

The slide features several blue decorative elements: a large shape on the left edge, a small square on the left, a small square and dot on the right, and a large shape on the right edge.

# Destiny Media Technologies

## Q3 2021 Financial Highlights

Financial Highlights – 3 Months Ended May 31,

	2021	2020	Increase / (Decrease)	% Change	% Change after FX Impact
Service Revenue	\$1,084,000	\$940,000	\$144,000	15.3%	9.5%
Gross Margin	\$986,000	\$853,000	\$133,000		
Gross Margin %	91.0%	90.7%			
Operating Expenses	\$917,000	\$803,000	\$114,000	14.3%	3.2%
Net Income	\$70,000	\$55,000	\$15,000		
EBITDA	\$109,000	\$98,000	\$11,000		

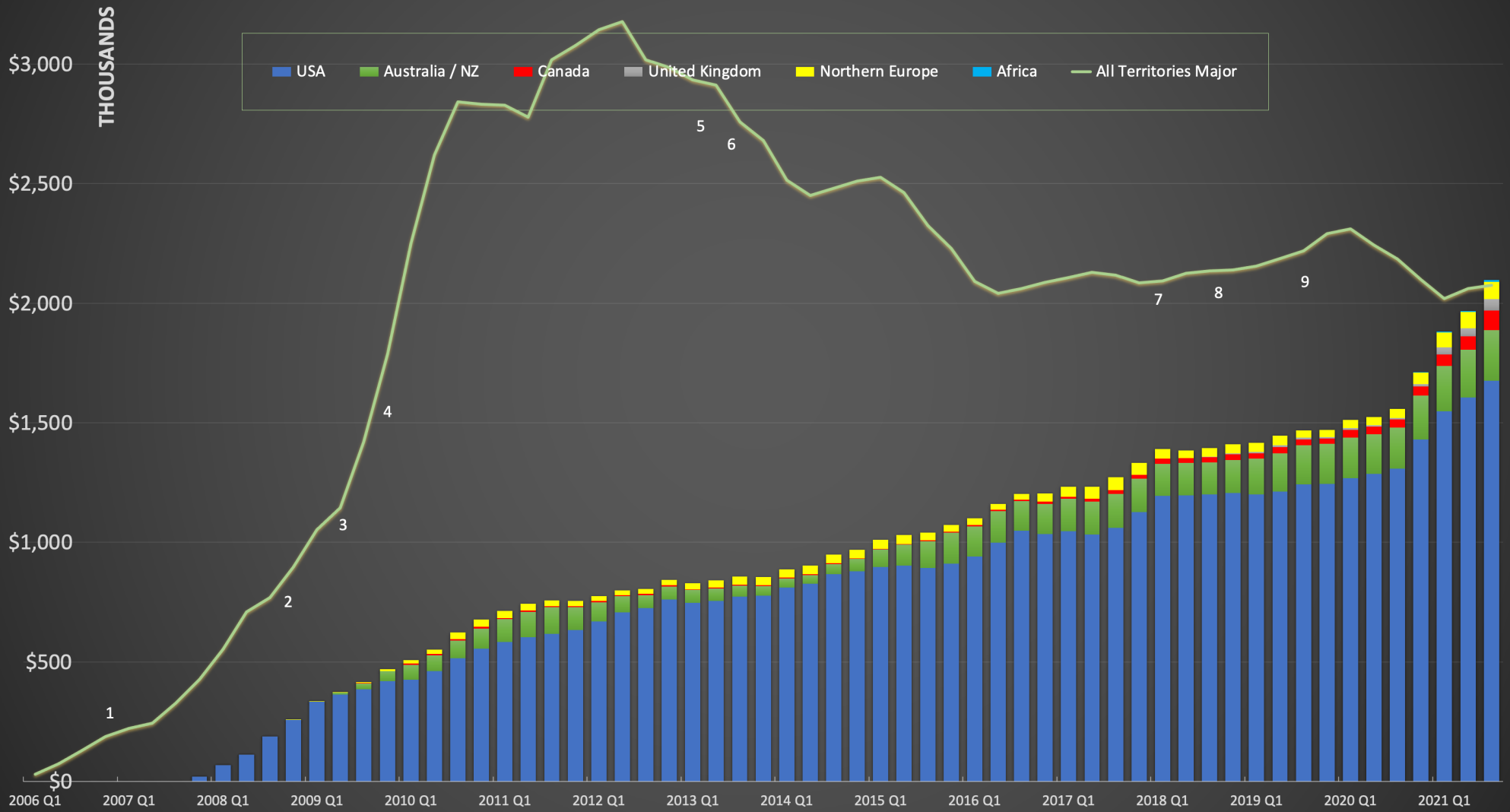
Financial Highlights – 9 Months Ended May 31,

