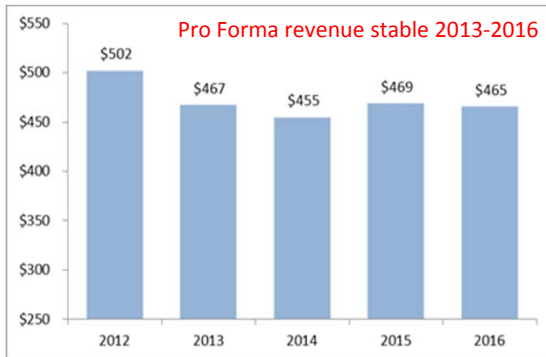


**MOOD:** CORPORATE SCORECARD  
MARCH 2017

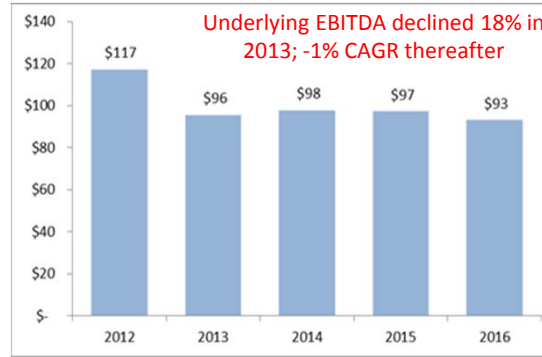
# MOOD Transformation Trends

**Pro Forma Revenues (\$M)**



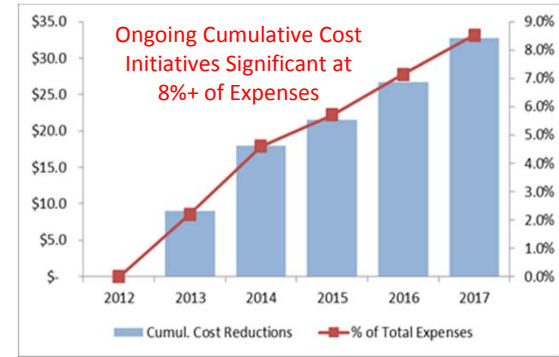
2012-2015 revenues adjusted to reflect foreign exchange impacts and asset disposals. 2012 revenues are reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year and then adjusted for FX and 2014 disposals.

**Pro Forma EBITDA (\$M) & EBITDA Margins**



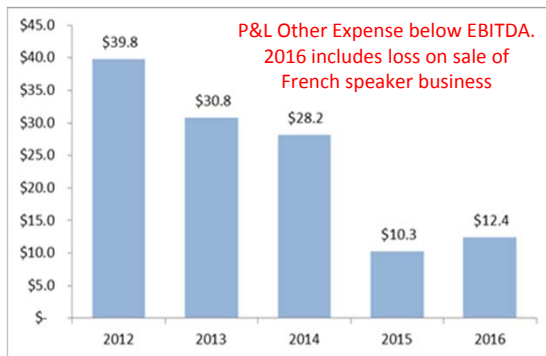
2012-2015 revenues adjusted to reflect foreign exchange impacts and asset disposals. 2012 revenues are reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year and then adjusted for FX and 2014 disposals.

**“Wave” Cumulative Cost Reductions (\$M)**



Note: Exhibit includes Wave 6 initiatives for 2017 estimated at an incremental \$5M annualized

**One Time Expenses (\$M)**

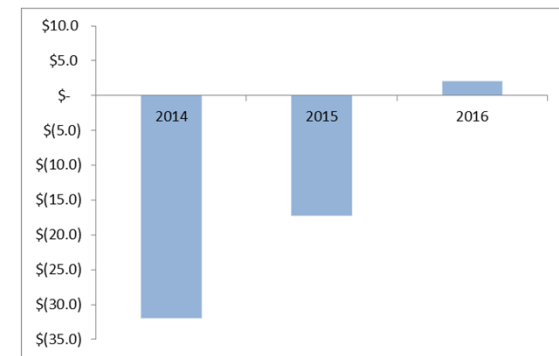


One Time Expenses are reflected as the Income Statement amounts for “Other Expenses”.

