

Creatd, Inc. Q2 2022 Investor Presentation

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Creatd, Inc. is a holding company focused on providing economic opportunities for creators.

We've Invested Across the Creator Value Chain

2014-2019

- Jerrick, Creatd's predecessor company, is born, recruiting talent from design, tech, and finance industries
- Guccione asset library (OG Collection) acquired in addition to other media IP
- Jerrick becomes a publicly listed company (trading on the OTC)
- Development of Vocal begins with Sydney-based Thinkmill; launched in Q1 2017
- Expanded agency services with the acquisition of performance marketing firm, Seller's Choice
- Introduced brand services with launch of in-house content marketing agency, Vocal for Brands

2020

- Launch of Vocal+ premium program
- Up-listing to Nasdaq CM, and name change to Creatd, Inc. (Nasdaq: CRTD)
- Gave creators 2 new creator monetization streams—Challenges and Bonuses
- Development and Launch of 1st DTC e-commerce brand, Camp

2021

- Vocal surpasses 1.2 million creators and 100,000 Vocal+ members
- Creatd Ventures expands e-commerce portfolio with addition of Untamed Photographer and Dune
- Creatd Partners expands agency offerings with acquisition of influencer-focused WHE Agency
- Release of Subscribe and Pledge, as well as the Vocal Ambassador Program

2022

- Creatd Ventures acquires DTC hydration brand, Basis
- Introduction of NFT marketplace, OG Gallery
- Vocal exceeds 1.4 million creators

Creatd, Inc.

Nasdaq: CRTD

Creatd Labs

Houses proprietary technology, content creation framework, and digital communities.

Includes:

- Vocal
- Vocal Communities

Revenue:

Subscriptions, platform processing fees, and technology licensing

Creatd Partners

Fosters relationships between brands and creators through agency services.

Includes:

- Vocal for Brands
- Seller's Choice
- WHE Agency

Revenue:

Brand fees & agency commissions

Creatd Ventures

Builds, develops, and scales ecommerce brands.

Includes:

- Camp
- Basis
- Dune
- Untamed Photographer

Revenue:

Consumer product sales

Creatd Studios

Transmedia production and adaptation.

Includes:

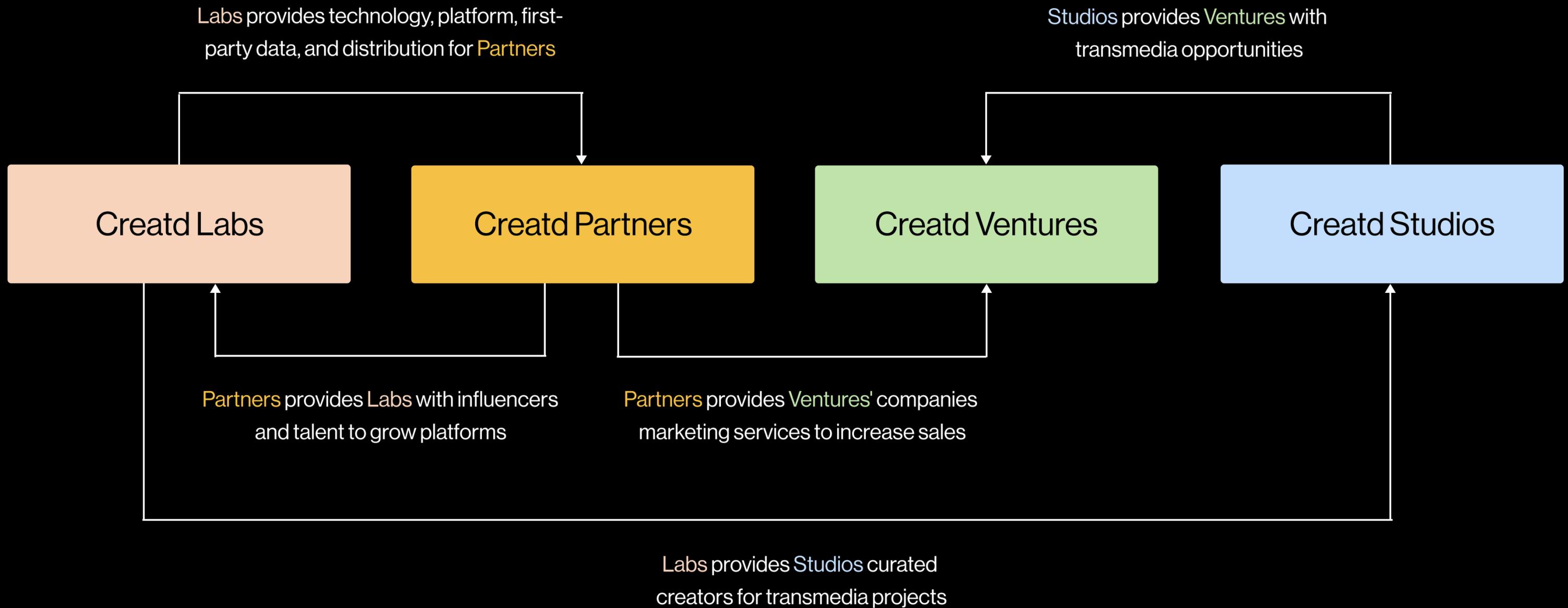
- IP Assets
- OG Gallery
- No One's Pet

Revenue:

Profit-share, licensing fees, book publishing deals, film, tv, podcasts, and NFT sales

Creatd employs a **Shared Services Model**, with each business function, including technology development, marketing, legal, etc., operating across all of its pillars.

