

Nasdaq: CRTD

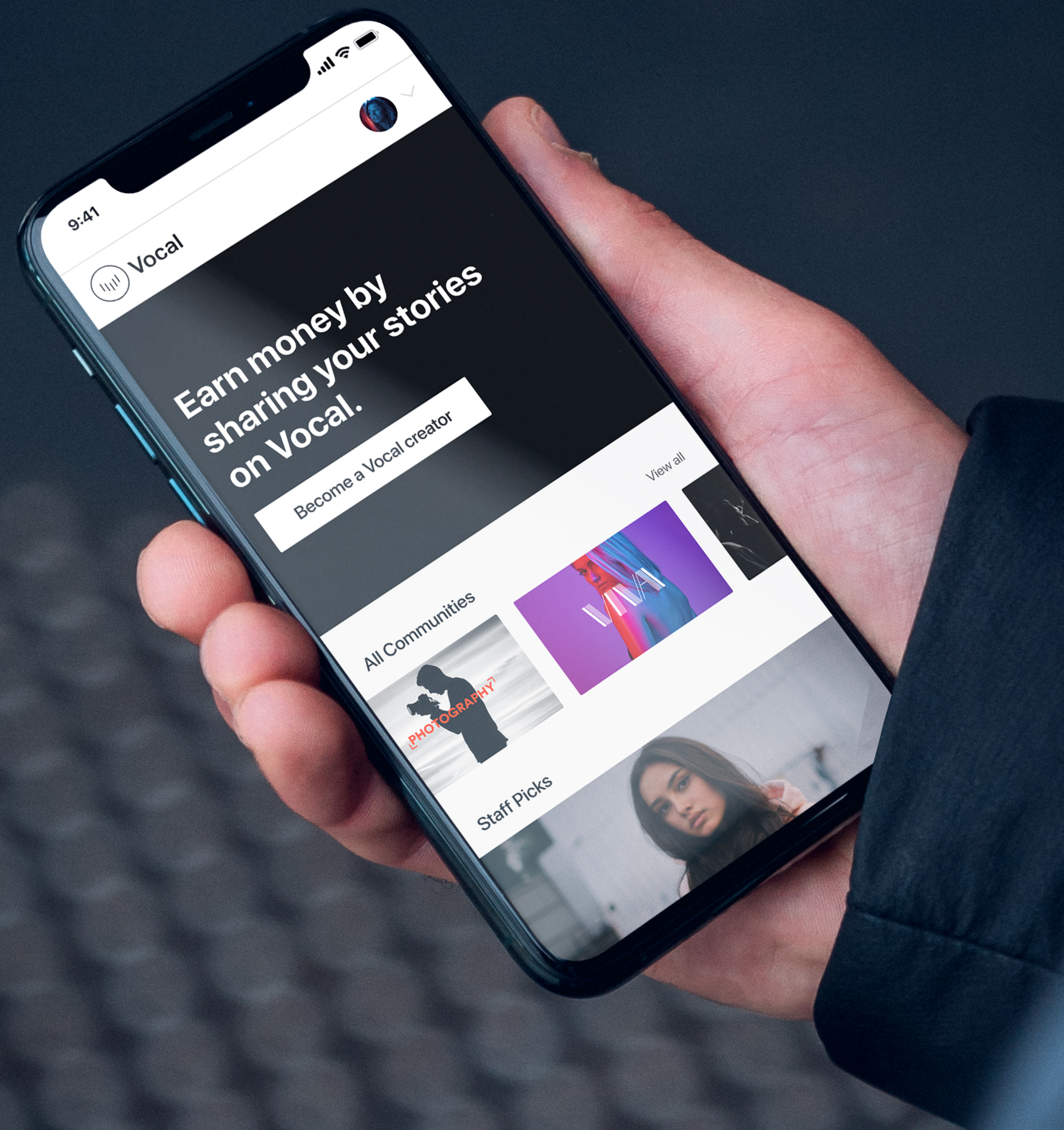
Creatd

A creator-first technology company

Vocal Ventures Company Overview

Q4 2020

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Safe Harbor

Statements in this presentation concerning the future expectations and plans of Creatd, Inc. (the “Company”), including, without limitation, the Company’s future earnings, partnerships and technology solutions, may constitute forward-looking statements for the purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995 and other federal securities laws and are subject to substantial risks, uncertainties and assumptions. You should not place reliance on these forward-looking statements, which include words such as "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" or similar terms, variations of such terms or the negative of those terms. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, the Company cannot guarantee such outcomes. The Company may not realize its expectations, and its beliefs may not prove correct. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including, without limitation, market conditions and the factors described in the section entitled "Risk Factors" in the Company’s most recent Annual Report on Form 10-K and the Company’s other filings made with the U. S. Securities and Exchange Commission. All such statements speak only as of the date made. Consequently, forward-looking statements should be regarded solely as the Company’s current plans, estimates, and beliefs. Investors should not place undue reliance on forward-looking statements. The Company cannot guarantee future results, events, levels of activity, performance or achievements. The Company does not undertake and specifically declines any obligation to update, republish, or revise any forward-looking statements to reflect new information, future events or circumstances or to reflect the occurrences of unanticipated events, except as may be required by applicable law.

Creatd at a glance

Our mission is to empower and support creators, brands, and entrepreneurs through our technology and the spirit of partnership.

2016

Jerrick, Creatd's predecessor company, is listed on the OTCQB as JMDA

2020

Creatd begins trading on Nasdaq as CRTD

30

Employees as of October 1, 2020

1

Digital ecosystem for creators, audiences, and brands

The Vocal Platform

With Vocal's 34 genre-specific owned and operated communities, monetization opportunities, and best-in-class tools, creators of all shapes and sizes—from bloggers to podcasters, and more—can find a receptive audience and get rewarded.

810K

Freemium Vocal
Creators

7,500

Paying Vocal+
Subscribers¹

34

Owned & operated
communities

¹ Numbers are as of 11/16/2020.

