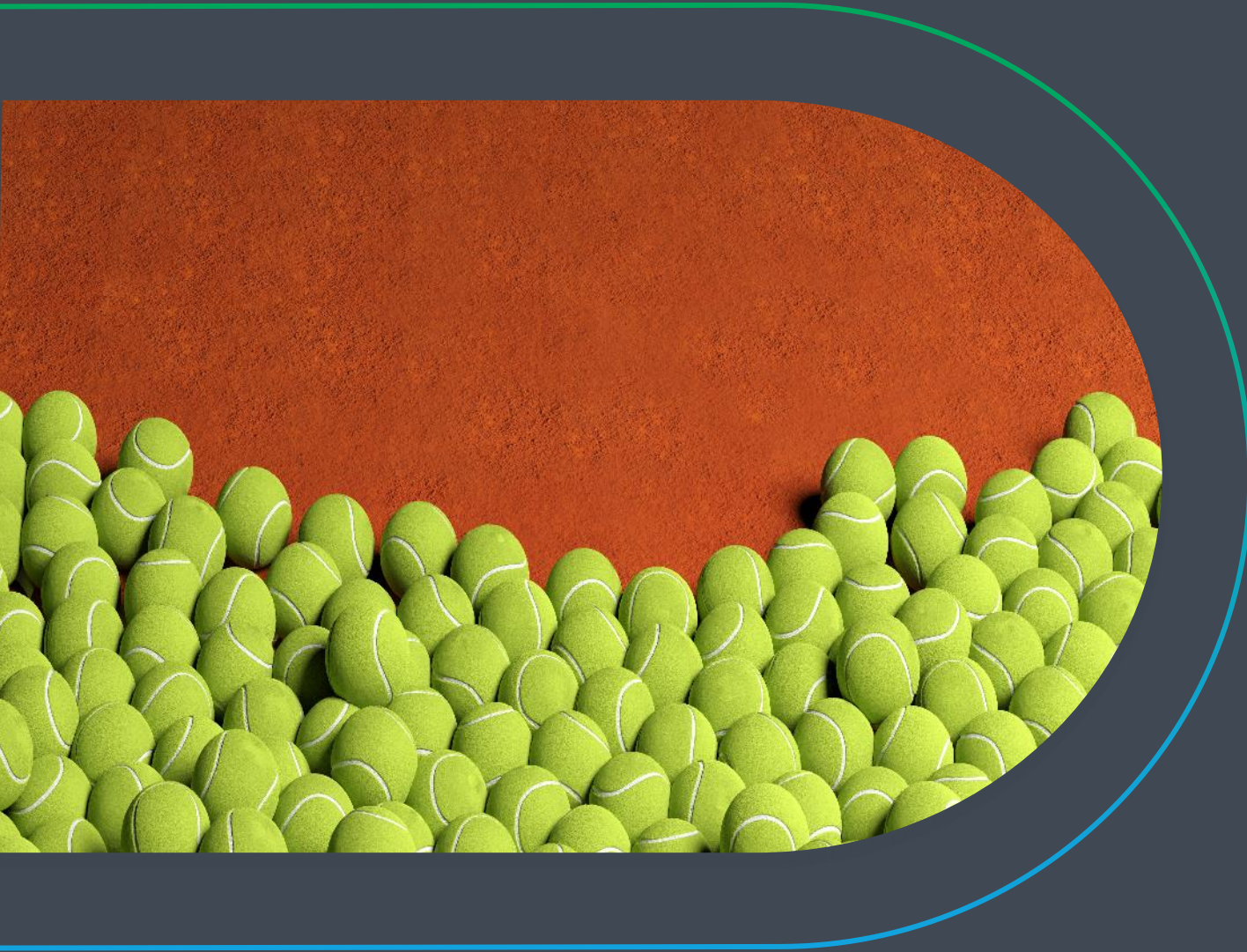


JULY 12, 2023



# 2023 HALF YEAR REVENUES

**ATEME**  
Captive your audience

# DISCLAIMER

*This presentation does not constitute or form part of and should not be construed as any offer for sale of or solicitation of any offer to buy any securities of Ateme, nor should it, or any part of it, form the basis of or be relied on in connection with any contract or commitment whatsoever concerning Ateme's assets, activities or shares.*

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*The forward-looking statements included herein are for illustrative purposes only and are based on management's current views and assumptions. Such forward-looking statements involve known and unknown risks. For illustrative purposes only, such risks include but are not limited to impact of external events on customers and suppliers; the effects of competing technologies competition generally in main markets; profitability of the expansion strategy; litigation; ability to establish and maintain strategic relationships in major businesses; and the effect of future acquisitions and investments.*

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# PRESENTERS



**Michel ARTIÈRES**

Founder & Chief Executive Officer

Degree in Engineering from SUPELEC, PARIS,  
with a specialization in signal processing  
and telecommunications



