



CLIQ
DIGITAL

STRATEGY UPDATE

June 15th 2022

 vimovigo SCREAMSTREAM Blacknut Hörbie

cliq

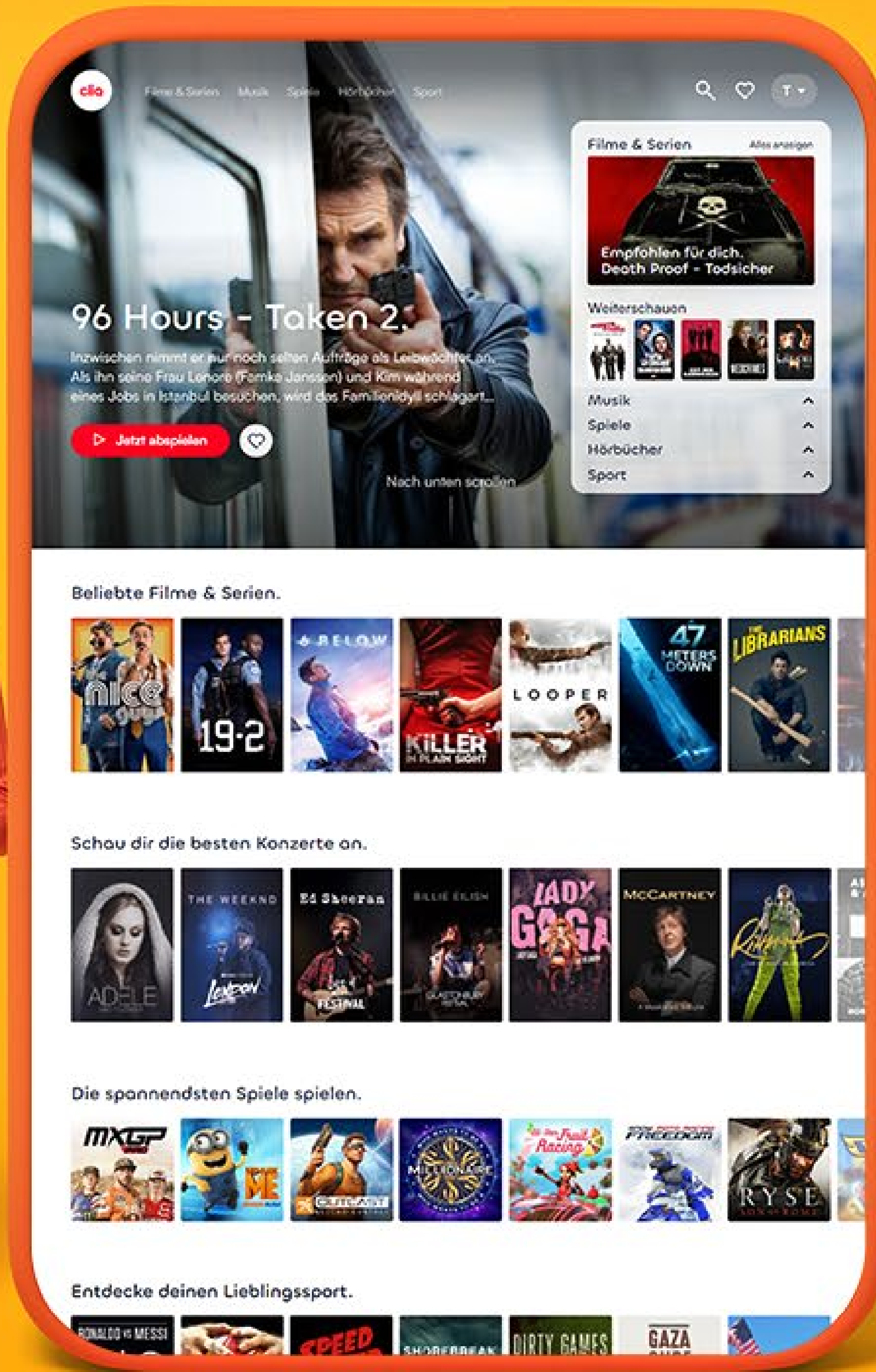
The 'new' kid on the streaming block
But are we? We've been doing this for years

So what's new today?

Upscaled multi-content product:

CLIQ as a new benchmark

Additional marketing channel:
CLIQ as a new brand



Disney+

Spotify

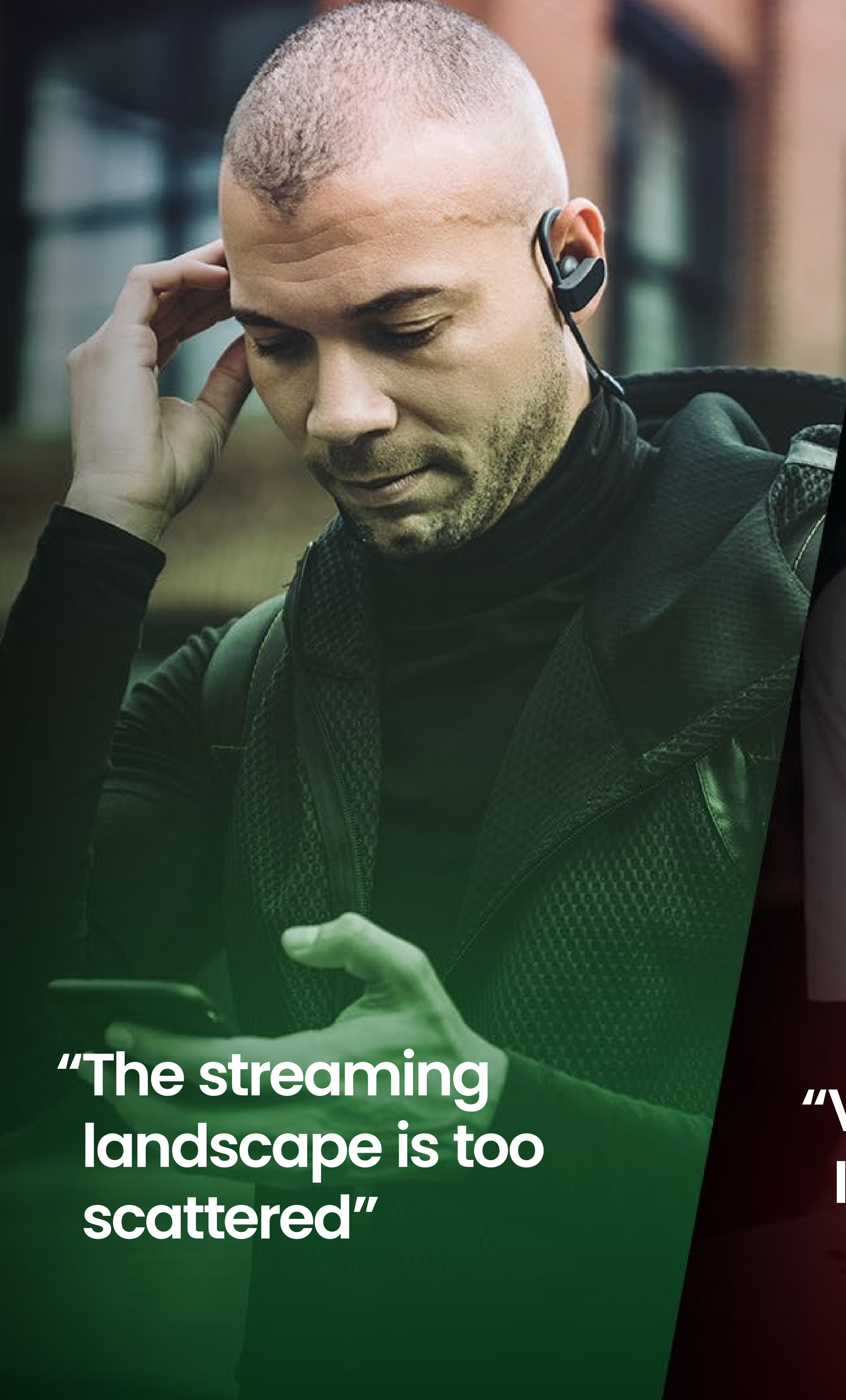
NETFLIX

prime video

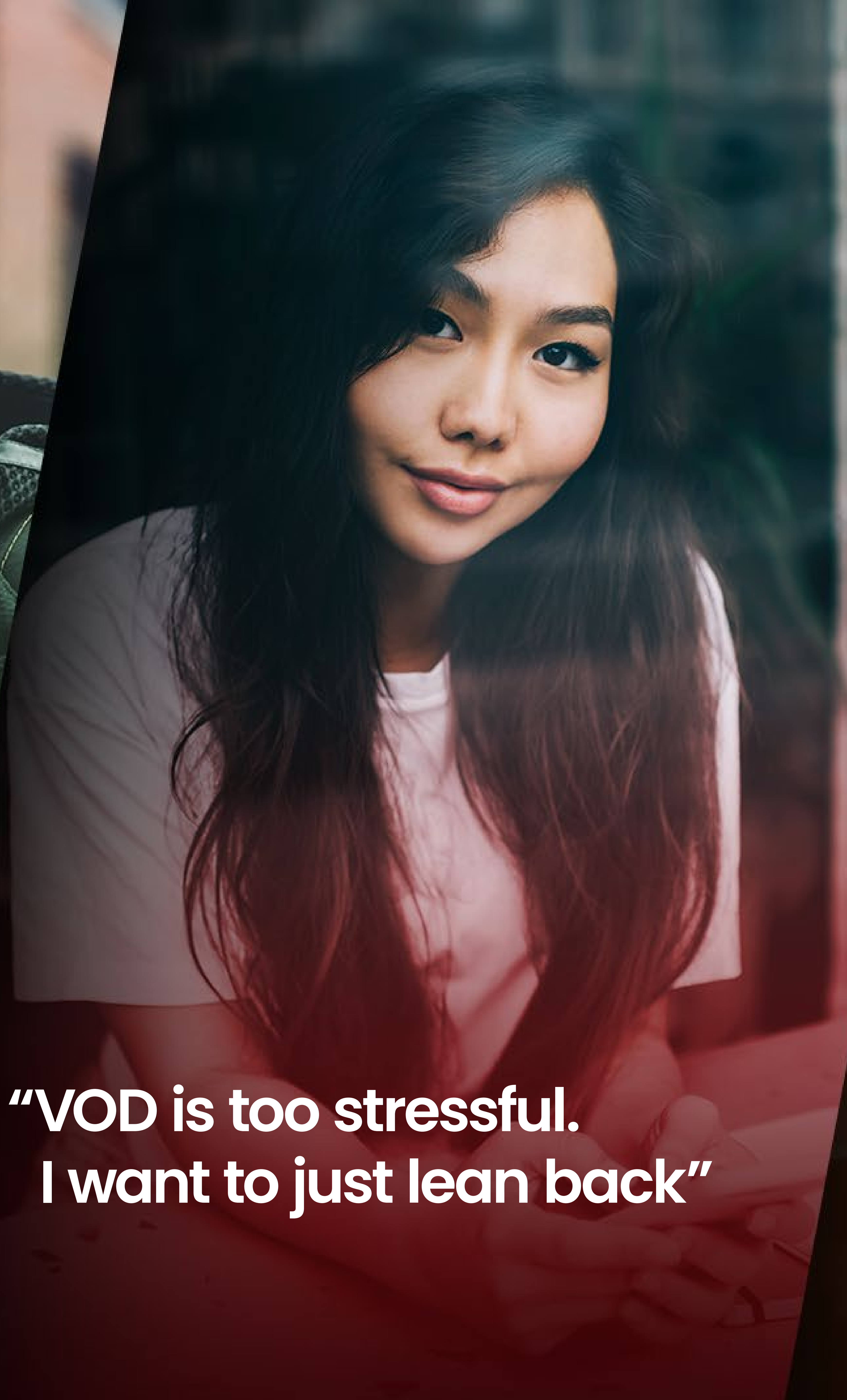
Our challenge: These guys

Too many players
Too much content
Too cluttered
Too expensive

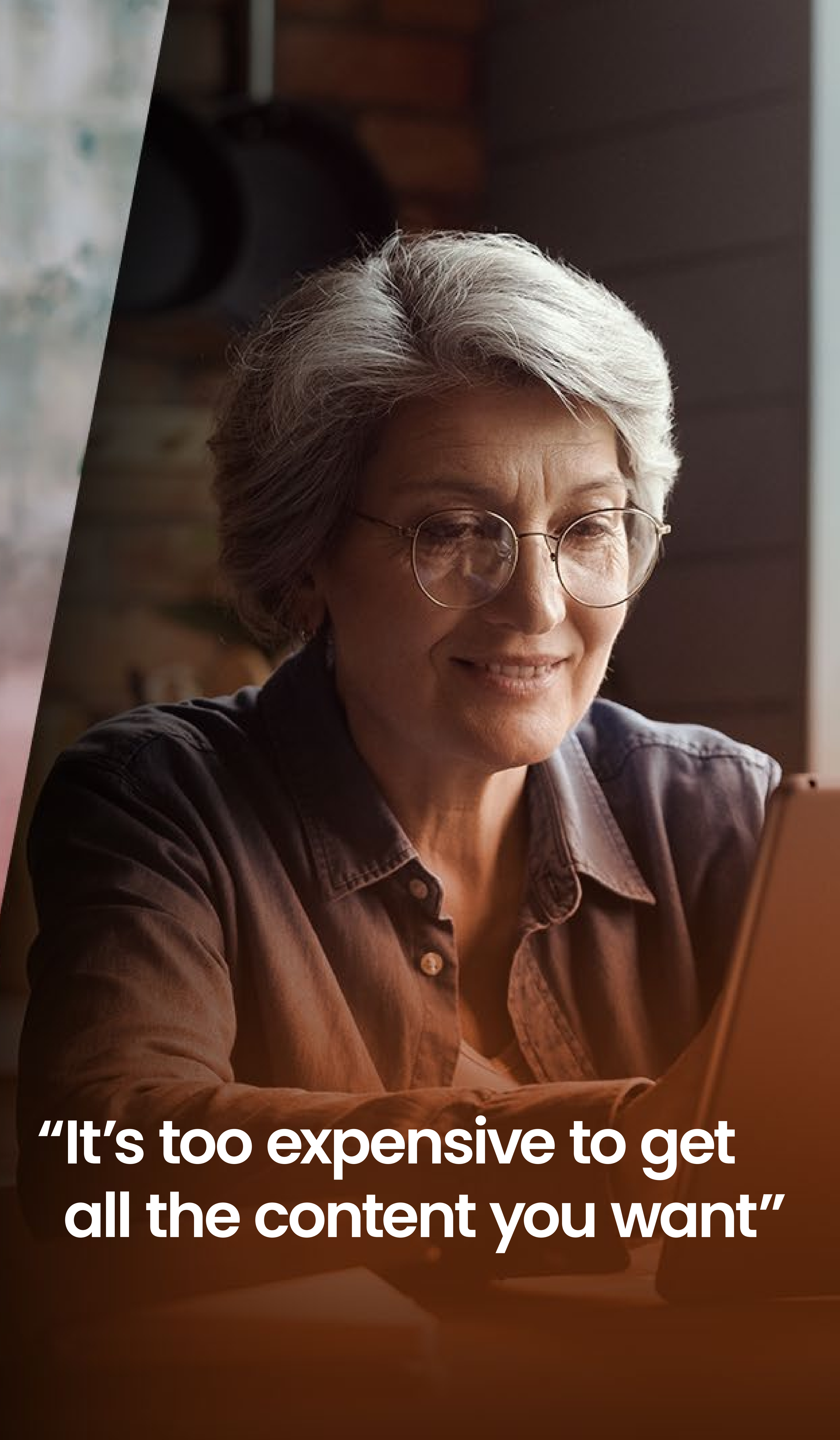




“The streaming landscape is too scattered”



**“VOD is too stressful.
I want to just lean back”**



**“It’s too expensive to get
all the content you want”**

82%

of Germans don't want
to spend more than

€15

a month for
streaming services.

Source: <https://de.statista.com/statistik/daten/studie/979992/umfrage/zahlungsbereitschaft-fuer-streaming-services-in-deutschland/>





78%

of Germans will look at ads
to get free streaming.

Source: <https://integralads.com/de/insider/studie-streaming-wars-deutschland/>

6
out of every
10

consumers prefer to spend their
free time streaming content.



Addressable German market



±9.6m
Working mom Bea



±4.2m
Countryside Sam



±5.3m
Convenient Stacy



±3.4m
Audiobook Eva



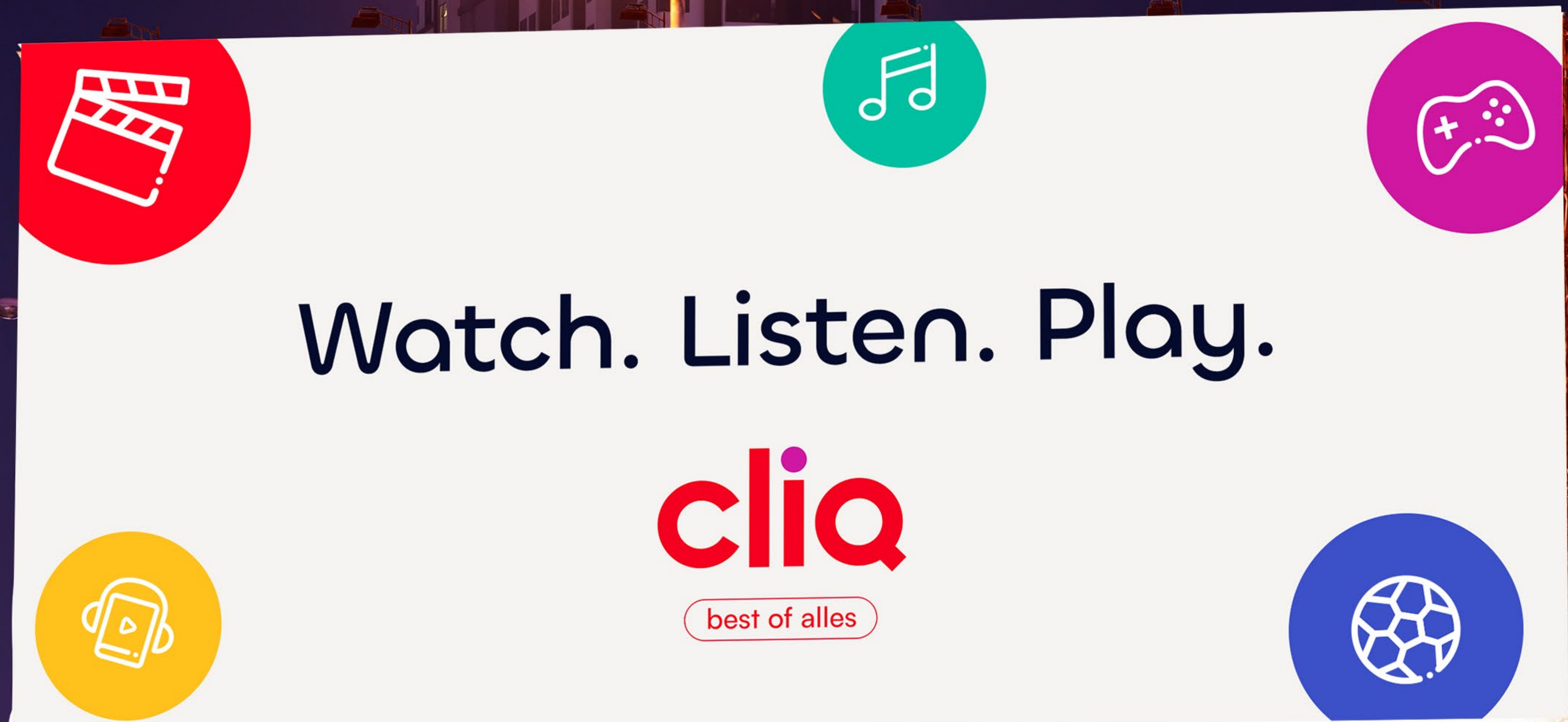
±8.9m
Blue collar Wilma

≈ 28 million
potential customers

...and 53% of Germans
are currently not subscribed to any video streaming service whatsoever!



**The competition is battling for CONTENT leadership
and thereby overwhelming users with quantity.**



A billboard advertisement for CLIQ Digital. The billboard is white with a black border and is mounted on a metal structure. It features five circular icons: a red circle with a white clapperboard icon (top left), a teal circle with a white musical note icon (top center), a purple circle with a white game controller icon (top right), a yellow circle with a white smartphone icon (bottom left), and a blue circle with a white soccer ball icon (bottom right). The text "Watch. Listen. Play." is centered in a large, dark blue font. Below it, the CLIQ logo is displayed in red, with the tagline "best of alles" in a small red oval. The background of the billboard is a night cityscape with tall buildings and streetlights.

Watch. Listen. Play.

