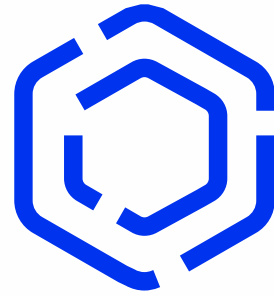
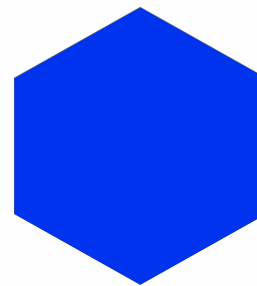


# Wisers Enables Smart Decision-making in China Market



**3 Business Units  
delivering solutions in their expertise.**



**Application & Software Unit**

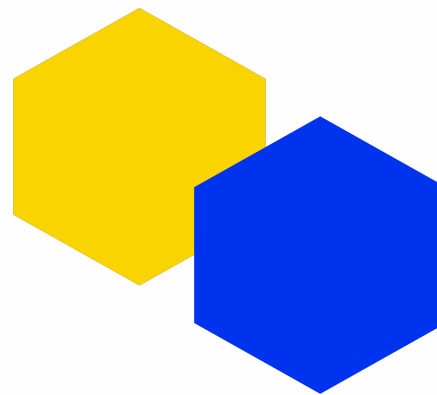
**WisersOne**

Turn-key platform for PR and marketing communications solutions.

## Technology Unit

# Wisers AI Lab

Leading edge Chinese Semantic AI technologies for financial and investment sector risk compliance and research.



## Application & Software Unit

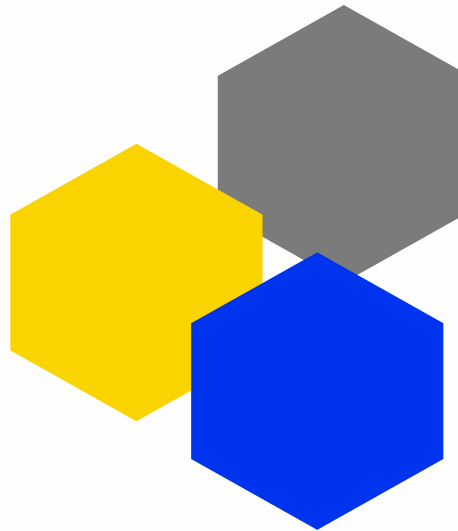
# WisersOne

Turn-key platform for PR and marketing communications solutions.



## Technology Unit **Wisers AI Lab**

Leading edge Chinese Semantic AI technologies for financial and investment sector risk compliance and research.



## Analytics Unit **WisersAnalytics**

Drive improved business performance with business intelligence powered by data and analytics.



## Application & Software Unit **WisersOne**

Turn-key platform for PR and marketing communications solutions.

# Applications in Four Professions



Insights and metrics to shape your strategies and campaigns.



Solutions for risk mitigation, threat identification, and know your client.

**PR &  
MarComm  
Professionals**

**Financial  
Professionals**

**Brand Owners  
&  
Marketers**

**Researchers  
and Analysts**

WISERS  
ONE

WISERS  
AI Lab

WISERS  
Analytics



Market intelligence to help you make strategic decisions about your brand, marketing campaigns, and social media.



Find the answers and insights you need in the world's most comprehensive Chinese database with AI-powered analytics.



WisersOne is an one-stop platform for your insight needs,  
helping you understand customers, markets and trends.

It allows custom settings.





