

QYOU Media Inc.

Investor Presentation

September 2020

OTCQB: QYOUF | TSXV: QYOU

www.qyoumedia.com



Forward Looking Statements

This presentation may include forecasts, projections, estimates or other information that are forward-looking statements regarding, among other things, the beliefs, plans, objectives, estimates, potential transactions and intention of QYOU Inc. (“QYOU”). While these forward-looking statements represent our current judgment on what the future may hold, they are based on material factors and assumptions, and are subject to risks and uncertainties, that could cause actual results to differ materially from future results. Management believes those assumptions are reasonable. You are cautioned not to place undue reliance on these forward-looking statements. These statements are made only as of the date of this presentation. Please keep in mind that, except as required by applicable securities laws, we are not obligating ourselves to update, revise or publicly release the results of any revision to these forward-looking statements in light of new information, future events or otherwise. Throughout today’s discussion, we will attempt to present some material factors relating to our business that may affect our forward-looking statements. These forward-looking statements are given as of today’s date. Dollar amounts are expressed in US dollars unless specified otherwise. QYOU seeks safe harbor.

QYOU Media: Two Businesses Centered on Digital Media Stars

INDIA

The company operates a burgeoning linear Hindi TV channel as well as a comprehensive VOD offering focused on young Indians (20-30 years old) and available to more than 550 million via satellite TV, cable, OTT platforms and mobile carriers

Ad Supported Revenue Model

THE Q INDIA NETWORK

Showcasing India's leading digital content and social media stars



UNITED STATES

The company's Influencer Marketing division utilizes digital and social media stars to promote third party brands and is primarily engaged with major studios to promote their theatrical motion picture releases

Contracted Fee Based Model

THE Q INFLUENCER MARKETING NETWORK

Viral campaigns across TikTok, Instagram, & YouTube



Content for Young India

Q India is a Hindi language general entertainment channel available across leading satellite, cable, OTT & mobile providers including:



Channel 175



Channel 137



Channel 127



Jio TV (mobile and fibre)



Zee 5 (OTT): Hindi channels area



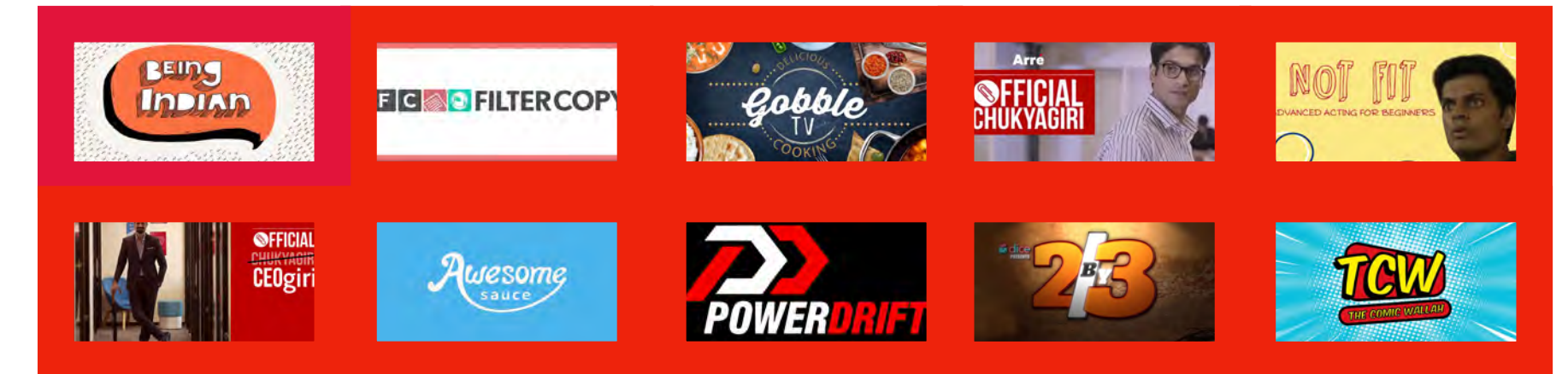
[CLICK TO WATCH ENGLISH PROMO](#)



[CLICK TO WATCH HINDI PROMO](#)

The Q India Long Term Strategy Is Now Entering Phase Three

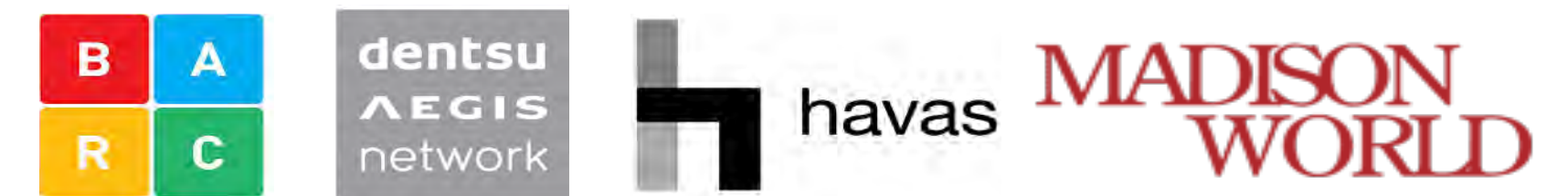
1. Build the Content Offering: Create the top and most popular Hindi language channel featuring India's leading digital and social stars focused on young Indians (20-30 years old)



