



Asia's Next-Generation Media and Data Analytics Company

Company Snapshot

April 2025

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Adjusted EBITDA is our preferred metric for profitability because we believe it facilitates operating performance comparisons on a period-to-period basis and excludes items that we do not consider to be indicative of our core operating performance. We define adjusted EBITDA as profit (loss) for the period excluding depreciation expenses and amortization expenses as well as extraordinary items associated with one-time events and transactions, such as one-time transaction-related expenses not eligible for capitalization and one-time transaction-related impairment losses.

Our management does not consider these non-IFRS measures in isolation or as an alternative to financial measures determined in accordance with IFRS. The principal limitation of these non-IFRS financial measures and reconciliations is that they exclude significant expenses and income that are required by IFRS to be recorded in TNL Mediagene’s financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgment by management about which expense and income are excluded or included in determining these non-IFRS financial measures.

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Important Additional Information and Where to Find It

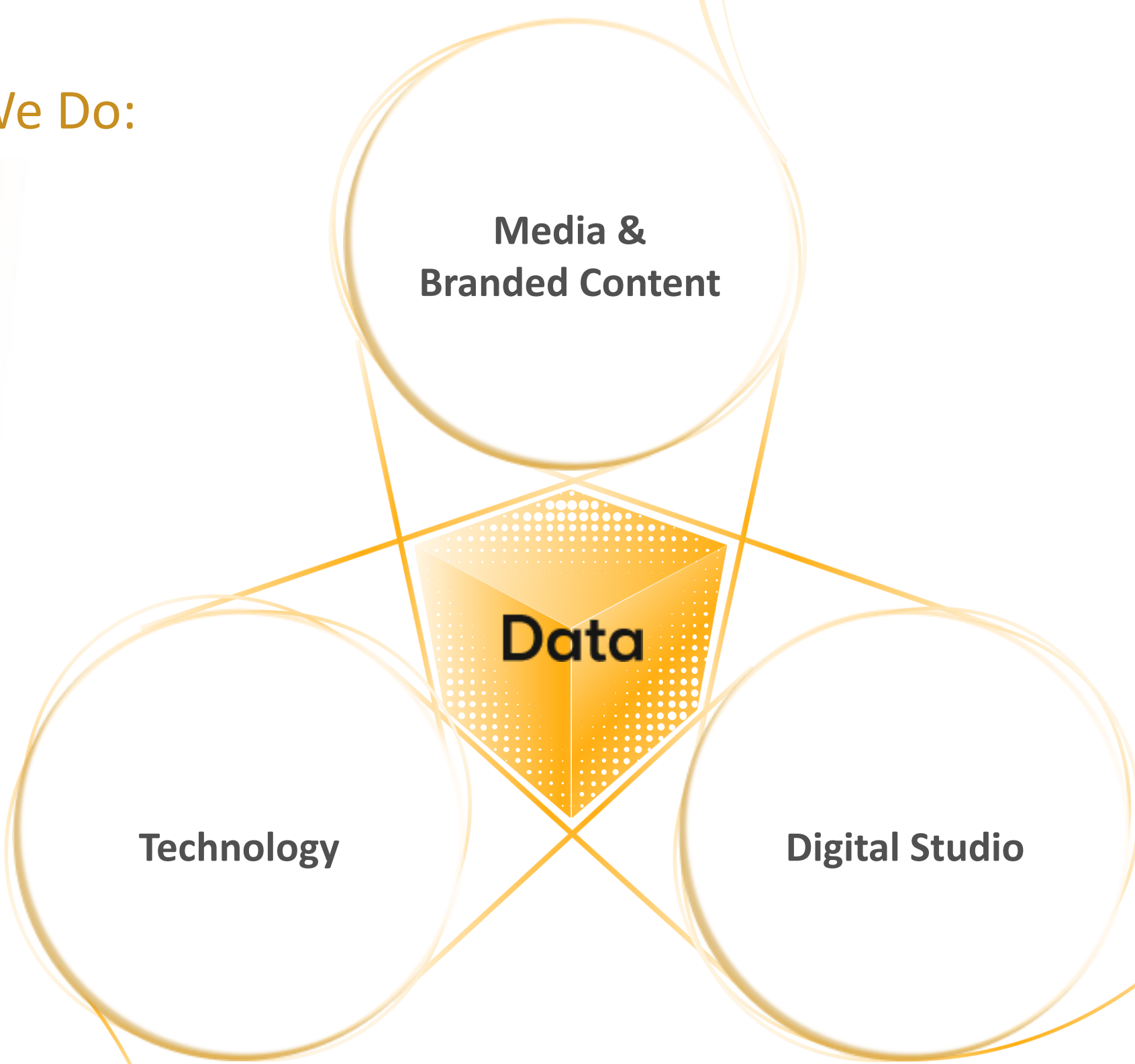
Our annual report for the fiscal year ended December 31, 2024, when available, can be obtained, without charge, at the SEC’s website at www.sec.gov or on our website at www.tnlmediagene.com.

