

Presentation

# DBMM GROUP<sup>©</sup>

(OTC:DBMM)



## VIRTUAL

### Investor Conferences

#### AI & Technology Virtual Investor Conference

Reggie James  
Chief Operating Officer  
Director  
DBMM

Founder & Managing Director  
of Digital Clarity\*

October 31, 2024

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A 100% owned/operated subsidiary  
and brand for DBMM Group.

Digital Brand Media & Marketing Group, Inc.  
845 Third Avenue, 6th Floor, New York, NY 10022  
Investor Relations Contact: [info@dbmmgroup.com](mailto:info@dbmmgroup.com)  
TEL: +1 646 722 2706

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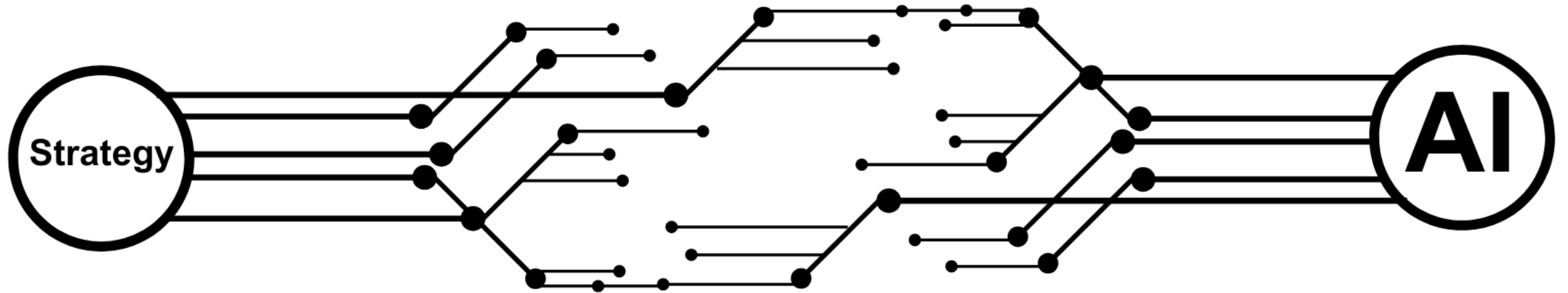
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# DBMM GROUP

## SAFE HARBOR PROVISIONS

The foregoing contains certain predictive statements that relate to future events or future business and financial performance. Such statements can only be predictions, and the actual events or results may differ from those discussed due to, among other things, those risks described in DBMM's reports filed with the SEC. Opinions expressed herein are subject to change without notice. This document is published solely for information purposes and is not to be construed as an offer to sell or the solicitation of an offer to buy any securities in any state. Past performance does not guarantee future performance. Additional information is available upon request.

# The Future of AI-Powered Marketing Digital Clarity's Marketing Intelligence Engine<sup>®</sup>



## Connecting The Dots – The Intersection of Marketing, Data and AI

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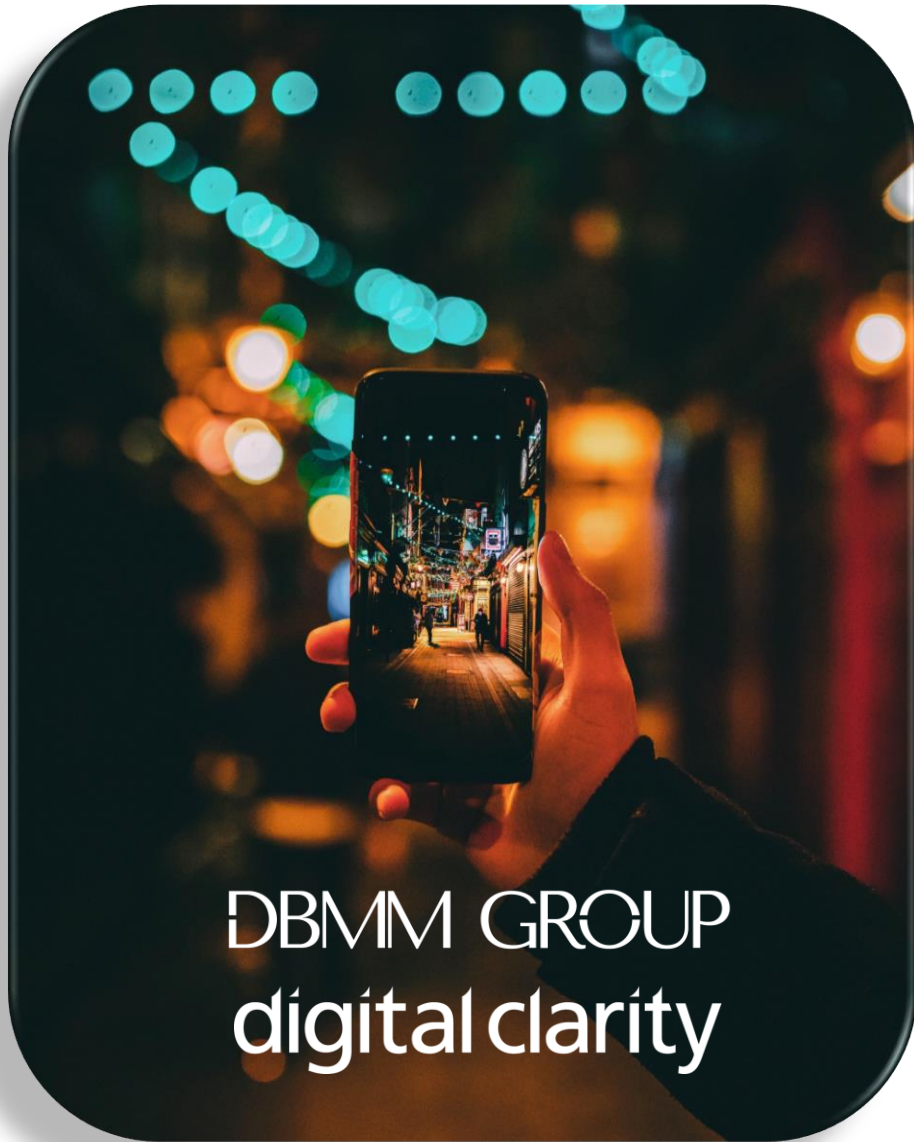
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# Digital Brand Media and Marketing Group, Inc.

