

SNAP INTO THE

POWER OF PRESENCE



BRAINSPOKE

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Mental illness has now become a global crisis with significant economic and social costs.

USD 1
Trillion

is lost annually in productivity due to global depression and anxiety-related issues.

800
Million

people worldwide urgently need better mental health support for healthier, more productive lives.

1 in 2

people experience a mental health condition in their lifetime,

USD 282
Billion

is lost annually in the U.S. economy due to untreated mental illness impacts.

The world is yearning for a breakthrough solution.



Stress

Depression

Commit
Suicide

Insomnia

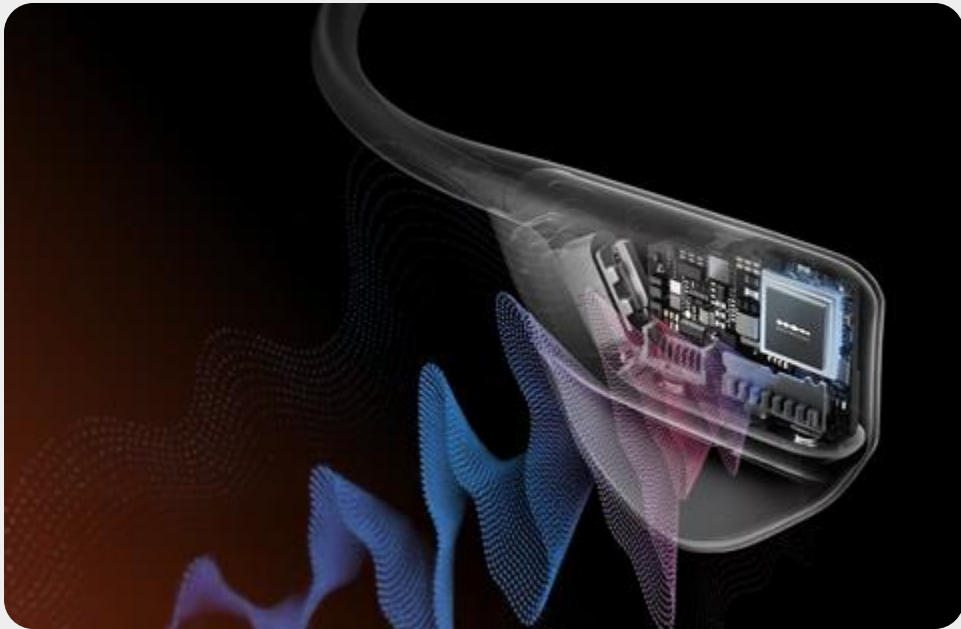
Anxiety



How could we help?



Brainspoke is a wearable designed to manage stress and anxiety, by unlocking the Power of Presence in motion.

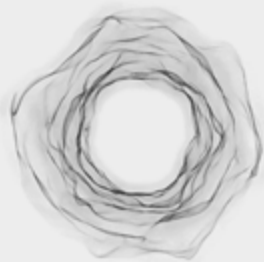


Most wearable devices use ECG to monitor heart rate. What makes Brainspoke unique is that it goes beyond that—using EEG to monitor both body and mind.

EEG (electroencephalography) tracks electrical activity in the brain, allowing Brainspoke to monitor Alpha and Beta brainwaves. This reveals how efficiently your mind returns to a state of clarity and calm, what we call PRESENCE.

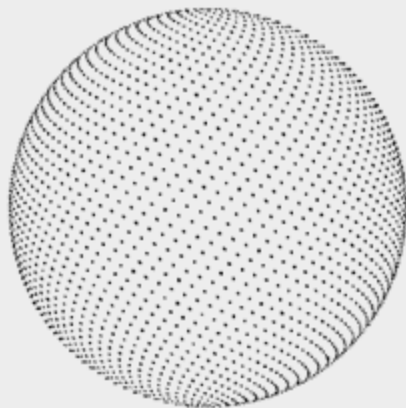


With Brainspoke, Presence becomes a state your mind can return to, again and again.



CALM

When the brain becomes too calm and relaxed, we tend to drift into sleep, and brain signals begin to fade.

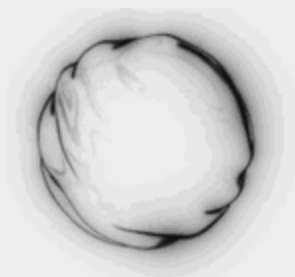


Brainspoke helps you stay here in

PRESENCE



In presence, we become aware of our thoughts, feelings, and sensations, without reacting to them. This state of mindful clarity sharpens the mind, and that's exactly what Brainspoke is designed to help you achieve: staying present.



FOCUS

Excessive focus can push the brain into a state of tension and stress, eventually leading to burnout and a decline in mental sharpness.

INTRODUCING



A wearable, real-time EEG device equipped with AI-guided meditation that helps you return to **presence**, again and again.



FUSION SENSOR

Equipped with EEG for brainwave signals, heart rate monitoring, and respiratory sensors



REAL-TIME MENTAL HEALTH TRACKING

Analyzes your brainwave activity to provide valuable insights into your mental well-being.



LIGHTWEIGHT & WEATHER RESISTANT

Built to withstand daily wear and light exposure to water, ideal for both indoor and outdoor use.



EXTENDED BATTERY LIFE

Up to 36 hours of continuous use, with a 15- minute quick charge providing up to 8 hours of use.



ALL-DAY OUTDOOR PERFORMANCE

Designed to be lightweight and comfortable for all-day wear even while working out.



INTEGRATED HI-FIDELITY AUDIO HEADSET

Integrated speakers and microphone allow you to listen to music, take calls, and interact with AI-guided meditation sessions.

