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# STRATEGY AND PROGRESS UPDATE

# AGENDA

- **Mirriad's unique technology and position**
- **The opportunity for the business**
- **2017 / 2018 missteps**
- **The path to success**

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# MIRRIAD'S UNIQUE TECHNOLOGY AND POSITION

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# MIRRIAD: A TRANSFORMATIVE TECHNOLOGY

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

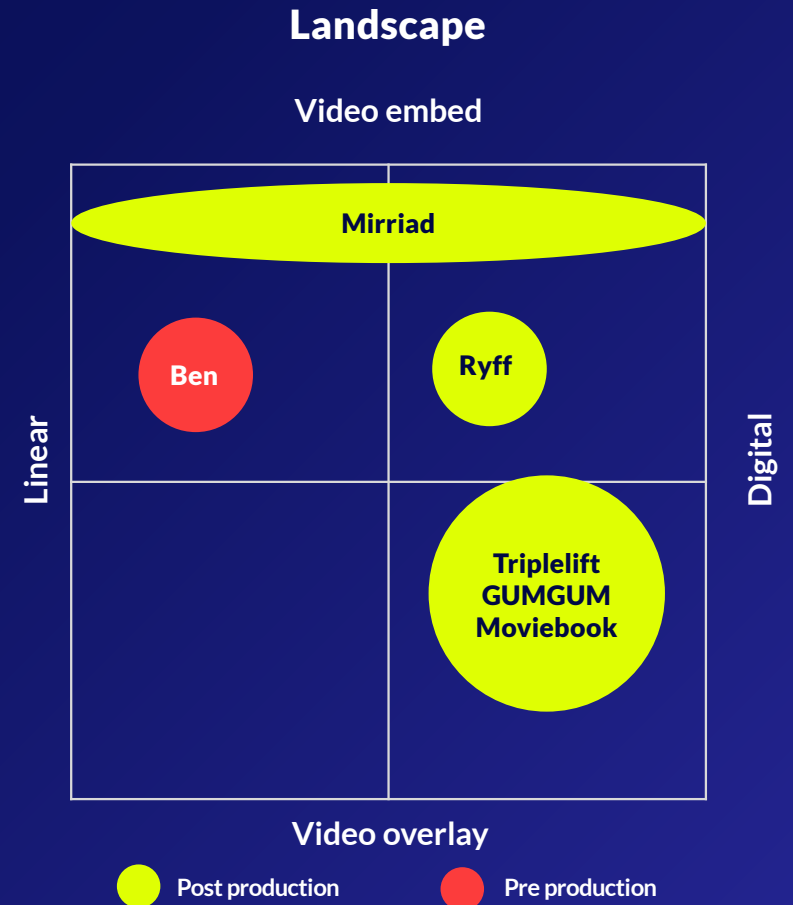


Sci-Tech Academy Award in 2013  
Next Generation Advertising Award 2018  
Best Video Marketing and Advertising Platform 2018  
TV & Advertising Innovation Award 2019

