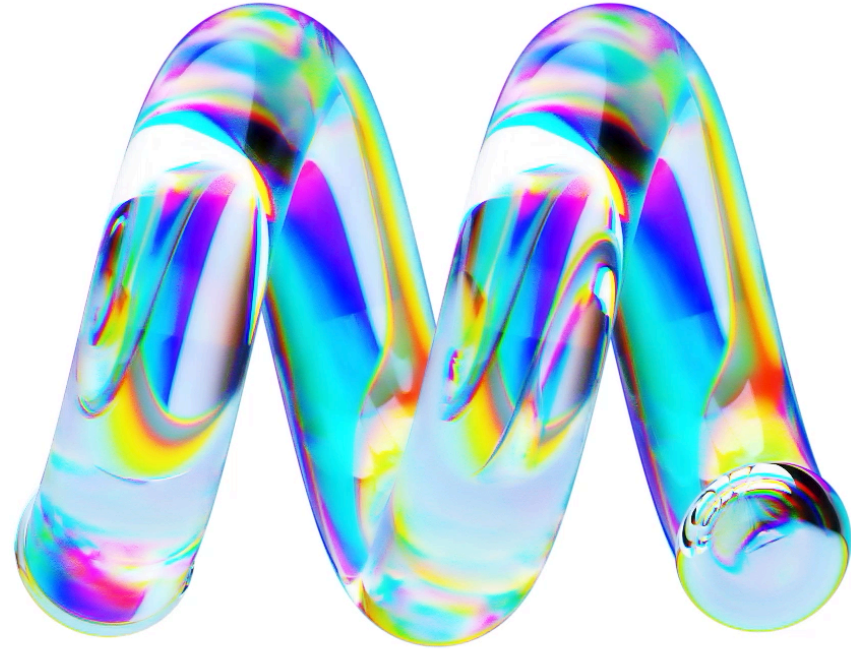


MIRRIAD

**LEADING
IN-CONTENT ADVERTISING**



2020 ANNUAL RESULTS WEBINAR

12. MAY 2021

SPEAKERS

John Pearson, Non-Executive Chairman:

Joined Mirriad Board in October 2017. Chairman since 2018. John has a long history in commercialisation of media properties and general business development of rapidly growing companies. Previous expertise includes CEO of Virgin Radio and Virgin Radio International, director of Ginger Media, chairman of Shazam and co-founder of World Architecture News.

Stephan Beringer, Chief Executive Officer:

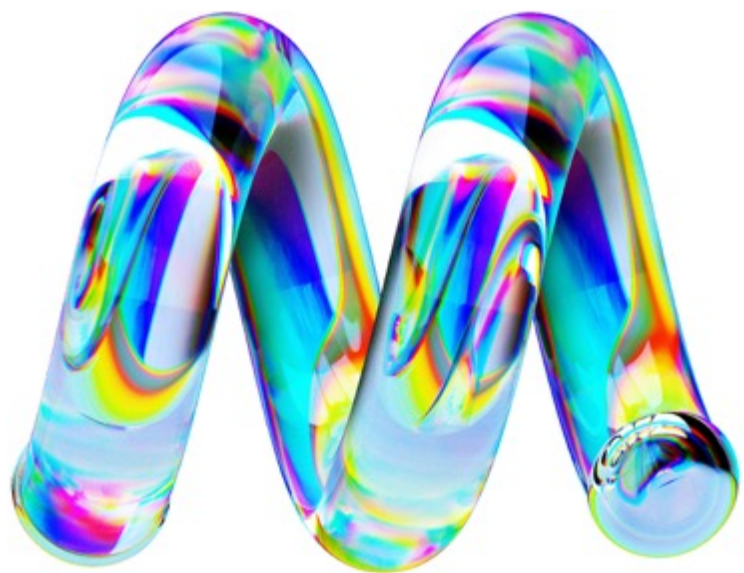
Joined Mirriad Board in October 2018. Prior to Mirriad, Stephan pioneered change as President of Data, Technology and Innovation at advertising giant Publicis. Previous expertise includes CEO of VivaKi, Chief Growth and Strategy Officer for the Digital Technologies Division of Publicis Groupe, International CEO for Digitas and Razorfish, as well as Global Chief Strategic Officer and President of Tribal DDB EMEA.

David Dorans, Chief Financial Officer:

Joined Mirriad Board in December 2017 following a career in the broadcasting and technology sector. Previous expertise includes Chief Financial Officer at Mindshare UK, Chief Financial Officer of YouView, Head of Distribution and Broadcast Technology at Channel 4 and General Manager of UKTV. David is a fellow of the Institute of Chartered Accountant in England and Wales having qualified with Coopers and Lybrand (now PwC).

AGENDA

- 2020 - Financial results
- 2021 - YTD: Accelerated deployment
- 2021 - Outlook: Sustained momentum and growth
- Q&A

