CLIFZY

ONE MORE EPISODE.

THE NEXT BIG STORY IS SHORT.

An early-stage venture at the intersection of powerful storytelling, mobile viewing and a growing short-drama market.



01 / THE HOOK

02 / THE NEXT CHAPTER



POWERFUL STORIES. GLOBAL AMBITION.

01 **Storytelling at the centre**

Original serialized drama built around emotional hooks and cliffhangers.

02 **An in-house creative engine**

Our creative and production teams shape the story from script to screen.

03 **A platform to build on**

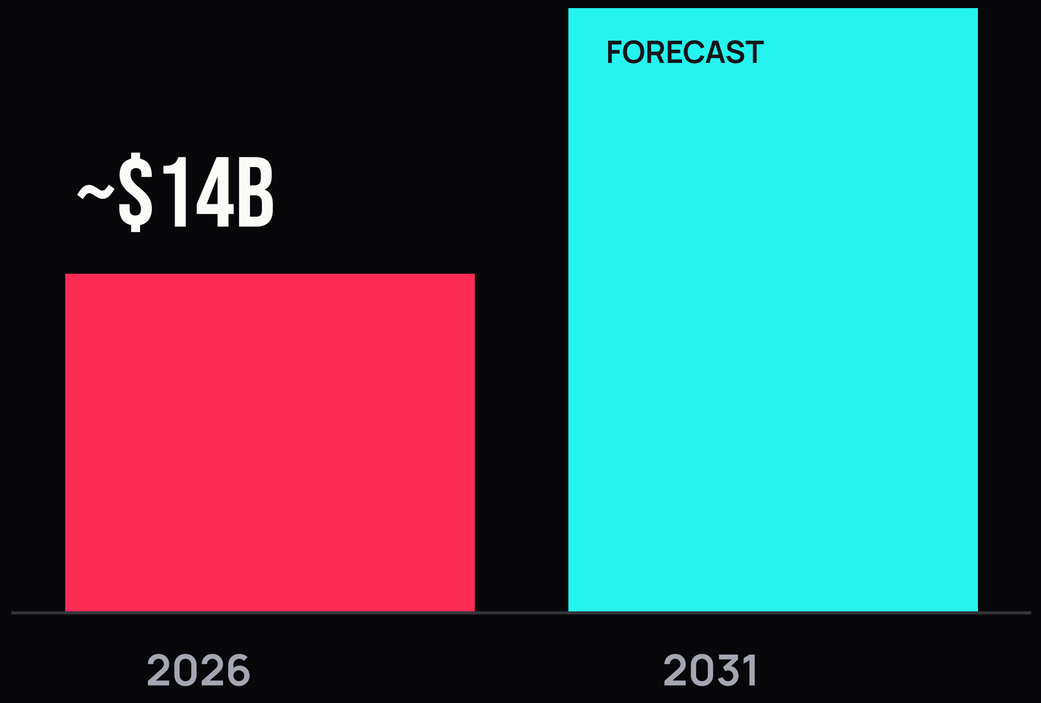
The early web experience exists. Next: content, product completion and audience growth.

Why Clifzy

Story-led.
Mobile-first.
Creative-led.

A global entertainment ambition, built one episode at a time.

A GLOBAL CATEGORY.
A LARGER NEXT CHAPTER.



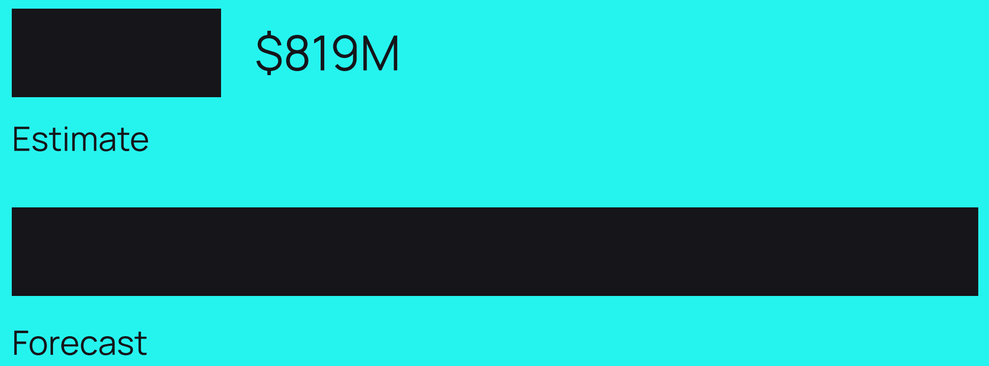
~$25B

Projected global revenue by 2031

Including China. Industry forecast,
not CLIFZY revenue.