Digital Brand Media & Marketing Group, Inc. (DBMM) is a fully reporting US public company that trades on the Over-the-Counter (OTC) Market, with its headquarters in New York City and its 100%-owned/operating subsidiary and brand, Digital Clarity, in the UK. Digital Clarity operates globally.

DBMM is listed on the OTC as a fully reporting SEC Company. The Company intends to Uplist to the OTCQB as soon as DBMM meets the required criteria.

The ultimate, longer-term goal, is for the Company to Uplist to NASDAQ, when likewise, it meets the required criteria.

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# Leadership Team & Experience

## Principal Executive Officer

Linda Perry has served as a Senior Executive in Fortune 50 organizations, first ExxonMobil and Credit Suisse, and then as a Consultant to Boards of Directors of global public companies.

## Chief Operating Officer

Reggie James oversees all critical aspects of the acquired operating business and brand he founded which has received numerous industry awards and recognition in the industry for their innovative and impactful services. Previously he founded and sold three entrepreneurial ventures.





**Ziff  
Davis**



**alta**<sup>TM</sup> **vista:**

**yahoo!**

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# RJ Private Company Startups



**Netpluz Asia to Pay S\$3M for Mediating Communications Assets, Aims to Build Pole Position for Managed Services in Asia**



THE BUSINESS TIMES

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### Netpluz Asia acquires Mediating assets from Si2i for S\$3m

Local managed services firm to buy the commercial assets of the brand, retail assets to remain with Si2i

BT Published Mon, Jan 25, 2016 · 09:50 PM

Internet +

Singapore

IN A homecoming of sorts for Mediating, one of Singapore's pioneering Internet companies, Netpluz Asia Pte Ltd, has signed a deal with Si2i Ltd to acquire Mediating Network Services

Forbes

### Blazing the Internet trail in Singapore

Dec 14, 1999, 12:00am EST  
Updated Jun 6, 2013, 02:34pm EDT

This article is more than 10 years old.

It's been a heady few days for Singapore-based startup MediaRing, a small but feisty company that produces voice communications applications for Internet users. On Nov. 3, taking advantage of new listing rules at the Stock Exchange of Singapore, MediaRing became the first "loss-making" technology company to list on the local bourse. The stock ended its first day of trading at S\$1.50, almost triple its opening price.

Hoping to raise S\$60 million to S\$80 million, the company is believed to be eyeing a future listing on Nasdaq as well.

"We are the first global Internet company listed on the Singapore main board under the new revised exchange's rules," Kee-Lock Chua, MediaRing's president, says. In Singapore newspapers,

SHAREINVESTOR

### Netpluz Asia acquires Mediating assets from Si2i for S\$3m

27 Jan 2016 09:00 | Business Times

Back →

By Amit Roy Choudhury

IN A homecoming of sorts for Mediating, one of Singapore's pioneering Internet companies, Netpluz Asia Pte Ltd, has signed a deal with Si2i Ltd to acquire Mediating Network Services (MRNS) and Mediating Communications (MRC) for S\$3 million. The purchase will be staggered over four phases till mid-2017.

