

INVESTOR UPDATE

21-MAY-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



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

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



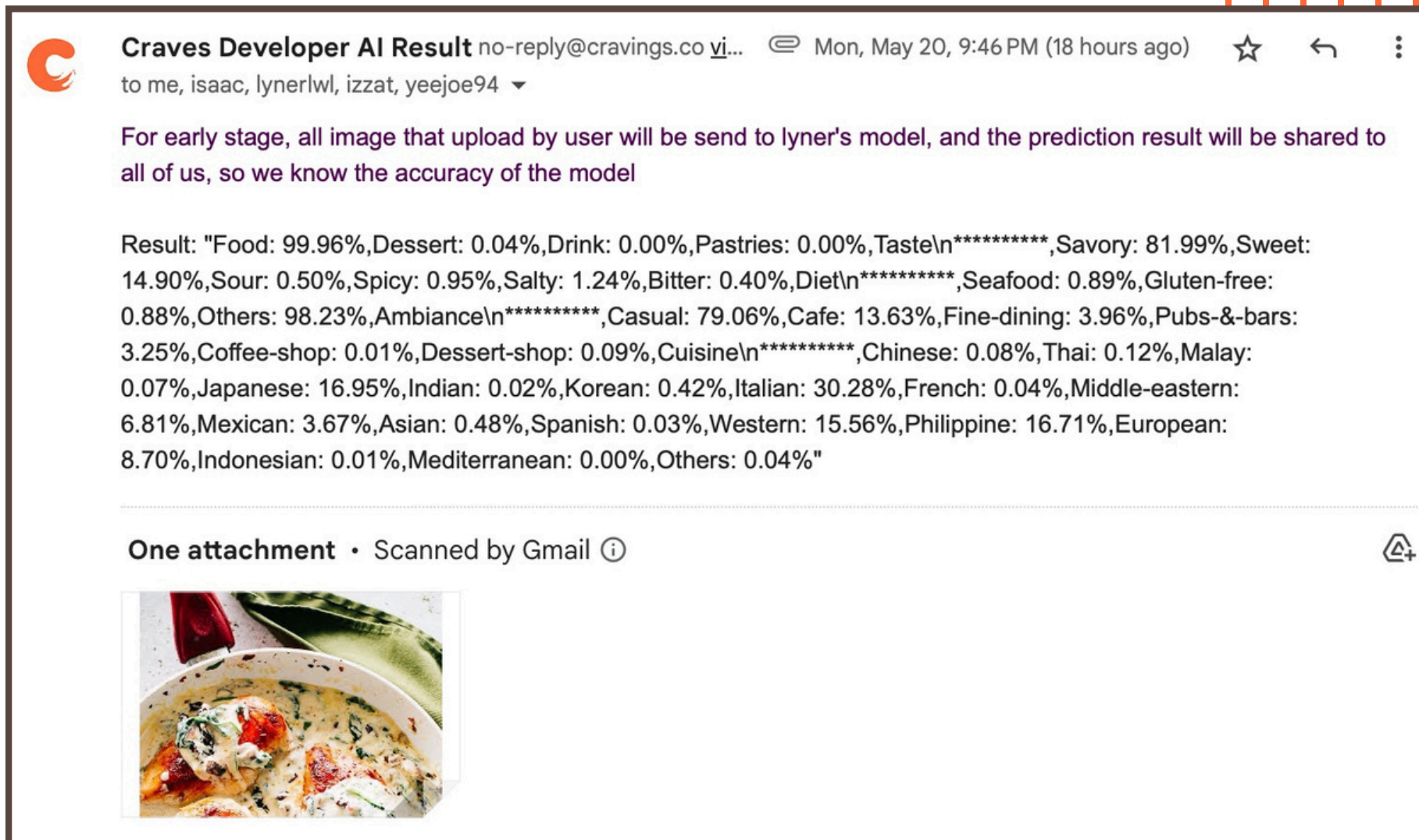
1	Picture	Support	Suppor	Supp	Suppc	Suppc	Suppor	Location	Latitude	Longitude	Accuracy	Breakfast	Lunch	Dinner	Food	Dessert	Drink	Pastries	Savory	Sweet	Sour	Spicy
2	R1_1_MY	R1	1	0	1	1	1	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
3	R1_2_MY	R1	1	0	2	1	2	Oversea, 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