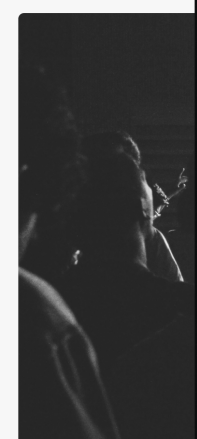
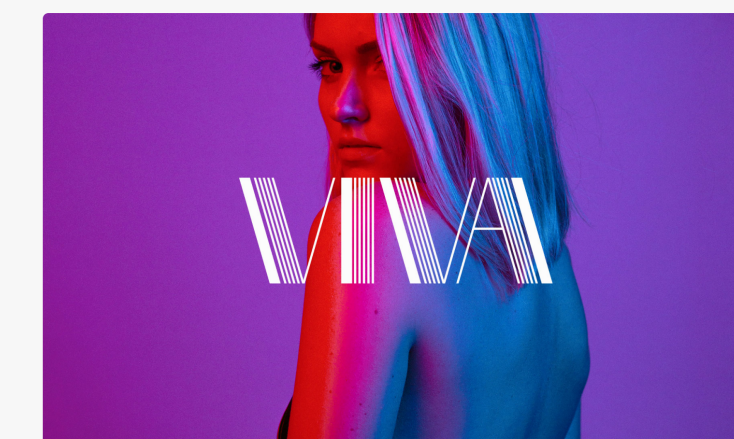
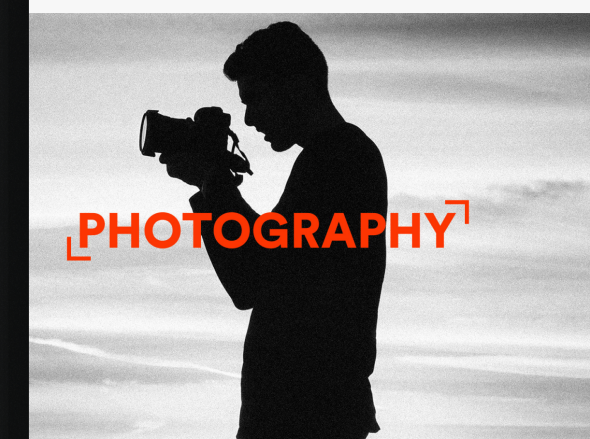


