

MIRRIAD

THE WORLD'S LEADING IN-CONTENT ADVERTISING
PLATFORM

SPEAKERS

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.

Ryan Mendy, Investor Relations & BD:

Joined Mirriad in Q4 2019 to help with the Board's strategic reset and growth plan. Helping the business scale opportunities and attract valuable long-term growth investors. With over 20 years experience from the likes of Lehman Brothers, WestLB, Goldman Sachs and Numis working in London and New York, Ryan has successfully researched, predicted and marketed over 150 equity fund raisings/roadshows, corporate spinoffs and M&A situations. Including ASOS, Amazon, Liberty Media, Pfizer, Madison Square Gardens and Vivendi.

UNLEASHING ADVERTISING IN TV, VIDEO AND VOD CONTENT

Academy Award winning technology, first used in feature films

Establishing in-content advertising format across platforms

Expanding into addressable and real-time/live



Video 1

MIRRIAD: LEADING THE NEW PARADIGM

BREADTH OF CONTENT PARTNERS

Working with over 40 partners worldwide including biggest players in the industry across TV, VOD, Influencer, Sports

WORKING WITH LARGEST ADVERTISERS AND AGENCIES

Delivering in-content campaigns to category leaders in Automotive, Telco, Food & Beverages, Luxury, FMCG, FSI

NEW LEVELS OF ADVERTISING IMPACT

Key KPIs with unprecedented uplifts, from awareness to consumption and sales

UNRIVALED DATA INTELLIGENCE FOR IN-VIDEO ADVERTISING, PROTECTED TECHNOLOGY

29 patents granted + 12 pending. Over 1500 objects, 400 locales, 25 core emotions and more



ADDRESSING THE CHALLENGES IN BROADCAST AND VIDEO ADVERTISING

BRANDS

Shift to more ad free/ light
video environments

1

Overall decline in (linear)
ad viewing

Disruption of 3rd party
data ecosystem & rise of
more walled gardens

2

Present day targeting
strategies unsustainable

Ad clutter, over-exposure
ad fatigue, ad avoidance

3

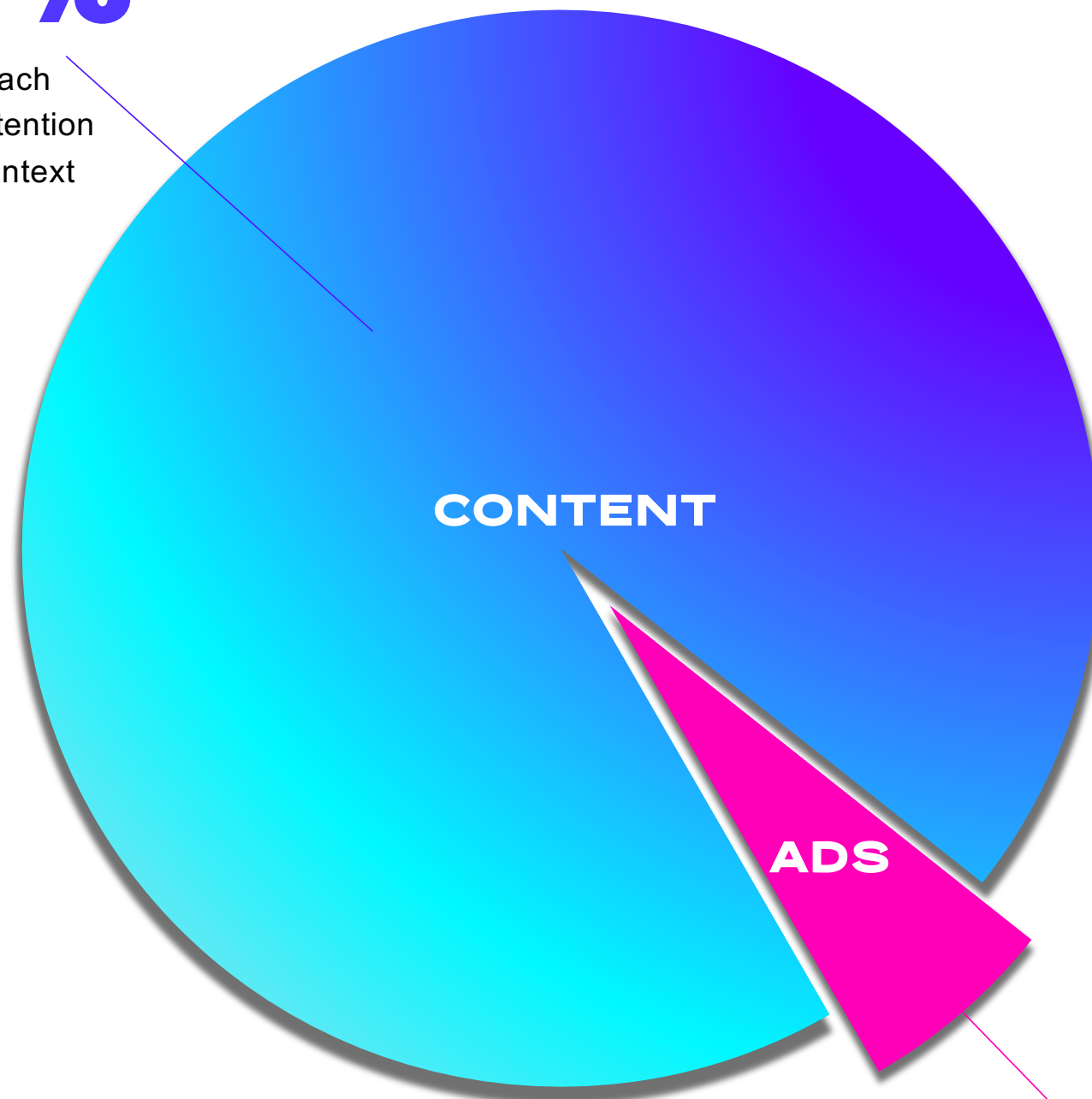
Disproportionate investments to
drive preference and differentiation

