



ASX ANNOUNCEMENT

25 November 2021

**AIM Presentation
Morgans Technology Conference
25 November 2021**

Melbourne, Australia, 25 November 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 the presentation to be delivered virtually at the Morgans Technology Conference today.

Authorised for release by the Company Secretary.

ENDS

Further Information

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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/>

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Morgans Technology Conference

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Ai-Media Technologies Limited



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Financial information: This Presentation contains historical financial information based on the Company's results for the 12 month period ending 30 June 2021 and prior comparative periods. All financial information disclosed in this Presentation is presented in Australian dollars unless otherwise noted. Any discrepancies between totals and sums of components in tables and figures contained in this Presentation are due to rounding.

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A photograph of two men from behind, sitting and watching a soccer game on a television. The man on the left is wearing a white t-shirt, and the man on the right is wearing a red t-shirt. Both have their right fists clenched in a cheering gesture. The television screen shows a soccer match 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 blue semi-transparent box is overlaid on the left side of the image, containing a numbered list.

01

From the Chair

02

Chief Sales Officer

03

Q&A

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



John Bird
Chief Financial Officer



James Ward
Chief Sales Officer

From the Chair

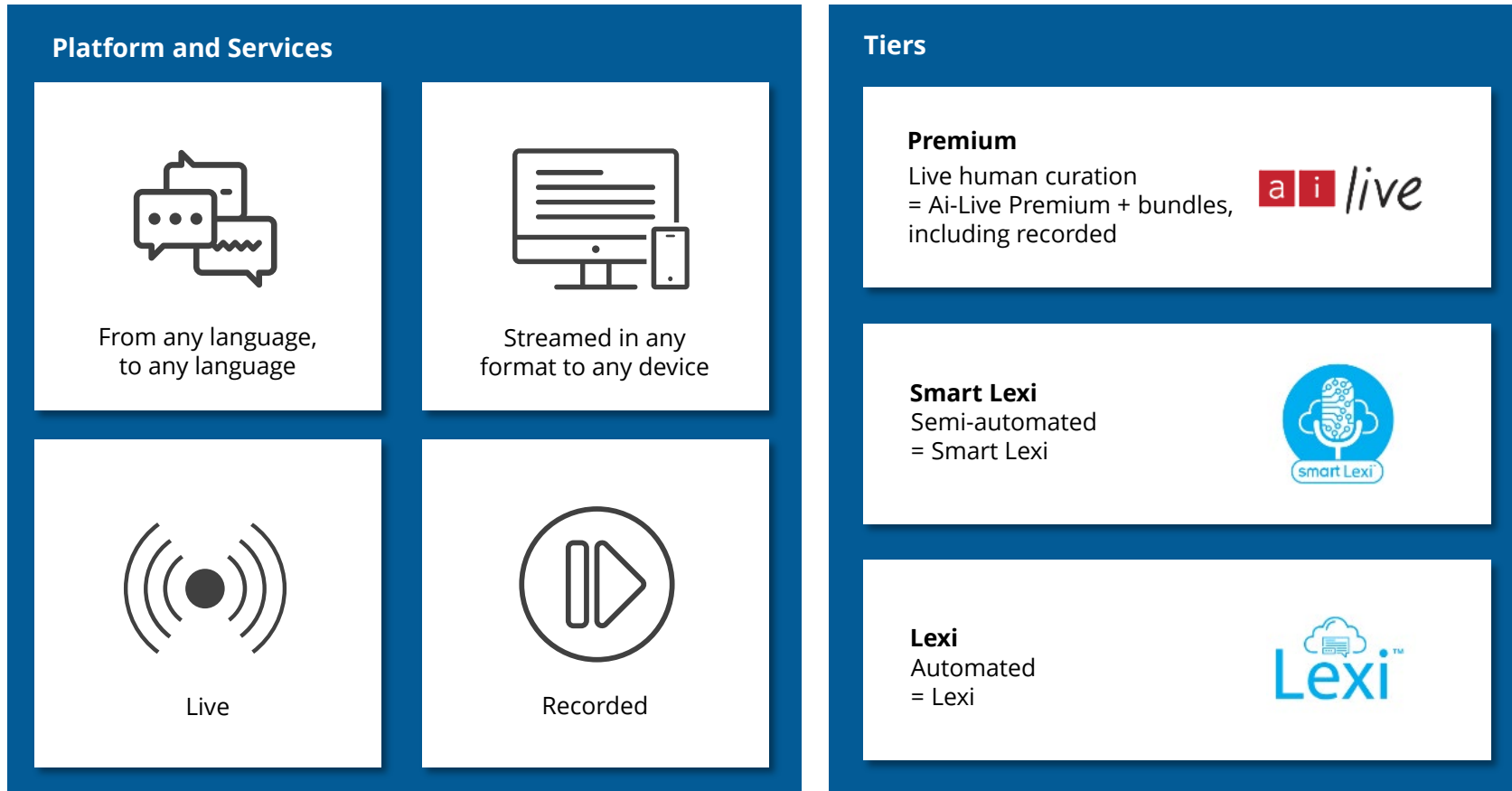


MacBook Air



A one-stop shop in a growing US\$20B market¹

As highlighted since May, the EEG acquisition is transformational, delivering AIM an industry leading platform, network and ecosystem to directly address global growth opportunities in attractive market segments and territories



ai media

7x

Growth in minutes captioned
YoY

\$50m

R&D investment in Ai-Media's
technology platform¹

\$48m

invested in three
acquisitions since Sept 2020

2,200+

global customers, diversified
revenue by customer and region

3,000+

skilled contractors

1. Source: Frost & Sullivan

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™

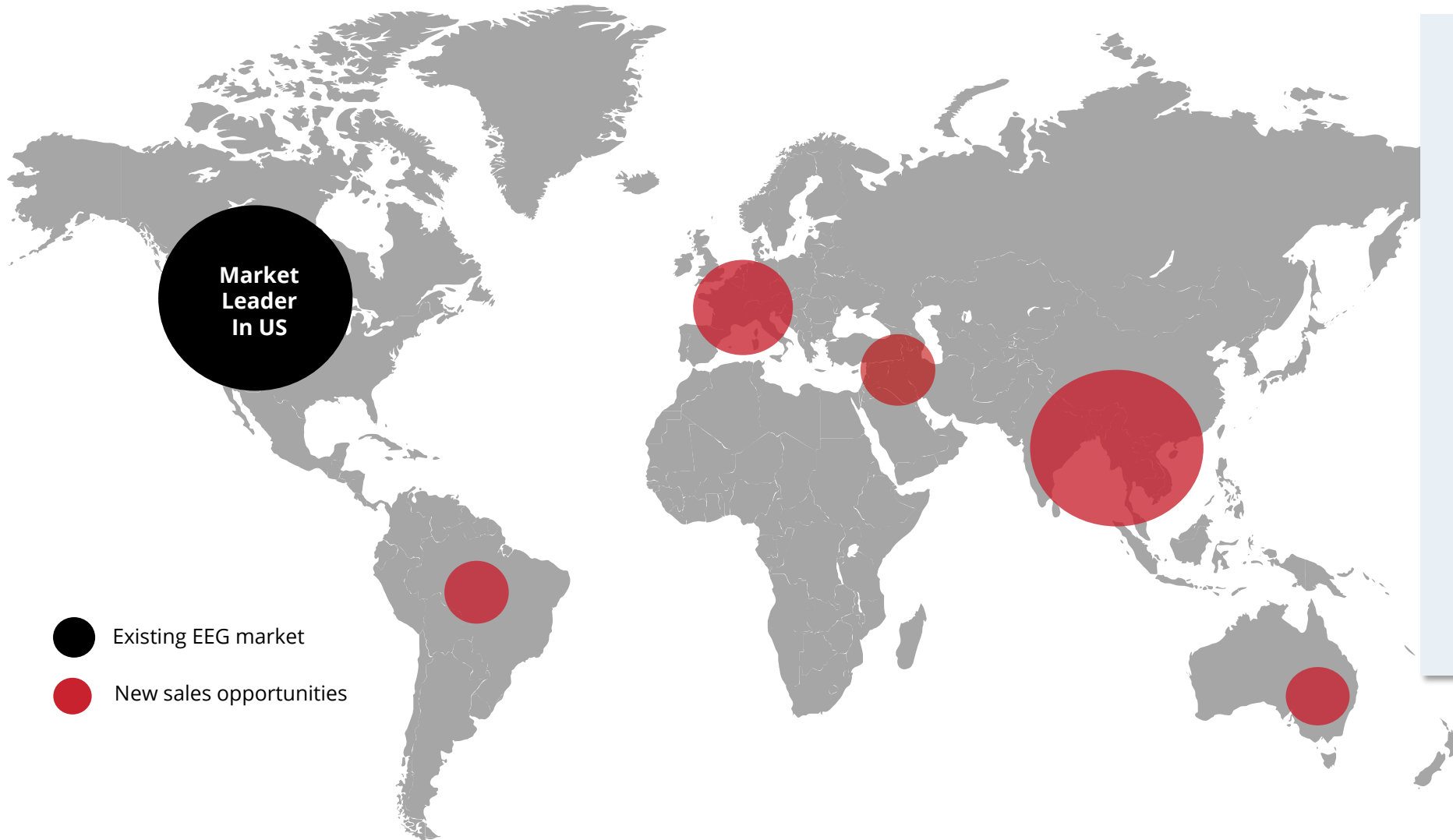
Further gross margin improvements
as SaaS revenue increases