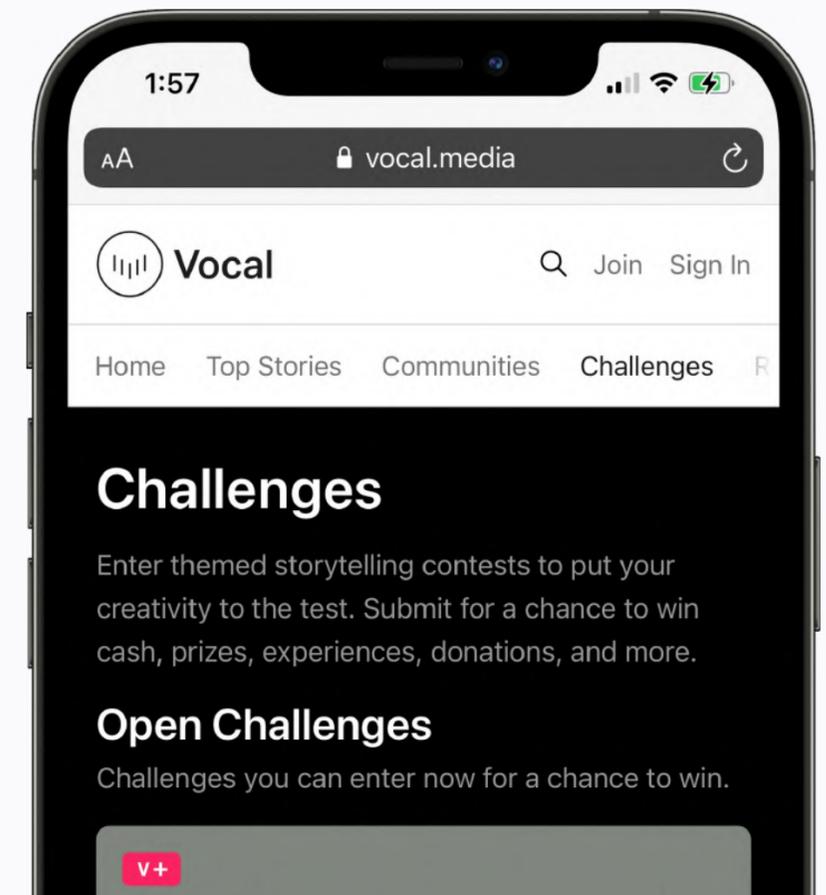
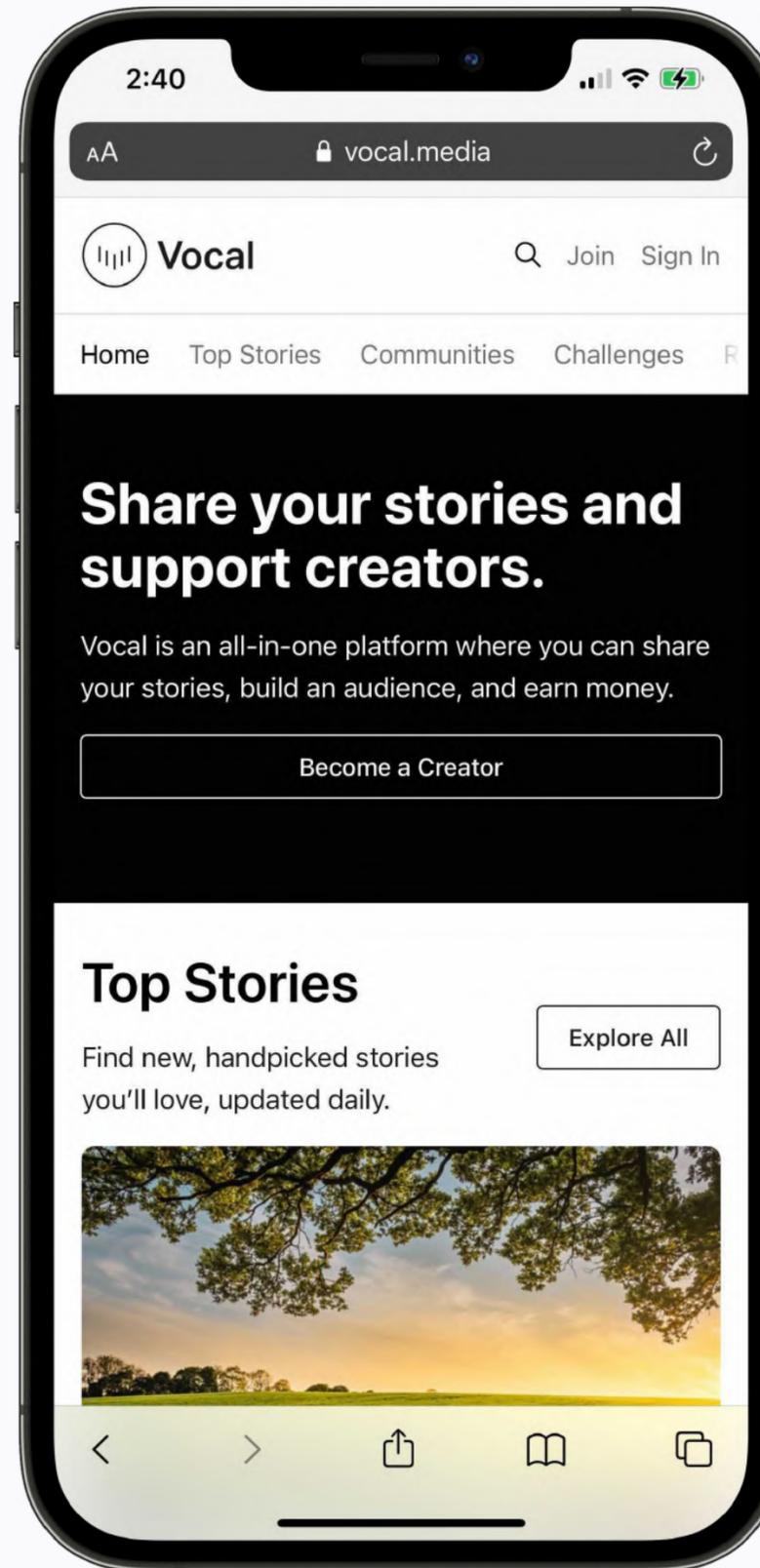
Creatd's pillars work together to create multiple flywheel effects and growth drivers.

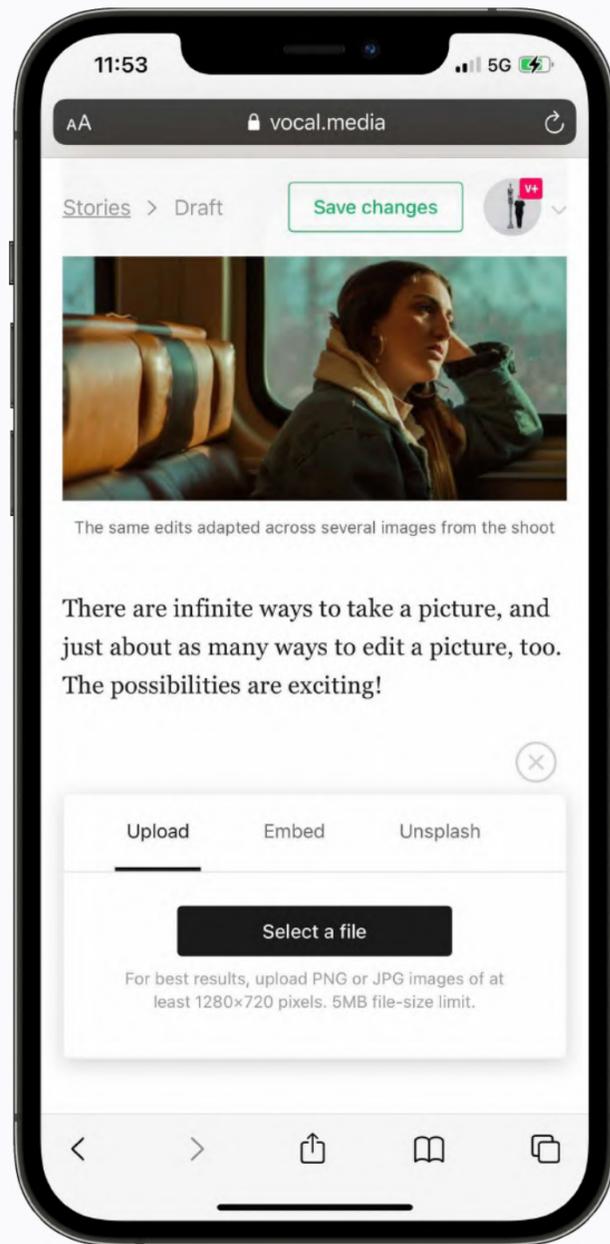


Creatd Labs is building the
home base for creators.

Vocal

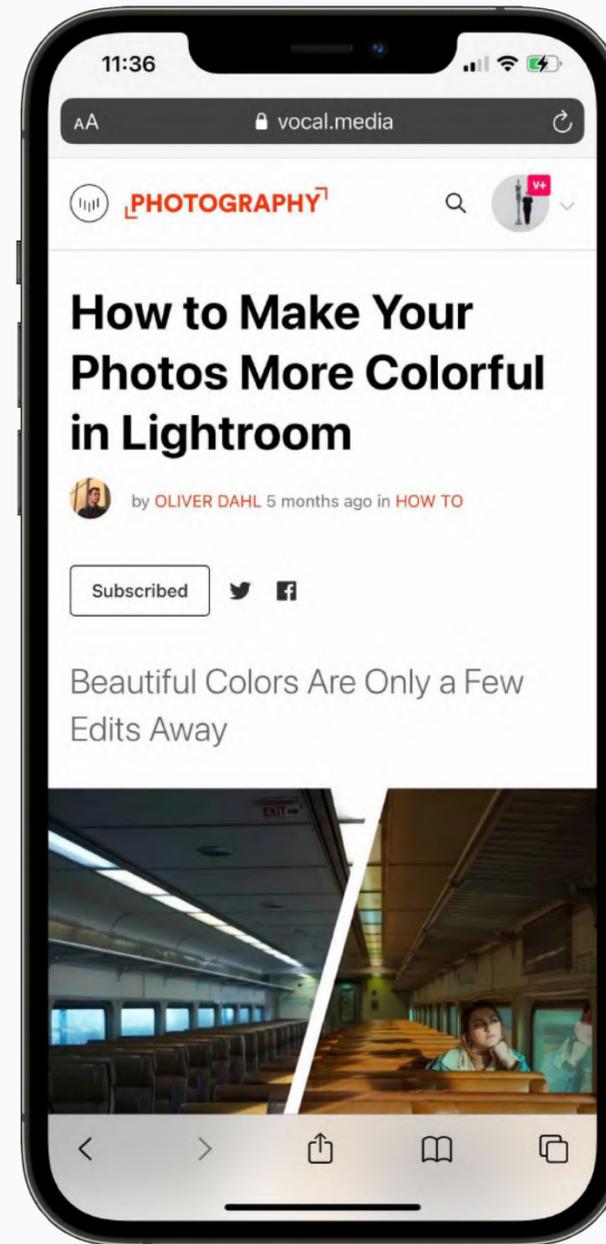
An all-in-one platform where creators can share their stories, build an audience, and earn money. Today, Vocal's network includes 1.4 million creators and 100K+ Vocal+ (Premium) subscribers, who interact across 40 topic-specific communities and reach a global audience of over 150 million.





