

## ASX ANNOUNCEMENT (ASX:AIM)

26 October 2021

### Ai-Media Presentation to Morgan Stanley Alpha ex-100 Conference

**Melbourne, Australia, 26 October 2021:** Ai-Media Technologies Limited (**Ai-Media** or **Company**) (**ASX: AIM**), a global provider of technology-driven live and recorded captioning, transcription and translation services, is pleased to provide a presentation which will be delivered to the Morgan Stanley Alpha ex-100 Conference today.

#### ENDS

Authorised for release by the Ai-Media Board.

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#### About Ai-Media

Founded in Australia in 2003, technology company Ai-Media has become a global leader in the provision of high-quality live and recorded captioning, transcription and translation services. Its technology platform combines artificial intelligence and human expertise to deliver speech-to-text accuracy in three price points: automated (Lexi), semi-automated (Smart Lexi), and premium (Ai-Live). The company is the biggest captioning provider in the Australian market, with clients including major free-to-air and pay television networks, and has a growing international footprint, with offices in Australia, the US, UK and Canada. Globally, Ai-Media technology delivers 7 million minutes of live and recorded media content, and online events and web streams every month. Ai-Media (ASX: AIM) commenced trading on the ASX on 15 September 2020.

For more information on Ai-Media please visit <https://www.ai-media.tv/>

# Morgan Stanley Conference

26 October 2021

Ai-Media Technologies Limited



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## Presenters

Making the world's content

**accessible for everyone**

Ai-Media is a one-stop shop for live and recorded captioning, transcription and translation solutions – globally



**Deanne Weir**  
Chair



**Tony Abrahams**  
Co-founder & CEO



**John Bird**  
CFO

A background image showing two men from behind, sitting on a couch and watching a soccer game on a large television. The man on the left is wearing a white shirt, and the man on the right is wearing a red shirt. Both have their fists clenched in a cheering gesture. The TV screen shows a soccer match in progress, with a player in a white jersey taking a corner kick. A red 'LIVE' indicator is visible in the top left corner of the screen. A subtitle at the bottom of the screen reads 'ky takes it to the corner'.

**01** Company Overview

**02** Q1 FY22 Highlights

**03** Financial Performance

**04** Strategy and Outlook





live

LECTURER:

Good afternoon, students. Today, we'll be moving on to the second topic for this semester. We're looking in detail at the principles of universal design. Who can tell me what universal design means?

STUDENT:

It's about making things accessible for everyone...

LECTURER:

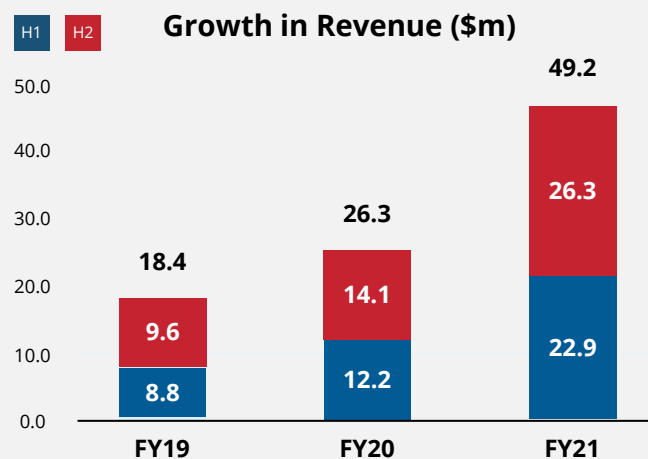
Yes! Accessibility is really the key word here. What I want you to think about is how broad universal design really is. It's not just about digital spaces.

Company  
Overview

# Ai-Media at a glance

LIVE BROADCAST  
LIVE ENTERPRISE  
RECORDED MEDIA

SELECTED KEY CUSTOMERS:



**Operations in three key regions: APAC, North America, and EMEA**

Executing domestic and international growth initiatives supported by regulatory requirements

