

## ASX ANNOUNCEMENT

### Presentation to Morgans Queensland Conference 2020

**Melbourne, Australia, 7 October 2020:** Access Innovation Holdings 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 that its Co-Founder and CEO, Tony Abrahams, will deliver to investors today at the Morgans Queensland Conference.

Authorised for release by the Ai-Media Board.

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. 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, Canada and Singapore. Globally, it provides captioning for nearly 1 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/>

# Making the World's Content Accessible – For Everyone



October 2020

Morgans Queensland Conference 2020

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# Today's Presenter



**Tony Abrahams**

*Chief Executive Officer, Director and Co-Founder*

- Rhodes Scholar, University of Oxford receiving MBA and MPhil in Economics
- Received LLB and BCom from University of NSW, where he was awarded University Medal in Accounting
- Recognised by the World Economic Forum as a Young Global Leader in 2013

# Introducing Ai-Media

## Ai-Media overview

- Live Enterprise
- Live Broadcast
- Recorded

## Investment in Technology

To date, more than A\$50m<sup>1</sup> has been invested in Ai-Media's industry-leading platform

## Proven Track Record

Strong growth in Australia and expansion into international markets underpinned by long term, repeatable revenue

## Global Growth

Operations in four key regions; Australia and New Zealand, North America, EMEA and Asia to execute domestic and international growth initiatives that are supported by regulatory requirements

## Consolidating Market

The May 2020 acquisition of ACS presents a unique opportunity to realise synergies and enhance presence in the key North American markets

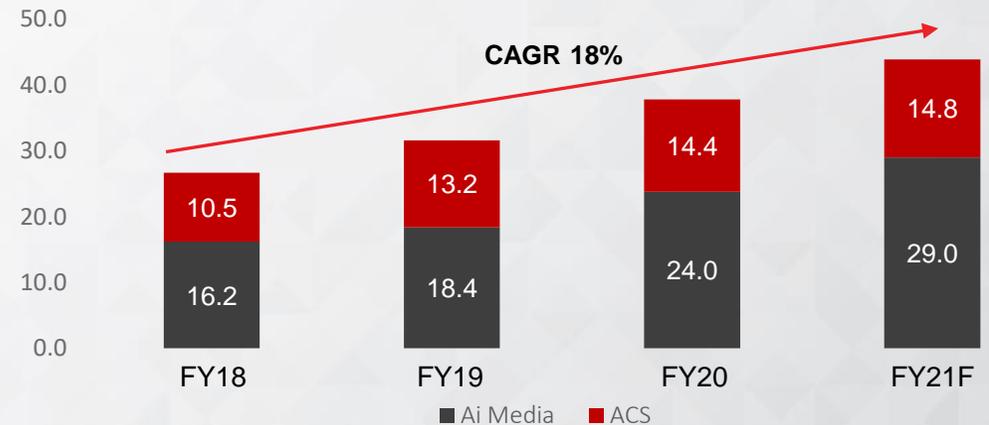
## The People

Experienced Board and management team, supported by approximately 160 full-time staff and over 2,000 casual, crowd-sourced freelancers and contractor personnel<sup>2</sup>

(1) Investment since 2009

(2) As at 30 June 2020 (3) FY20 Pro forma is unaudited. FY18, FY19 and FY21F from Prospectus

## Growth in Pro Forma revenue: FY18 – FY21F<sup>3</sup> (A\$m)

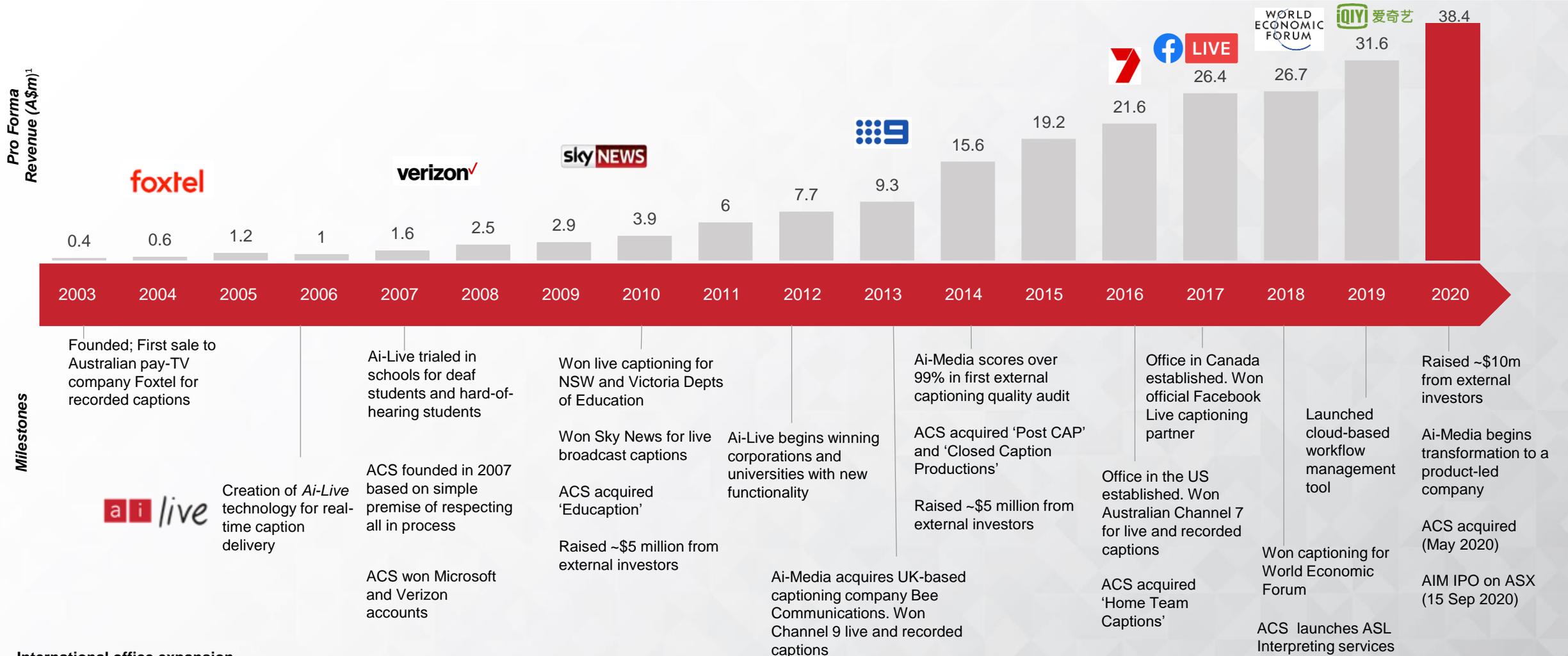


## Large and diverse customer base

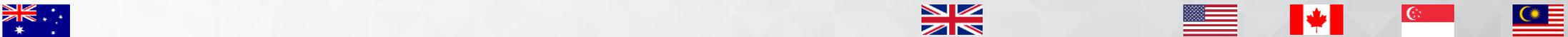
- ✓ Over 2,200 customers globally
- ✓ High level of repeating revenue
- ✓ Diversified revenue by customer and region



# Company timeline



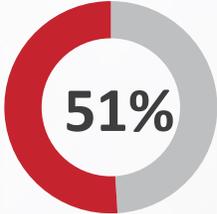
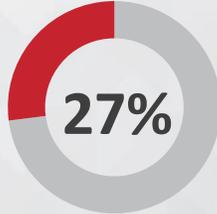
## International office expansion



(1) Revenues are based on a June 30 Financial Year End, ACS revenue included on a pro forma basis, Average annual AUD:USD exchange rate for each year used to convert ACS revenues to AUD. Ai-Media unaudited revenues FY03 – FY12, audited revenues FY13-20. ACS unaudited revenues FY7 – FY17, audited revenues FY18 - FY20.

