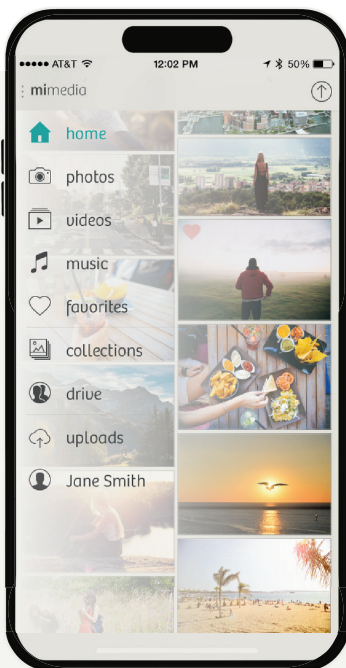


MiMedia **unlocks \$100M's of recurring, high-margin revenue for Telecom Carriers (Telcos) and Device Manufacturer (OEMs) partners**, while delivering a superior cloud experience to its partners' consumers...**aiming to become the world's largest independent consumer cloud platform**



## Investment Highlights

- Best in class, independent consumer cloud platform (\$50M R&D + 16 issued patents) addressing \$1T global market
- Partnered & deploying today with global industry leaders, including America Movil (#1 Telco in LATAM), Telcel (#1 Telco in Mexico), Orbic (global OEM) and Schok (leading OEM in US)
- Signed partner contracts to integrate on 35M devices in next 24 months, delivering est. \$120M in gross recurring revenue at 80%+ margins
- Expected near-term partner wins could double upside for devices deployed and revenue in 2H '24
- Disruptive technology, market strategy and platform vetted, validated and deployed at scale
- Strong valuation upside (\$1B+), even at 50% of projections

## Market Problem

- Consumers create content rapidly, have disorganized digital lives, risk losing content and face privacy concerns
- Telcos & OEMs have missed the consumer cloud market, underserve their consumers without cloud offerings and **do not monetize consumer photos & videos, despite owning key assets in the consumer, devices and networks**
- Google, FB, Apple, etc. ride on these key assets for free, offer cloud services and reap billions in cloud revenue that they will never share

## MiMedia Solution

- MiMedia cloud platform secures consumers' priceless content, enables access on any device and provides enjoyment via an engaging media experience
- MiMedia partners with Telcos & OEMs with large global consumer bases (100Ms+) and delivers the following key strategic benefits, with little time & costs required to deploy:
  - \$100Ms of unlocked recurring revenue at 80%+ margins
  - Increased customer retention with sticky product
  - Immediate differentiation in \$1T+ cloud market

## Target Markets

LATAM, USA, SE Asia, India and Africa - 1BN new smartphones over next three years, hugely populous, rapid growth in mobile ad spend

## Market Traction

- Partnered with some of the largest Telcos and OEMs in the world
- Proven platform & strategy – already vetted, validated, adopted and scaled by market leaders
- Pipeline rapidly growing and includes other market leaders, with near-term deals to double device and revenue trajectory



## Leading Partners



#1 Telco in LATAM



#1 Telco in Mexico



#3 Telco in Mexico



Leading OEM Globally



Leading OEM in USA

## User Metrics

Outstanding, social media level engagement, with industry leading user likability stats

4.4

Google Play Ratings

8x

Avg Visits / User / Day

10+ mins

Avg Time in App / User / Day

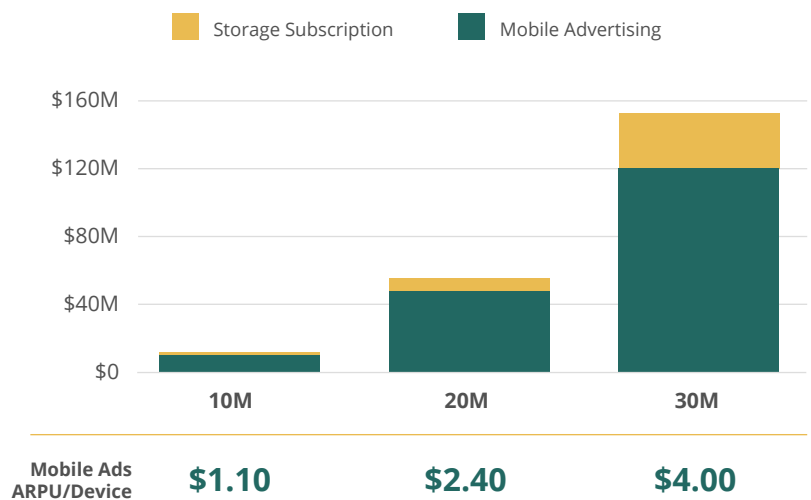
70%

Weekly Active Users

## Business Model

- Two primary revenue streams, mobile advertising and storage subscriptions, provide non-linear, rapid growth per every 10M devices added to MiMedia's "revenue funnel" via its partners
- Est. \$4 in Mobile Ad ARPU per device @ 30M deployed devices delivers est. USD \$120M in gross revenue run-rate (storage revenue incremental)
- MiMedia currently contracted to deploy 35M devices over next 24 months
- BD pipeline can double device trajectory in Q4 2024 and therefore revenue upside

### Estimated Gross Revenue per Devices Deployed



**Corporate Overview:** SHARE PRICE: CAD 0.20 BASIC SHARES: 73.7M FD SHARES: 99.7M MARKET CAP: CAD 15M

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