Mediating was set up in Singapore in 1994 and had a very successful initial public offering in 1999. At its peak in 2000 the company had the largest market share worldwide as a one-stop service provider of voice, data and computing services with VoIP (voice over Internet protocol) technology, which at that time was a pioneering service.



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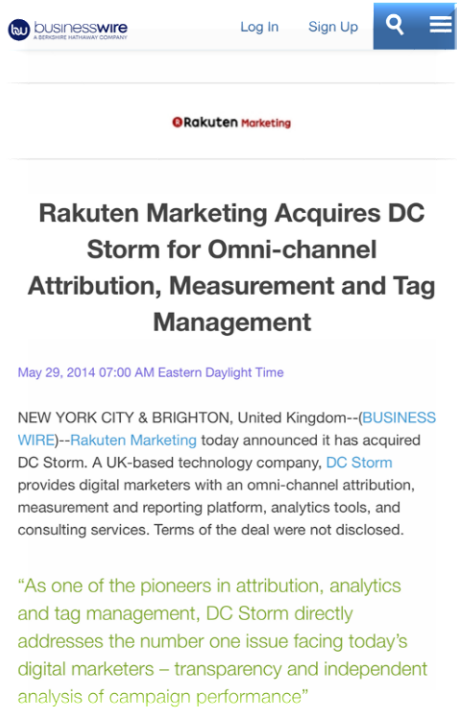
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# RJ Private Company Startups



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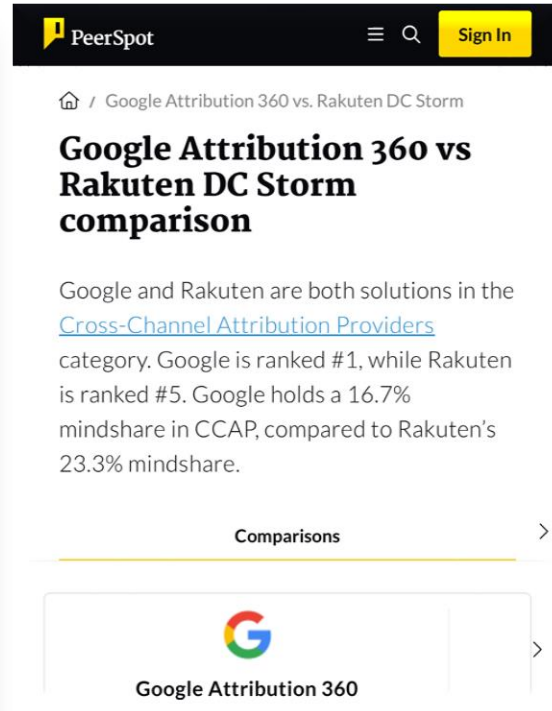
**Rakuten Marketing**

## Rakuten Marketing Acquires DC Storm for Omni-channel Attribution, Measurement and Tag Management

May 29, 2014 07:00 AM Eastern Daylight Time

NEW YORK CITY & BRIGHTON, United Kingdom--(BUSINESS WIRE)--Rakuten Marketing today announced it has acquired DC Storm. A UK-based technology company, DC Storm provides digital marketers with an omni-channel attribution, measurement and reporting platform, analytics tools, and consulting services. Terms of the deal were not disclosed.

"As one of the pioneers in attribution, analytics and tag management, DC Storm directly addresses the number one issue facing today's digital marketers – transparency and independent analysis of campaign performance"



PeerSpot

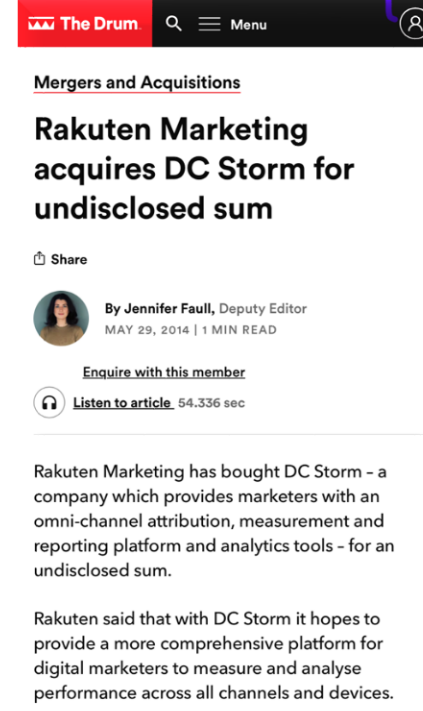
Google Attribution 360 vs. Rakuten DC Storm

## Google Attribution 360 vs Rakuten DC Storm comparison

Google and Rakuten are both solutions in the [Cross-Channel Attribution Providers](#) category. Google is ranked #1, while Rakuten is ranked #5. Google holds a 16.7% mindshare in CCAP, compared to Rakuten's 23.3% mindshare.

