Videndum

Enabling the capture and sharing of exceptional content.

An introduction to Videndum plc

Contents

1. Who we are and what we do

- 2. Our structure and where we operate
- 3. Market and strategy
- 4. Summary
- 5. Full Year 2022 results
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At the heart of the content creation market

- 1. Professional photography/videography, including hobbyist/prosumer and audio
- 2. Influencer/vlogger, including gamer, and audio
- 3. Broadcast TV, live news and sport
- 4. Cine/scripted TV, including independent filmmakers
- 5. Live streaming enterprise, including medical, industrial, houses of worship

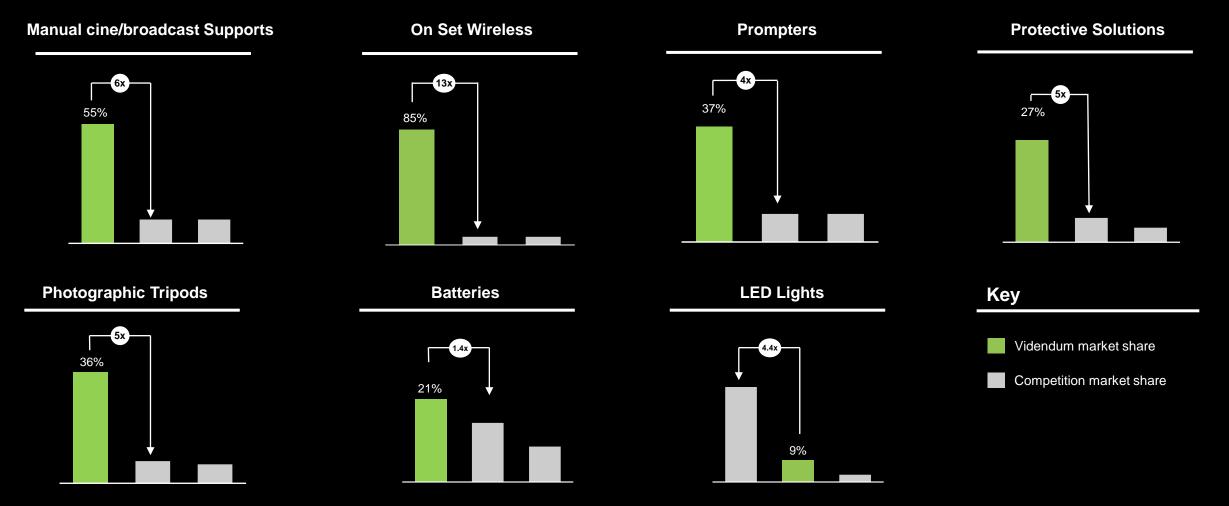
Uniquely positioned right at the heart of the content creation market

Leading positions with premium brands and innovative technology in defensible niches

- Hardware and software to "enable the capture and sharing of exceptional content"
- High quality, technically-advanced products
- Strong vitality index
- c.90% of products bought by professional content creators
- c.80% of products mission-critical
- Completely trusted by our customers

Our premium brands have uniquely strong market positions

Leading positions in defensible market niches



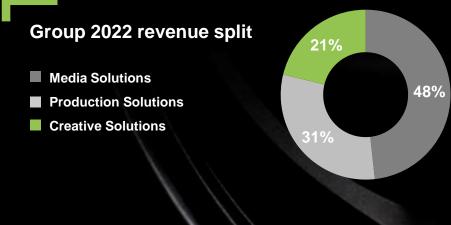


Our structure and where we operate

Our structure

Videndum plc is organised in three Divisions:

- Media Solutions
- Production Solutions
- Creative Solutions



2022 Financial highlightsHeatRevenueNumber£451.2m1,(2021: £394.3m)Adjusted operating profit*

Headquarters in the UK

Number of employees

1,900

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Number of countries with facilities

Before adjusting items

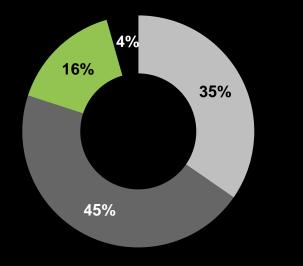
£60.0m

(2021: £46.2m)

