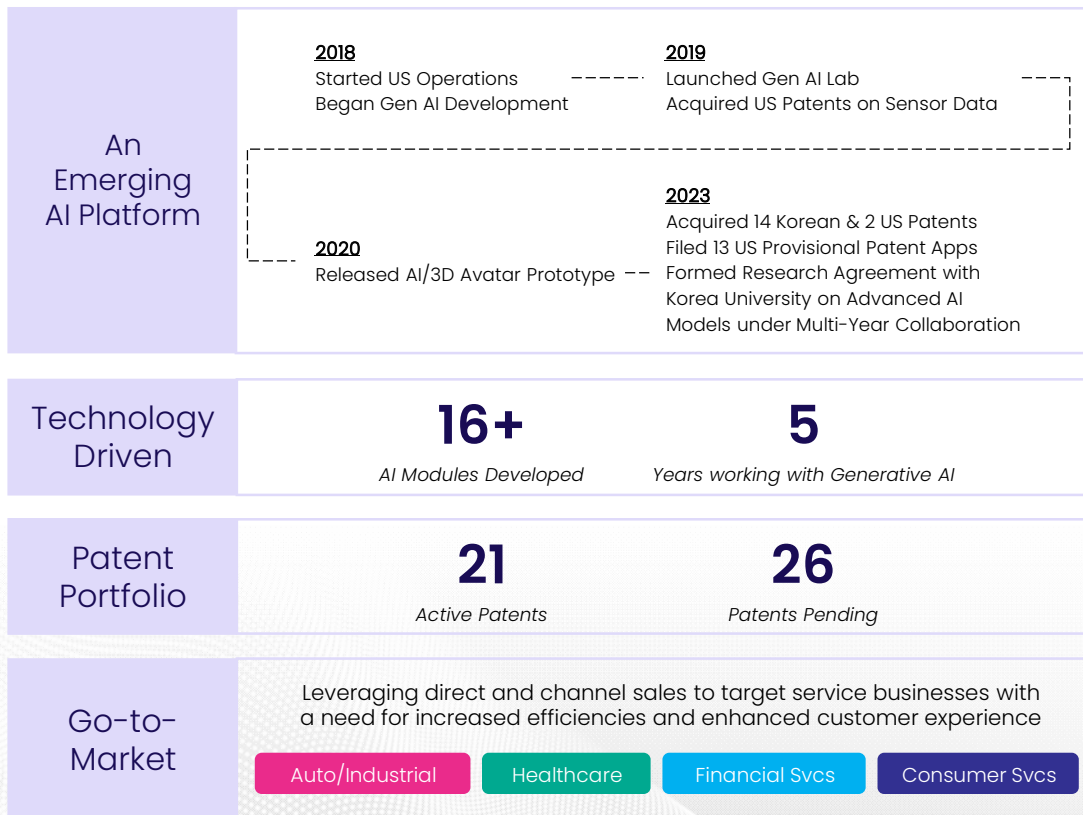


Section 01

Executive Summary

BEN is a Conversational AI Company Focused on Delivering Personalized Customer Engagement through Helpful, Friendly AI Assistants

BEN at-a-Glance



Note: "Svcs" is used as the shortened abbreviation of "services"



ben™

AI That Delivers

Customer Experience (CX)

Create rich and engaging customer experiences delivered through a human-like response engine to satisfy end-customer needs

Productivity

Empower organizations with new tools that can accelerate business productivity and efficiency by scaling operations in a cost-effective manner

Performance

Enterprise-grade capabilities to grow at-scale while adhering to client priorities – safety, data security, and compliance

Virtual Adherence Assistant

Conversational AI can improve patient experiences and medication understanding, leading to better outcomes for both patients and the healthcare ecosystem



For Healthcare Ecosystem

- Reduce cost burden of pharmacies through automation of customer services related to providing information about medication
- Enable the filling of previously unfulfilled prescriptions, unlocking an estimated \$250 billion in potential revenue within the U.S. pharmaceutical market¹
- Cut \$290B in costs by encouraging medication adherence to reduce avoidable healthcare spending¹



For patients

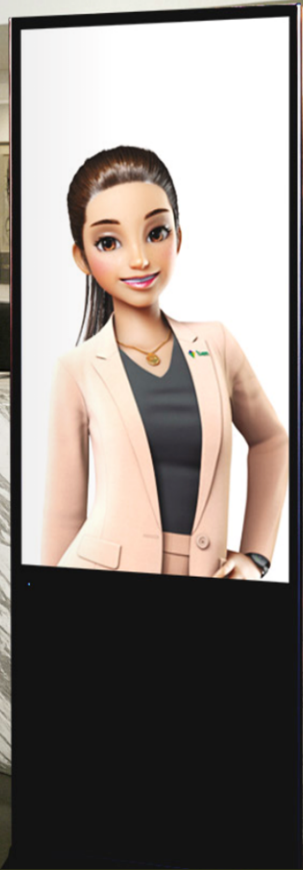
- Improve the lives of patients and provide them a more personal experience²
- Simplify their medication management
- Provide personalized content based on the needs of the patient
- Enhance patient outcomes by ensuring adherence to medication²

Addressing medication non-adherence opens a \$637 billion opportunity for the pharmaceutical industry, enhancing both patient health and industry profits¹



PERSONALIZING AI ENGAGEMENT

BEN Automotive's AI systems bring a deeper level of **Comprehension, Empathy, & Understanding** to human-machine interactions.



AFG Strategic Partnership Overview

AFG's Situation



AFG is a holding co with several client-facing service businesses within their portfolio looking to ensure premium service at efficient rates as a standard



AFG partners with BEN to integrate AFG's TRONIX software to deploy an AI-driven platform across their portfolio. The solution, BEN AUTO, will process transactions with real-time data to drive sales and premium service with business intelligence



BEN provides an efficient solution that optimizes operations, boosts profits, and reduces costs for AFG amidst growing service request backlog

