

Blackbird plc

2020 Final results

March 2021

Presentation team:

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B L A C K B I R D



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Who we are & what we do

Blackbird plc

The AIM listed developer and seller of Blackbird®
Market cap of c.£94million (19th March 2021)

Blackbird®

IP company

Cloud-native professional content creation

SaaS business model

Environmentally friendly

Freedom and resilience



The Board

Executives



Former EVP of BBC Worldwide,
SVP Managing Director, EMEA of Turner



Former VP Finance of NBC Universal,
Head of FP&A BBC Worldwide Channels

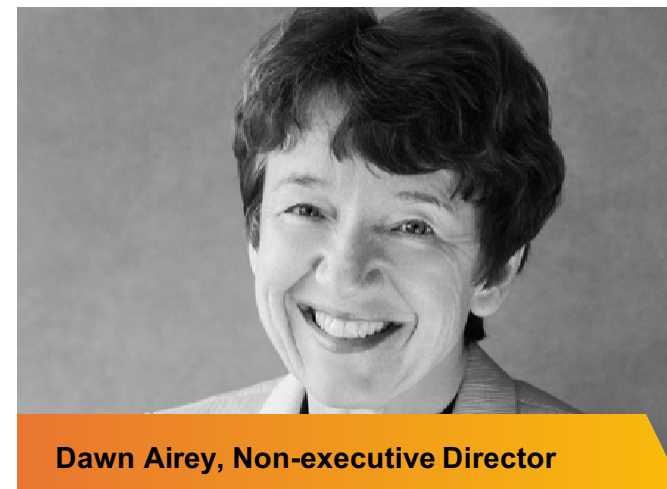


Former Managing Director of Eidos,
Blackbird Founder

Non-Executives



Former Founder of Saffron Digital,
President of Electrolux, CEO of Virgin
EMI APAC



Former CEO of Getty Images,
CEO of Channel 5, SVP of Yahoo
EMEA



Former Chairman of Edanz Group,
Founder of TopGolf International Inc,
Partner of Bain & Company



Former CTO of Discovery, SVP of
Fox and VP of Google Cloud,
Chair of IBC

2020 Highlights

- Revenue up 45% year on year despite challenging market
- Cash burn* down 32% year on year
- Good progress against OEM strategy
- Well positioned to capitalise on changing environment



The world is going remote...

There are winners – and casualties

amazon

v High Street

aws

v On Premise

NETFLIX

v Traditional Broadcasters

zoom

v Commercial Real Estate & Travel

ARM[®]

v Traditional Chip Technology

How the winners are winning...



Convenience



Reduced costs



Human capital



Carbon efficient

“ We expect the current 750 remotely produced events to be in excess of 2,000 in the near future ”

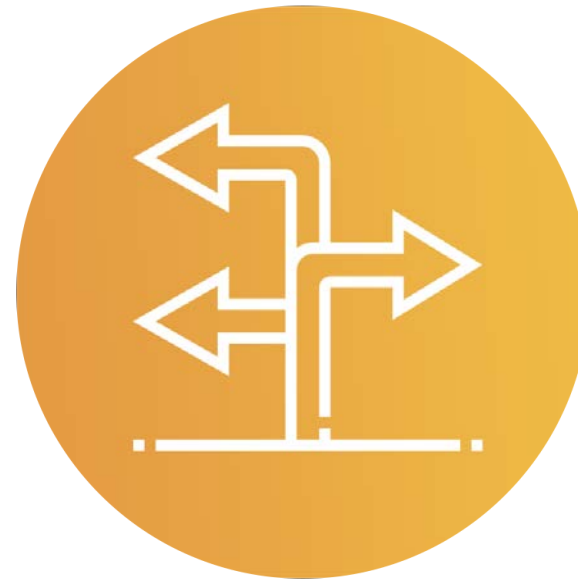
DHAVAL PONDA

Global Head, Media and Entertainment Services, Tata Communications

Blackbird is built for the new world...



