

The Market Herald

FIRST WITH THE NEWS THAT MOVES MARKETS

We are building a disruptive financial news platform serving active investors and are uniquely positioned to win in a \$2bn digital consulting, wealth and luxury opportunity.

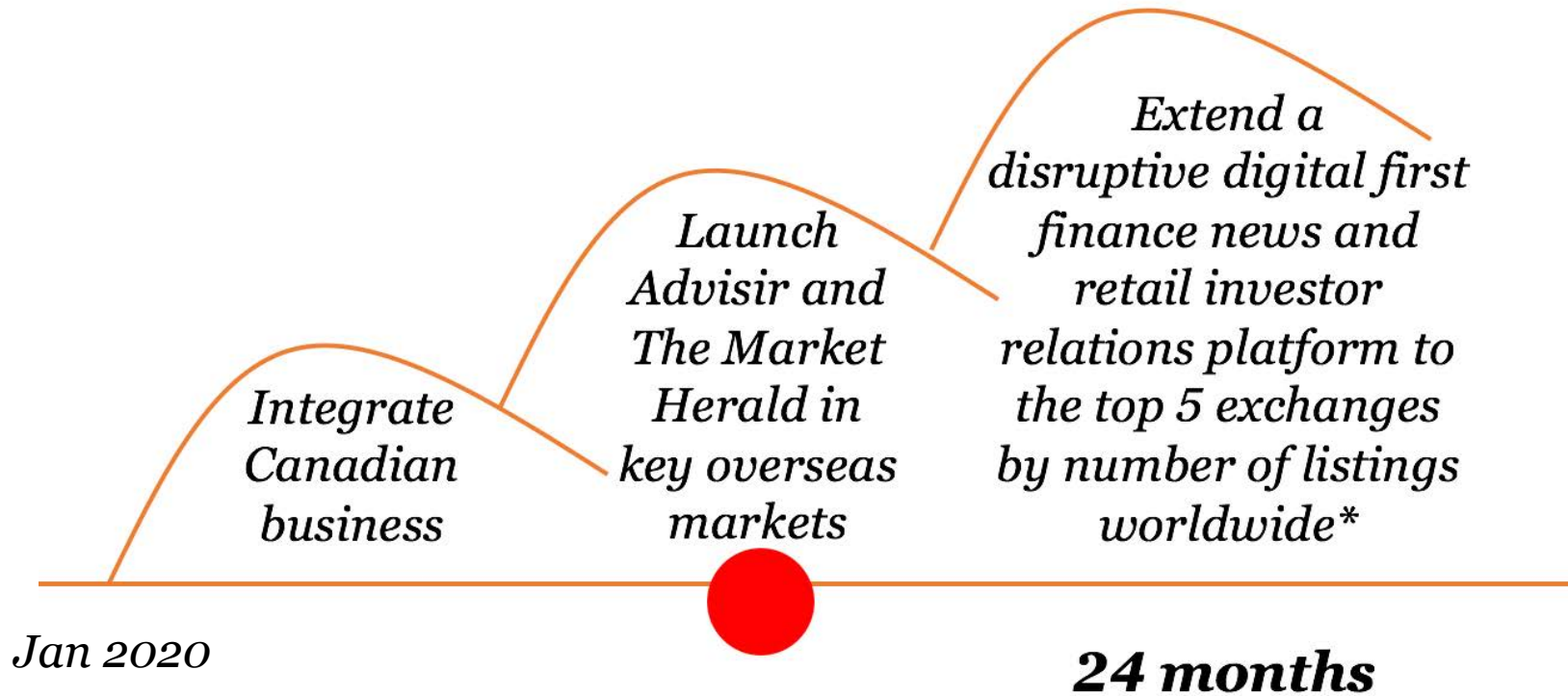
Annual General Meeting

30th November 2020

investors@themarketherald.com.au

We have successfully delivered – and are on track to keep delivering – our growth roadmap.

Roadmap.