We are a Media, Digital and Technology Company with Data at its Core

TNL Mediagene Profile:

| | |
|--|--|
| 25 Content brands | 500 Employees |
| 189M+ Monthly digital footprint ¹ | 850+ Customers |
| 45M+ Monthly unique users ² | Global Diverse customer base |
| \$35.8M 2023 revenue ³ | Tokyo Head office |

What We Do:



Sources: Company data and Google Analytics as of March 31, 2025. Company calculations based on US Census Bureau 2024 estimates, Pew Research Center for demographic data and Statista study for 2022 ad spending data published March 6, 2024.

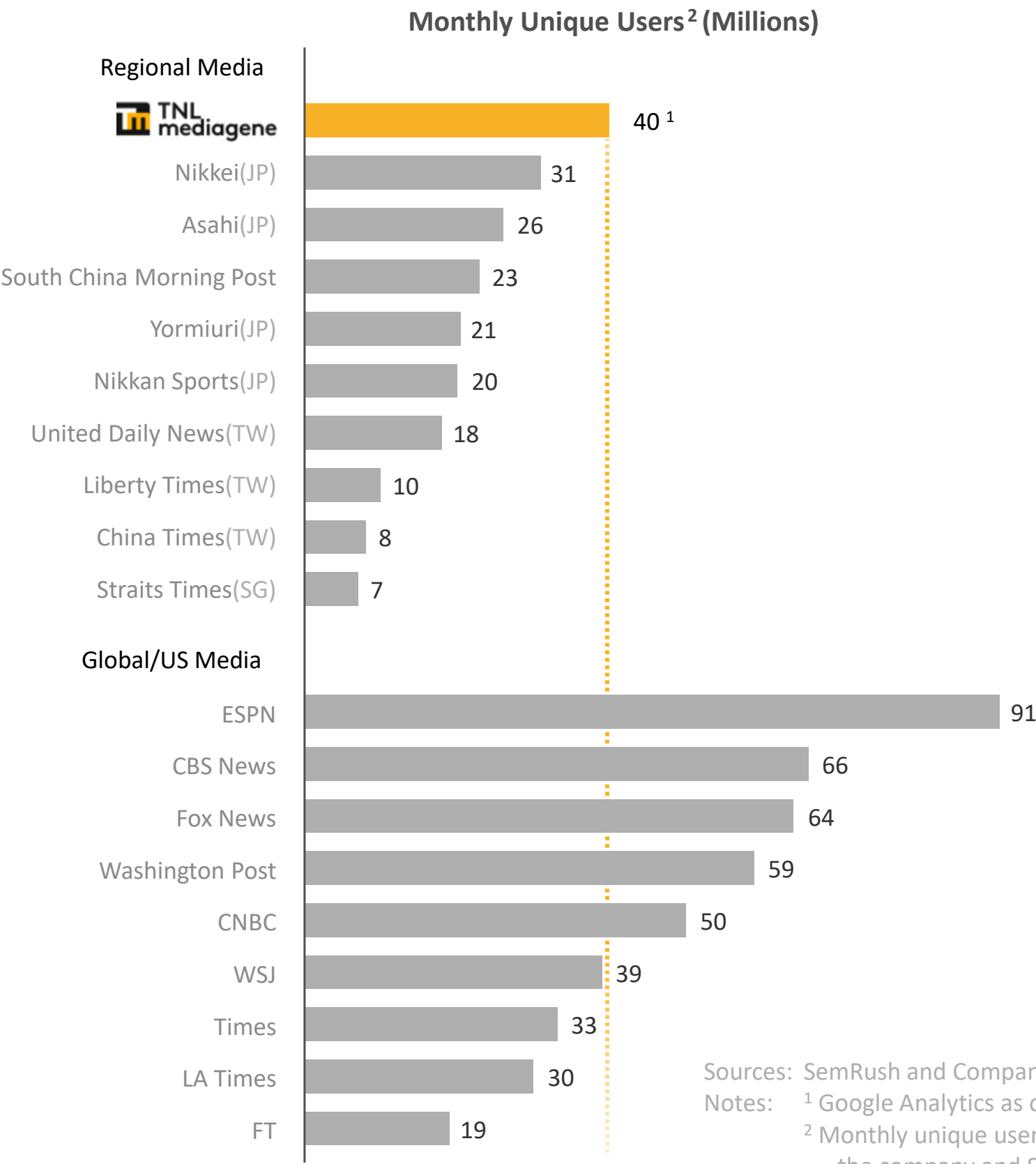
Notes: ¹ Digital footprint comprised of average monthly views during the most recent available Company data for the twelve months ended March 31, 2025.

