



mimedia

TSXV: MIM | OTCQB: MIMDF | FSE: KH3

Corporate Presentation

July 2025



mimedia intends to become the world's largest, independent, AI and data driven consumer cloud platform.

We deliver a unique cloud experience for consumers, while creating new recurring high-margin revenue streams for our partners.

Our strategic partnerships are with some of the world's largest Telecom Carriers (Telcos) and Device Manufacturers (OEMs) and can quickly deliver additional revenues well into the \$100's of Millions ⁽¹⁾.



Existing and Currently Negotiated Markets
= 1 Billion New Smartphones Opportunity ⁽¹⁾

Market Problem:

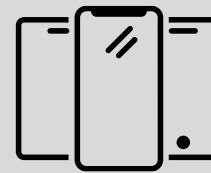
Telecom Carriers (“Telcos”) and Smartphone Makers (“OEM”s) have missed the consumer cloud market, face big challenges and don’t extract additional revenue from key assets

OEMs and Telcos struggle with:

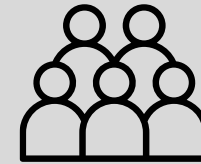
- Competition: in-market & Google / Apple
- Market differentiation
- Customer churn
- Low margin revenue streams
- Limited digital revenue strategy
- Limited role in consumers' digital lives

+

Key assets provide no additional revenue



Phones



Consumers



Network

and, *WORSE ...*

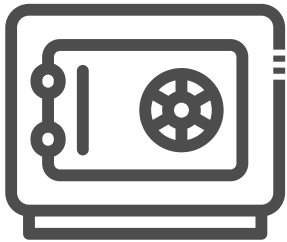


derive billions in revenue from these same assets
and will NEVER share that revenue or associated data

Solution:

MiMedia's next-generation consumer cloud platform uses proprietary AI and data driven technologies and gets delivered B-B-C via partnerships with leading Telcos and OEMs globally

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 and highly engaging media experience

Strategy:

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

Partner gets potential of **SIGNIFICANT UPSIDE OF DISCOVERED REVENUE** with **QUICK** integration (< 2 months) at **NO COST** to **LAUNCH**



Revenue & High Margin

Potential \$100's M in Revenue @ 80%+ Margins ⁽¹⁾

- ***FOUND*** potential revenue, turn-key and generating Day 1
- High-margin, recurring revenue streams of mobile advertising, storage subscriptions and other VAS
- Potential \$100s of millions in revenue over 3 years when assuming 10M devices deployed / year with MiMedia, 1% paid storage conversion rate and 2 ads shown / day ⁽¹⁾



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

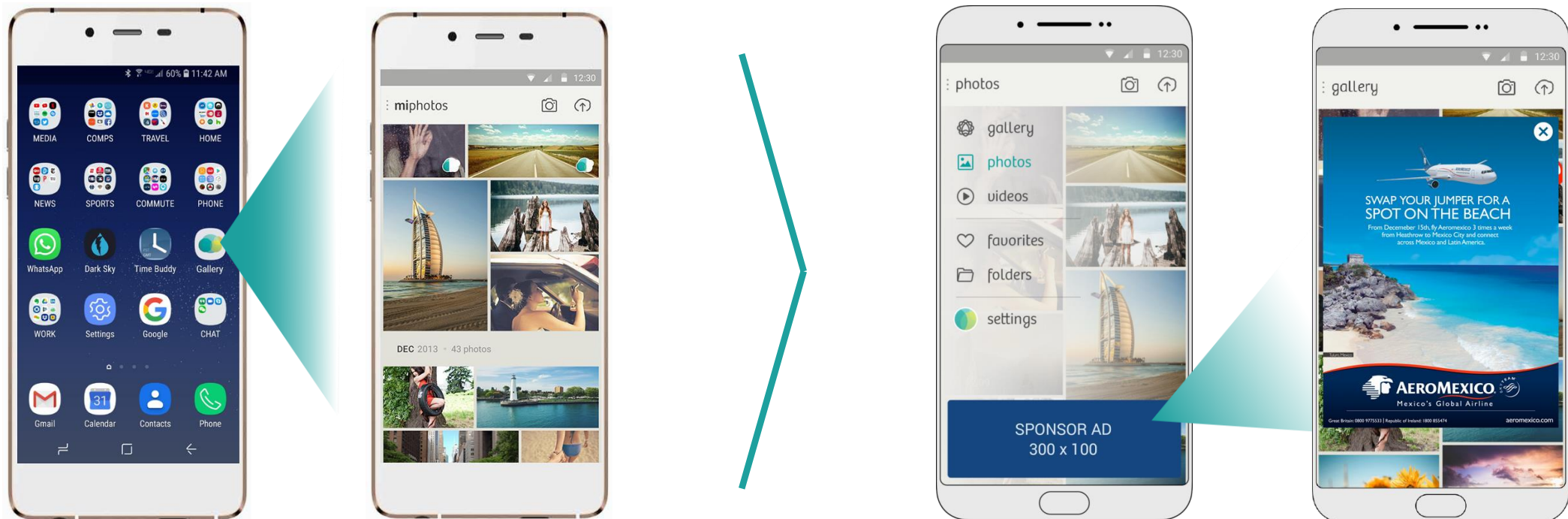
Integration:

Unique integration with OEM and Telco partners, with revenue engine that turns-on Day #1 and low cost / time to integrate

1st: MiMedia integrated (at system level) as default smartphone gallery & cloud, while smartphone is being built or as an “over the air” update

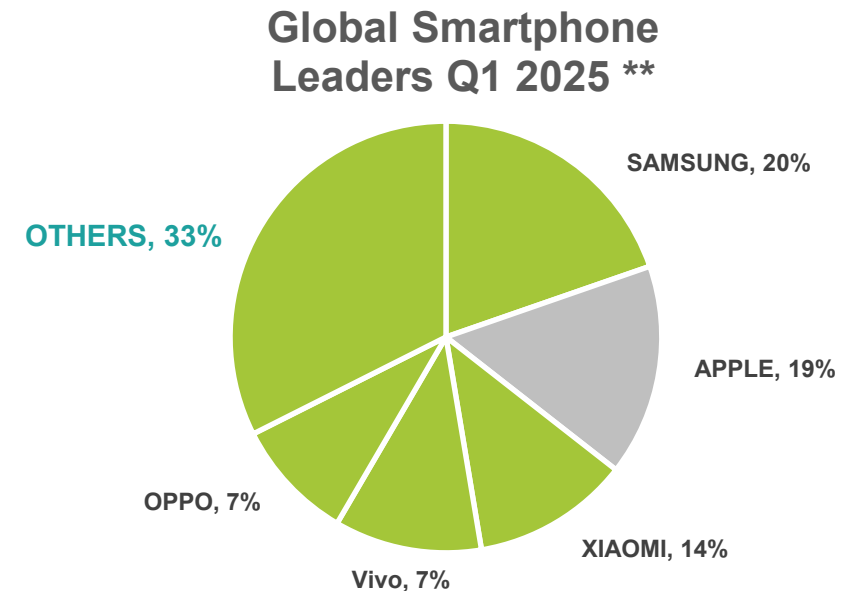
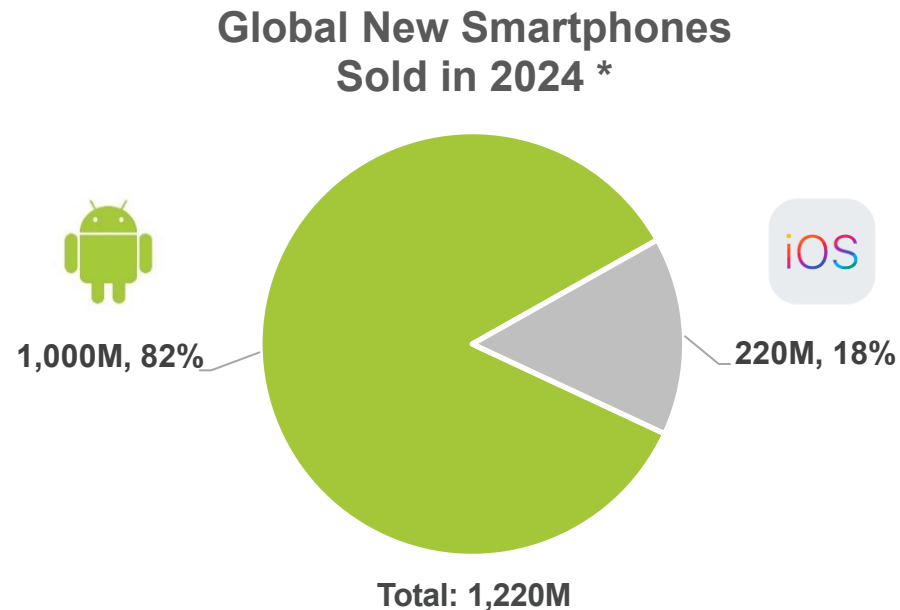
2nd: Revenue engine turn-key and can turn-on anytime

