

TMTG

TRUMP MEDIA & TECHNOLOGY GROUP

COMPANY OVERVIEW

OCTOBER 2021

A Mission Driven Organization

TMTG will fight for the First Amendment protections and freedoms of all Americans, protect democracy, and defend capitalism.

Our Vision

TMTG aspires to create a media powerhouse to rival the liberal media consortium and fight back against the “Big Tech” companies of Silicon Valley, who have used their unilateral power to silence opposing voices in America. In January 2021, “Big Tech” (Facebook, Twitter, and others) began to forcibly silence President Donald J. Trump and many other conservative voices. This is unacceptable. If Big Tech can censor the President of the United States, then they can censor anyone. To counter this liberal bias and dangerous exercise of tech monopoly censorship, Donald J. Trump and **TMTG** intend to create a media and technology company rooted in social media, digital streaming, information technology infrastructure, and more. In the year 2021, the media pendulum has swung dangerously far to the left. **TMTG** intends to even the playing field.

Tech Monopoly Censorship Threatens Free Speech

What Happened to Freedom of Speech?

...Liberal tech media outlets flex unilateral power to silence opposing voices

**WHY AMAZON'S MOVE TO DROP
PARLER IS A BIG DEAL FOR
THE FUTURE OF THE INTERNET**

**Wikipedia co-founder Larry Sanger slams
the site's left wing 'woke' bias and claims
its days of 'neutrality are long gone'**

**FACEBOOK BANS PRESIDENT TRUMP
FROM POSTING FOR THE REST
OF HIS PRESIDENCY**

**Amazon Will Suspend Hosting
For Pro-trump Social Network**

**Stripe Stops Processing Payments
For Trump Campaign Website**

**APPLE SUSPENDS PARLER
FROM APP STORE**

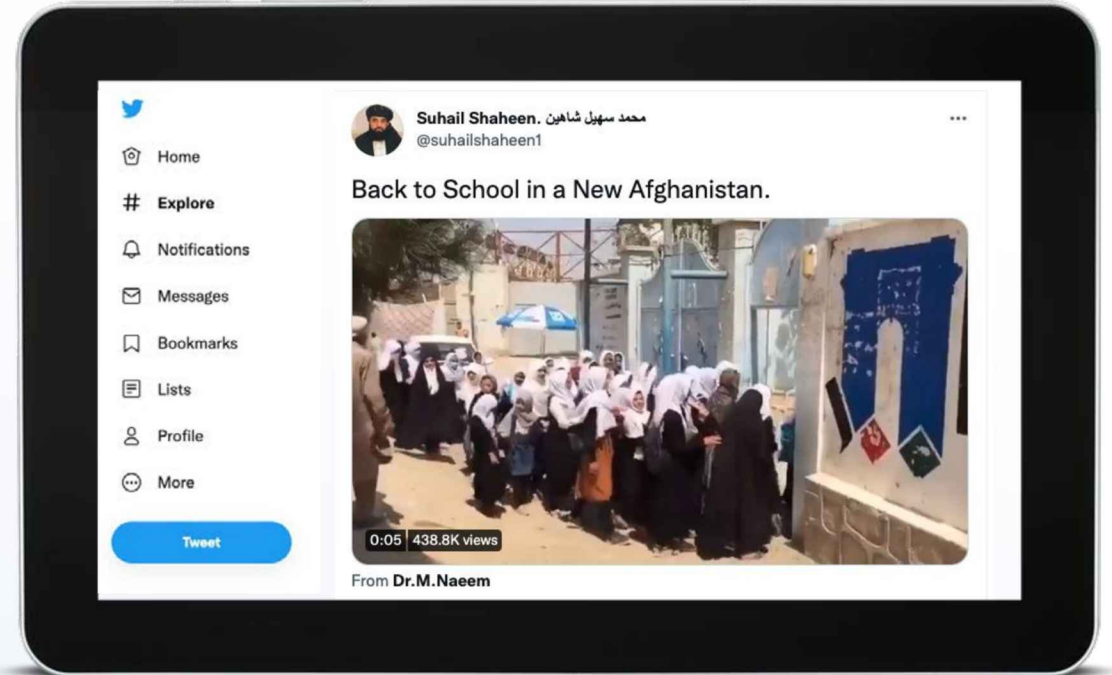
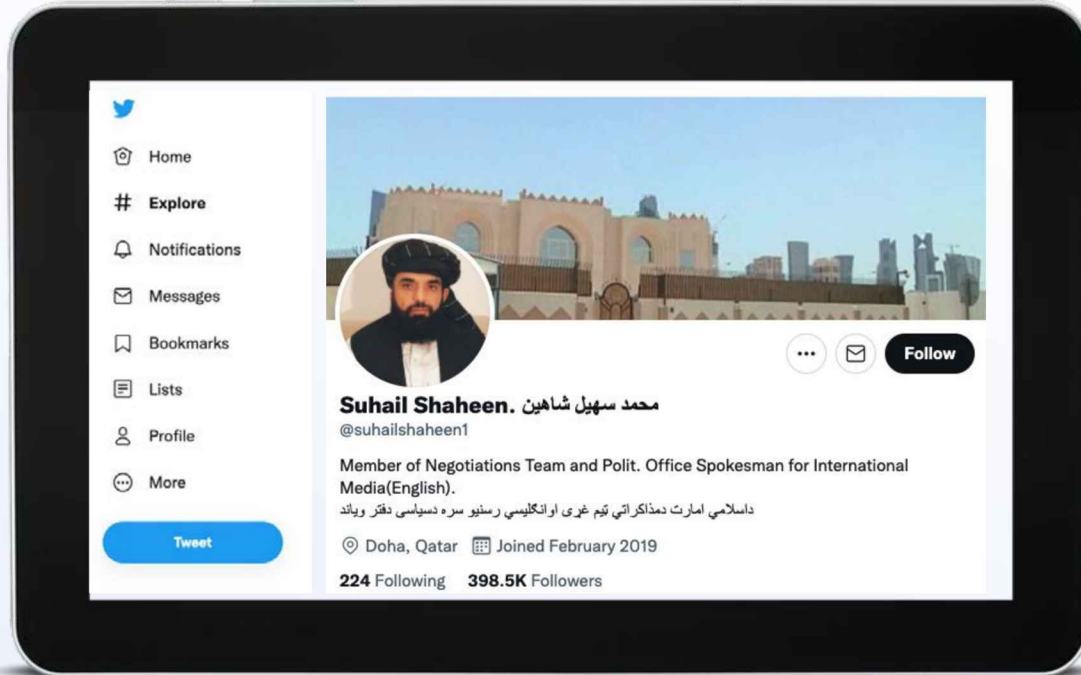
**TWITTER PERMANENTLY
BANS PRESIDENT TRUMP**

