



# LEADING A NEW PARADIGM IN MARKETING

MAY 2019

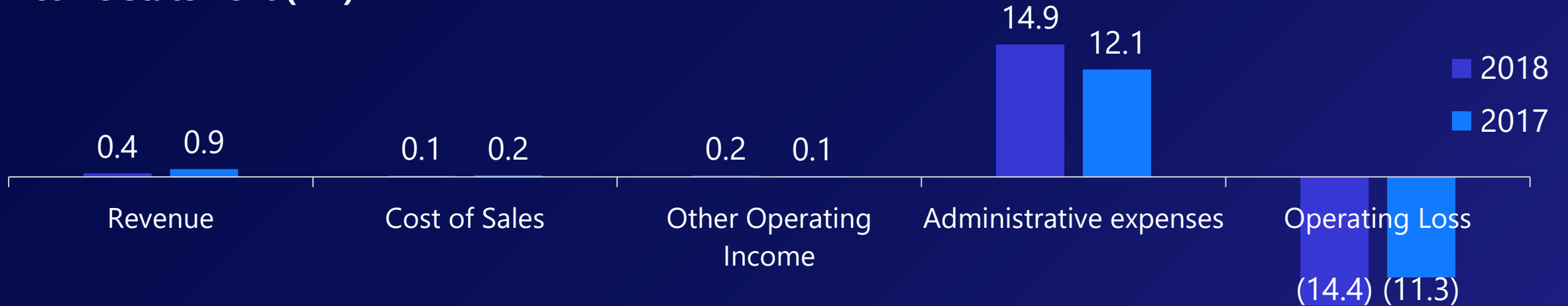
# AGENDA

- 1. 2018 results**
- 2. Mirriad: a unique technology and position**
- 3. The opportunity for the business**
- 4. 2017 / 2018 missteps**
- 5. The path to success**

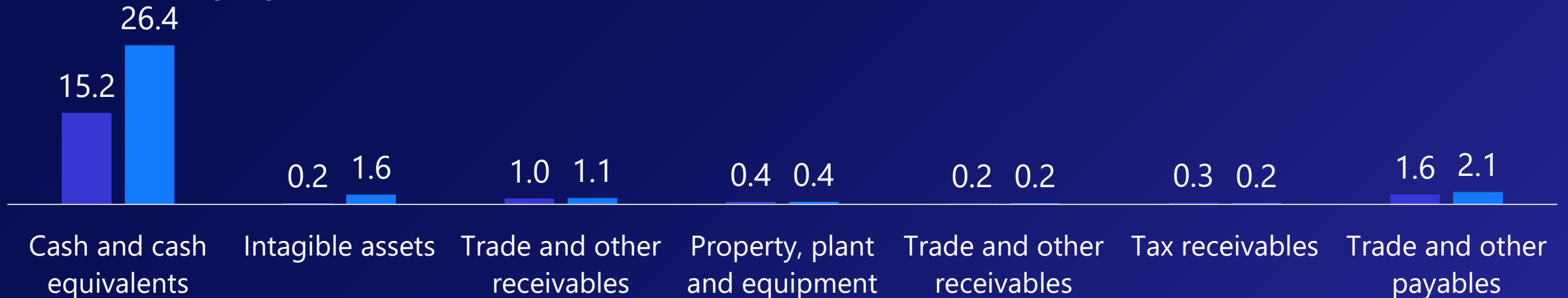
# **1. RESULTS YEAR ENDED 31 DECEMBER 2018**