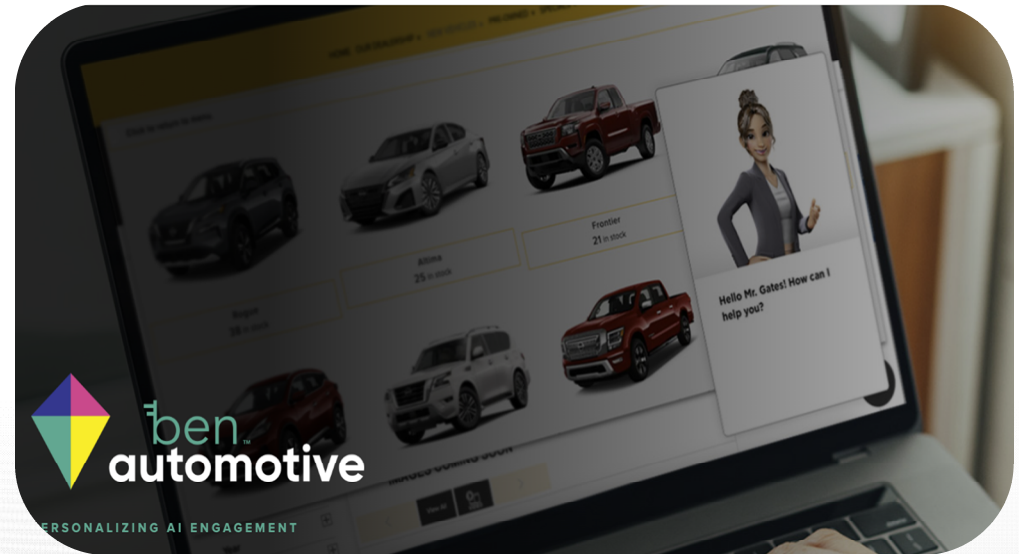


AFG and BEN have agreed to a 5-year exclusive deal



- ✓ BEN improves brand loyalty & experience
- ✓ Enhances consumer/dealer interactions 24/7
- ✓ Improves personnel productivity and knowledge
- ✓ Optimizes sales/finance and fixed operations
- ✓ Avatar-driven consumer interactions
- ✓ Personalized customer engagements
- ✓ Improves risk exposure and claims management
- ✓ Efficient end-to-end consumer lifecycle management
- ✓ Integrates platform & dealer data

Delivering Value to a Tech-Enabled Services and Third-Party Administration Company with Over 1,000 Dealership Locations



AI-Driven, Digital-First Service Solution

Recent Updates



BEN continues to deliver on commercial goals and product innovation

Commercial Accomplishments

- 1 Announced partnership with Provana aimed at optimizing compliance and business process management across a variety of industries, including health insurance, personal injury, and credit servicing
- 2 Launching MedAdvisor in partnership with a major US pharmacy chain
- 3 OSF, a large Midwest hospital network, exploring the use of BEN AI for clinician training

Product Advancements

- 1 Developed “Remember Me” technology which syncs digital and physical interactions for an integrated, personalized customer experience; demonstrated at NADA Show 2024
- 2 Received HIPAA and SOC 2 compliance
- 3 Deployed BEN AI platform on secure AWS environment to support multiple customers and scale
- 4 No GPU Production Environment – developing the ability to deploy and scale the BEN product without need for GPUs in production
- 5 New Phone Modality – BEN Assistants available to receive calls and to provide & receive information starting with Medicare Advantage products

Targeting Multiple Sectors Prime for BEN Product Adoption

Auto / Industrial

Traditional industries, often composed of numerous disjointed players, find it difficult to embrace new digital tools and analytics quickly, in contrast to the rapid digital shift in consumer preferences

Automotive

Heavy Equipment



Industrial Services



Aerospace & Defense



Power & Processing



Transportation & Logistics



Telecom



Energy



IOT



Enterprises

Healthcare

Solution for human-error and burnout across healthcare offerings by taking on a customer-facing role that removes burden on certain administrative tasks from physicians and other healthcare professionals



Hospitals



Pharmacy Networks



Pharmaceuticals



Payors

Financial Services

Fill much of the onboarding deficiencies faced by providers across the financial services sector by delivering a friendly, trustworthy and neutral interface that can provide comfort to customers



Insurance



Third Party Administrators



Wealth Management



Banks



Management Consulting



Credit Intermediaries



Real Estate

Consumer

Consumer preferences towards digitalization and online purchasing and ordering has facilitated the increased need for fully integrated solutions and robust customer service whether online or in location



Retail



Consumer Products



Restaurants / Hospitality



Call Centers



Wholesale



Manufacturing



Media & Telecom



91%

Of customers are more likely to shop with brands that offer personalized experiences¹



~\$85B

Annual US Spending on Healthcare-related Customer and Patient Services²



~\$447B

In potential cost savings for Financial Institutions generated from leveraging AI applications³



94%

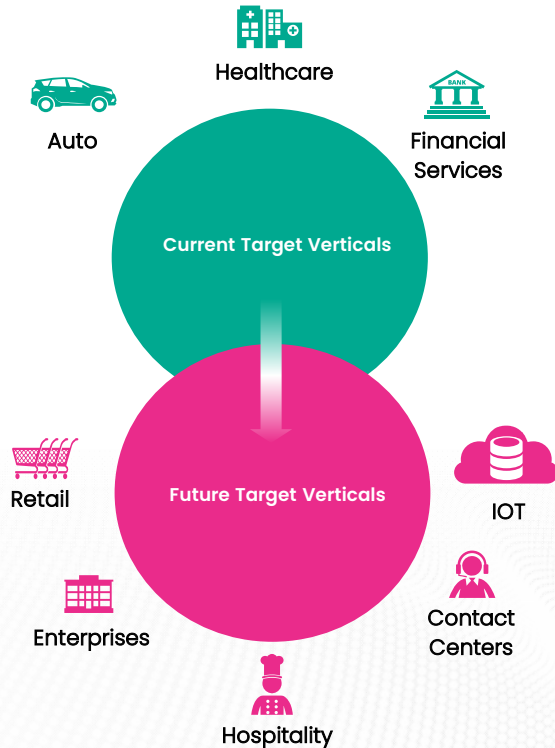
Of large companies expect to use voice AI in two years⁴

1. Accenture - Personalized Pulse Check
2. McKinsey Healthcare Report
3. Insider Intelligence - Artificial Intelligence in Financial Services 2023
4. Study by Pindrop Security as of May 2018

