

A person with a backpack is seen from behind, looking out over a field at sunset. The sky is a mix of orange, pink, and blue. The person is wearing a striped shirt and a backpack. The background shows a line of trees and a field.

FY22 Interim Results

Shareholder Presentation

September 2022

Brave Bison

Presentation from



Oliver Green

Chairman



Philippa Norridge

Chief Financial Officer



Theo Green

Chief Growth Officer

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- I. H1 2022 Summary
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Brave Bison is a **social and digital media** company with a global footprint

H1 Revenue

↑ £14.7m
+102%

H1 Gross Profit

↑ £8.2m
+321%

H1 Adj. EBITDA

↑ £1.6m
+189%

Total Headcount

↑ 163
+317%

H1 Net Cash

↑ £4.8m
+65%

H1 Profit per Share

↑ 0.09p
+200%

Our Board



Oliver Green
Chairman

University College
London

Tangent & Brave Bison

22.5% shareholder
alongside Theo



Theo Green
Chief Growth Officer

Imperial College
London

Brockton Capital, Tangent &
Brave Bison

22.5% shareholder
alongside Oliver



Philippa Norridge
Chief Financial Officer

University of Oxford

MullenLowe Profero (IPG),
Albion & Tangent

EMI Option Holder



Gordon Brough
Non-executive Director

Previously General Counsel
for Aberdeen Asset
Management (FTSE100
asset manager, 10 years),
CQS (global hedge fund, 2
years) and newly appointed
to AssetCo (AIM-listed)



Matthew Law
Non-executive Director

Previously Global COO at
AnalogFolk (independent
agency network) and
currently Partner at Outlier
Ventures (Web3 venture
capital)