Comparisons

Google Attribution 360



The Drum

## Mergers and Acquisitions

### Rakuten Marketing acquires DC Storm for undisclosed sum

Share

By Jennifer Faull, Deputy Editor  
MAY 29, 2014 | 1 MIN READ

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Rakuten Marketing has bought DC Storm - a company which provides marketers with an omni-channel attribution, measurement and reporting platform and analytics tools - for an undisclosed sum.

Rakuten said that with DC Storm it hopes to provide a more comprehensive platform for digital marketers to measure and analyse performance across all channels and devices.



MARTECH  
MarTech is marketing.

MarTech » Rakuten Marketing Acquires Attribution Firm DC Storm

## Rakuten Marketing Acquires Attribution Firm DC Storm

Today, Rakuten Marketing announced it has acquired UK-based marketing attribution firm DC Storm. DC Storm brings an attribution, measurement and reporting platform and analytics tools to Rakuten's cadre of digital advertising services. Attribution technology is designed to help marketers understand what how particular ad formats and channels contribute to sales. Attribution platforms typically allow marketing [...]

Ginny Marvin on May 29, 2014 at 9:38 am | Reading time: 2 minutes



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# Digital Clarity – Next Success

## Strategically Driven Process

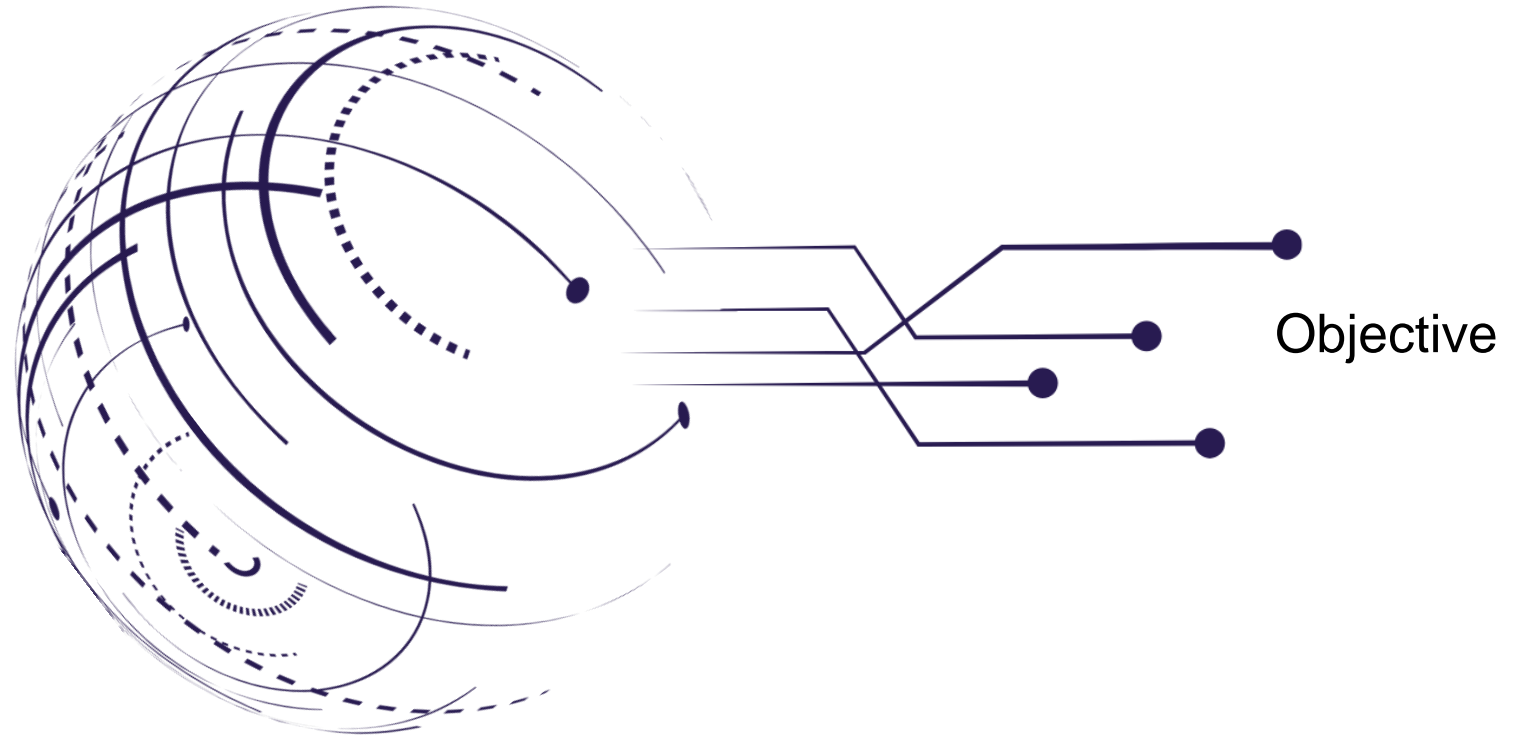
Where You Are

Diagnosis Preventing Growth

Strategic Growth Plan

Sustainable Lead Generation

Lead to Sale Process



# B2B Tech Clients



Adobe Workfront

xerox

aurigo®

Atos



businessoptix



revo



Britannic



Bentley  
SYNCHRO

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SYNERGY SKY

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# Success Case Studies

**60% Growth ARR  
in Year 1**

Their expertise has been invaluable, and they have also been a great cultural fit for Kahua.