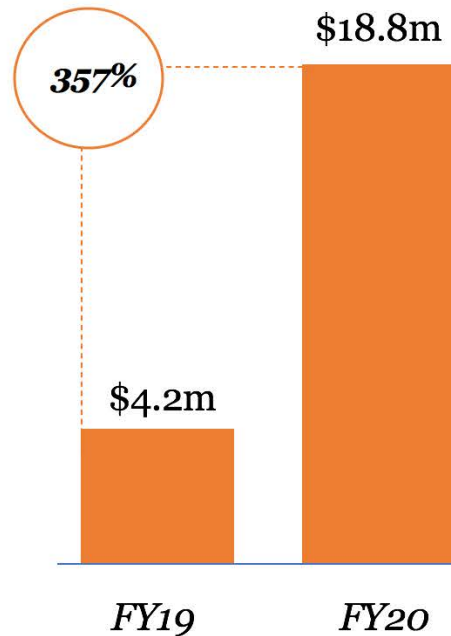


Source: *The Market Herald* AGM November 2019
investors@themarketherald.com.au

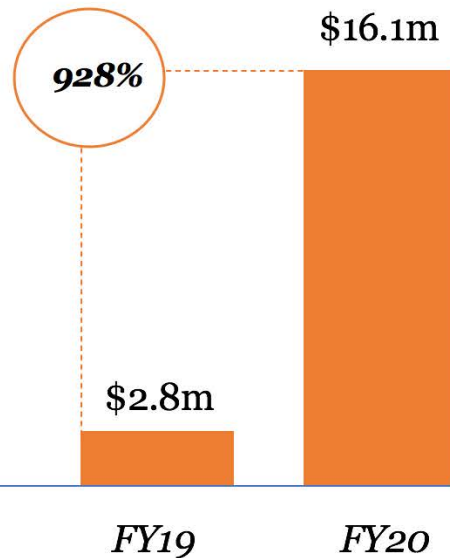
We have delivered growth across all metrics. Our disruptive growth strategy is working.

Delivering.

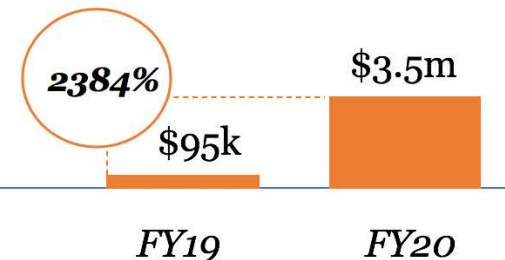
Total revenue and other comprehensive income



Total cash and assets available for sale



Profit before tax including all acquisition costs



Source: *The Market Herald*, 2019, 2020
investors@themarketherald.com.au

Our strategy is the playbook of global business news brands with a focus on digital and analytics.

Strategy.

Playbook

Selling is now a consulting led offer..

..re positioning traditional news brands..

..into high value engaged communities..

..with brand ready reader segments..

..and extensions into streaming formats



Global Examples



Source: WSJ, NYT, FT, 2018, 2019, 2020
 investors@themarketherald.com.au

The news sector is undergoing significant re-rating driven by new global digital models.

Sector.