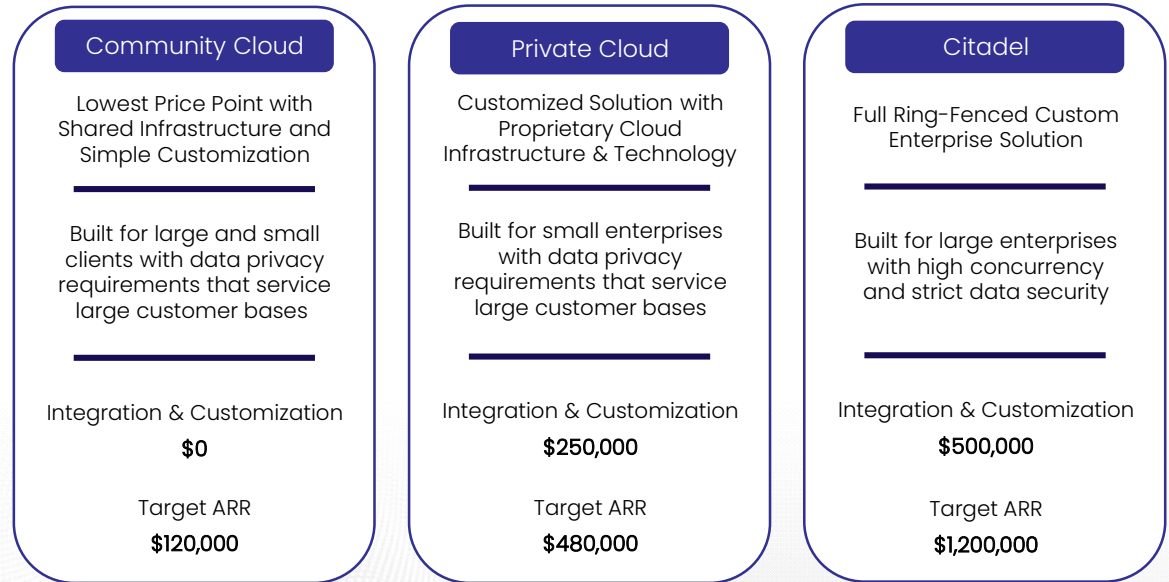


Go-to-Market & Tiered Pricing Strategy

Vertical Focused



Illustrative Offering Tiers

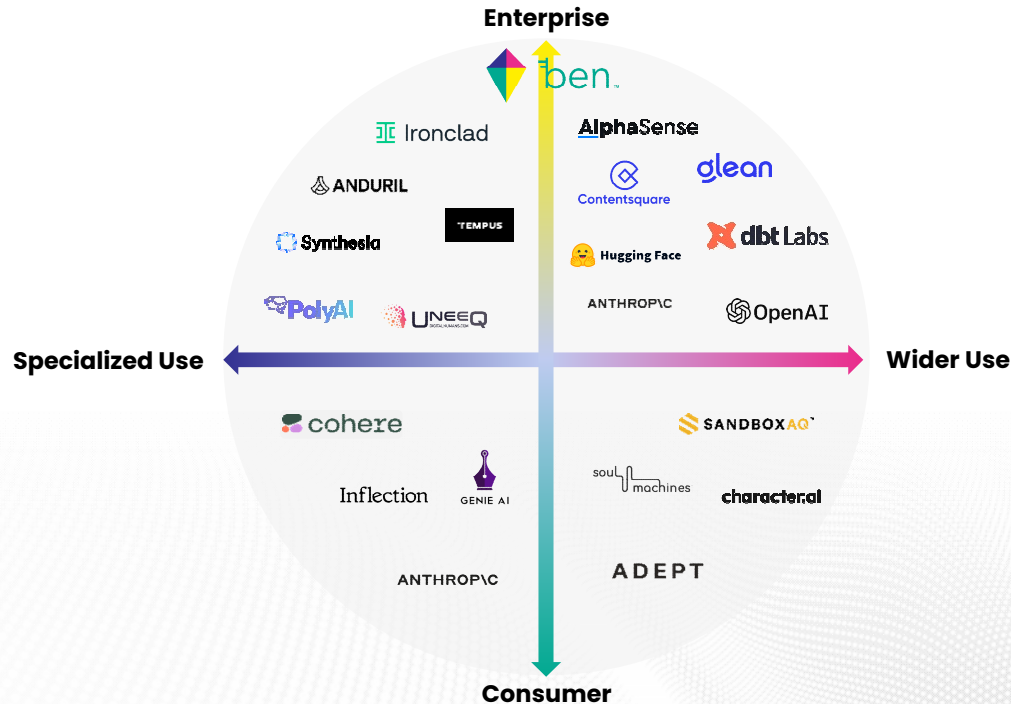


Note: Custom system design and level of data complexity and security are subject to additional charges and fees. ARR is estimated based on utility and concurrency, overage fees apply. ARR is calculated by multiplying the estimated monthly recurring revenue figure by 12.

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AI Ecosystem is Diverse, but Few Have Proven Enterprise Solutions

BEN provides a human-like interface and a safe environment through multi-modal communication, delivering scaled solutions for industries impacted by labor and cost burdens and a desire to increase engagement with their customers



Market Insights

- **Market Validated:** BEN is poised to capture significant share of key verticals that will benefit from AI automation for customer performance and growth
- **Enterprise Ready:** Platform is designed for scale, rapid customer onboarding and configuration meeting the requirements of data privacy, safety, and accuracy of businesses in need of AI technology
- **Delivers on KPIs:** Customers believe BEN will drive performance, grow their revenue, and make their businesses work more efficiently
- **Full Stack:** Complete solution to deploy AI now in the B2B market with a defensible moat that comes with BEN's unique capabilities and patented technology

BEN's Guiding Strategic Focus

WIN

AI That Delivers; trusted, safe, & secure AI solutions that create value for our Customers & Partners