Jim Wilson – CMO  
Kahua

 kahua

**85% Year on Year  
Growth**

Building our brand's assets with Digital Clarity has generated clear growth.

Scott Eustace –Product  
Marketing, Bentley

 Bentley  
Advancing Infrastructure

**Sales Growth Up  
44%**

Best in B2B. Our growth is solely down to the strategy driven by DC.

Nick Payne – Director  
Text Anywhere

 text anywhere

**48% Increase in  
Enterprise Sales**

Digital Clarity team is knowledgeable, supportive and committed

Fiona Packer – EMEA  
Adobe Workfront



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# The B2B Market Today

B2B companies throw away \$2 trillion every year due to wasteful, old-school sales and marketing approaches\*\*

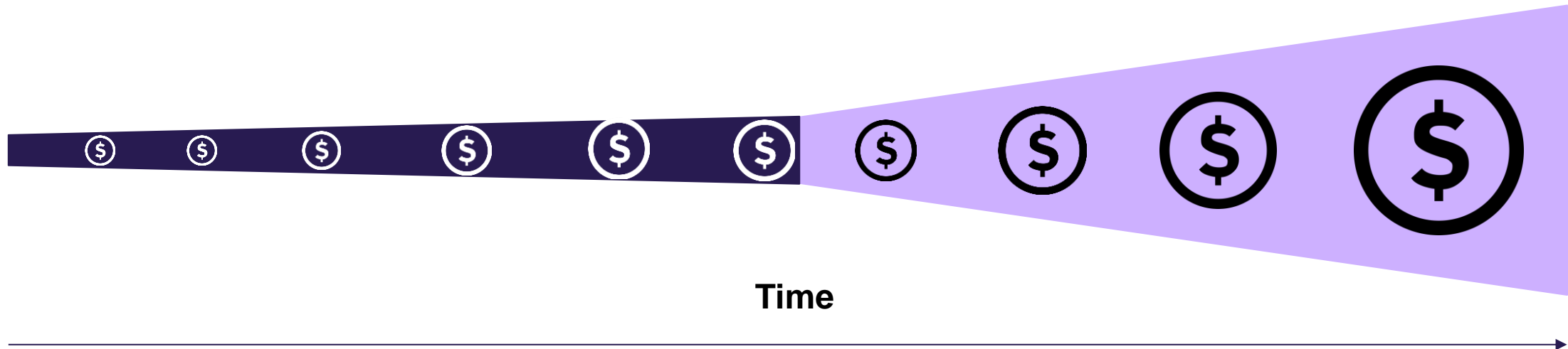


\*\* 2023, Boston Consulting Group Report

# Complex Buyer Journey

Current Buyers 'In market' - 5%

Future Buyers 'Out of market' - 95%



**5%.**

Are in market, right now for your product, service or solution.

**10%.**

Actively researching information / vendors to solve a problem they have

**15%.**

Aware of your brand, but not necessarily connecting you to a problem they have.

**25%.**

Not aware of your brand, but aware companies exist to solve a problem they may have in the future

**45%**

Unaware of your brand and don't have a specific problem they need help with right now

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# B2B Buyers in control

**83%**

Initiate  
First  
Contact

No matter how hard you sell,  
they will make contact  
When ready.

**70%**

Are  
Already  
Engaged

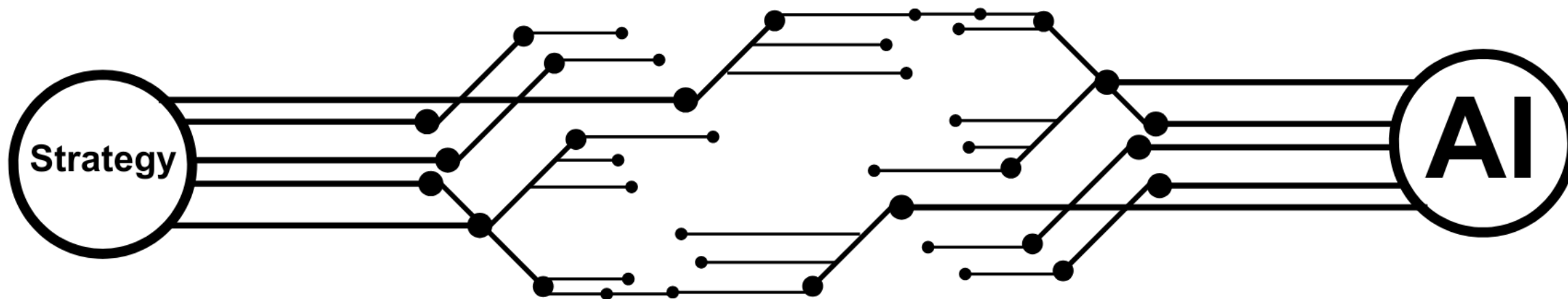
When the buyer engages  
with you. They are 70%  
through their process.

