

play▶mpe[®]

Destiny Media Technologies, Inc.

investors.dsny.com

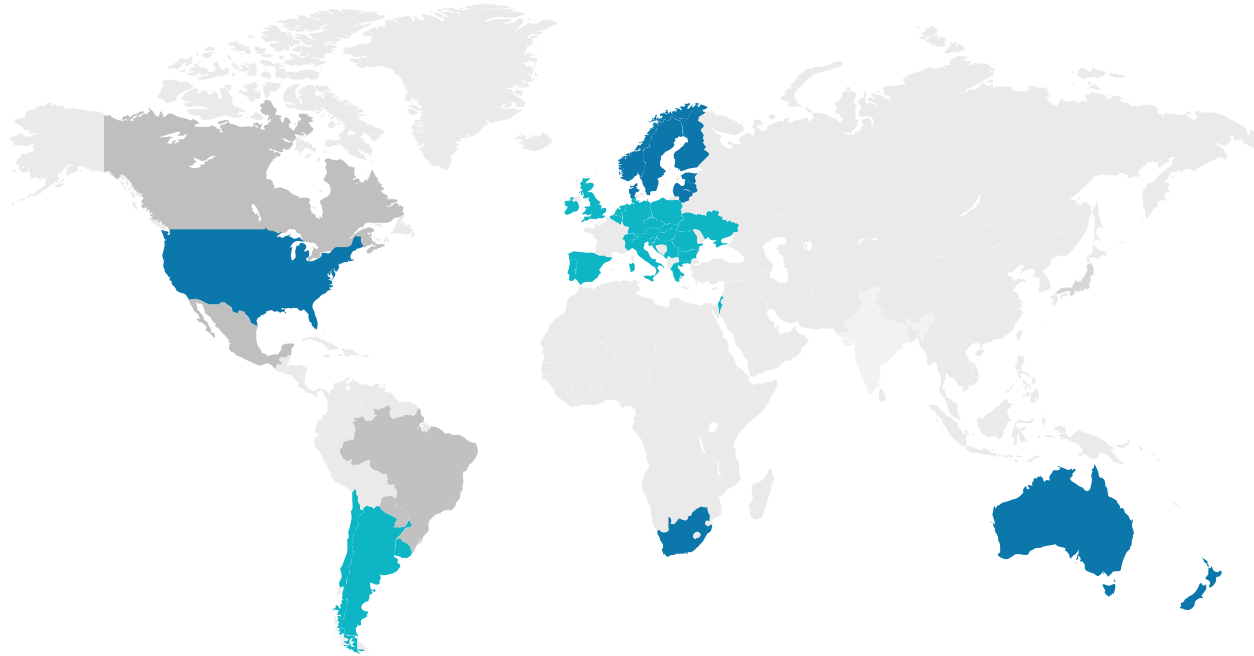
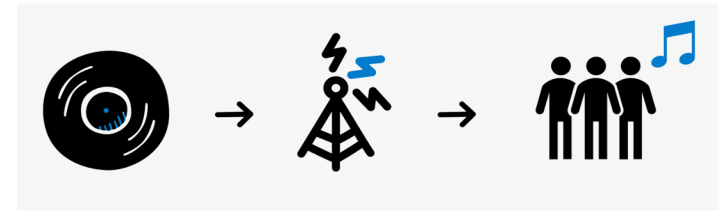
OTC – DSNY

TSXV – DSY

plaympe.com

Play MPE Introduction

Play MPE® is a two-sided **B2B** marketplace connecting record labels and artists to influential music curators around the world – to expose the music to a wide consumer audience.



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Snapshot Introduction – financial / investments

Established in 2004, Play MPE® was the first to market and is the world's **best, largest, most widely used**, and **most feature rich** platform in this market - retaining the largest global market share.



Revenue \$3.7M USD
(trailing 12 months Q3 2020)
(+10.5% vs. 2017)
'20 – projected to be 4th year of growth
9 year Indie growth rate = 9.7%



EBITDA \$285K after \$402K one-time restructuring (trailing 12 months)

Shares 10.5M (10.9 FD)
Price/share: \$ 0.60 USD



30 Staff – including recent key additions:

Directors of:

- Product
- Engineering
- Business Development (new)

And:

- Marketing manager (new)
- Product manager (new)



\$2.1M in cash = \$0.20 USD/share
No debt

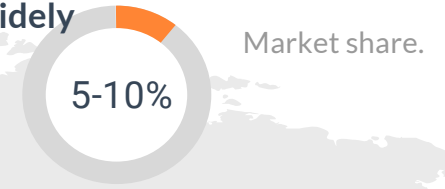


2018 – Corporate refocus on Play MPE to retain and expand on market leading advantage.

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Snapshot Introduction - platform metrics

