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# SUPERORDINARY

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MARCH 2026

# DISCLOSURE

WeMedia Shopping Network Holdings Co., Limited (“SuperOrdinary”) is currently undertaking a private placement offering of Convertible Securities pursuant to Section 4(a)(2) of the Securities Act of 1933, as amended (the “Securities Act”), and/or Rule 506(c) of Regulation D promulgated thereunder. Digital Offering, member FINRA/SIPC is the broker-dealer of record for this offering. Investors should consider the investment objectives, risks, and investment time horizon of the Company carefully before investing. The private placement memorandum relating to this offering of equity interests by the Company will contain this and other information concerning the Company and the securities referenced in that document, including risk factors, which should be read carefully before investing. ***You should be aware that (i) the securities may be sold only to “accredited investors,” as defined in Rule 501 of Regulation D; (ii) the securities will only be offered in reliance on an exemption from the registration requirements of the Securities Act and will not be required to comply with specific disclosure requirements that apply to registration under the Securities Act; (iii) the United States Securities and Exchange Commission will not pass upon the merits of or give its approval to the securities, the terms of the offering, or the accuracy or completeness of any offering materials; (iv) the securities will be subject to legal restrictions on transfer and resale and investors should not assume they will be able to resell their securities; investing in these securities involves a high degree of risk, and investors should be able to bear the loss of their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and if a public market develops following the offering, it may not continue.*** The Company intends to list its securities on a national exchange and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards.

***Significant risk factors include: i) our reliance on third-party technologies and vendors, including payment processors, banks, identity vendors, hardware suppliers, data centers, carriers, fulfillment centers and app stores, creates operational, licensing, and security risks that could disrupt service, increase cost or impact our ability to generate revenue, ii) the loss of a material portion of our existing content creators, or our failure to recruit new content creators, may materially harm our business and results of operations, and iii) if the security of our information technology systems or data is compromised or if our platform is subjected to cyber or other attacks that compromise user or partner accounts or frustrate or thwart our users’, partners’, or advertisers’ ability to access our products and services, our reputation and business could be seriously harmed.***

The offering documents may include “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act of 1934, as amended, and are intended to be covered by the safe harbor provisions for forward looking statements. This information is supplied from sources we believe to be reliable but we cannot guarantee accuracy. Although we believe our expectations expressed in such forward-looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, but not limited to the risks and uncertainties set forth in the attached materials, which could cause actual results to differ materially from the anticipated results set forth in such forward-looking statements. Any forward-looking statement made by us speaks only as of the date on which it is made, and we undertake no obligation to publicly update any forward-looking statement except as may be required by law.

# SUPERORDINARY OVERVIEW

SuperOrdinary is a leader in U.S. social commerce, the fastest-growing segment of retail, **expanding ~3x faster than traditional e-commerce<sup>1</sup>**.

Global social commerce sales are projected to grow from **\$992B in 2022 to \$2.9T in 2026<sup>2</sup>**.

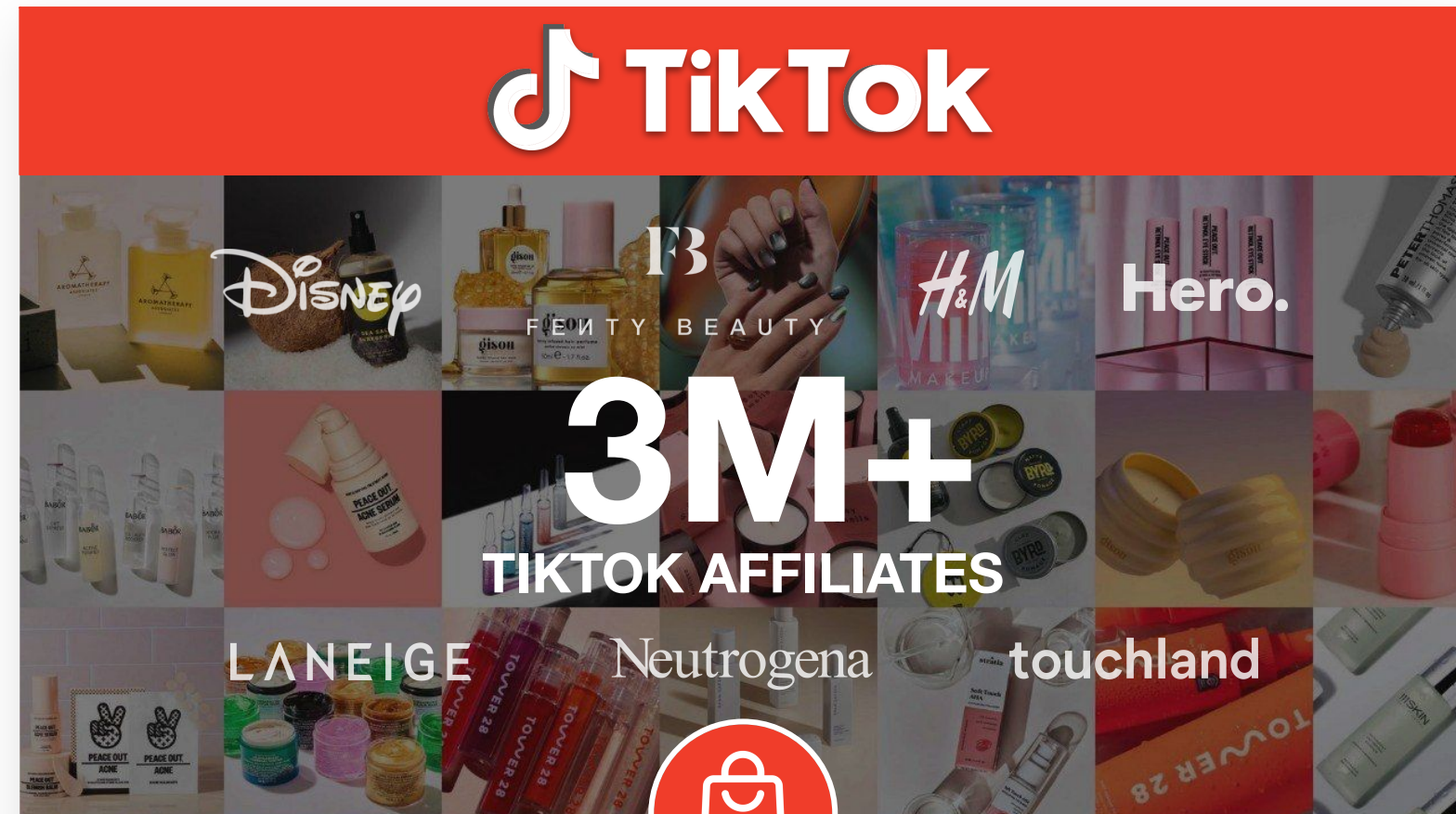
SuperOrdinary represents leading global brands including Disney and H&M, using proprietary technology to **activate a 3M+ global creator network**.

