



INVESTOR HIGHLIGHTS

Quarter Ended June 30, 2021

Explanatory and Cautionary Notes

This presentation is a short summary of certain information regarding BBTV Holdings Inc. (“BBTV” or the “Company” or “us”, “we” or “our”) for introductory purposes only. This presentation is not to be relied upon for investment purposes, and does not purport to contain all of the information necessary for a thorough understanding of BBTV, its business or future prospects, or the nature or extent of the risks to which it or its business or future prospects, are subject. Neither BBTV nor any of its affiliates or their representatives, agents or advisors makes any representation or warranty (expressed or implied) as to the accuracy or completeness of this presentation or any statements, estimates or projections contained herein, and none of them will have any liability for the recipient’s use of this presentation. Recipients of this presentation should consult their own legal, investment, accounting and tax advisors regarding the Company. Further information regarding the Company can be found in the Company’s final prospectus dated October 22, 2020, its AIF dated March 28, 2021, and in other documents filed on SEDAR at www.sedar.com. This presentation is not an offer to sell or a solicitation of an offer to buy securities of BBTV or any other company. The Company is under no obligation to update, revise or confirm this presentation. Corrections and/or changes remain reserved. If updates are made to this presentation, there should be no inference that additional updates will be made. All financial disclosures in this presentation are in Canadian dollars, unless otherwise noted.

Pro Forma Basis

In accordance with our initial public offering on October 28, 2020 and our acquisition of RTL’s share of BBTV, which occurred the fourth quarter ended December 31, 2020, we are providing Q2 2020 results on a pro forma basis, which are included in the MD&A. The pro forma basis includes the operations of BroadbandTV Corp, the main operating entity, and BBTV Holdings for both Q2 2021 and Q2 2020. The statutory financial statements include BBTV Holdings only, which does not include the main BroadbandTV operating entity for Q2 of 2020, but does for Q2 2021. See the Company’s MD&A dated as at August 11, 2021 for a further discussion of the pro forma basis of presentation.

Forward-Looking Information and Risk Factors

This presentation contains forward-looking statements and forward-looking information (collectively, “forward-looking information”) within the meaning of applicable Canadian and U.S. securities laws. Forward-looking information is not historical facts but instead represent the Company’s intentions, beliefs, plans, goals, objectives and strategies regarding future events and results. Forward-looking information in this presentation includes statements that the Company is well positioned to benefit from the large and fast growing creator economy; and that the baseline shown in the presentation regarding unique monthly video viewers and monthly watch time for top 12 countries is a baseline for massive monetization in the creator economy. Forward-looking information is information about the future and is inherently uncertain, and is necessarily based upon a number of estimates and assumptions that are also uncertain. Certain factors, estimates or assumptions have been applied in providing forward-looking information in this presentation, including, but not limited to, that the vast majority of BBTV’s content provider agreements will renew on a yearly basis; that BBTV will continue to acquire new content provider partners of the same nature and type and at relatively the same rate as it has historically; that BBTV’s contracts with digital media platform companies will remain in full force and effect, unamended and for the benefit of BBTV, for the foreseeable future; that BBTV’s investment in Plus Solutions will have a positive impact; that BBTV will be able to expand into new platforms and acquire new distribution partners; the timely provision of services and supplies or other performance of contracts by third parties; future revenue and costs; growth rates; the absence of any material changes in business strategy or plans which would affect the forward-looking information; the timely receipt of required regulatory approvals and strategic partner support; and the absence of new laws, regulations, rules or policies of governments, platforms and other strategic partners, that may negatively impact the business of BBTV. Forward-looking information involves risks and uncertainties, is based on information available at the time such information is provided, and undue reliance should not be placed on such information. There is no assurance that any expectations, projections or goals expressed in any forward-looking information will be achieved at all. The Company is subject to numerous known and unknown uncertainties, risks and other factors that could cause actual results to differ materially from those set out in this presentation. These factors include, but are not limited to: the duration of the COVID-19 pandemic and its impact on the Company’s business; the risk that the Company’s assumptions may prove to be incorrect; credit risk and customer concentration; liquidity risk; market and interest rate risk; the risks of potential claims of infringement by the Company or its content providers of third party intellectual property and other rights; the Company’s reliance on strategic partners, and the possible failure of performance by such strategic partners or adverse changes in their policies or procedures which may materially adversely affect the business of the Company; defects or disruptions in the technology platforms we rely on and the Internet could substantially harm our business; the risk that we may be unable to anticipate and respond to market trends and changes in consumer preferences; failure of the Company to realize significant distribution on new platforms or at all; failure of the Company to continue to scale its business; changes in general industry, market and economic conditions; the fact that we have a history of losses and may incur losses in the future; failure to close any strategic acquisitions; we operate in a highly competitive market, and the size and resources of some of our competitors may allow them to compete more effectively than we can; we collect, store, process and/or transmit sensitive data, and a failure to protect this data could cause materially adverse harm to our reputation and affect our financial results; failure to protect our intellectual property could substantially harm our business and operating results; we have no control over the digital content creators we have partnered with, and our business may be adversely affected if our access to digital content is limited or delayed; government regulation of the internet is evolving, and unfavorable developments could have an adverse effect on our operating results; competition from existing and new competitors, and changes in laws and regulations, operating efficiencies and cost saving initiatives; and other risks and uncertainties as more particularly described in our Annual Information Form dated March 28, 2021, and in our other documents, filed under our profile on SEDAR at www.sedar.com; any of which could have a material adverse effect on the Company. The Company cautions that the foregoing list of important risk factors is not exhaustive and other factors could also adversely affect its business, results or financial condition. The Company does not undertake any obligation to update such forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

