

Alchimie

Turn your content into gold subscription

INVESTOR PRESENTATION NOVEMBER 2020



DISCLAIMER

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A detailed description of the Company’s business, financial situation and risk factors relating to the Company and the initial public offering is included in the prospectus of Alchimie (the “**Prospectus**”) which was approved by the French *Autorité des marchés financiers* (the “**AMF**”) under n° 20-544 on November 9, 2020, comprised of the registration document approved by the AMF on October 23, 2020 under n°I.20-028 and a securities note dated November 6, 2020 (which contains, in particular, the summary of the Prospectus) to which you are invited to refer to. Copies of the Prospectus are available on the AMF website (www.amf-france.org) as well as on the Company’s website (www.alchimie-finance.com). A free English translation of the Prospectus is available on the Company’s website.

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Today's Speakers



Nicolas d'Hueppe
Founder and CEO

Successful entrepreneurial profile with strong strategic and management abilities in digital, media and telco

Previous CEO of Cellfish
Accor / Lagardère

Paris-Dauphine PSL
HEC Lausanne

VP CroissancePlus

Author of the book "Your Energy is Endless"



Stephane Taillefer
CFO

In-depth expertise in tech and media business

Previously CFO of Cellfish

Plurimedia / Lagardère

IAE Toulouse and
Toulouse School of Economics

Agenda

01

Alchimie at a glance

02

A huge market boosted by cord-cutting & thematic content

03

Alchimie, a unique expertise in the OTT industry

04

Solid business model generating value for all stakeholders

05

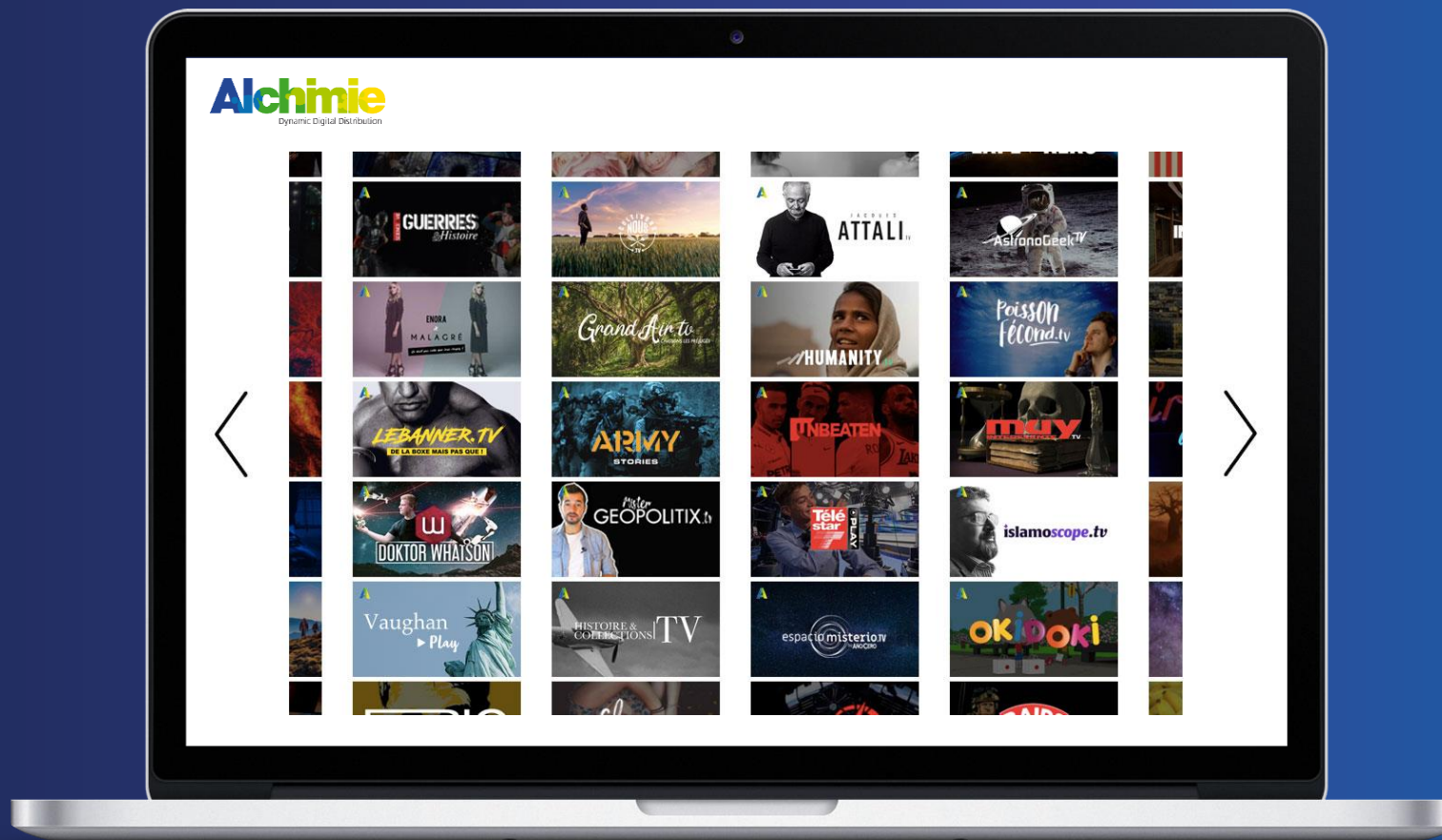
Strategy & Outlook



1

Alchimie at a glance

Alchimie is a channel factory: a unique video platform that partners with media to co-publish their own thematic Netflix



The largest SVOD catalogue:
55+ channels and **1** new channel/week

Alchimie, a fast growing business of channel creation, digitally distributed, in partnership with talents

Unique channel
factory platform

55 S-VOD channels
1 new channel per week...
and more to come

~300,000
subscribers

€23m invested
in 3 years

Longstanding
partnerships

300+ rights owners
agreements
of VOD & live videos

60,000+
hours of content
catalogue

60+ worldwide
partnerships with
distributors

A global and
advanced offering
rapidly expanding

From **€0m** to **€27m***
revenue within 4 years

125 experts in tech,
content and digital
marketing

5 worldwide offices
targeting key
audiences

* Estimated revenue for 2020

2 A huge market boosted by cord-cutting & thematic content

LEBANNER.TV

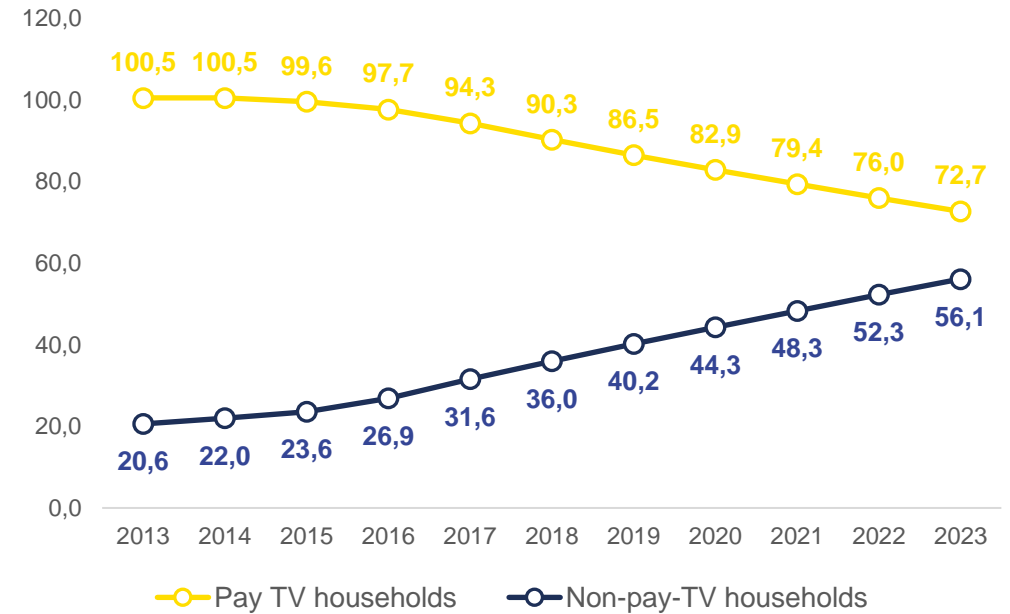
DE LA BOXE MAIS PAS QUE !

Cord - cutting: a megatrend disrupting the media industry



Households cancel their telco, tv and cable subscription offers

▶ Pay TV vs. non-pay-TV household in the U.S. 2013-2023 (in m households)

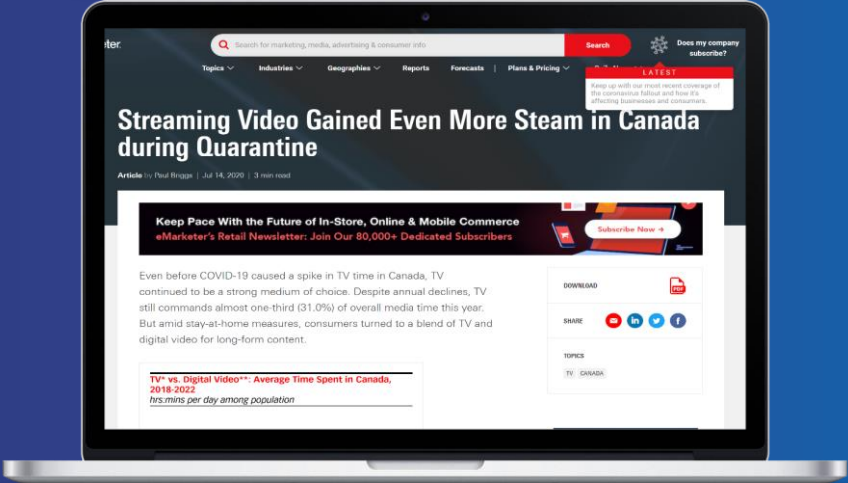
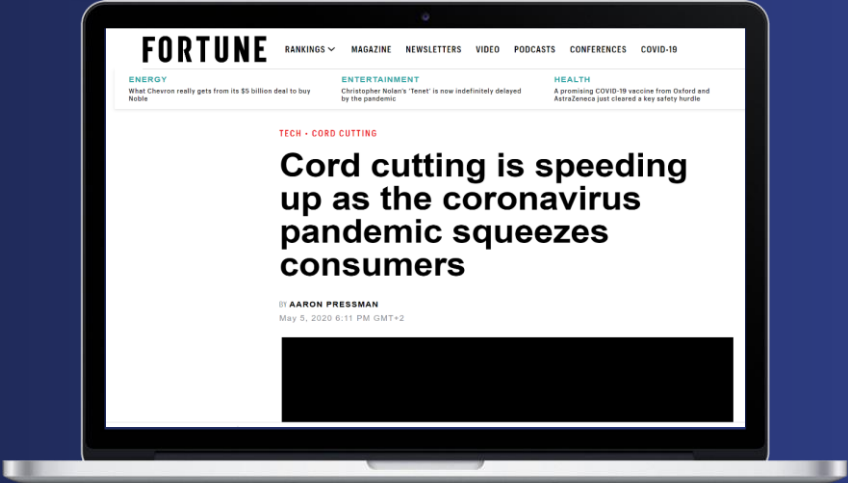
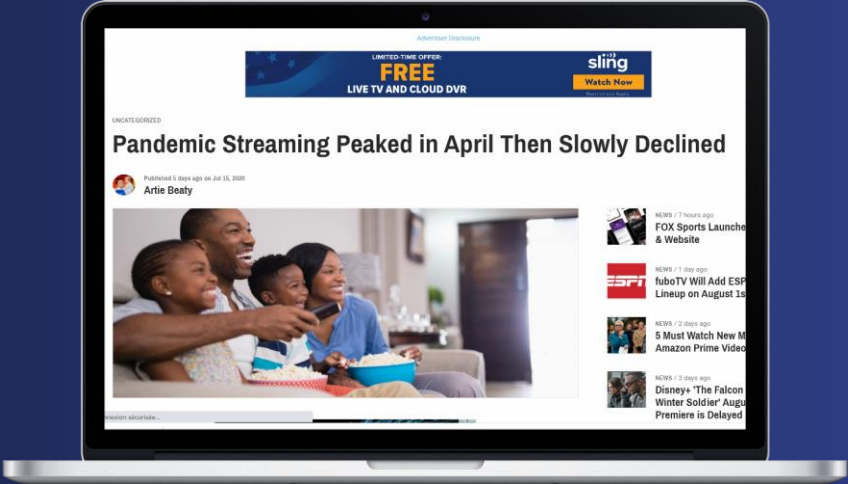


