



SEPTEMBER 2020

INTRODUCTIONS

John Pearson, Non-Executive Chairman

Stephan Beringer, Chief Executive Officer

David Dorans, Chief Financial Officer

AGENDA

H1 Overview

Interim results

H1 + H2 Acceleration

Summary

Q&A

H1 2020 OVERVIEW – STRENGTHENED FUNDAMENTALS

- Resilience underlined by effective response to Covid-19 challenges
- Strong revenue growth and effective cost base management
- Levels of commercial activity recovering in China
- Delivering on key milestones, expanding opportunities, ready to scale with new opportunities opening in adjacent markets, including music video

FOOTPRINT, ADOPTION, NEW SOURCES

Top 5 global agencies

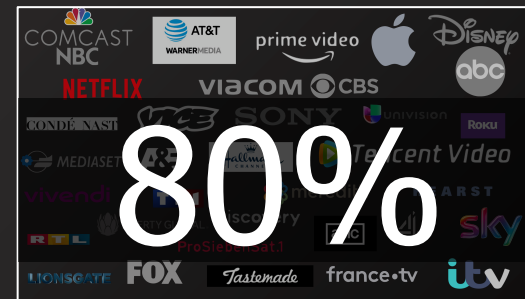


GROWING NUMBER OF GLOBAL
RFIS AND RFPS

Top 100 global advertisers



Leading global entertainment companies



NEW PARTNERS, ON TRACK WITH
TIER 1 NEGOTIATIONS

Film / TV producers,
music industry



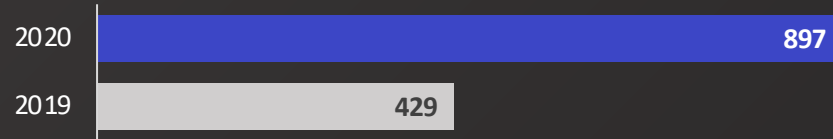
NEW PARTNERSHIPS IN FILM AND
MUSIC

TRANSFORMED FUNDAMENTALS

-H1 2020-

FINANCIAL SUMMARY

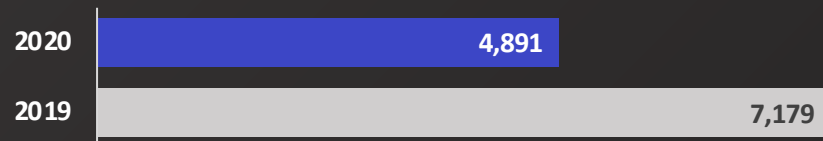
H1 Revenue
£897k +109%



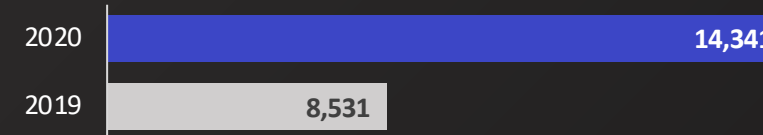
H1 Cash consumption
£4,487k -24%



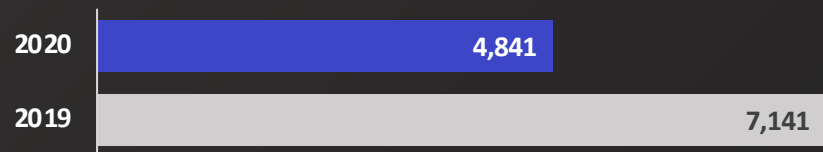
H1 Operating loss
£4,891k -32%