2. Build Multi-Platform Distribution: Grow pan-Indian distribution across all content platforms including television, OTT & Mobile



3. Monetize via Ad Sales and Influencer Marketing: Capability to deliver integrated ad campaigns that leverage our cross-platform distribution, all driven by BARC ratings and digital data



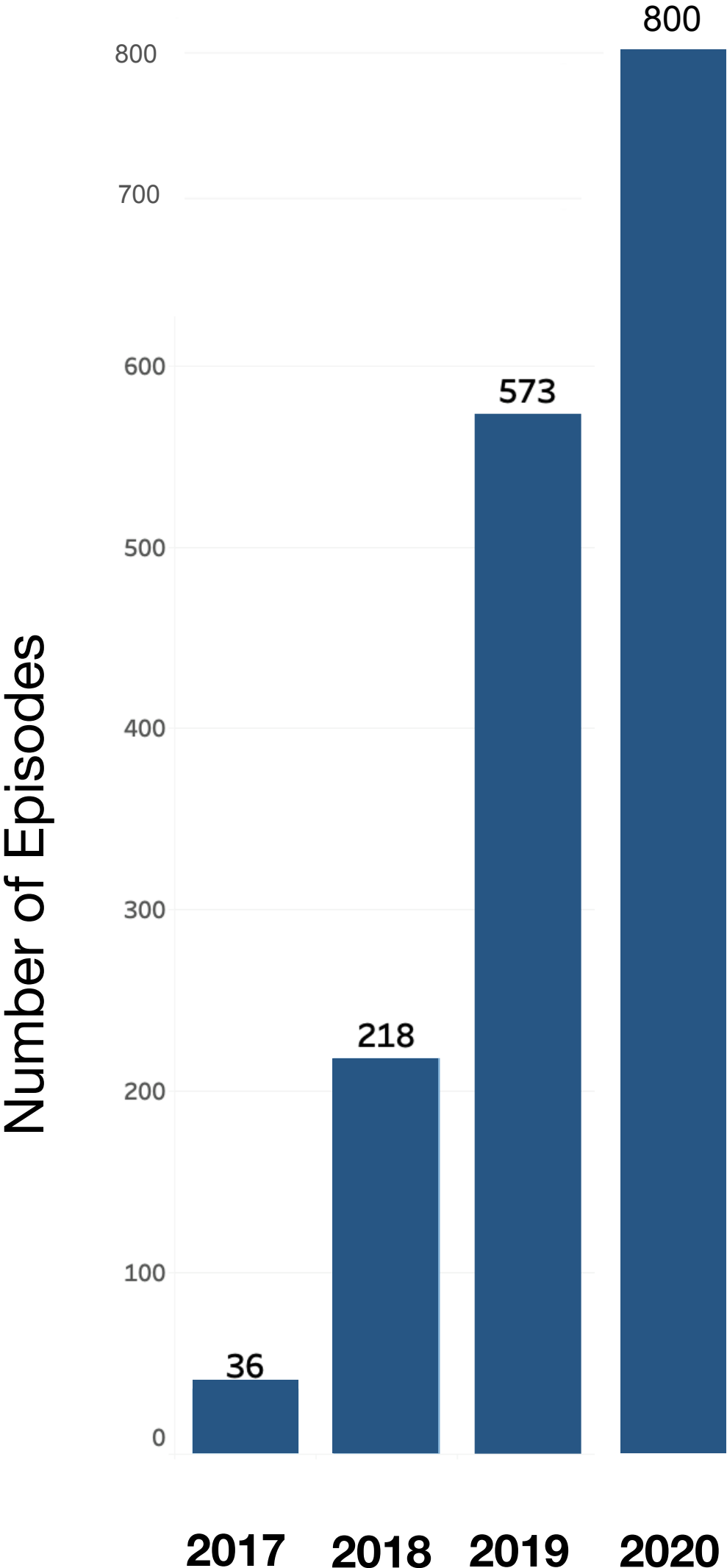
4. Build Exclusive Programming: Leverage deep relationships with our creators, social stars, platform partners and ad partners to create exclusive original programming