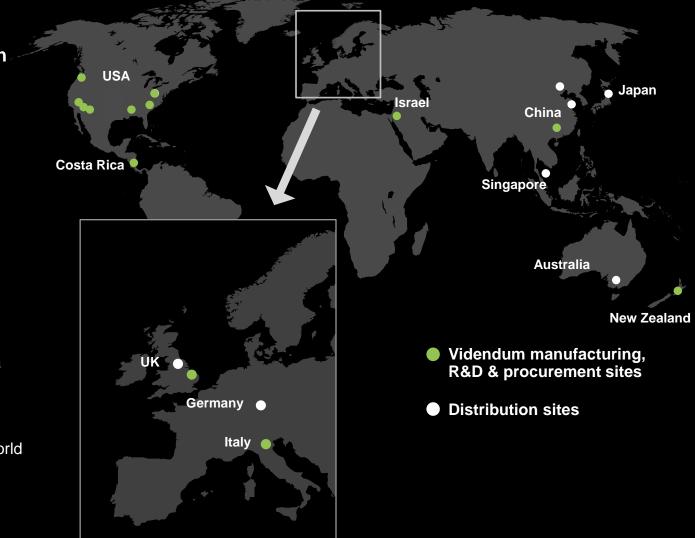
Where we operate

- Sites in 11 countries; sell into 100+ countries
- Sales: UK accounts for only 9% of revenue
- Well capitalised, world-class manufacturing facilities in Italy, Costa Rica, UK & US
- R&D centres in Italy, UK, US, Israel, New Zealand
- Far East Procurement Centre in Shenzen, China
- Low cost APAC sourcing, including China & Vietnam

2022 revenue analysis by location of customer



Europe
North America
APAC
Rest of the World



Media Solutions

- Market: TAM grown to c.£1.5bn (2022-25 CAGR c.4%), driven by acquisitions and market growth from an increase in vlogging, retail e-commerce and audio capture; short-term impact of macroeconomic environment affecting business confidence
- Strategy: focused on innovation to improve our customers' productivity to grow core professional business plus new areas of vlogging and audio capture



Professional high-end

- Strong demand from high-end professionals, cine, broadcast, audio, streaming driven by both live and studio production
- Significant growth in supports for lighting driven by demand for original content for cine/scripted TV
- Expand Audix in US and enter Europe



Independent Content Creator c.55% of revenue

- Short-term macroeconomic headwinds affecting some ICCs due to lower business confidence
- Demand driven by new camera sales, e-commerce and innovative new products



Consumer/Hobbyist

c.20% of revenue

- Short-term macroeconomic headwinds affecting consumer segment
- Lowepro bags eco-credentials
- JOBY to take share in audio
- JOBY software innovation

Attractive growth drivers; short-term impact of macroeconomic environment

Production Solutions

- Market: TAM c.£0.4bn (2022-25 CAGR c.3%), driven by demand for original content, automated production and on-location news
- Strategy: focused on growth in core professional equipment for original content in cine/scripted TV, and products for on-location news and sporting events, as well as innovative technology for virtual production and automation/cost efficiencies in TV studios



Cine/Scripted TV/ICC c.50% of revenue

- Spend in original content drives demand for professional equipment
 - Supports, LED lighting, virtual production
 - New environmentally-friendly mobile power solution



Broadcast TV c.50% of revenue

- Investing in new technologies with unique features to drive cost efficiencies and accelerate product refresh cycles
 - LED lighting, mobile power, flowtech/aktiv for on-location and 24-hour news
 - Robotic camera systems and voice-activated prompting to automate studios
- New dynamic motion-tracking software
- Major global sports events including Olympic Games, Football World Cup

Core business growing; continuously evolving with advanced technologies and software

Creative Solutions

- Market: TAM >£1bn (2022-25 CAGR c.10-15%), driven by streaming and demand for original content
- Strategy: focused on continuing to deliver 4K/HDR replacement cycle, as well as new technology to improve our customers'
 productivity in the growing areas of remote monitoring/collaboration/streaming in cine and enterprise markets



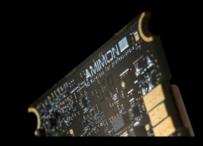
Cine/Scripted TV/ICC c.80% of revenue

- Continued demand for original content production
- Executing 4K/HDR replacement cycle; unique, patented, zero-delay Amimon technology
- SmallHD monitors to take share
- TeradekTV cloud collaboration platform enables live remote monitoring of camera feeds



Enterprise c.20% of revenue

- Focused on high-end, high margin live streaming products incorporating patented Amimon technology for broadcast, houses of worship, corporates, governments, schools
- Amimon's zero-delay P2P video for medical and industrial markets



ART (Adaptive Reliable Transport)