ONE MARKET. BILLIONS IN POTENTIAL.

US REVENUE / USD BILLIONS



$3.8B

US market forecast for 2030

Media Partners Asia's 2025 outlook.

VIEWERS ARE ALREADY PAYING.

~$750M

Q1 2026

Global short-drama app in-app purchase revenue

DramaBox

~$140M

Estimated quarterly in-app purchase revenue

ReelShort

~$140M

Estimated quarterly in-app purchase revenue

THE FORMAT

SMALL SCREEN. BIG FEELING.



01 / DISCOVER

A hook that stops the scroll.



02 / CONNECT

Characters worth following.



03 / CONTINUE

A reason to watch one more.

POWERFUL STORYTELLING. FROM SCRIPT TO SCREEN.

Our stories. Our creative engine.

01
SCRIPT
Story, characters and episode hooks

02
PRODUCE
Cast, crew and shoot

03
EDIT
Pace, sound and cliffhangers

04
RELEASE
Publish, learn and refine

Founder-reported in-house creative and production team. Lower production cost is an objective to prove through pilot budgets.

THE BUSINESS MODEL

ONE STORY WORLD. THREE REVENUE PATHS.

01

EPISODE UNLOCKS

Coins or one-time purchases for selected premium episodes.

02

SUBSCRIPTIONS

Recurring access for viewers who choose a paid plan.

03

ADVERTISING

An ad-supported viewing option alongside paid access.

THE WEB EXPERIENCE IS BUILT.

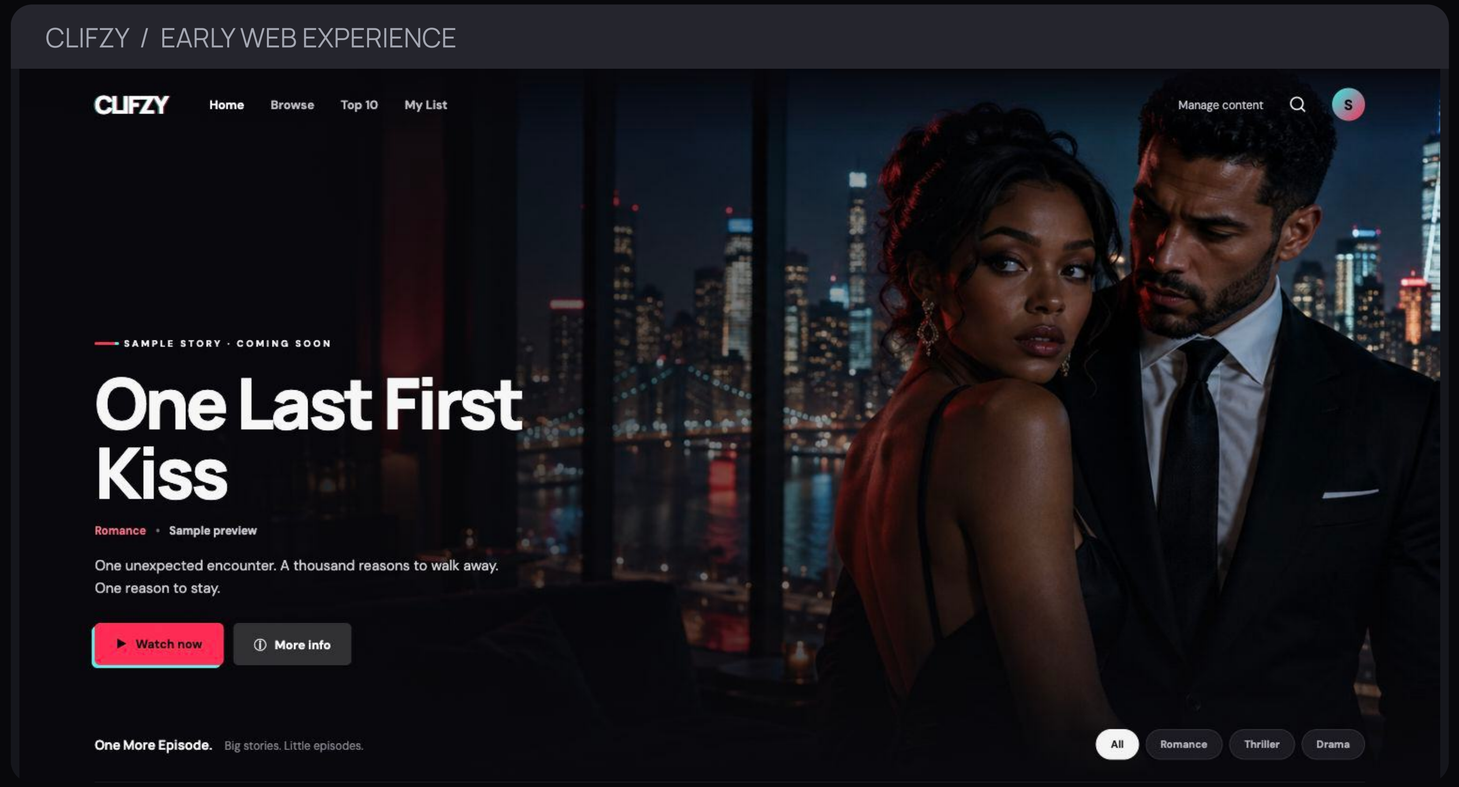
Step inside Clifzy.

