

Corporate

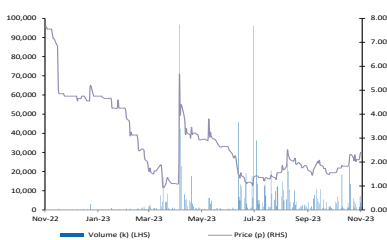
Current price **2.40p**

Sector **TMT**

Code **MIRI.L**

Listing **AIM**

Share Performance



% Change	1m	3m	12m
MIRI.L	+46.8	+27.0	-69.3

Source: Refinitiv, Allenby Capital

Share Data

Market Cap (£m) **11.7**

Shares in issue (m) **489.3**

52 weeks (p) High Low
7.65 0.94

Financial year end **December 31**

Source: Company Data, Allenby Capital

Key Shareholders

M&G Investment Management 14.3%

Investec Wealth & Investment 13.7%

Heargreaves Lansdown 8.6%

IP Group 7.0%

Parkwalk Advisors 3.6%

Source: Company Data, Allenby Capital

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Mirriad Advertising Plc (MIRI.L)

Commercial momentum building

Mirriad Advertising plc (MIRI.L) is a leader in virtual product placement (VPP) and in-content advertising technology and services, dynamically inserting brands and products into video content. It provides new revenue opportunities for content producers/media companies and is proven with consumers to be significantly more effective and less intrusive than traditional formats. After several years of heavy investment, Mirriad is moving from market building to a growth phase. This should accelerate with the availability of programmatic functionality in 2024 that will streamline the ad slot buying process and integrate it into the existing programmatic media buying marketplace. Mirriad is focusing on the US, the largest and most developed ad market, and recently signed a top three US entertainment network on the supply side and already works with nine of the top twenty US advertisers. The current share price fails to reflect the company's achievements to date or the potential for rapid growth going forward.

- Market update:** Mirriad has developed a proven effective and scalable solution that counters global audience ad fatigue and the shrinking volume of available inventory as viewing habits continue to evolve. Ad revenue from traditional TV inventory is in decline as audiences shift to streaming. At the same time, ad-supported streaming is not sufficient to bridge the gap. Media companies are under pressure to extract more revenue from existing assets. Although the advertising market is facing ongoing macro headwinds, in-content advertising represents a substantial medium term growth opportunity.
- Financial update:** H1 revenue increased marginally to £0.6m given the market headwinds in the US and exit from the Chinese market in Q1 FY23. Mirriad has reduced its net cash burn by c. 35% to c. £700k per month in FY24. And following May's £6.3m (gross) raise, H1 net cash was £9.8m providing a cash runway to at least August 2024. Encouragingly, there was an increase in repeat bookings from large customers across multiple sectors in H1 and Mirriad expects revenue to be materially higher in the seasonally stronger H2.
- Operational update:** Mirriad has established partnerships with content-supply and ad-tech companies, advertisers and agencies in the US, the largest and most developed ad market. It recently signed up a top three US entertainment network to identify virtual product placement opportunities and introduce in-content advertising. This partnership substantially increases the volume and value of available inventory for selling advertising, as the content of larger suppliers has higher ratings and is in greater demand with advertisers. This represents a major revenue opportunity as the partner accounts for 15% of revenue in the US TV advertising market. The addition of programmatic functionality, scheduled for H1 2024, will offer a route to scale by facilitating the sales process as well as providing much richer measurement and reporting functionality.

Year End: 31 December

(£'000)	2019A	2020A	2021A	2022A
REVENUE	1,140	2,180	2,010	1,507
EBITDA	(11,505)	(8,626)	(11,579)	(15,202)
PBT	(12,151)	(9,089)	(12,020)	(15,593)
EPS (p)	(8.0)	(4.0)	(4.0)	(5.0)
NET CASH	19,092	35,421	24,501	11,289
EV/EBITDA (x)	NEG	NEG	NEG	NEG
PER (x)	NEG	NEG	NEG	NEG

Source: Company; Allenby Capital. Allenby Capital acts as Nomad & Broker to Mirriad Advertising Plc (MIRI.L)

Please refer to the last page of this communication for all required disclosures and risk warnings.

