



mimedia

TSXV: MIM | OTCQB: MIMDF | FSE: KH3

Corporate Presentation

May 2025

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Certain statements in this presentation may constitute forward-looking information, including future-oriented financial information, within the meaning of applicable securities laws. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information in this presentation. The forward-looking information in this presentation includes statements with respect to projected revenues and profit margins of the Company's Distribution Partners. Risks, uncertainties and other factors could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information, including the ability of the Company's Distribution Partners to manufacture, ship and sell the anticipated number of devices with the Platform integrated as the embedded media gallery and the risk that any such manufacture, shipment and sale may be suspended or delayed due to supply chain distributions, 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 risks discussed under the heading "Risk Factors" in the Company's public disclosure filings available for viewing on the SEDAR+ website at [www.sedarplus.ca](http://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. The Company has provided the above-noted forward-looking statements in reliance on certain assumptions that they believe are reasonable at this time, including with respect to the targeted number of devices to be deployed with the Platform integrated, local market mobile advertising CPMs, single digit numbers of mobile ads shown per day, low single digit conversion of free storage users to paid storage users and competitive storage subscription pricing. Although the Company believes that the assumptions and factors used in preparing the forward-looking information in this presentation are reasonable, readers are cautioned that undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. Should one or more of the foregoing risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The forward-looking information included in this presentation are made as of the date of this presentation and the Company does not undertake any obligation to publicly update such forward-looking information to reflect new information, subsequent events or otherwise unless required by applicable securities laws.



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

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

Our strategic partnerships are with some of the largest Telecom Carriers (Telcos) and Device Manufacturers (OEMs) in the world.



Target Regions = 1 Billion New Smartphone Addressable Market Opportunity

## Market Problem:

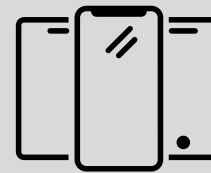
Telecom Carriers (“Telcos”) and Smartphone Makers (“OEM”s) have missed the consumer cloud market, face big challenges and don’t extract **additional revenue** from key assets

### OEMs and Telcos struggle with:

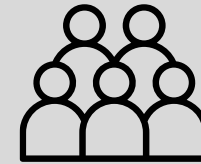
- Competition: in-market & Google / Apple
- Market differentiation
- Customer churn
- Low margin revenue streams
- Limited digital revenue strategy
- Limited role in consumers' digital lives



### Key assets provide no additional revenue



Phones



Consumers



Network

and, *WORSE ...*



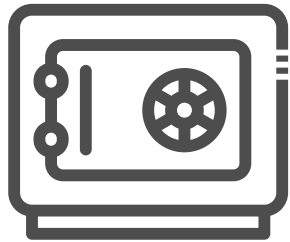
derive billions in revenue from these same assets  
and will NEVER share that revenue or associated data



## Solution:

MiMedia's unique consumer cloud platform, driven by proprietary AI and data and distributed via partners on B-B-C basis

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 visual, engaging media experience

## Strategy:

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

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



### Revenue & High Margin

- **FOUND** revenue, turn-key and generating Day 1
- High-margin, recurring revenue streams of mobile advertising, storage subscriptions and other VAS



