



# Enabling the capture and sharing of exceptional content.

An introduction to Videndum plc



- 1. Who we are and what we do**
- 2. Our structure and where we operate**
- 3. Market and strategy**
- 4. Summary**
- 5. Half Year 2024 results**
- 6. Appendices**

# Who we are and what we do



## At the heart of the content creation market

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

Uniquely positioned right at the heart of the content creation market



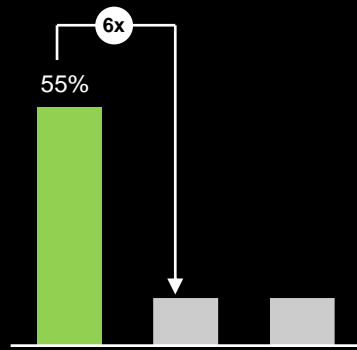
## Leading positions with premium brands and innovative technology in defensible niches

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

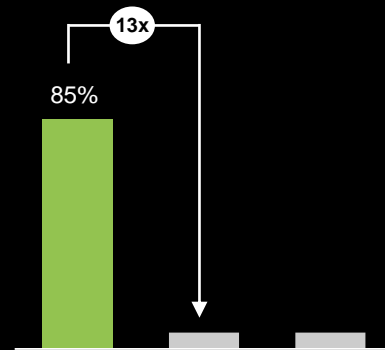
Our premium brands have uniquely strong market positions

## Leading positions in defensible market niches

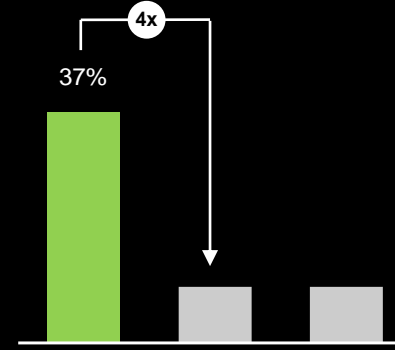
Manual cine/broadcast Supports



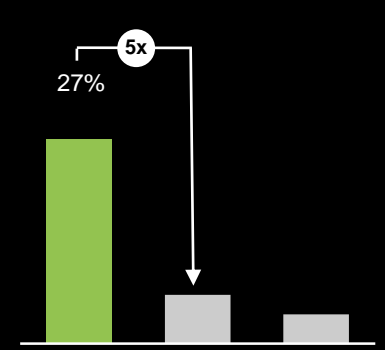
On Set Wireless



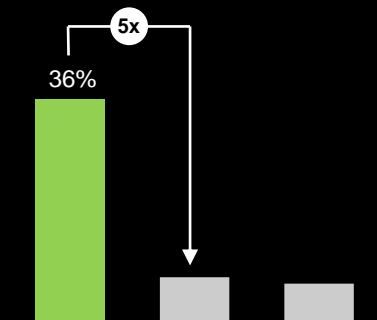
Prompters



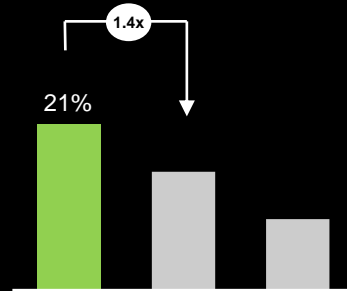
Protective Solutions



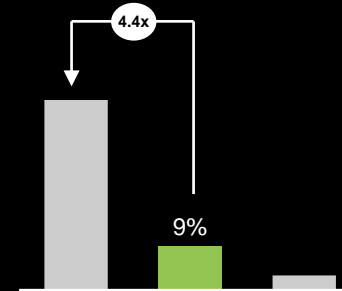
Photographic Tripods



Batteries



LED Lights



Key

- Videndum market share
- Competition market share

# Our structure and where we operate

# Our structure



## Videndum plc is organised in three Divisions:

- Media Solutions
- Production Solutions
- Creative Solutions

### H1 2024 Financials\*

Revenue

**£153.3m**  
(H1 2023: £165.0m)

Adjusted operating profit\*

**£11.0m**  
(H1 2023: £16.2m)

### Headquarters in the UK

Number of employees

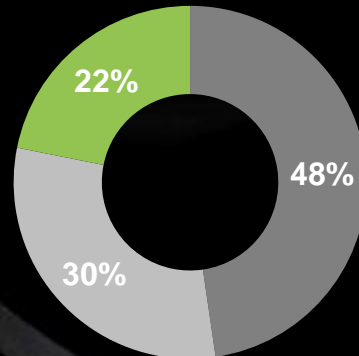
**1,600**

Number of countries with facilities

**10**

### Group H1 2024 revenue split

- Media Solutions
- Production Solutions
- Creative Solutions





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



## Photo & video supports

### Manfrotto

FAST tripod collection  
(Single and Twin legs)  
Befree Tripods



### Gitzo

Systematic  
Ball Head series



## Lighting

### Manfrotto

Rapid Flags



### Savage

Seamless paper backgrounds



### Avenger

Buccaneer



## Smartphonography & vlogging

### JOBY

GorillaPod 5K  
SeaPal



## Audio capture

### Rycote

Pencil mics



### AUDIX

PDX720  
Signature Edition



### JOBY

Wavo PRO



## Carrying solutions

### Lowepro

ProTactic III



### Manfrotto

PRO-Light Cineloader and accessories



## Adjacent supports

### Manfrotto

Alpha S.H.O.T.



