

CLIQ

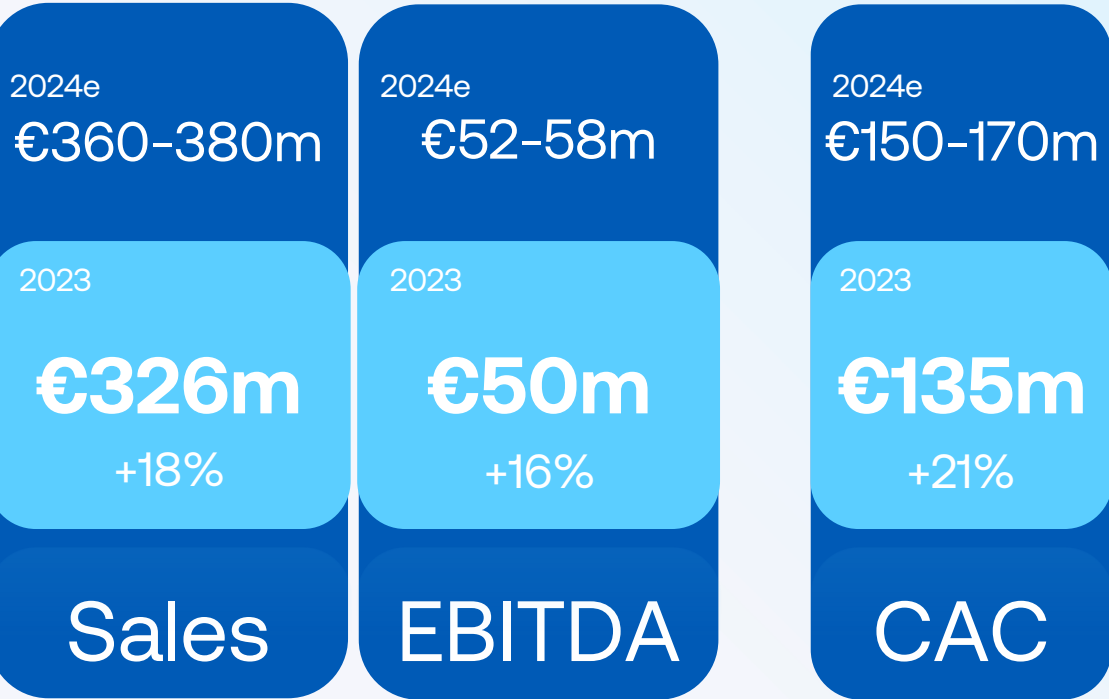
DIGITAL

Backgrounder

February 2024

CLIQ Digital | at a glance

Leading online performance marketing company selling bundled streaming services on a subscription basis to consumers globally.



>40
operating countries

170
employees

Net result



Management Board & company history



Luc Voncken (*1970)

Before 2000	Senior management positions at ING and ABN AMRO
2000	Licensed SMS voting rights system to Endemol's Big Brother production
2003 – 2010	Co-founder and CEO of Blink International B.V.
2010 – 2012	Non-executive Board member of CLIQ B.V.
Since 2012	CEO of CLIQ Digital AG

Visionary founder and game changer with a deep understanding and wealth of experience of the streaming industry and (online) advertising. He is truly authentic and as a result has the respect, friendship and the support of everyone he comes into contact with.

