



QYOU Media Inc.

Investor Presentation

May 2023

TSXV: QYOU | OTCQB: QYOUF
www.qyoumedia.com | www.theq.tv

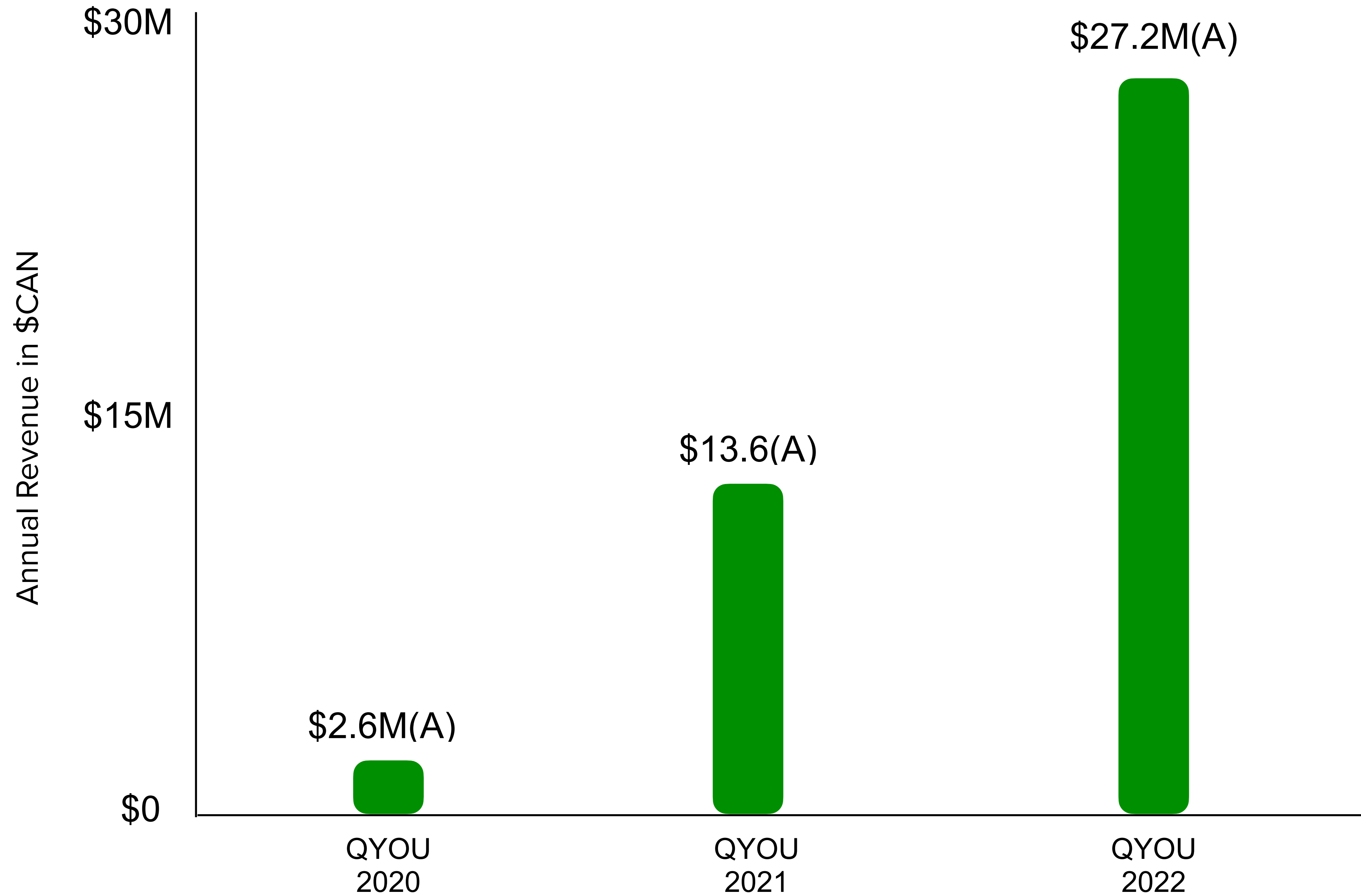
Forward Looking Statements



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 Media 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.