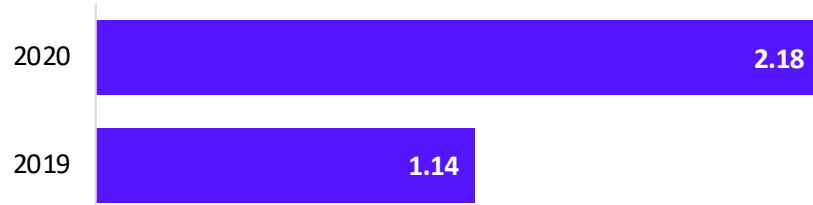


MIRRIAD

2020 FINANCIAL RESULTS

FINANCIAL SUMMARY

Revenue + 91%
£2.18M



Operating loss -25%
£9.09M



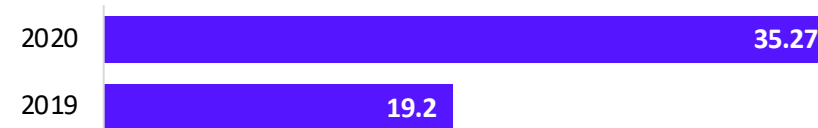
Loss for the period -25%
£9.06M



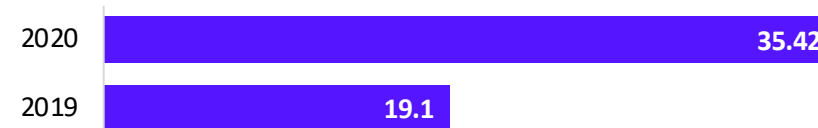
Cash consumption -27%
£8.08M



Net Assets +84%
£35.27M



Cash & cash equivalents +85%
£35.4M

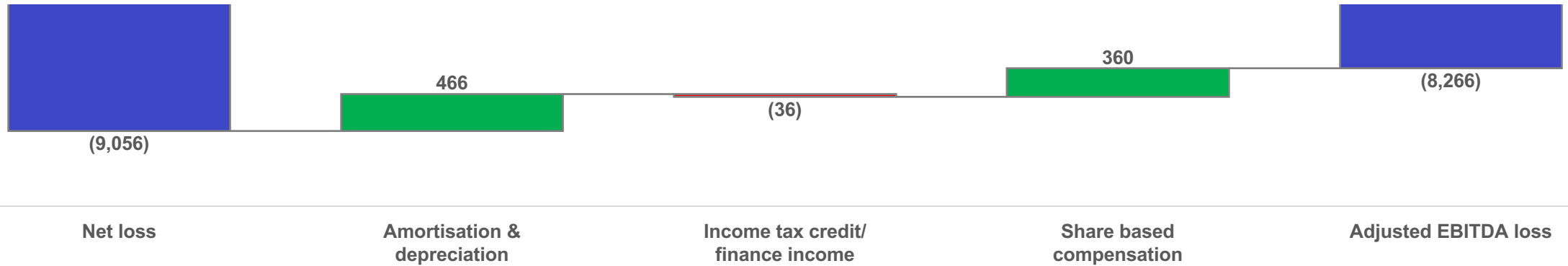


Loss per share -50%
(4)p

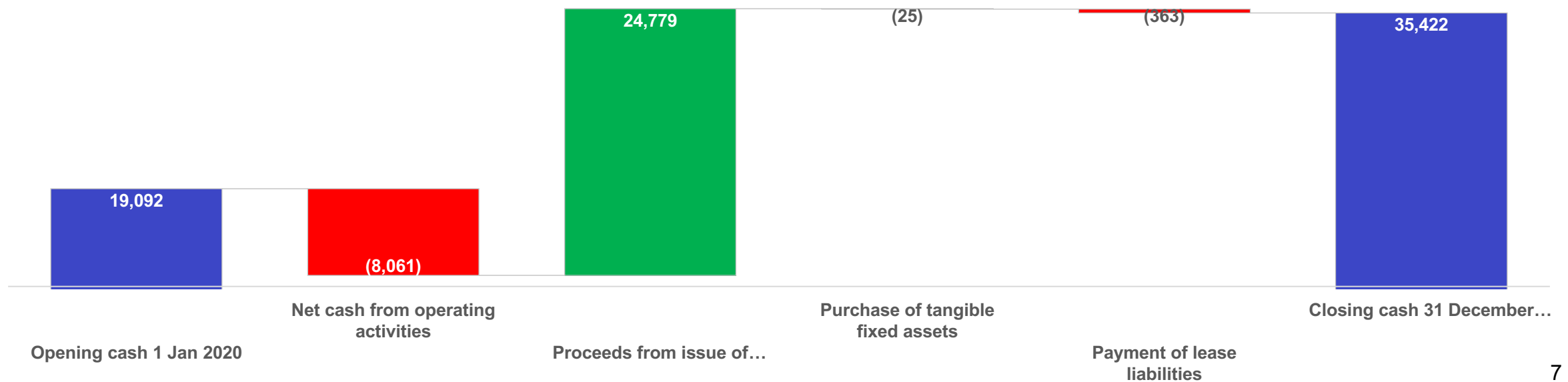


EBITDA LOSS AND CASH BRIDGE

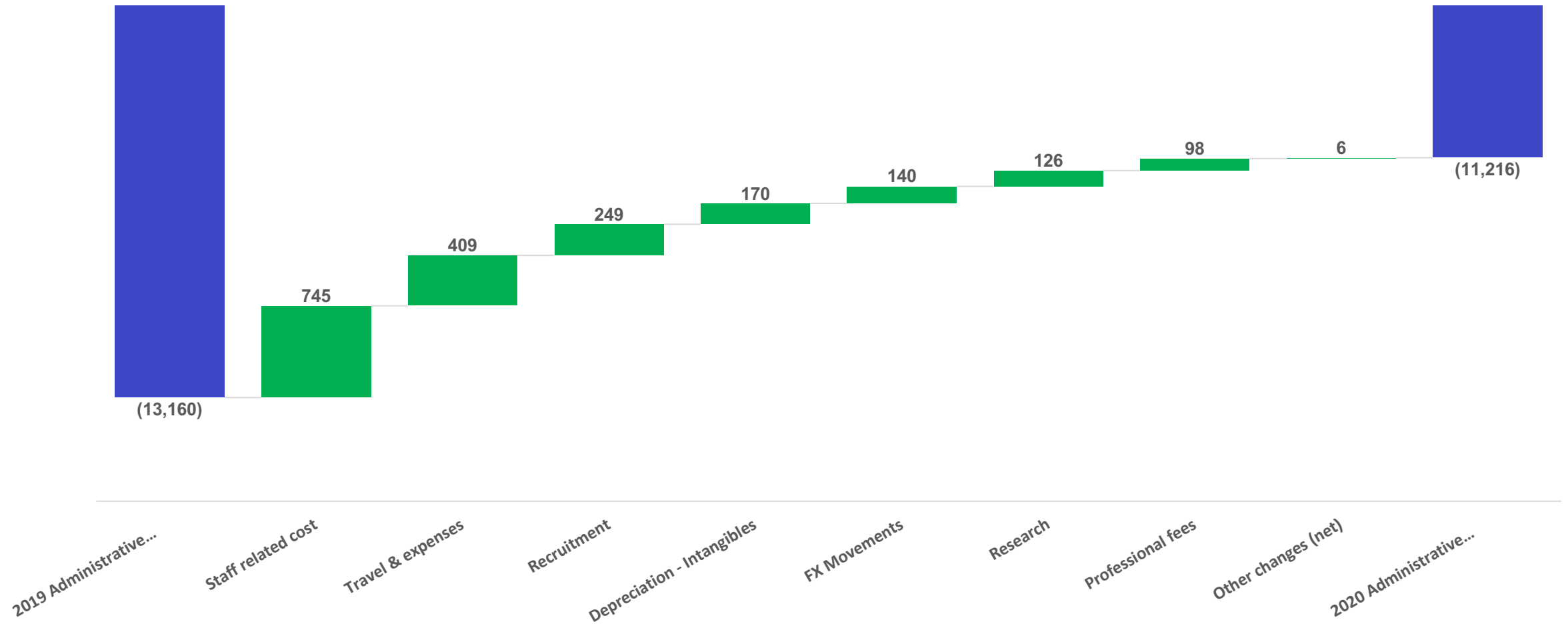