Fast



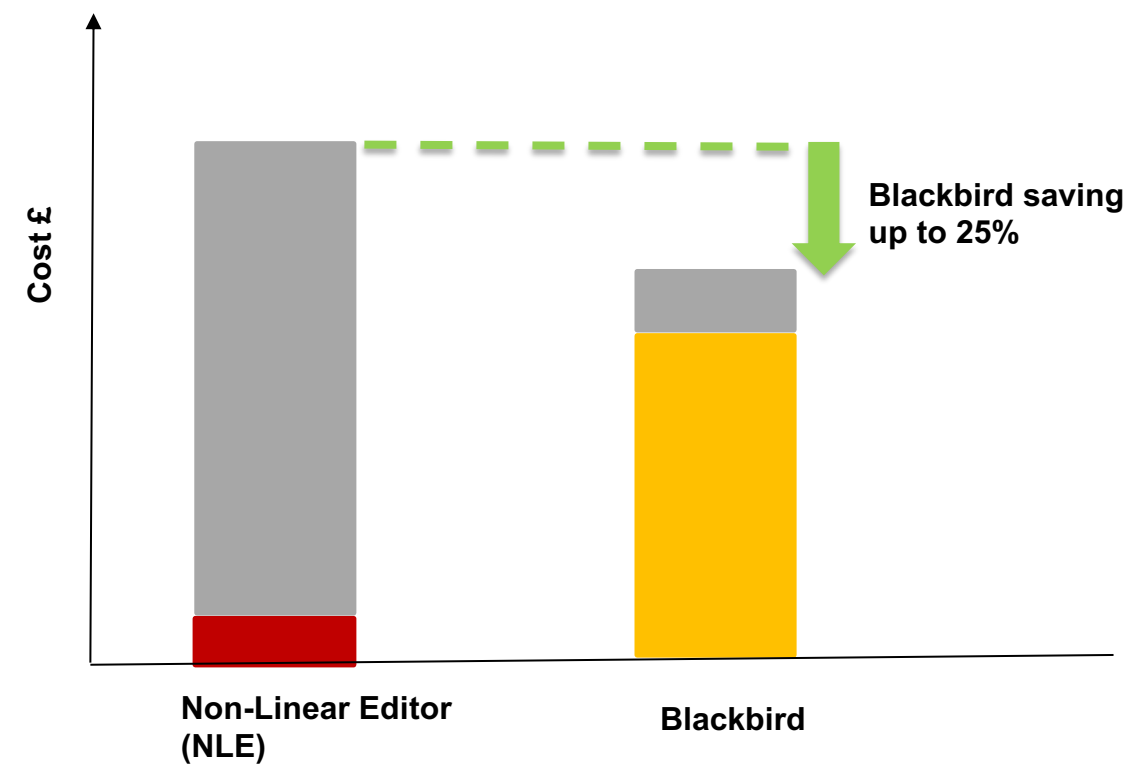
Flexible



Resilient

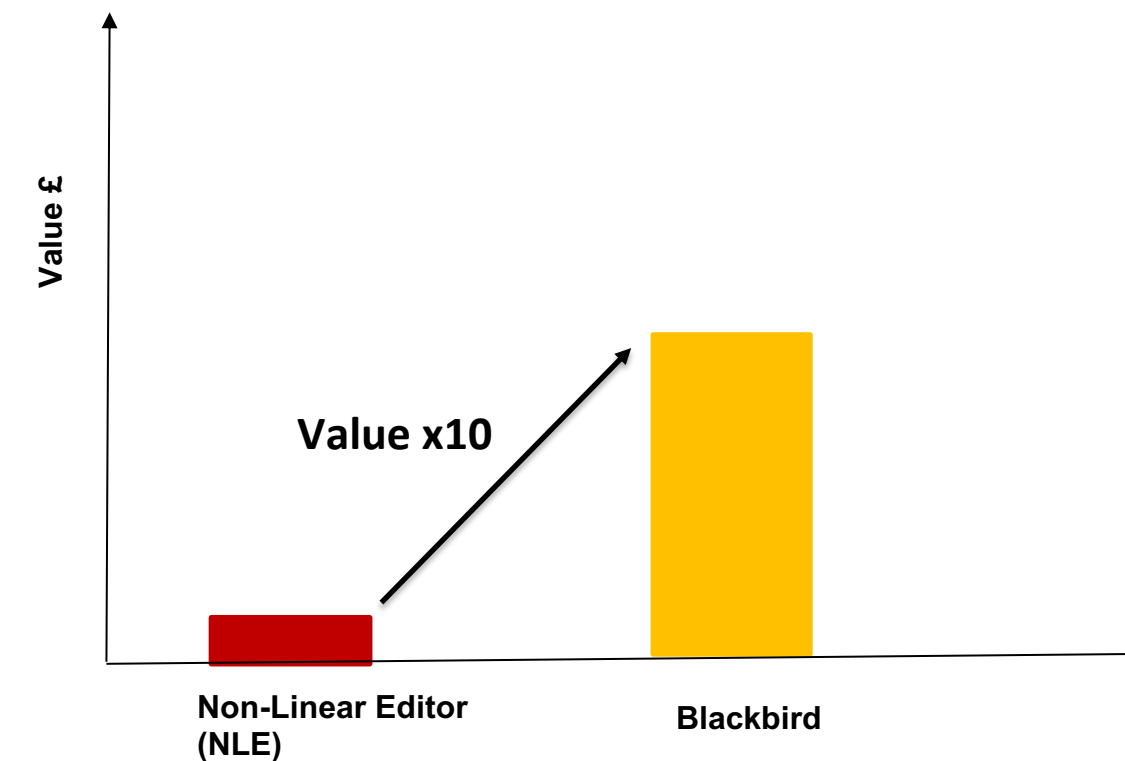
Video editing: TCO vs Share of Wallet

Total cost of ownership (TCO) in Public Cloud



- NLE licence fees
- Blackbird licence fees
- 3rd party fees
 - Public Cloud transfer fees
 - Bandwidth
 - High-end workstations
 - IT support
 - Cloud Machines
 - Cloud Servers
 - Media transport software