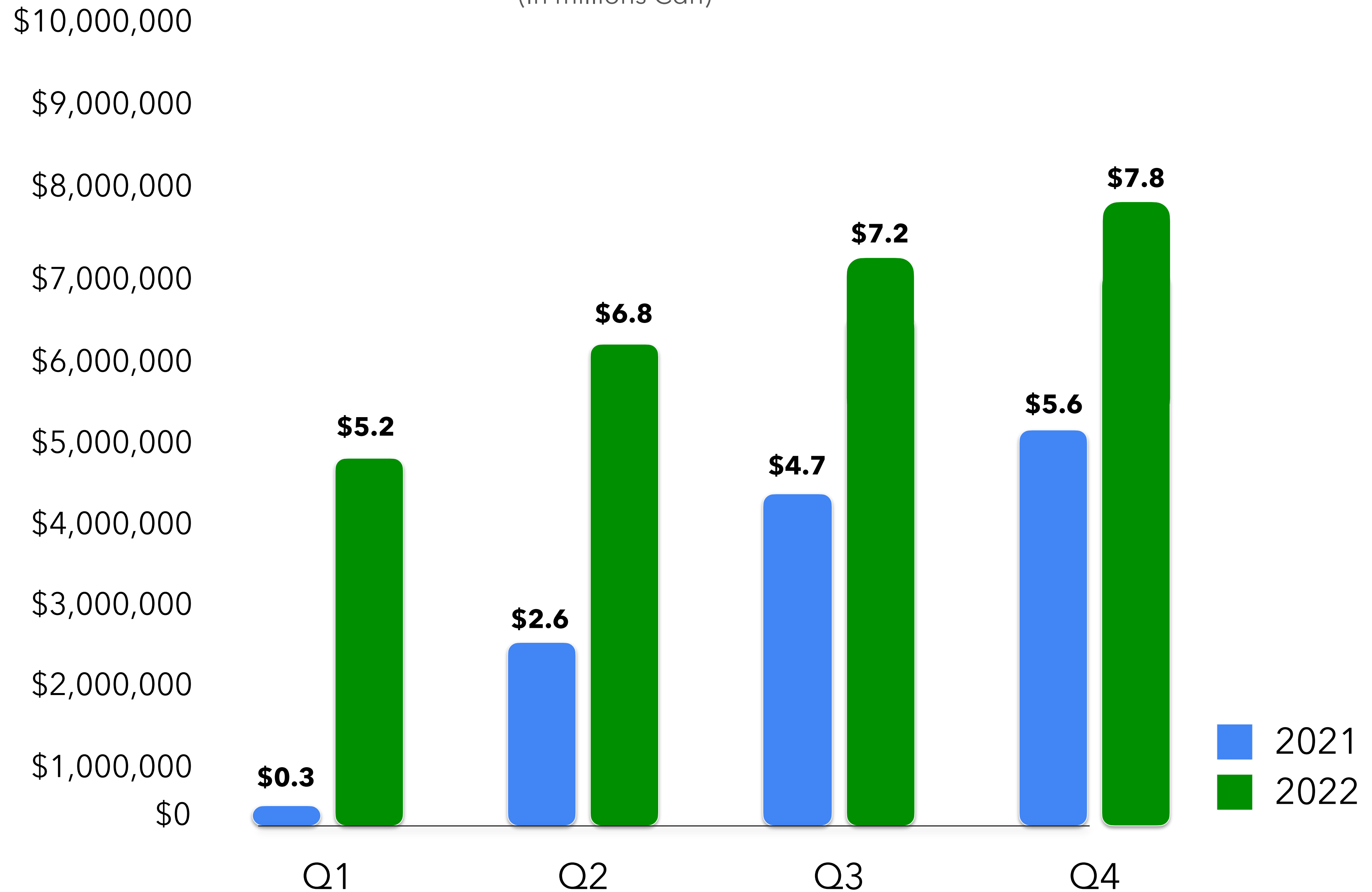
Revenue Growth in 2021 & 2022 Tells Our Story



Record Breaking Quarterly Revenue Growth

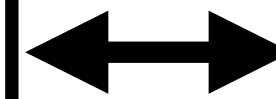


Revenue Growth
(In millions Cdn)