SuperOrdinary has successfully executed its social commerce playbook in China and is now scaling rapidly in the U.S., with plans to launch across **LATAM and the Middle East**.

In 2026, SuperOrdinary is expanding its creator offerings and launching a **microdrama strategy**, unlocking incremental creator monetization in one of the fastest-growing global entertainment formats.

# WHAT WE DO

SuperOrdinary operates at the center of **social commerce**.



## WE SELL **PRODUCTS**

We scale SuperOrdinary-owned and partner brands on TikTok through livestreams, affiliates, and shoppable content.

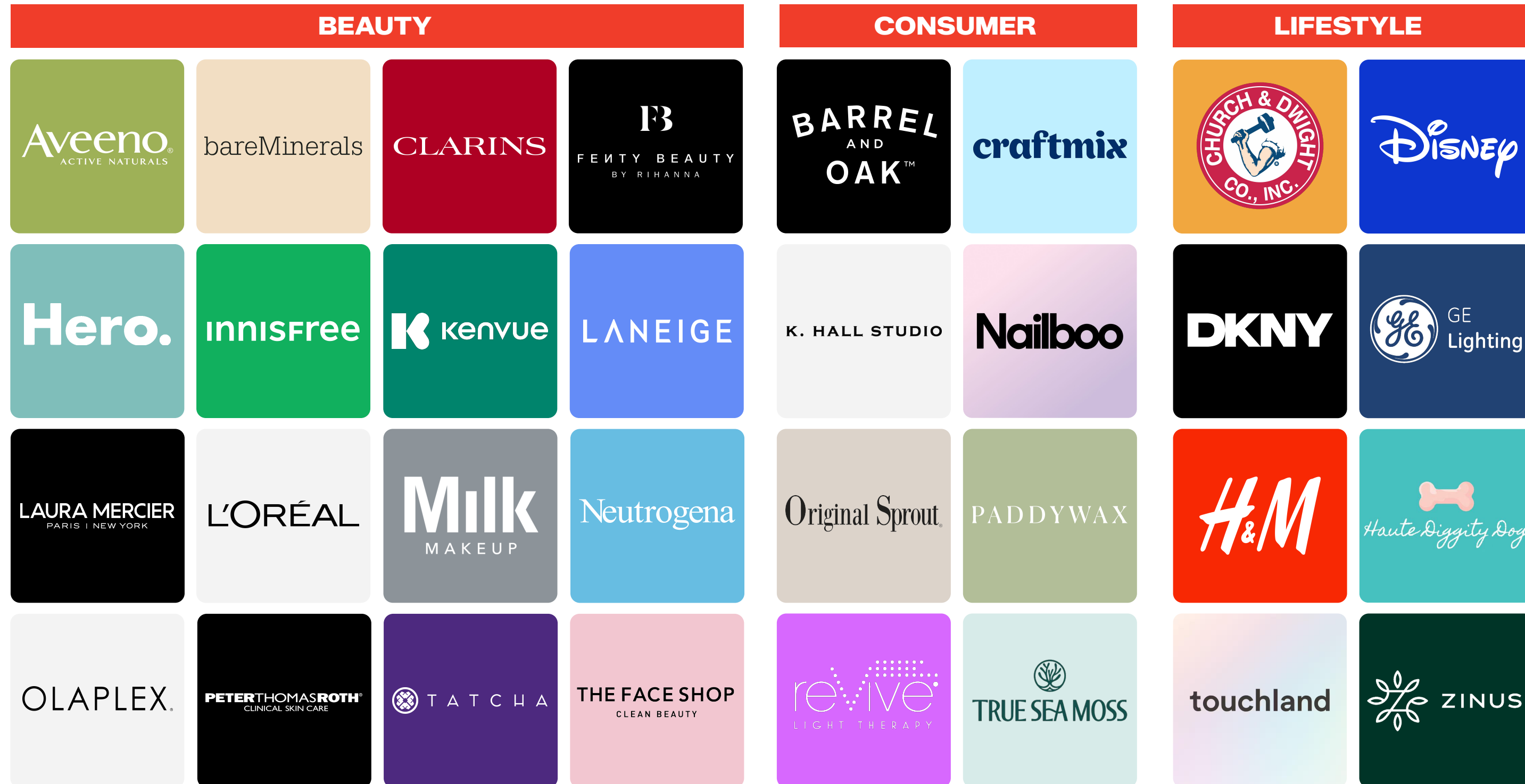


## WE SELL **CONTENT**

We enable creators to monetize owned and third-party content across subscriptions, video, messaging, and livestreaming on Fanfix.