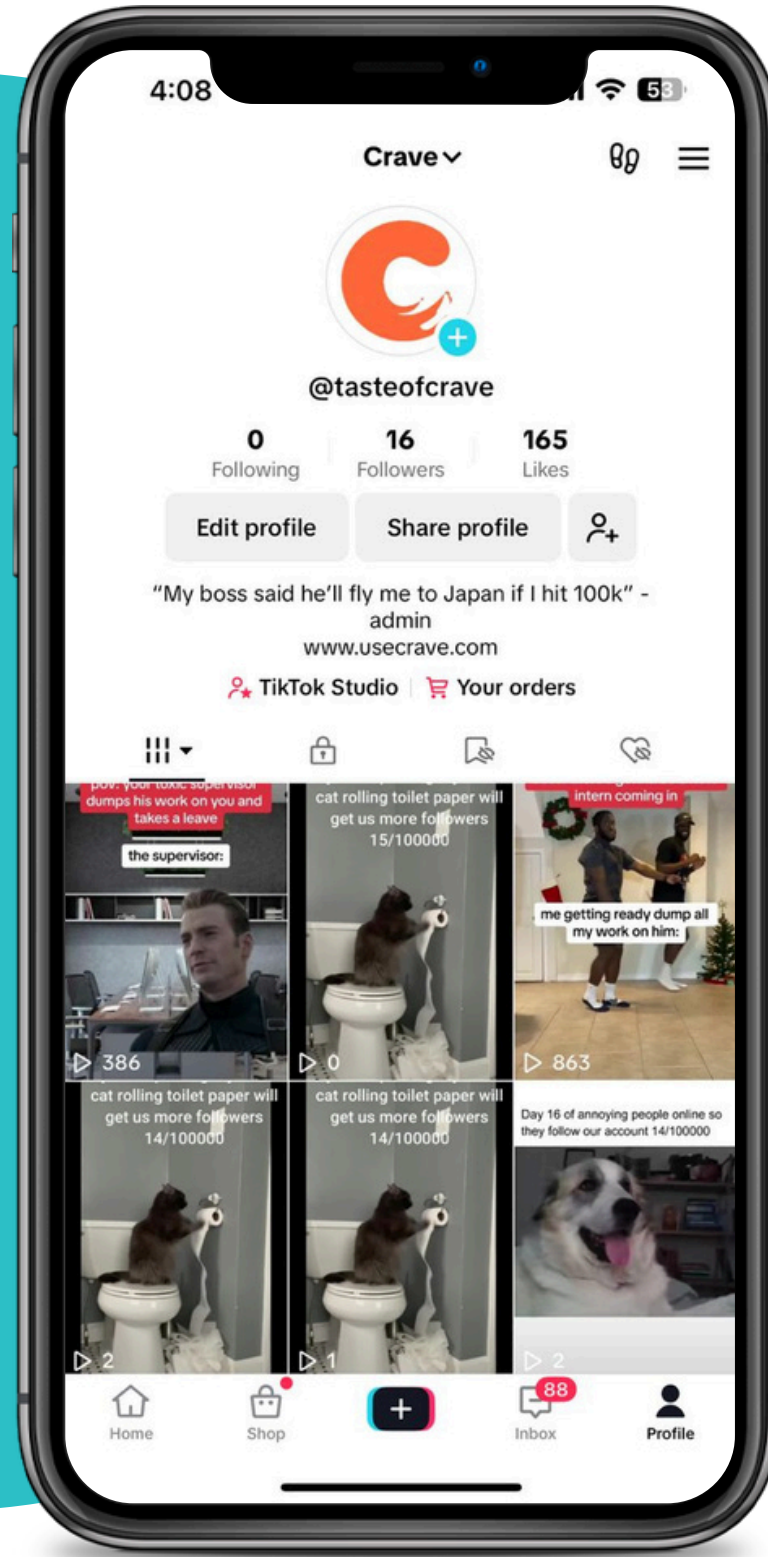
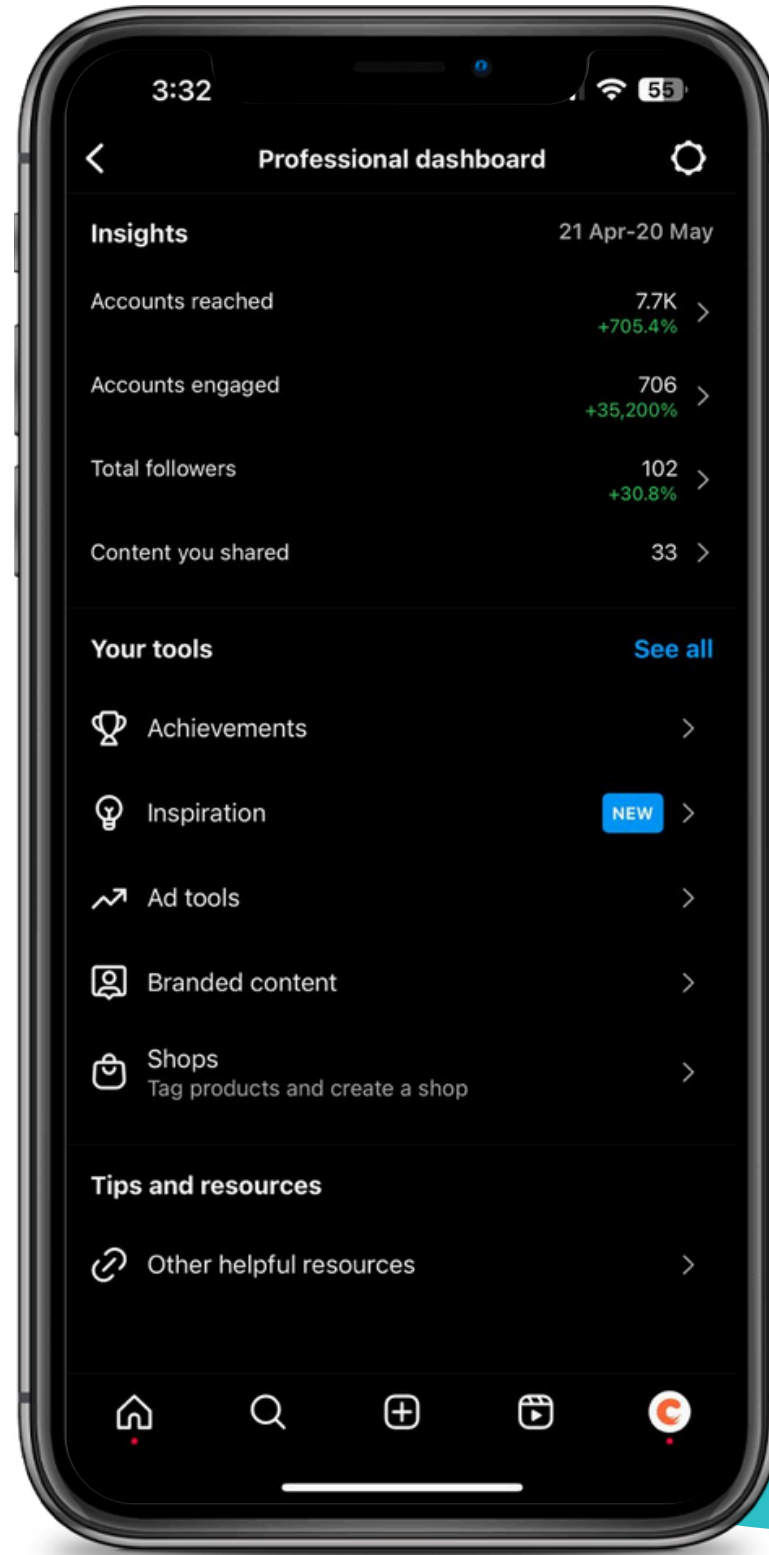
SOCIAL MEDIA ACCOUNTS ARE GROWING IN LIKES, VIEWS AND COMMENTS WITH MORE ENGAGEMENT





 **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.

92

70

190

236

90

320

What are you craving?