**CAPEX (\$M)**



**FCF/Change in Net Debt (+/-) (\$M, Excluding Asset Sale Proceeds)**



# Ongoing MOOD Performance Scorecard

	Module	Status	Initiatives Underway or Taken	Next Steps or Ongoing
Leadership	Senior Leadership Appointments		<ul style="list-style-type: none"> <li>Leadership build-outs essentially complete @ MMNA, MMINT, MMTM &amp; MMBIS</li> <li>Prioritized plans &amp; actions targets are assembled by each executive</li> </ul>	<ul style="list-style-type: none"> <li>Develop, Recognize, Reward or Replace as appropriate.</li> </ul>
	Scorecard Development and Management		<ul style="list-style-type: none"> <li>Leaders scorecards, w key operational &amp; efficiency targets tied to Executive compensation</li> <li>Focal areas are tracked for monthly, quarterly and annual progress</li> </ul>	<ul style="list-style-type: none"> <li>Drive scorecards through the Teams, ensuring accountability via up or out behaviors and processes.</li> </ul>
Revenues	Audio, Local Sales & Solutions Development		<ul style="list-style-type: none"> <li>Appointed Pres. MMNA, Pres. MMINT, EVP Product &amp; Local Sales, SVP Systems Sales, SVP Marketing &amp; VP Premier New Sales</li> <li>MMNA audio gross site additions +10% y/y in 2016</li> <li>Record 3 1,500+ site customer wins in 2016; substantial improvement delivered in 2016 in recurring revenue trend</li> <li>Partnership revenues in MMNA grew 11% y/y in 2016</li> <li>Local inside sales team achieved record months sales in 2016</li> <li>Audio monthly site churn reduced to 0.9% in 2016 from 1.0% in 2015, including 0.8% audio churn recorded in Q3.16 &amp; Q4.16</li> </ul>	<ul style="list-style-type: none"> <li>Achieving historical growth curves for Local AEs</li> <li>Repackage/replicate already built solutions for new verticals</li> <li>Introduced new Partnerships to expand Indirect Sales Channels, broaden Mood capabilities, and enhance Mood Reach</li> <li>Accelerate biz dev activity in Premier</li> </ul>
	Mobile Sales Development		<ul style="list-style-type: none"> <li>Signed first European Mobile customer, T-Mobile, in 2016</li> <li>Signed first client for Shazam for Local in 2015</li> <li>Mood Presence built into Top 5, 3rd party app solution</li> <li>Expanded Presence Footprint to virtually the entire NA platform</li> <li>Further expanded Presence pilots in US/EU for Food, Retail and Technology</li> <li>Continuing development of Mood Hear for Mood Audio value added option</li> </ul>	<ul style="list-style-type: none"> <li>Build additional Premier Mobile opportunities &amp; A, V, M Upselling</li> <li>Launch Mobile/Presence campaigns &amp; trials</li> <li>Convert to recurring revenue model</li> </ul>
	Visual Sales Development		<ul style="list-style-type: none"> <li>Visual site growth +16% y/y in 2016; visual churn 1.0% in 2016 vs 2.2% in 2015</li> <li>Signed two major Local visuals deals in Q3.16 for 300 sites &amp; potential for 2,000+ sites incremental</li> <li>Signed new top-10 Auto deal for Intl for 900 sites in 2015 &amp; 2016; Several 100+ site wins in EU; Global and pan European deals accelerating via MMINT with new sales leadership driving success.</li> </ul>	<ul style="list-style-type: none"> <li>Develop &amp; promote new Visual solutions; expand Visual markets</li> <li>Accelerate Local &amp; Premier sales</li> <li>Improve market awareness</li> </ul>
	Technomedia & BIS Initiatives		<ul style="list-style-type: none"> <li>MBIS EBITDA +7% y/y in 2016 vs 2015 in local currency</li> <li>GoConvergence has record year</li> <li>Increasing cost focus at TM large job division to right-size with annualized G&amp;A savings of \$1.4M to partially offset revenue decline</li> <li>TM EBITDA in H2.16 recovers to "normalized" levels</li> </ul>	<ul style="list-style-type: none"> <li>Rebuild TM revenue large-job backlog to accelerate revenues &amp; EBITDA</li> <li>Enhance cross selling activities</li> </ul>