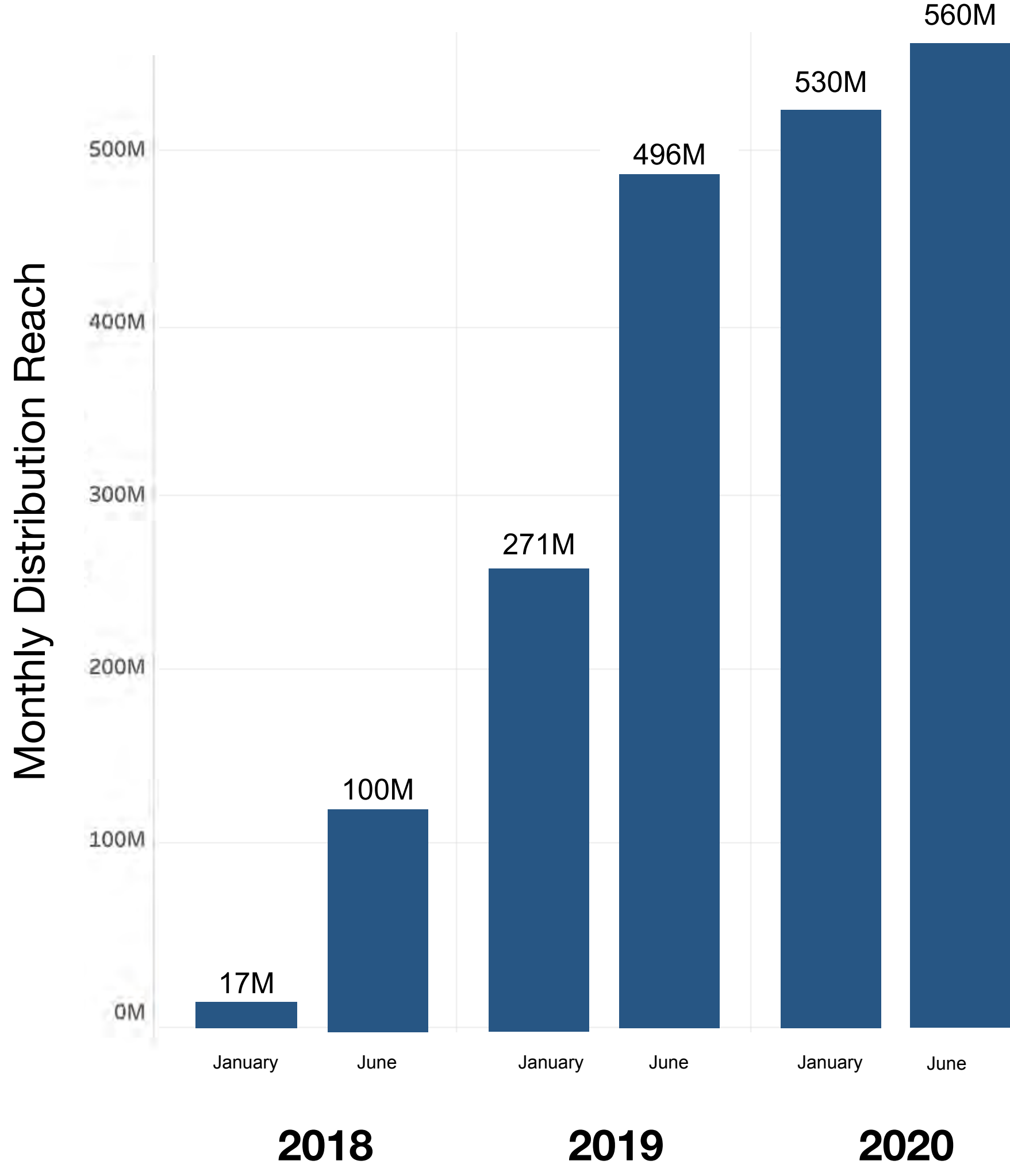
5. Become Top Brand For Young India

Phase One & Two: Content & Distribution Growth

Rapidly Growing Content Library



Reaching Over 560M Young Indians



Strong Early Viewership Data



TATA SKY (Ch# 175) TAM STUDY:

- 2.0+ million Households viewing / month
- Average Time Spent Viewing: 15+ minutes
- Core: M/F 20-30 yrs. (slight Female skew)
- Peak Viewership: 1230-2pm / 730-930pm



AIRTEL DTH (Ch# 137) STUDY:

- 1.3 million unique Households viewing / day
- Peak Days: Sunday, Thursday
- Peak Viewership: 1-3pm / 9-11pm

Phase Three: Anticipating Rapid Revenue Growth

- Ad sales began after becoming Broadcast Audience Research Council (BARC) rated in March 2020.