Cord-cutting represents a market opportunity of ~\$10B/year

Note: Pay TV households are households with a subscription to traditional pay TV services; include cable, satellite, telco/fiber operators and multiple system operators (MSOs); exclude IPTV and pure-play online video services

Source: e-marketer, July 2019

A megatrend revealed and accelerated by the pandemics

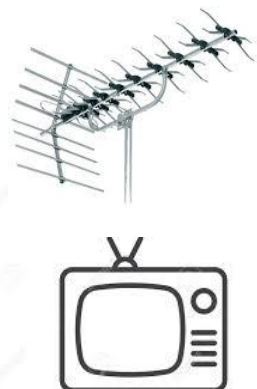


Content is now available through multiple devices benefitting to OTT players

▶ **Technology has fragmented the market: from one gate to multi-access points**

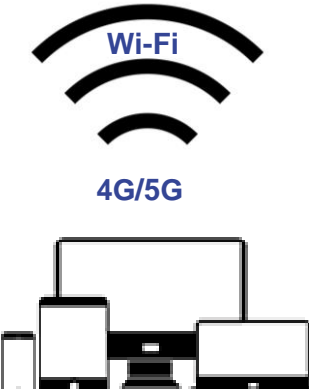
▶ **OTT means tv through Internet and is now established as the new standard...**

Traditional TV




France 2 3 5
France
France Télévision
ZDF BBC

Pay TV Market



Wi-Fi
4G/5G



HUAWEI VIDEO vodafone orange
amazon fireTV
androidtv apple tv
PS4

...People want to watch what they like whenever they want

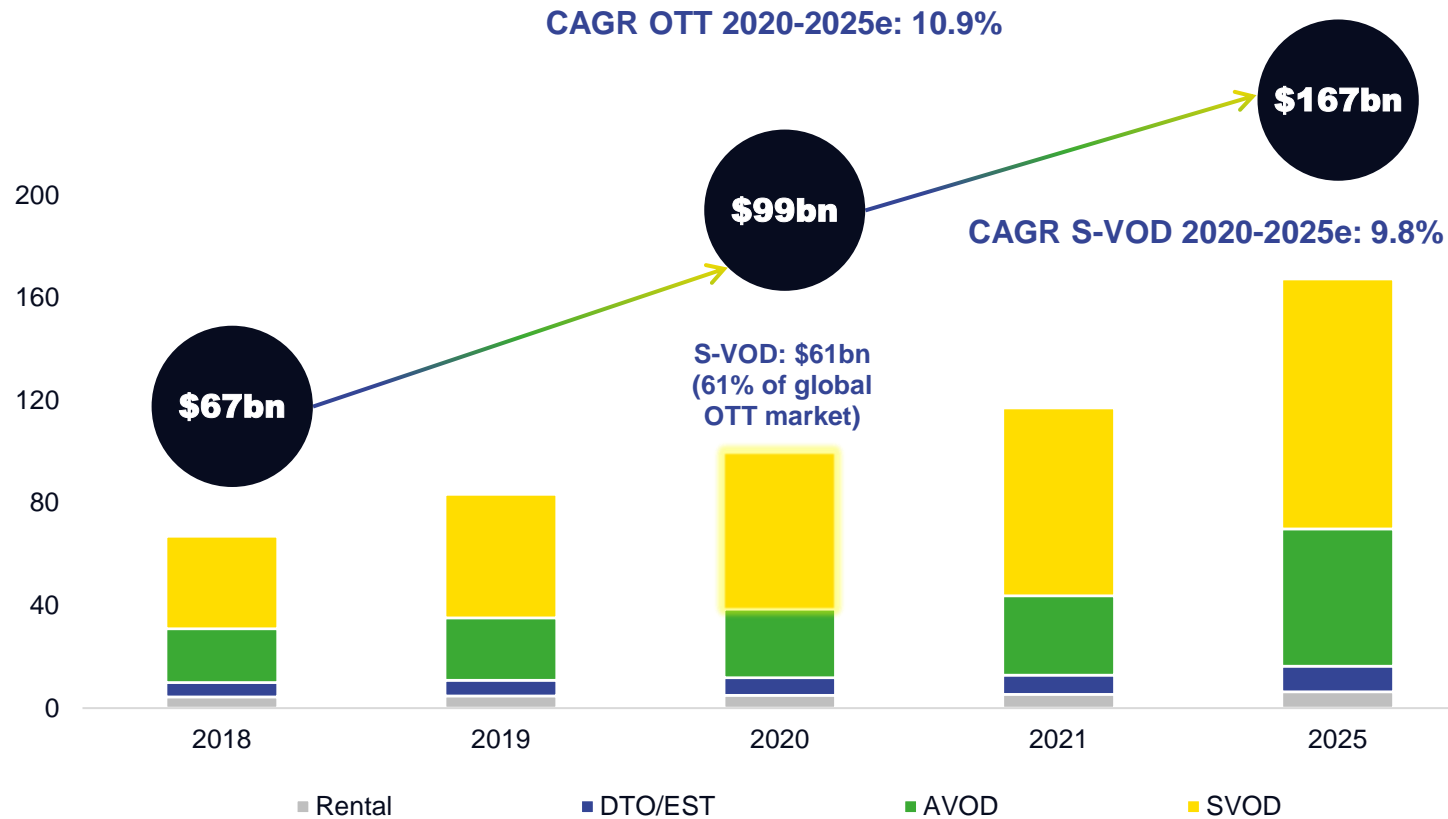


Consumers subscribe to many offers: 2.6 in the UK (2020) vs. 1.4 in France*

*Source: Le Figaro – 13/10/2020

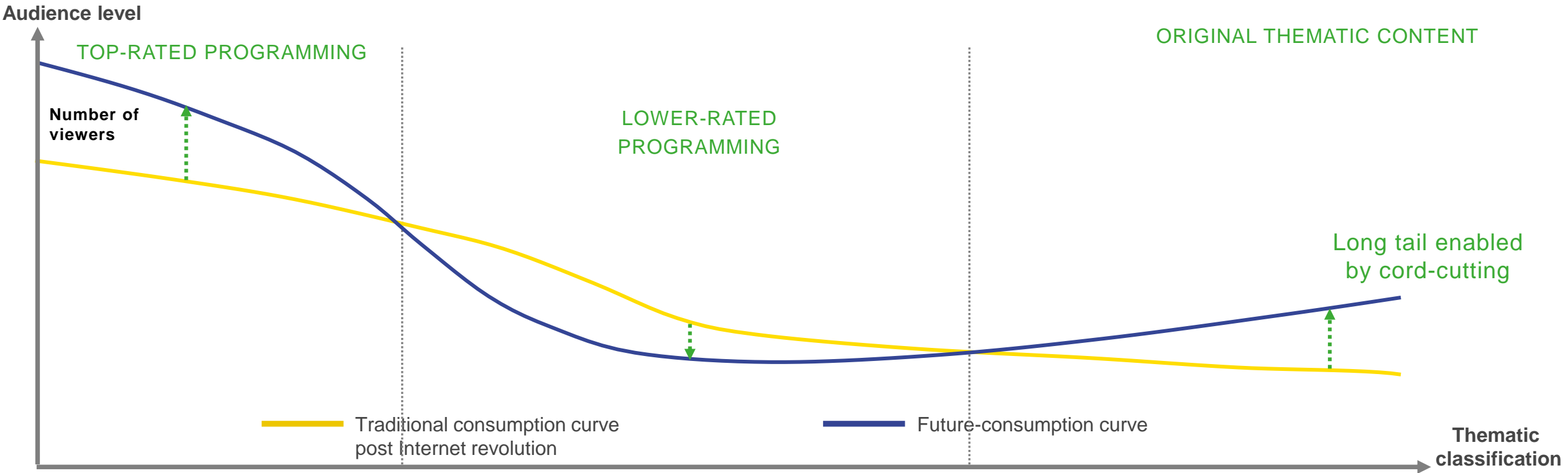
SVOD is the most widespread business model within OTT market

▶ **Global OTT TV & Video revenues by source (\$bn)**

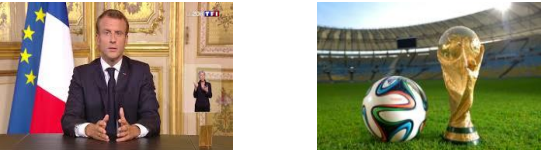


Source: Digital TV Research - Global SVOD Forecasts, 2020 report

A huge opportunity for SVOD thematic programs: Long-tail effect



Popular live events with tens of millions of viewers



Global content aggregation with little consistency



Targeted audience



Alchimie is surfing the active thematic Pay TV market, via its unique OTT/SVOD offer

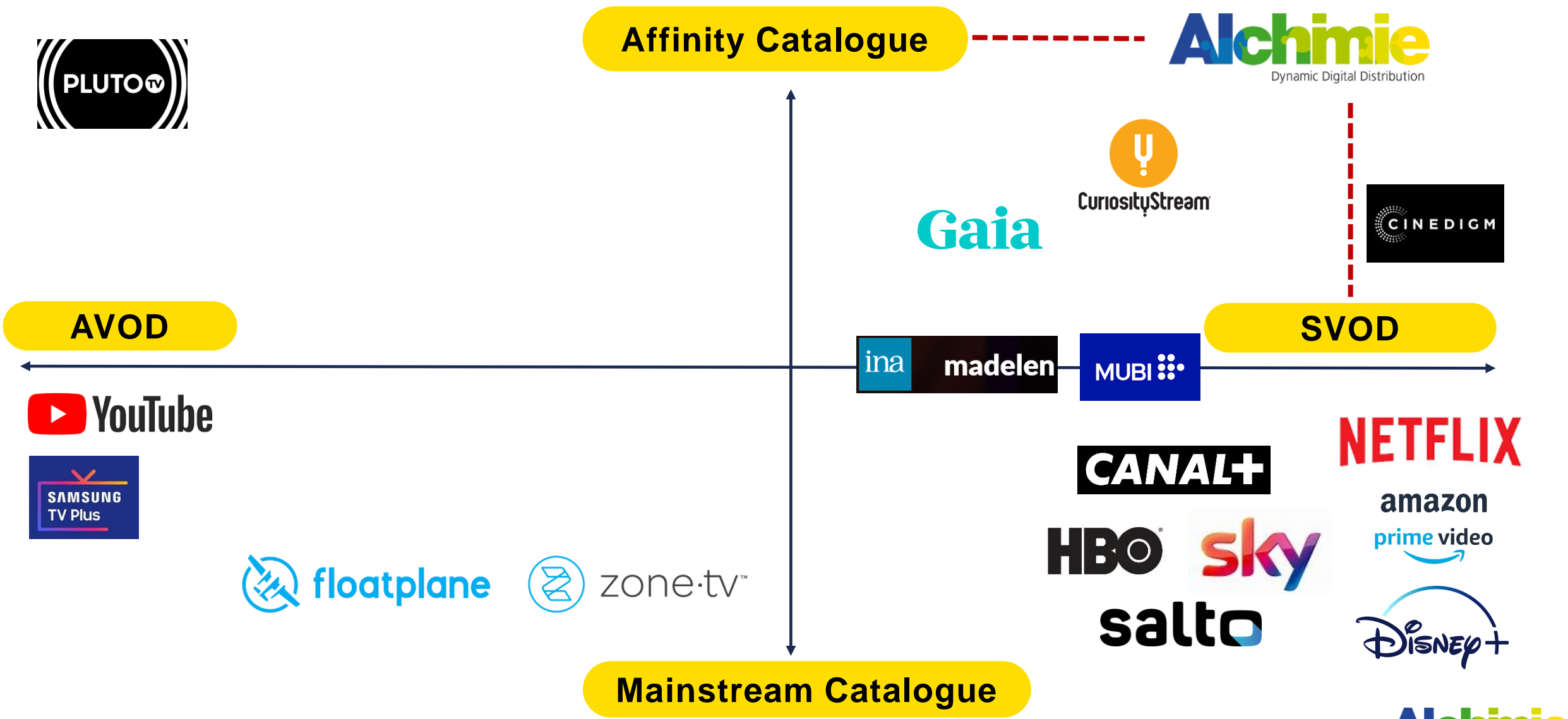
Favourable trends

- Too fragmented markets for global players
- Increasing demand for thematic channels (long tail effect)
- Cutting costs for operators
- Emerging TV stores
- Pay TV players asking for relevant traffic