DIFFERENTIATE

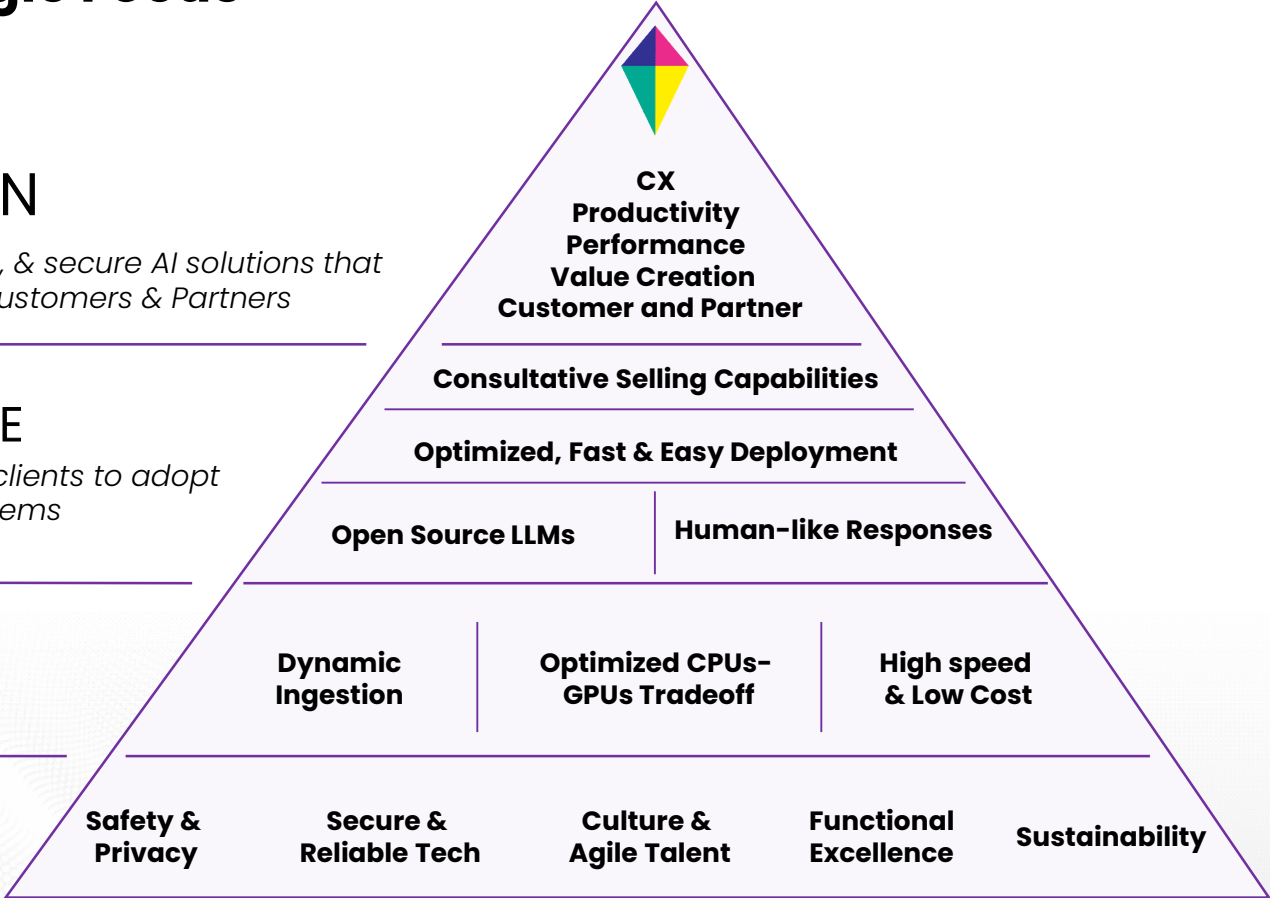
Make it easier and affordable for clients to adopt AI and solve their problems