# PARTNER BRANDS

SuperOrdinary supports **200+ brands** across beauty, consumer, and lifestyle categories, with additional brands in our ever-growing pipeline.



## WHY BRANDS PARTNER WITH US

**Creator-Led Commerce**  
Brands are reallocating spend toward creator-led commerce to drive trust, engagement, and measurable revenue.

**Digital-Native Reach**  
Social commerce is essential for reaching Gen Z and Millennial consumers, who increasingly discover and purchase directly within social platforms.

# ACCELERATION OF TIKTOK COMMERCE

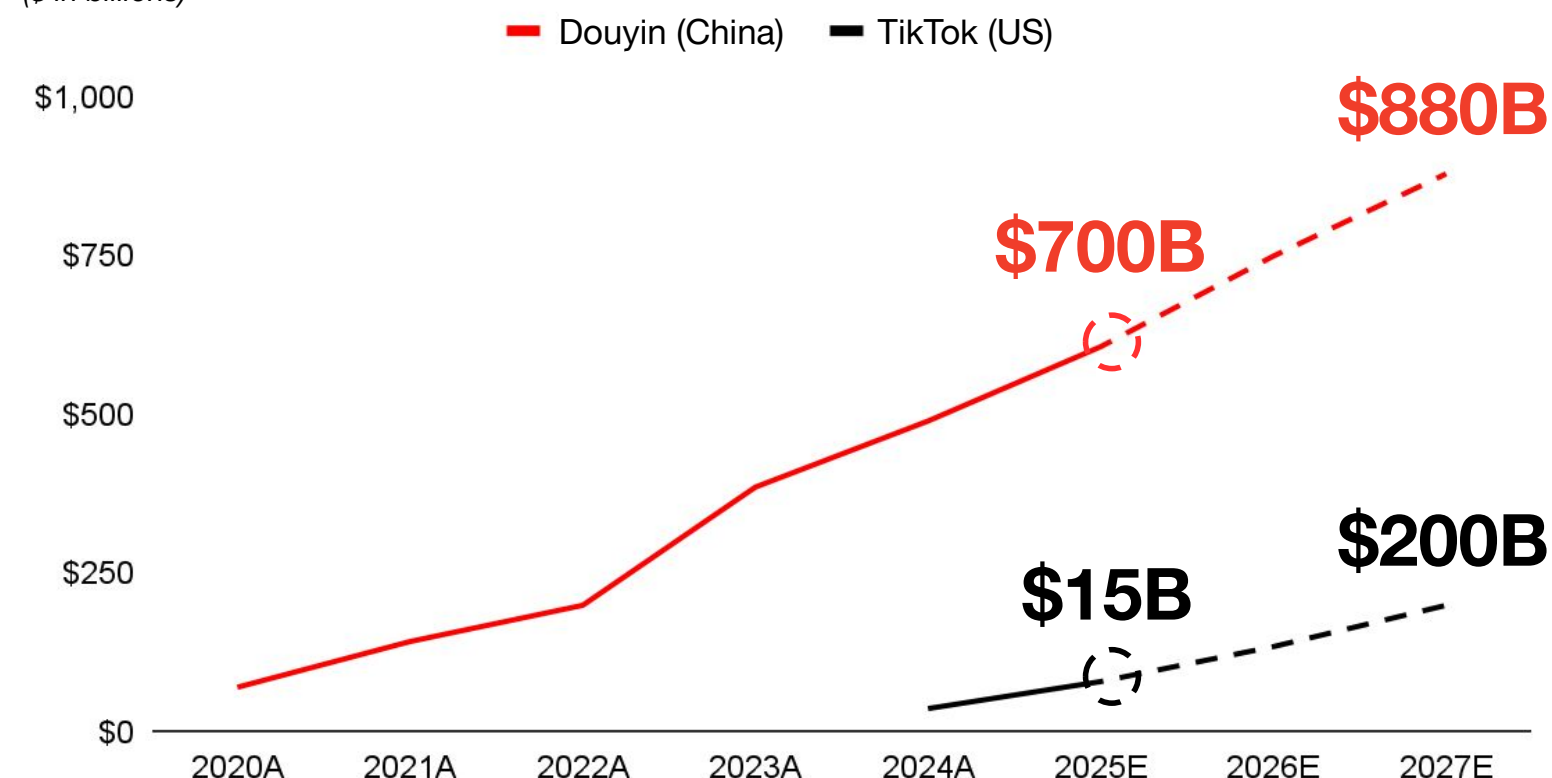
U.S. social commerce is undergoing a **rapid structural shift** that combines content discovery, engagement, and checkout.

