

The Fever logo is displayed in a large, white, sans-serif font. The letters 'f', 'e', 'v', 'e', and 'r' are all connected vertically, creating a single, fluid column of text.

GLOBAL PRESENCE: REACH ACROSS 200+ CITIES AND 30+ COUNTRIES

Connected Experiences at Scale

Fever operates in more than 200 cities worldwide, uniting millions of fans with curated live experiences across music, culture, and entertainment.

Strong International Footprint

Presence in 30+ countries positions Fever as a leading platform for global music and live events partnerships.

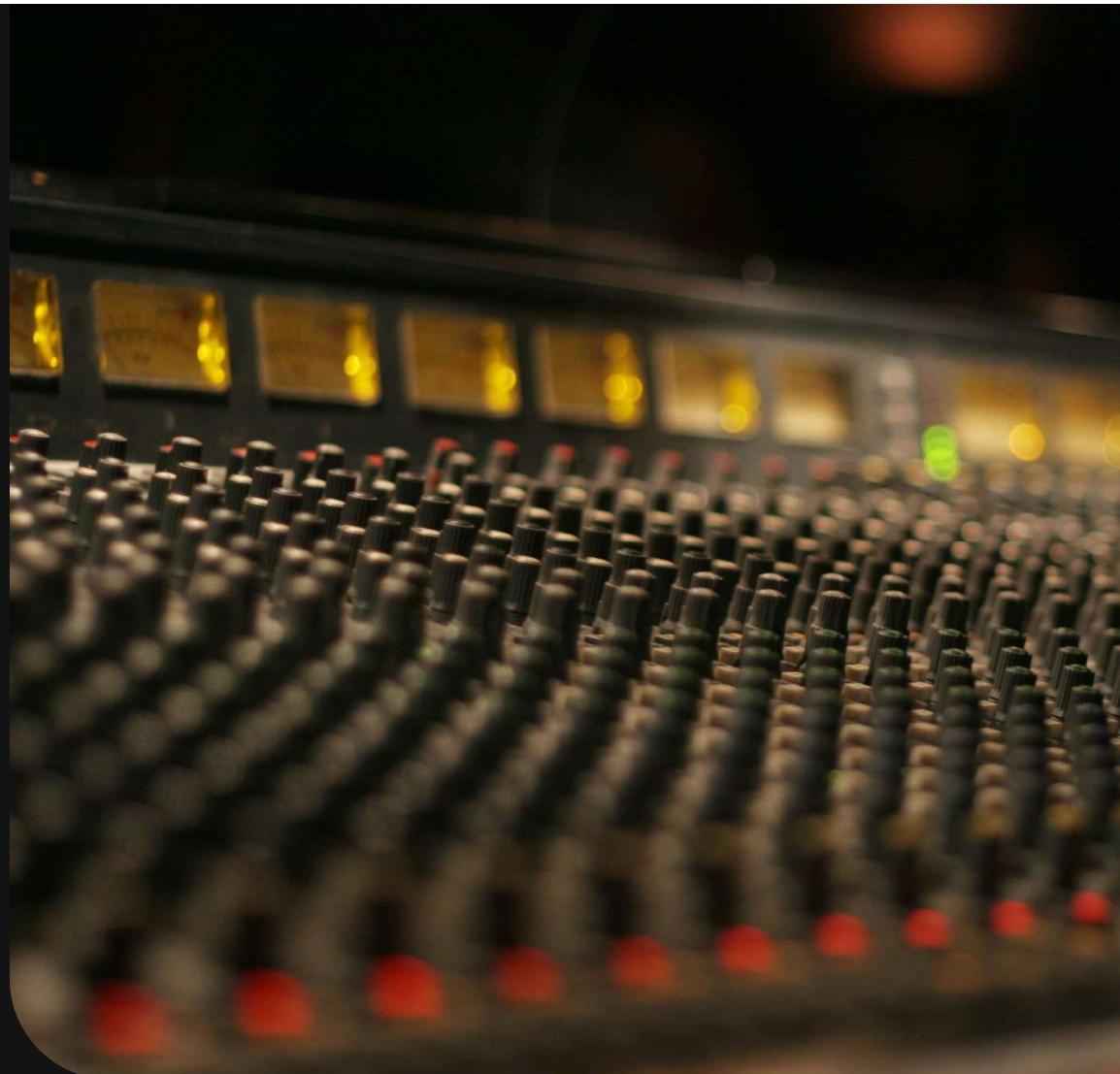
Partnership Reach

Fever's network of artists, venues, and brands creates new opportunities for collaboration and audience growth on a global scale.