cliq
best of alles



Our proposition: CLIQ best of alles

cliq



Movies

cliq



Music

cliq



Audiobooks

cliq



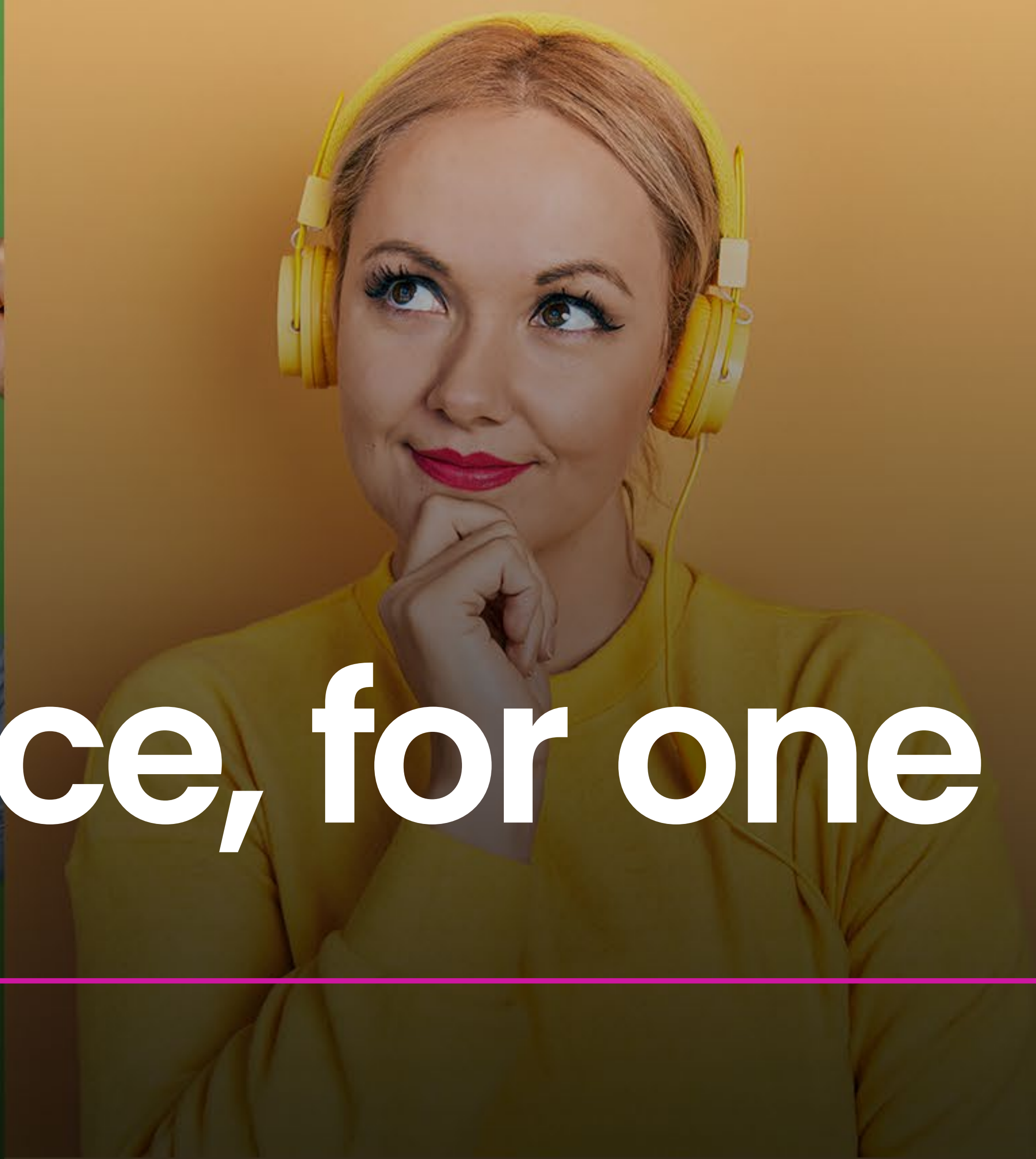
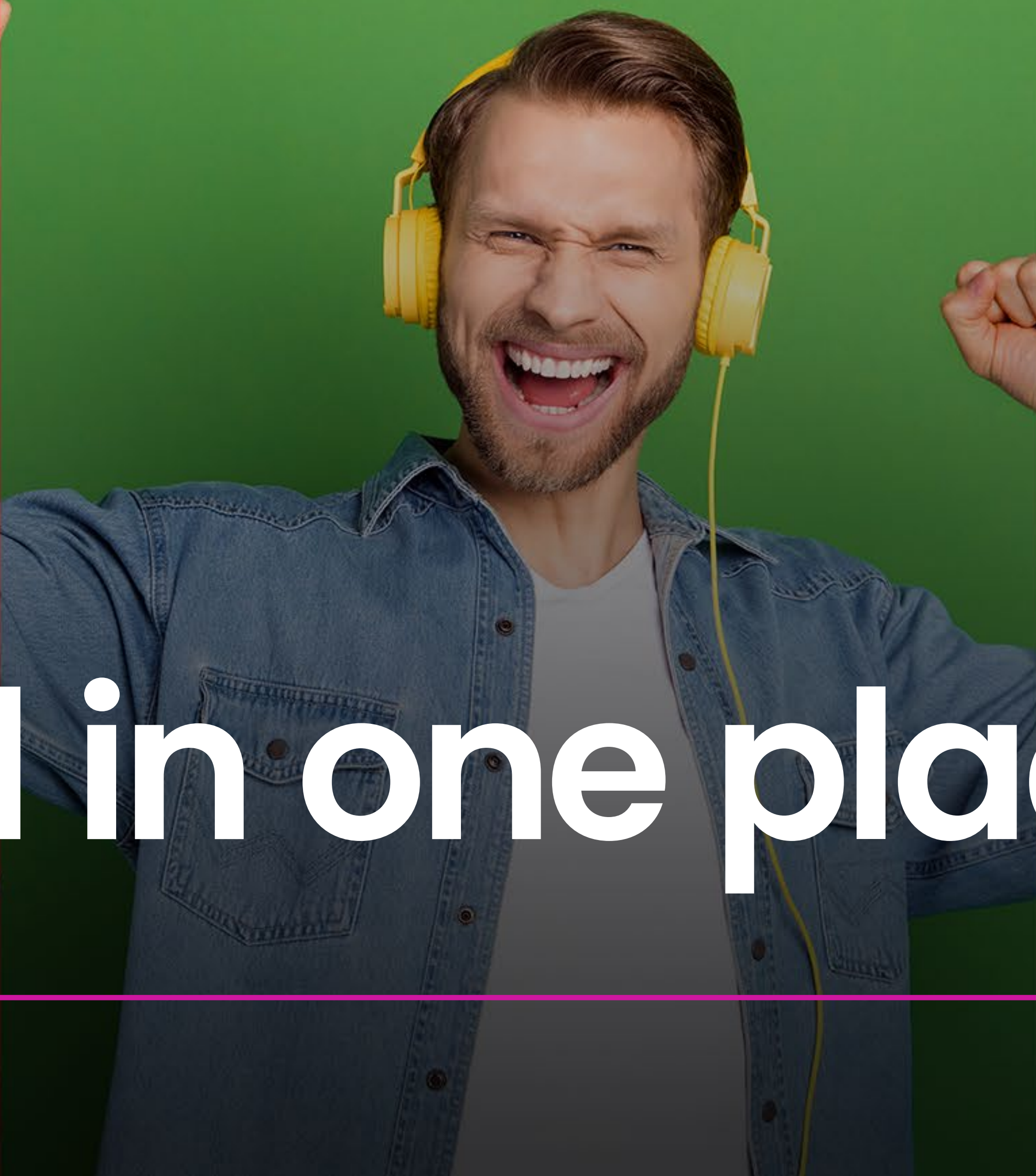
Games

cliq



Sports

bundled in one place, for one price



Streaming services today



Spotify

(family subscription)

€14.99

Netflix

(premium subscription)

€17.99

DAZN

€29.99

Storytel

(unlimited)

€16.99

Stadia

(Pro)

€9.99

————— +
€89.95/month



This creates potential for a brand with a 'VALUE-FOR-MONEY' promise to make streaming simple & affordable for the mass market.

It's time for



**simple and affordable
streaming entertainment**

Our proposition in DACH

One service, all content you need for one price:
unlimited access to best of alles



cliq

best of alles

Movies
Sports
Audiobooks
Games
Music

— +
€6.99/month

CLIQ is revolutionary simple



Logo

Friendly, compact and uncomplicated logo.

Watch. Listen. Play.

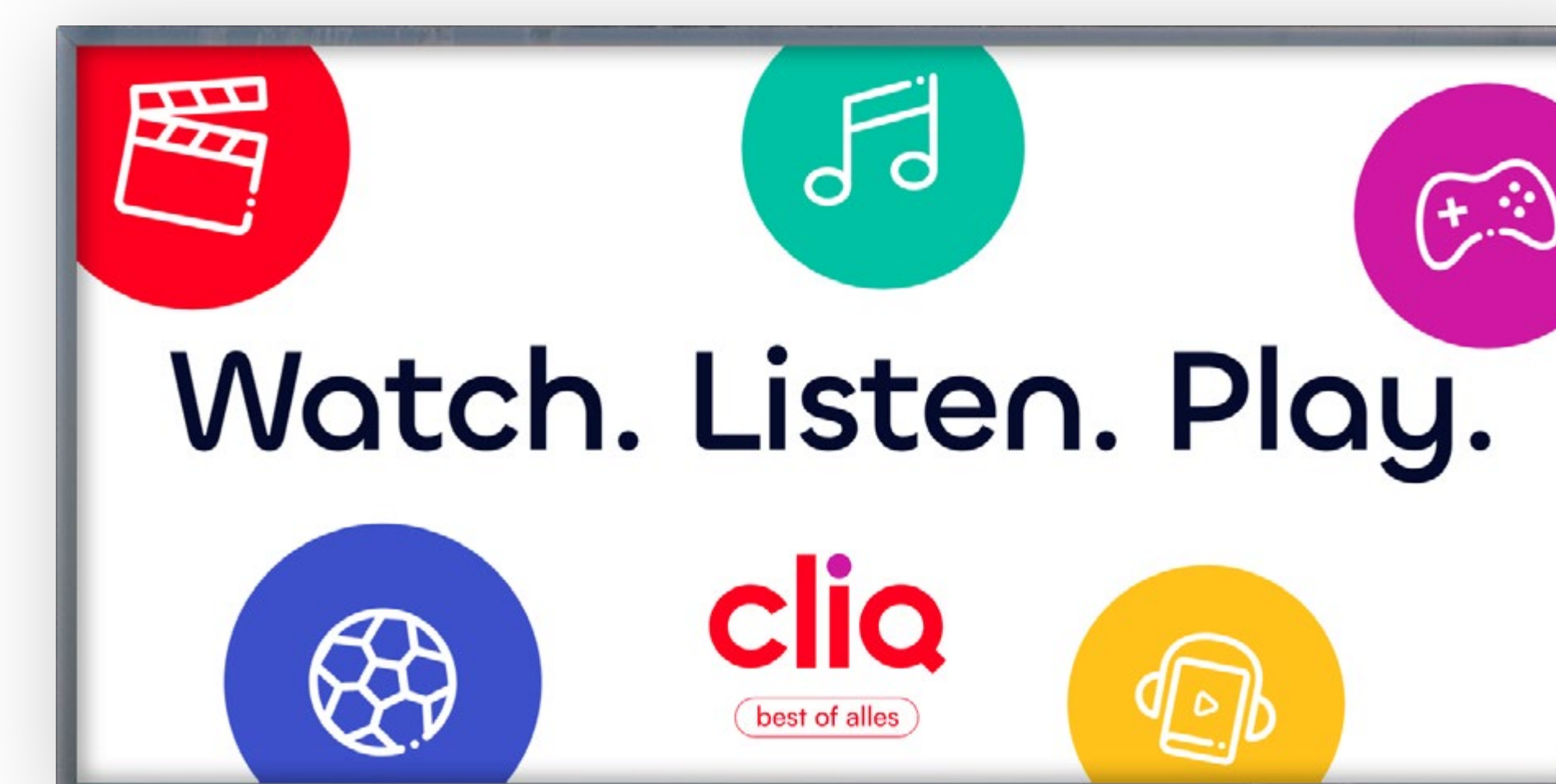
Font

A contemporary geometric typeface with round shapes that connects to the design of the logo.



Colour & Shape

Friendly, primary colours, symbolising the variety of content from a colourful world. The dot is a simple visual device, which provides the feeling of a button.



Image

The use of symbols in combination with the dots form icons of joy and playfulness.

CLIQ everytainment

The best-value-for-money streaming brand



Watch. Listen. Play.