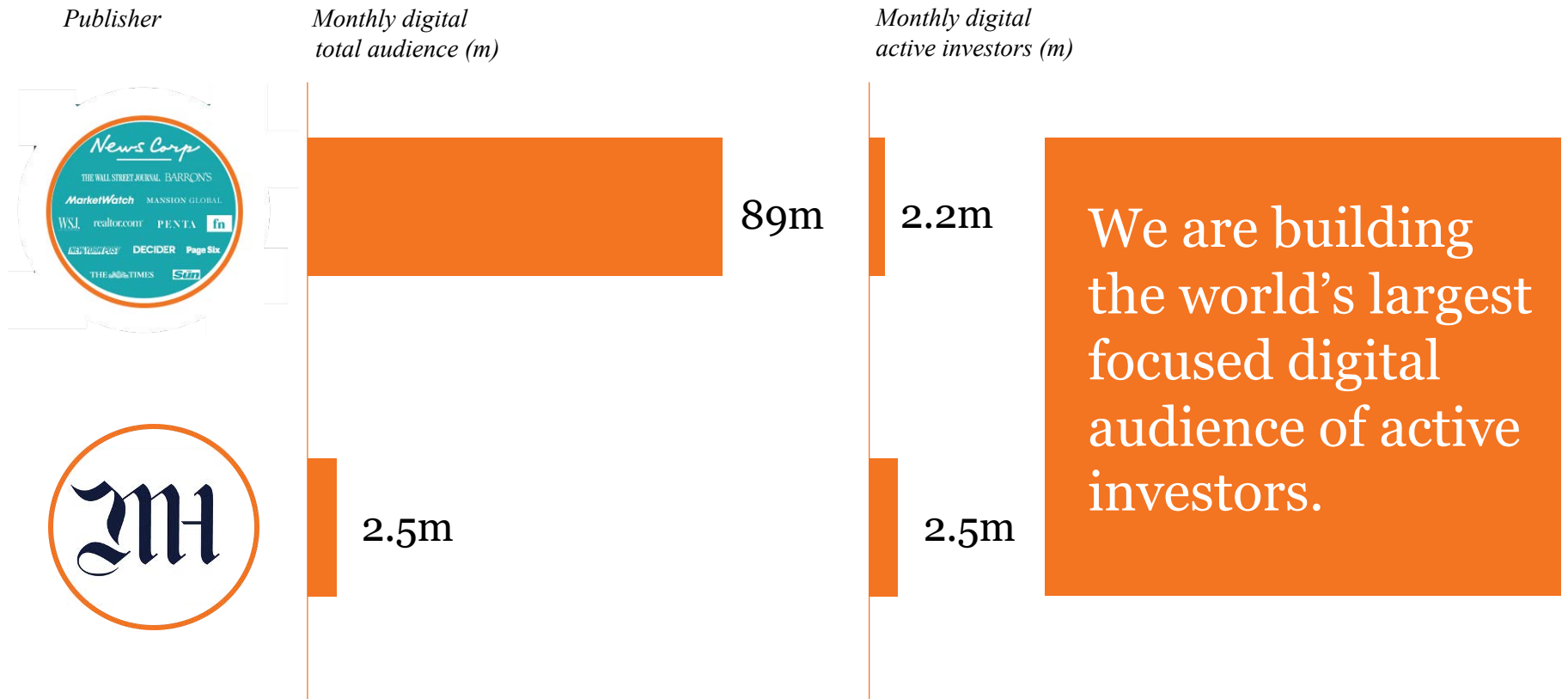


Source: Stockhouse 2020

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Our audience is inquisitive and influential offering advertisers high impact with low wastage.

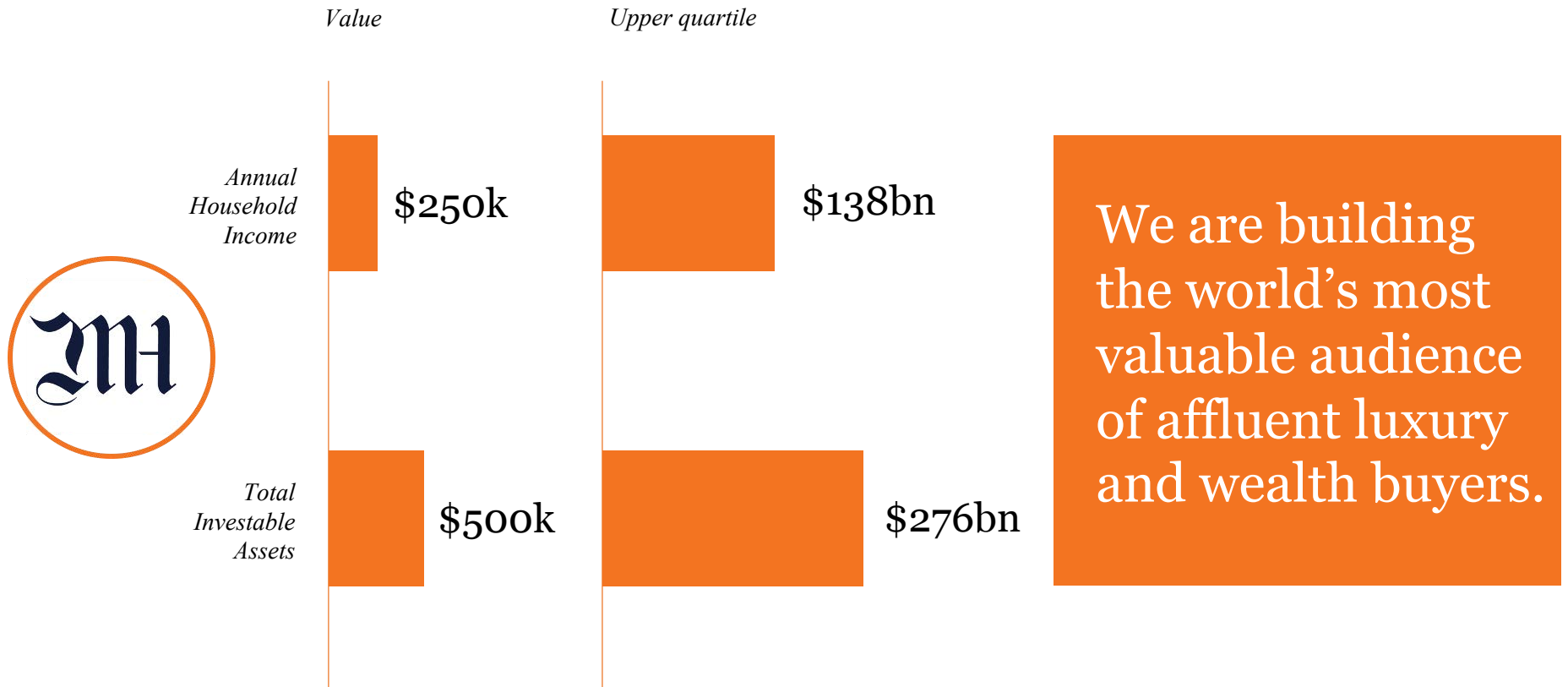
Audience.



