

BAE (Buzz AI Experience)

Building AI Powered Tourism Platform between MENA and APAC



*Opportunity to co-build Saudi's first cross border payment
platform for inbound and outbound travellers*

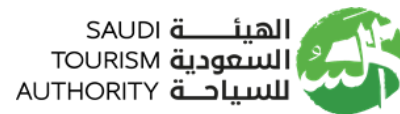
Series A US\$10mil round



1 of the top companies, consistently, selected
selected as part of:

- **Singapore Tourism Accelerator 2020,**
- **Saudi Tourism Accelerator 2022,**
- **Google AI Trailblazers 2024.**

In Singapore and Saudi, our clientele covers high-end destinations like Marina Bay Sands, Sand Expo, Saudi Tourism Authority etc.



Traveller's pain points:

- Don't **SPEAK** their languages?
- Is MENA **SAFE**?
- I can't **PAY**..

Tourism Authority's pain points:

- **Unstructured** data
- unable to **track** users on ground.
- no experience to drive **spend**.

What?! Tourists don't want to download a suite of super apps



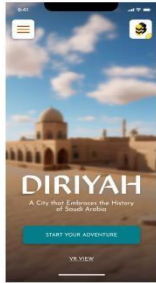
BAE aggregates all the travel payment apps using AI & show it to you based on your location

as you talk to BAE!

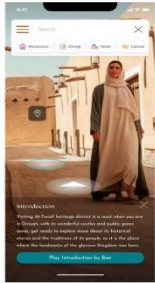
-Discover, Book, Pay using BAE.

BAE,
your friendly
AI tour guide

Discover:



Home screen for user to start their wayfinding adventure



Introduction content with a user to start walking walking about digitally



Book:



Pay:



+



+

Local Bank

=

BuzzPay

Introducing BAE: Discover, Book & Pay using AI



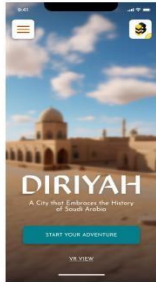
BAE, Buzz's own platform to serve 1 mil traveller by 2026:

- Average spend is US 3,200/ pax.
- By serving 1 mil travelers, we bring in US 3.2Bil to the MENA market.
- We're building the traveler profiles to serve inbound and outbound travelers.

BAE, your AI Tour Guide will enable personalised "Discover, Book, Pay"

APAC – MENA TOURISM FLOW

DISCOVER



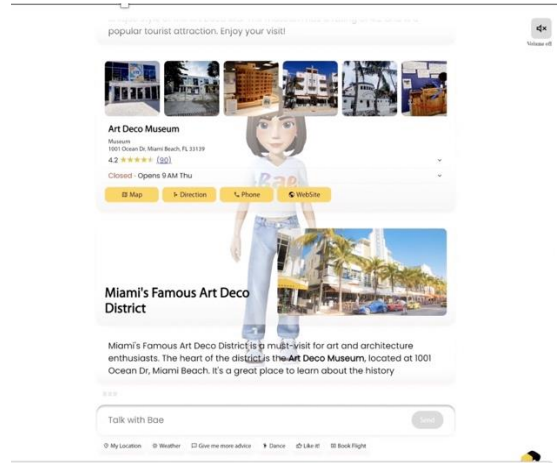
Home screen for user to start their wayfinding adventure



Introduction content with a user to start walking walking about digitally



BOOK



PAY



BuzzPay will bring in US\$3.2Bil by 2026.

