

# MIRRIAD

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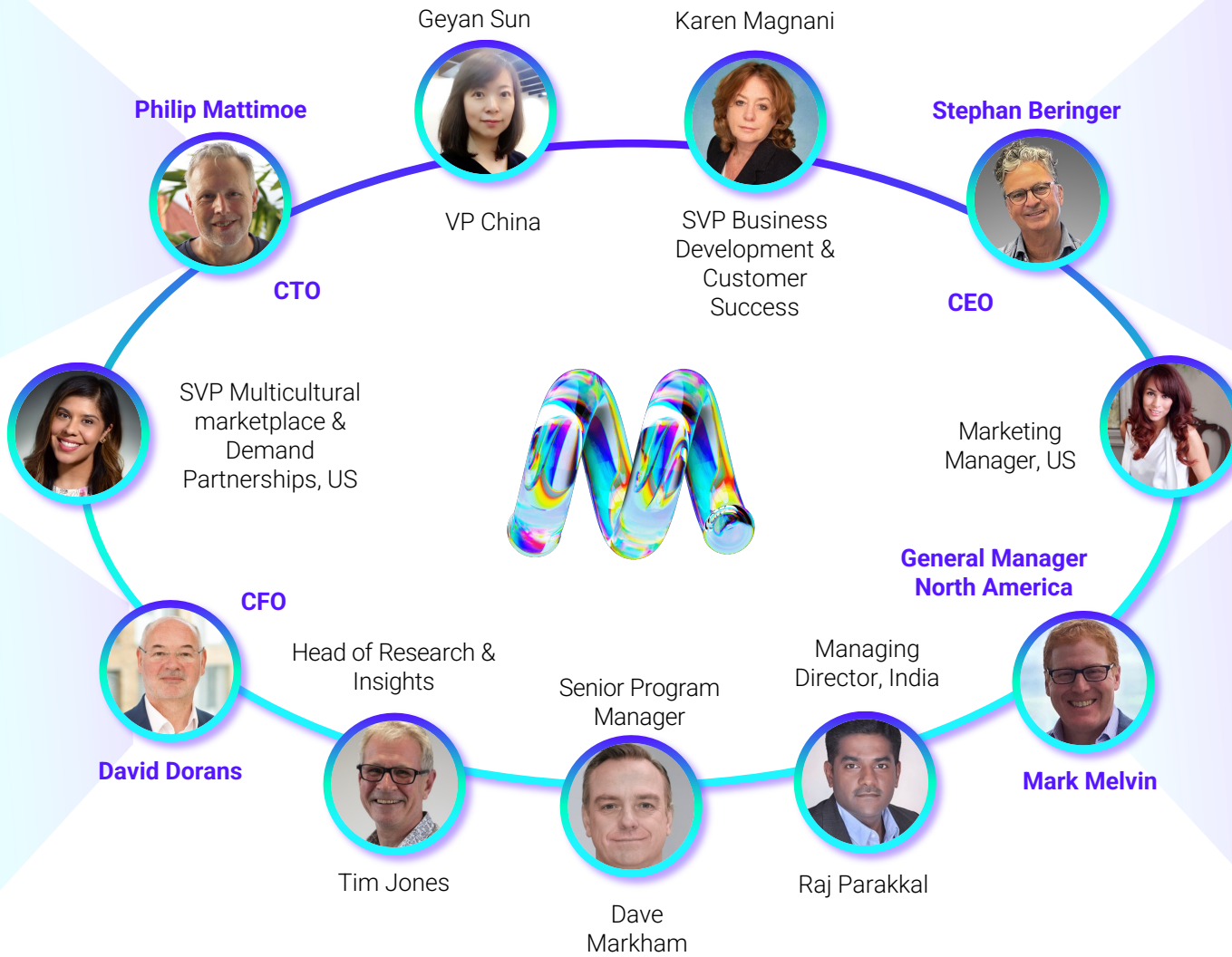
## MANAGEMENT PRESENTATION