FEVER MUSIC GROWTH ENGINES

SCALING MUSIC WITH DATA, PARTNERS, AND FANS – NO NEW DEVELOPMENT REQUIRED

Leveraging existing systems, data, and relationships to expand Fever's music operations efficiently and sustainably.





PRESENTATION AGENDA

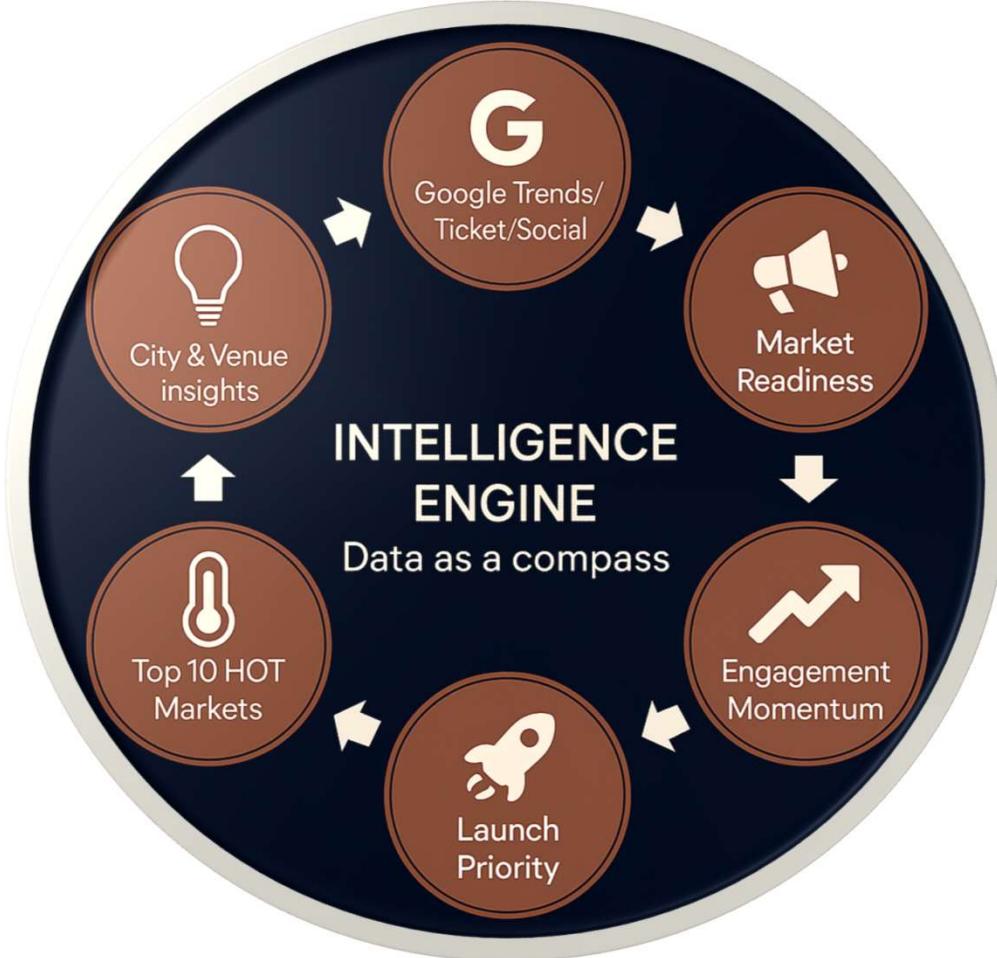
- Intelligence Engine – Leveraging Data as a Compass
- Partner Engine – Dynamic Collaboration with Local Promoters and Venues
- Audience Engine – Harnessing Fans as a Network
- Experience Engine – Replicating and Localizing Successful Originals
- Feedback Engine – Always-On Optimization Cycle
- Unified Growth Flywheel – Orchestrating All Engines
- Finale – Igniting the System

INTELLIGENCE ENGINE – DATA AS A COMPASS

Fever's Intelligence Engine leverages real-time data to guide market entry, pricing, and genre targeting. By integrating public trends, proprietary insights, and sales data, Fever turns audience behavior into strategic action.