An early web experience with sample content and a content-management foundation.

Android and iOS source prototypes exist. App builds and releases are incomplete.

EXPERIENCE THE PLATFORM

Accounts, billing, video protection and production testing remain to be completed.



GLOBAL AMBITION. FOCUSED FIRST STEPS.

01

TEST THE HOOK

Pilot stories and short edits.
Learn which premises earn attention.

02

FIND THE AUDIENCE

Organic video, partnerships and controlled paid distribution tests.

03

FOLLOW THE EVIDENCE

Measure completion, return viewing and willingness to pay.

SELECT INITIAL MARKETS USING OBSERVED RESPONSE AND ACQUISITION COSTS.

EARN THE RIGHT TO SCALE.

01	ACQUIRE	Cost per acquired viewer First-episode viewing rate	Can the story earn attention at a viable acquisition cost?
02	CONVERT	Paid conversion Net revenue per paying viewer	Will viewers pay for the next chapter?
03	RETAIN	Return viewing • content margin Cohort contribution • payback	Does repeat viewing support sustainable economics?

THE EXECUTION PLAN

BUILD. TEST. THEN EXPAND.

Capital should unlock evidence, not just activity.

01

PILOT STORIES

Finalize rights and pilot budgets. Produce and test hooks.

02

COMPLETE PRODUCT

Finish accounts, billing, protection and app release work.

03

VALIDATE ECONOMICS

Measure cohorts, contribution and payback before scaling.

WHAT THE CAPITAL UNLOCKS

BACK THE STORIES. BUILD THE AUDIENCE.

01 / PRODUCT + CONTENT

FINISH THE PLATFORM. PRODUCE THE FIRST STORIES.

Core product completion, rights, scripts, production and post-production.

02 / AUDIENCE

FIND THE RETURNING VIEWER.

Creative tests, distribution experiments and measured acquisition.

PROPOSED INVESTMENT

THE NEXT CHAPTER NEEDS ITS FIRST CAPITAL.

$1M

Target raise

Under the proposed terms, investors would receive an ownership stake in CLIFZY.
Any future return depends on company performance and applicable investment terms.
Returns are not guaranteed. No fixed monthly return is promised.
Issuer, ownership structure and investor rights remain to be finalized.

UP TO 20%

Proposed equity allocation

$50K PER 1%

Indicative proposed pricing

WHAT STILL NEEDS TO BE PROVEN

A CLEAR VIEW OF THE RISKS.

01

AUDIENCE ECONOMICS

Demand, retention and paid conversion remain unvalidated. Acquisition costs and sustainable contribution are unknown.

