



ASX ANNOUNCEMENT

10 March 2022

Ai-Media Investor Webinar Presentation

Melbourne, Australia, 10 March 2022: Ai-Media Technologies Limited (**Ai-Media or Company**) (**ASX: AIM**), a global technology company delivering live and recorded captioning, transcription and translation, is pleased to announce its participation in the Share Cafe Small Cap "Hidden Gems" Webinar, to be held Friday 11 March 2022 from 12:30pm AEDT.

Co-founder and CEO Tony Abrahams will provide an overview of the Company's unique iCap technology platform including its range of in-house AV devices manufactured in New York, and the delivery of live captions, transcription and translation over the platform. Ai-Media's technology platform combines artificial intelligence and human expertise to deliver unmatched speech-to-text accuracy.

This webinar can be viewed live via Zoom and will provide viewers the opportunity to hear from, and engage with, a range of ASX-listed leading micro/mid cap companies.

To access further details of the event and to register at no cost, please copy and paste the link below into your internet browser:

A recorded copy of the webinar will be made available following the event.

A copy of the investor presentation to be delivered during the webinar is attached.

<u>Event</u>	Share Cafe - Micro/Small Cap "Hidden Gems" Webinar
<u>Date/Time</u>	Friday 11 March 2022 at 12:30pm (AEDT)
<u>Presenter</u>	Tony Abrahams, Co-Founder and CEO
<u>Registration link</u>	https://us02web.zoom.us/webinar/register/9516463504855/WN_7qd5PI7ISSa7QHV10tPafQ

ENDS

Authorised for release by the Company Secretary

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/>

Share Cafe Presentation

Investor Webinar: 11 March 2022
Ai-Media Technologies Limited



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Financial information: This Presentation contains historical financial information based on the Company's results for the 6 month period ending 31 December 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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Presenter

a i media

Making the world's content

accessible for everyone

Ai-Media is a global technology company delivering live and recorded captioning, transcription and translation