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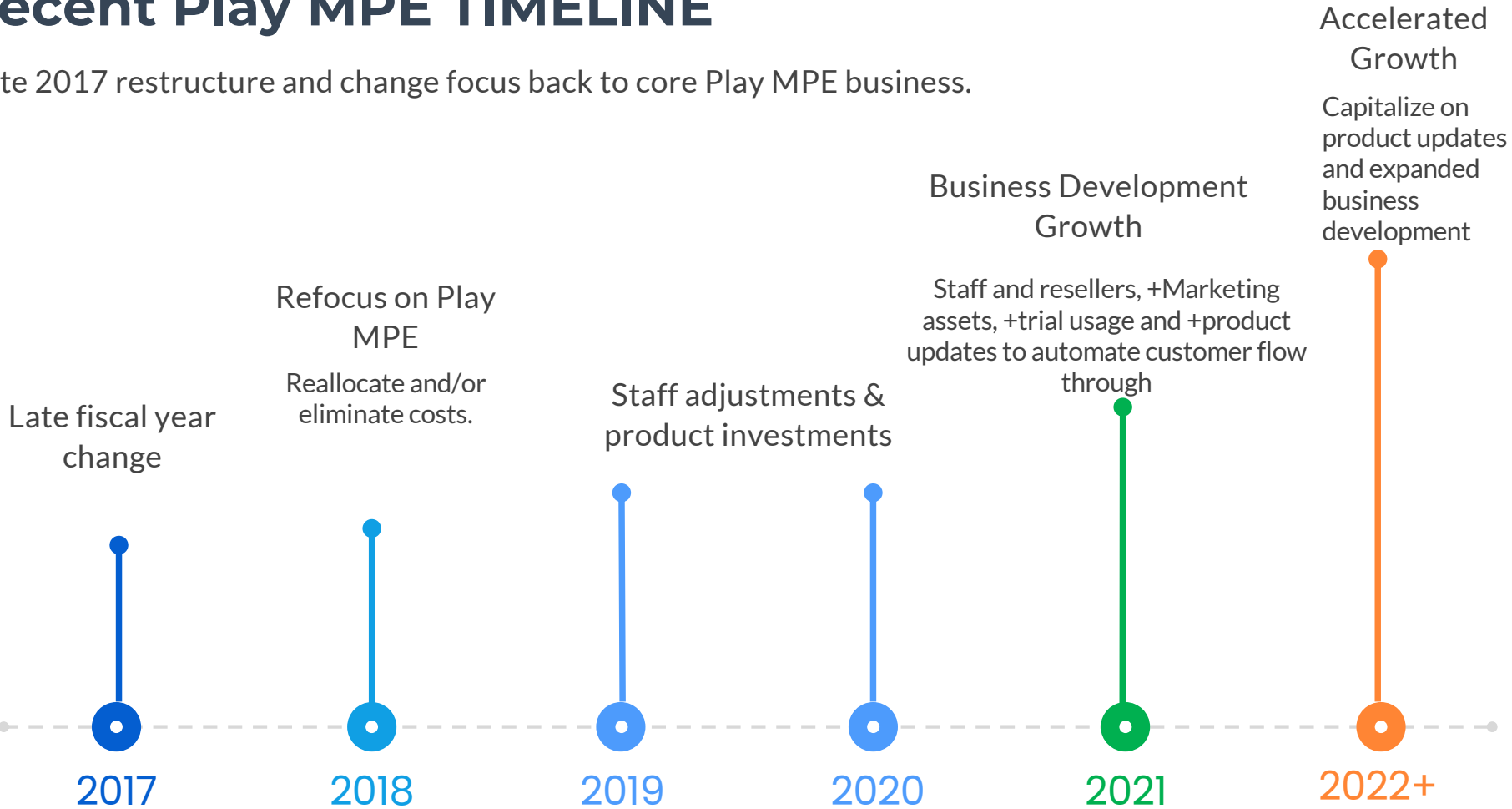
+47K active users
+100 countries

933M+ distributions



Recent Play MPE TIMELINE

Late 2017 restructure and change focus back to core Play MPE business.



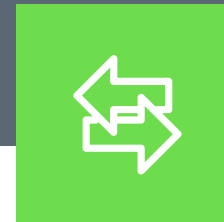
Play MPE Platform

Two-sided marketplace



Customers - Senders
of content

We sell access to record labels for the
purposes of music marketing to music
influencers



Music Influencers

Provided free access to new music for
review and exposure to a wider
consumer audience

Play MPE helps musicians from the artist to the world's largest labels.

Our Customers

01

The "Majors"
The three largest.

02

Major Independents
Large multi-national record
labels.

03

Indies, Artists, Promoters
Without a multinational
presence



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Play MPE Release Management

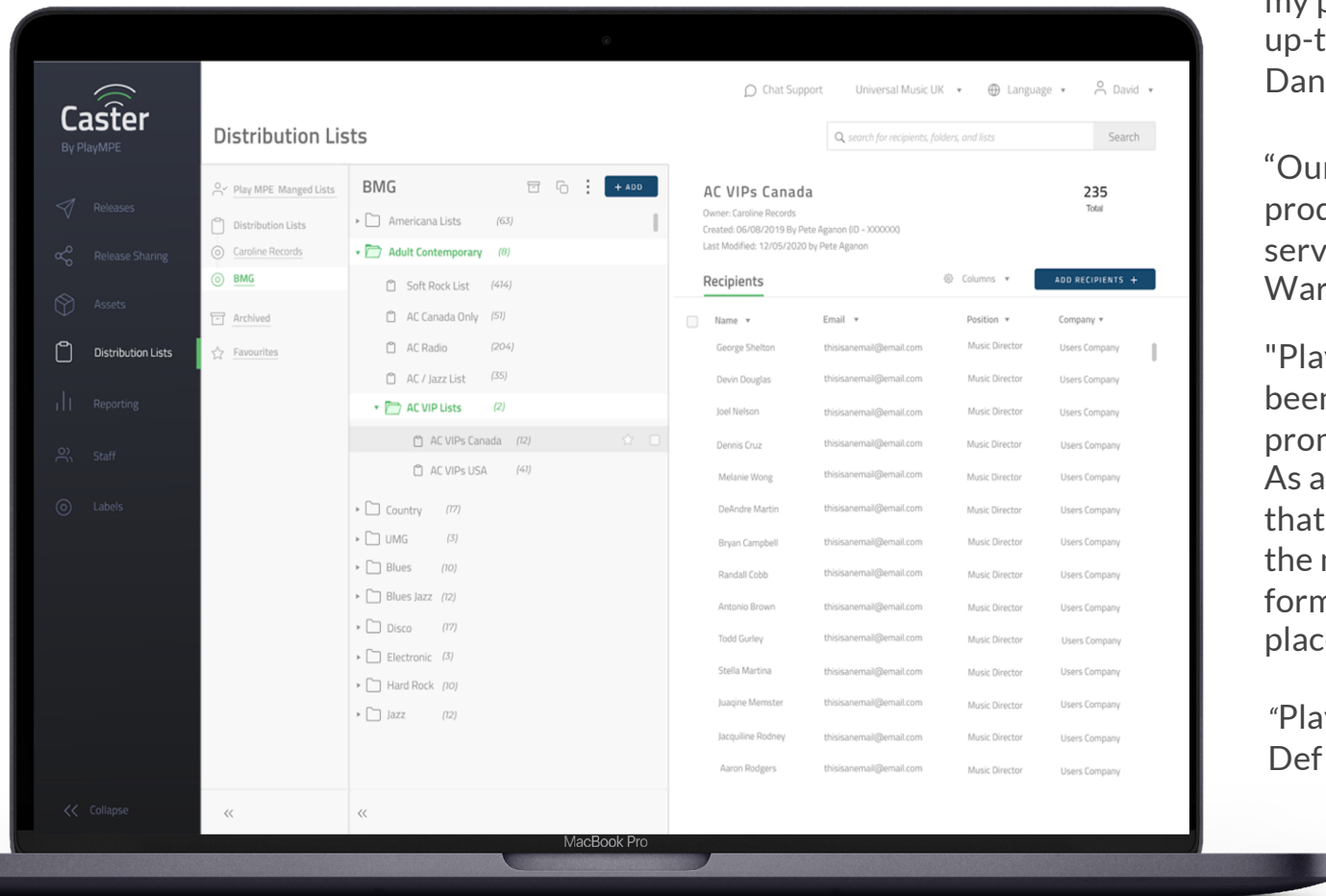
“Play MPE is a vital ‘go to’ for me for new music – on my desktop AND my phone! Easy to use, and always up-to-date tunes...”