02

CONTENT + PRODUCT

Rights, production budgets, accounts, billing, video protection and production testing need completion or verification.

03

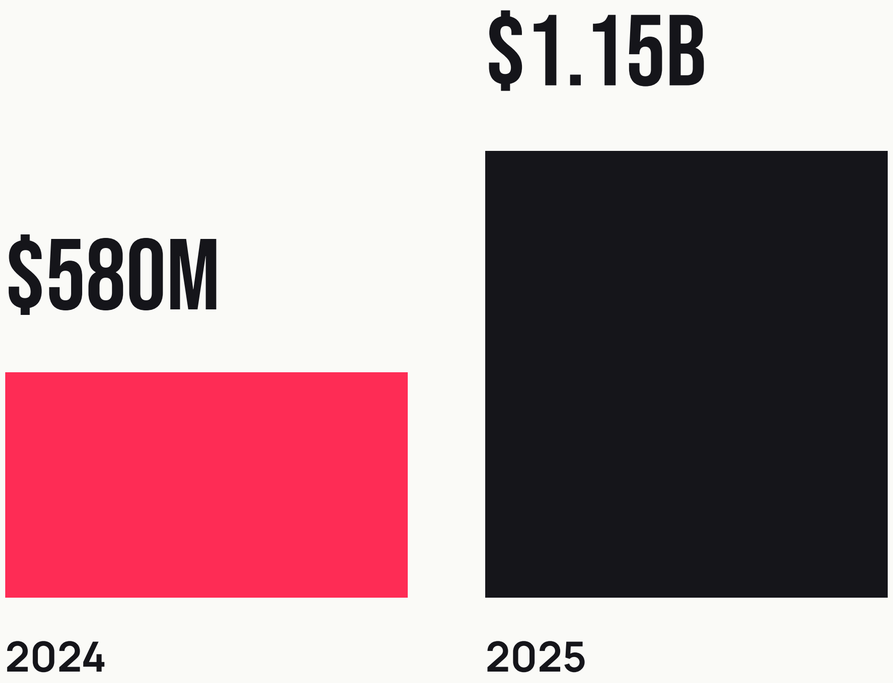
OWNERSHIP + STRUCTURE

The issuer, investor rights, ownership mechanics and relevant jurisdictional requirements remain to be finalized.

Investment is at risk. Returns and liquidity are not guaranteed.

SPENDING AND REACH.

ESTIMATED US CONSUMER SPENDING



84.2M

US app downloads in 2025

+58% year over year

Separate Owl & Co estimates use a different measurement basis. They are not combined with this Appfigures series.

THE SCALE OF ATTENTION.

850M+

Global short-drama app downloads

Q1 2026 • +140% year over year

~25

minutes per day

Average daily time spent in April 2026. +85% versus January 2025.

Downloads are not unique viewers. Estimates exclude pre-installs, re-downloads and third-party Android stores.

MEASURE THE COHORT. UNDERSTAND THE BUSINESS.

ACQUISITION COST	Marketing spend ÷ acquired viewers
PAID CONVERSION	Paying viewers ÷ acquired viewers
CONTRIBUTION	Net viewer revenue − variable cost per viewer
PAYBACK	Acquisition cost ÷ positive contribution per period

Use consistent cohorts and time periods. Net out refunds and fees. Payback assumes positive, stable contribution.

THE QUESTIONS THAT MATTER.

MATERIALS TO VERIFY

01 Script slate and content rights

02 Pilot budgets and proposed runway

03 Product demo and completion plan

04 Issuer, ownership and investor rights

Availability and completion of diligence materials must be confirmed.

SOURCE INDEX

01 / OMDIA
Global revenue forecasts · October 2026

02 / MEDIA PARTNERS ASIA
US forecast via exchange4media · 2025

03 / SENSOR TOWER
Short-drama app revenue, downloads and activity

04 / APPFIGURES
US short-drama app spending and downloads

05 / OWL & CO
Separate estimate via The Korea Herald

Together, let's build

THE NEXT BIG STORYTELLING PLATFORM.

invest@clifzy.com

REQUEST AN INVESTOR DISCUSSION

Experience the platform