**Fabrice SANA**

Chief Financial Officer

Degrees from the European Business  
School and ESSEC

# 01 WHO WE ARE

# THE VIDEO DELIVERY LEADER



Public since 2014



90.6 M€ in 2022

**ARR**  
MONTHLY  
RECURRING  
REVENUE

30 M€ (July 2023)



580 people in 20+ countries



1000+ clients in 100 countries

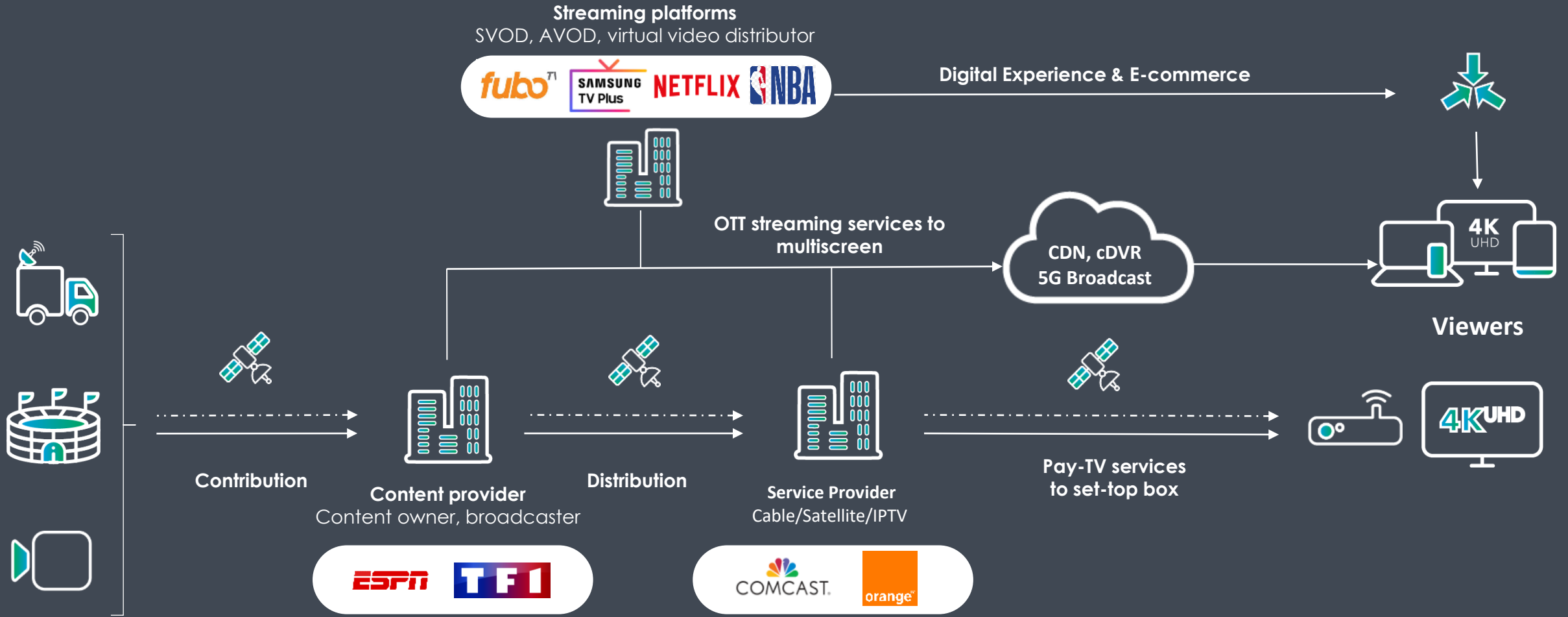


70 patents  
Winner of multiple awards

Ateme enables **content providers**, **service providers** and **streaming platforms** to captivate their audiences with a superior **Quality of Experience**, so they can **boost viewership** engagement, acquire **new customers**, and unleash **new monetization** potential.



# WE HELP BILLIONS OF VIEWERS TO WATCH CONTENT ANYWHERE, ANYTIME





# TECH SOLUTIONS FROM CONTENT SOURCE TO EACH VIEWER

Video  
Processing

Video Content  
Delivery

Analytics &  
Orchestration

TITAN

+

NEA

+

PILOT

=

High Fidelity Processing  
Multi-format

Low-latency network  
Audience-aware CDN

Intelligent load balancing  
Big Data analytics for smarter ops



Enhanced  
customer satisfaction  
Increased  
ARPU & ad revenues

Infrastructure on Prem & Private or Public Cloud environment or **ATEME<sup>+</sup>** SaaS

CISCO



Hewlett Packard  
Enterprise



IBM

lenovo

Alibaba Cloud

aws



Azure Tencent 腾讯



# UNIQUE END-TO-END OFFERING



Contribution	File Xcoding	Broadcast	D2C Delivery	Channel Origination	Origin Server	Cloud DVR	DAI	CDN	Analytics
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X		
X		X	X	X	X	X	X		
X			X	X	X	X	X	X	
	X	X	X	(partners)	X	X	X	aws Cloudfront	aws Analytics
					X	X	X	X	
					X	X	X	X	
					X	X	X	X	X

> Offering end-to-end solution brings technical and commercial benefits  
and enables fastest business acquisition



# WALLET SHARE GROWTH STRATEGY

## CANAL+

Long-standing partnership on UHD solutions takes next step with pioneering deployment: one of the world's first deployments of OTT low-latency streaming

**TITAN + NEA** enables Canal+ subscribers, through the myCANAL app. on Apple TV 4K, iPad and iPhone, to watch sports events in HD and UHD with almost no delay compared to broadcast

game changer for  
brand leadership

*"Keeping latency as low as possible while ensuring optimum visual quality is crucial for the viewer experience in live sports – think live football, rugby and Formula 1. But this has typically been a difficult strategy to balance. With Ateme's NEA solution we're able to offer both, without compromise"*

Philippe Rivas, Distribution Technical Director at Canal+

## Video Headend and CDN Complementary Sales Cycles



### Video Headend (encoding) business

- Investments driven by the amount of content (live channels, VOD catalogue)
- Typically generating flat repeat business

### CDN / OTT video delivery business

- Investments driven by the growth of the traffic
- Successful OTT services face a X2 traffic every year

# ENABLING THE NEW TV EXPERIENCE

Superb  
viewing experiences  
on any screen

Any experience: linear,  
hybrid VOD, catch-up TV,  
Cloud DVR

A single solution for video  
over any platform: cable,  
DTH, IPTV, terrestrial  
and OTT

Future-proof & flexible  
software-based  
solution



Reach  
more customers

Increase  
profitability with  
bigger audiences

Secure  
forthcoming business

# CONTENT DELIVERY AT SCALE

Audience-aware  
delivery enhancing  
the OTT experience

Elastic CDN maximizing  
streaming efficiency

Grows with  
OTT consumption

Solution optimized  
for 5G networks



Engaged audiences

Lower infrastructure  
& operational costs

Greener streaming

# SPORT TECH INCREASING FAN ENGAGEMENT

Premium quality  
of experience for  
premium content

No delay, no buffering,  
content available  
everywhere

Immersive audio  
& video thanks  
to cutting-edge  
technologies



Increase  
engagement  
with sports fans

Drive more  
subscribers

Brand  
leadership

# CONTENT MONETIZATION PUSHING PROFITS

Dynamic  
Ad Insertion  
increasing revenues

FAST channels  
(Free Ad-supported Streaming Television)  
with genre/thematic  
channels

