Presentation of Net Insight

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THE INDUSTRY IS UNDERGOING A SIGNIFICANT TRANSFORMATION
A changing market structure and value chain

TV 1.0 | TV 2.0 | TV 3.0
---|---|---
CAMP FIRE TV | DIGITAL LONERS | BRINGING PEOPLE TOGETHER

Our vision is to enable a live and interactive media experience for anyone on earth.
What does TV 3.0 mean to the stakeholders?

• **Viewer**
  - More flexibility to watch what they want, when they want and where they want
  - Increased and tailor-made content and advertising
  - Synchronised screens lead to improved experience and higher engagement
  - Community building with niche opportunities

• **Broadcasting companies**
  - Opportunity to build a more loyal audience that stays longer in front of the screen
  - Tailored content and improved dialogue with viewer
  - Opportunity to create new revenue streams at different touch points
  - More touch points to reach the viewer

• **Advertising industry**
  - Easier to target the relevant consumer with a personalised message
  - Tougher competition, but more marketing channels to chose from and use in communication
  - Engaging communication that leads to quicker “speed-to-purchase”
  - Reaching a wider audience that can be included in a business transaction (sports events/betting etc)
WHAT WE DO

Net Insight’s offerings span across the entire media spectrum, starting from TV cameras and TV studios, right through to the TV audiences.

A product portfolio spanning glass-to-glass
OUR BUSINESS MODELS

- HW, SW and services
- Initial HW & License pricing
- Added functionality & capacity charged separately
- Support charged on installed base + professional services
- Some recurring revenues

- Software and services
- License fees based on users
- License fees based on nodes
- Recurring software maintenance & support revenues

- Software and services
- Installation and integration
- Recurring revenues based on traffic or clients
This is Net Insight

442 SEK Million
Total turnover R4Q Q3’17

59% Gross margin
Total turnover R4Q Q3’17

197 SEK Million
Liquid funds Q3 2017

500 customers
across the globe

60 countries

52% Brand Awareness in 2017

48 Nps % customers likely to recommend Net Insight

+250 Employees & Consultants

+30 Patents

30% R&D Investment
<table>
<thead>
<tr>
<th>Category</th>
<th>Addressable Market 2017</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast and Media Networks</td>
<td>470 MUSD</td>
<td>2-3%</td>
</tr>
<tr>
<td>Digital Terrestrial Networks</td>
<td>70 MUSD</td>
<td>Project driven, will decline after 2017</td>
</tr>
<tr>
<td>Live OTT</td>
<td>500 MUSD</td>
<td>24%</td>
</tr>
</tbody>
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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
> 500 HIGH-END CUSTOMERS AROUND THE GLOBE