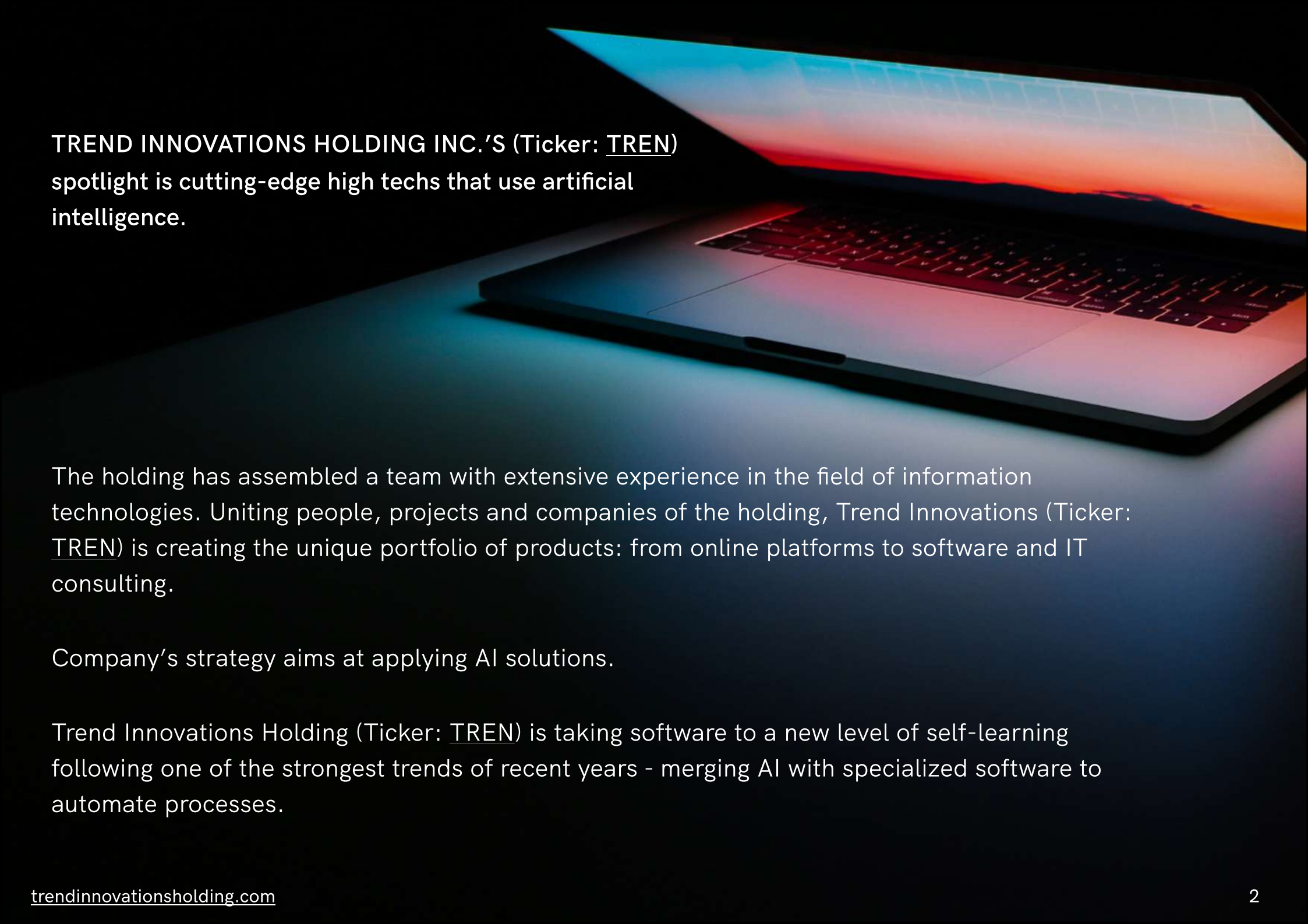
TREND INNOVATIONS HOLDING

Trading on OTC and getting ready for the uplisting

An IT Company that is ready to make a breakthrough in AI and change the way you think about the industry is ALREADY on the open market.