Our business model: **Digital Advertising Services**

Brave Bison Commerce

Brave Bison Performance

Brave Bison Social & Influencer

Paperchase

Rapyd



Panasonic

Milk & More


new balance

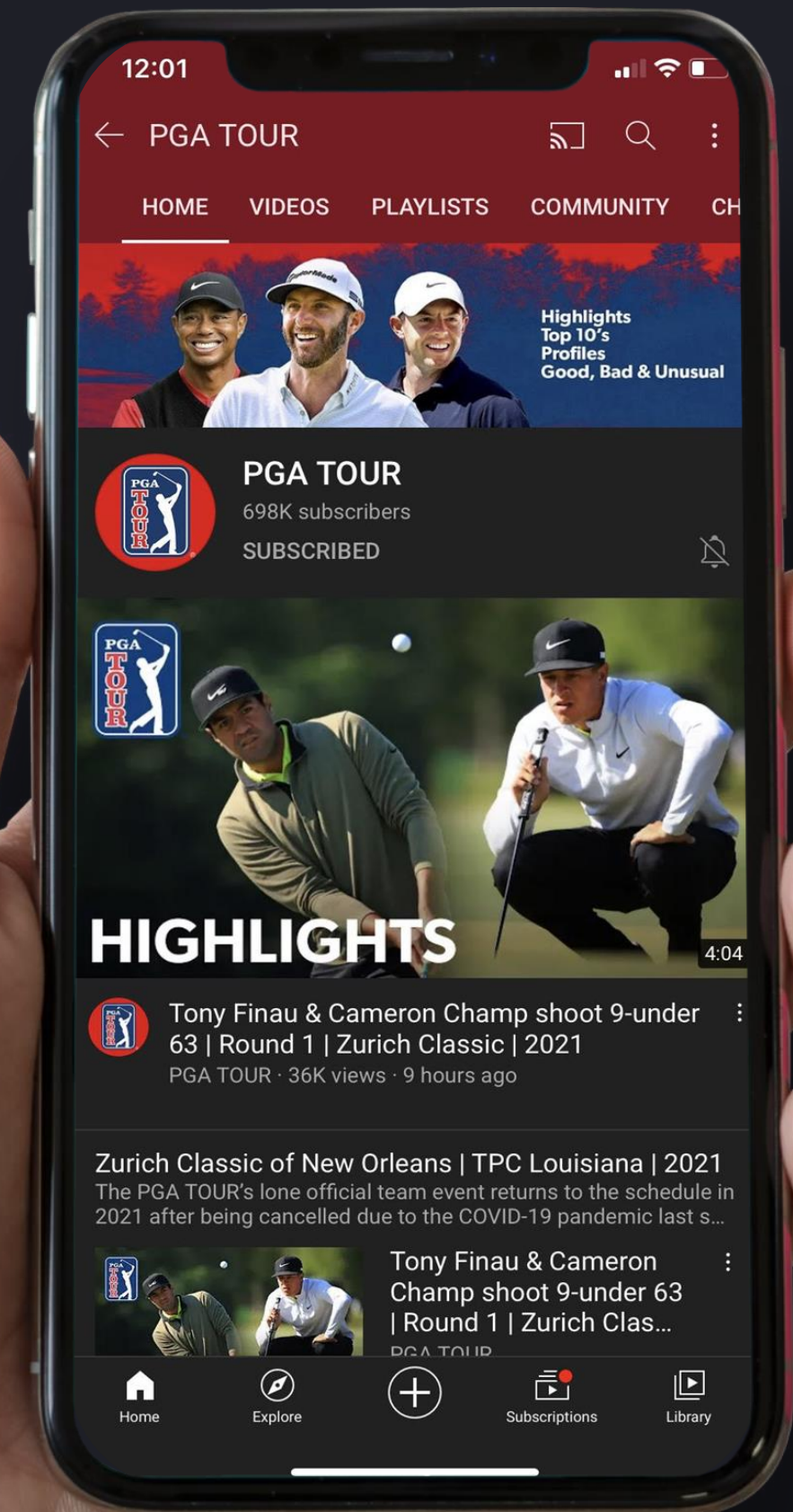


Our business model: **Digital Media Network**

Brave Bison owns and operates 650+ channels across all major social media networks