 Ultra-low latency, high quality video over IP, using patented Amimon technology

Core business growing strongly

Focus on high-end products incorporating Amimon technology in strategic markets

Market and strategy

Videndum

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Group strategic priorities

Organic growth

Margin improvement

Growth through M&A

Well positioned to deliver growth and value for shareholders

1. Organic growth

- Organic growth driven by advances in technology plus four strong structural market growth drivers experiencing double-digit growth:
 - 1. The internet/e-commerce
 - 2. Subscription TV/original content creation
 - 3. TikTok/YouTube
 - 4. Live streaming

Attractive structural market growth drivers Macroeconomic headwinds affecting some segments in the short-term

Technology innovation to improve productivity and drive shorter product replacement cycles

Improving productivity is increasingly important to our customers

Our products are part of the solution and we continue to develop innovative new technology to reduce set up time, lower operating costs and ensure content is captured right first time

e.g. On-set monitoring, automated robotic and voice-activated prompting solutions, LED lighting and lighting stands, live video streaming



2. Continued margin improvement: executing self-help

1. Continuous improvement culture

- Well managed, agile business
- 3% YoY productivity gains with lean manufacturing and continuous improvement
- Reorganisation in Creative Solutions
- Delivering synergies from acquisitions

2. Additional opportunities identified for a number of self-help actions to accelerate growth

- Capital allocation prioritisation
- Cross-Divisional commercial synergies
- Cross-Divisional asset and knowledge sharing
- Organisational optimisation and site rationalisation
- Appointed Group Chief Operating Officer Marco Pezzana

Executing short and longer-term self-help actions to ensure the Group is even better positioned for long-term growth

3. Growth through M&A

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
VMS							 ¶Rycote [®]	Syrp		SAVAGE	AUDIX.
VPS	CAMERA CORPS									A QUASAR SCIENCE	
VCS			(Small HD)		(offhollywood) Wooden Camera'	RT MOTION	AMIMON			VLIGHTSTREAM	
Disposals						bexel					

Above excludes distribution companies in Australia, China, Germany, Netherlands.

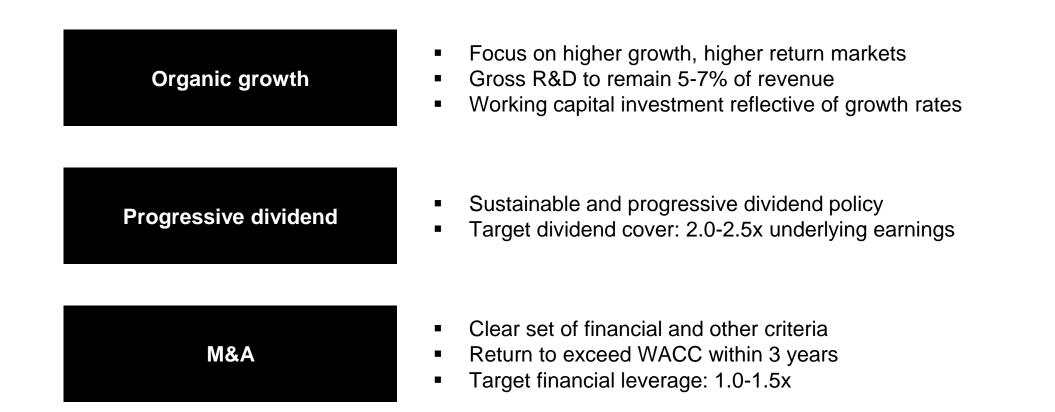
£140m invested

c.20% return in 2022 (post interest and pre-tax)

- Acquired niche leaders in growth segments
- Divested non-core
- Expected return including 2021 and 2022 acquisitions to be >20% by 2025

Excellent track-record of executing and delivering value from M&A

Capital allocation and priorities



Disciplined approach to capital allocation

Creative Solutions

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The Board believes that Creative Solutions has significant potential, in terms of market opportunity, rate of future growth and margins under Videndum ownership

Continuing to explore options to unlock more shareholder value

Licensing

Selling the technology

A joint venture with real industrial merit Selling the Division if the value is right

Videndum Creative Solutions

Organic strategic ambition

Revenue £600m

>£100m operating profit

Mid to high teen margin

Net debt:EBITDA <1.5x

Videndum

Summary

Summary

- Record 2022 revenue and adjusted profit
- Executing well on strategy: organic growth, margin improvement and M&A
 - Uniquely positioned at the heart of the content creation market
 - Attractive market growth drivers and leading, premium brands
 - Technology innovation improves customers' productivity and drives shorter product replacement cycles
 - Self-help actions to further streamline cost base and deliver cross-Divisional synergies
- Organic strategic ambition c.£600m revenue, >£100m operating profit
- Expect stable FY 2023 adjusted PBT, with higher operating profit offset by increased interest charges
 - Higher than usual H2 weighting due to current macroeconomic environment