**Earn money by
sharing your stories
on Vocal.**

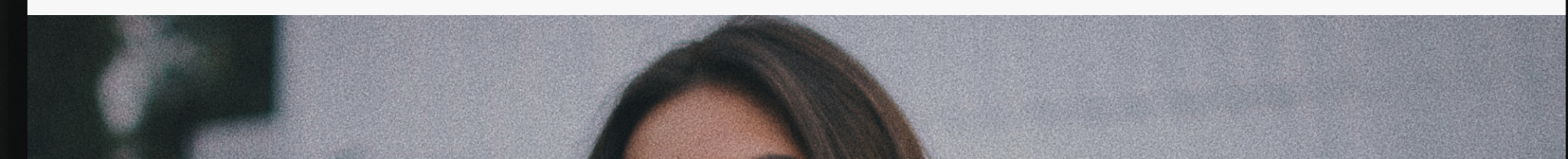
Become a Vocal creator

All Communities

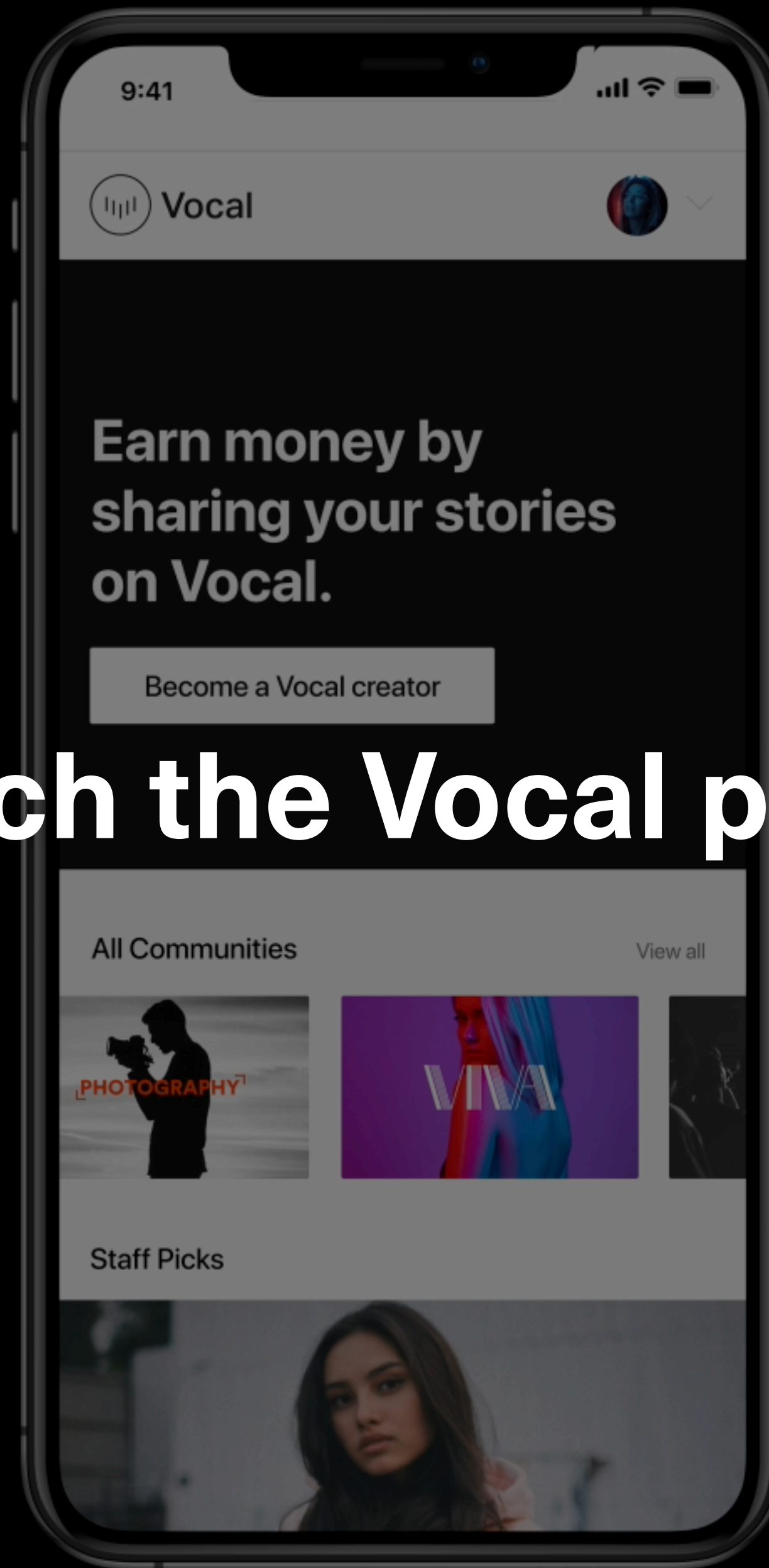
View all



Staff Picks

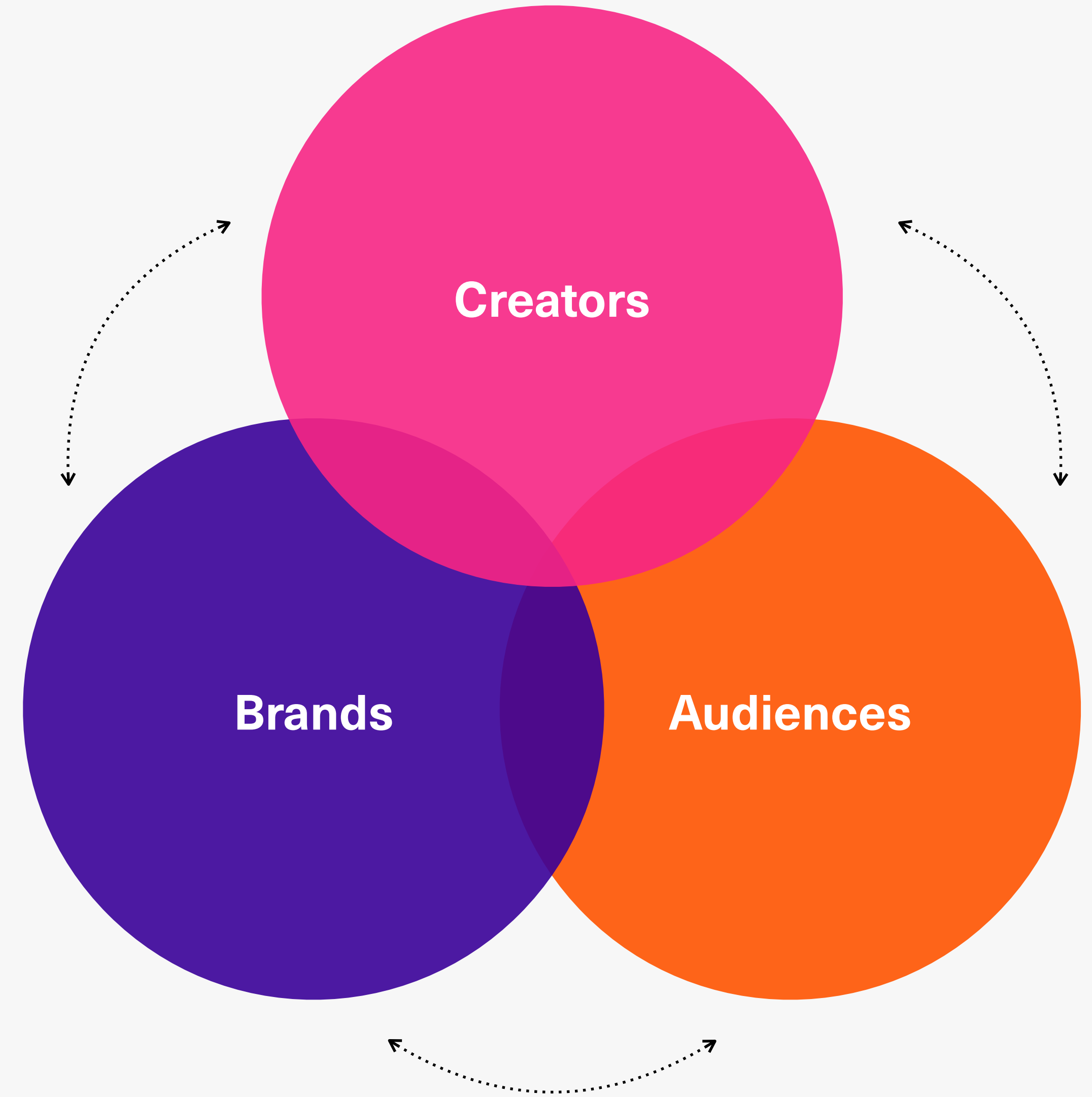


Click to watch the Vocal product video

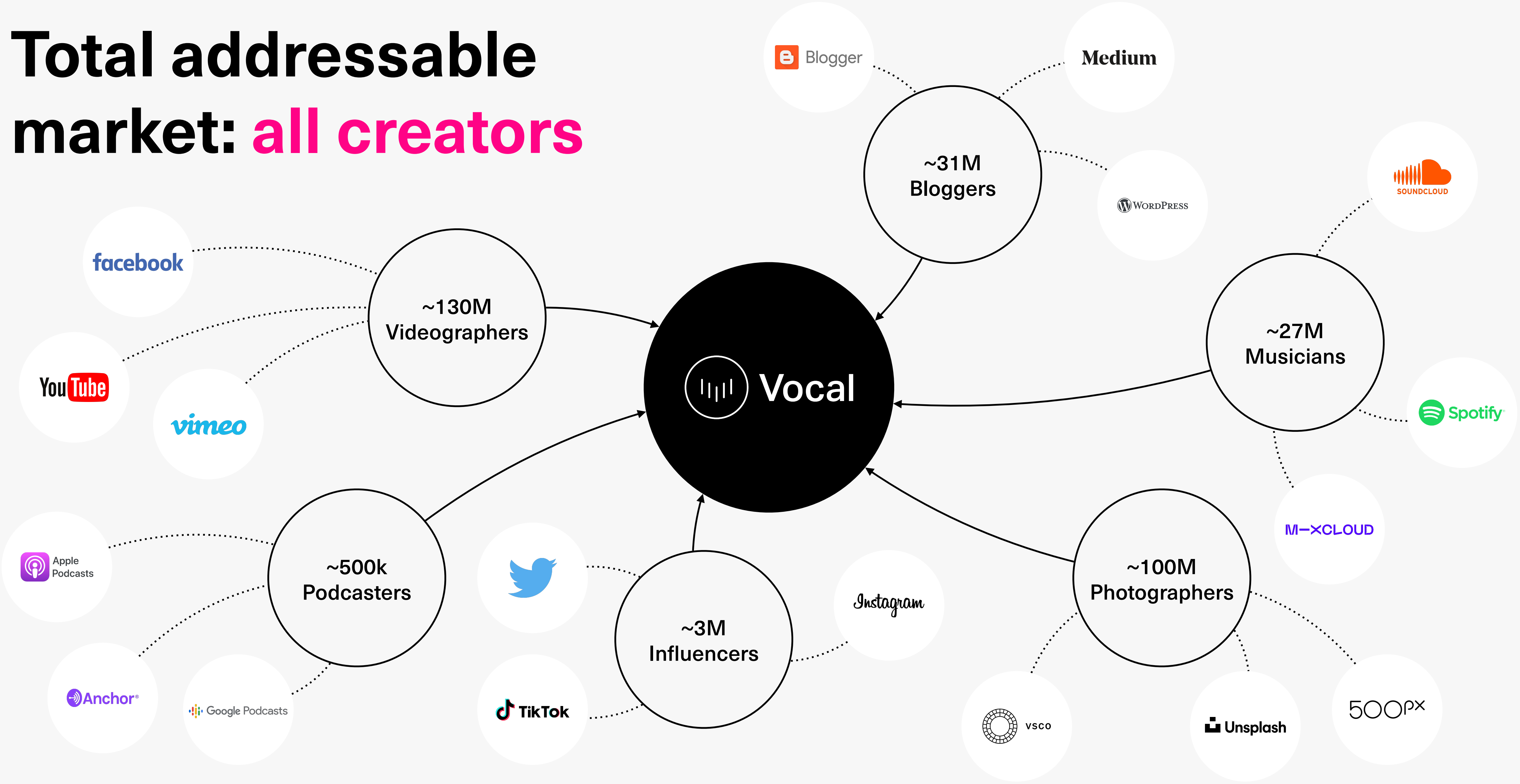


Creatd's ecosystem

Creatd's flagship technology platform, Vocal, is powered by three key stakeholders. Content **creators** can get discovered and monetize their content by connecting to their ideal **audiences**, and partnering with the **brands** that want to reach those audiences.