Legend: Complete In progress

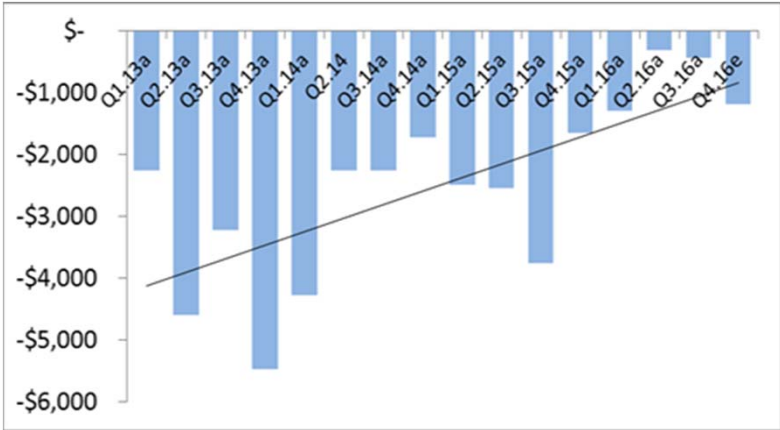
# Ongoing MOOD Performance Scorecard

	Module	Status	Initiatives Underway or Taken	Next Steps or Ongoing
Efficiency	Wave 1-4 Initiatives		<ul style="list-style-type: none"> <li>Implemented significant expense reductions via people, process, real estate, &amp; marketing redundancies</li> <li>Implemented annualized cost savings of \$8.7M for Wave 1; \$9M for Waves 2/3; &amp; \$4.5M for Wave 4; totaling \$22M+ realized on time since inception</li> </ul>	<ul style="list-style-type: none"> <li>Complete</li> </ul>
	Wave 5-6 Synergies & Consolidations		<ul style="list-style-type: none"> <li>Wave 5 for 2016 integration initiatives of \$5.3M delivered ahead of \$3.6M plan</li> <li>Wave 6 savings estimated at \$6M for 2017 initiatives, up from \$3M initial estimate</li> <li>Expanded procurement / G&amp;A, real estate consolidations, back office functional consolidation in MMNA &amp; MMINT</li> </ul>	<ul style="list-style-type: none"> <li>Continue to develop, finalize &amp; implement Wave 5 &amp; 6 to further consolidate/enhance platforms, real estate and process efficiencies</li> </ul>
Finance	Shareholder Disclosures & Communications		<ul style="list-style-type: none"> <li>Increased investor communications and meeting activities; followed up with regular Investor roadshows through year end 2015.</li> <li>Revised KPI disclosures in Q1/14; added additional disclosures in Q4.14, Q1.15 &amp; Q2.15</li> <li>Introduced new revenue segments in Q2.16</li> </ul>	<ul style="list-style-type: none"> <li>Quantify &amp; disclose FX impacts on quarterly basis</li> <li>Increase frequency of Investor communications</li> <li>Improve revenue disclosures</li> </ul>
	1-Time Charge Eliminations		<ul style="list-style-type: none"> <li>Reducing and eliminating one time fees, except for productive Waves</li> <li>1 Time expenses reduced to \$8.7M in 2016 vs \$9.5M in 2015 &amp; \$34M in 2014, excluding 1-time gains/losses from asset disposals</li> </ul>	<ul style="list-style-type: none"> <li>Spend only on productive eliminations and asset dispositions</li> </ul>
	Balance Sheet Strengthening		<ul style="list-style-type: none"> <li>Sold Latam Residential assets for \$16M</li> <li>Sold DMX / Trusonic Canadian accounts for \$11M</li> <li>Concluded successful ReFi of secured debt (April 2014)</li> <li>Concluded issuance of \$50M of foreign subsidiary debt (Aug 2015)</li> <li>Concluded repayment of \$50M of convertible debentures (Nov 2015)</li> <li>Divestiture of French speaker manufacturer in March 2016</li> <li>Obtained First Lien amendment in November 2016 to preserve covenant flexibility</li> </ul>	<ul style="list-style-type: none"> <li>Implement plans for de-leveraging</li> </ul>
	Enhance FCF		<ul style="list-style-type: none"> <li>Implementation of Wave 1-6+ cost reductions &amp; synergies</li> <li>Recurring revenue &amp; gross margin enhancements via sales &amp; operating investments showing strong progress</li> <li>Established Sr. Exec. global working capital management process; ongoing review &amp; efficiencies for A/R, A/P, inventory, CapEX &amp; FCF</li> <li>Global procurement team established and negotiated purchasing agreements to achieve significant savings</li> <li>Improvements in accounts receivable collections &amp; reduced 2016 capex</li> <li>Delivered positive FCF in 2016, for first time as consolidated Mood</li> </ul>	<ul style="list-style-type: none"> <li>Cumulative total annualized Wave savings since inception of \$29M including 2017 expectation</li> <li>Achieve ongoing labor savings &amp; procurement gains</li> <li>Implementing Wave 5 initiatives to \$5.3M in savings; Wave 6 incremental \$6M in 2017</li> <li>Enhance revenues via Audio, Visual, Mobile Sales &amp; market and channel expansion</li> </ul>