Dan Reed MD WXPB, Boston

“Our go-to for radio blasts...Great product, reach and customer service.” Charles DeFranco, Warner Records NY

“Play MPE is - and always has been - the premier service for promotional music distribution. As a long time user, I appreciate that it provides me easy access to the music that matters, from the formats I care about, all in one place.” Val Garris VP CUMULUS

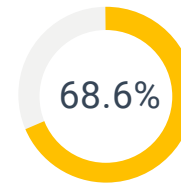
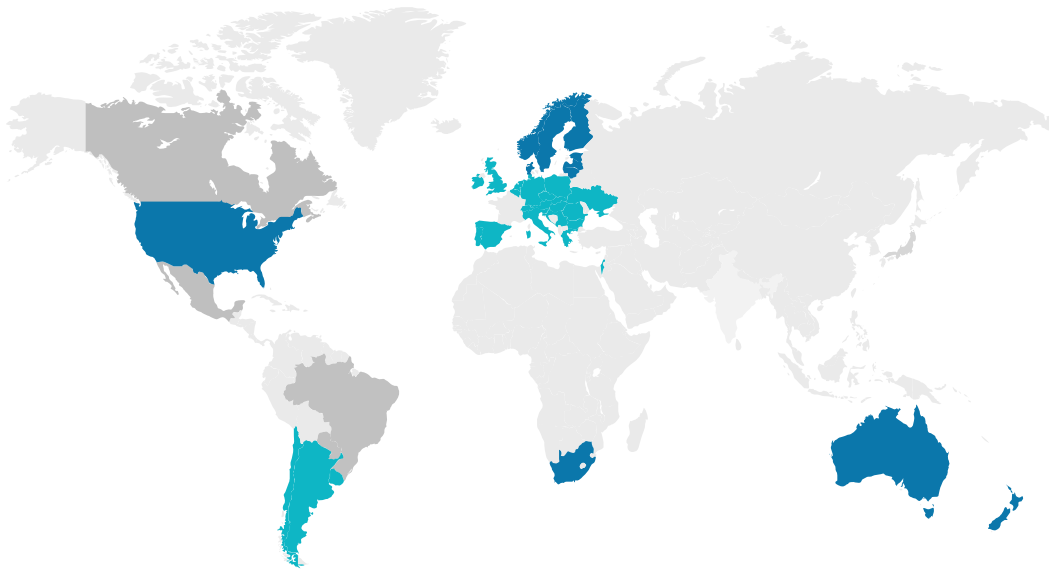
“Play MPE is super dope!” M. Jackson Def Jam Los Angeles



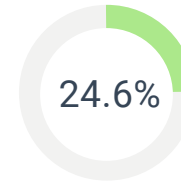
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Music Influencers - Our Recipients

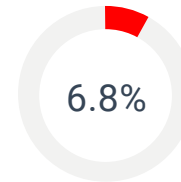
47,000+ platform users in 100+ countries.



Client determined (33,000+)
Our clients upload and select their own destinations.



PLAY MPE Provided Lists - RADIO
Terrestrial, Satellite, and Streaming Radio



Play MPE - Other Influencers
Media, Press, Publicity, DSPs,
record label staff, bloggers and vbloggers, DJs, sports stadiums

