

GROWTH AND INNOVATION FORUM

SHARES
CENKOS

mirada 




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JOSÉ LUIS VÁZQUEZ

CEO Mirada

Founder and CEO – established the Company in 2000

MSc. in Advanced Telecommunications Engineering (1999) and MBA from IESE Business School (2002)

Chairman of Spanish Association of Interactive TV since 2009

COMPANY OVERVIEW

A **leading provider** of software to TV operators worldwide

20 years of experience: bespoke to product-focused

Served **over 50 clients** in Pay TV

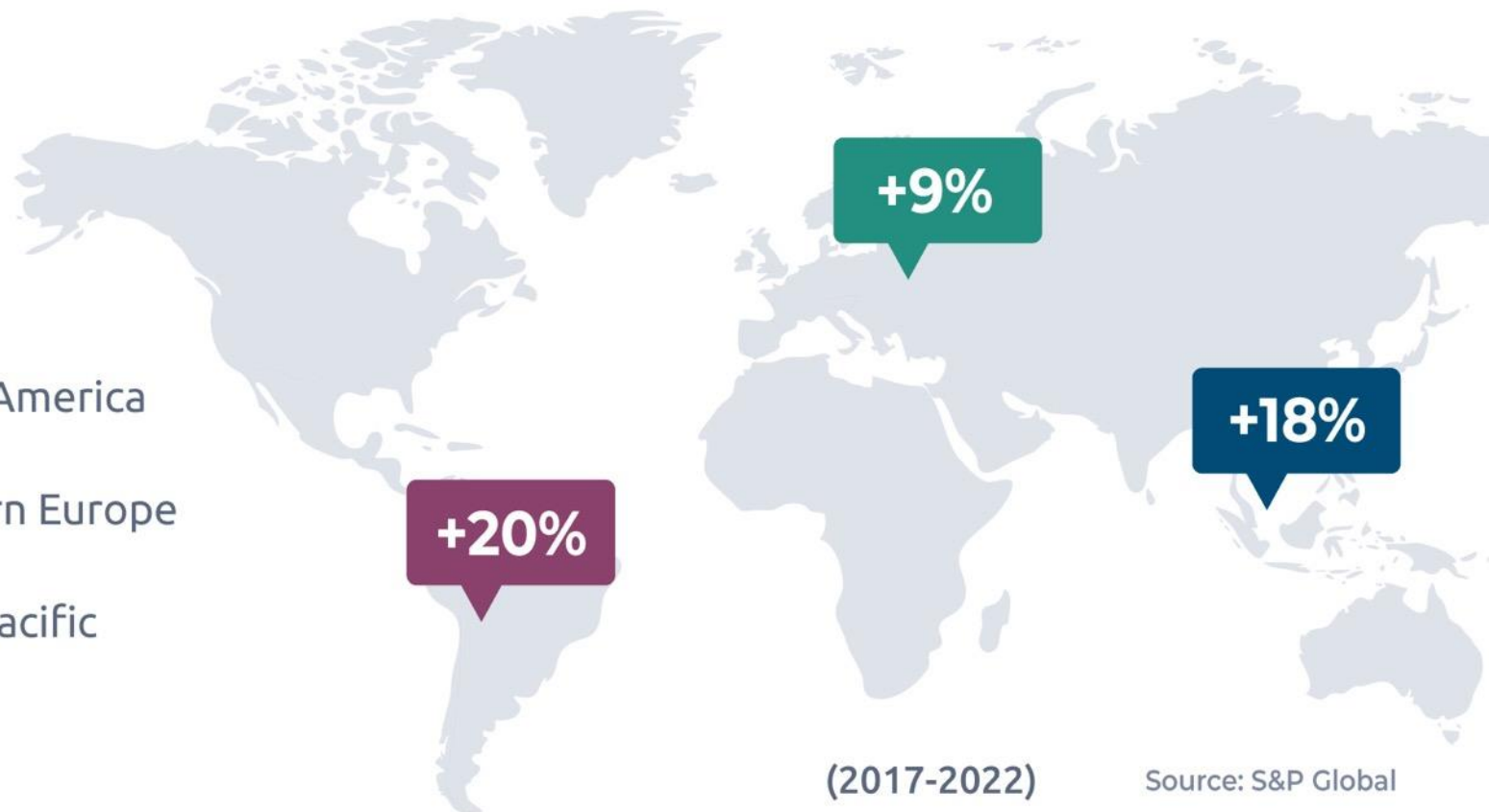


WHY INVEST

OUR MARKET

OUR MARKET

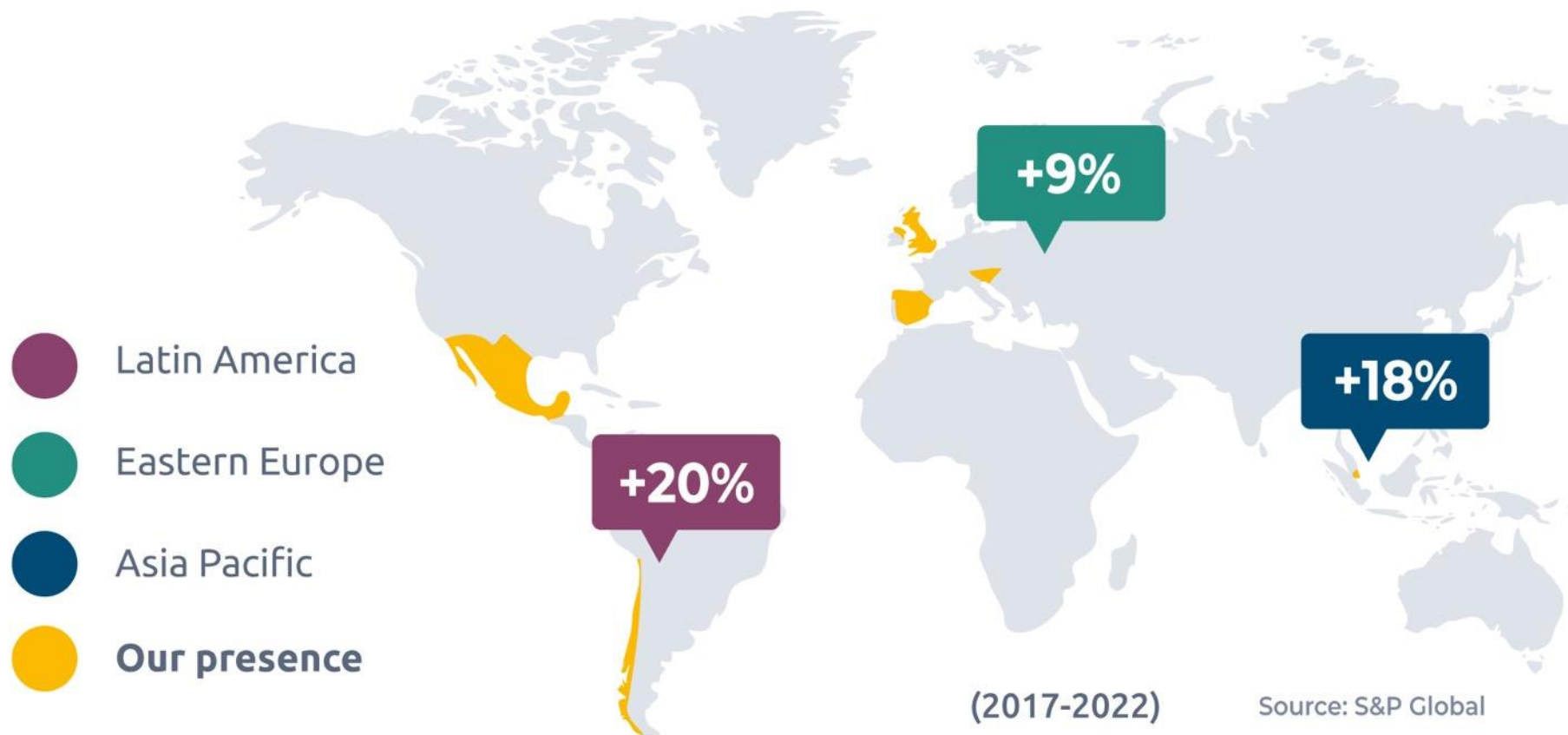
- Latin America
- Eastern Europe
- Asia Pacific



(2017-2022)

Source: S&P Global

OUR PRESENCE



WHY INVEST

OUR PRODUCTS

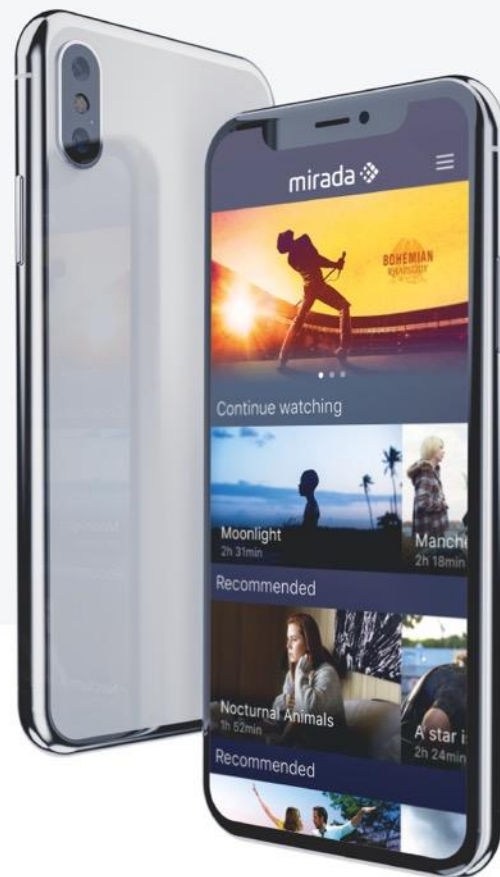
Empowers operators
with the ultimate viewing
experience on all devices.