EBITDA Bridge 2020 £000



Cash Bridge 2020 £000



ADMINISTRATIVE EXPENSES BRIDGE

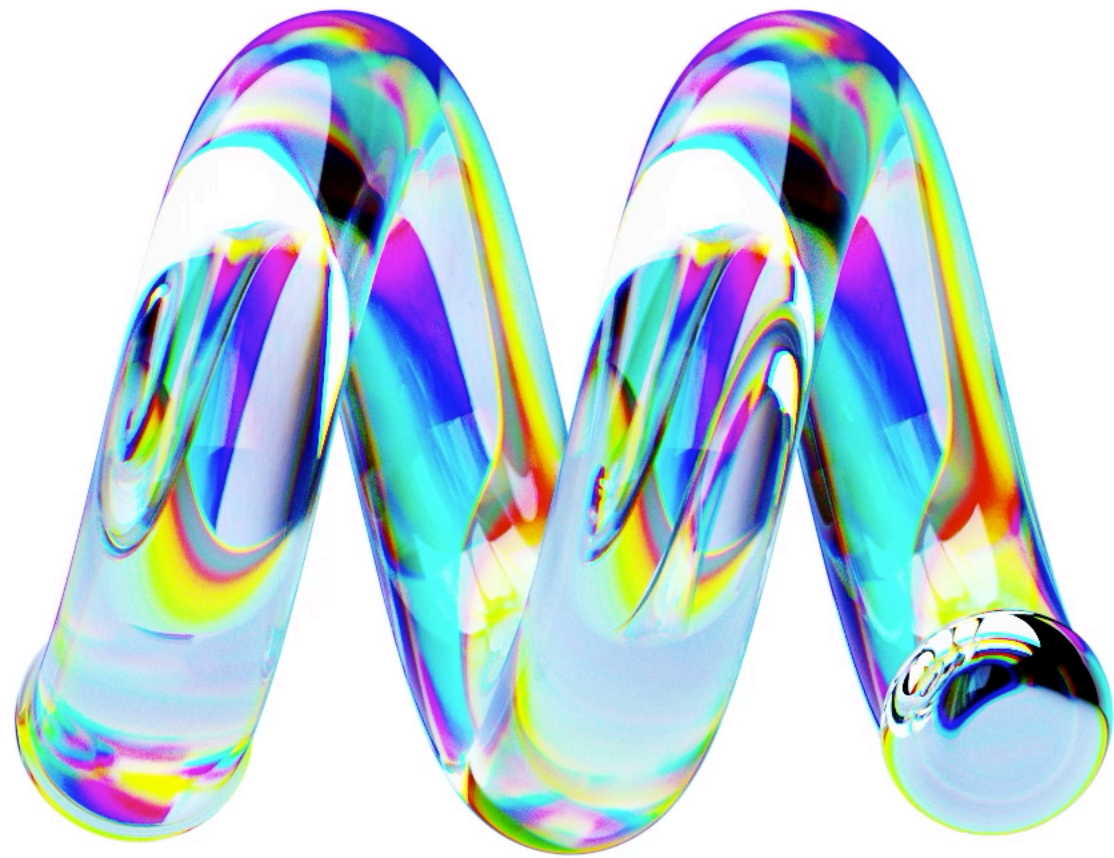




2021 YTD

ACCELERATION ON STRATEGY

Sales x demand x inventory x platform/tech



2021 YTD: ACCELERATION ON STRATEGY (1)

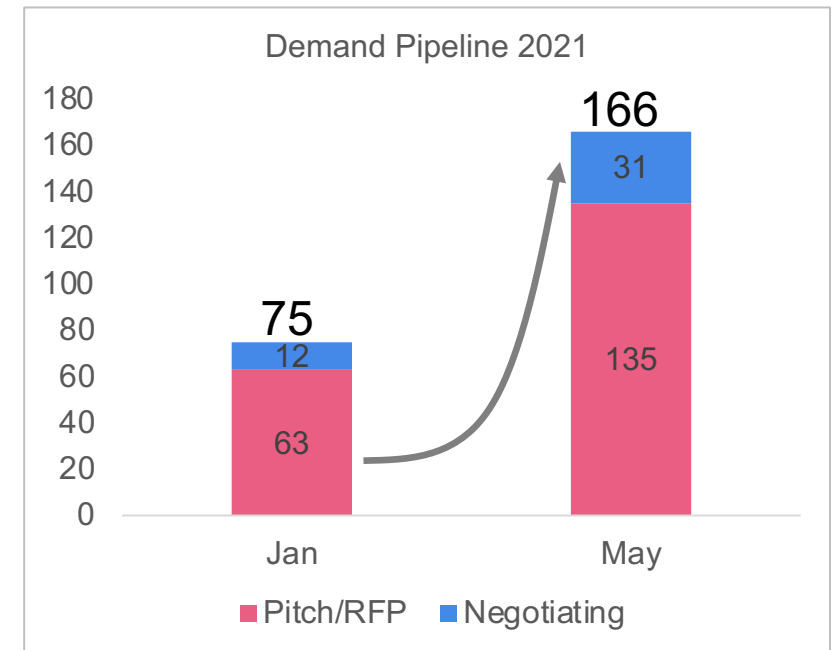
Sales organisation and systems to drive scale

- Global Chief Revenue Officer
- Additional US VP of sales, external US sales force
- CRM/sales platform
- Inventory and campaign planning platform
- Music Alliance platform