Tony Abrahams
Chief Executive Officer



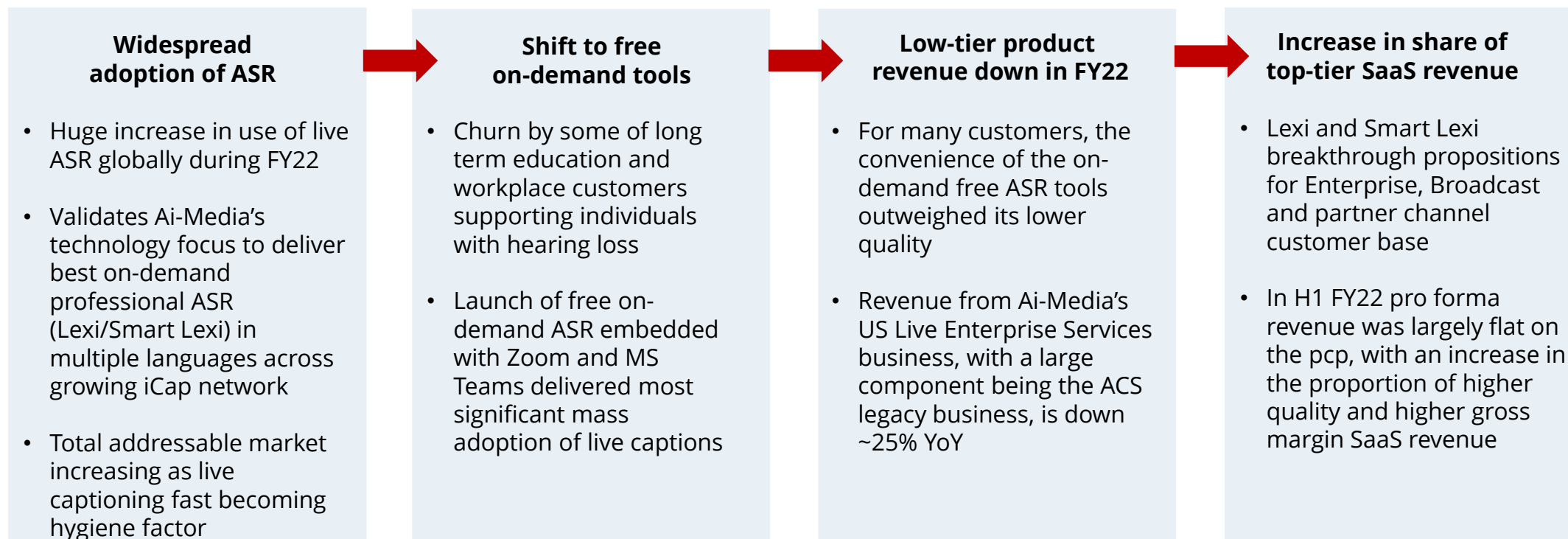
A MARKET IN TRANSITION

- On-demand convenience outweighs accuracy concerns for many use cases (e.g. university students and meetings on Zoom and MS Teams)
- Short term headwinds from our legacy ACS business (FY22 Live Enterprise Services revenue expected to be \$14-\$16m lower than would otherwise be)
- Long term tailwinds in the broadcast and enterprise market segments emerging clearly



The Impact of Automatic Captioning (ASR) on Ai-Media

The rapid adoption of free ASR tools has resulted in lower revenues from Live Enterprise Services; however, it has contributed to higher gross margin, improved EBITDA performance, and a larger Total Addressable Market



Ai-Media continues to invest in delivering the best ASR via its SaaS products Lexi and Smart Lexi, available through a full suite of connected gateway devices on the growing proprietary iCap network and ecosystem, and offering the highest quality premium services in the industry, including through preferred partners.

Full Product Suite

The iCap Gateway Network offers customers a one-stop-shop solution for distributing live captioned content to multiple display points. Utilizing the network means that customers will benefit from a seamless workflow that offers industry leading results. Customers can also opt for individual product offerings to meet their broadcasting needs.

ENCODE

+ CAPTIONS

DISPLAY

PHYSICAL

Product	Use
HD492	iCap Broadcast
HD1492	iCap Broadcast
AV650	iCap 4K Encoder
EN537	iCap Broadcast Lite

VIRTUALIZED

Product	Use
Alta	iCap Broadcast

CLOUD-BASED

Product	Use
Alta	iCap Broadcast
Falcon	iCap Streaming



Gateway network

Products

Use

1452 SCTE-104	The application for this product is advertising triggering in broadcast
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INSERTERS

Products

Uses

DE291 DE1285	iCap Decoders provide quality monitoring for military, scientific imaging as well as broadcast applications
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DECODERS

Product

Uses

Ai-Live	Customizes look and feel of captions. Choice of a range of fonts, colours and sizes that are applied instantly to live captions.
AV610	The AV610 device is for display in big screens, theatres, stadiums and conference centres

UI

H1 FY22 Highlights

+29%

Revenue Growth on PCP (H1 FY21)

\$29.6m Revenue
in H1 FY22 up from \$22.9m

+98%

Growth in Lexi / Smart Lexi
SaaS minutes on PCP

47 million minutes delivered in
H1 FY22 across all products

\$15.9m

Cash balance at 31 December 2021

Strong cash position to
execute on growth strategy

+78%

Gross Profit \$15.7m up from \$8.8m

Gross Margin up from
38% to 53%

+\$7.0m

Improvement in EBITDA on PCP

EBITDA breakeven in H1 FY22 from
EBITDA loss of (\$7.0m) in PCP

Buy-back

Program of up to 2 million shares
launched on 15 November 2021

36% of the program has been
completed at 31 December 2021

Global Sales Wins in FY22

Looking to accelerate revenue growth and compete effectively in the global market, Ai-Media's sales teams have had significant wins with great customers in FY22 so far

Deepened strategic customer accounts

- 3** Global technology companies
- 2** Parliaments
- 1** International sporting organisation

