



Investor Presentation

OTCQB: BMTM

Leveraging technology, data and insights to power customers' creative and media strategies.

November 2023

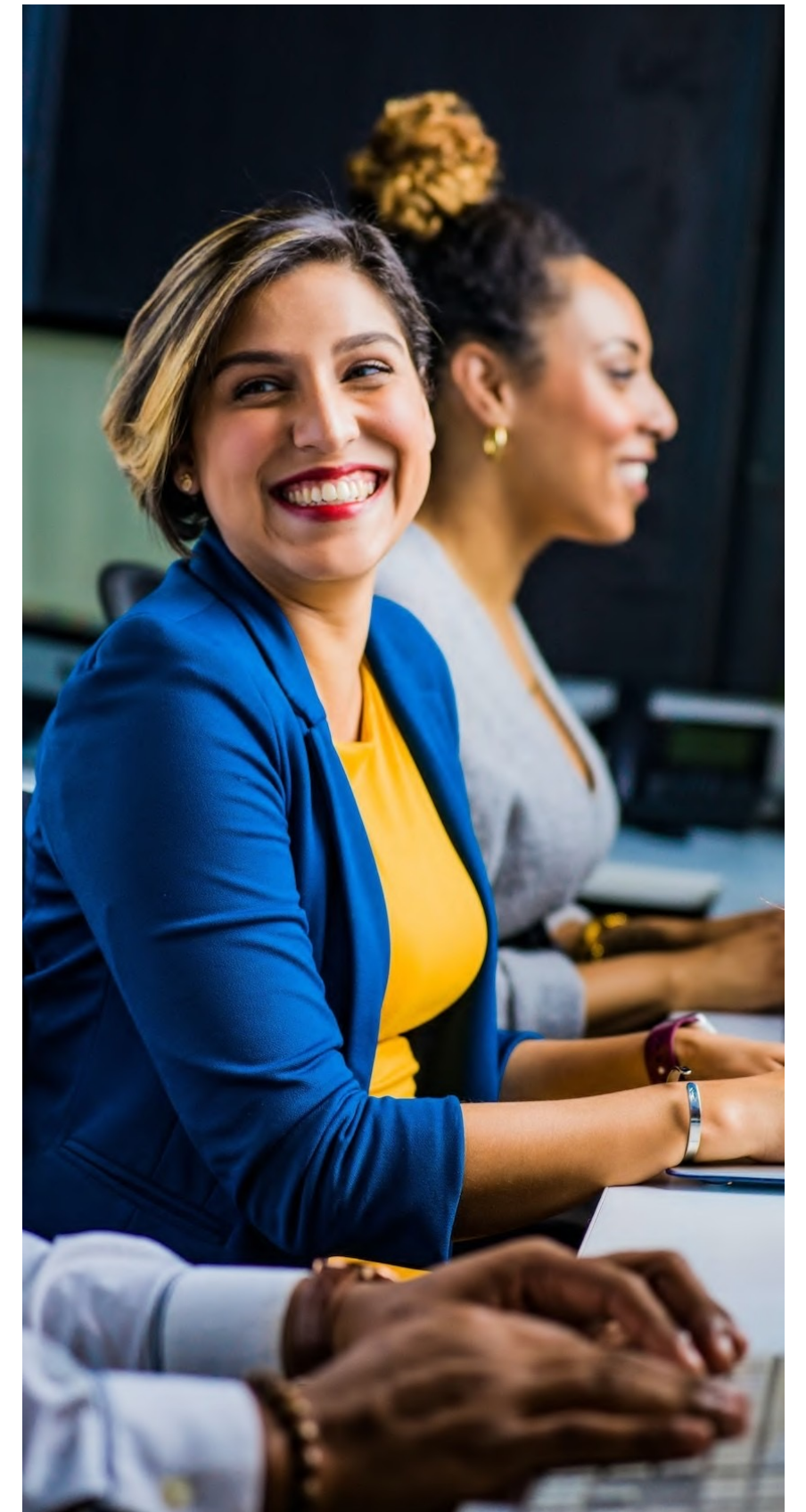
Forward Looking Statements

This presentation contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties. Such forward-looking statements can be identified by the use of words such as “should,” “may,” “intends,” “anticipates,” “believes,” “estimates,” “projects,” “forecasts,” “expects,” “plans,” and “proposes,” and similar words.

