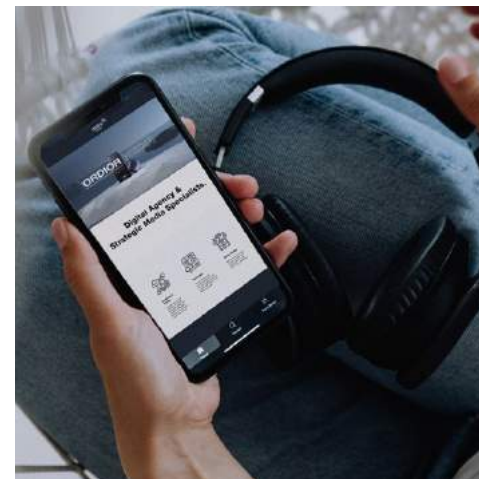


A central image showing a black smartphone and a translucent, multi-colored cube resting on a white, jagged iceberg. The iceberg floats in a dark blue sea under a clear blue sky. The text "ORDIOR MEDIA" is overlaid on the scene, with "ORDIOR" in a bold, white, sans-serif font and "MEDIA" in a white, outlined, sans-serif font. A thin white horizontal line is positioned below the word "ORDIOR".

ORDIOR MEDIA

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Welcome to Social Media

Northeastern University
D'Amore-McKim School of Business

EXPLORE NORTHEASTERN

Explore D'Amore-McKim Programs Research Information for

MARKETING TECHNOLOGY THOUGHT LEADERSHIP | OCTOBER 18, 2017

HOW SOCIAL MEDIA INCREASES SHAREHOLDER VALUE THROUGH CONSUMER MINDSET METRICS

Professor of Marketing Koen Pauwels examines the impact of social media on stock market performance in three consumer mindset metrics: purchase intent, brand awareness, and consumer satisfaction.

- Be part of the digital conversation.
- Use media to create awareness of your brand and your team
- Communicate your **how** and your **why**

Digital media is here to stay

- What are your digital values?
- What does your business stand for?

Manage the message



What is your Digital Strategy?



How do the great companies manage, maintain, support and promote their product, values, corporate philosophy and goals?

In today's world, shareholder value is being left on the table without a coherent social media conversation.

Businesses must look at their Owned Social Media Channels to manage the conversation through engaging with a content strategy. Without it – the investor community focuses on the short term and loses memory of long-term goals of the company.

Social media impacts stock market performance in 3 consumer mindset metrics:

1. Purchase intent
2. Brand awareness
3. Consumer satisfaction

Research shows a direct correlation between customer satisfaction and increases in stock market returns.

Businesses should look to “craft their Owned Social Media messages to target customers to improve brand awareness and customer satisfaction.....help gain the hearts and minds of consumers and lift the financial outlook of the company.” (Koen Pauwels, Northeastern University D'Amore-McKim School of Business – analysis 45 brands in 21 sectors).

Why Social Media?

- **21.45m Australians active social media users (feb 22)**
- **YouTube (78.2%) & Facebook (77.7%) use in Australia**
- **Australians spend 1h 57mins per day on social media**
- **52% Australians use social media as a source of news**

(Source, Analysis: Genroe)

Every minute 1000 hours of content is uploaded globally to digital & social platforms.

How much of that is yours?



THE ORDIOR PROCESS



Define your target market in-depth customer personas – who are you talking to / selling to?



Complete SEO audit of your current website & socials.



Assess brand profile across all your socials. Best strategy to catch the attention of your target market.



Content marketing strategy customised for your business. 3 month content plan.

Managing Social Media

Goals

Increase Engagement with Your Company & Promote Opportunities & Product Awareness

Outcome

Build Shareholder Value & Build connections to Investment Fund Communities.