Existing iCap customers moving to Ai-Media's ASR



New iCap customers moving to Ai-Media's ASR

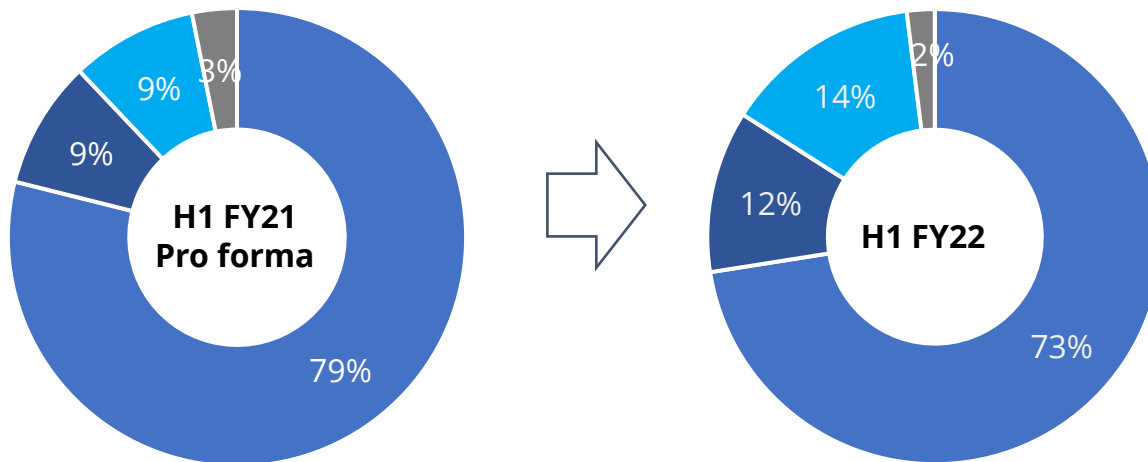


Continued Growth of SaaS Revenue

Growing share of SaaS revenue driven