These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations of our ability to successfully integrate acquisitions, and the realization of any expected benefits from such acquisitions.

You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading “Risk Factors” in Bright Mountain Media, Inc.’s Annual Report on Form 10-K for the fiscal year ended December 31, 2022 as filed with the Securities and Exchange Commission (“SEC”) on March 28, 2023 and our other filings with the SEC.

Bright Mountain Media, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law.



Welcome to Bright Mountain

Welcome to a house of brands...

Built with Purpose

**Unifying creative,
technology and media
with data-driven insights
to create measurable
advantages.**





We've assembled a best-in-class collection of experts that cover the entire marketing spectrum, from research to results, and everything in between.

DATA & INSIGHTS + CREATIVE, PRODUCTION & MEDIA + PUBLISHING + TECHNOLOGY



Our Brands

BIG VILLAGE

We're powered by data-driven insights.

We believe the most important part of insights and analytics is uncovering the 'why' behind any consumer behavior. We're here to future proof your business.





We're an agency in love with our craft.

We believe understanding how people use, create, and engage with their media influences *what's happening now* and informs *what's coming next*





mom.com

cafe mom

mamáS
LATINAS

little
THINGS

We deeply connect to unique audiences

We believe in the importance of
specialized perspectives from moms and
motherhood to multicultural audiences.

Paramount+

amazon



CHASE



ATHLETA



L'ORÉAL





BRIGHT STREAM

We're reshaping the future of programmatic advertising.

We believe in the power of identifying new audiences through innovative Programmatic Technology.

 **xandr**

 **PubMatic**

inMOBI

 **ZETA**

CANELA.TV

 **Colossus SSP**





Elevate your brand. Elevate your business.

