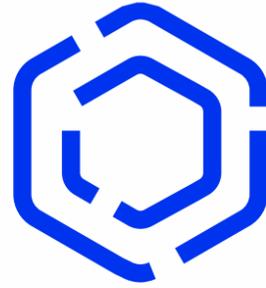
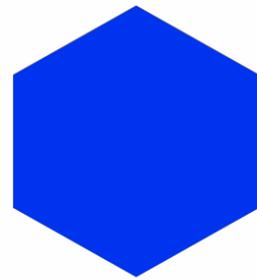


Wisers Enables Smart Decision-making in China Market



**3 Business Units
delivering solutions in their expertise.**



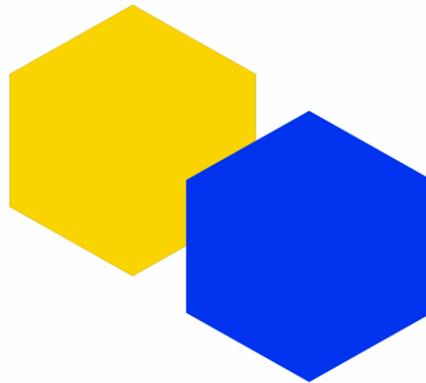
Application & Software Unit

WisersOne

Turn-key platform for PR and marketing communications solutions.

Technology Unit
Wisers AI Lab

Leading edge Chinese Semantic AI technologies for financial and investment sector risk compliance and research.



Application & Software Unit

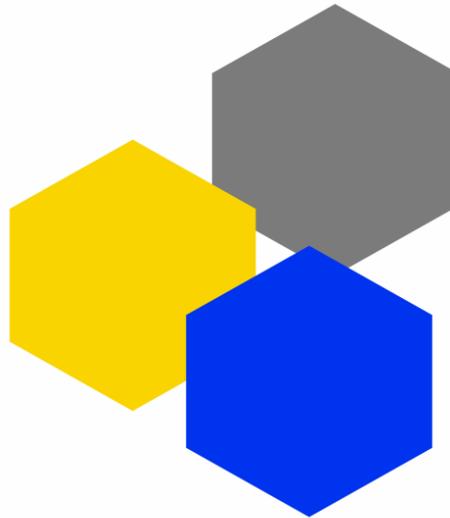
WisersOne

Turn-key platform for PR and marketing communications solutions.



Technology Unit
Wisers AI Lab

Leading edge Chinese Semantic AI technologies for financial and investment sector risk compliance and research.



Analytics Unit
WisersAnalytics

Drive improved business performance with business intelligence powered by data and analytics.



Application & Software Unit
WisersOne

Turn-key platform for PR and marketing communications solutions.

Applications in Four Professions



Insights and metrics to shape your strategies and campaigns.



Solutions for risk mitigation, threat identification, and know your client.



Market intelligence to help you make strategic decisions about your brand, marketing campaigns, and social media.

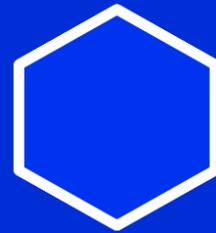


Find the answers and insights you need in the world's most comprehensive Chinese database with AI-powered analytics.



WisersOne is an one-stop platform for your insight needs,
helping you understand customers, markets and trends.

It allows custom settings.