Buy-back

Program of up to 2 million shares

Program to commence from 15
November 2021

Taking Ai-Media's EEG product suite global



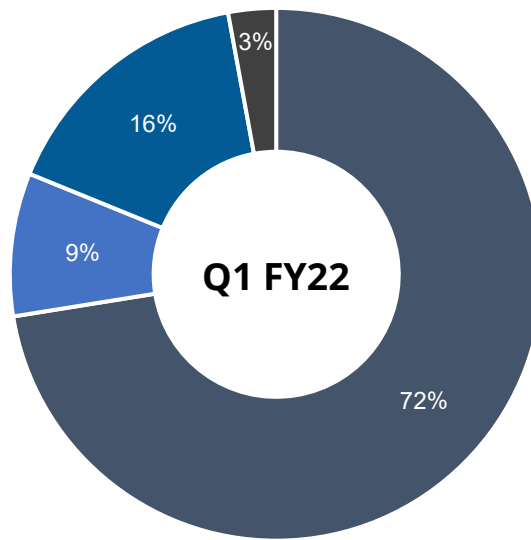
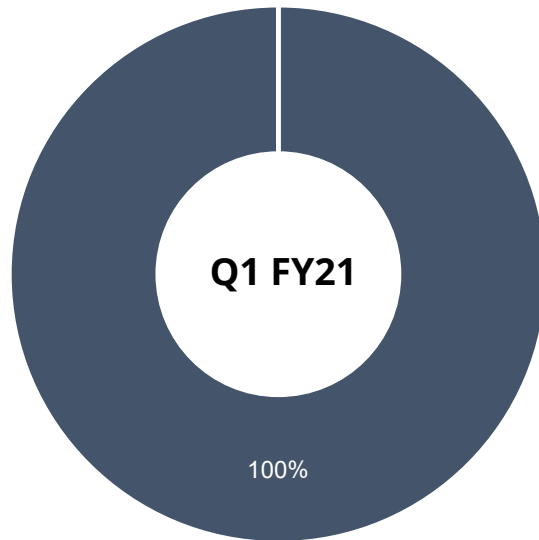
- EEG is a dominant player in US live captioning market working with blue chip clients in broadcast, enterprise and government space

- 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 ■ SaaS ■ Hardware ■ Other



- 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%

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:

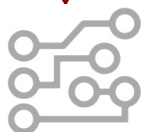
Yes! Accessibility is really the key word here. What I want you to think about is how broad universal design really is. It's not just about digital spaces.

Chief Sales
Officer

A future driven by iCap

iCap is the ubiquitous global live distribution platform for captioning, transcription and translation and is ground-breaking for both customers and Ai-Media

Standard solution



Static circuit board

Manual patching in and out video feeds

Manual loading of topic models

Requires set-up confirmation with customers

Needs additional infrastructure to enable all elements of live captioning to be fed into circuit board

Ai-Media's visionary solution



Cloud-connected adaptive learning network

✓ No patching in and out video feeds

✓ Intelligent pre-loading of topic models

✓ No requirement to disturb customer with set-up details

✓ No additional infrastructure required to enable Lexi™ /Smart Lexi™. All connected through the iCap cloud

✓ Upgrade and future-proof via cloud updates

- Infrastructure installation (cloud, virtual, and hardware) is the fastest and most robust foundation to embed iCap with customer systems

- Ai-Media provides its customers with Premium, Smart Lexi, and Lexi solutions on the iCap network

- Infrastructure sales today will provide future SaaS revenue for upcoming years

Ai-Media's roadmap to 2025



Establish iCap network as global standard

Become the go-to live captioning provider across the industry and around the globe