# Leading global media access provider across three key product lines



	Live Enterprise	Live Broadcast	Recorded
<b>FY20 Revenue<sup>1</sup></b>			
<b>YoY Growth<sup>2</sup></b>	<b>83% (ex-ACS)</b>	<b>3%</b>	<b>25%</b>
<b>Service description</b>	Live captions and interpreting in real time	Live captions in real time for broadcasters	High-quality recorded captions, subtitles, transcripts and audio description
<b>Products</b>	<ul style="list-style-type: none"> <li>• Remote CART<sup>3</sup> Captions</li> <li>• Onsite CART Captions</li> <li>• Live Streaming Captions</li> <li>• Interpreting</li> </ul>	<ul style="list-style-type: none"> <li>• Live Broadcast Captions</li> </ul>	<ul style="list-style-type: none"> <li>• Captions</li> <li>• Transcripts</li> <li>• Localisation</li> <li>• Audio Description</li> </ul>
<b>Customer type<sup>4</sup></b>	Global businesses, universities, schools, governments and non-government organisations and events	Global and domestic broadcasters and OTT streaming networks	Global businesses, universities, schools, government and non-government organisations, SMEs and individual content producers, events, global and domestic broadcasters, OTT streaming services
<b>Revenue model</b>	Contracts with time based charges		

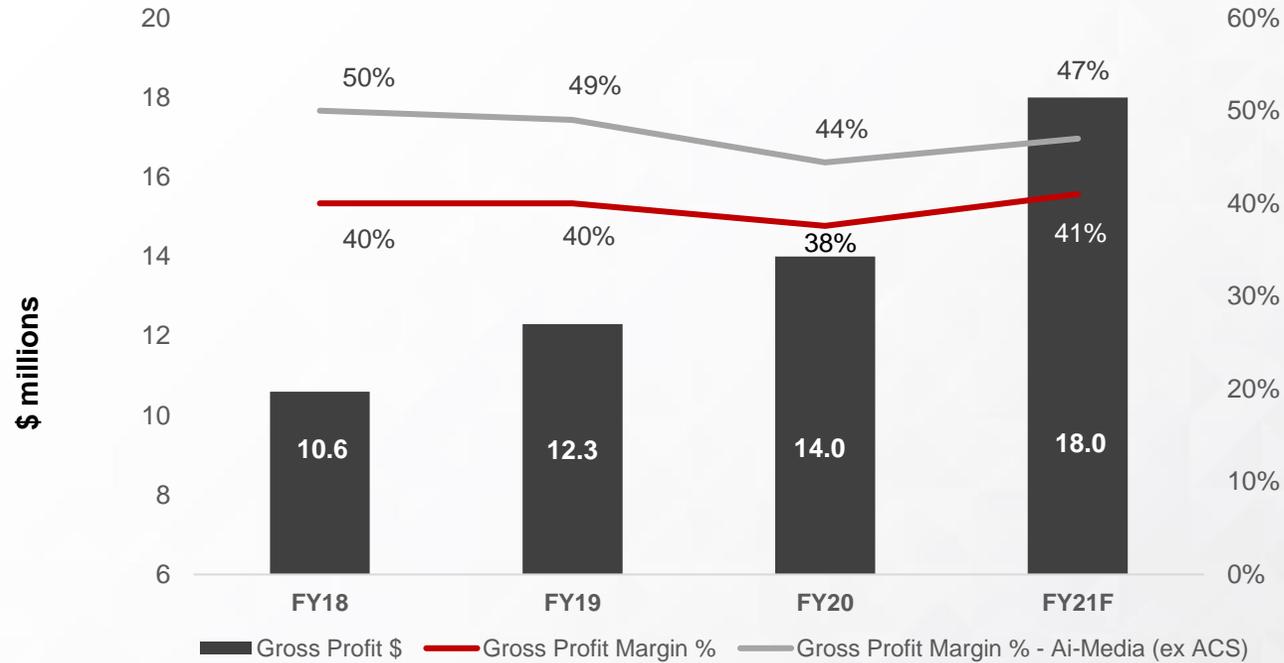
(1) FY20 pro forma, inclusive of ACS and Ai-Media Revenue. Figures shown exclude other revenue. FY20 Pro forma revenue is unaudited

(2) ACS is predominantly Live Enterprise, the YoY Growth shown is for FY20 for Ai-Media ex-ACS. The Pro Forma YoY growth for Live Enterprise including ACS is 22.5%. Source: unaudited management accounts

(3) Communication Access Real-Time Translation

(4) Customer types are not listed in order of significance

# Annual gross profit and gross profit margin %<sup>1</sup>



## Commentary

### Gross profit margin % improvement expected in FY21F from:

- a series of cost saving improvement projects from the implementation of new technology, with specific identified labour costs savings targeted; and
- margin improvements at ACS Group from the utilisation of the Ai-Media technology platform

### Marginal decline in overall gross profit margin % in FY20 due to:

- decline in Ai-Media (ex-ACS) gross profit margin reflects impact of entry into new regions

Gross profit margin percentages rounded to the nearest whole number

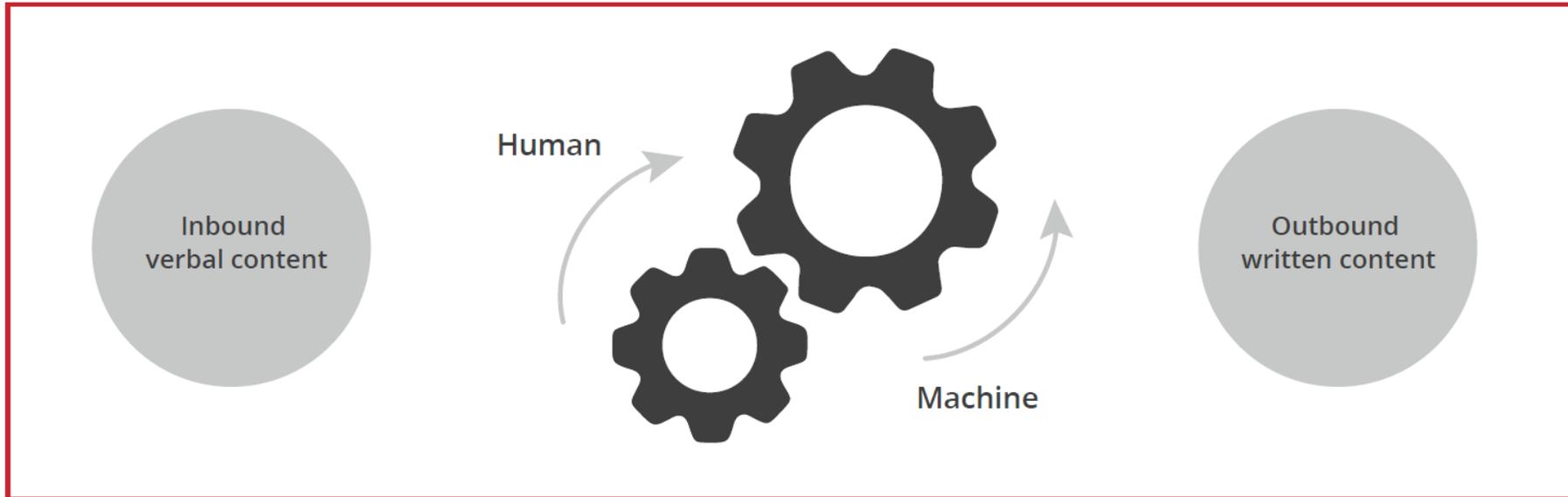
(1) Gross margin and gross profit margin percentages presented above excludes gross margin from other revenue