February 2023

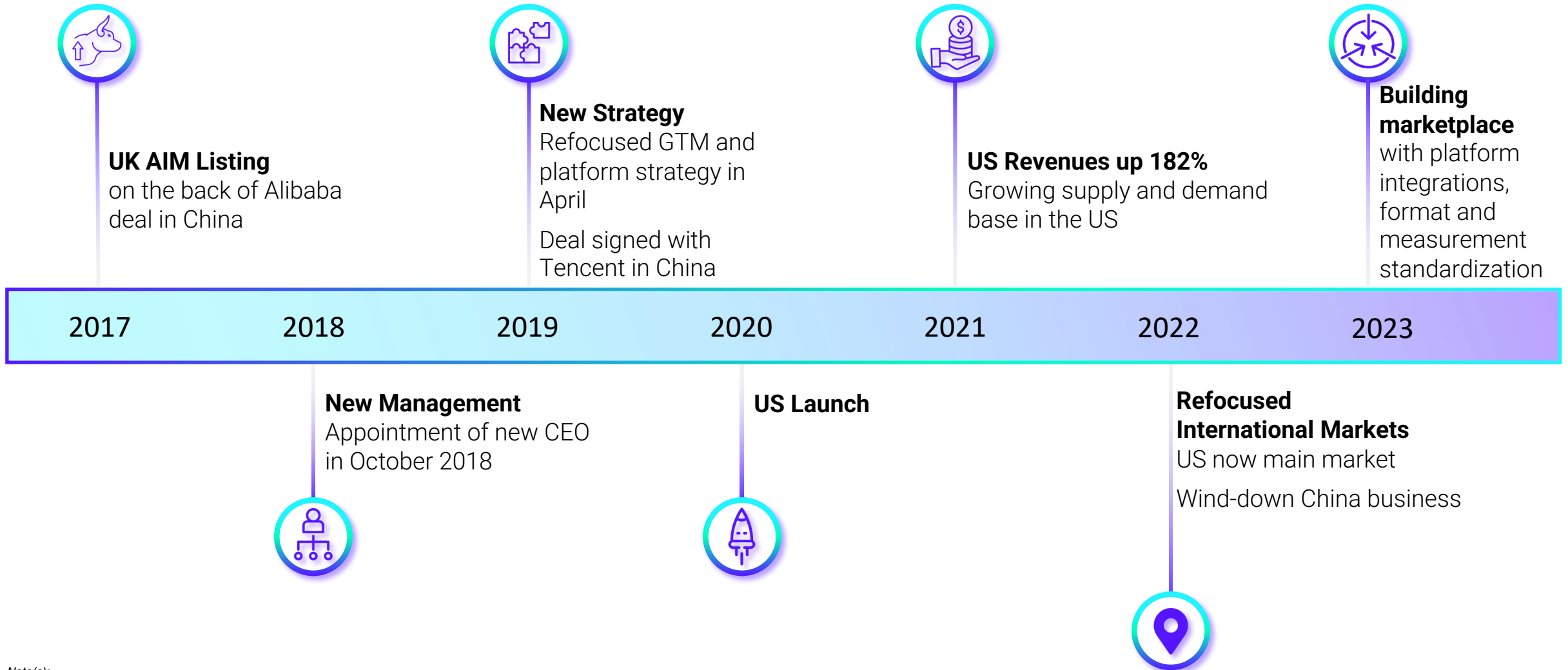


# MIRRIAD

Here with you today



Source(s): Company Information



Note(s):  
Source(s): Company Information



**2013**

Winner: Tech in Black Swan Award from the SCI-TECH Academy



**2019**

Winner: Les Trophées de l'Innovation Publicitaire Award

**2019**

Winner: Effective Digital Marketing Award

**2019**

Winner: Data et Créativité Award



**2022**

Winner: Adexchanger Award

**2013**

**2018**

**2019**

**2020**

**2022**

**2018**

Winner: Next Gen Advertising Award

**2018**

Winner: Digiday Digital Technology Award



**2020**

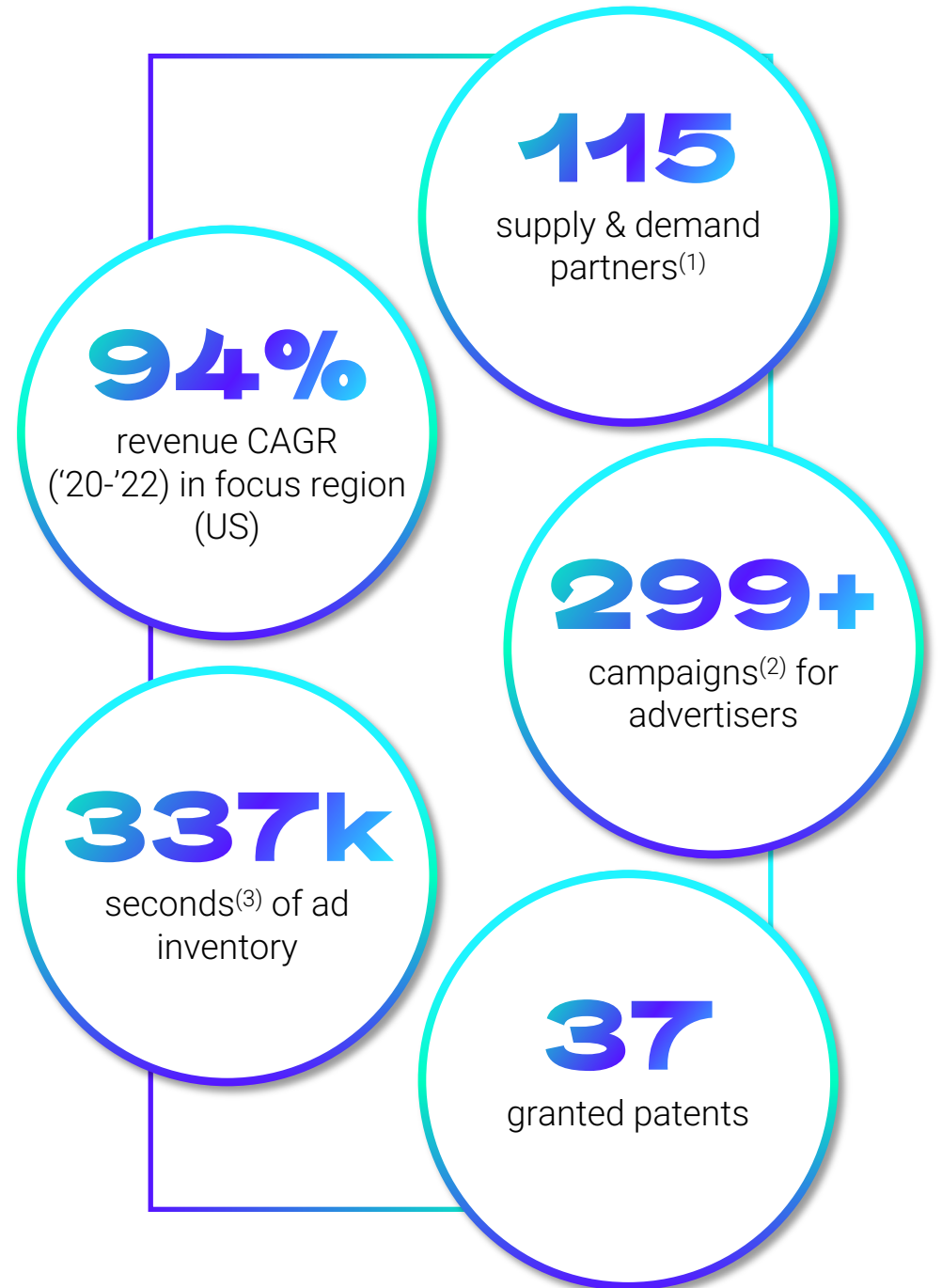
Winner: Digiday Best Native Advertising Platform Award





**THE LEADING VIRTUAL IN-CONTENT  
PRODUCT AND AD PLACEMENT COMPANY  
FOR THE GLOBAL MEDIA INDUSTRY**

*Note(s): (1) In the course of the year 2022; (2) Over the last five years; (3) In first six months 2022  
Source(s): Company information*



# Mirriad Opportunity

Market Opportunity

Platform & Technology

Path to Scale

Investor Summary



# MIRRIAD OPPORTUNITY

Mirriad addresses fundamental challenges in the traditional advertising space



## Advertisers/Agencies (Demand Partners)

- Need to **engage audiences** in relevant ways
- **Reach** is increasingly **difficult to achieve**
- **Targeting** the right customers in a **cookie-less world** requires new solutions



## Content Partners (Supply Partners)

- **Rising cost** for content
- **Limits to increasing revenue** with legacy ad formats and subscription models
- Good **viewing experience** is key to audience retention



## Viewers

- The average viewer sees 5,000+ ads every day, accelerating **ad fatigue and avoidance**
- **Low attention** paid to ads during commercial breaks
- Expect **relevant, innovative, non-disruptive ad experiences**



As the traditional advertising model is at an impasse, new solutions are in high demand

Source(s): Company information

# SOLUTION

Mirriad is unlocking a share-shift opportunity by exploiting content as the source for inventory



As audiences increasingly shift towards **ad-free/ad-light** environments and are paying less attention to TV & Video ads in general, **Mirriad is unlocking new opportunities** for brands to secure growth by getting in front of their audience – **at scale** – directly within the content they love, on the platforms they're watching



Note(s): Subscription Video On Demand; (2) Advertising-Based Video on Demand; (3) Connected TV  
Source(s): Company information

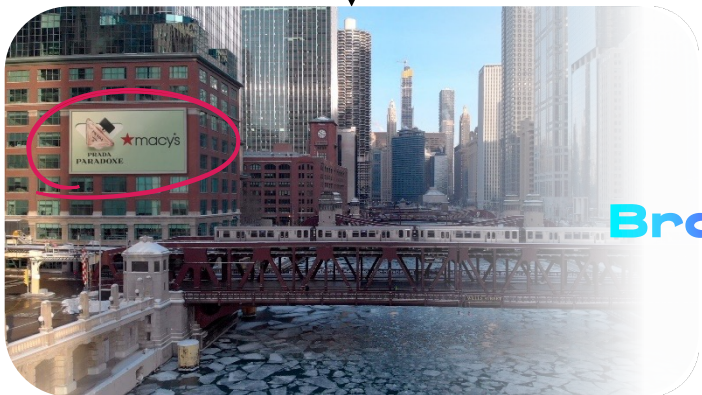
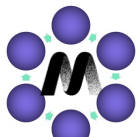


# SOLUTION

A variety of formats can be created in contextually relevant moments



Unbranded



Branded



Product



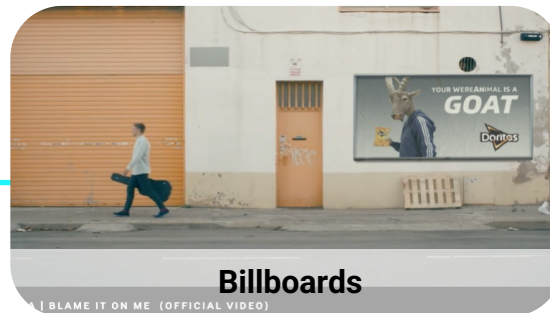
Screens



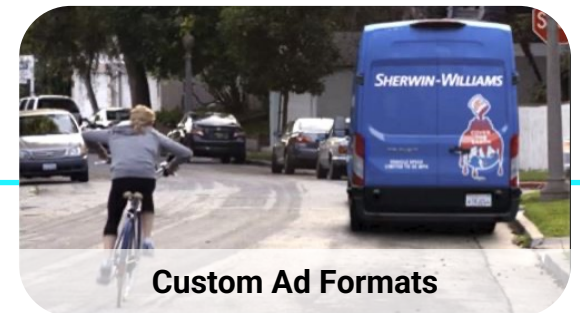
Posters



Print



Billboards



Custom Ad Formats

Source(s): Company information

# SOLUTION

Mirriad delivers measurable benefits to all stakeholders



  
**Advertisers/Agencies**  
(Demand Partners)

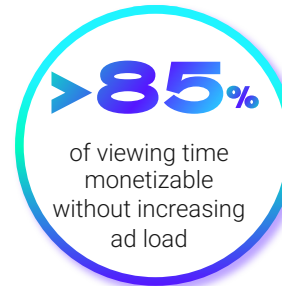
**A more effective and impactful way to reach audiences**



  
**Better results for advertisers**

  
**Content Partners**  
(Supply Partners)

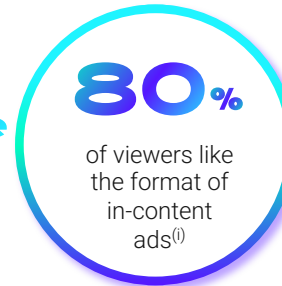
**New monetizable in-content inventory**