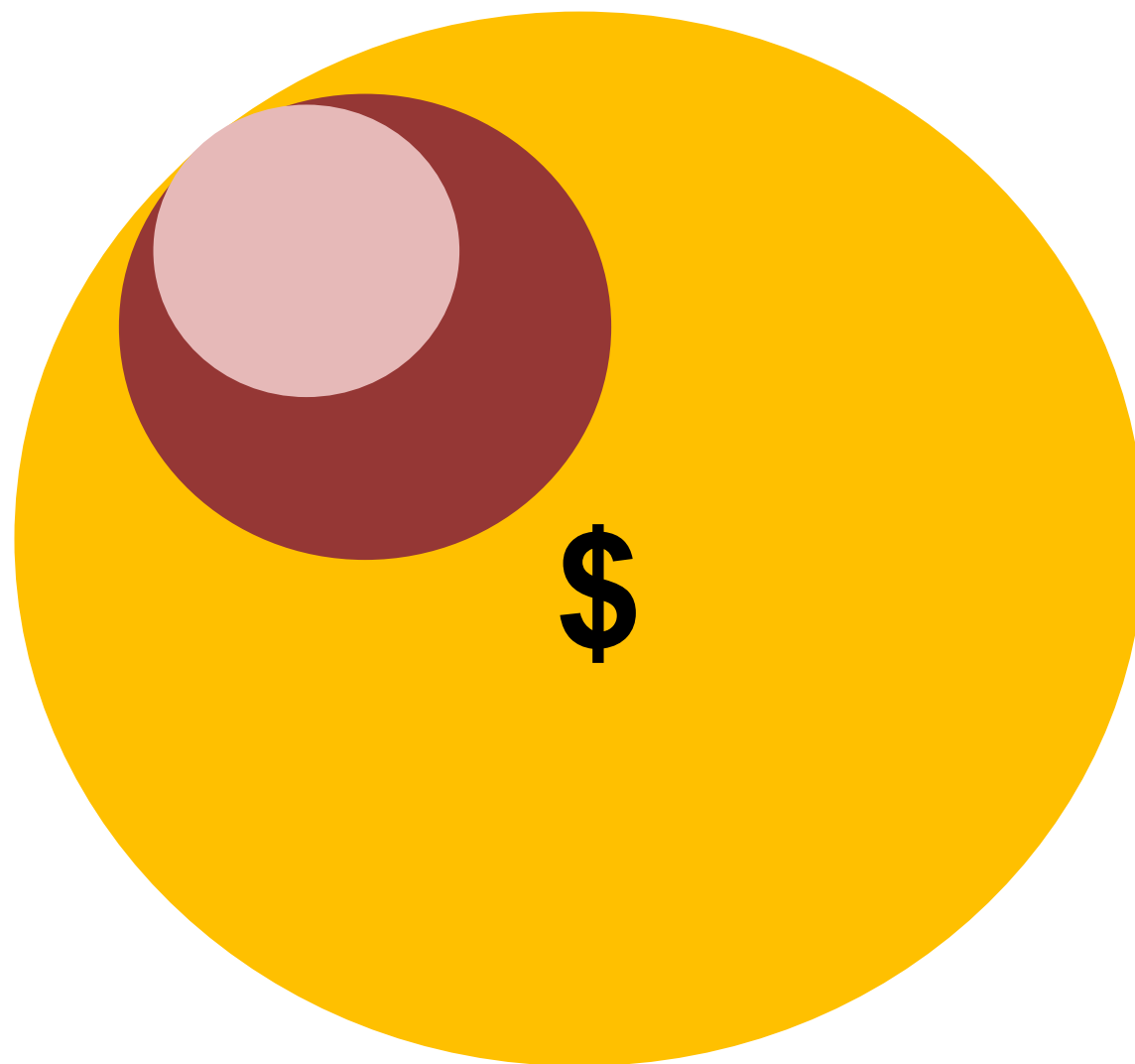
Share of wallet






- Blackbird takes 10 times share of wallet vs NLE



Video editing: TAM/SAM



-  **Blackbird 2025 video editing software SAM**
\$0.6billion*
