



# NEW GENERATION OF FOOTBALL





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# DIGITAL FUN



Football AI Library



F

Fast

U

Ubiquitous

N

Narrative

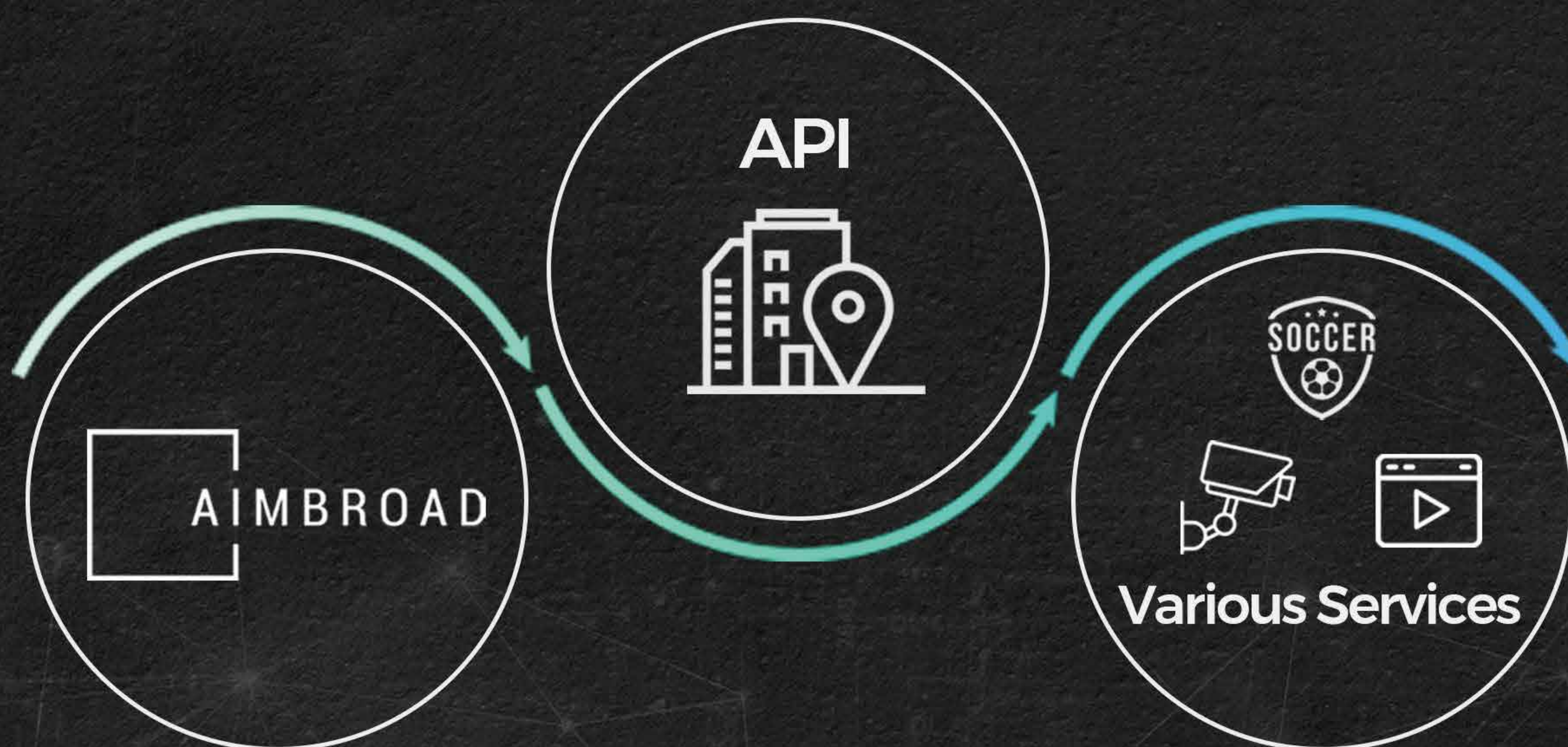


# DIGITAL EXPERIENCE



Aimbroad is a business-for-business provider of real-time fan-centric digital solutions that combine entertainment and football powered by Football AI leveraging advancements in artificial intelligence, Big Data, 5G, and connectivity. Two enablers underlying our digital solutions are (1) real-time data processing capabilities and (2) modularized content (the ability to reuse and mix and match the stored data to create new content to fit the needs of a particular segment of fans). When combined, we deliver real-time bite-sized, data-driven digital football content for the younger generations of global football fans anywhere in the world.