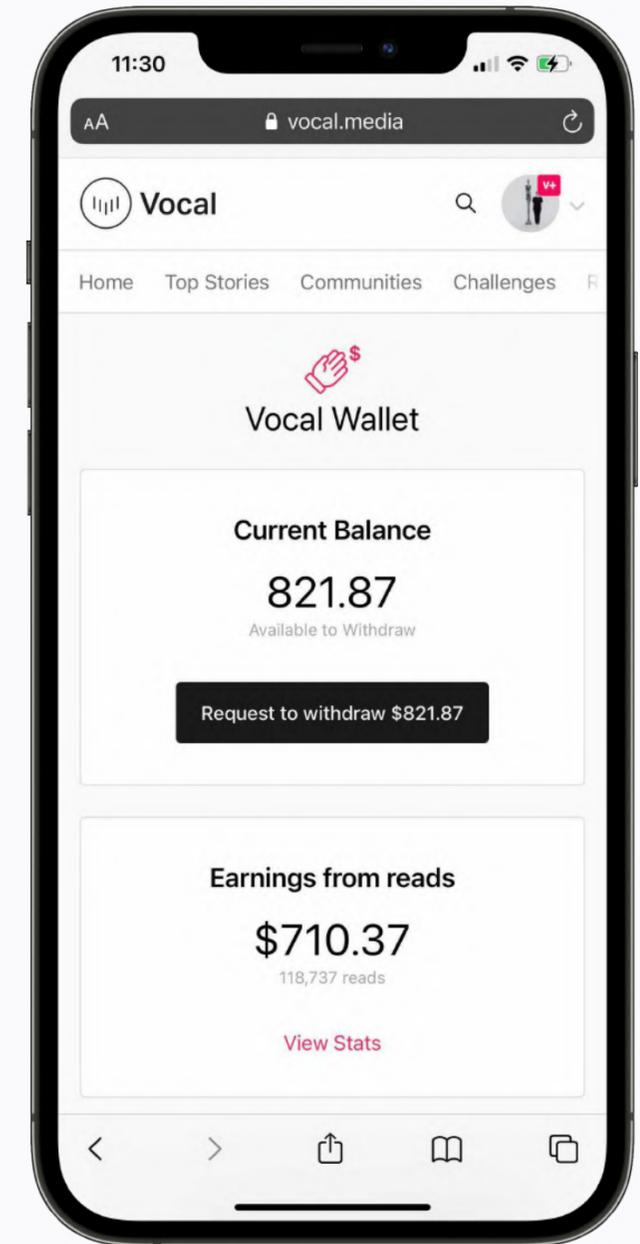
Create

Vocal's best-in-class storytelling tools make it easy for creators of all kinds to produce beautiful, engaging rich-media content.



Share

Creators share stories on Vocal's communities to build their audience, get discovered, and connect with like-minded people.

