

MONDO TV
THE DREAM FACTORY

EQUITY STORY



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MONDO TV GROUP, much more than a production company

50+ years
in the industry

Global
distribution

A more than
780 hours
library

4 companies
listed



Based in Rome, Mondo TV is one of the largest European producers, both in-house and as a production partner, and distributors of animated contents.

CONTENTS



GLOBAL SCENARIO: A DYNAMIC AND FAST-CHANGING INDUSTRY

BUSINESS MODEL AND KEY FIGURES

STRATEGIC PROJECTIONS 2021-2023

New trends, new opportunities and new business models

Audiovisual industry is diving into a challenging environment, between digital transformation, new business models and shifting patterns of consumption

Change drivers:



Significant growth in **VOD market**: internet based consumer spending.



Greater growth of gaming segment (**videogames and e-sports**).



Take-off of **5G**: more speed, more data capacity and less latency.



Growing use and reliance on new technologies in **Artificial Intelligence**.



New **agreements and alliances**: concentration of consumption around leading global players.

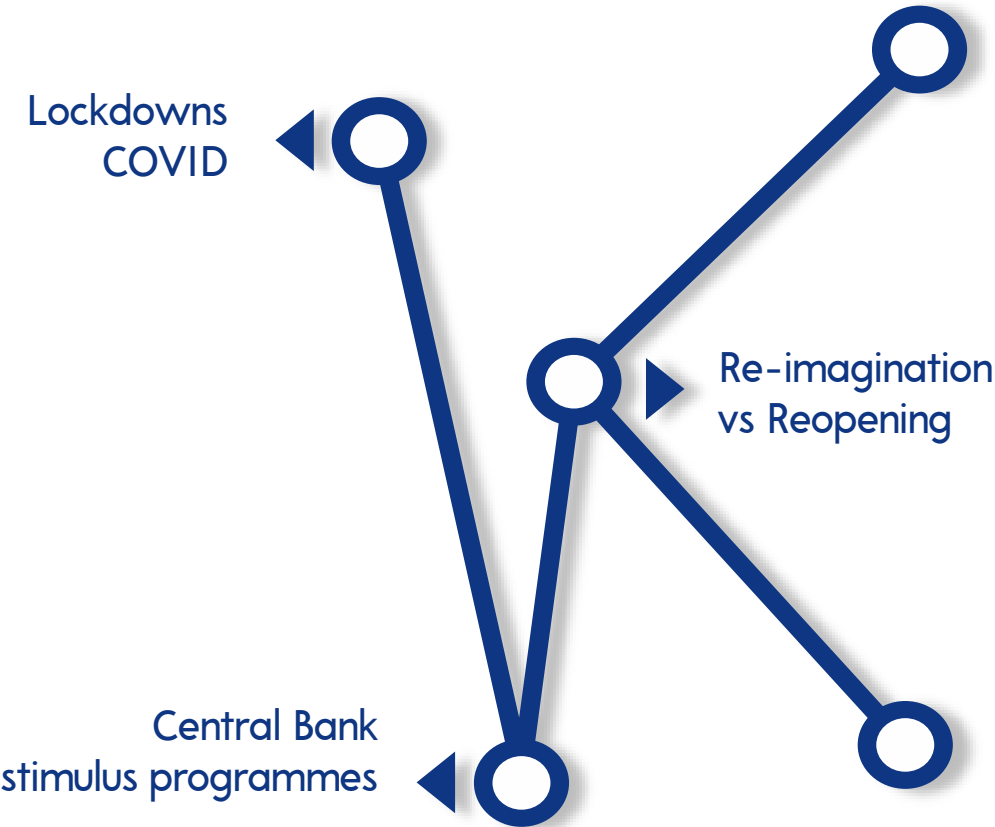
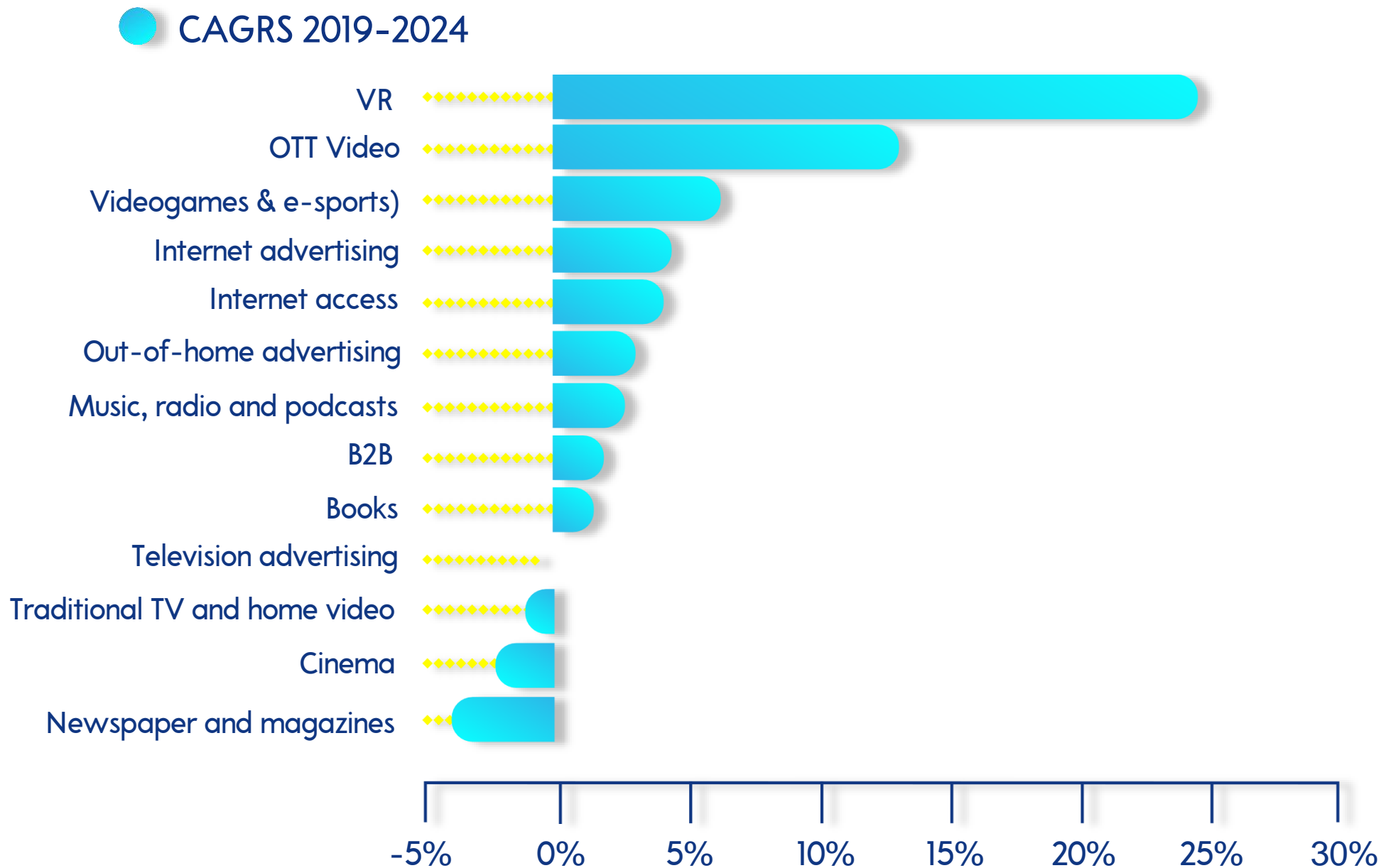
An industry of over €2 billion, growing by 6% per annum up to 2024