- ✓ First ever (still only) globally to replace Android stock gallery
- ✓ < \$10K + two months for MiMedia to integrate with a partner ⁽¹⁾
- ✓ First ever (still only) to monetize gallery with multiple rev. streams



Target Markets:

Global market opportunity massive and uniquely well positioned for MiMedia, with hundreds of Telcos and 1.2B+ new Android smartphones sold every year to target



- 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
- **Small % conversion of “Others” OEM category (approx. 400M phones) would deliver large revenue opportunity**
- Estimated 40 OEMs in “Others”, however, only three OEMs use Google Photos as default smartphone gallery ⁽¹⁾

*: Source – Canalys Research: <https://canalys.com/newsroom/worldwide-smartphone-market-2024>

** Source – Counterpoint Research: <https://www.counterpointresearch.com/insights/global-smartphone-share/>

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
- MiMedia paid directly by partners

Mobile Advertising

- Non-intrusive ads (programmatic and/or branded) within gallery
- MiMedia paid directly by advertisers

Data Strategy

- MiMedia's unique data capabilities deepens demographic targeting and helps increase mobile Ad CPMs and advertiser demand

Cost Model

- High software margins
- User acquisition and network costs assumed by partner
- 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
- As native gallery, users automatically become MiMedia users
- Low cost and little time 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:

- Deployed platform that has been vetted, adopted and scaled by global leaders, with high user engagement and user likability
- Contracted to integrate on 40M devices in the next 24 months ⁽¹⁾

Leading Partners



Leading Retailer
in LATAM



#3 Telco
in Mexico



Leading
OEM in USA



Leading
OEM Globally



Leading
OEM Globally

High Usage & Ratings *

4.4+

Google Play
Ratings

8x

Avg. Visits /
User / Day

10+ mins

Avg. Time
in App / Day

70%

Weekly
Active Users

Strong Adoption **

6M

Total Users

2.5B+

App Views



Global in 15 Languages

* Company Data

** Peak users in India. Revenue engine had not yet been deployed in India due to timing of Covid disruption

Strong Pipeline of Android Devices to Integrate MiMedia as Default Smartphone Gallery

- Shipping now with existing and deeply experienced OEM partners - strong ramp expected in 2H 2025 ⁽¹⁾
- Newly signed partners on track for Q3 / Q4 launch, projected to meaningfully contribute to 2H 2025 MiMedia revenue funnel ⁽¹⁾

Existing Partners Shipping Now

SCHOK



orbic



- Leading OEM targeting USA & LATAM Tier 1 & 3 markets
- 20+ years in device manufacturing
- Contracted to integrate as native gallery on 5M devices over 2 years ⁽¹⁾
- Strong pipeline for new distribution channels in '25 & '26

- Global OEM targeting Tier 1 & 2 markets - USA, Europe, Australia
- 20+ years in device manufacturing
- Contracted to integrate as native gallery on 10M devices over 2 years
- Caterpillar-licensed devices to launch in Q4 and ramp to 5M in '26 ⁽¹⁾

miimedia

Newly Signed Partners Launching in Q3 / Q4

Walmart  bait 



- Walmart subsidiary Bait #3 Telco in Mexico with rapid growth
- 18M+ existing subs to push MiMedia via "over-the-air" downloads and direct marketing
- 3M-5M new Android smartphones expected to deploy per year ⁽¹⁾
- Contracted to integrate as native gallery on 5M devices over 2 years ⁽¹⁾












coolpad



- Newly signed and leading OEM with wide distribution globally
- 30+ years in device manufacturing
- Contracted to integrate as native gallery on 5M devices / 2 years ⁽¹⁾
- First SKUs will ship to USA & LATAM, additional markets to follow globally