500 new restaurant data added in Kuala Lumpur

150 new restaurants data added in Sabah



150 new restaurant data added in Selangor

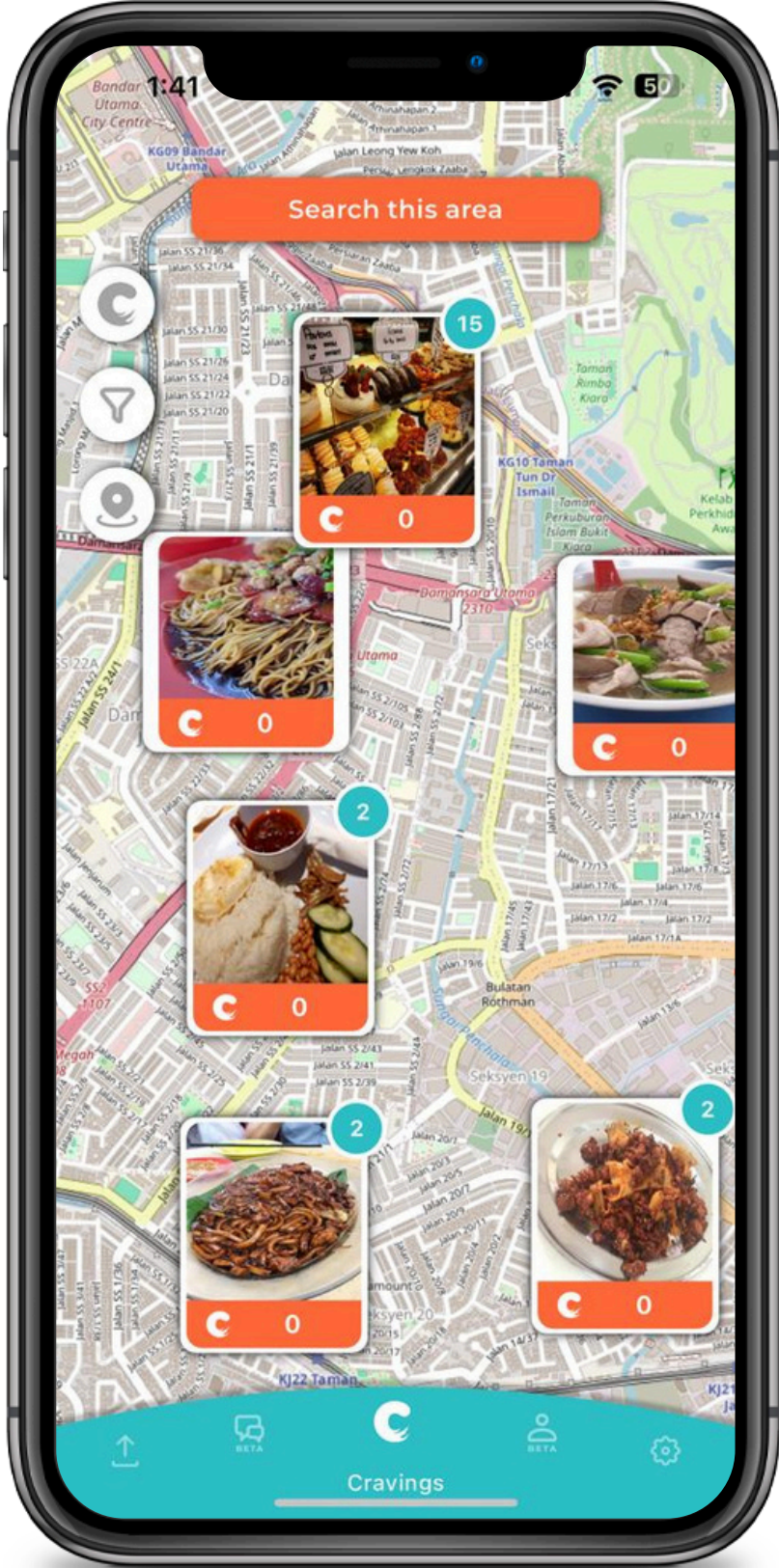


UPCOMING UPDATES

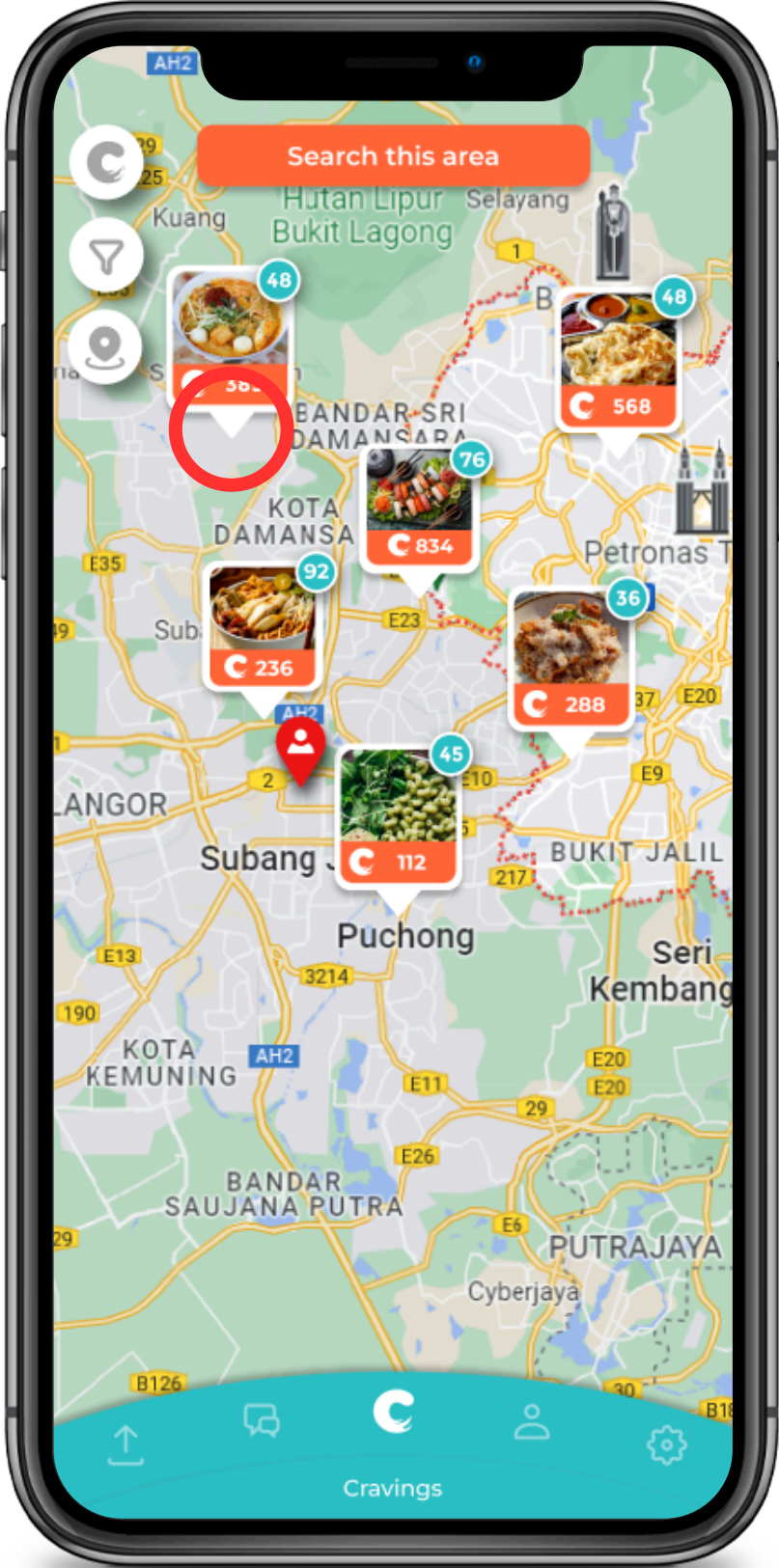


FOOD FRAME DESIGN IS CHANGED TO PINPOINT SHAPE