Non-IFRS Measures, Key Metrics and Industry Data

This Presentation makes reference to certain financial and other measures commonly used by financial analysts in evaluating the financial performance of companies that are not presented in accordance with international financial reporting standards (“IFRS”). These measures are not recognized measures under IFRS and do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. This Presentation also contains information regarding certain key metrics, such as Views and RPMs, that are considered non-IFRS measures that help us evaluate our business, measure our performance, identify trends affecting our business, formulate business plans and make strategic decisions. Refer to the Company’s Management’s Discussion and Analysis presented as at August 11, 2021 under the heading “Non-IFRS Measures and Key Metrics” for more details and the definitions of “Adjusted EBITDA,” “BBTV Share,” “Adjusted Gross Profit,” “Adjusted Gross Margin,” “Views” and “RPMs” which is incorporated herein by reference. This Presentation also contains information derived from third-party sources concerning our industry and the markets in which we operate. This industry and market information has not been independently verified, and there is no guarantee that this information is accurate or reliable. Readers are therefore cautioned not to give undue weight to this information.

WHAT IS BBTV?

BBTV is a one-stop-shop **creator monetization company** that **helps creators become more successful by growing their views and making more money.**

CREATOR ECONOMY

Given BBTV's extensive scale and engagement, we are very well positioned to benefit from the large and fast growing creator economy.

