

mimedia

Corporate Presentation

August 2024

Summary & Highlights:

Market Problem:

- *Consumers* are creating content rapidly, have disorganized digital lives, get trapped on operating systems, risk losing content and face privacy concerns
- *Telecom Carriers (“Telcos”) and Device Manufacturers (“OEMs”)* have missed the consumer cloud market, underserve their consumers as such and **do not monetize consumer photos & videos despite owning all the key assets – the consumer themselves, their devices and the networks to serve them**
- *Meanwhile*, the tech titans (Google, FB, Apple) ride on top of these key assets for free, offer cloud services to consumers and reap major indirect benefits (ex. consumer data to drive Ad revenue) and direct benefits (billions in cloud revenue) that they will never share with the telcos, OEMs or anyone else

MiMedia’s Solution:

- Next-generation consumer cloud platform (16 issued patents / \$50M+ in R&D) secures priceless content, enables access on any device or operating system and provides high enjoyment of digital memories via an engaging / dynamic media experience
- B-B-C partnerships with leading Telcos & OEMs that serve large consumer bases (100Ms+) and delivers the following key strategic benefits:
 - **Proj. \$100Ms of unlocked or discovered, recurring revenue with high-margins (80%+)**
 - **Increased customer retention** or lowered churn, with sticky product and important cloud value proposition
 - **Immediate market differentiation** in \$1T cloud market and ability to combat in-market and tech titan competition
- Disruptive integration and distribution approach costs nothing upfront to deploy and little time to integrate (i.e. < 2 months)
- MiMedia is the only company globally that can enable Telcos & OEMs to monetize the smartphone more with a uniquely integrated consumer cloud

Inflection Point in User Trajectory, Revenue and Cash Flow Growth:

- Technology, market strategy and product already vetted, tested, validated and deployed at scale (6M users in first test market)
- Partnered and/or deployed by large and global industry leaders, including America Movil (#1 telco in LATAM), Telcel (#1 telco in Mexico), Altan (#3 telco in Mexico), Orbic (global OEM) and Schok Wireless (leading OEM in the US)
- Signed contracts to integrate on **35M devices over the next 24 months**, projected to deliver **\$200M+ in gross revenue run-rate at 80% CF margins**
- Deployments occurring now in market with partners, with strong new partner pipeline that can significantly accelerate trajectory in the near-term

Market Problem:

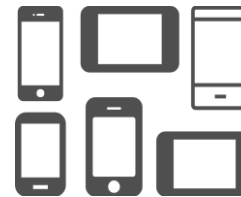
Telecom Carriers (“Telcos”) and Smartphone Makers (“OEM”s) have missed the consumer cloud market, face key challenges and receive no additional revenue from key assets

OEMs and Telcos struggle with:

- Competition: in-market & Google / Apple
- Market differentiation
- Customer churn
- Low margin revenue streams
- Limited digital revenue strategy
- Limited role in consumers' digital lives



Phones



Consumers



Network



**Key assets provide
no additional revenue**

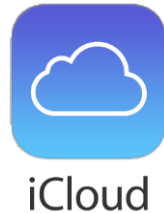
and, *WORSE* ...



**derive billions in revenue
from these same assets**

Market Problem cont.:

Tech Titans, *meanwhile*, have taken **full advantage** of the consumer cloud market and capture key strategic benefits and billions in direct / indirect revenue



Tech Titans above use their consumer cloud solutions to:

- Trap or lock consumers into using only their devices, operating systems and eco-systems
- Drive significant direct revenue – iCloud cloud subscription sales to reach \$11.5B by 2025, up from \$4.5B in 2019 *
- Serve ulterior motives and businesses, such as selling ads (GOOG), devices (APPL) or products (AMZN, MSFT)

TECH TITANS WILL NOT:

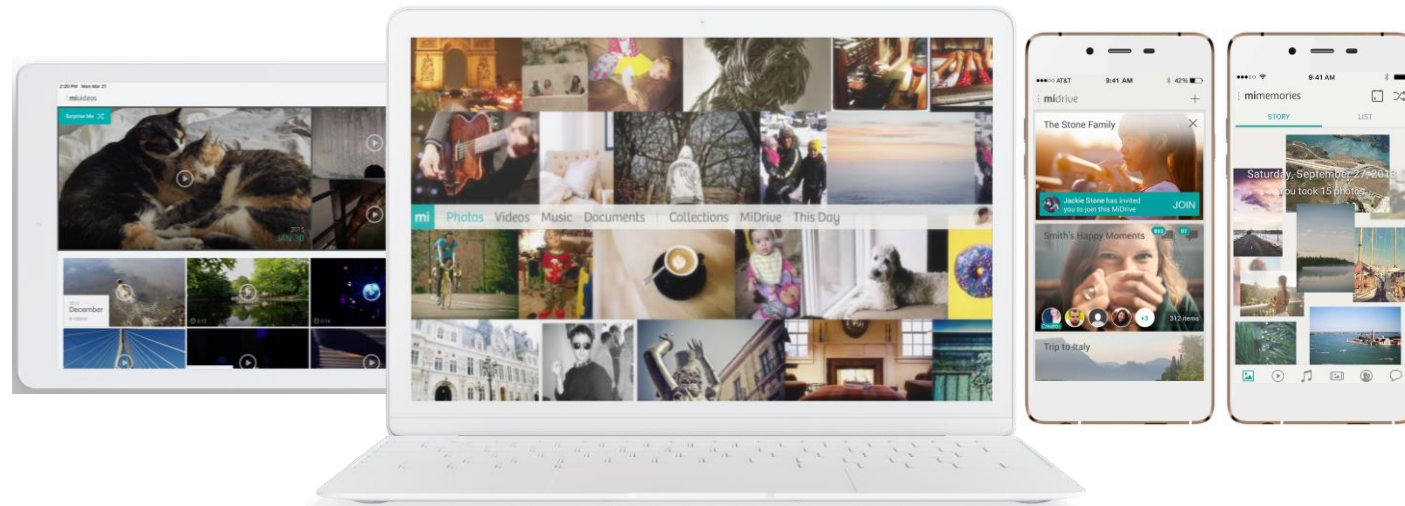
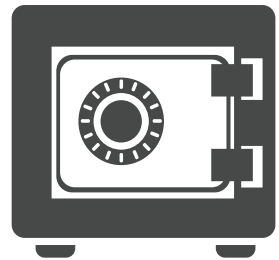
Partner with the OEMs & Telcos to share key consumer data and associated consumer revenue

INSTEAD: Titans compete directly with OEMs & Telcos

* Source: Appendix

Solution: MiMedia's next generation consumer cloud platform, distributed B-B-C

All-in-one, easy to use cloud solution for our partners' consumers...that makes the content consumers care most about (photos, videos, music, docs, SMS, contacts):



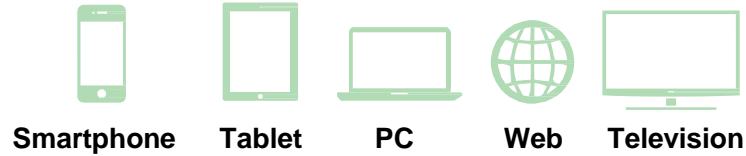
1. Secured, with multiple encrypted copies in cloud

2. Device agnostic and accessible anytime on any smartphone, tablet, laptop, browser & OS

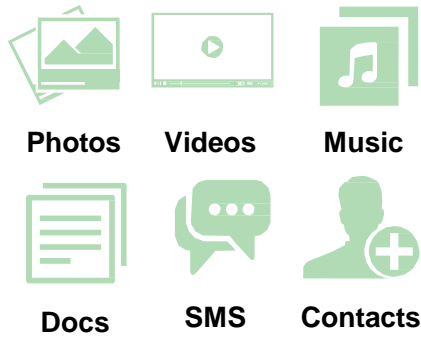
3. Enjoyable in highly visual, engaging media experience