REDUCING VISUAL CLUTTER AND ACCURATELY MARK THE EXACT LOCATION OF RESTAURANTS



Before



After

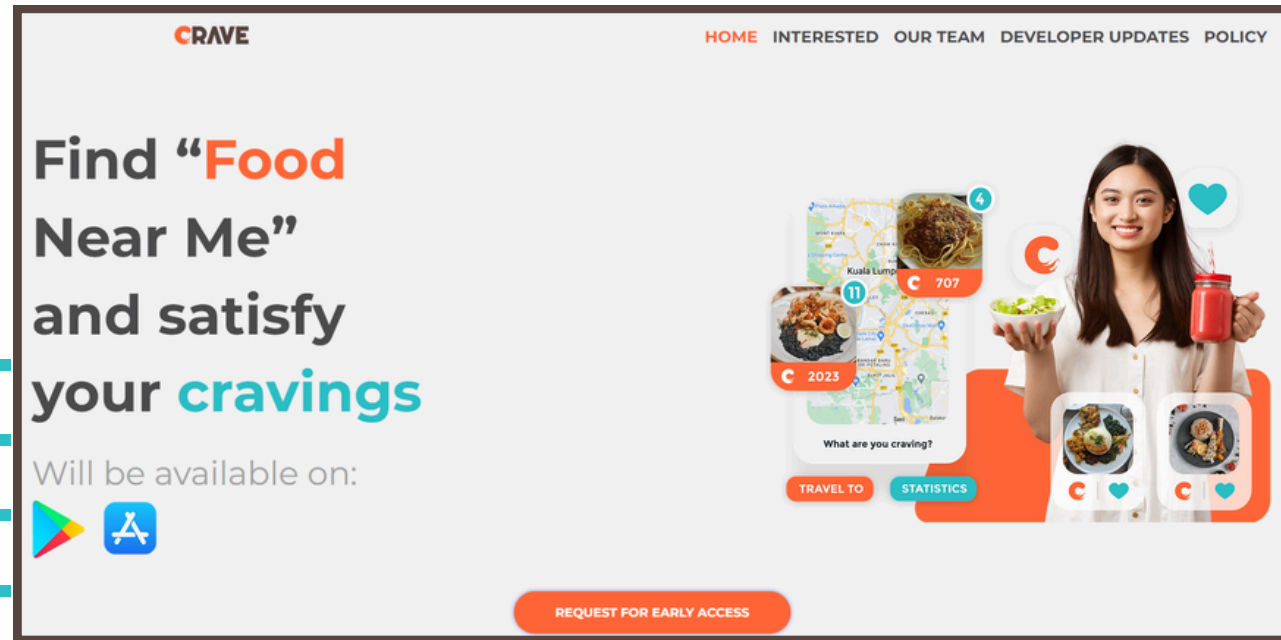


PREVIOUS
INVESTOR REPORTS
(25 - APRIL - 2024)

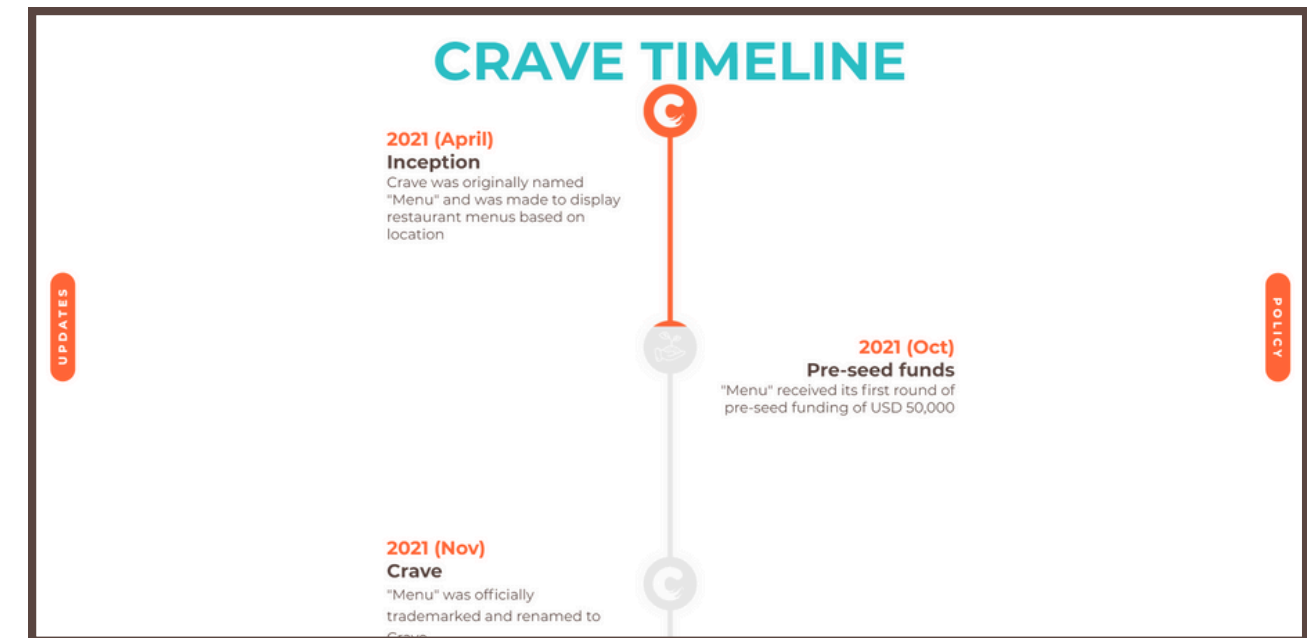
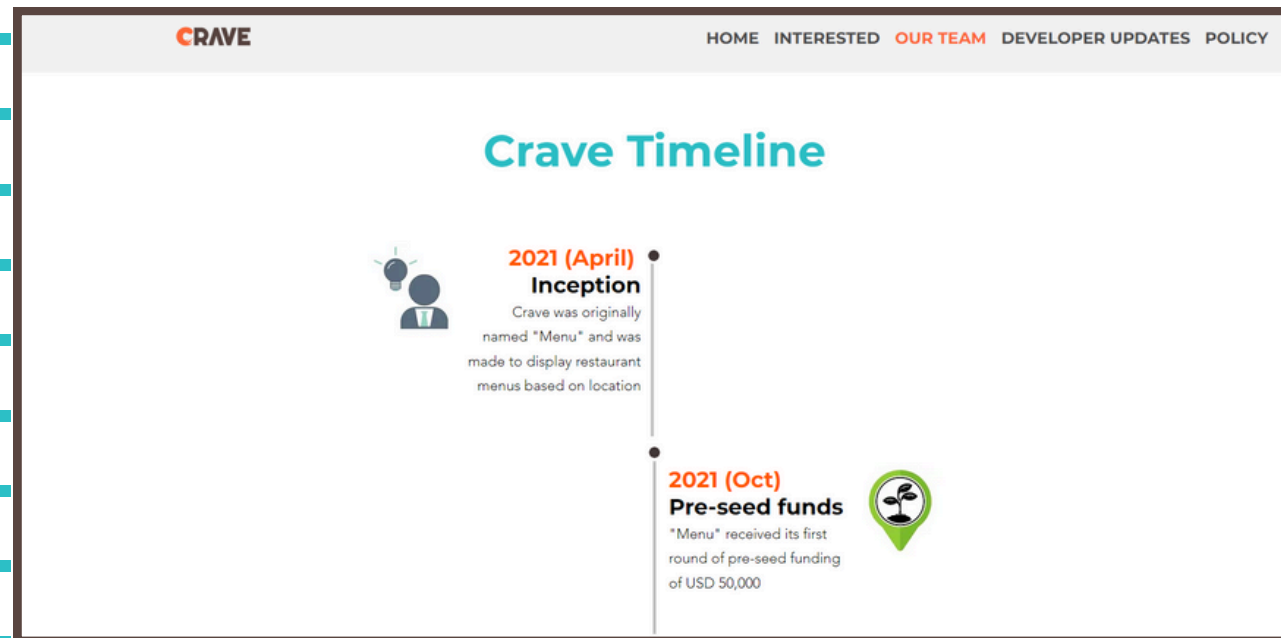
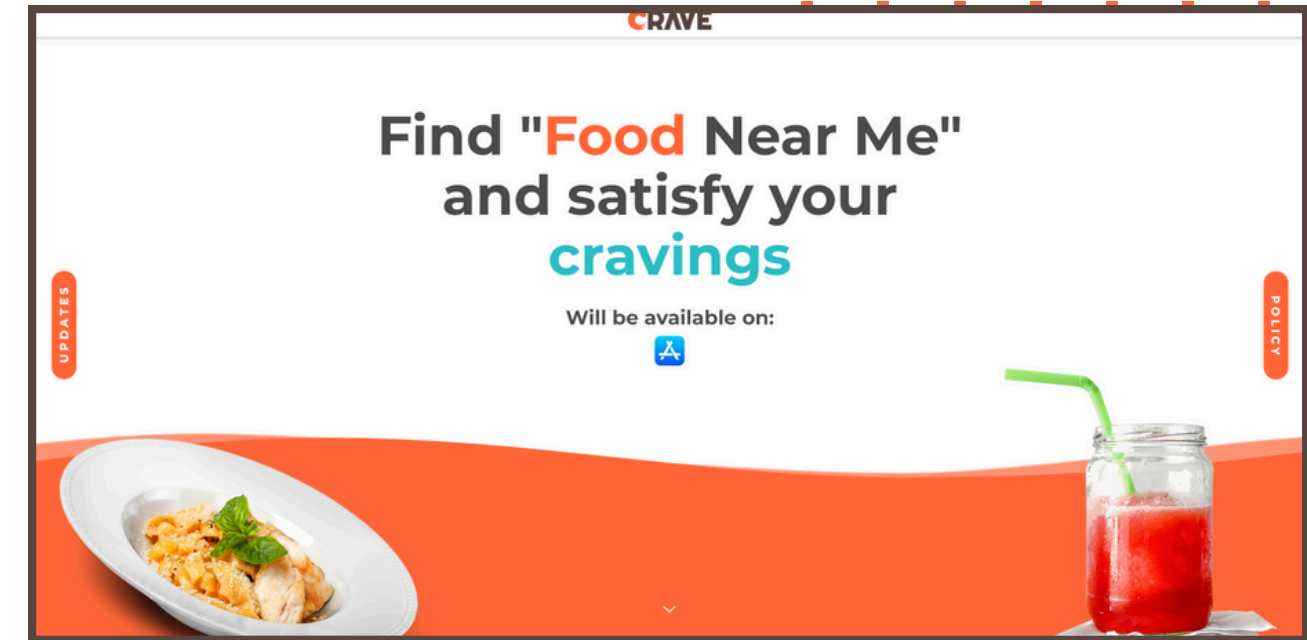