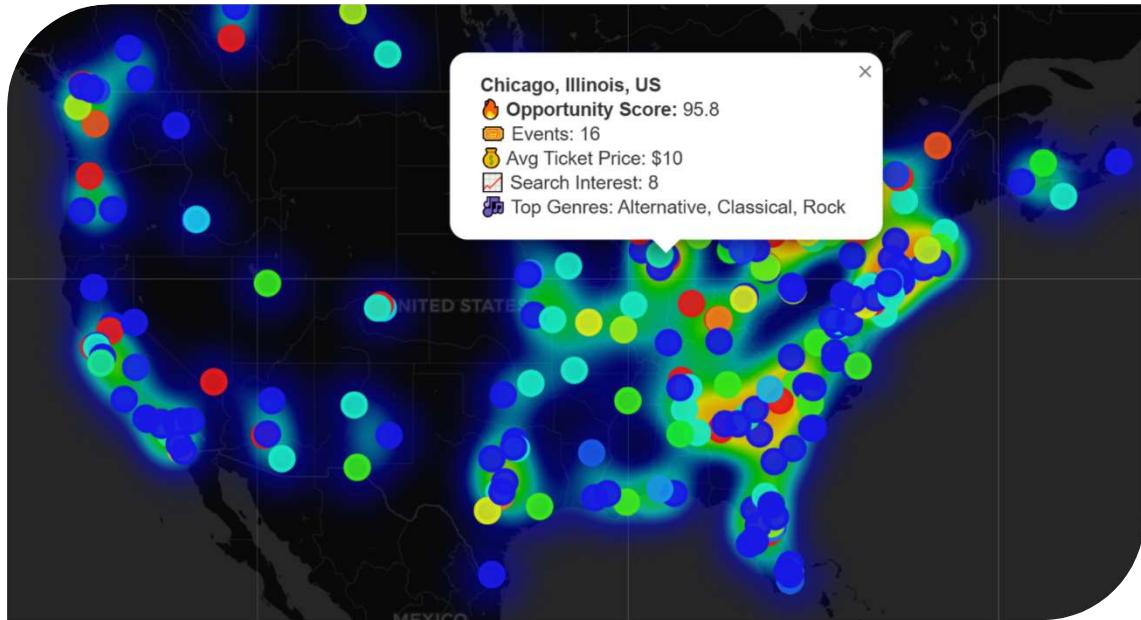
- Google Trends reveals rising audience interests.
- Ticketmaster data reflects real-time demand.
- Fever app insights close the feedback loop with direct user behavior.



DATA LOOPS IN ACTION – FROM INSIGHT TO ACTIVATION

- **Market Entry Decisions** – Identify optimal cities and audiences for new experiences.
- **Pricing Optimization** – Adjust dynamically to maximize both attendance and yield.
- **Genre Targeting** – Align experiences with trending cultural interests and audience data.

Insights from Fever's data engine inform how we allocate effort across Paid, Earned, Shared, and Owned media – optimizing every partnership channel.



- Data Synthesis** – Cross-referencing multiple data sources to uncover hidden demand.
- Market Identification** – Highlighting top-performing regions and emerging genres.
- Timing Optimization** – Aligning launches for maximum engagement and ROI.
- Partner Activation** – Surfaces opportunities for promoters, artists, and venues to co-launch experiences in high-opportunity markets.

BUILDING THE MUSIC MARKET OPPORTUNITY MAP

Powered by Fever's Intelligence Engine, the Music Market Opportunity Map integrates **Google Trends**, **Ticketmaster data**, and **Fever app insights** to forecast **where, what, and when** to launch new experiences.



