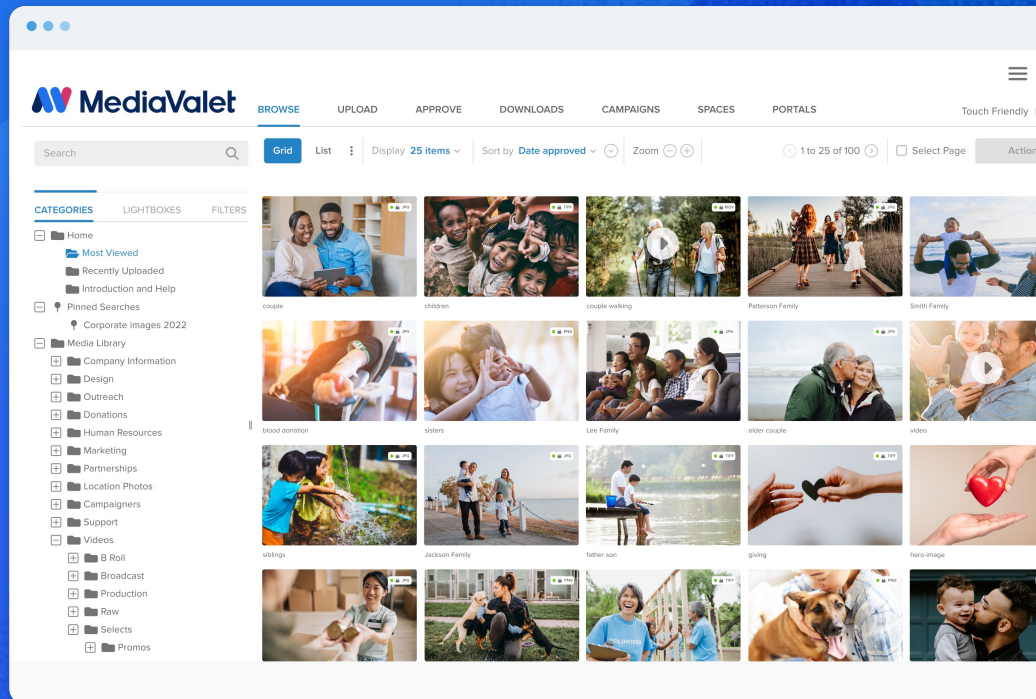




Product Roadmap 2024



Become a Marketing MVP with MediaValet



Marketers are driven to create and deliver compelling, on-brand content that captivates their target audience and amplifies brand visibility to drive revenue. Yet, in today's ever-changing digital landscape, this mission is far from easy. Content chaos, budget limitations, and clunky processes are just a fraction of the challenges marketers and organizations will face as they strive to achieve their 2024 goals.

Our pure-play DAM solution stands as your unwavering partner in conquering these challenges. It not only enhances operational efficiency but also enables scalable content delivery, supporting the achievement of business goals. With MediaValet's carefully crafted 2024 Product Roadmap, featuring **a powerful new user experience, innovative AI-driven functionality, and an expanding integrations catalogue**, organizations can expect their journeys to be more successful — transforming those who embrace our technology into the indisputable MVP of their marketing team and organization.

We believe that MediaValet can significantly elevate your organization, benefitting not only marketers but everyone involved. Envision each employee effortlessly accessing all your organization's content, enabling them to promptly engage their target audiences with captivating stories drawn from the wealth of amazing content. Our roadmap is designed to transform this vision into reality.

Learn how our 2024 Product Roadmap will empower you on your path to becoming a true marketing MVP.

Jean Lozano
Chief Technology Officer
MediaValet

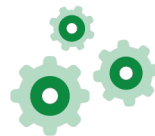
Roadmap themes to help marketers achieve MVP status



Optimize the use of digital assets with a powerful new HotDAM! experience



Save valuable time by minimizing metadata dependency with AI



Drive operational efficiency with an expanding integration catalogue

Optimize the use of digital assets with a powerful new user experience

Next year, we'll improve MediaVale to be a top choice for marketers, ensuring our customers' success. Our focus? Taking your content to new heights by extending its reach with a powerful new user experience that provides the control, access, ease of use and remote upload capability so you can confidently scale your users and use cases. We're also fine-tuning beloved features like Branded Portals and CDN Linking to provide deeper functionality, while simultaneously enhancing our already unrivaled data security measures with more SSO options.



Save valuable time by minimizing metadata dependency with AI

In 2024, AI is poised to transform the landscape of digital asset management at MediaVale. Beyond reaping the benefits of automated metadata enrichment, users will begin the extraordinary transition toward metadata independence. This signifies that the AI algorithms within MediaVale will not only tag and organize assets with precision but will also evolve over time, granting marketers an increasingly hands-free approach to metadata management to increase discoverability and accelerate content at scale.



Drive operational efficiency with an expanding integration catalogue

We are dedicated to expanding our integration catalogue to make work easier for our customers. For instance, our upcoming connection with an industry leading proofing tool is designed to improve marketing workflows, foster collaboration, and speed up content approvals. In 2024, MediaVale is also committed to advancing our integration capabilities to empower customers in creating custom integrations tailored to their unique tech stacks, all with granular control so administrators can tailor the experience to user needs.