Drive growth at higher margins

Increase revenue share of our transformative SaaS product suite and hardware



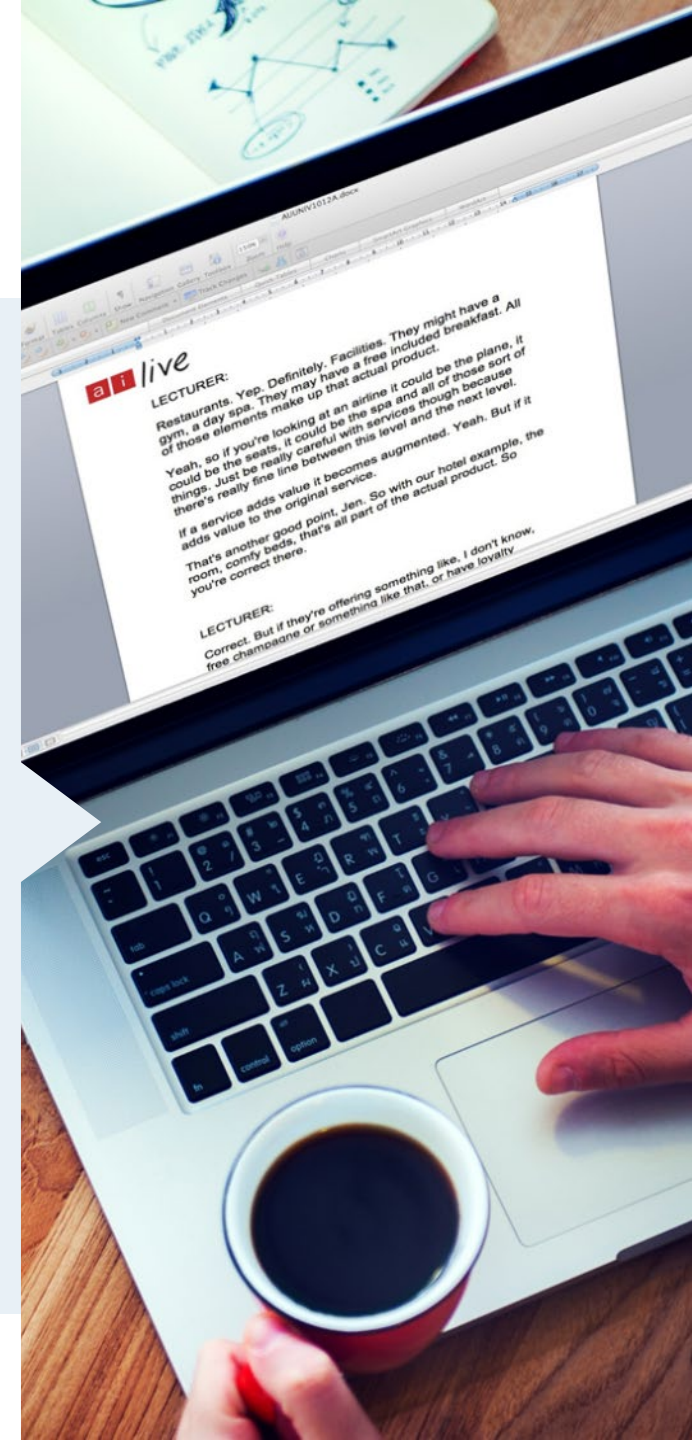
Grow and diversify customer base

Capitalise on increasing demand for live captioning across new segments and territories



Enhance product suite and technology

Continued investment in platform to further improve the quality of our product offerings



