



INTRODUCING ZOO DIGITAL GROUP PLC

May 2022

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PRESENTERS

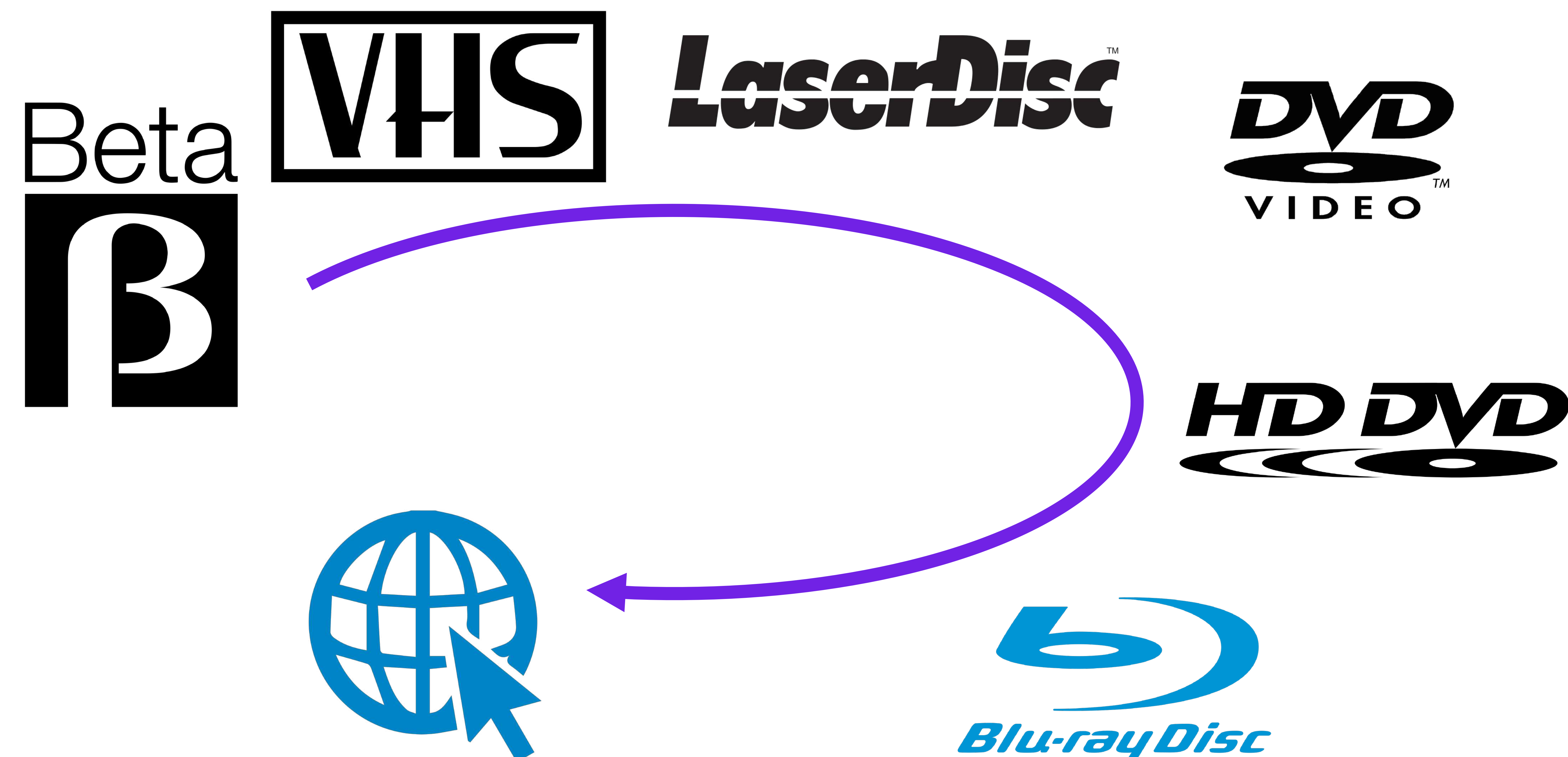
Stuart Green, CEO

- Co-founder
- CEO since 2006
- Over 30 years experience in team building and executive management in the TMT industry
- More than 30 patents granted in the fields of image processing and digital media production

Phillip Blundell, CFO

- Senior finance professional and Chartered Accountant
- Over 30 years experience in software industry
- CFO roles with DotDigital Group plc, Eagle Eye Solutions Group plc and Intelligent Environments plc.
- Joined ZOO in 2018