Some of our channels

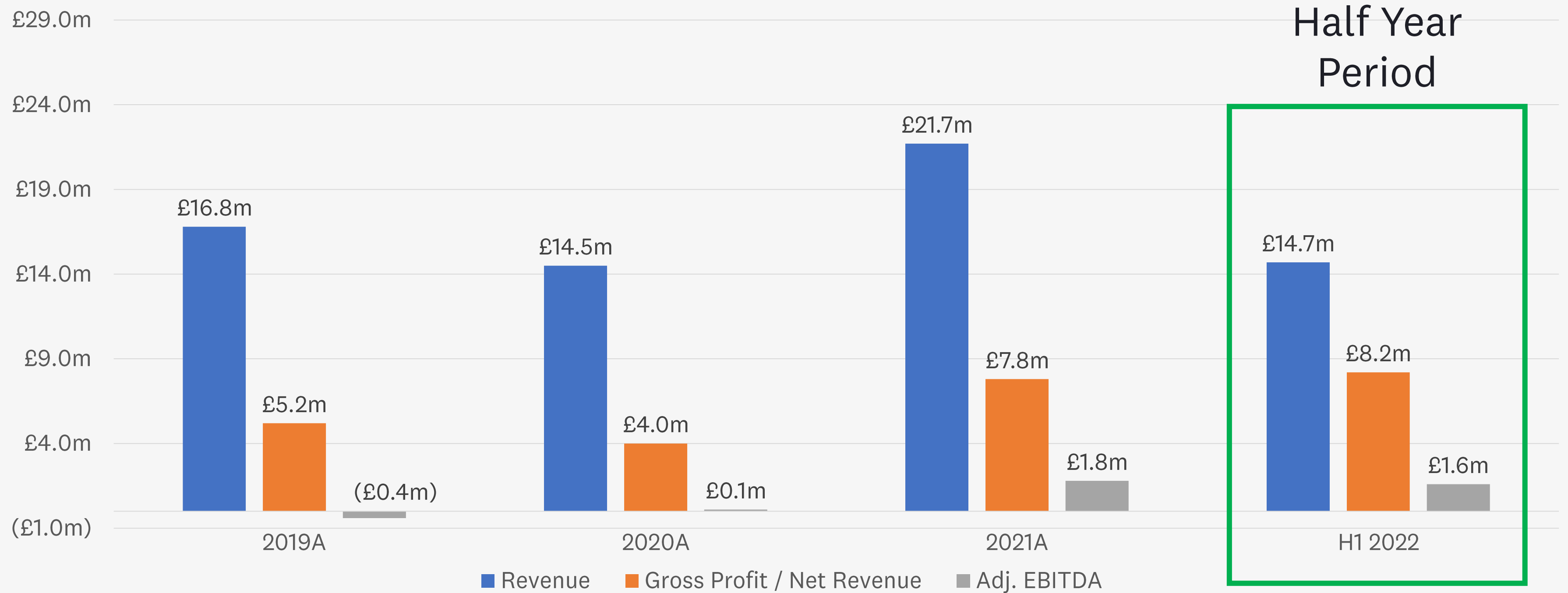


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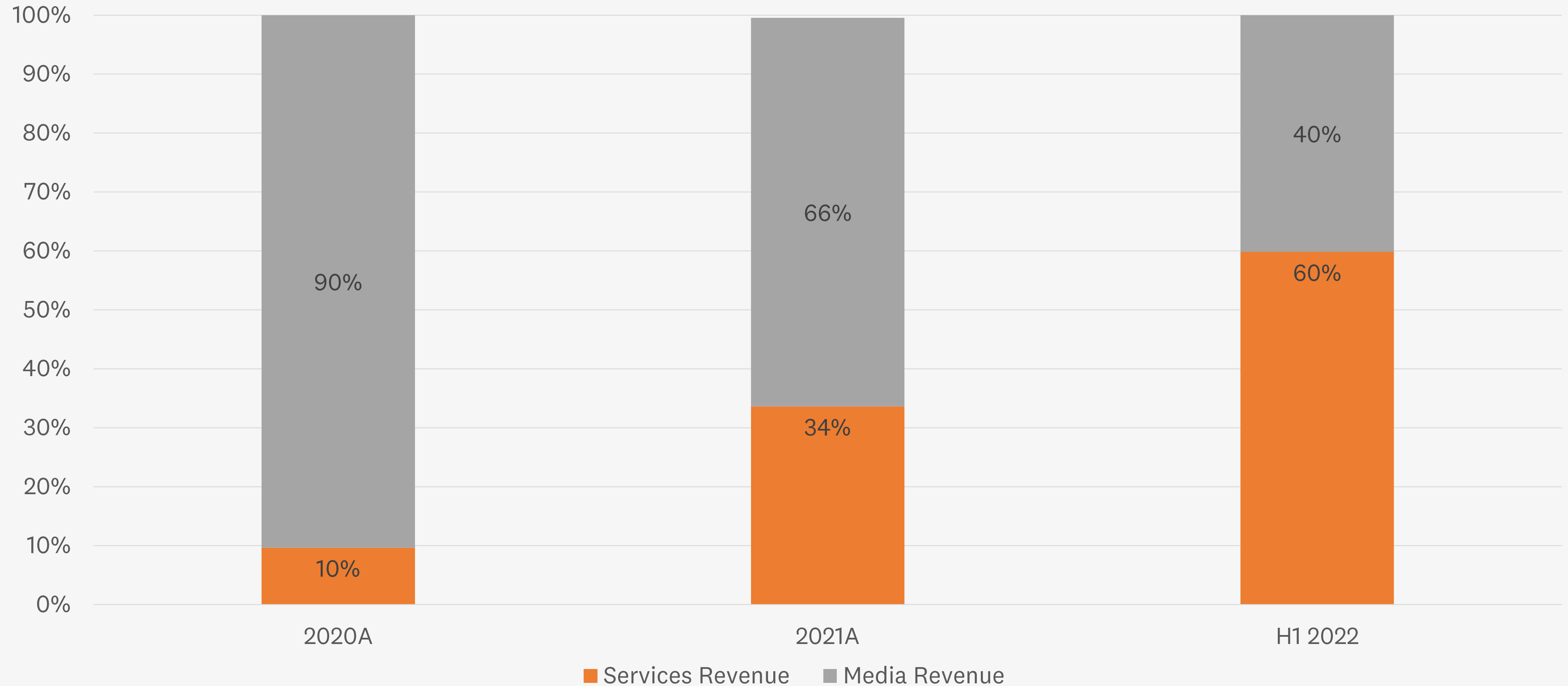
