

INVESTOR UPDATE

24-JULY-2024

The logo for CRAVE features a stylized orange 'C' with a white swoosh, followed by the word 'RAVE' in a bold, dark brown sans-serif font.

CRAVE

Prepared by:
Charles Chong





EXECUTIVE SUMMARY



CRAVE'S OFFICIAL RELEASE

ON THE **APPLE APP STORE**



OUR FOODIE COMMUNITY ON INSTAGRAM



@thefoodiegeng
@thealleater
@joshyeatsss
@estherfooddiaryy
@hungry_potatoo
@sc.foodigram
@hungrypammy

Are now part of the foodie community!

hungry_potatoo
568 posts 28.9K followers 51 following
Hungry Potato 🇲🇾
Digital creator
Actually honest & unbiased food reviews only
Invites/collabs are labelled as 'Paid partnership'
www.xiaohongshu.com/user/... and 1 more

hungrypammy
1,440 posts 1,414 followers 609 following
CallMeFatty
Food lover. Amateur cook. Occasional baker.
#pamisalwayshungry

sc.foodigram
115 posts 700 followers 330 following
Selina eats in MY 🇲🇾
Personal blog
i hunt for food and share for fun 🍴
bagels | sourdough | pastries | matcha | coffee
*currently in KL

thefoodiegeng
382 posts 6,791 followers 774 following
KL FOODIE 🍔 👤 she/her
thefoodiegeng
Personal blog
Carmen | 🇲🇾 | 📍 KL
Tiktok: thefoodiegeng (1.5M likes)
"life is a combo of magic and food 🍷"
- good food and honest reviews only! ❤️ more
www.tiktok.com/@thefoodiegeng

thealleater
1,123 posts 15.8K followers 2,508 following
KL FOODIE • FOOD CONTENT CREATOR ❤️
thealleater
Digital creator
Discover good eats with me! 🍷
Self captured 📸
🇲🇾 in 🇲🇾 | 📍 KL-SGR
DM for review/collabs/invites! 🙌
linktr.ee/thealleater

estherfooddiaryy
258 posts 2,073 followers 154 following
Esther | KL foodie | Easy Food Recipes | Food Review
Food & Drink
Homecafe | Food Recipe | Food Review
DM for collabs/invites/chats 🗨️🗨️🗨️
Honest Reviews only ❤️
@estherphotography

joshyeatsss
186 posts 4,915 followers 476 following
Josh | KL Foodie - Malaysian food & travel bro
❤️ Blessing your mood with good food, fam & fun!
★ Bars | Cafes | Events | Staycay | ESFJ-T
📧 DM for collab/invites/to be friends homie!
🏠 PJ more
www.tiktok.com/@joshyeatsss?_t=8WC1cZR...

USING FOODIES TO CREATE A COMMUNITY

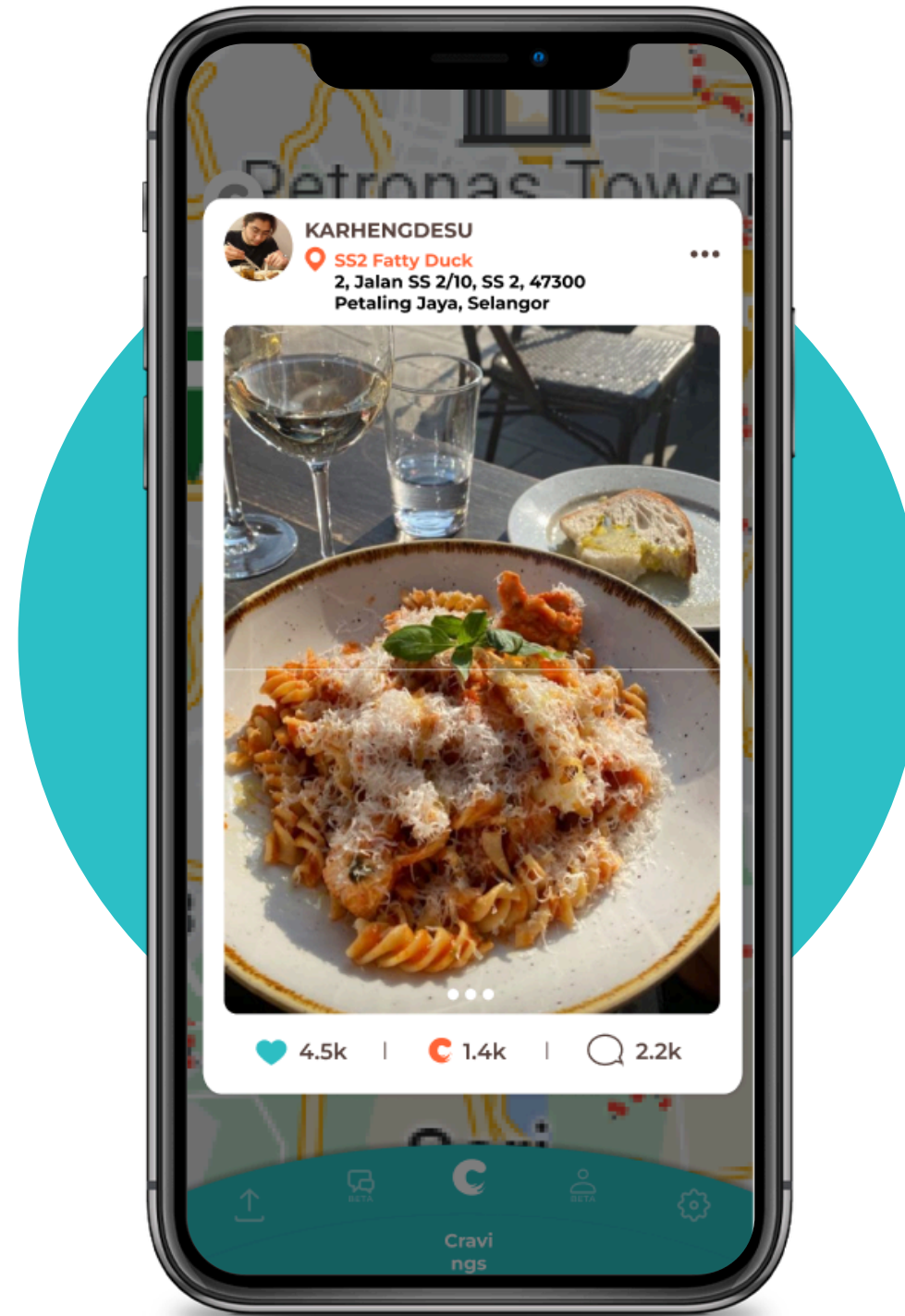
BY DOING SPONSORED COLLABORATIONS



Community of foodies



Sponsored collaboration
of RM 200 a month



Upload minimum 10
photos a month



Upload existing photos
from gallery



To facilitate expansion of
Crave's database



30+ FOOD SPECIFIC DATA ENTRIES

FOR USERS TO FIND THEIR CRAVED MEALS



The image displays three overlapping cards representing food data entries for Kuala Lumpur. Each card features a map snippet, a food image, a circular count, and a red bar with the CRAVE logo and a number.

- Top Card:** Map snippet of KAMPUNG BARU. Food image: Chocolate dessert. Count: 92. Red bar: CRAVE 236.
- Middle Card:** Map snippet of KUALA LUMPUR (Petronas Twin Towers area). Food image: Roasted duck. Count: 70. Red bar: CRAVE 190.
- Bottom Card:** Map snippet of BUKIT BINTANG. Food image: Beef dish. Count: 90. Red bar: CRAVE 320.

At the bottom of the bottom card, the text "What are you craving?" is displayed in white on a teal background.