MARKETS /AUDIENCES

94%

Untapped reach
Untapped attention
Untapped context

6 hours / day average time on video



CONTENT

ADS

6%

The ad-break battlefield

TAM \$ 135Bn

IN-CONTENT ADVERTISING - THE NEW OPPORTUNITY

- Schedule in-content advertising as you would any media buy
- Scale across an almost infinite range of content
- Engage with viewers in ad free environments when they're most engaged - brand-safe, skip-safe
- Better results for advertisers, net new revenue for content owners, great experience for viewers

A UNIQUE AND PROTECTED TECHNOLOGY

29 PATENTS GLOBALLY

Covering key components e.g. continuity, dynamic segment insertion, content valuation

Mirriad

Broadcasters
Video platforms

**ORIGINAL
CONTENT**

Advertisers and
Agencies

**CAMPAIGN
ASSETS**

CONTENT ANALYSIS
(CONTEXT, ATTENTION, EMOTION)
&
BRAND INTEGRATION
(RENDERING, VERSIONING)

Content/Adservers

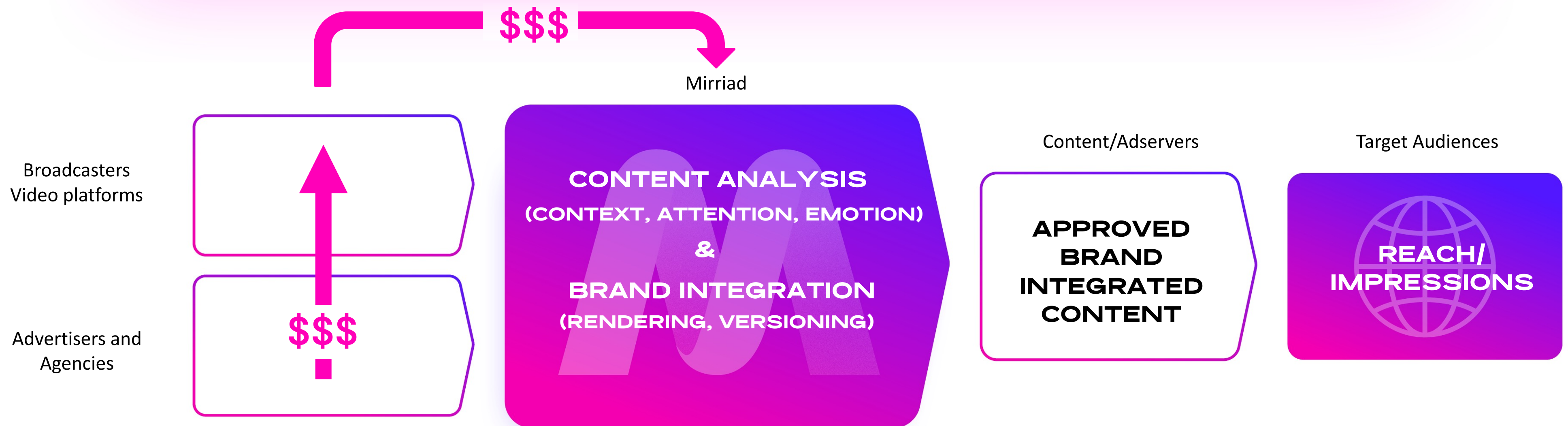
**APPROVED
BRAND
INTEGRATED
CONTENT**

Target Audiences

**REACH/
IMPRESSIONS**

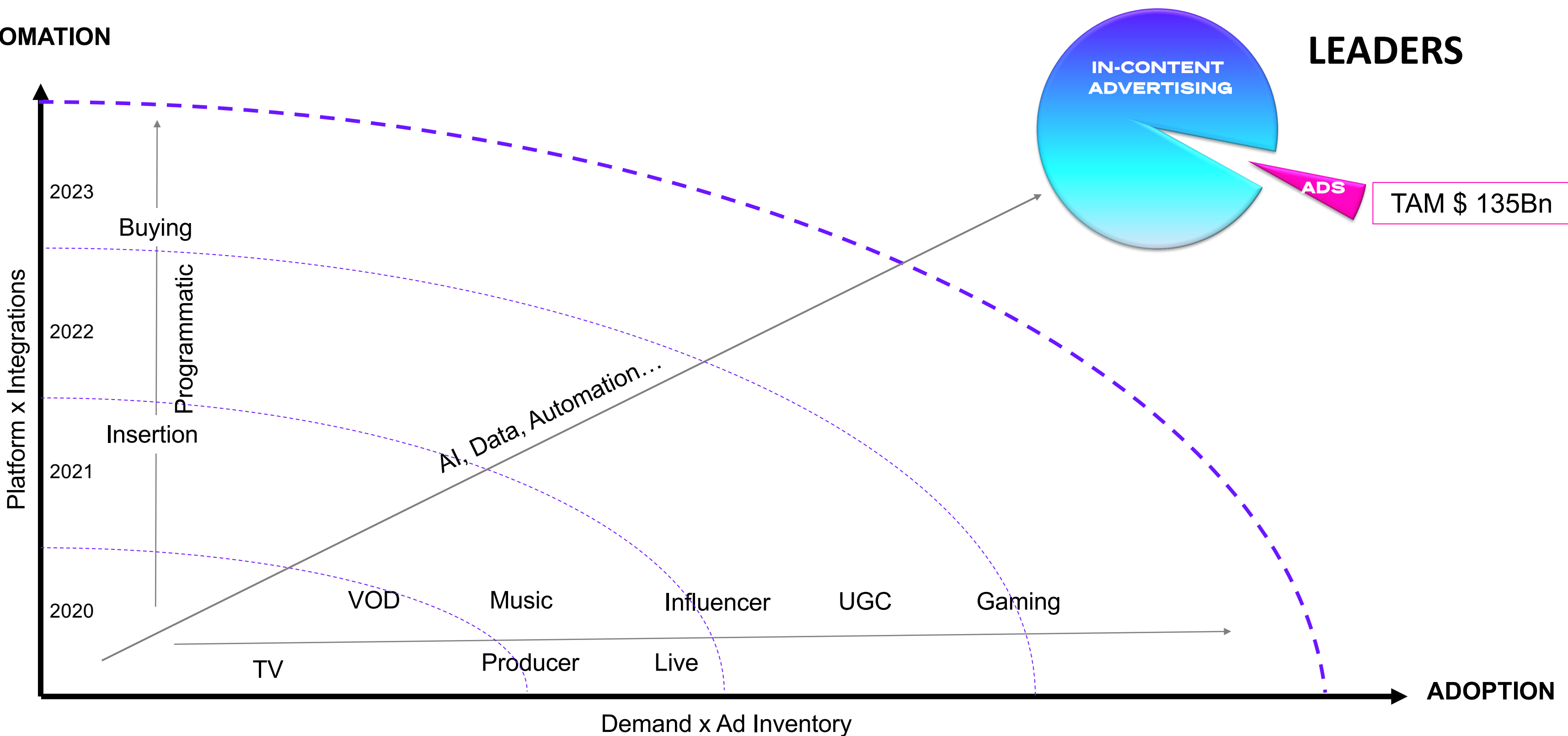
DRIVING NEW VALUE

In-content inventory is a new revenue stream for content owners and distributors



OUR STRATEGY FOR SCALE

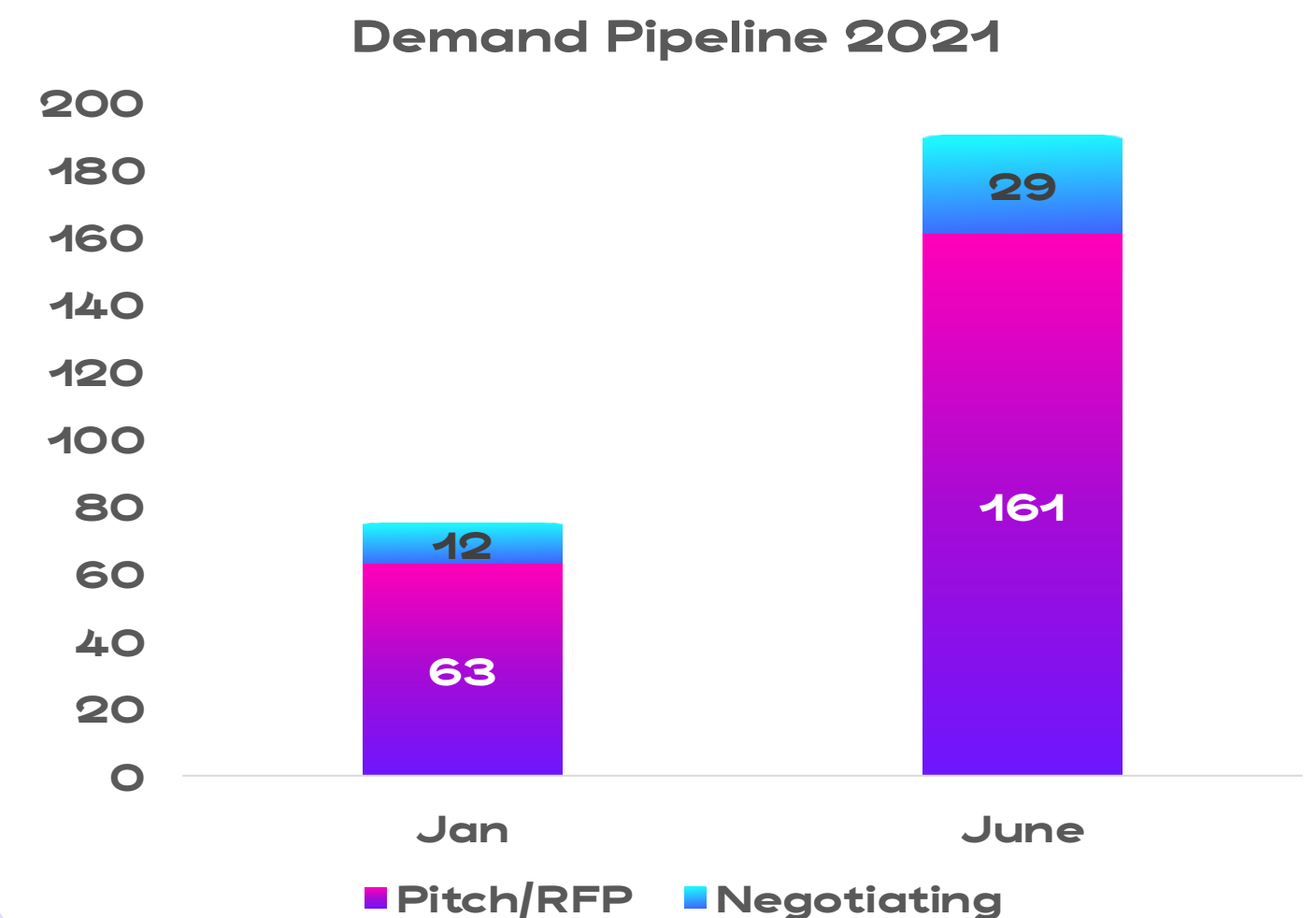
AUTOMATION



2021 YTD: ACCELERATION ON STRATEGY (DEMAND)

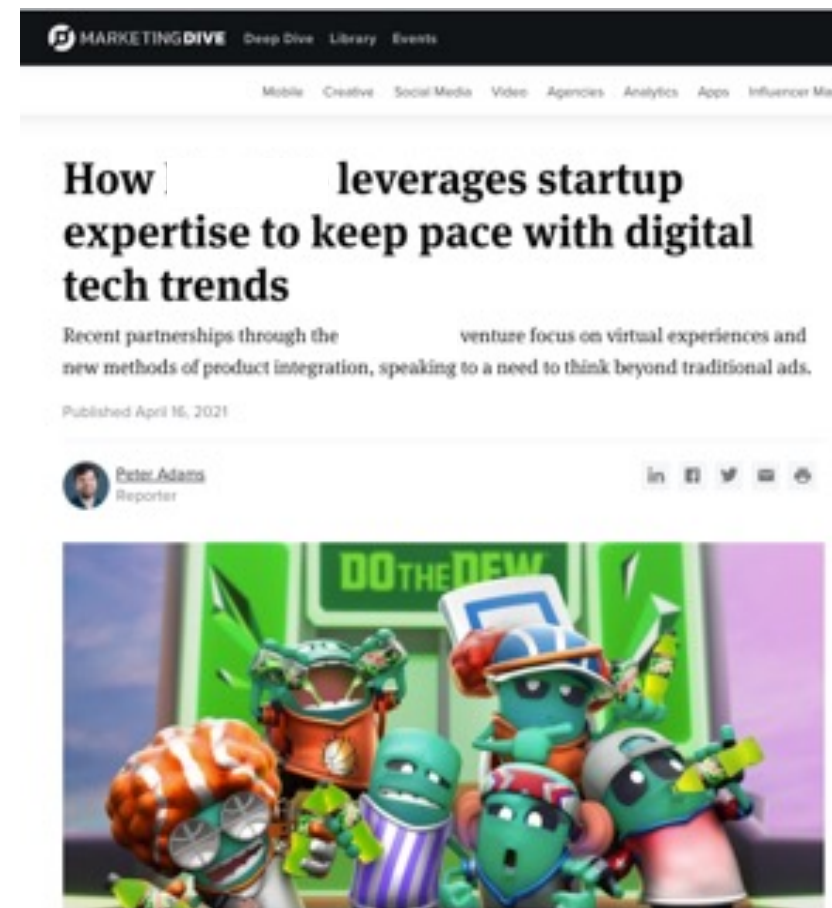
Increasing demand, higher average deal sizes

- Significant opportunity pipeline after slow first 120 days: 161 in pitch/proposal, 29 in negotiation
- Average US deal sizes YTD up 300% vs Q4 2020 with largest H1 2021 deal 360% larger than the largest deal in H1 2020
- Signed partnership with leading F&B company in the US: Across TV, VOD, Music, Sports
- Signed partnership with leading US agency group, more partnerships in discussion



