



Taoping Inc.

(Nasdaq: TAOP)

Smart City Solutions

Investor Presentation
May 2024



Forward Looking Statements

This Presentation contains “forward-looking statements” that involve substantial risks and uncertainties. All statements other than statements of historical facts contained in this Presentation, such as statements regarding our estimated future results of operations and financial position, our strategy and plans, and our objectives or goals, are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. We have attempted to identify forward-looking statements by terminology including “anticipates,” “believes,” “can,” “continue,” “could,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “should,” or “will” or the negative of these terms or other comparable terminology. Our actual results may differ materially or perhaps significantly from those discussed herein, or implied by, these forward-looking statements.

Any forward-looking statements contained in this Presentation are only estimates or predictions of future events based on information currently available to our management and management’s current beliefs about the potential outcome of future events. Whether these future events will occur as management anticipates, whether we will achieve our business objectives, and whether our revenues, operating results, or financial condition will improve in future periods are subject to numerous risks. There are a significant number of factors that could cause actual results to differ materially from statements made in this Presentation, including: our potential inability to achieve or sustain profitability or reasonably predict our future results due to our limited operating history of providing smart cloud services, the effects of the global Covid-19 pandemic, our independent registered auditors’ substantial doubt about our ability to continue as a going concern, unfavorable economic conditions that may affect the level of technology and Out-of-Home advertising spending by our customers, the emergence of additional competing technologies, changes in domestic and foreign laws, regulations and taxes, uncertainties related to China’s legal system and economic, political and social events in China, the volatility of the securities markets; and other risks including, but not limited to, those that we discussed or referred to in the Company’s disclosure documents filed with the U.S. Securities and Exchange Commission (the “SEC”) available on the SEC’s website at www.sec.gov, including the Company’s most recent Annual Report on Form 20-F as well as in our other reports filed or furnished from time to time with the SEC. You should read these factors and the other cautionary statements made in this Presentation. If one or more of these factors materialize, or if any underlying assumptions prove incorrect, our actual results, performance or achievements may vary materially from any future results, performance or achievements expressed or implied by these forward-looking statements. The forward-looking statements included in this Presentation are made as of the date of this Presentation and TAOP undertakes no obligation to publicly update or revise any forward-looking statements, other than as required by applicable law.

Introduction

Leveraging the Advantages of the Taoping Smart Cloud, Smart City and Taoping Alliance Networks

Smart City Solutions Provider



Taoping (Nasdaq: TAOP) has a rich track record in creating cutting-edge Smart City solutions. Drawing on its extensive experience in technology solutions, the Company has been instrumental in assisting clients from both the private and public sectors in enhancing communication and marketing strategies to effectively reach their intended audiences.

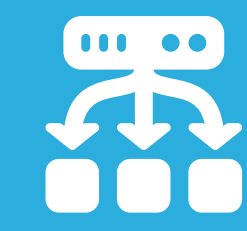
Taoping has established an extensive network of city partners and a diverse portfolio encompassing high-value, high-traffic areas for its products. These offerings are strategically aligned with Taoping's Smart Cloud platform, cloud services, solutions, and cutting-edge technologies such as new media and artificial intelligence.

Investment Highlights

Harnessing the benefits of the Taoping Smart Cloud, Smart City initiatives, and the collaborative strength of the Taoping Alliance Networks, the Company aims to drive profitable growth by capitalizing on intersecting revenue streams associated with the global economic recovery from COVID-19 and the ongoing modernization of business processes.