# Production Solutions Products\* for Broadcast, Cine and Scripted TV



## Studio pedestals

### Vinten

Osprey pedestal Range



Vinten

### Sachtler

Vario Ped



sachtler

## Tripods & Fluid Heads

### OConnor

Ultimate 1040 flowtech system



oconnor

### Sachtler/Vinten

flowtech Tripod aktiv fluid head



sachtler Vinten

## Prompters

### Autoscript

EPIC-IP19 with CLOCKPLUS-IP



autoscript

### Autocue

Pioneer Series teleprompter



Autocue

## Mobile Power

### Anton/Bauer

Product Family



ANTON BAUER

### Salt-E Dog

Sodium sustainable power



SALT-E DOG

## Distribution, rental & services

### Camera Corps

Qx Robotic Camera



CAMERA CORPS

## Automated studio systems

### Vinten

FP-188 Pedestal, FHR-155 Robotic Head, VEGA Control Panel



Vinten

## Lighting & app controls

### Litepanels

Gemini, Astra IP, Studio X



LITEPANELS

### Quasar Science

Product Family



QUASAR SCIENCE

## Bags & camera accessories

### Sachtler

Camporter



sachtler

### OConnor

O-Rig Pro Kit



OCONNOR

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



## Cine

### SmallHD Monitors

Post-Production, Production, 10", 5-7" Monitors



SMALLHD

### Teradek Wireless

Wireless Lens Control, Wireless Zero-Delay Video, Production Streaming



TERADEK

### Wooden Camera Accessories

Accessory Systems for Sony, RED, Canon, ARRI, Fujifilm, Blackmagic Design, & Panasonic Cameras, Handles, Universal Accessories, Power Solutions



WOODEN CAMERA

## Live Production

### Live Wireless

Wireless Zero-Delay Video



### Broadcast IP Video

Low-Latency Encoders & Decoders, 5G Bonding



TERADEK

### Connectivity & Services

Cellular Data Plans and Modems, Rental Services



# Where we operate

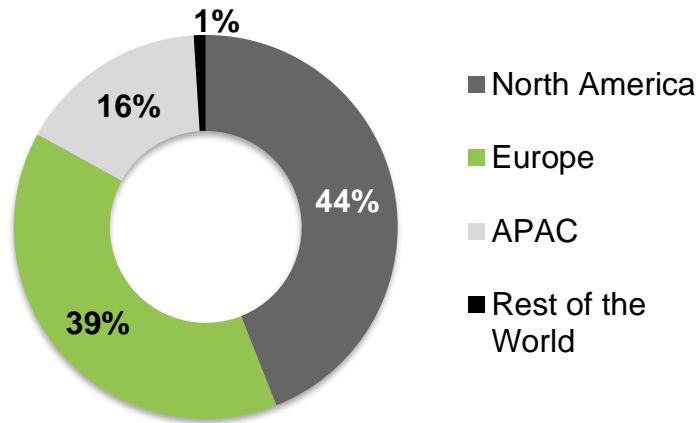


- Sites in 10 countries; sell into 100+ countries
- Well-invested manufacturing facilities in Italy, Costa Rica, UK, US
- R&D centres in UK, Italy, US, Israel
- Far East Procurement Centre in Shenzhen, China
- Distribution centres in UK, Germany, China, Australia, Singapore, Japan

- Manufacturing sites
- R&D sites
- Procurement centre
- Distribution sites



## 2023 revenue analysis by location of customer



Enabling the capture and sharing  
of exceptional content.



# 2024 Interim Results

26 September 2024

# Half year 2024 financial summary



- **Videndum's first half revenue was broadly in line with its expectations and the Group maintained its focus on tightly controlling costs, capex and working capital**
- **Revenue from continuing operations 7% lower than H1 2023, 8% higher than H2 2023, reflecting:**
  - *Some post-strike recovery in the cine and scripted TV market, however the recovery is taking longer than anticipated*
  - *Macroeconomic environment affecting the consumer and independent content creator ("ICC") segments remained challenging*
- **Adjusted operating profit\* of £11.0 million**
  - *Sequentially, adjusted operating profit\* up £13.9 million vs H2 2023*
  - *Adjusted operating expenses\* tightly controlled for the last 18 months despite inflationary pressures (-17% lower in H1 2024 than in H1 2022)*
- **£117.3 million net debt at 30 June 2024, reduced from £128.5 million at 31 December 2023**
  - *165% cash conversion\**
  - *H1 2024 leverage of 3.3x due to depressed EBITDA. The Group renegotiated its committed Revolving Credit Facility ("RCF") with its lending banks. The facility has been extended, reduced in quantum, and its lending covenants improved*