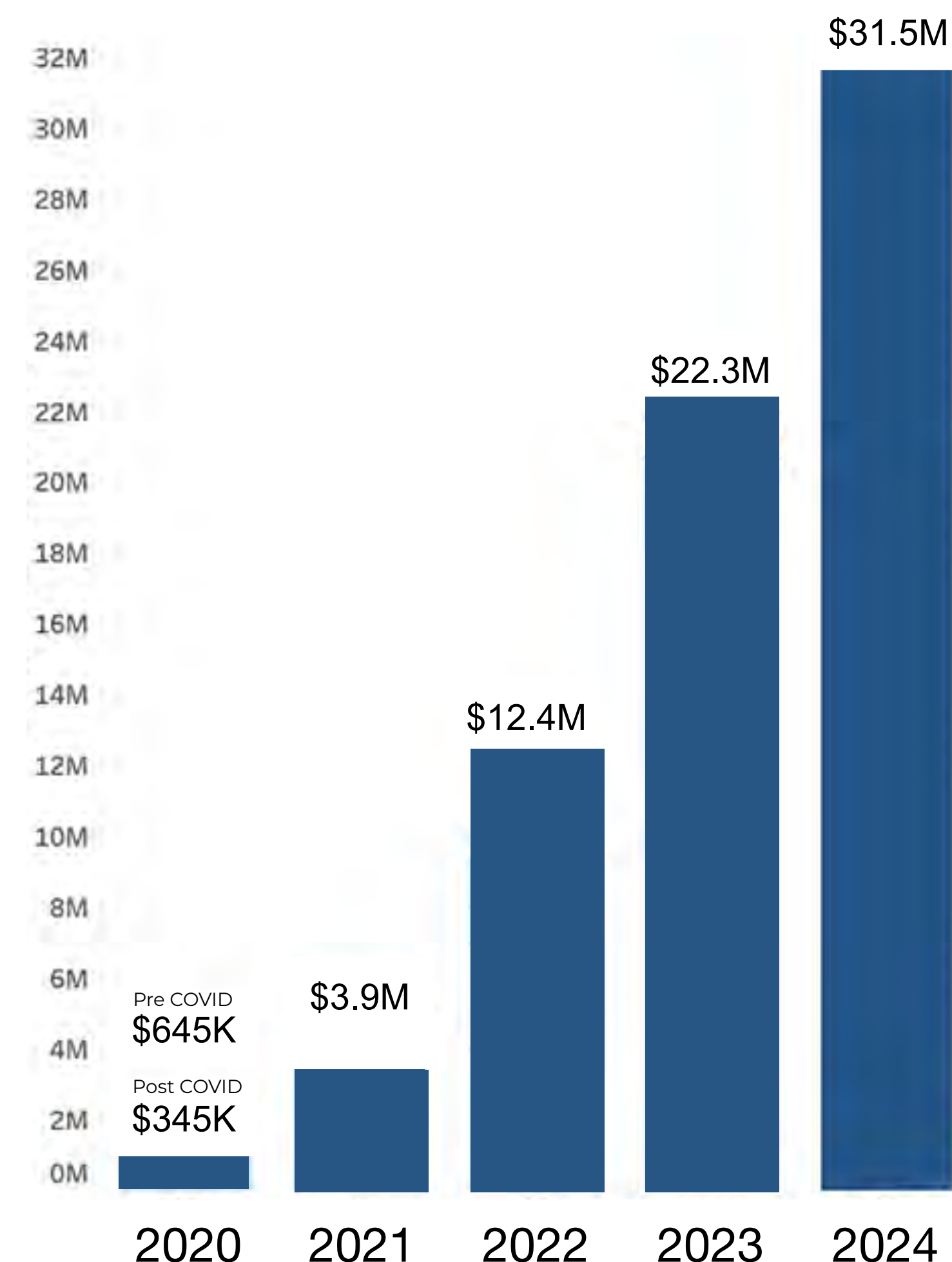


- Initial ad sale for \$75KUSD in March 2020 with Esarjay agency for multiple brands including Cambridge Shirts & Caven Kare. Ads to be delivered in Q2 & Q3 2020.

- Early trial advertisers include:

- Phillips
- Reckitt
- Groww
- Rummy Circle
- DAVP

Total Projected Revenue (USD)

