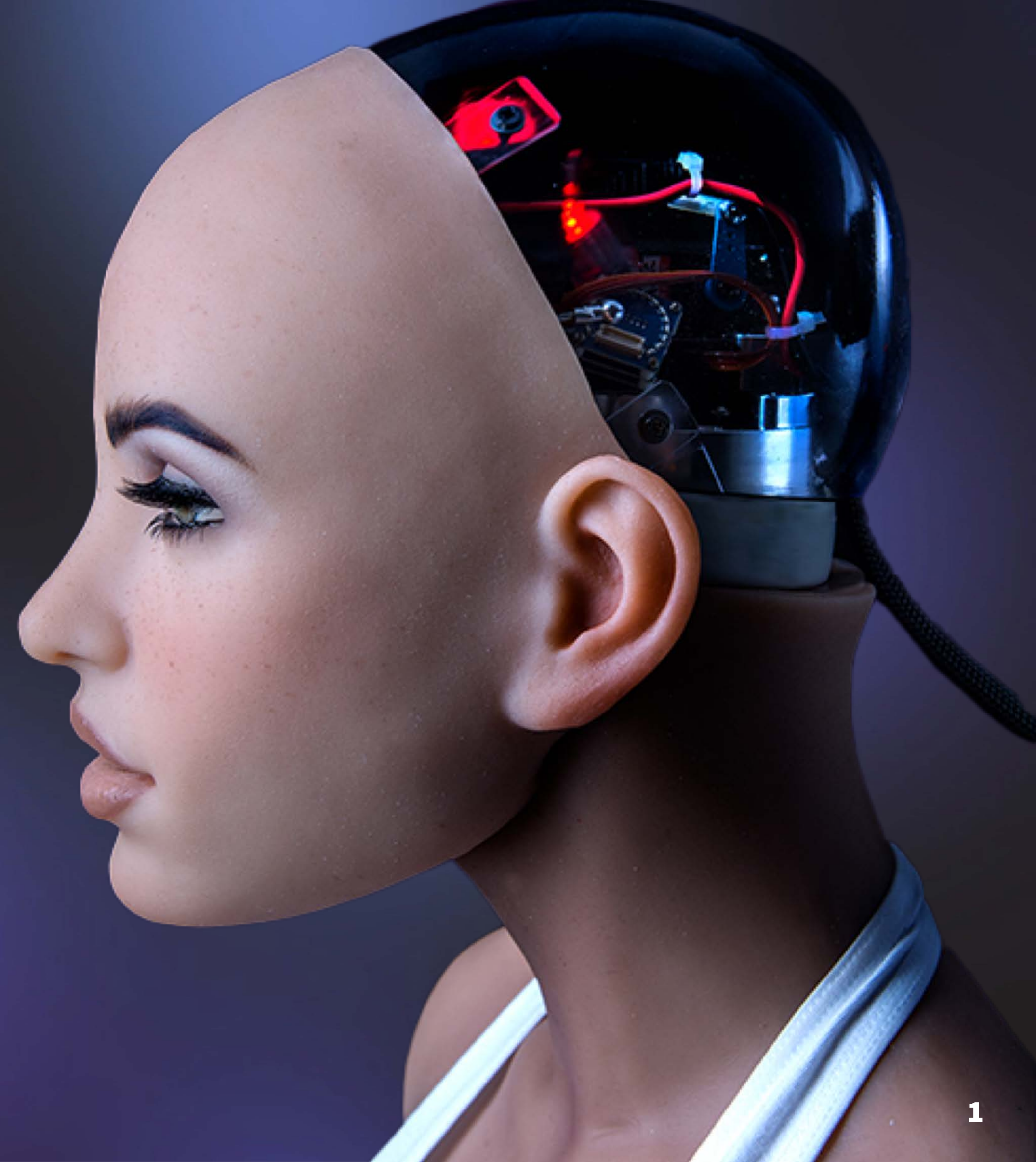




**SIMULACRA**

**WORLD LEADER IN  
HUMANOID ROBOTICS AND  
RELATIONSHIP-BASED AI**

September 2023



# DISCLAIMER

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This presentation contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "add" or "additional", "advancing", "anticipates" or "does not anticipate", "appears", "believes", "can be", "conceptual", "confidence", "continue", "convert" or "conversion", "deliver", "demonstrating", "estimates", "encouraging", "expand" or "expanding" or "expansion", "expect" or "expectations", "forecasts", "forward", "goal", "improves", "increase", "intends", "justification", "plans", "potential" or "potentially", "promise", "prospective", "prioritize", "reflects", "robust", "scheduled", "suggesting", "support", "updating", "upside", "will be" or "will consider", "work towards", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might", or "will be taken", "occur", or "be achieved". Forward-looking information includes, but is not limited to, information with respect to: costs of production, expected capital expenditures, operations outlook, demand for the Company's products; expectations regarding the ability to raise capital and grow through acquisitions; statements of intention with respect to the business and operations of the Company, including the proposed going-public transaction; growth within the industry and contributing factors thereto, growth strategy, and other commercial opportunities; foreign exchange rates and currency fluctuations; requirements for additional capital, the Company's capital allocation, expected sources and uses of capital, expansion of the Company's product offerings, trends in research and development expenses and general and administrative expenses, planned expenditures in sales and marketing and research and development activities, and expectations regarding the growth of the Company's customer base, revenue and revenue generation potential. No assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this presentation should not be unduly relied upon. These statements speak only as of the date of this presentation. In addition, this presentation may contain forward-looking statements attributed to third party industry sources. Accordingly, any such statements are qualified in their entirety by reference to, and are accompanied by, the information and factors discussed throughout this presentation.