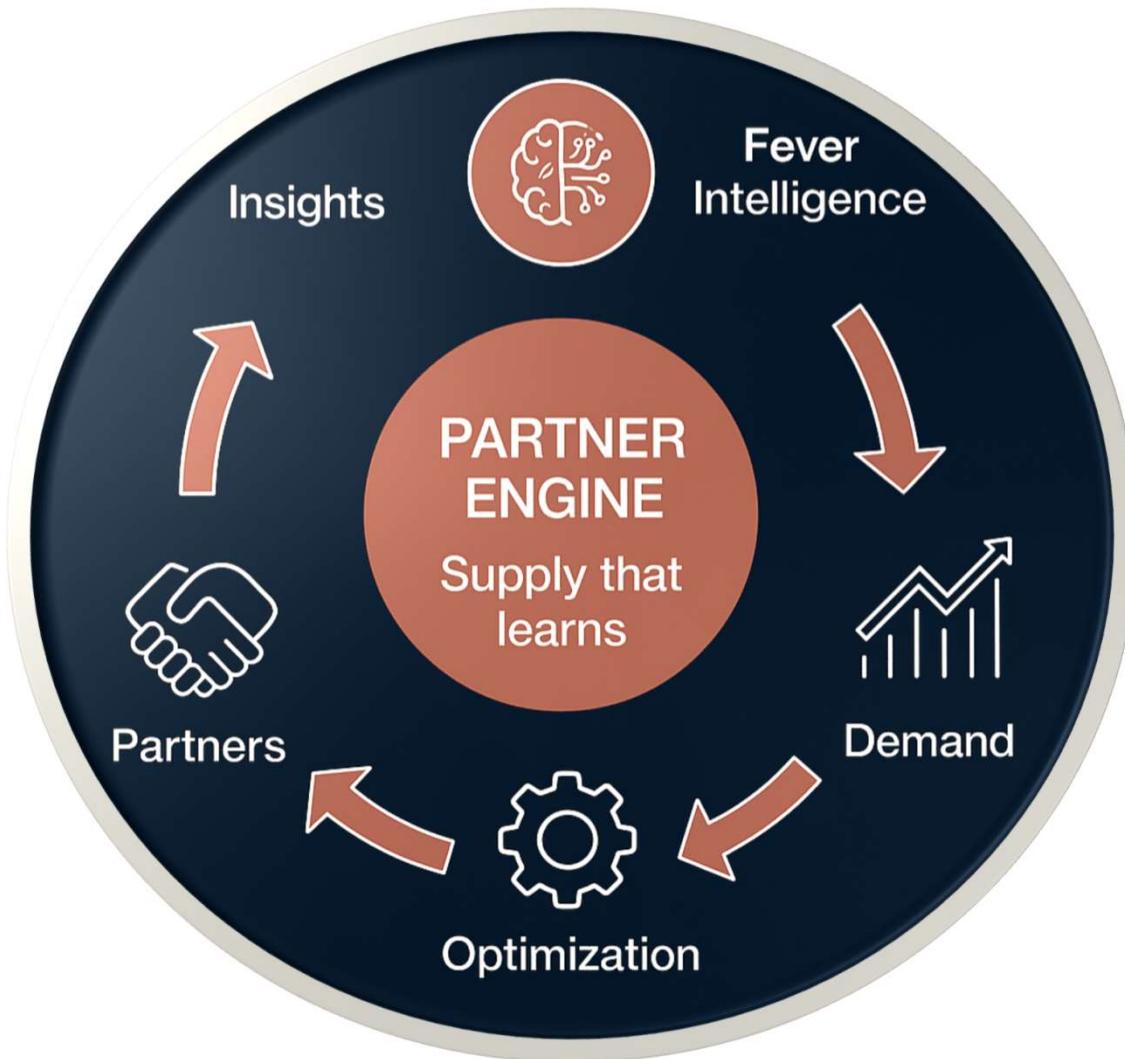


PARTNER ENGINE – DYNAMIC COLLABORATION

Fever's Partner Engine connects local promoters and venues into a shared data ecosystem that learns and grows together.

This dynamic collaboration fuels smarter event planning, optimization, and community growth.

- Real-time insights shared between Fever and partners.
- Local expertise amplified by centralized intelligence.
- Supply that learns — optimizing every event loop.
- Partner with Artists, brands and venues to co-create immersive experiences.
- Aligns brand activation with Fever flagship IP (candlelight Jazz night) to scale city to city.



POWERING PARTNER GROWTH – 2 SIDES

Collaborative Platform

Enables transparent data sharing between Fever and partners to align on demand, pricing, and timing.

Data Transparency

Builds trust through shared intelligence on market performance and audience engagement.

Targeted Programming

Uses real-time insights to shape local event calendars, ensuring the right shows reach the right markets.

Integrated PESO Activation

Paid

Amplify co-branded event promotions through Fever's ad ecosystem (Spotify, YouTube, social).

Earned

Elevate artist collaborations and cultural storytelling through PR and press coverage.