# PLUG & PLAY

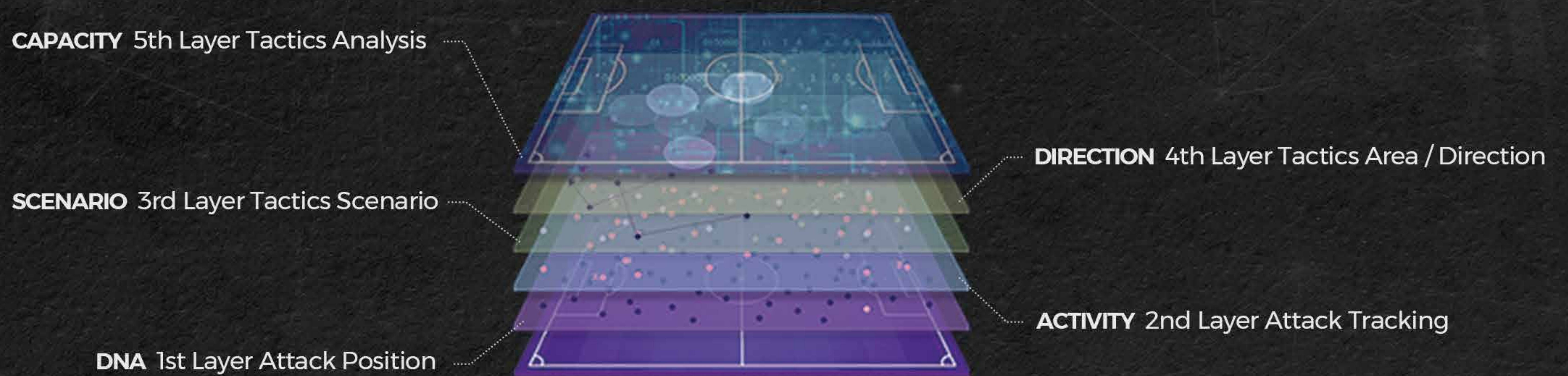


Aimbroad made plug and play possible through API service.  
Companies such as football clubs, OTT service providers, or sports portals may only need to plug in our platform and deliver real-time digital content to their fans.



# FANN

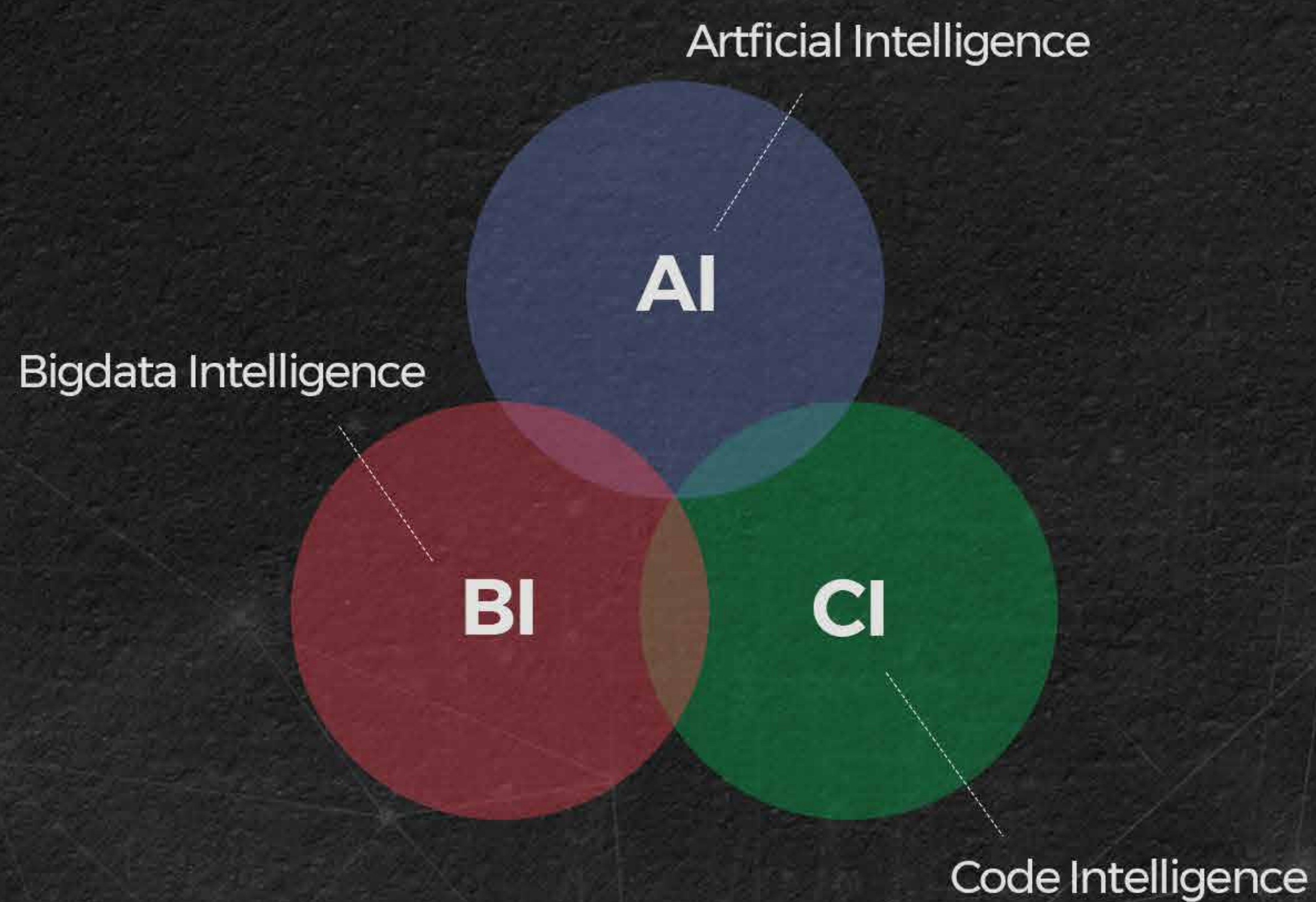
## (FOOTBALL ARTIFICIAL NEURAL NETWORK)



Football AI is a platform of real-time football neural network architecture.

As soon as it recognizes players' movements and skills on the ground as data, it accumulates them on a platform of already learned neural network structures. AI convert player's performance to digitized data that can evaluate the contribution and influence of the players or teams.