Investment summary

Mirriad Advertising plc (MIRI.L), a leader in virtual product placement (VPP) and in-content advertising technology and services, is demonstrating growing commercial momentum. The company is engaging with the largest entertainment companies (supply side) in the US and Europe and running successful campaigns for multiple advertisers and agencies (demand side), including nine of the top twenty US advertisers. As a result, Mirriad now has access to a quarter of the US broadcast market and some of the most popular content to host in-content advertising and relationships with brands that have an annualised advertising spend of >\$10bn. Coupled with the introduction of programmatic selling that will streamline the sales process, we anticipate a substantial increase in revenue in FY24.

The overall advertising market is becoming more supportive of the Mirriad technology proposition. Viewing habits have evolved over the past few years and viewers are reacting negatively to the perceived overload of advertising on TV. Broadcasters and entertainment companies need to monetise their content and advertisers need to reach their target audiences efficiently. Mirriad’s in-content advertising has been proved to be an effective and non-intrusive alternative.

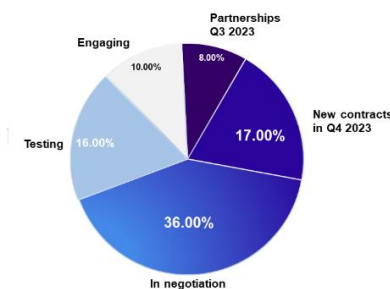
86% of viewers are taking action to avoid traditional TV ads

According to research by Mirriad and Kantar Media, a leading provider of audience and media market research, 86% of viewers are taking action to avoid traditional TV ads (e.g. ad skipping, use of catch up services etc) across broadcast and network TV, streaming, and online video. A further 51% will take action in response to repeating ads (switching purchasing decisions away from advertisers), resulting in decreased effectiveness. The popularity of ad free subscription-based video on demand streaming services (SVOD) has contributed to this reduced viewer tolerance to ads – streaming viewers prefer lighter ad loads (<6 mins per hour) and ads that do not interrupt the content flow (i.e. split screen, interactive, QR codes). The newer ad-supported streaming services (AVOD) are not fully covering the advertising revenue shortfall.

Virtual product placement (VPP) significantly more attractive to viewers

Virtual product placement (VPP), offered by the likes of Mirriad, has been found to be significantly more attractive to viewers - 7x compared with traditional advertising (Source: Kantar). Ad awareness is also enhanced (+26 percentage points) and 83% of viewers agreed with the premise that Mirriad’s integrations are natural to the content and can be deployed in both ad-supported and ad-free models. More recent research found that brand affinity was up by 96% and purchase intent by 54%. Viewers felt much more positive about in-content advertising and took no steps to avoid this integrated ad format.

Exhibit 1: Current supply side exposure



Source: Company

Commercialisation of the technology has taken longer than initially anticipated and the business has also been hit by both the pandemic and the more recent weakness in advertising markets. Mirriad’s target markets, advertising and broadcasting, have proved to be slower than expected to adopt new technologies in spite of strong KPIs. That said, after a period of market education, we believe that the company is well-positioned to capitalise having built penetration of the demand and supply side.

Mirriad is focusing its sales and marketing efforts on the US, the largest and most developed ad market, and the largest advertisers. It recently signed a top three US entertainment network on the supply side that accounts for 15% of revenue in the US TV advertising market and works with nine of the top twenty US advertisers that spend >\$10bn per annum on advertising.