# Ai-Media's technology platform

Integration into customer systems/platforms

Low-bandwidth, high-speed data transfer

Automatic speech recognition



Data to train ASR/translation engines

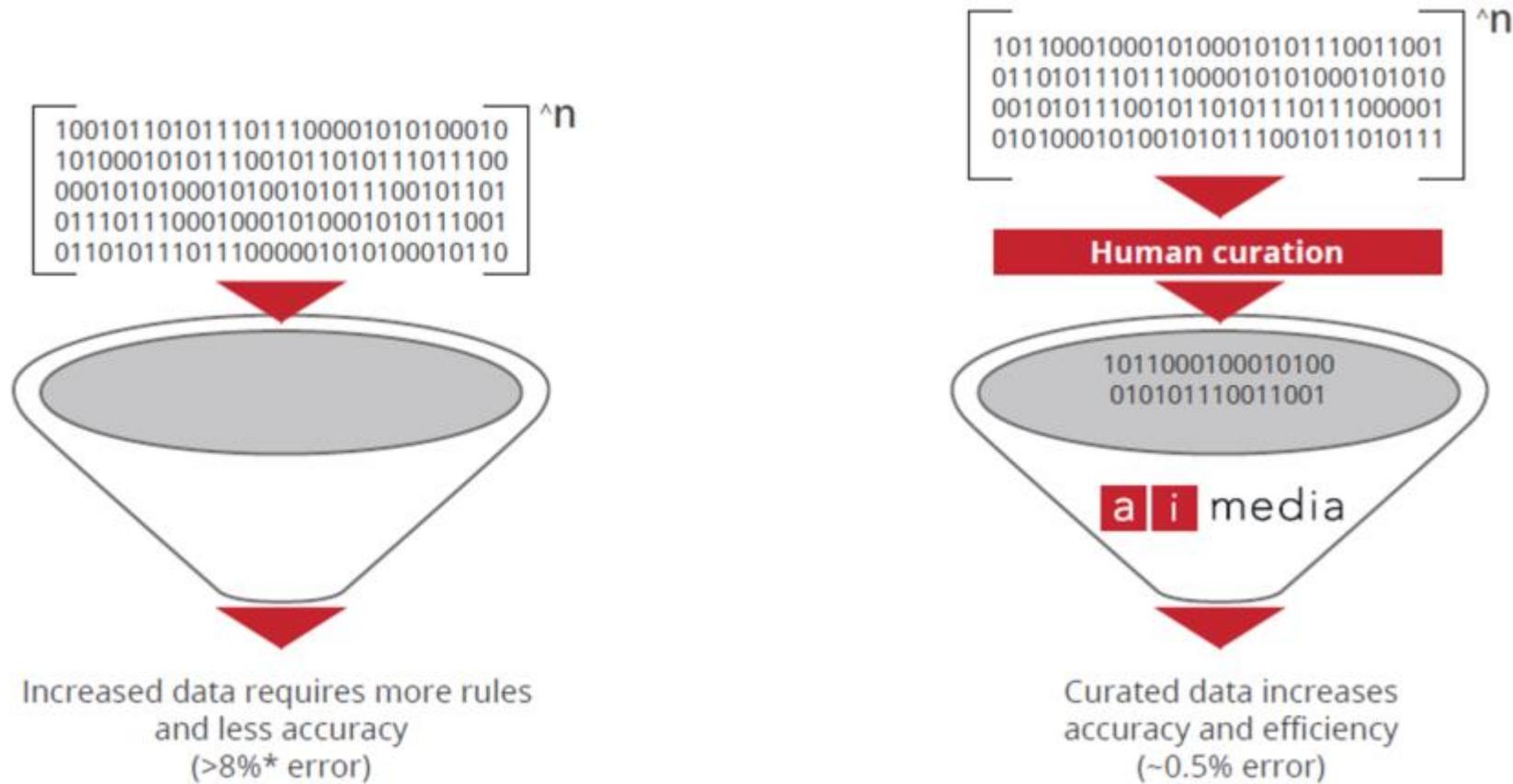
Translation engine

Management and co-ordination of the crowd

## Key platform features

- ✓ Designed to be the most efficient way of harnessing a global crowd of workers
- ✓ Developed internally and uses best-of-breed technologies
- ✓ Can be fully integrated into a customer's systems or externally accessed
- ✓ Over A\$50 million invested since 2009