by global rollout of connected Devices and SaaS products

Revenue split by category

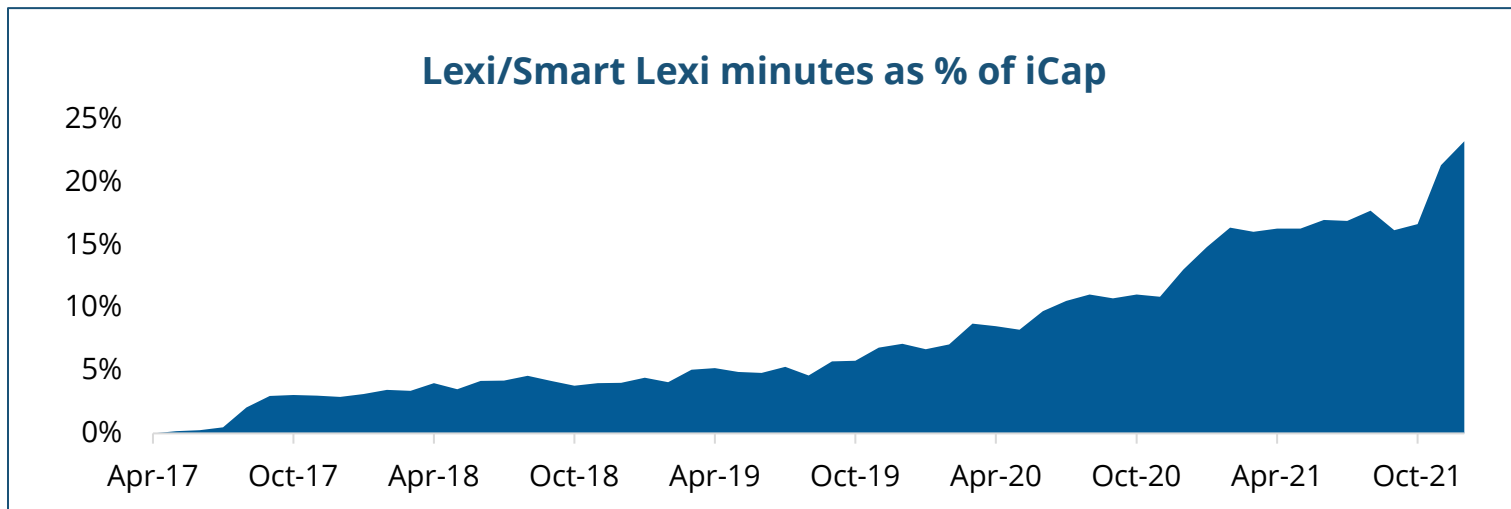
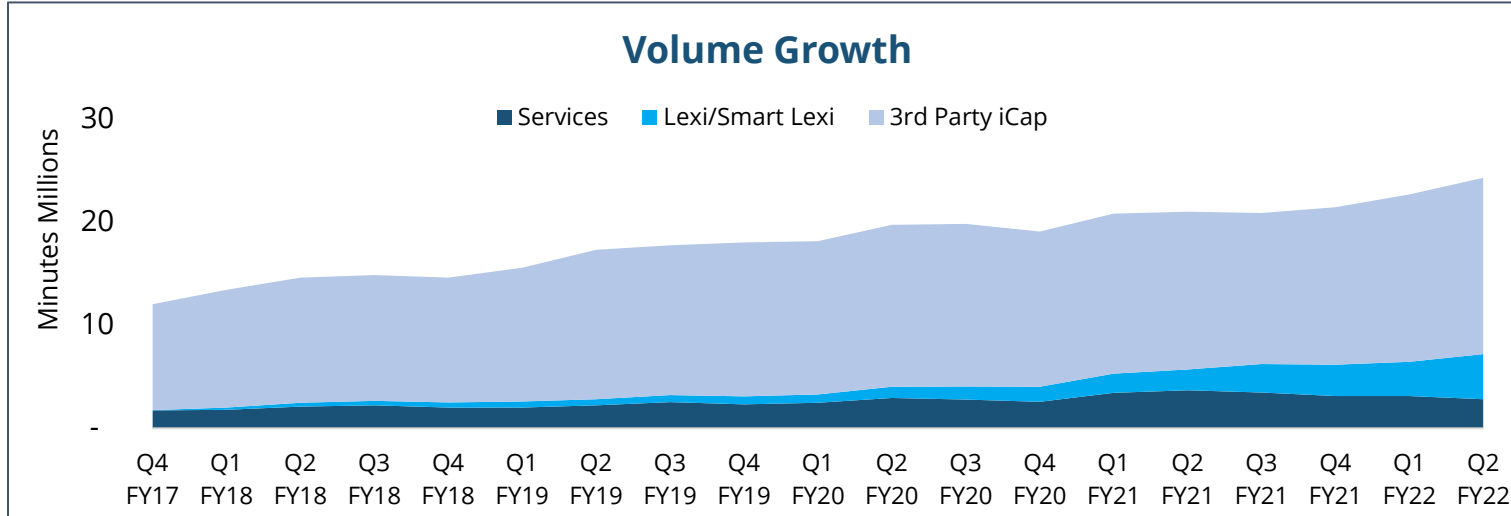
■ Services ■ SaaS ■ Devices ■ Other