Increase traction with product sales

What we do for Marijuana Company of America

- Create Your Company customised Social Media Bible - Identify key messages Content Development - Testimonials, FAQ's, Quotes, Niche Specific
- Hashtag strategy
- Influencer identification & campaign
- Monthly Social schedule development with optimised timing
- Keyword identification & optimisation across web & socials
- Blog posts
- YouTube channel content development & optimisation
- Linked-In optimisation
- Link all Your Company partners with your campaigns
- Option for video editing & animations
- PR & Media strategy



How we achieve this

- Dedicated Account Manager Liaison
- Project Basecamp for all communications – full transparency across Ordior & Your Company
- Establish Sprout Social account for all posts
- Dedicated team – 30 hours per week developing & posting content
- Design, Video Production & PR available as required

Managing Compliance

- Social Media Bible – outlines clear messaging guidelines & restrictions
- Establish Social Media Policy for Your Company in keeping with ASX regulations
- Establish Your Company contact for all communications
- Your Company Pre-approved posts & videos
- Oversight by Ordior Manager (RG146 certification & capital raising experience)
- Report to include keyword monitoring (Your Company) across the web in monthly report

Ordior Global Offices

Ordior Media - Dedicated offices and points of presence in Moss Vale Australia, Buenos Aires Argentina, Lagos Nigeria, Vancouver Canada, Los Angeles USA, London UK and Mallorca Spain.



Ordior Expertise



70

People

Passionate and experienced employees.



7

Offices

A global network of offices based in key territories.



10

Forensic & Legal Experts

An experienced digital music rights team.



15

Content Managers

A team of local content managers speaking more than 10 different languages.



7

Trade Marketing Experts

Building the best strategies across stores to maximise the impact of releases.



65

Leading Partners

A global network of some of the worlds leaders in rights management, royalty collections and content monetisation partners.



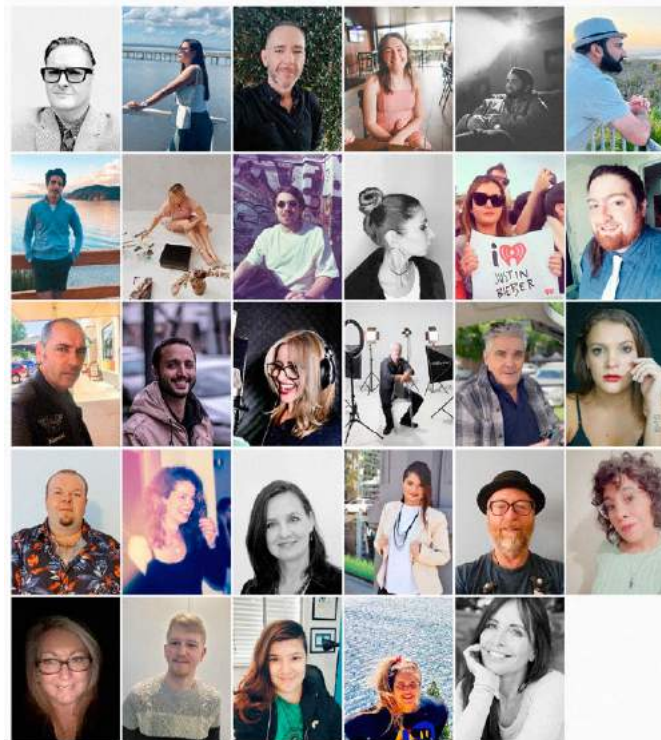
The Ordior Team

Our corporate structure as well as our unique infrastructure, gives Ordior the best opportunity to tap into all corners of the globe and find the best people to collaborate with.

We currently have a support team of over 70 people across 7 global offices that allow Ordior to produce high quality content:

- Social Media
- Audio & Video Distribution
- Video Production
- Audio Production
- Creative Concept & Design
- Sales & Licensing
- Promo & Marketing
- Grant, Government Funding & Philanthropic Funding

We become your full service content providers as required.
Please visit our website: www.ordior.com/team.



