

CANELA
MEDIA

¡Se habla **digital!**...

LEADERSHIP

ISABEL RAFFERTY



SUCCESSFUL ENTREPRENEUR

Helped launch Sales Operations for Adsmovil USA, the 1st mobile ad network in the U.S. for Latinos. Adsmovil is ranked as the #1 Largest mobile Hispanic company by ComScore.

Founder of Mobvious Media which was acquired by Prisa Group during the 1st year of operation. Mobvious Media is ranked as the #2 Largest Digital media company by ComScore.

Winner of Cultural Marketing Award 2019

A premier award for outstanding marketing and advertising professionals under the age of 35.

ARTICLES >>>



FORBES INTERVIEW



MARTECHSERIES



CMC

VC FUNDED COMPANY

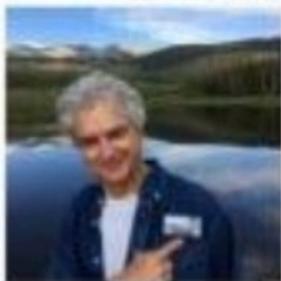
\$3M SEED ROUND CONCLUDED OCTOBER 2020
OVERSUBSCRIBED DUE TO HIGH DEMAND. VCS INCLUDE:



STRONG LEADERSHIP

FEMALE AND LATINO LED

BOARD OF DIRECTOR AND ADVISORS

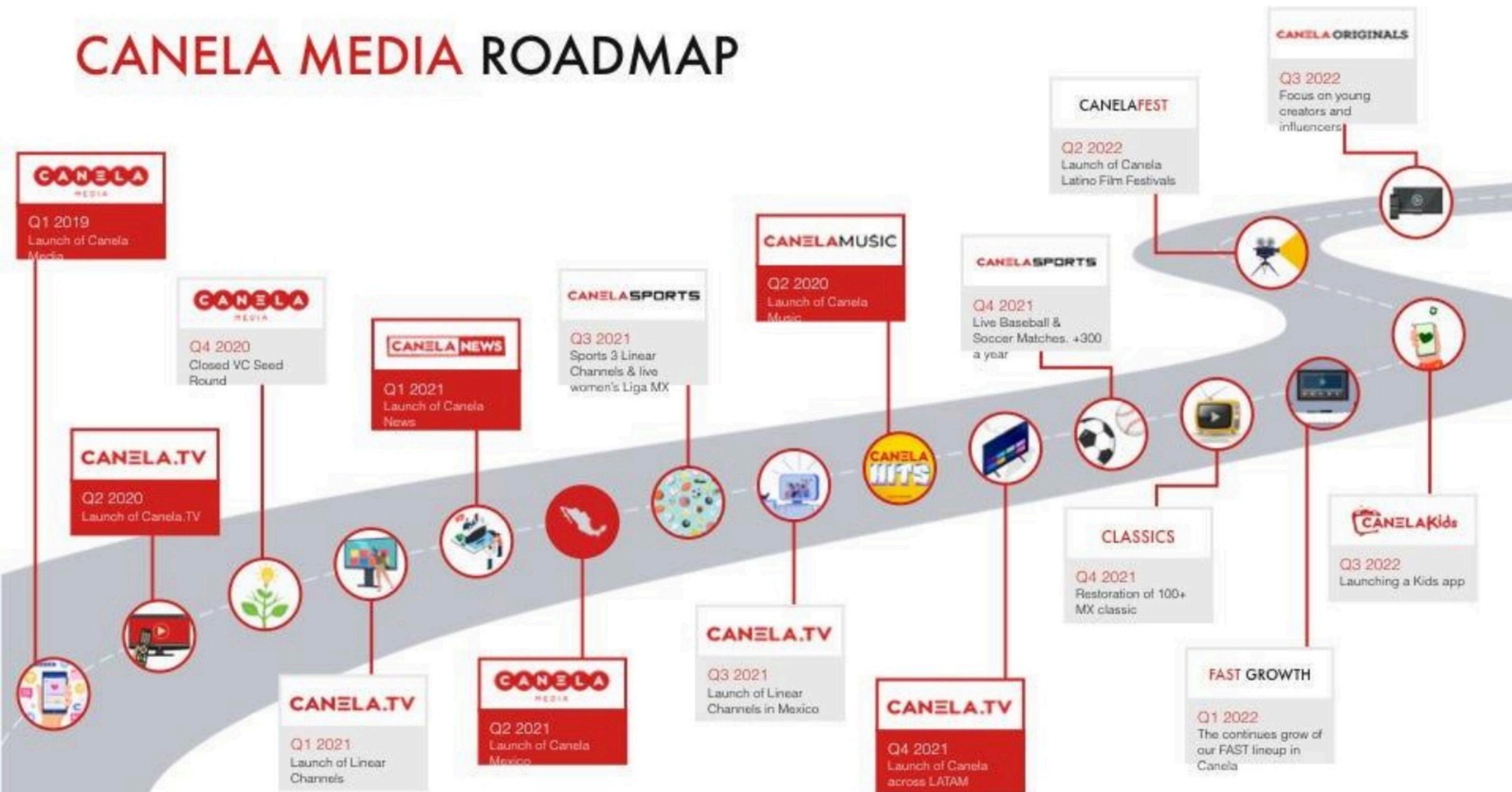


CANELA SERIES A >>>



- \$22M+ investment.
- \$120M pre-money evaluation
- 7% option pool

CANELA MEDIA ROADMAP



CANELA.TV



Watch [teaser](#) on YouTube.

AUDIENCE HIGHLIGHTS

- Built uniquely for **Bicultural Hispanics**.
- Average user session is **74 minutes per day**.
- We have achieved **over 8M Users**.



Free for Users
100% Ad-Supported



In U.S. & MX
Expanding
LATAM in Q4'21
& Q1'22



English & Spanish
Premium Content



VOD Content
& Fast Channels



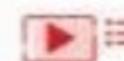
DRAMAS



SPORTS



DOCUMENTARIES



SERIES



MOVIES



COMEDIES

CONTENT FROM AROUND THE WORLD

📍 ARGENTINA

📍 SPAIN

📍 COLOMBIA

📍 TURKEY

📍 MEXICO

📍 USA

📍 CHILE

EXPANDING DISTRIBUTION

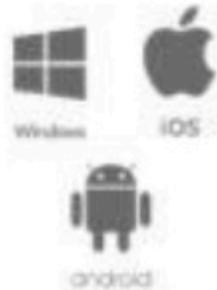
CANELA IS AVAILABLE ON ALMOST ALL DEVICES



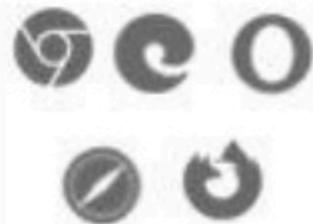
Users can access Canela.TV by downloading the app across devices.