  
**Net new revenue for content owners**

  
**Viewers**

**A better, non-interruptive content experience**



  
**Great experience for viewers**



**The triangulation between advertisers, content owners and viewers is at the core of Mirriad's in-content solution**

Source(s): (1) Kantar

# SOLUTION

Mirriad's in-content format can reach more viewers more effectively

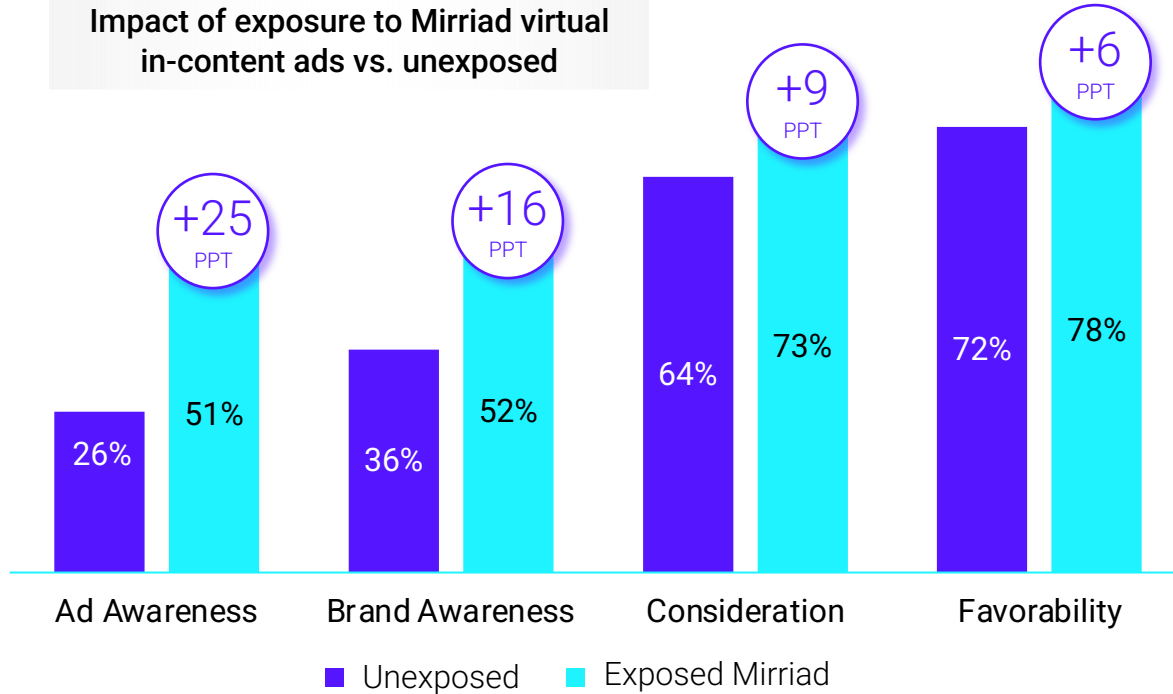


Mirriad solutions **increase ad awareness, brand awareness, consideration and favorability...**

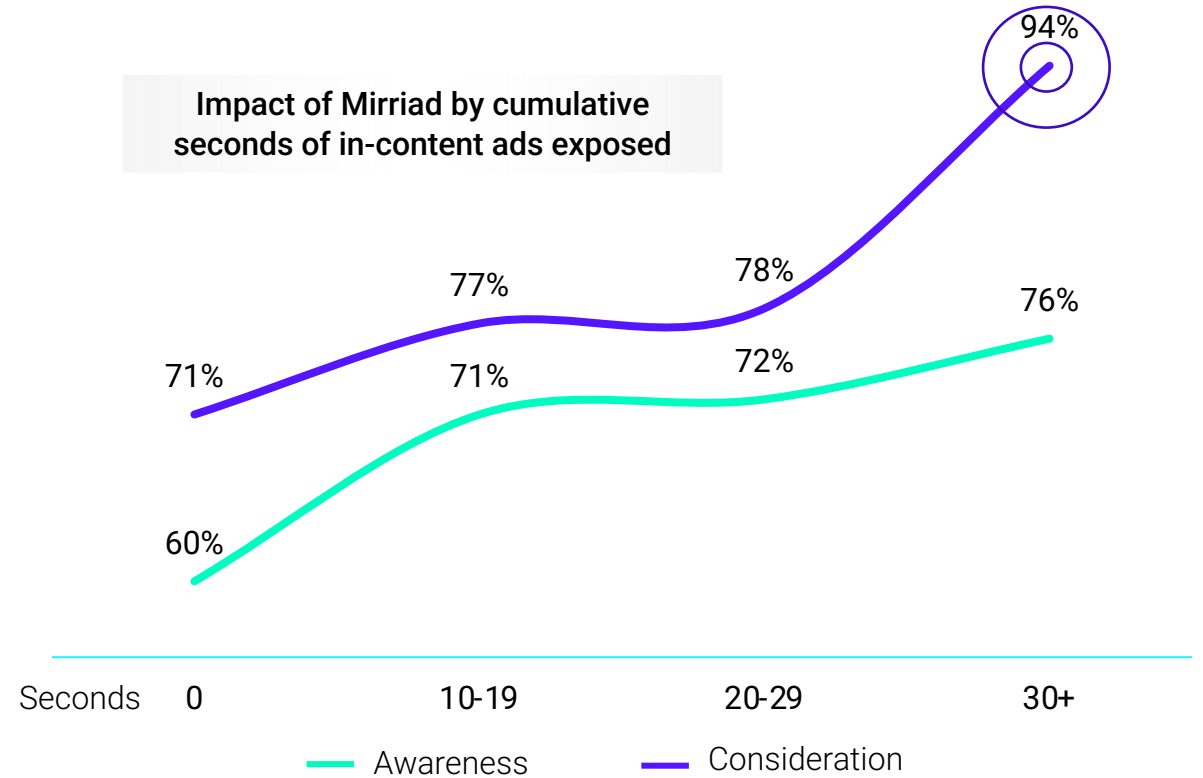


...and **results increase** when audiences are exposed to **more frequent and longer cumulative seconds of in-content ads**

Impact of exposure to Mirriad virtual in-content ads vs. unexposed



Impact of Mirriad by cumulative seconds of in-content ads exposed



Source(s): Kantar – Average across 15 studies

*“These findings distinctly establish the strength of in-content advertising and its direct stimulation of brand equity. The format of engagement with brands in the content itself seems to have a unique power that has not been seen elsewhere”* **KANTAR**