# Ai-Media's technology design

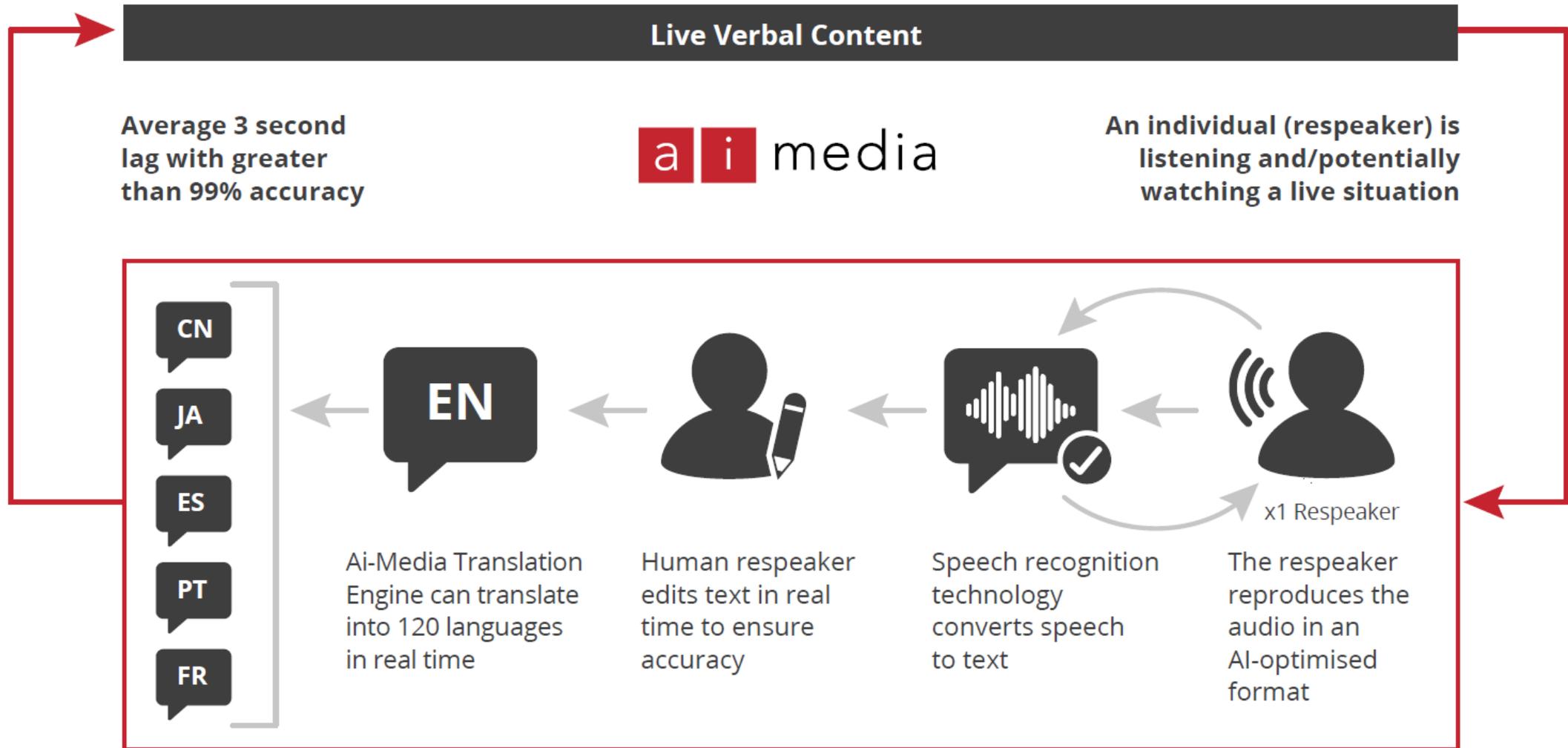


## Technology Design

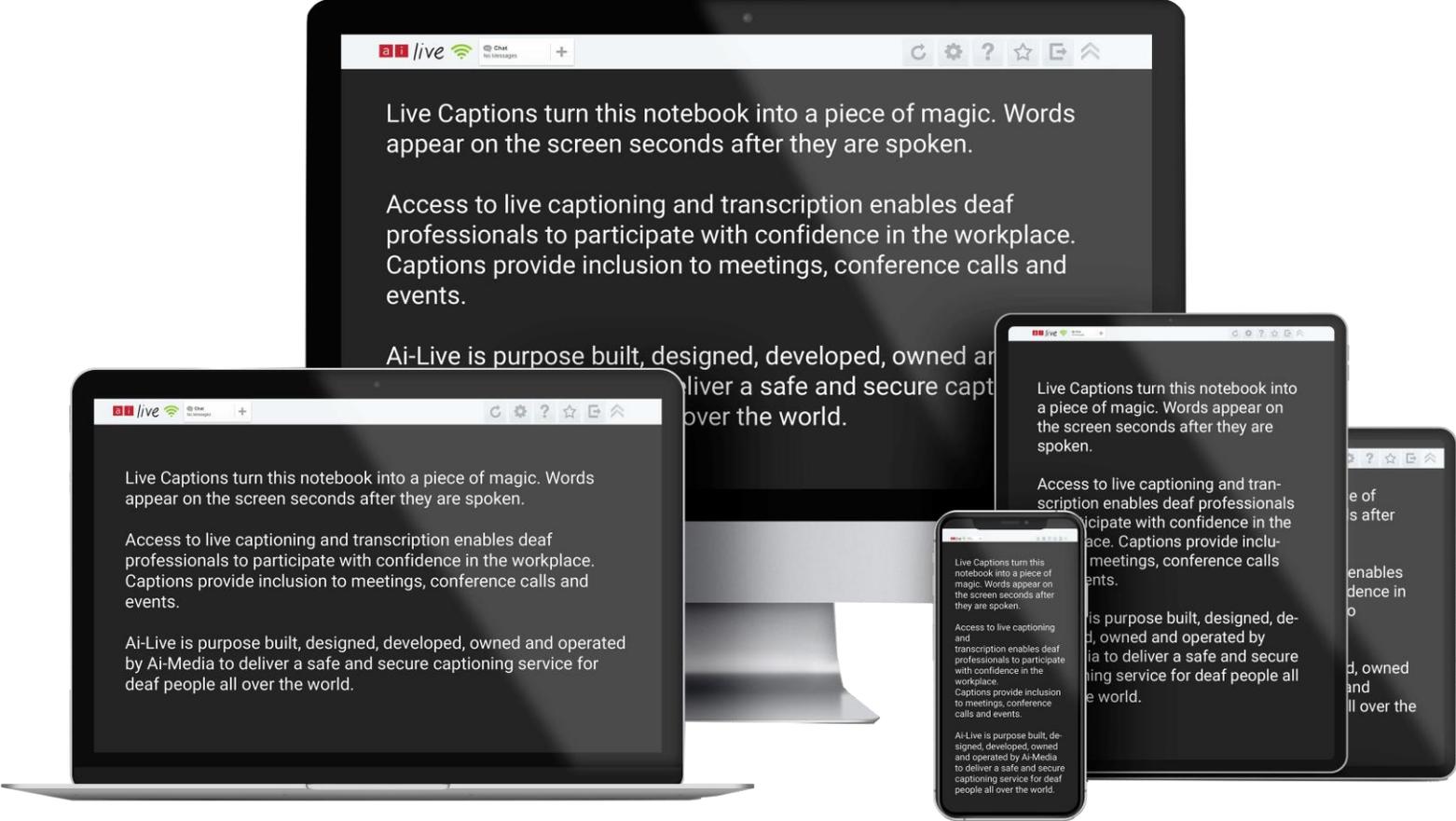
- ✓ Humans are better than machines at making meaning, being creative, empathy and high-end customer service
- ✓ Accuracy at the top of the funnel allows for more high quality machine-generated downstream applications

\* Based on NER captioning quality assessments utilising the scores from the best-performing ASR engines as tested by Ai-Media in FY20.