## DATA COLLECTION

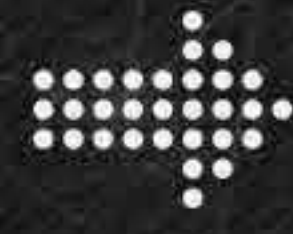


Our AI has already learned more than 8,000 matches and is getting more intelligent every day.

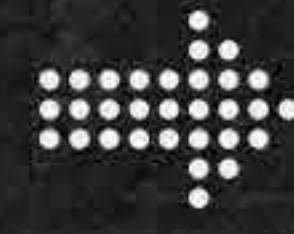


# REAL-TIME PROCESS

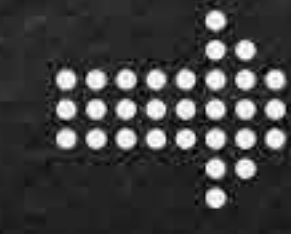
01  
DATA  
CREATED  
(MATERIAL)



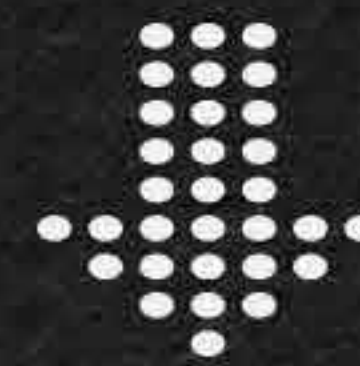
02  
AI DATA  
MANUFACTURE  
(PRODUCE)



03  
DIGITAL  
TRANSFORMATION  
(DISTRIBUTOR)



04  
PLATFORM  
SERVICE  
(SERVICE)



**LIVE**  
(Consumer)

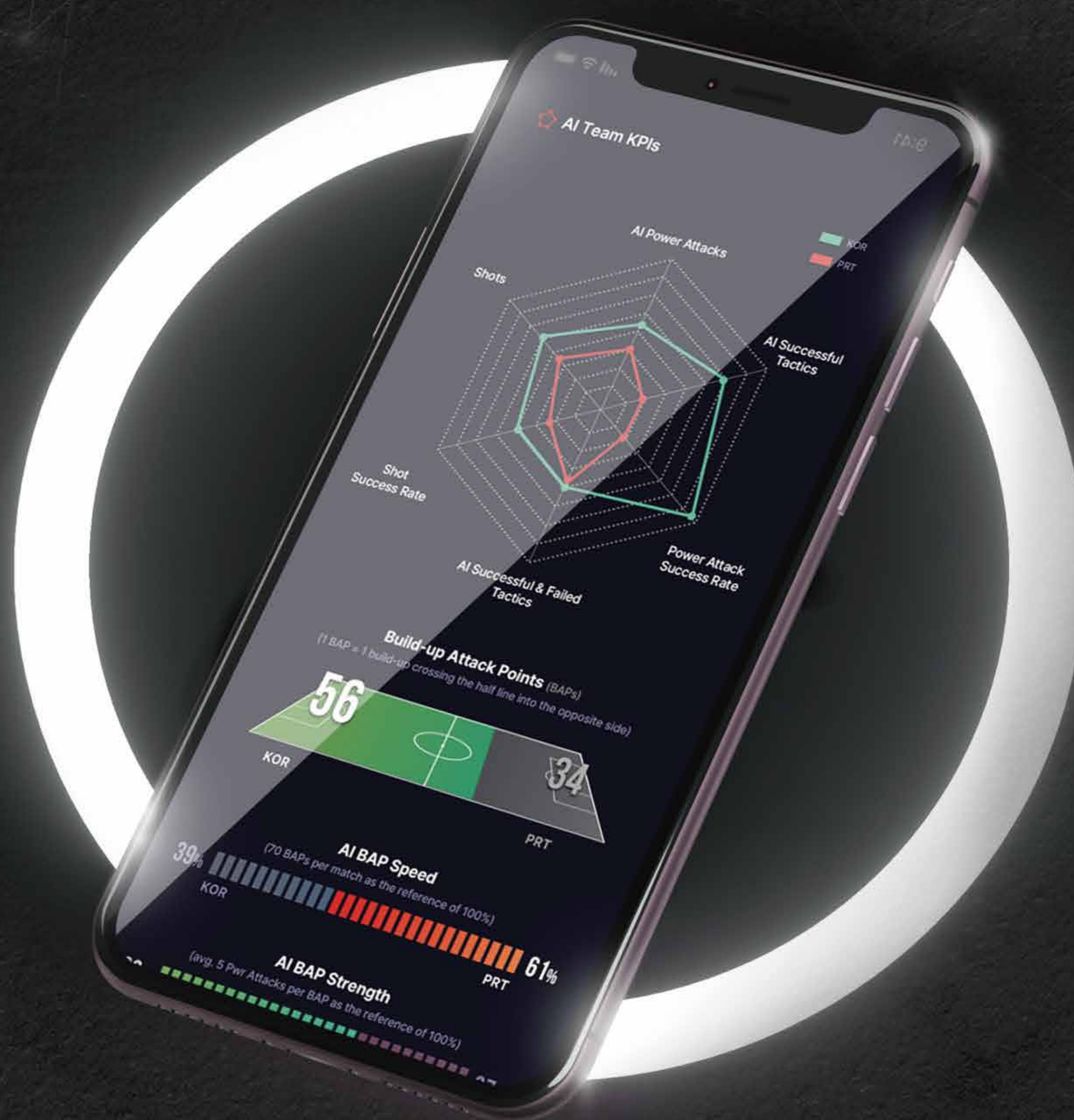


COMPLETED REAL-TIME TECHNOLOGY PROCESS IN **1 SECOND**

AI collects, refines, and analyzes live games and delivers digital content to global fans who may be watching them on TV or smartphone in just one second.



