

SEPTEMBER 28, 2023



# H1 2023 RESULTS

**ATEME**  
Captivate your audience

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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**  
ANNUAL  
RECURRING  
REVENUE

30 M€ (July 2023)



580 people in 20+ countries



1000+ clients in 100 countries

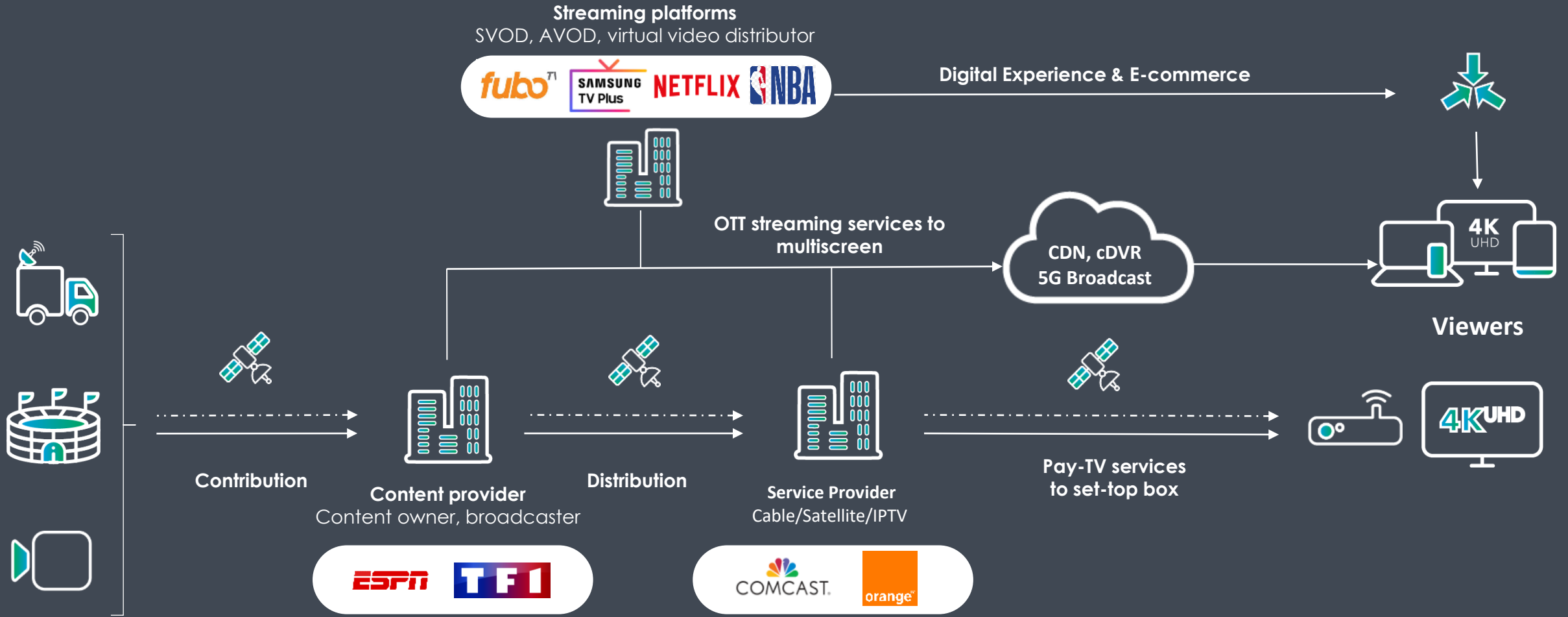


70 patents  
Winner of multiple awards

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



# 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



# ATEME IS INFRASTRUCTURE AGNOSTIC

Titan, Nea and Pilot are available on all infra options

## Rationale to own the datacenter

- > Cost
- > Control of the infrastructure

## Ateme partners



## Rationale to move to public cloud

- > Fast deployment
- > Externalization

## Ateme partners



# 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

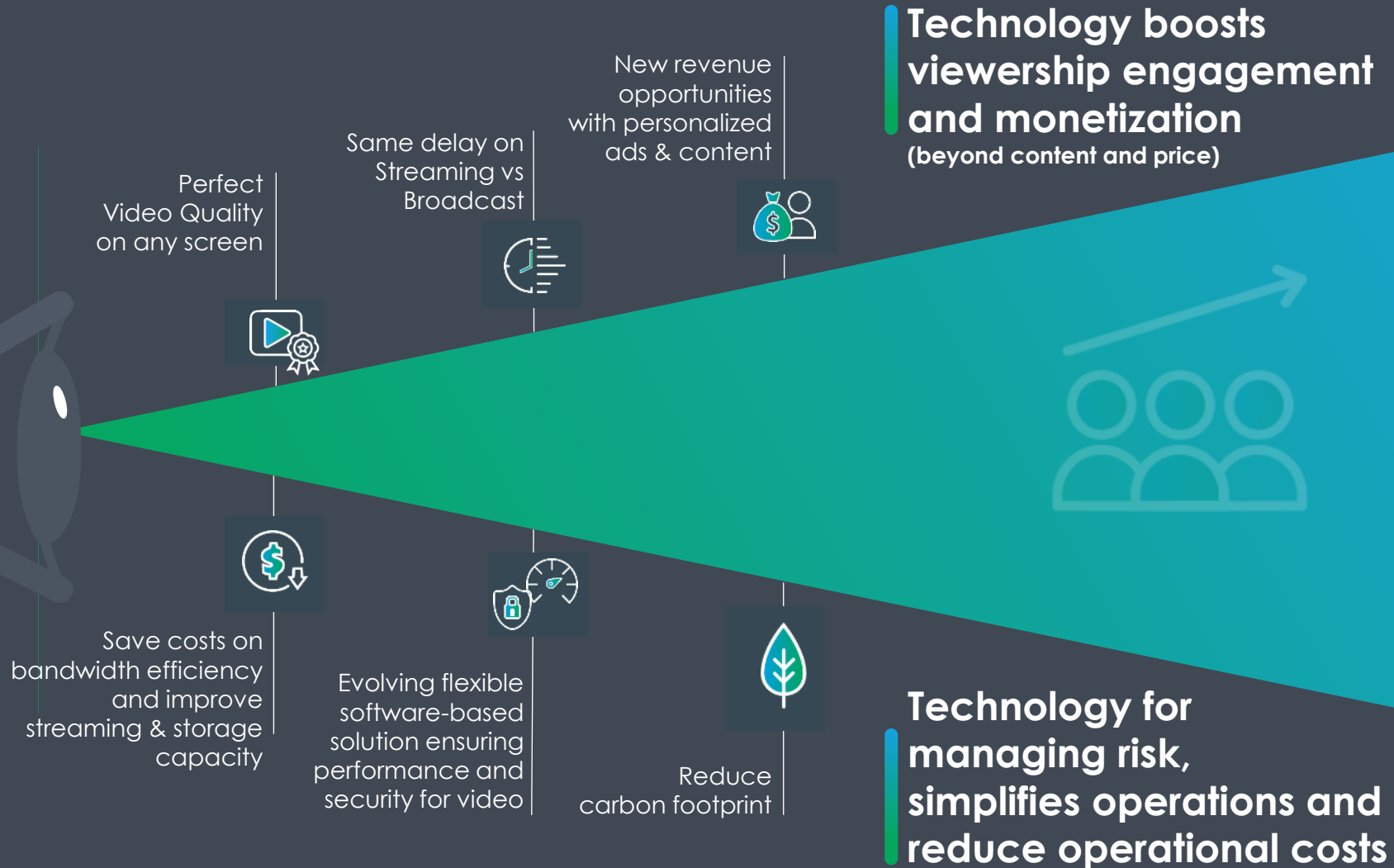
More revenues  
& profits

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



*“ Make the entertainment and video experience captivating, greener, and accessible to everyone ”*

A CSR policy led by the COO in direct contact with the Executive Committee and fully integrated into the company's overall strategy

## Already achieved

- > New technologies to reduce products' energy impact: innovations in TITAN and NEA product lines have enabled a 65% reduction in the energy consumption of video delivery over three years, while improving viewers' experiences.
- > An eco-design approach for the product lines (RoHS, REACH, WEEE and “no-clean” processes during manufacture of electronic cards, in order to limit water consumption).



## Commitments to go further

- > “Near-term target” approved by SBTi: 42% reduction in absolute GHG emissions from Scopes 1 and 2 by 2030 (compared to 2020) and to the measurement and reduction of Scope 3 emissions.
- > Founding Member of the “Greening of Streaming” Alliance and Planet Tech'Care Charter signatory to improve the industry towards greener practices and reducing its environmental impact.