Total addressable market: **all creators**



How Creatd generates revenue

Platform Subscriptions

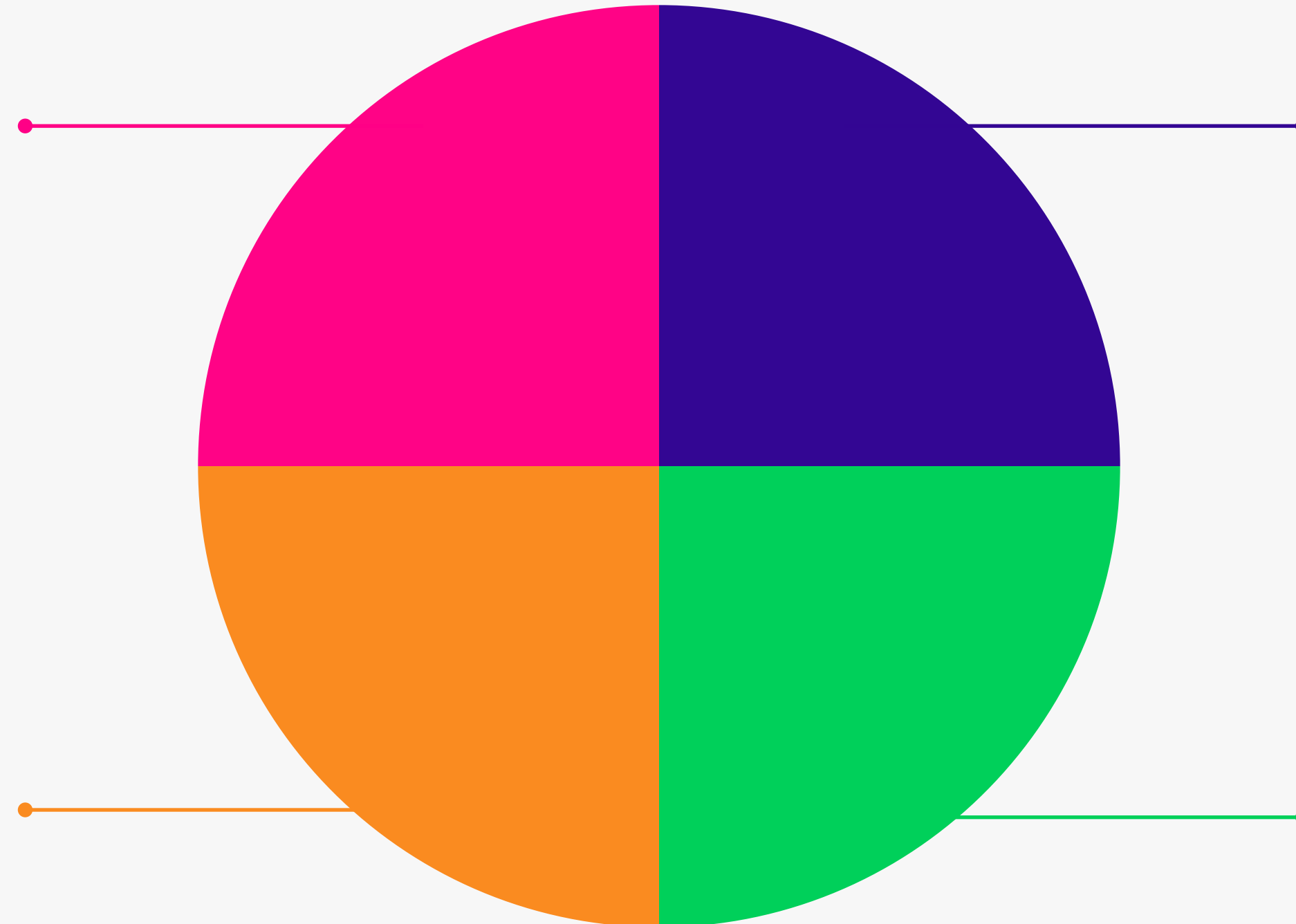
Vocal+ is a subscription offering that provides creators with access to premium features, increased monetization, and exclusive offers.

[Visit Vocal](#)

Managed Services

Our in-house e-commerce agency, Seller's Choice, provides direct-to-consumer brands with design, development, strategy, and sales optimization services.

[Visit Seller's Choice](#)



Marketing Partnerships

Creatd's content studio, Vocal for Brands, partners brands and creators to produce marketing campaigns that leverage the power of the Vocal platform.

[Visit Vocal for Brands](#)

Acquisition Strategy

Creatd will continue to make strategic acquisitions such as Seller's Choice. Primary targets are businesses that are accretive and seamlessly integrate into Creatd's existing revenue lines.

[Visit Creatd](#)

Platform Subscriptions

Vocal+ offers a strong value proposition for new creators, as well as the 810,000 Vocal Freemium users currently on the platform, to upgrade and access premium features regularly introduced to the Vocal platform.

Since launching Vocal+ in Q3 2019:

7,500

Paying Vocal+
Subscribers¹

\$180

SAC (Subscriber
Acquisition Cost)

\$300

Estimated 2 year LTV
(Lifetime Value)

¹ Numbers are as of 11/16/2020.