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

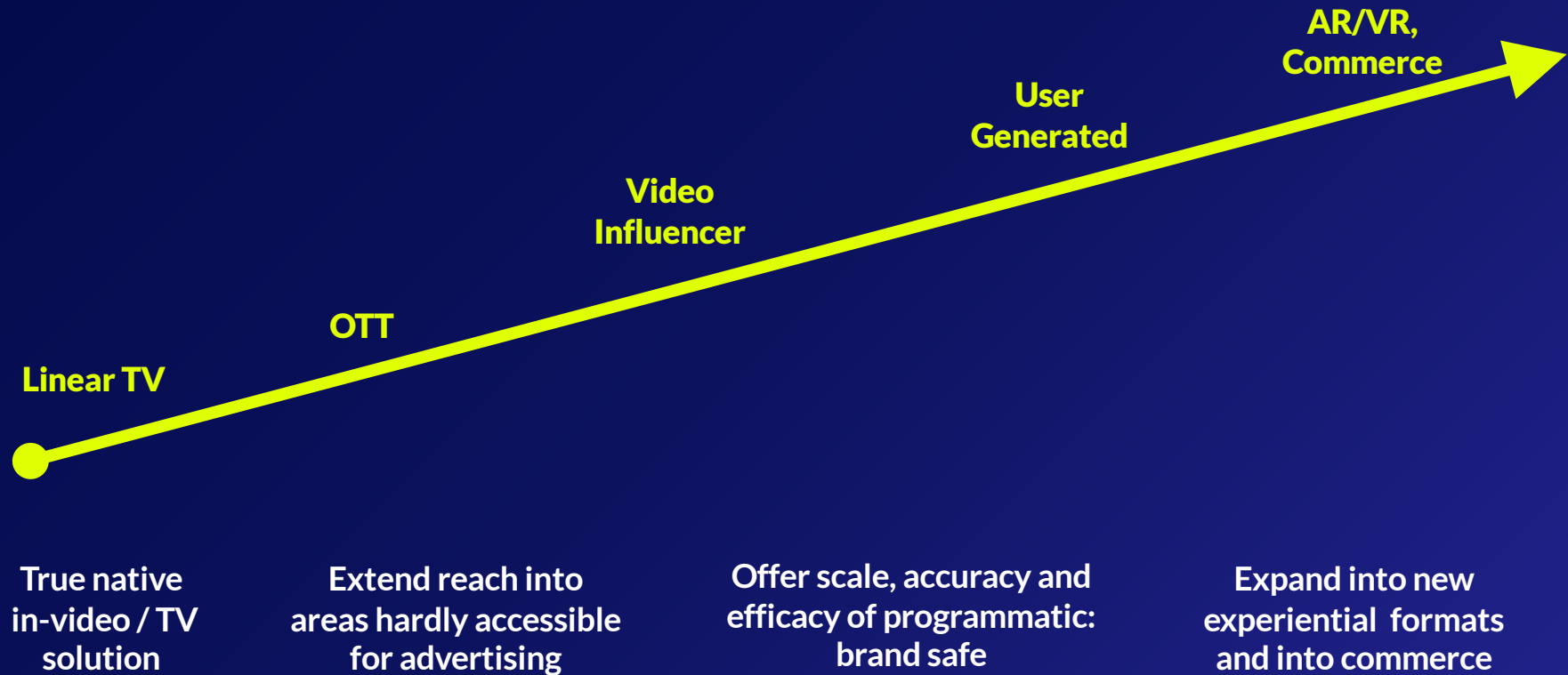
# MIRRIAD: TRUE IN-VIDEO ACROSS PLATFORMS

- Only solution that offers a **true** in-video format
  - Across linear and digital platforms; key to advertisers and content owners
  - With planar/3D tracking and AI for inventory creation; key for absolutely realistic in-content experience
- Total flexibility in processing any produced TV/video content
- Perfectly aligns the interests of viewers, advertisers, programme owners and distributors



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# MIRRIAD: UNIQUELY PLACED FOR TV, VIDEO AND BEYOND

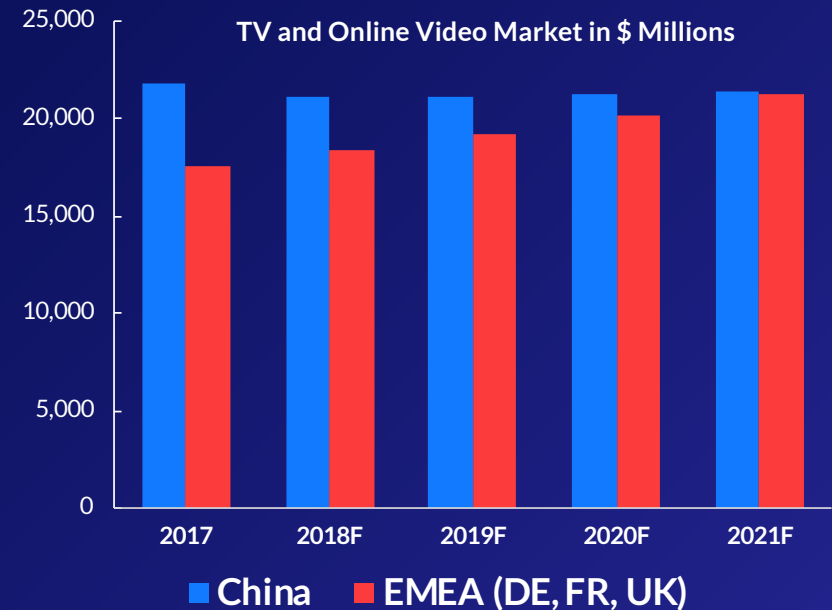
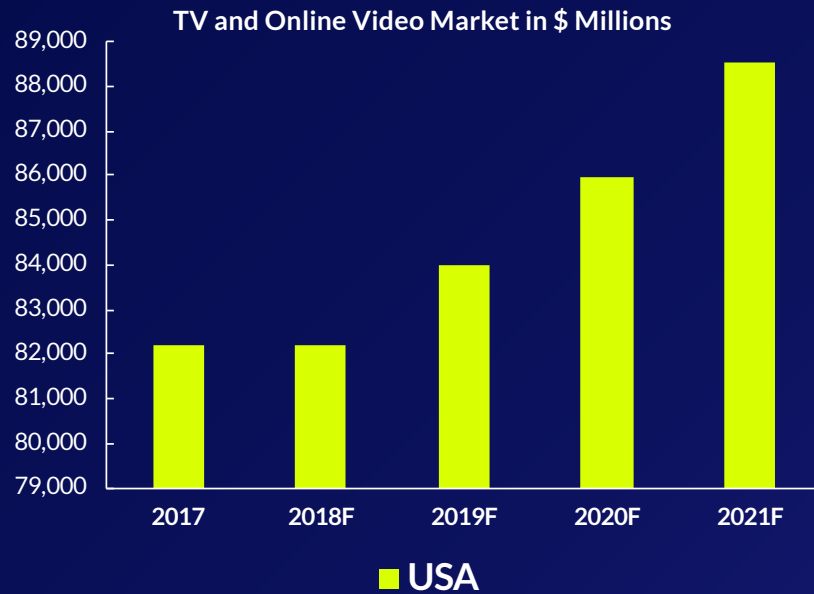