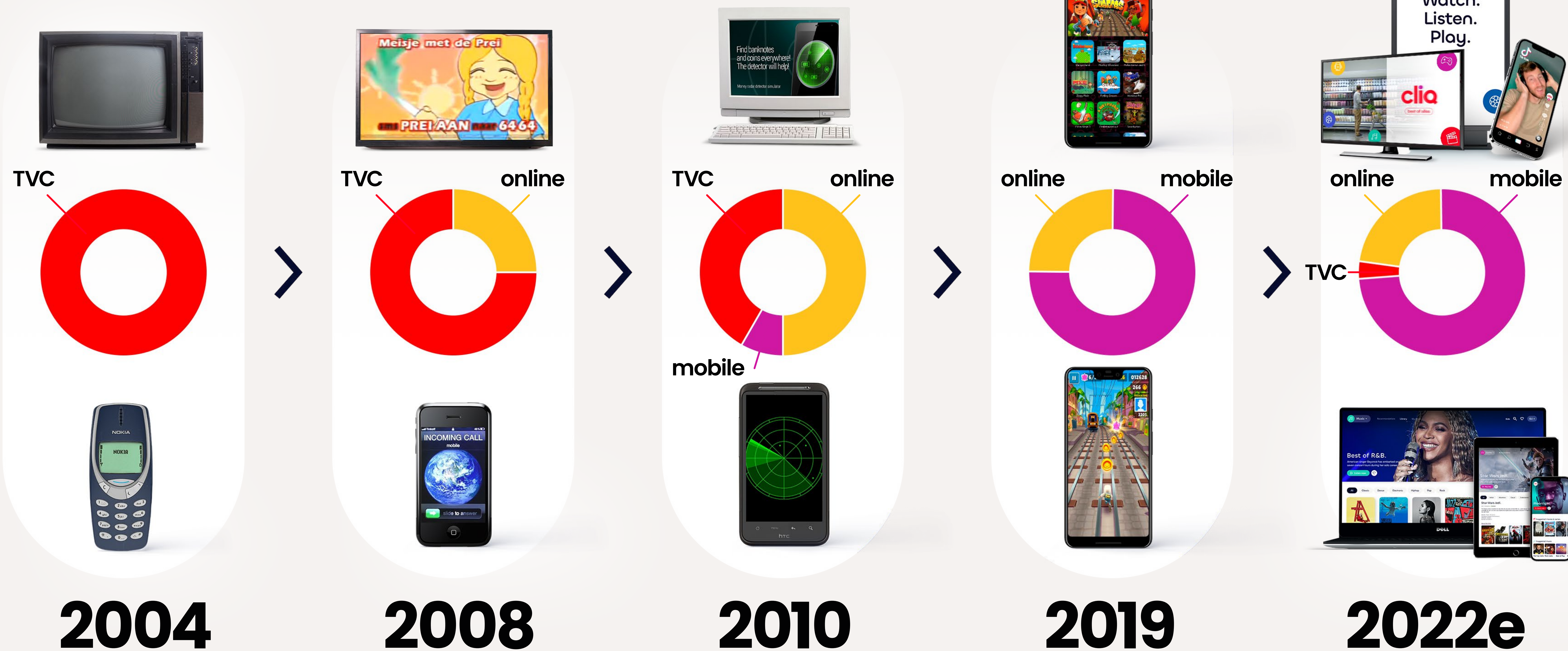


Cliq Digital's all-in-one proposition

**We're selling it already,
and we are damn good at it**

Cliq Digital's marketing experience

Percentage of marketing spend per advertising channel



Cliq Digital's bread and butter

PERFORMANCE MARKETING

- With banners that showcase our multi-content offering we spark interest
- We attract potential customers via multiple URLs to become a member
- Long-standing experience and successful track record
- D2C streaming entertainment provider



D2C performance marketing

We create multiple direct response campaigns based on multi-content verticals

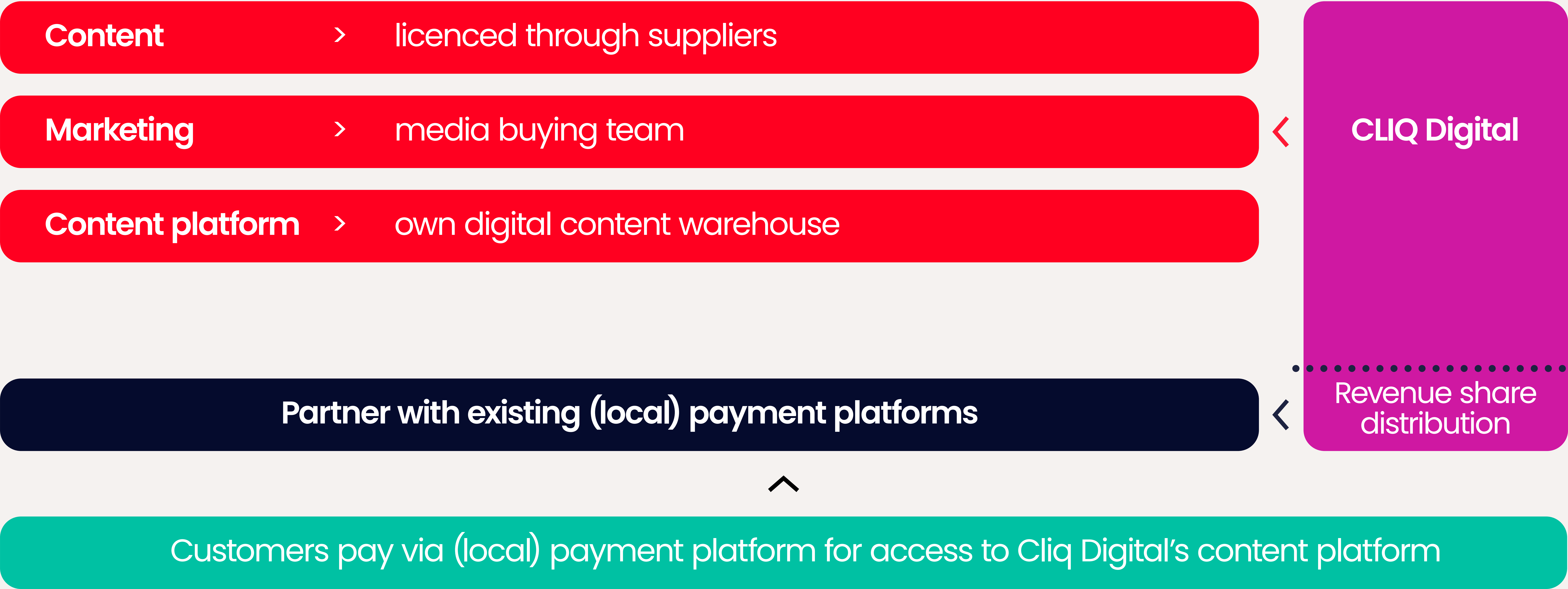


We target our campaigns to specific traffic sources and user profiles
We optimise our campaigns in order to drive conversions



Multi-content verticals in the portal improves retention

Cliq Digital's business model explained



Our DNA: performance marketing

How did we realise strong growth over the past 3+ years?

2019

2020

2021

2022

Own media buying team

Improved quality and quantity of content

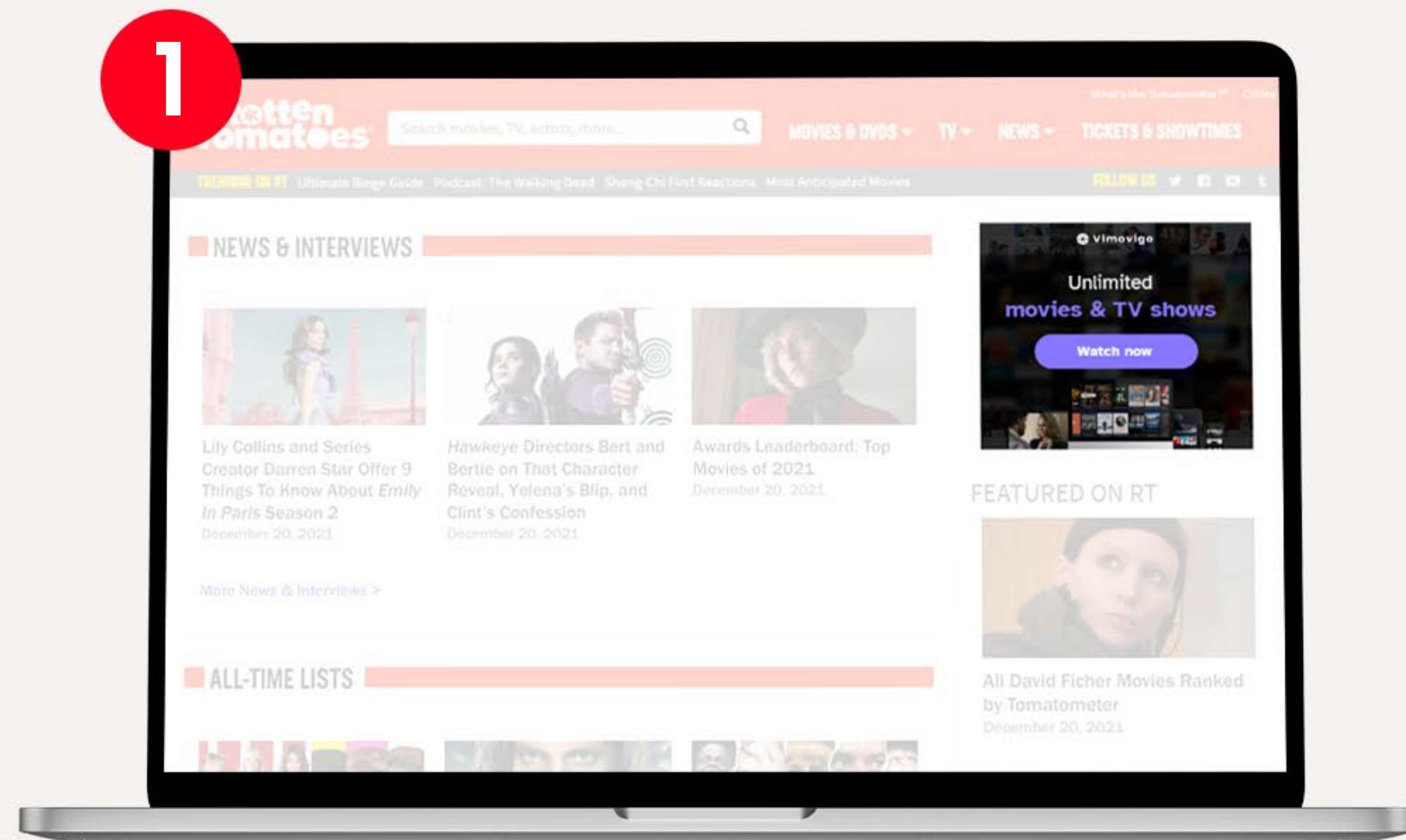
Adding different payment means, including credit card