THE FUTURE OF HOME ENTERTAINMENT IS STREAMING

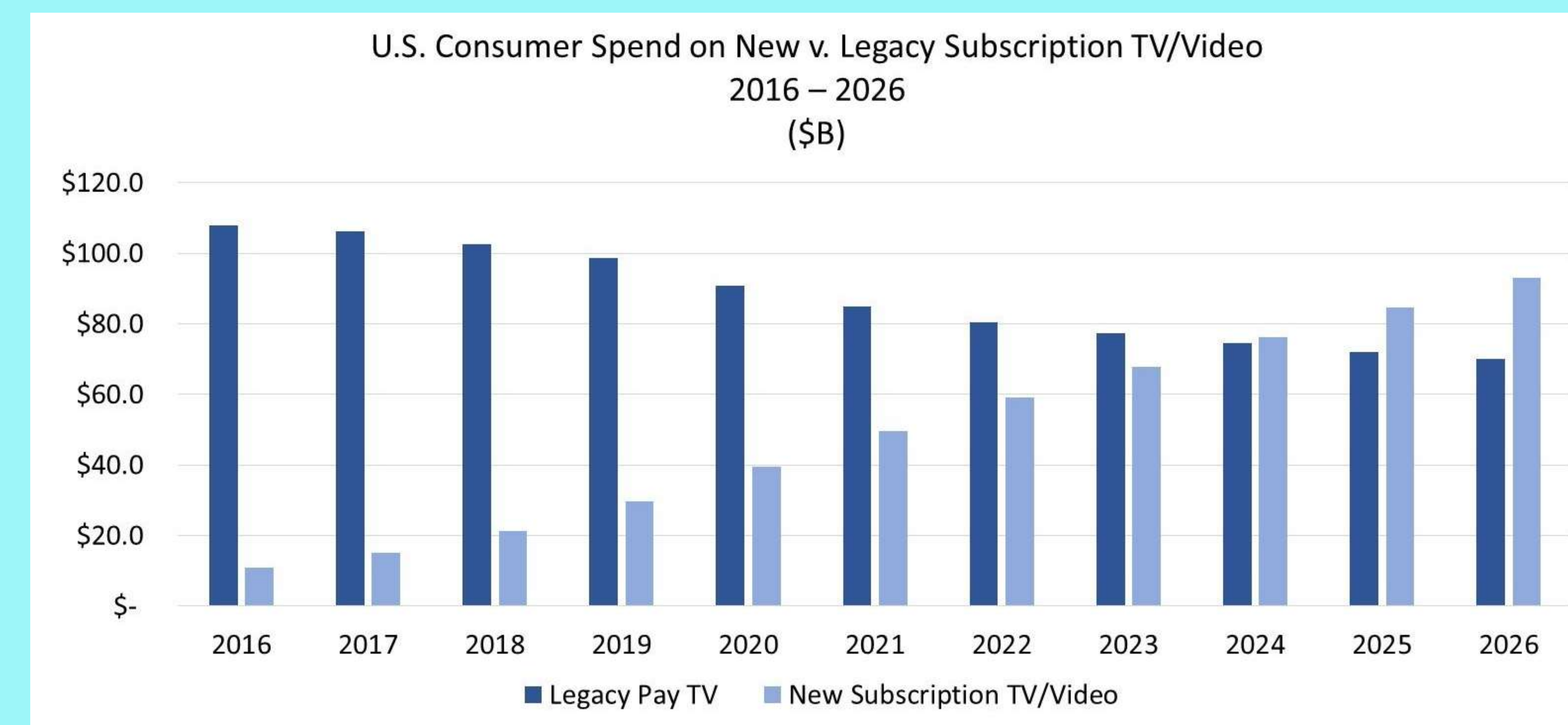


Streaming is the 'final destination' of home entertainment

PHASE 1



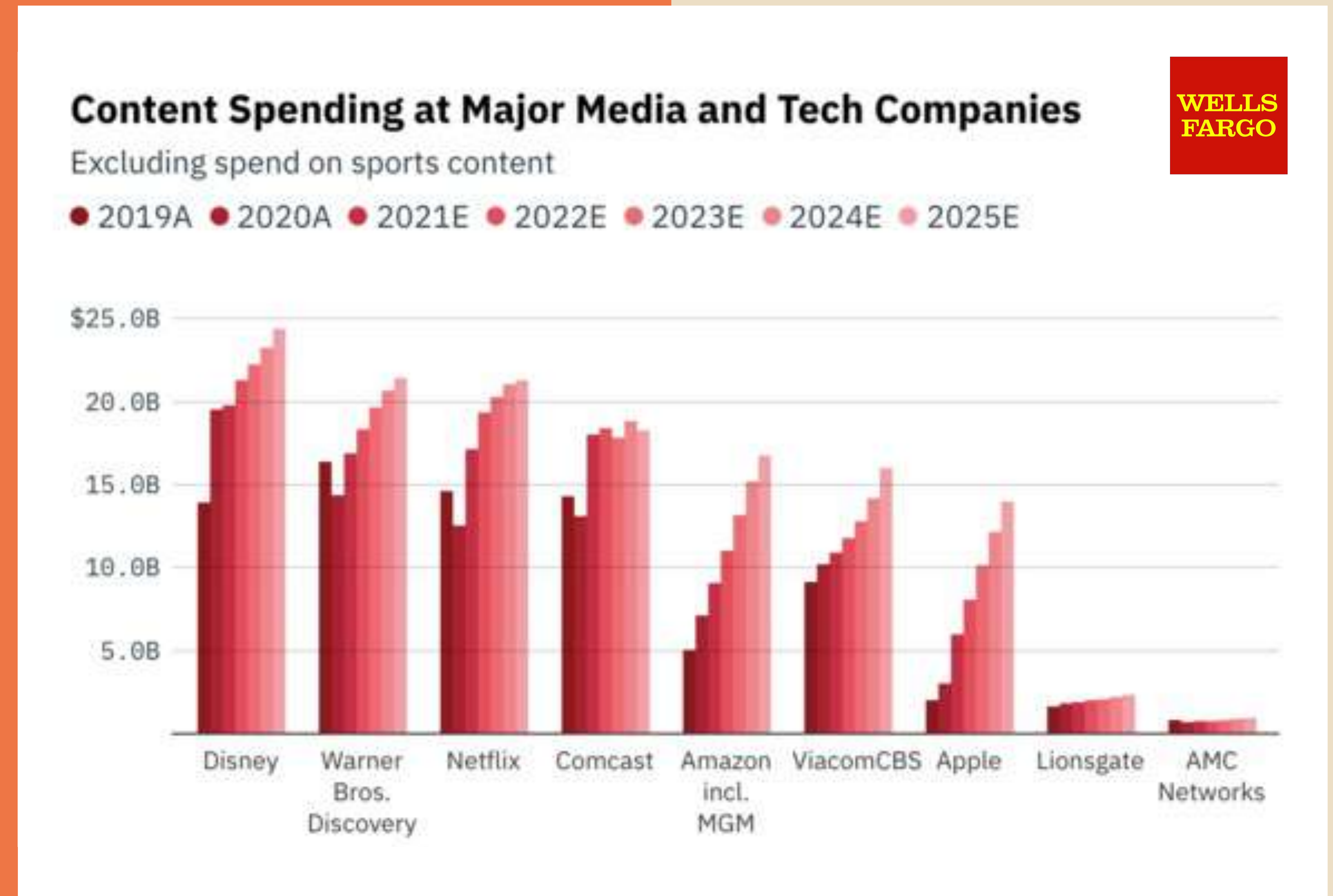
PHASE 2



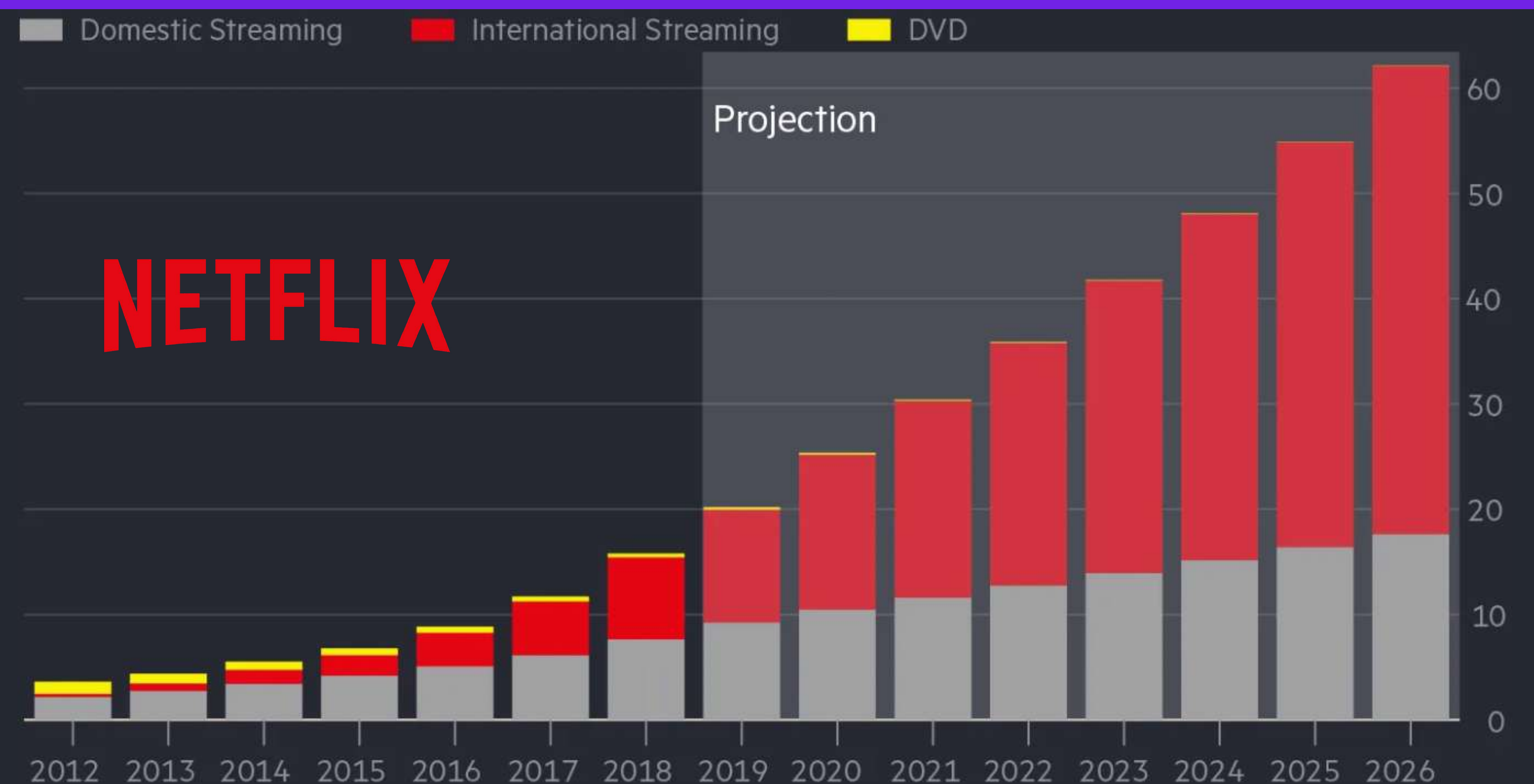
Source: Strategy Analytics, April 2021

GROWTH IN CONTENT

- Spend on film and TV production in 2021 \$220 billion¹
- Subscription OTT services increased investment in content by 20% in 2021, to nearly \$50 billion¹
- Competition amongst media companies to secure content and production capacity
- Capacity in English-speaking countries is saturated



MAJORITY OF AUDIENCE IS INTERNATIONAL



NETFLIX

- US SVOD penetration: 85%¹
- Global SVOD subscribers to grow by 43% by 2026²
- High growth markets: SEA (39% by 2026²), India (137% by 2026³)
- Drives demand for localisation

1. Entertainment on Demand, 2022
 2. Digital TV Research, 2021
 3. Media Partners Asia, 2021

NON-ENGLISH CONTENT GOING GLOBAL

- At least half of European Netflix and Amazon Prime viewing time could be spent watching non-English language content by 2030¹
