

ABOUT PICNIC

Picnic Media Limited (Picnic) is a digital advertising network.

We have developed a new category of ad formats based on features and functionality found in social networks, which increase performance of advertising for brands and deliver more revenue for online publishers.

Founded in 2017 (and pivoting to this new product in late 2018), we hit a \$2m annual run rate by the end of the product's second year.

We grew 150% per year for 3 successive years having raised only £160k from friends and family. We are now raising £1m to accelerate growth, including expanding into the USA.

500%

headcount
increase over
3 years

**GROWING
HEADCOUNT**

1300%

increase in annual
revenue over
3 years

**INCREASING
REVENUE**

Profitable
since launch

BOOTSTRAPPED

£1m+

Funding Round

**GLOBAL
EXPANSION**

THE PROBLEM?

The display advertising experience **sucks!**



ADVERTISERS

- Poor ad performance and fraud
- No creativity on mobile



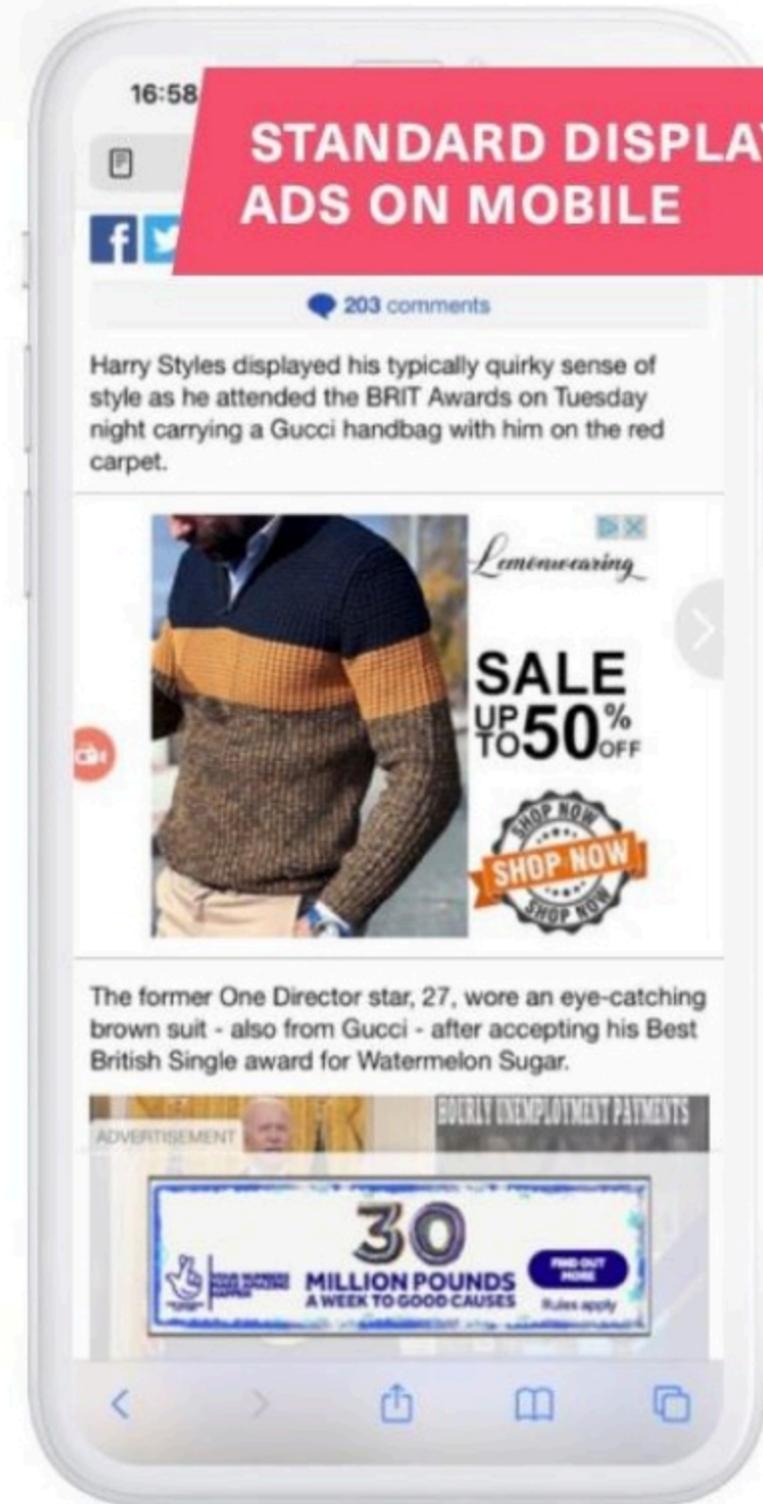