**Revenue in line with expectations despite continued challenging market conditions**

# Current trading and outlook



- **Cine and scripted TV market shows continued signs of post-strike improvement with commissioning of new productions starting to ramp up. However, the recovery is taking longer than anticipated**
- **Macroeconomic environment affecting the consumer and ICC segments remains challenging, although there is continued strong demand for new professional Compact System Cameras (“CSC”)**
- **Broadcast TV segment second half performance will benefit, as expected, from the successful delivery of the Summer 2024 Olympic Games contract and forthcoming US Presidential election**
- **Despite signs of a pickup in cine and scripted TV productions, and growth in the premium camera market, the Group, along with other companies in our sectors, has yet to see the anticipated improvement in orders. As a result, we now expect FY 2024 to be below our previous expectations**
- **The Company is implementing a strategic cost-saving programme, projected to deliver at least £10 million in additional permanent savings in FY 2025**
- **The Board expects the cine and scripted TV market to return to higher levels of demand during 2025, and for our ICC segment to start to benefit from the increase in premium camera sales**
- **Videndum remains well positioned in attractive markets with good medium-term prospects**

**Cine and scripted TV market recovery slower than anticipated and macroeconomic environment remains challenging  
Well positioned to benefit from more normalised market conditions expected during 2025**

# Market update



# Signs of recovery in our end markets



Recovery in cine and scripted TV market taking longer than everyone expected

However, commissioning of new productions starting to ramp up

Delay in receiving orders as customers remain cautious due to cash constraints

Increasing investment in content creation demonstrates long-term confidence in market

- *Netflix confirmed 2024 \$17bn global content spend (up from \$12.5bn in 2023, with \$7.8bn spent in H1 2024)*
- *Amazon Prime acquiring Bray Studios in the UK*
- *Disney \$5bn investment in UK and European productions*

Cine and scripted TV market expected to return to pre-strike levels of demand during 2025

Expect to see more normalised levels of orders in 2025

# Signs of recovery in our end markets



- **ICC market continues to be depressed, driven by low confidence and high interest rates**
- **However, sales of premium cameras picking up, driven by technology and new product development**
  - *CIPA data (Camera & Imaging Products Association) reported sales volume of new interchangeable lens cameras up 8% YTD to July 2024, and lens sales volume up 12%*
  - *Major camera manufacturers forecasting 2023-24 growth in Imaging segments (Canon, Nikon, Fuji latest quarterly results)*
- **Expect the ICC segment in our Media Solutions Division to start to benefit from the increase in sales of premium cameras and lenses**
  - *Professionals and prosumers tend to buy a camera first, followed by upgrading their camera lenses*
  - *Videndum accessories, for example bags and tripods, tend to come next*

**ICC segment expected to start to benefit from increase in premium camera sales during 2025**

# Technology advancement driving shorter product replacement cycles



- *Automated Robotics with AI, Prompting and remote production to drive efficiencies in Broadcast studios and expected to expand to Outside Broadcast*
- *Continued trend towards sustainable portable power solutions*
- *4K/HDR wireless video transmission systems with cloud connectivity*
- *High-end audio capture*
- *New compact system cameras driving innovative new platform to accelerate the replacement cycle in photo/video supports*



Focused on high-end professional and B2B content creation and on product groups with the highest growth and margin potential