Source: NewsCorp, News IQ, Media Kit, WSJ Media Kit, TMH 2019, 2020
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The upper quartile of our audience has income of \$138bn pa and investable assets of \$276bn

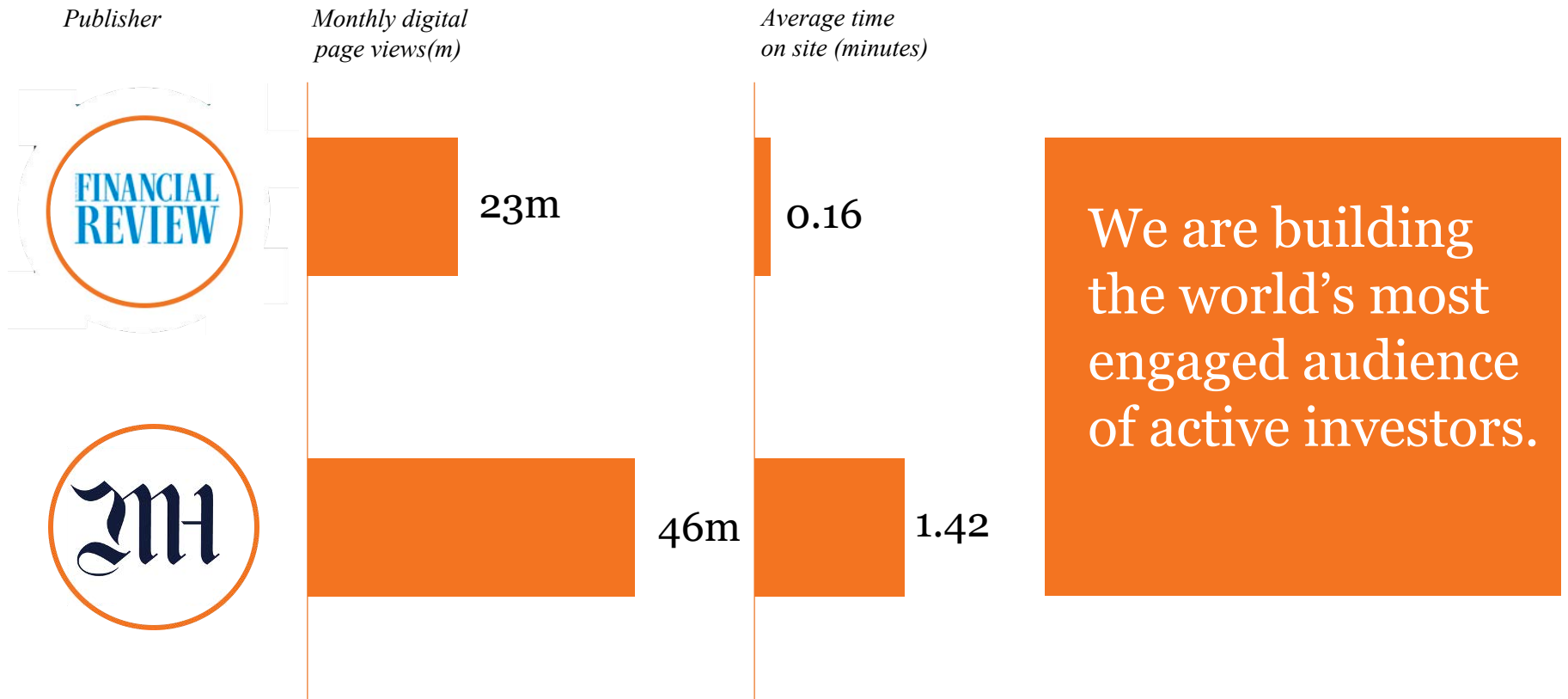
Wealth.