## TIKTOK COMMERCE IN THE U.S. IS FOLLOWING CHINA'S TRAJECTORY

- China is the most advanced social commerce market, with Douyin generating hundreds of billions in annual sales<sup>1</sup>
- Launched in 2023, TikTok Shop in the U.S. has now reached an inflection point and is scaling rapidly in the early stages of penetration

### DOUYIN & TIKTOK GROSS MERCHANDISE VALUE<sup>1</sup> ("GMV")

(\$ in billions)



**\$280B<sup>2</sup>**

Social Media Advertising Spend

Global social media advertising reaches \$280B annually, with commerce increasingly embedded directly into content.

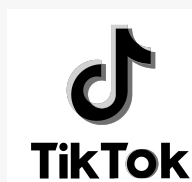
**\$1T<sup>3</sup>**

Social Commerce Revenue

Global social commerce revenue from TikTok, Instagram, Facebook, Pinterest, etc., expected to exceed \$1T by 2026, including \$80B+ in the U.S.

### TIKTOK PROFITABILITY IS IMPROVING AS PLATFORM-NATIVE SHOPPING GROWS

TikTok has outpaced Meta in revenue in 2025 and is expected to outpace Meta in profitability in 2026 as commerce scales.



**~\$60B<sup>1</sup>**

TikTok 2025E Net Profit



**~\$60B<sup>4</sup>**

Meta 2025E Net Profit

# CHINA: A PROVEN MARKET AT SCALE

- ➔ Global brands have shifted spend aggressively toward social platforms to reverse declining performance in traditional channels.
- ➔ As of mid-2023, China had **765M livestream viewers**<sup>1</sup>, with shopping content as the most consumed category.
- ➔ Procter & Gamble **regained online market share** in China after pivoting to Douyin-led social commerce.
- ➔ Estée Lauder generated **500M views and \$28M in sales**<sup>2</sup> through creator-led live activations on Tmall.

**SUPERORDINARY HAS ALREADY DRIVEN STRONG OUTCOMES FOR GLOBAL BRANDS IN THE CHINA MARKET.**

Supergoop!

FARMACY  
BEAUTY

OLAPLEX.

BIOSSANCE..



# SUPERORDINARY CAPABILITIES

Fully integrated **social commerce engine** connecting discovery, conversion, and retention across **TikTok Shop** and **Amazon**.



## TIKTOK SHOP

- End-to-end product, inventory, and fulfillment management
- Shop setup, analytics, CRM retargeting, and customer service
- Dedicated studios powering livestream, affiliate, and paid media activations to maximize reach and conversion



## AMAZON

- Creator-driven traffic via referral bonuses to improve organic rankings
- Full-service 3P management: inventory, content, advertising, analytics
- In-house detection and enforcement tools to protect pricing, Buy Box, and catalog integrity



Fulfillment



Creators



Analytics



Enforcement

**THE UPGRADED AMAZON + TIKTOK SHOP OFFERING HAS GENERATED FIVE NEAR-TERM CLIENT OPPORTUNITIES.**

# HOW WE MONETIZE

Platform-led revenue streams across **commerce**, **creators**, and **content**.