2021 YTD: ACCELERATION ON STRATEGY (2)

Increasing demand, higher average deal sizes

- Significant opportunity pipeline after slow first 90 days
- Negotiating largest campaigns ever for Mirriad together with Tier 1 partner in the US
- Average US deal sizes YTD up 300% vs Q4 2020
- Partnership agreement with leading F&B company in the US: Across TV, VOD, Music, Sports
- Negotiating partnership with leading US agency group



MULTI BRAND PARTNERSHIP AGREEMENT

Agreement follows successful trials driving increased performance (awareness, purchase intent and sales volumes)

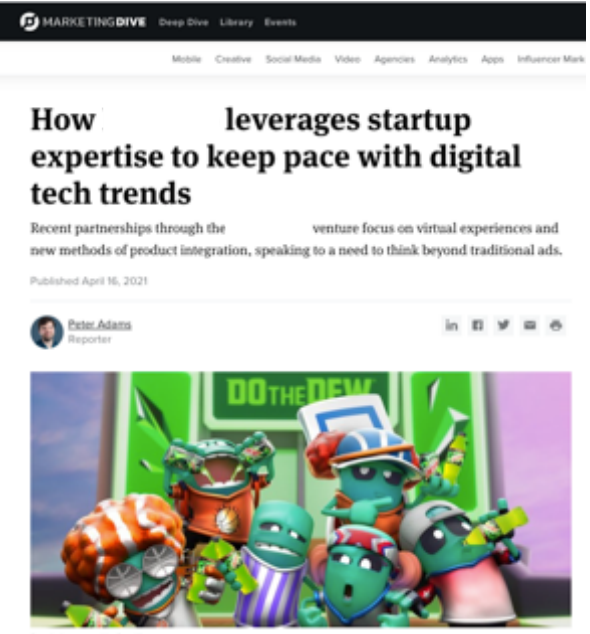
In-content campaigns

- Across brand portfolio

- Across scripted entertainment and music, pushing live and sports in the US

Mutual commercial framework geared to growth with additional content and marketing partners

Global expansion



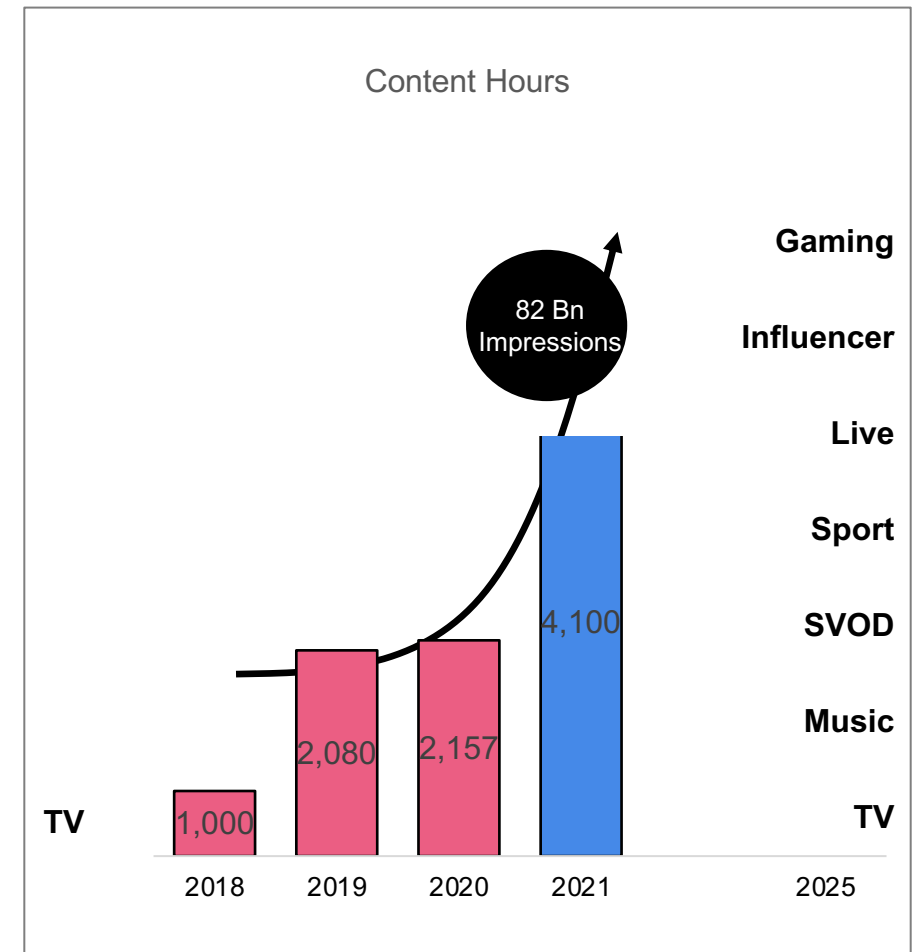
The screenshot shows a webpage from Marketing Dive. The header includes the logo and navigation links: 'Mobile', 'Creative', 'Social Media', 'Video', 'Agencies', 'Analytics', 'Apps', and 'Influencer Mark'. The main headline is 'How [redacted] leverages startup expertise to keep pace with digital tech trends'. Below the headline is a sub-headline: 'Recent partnerships through the [redacted] venture focus on virtual experiences and new methods of product integration, speaking to a need to think beyond traditional ads.' The article is dated 'Published April 16, 2021' and is written by 'Peter Adams, Reporter'. The featured image shows several colorful, stylized characters in a virtual environment, with a sign in the background that says 'DO THE NEW'.