THE CREATOR ECONOMY & SOCIAL VIDEO

- YouTube, TikTok, Instagram, Snap, Twitter and other social media platforms drive consumption of video among youth
- Digital Creators and Influencers are the dominant personalities for brands trying to reach younger consumers
- Global brands now consider use of social video platforms to be a primary and critical part of all media plans



THE BOOMING GROWTH OF YOUNG INDIA

- The world's largest youth population with 650 million people 25 years of age & younger and over 850 million under 35
- Massive consumption of social video content. 10% of all daily YouTube views. Largest user base for both Facebook and Instagram
- Massive growth ahead for the Young India focused digital economy with "Unicorns" being crowned nearly weekly





Q Branded Content is Viewed by Over 125M Young Indians Every Week

- We **produce and distribute broadcast and digital 24/7 channels** (TV style) that feature “the best of social video and influencer” content in India. We currently have two broadcast channels and three digital channels delivered to over 125M TV homes.
- We also **deliver this content via digital and app based platforms** in India on a streaming basis reaching over 678M digital users.
- On a combined basis in India we currently reach a potential audience of over 800M and are actually **viewed by over 125 million people each week.**
- We **run two influencer marketing divisions in India and the US** that create content with influencers and digital content creators for major brands.



Zara Hatke



2022: A Year of Major Transformation and Growth



- The addition of over **100 blue chip advertisers** including Unilever, P&G, Coca Cola, Pepsi, Amazon, L'Oreal
- Weekly **viewership** increased from 3-4 million weekly in 2020 to over **125 million weekly in 2022**
- The acquisition of **leading India influencer marketing business Chtrbox**
- **Record breaking ratings** leading to **record breaking revenues** and a mass market channel
- **Largest revenue quarter ever** for each division in India and USA in Q4 2021 (\$5.7M) which was broken in Q2 2022 (\$6.9M)
- **Investment from Times of India** of \$2M USD to drive brand awareness in India

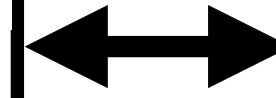


2022: The Backbone of Our Business



Relationships with the world's largest and most important advertisers

Distribution with major platforms across broadcast, digital (OTT), mobile and apps



Scaling the Model: Four New Channels in 2022 for Young India



The company has now expanded from a single Hindi broadcast channel and has added four new channels in 2022 with more to come. All channels are based on content from leading social media stars and digital content creators, scaling the model that has now been successfully proven on The Q's Hindi language channel.



Zara Hatke

The Q: Flagship Hindi broadcast channel is the fastest growing TV Channel in India



भन्नाट आहे!

The Q Marathi: New broadcast channel targeting the 84 million native speakers.



कहानियाँ

Q Kahaniya: An all animation digital channel.



COMEDISTAAN

Q Comedistaan: An all comedy digital channel.



Q GameX, a 24x7 LIVE gaming channel streaming gameplay matches, console/gaming equipment unboxing experiences.

QPLAY and Gaming Acquisition Lead the Move To D to C



Q play, is the company's first move into the direct to consumer market with a free app containing all 5 channels. All channels are targeting the massive growth among smart TVs and mobile users in India



The recently announced acquisition of Maxamtech, an Indian mobile gaming provider is a significant addition to the Q India Direct to Consumer initiative.

Mobile gaming in India is skyrocketing in growth. This is being driven by young Indians who now have smart phones and can use them on inexpensive data plans. India is the second largest market in the world after China for mobile gaming with over 420 million mobile gamers today.

Our audience of 125 million is 75% from what is known as Tier 2 and Tier 3 (smaller) cities and rural India. This is the most sought after audience for casual mobile gaming. In addition, gamification, interactivity, social commerce and two way communication with our audience is a core attribute we intend to focus on and exploit on a go forward basis as our audience achieves the ability to interact via their connected TV's and mobile devices.



Data Mining Drives Brand Value and Revenue Growth



All data collected from over 125 million people weekly (and growing across all products) is being fed into our proprietary central repository within our analytics suite to maximize revenue. This generates more informed programming decisions that drive more engagement and value for all brand partners and advertisers.