	2021	2020	Increase / (Decrease)	% Change	% Change after FX Impact
Service Revenue	\$3,139,000	\$2,792,000	\$347,000	12.4%	7.7%
Gross Margin	\$2,859,000	\$2,551,000	\$308,000		
Gross Margin %	91.1%	91.4%			
Operating Expenses	\$2,571,000	\$2,560,000	\$11,000	0.4%	(4.9%)
Net Income	\$291,000	\$11,000	\$280,000		
EBITDA	\$404,000	\$126,000	\$278,000		

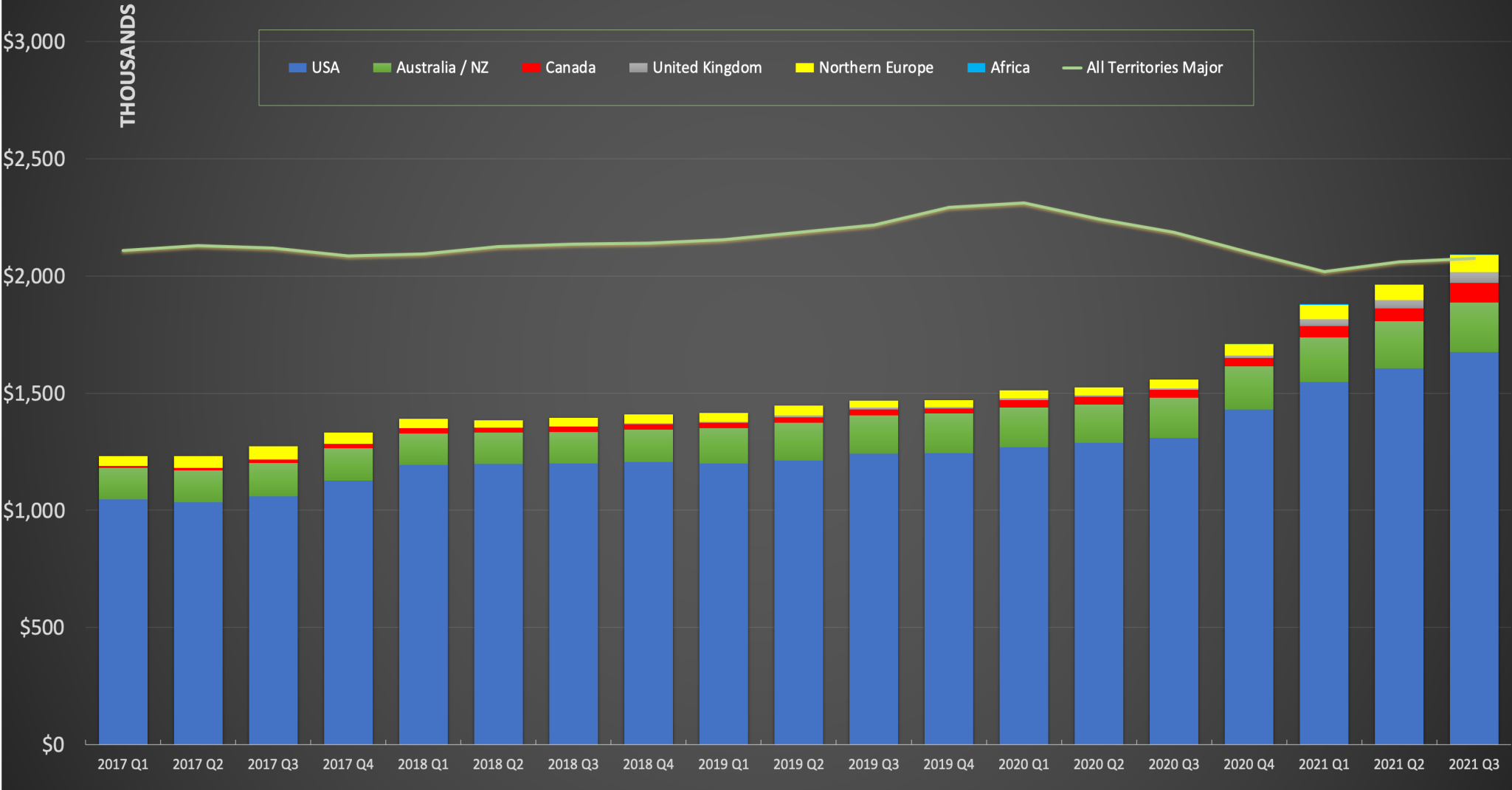
Financial Highlights – May 31,

	2021	2020	Increase / (Decrease)
Cash & Short-term investments	\$2,935,000	\$2,622,000	\$313,000
Working Capital	\$2,659,000	\$2,424,000	\$235,000

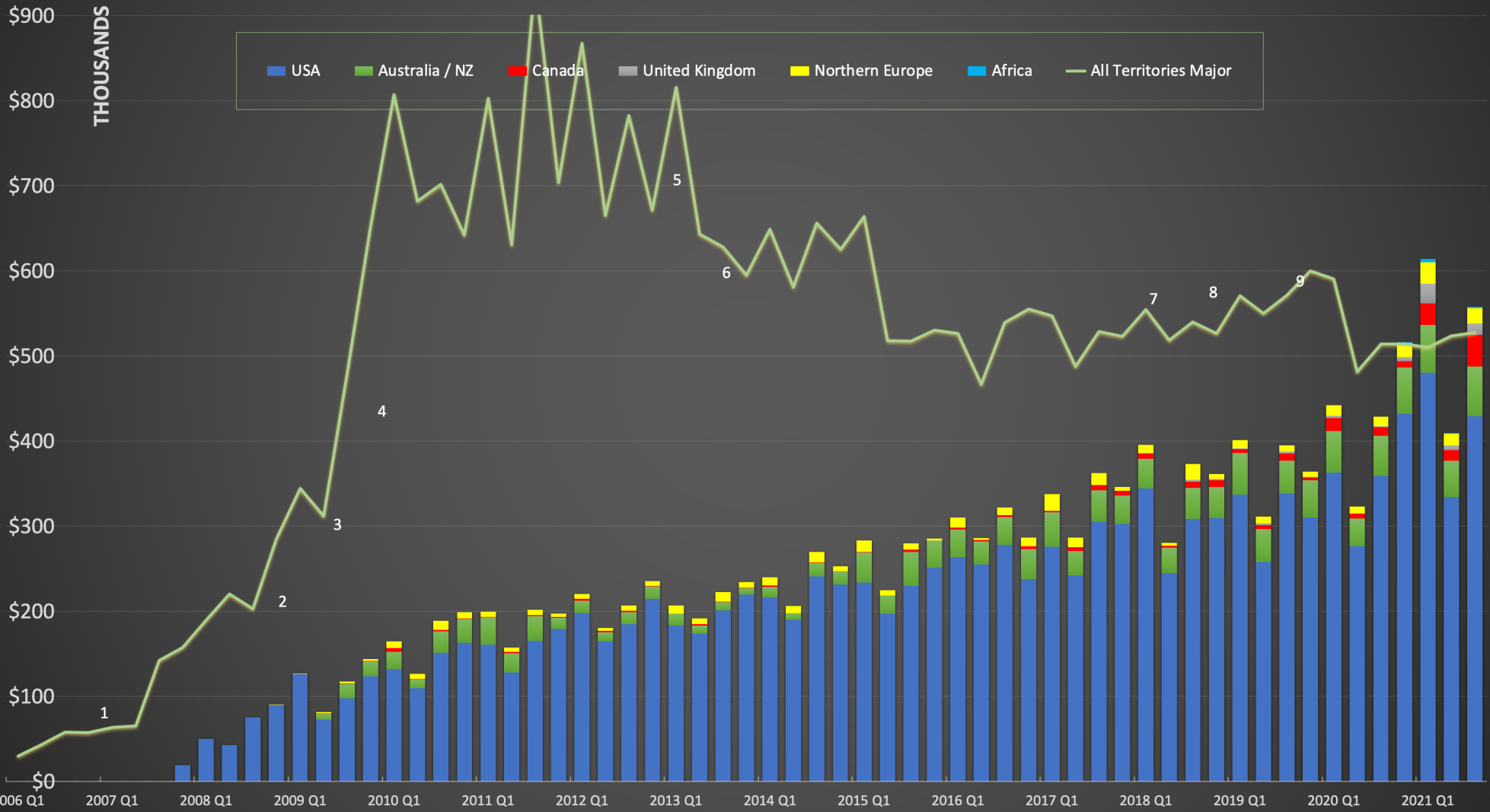
# play▷mpe® Trailing 12 Month Revenue By Source