Other Freedoms Are At Risk

What Happened to America's Voice?

...Social media imbalance has dangerous consequences

Twitter **BANS** U.S. President | **MAINTAINS** Taliban Account



Market Opportunity To Disrupt Big Tech

What if digital media wasn't the **FAANG** monopoly?



TMTG

**TRUMP MEDIA & TECHNOLOGY GROUP
CORPORATE OVERVIEW**

Corporate Competitive Structure



The History of US Media – Political Segmentation

Newspapers, radio, and cable TV news have split along ideological lines. *Will social media soon follow?*

1790's-1850's Newspaper

By **1796**, two main political parties dominated the American landscape – Federalist Party and Democratic-Republican Party. Both parties had a completely separate network of newspapers, which catered to the political leanings of each constituency.

Starting with the **1849** California Gold Rush, the business model of new “Western” Newspapers was divided to such a degree that the new clients (i.e., Portland, Oregon) had a specific newspaper dedicated to differing political viewpoints.

1980's Radio

Starting in **1987** with President Reagan's removal of the Fairness Doctrine, radio stations became politically aligned.

August 1988
Rush Limbaugh launches the modern birth of conservative talk radio.

1990's Cable Television

June 1980
CNN launches.

July 1996
MSNBC launches.

October 1996
Fox News launches as the first conservative cable news competitor.

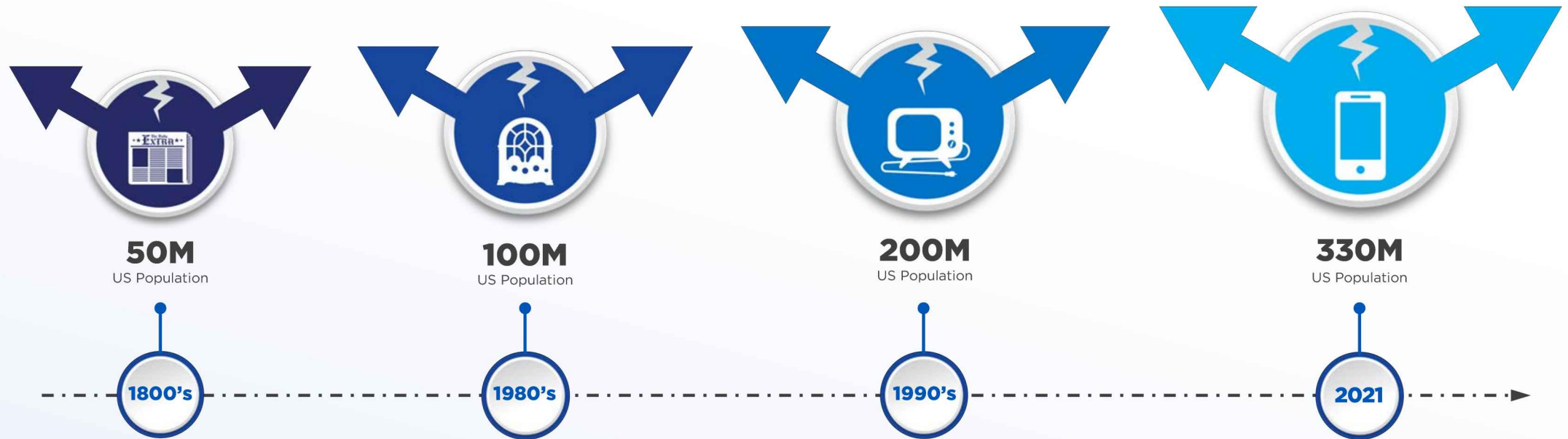
2021 Social Media

January 8, 2021
President Donald J. Trump is banned from Twitter.