- Squid Game most popular Netflix show in over 90 countries²
- Netflix has invested over \$1 billion in Korean content alone²
- English dubbing is on the rise
- Increasing platform rollout leads to proliferation of demand for localisation



CONTENT LOCALISATION

- International audiences demand localised content
- Content is localised into many languages (Netflix produced 5m minutes of subtitling and 7m minutes of dubbing in 2021¹)
- Primary driver of growth is new content production
- Catalogue content provides additional volume

1. Netflix; 2. Assuming average subs cost \$10/min, dubs 9x subs

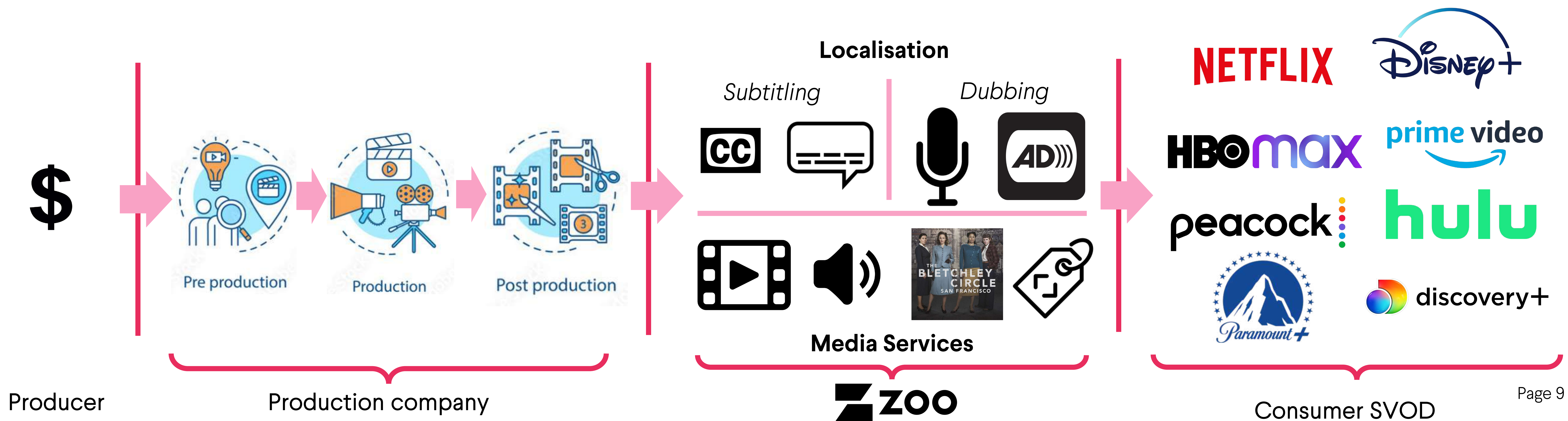
Estimated addressable market for media localisation:

- Netflix 7m mins subs and 5m mins dubs in 2021
- Estimated Netflix spend \$500m²
- Represents 2.9% of Netflix 2021 content spend of \$17bn
- Major SVOD companies spent \$50bn (out of global total of \$220bn) on new original content in 2021 (excludes catalogue)
- Assuming similar strategy to Netflix, implies \$1.5bn content localization spend by major SVOD