IRIS INSPIRE



Provides content
seamlessly to subscribers
anytime, anywhere.

OTT PLATFORM



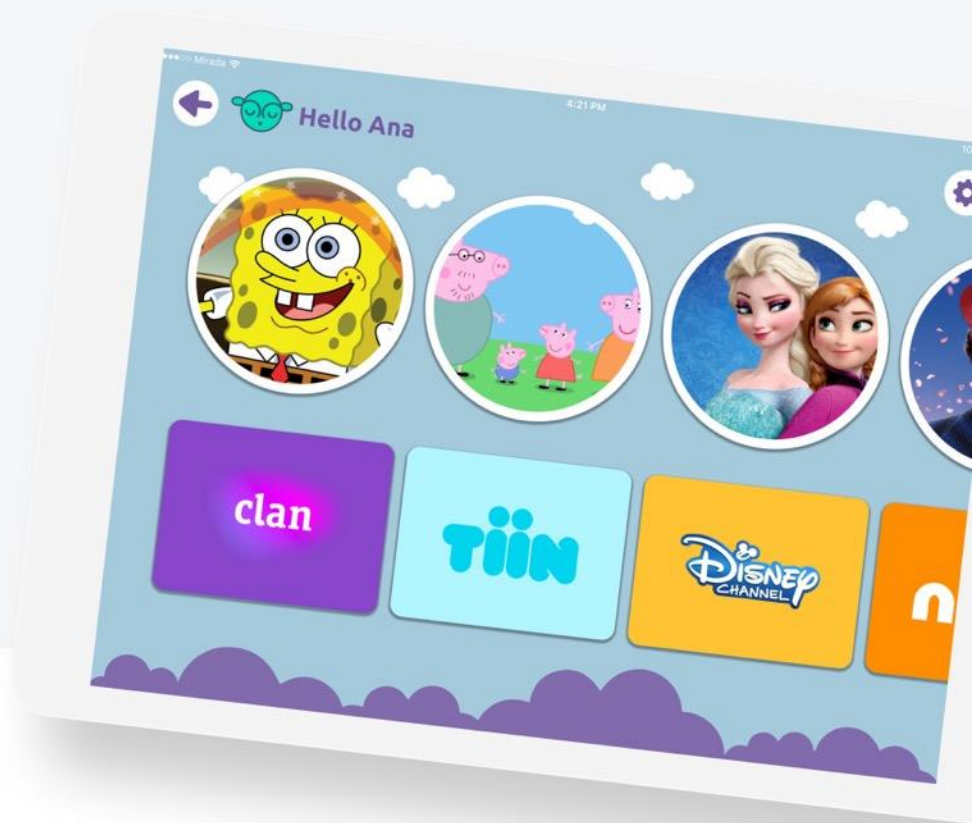
Our powerful data
intelligence platform
for operator insights.

LOGIQ



A whole world for
young viewers to enjoy
their favourite content.