Additive Revenue Streams



Innovative TAOP Smart Cloud Ecosystem



Differentiated, Competitively Advantaged



Experienced Management Team

Key Statistics

Market	Nasdaq
Ticker Symbol	TAOP
Share Price (2/27/24)	\$1.04
52 Week High	\$10.20
Market Capitalization	4.7M
Shares Outstanding	1.56M
Fiscal Year End	December 31



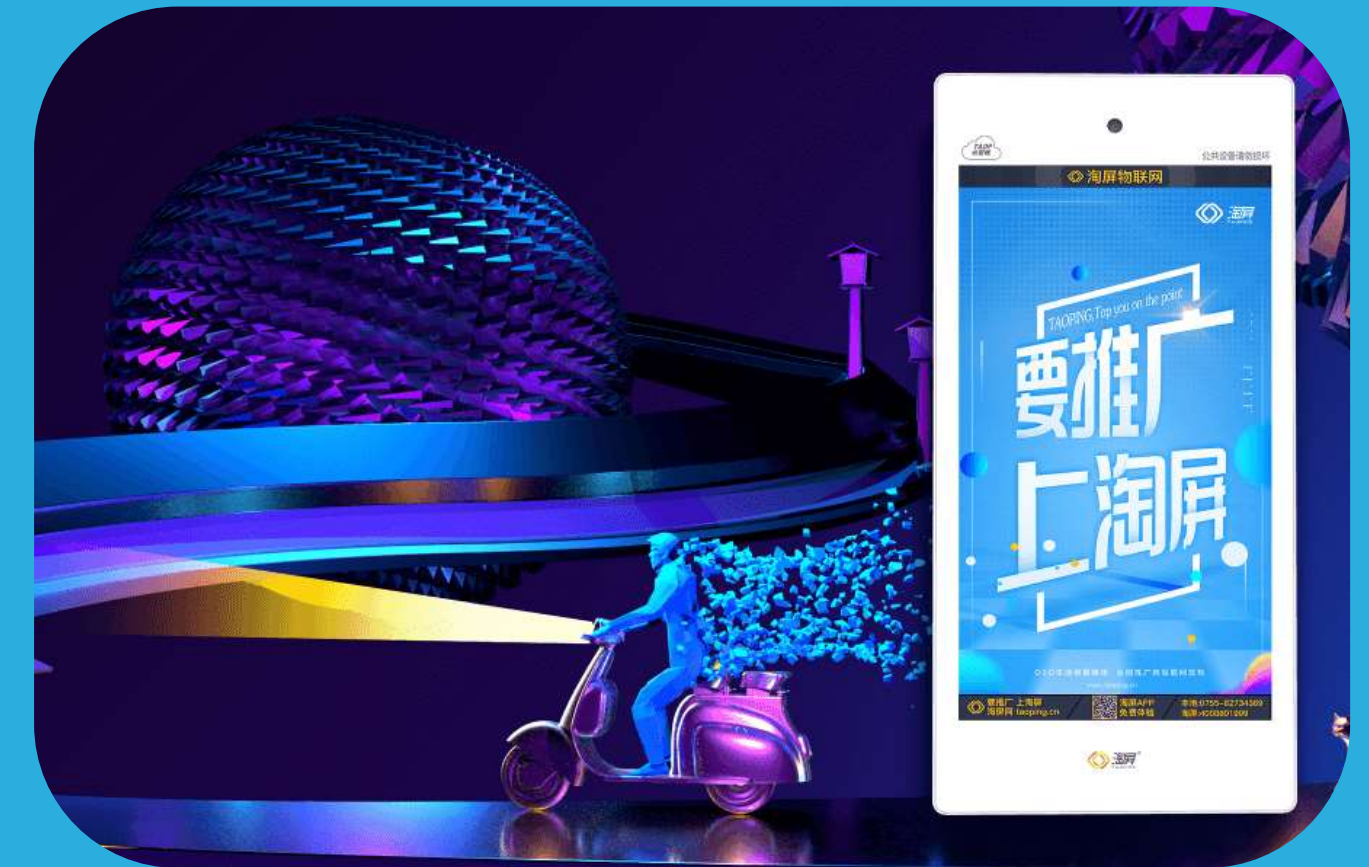
- ✔ Leveraging the strengths of the Taoping Smart Cloud and the collaborative power of the Taoping Alliance Networks to maximize strategic advantages and drive business growth.
- ✔ Expediting expansion in interconnected areas aligned with the global economy recovery from COVID-19 for enhanced growth opportunities
- ✔ Focused on driving profitable growth, expanding TAOP's brand equity and maximizing shareholder value.