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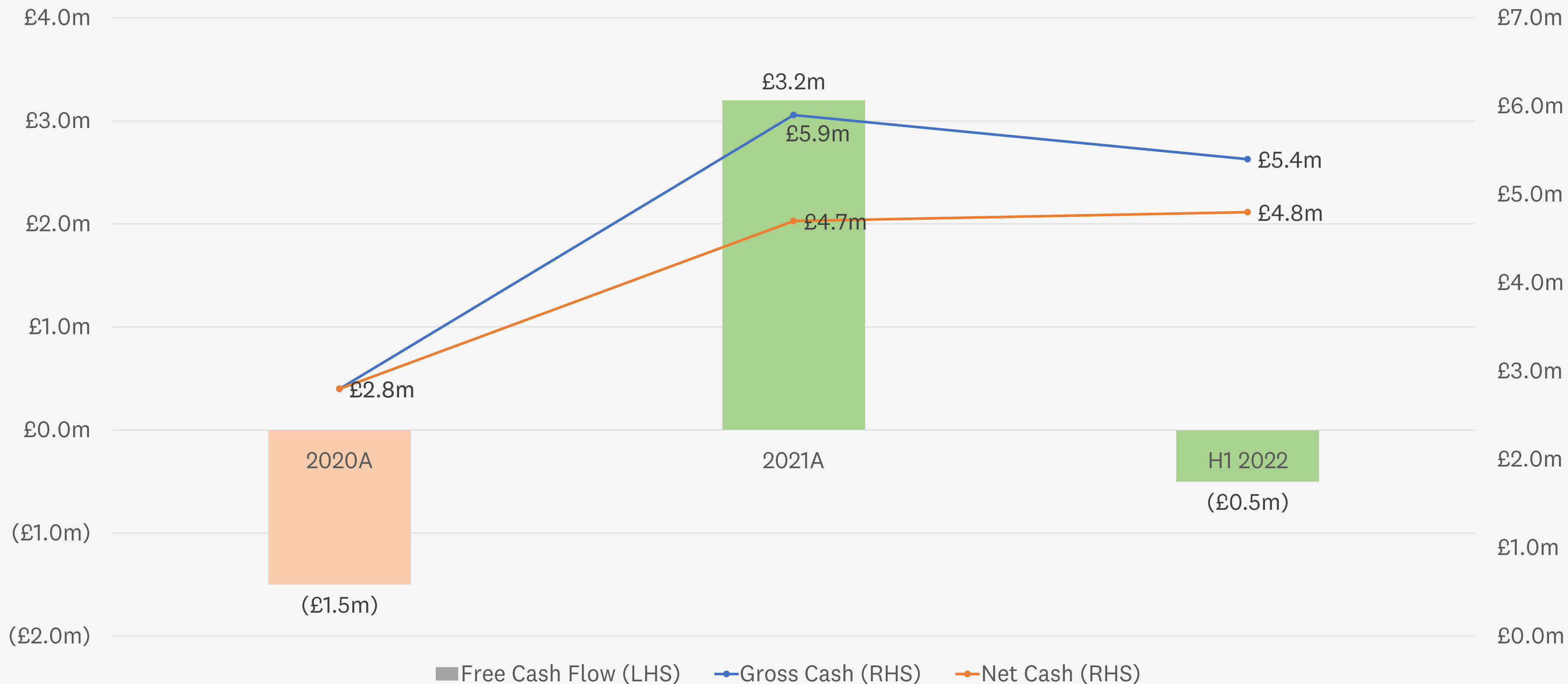
Turnaround & Sustained Growth



