

THAI INSTITUTE OF DIRECTORS

Value Creation Content

& Investment Strategy in the New World

Jessada Sookdhis (Jet) · Co-Founder & CEO, FINNOMENA · June 2026

If your company disappeared tomorrow,

who would miss it?

Finnomena.

Finnomena.

Thailand's No.1 WealthTech Investment Advisor Company



Startup of the Year 2024 (Economy)
Startup of the Year 2025 Prime Minister Award



Most Innovative WealthTech Firm
2023 (Thailand)



Winner - Outstanding Wealth Mgmt Tech Implementation - Front Office (2023)
Winner - Best Portfolio Management Solution (2023)
Highly Acclaimed - Best Digital Innovator of the Year - FinTech (2024)

Financial Inclusion 2023
ขวัญใจมหาชน (Public Favorite 2024, 2025)
การสร้างความรู้อย่างยั่งยืน (Sustainability 2024, 2025)
ความคิดสร้างสรรค์ยอดเยี่ยม (Creativity 2024, 2025)
ผู้สร้างพลังความรู้ทางการเงินและการลงทุน (Financial Empowerment, 2025)



Best Digital Wealth
Management Platform 2025



WorkVenture
"Best Places to Work"



Best Fintech Distributor
Award (2024, 2025)

FINNOMENA

PURPOSE

To bring the best investment opportunities to all.

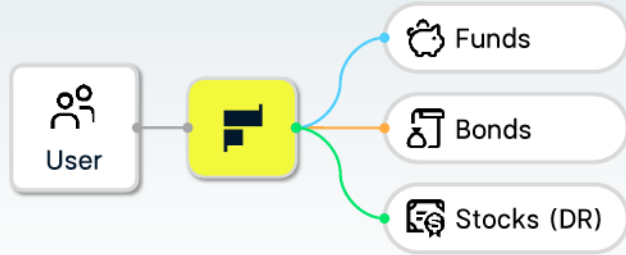
VISION

Empowering millions with the right investment
advice to achieve life's greatest goals.