Data Center



Tracking Analysis



Alert Center



WiseSocial



WiseInfluencer

The functional modules
are categorized into
4 dimensions



WiseSearch



Report Center



Industry News



Industry Trends



Cross-Media Tracking



Tracking Analysis



Data Center



Alert Center

Social Media Marketing



WiseSocial



WiseInfluencer

Discovery & Analysis



WiseSearch



Report Center

Industry Landscape



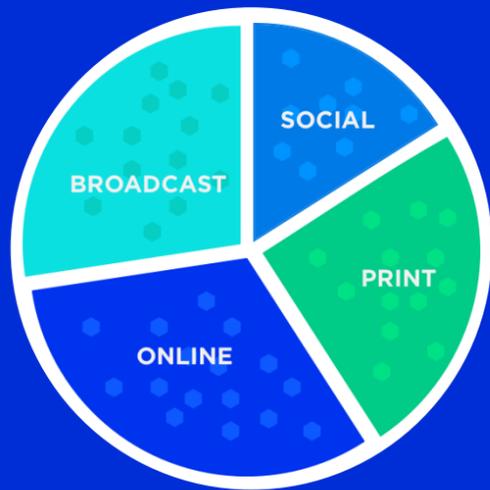
Industry News



Industry Trends



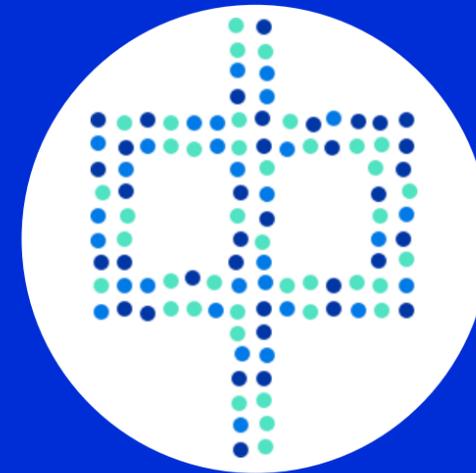
5 Key features



Omni-Media Based Insight and Methodologies



Real-time System to Alert and Evaluate



AI Sentiment Engine with Expertise in Chinese



Deep Industry Taxonomy Knowledge



Over 20 years of media data collected



Helps brands to harvest business insight from the following 4 aspects...

MEDIA STRATEGY

Precise Media Planning
Taking ROI Into Consideration

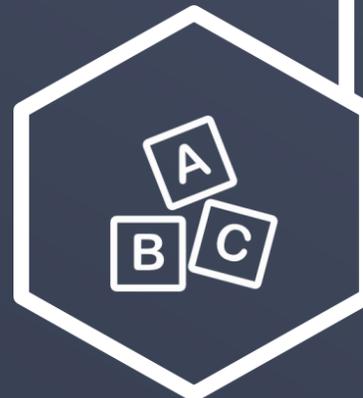


COMMUNICATION STRATEGY

Precise Content Strategy
By Leveraging Consumer Insight

CAMPAIGN STRATEGY

Precise Evaluation Of Campaigns
For Future Planning



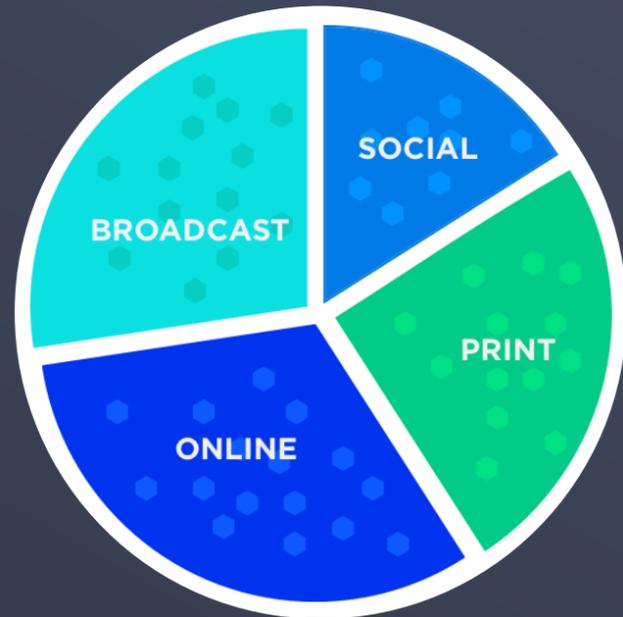
COMPETITIVE INTELLIGENCE

Precise Brand Positioning By
Listening To The Entire Industry





3 Key features



Chinese Omni-media database

- Accumulated and growing Chinese omni-media information database and semantic resources for more than 20 years
- Full-time media research team keeps track of changes in the Chinese media landscape
- Covering mainland China, Hong Kong, Macao and Taiwan



Vertical Industry Solutions

- Help customers understand brand performance and competition benchmarks
- Extract valid content from competitors' best cases
- Continuous tracking and monitoring to identify potential new trends for brands



Self-developed AI technology / Analysis framework

- AI technology: including topic discovery, event tracking, image recognition, knowledge graph, etc.
- Analytical methodology:
 - A – Awareness
 - I – Interest
 - D – Desire
 - A - Action

AI-powered Digital Analytical Model (AIDA)

AIDA methodology delivers insights throughout your customers' journey

Awareness

* Maximum Possible Views
(MPV of brand messages)