MIRADA KIDS

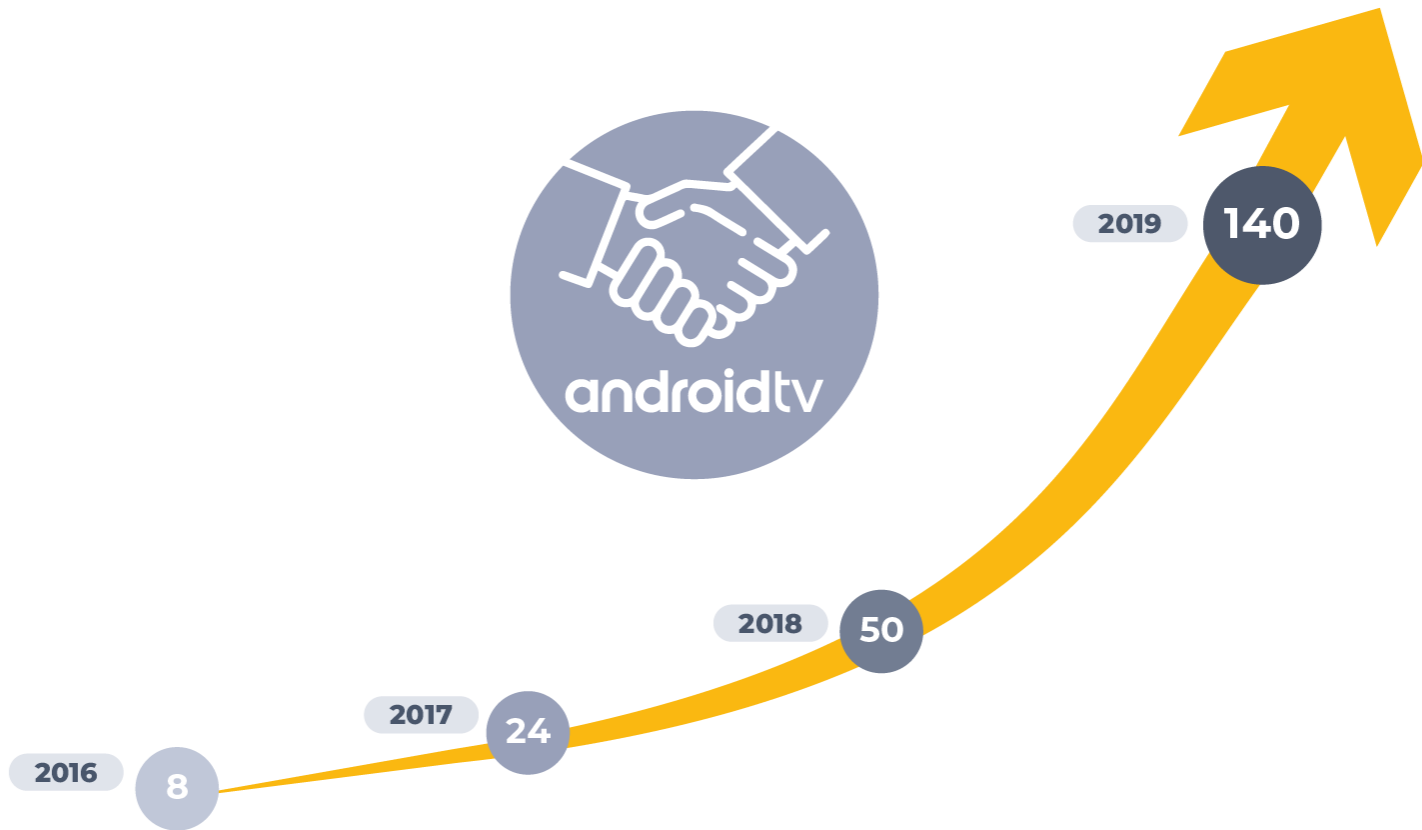


NEW!

Replicate the
entire Iris experience
for Android TV.

IRIS FOR ANDROID TV





Growth of Android TV operator partners

Source: Google, 2019

WHY INVEST

OUR EXPERIENCE

OUR CLIENTS



cablecom



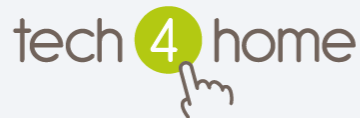
Jazztel



REFERENCES



“The most beautiful,
smooth and user-friendly
TV interface I have
ever interacted with”