Brainspoke N1 aims to empower people across all walk of life to be in the presence in order to achieve:

Better Health

Better Focus

Better Life



THINKER

High Performance Individual

The Thinker thrives in high-stakes environments, constantly solving, pushing, and performing, however at the cost of inner balance that causes high stress level.



- Boost Learning Capacity
- Early Detection of Stress & Anxiety
- Scalable Insights for Neuroscience Wellbeing Research
- Personalized cognitive training for student success

ATHLETE

Body & Mind Performance Driven Individual

Disciplined and goal-oriented, the Athlete lives to break limits—training body and mind daily in pursuit of peak performance.



- Elite Mindfulness & Recovery Training
- Real-Time Mental Performance Metrics
- Build Unshakable Mental Toughness
- Laser-Sharp Focus & Cognitive Precision

SEEKER

Self-Aware Individual

The Seeker is on a constant quest for calm, clarity, and a better state of mind in a chaotic world.



- Real-Time Stress Detection
- Mindfulness & Cognitive Training
- AI Mental Wellness Coach
- Proactive Mental Health Protection

ROADMAP UPDATE

TABLE OF CONTENT

- 01 ORGANIZATION CHART UPDATE
- 02 STRATEGIC GROWTH
- 03 DEVELOPMENT AND DELIVERY
- 04 BRANDING & GO-TO-MARKET



01

ORGANIZATION
CHART
UPDATE

Advisory Board



Barry
Giesbrecht,
PhD

- Full Professor in Psychological and Brain Sciences, UCSB
- Experts in Selective Attention, Perception, and Brain Function
- Pioneer Translational Research in Neuroscience using Wearable Technology
- Co-Director, Institute for Collaborative Biotechnologies and Kavli Summer Institute in Cognitive Neuroscience.



Duke
UNIVERSITY



Stephanie
Nelli,
PhD

- Asst. Professor in Psychology Occidental College
- Postdoctoral Researcher from University of Oxford
- UCSD Alumnus
- Experts in Visual Information Processing and Artificial Neural Network Models



UC San Diego



Park
Sinchaisri,
PhD

- Asst. Professor in the Operations and Information Technology Management Group at the University of California, Berkeley's Haas School of Business
- Wharton School of U Penn Alumnus
- Expertise in Behavioral and Human-centric Operations Management



Strategic Advisor & Advisory Board



Peter Tan

- A multifaceted leader with expertise spanning business, philanthropy, and metaphysical disciplines.
- As Chairman of PTO Holdings, he fosters Series A funding for startups and has led award-winning ventures.
- Peter is also a certified NLP trainer, author of 25 books, and a philanthropist, supporting education through substantial endowments and initiatives.
- His career includes leading major insurance organizations, consulting on mergers and acquisitions, and expanding markets across Asia.
- With over two decades of experience, he has successfully recruited, trained, and mentored more than 5,000 agents under his leadership.



Nishit
Majmudar

- Nishit Majmudar is a seasoned insurance executive with over 30 years of international experience across Asia and the UK.
- He served as CEO of Aviva Singapore and later as CEO of the merged entity Singlife with Aviva until 2021.
- He was named CEO of the Year at the 2018 Insurance Asia Awards for his leadership and business impact.



Advisory Board



Barry Giesbrecht,
PhD



Stephanie
Nelli, PhD



Park
Sinchaisri, PhD



Nishit
Majmudar

Board of Directors



Lior M.
CEO



Paris
Confidential Secretary



Peter Tan

Strategic Advisor



Sarawin
Khemmachotikun
Chief Technology Officer

S. Firmware Engineer (May)
J. Firmware Engineer
Engineer (Kyle)



Sean, PhD
Chief of
Neuroscience

Project Manager (PK)
Executive Assistant
(Elena)
HR Manager (Eye)



Lior M.
Interim Chief
Financial Officer

Accountant (Ploy)



Vilon Ho
Chief Commercial
Officer

Head of Product Management
(Cielinna)
Head of Growth & CRM
(Justin)



Vilon Ho
Interim Chief Marketing
Officer

Head of Marketing
(Hass)
Creative Lead (Tuck Loong)
Strategic Director (Abby Tai)



Jimmy Boey
Chief Logistics &
Compliance Officer



Taishiro
Managing Director, Japan



Ethan
Managing Director, Korea

Our Leadership Team



Chitpol Mungprom
Co-Founder & Chief Executive Officer

- 16 years of starting and scaling businesses from Retail, MarTech & Agency in APAC region.



Sarawin Khemmachotikun
Chief Technology Officer

- 15 years of Product research & design and QC, including medical-grade appliances.



Sirawaj Itthipuripat, PhD
Chief Neuroscientist

- FORBES Asia's Top Neuroscientists and Director of Neuroscience Center, KMUTT.



Vilon Ho
Chief Commercial Officer & Interim Chief Marketing Officer

- 19 years of sales, marketing & operation leadership in Airlines, FMCG, Software, Media.



Taishiro Miyayauchi
Managing Director (Japan)

- A marketing and business leader with over 20 years of experience, currently serving as Managing Director of ZANROO Japan.



Ethan Choi
Managing Director (Korea)

- Over 15 years with a strong background in CFO, global business development, and startup investment across Asia.