"Similar to challenges in media fragmentation — cord-cutting, cord-nevers, people just leaning into SVOD platforms that don't offer traditional ad placements — Mirriad offers a solution where we can connect with our consumers in the content that they're actually already engaged in,"

2021 YTD: ACCELERATION ON STRATEGY (3)

Exploiting content partnerships and adding new opportunities

- Inventory build across 174 content properties, 15.000+ advertising opportunities (avails) in US alone
- Expanding content portfolio (+50 new properties in the US alone)
- Finalising 2Y contract with Tencent, launching audience-based buying in H2, rev share
- 2 new partnerships in the US, 7 in discussion, current US roster of 13 including music
- Signed partnerships with 4 international film studios
- Negotiating with International sports marketing group



2021 YTD: ACCELERATION ON STRATEGY (4)

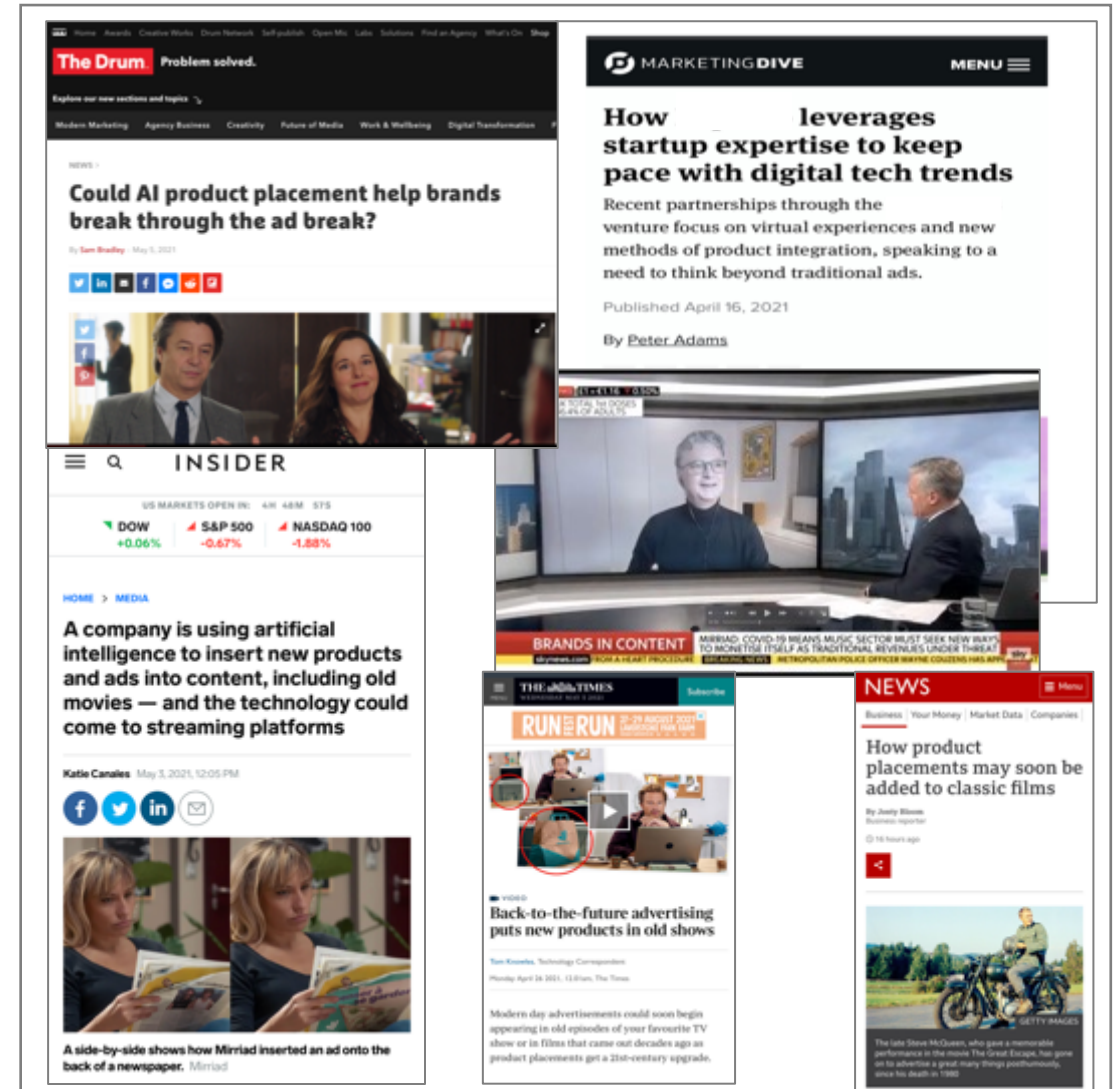
Building the leading in-content advertising platform

- New CTO (Feb)
- Platform strategy for full scale
- New developments
 - Campaign and inventory planning platform
 - Music Alliance platform
 - Additional scene finder functionalities
 - Successful testing of Live-Experience, preparing test in live match
- Audience based/addressable solution in development

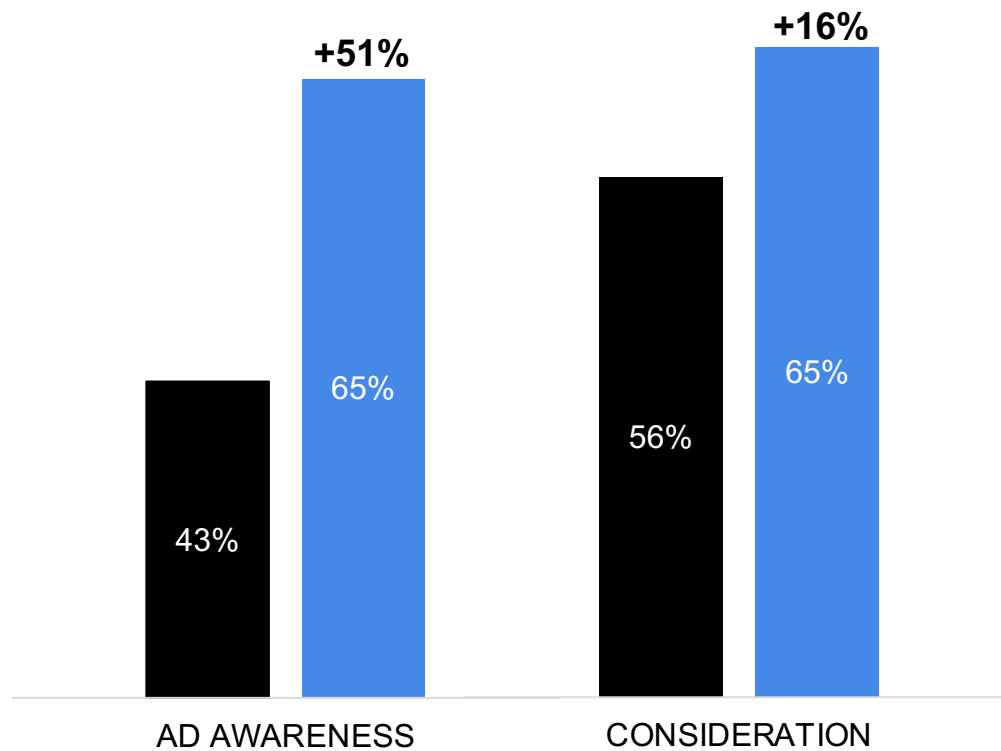
2021 YTD: ACCELERATION ON STRATEGY (5)