MOBILE



WEB



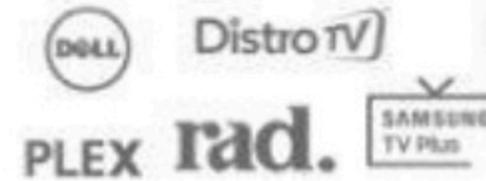
PLAYERS



SMART TVS



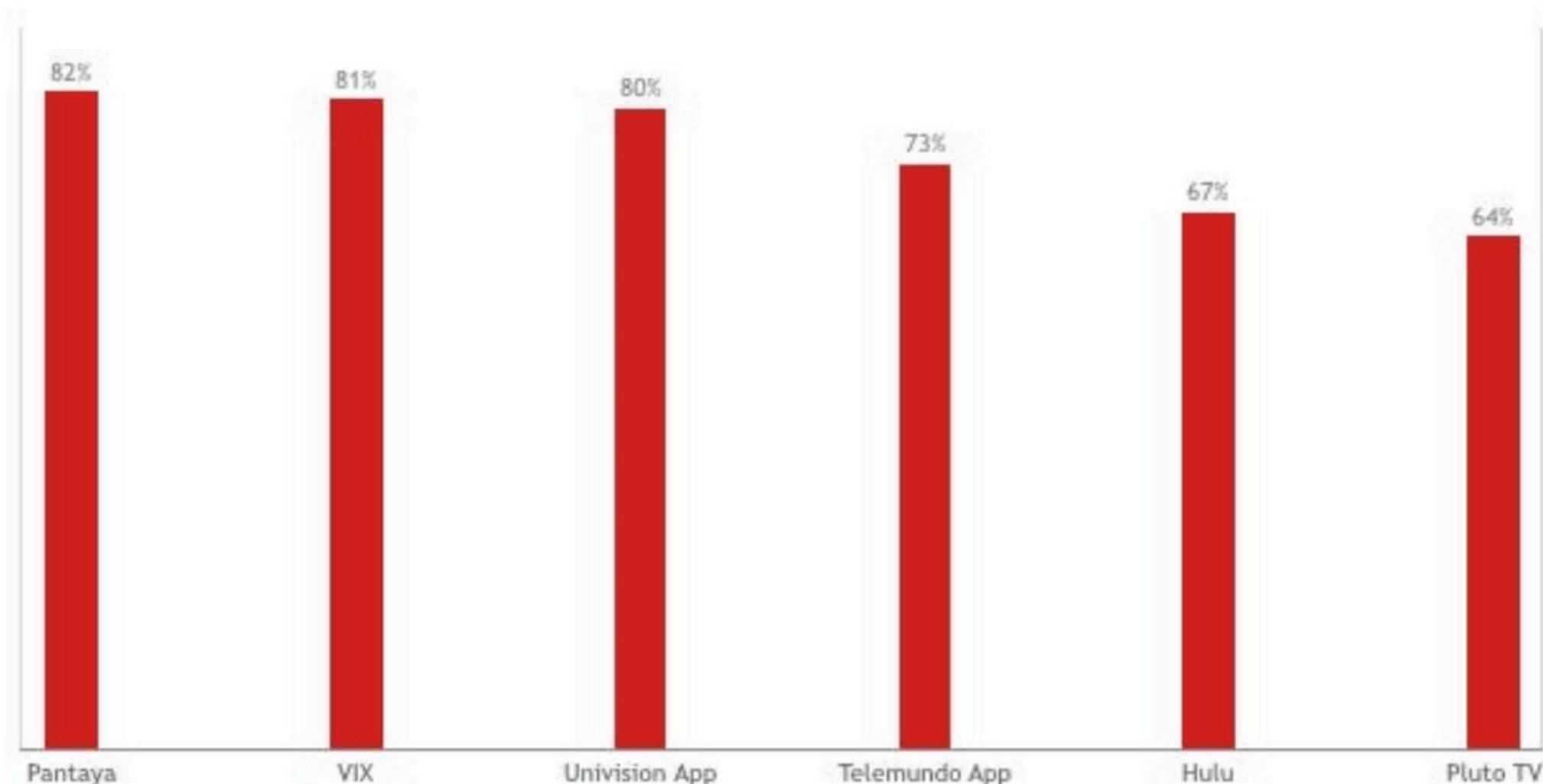
LINEAR CHANNELS



OUR AUDIENCE **CANNOT BE REACHED ELSEWHERE**

Over 60% of our audience is unduplicated and cannot be reached via competitors including VIX and Univision.

SOURCE: Canela.TV Viewer Survey, March 2021.



% UNDUPLICATED WITH CANELA.TV

WE SERVE A DIVERSE, YOUNG AND AFFLUENT HISPANIC AUDIENCE

Unlike other streaming services, Canela.TV appeals to U.S. Hispanics from different origin groups