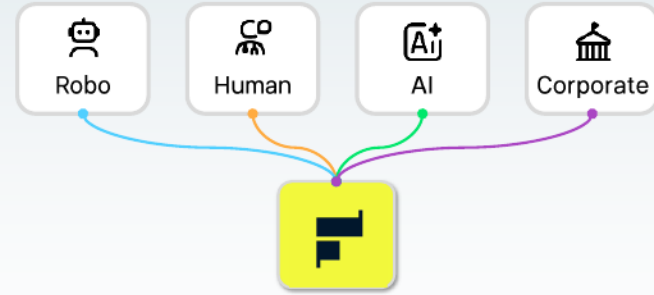
Ahead of the game

Most Comprehensive Wealthtech in Thailand

ONE APP TO TRADE MULTIASSETS



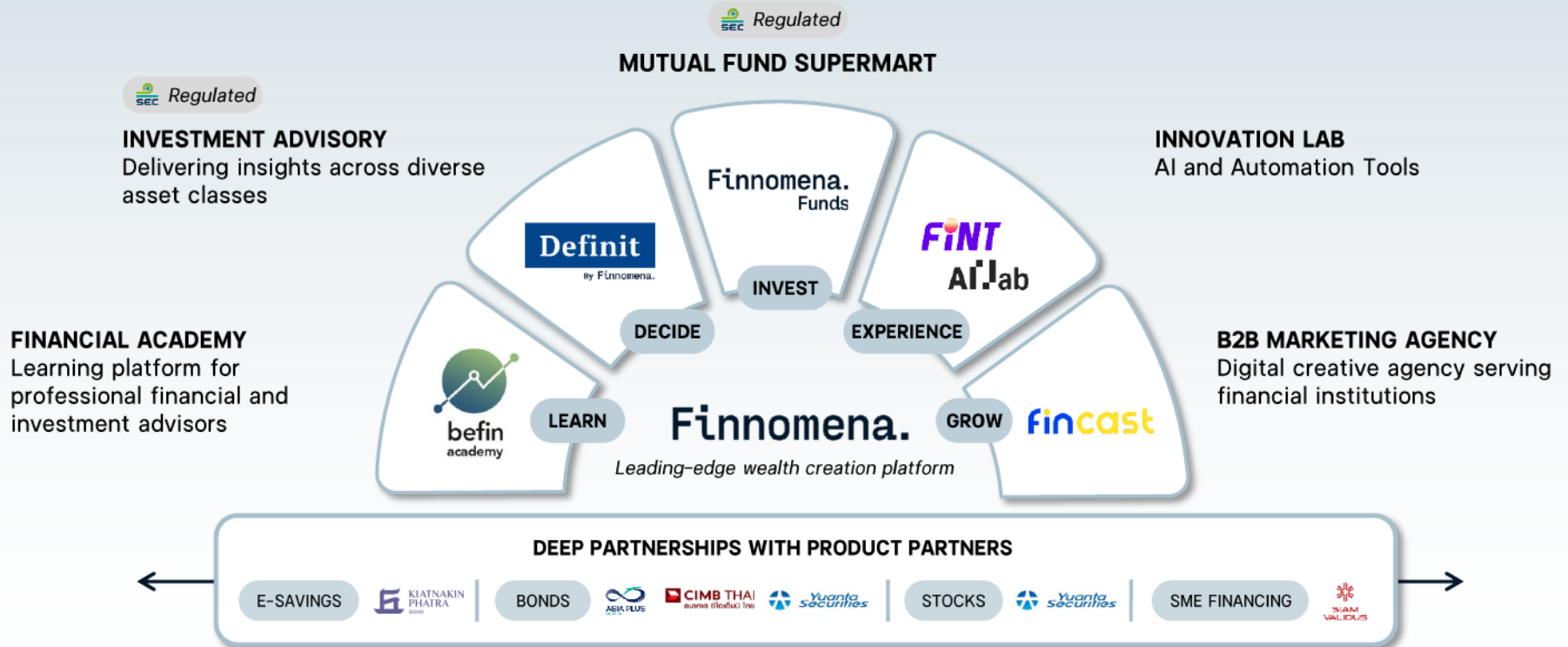
END-TO-END WITH ALL ADVISOR TYPES



OUR KEY PARTNERS



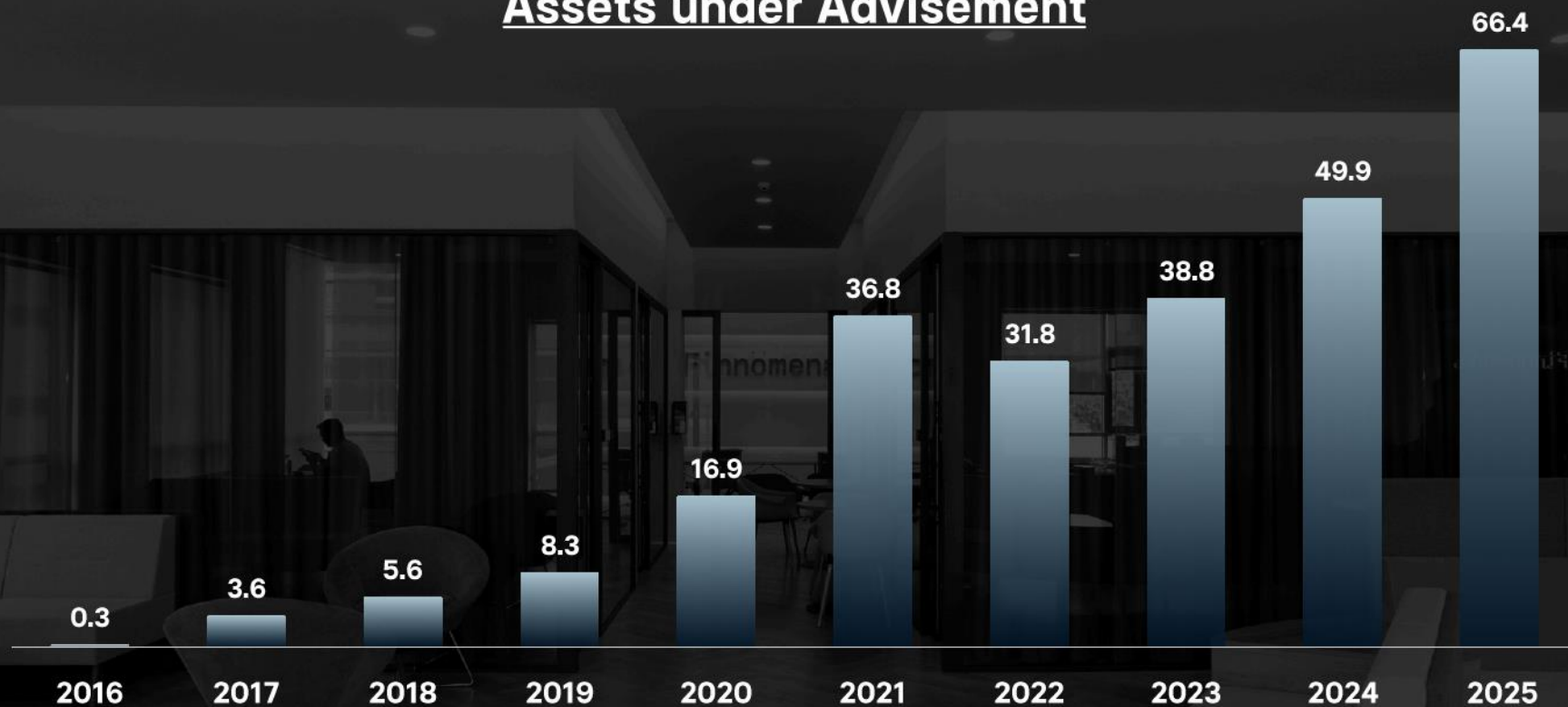
Our Platform Today



End-to-end management of the complete wealth cycle from individual investors to ecosystem enablers

Our growth has accelerated in the past ten years

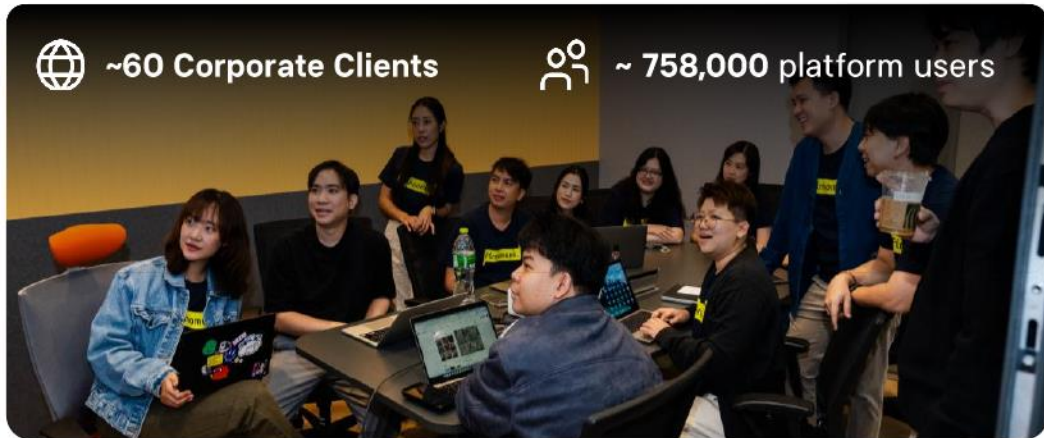
Assets under Advisement




Finnomena at a Glance

 ~60 Corporate Clients

 ~ 758,000 platform users



 > 1.7m followers including social media



~210 headcount with ~80 in tech



#1 Largest WealthTech



 > 50m monthly impressions



Figures updated February 2026

We are one of the largest advisory network in Thailand

Since 2019, Finnomena established one of the largest financial advisory networks in Thailand

PLANNER ACCREDITATION BACKGROUNDS

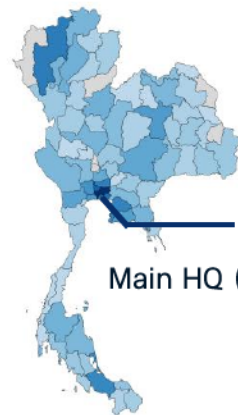


ENTERPRISE WORKPLACE SOLUTIONS



- Finnomena for Advisor (F4A)
- FA Pro (Business Intelligence)
- FA Chat (Enterprise-grade conversation)
- Finfan (Community Forum)
- Fundsmart, Befund

