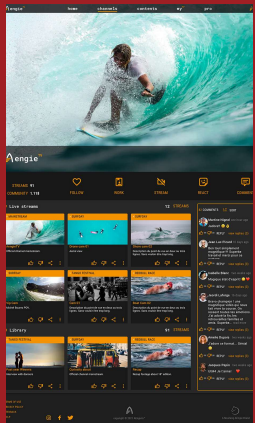


AEngie^{tv}

The 3rd Generation Social TV

Helping event organizers to build a live
community-oriented TV experience

Mustang AEngie – April 2021





Agenda

- The company – Mustang AEngie profile
- Context - The quest for a fitting media coverage
- **AEngie TV** - Catalyst of Positive Emotions
- **AEngie TV** - Building High-Value Audiences
- **AEngie TV** - The solution
- Call to action

The Company

Mustang AEngie profile



Company background

- **Mustang AEngie** is a start-up, created in October 2020, based in the Grenoble Metropolitan Area, France.
- It is composed of a team of former senior Hewlett-Packard Enterprise (HPE) executives, serial entrepreneurs, and sports events specialists.
- The company foresees medium-term international development and relies on R+D teams based in France and Italy, and established partnerships with major players in the market.

What do we do?

3rd Generation Social TV

Cloud-based end-to-end solution that allows event organizers (e.g., sport events) to provide a 3rd generation Social TV experience (collaborative, live, interactive, and community-oriented) by transforming their audience into fans and reporters.

Building High-Value Audiences



Event organizers

Sharing positive emotions for your community



Audience

Context

The Quest for a Fitting Media Coverage



The virtuous circle of sustainable growth

A fitting Media Coverage for your event

- Is aligned with your event image and target
- Increases your event awareness and secure **sustainability**
- Adds attractiveness, develops differentiation
- Improves intimacy and sense of community around your event
- Expands duration of your event beyond start and finish
- Gives visibility and sense of impact to volunteers
- **Attracts sponsors and advertisers**
- **Builds faithfulness year over year**

