



Corporate Presentation

Q1 2025



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

We deliver a superior 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.



Existing and Currently Negotiated Markets
= 1 Billion New Smartphones Opportunity

Market Problem:

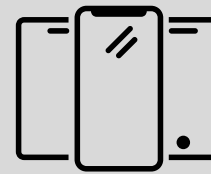
Telecom Carriers (“Telcos”) and Smartphone Makers (“OEM”s) have missed the consumer cloud market, face big challenges and don’t extract additional revenue from key assets

OEMs and Telcos struggle with:

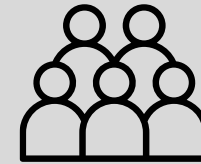
- Competition: in-market & Google / Apple
- Market differentiation
- Customer churn
- Low margin revenue streams
- Limited digital revenue strategy
- Limited role in consumers' digital lives



Key assets provide no additional revenue



Phones



Consumers



Network

and, *WORSE ...*

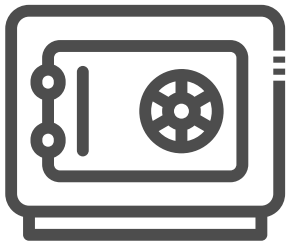


derive billions in revenue from these same assets
and will NEVER share that revenue or associated data

Solution:

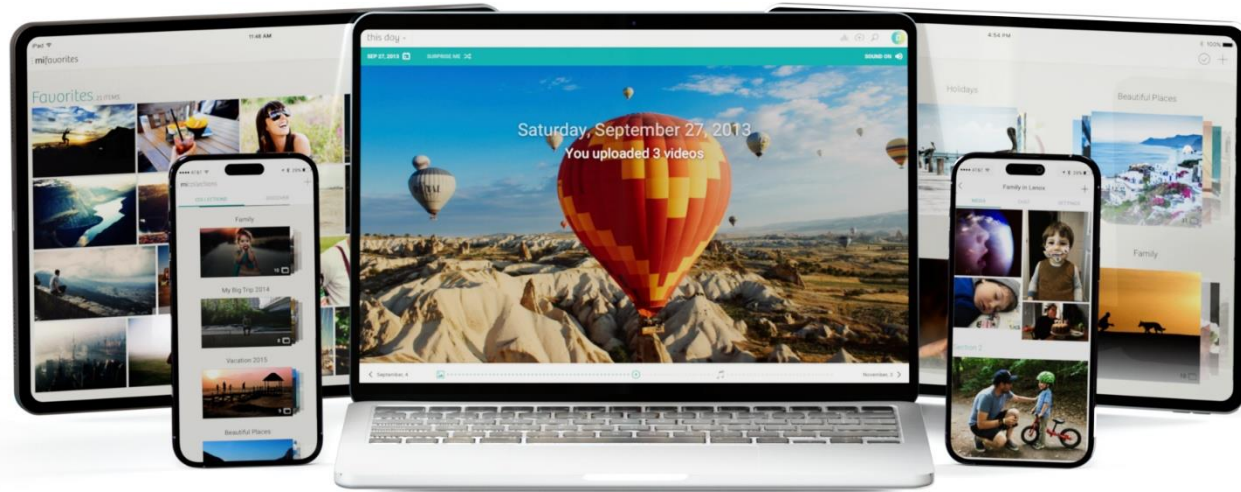
MiMedia's next generation consumer cloud platform, proprietary AI and data driven and distributed B-B-C via partners

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

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

Partner gets **SIGNIFICANT UPSIDE OF DISCOVERED REVENUE** with **QUICK** integration and **NO COST** to **LAUNCH**



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, assuming 10M devices deployed / year with MiMedia, low single-digit paid storage conversion and low number of ads shown / user / day