# INCOME STATEMENT AND BALANCE SHEET

## Income Statement (£m)

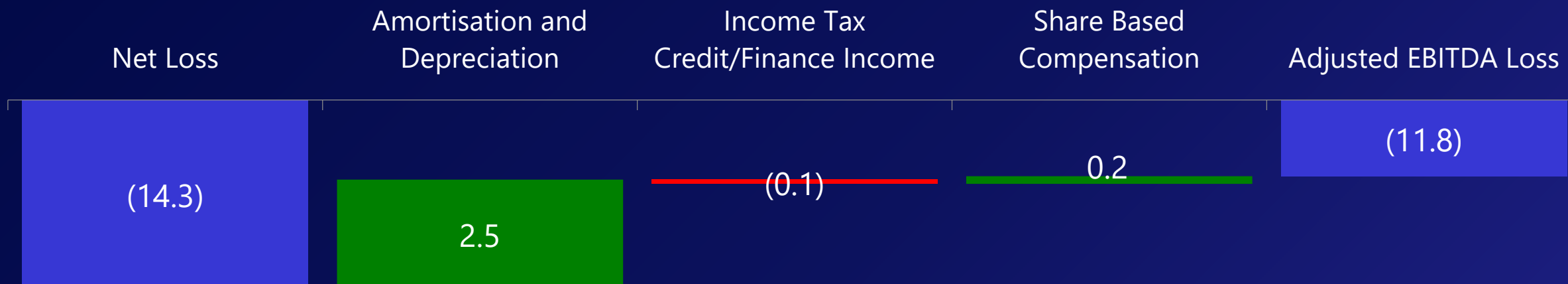


## Balance Sheet (£m)

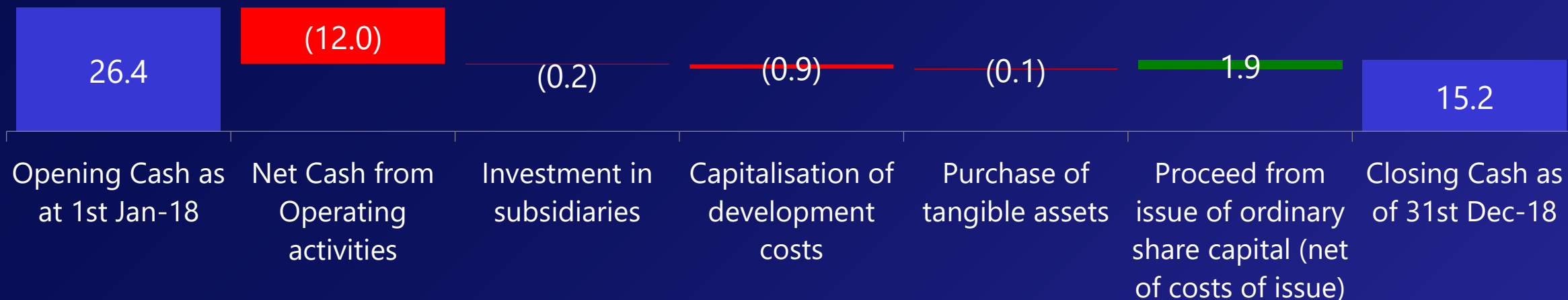


# EBITDA LOSS AND CASH BRIDGE

## EBITDA Bridge - FY2018 (£m)



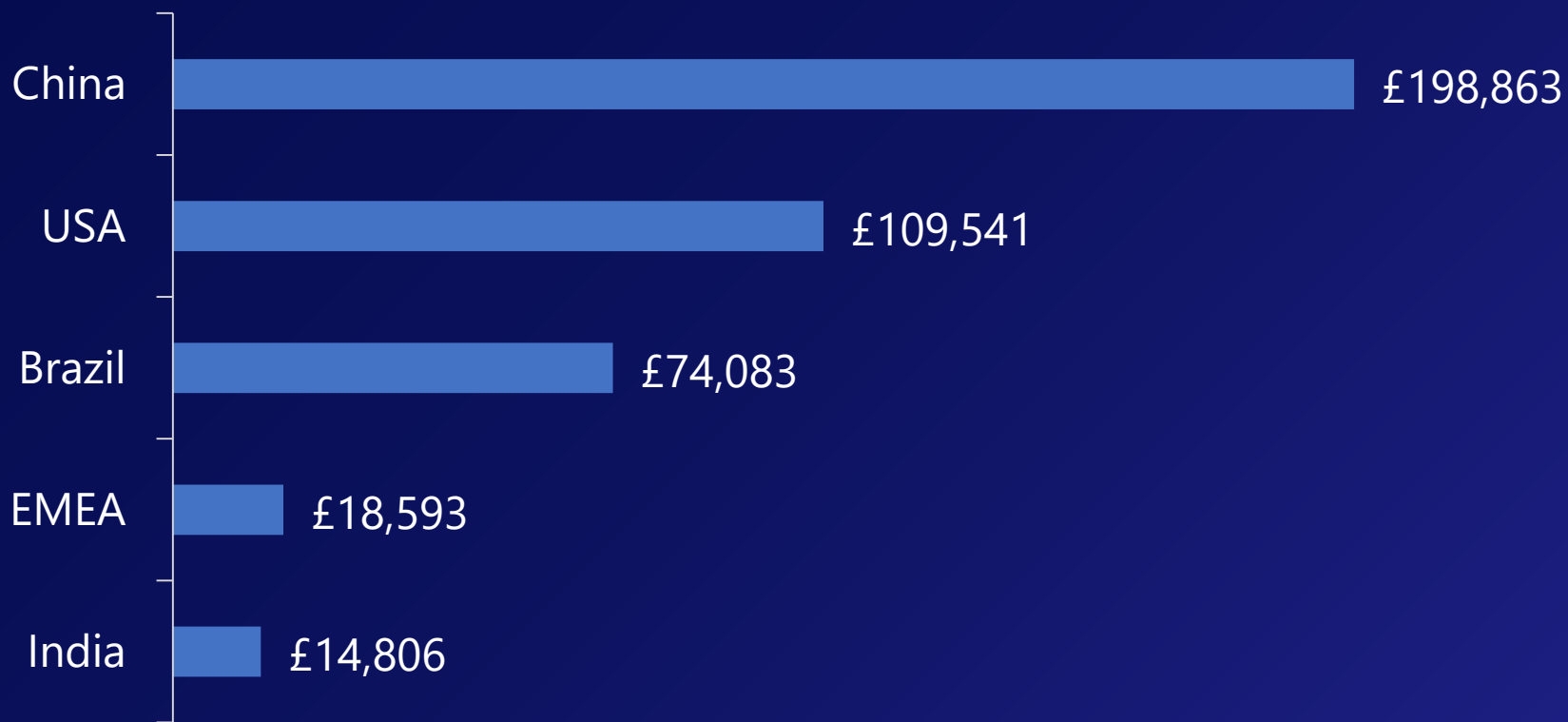
## Cash Bridge - FY2018 (£m)



# REVENUE BY SEGMENT

*Group revenue decreased year on year mainly driven by H1 performance*

2018 Revenue by Region

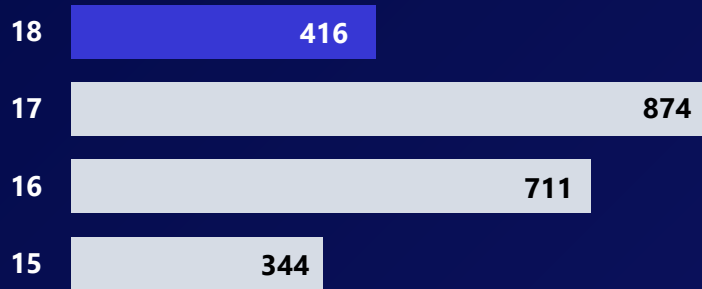


# RESULTS HIGHLIGHTS

*We monitor the Group against a range of KPIs*

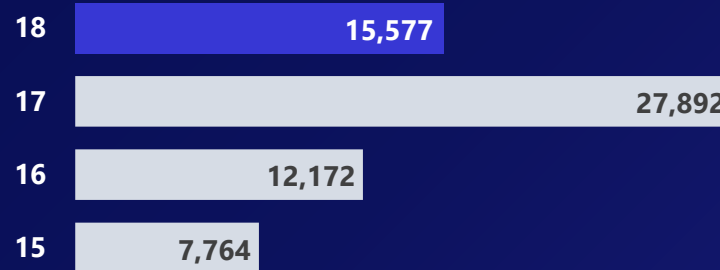
## Revenue (£000)