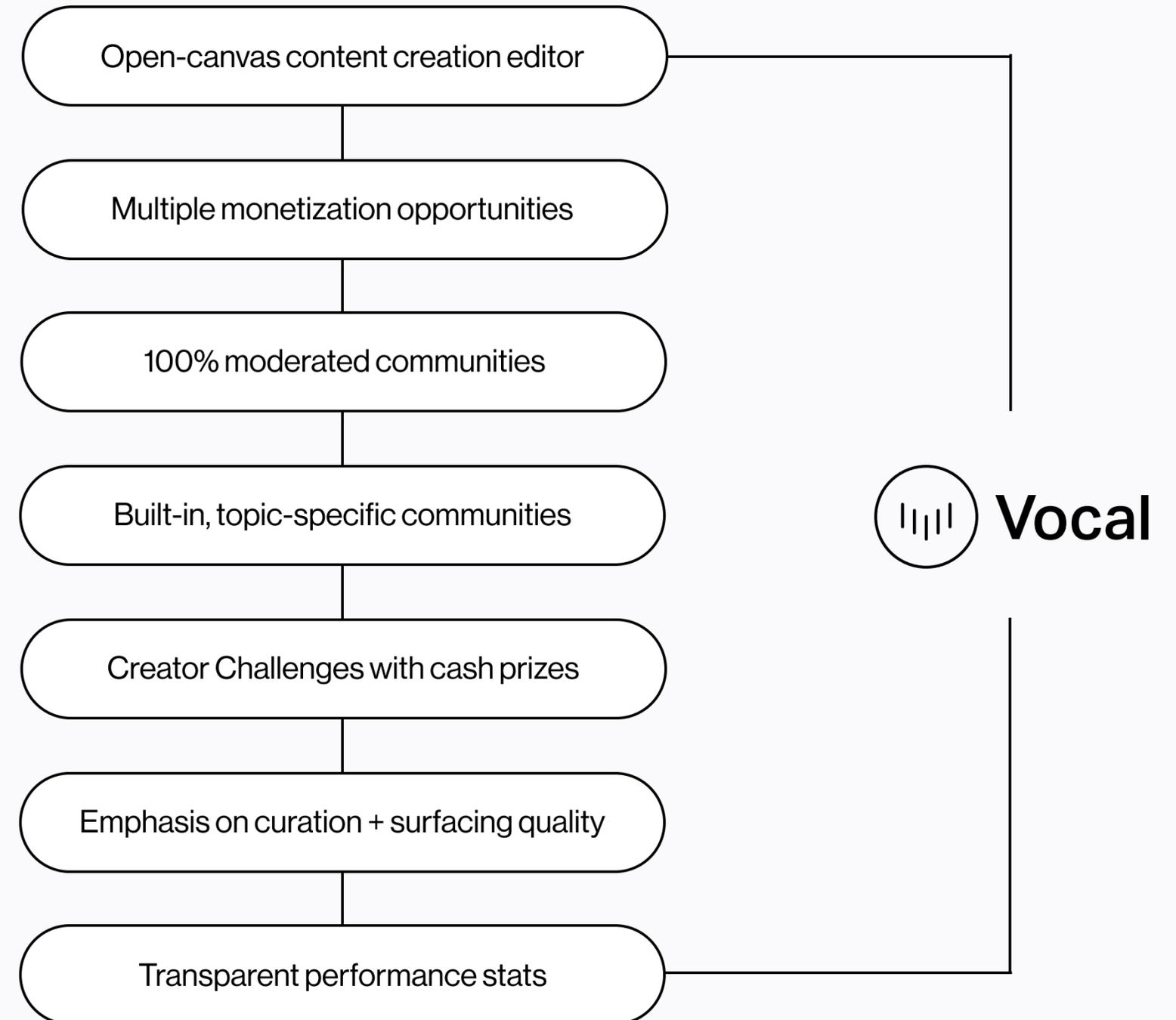


Earn

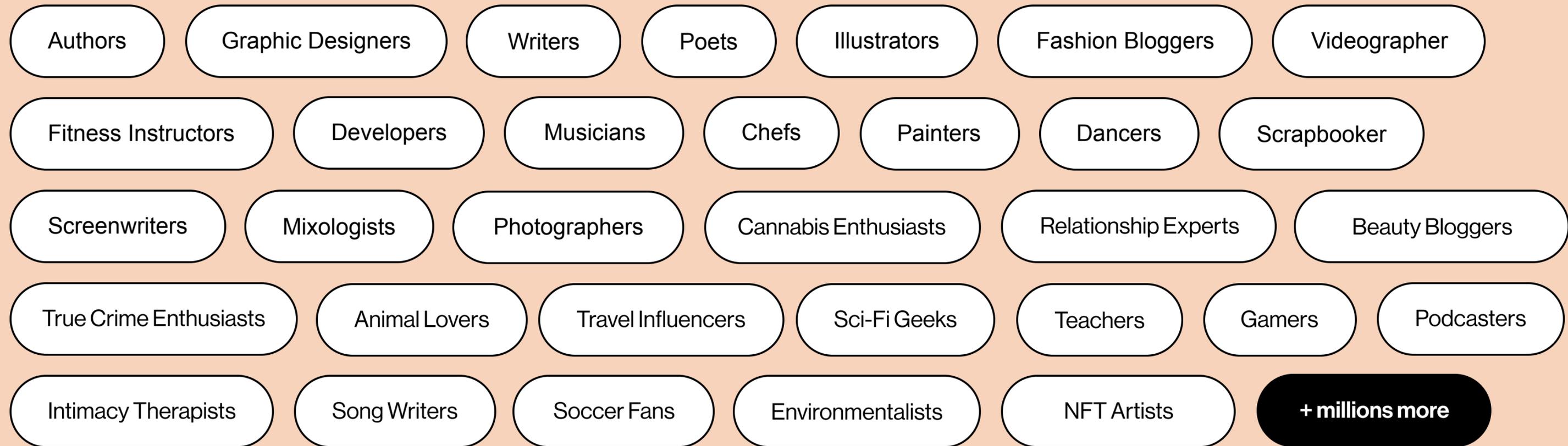
Creators can earn money every time their story is viewed, compete in Challenges, receive Bonuses, collaborate with Creatd Partners on branded campaigns, and more.

Why 1M+ Creators Choose Vocal

Vocal's unique combination of creator tools, built-in audiences, and earning opportunities means that our creators are set up for maximal success from the get go.



Creators of all shapes and sizes use Vocal



How Vocal Rewards Creators

Reads

Creators earn each time their story is viewed, calculated via Vocal's proprietary algorithm.

Challenges

'Challenges' (themed storytelling contests) give creators the chance to partake in Vocal's community, and compete for high-value cash prizes.

Bonuses

With Bonuses, the Vocal moderation and curation team celebrate creators' accomplishments by sending extra payment directly to their Wallets.

Subscribe/Pledge

Creators earn directly from their audience through monthly subscriptions and one-off micro-transactions.

Branded Content

Creators' Vocal for Brands enables creators to collaborate with brands directly on the creation and promotion of original branded content stories.

Ambassador Program

Vocal Ambassadors receive additional rewards whenever they successfully refer a new Vocal+ member.

Communities for Every Creator

Vocal's 40 topic-specific communities enhance reader navigation, creator's discoverability, and helps audiences find more of the stories that will resonate most.

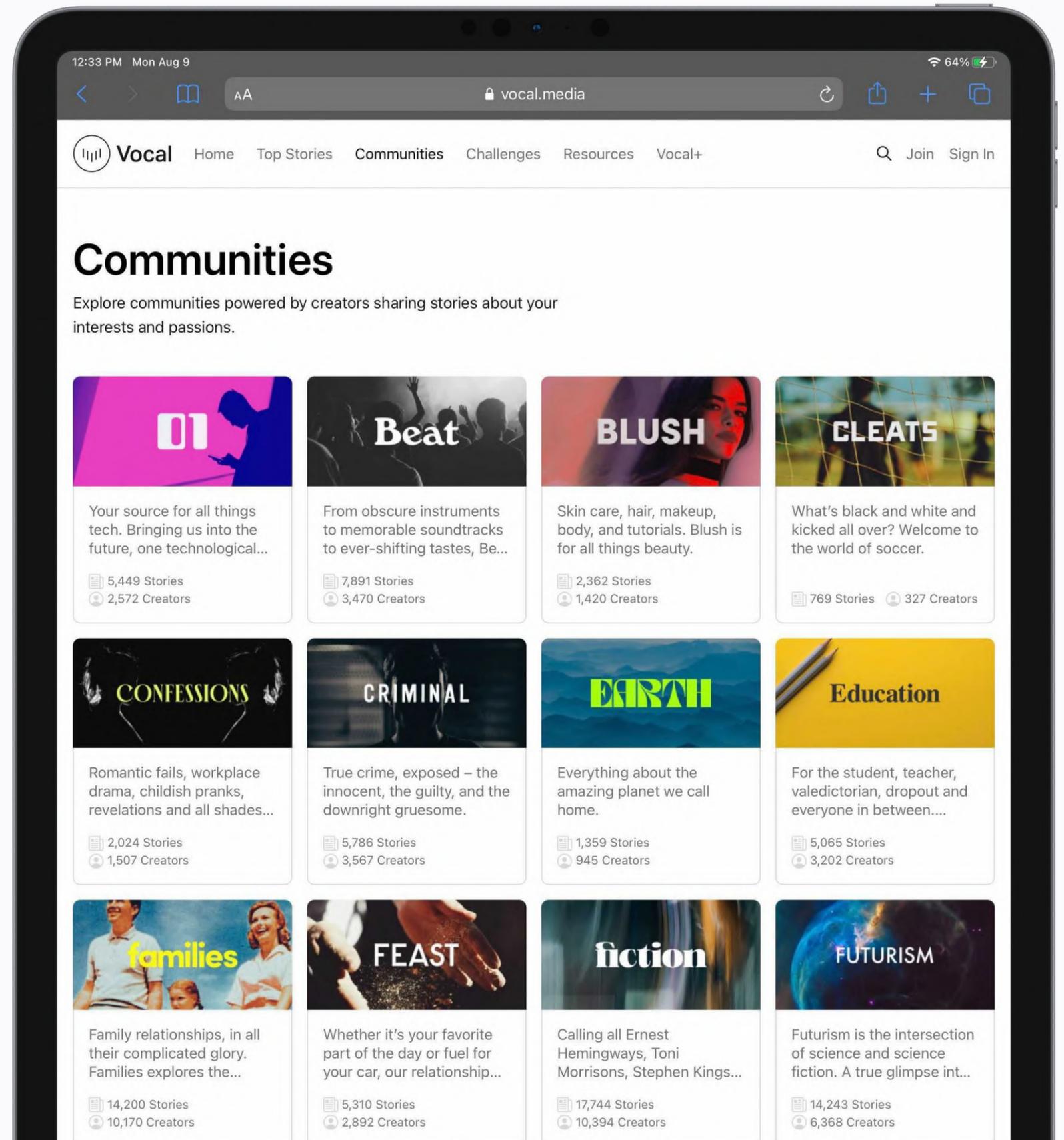
Safe, non-toxic community environment

Human-led, tech-assisted curation and moderation

100% Creator owned and operated

Free of interruptive and display advertising

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How Creatd Labs Generates Revenue

Membership Fees

Vocal+ members pay a monthly or annual fee to gain access to exclusive, value-added opportunities that enhance their earnings and reach.

Platform Processing Fees

Vocal's Pledge feature enables creators and audiences to support their favorite creators with recurring and one-off payments. Creatd Labs collects a platform processing fee from each transaction.

Technology Licensing Fees

Vocal's underlying technology is highly adaptable for companies and organizations looking to cultivate their own digital communities.

Creator Acquisition Growth Levers

1

Nurture Vocal's Organic Growth

Network effects, combined with our feature roadmap, will continually increase Vocal's value proposition for creators, generating a strong retention rate and lifetime value (LTV).

2

Expanding Paid Acquisition Reach

Our Business Intelligence team strategically deploys capital throughout an omni-channel marketing framework. Distribution is diversified across a mix of platforms and geographies to maximize returns and avoid over-reliance on any single source.

3

Improve Conversion Rates

The combination of paid and organic creator acquisition provides unique insights and behavioral data, that is then applied to future tactics and product updates to lower SAC (Subscriber Acquisition Costs) and CAC (Creator Acquisition Costs).

