DATACURVE

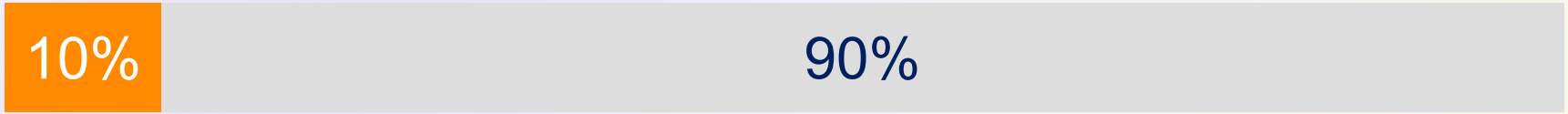
AURA | The Identity Layer that Converts Fan Behavior to Revenue

2M+ persistent fan identities | PSG activation | WC26 pipeline | Enterprise-grade partners

Over 90% Of Fan Data Is Fragmented And Unusable

ticketmaster ESPN+ Fanatics stripe AMERICAN EXPRESS prime

...& 30+ other siloed apps



Activated

Unknown in moments that convert to revenue

$20B in missed fan driven revenue every year

Teams, leagues, and partners lose attribution because fan identity resets across channels.

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Source: Morgan Stanley

AURA Unifies Fragmented Fan Data Into A Persistent Identity That Compounds Intelligence Across Partners

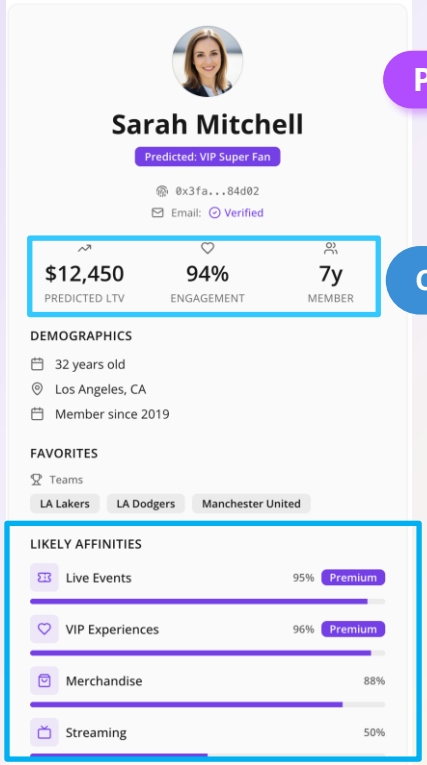
Ticketing

Merchandise & Commerce

Media & Streaming

Payments

Apps & Digital Touchpoints



Persistent Fan Identity

Contextual ,Richer, Faster

From Fragmented Fan Data To Contextual Intelligence.

Identify → Engage → Monetize

IDENTIFY
One fan. One record.

Ticketing, commerce, payments, media, and social data unified into a single behavioral identity.

25% – 40% Lower Acquisition Costs

ENGAGE
In Context, In the Moment.

AI creates microsegments and decides who to reach, when to reach them, and with what message – based on context.

15% – 30% increase in sponsorship attribution

MONETIZE
Unlock New Revenue Streams

Measure and activate new revenue across sponsorships, commerce, and experiences.

2x – 5x Higher Lifetime Value

Observed and modeled across deployments

AURA: Proven Performance & Rapid Network Expansion



MATCHAIN
EXCLUSIVE DIGITAL ID PARTNER

Building the world's most advanced fan identity layer for 1M+ global fans.

MAJOR LEAGUE CRICKET

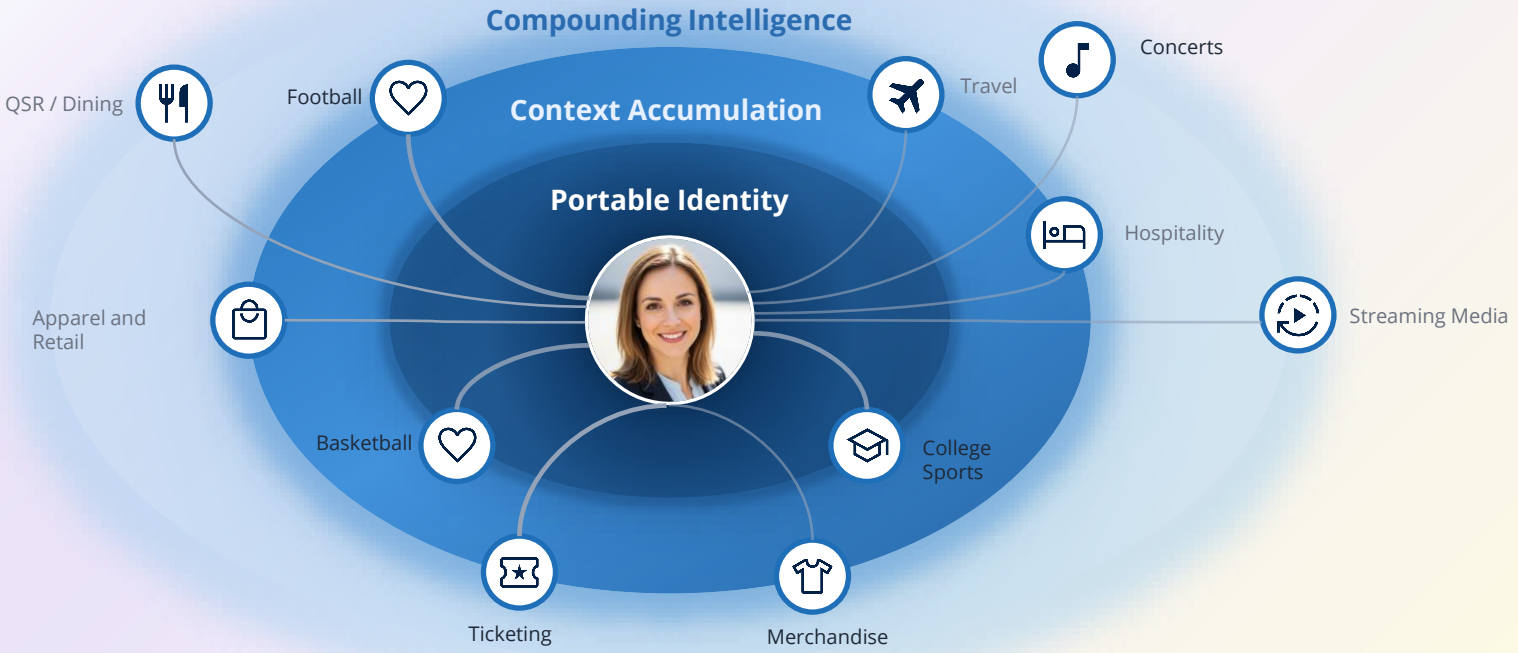
Capturing the 'Invisible Fan': 68% of engagement driven by new users.