Exhibit 2: US market focus



Source: Company; Zenith advertising forecasts

Invested to develop its programmatic capability

Exhibit 3: Top 10 US Suppliers

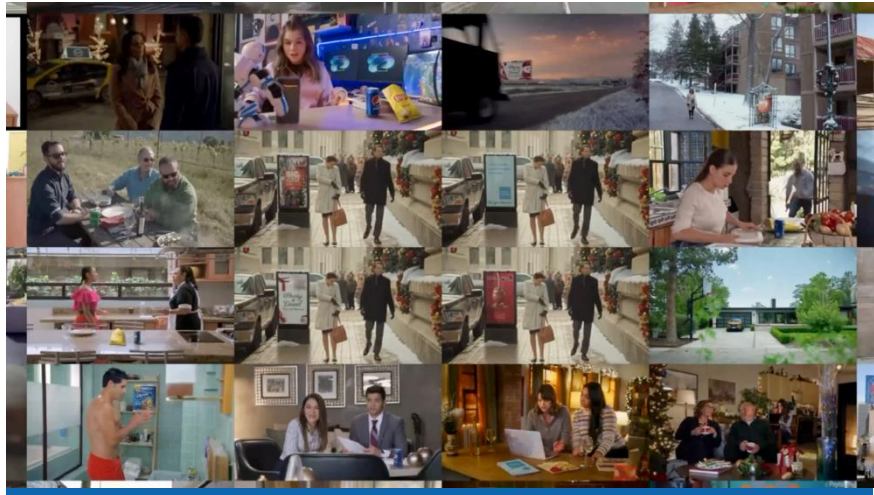
Top Vendors	Market Share (%)
NBCU	22
Paramount	16
Fox Corp	16
Walt Disney	10
Discovery	7
Warner Media	7
Univision	3
A+E	3
Crown Media	2
AMC Network	1

Source: Magna

During FY23, Mirriad has invested to develop its programmatic capability. This substantially streamlines the ad buying process and brings it into line with digital advertising practices and is expected to open up increased volumes, result in far shorter lead times and automated transactions. Its collaboration with Microsoft, announced in May, will bring scale to its platform through the use of Microsoft’s Azure cloud offering.

Mirriad has significantly reduced its operating cost base and, combined with May’s fundraising, the company now has a financial runway out to August 2024. More recently, it has signed partnerships with two top ten US entertainment networks that provides access to the most popular content and is engaged on campaigns with top tier brands across multiple verticals. The achievement to date and the potential for growth is not reflected in the company’s current share price.

Exhibit 4: Sample ad insertions



Source: Company

Increasing momentum

Recent newsflow

Mirriad has demonstrated increasing momentum on both sides of its proposition (supply and demand). It has signed partnerships with the supply side (broadcasters/entertainment companies that provide inventory for potential virtual product placement) and is running campaigns for new and existing clients across multiple sectors (advertisers and agencies looking for inventory within content - demand). Mirriad is already working with nine of the top twenty US advertising spenders and, following the recent partnership agreements, with entertainment companies that account for a quarter of the US TV advertising market.

Top three US entertainment network

Most recently (November), Mirriad announced that it had signed an agreement with a leading multinational mass media entertainment company whereby Mirriad will identify virtual product placement opportunities and introduce in-content advertising. This represents a substantial revenue opportunity going forward as the partner, a top three entertainment network in the US, accounts for a 15% share of revenue in the US TV advertising market (Source: Statista).

The partner operates studios, networks and live events and has one of the fastest growing global streaming services and will benefit from specific incremental ad revenue opportunities via in-content product and brand placements. Mirriad is beginning to integrate with the partner for an end-to-end solution that encompasses content analysis, campaign management, online access to inventory opportunities, creative execution of digital assets and campaign reporting. The partnership will provide access to significant additional inventory for advertisers.

The initial plan is a standard implementation of Mirriad's solution, followed by a transition to its programmatic platform shortly after that.

Top 10 US entertainment company

In November, Mirriad also announced that it signed a partnership with a US entertainment company, ranked in the top 10 by advertising revenue and a leader in targeted subscription streaming, for the activation of new in-content opportunities. The partner operates in >125 countries and has iconic and popular brands across TV, independent film, production distribution, gaming and publishing. Its streaming service includes the best content from its seven networks. The partner expects to benefit from incremental ad revenue via the new ad format and was attracted to the proven viewer preference for in-content advertising.

The companies will work together to deliver a seamless end-to-end solution, and Mirriad will look to test its forthcoming programmatic advertising capabilities on the partner's streaming platform.

These partnership agreements add significant quality inventory for advertisers to deploy their budgets. Integration work, testing and partnership discussions continue with multiple other entertainment Majors in the US.