Leadership position with high profile and reputation

- Significant global awareness with Sky, BBC Business, The Times, The Drum, Business Insider: “Mirriad leads and delivers”
- Additional awareness gain in the US through OTC QX listing and F&B company announcement
- New research confirming unprecedented KPI lifts:
 - Awareness +56%
 - Purchase intent + 12%
 - Consumption: +65%



OUTSTANDING RESULTS ARE CONSISTENT

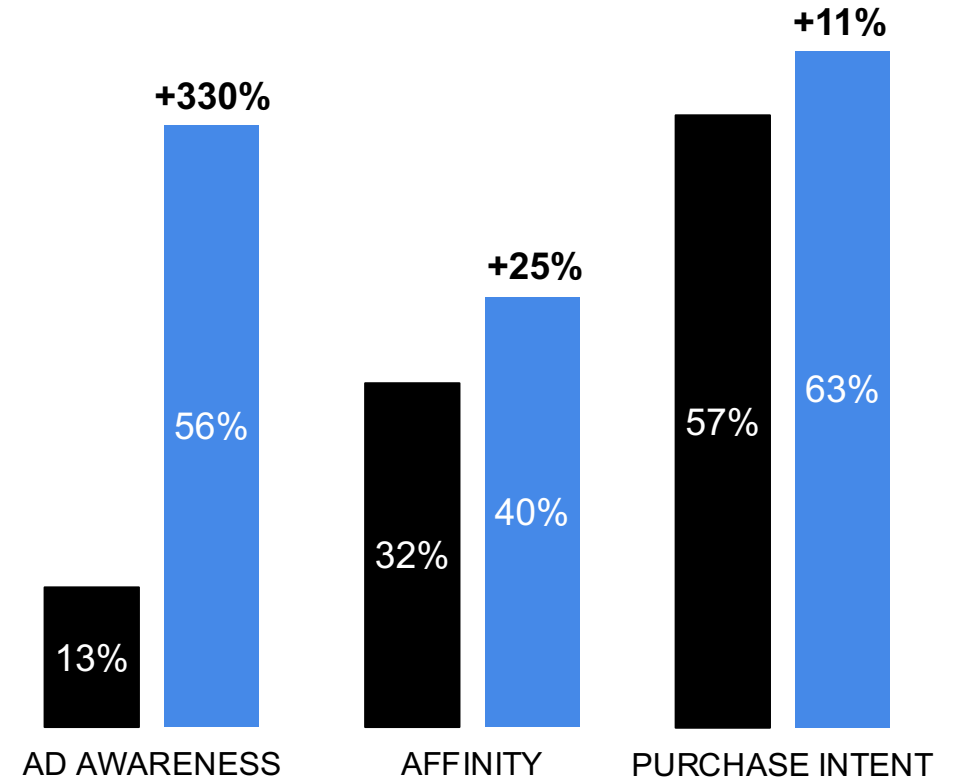
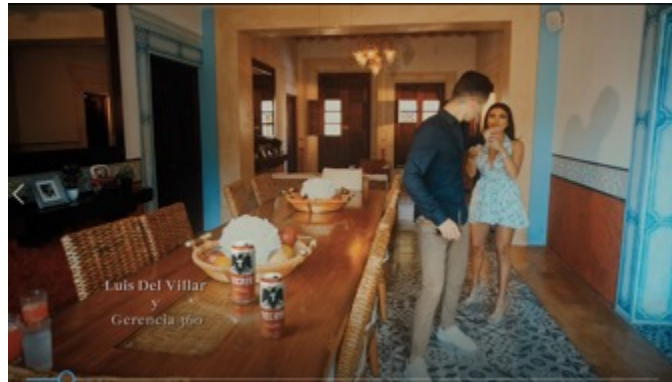


Exposed Mirriad
Control

Source: Kantar, Toluna, Tencent averages across 9 campaigns



A (NEW) CLASS OF ITS OWN: MUSIC VIDEOS



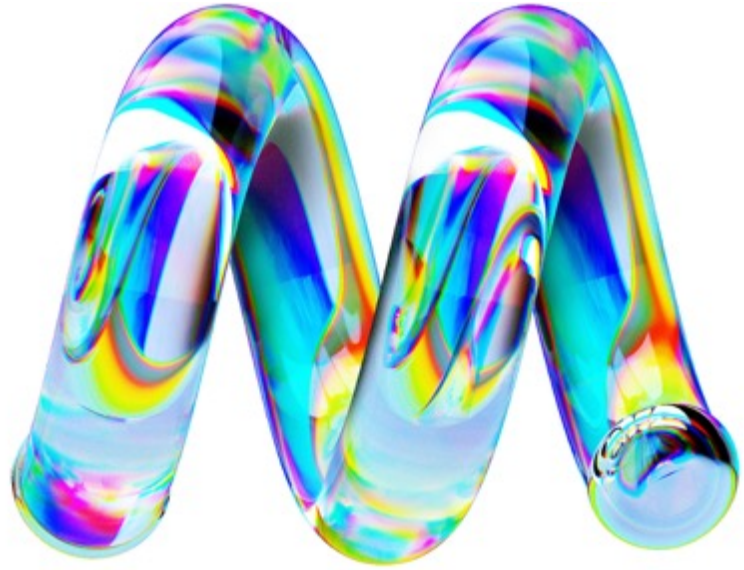
Kantar



YouTube Giovanni Ayala music video

Mirriad
Unexposed





MIRRIAD

2021 OUTLOOK

2021 OUTLOOK: MOMENTUM AND GROWTH

1. Sales acceleration

- Funnel load
- Data enablement
- Sales platform

2. Demand drive

- Partnerships (advertisers, agency groups)
- ARR, average deal/opportunity sizes