Solution cont.: MiMedia is the complete, end-to-end solution for consumers' digital lives



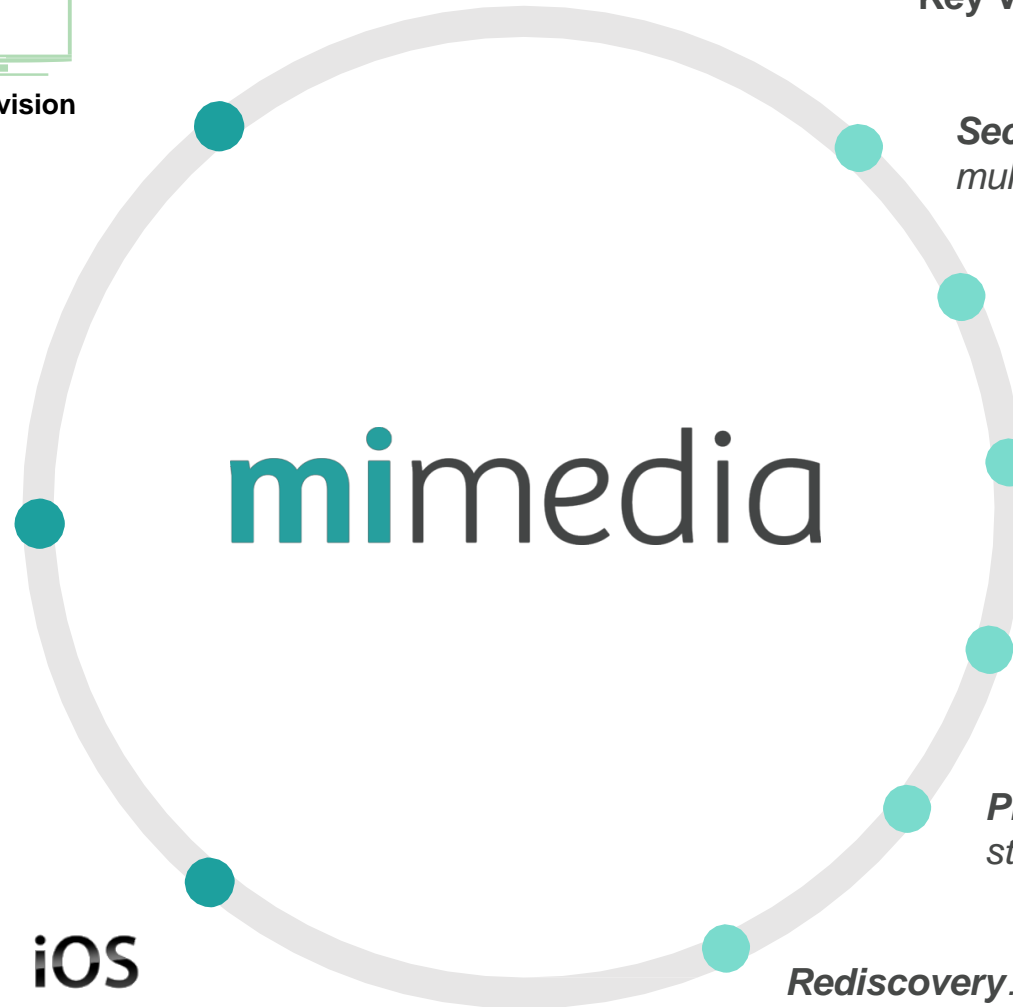
Seven apps, seamlessly integrated into one platform



Content you care most about



Device agnostic = any device, anytime



Key Value Propositions & Differentiators:

Secure... multiple copies in multiple data centers

Simple to use... in uploading, managing, accessing and sharing

Easily organized... automatic and curation organization tools

Highly engaging... engaging and visual experience and interface

Private sharing... unique and private story-telling environment for families

Rediscovery... memories re-surfaced to be re-lived

Strategy: MiMedia private-labels its platform with leading OEMs and Telcos to ***unlock significant revenue*** from their key assets and solve key needs for *both* partners *and* their consumers

