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INVESTOR PRESENTATION



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INVESTOR PRESENTATION

**“Out of Home advertising
is becoming more
digitally driven”**

Marketer

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Our Mission

**Enable clients to exceed their marketing
objectives by offering innovative and
disruptive real-world, digital out-of-
home solutions in the MENA region**

We Solve Two Problems

1

An Advertiser's Need to:

Reach audiences in the real world using contextual, time, and location relevant communications



2

A Property Owner's Need to:

Seamlessly communicate with tenants in real-time



We are Media and Advertising Specialists

Designing, building and operating premium digital-out-of-home networks that shape urban environments.



With A Focus On Technology:

We leverage both programmatic and mobile technology to provide our advertising clients with captive bespoke brand moments that raise awareness, spark interest and engage with audiences.

Our team of creatives, programmatic specialists and media consultants help our clients build brands, speak to their audiences and gain loyalty through relevant and thoughtful communication.



Elevison operates fluidly amongst the UAE's premium residential, office, and lifestyle communities.

We add value to these communities by providing relevant, timely, and engaging content that informs and entertains people as they move throughout their day.

When people are talking, we are there. When they are thinking, considering, and choosing, we are there. We are ubiquitous.

Pioneers of Digital-Out-Of-Home (DOOH) in MENA

Here's a snapshot of what we do:



Deep domain expertise with the largest single owned and operated digital signage network in the region



Content as a Service (Caas) Full in-house creative and design team



Broadcast of up-to-the-minute news, important building information, branded content, and high impact advertisements



Advertising solutions to brands, property owners, and government agencies



On path to double the size of the network in next 12-months



Remote & centrally managed network operations



The first and only DOOH media owner in the region with an end-to-end programmatic solution



Full in-house technical, commercial, and design capabilities



Existing strong media agency relationships that can be leveraged in each expansion jurisdiction



The Opportunity

Market for DOOH is expected to grow at a 16% CAGR

*TAM

26.2B¹

(CAGR=10.7%)

Global DOOH market size

SAM

\$1.3B²

(CAGR=16%)

MENA region outdoor advertising spend (with Saudi Arabia and UAE being the biggest markets)

SOM

\$150M

80% of all Out-of-Home advertising to be digital in <6 years within the region

1: Technomic, 2: Euromonitor

We are raising capital to fuel rapid regional expansion - Entering new markets quickly and at scale

Traction to-date

Largest single owned DOOH network in the region. Achieved profitability on \$3.7M USD in revenue in 2019. A network of 1,200 screens across 308 towers and have launched industry first Ad Tech with Catch Technologies

Strategy

(post raise)

Enter new markets, while expanding our DOOH product range with the launch of our "Health and Fitness" networks. We will forge strategic partnerships with property owners to capture market share early, and launch Catch mobile ad tech to enhance client funnel conversion rate and advertiser ROI

Capital Raise
\$6M
Pre-Money Valuation
\$23M



Covid-19 has Accelerated DOOH Programmatic by 5-years



“Elevation is the first DOOH media owner in the region to launch **successful programmatic ad campaigns** while enabling **All** of our ad inventory to be purchased via programmatic channels”

Global DOOH market is growing at a CAGR of 10.7% and is projected to reach \$26.2B¹ by 2023.

¹ Statista, Global Advertising and Marketing Outlook 2023-2025

Elevation can have a substantial early mover advantage, if it takes advantage of the opportunity window in strategic and emerging markets of the world



“The technological advancements in the space - linking programmatic pipes to OOH digital screens - have been a **game-changer for marketers**. Brands are now realizing that this medium can deliver the flexibility and efficiencies of programmatic buying, but also leverage the unique context of location, to produce some really creative and engaging campaigns. **Digital OOH can be as responsive and flexible a channel as social media**”

- Alice Beechcroft, senior director of global business strategy, Verizon Media

¹ Statista, Global Advertising and Marketing Outlook 2023-2025

Our new Ad Tech solution leverages the ‘**AWARENESS**’ power of Out-of-Home & the ‘**IMMEDIACY**’ of digital; compressing the funnel and driving **ACTION!**



How Do We Do It?