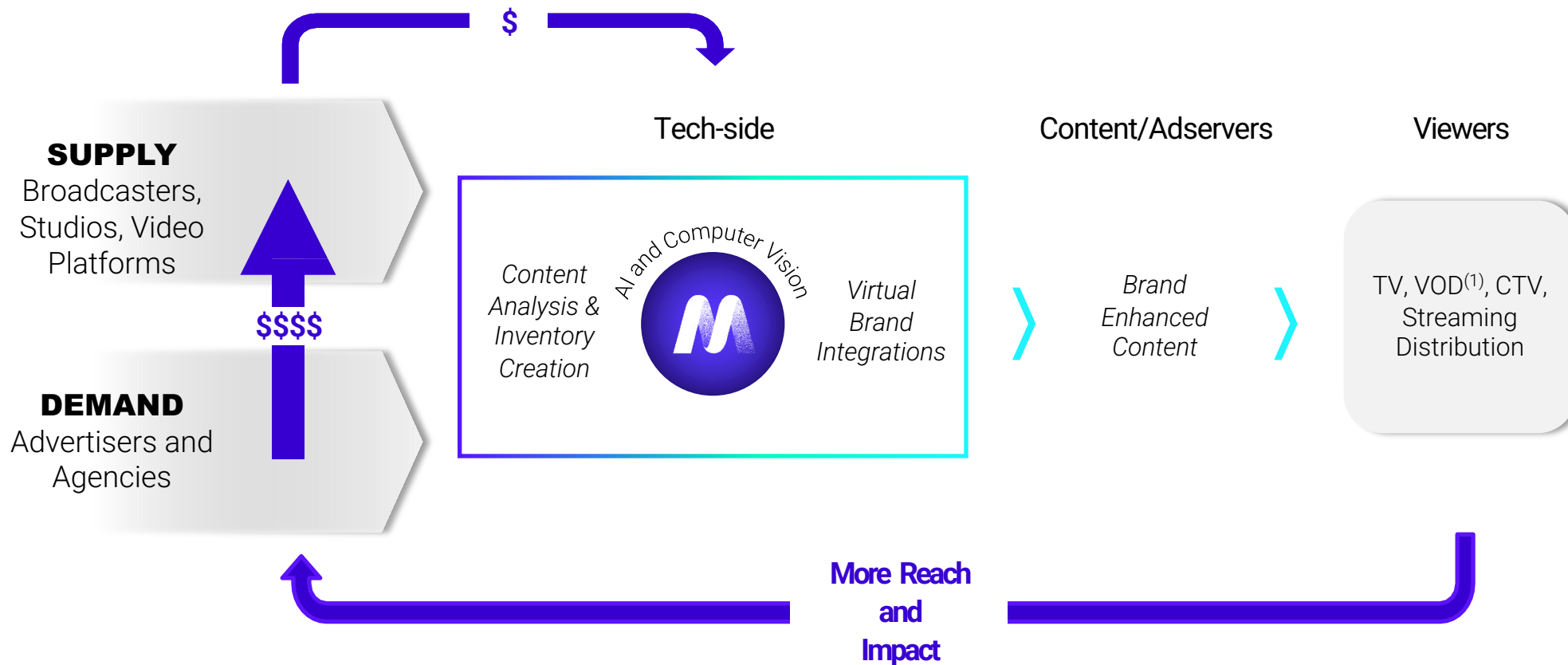
# SOLUTION

A new revenue stream based on net-new inventory and an enhanced value equation



## MONETISING THE NEW IN-CONTENT FORMAT

Mirriad is a supply-side platform that provides a new revenue stream to the content and media industry with a format that has the ability to drive better results for advertisers



### Revenue-share Model



#### Typically:

20-30% share of the revenue generated by the supply partner



#### Alternatively:

Fixed fee per ad unit

Note(s): (1) Video On Demand  
Source(s): Company Information

# SOLUTION

Mirriad is building the market by stimulating demand and supply



## MIRRIAD IS WORKING WITH 61 CONTENT PARTNERS<sup>(1)</sup>

### TARGETING THE ENTIRE CONTENT INDUSTRY



## MIRRIAD IS WORKING WITH LEADING BRANDS, INCLUDING 5 OF THE TOP 10 SPENDERS AND ALL AGENCY GROUPS<sup>(1)</sup>

### TARGETING ALL BRAND CATEGORIES AND AGENCIES



Note(s): (1) As of September 2022, shown is a selection of customers  
Source(s): Company Information

# CASE STUDY: NISSAN + MIRRIAD + HALLMARK + UNDISCLOSED PARTNER

CATEGORY: AUTO



## CAMPAIGN OBJECTIVE:

Bring new customers into the brand by building an emotional relationship with them.

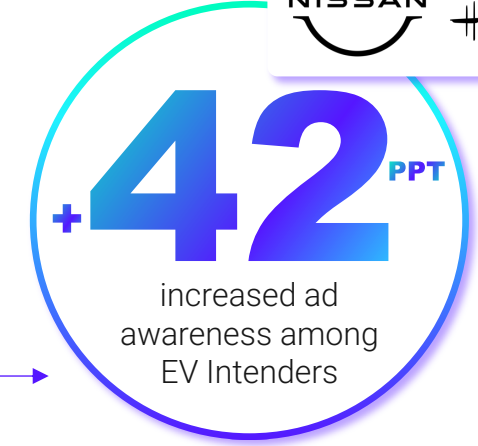
## CAMPAIGN RESULTS:



## CAMPAIGN OBJECTIVE:

Carve out a unique space to become a household name in the EV category.

## CAMPAIGN RESULTS:



## CREATIVE FORMATS



**3D Model | Hallmark – Sweet Pecan Summer**



**Digital Signage | Hallmark – All Things Valentine**

# CASE STUDY: LEXUS + MIRRIAD + KANY GARCIA MUSIC VIDEO

CATEGORY: AUTO

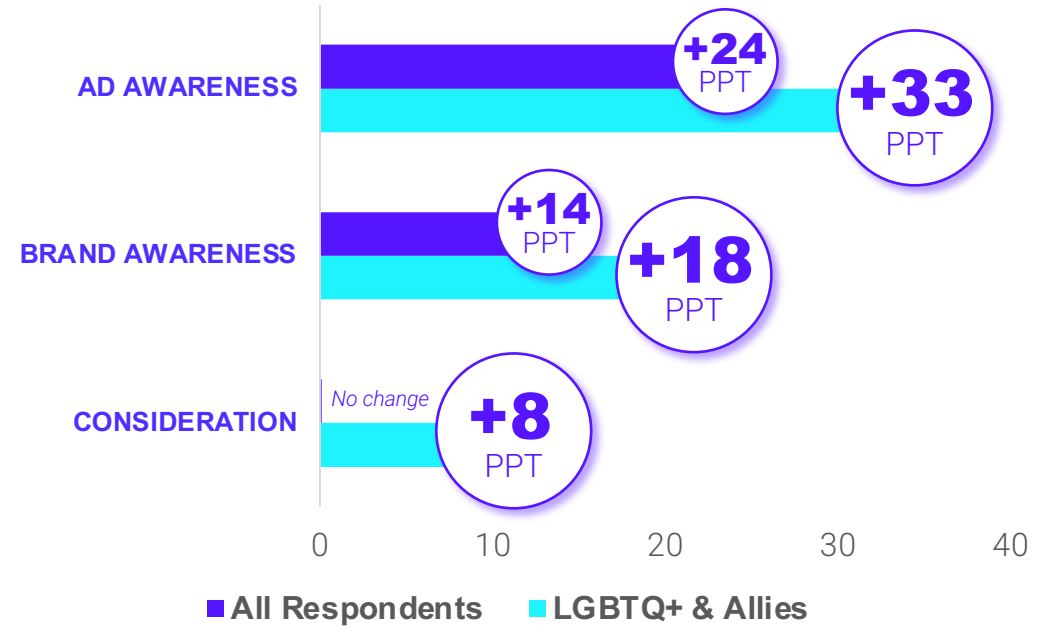


## 10M

Nearly 10 million YouTube views of *Aquíta e Coco* since premiering Jan 2022

[Click to Watch](#)

### RESULTS:



**OBJECTIVE:** Elevate awareness, recall and purchase intent for Lexus NX among LGBTQ+ consumers.

**SOLUTION:** Mirriad injected Lexus into the cultural conversation by virtually integrating signage into a newly-released video by Kany Garcia

Source(s): Kantar Q1 2022 / All respondents / LGBTQ+ Allies: Those who strongly agree people of diverse sexual orientations were featured in a positive way in the ad