Pablo Imad Saba
Managing Director (US)

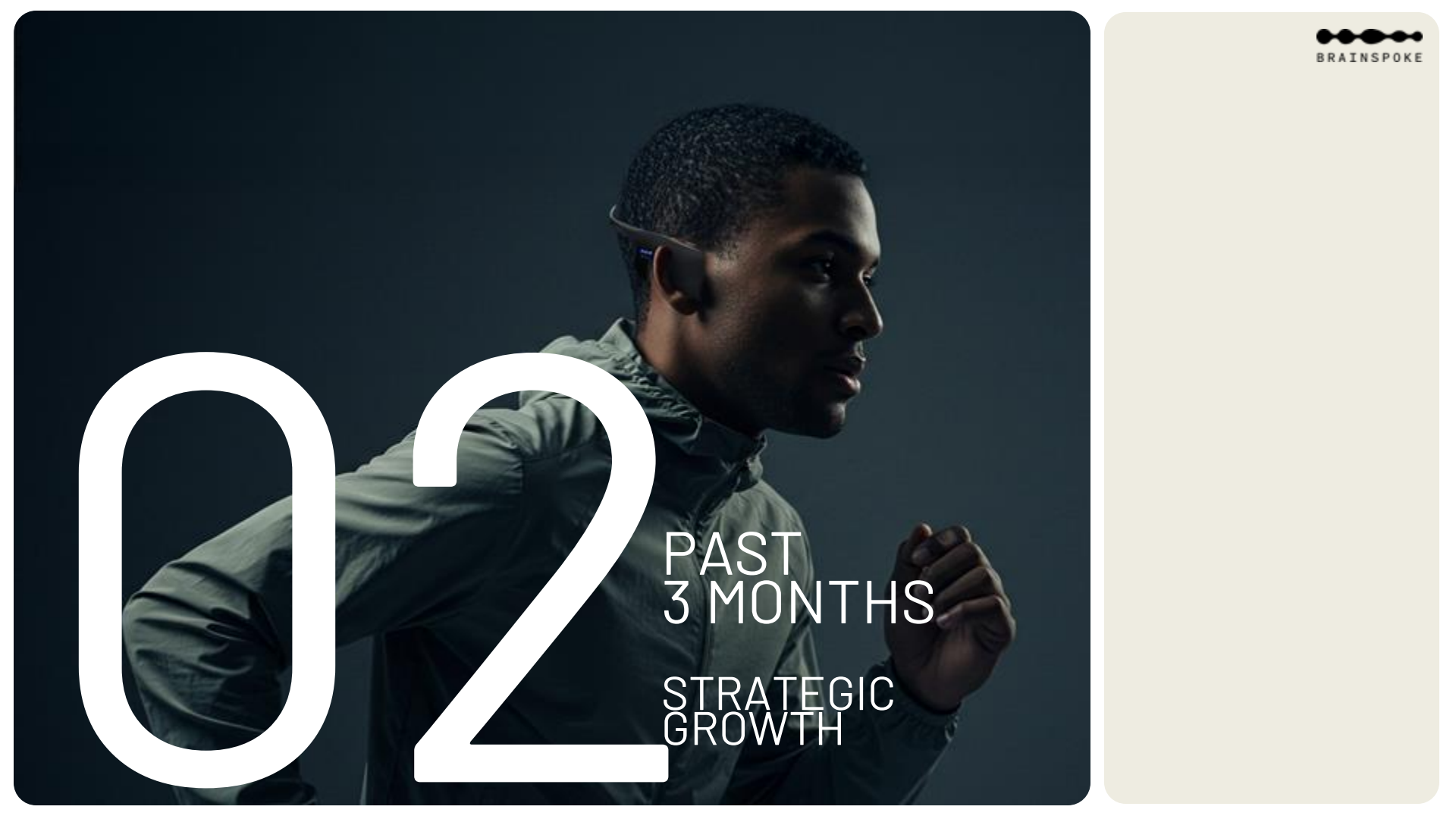
- Having led airline branding and route development at Jet Asia Airways.



Jimmy Boey
Chief Logistic & Compliance Officer

- 10+ years in healthtech, payments, and regulated industries; led cross-border initiatives with Citibank, Visa, MOH, and GovTech.





02

PAST
3 MONTHS

STRATEGIC
GROWTH

OVERVIEW IN 3 MONTHS

MAY 2025

AUGUST 2025

Strategic
Investment Total Raise

USD
2.019m

Prototype Development for N1
in Total

5,000
Units

Potentially Pre-order from
Insurance Company

10,000
Units

Application
Engineering Live in

1st
Oct

STRATEGIC
INVESTMENT

STRATEGIC
ALLIANCES

March 2025

Now

Next Round

at **\$30million** valuation



A Committed \$300K
at \$50million valuation

Pre-production completed by August for testing. Ready for mass production by September 2025 together with AI applications

\$100million valuation after closing pre-sales of 20,000 units with fully-functioning mobile application by Q2 of 2026

02 - STRATEGIC GROWTH



STRATEGIC INVESTMENT



Strategic partnership with CoolTouch for joint R&D and product development, and appointed board advisors and market leaders to guide strategic growth

STRATEGIC ALLIANCES



**FOXCONN
FIH**

Foxconn FIH validation of Brainspoke to build a new health/sport tech category;
Potential investment



Recognized by CREWW's CEO, Brainspoke's potential win could open strategic connections with Samsung Korea and Real Madrid. A CREWW victory would significantly enhance global visibility and credibility



strategic sales plan with major distributors in Japan



SAMSUNG

Potential B2B sales opportunity with a major insurance company for 10,000 units

MARCH 2025

JUNE 2025

03

PAST 3
MONTHS

DEVELOPMENT &
DELIVERY

PRODUCT DEVELOPMENT

APPLICATION ENGINEERING

SALES ENABLEMENT



Productization & Packaging



Q2 2025

Q2 2026



Prototype planning with
CoolTouch IP searching
and Drafting with Pintas



Prototype development

Circuit board, mechanical design,
sourcing & testing



Production

N1Original

Tiered Pre-sale
Strategy

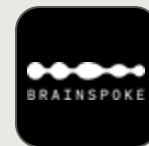
GOAL:
**20,000 units
by Q2 2026**

PRODUCT DEVELOPMENT

APPLICATION ENGINEERING

SALES ENABLEMENT

Finalized application scopes,
modulars and vendor cost &
competency comparison



BrainSpoke App
Officially Live in
Q4 2025

and with continuous upgrade

Q2 2025

Q4 2025

AGMO appointed as official app developer in May
3 Core Features for App:

Real-time
brain signal
visualizer

Marketplace
for
expert
content

AI-driven
daily
presence
training

PRODUCT DEVELOPMENT

APPLICATION ENGINEERING

SALES ENABLEMENT

Website pre-sale
page launching
by Q4 2025

Brainspoke Global
Website Development

Integration with Payment,
Logistic Partner

Q2 2025

Q4 2025

Website & CRM Development





BrainSpoke - GTM

Similar to when **iPhone launched in 2007**,
it was *the phone* that disrupted and changed the way we communicate,
connect, and live, forever.



iPod



Phone



Internet



AirPods
Shokz
Bose
Samsung Buds

Earphones



Calm
Mindvalley
Pillow
Headspace

Mindfulness app



Apple Watch
Whoop
Garmin
Fitbit

Fitness Wearables



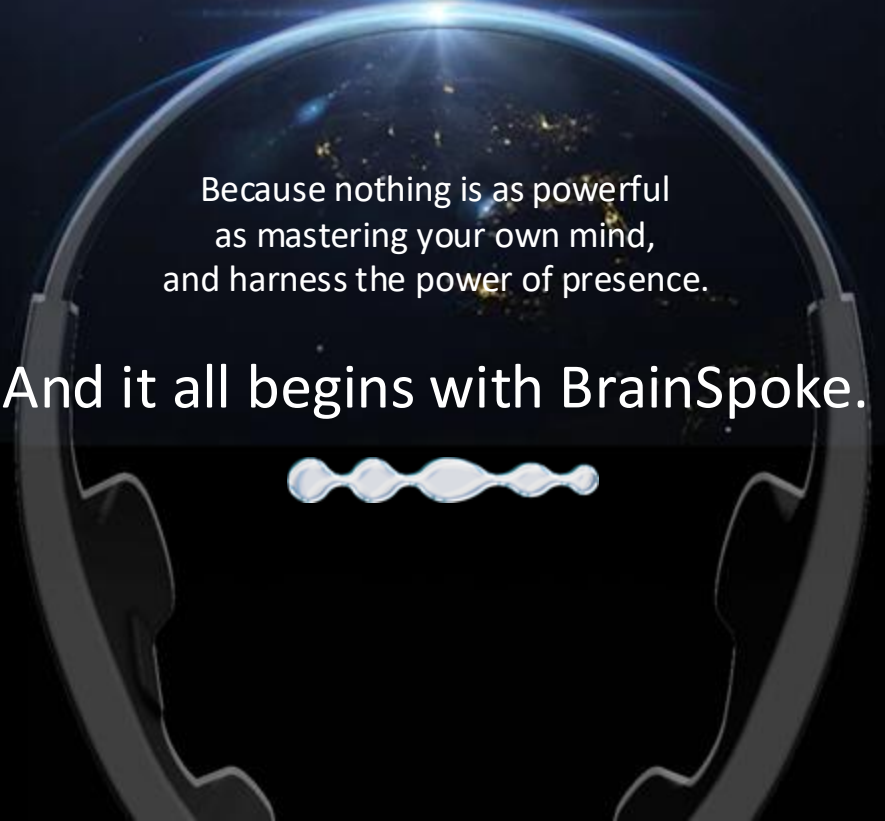
Oura Ring
Neurable Earbuds
Eight Sleep
Apollo Wearable

Wellness Gear



All in
BrainSpoke





Because nothing is as powerful
as mastering your own mind,
and harness the power of presence.

And it all begins with BrainSpoke.



Pre Launch
(Month 1 - 2)

Position & Build Hype

Launch
(Month 3 - 6)

Launch With Impact

Post-Launch
(Month 7 - 9)

Momentum & Validation

Sustenance
(Month 10 - 12)

Building a Community

First by teasing
the launch of BrainSpoke

⋮

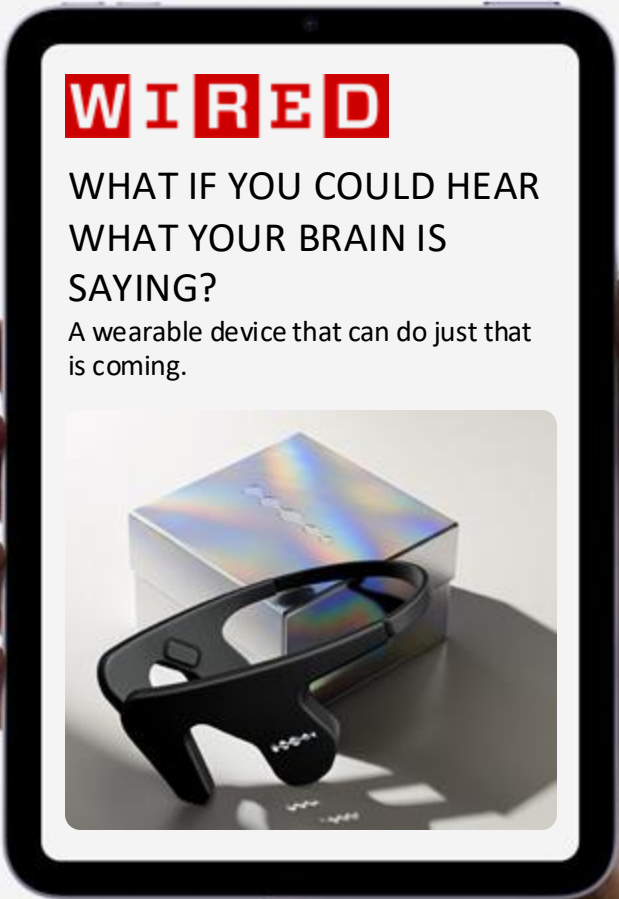
Objective:
Tease and spark curiosity.