### Retention

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

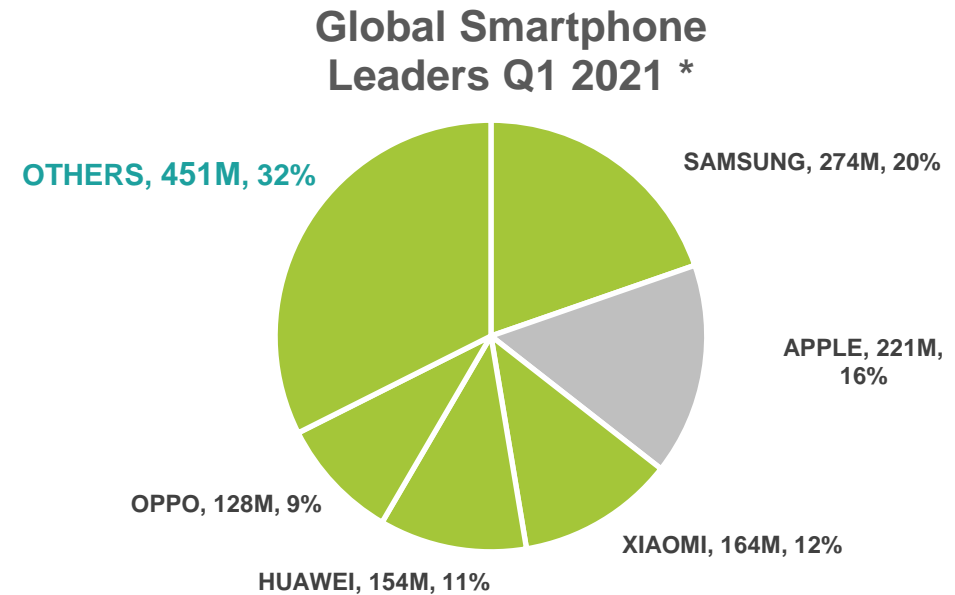
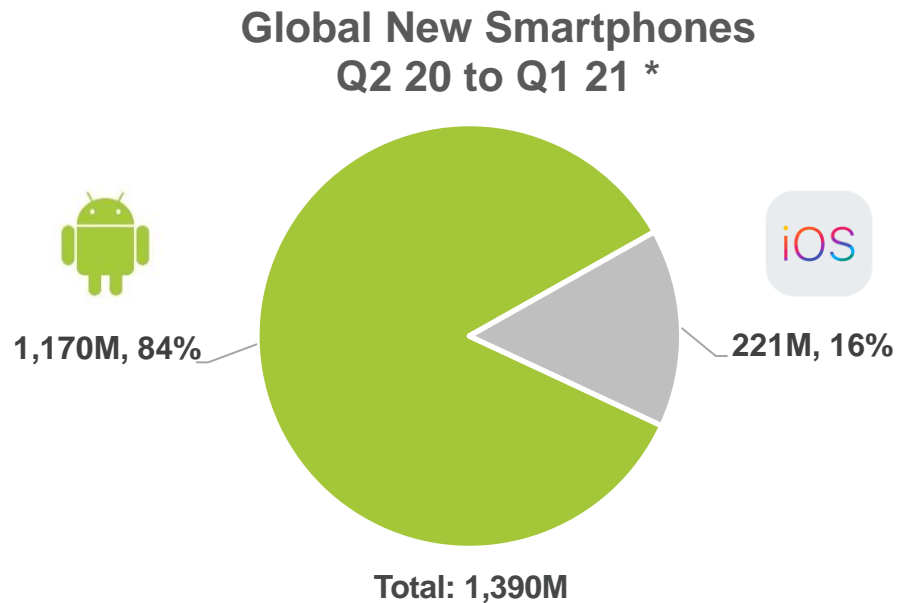


### Differentiation

- Immediate role in large 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 large and well positioned for MiMedia, with hundreds of Telcos and 1B+ Android smartphones to target



\* Source: Counterpoint

- MiMedia is the only third-party consumer cloud to 1) target this large global market and 2) replace boring, grid-based media galleries currently found on Android smartphones with MiMedia's unique consumer cloud platform
- **Small % conversion of "Others" OEM category (approx. 451M phones) would deliver potentially large revenue opportunity**
- Very few OEMs use Google Photos as default smartphone gallery

# 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:

- Proven platform - vetted, adopted and deploying with global leaders, with strong user engagement and likability
- Contracted to integrate on up-to 35M devices