4

Partnerships & Acquisitions

Partnering with peer platforms, such as Getty Images' Unsplash, as well as Vimeo and Moleskine, drives organic adoption of Vocal. Identifying and opportunistically acquiring niche creator communities and competitors expands our overall ecosystem.

**Creataid Partners fosters
relationships between
brands and creators.**

People Don't Trust Ads

The traditional advertising model is built on interruption. The more money you spend, the more people you annoy. That's why nearly half of Internet users have an ad blocker installed.

77%

of all consumers do not trust ads¹

84%

of millennials do not trust traditional advertising²

1%

of millennials claim that an ad influences them³

47%

of internet users globally use an ad blocker daily⁴

Sources: ¹Statista, ²ClickZ, ³Forbes, ⁴Digital Information World

People Trust People

Cretd Partners is changing the way advertising works by creating a new kind of interaction between brands and people. Each month, tens of millions of people look to Vocal as a source of authentic, trustworthy stories. Brands recognize that Vocal is an invaluable user-generated content channel for marketing their products and services.

92%

of consumers trust
recommendations from other people¹

4x

ads based on UGC receive 4x
higher click-through rates²

85%

of consumers find visual
UGC more influential than
brand photos or videos³

47%

of consumers place peer
recommendations above
professionally written copy⁴

Sources: ¹Nielsen, ²Shopify, ³Business Wire, ⁴The Guardian

Cretd Partners Services + Offerings

Content Marketing

by Vocal for Brands

Services:

- Branded content campaigns, authored by real Vocal creators
- Sponsored Vocal Challenges
- Sponsored Communities

Influencer Marketing

by WHE Agency

Services:

- Represents and manages network of 100+ top-tier influencers
- Brokers brand partnerships

Performance Marketing

by Seller's Choice

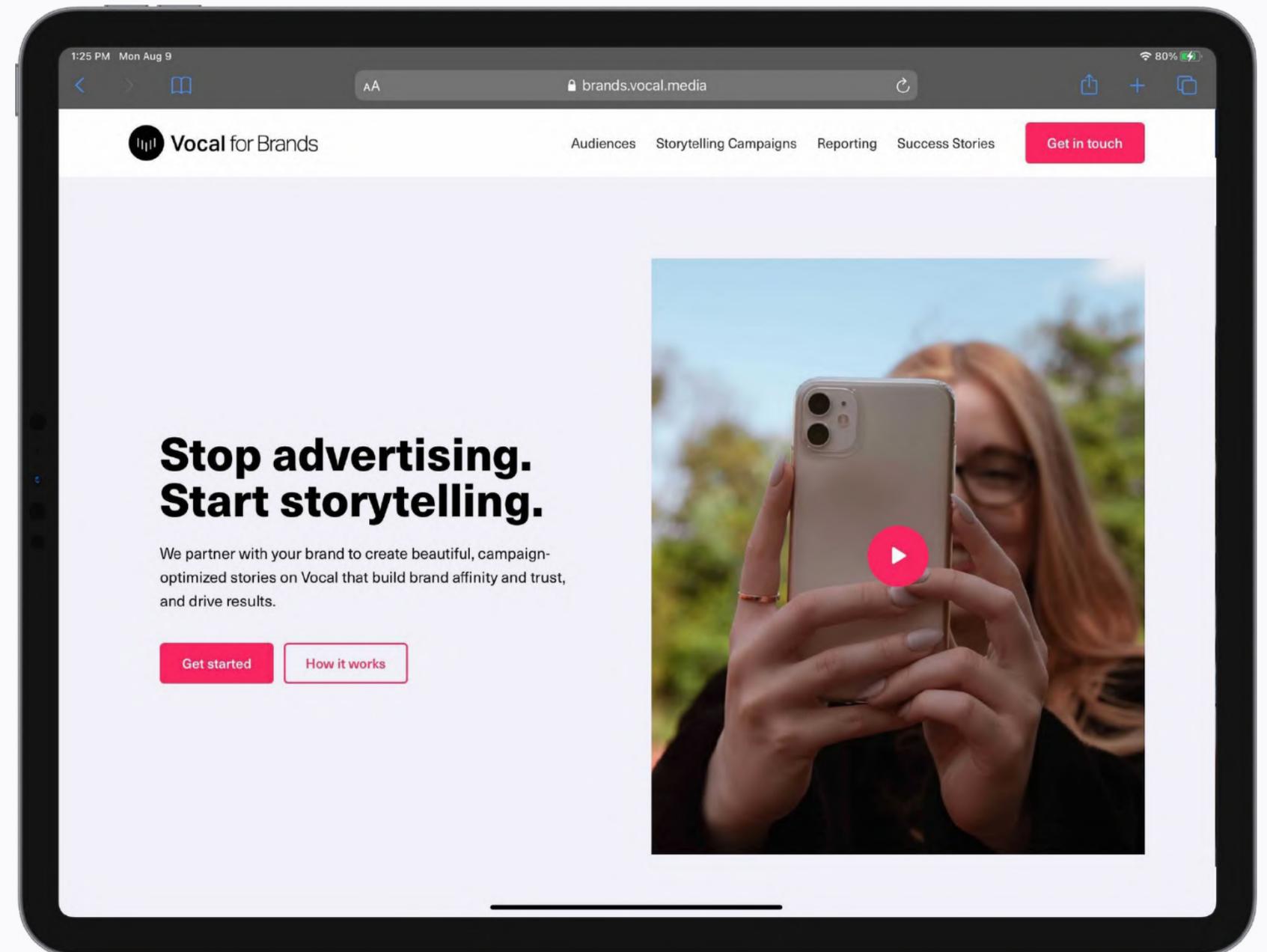
Services:

- Website design and development
- Marketing and Advertising
- SEO Optimization
- Marketplace solutions

Vocal for Brands

All brands have a story to tell, and our creator community helps them tell it. Vocal for Brands, specializes in optimization marketing, pairing leading brands with authentic Vocal creators to produce marketing campaigns that are non-interruptive, engaging, and direct-response driven.

vocalforbrands.com



Working with Some of the Best Brands

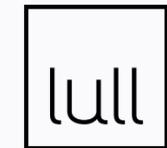
We have carved out a sweet spot at the intersection of authenticity and purpose-driven storytelling. While our brand partners vary in niche and product offering—from DTC companies to digital platforms to creator-oriented consumer brands—all share our belief in meaningful stories over sales pitches.