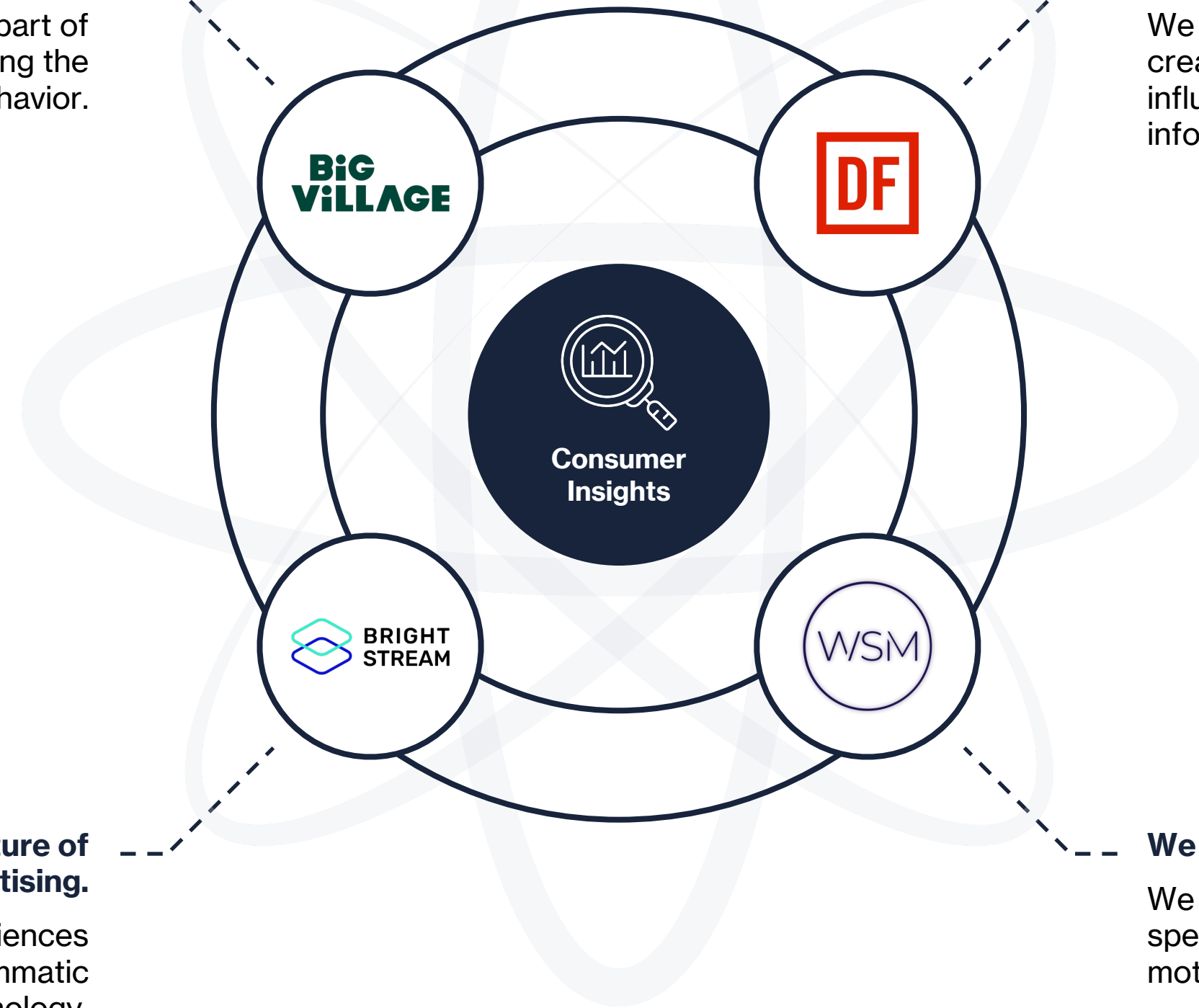


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We believe in the importance of specialized perspectives from moms and motherhood to multicultural audiences.



Strategy	Planning	Activation	Measurement
Leveraging insights to understand market needs/expectations, identify white space, and craft go to market strategy to fill this white space.	Allocate dollars, develop media strategy, and articulate value proposition to fulfill on strategy	Deliver campaigns to specified target audiences in the right place at the right time	Evaluate impact of campaigns on specified outcomes
BiG VILLAGE 	BiG VILLAGE 	BiG VILLAGE  	BiG VILLAGE 