By Luc Voncken



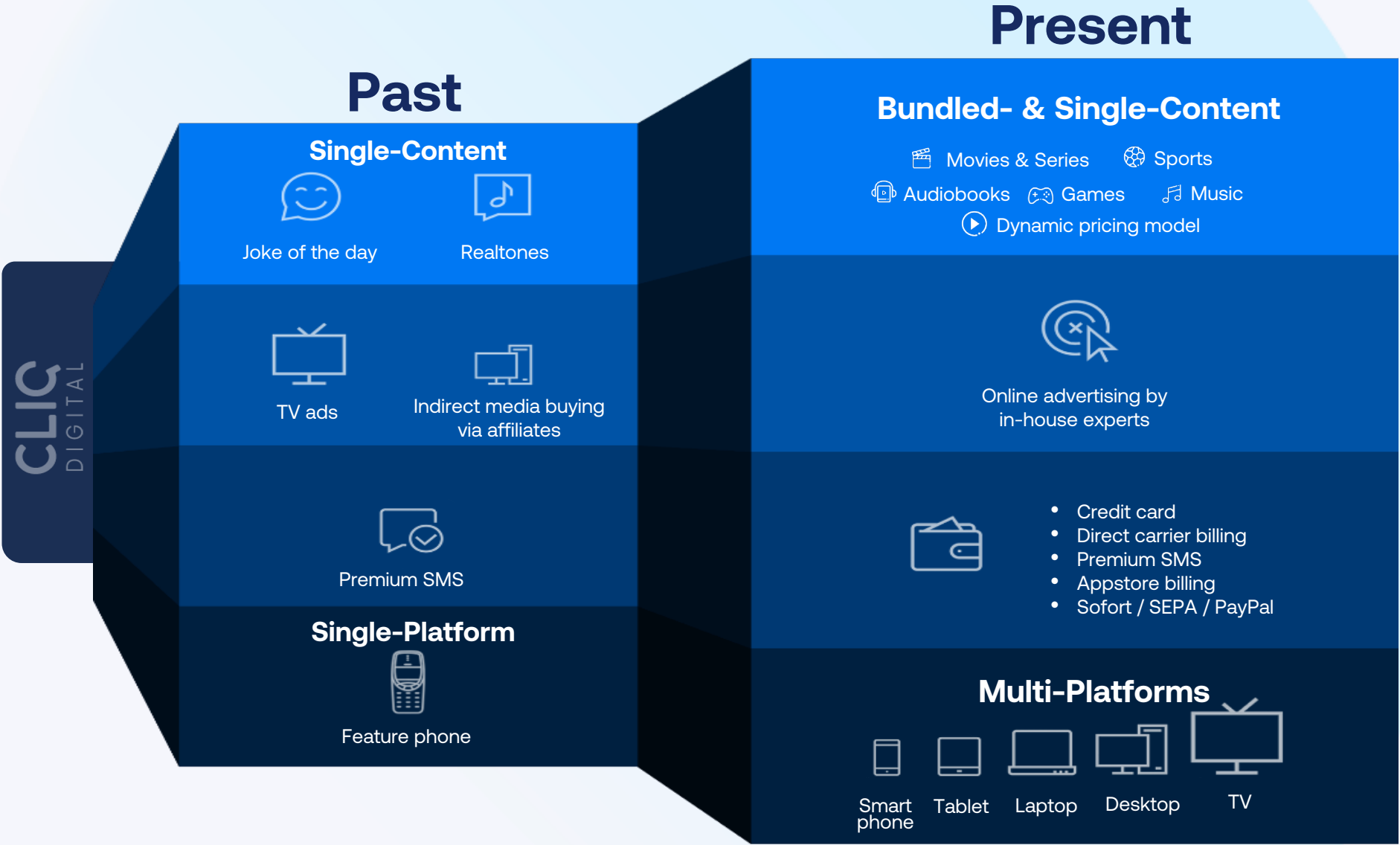
Ben Bos (*1962)

1993 – 2000	Finance director at Arcade Entertainment Holdings & CEO of ID&T
2000 – 2014	Independent M&A / Board advisor
2010/2012	Masterminded the merger of Blink International B.V. with The Mobile Generation B.V. as well as managed the takeover of CLIQ B.V. by Bob Mobile AG
Since 2014	Member of the Management Board of CLIQ Digital AG

Ben is passionate about the business and loves sharing that passion and motivation with his teams. His longstanding entertainment sector experience in combination with his energy to drive the company towards fulfilling its objectives, deliver meaningful and worthwhile discourses.

By Ben Bos





Market growth | sweet spot niche

global
digital
ad market:
+10.5%

\$587bn
pure-play
sales (DPP)
in 2024

MAGNA Global Ad Forecasts, December 2023.



+46%
CAGR
2023 2030

Grand View Research, 2023

Cloud gaming



+26%
CAGR
2023 2032

market.us, 2023

Audiobooks



+22%
CAGR
2022 2027

Global Market Estimates, 2022

Live sports
streaming



+11%
CAGR
2022 2030

Statista, 2020

Movies & series



+14%
CAGR
2023 2030

Grand View Research, 2023

Music streaming



+10%
CAGR
2023 2027

Statista, 2023

SVOD

global
digital
media market:
+7.8%

\$849bn
revenue
in 2027

Statista Digital Media Report 2023

Vision

At CLIQ Digital, we believe streaming content should be **accessible to everyone.**

Mission

We bring simplicity to the streaming market by creating all-in-one streaming services that go beyond one content category.

Business model | our value chain

At CLIQ

We sell **subscription-based streaming services** that bundle movies & series, music, audiobooks, sports and games to consumers globally.



LICENSING

We license streaming content from partners across multiple categories, ranging from movies & series, music, audiobooks to sports and games.

BUNDLING

We store, bundle and curate digital content. Within our CLIQ Tech Hub, we combine our data-driven marketing and business intelligence with our digital content warehouse.

