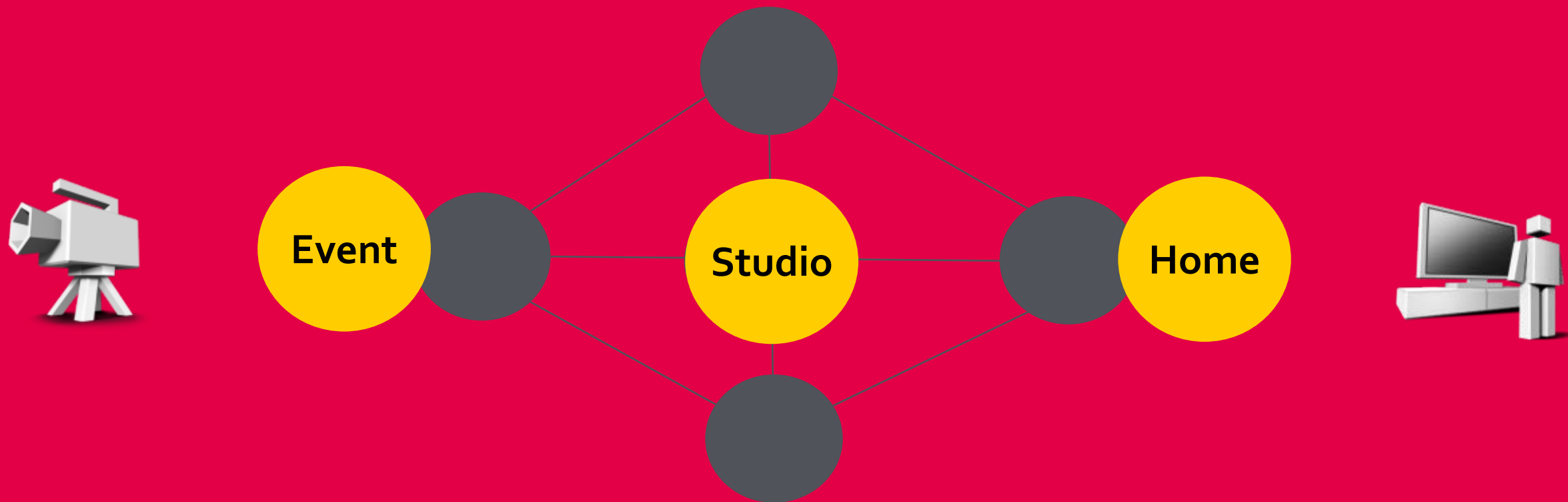


A person in a dark jacket is seen from behind, holding a dark helmet. The background is a blurred crowd of people, some wearing red and white, suggesting a sports event or a public gathering. The overall scene is overlaid with a semi-transparent red filter.

Net Insight Shaping the future of media

Fredrik Tumegård

Net Insight covers the TV production chain from camera to content owner to consumer