# Financial review

# Half year 2024 results

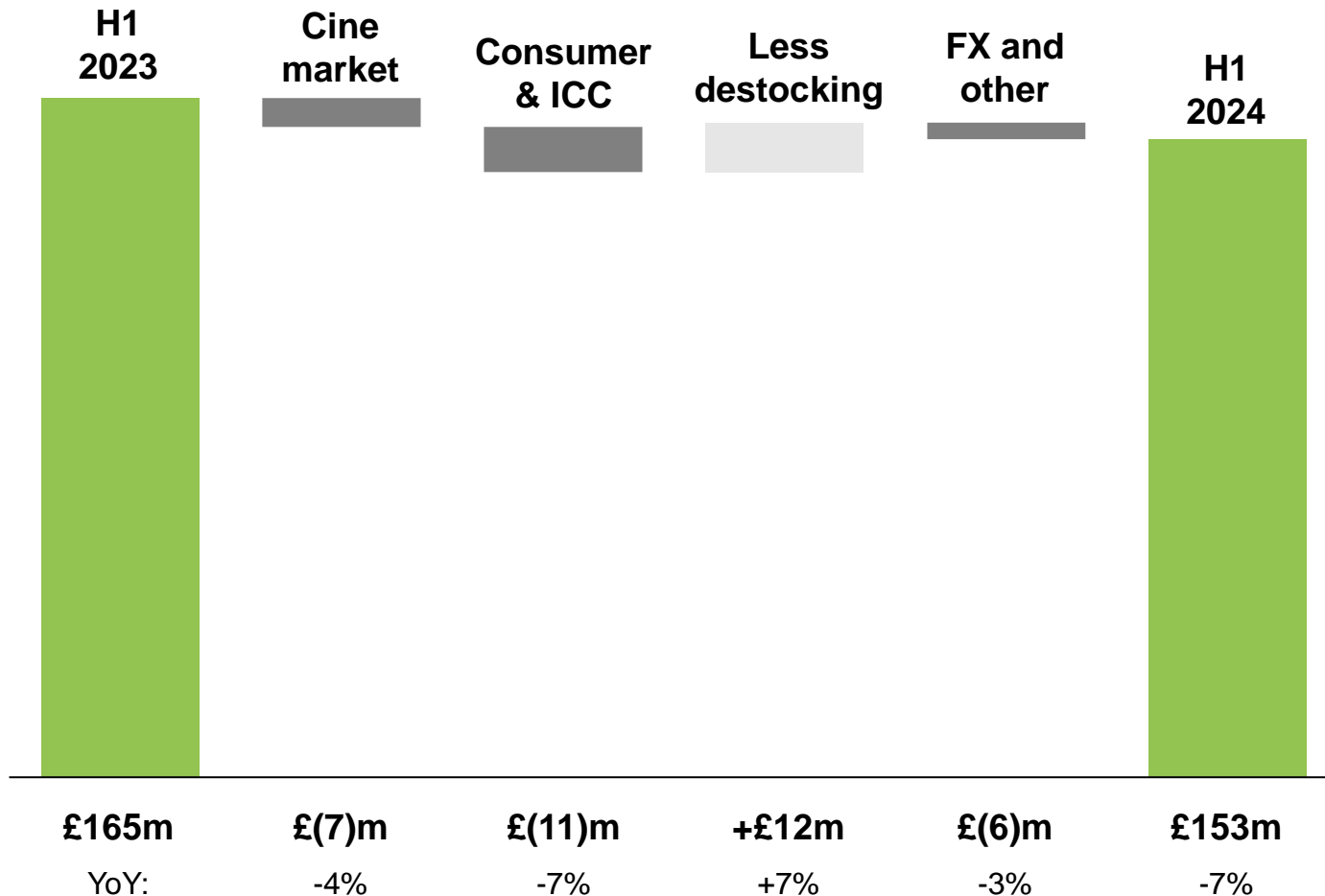


| Continuing Operations* | H1 24<br>£m | H2 23<br>£m | H1 23<br>£m |
|------------------------|-------------|-------------|-------------|
| Revenue                | 153.3       | 141.9       | 165.0       |
| Gross profit           | 62.4        | 49.5        | 68.6        |
| Gross margin %         | 40.7%       | 34.9%       | 41.6%       |
| Other income           | 0.9         | 0.3         | 0.4         |
| Operating expenses     | (52.3)      | (52.7)      | (52.8)      |
| Operating profit       | 11.0        | (2.9)       | 16.2        |
| Operating margin %     | 7.2%        | (2.0)%      | 9.8%        |
| Net finance expense    | (4.1)       | (6.4)       | (5.1)       |
| PBT                    | 6.9         | (9.3)       | 11.1        |
| Earnings per share (p) | 5.7         | (9.3)       | 18.7        |
| ROCE                   | 2.8%        | 4.5%        | 16.5%       |

- Revenue 7% lower than H1 2023 but 8% higher than H2 2023
- Gross margin\* slightly lower than H1 2023
- Operating expenses\* flat across the past 18 months, reflecting sustained actions
- Net finance expense\* decreased due to lower borrowings
- Lower EPS\* due to lower profitability and higher number of shares in issue
- Lower ROCE\* due to lower profitability