£416K -52%



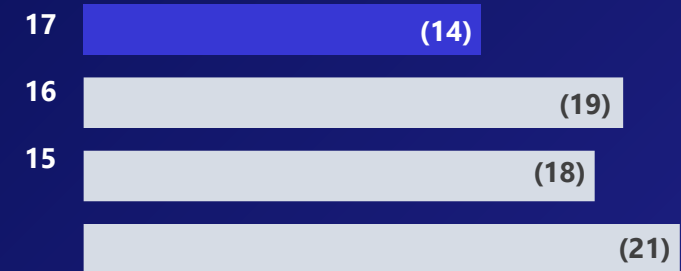
## Net assets (£000)

£15,577K -44%



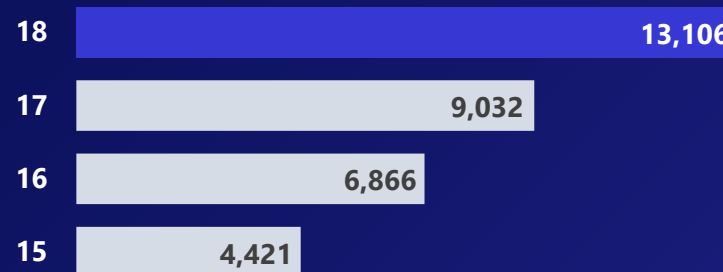
## EPS (p)

18 (14)p -26%



## Cash consumption (£000)

£13,106K +45%



# 2. MIRRIAD'S UNIQUE TECHNOLOGY AND POSITION



# MIRRIAD: A TRANSFORMATIVE TECHNOLOGY

*Multi-award winning computer vision and AI-powered platform*



**Sci-Tech Academy Award in 2013**

**Next Generation Advertising Award 2018**

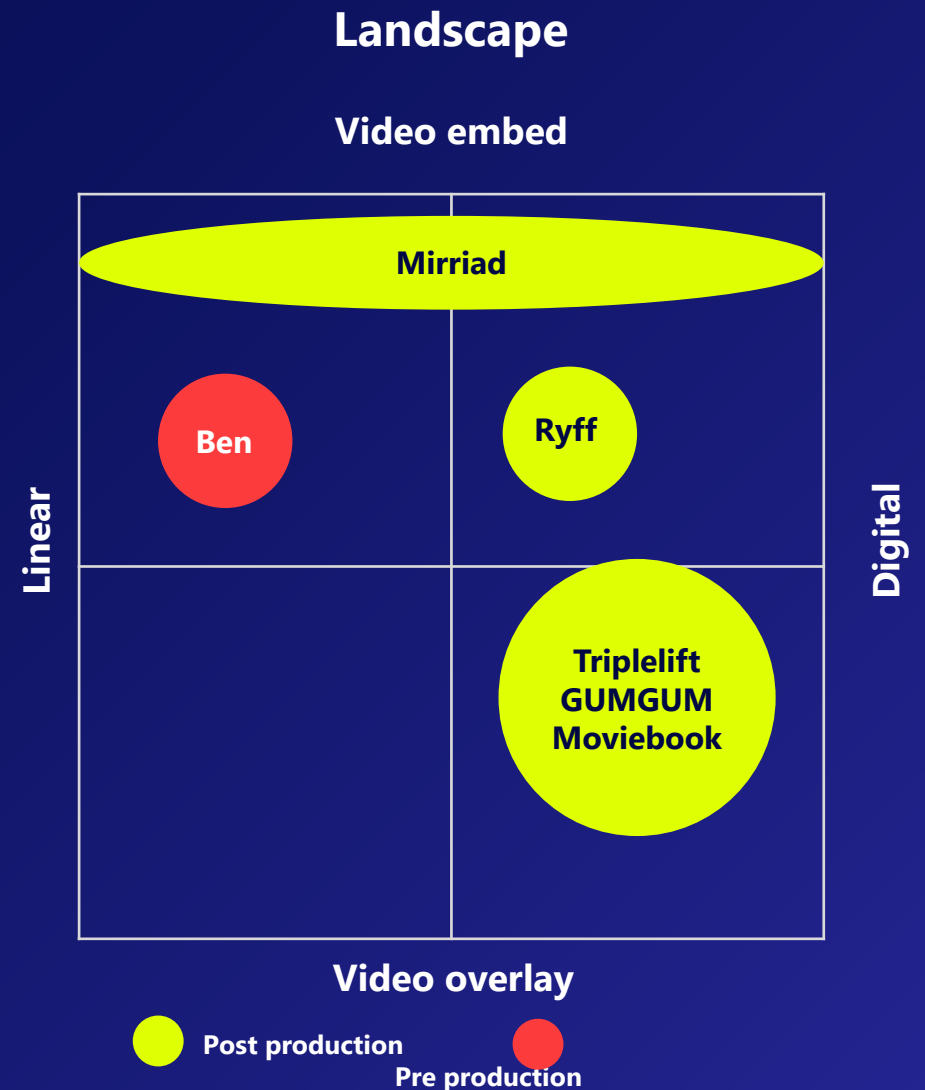
**Best Video Marketing and Advertising Platform 2018**