INNOVATE

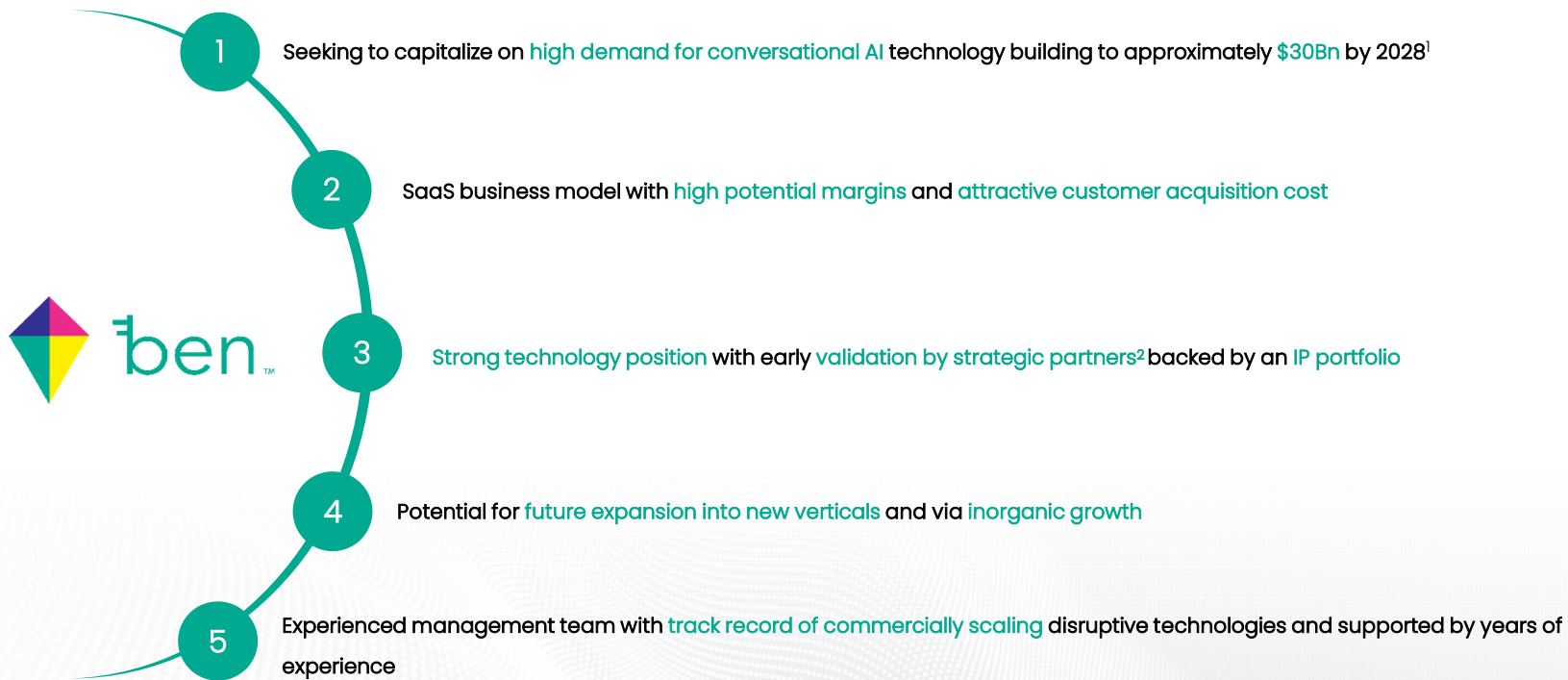
Efficient, optimized processes

FOUNDATION

Future-focused fundamentals



Key Investment Highlights



1. Markets and Markets Report on Conversational AI
2. AFG and MedAdvisor








Section 02

Product Overview

Modern Problems Require Modern Solutions

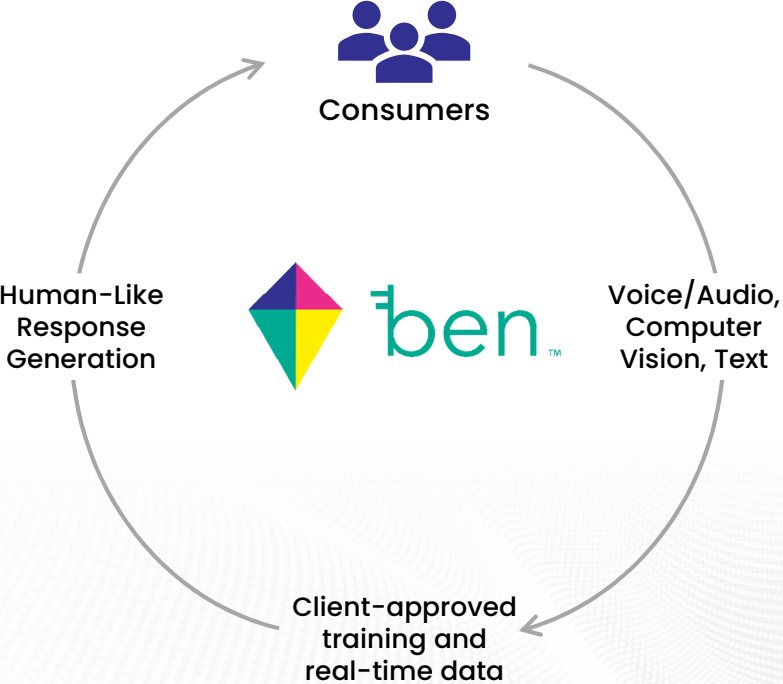
Problem: Enterprises lack a proven, customizable tool that can deliver the exciting benefits of personalized AI-driven customer service that increases brand engagement

		 FULL-STACK	 CUSTOMIZABLE	 SAFE & SECURE	 PERSONALIZED	 DRIVES ENGAGEMENT	 SCALABLE
<p>Solution: BEN's full-stack solution offers a scalable, customizable human-like AI platform that can increase customer engagement by managing consumer data & business KPIs while delivering a safe, secure, consistent, and effective message</p> 							

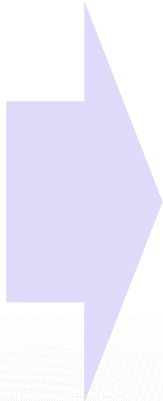
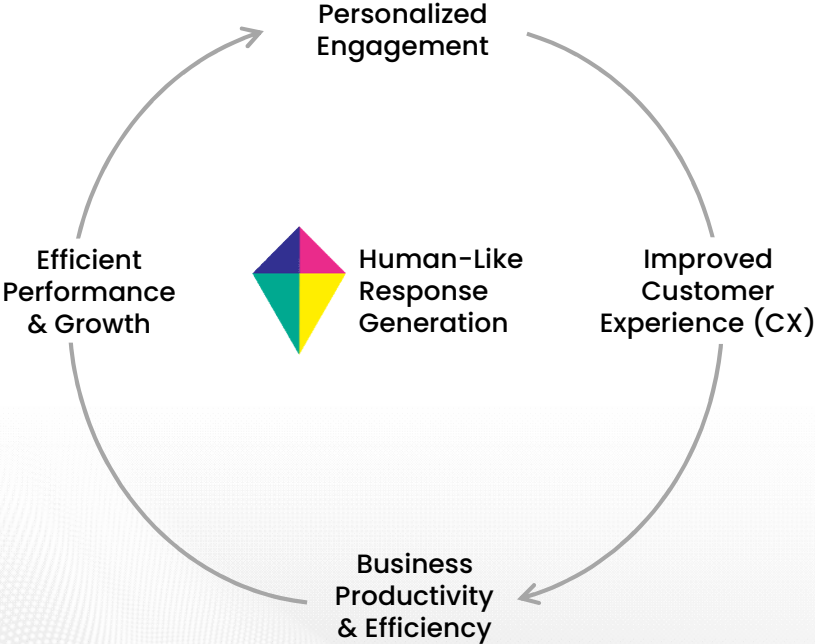
Note: Legacy solutions include customer service & engagement software solutions. "Full-stack solution" means end-to-end application software development, including the front end and back end.

BEN's AI Products Help Customers Unlock Significant Value

BEN's Human-Like AI Response Generation Engine



Business Results



BEN is a Differentiated Full-Stack Enterprise Platform



AVATAR COMPANIES

VOICE AI COMPANIES

LLM COMPANIES

BUSINESS AI COMPANIES

HOME GROWN SOLUTIONS

Expertise



Vertical Expertise



Client or Vertical Expertise



Vertical Expertise



Client or Vertical Expertise



Client or Vertical Expertise



Client Expertise

Data Retrieval & Precision



LLM



Private LLMs (OSS)*



CX/UX



Avatars



Avatars



Voice Only*



No Avatars*



Avatars



Avatars

Proprietary Solution

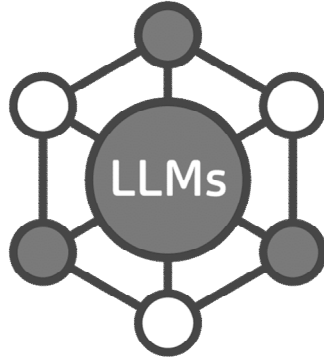
Third Party Tech

Contingent Solution

Note: Competitors include Digital Humans, Soundhound, Uniphore, OpenAI, Minstral, Llama2 (Meta), IBM
 *BEN adapts existing LLMs on its own internal platform to provide customized and controlled data sources.