Conditions remain challenging but have seen some recovery from H2 2023

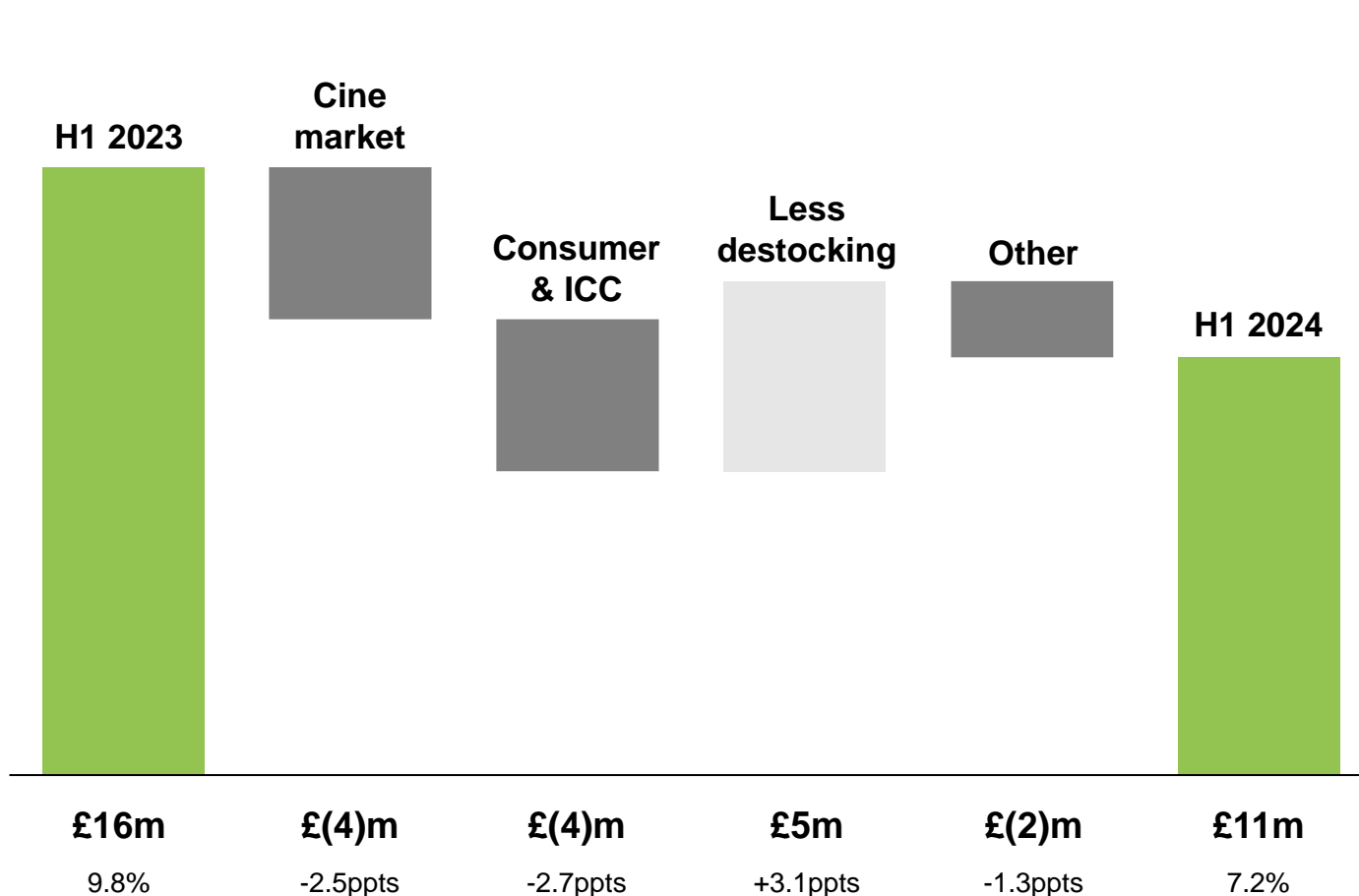
# Revenue\* bridge



- Suppressed cine and scripted TV market throughout H1 2024, although recovery in comparison to H2 2023
- Consumer and ICC demand continued to decline albeit at a lower rate than in 2023
- Minimal destocking in H1 2024 and significantly less than that in H1 2023
- Adverse FX; 5% revenue decline at constant currency

Revenue down on H1 2023, up on H2 2023

# Operating profit\* bridge



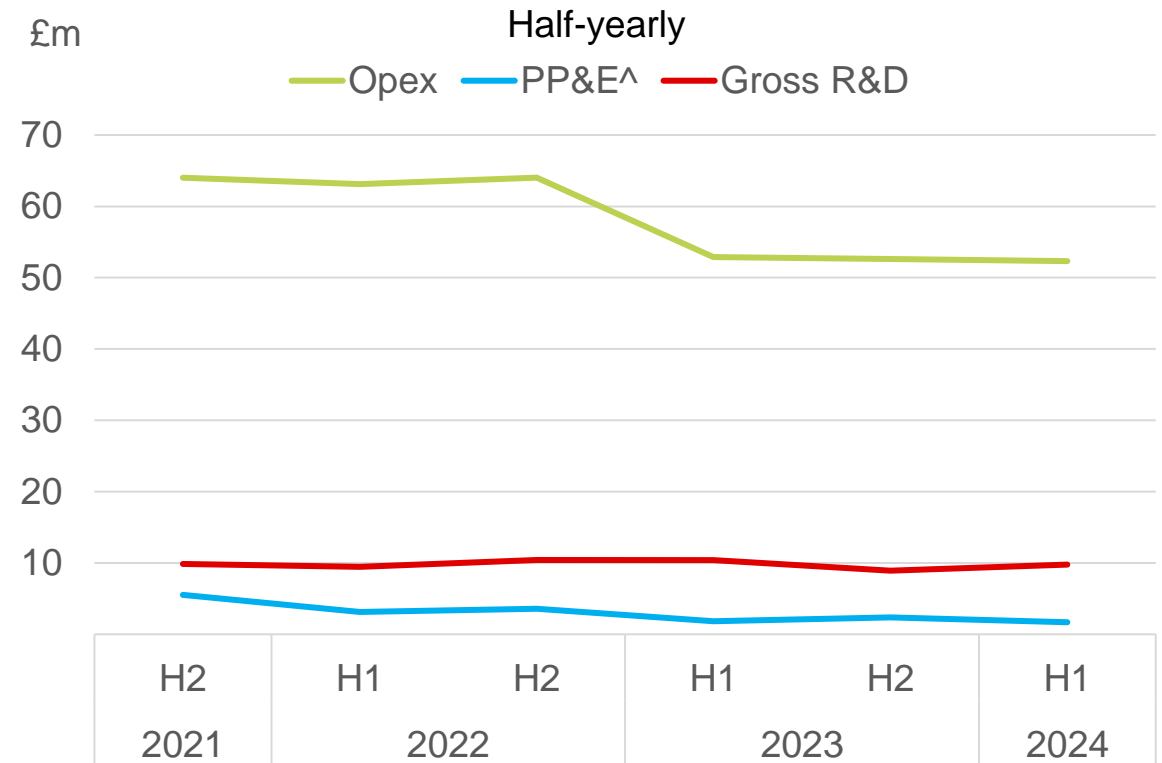
- c.50% marginal contribution impact from lower volumes
- Operating margin\* mainly fell due to the operating leverage on the lower revenue with operating expenses\* flat vs H1 2023
- Other includes cost inflation

Operating profit down on H1 2023, up on H2 2023

# Sustained cost controls



- Tight controls on discretionary spend and restructuring actions have driven a sustained decrease in opex despite inflationary pressures
- PP&E^ has been held at a lower level than it has been historically
- Investment is expected to return in a phased and controlled manner as trading conditions improve
- Gross R&D investment has remained relatively flat as we continue to develop new products to capitalise as markets improve