*Source: Company estimates based on IDATE and TV Digital Research reports

Alchimie clearly differentiates from competitors through a model based on S-VOD and affinity thematic contents





3 Alchimie, a unique expertise in the OTT industry



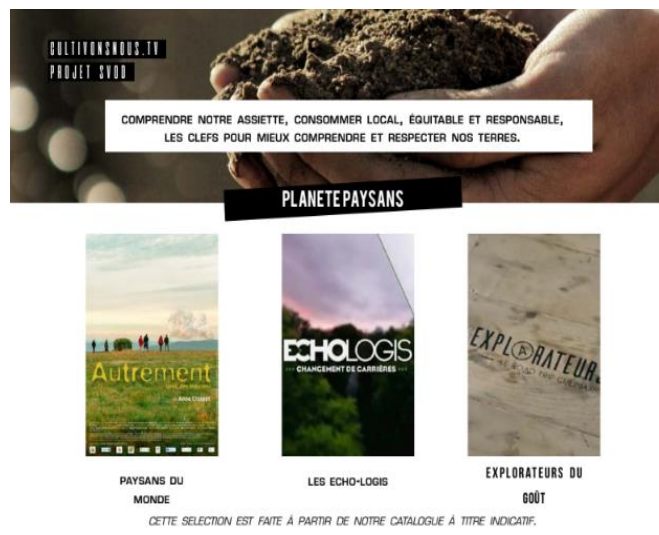
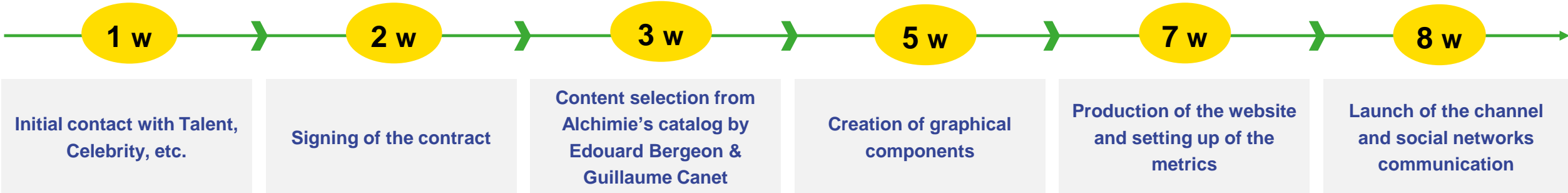
CULTIVONSNOUS.TV

Business case: launch of « CultivonsNous.tv » 6 months ago

Already more than 50,000 subscribers



8 weeks from the start of a relationship to the launch of a channel



DÉCOUVRIR, EXPLIQUER ET COMPRENDRE CEUX QUI NOUS NOURRISSENT

Des documentaires sur l'agriculture et ses pratiques, des portraits de celles et ceux qui nous nourrissent, des grands reportages sur les produits que nous mangeons, du champ à l'assiette et des émissions exclusives.



Avec Marion et mon pote Edouard Bergeon, nous sommes partis à la rencontre des paysans boulangers de demain, "Les Maîtres de mon moulin". Une rencontre extraordinaire avec @roland_feuillas qui m'a transmis sa passion et m'a donné envie de faire mon pain. Et pas n'importe lequel. Avec des Farines ancestrales !! Votre corps vous dira Merci 😊
Fermes les yeux, écoutez le pain chanter à la sortie du four à bois et humez son odeur qui vous ramène en enfance. On va vous donner env... Afficher la suite



7,9 K

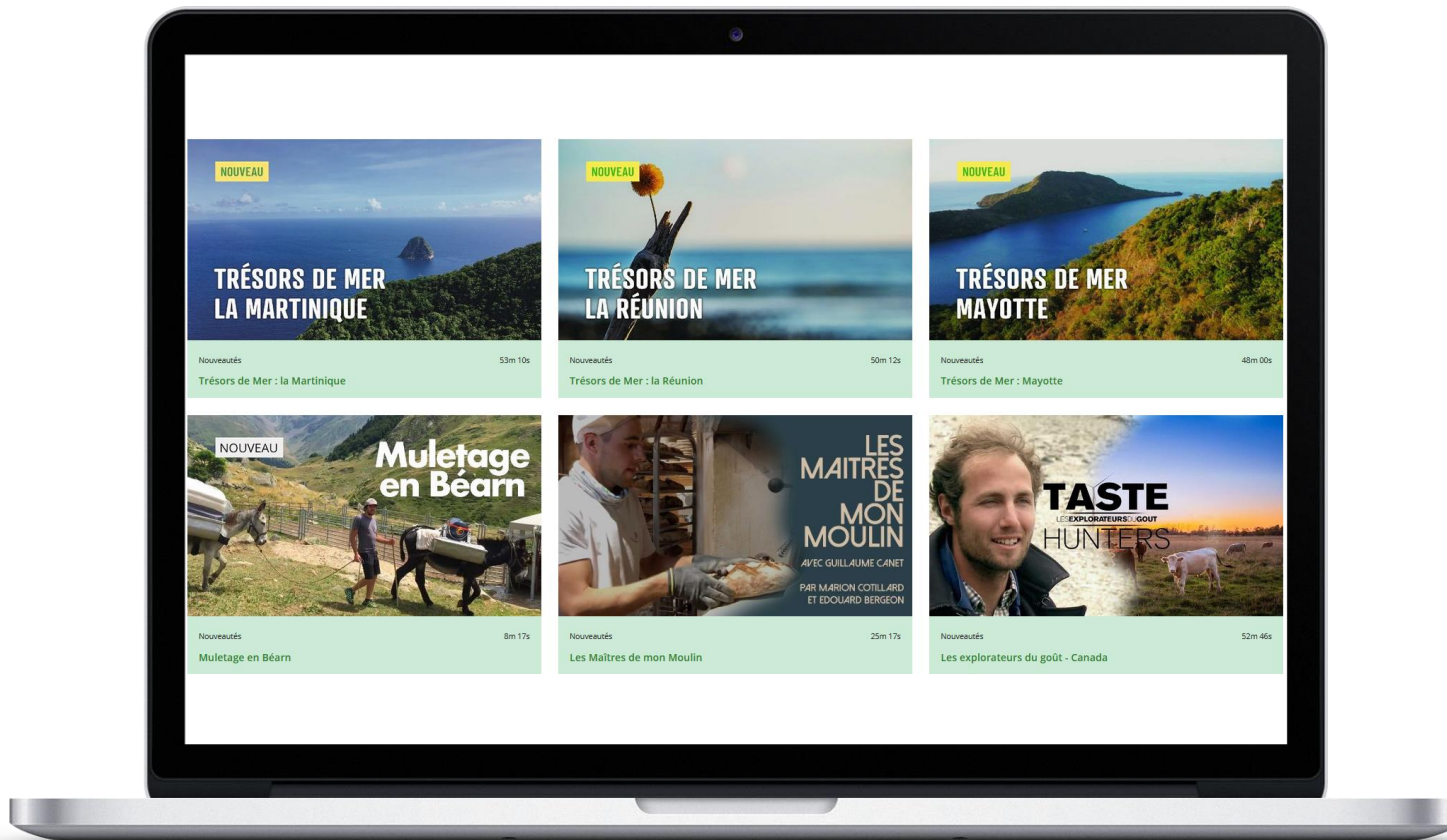
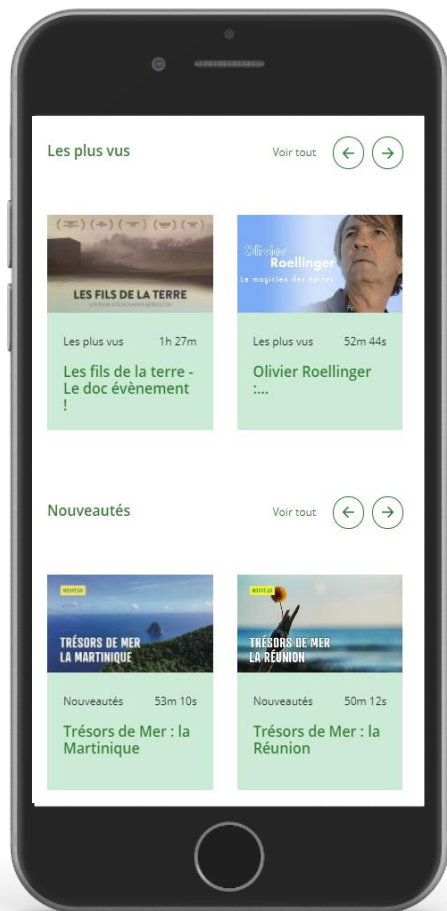
327 commentaires 1,3 K partages

CultivonsNous.tv catalogue:

portraits of those who feed us, documentaries on agricultural practices and reports on eating well, drinking well and the environment