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

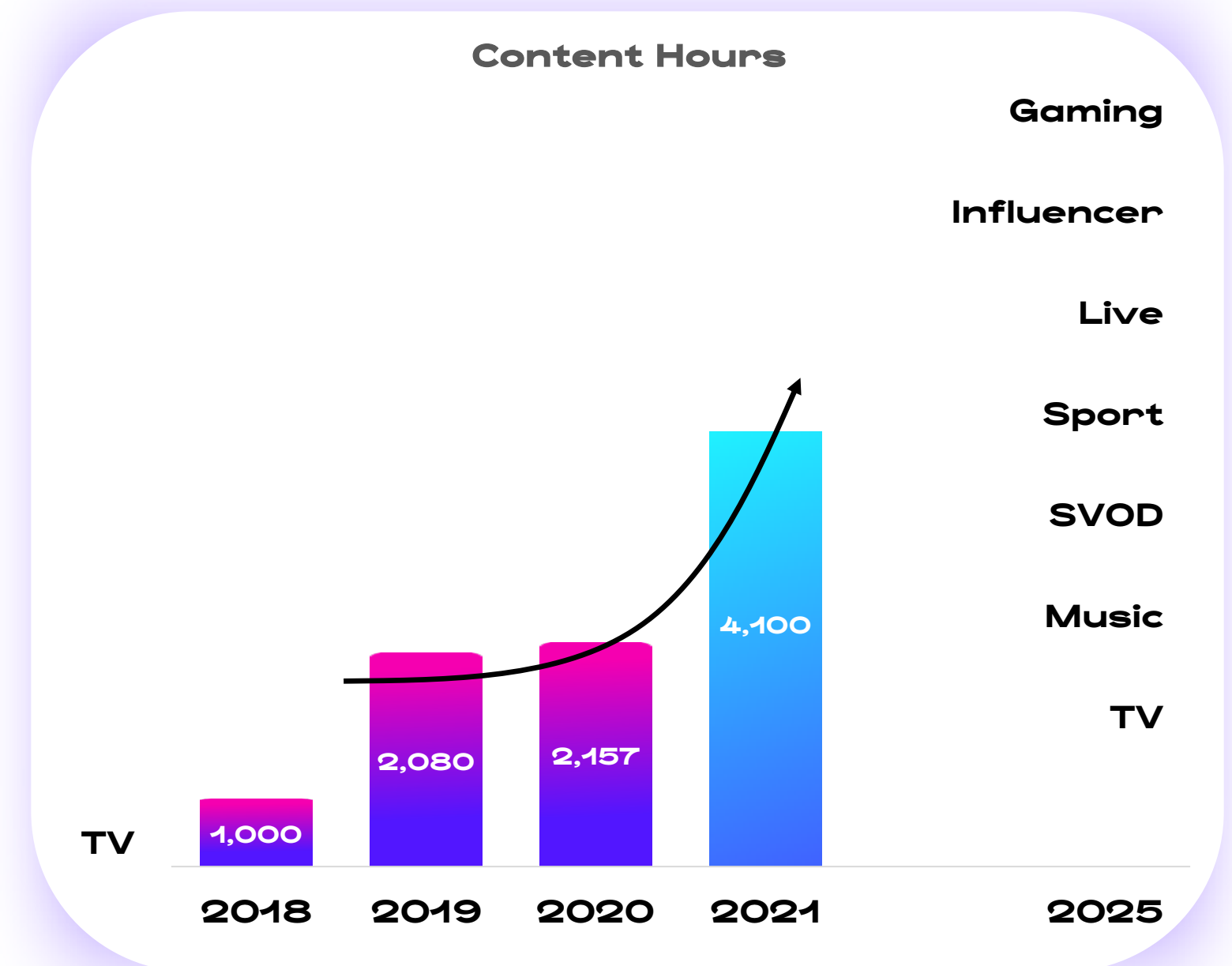


"Similar to challenges in media fragmentation — cord-cutting, cord-nevers, people just leaning into SVOD platforms that don't offer traditional ad placements — Mirriad offers a solution where we can connect with our consumers in the content that they're actually already engaged in,"

2021 YTD: ACCELERATION ON STRATEGY (SUPPLY)

Exploiting content partnerships and adding new opportunities

- Expanding content portfolio (+50 new properties in the US alone), ability to deliver billions of impressions/year
- New agreements signed with Crown Media (Hallmark) and Up Entertainment in the US and UK-based tier-one television production company
- Current US roster of 13 including music
- Finalized 2Y contract with Tencent, launching audience-based buying in August, building additional content pipeline