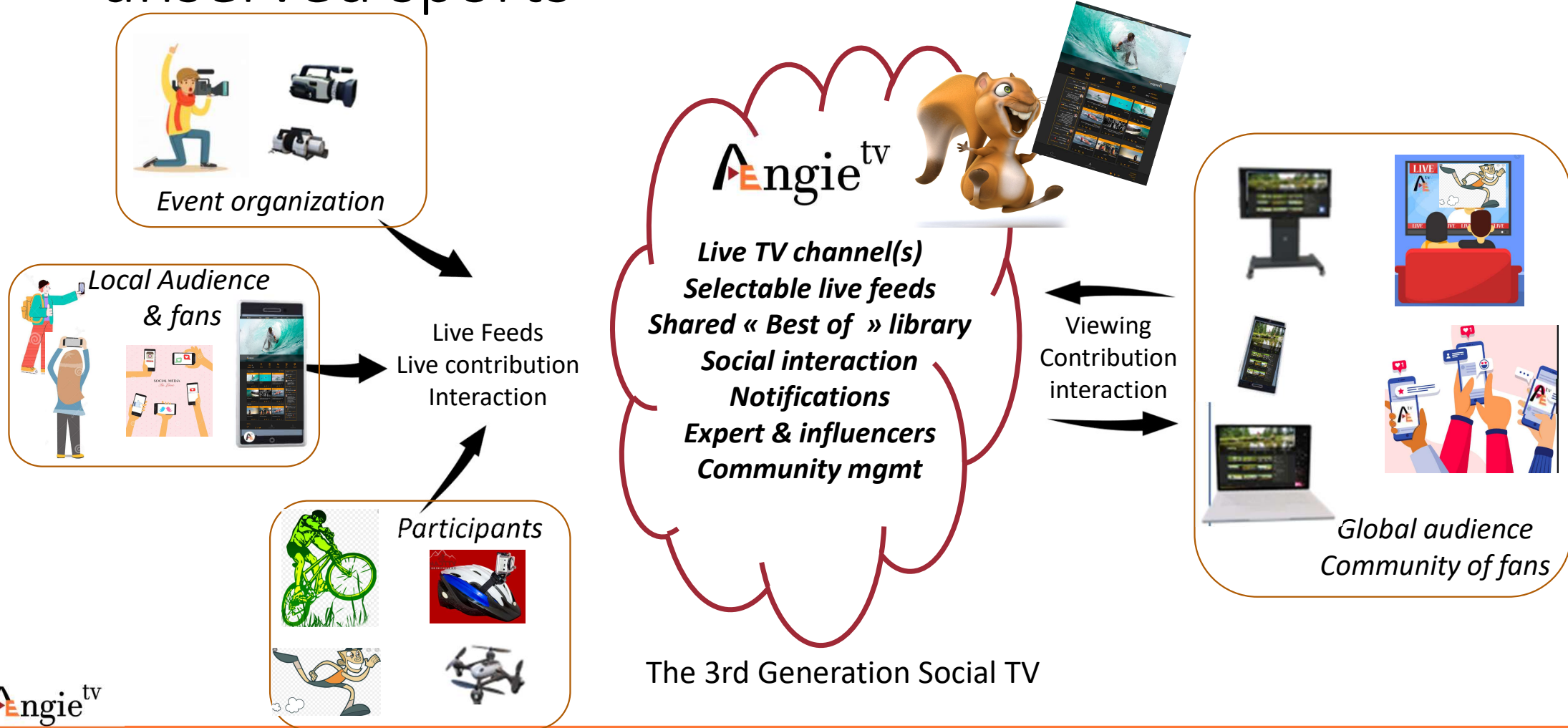
Some of the obstacles

- Limited official TV channels interest, and/or limited services coverage
- Many events not compatible with traditional linear TV channel coverage
- Poor social, live and community experience
- Limited audience intimacy
- Relying on public social platforms, dilutes “ownership” of event community
- High quality owned webcast can be expensive and complex

AEngie TV

Sharing Positive Emotions for your Community

Pioneering new experiences with fans and unserved sports



The 3rd Generation Social TV

AEngie TV

Building High-Value Audiences

AEngie TV, an audience-centered experience....



After adopting AEngie TV, the event organizer will achieve a fitting and vibrant media coverage of the event from the audience themselves, will benefit from additional relevant content available for sponsoring and advertisement, and will have a better knowledge of the audience, all integrated in a single environment.

ENGAGED

Involve audience members in the success of the event, as they can contribute and watch unique event-related content

RESPECTED

Audience members have full visibility and influence on their profile; active members are compensated for their revenue generating contributions

LARGER

Event organizers can leverage their knowledge of engaged audience to identify additional potential audience members.

BETTER KNOWN

Generate audience profiles (from multiple data sources), and enrich audience generated content through AI-assisted meta-data.

VALORIZED

Audience profile and audience-generated content are leveraged to drive revenue.

... to engage sponsors, advertisers and local stakeholders



Aengie^{tv}

Audience & community engagement
Attractiveness & awareness
Viral effect



Targeting
Contextual placement
TV logo insertion
Banner ads

Sustainable model

Local economy engagement



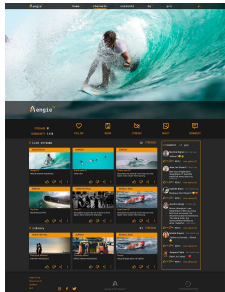
AEngie TV

The solution

AEngie TV solution overview

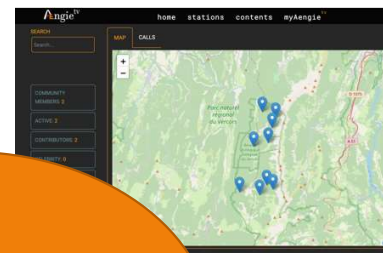


Web & mobile app for fans and contributors



- Enabling audience member spotlighting
- To watch live event
- To upload contributor content
- Content tagging
- To send requests for live interaction & share for "Go Live"
- To watch in-context videos, catalog videos and specials

Social Room application for Community Manager



- Content selection & interaction with contributors
- Viewing & validation of audience requests and profiles
- Communication with audience members
- Audience catalog management and tagging
- Interface towards audience growth, audience modeling, content augmentation and dynamic advertising tools

