

**OTRA INFORMACIÓN RELEVANTE
AGILE CONTENT, S.A.**

Bilbao, 21 de noviembre de 2023

Muy señores nuestros,

En virtud de lo previsto en el artículo 17 del Reglamento (UE) nº 596/2014 sobre abuso de mercado y en el artículo 227 de la Ley 6/2023, de 17 de marzo, de los Mercados de Valores y de los Servicios de Inversión, así como en la Circular 3/2020 del segmento BME Growth de BME MTF Equity (en adelante “BME Growth”), ponemos en su conocimiento la siguiente información relativa a AGILE CONTENT S.A. (en adelante “Agile Content” o “la Sociedad”):

Presentación ante inversores en el Foro Latibex 2023

AGILE CONTENT asistirá al “Foro Latibex 2023” (evento organizado por Bolsas y Mercados Españoles). Se adjunta a continuación la presentación que se usará en las reuniones que se llevarán a cabo con inversores durante el día 22 de noviembre de 2023.

De conformidad con lo dispuesto en la Circular 3/2020 de BME Growth, se hace constar que la información comunicada por la presente ha sido elaborada bajo la exclusiva responsabilidad de la Sociedad y sus administradores.

Atentamente,

Boosting a New Approach to the Video Streaming Industry

Equity Story

November 2023



- 01 Who we are
- 02 Market drivers and our opportunities
- 03 What we bring
- 04 Looking ahead for the next years
- 05 Why invest in Agile Content



Legal Notice

The information in this results presentation has been prepared by Agile Content and includes financial information taken from the interim financial statements of Agile Content, S.A. and its affiliates for the period ended as of 30 June 2023, audited by EY (Ernst & Young), along with forecasting statements.

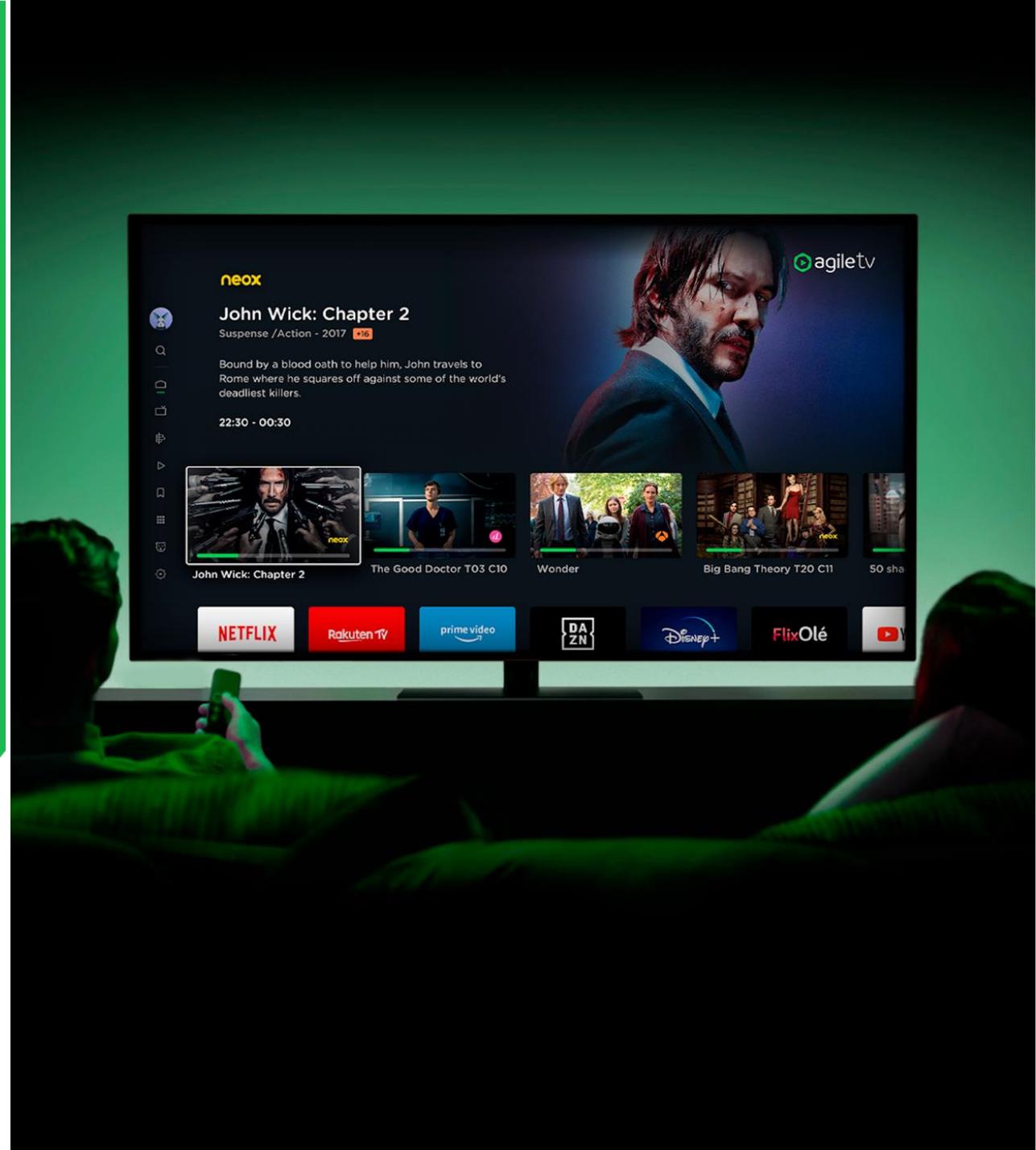
The information and forecasting statements on Agile Content are not historical facts, as they are based on numerous assumptions and are subject to risks and uncertainties, many of which are difficult to anticipate and are, in general, beyond the control of Agile Content. Shareholders and investors are thus warned risks could cause the real results and development to differ significantly from those expressed, implicit or foreseen in the information and forecasts.

Except for the aforementioned financial information, the information and any of the opinions and statements contained in this document have not been verified by independent third parties. Therefore, no guarantee is given either implicitly or explicitly regarding the impartiality, accuracy, breadth and correctness of the information or of the opinions and statements made herein.

This document does not constitute an offer or an invitation to acquire or take up shares, in accordance with the provisions of Royal Legislative Decree 6/2023, of 17th March, which approves the revised text of the Securities Market and its implementing regulations. Furthermore, this document does not constitute an offer to buy, sell or exchange, or a request for an offer to buy, sell or exchange, any securities, or a request for any vote or approval in any other jurisdiction.

