



Investor Presentation

Nasdaq: **HTCR**

November 2023

Forward-Looking Statements

Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the

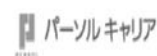
- (i) Projected financial performance of the Company;
- (ii) Completion of, and the use of proceeds from, the sale of the shares being offered hereunder;
- (iii) The expected development of the Company’s business, projects, and joint ventures;
- (iv) Execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth;
- (v) Sources and availability of third-party financing for the Company’s projects;
- (vi) Completion of the Company’s projects that are currently underway, in development or otherwise under consideration;
- (vii) Renewal of the Company’s current customer, supplier and other material agreements; and
- (viii) Future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

HeartCore Enterprises, Inc.

- Leading Enterprise Software Development & Consulting Company, Headquartered in Tokyo
- We provide content management (CMS) and digital transformation solutions to our enterprise customers and have a major market share with well-known Japanese companies.
- Global enterprise customers now 916, up 105% YOY
- **CMS business customer retention rate was 92% in 2022**
- Our Go IPOSM consulting service helps Japanese-based companies go public in the U.S.
- YTD Revenue ended June 30, 2023, up 180% to \$13.8M



HeartCore History



916 clients
in Japan

24 clients
overseas

ESTABLISHED
June 2009



EMPLOYEES
49

US OFFICE
Silicon Valley, CA

JAPAN HEADQUARTERS
Shinagawa-ku, Tokyo

OKINAWA BRANCH
Naha City, Okinawa



JUNE 2009

Content Management
System (CMS)



JANUARY 2018

Robotic Automaton
Process (RPA)



DECEMBER 2019

TaskMining



APRIL 2023

10th Go IPOSM
Client Signed



September 2023

Hired Sabatini Global Sales
and Marketing Team



APRIL 2015

Customer Experience
Management (CXM)



APRIL 2019

ProcessMining



APRIL 2022

Go IPOSM
Consulting Service



February 2023

SIGMAWAYS
Acquisition

What We Do

Content Management System

Our customer experience management platform:

Includes **marketing, sales, service, and content management systems** as well as other tools and integrations that enable companies to attract and engage customers throughout the customer lifecycle.



Digital Transformation

Provides customers with robotics process automation, process mining and task mining:

Accelerating the **digital transformation** of enterprises across their entire business including **marketing, sales, and customer service**.



Content Management System (CMS)

CMS software helps users create, manage, and modify content on websites without the need for specialized technical knowledge.

- Invest funds in marketing and increase the number of business negotiations to three times that of previous years
- 680 legacy customers will be able to upgrade to HeartCore Ver. 12 which will be proactively upsold to the newest platform.
- Company aims to increase its market share from the current 25% to 40% by incorporating all functions related to content management.

Content Management Market

\$6,074.1M
2022 Market Size

36.3%
Market Growth Rate (2023-2027)

North America

Largest Market By Region (2019)

APAC

Fastest-Growing Market By Region (2020-2030)



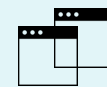
Multilingual Support



Accessibility Check Function



Multi-Device Support



Multiple Site Management

Go IPOSM Consulting Service

“We have just scratched the tip of the iceberg with our Go IPO business line,” Sumitaka Kanno, CEO