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# OPPORTUNITY

# THE MARKET OPPORTUNITY REMAINS SUBSTANTIAL: TV AND ONLINE VIDEO

*The US, China and EMEA top 3 (FR, DE, UK) are the most significant addressable markets with 7.6% growth forecasts from 2017 to 2021 in the US, 21.2% for EMEA and China flat*



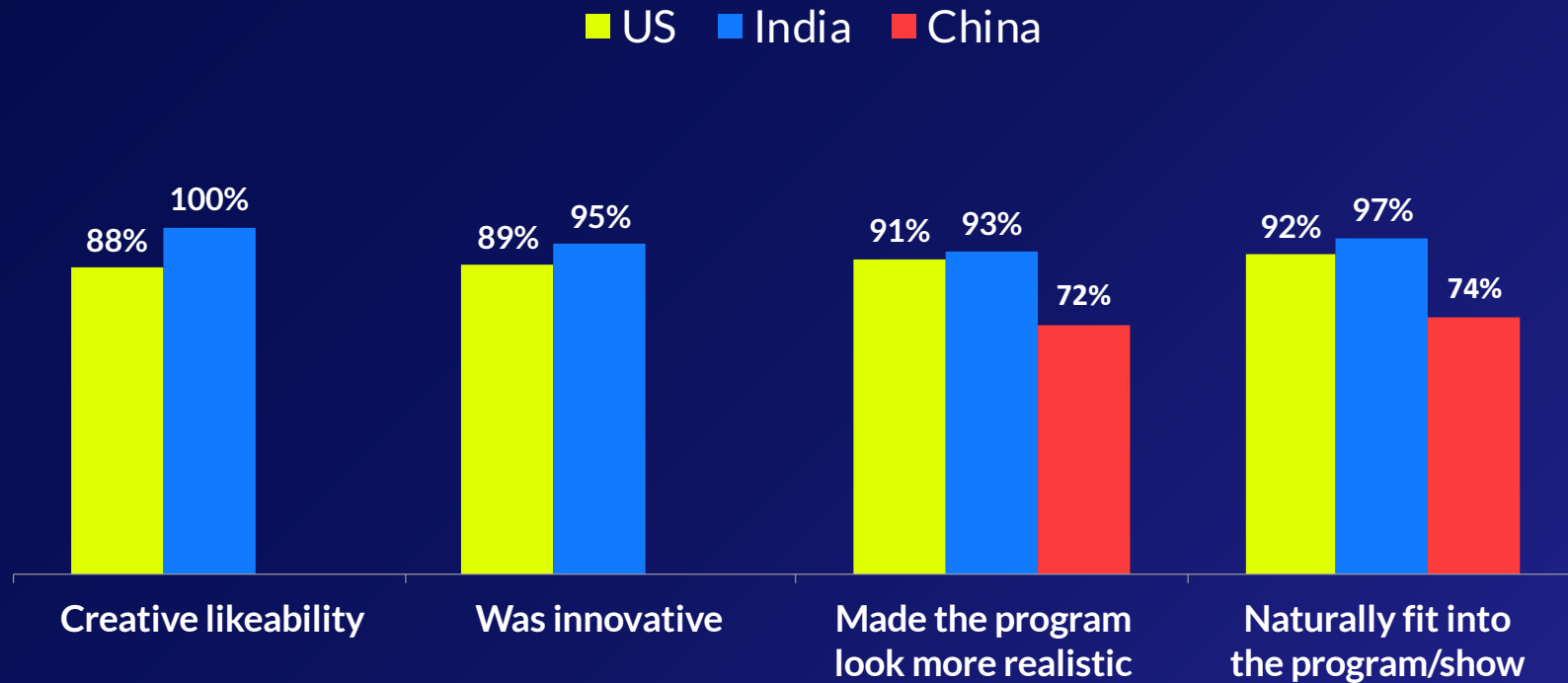


# INDUSTRY DYNAMICS IN FAVOUR OF MIRRIAD'S OFFER

- Audiences skipping ads, hard to engage and moving out of reach
- Access to consumers controlled by major platforms: growth and differentiation difficult
- Additional constraints through data and privacy regulation, brand safety and transparency issues