### 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

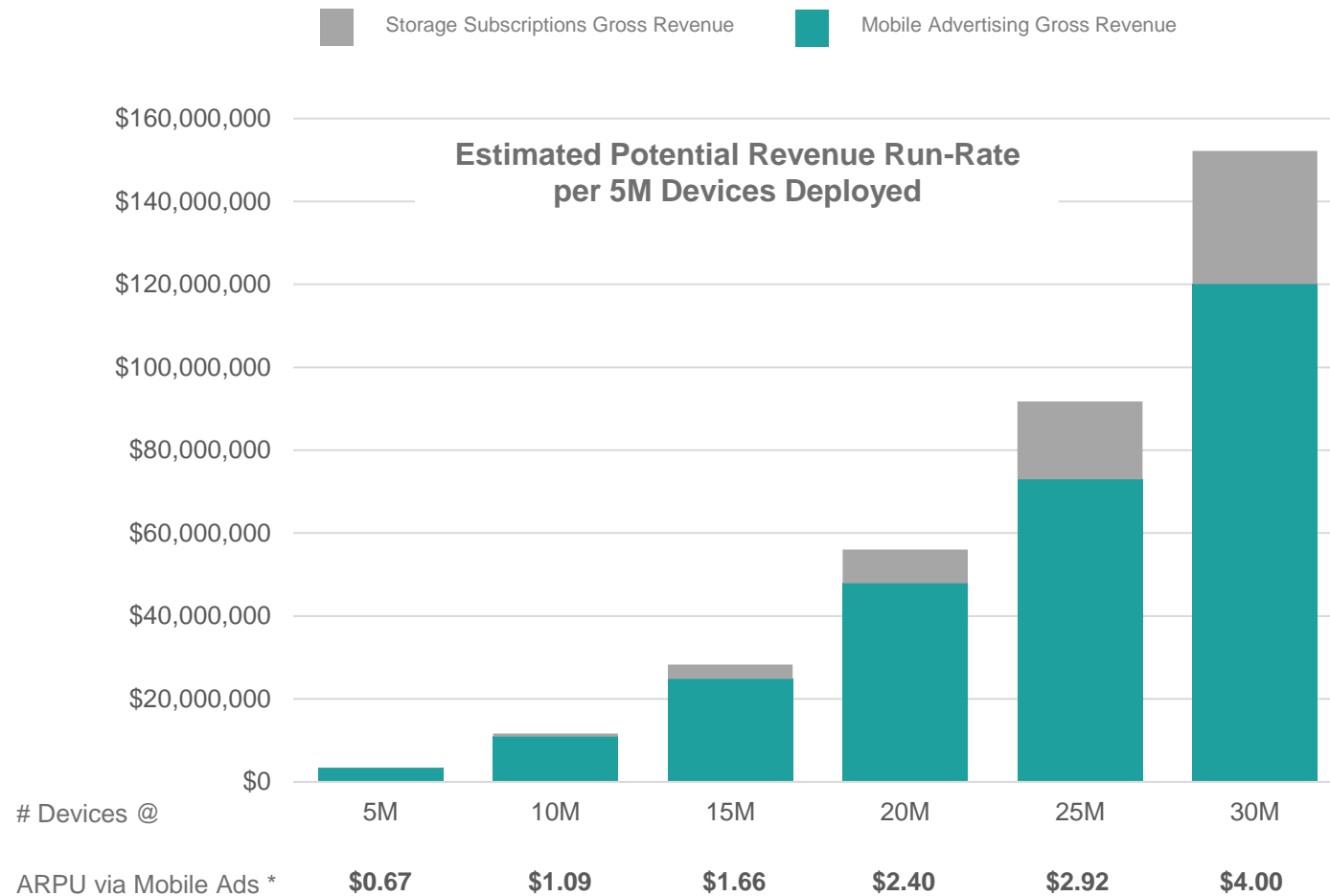


Global in 15 Languages

• Source: Company Data and @ Peak Users

# Growth:

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



## 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 non-linear lift for core mobile Ad metrics and mobile Ad ARPU per device
- Assumes 2 – 4 ads / day / user at a blended \$3 CPM

## Storage Subscription Revenue Highlights

- Assumes 1%-3% conversion rates of free to paid cloud subscribers
- Storage subscription revenue scales slower, as consumers exhaust free storage before paying
- Annual ARPU for storage subscriptions assumed in conservative range of \$24-\$36

# Capitalization Table

Shares outstanding	Number
Basic shares	89,442,621
Options <sup>1</sup>	6,032,147
Restricted share units <sup>2</sup>	500,000
Warrants <sup>3</sup>	4,664,656
Debentures <sup>4</sup>	9,430,000
<b>Fully-diluted shares outstanding</b>	<b>110,069,424</b>

## 1. Options

- a) 252,147 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) 249,426 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\$4.7M 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