1. Who we are

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Who we are in numbers

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Agile Content enable the provision of TV & OTT Applications by offering technology and end to end Management

- ✓ **300** Professionals in **20** locations
- ✓ **170** Customers in **70** Countries
- ✓ Serving to **18** out of the **Top 50** Telecom Service Providers
- ✓ Provide Technology to render TV Service to more than **50 millions** Households
- ✓ Manage the Pay TV Service to more than **800 thousand** Households



Outstanding Performance in 2022

- ✓ **€101.5M** Turnover
- ✓ **€10.3M** EBITDA
- ✓ **€3.6M** OFCF
- ✓ **€9M** R&D investment

1st Half 2023 in line with the Commitment



FT 1000 Europe's Fastest Growing Companies

#294 out of 1000

in Europe

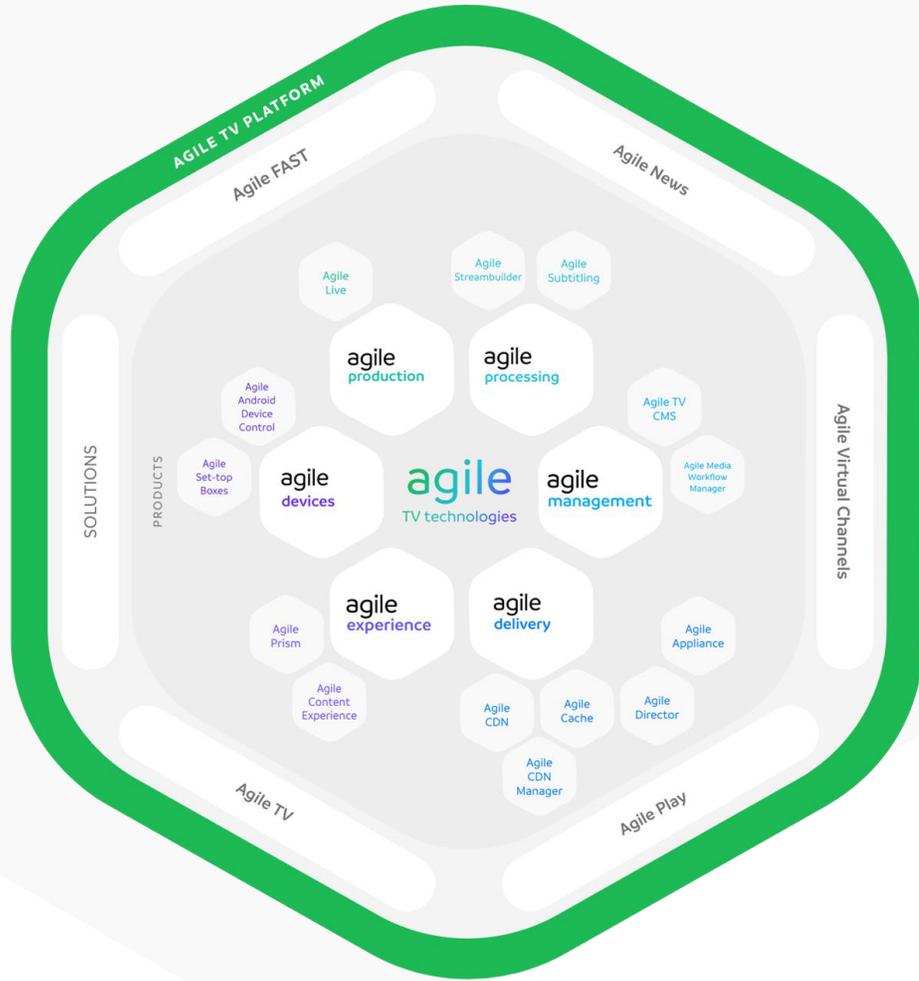
#7 out of 38

in Spain

#4 out of 188

in the Telco/Media sector

¹ See full information at https://www.bmegrowth.es/docs/documentos/OtraInfRelevante/2023/09/05102_OtraInfRelev_20230929.pdf

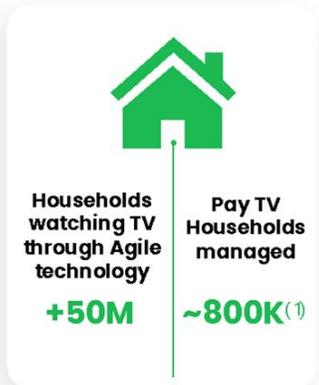
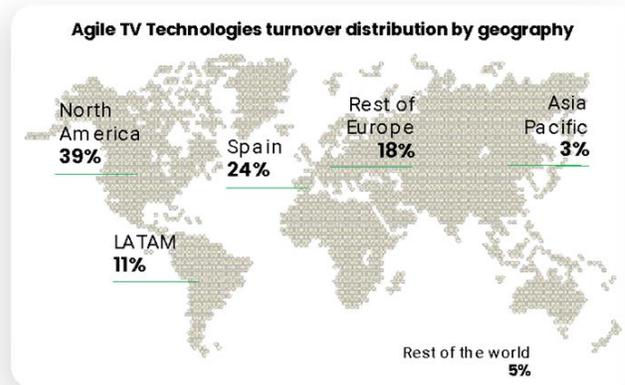


The Agile TV Technologies

State of the Art

The Agile TV Platform

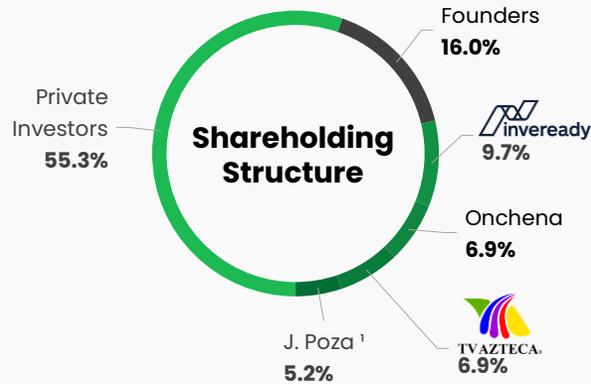
Scalable e2e solution for TV Provisioning



Data corresponding to 2022



Who we are in Management



1. Reference shareholder and founder of GRUPOMASMOVIL

Board of Directors and Advisors

Bringing Talents from the Industry

Chairman Hernán Scapusio	VP José Antonio López	Mónica Rayo	Beltrán Mora-Figueroa	José Poza	Pedro Molina
Abel Gibert	Agustín Checa	Carmen Fernández	Alex Puregger	Secretary Silvia Martínez	

Hernán Scapusio - Chairman
Alfredo Redondo - CEO

Management Team

Creating the own Agile Content Culture & Keeping the Talent from Incorporated Companies

Business Success Management

Media & Broadcasting Jhhan Bolin CBO	Telecom Service Provision Caspar Luyten CBO	Enterprise Hugo Condesa CBO
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Function Success Management

Sales Nuno Carvalho - CCO
Marketing & Communications Raquel Martínez - CMO
Product Strategy, Development & Mgmt Mónica Rayo - CPTO
Delivery & Operation Paco Martín de la Fuente - CPO
Content Management Mónica Rayo (acting)

Business Support	People & Culture Carolina Cabeza - CPCO
	Finance Santiago Lucas - CFO

2. Market drivers and our opportunities

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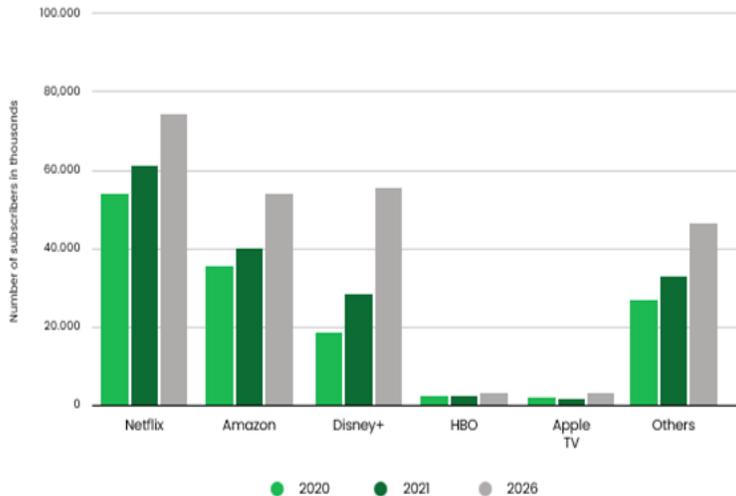