Personalized TV for  
a tailored experience



Engaged audiences

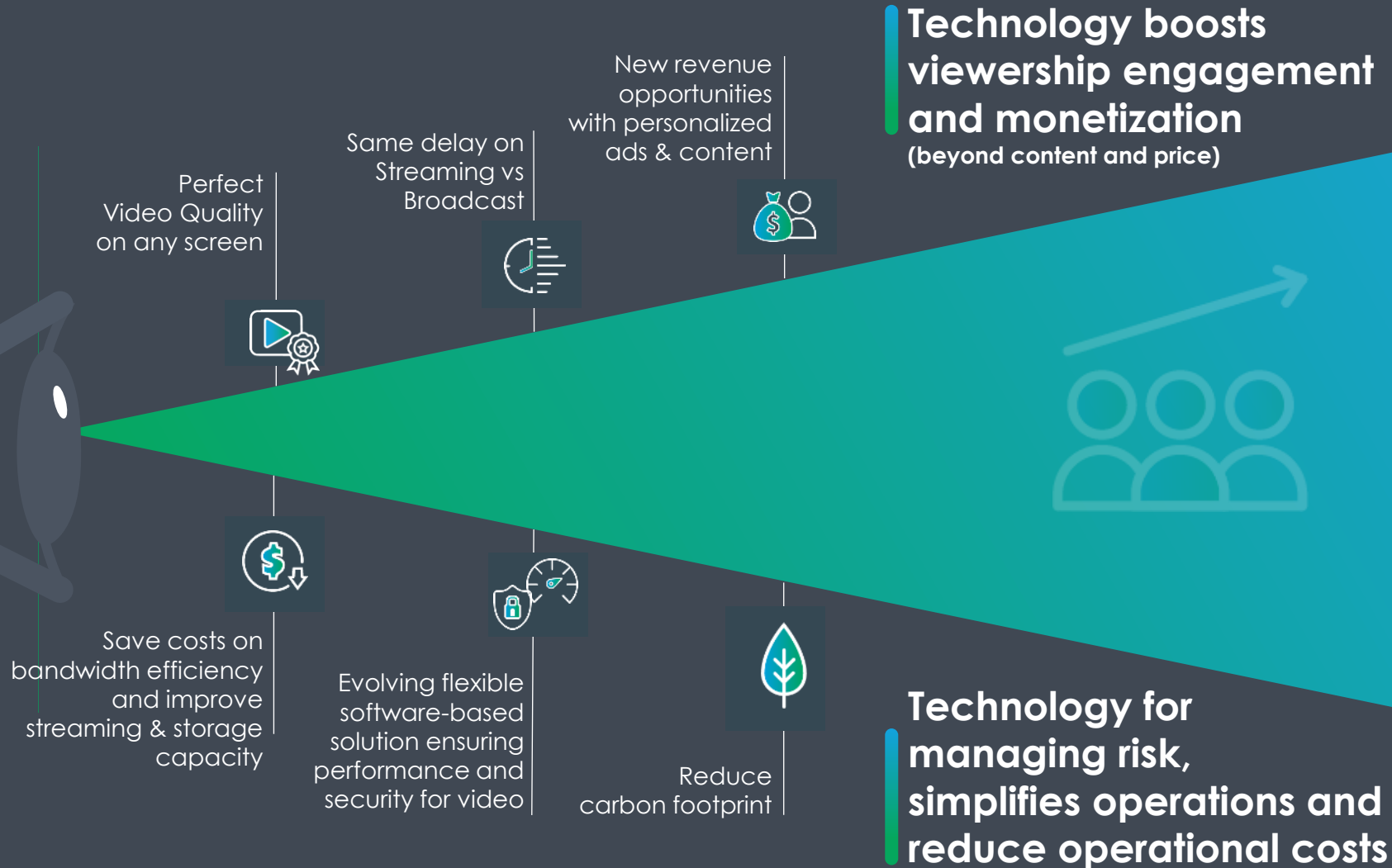
More revenues  
& profits

Drive subscribers  
to new services



# ADVANCED INNOVATION BENEFITS

**ATEME**  
& Customer  
Partnership



Answering customers business needs

Addressing viewers expectations

**Ateme's Growth and leader position**



**ATEME**

# ATEME ENGAGED IN CORPORATE SOCIAL RESPONSIBILITY



## > A CSR policy led by the COO in direct contact with the Executive Committee

For ethic in management and business relationship with shareholders, clients, partners and suppliers