Well positioned to deliver growth and value for shareholders



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Full Year Results 2022

Summary

2022 financial highlights

- Record revenue (+14%) and adjusted PBT* (+27%)
 - Organic, constant currency revenue slightly ahead, despite softness in consumer segment and some retail destocking
 - Executing on our M&A strategy with acquisitions integrated well
 - Adjusted operating margin* progression (+160bps); pricing again more than offset inflation and a continued well-managed cost base
- Delivered operating cash conversion* of 83%
- As expected, net debt* increased, due to M&A activity and exchange rates
 - Net debt to EBITDA of 2.1x (loan covenants basis)
- Progressive total dividend of 40.0p per share (+14%)

Strategic positioning and outlook

- Uniquely positioned at the heart of the growing global content creation market
- Continued adjusted operating margin* improvement
- Additional opportunities identified for a number of self-help actions to further streamline our cost base and deliver cross-Divisional synergies
- Expect stable FY 2023 adjusted PBT*, with higher operating profit offset by increased interest charges; higher than usual H2 weighting due to current macroeconomic environment

Record FY 2022 revenue and adjusted PBT*

Full year 2022 results

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	FY 22 £m	FY 21 £m	% change
Revenue	451.2	394.3	+14%
Gross profit*	198.1	173.2	+14%
Gross margin %*	43.9%	43.9%	-
Operating expenses*	(138.1)	(127.0)	+9%
Operating profit*	60.0	46.2	+30%
Operating margin %*	13.3%	11.7%	+160bps
Net finance expense*	(6.0)	(3.8)	+58%
PBT*	54.0	42.4	+27%
Earnings per share* (p)	90.1	69.9	+29%
Dividend per share (p)	40.0	35.0	+14%
ROCE *	18.8%	18.0%	+80bps

- Revenue 8% ahead of 2021 on a constant currency basis
- Gross margin* maintained with pricing more than offsetting inflation
- 160bps operating margin* improvement, trending towards mid-to-high teen goal
- Total dividend of 40p per share
- ROCE* improving, reflecting higher profits despite extra capital employed on acquisitions

Record revenue and PBT*

Divisional performance

	Revenue			
	FY 22 £m	FY 21 £m	% change (const. FX)	
Media Solutions	217.8	194.7	+8%	
Production Solutions	137.8	121.8	+6%	
Creative Solutions	95.6	77.8	+10%	
Group	451.2	394.3	+8%	

Operating margin*

FY 22 £m	FY 21 £m	Change (bps)
15.2%	13.7%	+150
22.8%	23.0%	-20
13.1%	10.7%	+240
13.3%	11.7%	+160

Media Solutions

- Growth in lighting and M&A, offset by macroeconomic environment with softer consumer segment and destocking
- Accretive impact on margin* from M&A

Production Solutions

- Significant growth in supports and prompting; bespoke solutions for the Winter Olympics
- +80bps margin*, excluding royalties

Creative Solutions

- Significant growth in the cine/scripted TV market following the 4K/HDR rollout, and in medical
- Significant improvement in margin*

Revenue growth and margin improvement across all Divisions

Cash generation

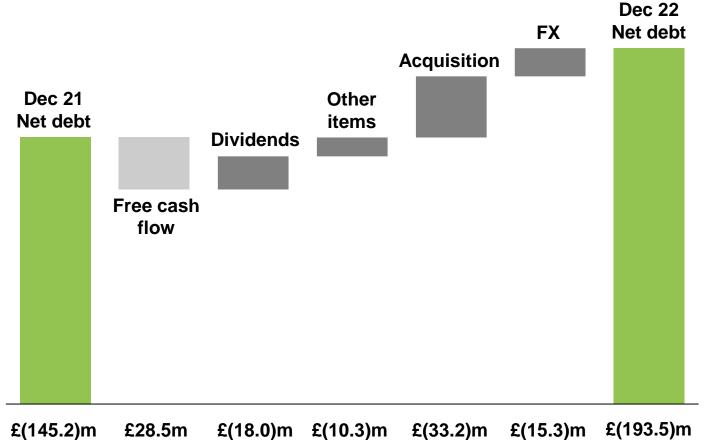
	FY 22 £m	FY 21 £m	Variance
Operating profit*	60.0	46.2	13.8
Depreciation	22.6	18.7	3.9
(Inc)/dec in working capital*	(19.4)	1.1	(20.5)
(Dec) in provisions*	(0.8)	(0.8)	-
Capital expenditure	(20.2)	(21.7)	1.5
Other	7.6	6.2	1.4
Operating cash flow*	49.8	49.7	0.1
Interest and tax paid	(16.6)	(11.0)	(5.6)
Earnout and retention bonuses	(1.3)	(2.2)	0.9
Restructuring and integration costs	(2.0)	(1.9)	(0.1)
Transaction costs	(1.4)	(1.5)	0.1
Free cash flow	28.5	33.1	(4.6)