## REVENUE GENERATED ACROSS SOCIAL COMMERCE AND FANFIX THROUGH:

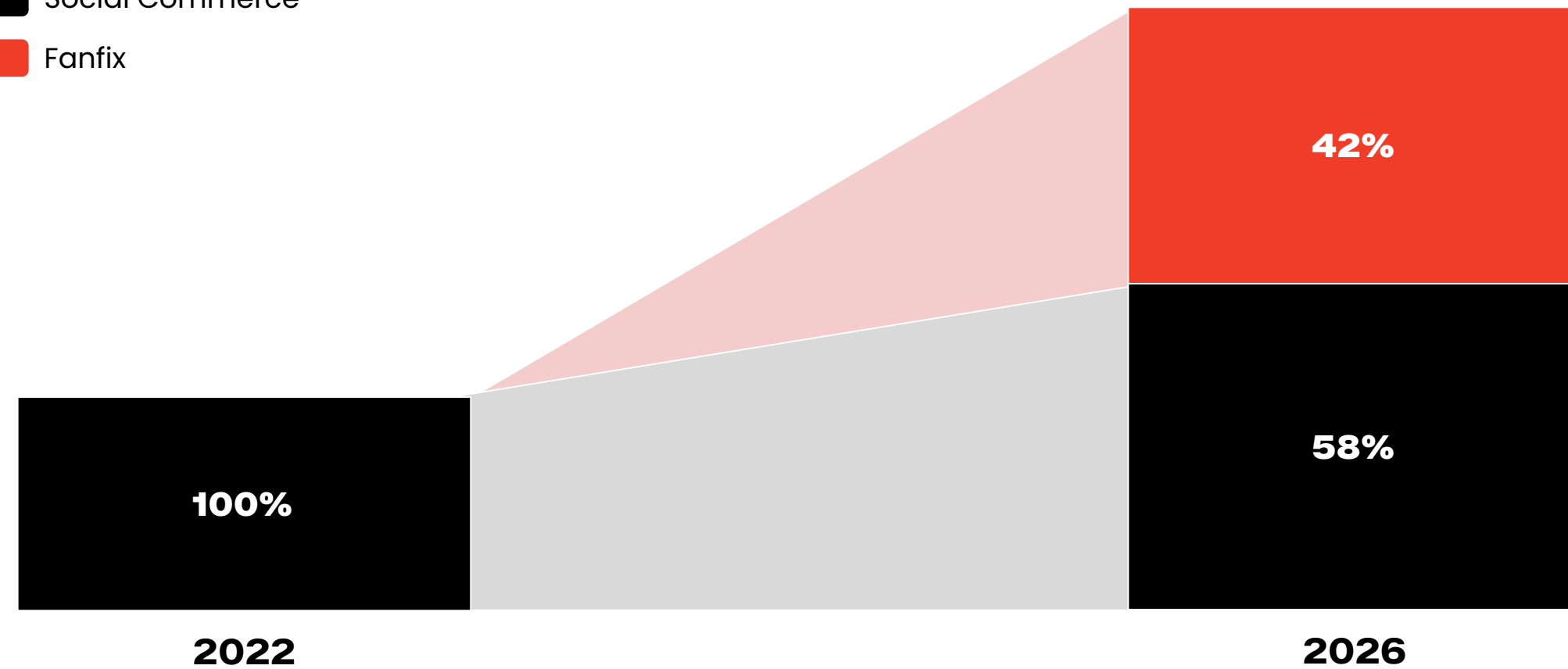
- GMV-based commissions
- Platform and operational service fees
- Performance-based incentives
- Microdrama expansion

**32%**

take rate across transaction revenue and creator subscriptions

## DIVERSIFYING REVENUE MIX

- Social Commerce
- Fanfix



**RECURRING REVENUE DRIVEN BY PLATFORM MONETIZATION AND COMMERCE GROWTH\*.**

# CREATOR NETWORK

Creators benefit from **diversified monetization** across products, subscriptions, and content.