² Monthly unique users refers to the average monthly unique users of owned sites and Social platforms (YouTube + TikTok) based on the Company data for the twelve months ended March 31, 2025.

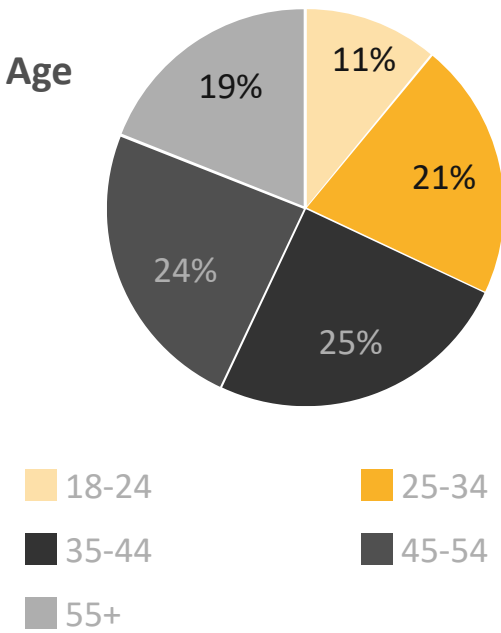
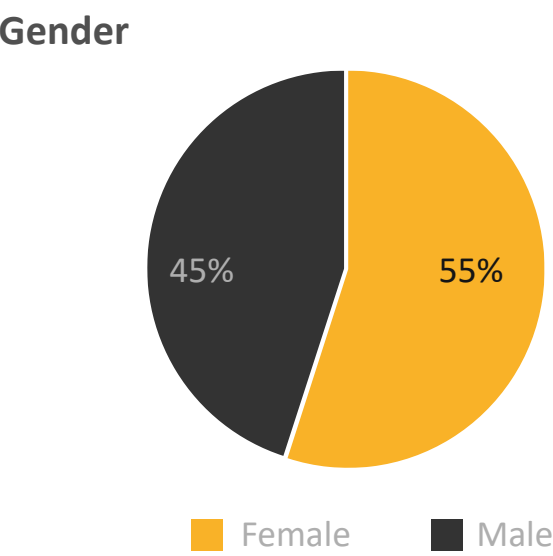
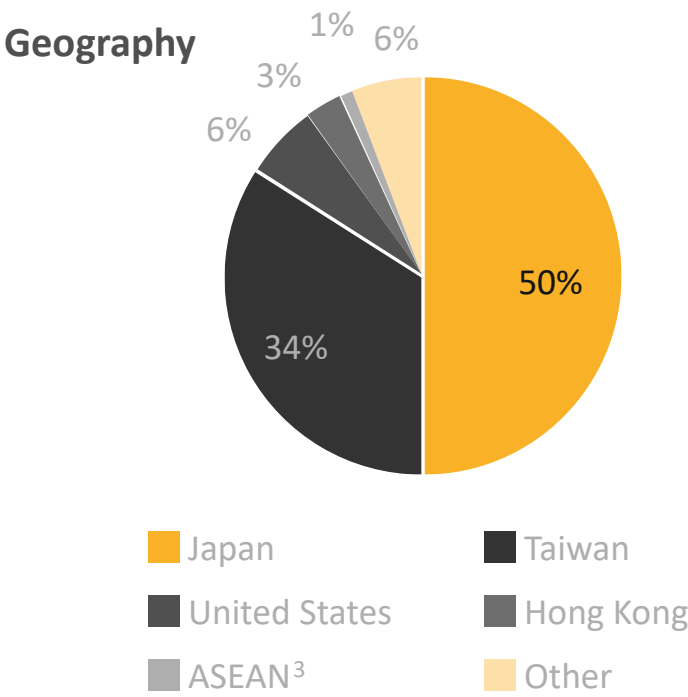
³ Audited revenue for 2023.

...With a Global Scale, a Diverse, Regional Audience...