Growth continued:

- Examples of Mobile Ad Revenue Opportunity Based on Market Tiers and Corresponding Market Assumptions
- Projected Cash Flow Positive Milestone at 1M – 2M Devices Deployed with Mix of Tiers for Deployed Markets ⁽¹⁾

Market Category	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>
<i>Examples</i>	<i>USA, Canada, Australia</i>	<i>UK, Europe, Singapore</i>	<i>LATAM, Africa, India</i>
Projected Devices	2M	2M	2M
Target Ads / Day ^(*)	2 - 4	2 - 4	2 - 4
Mobile Ad CPMs ^(**)	\$10 - \$15	\$3 - \$5	\$1 - \$2
Annual Gross Mobile Ad Rev / Device ^(***)	\$5 - \$15	\$1.50 - \$4.50	\$0.50 - \$2.00
Annual Gross Mobile Ad Revenue	\$10M - \$60M	\$3M - \$18M	\$1M - \$8M
Partner Regional Focus	   	 	    

Notes

* Target projection

** Market CPMs, via 3rd party advertising market research firm Appodeal

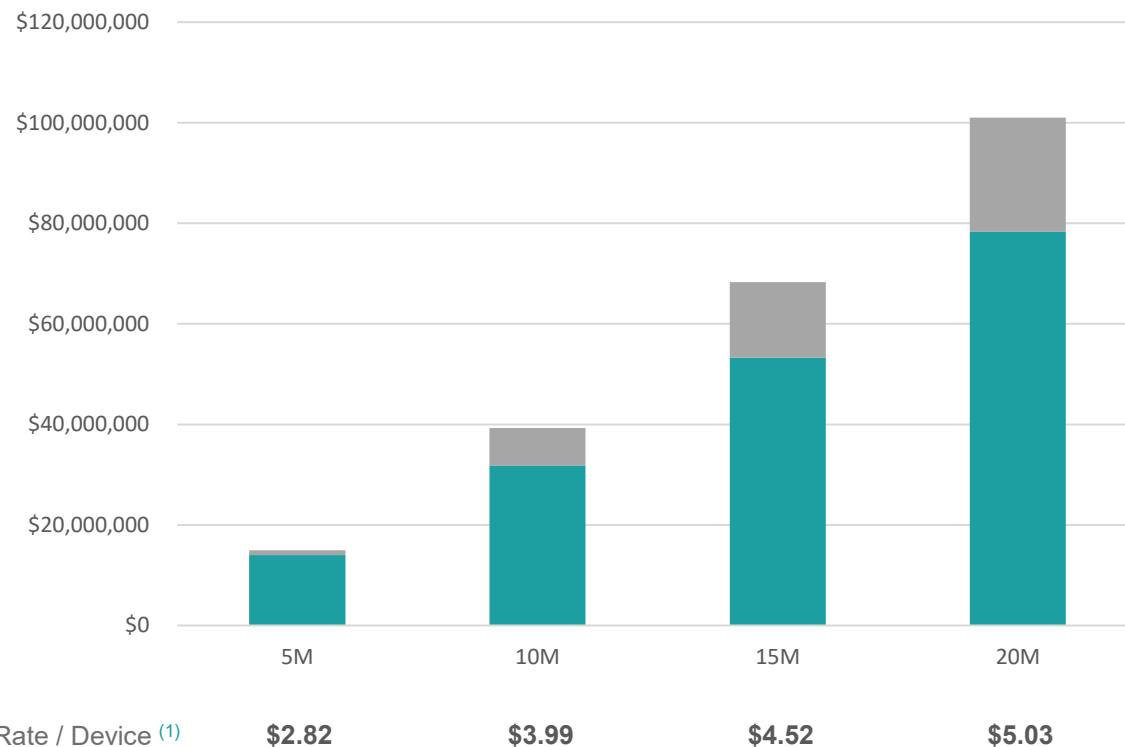
*** Mobile ad revenue generated via 1) Number of Devices x 2) Target Ads x 3) CPMs then divided into 4) Projected Devices

