

Destiny Media Technologies
2021 - Annual Results

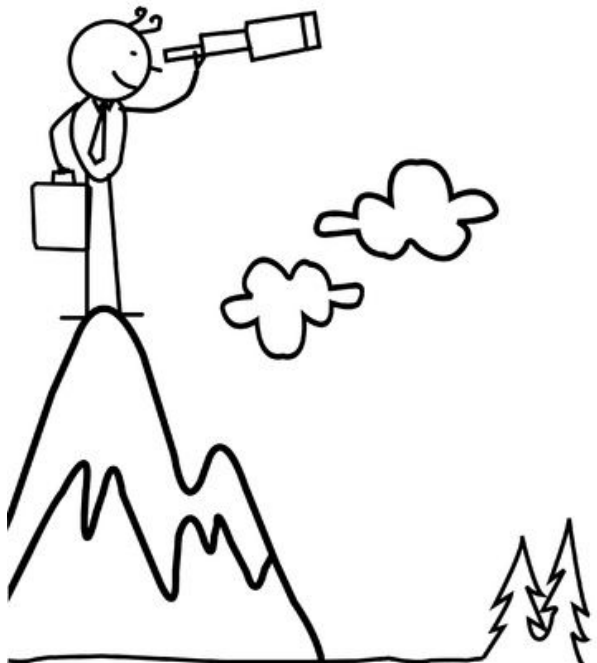
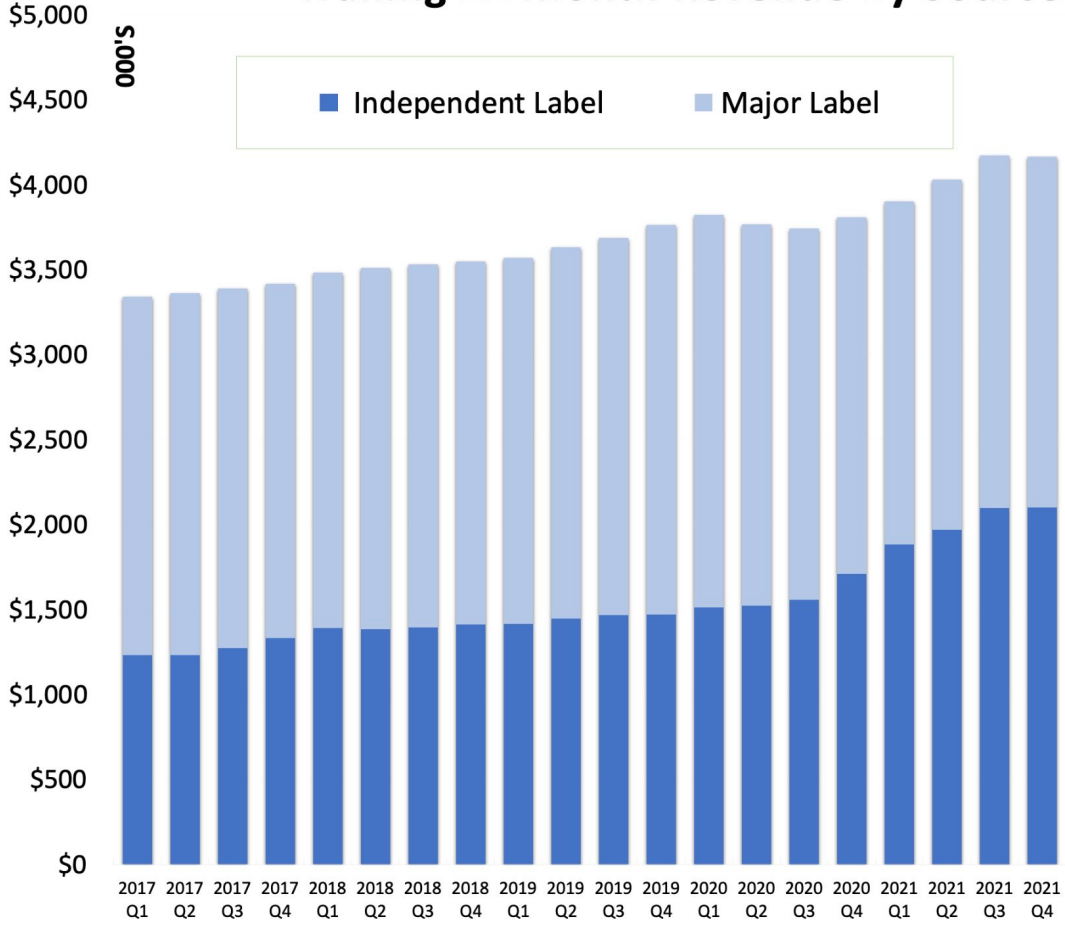
play ▶ mpe[®]