Ticker: TREN

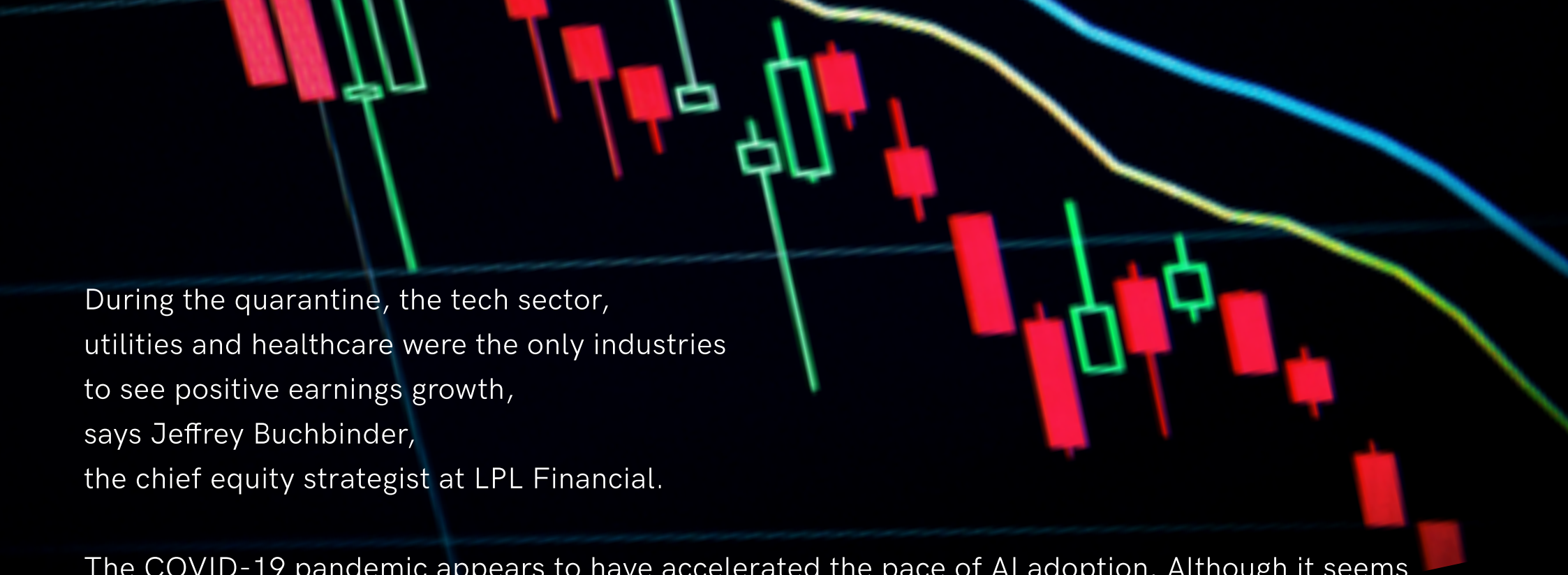


TREND INNOVATIONS HOLDING INC.'S (Ticker: TREN) spotlight is cutting-edge high techs that use artificial intelligence.

The holding has assembled a team with extensive experience in the field of information technologies. Uniting people, projects and companies of the holding, Trend Innovations (Ticker: TREN) is creating the unique portfolio of products: from online platforms to software and IT consulting.

Company's strategy aims at applying AI solutions.

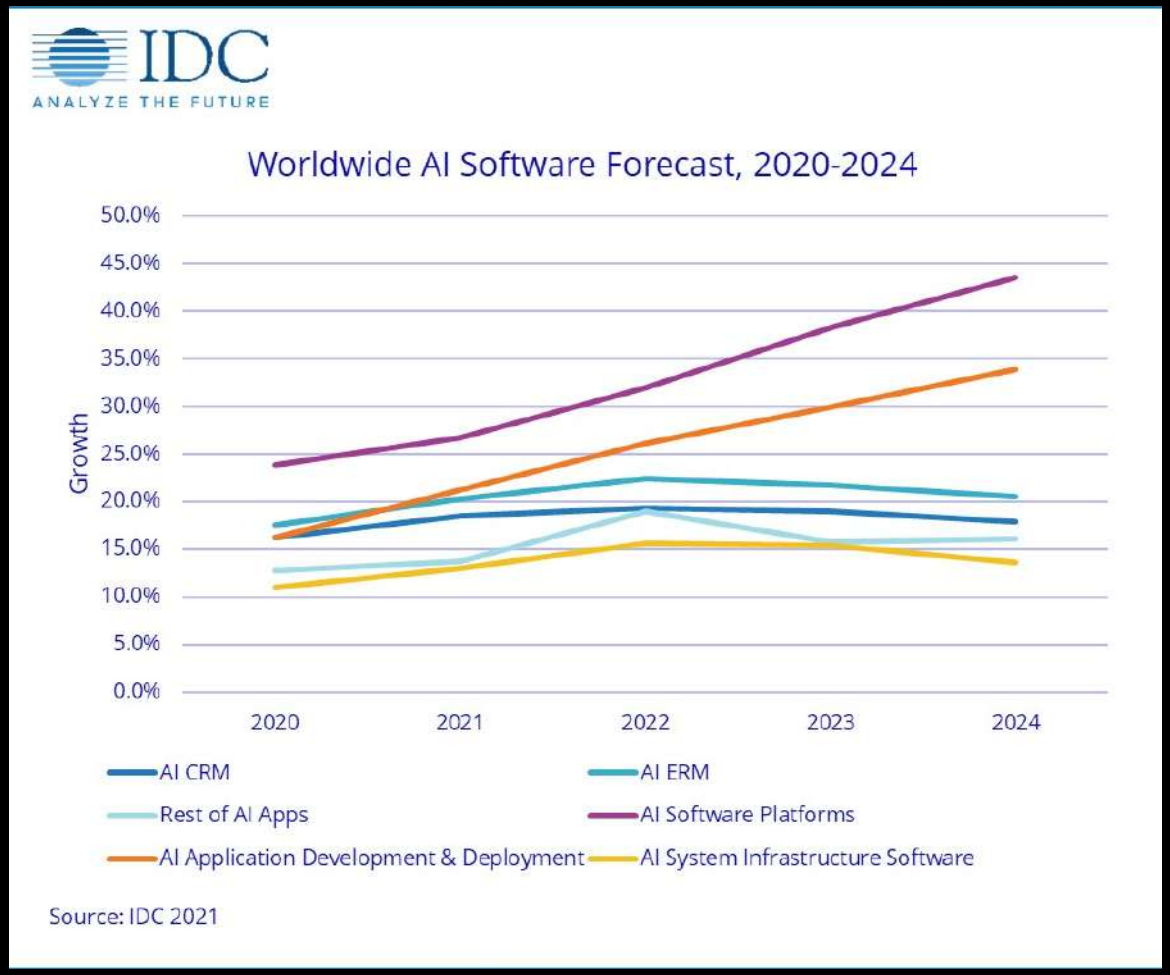
Trend Innovations Holding (Ticker: TREN) is taking software to a new level of self-learning following one of the strongest trends of recent years - merging AI with specialized software to automate processes.