WE'VE IMPROVED CRAVE'S WEBSITE

BY ADDING ANIMATIONS AND REDUCING CLUTTER



VS



Before

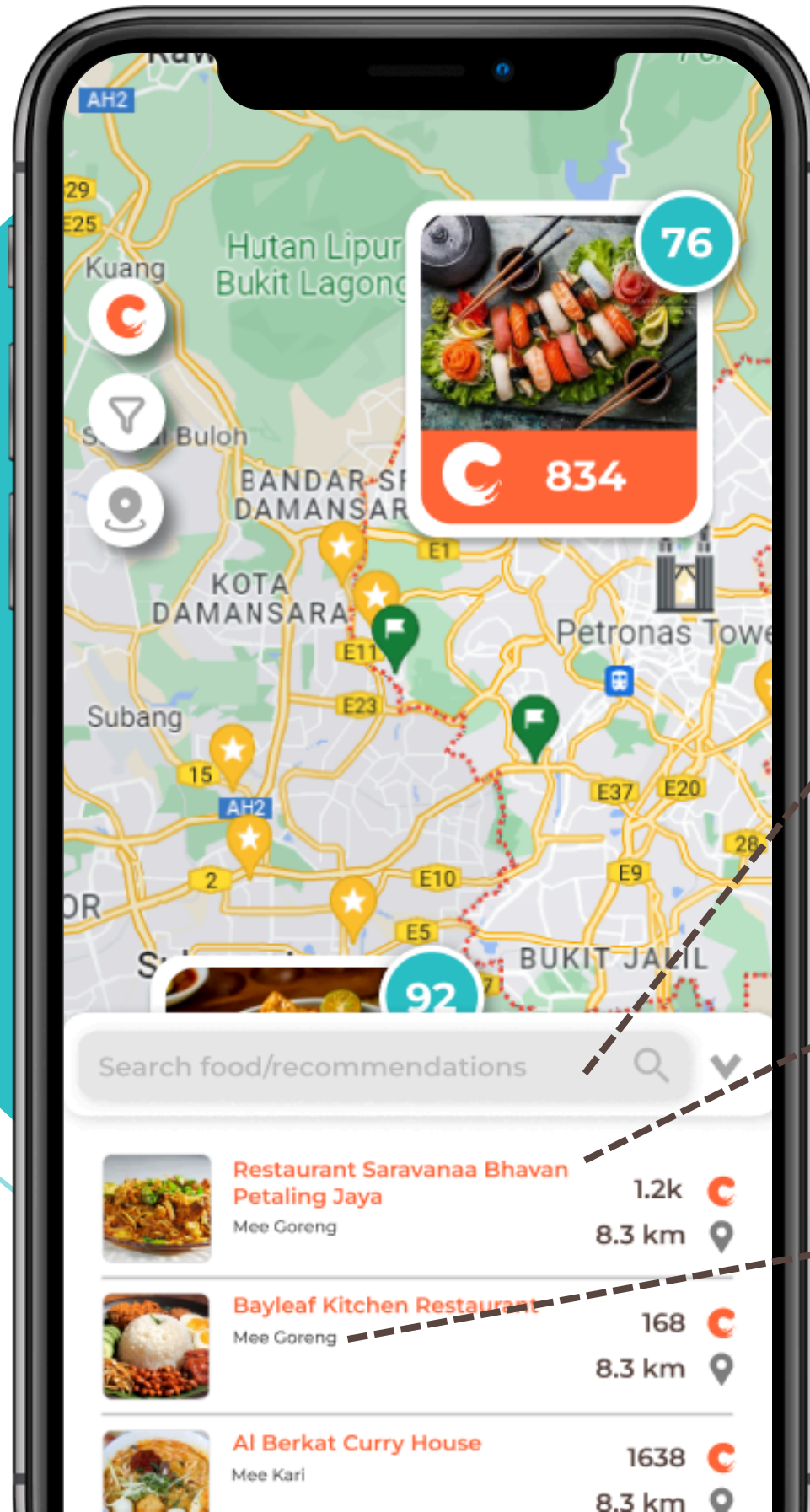
After

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

IMPLEMENTED A NEW AI DRIVEN SEARCH ENGINE



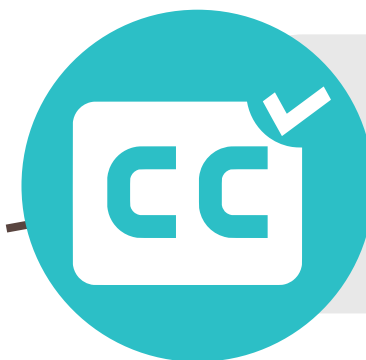
ABILITY TO SEARCH BY FOOD NAME (E.G. CHICKEN RICE)