Carlos Soares
Project Manager

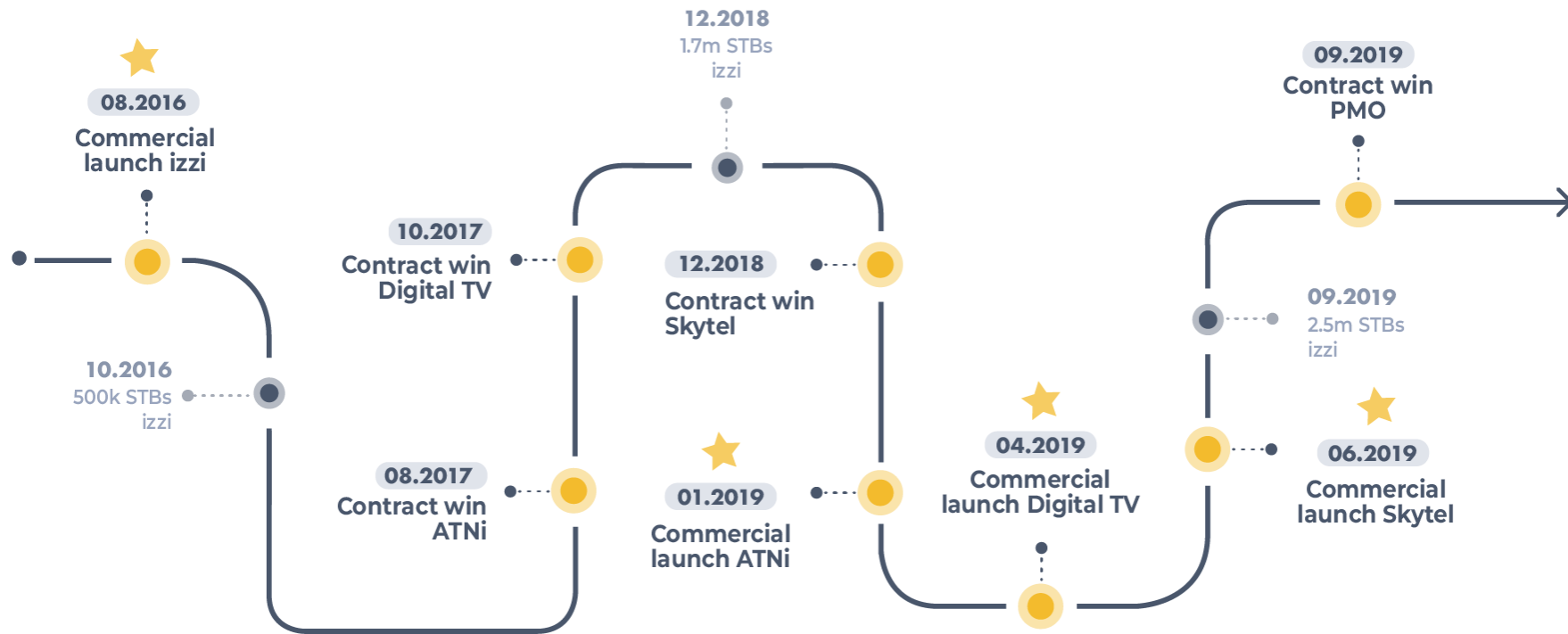


“The technology
that powers izzi’s
multiscreen platform
is the most advanced
in the entire region”