LOCKER ROOM™ SPORTS

Efficiency at Scale: 83% signup rate achieved with $0 paid media spend.

Live context captured across teams, venues, and media

AURA Network Effect: Context That Compounds.



Every new partner adds context that improves outcomes across the entire network.

Datacurve Uniquely Operates At The Intersection Of Contextual Intelligence And Interoperability



A Revenue Model That Compounds With Identity Adoption

Predictable SaaS at the core. Usage-driven expansion. Performance-aligned upside.



PLATFORM

Platform License

Fan Intelligence & Identity Infrastructure

$150K+ annual license

• Predictable, multi-year SaaS revenue

• Anchors long-term customer relationships



ACTIVATION

Identity Activation Fees

AURA identity usage across owned channels **$0.25 per active identity / month**

• Usage based expansion

• Low friction, high velocity

Example: 1M activations a month = $3M ARR from activation fee



ATTRIBUTION

Performance-Based Attribution

Share of measurable incremental impact
3–5% of attributed spend

• High-margin upside

• Event driven revenue spikes

A Leadership Team Proven at the Intersection of Identity, Media, and Commerce



Aman Johar

Founder, CEO, and tech

- Scaled global sports & entertainment post-COVID
- Holds multiple AI and media technology patents

QuikR proteum PROXIMA nubryte



Rakesh Ramde

Founder, CCO/CPO

- Ex-Google; deep expertise in privacy, data governance, and identity
- Co-led enterprise technology turnarounds and exits

Google proteum Cooley QuikR



Sayeed Ahmed

Co-founder, CBDO

- Built and scaled multiscreen TV, OTT, and SVOD platforms
- Drove $3B+ in bundled services revenue

ooredoo cisco RED BEE



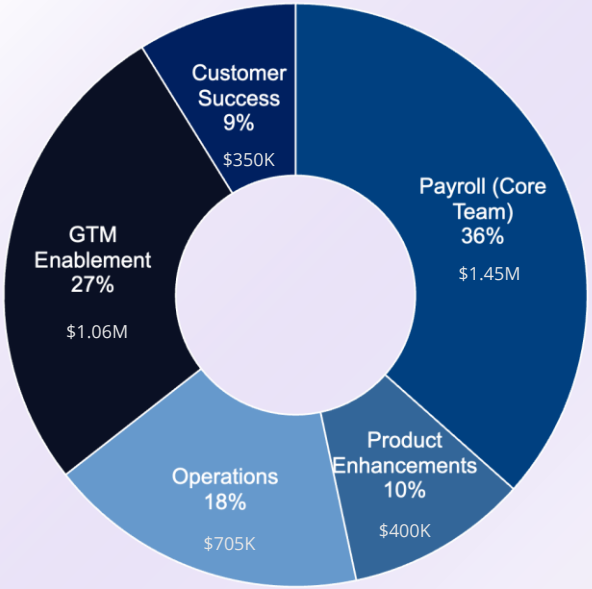
Dan Lovy

VP, Media

- Led product strategy and market adoption across digital media and ad-tech
- Scaled marketplaces and performance ecosystems

yahoo! SIMC VIDillion

$4M Seed To Scale The AURA Identity Network



- What this round unlocks
  - 26 months of runway
  - 8M identities live by 2026 (driven by WC26 and existing pipeline)
  - A repeatable deployment playbook across teams, venues, and partners
  - AURA embedded across live commerce flows for teams, venues, and partners

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Let’s Build the Identity Layer for Live Fans

Join the AURA Network

Scan to continue the conversation



Contact: Aman Johar, CEO

Email: aman@datacurve.io