BEN Provides Tailored & Customer Safe Solutions

Large Language Models



- ✗ Unknown training data
- ✗ Guard against unknown and unexpected
- ✗ Must provide answers
- ✗ Math limitations of LLMs
- ✗ Shared across clients

BEN Solution



Dialogue
Manager



Small Footprint
LLM



Optimized Data
Retrieval
Layers

- ✓ Trained on client provided data and...
- ✓ ...utilizes LLM's 3rd party data in smaller footprint to minimize compute cost while delivering maximum capability
- ✓ Limits expected
- ✓ Does not answer if no answer
- ✓ Uses mixed technologies for precise math
- ✓ Independent instance per client



BEN is a Multimodal & Cross Platform Solution

Currently available Multimodal Conversational AI & AI Avatars:

Fully customizable "Human-like" AI & AI Avatars designed to increase engagement



Available Through Apps and Web, Voice/Call Centers, Real World/Kiosks

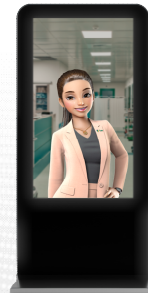
(Native Apps and SDK Integrations, Human-Like AI and AI Avatars)



Mobile



Desktop/Laptop



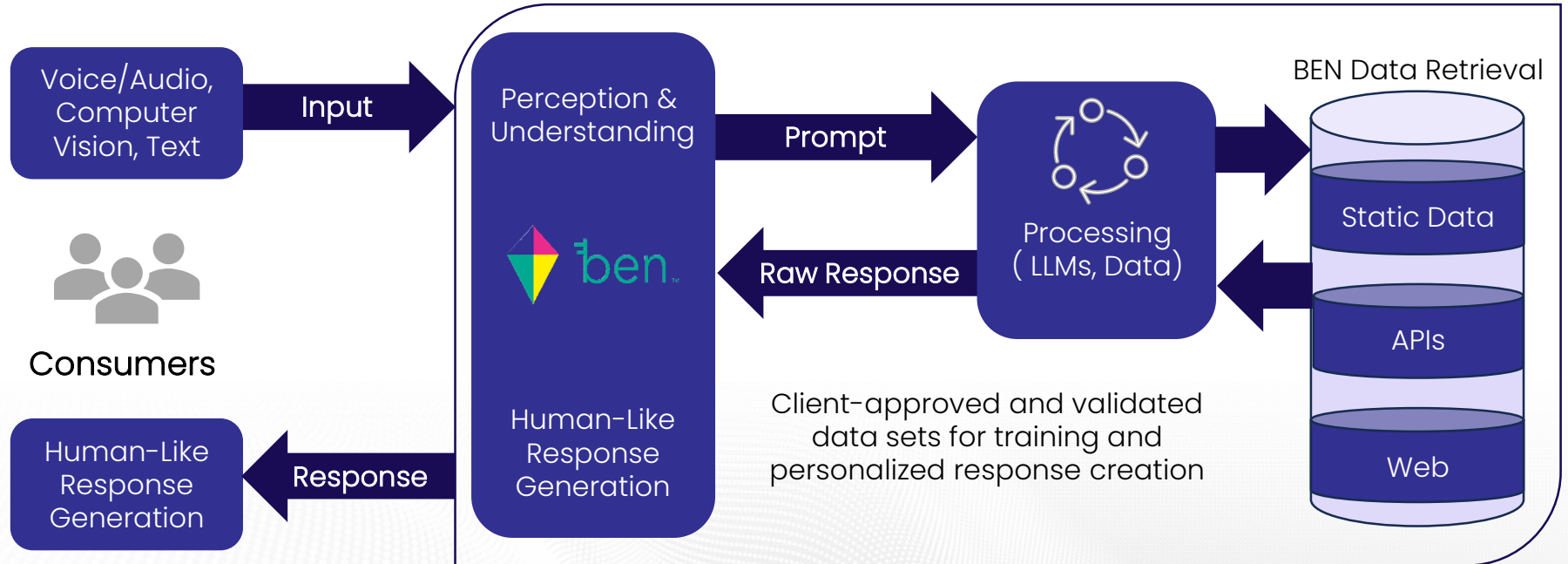
Kiosk

Advantages

- ✓ Private/public LLM and/or RAG functionality: hear, see, speak, motion and think (compatible with some 3rd party LLMs)
- ✓ Secure sources of data and training – transactional data & customer-specific data
- ✓ Analyze conversations/data in real-time – with transcriptions
- ✓ Designed to work with several LLMs and provide "rules-based" responses with client specific solutions
- ✓ Stand-alone deployment for high security – on-prem, offline, kiosks
- ✓ Cloud deployment for fast and easy adoption – option for additional security integrations
- ✓ Avatars are customizable for broad array of skin tones, facial features, and dress

Safer, Human-Like Interaction with AI Technologies

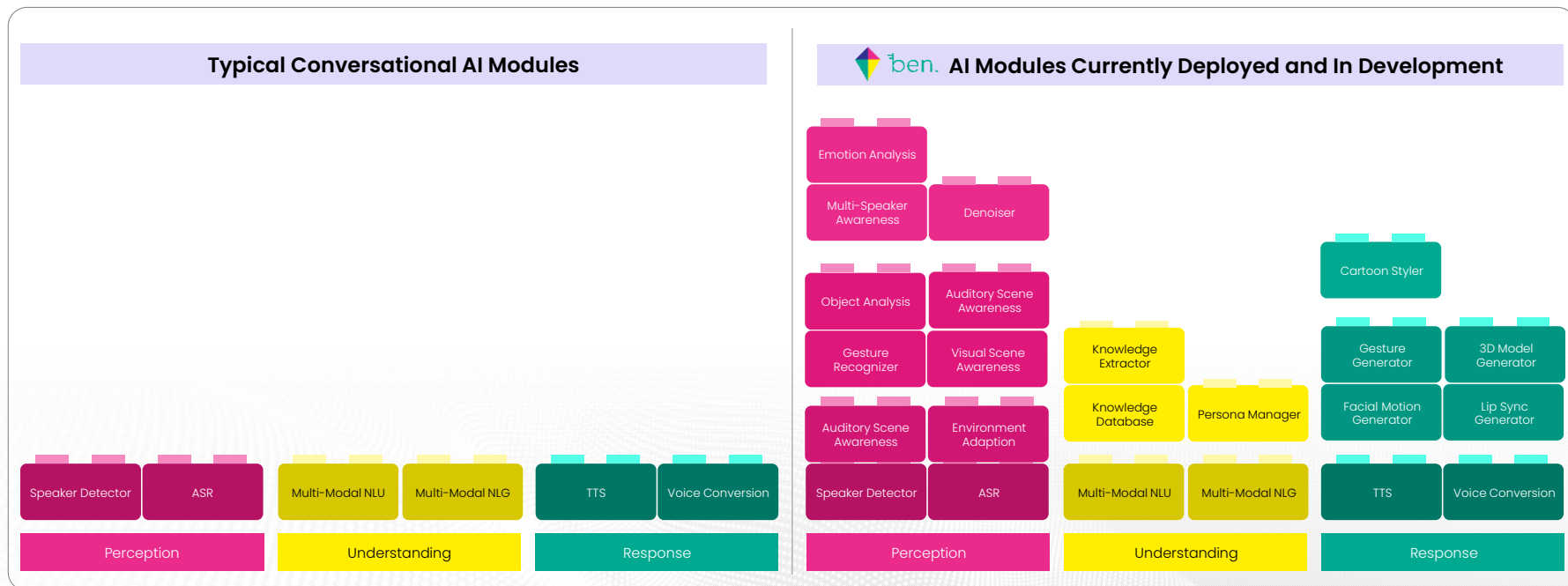
BEN's Full-Stack Proprietary Technology Delivers Secure, Private & Safe Prompt Design