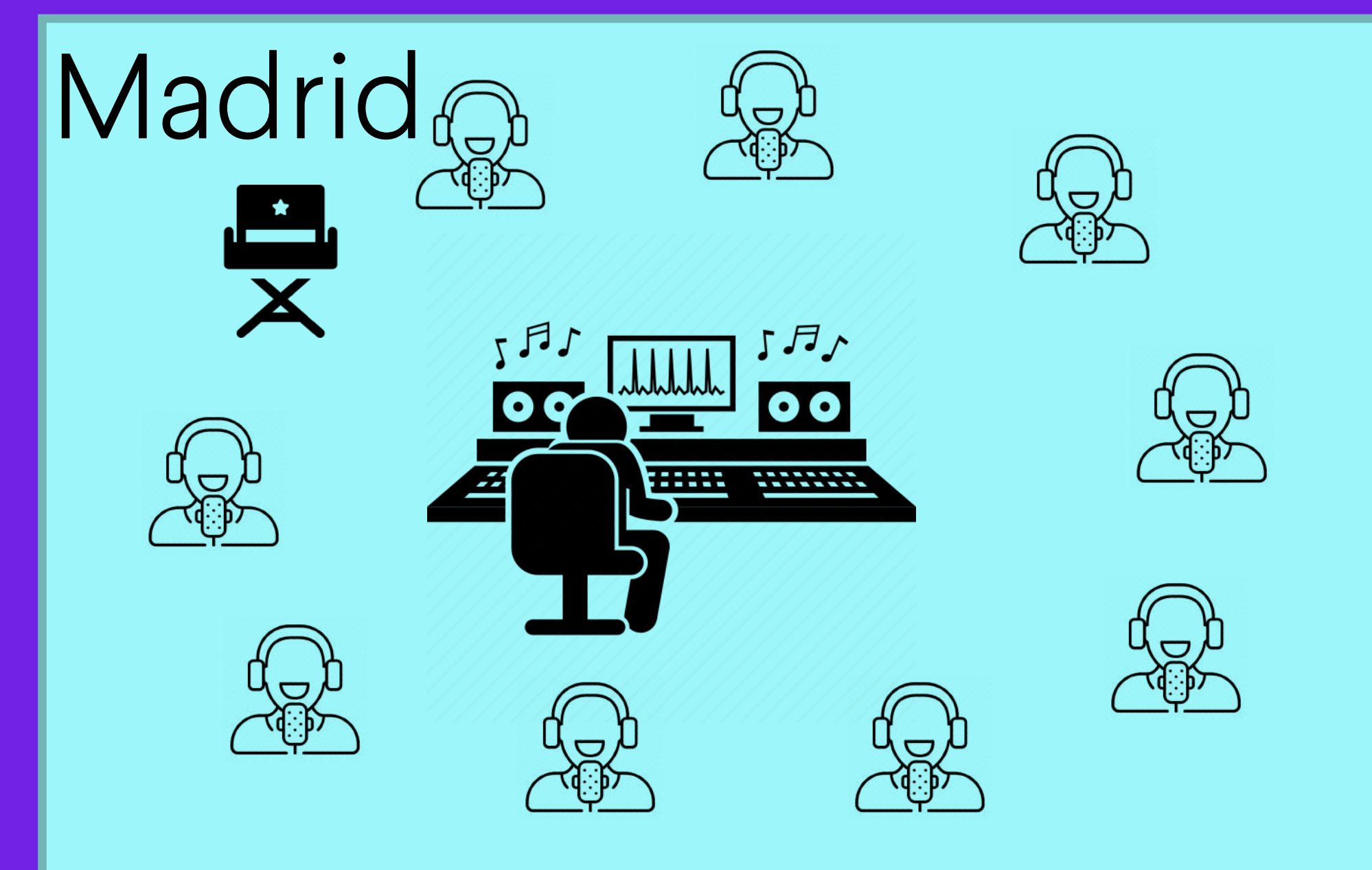
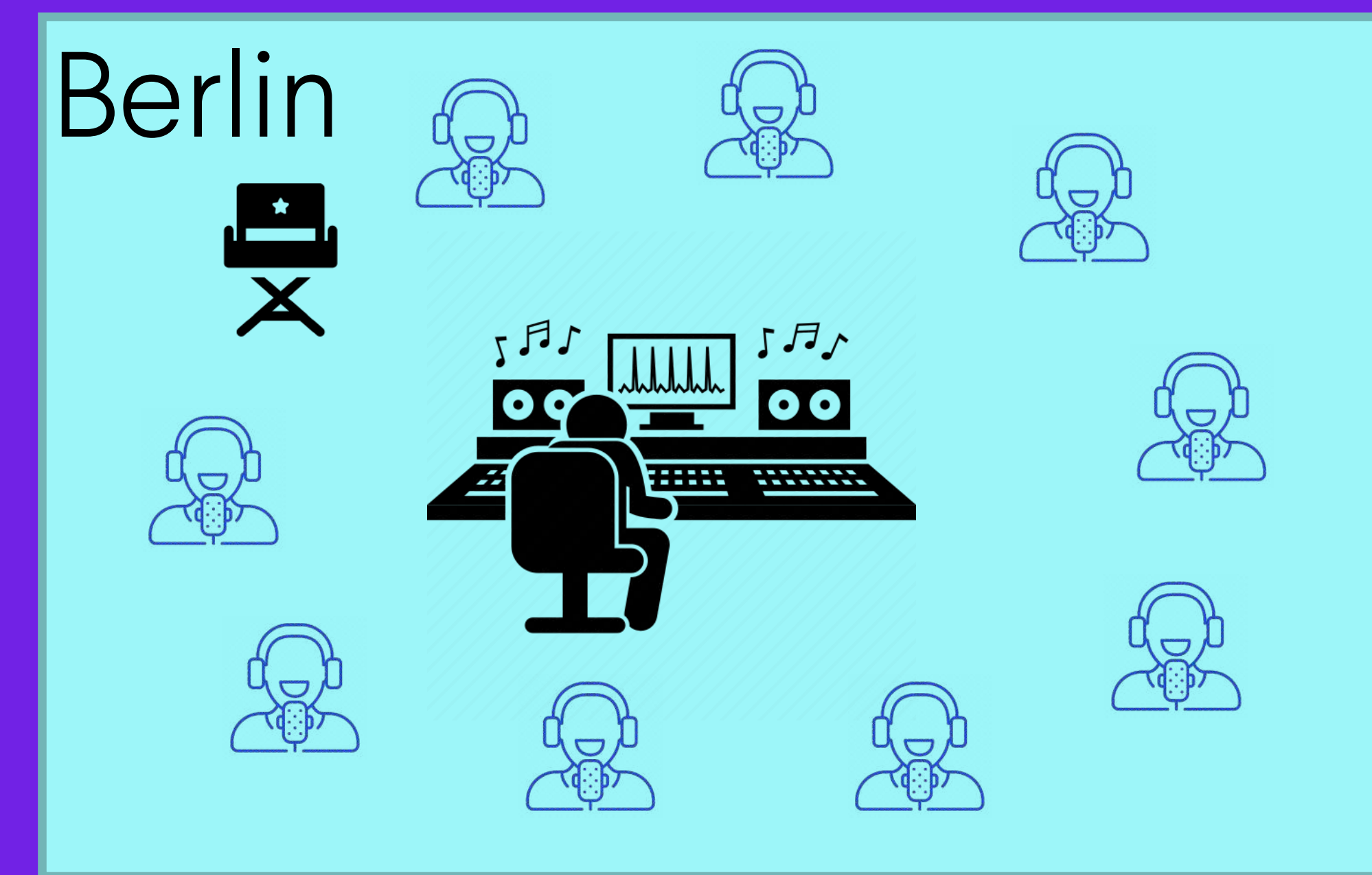
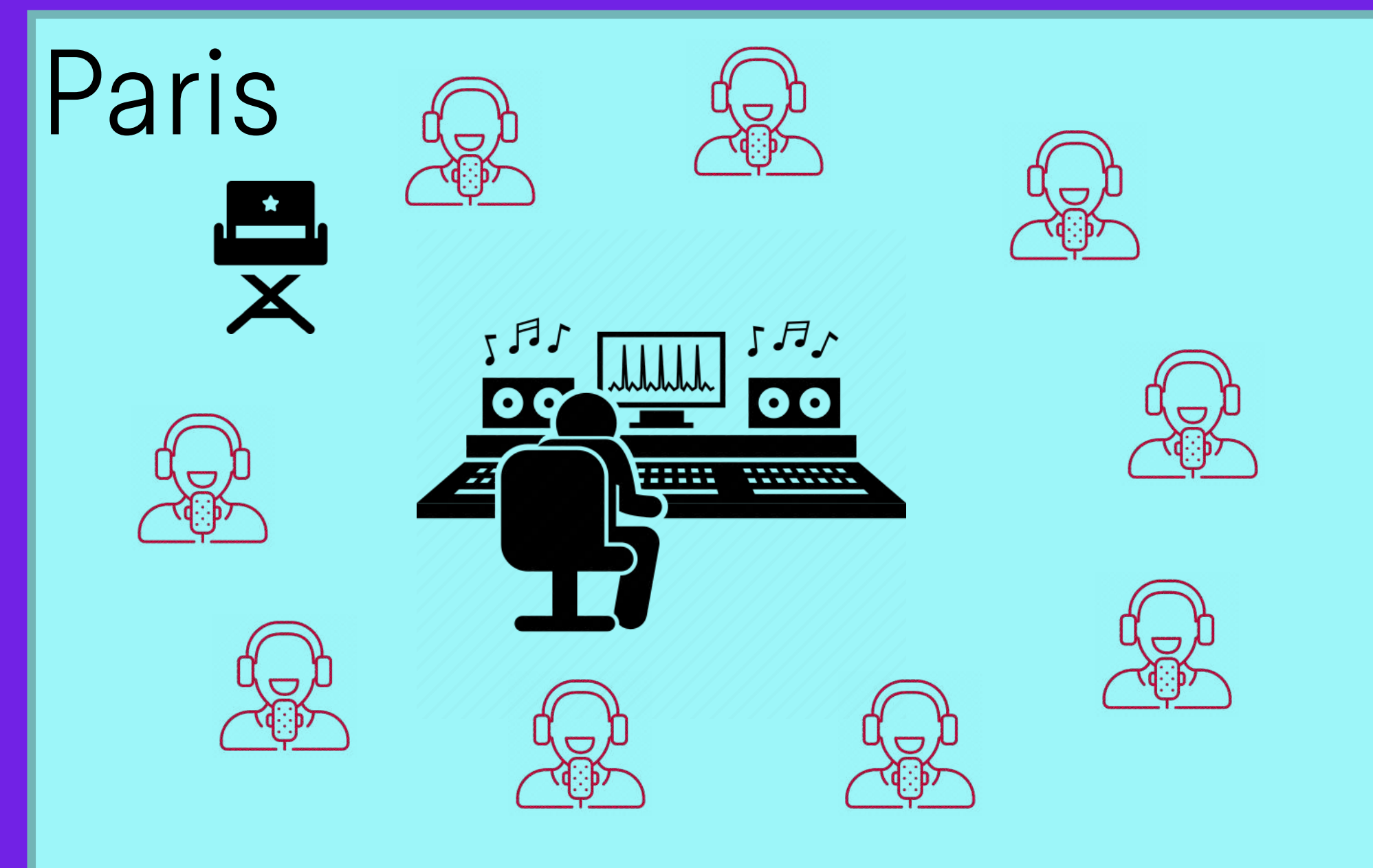
Audio	Subtitles
Dansk	Off
Deutsch	Dansk
✓ English	Deutsch
English [Audio Description]	✓ English [CC]
Español	Español
Español (Latinoamericano)	Español (Latinoamericano)
Français	Français
Italiano	Italiano
Japanese	Nederlands
Nederlands	Norsk
Norsk	Polski
Polski	Português
Português	Português (Brasil)
Português (Brasil)	Suomi

