

**MOOD:** CORPORATE SCORECARD  
NOVEMBER 2014

# Ongoing MM 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 have scorecards, with key operational &amp; efficiency targets aligned to 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	Local Sales & Solutions Development		<ul style="list-style-type: none"> <li>Appointed Pres. MMNA, Pres. MMINT, EVP Product &amp; Local Sales, VP Local Sales- MMEU</li> <li>Increased Local salesforce to 100 in Q3/14 vs. 91 in Q2/14, 75 in Q1/14 and 65 in Q4/13; Sales training of new AEs with focus on productivity and new products; Launched Mood Mix as streaming-plus offering &amp; Social WiFi as compelling retail Social marketing solution</li> <li>Advanced discussions with a variety of distribution partners</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>Build Local AE count to ~140 in 2015</li> </ul>
	Mobile Sales Development		<ul style="list-style-type: none"> <li>Mood Presence built into Top 5, 3rd party app solution</li> <li>Launched MMNA/Shazam (Mobile) promotion with 2,000-site Premier client in NA and secured a follow up second Promotion</li> <li>Secured Mood/Shazam (Mobile) deals with a US Dept. Store chain and a EU Fashion retailer; Developing Presence pilots in US/EU for Food, Retail and Technology trials</li> <li>Continued 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 and trials</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 750-store QSR chain in October</li> <li>Signed top-10 Auto deal for Intl; Several 100+ site wins in NA/EU</li> <li>Continued larger multi-screen deployments via MMTM &amp; MMBIS</li> </ul>	<ul style="list-style-type: none"> <li>Develop &amp; promote new Visual solutions; expand Visual markets</li> <li>Pursue Visual pilots &amp; rollouts</li> </ul>
	Technomedia & BIS Initiatives		<ul style="list-style-type: none"> <li>Built MMTM pipeline in Q2 &amp; Q3 to drive Rev. &amp; EBITDA gains; BIS action plan implemented to improve H2/14 earnings performance</li> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>Further cross-sales among MM, TM, BIS</li> </ul>

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"> <li>Implemented significant expense reductions via people, process, real estate, &amp; marketing redundancies</li> <li>Implemented annualized cost savings of \$8.7M</li> </ul>	<ul style="list-style-type: none"> <li>Complete</li> </ul>
	Wave 2,3 Synergies & Consolidations		<ul style="list-style-type: none"> <li>Wave 2 &amp; 3 reductions focused on People, Process, Real Estate for \$9-\$10M annually in 2014</li> <li>Consolidated ERP in NA</li> <li>Initial opportunities for Wave 4 scoped and estimated at \$4-\$6M annually</li> </ul>	<ul style="list-style-type: none"> <li>Complete Wave 2 &amp; 3 to exceed targets</li> <li>Finalize Wave 4 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 several mini Investor roadshows</li> <li>Revised KPI disclosures in Q1/14</li> <li>Achieved 2014 work plan, via accountability and measured gains</li> </ul>	<ul style="list-style-type: none"> <li>Refine and enhance KPI disclosures</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 previous Team one timers, held over from 2013</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/14)</li> <li>In progress with 2015 Convertible debenture options</li> <li>Identified future assets for disposition</li> </ul>	<ul style="list-style-type: none"> <li>Divest 1-2 further assets in Q4</li> <li>Implement plans for resolving Converts &amp; for de-leveraging</li> </ul>
	Enhanced FCF		<ul style="list-style-type: none"> <li>Implementation of Wave 1-3 cost reductions &amp; synergies</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 \$2M+ savings</li> <li>Improvements in accounts receivable collections &amp; processes</li> <li>Closing out legacy payments/issues</li> </ul>	<ul style="list-style-type: none"> <li>Achieve ongoing procurement gains</li> <li>Eliminate 20% of equipment SKU's &amp; achieve related vendor consolidations</li> <li>Develop/execute Wave 4 initiatives</li> <li>Enhance revenues via Audio, Visual, Mobile Sales &amp; market expansion</li> </ul>

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