Source: PwC Global Entertainment & Media Outlook 2020-2024, Omdia, World Bank, IMF.

Power shifts in E&M industry and the ‘K’ -shaped recovery

Global compound annual growth rate by segment



Source: JP Morgan

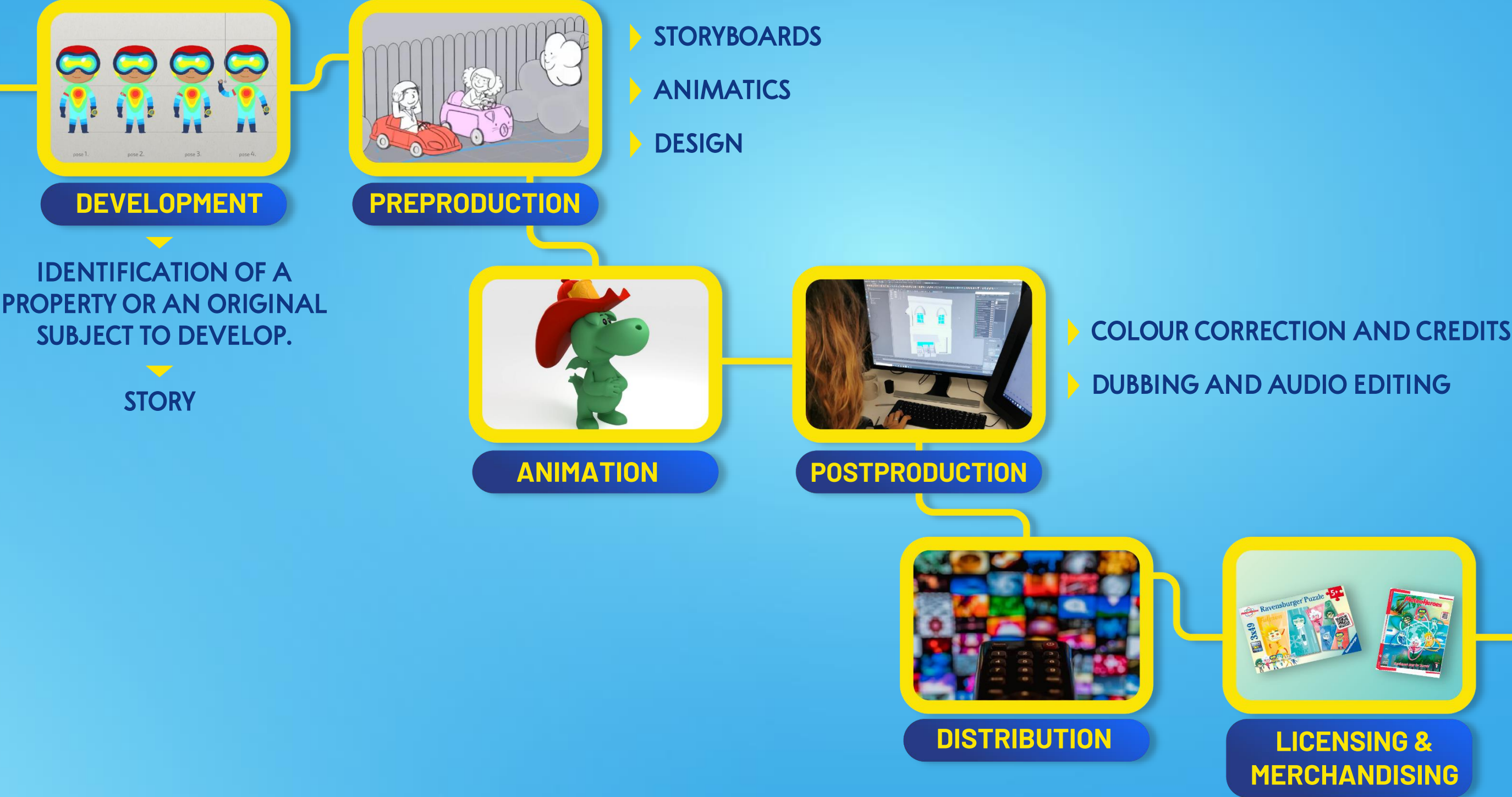
CONTENTS

GLOBAL SCENARIO: A DYNAMIC AND FAST-CHANGING INDUSTRY

 **BUSINESS MODEL AND KEY FIGURES**

STRATEGIC PROJECTIONS 2021-2023

Present in the whole value chain



Sound understanding of consumer preferences

AUDIENCE SEGMENTATION

0-3 years PRESCHOOL

Explore earliest sensations: colours, shapes, music, etc.

- ADVENTURES IN DUCKPORT
- EDDIE IS A YETI (3D)
- PLAYTIME BUDDIES



4-6 years UPPERPRESCHOOL

Educational values: family, friendship, love, nature, etc.

- METEOHEROES
- NINA & OLGA
- GRISÛ
- ROBOT TRAINS (3D)
- SISSI THE YOUNG EMPRESS (3D)
- THE WEE LITTLES



7-10 years KIDS

Adventures, action, fiction, etc..

- AGENT 203 (3D)
- MONSTER LOVING MANIACS
- BAT PAT 2
- INVENTION STORY (3D)
- DISCO DRAGON
- ANNIE & CAROLA



10+ years 'PRETEENS AND TEENS

High school, romance, group relationships, etc.

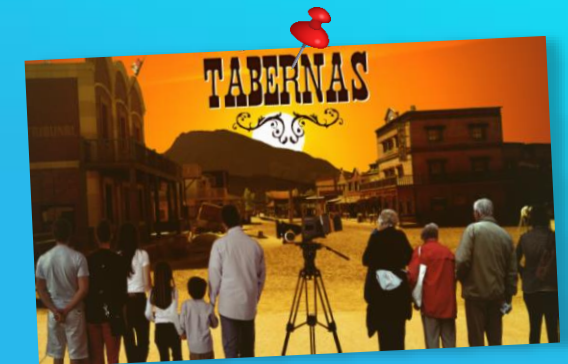
- HEIDI, BIENVENIDA A CASA
- HEIDI, BIENVENIDA AL SHOW



YOUNG ADULTS & ADULTS

Drama, dramedy and dystopic tv series.

- TABERNAS (project)
- 2050 (project)



MeteoHeroes: a great international success

A UNIQUE TV SERIES WITH A GREEN DNA!