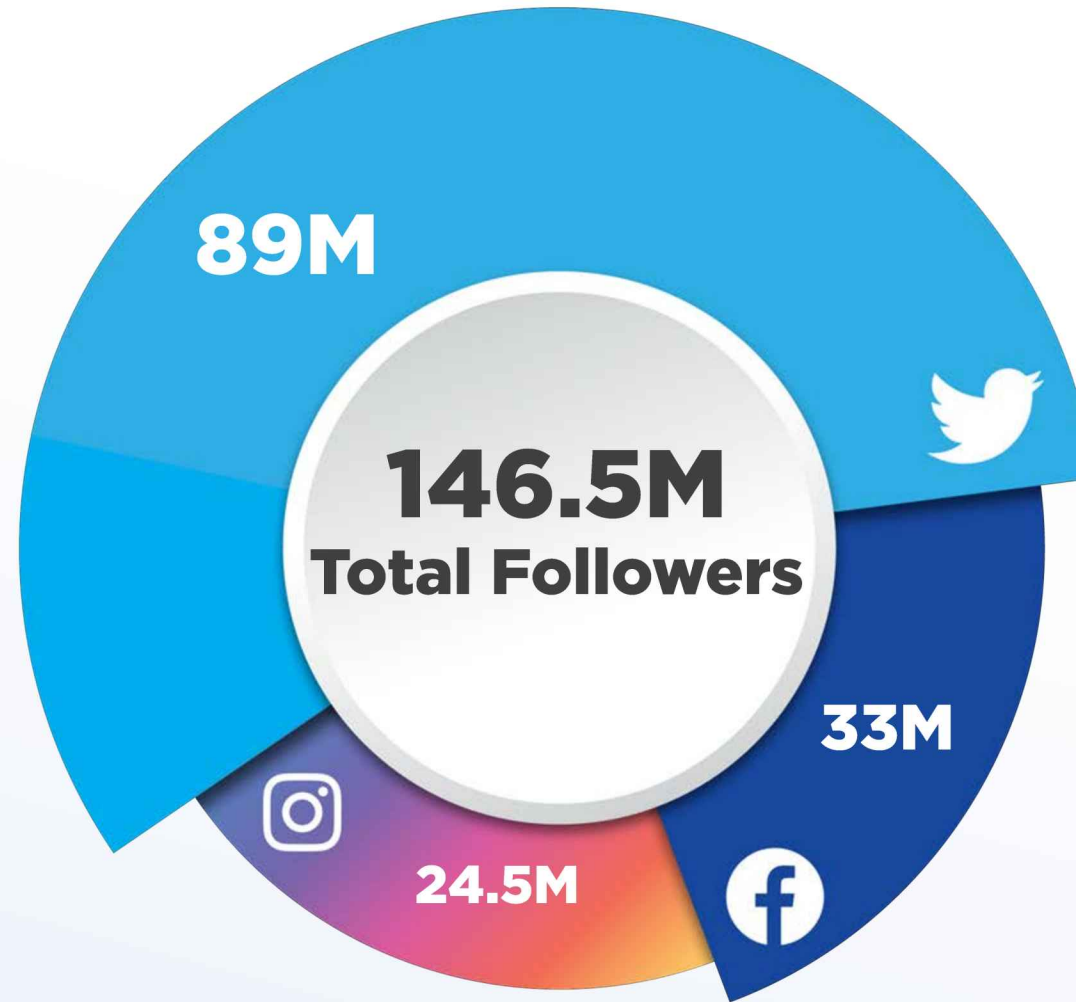
January 9, 2021
Parler, a conservative social media app, becomes the #1 most downloaded app before being forcibly removed from Apple and Google stores.

An Industry Ripe for Further Segmentation

TMTG will be a fountainhead of support for American freedoms as the first major rival to “Big Tech.”