# Live captioning delivery method



# Ai-Live on any device



# Growing global market

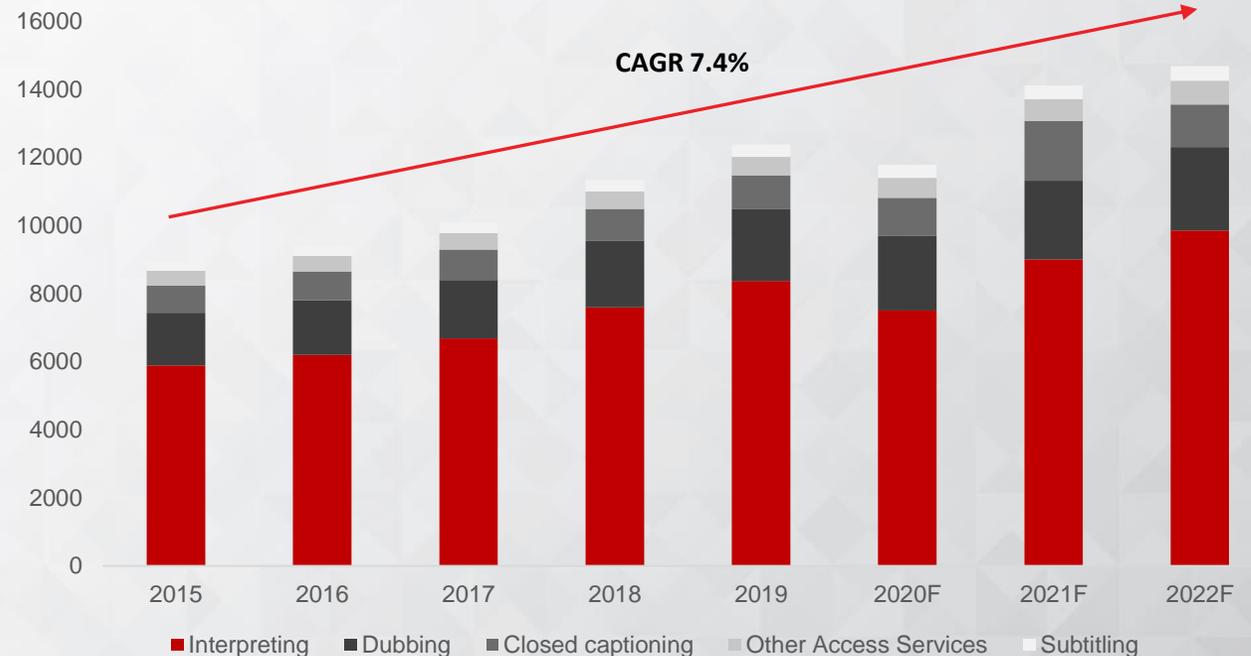
The Company commissioned an expert report for the Prospectus from Frost & Sullivan. They forecast that in 2020, the total addressable market would be US\$11.8 billion (a drop of about US\$1.3 billion from previous forecasts as a result of the COVID-19 pandemic), increasing to US\$14.7 billion in 2022 at a CAGR of 7.4% between 2015 and 2022<sup>1</sup>.

Given trading performance in year to date, the Company's view is that COVID-19 will cause the market to grow rather than decline.

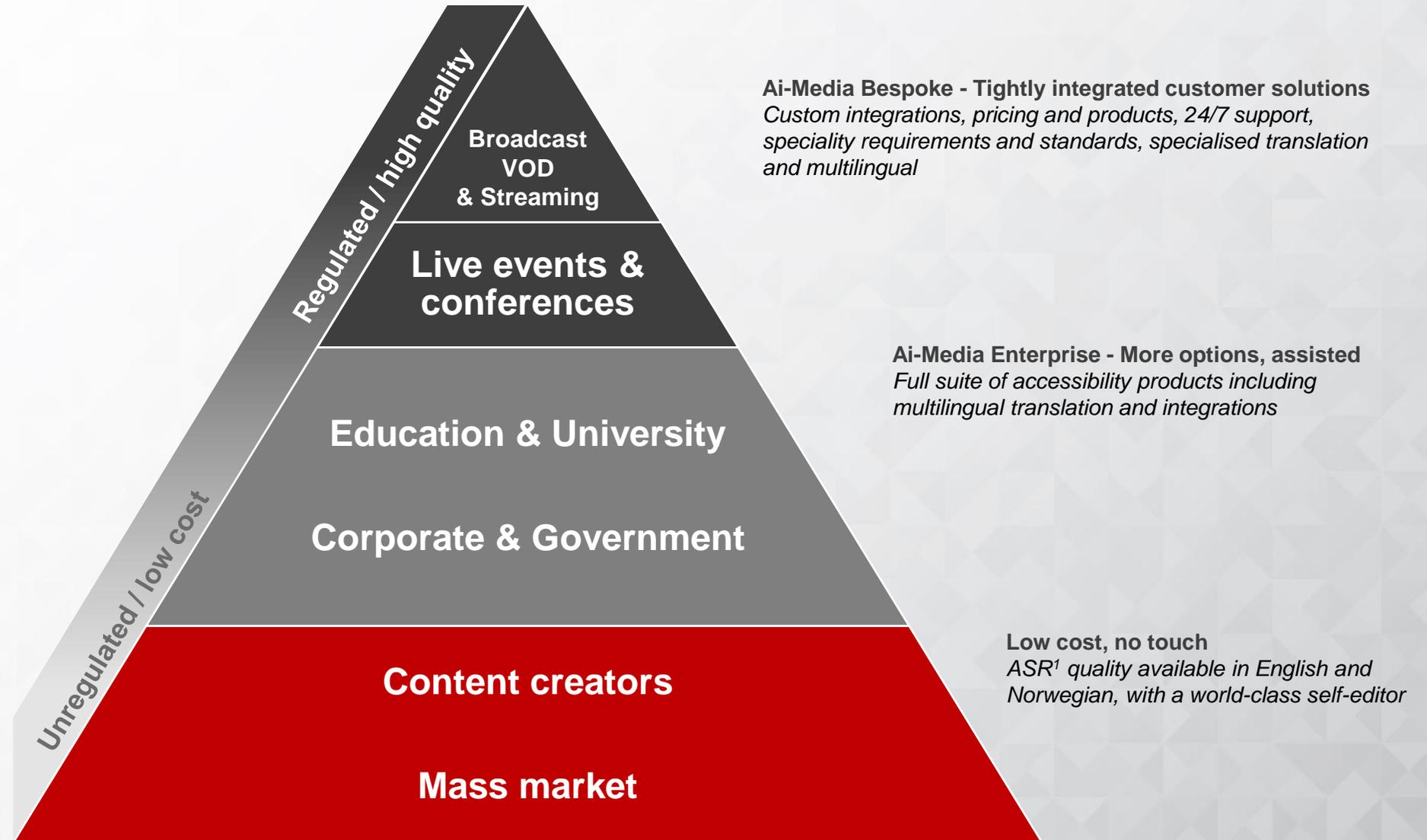
## Key drivers

- Increasing regulatory requirements across the globe
- Increased demand for services outside media and entertainment
- Increasing need for localisation
- Requirement for low-cost services to be delivered more efficiently

Addressable Market by Service, Global, 2015 to 2022F (US \$m)



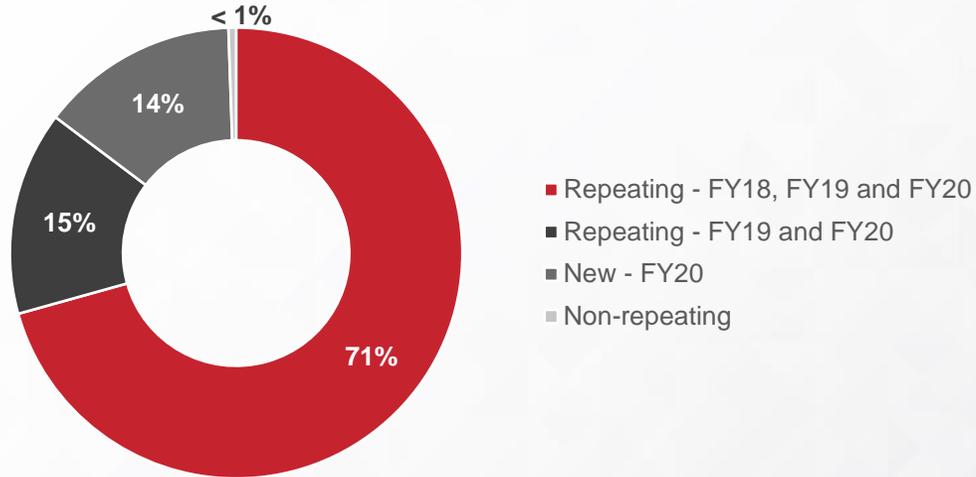
# Broad product suite to address customer needs