vimeo

Cleancult

BRIGHT CELLARS

MOLESKINE®



FOREO

FISKARS®

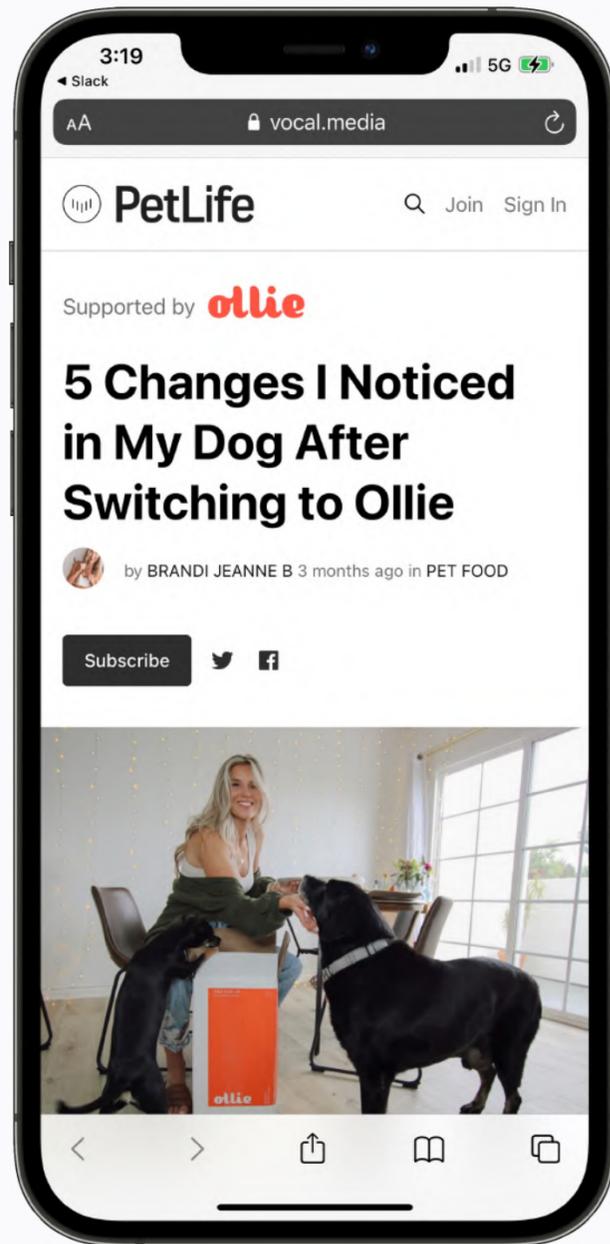
hims

SMALLS

INTIMINA™

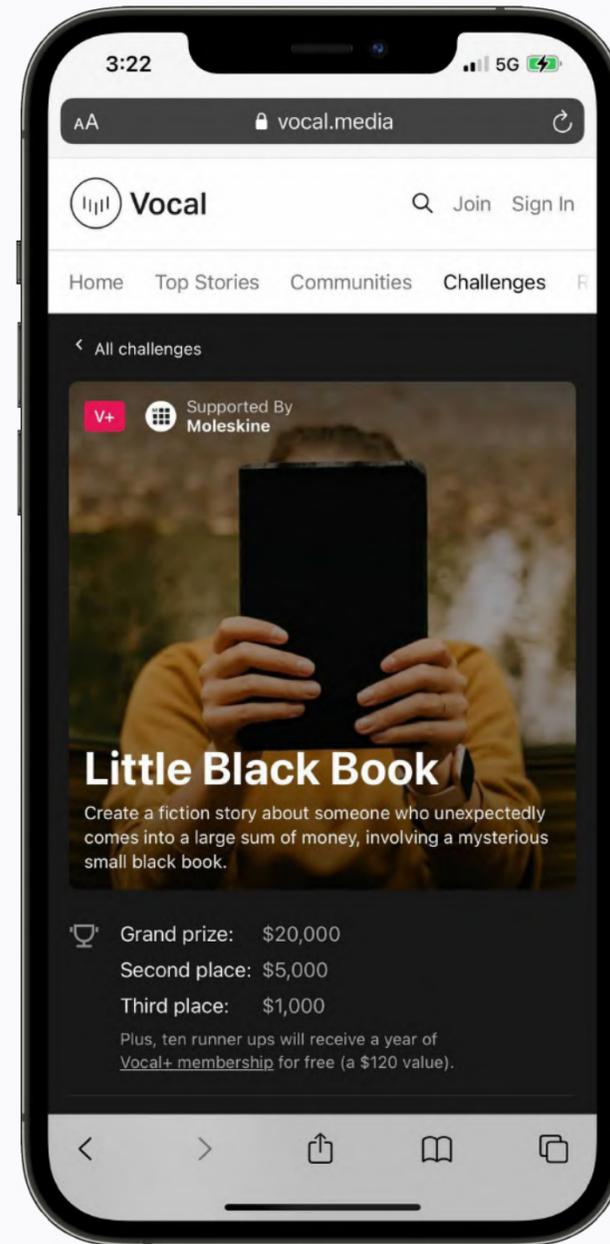
Kettle & Fire

ollie



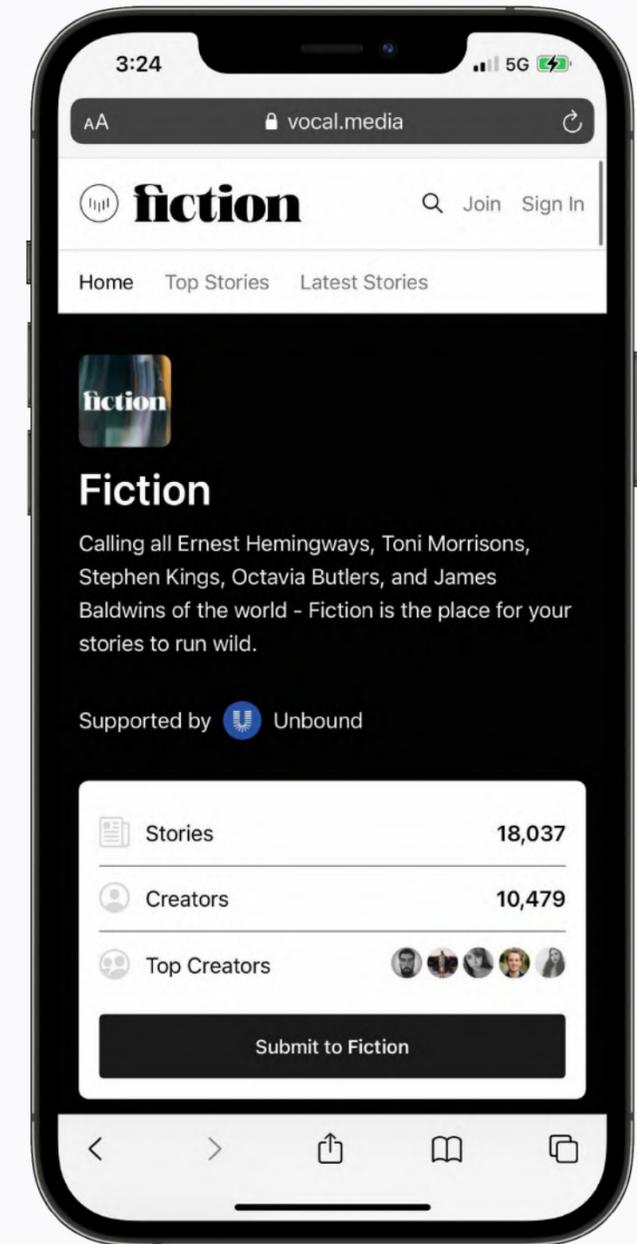
Branded Content

Vocal for Brands connects Vocal creators with brands to produce non-interruptive, authentic content that drives conversions.



Sponsored Challenges

Participating in Challenges enables a brand to crowdsource stories from Vocal creators that tie-in the brand's product to build brand affinity.



Sponsored Communities

Brands can sponsor entire Vocal communities, and in doing so tap into a pre-established audience of potential customers.

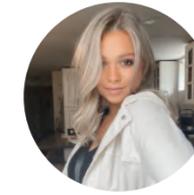
WHE Agency

Tracy Willis founded WHE with the goal of helping influencers maximize their opportunities in the digital space. WHE focuses on sourcing and managing collaborations with leading brands across a diverse range of verticals, including family and lifestyle, fashion, food, music, and more.

wheagency.com



@JesssFam
1.24M YouTube
401K Instagram



@allisarose
171K YouTube
65.6K Instagram



@t.beaston
553K YouTube
225K Instagram



@LarkinYogaTV
1.03M YouTube
212K Instagram



@deargreyson
382K YouTube
97.2K Instagram



@KylerandMad
4.36M YouTube
1.8M Instagram



@bubzbeauty
2.82M YouTube
692K Instagram



@OKbaby
1.52M YouTube
511K Instagram



@TheVanClan
256K YouTube
109K Instagram

How WHE Integrates Into Creatd's Pillars

WHE has a deep bench of creator talent, an audience totaling over 75MM+, and relationships with brands including Procter & Gamble, Mattel, and Target. That value ripples across each one of Creatd's pillars.

Through WHE, Creatd Labs gains a new, steady source of high-caliber creators to enter the Vocal environment. Each WHE influencer is inherently suited for Vocal.

Creatd Studios will similarly benefit from the direct access to WHE, enabling a strong influencer marketing strategy to be employed to drive promotion for new productions.

Each WHE influencer that enters the Vocal sphere brings along their audience, and the brands they work with.