Cloud-based Technology Business Segments



Smart City Solutions

*Expanding Addressable Market with Attractive
New Greenfield Revenue Opportunities.*



Digital Advertising & eSmart Solutions



Smart City Solutions Business

Smart Cloud, Smart City Platform



Smart Large Screen

- Independent R&D production base
- DLP/LCD/LED display unit
- National patented technology
- A full set of big-screen application solutions



Cloud Computing Platform

- Serve digital asset users
- Open Sharing Platform
- Large potential user base
- Provide cloud services
- Whole process can be monitored and tracked
- Support computing power transfer



Off-grid Wastewater Treatment

- Treat domestic wastewater at source
- Discharge or reuse after wastewater treatment
- Low investment
- Short construction cycle
- Local benefits

Smart City Solutions

Customized Intelligent, Cloud-based Products



- » Leveraging our integrated Cloud platform and Ecosystem solutions
- » Extending reach of Taoping's well established brand
- » Building momentum with innovative, environmentally friendly and Smart City solutions
- » Providing scalable, end-to-end, modular, Cloud-based solutions

Smart Large Screen Solutions

Taoping outdoor large screen, Taoping smart terminal



- ✓ End-to-End R&D and production base, including complete software and hardware R&D, design and production capabilities, and one-stop service of R&D, production, sales and after-sales support.
- ✓ Premium flatness, playback quality, screen brightness, and resolution with environmentally friendly low power design to support uninterrupted 24x7 usage, guaranteed quality and safety.
- ✓ Integrated distributed image processing technology and multiple redundant design enables intelligent adjustment of brightness, color, color temperature adjustment, default display, remote detection, debugging, and more.
- ✓ Adopts efficient heat dissipation technology, with thin profile for stability, anti-noise, and anti-glare frames.
- ✓ Provide customized services to efficiently meet the unique needs of customers and industries, including size specifications, light sources, screen specifications, and more.

Smart City Solutions

Customized Intelligent, Cloud-based Products



Taoping Smart Rest Station



Taoping Blue Box Off-Grid Wastewater Treatment Solution



Positioned to meet the diverse and evolving needs of rural areas



Crucial areas of focus for China's Government-supported initiatives



Taoping's Smart City solutions are opening new regional markets with high revenue potential and long-term growth



Vast need for Taoping's more effective, cleaner, less costly, modernized Smart City solutions

Off-Grid Wastewater Treatment

Phoenix Nest Wisdom Monitoring System



Intelligent cloud platform solution with statistical management and monitoring, and dynamic visualization



Integrated remote monitoring reduces the frequency of regular inspections, reduces operating and maintenance costs



Intelligently predict possible equipment failures and perform equipment maintenance in advance to avoid costly downtime



A curved wall of digital screens displaying various images like nature, technology, and abstract art. The screens are arranged in a grid pattern, and the overall scene is brightly lit with a blue sky background.

Digital Advertising & eSmart Solutions

Digital Advertising & eSmart Solutions - Taoping New Media



Third-Party Online Ad Platforms

- Baidu Juping
- ZMT
- JD MO Media
- E-Sell Tech



Network Operators



Advertisers



Publish Ads

Select Distribution



Taoping Smart Cloud Platform



List Screens

Manage Sites



(City Partners, Taoping Alliance Members)



Display Screen Owners



Consumer Mobile Phones



Nationwide IoT Network of Taoping Cloud-based Smart Display Screens



Digital Advertising & eSmart Solutions - Taoping New Media



Terminal Resource
Aggregation



Smart Screen
Management



Smart Advertising
System

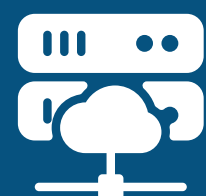


Multidimensional
Data Service



Platform Transaction
Management

Taoping Advertisers Include BMW, Audi, China Mobile, China Telecom, Industrial Bank, China CITIC Bank, JD, Tencent, Evergrande, and Many Other Well-Known Brands.