Cost base tightly managed whilst ensuring investment still in place to drive future growth



# Divisional performance



|                              | Revenue      |              |              | Operating profit* |              |             |
|------------------------------|--------------|--------------|--------------|-------------------|--------------|-------------|
|                              | H1 24<br>£m  | H2 23<br>£m  | H1 23<br>£m  | H1 24<br>£m       | H2 23<br>£m  | H1 23<br>£m |
| Media Solutions              | 73.1         | 71.4         | 82.3         | 6.4               | 0.9          | 10.5        |
| Production Solutions         | 46.7         | 49.5         | 51.7         | 5.9               | 4.8          | 7.3         |
| Creative Solutions           | 33.5         | 21.0         | 31.0         | 4.8               | (2.9)        | 3.7         |
| Corporate Costs              | -            | -            | -            | (6.1)             | (6.2)        | (5.3)       |
| <b>Continuing Operations</b> | <b>153.3</b> | <b>141.9</b> | <b>165.0</b> | <b>11.0</b>       | <b>(2.9)</b> | <b>16.2</b> |

## Media Solutions

- Consumer and ICC demand declining albeit at lower rate than 2023
- Much less destocking than in H1 2023
- Cine significantly down following strong sales in H1 2023

## Production Solutions

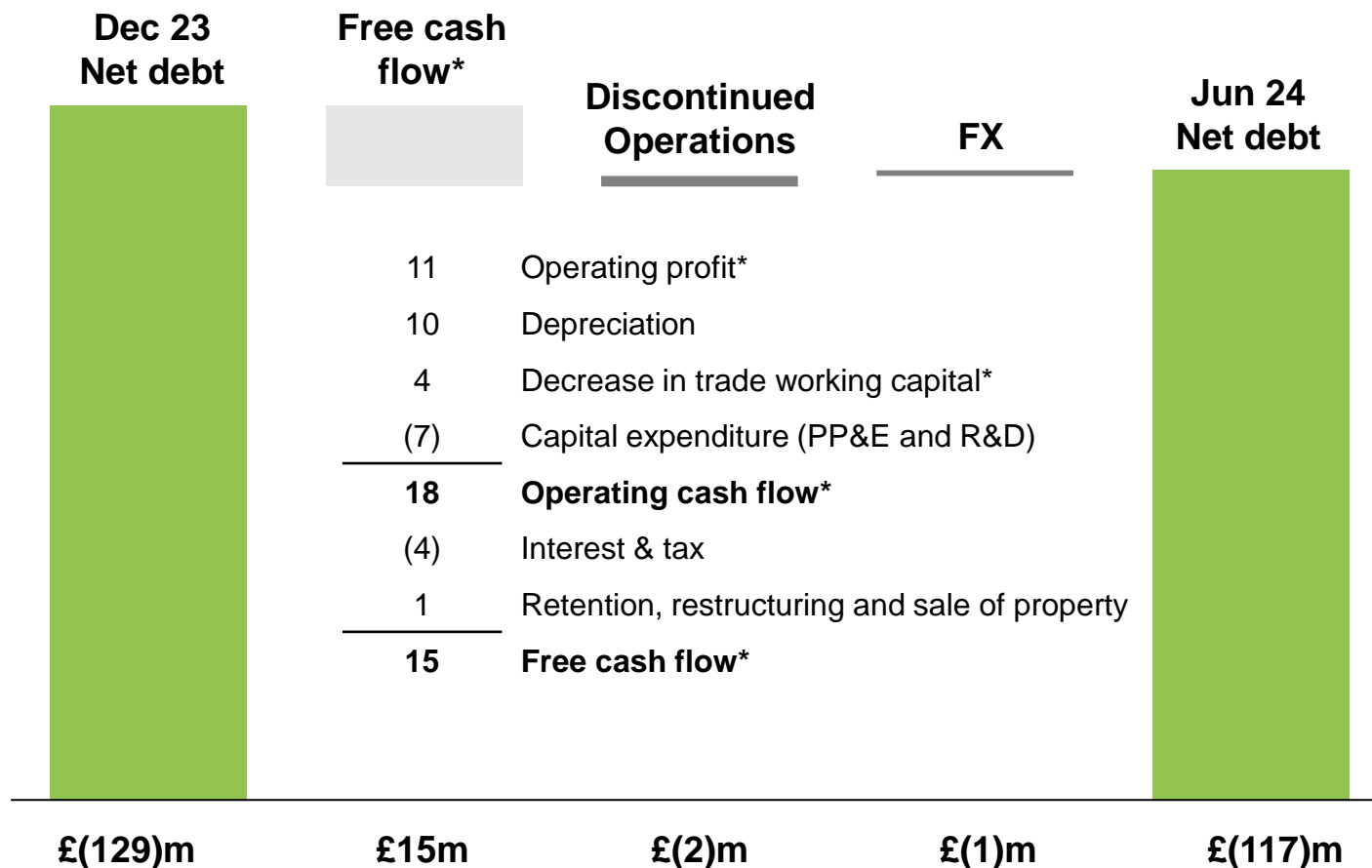
- Tough conditions for the cine market and for ICCs
- Salt-E Dog critically acclaimed but market conditions limiting sales
- Significant growth in robotics, driven by Vinten VEGA