Vocal+ Membership

- ✓ Weekly creator challenges
- ✓ Earn \$6.00 / 1000 reads
- ✓ Only 2.9% transaction fees on tips
- ✓ \$20 payout minimum
- ✓ Vocal+ Member badge
- ✓ Early access to new features

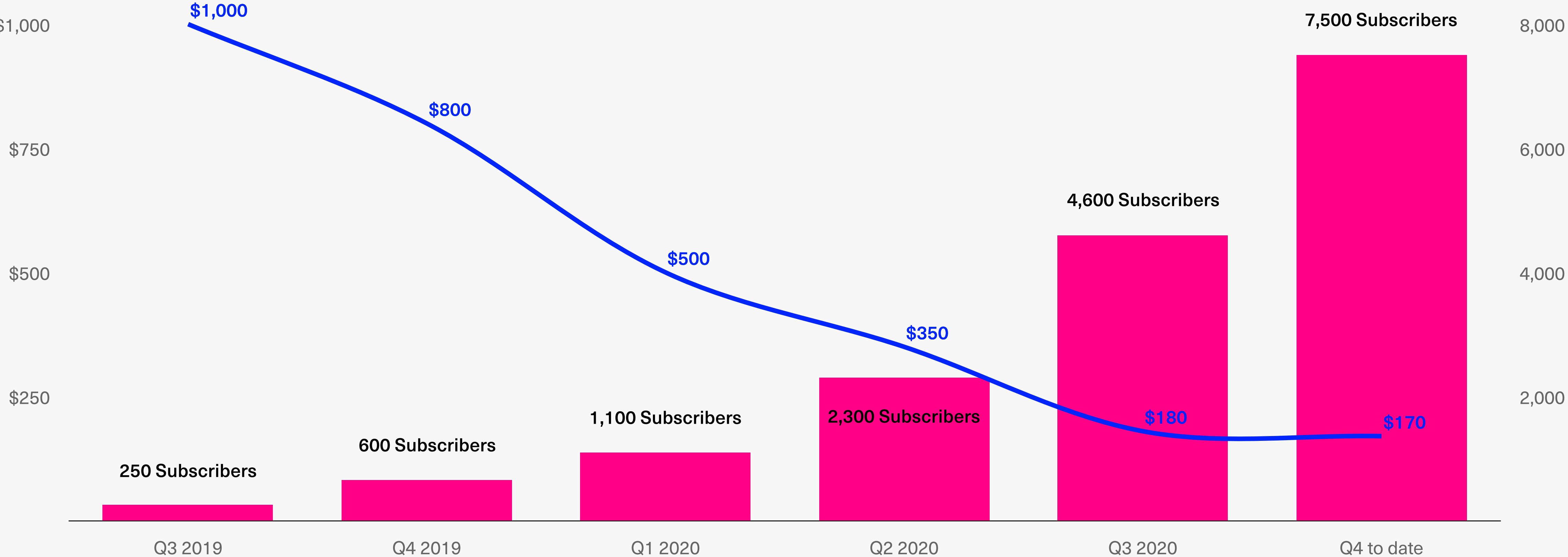
Upgrade for \$9.99/month

Upgrade for \$99/year (save \$20)

By subscribing, you agree to our Terms of Use. Your payment method will be charged a recurring fee, unless you decide to cancel. No refunds for memberships canceled between billing cycles.

Vocal+ Premium Growth

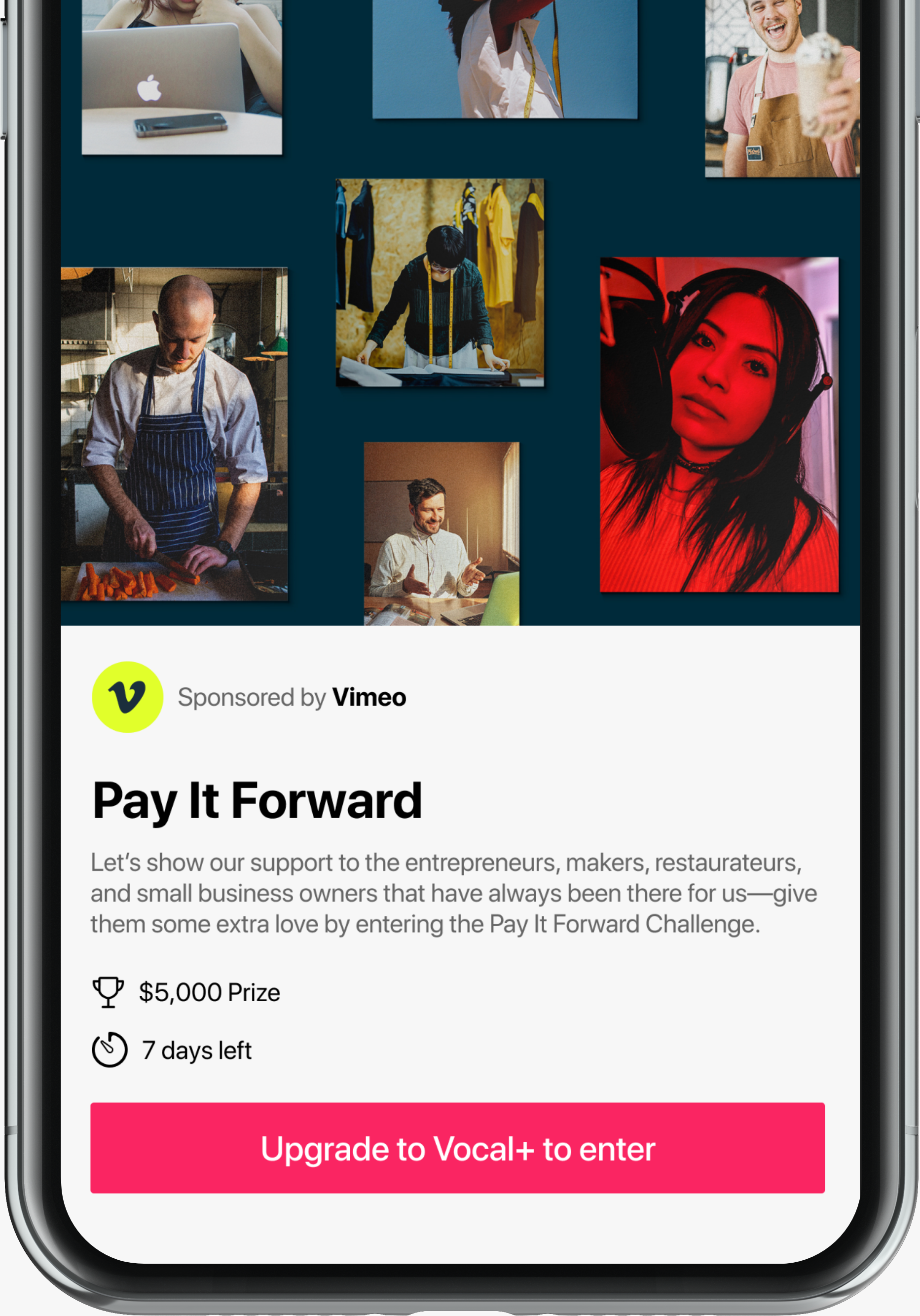
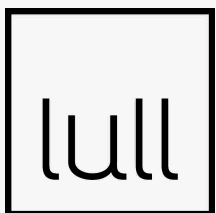
Vocal+ Subscription Growth + SAC (Subscriber Acquisition Cost)