# REAL-TIME KPIS



## 01 RAW INFORMATION ON THE PITCH POWERED BY FOOTBALL AI

(E.G., PASS, CROSS, DRIBBLE, SHOT, SHOT ON TARGET, NUMBER OF SHOTS, ETC.)

## 02 STRUCTURED DATA

## 03 KEY PERFORMANCE INDICATORS

## 04 MODULAR CONTENT



03 OUR SERVICES

03-1 AVAILABLE NOW

# FOOTBALL AI FOR FIFA WORLD CUP QATAR 2022<sup>TM</sup>





## AI GOAL RECAPS

REAL TIME  
1 SECOND

ALARM



GOAL



REAL-TIME



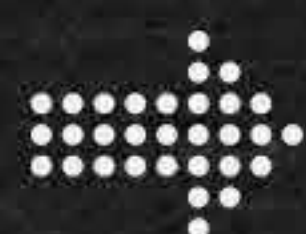
PLAY



We offer a package of entertaining data, graphics, and insights surrounding a goal in immersive and snackable content. Fans can access Football AI Goal Recap for easy consumption on their smartphones via a notification bell in real-time anywhere in the world.



# AI HIGHLIGHTS



Click!

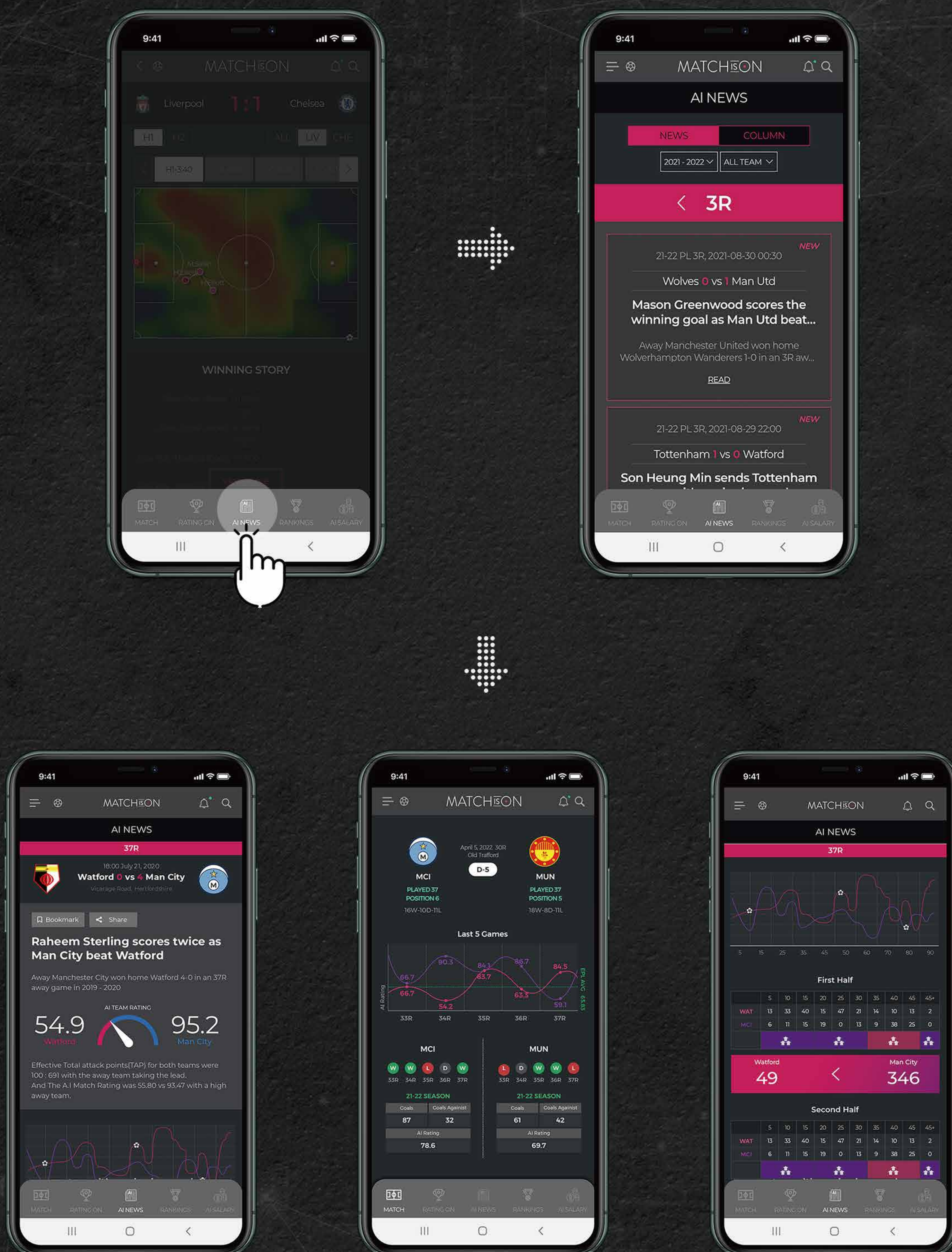


Shows in-game DTP, single shot (penalty kick, free kick, etc.), substitution, and cards sequentially recorded by Football AI.