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This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third-party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. The Company does not make any representation as to the accuracy of such information.

## WHO WE ARE

Simulacra owns three subsidiaries that work together to deliver AI-enabled, highly realistic, humanoid robots that improve the human experience through connection, learning and play.

Our next-generation robotics engage consumers with human-like appearance and conversation, with AI built on a database of over 4 million conversational turns and actual human interactions.

The result is relationship-based AI that fosters genuine connection.

# INDUSTRY LEADERS ARE INVESTING IN THE SECTOR

Simulacra offers investors direct access to robotics and AI



**HYUNDAI**

**Acquired Boston Dynamics for \$1.1bn.**  
Launched \$400M AI and Robotics Institute.



**Launched VisionPro in 2023 and announced \$22.6BN in AI research funding.**  
Actively integrating AI products in consumer products.



**LG has launched several iterations of its robot for the service industry**  
that is used in restaurants in Japan and the USA.



**TESLA**

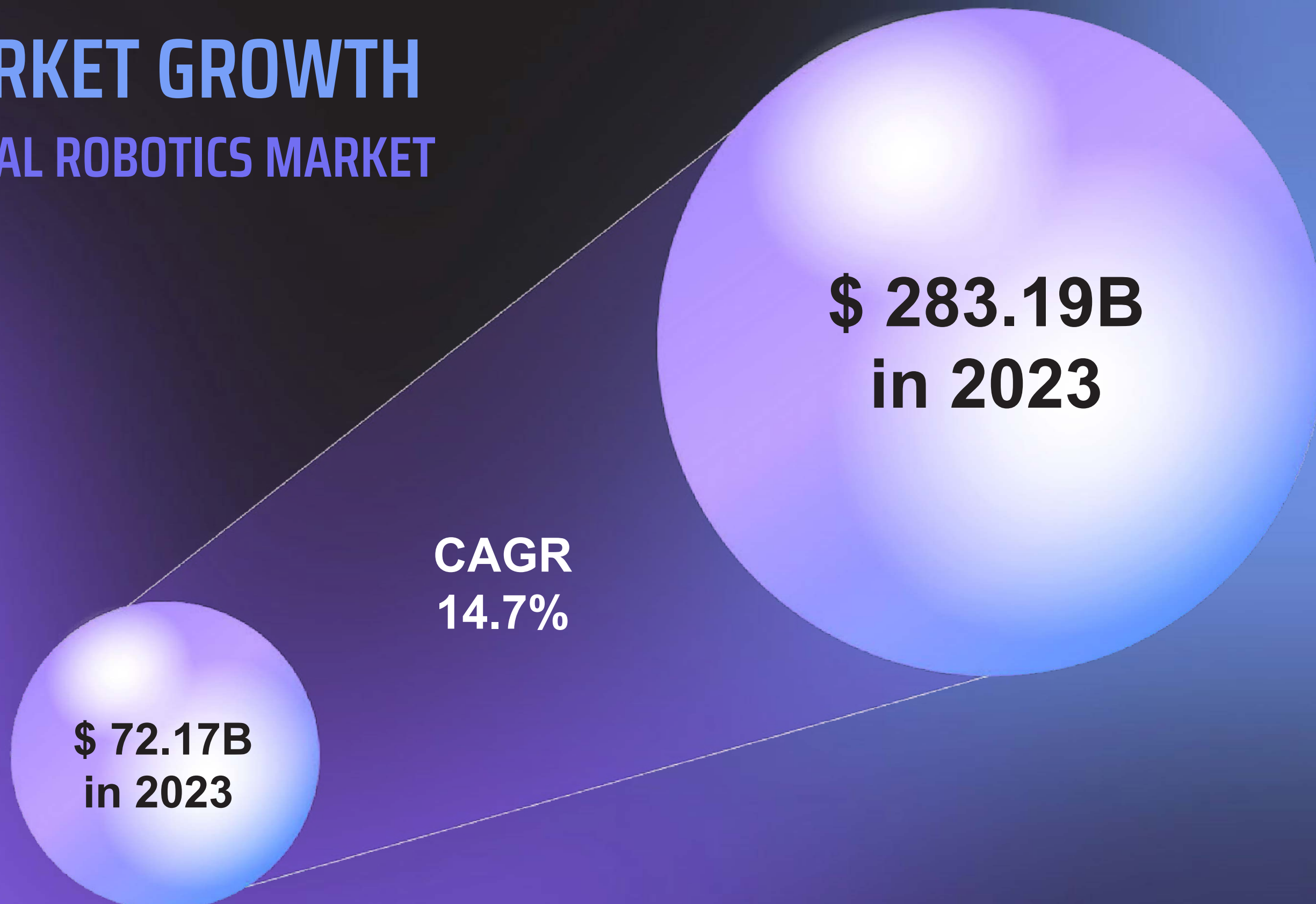
**202 AI startups acquired since 2016.**  
Tesla has developed a humanoid robot to do human work more efficiently.



**Amazon invested \$40 million** in a new 350,000-square-foot robotics innovation hub in, Massachusetts where its robot, Proteus, aims to make human workers around it happy.