Improving the content platform's User Experience and User Interface

Offering bundled content, such as Vimovigo.com

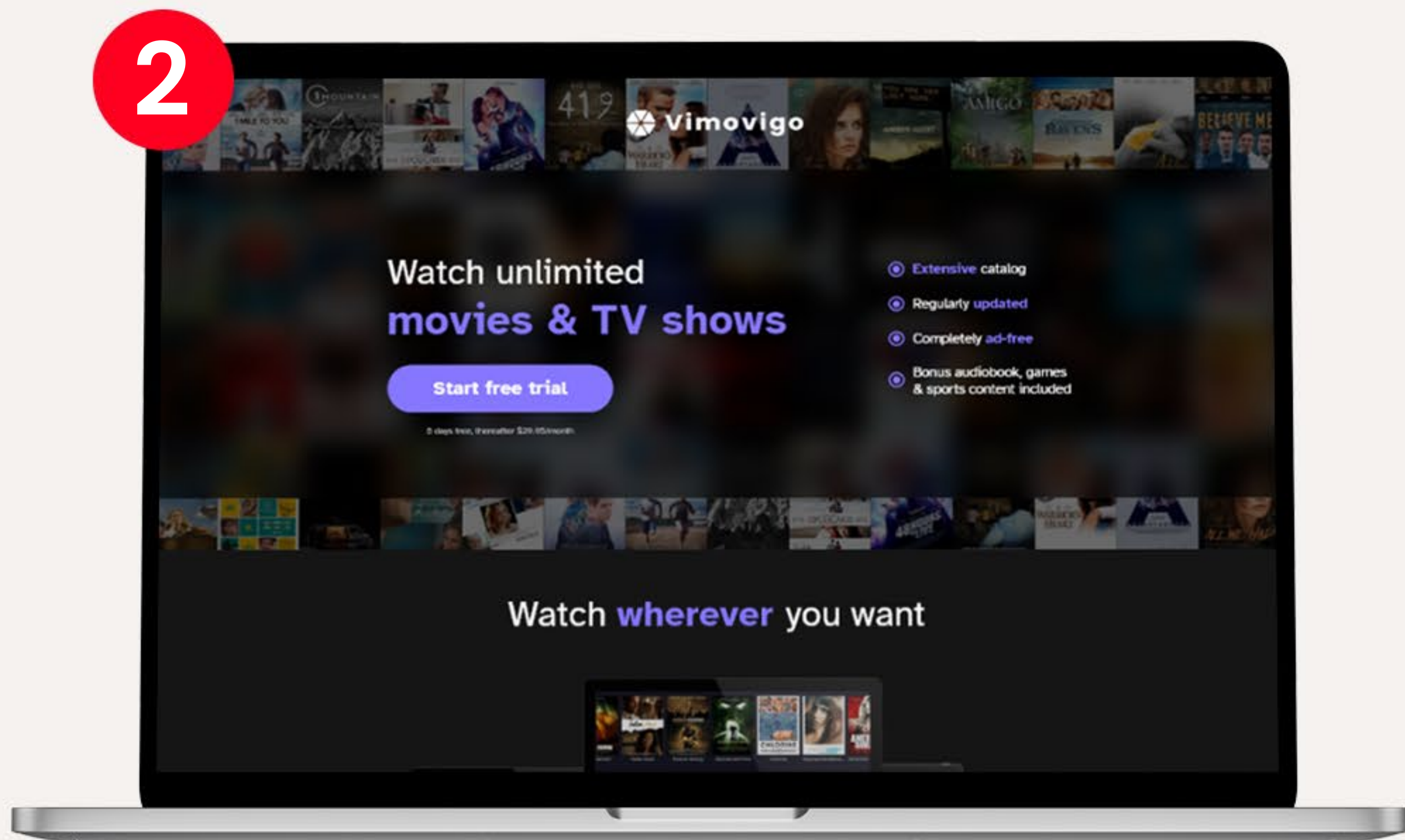
Launched branded content platforms, such as Cliqdigital.com
(to be upscaled into CLIQ), ScreamStream and Hörbie