-  **2025 video editing software market forecast**
\$1.1billion
-  **Blackbird 2025 video editing SAM**
SAM \$6billion^

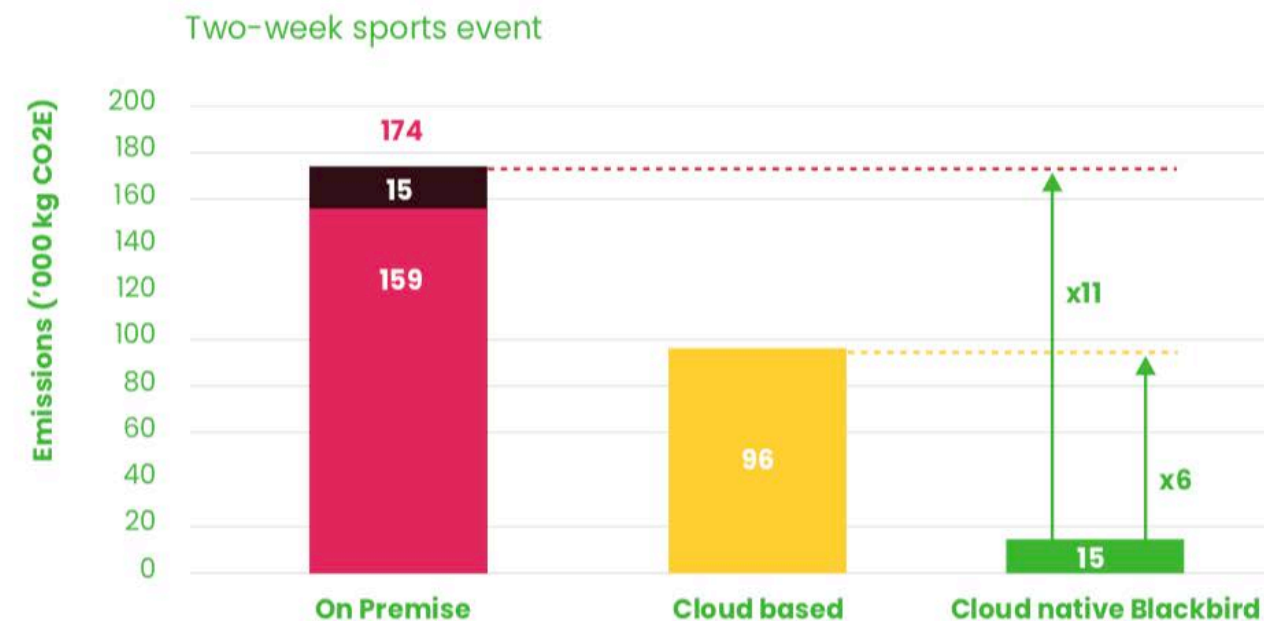
* Excludes consumer and high-end film & TV production which are non-core markets