Interest

* Online Interactions
* By Like, Comment, Share

Action*

* E-commerce Sales
* Post-purchase comments

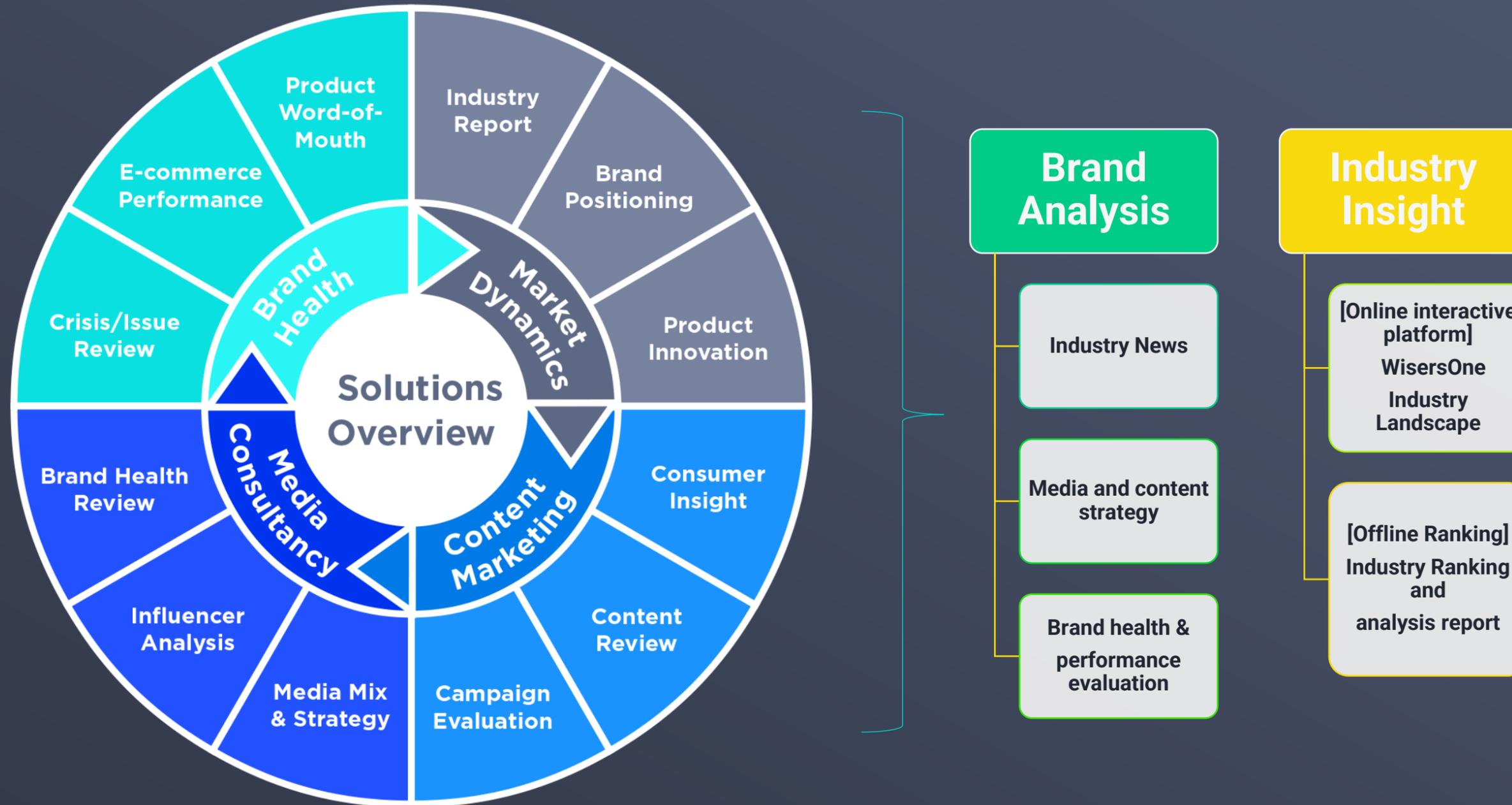
*Note: Action Analysis Available in CN region with
E-Commerce Sales & Comment Data

Desire

* Netizens' Organic Word of Mouth
* Sentiment inclination

Solutions Overview

Provide multi-scenario modular brand analysis



Our insights impact every aspect of growing clients' business, from market dynamics, content marketing, media consultancy, to measuring brand health.