Nic Hellyer appointed as CFO

In October, Mirriad announced the appointment of Nic Hellyer initially as CFO designate. As flagged at the time of the fundraising in June, David Dorans, the current CFO, has remained with the company to undertake an orderly handover before stepping down at the end of December.

Nic joins with more than thirty years of financial and listed company experience, having had various senior banking director and CFO roles. He was most recently CFO at Pelatro Plc, a provider of proprietary enterprise software that used big data analytics to customise promotions to customers, that delisted in September. He also had CFO roles at Byotrol plc (BYOT.L) and Bannix Acquisition Corp and held roles at UBS Investment Bank, HSBC and Singer Capital Markets.

Market dynamics

In summary:

- Consumers are shifting to more ad-free or ad-light video environments,
- Ad clutter and over-exposure are driving ad-fatigue or avoidance,
- The industry needs more quality inventory to engage with audiences.

Advertising market is becoming more supportive

The overall advertising market is becoming more supportive of the Mirriad technology proposition. Viewing habits have evolved over the past few years and viewers are reacting negatively to the perceived overload of advertising on TV. Broadcasters and entertainment companies need to monetise their content and advertisers need to reach their target audiences efficiently. Mirriad's in-content advertising provides an effective and non-intrusive alternative.

Benefits of in-content advertising:

- Viewers – non-disruptive, fits naturally with content and preferred to traditional advertising forms,
- Content providers – new source of advertising inventory and therefore revenue across any distribution model,
- Advertisers – cost-effective route to reaching scarce audiences with a non-skippable and brand-safe format.

86% taking action to avoid TV and video advertising

According to a survey in 2022 of more than 18,000 consumers across 29 markets by Kantar, more than 86% of all viewers were taking action to avoid TV and video advertising across broadcast and network TV, streaming and online video. Actions included leaving the room or undertaking unrelated tasks, ad skipping or switching channels. Much of this avoidance was driven by the disruptive experience of traditional formats and the perceived repetitiveness, over saturation, intrusiveness, and the perception of being dull and boring. These negative experiences are driving lower effectiveness.

Consumers more able to access ad free content

At the same time, the rise of subscription services, such as Netflix and Disney+, and the rise of ad blockers has meant that consumers are much more able to access ad free content and have become more resistant to ad supported content. Even where the likes of Netflix have introduced ad supported models (AVOD), the tolerance levels of traditional advertising are proving to be lower and the uptake of advertising supported tiers of streaming services has been relatively low. Advertisers are finding it increasingly difficult to reach their target audiences in brand-safe environments using traditional forms of advertising.

In-content advertising well-received

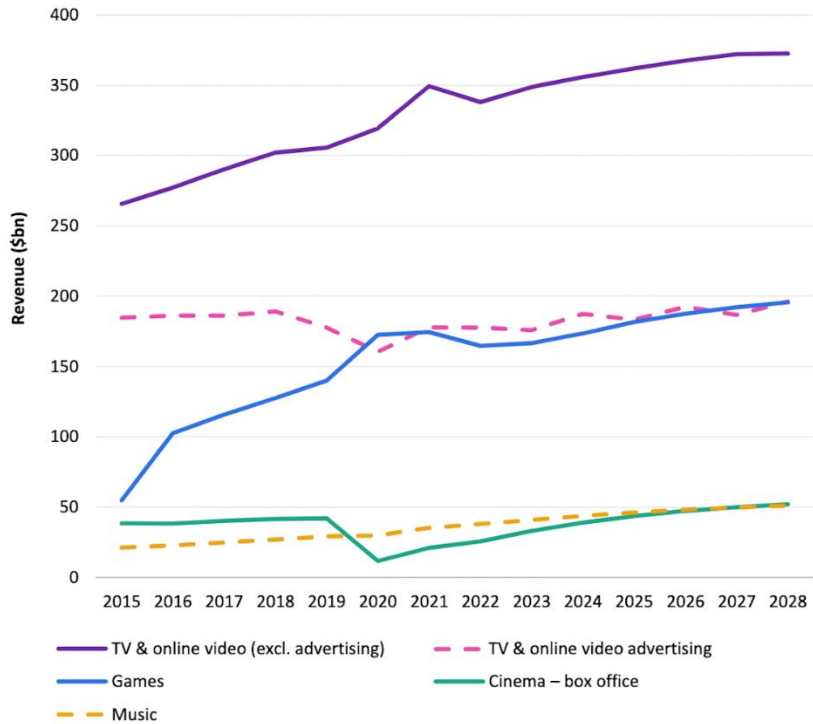
By contrast, Mirriad's in-content advertising has been well-received and is therefore more effective. Kantar studies found that 75% of viewers liked the format of Mirriad in-content integrations and its format was 7x more preferred over traditional ads. Consumers also found the integrations to be more trustworthy than TV and online video ads, better quality and innovative. The integrations were also found to amplify traditional TV spot campaigns for Ad Awareness, Brand Awareness, Favourability and Consideration.

