



AiBUY Holco, Inc.
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September 3, 2024

Re: Itransition Reference Letter

To Whom it May Concern:

Aibuy is an American industry leader in shoppable video and media that owns an interactive scalable video-based ecommerce platform using overlay technologies, neural networks, and machine learning. Since 2017, our team has leveraged industry expertise and state-of-the-art technology to elevate advertising to the next level. The Aibuy platform, featuring 88 active ecommerce video patents in 35 countries, allows businesses to display overlay content to sell products during video playback.

Our platform has been in development for several years, with multiple teams contributing at different stages. Eventually, we reached a point where we needed a strategic technology partner to effectively manage all teams while also being capable of offering optimal engineering solutions.

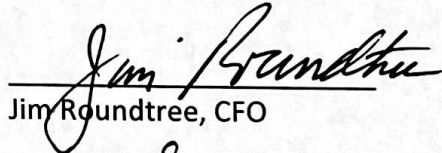
To address these issues, we were looking for an advisor. Having already collaborated with Itransition, we were impressed by the maturity level of development processes and their proven success in delivering projects for technology startups. Consequently, we engaged Itransition to help us forge ahead with our platform.

Itransition's team analyzed our situation, identifying key interconnections and potential bottlenecks. They established a clear communication framework and organized regular synchronization events for our teams. Itransition helped us prioritize and implement changes in manageable phases, ensuring steady progress. They automated the software development lifecycle and set up DevOps practices, significantly cutting feature delivery costs.

Itransition moved the architecture from a monolith to a microservice-based backend. It enabled faster development, more efficient scaling, and greater solution reliability. Itransition also integrated AI-powered product recognition. The system uses neural networks to scan the video stream, automatically analyze it, and match products from the database to products that appear

in the video. This feature automated adding targeted ads in the video and allowed for real-time moderation and retraining to adapt to changing business needs. Overall, the enhanced quality of our product brought by ltransition resulted in increased client satisfaction.

In conclusion, we are very grateful to ltransition for their contributions. We highly recommend their services to software product vendors in need of AI-related innovation and process consultancy. They offer a unique blend of expertise and experience, delivering innovative software solutions while speeding up time to market & optimizing ROI cycles.


Jim Roundtree, CFO

Date September 3, 2024