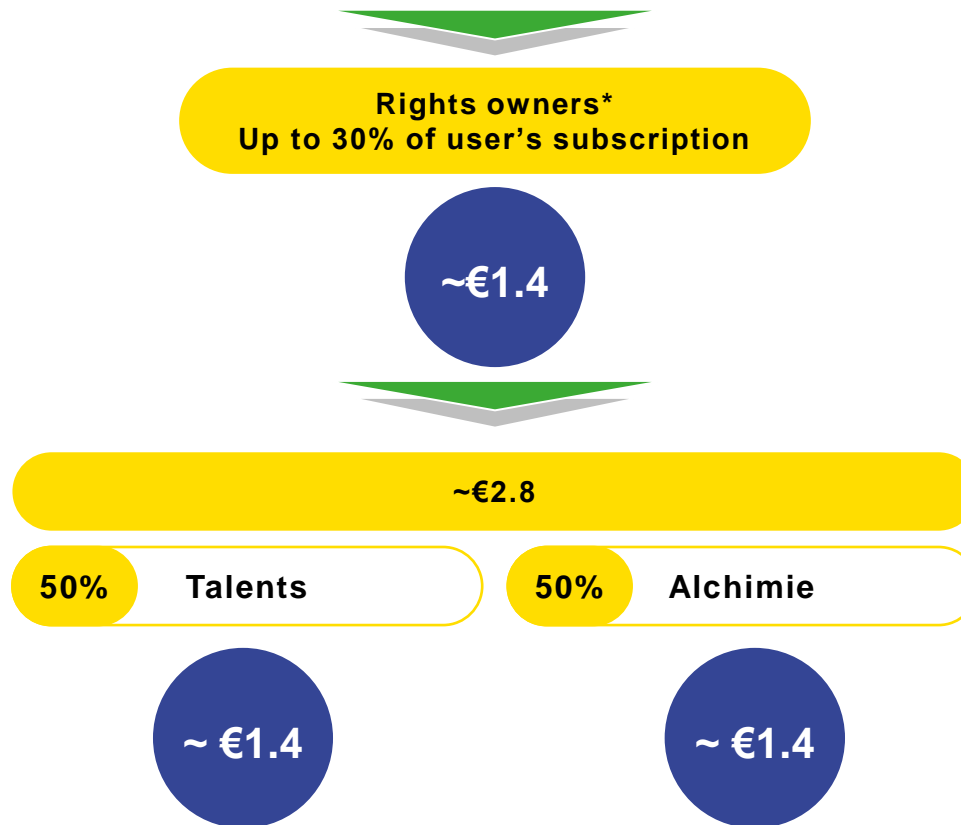
Most Viewed Documentaries



New documentaries

A unique revenue sharing model to co-publish and monetize content through new channels

Revenue sharing example
for a channel at €4.2 subscription/month (VAT excluded)



*Including copyright collecting and distribution organizations

SVOD model enables rapid monetization for thematic affinity content compared to A-VOD



1M Views / Month

1M People



Media & Talent



Dynamic Digital Distribution

10K subsc. / Month



Co-edition model with Media & Talent will boost channel launch abroad

Media Groups

-  Reworld Media   
-  Zinet Media 
-  Areion Group 
-  Prisma Media  
-  The Big Issue 

Celebrities

-  Jacques Attali - 1.6m followers on LinkedIn 
-  Guillaume Canet - 1.0m followers on Instagram 
-  Jérôme Le Banner - 250K+ followers on Facebook 
-  Dr. Karan – 2.0m followers on TikTok 

Youtubeurs

-  Mister Geopolitix 
-  Doktor Watson 
-  Astrono Geek 
-  Poisson Fécond 

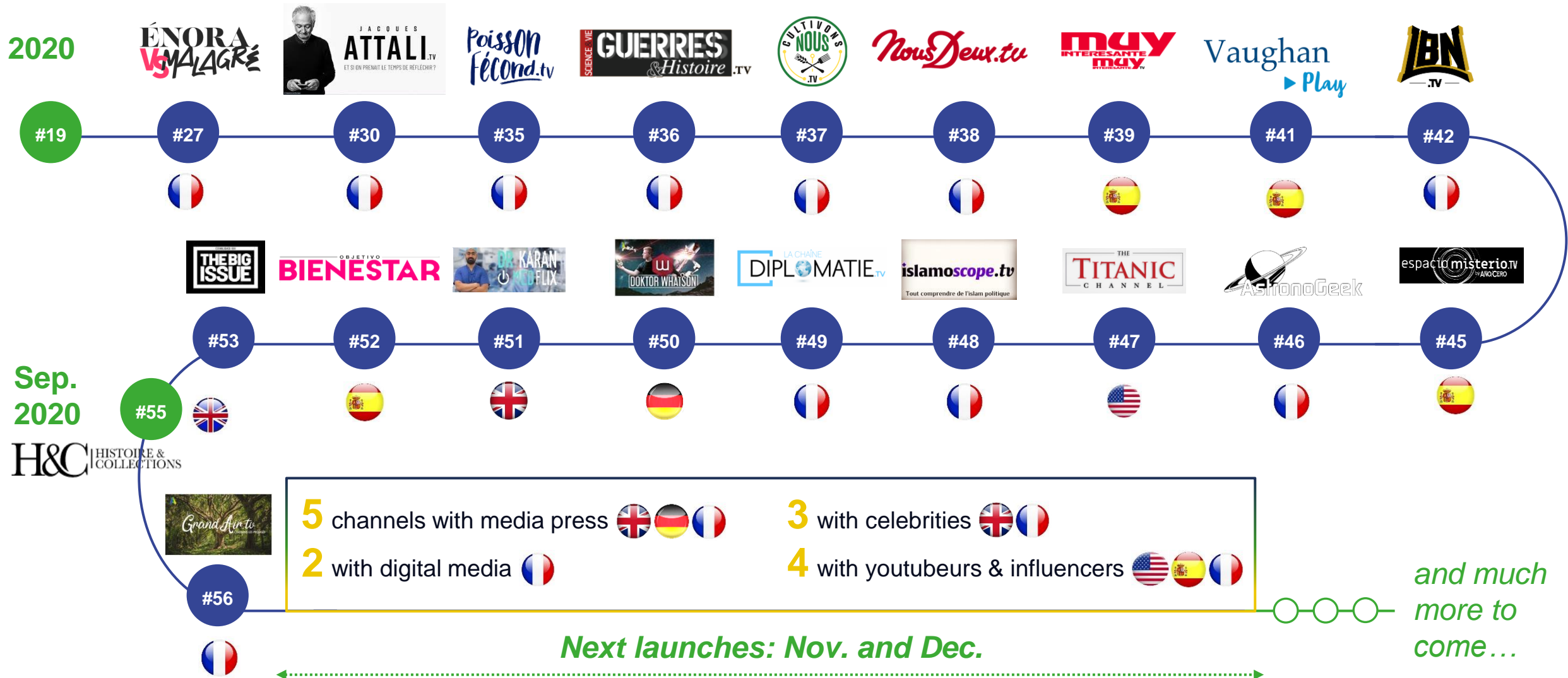
Producers

-   Zed (FR) 
-   Inverleigh (Aust.) 
-  The Titanic Channel (US) 
-  Millimages (FR) 

Others

-  Vaughan 
-  Army Stories 

Organic growth: up to 3 new channels per week



One mission: matching 3 types of needs to set-up a self-flying business model



RIGHTS OWNERS

Bring content through revenue sharing without guaranteed minimum payment

- Additional revenue to offset traditional business decrease
- Needs for digital distribution, support and marketing expertise



MEDIA & TALENT

Bring their brand and audience for additional monetization

- Influencers enrich their channel to become a real media
- Creators have an alternative to A-VOD financial model



DISTRIBUTORS

Bring traffic and billing systems to get incremental ARPU

- Looking for alternative content to differentiate from majors
- Partnering to avoid technical investment and offer simple access to thematic content

Alchimie
Dynamic Digital Distribution

A unique position gathering the main players of the fragmented TV/Video ecosystem

300+

RIGHTS OWNERS
AGREEMENTS

*Illimited video catalogue
of thematic content*



60+

DISTRIBUTORS

*An infinity
of platforms*

MEDIA & TALENT

*Bring their brand and audience
for additional monetization*

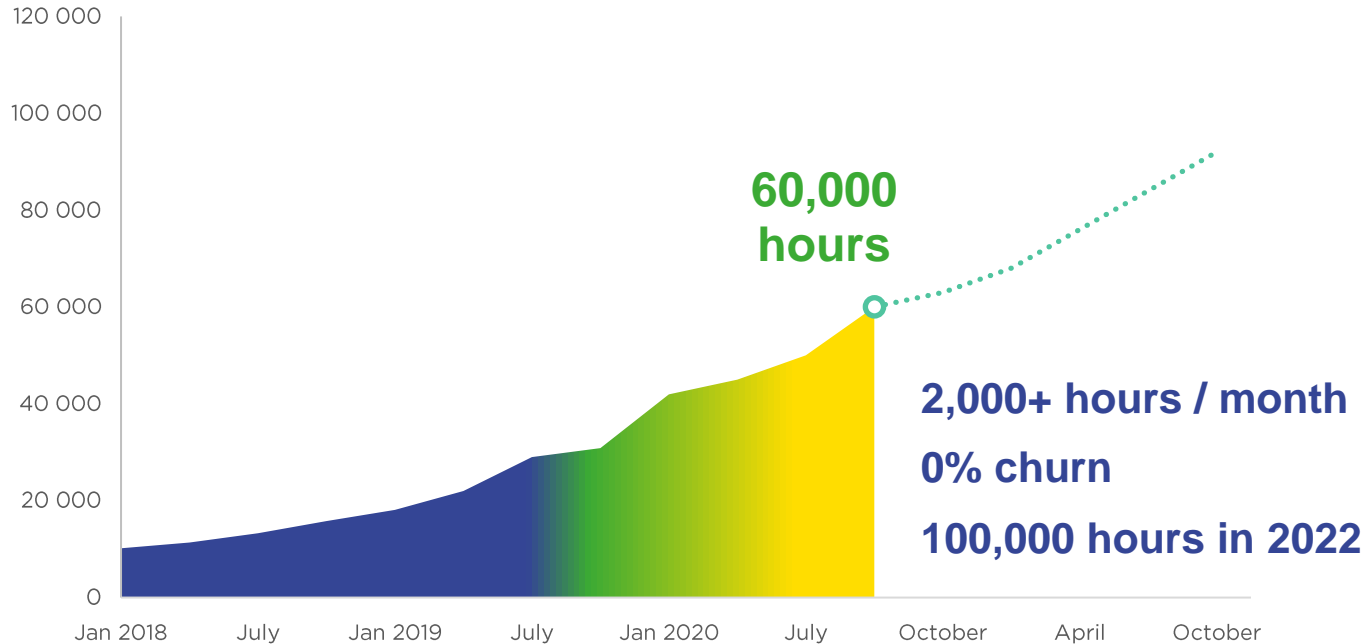


55+ channels

One of the largest international SVOD content library

Alchimie has aggregated a unique multilingual SVOD catalogue without guaranteeing minimum payment