Data Center



Tracking Analysis



Alert Center



WiseSocial



WiseInfluencer



WiseSearch



Report Center



Industry News



Industry Trends

The functional modules  
are categorized into  
**4 dimensions**





Data Center



Alert Center



Tracking Analysis



WiseSocial



WiseInfluencer



WiseSearch



Report Center



Industry News



Industry Trends

Cross-Media Tracking

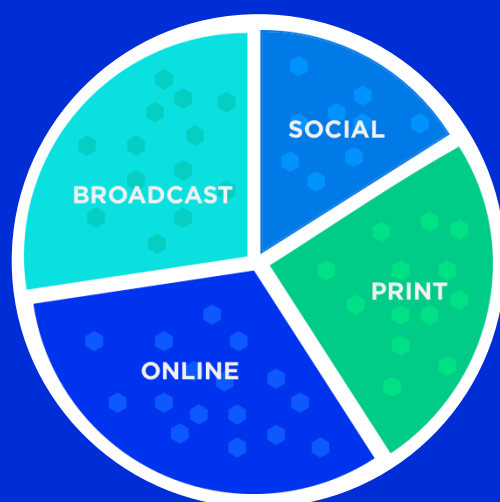
Social Media Marketing

Discovery & Analysis

Industry Landscape



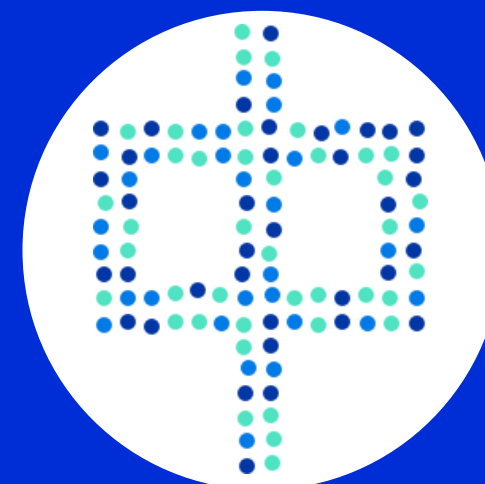
## 5 Key features



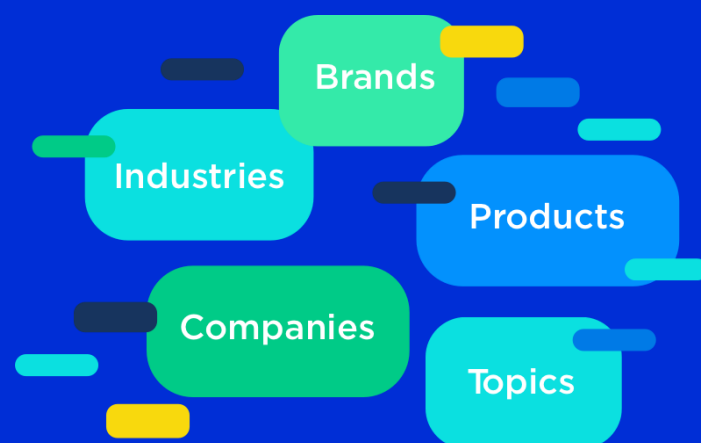
Omni-Media Based  
Insight and  
Methodologies



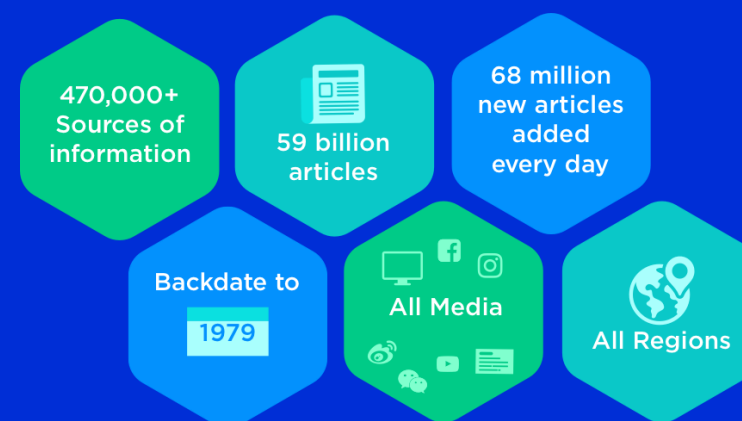
Real-time System  
to Alert and  
Evaluate



AI Sentiment  
Engine with  
Expertise in  
Chinese



Deep Industry  
Taxonomy  
Knowledge



Over 20 years of  
media data collected



Helps brands to harvest business insight from the following 4 aspects...