Marketing Partnerships

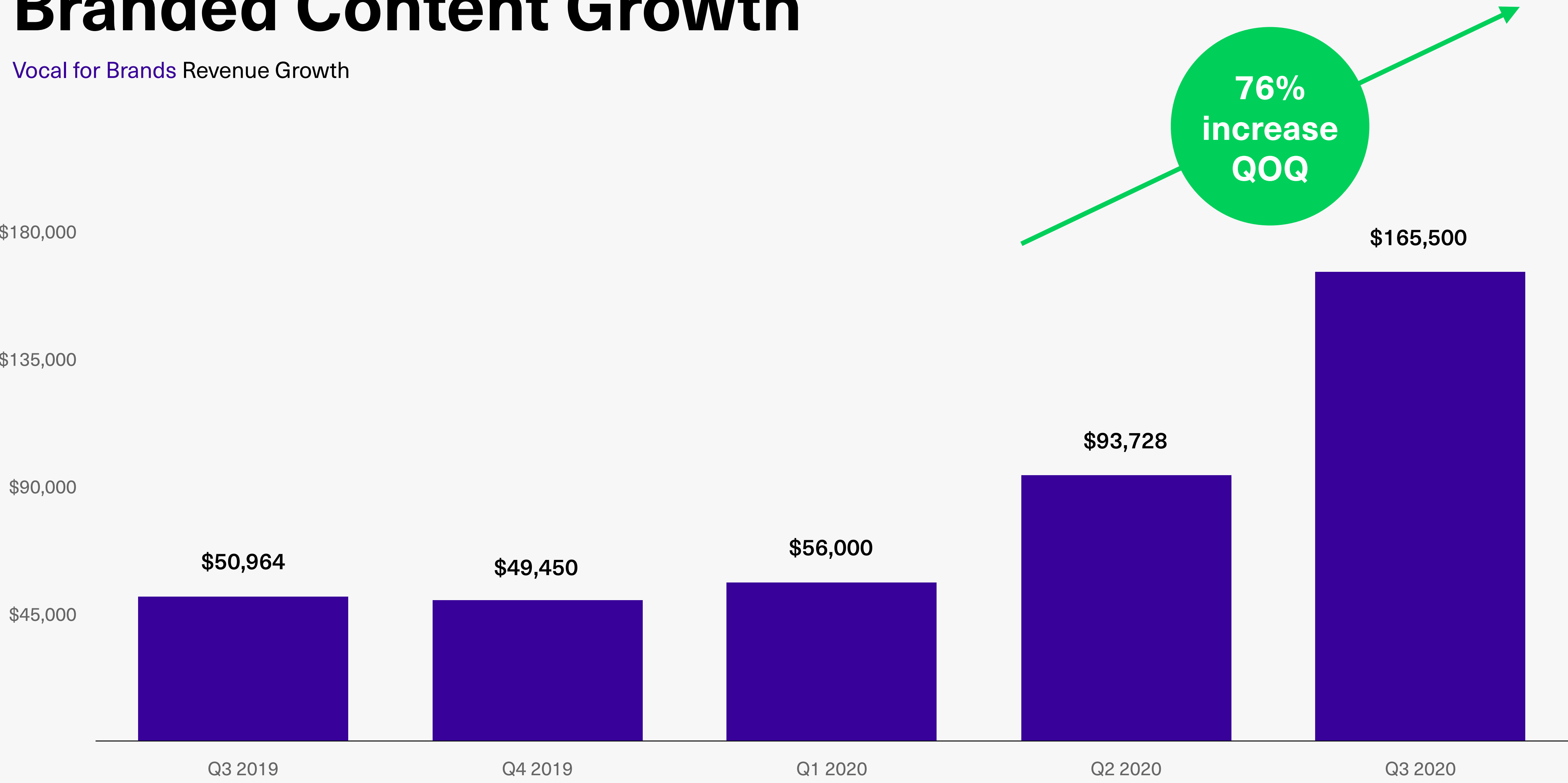
Creatd’s internal content studio, Vocal for Brands, pairs leading brands with authentic Vocal creators to produce marketing campaigns that are non-interruptive, engaging, and direct-response driven. **Value per campaign ranges from \$50K - \$150K**, depending on duration and client objectives.

Vocal for Brands partners with brands such as:



Branded Content Growth

Vocal for Brands Revenue Growth



Managed Services

Seller's Choice, a recent acquisition, is Creatd's in-house marketing agency for DTC (direct-to-consumer) and e-commerce clients. Its status as an Amazon Solution Provider, and suite of offerings complementary to ours, made it an ideal acquisition candidate.

Creatd's business model is built to absorb distressed operations; we integrate only the few best components, and shed any non-essential costs. After optimizing what was a costly and bloated operational structure, Seller's Choice now represents a strong driver of growth for Creatd's revenue model.



SELLER'S CHOICE



Good design delivers results

Design isn't just building a site and strategy—it's developing your identity. We'll develop a visual identity for your brand that will capture and convert your target audience.

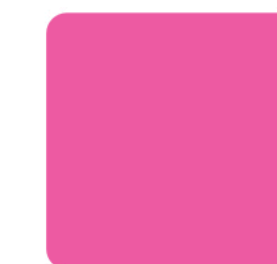
Let's Chat



Search
Latest
Shop
Cart (3)



Your Cart (3)



Sweatshirt

[Remove from Cart](#)