Revenue & High Margin

**Proj. \$100's M
in Revenue
@ 80%+ Margins**

- ***FOUND*** revenue, turn-key and generating Day 1
- High-margin, recurring revenue streams of mobile advertising, storage subscriptions and other VAS
- Proj. \$100s of millions in revenue with MiMedia, assuming low % paid storage conversion rate and few ads shown per day

Retention

**Sticky
Product**

- Sticky product reduces user loss / increases retention
- Consumers' precious content kept with our partners
- Valuable engagement in consumers' digital lives

Differentiation

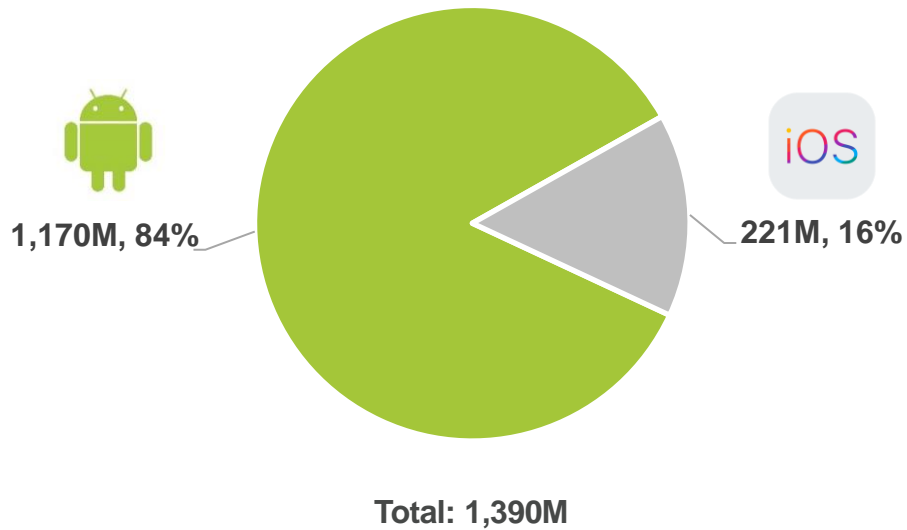
**Superior
Experience**

- Immediate market leadership in enormous market that OEMs / Telcos have missed to date
- Unique differentiation to combat competition in-market and vs. Google and Apple

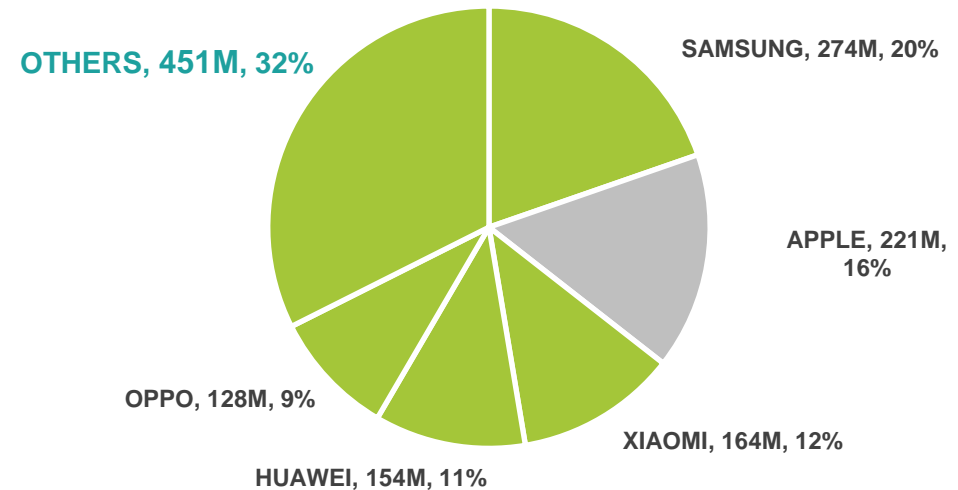
**Partners get SIGNIFICANT UPSIDE OF DISCOVERED REVENUE
with QUICK integration (< 2 months) and NO COST to LAUNCH**