**TV & Advertising Innovation Award 2019**

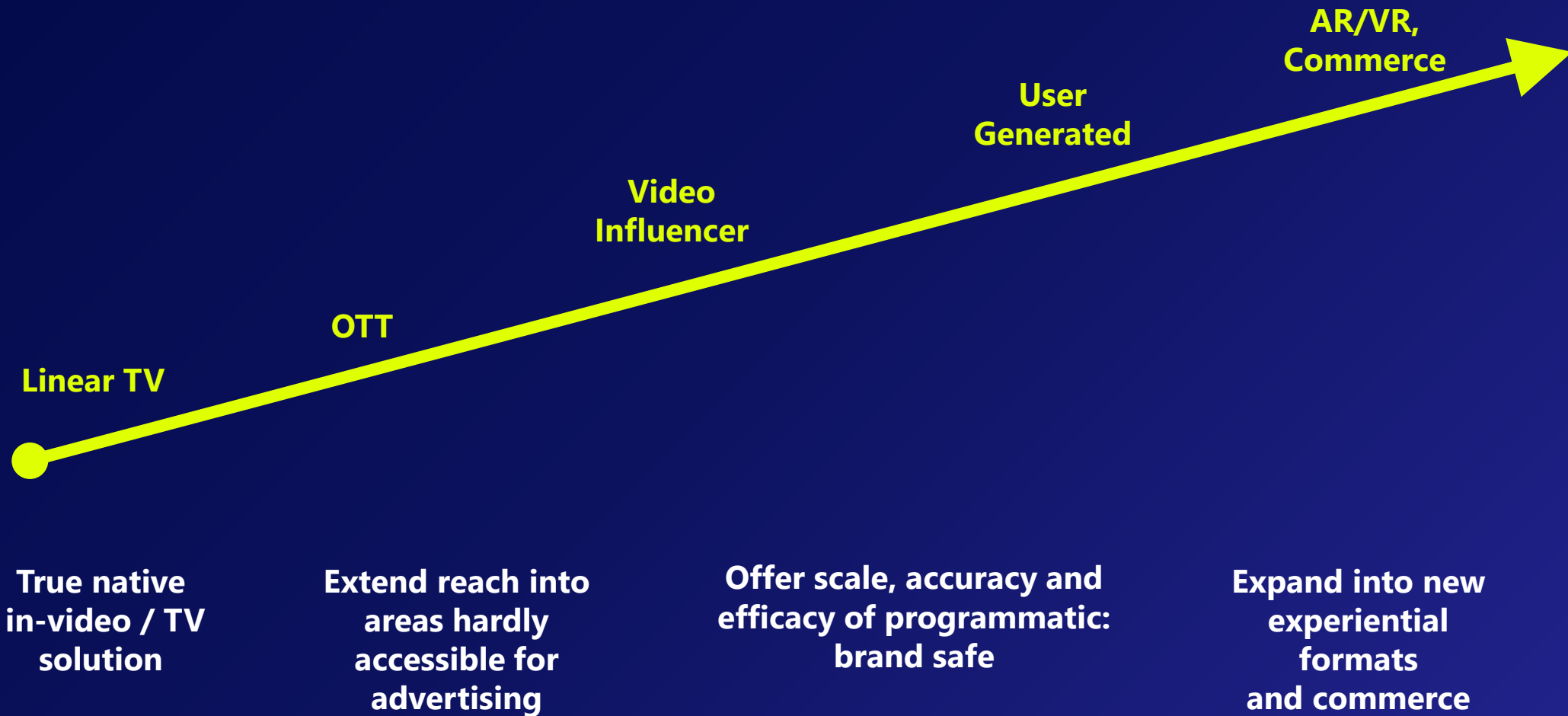
***Protected by 29 Patents and Patents pending in the US, Europe and Asia.***

# MIRRIAD: TRUE IN-VIDEO ACROSS PLATFORMS

- Only solution that offers a **true** in-video format
  - Across linear AND digital platforms
  - Using patented planar/3D tracking and AI for absolutely realistic in-content experience
- Can process any produced TV/video content
- Fully aligns the interests of viewers, advertisers and programme industry

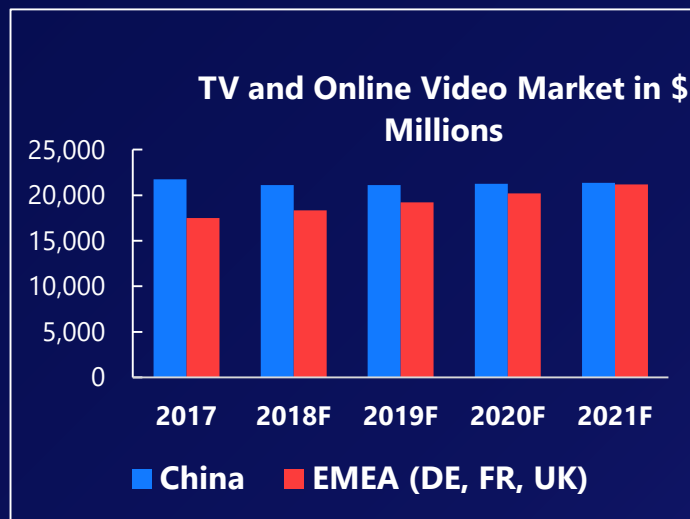
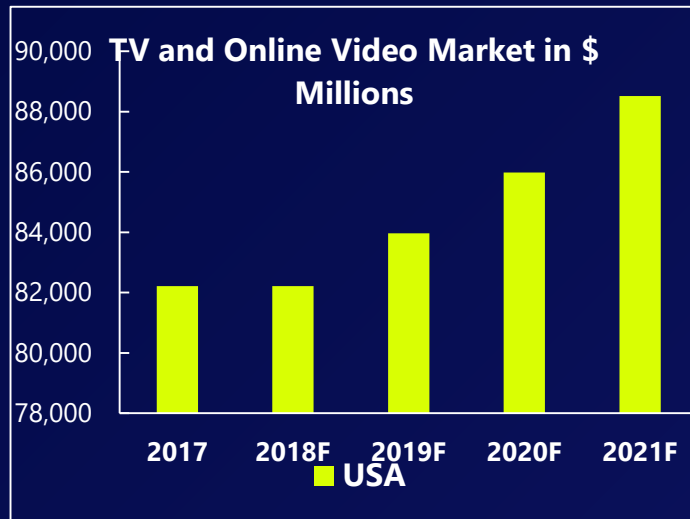