Building a Diverse Portfolio of Japan-based Growth Companies

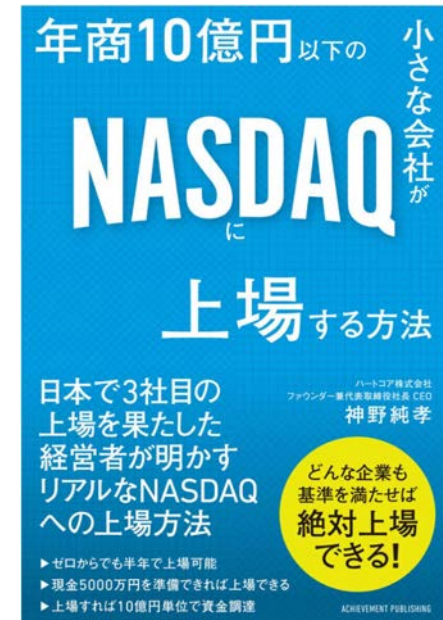
- YTD Revenue of \$5 Million - fees + revenue recognition
- Expect Q-to-Q volatility - change in asset value is recognized as revenue
- Warrants strengthen the balance sheet
- Two deals closed in first-half 2023; Zero deals closed in Q2 2023
- Expect six additional deals in 2023; revenue recognition of nearly \$3.6 million
- Exceptional long-term value creation potential
- Seminar recently held in Japan - over 100 attendees
- Launched [HeartCore Capital Advisors](#) in Q2 2023

Our Go IPOSM Business Model

Sumitaka Kanno, Founder and CEO of HeartCore Enterprises, LLC authored *How to Go IPO*, a popular book in Japan

Target companies must meet the following criteria

1. Sales of more than \$6M for three consecutive years
2. Robust and compelling technology
3. Dominant market position
4. Annual growth rate of over 30%
5. Ability to pay \$2M in IPO costs
6. Robust and attractive technology
7. Major specific market share



Companies in the pipeline expect market capitalization of \$10 million to over \$100 million

HeartCore Acquisition of Sigmaways



Sigmaways generated approximately \$12.5 million revenue (unaudited) for the year ended December 31, 2022



Acquisition expands the operational footprint in the U.S. and adds significant revenue to HeartCore's top line



Provides complementary cross-sell and upsell opportunities for both companies



Reduces HeartCore's production costs, transitioning from outsourcing resources to leveraging Sigmaways' team



Shared corporate philosophy of putting the customers first

Sigmaways Key Clients and Affiliates



KEY CLIENTS

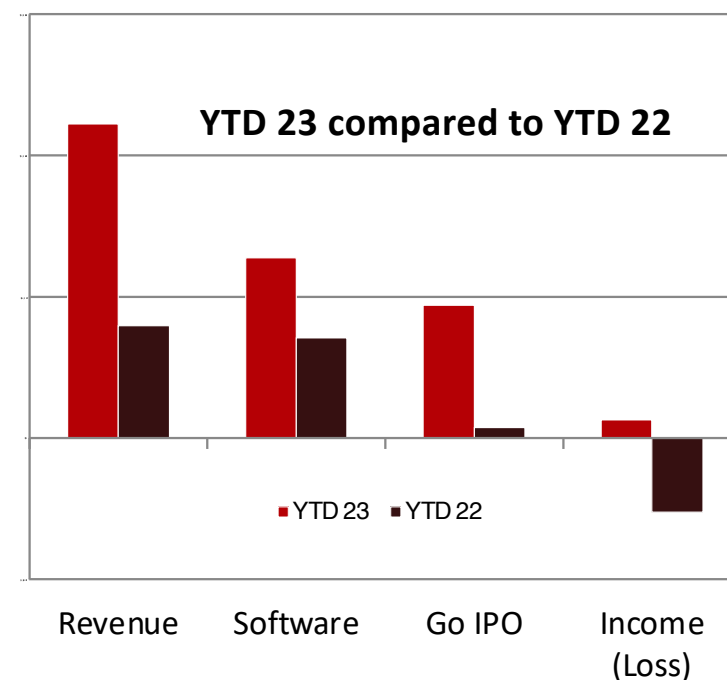


AFFILIATIONS



Second Quarter and Year-to-Date 2023 Comparisons

	<u>Q2 2023</u>	<u>Q2 2022</u>	<u>YTD23</u>	<u>YTD22</u>
Revenue	\$5,095 (90% increase)	\$2,670	\$13,829 (180% increase)	\$4,946
Software	\$4,429 (55% increase)	\$2,276	\$7,926 (80% increase)	\$4,403
GO IPO	\$637 (42% increase)	\$448	\$5,830 (13x)	\$448
Other	\$26	\$25	\$73	\$94
Income(Loss)*	\$1,023	-\$1,703	\$785	-\$3,282
EPS**	-\$0.04	-\$0.09	\$0.05	-\$0.18



*Comprehensive income (loss) attributable to HeartCore Enterprises, Inc.