- Ad-free subscription platforms' adoption adding to advertisers (audience reach) and broadcasters (ad revenue) issues
- Content providers in need of new monetization possibilities

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

# THE ALL DECISIVE FACTOR: VIEWERS PREFER OUR FORMAT



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# VIEWER PREFERENCE IS THE KEY TO NEW LEVELS OF IMPACT

*Captures people's minds and hearts*

Up to  
**+26** PPT  
AWARENESS

Up to  
**+20** PPT  
CONSIDERATION

**88%**  
CREATIVE LIKEABILITY

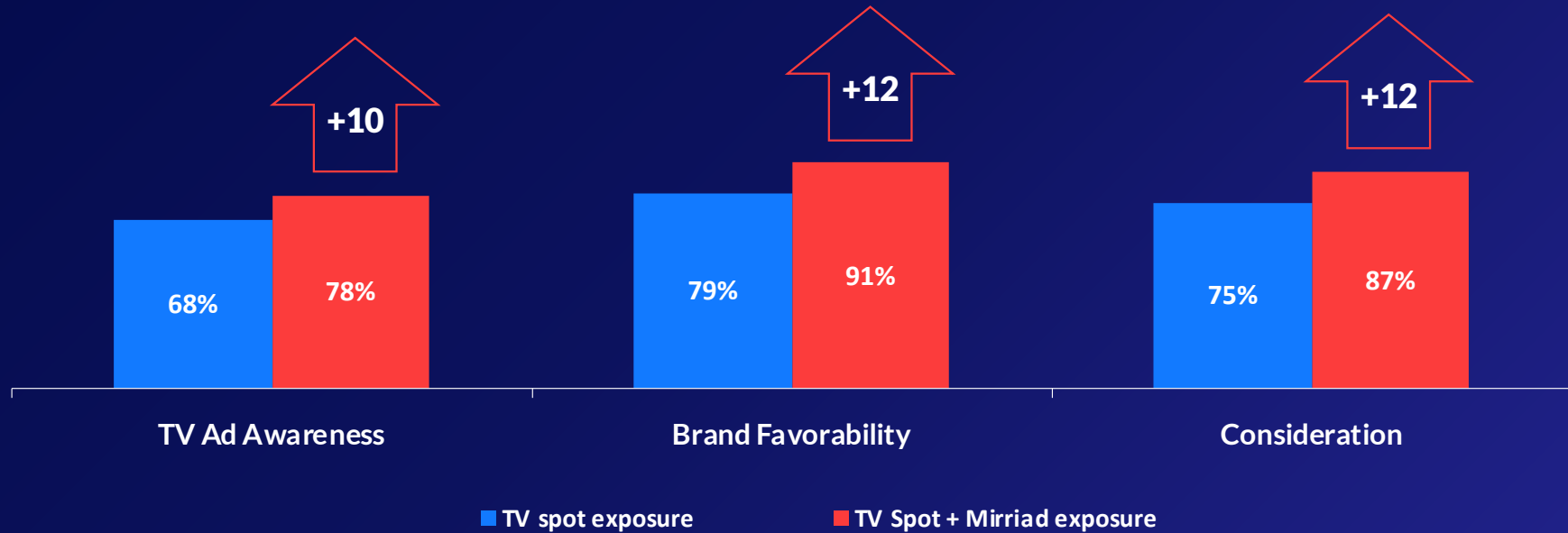
Note: Uplifts between control vs. exposed/test groups | Sources: Awareness 8 brands (MEC UK, Ipsos US), Consideration 3 brands (Miaozhen China, Ipsos US, Sky UK)