AGENCIES

- Less opportunity to make money



PUBLISHERS

- Low yield per ad
- Poor user experience



PICNIC'S SOLUTION

We bring the high quality ad experiences of social media to display advertising.

For example, our interactive 'Stories' format which is served mid-article on publishers like the MailOnline.

It's a new digital advertising category that we're at the forefront of building.

We call it Social Display.

15:58

SOCIAL DISPLAY AD ON MOBILE

autumn
or some
can also be a good way to experiment with
more fashion-forward prints: the one from
Burberry to rent at Selfridges is a bolder
choice.

drmartensofficial SPONSORED STORY

Dr. AirWair
Martens

Tap to React

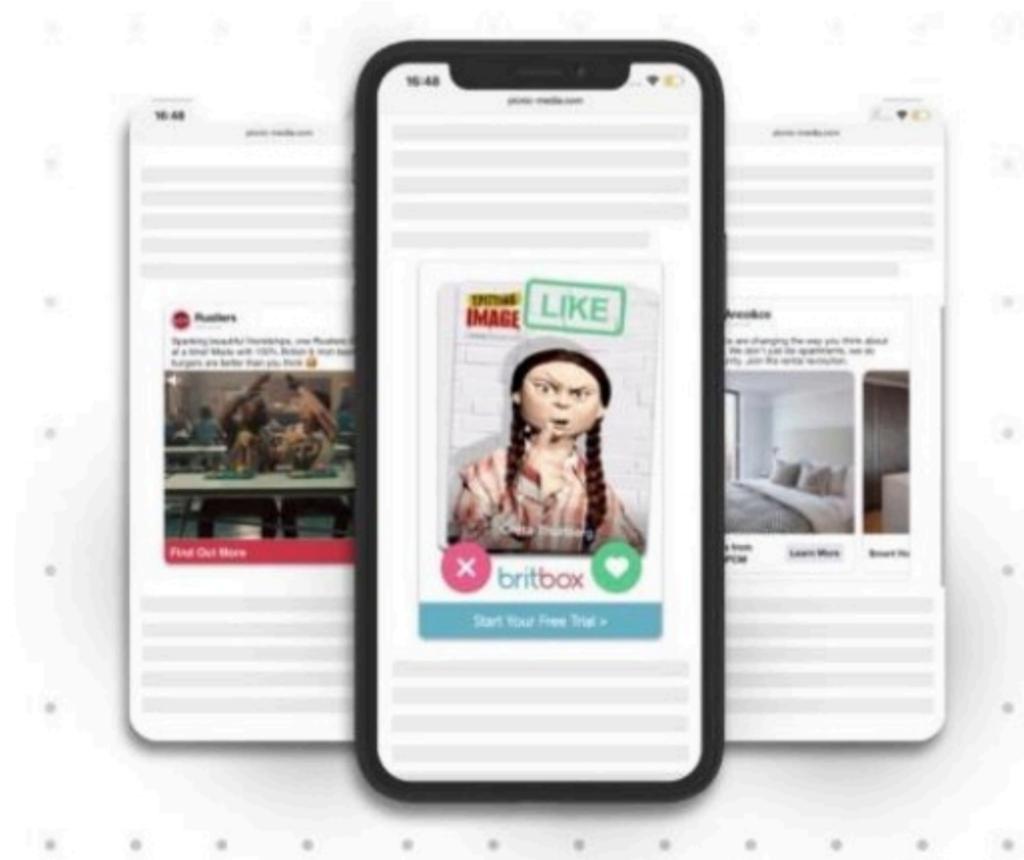
< BACK NEXT >

Men's rental sites often focus on the formal, but they are also a good place for everyday shirts. But as these are something you will wear a lot, it's a good item to invest in. Fabrics such as denim and corduroy are a -hrewd autumn choice - warm and