INTEGRUM ESG

- B - “Good” category



59/100

Global score > 74%  
of rated companies



77/100

+29 pts  
compared to 2021

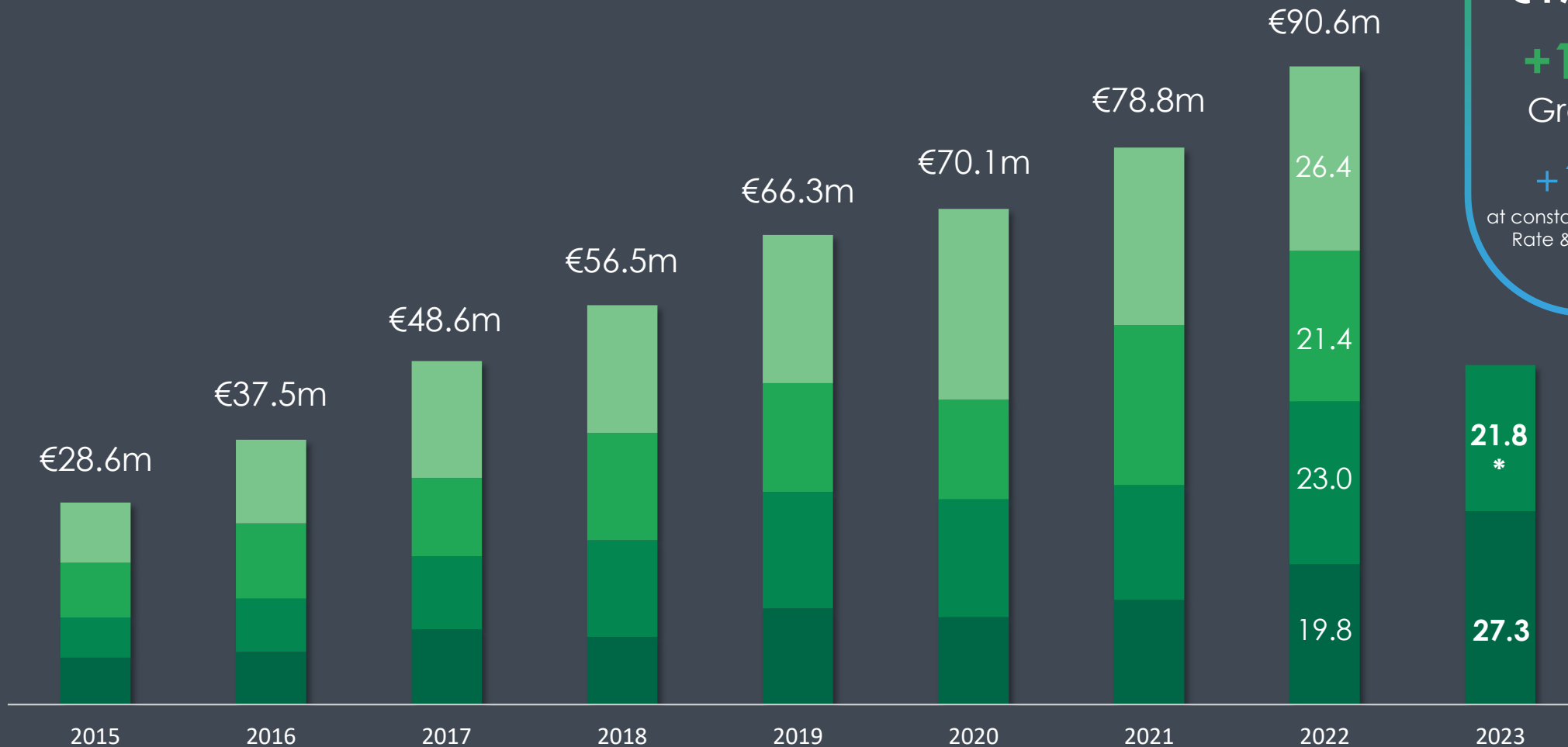


2023 scoring pending

# 2023 H1 RESULTS



# REVENUES EVOLUTION BY QUARTER



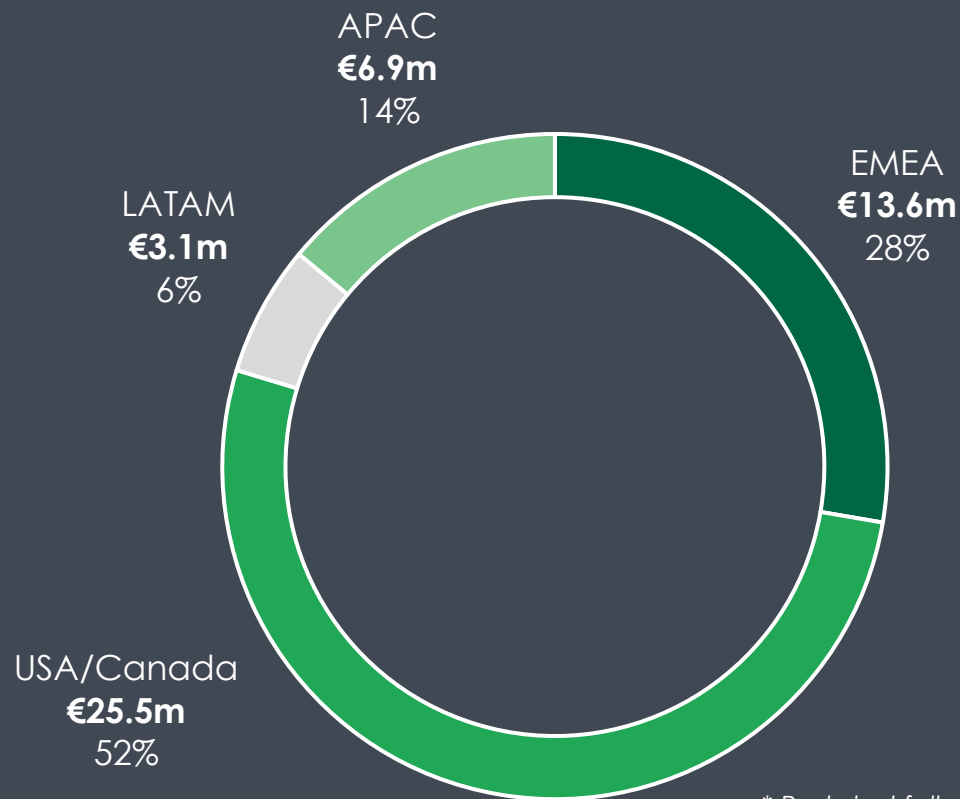
**H1 2023:**  
**€49.1m\***  
**+15%**  
Growth  
**+14%**  
at constant Exchange  
Rate & perimeter