## > Performance monitoring approach



ecovadis



## > Commitments to go further

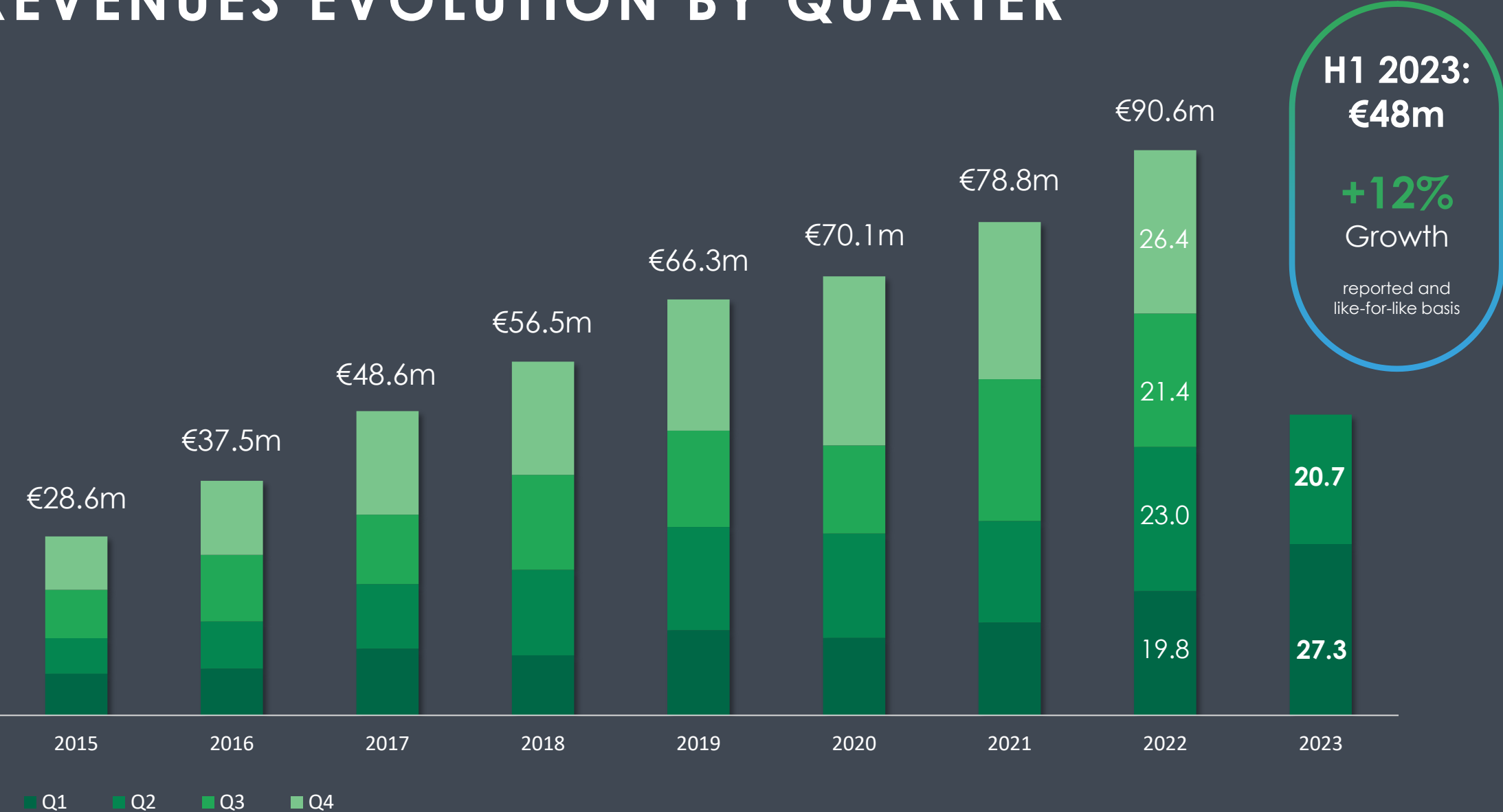
- > Titan and Nea innovations saved 65% of the video delivery energetic impact in 3 years while improving viewers' experience  
Targeting 50%+ additional savings in the next 3 years
- > Ateme committed to reduce his own impact by 50% in 3 years
- > Founding Member of the 'Greening of Streaming' Alliance, Planet Tech'Care Charter signatory to improve the industry towards greener practices and reducing its environmental impact.