During the quarantine, the tech sector,
utilities and healthcare were the only industries
to see positive earnings growth,
says Jeffrey Buchbinder,
the chief equity strategist at LPL Financial.

The COVID-19 pandemic appears to have accelerated the pace of AI adoption. Although it seems cutting edge, AI is no longer a novel experiment but instead lies at the "digital core" of a present-day successful business. Forbes reports that 83% of businesses say AI is a strategic priority for them today, and marketing and sales prioritize AI and machine learning higher than any other department in enterprises today (40%).

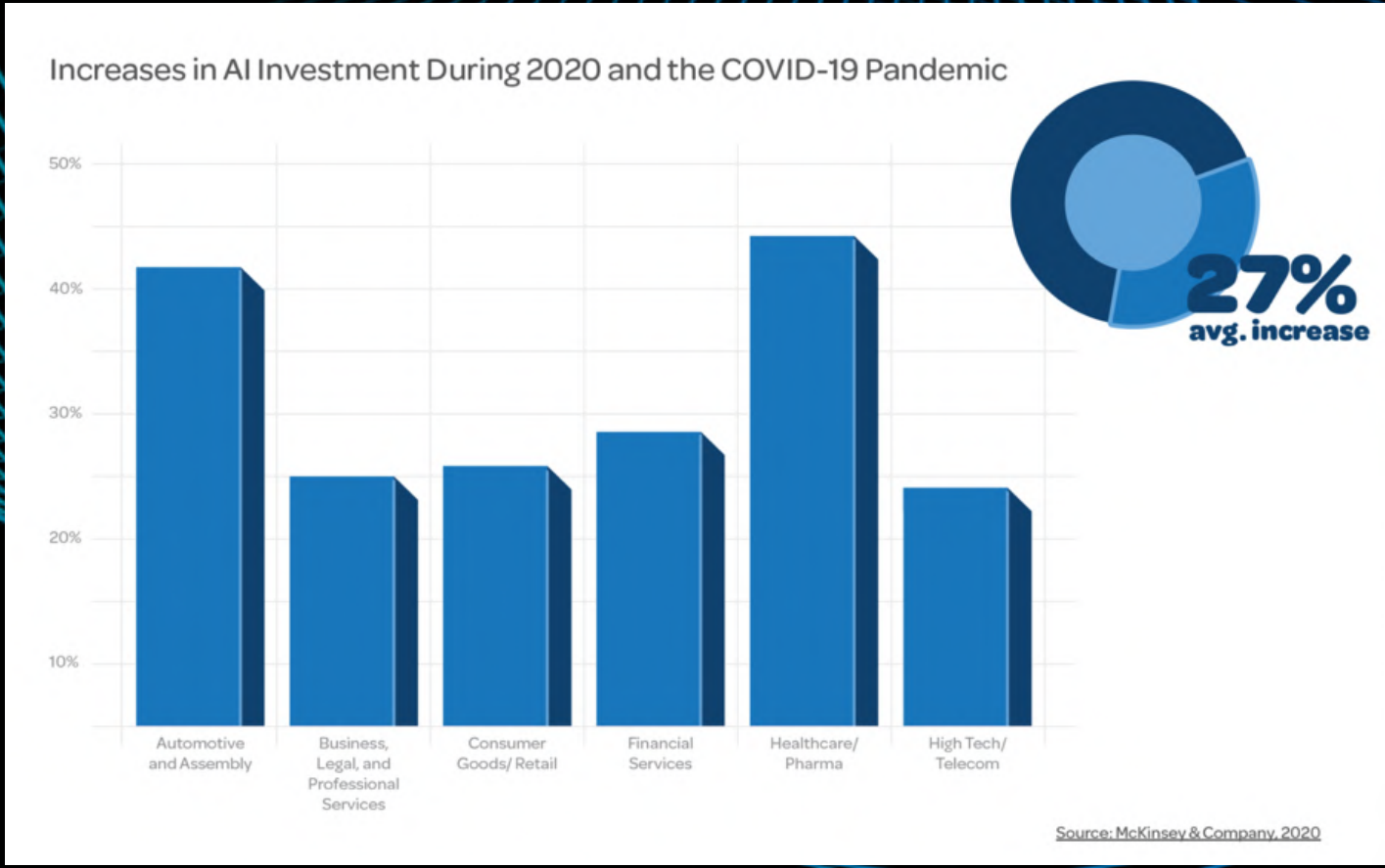
The 2010s were generally characterized by the rapid rise of Big Tech that brought Wall Street's first trillion-dollar empires. In 2020, all five of the most valuable companies listed on US exchanges were technology stocks. As 2020 progresses - despite all its hardships - Silicon Valley has become more dominant. As of July 7, the S&P 500 is down about 2% YTD, and the top 10 US tech stocks to buy in 2020 are up more than 11% as a portfolio.



With artificial intelligence as a driving force in business, today's top AI companies are leaders in this advanced technology.

Worldwide revenues for the artificial intelligence (AI) market, including software, hardware, and services, are forecast to grow 16.4% year over year in 2021 to $327.5 billion, according to the latest release of the International Data Corporation (IDC) Worldwide Semiannual Artificial Intelligence Tracker. By 2024, the market is expected to break the $500 billion mark with a five-year compound annual growth rate (CAGR) of 17.5% and total revenues reaching an impressive $554.3 billion.

