

# TRILLER **FIGHT CLUB**

## **About Triller:**

The Triller Network is a consolidation of companies, apps and technologies and the first of its kind leading the move into Internet 3.0. Triller Network pairs the culture of music with sports, fashion, entertainment, and influencers through a 360-degree tech and content-based vertical.

The Triller Network—which includes the globally popular Triller app used by musicians, celebrities, athletes, and overall culture setters—has more than 300 million users worldwide. Unlike other apps it is often compared to, such as TikTok, it encourages its users to post the content created utilizing the Triller app across other social media platforms and websites.

The network owns proprietary ad-tech and ad AI which is uniquely tied to the content rather than as is traditional to the user. By tracking the content, the Triller Network empowers its tastemakers and users to push their content virally to affiliated and un-affiliated sites and networks reaching tens of millions of additional users daily. Data from its AI suite, direct influencer and artists relationships is generated from both the on app and on the on and off network information and used both to program longer-form content, connect users across the web with the content and provide monetization opportunities maximizing brand partnership integrations.

Having launched Highly successful campaigns starting with the app, and continuing throughout the entire tech ecosystem, with some of the biggest brands in the world including Pepsi, McDonalds, Weedmaps, DraftKings, L'Oreal, and many others, the Triller Network offers brands a unique content and technology integration. Branded content is integrated at the Triller app level, making direct deals with the influencers and celebrities who post the content. This branded content is pushed to and through thousands of affiliated and non-affiliated sites, apps, social networks and is ultimately integrated into valuable long-form Triller Network content, such as boxing PPV, live fashion shows, and episodic reality content on TrillerTV.

Some of the more than 50 original half-hour TrillerTV shows include The D'Amelios Family's Must Haves, Jennifer Lopez In The Morning, Jake Paul: Staying On Top, 2 Chainz Let's Do It, Hypehouse's Hanging With The Hype, Ur Lov'd: the Noah Beck Show, Fat Joe's Masterclass, The Perez Hilton Show, and Violet Benson's Too Tired To Be Crazy, among others. Triller Network includes Triller Fight Club which launched last year with the highly successful Tyson Jones Fight, which shattered digital PPV records and became the 8th highest-selling Boxing PPV of all time.

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