Destiny Media Technologies

1. Longer term goals
2. How we are going to get there (strategy)
3. What we did in 2021 to get there

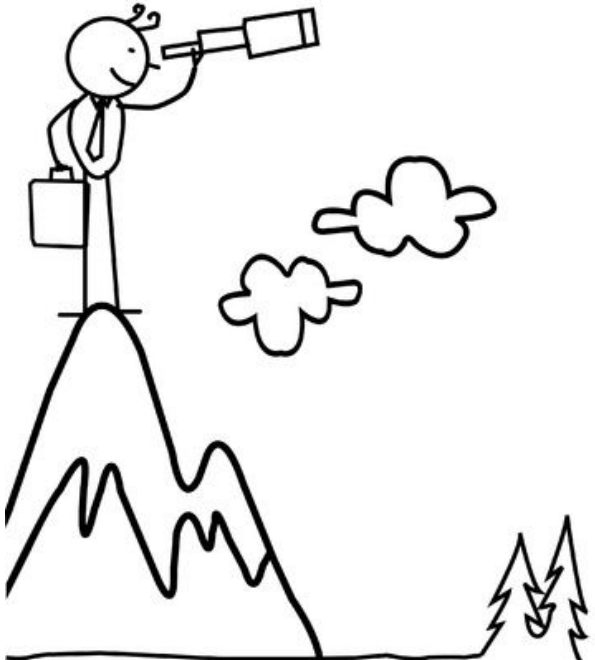
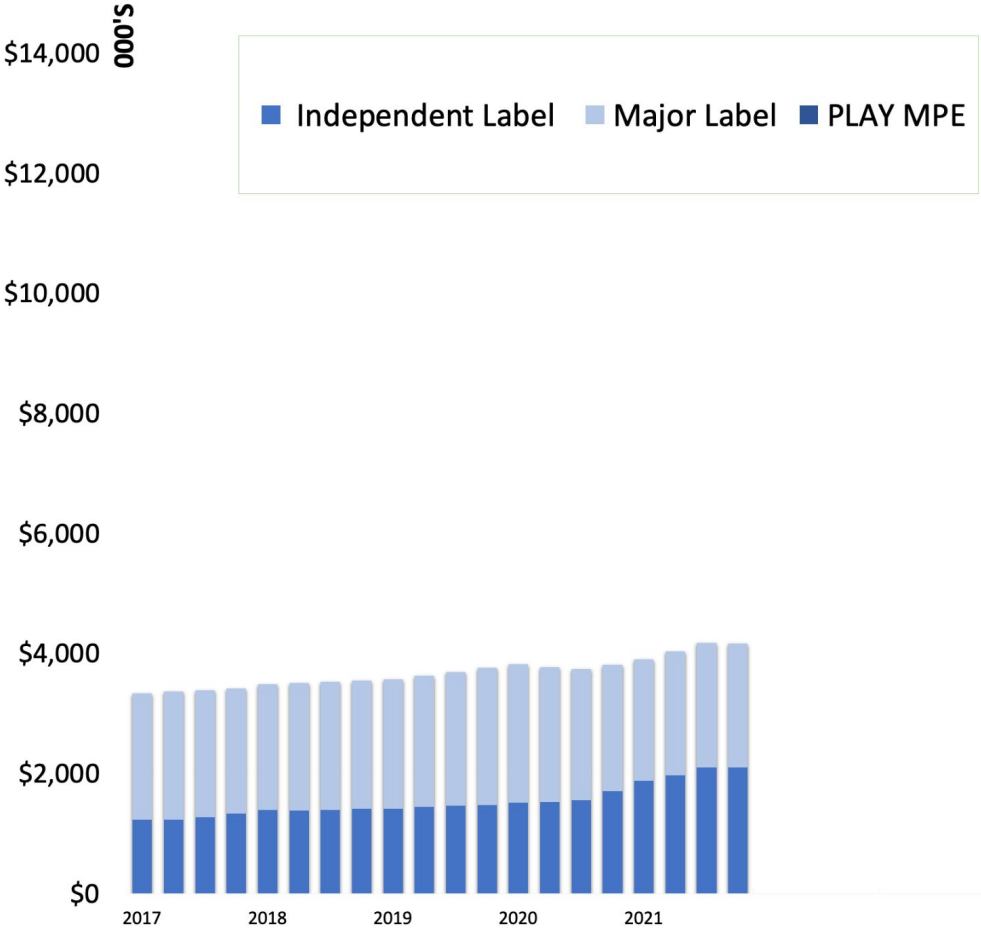
1. Looking forward

