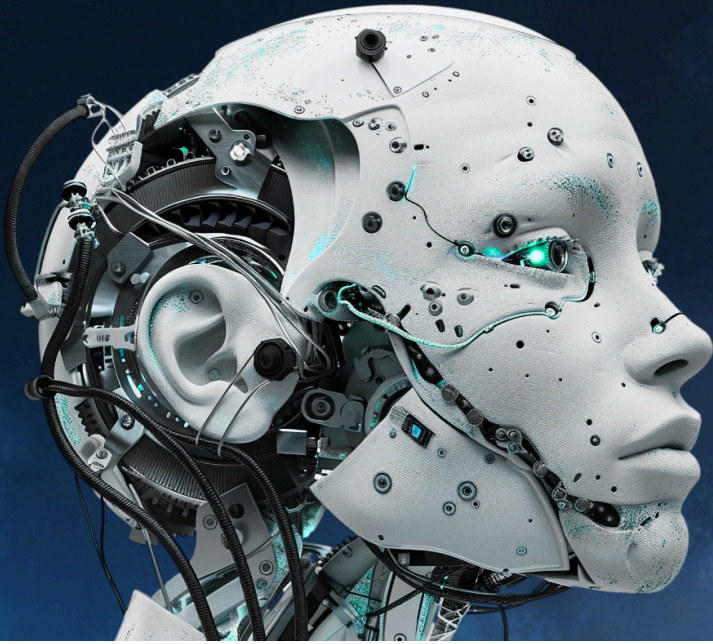


Building the Intelligent Media Infrastructure of Tomorrow



EXECUTIVE SUMMARY

Perception Cloudworks is embarking on a strategic expansion into Artificial Intelligence services, introducing the **Perception AI Platform**, a fully managed AI infrastructure designed to complement and extend our core TV CDN Cloud.

This initiative transforms Perception from a CDN provider into a next-generation media infrastructure company, uniting advanced AI compute with real-time video delivery. The result is more efficient workflows that enable enterprises and creators to redefine how content is produced, delivered, and monetized.

STRATEGIC VISION - INTELLIGENT MEDIA INFRASTRUCTURE

For over a decade, Perception has built and managed high-performance content delivery networks in the media space. As AI continues to reshape digital broadcasting, we are leveraging our CDN backbone to launch a dedicated AI Cloud Infrastructure designed for performance, control, and monetization.

The platform responds to growing demand for AI-powered video intelligence, including:

- Real-time automated subtitling
- Personalized content curation
- AI-based trailer and promo generation
- Contextual ad break insertion
- AI-enabled user support agents

These services support enterprise clients while forming the foundation for the **ENTYEN B2C subscription platform**, extending Perception's reach across enterprise and consumer markets.

STRATEGIC RATIONALE

Platform Independence

Most third-party AI APIs (OpenAI, Google, xAI) impose high usage costs and limit control over data and models.

Perception AI ensures **complete autonomy and IP ownership**, meeting the **sovereignty standards** of our clients.

Cost Efficiency & Margin Protection

Owning our AI infrastructure reduces long-term operational costs by over 70% compared to API-based models, directly improving profitability.

Revenue Acceleration

Our infrastructure enables **bundled offerings**, such as “Platinum Subscription Packages” for telcos that combine premium content with AI-driven interactivity.

Scalability & Modularity

The system’s modular, enterprise-grade design supports **rapid deployment** at the edge, unlocking scalable growth without complexity.

Market Positioning

With this initiative, Perception evolves into a **fully integrated media tech enabler**, operating at the intersection of TV CDN and AI Media Cloud.

Platform Independence

Most third-party AI APIs impose high usage costs and limit control over data and models.

Perception AI enables infrastructure autonomy and IP ownership while supporting client data sovereignty requirements.

Cost Efficiency

Operating proprietary AI infrastructure reduces long-term operational costs compared to API-based models.

Revenue Expansion

The platform supports bundled service offerings such as premium subscription packages that combine media delivery with AI-driven interactivity.

Scalability

A modular infrastructure architecture enables rapid deployment and scalable expansion at the network edge.

Market Position

This initiative positions Perception at the intersection of TV CDN infrastructure and AI media cloud services.

AI EDGE COMPUTE INFRASTRUCTURE

The Perception AI platform is co-located within the same data center environment as the CDN master node and transcoding head-end.

This architecture enables direct processing of video streams within the delivery network.

Key Characteristics

- Video processing without external backhaul
- Reduced latency and network egress requirements
- Real-time AI video analysis and media intelligence
- Integrated metadata generation and recommendation systems

AI processing occurs directly where content is stored and delivered within the network edge.

EMPOWERING INDEPENDENT CREATORS

The global video ecosystem includes more than 66 million YouTube creators, many of whom lack access to advanced automation tools.

Perception Bots provide AI-driven productivity tools designed for content creators.

Capabilities

- Automated subtitling and multilingual dubbing
- Contextual ad break insertion
- Trailer and promotional clip generation
- Intelligent content localization

Operational Impact

- Reduction in post-production time and cost
- Increased monetization through optimized ad placement and multilingual distribution
- No-code AI automation accessible through subscription-based tools

These capabilities operate within the ENTYEN AI ecosystem, which also includes content storage, playout infrastructure, and syndication tools.

TECHNICAL SCOPE - PHASE 1 BUILDOUT

The initial deployment phase is underway within our **Cheltenham, UK data centre**, integrated into Perception's existing CDN master node.

Phase 1 Specifications

- 64x NVIDIA HGX B200 GPU Cluster (expandable post-Q1 2026)
- Expandable compute capacity
- Frontier model training and optimization
- Integration with CDN orchestration systems

This infrastructure supports continuous model training, tuning, and AI workload deployment while maintaining operational stability.

Business Growth & Value Creation

The Perception AI platform introduces additional infrastructure capabilities that support new service offerings.

Growth Drivers

- AI-powered media services beyond traditional subscription and advertising models
- Expanded total addressable market across enterprise and consumer segments
- Development of proprietary AI models and intellectual property
- Differentiated infrastructure offerings within the media technology sector

FUTURE OUTLOOK

Perception AI introduces an additional compute layer within the **Perception TV CDN Cloud**, enabling integrated AI processing and media intelligence capabilities.

By combining CDN delivery infrastructure with edge AI compute, the platform supports real-time video processing, automated media workflows, and scalable content intelligence systems.

CONCLUSION

Perception Cloudworks AI infrastructure expansion integrates AI compute capabilities with existing CDN delivery systems.

This architecture enables broadcasters, enterprises, and creators to deploy AI-driven media workflows while maintaining infrastructure control and operational efficiency.