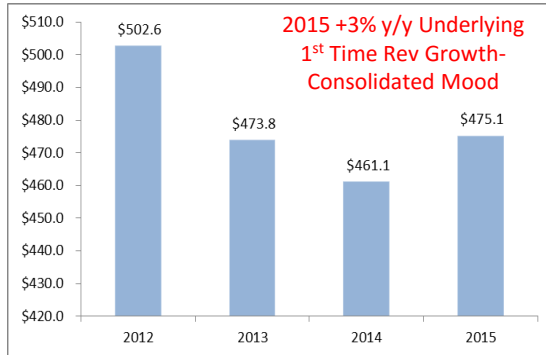


**MOOD:** CORPORATE SCORECARD  
MARCH 2016

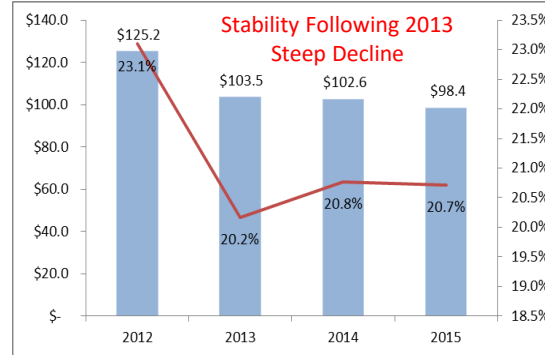
# MOOD Transformation Trends

### Underlying Revenues (\$M)



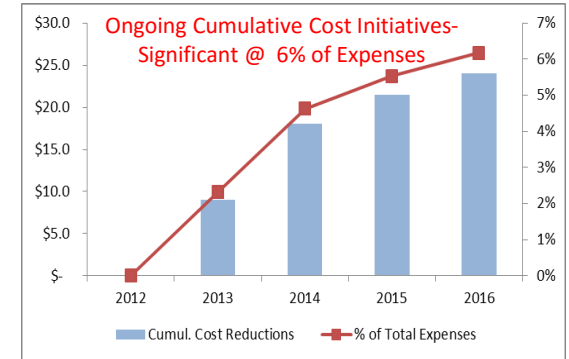
2012-2014 revenues adjusted to reflect 2015 foreign exchange impact and 2014 asset disposals. 2012 revenues are reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year and then adjusted for FX and 2014 disposals.

### EBITDA (\$M) & EBITDA Margins

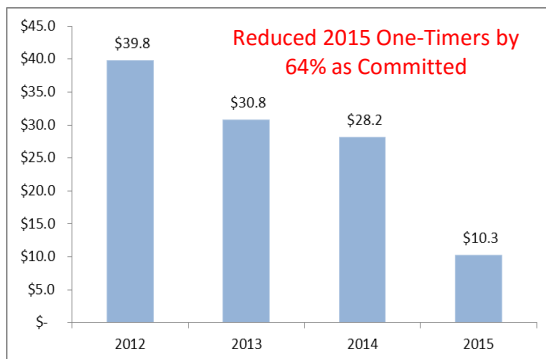


Note: Mood Media guidance is for stable EBITDA in 2016. 2012 EBITDA is reflected on a pro forma basis including all acquisitions made in 2012 as if they had occurred at the beginning of the year.

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

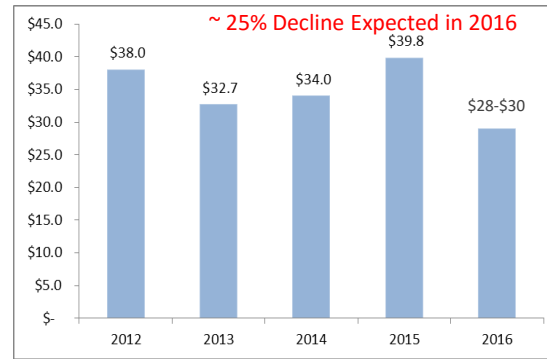


### One Time Expenses (\$M)

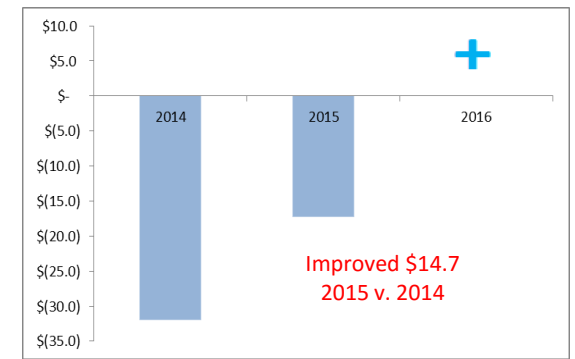


One Time Expenses are reflected as the Income Statement amounts for "Other Expenses".

### 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 Local salesforce to 135 at Dec. 31, on target, and vs 65 in Q4/13; Delivered 5% increase in Local gross site additions and 54% increase in Local Gross Gain Sales in Q4.15; Launched Mood Mix as streaming-plus offering &amp; Social WiFi as compelling retail Social marketing solution; Launched new Inside Sales Team with initial high success rates; signed first QSR client for Shazam for Local.</li> <li>Advanced discussions with a variety of distribution &amp; solution 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>Accelerate biz dev activity in Premier</li> </ul>
	Mobile Sales Development		<ul style="list-style-type: none"> <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> <li>Signed first client for Shazam for Local</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> <li>MMNA achieving accelerating momentum in H2.15 with 116% y/y growth in Visual gross gain sales and with 32% y/y increase in Visual revenues vs H2.14</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>Increasing sales focus &amp; cross-selling activities between Units</li> <li>MMTM 2015 revenues grew 18% y/y &amp; EBITDA grew by 15%</li> <li>MBIS revenues grew 10% y/y &amp; EBITDA grew by 29% y/y on constant currency basis, on sale pipeline and backlog expansion efforts</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+ for 2015/16 integration initiatives upsized to \$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 Local segment</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