Performance marketing multi-content flow



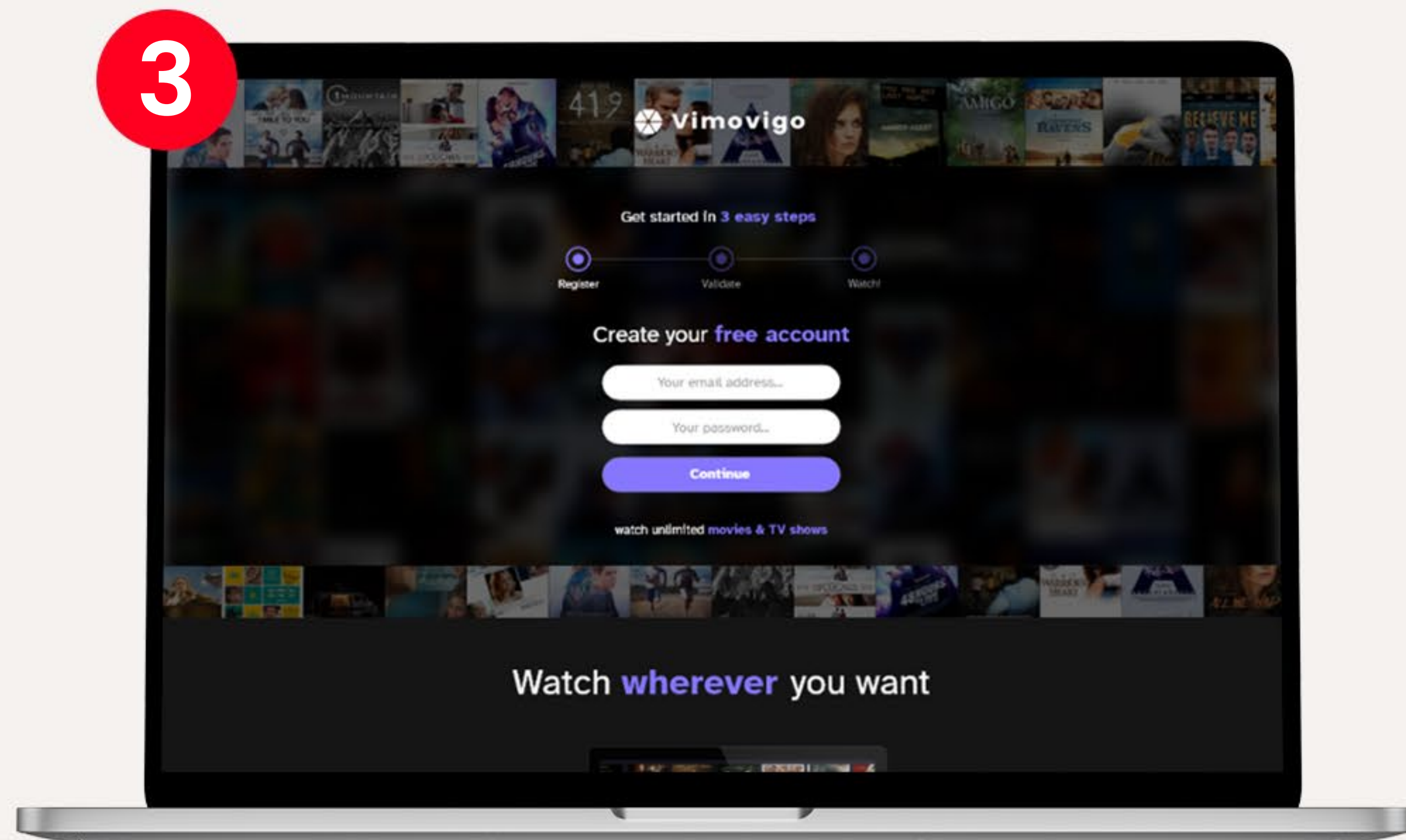
Banner

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



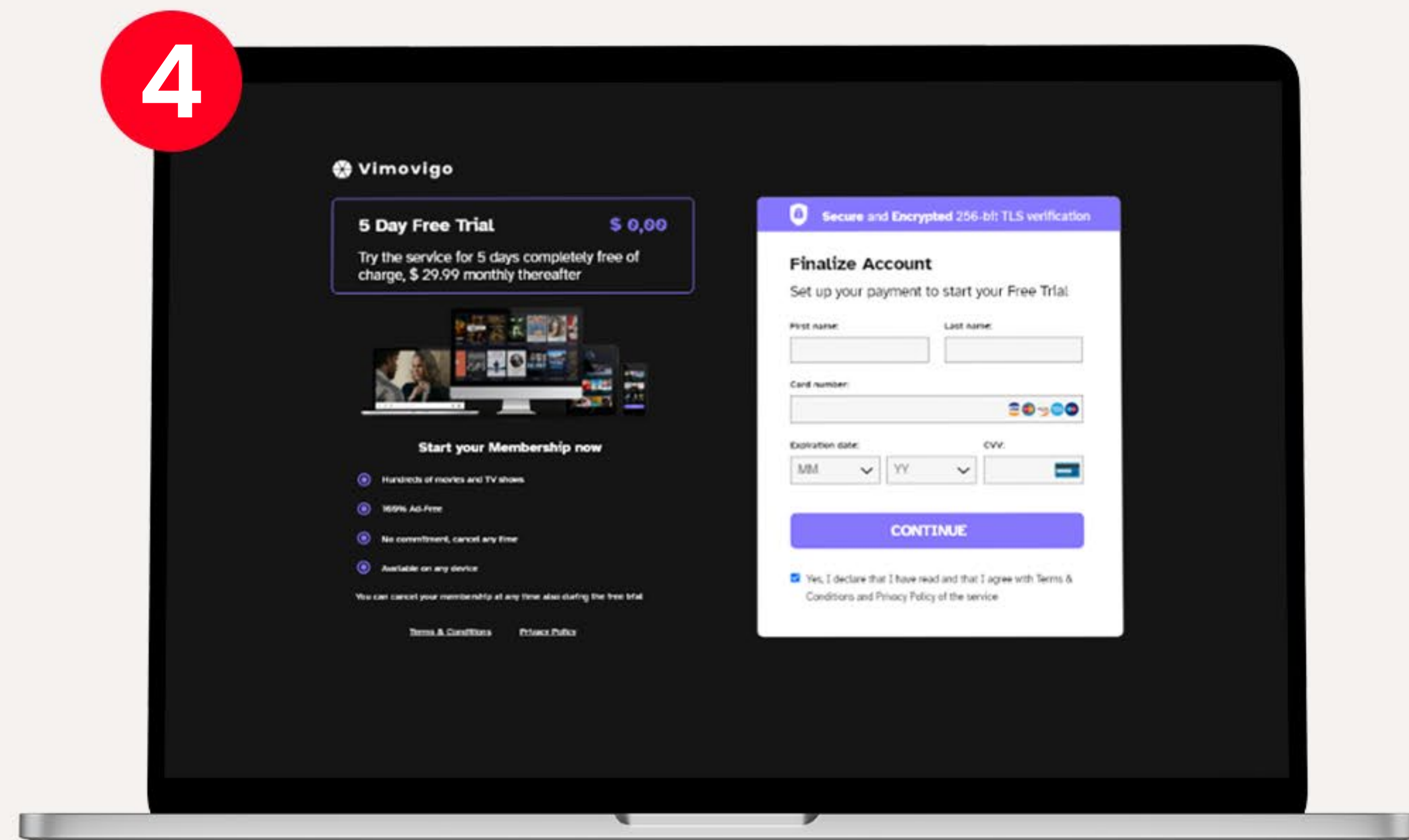
Landing page

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



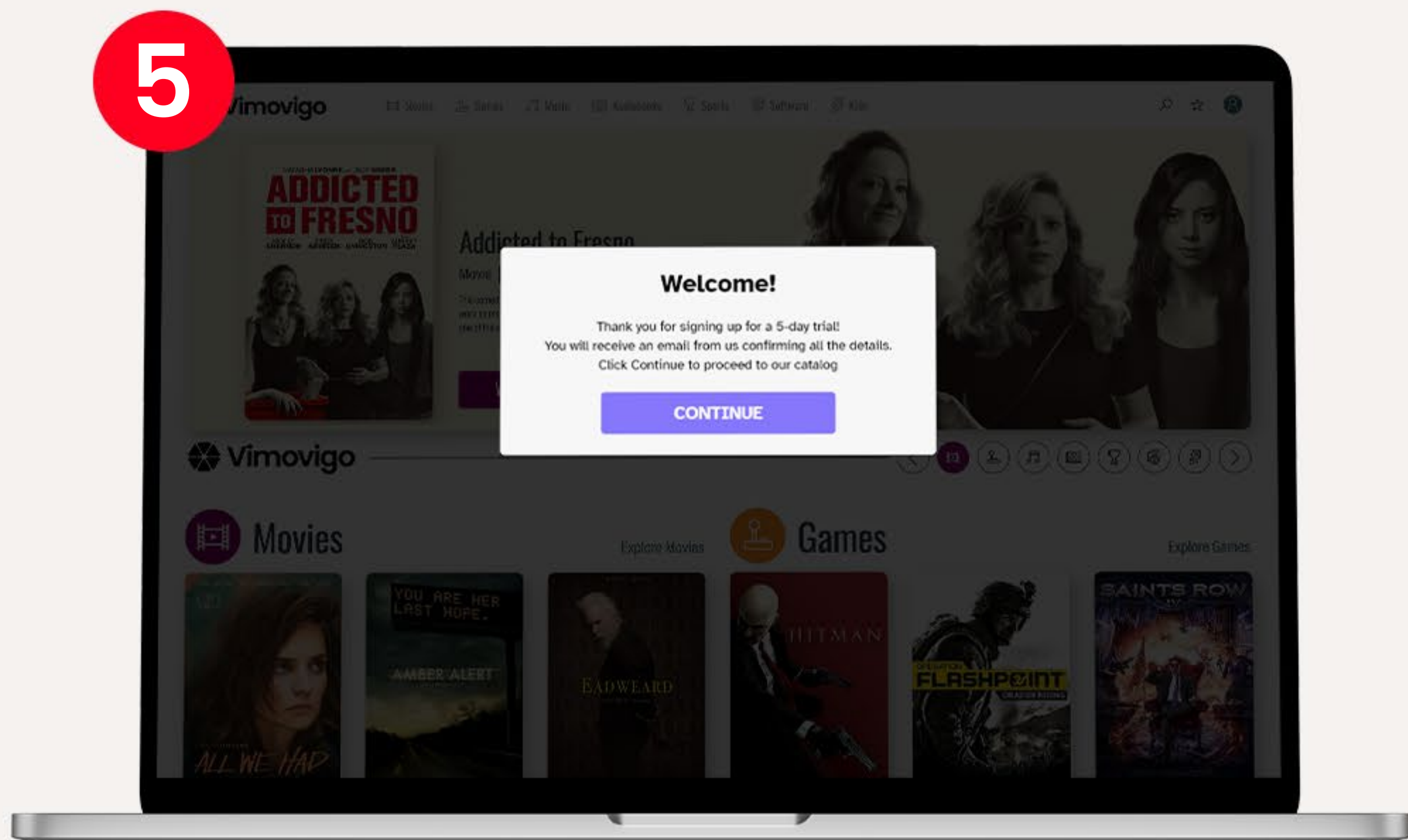
Sign-up

User provides an email address & sets password for account



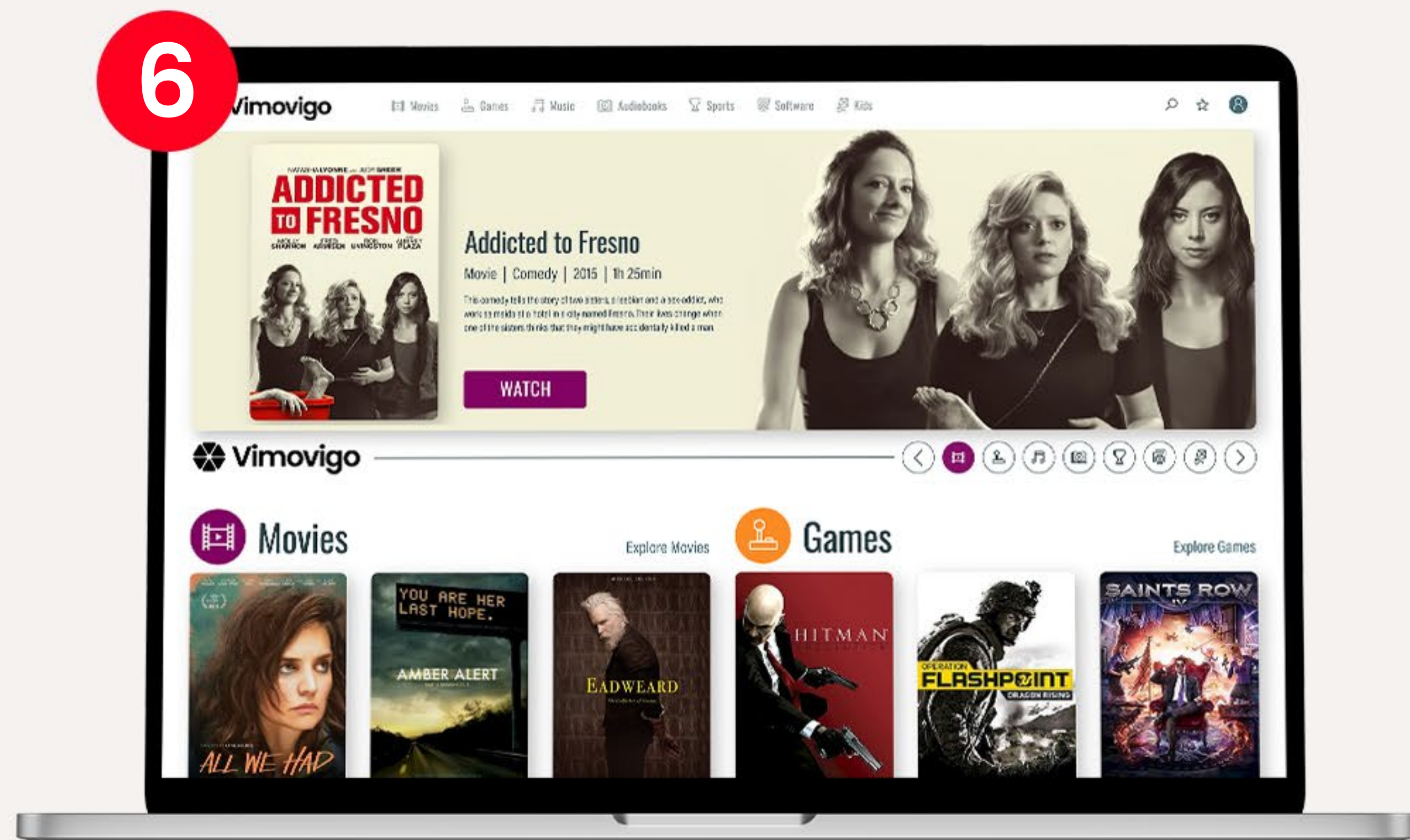
3DS Secure Payment page

User enters credit card details & agrees to terms of service



Thank you message & email

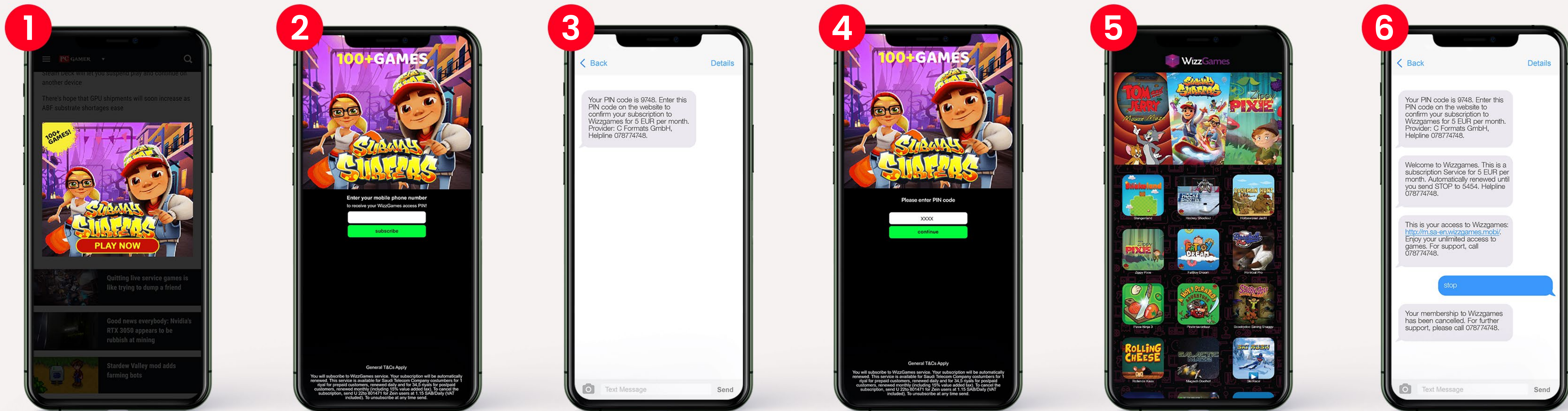
This confirms the registration



Content platform

User is granted access after successful payment

Performance marketing single-content flow



Banner
Potential members is invited to click on "Play now"

Landing page
User enters their mobile phone number and presses subscribe

Receive PIN-code
User receives terms of service and a 4 digit PIN-code to confirm its membership to WizzGames