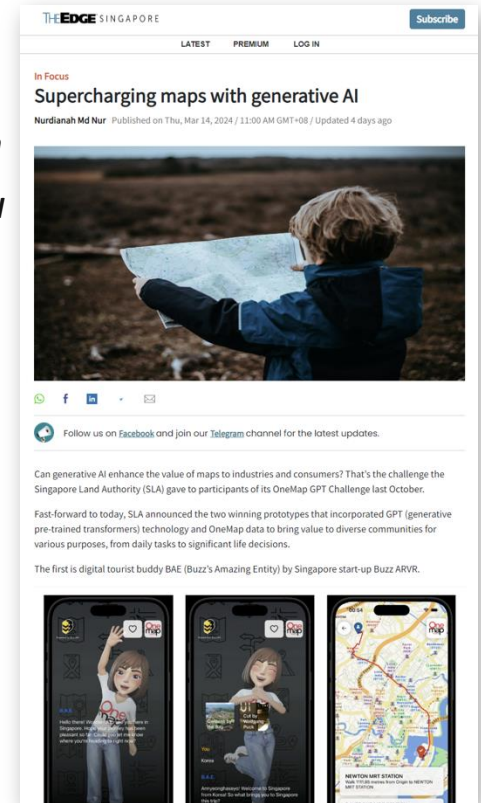
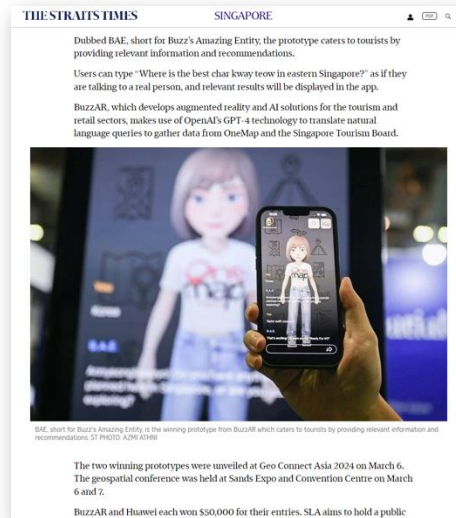
- Net margin= US\$16mil by 2026

**Saudi Tourism Authority (STA)
APAC Center is operated by BuzzAR**

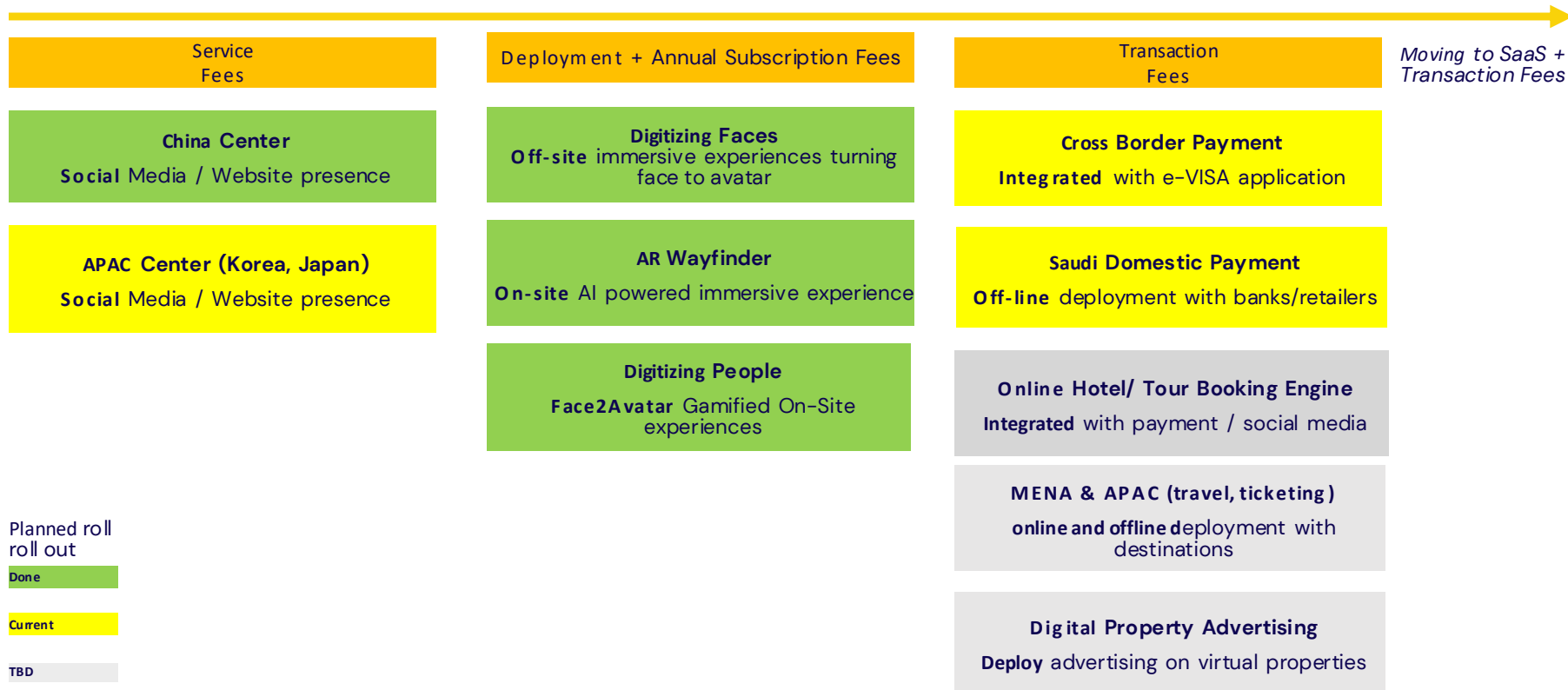
Our own platform: BAE is live!