**2003** established

**\$50m** R&D investment in Ai-Media's technology platform<sup>1</sup>

**\$48m** invested in three acquisitions since Sept 2020

**2,200** global customers, diversified revenue by customer and region

**3,000+** skilled contractors

(1) Investment since 2009

(2) Revenue - includes other revenue per the financial report

# A one-stop shop in a growing US\$20B market<sup>1</sup>

## Captions



From any language,  
to any language



Streamed in any  
format to any device



Live



Recorded

## Tiers

### Premium

Live human curation  
= Ai-Live Premium + bundles,  
including recorded



### Smart Lexi

Semi-automated  
= Smart Lexi



### Lexi

Automated  
= Lexi






1. Source: Frost & Sullivan, EEG





# Ai-Media's one-stop shop from automated to premium

ACCURACY	QUALITY TIER	AI-MEDIA PRODUCT	PRODUCT DESCRIPTION	CONFIDENCE LEVEL	TARGET MARKETS
HIGH	Premium		Highest-quality live captions curated by Ai-Media's live team	Extremely High	<ul style="list-style-type: none"> <li>• Education</li> <li>• Corporate</li> <li>• Enterprise</li> <li>• Government</li> <li>• Live Broadcasting</li> <li>• Live Streaming</li> </ul>
	Smart Lexi		Live captioning solution that combines Automatic Speech Recognition (ASR) with pre-prepared human-curated custom dictionaries	High	<ul style="list-style-type: none"> <li>• Live Broadcast News &amp; some sport</li> <li>• Live Broadcast Weather</li> <li>• Single speaker, clear audio contexts</li> </ul>
	Lexi		Live captioning solution that combines ASR with algorithmic custom dictionaries	Suitable for many US live broadcast news programs	<ul style="list-style-type: none"> <li>• US Live Broadcast</li> <li>• US Live Streaming</li> </ul>
LOW	Out-of-the-Box ASR	No	Out-of-the-Box ASR examples include the free captions available on Zoom, YouTube or Google	Low	<ul style="list-style-type: none"> <li>• Consumer-grade</li> <li>• Platform users (e.g. YouTube, Zoom, MS Teams)</li> </ul>

## Competitive advantages

**Fast, high-quality accurate and secure captioning and translation services with leading live capabilities, global reach, proprietary and leading technology, improving the accessibility of global content**



### PROPRIETARY TECHNOLOGY

- ✓ Proprietary technology delivering high quality and secure captioning with minimal lag
- ✓ Using industry standard speech recognition software combined with proprietary artificial intelligence & machine learning
- ✓ Ai-Media's accuracy is ahead of regulatory standards



### SECURITY

- ✓ Data protection processes in place to support each customer's compliance with local and international privacy laws and regulations



### INTEGRATED SYSTEMS

- ✓ Custom, flexible, integrated systems for optimizing and automating end-to-end service delivery
- ✓ EEG kit integrates video with any streaming platform
- ✓ Customers can integrate via Single Sign On (SSO) functionality



### MULTILINGUAL

- ✓ Ability to provide live subtitles into over 120 languages with market leading accuracy and minimal lag
- ✓ Creating local content that can be distributed globally



### GLOBAL FOOTPRINT

- ✓ Products across broad spectrum
- ✓ A global mindset with local presence in geographical locations across the APAC, EMEA and North America
- ✓ Delivery of uninterrupted 24/7 production and support

# Q1 FY22 Highlights

it is important to establish how much



## Q1 FY22 highlights

**+35%**

Revenue Growth on PCP (Q1 FY21)

\$14.9m Revenue  
in Q1 FY22

**+75%**

Growth in Lexi / Smart Lexi  
SaaS minutes on PCP

22.7 million minutes delivered  
in Q1 FY22 across all products

**\$15.5m**

Cash balance at 30 September 2021

Strong cash position to  
execute on growth strategy

**>50%**

Gross Margin

Up from 39% on PCP

**Growing SaaS  
product suite**

Launched SubSilo™

Further gross margin improvements  
as SaaS revenue increases

**Buy-back**

Program of up to 2 million shares

Program to commence from 15  
November 2021

## Key customer wins

**Ai-Media won several strategic customer accounts during the past quarter which reflects the quality and breadth of its product offerings**

MICROSOFT TEAMS	TVSN AUSTRALIA SHOPPING NETWORK	NSW PARLIAMENT	NBC'S OLYMPICS AND PARALYMPICS
<ul style="list-style-type: none"><li>✓ Ai-Media provided direct support and successfully built an interface into the Microsoft Teams platform</li><li>✓ Users can now integrate Ai-Media's high-accuracy Ai-Live caption solutions</li><li>✓ Underlines the strength and value of Ai-Media's solutions</li></ul>	<ul style="list-style-type: none"><li>✓ Added to Ai-Media's growing list of broadcast customers</li><li>✓ TVSN will leverage the power of Ai-Media's semi-automated Smart Lexi™ SaaS product</li><li>✓ 3-year agreement with a minimum of 7 hours live captioning per day</li></ul>	<ul style="list-style-type: none"><li>✓ NWS Parliament will use Ai-Media's premium Ai-Live captions and new SaaS product SubSilo™ to help its Hansard team create faster and more accurate verbatim transcripts</li><li>✓ Ai-Media will provide up to 1800 hours per year for events held in the Legislative Assembly, the Legislative Council, and 3 committee rooms</li></ul>	<ul style="list-style-type: none"><li>✓ Ai-Media partnered with NBC to deliver the most accessible Olympics and Paralympics broadcast in history</li><li>✓ NBC used Ai-Media's semi-automated Smart Lexi™ SaaS product</li><li>✓ Lexi minutes were up 75% compared to Q1 FY21</li></ul>