# play▷mpe® Trailing 12 Month Revenue By Source



# play▷mpe<sup>®</sup> Quarterly Revenue By Source



# Play MPE Cost Breakdown

	Trailing 12 months (000's)	
Revenue	\$4,171	
Cost of sales	357	
Gross Margin	\$3,814	91%
Operating Costs Total	\$3,364	
Net Income	\$450	11%
Operating Cost Breakdown		
Restructuring (one time)	\$93	
Maintenance costs	1,922*	
Technical updates	533*	
Investments for growth	704*	
Depreciation	112	
* Estimated amounts		

Costs to maintain / retain the revenue outlined above. These costs include staff costs associated with relationship maintenance, operations, technical support, investments in product development required to maintain a current competitive platform and other fixed costs.

Where costs to maintain revenue have been diverted or otherwise not incurred, these costs are incurred to "catchup" or pay down this "technical debt".

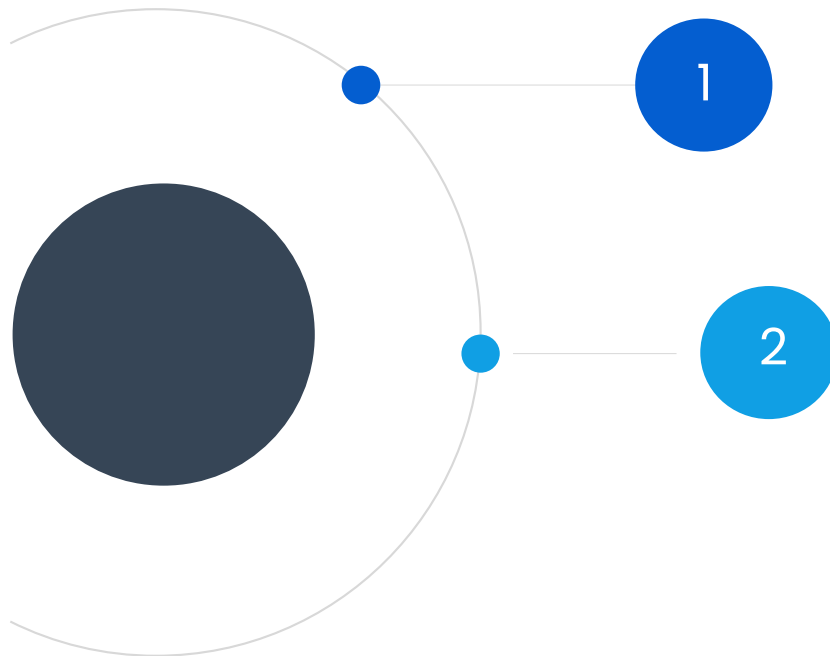
Research and development, business development, list management services to add recipients, certain marketing costs and new product design.





# Looking forward

Growing usage / market share and broadening our services.