Market drivers in Numbers

CONTENT GENERATION

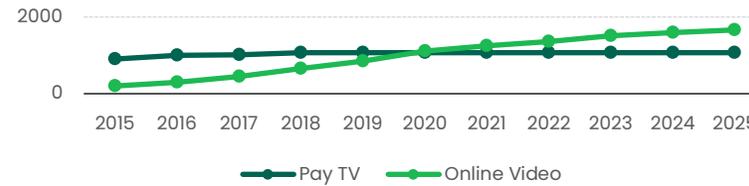
Great competition in content generation: from 165 million user by 2022 to 238 million by 2027



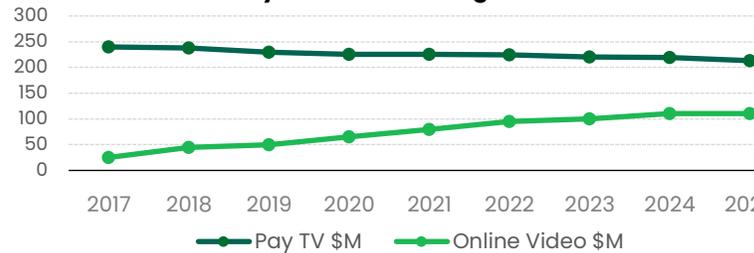
DISTRIBUTION

Pay TV increase the ARPU mix and customer loyalty of Telco operators

Global Video Subscriptions



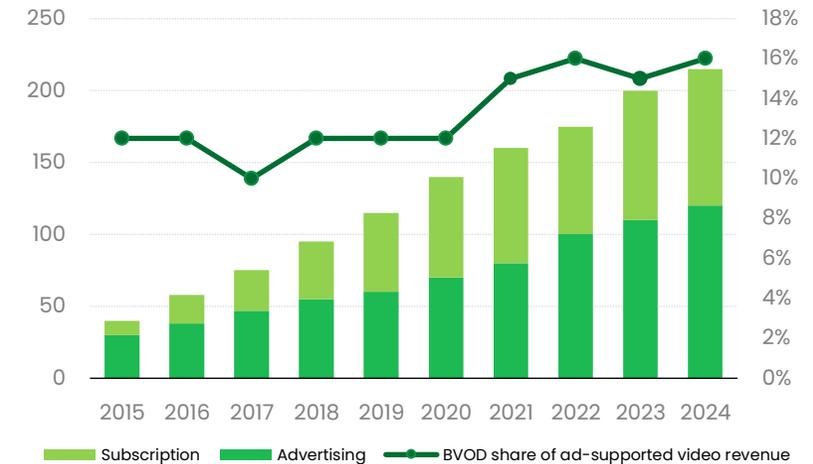
Global revenues: Pay TV vs. Streaming



BUSINESS MODEL

New opportunities to increase content quality without price increase, including advertising in the new monetization Pay TV models.

Subscription vs advertising online video revenue (\$bn)

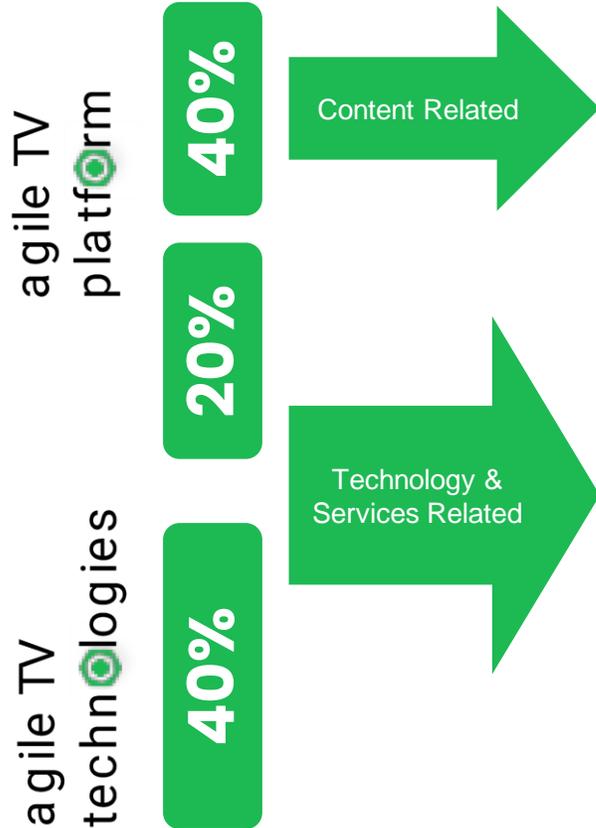




Sizing the market & Positioning Agile Content

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Turnover (%)



TV Subscriptions



Advertisings



Subscriptions



Public

MVPD
(Multichannel Video Programming Distributors)

\$183bn ^(2, 5)
1.5% growth

- Declining in US
- Flat in Europe
- Growing in APAC

Distribution Fees

Broadcasters and Media

\$271bn ⁽³⁾
6.2% growth

Production and Distribution SW and SaaS technology

\$43.5bn

- Production: \$6.2bn (1) growing at 9%
- Cloud Production at \$0.8bn (1) growing at 27%
- Storage, Network and CDN: \$16.6bn (4)

▶ = \$ flow



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Total Addressable Market

1. Faultline "Cloud-Production-Technologies" report, 2021.
 2. <https://straitresearch.com/report/pay-tv-market>
 3. <https://www.thebusinessresearchcompany.com/report/television-broadcasting-global-market-report>
 4. <https://www.broadbandtvnews.com/2022/09/08/caretta-research-puts-43-5bn-value-on-software-and-saas-market/>
 5. <https://www.prnewswire.com/news-releases/broadcasting-equipment-market-size-to-grow-by-usd-3-51-billion--tv-to-be-largest-revenue-generating-application-segment--technavio-301579649.html>