3. Inventory and partnerships expansion

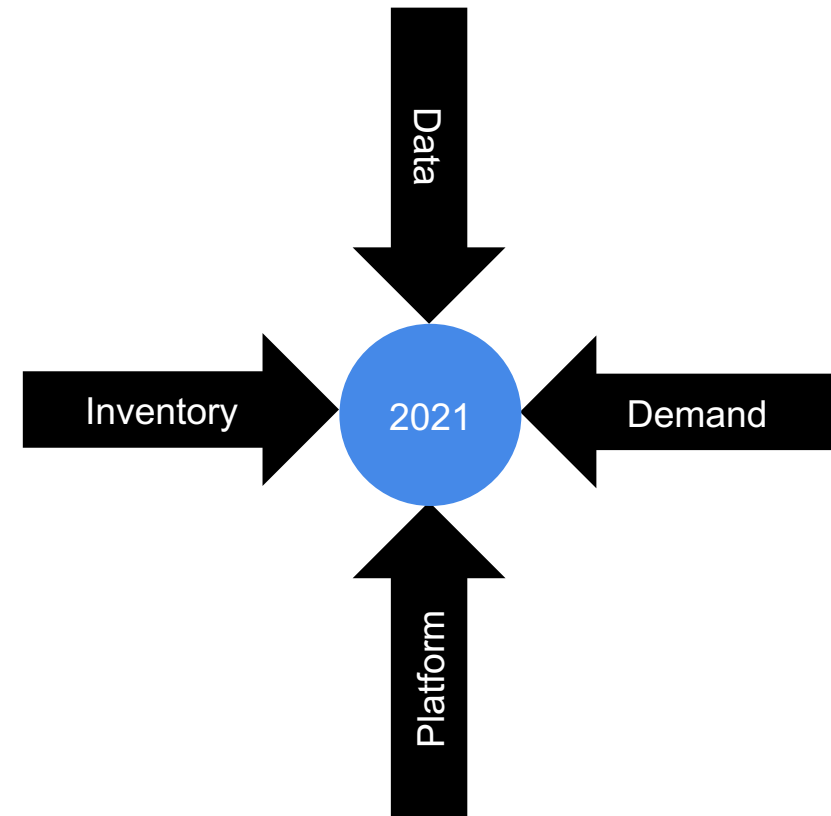
- Content breadth and inventory extraction
- Tier 1 US, sports leagues, film studios

4. Platform and technology progression

- Audience based buying, data platform
- Live / real-time
- Partnerships

5. Leadership position

- Marketing and comms



2021: EXPECTED TAILWINDS AND GROWTH DRIVERS

Advertising spend rebound



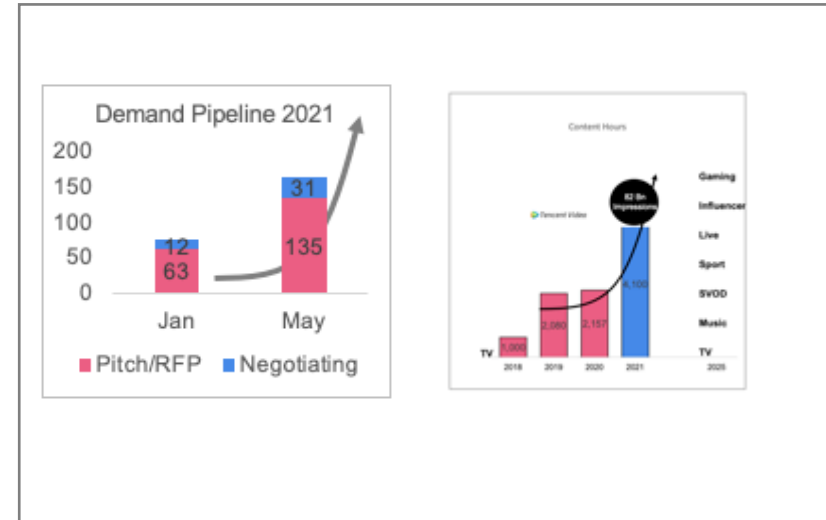
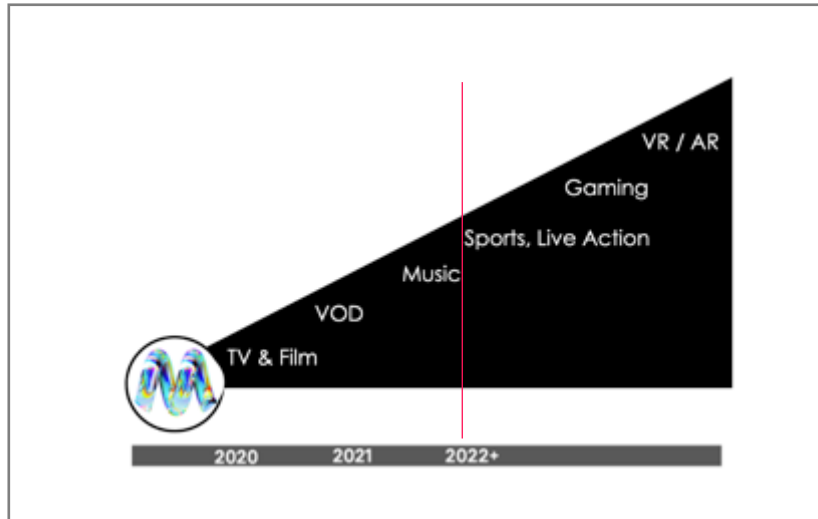
Growing need for new era in audience engagement