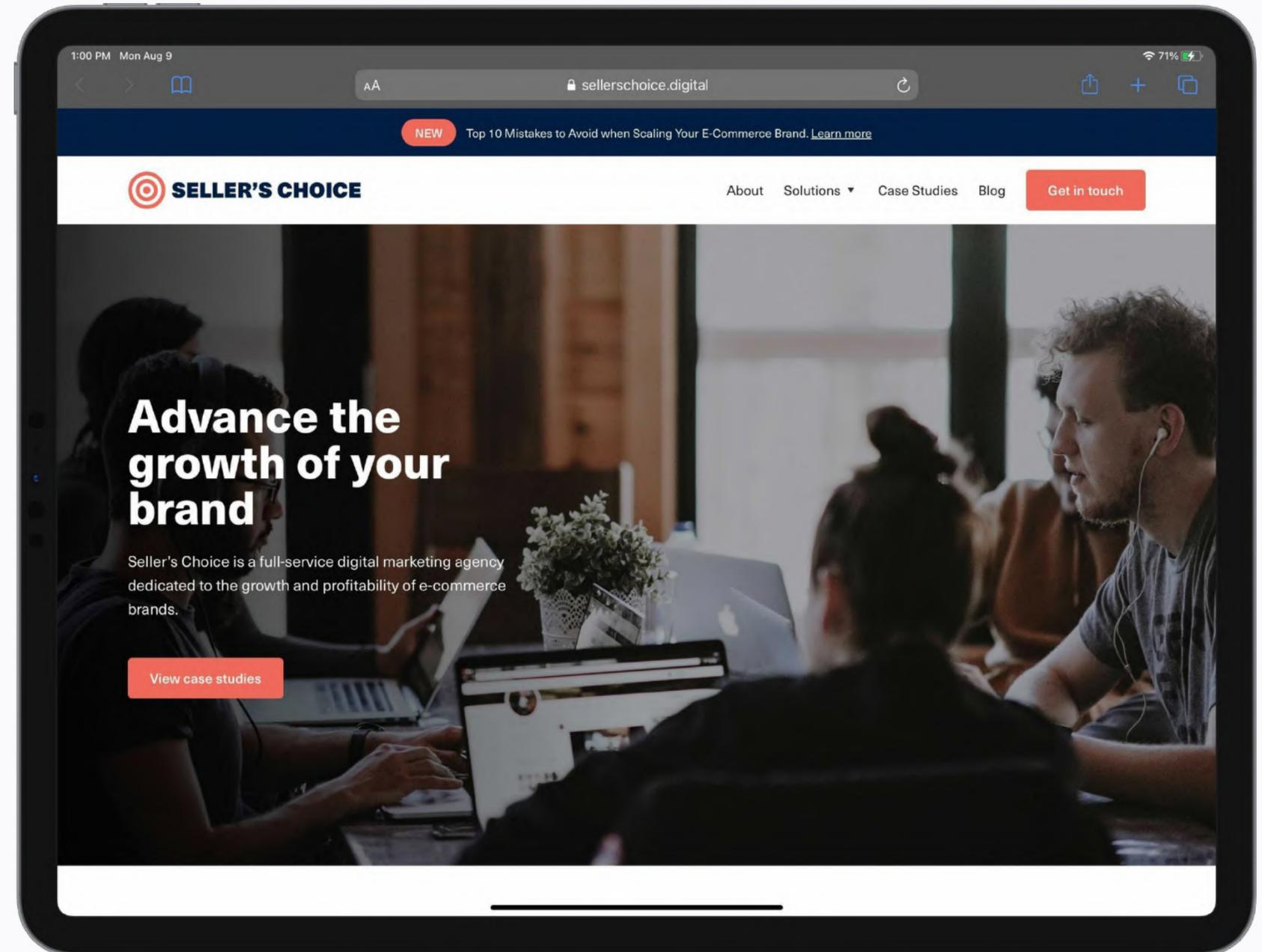
WHE influencers are prime potential candidates for leveraging their social capital to co-develop a new Creatd Venture.

Seller's Choice

Seller's Choice is the performance marketing engine of Creatd Partners, and specializes in driving transformational growth for DTC e-commerce brands.

Our approach combines data-driven decision making and holistic evaluation to optimize storefronts and acquisition strategies to foster a frictionless customer journey, and maximum ROI.

sellerschoice.digital

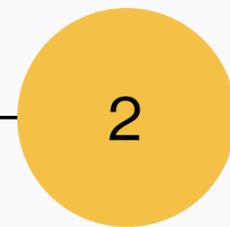


Creata Partners Growth Levers



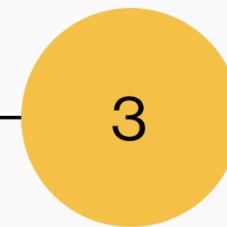
Product Enhancements

Foster deeper brand/creator relationships. As Vocal continues to expand its reach, so does brand interest and budget for working with Vocal for Brands.



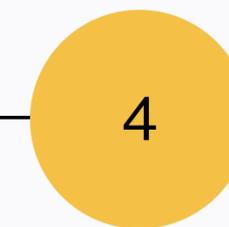
Actionable Data

First-party data from Vocal gives us unique ability to fine tune our audience targeting to optimize marketing campaigns and drive maximum results for brands.



Upsell Contract Value

Integrating WHE influencers onto the Vocal platform translates into higher value contacts, attracting brands who want the opportunity to work with top-tier and influential creators.



New Verticals & Acquisitions

Growing into new talent verticals, such as the LGBTQ community and NCAA athletic program; Identifying new targets for acquisition, specifically agencies focused on elite influencer management across niches.

**Creatd Ventures invests in
creators and helps them
evolve into entrepreneurs.**

Camp

Camp creates healthy upgrades of classic family favorites, combining the nostalgic tastes you know and love, with the veggies you know you need.

Services Creatd provides:

- Design
- Development
- Marketing
- Distribution
- Go-to-market strategy

eatcamp.com



Dune Glow Remedy

Brought to market in 2021, Dune Glow Remedy is a beverage brand focused on promoting wellness and beauty from within. Each beverage in its product line is meticulously crafted with functional ingredients that nourish skin from the inside out and enhance one's natural glow.

Services Creatd provides:

- Design
- Development
- Marketing
- Distribution
- Go-to-market strategy

drinkdune.com



Basis

Basis is a hydration brand that creates high-electrolyte drink mixes, scientifically formulated for maximum absorption. Our Q1 2022 acquisition of Basis was a result of both its strong sales record and demand as well as its inherent complement to Creatd Ventures' existing portfolio and supply chain infrastructure.

Services Creatd provides:

- Design
- Development
- Marketing
- Distribution
- Go-to-market strategy

drinkbasis.com



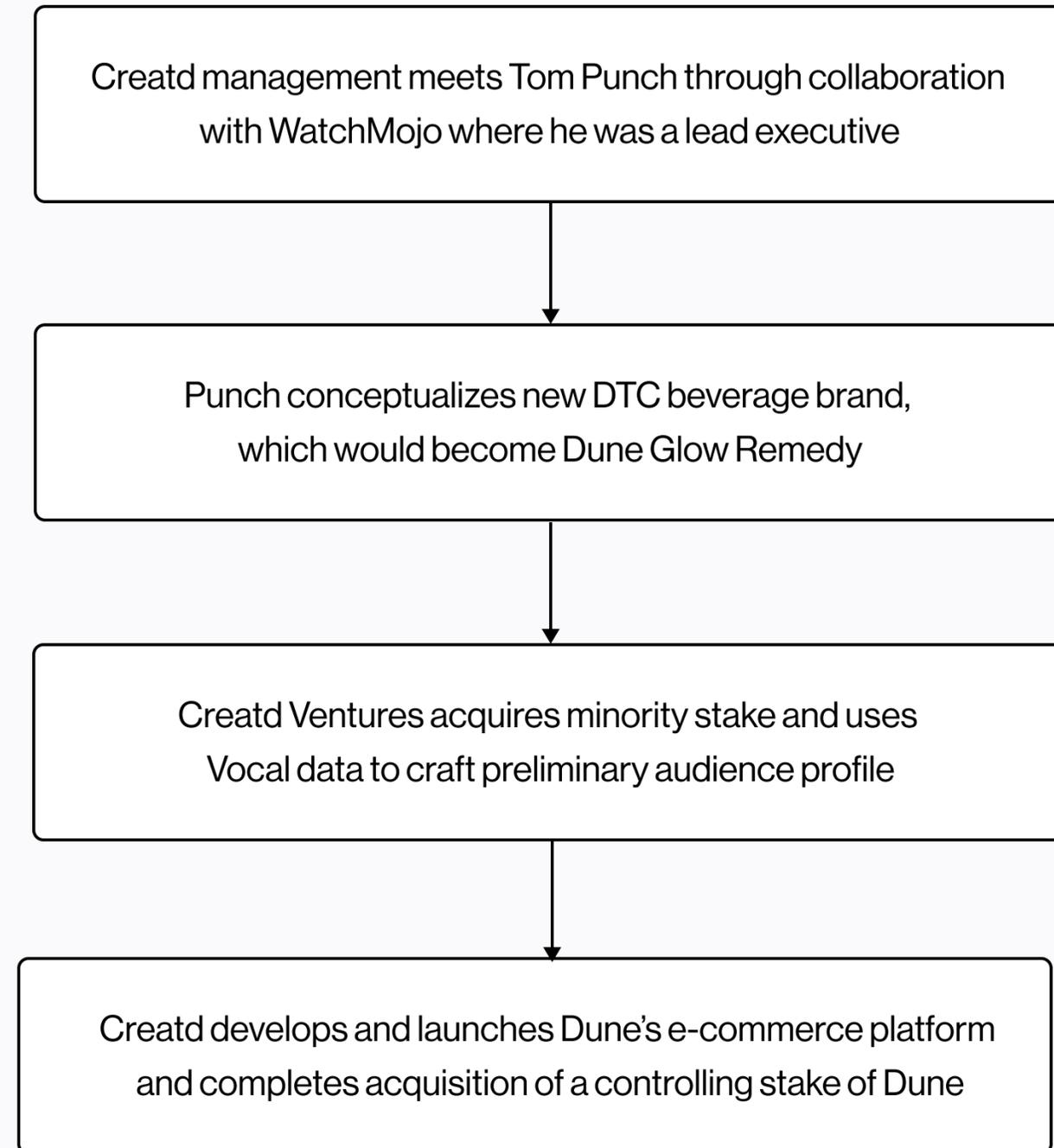
Proactive Acquisition Strategy

Creald's extensive brand and founder network creates a positively-selected pool of potential targets for opportunistic e-commerce ventures. The ideal candidate is one that shares in our mission of serving the creator economy and that is aligned with our pillars.

Investment framework:

- Revenues accretive immediately, or soon thereafter
- Flexible cap structure
- Strong management team
- Lean operations & outsourced business model
- Cash & stock structured transactions

Dune Glow Remedy Case Study¹



¹MOU signed on 8/2/2021

**Creatd Studios elevates
creators' stories to TV,
film, books, podcasts,
video, and more.**

Transmedia Assets

With millions of compelling stories in its midst, Creatd surfaces the very best of them through community and creator data insights.

Creatd Studios helps creators tell their existing stories in new ways, partnering them with entertainment and publishing studios to create unique content experiences that accelerate earnings, discoverability, and open doors.

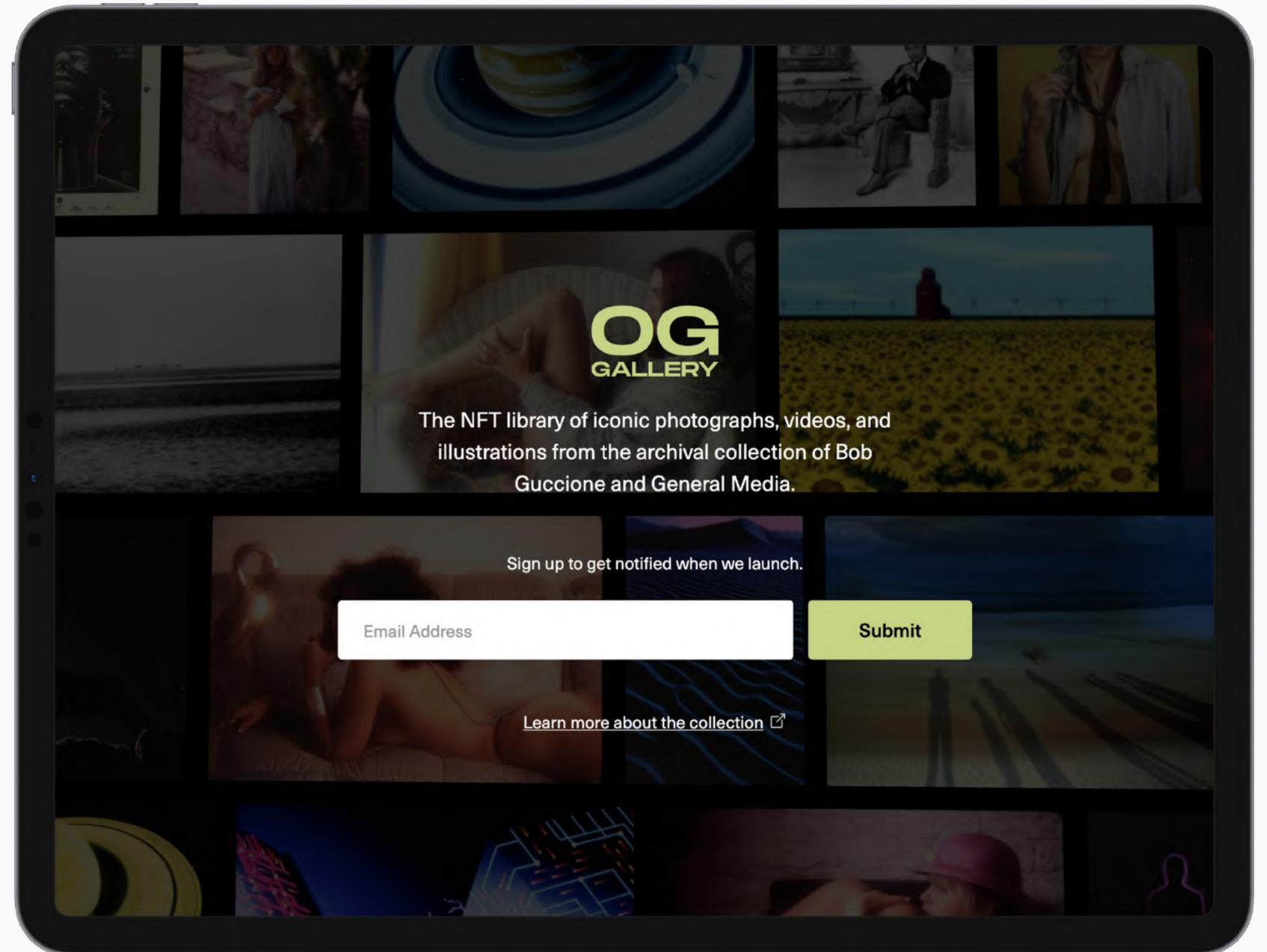
Filthy Gorgeous: The Bob Guccione Story	Documentary	Watch
Till Human Voices Wake Us	Short Film	Watch
The Mind's Eye: The Art of OMNI	Art Book	Read
Vice Magazine: The Bob Guccione Issue	Magazine	Read
No One's Pet: The Autobiography of Sheila Kennedy	Book	Read
Baked: Cooking with Mary Jean	Web Series	Watch
Baked: A Marijuana Cookbook	Book	Read
Steam Wars	Book/Comic	Read

OG Gallery

Acquired by Creatd's founders, the OG Collection is an extensive library of original artwork and imagery from the archives of some of the most iconic magazines of the 20th century, including Penthouse, OMNI, and Viva magazines.

In early 2022, we announced the beta launch of OG Gallery—an NFT marketplace platform. OG Gallery combines NFTs and museum-quality framed fine art sourced from the OG Collection's archives.

og.gallery



Investor Highlights

Four distinct pillars, that share common operations and a creator-first mandate

Proprietary technology built to support a large and widening ecosystem

Unique feedback loop between creators and Vocal drives business expansion

M&A opportunities surfaced through a network of positive selection

Creator-first approach fuels revenue growth across all four pillars



Contact Creatd

For investor relation questions, please contact us: ir@creatd.com