

Introducing Smart ASR™

Not all automatic captioning is equal



15 April 2021

Today's Presenter



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 recognized by the World Economic Forum as a Young Global Leader in 2013.

Ai-Media Overview

Ai-Media overview

- Live Enterprise
- Live Broadcast
- Recorded

Investment in Technology

To date, more than A\$50m¹ 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

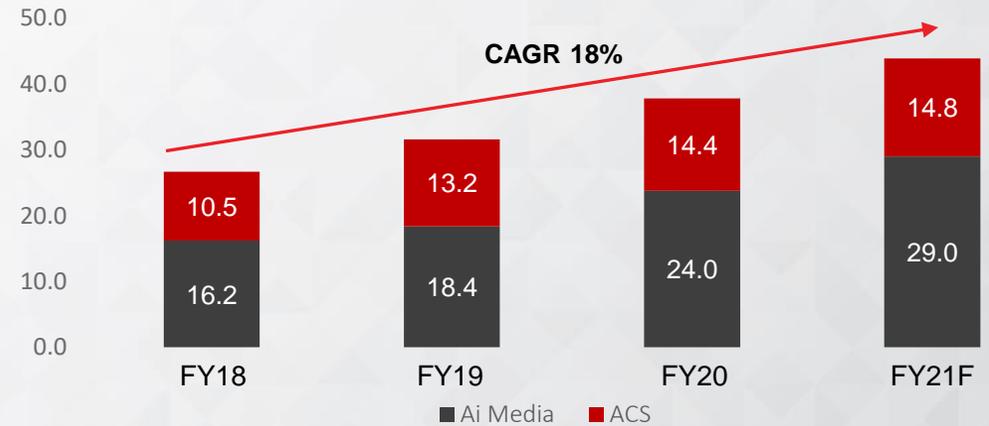
Consolidating Market

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

The People

Experienced Board and management team, supported by approximately 173 full-time staff and over 2,000 casual, crowd-sourced freelancers and contractor personnel²

Growth in Pro Forma revenue: FY18 – FY21F³ (A\$m)



Large and diverse customer base

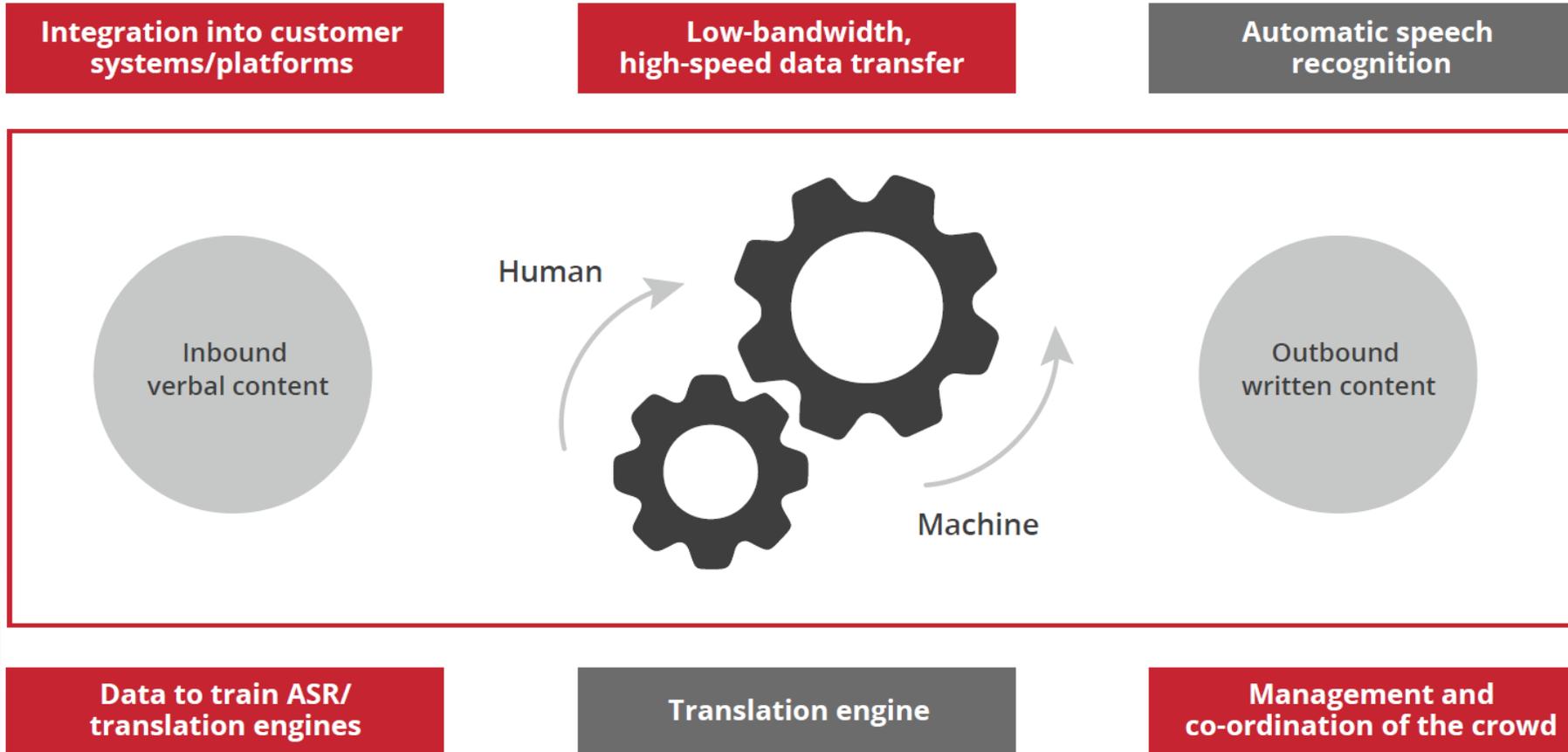
- ✓ Over 2,200 customers globally
- ✓ High level of repeating revenue
- ✓ Diversified revenue by customer and region