# MIRRIAD: UNIQUELY PLACED FOR TV, VIDEO AND BEYOND



# 3. THE OPPORTUNITY

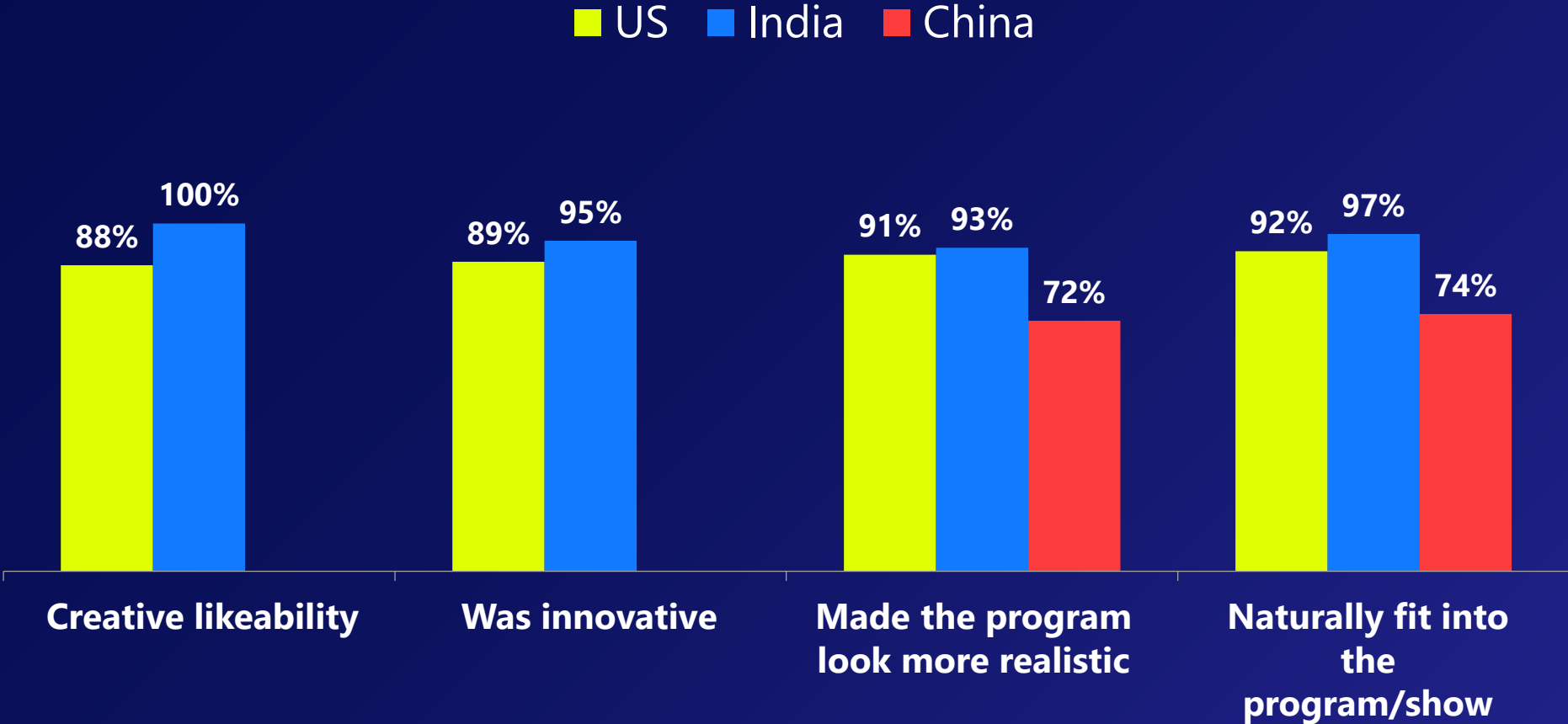
# MARKET GROWTH AND DYNAMICS IN FAVOUR OF MIRRIAD'S OFFER



- US, EMEA top 3 (FR, DE, UK) are most significant addressable markets with 7.6% (US) and 21% (EMEA) growth forecasts from 2017 to 2021 in the US, 21.2% for EMEA and China flat
- Growing issues (data, transparency, brand safety) with video
- Rise of ad-free subscription platforms' adding to issues of advertisers (audience reach) and broadcasters (ad revenue)
- Cost for content forces streaming services (from BritBox to Netflix) to add revenue on top of subscription
- Audiences generally increasingly difficult to engage