Catalogue breakdown by language



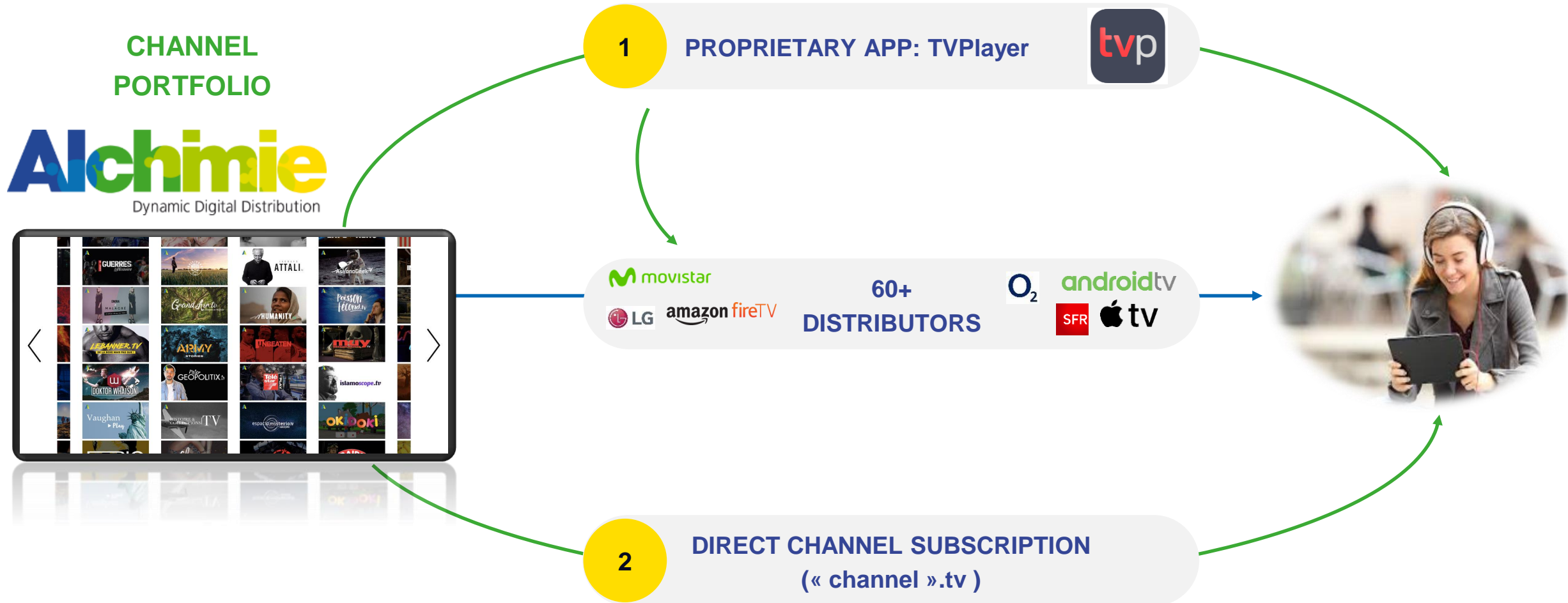
▶ 300+ Rights owners agreements



▶ Attending main industry events

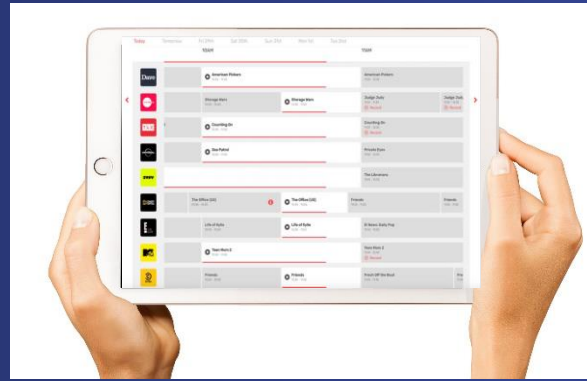
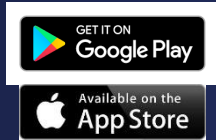


Multiple access points to Alchimie's channels

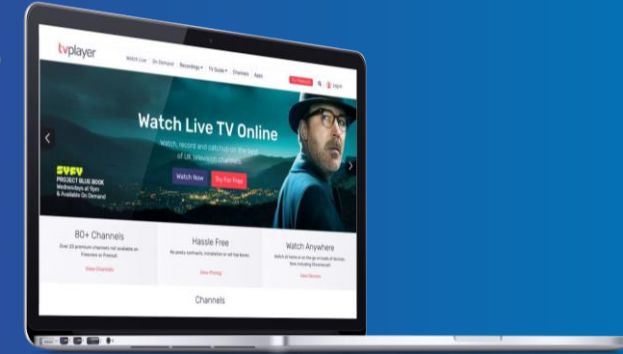
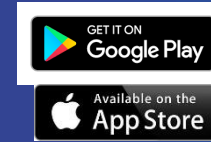


TVPlayer: on-demand access anywhere any time

...on mobile
with an app

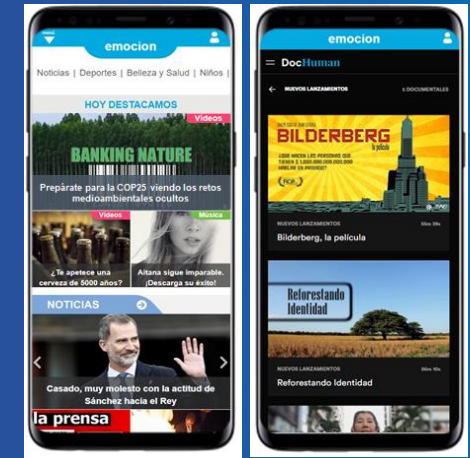


...on tablet
with an app



...on Amazon Fire

...on MOVISTAR



TVPlayer expansion planned in 2021 for German-speaking countries
and 2022 for LATAM

Alchimie: channels creation based on 4 main pillars

Engaged



Fans



Guide



Education

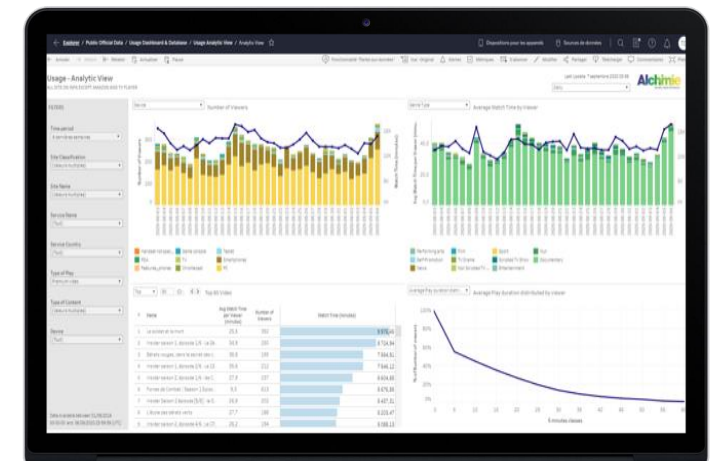
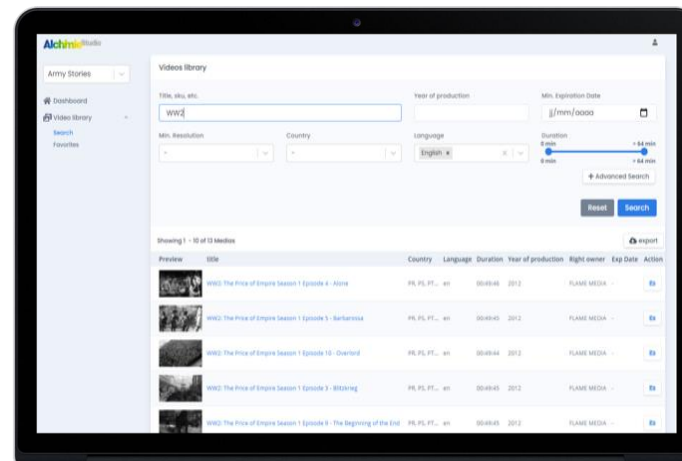
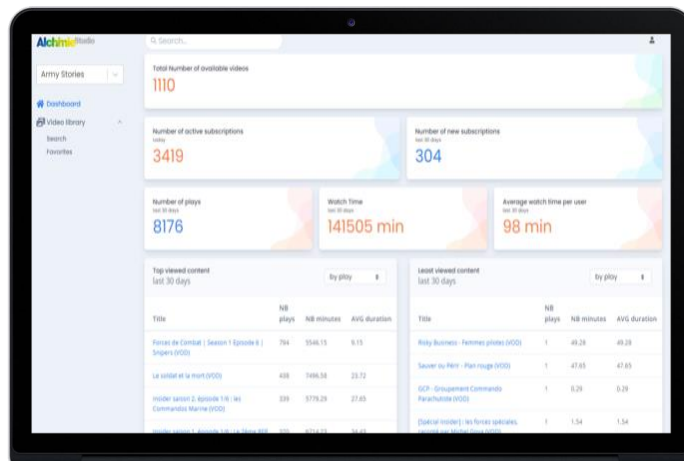


Alchimie Studio, a powerful tool to scale up

Register and manage rights owners and their content

Empower talent to select content and publish their channel

Provide data analysis to improve conversion, retention & viral growth



Advanced level of maturity on ESG criteria as validated by the Gaïa rating scoring: 70/100

An efficient people policy



- 14 nationalities
- Highly positive recommendations on work environment (Top 5% Happy@work)
- Loyal and engaged staff
- Home office before the pandemics

A societal footprint



- Eco-friendly offices
- Active environmental approach
- Local and inclusive partnerships in Seine-Saint-Denis



A transparent governance



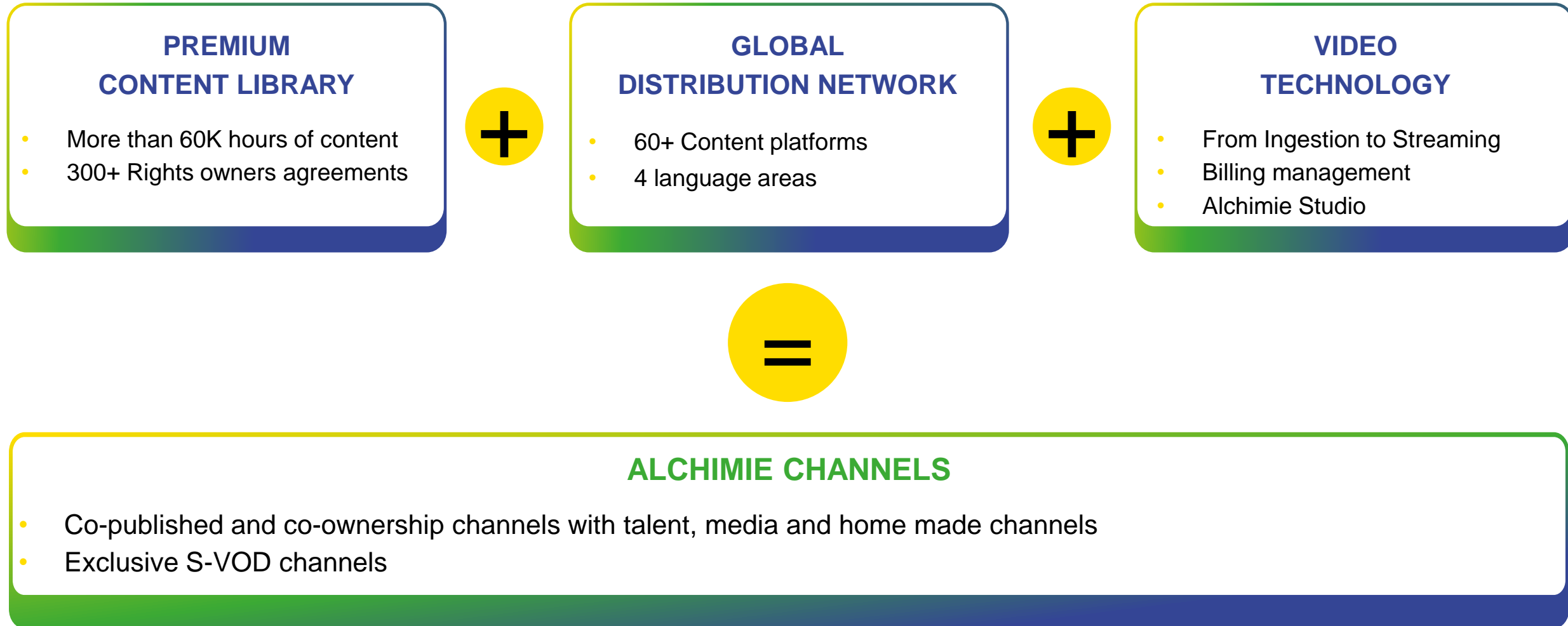
- Several committees (Audit, appointment and compensation)
- 3 independent board members out of 7 inc. 2 women
- 3 women in the ExCo

Alchimie's offer



- Environmental & societal content as cultivonsnous.Tv
- No violent or sexual content
- Donations to associations via subscriptions