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

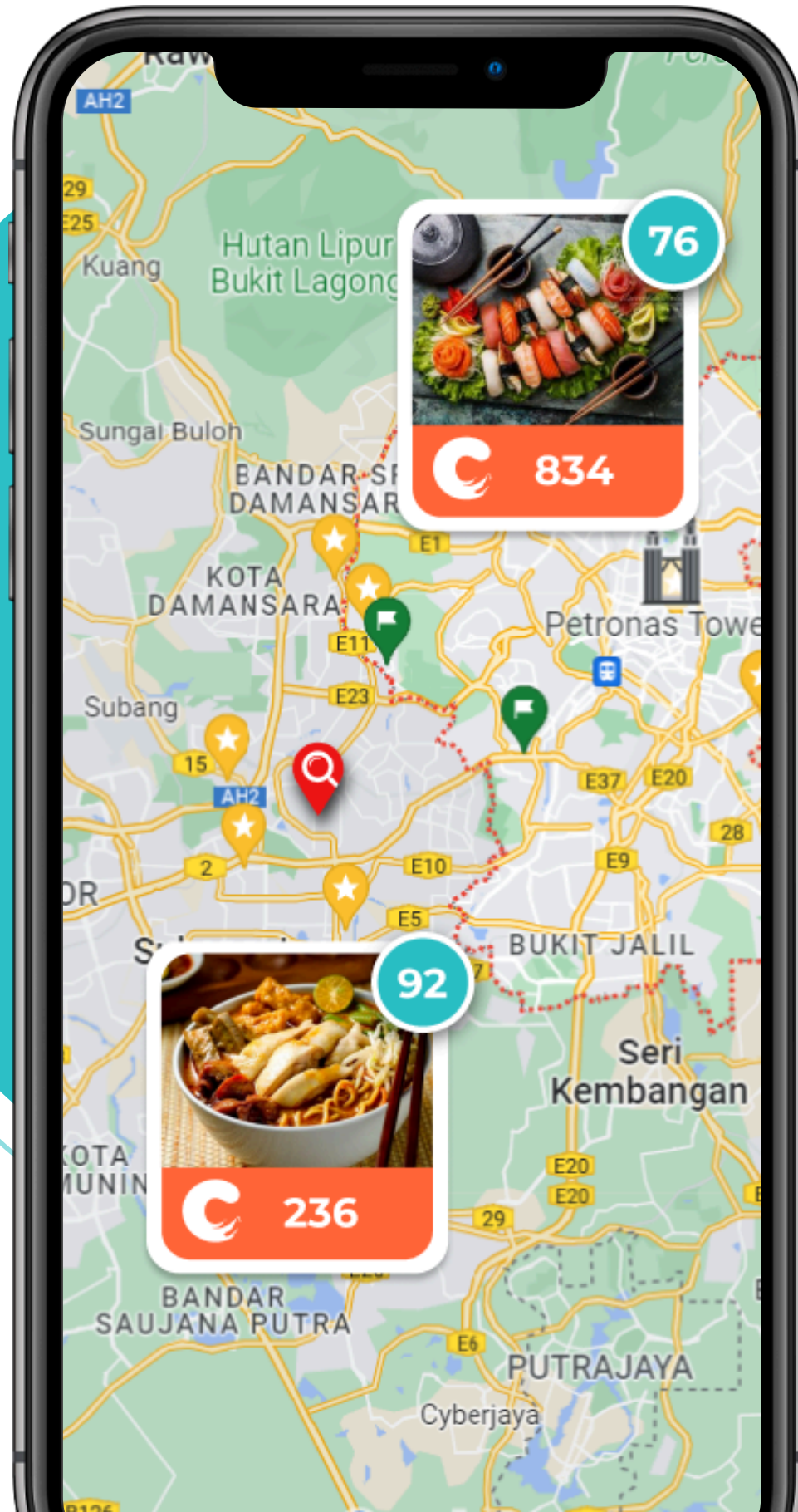
1	Picture	Support	Suppor	Supp	Suppc	Suppc	Support	Location	Latitude	Longitude	Accuracy	Breakfast	Lunch	Dinner	Food	Dessert	Drink	Pastries	Savory	Sweet	Sour	Spicy
2	R1_1_MY	R1	1	0	1	1	1	Oversea, 84-88, Jalan Imbi, Bukit Binta	3.1445273	101.7133898	ROOFTOP	0	1	1	1	0	0	0	1	0	0	0
3	R1_2_MY	R1	1	0	2	1	2	Oversea, 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
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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-10 pm	11:30 am-3 pm, 5:30 pm-10 pm	11:30 am-3 pm, 5:30 pm-10 pm	11:30 am-3 pm, 5:30 pm-10 pm	11:30 am-3 pm, 5:30 pm-10 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

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**

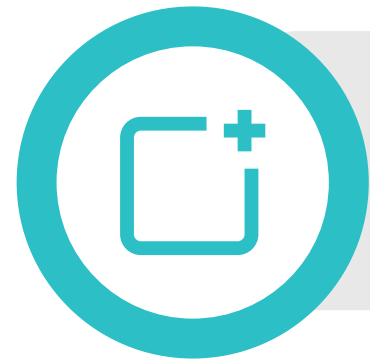
SOCIAL MEDIA MARKETING STRATEGY

DAILY TIKTOK VIDEOS STARTING 1-MAY-24



TikTok and Instagram Reels are main social media platforms

Series called "Let's eat with Crave"