Warming up the world with stories, science, and suspense.

Before launching BrainSpoke, we need to prepare the market because we're introducing more than just a product; we're introducing a new way to think about mental performance.

This pre-launch phase helps build curiosity and trust. Through bold teaser headlines, expert-led stories, and key media placements, we're shaping perception early, so when we launch, people already understand what BrainSpoke is and why it matters.



“ Introducing the Wearable That Knows When You're Not Okay, and it's coming sooner than you think.

TheVerge ”

It's Not Just Tech—It's Backed by Brains.

Founder stories and neuroscience at the core of BrainSpoke.



“ It Doesn't Guess Your Mood. It Knows. BrainSpoke is coming soon to answer that. ”

T3

Seeding Curiosity, Building Demand

On paid social, we'll start rolling out teaser content, including our product and brand film to spark interest and drive early sign-ups.

This campaign will lead audiences toward a limited-time presale discount, creating urgency and excitement ahead of launch.

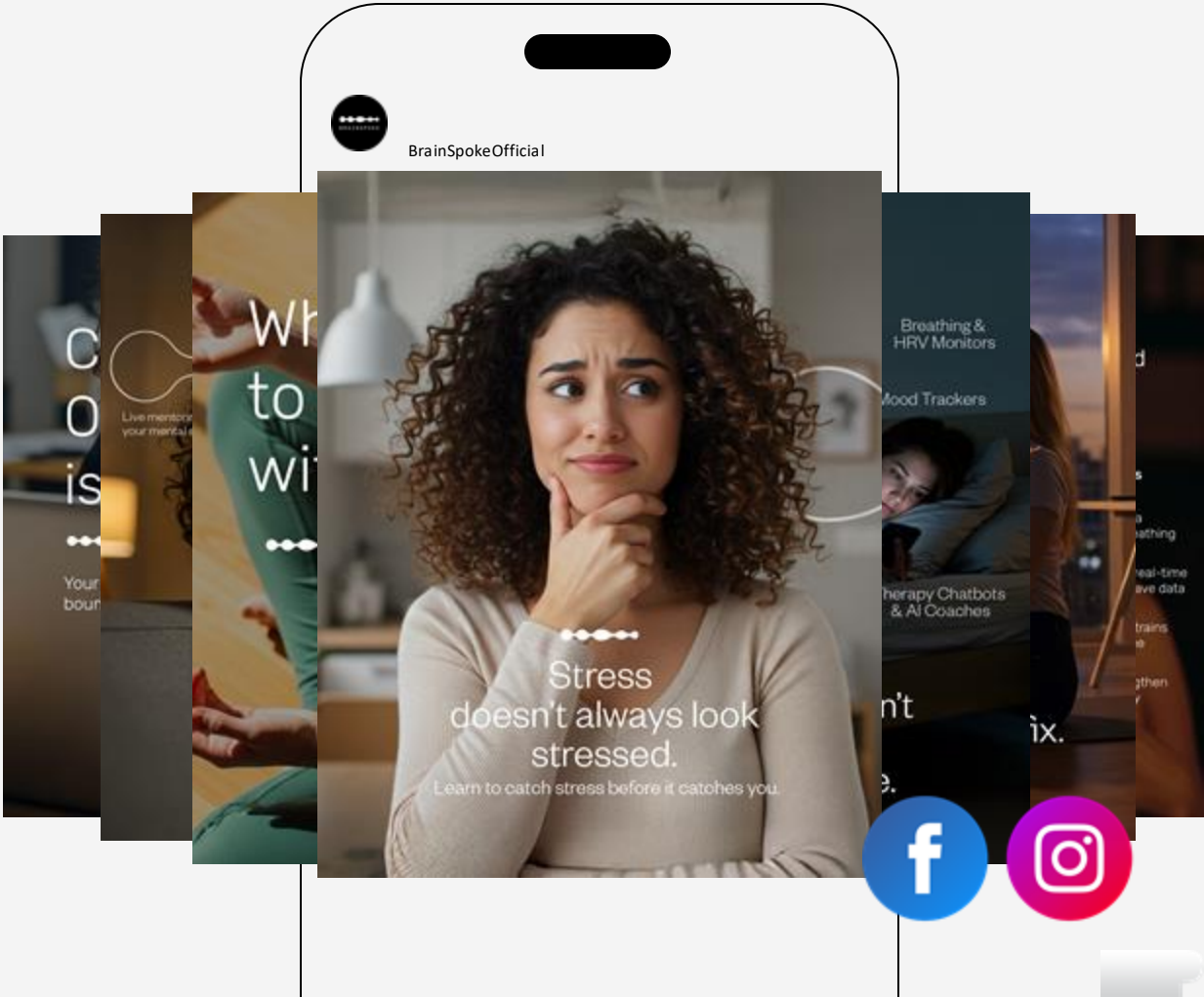


Educating. Engaging. Starting the conversation.

On our own social channels, we'll continue to seed content around stress management, mental wellness, and the science behind brainwaves.

This helps drive talkability around both the mental challenges people face today and the breakthrough technology that can help.

It's about priming our page for the launch and when people start searching more about Brainspoke, we already have content ready.



Pre Launch
(Month 1 - 2)
**Position &
Build Hype**

Launch
(Month 3 - 6)
**Launch
With Impact**

Post-Launch
(Month 7 - 9)
**Momentum &
Validation**

Sustenance
(Month 10 - 12)
**Building a
Community**

Then, we launch BrainSpoke
with a big impact

⋮

Objective:
To make news and get people to
turn their heads over to the
launch of N1.