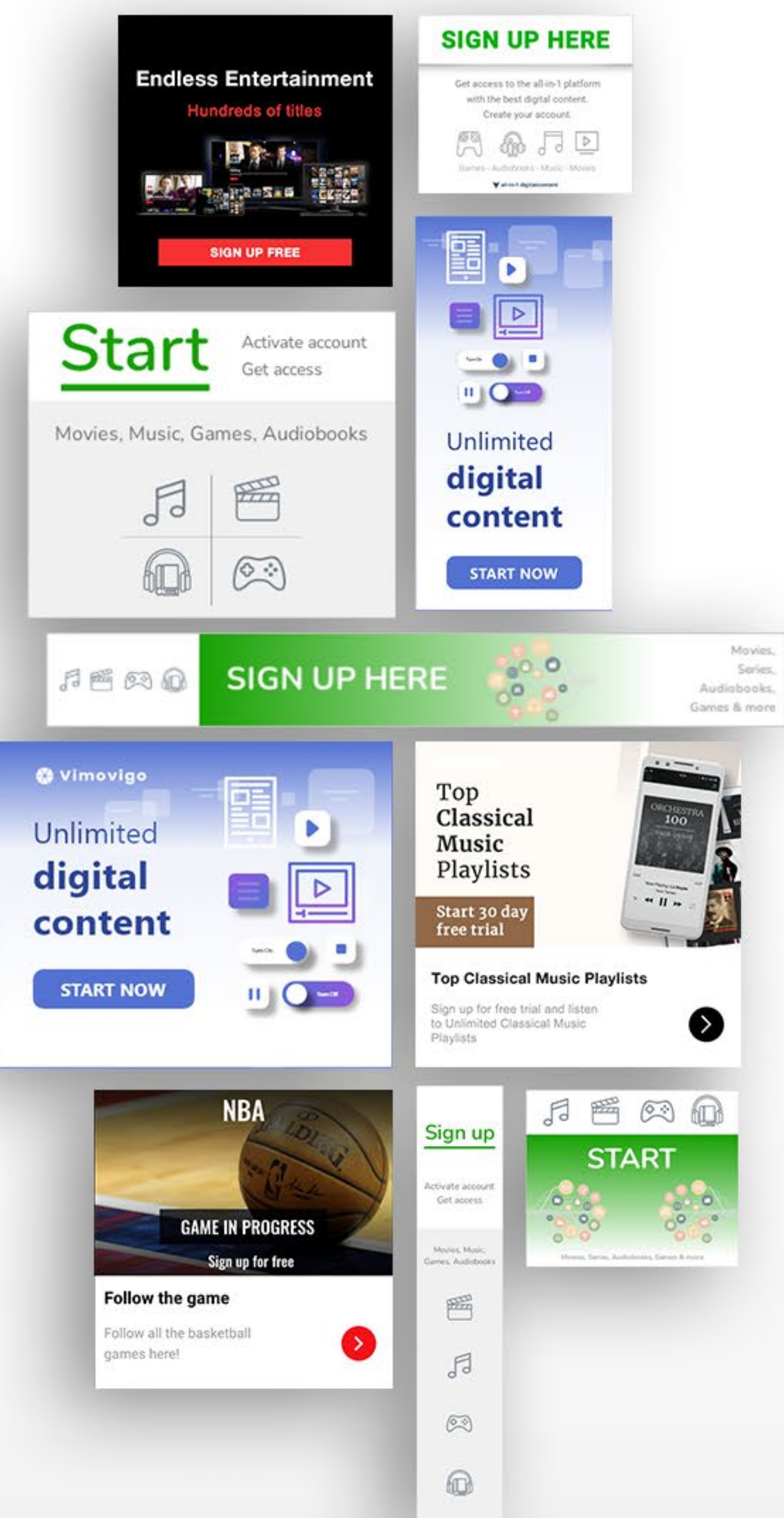
Enter PIN-code
User enters PIN-code and presses 'continue'

Content platform
User has access to all the games in the WizzGames portal

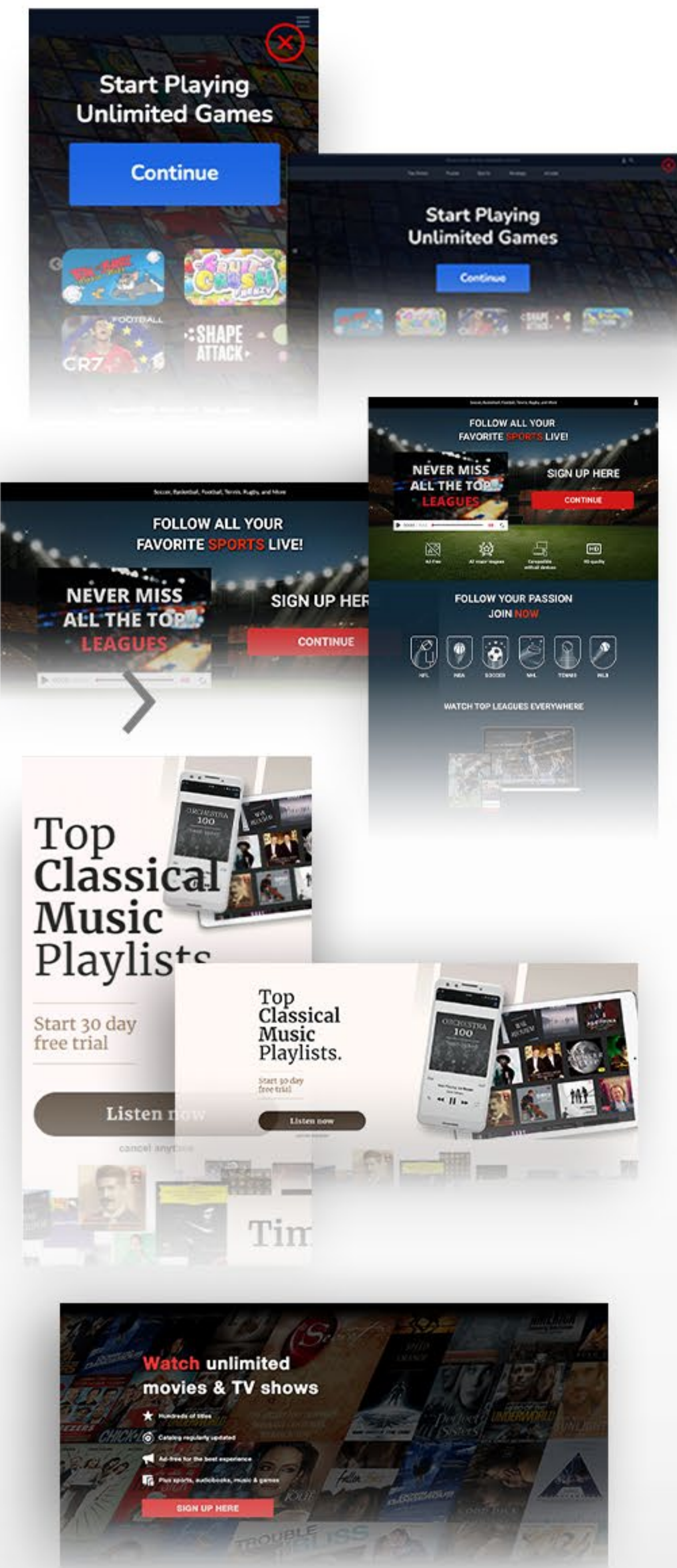
Welcome message
User gets a welcome message and billing information. Can cancel at any time