Ordior Services

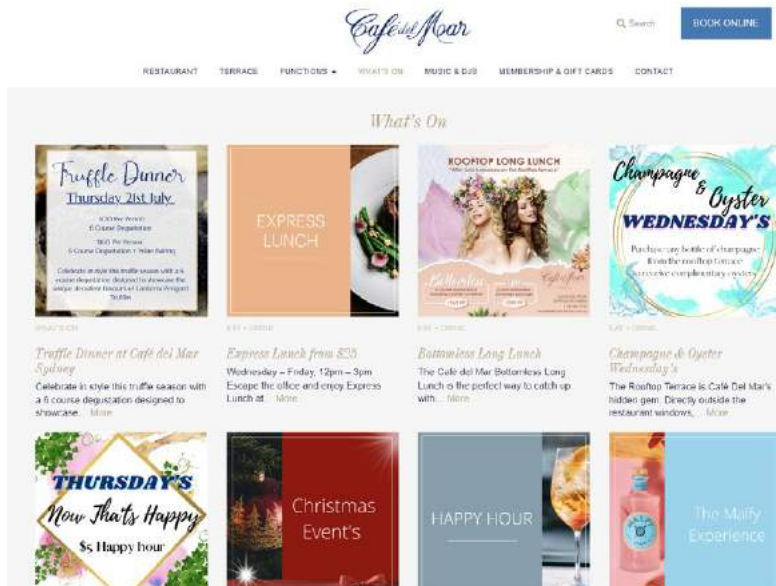




Australian Head Office

We have 355 M2 of office space with 35 workstations, 2 film and television editing suites, a recording & production studio as well as a full broadcast live-streaming production studio. We cater for a wide range of software standards including Adobe's full product suite, ProTools and AVID.

Client Reporting - Daily Report Example | Café del Mar



Date: 28.06.22
Time: Started 07:30 am | Finished 13:30
Total Time: 6 Hours
Lunch: 1 Hour.

Tasks:

- Manage Cafe Del Mar Social Media
- Task management and planning.
- Preparing image libraries.
- Reviewing all social media profiles.
- July Post Management

Completed Tasks:

- Fixed the new Calendar with 1 post per day (attached)
- Create Instagram stories for new post dynamic:
<https://www.dropbox.com/home/Cafe%20del%20Mar%20-%20Social%20Media%20Assets...>
- Sent messages to influencers via Instagram
- Manage Facebook accounts

The Calendar | Sprout Social:

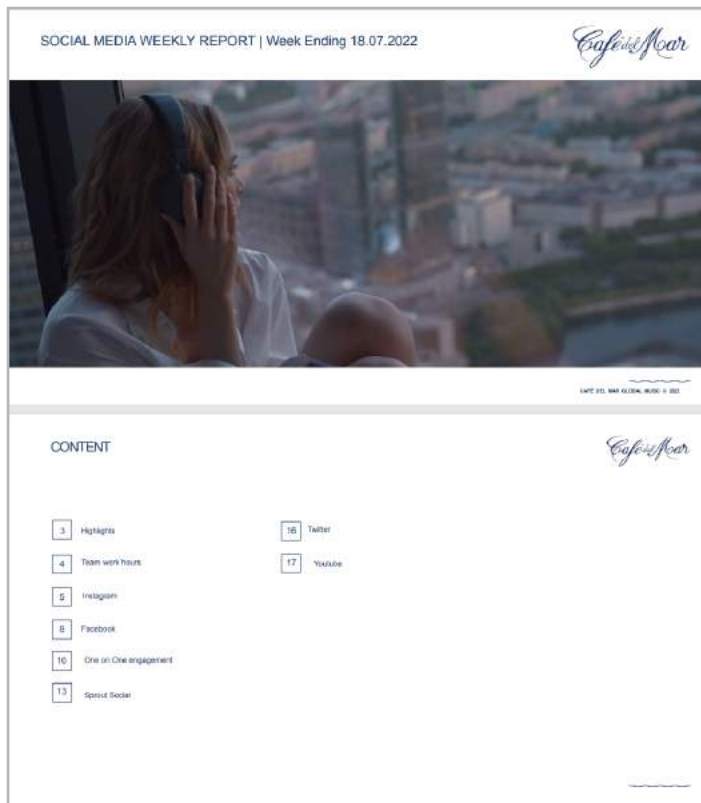
Anyone can login to the Sprout Social Calendar and review and manage any and all scheduled posts.