Trump's Historic Social Media Following

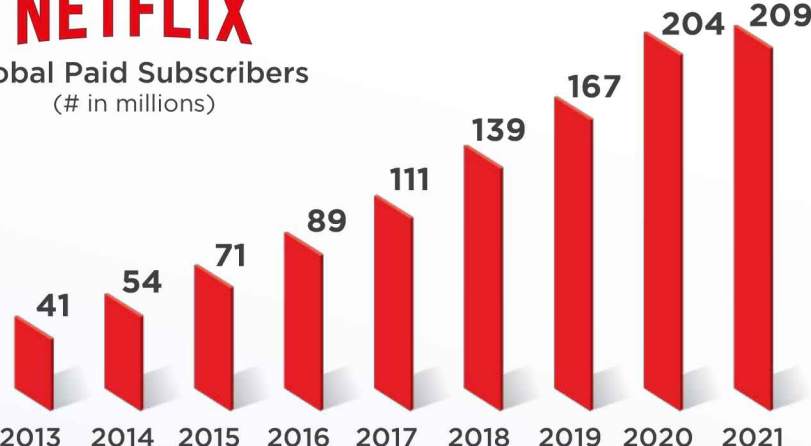


Sizing the Digital Audience

Potentially hundreds of millions of users

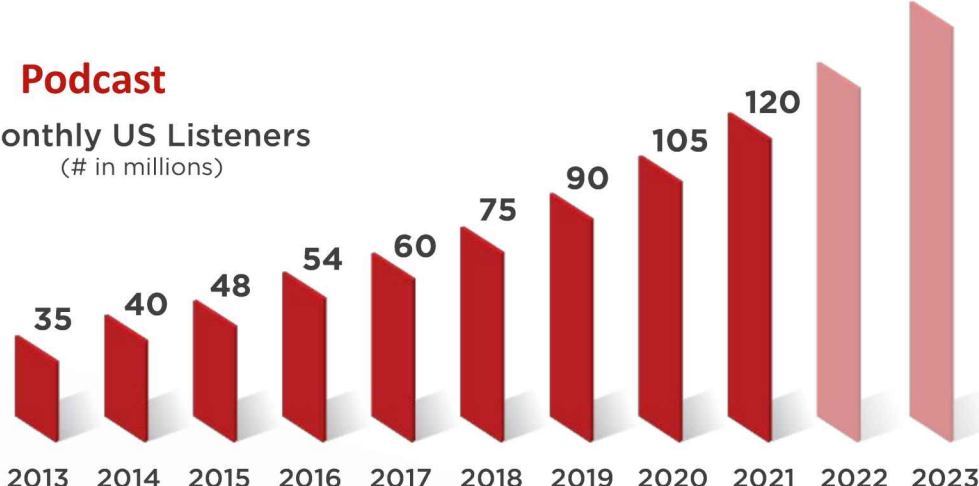
NETFLIX

Global Paid Subscribers
(# in millions)



Podcast

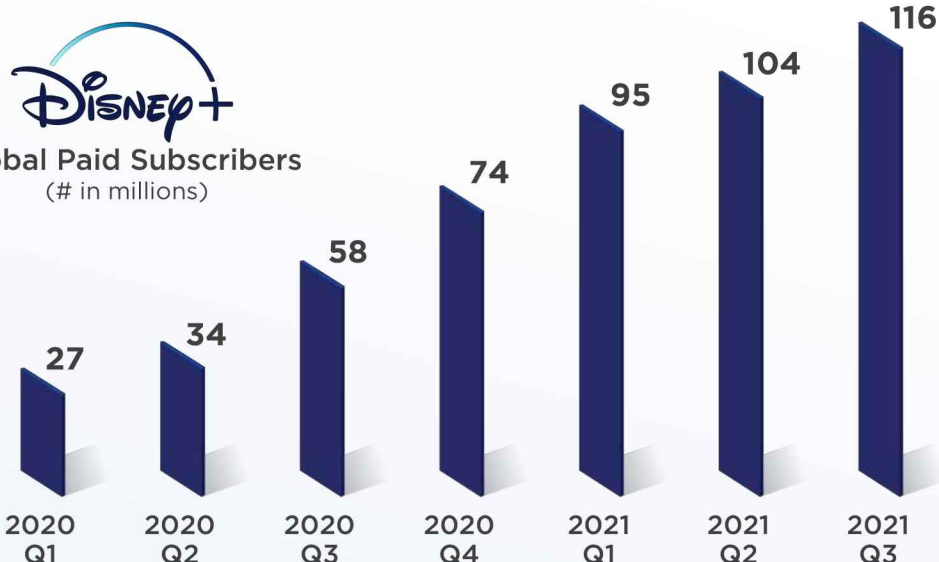
Monthly US Listeners
(# in millions)



Global Monetizable Users
(# in millions)



Global Paid Subscribers
(# in millions)



*Source: Company filings via www.sec.gov and Statista.com

A Massive Market Opportunity

Building a **“Non-Cancellable”** Global Community



Inclusive “Big-Tent” Approach

209M

Netflix
Subscribers

206M

Twitter
Monetizable Users

130M

iHeart
Registered Users
(Digital & Mobile)