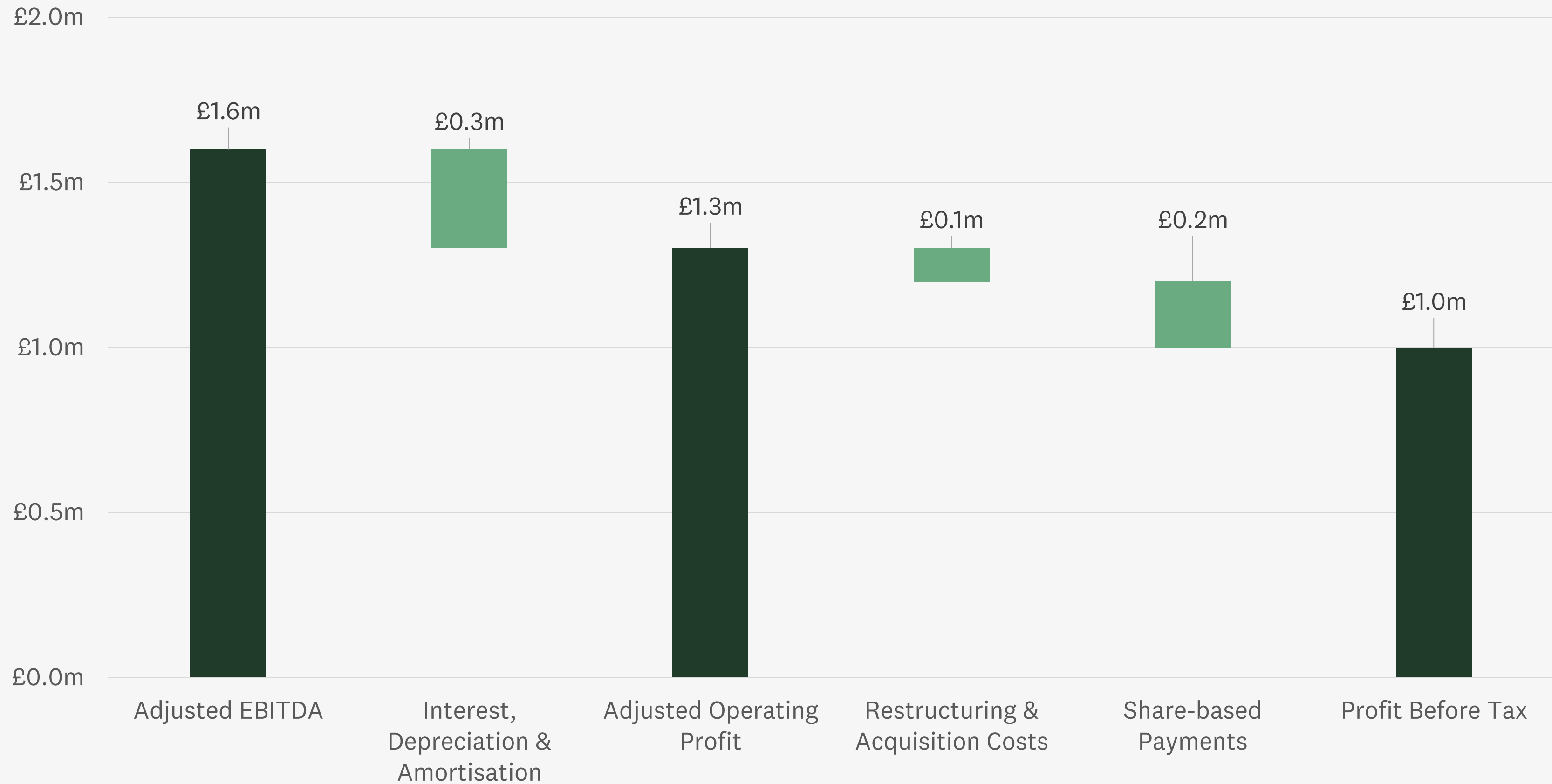
Revenue Breakdown & Hybrid Business Model