■ Q1 ■ Q2 ■ Q3 ■ Q4

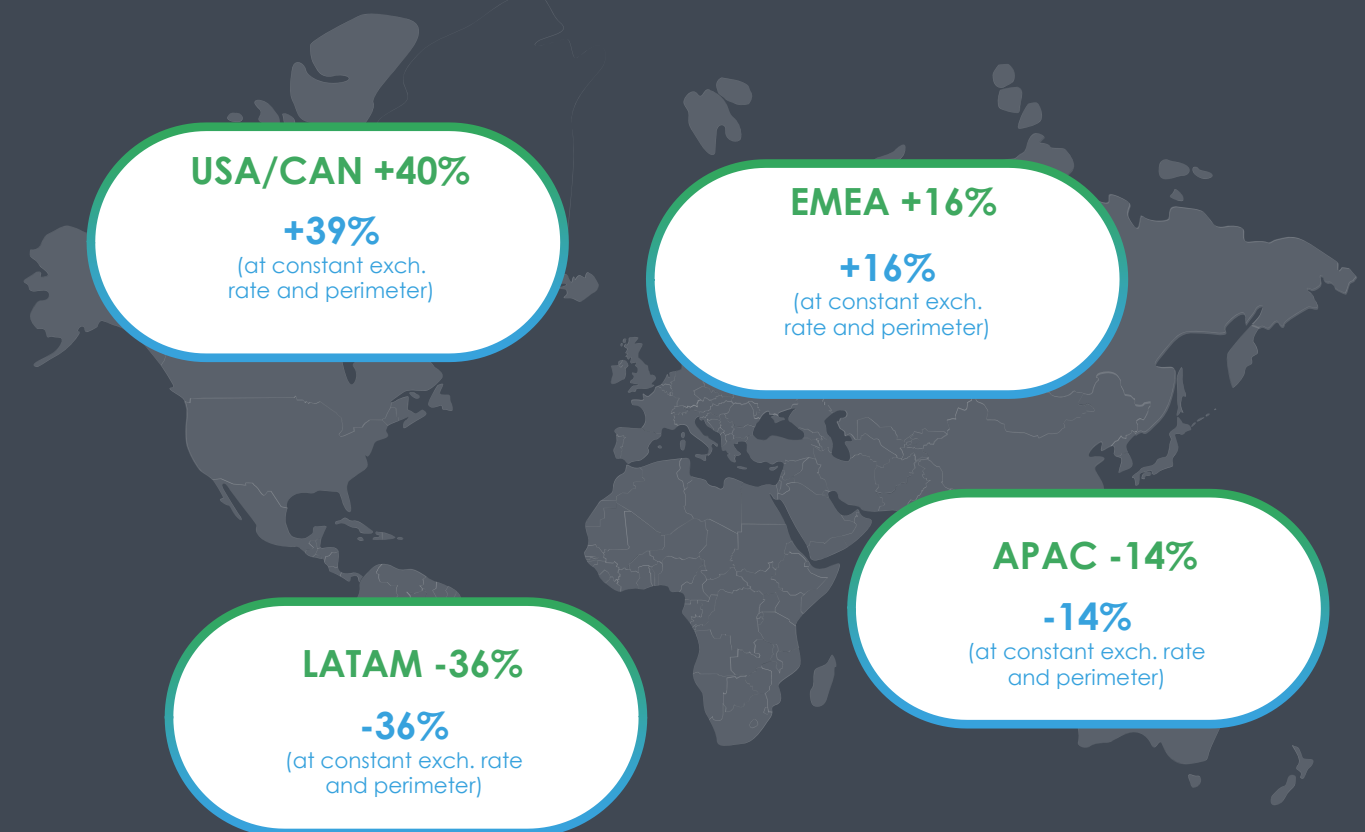
\*Restated following the statutory auditors limited review - Vs €20.7m (Q2) and €48m (H1) reported on July 12.

# H1 2023 REVENUE SPLIT AND GROWTH BY REGION

## H1 2023 REVENUE SPLIT BY REGION \*



## H1 2023 REVENUE GROWTH BY REGION \*



\* Restated following the statutory auditors limited review – Revenue of €13.6m for EMEA region vs €12.5m reported on July 12.