An addition of more than 30 types of food to help users find more food variety

4 NEW OFFICIAL PARTNERS OF CRAVE

INCLUDING XILNEX, PARIS BAGUETTE, BOOST JUICE BARS AND KRISPY KREME DONUTS



UPCOMING UPDATES

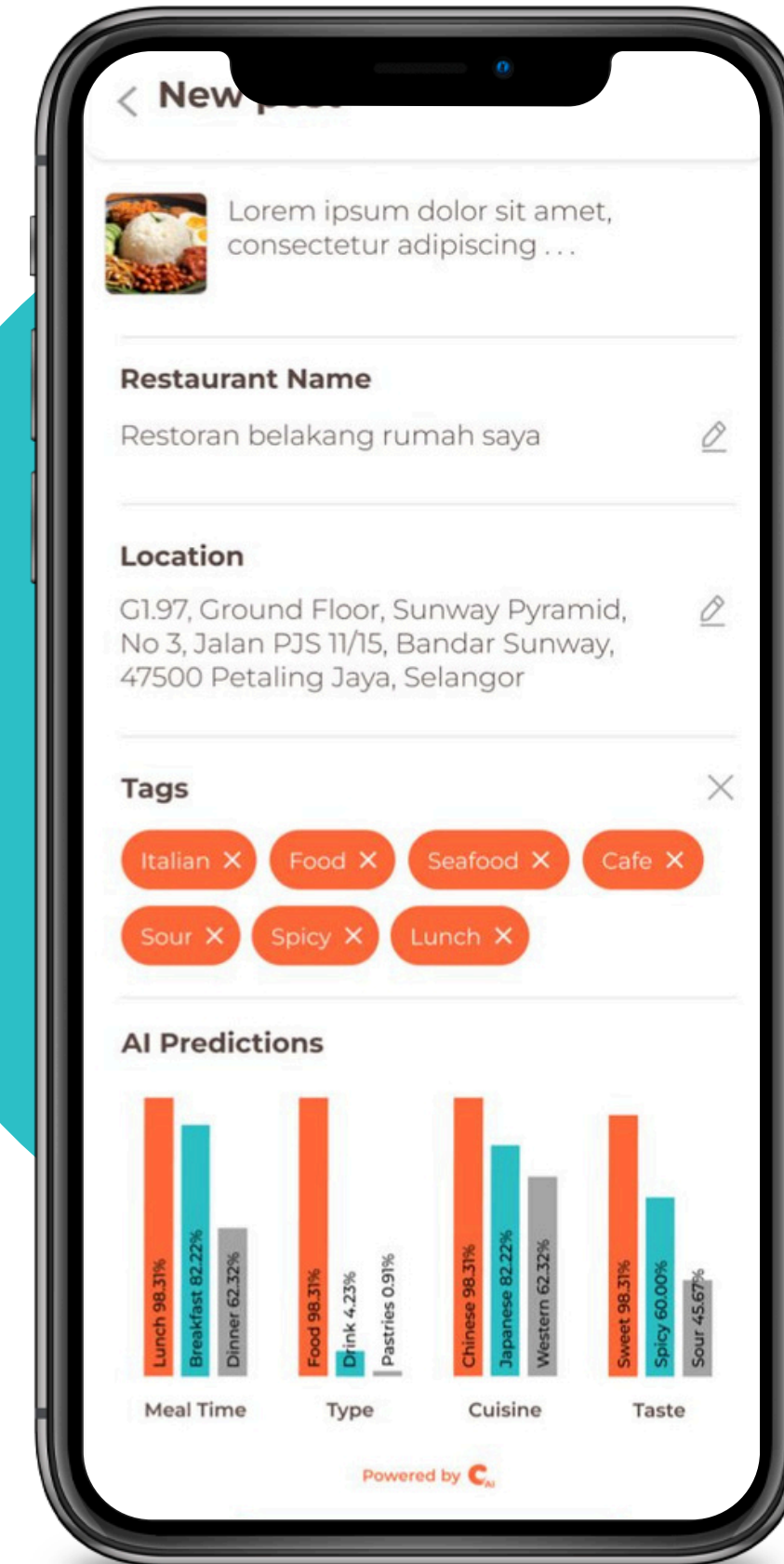


CRAVE'S AI DELIVERS PREDICTIONS FROM FOOD IMAGES



BY PREDICTING MEAL TIME, FOOD TYPE, AND CUSINIES

AI guesses and categorizes food images into their respective culinary types, and meal time.





PREVIOUS

INVESTOR REPORTS

(22 - APRIL - 2024)