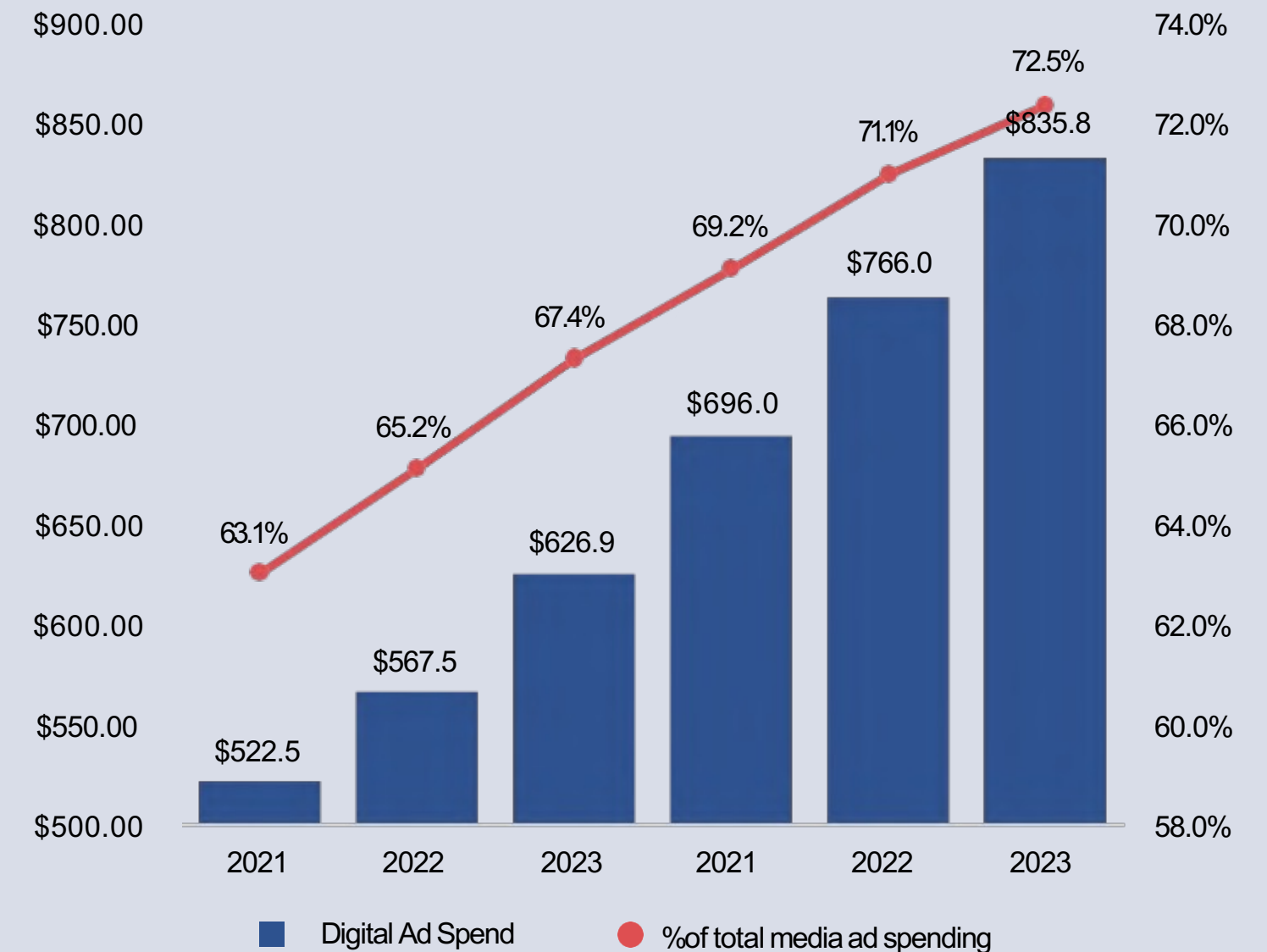


Market Opportunity

Market Opportunity – Digital Advertising

- The global digital advertising market in 2023 is valued at \$626.9 billion—67.4% of overall media ad spend
- Digital advertising spend is forecast to grow at a 10% CAGR from 2022 - 2026
- Marketers continue to chase consumers who are spending more time on online media and shopping

Digital Ad Spending Worldwide
\$ Billions and %of total media ad spending



Source: eMarketer

Investment Highlights

Acquisition of Big Village ~\$45 million of annualized revenue

- Expected to be accretive to Adjusted EBITDA
- 2023 revenue expectation = >2x 2022 revenue
- Shares trading at <0.4x projected 2023 revenue