Today's leading tech companies are expanding their technological reach through other technology categories and operations and expecting a decisive breakthrough in artificial intelligence. AI companies attract massive investment from venture capitalist firms and giant firms like Microsoft and Google that see the potential for further growth in corporate and personal use. Academic AI research is growing quickly in quantity and complexity, as are AI job openings across a multitude of industries.



This success and the exciting potential for new growth are documented in the AI Index, produced by Stanford University's Human-Centered AI Institute.

Even during the COVID-19 pandemic, where most industries reduced their total expenses to stay afloat, 27% companies actually reported increasing their AI investments in 2020, according to McKinsey&Company's 2020 report.

Artificial intelligence is a game-changing technology. However, it has quickened its progress dramatically for the past few years. Artificial intelligence has come into the mainstream because it allows users to make sense of an increasingly large amount of data in real-time.

Trend Innovations Holding Inc. (Ticker: TREN) is closely watching modern tendencies in the IT market and provides regular updates to its product.

The Company is developing several companies based on AI technologies.

Trend Innovations Holding Inc. business projects show its market strength. While working on them, the Company relies on its vast experience and solutions in accordance with modern IT trends.

Trend Innovations Holding Inc. (Ticker: TREN) started in 2017 as FreeCook, a trading platform designed to connect food lovers with home cooks willing to sell on the Internet. The project appeared to serve as a beacon for the Company's future directions.

Later on, in 2019, the Company expanded by acquiring ThyNews Tech, LLC. The merger resulting in releasing Thy News App dated April 2019.

Thy News application is one of the Trend's first-rate projects. It is an AI-made news feed displaying only the sources you personally choose.