MEDIA STRATEGY

**Precise** Media Planning  
Taking ROI Into Consideration



COMMUNICATION STRATEGY

**Precise** Content Strategy  
By Leveraging Consumer Insight

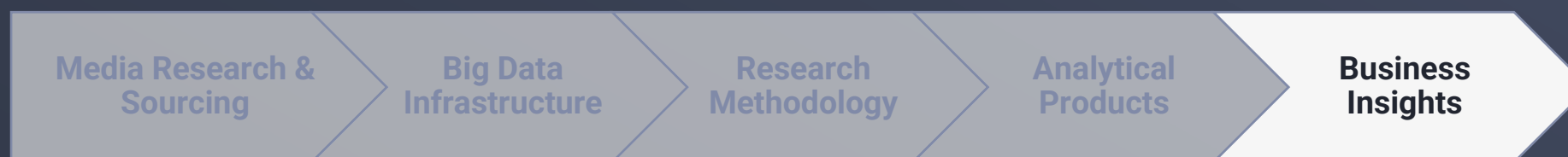
CAMPAIGN STRATEGY

**Precise** Evaluation Of Campaigns  
For Future Planning



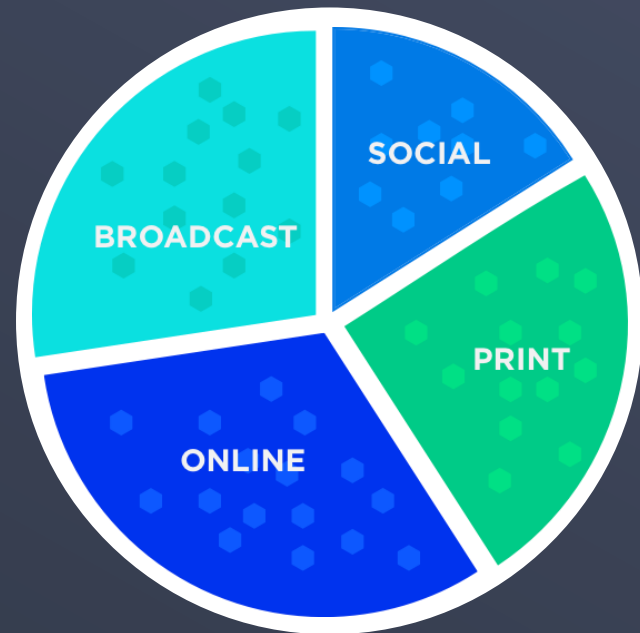
COMPETITIVE INTELLIGENCE

**Precise** Brand Positioning By  
Listening To The Entire Industry





## 3 Key features



### Chinese Omni-media database

- Accumulated and growing Chinese omni-media information database and semantic resources for more than 20 years
- Full-time media research team keeps track of changes in the Chinese media landscape
- Covering mainland China, Hong Kong, Macao and Taiwan



### Vertical Industry Solutions

- Help customers understand brand performance and competition benchmarks
- Extract valid content from competitors' best cases
- Continuous tracking and monitoring to identify potential new trends for brands



### Self-developed AI technology / Analysis framework

- AI technology: including topic discovery, event tracking, image recognition, knowledge graph, etc.
- Analytical methodology:
  - A – Awareness
  - I – Interest
  - D – Desire
  - A – Action

# AI-powered Digital Analytical Model (AIDA)

AIDA methodology delivers insights throughout your customers' journey

## Awareness

\* Maximum Possible Views  
(MPV of brand messages)