BAE – Buzz AI Experiences is everywhere!

BAE, the world's first AI-powered Tour Guide, supporting over 9 languages, was launched in March launched in March 2024, our client was Singapore Land Authority (SLA) Featured on major national media, Bae, BuzzAR's AI Powered Tour Guide, is a national hero in Singapore and more, supercharging destinations as a AI Powered Travel Companion in your pocket. We've been featured over 1,000 times locally and globally !

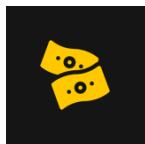


[Featured on Channel News Asia - Click here to watch](#)

BUSINESS MODEL
Leverage STA relationship to build dominant Asia/KSA AI Powered with a national e-wallet


TRACTION

Executing fast: outstanding results since Q4 2022 Saudi launch



~\$2M (2022), ~\$4M (2023), ~\$8M (2024)

Revenue (ARR in USD)



10+ Large Clients

Large Enterprises, Govts Paid Clients



B2G Contracts

Saudi and Singapore

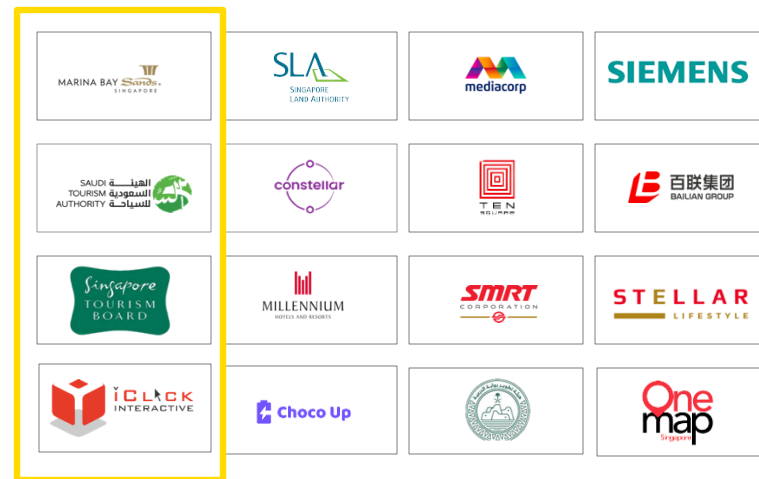


3M Avatars Created

Since 2021

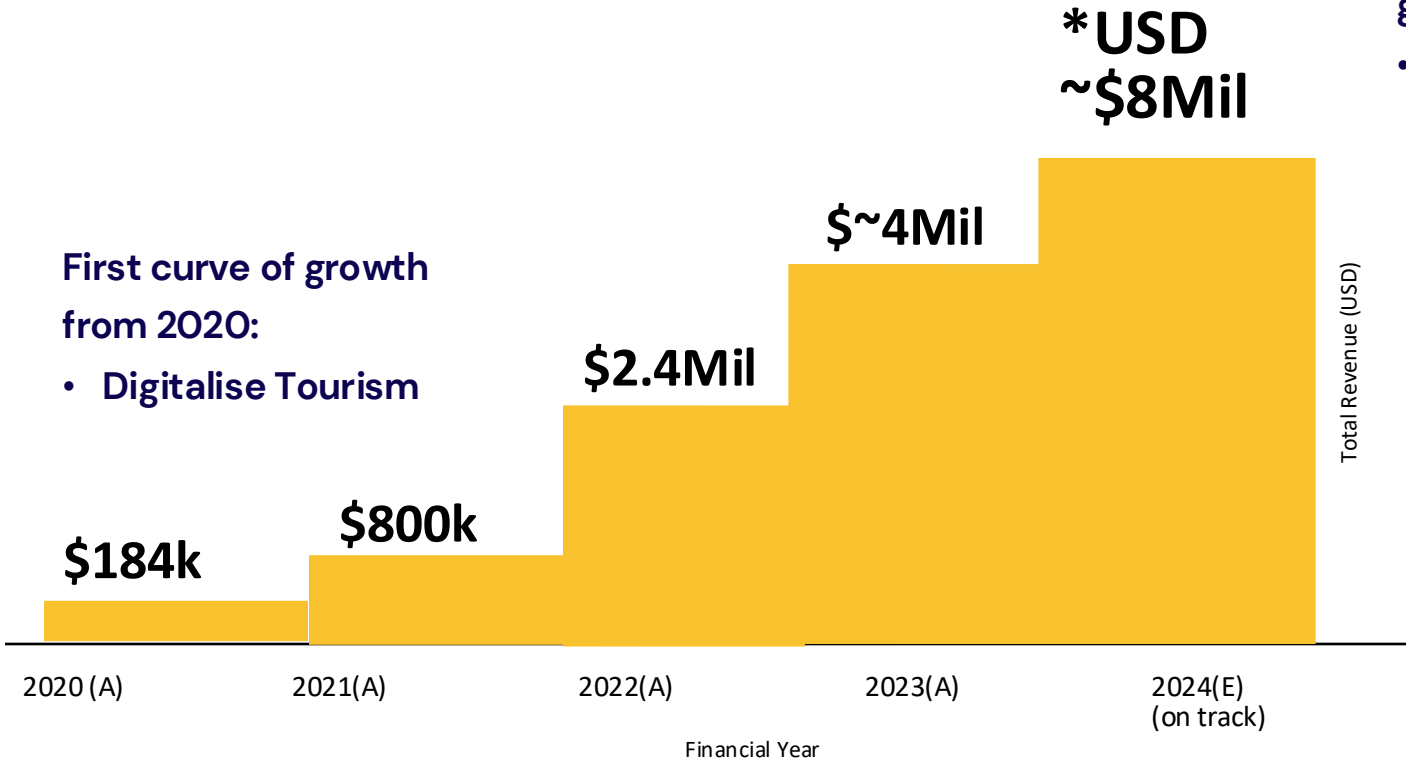
Selected Clientele

- Tourism, Hospitality, Govts
- Fintech & Banking