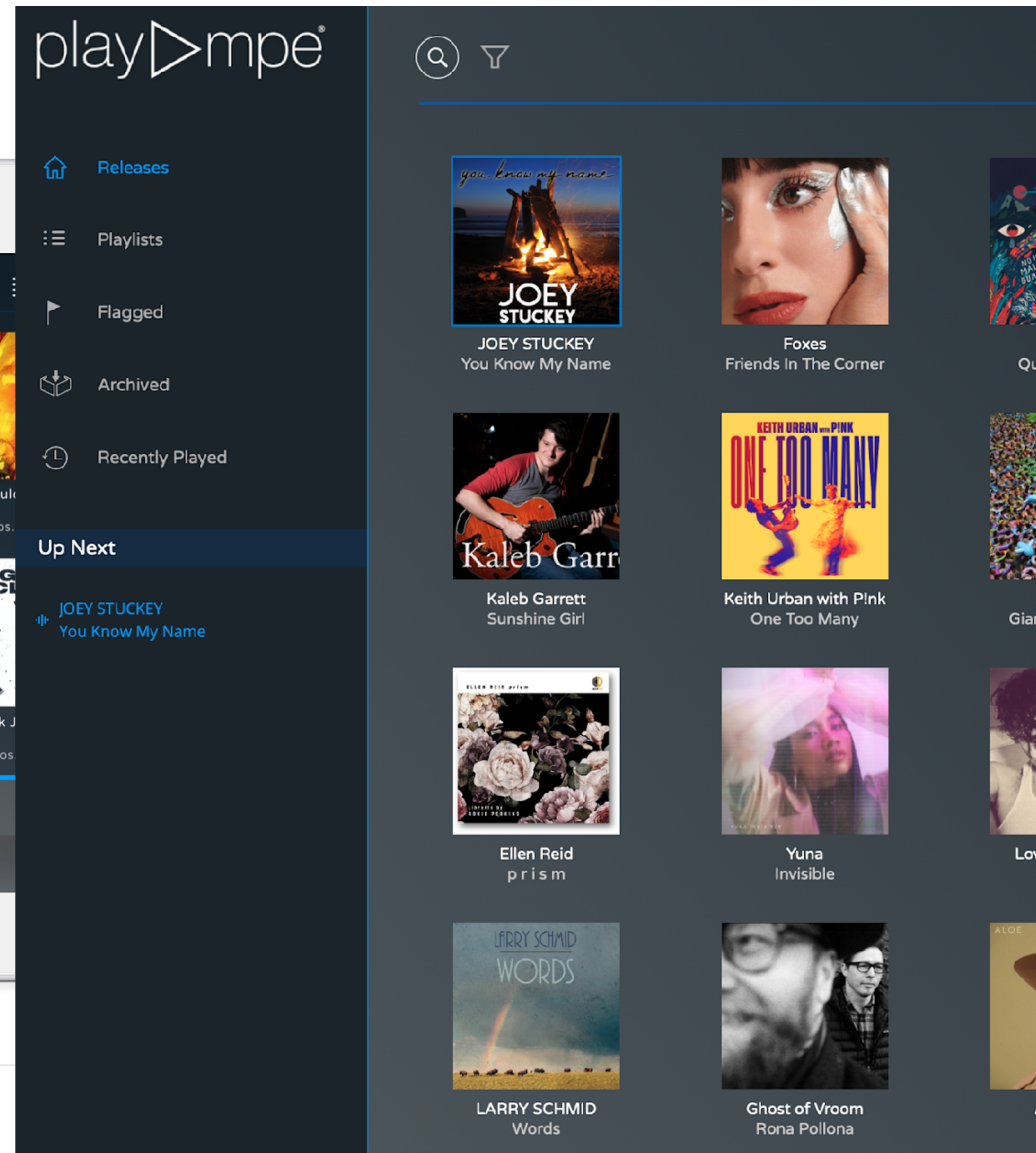
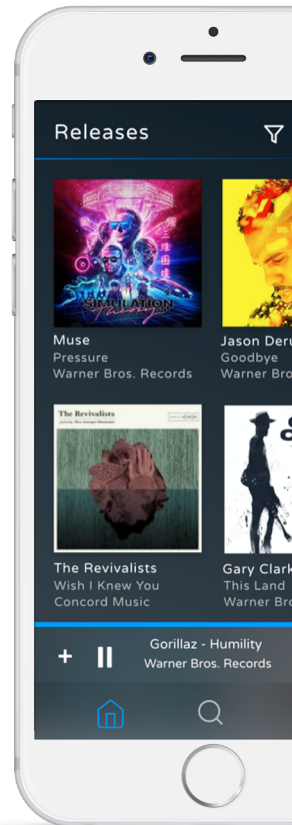
Play MPE Platform Players

Mobile apps and multi-browser players

Our Platform is designed for the industry

Characterized by

- Desired targeted content
- Fast, reliable, easy to use players, search and content management
- Functionality developed for the industry (required metadata etc)



Why do customers choose Play MPE

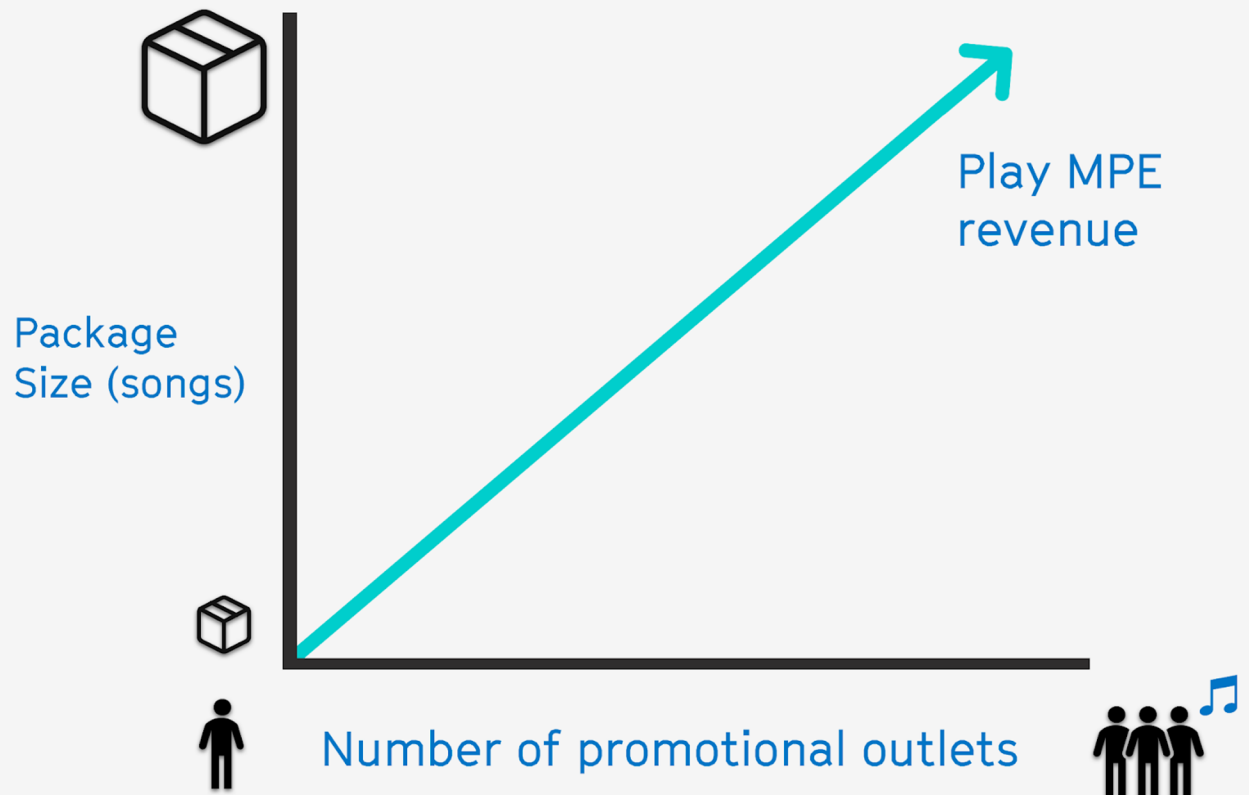
A system built for the industry. Our core value proposition is activity that leads to music popularity fueled by a large feature set satisfying the requirements of varied stakeholders.