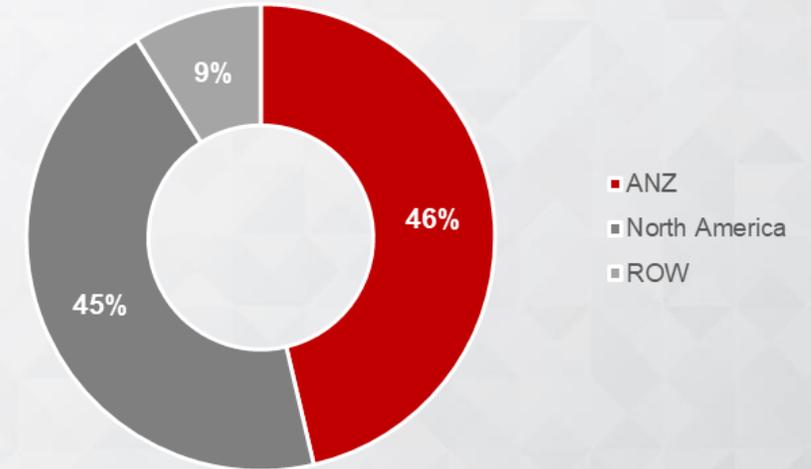
(1) Automated Speech Recognition

# High quality, repeating and diversified revenue base

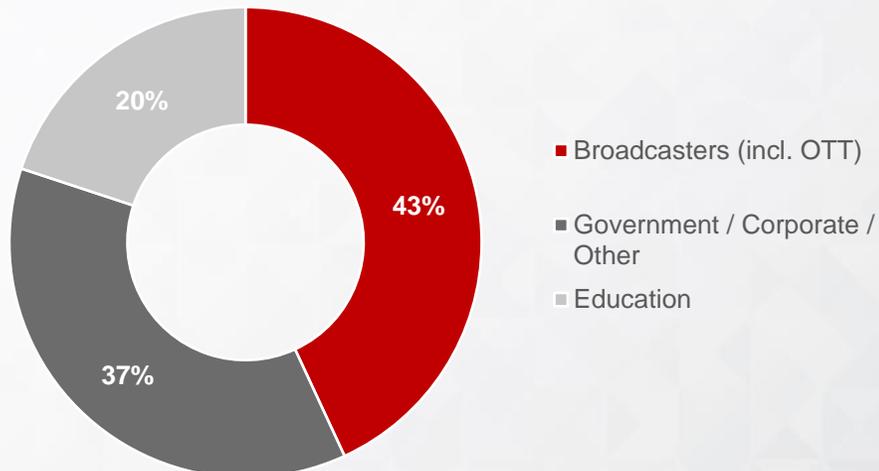
## Repeating revenue



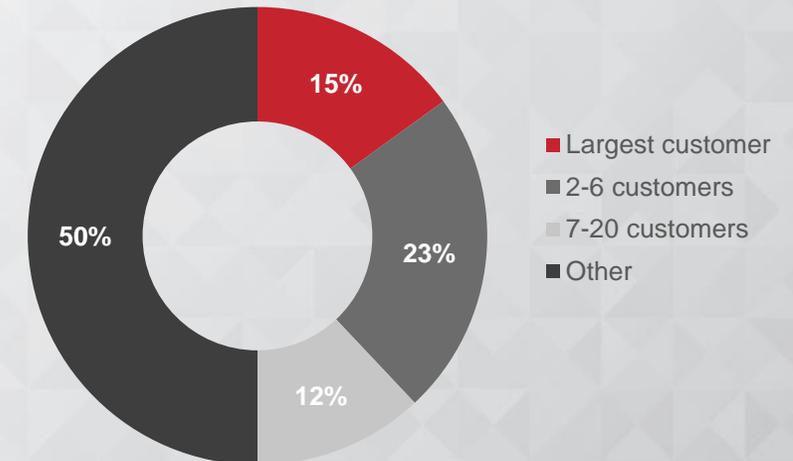
## Revenue by region<sup>1</sup>



## Revenue by customer



## Customer concentration



(1) Percentages may not sum due to rounding  
All charts above are based on unaudited management accounts for pro forma – FY20

# COVID-19 impacts

## Initial response

- Conferences, live sports and events across the globe were cancelled or postponed, resulting in less content being captioned
- The downturn was partially offset by increased news broadcasts and OTT content
- Ai-Media was able to provide customers with timely and quality captions and translation with the majority of the workforce able to work remotely

## Increased demand

- Ai-Media has seen an increase in demand from educational, government and non-government organisations and corporate customers given the accelerated shift towards remote working, virtual events and remote education
- **Peak demand in the US starting in the second week in September has seen a ramp up of recruitment and training**

## Long-term opportunity

- Remote working
- Virtual events and education
- Increased spending on content by streaming media providers driving increasing demand for content localisation services



# Ai-Media's 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



## Latest Technologies combined with Human Intelligence

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



## Security Accreditation

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



## Workflow Efficiency and Quality

- ✓ Custom, flexible, integrated systems for optimising and automating end-to-end service delivery
- ✓ Consistent delivery of industry leading quality and accuracy greater than 99% as demonstrated through broadcaster annual audits



## 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



## Broad Product Range with Global Reach

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

# Growth drivers



## Growth markets



- Expansion in existing growth markets, particularly in North America and Asia
- Leverage key strengths in Live Enterprise, Live Broadcast and Recorded offerings
- Grow sales team to promote growth



## Platform automation and scalability



- Ongoing, in-house development of Ai-Media's scalable, cloud-based technology platform to:
  - improve accuracy, efficiency and security of the machine output;
  - drive innovation and automation;
  - enable more training data to be captured;
  - improve workflows and tools to manage freelancers; and
  - enhance the ability to scale across multiple jurisdictions



## Product innovation



- As ASR and AI technology improves, incorporating the best-in-breed technologies
- Supporting accessible streaming and online meetings to meet a growing global demand for online services, accelerated by the COVID-19 pandemic
- Further develop Ai Speech Analytics based on accurate timecoded transcripts (eg Visible Classroom)



## Organic growth strategy



- Up-sell / cross-sell in its four key regions to existing customer base
- Leveraging reusable technology-based solution to attract new customers
- Ai-Media is particularly focused on the Live Enterprise product line, which has seen significant growth in recent years, especially in North America. COVID-19 has accelerated the adoption of video as a core communications tool for education and work, with a resulting significant increase in demand for captioning services



## Acquisition opportunities



- Consider strategic acquisition opportunities that complement Ai-Media's current business operations