# CONTINUED GROWTH IN MRR SINCE 2019

Multi-Year  
investment  
Contracts

SaaS and  
Subscription

Maintenance

ARR:  
€30m

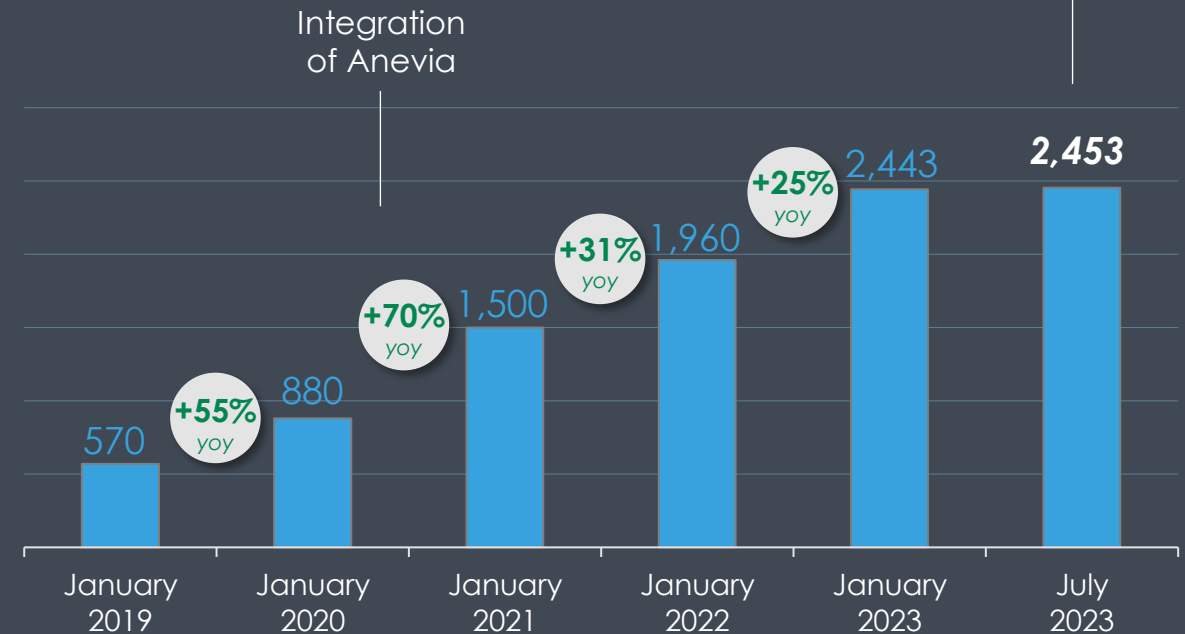
## Monthly Recurring Revenue

Increased visibility with  
secured revenues

Higher resilience in crisis

Increased profitability with  
optimization of S&M costs

MRR, in €  
thousands



On track to reach  
3M€ by 2024

# H1 2023 P&L

Consolidated data – IFRS – in thousands of euros

	H1 2021	H1 2022	H1 2023
<b>Revenue</b>	<b>31,036</b>	<b>42,853</b>	<b>49 104*</b>
<b>Gross profit</b>	<b>18,822</b>	<b>24,852</b>	<b>28 364</b>
Gross margin	60.6%	58%	57.7%
R&D expenses	(8,445)	(10,084)	(12 102)
Sales & marketing expenses	(12,834)	(13,394)	(15 764)
Other G&A expenses	(2,388)	(2,668)	(2 948)
<b>Operating profit</b>	<b>(4,845)</b>	<b>(1,294)</b>	<b>(2,449)</b>
Operating margin	ns	ns	ns
Financial loss	(277)	(94)	(493)
Financial profit	21	126	13
Exchange effect	360	1,204	(459)
Tax income	209	(71)	71
<b>Net profit</b>	<b>(4,380)</b>	<b>(128)</b>	<b>(3,316)</b>
Net margin	ns	ns	ns
<b>EBITDA</b>	<b>(2,063)</b>	<b>1,308</b>	<b>0,012</b>

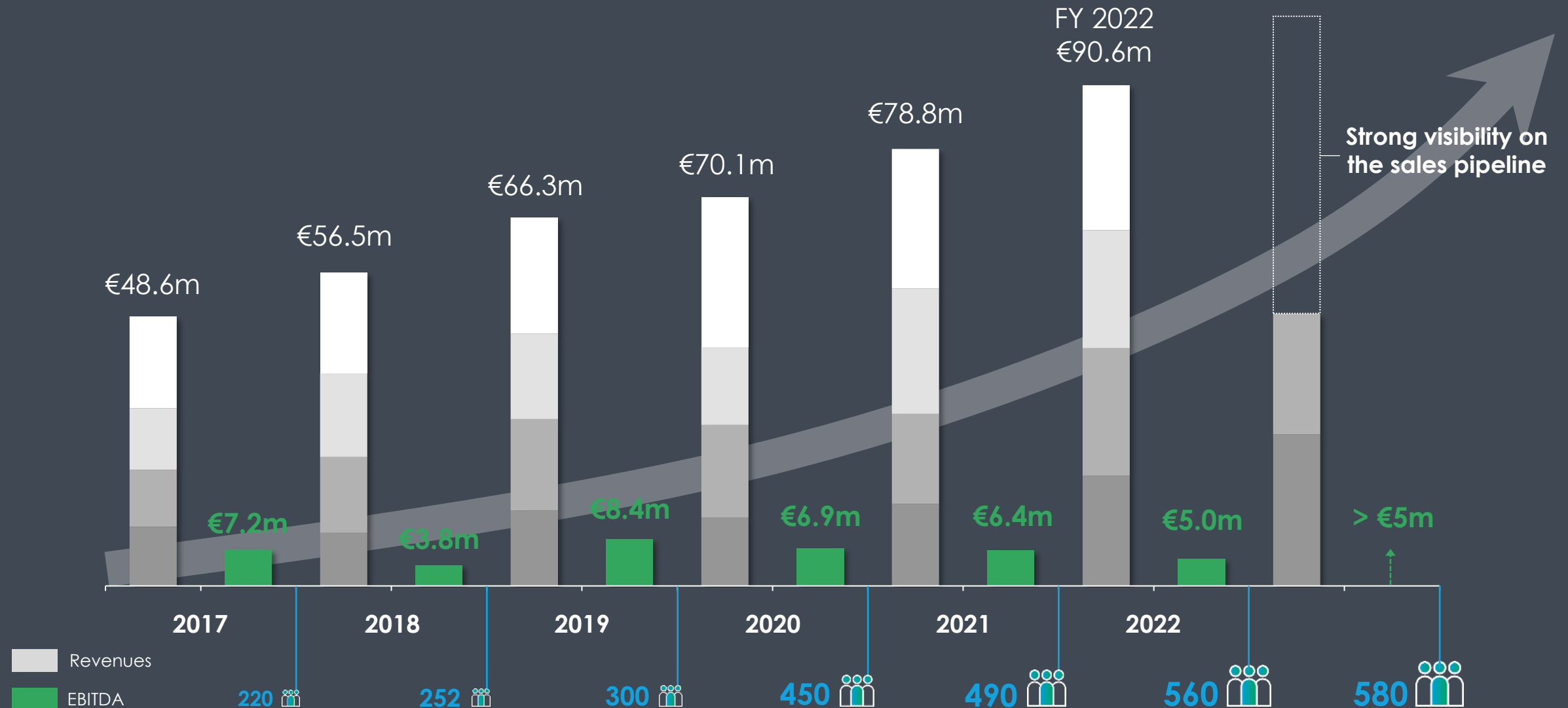
Investments to accelerate innovation roadmap, global expansion  
 - R&D investments up 20% (24.7% of the topline)  
 - Sales and Marketing up 18% (32.3% of the topline)

USD impact highly favorable in H1 2022

In line with seasonal trend

\*Restated following the statutory auditors limited review - Vs 48 M€ reported on July 12.