TMTG

Subscribers | Users | Listeners



Liberal | Independent | Conservative

Trump's
Historic Following

89M

Twitter
Followers

33M

Facebook
Followers

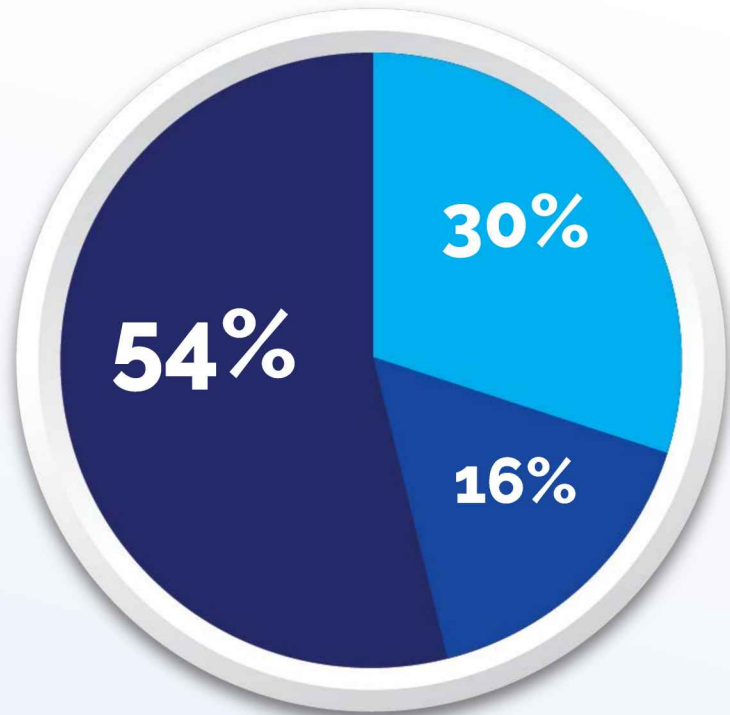
24.5M

Instagram
Subscribers | Users | Listeners

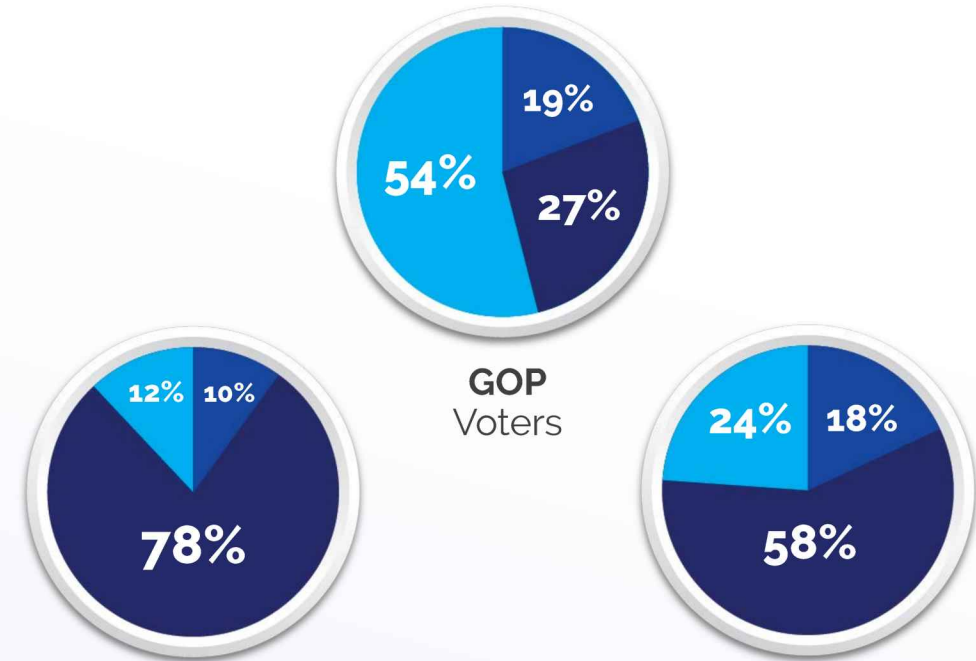
*Source: Company filings via www.sec.gov and Statista.com

“One-third would use a Trump-backed Social media platform” - THE HILL

Would you use a social media platform that was backed by former President Donald Trump?