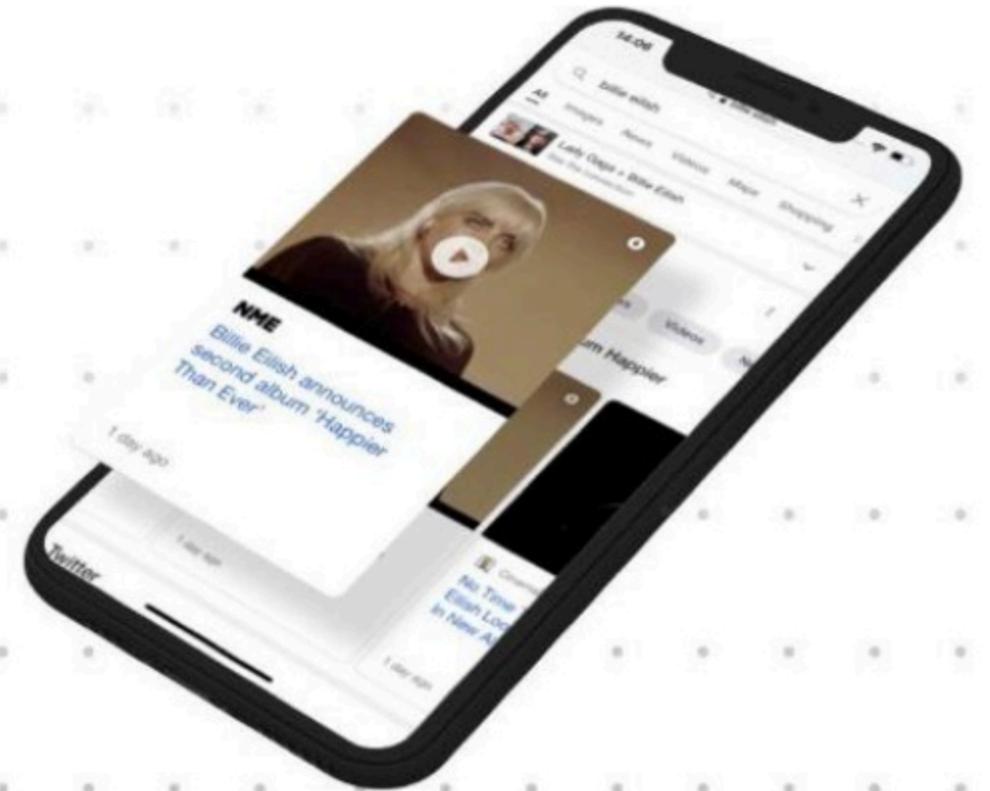
TRY IT OUT!

Introducing...

PICNIC'S 'SOCIAL DISPLAY MARKETPLACE'



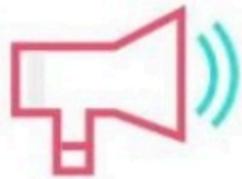
Engaging Social Display formats such as Stories, Posts and Swipe Right



...served mid-article on mobile web pages (Google AMP) that are as fast as Instagram

Who benefits?