Refer to the Glossary in the Condensed Consolidated Financial Statements for more detail

Cash conversion exceeding financial goal of 80%+

- Strong operating profit growth
- £19.4m increase in working capital*
 - £10.2m increase in inventory
- £3.7m decrease in PP&E
- Gross R&D maintained at c.6% of revenue
- Higher interest payments

Net debt



 "Other items" incudes £8.6m of IFRS 16 lease additions, mainly for Audix and Savage

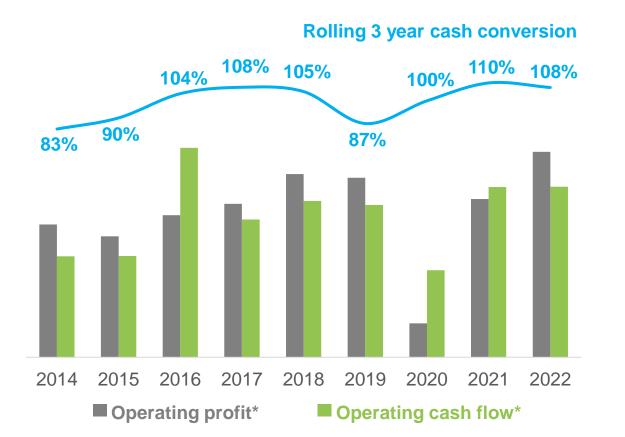
- Acquisition of Audix
- FX impact due to stronger US Dollar
- Significant liquidity of c.£100m

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Net debt:EBITDA⁺ of 2.1x

Historic operating cash flow* performance





- Focus on driving profit into cash
- Control of working capital
- Balance of capital investment to drive long-term growth with short-term cash generation

Well-managed business with a consistently strong cash performance

Recap on restructuring and efficiencies



- Successfully implemented restructures in the past to drive higher revenue growth and/or improved margins:
 - 2019/2020: transition of VMS to take advantage of higher margin e-commerce channel
 - 2022/2023: reorganisation of VCS sales and marketing teams into specialist vertical segments to maximise growth potential
 - 2022/2023: rationalisation of site portfolio delivering synergies from M&A
- Operational excellence, targeting 3% year-on-year productivity gains
- Reducing the Group's carbon footprint

Continuous improvement through operational efficiencies and restructuring

Progress against mid-term financial goals



On track with all financial goals except for short-term macro impact on revenue growth

* Before adjusting items + Bank covenant basis

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Selected FY 2023 Guidance

Profit

- Higher than usual H2 weighting due to current macro environment
- D&A c.£4m higher; primarily amortisation
- Restructuring 2023 savings c.£4m
- Net finance expense: c.£13m
- ETR: c.24%

Cash and Net Debt

- Gross R&D: 6-7% of revenue, c.45% capitalised
- Cash tax: c.£15m
- Lease additions: c.£7m (incl Cassola renewal in H1)
- Net debt:EBITDA⁺ expected to increase at 30 June 2023 but materially decline thereafter

Stable FY 2023 PBT*, with higher operating profit* offset by increased interest charges



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Appendices

Responsibility framework



Throughout 2022, Videndum further developed its Group-wide ESG programme, increasingly focusing on the end-to-end supply chain as well as direct operations, and addressing and reporting on material issues affecting our operations and stakeholders.

By implementing smarter ways of working and investing in infrastructure, since 2019 we have already achieved a greater than 20% reduction across the Group's scope 1 and 2 emissions.

Our standalone ESG and TCFD Reports will be available on the Group website at the end of March.