Wisers AI Lab

AI + All Media Data, Drive Smart Decisions





2014 Established

Dr. Chao He
Founder | Director

Inventor of
The World's No.1 Commercialised
AI-empowered Banknote Validation Technology

40+ international patents (30 granted)
20 years' AI technology innovation experience



Prof. Tom Griffiths
Technical Advisor

Henry R. Luce Professor of
Information Technology, Consciousness,
and Culture at Princeton University



AI Technologies
for analysing and mining **Diversified,**
Real-World, Open Domain and
Cross-Media big data

"10 to Watch in AI" by IEEE Intelligent Systems magazine
Key Contributor to Probabilistic Topic Modelling

Prof. Mark Girolami
Technical Advisor

Chair Professor of
Statistics at Imperial College London



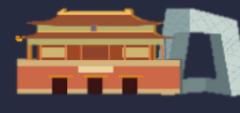
Director of Alan Turing Institute
Fellow of Royal Society of Edinburgh



Hong Kong



Taipei



Beijing

Prof. Jeffrey Xu Yu
Technical Advisor

Chair Professor of
The Dept. of Systems Engineering and
Engineering Management at
The Chinese University of Hong Kong



Expert in Data Mining and Social Computing

~ 30
PhDs or Masters
of AI/NLP from
renowned
universities



Recognitions



By China's
Chief Data Officer
Alliance

2017
No.2
Text Data Mining

2016
Best Big Data
Industry
Solution Award

2016
No.3
Text Data Mining

10+
Issued or Pending
Patents

The International
Contest of
NLP and Chinese
Computing –
NLPCC2018

No.1
Automatic
Summarisation

No.4
Topic
Classification

By China
Computer
Industry
Association

2016
Leading Big
Data Enterprise
Award

\$8.53M
Grant from the
Innovation and
Technology Fund
of the HKSAR
government



Leading Chinese Semantic AI technologies



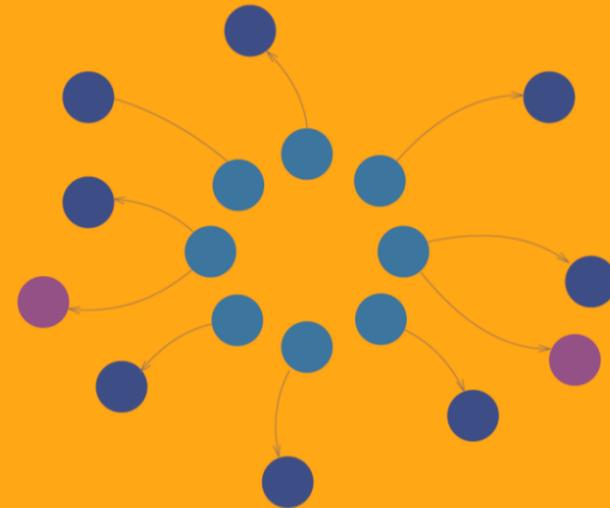
Proprietary technologies based on advanced deep learning and linguistic knowledge.

Named Entity Recognition (NER)



Supports 9 entity types. Trained with massive high-quality proprietary data.

Relation Extraction



Tackles Chinese **open-domain** relation extraction.

Supports relation extraction between company/organisation, brand, person and location entities.

Automatic Text Summarisation



Ranks No. 1

in the NLPCC 2018 "Single Document Summarisation" shared task.

Text Classification

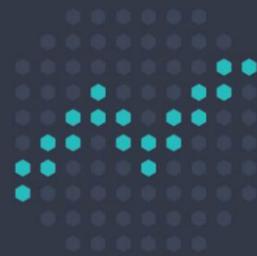
Scalable classification algorithm based on semantic embeddings and deep learning.

Expandable **multidimensional classification taxonomy** covering 14 news sections, 10+ industries and 400+ topics.



Leading Chinese Semantic AI technologies

Critical Event Discovery



Near real-time event detection & tracking from heterogeneous social media streams.



Helps users identify the most **relevant and critical** events.

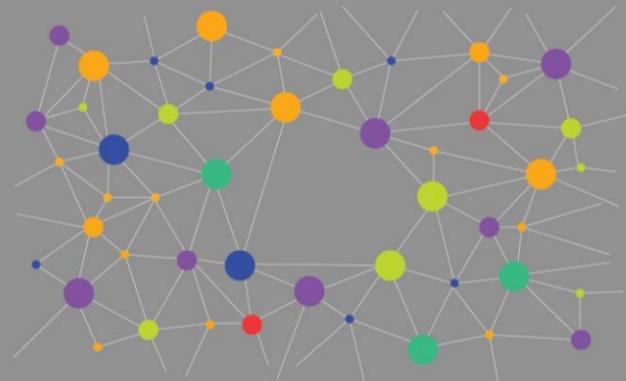


Alerts users once critical or negative events of interest are detected.

Knowledge Graph

Focusing on **business entities & relationships**

Covers over 300,000 entities and 500,000 relationships. Leverages open domain relation extraction from news for construction and updating.



