



Antelope Enterprise Holdings

Revolutionizing Ecommerce with Livestreaming Influencer Marketing

Investor Presentation – June 2025

Safe Harbor Statement

This presentation contains forward-looking statements and management may make additional forward-looking statements in response to your questions. Such written and oral disclosures are made pursuant to the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995.

Although we believe our expectations expressed in such forward-looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the anticipated results, and therefore we refer you to a more detailed discussion of the risks and uncertainties in the Company's filings with the Securities & Exchange Commission.

The forward-looking statements contained in this presentation are made only as of September 30, 2024, and Antelope Enterprise Holdings Limited ("Antelope Enterprise" or the "Company" is under no obligation to revise or update these forward-looking statements.

AEHL Equity Snapshot

Nasdaq: AEHL	FYE: Dec. 31
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Stock Price (June-2-25)	\$1.91
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Shares Outstanding	2.31 MM
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Market Capitalization	\$4.4 MM
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Debt	--
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Revenue (latest 12 months)	\$98.8 MM
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Operating Income (loss)	(\$10.6 MM)
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Price to Book	0.2x
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All financial statement data as FYE December 31, 2024

Advantages to Livestreaming Ecommerce

For Brand Companies

- Better engagement through demonstrations and chat
- Higher conversion rates and shortened purchase decision time due to live interaction
- Scalability of products across regions that reduces marketing costs

For Consumers

- Real-time interaction and product demonstration as well a sense of community
- Exclusive deals with items on sale at low prices that are available only during the livestreaming event
- Shopping convenience that saves time and expense with the experience of on-site shopping



Business Summary

Majority Owner of Kylin Cloud

- A livestreaming ecommerce company based in China
- Access to over 800K influencers selling consumer products
- Leveraging rapid growth of livestreaming platforms
- We empower businesses and individuals to achieve their full potential in the digital economy
- Livestreaming ecommerce sales in China estimated to be \$700 billion in 2023 and is projected to increase to over \$1.0 trillion by 2026 (Source: statista.com)



Introducing KylinCloud: Leveraging Social Media and Livestreaming to Unlock China's High-Growth Market



Leverages Social Media Influencers

Utilizes influencers to promote products and increase brand awareness



Livestreaming on Popular Platforms

Engages customers through livestreaming on platforms like TikTok



High-Growth Market

Provides access to a rapidly growing market with immense potential



Allows Brands to Stand Out

Helps brands differentiate themselves and drive sales at higher margins

KylinCloud is the perfect solution for traditional ecommerce challenges, providing brands with the tools to stand out and drive sales in a high-growth market.

KylinCloud – Bridging Influencers and Brands for Livestreaming Ecommerce

Consumer
Brands



KylinCloud



Livestreaming
Hosts

1. **Connect:** Effortlessly link brands with influencers to increase sales
2. **Collaborate:** Facilitate content creation for impactful and genuine promotion
3. **Engage:** Captivate audiences with unique and captivating livestreaming experiences to boost sales
4. **Analyze:** Utilize advance analytics to refine strategies and maximize ROI
5. **Grow:** Foster lasting partnerships and expand reach for continued success

The Power of Influencer Marketing



Personal Connections

Personal connections lead to impulse purchases



Price

Price is not the leading factor affecting purchases



Trust

Consumers trust influencers' recommendations



Conversion Rates

Higher conversion rates compared to traditional ecommerce

The power of influencer marketing is clear, with personal connections, trust, and higher conversion rates leading to increased sales and success.

Influencer Success Stories: EmPowering Change with Kylin Cloud

" I am a full-time housewife. When I was 30 years old, I started with ecommerce livestreaming, it was a decision that changed my life. In the past, I always felt that my life was not what I wanted it to be, with repeated housework and taking care of children every day. But now, I have the freedom to schedule my time so that I can take care of my family and my career. I can make money at home, which is a great boon for a housewife like me ..."



Chenli
Part-time
anchor

" I am a fresh graduate. My life changed drastically after I got into ecommerce livestreaming. My classmates commute to their jobs every day, sitting in an office to work, and often tell me that their lives are very monotonous. But now, I can engage in ecommerce livestreaming from my home, freeing my schedule, and earn an income at the same time. This has led to more employment and part-time opportunities, being a freelancer and starting a successful business has changed my life ..."