\* DTP means one unbroken, unblocked sequence of build-ups, a maker, and an assist that finishes with a shot.



# AI NEWS



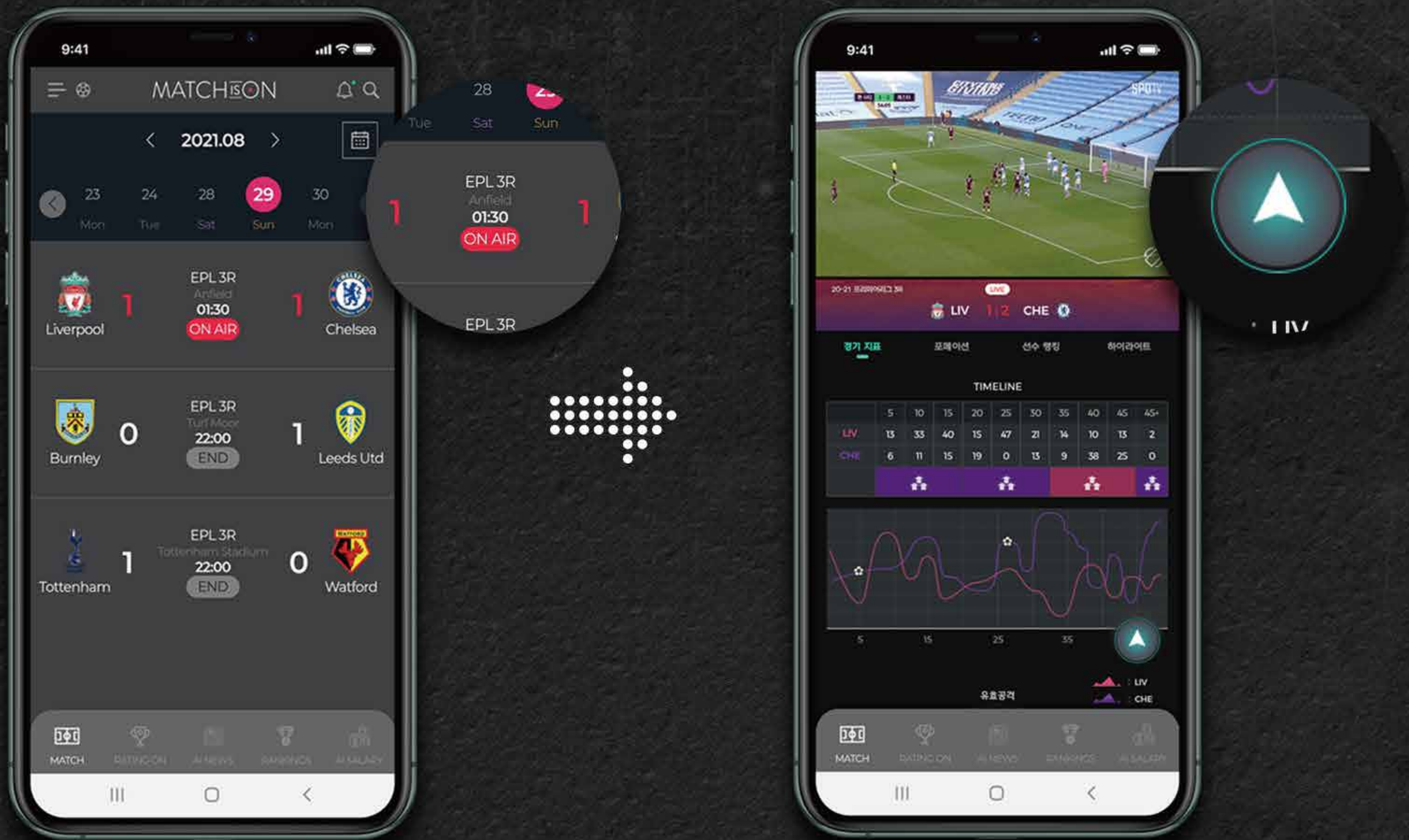
Aims to make it easier for global fans everywhere to enrich their understanding of a match based on AI-powered data, regardless of whether they watch it on TV.

Football AI is programmed to write the pre-matchday news and the matchday news at half and full time and sends them to smartphones in real-time.



# FOOTBALL NAVIGATION<sup>®</sup>

REAL-TIME



DAP

357

350

Left Attack Direction

34%

66%

SON

DTS (Deep Tactical Shots)