5 NEW OFFICIAL PARTNERS OF CRAVE

INCLUDING STARBUCKS, KENNY HILLS BAKERS, ZUS COFFEE, SLURP AND TEALIVE



9.8K NEW DATASETS ADDED IN CRAVE'S DATABASE



WHICH EXPANDS OUR DATABASE SIGNIFICANTLY



500 new restaurant data from ZUS Coffee



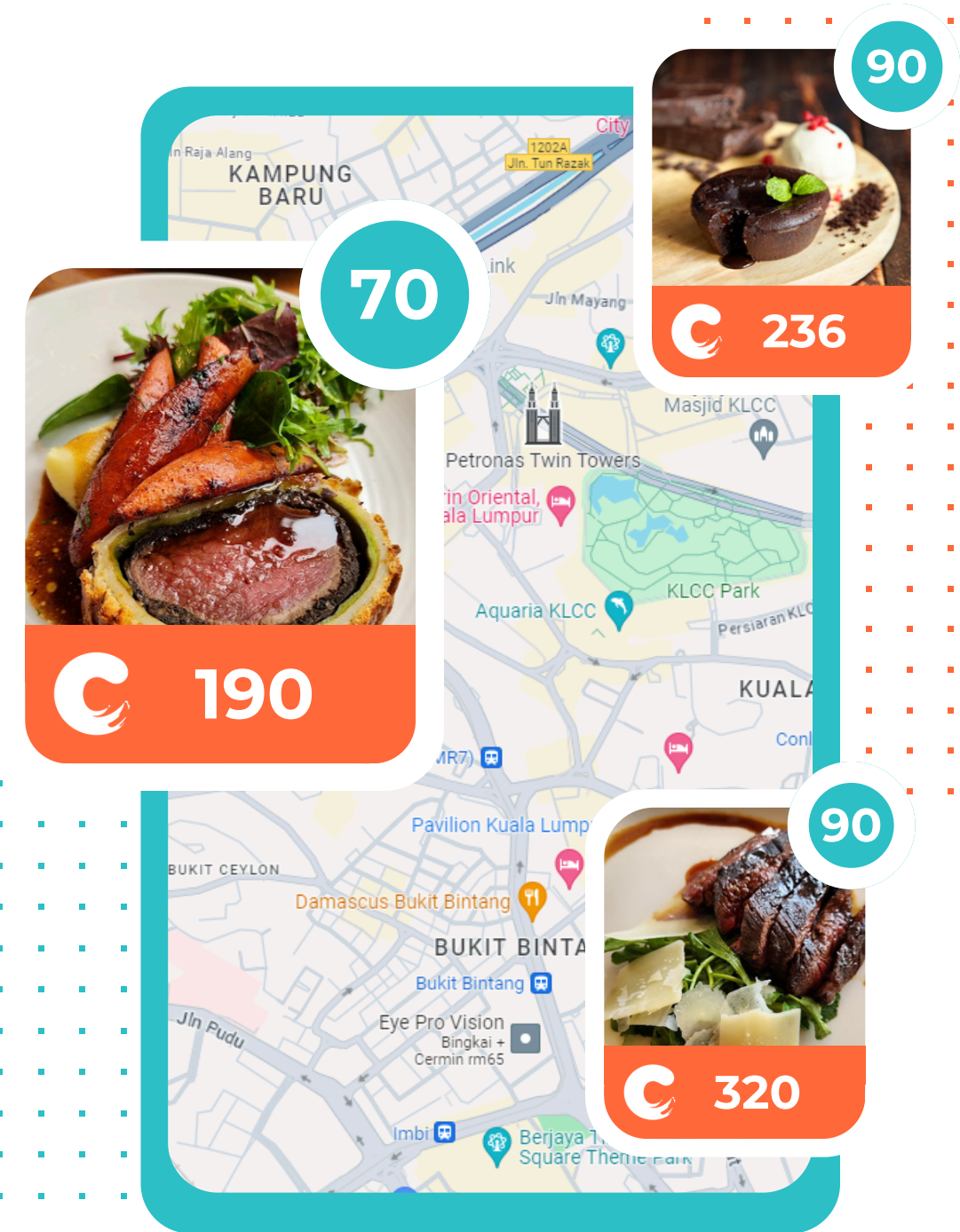
8,000 new restaurant data from Slurp



300 new restaurant data from Starbucks



1,000 new restaurant data from Tealive



14,000 FOOD DATASETS AROUND THE WORLD



CRAVE CAN ALSO BE FOUND IN SINGAPORE, INDONESIA, PHILIPINES, FRANCE, SPAIN



1,350+ restaurants
available in MY



1,220+ restaurants
available in FR



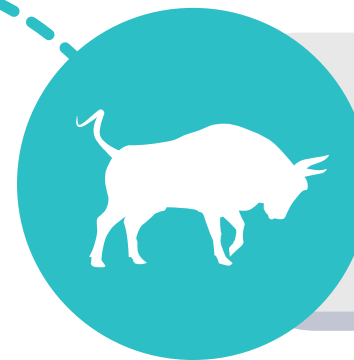
1,400+ restaurants
available in PH



350+ restaurants
available in SG



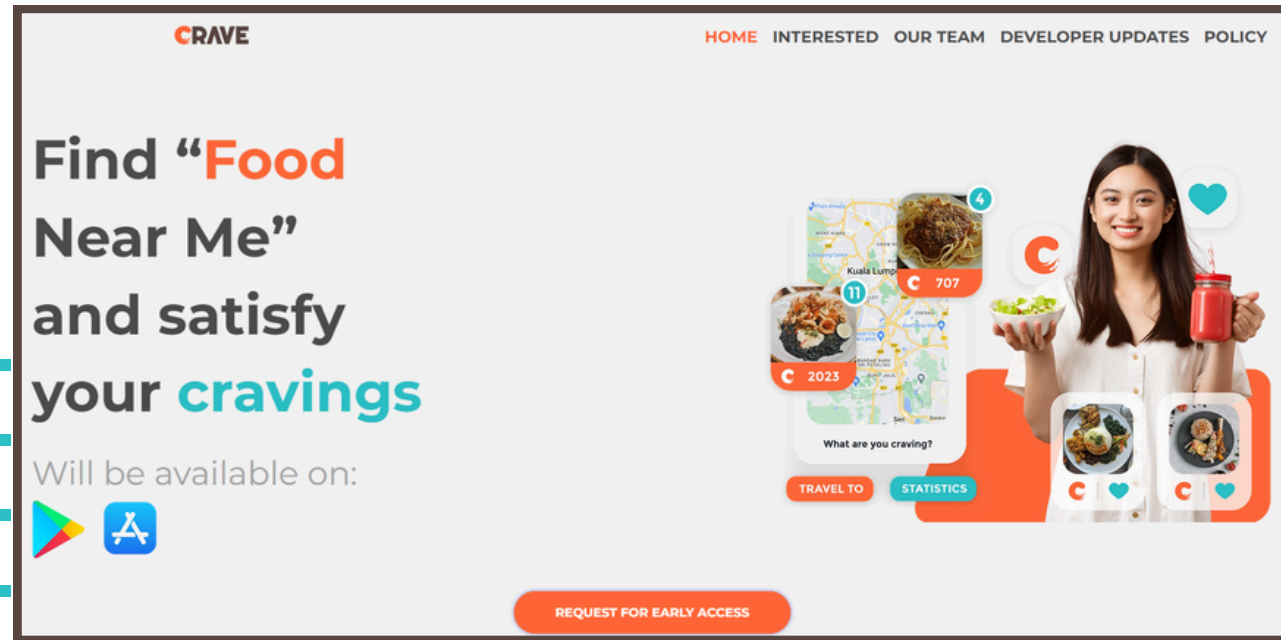
1,660+ restaurants
available in ID



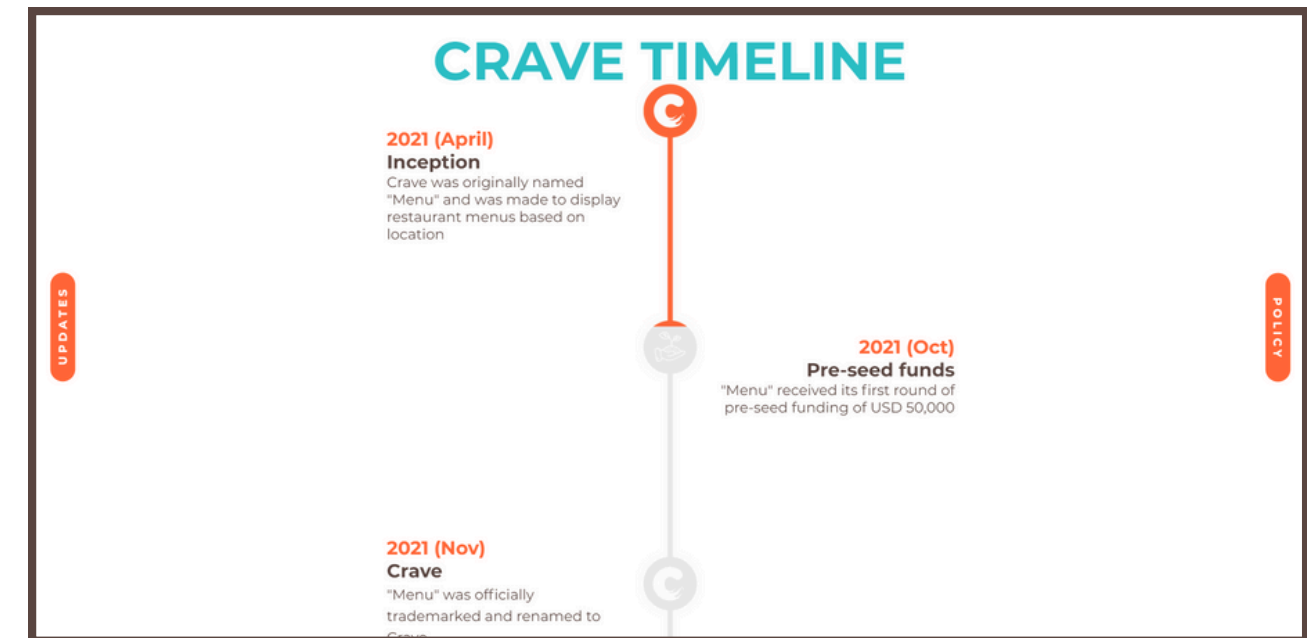
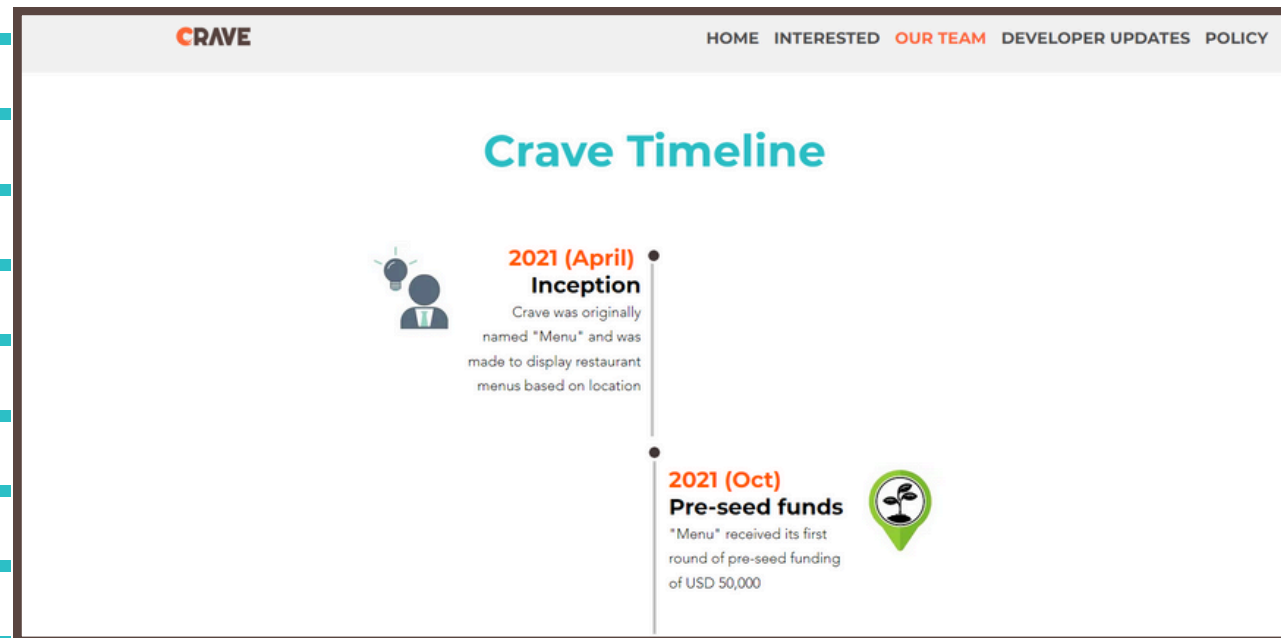
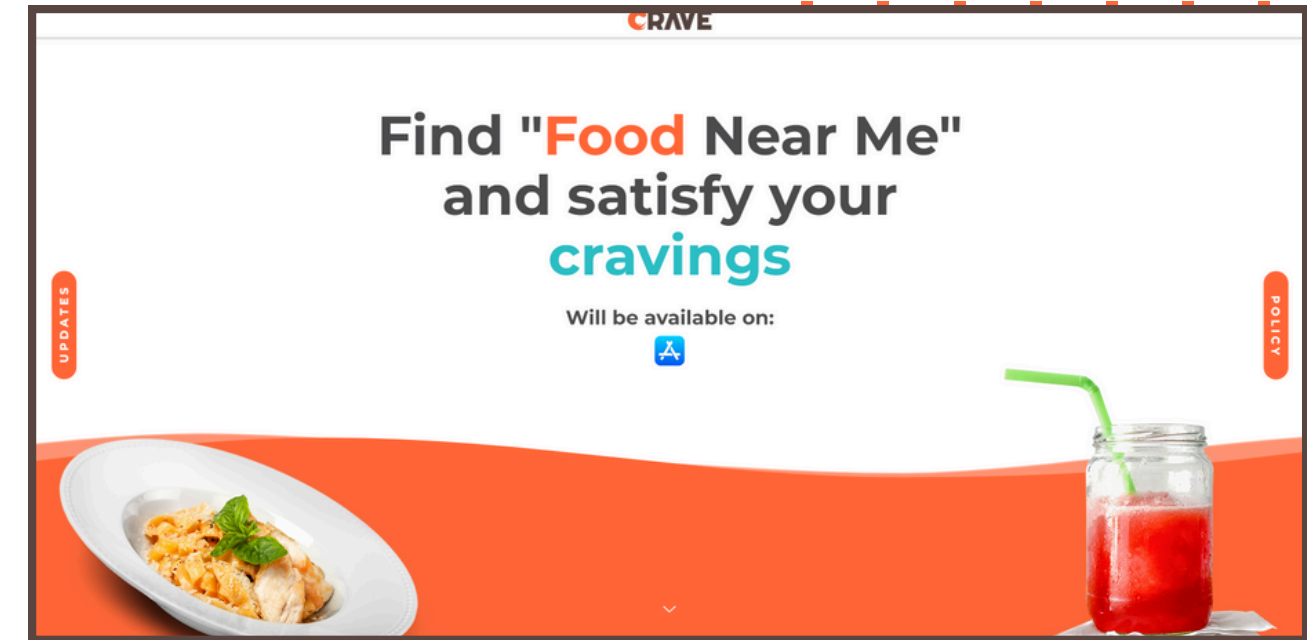
900+ restaurants
available in SPN