Red Baseball Hat

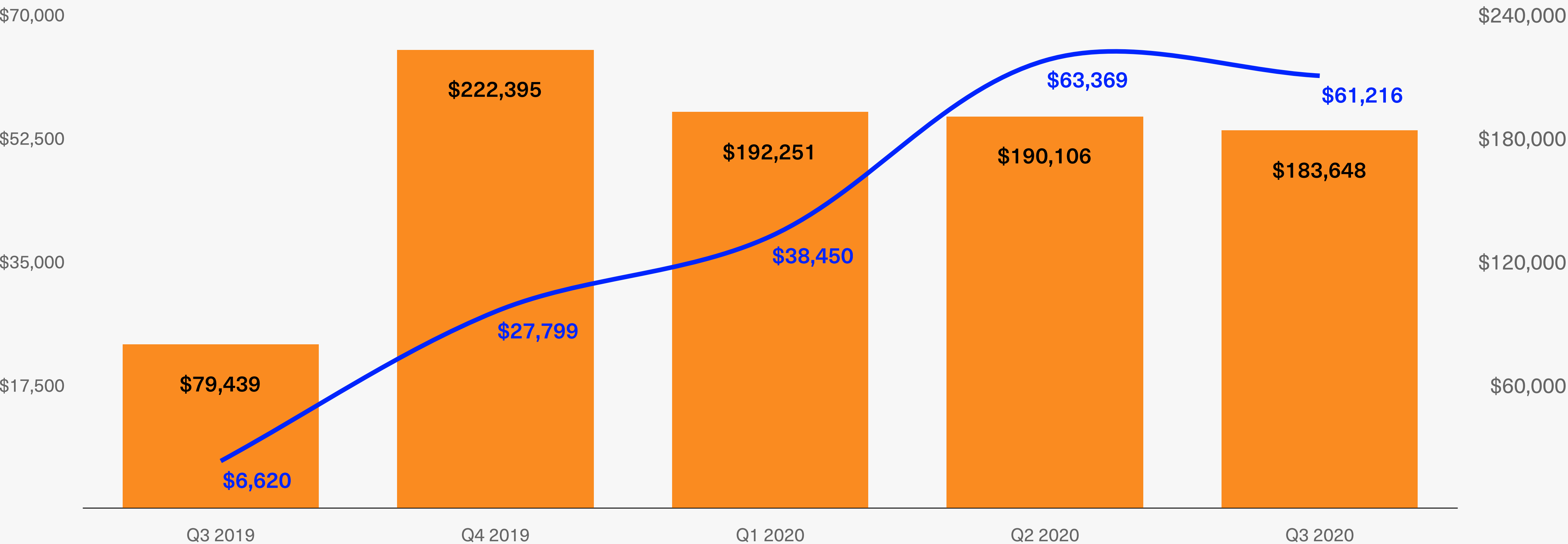
[Remove from Cart](#)



Shoes

Managed Services Growth

Seller's Choice Revenues + **Revenue Per Employee**

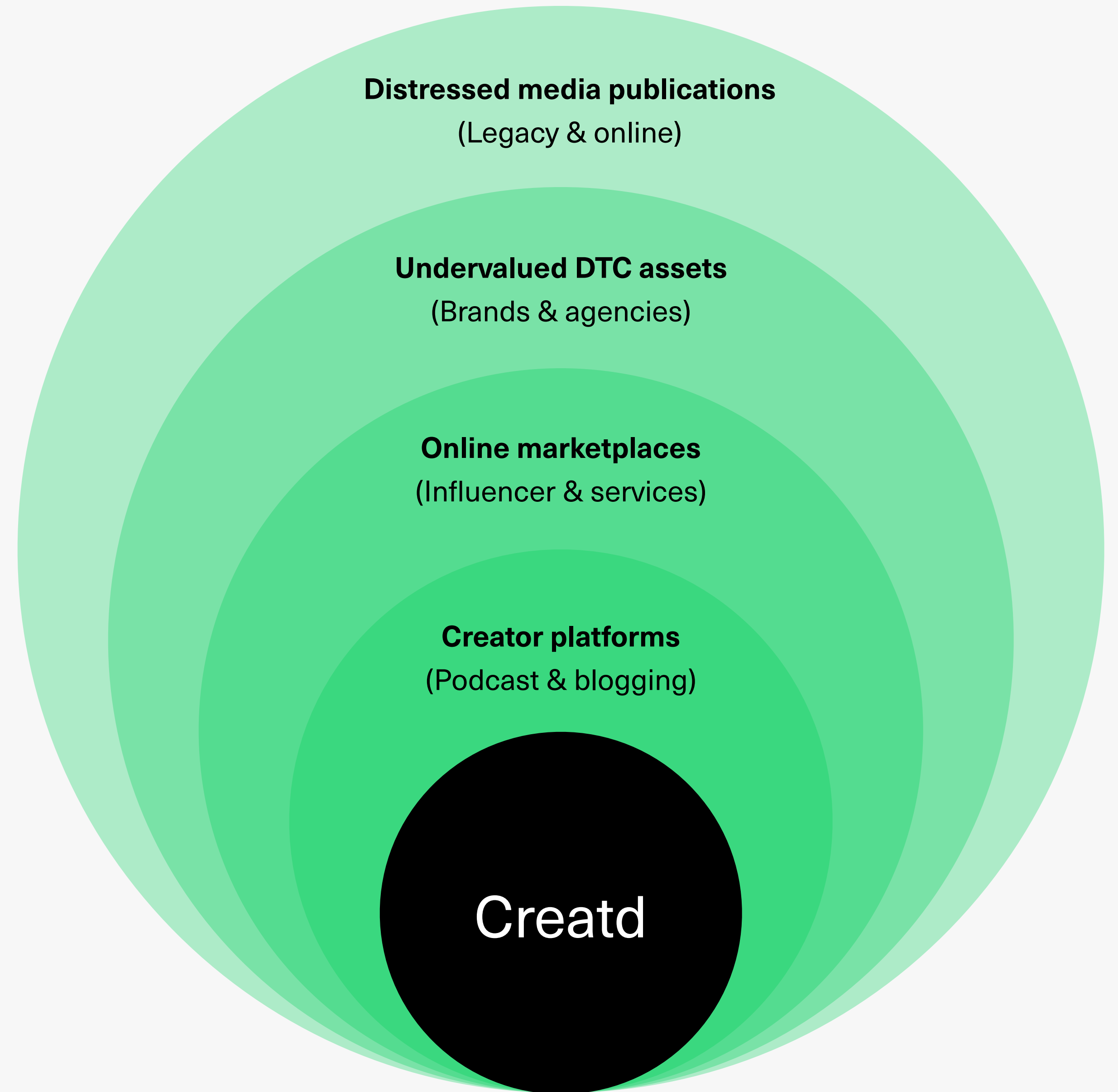


Acquisition Strategy

Creatd's hybrid finance and design culture is key to its acquisition strategy. Targeted companies must either opportunistically or financially meet a set of high standards and be part of specific digital environments.