This is Net Insight

481

SEK Million
Total turnover R4Q Q3'16

40%

September YTD Growth

207

SEK Million
Liquid funds Q3 2016

500

customers
across the globe

60

countries

44%

Brand Awareness in 2016

75Nps

% customers likely to recommend
Net Insight

+250

Employees & Consultants

+30

Patents

30%

R&D Investment

Addressable Market

Broadcast and
Media Networks

470 MUSD

Addressable Market 2016

3-4%

Growth rate

Digital Terrestrial
Networks

70 MUSD

Addressable Market 2016

Project driven will
decline after 2017

Live OTT

500 MUSD

Addressable Market in a few years

24%

Growth rate

More than 500 customer around the global 77% willing to recommend



Business models

~85%

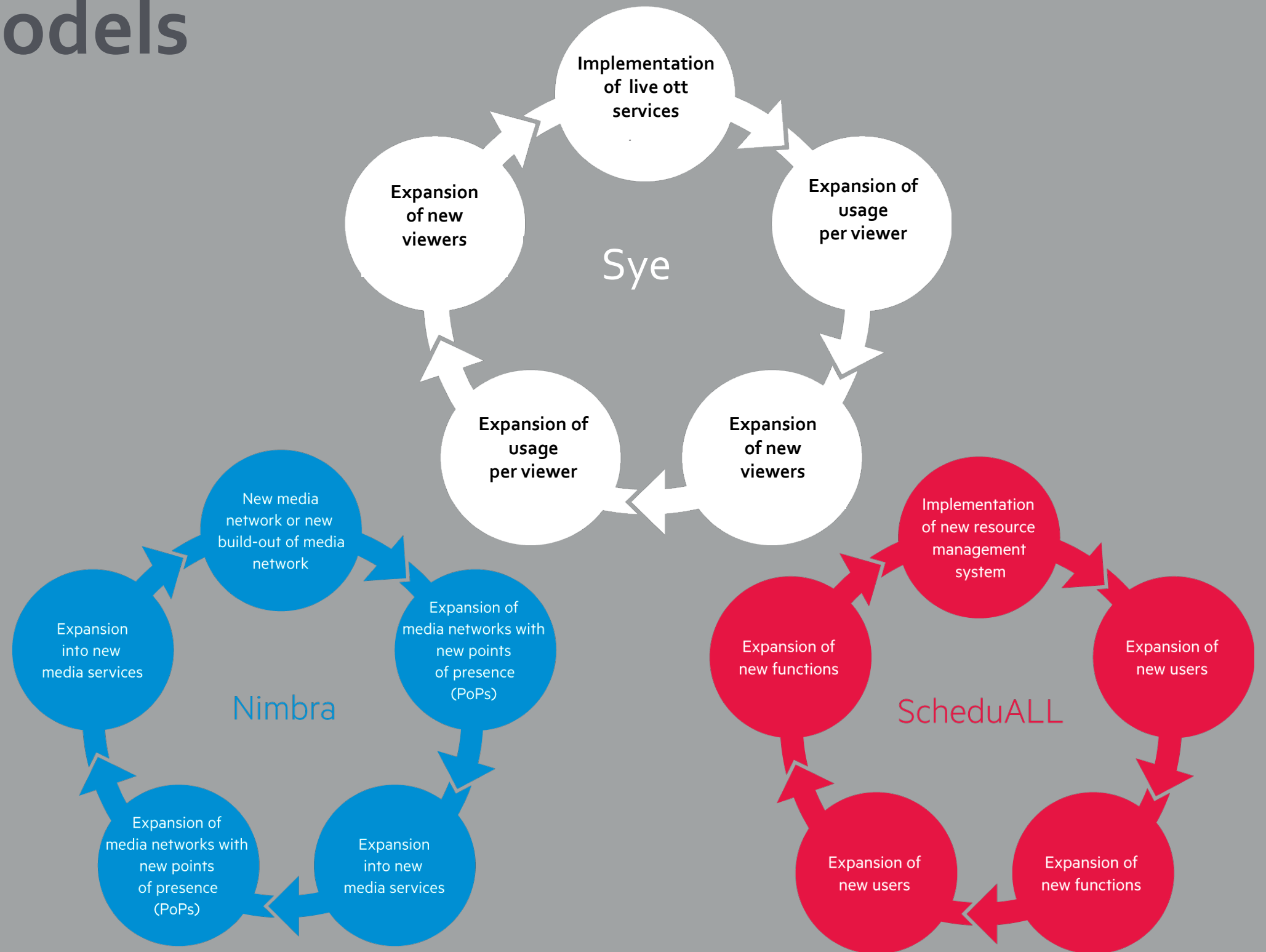
Revenue from repeat customers

~30%

Recurring revenue from Services & Support

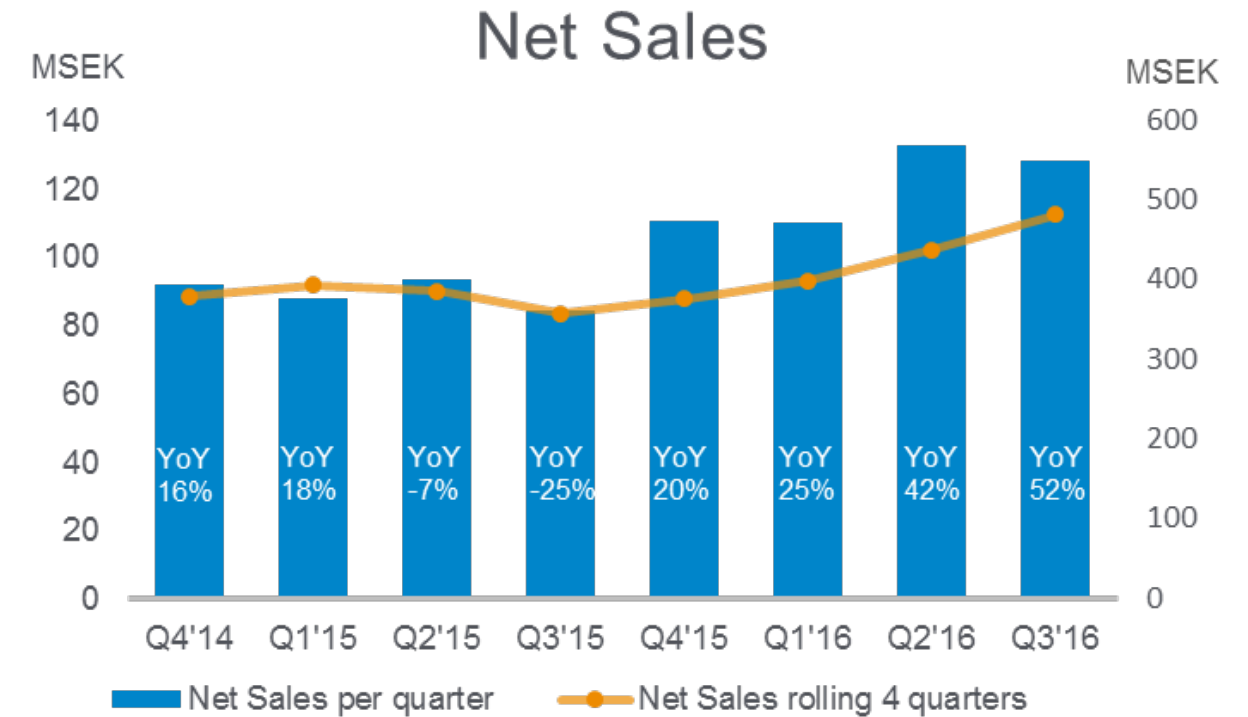
~20%

Revenue from Software Licenses



Long-term growth and profitability

- Net Insight is growing with 52% during Q3
- Delivering an operating margin of 15% in Q3
- Strong profitability from our core business financing investment in the new segment of Live OTT