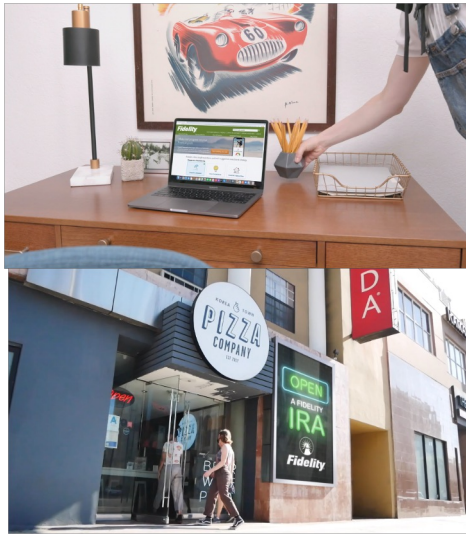
# CASE STUDY: FIDELITY X MIRRIAD X TASTEMADE

CATEGORY: FINANCE

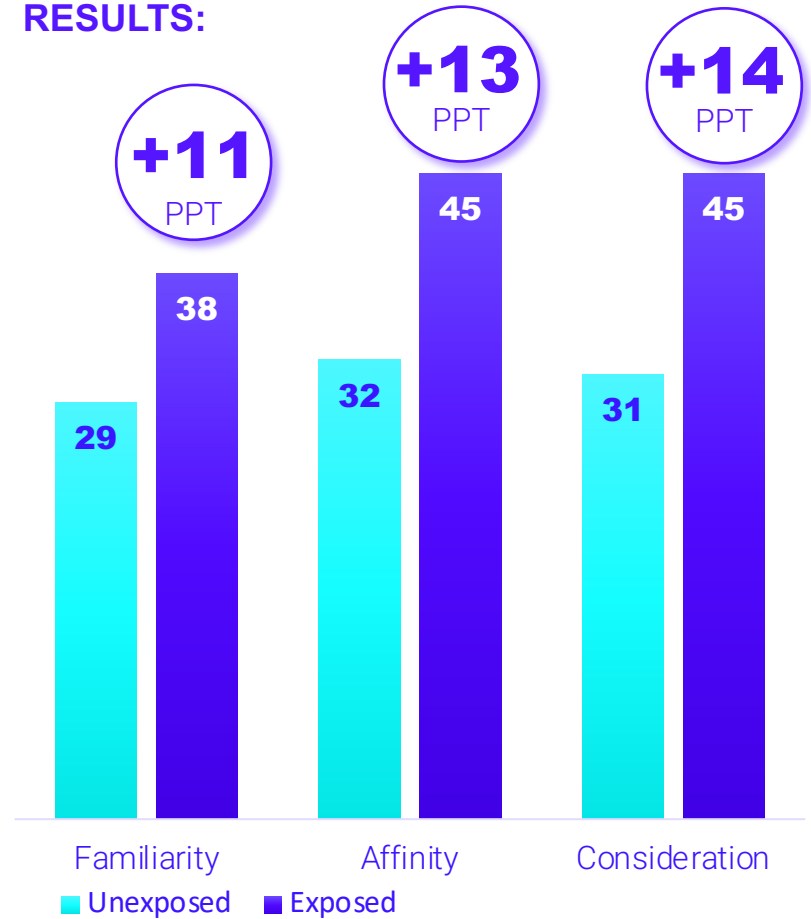


**OBJECTIVE:** Amplify awareness and consideration for Fidelity Investments among Millennials.

**SOLUTION:** Mirriad tapped into premier partner Tastemade and virtually integrated Fidelity branding throughout their Travel and Home content, inspiring viewers to follow their dreams with Fidelity.



## RESULTS:



Source: Pop Research/Tastemade



# SOLUTION

What our customers say about us



*“Mirriad offers a solution where we can connect with our consumers in the content that they're actually engaged in.”*

Kate Brady, Global Head of Innovation

*“An avenue for us to engage with consumers in an authentic and innovative way that drives optimal results.”*

Mia Phillips, Senior Manager of Advertising & Media

*“We're looking at a powerful new tool in the marketer's arsenal, brands should now get ahead of the curve.”*

Sparsh Pandya, Client Director



Mirriad Opportunity

# **Market Opportunity**

Platform & Technology

Path to Scale

Investor Summary

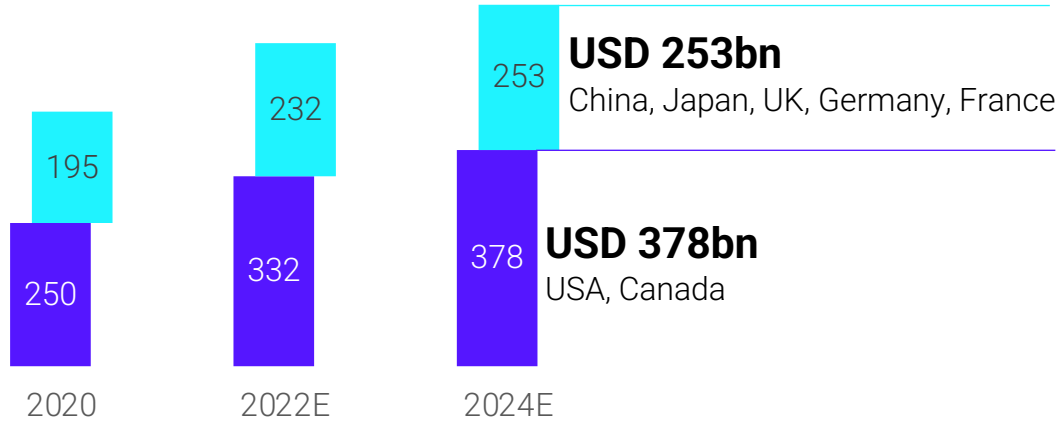


# MARKET OPPORTUNITY

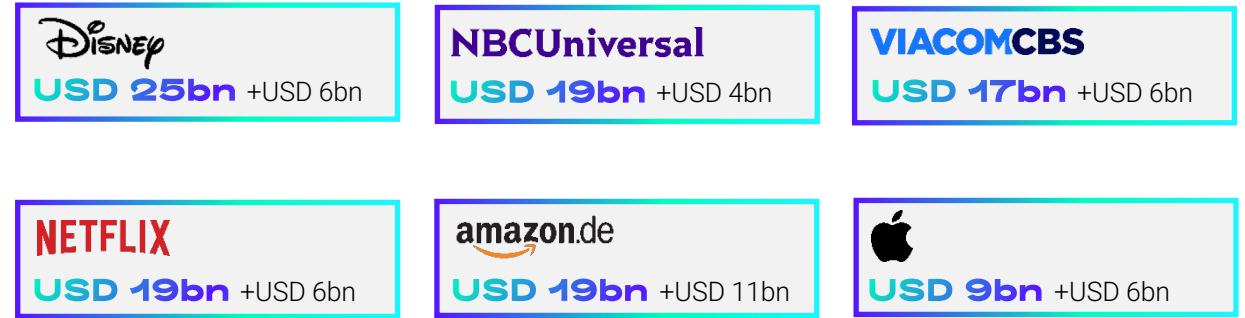
Mirriad is targeting the key North American advertising market



## Total advertising spend in USDbn



## Overall content spend by company (2025E vs 2020)



The majority of leading AdTech platforms are US based; programmatic starts here

The global streaming market is led out of the US

New ad solutions across SVOD<sup>(1)</sup>, AVOD<sup>(2)</sup>, FAST<sup>(3)</sup> and CTV are likely to be adopted fastest in the US

Note(s): (1) Subscription Video on Demand; (2) Advertising Video on Demand; (3) Free Ad Supported TV  
Source(s): Zenith advertising forecasts Dec 2021; Activate Consulting


# MARKET OPPORTUNITY

In-content advertising opens a USD 3.5bn market opportunity in the US





## Traditional advertising market:

 **Up to 15%**  
of TV and Video viewing time are occupied by ad breaks<sup>(ii)</sup>

 **70%**  
globally find traditional ad formats annoying<sup>(iii)</sup>

## Drivers for increase in share:

 **>85%**  
of TV and Video viewing time are a new open field for brands to engage with audiences<sup>(ii)</sup>

 **8+**  
new ad opportunities per content hour can be added by Mirriad<sup>(ii)</sup>

## Current Mirriad status:

A major US advertiser is spending approx. **0.3%** of its measured **media budgets** with Mirriad



**By capturing a small fraction of the US TV & Video spend, Mirriad can already generate substantial revenues**

Source(s): (i) Zenith advertising forecasts Dec 2021; (ii) Company information; (iii) Kantar