FA COVERAGE



Main HQ (BKK)

71

Provinces Covered

~30,000

Customers with FA Advisors

~3,100

Independent Advisors (FA)

5-10

Events per month



Our Main Differentiation & Advantage

Brokers



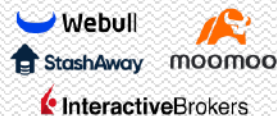
- ✓ Neutrality
- ✓ Media reach
- Limited asset coverage
- Limited advisory capability
- Clunky UX/Tech
- Mass reach vs Banks

Bank/AMC Apps



- ✓ Multi-Asset Day One
- ✓ Private Bankers
- ✓ Privilege Programs
- Biased Advice (Bank-first)
- High minimum for advice
- Unestablished digital media and social media

Foreign Apps



- ✓ Cutting-edge UX/UI
- ✓ AI Features
- ✓ Low commissions
- Localization UX gaps
- No local media presence
- Limited resource support and scalability in Thailand

Finnomena.



- ✓ Cutting-edge UX/UI, Tech
- ✓ Accessible advisory for mass
- ✓ Hybrid Communication
- ✓ Goal-based investing
- ✓ Thai-first everything (language, culture, content)
- ✓ Open API architecture
- ✓ Comprehensive support with Academy & Agency
- ✓ Media leadership

PART TWO — THE NEW PLAYBOOK

The world changed.

So did the way people buy.

OLD WORLD

Buy attention.

Interrupt.

Advertise.

NEW WORLD

Earn attention.

Give value.

Build fans.

ASK THE ROOM

**Raise your hand if you watched
an ad to the end this week.**

The audience has left the ad.

90%

of viewers skip video ads

8%

automatically believe what
ads say

63%

more likely to buy after a
brand gives them genuinely
useful content

Ads interrupt.

Value attracts.

Customers buy once.

Fans buy everything.

They defend you. They share you. They recruit for you.

*"A creator needs only
1,000 true fans to make a living."*

— Kevin Kelly, co-founder of WIRED, 2008

Imagine what a company can build with a million.

Community is the new moat.

Products get copied. Prices get undercut. Fan bases don't.

VALUE CREATION CONTENT

Give value first.
Ask later.

Teach. Entertain. Empower. Make your audience better off
for every minute they spend with you.

The fan flywheel



Every piece of content spins the wheel. Every ad skips it.

PART THREE — CASE STUDIES

The proof.

APPLE

It doesn't run ads for launches.
It hosts events the world watches.

Keynotes, not commercials — product reveals became cultural moments fans queue up for

2.35B

active devices worldwide

\$4.3T

market value, June 2026

#1

most valuable brand on earth



TESLA

A trillion-dollar brand. Almost zero advertising.

Direct communication, product storytelling and a fan community that does the marketing.



~\$0


historical traditional ad budget

\$1.4T

market value, June 2026

Fans

are the sales force



RED BULL

A media company that happens to sell energy drinks.

Red Bull Media House, extreme sports, F1 — content first, product second. Not a tech company.

12B+

cans sold per year

8M

live viewers of Stratos space jump

2007

built its own media house

NIKE

Don't sell shoes. Tell stories.

"Just Do It" since 1988 — athletes, struggle, greatness. Nike Run Club turned customers into a movement.

37yrs

of one consistent story

100M+

members across Nike apps

NRC

community, not campaign

THE STANDARD

A Thai newsroom built like a fan club.

News, podcasts, live events — value-first journalism that converts readers into followers, and followers into revenue.

2017

founded — fan base from day one

Millions

of followers across platforms

Events

fans pay to show up

THE
STANDARD



ASK THE ROOM

Raise your hand if you've ever queued
an hour... for a teddy bear.

BUTTERBEAR

A dessert-shop mascot with a K-pop-grade fandom.

น้องหมีเนย — fan cams, gifts, queues, merch. Fans behave like idol stans. No ad budget. Just joy, posted daily.

13M+

social engagements

900K+

TikTok followers

Zero

baht spent on traditional ads

Finnomena.