Source: Advisir 2019 investor survey n=1809
investors@themarketherald.com.au

Our mastheads and communities are destination sites with high search and purchase intent.

Engagement.

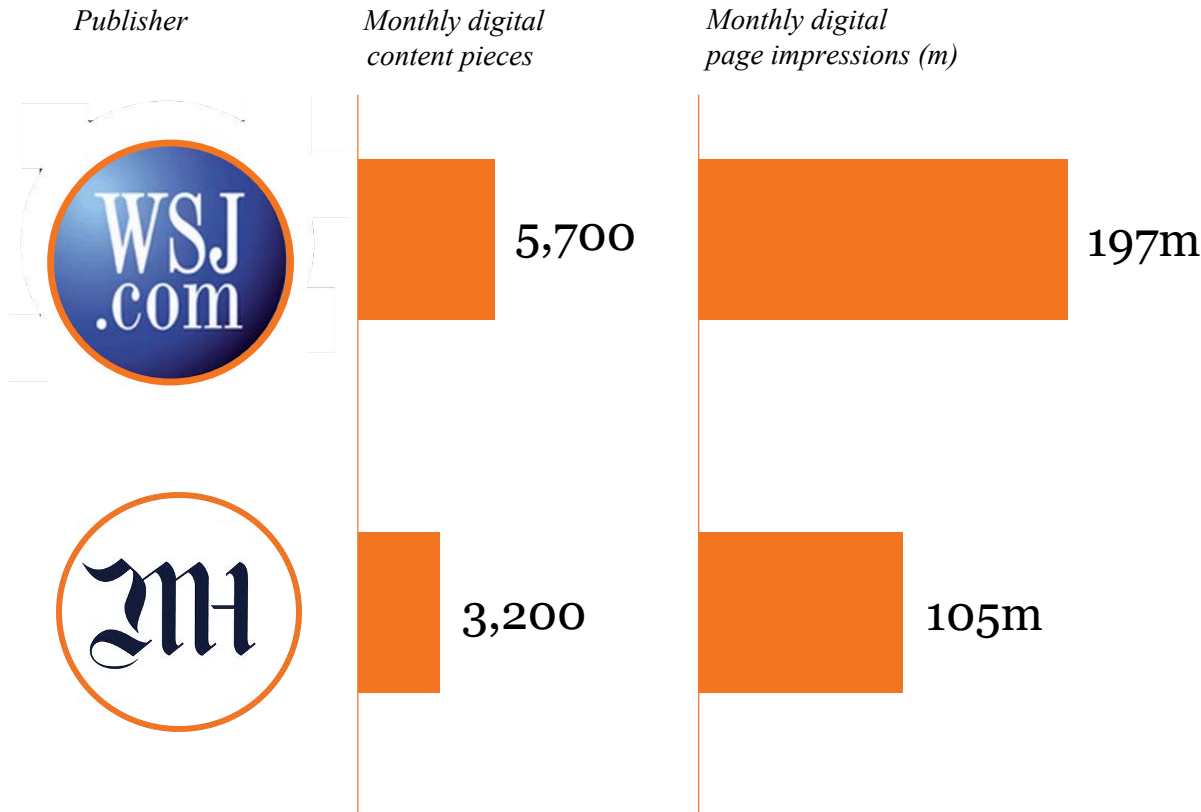


Source: Nielsen DCR 2020

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Our engagement is based on traditional high quality journalism with a highly disruptive delivery model.