The only animated tv series in the world 100% dedicated to climate and environmental issues

- ▶ Sold into over 140 countries / 18 languages.
- ▶ Strong presence in public and private channels (CLAN, Cartoonito, Canal+, M2, Minika, etc.).
- ▶ Great performances in tv ratings.
- ▶ Launch of two TV movies and ongoing production of the season 2.



Agreement for development, promotion and distribution of the official videogame (Launch in winter 2021)



Sony
Interactive
Entertainment

GAMMERA
NEST



Launch of multi-platform contents for multiples supports (website, app, podcast, social media, videogame, etc.).

Strong L&M programme.

Production and monetisation cycle

Phase 1.
**RESEARCH, DEVELOPMENT
AND PRE-PRODUCTION**

Phase 2.
**EXECUTIVE PRODUCTION
AND ANIMATION**

Phase 3.
POST-PRODUCTION

Phase 4.
DISTRIBUTION

Phase 5.
**LICENSING &
MERCHANDISING**

COMPLETE PRODUCTION CYCLE: 18 to 24 months

12 to 18 months.

**From production
month 6 to month 18.**

**From production
month 22 to 24.**

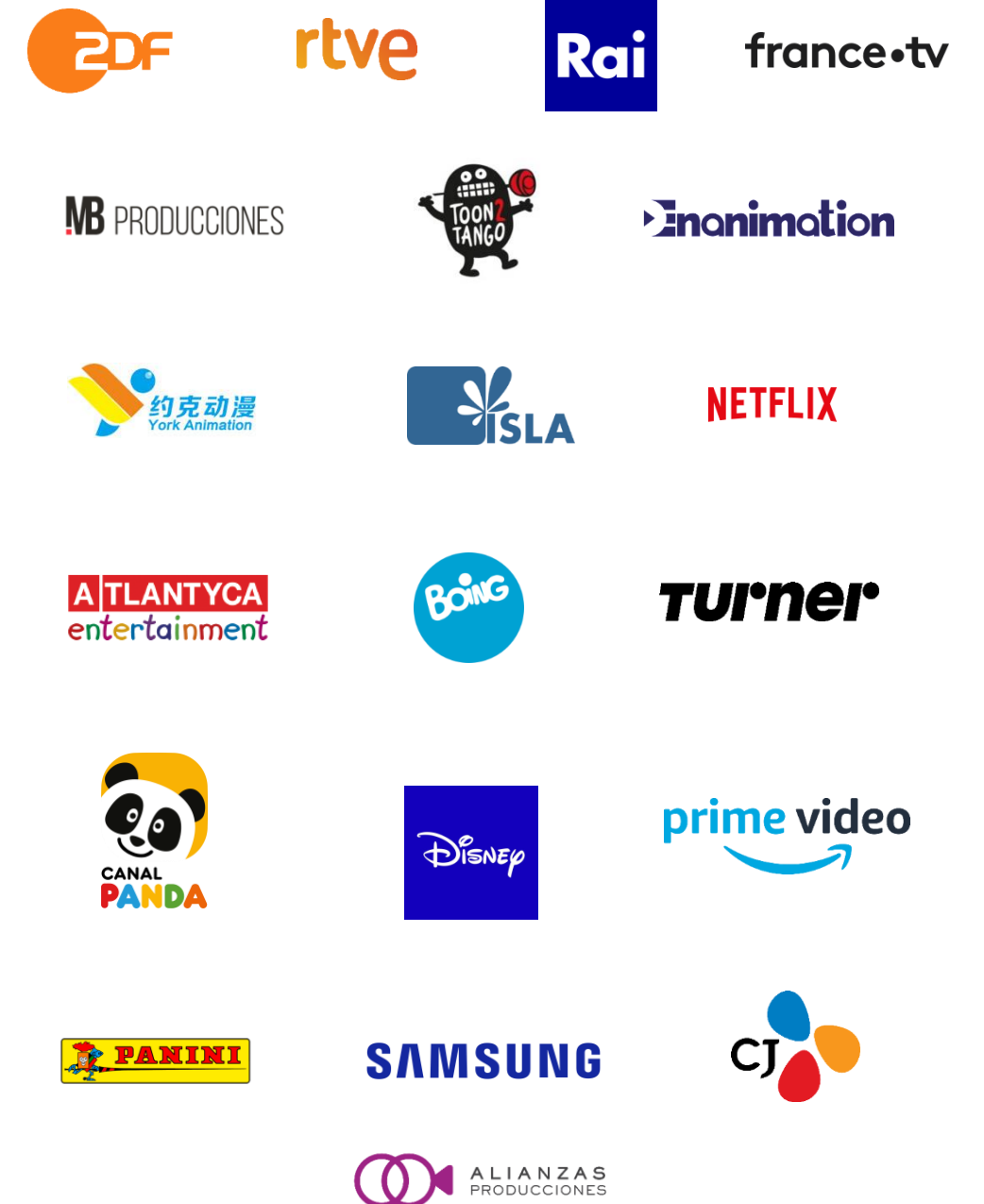
**Pre-sales and sales to
public and private
international
broadcasters and OTT
platforms.**