Group-wide approach with significant progress made

Videndum's transition plan – a roadmap to net zero (1)

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Scope	e Area	SI	nort term (to 2025)		Medium term (2025-2035)				Long term (2035- 2050)
		2022	2023	2024	2025	2027	2030	2035	2045
	Near-term target	Ensure that 100% of Group operation CO2 emissions.	s capture and report on	25% reduction.	Carbon neutral.	35% reduction.	50% reduction.	90% reduction.	
	Key actions	Improve energy efficiency of electricit increased LED lighting coverage; inve						jects (Feltre, Italy and Ashby, UK);	
Scope 1 and 2	Electricity	Solar panel installation to the roof of Cartago, Costa Rica and Bury St. Edmunds, UK . 100% completion of compressed air leak detection and repairs and heating and air conditioning controls in Feltre, Italy.	Energy metering and circuit level monitoring. LED lighting upgrade in Feltre, Italy and Ashby, UK. Implementation of LED Lighting in Arizona, US. Conduct environmental survey in respect of key US sites. Carbon fibre upgrade and other investment in more modern and energy efficient	Installation of solar panels at Feltre, Italy and Ashby, UK (reducing approximately 750tCO2e per annum).	Reduction in size of property portfolio (under- utilised sites) will reduce annual emissions 500tCO2e per annum.	Introduce energy efficiency measures across our US sites following energy site surveys (reducing approximately 500tCO2e per annum).	Continue to implement the more complex/ expensive site survey recommendations to ensure further reductions.	All site survey recommendations implemented and residual Scope 2 emissions that cannot be eliminated are offset using "carbon removal offsets".	
-	Gas	machinery. Leverage Solar PV installation to install electric systems thereby substituting natural gas for heating purposes at our Feltre, Italy and Ashby, UK site (reducing approx. 800tCO2e).			All company cars will be substituted to electric or hybrid by 2025 thereby reducing approximately 150tCO2e).	Begin to implement site survey recommendations to improve efficiency of gas consumption.	Continue to implement the more complex/ expensive site survey recommendations to ensure year on year reductions.	All site survey recommendations implemented and residual Scope 1 emissions that can't be eliminated are offset using "carbon removal offsets".	
	Carbon Neutral Target	Reduce Scope 1 and 2 emissions as much as possible			From 2025, we will annually purchase offsets, to be carbon neutral, until we reach our Scope 1 and 2 net zero targe in 2035. At the end of 2025, we expect that circa 1600tCO2e i.e. the remaining emissions, will be offset using quality offset programmes available including afforestation/ reforestation, or carbon removal woodland projects. We are also investigating tree planting opportunities on land owned by the Group.				
	Net zero by 2035 target						Net zero by 2035		

Videndum's transition plan – a roadmap to net zero (2)

Scope	Area	Short term (to 2025)		Medium term (2025-2035)				Long term (2035- 2050)	
		2022	2023	2024	2025	2027	2030	2035	2045
	Near-term target	Ensure that 100% of Group operation CO2 emissions		50% reduction in business air travel.	-	-	-	-	90% reduction.
Scope	Key actions								
	Net zero target								Net zero.

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FX sensitivities

Currency	Current spot rates (24 Feb 23)	FY 22 average rates	FY 21 average rates
USD	1.19	1.24	1.38
EUR	1.13	1.17	1.16
YEN	163	161	151

> The expected year-on-year impact on 2023 PBT* at current spot rates would be a tailwind of c.£2m

The expected further impact from subsequent currency movements on PBT* in 2023 is:

Currency	Movement	Impact on operating profit* (£m)
USD	+/- \$0.01	-/+ 0.3
EUR	+/- €0.01	-/+ 0.3
YEN	+/- 1 YEN	-/+ 0.1

Net Debt:EBITDA

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	m	

Actuals

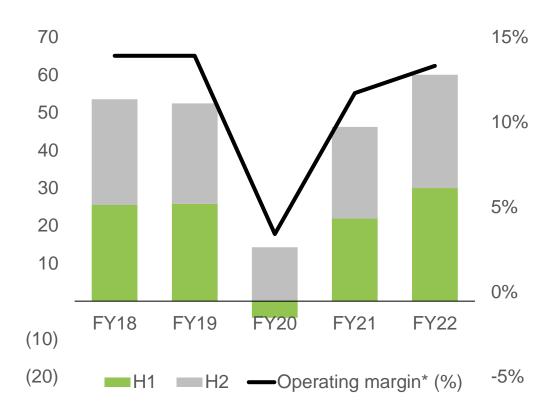
Reported Net Debt	193.5	
Adjust for upfront loan fee accounting	1.7	
Covenant Net Debt	195.2	

Reported 12-month EBITDA [^]	82.6
Add back share-based payments^	6.9
Less interest not in relation to gross borrowings	1.8
Add pro forma acquisition amounts	-
Covenant EBITDA	91.3