AI RATING

H1

(1) M.Salah (2) S.Mane (3) H.Kane

8.83 8.79 8.73

TSP

OSP 50%

DSP 50%

SON

COMBINATION

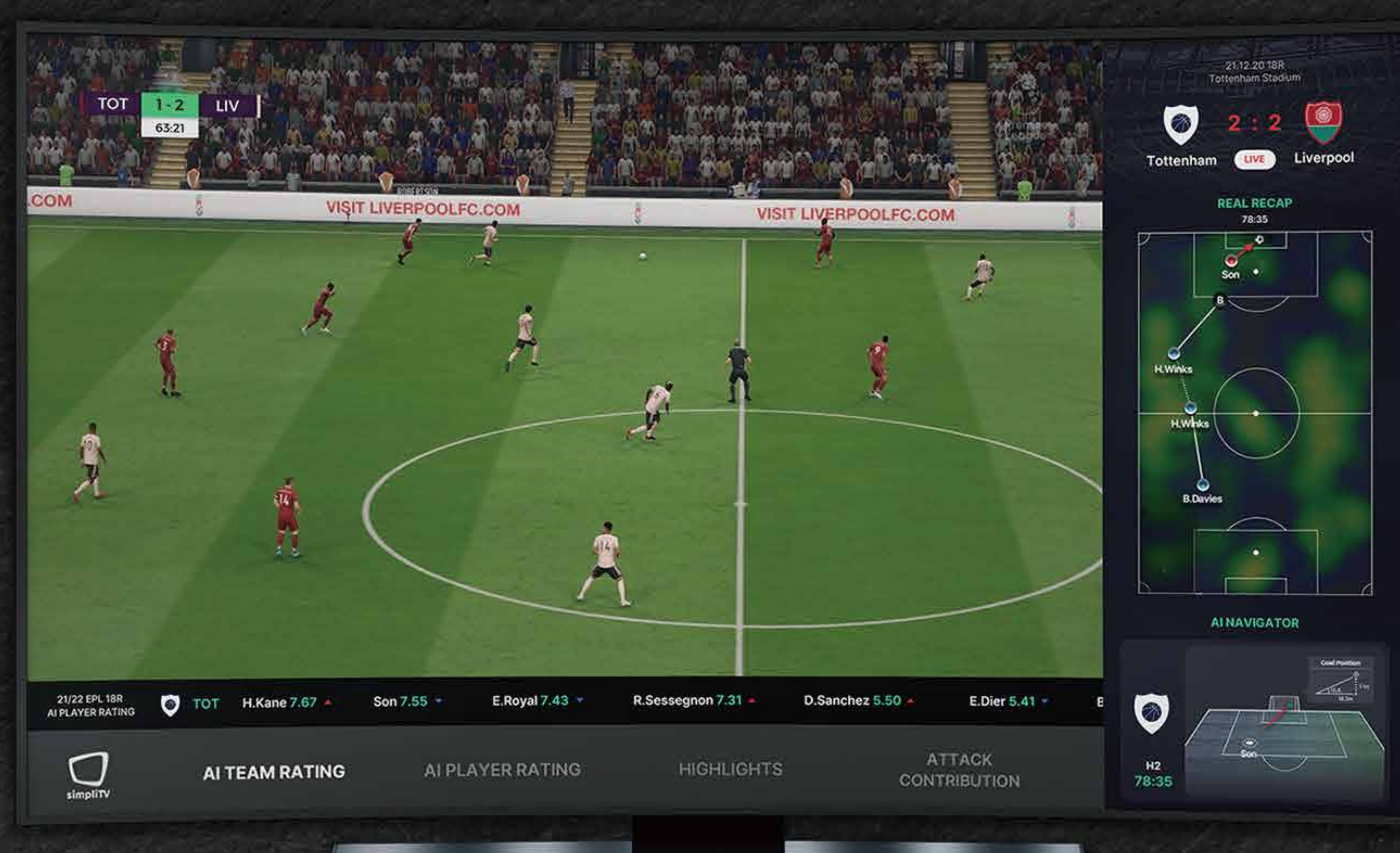
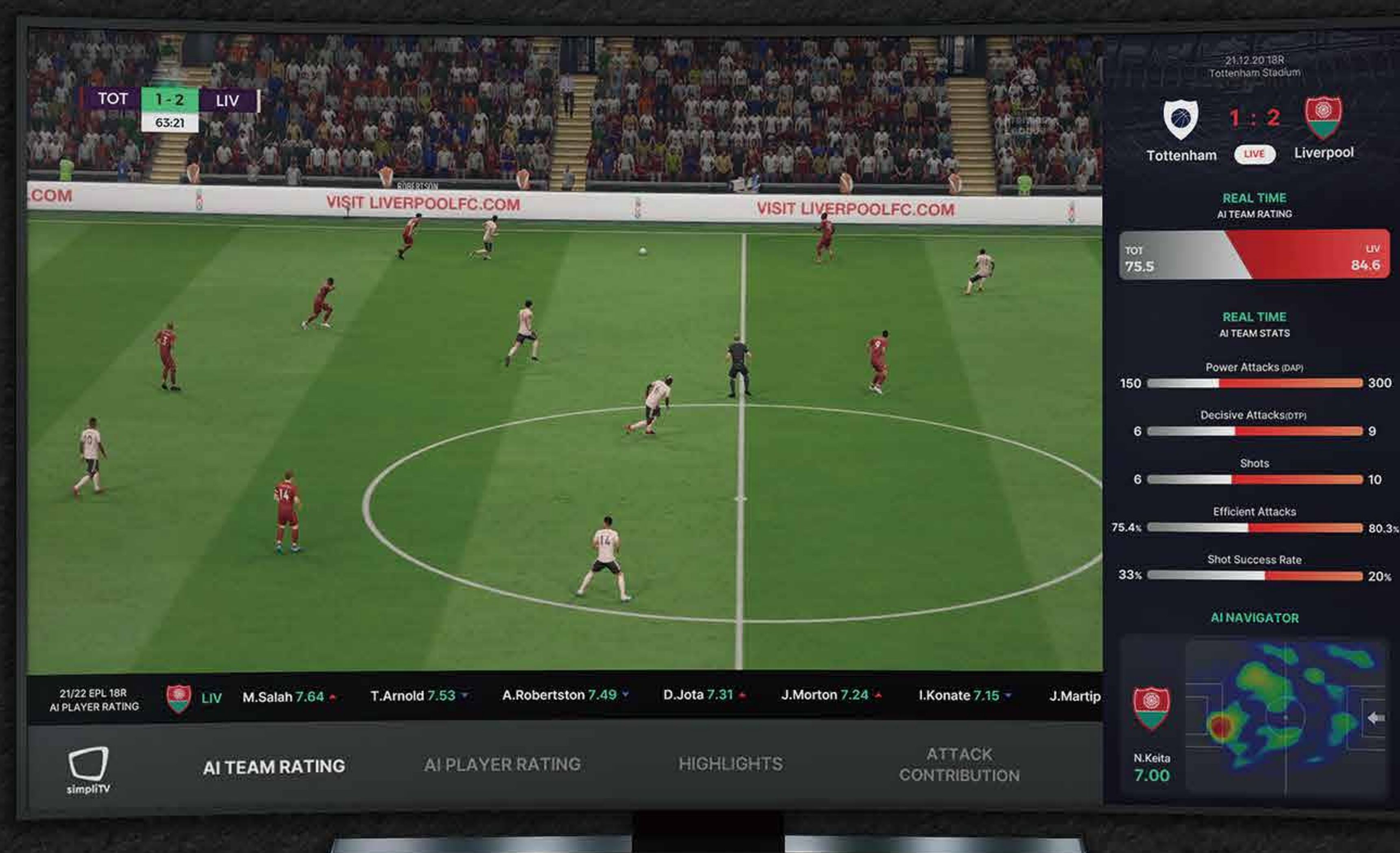
Son