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Play MPE Pricing Model

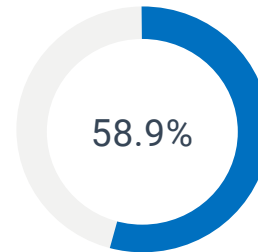
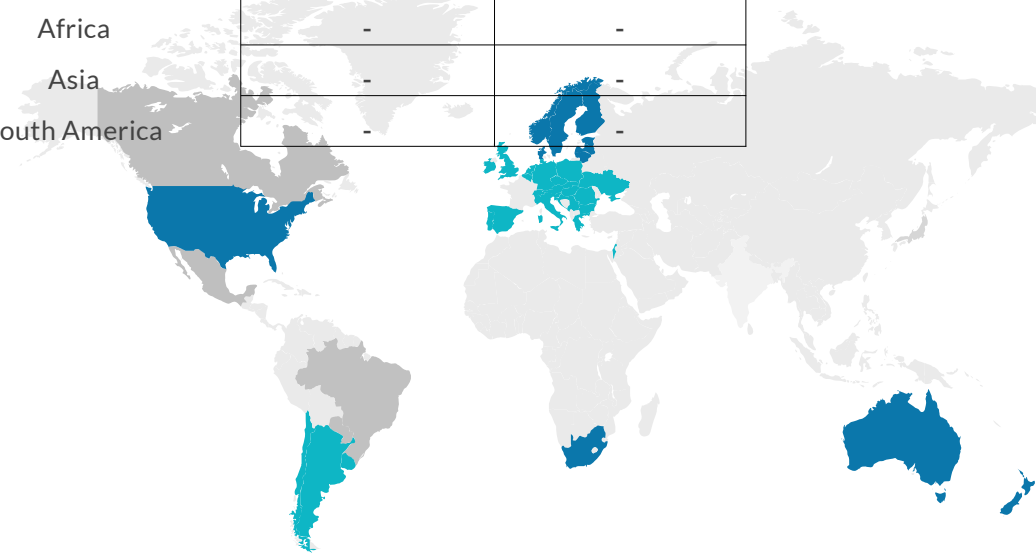
- Fees are charged based on the number of songs (size of the package) to the number of destinations
- Some agreements are fixed monthly fees approximating usage.



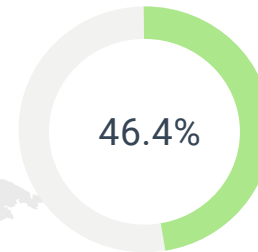
Revenue segments

With significant room to grow, Play MPE® is a world leader in very fractured market that lends itself to consolidation.

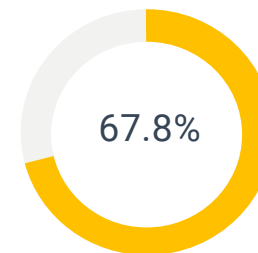
| Continent | Major Label \$ (000's) USD | Independent \$ (000's) USD |
|---------------|-------------------------------|-------------------------------|
| North America | 296 | 1,308 |
| Europe | 1,775 | 36 |
| Oceania | 100 | 168 |
| Africa | - | - |
| Asia | - | - |
| South America | - | - |