● YES ● NO ● MAYBE



DEM Voters

GOP Voters

INDP. Voters

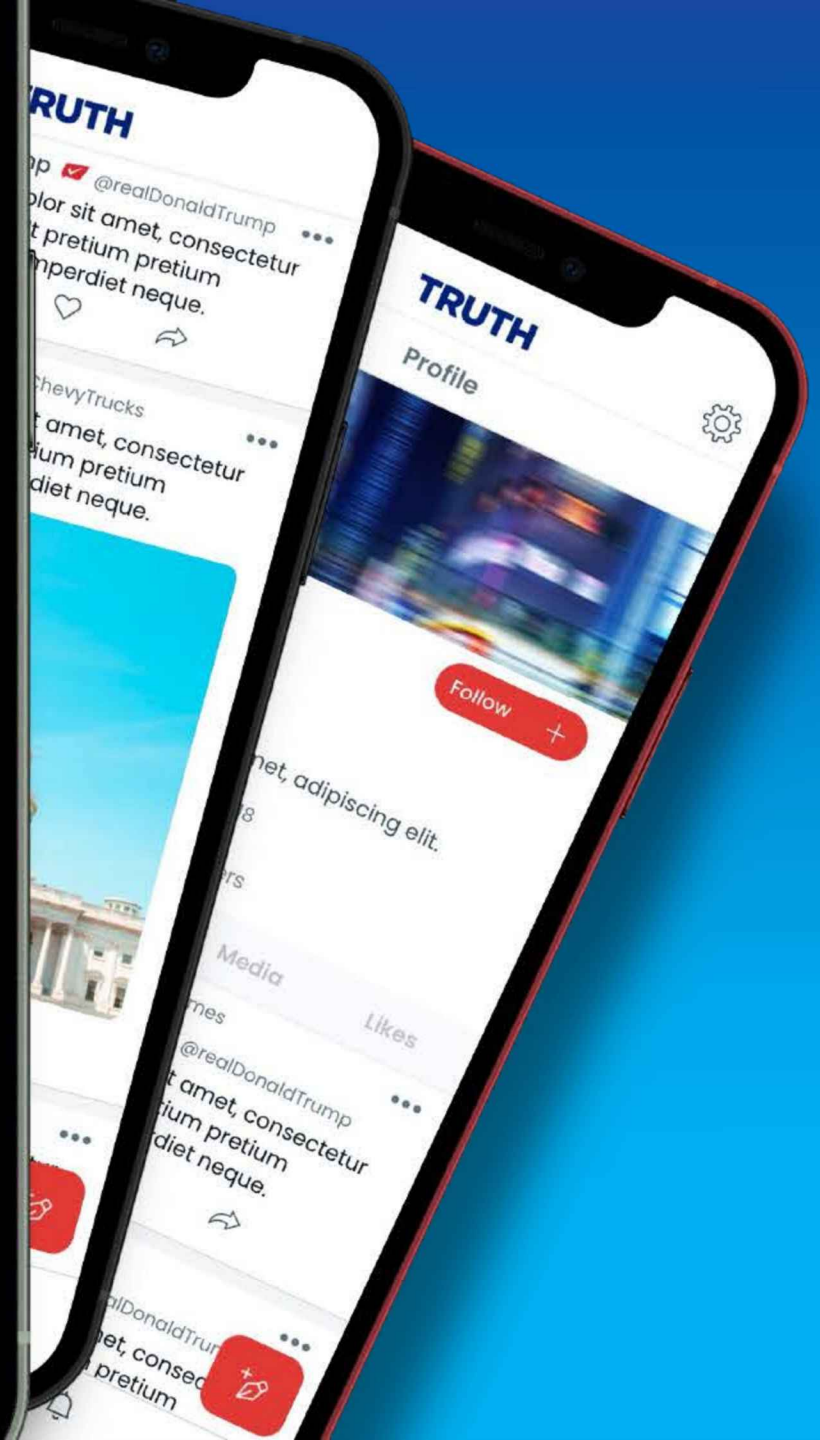
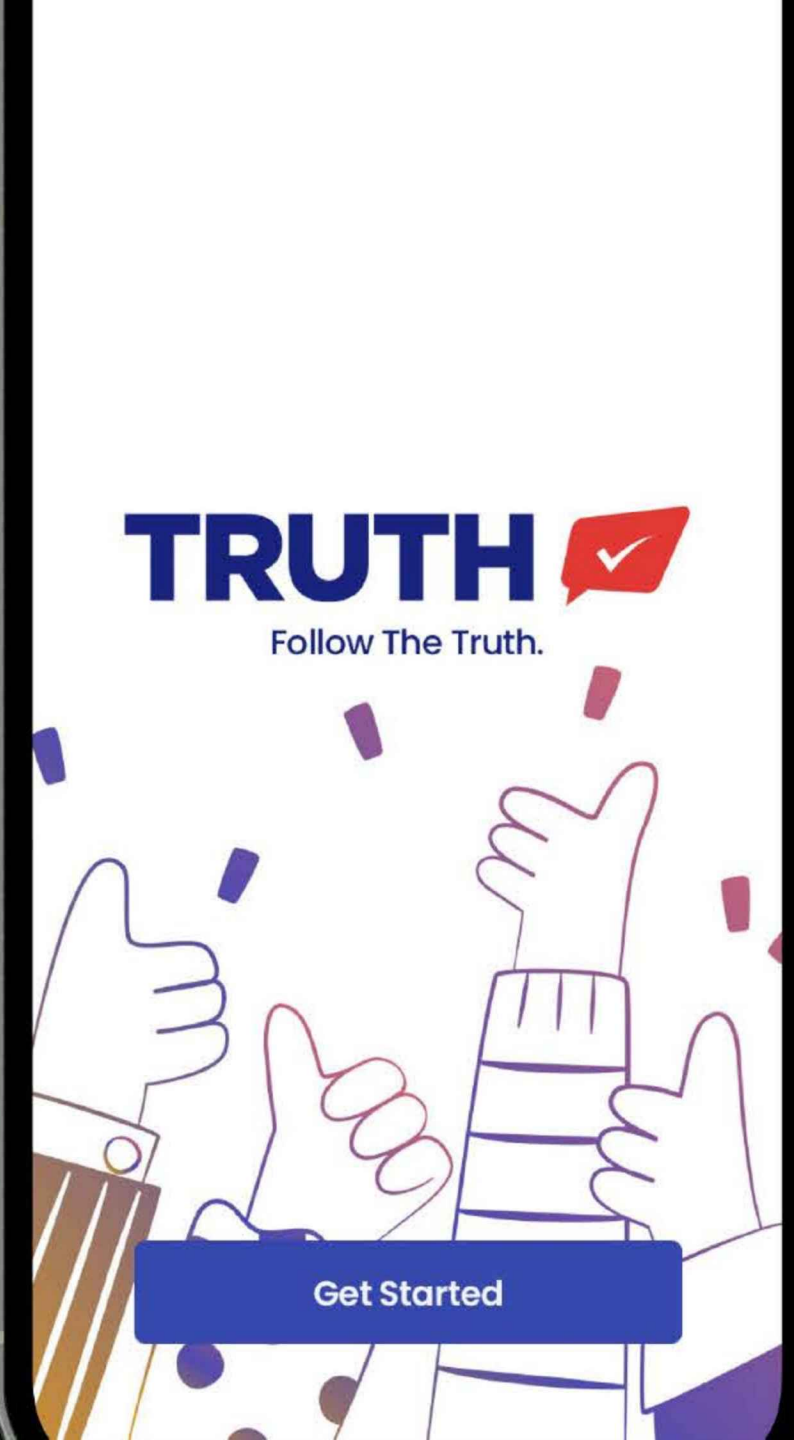
● YES ● NO ● MAYBE