Strong Cashflow & Healthy Balance Sheet



Profit Before Tax Bridge



Outlook: FY22 & Beyond

“The Board is comfortable that it will meet or exceed its expectations for the current financial year. Furthermore, and despite global macro headwinds, the Board expects further growth in the next financial year as brand advertisers continue to migrate to our differentiated customer proposition.”



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The Business Plan

	Initiative	Description	Status
1	Rebrand Brave Bison	Launch a new trade brand to integrate customer offering	Complete
2	Grow the Digital Media Network	Increase our reach and audience on YouTube and Snap	Underway
3	Implement a Distributed Operating Model	Increase the number of staff working remotely	27% now working on a remote basis, across 11 countries, with the balance working on a hybrid basis
4	Make Bolt-on Acquisitions	Acquire new capabilities and customers	Best Response Media acquired in April 2022
5	Undertake a Fixed-cost Reduction Program	Right-size fixed overheads, particularly property and IT	Underway. London HQ currently has three sub-tenants
6	Develop Board & Shareholder Communications	Strengthen IR and governance strategy	Gordon Brough, ex-Aberdeen Asset Management plc General Counsel, appointed to the Board in July 2022

A single **Brave Bison** Brand

A media, marketing and technology company built for the new era



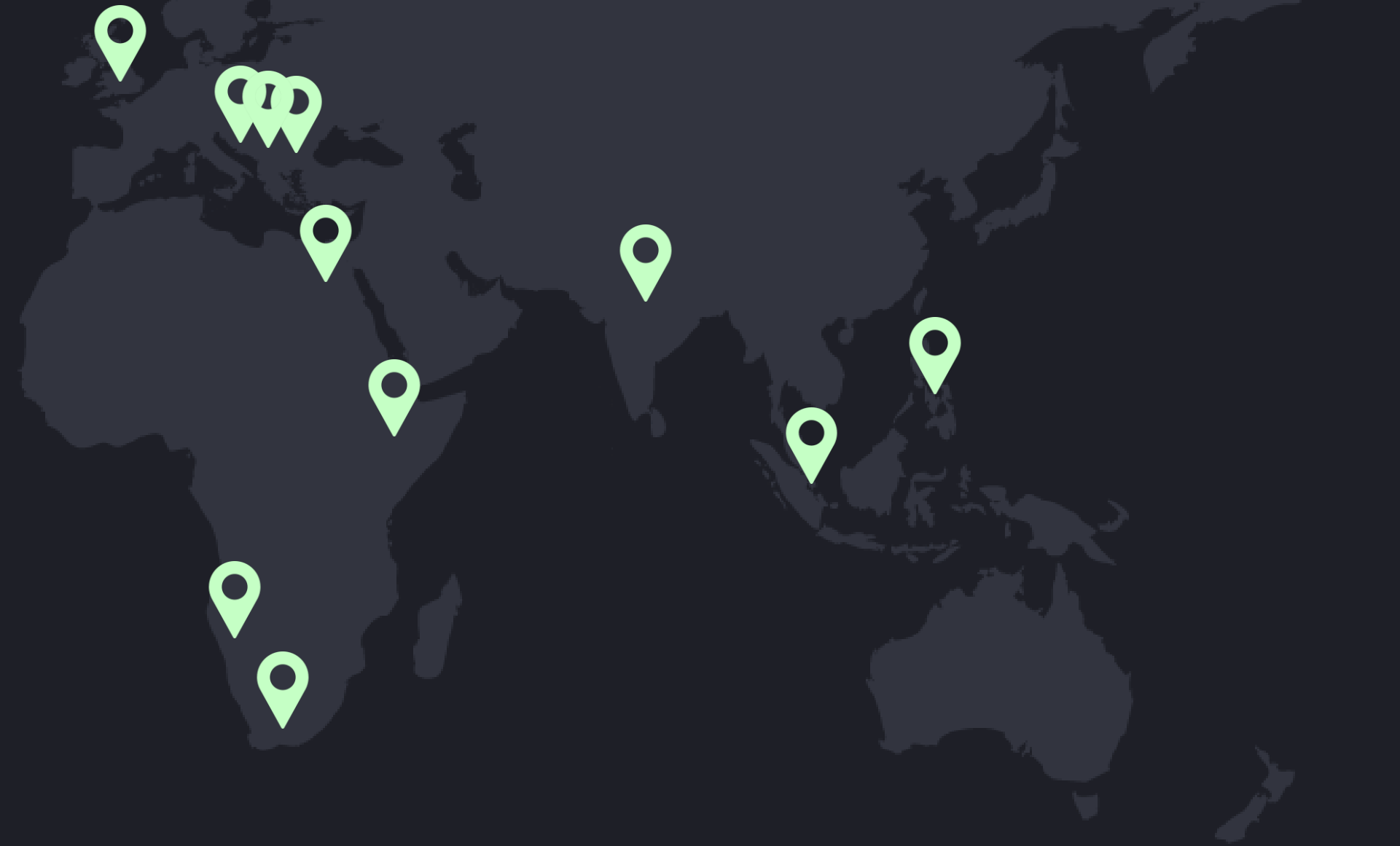
Distributed **operating model.**

- Brave Bison now operates on a fully hybrid basis
- HQ is in King's Cross, London, but over a quarter of the Company's headcount are fully remote
- Brave Bison currently has staff in 11 countries, operating in 30 languages
- This operating model gives Brave Bison a significant advantage on hiring and delivering for customers

30
Languages

42
Markets

11
Hubs



Acquisition of **Best Response Media**

Best Response Media is a specialist ecommerce and mobile development company focused exclusively on the Adobe Commerce platform.

