

Triller | Private Company Profile

Highlights

Employees

150

As of 10-Aug-2020



First Acquisition in New Vertical

Mobile

14-Apr-2021



Last Deal Details

Undisclosed

Reverse Merger

Total Raised to Date

\$110.00M

As of 12-Oct-2020

First Acquisition in New Vertical

Artificial Intelligence & Machine Learning

14-Apr-2021



First Acquisition in New Vertical

Marketing Tech

14-Apr-2021



Post Valuation

\$1.25B

As of 12-Oct-2020

Valuation Step-up

8.85x

General Information

Description

Developer of a social video sharing platform designed to create engaging media content. The company's platform is inbuilt with an auto-editing technology that enables users to create lip sync videos with a portion of the song they want to use and snap a few takes for creating music videos, enabling individuals to explore their talent and share it through different social networks.

Most Recent Financing Status (as of 16-Oct-2020)

The company is rumored to be looking to acquire a Public Company through a reverse merger on October 12, 2020. Previously, the company closed on \$100 million of a planned \$250 million venture funding in a deal led by UBS on October 12, 2020, putting the company's pre-money valuation at \$1.15 billion. Pegasus Tech Ventures, Intersect VC and other undisclosed investors also participated in the round.

Entity Types

Private Company
Acquirer

Year Founded

2015

Website

www.triller.co

Universe

Venture Capital

Legal Name

Triller, Inc.

Parent Company

[Proxima Media](#)

Business Status

Generating Revenue

Employees

150

Ownership Status

Acquired/Merged (Operating Subsidiary)

Financing Status

Venture Capital-Backed

Industries, Verticals & Keywords

Primary Industry

Entertainment Software

Verticals

Mobile

SaaS

TMT

Keywords

music video app

music video platform

talent discovery tools

talent discovery engine

talent discovery platform

music video application

Other Industries

Social/Platform Software

Movies, Music and Entertainment

What PitchBook Analysts Say

"Organizations are evolving into continuous creators of digital IP. To be successful, they must find ways to streamline and prioritize product creation and reduce administrative bottlenecks. DevOps has the potential to help organizations realize these goals, while making it easier to manage the complexity and fast-paced nature of today's IT landscape."

Q4 2019 Emerging Tech Research: Cloudtech: DevOps | 05-Mar-2020 | Paul Condra | SaaS, Software

Contact Information**Primary Contact**[Mike Lu](#)

Chief Executive Officer

mlu@triller.co**Primary Office**

2121 Avenue of the stars

Suite 2350

Los Angeles, CA 90067

United States

contact@triller.co**Alternate Offices****Faro**

Faro

Portugal

contact@triller.co**London**

London

England, United Kingdom

contact@triller.co**New York**

133 West 19th Street 5A

New York, NY 10011

United States

contact@triller.co**Orlando**

Orlando, FL

United States

contact@triller.co**Paris**

Paris

France

contact@triller.co**San Francisco**

San Francisco, CA





United States

contact@triller.co**Top 5 Similar Companies**

#	Name	Competitor	Financing Status	HQ Location	Primary Industry	Year Founded	Last Financing Date/Type	Last Financing Amount
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1	TikTok	✓	Corporate Backed or Acquired	Beijing, China	Entertainment Software	2016		
2	WeVideo	✓	Private Equity-Backed	Mountain View, CA	Multimedia and Design Software	2011	2020/Buyout/LBO	
3	BIGVU	✓	Venture Capital-Backed	New York, NY	Multimedia and Design Software	2016	2018/Seed	\$0.80M
4	Animaker	✓	Angel-Backed	Palo Alto, CA	Multimedia and Design Software	2014	Capitalization	\$0.09M
5	Lomotif	✓	Venture Capital-Backed	Singapore, Singapore	Multimedia and Design Software	2014	2021/M&A	\$125.00M

Comparisons

	 Triller	 TikTok	 WeVideo	 BIGVU
Description	Developer of a social video sharing platform designed to create engaging media content.	Developer of a lip-syncing video application intended to create and share short videos.	Developer of a cloud based video editing platform designed to offer an online creative toolbox for children, to be used both in school and at home.	Provider of a destination application intended to help people create short, concise, and interactive business videos.
Primary Industry	Entertainment Software	Entertainment Software	Multimedia and Design Software	Multimedia and Design Software
HQ Location	Los Angeles, CA	Beijing, China	Mountain View, CA	New York, NY
Employees	150 2020	25000 2020	74 2020	11 2020
Total Raised	\$110.00M		\$21.80M	\$0.80M
Post Valuation	\$1.25B ^E 11-Oct-2020	-	-	-
Last Financing Details	Undisclosed amount Reverse Merger	-	Undisclosed amount 2020/Buyout/LBO	\$0.80M 2018/Seed Round

^E Estimated

Patents

1 Total Patents Families	2 Total Documents Applications and Grants	1 Active	0 Pending	0 Expiring In next 12 mo	0 Inactive
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Top Patent Technology (CPC codes): Information storage based on relative movement between record carrier and transducer

Recent Patent Activity

Publication ID	Patent Title	Activity	Activity Date	Family Id	Technology (CPC)	Citations	Independent Claims	First Filing Date
US-20160336039-A1	SYSTEMS AND METHODS FOR CREATING MUSIC VIDEOS SYNCHRONIZED WITH AN AUDIO TRACK	Granted	15-Dec-2020	57277581	G11B27/031	1	4	11-May-2015

US-9691429-B2	Systems and methods for creating music videos synchronized with an audio track	Active	15-Dec-2020	57277581	G11B27/031	3	3	11-May-2015
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Current Team (5)

Name	Title	Board Seats	Office	Phone	Email
Mike Lu	Chief Executive Officer		Los Angeles, CA		mlu@triller.co
Paul Kahn	Chief Financial Officer		Los Angeles, CA		paul@triller.co
Josh Richards	Chief Strategy Officer		Los Angeles, CA		
David Leiberman	Co-Founder & Executive Vice President Growth		Los Angeles, CA		david@triller.co
Bonin Bough	Chief Marketing Officer	2	Los Angeles, CA	+1 (917) 663-2233	