WE'VE IMPROVED CRAVE'S WEBSITE

BY ADDING ANIMATIONS AND REDUCING CLUTTER



VS



Before

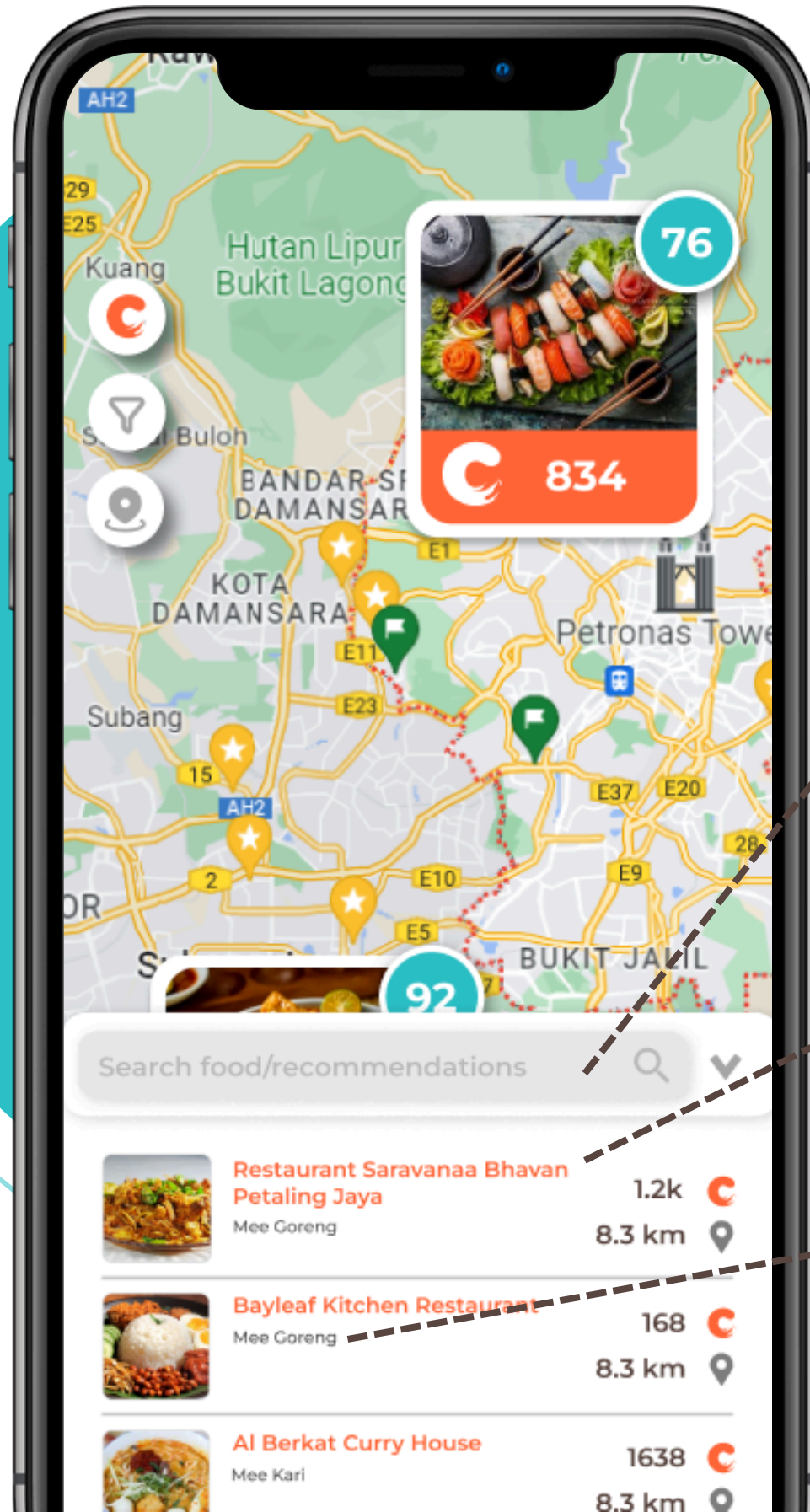
After

VISIT OUR WEBSITE AT [HTTPS://WWW.USECRAVE.COM](https://www.usecrave.com)

IMPLEMENTED A NEW AI DRIVEN SEARCH ENGINE



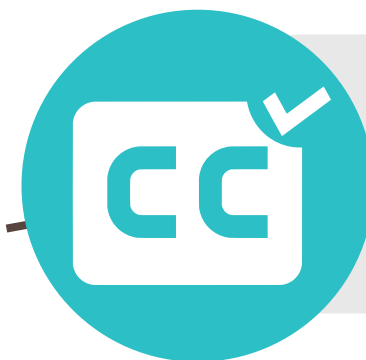
ABILITY TO SEARCH BY FOOD NAME (E.G. CHICKEN RICE)