THE PRESENCE ROOM

A pop-up that challenges people to reconnect with their mind.



“Brainspoke Brings Neuroscience to the Streets With an Unforgettable Mindfulness Test

”

WIRED THE VERGE TC TechCrunch
techradar engadget GIZMODO
Stuff T3 PC cnet



THE DIAGRAM OF PRESENCE ROOM

Studio
soundproofing
foam



Hologram
panel



Circulation Fan
& Blue SpotLight

Height 8ft
Wide 4ft

Standee for iPad
& BrainSpoke Device

Layback Chair



Although this pop-up may only reach a few hundred people in person, its true purpose is to **drive massive reach through social and PR**. By turning a powerful product demo into a public stunt, we not only showcase Brainspoke in action with real users, we spark a global conversation about how presence can now be measured, trained, and visualised.



Brainspoke Brings Neuroscience to the Streets With an Unforgettable Mindfulness Test



"I thought I could last 10 minutes easy. I barely made it to 2."



We Tried the Presence Room. Here's How Long Our Minds Stayed Present.



Brainspoke Lets You Track Your Presence in Real Time—Inside a Pop-Up Room



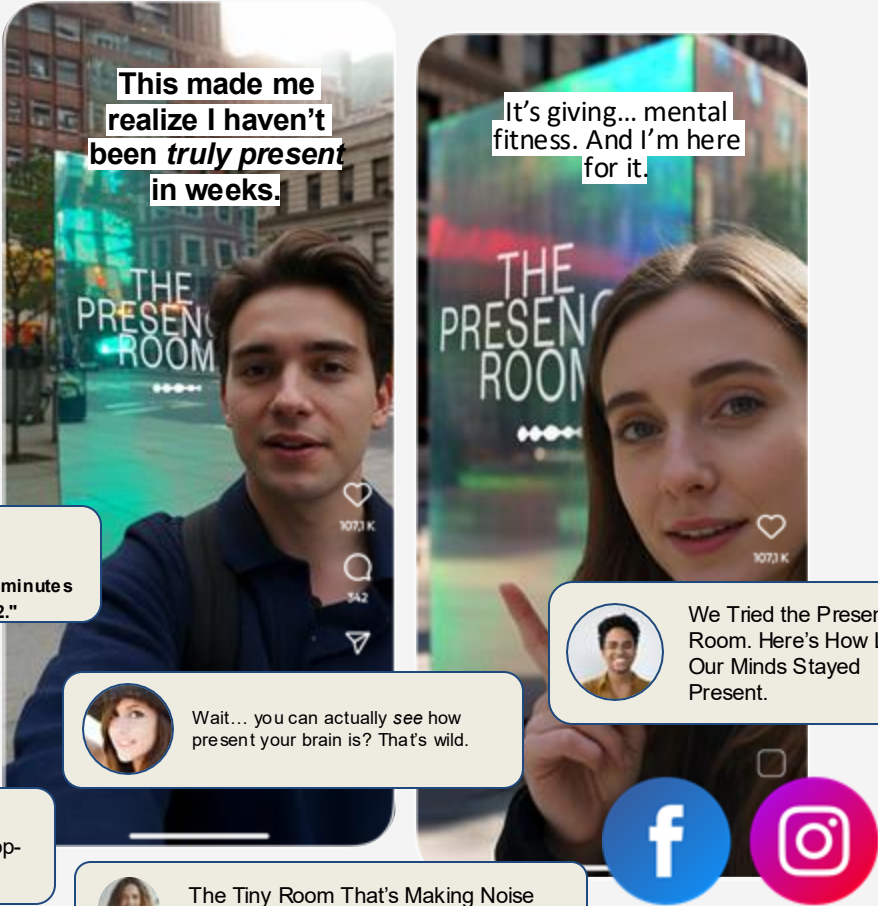
Wait... you can actually see how present your brain is? That's wild.



The Tiny Room That's Making Noise About Stillness



We Tried the Presence Room. Here's How Long Our Minds Stayed Present.



Pre Launch
(Month 1 - 2)

**Position &
Build Hype**

Launch
(Month 3 - 6)

**Launch
With Impact**

Post-Launch
(Month 7 - 9)

**Momentum &
Validation**

Sustenance
(Month 10 - 12)

**Building a
Community**

Post launch Momentum & Validation.

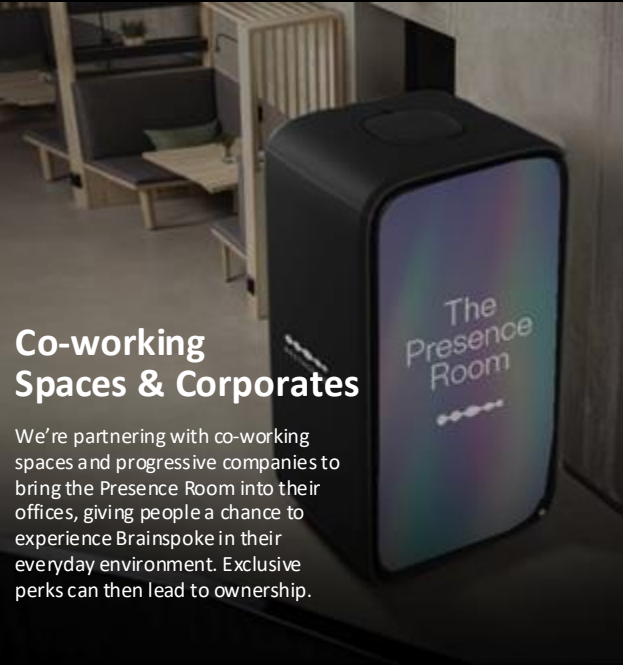
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Objective:

To continue driving talkability and
engagement.

