

31 January 2024

Mirriad Advertising plc
("Mirriad" or the "Company")

Mirriad awarded TPN Gold Shield status

Mirriad, the leading in-content advertising company, is pleased to announce that it has been awarded the Trusted Partner Network ("TPN") Gold Shield status, an industry recognition that is a critical enabler of Mirriad's partnerships with the leading entertainment and media companies in the US.

The TPN is a global, industry-wide content security initiative that is wholly owned by the Motion Picture Association (MPA), the American trade association representing the five major film studios of the United States, as well as the video streaming service Netflix. It serves as a benchmark for security standards within the wider content industry and provides programming intended to address security in various contexts and at various points in the content pipeline.

As the ecosystem of third-party service providers continues to expand, the threat to the entertainment industry's most valuable asset, the content, escalates exponentially. The TPN program seeks to raise security capabilities throughout the industry, while generating cost and time efficiencies for participants. TPN assessments gauge a service provider's information security readiness against the best practices of the MPA and to achieve a TPN Gold Shield, service providers are required to undergo a third-party security assessment.

The award of a TPN Gold Shield to Mirriad reinforces the Company's ongoing commitment to implementing stringent security protocols and aligns directly with the Company's broader objective to integrate its in-content advertising platform across the entire industry. The Directors believe that it will also enable the Company to work with the most valuable content from the biggest media companies, and will reduce onboarding times with potential new partners.

Stephan Beringer, CEO at Mirriad, said: "Our journey to scale has many milestones and, with TPN considered the industry point of reference in TV and film content security, this validates another step we have taken to enable enterprise-level delivery."

Philip Mattimoe, CTO at Mirriad, said: "Best-in-class information security compliance is a non-negotiable requirement as Mirriad continues moving forward with tier one content partners. Our platform has been engineered from the ground up to inherently provide the highest standards in information security, underpinned by our Microsoft partnership and highly secure deployment in the Azure Cloud."

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Notes to Editors

About Mirriad

The leader in virtual product placement and in-content advertising, Mirriad's multi-patented and award-winning platform dynamically inserts products and brands into Television, SVOD/AVOD, Music, and Influencer content. Mirriad creates net-new revenue opportunities for content owners with an ad format that virtually integrates brands in entertainment content, drives exceptional performance for advertisers and dramatically improves the viewing experience.

Mirriad currently operates in the US, Europe and India.

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