Current Board Members (2)

Name	Title	Representing	Role	Since	Phone	Email
Bobby Sarnevesht	Co-Chairman		Co-Chairman	Oct 2019		bobby@proxima.media
Mahi De Silva	Co-Chairman		Co-Chairman	Oct 2019	+1 (650) 297-4536	mahi@botworx.ai

Deal History (7)

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
7.	Reverse Merger						Upcoming	Generating Revenue
6.	Early Stage VC	12-Oct-2020	\$100.00M	\$110.00M	\$1.15B	\$1.25B	Completed	Generating Revenue
5.	Angel (individual)	19-Dec-2019	\$10.00M ^E	\$10.00M			Completed	Generating Revenue
4.	Merger/Acquisition	01-Dec-2019		\$37.50M			Completed	Generating Revenue
3.	Early Stage VC (Series B)	23-Oct-2019	\$28.00M	\$37.50M	\$102.00M	\$130.00M ^E	Completed	Generating Revenue
2.	Early Stage VC (Series A)	07-Feb-2018	\$5.00M	\$9.50M			Completed	Generating Revenue
1.	Seed Round	01-May-2016	\$4.50M	\$4.50M			Completed	Generating Revenue

[†] Indicates an Add-On

E Estimated

Deal #7: Reverse Merger, Upcoming

Deal Types	Reverse Merger	Financing Status	Venture Capital-Backed	CEO/Lead Mgt	Mike Lu
Deal Status	Upcoming	Financing Source	Corporate	Site	Los Angeles, CA
				Business Status	Generating Revenue

Deal Synopsis

The company is rumored to be looking to acquire a Public Company through a reverse merger on October 12, 2020.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Deal #6: Early Stage VC, \$100M, Completed; 12-Oct-2020

VC Round	4 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$100.00M
Deal Types	Early Stage VC	Financing Source	Venture Capital	Pre-money Valuation	\$1.15B
Deal Amount	\$100.00M	Raised to Date	\$110.00M **	Post Valuation	\$1.25B
Deal Status	Completed	Total Invested Equity	\$100.00M	CEO/Lead Mgt	Mike Lu
Deal Date	12-Oct-2020			Site	Los Angeles, CA
Announced Date	28-Jul-2020			Business Status	Generating Revenue

Deal Synopsis

The company raised \$100 million of venture funding in a deal led by UBS on October 12, 2020, putting the company's pre-money valuation at \$1.15 billion. Pegasus Tech Ventures, Intersect VC and other undisclosed investors also participated in the round.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (3)

Investor Name	Status	Lead/Sole	Comments
1. Intersect VC	New Investor	No	Form of Payment: Cash
2. Pegasus Tech Ventures	New Investor	No	Form of Payment: Cash Fund 1: Fenox Venture Capital Automotive-Focused Fund
3. UBS	New Investor	Yes	Form of Payment: Cash Fund 1: UBS Clean Energy Infrastructure Switzerland 2

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Farvahar Partners	Advisor: General	Triller	Lead Partner: Omeed Malik JD

Initial Deal Preferences

Target Open Date	12-Oct-2020	Stock Type	Preferred
Target High	\$250.00M		
Amount Committed	\$100.00M		

Stock Price Data

Deal Closed: 12-Oct-2020

UBS (UBSG)

VWAP 30 days prior:	\$11.54
Price 5 days prior:	\$11.71
Price 1 day prior:	\$11.59
Price on Close Date:	\$11.72
Price 1 day after:	\$11.71
Price 5 days after:	\$11.60
Price 30 days after:	\$13.75

Deal #5: Angel (individual), \$10M, Completed; 19-Dec-2019

VC Round	Angel	Financing Status	Angel-Backed	Total Invested Capital	\$10.00M
Deal Types	Angel (individual)	Financing Source	Individual	CEO/Lead Mgt	Mike Lu
Deal Amount	\$10.00M ^E	Raised to Date	\$10.00M **	Business Status	Generating Revenue
Deal Status	Completed	Total Invested Equity	\$10.00M		
Deal Date	19-Dec-2019				

Deal Synopsis

The company raised an estimated \$10 million of angel funding from Believe, Anthony Tiffith and Snoop Dogg on December 19, 2019. 23 individual investors also participated in this round.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (25)

Investor Name	Status	Lead/Sole	Comments
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1. Abe Burns	New Investor	No	Lead Partner: Form of Payment:	Abe Burns Cash
2. Abel Tesfaye	New Investor	No	Form of Payment:	Cash
3. Amir Esmailian	New Investor	No	Lead Partner: Form of Payment:	Amir Esmailian Cash
4. Anthony Tiffith	New Investor	No	Form of Payment:	Cash
5. Armando Christian Perez	New Investor	No	Lead Partner: Form of Payment:	Armando Christian Perez Cash
6. Ash Pournouri	New Investor	No	Form of Payment:	Cash
7. Baron Davis	New Investor	No	Lead Partner: Form of Payment:	Baron Davis Cash
8. Believe	New Investor	No	Form of Payment:	Cash
9. Calvin Broadus	New Investor	No	Lead Partner: Form of Payment:	Calvin Broadus Cash
10. Christopher Comstock	New Investor	No	Form of Payment:	Cash
11. Gee Roberson	New Investor	No	Form of Payment:	Cash
12. Jake Paul	New Investor	No	Lead Partner: Form of Payment:	Jake Paul Cash
13. James Prince	New Investor	No	Form of Payment:	Cash
14. Juice WRLD	New Investor	No	Form of Payment:	Cash
15. Kendrick Lamar	New Investor	No	Form of Payment:	Cash
16. Lil Wayne	New Investor	No	Form of Payment:	Cash
17. Maverick	New Investor	No	Form of Payment:	Cash