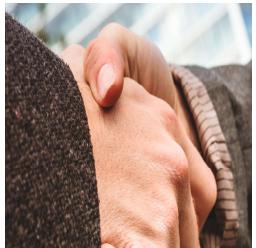
Shared

Leverage user-generated content and fan sharing loops for authentic reach.

Owned

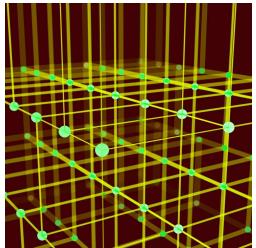
Optimize Fever's app and newsletters for personalized audience engagement.

MUTUAL GROWTH THROUGH ONGOING COLLABORATION



Sustained Partnership

Build long-term trust and reliability through recurring co-branded experience and preferred-venue networks



Scalable Network

Expands reach through unified planning tools-enabling *Build → Scale → Optimize → Expand growth cycles across cities and genres*



Alignment with Strategy

Ensures local activation ladders up to Fever's global brand, audience, and data-driven strategy-linking performance reporting directly to measurable ROI.



AUDIENCE ENGINE – FANS AS A NETWORK

The Audience Engine transforms fans into a living network.

By connecting event experiences across social, shared, and owned channels, Fever builds communities that sustain discovery, loyalty, and advocacy – growing demand organically. Each interaction fuels the next event through real-time sharing, feedback, and attendance data.

Fever's native growth levers – referrals, vouchers, Fever Club points, and geo-based offers – extend this loop directly inside the app. **Each fan interaction (share, redeem, earn) generates measurable momentum for future shows.**

- Turns fan interactions into living engagement networks that fuel organic growth.
- Encourages real-time sharing and feedback through user-generated content (UGC) and social loops.
- Strengthens loyalty through personalized experiences, rewards, and exclusive access.





AUDIENCE ENGINE -DRIVING DISCOVERY AND SOCIAL SHARING AMONG FANS

Organic Discovery

Fans discover new events through social interactions, reposts, and fan-to-fan buzz – transforming Fever experiences into discoverable moments.

Data-Powered Engagement

Every share and interaction adds insight into what excites each audience segment – enabling smarter targeting and content personalization.

Social Amplification

Shares extend reach and build communities around experiences, turning attendees into storytellers and advocates.

Native Growth Levers

- Referrals → partner-coded invites & influencer sharing
- Vouchers → co-branded discounts, win-backs
- Fever Club → loyalty multipliers for sponsored shows
- City & Tickets → local activation + upsell loops

This is Fever's viral demand engine – audiences marketing to audiences.



PERSONALIZED EXPERIENCES AND LOYALTY

Personalization at Scale

Fever tailors event recommendations and offers using audience and sharing data to match each fan's interests and behaviors.

Enhanced Satisfaction

Custom experiences boost attendance, deepen emotional connection, and drive repeat engagement.

Audience Loop

Engaged fans become advocates, fueling ongoing discovery and completing the demand cycle through re-engagement and referrals.

Personalization → Loyalty → Re-engagement → Advocacy



EXPERIENCE ENGINE – REPLICATING AND LOCALIZING PROVEN ORIGINALS

Fever's Experience Engine transforms proven event formats like *Candlelight*, *Jazz Tribute*, and *Pop-Up Shows* into scalable global experiences. By combining data-driven insights with creative excellence, Fever delivers consistent quality and local resonance across its Originals portfolio.

- **Proven Formats:** Leverage audience-tested concepts to reduce creative risk.
- **Replication Efficiency:** Rapidly scale successful shows across multiple markets.
- **Learning Loop:** Capture feedback and performance data to inform future launches.



SCALING SUCCESS ACROSS MARKETS

Consistent Formats

Maintain high production quality and strong brand recognition across every market.

Signature Experiences

Scalable concepts like *Candlelight* and *Jazz Tribute* adapt easily to venue size, audience mood, and local partnerships.

Pop-Up Flexibility

Portable event kits make replication fast, cost-efficient, and market-responsive.

SCALING CONCEPTS LIKE CANDLELIGHT, JAZZ TRIBUTE, AND POP-UP SHOW

Consistent Event Formats

Replicate successful event formats across markets while maintaining quality, cohesion, and brand recognition.

Candlelight and Jazz Tributes

Fever's signature experiences combine creative adaptability with operational precision – scalable to any city, genre, or venue.