Posting 5 Tiktoks/Reels a week starting May

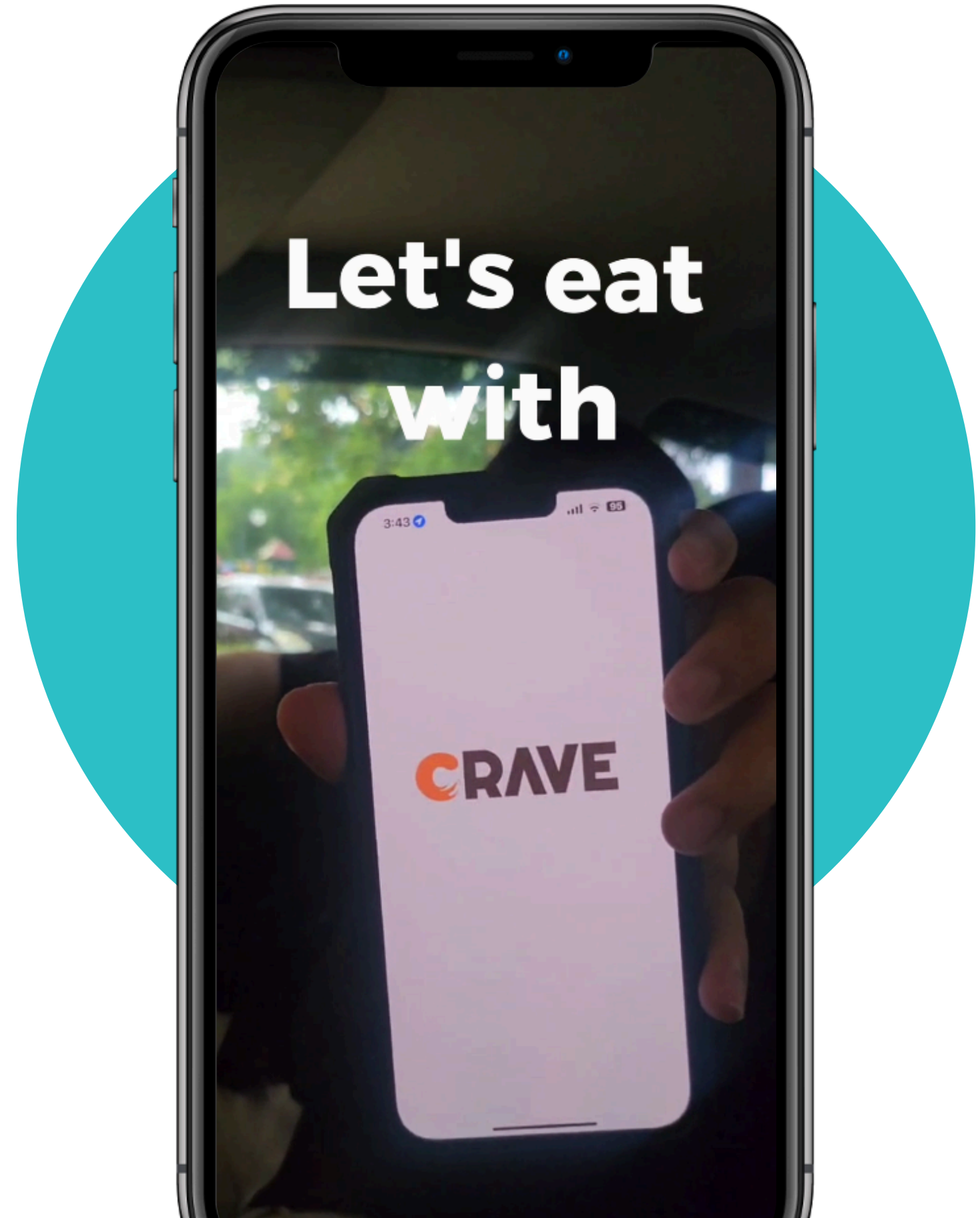
OUR SOCIAL MEDIA PLATFORM:



@tasteofcrave



@tasteofcrave





PREVIOUS

INVESTOR REPORTS

(22 - MARCH - 2024)



543 NEW RESTAURANTS HAVE BEEN ADDED

OPERATING HOURS AND RELATED FEATURES HAVE BEEN ADDED FOR USER CONVINIENCE



70

236

190

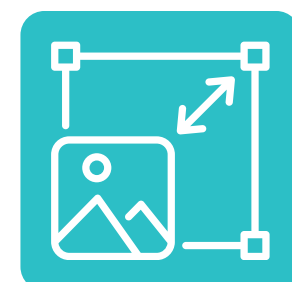
90

320

What are you craving?



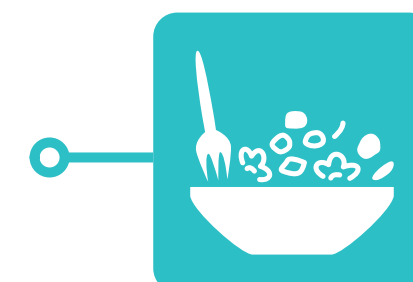
221 new SG restaurant data added



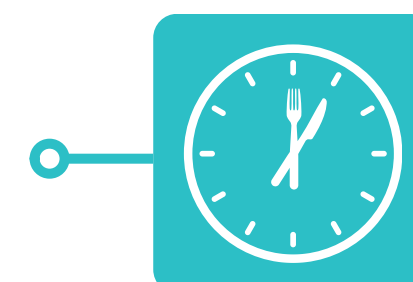
Enlarged food images in the Cravings page



All data has been updated with "operating hours"



322 new MY restaurant data added



'Meal Times', an all new category under filters



PREVIOUS
INVESTOR REPORTS
(05 - APRIL - 2024)