**These clients turn into channel partners (our reseller) for the BAE ecosystem.*

20x Historical Growth



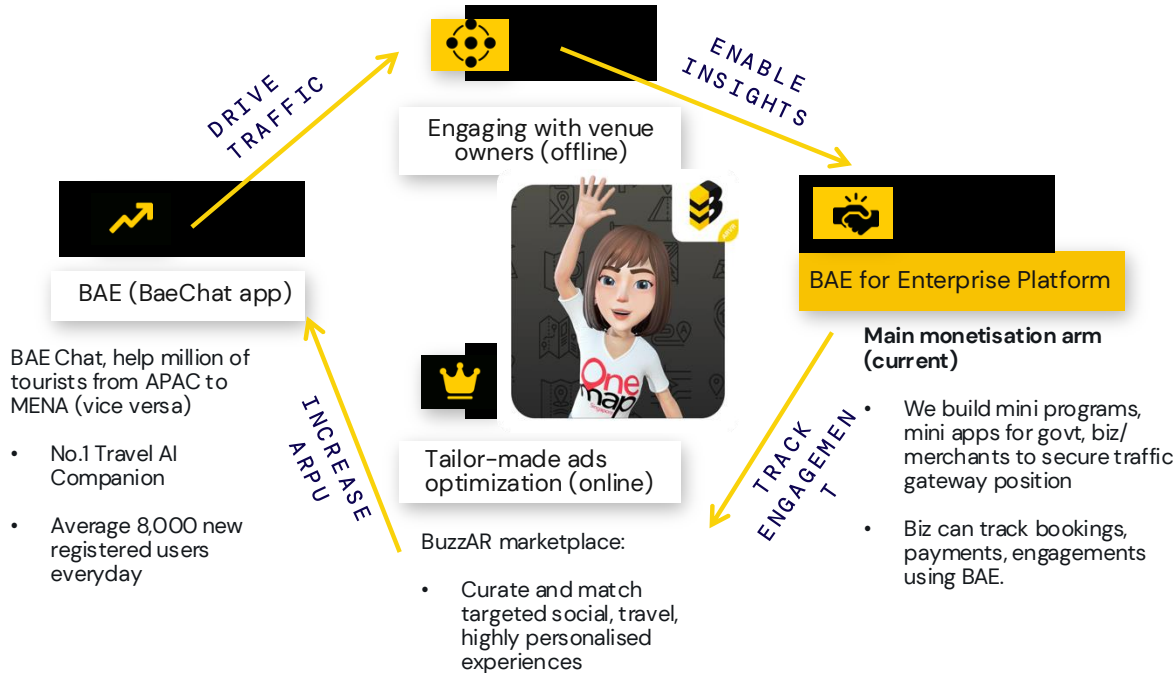
First curve of growth from 2020:

- Digitalise Tourism

Second curve of growth from 2025:

- Cross Border Payments, with payment license strategies

Built-in flywheels powered by the B2G2B/2C network effect



Our growth tactics:

✓ Laser focus on building out 2G, 2B partnership channels in 2024, 2025.

✓ Applying land & expand strategy, using the govt social media accounts as traffic gateway to BAE

✓ Smooth users onboarding : easy onboarding using govt social media channels online, providing unmatched value proposition through BAE

OUR CORE TEAM



We're a top-notch global team of AI engineers, serial entrepreneurs, from Berkeley, Stanford, STB, Stripe, Alibaba and more...



Bell Beh
Co-Founder & CEO



Romeo Sun
Co-Founder & CPO



Ken Lim
Co-Founder & CTO



Kale Toh
CIO (Travel)



Yin Yin Low
CAIO
(AI Research)



Jonathan Hsu
Talent Acquisition
(US)



Shorouq Alasbali
Security AI
(Saudi)

UC Berkeley
Law & Tech Scholar

- Top 100 Women in Tech by SCS 2023
- Saudi Singapore Business Council 2024
- Ex Marina Bay Sands Compliance Counsel

Ex Stripe,
Head of APAC Growth

- Led B2B payment at Stripe, key accs.
- Ex Alibaba payment

Meta's Oculus
Top VR game producer

- 3x Founder, top affiliate for Ctrip.
- Bootstrapped 20+ Games, 20M+ combined players)

Ex STB Tech Lead:
• Saudi Tourism APAC Center tracking, analytics.

- SGReDiscover Voucher, STB

PHD in AI, Monash University

- IEEE Author, Google Scholar
- Affective Computing, Emotion AI expert
- Ex Google, Ex Grab Engineer

CS+AI
@Stanford

- Co-lead talent acquisition, team R&D
- Ex Inference.ai

Masters Illinois Inst of Tech

- Localization of AI, cybersecurity
- **Ex Aljazeera, anti-deep fake specialty.**





We started off by digitalisation of tourism.
Now, thr' BAE we aim to be the new leader the **AI Travel & Experience** category.
Together, we create a **smarter, seamless, and delightful** future.



Contact US



[Bell Beh | Schedule a call](#)

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"Fly high with BAE,
your AI guide every day!"