A MULTI-SIDED MARKETPLACE WHICH BENEFITS ALL



ADVERTISERS

Increased ROI
5x ROI case study

Brand uplift
97% increase in brand message

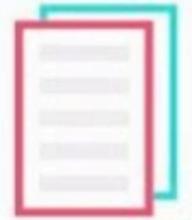
Cheaper & faster
creative build



AGENCIES

Ability to increase margin
with new digital advertising
channel

Deliver award-winning
results for clients



PUBLISHERS

Gain higher revenue per ad

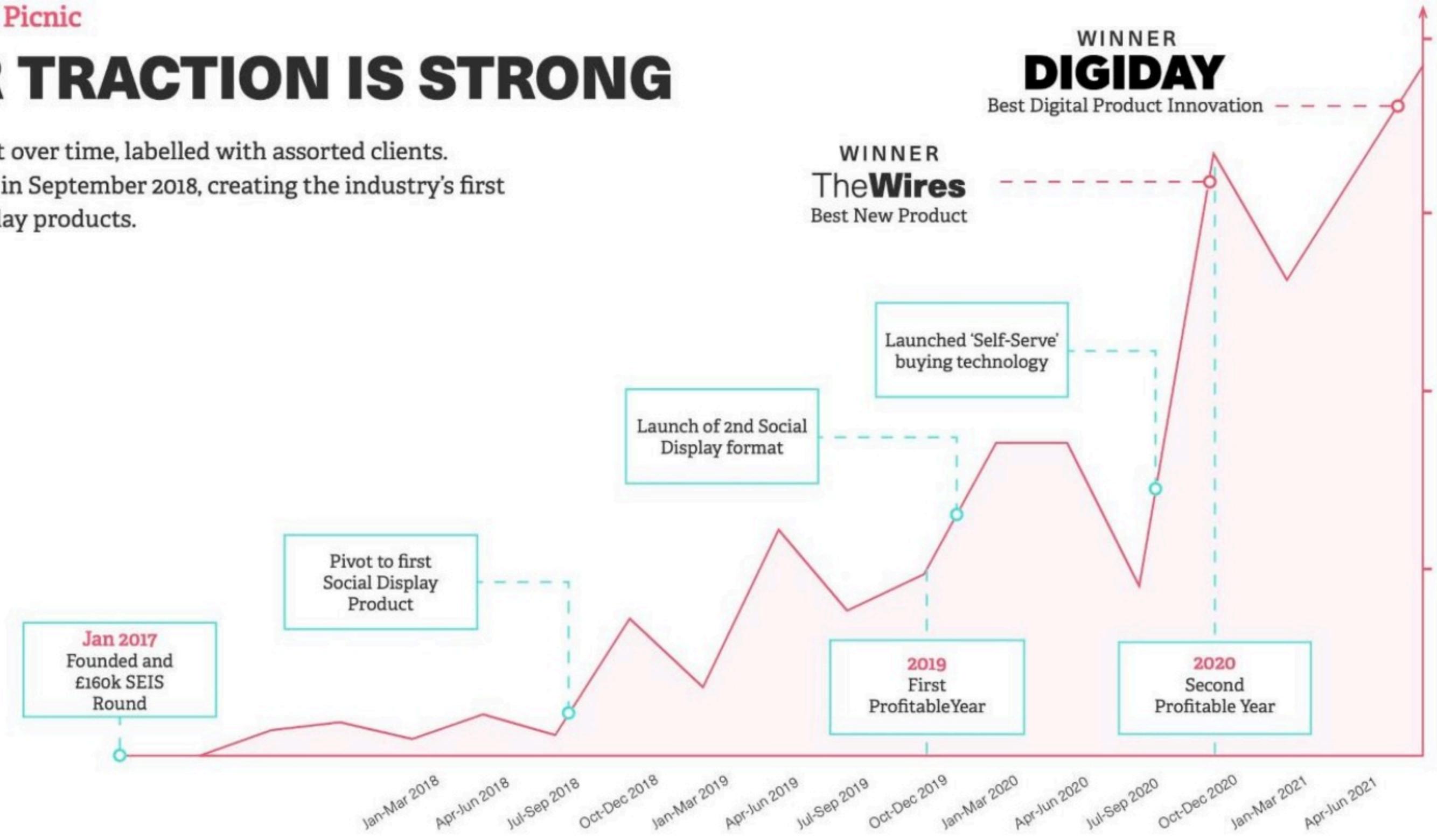
Happy readers from
excellent UX

Incremental revenue
for hard to monetise ad inventory

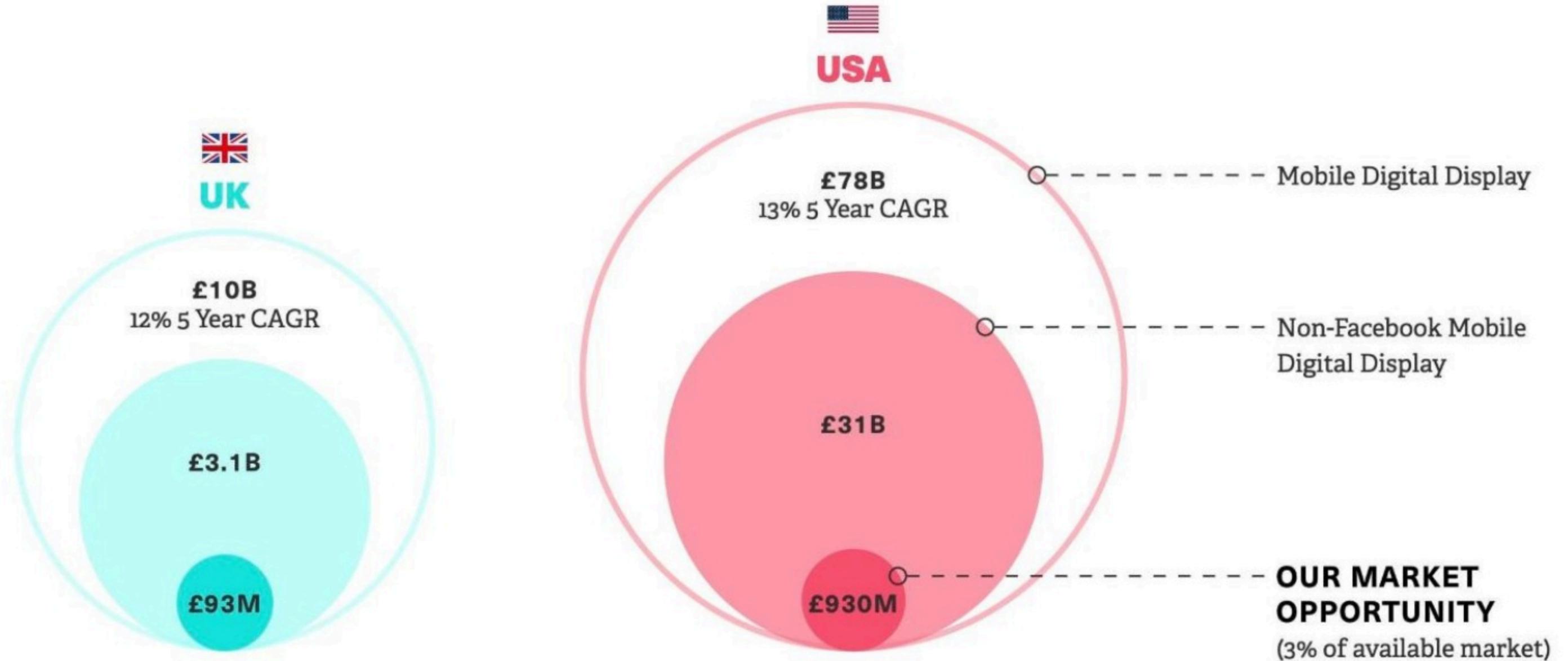
4 Years of Picnic

OUR TRACTION IS STRONG

Gross Profit over time, labelled with assorted clients.
We pivoted in September 2018, creating the industry's first Social Display products.