18. Moe Shalizi	New Investor	No	Form of Payment:	Cash
19. Rowdy Rich	New Investor	No	Lead Partner: Form of Payment:	Rowdy Rich Cash
20. Shawn Gee	New Investor	No	Lead Partner: Form of Payment:	Shawn Gee Cash
21. TI	New Investor	No	Form of Payment:	Cash
22. Troy Cartner	New Investor	No	Form of Payment:	Cash
23. Tyga	New Investor	No	Form of Payment:	Cash
24. Wassim Sal Slaiby	New Investor	No	Form of Payment:	Cash
25. Young Thug	New Investor	No	Form of Payment:	Cash

E Estimated

Deal #4: Merger/Acquisition, Completed; 01-Dec-2019

Deal Types	Merger/Acquisition	Financing Status	Formerly VC-backed	CEO/Lead Mgt	Bobby Sarnevesht
Deal Status	Completed	Financing Source	Corporate	Site	Los Angeles, CA
Deal Date	01-Dec-2019	Raised to Date	\$37.50M **	Business Status	Generating Revenue
% Acquired	100.00%				

Deal Synopsis

The company was acquired by Proxima Media for an undisclosed amount in December 2019.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (1)

Investor Name	Status	Lead/Sole	Comments
1. Proxima Media	Acquirer	Yes	

E Estimated

Sellers/Exiters (7)

#	Seller/Exiters Name	Partial/Full	Comments
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1. Carnegie Technologies	Full	% Company Still Held:	0.00%
2. Defy Partners	Full	% Company Still Held:	0.00%
3. Flight Ventures	Full	% Company Still Held:	0.00%
4. Lowercase Capital	Full	Fund 1: % Company Still Held:	Lowercase Frontier 0.00%
5. Mahi De Silva	Full	% Company Still Held:	0.00%
6. Ridge Ventures	Full	Fund 1: % Company Still Held:	IDG Ventures USA III 0.00%
7. Rocketship	Full	% Company Still Held:	0.00%

E Estimated

Deal #3: Early Stage VC (Series B), \$28M, Completed; 23-Oct-2019

VC Round	3 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$28.00M
Deal Types	Early Stage VC, Series B	Financing Source	Venture Capital	Pre-money Valuation	\$102.00M
Deal Amount	\$28.00M	Raised to Date	\$37.50M **	Post Valuation	\$130.00M ^E
Deal Status	Completed	Total Invested Equity	\$28.00M	CEO/Lead Mgt	Mike Lu
Deal Date	23-Oct-2019			Business Status	Generating Revenue

Deal Synopsis

The company raised \$28 million of Series B venture funding in a deal led by Proxima Media on October 23, 2019, putting the company's pre-money valuation at \$102 million. Defy, Mahi de Silva, Late Stage Management and other undisclosed investors also participated in the round. The funds will be used to accelerate continued growth and product enhancements.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (4)

Investor Name	Status	Lead/Sole	Comments
1. Defy Partners	New Investor	No	Form of Payment: Cash Fund 1: DEFY Partners I

2. Late Stage Management	Follow-On Investor	No	Form of Payment: Fund 1:	Cash Late Stage Investment Fund III
3. Mahi De Silva	New Investor	No	Lead Partner: Form of Payment:	Mahi De Silva Cash
4. Proxima Media	Acquirer	Yes	Form of Payment:	Cash

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	BTIG	Advisor: General	Triller	

Investors (37)

Active Investors (29)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
Intersect VC	Venture Capital	Minority	Oct 2020		#6. Early Stage VC : New Investor, Oct 2020, \$100.00M
Pegasus Tech Ventures	Venture Capital	Minority	Oct 2020		#6. Early Stage VC : New Investor, Oct 2020, \$100.00M
UBS	Asset Manager	Minority	Oct 2020		#6. Early Stage VC : New Investor, Oct 2020, \$100.00M
Abe Burns	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, Abe Burns, \$10.00M
Abel Tesfaye	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Amir Esmailian	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, Amir Esmailian, \$10.00M
Anthony Tiffith	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Armando Christian Perez	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, Armando Christian Perez, \$10.00M
Ash Pournouri	Angel (individual)	Minority	Dec 2019		#5. Angel (individual) : New Investor, Dec 2019, \$10.00M

Baron Davis	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, Baron Davis, \$10.00M
Believe	PE-Backed Company	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Calvin Broadus	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, Calvin Broadus, \$10.00M
Christopher Comstock	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Gee Roberson	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Jake Paul	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, Jake Paul, \$10.00M
James Prince	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Juice WRLD	Angel (individual)	Majority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Kendrick Lamar	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Lil Wayne	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Maverick	Corporation	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Moe Shalizi	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Rowdy Rich	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, Rowdy Rich, \$10.00M
Shawn Gee	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, Shawn Gee, \$10.00M
TI	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Troy Cartner	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M
Tyga	Angel (individual)	Minority	Dec 2019	#5. Angel (individual) : New Investor, Dec 2019, \$10.00M

Wassim Sal Slaiby	Angel (individual)	Minority	Dec 2019	#5. Angel (individual): New Investor, Dec 2019, \$10.00M	
Young Thug	Angel (individual)	Minority	Dec 2019	#5. Angel (individual): New Investor, Dec 2019, \$10.00M	
Late Stage Management	PE/Buyout	Minority	Feb 2018	#2. Early Stage VC (Series A): New Investor, Feb 2018, \$5.00M #3. Early Stage VC (Series B): Follow-on, Oct 2019, \$28.00M	
Acquirer (1)					
Name	Investor Type			Related Deals	
Proxima Media	Corporation			#3. Early Stage VC (Series B): New Investor, Oct 2019, \$28.00M #4. Merger/Acquisition: Follow-on, Dec 2019	
Former Investors (7)					
Name	Investor Type	Holding	Investor Since	Board	Related Deals
Defy Partners	Venture Capital	Minority	Oct 2019		#3. Early Stage VC (Series B): New Investor, Oct 2019, \$28.00M #4. Merger/Acquisition: Seller, Dec 2019
Mahi De Silva	Angel (individual)	Minority	Oct 2019		#3. Early Stage VC (Series B): New Investor, Oct 2019, Mahi De Silva, \$28.00M #4. Merger/Acquisition: Seller, Dec 2019
Carnegie Technologies	Corporation	Minority	Feb 2018		#2. Early Stage VC (Series A): New Investor, Feb 2018, \$5.00M #4. Merger/Acquisition: Seller, Dec 2019
Flight Ventures	Venture Capital	Minority	May 2016		#1. Seed Round: New Investor, May 2016, \$4.50M #4. Merger/Acquisition: Seller, Dec 2019
Lowercase Capital	Venture Capital	Minority	May 2016		#1. Seed Round: New Investor, May 2016, \$4.50M #4. Merger/Acquisition: Seller, Dec 2019
Ridge Ventures	Venture Capital	Minority	May 2016		#1. Seed Round: New Investor, May 2016, Philip Sanderson, \$4.50M #4. Merger/Acquisition: Seller, Dec 2019
Rocketship	Venture Capital	Minority	May 2016		#1. Seed Round: New Investor, May 2016, \$4.50M #4. Merger/Acquisition: Seller, Dec 2019