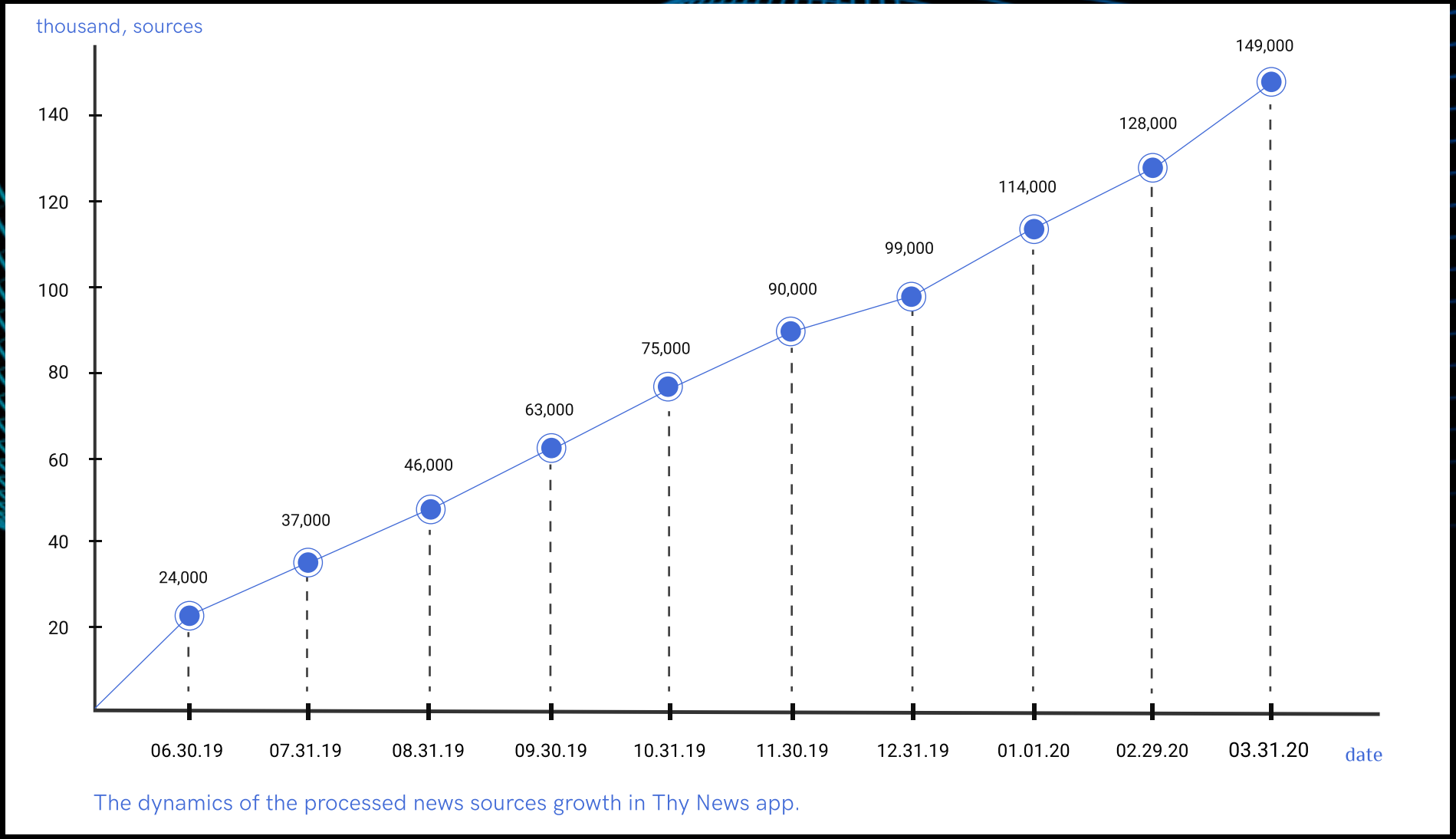
Scan with on your phone

Scan with your phone to download the App

2017
FreeCook

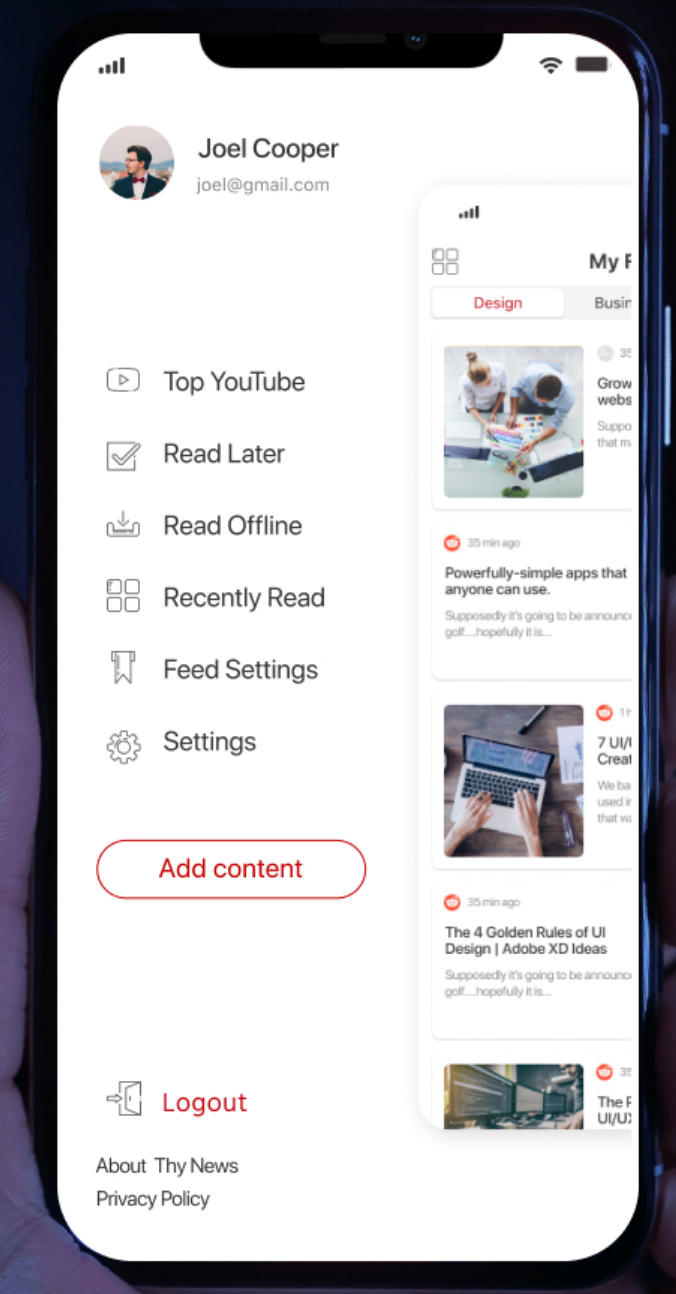
2019
Thy News

At the first release, the database contained 24,000 processed news sources, and by December 31, 2019 this number increased by more than 75,000 sources. Currently Thy News users had a wide choice of 149,000 processed sources updating in real time to fill their feeds. The source database is constantly updating too.



The dynamics of the processed news sources growth in Thy News app.

Thy News is designed for those who value and save their time. Keep up-to-date and get the latest news with us.



To start reading news, you need to select sources you want to see in the feed. Apart from regular features like a search bar, the Company has prepared news compilations. People might be interested in politics, science, technologies, sports, games, or all of the above. Selected sources can be either placed in a single news feed or different ones. Thy News also lets you search by a keyword. When entering it, you get a selection of articles with the keyword.

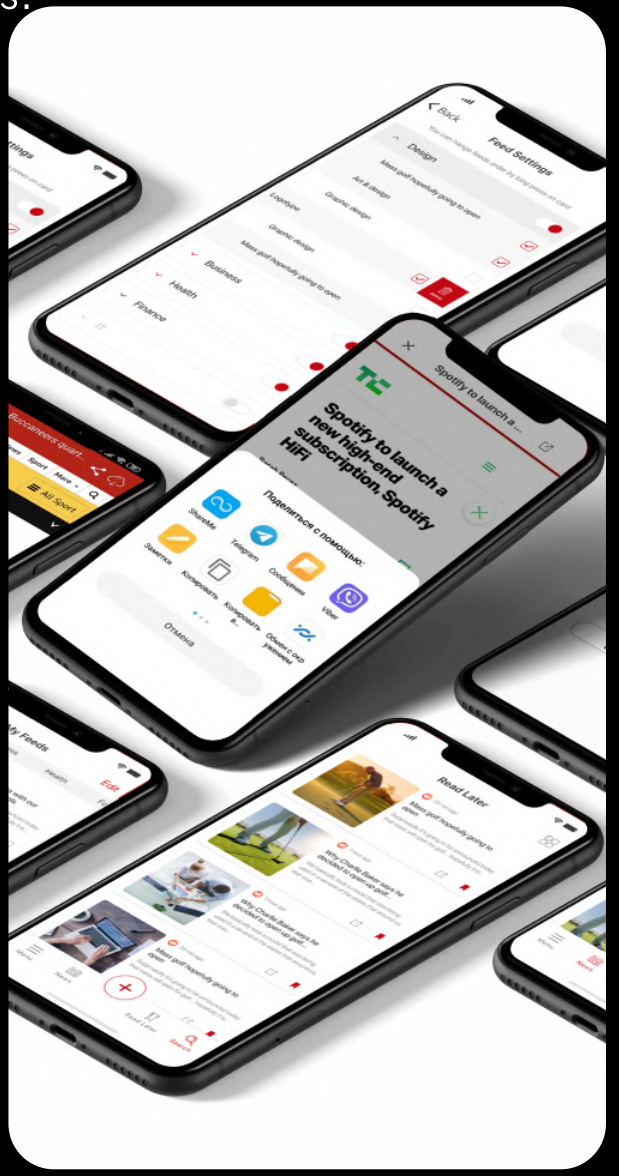
App's functionality allows users to share articles in social networks and instant messengers. Any article can be saved to view offline or added for deferred reading.