Reported Net Debt:EBITDA	2.3x
Covenant Net Debt:EBITDA	2.1x

^ Refer to the Glossary in the Consolidated Financial Statements for more detail

Five-year summary



	FY18	FY19	FY20	FY21	FY22
Revenue (£m)	385.4	376.1	290.5	394.3	451.2
Operating profit* (£m)	53.5	52.4	9.9	46.2	60.0
Operating margin*	13.9%	13.9%	3.4%	11.7%	13.3%
Operating cash flow* (£m)	44.7	44.5	25.4	49.7	49.8

Four key structural market growth drivers

c.75% of Videndum's business is being driven by double digit growth in content creation*

The internet

Retail e-commerce drives demand for digital visual content as new products need to be photographed and filmed frequently to be published online

Videndum exposure: c.30% revenue

TikTok, YouTube

Growth in vloggers and influencers creating and sharing content on social media

c.10% revenue

Subscription TV

Spend on original content creation, driven by subscription channels like Netflix, Amazon Prime Video and Disney+

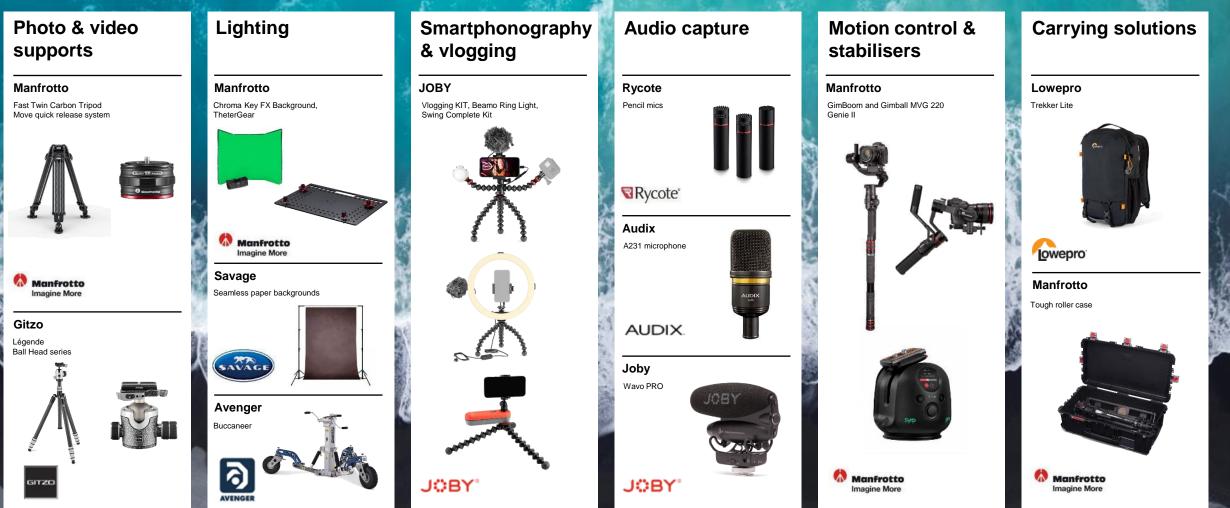
c.30% revenue

Live streaming

Live streaming of video in multiple markets growing strongly e.g. enterprise, medical and industrial