**84%**

Choose  
First  
Vendor

The majority of vendors  
choose their first company  
they have shortlisted

# The Future of AI-Powered Marketing Digital Clarity's Marketing Intelligence Engine<sup>®</sup>



**Connecting The Dots – The Intersection of Marketing, Data and AI**

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# AI Strategic Imperative

"AI-powered marketing isn't just about automation – it's about transformation,"

Alex Singla

McKinsey's Global Leader of QuantumBlack



QuantumBlack  
AI by McKinsey





# The Generative AI Landscape

# The Digital Clarity Difference

Proven strategic methodology

End-to-end solution integration



Proprietary AI technology stack

Human expertise + AI power

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# Technology Stack 1. Features

## 01

### 1. Discovery & Diagnostics Engine

- AI-powered market analysis
- Competitor intelligence
- Customer behavior mapping

## 02

### 2. Strategy Development Module

- Data-driven strategy formation
- Automated scenario planning
- ROI forecasting

## 03

### 3. Content Intelligence System

- AI content optimization
- Personalization at scale
- Multi-channel distribution

## 04

### 4. Strategy Decision Engine

- Real-time performance analysis
- Predictive modeling
- Automated optimization

## 05

### 5. Customer Acquisition Tool

- Precision targeting
- Behavioral tracking
- Journey optimization

### ROI

Envision multimedia-based expertise and cross-media growth strategies

### NICHE MARKETS

Pursue scalable customer service through sustainable strategies

### DEEP ENGAGEMENT

Cultivate one-to-one customer engagement with rich content

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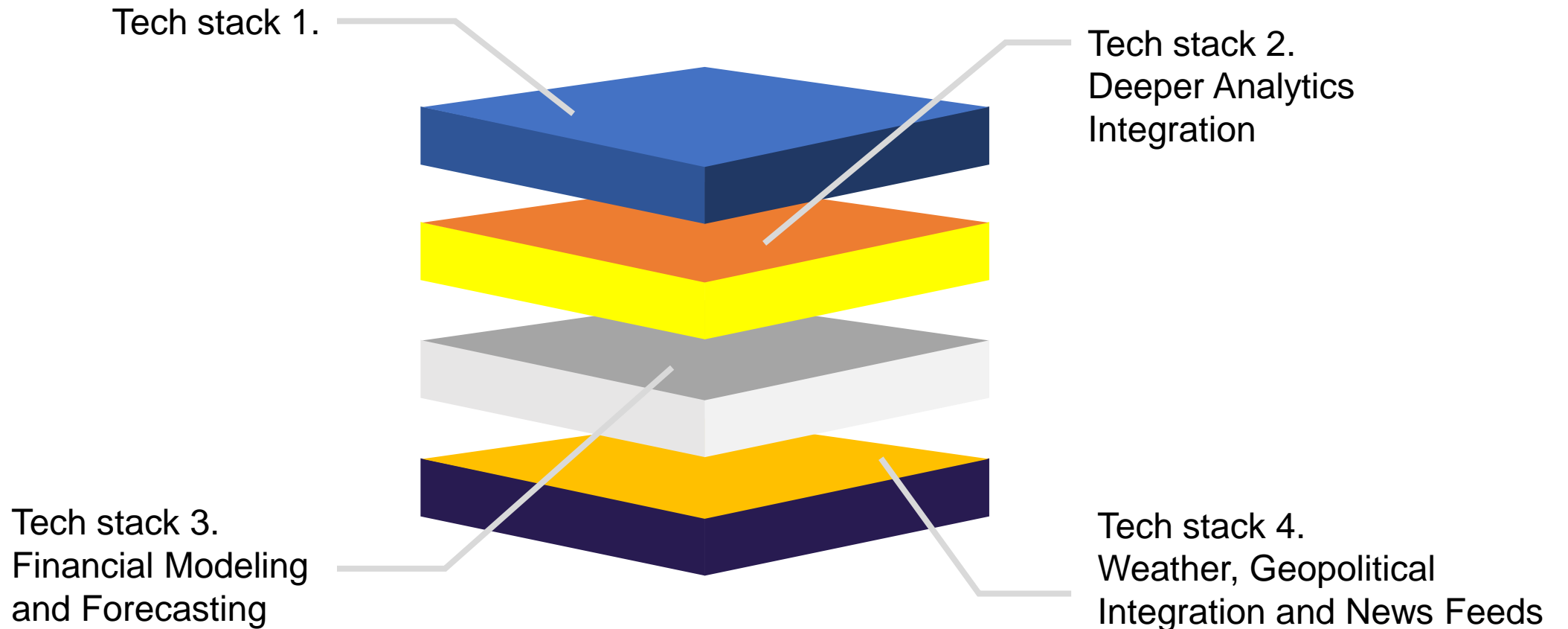
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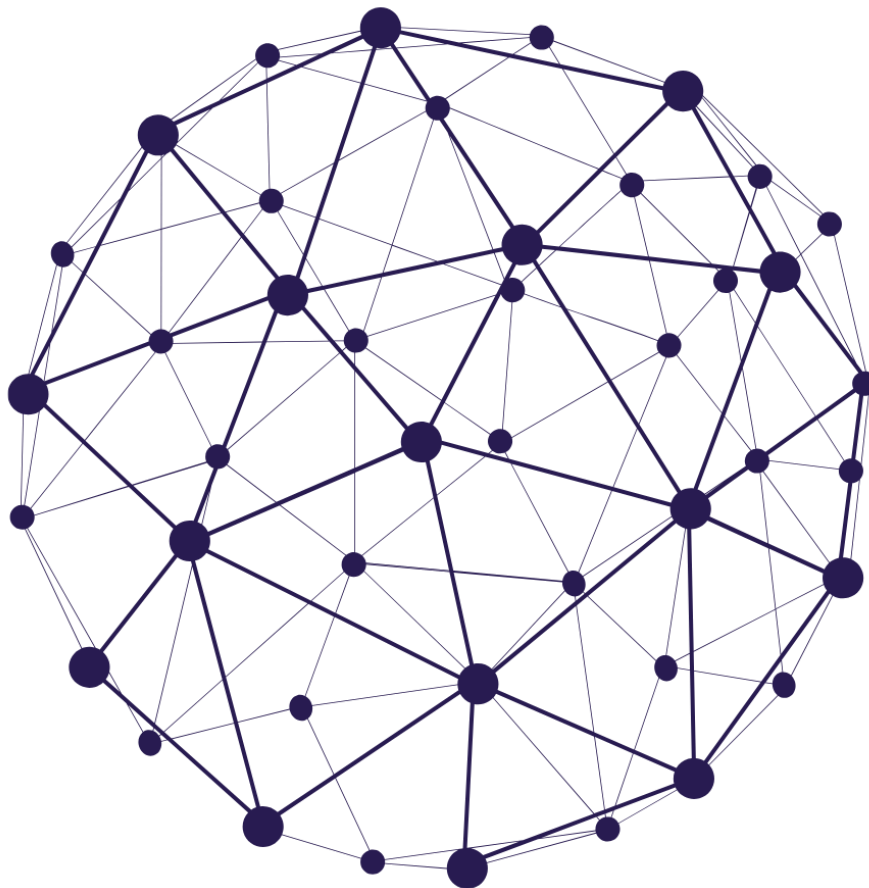
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# Just the beginning



# Marketing Strategy & AI Integration

The marketing consulting market is expected to increase by \$3.83 billion in 2026, and the market's growth momentum will accelerate at a CAGR of 4.75%. (Business Research Insight & Technavio Research).



Global artificial intelligence (AI) in marketing market size was valued at \$12.64 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 26.6% from 2023 to 2030. (Grand View Research, Inc.)