TNLMG Outranks Major Asian Media and is Comparable to Major US Media



Audience Profile¹



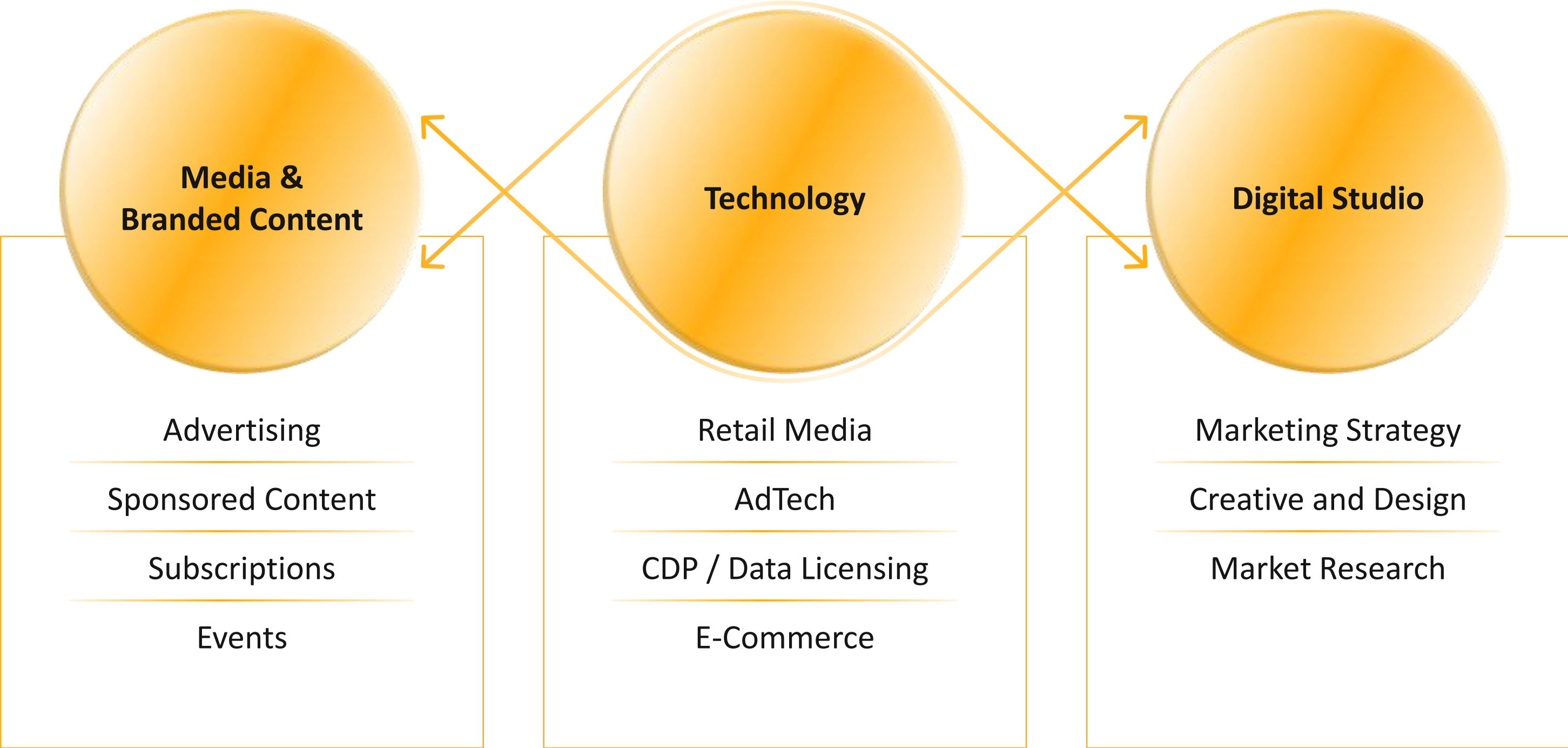
Sources: SemRush and Company data as of February 29, 2024.

Notes: ¹ Google Analytics as of February 29, 2024.


























² Monthly unique users comprised of average monthly unique users of owned sites based on most recent available data sourced from Google Analytics for the company and Semrush for other media for the three months ended February 29, 2024.

³ ASEAN refers to Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

We Generate Revenue from 11 Sources Across Three Interconnected Business Units



We Operate 25 Media Brands Across Five Categories

| News & Business | B2B Media | Technology | Lifestyle & Food | | Sports& Entertainment |
|---|--|---|---|---|---|
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|  |  |  |  |  |  |
| |  |  |  |  |  |
| |  | | |  | |

...and a Large, Prestigious Customer Base

Advertisers are global, regional, and diversified across sectors.