Agile Content strengths in the market

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Focus on Addressable Market



Strong product footprint



Vast coverage

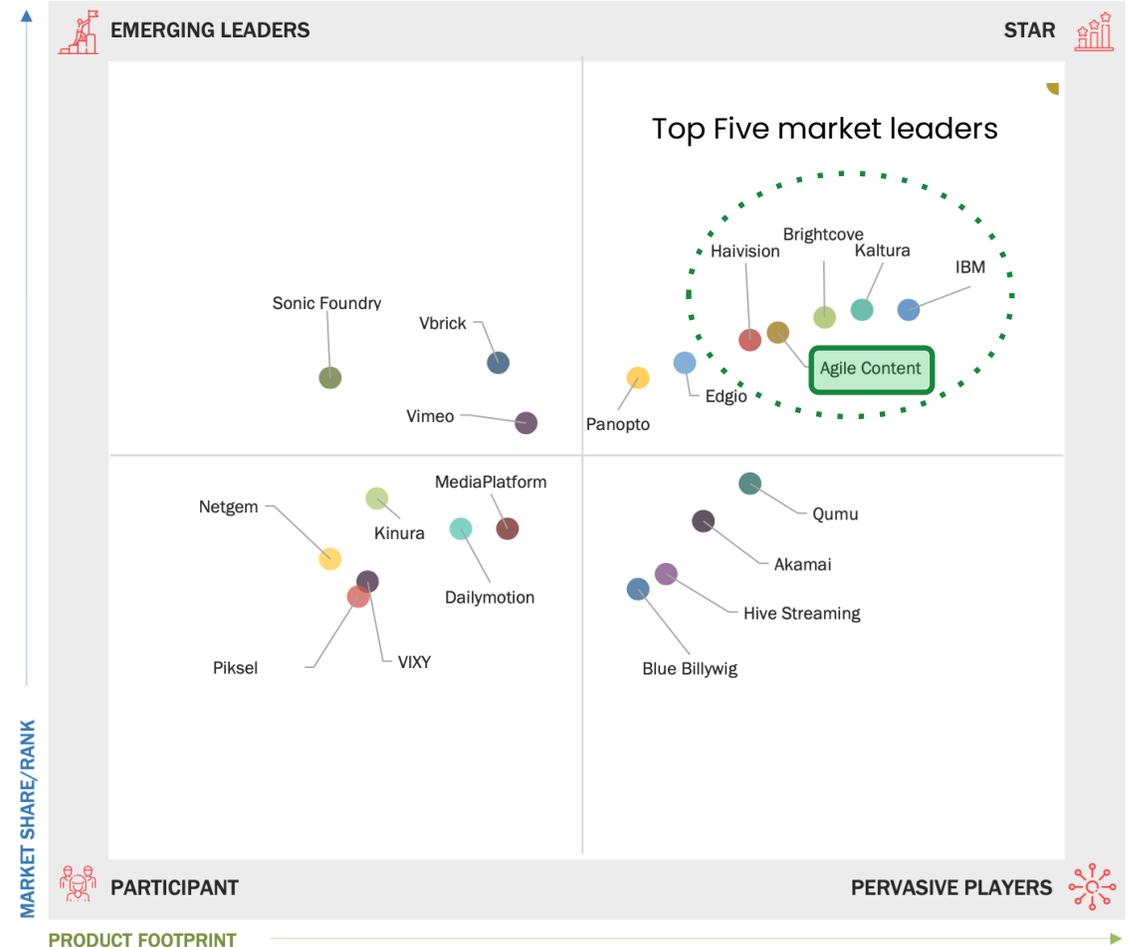


Continuous product enhancement efforts



Diversified business strategies (organic and inorganic)

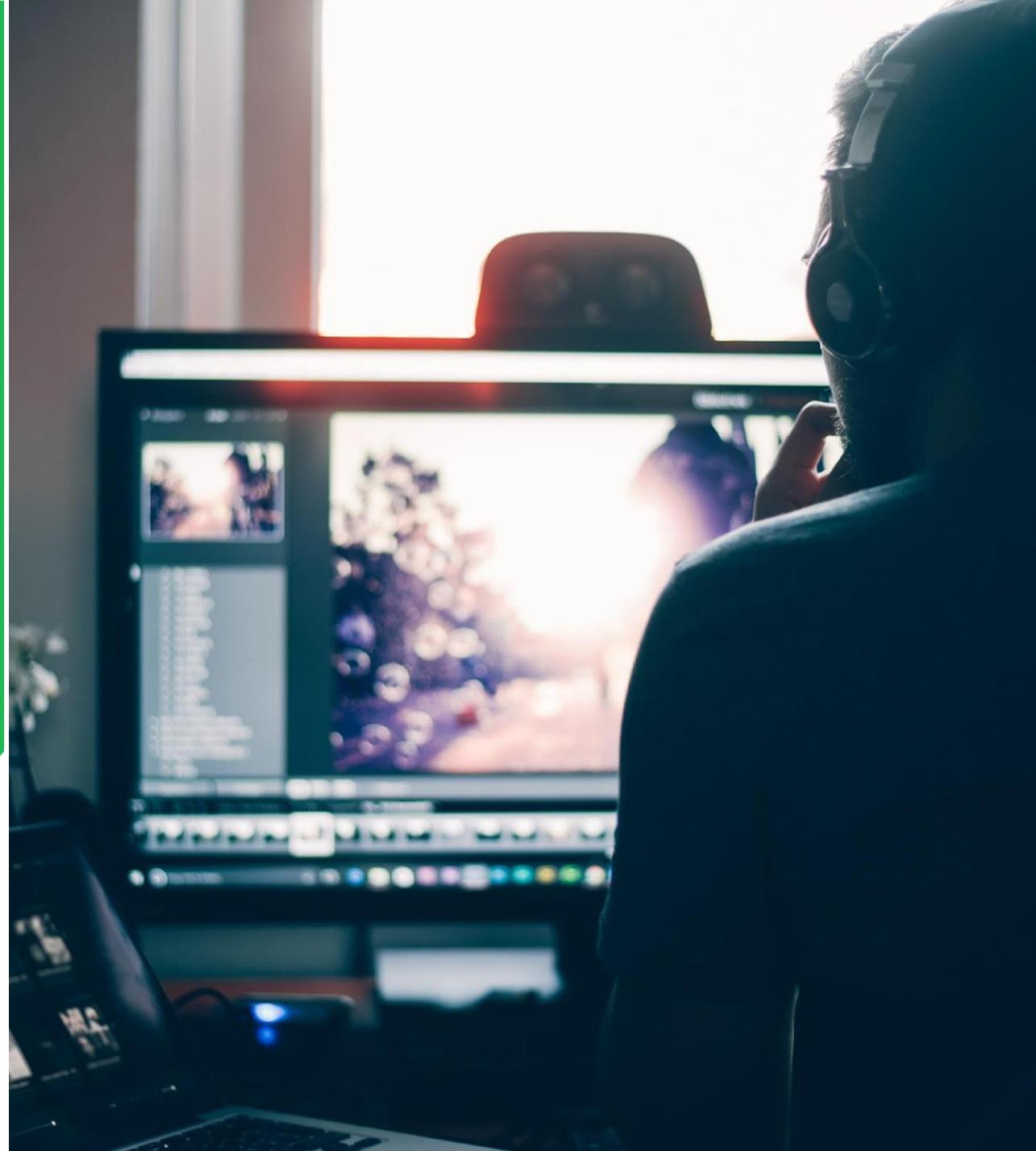
Market report magic quadrant by Very Fragmented Market +50 Players



* Agile Content owns 4% market share of Serviceable Obtainable Market

3. What we bring

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Agile Content **Differentiation**