*Provides **safe and appropriate** responses to the consumer*

Comprehensive and Feature Rich AI Platform

We believe BEN's AI Modules have advanced capabilities compared to legacy conversational solutions:
Human-like AI responses built on modern technology and supported by a strong pipeline of innovative future developments





Section 03

Go-to-Market Overview

Essential Capabilities in Enterprise-Grade AI Solutions

What Matters to Enterprise Customers

Enterprise Regulatory & Compliance Requirements



Security

- Trained on Client-Approved and Provided Data Sets, Prevents Data Leakage
- Manages Customer Identity Resolution – Ensures it is the Verified Person/Customer



Accuracy & Performance

- Fosters Engagement Through Personalized Interactions While Collecting Feedback
- Handles Large Quantities of Inquiries Simultaneously



Compliance

- Adheres to Global Data Privacy Regulations (HIPPA, GDPR, CCPA and others)
- Follows Internal Client Data Management & Privacy Protocols

Product Capability Requirements



Understanding

- Leading Natural Language Processing
- Has Short and Long-term Memory and Problem-Solving Capabilities



Response

- Human-like Response Generation
- Speaks & Generates Expressions, Gestures, and Emotions



Perceptivity

- Sees & Hears
- Leverages Computer Vision & Acoustic Recognition

Features that Can Drive Higher Engagement Across Client Base

4/5

Users who expressed an opinion prefer an Avatar over simple text¹

2/3

Users who expressed an opinion prefer hearing the Avatar speak¹

79%

Of healthcare professionals preferred interacting with AI chat compared to live chats with Doctors²

45%

Of patients felt AI responses were more empathetic than Doctor responses²

1. Statistics derived from a survey of 6,899 people in which, out of 3,328 respondents, 1,962 expressed an opinion regarding the use of a speaking avatar
2. UC San Diego Research

Multi-Dimensional Sales Strategy Maximizes Product Reach



Channel Partners

Strategy: Partner with vertical solution providers to expand new business

Current Traction: Active partners in Automotive and Healthcare sectors



Resellers

Strategy: Exclusive resellers partnerships to sell BEN products

Current Traction: Targeting system integrators and trusted industry partners to accelerate penetration



Direct Sales

Strategy: Target customer accounts via direct sales team organized by sector focus (currently recruiting)



Embedded

Strategy: Embed BEN AI into customers' service, creating differentiation while scaling operations

Current Traction: Working alongside partners/customers to build a roadmap to embedded tech and improve experience & revenue growth

Select Verticals Illustrate Potential Mid- and Long-Term US Opportunity

Management believes BEN has an opportunity for sustained growth and margin expansion over the mid-to-long-term

Auto



~450K+
Organizations

~280K

Service Centers¹

~151K

Used Car Dealers¹

~18K

New Car Dealers¹

~500+

Insurance Providers²

Healthcare



~145K+
Organizations

~48K

Outpatient Care³

~11K

Urgent Care³

~18K

Physician Group
Locations³

~6K

Hospital⁴

~65K

Dentist Offices⁵

Potential Community
Cloud Opportunities

Potential Private Cloud
Opportunities

Potential Citadel
Opportunities

Financial Services



~227K+
Organizations

~12K

FDIC / Non-FDIC
Insured Banks⁶

~195K

Credit Intermediaries⁷

~16K

Asset & Wealth
Managers⁸

~4.5K

Insurance⁹

1. IBISWorld Automotive Industry Research
2. Zebra Research
3. Definitive Healthcare
4. American Hospital Association
5. Projection Hub / IRS Data
6. Paid Research / FDIC Data (2018)
7. US Bureau of Labor Statistics: Finance & Insurance (2022)
8. Registered Investment Advisor Database
9. Gitnux Market Data. IBIS World: Property, Casualty and Direct Insurance in the US. Refers to non-auto insurance providers

BEN AI Product Use Case – Healthcare Customer

BEN Client Engagement Process

BEN engages with clients to help enhance customer engagement/experience and drive increased value to customers. For this healthcare customer example, BEN...

Identifies the Problem:

- ✗ A healthcare group suffering from poor patient medication adherence, a common industry issue, is seeing increased expenses and reduced revenue
- ✗ Because patients don't take their medications as directed, healthcare groups lose ~\$650B globally each year and patients experience preventable deaths

Defines Success Through KPIs

- ✓ BEN works with the customer to set goals for operational and financial KPIs
- ✓ Operational: customer experience score, sales, interactions (# and length)
- ✓ Financial: bottom line savings, top line efficiency/new sales

BEN AI Avatar Solution:

- ✓ Utilization of BEN Healthcare AI Avatar and LLM processing capabilities ensures patients receive support and guidance about proper medication adherence
- ✓ By integrating medication related content, BEN AI Avatars can deliver personalized directions to patients

BEN AUTO– a Tailored Solution for the Automotive Industry

In partnership with AFG, BEN has designed a suite of tailored solutions for the automotive industry. BEN's AI assistants will be capable of providing increased automation and efficiency to dealerships in AFG's network. AFG works with 1,000+ dealership locations



Dealership Reporting

- Personalized AI Assistant, Oddo, reduces manual data & spreadsheet-based reporting
- Strengthens internal reporting practices & accuracy across the organization
- Harmonizes data across systems & applications

Web AI Assistant

- 3-in-1 solution available 24/7/365
- Engages with customers, understands their needs, & optimizes a path to purchase
- Works in tandem with sales team personnel

Sales AI Assistant

- Can effectively initiate or continue existing sales conversations
- Offers a personalized & uniform experience via kiosk or web interface
- Integrates systems & personnel to ensure a smooth sales transition from online to in-person

Service AI Assistant

- The dedicated Parts and Service AI Assistant, DASH, is designed to enhance customer service experiences & interactions with service departments
- Educates customers on vehicle needs & available service options, assists with booking

Technician AI Assistant

- CARL, the advanced Technician AI Assistant, ensures quality & efficiency across operations
- Designed to optimize business workflows and compliance while offering real-time guidance & know-how to inform & safeguard technicians