Alchimie's model is supported by 4 main assets



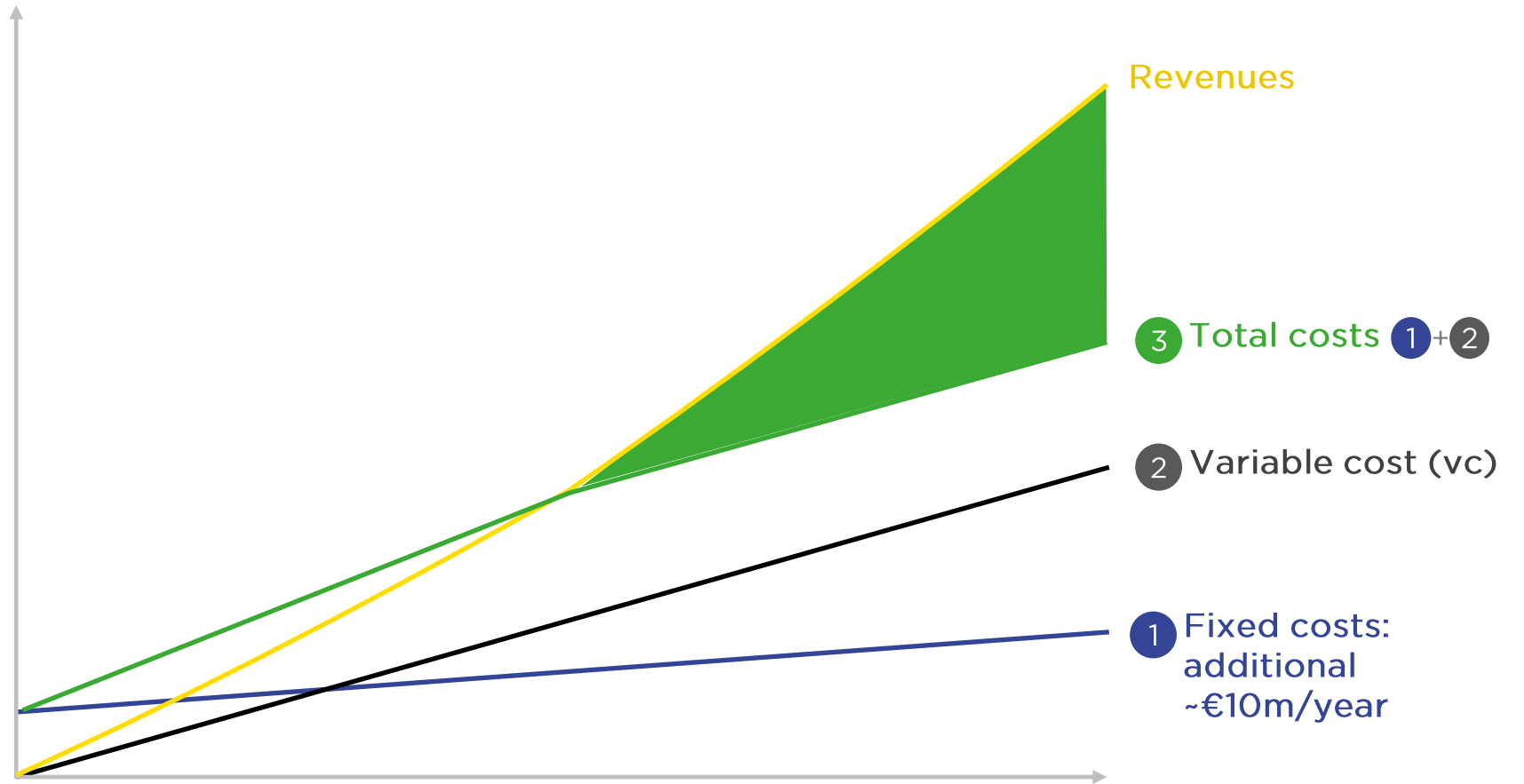


**4 A solid business model
generating value
for all stakeholders**

An OTT business model

Asset-light model

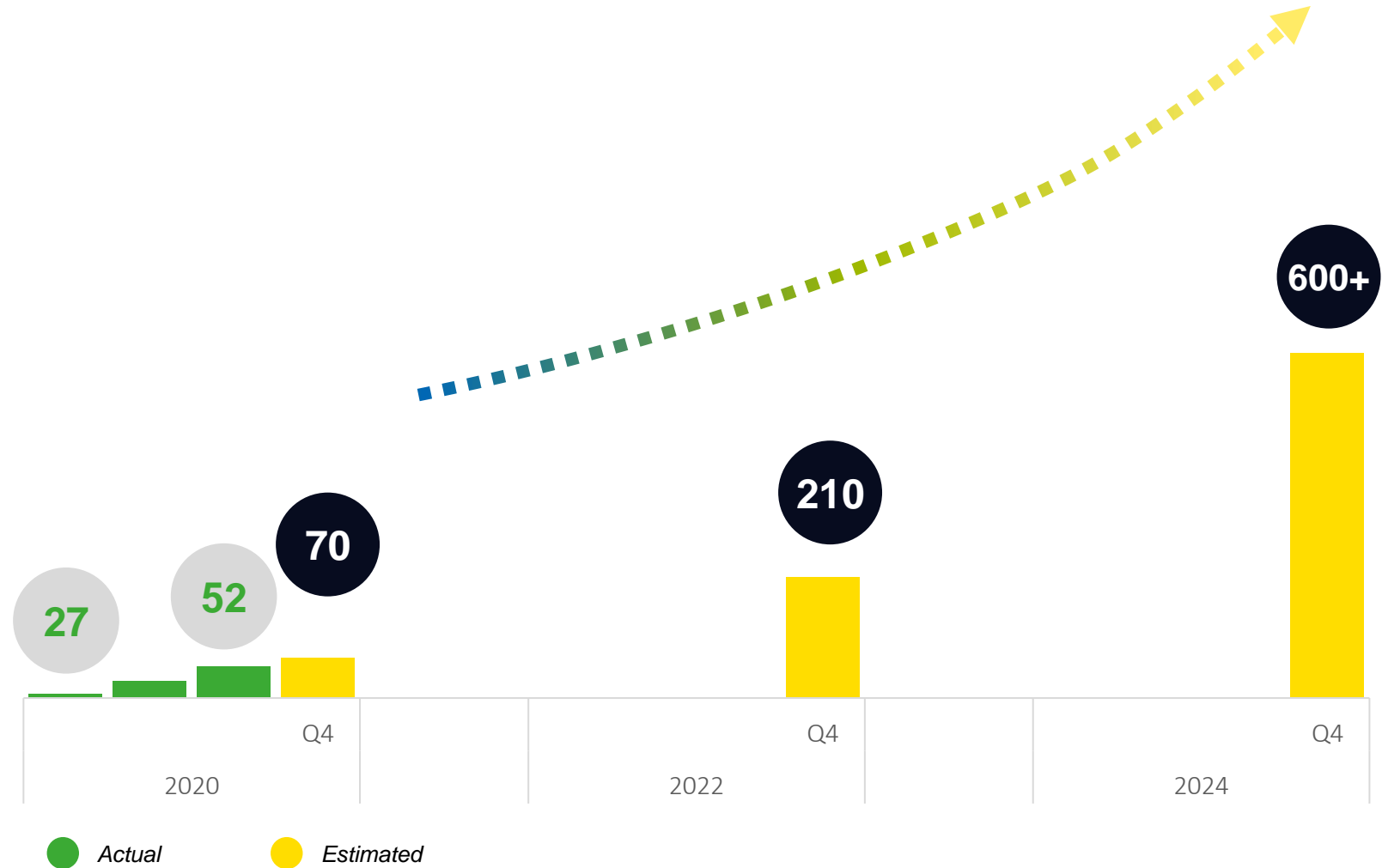
- Fixed costs: low structural costs, a worldwide studio
- Variable costs: running costs from channels
- No minimum guarantee
- Limited marketing expenses, Talents promoting their own channel



Evolution of the number of channels

#1 KPI Channels

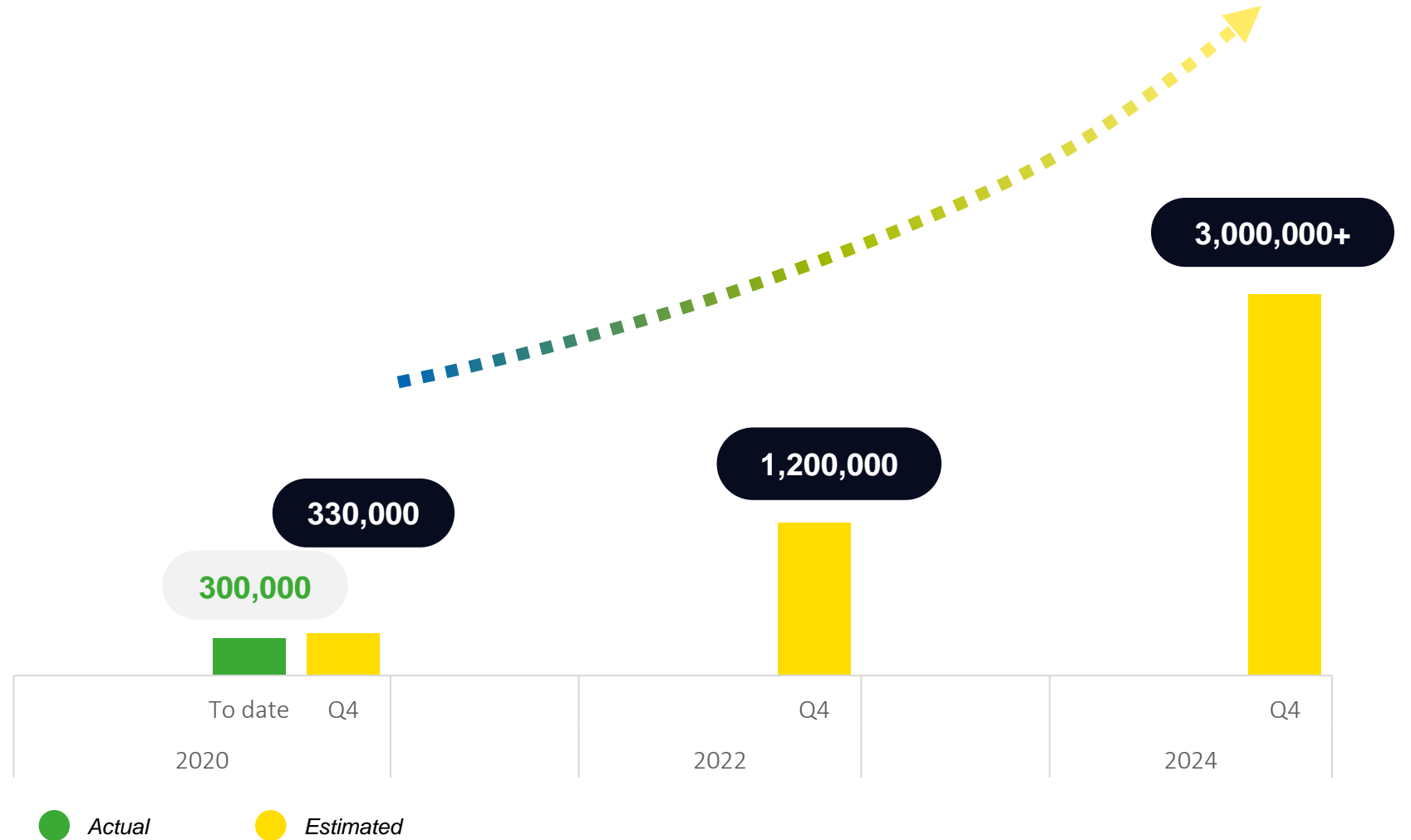
- 55 channels to date
- 2020: 70 channels out of which 80% in France
- In 2024:
 - About 70 channels on average in 10 countries
 - More than 600 channels thanks to numerous growth opportunities