Trend Innovations Holding Inc. is developing a self-supporting AI application.

The Company forecasts that artificial intelligence will be managing the news feed on its own rather soon. It will learn by studying sources and topics of interests to users. By introducing the AI, Trend Innovations Holding Inc. is making Thy News more accessible and user-friendly.

Thy News is free to download. There will be additional monetizing features. They are intended to be designed for improving services like ads and subscriptions. You will be able to place your own advertising banners in the application. However, what's more important, there is planned a special 'subscription' that will disable all advertising or otherwise expand the functionality of Thy News.

The Japanese developer of the news application SmartNews based on artificial intelligence has become a "unicorn" startup, that is, a company with a capitalization of over $1 billion. The algorithm creates an individual news feed, offering articles from different sources. Nearly 400 US media outlets collaborate with the app. SmartNews redirects readers to the publication's website to read the original material. This attracted the attention of many major media outlets and investors.



It is worth noting that such functionality is presented in Thy News App as well. Thy News allows users to follow news around the world through a variety of sources. Every time, thanks to real-time updates, users receive the latest news from the sources of their interest. The Company is constantly working on improving the application interface and settings. Trend Innovations Holding Inc. is doing its utmost to present new apps for you as soon as possible.

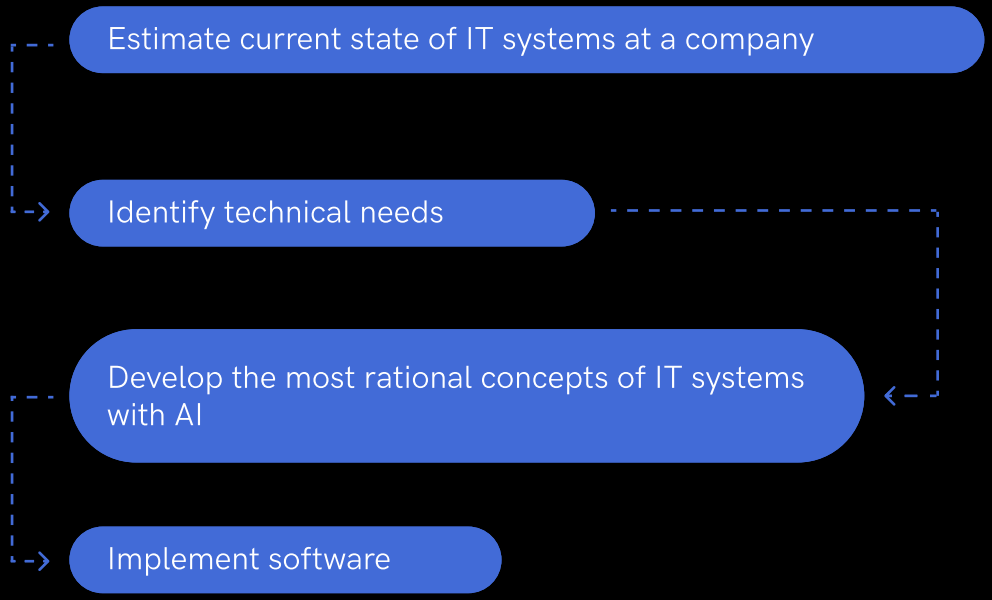
Thy News development team believes localization is necessary to ensure a good interaction experience for the app in international markets. Users' geography and languages were analyzed; thus, the most demanded languages were selected for implementation, namely: English (the base language of the application), German, French, Spanish.

By default, Thy News will be in English but users will be able to change the settings and independently select the application interface language from the list. Localization can significantly increase the value of Thy News for its users, thereby increasing the rate of acquisition of new users and retention of existing ones.

There is also a development plan to provide integration with RSS feeds in the nearest future. This feature can make the application more attractive to people working in narrow industries or interested in a very specific topic.

The Thy News team implemented the development of functionality that interacts with YouTube in 2022. This feature allows the user to view a selection of TOP YouTube videos based on their location. This improvement added uniqueness to the app’s functionality and made it stand out from the news aggregators.

Aside from just making an app, Trend Innovations Holding Inc. (Ticker: TREN) is tirelessly working on perfecting it and implementing artificial intelligence.
The next step of the holding development took place in spring 2020 with Trend Innovations Holding Inc. purchasing **Lemalike Innovations** - an AI company providing services in IT consulting. Their services, among others, included optimizing and developing companies' information systems with regard to internal business.To choose the right strategy, Trend Innovations Holding Inc. has developed an algorithm:



Lemalike Innovations offers comprehensive solutions of introducing AI to various companies. After applying the whole complex of AI solutions, Lemalike Innovations makes your business more visual, manageable, and predictable, which ultimately leads to increased profitability and improves financial performance.

LEMALIKE INNOVATIONS PROVIDES IT CONSULTING SERVICES INCLUDING:

- Project Management and Software Administration

Assisting clients with managing their projects, the company is conducting monthly backups of databases and relevant software. Saved copies are stored at a backup server which is also maintained by Lemalike.