## Creative Solutions

- Significant recovery from H2 2023 low but not to pre-strike levels
- Higher revenue than H1 2023, which was had the writers' strike begin in Q2
- Live production sales flat in a challenging market

Conditions remain tough for all divisions, although VCS have seen significant recovery from H2 2023 low

# Net debt bridge



- Net debt improved by £12m driven by free cash flow\*, which has returned to being positive following outflows in H1 and H2 2023
  - 165% cash conversion\* in part reflecting decrease in trade working capital\*
  - PP&E spend of £3m remains at a controlled, reduced level
- Extended RCF (to August 2026) and amended covenants
- Leverage+ 3.3x and £64m liquidity at the end of June (£150m committed RCF)

**Leverage remained at 3.3x: reduced net debt offset by lower EBITDA**

# Summary



# Summary and outlook



- 1. H1 2024 revenue in line with expectations despite continued challenging market conditions**
- 2. Signs of recovery in our end markets**
  - *Expect to see more normalised levels of orders in cine and scripted TV market in 2025*
  - *ICC segment expected to start to benefit from increase in premium camera sales during 2025*
- 3. Implementing strategic cost-saving programme**
- 4. Investing appropriately in new products to drive shorter replacement cycles**
- 5. Execution underpinned by market-leading positions, premium products and exceptional people**
- 6. Well-positioned to take advantage of the recovery in our markets**

**Videndum remains well positioned in attractive markets with good medium-term prospects**

# Appendices

# ESG: responsibility framework and roadmap to net zero

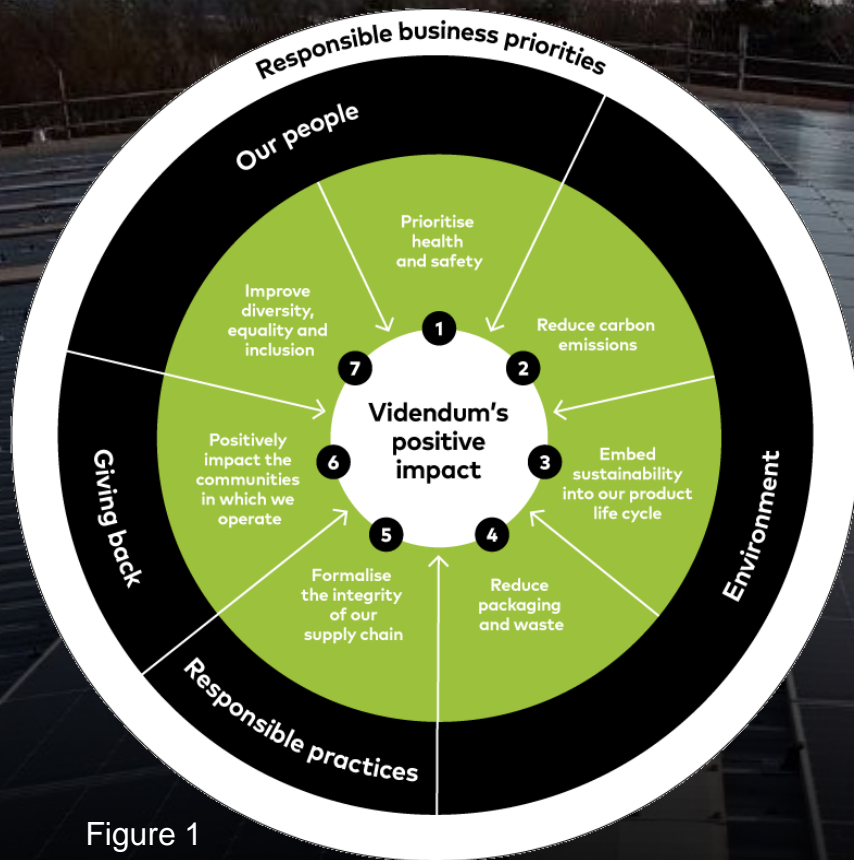


Figure 1

- Our objectives are prioritised into seven key pillars, grouped under four areas (see figure 1). The Group continues to work towards net zero by 2035 for Scopes 1 and 2, and 2045 for Scope 3
- In 2024, we aim to further develop energy and emission reduction initiatives, integrate sustainability into product lifecycles and refine data collection methods, with a focus on Categories 1 (Purchased Goods and Services), 4 (Upstream transportation and distribution), and 9 (Downstream Transportation and Distribution)
- By the end of 2025, we project baseline emissions to be reduced by 60% vs the 2021 baseline, using the market-based approach and based on current planned initiatives