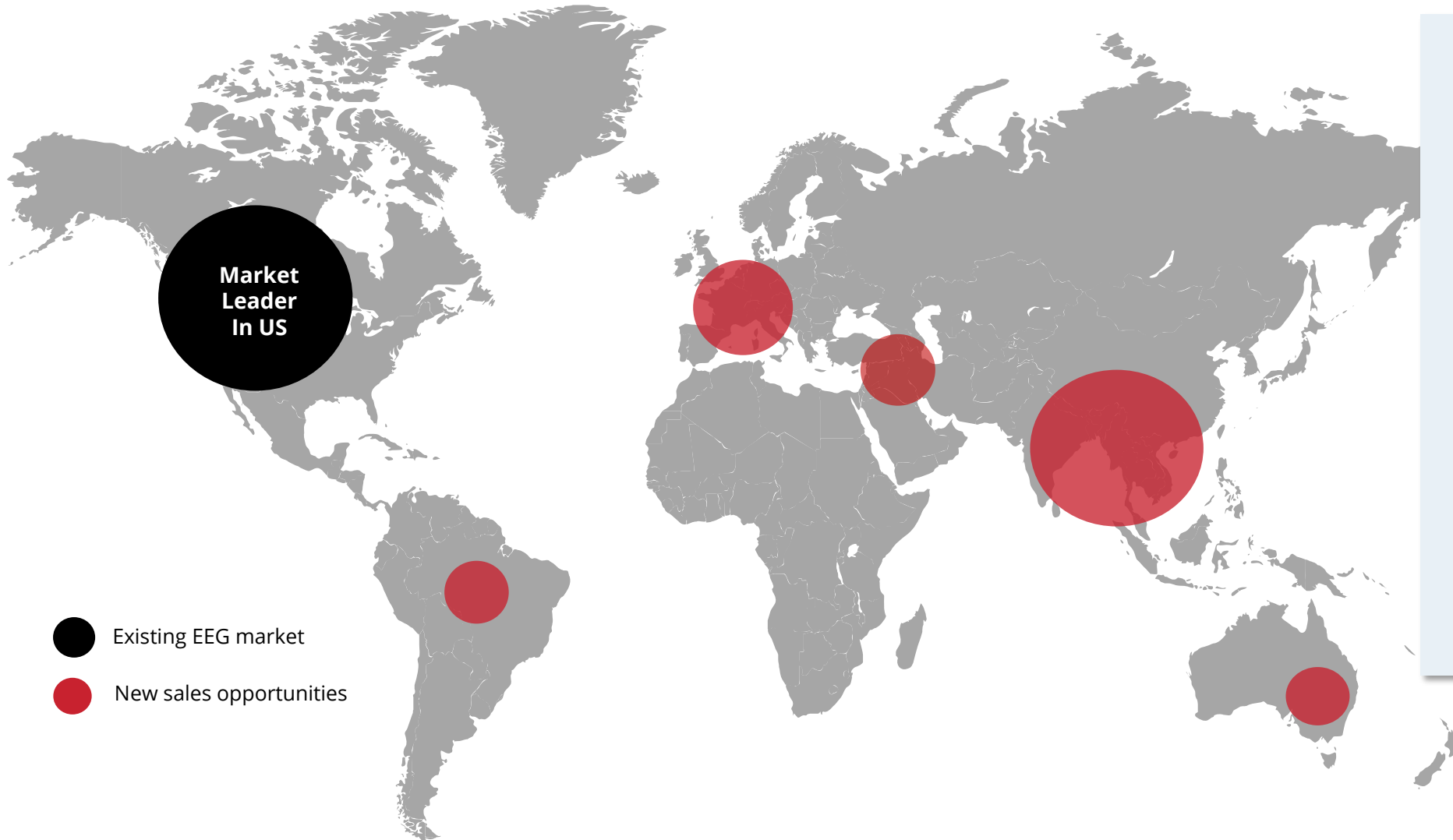
Customer wins occurred in APAC, EMEA and North America and included SaaS sales of Lexi, Smart Lexi, Alta, Falcon and iCap, with three clear price tiers for captions, transcription and translation – automated (Lexi), semi-automated (Smart Lexi), and premium (Ai-Live).