**NUMBER OF
CREATORS GLOBALLY¹**

50 MILLION

**SIZE OF THE
CREATOR ECONOMY¹**

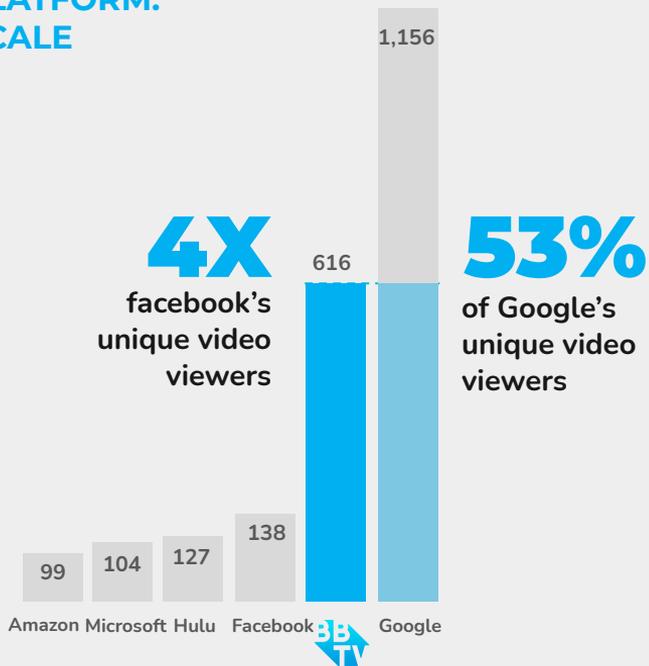
\$104 BILLION

**NUMBER OF SOCIAL MEDIA
USERS BY 2025²**

4.41 BILLION

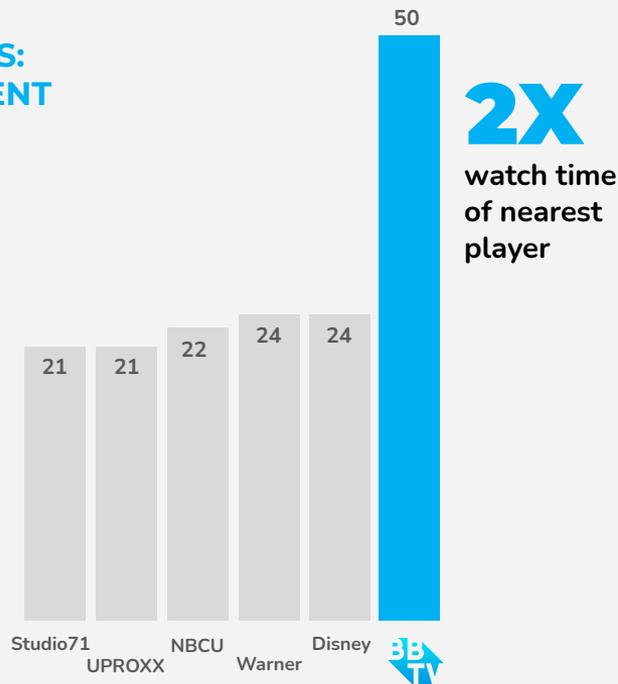
BASELINE FOR MASSIVE MONETIZATION IN THE CREATOR ECONOMY

PLATFORM: SCALE



Unique Monthly Video Viewers For Top 12 Countries (Millions)

MEDIA COMPANIES: ENGAGEMENT



Monthly Watch Time For Top 12 Countries (Billions of Minutes)

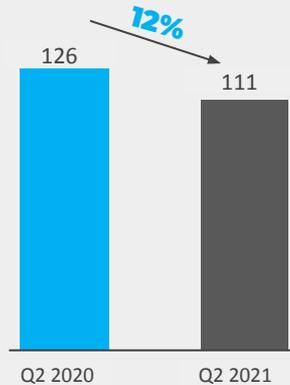
Calculations and classifications made by BBTv based on data from Comscore contained in Comscore's "Top 12 Countries = January 2021 comScore Video Metrix Media Trend - Multi-Platform - Top 100 Video Properties Report"; Top 12 countries represent ~50% of world's digital population

Q2 2021 YOY PERFORMANCE

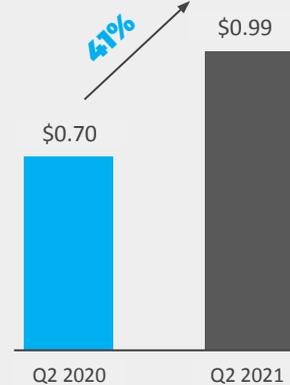
REVENUE (C\$ MILLIONS)



ADVERTISING VIDEO VIEWS (BILLIONS)



ADVERTISING RPMS (C\$)



*ADJUSTED EBITDA (C\$ MILLIONS)