## 1 Grow Market Share

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

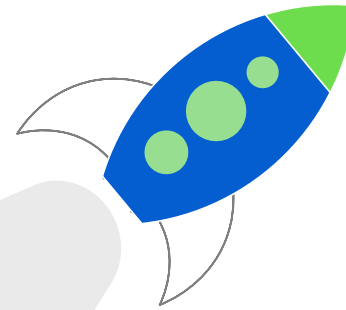
## 2 Expand products and services

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

play▶mpe®

# 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.

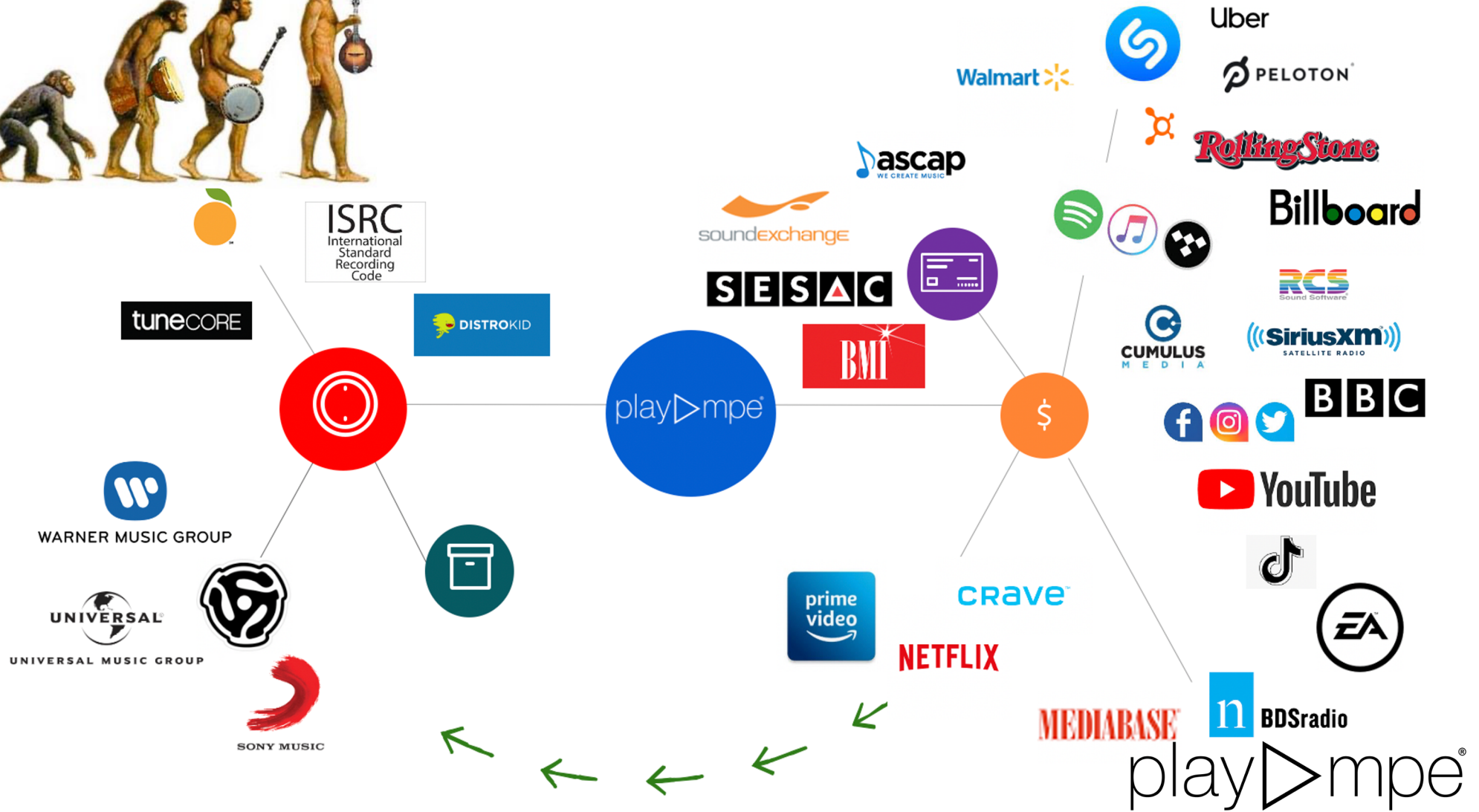
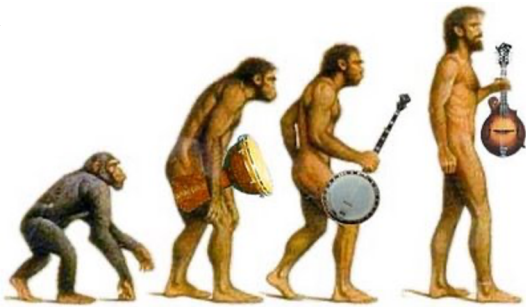


**Add Saleable Distribution Lists**



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





## 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 / serve music supervisor users



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Destiny Media Technologies, Inc.

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