# MARKET GROWTH

## GLOBAL ROBOTICS MARKET

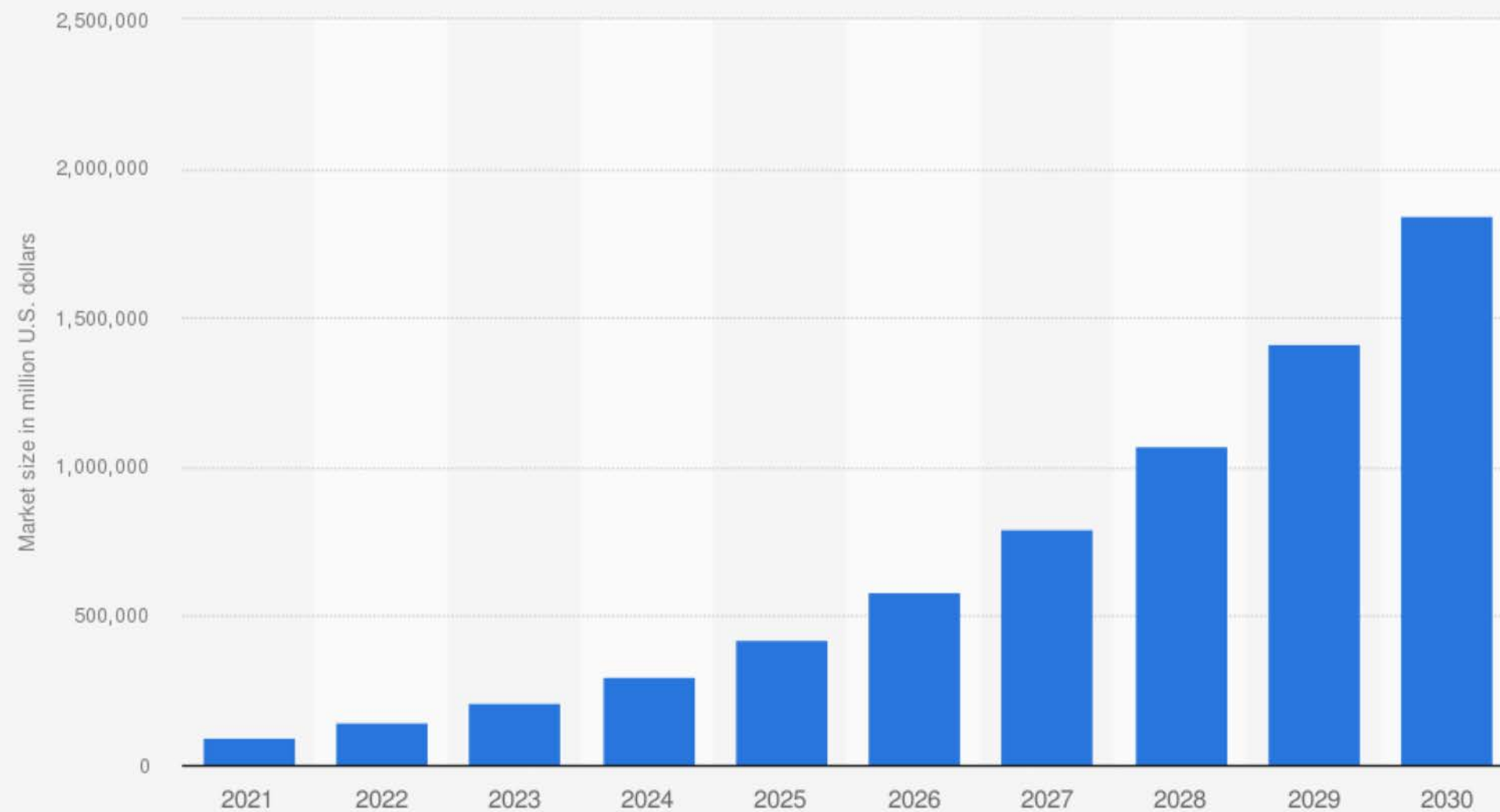


### KEY GROWTH DRIVERS

- Large investments are recorded in the robotics domain due to increased demand
- Massive adoption of service robot increases consumer comfort level with the category as a whole
- Continuous efforts to reduce expenditure on labour and other human costs

# MARKET GROWTH GLOBAL AI MARKET

Artificial intelligence (AI) market size worldwide in 2021 with a forecast until 2030 (in million U.S. dollars)