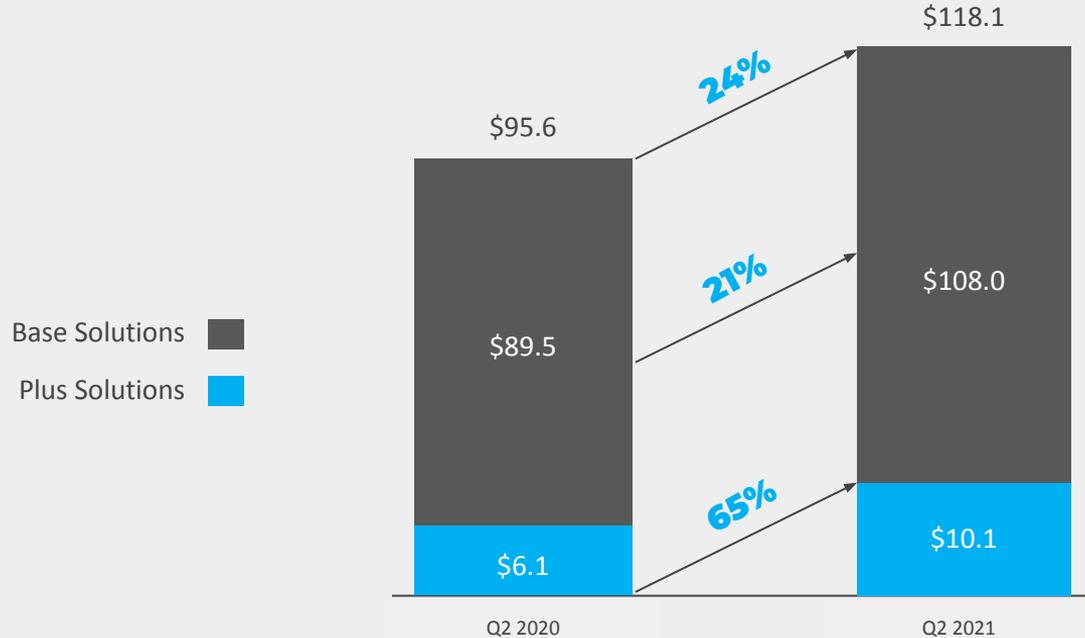


- Q2'21 Revenue was up 24% year over year to \$118.1 million, which was driven by RPMs being up 41% which was partially offset by Views being down 12%.
- RPMs had strong growth in Q2'21 due to an increase in advertising spend in the quarter. This is compared to Q2'20 which saw temporary pullbacks in advertising spend at the onset of COVID. Views declined in Q2'21 compared to Q2'20 when Views were exceptionally high during the peak of global lockdowns which affected consumer behavior patterns, while Q2'21 reflected COVID recovery patterns.
- Gross Profit increased by \$1.6 million due to the increase in revenue across both Base and Plus Solutions.
- Adjusted EBITDA loss grew year over year in Q2'21, but otherwise would have improved by \$0.6 million in the absence of \$3.0 million of non-recurring COVID expense offsets in Q2'20, including grants from the Canadian government and suspension of personnel bonuses in Q2'20.

*Adjusted EBITDA is a non-IFRS measure. For a reconciliation to net loss, see the penultimate page of this presentation.

Q2 2021 BASE AND PLUS SOLUTIONS REVENUE (MILLIONS)

Continued investment in Plus Solutions is showcasing strong results.



BBTV SHARE AND ADJUSTED GROSS MARGIN

CAD \$ millions	Q2-2020	Q2-2021
Revenue	\$95.6	\$118.1
Creator and Third Party Platform Fees	(87.1)	(108.4)
BBTV Share	\$8.4	\$9.7
Gross Profit*	\$7.6	\$9.2
Adjusted Gross Margin^(a) (%)	90.2%	94.9%

(a) BBTV Share is defined as revenue less content creator and third-party platform fees while Adjusted Gross Margin is defined as Adjusted Gross Profit divided by BBTV Share. Adjusted Gross Profit is defined as gross profit plus amortization associated with intangible assets acquired as part of the Business Combination Transaction. The amortization associated with intangible assets acquired as part of the Business Combination Transaction is recorded in BBTV Holdings. See the last page of this presentation for a reconciliation of Adjusted Gross Profit to Gross Profit.

*Excludes PPA amortization.

PRO FORMA INCOME STATEMENT

	Q2 2021 Financial Statements	Pro-Forma Basis ⁽¹⁾
Revenue	Q2-2021 \$118,058	Q2-2020 \$95,555
Cost of revenue		
Content creator and other fees	\$108,566	\$87,705
Amortization	\$7,443	\$7,529
	\$116,009	\$95,234
Gross profit (loss)	\$2,049	\$321
Expenses		
Sales and marketing	\$7,189	\$6,448
General and administration	\$4,666	\$1,804
Research and development	\$1,146	\$800
Share-based compensation	\$398	(\$52)
Amortization and depreciation	\$1,532	\$1,285
	\$14,931	\$10,285
Operating loss	(\$12,882)	(\$9,964)
Foreign exchange gain (loss)	\$142	\$1,855
Interest expense	(\$1,321)	(\$1,025)
Other income (expense)	\$3,048	\$-
	\$1,869	\$830
Loss before income taxes	(\$11,013)	(\$9,134)
Recovery of income taxes	\$6,739	\$2,724
Loss	(\$4,274)	(\$6,410)

Three months ended, June 30

All amounts are in thousands of Canadian dollars ("C\$") except where otherwise indicated

(1) The prior period figures are presented on Pro-Forma Basis to include BBTV Corp. consolidated results as if the Business Combination Transaction had occurred on January 1, 2019.