## Update on Q1 of FY21

- Strong start to FY21 with growing demand for captioning services across our key markets, underpinning longer term global growth
- COVID-19 restrictions are driving an accelerated shift towards virtual events
- Significant levels of demand for our services in North America as colleges commence the new academic year – predominantly online
- Continuing to see strong performance in Asia driven by additional multilingual recorded work from over-the-top broadcasters
- Continue to rapidly onboard new captioners to provide greater long-term capacity to service our customers' ongoing needs
- Reaffirming FY21 Prospectus forecasts, including revenues of A\$43.8 million

# Investment highlights

- 1 Large and growing market supported by regulatory requirements and COVID-19 tailwinds
- 2 Established global presence and employee network
- 3 Industry leading platform providing a scalable business model
- 4 Large and diverse customer base with repetitive revenue
- 5 Strong revenue growth and consistent margins
- 6 Experienced Board, management and personnel led by founder
- 7 Exceeded FY20 revenue and EBITDA forecasts, reaffirms FY21 guidance

## **Additional Materials and Case Studies**

# Legislative backdrop

**Failure to comply with accessibility guidelines can result in fines or lawsuits up to \$1m+**

Eliminating barriers for individuals with disabilities

Access for deaf and hard of hearing

Access for blind and impaired vision

## Captioning requirements by Country, 2020



### United Kingdom

*Ofcom Regulations  
Equality Act  
Communications Act*



### Canada

*CRTC Regulations  
Accessible Canada Act  
The Broadcasting Act*



### USA

*FCC Regulations  
Americans w  
Disabilities Act*



### Australia

*ACMA Regulations  
National Disability  
Insurance Scheme  
Broadcasting Services  
Act (BSA)*

## Web content accessibility



### EU

*WCAG<sup>1</sup> standards*

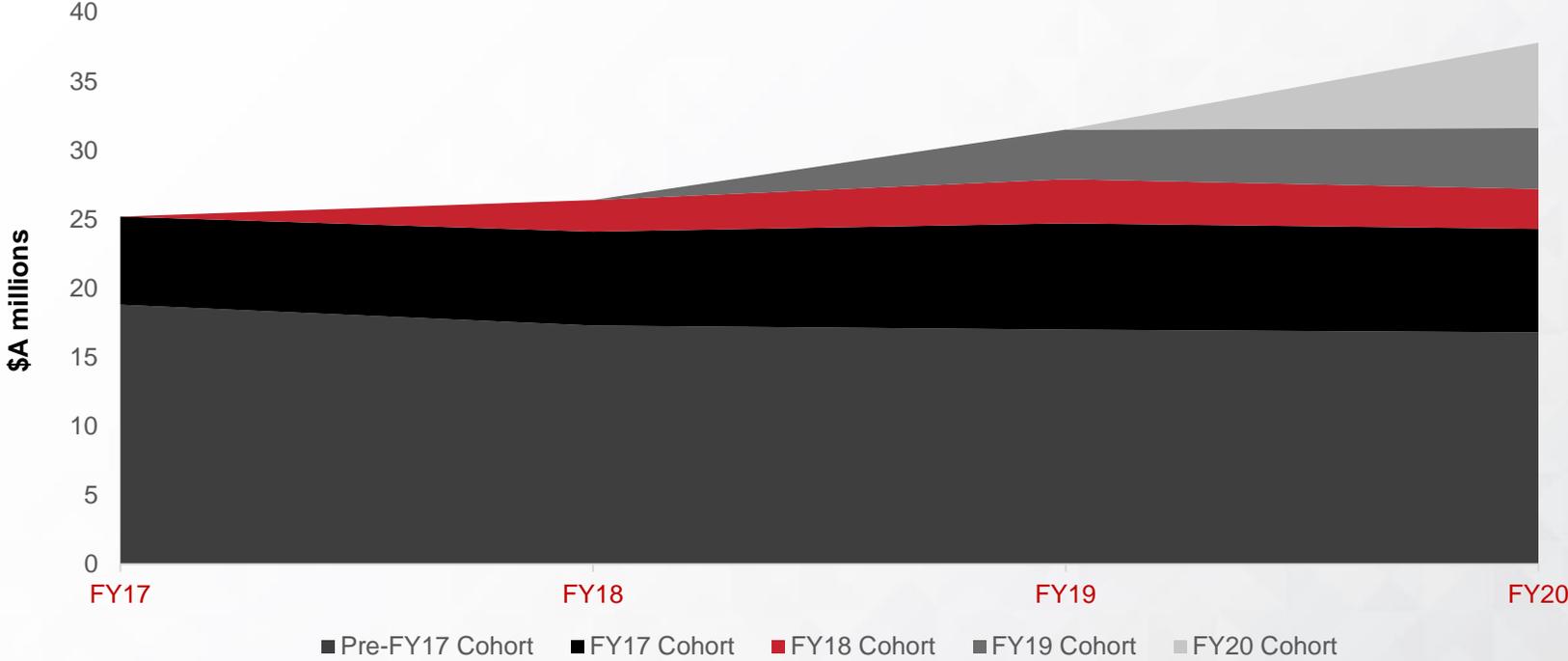


### USA

*WCAG<sup>1</sup> standards*

(1) Web Content Accessibility Guidelines (WCAG) provides a legal requirement for countries and organisations to make content, including audio-visual content, on the internet accessible for people with disabilities.

# Customer cohort analysis



## Commentary

- Customer spend will often increase overtime
- Long term existing customers, together with new customers have contributed to the organic growth in Ai-Media revenue over time
- Strong track record of revenue retention

Chart above is based on unaudited management accounts for pro forma – FY20

# Live Enterprise case study – World Economic Forum

## Customer Need

- Ai-Media was initially engaged to provide live English captions for Davos in 2018, but Davos' expertise in complex live delivery expanded this partnership to:
  - Become World Economic Forum's (WEF) streaming distributor across a variety of languages and platforms
  - Streamline WEF's internal event scheduling system
  - Offer multilingual captioning
  - Publish and manage live social media posts



## Ai-Media Solution

- Ai-Media developed a suite of technical capabilities to meet WEF's complex requirements, allowing the Company to deliver:
  - Multi-channel audio support
  - Multilingual captions using our integrated machine translation capability which provided for cost-savings by removing the need for translators to be present on-site
  - Feeds for creating headlines and abstracts in near real-time for news, blogs, other channels, and stream management
  - Simulcasting of open captions and closed captions
  - Handling of multiple protocols
  - Global streaming with low latency, while maintaining stream quality
  - Speech synthesis

*Ai-Media has been the restreaming and captioning partner for the World Economic Forum for three years running (2018-2020), providing accessibility for Davos and numerous international satellite events.*



### Capacity snapshot:

- 24/7 global coverage via a flexible team of coordinators and captioners across 6 time zones
- 127 captioned streams delivered to WEF's website and social media

# Live Enterprise case study – Global Technology Company

## Customer Need

- Ai-Media (ACS) initially provided English captioning for webcasts and large events for a global technology company, projecting text onto the project screens
- Employees found the captioning at these events beneficial and requested that captioning was provided internally for use in every day operations
- Security was a top concern for all of the company's employees