Cloud native platform

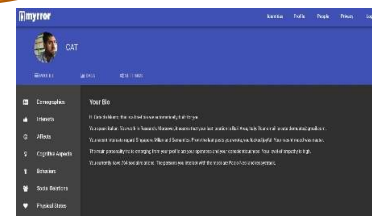


Video producers' tool



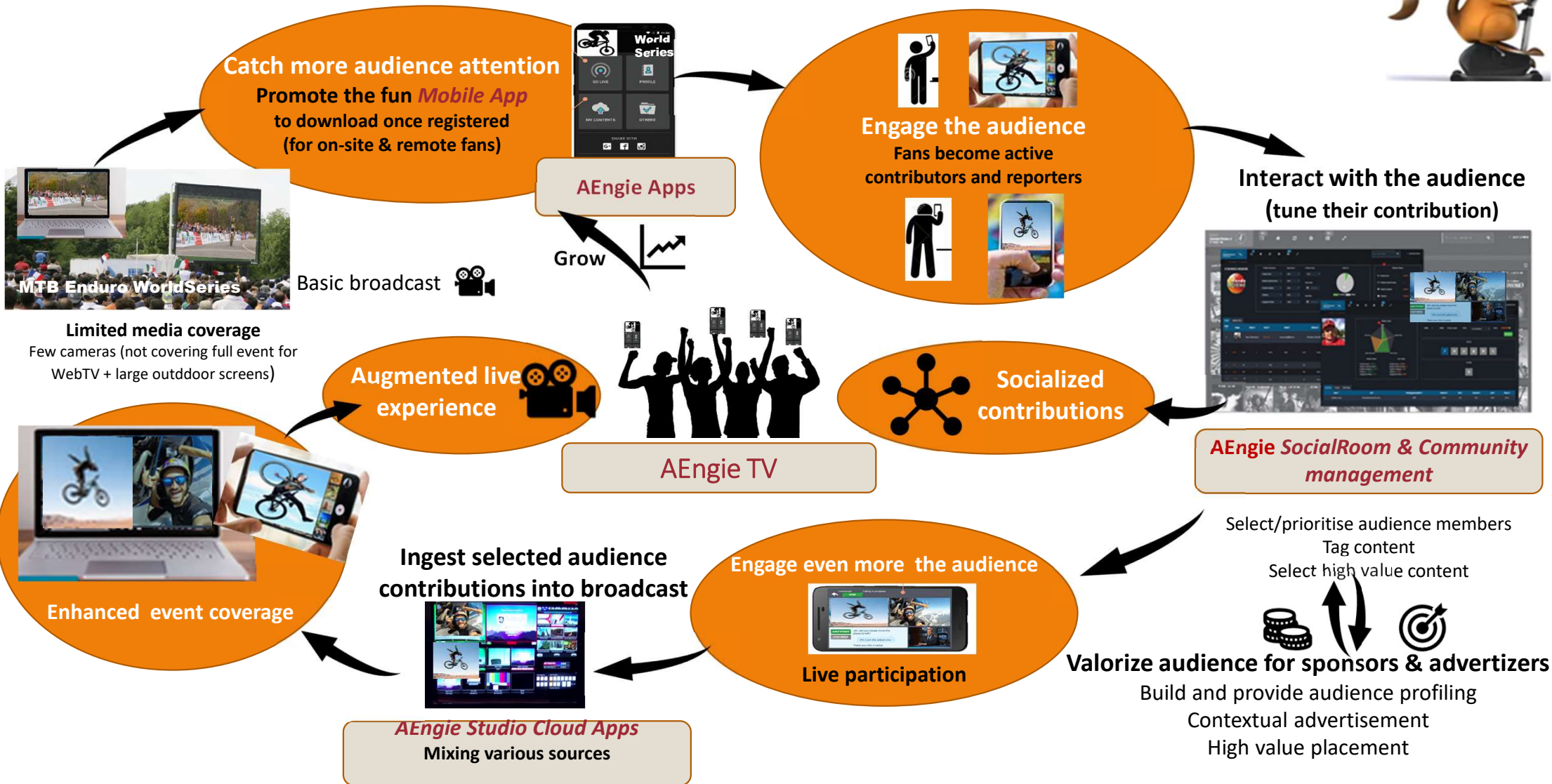
- Manage contributions during event: official cameras, audience channels, drones, library, etc.
- Integrate mixer to generate programs output (SDI/NDI/IP)
- Adding graphic annotation/content to program output (GPS data; sensor data, weather data, sponsor content, etc.)
- Live audience interaction (through separate channel)

Fully-transparent holistic audience modeling tool



- Interface with most popular social platforms Facebook, Twitter, Instagram, fitbit, LinkedIn
- Including sentiment analysis
- Easily expanded with additional social media and AI algorithms
- Interface to 3rd parties through Rest-APIs