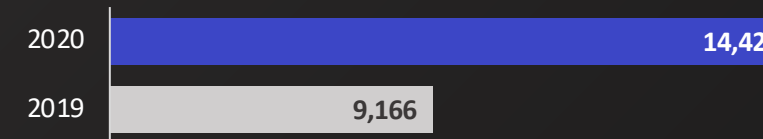
H1 Net Assets
£14,341k +68%



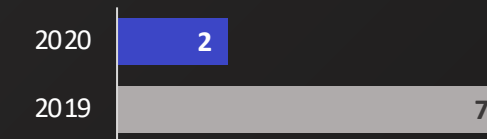
H1 Loss for the period
£4,841k -32%



H1 Cash & cash equivalents
£14,428k +26%

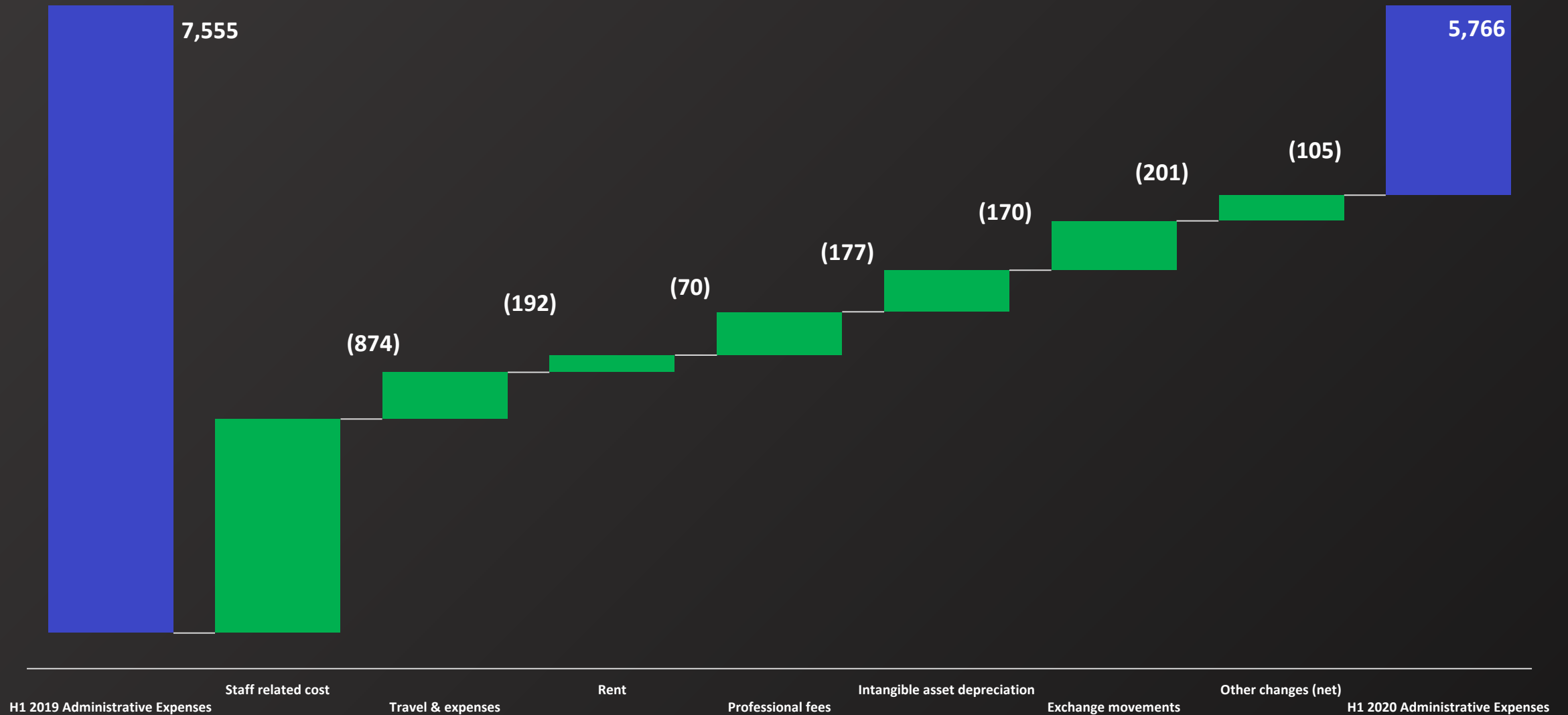


H1 Loss per share (p)
(2)p -71%



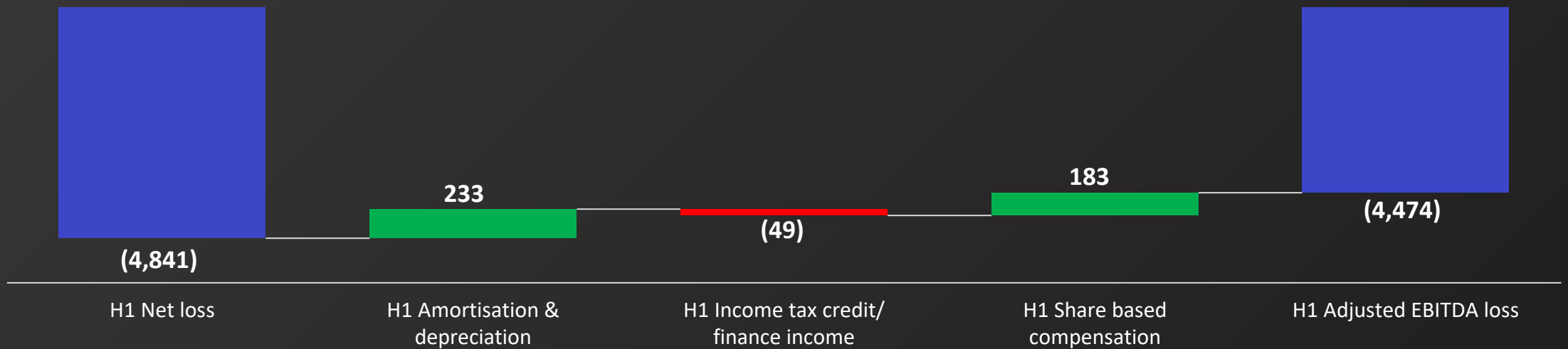
DRIVING COST EFFICIENCIES

Administrative Expenses H1 2020 versus H1 2019 £ 000

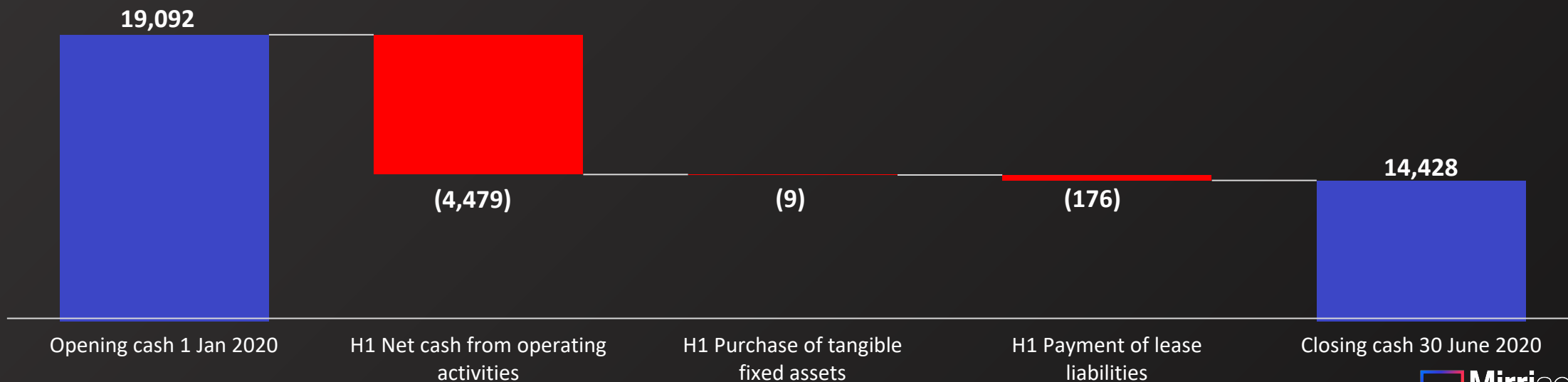


EBITDA LOSS AND CASH BRIDGE

EBITDA Bridge H1 2020 £000

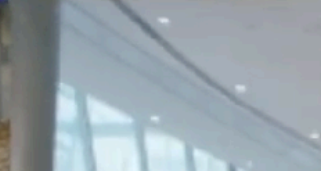
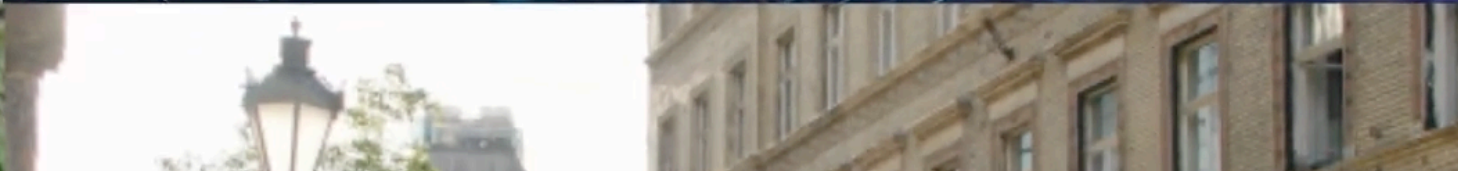
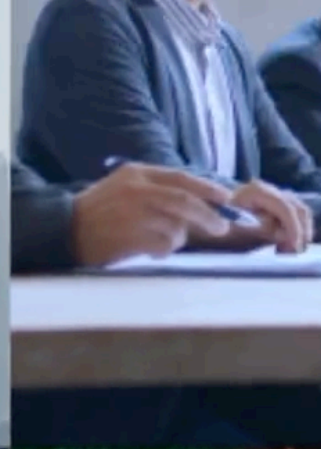