Sentiment Analysis

Hybrid linguistics, machine learning and deep learning approach.

Provides **general-domain** and 10+ **industry-specific** sentiment analysis models.

Multi-grained analysis at document, subject and entity levels.



POSITIVE



NEUTRAL



NEGATIVE

Reliable analysis recognised by trusted media groups to empower their rankings:



National Business Daily
- Most Reputed Chinese Listed Companies



21st Century Media
- Most Reputed Chinese P2P Companies



China Business Network
- Golden Brands



Powerful Image Recognition Capabilities

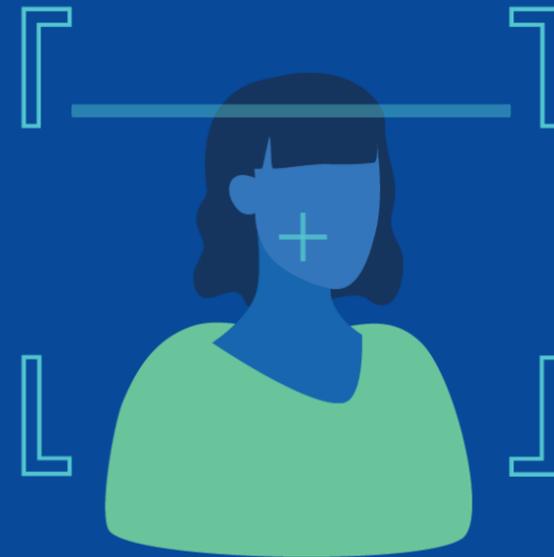


Image Recognition

Automatically recognises **brand logos, faces and text** in images and videos using deep learning.

Real-time processing and recognition supported by high-performance cloud computing infrastructure with GPU acceleration.

Face



Brand Logo



Text

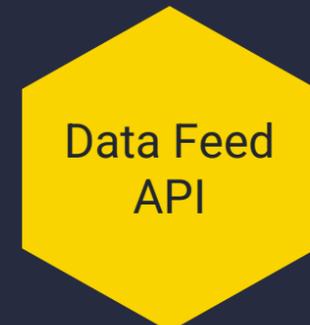


Wisers AI Lab

Flexible implementation



Customized raw media data plus AI-processed structured data feed API, connecting to customer's big data platform



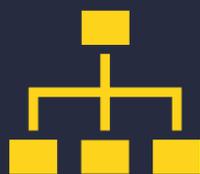
Data Feed API



AI SaaS



Cloud AI API services, integrating into customer's internal systems to assist enterprise decisions and operations



A cloud platform for omni-media event discovery, monitoring and tracking analysis



WiseEvent Platform

Find out more at
<https://www.wisers.ai>



Customized AI projects



Flexible project collaboration to meet customer needs

Wisers Highlights

From Academic Research Roots to World-leading Intelligence Provider

470,000+
Sources of
information


59 billion
articles

68 million
new articles
added
every day

Backdate to

1979

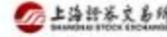



All Media


All Regions

Hong Kong Beijing Guangzhou Nanjing Shanghai Shenzhen Taipei Taichung Macao

Trusted by Thousands of Organizations Worldwide



Awards & Recognition

We are honored to be recognized by industry leaders for our commitment to excellence.



China Big-Data Industry – Best Solution Award



China Big-Data Industry – Leading Enterprise Award



Caring Company Hong Kong



Official Information Provider of the "KPMG Business Administration Paper"



Hong Kong's Most Valuable Company



Official Partner of "The Credible Enterprise of China – ACCREDITATION"



China Top Ten Financial and Intelligent Persons



Capital CEO Supreme Service Awards



Innovation Award by China Computer Federation



Big-Data & AI technology provider - Top Brands China (CBN Weekly)



Hong Kong Awards for Industry: Certificate of Merit in Consumer Product Design



No. 1 in the NLPCC 2018 Automatic Document Summarisation Competition

Applications in Four Professions



Insights and metrics to shape your strategies and campaigns.

PR & MarComm Professionals

Brand Owners & Marketers



Market intelligence to help you make strategic decisions about your brand, marketing campaigns, and social media.

WISERS ONE

WISERS AI Lab

WISERS Analytics

Financial Professionals

Researchers and Analysts



Solutions for risk mitigation, threat identification, and know your client.



Find the answers and insights you need in the world's most comprehensive Chinese database with AI-powered analytics.

Technology Unit
Wisers AI Lab



Analytics Unit
Wisers Analytics

Application & Software Unit
WisersOne

Thank You