We create Awareness, Drive Engagement, and Deliver Tangible Results for Clients



Revenue Model



Property Owners

% of ad revenue is shared with property owners (10% - 35%) for access to their locations

Dubai International Financial Centre

EMAAR



NAKHEEL

DUBAI PROPERTIES



Direct Advertising Clients

50% of revenue is generated from SME's and brands that do not employ a Media Agency or MBU (media buying unit)

SAXO BANK

Careem

talabat

WESTIN

Uber

amazon



Agency Advertising Clients

50% of our revenue is generated from MBUs. MBUs are hired by big brand-sectors such as auto, airlines, telcos, and banks to strategize, plan, and purchase media from suppliers on their behalf

Starcom

phd

MS

Our Customer Acquisition Strategy is Predicated on a well-run Sales Team



Business Development

MBUs

- Recruit and retain top sales and account managers to nurture relations with MBUs
- Deliver account management training and create specialized support to meet MBU needs

Client Accounts

- Retain sales and account personnel for large key accounts that drive more than 50% of overall revenue
- Develop a team of account managers that support multiple large and mid-size client accounts



Digital Marketing

Online

- Create a presence on Facebook, LinkedIn, Instagram, and other local networking sites
- Manage the above presence and post frequent blogs and articles promoting services

Paid Search & SEO

- Identify highest converting "keywords" that potential customers are searching for on Google
- Engage in daily paid search such as Google AdWords, display advertising activities, and retargeting
- Optimize website for SEO with proper keyword density and backlinks to increase organic Google ranking



Traditional Channels

DOOH

- Leverage our own network of screens to promote our brand and services driving solid and consistent in-bound leads

Loyalty Program

- Offer volume discounts to repeat MBUs and clients
- Promote referral incentives

Email Campaigns

- Execute periodic email drip campaigns leveraging purchased and organic lead information



Traction & Milestones

LTV : CAC ratio is 10:1 (average over 7 years)

- With an average annual repeat client rate of 60% over 4 years, effective retained revenue is reduced by 40% YOY
- The resulting LTV of a customer stabilizes after year 4 with no additional value after year 6
- Average gross margin is calculated based on a 4-year running average
- Average sales salary is calculated inclusive of employee benefits over a 4-year period

| | |
|---|--------|
| Average gross margin (actual) | 7,413 |
| Average order value (actual) | 11,359 |
| Customer acquisition cost (calculated) | 1,298 |
| Monthly cost of sales team (avg. of salaries & commissions) | 36,830 |
| Average customer closed per month per sales (4-yr. avg) | 20.5 |



| | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 |
|--------------------------------------|-------|--------|--------|--------|--------|--------|--------|
| Effective retained revenue | 100% | 60% | 36% | 22% | 13% | 8% | 5% |
| Cumulated customer lifetime value | 7,413 | 11,862 | 13,443 | 13,809 | 13,854 | 13,857 | 13,857 |
| Avg. Gross margin added per customer | 7,413 | 4,448 | 1,601 | 346 | 45 | 3 | 0 |
| LTV/CAC payback | 6x | 9x | 10x | 11x | 11x | 11x | 11x |

Achieved Revenue of \$3.7M and Profitability in 2019



Here's what our Property Partners are saying about us!

We look forward to continue working with Elevison to provide around the clock financial data, market insights, and news to the region's financial industry. Innovation and digital transformation truly define us at the DIFC as we always look to improve efficiency in our clients and community.

Saleh Al Akhrabi
CEO - DIFC Property Management

Asteco has worked with Elevison since 2011 providing a win-win solution into our managed properties with function, aesthetic products, and professionalism.

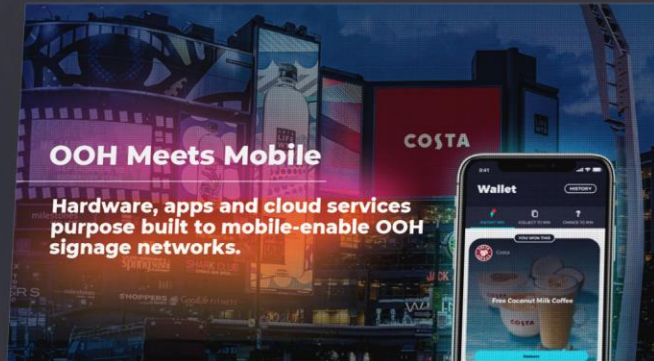
Nick White
Senior Associate Director (Asteco)

Elevison's platform has proven invaluable as a tenant communication channel in our properties, and their news and infotainment has always been appreciated and very well received by our tenants and residents.

Garry Murray
Managing Director (CORE)



Ad Tech Bridging The Gap from (D)OOH to Mobile with Catch Technologies



Broadsign Integration

Catch CMS & cloud services have been developed to be plug-and-play with Broadsign - the industry's most popular DOOH content player platform.