docomo

Adobe

ORIX

SHISEIDO

amazon



Allianz 

Panasonic

SONY

BenQ

HONDA

Deloitte
デロイト トーマツ

Google

Daiwa
Asset Management



indeed

POLA

RECRUIT

BANDAI NAMCO

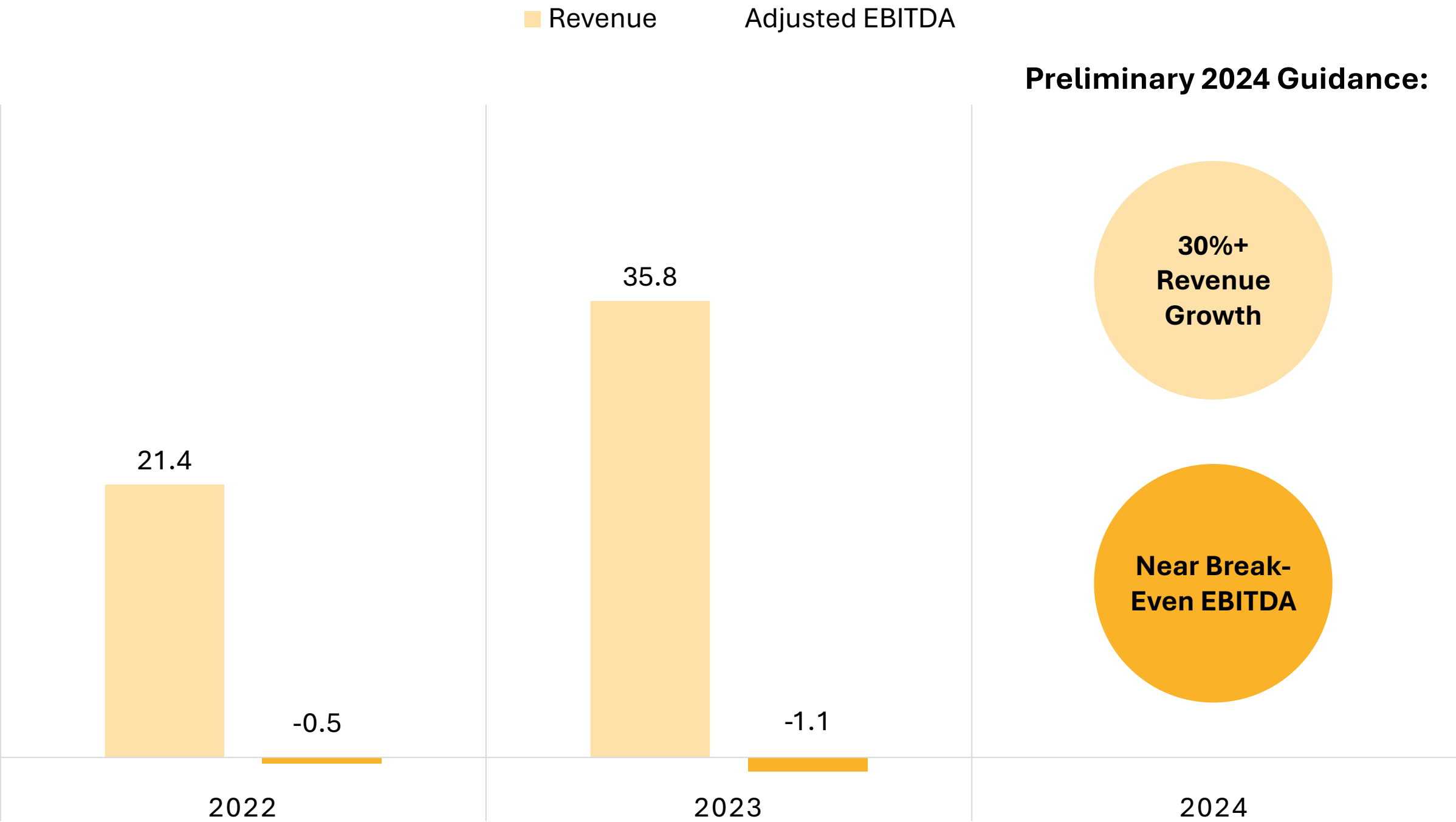
LION

 株式会社 J R 東日本びゅうツーリズム & セールス
JR EAST VIEW TOURISM AND SALES COMPANY LIMITED

Notes: This list represents a subset of our broader client base since July 2021.

We are Scaled, Fast Growing and Cost Efficient

Revenue Growth Year-on-Year and Adjusted EBITDA¹
(\$US Millions)



Notes: ¹ 2024 guidance is preliminary and adjusted for extraordinary items, including one-time DeSPAC and IPO expenses, and one-time transaction-related impairment losses. 2023 adjusted EBITDA excludes one-time transaction-related costs of approximately \$3.2 million incurred in connection with the acquisition of Mediagene and preparation for DeSPAC as well as \$0.3 million of one-time transaction-related impairment losses. 2022 Adjusted EBITDA figures have no exclusions of one-time transaction-related costs or any other adjustments from EBITDA.