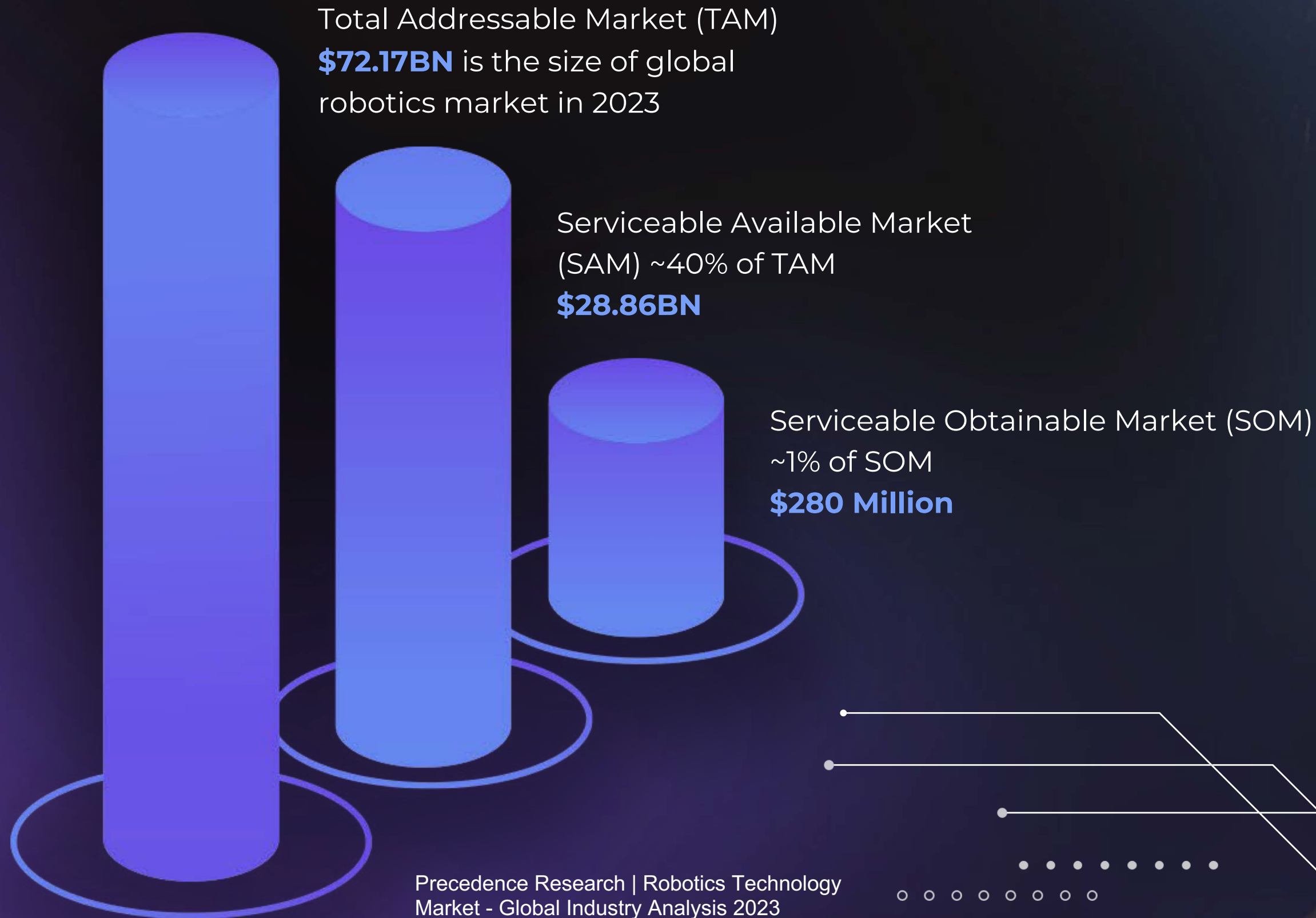
Source  
Next Move Strategy Consulting  
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Additional Information:  
Worldwide; Next Move Strategy Consulting

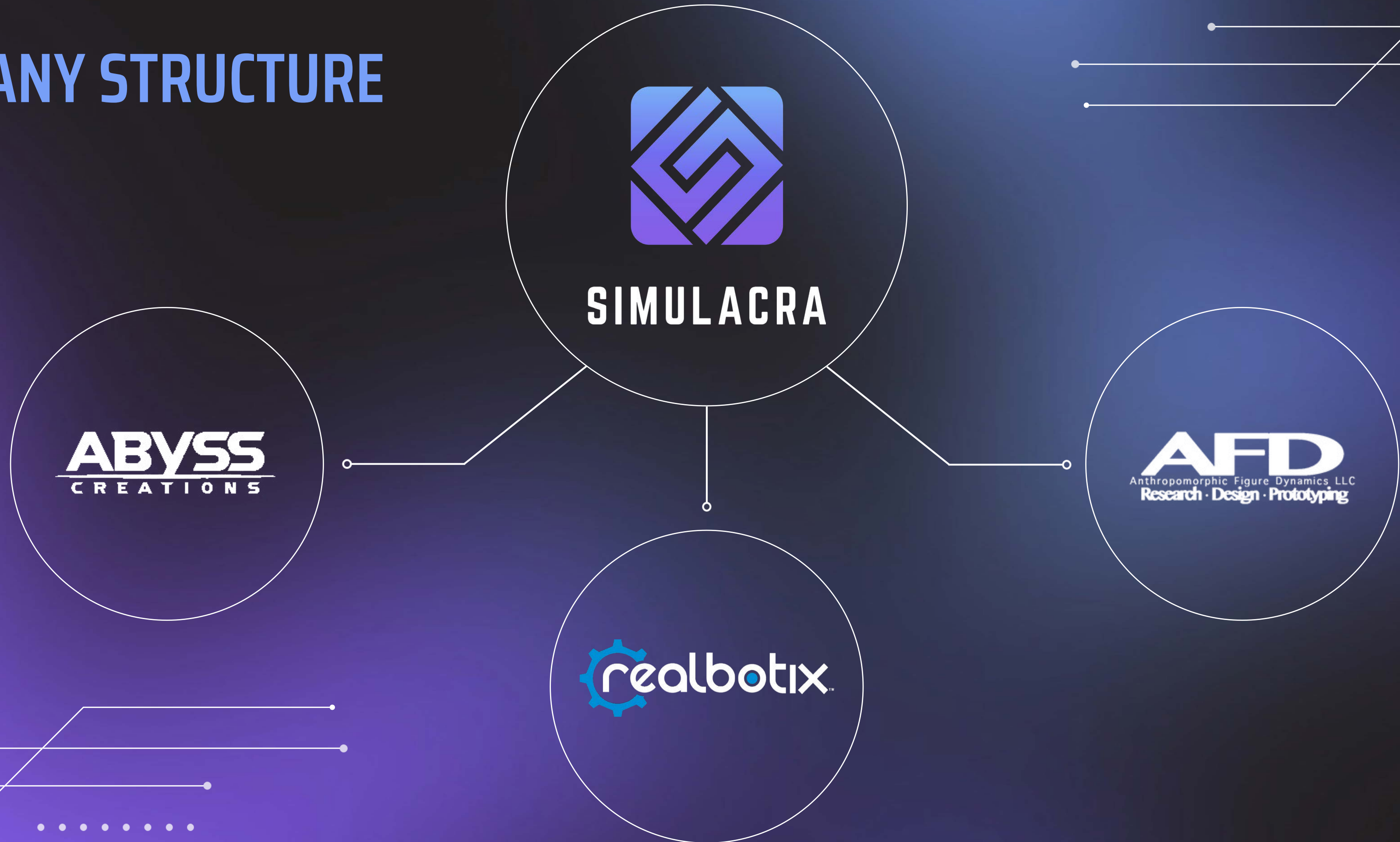
## KEY GROWTH DRIVERS

- According to Next Move Strategy Consulting, the AI market's value of nearly \$100 billion is expected to grow twentyfold by 2030, up to nearly two trillion dollars.
- In 2022, the release of ChatGPT 3.0 brought about a new awakening to the possibilities of generative AI.