See page 1 of the MD&A for the details as well as cautionary language.

ADJUSTED EBITDA AND ADJUSTED EBITDA MARGIN

	Q2 2021 Financial Statements ⁽¹⁾	Pro-Forma Basis ⁽²⁾
	Q2-2021	Q2-2020
Net loss	(\$4,274)	(\$10)
Pro-Forma Provisional Adjustment	-	(\$6,400)
Net loss after Pro-Forma Provisional Adjustment (if necessary)	(\$4,274)	(\$6,410)
Amortization and depreciation ⁽³⁾	\$8,975	\$8,814
Share-based compensation	\$398	(\$52)
Unrealized and realized foreign exchange	(\$142)	(\$1,855)
Interest expense	\$1,321	\$1,025
Other expense (income)	(\$3,048)	-
Receivable factoring banking fees	\$141	\$158
Recovery of income taxes	(\$6,739)	(\$2,724)
Adjusted EBITDA	(\$3,368)	(\$1,044)
Total revenues	\$118,058	\$95,555
Adjusted EBITDA Margin	(2.9%)	(1.1%)

Adjusted EBITDA is defined as net earnings or loss, as applicable, before finance expenses, income tax expense (recovery), amortization and depreciation, share-based compensation, unrealized and realized gains or losses due to foreign exchange, transaction-related costs, and certain other items as set out in the reconciliation table. Adjusted EBITDA Margin is defined as Adjusted EBITDA divided by revenue.

Three months ended, June 30

All amounts are in thousands of Canadian dollars (“C\$”) except where otherwise indicated

(1) The current period figures are based on the results from the Company’s Q2 2021 Financial Statements

(2) The prior period figures are presented on Pro-Forma Basis to include BBTV Corp. consolidated results as if the Business Combination Transaction had occurred on January 1, 2019.

See page 1 of the MD&A for the details as well as cautionary language.

(3) Includes depreciation and amortization reported in cost of revenue and operating expenses for all periods.

BBTV SHARE AND ADJUSTED GROSS MARGIN

	Three Months Ended June 30,	
	2021 ⁽¹⁾	2020 ⁽²⁾
Revenue	\$118,058	\$-
Pro-Forma Provisional Adjustment (if necessary)	-	\$95,555
Revenue, after adjustment (if necessary)	\$118,058	\$95,555
Less: content creator and third-party platform fees	(\$108,371)	\$-
Pro-Forma Provisional Adjustment (if necessary)	-	(\$87,175)
Less: content creator and third-party platform fees, after adjustment (if necessary)	(\$108,371)	(\$87,175)
BBTV Share	\$9,687	\$8,380
Gross Profit	\$2,049	\$321
Add: provisional amortization associated with intangible assets acquired as part of the Business Combination Transaction	\$7,142	\$7,235
Adjusted Gross Profit	\$9,191	\$7,556
Adjusted Gross Margin	94.9%	90.2%

BBTV Share is defined as revenue less content creator and third-party platform fees while Adjusted Gross Margin is defined as Adjusted Gross Profit divided by BBTV Share. Adjusted Gross Profit is defined as gross profit plus provisional amortization associated with intangible assets acquired as part of the Business Combination Transaction.

Three months ended, June 30

All amounts are in thousands of Canadian dollars ("C\$") except where otherwise indicated

(1) The current period figures are based on the results from the Company's Q2 2021 Financial Statements

(2) The comparative prior period figures are presented on Pro-Forma Basis to include BBTV Corp. consolidated results as if the Business Combination Transaction had occurred on January 1, 2019. See page 1 of the MD&A for the details as well as cautionary language.