New search bar to find food/recommendations



Display restaurant name to ease search



New captions to recommend food to users

CAPTIONS HAVE BEEN ADDED TO CRAVE'S 18,000+



DATA POINTS

THESE CAPTIONS INCLUDE FOOD AND DRINKS

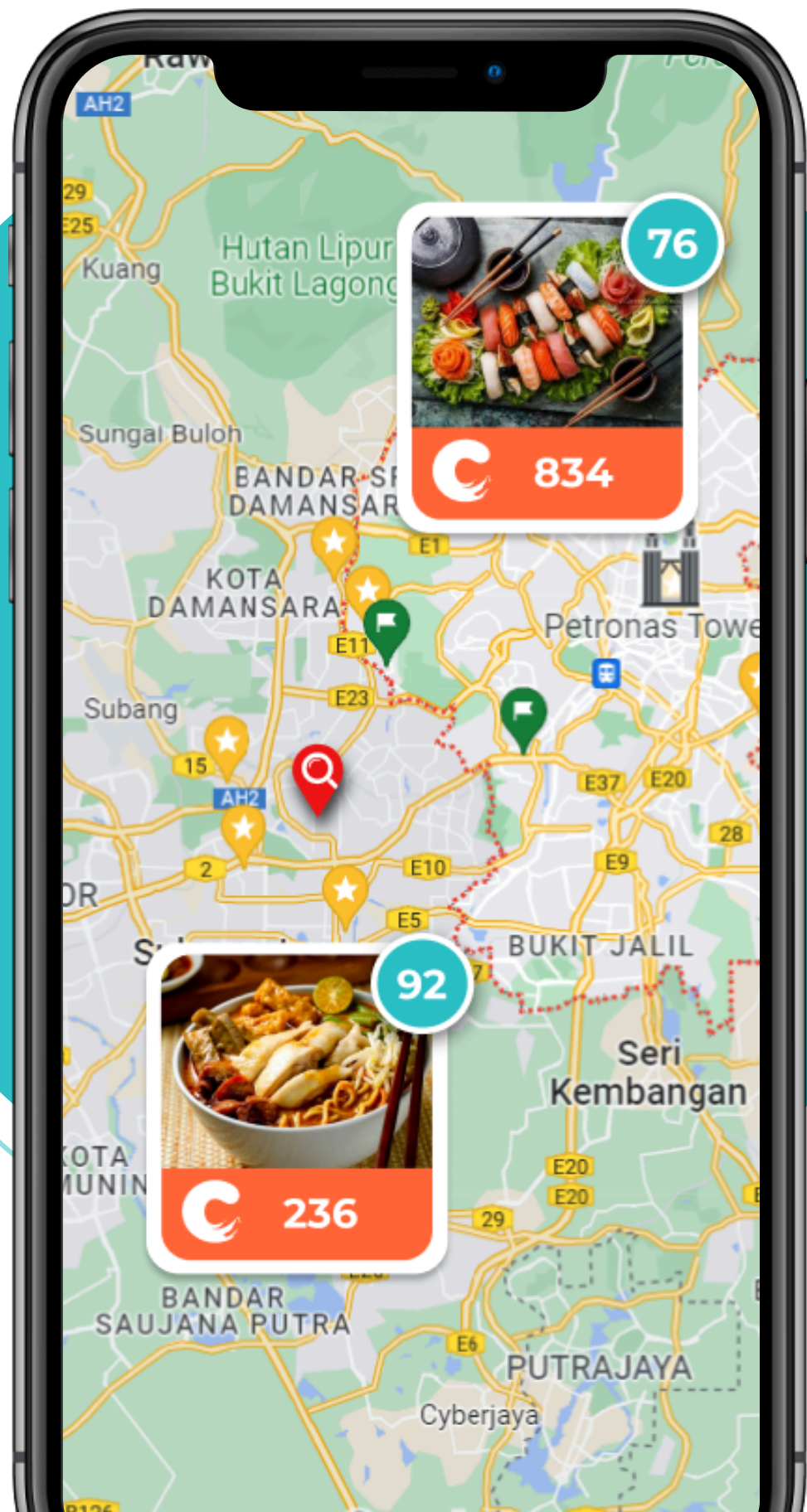
1	Picture	Support	Suppor	Supp	Suppc	Suppc	Suppor	Location	Latitude	Longitude	Accuracy	Breakfast	Lunch	Dinner	Food	Dessert	Drink	Pastries	Savory	Sweet	Sour	Spicy
2	R1_1_MY	R1	1	0	1	1	1	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
3	R1_2_MY	R1	1	0	2	1	2	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
4	R1_3_MY	R1	1	0	3	1	3	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
5	R1_4_MY	R1	1	1	3	0	4	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
6	R2_1_MY	R2	2	2	3	0	1	128 Thai, 42, Jalan SS 15/4c, Ss 15, 47	3.0767636	101.5879652	ROOFTOP	0	1	1	1	0	0	0	0	0	0	0
7	R3_1_MY	R3	3	3	3	0	1	Choy Kee Restaurant Damansara Jaya,	3.1297129	101.621055	ROOFTOP	1	1	0	1	0	0	0	1	0	0	0
8	R4_1_MY	R4	4	4	3	0	1	Pop's Eatery Bangsar, Syed Kechik Fou	3.139549913	101.6654219	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
9	R5_1_MY	R5	5	5	3	0	1	Leaf & Co. Cafe, 53, Jalan Sultan, City	3.143037575	101.6987107	ROOFTOP	0	1	1	0	1	0	0	0	1	0	0
10	R6_1_MY	R6	6	6	3	0	1	Jemi Cafe, 17, Jalan 2/109f, Taman Dai	3.099364	101.6865251	ROOFTOP	0	1	1	0	1	0	0	0	1	0	0

Salty	Bitter	Seafood	Gluten-free	Others	Casual	Cafe	Fine-dinin	Pubs-&-bi	Coffee-sh	Dessert-sl	Cuisines	Chinese	Thai	Malay	Japanese	Indian	Korean	Italian	French	Middle-e	Mexican	Asian	Spanish	Western	Philippin
0	0	0	0	1	1	0	0	0	0	0	Chinese	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	Chinese	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	Chinese	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	Chinese	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	Thai	0	1	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	Chinese	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	0	1	0	0	0	0	Western	0	0	0	0	0	0	0	0	0	0	0	1	0	
0	0	0	0	1	0	1	0	0	0	0	Western	0	0	0	0	0	0	0	0	0	0	0	1	0	
0	0	0	0	1	0	1	0	0	0	0	Western	0	0	0	0	0	0	0	0	0	0	0	1	0	

European	Indonesia	Mediterr	Others	Opening & Closing Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Caption
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Look at that sweet juicy
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Sweet and sour meat
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Best good looking prawn
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Look at that shiny shimmer
0	0	0	0		Closed	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	Nothing can beat the frie
0	0	0	0		6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	Wan Tan Mee is a must t
0	0	0	0		9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	Look at those buns
0	0	0	0		10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	Crispy on the outside
0	0	0	0		11 am-10 pm	Closed	11 am-10 pm	11 am-10 pm	11 am-10 pm	11 am-10 pm	11 am-10 pm	Ice cream waffles

A NEW CURATED INTERNSHIP PROGRAM

FOR BOTH LOCAL AND FOREIGN STUDENT



CRAVE INTERNSHIP PROGRAMME

STEPS TO JOIN OUR INTERNSHIP PROGRAM

1



APPLY ONLINE

Send an application with your resume to charles@cravings.co

2



CHECK INBOX

Shortlisted candidates will receive an invitation for an online interview

3



INTERVIEW

Candidates will have an online interview via Google Meet

4



ASSESSMENT

Complete the assignment given after the interview



YOU'RE IN!

Successful candidates will be offered an internship role in Crave

PERKS OF JOINING CRAVE INTERNSHIP



Innovative Learning Environment



Mentorship and Guidance



Networking Opportunities



Development of Interpersonal and leadership skills



PREVIOUS

INVESTOR REPORTS

(21 - MAY - 2024)