Target Markets: Global market opportunity massive and uniquely well positioned for MiMedia, with 100s of Telcos and 1B+ Android smartphones to target

**Global New Smartphones
Q2 20 to Q1 21 ***



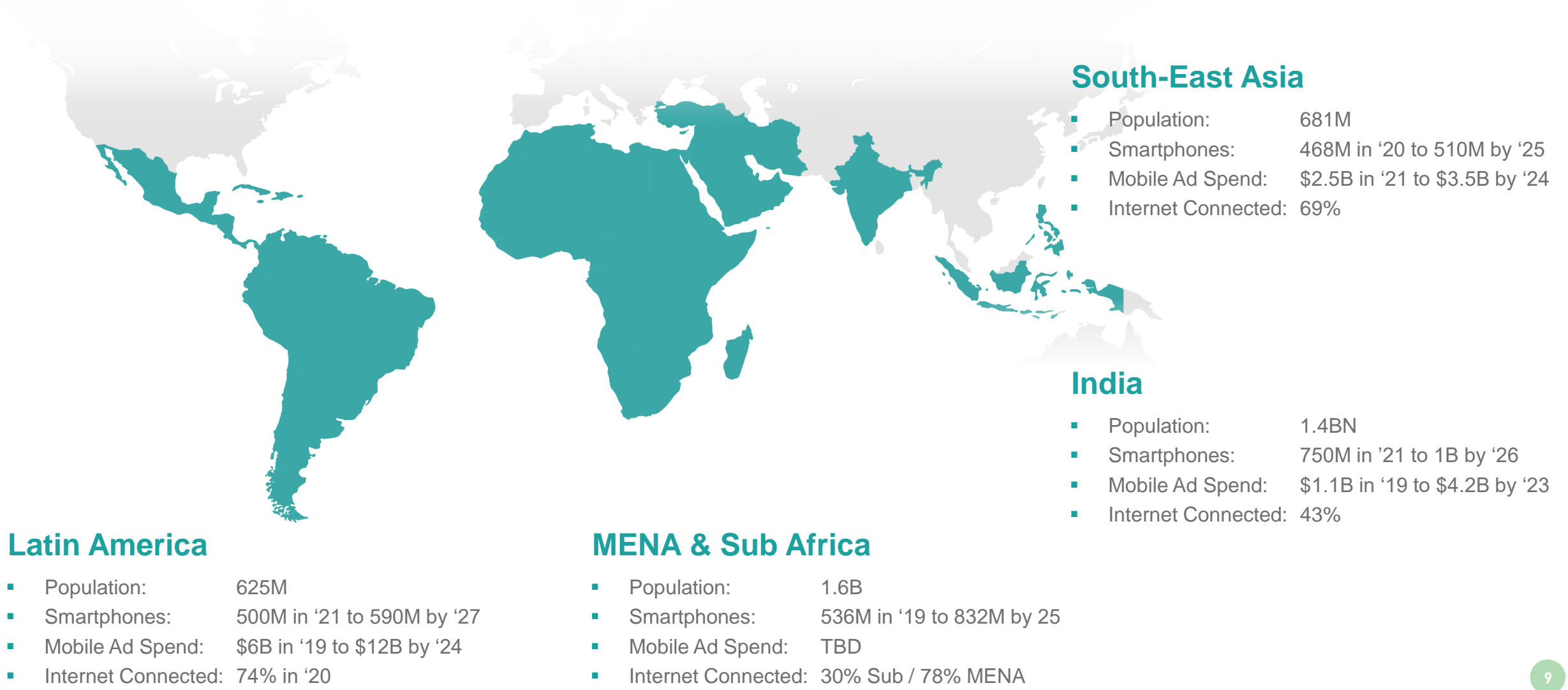
**Global Smartphones
Leaders @ Q1 2021 ***



* Source: Appendix

- MiMedia can uniquely target this HUGE global market and deliver next generation, superior consumer cloud platform
- **Small % conversion of “Others” OEM category (450M+ phones) would deliver massive revenue opportunity to MiMedia**