Service Providers

Service on a Deal (4)

Service Provider Name	Service Provided	Service To	Deal Date	Deal #	Comments
Farvahar Partners	Advisor: General	Triller	12-Oct-2020	6	
BTIG	Advisor: General	Triller	23-Oct-2019	3	
BTIG	Advisor: General	Triller	07-Feb-2018	2	
Kidron Corporate Advisors	Advisor: General	Triller	07-Feb-2018	2	

Lead Partners on Deals (11)

Investors (10)

Name	All Deals	Title	Representing	Deals	Phone	Email
Abe Burns	4	Angel Investor	Abe Burns	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Amir Esmailian	1	Angel Investor	Amir Esmailian	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Armando Christian Perez	5	Angel Investor	Armando Christian Perez	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Baron Davis	18	Executive	Baron Davis	#5. Angel (individual): Dec 2019, \$10.00M, Completed	+1 (646) 495-5941	
Calvin Broadus	16	Angel Investor	Calvin Broadus	#5. Angel (individual): Dec 2019, \$10.00M, Completed	+1 (323) 928-5090	calvin@casaverdecapital.com
Jake Paul	2	Angel Investor	Jake Paul	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Rowdy Rich	1	Angel Investor	Rowdy Rich	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Shawn Gee	3	Angel Investor	Shawn Gee	#5. Angel (individual): Dec 2019, \$10.00M, Completed		
Mahi De Silva	1	Angel Investor	Mahi De Silva	#3. Early Stage VC (Series B): Oct 2019, \$28.00M, Completed	+1 (650) 297-4536	mahi@botworx.ai
Philip Sanderson	44	Managing Director	Ridge Ventures	#1. Seed Round: May 2016, \$4.50M, Completed		

Service Providers - Sell Side (1)

Name	All Deals	Title	Representing	Deals	Phone	Email
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Omeed Malik JD	1	Founder & Chief Executive Officer	Farvahar Partners	#6. Early Stage VC: Oct 2020, \$100.00M, Completed	+1 (212) 521-4250	omeed@fvrpartners.com
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Investments | Buy Side (5)

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
Amplify.ai	14-Apr-2021	Merger/Acquisition			Generating Revenue	Business/Productivity Software	Mike Lu
Fite	14-Apr-2021	Merger/Acquisition			Generating Revenue	Broadcasting, Radio and Television	Mike Lu
Triller (Verzuz the Online Music Battle Platform)	09-Mar-2021	Corporate Asset Purchase				Buildings and Property	
Halogen Networks	14-Jul-2020	Merger/Acquisition			Generating Revenue	Other Media	Bobby Sarnevesht
Mashtraxx	01-Oct-2019	Merger/Acquisition			Generating Revenue	Multimedia and Design Software	Mike Lu

† Indicates an Add-On
E Estimated
x Investor Exited Deal

Affiliates

Parent Company (1)

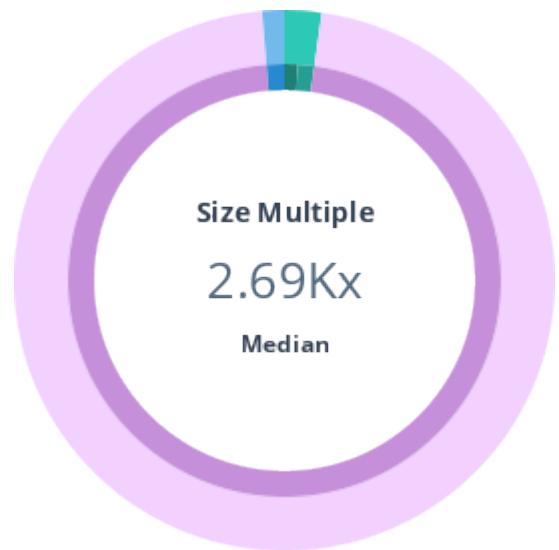
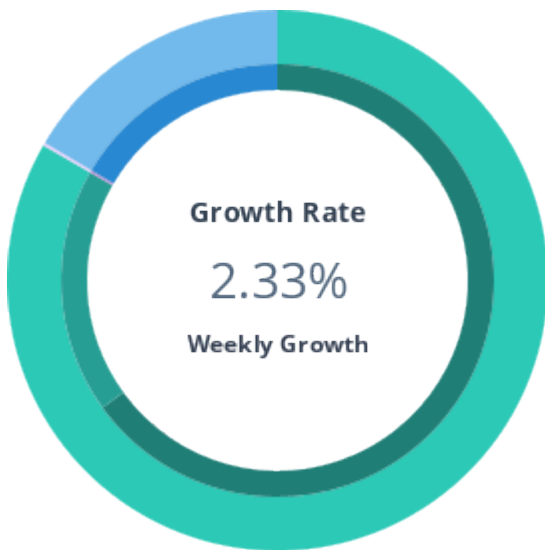
Name	Industry	Location	Year Founded
Proxima Media		Los Angeles, CA	2017

Subsidiaries (4)

