

MiMedia Holdings Inc (TSX: MIM) |

Market Cap

C\$46.2M +139.75% YoY

As of 6-Feb-2025



Enterprise Value

C\$51.3M +145.14% YoY

As of 6-Feb-2025



Introduction: The Evolution of Cloud Storage

In an era where digital content dominates everyday life, the need for seamless, secure, and intelligent media management solutions has never been greater. From personal photos and videos to crucial work files, individuals and businesses alike rely on cloud storage solutions for accessibility, security, and efficiency. Amidst the industry giants, one company is making waves by integrating cloud storage directly into smartphones, creating a unique and scalable business model – MiMedia Holdings Inc.

Company Overview: The Next Generation of Cloud Storage

MiMedia Holdings Inc. (“MiMedia”) is a New York-based technology company that specializes in AI-powered consumer cloud storage solutions. Unlike conventional cloud storage providers, MiMedia partners with smartphone manufacturers and telecom carriers to embed its platform directly into mobile devices, making it the default media gallery application for millions of users.

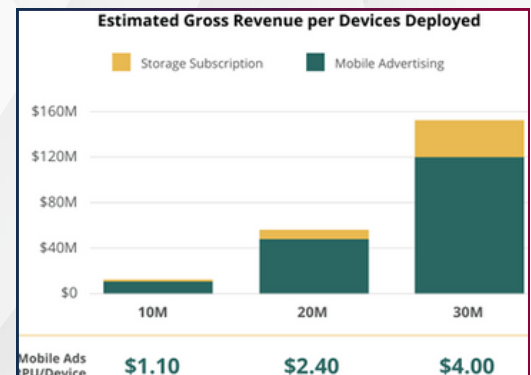
Strategic Outlook: A Defining Year for MiMedia

CEO Chris Giordano emphasized that 2025 is a pivotal year, positioning MiMedia for sustained long-term success. As more MiMedia-integrated smartphones roll out globally, the company expects exponential growth in its user base, engagement metrics, and revenue streams. With an increasing number of telecom partnerships and preloaded device integrations, MiMedia is well on its way to becoming a dominant force in consumer cloud storage.

"We are excited about 2025 and the foundation it lays for MiMedia's future. Our high-margin, recurring revenue model, coupled with global expansion opportunities, sets the stage for unparalleled growth. We will continue to update investors as we execute on our strategy." – Chris Giordano, CEO (Source: MiMedia, Press Release 04.02.2025)

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 \$125M in gross revenue run-rate (storage revenue incremental)
- MiMedia currently contracted to deploy 35M devices over the next 24 months
- BD pipeline can double device trajectory in Q4 2025 and therefore revenue upside



Source: MiMedia Corporate Deck

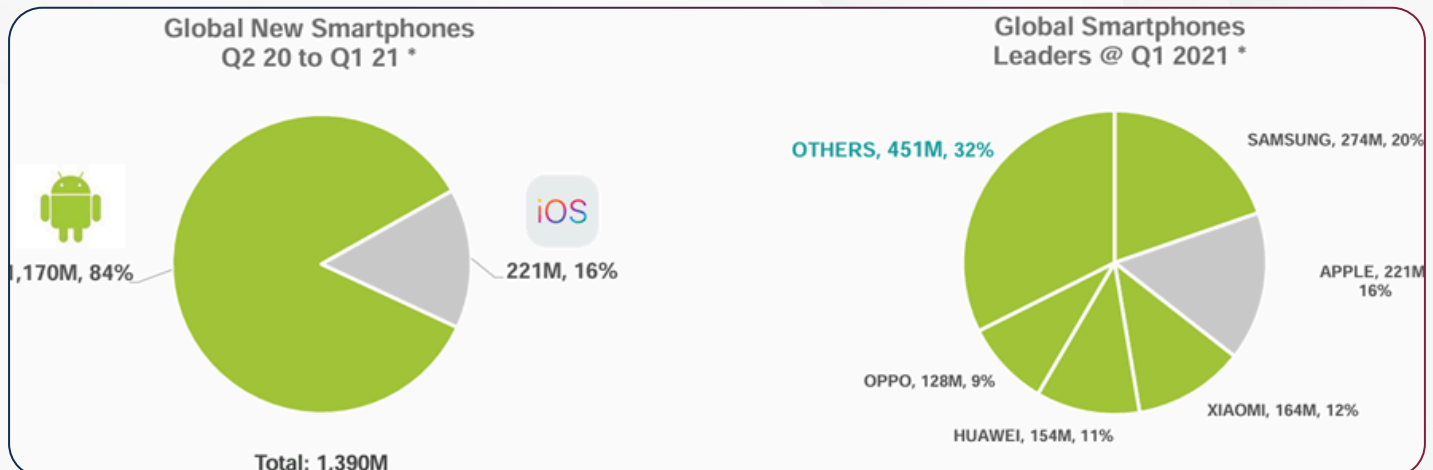
Revenue Model: High-Margin, Recurring Growth Strategy

MiMedia's innovative business model generates two high-margin revenue streams:

- **Digital Advertising Revenue** – Built directly into MiMedia's platform across smartphones, tablets, desktops, and web applications. As user engagement grows, advertising revenue scales predictably, with MiMedia's current CPM mobile advertising rates exceeding US\$12.
- **Cloud Storage Subscriptions**—MiMedia's cloud-based solution seamlessly operates across all devices and operating systems, ensuring user retention and long-term subscription revenue. It offers consumers a secure, accessible platform for storing and managing their priceless memories (photos, videos, and more).