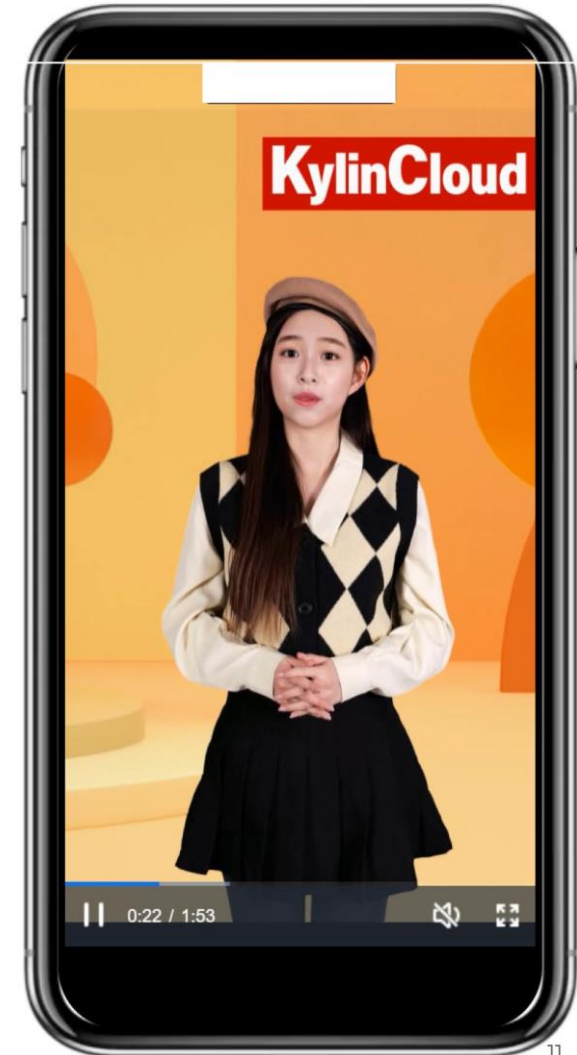
Yufei
Full-time
anchor

Kylin Cloud vs The Competition: Revolutionizing Influencer Marketing

	Kylin Cloud	MCN
Kylin Cloud ‘Uber-like’ approach, with a focus on automation. Allows company to profitably work with smaller influencers marketing for small to medium size brands. Efficiencies make it cheaper for brands to compete and more profitable for influencers	Automation Commissions Ease of use	 Q (I) @
Multi-Channel Networks Like a talent agency. Little automation. Only profitable with big influencers marketing for big brands.	Brand Loyalty Influencer Loyalty	Q Q

The Kylin Cloud Advantage

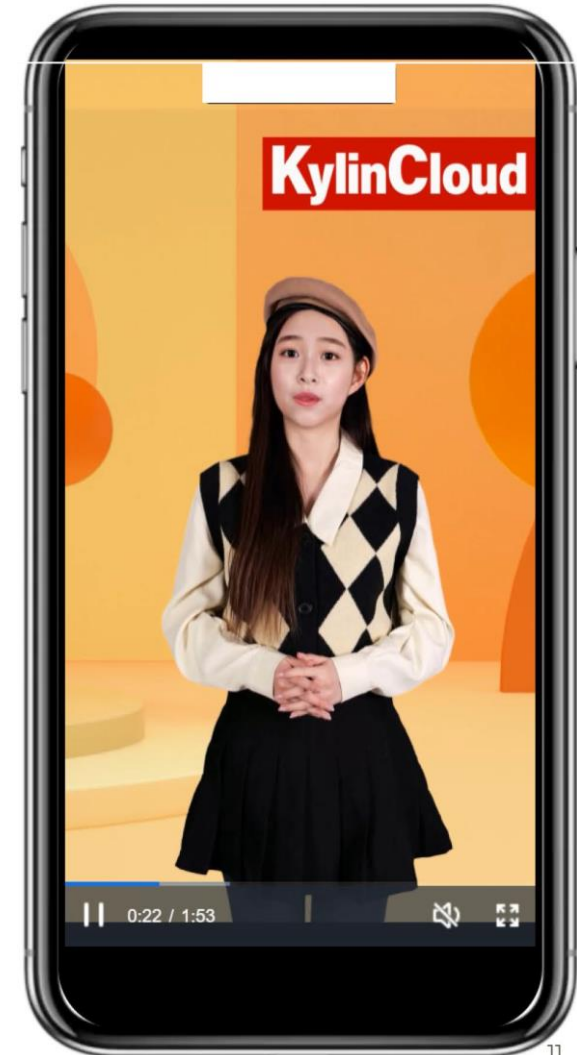
1. **Accelerates Market Entry:** Streamlines time to market with a vast network of 800,000+ anchors
2. **A Growth Engine:** Increases sales for consumer good brands with Kylin Cloud's matching of products being sold with the appropriate influencer.
3. **Controlled Costs:** Ensures predictable broadcasting costs, mitigating risks of cost overruns
4. **Boosts Profitability:** Customers see a 5-8% increase in gross margin
5. **Impressive Reach:** Successfully processed \$4 billion in transactions to date across 600+ cities



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Kylin Cloud – Strategic Focus