Target Markets: MiMedia's target markets of LATAM, SE Asia, India and Africa will represent 1BN new smartphones over the next three years



Latin America

- Population: 625M
- Smartphones: 500M in '21 to 590M by '27
- Mobile Ad Spend: \$6B in '19 to \$12B by '24
- Internet Connected: 74% in '20

MENA & Sub Africa

- Population: 1.6B
- Smartphones: 536M in '19 to 832M by 25
- Mobile Ad Spend: TBD
- Internet Connected: 30% Sub / 78% MENA

South-East Asia

- Population: 681M
- Smartphones: 468M in '20 to 510M by '25
- Mobile Ad Spend: \$2.5B in '21 to \$3.5B by '24
- Internet Connected: 69%

India

- Population: 1.4BN
- Smartphones: 750M in '21 to 1B by '26
- Mobile Ad Spend: \$1.1B in '19 to \$4.2B by '23
- Internet Connected: 43%

Business Model:

Attractive and scalable model, with multiple recurring-revenue streams and high software margins

Revenue Model

Storage Subscriptions

- Free GBs offer and multiple paid plans to upgrade for more storage

Mobile Advertising

- Non-intrusive ads (programmatic and/or branded)

Value Added Services (“VAS”)

- Photo printing, premium photo editing, digital scanning and others

Cost Model

- High software margins (80%+)
- No CAPEX or inventory risk
- **Primary costs items in model, salary and R&D, are *variable***

Model Highlights

- MiMedia shares generated revenue with partners and/or receives recurring software license fees for its platform
- Revenue scales as new devices deploy via existing and new partnerships
- **Unique and disruptive integration enables users to automatically become MiMedia’s**
- **Low cost and little time (< 2 mths) to launch new telco or OEM partner**
- Strong industry trends and growth in mobile advertising and cloud markets, supporting strategy and model metrics

Validation & Growth:

- Proven platform - vetted, validated and scaled by global leaders, with high user engagement and likability
- **Contracted** to integrate on 35M devices in 24 mths, est. to deliver \$200M+ in gross revenue at 80% margins