Section 04

Organizational Detail

Experienced Team

Leadership Team



Paul Chang
Global President

- 25+ years of experience launching new technologies including 18-year tenure at IBM
- Led the expansion of various AI, Blockchain, Analytics and IoT solutions into new global markets
- Maintains key industry relationships and expertise across Life Science, Industrial, and Retail sectors



Bill Williams
Chief Financial Officer

- 20+ years of experience in corporate finance, legal, technology and management consulting
- Expertise driving growth, innovation, and value creation for emerging growth companies
- Has held various long-term C-suite roles across multiple industries

Operational Team



Hanseok Ko, Ph.D
Co-CTO & Co-Founder
Lead AI Researcher



Patrick Nunally, Ph.D
Co-CTO &
Chief Scientist Co-Founder



Rick Howard
Chief Information &
Data Officer



Tyler Luck
Chief Product Officer
& Co-Founder



Ramana Pinnam
SVP Engineering



Andy Sharma
Head of Business
Development



Michael Lucas
Advisor & Co-Founder



Ruy Carrasco, MD
Advisor & Chief Medical
Informatics Officer

Board of Directors



Chairman
Chris Gaertner



Director & CEO
Paul Chang



Director
Janine Grasso



Director
Dr. Richard Isaacs



Director & CPO
Tyler Luck



Director
Jon Leibowitz



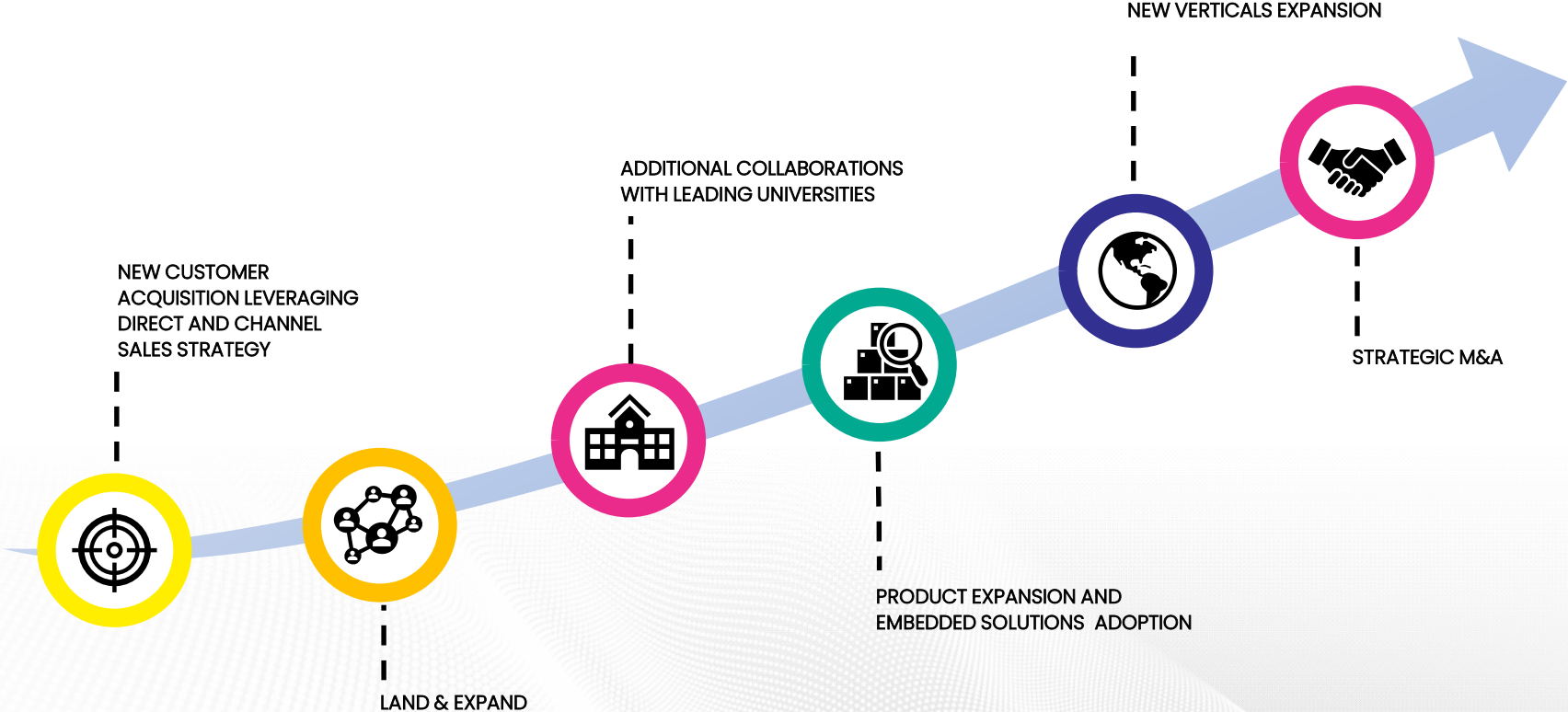
Director
Thomas Morgan Jr.



Director
Bernard Puckett



Multiple Levers for Continued Growth





APPENDIX

Additional Information

Competitor Landscape

Value Drivers

- Nascent but rapidly growing opportunity in generative and conversational AI
- BEN is a young company with an expanding patent portfolio
 - 21 active patents, 26 pending patents
 - 16+ AI modules developed
- Differentiated approach to monetization with strong commercial appeal in multiple attractive vertical

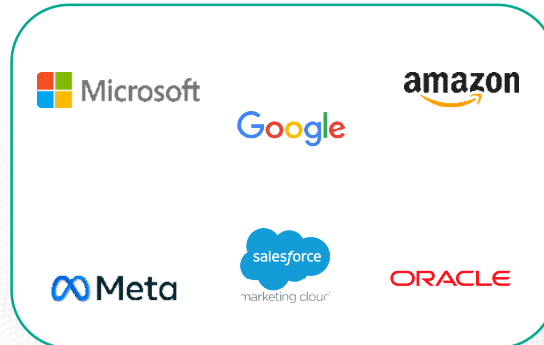
AI / DATA DRIVEN / BPM SOFTWARE



AI INFRASTRUCTURE & HARDWARE



MEGA CAP PLATFORMS

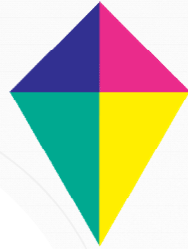


PRIVATE AI COMPANIES



Note: The list of competitors does not include all competitors and that the companies depicted have many lines of business and may not be comparable to BEN

1. Markets and Markets Report on Conversational AI



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