# Strategy & Outlook



# Taking Ai-Media's EEG product suite global

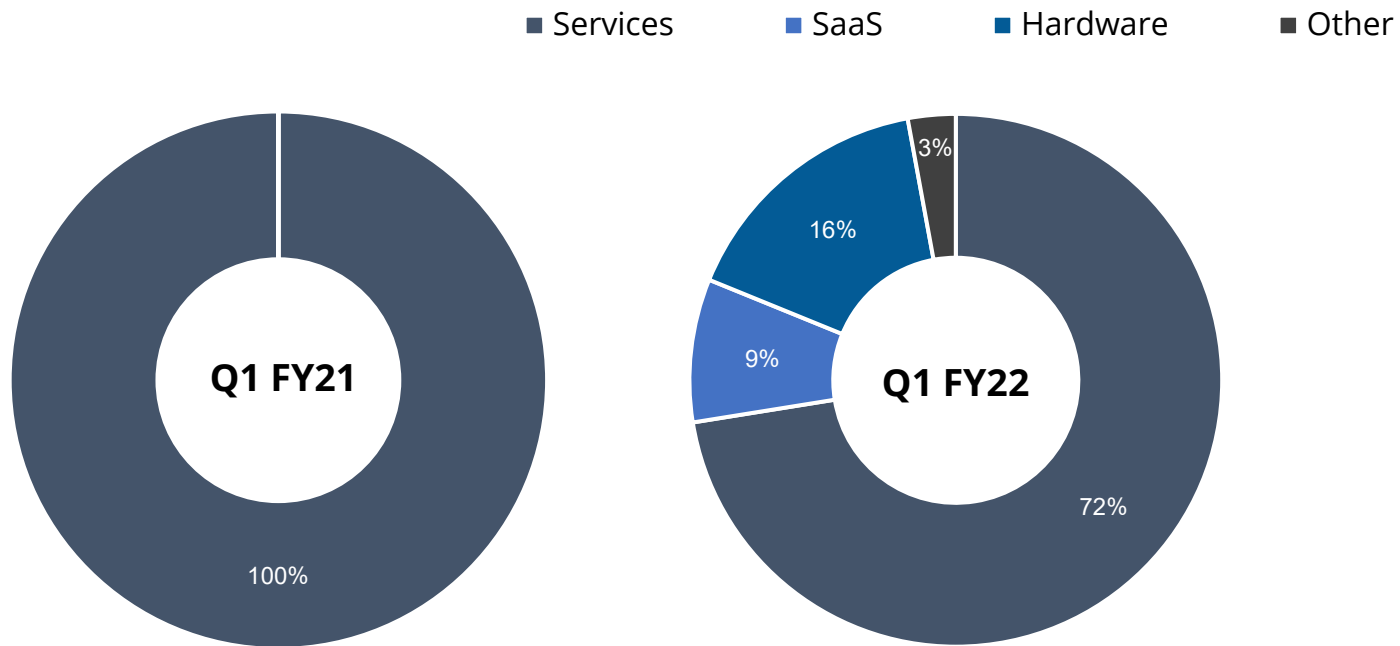


- EEG is a dominant player in US live captioning market working with blue chip clients in broadcast, enterprise and government space

- Significant opportunity to grow SaaS products in new markets

- State-of-the-art technology and extensive Ai-Media network of customers will drive growth in coming years

## Ai-Media is aiming to increase SaaS revenue



- Services revenue share is projected <50% by the end of FY23
- Increasing share of SaaS revenue in sales mix driven by commercial rollout globally of new product lines

- 
- Services revenue FY21 Margin >40%
  - SaaS revenue FY21 Margin >75%
  - Hardware revenue FY21 Margin >70%

# Ai-Media outlook



Large and growing market supported by regulatory and commercial tailwinds



Transformative SaaS product suite and one-stop shop driving growth at higher margins in FY22



Established global presence with local sales teams, led by experienced board and founder



Strong revenue growth, growing margins and EBITDA. Cash flow positive, zero debt and well-positioned for growth



Industry leading platform providing a scalable business model



Large and increasingly diverse customer base with repeating revenue



Ai-Media Technologies Limited

## For further information

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