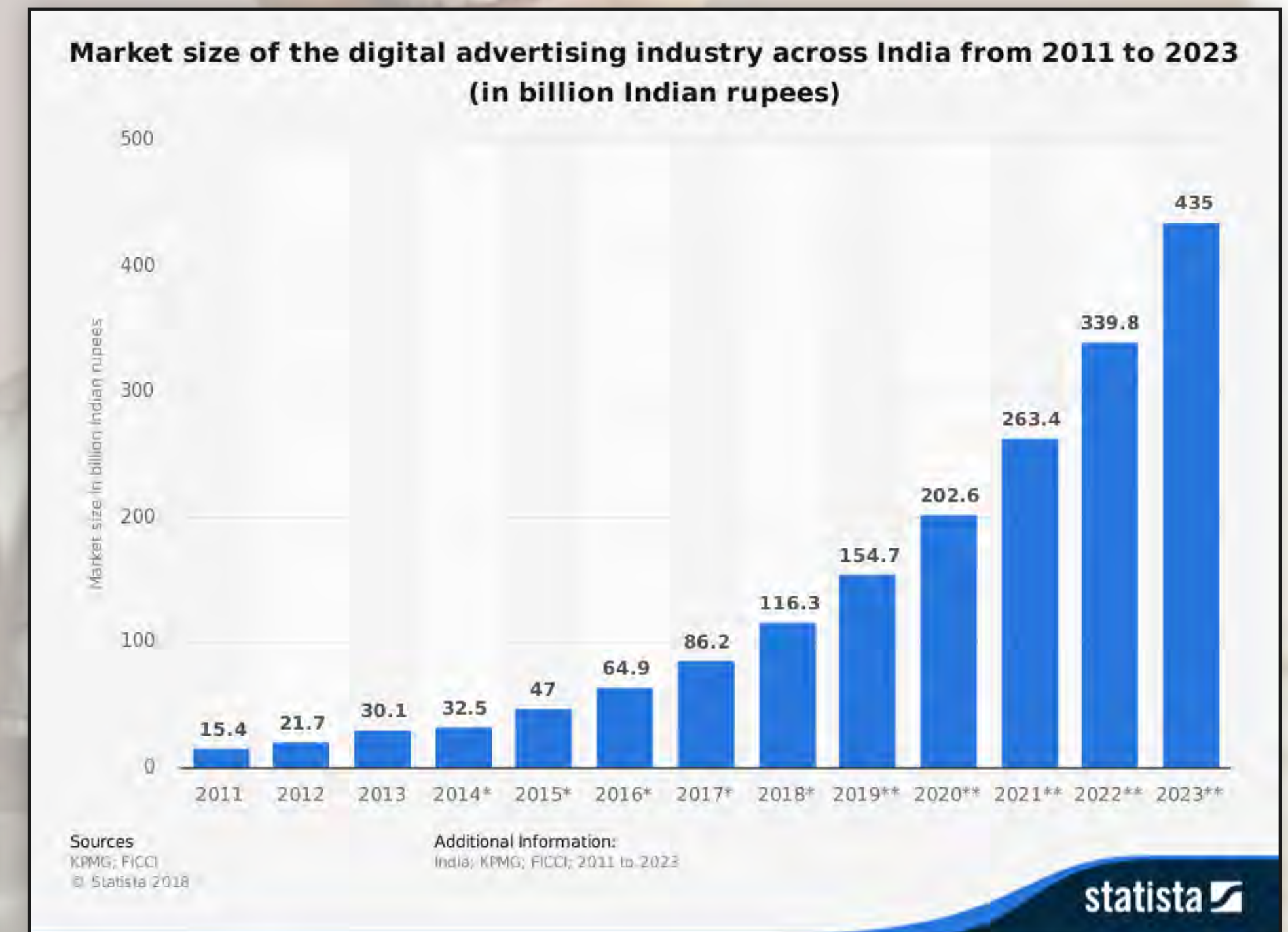


2020 ad sales quarterly revenue growth (from \$0 in 2019) Q1: \$45K / Q2: \$65K / Q3: \$175K / Q4: \$360K

A Hot Market for Global Media Investment & Advertising



- India has over 600M people under the age of 35. These digital natives, uniquely suited to be targeted by Q India, are driving massive media investment & ad growth.
- Over the next few years, the Indian advertising market is projected to be the fastest-growing advertising market in Asia, after China.
- Among the leading distribution partners for The Q India is the app based platform Jio TV and their recently launched broadband service Jio Fibre. Jio Platforms has recently received investment of over \$20 billion from a list of investors that includes Google, Facebook, Intel, Qualcomm, KKR, General Atlantic, Silver Lake, Vista and the UAE Sovereign Wealth Fund. Jio Platforms now houses an array of media operations including music streaming service JioSaavn, fibre-to-the-home service JioFibre, on-demand live television service JioTV, and payments service JioPay. It also has a 5% stake in Bollywood streaming service Eros International.
- Goldstein Research analyst forecast that the India Advertising Industry is set to grow at a CAGR of 26.30% over the forecast period (2017-2025).