Broadsign
130,000 Displays across the globe
Industry Leader in DOOH Technology

**New Ad Tech.
New Business Model.**

Catch is a B2B and B2C business with three main stakeholders

Audience

Catch's audience is anyone who is exposed to DOOH media on a regular or semi-regular basis. Catch will provide value to this stakeholder group by **paying them for their attention**. Either through a discount or offer that has particular value to them, or by rewarding them with Catch Coins loyalty program, which in the future will be a crypto currency and able to be spent as cash currency.

This concept is disruptive to the traditional advertising model in a positive way. In addition to changing advertisers for every impression, or set of eyeballs we the media owner deliver, which has no value to the audience whatsoever, we are now paying the audience that is exposed to the media, every time they engage with the ads they see each and every day.

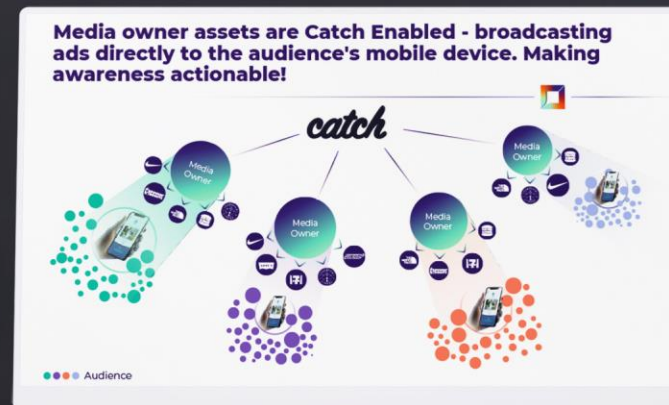
Brand

Bridging the gap from OOH Media to mobile phone is the holy goal for advertisers, providing them an opportunity to convert, or OTC, while enabling a multitude of different customer engagements and actions to take place.

The main features and actions are of course a drive to M-commerce, whereby the user can now make an immediate purchase using their mobile device, initiated by the ad campaign that the user caught (Catch) from the OOH media asset. This rapidly compresses the usual advertising funnel from **AWARENESS**, to **ENGAGEMENT** and finally to **ACTION**, combining the awareness of OOH with the immediacy of digital.

Media Owners

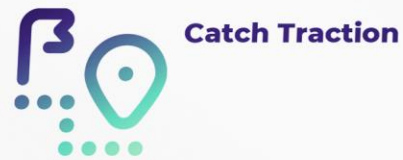
Catch enables media owners to increase revenue opportunities by participating in a revenue model that until now was exclusive to digital media channels only - performance based revenue. By catch enabling their screens, DOOH media owners can now sell performance based ad campaigns to their advertising clients, increasing their revenue potential with each client, while also attracting new clients who previously would only spend on digital performance based media channels, and not Out-of-Home. Ad clients now have the opportunity to combine the best of both worlds with awareness and performance campaigns all in one, super charging their campaigns and their effectiveness.



Introducing: *catch*

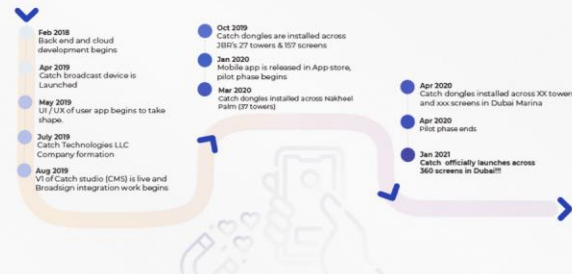
Catch substantially increases campaign engagement & conversion rates

- Customer swipes to catch**
Nearby ads are detected using Bluetooth Low Energy and users simply swipe to "catch"
- Learn more**
Learn more info about the ads with interactive content widgets
- Win a reward**
Advertisers choose the reward to offer a customer - **Instant** (one catch rewards), **Collect** (three catch rewards), **Chance** (prize draw rewards)



Catch Traction

Catch Milestones



User Traction

The stats below, & on the following slide, were aggregated during an 8-week period across 3 of Elevison's Catch Enabled circuits: JBR, Marina & The Palm.



Brand Traction

23
Catch campaigns aired to date



17
Brands that have ran Catch campaigns



AED 183,395
Total value of rewards caught

AED 24,564
Total value of reward redemptions



Growth & Financials - Elevison

Elevison has a Three-Pronged Growth Strategy



New Market Expansion & continued local growth

Enter new markets where we can leverage our brand, domain expertise and early mover advantage



New network types

Entry to new markets will start with our core residential & business communities, and we will expand our footprint to new locations that include:

- Fitness centers
- Colleges and universities
- Health and wellness facilities



Ad Tech

Catch - our industry first ad tech that bridges the gap from DOOH screen to mobile phone, making awareness actionable. Catch provides advertisers a direct and measurable path to conversion, gives media owners a tool to generate performance-based revenue, and rewards viewers for engaging with content.