- Financial and Asset Management for IT

Lemalike Innovations advises its clients on managing their resources in the most cost-effective way and thus helps choose optimal solutions to implement in the businesses. In addition, the company assists its clients in managing and cooperating IT assets.

- Service Management for IT

Following the growth and development of clients' businesses, Lemalike Innovations helps to improve the capabilities of IT systems. The company implements automation of IT processes for reducing costs and improving the performance of the whole IT infrastructure.

- Event Management for IT

Lemalike Innovations provides general IT support for offsite events organized by its clients. The company's representatives will be responsible for ensuring smooth work of clients' IT systems. Clients of Lemalike Innovations are usually businesses interested in optimizing the use of their resources and thus increasing efficiency. The company can assist virtually any kind of business as from printing agencies and consultants to logistics and pharmaceutics.

Trend Innovations Holding Inc. (Ticker: TREN) is always capable of creating innovative solutions that will help in developing and promoting your project. The Company is closely watching modern tendencies in the IT market and provides regular updates to its product.

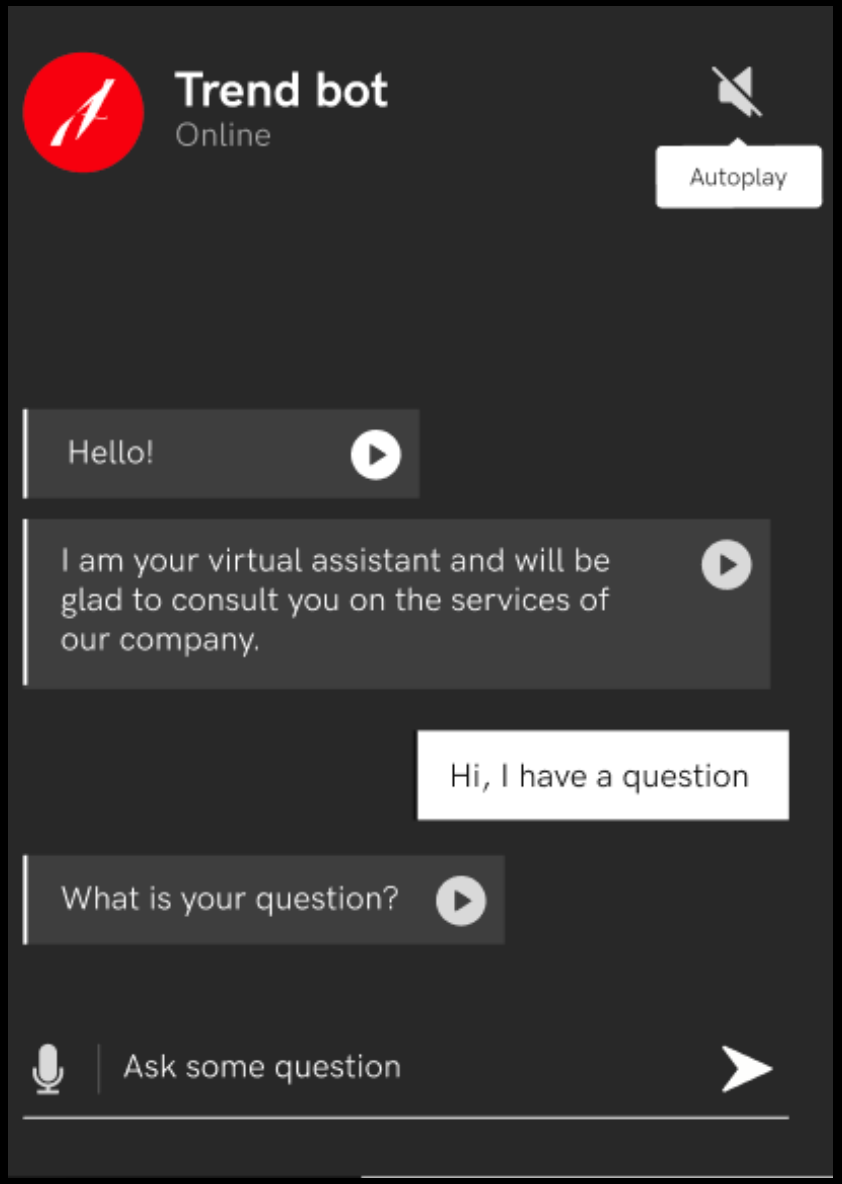
Based on an assessment of incoming customer inquiries, Lemalike Innovations determined that the events of 2020 motivated companies to use teleworking and communication tools, cloud services, remote services and contactless solutions. The planning horizon has changed: short-term strategies have become more popular, allowing to solve problems clearly and quickly. Scaling up the IT infrastructure was once again a priority.

It is also worth noting that a chatbot consultant with artificial intelligence works on the company's website. The Company believes this is the next step in business development by supporting intuitive customer communication powered by Google's advanced artificial intelligence. The Dialogflow ES product was chosen in order to implement this development. The product understands and processes conversations with the end-user. Therefore, AI has made it faster to get information and interact with clients.

At the first stage, it was decided to implement clients consulting that operates on the basis of machine learning algorithms and helps the clients to get the required information. For this aim, the team has worked out the possible options for dialogues by training the neural network to respond as correctly as possible to the received requests.