Group-wide approach with significant progress made

# FX sensitivities



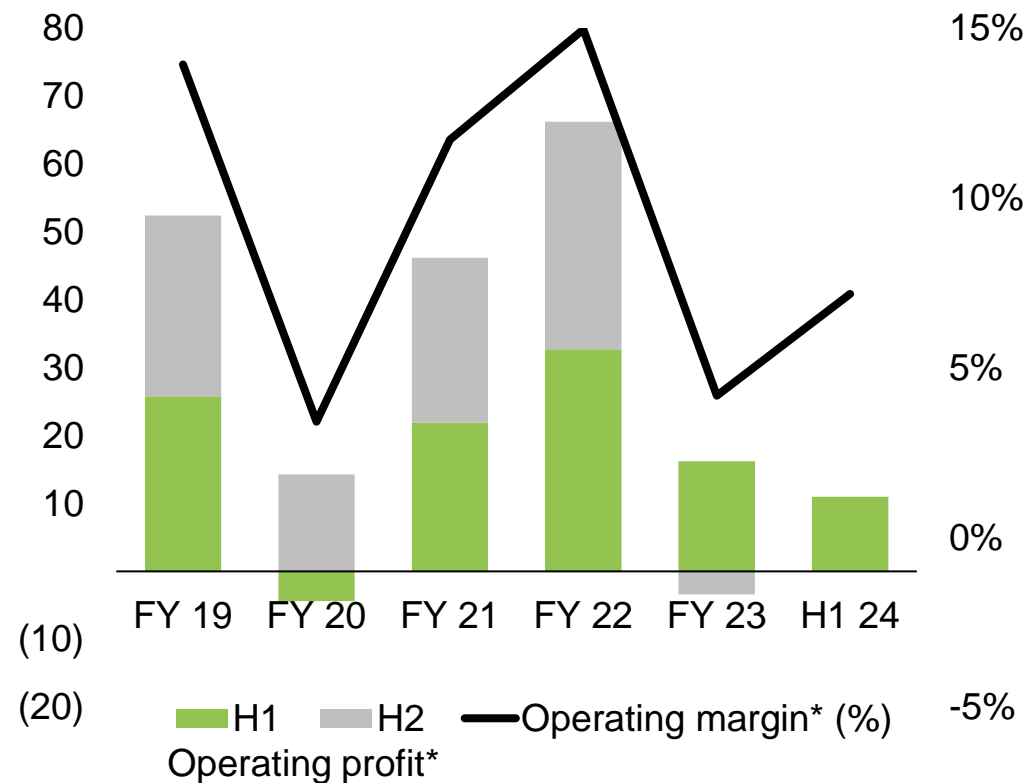
| Currency | Current spot rates<br>(24 Sep 24) | HY 24<br>average<br>rates | HY 23<br>average<br>rates |
|----------|-----------------------------------|---------------------------|---------------------------|
| USD      | 1.34                              | 1.26                      | 1.23                      |
| EUR      | 1.20                              | 1.17                      | 1.14                      |
| YEN      | 192                               | 192                       | 166                       |

- The expected year-on-year impact on H2 2024 OP\* at current spot rates would be £0.9m adverse

- The expected further impact from subsequent currency movements on OP\* in H2 2024 is:

| Currency | Movement   | Impact on operating profit*<br>(£m) |
|----------|------------|-------------------------------------|
| USD      | +/- \$0.01 | -/+ 0.1                             |
| EUR      | +/- €0.01  | -/+ 0.0                             |
| YEN      | +/- 1 YEN  | -/+ 0.0                             |

# Five-year summary



|                            | FY19  | FY20  | FY21  | FY22* | FY23* |
|----------------------------|-------|-------|-------|-------|-------|
| Revenue (£m)               | 376.1 | 290.5 | 394.3 | 442.5 | 306.9 |
| Operating profit* (£m)     | 52.4  | 9.9   | 46.2  | 66.2  | 12.8  |
| Operating margin*          | 13.9% | 3.4%  | 11.7% | 15.0% | 4.2%  |
| Operating cash flow* (£m)  | 44.5  | 25.4  | 49.7  | 59.7  | 10.8  |
| Operating cash conversion* | 85%   | 257%  | 108%  | 90%   | 84%   |



# The team



**Stephen Bird**  
Group Chief Executive



**Andrea Rigamonti**  
Group Chief Financial  
Officer



**Jon Bolton**  
Group Company Secretary  
& HR Director



**Jennifer Shaw**  
Group Communications  
Director



**David Barclay**  
Group Financial Controller,  
FP&A & IR



**Georgina Kreysa**  
Group Communications  
Manager



**Naomi Cozzetto**  
Executive Assistant and  
Facilities Manager

# Product portfolio



## Audio capture

AUDIX  
JOBY  
Rycote

## Backgrounds

Colorama  
Savage  
Superior

## Camera accessories

Teradek  
Wooden Camera

## Carrying solutions

Gitzo  
Lowepro  
Manfrotto  
National Geographic\*  
Sachtler

## Distribution, rental & services

Camera Corps  
The Camera Store

## IP Video

Teradek

## Lens control systems

Teradek

## Lighting & lighting controls

JOBY  
Manfrotto  
Litepanels  
Quasar Science

## Mobile power

Anton/Bauer

## Monitors

SmallHD

## Prompters

Autocue  
Autoscript

## Robotic camera systems

Camera Corps  
Vinten

## Smartphonography

JOBY

## Supports & Stabilisers

Avenger  
Gitzo  
JOBY  
Manfrotto  
National Geographic\*  
OConnor  
Sachtler  
Vinten

## Video transmission systems

Teradek

**Capture.  
Share.**

# Important notice



## 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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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



**Videndum plc**

Bridge House, Heron Square,  
Richmond, TW9 1EN  
United Kingdom  
T +44 (0)20 8332 4600  
info@videndum.com

videndum.com