Retention

Sticky Product

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



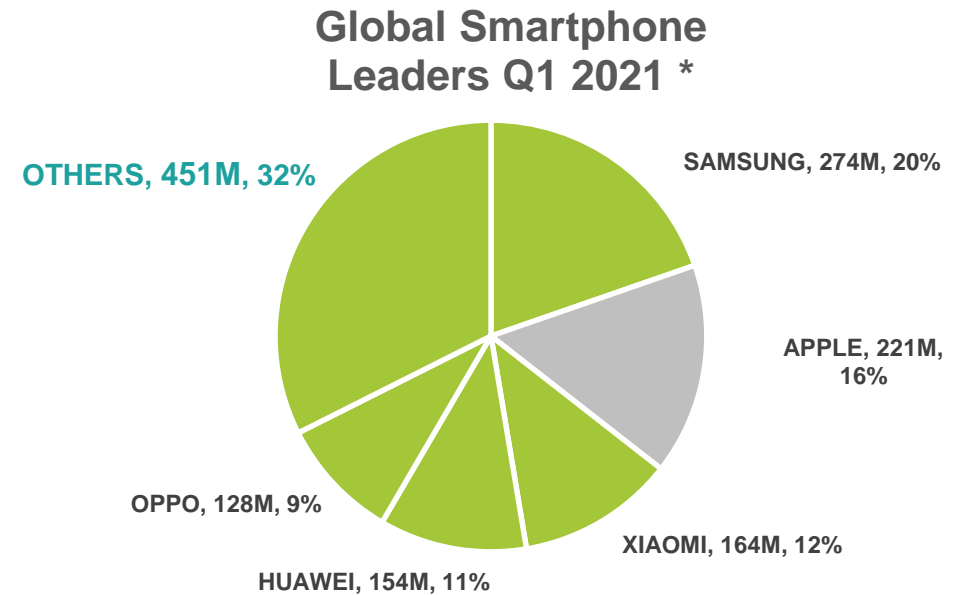
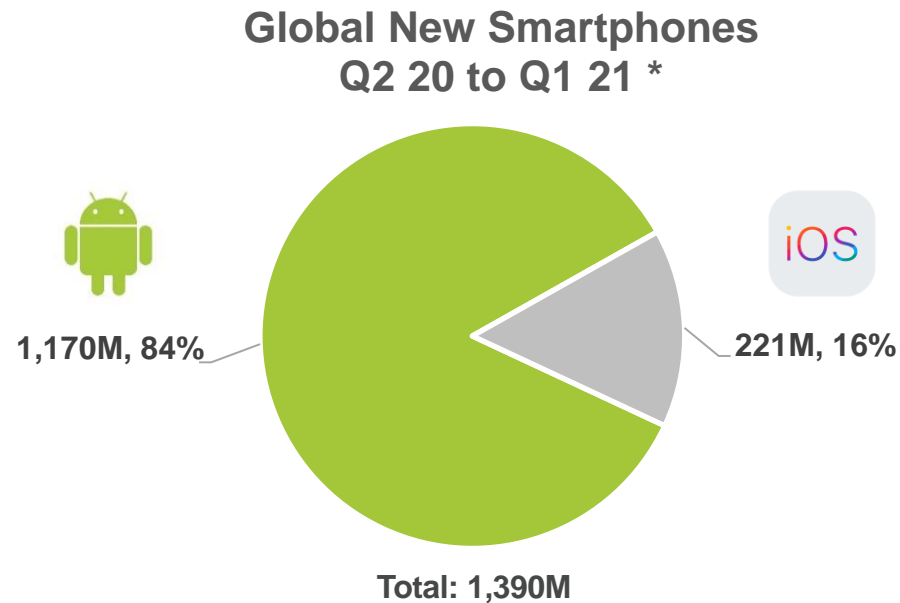
Differentiation

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

Target Markets:

Global market opportunity massive and uniquely well positioned for MiMedia, with hundreds of Telcos and 1B+ Android smartphones to target



* Source: Counterpoint

- HUGE global market to target with consumers still being only offered boring, grid-based media galleries or non-consumer friendly consumer cloud solutions
- Small % conversion of “Others” OEM category (approx. 451M phones) would deliver massive revenue opportunity

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) within platform

Data Strategy

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

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
- **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:

- Proven platform - vetted, adopted and scaled by global leaders, with high user engagement and likability
- Contracted to integrate on 35M devices in next 24 months – est. \$40M+ in gross revenue and positive CF in first 12 months