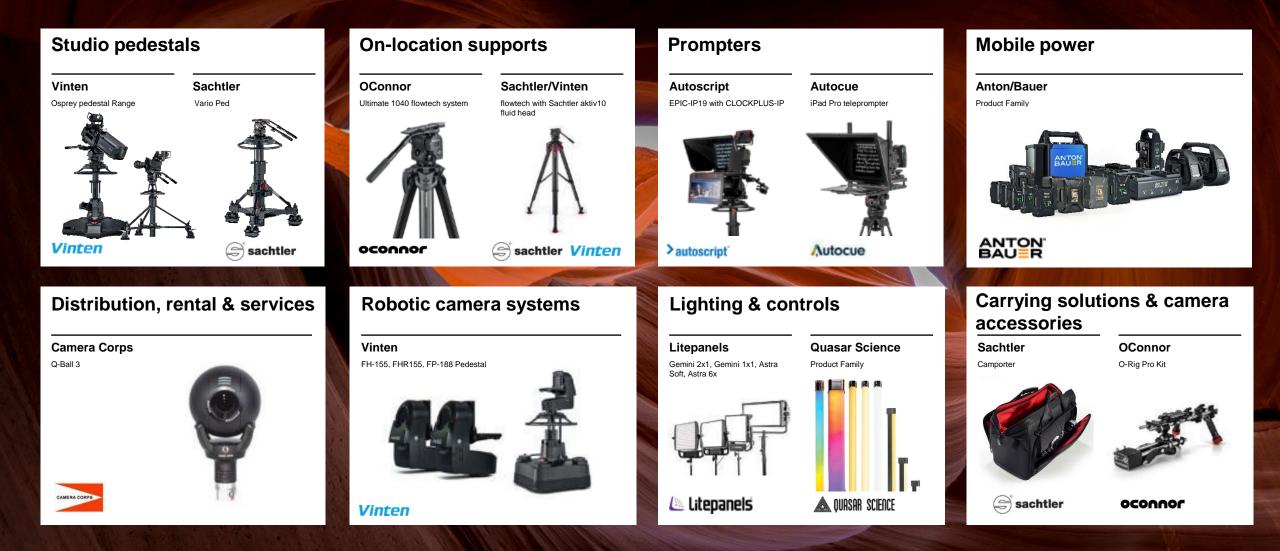
c.5% revenue

Media Solutions Products* for Professional Photography/Videography, V Influencer/Vlogger and Cine/Scripted TV



Production Solutions Products* for Broadcast and Cine/Scripted TV





* A selection of example products

Creative Solutions Products* for Cine/Scripted TV and Live Streaming Enterprises

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Live Streaming
                                                                      Medical
Cine
                                                                                                                                                   Broadcast IP Video
                                                                      In-light camera
                                                                                                         Live streaming
                        Teradek Wireless
                                                                                        Wireless
                                                                                                                           Live streaming
SmallHD Monitors
                                                 Wooden Camera
                                                 Accessories
                        RT CTRL.3 Controller. Bolt 6
Cine 13, OLED 22, Cine 7 + RX Module,
Ultra 5
                        MAX, Serv 4K
                                                  Ultra QR Articulating Monitor
                                                  Mount.
                                                  Ultra Arm v2, Director's
                                                                                                                             RAINMAKE
                                                  Monitor Cage v3, Accessory
                                                  Kit for RED® KOMODO™,
                                                  Universal accessories
                                                                                                                                     VSTUDIO
                                                                                                                                      CIRE
                                                                                                                             VLIGHTSTREAM
  SMALLHD
                        TERADEK
                                           WOODEN CAMERA
                                                                                                  TERADEK
                                                                                                                                                                      TERADEK
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Videndum

Audio capture

Audix JOBY Rycote

Product portfolio

Backgrounds

Colorama Savage Superior

Camera accessories

Teradek Wooden Camera

Distribution, rental & services Camera Corps

The Camera Store

IP Video Teradek

Lens control systems Teradek

Lighting & lighting controls JOBY Manfrotto Litepanels Quasar Science

Live streaming Lightstream

Teradek

Mobile power Anton/Bauer

Monitors SmallHD

Prompters Autocue Autoscript

Carrying solutions

Gitzo Lowepro Manfrotto National Geographic* Sachtler

Robotic camera systems Camera Corps Vinten

Smartphonography JOBY

Supports & Stabilisers

Avenger Gitzo JOBY Manfrotto National Geographic* OConnor Sachtler Vinten

Video transmission systems Teradek

* Manufactured under license

Capture. Share.

Forward-looking statements

This presentation contains forward-looking statements with respect to the financial condition, performance, position, strategy, results and plans of Videndum plc (the "Group", "Videndum", or the "Company") based on Management's current expectations or beliefs as well as assumptions about future events. These forward-looking statements are not guarantees of future performance. Undue reliance should not be placed on forward-looking statements because, by their very nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results, and the Group's plans and objectives, to differ materially from those expressed or implied in the forward-looking statements. The Company undertakes no obligation to publicly revise or update any forward-looking statements or adjust them for future events or developments. Nothing in this presentation should be construed as a profit forecast.

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Adjusted performance measures

In addition to statutory reporting, Videndum reports alternative performance measures ("APMs") which are not defined or specified under the requirements of International Financial Reporting Standards ("IFRS"). The Group uses these APMs to improve the comparability of information between reporting periods and Divisions, by adjusting for certain items which impact upon IFRS measures, to aid the user in understanding the activity taking place across the Group's businesses. APMs are used by the Directors and Management for performance analysis, planning, reporting and incentive purposes. A definition of the APMs used in this presentation and a reconciliation from adjusted operating profit to statutory operating profit is included in the Appendix.

Thank you



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