## Interest

\* Online Interactions  
\* By Like, Comment, Share



## Action\*

\* E-commerce Sales  
\* Post-purchase comments

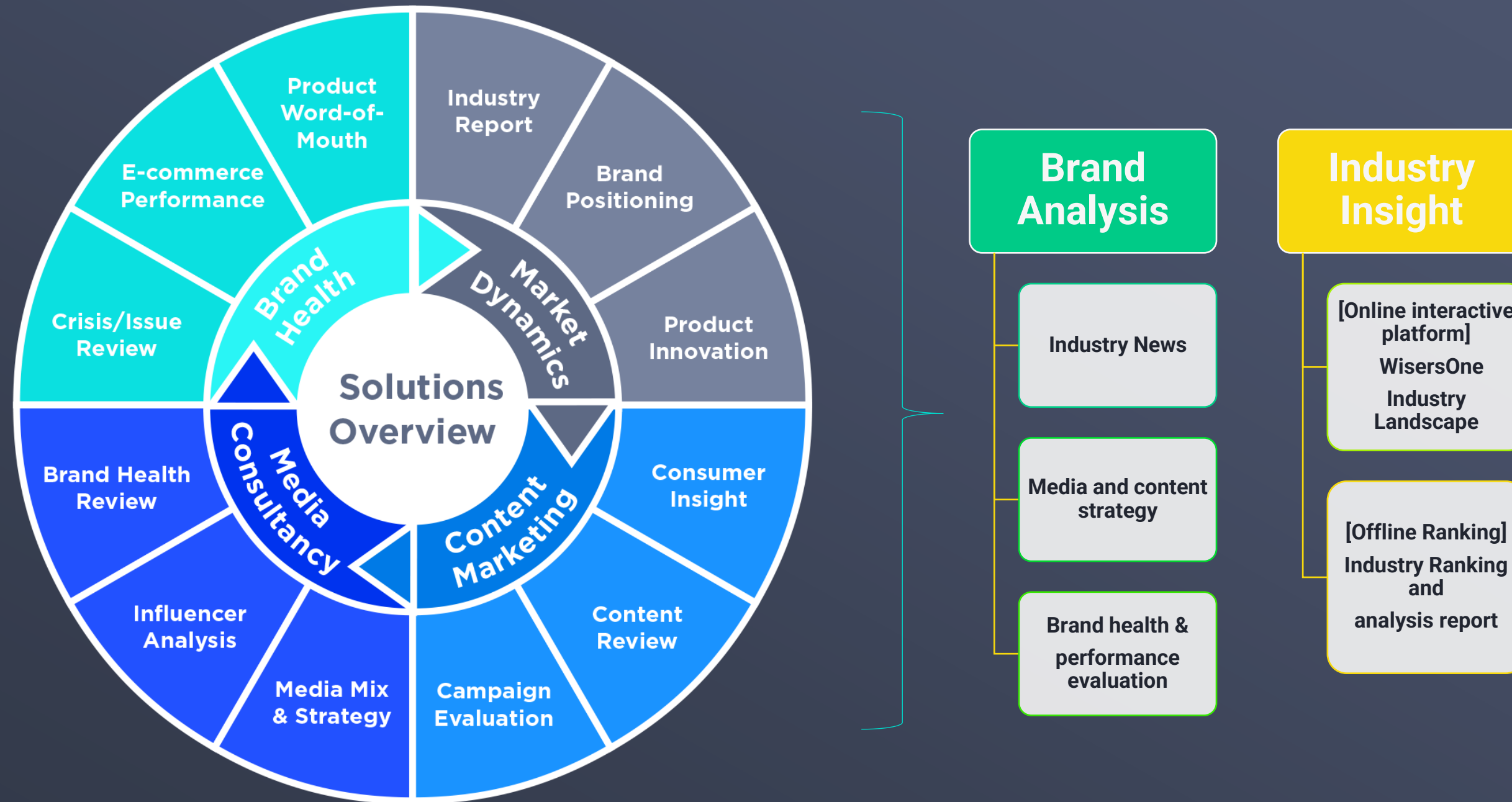
## Desire

\* Netizens' Organic Word of Mouth  
\* Sentiment inclination

\*Note: Action Analysis Available in CN region with  
E-Commerce Sales & Comment Data

# Solutions Overview

Provide multi-scenario modular brand analysis



Our insights impact every aspect of growing clients' business, from market dynamics, content marketing, media consultancy, to measuring brand health.

# Wisers AI Lab

AI + All Media Data, Drive Smart Decisions







2014 Established

**Dr. Chao He**  
Founder | Director

Inventor of  
The World's No.1 Commercialised  
AI-empowered Banknote Validation Technology

40+ international patents (30 granted)  
20 years' AI technology innovation experience



**Prof. Tom Griffiths**  
Technical Advisor

Henry R. Luce Professor of  
Information Technology, Consciousness,  
and Culture at Princeton University

"10 to Watch in AI" by IEEE Intelligent Systems magazine  
Key Contributor to Probabilistic Topic Modelling

**Prof. Mark Girolami**  
Technical Advisor

Chair Professor of  
Statistics at Imperial College London

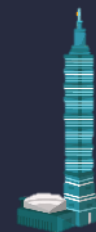
Director of Alan Turing Institute  
Fellow of Royal Society of Edinburgh



**AI Technologies**  
for analysing and mining **Diversified,**  
**Real-World, Open Domain** and  
**Cross-Media** big data



Hong Kong



Taipei



Beijing



**Prof. Jeffrey Xu Yu**  
Technical Advisor

Chair Professor of  
The Dept. of Systems Engineering and  
Engineering Management at  
The Chinese University of Hong Kong