Branded integrations were effective in driving Awareness (+25ppt), Purchase Intent (+9ppt) and Consumption (+35ppt) as the brands were being placed naturally into the content in a contextually relevant and non-intrusive way. The positive ad experience

Global TV subscriptions - growth online video

translated into a 61% higher incidence of products being added to the shopping cart, 40% higher online purchase and 27% higher in-store purchase.

Exhibit 5: Global revenue by media type (2015-28)



Source: Omdia (2023)

There were 2.4bn online video and pay-TV subscriptions worldwide in 2021. This increased to 2.6bn in 2022 and should end 2023 well above 2.7bn and more than 3.1bn by the end of 2028. Over the 2021-8 period, TV/video combined subscription numbers will increase by more than 31% but all of this growth will come from online video. Pay-TV numbers are set to decrease by 7.4% to 999m while online video subscriptions will increase to 2.2bn, up 62.5%. Given the growing proportion of lower-ARPU (average revenue per user) online subscriptions means the overall revenue growth will be lower than if traditional Pay-TV ARPU levels had been maintained.

TV advertising industry’s recovery remains mixed

The TV advertising industry’s recovery remains mixed, however, as headwinds persist with advertisers cautious on spending. For example, Tremor International Ltd (TRMR.L), a provider of data-driven video and Connected TV (CTV) advertising software, in its recent Q3 results reported some evidence of ad market stabilisation, particularly since July 2023, but it believes that the recovery will remain uneven and that ongoing macroeconomic headwinds and uncertainty will limit advertising demands and budgets, result in continued managed service softness, and cause its customers to focus on near-term spending on lower-cost solutions (such as display) through at least the remainder of 2023. As a result, Tremor reduced guidance for FY23 revenue.

Overall, the US advertising market is expected to show steady growth of 4.7% p.a. between 2023 and 2027 (Source: Magna). Traditional television viewing is, however, in sharp decline with audiences consuming video on demand often on low or no advertising-based services. Nearly two thirds of video viewing in the US by 18 to 49 year olds are now on streaming services (Source: Magna).

Exhibit 6: Mirriad offering



Source: Company

Mirriad’s technology offering

Mirriad has developed a proprietary technology platform that enables the seamless integration of branded content into video content, creating a native and hence less disruptive advertising experience. This includes the insertion of branded assets, such as products or innovative signage formats, into existing video content, making it appear that they were part of the original content. The company has invested heavily in its technology stack and has 38 patents covering its technology. Mirriad has also won numerous industry awards, including the 2022 AdExchanger Award for the most innovative TV advertising technology. These represent net new revenue opportunities for content owners.