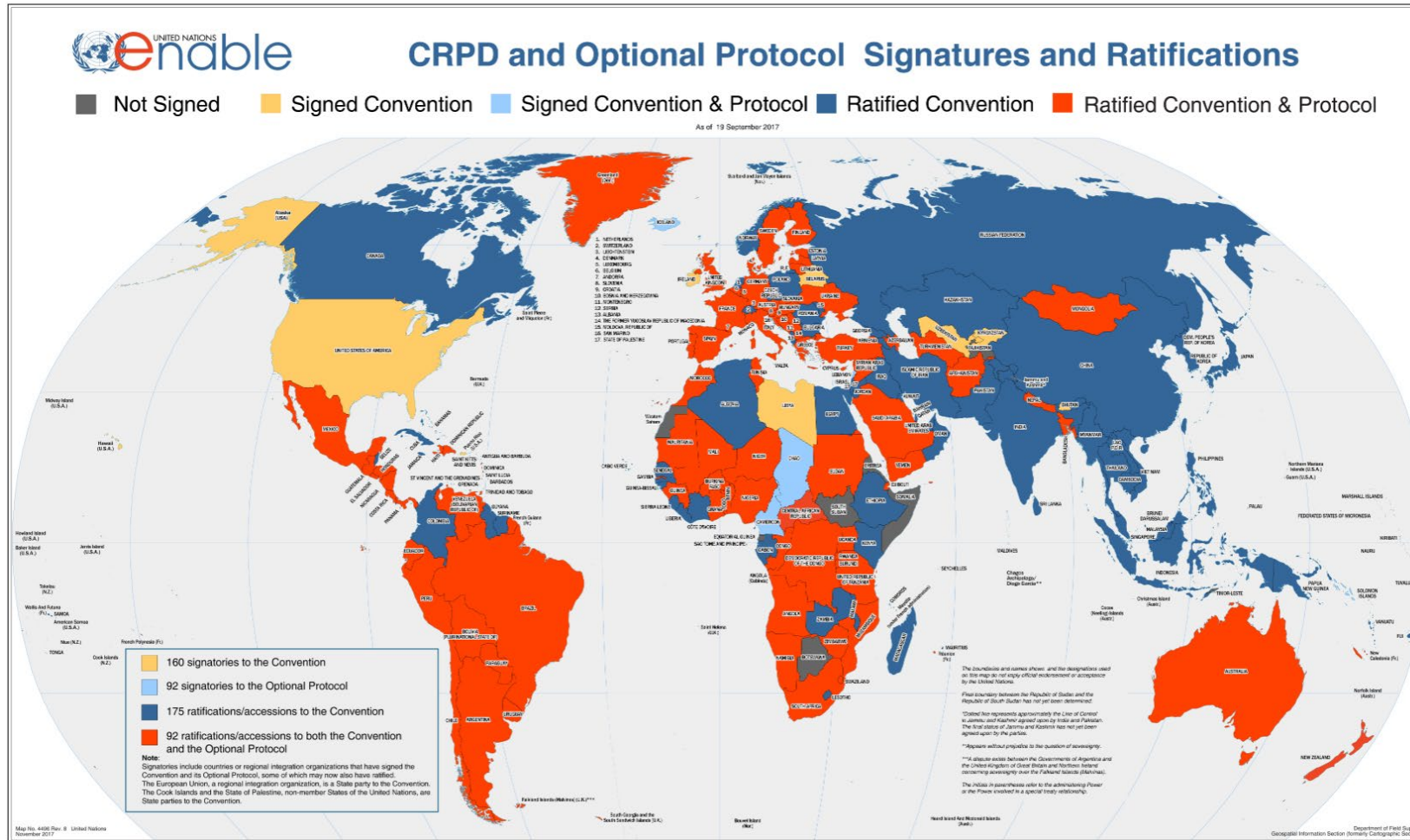
Ai-Media is disrupting the high end of the industry

Using the best premium automatic captioning delivered over the iCap network and ecosystem

Opportunity	Low end impact	High end impact
<ul style="list-style-type: none">• Automatic captioning is transforming the industry, with distribution platforms playing a central role• This is a risk to Ai-Media at the low end, and an opportunity at the high end• Expected to be a significant opportunity for the business in the years ahead	<ul style="list-style-type: none">• Ai-Media expects some Live Enterprise businesses to migrate to third party platforms offering free ASR tools such as Zoom, MS Teams, and lecture capture systems• Ai-Media continues to retain select customers who partially migrated, however seek the quality that is not provided on third party platforms	<ul style="list-style-type: none">• Ai-Media is focussed on integrating its iCap network and platform with high value broadcast and enterprise customers• Ai-Media is disrupting high end premium services and unlocking new greenfield markets in the high-end automatic captioning and translation through Lexi and Smart Lexi which are delivered over iCap in multiple languages• 99.99%+ uptime across the iCap network with almost 100 million minutes a year delivered

UN Convention on Rights of Persons with Disabilities

Providing Ai-Media with expansion opportunities into new markets



- In November 2021, India's Ministry of Information & Broadcasting announced draft accessibility standards for TV Programmes which require the delivery of sub-titles, closed captioning, and sign language
- The draft rules would be notified under the Rights of Persons with Disabilities Act, 2016, once implemented
- **Convention on Rights of Persons with Disabilities ("CRPD")**
Ratifications / Accessions: 175
Signatories: 160

Q&A

For further information

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