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1

Outstanding Technologies in The Video Content Field

2

Ability to Bring Economies of Scale

3

Services Beyond Software Delivery

4

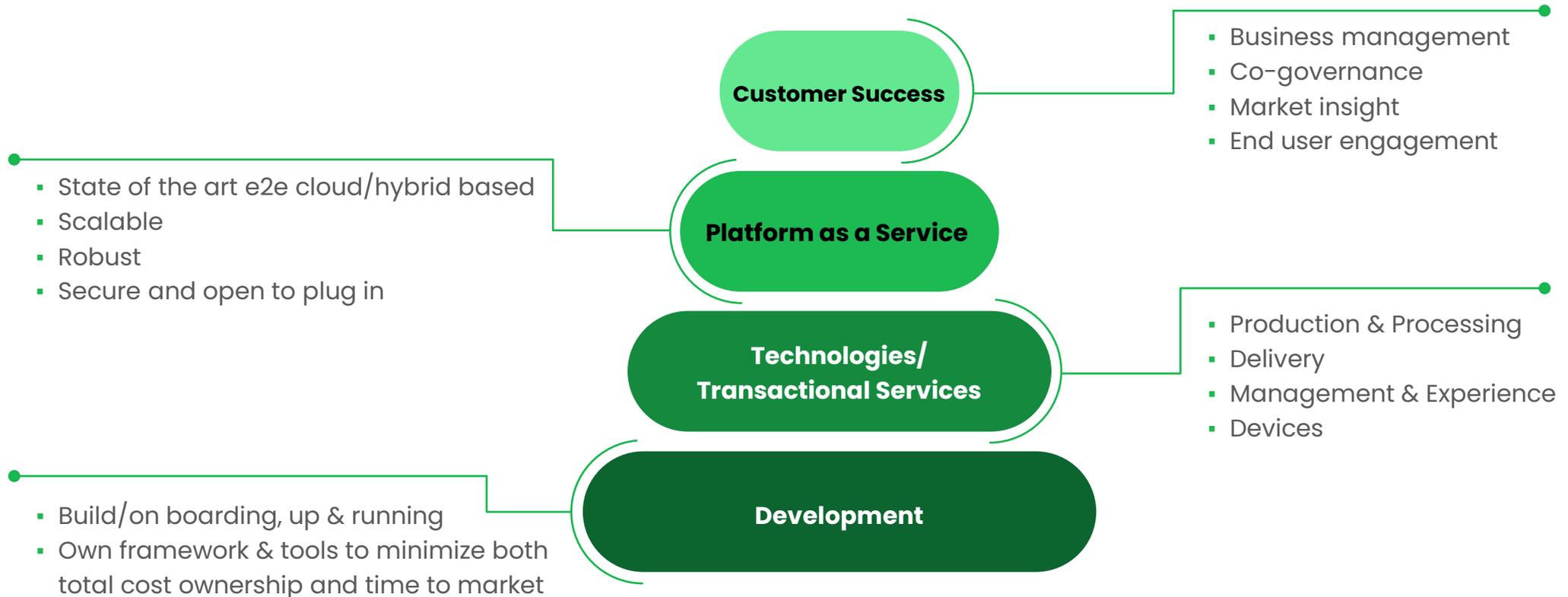
Talented, Expert and International Team





The Business Model: from technologies to customer experience

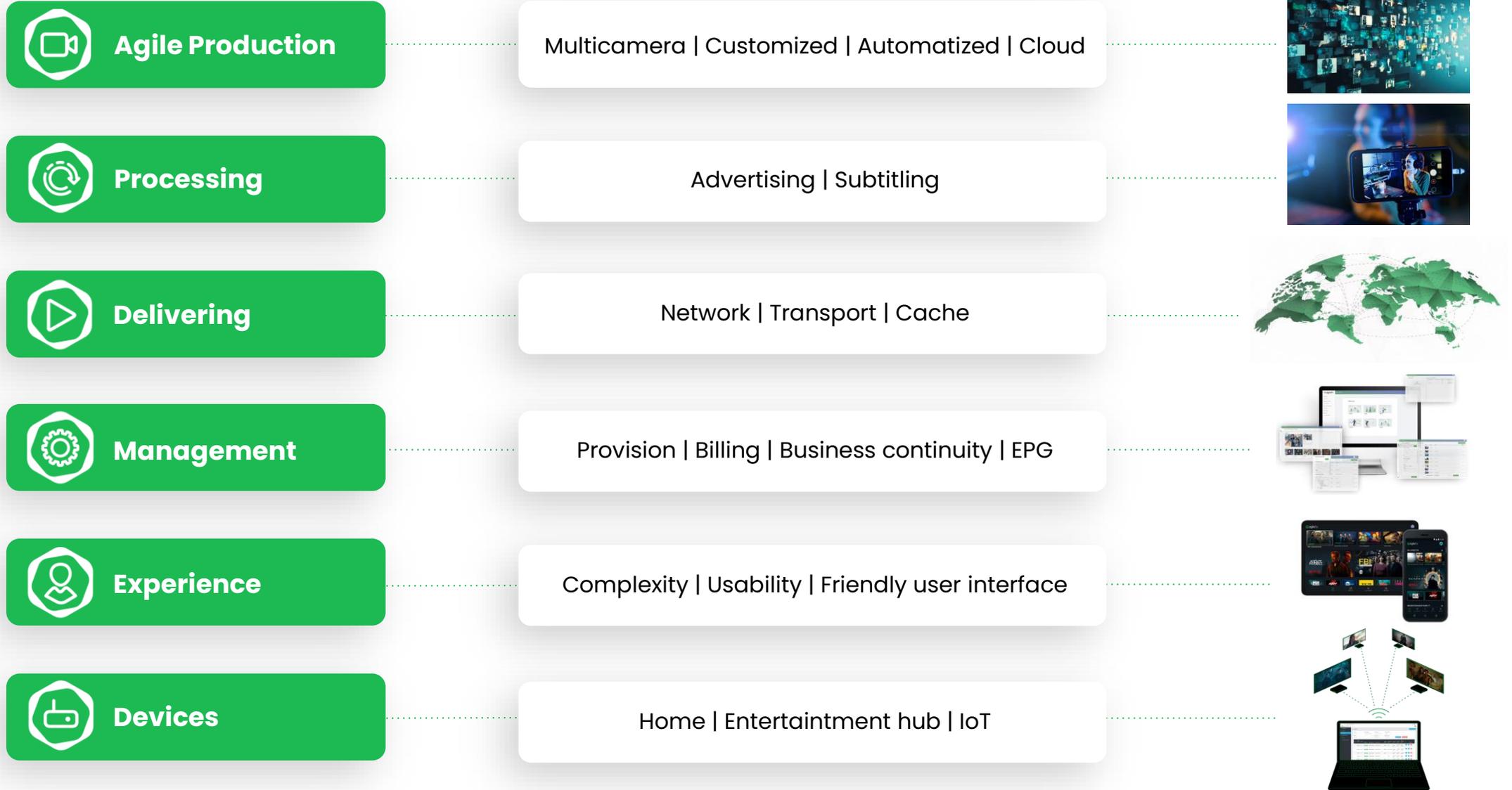
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Unveiling Agile TV Technologies