Target Markets

MiMedia is uniquely positioned to capture a share of the more than 1 billion Android smartphones heading to global markets.



- MiMedia is the only third-party consumer cloud to 1) target this HUGE global market and 2) replace boring, grid-based media galleries currently found on Android smartphones with MiMedia's superior consumer cloud platform
- For example, just a small % conversion of "Others" OEM category (451M phones) would deliver a massive opportunity
- Estimated 40 OEMs in "Others", however, only two OEMs use Google Photos as the default smartphone gallery

Key Market Trends

- With over 5.56 billion internet users worldwide as of January 2025, accounting for 67.9% of the global population, the demand for seamless and secure media storage is at an all-time high. (Source: [Datareportal](#))
- Consumers expect intelligent media management solutions that offer features beyond simple storage, such as automated organization, private sharing, and AI-enhanced search capabilities.
- While subscription-based cloud storage remains prevalent, ad-supported models are gaining traction, allowing businesses to diversify revenue streams and cater to users hesitant to pay for storage. (Source: [Newswire](#))

2025 YTD Milestones: A Breakout Year for MiMedia

Growth Potential: Mass Rollout of MiMedia-Integrated Smartphones

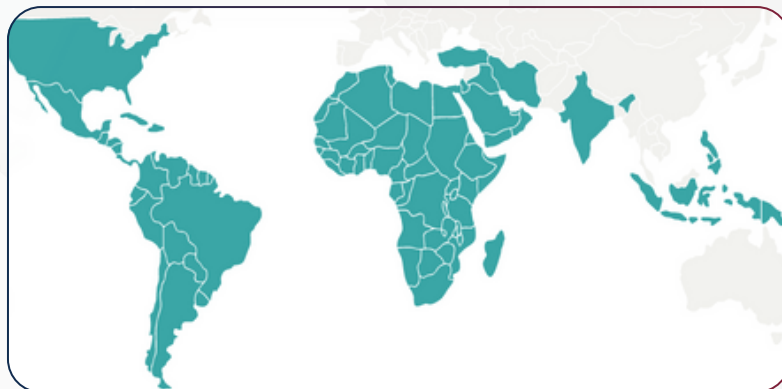
MiMedia has kicked off 2025 with a large-scale deployment of smartphones preloaded with its AI-powered cloud storage platform. Through strategic partnerships with leading smartphone manufacturers, MiMedia's platform has become the default media gallery application on millions of newly released devices. This seamless integration ensures that users automatically engage with MiMedia's services from the moment they power on their smartphones. (Source: [OTCMARKETS](#))

User adoption has been accelerating rapidly as these devices continue to enter the market. The company's real-time revenue dashboard reflects a steady increase in active users, reinforcing its scalable recurring revenue model. By embedding its platform into devices at the point of sale, MiMedia has eliminated the high customer acquisition costs associated with standalone apps.

With millions of devices already contracted for MiMedia integration over the next two years, the company estimates a gross revenue opportunity exceeding US\$125M in the US market alone. These figures underscore the significant impact of MiMedia's built-in revenue model, leveraging recurring revenues from both advertising and storage subscriptions. (Source: *Press Release 04.02.2025*)

Beyond the US, MiMedia is in discussions with major telecom and OEM partners across the following regions to accelerate device integrations:

- **Mexico and Latin America**
- **Southeast Asia**
- **Africa**



Strengthening Financial Position: Capital Raising and Debt Settlement

To support its aggressive growth strategy, MiMedia has successfully raised additional capital through a C\$875,000 non-brokered private placement. The company issued 3,500,000 units at C\$0.25 per unit, each comprising one subordinate voting share and one purchase warrant. This financing will be used to fund the expansion of existing partnerships and pursue new business agreements (Source: *Press Release 15.01.2025*).

Additionally, MiMedia has entered into a debt settlement agreement to improve its financial position. The agreement converted CAD\$1,060,822 in outstanding debt into 3,928,970 subordinate voting shares at a deemed price of \$0.27 per share. This move allows MiMedia to preserve cash resources while continuing to expand its business. CEO Chris Giordano stated that the agreement will enable the company to capitalize on increasing interest from large device distributors looking to integrate high-margin revenue lines into their offerings (Source: *Press Release 16.01.2025*)

Equity Analysis



Over the past year, MiMedia Holdings Inc. (TSXV: MIM) has demonstrated a significant increase in its stock price, appreciating by approximately 107.41%. As of February 7th, 2025, the stock closed at C\$0.56, reflecting a 1.82% increase from the previous day. (Source: [CNBC](#))

MiMedia's Patent-Backed Competitive Advantage: A Rare Opportunity

MiMedia is not just disrupting the cloud storage industry—it's securing its leadership position with a robust patent portfolio that safeguards its AI-powered media management and seamless OEM integrations. These proprietary innovations create high barriers to entry, ensuring MiMedia remains the only third-party consumer cloud solution positioned to replace default media galleries across Android smartphones.

With millions of preloaded devices already in the market and a rapidly expanding footprint, the window for investors and partners to capitalize on this first-mover advantage is narrowing. The opportunity is now—before the market fully recognizes MiMedia's transformative impact. (Source: *MiMedia Corporate Deck, OTCMARKETS*)

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