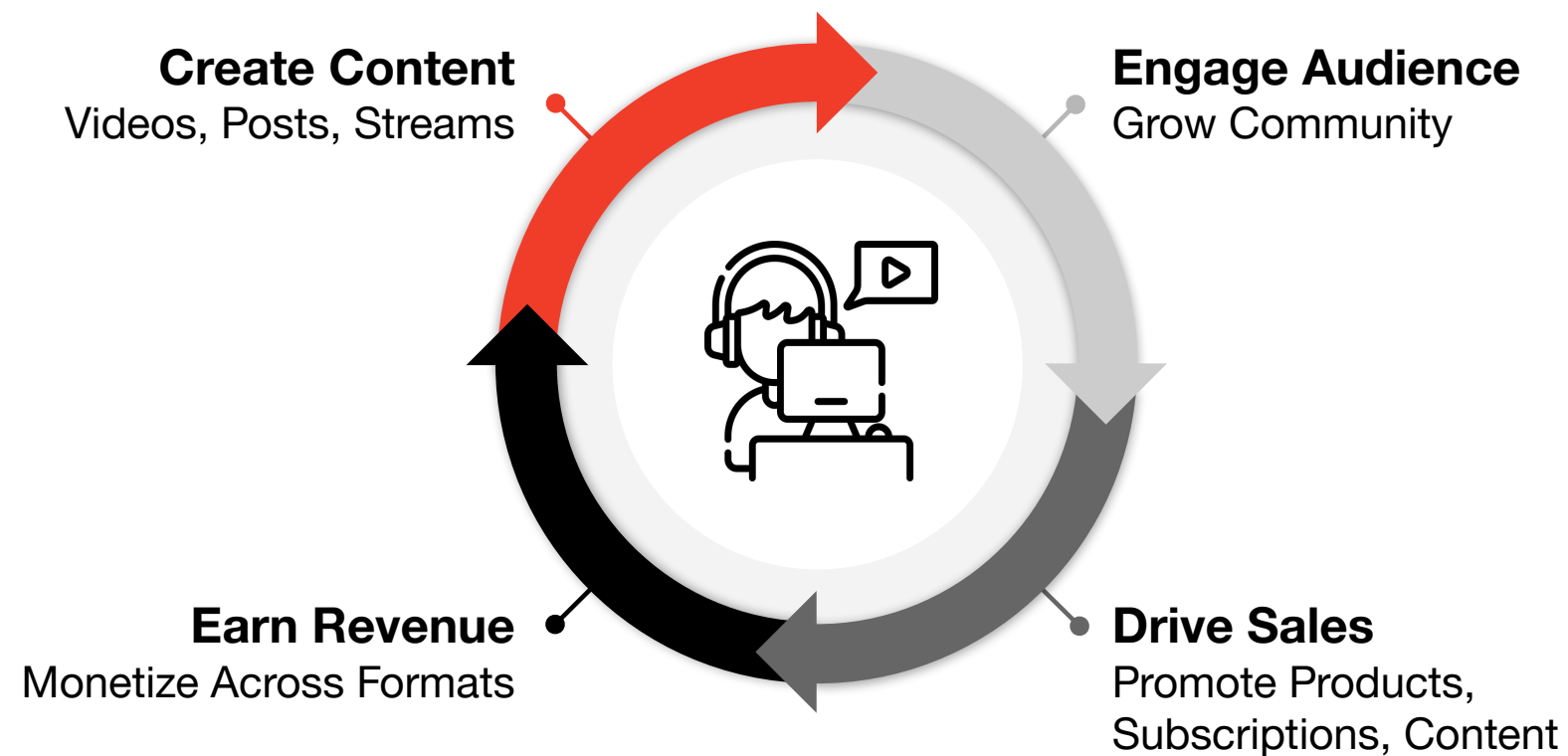
**3M+**

global creators actively engaged in SuperOrdinary's fast-growing affiliate network

**20K+**

shoppable videos per month generated, driving continuous content-led commerce

**CREATE. ENGAGE. MONETIZE. REPEAT.**



The Ordinary.



# BUILDING OUR OWN BRANDS & CHANNELS

SuperOrdinary is developing QVC-like owned social commerce products and channels tailored to Gen Z and Millennials.

**THE COMPANY HAS SUCCESSFULLY SUPPORTED PARTNER BRANDS IN CHINA THAT LATER ACHIEVED STRATEGIC EXITS OR IPOs, INCLUDING:**



Farmacy → P&G



Supergoop → Blackstone



The Ordinary → Estée Lauder



Drunk Elephant → Shiseido

**SUPERORDINARY AIMS TO REPLICATE THIS MODEL IN THE U.S. TO INCUBATE AND SCALE PROPRIETARY OWNED BRANDS.**

# FANFIX: CREATOR PLATFORM

FanFix is SuperOrdinary's **exclusive content platform** that connects creators directly with their most loyal audiences.