Exponential growth of the customer base

#2 KPI Subscribers

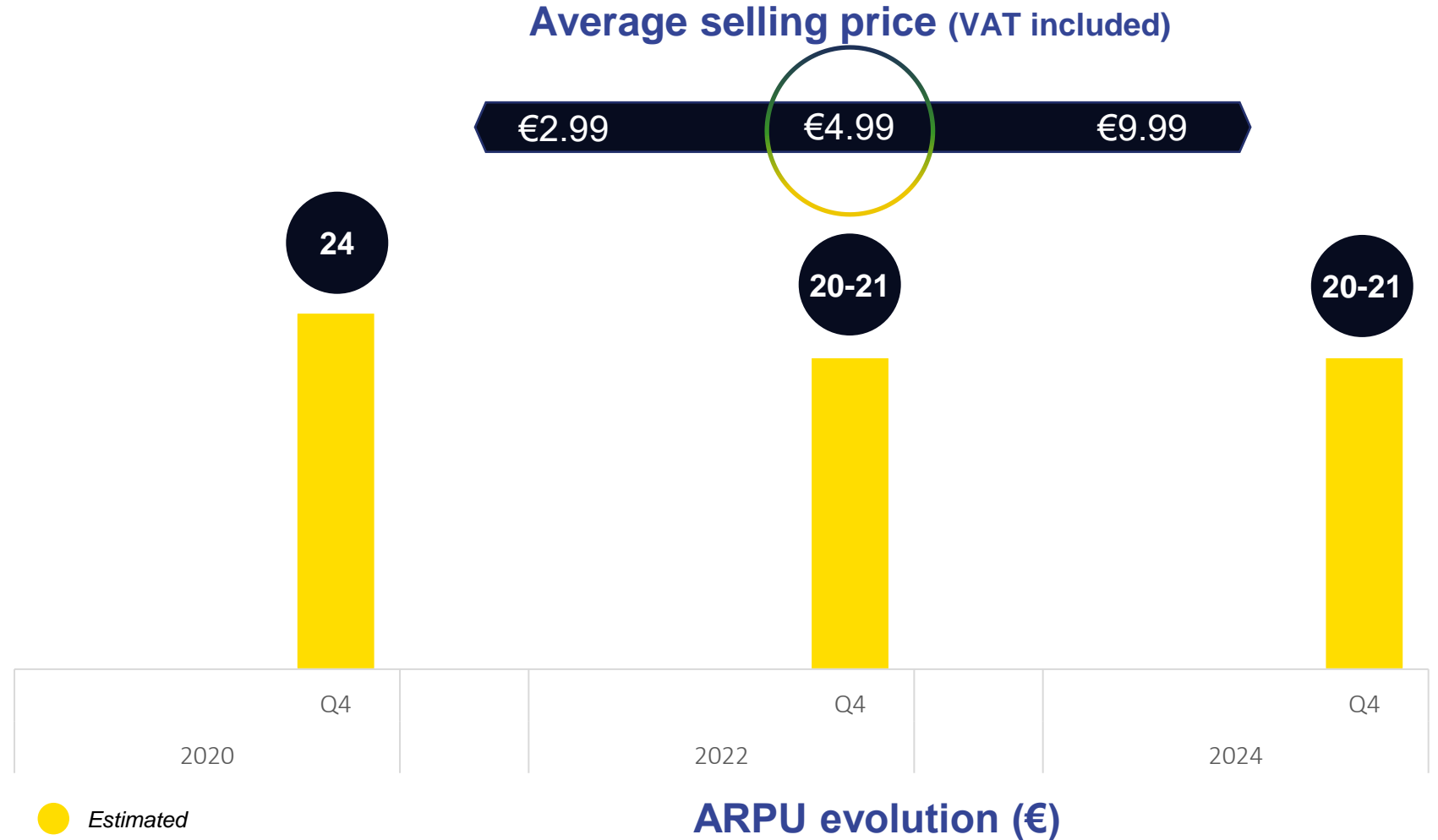
- ~300,000 to date
- End of 2020: an estimate of 330,000 subscribers
- 2024: an estimate of more than 3m subscribers
- Average of 5,000 subscribers per channel



12 month Average Revenue Per User

#3 KPI ARPU

- Average selling price at €4.99 (from €2.99 to €9.99)
- Growth driven by subscribers base not by revenue per subscriber
- A model already profitable per user
- Some channels may have a low churn (3%) with a consumption of only one hour per subscriber per month

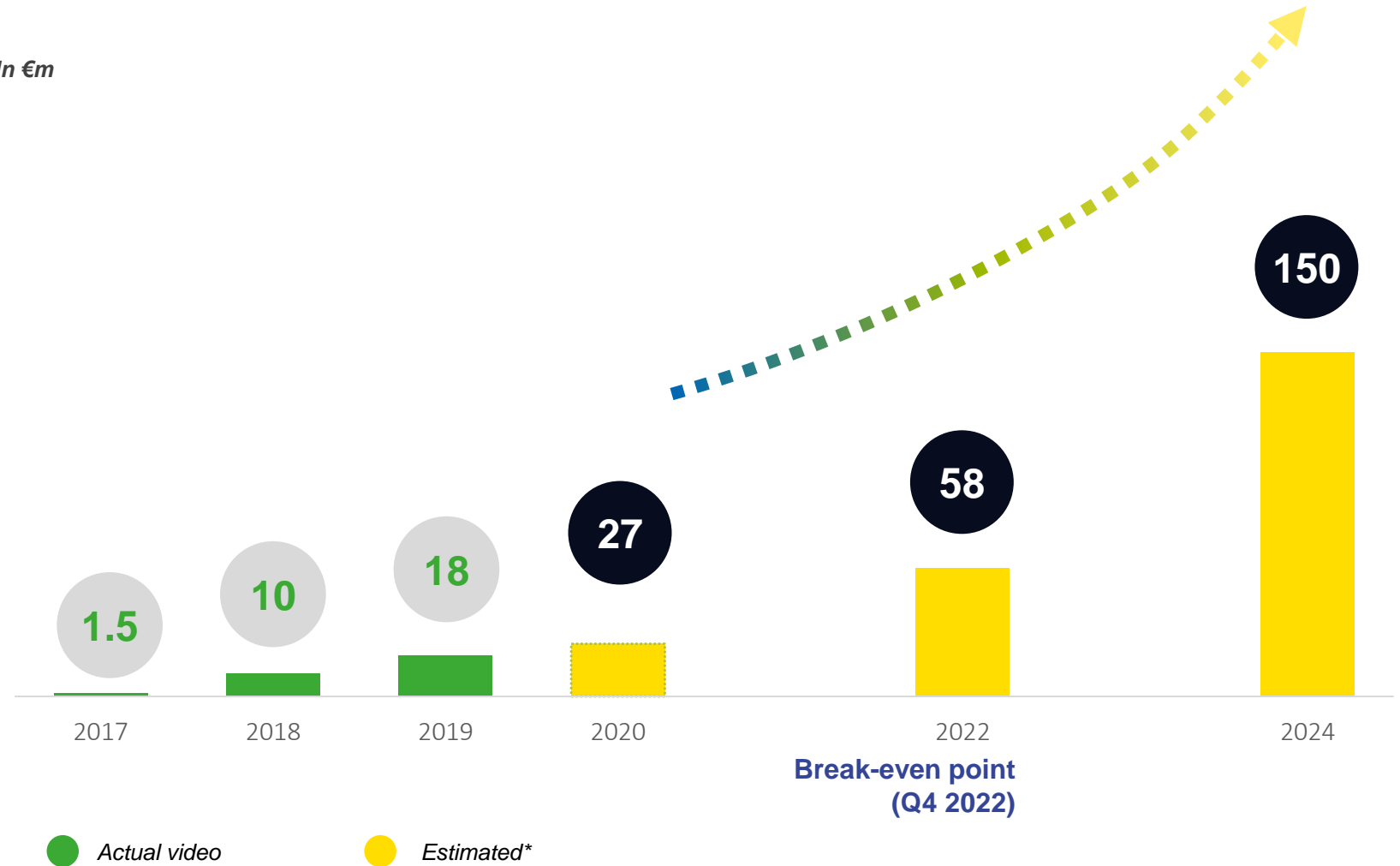


Strong growth of revenue

#4 KPI SALES

- Strong visibility of the business with an important part of 2021 revenue already booked at September 30, 2020
- High business resilience in the context of Covid-19
- Business model with a very strong residual revenue (sales signed but not received)
- Break-even should be reached with 210 channels in Q4 2022

In €m



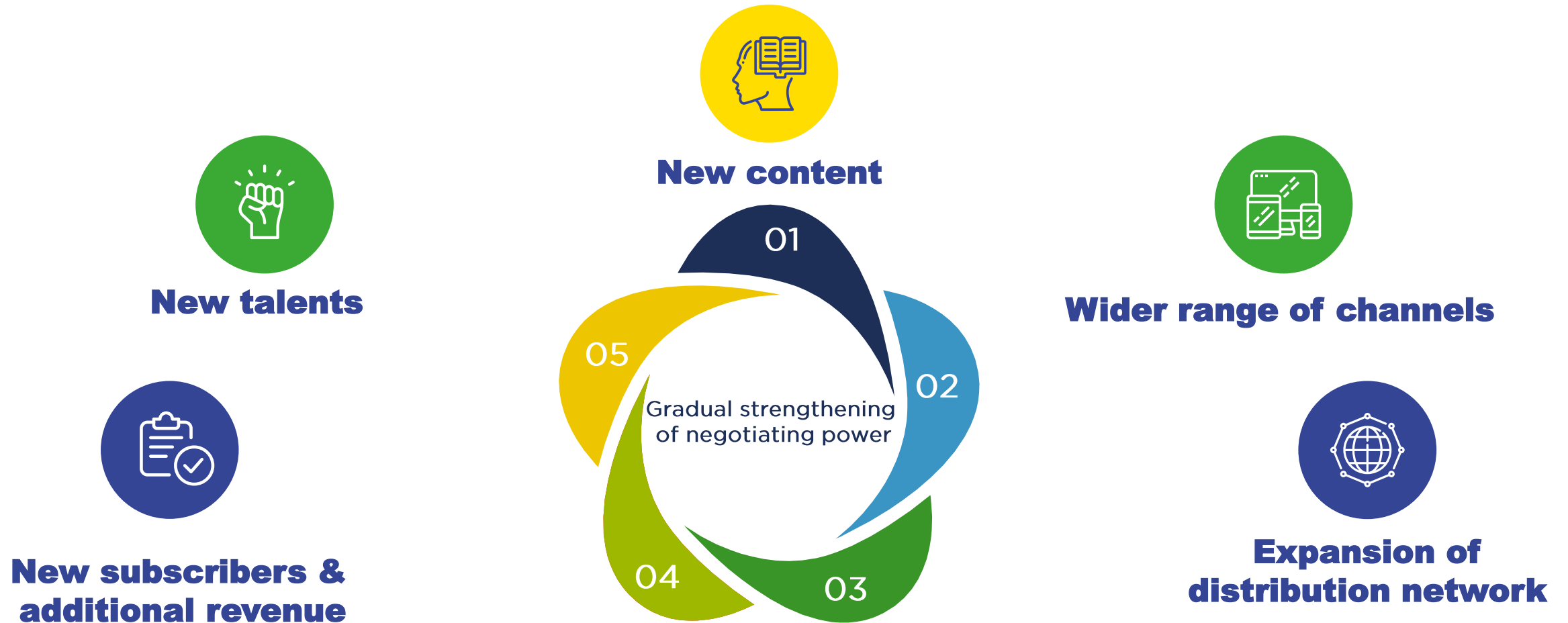
*Including residual revenue for Legacy activity