FROM POST TO PLATFORM

- Trusted by the biggest names in entertainment to deliver localisation and media services at scale using proprietary cloud technology
- A one-stop-shop of all service lines required to receive finished media created by production companies and deliver compliant digital packages for playout on SVOD platforms



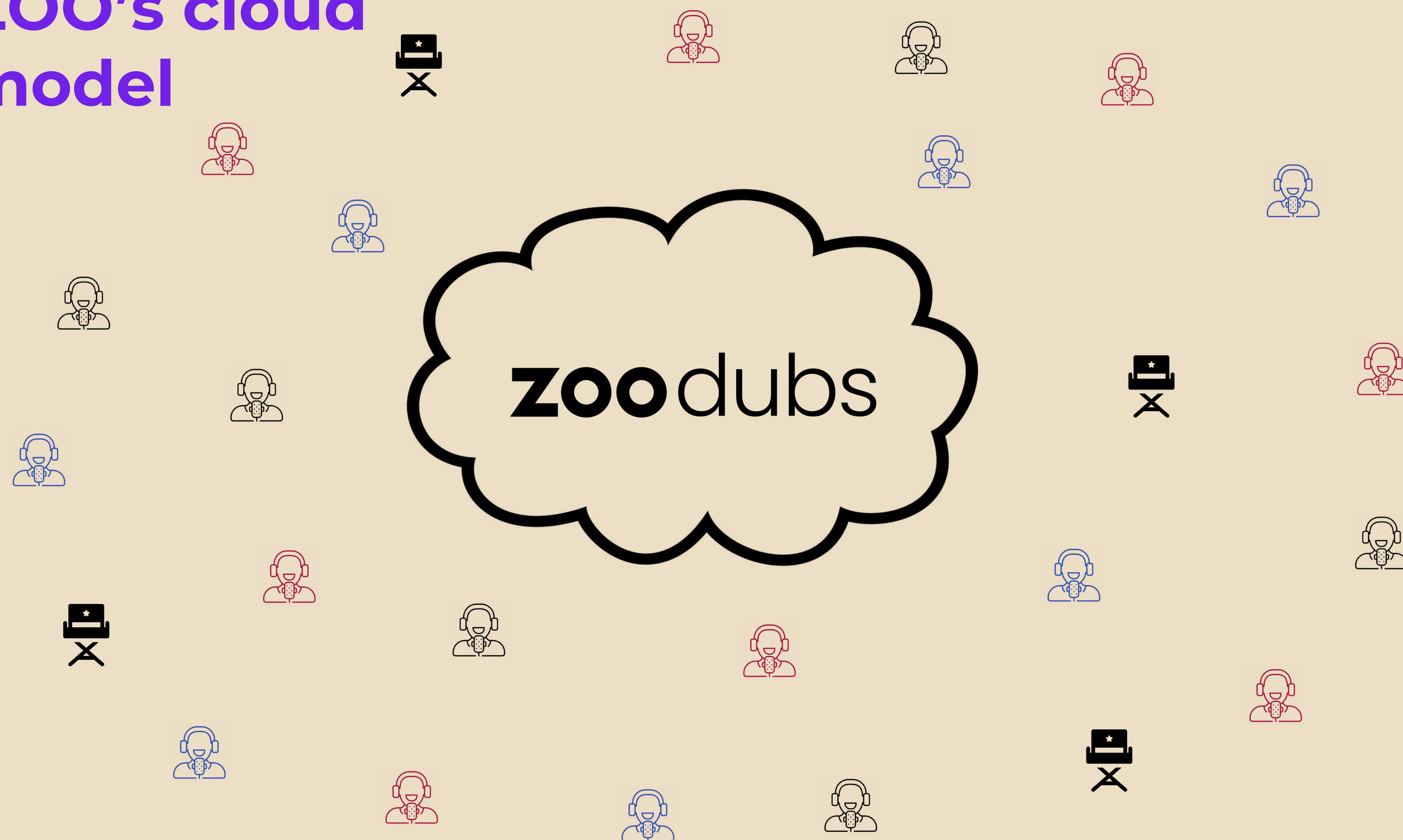
Traditional industry studio model



TRANSFORMING THE SUPPLY CHAIN

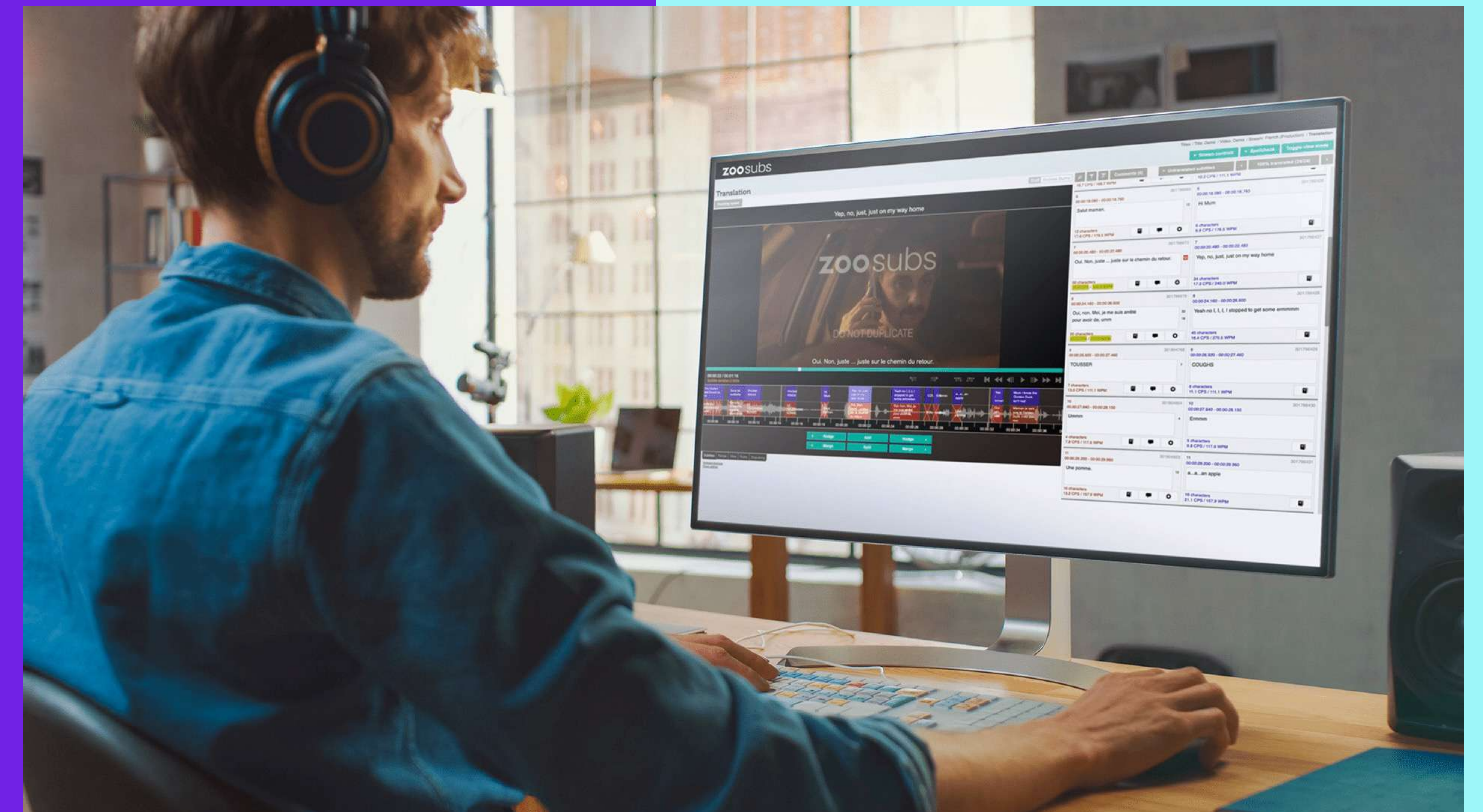
- Traditional approach to dubbing centres on physical studios
- These are capacity-constrained
- Slow and expensive to scale
- Demand is now outstripping supply
- Recent industry consolidation has reduced competition and increased opportunity

ZOO's cloud model



ZOO'S DISRUPTIVE PROPOSITION

- Cloud production and management platforms
- Enforced quality and security standards
- Connects efficiently with freelancers, studios, translation partners, etc.
- Delivers end-to-end solutions
- Enables highly effective remote working
- ZOO's ERP technology can be embedded in customer operations



zoostudio

zooscripts **zoo**subs **zoo**dubs **zoo**core
zooreview **zoo**sign **zoo**echo **zoo**vault