SELLING

We are experts in online advertising of our own streaming services. We spark the interest of the online consumer in our streaming service via a well-designed banner, followed by a membership offer which includes a free trial period.

Business model | our content

Numerous services, one platform.



Movies & Series (incl. documentaries)

Library of over 2,000 feature films and TV series across all genres including Hollywood blockbusters, international as well as local cinema



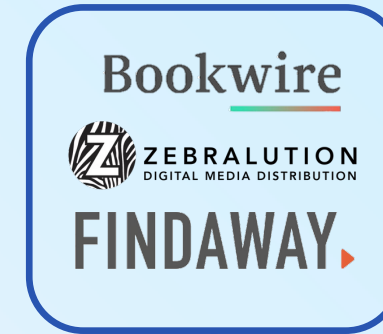
Music stations, channels & concerts

Over 100 constantly refreshed, thematically curated music stations, 10 music TV channels as well as live concert recordings and karaoke



Sports

Including live broadcasts of the most popular and niche sports as well as latest news, highlights, results and documentaries



Audiobooks & audio plays

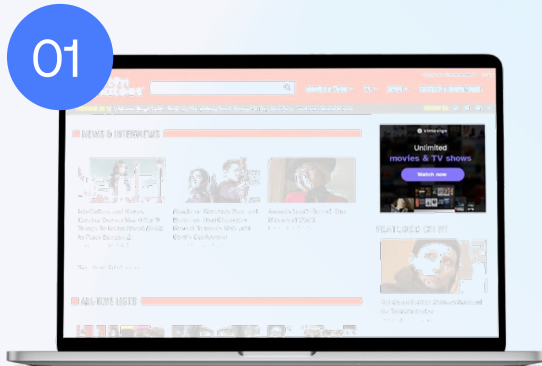
More than 200,000 premium audiobooks and audio plays in over 10 different languages



Games

>500 cloud, >2,000 browser, >1,400 PC games, including AAA classics, indie, casual, retro, adventure & kid's games

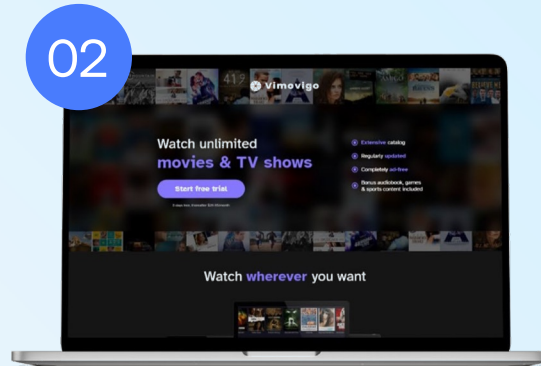
Business model | our customers' journey



Banner

The banner attracts attention, inviting potential members to click on “Watch now”.

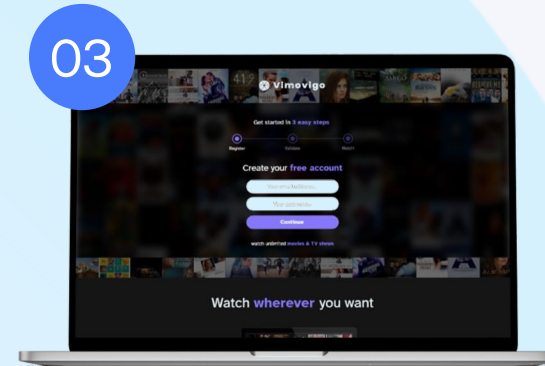
2023: 20+ billion banner impressions



Landing page

Here we explain what we offer & how to become a member.

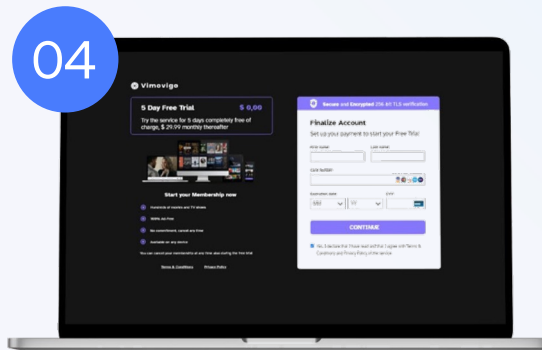
400+ million landing page visitors



Sign-up

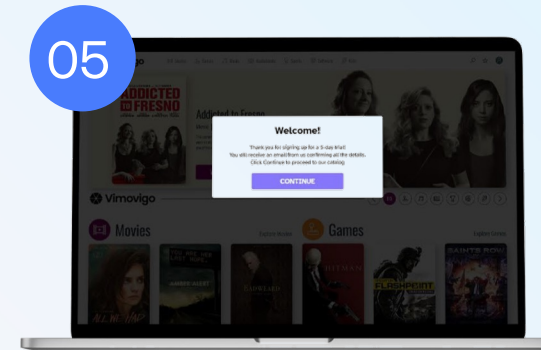
User provides an email address & sets password for account.