Guillermo Salcedo
Director of Marketing

RECENT JOURNEY



WHY INVEST

OUR BUSINESS MODEL



Mirada designs & develops
multiscreen solution



TV Operator chooses
CAPEX model

- ✓ Higher set-up fees
- ✓ One-off subscriber licence fees



TV Operator chooses
OPEX model

- ✓ Lower set-up fees
- ✓ Recurring monthly subscriber fees



Mirada manages deployment
support and maintenance



TV Operator requests
additional features

WHY INVEST

OUR SALES ACTIVITIES

Google

NETFLIX

indra





NABSHOW
Where Content Comes to Life



BroadcastAsia

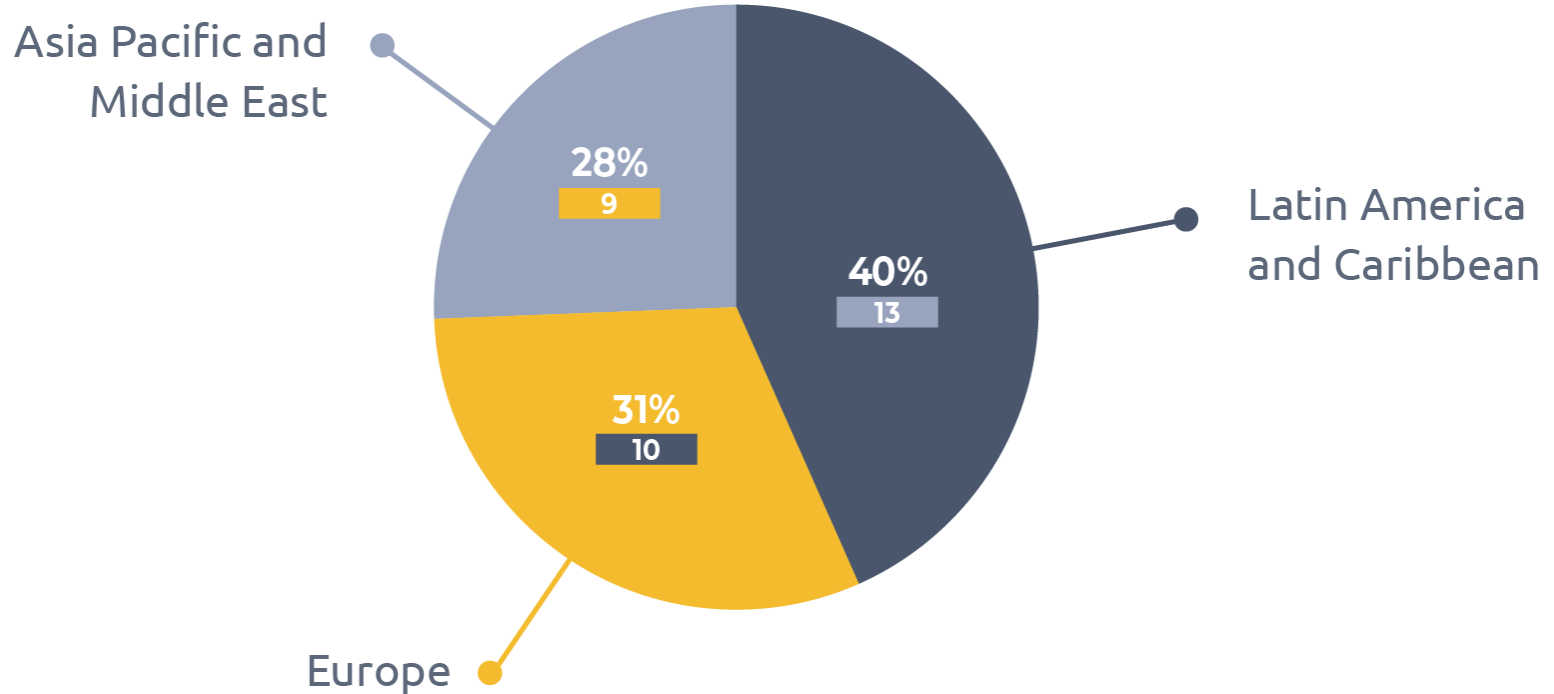


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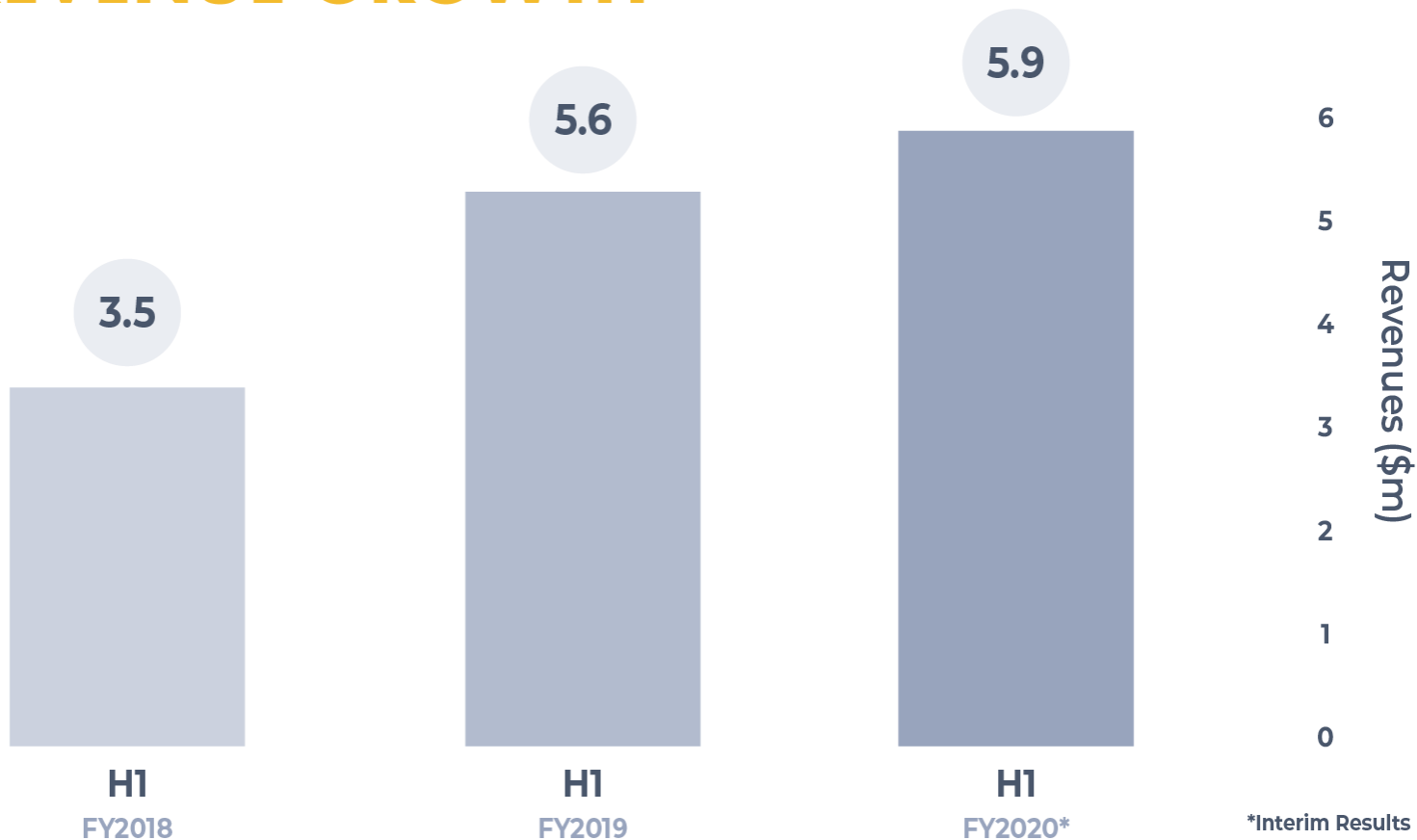
CABSAT