***Mirriad offers a new way for the industry to reach audiences, grow revenue and increase effectiveness***

# THE ALL DECISIVE FACTOR: VIEWERS PREFER OUR FORMAT



Source: Kantar Millward Brown // Maiozhen

# VIEWER PREFERENCE IS THE KEY TO UNPRECEDENTED/NEW LEVELS OF IMPACT

*Captures people's minds and hearts*

*Up to*  
**+26**<sub>PPT</sub>  
**AWARENESS**

*Up to*  
**+20**<sub>PPT</sub>  
**CONSIDERATION**

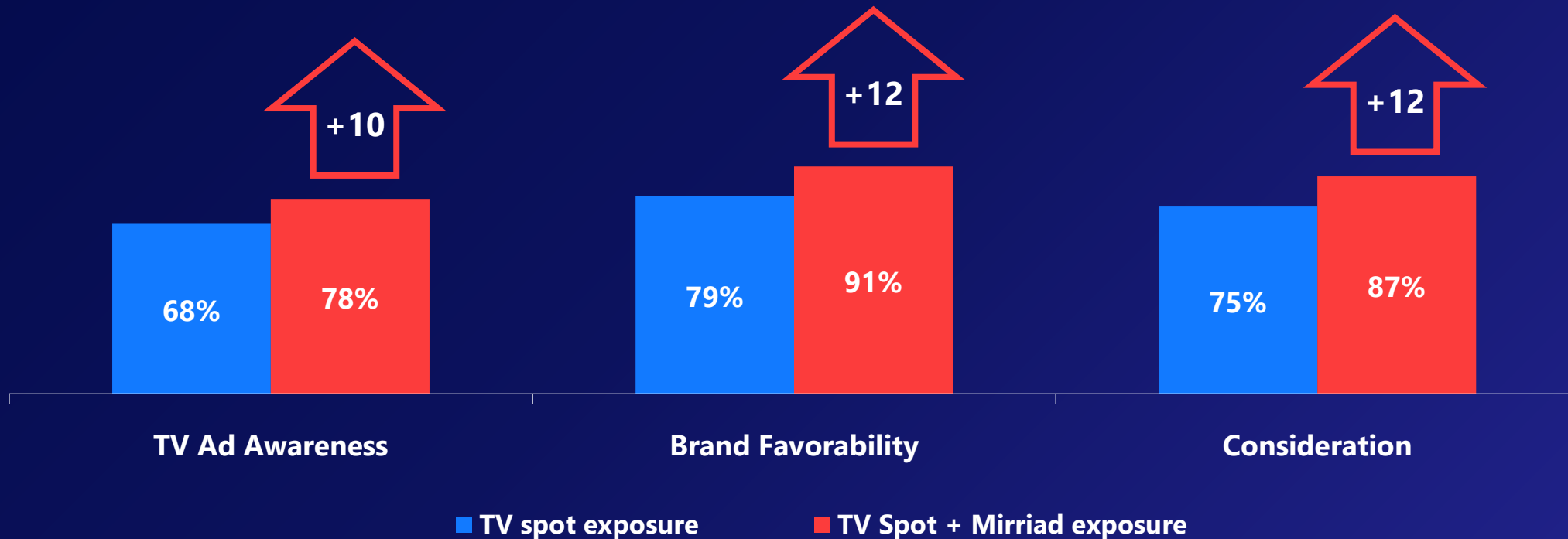
**88%**  
**CREATIVE LIKEABILITY**

**Note:** Uplifts between control vs. exposed/test groups | **Sources:** Awareness 8 brands (MEC UK, Ipsos US), Consideration 3 brands (Miaozhen China, Ipsos US, Sky UK)  
**Source:** Kantar Millward Brown Nov18 / US Telecommunications brand / 21 Units

# AS PROVEN BY LATEST RESEARCH

*T-Mobile branding in episodes of La Piloto led to double-digit increases for several metrics*