Hit Movies



Recommended For You

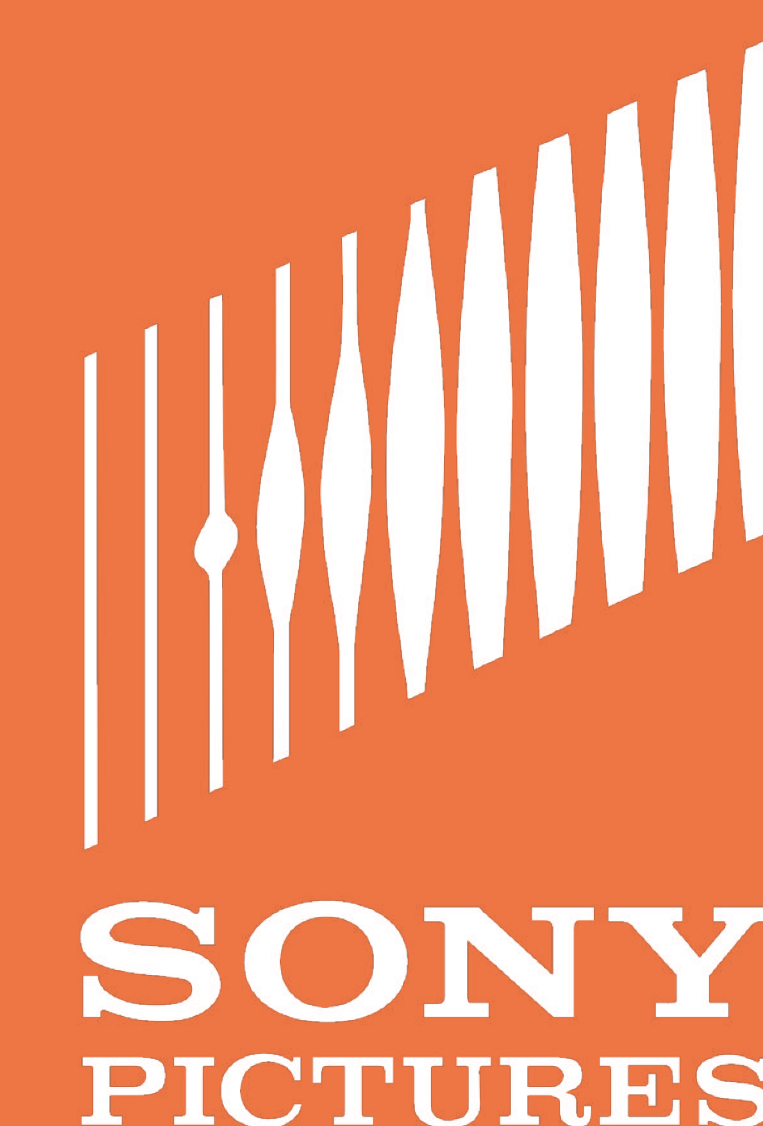


ZOO'S MARKET POSITION

Our customers are the world's biggest content creators that distribute TV shows and movies to vast multi-lingual audiences via global streaming services.



FACEBOOK



VIACOMCBS

LIONSGATE

magnolia

pluto tv

A+E
NETWORKS

HBO

ZOO'S STRATEGY

Five pillars differentiate ZOO in the market and provide competitive advantage



Innovation

Create value-adding software technology

zoodubs

zoostudio

Scalability

Operate an extensive freelance network

10,000 freelancers

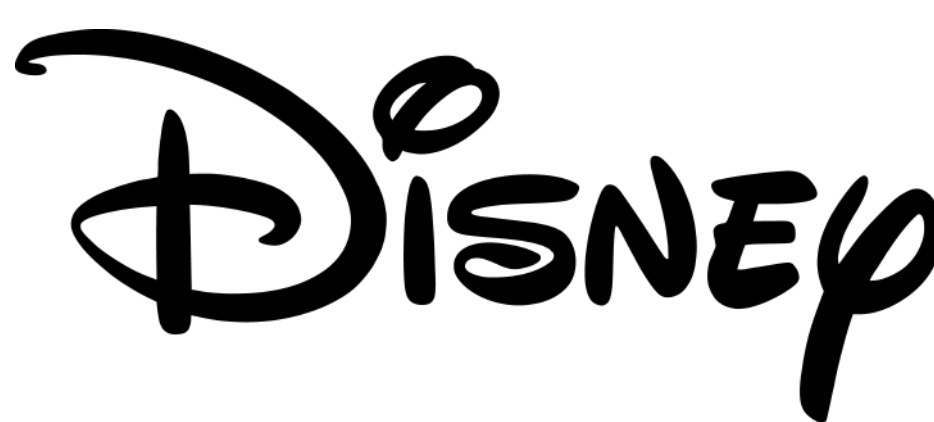
Collaboration

Work with like-minded, world-class experts in media localization, education and research



Customer

Secure preferred partner status with leading buyers



Talent

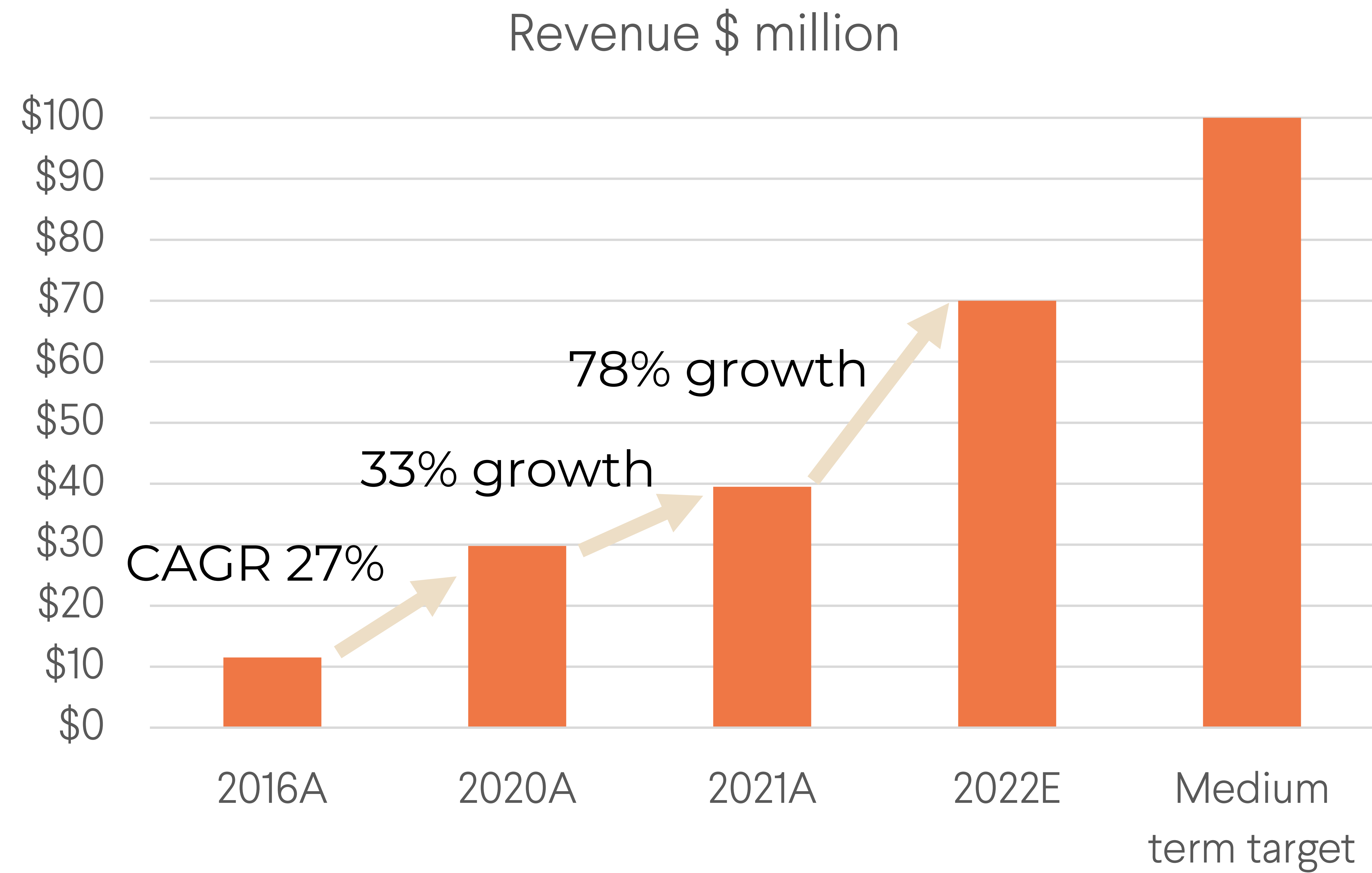
Engage with experienced and effective professionals