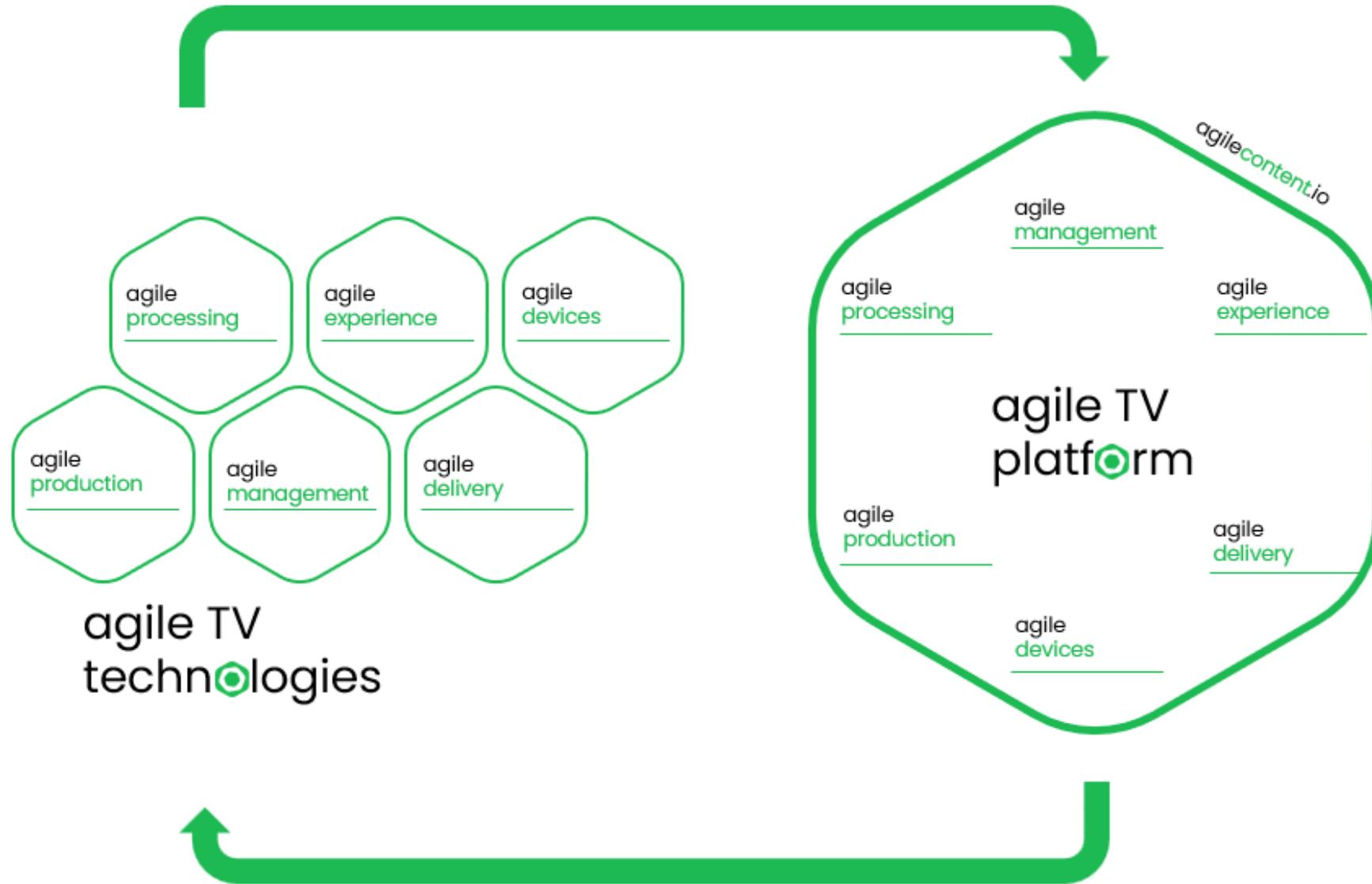
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The Business Model: **Virtuous Circle**

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Bundling Agile Content Customers

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Need to reach the final consumer with the right SVOD model

Fill up the fiber with an attractive TV content to increase ARPU and loyalty

Demanding more value-added technology to manage big data

Media & Broadcasters



MVPDs



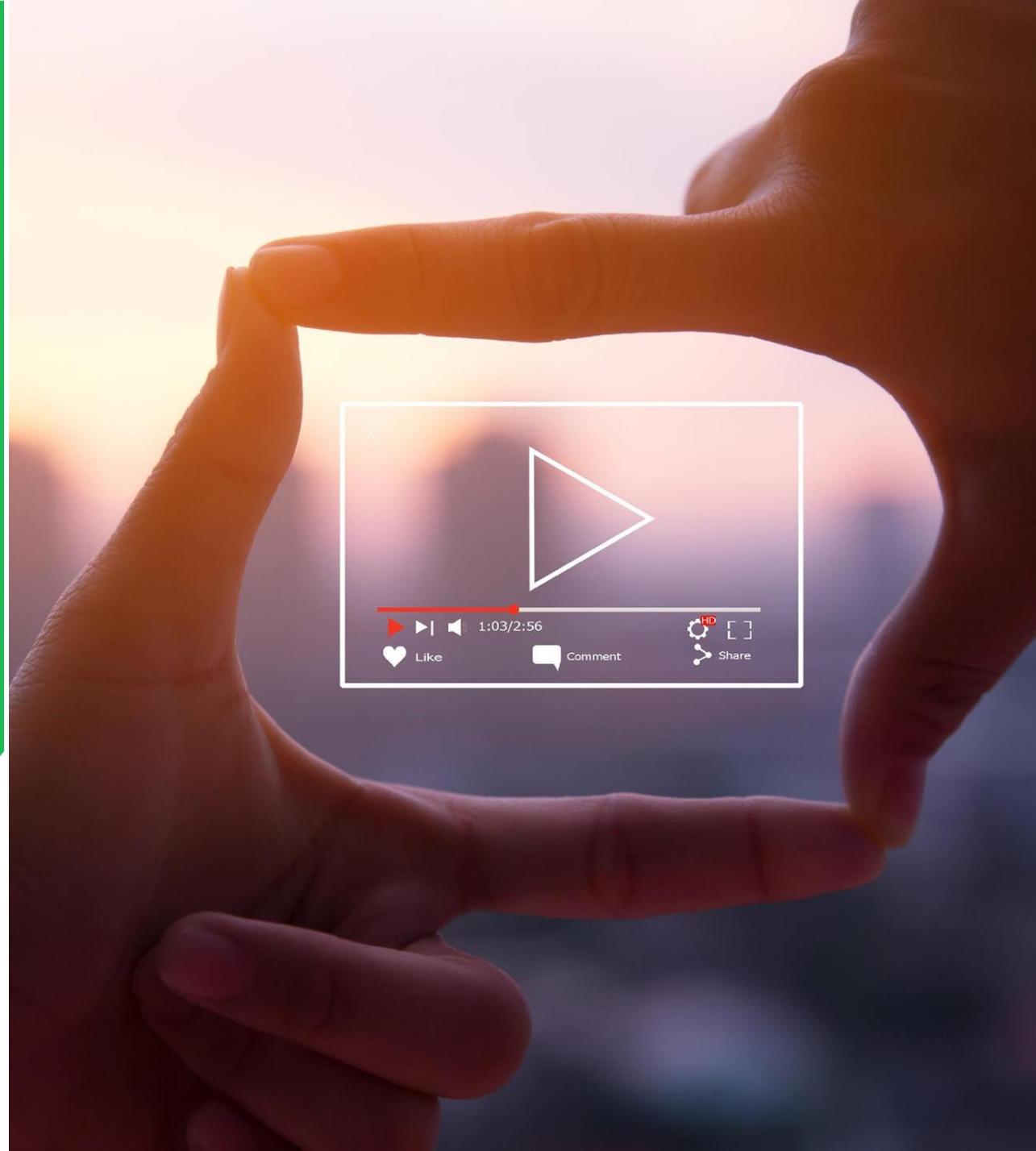
Enterprises



Loyalty of Customers ☒ 42 out of Top 60 are Customers at least since 2018

4. Looking ahead for the next years

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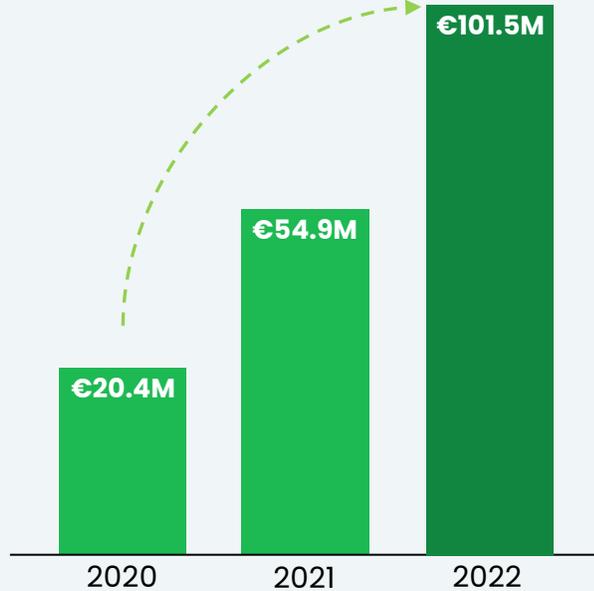




