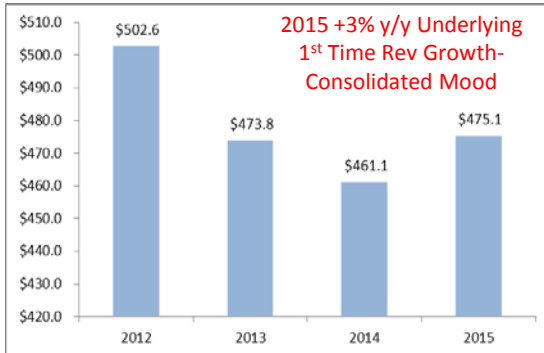


**MOOD:** CORPORATE SCORECARD  
MAY 2016

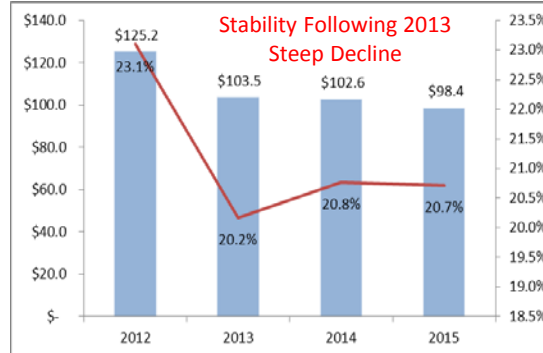
# MOOD Transformation Trends

## Underlying Revenues (\$M)



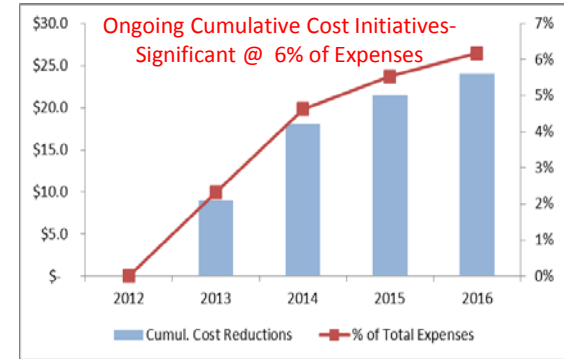
2012-2014 revenues adjusted to reflect 2015 foreign exchange impact and 2014 asset disposals. 2012 revenues are reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year and then adjusted for FX and 2014 disposals.

## EBITDA (\$M) & EBITDA Margins

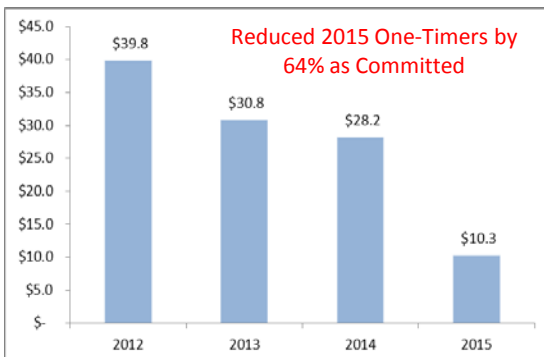


Note: Mood Media guidance is for stable EBITDA in 2016. 2012 EBITDA is reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year.

## "Wave" Cumulative Cost Reductions (\$M)

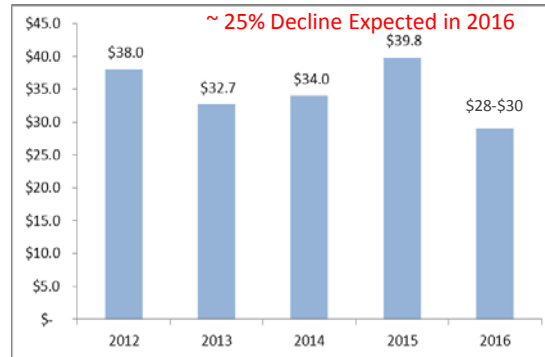


## One Time Expenses (\$M)

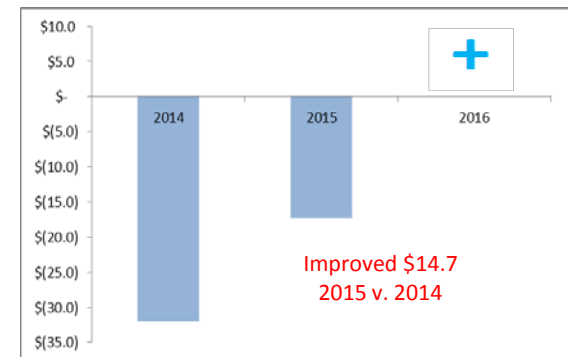


One Time Expenses are reflected as the Income Statement amounts for "Other Expenses".

## CAPEX (\$M)



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



Note: Mood guidance is for positive FCF generation in 2016.