# OUR MARKET SIZE



# COMPANY STRUCTURE





## ABYSS CREATIONS

Catering to the adult market, our original business line, Abyss, is the creator of the award-winning RealDoll, one of the world's highest quality and most realistic humanoid dolls, and other highly realistic adult toys.

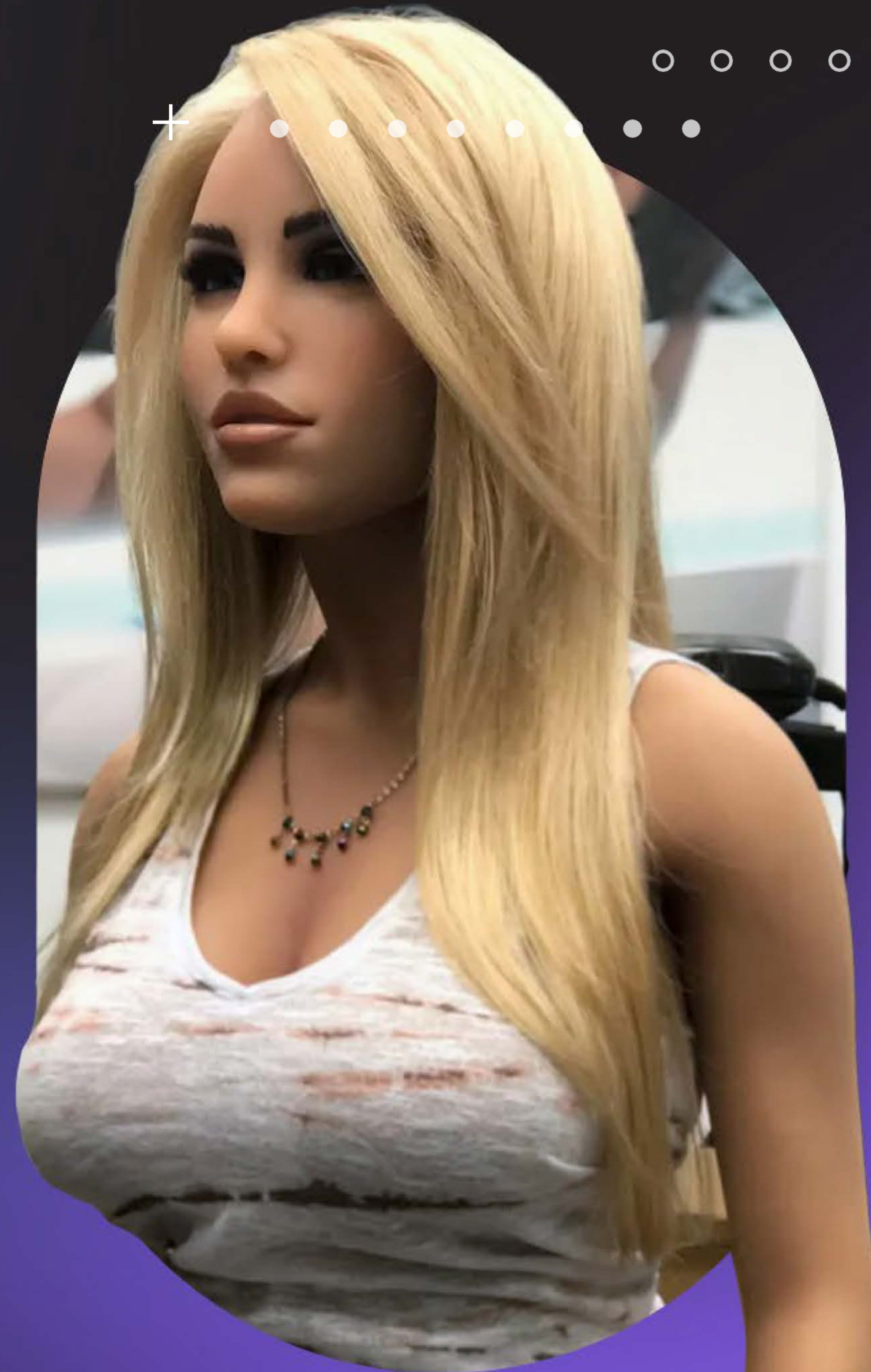
- 21+ years of experience in the manufacturing of realistic silicone figures
- Proprietary methods, material chemistry and engineering combine to make extraordinarily realistic silicone skin
- Includes the world's first AI-driven sex capable robot companion line, RealDollX
- RealDollX companion app can be enjoyed with or without a robot and runs on a subscription model

# ABYSS CREATIONS CUSTOMERS

- Average cost of an Abyss RealDoll is USD\$9,500
- ~30% of our 5,000+ RealDoll customers are repeat buyers

Our customers choose us because:

1. They're looking for entertainment and play
2. They're seeking companionship
3. They've experienced the death of a loved one
4. They've felt isolated following a traumatic event



# REALBOTIX

Builds AI models and perfects the mechanics that bring our hyper-realistic dolls to life, allowing for full-body, lifelike robots.