Journalism.



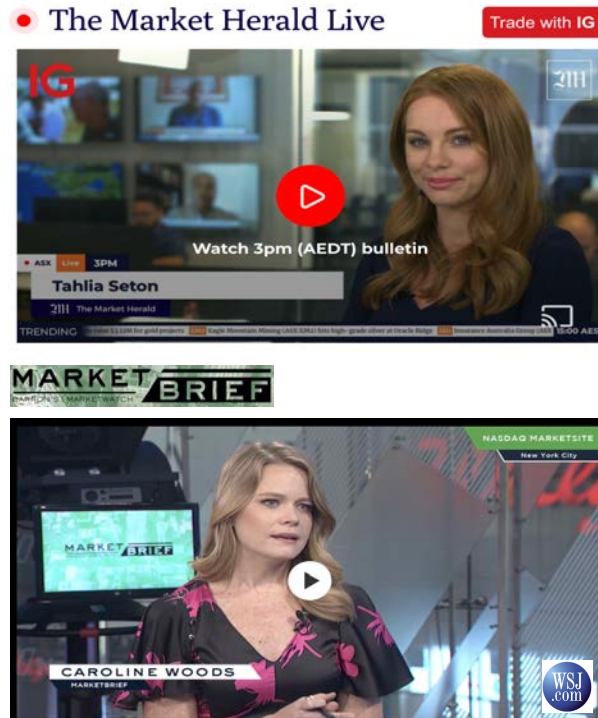
We are building a new analytics and data led way to create and deliver business stories.

Source: WSJ.COM, TMH 2020
investors@themarketherald.com.au

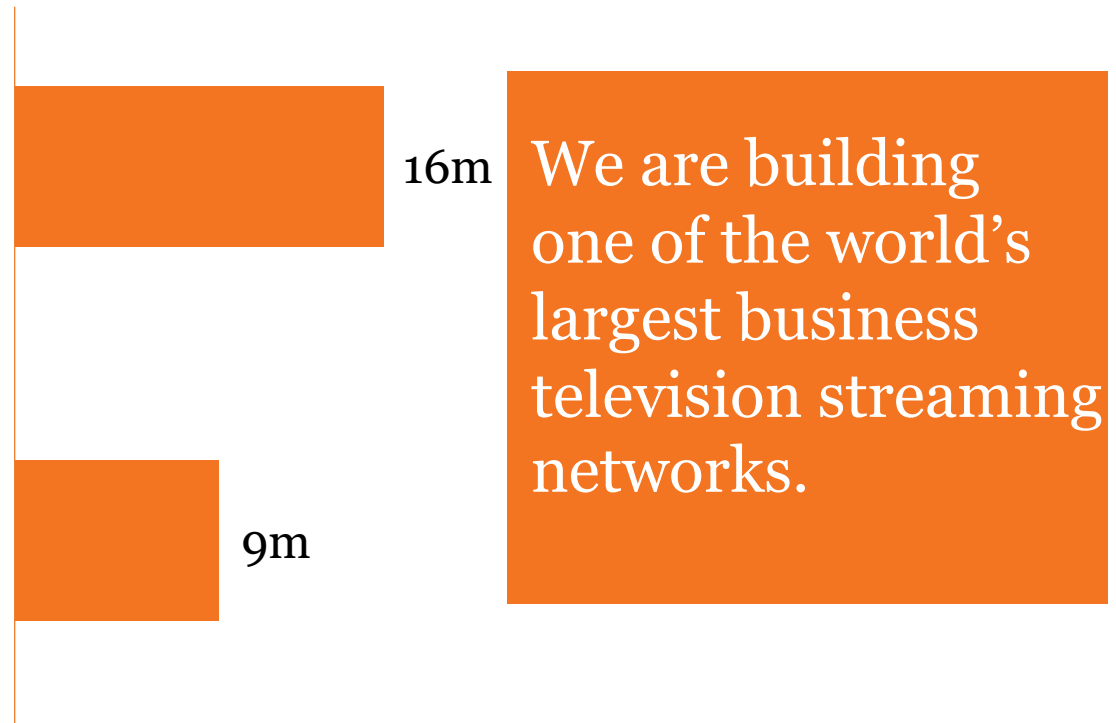
We are developing new streaming video formats at greater scale and speed than any traditional peer.