QYOU recently announced a partnership with StarLifter a next generation data analysis platform. StarLifter's low-code, no-code approach makes complex data transformation and analytics approachable for business users of all technical backgrounds. StarLifter was founded by legendary Silicon Valley entrepreneur Fred Luddy, founder of Service Now



Broadcast TV

- Regional daily data showcasing unique viewership, time spent viewing, and age groups broken out every half hour to facilitate enhanced brand value

Smart TVs

- Regional daily data showcasing device specific unique viewership, time spent viewing broken out hourly to better determine channel programming

Apps

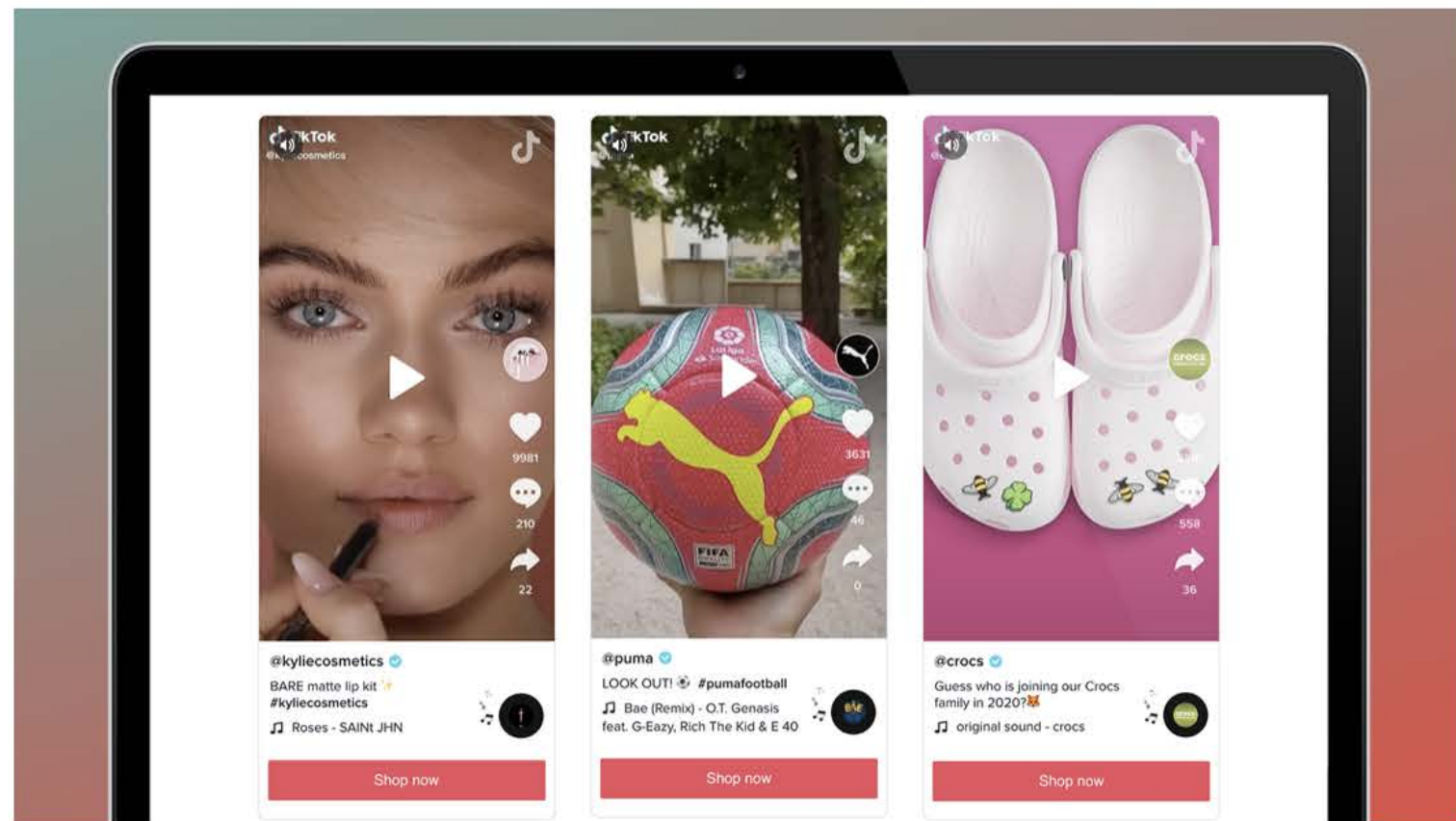
- Highly targeted & specific data broken out into region, device, time spent viewing, gender, as well as engagement