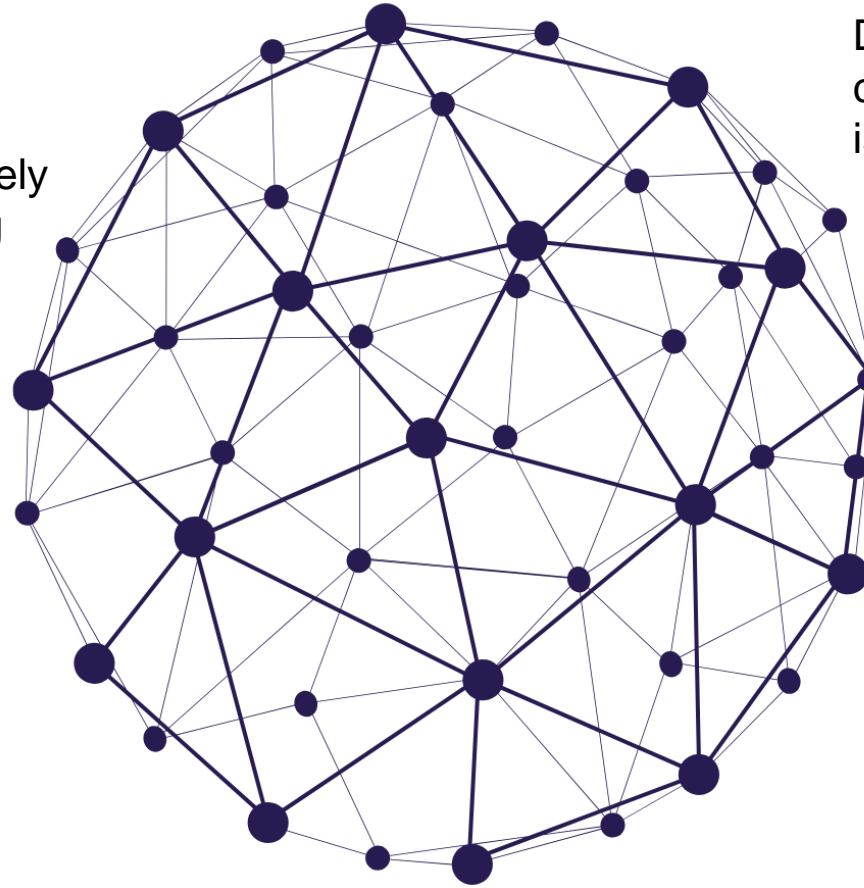
# Investment Potential

## Strong market demand

B2B tech companies are actively seeking AI-powered marketing solutions

## Rapidly growing market

The AI in marketing sector is outpacing general market growth by 5x



## First-mover advantage

Digital Clarity's comprehensive approach is unique in the market

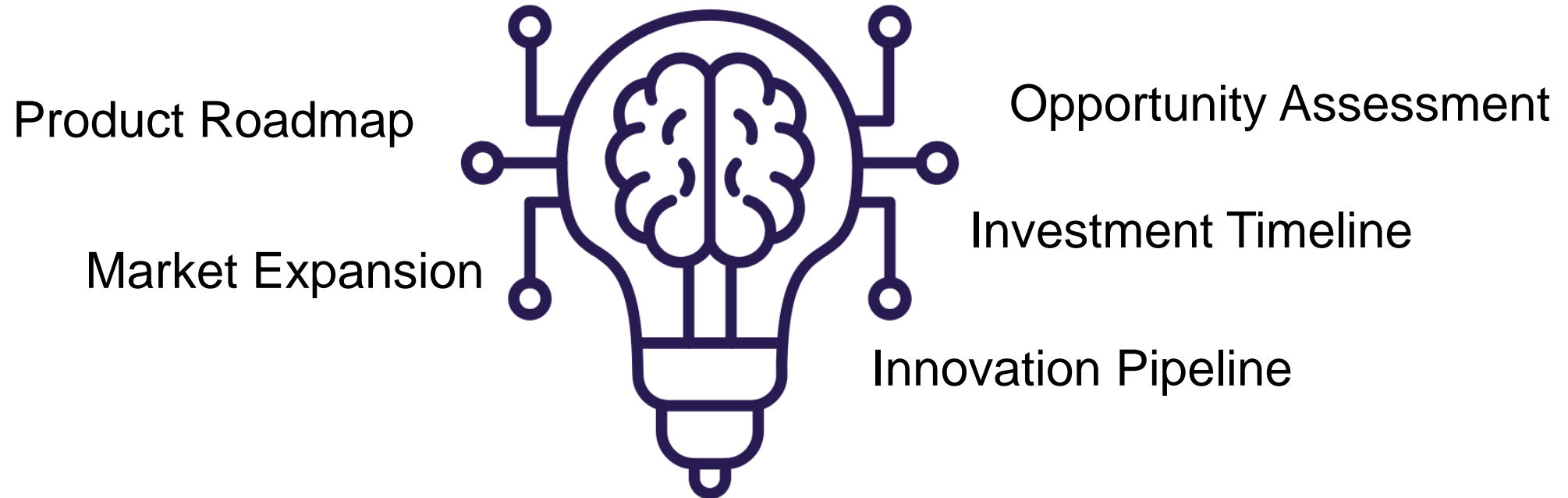
## Proven expertise

Built on a foundation of successful B2B tech marketing consulting

## Scalable solution

Cloud-based architecture allows for rapid expansion

# Next steps – Book 1x1



DBMM is at an inflection point in its offering as a full-service management consultancy and this is a perfect time to onboard for both clients and shareholders. We have identified key tech centres in the United States. This is the tip of the iceberg. Contact me for a 1x1 discussion.

# Thank you – Questions?

**Reggie James**

Chief Operating Officer  
Director  
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Founder & Managing Director  
of Digital Clarity\*

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