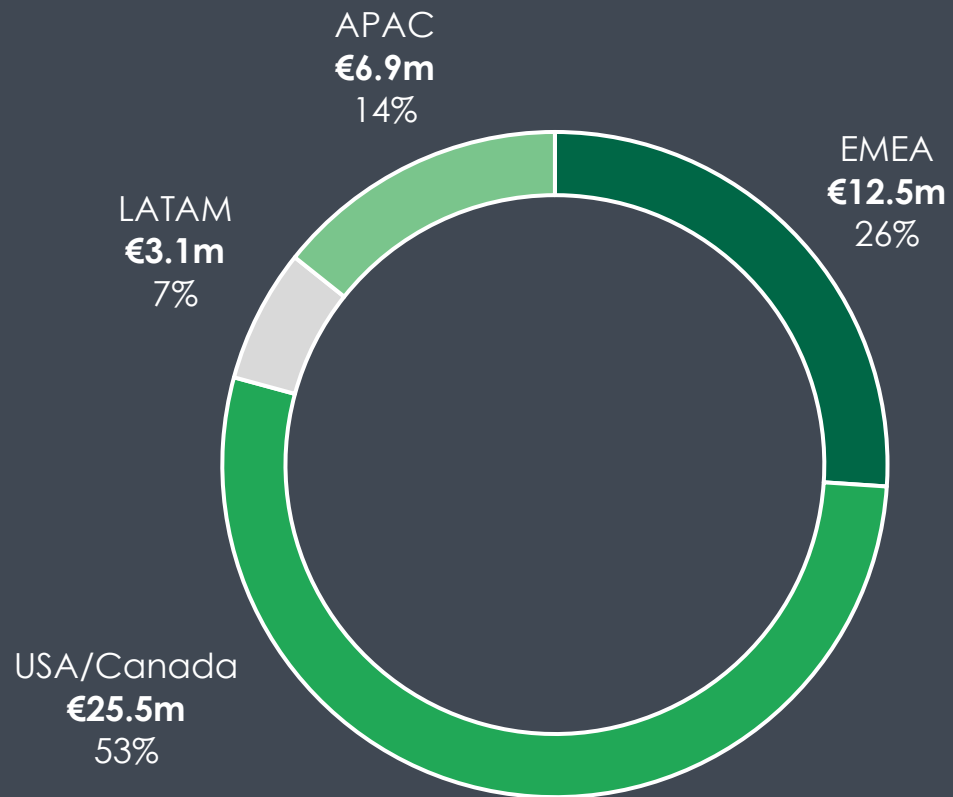
# 2023 H1 REVENUES

# REVENUES EVOLUTION BY QUARTER

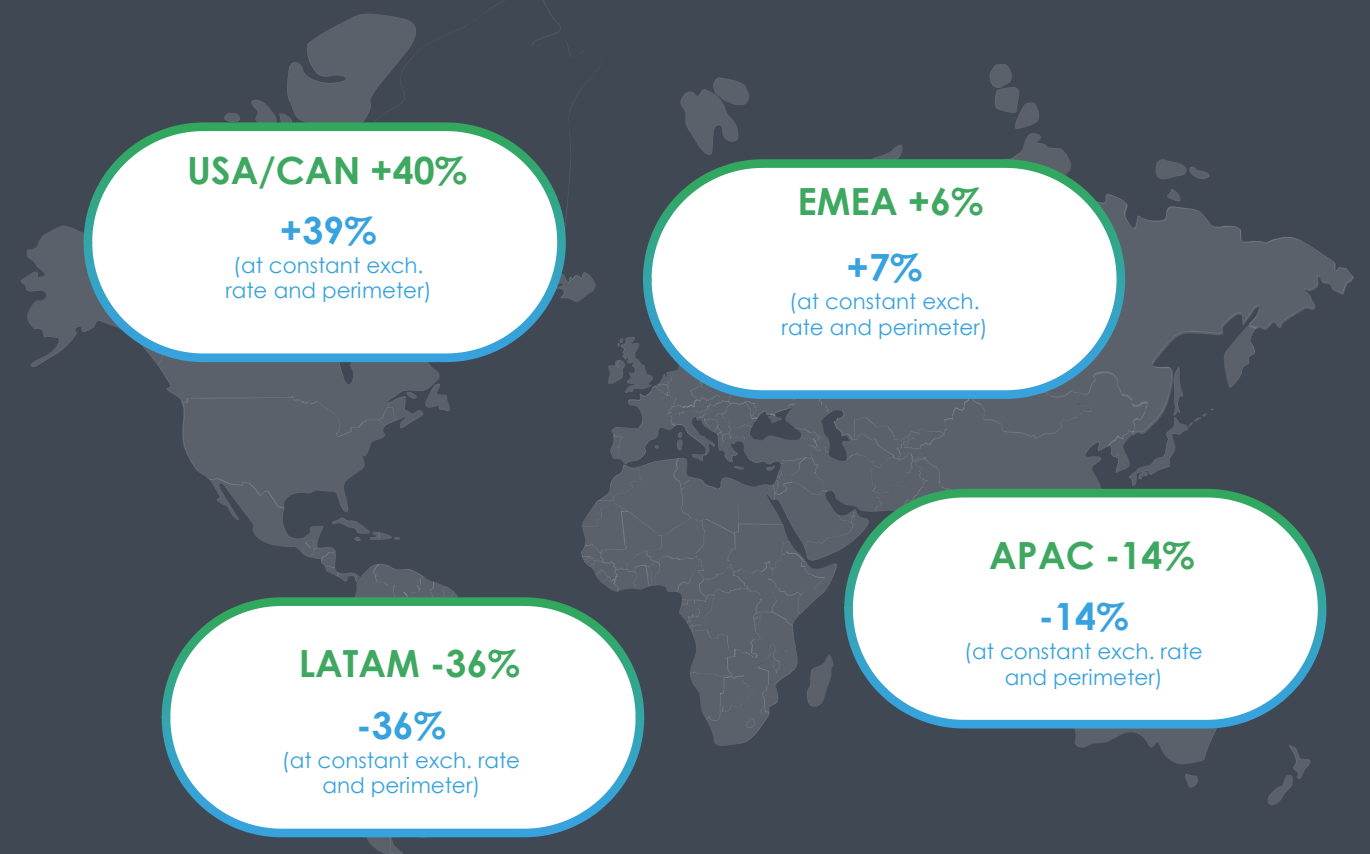


# H1 2023 REVENUE SPLIT AND GROWTH BY REGION

## H1 2023 REVENUE SPLIT BY REGION



## H1 2023 REVENUE GROWTH BY REGION



# CONTINUED GROWTH IN MRR SINCE 2019

Multi-Year  
investment  
Contracts

SaaS and  
Subscription

Maintenance

ARR:  
€30m

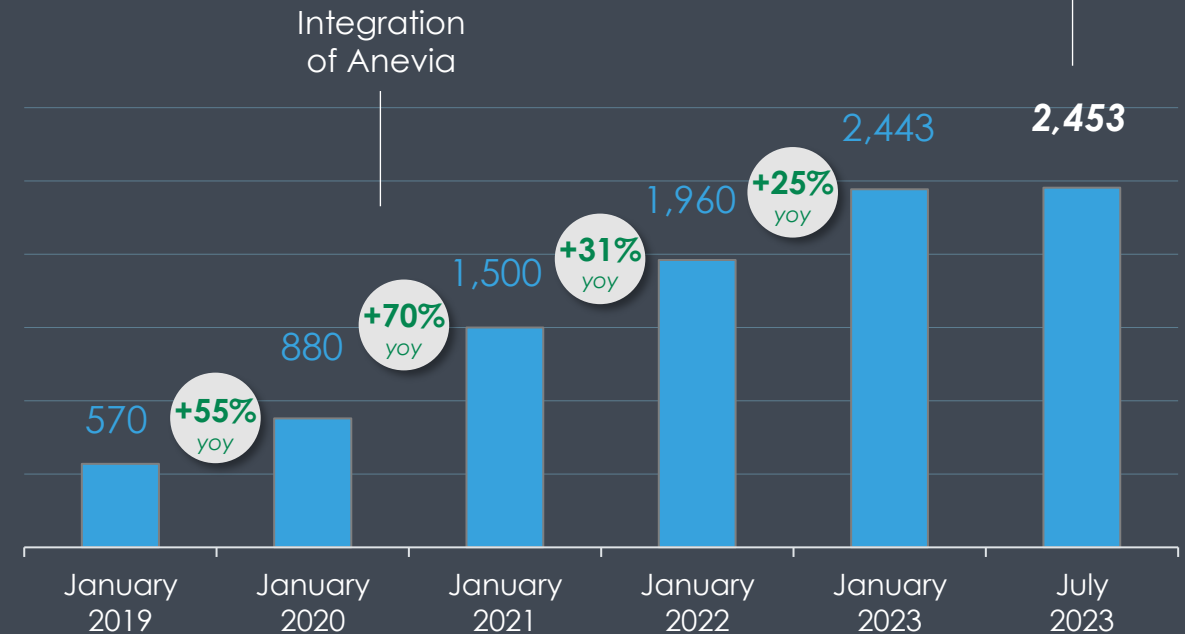
## Monthly Recurring Revenue

Increased visibility with  
secured revenues

Higher resilience in crisis

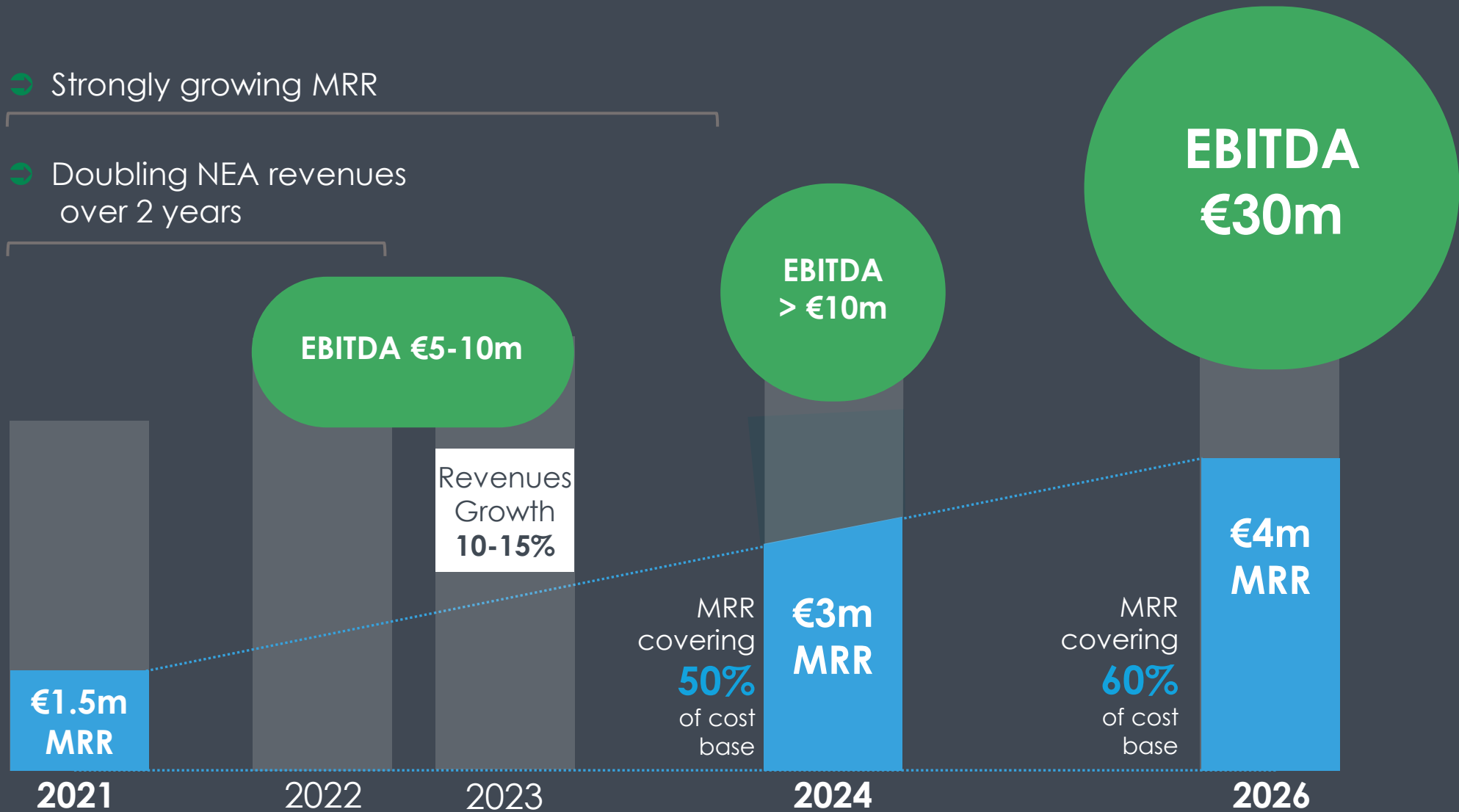
Increased profitability with  
optimization of S&M costs

MRR, in €  
thousands



# FINANCIAL OBJECTIVES

- Strongly growing MRR
- Doubling NEA revenues over 2 years



# 03 OUTLOOK & STRATEGY

# OTT STREAMING ALREADY EXCEED TRADITIONAL LINEAR TV AND THERE IS MORE TO COME



More than 400 streaming services Worldwide

Streamlining of the old linear services top support new digital offerings

Online streaming video to reach  
1.6 bn subscribers in 2025 vs 1.1 bn for Pay TV\*

## > Personalization Content & Ad insertion (SVoD, AVoD, NextGen TV)

Audience engagement x3

Increase ad revenues



## > Infrastructure migration Next-Gen architecture (cloud, SaaS, private or multi CDN, open caching, 5G)

Ateme Solutions are agnostic  
to infrastructure

Ateme is leading open  
caching standard

## > Convergence of the media-tech universe

Live streaming

More interactivity

More immersivity (AR/VR)