Growth:

Highly scalable growth, from mobile advertising and storage subscriptions, per every 5M devices added to “revenue funnel” via partners ⁽¹⁾

Storage Subscriptions Net Revenue Run Rate Mobile Advertising Net Revenue Run Rate

**Estimated Potential Net Revenue Run-Rate
per 5M Devices Deployed ⁽¹⁾**



Mobile Ad Revenue Highlights

- Mobile Ad revenue starts with MiMedia integrated as default media gallery on devices sold by our partners
- # of devices equates directly to # of MiMedia users
- As more devices deploy, demand increases from advertisers seeking to reach consumers at scale and within the key strategic real estate of default gallery
- In addition, brands will begin to target specific demographics and pay higher Ad rates to do so
- Increased demand delivers a scalable lift for core mobile Ad metrics and mobile Ad ARPU per device
- Assumes 2 – 4 mobile ads / day / user at mobile Ad CPMs ranging from \$2 - \$3 for partners targeting ROW markets and \$10 - \$16 for partners targeting USA ⁽¹⁾

Storage Subscription Revenue Highlights

- Assumes 1%-3% conversion rates of free cloud users to paid cloud subscribers ⁽¹⁾
- Storage paid subscription revenue scales more slowly, as consumers need to first expend free storage quota
- ARPU for storage subscriptions assumed in conservative range of \$24-\$36 per year per paid user ⁽¹⁾

MiMedia Projection Model ⁽¹⁾

	2024	Q1A	Q2E	Q3E	Q4E	2025	Q1E	Q2E	Q3E	Q4E	2026
ENDING DEVICES (NATIVE GALLERY)	4,502	7,480	29,281	679,281	4,004,281	4,004,281	5,954,281	8,504,281	12,854,281	20,104,281	20,104,281
NET REVENUE RUN-RATE		\$6,396	\$80,775	\$1,662,741	\$10,363,961		\$17,920,819	\$31,728,496	\$56,105,856	\$101,037,191	
NET REVENUES	\$7,045	\$1,814	\$12,415	\$210,557	\$1,637,193	\$1,861,979	\$3,779,180	\$6,710,729	\$11,884,053	\$21,248,499	\$43,622,462
COGS	\$283,419	\$58,085	\$90,000	\$90,000	\$109,646	\$347,731	\$217,938	\$226,563	\$244,292	\$251,000	\$939,792
GROSS PROFIT	(\$276,374)	(\$56,271)	(\$77,585)	\$120,557	\$1,527,547	\$1,514,249	\$3,561,243	\$6,484,167	\$11,639,761	\$20,997,499	\$42,682,670
DEVELOPMENT	\$770,087	\$145,986	\$139,633	\$177,300	\$180,300	\$643,219	\$312,050	\$362,925	\$427,425	\$427,425	\$1,529,825
SALES & MARKETING	\$356,453	\$220,570	\$132,995	\$142,578	\$161,745	\$657,888	\$161,745	\$161,745	\$161,745	\$161,745	\$646,980
BUSINESS & DEVELOPMENT	\$565,875	\$134,876	\$106,750	\$141,250	\$185,333	\$568,209	\$218,000	\$218,000	\$218,000	\$218,000	\$872,000
GENERAL & ADMINISTRATIVE	\$804,697	\$355,932	\$198,737	\$210,737	\$210,737	\$976,144	\$305,525	\$305,525	\$305,525	\$305,525	\$1,222,099
EBITDA	(\$2,773,486)	(\$913,635)	(\$655,700)	(\$551,309)	\$789,432	(\$1,331,212)	\$2,563,923	\$5,435,972	\$10,527,067	\$19,884,805	\$38,411,767

Capitalization Table

Share price of C\$0.60 values MiMedia at approx. C\$60M in market capitalization

Shares outstanding	Number
Basic shares	90,789,436
Options ¹	5,931,289
Restricted share units ²	500,000
Warrants ³	9,578,224
Debentures ⁴	16,374,000
Fully-diluted shares outstanding	123,172,949