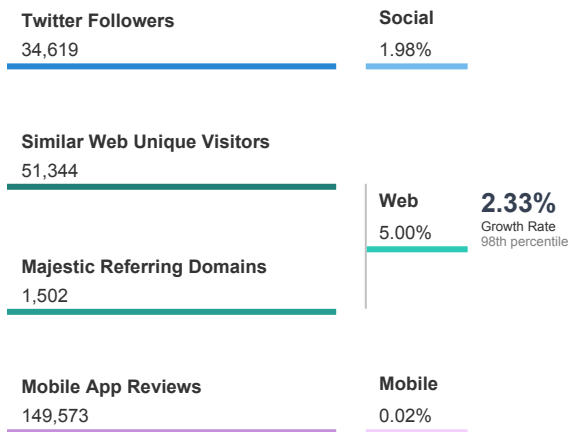
Name	Industry	Location	Year Founded
Halogen Networks	Other Media	Winter Park, FL	2017
Amplify.ai	Business/Productivity Software	Palo Alto, CA	2016
Fite	Broadcasting, Radio and Television	Uniondale, NY	2010
Mashtraxx	Multimedia and Design Software	London, United Kingdom	2015

Signals Summary

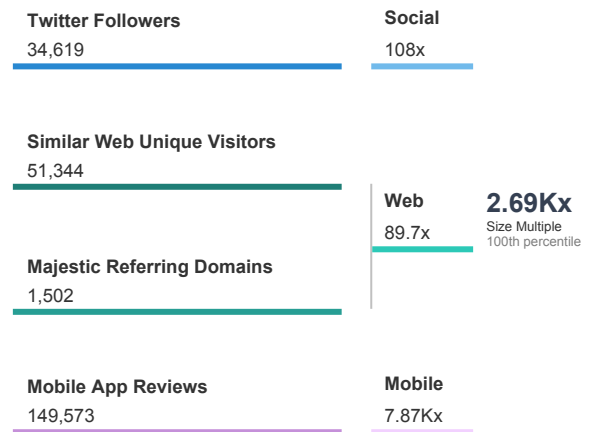
This company has a weekly growth rate of 2.33%, placing it in the 98th percentile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 2.69Kx times larger than the median of all size multiples tracked within PitchBook, placing it in the 100th percentile of all size multiples tracked within PitchBook.



Growth Rate Summary (Weekly)

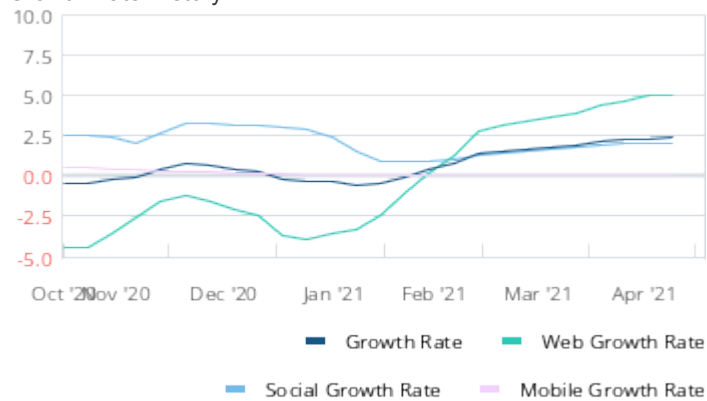


Size Multiple Summary (x Median)

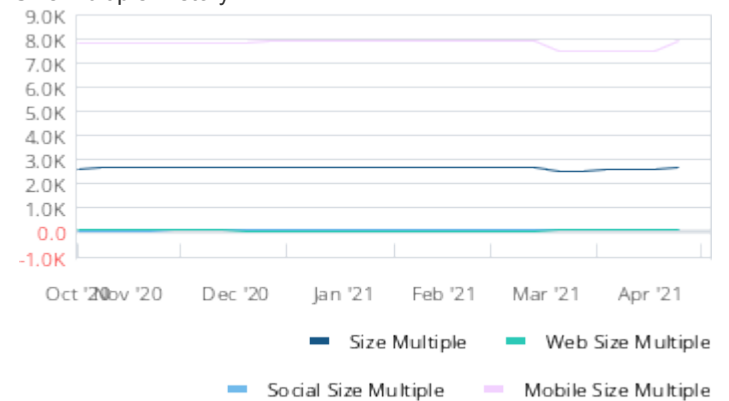


Signals History

Growth Rate History

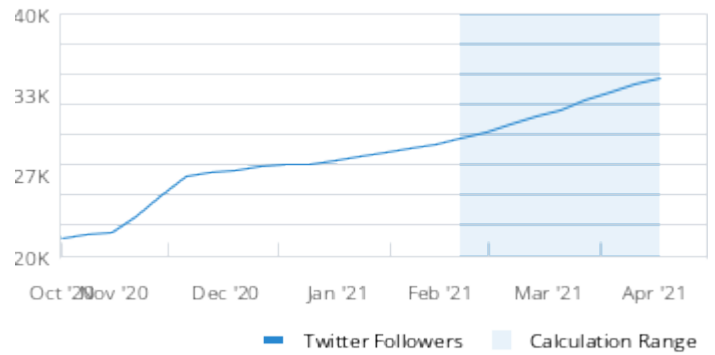


Size Multiple History



Social Media Signals

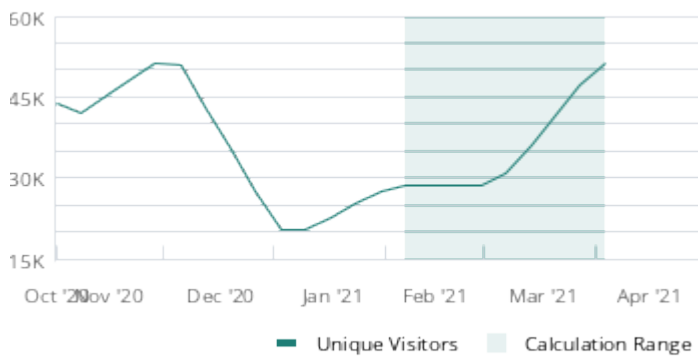
Twitter Followers 34,619



Metric	Triller	All Companies Average
Twitter Followers	34,619	12,608
Growth Rate	1.98%	0.11%
Growth Rate Percentile	99th	43rd
Size Multiple	108x	39.0x
Size Multiple Percentile	98th	50th