Trailing 12 Month Revenue By Source



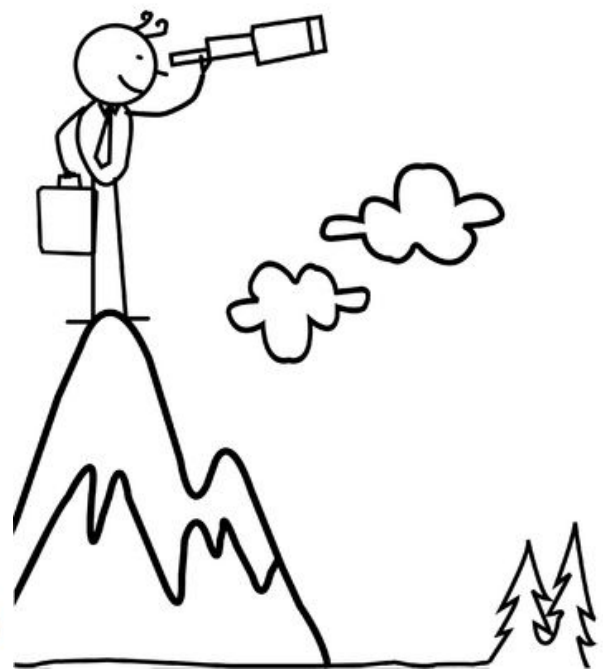
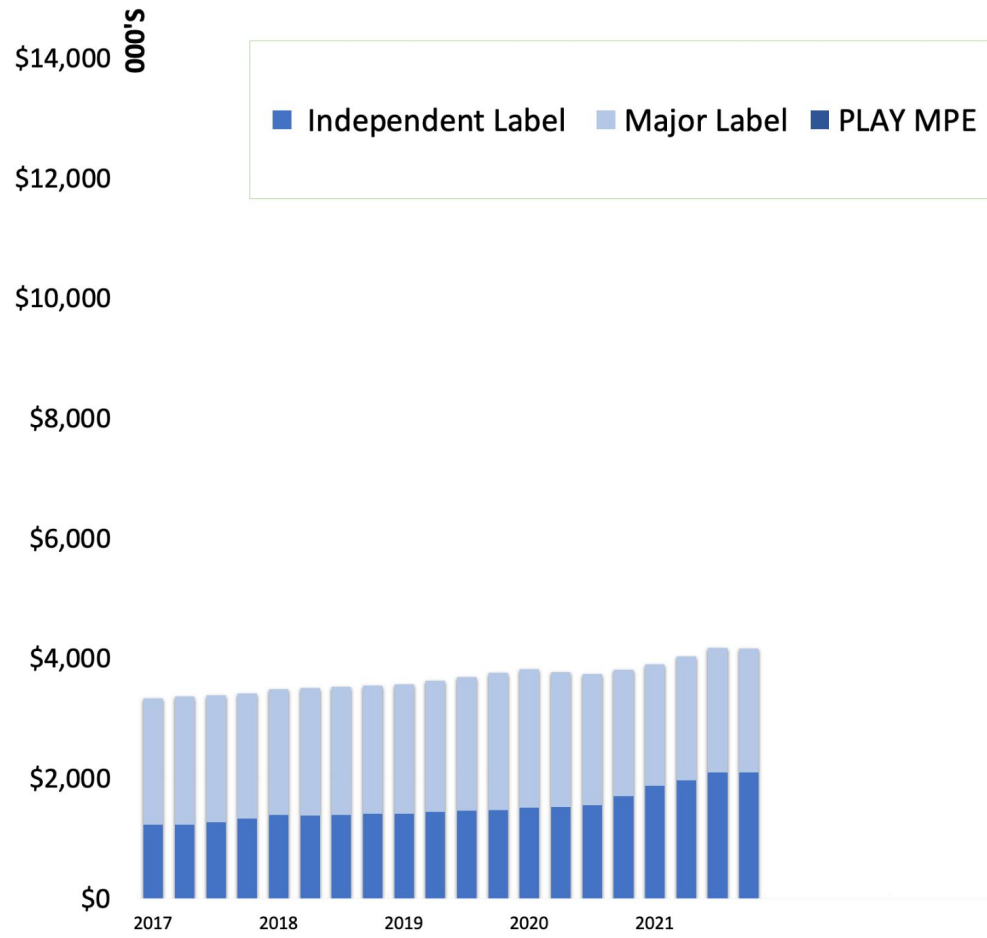
1. Looking forward