1. Options

- a) 151,289 options are exercisable at a price of \$0.19 until December 5, 2028
- b) 5,680,000 options are exercisable at a price of \$0.25 until August 23, 2027
- c) 100,000 options are exercisable at a price of \$0.29 until April 29, 2029

2. RSUs

- a) 500,000 RSUs vest on January 30, 2026

3. Warrants

- a) 750,000 warrants are exercisable at a price of \$0.75 until November 15, 2025
- b) 3,500,000 warrants are exercisable at a price of \$0.25 until July 15, 2026
- c) 2,977,568 warrants are exercisable at a price of \$0.65 until June 27, 2027
- d) 1,936,000 warrants are exercisable at a price of \$1.00 until June 27, 2027
- e) 249,426 warrants are exercisable at a price of \$0.51 until March 31, 2030

4. Debentures

- a) C\$4.3M in Convertible Debentures outstanding mature on March 14, 2026
- b) C\$3.9M in Convertible Debentures outstanding mature on June 27, 2027
- c) Debentures convertible into common shares at C\$0.50 per share

Thank You!



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Appendix





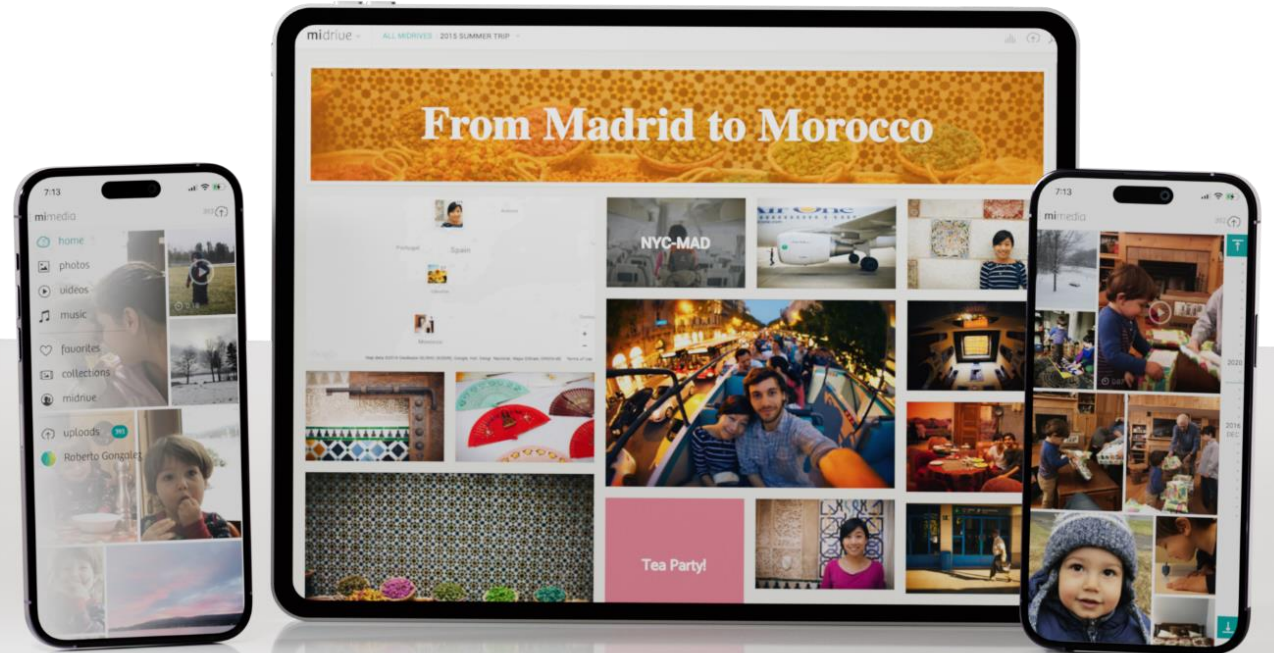
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Platform Demo:

Click link for brief demo that highlights differentiating and core features across smartphone, tablet, desktop and web apps on MiMedia platform

Demo link: [MiMedia Platform Demo](#)

Password: Brooklyn!



MiMedia Management:

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.