^ Independent research on Total Cost of Ownership from Kevin Savina (external consultant – ex Dalet, now AWS) shows Blackbird takes 10 times the software licence fees from deals compared to other Non-Linear Editors as it also provides the infrastructure and reduces hardware & IT support costs

Reducing video's carbon footprint



- New independently verified Sustainability Report launching Spring 2021
- *'Video shouldn't cost the earth'*
- Blackbird emits up to **91% less** carbon than on premise two-week sports event workflow

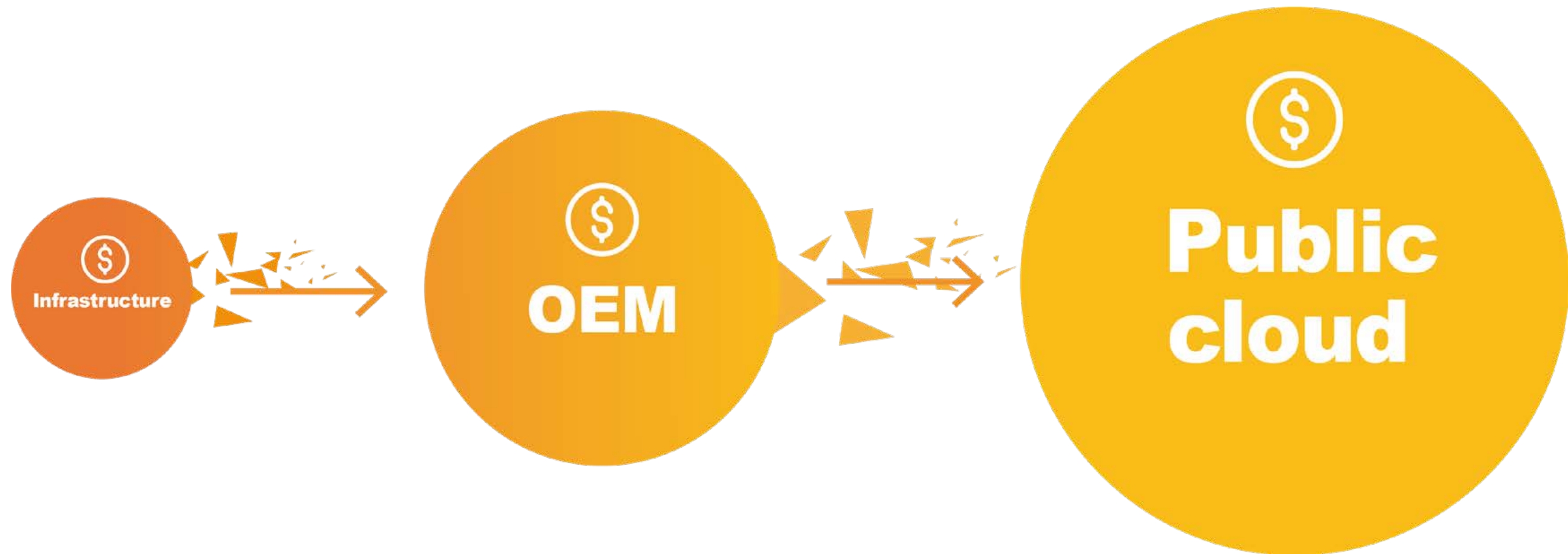


- 4,000 hours of TV
 - 50 editors
 - emissions from 2,000km travelled by on premise editors (economy class plane travel)
- represented by ■

Up to
91% less
 CO2 with Blackbird



Strategic Direction



2020 Highlights – Infrastructure



U.S. cable network
doubled video
volume



esports giant and
developers of
League of Legends



The iconic U.S.
National Hockey
League

OEM Highlights



Digital news service delivers content for 51 local U.S. news stations with Blackbird