This acquisition brought three key benefits:

1. Flexible and cost-effective resource base in Mansoura, Egypt
2. Credentials and capabilities on the Adobe Commerce platform. Brave Bison Commerce now operates across the full spectrum of enterprise ecommerce platforms (SAP, Salesforce, BigCommerce and Adobe Commerce)
3. New Tier 1 clients including NatWest

The acquisition is expected to be earnings enhancing in FY22 and FY23



Our Credentials

People & Planet

People (and Community)

- I. Multiverse 18-month apprenticeship program
- II. Diversity, Inclusion & Belonging committee
- III. Two paid volunteering days per annum
- IV. Lunch & Learn program
- V. Flexible and remote working policies. Brave Bison staff can work from anywhere in the world for 30 days per annum

Planet

- New engagement with WWF for social media management
- The Forest of Brave Bison. Currently 545 trees, capturing 277 tonnes of CO₂
- Annual Carbon Assessment accreditation

Brave Bison



WWF

multiverse



Rapyd

Rapyd SMB Influencer

Brief

Rapyd, a multi-billion-dollar fintech business needed a way to engage small businesses in the UK. Often focussed on the day to day running of those businesses, the audience were hard to reach and hard to grab the attention of.

Solution

TikTok isn't just about dance trends. We saw the potential in using TikTok to engage small businesses who are ultimately, humans who just wanted to be entertained. The results spoke for themselves and attributed to an uplift in brand recognition and website clicks which outperformed paid media efforts across the same reporting period.

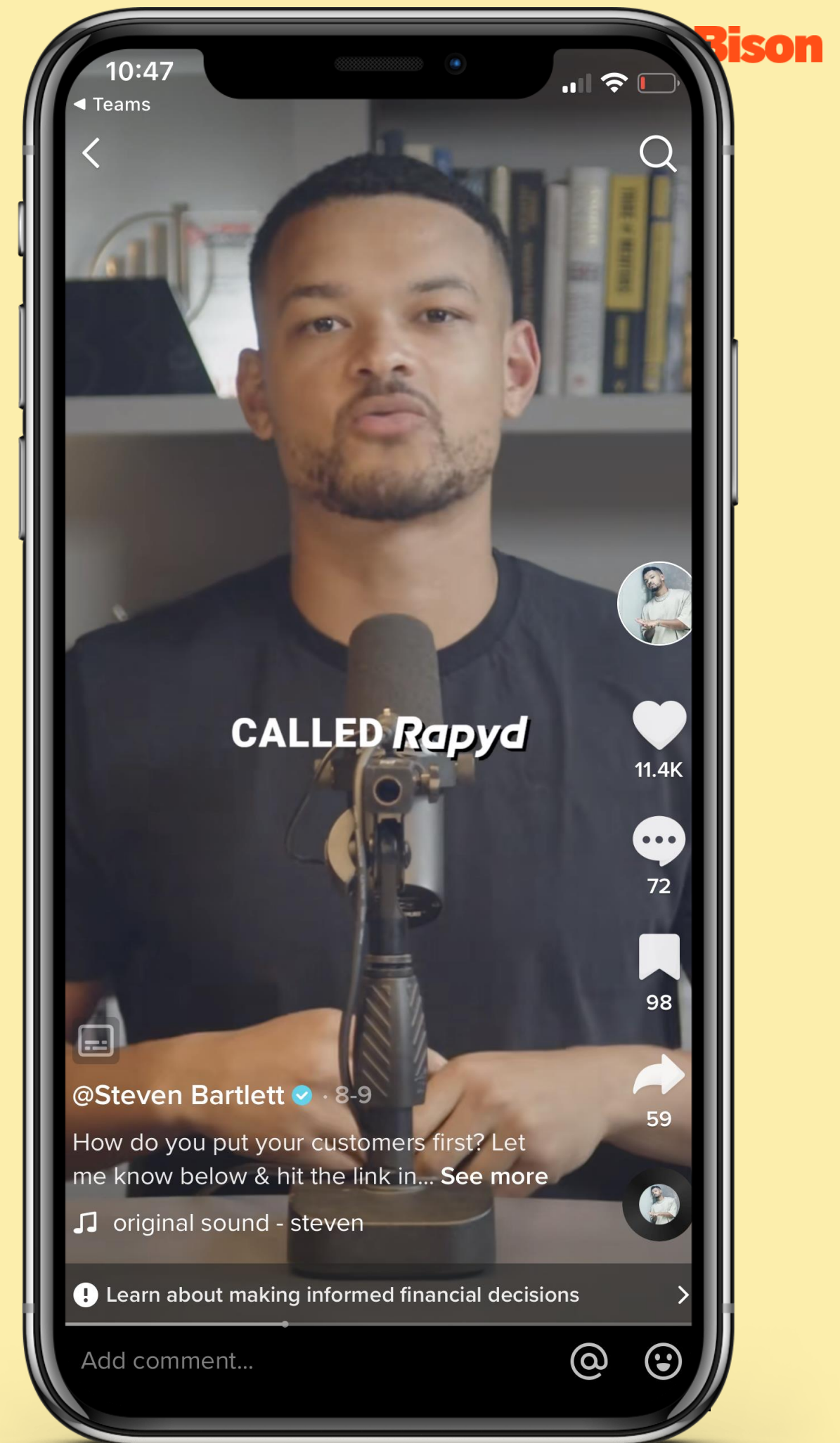
This campaign is still on going.