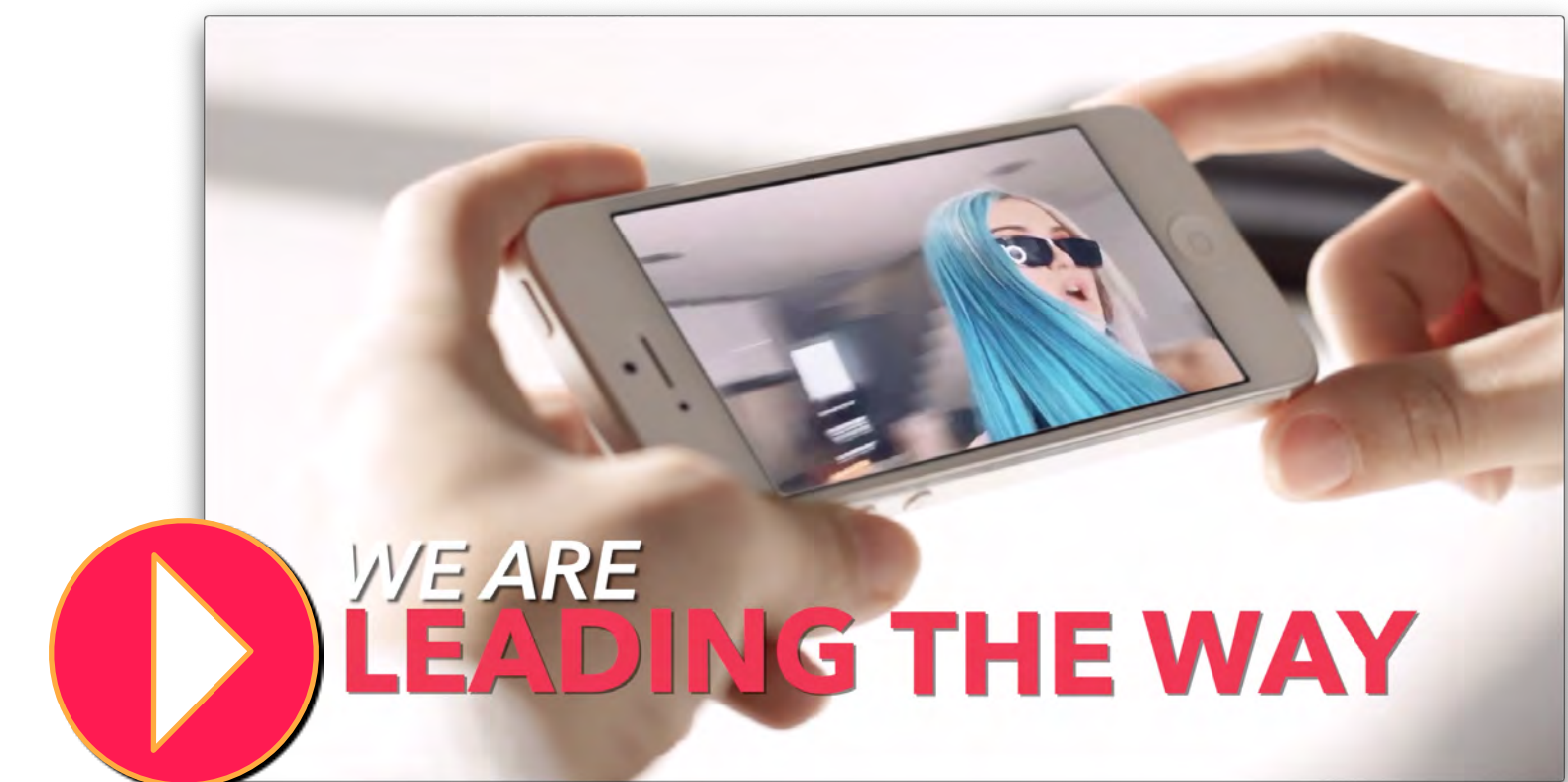


The Q Influencer Marketing Network

- Viral campaigns across TikTok, Instagram, & YouTube
- QYOU Media's Influencer Marketing Network has built its reputation primarily promoting theatrical motion picture releases.
- In 2018, QYOU Media was awarded with the ThinkLA Best Social Campaign for its work on Dreamworks Trolls motion picture using musical.ly (now owned by TikTok)
- This sizzle reel highlights campaigns created for studio film releases and their level of engagement:
 - Charlie's Angels: 3.9 billion
 - Men in Black: 350 million