THE MARKET IS HUGE IN THE UK ALONE

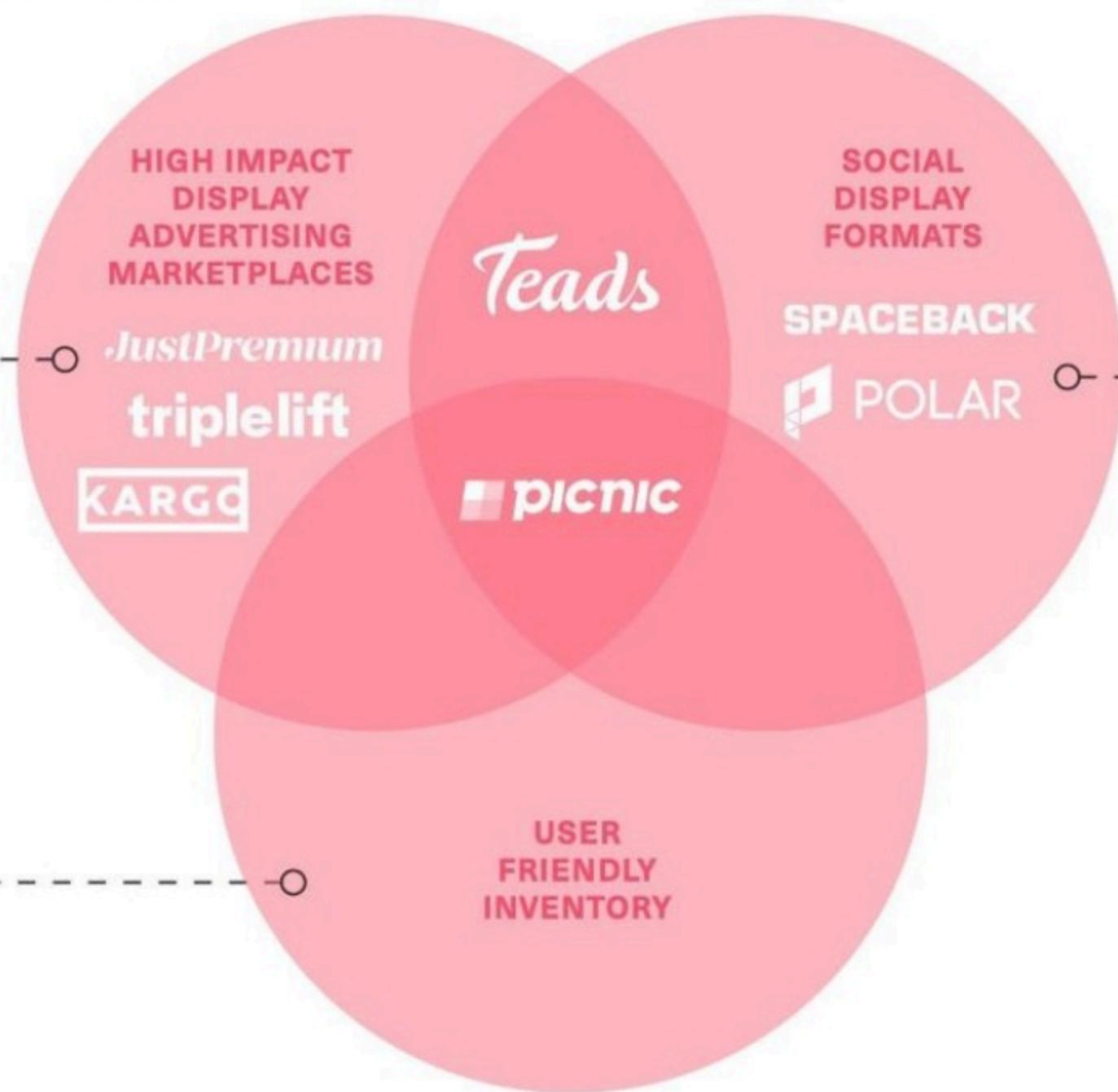


* Data from Worldwide Digital Ad Spending 2021, eMarketer

THE COMPETITION

01

Similar business models but focused on other niches, like Native or Rich Media. Lots of successful exits to emulate.



02

Creative platforms specifically for Social Display, rather than full service marketplace proposition.