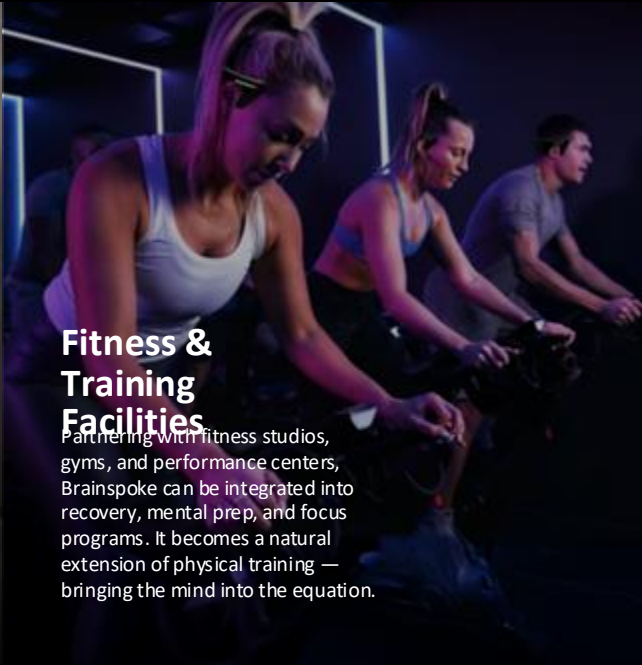


To strengthen brand credibility and expand our reach, we're building strategic partnerships with like-minded brands and institutions that share our commitment to performance, wellness, and innovation.



Co-working Spaces & Corporates

We're partnering with co-working spaces and progressive companies to bring the Presence Room into their offices, giving people a chance to experience Brainspoke in their everyday environment. Exclusive perks can then lead to ownership.



Fitness & Training Facilities

Partnering with fitness studios, gyms, and performance centers, Brainspoke can be integrated into recovery, mental prep, and focus programs. It becomes a natural extension of physical training — bringing the mind into the equation.



Wellness & Mindfulness Events

In collaboration with meditation studios and wellness retreats, Brainspoke can be used as a guided tool to help participants deepen their practice and measure their mental presence in real time. This not only enhances the experience but positions Brainspoke as essential for modern mindfulness.

OUR ROADMAP



STRATEGIC
INVESTMENT

STRATEGIC ALLIANCES &
ORGANIZATIONAL CHART

Alphie Holding Pte. Ltd.



To incorporate
entity by Sep'25

Strategic
Partnership

BrainSpoke US, Inc.

BrainSpoke Lab Co., Ltd.

Araya Retreat Group Co., Ltd.

BrainSpoke JP

CoolTouch



MARKET COMPARISON ANALYSIS

		Device	Key Features	Product	Company Valuation	Revenue	Funding Raised
No Device (Application only)	 		Guided meditations, sleep stories, music for stress reduction		\$2 Billion (as of 2023)	\$300 Million (as of 2023)	\$218 Million over 8 rounds (as of 2020)
			Guided meditations, mindfulness exercises, sleep content		\$3 Billion (as of 2023)	\$195 Million (as of 2023)	\$320 Million over 13 rounds (as of 2023)
No Sensors			Open-ear audio products using Bone Conduction and DualPitch technologies		N/A	\$5.8 Million (as of 2024)	\$695,000 over 1 rounds via crowdfunding (as of 2015)
EEG device but can't go mainstream	    		EEG-based brainwave monitoring, sleep tracking, biofeedback		\$58 Million (as of 2022)	\$14.5 Million (as of 2023)	\$41.26 Million over 7 rounds (as of 2022)
			Focuses on EEG-based brainwave monitoring.		N/A	\$9.5 Million (as of 2023)	\$18.4 Million over 7 rounds (as of 2023)
			EEG monitoring, cognitive training, brainwave analytics		N/A	\$12.7 Million (as of 2023)	\$10 Million over 4 rounds (as of 2024)
			NIRS sensors, neurofeedback, cognitive enhancement exercises		\$24 Million (as of 2023)	\$3 Million (as of 2023)	\$8.21 Million over 4 rounds (as of 2021)
			EEG-based stress monitoring, biofeedback, relaxation exercises		\$52 Million (2024 estimation)	\$5.3 Million (as of 2023)	\$12 Million over 1 rounds (as of 2024)
ECG Device			HRV analysis, a readiness score for holistic health optimization.		\$5.2 Billion (as of 2024)	\$225 Million (as of 2023)	\$200 Million Series D Funding Round (as of 2024)
Fusion (ALL) Sensors			EEG-powered brainwave monitoring combined with adaptive audio for enhanced mindfulness		\$40 Million (as of 2025)	N/A	\$2.019 Mil Seed Funding Round (as of 2025)

PRICING POSITIONING



USD70 a year

Non-Device

USD199 to USD700 per device

Toy & Accessory Gadget



USD499

Lifestyle & Quality Position



- Optimal accuracy and reliability
- High priority on user experience with a user-friendly design
- Stylish and fit for everyday use

The ideal
customer choice

USD15,000-50,000

Medical-Grade Devices



- No tracking / feedback
- No interactivity
- Repetitiveness of content
- Traditional content approach