 - Addams Family: 165 million
 - Countdown: 150 million
 - Trolls WT: 200 million



Influencer Marketing President Glenn Ginsburg



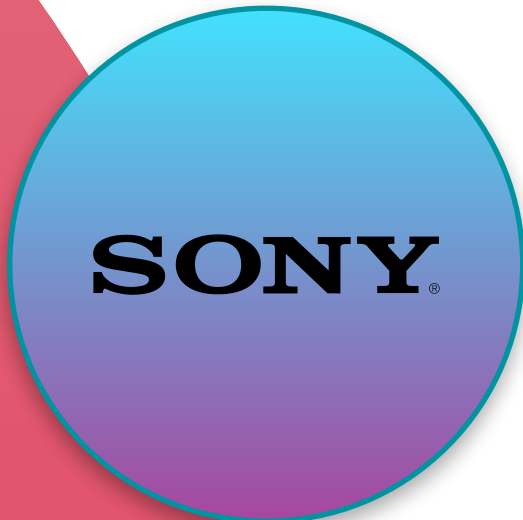
CLICK TO WATCH

Connecting Social Media Influencers With Brands

By 2020 Millennials will have \$1.4 trillion in spending power but they are arguably the hardest demographics to reach.

Audience's have changed the way they consume content. It's no longer about TV.

**Now it's
YouTube,
Snapchat,
Instagram and
TikTok**



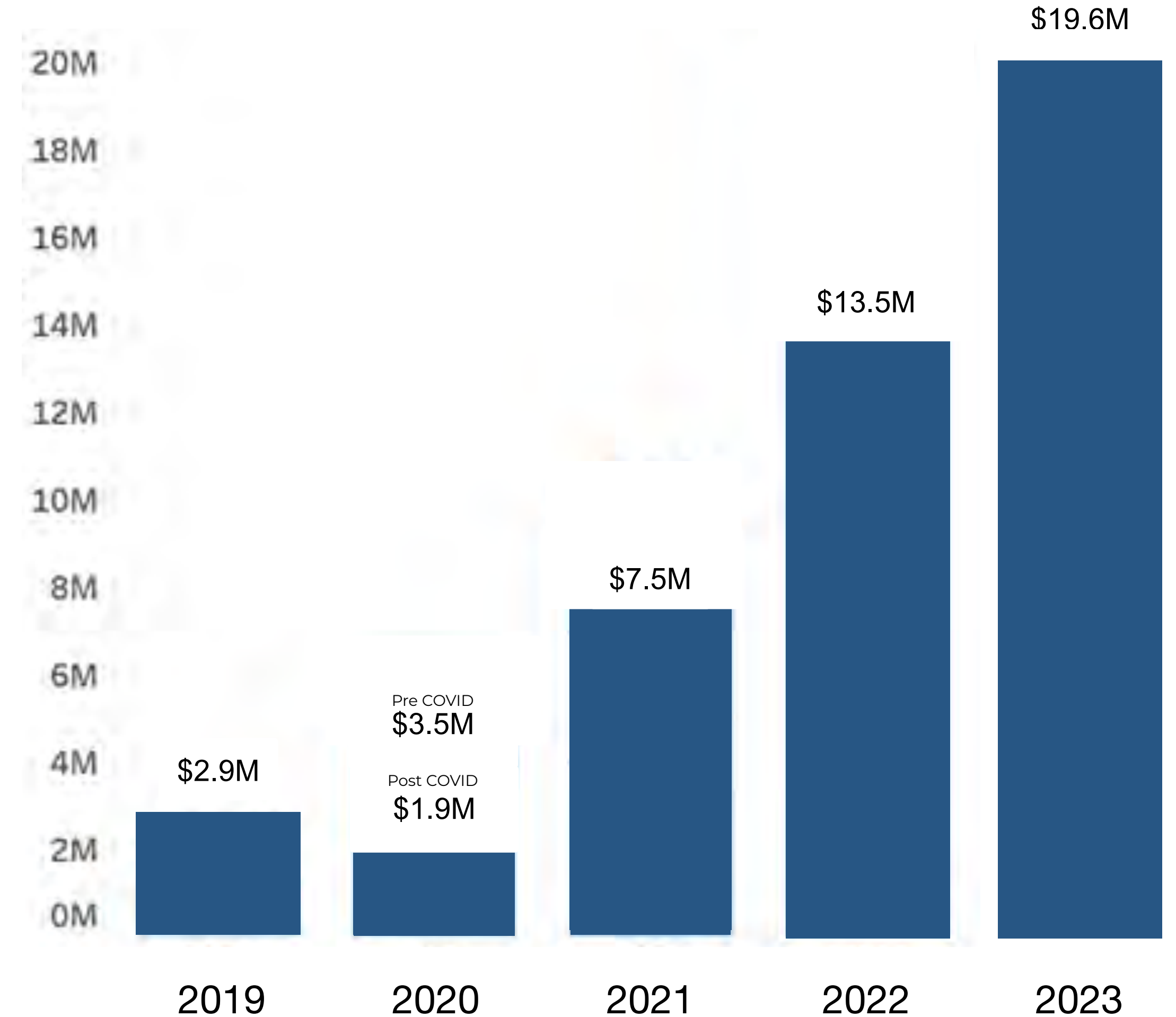
Brands need to bridge the gap.