Leading Partners ⁽¹⁾



Leading Retailer
in LATAM



#3 Telco
in Mexico



Leading
OEM in USA



Leading
OEM Globally



#1 Telco
in LATAM

(1) MiMedia partners in LATAM address 60%+ of total smartphones in the region

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

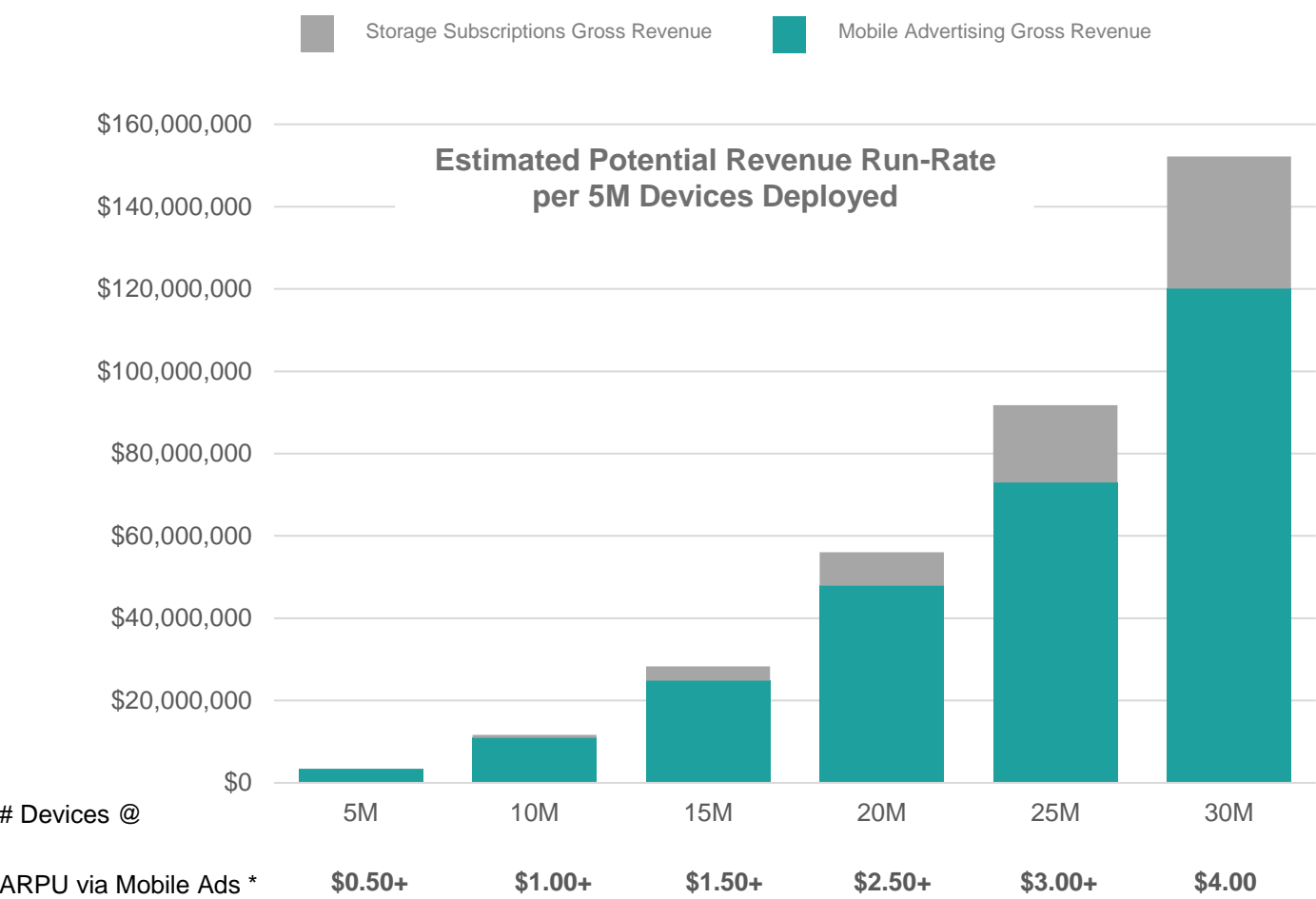


Global in 15 Languages

• Source: Company Data and @ Peak Users

Growth:

Non-linear and rapid growth, from mobile advertising and storage subscriptions, per every 5M devices added to “revenue funnel” via partners



* Assumes 2-4 ads / day / user at blended < \$3 CPM

Mobile Ad Revenue Highlights

- Mobile Ad revenue starts with MiMedia integrated 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
- 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 10M's+ of revenue upside
- Storage subscription revenue scales slower, as consumers exhaust free storage allotment before paying
- Annual ARPU for storage subscriptions assumed in conservative range of \$20-\$40

Capitalization Table

Share price of C\$0.51 (close as of 03.14.25) values MiMedia at approx. C\$44M in market capitalization

Shares outstanding	Number
Basic shares	86,989,522
Options ¹	6,082,576
Restricted share units ²	500,000
Warrants ³	6,427,410
Debentures ⁴	9,830,000
Fully-diluted shares outstanding	109,829,508

1. Options

- a) 302,576 options are exercisable at a price of \$0.25 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) 2,000,000 warrants are exercisable at a price of \$0.25 until August 21, 2025
- c) 3,500,000 warrants are exercisable at a price of \$0.25 until July 15, 2026

4. Debentures

- a) C\$4.9M in Convertible Debentures outstanding mature on March 14, 2026
- b) Debentures convertible into common shares at C\$0.50 per share

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