# 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>Increased MMNA Inside Local salesforce to 19 at March 31, 2016; team was established in Q3/15; achieved best month in April 2016 with \$410,000 in new contracted recurring revenue with ARPU &gt; \$45 &amp; avg. contract length of 36 months</li> <li>Grew Local new sales by 19% y/y in Q1 &amp; Premier new sales by 44% y/y in past 6 months</li> <li>International churn rate declined by 48% y/y &amp; gross site additions improved by 36% y/y in Q1.16</li> </ul>	<ul style="list-style-type: none"> <li>Improve productivity of AE's hired to achieve historical growth curves</li> <li>Repackage/replicate already built solutions for new verticals</li> <li>Finalize Partnerships underway 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>Achieved Mood TV traction in QSR market; signed three largest US QSR Visuals deals to date; including a 600-store QSR chain in October</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 revenues grew 4% y/y &amp; EBITDA grew by 18% y/y on constant in currency basis, on sale pipeline and backlog expansion efforts , in Q1.16</li> <li>Increasing cost focus at TM to right-size with 2016 G&amp;A savings of \$750k</li> <li>Supporting changes to facilitate TM pipeline re-build in 2016</li> </ul>	<ul style="list-style-type: none"> <li>Further cross-sales among MM, TM, BIS</li> </ul>

Legend: Complete In progress

# Ongoing MOOD Performance Scorecard

	Module	Status	Initiatives Underway or Taken	Next Steps or Ongoing
Efficiency	Wave 1-3 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 &amp; \$9M for Waves 2/3</li> </ul>	<ul style="list-style-type: none"> <li>Complete</li> </ul>
	Wave 4/5 Synergies & Consolidations		<ul style="list-style-type: none"> <li>Wave 4/5 for 2015/16 integration initiatives progressing to plan at \$6- \$7M annually in cost reductions</li> <li>Initiatives to be implemented to mid 2016 with run rate savings in H2/16</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 &amp; implement Wave 5+ 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; developed &amp; communicated plan @ Investor Roadshow in Q4/13 with strategy for enhanced growth; 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> </ul>	<ul style="list-style-type: none"> <li>Quantify &amp; disclose FX impacts on quarterly basis</li> <li>Increase frequency of Investor communications</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>Resolving/settling legacy charges will enable \$13M FCF improvement in '15</li> <li>2015 one-time expenses of \$10.3M vs \$28.2M in 2014, down 64% y/y</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> </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 1-5+ cost reductions &amp; synergies</li> <li>Revenue enhancement measures, including new solutions, partnerships &amp; sales initiatives showing benefits for MMNA &amp; MINT recurring revenues</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; processes</li> <li>Closing out legacy payments/issues</li> <li>Expecting to deliver positive FCF in 2016</li> </ul>	<ul style="list-style-type: none"> <li>Cumulative total annualized Wave savings since inception of \$24M including 2016 expectation</li> <li>Achieve ongoing labor savings &amp; procurement gains</li> <li>Implementing Wave 5 initiatives to \$3-\$4M in savings</li> <li>Enhance revenues via Audio, Visual, Mobile Sales &amp; market and channel expansion</li> </ul>

Legend: Complete In progress

CREATING **EMOTIONAL CONNECTIONS**  
THAT PUT PEOPLE IN THE **MOOD** TO BUY



SIGHT



SOUND



SCENT



SOCIAL



SYSTEMS

## PUTTING IT TO THE TEST

Mood Media is the **global leader** in **elevating Customer Experiences**. We combine sight, sound, scent, social mobile technology and systems solutions to create **greater emotional connections** between brands and consumers... both on premise and beyond.

Simply put, **we put people in the mood to buy**.

Our solutions reach over 150 million consumers each day through more than 500,000 subscriber locations in 100+ countries around the globe.

MOOD:TV FOR QSR

**OWN. YOUR. CONTENT.**

**YOUR TV. YOUR CONTENT. YOU IN CONTROL.**

Our exclusive digital signage platform lets you create your own Local Private TV Network. Customize your channel with branded content, short-form TV programming, live news, financial tickers, social media feeds and more.

**FREE ACTIVATION LEARN MORE >>**

MOOD:TV FOR QSR **FREE ACTIVATION\*\***

**YOUR TV. YOUR CONTENT. YOU IN CONTROL.**

MOOD:TV gives you the power to create your own private TV network, putting you in complete control.

Customize your screen with endless content options, multiple screens and features and easy daypart scheduling.

**FREE ACTIVATION\*\***  
Content is subject to availability.

**GET MOOD TV FOR QSR NOW!**

MOOD:

**INTRODUCING MOOD TV FOR QSR.**

The television solution that puts you in complete control.

Our exclusive digital signage platform lets you create your own Local Private TV Network. Customize your screen with endless content options, multiple screen configurations and easy daypart scheduling.

No inappropriate TV shows.  
No annoying ads.  
No more requests to change the channel.

Just powerful content that informs, entertains and drives results. It's TV all your customers will appreciate and enjoy.

**FEATURES OFFERED BY MOOD:TV:**

- Exclusive brand content, pre-programmed
- Short-form network TV programs
- News, weather and social media feeds
- Menu pricing and promotions
- Simple web-based controls for quick updates

**CONTACT US FOR A FREE MONTH\*\***

NAME

COMPANY\*

EMAIL ADDRESS\*

BUSINESS PHONE

ZIP OR POSTAL CODE\*

EXPERIENCE EXPERTISE  
FOOD & BEV    RETAIL & HOUSING    MOOD TV    COMMERCIAL TV    MUSIC    MOBILE    AUDIO/VIDEO SYSTEMS

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**WHY MOOD:TV?**

- Create your own private TV
- Select TV content to customize your points
- Exclusive content only for your business
- No ads, no interruptions, no daypart scheduling

**WHY MOOD:TV IS THE BEST?**

- Created by 10 of the top 100 US chains
- A professional digital signage provider of digital signage, music and audio systems, AV/Video systems, AV/Video installation & Local service and support

**INTRODUCING MOOD TV FOR QSR.**  
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