













MOOD: CORPORATE SCORECARD
MARCH 2015

Ongoing MM Performance Scorecard

	Module	Status	Initiatives Underway or Taken	Next Steps or Ongoing
Leadership	Senior Leadership Appointments		<ul style="list-style-type: none"> Leadership build-outs essentially complete @ MMNA, MMINT, MMTM & MMBIS Prioritized plans & actions targets are assembled by each executive 	<ul style="list-style-type: none"> Develop, Recognize, Reward or Replace as appropriate.
	Scorecard Development and Management		<ul style="list-style-type: none"> Leaders have scorecards, with key operational & efficiency targets aligned to compensation Focal areas are tracked for monthly, quarterly and annual progress 	<ul style="list-style-type: none"> Drive scorecards through the Teams, ensuring accountability via up or out behaviors and processes.
Revenues	Local Sales & Solutions Development		<ul style="list-style-type: none"> Appointed Pres. MMNA, Pres. MMINT, EVP Product & Local Sales, VP Local Sales- MMEU Increased Local salesforce to 100 at year end 2014, on target, and vs 65 in Q4/13; Sales training of new AEs with focus on productivity and new products; Launched Mood Mix as streaming-plus offering & Social WiFi as compelling retail Social marketing solution Advanced discussions with a variety of distribution & solution partners 	<ul style="list-style-type: none"> Improve productivity of AE's hired to achieve historical growth curves Repackage/replicate already built solutions for new verticals Finalize Partnerships underway to expand Indirect Sales Channels, broaden Mood capabilities, and enhance Mood Reach Build Local AE count to ~140 in 2015
	Mobile Sales Development		<ul style="list-style-type: none"> Mood Presence built into Top 5, 3rd party app solution Launched MMNA/Shazam (Mobile) promotion with 2,000-site Premier client in NA in Q3 and signed additional clients in Q4 in NA and International Further expanded Presence pilots in US/EU for Food, Retail and Technology trials Continued development of Mood Hear for Mood Audio value added option 	<ul style="list-style-type: none"> Build additional Premier Mobile opportunities & A, V, M Upselling Launch Mobile/Presence campaigns and trials
	Visual Sales Development		<ul style="list-style-type: none"> Achieved Mood TV traction in QSR market; signed three largest US QSR Visuals deals to date; including a 600-store QSR chain in October Signed top-10 Auto deal for Intl; Several 100+ site wins in NA/EU Continued larger multi-screen deployments via MMTM & MMBIS 	<ul style="list-style-type: none"> Develop & promote new Visual solutions; expand Visual markets Pursue Visual pilots & rollouts
	Technomedia & BIS Initiatives		<ul style="list-style-type: none"> Built MMTM pipeline in 2014 to drive Rev. & EBITDA gains; BIS action plan implemented improved H2/14 earnings performance Increasing cross-selling activities between Units; several deals struck in Q3; BIS reached a record new Win in Q3 for gains in Q4 and 2015-16 	<ul style="list-style-type: none"> Further cross-sales among MM, TM, BIS

Legend:  Complete  In progress

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	Module	Status	Initiatives Underway or Taken	Next Steps or Ongoing
Efficiency	Wave 1 Initiatives		<ul style="list-style-type: none"> Implemented significant expense reductions via people, process, real estate, & marketing redundancies Implemented annualized cost savings of \$8.7M 	<ul style="list-style-type: none"> Complete
	Wave 2,3 Synergies & Consolidations		<ul style="list-style-type: none"> Wave 2 & 3 reductions focused on People, Process, Real Estate for >\$8M annually Consolidated ERP in NA Initial opportunities for Wave 4 scoped and estimated at \$4-\$5M annually 	<ul style="list-style-type: none"> Completed Wave 2 & 3 complete and exceeded targets Finalize & implement Wave 4 to further consolidate/enhance platforms, real estate and process efficiencies
Finance	Shareholder Disclosures & Communications		<ul style="list-style-type: none"> Increased investor communications and meeting activities; developed & communicated plan @ Investor Roadshow in Q4/13 with strategy for enhanced growth; followed up with several mini Investor roadshows & Toronto marketing event. Revised KPI disclosures in Q1/14; added additional disclosure in Q4 Achieved 2014 work plan, via accountability and measured gains 	<ul style="list-style-type: none"> Refine and enhance KPI disclosures Quantify & disclose FX impacts on quarterly basis Increase frequency of Investor communications
	1-Time Charge Eliminations		<ul style="list-style-type: none"> Reducing and eliminating one time fees, except for productive Waves Resolving/ settling previous Team one timers 	<ul style="list-style-type: none"> Spend only on productive eliminations and asset dispositions
	Balance Sheet Strengthening		<ul style="list-style-type: none"> Sold Latam Residential assets for \$16M Sold DMX / Trusonic Canadian accounts for \$11M Concluded successful ReFi of secured debt (April/14) In progress with 2015 Convertible debenture options Identified future assets for disposition 	<ul style="list-style-type: none"> Implement plans for resolving Converts & for de-leveraging
	Enhanced FCF		<ul style="list-style-type: none"> Implementation of Wave 1-3 cost reductions & synergies Established Sr. Exec. global working capital management process; ongoing review & efficiencies for A/R, A/P, inventory, CapEX & FCF Global procurement team established and negotiated purchasing agreements to achieve \$2M+ savings Improvements in accounts receivable collections & processes Closing out legacy payments/issues Expecting positive FCF generation in 2015 	<ul style="list-style-type: none"> Achieve ongoing procurement gains Eliminate 20% of equipment SKU's & achieve related vendor consolidations Develop/execute Wave 4 initiatives Enhance revenues via Audio, Visual, Mobile Sales & market and channel expansion

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