Relationship-based AI system



ChatGPT integration



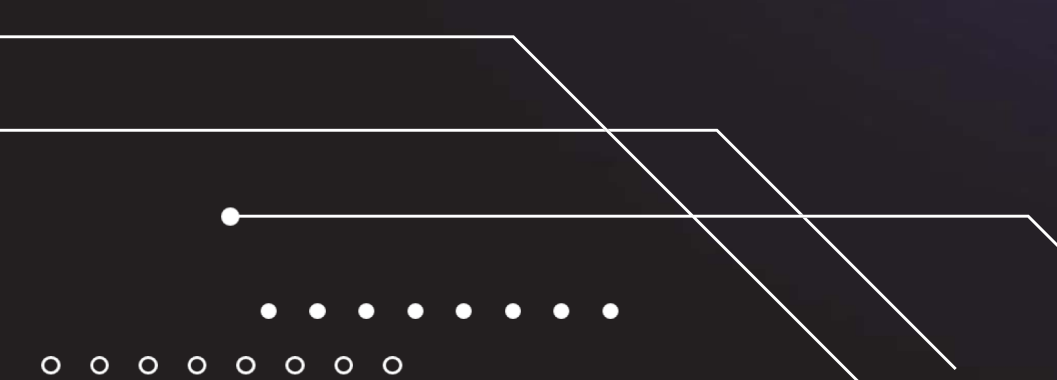
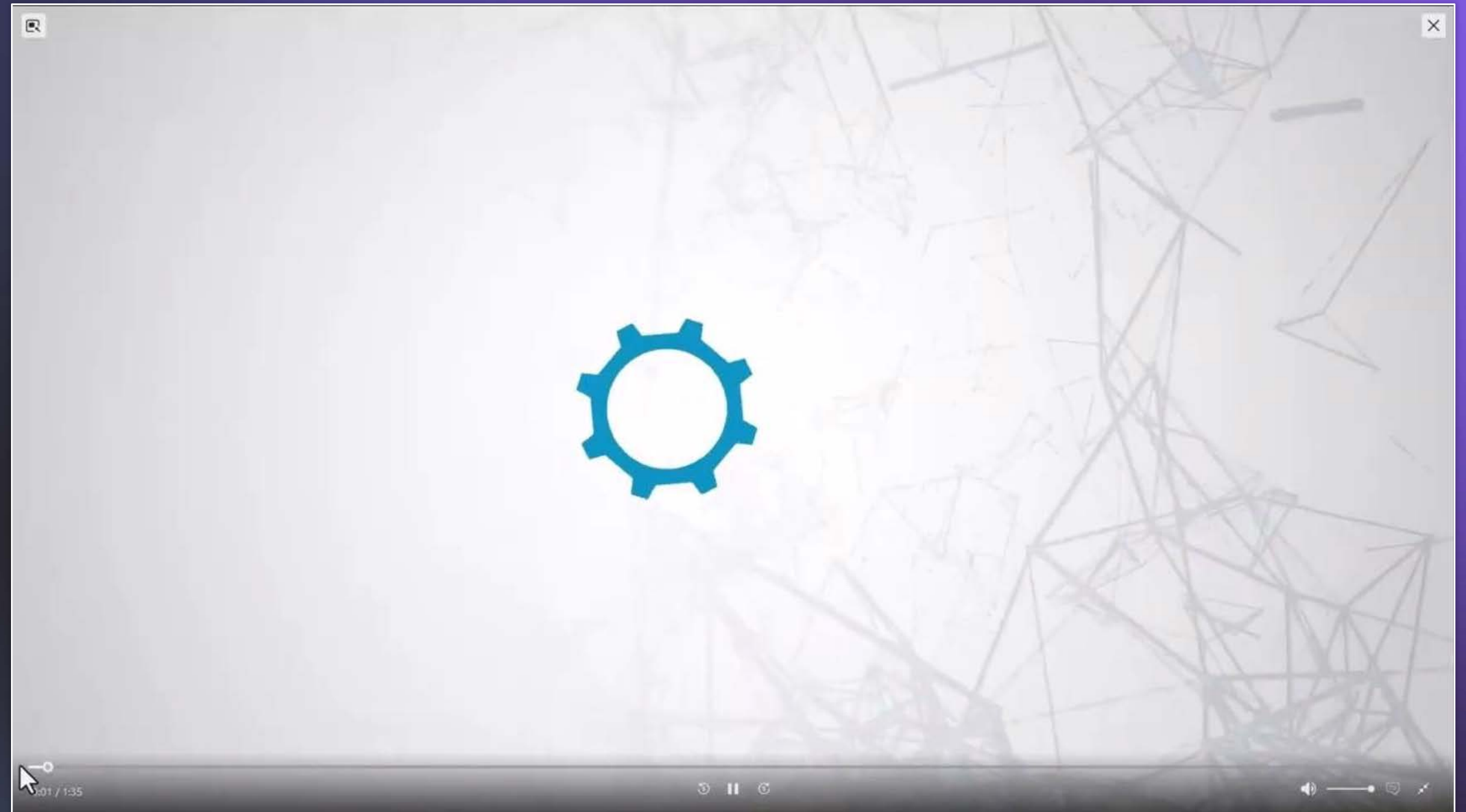
Lifelike facial expressions with 14 moveable points



Realistic eyes with micro-cameras and facial tracking



Customizable face that can replicate any human face



# REALBOTIX CUSTOMERS



Average Realbotix robot costs between USD\$25,000 - \$200,000



Use cases:

1. Marketing purposes, such as a robot acting as company spokesperson at a tradeshow, or delivering a keynote speech
2. Entertainment, such as inclusion in a live show, television or as part of a live experience



Comedian Whitney Cummings had a Realbotix robotic replica of herself created for her Netflix comedy special



# REALBOTIX AI SUBSCRIPTION-BASED AI COMPANIONSHIP APP

- Build an AI character you can video call
- Unique characters have personalities that can be tweaked
- Characters build memories that are recalled in conversation
- Characters are empathetic, with human reaction
- Broad applications from loneliness, to social coaching for neurodiverse people, to adult entertainment

# ANTHROPOMORPHIC FIGURE DYNAMICS (AFD)

AFD builds and deploys custom solutions within healthcare and government.