Leading global digital infrastructure provider chooses Blackbird for media workflows



EVS to use Blackbird as editor on some of the most prestigious live sporting events

* Signed post period



Platform development & roadmap

Security



- SOC2 Type II accredited
- Single sign on & multi-factor authentication in progress

APIs



- Data feed ingest
- OEM
- AI integration

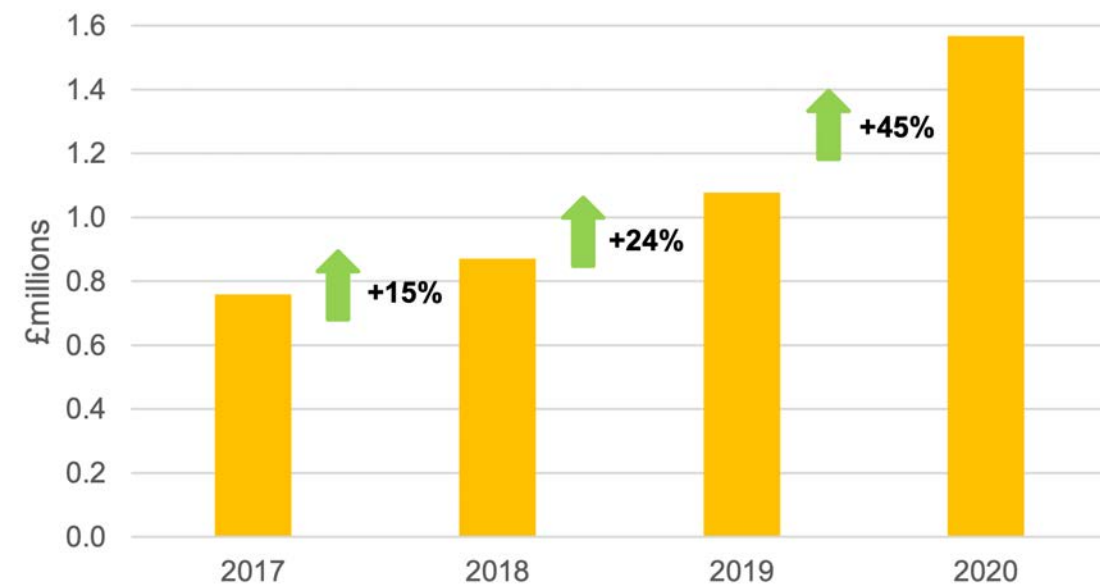
Public Cloud



- 2021: Fully-contained Blackbird in public cloud
- Increases Scalability

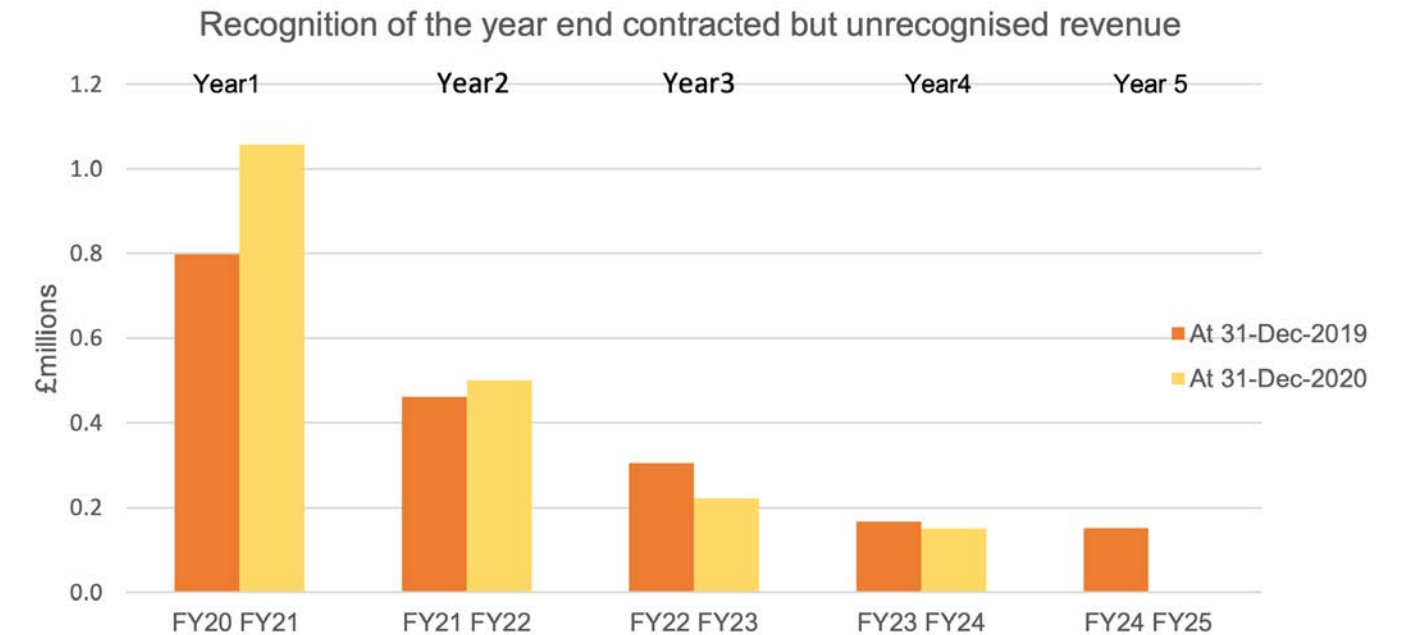
Financials: 2020 Sales acceleration

Revenue



- 45% growth in revenues y.o.y.
- 107% growth in North American revenue y.o.y.
- In a challenging environment:
 - Hiatus in production
 - Sweating of assets

Contracted but unrecognised revenue by fiscal year *



At 31 December 2020:

- Contracted but unrecognised revenue up 3% to £1.93* million
- £1.06* million revenue secured for 2021 at 31 Dec 2020 +33% y.o.y.
- COVID led to reduced deal lengths in some instances



* Unaudited & subject to exchange rate fluctuations

2020

Financials: Cash

- Cash burn* improved by £0.75 million to £1.58 million
- Debt free
- £6.55 million in cash^ at 31 December 2020

* Excluding funds from share issues and transfers into short-term deposits

^ Includes short-term deposits





“ Blackbird gives us all the tools needed by providing professional grade cloud video editing and publishing capabilities in a browser, even under low bandwidth conditions ”

ED RUSSO

SVP Production, A+E Networks





“ **Blackbird has best-in-class video technology** ”