## Ai-Media (ACS) Solution

- Ai-Media (ACS) provides a full complement of services for onsite captioning of large events, remote webinar captioning and individual CART captioning services
  - A secure environment for all services meeting the company's IT high standards
  - Unique accents and terminology are learned by onsite CART Captioners providing accuracy
  - Ai-Media (ACS) is able to handle existing needs and on-demand expansion
- Ai-Media's technology platform allow for services to be provided via remote delivery

*Ai-Media (ACS) has been a partner with the company for over a decade, starting with a simple webcast. The Company has grown into one of Ai-Media's largest customers across three countries*

## Snapshot

- Grown from one hour of work initially to one of Ai-Media's (ACS) largest customers
- Excellent security and quality to meet high customer standards
- Opportunity for growth and expansion globally

# Live Broadcast case study – Singtel Optus

## Customer Need

- Having never provided live captioning before, Singtel engaged Ai-Media in July 2019 to live caption English Premier League content
- In order to meet regulatory requirements in Australia, Singtel required high quality live captioning on six Optus sports channels, with two backup channels as redundancy



## Ai-Media Solution

- Designed to deliver live captioning to Singtel from anywhere, both technically and operationally
- Captions on any device
- Developed a streaming-based video solution to send the signal to our global team
- Achieved live captioning delivery within budget and ahead of schedule

## Capacity Snapshot:

- Average of 211 hours of content delivered / month
- 24/7 coordination and captioning delivery capability



# Recorded case study – Griffith University

## Customer Need

- Griffith University engaged Ai-Media in April 2018 to provide closed captions for their recorded lecture content on their learning platform
- The university wanted to make content more accessible for their students



## Ai-Media Solution

- Ai-Media enabled Griffith University to efficiently order closed captions from within their platform
- When an order is placed it automatically flows through to Ai-Media's workflow where the captions are produced and then published back to the platform
- The solution was built with the capability to:
  - Allow for automated receipt, fulfilment and delivery of orders
  - Allow customers to download completed files in a variety of formats
  - Allow customers to view order tracking information



## Volume snapshot:

- 145 content hours / month on avg.
- Over 2,600 files delivered to date

# Board of Directors



**Deanne Weir**  
Non-Executive Director and Chair

Deanne has served as a director of Ai-Media since 2010 and became Chair in August 2013. An entrepreneur, company director and philanthropist, Deanne previously spent 10 years at ASX listed company Austar United Communications as a senior executive, including as General Counsel and Company Secretary. Deanne is also Chair of Seer Data and Analytics, an Australian technology start-up. Deanne was a long-term Board member and Deputy Chair at Screen Australia and in 2017 was appointed Chair of the Sydney Film Festival. Deanne is a Graduate of the Australian Institute of Company Directors.



**Alison Loat**  
Non-Executive Director

Alison joined the Board in 2018 is the Chair of Ai-Media's Canadian entity. Alison is the Managing Director, Sustainable Investing and Innovation at OPTrust, a Canadian public pension plan, where she is responsible for environmental, social and governance-related aspects of \$22 billion in globally diversified investments and for developing a new investment portfolio that deploys capital at the intersection of sustainability and innovation. She is also a Director of The Logic, a Canadian media company. She holds a BA (Honours) from Queen's University and a Master of Public Policy (MPP) from the Harvard Kennedy School.



**John D. Martin**  
Non-Executive Director

John joined the board in 2010 and served as the company's first Chairman until 2013. He is an experienced company director and business executive having served as CEO and director of ASX-listed Babcock & Brown Communities, Primelife and Regeneus. John is a former corporate and executive partner of the law firm Allens where he specialised in M&A, fundraising and corporate advisory. John is a member of the Australian Institute of Company Directors.



**Tony Abrahams**  
Chief Executive Officer, Director and Co-Founder

Tony is the CEO of Ai-Media, a business he co-founded in 2003. As a Rhodes Scholar, Tony attended the University of Oxford from 1998-2001 where he received a MBA and MPhil in Economics. Tony has Commerce and Law degrees from UNSW and was the university medalist in accounting in 1998. Tony served as a Director of Northcott Disability Services from 2010 to 2018 and was recognised by the World Economic Forum as a Young Global Leader in 2013.



**Jonathan Pearce**  
Non-Executive Director

Jonathan was appointed to the Board in January 2020. He has significant experience in the finance industry and has held senior roles in a number of boutique investment houses. He is a portfolio manager of the CVC Emerging Companies Fund and focuses on primarily on corporate finance and advisory for small and mid-cap companies listed on the ASX.

# Senior Management



## **Tony Abrahams**

**Chief Executive Officer, Director and Co-Founder**

Tony is the CEO of Ai-Media, a business he co-founded in 2003. As a Rhodes Scholar, Tony attended the University of Oxford from 1998-2001 where he received a MBA and MPhil in Economics. Tony has Commerce and Law degrees from UNSW and was the university medalist in accounting in 1998. Tony served as a Director of Northcott Disability Services from 2010 to 2018 and was recognised by the World Economic Forum as a Young Global Leader in 2013.



## **Patrick Fok**

**Chief Financial Officer**

Patrick has over 25 years of senior finance and business development experience across multiple industries including FMCG, Airline, Media and Technology. His previous roles include Head of Finance Media and Marketing at Telstra, Commercial Director & CFO of Fairfax Radio Network and GM Group Financial Planning at Fairfax Media. Patrick is a Fellow of the Australian CPA, and graduated from the University of Technology, Sydney with a MBA, Post Graduate in IT, and degree in Business.



## **Philip Hyssong**

**Chief Customer Officer**

Philip is co-founder of Alternative Communication Services, and PostCAP, LLC - a family of text creation companies which Ai-Media acquired in May 2020. He holds an undergraduate degree in Education from Concordia University Chicago, a Masters' degree in Instructional Design from Northern Illinois University, and became a Certified Manager of Reporting Services through the National Court Reporters Association. He pioneered remote CART Captioning bringing it into the mainstream and also was the first to offer Text Interpreting on a national level. He spent time in Washington, DC, for several years as a member of the Federal Communications Committee (FCC) subcommittee on disability.



## **Megan Hemingway**

**Chief Information Officer**

Megan is the CIO of Ai-Media. She joined in May 2020 after 4 years as the Head of IT for Seven West Media. She has degrees in Computer Science and Mathematics from the University of Newcastle.

Megan has more than 20 years experience in IT, starting as a developer, moving through project management into general IT leadership. She has worked primarily in the media, engineering and mining industries.



## **Ian Harris**

**Chief Product Officer**

Ian has over 25 years' experience building, delivering and managing technology and broadcast products. As part of Austar United Communications, Ian was responsible for building and running the broadcast infrastructure nationally. He has executed global product management and sales roles in broadcast companies in London and Dublin before focusing on North American customers as part of Accenture in New York. Ian is responsible for product strategy and delivery at Ai-Media.



## **Sue Sanossian**

**Company Secretary**

Sue joined Ai-Media in 2011 and is responsible for assisting the Board and company in meeting its fiduciary, compliance and corporate governance obligations. Sue heads up the People and Culture team and previously was part of the corporate development and legal affairs team at Austar United Communications Limited (an ASX listed company). She is a Member of the Australian Institute of Company Directors. In January 2020 Sue was appointed Board member of the Global Alliance of Speech to Text Captioning.

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