



The Market Herald

FIRST WITH THE NEWS THAT MOVES MARKETS

2021

Annual General Meeting

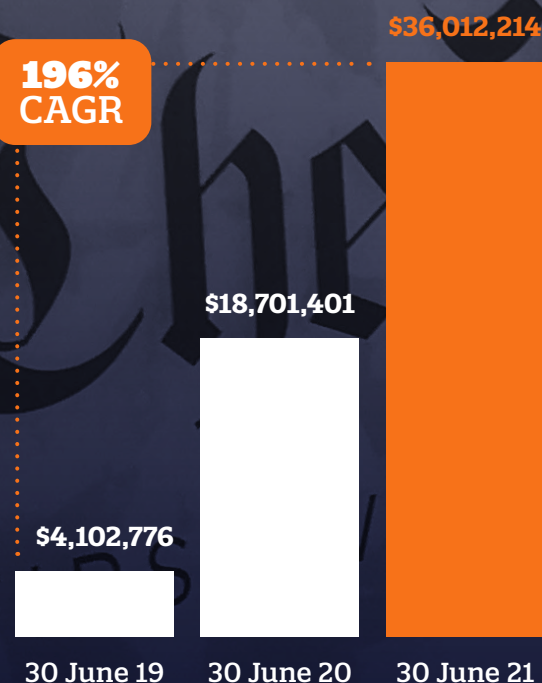
November 15, 2021

We're delivering on our strategy to disrupt global business and finance media.

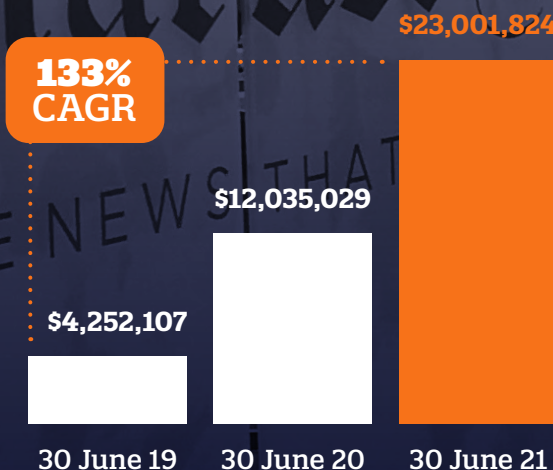
We're re-imagining and re-inventing the business of finance media. We do things differently. Our vision is an analytics driven, global, multi-media platform that builds and engages high value audiences. Over the past 12 months we have invested in the people, platforms and processes to deliver on this new vision of business and finance media.

Central to our strategy is our promise to our readers and viewers: First with the news that moves markets.

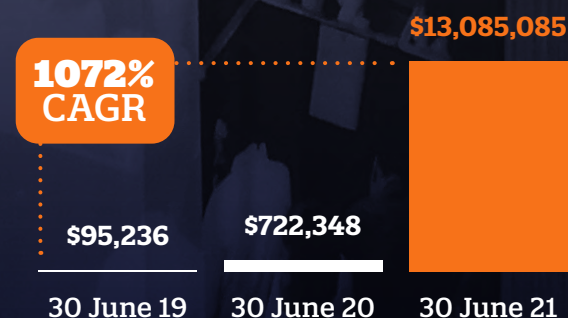
We've delivered three consecutive years of revenue, profit and margin growth.



Total revenue



Operating revenue



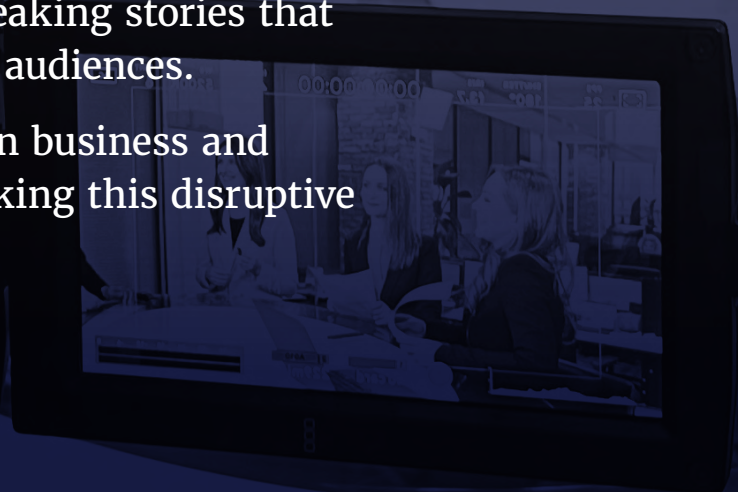
Profit before tax



We're building a global business and finance news streaming television network.

We've developed new shows and new formats to engage business and finance audiences in new ways. Our programming reaches millions of view streams a day. At the heart of our strategy is building a multi-platform newsroom that covers breaking stories that better serves business and finance audiences.

We have built the largest Australian business and finance streaming offer and are taking this disruptive model to international markets.





We're developing our own technologies to create sustainable competitive differentiation.

We do things differently – and our success is based on re-thinking and re-imagining how the “plumbing” of business and finance journalism and broadcasting works. To build our global multi platform newsroom we have built our own proprietary platforms and playout infrastructure.

Legacy platforms drive legacy cost structures. Our platforms deliver news at 5x the costs efficiency of traditional peers.

We're creating new fintech platforms to connect investors with public companies.

We manage some of the world's largest communities of self directed investors. The secondary and pre-IPO placement market is ripe for disruption and we are leveraging our programming, technology and analytics to disrupt an industry that needs to change.

We have successfully built a North American digital platform that connects listed and pre-IPO companies with investors. At the same time reducing the costs for issuers and giving greater insight into their investors.

We're scaling our strategic consulting offer for listed companies and wealth brands.

Advisir is a strategic communications and media consultancy. Our teams of strategists, technologists and creatives work with listed businesses and wealth brands to help tell their story to retail investors and affluent consumers. Advisir is data analytics led and has a unique and differentiating advantage through developing insights from the world's largest proprietary database of retail investor intent.

Advisir solves the complex strategic, communications and media challenges of listed organisations and wealth brands serving their audiences around the world.



We're innovating new advertising, classified and ecommerce offers for luxury brands.

We serve a global audience of affluent and engaged consumers. They are taste makers and opinion setters. They are influential and intelligent. These readers and viewers are key buyers of luxury brands across many sectors. These brands and houses are being transformed by digital. Global luxury leaders from fashion to fragrance, jewellery to watches, and automotive to property are developing new omni-channel strategies with digital consumers at their core.

We're innovating new advertising, classified and ecommerce models designed for the future of global digital luxury.

We will continue to increase reach, increase products and maintain margins.

Currently we serve an audience of over 3m* investors with an average revenue per user (ARPU) of \$12. We believe in our key global target markets there are over 100m investors, giving an available market size of \$1.2bn from our current offers. Our market share is currently less than 3%.

Our strategy: First increase our reach, serving more markets. Second increase ARPU through new products and offers. Third create scale effects increasing margins.

By doing this we will deliver on our strategy to disrupt global business and finance media. The Market Herald. First with the news that moves markets.

* The Market Herald Annual Report 2021, Page 3