Video 2

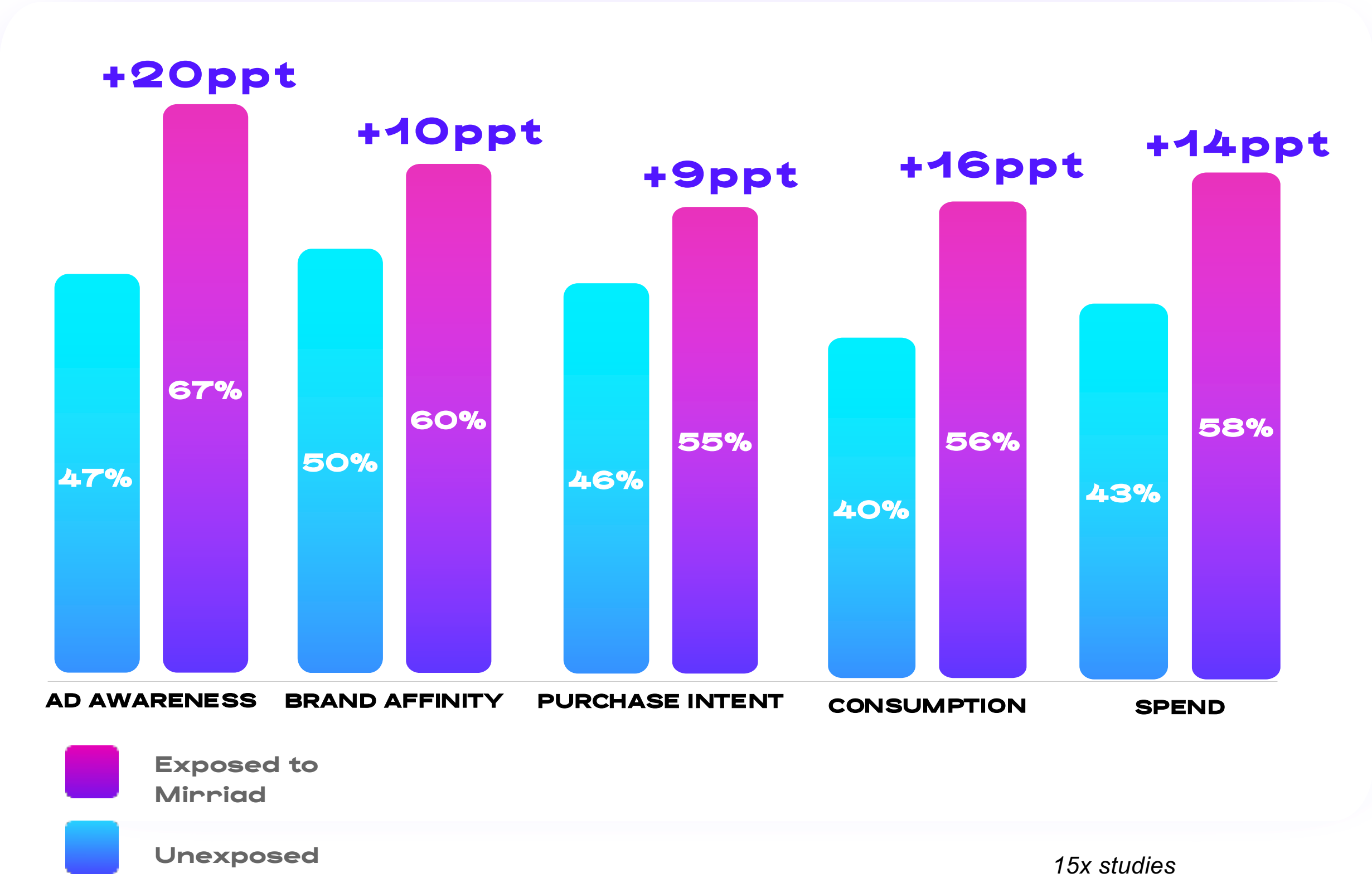
2021 YTD: ACCELERATION ON STRATEGY (PLATFORM)

Building the leading in-content advertising platform

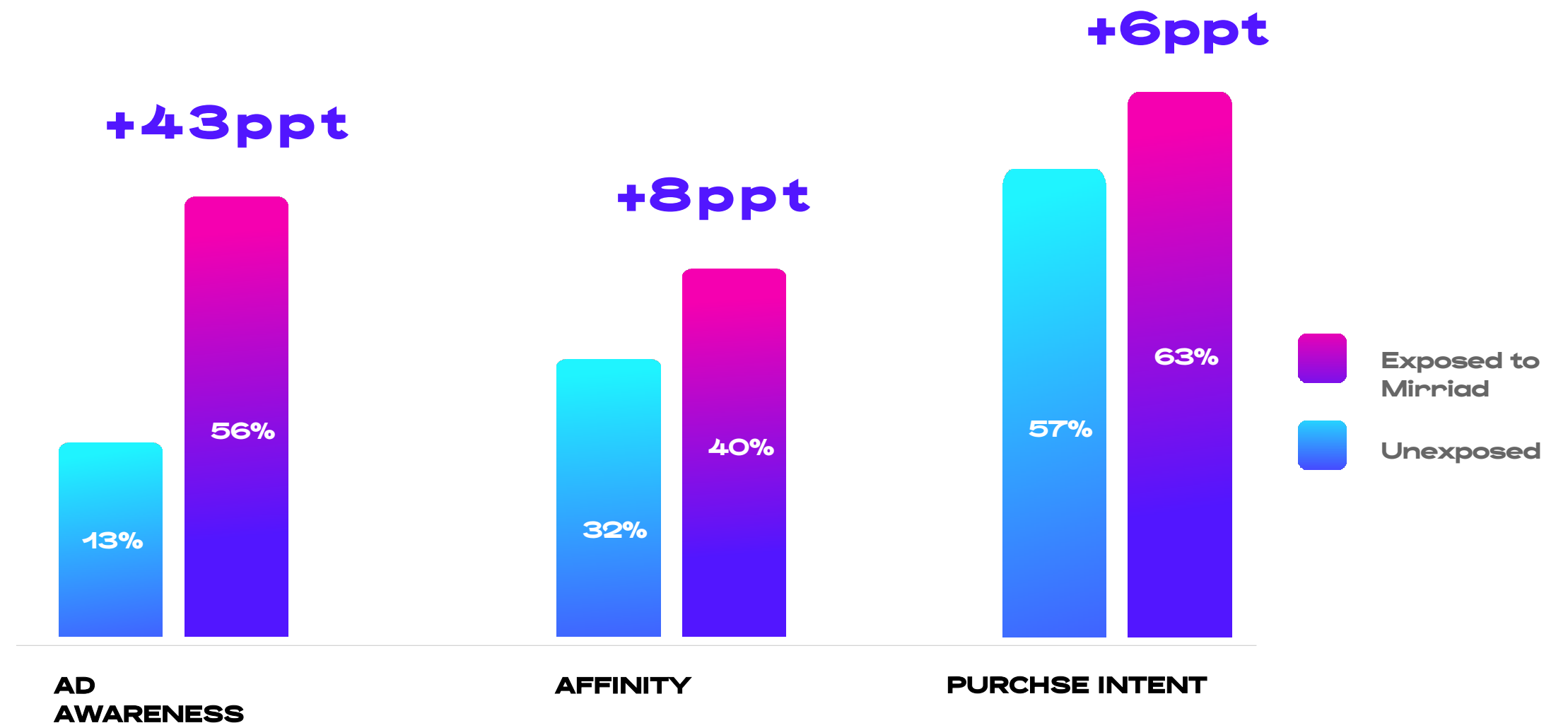
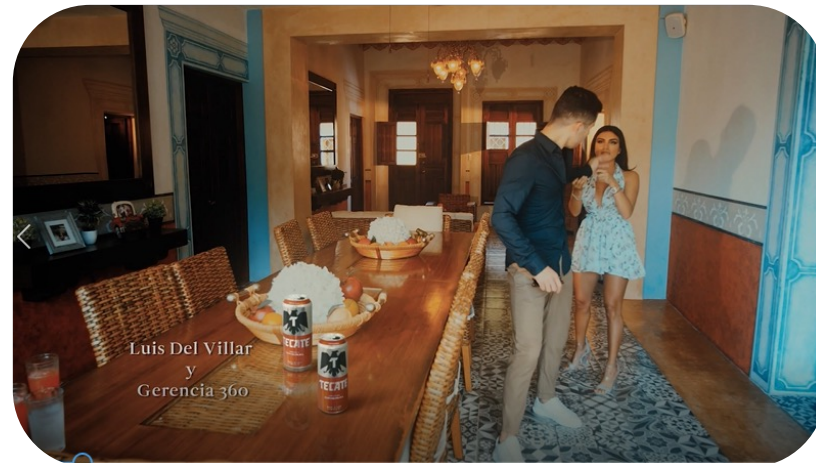
- Live: Significant strides have been made in ensuring advertising insertions are continually transformed to maintain perspective-adjusted experiences
- Launching in-content advertising based on a CPM pricing model
- Developed server-side ad insertions capability to insert segments of in-content advertising,