Leveraging the Taoping Smart Cloud

Digital Advertising & eSmart Solutions - Taoping New Media

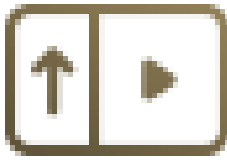
In addition to Taoping Smart Screens, Taoping New Media Offers Dual-Sided Photonic Screens Providing Enhanced Display Options and Further Expanding the Taoping New Media Ecosystem.



Double sided, HD Quality Screen to Grab Attention



Dual-Purpose for Displaying Product Ads and Information



Customizable for Different Application Scenarios



High security, Low Operation and Maintenance Costs



High-Visibility, Highly Effective Solutions

Digital Advertising & eSmart Solutions – Taoping New Media

Commercial Display Equipment Production and Sales



Taoping under its Bocom Brand was one of the Earliest Enterprises Involved in DLP and LCD Large-Screen Display Manufacturing and System Integration in China. Having Obtained a Number of National Patents, the Company's High-End Display Solutions are used by a Wide Range of Industries from Security and Advertising, to Education, Transit, and Outdoor Display.

Digital Advertising & eSmart Solutions - Taoping New Media

25+
Core Provinces
(Cities)

200+
Cities

300+
Brand Customers

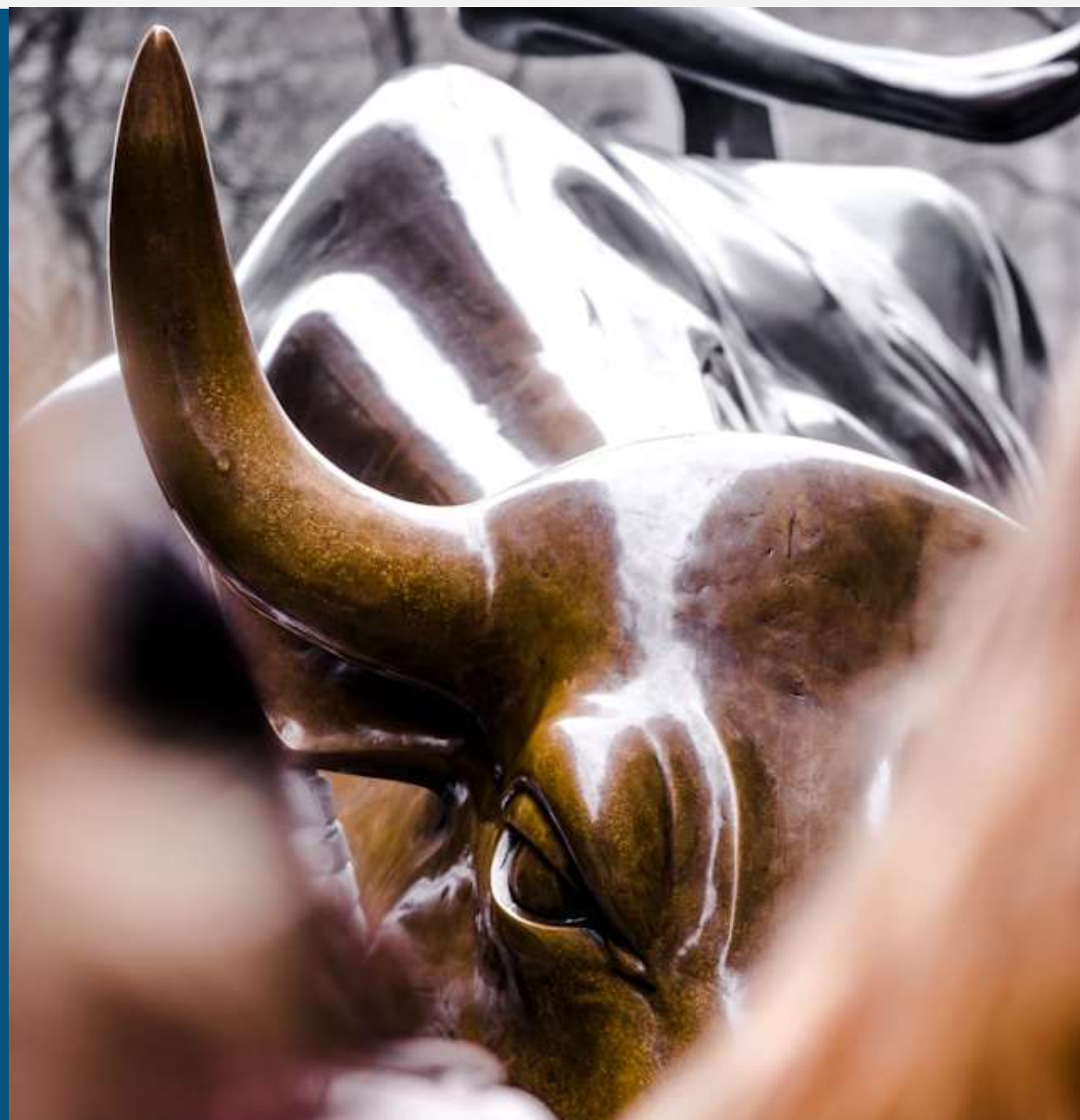
100k+
Screens Linked

200MM
Covered Population



Partnering Locally to Expand the Taoping Network's Reach Across China

Full Year 2023



1

59% Increase in Revenue

Significant uptick in demand from both products and software, led by the Taoping national sales network and the compatible, highly scalable cloud platform.

2

Healthy 22.9% Gross Margin

Focused on product cost controls and investment in long-term growth.

3

Profitability Improving

Reflects stable revenue and gross margin, with reduced provision of allowance of credit losses and reduced stock-based comp expenses.