OUR CURRENT OPPORTUNITIES



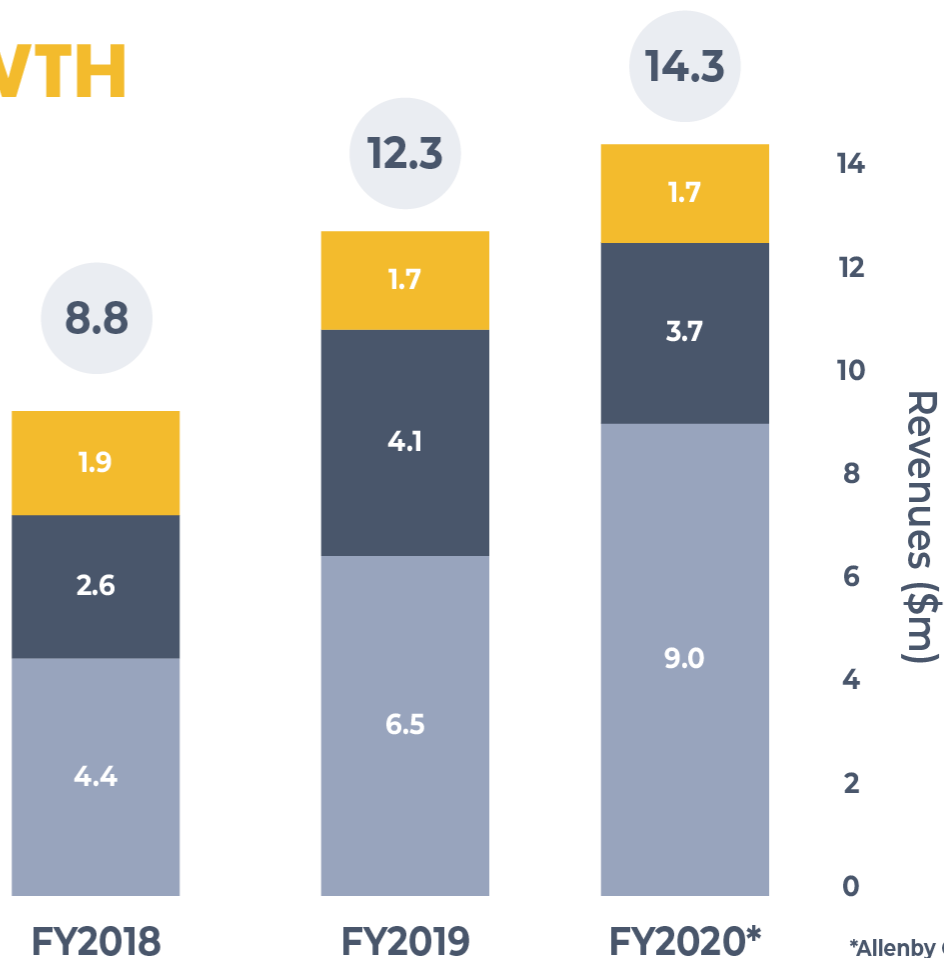
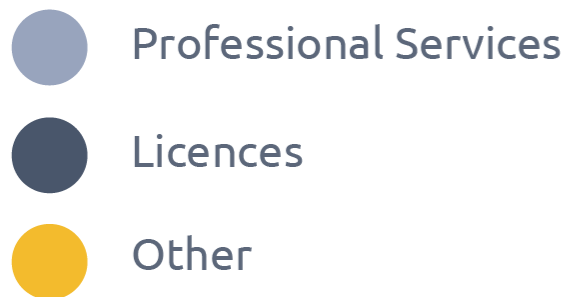
FINANCIAL GROWTH