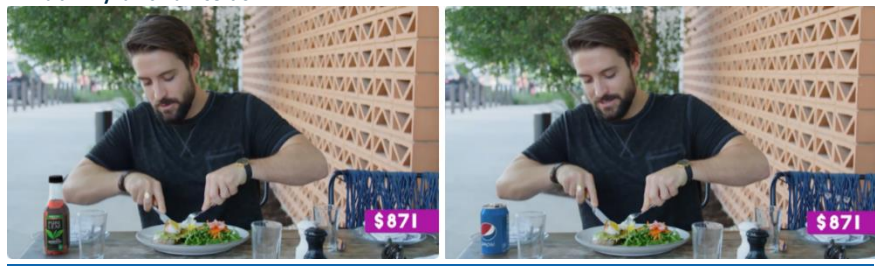
Mirriad 1.0 (2015-2018) was a point solution with the core VFX (visual effects) and computer-vision technology. Version 2.0 (2019-2022) was pre-programmatic and included the workflows and automation around the core technology. Mirriad 3.0 (2023-) will be the programmatic enterprise-level version, based on a cloud-based open architecture, interoperable with the existing digital advertising ecosystem. This will enable the programmatic buying of in-content advertising at scale and Mirriad can be integrated with partner platforms and white labelled. Mirriad has delivered in-content advertisements via an end-to-end programmatic transaction.

The platform employs computer vision and machine learning algorithms to analyse video content and identify suitable places for ad insertion. By understanding the context of the scenes, Mirriad can ensure that the branded content suits the original content, ensuring a natural and unobtrusive viewing experience. The platform can be used across multiple video formats including TV shows, films, SVOD/AVOD, music videos, influencer (user generated content) and video games.

The platform addresses the challenge faced by advertisers and broadcasters and streaming platforms that consumers are much less willing to watch traditional video advertising and this advertising is much less effective. With its approach, Mirriad can enable advertisers to reach their target audiences and broadcasters/content owners to monetise their content in an innovative way. This is achieved in a much less disruptive way.

Mirriad has introduced technology to automate the delivery of mass volume campaigns, and the delivery of multi-advertiser and multi-version monetisation of in-content inventory. Mirriad Dynamic Ad Insertion technology enables branded content segments to be inserted directly into CTV (connected TV), VOD (video on demand) and FAST (free ad-supported streaming TV – the streaming equivalent of broadcast television) channel programming. This enables broadcasters to serve multiple ad creatives at once to different audience sets based on data, such as demographics and location (as shown in Exhibit 7 with Pure Leaf and Pepsi product placement).

Exhibit 7: Dynamic Ad insertion



Source: Company

Mirriad is leading the in-content advertising category. The competitive environment remains benign and none of Mirriad’s competitors (e.g. TripleLift, Ryff and Rembrand) have broken out. Meanwhile at Amazon, Amazon Ads, its in-content advertising product,

is still at an early stage and has been restricted to Prime Video and Amazon Freevee (formerly IMDb TV), an ad-supported, free video streaming service that can be used without a subscription.

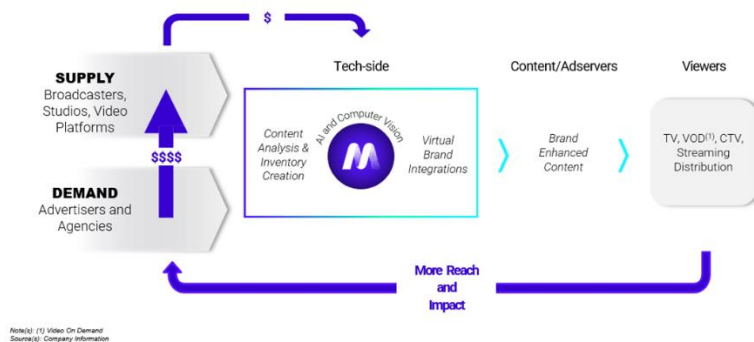
Mirriad offers an end-to-end platform with programmatic capabilities. It has partnerships with top tier brands and agencies in multiple sectors and with major entertainment companies providing access to popular content. It has expertise from years of successful integrations and validation through >40 studies that demonstrate the effectiveness of its offering.

Revenue model

Mirriad derives its revenue as a share of the revenue generated from selling advertising space. For example, if a broadcaster sells an insertion on a programme for £100k, Mirriad will typically receive 20% of the total revenue in Europe and 30% in the US.

For smaller scale content partners where the revenue share model would generate a lower revenue, Mirriad will work on a fixed fee basis and charge the partner for each advertising insertion or for each second of advertising. In this model, Mirriad will typically receive more than 30% of the ad revenue but the total revenue level will be lower.