Mirriad Opportunity

Market Opportunity

# **Platform & Technology**

Path to Scale

Investor Summary





## Leading virtual product placement and in-content advertising platform

**37**

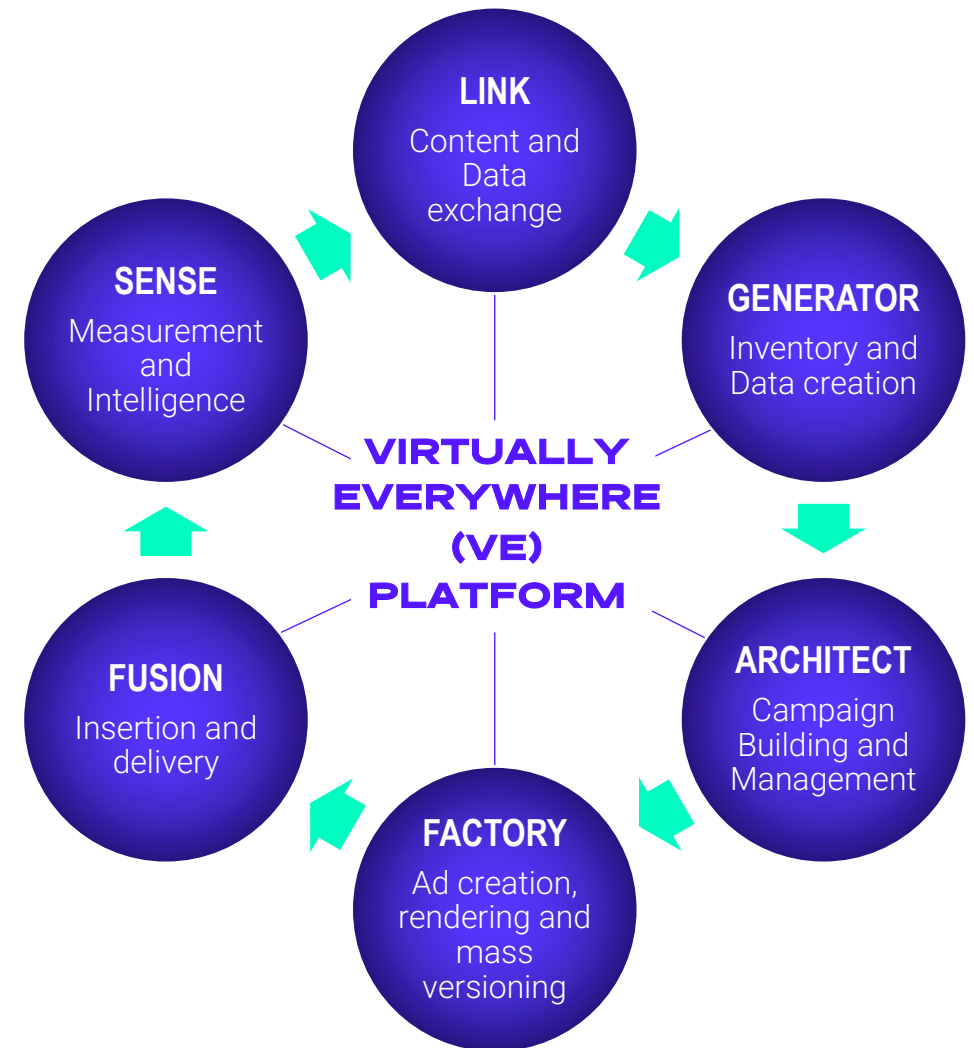
PROTECTED BY  
PATENTS

**2,000+**

INSERTIONS IN A  
SINGLE CAMPAIGN\*

Source(s): Company information

\* highest number of insertions carried out in a single campaign in 2021



# PLATFORM & TECHNOLOGY

**Generator** - Identifying monetizable moments at scale to create sellable Mirriad inventory



**In-Content Opportunities** identified with CV technology, augmented with scene-level and 3<sup>rd</sup> party data and reported through Mirriad BI dashboards



Source(s): Company Information

# PLATFORM & TECHNOLOGY

**Architect** – Campaign modelling, matching inventory, schedules and budget



**Planning tool** across content portfolio,  
single source of truth for content, audience,  
schedule and pricing



Source(s): Company Information

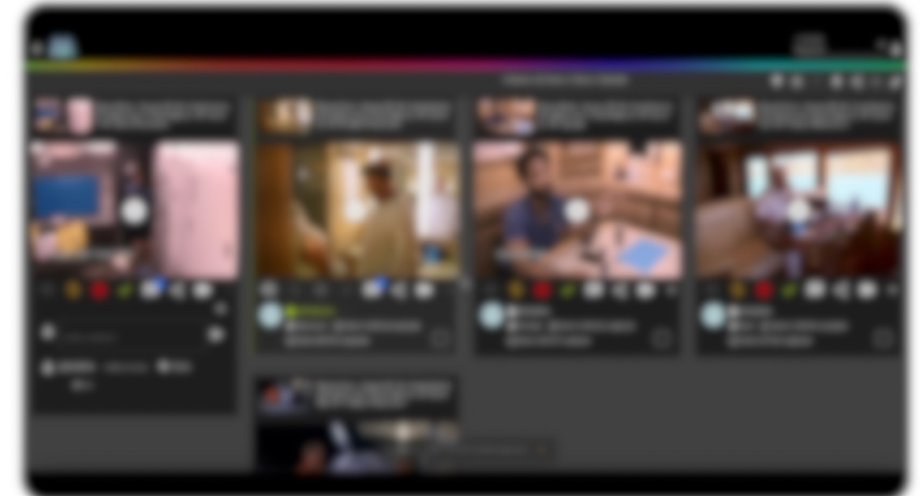
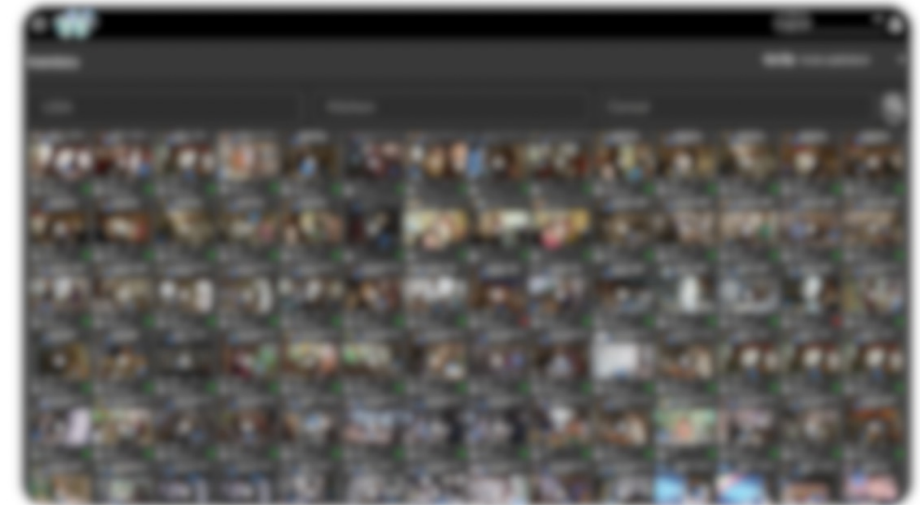


# PLATFORM & TECHNOLOGY

**Architect** - Easily scale contextually relevant brand campaigns



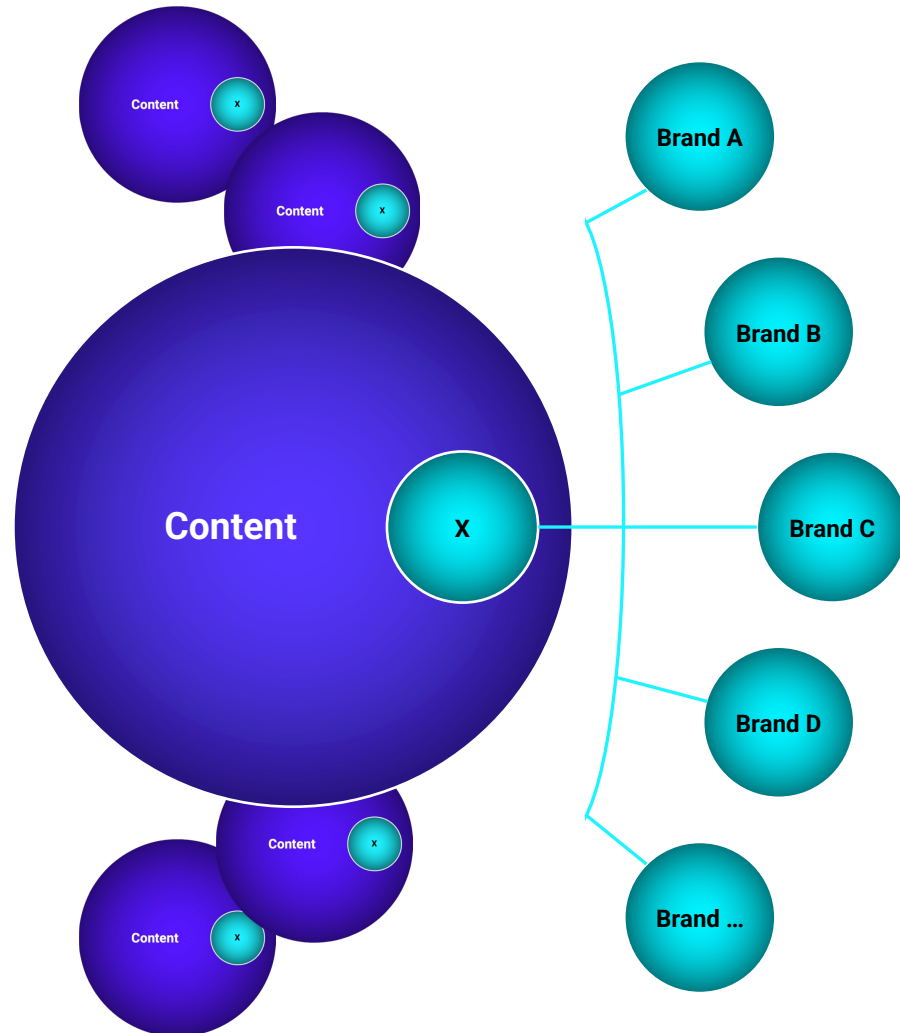
Platform for **identification** of relevant scenes, **inventory review** and **campaign management**