Source: Kantar Millward Brown Nov18 / US Telecommunications brand / 21 Units

# AS PROVEN BY LATEST RESEARCH

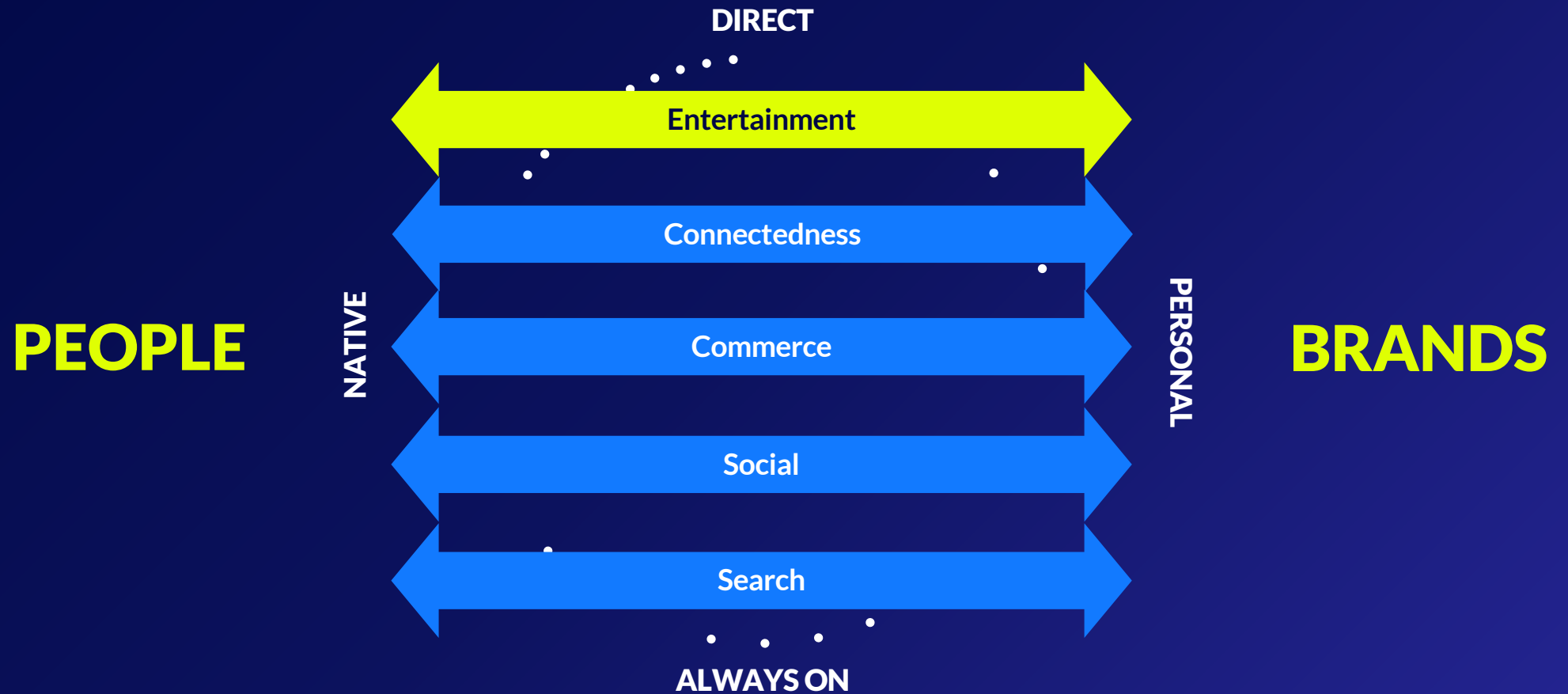
*T-Mobile branding in episodes of La Piloto led to double-digit increases for several metrics*