Video 3 & 4

DELIVERING NEW CAMPAIGN IMPACT ACROSS THE BOARD



A (NEW) CLASS OF ITS OWN: MUSIC VIDEOS



 **YouTube** Giovanni Ayala music video



2021

OUTLOOK

2021 OUTLOOK: MOMENTUM AND GROWTH

Demand drive

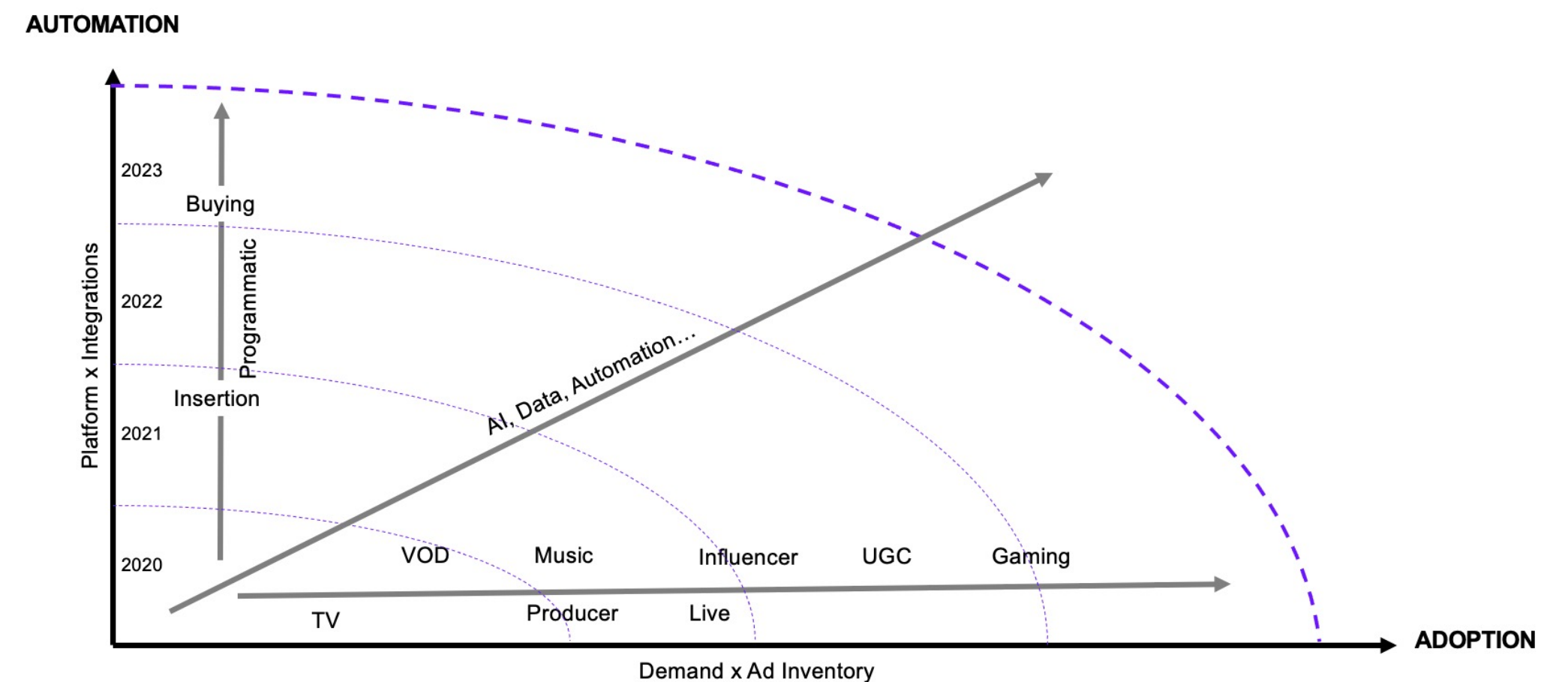
- Partnerships (advertisers, agency groups)
- Funnel load
- ARR, average deal/opportunity sizes