Leading Partners



#1 Telco
in LATAM



#1 Telco
in Mexico



#3 Telco
in Mexico



Leading
OEM Globally



Leading
OEM in USA

Strong Adoption *

6M

Total Users

2.5B+

App Views



Global in 20 Languages

High Usage & Ratings *

4.4+

Google Play
Ratings

8x

Avg. Visits /
User / Day

10+ mins

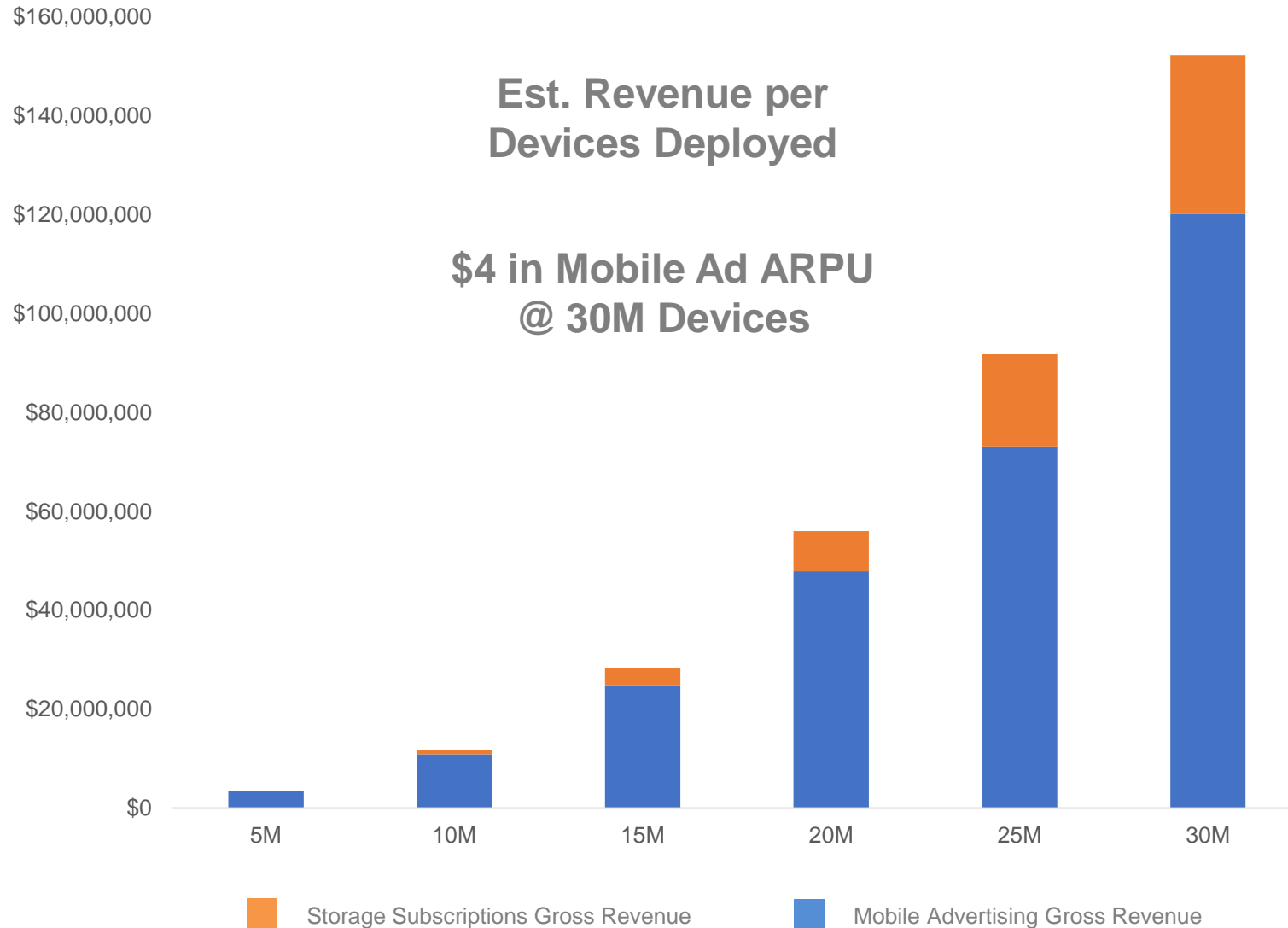
Avg. Time
in App / Day

70%

Weekly
Active Users

* Source: Company data and @ peak users

Scale: Non-linear and rapid growth, from mobile advertising and storage subscriptions, as devices get added to “revenue funnel” via partners



Mobile Ad Revenue Highlights

- Mobile Ad revenue starts with MiMedia uniquely integrated on devices sold by partners
- # of devices equates directly to # of MiMedia users
- As more devices deploy, demand increases from advertisers seeking to reach consumers at scale
- In addition, brands will begin to target specific demographics and pay higher Ad rates to do so
- Increased demand delivers a non-linear lift for core mobile Ad metrics and mobile Ad ARPU per device

Storage Subscription Revenue Highlights

- Low single digit conversion rates of free cloud to paid subscribers can deliver 100M's+ of revenue upside
- Storage subscription revenue scales slower, as consumers exhaust free storage before paying

Capitalization Table

Current price of C\$0.25 per share values MiMedia at roughly C\$25M

Shares outstanding	Number	Market value at C\$0.25	
Basic shares	73,747,267	Basic market capitalization	C\$18.4M
Options ¹	6,082,576	Less: Cash balance	C\$0.1M
Warrants ²	7,742,935	Add: Convertible debentures ²	C\$6.2M
Debentures ³	12,400,000	Implied enterprise value	C24.5M
Fully-diluted shares outstanding	99,972,778		

- 72,196,056 common shares are free trading
- 1,551,211 shares on three (3) year escrow restriction per TSX-V, with 15% released at listing and 15% released every six (6) months for 36 months

1. 302,576 options are exercisable at a price of \$0.25 until December 5, 2028. 5,680,000 options are exercisable at a price of \$0.25 until August 23, 2027. 100,000 options are exercisable at a price of \$0.29 until April 29, 2029.
2. 6,200,000 of the warrants are exercisable at a price of \$0.65 until March 14, 2025, 606,800 are exercisable at a price of \$0.50 until March 14, 2025 and 750,000 warrants are exercisable at a price of \$0.75 until November 15, 2025.
3. Convertible debentures mature March 14, 2026, and are convertible into common shares at C\$0.50 per share.