Source: The Hill • March 30, 2021

Galvanizing A Conservative Media Universe



TMTG has the opportunity to galvanize | unify the fragmented “non-Big Tech” universe.



TRUTH Social Mission

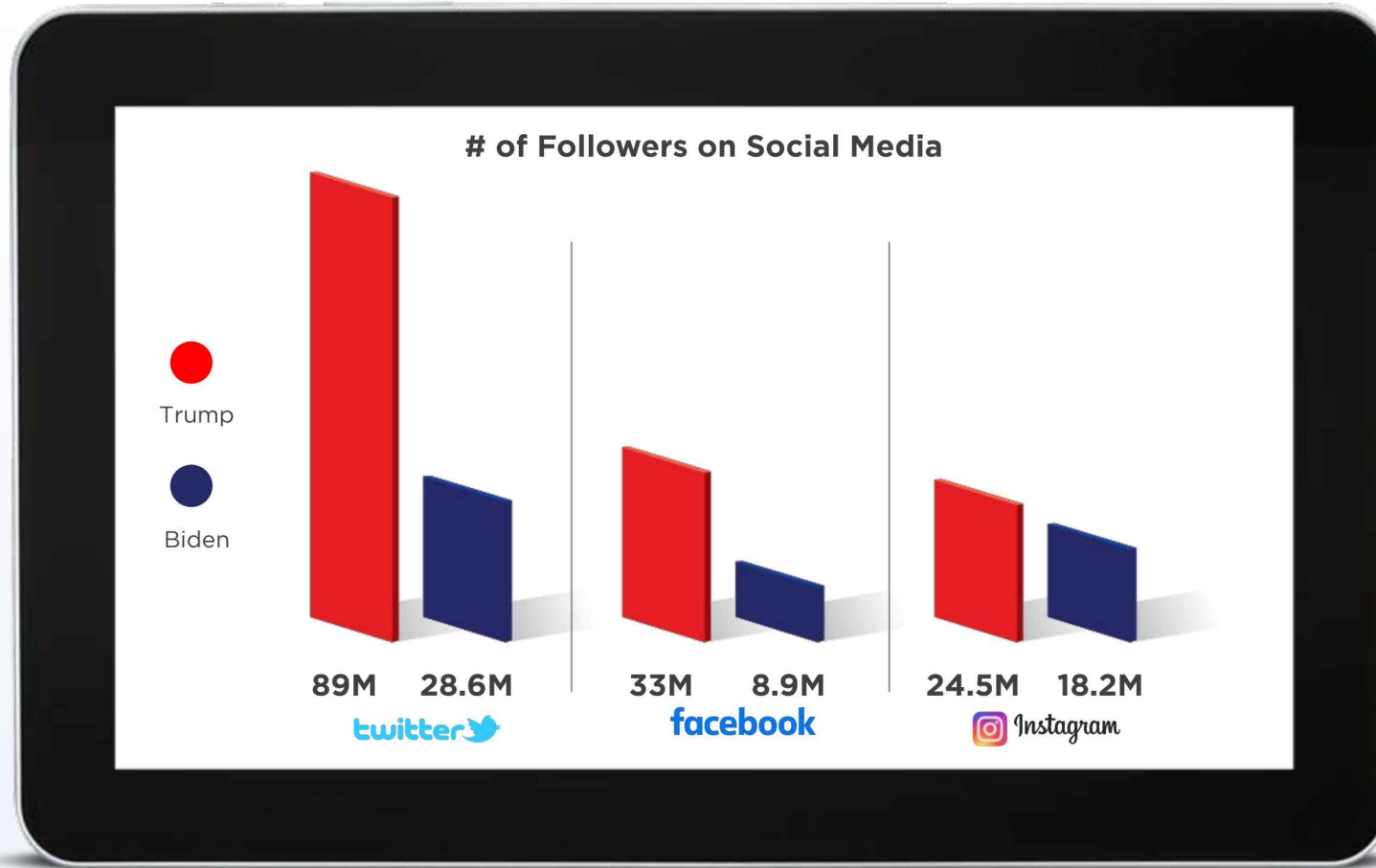
TRUTH Social is America’s “big tent” social media platform that encourages an open, free, and honest global conversation without discriminating against political ideology.