Expert in Data Mining and Social Computing

~ 30  
PhDs or Masters  
of AI/NLP from  
renowned  
universities





# Recognitions



**10+**

**Issued or Pending  
Patents**

By China's  
Chief Data Officer  
Alliance

**2017  
No.2**  
Text Data Mining

**2016  
Best Big Data  
Industry  
Solution Award**

**2016  
No.3**  
Text Data Mining

By China  
Computer  
Industry  
Association

**2016  
Leading Big  
Data Enterprise  
Award**

The International  
Contest of  
NLP and Chinese  
Computing –  
NLPCC2018

**No.1**  
Automatic  
Summarisation

**No.4**  
Topic  
Classification

**\$8.53M**  
Grant from the  
Innovation and  
Technology Fund  
of the HKSAR  
government



# Leading Chinese Semantic AI technologies



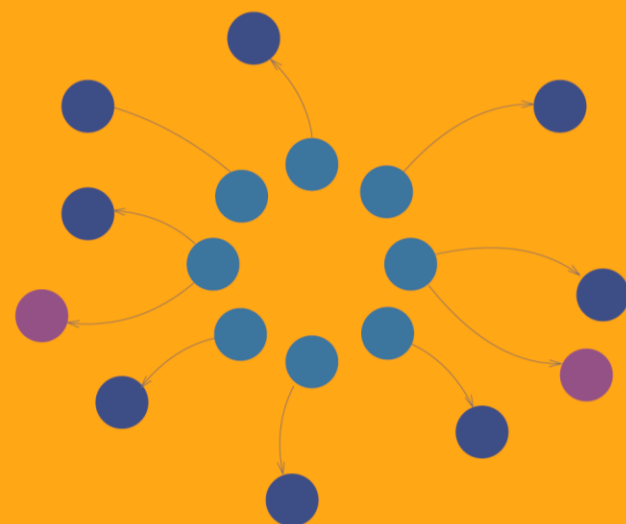
Proprietary technologies based on advanced deep learning and linguistic knowledge.

## Named Entity Recognition (NER)



Supports 9 entity types. Trained with massive high-quality proprietary data.

## Relation Extraction



Tackles Chinese **open-domain** relation extraction.

Supports relation extraction between company/organisation, brand, person and location entities.

## Automatic Text Summarisation



**Ranks No. 1**

in the NLPCC 2018 "Single Document Summarisation" shared task.

## Text Classification

Scalable classification algorithm based on semantic embeddings and deep learning.

Expandable **multidimensional classification taxonomy** covering 14 news sections, 10+ industries and 400+ topics.



# Leading Chinese Semantic AI technologies

## Critical Event Discovery



**Near real-time** event detection & tracking from heterogeneous social media streams.



Helps users identify the most **relevant and critical** events.

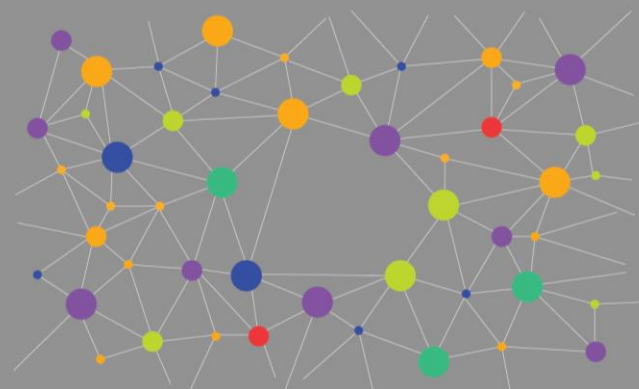


**Alerts** users once critical or negative events of interest are detected.

## Knowledge Graph

Focusing on **business entities & relationships**

Covers over 300,000 entities and 500,000 relationships. Leverages open domain relation extraction from news for construction and updating.

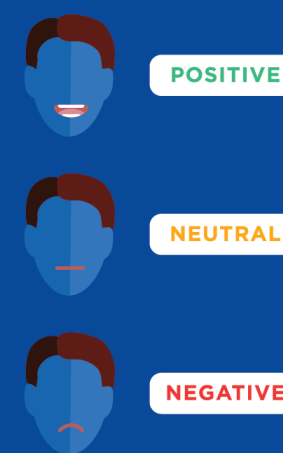


## Sentiment Analysis

Hybrid linguistics, machine learning and deep learning approach.

Provides **general-domain** and 10+ **industry-specific** sentiment analysis models.

**Multi-grained analysis** at document, subject and entity levels.



Reliable analysis recognised by trusted media groups to empower their rankings:



**National Business Daily**  
- Most Reputed Chinese Listed Companies



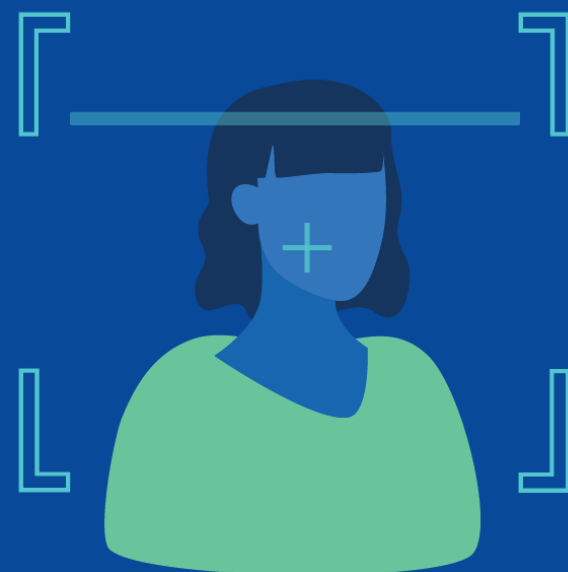
**21st Century Media**  
- Most Reputed Chinese P2P Companies