As Millennials and Gen Z change the way they consume content, brands are changing the way they communicate. People may ignore banners, but they are highly influenced by digital celebrities.

Influencer Marketing: Dynamic Growth

- Active social media users globally have surpassed 3.8 Billion in 2020 (Hootsuite)
- Instagram has 1 billion monthly active users, and 500 million of them use it daily. (Instagram)
- 50% of consumers would increase their chances of buying products through a brand's social media. (Curalate)
- 366 million new people started using social media in the past year... more than a million new users everyday (Hootsuite)
- TikTok has over 800 million daily users and remains the #1 app download on the Apple App Store for five consecutive quarters (Oberlo)

The Q Influencer Marketing Network
Total Projected Revenue (USD)



We Are *TikTok* Experts: Our Process

- Our strategy begins with finding the right influencers with the right audiences/communities, to engage and support the brand message we are marketing.
- We produce creative content that amplifies and induces influencers' followers to share this content with their friends. This is how we create true virality.
- Click images on the right to see how millions of views were generated through this process on TikTok for the theatrical motion pictures *Countdown* and *The Boy II*.



Click images for examples

Countdown
DUET VIDEOS

3MM+
VIEWS

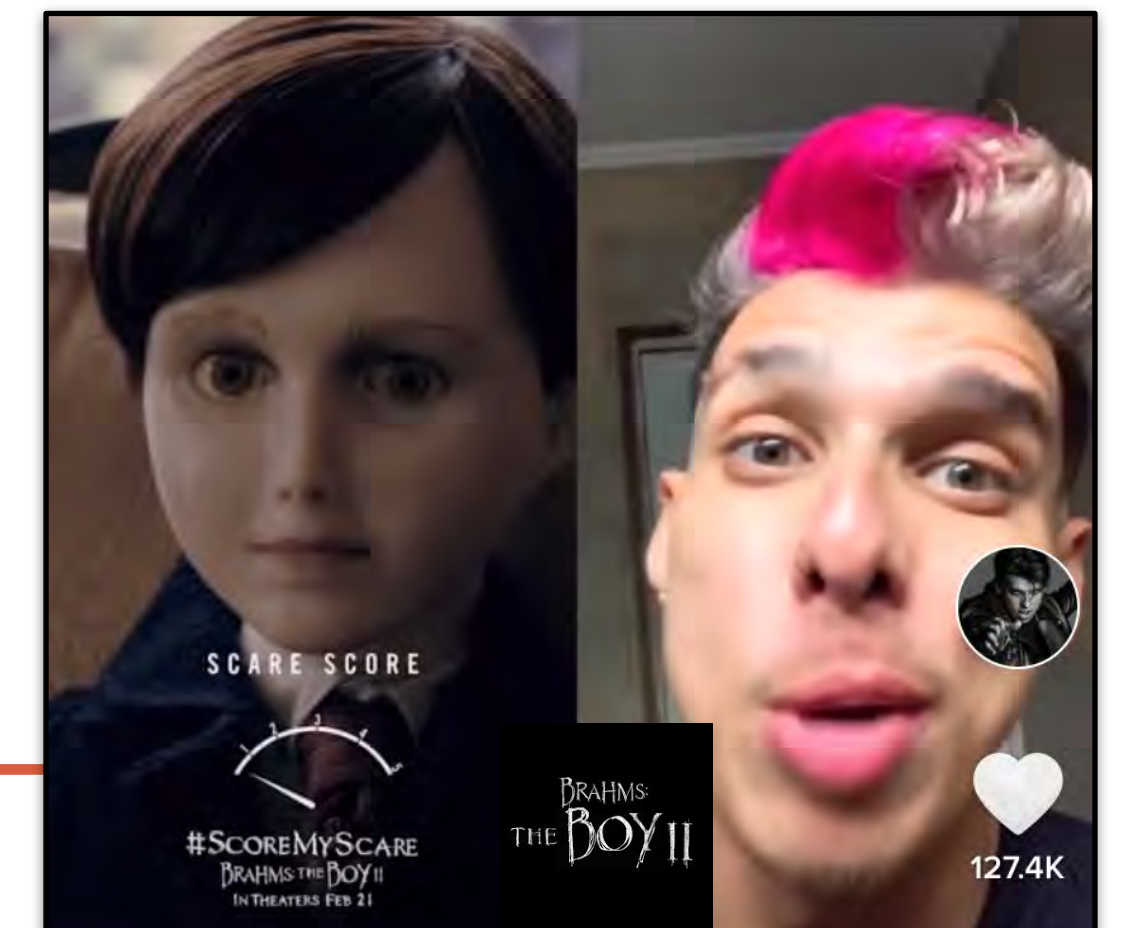
STOKES TWINS



The Boy II
PRANK VIDEOS

2MM+
VIEWS

GILMHER CROES



Trolls World Tour: Direct To Consumer Pivot

- In March 2020, as a result of movie theaters being closed by Covid-19, Dreamworks Universal elected to move its theatrical release of Trolls World Tour to a direct to consumer launch, the first time a film of this magnitude had done so.
- The Q Influencer team, originally hired to promote the theatrical release, was asked to pivot the campaign to promote this new release.
- The TikTok channel that we created doubled in 8 weeks hitting 300K subs.
- Our campaign generated over 50M video views with a 17% engagement rate.
- Trolls World Tour became the largest direct to video success in motion picture history generating over \$100 Million in revenue



Campaign Highlights

- 57M+ organic video views
- 244M Social Followers from 19 Influencers
- 17% overall engagement rate
- 62K+ UGC videos created by the community
- 314K+ TikTok Channel Subs

New Influencer Marketing Opportunities for Growth

QYOU Is Targeting New Growth Areas to Further Scale the Business

- *Media Placements:* media planning/buying for our clients
- *Talent Management:* direct management of key influencers
- *Channel Management for Brands:* day to day operations of TikTok, Instagram and other platform channels for clients
- *Original IP development:* owned and operated B to C channels leveraging deep knowledge of platforms and audiences
- *Merchandising:* e-commerce integrations for Influencers
- *Production Services:* creating and producing content for clients

Influencers Recently Featured in Q Influencer Campaigns

Brent Rivera
34.6MM

Miranda Sings
30MM

Rebecca Zamolo
19.8MM

Kristen Hancher
28.2MM

Gil Croes
18.7MM

Holly H
15.4MM

Stokes Twins
26MM



Leadership Team with Deep Media Experience



CURT MARVIS

CO FOUNDER & CEO
QYOU Media / The Q India

- President of Lionsgate Digital*
- MTV Lifetime Achievement Award
- Co-founder & CEO of CinemaNow*



G. SCOTT PATERSON

CHAIRMAN & CO FOUNDER
QYOU Media

- Director: Lionsgate*, NeuLion*, Symbility*, FutureVault
- CEO of Yorkton Securities*
- Vice-Chairman TSX*



CATHERINE WARREN

BOARD DIRECTOR
QYOU Media

- President, FanTrust Entertainment Strategies
- CEO Vancouver Economic Commission*
- CEO Centre for Digital Media*



ANDY KAPLAN

NON EXECUTIVE CHAIRMAN
The Q India

- President of Sony Pictures International Networks*
- Chairman of Board NATPE



GLENN GINSBURG

PRESIDENT - INFLUENCER MARKETING
QYOU Media

- VP Sales & Distribution The Walt Disney Company*
- VP MTV Networks*
- VP Branded Entertainment Alloy Media*



SUNDER AARON

CO FOUNDER & GENERAL MANAGER
The Q India

- Sony Pictures Entertainment *
- Liberty Media *

The Impact of COVID-19: Creating an Investment Opportunity

On March 1, 2020 the company was poised for strong revenue growth in both India & its Influencer Marketing business units as indicated below:

- India: In March 2020 we secured our first major advertising contract for approximately \$85,000 USD and were on the cusp of a second major order for approximately \$150,000 USD as ad sales momentum was building.. Due to COVID-19, the first contract has been delayed relative to delivery of ads and the second contract as been put on hold for the current quarter (Q2 2020). Our initial expectations of significant growth in our ad supported business this quarter have been reduced.. With a return to a “new normal” beginning to materialize in India we are seeing movement back to more active ad sales and believe the second half of the year will produce strong results. Our financial projections reflect these adjustments.
- Influencer Marketing (US): In February of 2020 our pipeline of expected business for Q2 2020 was already over \$800K USD including four different theatrical motion pictures set for release in theaters. Three of these films were withdrawn from release due to the closure of movie theaters as a result of COVID-19. We successfully secured one contract for the film Trolls World Tour (\$300K USD) due to the studio decision to release this film direct to consumer via streaming on April 11, 2020. We currently are pursuing and securing business on new direct to consumer releases (King of Staten Island) along with other prospective new clients (Beverage and Apparel). While this transition has taken time and had a negative effect on revenue in Q2 2020, we are already beginning to see a growing pipeline of business for next quarter.
- The company believes that our use of content from individual creators & social stars, coupled with the apparent recession-proof demand for digital media, places us in a strong position to rebound from the initial Q2 2020 negative impact of COVID-19.
- The business initiatives and projections described herein reflect the anticipated impact from COVID-19 on our business in Q2 2020 and anticipate a return to a growing operating environment in both India and the US beginning in July 2020. These circumstances have necessitated the need to raise additional capital as outlined.

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THANK YOU