## Overall Audience: Brand Metrics



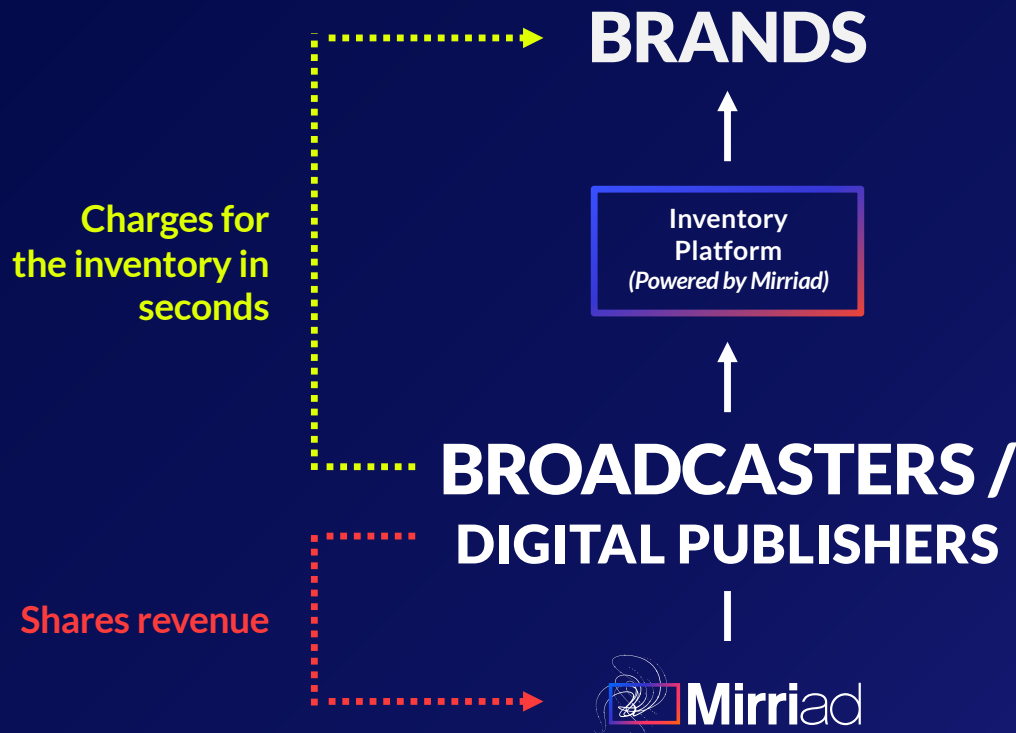
# ENGAGEMENT DISRUPTION IN MARKETING

*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*



SCENARIOS	
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

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# 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.