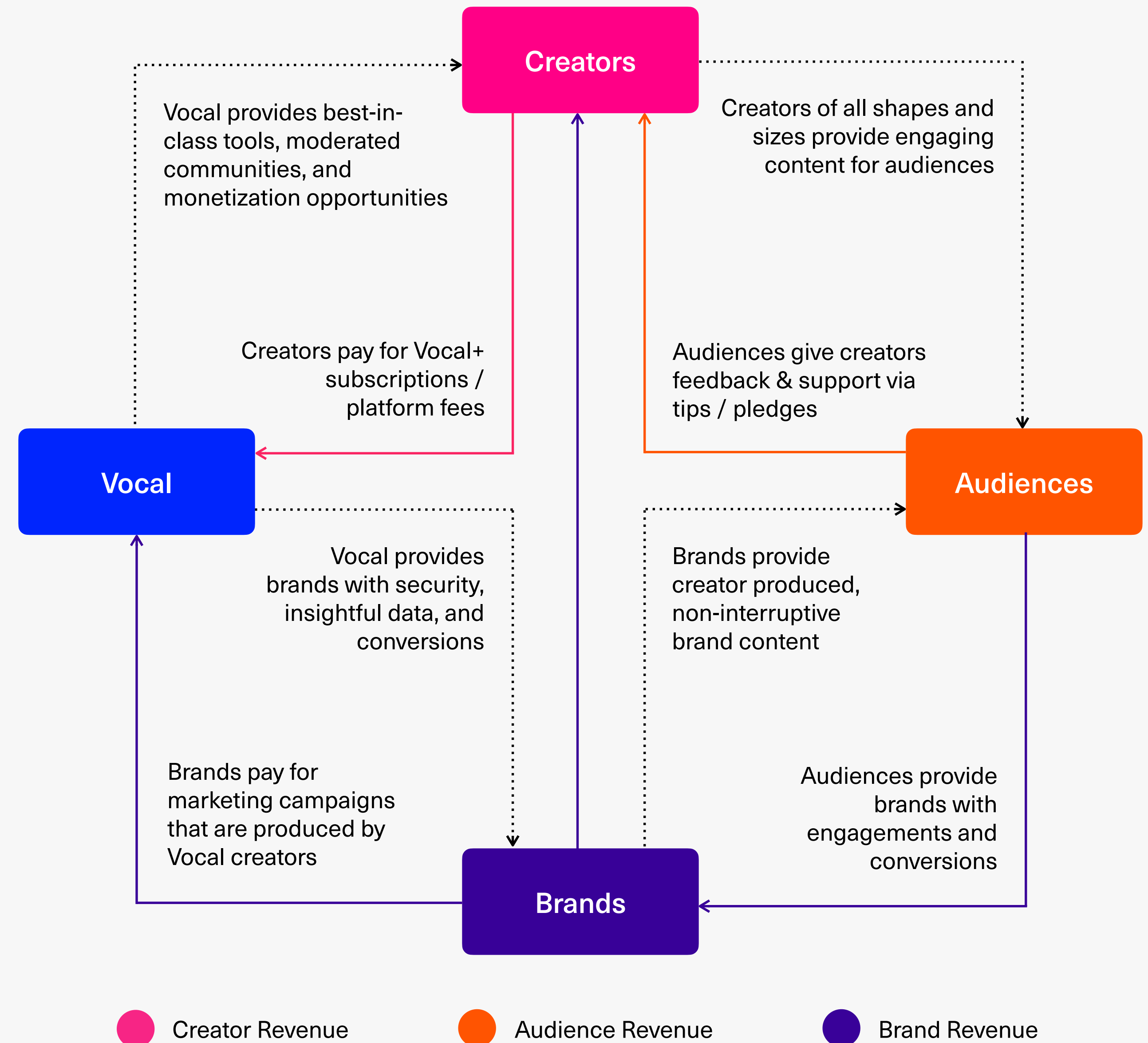
Standards:

- Accretive revenues within 18 months
- Flexible cap structure
- Creatd (Nasdaq: CRTD) equity as currency
- Integratable and malleable technology
- Transparent and light operational expenses



The Creatd Cycle

The Creatd Cycle generates multiple flywheel effects and, as such, is a self-propelling business framework. It creates momentum that fuels growth without a corresponding increase in operational expenses.



Key Growth Drivers

- 1 Unique product offering with significant benefits throughout the creative ecosystem: creators, audiences, and brands.
- 2 Advanced platform that is simple to use, and accommodates all types of rich-media content, without the associated burden of hosting costs.
- 3 Powerful multi-prong business model built to scale rapidly; highly profitable with high barriers to entry.
- 4 Vast total addressable market: Infiniti Research Limited forecasts digital content market will grow by over \$500 billion between 2020-2024 (at a 15% CAGR).
- 5 Newly recapitalized, renamed and Nasdaq-listed status supports Creatd's significant planned expansion.

Management Team	Title	Bio
Jeremy Frommer	Founder and CEO	20+ year Wall Street veteran; portfolio manager and leadership at institutions including Kidder Peabody, Bankers Trust, and RBC. Founded fintech company NextGen Trading, acquired by Carlin.
Justin Maury	Founder and President	10+ years experience as a full stack designer and product developer; led the vision, design and architecture for Vocal and manages its development and scale.
Laurie Weisberg	COO	C-Suite technology, sales, and marketing leader, formerly Chief Sales Officer of Intent, CRO of Thrive Global and executive at Datalogix through \$1.2 billion acquisition by Oracle (33x return to investors).
Chelsea Pullano	CFO	Senior member of Creatd’s Management Committee since 2016 and prior Head of Company's Corporate Finance with responsibilities including financial reporting, yearly audits, regulatory filings.

Board of Directors	Title	Bio
Jeremy Frommer	Founder, CEO & Director	20+ year Wall Street veteran; portfolio manager and leadership at institutions including Kidder Peabody, Bankers Trust, and RBC. Founded fintech company NextGen Trading, acquired by Carlin.
Mark Standish	Chairman of the Board	Decades of leadership experience in the financial sector; former Co-CEO of RBC Capital Markets, Managing Partner and CIO for Deimos Asset Management; currently Senior Partner for HHM Capital.
Mark Patterson	Director	Co-founder of multi- billion dollar private equity firm MatlinPatterson Global Advisors; race car driver in the Le Mans Series.
Laurie Weisberg	Director	C-Suite technology, sales, and marketing leader, formerly Chief Sales Officer of Intent, CRO of Thrive Global and executive at Datalogix through \$1.2 billion acquisition by Oracle (33x return to investors).
LaBrena Martin	Director	35+ year senior management-level legal career at SEC's Enforcement Division, Lehman Brothers, among others; General Counsel of RBC’s US Broker Dealer and Senior VP of RBC.
Leonard Schiller	Director	President and Managing Partner of Schiller, Strauss and Lavin PC; previous roles at numerous residential and commercial real estate development firms.

Creatd Resource Links

Creatd

[Creatd Website](#)

[Creatd Stock Quote](#)

[Creatd SEC Filings](#)

[Creatd Press Releases](#)

[Creatd Email Alerts](#)

[Contact Us](#)

Vocal

[Vocal Website](#)

[Vocal Product Demo Video](#)

[CEO's Vocal Articles](#)

[President's Vocal Articles](#)

[COO's Vocal Articles](#)

[Vocal Product Updates](#)

[How Creators Earn on Vocal](#)

[Vocal Creator Spotlights](#)

Vocal for Brands

[Vocal for Brands Website](#)

[Vocal for Brands Video](#)

[Vocal for Brands Media Kit](#)

[Example Vocal for Brands Story](#)

[Example Vocal for Brands
Challenge](#)

Seller's Choice

[Seller's Choice Website](#)

[Seller's Choice Media Kit](#)

[Seller's Choice Acquisition](#)

[Seller's Choice Blog](#)

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