

3 April 2023

Mirriad Advertising plc

("Mirriad" or the "Company")

Mirriad and Amagi technical integration enables addressable virtual product placements for publishers and brands

Mirriad, the leading in-content advertising company today announces a technical integration with Amagi, a global leader in end-to-end cloud-managed live and on-demand SaaS technology. The integration enables content owners to dynamically serve virtual product placements (VPP).

Amagi is a US cloud technology pioneer and leader that enables TV networks and content owners to launch, manage, distribute and monetise live, linear, and on-demand channels across cable, over the top (OTT) and Free Ad-supported Streaming TV (FAST) platforms, worldwide. It works with over 700 content brands, across over 40 countries, delivering more than 50bn ad opportunities per year.

Mirriad's capabilities will now be made available to hundreds of content owners across Amagi's ecosystem to help them easily monetise the powerful in-content format. The Company has previously outlined that the ability to programmatically deliver VPP and in-content advertising will be key to scaling the in-content format, driving revenue and giving advertisers new opportunities to reach viewers, whilst enhancing the watching experience.

In-content advertising including VPP has been gaining momentum for years as it becomes part of leading advertisers' media mix. The ability to enable it dynamically creates a whole new opportunity for brands to transact and target audience segments, just like other digital media formats.

Leading Mirriad lifestyle programmers, such as Tastemade - which also works with Amagi - are key drivers of success. They provide premium content and an innovative approach to the programmatic ecosystem that helps brands maximise their outcomes. Amagi, Tastemade and Mirriad have already seen success activating this solution in the market, and plans to expand the offering to new channels are underway.

Stephan Beringer, CEO of Mirriad, said: "This technical integration with Amagi is a further step forward on our path to scale through programmatic. Amagi is a recognised industry leader with a vast ecosystem and offers a key growth opportunity in Mirriad's core US market. We are very excited by the new opportunities this integration opens up to us and to Amagi's numerous content partners, including our existing partner Tastemade.

"Research has consistently proven that Mirriad's solution improves campaign effectiveness and on top of these strong fundamentals, data-driven targeting will further enhance its performance and potential applications."

Srinivasan KA, Co-founder & Chief Revenue Officer at Amagi, said: "With Mirriad, brands can unlock virtual product placements across our global content network for a truly next-generation advertising opportunity. Our partnership provides an incredible opportunity to deliver in-content advertising to the right audience in the right place at the right time and do it at scale."

Adam Frischer, US Head of Sales & Brand Partnerships at Tastemade, said: "Tastemade has the unique ability to transform viewers into doers through content that inspires. Our brand partners really value Tastemade for providing a destination to reach their prospective

consumers while in this "doer" mindset. Mirriad, through its cutting-edge virtual product placement technology, enables our customers to seamlessly get their brands even closer to these moments of inspiration at scale, via an easy-to-activate solution."

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About Mirriad

Mirriad's award-winning solution creates new advertising inventory for brands. Our patented, AI and computer vision powered platform dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution creates a new revenue model for content owners distributing across traditional ad supported and subscription services, and dramatically improves the viewer experience by limiting commercial interruptions. Mirriad currently operates in the US, Europe and Asia.

About Amagi

Amagi is a next-generation media technology company that provides cloud broadcast and targeted advertising solutions to broadcast TV and streaming TV platforms. Amagi enables content owners to launch, distribute and monetise live linear channels on Free Ad-supported Streaming TV and video services platforms. Amagi also offers 24x7 cloud-managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations. Overall, Amagi supports 700+ content brands, 800+ playout chains, and over 2100 channel deliveries on its platform in over 40 countries. Amagi has a presence in New York, Los Angeles, Toronto, London, Paris, Melbourne, Seoul, Singapore, and broadcast operations in New Delhi, and an innovation center in Bangalore.

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