HH INCOME

54%

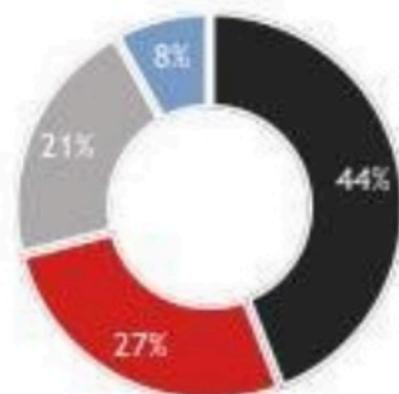


38%

Of our audience has a household income of **\$75K+**

Of our audience has a household income of **\$100K+**

AGE



Over 70% A18-49

- A18-34
- A35-49
- A50-64
- A65+

CHILDREN IN HH

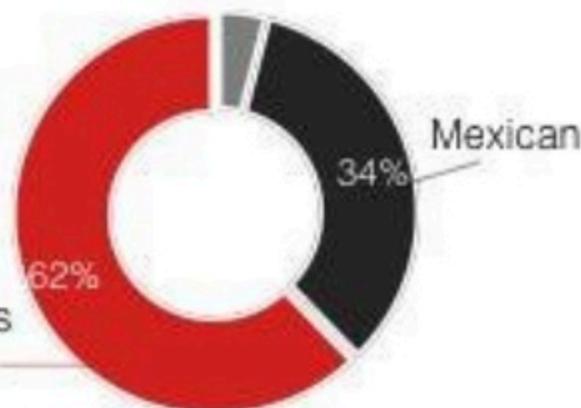


55%

Children in HH

Reaching MULTIGEN HHs

COUNTRY OF ORIGIN



Hispanics From Latam

- Non-Hispanic
- Mexican origin
- Persons from Hispanic origin other than Mexican