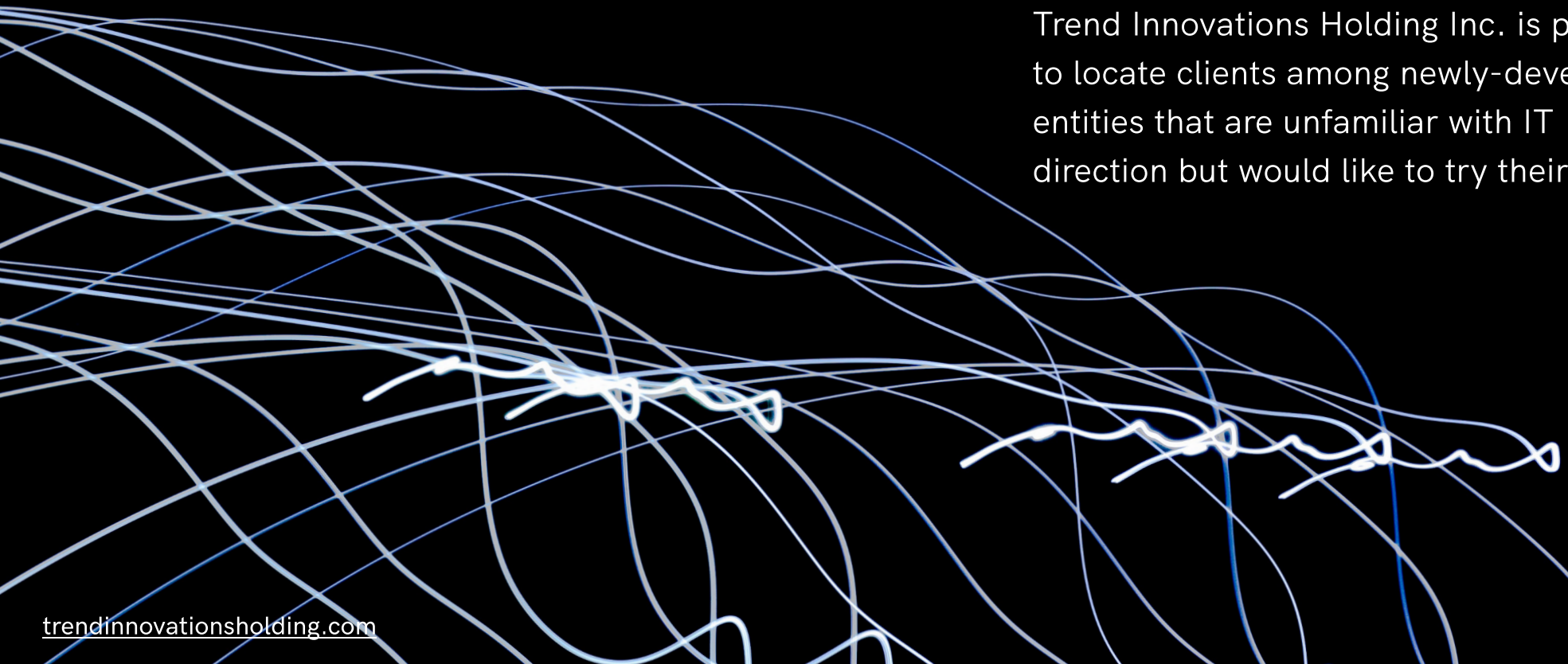
Currently the chatbot can advise clients on the services and projects of the Company. The more customers interact with the chatbot, the smarter the neural network will become. Trend Innovations Holdings Inc. plans not only to improve the base of dialogues but to develop a chatbot with a personalized corporate design of the Company and add voice support to its functionality. Communication with customers can be set up without involving managers and at the same time leave the feeling of communicating with a real person.

Having launched the chatbot, Trend Innovations Holdings Inc. wants not only to consult its customers, but also show them the opportunities of using AI in their businesses. Lemalike Innovations' customers are typically businesses that are interested in optimizing the use of their resources and therefore increasing the efficiency. The company is able to help almost any business, from printing agencies and consultants to logistics and pharmaceuticals.



Moving to a new level of customer focus is in the development plans of Lemalike Innovations till 2023. To achieve this result, the board considers to refine the chatbot's artificial intelligence to the level of an independent consultant. With faster real-time processing of data, AI will be able to process more information and thus create the foundation for consulting clients at the level of a live consultant. This improvement will help the business not miss out on new customers.

The team closely monitors analysts' forecasts about technologies demands for the next year. According to these forecasts, the greatest hopes are pinned on big data analytics, artificial intelligence and cloud solutions. Based on this and the experience of interacting with its current customers, Lemalike Innovations has decided to improve the quality of services in these areas.



Trend Innovations Holding Inc. is planning to locate clients among newly-developed entities that are unfamiliar with IT direction but would like to try their hand.

Starting its way in 2017, the Company took the plunge in 2019. It was a crucial year as it determined future growth of Trend Innovations Holding Inc. (Ticker: TREN) The Company entered into a promising area of innovative technologies based on artificial intelligence. The future
belongs to AI technologies.

In 2023, the Company keeps following this direction. So now is the best moment to purchase TREN shares.

The whole team believes Trend Innovations Holding Inc. will grow into an even larger one. The Company is a relatively young, but promising, spirited and fast-growing. Being at the beginning of its path Trend Innovations Holding Inc. demonstrates constant improvements by all the indicators. All these factors give an obvious realizing of great prospects for the Company.

For a more complete understanding of Trend Innovations Holding Inc. (Ticker: TREN) and its business, and risks of owning its shares, you can review all the public filings available both on SEC and OTC Markets websites.

FORWARD-LOOKING DISCLAIMER

This material may contain certain forward-looking statements and information, as defined within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the Safe Harbor created by those sections. This material contains statements about expected future events and/or financial results that are forward-looking in nature and subject to risks and uncertainties. Such forward-looking statements by definition involve risks, uncertainties, and other factors, which may cause the actual results, performance or achievements of Trend Innovations Holding, Inc. to be materially different from the statements made herein.