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



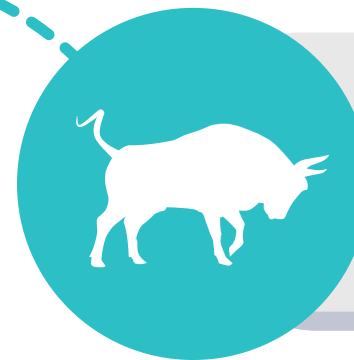
1,400+ restaurants
available in PH



350+ restaurants
available in SG



1,660+ restaurants
available in ID



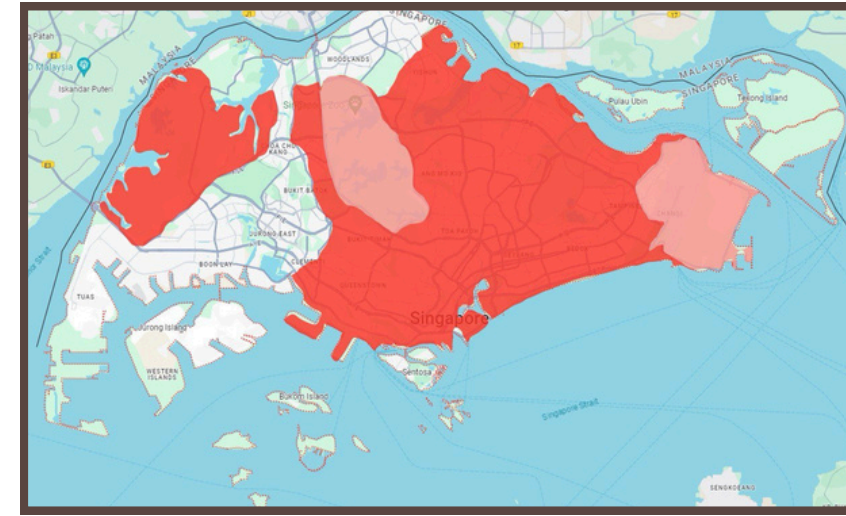
900+ restaurants
available in SPN

1,750 RESTAURANT OPERATING HOURS ADDED

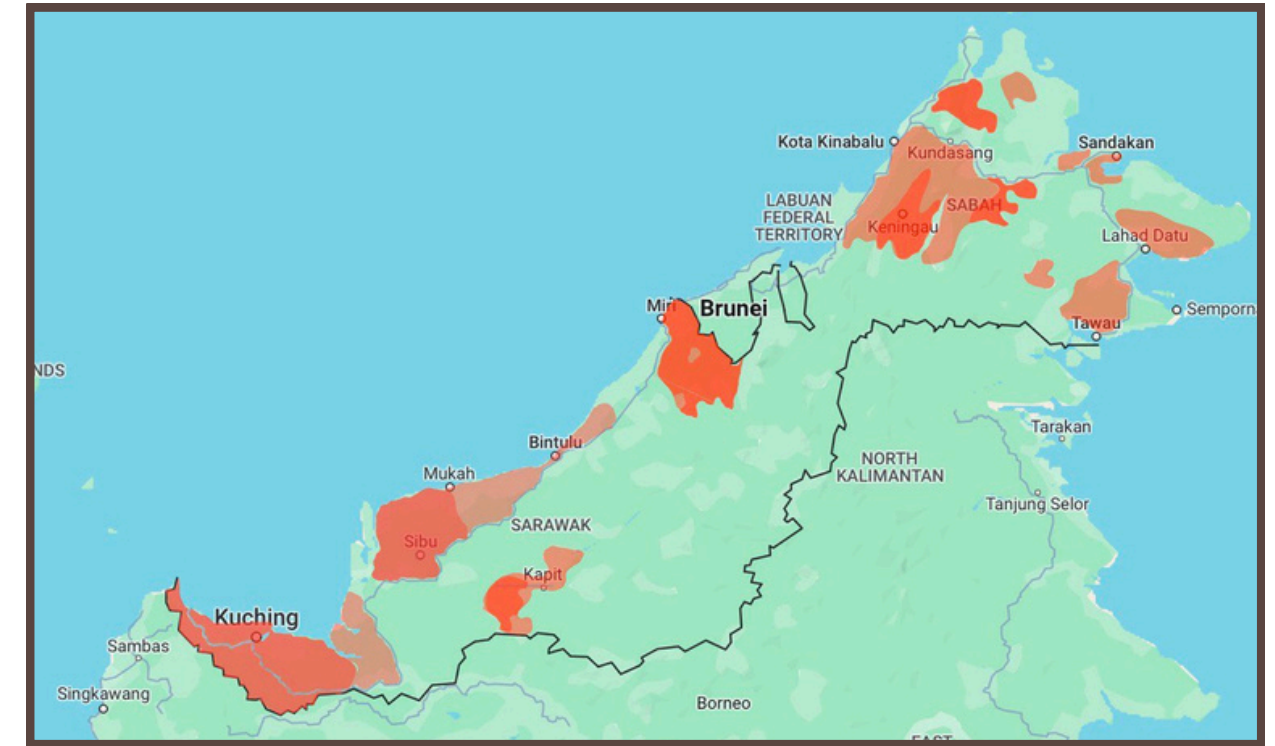
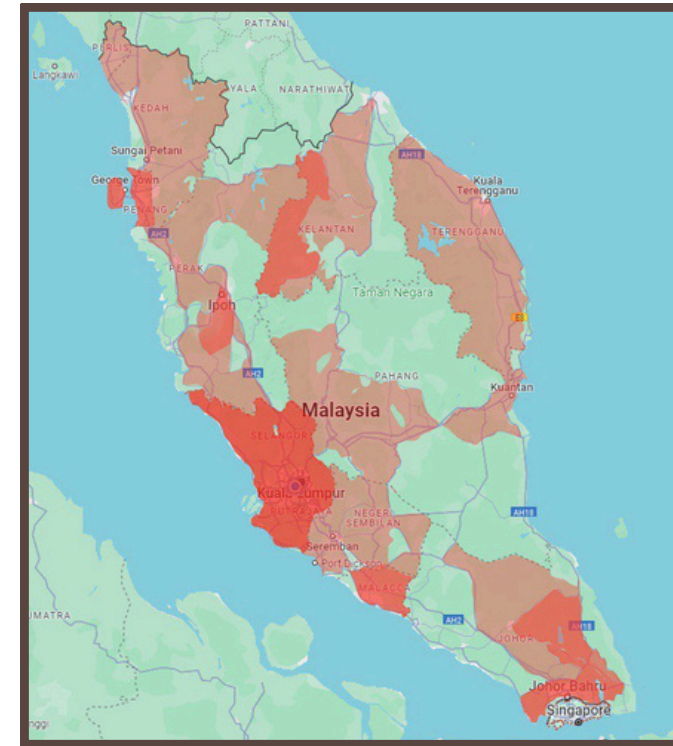


USERS ARE ABLE TO SEE RESTAURANT'S **OPENING HOURS FOR THEIR CONVENIENCE**

World Map



349 food images available in SG

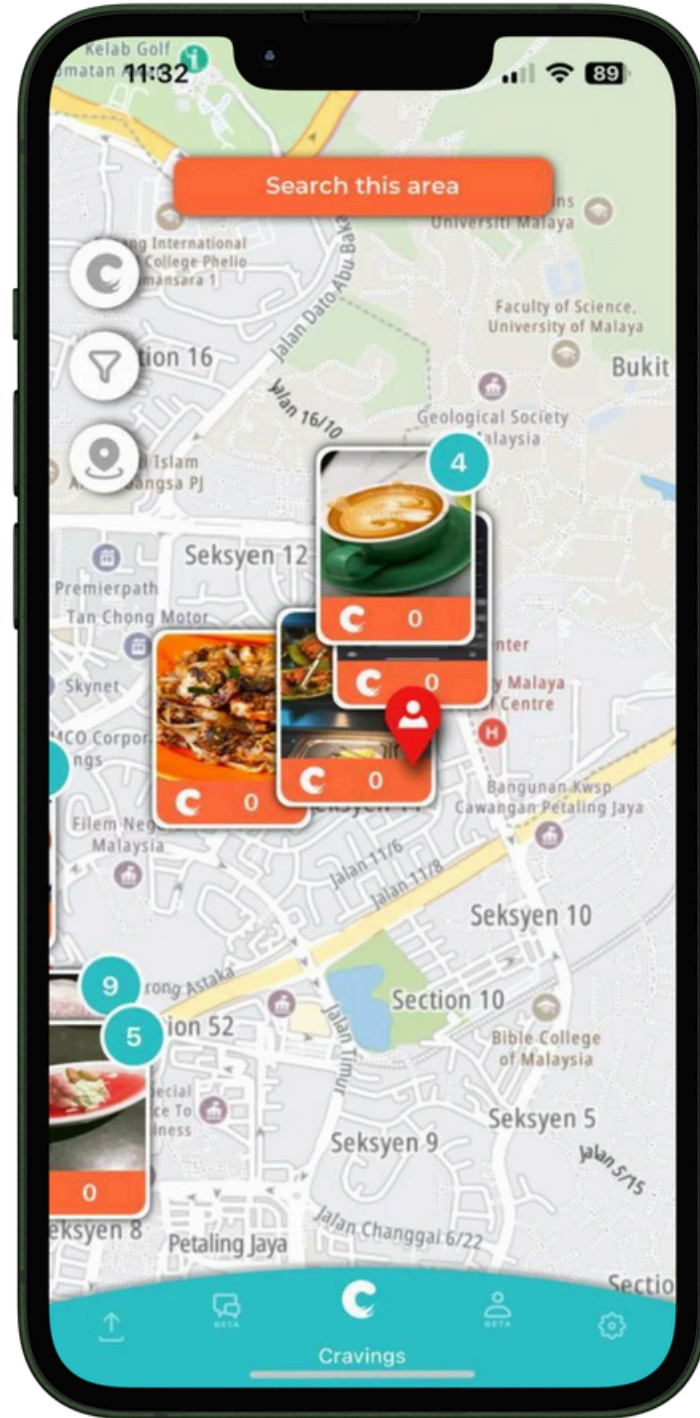


1409 restaurant operating hours available in MY

- 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