Streaming.

Streaming network



Monthly digital stream starts (m)



Source: WSJ, TMH 2020
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Advisir is one of the world's fastest growing investor relations consulting practices 18m after launch

Consulting.

Financial PR and IR consultancy

Worldwide revenues (\$USD m)



We are building one of the world's fastest growing digital investor relations consultancies.

Source: O'Dwyer, 2020

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We are developing new capital raising formats based on our proven North American platform and offer.

Placements.

Proven capital raising platform

New format to engage investors

GUD Holdings (ASX:GUD) to raise \$70M to buy ACAD business

The Market Herald Deal Room
ASX:GUD MGAP \$1.0718

Jessica De Freitas
Markets Reporter
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19 November 2020 15:30



TRENDING STORIES

Zip Co (ASX:ZPF) unveils record numbers in first four months of FY21

ASX Today: Bullish futures ignore US setback

Imugree's (ASX:IMU) shares rise 20pc on positive HER-Vaxx results

Can Group (ASX:CAN) secures \$50M loan for M34ura

Classic Minerals (ASX:CLZ) jumps 10pc on oversubscribed placement

IronX: Rare Earths (ASX:IRX) "exceeds expectations" at Ugandan project

Imagion Biosystems (ASX:IBX) completes \$AM placement

- After starting the day in a trading halt, GUD Holdings (GUD) has announced it will acquire AMA Group's ACAD business for \$70 million
- ACAD makes and distributes automotive products across Australia and New Zealand and is considered a strategic addition to GUD's business
- GUD will gain more product and customer diversity, along with higher exposure to fast-growing pick-up truck and SUV vehicle segments

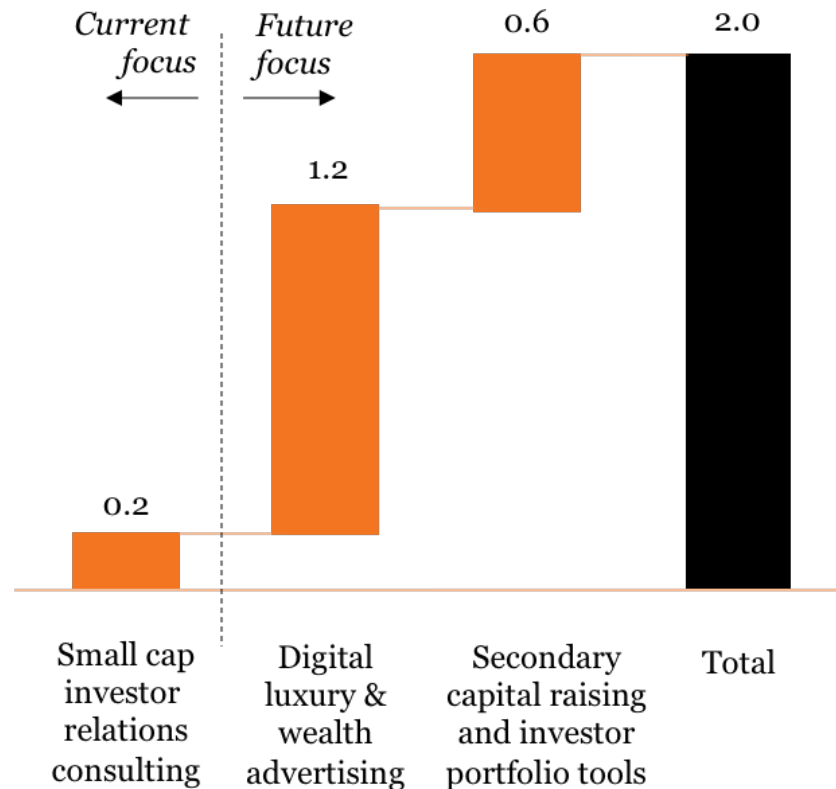
We are building a cross border institutional capital raising platform for private placements.

Source: Stockhouse, The Market Herald, 2020
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We are uniquely positioned to compete for – and win – in a global \$2bn revenue opportunity.

Opportunity.

Available revenues for service providers and intermediaries (\$bn)



We have distinctive advantages to compete and win in a \$2bn market serving active investors.

Source: Advisir, IAB, S&P, Refinitiv, McKinsey, 2019, 2020
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