ADDING MORE CHARACTERISTICS TO CRAVE'S 18,000+ DATA POINTS

NEW DATASET COLUMNS NOW INCLUDE AI AND MANUAL TAGS, PLUS CALORIE INFORMATION



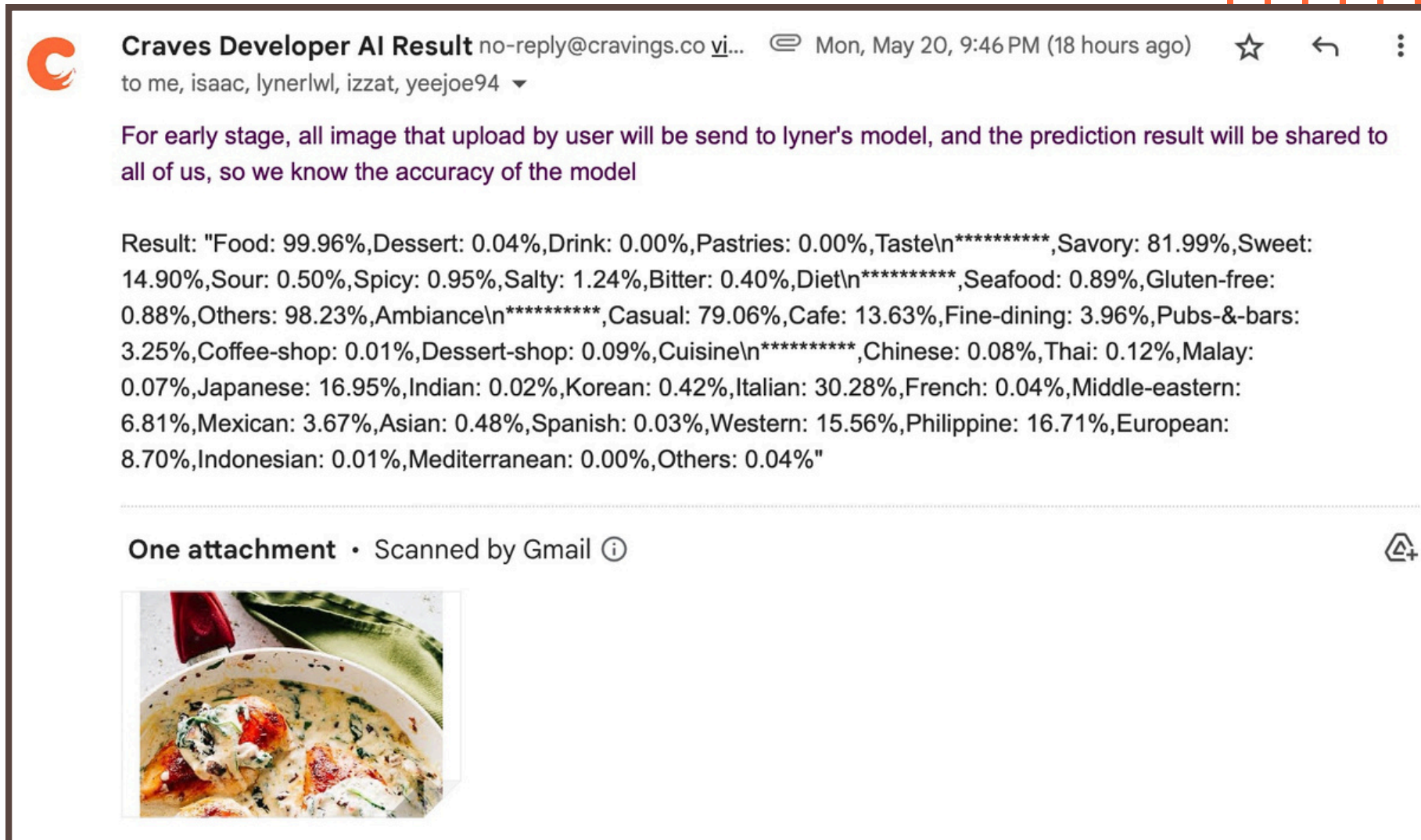
1	Picture	Support	Suppor	Supp	Suppc	Suppc	Suppor	Location	Latitude	Longitude	Accuracy	Breakfast	Lunch	Dinner	Food	Dessert	Drink	Pastries	Savory	Sweet	Sour	Spicy
2	R1_1_MY	R1	1	0	1	1	1	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
3	R1_2_MY	R1	1	0	2	1	2	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
4	R1_3_MY	R1	1	0	3	1	3	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
5	R1_4_MY	R1	1	1	3	0	4	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
6	R2_1_MY	R2	2	2	3	0	1	128 Thai, 42, Jalan SS 15/4c, Ss 15, 47	3.0767636	101.5879652	ROOFTOP	0	1	1	1	0	0	0	0	0	0	0
7	R3_1_MY	R3	3	3	3	0	1	Choy Kee Restaurant Damansara Jaya,	3.1297129	101.621055	ROOFTOP	1	1	0	1	0	0	0	1	0	0	0
8	R4_1_MY	R4	4	4	3	0	1	Pop's Eatery Bangsar, Syed Kechik Fou	3.139549913	101.6654219	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
9	R5_1_MY	R5	5	5	3	0	1	Leaf & Co. Cafe, 53, Jalan Sultan, City	3.143037575	101.6987107	ROOFTOP	0	1	1	0	1	0	0	0	1	0	0
10	R6_1_MY	R6	6	6	3	0	1	Jemi Cafe, 17, Jalan 2/109f, Taman Dai	3.099364	101.6865251	ROOFTOP	0	1	1	0	1	0	0	0	1	0	0

European	Indonesia	Mediterra	Others	Opening & Closing Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Caption
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Look at that sweet juicy
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Sweet and sour meat
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Best good looking prawn
0	0	0	0		11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	11:30 am-3 pm, 6 pm-10 pm	Look at that shiny shimmer
0	0	0	0		Closed	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm	11:30 am-3 pm, 5:30 pm-10 pm	Nothing can beat the frie
0	0	0	0		6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	6:30 am-10 pm	Wan Tan Mee is a must t
0	0	0	0		9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	9 am-10 pm	Look at those buns
0	0	0	0		10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	10 am-10 pm	Crispy on the outside
0	0	0	0		11 am-10 pm	Closed	11 am-10 pm	11 am-10 pm	11 am-10 pm	11 am-10 pm	11 am-10 pm	Ice cream waffles

BJ	BK	BL	BM	BN
Manual Tags	AI Tags	Manual Calories	AI Calories	Remark
Fish				
Egg				
Ice Cream, Waffle				
Coffee				
Claypot Chicken Rice				
Vegetables				
Khachapuri				

CRAVE'S AI NOW CATEGORIZES FOOD IMAGES

AI AUTOMATICALLY IDENTIFIES THE DISH **WHEN USER UPLOADS A PICTURE**



The new AI-powered image recognition detects and tags food item in images

Crave's AI accurately guesses and categorizes the food images to their respective cuisine




11.3K ACCOUNTS REACHED ON SOCIAL MEDIA

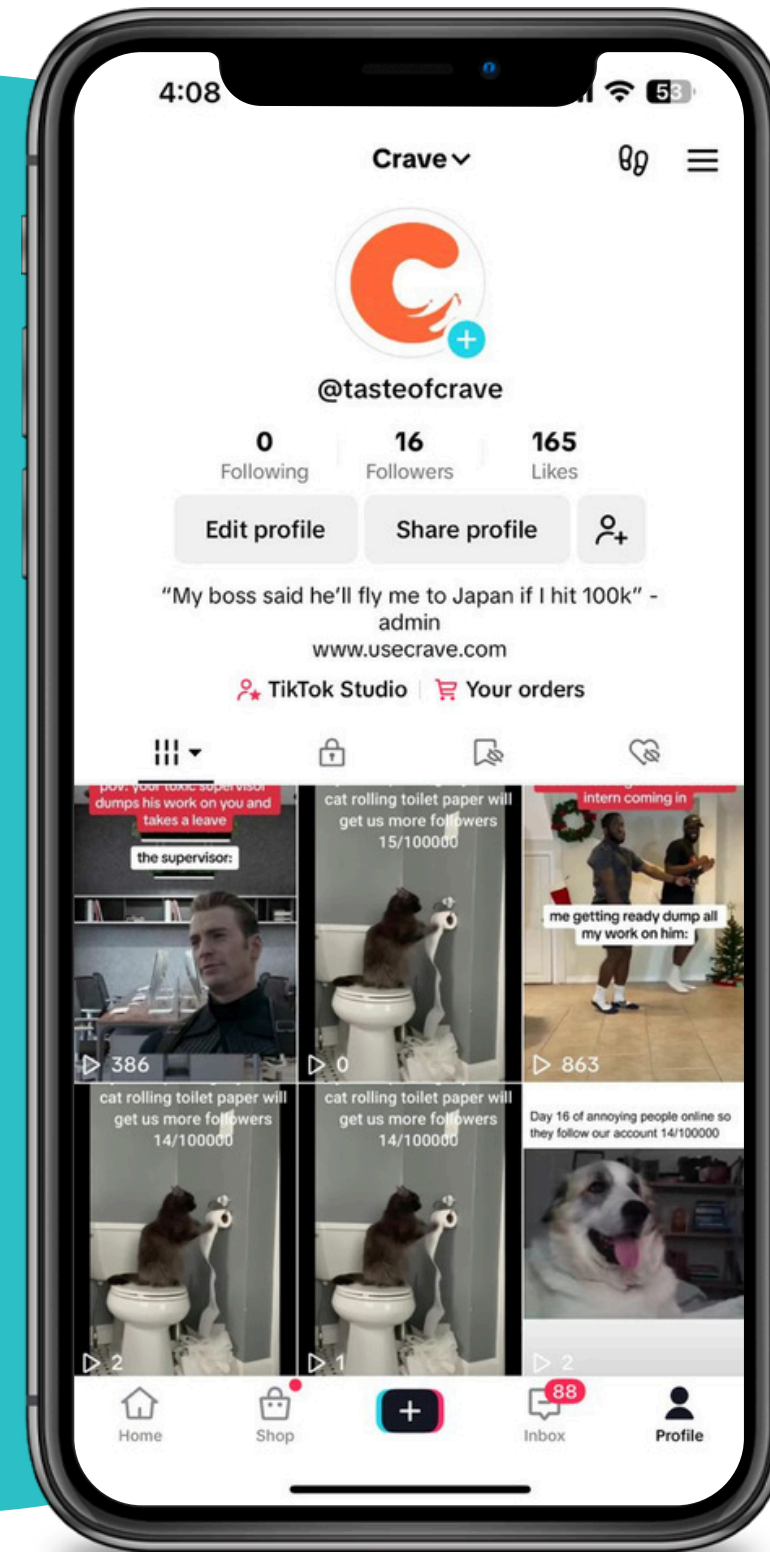
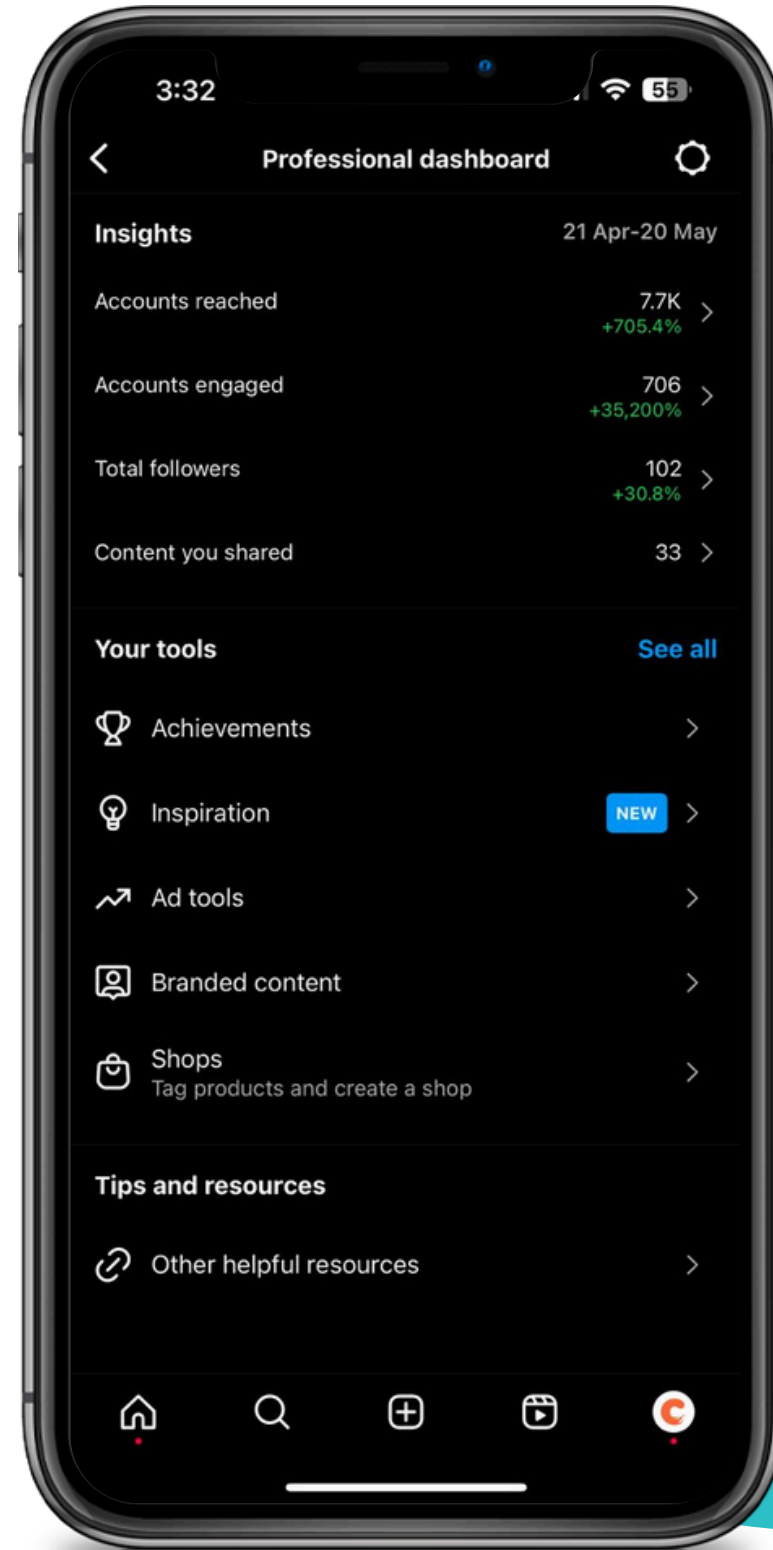
SOCIAL MEDIA ACCOUNTS ARE GROWING IN LIKES, VIEWS AND COMMENTS WITH MORE ENGAGEMENT