Pop-Up Show Format

Portable, flexible event kits make pop-ups fast to deploy, cost-efficient, and ideal for testing new markets.

Each launch feeds data back into the Experience Engine – refining formats, improving localization, and informing future expansion.



FEEDBACK ENGINE – ALWAYS-ON OPTIMIZATION CYCLE

Fever's Feedback Engine is a real-time intelligence layer that transforms live event and audience data into continuous performance improvement.

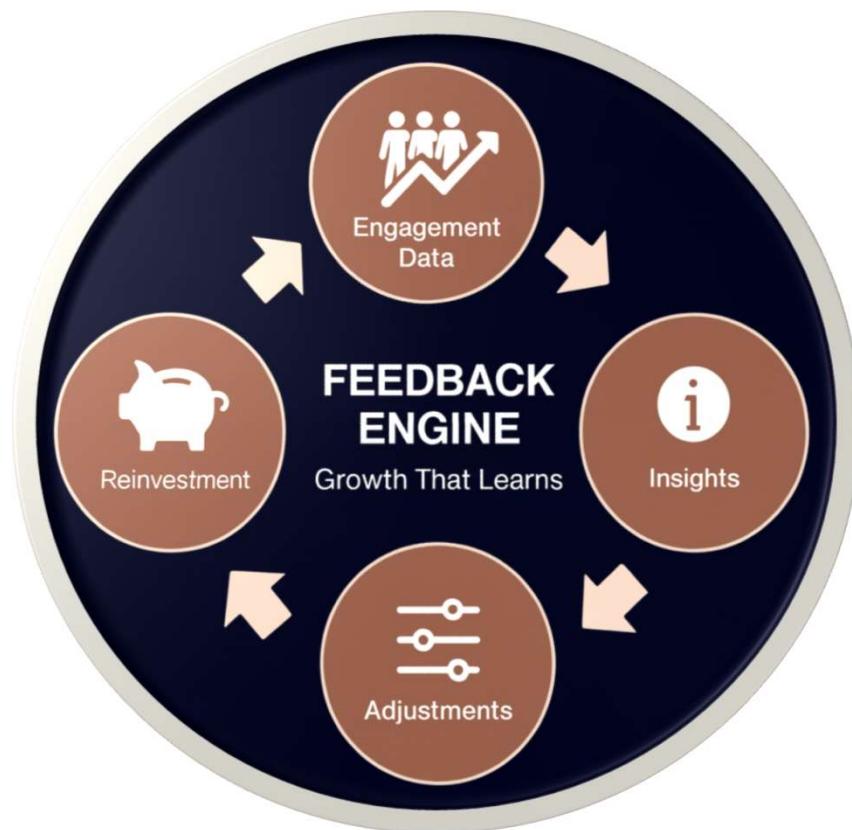
By analyzing outcomes from ticket sales, audience sentiment, and engagement, Fever ensures every launch becomes smarter than the last.

Track referral K-factor, voucher redemption lift, and Fever Club repeat-purchase rates as part of the feedback loop.

- **Ticket Sales & Attendance Monitoring** – Captures engagement, sell-through, and fan satisfaction in real time.
- **Predictive Adjustments** – Enables rapid iteration across marketing, partnerships, and creative execution.
- **Performance Analytics** – Anticipates market shifts and audience behavior before the trendline shows it.



TURNING DATA INTO ACTIONABLE LEARNING



Data-Driven Adjustments – Real-time dashboards refine pricing, targeting, and promotional mix in response to live signals.

Marketing Optimization – Campaigns evolve dynamically to match audience demand, conversion rates, and ticketing velocity.

Content and Programming – Tailor show formats, artists, and creative assets to maximize cultural relevance per city.

Pricing Elasticity – Identify market and seasonal drivers to fine-tune yield, attendance, and audience accessibility.

Operational Feedback Loop – Insights flow directly into the Intelligence Engine, ensuring every new launch starts smarter than the last.

The Feedback Engine transforms thousands of micro-signals into intelligent execution at scale — making every experience outperform the one before it.