Our Sustainable Growth is Led by a Seasoned Leadership Team...

Joey Chung

Chief Executive Officer
Co-Founder, Director



- Co-Founded The News Lens in 2013
- General Manager of Sanrio China
- Key Roles at UBS Equity Research

Motoko Imada

President, COO
Co-Founder, Director



- Founded Mediagene 1998
- Founded INFOBAHN in 2015
- Launched Japanese version of Wired in 1994.

Jim Wu

Chief Corporate Affairs
Officer, Director



- Global M&A at Yahoo!
- Chief Legal Officer at Openwave Systems
Nasdaq: OPWV
- Entrepreneur, investor, advisor, and strategic visionary in the Pacific Rim for over 30 years

Hiroyuki Terao

Chief Financial Officer



- CFO at Mediagene Inc.
- Certified public accountant
- Extensive years of experience in Finance and Business Management

Richard Lee

Chief Technology
Officer



- Experienced entrepreneur with a passion for technology and media
- Founded two media companies, Inside and iCook.
- Named Forbes 30 Under 30 Asia in Media, Marketing & Advertising in 2017

Aya Miyake

Chief Governance
Officer



- Worked at Japan ASEAN Investment (now Japan Asia Investment), supporting startups
- Joined JASDAQ Securities Exchange (now part of Japan Exchange Group) as its first female career-track employee
- In 2012, became the first female executive at a Japanese stock exchange (Osaka Securities Exchange).

Carly Ma

Chief Human
Resource Officer



- F- Senior HR Manager at Porsche Taiwan Motors, a subsidiary of Porsche A.G., Germany
- HR Business Partner at Amazon Fulfillment Services, Amazon.ca (2015–2019)
- Recruiting Analyst at Amazon Canada (2013–2015)

...And Supported by an Experienced Public Company Board

Marcus Brauchli
Director



- Chairman of the Board of Blue Ocean
Nasdaq: BOCN
- Founder of North Base Media
- Executive Editor of Wall Street Journal and Washington Post

Takako Masai
Director



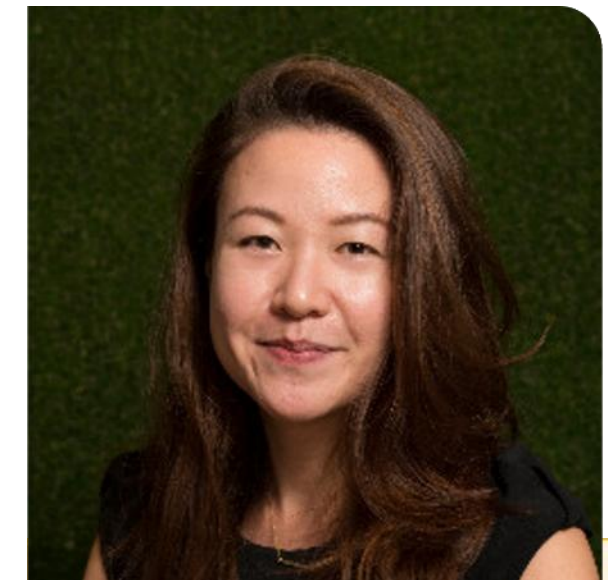
- Director and Chair at SBI Financial and Economic research Institute
- Director Japan Professional Football League
- Advisory board at SKBI financial institute, Singapore Management University
- Ex Policy Board of the Bank of Japan

