

Innovium Media Properties Corp.

Mandate of Chief Executive Officer

The Chief Executive Officer is responsible for developing the strategic direction and ensuring the operational performance of Innovium Media Properties Corp. ("Innovium" or the "Company"). He/she is accountable to shareholders, through the Board of Directors, for securing economic returns, and for creating an organization capable of sustainable value creation for its shareholders.

RESPONSIBILITIES:

- Develop, for the Board's approval, strategic direction and positioning to ensure Innovium's profitable growth.
- Develop sound operating plans to meet goals and objectives as agreed with the Board.
- Responsible for the execution of the strategic plans of the Company.
- Set an operational philosophy that is performance driven, maintain a high level of employee morale and motivation, and meet the highest ethical standards.
- Develop and motivate executive management, set agendas for management, delegate authority and responsibility for individual tasks and strategic initiative, and provide overall management to ensure the leadership team is effective.
- Ensure succession plans are in place to provide the continuity of leadership required by Innovium in the future.
- Serve as chief spokesperson, communicating effectively with the investment community, customers, shareholders and other stakeholders.
- Set the tone for effective business development.
- Act as final decision-maker, and ensure that all operations are conducted in full compliance with laws, regulations and the Company's Code of Conduct.
- Work with the Board Chairman and/or Executive Committee of the Board to ensure that the focus of Board Meetings is on the right issues, information is available in a timely and effective manner and the best advice and counsel are drawn from Board members during meetings and as required throughout the year.
- It shall be the responsibility of the CEO to share insights and information gleaned through the enactment of these responsibilities to members of the Board of Directors, other members of senior management, and other employees if and when applicable.
- It shall also be the responsibility of the CEO to delegate to the President and COO, CFO and Corporate Secretary, and/or other employees, roles, as appropriate, in the fulfilment of the above.