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# THE PATH TO SUCCESS

# PRIORITIES TO DRIVE THE RESET

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

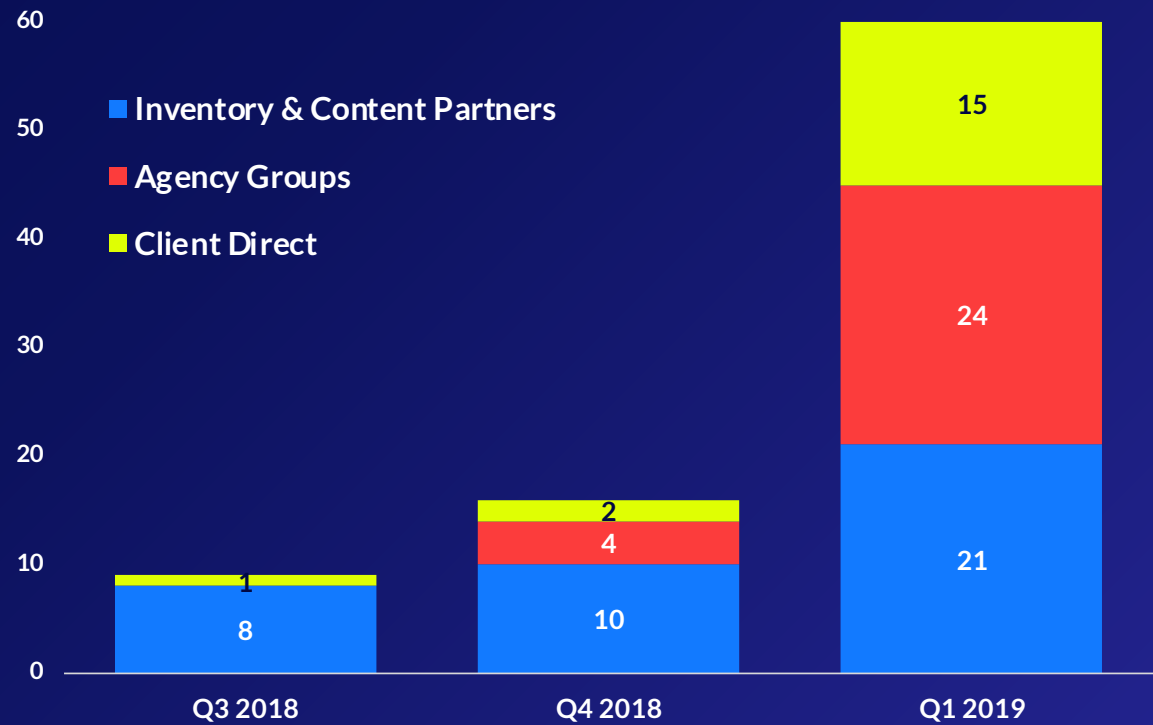
# NEW GO-TO-MARKET STRATEGY

- Engage with clients and agencies to shape the proposition and create demand
- Align on metrics and measurement standards to be buyable and billable as a standard
- Ensure all stakeholders benefit from growth and differentiation potential

# UPDATE NEW GO-TO-MARKET



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



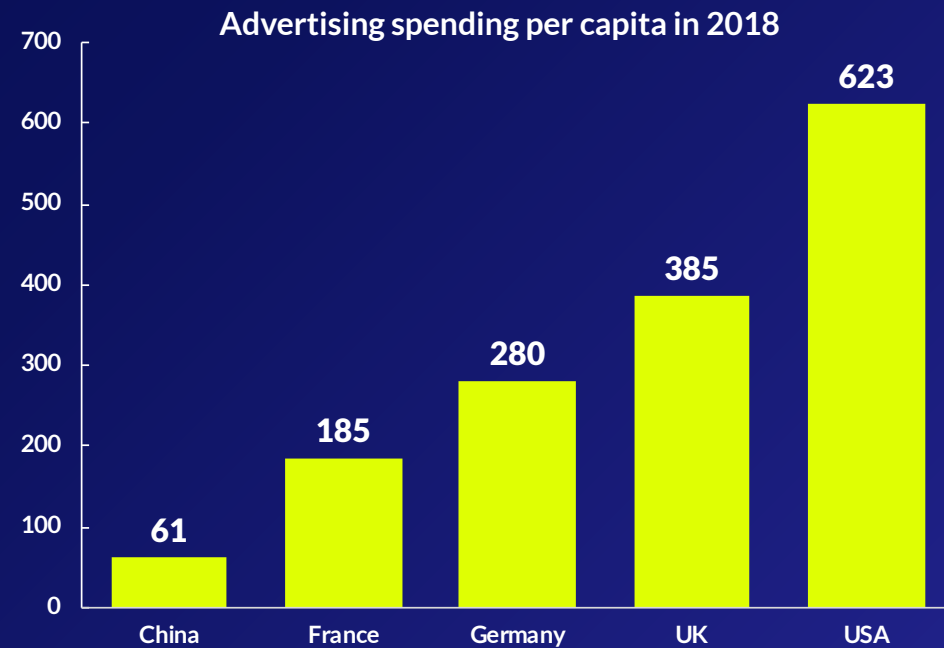
# BUILD SCALE

- Attract partners from linear & digital, producers & distributors, to create a rich and dynamic marketplace
- Work with agencies and advertisers for higher activation of programme partners; drive towards becoming new standard in media plans
- Accelerate platform automation, integration and self service access to support new drive path to scale

# FOCUS ON CORE MARKETS

Allocate resources to activities and geographies that push most value, growth and scale

- US
- UK
- FR
- GER
- CN



## KEY DECISIONS ALREADY IMPLEMENTED / UNDERWAY

- New CTO joining April 2019
- Exited Brazil
- Exited India commercial
- Exiting China commercial
- New management in the US
- New structure in EMEA
- Integrating product and tech teams

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**THANK YOU**