The AEngie TV experience for MTB Enduro WorldSeries



Call to action



For more information

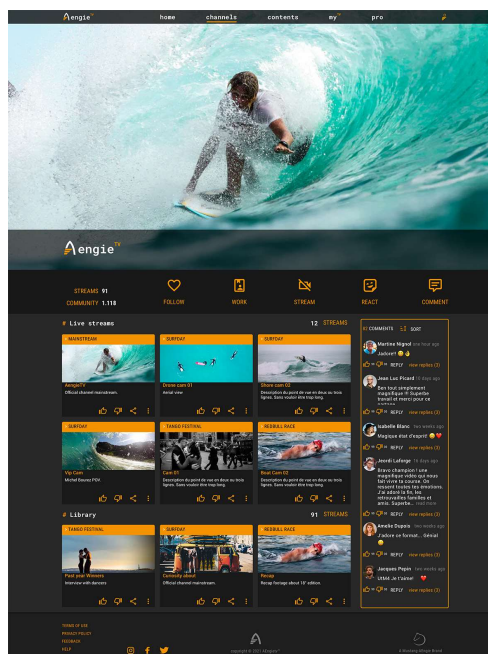
- Our Corporate web site: www.aengie.com
- Follow us on Social Media (click on icon)





Try it now

- Demo available on request at contact@aengie.com or via the Corporate web site website



Thank you!

www.aengie.com

*AEngie TV,
a Mustang AEngie brand*



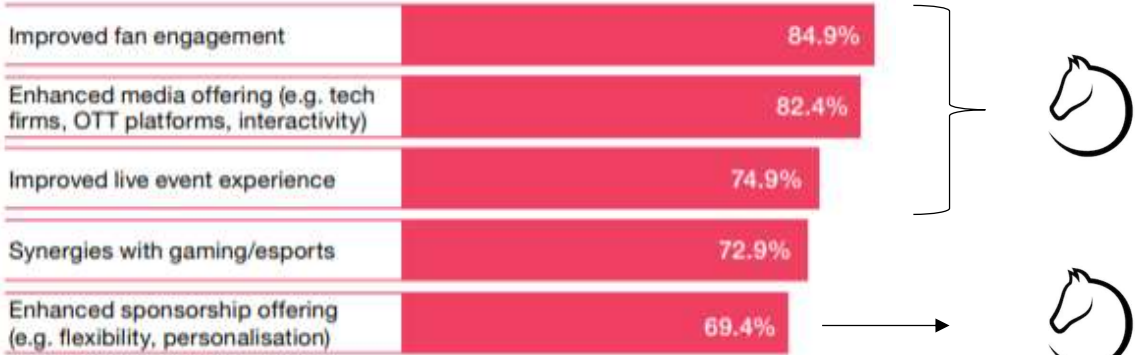
Backup material

SPORT MARKET DATA

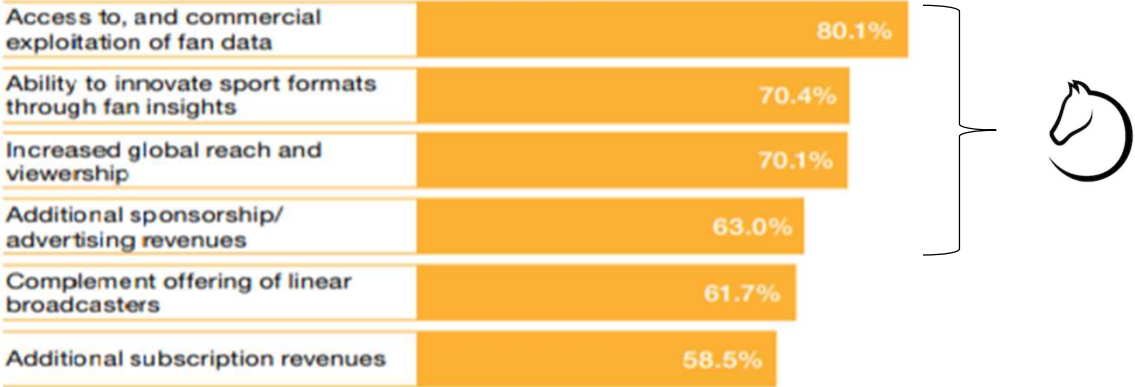


Sports sponsorship market of **86.6 B \$** by 2025 (1) and **>6% growth/year**
 Key drivers will be **the emergence of new sports leagues, federations and styles of events**
KSF : Focus on fan attention, improved event experience & increased sponsorship

- Top opportunities to increase revenues in the sports industry (2)



- Top 5 benefits for rights owners & investors(2)



Sources. (1) Brandressence market research
 (2) PwC