**Exploitation of
L&M rights.**

The value that our partner network gives us

MONDO TV
THE DREAM FACTORY

- Knowledge
- Mitigation of financing risks
- Resources and infrastructure
- Opening of markets
- Business diversification
- New product and services lines
- Intellectual Property Rights

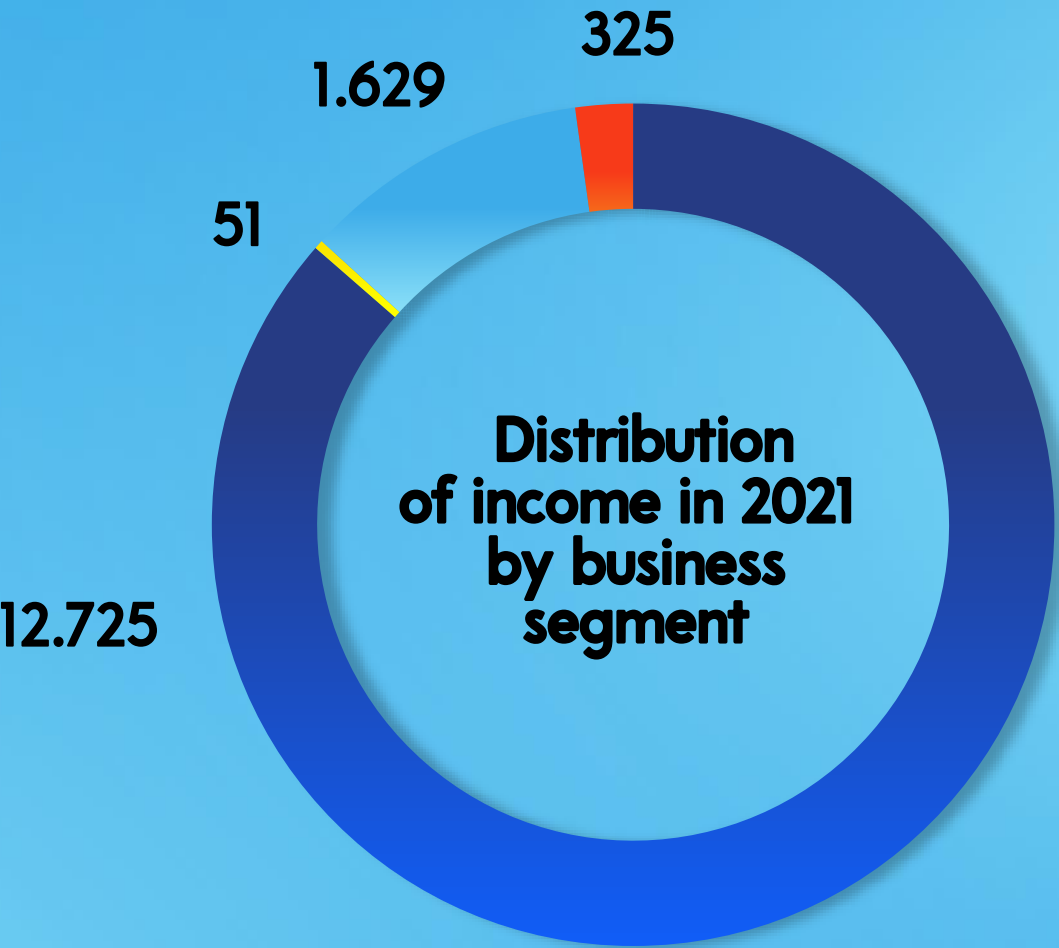


Growing diversification of international client portfolio and geographical markets