Source(s): Company Information

# PLATFORM & TECHNOLOGY

Factory - Mass Versioning of in-content opportunities delivers scale



Brand **assets merged** into content, **on demand at scale**



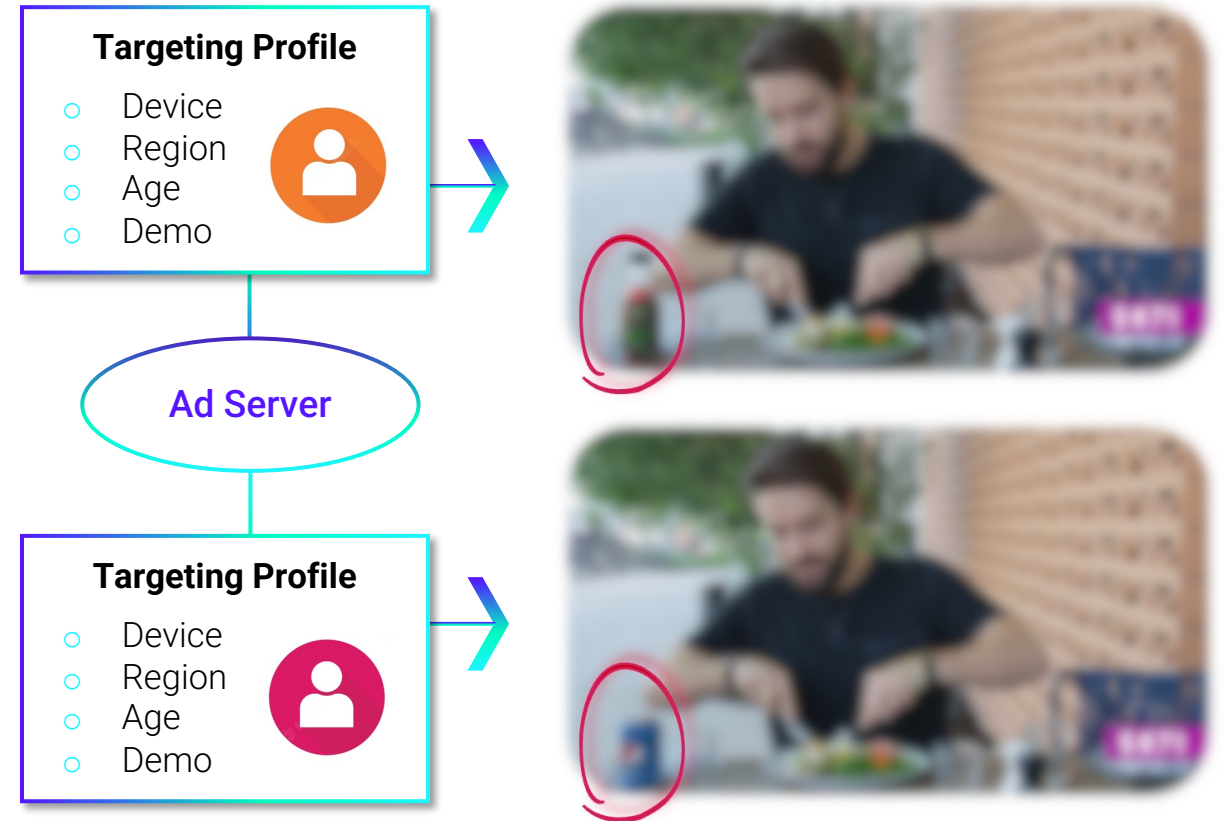
Source(s): Company Information

# PLATFORM & TECHNOLOGY

**Fusion** – In-content ads, dynamically served



**Interoperability** with industry leading platforms in the programmatic ecosystem provides addressable delivery and unified planning, buying and analytics



**Active integration path with multiple independent ad tech platforms and owned stacks of major CTV, VOD & streaming players**



**BI platform** for live inventory and revenue planning

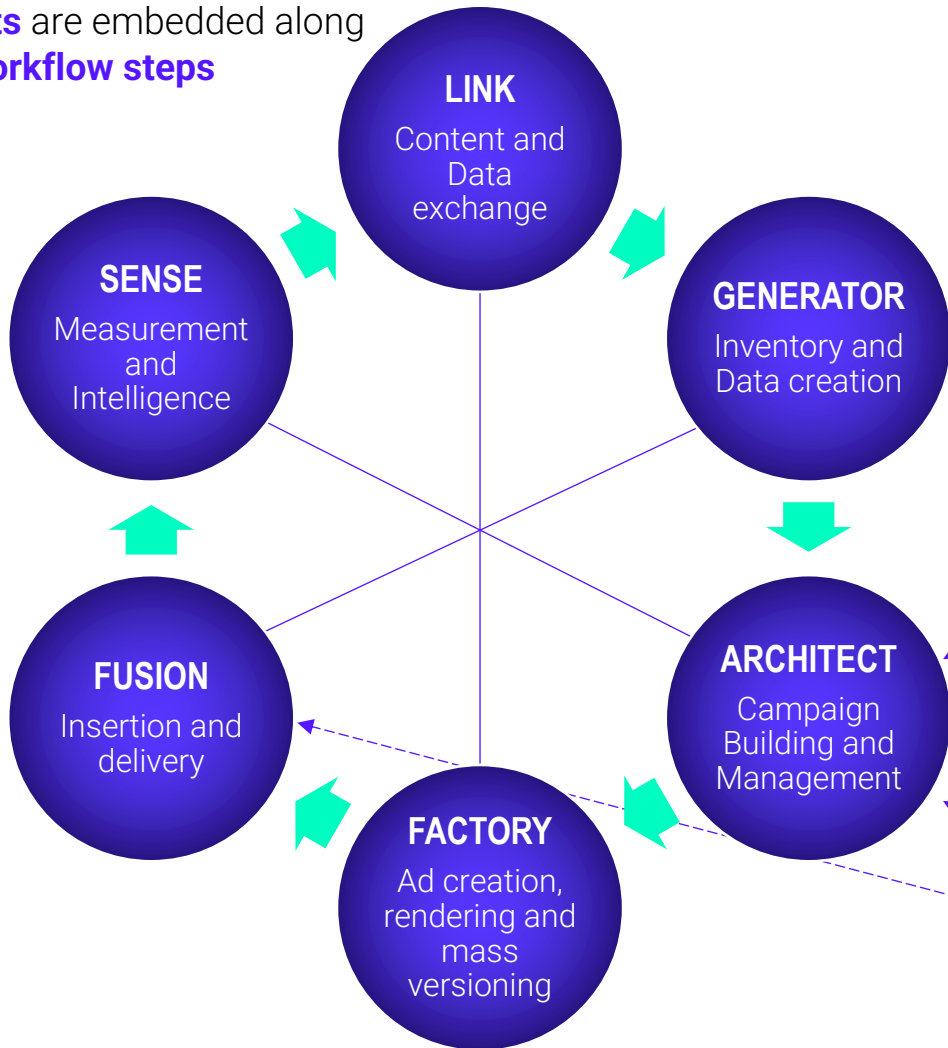


# PLATFORM & TECHNOLOGY



Patent families organized along key workflow steps giving Mirriad extensive protection

Patents are embedded along key workflow steps



Selected patents and associated functionality

**Valuation**  
Protects association of value to content and the idea of forecasting insertion value

**ZoneSense**  
Protects the process of detecting insertion zones in video, calculation metrics (e.g. size, duration), detecting continuity

**AdBroker 1,2 and 3**  
Protects online cataloguing of embed opportunities, approval of placements in content as a process and automated selection of placement zone based on metrics

**Marketplace**  
Protects use of ML<sup>(2)</sup> to recommend or blacklist brand categories

**DAI**  
Protects the process behind dynamically served branded content with switchable segments

Note(s): (1) Dynamic Ad Insertion; (2) Machine Learning  
Source(s): Company Information