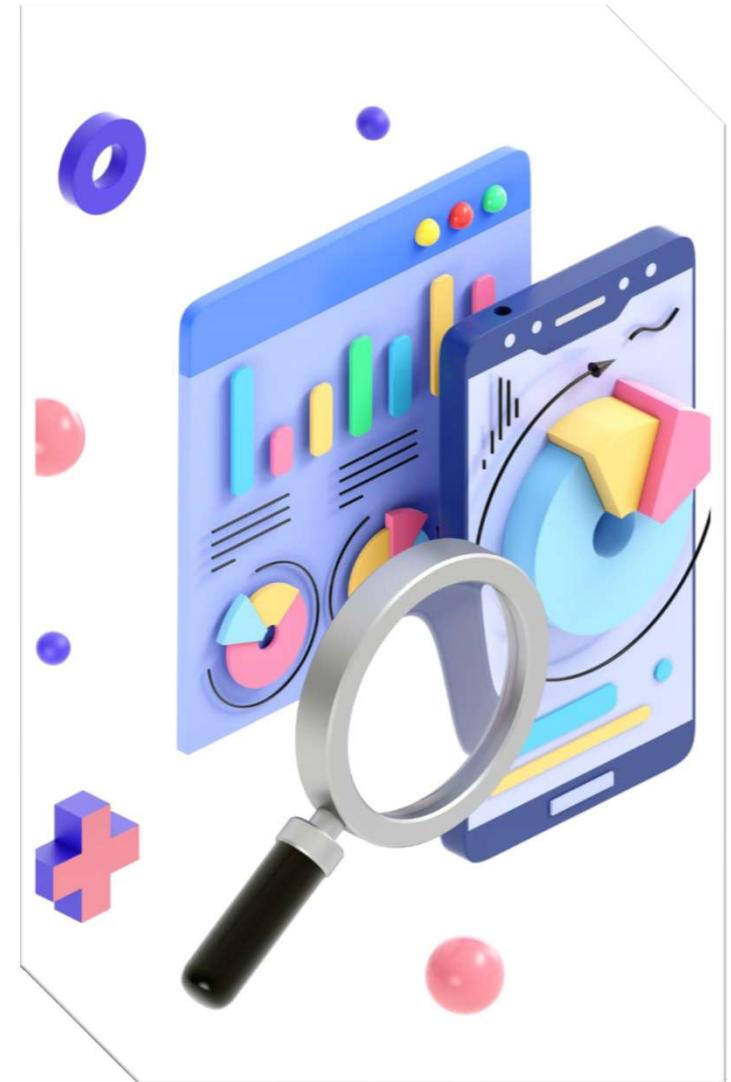
CONTINUOUS LEARNING = COMPETITIVE ADVANTAGE

Adaptive Launches – Every event informs the next, shortening feedback cycles and increasing predictability.

Cross-Engine Synergy – Intelligence becomes sharper, partnerships more effective, and audience engagement more precise.

Compounding Growth – Insights multiply across Fever's network, turning local wins into global momentum.

When data meets iteration, growth becomes self-sustaining.





UNIFIED GROWTH FLYWHEEL – ORCHESTRATING ALL ENGINES

The Fever Growth Flywheel synchronizes all five engines – Intelligence, Partner, Audience, Experience, and Feedback – into one continuous motion of learning and scale.

Every engine fuels the next, creating a self-optimizing system that accelerates performance the more it turns.

- **Engine Coordination** → Real-time data keeps every function aligned.
- **Accelerated Scaling** → Insights, partnerships, and audiences compound across launches.
- **Market Penetration** → Integrated engines deepen reach and efficiency simultaneously.