Pro forma P&L*

IFRS €m	Total pro forma 31 Dec. 2018	Total pro forma 31 Dec. 2019	Total pro forma 30 June 2019	Total pro forma 30 June 2020
Revenue	10.0	18.4	7.5	11.7
Cost of sales	(5.1)	(8.6)	(3.4)	(6.0)
Gross margin	4.9	9.8	4.1	5.6
<i>% of revenue</i>	50%	53%	55%	48%
Technology and development costs	(1.8)	(2.4)	(1.0)	(1.8)
Marketing and sales expenses	(9.4)	(12.9)	(6.0)	(7.4)
General and Administrative Expenses	(2.7)	(3.0)	(1.4)	(2.4)
Operating income	(8.9)	(7.7)	(4.3)	(6.0)
<i>% of revenue</i>	-89%	-42%	-57%	-51%
	Growth revenue FY 19/18:		Growth revenue HY 20/19:	
	+83%		+56%	

*Video only

A continuous improvement business model with multiple levers and progressive outsourcing of costs



5 Strategy & outlook

Development strategy



Organic growth



**Wider range
of channels**



**New rights
owners and
distributors**

**Up to 3 new channels
per week and more
than 100K hours of videos**



International expansion



**International structuring of the
company**

**Recruitment of key people
in the main language area**



M&A strategy



**Opportunistic external
growth policy**

**Synergies: portfolio,
distribution and geography**

Profitability target and sales objectives

Short-term



Revenue 2020e
c.€27m

Mid-term



Revenue 2022e
c.€58m

Ebit break-even
in Q4 2022

Long-term



Revenue 2024e
c.€150m

Long term Ebit margin
20%+

Why invest in Alchimie?

01

A strong positioning disrupting a huge market boosted by cord-cutting and the pandemics

02

A unique expertise in the OTT industry supported by 4 main assets building strong barriers to entry

03

A solid business model generating value for all stakeholders

04

A virtuous circle development strategy well balanced between organic and M&A

Ce n'est pas celle que vous croyez !

Details of the operation



Main terms of the operation

Listing and identification codes

- Euronext Growth Paris
- Label: Alchimie
- ISIN Code: FR0014000JX7
- Mnemo: ALCHI



Structure of the offering

- **Global offering including:**
 - A **Public Offering in France** in the form of an Open Price Offering, mainly intended for retail investors
 - A **Global Placement** intended for institutional investors, including a private placement in France and an international private placement in certain countries (except, in particular, the United States of America, Canada, Australia and Japan)

Size and price of the offering

- **Indicative Price Range** comprised between €15.50 and €20.96 per share
- **Capital increase** up to 1,179,374 new ordinary shares (corresponding by way of indication to an amount of €21.5 million, including issue premium, based on the mid-point of the Indicative Price Range), in the event of full exercise of the primary extension clause
- **Subscription commitments** of €3.0m from Arbevel and and €500,000 from HO Industries SAS, majority owned and chaired by Jean-Philippe Hecketsweiler, Director of the Company
- **Sale of existing shares** by HLD Europe in the event the secondary extension clause is exercised in full, of up to 82,281 ordinary shares and up to 189,248 additional divested shares in the event that the overallotment option is exercised in full (corresponding to €1.5 million and €3.4 million respectively, based on the mid-point of the Indicative Price Range)

Post-IPO market cap and free float

- €68m - €92m post IPO market cap (throughout indicative price range / before exercise of the extension clause and overallotment option)
- 25,0% free float before exercise of the extension clause and overallotment option (at mid-point of the indicative price range)
- 31,9% free float in case of full exercise of the extension clause and overallotment option (at mid-point of the indicative price range)

Lock-up

- **Lock-up commitments:**
 - Historical shareholders (HLD Europe SCA, Iseran Management, executives and managers including Nicolas d'Hueppe): 360 days
 - Company's lock-up : 180 days

Bank Syndicate

▪ **Global Coordinator, Joint Bookrunner and Lead Manager**
Listing sponsor



GRUPE SOCIETE GENERALE

▪ **Joint Bookrunner and Lead Manager**



Use of proceeds



c. 75% dedicated to organic growth

Mainly through recruitments, enabling it to:

- accelerate the pace of development of SVOD channels in France; and
- internationally, focusing primarily on the English, French, Spanish and German-speaking regions.



c. 25% dedicated to external growth

Acquisitions should allow to generate synergies through the following criteria:

- physical presence in a new country;
- opening up new partnerships;
- existence of a catalog of rights without any major costs,
- distribution agreements with major players, mobile or Internet traffic that can be monetized with video;
- technical synergies that will strengthen the platform or reduce its operating costs.

The additional funds raised if the Primary Extension Clause is exercised will also be used to continue external growth operations.

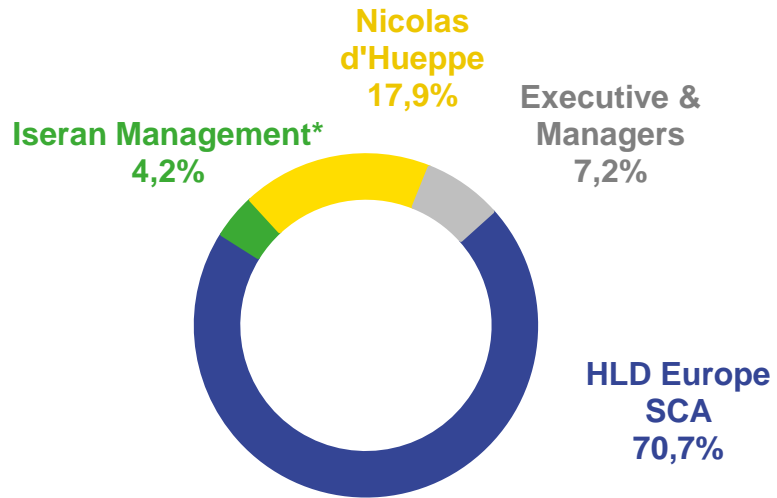
Indicative timetable of the operation

▶ 9 November 2020	<ul style="list-style-type: none">● Prospectus approval by the AMF
▶ 10 November 2020	<ul style="list-style-type: none">● Opening of the OPO and the Global Placement
▶ 23 November 2020	<ul style="list-style-type: none">● Closing of the OPO at 5:00 pm (Paris time) for physical subscriptions and at 8:00 pm (Paris time) for online subscriptions
▶ 24 November 2020	<ul style="list-style-type: none">● Closing of the Global Placement at 12:00 am (Paris time)● Determination of the Offering Price● Signature of the Placement Agreement● Publication by Euronext of the notice of the result of the Offering● Dissemination of the press release indicating the Offer Price and the result of the Offer
▶ 26 November 2020	<ul style="list-style-type: none">● Settlement and delivery of the OPO and Global Placement
▶ 27 November 2020	<ul style="list-style-type: none">● Trading of the Company's shares on Euronext Growth, on a trading line entitled "Alchimie"
▶ 24 December 2020	<ul style="list-style-type: none">● Deadline for exercising the Over-Allotment Option● End of any stabilization period

Shareholding structure

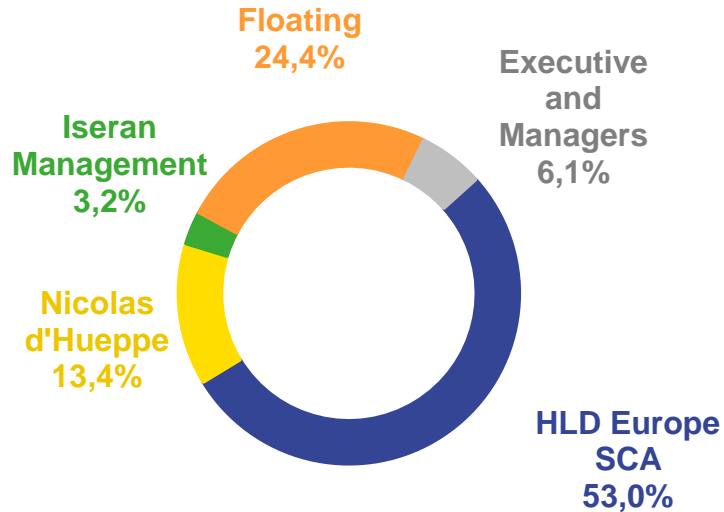
Pre-operation

Share capital on a non-diluted basis

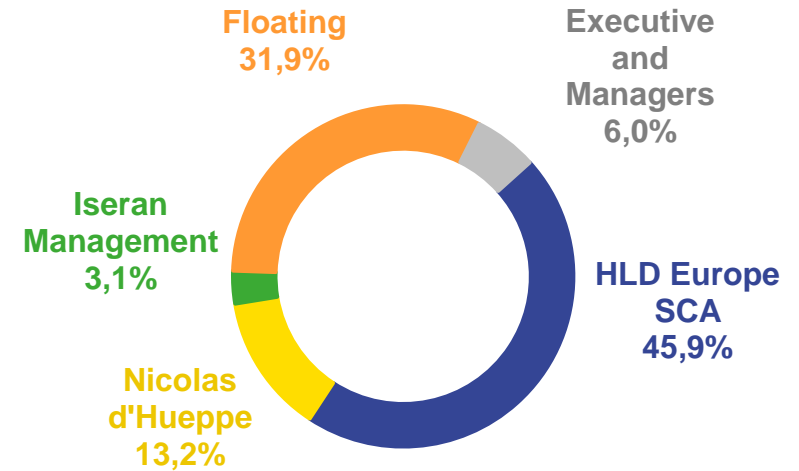


Post-operation

Before the Extension Clause and the Over-Allotment Option exercise



After the Extension Clause and the Over-Allotment Option exercise



** holding company 100% owned by Mr. Nicolas d'Hueppe within which the latter performs the functions of manager*

Appendices



Board of Directors



Nicolas d'Hueppe
Chairman and
CEO

- Previous CEO of Cellfish
- Accor / Lagardère
- VP Croissance Plus



Gabriel Fossorier
Board member
HLD

- 52Entertainment – Board member
- HLD – Board member
- HLD AE – Board member
- Perfectis Private Equity – CEO
- Sollya – Chairman



Xavier Buck
Board member
HLD

- Datacenter Luxembourg SA – Board member
- CDCL SA – Board member
- Domain Invest (DI SA) – Board member
- EuroDNS SA – Board member
- HLD – Board member



Jean-Philippe Hecketsweiler
Board member

- FH4 S.A.S – Chairman
- Filorga Initiatives – Board member
- Fonds de dotation pour la création de la Fondation Descartes – Chairman



Florence Lagrange
Independent
Board member

- Founder of Antigone Advisory
- Board member of Nacon
- Previous Head of Research and Fund manager (Trusteam)
- Buy-side analyst (Fontenay Gestion)



Elisabeth Maugars
Independent
Board member

- Non-Executive Director at StoneArb Investments Limited
- Strong experience in Investment banking (Morgan Stanley, Credit Suisse)



Cédric Ponsot
Independent
Board member

- Watchever Group – Chairman and board member
- English Attack. – Independent board member
- Des Cocottes et du Gratin – founder and board member

An international player reaching the 5 continents through the 4 linguistic areas

5 offices worldwide targeting key audiences in each language

- Paris for headquarters and French speaking countries (104 staff)
- London for UK, US and English speaking countries (6 staff)
- Madrid for Spain and LATAM (3 staff)
- Dusseldorf for Germany and North and Central Europe (11 staff)
- Sydney for Australia and English speaking Asiatic countries (1 staff)