**China Business Network**  
- Golden Brands



# Powerful Image Recognition Capabilities

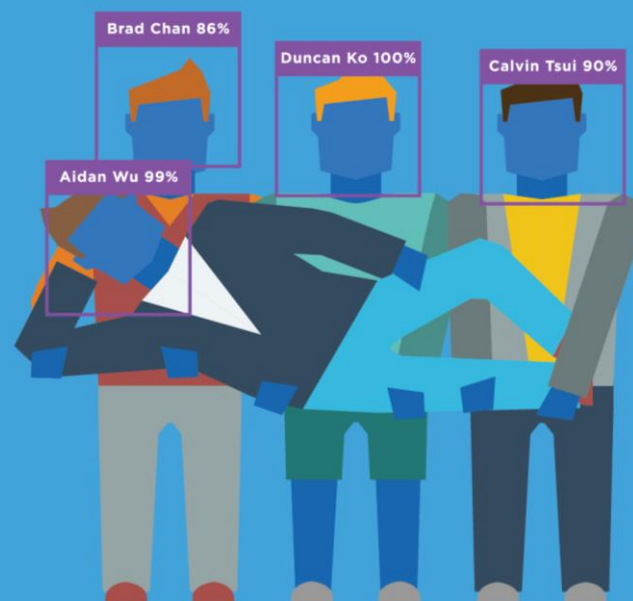


## Image Recognition

Automatically recognises **brand logos**, **faces** and **text** in images and videos using deep learning.

Real-time processing and recognition supported by high-performance cloud computing infrastructure with GPU acceleration.

### Face



### Brand Logo



### Text



# Wisers AI Lab

## Flexible implementation



Customized raw media data plus AI-processed structured data feed API, connecting to customer's big data platform

Data Feed API



Cloud AI API services, integrating into customer's internal systems to assist enterprise decisions and operations

AI SaaS



Find out more at

<https://www.wisers.ai>

WiseEvent Platform



A cloud platform for omni-media event discovery, monitoring and tracking analysis

Customized AI projects



Flexible project collaboration to meet customer needs

# Wisers Highlights

From Academic Research Roots to World-leading Intelligence Provider

470,000+  
Sources of  
information



59 billion  
articles

68 million  
new articles  
added  
every day

Backdate to

1979



All Media



All Regions

Hong Kong Beijing Guangzhou Nanjing Shanghai Shenzhen Taipei Taichung Macao



# Trusted by Thousands of Organizations Worldwide



# Awards & Recognition

We are honored to be recognized by industry leaders for our commitment to excellence.



China Big-Data  
Industry – Best  
Solution Award



China Big-Data  
Industry – Leading  
Enterprise Award



Caring Company Hong  
Kong



Official Information  
Provider of the "KPMG  
Business  
Administration Paper"



Hong Kong's Most  
Valuable Company



Official Partner of "The  
Credible Enterprise of  
China –  
ACCREDITATION



China Top Ten  
Financial and  
Intelligent Persons



Capital CEO Supreme  
Service Awards



Innovation Award by  
China Computer  
Federation



Big-Data & AI  
technology provider -  
Top Brands China  
(CBN Weekly)



Hong Kong Awards for  
Industry: Certificate of  
Merit in Consumer  
Product Design



No. 1 in the NLPCC  
2018 Automatic  
Document  
Summarisation  
Competition



# Applications in Four Professions



Insights and metrics to shape your strategies and campaigns.



Solutions for risk mitigation, threat identification, and know your client.

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**Financial Professionals**

**Brand Owners & Marketers**

**Researchers and Analysts**

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ONE

WISERS  
AI Lab

WISERS  
Analytics



Market intelligence to help you make strategic decisions about your brand, marketing campaigns, and social media.



Find the answers and insights you need in the world's most comprehensive Chinese database with AI-powered analytics.

Technology Unit  
**Wisers AI Lab**



Analytics Unit  
**Wisers Analytics**

Application & Software Unit  
**WisersOne**

Thank You