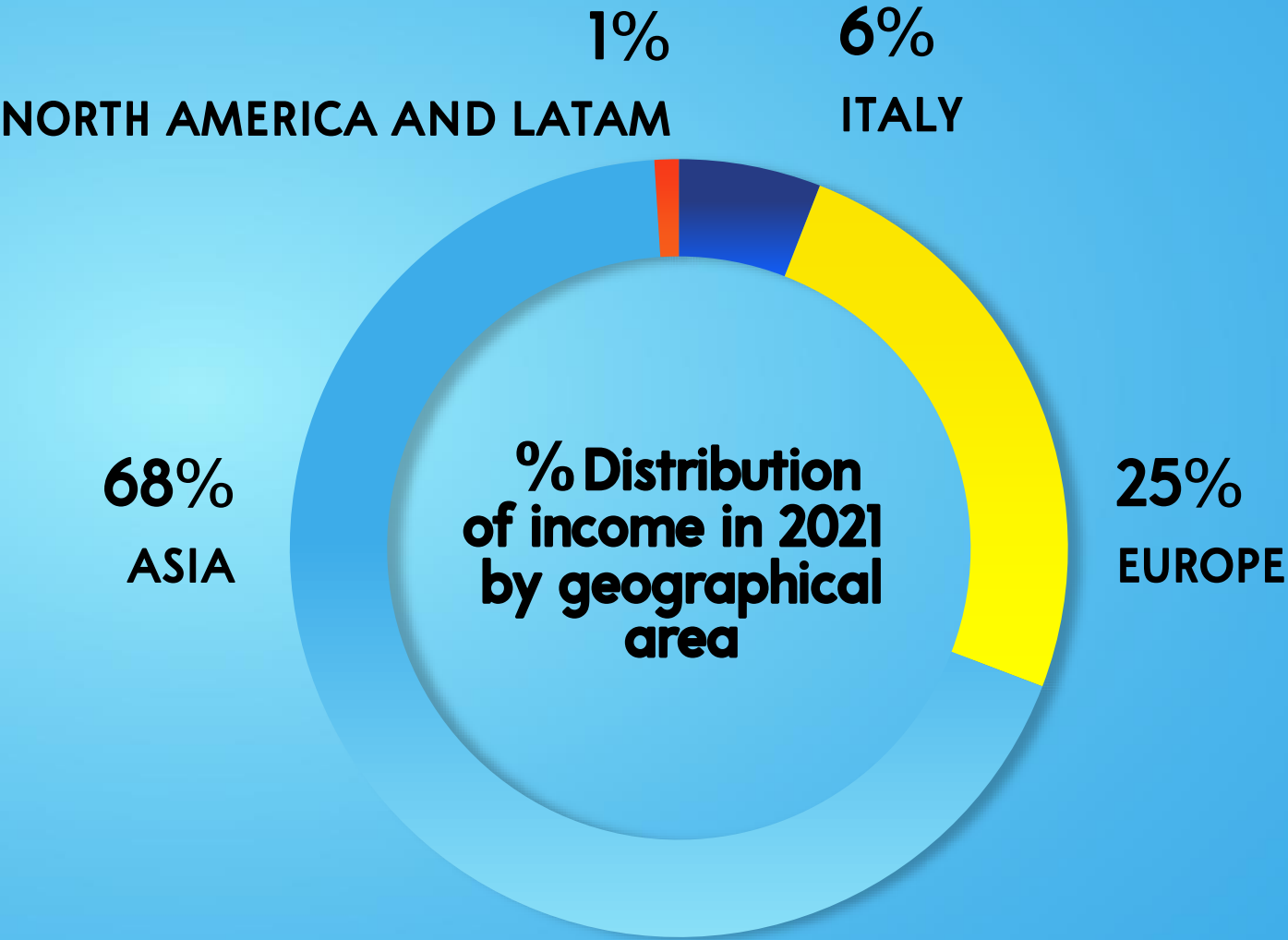
- ▶ Significant **capacity** for client **attraction** and reach (traditional TV and OTT) for our territories.
- ▶ Close relationship with our clients helps us **identify** their **needs**.
- ▶ Direct relationship with **RAI, RTVE** and **public TV channels** all over Europe and ROW.
- ▶ Our positioning in Italy, Spain and France gives us **close contact** with Italian, Spanish and French producers to generate business for our animation service unit in the Canary Islands.
- ▶ **Europe oriented**: production of 100% European contents and new agreements with European players (sales and coproductions deals).

Key figures: growth and diversification

(THOUSAND €)