New experiences

New sports fan engagement



# ATEME ADVISORY COMMITTEE

Mission: help Ateme reinvent the video consumption



Anne Schelle



Yuval Fisher



Nitin Mittal



Weidong Mao



Andy Beach



Pascal Crochemore



Anna Lockwood



Mike Kralec






Anil Jain



Chris Blandy



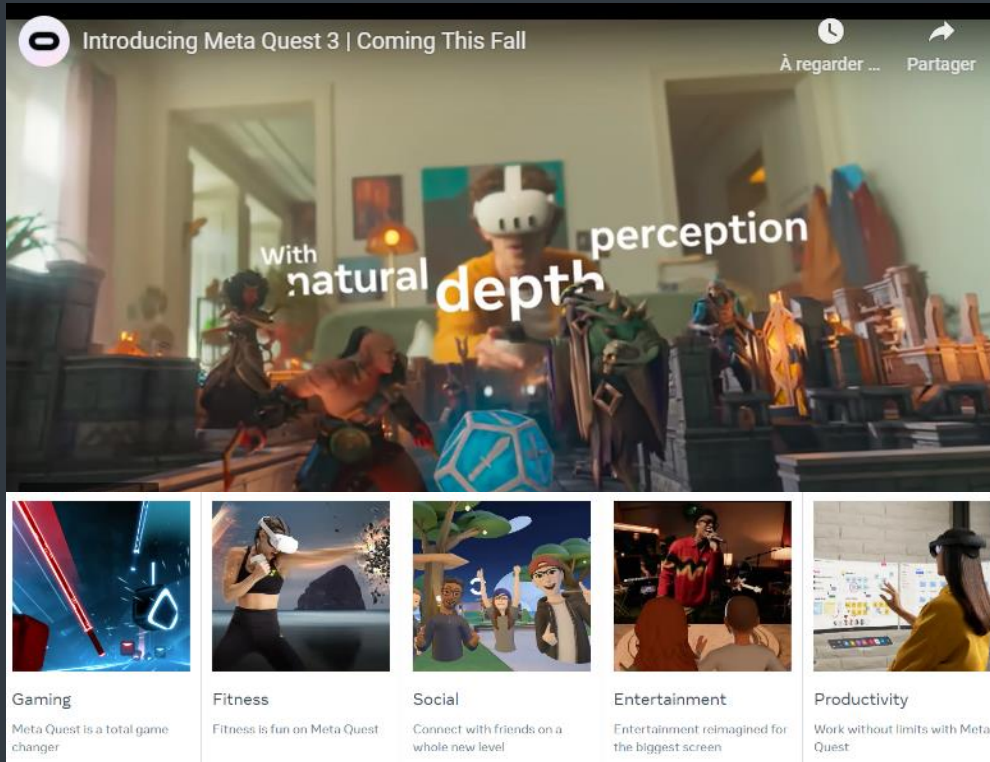
# KEY MARKET DRIVERS FOR GROWTH

Drivers	Impact on business	Impact on tech
 Convergence	Engaging with younger generation and augmenting revenues	Investing in interactivity, data, consumer experience etc.
 Monetization	Increasing subscriber base and boosting profits with targeted delivery	Investing in Dynamic Ad Insertion, FAST and personal channels
 Transformation	Streamlining old services to support new digital offering	Investing in Cloud/SaaS while deprioritizing legacy

# REALITY TECHNOLOGY... TO SPATIAL COMPUTING



“The future of digital connection  
We’re moving beyond 2D screens and into immersive experiences in the metaverse,  
helping create the next evolution of social technology.”



“Welcome to the era of spatial computing,  
where digital content blends seamlessly with your physical space.  
So you can do the things you love in ways never before possible.”



# ATEME TESTING THE MARKET

Gamifying the experience to attract younger audiences



AI based automatic generation of **highlights**

Push **notification** on social networks

Reconnection to the streaming App, e-commerce



Augmented reality **at home or in venues** on 2<sup>nd</sup> screen or through connected glasses

**Apple's Vision Pro** (announced June 2023) is likely a tipping point






**Virtual lounge**

Enhancement of the fan experience with social interaction with friends

**Catalyst of new experiences:** multi-camera, AR, betting ... or a mix of them



# KEY MARKET DRIVERS FOR GROWTH

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Source:  + Atime

Confidential & proprietary

# ADDRESSABLE TV ADVERTISING MARKET

**\$56 billion**  
in 2022

Ad Pricing **UP**  
Viewer satisfaction **UP**  
Retention **UP**

**\$87 billion**  
> +50% in 2027

as the traditional TV ad  
will remain equivalent (\$135bn)

~1/6 of video advertising budgets  
1/5 in mature markets like the US

Support performance marketing  
and brand-building objectives  
by targeting specific audience segments or geographies

Key on younger viewers  
+25% incremental reach boost vs broadcast TV

Used by non-traditional TV advertisers  
open entirely new revenue streams  
and new channels as geotargeting in connected cars

Addressable TV service providers need technology to simplifying the ad purchase uptake

## 2 NEW BOARD MEMBERS



**Laurence Amand-Jules**  
Interim CEO/CTO/CFO  
Pro Non-Exec Board Member

Science-Po Paris, MBA INSEAD  
Geneva, Switzerland

Laurence brings a 25+ year experience of strategy and finance leadership roles at global level gained with listed world's leaders of the FMCG and media industries (Danone, Mondelez and Kellogg's and Lagardère). She supported the international media rights division of Lagardère Sports in delivering major events such as the Rio Football World's Cup and the Olympic Games of Sochi and Rio.

Laurence has worked as interim CEO, Chief Transformation Officer or CFO since 2017. She facilitated the transformation of the nuclear division of Group Gorgé. She drove the digitalization of LUXE.TV, the TV channel dedicated to luxury and lifestyle, broadcast in more than 120 countries. She acted as the Group CFO of Blablacar, the French iconic unicorn.

Today, she is also a Non-Executive Board Member at Genève Sports SA and chair of the Finance and Audit Committee at GAIN, the Global Alliance for Improved Nutrition.



**Vincent Tauzia**  
Product, Partnerships & Growth

MSEE INSA Lyon, MBA INSEAD  
San Francisco, CA

Vincent is an experienced senior executive with a track record of building and leading high-performance global product and partnerships teams in fast-paced growth environments. For 9 years at Netflix, he developed scalable video and payment solutions, and deployed them to over 200 global distribution partners: TV operators, telcos, TV and mobile OEMs as well as large platforms such as Roku, Apple TV, Google TV and Amazon Fire TV.

Vincent also drove innovation across the streaming ecosystem working on early versions of HbbTV in Europe while at Philips and on RDK more recently. Previously, he founded a machine learning start-up, creating award-winning AI products, and licensing them to major media companies in 40+ countries.

Vincent started his career at STMicroelectronics developing TV technologies in close collaboration with leading customers in the Middle East and in China.

Vincent holds 4 international patents.