Lauren Zalaznick
Director



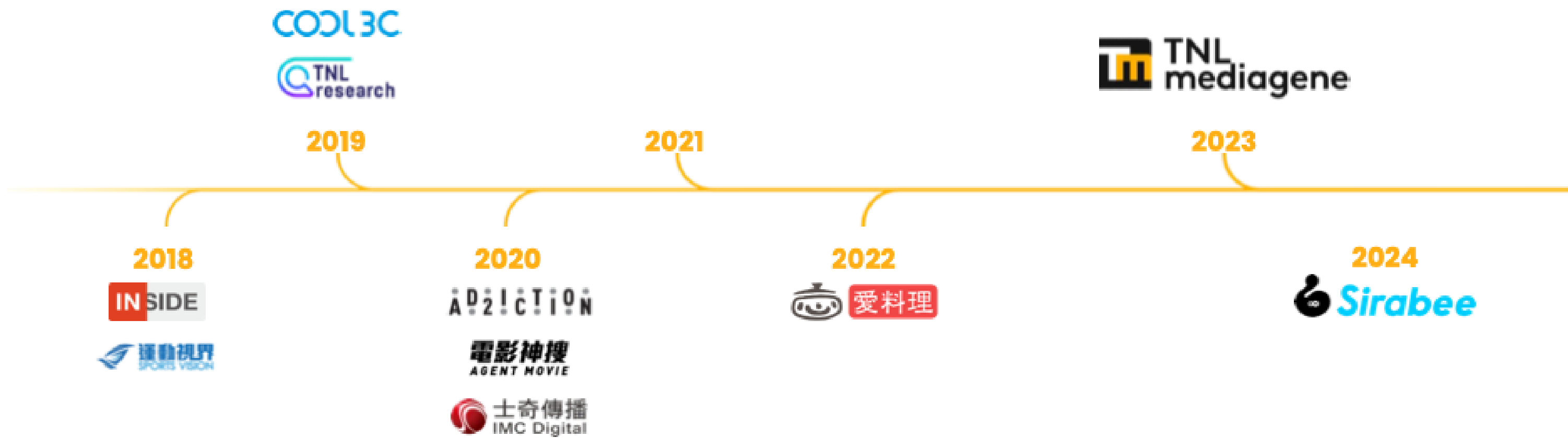
- Senior Advisor, BCG, Global TMT
- Director, RTL Group; Chair, National CineMedia
- Former Director, GoPro, Nielsen Corporation, Penguin Random House, Shazam
- Former EVP, Comcast NBCUniversal

Priscilla Han
Director



- Independent Director at Blue Ocean
Nasdaq: BOCN
- Chief Investment Officer at Reapra
- Corporate Finance at Deloitte

We Have Integrated 10 Acquisitions Since 2018 and Have a Robust Pipeline of Targets for Future M&A



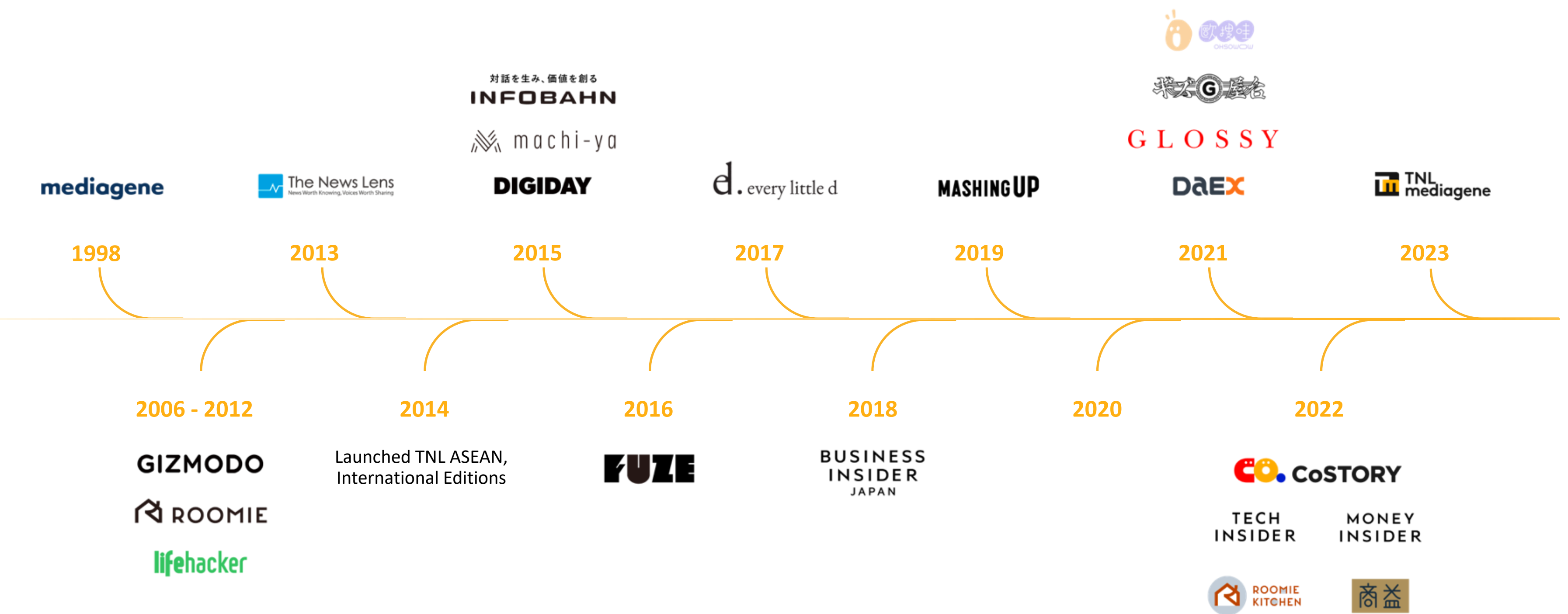
Our M&A Model

- One or two acquisitions per year
- Focus on media and content brands, technology, or data solutions
- Intended to open new geographies or strengthen internal technology
- Our M&A methodology was profiled in a Harvard Business Review case study¹

Notes: ¹ Huang, Laura, and Katie LaMattina. "TNL Media Group." Harvard Business School Case 422-010, April 2022.