Major Label revenue
vs. independent label revenue

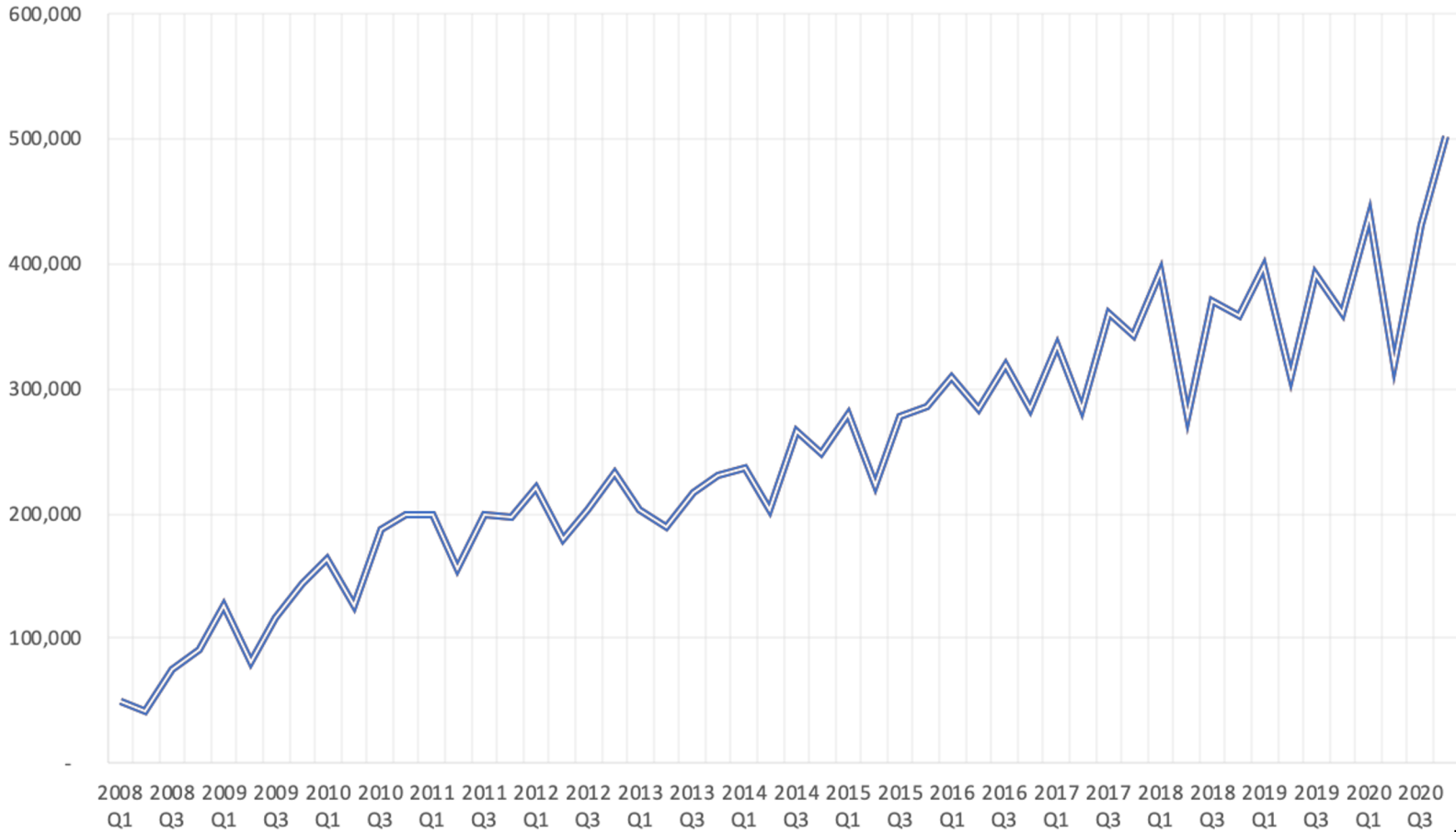


Fixed Access Fees
vs. activity based fees



Self - Serve revenue
vs. full service
(releases prepared by
Play MPE staff)

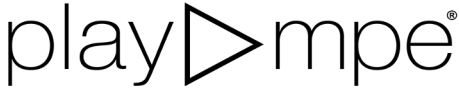
QUARTERLY INDEPENDENT REVENUE



Commercial Lists

Lists provided by Play MPE and available for distribution.

| Country | Continent | Radio / Streaming / | | |
|-------------------|---------------|---------------------|---------------|-------|
| | | Satellite | Press & Media | Other |
| USA | North America | ■ | ■ | ■ |
| Canada | North America | ■ | ■ | ■ |
| Mexico | North America | ■ | - | - |
| United Kingdom | Europe | ■ | ■ | ■ |
| Sweden | Europe | ■ | ■ | ■ |
| Finland | Europe | ■ | - | - |
| Norway | Europe | ■ | ■ | ■ |
| Ireland | Europe | ■ | ■ | ■ |
| Denmark | Europe | ■ | ■ | ■ |
| Australia | Oceania | ■ | ■ | ■ |
| New Zealand | Oceania | ■ | ■ | ■ |
| South Africa | Africa | ■ | - | - |
| Music Supervisors | International | ■ | ■ | ■ |
| Bloggers | International | ■ | ■ | ■ |
| Christian | International | ■ | ■ | ■ |
| Jazz | International | ■ | ■ | ■ |



Competition

The global market is fractured with many suppliers of promotional delivery - we group competitive options into 3 groups.



Play MPE Advantages

Vs. Digital Promotion Libraries

- Breadth of content available
- Architecture (efficient release prep)
- Notification options
- Ease of use (both sides)
- Sound quality
- Security features
- Play MPE lists
- Availability of full service (Play MPE prep)
- Content life (does not expire)

Vs. Digital delivery tools

- Breadth of content available
- Archive nature increases organization
- Accompanying metadata
- Security
- Activity reporting not available
- Play MPE lists
- Architecture (efficient release prep)

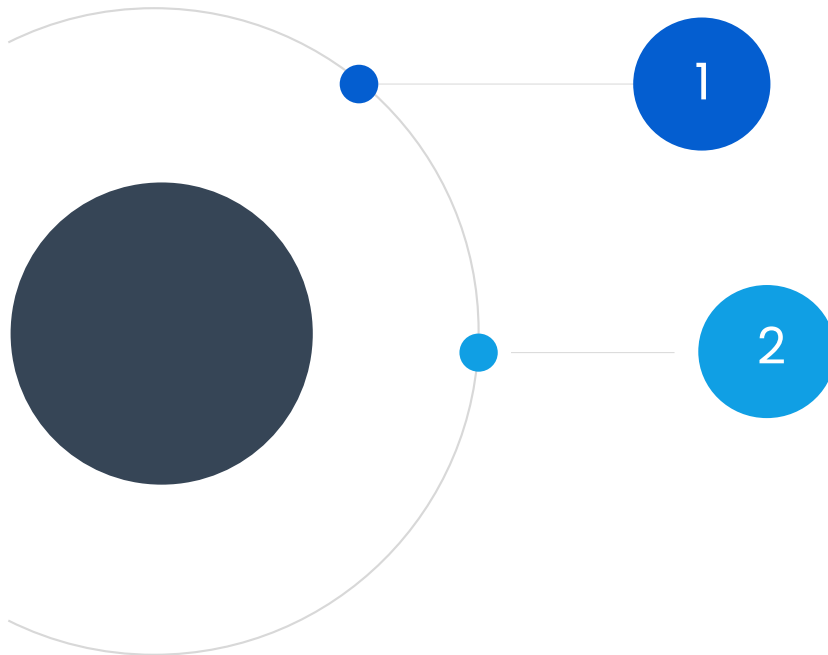
Vs. Physical mailing

- Many - cheaper, faster, activity reporting, more efficient etc.