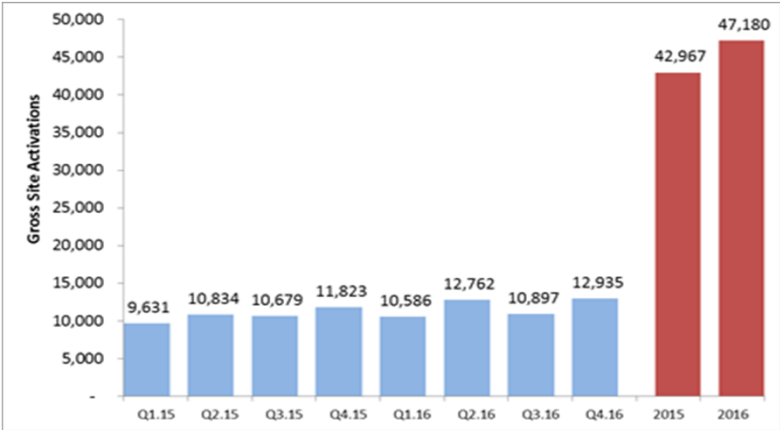
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# MOOD KPI Trends

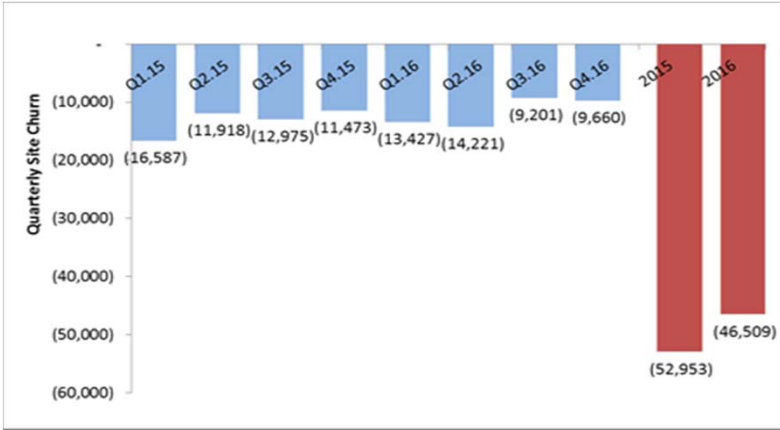
Y/Y Change in Recurring Revenues (\$M)



Gross Site Additions



Site Churn



Net Site Additions