Philip Ellard – CFO

- Designated CPA providing fractional CFO and regulatory guidance services to public companies through Treewalk Consulting in Vancouver, BC.
- CFO of MiMedia Holdings Inc. since December 2021.
- Prior to Treewalk, Mr. Ellard worked as an accountant with Smythe LLP and Morgan & Company LLP, two professional service firms in Vancouver providing audit and taxation services to private and publicly listed companies.

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 with strong relations with global OEMs 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, Mr. Robles led the determination of which OEMs and how many devices Movil would purchase to create strongest device portfolio in region

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

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Often, but not always, forward-looking statements can be identified by the use of words such as “anticipate”, “outlook”, “envisage”, “believe”, “expect”, “project”, “estimate”, “likely”, “intend”, “should”, “could”, “may”, “might”, “target”, “plan” and other similar expressions or variations (including negative variations) of such words and phrases. Forward-looking statements are based on certain material assumptions and analysis made by the Company, and the opinions and estimates of management as of the date such statements are made. They represent management’s best judgment based on facts and assumptions that management considers reasonable in light of its experience and perception of historical trends, current conditions, expected future developments and other factors it believes are appropriate, which are subject to risks and uncertainties.

The material assumptions upon which forward-looking statements in this Presentation are based include, among others, assumptions with respect to: (i) the commercialization, growth plans and cash flow of the Company; (ii) the demand for the Company’s services and products; (iii) future demand and trends in industries in which the Company may participate; (iv) the Company’s ability to access financing on favorable terms from time to time; (v) the Company’s ability to attract and retain customers; (vi) the continuation of executive and operating management or the non-disruptive replacement of them on competitive terms; (vii) the regulatory environment in which the Company operates; (viii) stable market and general economic conditions; and (ix) the ability of the Company’s distribution partners to manufacture, ship and sell the anticipated number of devices with the Company’s platform integrated as the embedded media gallery. However, this data is inherently imprecise. The Company makes no representation that reasonable business people in possession of the same information would reach the same conclusions. Although the Company believes that the assumptions underlying forward-looking statements are reasonable, they may prove to be incorrect, and the Company cannot assure that actual results will be consistent with such statements. Given these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements or the information contained in such statements.

Whether actual results, performance, or achievements will conform to the Company’s expectations and predictions is subject to a number of known and unknown risks, uncertainties, assumptions, and other factors, including, but not limited to, the following: (i) the Company’s potential requirement for additional funding to develop its business and its ability to acquire such funding on commercially acceptable terms; (ii) the Company’s failure to economically commercialize its products and services; (iii) the Company’s inability to maintain or improve its competitive position; (iv) future demand and trends in sales failing to meet the Company’s expectations; (v) the Company’s failure to retain key personnel and hire additional personnel needed to develop its business; (vi) the Company’s failure to adequately evaluate its current business and future prospects; (vii) foreign conversion rates; (viii) changes to applicable laws of any jurisdiction in which the Company operates or proposes to operate; and (ix) the risk that the manufacture, shipment of sale of devices with the Company’s platform embedded as the default media gallery by the Company’s distribution partners may be suspended or delayed due to supply chain disruptions, manufacturing and shipping delays or general economic, business and political conditions impacting such distribution partners’ business, such as changes in tariffs or financial markets and the other risk discussed under the heading “Risk Factors” in the Company’s public disclosure filings available for viewing on the SEDAR+ website at www.sedarplus.ca. The foregoing summary of risk factors are not intended to be exhaustive.

The Company is highly dependent on the ability of its distribution partners to deploy devices and any delay or failure of a distribution partner to deploy devices in the numbers agreed to and within a reasonable time period could have a material adverse impact on the Company. To date, the Company has earned no material revenue (including mobile advertising or subscription fee revenue) from the devices deployed by its distribution partners as it has not yet fully engaged the available revenue features due to the current number of users on the platform. Instead, the Company’s current focus is on growing the platform’s user base through its existing agreements with distribution partners. Once the Company’s platform achieves a critical mass of engaged users, the Company intends to engage or pursue the available mobile advertising and storage subscription fee features of the Platform to generate revenue from its user-base. There can be no assurance that the Company will enable these features in the near future or, that when such features are engaged, the Company will be able to generate the anticipated levels of mobile advertising revenue or subscription fee revenue from the platform.

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