**Net income (loss) attributable to HeartCore Enterprises, Inc.

Note: amounts are rounded in \$Millions

Outlook 2023

Expect continued growth from enterprise software business

- Growth through new customers
- Growth through new technologies, such as digital transformation
- Growth through recent acquisition of Sigmaways

Building a diversified portfolio of Japan-based growth companies through GO IPOSM

- Closed 2 deals in Q1
- Expect to close 8 deals in second half 2023

2023 is expected to be the strongest year in HeartCore's history

Long-term Outlook

Transformational Period

Growing enterprise software company building a portfolio of Japan-based growth companies that strengthens HeartCore's balance sheet.

Enterprise Software

- Established strong market position in Japan
- Growth through new customers
- Growth through acquisitions
- Growth expected in US and India

Go IPOSM Consulting

- Building a portfolio of Japan-based growth companies
- Long-term asset with faster-than-market growth potential
- Benefits the balance sheet
- Potential source of cash

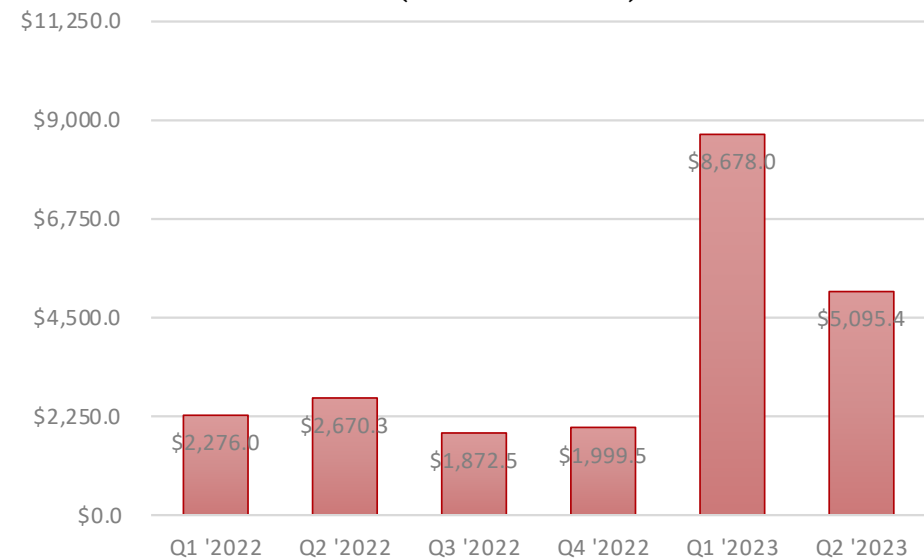
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APPENDIX

Overview of Key Financials

Cash (as of Jun 30, 2023)	\$4.2M
Market Cap (as of Oct 31, 2023)	\$13.8M
Shares Outstanding (as of Oct 31, 2023)	20.8M
Warrants (as of Dec 31, 2022)	1.5M
Insider Holdings (as of Oct 31, 2023)	75.1%
Free Floating Shares (as of Oct 31, 2023)	5.28M

Revenue (in thousands)



About Management Team



Chairman of Board, Chief Executive Officer, President and Director

After graduating from the Kansai Gaidai University in Japan, Kanno joined the Japan Air Force and became a pilot. He then founded his own company, popularized snowboarding in Japan, and created a huge boom in the sport. He later worked at BroadVision in Japan, a global software vendor and former NASDAQ company. With over 20 years of experience in information technology and website engineering, he developed the solutions that enterprises rely on everyday throughout their organizations.



INVESTOR RELATIONS

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