MiMedia Management Team:

Chris Giordano – CEO and Board Director

- 22+ years experience of successfully funding, growing and exiting tech, media and telecom (primarily cloud companies)
- Former Director at Baker Capital, a \$1.5B Private Equity in NYC. Invested \$500M+ and helped lead multiple USD \$B+ exits within Cloud industry
- Former Assistant Vice President at Merrill Lynch in Equity Research covering Internet Infrastructure and Investment Banking covering Telecom

Joao Allende – VP of Business Development

- 20+ year experience in global business development, international sales and product management.
- Former Director of Product Management at Qualcomm, where Joao led commercialization of Qualcomm's Global Pass Initiative that expedited Smartphone creation in less than 60 days and managed relations with all Carriers, OEMs, Distributors, EMS and ODMs
- Former Senior Director of Product Marketing and Sales at Nokia, where Joao executed transition of Nokia's device portfolio to Microsoft Windows Mobile.

Guillermo Robles – VP of Partnerships

- 20+ year experienced senior executive dedicated to creating and developing sustainable, productive, and strong relations with global smartphone manufacturers as well as many other connected devices and sim cards for the Latin America Region.
- Former VP of Procurement & Business Development for América Móvil Group, largest telecom carrier in Latin America with 300M+ subscribers
- At América Móvil, Guillermo worked with largest device manufacturers in the world and leading brands in Latin America to create strongest device portfolio in region. Led determination of how many smartphones (10's of millions of devices), what type and from which brands América Móvil would purchase to sell directly to its consumers.

Gabriela Lupulescu – VP of Product

- 15+ years experience in digital product management, mostly with B2B oriented startups across various industries including healthcare, cloud computing, e-commerce and digital marketplaces
- Former Product Manager at Koneksa Healthcare, a Merck-funded digital biomarker company for pharmaceutical and biotechnology companies
- MS degree in Electrical Engineering

MiMedia Board of Directors:

Chris Giordano – CEO and Director

Cole Brodman – Director

- 25-year veteran of the telecommunications industry
- Former Chief Technology Officer and separately Chief Marketing Officer during his 17 years as key member of T-Mobile USA leadership team
- During his tenure at T-Mobile and predecessor, VoiceStream Wireless, Mr. Brodman helped lead the business from pre-launch stage to national leader in wireless innovation with nearly \$20B in revenue and over 30 million customers

Seth Solomons – Director

- 25 years of global marketing experience in advertising, media, integrated marketing, data, and technology
- C-level executive roles at some of the largest marketing agencies in the world, including Wunderman (CEO of North America for 3 years), RGA (President of North America for 2 years) and Digitas (Global Chief Marketing Officer for 12 years)
- Former CMO of Equinox, a premier luxury gym and hotel brand headquartered in NYC

John MacPhail – Director

- 30+ years of experience in Canada, as former President, CEO, Officer and Director of many Canadian-based public companies.
- Currently, President, CEO & Director at Pacific Arc Resources Ltd. and Chairman and CEO of Frontier Wellness Management Inc.
- Former CEO of Union Securities Ltd. and President of Global Securities Corporation.

David Smalley – Director

- Currently Principal of David Smalley Law Company, where Mr. Smalley practices corporate and securities law
- Former Partner at Fraser and Company LLP in Vancouver, British Columbia
- Officer / Director of numerous public companies over 20 years inc. Founder of Canaco Resources (now Orca Gold) and Director of Scorpio Gold.