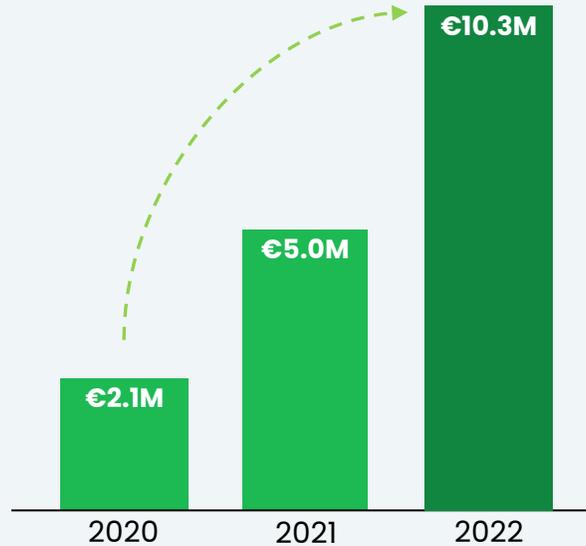
2020–2022: A successful business cycle of growth

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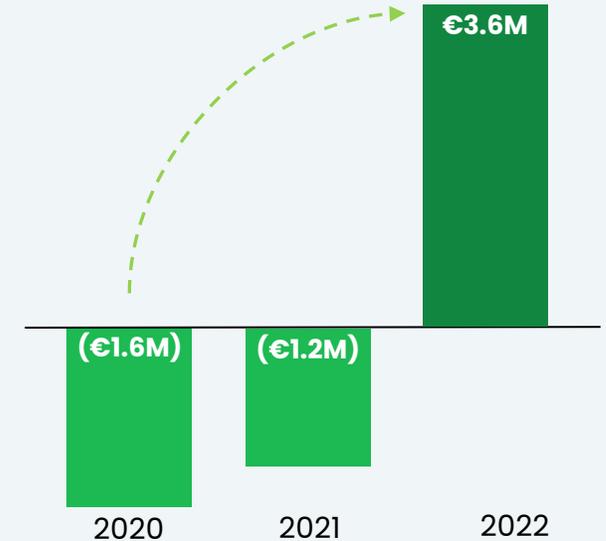
Revenue x 5



EBITDA x 5



Moving to Positive OCF



- ✓ **Inorganic Growth** ☒ Successful Acquisitions (Assessment, Dealing and Integration)
- ✓ **Organic Growth** ☒ Competitive Value Proposition in the Growing TV Market
- ✓ **Honoring the Commitments** ☒ Employees, Customers and Stakeholders



Entering a new business cycle with **strategic priorities**

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Fine Tuning The Value Proposition: develop the **Platform as Enabler** of our Unique Competitive Advantage



Disruptive **Innovations**



Develop the Three Customer Segments keeping **Homogeneous offer and Economies of Scale**



The Governance to Control and Adjust the **Improve of Efficiency**



Unlook additional value from **Potential Acquisitions**



Cash Generation and Sustainable Financing Model





Entering the IPTV Italian market: gate to Europe

Italy: A great Opportunity for TV

- **15 Millions** of Video on demand users in March 2023
- **Top 4 Country in Europe** faster Growth in Fiber to Home
- **+8.0 Million** new Fiber Households for next 5 years

Agile Platform TV with two partners

TESSELLIS

Convergenze



Forecast exercise (2023-2028)

Main European countries ranking in terms of FTTH/B Subscriptions

	2023		2028
France:	20.5M	→	+11.2M
Spain:	14.1M	→	+2.1M
United Kingdom:	4.9M	→	+8.6M
Italy:	4.3M	→	+8.0M
Germany:	4.0M	→	+10.8M

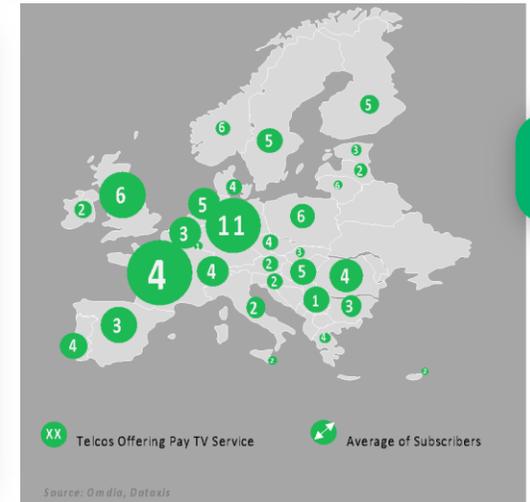
1. Source: European FTTH/B Market Panorama 2023

Very Fragmented Market...

- 80 Convergent Telcos w/o TV
- 100 Convergent Telcos with TV but limited Scale
- Just Top 12 larger than 2 Millions Households

... and Heterogenous

Technologies, Platforms, Vendors, Model...

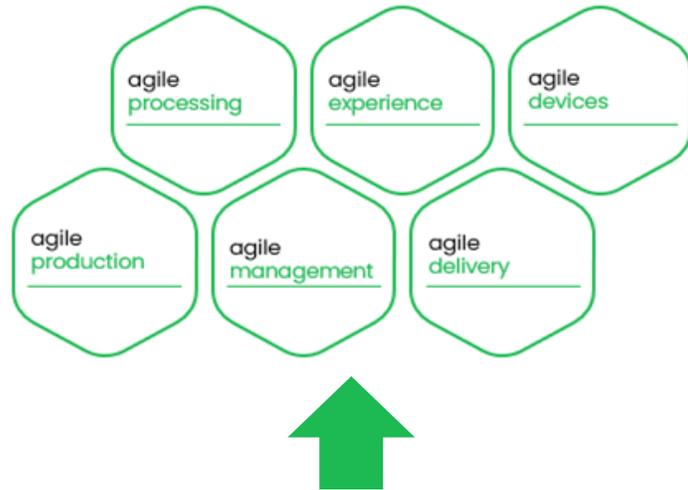


84%
Of Pay TV Providers have <500k subs

Just the **Top 12** Telcos with more than 2 Millions Customers



The Agile TV Technologies



Transversal technologies embedded

5G - Augmented Reality/Virtual Reality - AI -
Cloud - Multidevice - Data Science - Energy
Control - Process Automation

The Agile TV Platform

Robustness

Scalability

Usability

Openness



Lever #2: Recurrent and more predictable turnover

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Minimum
€35M
per year granted for the next 6 years