Underpinning all of this is MediaVale's unwavering commitment to being #1 in data security in the DAM market



Optimize the use of digital assets with a powerful new user experience

Currently in Development

MediaValet Mobile

Seamlessly upload, browse, share, and download assets while on-the-go with MediaValet Mobile. Enjoy the flexibility of accessing your digital assets from your mobile browser, making your workflow more efficient and convenient while also providing granular control.



HotDAM! Experience

An enhanced user experience with a revamped interface, optimizing accessibility, discoverability and security of your digital files. Beyond a new interface, it will offer a refreshed search experience, a modernized approach to managing asset collections, improved attribute grouping, and additional modules catering to both general and power users.



MediaValet Direct

The newest iteration of the MediaValet desktop uploader; a powerful tool designed to seamlessly streamline, simplify and accelerate bulk uploads of assets, accommodating quantities from tens of thousands to tens of millions.



Hi-Performance Upload Experience

This introduces the complete 'New Upload Experience,' featuring a swifter browser upload engine. It offers a remarkable speed boost, with upload times 1.5 to 3X faster than the current browser uploader, allowing for faster content management. It excels in handling larger file sizes and higher volumes (4,000 files per batch and up to 400GB), outperforming competitors in this regard.





Optimize the use of digital assets with a powerful new user experience

Currently in Development

Content Transfer Acceleration

This platform capability provides accelerated transfer speeds in addition to the Hi-Performance Upload and MediaValet Direct experiences (see slide 5). It proves invaluable, especially for customers with a global presence, as it optimizes content delivery.



External Uploads

Enables individuals without a MediaValet account to easily upload and share files to a DAM. This feature is particularly useful for external vendors, such as creative agencies or freelancers, as it allows them to submit content without requiring login access to their client's DAM.



Dynamic Content Transformation

An enhancement to CDN Linking, Dynamic Content Transformation will automate the process of manually resizing and reformatting assets across your company's web presence without interfering with the single source of truth file in MediaValet.



Identity and Access Management

Confidently increase adoption and unlock the potential of your content with peace of mind from unrivalled security. Granular user access controls at the asset, category and user levels, multiple team security with Multi-SSO and MFA, multi-library support, and increased platform certification (adding accessibility and ISO27001).





Optimize the use of digital assets with a powerful new user experience

Currently in Development

Category Level Permissions

Seize control like never before! Soon, organizations can establish intricate access controls within DAM categories. This update enhances the existing category-level access permissions for users. In the first half of 2024, DAM admins will gain the capability to define which user groups can upload to specific categories or tag specific categories after upload, providing unprecedented control and flexibility. Plans to expand to downloading, sharing, and editing are on the horizon.





Save valuable time by minimizing metadata dependency with AI

Currently in Development

Similar Image Search

Empowers users to effortlessly search for duplicate or similar images using a sample image. For example, when your web team is assigned the task of editing a web page image on the company website, even if the image has been renamed and its metadata removed, they can easily locate the source image within the DAM using the web page image itself. This streamlined process enables them to download, edit, and publish the enhanced asset on the DAM, ensuring an efficient and seamless workflow.



Semantic Search

Enhances user experience by allowing image searches using plain language descriptions, eliminating the need for metadata. This means that when a marketer searches for an image in MediaValet depicting "two people standing side by side with arms crossed" for a campaign, their DAM will promptly retrieve relevant matches, providing an intuitive and efficient search experience.





Drive operational efficiency with an expanding integration catalogue

Currently in Development

Asset Picker

Empowers customers and partners to swiftly create integrations through the provision of a MediaValet component. This component can facilitate user actions like searching, browsing, and selecting assets they have access to for seamless integration into the host application.



Review and Approval

Empowers marketing teams to collaborate on creative files in their DAM through a top-tier online proofing tool – streamlining the review and approval process. Now, customers can easily collaborate within their DAM, creating powerful and impactful content that tells stories and prompts their target audiences to take action.



Templating Solution

Our new integration with the creative templating tool, Marq (formerly Lucidpress), will enable marketing and creative teams to instantly access DAM assets and seamlessly use them within Marq. This integration will accelerate asset production, leading to quicker turnaround times and a more efficient workflow.



Component Library Software Development Kit

Enables partners and customers with the building blocks to create custom integrations with MediaValet's API. This will not only include Asset Picker, but also curated components from the MediaValet UI Library as well, along with API client libraries for Javascript and .NET, simplifying integration development for enhanced functionality and user-friendly implementation.



A note regarding **Currently in Development** statements

This presentation includes statements regarding currently in development efforts for our existing product:

- These statements are not intended to be a promise or guarantee of future availability but merely reflect our current plans based on factors currently known to us
- They also are not intended to indicate when or how particular features will be offered or at what price
- It is also important to note that these development efforts may change without notice

With our 2024 Product Roadmap, marketers are set on a course to elevate their strategies to become true marketing MVPs and to unlock the potential of DAM as a force multiplier for their entire organization. Empowerment is at the core of our mission, and we're committed to providing additional resources for our customers. Beyond this roadmap, you can access our **Support Centre** to fuel your journey towards DAM excellence.

Together, let's unlock your full potential and redefine success in the marketing realm.