BUSINESS MODEL

- Services charged predominantly based on minutes of runtime
- Freelancers paid on same basis
- Framework agreements with large customers
- Rates are pre-agreed
- Projects allocated based on quality of service and capacity

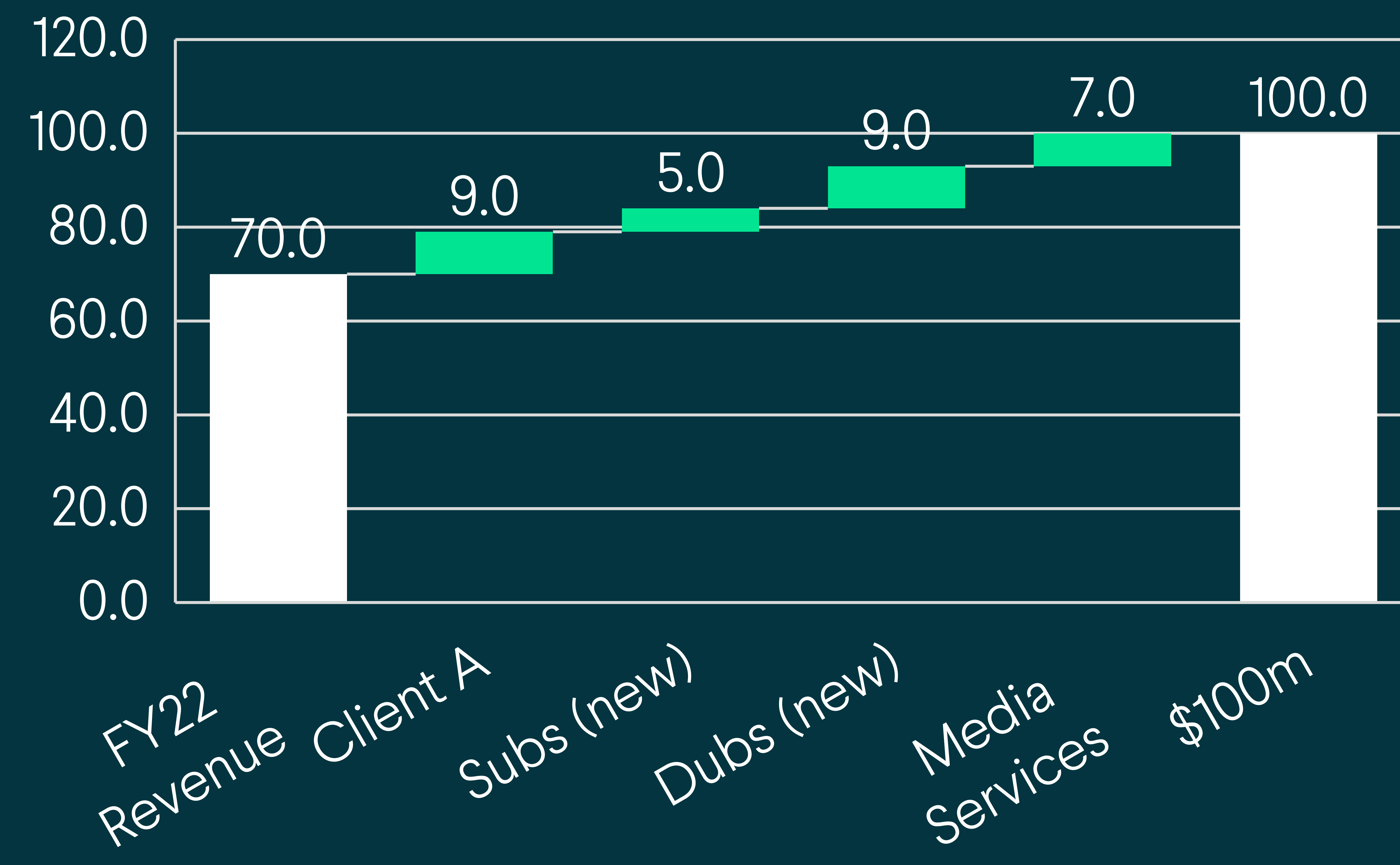
	Sales %	External COS	Internal COS	Contribution
Media Services	30%	10%	20%	70%
Subtitling	25%	39%	19%	42%
Dubbing	45%	70%	5%	25%
Other		(1%)	(5%)	(6%)
Overall GP				37%

Indicative figures for the business at scale



ZOO'S OPPORTUNITIES

- Addressable market \$1.5bn+
- Strong revenue growth
- Investing for growth
- Focus on volume content
- International expansion



ZOO'S AMBITION

To be the number one partner to the major streaming companies assisting their growth and globalisation

- Built on technology
- Scalable capacity through freelancers
- Low-cost presence in key markets
- Coverage and capability across all required languages
- Capturing demand as SVOD providers globalise

INVESTMENT SUMMARY

Strategically aligned with the world's biggest content creators and streaming services, ZOO addresses their current needs and anticipates future challenges better than anyone else in the sector. This customer-focused approach to services, solutions and technologies will continue to deliver sustainable, profitable revenue growth.

**Large, growing
global market**
**\$1.5 billion+ est.
addressable**

**Significant year-
on-year growth**
65%+ in FY22

**Continued R&D
investment**
**\$2 million+ in
FY22**

**Market-leading
position**
**Top 25 leader in
global LSP index**

**Fully supported
remote solutions**
**100% remote
during lockdowns**

**Distributed global
supply chain**
**Network of 10,000
translators, actors,
directors**

**International
partner network**
**230+ studios and
vendors**

**Engaged, growing
global workforce**
**22% growth in
H1 FY22, 81%
engagement index**

**Well funded for
growth**
**£7.4 million (\$10.3
million) placing in
FY21**



THANK YOU