 **7.6k accounts reached** from 1st May - 20th May


 **706 accounts engaged** with Instagram posts

 **30 followers gained** from 1st May - 20th May



 **165 total likes** of Tiktok videos

 **3770 total views** of Tiktok videos

 **16 followers gained** from 1st May - 20th May



800 NEW DATASETS ADDED IN CRAVE'S DATABASE



USERS CAN NOW ACCESS NEW DATA COVERING **KUALA LUMPUR, SABAH, AND SELANGOR** IN CRAVE'S EXPANDED DATABASE

A collage of three food items and maps. The top item is a chocolate dessert with a count of 92. The middle item is a roasted duck with a count of 190. The bottom item is a steak with a count of 320. The maps show locations in Kuala Lumpur and Bukit Bintang. The text "What are you craving?" is at the bottom.



500 new restaurant data added in Kuala Lumpur

150 new restaurants data added in Sabah



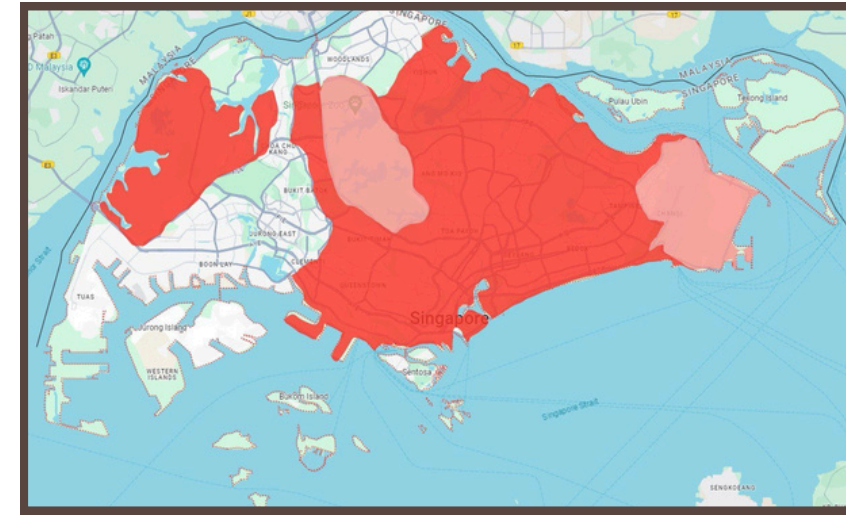
150 new restaurant data added in Selangor

1,750 RESTAURANT OPERATING HOURS ADDED

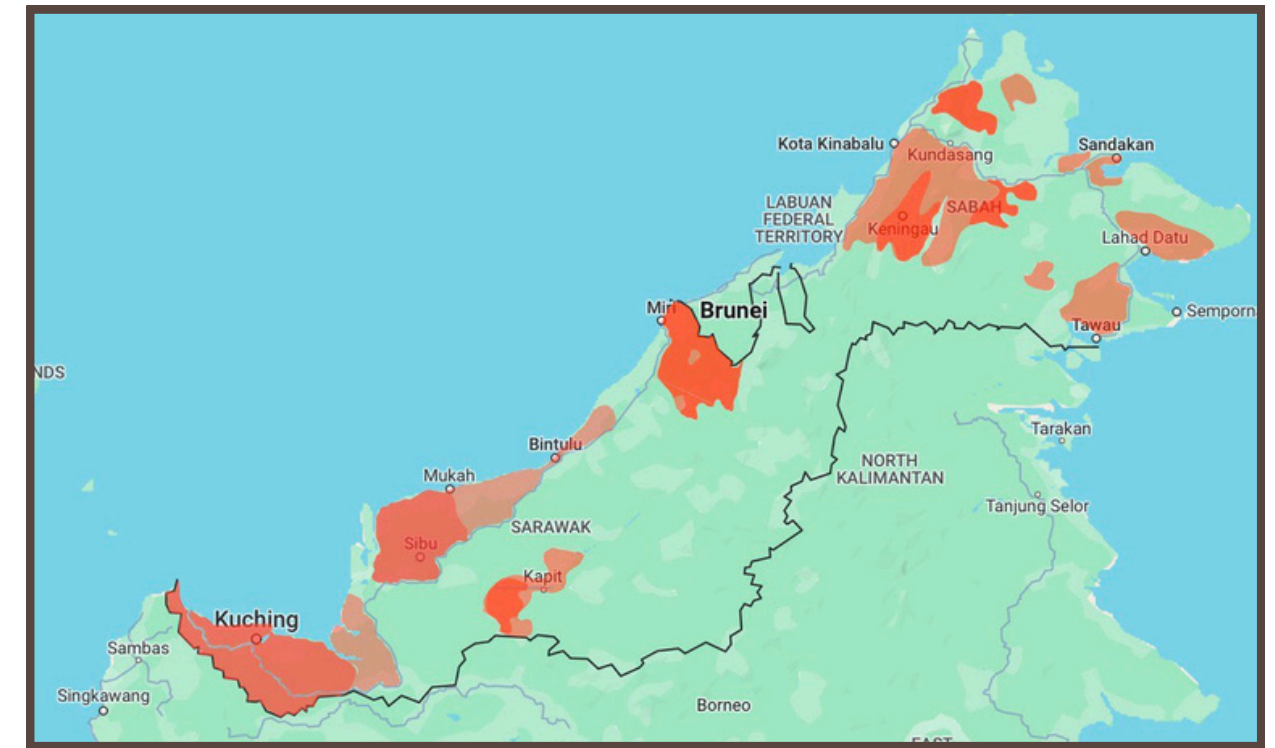
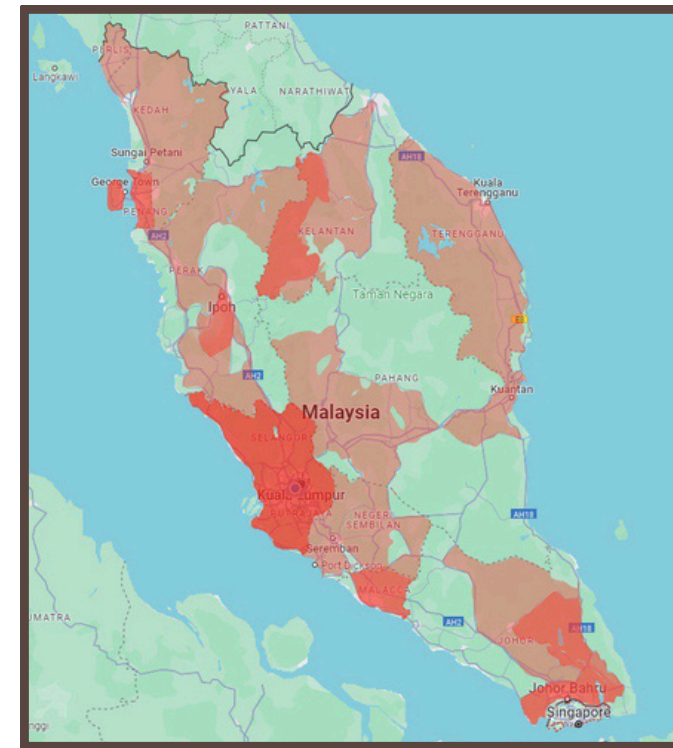