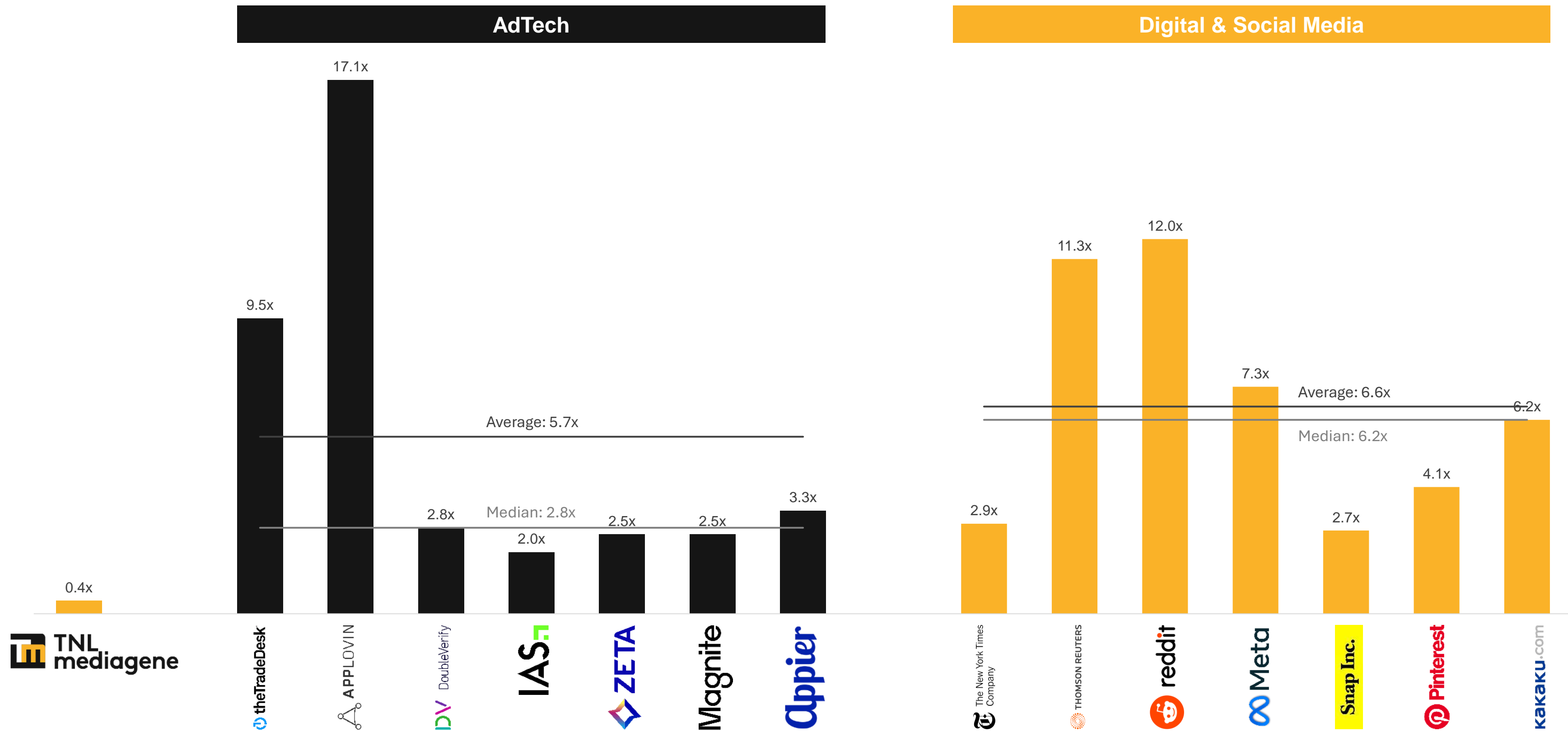
We Develop Brands Organically to Expand Audiences for Our Customers

Our innovative publishing and creative teams have a long track record of creating and licensing new, sustainable brands



Compelling Valuation vs. Reference Comparables

TNL Mediagene management believes the company is currently undervalued



Source: Yahoo Finance Valuation Measures Current Enterprise Value / Revenue accessed 4/21/2025

Thank You