LANGUAGE



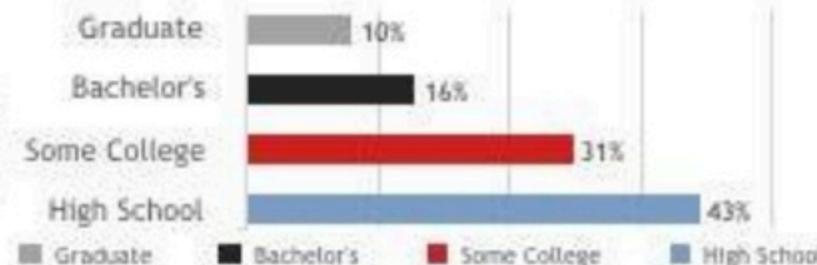
48%
Bilingual

47%
Spanish Only

5%
English Only

Attracting All Acculturations

EDUCATION



57% Some College or MORE

CANELA MEDIA HOME OF 3 POWERFUL STREAMING APPS

CANELA.TV

Launched May 2019

Distribution: Mobile, CTV,
& Fast Channels

Content Library: 22,000 +
hours of programming

Available: U.S. and
Mexico and expanding to
all LATAM

Users projected: 8M in
2021

CANELA MUSIC

Launching October 2021

Distribution: Mobile &
FAST Channels

Content Library: music
videos and 4 original
shows

Available: U.S. & LATAM

Users projected: 1.3M
2021

CANELAKids

Launching Q1 2022

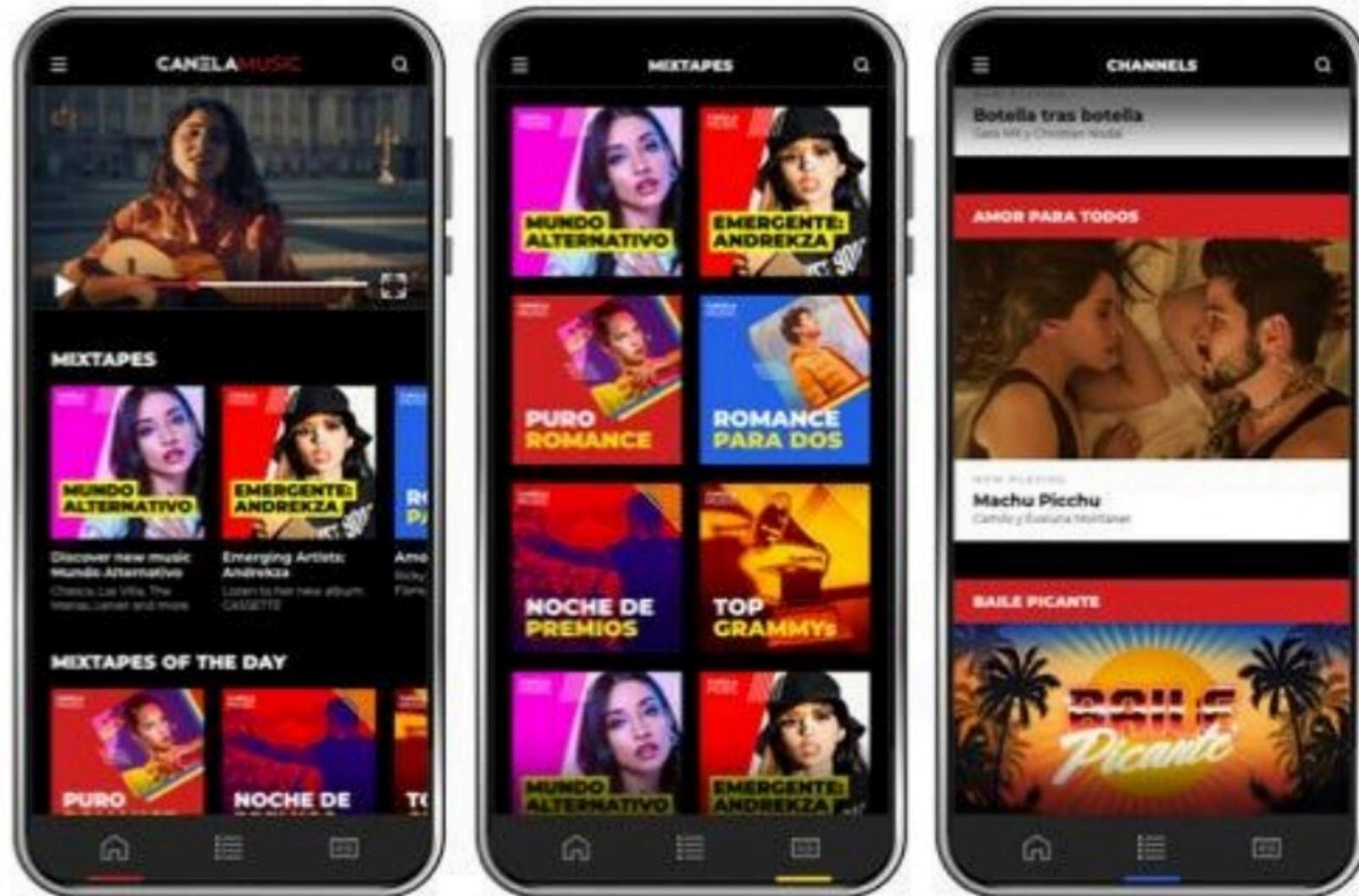
Distribution: Mobile, CTV,
& FAST Channels

Content Library: Spanish
only Kids content

Available: U.S. & LATAM

Users projected: 1M
2022

CANELA MUSIC



FEATURES ORIGINAL PROGRAMMING:



RISING NOTES

Emerging artists share their inspirations.



THE ROCKSTAR SHOW w/NICKY JAM

The Nicky Jam talk show's goal is to engage in conversations and humorous games with Nicky Jam's colleagues & fellow



CON SAZÓN

Cooking show incorporating artistic performances.



UNITED BY THE RHYTHM

Latin artists getting involved in education and in helping others.



DESDE LA RAÍZ (FROM THE ROOT)

BTS look exploring the connection between Latin culture and an artist's music.

- Video on Demand Music Content.
- Offers Content Personalization.
- New Mobile platform for better UX to consumer music videos.
- 7 Linear Channels running on Canela.TV + partner platforms.



A NEW, STANDALONE MOBILE & CTV APP
+ FAST CHANNELS to be distributed on platforms outside
of Canela.TV

Key Details:

- 100% kids programming in Spanish.
- Lighter ad load for an improved experience.
- COPPA compliant with parental controls.
- Strategy targeting different age groups.
- Includes new to market content & Originals in the future.



LAUNCHING Q3 2022

Spanish is an important part of Latino culture and identity. Language helps Latino families connect to their heritage. 95% of Latinos say it is important for future generations of U.S. Hispanics to speak Spanish.

GOALS & RESULTS



CROSS PLATFORM REACH AT SCALE

Canela offers reach beyond OTT via our exclusive website partners: Canela is positioned as the #4 Largest Hispanic digital Media company in the U.S.