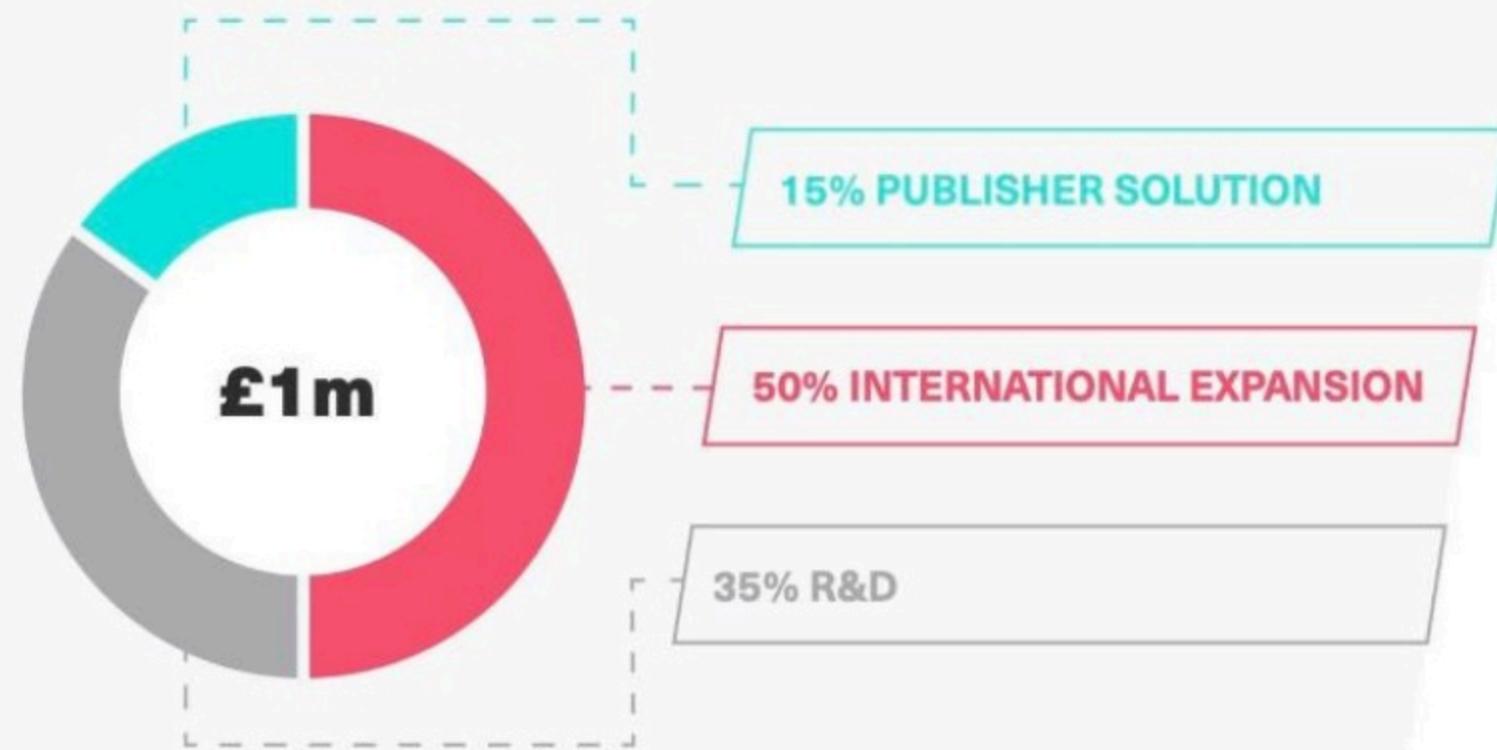
03

Picnic is the only product where every ad is served on Google AMP, guaranteeing a user experience as slick as Instagram and providing substantial moat.



THE ASK

RECENT, RELEVANT ACQUISITIONS



triplelift + **VISTA**
EQUITY PARTNERS

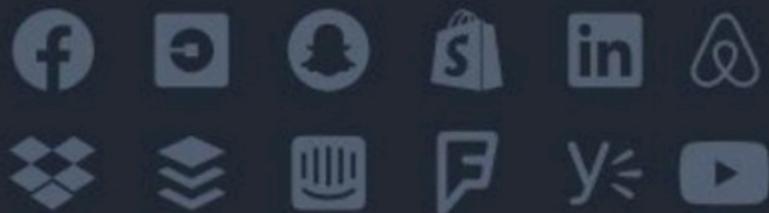
£1.4B Acquisition. Previously raised only \$16.6m

 **LIFTOFF** + **Blackstone**

£400m investment for majority stake. Previously raised only \$6.8m

TIMELINES FOR EXPANSION:





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