H1 REVENUE GROWTH



*Interim Results announced
on 18 November 2019

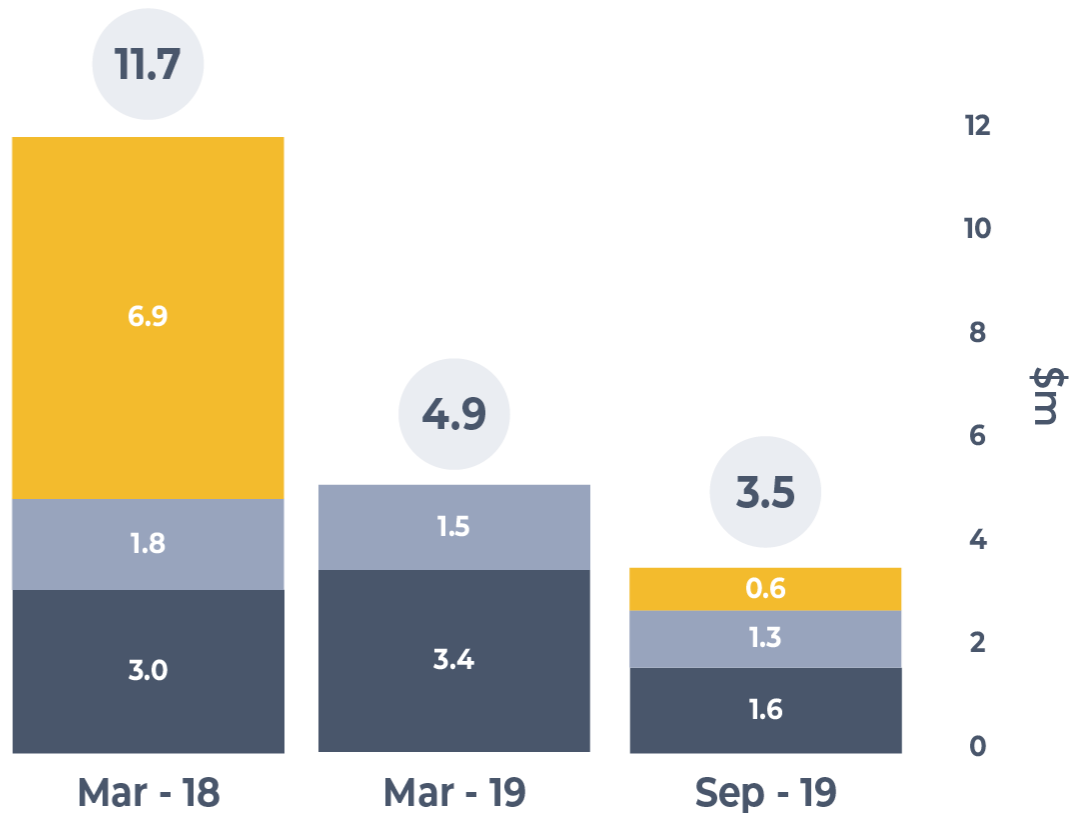
FY REVENUE GROWTH



*Allenby Capital Ltd
Research Note

NET DEBT EVOLUTION

- Banking Debt
- Government Debt
- Related Parties Debt



ADJUSTED EBITDA

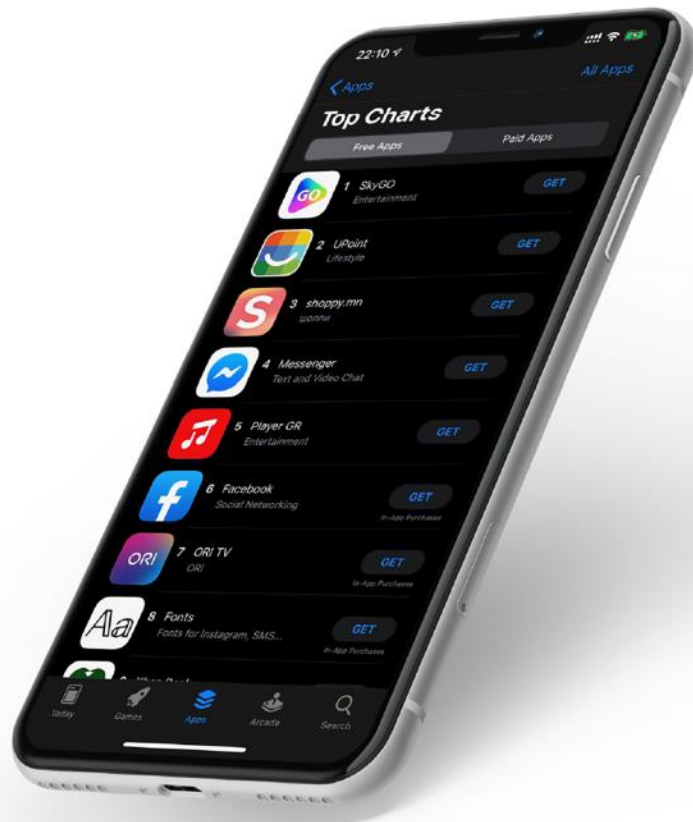


*Includes \$1.70m one-off net gain
on the sale of Mirada Connect



#1 APP IN MONGOLIA

iOS and Android



Source: AppFollow.io

SUMMARY



Growth
company in a
growth market

Proven
technology with
effective sales

Large clients
and references
in the market

THANK YOU