S.Reguilone E.Dier

FOOTBALL NAVIGATION<sup>®</sup> aims to enrich football viewing and narratives among fans, friends, and families by adding selective real-time data in a bite-sized format as second-screen activities.



# SMART BAR FOR SMART TV



Smart Bar for Smart TV aims to spice up the excitement of a live football game on TV by adding on-demand, real-time entertainment content as a companion function to live TV.



# FOOTBALL GPT

(GAMIFICATION & PREDICTION TECHNOLOGIES)

HAVE YOU GOT QUESTIONS ABOUT  
YOUR FAVORITE PLAYERS AND TEAMS?



## Ask Football GPT!

It automatically generates data-driven responses to your questions in a systematic digital code language.

Responses will show the insights from the past and current players' and teams' Key Performance Indicators (KPIs) that Football AI analyzes, encodes and accumulates during a live football match and stores in the database. They will also include predictions, as applicable, based on such KPIs.

You may instantly see or hear intelligent answers that Football GPT provides on your screens or through a speaker.



# FOOTBALL GPT

## Q & A

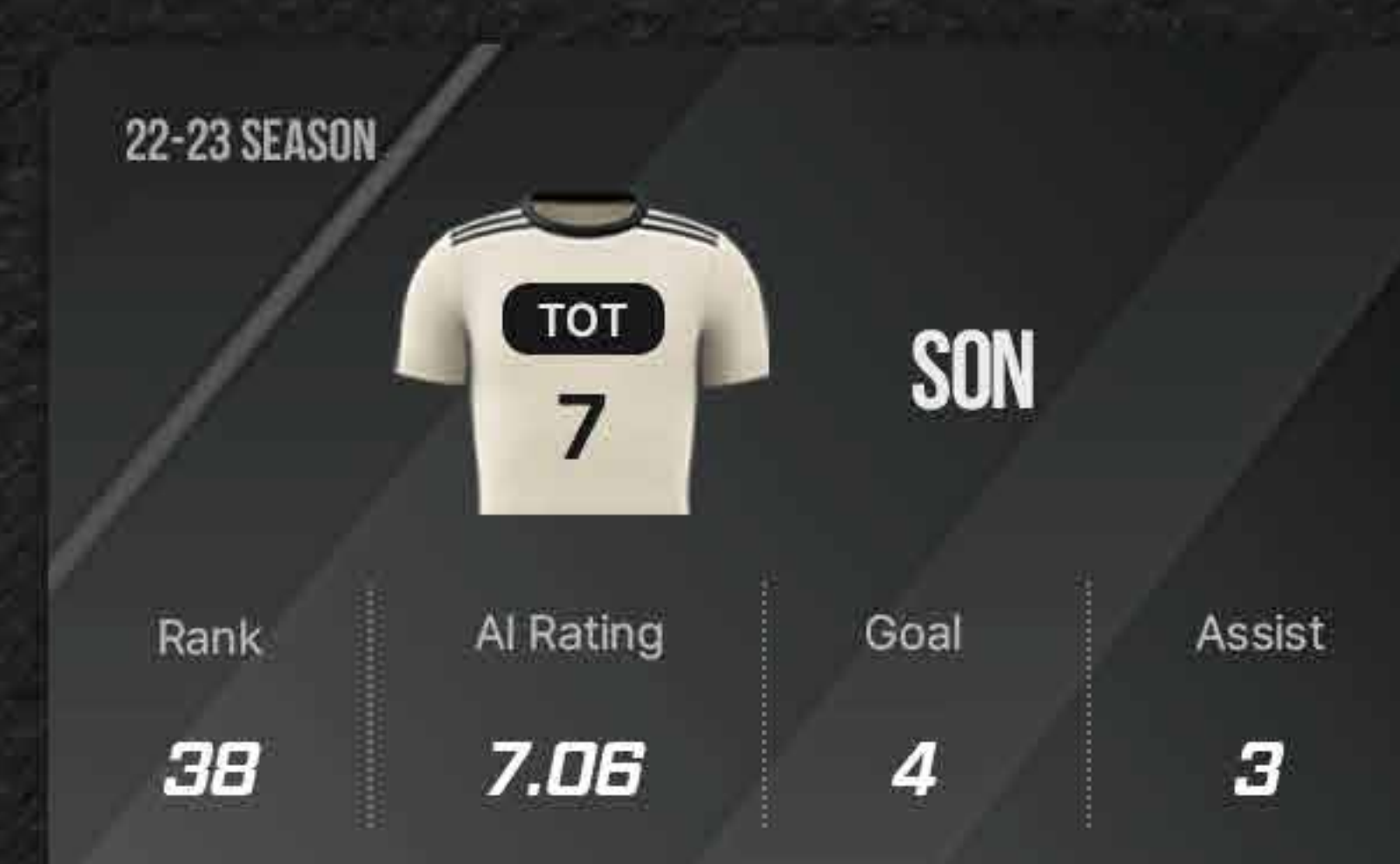
Q:

TELL ME TOTTENHAM'S SON HEUNG-MIN'S LATEST RESULTS AND FORM COMPARED TO LAST SEASON.



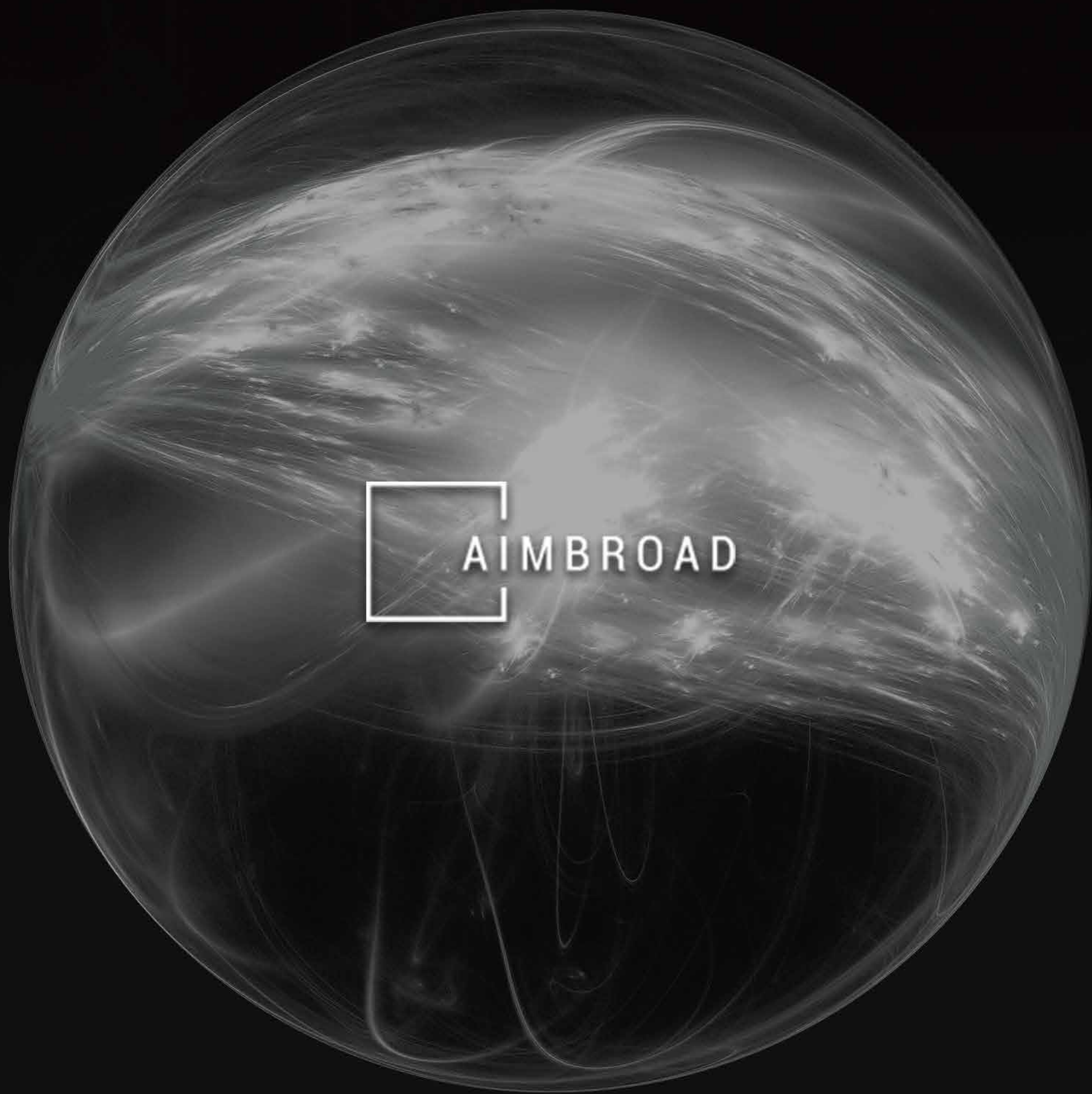
Q: Tell me Tottenham's Son Heung-min's latest results and form compared to last season.

A: Son Heung-min ranked first among 721 EPL players with an average season AI rating of 8.23 and tied for first place with Salah of Liverpool with 23 goals and seven assists last season. However, as of the 21st round of the 22-23 season, he is ranked 38th overall with an average AI Rating of 7.06. His performance is 24% less than last year, with four goals and three assists.



With three goals and one assist in the last three games, his performance is improving. The current forecast is 15 goals for this season. He might finish the season with 20 goals or more, but that depends on the recovery of his form.





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