Cash Bridge H1 2020 £000



ACCELERATING THROUGH CHALLENGING TIMES

-H1 2020-



A LEGACY ADVERTISING MODEL BEYOND THE POINT OF RETURN

Perceptions • 70% Globally find ads annoying (i)

Avoidance • 61% Globally skip ads (ii)

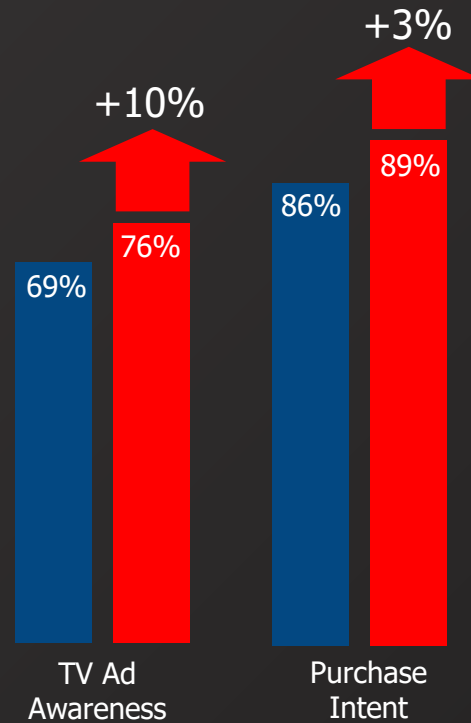
Impact • ~33% of a US TV spot will not get any attention (iii)

Escape: • 65% increase in streaming Apr vs Mar 2020 (iv)

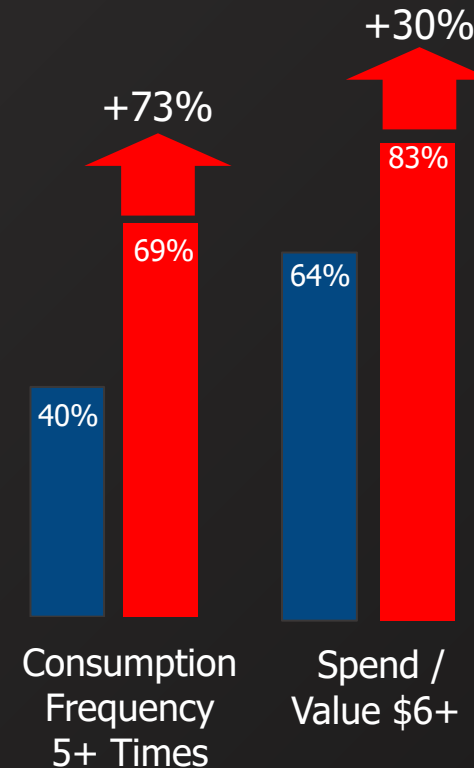
2022 vs 2018:
Impact of linear TV
commercials down 55 % for
16-24 (v)

NOW REDEFINING SUCCESS

Adding Mirriad to TV campaign significantly lifts brand KPIs



Adding Mirriad to TV campaign significantly lifts sales



Leading Global
Food and Beverages Brand
(USA, Nielsen, Kantar)

Source: Kantar 2020 Awareness + Purchase Intent base = Consumers of product 7+ times a fortnight // Exposed to TV Spot or Mirriad matched to TV Spot

■ TV Spot + Mirriad
■ TV Spot

 Mirriad

MATCH-FIT FOR OUTSTANDING OPPORTUNITIES AHEAD -H2 2020-

KEY OBJECTIVES

1. Expand partner footprint including Tier 1, drive adoption with advertisers, exploit new sources of content for scale
2. Extend business model to include a direct-to-advertiser/agency marketplace approach
3. Bring next level solutions to market to further establish Mirriad as the leader in new generation brand and advertising experiences



THE ADVERTISING SOLUTION FOR A NEW ERA

SHARES: INCREASING LIQUIDITY

- The US market is the key driver of future company growth. An increased base in the US aligns with our strategy and focus on further building shareholder value
- The upgrade to a US OTC Market listing – home of brands like Adidas, Danone, Heineken and Publicis – will allow global investors to trade Mirriad shares
- Broker-Dealers in US will now be able to trade Mirriad shares

SUMMARY

- Guaranteed revenue base and good capital reserves
- High engagement with tier one entertainment companies and key international advertisers
- Additional direct to Advertiser/Agency revenue initiative
- Strategic investor marketing drive
- Company at a key stage in its development



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