Recurrent
revenues
76.9%

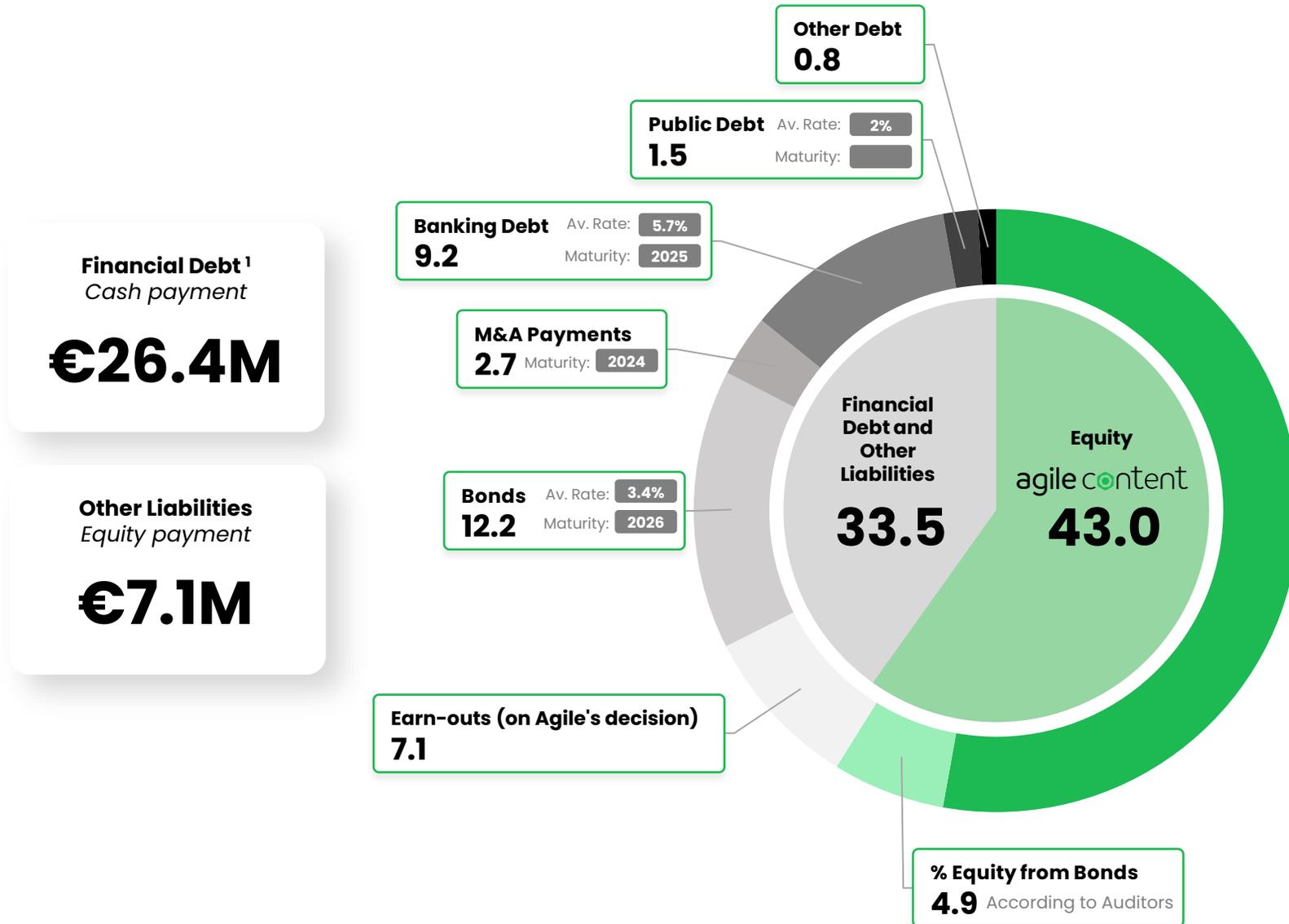
**Recurring
structure of the
revenue¹**

Other
revenues
23.1%

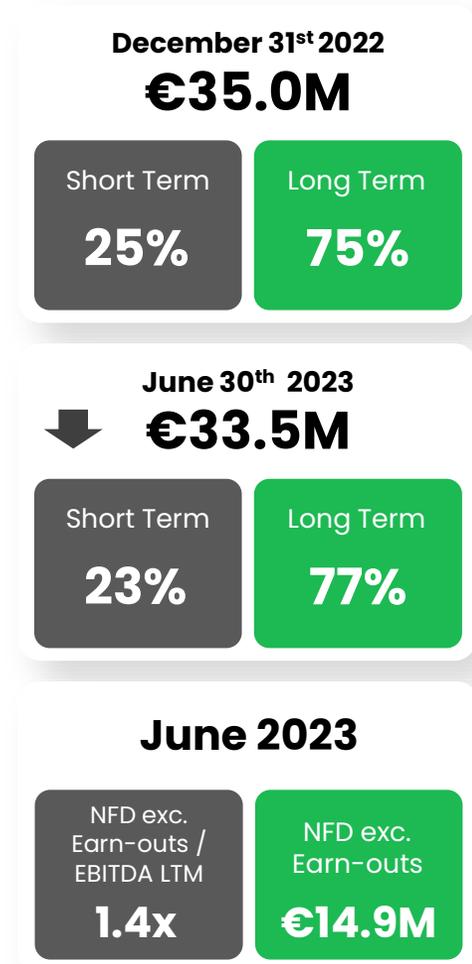
¹. Income from contracts related to the management of tv platforms clients, software subscriptions, support or evolutionary maintenance contracts and other contracts with a duration of more than one year.



Lever #3: Solid capital structure



Gross financial debt composition key figures



1. NFD Excluding Earn Out: Gross Debt; €33.5M - Cash & Equivalent; €14.9M - Earn Out; €7.1M



Lever #4: Organic & Inorganic Growth Strategy

Organic growth



New geographies

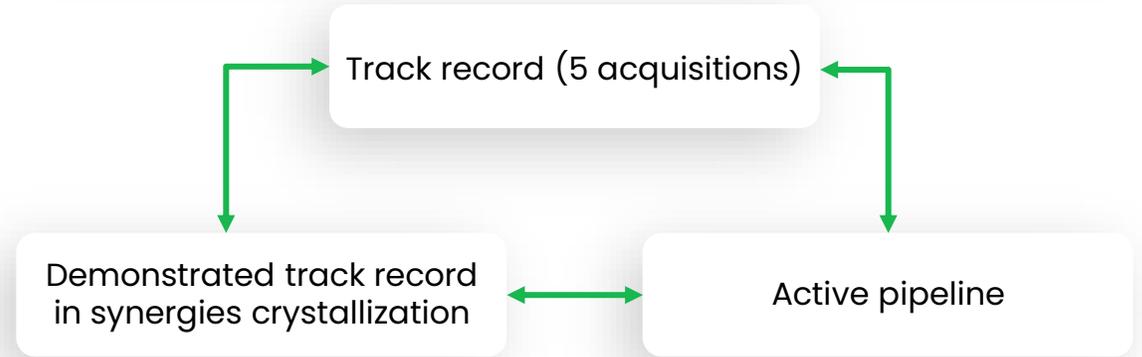


New technologies



Cross-selling

Inorganic growth



5. Why invest in Agile Content

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Why invest in **Agile Content**

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**Outstanding Technologies
in the Video Content Field**



**Ability to Bring
Economies of Scale**



**Trusted Technology Partner to a
Longstanding and Diversified
Blue-chip Client Base**



**Unique Global Integrated
End-to-End Value Proposition**



**Sound Growth Strategy and
proved consolidator skills**



**Top Management Team Leading
The New Wave of Growth**



**Solid financials and
predictable flows**



**High free float and diversified
shareholder base**

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Q&A

agilecontent.com

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inversores@agilecontent.com