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Looking forward

Growing usage / market share and broadening our services.



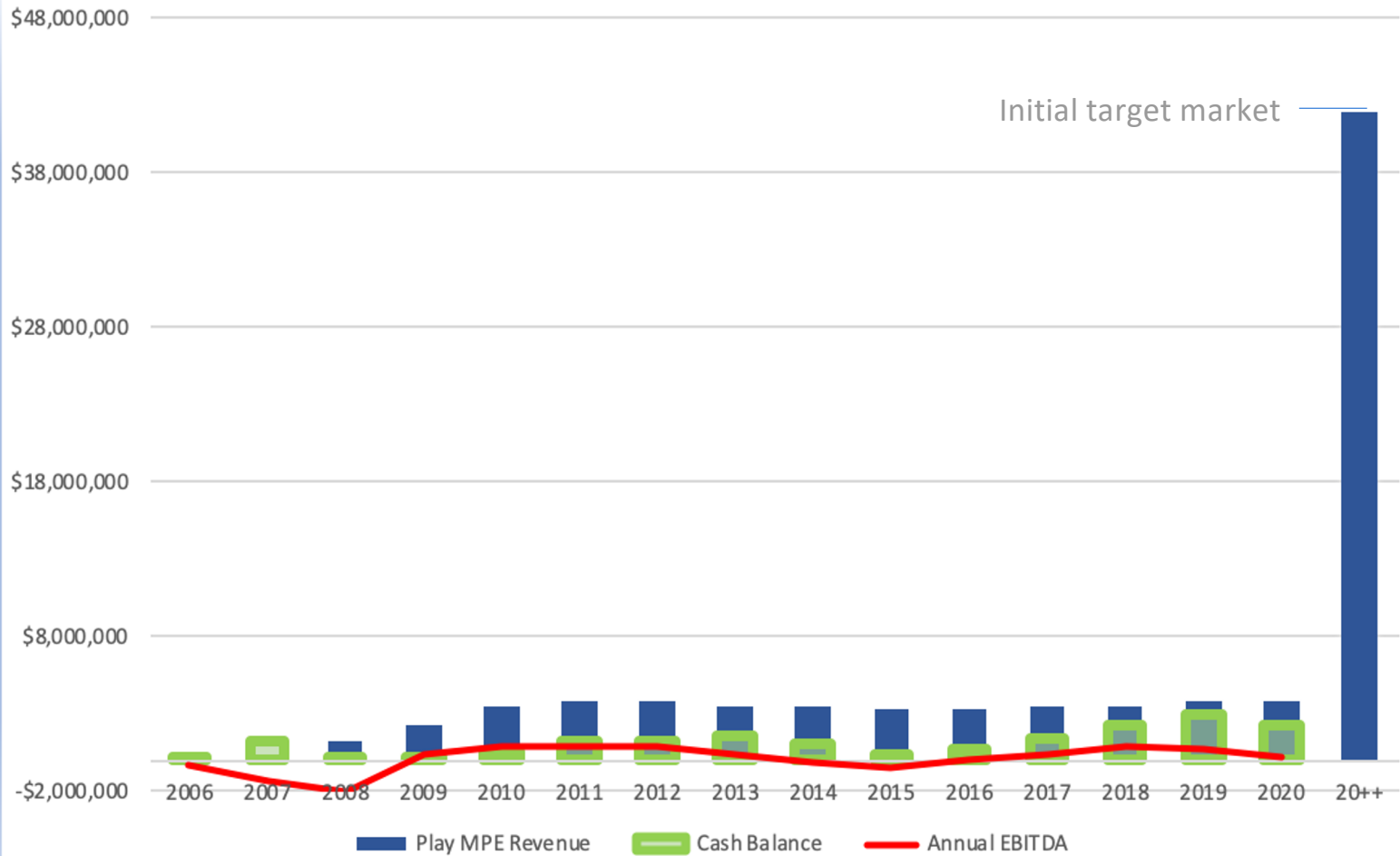
Grow Market Share

Improved platform, + business development skills and resources, + marketing efforts, expanded addressable market and market share.

Expand products and services

Leveraging the unique “gateway” position of Play MPE to add products, and track and integrate greater data synthesized into critical information.

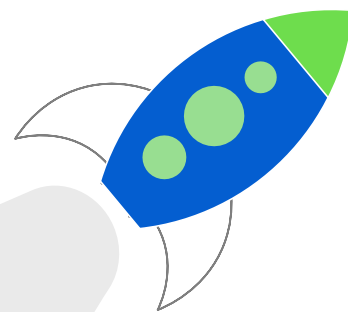
Play MPE Revenue, EBITDA and Cash



Initial target market

1. Grow Market Share: Strategy

Building on recent improvements to the platform, and to the business development and product development teams, we are targeting accelerated growth.



Expand Business Development

Resellers, Staff, Market Assets



Leverage Universal Music Agreement

Expand use within Universal



Establish trial use

Enable and encourage test usage to increase sales conversion.



Add Saleable Distribution Lists



Add Product Catalysts

Expand platform capabilities to create a catalyst to sales conversion (intuitive / easier to user, trials / self serve "checkout", dashboards)



Initial Target Markets

Grow from leading 5-10% market share

Areas of focus.