(1) Investment since 2009

(2) As at 31 December 2020 (3) FY20 Pro forma is unaudited. FY18, FY19 and FY21F from Prospectus

A cloud-based scalable technology platform



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

Strategic expansion of Ai-Media's product suite

- Ai-Media has been at the forefront of live captioning for over a decade, with over 2,200 customers globally
- This new technology represents an important addition to Ai-Media's product suite
 - **Smart ASR** is Ai-Media's first live captioning product that does not require real time human curation
- **Smart ASR** is the product of several years of in-house Automatic Speech Recognition (ASR) technology research and development
 - Represents the next generation of ASR technology
- Significantly scalable product solution with notable application opportunities in the Live Broadcast and Live Enterprise segments





a i media **SMART ASR™**

Click [here](#) to watch a comparison demo

TM

Why Smart ASR

- Addresses a significant market gap
 - Positioned as an affordable captioning service relative to Ai-Media's premium service offering
- Targeting customers who do not require a premium service, where high accuracy and confidence are required
 - Outperforms standard 'out-of-the-box' ASR
- Ai-Media's **Smart ASR** is significantly more accurate than other ASR solutions in market
 - Independent audit confirms Smart ASR delivers results half-way between 'out-of-the-box' ASR and Ai-Media's premium service

Not all Automatic Speech Recognition (ASR) solutions are created equal.

See for yourself.



How does Smart ASR work

- **Smart ASR** layered onto existing ASR engine(s)
- Contextual accuracy delivered through the application of artificial intelligence and machine learning automation
- Applies a final layer of session-specific custom ASR dictionaries and custom caption filtering to deliver significant improvements in accuracy over standard out-of-the-box solutions
 - Refined using our more than 10 years of data and human expertise
 - Custom dictionaries, overseen by our captioning team, teach the ASR engine key names and phrases tailored to every captioning session and its subject matter, including phonetic pronunciations
- Custom captioning filter is the final layer of **Smart ASR**
 - Further refines the accuracy of the ASR output and custom dictionaries for challenging terms
 - Enables customer-specific formatting and content standards to be applied

Comparison: Out-of-the-box ASR (L) and Smart ASR (R)

- Below are four side-by-side examples of the high-quality outcomes provided by Smart ASR (right) over the standard out-of-the-box ASR (left)
- The accuracy and on-screen quality benefits of Smart ASR are clear in each example



Broad Live product suite to address all customer needs

Quality	Caption Type	Ai-Media Product	Description	Quality & Confidence Level	Target Markets
HIGHEST	Premium	Yes	High-quality live captions generated by Ai-Media's live curation	Extremely High	<ul style="list-style-type: none"> - Education - Corporate - Enterprise - Government - Live Broadcast - Live Streaming
	Smart ASR	Yes	Live captioning solution that combines Automatic Speech Recognition (ASR) with pre-prepared human-curated custom dictionaries	Good	<ul style="list-style-type: none"> - Live Broadcast News - Live Broadcast Weather - Single speaker, clear audio contexts
	Algorithmic Topic Model ASR: EEG Lexi™	Reseller	EEG's Lexi™ product is the current industry leader in ASR live captioning with algorithmic topic models	Suitable for many US Live Broadcast news programs	<ul style="list-style-type: none"> - US Live Broadcast - US Live Streaming
	Standard out-of-the-box ASR	No	Out-of-the-box ASR examples include the free captions available on Zoom, YouTube or Google.	Low	<ul style="list-style-type: none"> - Consumer grade - Platform users (e.g. YouTube, Zoom, Google Meets)
BASIC					

Multiple levers of growth





Thank you

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