100+ million email sign-ups



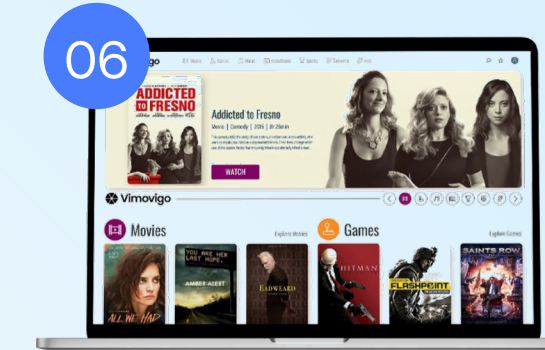
3D Secure payment page

User enters credit card details & agrees to terms of service.



Welcome mail

This confirms the registration and the terms of service.



Service portal

User is granted access after successful registration.

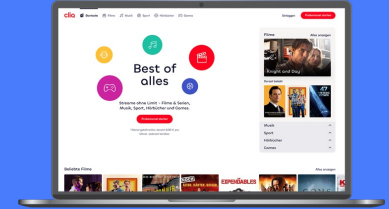
Numerous streaming services

We spark streaming consumers' interest in our numerous streaming services, using **online advertising**. With a membership offer to online consumers (which includes a free trial period) we effectively convert them into paying members.

- Bundled- and single-content services
- Available in over 40 countries worldwide
- Dynamically priced
- Free trial period



Flagship Service Cliq



Our strong track record in building streaming services has brought us closer to achieving our dream cliq.de: our most advanced all-in-one streaming service for the mass market in Germany.

- Most advanced bundled-content service
- Currently available in Germany
- Fixed price: €6.99 per month
- Free trial period: 30 days
- Service URL: www.cliq.de

Business model | our key differentiators

POSITIONING

- Bundled streaming services addressing the mass market with 1 service containing 5 content categories
- Single-content services addressing niche markets
- Targeting value-orientated consumers
- Attractive pricing model

ECONOMICS

- Net cash position
- Profitable subscription already within the first six months
- Every marketing € spent is generating a profit
- 7-8 months' average subscription duration

SERVICE

- Numerous all-in-one streaming services
- One-stop shop
- Unlimited access to a wide choice from multiple categories
- Free-trial period
- No-nonsense cancellation policy



CONTENT

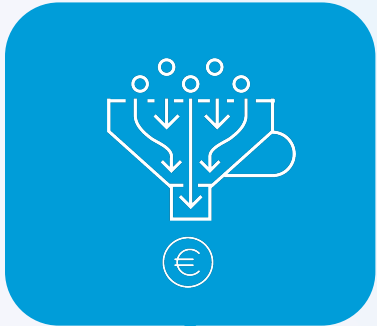
- Licenced, not owned
- More local than global focus
- Content cost is either a fixed amount, revenue-based or pay-per-use
- We store, bundle and curate digital content in our digital content warehouse

MARKETING

- Approaching subscribers via online marketing
- Proprietary predictive analysis business intelligence tool
- We analyse trends to understand the streaming market and consumer demand

Outlook

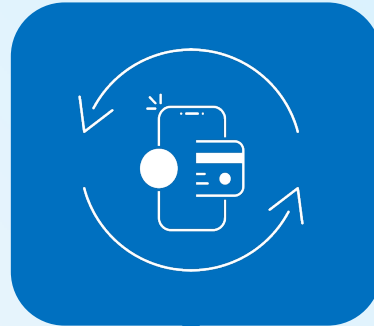
at CLIQ, growth is always:



conversions &
business modelling



more
countries



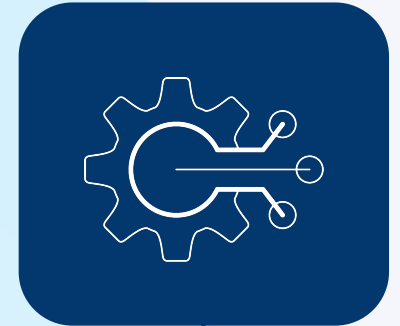
billing
methodology

credit card, mobile
payments, PayPal,
Google and Apple Pay



advertising
channels

Google Display, SEA,
YouTube, Socials and
Affiliation



content
hookups

more content hookups
within existing verticals,
like AI

Media relations | contacts

general press enquiries



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products & company culture



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