Mirriad Opportunity

Market Opportunity

Platform & Technology

# **Path to Scale**

Investor Summary

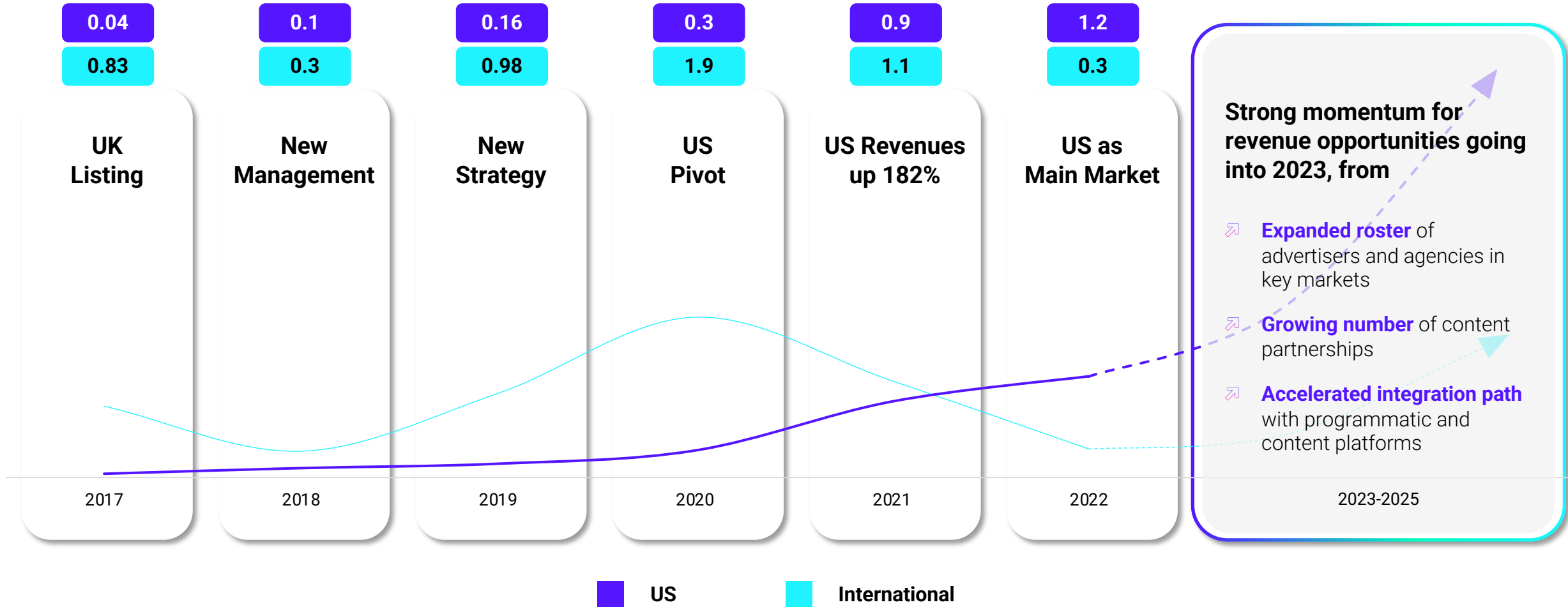


# PATH TO SCALE

Strong revenue momentum going into 2023...



## Revenues in GBPm



Source(s): Company Information

# PATH TO SCALE

Mirriad is focused on five key drivers



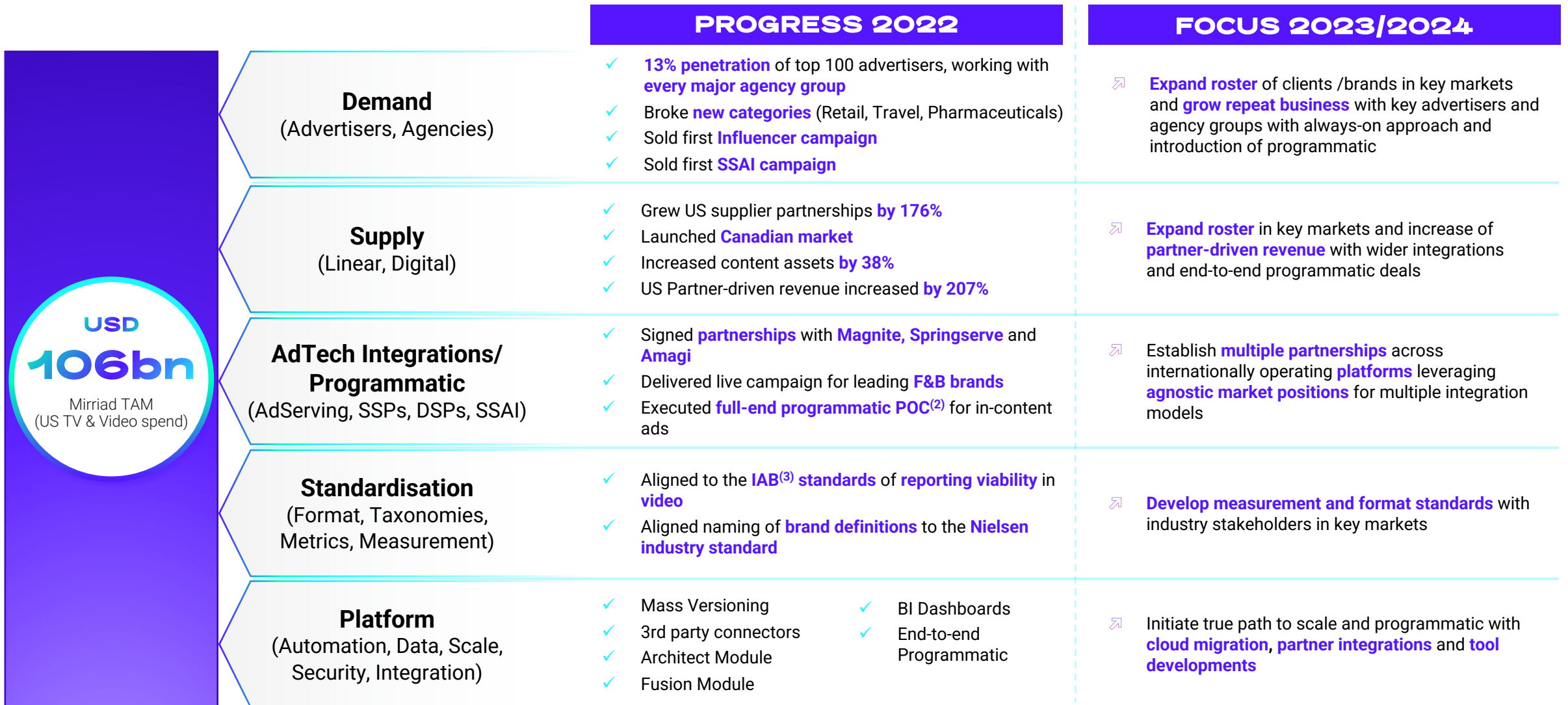
Source(s): Company Information

Notes: (1) automotive, retail, restaurant chains, personal care brands, prescription drugs, household products, wireless services, insurance, credit cards, beverages; (2) POC = proof of concept; (3) IAB = Interactive Advertising Bureau



# PATH TO SCALE

Mirriad is focused on five key drivers



Source(s): Company Information

Notes: (1) automotive, retail, restaurant chains, personal care brands, prescription drugs, household products, wireless services, insurance, credit cards, beverages; (2) POC = proof of concept; (3) IAB = Interactive Advertising Bureau

Mirriad Opportunity  
Market Opportunity  
Platform & Technology  
Path to Scale

# Investor Summary





- 1** Leading **in-content advertising** platform that creates net new inventory through **virtual product and brand integrations in content**
- 2** Addressing a **USD 106bn TAM** in the US alone with a new **scalable format** that **does not increase ad loads** and aligns with all subscription and ad-supported models in the industry
- 3** Platform protected by **37 patents**, proven to scale and to deliver measurable benefits, trusted by the world's biggest advertisers, agencies and content players
- 4** **Strong management team** with 95+ years of relevant experience **at globally leading ad-tech and agency firms** committed to bringing the Company to the next growth level
- 5** Adoption across a growing roster of international supply, demand and technology partners has created **strong growth momentum in the US with 94% revenue CAGR** from 2020-2022
- 6** **Significant potential to scale** through wide integration with the global media ecosystem, **full roll-out of programmatic transactability** and expansion into new emerging platforms and formats

Source(s): Company Information



✓ Synergies in **sales**

✓ Commercial **relationships**

✓ **Cost synergies**

✓ **Acceleration of roadmap**

**MIRRIAD**

**THANK YOU**



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