that allows our team to turn around high
quality content quickly and remotely

SCOTT GELB

COO, Riot Games





“ **Blackbird empowers our multi-site production teams to work collaboratively in the cloud with a rich suite of video editing tools** ”

SURESH KUMAR

Director of Technology, Sky News Arabia



The Tata Communications logo, consisting of the word "TATA" in blue above the word "COMMUNICATIONS" in blue, both in a sans-serif font, enclosed within a white circle.

TATA
COMMUNICATIONS

“ We saw Blackbird as a leader in the cloud video editing space and that was an area we were looking at growing and investing in ”

JEREMY DUJARDIN

CTO, Tata Communications

The Blackbird logo, featuring a stylized black bird icon to the left of the word "BLACKBIRD" in a bold, sans-serif font, with the letters in black and red.

BLACKBIRD

2020 Recognition



Conclusion

- Well capitalised
- Delivering on OEM
- Carbon efficient
- Trusted at strategic level



Selected Customers & Partners

Infrastructure



OEM



Appendix



Appendix: Key financials

	12 months to 31-Dec-20	12 months to 31-Dec-19	
	Audited £000's	Audited £000's	
Revenue	1,567	1,078	45%
Operating costs	(2,820)	(2,689)	5%
EBITDA	(1,416)	(1,772)	(20)%
Net Loss before tax	(1,906)	(2,161)	(12)%
Operating cash flow	(1,074)	(1,854)	(42)%
Cash burn*	(1,579)	(2,338)	(32)%
Cash & short-term deposits at end of period	6,546	7,965	(18)%
Deferred revenue	399	295	35%
Uninvoiced contracted orders	1,532	1,586	(3)%

* Excludes net funds from share issues & cash transfers into short-term deposits