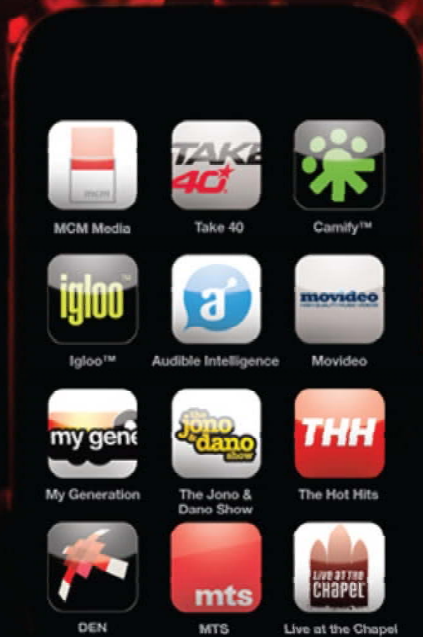


mcm entertainment group Ltd

Annual General Meeting
18 November 2009

Presented by:
Colin Smith, Chairman
Tony McGinn, Group CEO



MCM Media



Take 40



Carnify™



Igloo™



Audible Intelligence



Movideo



My Generation



The Jono & Dano Show



The Hot Hits



DEN



MTS



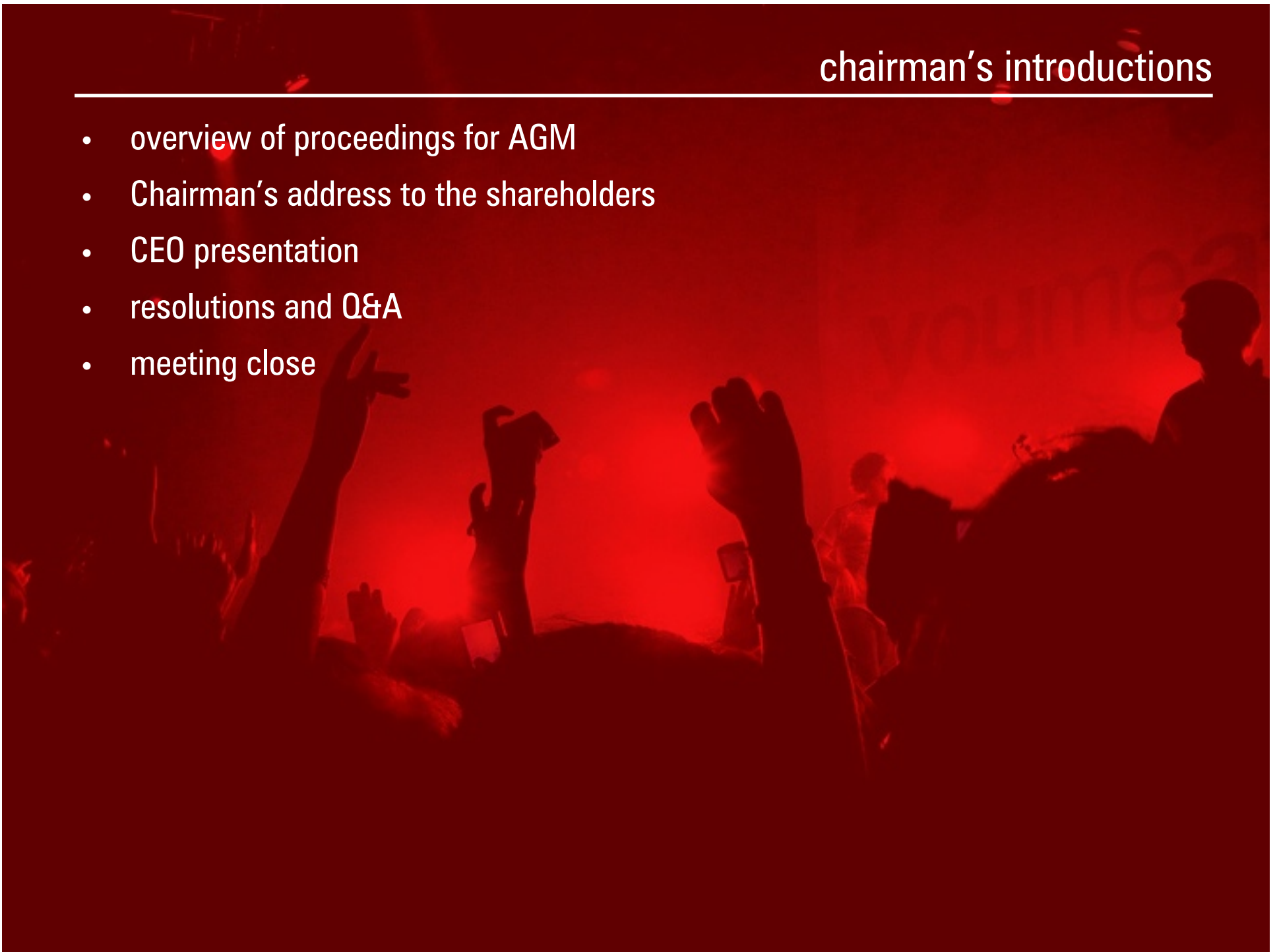
Live at the Chapel



'creating extraordinary
digital media value for
our customers, staff and
shareholders'

chairman's introductions

- overview of proceedings for AGM
- Chairman's address to the shareholders
- CEO presentation
- resolutions and Q&A
- meeting close



chairman's introductions

- welcome
- introduction of board of directors
 - Colin Smith Non-Executive Chairman
 - Tony McGinn Director and Group CEO
 - Vincent Donato Non-Executive Director
 - Greg Smith Non-Executive Director
 - Andrew Metcalfe Company Secretary
- introduction to the auditor
 - Kester Brown Partner, Ernst & Young

chairman's highlights for year ending 30 June 2009

- group returned to profit in challenging year, highlighted by:
 - revenue growth of 5%
 - EBITDA growth of 138% to \$1.05m
- long term debt extinguished in November 2008
- successful restructure of Group resulting in diversification of revenue streams:
 - mcm media: media advertising sales
 - igloo: fee for service digital agency
 - mcm technical services: software licence annuities from digital media product development

chairman's overview of new MEG corporate structure



group CEO's highlights for year ending 30 June 2009

- mcm media highlights
 - Simon Joyce appointed CEO of mcm media
 - unique audience growth on websites grew by 57.8% when comparing June 2009 to June 2008
 - successful launch of new online syndication model, Digital Entertainment Network (DEN) in Australia. Both revenue and site traffic growth is evident and the model is now being marketed in the US and UK
 - consistent sales performance year on year in a tougher media market

group CEO's highlights for year ending 30 June 2009

- igloo highlights
 - successful integration into the group and growth strategy implemented
 - significant account wins (Mazda, Crown)
 - client base grew to 30

group CEO's highlights for year ending 30 June 2009