Shaping the future of media

The industry is undergoing significant transformation

Consumer

Changing habits of TV viewers

TV
Production

More efficient workflows

Networks

Transformation of media networks

Clear strategy for growth

Market Innovator

Grow core business

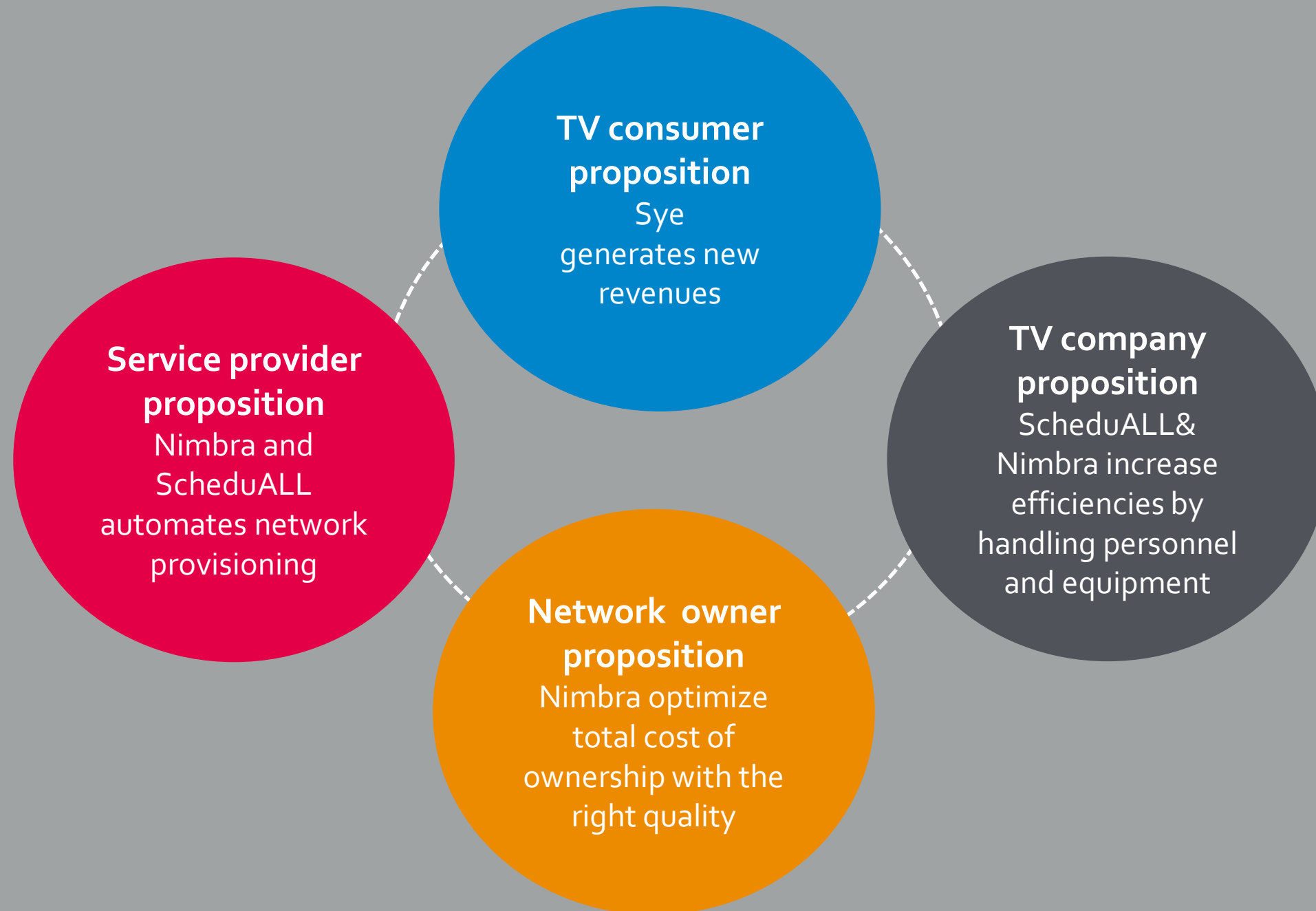
Establish Leadership Position in Live OTT

Grow through M&A

Sye Video

<https://youtu.be/Qh12BPfVLjQ>

Our value is to increase productivity in the TV production chain and generate new revenues



Reasons to invest in Net Insight

A clear strategy for growth

Market Transition

- Expanding video traffic
- Expanding in live streaming
- Centralized production demands more network capacity
- TV distribution over the Internet (OTT) driving new content production
- Increase in file-based workflows

Innovative Technology

- Improving QoS over IP networks
- End-to-end orchestration
- Reducing TCO
- Optimizing bandwidth utilization
- Patents related to QoS, synchronization, scalability

Global Reach

- 500 customers
- 60 countries
- 50 resellers
- International professional media brand
- Customer Net Promoter score



net**insight**