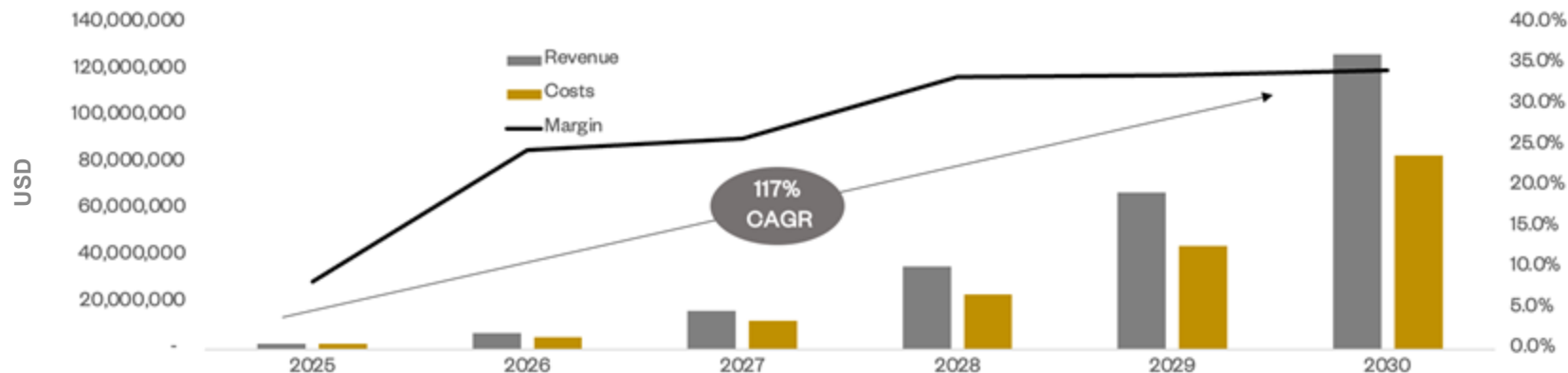
- Limited accuracy and reliability
- Bulky setups
- Not designed for out-of-home usage

- High price points
- Needs high level of technology expertise to use
- Non-user-friendly

5 YEAR REVENUE PLAN

BRAINSPOKE FINANCIAL PROJECTION	2025	2026	2027	2028	2029	2030
Online channel						
Number of campaigns per year		7	12	15	20	25
Target volume per campaign		1,800	2,250	3,375	5,062	7,593
Total target volume from Online channel		12,600	27,000	50,625	101,240	189,825
Target revenue from online channel (USD)		6,287,400	13,473,000	25,261,875	50,518,760	94,722,675
Retail channel						
Number of retail partners		25	62	156	390	800
Target volume/retail partner		80	80	80	80	80
Total volume from Retail channel		2,000	4,960	12,480	31,200	64,000
Target revenue from retail channel (USD)		998,000	2,475,040	6,227,520	15,568,800	31,936,000
Salesforce						
Number of Agents		1,000	2,000	3,000	4,000	5,000
Target Volume for agent		10	10	10	10	10
Target revenue from event channel (USD)		4,990,000	9,980,000	14,970,000	19,960,000	24,950,000
Application Subscription						
Subscription fee per month (USD)		5	5	5	5	5
Enterprise Client		100	280	784	1,190	2,190
Average Employee per Enterprise		250	250	250	250	250
Total Employee subscription (B2B)		25,000	70,000	196,000	297,500	547,500
Subscription fee per year (USD)		60	60	60	60	60
Total active target Subscription (B2C)		2,052	6,846	13,911	25,739	43,469
Total subscription income (USD)		1,623,120	4,610,760	12,594,660	19,394,340	35,458,140
Total target USER		27,052	76,846	209,911	323,239	590,969
Revenue (USD)	13,898,520	30,538,800	59,054,055	105,441,900	187,066,815	
Valuation 10*Revenue	140,000,000	300,000,000	600,000,000	1,000,000,000	2,000,000,000	

FINANCIAL GROWTH TRAJECTORY



2025 - Seed

USD 3 Million
USD 30M valuation

Launch

2026 - Series A

USD 10 Million
USD 100M valuation

Accelerate

2028 Series B

USD 30 Million
USD 500M valuation

Scale

2030 Series C

USD 100 Million
USD 2B valuation

Globalize

BRIDGE ROUND INVESTMENT OPPORTUNITY

Investment Offer

USD 5 Million

Equity Offer

10.0%

Post Money Valuation

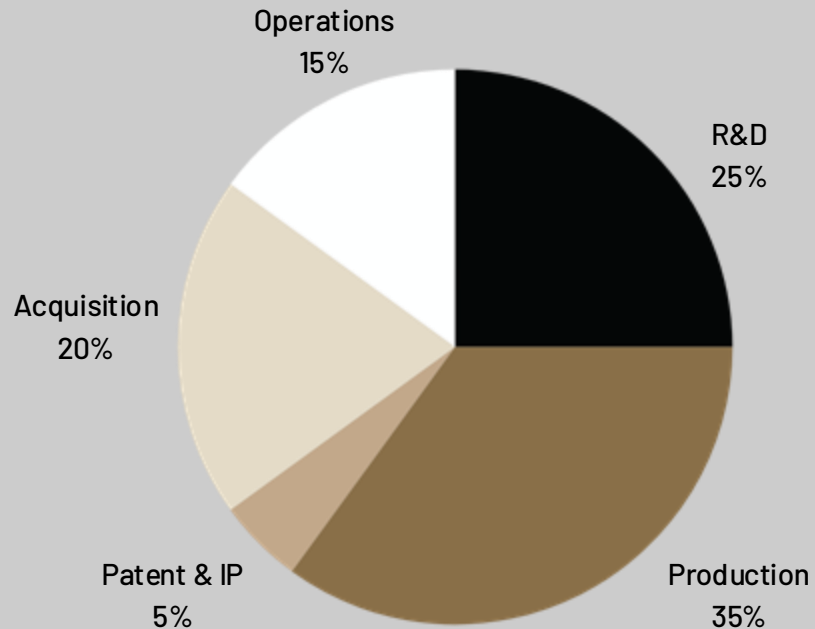
USD 50 Million

Minimum Stake

USD 100K

Closing Date

Q4 2025





BRAINSPOKE

Thank You

chimun@alphieholding.com