Leading Hispanic Ad-Focus entities **by unique visitors in thousands:**

Row	Media	Total Unique Visitors (000)
	Total Internet :	278,711
1	Adsmovil Hispanic Premium Network	110,969
2	Mobvious Network by Prisa	94,266
3	Univision Digital Network	61,040
4	Canela Media	53,159
5	Prisa Brand Solutions - Multicultural	39,736
6	VIX US Hispanic	33,511
7	H Code Media	22,882
8	Univision Digital	21,407

Source: Comscore – Media Metrix Multi-Platform, Total Audience January 2022

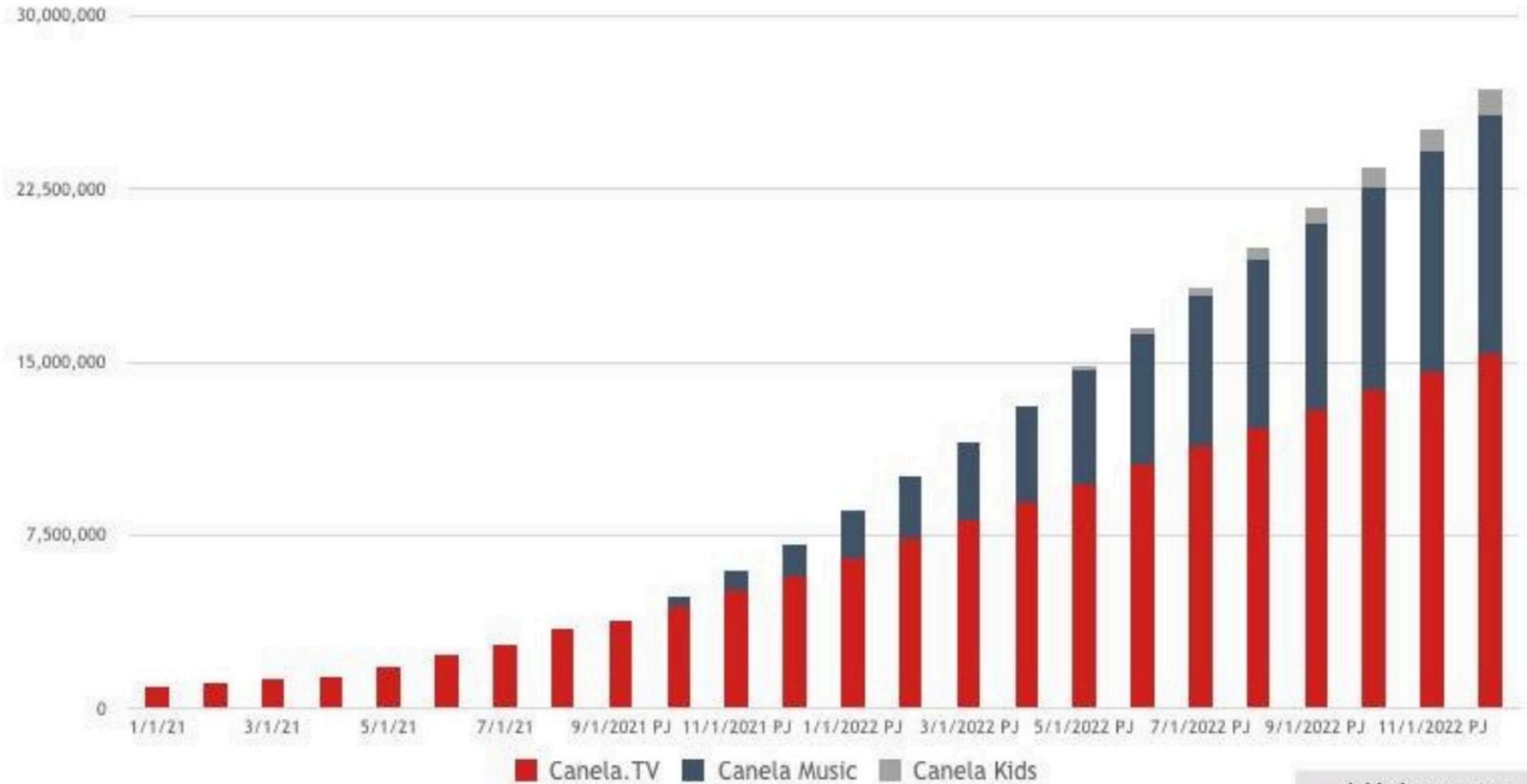
We Own & Operate
180+
sites

+50M MUV'S PER COMSCORE



Our audience is extremely exclusive and cannot be reached with other multicultural networks.

CANELA USER GROWTH & PROJECTIONS



* Unique cumulative users; Excludes FAST Channels.

YoY % Actual and Projected Revenue Growth