Streaming nearly everyday

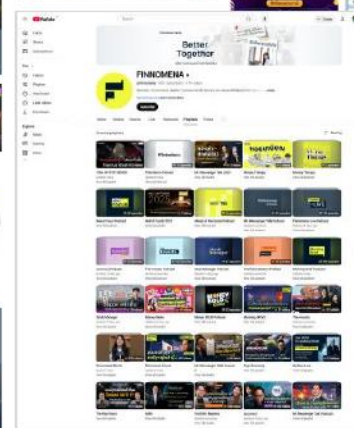
Every investment opportunity covered

	MON	TUE	WED	THU	FRI	SAT	SUN
08:00-09:00	Morning Brief 						
19:00-20:00	Finnomena. LIVE 	ชมรมหุ้นก๊ว by Finnomena. 	stock Manager 	Portfolio Mastery 	Fintroduce. 		Money Bento by Finnomena.
20:00-21:00	THE Investo. 						

อย่าลืมกดติดตาม
Subscribe พวกเรานะ



~50 million impressions per month



FINNOMENA

Content is our funnel.

Free knowledge built the trust. Trust built the AUA.

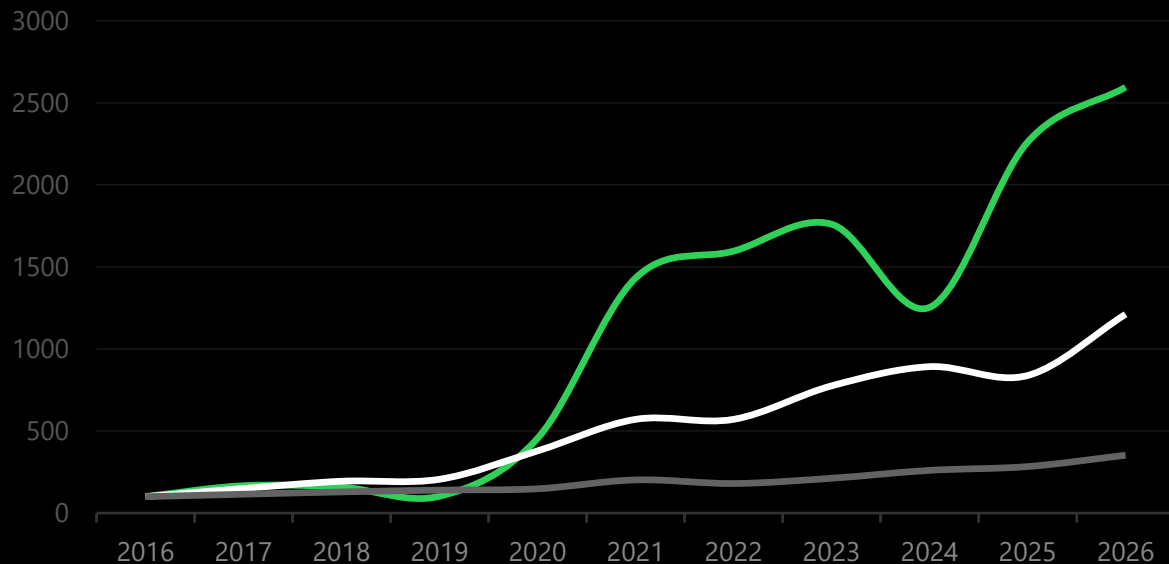
50M impressions a month · live streams nearly every day · zero hard sell

PART FOUR — THE PAYOFF

What are fans worth?

\$100 invested in a fan base.

Growth of \$100, June 2016 – June 2026 (share price)



TESLA

\$2,595

APPLE

\$1,211

S & P 500

\$352

Sources: Yahoo Finance / MacroTrends, June 2026. Split-adjusted price returns, excluding dividends.

Fans are earned. And lost.

When Nike traded storytelling for discounting,
the market noticed — share price down ~50% from its peak.

FOR THE BOARDROOM

01 Audience is a balance-sheet asset.

Govern it, fund it, and review it like one.

02 Budget for value, not just reach.

Content that helps customers compounds. Ads expire.

03 Measure fans, not impressions.

Retention, community, repeat engagement — leading indicators of value.

Create value.
The rest follows.

Thank you · FINNOMENA