Looming end of cookie-based targeting



2021 OUTLOOK: THE TIPPING POINT

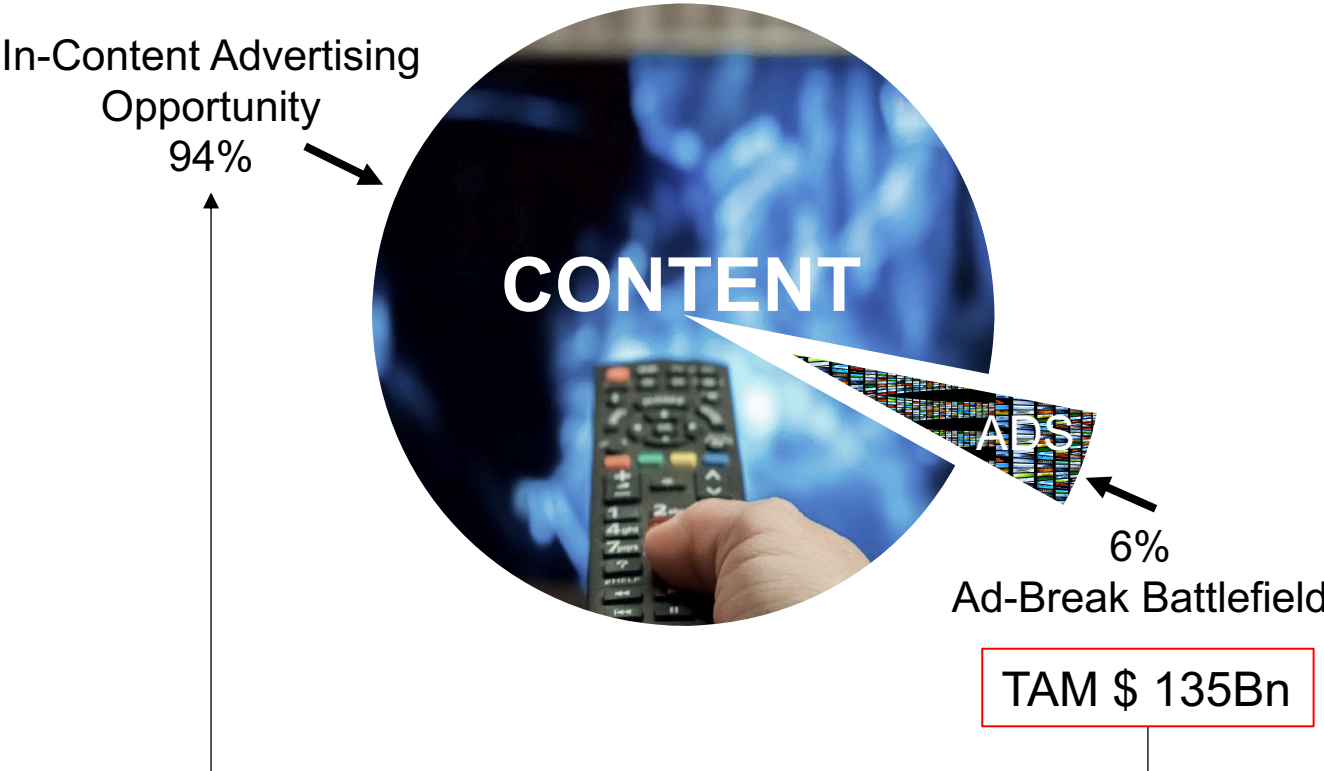


A screenshot of a website advertisement for 'MUSIC ALLIANCE'. The main headline is 'JOIN THE MEDIA REVOLUTION'. Below the headline, it says 'Discover Miriad's in-content advertising solution, delivered in the hyper relevant environment of today's hottest music videos'. A 'Request Access' button is visible. At the bottom, three statistics are displayed: 82B Views, 3.1K Artists, and 12 Genres.

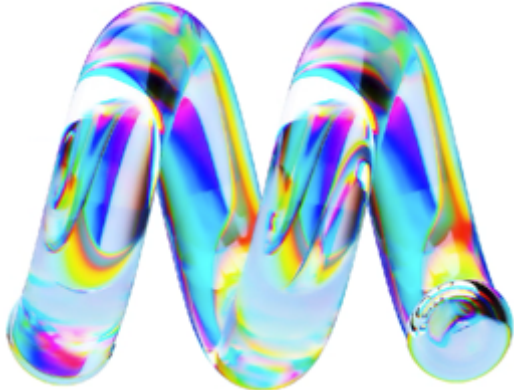
A collage of research articles from eMarketer and Digiday. The top article is from eMarketer titled 'The dominance of ad-free streaming poses marketing problems' with a line chart showing market share trends. Below it are two articles from Digiday: 'Google Just Dropped Another Privacy Bomb on Independent Ad Tech' and 'Surviving the Cookie Apocalypse'. To the right is another Digiday article titled 'Digiday Research: Contextual targeting will have its renaissance'.

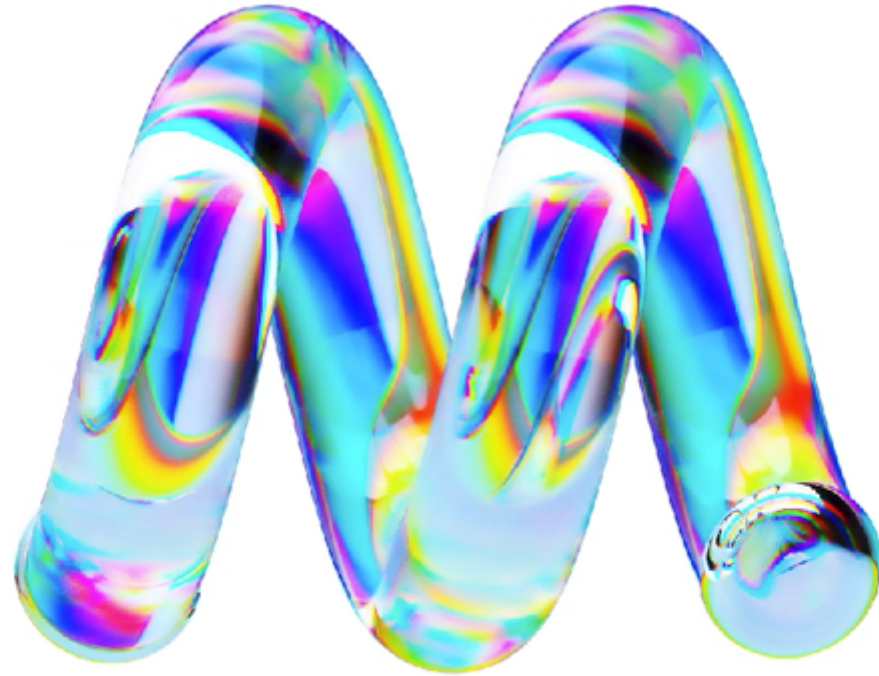
VIDEO CONTENT ITSELF REPRESENTS THE SINGLE BIGGEST OPPORTUNITY TO REACH AND ENGAGE AUDIENCES

6 HOURS / DAY AVERAGE TIME ON VIDEO



QUESTIONS





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