Our Aspiration

TRUTH Social was built to provide a “big tent” alternative to existing social media platforms that are dominated by the big tech monopoly (Twitter and Facebook). While initial users will be catalyzed by the existing Trump universe, the future of the platform audience lies in being open and inviting to a wide range of ideologies. Content from news and politics to sports, comedy, and entertainment aims to unite independents, liberals, libertarians, and conservatives alike.



Conservative Following Could Provide Catalyst For TRUTH Social Growth

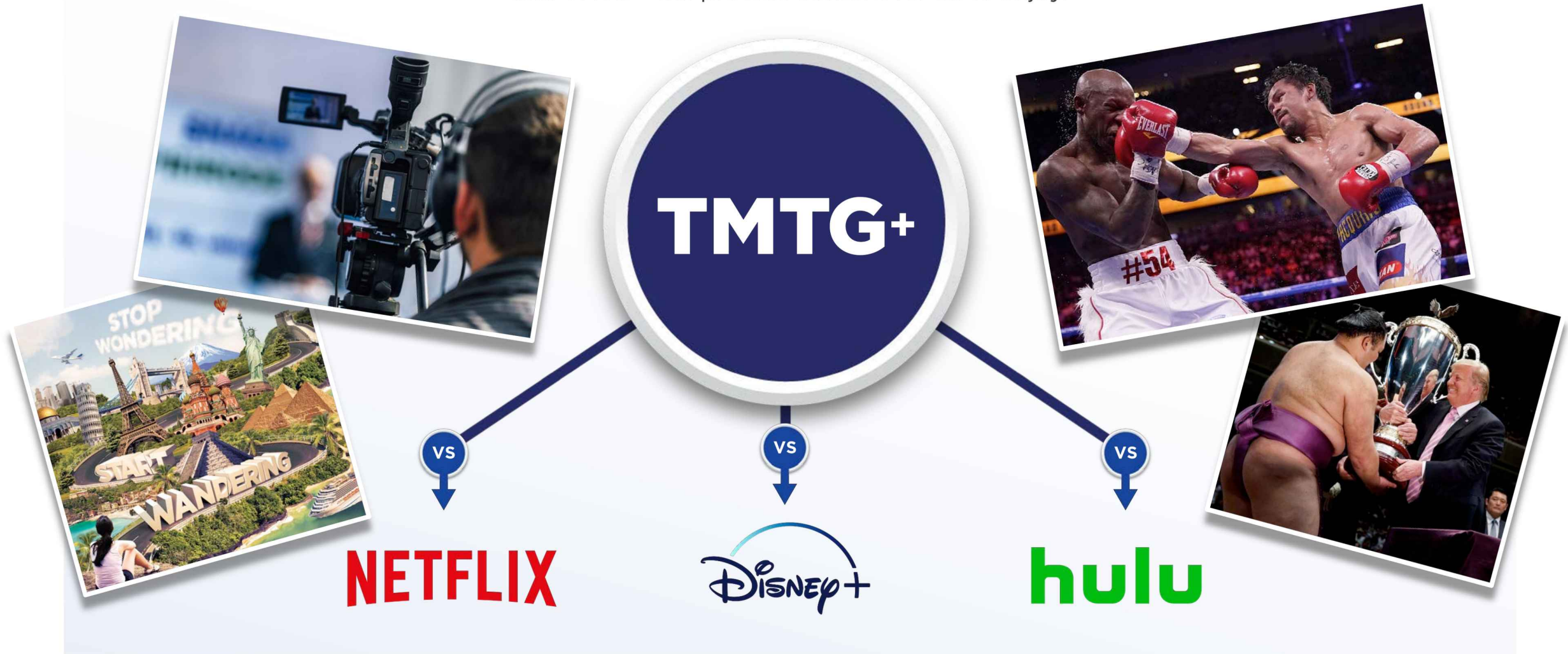


TMTG+

On-Demand Programming

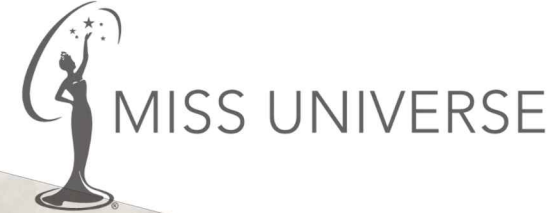
What is TMTG+?

TMTG+ is an on-demand streaming service that will provide news, big-tent entertainment, exciting documentaries, sports programming, and more. The American public is seeking “non-woke” entertainment, and TMTG+ will provide content for all to enjoy.



History of President Trump's Entertainment Success

THE APPRENTICE



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