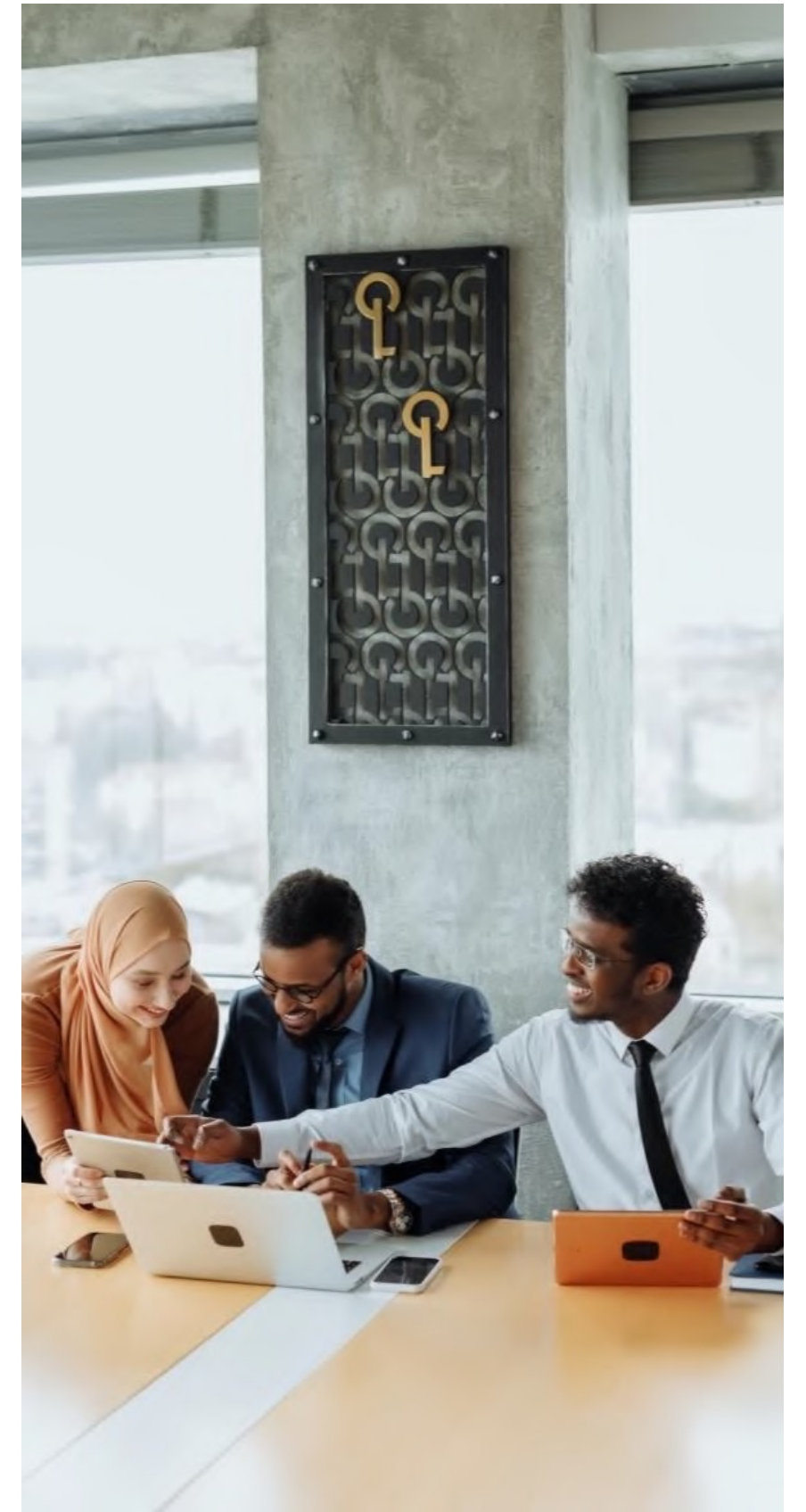
Data driven synergy opportunities across portfolio