Performance marketing

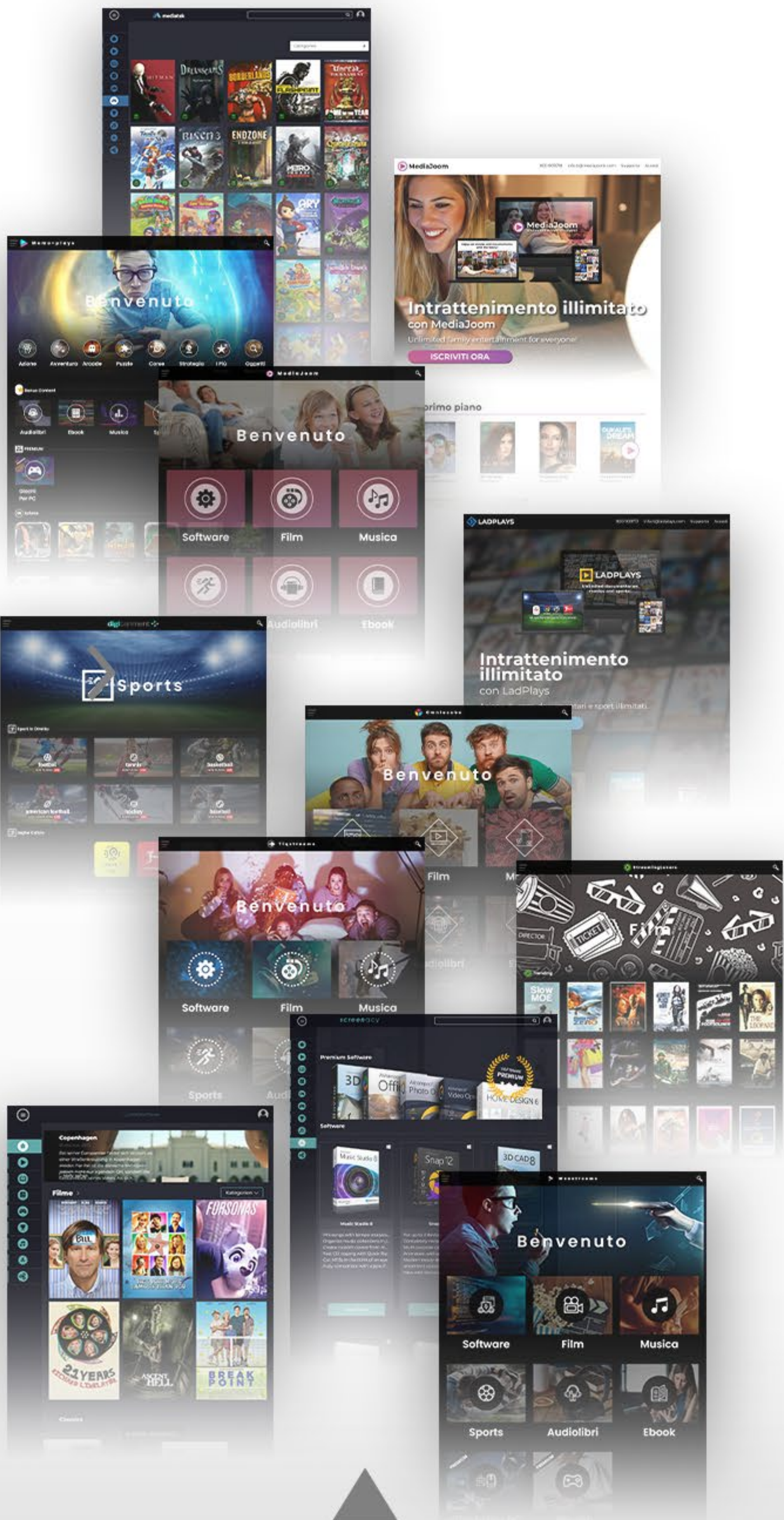
ad banners



landing pages



content platforms





Cliq Digital's all-in-one proposition

**and we're going to
be even better! Why?**

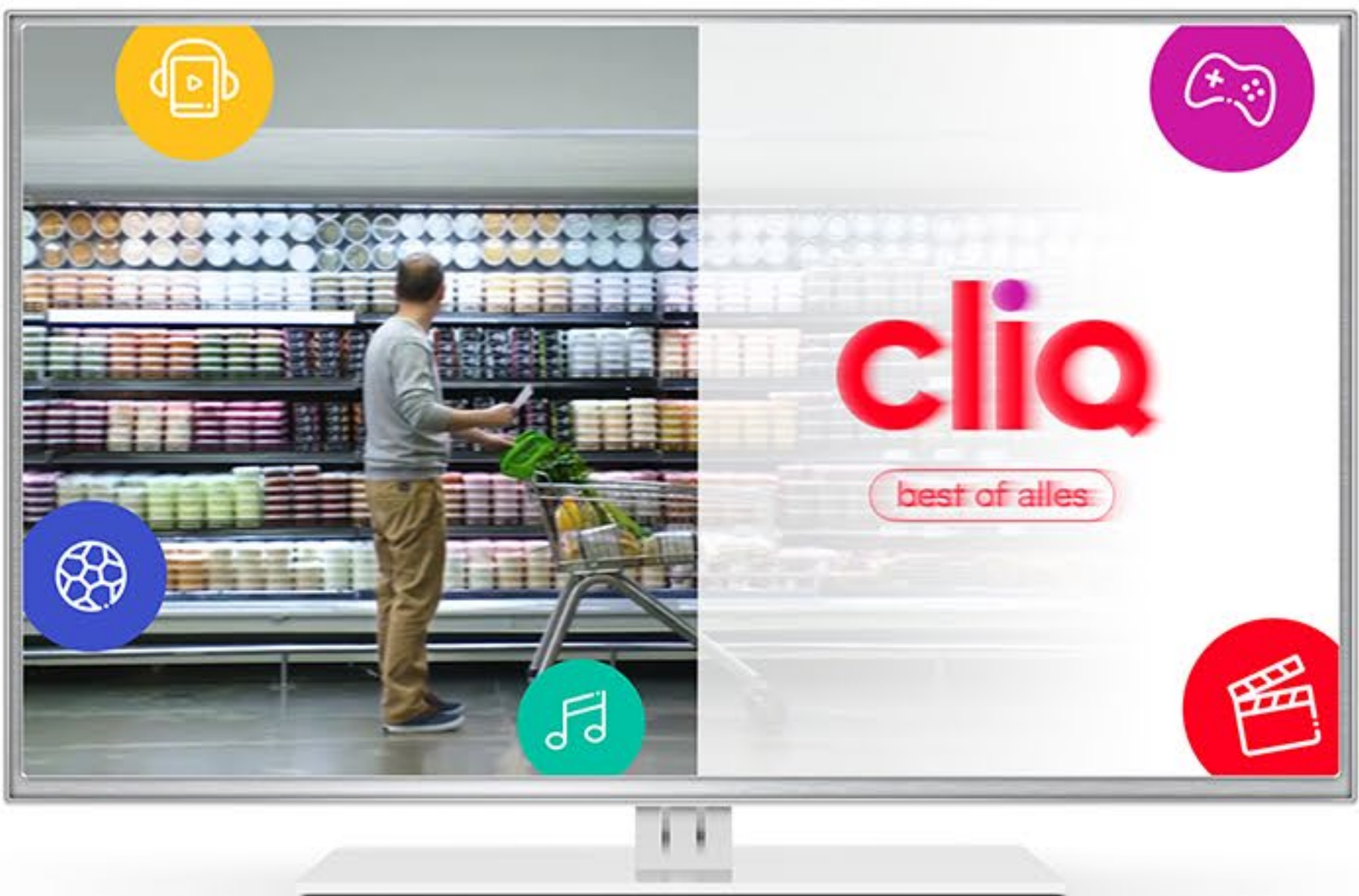
Cliq Digital's additional marketing channel

BRAND MARKETING

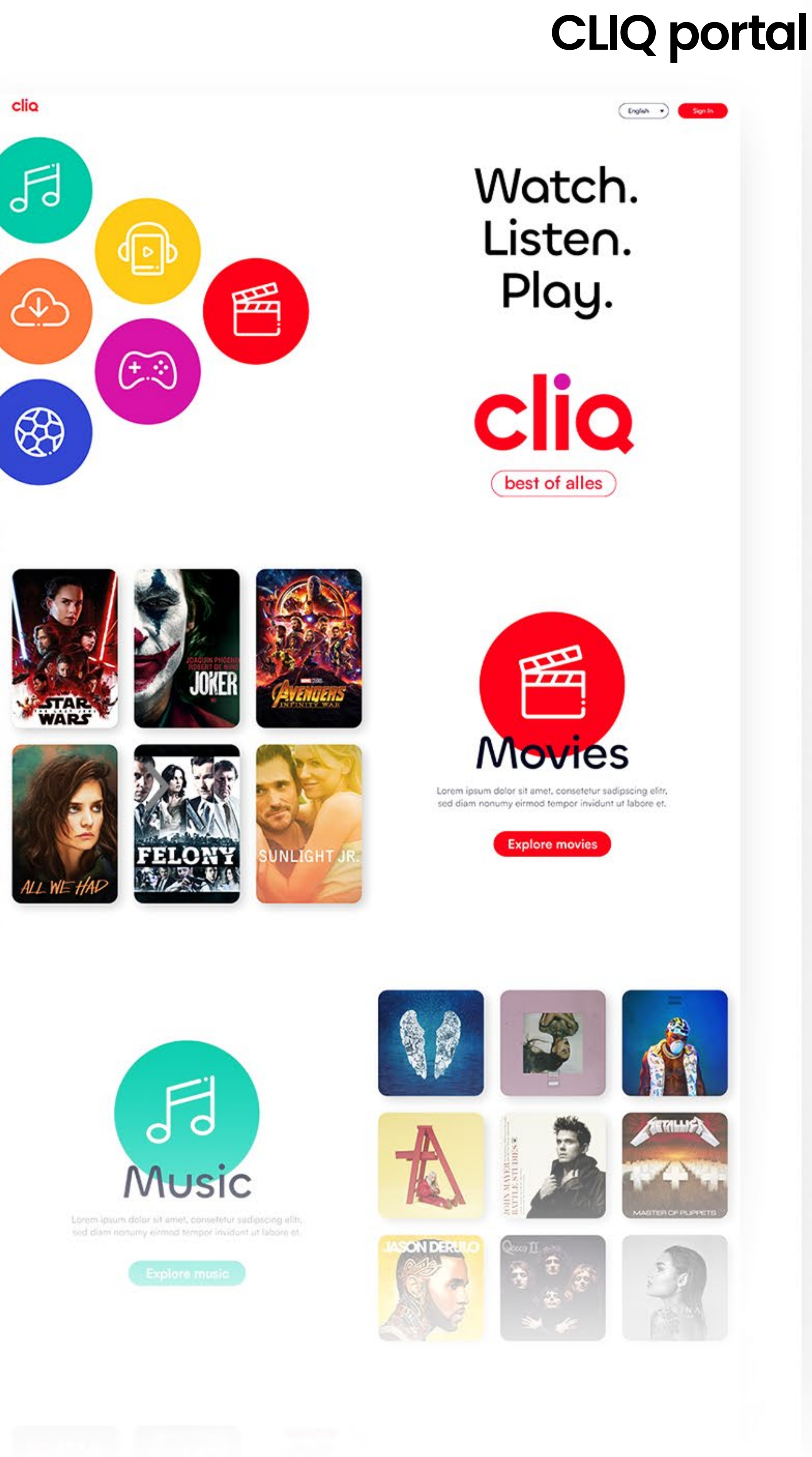
- Complementing existing performance marketing
- Building the brand CLIQ
- Brand marketing campaigns as well as performance marketing campaigns start in DACH, followed by 1 other European country in 2022
- We will go back to our roots of TV advertising, and will add billboards and social media, on top off our current successful media approach
- Adding brand-driven marketing campaigns has big benefits:
 - Organic growth (less marketing costs on the long term)
 - More customer loyalty (less churn)
 - Improved retention (higher revenue per user)



Brand marketing



Fully integrated 360-degree campaign
that will shake up Germany!



All content, all services via one platform

PERFORMANCE MARKETING

since the beginning and still going strong

BRAND MARKETING

as of 2022





The unique, all-in-one 'best-value-for-money' service.
Revolutionary simple.

Our positioning



Simple. Bold. Surprising.

Why Germany?

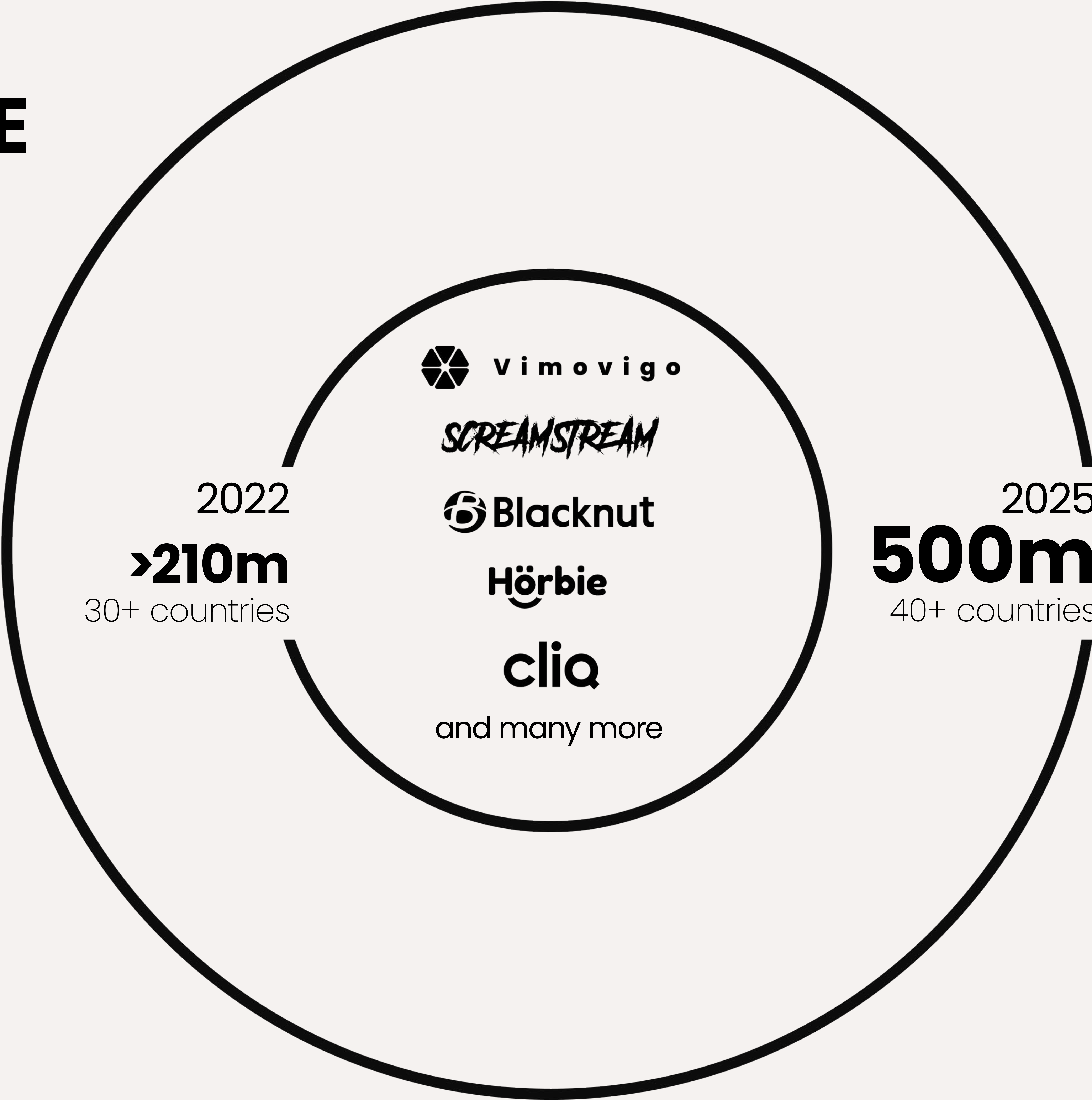


**The originator of a lot of
discounters & price-sensitive offerings**

A woman in athletic wear is in a starting crouch on a track, with a red tint overlay. The text "CLIQ DIGITAL = BRAND FORMANCE" is centered over the image in a bold, white, sans-serif font.

CLIQ DIGITAL
=
BRAND FORMANCE

GROUP
BRAND FORMANCE
MARKETING
REVENUE



Because
we are:

 Wall

BAHNHOF POTSDAMER PLATZ



Der neue heiße Scheiß.
Und viel günstiger
als der letzte
heiße Scheiß.

cliq
best of alles

 **Wall**

BAHNHOF POTSDAMER PLATZ

Key takeaways: strategy update

1

Upscaled multi-content product: CLIQ as a new benchmark

2

Additional marketing channel: CLIQ as a new brand

3

Offer best value-for-money streaming services for the mass market



CLIQ
DIGITAL

THANK YOU