Influencer Marketing

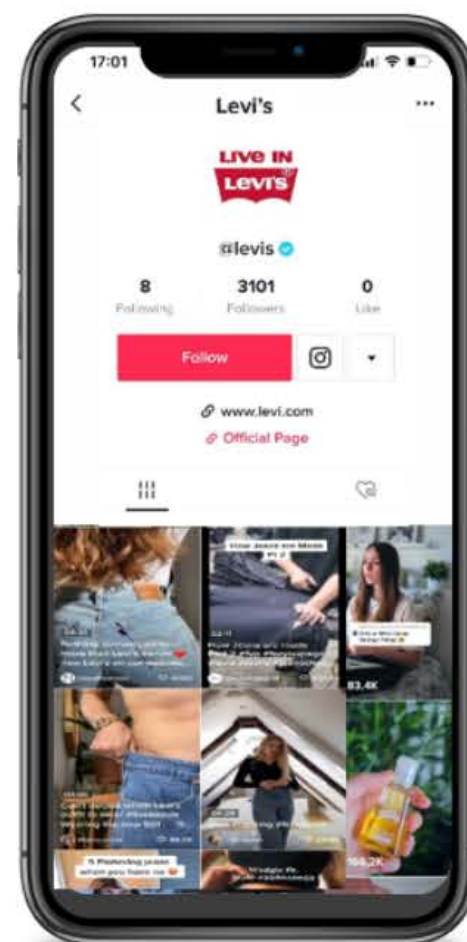
- Engagement metrics tracked over the lifetime of a campaign allowing for in real time improvements facilitating successful amplification



Social Commerce: Ability To Reach 125M+ Weekly



Buy
Earn
Share
Comment



Gamification and Web3

Build / Acquire Systems That Focus:



- **Rewards:** Blockchain or server based rewards systems such as Play2Earn, Watch2Earn, Engage2Earn



- **NFTs:** Collectibles with utility granting access to marketplaces, merchandise, events.