COMMENTS

- SaaS and Devices revenue share increased by 44% from 18% to 26% compared to H1 FY21 on a pro forma basis inclusive of EEG
- Shift towards a higher portion of SaaS revenue leads to higher gross margin and greater recurring revenue
- **Services revenue**
H1 FY22 Margin >40%
- **SaaS revenue**
H1 FY22 Margin >75%
- **Devices revenue**
H1 FY22 Margin >70%

iCap Network (market) Growing and Lexi/Smart Lexi Accelerates



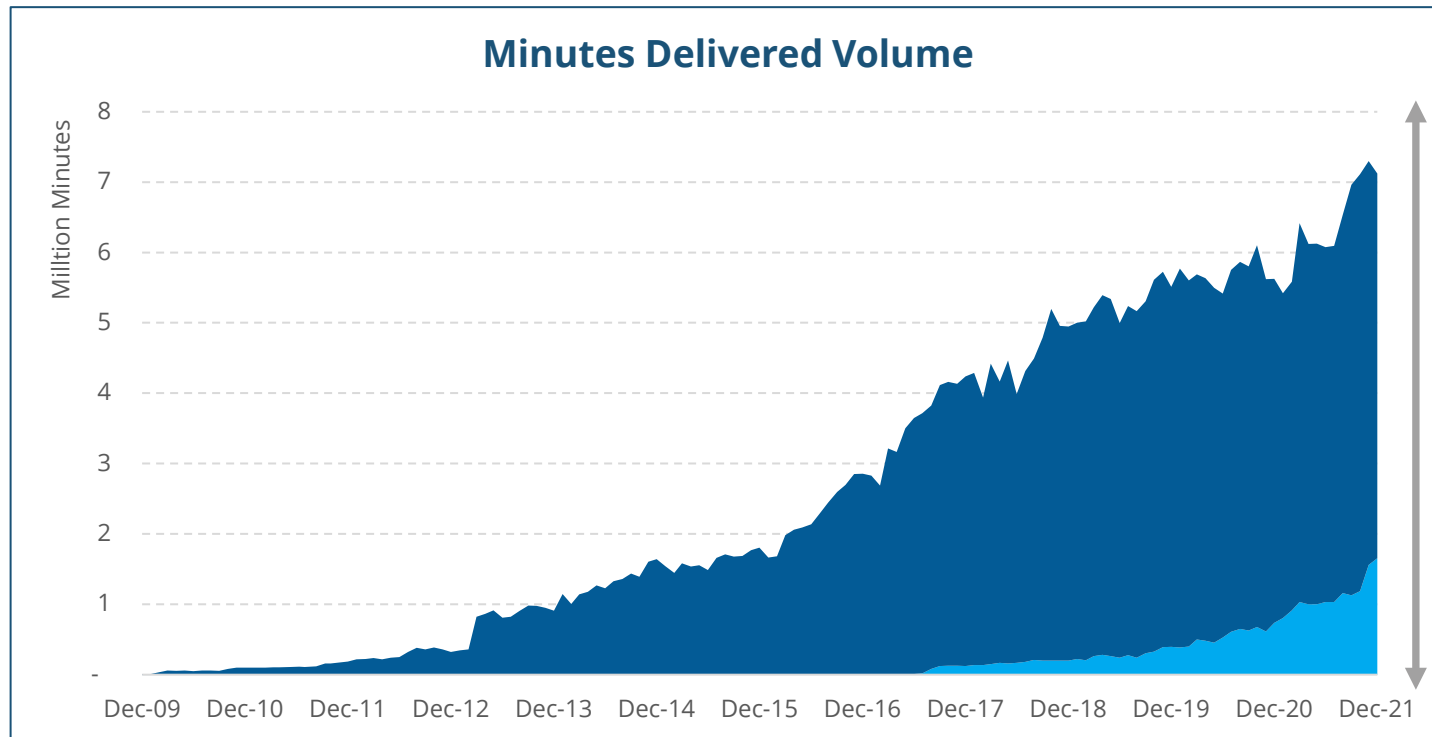
COMMENTS

- The transition to SaaS revenue is accelerating and the network (market) is growing
- Lexi/Smart Lexi volume growth 5x the growth in iCap, offsetting reductions in legacy service business
- H1 FY22 vs H1 FY21 minutes growth:
 - **18%** for iCap
 - **98%** for Lexi/Smart Lexi
- Significant headroom to increase further penetration of Lexi/Smart Lexi into existing customer base
- Currently Lexi is used on 20% of iCap volume (up from 16% in May 2021)

Significant Potential to Increase Lexi volume

COMMENTS

- Significant opportunity exists to increase penetration of Lexi/Smart Lexi into iCap customer base
- In Q2 FY22 Lexi is used on 20% of iCap minutes, up from 16% in May 2021



Guidance for FY22

In the Company's recent H1 FY22 results announcement, the Ai-Media Board provided the following guidance for FY22 which takes into account H1 FY22 performance, year-to-date trading in CY2022 and the outlook for the remaining ~3 months of FY22

Forecast FY22
Revenue of

\$60-\$62m

Compared to \$49.2m in FY21

Forecast FY22
Gross Margin of

53-54%

Compared to 42% in FY21

Forecast FY22

**Positive
EBITDA**

Compared to (\$8.7m) in FY21

COMMENTS

- The erosion of Ai-Media's legacy Live Enterprise business due to free ASR tools, combined with strong growth in the higher margin business lines of connected Devices and SaaS delivered across the iCap gateway network, is expected to deliver modest revenue growth and more significant improvements in margin and EBITDA
- EBITDA is inclusive of growth investments in sales, marketing, product and technology
- Key assumptions include that contracted revenue continues to be realised, that product enhancements are successfully deployed, and that customer service levels continue to be met
- Key risks to achieving the guidance include delays in customer onboarding, unanticipated events and global macroeconomic uncertainty