- TV rights sales
- L&M rights sales
- Production services
- Other incomes

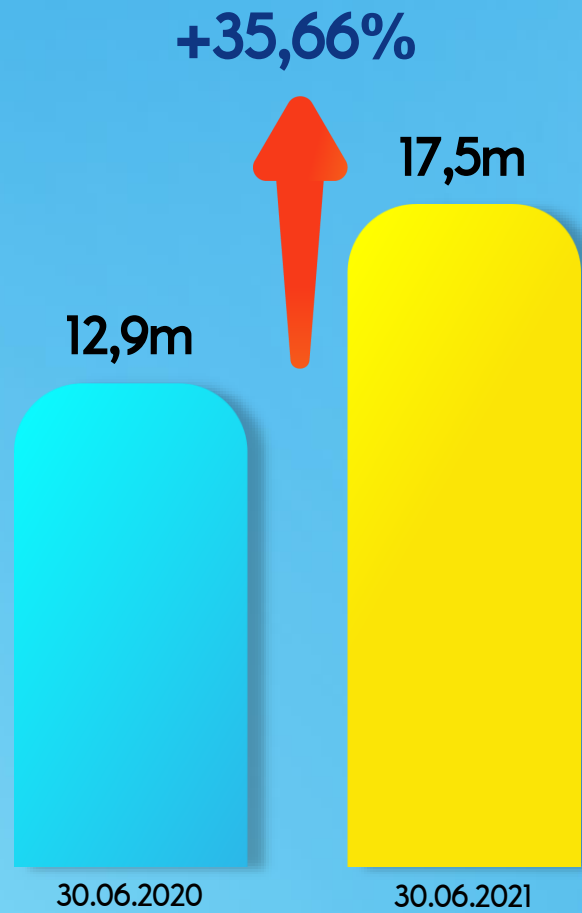


Shifting trends from Asia to Europe

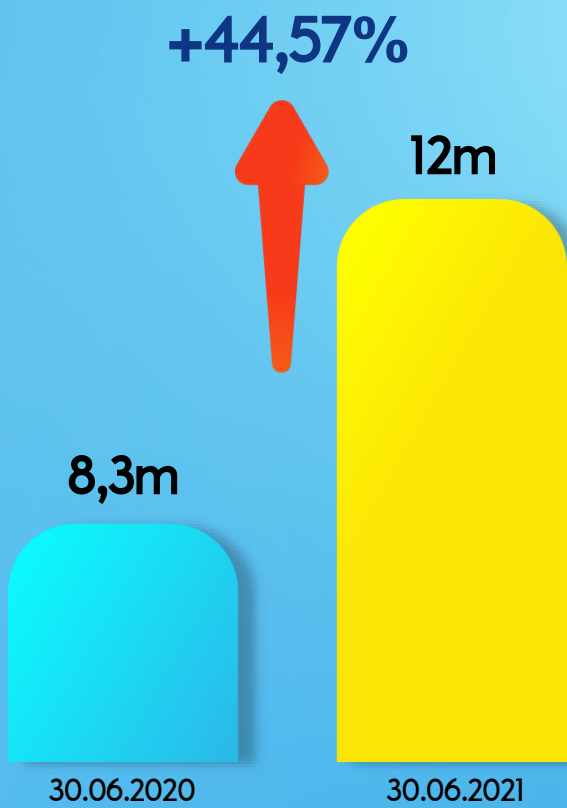
Main business value growth

(MILLION EUR)

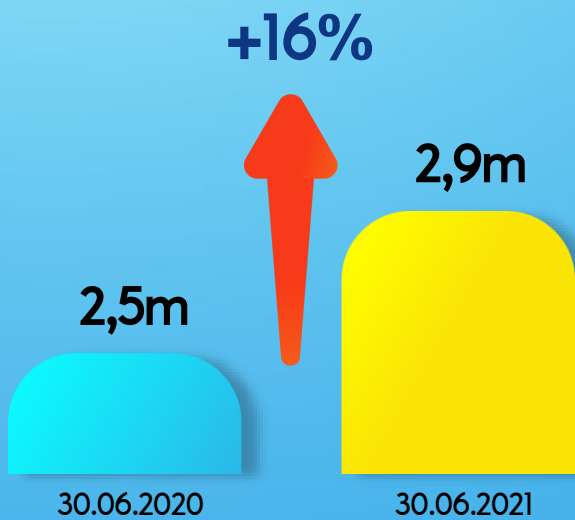
2020
2021



REVENUE*

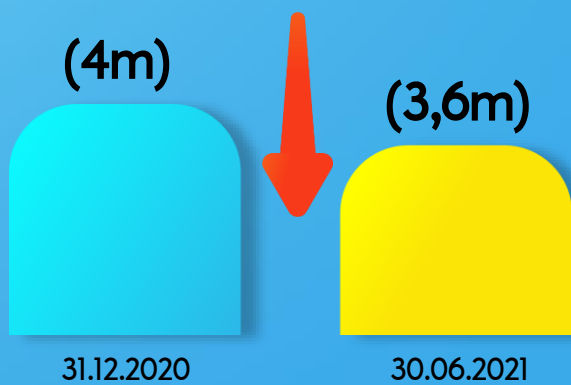


EBITDA*



NET PROFIT*

Our low net financial position is among the best in the industry compared to our competitors.



NFP*

*Consolidated results

Mondo TV Group synergies

1 Distribution of our own catalogue and third parties properties in the worldwide market.

2 Strong presence in EMEA, Australasia, LATAM and USA thanks to the International Sales departments based in Italy and Spain.

3 Entry into the development of fiction series and video games.



Services for 2D preproduction and 3D animation offered by Mondo TV Studios (based in Santa Cruz de Tenerife).