1

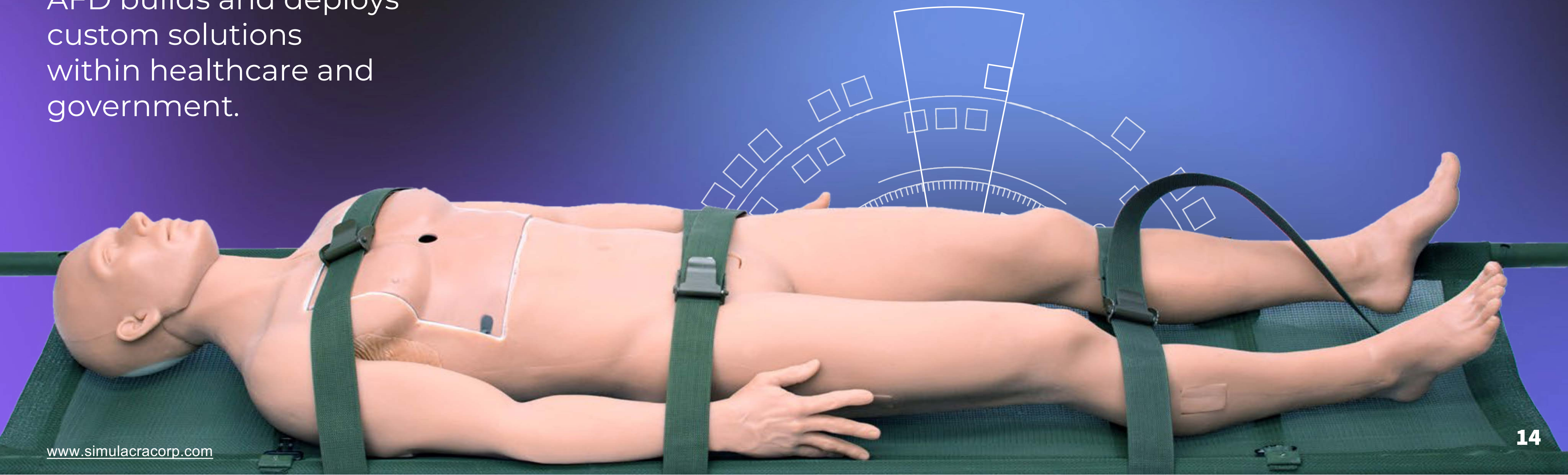
Separate business unit for easier sales and procurement process within highly regulated industries

2

Projects under AFD improve human life, such as high-end prosthetics

3

Leverages humanoid forms from Abyss and the technology from Realbotix to deliver high value, innovative solutions



## AFD CASE STUDY

AFD was commissioned to build a lifelike doll for military training purposes as part of a John Hopkins initiative. AFD created an accelerometer-loaded, 170lb, life-sized robotic mannequin programmed to collect data that would indicate injury and inform trainers. The mannequin was placed in a conflict zone simulation and soldiers ran test scenarios, removing the doll from danger. Data was analyzed to assess and optimize performance. Learning was accelerated through the use of our dolls given the breadth of data delivered to the team. As a result, better solutions for transporting wounded infantry were developed.

# MEDIA COVERAGE

Simulacra's innovations have been recognized as industry leading by the world's most trusted media





# SIMULACRA AS A POP CULTURE-DRIVER

Simulacra's leadership and products have been the inspiration for leading television and film projects