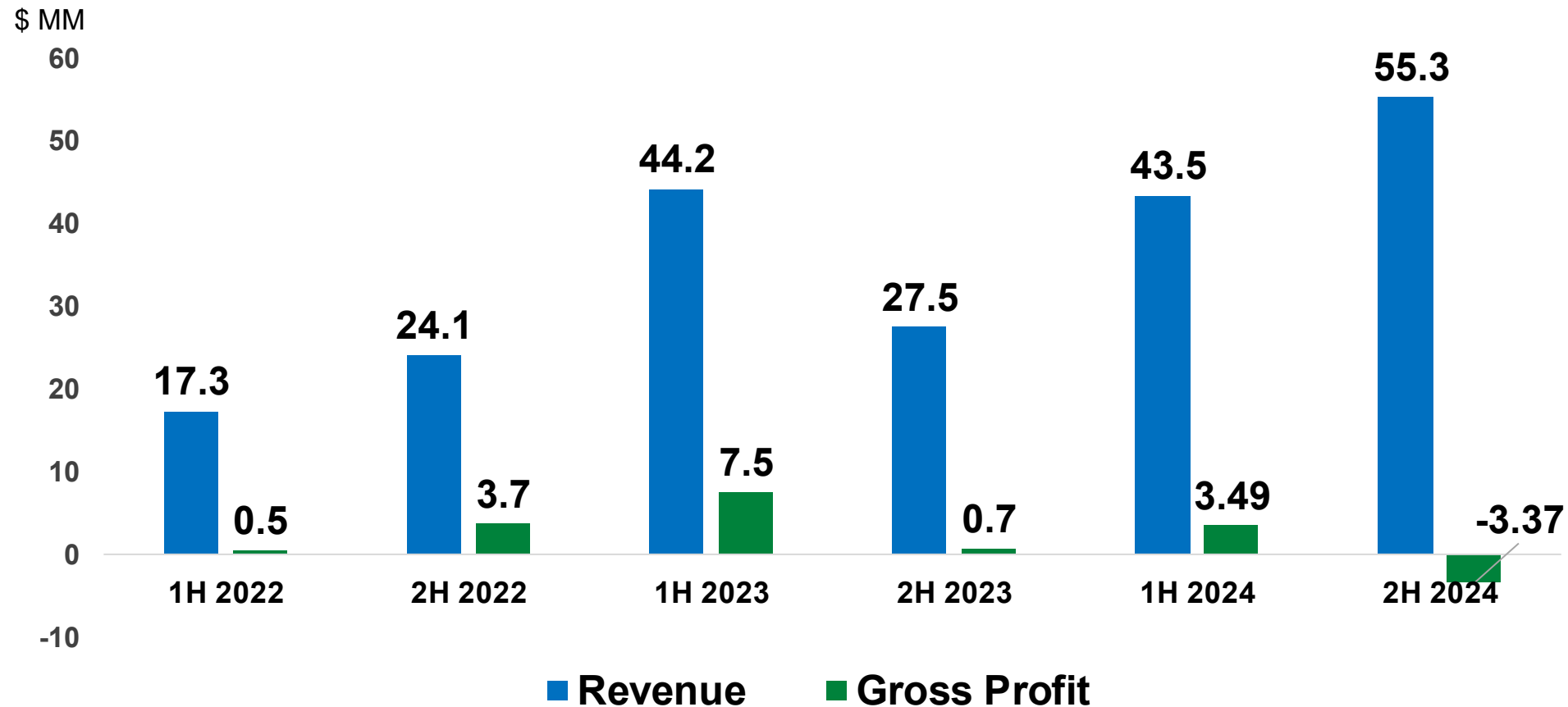
1. **Low-Cost Pricing:** To counter the currently competitive environment and to establish deep relationships with its customers
2. **Acquisition of Mid-Tier Clients:** To mitigate the risk associated with an over-concentration of major clients
3. **Business Engagements:** For fiscal 2024, Kylin Cloud had more than 256 clients, an increase of 140 clients or 120% compared to the same period in 2023.
4. **Plans to Strengthen Cooperation:** With public domain carriers such as Douyin (the mainland Chinese counterpart of TikTok), to promote its business to potential clients.



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AEHL: Charting a Path of Stellar Growth

AEHL's Ecommerce Livestreaming Business – Six Month Intervals



AEHL Plans to Launch an Energy Supply Business

1. **Initial Steps:** Include engaging a broker to source natural gas from a natural gas provider in Texas; the procurement of electricity generators
2. **Experienced Leadership:** New operations team is spearheading the new business initiative.
3. **Future Revenue:** Expected to be generated by securing hosting sites for cryptocurrency mining operators to leverage anticipated cost-effective electricity.
4. **Operated via AEHL US LLC Subsidiary:** Energy supply business progressed slower than expected in fiscal 2024 as it has taken more time for the Company to procure, install and operate energy equipment

AEHL: Investment Highlights

1. **Innovation and Efficiency:** Kylin Cloud's unique model targets smaller social media influencers, offering a cost-effective solution
2. **Market Momentum:** In 2023, it is forecasted that there will be 373.7 million digital buyers making purchase through livestreaming video, a 42.1% penetration rate; Kylin Cloud is perfectly positioned to ride this wave
3. **Profitability & Reach:** Clients report a 5-8% increase in gross margins from using Kylin Cloud vs. other forms of ecommerce
4. **Leadership:** As livestreaming constituted an estimated 32% of China's retail ecommerce sales in 2023, Kylin Cloud is a pure play in this sector

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