# Q&A4

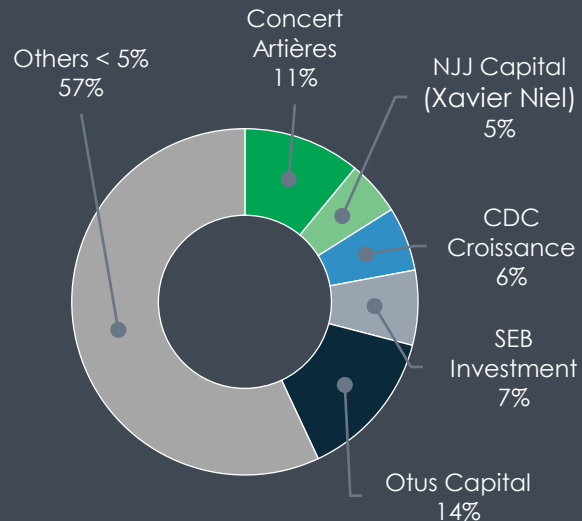
# INVESTOR RELATIONS

## Shareholder structure

Number of shares : 11,322,027

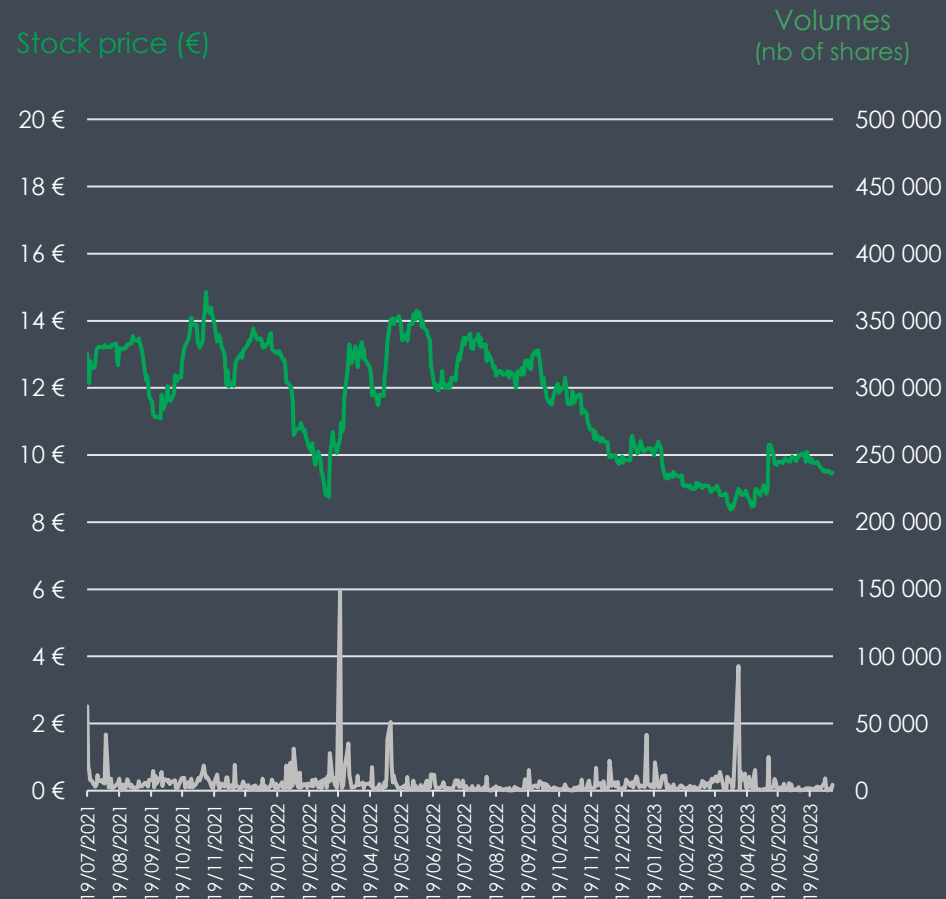
Potential dilution : 411,985

as of May 31, 2023



Source : Company, as of October 2022

Liquidity contract:  
Kepler Cheuvreux



## Market data

ISIN: FR0011992700 Ticker: Ateme

Stock price: €9.46 (as of July 11, 2023)

Market cap: €107,1m (as of July 11, 2023)



## Next investor dates

Sept. 28, 2023 2023 Half-Year Results

Nov. 8, 2023 2023 Third Quarter Revenues

# 05 APPENDICES

# COMPARABLES AND VALUATION REFERENCE POINTS

## Recent transactions

July 2021



IPO on  
Nasdaq

E-learning, enterprise and media  
\$120M in 2020 revenue

**Market cap \$1,5B (12x sales)**

July 2021

THE CARLYLE GROUP

acquires



Live streaming  
and remote production

**\$400M (3.5x Sales)**

March 2022



acquires **wurl**

Content distribution and advertising  
services

**\$430M (5.7x Sales)**

March 2022

**amagi**

\$100M funding round

Cloud Solutions for Broadcast &  
Streaming TV

**>\$1B (30x Sales)**

## Market leader and main competitor

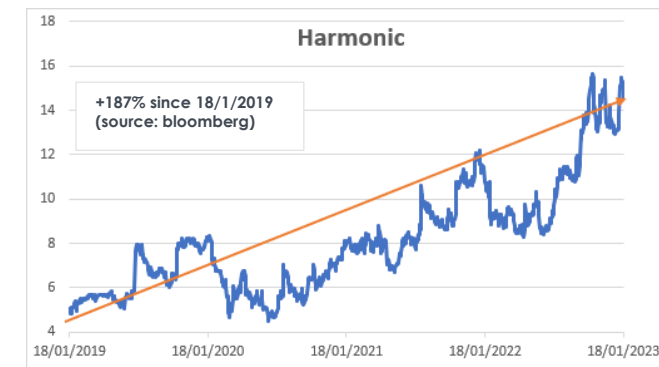
harmonic

(Nasdaq: HLIT)

Market leader

Declining Video business, transitioning to SaaS  
Growing Cable access business

**2024 Target : Cable 530+, Video : 300+**



**2021 revenue US\$ 507m**  
**Market Cap US\$1.5bn**



THANK YOU.