Issues:

- YouTube access pending.
- Running out of different beverage pictures.

Thanks!

Client Reporting - Daily Report Example | Café del Mar



- Email report sent on the Monday of a trading week.
- This includes a detailed PDF Power Point of the activities completed for the week and achievements made.



To: dm@cafedelmar.com.au; diron@cafedelmar.com.au; e.riley@cafedelmar.com.au; s.domenic@cafedelmar.com.au; john@cafedelmar.com.au; s.vos@cafedelmar.com.au; Rita Gill@cafedelmar.com.au; cfo@cafedelmar.com.au
Cc: damien@bluepie.com.au; arlene@bluepie.com.au
Subject: Café del Mar | Social Media | week ending 18th July

Team:

Social Media Report: Café del Mar
Location: Sydney
Week Ending: Monday 18th July 2022

Attached is the weekly report for Café del Mar for the 18th July 2022.

Summary Highlights:

Achievements:

- Facebook reach +20 % accounts
- New Menu post reached 1960 accounts
- Create stories with AR filters (referring to group, restaurants, private events and gift cards, traffic dinner)
- Consistent daily engagement managed directly by DelRina
- Systems and process management tools developed.
- Set up the company's first Social account to manage 24/7 posting to social media accounts.
- Developed all reporting and work flow management reports via Basecamp

Tasks managed and completed:

- Manage the social media accounts organically (answer comments, likes, invite people to follow, post)
- Manage Sprint Social, schedule post for the month, get the reports
- Sort the pictures with tags, select and cut pictures for the Sprint Social calendar.
- Edit reels with the Dropbox videos.
- Edit videos with free copyright content
- Edit special menu opening hour graphic artworks (food & stories)
- Sort banners for Facebook and Twitter.
- Engage One on One potential followers.
- Research Influencers and potential business collaborations.
- Post DS and Special Dates assets.
- Manage Instagram & Facebook stories organically

Comments are welcome
Regards,

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This email is confidential. It is the recipient's responsibility to ensure that any attachments are scanned for viruses prior to use.

All Social Media is managed by our team via Sprout Social. Clients of Ordior Media can expect monthly reporting which includes:



- **Highlights**

Monthly Tasks & Achievements

- **Contact Database**

Build and Maintenance

- **Facebook Monthly Statistics**

- Engagements (Reactions, Comments, Shares, Click Through)
- Impressions
- Audience Growth (page likes)

- **Instagram Monthly Statistics**

- Engagements (Likes, Comments, Saves, Story Replies)
- Impressions
- Stories Performance (Replies, Tap Backs, Tap Forwards, Exits)
- Hashtag Performance
- Audience Growth (Followers, reach)

- **Twitter Monthly Statistics**

- Engagements (Likes, @replies, Retweets, Click Through)
- Impressions
- Audience Growth (Followers)

- **YouTube Monthly Statistics**

- Video Statistics (Views, Average View Duration, Engagements, Reactions, Subscribers Gained from Video.
- Channel Statistics

- **LinkedIn Monthly Statistics**

- Impressions
- Engagement (Reactions, Comments, Shares, Post Clicks)
- Audience Growth (Followers)
- Publishing Behaviour
- Audience Demographics