Trailing 12 Month Revenue By Source



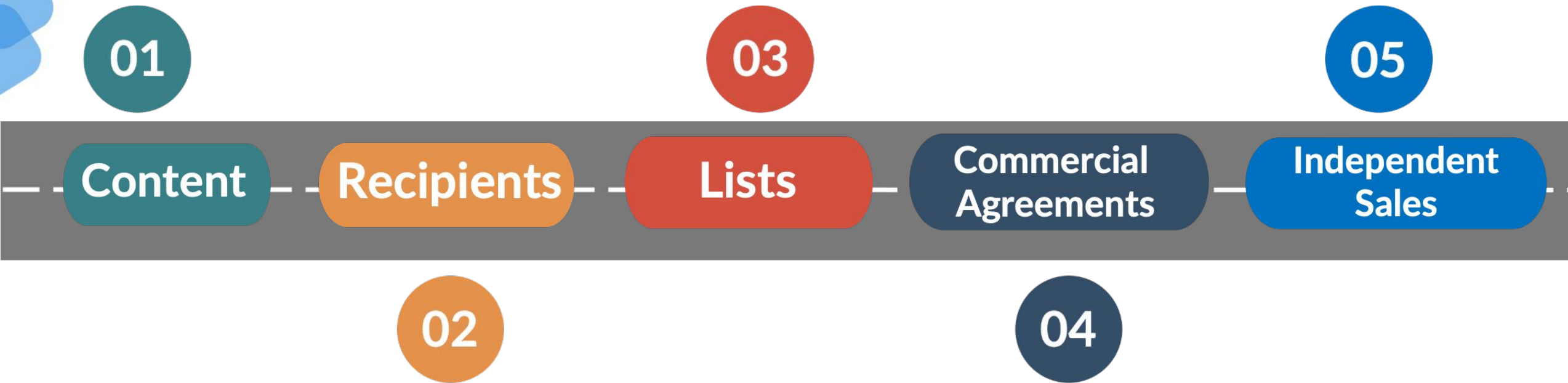
1. Looking forward

Trailing 12 Month Revenue By Source

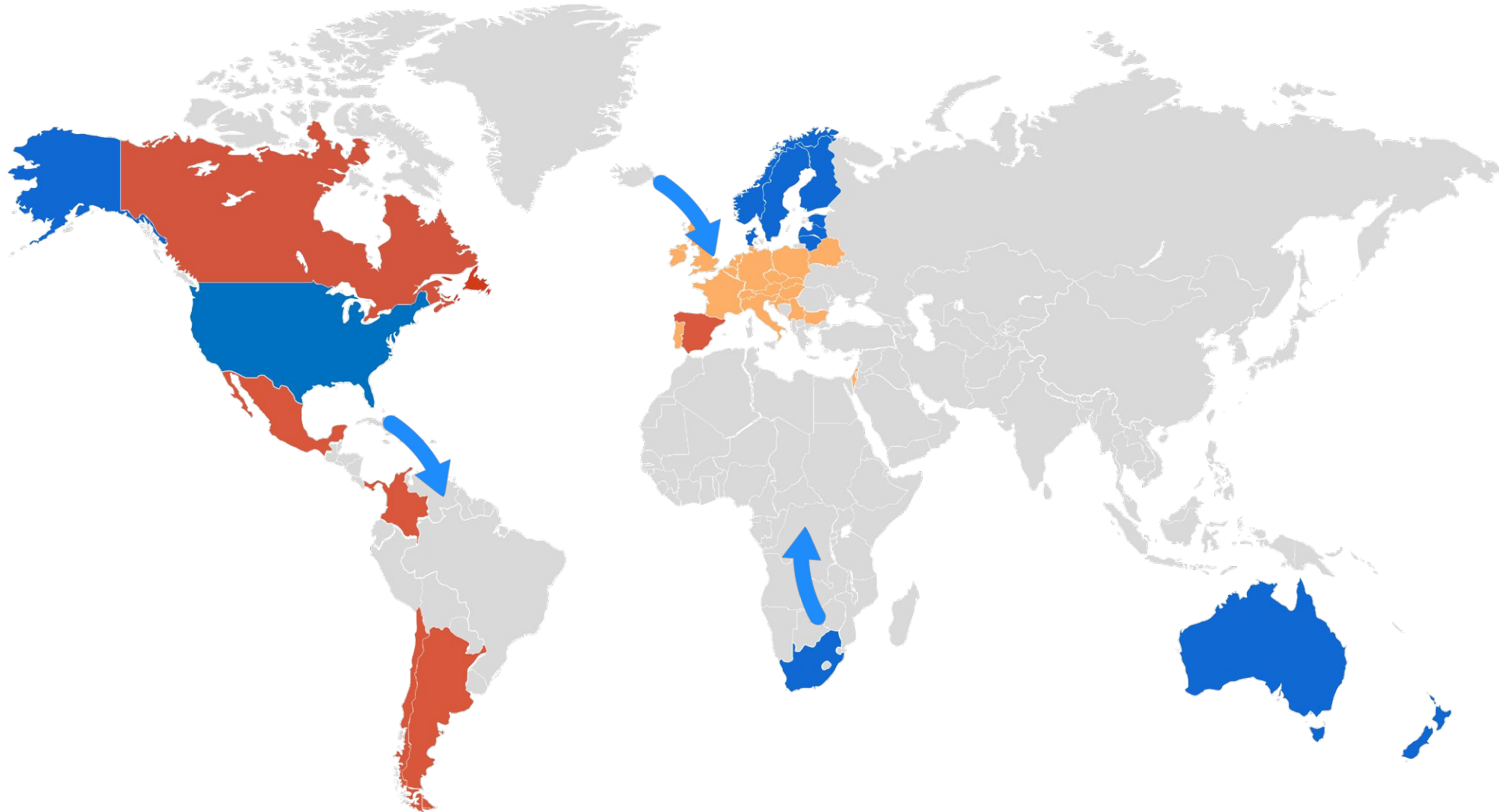


2. How we get “there”?

New market acquisition strategy Play MPE



Market stages



2. How we get “there” faster?

New market acquisition & new product development

Content

Recipients

Lists

**Commercial
Agreements**

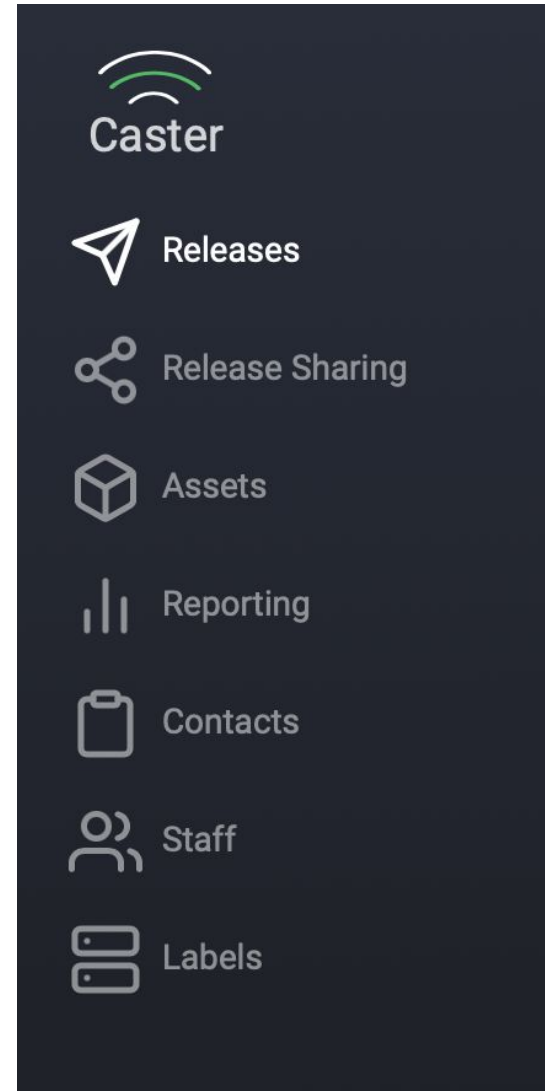
**Independent
Sales**

Research & Development



3. FY21 Actions - what we did

- **Investments in core Play MPE**
- **Investment in new technology**
- **Added product / design staff**



3. FY21 Actions - what we did (part 2)

- **New staff business development**
- **New marketing processes**

3. FY21 Results

- **Play MPE Revenue Up 9.3 % (independents +23%)**
- **New markets**
 - **Latin**
 - **South Africa (Warner South Africa)**
 - **USA (Rhythmic / pop)**
 - **Canada**

Q&A