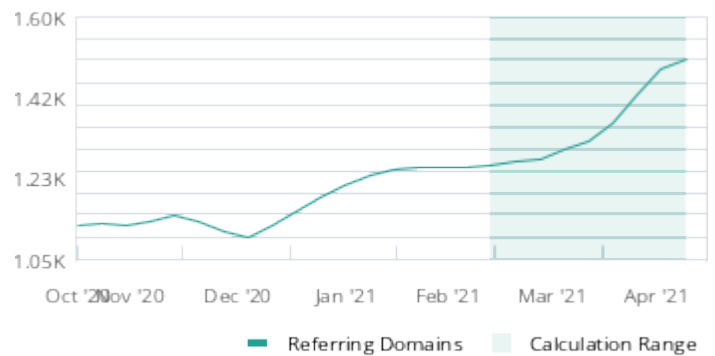
Web Signals

SimilarWeb Unique Visitors 51,344



Metric	Triller	All Companies Average
SimilarWeb Unique Visitors	51,344	21,633
Growth Rate	7.80%	0.68%
Growth Rate Percentile	96th	36th
Size Multiple	79.1x	41.0x
Size Multiple Percentile	97th	50th

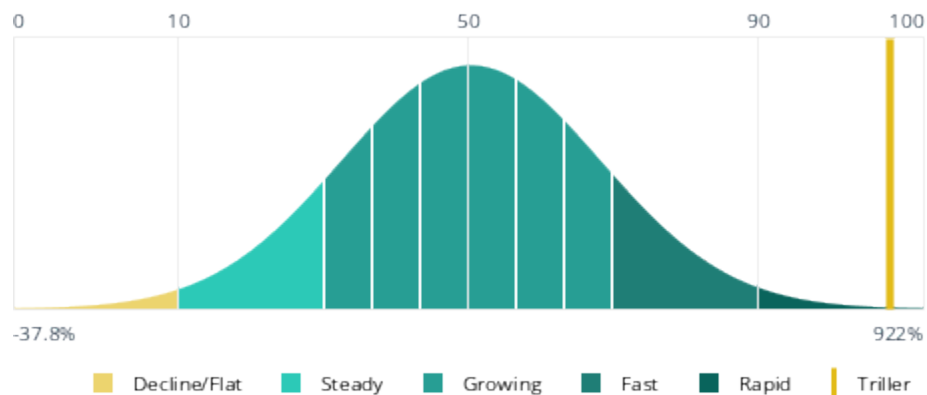
Majestic Referring Domains 1,502



Metric	Triller	All Companies Average
Majestic Referring Domains	1,502	173
Growth Rate	2.20%	0.02%
Growth Rate Percentile	100th	14th
Size Multiple	100x	11.5x
Size Multiple Percentile	99th	49th

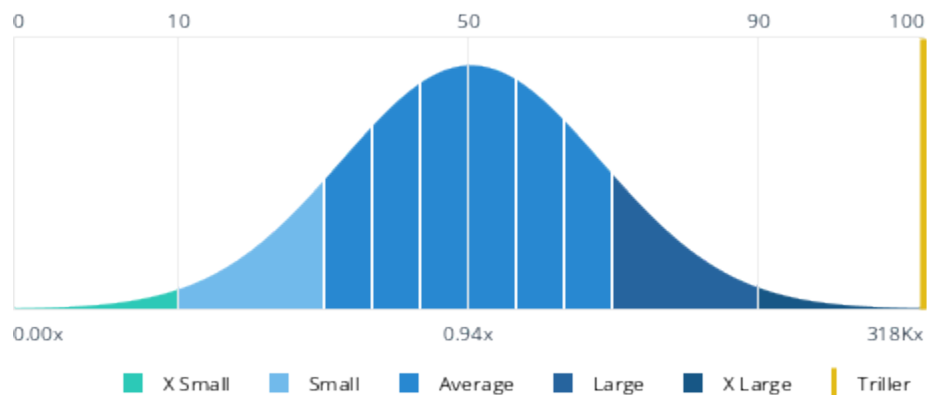
Ranking And Distribution

Weekly Growth 2.33%, 98th %ile



Percentile	Min Rate	Max Rate	Avg. Rate
0-10	-37.8%	0.00%	-0.11%
10-20	-	-	-
20-30	-	-	-
30-40	-	-	-
40-50	-	-	-
50-60	-	-	-
60-70	-	-	-
70-80	-	-	-
80-90	0.01%	0.24%	0.10%
90-100	0.25%	922%	1.78%

Size Multiple 2.69Kx, 100th %ile



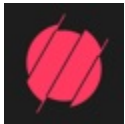
Percentile	Min Size	Max Size	Avg. Size
0-10	0.00x	0.13x	0.09x
10-20	0.14x	0.27x	0.23x
20-30	0.28x	0.40x	0.36x
30-40	0.41x	0.66x	0.53x
40-50	0.67x	0.93x	0.79x
50-60	0.94x	1.46x	1.18x
60-70	1.47x	2.27x	1.82x
70-80	2.28x	3.93x	3.01x
80-90	3.94x	8.89x	5.86x
90-100	8.90x	318Kx	113x

Employee Signals

Company	Employee Count	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
Triller	149	-	-	-	-
All Companies Average	2,187	0.29%	47th	57.5x	50th

Mobile Signals

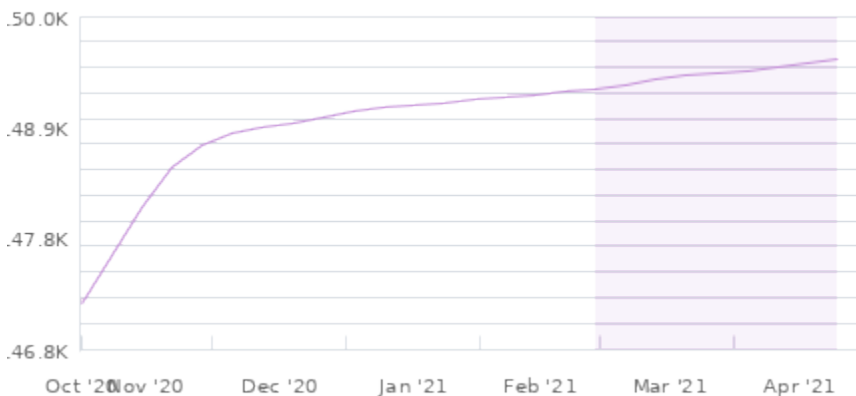
Primary Mobile App



Triller: Social Video Platform ★★★★★
Category: Photo & Video, Music **Price:** Free