Inventory and partnerships expansion

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

Platform and technology progression

- Audience based buying
- Live / real-time
- Integrations

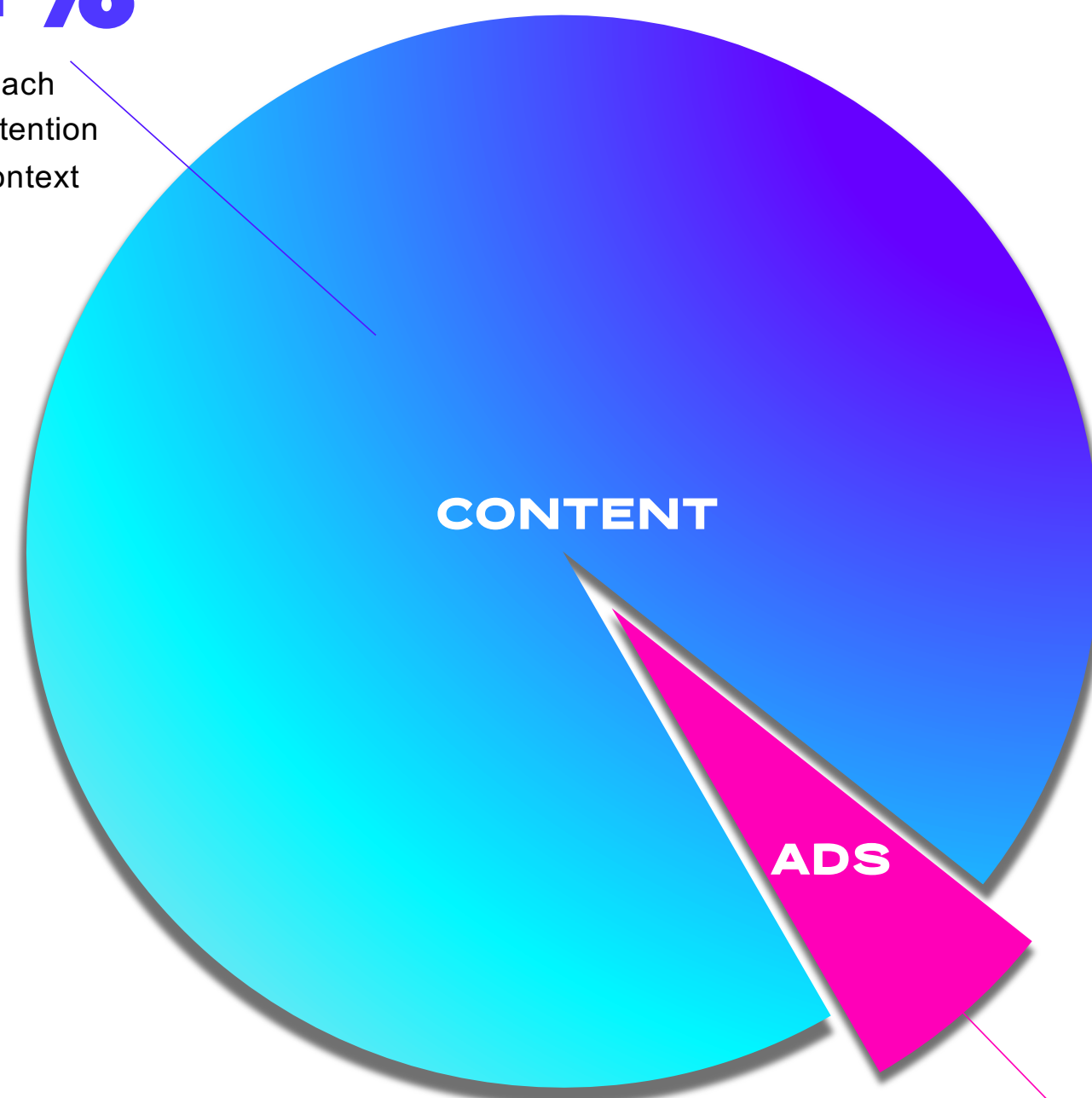


QUESTIONS

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Source: Thinkbox UK

6%

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CONTACT

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