# FIRST SEMESTER IN LINE WITH OUR GROWTH TRAJECTORY



# 2023/06/30 BALANCE SHEET

Consolidated data - IFRS – in thousands of euros

	2022/12/31*	2023/06/30	
ASSETS	<b>Non-current assets</b>	<b>31,360</b>	<b>31,360</b>
	o/w Goodwill	12,886	12,886
	o/w Intangible assets	8,381	8,142
	<b>Current assets</b>	<b>70,795</b>	<b>70,209</b>
	o/w stocks	10,005	7,150
	o/w trade receivables	37,409	31,172
	o/w other trade receivables	19,476	22,318
	o/w cash and cash equivalents	3,904	9,570
		<b>101,569</b>	<b>101,569</b>
LIABILITIES	<b>Shareholders' equity</b>	<b>40,940</b>	<b>38,784</b>
	<b>Non-current liabilities</b>	<b>21,092</b>	<b>21,092</b>
	o/w non-current financial debt	18,858	16,890
	<b>Current liabilities</b>	<b>38,112</b>	<b>41,692</b>
	o/w current financial debt	5,111	9,071
	o/w trade payables	16,322	13,017
		<b>101,569</b>	<b>101,569</b>

Supply chain tensions have resumed  
Decrease of the trade receivables  
> **Return to a more normative level**

Research Tax Credit (CIR): €17.4m

Debt incl. €8.3m related to Research tax credit funding

**Net Debt end of June 2023: €16.4m**  
(€8.1m if excluding CIR funding)

\* Restarted according to the entry into force of the amendment to IAS 12: "Deferred taxes on assets and liabilities arising from the same transaction" from January 1, 2023 has led to the recognition of an additional tax liability and an additional tax asset in the amount of €753k at December 31, 2022.

# H1 2023 FCF

Consolidated data - IFRS – in thousands of euros

	2022/06/30	2023/06/30
Net Profit (Loss)	(128)	(3,316)
(-) Elimination of non-cash elements	2,586	2,225
<b>Gross cash flow</b>	<b>2,458</b>	<b>(1,091)</b>
(-) Change in Working Capital	(2,696)	5,748
<b>Cash flow from operations</b>	<b>(238)</b>	<b>4,657</b>
<b>Cash flow from investing activities</b>	<b>(760)</b>	<b>(896)</b>
o/w new tangible and intangible fixed assets	(870)	(435)
o/w capitalisation of development costs	(299)	(418)
o/w other non-current financial assets	10	(42)
o/w receivables on Entreprise business transfer	399	-
<b>Cash flow from financing activities</b>	<b>579</b>	<b>1,541</b>
o/w exercise of stock-options	19	-
o/w capital increase reserved for employees	-	830
o/w advances and conditional grants	44	-
o/w new borrowings	3,236	3,330
o/w interest expense	(81)	(198)
o/w repayment of loans and contingent advances	(2,310)	(2 050)
o/w repayment of financial leases	(323)	(371)
o/w other financial flows (including factoring)	(6)	-
Currency effect	116	(53)
<b>Net Change in Cash</b>	<b>(304)</b>	<b>5,249</b>
Opening Cash position	11,447	2,862
<b>Closing Cash position</b>	<b>11,143</b>	<b>8,111</b>

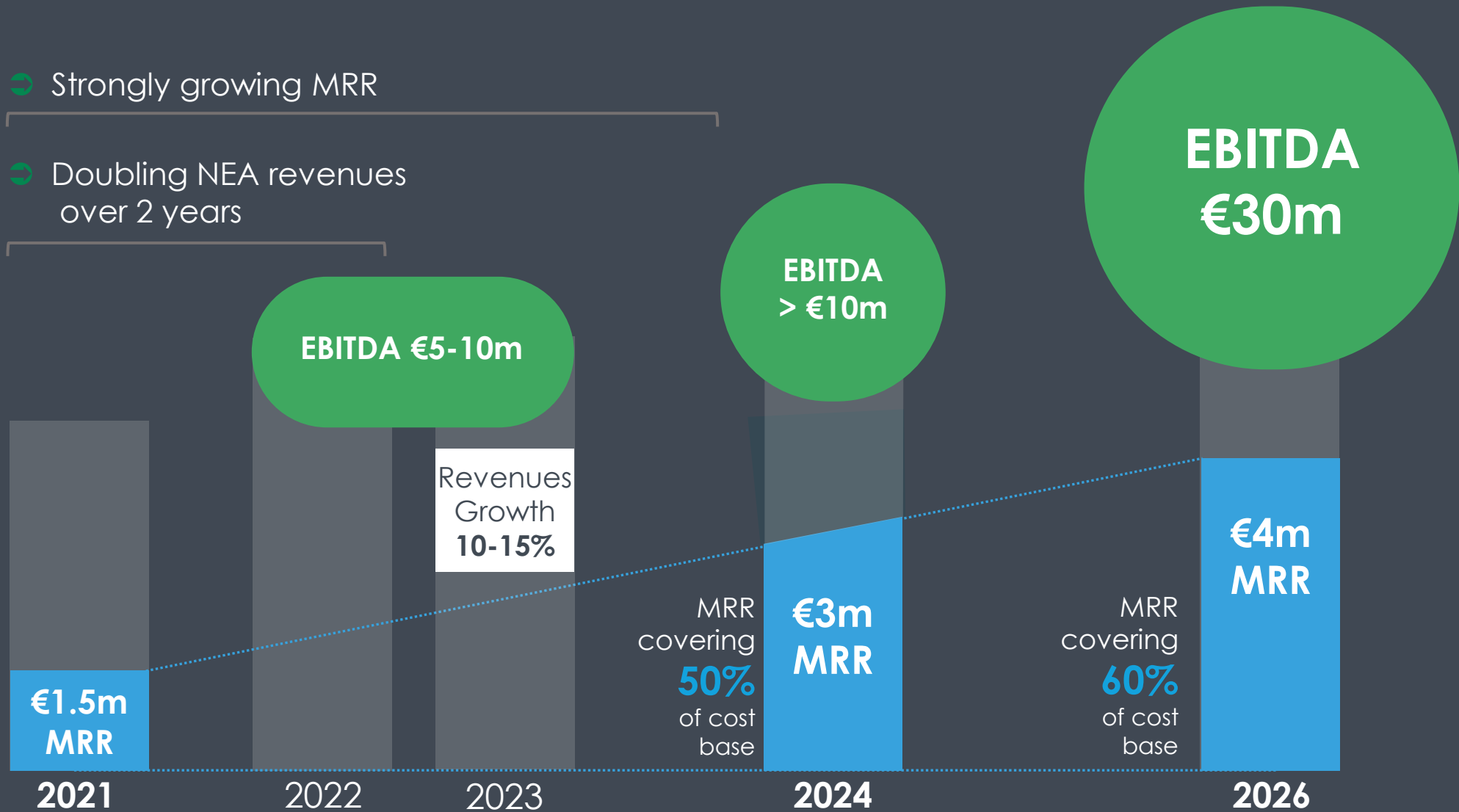
Improvement on stock level (-3M€)