Regulatory environment is placing more emphasis on individuals' privacy

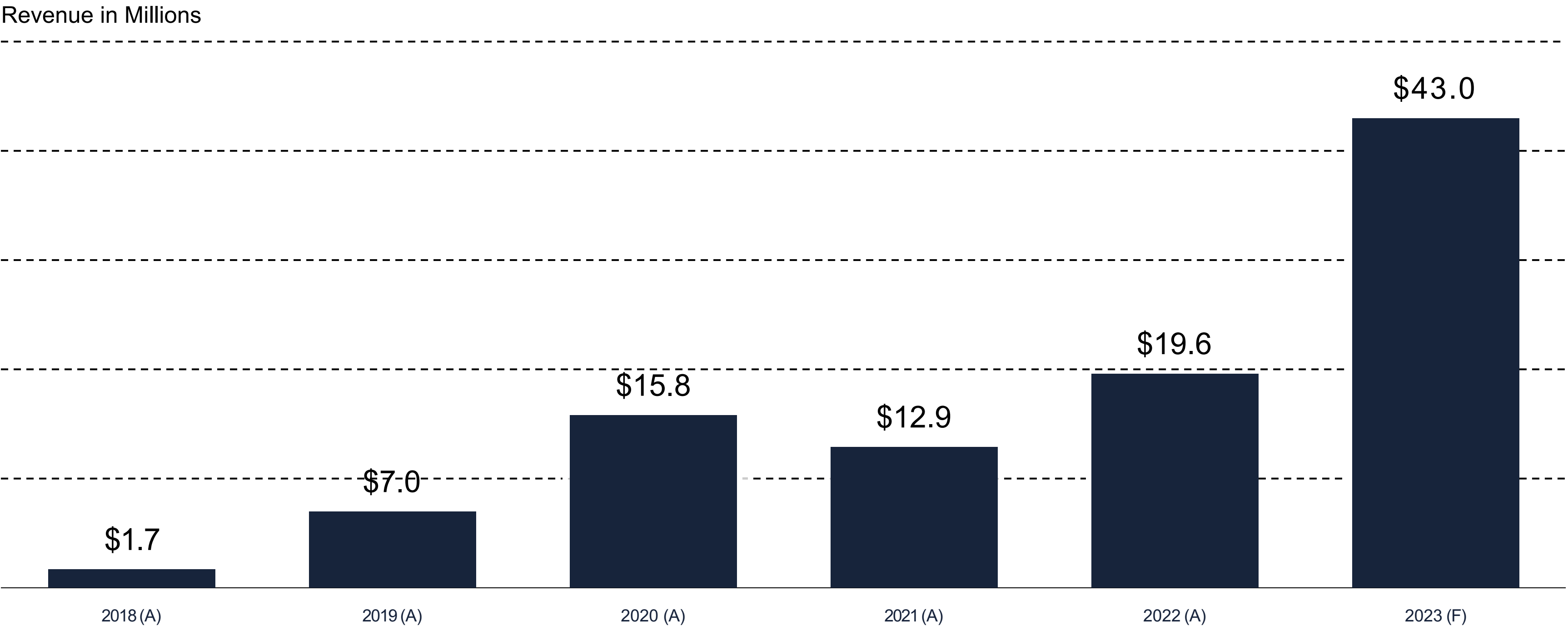
- Data is at the forefront of providing valuable consumer insight

Fragmented market with ability to roll up additional assets

Management with deep industry experience



Five Year Revenue Growth Analysis



A = Actual; F = Forecast

5 year CAGR – 91%

Growth Levers in 2024



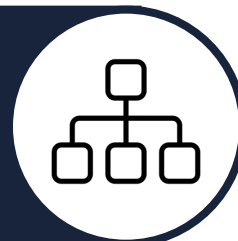
Publishing Outsource Model

- Partner in place to drive growth and profitability
- Repeatable strategy across other potential verticals



Drive Data Across Portfolio

- Scale MomLife and Audiences from Insights into other segments
- Creation of synergistic products across all segments



Insights Restructure and Reset

- Prioritizing three products that drive margin and future proof the business
- Big Village Acquisition synergies being realized



M&A Pipeline

- Like Big Village opportunity, actively in the market looking for bolt-ons
- Active discussions in progress with diverse opportunities

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