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

1,490,441 ▲61.7%

Engagements

63,741 ▲29.4%

Post Link Clicks

9,756 ▲91.3%

Sent Messages Metric	Total	% Change
Total Sent Messages	5,547	▲4,200%
Twitter Sent Messages	245	▲
Facebook Sent Messages	381	▲200.1%
Instagram Sent Messages	4,921	▲8,348%
Received Messages Metric	Total	% Change
Total Received Messages	1,299	▲682.5%
Twitter Received Messages	32	▲
Facebook Received Messages	222	▲200.1%
Instagram Received Messages	1,024	▲416.1%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month



Impression Limits

Total Impressions 1,490,441 ▲61.7%

Achievements:

- Reach +1220 accounts more, than last month
- Get +183% Facebook new likes
- Sent +800 Instagram messages (One on One strategy)
- Consistent daily engagement managed directly by Delfina.
- Systems and process management tools developed.
- Set up the company Sprout Social account to manage 24x7 posting to social media accounts.
- Developed all reporting and work flow management reports via Basecamp

Tasks managed and completed :

- Manage the social media accounts organically (answers comments, likes, invite people to follow, post).
- Manage Sprout Social, schedule post for the month, get the reports.
- Edit the pictures with logo, select and cut pictures for the Sprout Social calendar.
- Edit reels with the Dropbox videos.
- Edit videos with free copyright contest
- Edit special venue opening hours graphic artworks (feed & stories).
- Edit Banners for Facebook and Twitter.
- Engage One on One potential followers.
- Research Influencers and potential business collaborators.
- Posts DJ and Special dates assets.
- Manage Instagram & Facebook stories organically



What We Will Need From You

1. Content elements will be established during the Account Manager initial consults
2. Dedicated contact within Your Company Ltd
3. Existing digital assets with rights approved for usage
4. Communicate with our team through the Your Company Ltd Project Management Basecamp
5. Known content sources & influencers
6. Access details to relevant platforms



Next Steps

- Establish Package preference – Bronze, Silver, Gold
- Once payment is received a Basecamp and Sprout Social account will be established. 3 months paid in advance. Guaranteed results – or full refund.
- Ordior's Account Manager calls will be pre-booked in with Peppermint Innovation Ltd contact.

Bronze

- 30hrs dedicated content developer pw.
 - Account Manager 2hrs pw.
 - Sprout Social dedicated client account.
 - Basecamp Project Management & Workflow Dropbox 3 TB.
 - Google Optimisation across website, socials & YouTube.
 - Linked In Optimisation.
 - 2 Media Releases pm.
 - 8 blog posts pm
- \$3000 USD pm.**

Silver

- 60hrs = 2 dedicated content managers @30hrs each pw.
 - Targeted \$200 advertising & promoted posts across FB, Instagram & YouTube
 - Account Manager 4hrs pw.
 - Sprout Social
 - Basecamp Project Management & Workflow
 - Dropbox 3 TB
 - 20 hrs video content shoot & editing
 - 8 Blog posts pm
 - 2 Media Release pm
 - Google Optimisation & targeted campaign \$50pw
 - SEO Linktree
 - LinkedIn campaign x 4 LinkedIn ads pw.
- \$6000 USD pm**

Gold

- 60hrs = 2 dedicated content developers Account Manager 6hrs pw
 - 30 hrs dedicated video content creation & editing
 - Targeted \$500 advertising & promoted posts across FB, Instagram & YouTube
 - Sprout Social
 - Basecamp Project Management & Workflow
 - Dropbox 2 TB
 - 10 videos pm including interviews, explainer animations – for YouTube & social media usage
 - 2 Media Releases pm.
 - 8 Blog posts pm
 - 1 Video News Release pm
 - Google Optimisation & targeted campaign \$70pw
 - SEO Linkwheet
 - TikTok Channel Management
 - 10 Tik Toks pm
 - LinkedIn Campaign x 4 LinkedIn ads pw.
- \$12,000 USD pm.**



ORDIOR MEDIA



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