- **Community:** Apps that build communities and audiences



- **Watch:** Value added entertainment

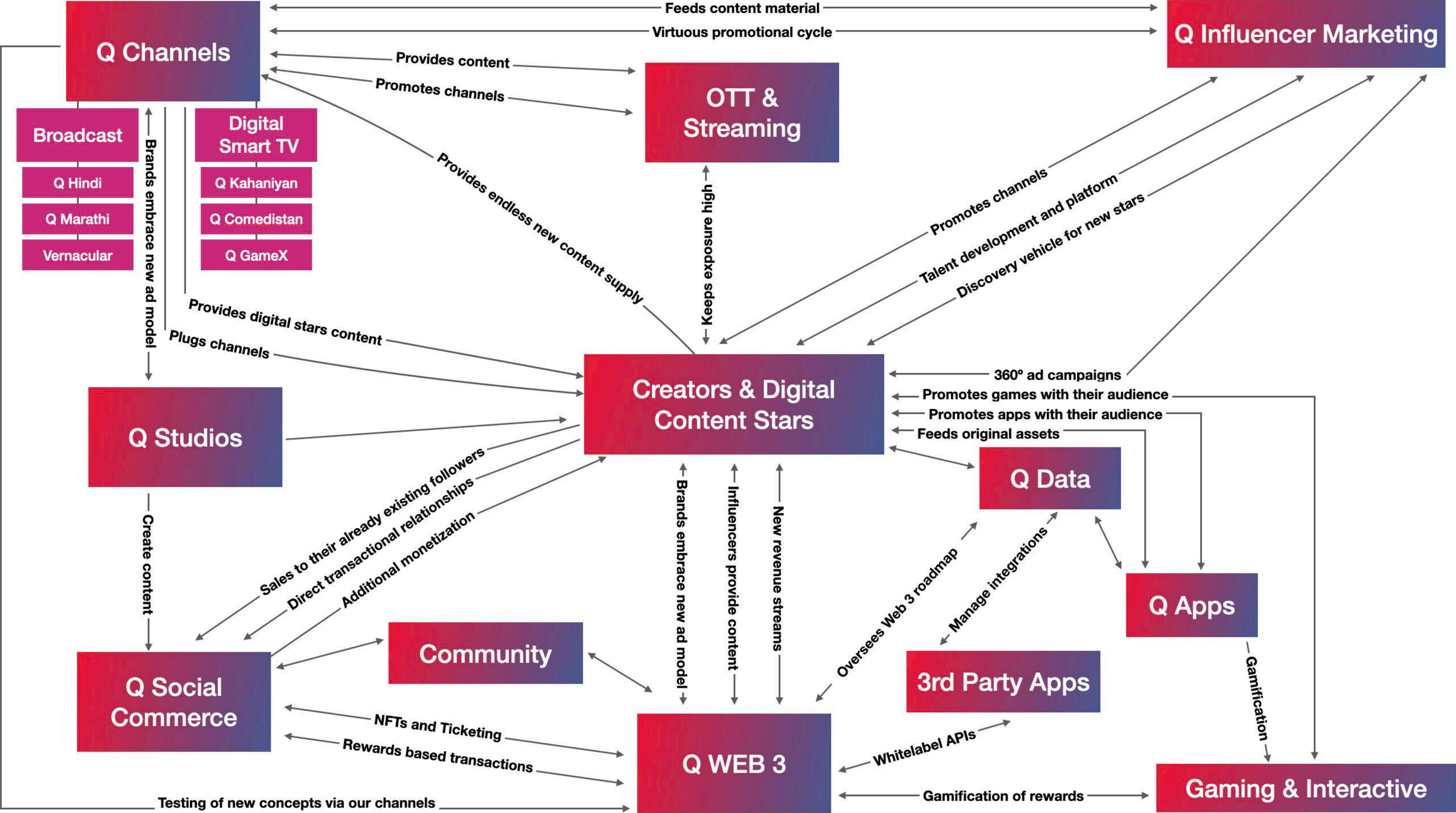


- **Earn:** rewards based on engagement in app



- **Repeat:** create a hook model to keep bringing users back to watch and earn.

The QYOU Media Roadmap: 2023



The Power of Human Capital



22 employees in 2021 to 150 employees in 2022 led by experts in their field



Curt Marvis
CEO & CO-FOUNDER
QYOU MEDIA



Sunder Aaron
GM & CO-FOUNDER
THE Q INDIA



Simran Hoon
CEO
THE Q INDIA



Krishna Menon
COO
THE Q INDIA



Glenn Ginsburg
PRESIDENT
QYOU USA



Kevin Williams
CFO
QYOU MEDIA



Lexi St. John
HEAD OF QYOU STUDIOS
QYOU USA



Jace Sparks
CHIEF PRODUCT OFFICER
QYOU MEDIA



Pranay Swarup
CEO
CHTRBOX



Julie Kriegshaber
COO
CHTRBOX



Sujata Samant
HEAD OF MARKETING
THE Q INDIA



Ashish Kotekar
VP SALES
THE Q INDIA

Veteran Board With Deep Entrepreneurial Success



Curt Marvis

CEO QYOU MEDIA

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



G. Scott Paterson

CHAIRMAN QYOU MEDIA

Board of Directors Lionsgate
Chairman Toronto Venture Exchange*
Vice Chairman Toronto Stock Exchange*



Andy Kaplan

CHAIRMAN THE Q INDIA

President Worldwide Networks Sony Pictures*
Chairman of the Board NATPE
Chairman KC Global Media Entertainment



Catherine Warren

BOARD QYOU MEDIA

CEO Innovate Edmonton
President & Founder FanTrust Entertainment Strategies
CEO Vancouver Economic Commission*



Damian Lee

BOARD QYOU MEDIA

Producer/Director/Writer
of over 75 Motion Pictures
and Television Shows



Steve Beeks

BOARD QYOU MEDIA

Co-COO Lionsgate*
Co-President Motion Picture Group Lionsgate*
President Home Entertainment Hallmark*

**Formerly held positions*