Completed in June 2023

**Cash and cash equivalents: 9,570**  
Current bank overdrafts: (1,458)

# 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

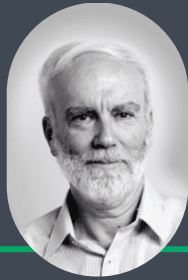
New sports fan engagement

# ATEME ADVISORY COMMITTEE

Mission: help Ateme reinvent the video consumption



Anne Schelle



Yuval Fisher



Nitin Mittal



Weidong Mao



Andy Beach



Sotiris Salamouris



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

Source:  + Atime

Confidential & proprietary

# GEN 7: OUR NEW COMPRESSION CORE

## Ateme Introduces its Next-Generation Video Compression




Accueil / Press / Ateme Introduces its Next-Generation Video Compression

**Paris, France, September 7, 2023** - Ateme, a global leader in video compression, delivery, and streaming solutions with innovation at its core, today unveils its groundbreaking Gen 7 STREAM encoding engine. At the heart of the new generation of [TITAN video-processing solutions](#), Gen 7 goes beyond conventional video compression, delivering unparalleled performance and efficiency that power user experiences for the masses through a **cutting-edge encoding core**.

Leveraging artificial intelligence, Gen 7 is the productization of Ateme's latest algorithms that have been recognized with three prestigious **Technology & Engineering Emmy® awards**. These algorithms enhance performance across all dimensions:

- > Boosted transcoding density
  - > Greater bandwidth efficiency
  - > New pre-processing techniques
  - > Audience-Aware Streaming
  - > Spatial Computing
- 
- > <https://www.ateme.com/press/ateme-introduces-its-next-generation-video-compression/>

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# 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

# KEY MARKET DRIVERS FOR GROWTH

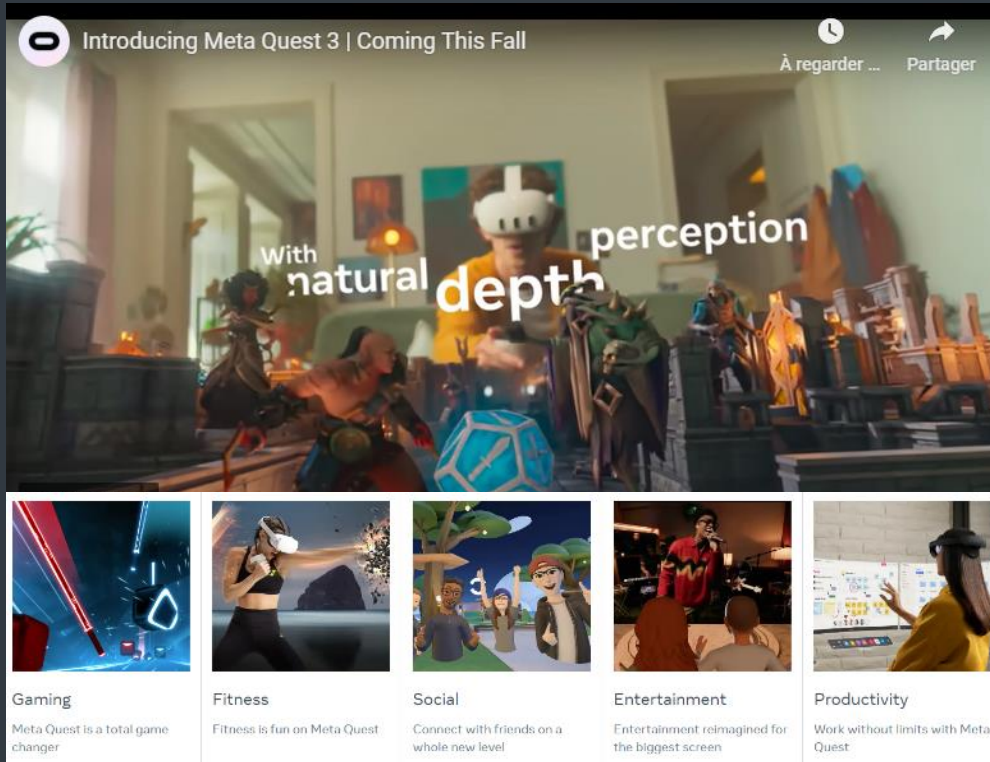
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# REALITY TECHNOLOGY... TO SPATIAL COMPUTING