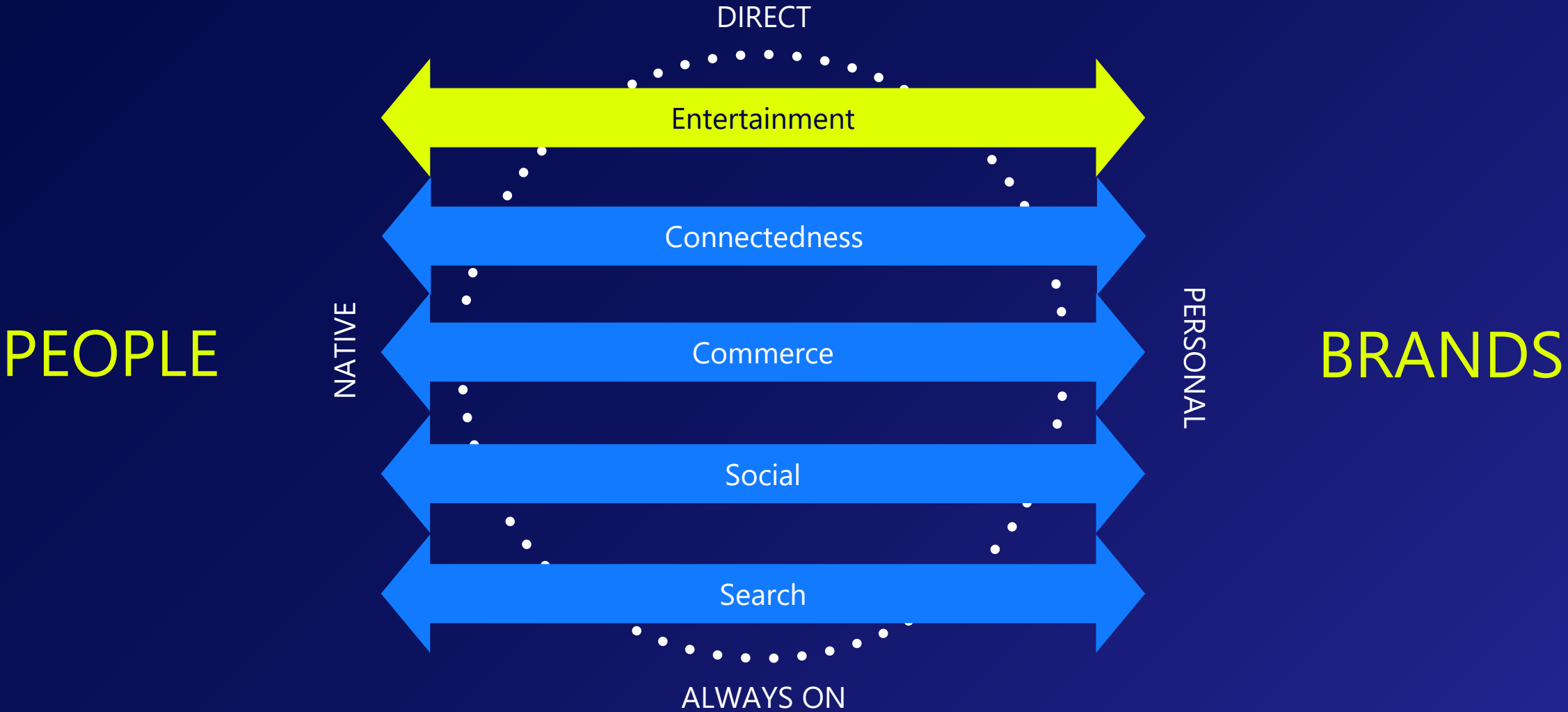
## Overall Audience: Brand Metrics





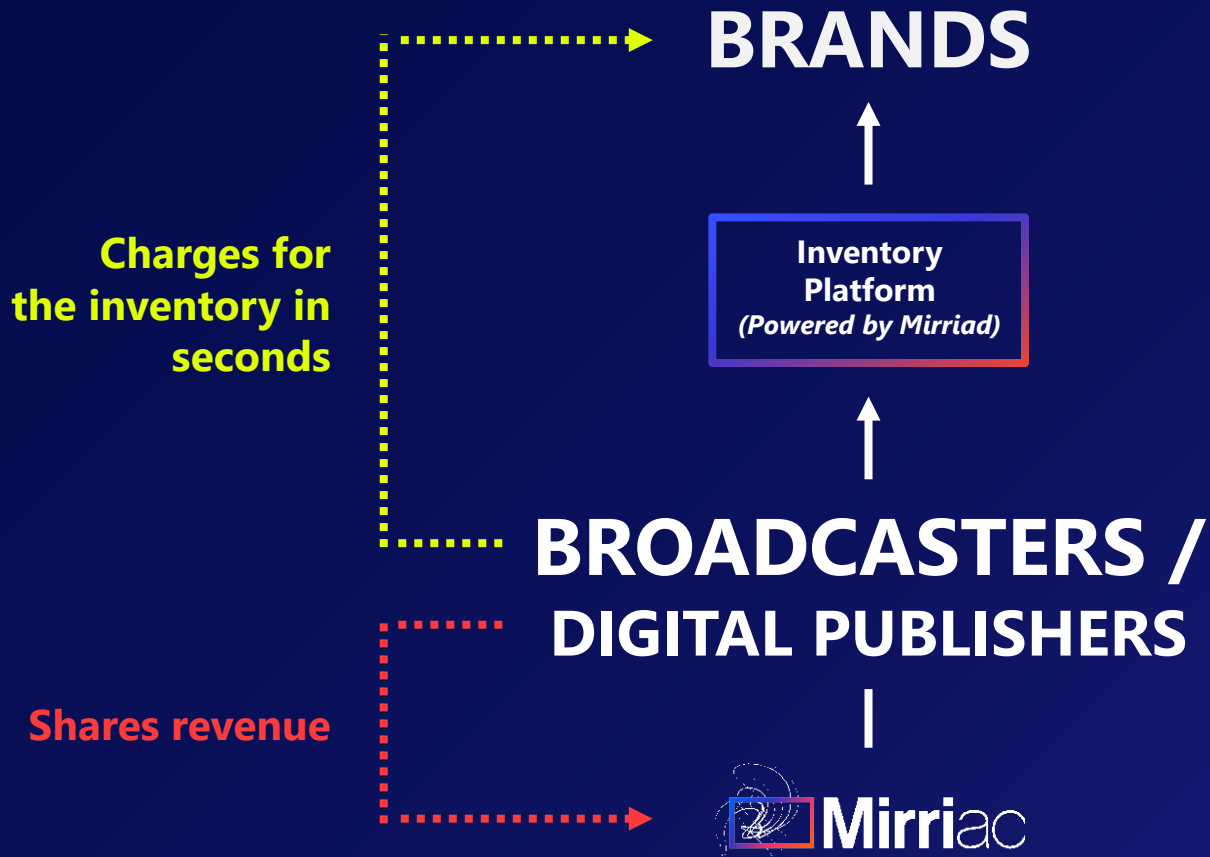
# ENGAGEMENT DISRUPTION IN MARKETING

*Mirriad is the gateway to a new paradigm of engagement*



# CREATING AND MONETISING NEW INVENTORY IN CONTENT

*MIRRIAD brings massive growth opportunities to broadcasters/digital publishers and then directly benefits from it*



SCENARIO EXAMPLES	
TV One Channel	Digital One Show Format
0.7% Airtime	Average Impressions (thousands) 4,000
£500/sec	CPM \$25
£85m (gross)	Revenue per episode \$316K

# 4. MISSTEPS 2017/2018

# KEY ISSUES THAT PREVENTED PROGRESS

## FLAWED GO-TO-MARKET

Media agencies are gate keepers of budget but had not been addressed and engaged with.

## RESOURCES

Spread over too many markets, failed to address sustainable and recurring revenue opportunities.

## FOCUS

Service emphasized over tech, platform not integrated enough for scale.

## STRATEGY

Not clear.  
No consistency.

# 5. THE PATH TO SUCCESS

# PRIORITIES TO DRIVE THE RESET

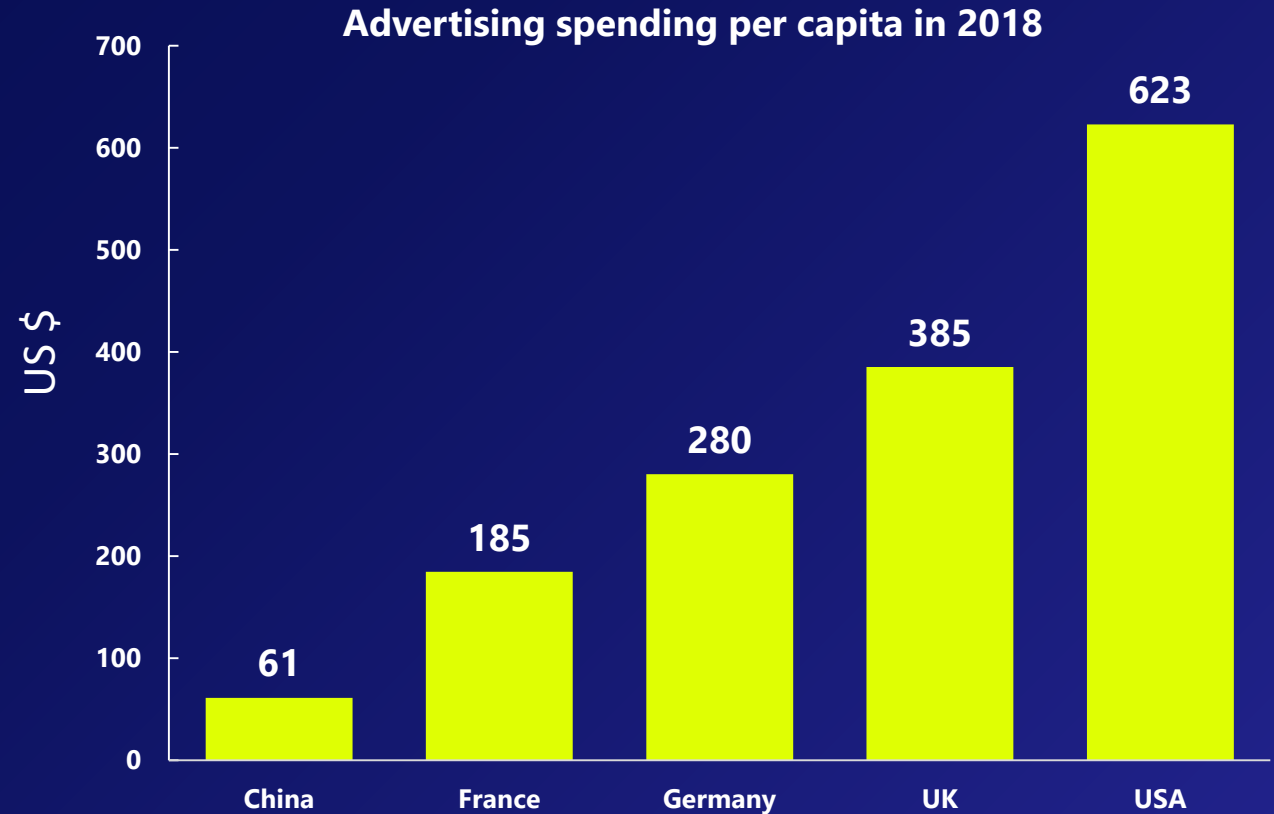
- 1 **Focus on core markets**
- 2 **New go-to-market strategy, accelerate sales**
- 3 **Build for scale**