In the 3-year period from 2022, Elevison projects revenue growth of 50% YoY, driven by market expansion, the maturing of programmatic ad buying and the contribution of Catch performance revenue



Revenue from expansion markets mature from 2024 onwards making Elevison a highly profitable media enterprise



Growth & Financials – Catch

Product Growth & Global Expansion



Product Market Fit

Catch launched on Jan 7, 2021 across 360 Elevison screens in Dubai. The next five months will be focused on 3 main areas of the business:

- 1. Tech and continued Elevison network integrations.
- 2. Advertiser case studies & validating revenue model
- 3. Creating, deploying & optimizing customer acquisition strategies

New Features

Catch coins and catch market place will be developed with an aim to releasing these products in H2 2021. Both features are designed to retain users, increase user activity, and reward users even more for engaging with the brands they love and the ones they want to learn more about.

Beyond The UAE

Catches growth strategy is to launch our second Media Owner customer (Elevison is in effect catches first customer) By Q1 2022. By the end of 2022 we intend to be live with six media owner customers in three different jurisdictions.

Revenues from Catch expected to grow from \$168K in FY 2022 and reach \$8.1m by 2025 with healthy unit economics at 57% gross margins in the year 2025. EBITDA margins average 52% in the following 5 years (2026-2031)



Use Of Funds

Funds Raised Will Be Used To Enter New Markets

Capital Raised To Date
\$2.1M
from angel investors

Current Valuation
\$23M

Capital Raise
\$6M

Use of Funds Breakdown

Balance Sheet:
\$1.5M USD
to pay down the DIFC large
format LED expansion project and
partially offset 2020 Covid losses



Capex:
\$2.0M USD
to purchase and install screens
in new markets

Opex:
\$2.5M USD
to ramp up teams and operations
in new markets



Our Team



Niall Sallam - CEO

As founder of Elevation Niall has been responsible for building & growing the largest single owned DOOH media network in the region. Always in pursuit of innovation and growth, under Niall's leadership Elevation continues to pioneer Digital Out-of-home media in the region. Having just recently launched Catch Technology, a global industry first ad tech, Niall continues to set the vision and strategy for the business, driving the it to reach new goals and lofty heights.



Eamon Sallam - COO

Having co-founded Elevation in 2019, Eamon is responsible for executing on Elevation's growth plans. Eamon oversees the seamless operation of both the team and the network, ensuring the network's 1200 screens run smoothly and efficiently. As COO Eamon is also responsible for overseeing and supporting the sales department as they pursue aggressive revenue growth. As Elevation - and DOOH more broadly - march towards programmatic, Eamon has built the company's programmatic offering from the ground up, including the third party audience data integration.



Husam Abukoush - CFO

A certified Public Accountant with over seven years of experience in the media industry, Husam is the Chief Financial Officer of Elevation Media. Before joining Elevation Husam worked for other prominent media companies in the UAE as CFO and head of investment and was a key member of the business development team. He has worked on various large scale out-of-home projects throughout the region, including malls, airports and railways. Prior to his media industry career Husam worked as a financial and business advisor at PwC for a total of 6 years between Canada & the UAE.



Rami About Hosen Director of Business Development

Fifteen years experience in business development, partnerships, & operations management in DOOH media, tech, & retail. Rami helped build some of the region's first DOOH networks and is currently responsible for growing Elevation's footprint, managing senior level partner relationships, and seeking new opportunities for business growth. Since joining, Rami has helped Elevation grow its network by 200%, led on multiple initiatives, and played an integral role in the proposal, bid and contract negotiations of the 10-year DIFC media concession awarded to Elevation in 2024.



Daniel Wright Director of sales

Dan is one of Elevation's first employees & is responsible for the sales team & department. In addition to his role in sales he oversees the launch of new media products such as Programmatic DOOH and Catch. Dan plays a key role in revenue budgeting, client management and commercial strategy. Notoriously difficult to do, Dan builds and maintains Elevation's relationships with advertising agencies, both local and international, ensuring Elevation's media offering remains top of mind and in high consideration when it comes to the in agency planning and buying of Out-of-Home media in the region.

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