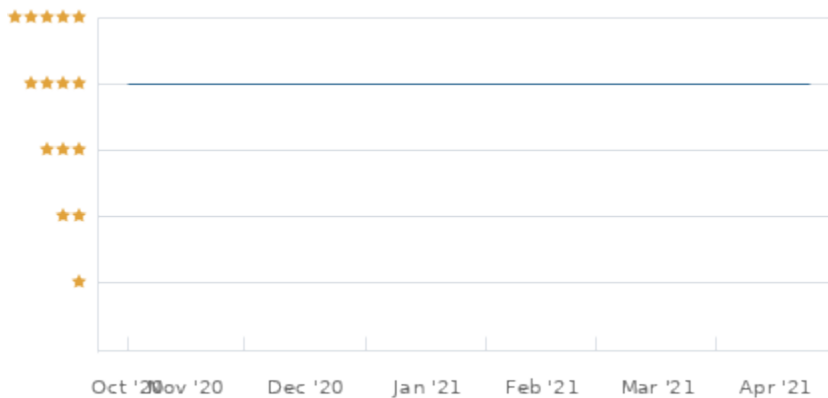
Triller is an entertainment and music platform. A social video editor built for a community of creators. Where you can show the world who you are by capturing amazing videos and sharing them in seconds. Whether you need to add music to video, add filters and effects, share your videos to Triller and other platforms, or discover the next big star, Triller is the video app you need! **CREATE & SHARE** Express yourself and connect with the content you love. Create amazing music videos and follow trending challenges with stars like Charli and Dixie D'amelio. Be creative and lead the next dance trend or challenge and become the most viewed. Millions have made Triller videos along with huge global stars such as Eminem, Justin Bieber, Josh Richards, Charli D'amelio, Noah Beck, Kevin Hart, Tyga, Saweetie, The Weeknd, and more. Just shoot a few takes, tap the next button, edit, add music and Triller will quickly edit everything together into an impressive, shareable video. Wow the world, get more followers, go viral, and become famous on Triller! **DISCOVER TRILLS** Feeling bored and looking for new fun creative content? Discover clash videos, challenge videos, music videos, and similar super-creative Trills on our amazing social video platform. Scroll down to get new Trills endlessly, or go to the "Following" section to see the Trills from content creators you follow. **USE Triller to:** Create professional videos in minutes with the help of our unique auto-editing algorithm Look your best with 100+ video filters Access the top trending tracks or your own music from your library Watch live video streams from our top creators Share videos via Instagram, Twitter, Facebook, Text, E-mail or save to your camera roll You do you, Triller does the rest. Start creating with Triller now! Questions? Feedback? We love it. Please write to us at feedback@triller.co

Mobile Reviews 149,573



— Mobile Reviews — Calculation Range

Mobile Rating



■ iOS Rating

Company	Mobile Reviews	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
Triller	149,573	0.02%	51st	7.87Kx	99th
All Companies Average	13,781	0.73%	39th	777x	49th

Today's Chart Ranking

Photo & Video (Top Free iPad Applications) 6th



■ Mobile Ranking

Company signals data was calculated against 1857940 companies within all companies.

Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven't been exited from VC, PE, or Incubator/Accelerator. Social media presence is tracked only for companies that have a Twitter account; web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic.

News

[Eddie Hearn talks Canelo-Saunders, Fury-Joshua, Triller and more](#)

Yahoo Sports' Kevin Iole spoke to chairman of Matchroom Sport Eddie Hearn about the upcoming title unification bout between Canelo Alvarez and Billy Joe Saunders, how the Tyson Fury-Anthony Joshua fight is coming together and what he thinks of Tri...

Yahoo Sports | 28-Apr-2021
Tagged entities: [Triller](#)

Times Music signs global licensing deal with Triller

"Times Music's diverse catalogue and its dominating position in the Punjabi and regional marketplaces, gives Triller a significant advantage to navigate the length and breadth of the country. We are very thrilled to have our entire library on Tril...

Economic Times | 27-Apr-2021
Tagged entities: [Triller](#)

Times Music & Triller announce global licensing partnership

Times Music's catalogue, with over 56,000 songs, is now available on the Triller app

exchange4media | 27-Apr-2021
Tagged entities: [Triller](#)

Triller Files \$100 Million Lawsuit Over Piracy of Jake Paul Fight

Triller filed a \$100 million piracy lawsuit against 12 sites that streamed the boxing match between YouTuber Jake Paul and MMA fighter Ben Askren.

The Wrap | 26-Apr-2021
Tagged entities: [Triller](#)

Triller claims \$ 100 million in damages from Jake Paul v Ben Askren to crack down on illegal streaming

TRILLER has launched a large lawsuit claiming £ 72m for damages against illegal streaming of Jake Paul v Ben Askren. The pay-per-view battle on Saturday night was legally purchased by 1.5 million fans. 2 Triller has filed a £ 72m proceeding against...

Eminetra | 26-Apr-2021
Tagged entities: [Triller](#)

Triller launches illegal streaming crackdown over Jake Paul vs Ben Askren claiming \$100m in damages

TRILLER have launched a massive lawsuit claiming £72million in damages over illegal streaming of Jake Paul vs Ben Askren. Saturday night's pay-per-view fight was legally bought by 1.5m fans. ...

The Sun | 26-Apr-2021
Tagged entities: [Triller](#)

Triller's New CEO on Its Metrics and Music Controversies and the Company's Fight Club Plans

Since acquiring a controlling stake in Triller in 2019, Hollywood financier Ryan Kavanaugh and his partner at Proxima Media, Bobby Sarnevesht, have transformed the company. They've made at least five acquisitions, expanded the scope of their platf...