## MONETIZATION LAYER FOR THE CREATOR ECONOMY

**\$100M+**  
Annual GMV

**~2K**  
Active Creators

**20%**  
Take Rate

### KEY CAPABILITIES



**Exclusive Content Access**  
Subscription-only videos and premium content unavailable on traditional social platforms

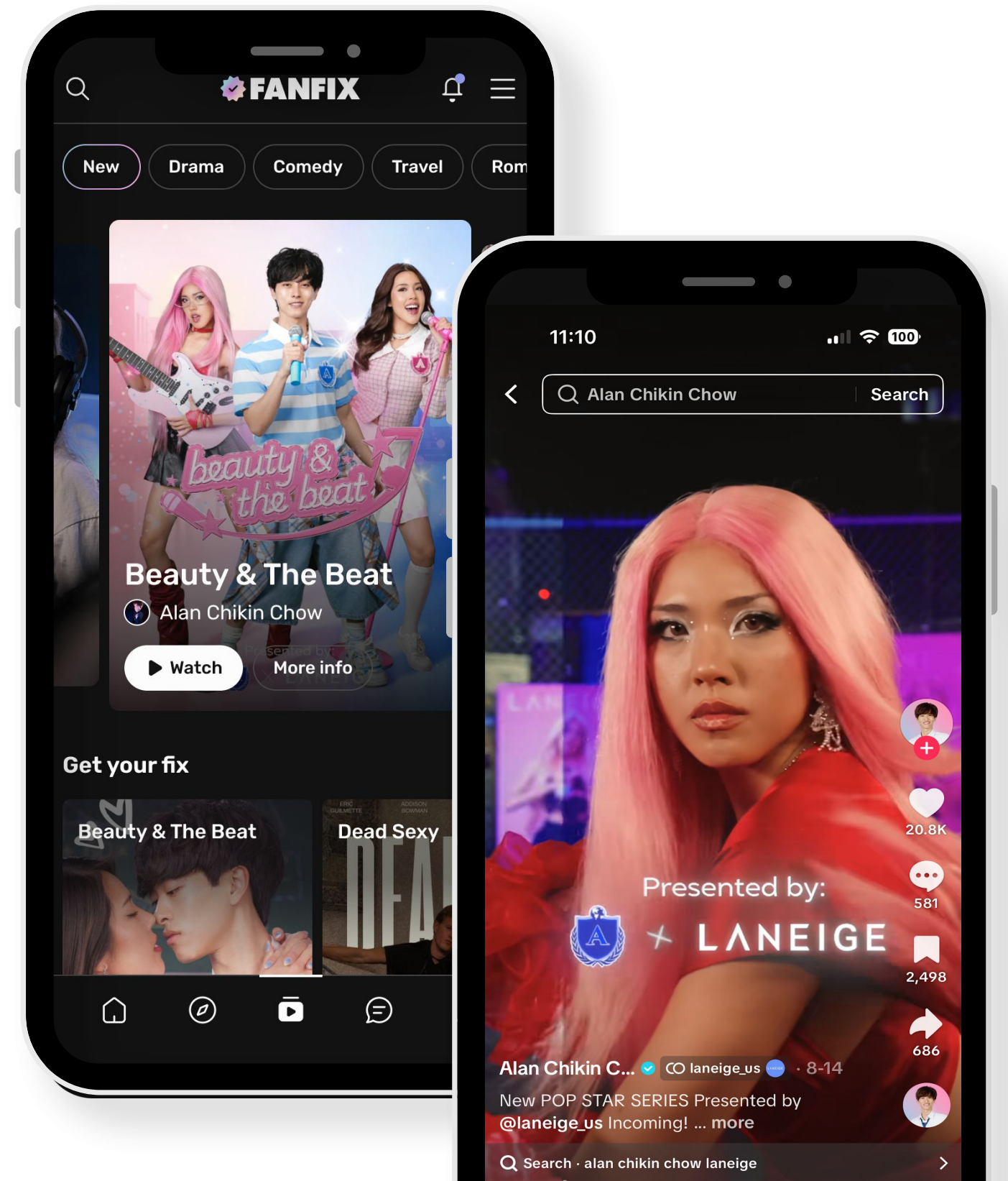


**Direct Fan Engagement**  
Paid messaging, livestreams, and interactive features that deepen creator-fan relationships



**Built-In Monetization Tools**  
Subscriptions, pay-per-view content, digital experiences, and premium access

**BY OWNING THE CREATOR-FAN RELATIONSHIP, FANFIX TRANSFORMS AUDIENCE ATTENTION INTO MEASURABLE MONETIZATION.**



# FANFIX: MONETIZATION ENGINE

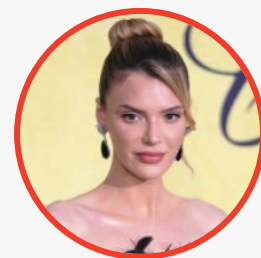
The Fanfix platform powers brand-safe premium content, direct fan relationships, and emerging creator-led formats.

## EXCLUSIVE CREATOR CONTENT

**145K** Average Subscribers

**9.2K** Average Daily Transactions

### SELECT CREATORS EARNING THROUGH FANFIX:



**ALISSA VIOLET**  
MODEL

Instagram 12M, TikTok 3.9M, Snapchat 3.7M



**ANNA SHUMATE**  
LIFESTYLE & FASHION

Instagram 1.7M, TikTok 12M, Snapchat 2.8M



**SHAINA WEST**  
ATHLETE

Instagram 1.1M, TikTok 134K, Snapchat N/A



**KENDALL VERTES**  
DANCER

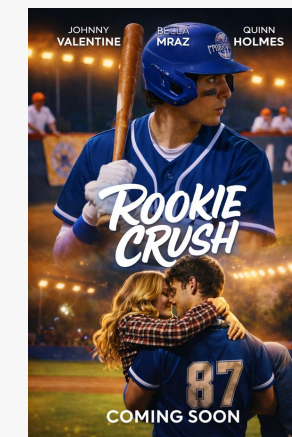
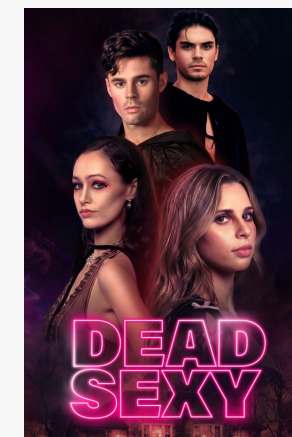
Instagram 11M, TikTok 8.5M, Snapchat N/A