3.9m **600k** **287k**

Views in one month

Reach in one
month

Engagements in one
month



Rapyd

Hack the Galaxy

Brief

Rapyd understand the critical role developers play in recommending their product. But how do you engage an audience who literally speak a different language? You send them to the edge of space. Enter, Hack the Galaxy.

Solution

We created a roster of influencers/developers across the world to push out content across Instagram, TikTok and YouTube which drove developers to the online Rapyd developer community. So far, combined campaign activity has led to 50,000 sign ups to their community forum.

810K

Organic reach

36K

Engagements

\$50

Average CPA

**HACK THE
GALAXY**
by Rapyd

**If you're a developer,
you have to see this !** 🧑

stay until the end 😊



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Long-term Vision

A media, marketing and technology company built for the new era

Key:

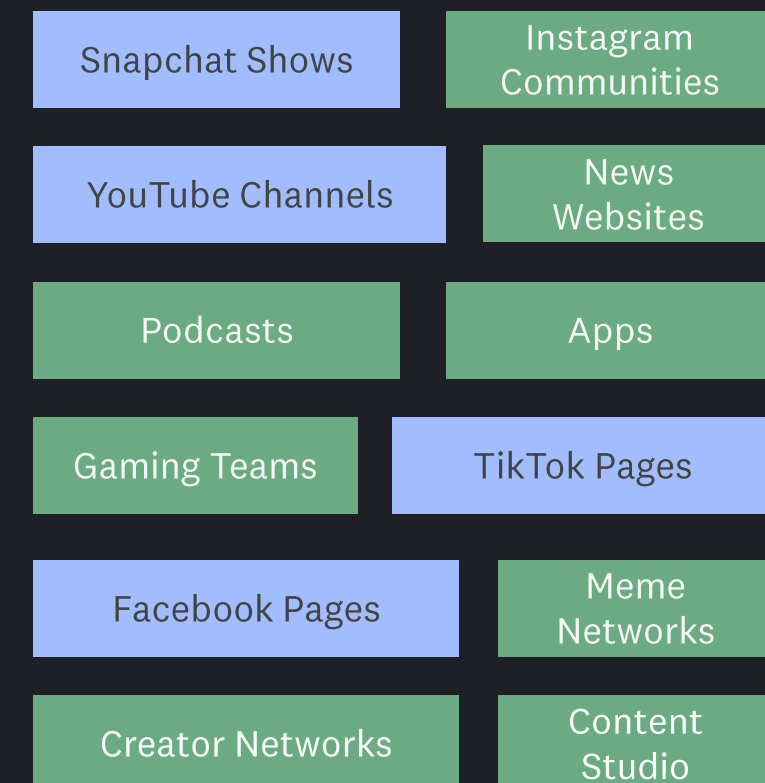
- Existing Capabilities/Media
- Future Capabilities/Media

Digital Advertising & Technology Services



- Monetised via:
1. Fee-based income

Social & Digital Media Network



- Monetised via:
1. Programmatic advertising
 2. Direct-sold advertising
 3. Direct-to-consumer (subscription, eCommerce and events)

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