Dot.LA | 26-Apr-2021
Tagged entities: [Triller](#), [Onion Academy](#)

Dana White doubts Triller's Jake Paul-Ben Askren numbers, no interest in doing business with Paul

Jake Paul found a way to keep himself at the forefront of the MMA consciousness when he showed up at UFC 261 on Saturday.

Yahoo Sports | 25-Apr-2021
Tagged entities: [Triller](#)

Ben Askren slams Triller event against Jake Paul as 'oversexualized' and glorifying weed amid Snoop Dogg appearance

BEN ASKREN has ripped into Triller's 'oversexualized' production during his defeat to Jake Paul. The formerUFCwelterweight waswiped out in the first round of his boxing match w...

The Sun | 20-Apr-2021
Tagged entities: [Triller](#), [Calvin Broadus](#)

Report: Triller's Jake Paul vs. Ben Askren event sells over 1.4 million pay-per-views

Triller Fight Club is in the freakshow fight business, and that business is booming.

NewsR | 18-Apr-2021

Tagged entities: [Triller](#)

Mount Westmore's Snoop Dogg, Ice Cube, E-40 and Too \$hort Debut 1st Single At Triller's Jake Paul Vs. Ben Askren Fight

HipHopDX broke the news the West Coast legends had convened for the group last December.

NewsR | 18-Apr-2021

Tagged entities: [Triller](#), [Calvin Broadus](#)

Ben Askren brand Jake Paul hits a "circus" battle hours before the Triller showdown against YouTuber

Ben Askren admits that the confrontation with Jake Paul is a "circus" battle. Former UFC welterweight slows down with YouTuber Boxing match in Atlanta, Georgia takes just a few hours.. Four Ben Askren named the clash with Jake Paul the Battle of t...

Eminetra | 17-Apr-2021

Tagged entities: [Triller](#)

'Anyone Anytime Anyplace...' Mystic Zach Predicts Jake Paul Will Be 'Ben Askren's Worst Nightmare' In May 17 Bout On Triller

/PRNewswire/ -- Zach Hirsch, A.K.A. "Mystic Zach," teenage sports handicapper and founder of www.ipickwins.com, has released a promotional video in which he...

PR NewsWire | 16-Apr-2021

Tagged entities: [Triller](#)

The top creator economy moves of the week, from Pearpop and Pico funding rounds to a Triller CEO swap

Here are people moves in the creator industry, focusing on digital talent agencies, influencer startups, and social-media platforms.

Business Insider | 16-Apr-2021

Tagged entities: [Triller](#), [PearPop](#)

Triller Buys Two Companies

Los Angeles-based TrillerNet, the parent company of social video app developer Triller, has acquired two companies, including a live event and pay-per-view (PPV) company, and a conversational artific

Socaltech | 15-Apr-2021

Tagged entities: [Triller](#)

Triller shake-up. TikTok rival replaces CEO and buys AI firm

TrillerNet, the father or mother firm of a controversial social video app that sought to tackle TikTok, has changed its chief govt and purchased one other enterprise. The Los Angeles leisure firm on Wednesday named Mahi de Silva, who's at present i...

DMG News | 15-Apr-2021

Tagged entities: [Triller](#), [TikTok](#)

PearPop wants to boost your social following by connecting you to TikTok stars for collabs

PearPop allows users to pay TikTok influencers to collaborate on content, and the company is angling to expand to Instagram, Triller, and more.

Fast Company | 15-Apr-2021

Tagged entities: [Triller](#), [PearPop](#), [TikTok](#)

TrillerNet Acquires AI-Powered Customer Engagement Platform Amplify.ai, Appoints Mahi de Silva As CEO

TrillerNet Acquires AI-Powered Customer Engagement Platform Amplify.ai, Appoints Mahi de Silva As CEO

HrNxt.com | 15-Apr-2021

Tagged entities: [Triller](#), [Amplify.ai](#)

Shake-up at Triller. TikTok rival replaces CEO and buys AI firm

Triller's parent company on Wednesday appointed a new CEO, Mahi de Silva, after acquiring his company, Amplify.ai for an undisclosed price.

Yahoo Finance | 14-Apr-2021

Tagged entities: [Triller](#), [TikTok](#)

Triller's Transformation Continues With Two Acquisitions and a New CEO

The startup acquired Palo Alto-based Amplify.ai and live-events and pay-per-view streaming platform FITE. As part of the deal, Amplify AI's Mahi de Silva will become TrillerNet's CEO.

Dot.LA | 14-Apr-2021

Tagged entities: [Triller](#)

Triller has a new CEO... having just acquired 3 companies in 5 weeks

Triller has a new CEO... having just acquired 3 companies in 5 weeks

Music Business Worldwide | 14-Apr-2021

Tagged entities: [Triller](#)

TikTok competitor Triller acquires two companies as buying spree continues

TikTok competitor Triller acquires two companies as buying spree continues

Digital TV Europe | 14-Apr-2021

Tagged entities: [Triller](#), [TikTok](#)

Triller owner gets a new CEO with acquisition of Amplify.AI; also acquires live streaming service FITE TV

Triller owner gets a new CEO with acquisition of Amplify.AI; also acquires livestreaming service FITE TV

TechCrunch | 14-Apr-2021

Tagged entities: [Triller](#), [Amplify.ai](#), [Fite](#)

Triller Parent Company Buys Combat-Sports Streaming Service Fite TV

Triller Parent Company Buys Combat Sports Streaming Service Fite TV

The Wrap | 14-Apr-2021

Tagged entities: [Triller](#), [Fite](#)

Triller parent acquires Fite TV and Amplify.ai in short video app deal

TrillerNet, the parent company of U.S. short video social app Triller, told Reuters on Wednesday it has acquired combat sports game streaming service Fite TV...

Financial Post | 14-Apr-2021

Tagged entities: [Triller](#), [Amplify.ai](#), [Fite](#)