## MICRODRAMA ENGINE

**10** Original Series in Production

**25** Licensed Series

### SELECT CONTENT IN PRODUCTION:



### Provides direct monetization of loyal fan base:

- Subscription memberships for premium content access
- Paid messaging and unlocks for direct fan interaction
- Exclusive livestreams and digital experiences
- First-party data ownership driving retention and conversion

### Allows expansion into vertically integrated, mobile-first short-form series:

- Original and licensed series (~2-minute episodes, 40-60 per season)
- Freemium model (free episodes followed by coin or subscription unlock)
- Brand integrations and commerce enablement
- Built-in creator-led distribution driving low customer acquisition costs

**FANFIX HELPS CONVERT LOYAL FANS AND GREAT STORYTELLING INTO RECURRING REVENUE FOR CREATORS.**

# FINANCIAL SNAPSHOT

**\$244M**

**2025A Revenue**

**\$299M**

**2026E Revenue\***

**41%**

**2026E Gross Margin\***  
Expansion from 38% in 2025



**EBITDA**

Positive EBITDA expected in 2026\*,  
following break-even in 2025

**\*Note:**

- 2026 revenue estimate assumes continued growth in affiliates, creators and brands as experienced.
- Past results are not indicative of future performance and a failure to achieve prior growth experiences may impede the achievement of our financial forecasts.

# OFFERING OVERVIEW

<b>Securities Offered</b>	7% Convertible Securities
<b>Offering Amount</b>	\$50,000,000
<b>Minimum Investment</b>	\$5,000
<b>Conversion Feature</b>	Automatically Converts to Common Shares at a 25% Discount to Planned Initial Public Offering.
<b>Anticipated Closing Date</b>	Closings will be held on a rolling basis and will continue until the Offering Amount or the Maximum Amount has been raised, as applicable, or the Company decides to terminate the Offering at its sole discretion. Please review PPM for details on the Maximum Amount.

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# OUR TEAM

Extensive global team of **305 employees** led by innovators and first movers in the digital and commerce landscape.

**24**  
Corporate  
Employees



**Laura Sposato**  
SVP Finance



**Gary Sang**  
VP TikTok Operations



**Maggie Rugh**  
VP Growth & Partnerships



**Sergey Anufrienko**  
Head of Engineering, Fanfix



**Julian Reis**  
Founder & CEO



**Derek Trau**  
Chief Operating Officer



**Harry Golden**  
Chief Strategy Officer



**Michael van den Berg**  
Global General Counsel &  
Head of M&A



**Ari Salzberg**  
VP Corporate Development



**Dylan Harari**  
Global Head of Creators



**Alex Korman**  
Head of Product



**Gerdus Potgieter**  
VP Global Controller

**29**  
Amazon  
Employees

**42**  
Fanfix  
Employees

# BOARD & ADVISORY

Seasoned leaders comprised of investors and operators shaping the future of **global brands** and **digital media**.



## Julian Steinberg

**Alliance Consumer Growth**  
Co-Founder & Managing Partner



- Leads investment strategy for ACG
- Former Managing Director at Atlas and Vice President at Goode Venture Partners, evaluating investment and M&A opportunities



## Manuel Puig

**Puig**  
Vice Chairman & Director



- Key role in the acquisitions that fueled Puig's inorganic growth over the past decade
- 35+ years at Puig in senior leadership roles across global brands and markets



## René Rechtman

**Moonbug Entertainment**  
Co-Founder & CEO



- Recognized for his expertise in transforming digital content into global franchises
- Former President of International at Maker Studios, where he led the company's expansion and sale to The Walt Disney Company



## Jason Port

**RedBird Capital Partners**  
Senior Advisor



- Advises on venture and early-stage growth equity investments at RedBird
- President of Network Media Group, a strategic consultancy focused on business development and growth advisory



## Alice Hampton

**ACP Management**  
Founder



- Founder and chief executive of ACP Management, overseeing agency strategy and talent representation
- 20+ years driving global beauty and fashion communications strategy across Shiseido Makeup, UGG, Clinique, and Estée Lauder

# MANAGING BROKER-DEALER

Digital Offering is the Managing Broker-Dealer of record for this offering.



Member of FINRA/SIPC

Digital Offering is a next generation investment bank working with high-quality private and public growth companies to access U.S. capital markets and achieve their growth objectives.

## CROWD FINANCED OFFERINGS

Leveraging the JOBS Act and Regulation A+, we have developed the methodology to underwrite **Crowd-Financed\*** Offerings to access capital from retail and institutional investors while maintaining the structure, execution, and settlement standards of traditional offerings that list on Nasdaq, NYSE, and OTC Markets.

## UNDERWRITER

Digital Offering is proud to be a Limited Underwriting for the NYSE, NYSE American, and Nasdaq. This important milestone enables Digital Offering to act as a lead underwriter for IPOs on the NYSE, NYSE American, and Nasdaq Stock Market under the new rules implemented by the exchanges, further enhancing its ability to deliver strategic and customized capital markets solutions to its clients.

## CONTACT INFORMATION

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