“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

# Q&A4

# COMPARABLES AND VALUATION REFERENCE POINTS

## Recent transactions

July 2021

THE CARLYLE GROUP acquires **LiveU**

Live streaming  
and remote production

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

March 2022

APPLÖVIN 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)**

August 2023

**STG** acquires 

Creative tools and platforms

**\$1.4B (3x Sales)**

## Market leader and main competitor

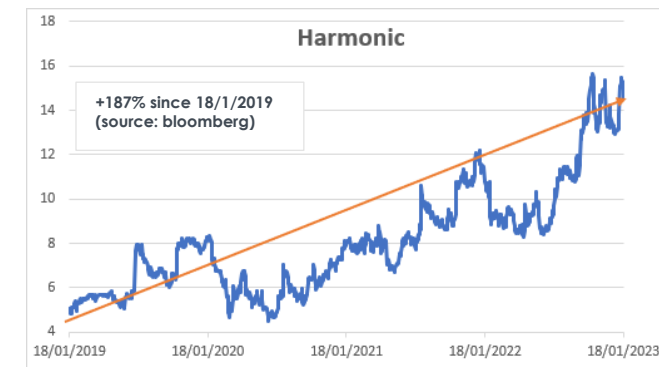
**harmonic**

(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**

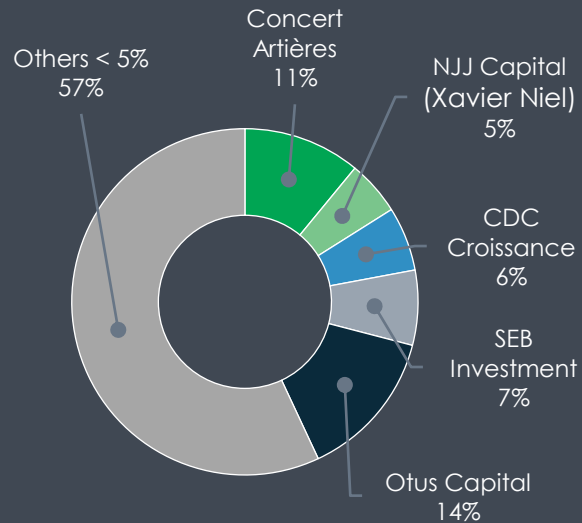
# INVESTOR RELATIONS

## Shareholder structure

Number of shares : 11,432,444

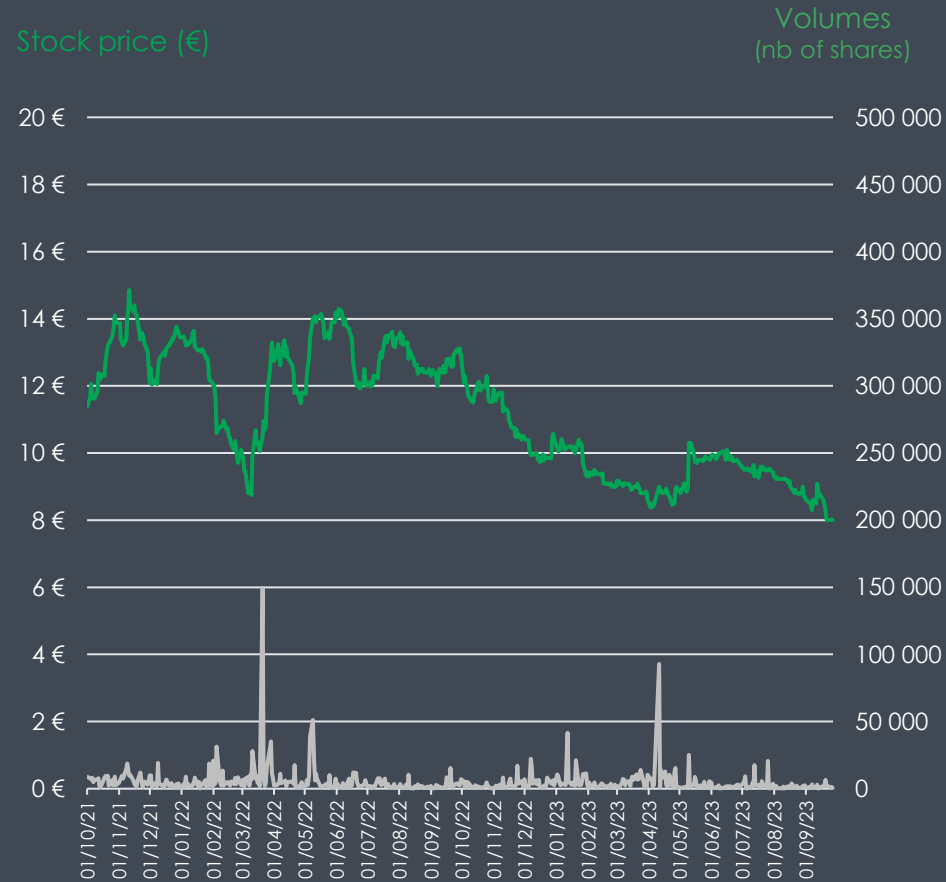
Potential dilution : 390,986

as of May 31, 2023



Source : Company, as of October 2022

Liquidity contract:  
Kepler Cheuvreux



## Market data

ISIN: FR0011992700 Ticker: Ateame

Stock price: €8 (as of Sept. 27, 2023)

Market cap: €91,5m (as of Sept. 27, 2023)



## Next investor date

Nov. 8, 2023 2023 Third Quarter Revenues

# 05 APPENDICES



THANK YOU.