# FOCUS ON CORE MARKETS

*The US, China and EMEA top 3 (FR, DE, UK) are the most significant addressable markets*

We are allocating resources to activities and geographies that push most value, growth and scale

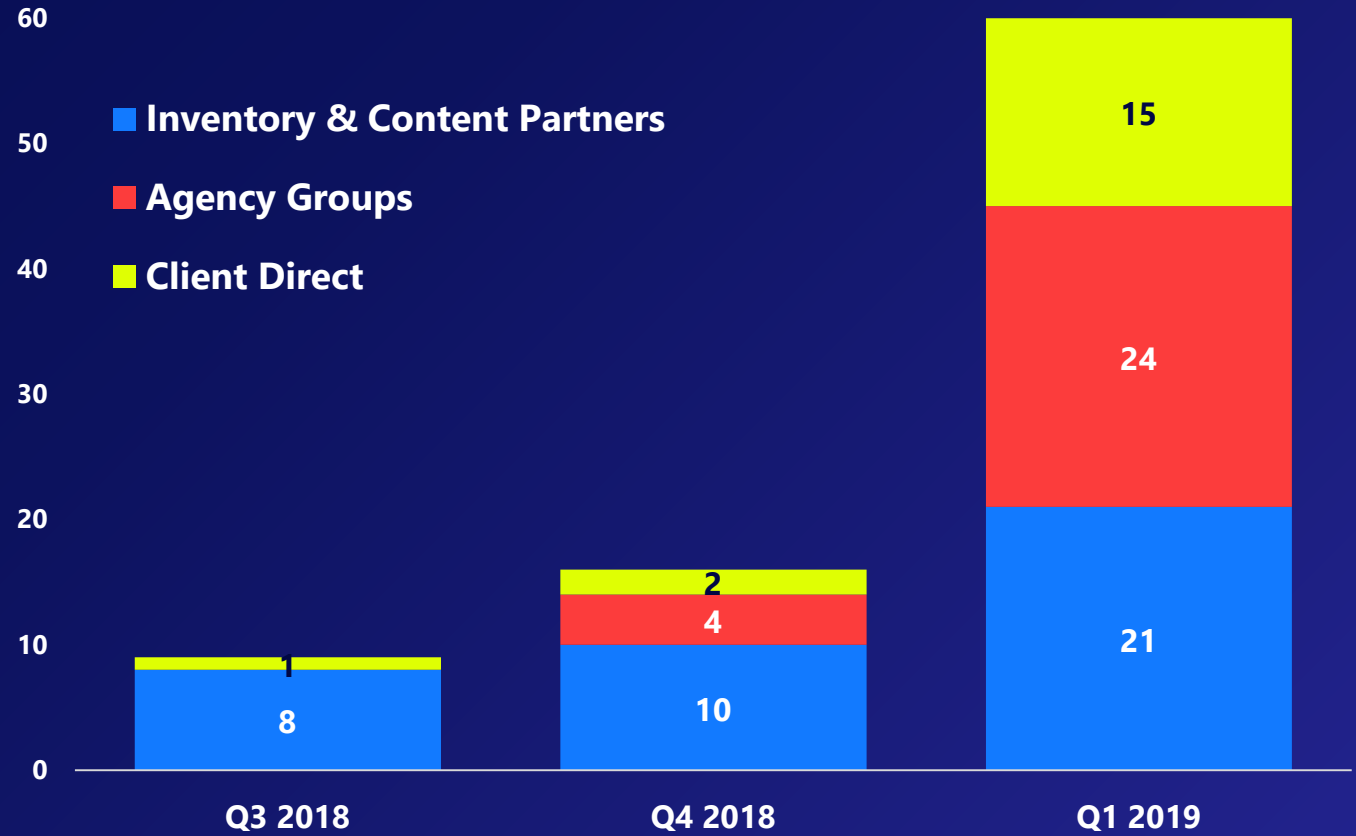
- US
- UK
- France
- Germany
- China



# UPDATE NEW GO-TO-MARKET



## ENGAGEMENT TRACKER (US, UK, F, GER, CN)





# BUILD FOR SCALE

## Planning & Pre-sales

- Content General Analysis
- Opportunity Categorisation & Targeting
- Volume Forecasting
- Self-service UI

## Production

- Scene Selection & Approval
- Production Automation and Workflow Efficiency Updates
- Standardised Ad Unit Product

## Post-campaign

- Billing Metrics
- Campaign Reporting & Measurement

## Ad System Integration

- API integrations to planning and booking systems
- API integrations to serving / decisioning systems
- API programmatic integrations

# FIRST IN-VIDEO DYNAMIC SOLUTION

