

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 Walmart LATAM (Leading Retailer in LATAM), Bait (#3 Telco in Mexico), 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 '25
- 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

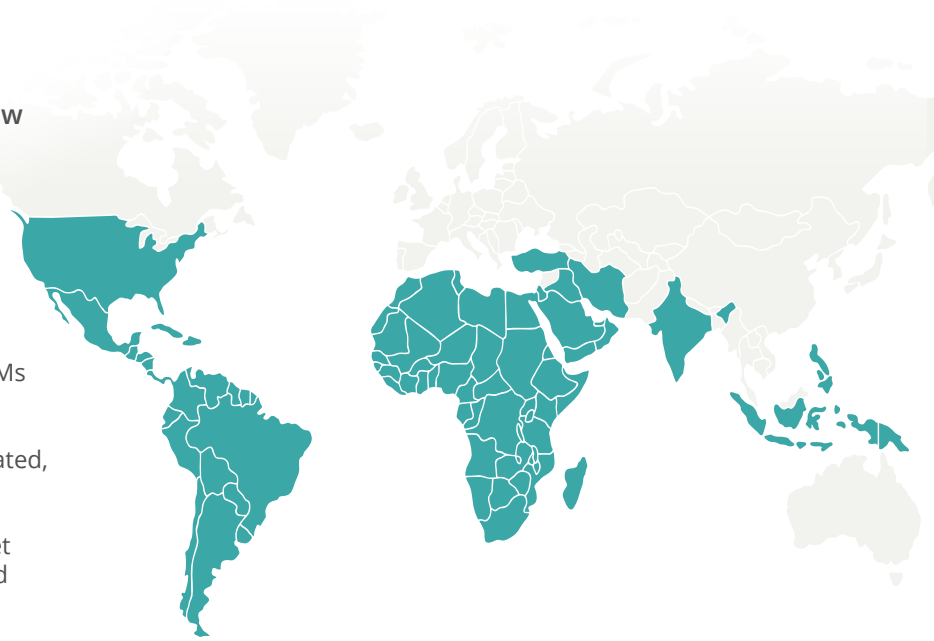
- MiMedia cloud platform secures consumers' priceless content, enables access on any device and provides enjoyment via an engaging media experience
- MiMedia partners with Telcos & OEMs with large global consumer bases (100Ms+) and delivers the following key strategic benefits, with little time & costs 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 populus, 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



Leading Retailer in LATAM



#3 Telco in Mexico



Leading OEM in USA



Leading OEM Globally



Leading OEM Globally

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

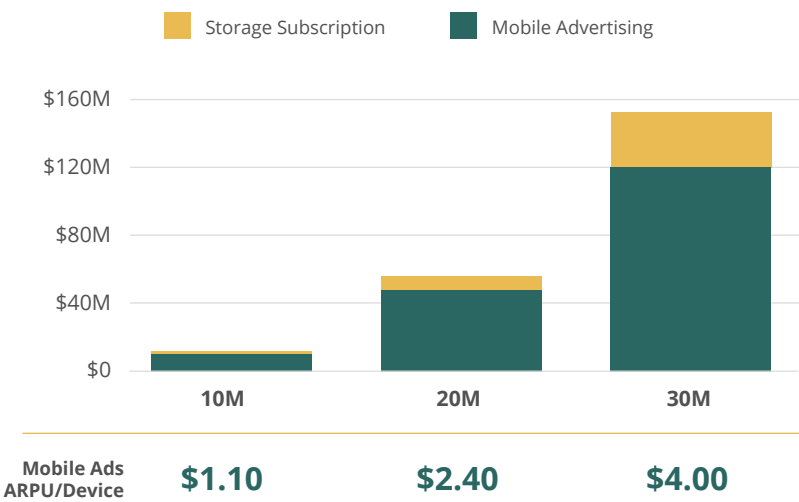
70%

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 (chart on right)
- 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 2H 2025 and therefore revenue upside

Estimated Gross Revenue per Devices Deployed



Corporate Overview: SHARE PRICE: CAD 0.51 BASIC SHARES: 87.0M FD SHARES: 110.0M MARKET CAP: CAD 44.4M

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