Postproduction services of Mondo TV Group (Rome Studio).

Licensing and merchandising through Consumer Product Department of Mondo TV Group (Milan and Lugano departments).


CONTENTS

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BUSINESS MODEL AND KEY FIGURES

 **STRATEGIC PROJECTIONS 2021–2023**

Strategic projections 2021-2023

- 
- Opportunity: **Spain, Audiovisual Hub of Europe.**
 - Increase in volume of **IPs.**
 - Coproduction of **fiction series.**
 - Entry into **videogames.**
 - Increase in **own and third-party content catalogue** (distribution).
 - Promote distribution growth on **OTT platforms.**
 - Opportunity to enter the **Northern European** market by exploiting alliance with Toon2Tango.

Opportunity: 'Spain Audiovisual Hub of Europe' Plan

Companies that decide to invest in the audiovisual sector in Spain can take advantages of a new, highly competitive and favourable framework for production activities in the national territory.

OBJECTIVES:

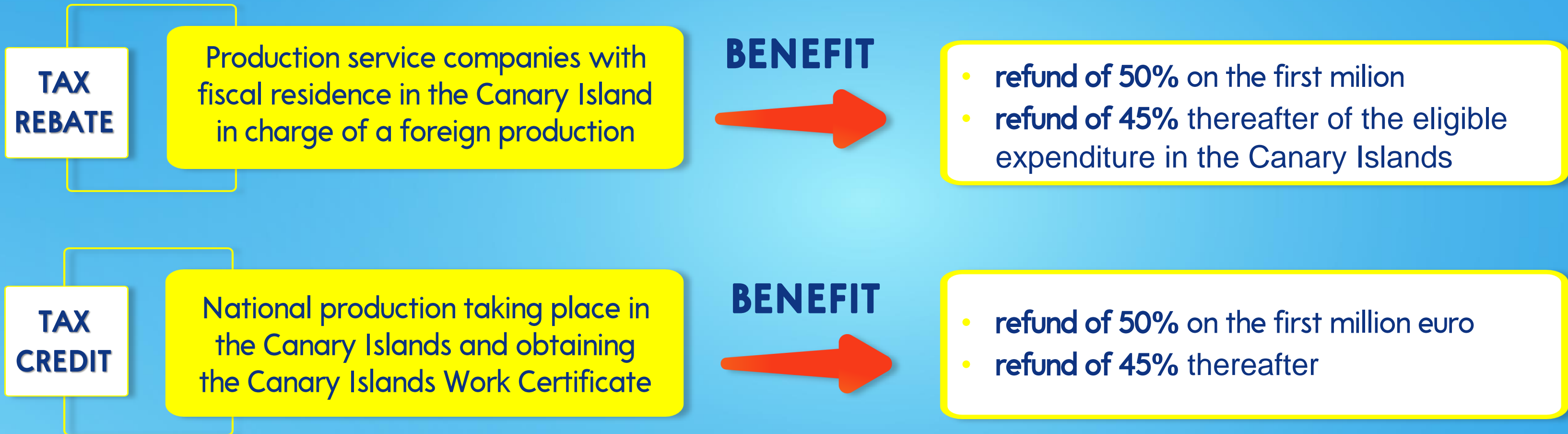
- ▶ New competitive framework of **tax incentives** (2020) for audiovisual production within Spain.
- ▶ European leadership in **digital infrastructure** (optical fibre networks and 5G rollout), 'Digital Spain 2025' programme.
- ▶ International flagship for **intellectual property** protection regulations.
- ▶ Spain as a platform to attract **investment** and **talent** in the global audiovisual industry and export **domestic audiovisual productions**.



**PUBLIC SUPPORT
FOR
NATIONAL
AUDIOVISUAL
INDUSTRY:
1,603 M€
(2021-2025).**

**AIM:
35% GROWTH IN
NATIONAL
AUDIOVISUAL
PRODUCTION BY
2025**

Tax incentives benefits



- **Corporate tax at 4%**
- **Extra cash flow generation and Group's tax expense reduction**

Investment proposal: why choose Mondo TV?

- ▶ A **competitive and innovative production hub**: pre-production, visual development and 3D CGI animation.
- ▶ Thorough **understanding** of the **children's animation market**.
- ▶ **Emerging value** to share in **expected growth**.
- ▶ **Strategic alliances**: partnerships based on quality, creativity and innovation.
- ▶ Commitment to growth in **intellectual property** through greater activity in coproductions.
- ▶ **Synergies between Mondo TV's subsidiaries** in the different parts of the value chain.
- ▶ **New** business lines with additional growth (fiction series and videogames).
- ▶ **Strategic positioning** in geographical markets for distribution.

THANK YOU!

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