








MOOD: CORPORATE SCORECARD
AUGUST 2014

Ongoing MM Performance Scorecard

		Module	Status	Initiatives Underway	Next Steps
Leadership		Senior Leadership Appointments		<ul style="list-style-type: none"> Recruitment of senior leadership team complete Reorganized global organization structures Prioritized strategic plans & actions by each executive 	<ul style="list-style-type: none"> Recruiting for VP level to fill specialized roles
		Scorecard Development and Management		<ul style="list-style-type: none"> All senior leaders have accountability scorecards, with key operational & efficiency targets Scorecards are aligned with compensation Focus areas are tracked monthly, quarterly & annually 	<ul style="list-style-type: none"> Drive scorecards throughout org. ensuring accountability via up or out mentality
Revenue		Local Sales & Solutions Development		<ul style="list-style-type: none"> Appointed Pres. MMNA & Pres. MMINT, EVP Local Sales, VP Local MMEU Increased MMNA salesforce to 91 in Q2/14 vs. 75 in Q1/14 and 65 in Q4/13; new sales training of new AEs with tighter focus on new products Launched Mood Mix in NA & EU as streaming-plus, new Music offering; Social Wifi as new compelling retail offering and via Bundled offering Advanced major new Technology & Business Development Partnership Developed Mood "For Business" strategy icw new B2B coverage 	<ul style="list-style-type: none"> Recruiting Local sales AE's in MMNA to 100 in 2014; 140 in 2015. Building AE force in EU Developing new Audio, Visual, Mobile & Experience Solutions; implementing new Verticals as appropriate
		Mobile Sales Development		<ul style="list-style-type: none"> Mood Presence built into Top 5, 3rd party app solution Launched Mood Presence promotion with 2,000-site Premier client in NA Developing 2 Presence pilots in EU for Fashion & Convenience Store Q3 test; Gained approval for Presence Spain Grocer for Q3 launch Continued development of Mood Hear for Local value added option 	<ul style="list-style-type: none"> Build additional Premier Mobile opportunities & A, V, M Upselling Launch Presence trials as agreed to in NA & EU
		Visual Sales Development		<ul style="list-style-type: none"> Achieved Mood TV traction in QSR market; signed two largest US QSR Visuals deals to date; one verbal with 700-store QSR chain for Q3 trial Signed top-10 auto deal in EU; Recent 100+ site win in NA Continued larger multi-screen deployment via MMTM & MMBIS 	<ul style="list-style-type: none"> Develop & promote new Visual solutions via Local & expand Visual markets Pursue Pilots & rollouts
		Technomedia & BIS Initiatives		<ul style="list-style-type: none"> Built TM pipeline in Q2; cross sells with Mood to Premier Clients BIS action plan implemented to rectify H2/14 approach & earnings 	<ul style="list-style-type: none"> New product development in Auto, Fashion, & commercial Visuals; continued cross selling MM & TM
		Geographic Expansion		<ul style="list-style-type: none"> Expanded sales in China, Russia, E. Europe Russia EBITDA + 85% / China EBITDA + 180% in H1/14 vs H1/13 Signed major auto client in Russia Franchise & affiliate development ongoing 	<ul style="list-style-type: none"> Develop Partner successes & Geo expansion

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Efficiency	Wave 1 Initiatives		<ul style="list-style-type: none"> Implemented significant expense reductions via headcount, real estate, contractors & marketing redundancies Implemented annualized cost savings of \$8.7 million 	<ul style="list-style-type: none"> Ensure Wave 1 is retained ongoing
	Wave 2,3 Synergies & Consolidations		<ul style="list-style-type: none"> Wave 2 & 3 reductions focused on People, Process, Real Estate for \$8M-\$10M annually in 2014 Consolidated ERP in NA Developed initial opportunities for Wave 4 	<ul style="list-style-type: none"> Complete Wave 2 & 3 on target Develop Wave 4 to consolidate Music ingestion, satellite platforms, ERP in EU, & other initiatives
Finance	Shareholder Disclosures & Communications		<ul style="list-style-type: none"> Developed & hosted plan @ Investor Roadshow in Q4/13 with detailed strategy for enhanced growth Revised KPI disclosures in Q1.14 Achieved 2014 work plan, via accountability and measured gains 	<ul style="list-style-type: none"> Refine & enhance KPI disclosures Increase frequency of investor communications
	1-Time Charge Eliminations		<ul style="list-style-type: none"> Reducing then eliminating one time fees except for productive Waves Resolving/settling previous team one timers, held-over from 2013 	<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) Evaluating 2015 convertible debenture options Identified future assets for disposition 	<ul style="list-style-type: none"> Divest 1-2 further assets in Q4 Develop and 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 forecasting committee; ongoing review & efficiencies for A/R, A/P, inventory, CapEX & FCF Global procurement group negotiated purchasing agreements to achieve \$2M+ savings Improvement in accounts receivable collections & processes Closing out legacy payments 	<ul style="list-style-type: none"> Implement standardized client contracts Achieve ongoing procurement gains Eliminate 10%-20% of equipment SKU's and achieve related vendor consolidations Develop & execute Wave 4 initiatives-2015 Enhance revenues via Audio, Visual, Mobile sales & new markets

Legend: Complete In progress