- mcm technical services highlights
 - newly created subsidiary to focus on software products for global digital media markets
 - initial product development leverages existing mcm group digital assets
 - build completion of phase one of the new 'movideo'™ platform that currently provides the full infrastructure for the mcm media DEN model and mcm media programme websites
 - further development of 'Camify'™ 'real time media analytics' software program for the international market. Currently used across all mcm media websites and DEN
 - licence of movideo platform to Foxtel's XYZ Networks for Channel [V]
 - considerable marketing effort of both movideo and Camify in the US and UK

recent events and looking forward

- mcm media has agreed terms with Austereo Group to modify and extend its content supply deal by two years from November 2009
- mcm media has also agreed terms for content supply deals with Macquarie Southern Cross Media (3 years) and Australian Radio Network for 2010
- mcm media currently have advertiser funded content on each of the following national mediums:
 - radio, internet, free to air TV, free to air digital TV, pay TV, mobile phones
- new radio programs launching on Austereo's Today Network:
 - The Hot Hits Live from LA and Party People
- igloo now contributing positive earnings to group
- igloo appointed as digital agency for the national retailer Beacon Lighting
- business development in US and UK for Camify and movideo has created several opportunities which are expected to materialise by early 2010
- group remains on budget for the half year to 31 December 2009, which is an improved position year on year

MEG financials for year ending 30 June 2009

	FY 2007 \$'s 000's	FY 2008 \$'s 000's	FY 2009 \$'s 000's	08/09 change %
Revenue	14,572	17,943	18,783	+ 4.68%
Gross Profit	8,120	10,206	11,655	+ 14.2%
Op Expenses	7,727	9,763	10,601	+ 8.58%
EBITDA	430	443	1,053	+ 137.7%
NPAT	(302)	(317)	21	+ 106.6%

- the board believes this is a satisfactory result in a tough GFC affected year
- the board also highlights that considerable mcm technical services product development and international business development has been conducted during the 2009 financial year and also this year. The board expects a ROI from this effort during calendar 2010