Exhibit 8: Mirriad revenue model

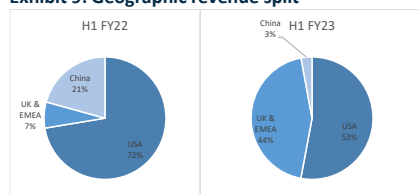


Notes(1) (1) Video On Demand
Source(1) Company Information

Source: Company

The main difference with programmatic, is that the in-content advertising will be sold on a cost per thousand (CPM) views basis. Consequently, Mirriad is targeting larger content providers that have content that commands larger audiences and thereby covers the cost of digital insertion. One further positive is that the CPMs for digital audiences tend to be higher compare with linear.

Exhibit 9: Geographic revenue split



Source: Company

Interims

During H1 FY23, Mirriad completed a strategic review and concluded that the most appropriate way forward for the company was a restructuring to significantly reduce the monthly net cash burn alongside an equity raise and £6.3m (£5.7m net) was raised in May at 3p/share. With closing net cash of £9.8m, management believes it has cash runway through to at least August 2024.

H1 revenue, announced in August, increased slightly to £592k (H1 FY22: £577k). There was good sales progress in EMEA, but US market conditions continued to be difficult with the ongoing general US advertising market headwinds, that were first encountered at the end of 2022 and that have been widely reported. Mirriad also closed its Chinese operations at the end of Q1 FY23 and this skewed the H1 FY22 comparator – adjusting for this, H1 revenue increased 26%. Given the seasonal nature of the business and the commercial progress made by the company, H2 revenue is expected to be materially higher.

There was improvement across almost of Mirriad's KPIs. On the supply side, H2 has started strongly with the recent partnerships with two top 10 US entertainment networks and the company is in active discussions with a number of other potential partners. These recent partnerships fit with the company's strategy to focus on larger supply-side partners that provide access to the most popular content that's most desirable for advertisers as well as access to the US market, the largest advertising market and home to the leading streaming services.

Exhibit 10: KPIs*

KPI	H1 FY23	H1 FY22	Change
Supply side			
1. Active supply partnerships	18	17	+6%
2. Supply partners represented	68	60	+13%
3. Seconds of content available	410,808	337,862	+22%
Demand side			
1. Active agency relationships	18	9	+100%
2. Number of advertisers that have run campaigns	31	18	+72%
3. Strategic & commercial partnerships with advertisers & agencies	1	2	-50%

Source: Company; Allenby Capital. * Excludes discontinued Chinese operations from H1 FY22 comparatives

Campaigns delivered with >20 Tier 1 brands

During H1, campaigns were delivered with more than twenty Tier 1 brands across multiple categories (including FMCG, automotive, retail, food & beverages, telco and alcohol). Encouragingly, the company saw an increase in repeat bookings from large customers. This indicates that advertisers and agencies recognise the effectiveness of in-content advertising and virtual product placement.

The number of advertisers has increased 72% since H1 FY22 and there were 31 in H1. Active agency relationships doubled to 18 and there were 14 repeat brands advertising in H1 (H1 FY22: 4). Mirriad is currently running campaigns or responding to RFPs for >50 top tier advertisers, including P&G, Pepsi, Lexus, L'Oreal and Amazon.

During H1, gross margin fell 140bps to 73.1%, reflecting inflationary increases in the cost of sales (i.e. salary inflation) but operating costs fell 10.4% to £8.9m, reflecting the restructuring programme that was completed at a cost of £186k. This saw headcount reduced by a third (91 from 142), the number of Non-Executive Directors move from six to four, and a reassignment of some management responsibilities given the planned departure of David Dorans, the then CFO.

Net cash burn down c. 35%

As a result of the restructuring actions, the monthly net cash burn should reduce by c. 35% to c. £700k in the twelve months to June 2024, compared with £1.1m per month in the same period in 2023. The restructuring included the final closure of its Chinese operations

at the end of Q1. Operating losses fell 10.9% to £7.5m and there was a £292k tax credit recognised (H1 FY22: £293k). As a result, the loss for the year reduced 12.2% to £7.2m.