Increasing Investment in iCap and Lexi / Smart Lexi



- ✓ iCap is Ai-Media's proprietary gateway network and the industry standard for delivering live captioning throughout North America
- ✓ Ai-Media's Devices are iCap-enabled and connected
- ✓ Lexi/Smart Lexi ASR delivered across the iCap gateway network with on-demand single button convenience
- ✓ Ai-Media is increasing investment in robustness and security of iCap gateway network and ecosystem for global reach
- ✓ Ai-Media launched a revenue share partnership with iCap's preferred partners to resell Lexi and Smart Lexi products across the iCap platform

PARTNERSHIPS FOR SUCCESS



Ai-Media launched its **Preferred Partner Program** in collaboration with iCap's preferred partners



iCap's preferred partners to earn up to 25% revenue share when reselling Lexi and Smart Lexi products



The Preferred Partner Program create **new sales channels** for the iCap platform

Ai-Media's Roadmap to 2025



Establish iCap gateway 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 devices



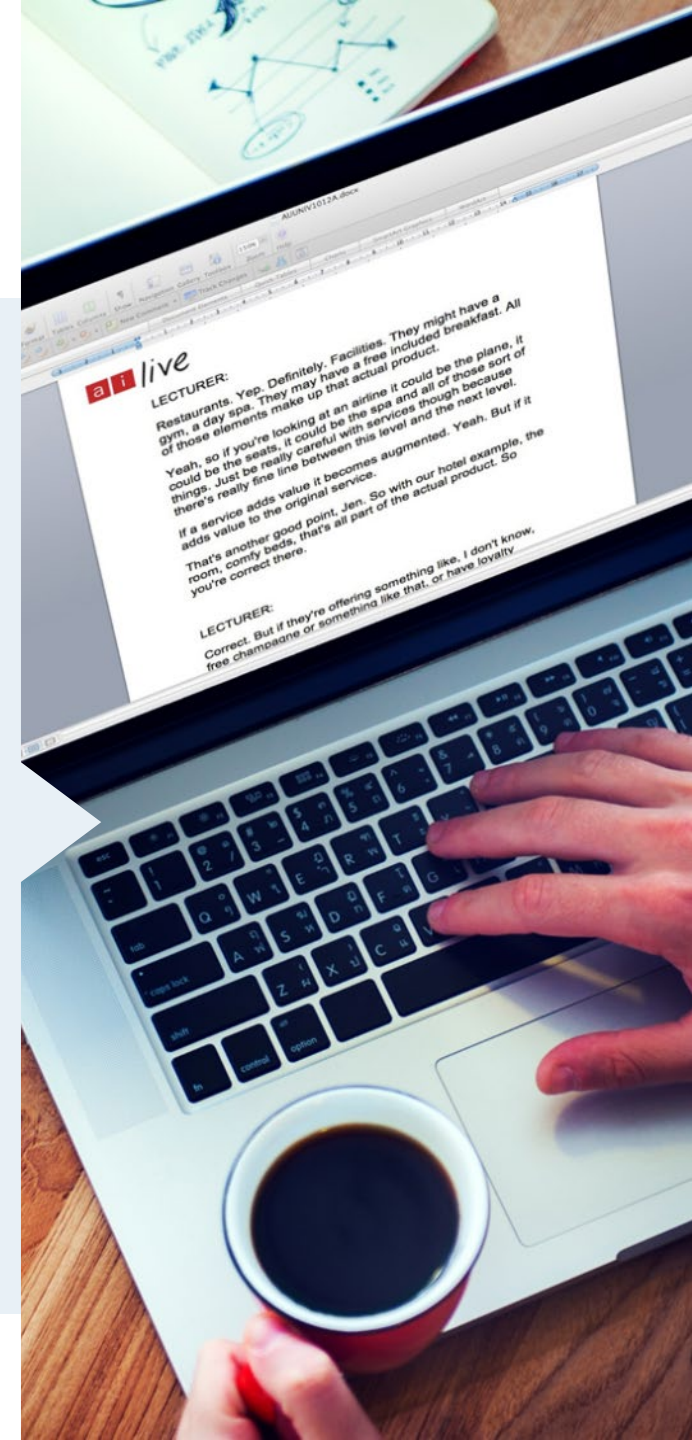
Grow and diversify customer base

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



Q&A

For further information

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