USERS ARE ABLE TO SEE RESTAURANT'S **OPENING HOURS FOR THEIR CONVENIENCE**

World Map



349 food images available in SG

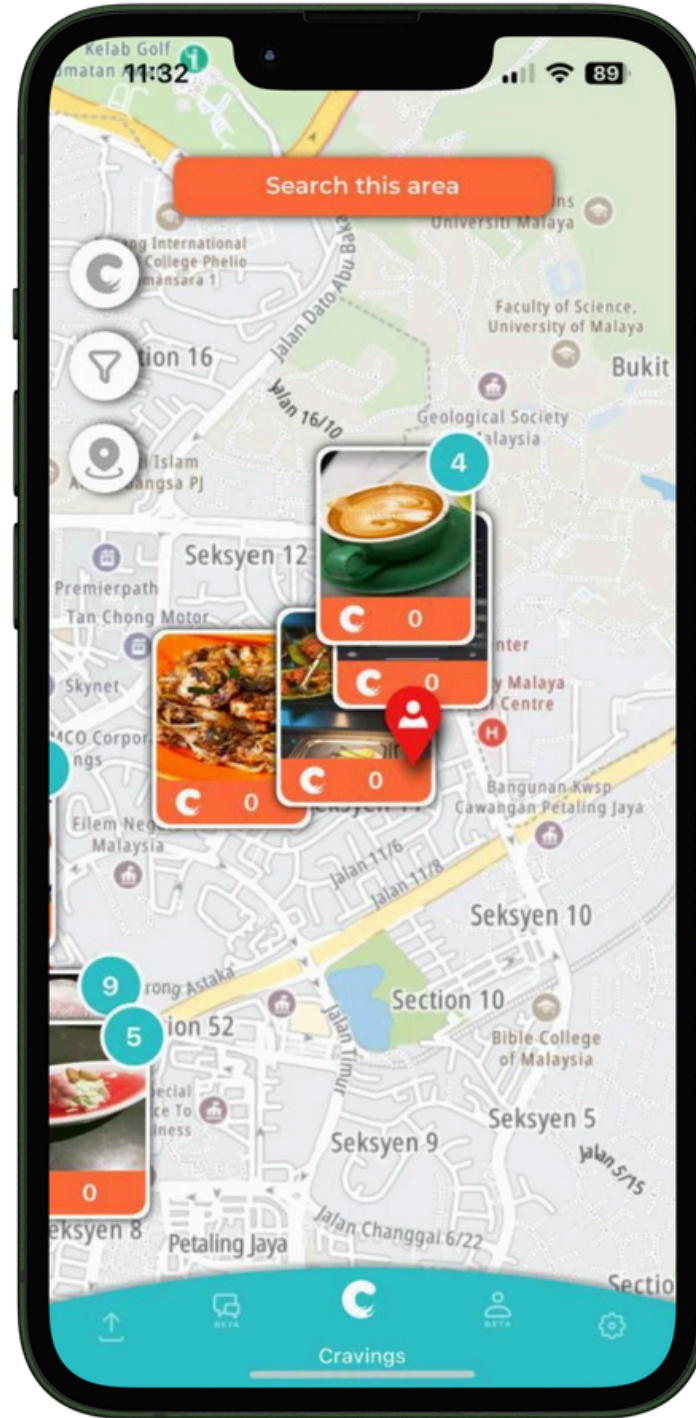


1409 restaurant operating hours available in MY

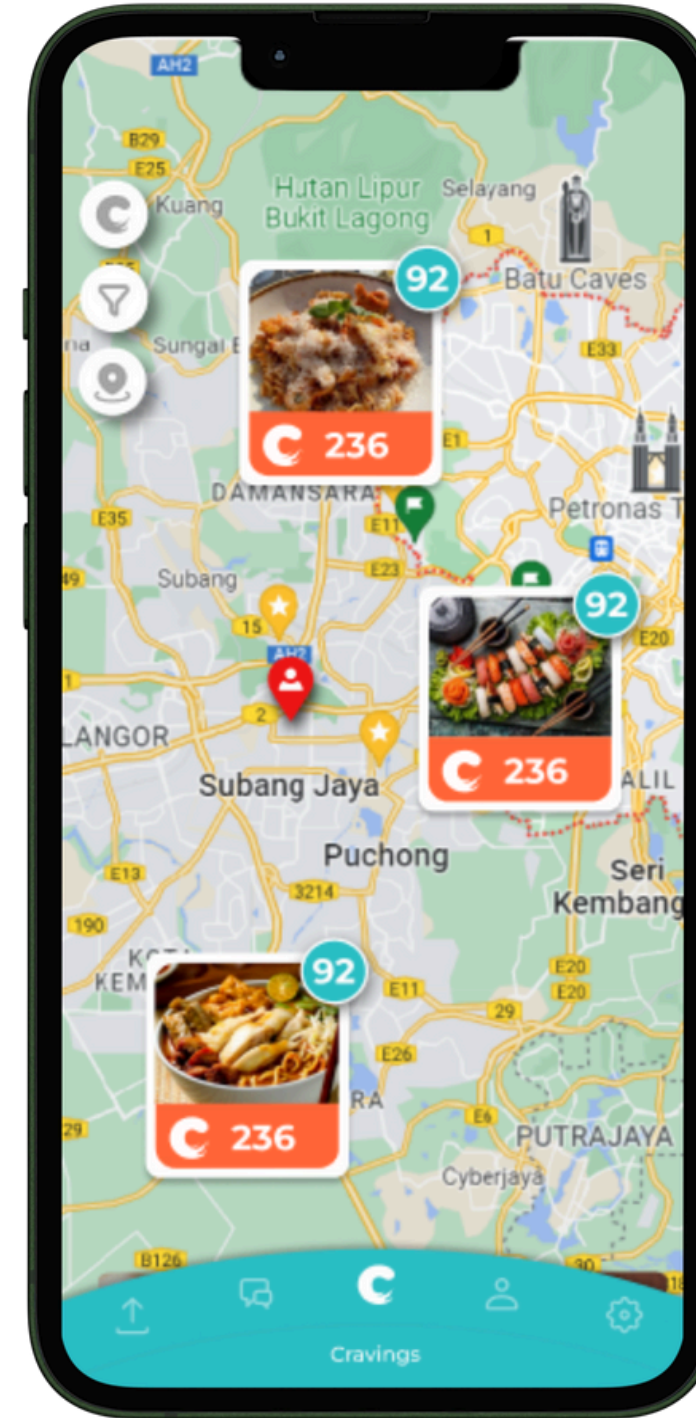
- Legend:**
- SP
 - FR
 - MY
 - IND
 - PH

IMAGES NO LONGER OVERLAP WITH EACH OTHER

THIS WAS DONE THROUGH A NEW 'IMAGE CLUTTER' LIBRARY



Before



After

THANK YOU

CRAVE

SPECIAL THANKS TO OUR PARTNERS

