

REACH: non-regulatory announcement*

5 November 2024

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

Mirriad's Virtual Product Placement drives over 50% increase in average transaction value for one of the largest US advertisers

Industry-first measurement of sales and shopping sales incident data showcases the power of VPP against TV spots

Mirriad, a leading in-content advertising and virtual product placement ("VPP") company, announces groundbreaking research demonstrating the power of its VPP to directly drive sales and store visits for one of the largest US advertisers. The campaign, run using the Mirriad's VPP platform, drove a 51% increase in average transaction value for this large advertiser. These results, as revealed by iSpot data, mark the first time VPP has been measured using pixel tagging methodology aligned to standard TV advertisement reporting in the industry. The iSpot data highlighted the campaign's elevated return on investment ("ROI"), growth in advertiser transactions, and strengthened connection with the advertiser's target audience:

Return on Investment

Credit card sales data showed that the advertiser's six-figure VPP campaign generated an impressive seven-figure return on investment, delivering a ROI of 5:1.

Store Visits and Sales

The innovative advertisement format drove significant increases in actual sales activity among core adult audiences, including:

- a 51% increase in average transaction value, in excess of prior Kantar studies showing that VPP can boost sales by up to 35%;
- a 27x increase in shopping incidence within households compared to the TV spot campaign (segmented core audiences); and
- a 16% increase in transactions per household.

Stephan Beringer, CEO at Mirriad said, *"This research underscores the power of virtual product placement, and the value of this net new video inventory that Mirriad creates. By diversifying video investments with our VPP advertisement format, advertisers will fuel significant sales growth and achieve higher returns compared to traditional formats. VPP outperforms standalone traditional advertisement formats dramatically, delivering a winning solution to everyone."*

Methodology

Household data was gathered via iSpot pixel tags upon brand appearance in VPP. A 14-day analysis then tracked credit card activity to assess the impact on sales, comparing households exposed to VPP, the TV commercial, both, and no advertising.

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For further information please visit www.mirriad.com or contact:

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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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