“In 2023, we experienced remarkable growth in revenue, with sales surging 59.4% compared to 2022. Alongside this growth, we made significant strides in profitability and came close to breaking even. Looking ahead to 2024, we anticipate sustained growth driven by several pivotal factors, including a macroeconomic recovery, increased customer demand, rising urbanization, and widespread adoption of AI, cloud, and mobile technologies.” – Mr. Jianghuai Lin, Chairman and CEO of Taoping.

MEET OUR TEAM

Experience, Vision, Execution

Taoping's Success-Oriented Culture is Focused on Customers and Creating Value for Shareholders.



Jianghuai LIN
Chairman & CEO

- CEO since 2006.
- Expertise in IT and Internet industries. Possesses excellent insight, foresight, and comprehension of the business.
- Former President of Hong Kong United Development Group Co.
- Former Chairman of iASPEC Technology Group Co., Ltd.



Zhiqiang ZHAO
President, Director

- President since August 2015, and former COO.
- Experience in operations, resource integration, strategic planning.
- Former Deputy General Manager position at iASPEC Technology Group Co., Ltd.



Iris YAN
CFO

- Former Director of Investor Relations, Secretary, and Asst. CFO positions starting in 2007.
- Experiences in investor relations, capital market, and corp. governance.
- Certified Management Accountant (CMA).
- B.S. in Economics from Beijing Normal University, Postgraduate diploma from Fudan University.



Zhixiong HUANG
COO

- COO since 2015, appointed CTO in 2008, named Senior VP in 2006,.
- 20 years IT and strategic planning experience.
- Held R&D General Manager at Run Shen Information Technology, Inc.



Guangzeng CHEN
CTO

- CTO since 2015, previously VP of Strategic R&D Center and Chief Product Officer.
- Over 10 years of experience in IT and internet R&D and management.



Taoping Inc.

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Thank you!

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