1. Fractured territories where no dominant solution exists.
2. Territories where Play MPE has an established network with room to grow.
3. Clients that can benefit from Play MPE's unique platform capabilities.
4. Territories of "base usage" from UMG.
5. Other – eg. Canada.

1

LATIN Music and Latin America. /
Jazz. / USA – new genres / United
Kingdom.

2

Independent record labels,
Scandinavia, South Africa. USA –
established genres.

3

Major independent record labels with
global presence.

4

Other majors and independent
record labels in: United Kingdom,
Spain, Portugal, Germany, Belgium,
Netherlands, Croatia, Italy, Chile,
Argentina,

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2. Expand Product & Services.

Uniquely positioned at the gateway to promotional channels



Data tracking and data integration

Metric tracking, synthesizing and communication (streaming downloads, "spins", by geolocation, by track, artist, by genre and music metrics etc.).



Expand collaboration & feedback features

Recipient (47K) subscription functionality (captive audience of potential customers, license agreement, additional feedback/communications etc..)



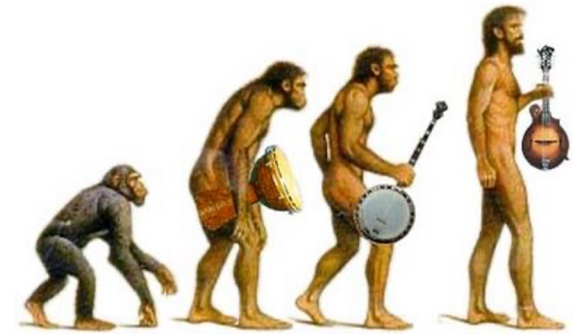
Expand use cases – expand sender and recipient types

eg. Super-serve functionality / better serve music supervisor users

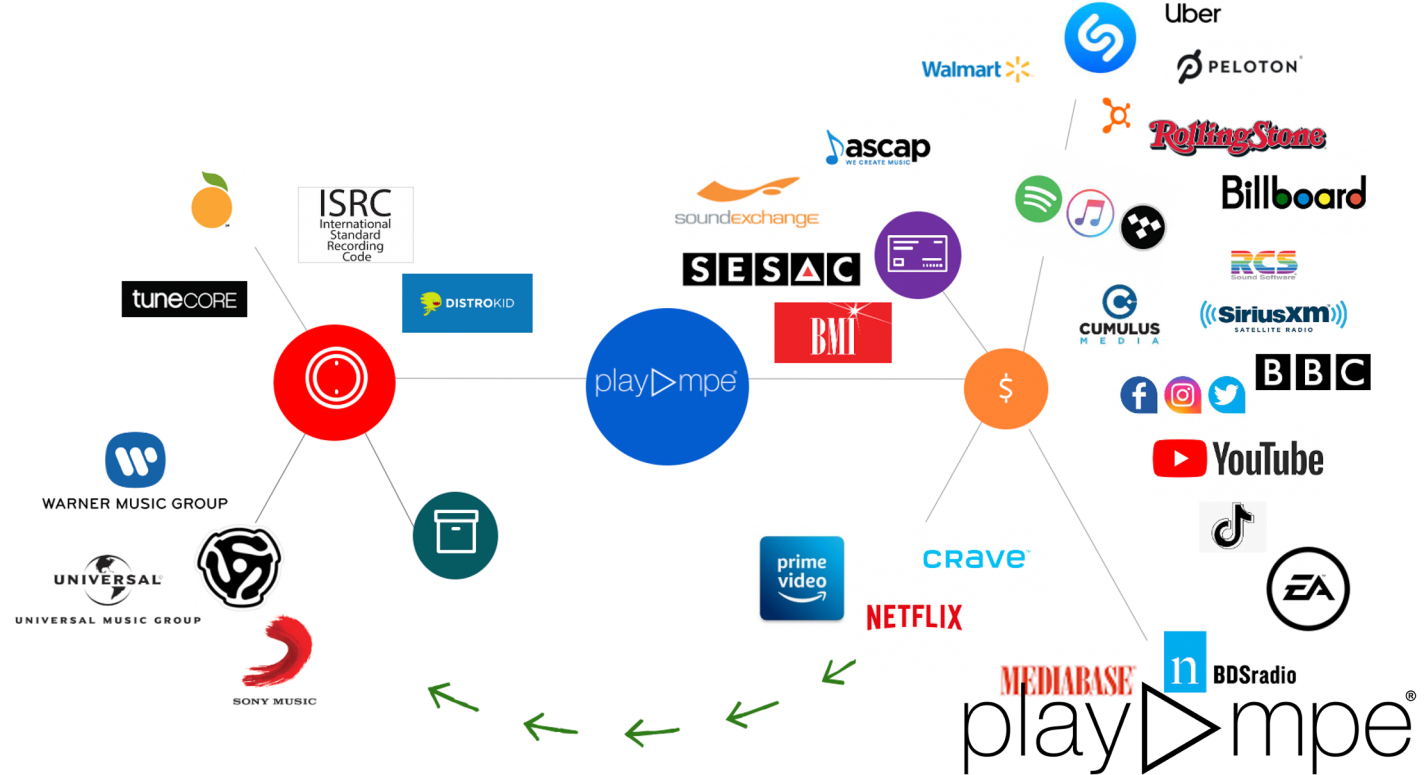
Market

The “digital age” continues to evolve with significant changes to:

- Promotional outlets / consumer consumption
- Royalties (type/source, quantum, tracking, remittance)
- Source of music (broader production / greater quality from smaller artists – digital sources help mastering, marketing and distribution)
- Globalization / coordination



Play MPE® currently operates in the digital delivery of content to promotional outlets segment and is uniquely situated at this connection to provide greater thought leadership, services, increase royalty recovery and increase promotional investment effectiveness in an emerging market.



Thank you for listening

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