Corporate Deck

Subtitle

2.17.15

Investor Presentation | August 2015

Shifting Dynamics for All Customer Categories

Content Owners

ROGERS.

- Increased consumption of digital video content on connected devices
- Live and on-demand content creating massive opportunity to reach new addressable audiences
- Consumers demanding more personalized and interactive experiences
- Desire to deliver live and on-demand content anytime, anywhere

CE Manufacturers

- Devices need secure playback of digital video content
- Consumers demanding Ultra HD / 4K resolution across all of their screens

NeuLion Delivers on All Screens

All Video Formats

- 1080i
- 1080p
- 4K

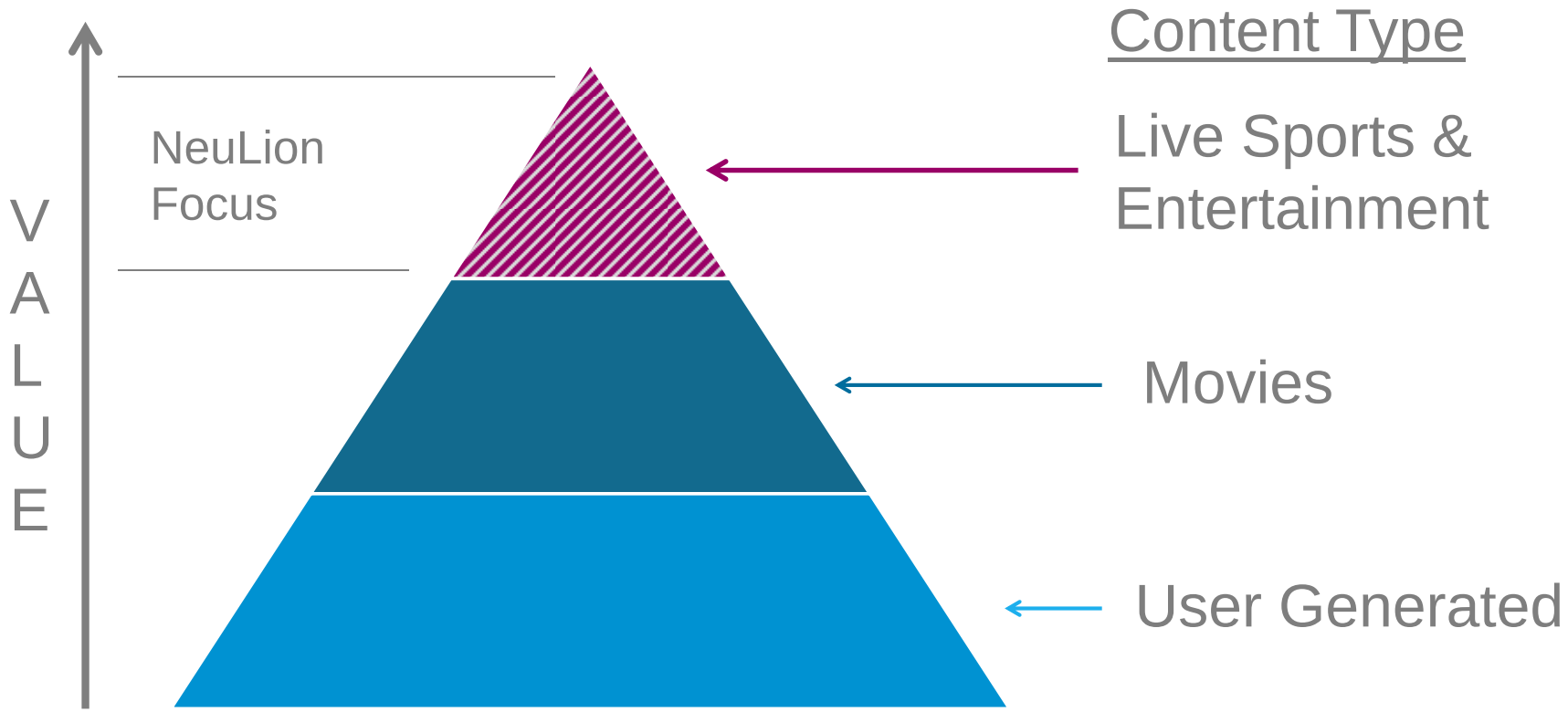
Smartphones & Tablets

Smart TVs

Gaming Devices & 3 rd Party STB

Digital Content Pyramid

NeuLion's customers have the highest value content



Univision Deportes + NeuLion

Selected to Deliver the 2014 FIFA World Cup on Multiple Devices

Result: Unprecedented Digital Traffic

- Delivered mission critical live and on-demand content
- Enabled Univision users to view live streams of all matches on their connected devices
- Enabled Univision users to view real-time highlights tied to match stats, match schedules, team alerts, and others

4x as many unique live stream viewers as the 2010 FIFA World Cup

74M Live video streams

87%

UFC + NeuLion

Selected to Power its Digital Video Experience Worldwide

Result: A go-to, hard-hitting online destination with access to everything UFC for fans to interact and engage with anytime, anywhere

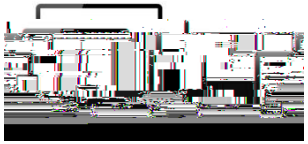
- Complete access to pay-per-view events with ability to watch in multiple angles, score the fight round-by-round, view real-time stats and more
- Monthly subscription service, Fight Pass, gives fans access to exclusive UFC fights, original programming, behind the scenes content and access to the largest mixed martial arts fight library in the world

Fight Pass
The first global digital only channel

Largest mixed martial arts fight library in the world

MMA

Over 20 Devices
Supports delivery to over 20 different device models



150+ Countries

UFC.TV is available in over 150 countries

Compelling Growth Drivers

Expand Existing Relationships
– Content Owners: More devices, more audiences
– CE Manufacturers: Increase device penetration
– Results in increased revenue share and usage fees

Land New Clients
– Expansion of sales force
– New international relationships
– Strong CE customer base complements existing Content Owner relationships

Enhance Technology & Product Offerings
– 4K live and on-demand streaming
– Multi-device delivery
– Continue to build out video security and DRM capabilities

Strategic Partnerships and Acquisitions
– Management team and board of directors with a successful history of acquisitions
– Explore new geographies, product offerings and technologies

Financial Highlights

- Recurring license revenue drives higher visibility
- Usage revenue provides upside potential
- Scalable business model with significant operating leverage
- High and expanding margins – Adj. EBITDA positive since 2013
- Land and expand model – customers scale over time

Land and Expand Revenue Model

Actual Content Owner Customer Case Study

Note: Annotations above denote price configuration assumptions

Income Statement Highlights

Large Market Opportunity

Enormous Industry Tailwinds & Market Opportunity

– Fundamental Shift to Connected Devices : More people consuming more content on more devices
– Addressing Significant Industry Problem : Live video delivery is mission-critical and very difficult

Robust Technology Platform

High-Profile Customer Base

Large, Well-Known, Blue Chip Customer Base

– Strong customer relationships with major Content Owners and CE Manufacturers
– Live sports and entertainment are large and growing categories

Strong Financial Profile & Scalable Business Model

Compelling Financial Metrics

– Recurring revenue with high margins and steady growth
– Adjusted EBITDA positive since 2013
– ~60% Adjusted EBITDA contribution margin

Experienced Management & Board

Respected and Experienced Leadership Team

– Deep technology and industry expertise
– Track record and experience building businesses