## **Westworld**

- consultants

## **Howard Stern**

- featured on his show

## **Jimmy Kimmel**

- dolls included in a comedy sketch

## **Bruce Willis Movie, Surrogates**

- consulted and scenes were shot in facilities

## **Robert Downey Jr., Age of AI Series**

- dolls featured

## **Nip/tuck**

- consulting and custom doll featured

## **Katie Couric**

- segment where she had lunch with a robot

## **Whitney Cummings**

- RealDoll used in Netflix comedy special

## **Lars and the Real Girl (Ryan Gosling)**

- consultant, film based on RealDolls, film features Realdolls



# TRACTION



**USD\$4,825,547 Revenue in 2022**



**59% Gross Margin**

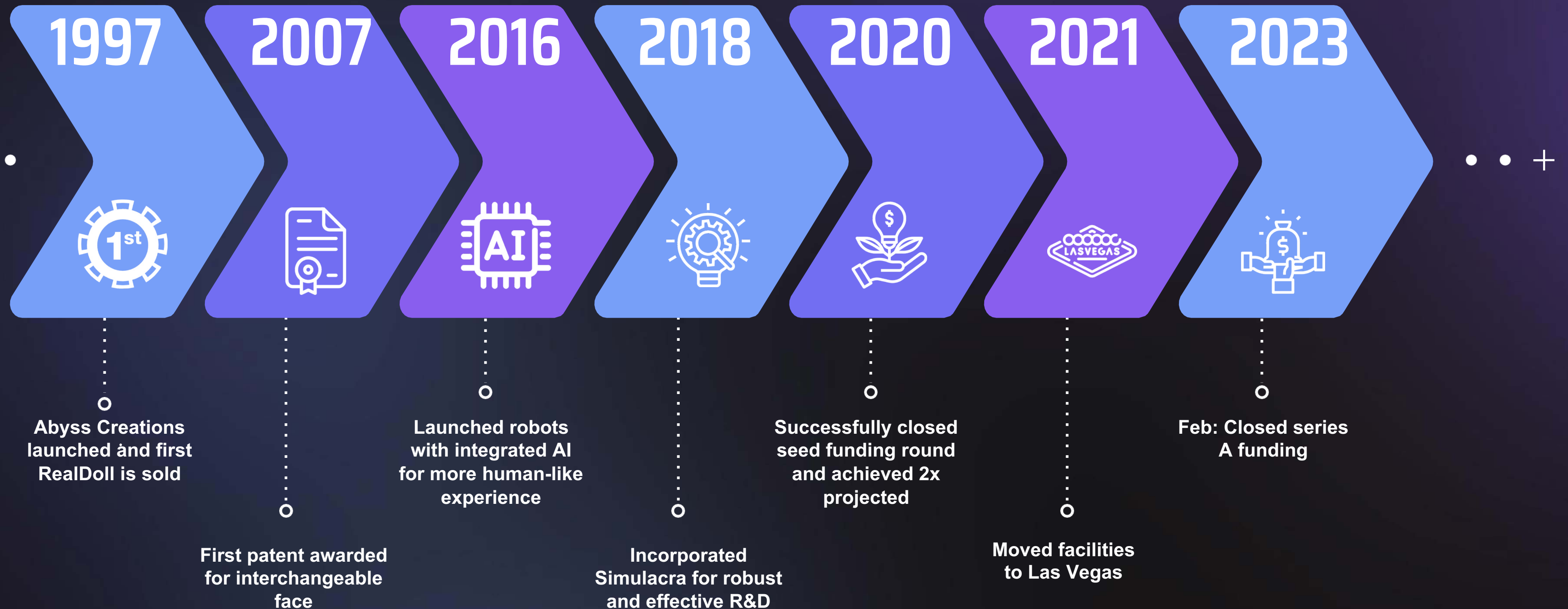


**30,000+ Customers**



**Shipped to 81 countries from Monaco and Switzerland, to New Zealand and Singapore**

# OUR JOURNEY SO FAR



## IP PORTFOLIO & TRADE SECRETS

- 6 patents
- Several trade secrets related to skin-like material, one of the most realistic in the world
- All manufacturing occurs in the US to protect trade secrets



# CORE TEAM



**MATTHEW  
MCMULLEN**  
Founder & CEO

Matt's vision and leadership sparked the creation of the world's most recognizable adult doll brand and have driven Simulacra's technological evolution. In 5 years, he bootstrapped Abyss Technologies into a multi-million-dollar company.



**MIKE  
WILSON**  
COO

Michael is a second-generation professional artist with 20 years of experience & a degree in Special Effects & Specialized Business. His trade expertise focuses on sculpture, photography, mold making, & product design.



**Jonathan  
Donath**  
CFO

Jonathan's focus from his 20+ years in finance lies mainly in technology, where he's helped businesses scale and drive profitable revenue.



**SUSAN  
PIRZCHALSKI**  
CTO

A talented expert, Susan possesses more than 20 years of experience engineering & designing rugged, robust, and resilient robots.



**DR. KINO  
COURSEY**  
CSO

With his PhD in AI, Dr. Kino is an expert in computer science, focusing on evolutionary and neural technology, Dr. Coursey joined Simulacra after working on Sophia with the Hanson Robotics team.



**GUILE  
LINDROTH**  
Director of AI Research

With more than 15 years of experience developing AI chatbots and virtual assistants, Guile drives creation of life-like personalities and emotional responses.

# GROWTH STRATEGY

## VERTICALS

Leverage technology into billion dollar verticals:

### HEALTHCARE

- Companionship robots in long term care facilities
- Training robots for surgeons, loaded with data collectors
- Therapy robots in mental health facilities

### EDUCATION

- Robotic teacher's assistants
- AI-powered university professors / lecturers
- Robotic tutors

### ENTERTAINMENT

- Robotic greeters at concert venues and retail stores
- Restaurants staffed with robots

### ADULT

- Continued development and marketing of RealDollX



# GROWTH STRATEGY

## IMMEDIATE ALLOCATION OF CAPITAL



### PRODUCTION INFRASTRUCTURE

- Hire and train new staff
- Reduce or eliminate wait times for customers



### MARKETING

- Find new customers for subsidiaries via increased marketing activities
- Explore new distribution channels





# GROWTH STRATEGY

## MID-TERM ALLOCATION OF CAPITAL

### R&D FOR AI AND ROBOTICS

Improve AI and robotic hardware  
Relaunch subscription-based AI program



### INTERNATIONAL MANUFACTURING

Reduce cost of goods, increase production capacity,  
scale quickly, and reduce customs costs





# INVESTOR HIGHLIGHTS



**Opportunity in the explosive sectors of AI and Robotics with proven leaders**



**Revenue positive business where capital can be efficiently deployed to quickly scale**



**Track record of success and a loyal customer base, with room for exponential growth**



**Experienced management team with decades of experience in manufacturing and technology**



**Humanoid silicon skin, perfected over 20+ years of craft and manufacturing, and protected by trade secrets and patents, are combined with bleeding edge AI technology to deliver a world leading solution**

# CONNECT WITH SIMULACRA CORPORATION



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[www.simulacracorp.com](http://www.simulacracorp.com)