H1 FY23 cash consumption was £7.0m (H1 FY22: £6.7m), the increase a function of the receipt of a number of one-off receipts in H1 FY22. The new funds raised in May are being deployed on technology and product function development (c. 37%), partner development and sales staff costs (c. 26%), operational and non-operational staff (c. 11%), and the balance on non-staff costs (c. 20%).

Exhibit 11: Summary income statement

Year end: 31 December

£000s	H1 FY22	H1 FY23	FY22
Revenue	577	592	1,507
Cost of sales	-147	-159	-286
Gross profit	430	433	1,221
<i>Gross margin</i>	<i>74.5%</i>	<i>73.1%</i>	<i>81.0%</i>
Administrative expenses	-8,881	-7,961	-16,863
Other operating income	0	0	0
Operating profit/(loss)	-8,450	-7,528	-15,642
Amortisation	-164	-128	-303
Depreciation	-87	-36	-137
Adj. EBITDA	-8,200	-7,363	-15,202
Finance income	23	80	72
Finance costs	-19	-6	-23
Net finance income/(costs)	4	75	49
Profit/(loss) before income tax	-8,446	-7,453	-15,593
Income tax credit/(cost)	293	292	492
Profit/(loss) for the period	-8,153	-7,161	-15,101
Weighted average shares	279,181	309,365	279,181
EPS (p)	-2.92	-2.31	-5.41

Source: Company; Allenby Capital

Exhibit 12: Summary balance sheet

Year end: 31 December

£000s	H1 FY22	H1 FY23	FY22
Assets			
Non-current assets			
Property, plant and equipment	704	381	544
Trade and other receivables	189	187	188
Total non-current assets	893	567	732
Current assets			
Trade and other receivables	1,308	1,512	2,221
Other current assets	1,135	821	529
Cash and cash equivalents	17,714	9,791	11,289
Total current assets	20,157	12,125	14,040
Total assets	21,050	12,692	14,771
Liabilities			
Non-current liabilities			
Lease liabilities	-358	-110	-207
Total non-current liabilities	-358	-110	-207
Current liabilities			
Trade and other payables	-2,419	-1,997	-2,904
Provisions	0	-41	-198
Current tax liabilities	0	-14	-14
Lease liabilities	-345	-264	-322
Total current liabilities	-2,765	-2,317	-3,439
Total liabilities	-3,123	-2,427	-3,646
Net assets	17,928	10,265	11,125
Equity			
Share capital	53	55	53
Share premium	65,755	71,407	65,755
Share based payment reserve	4,528	5,507	4,907
Retranslation reserve	-83	-269	-316
Accumulated losses	-52,324	-66,434	-59,273
Total equity	17,928	10,265	11,125

Source: Company; Allenby Capital

Exhibit 13: Summary cash flow

Year end: 31 December

£000s	H1 FY22	H1 FY23	FY22
Profit/(loss) for the period	-8,153	-7,161	-15,101
Adjustments for:			
Tax on loss on ordinary activities	-293	-292	-492
Operating loss	-8,450	-7,528	-15,642
Amortisation	164	128	303
Depreciation	87	36	137
Share based payment charge	862	600	1,241
Adj. to tax credit previous period	0	0	2
FX variance	277	47	44
Movement in provisions	0	-157	198
Decrease/(increase) debtors	562	711	-337
(Decrease)/increase creditors	-440	-892	38
Cashflow used in operating activities	-6,941	-7,052	-14,017
Tax credit received	274	0	1,116
Net cash used in operating activities	-6,677	-6,989	-12,891
Cash flow from investing activities			
Purchase of tangible assets	-42	-8	-76
Net cash used in investing activities	-42	-8	-76
Cash flow from financing activities			
Proceeds from share issues	0	5,654	0
Payment of lease liabilities	-68	-155	-245
Net cash used in financing activities	-68	5,499	-245
Net increase/(decrease) in cash	-6,787	-1,498	-13,212
Cash at period beginning	24,501	11,289	24,501
Cash at period end	17,714	9,791	11,289
Net cash	17,714	9,791	11,289

Source: Company; Allenby Capital

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