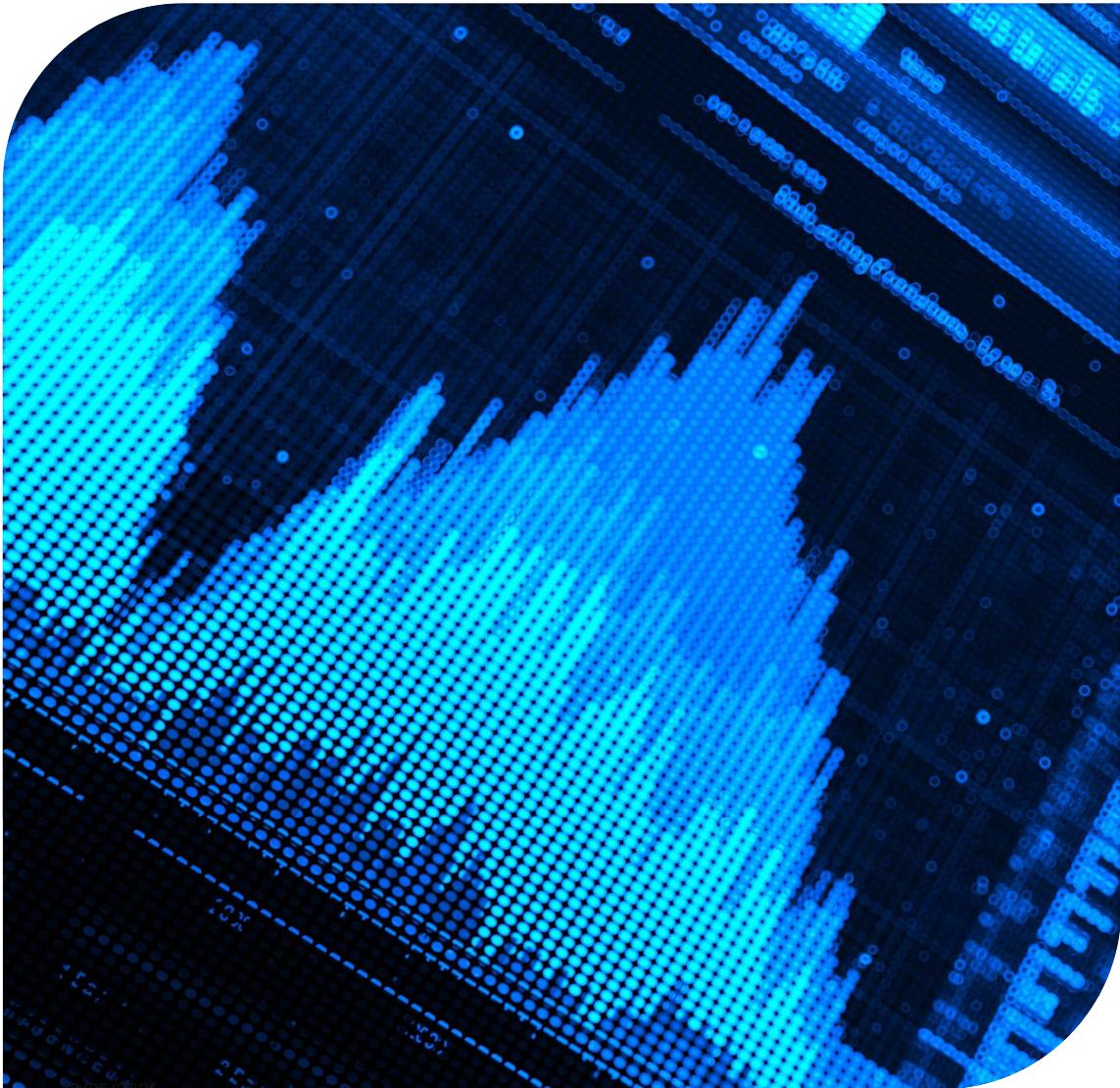
CENTRALIZING INTELLIGENCE & DATA SYNCHRONIZATION

Data Consolidation – All audience, partner, and performance metrics flow into a unified intelligence layer.

Insight Generation – Predictive analytics inform strategy, creative, and localization in real time.

Strategy Synchronization – A single source of truth aligns marketing, operations, and programming across markets.

Intelligence is the central core of the flywheel – turning raw data into collective momentum.



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SUSTAINABLE AND SCALABLE GROWTH IN THE MUSIC VERTICAL

Orchestrated Growth Strategy – Unified engines synchronize local execution with global expansion.

Scalable Success – Each cycle compounds insight, reducing creative risk and increasing predictability.

Lasting Advantage – Fever's learning network ensures continuous improvement across every vertical.

Unified Engines. Synchronized Growth. Sustainable Scale.

FINALE – IGNITING THE GROWTH SYSTEM



Fever's five growth engines are now synchronized – ready to ignite as one continuous system of data-driven evolution and expansion.

Each engine powers the next, creating a compounding loop of intelligence, collaboration, and experience.

- **Interconnected Growth Engines** – Data flows seamlessly between engines, driving continuous improvement.
- **Synchronized Motion** – Integration across *Intelligence* → *Partner* → *Audience* → *Experience* → *Feedback* accelerates growth exponentially.
- **Powerful Growth Cycle** – A flywheel that gains momentum with every event, every fan, every data point.

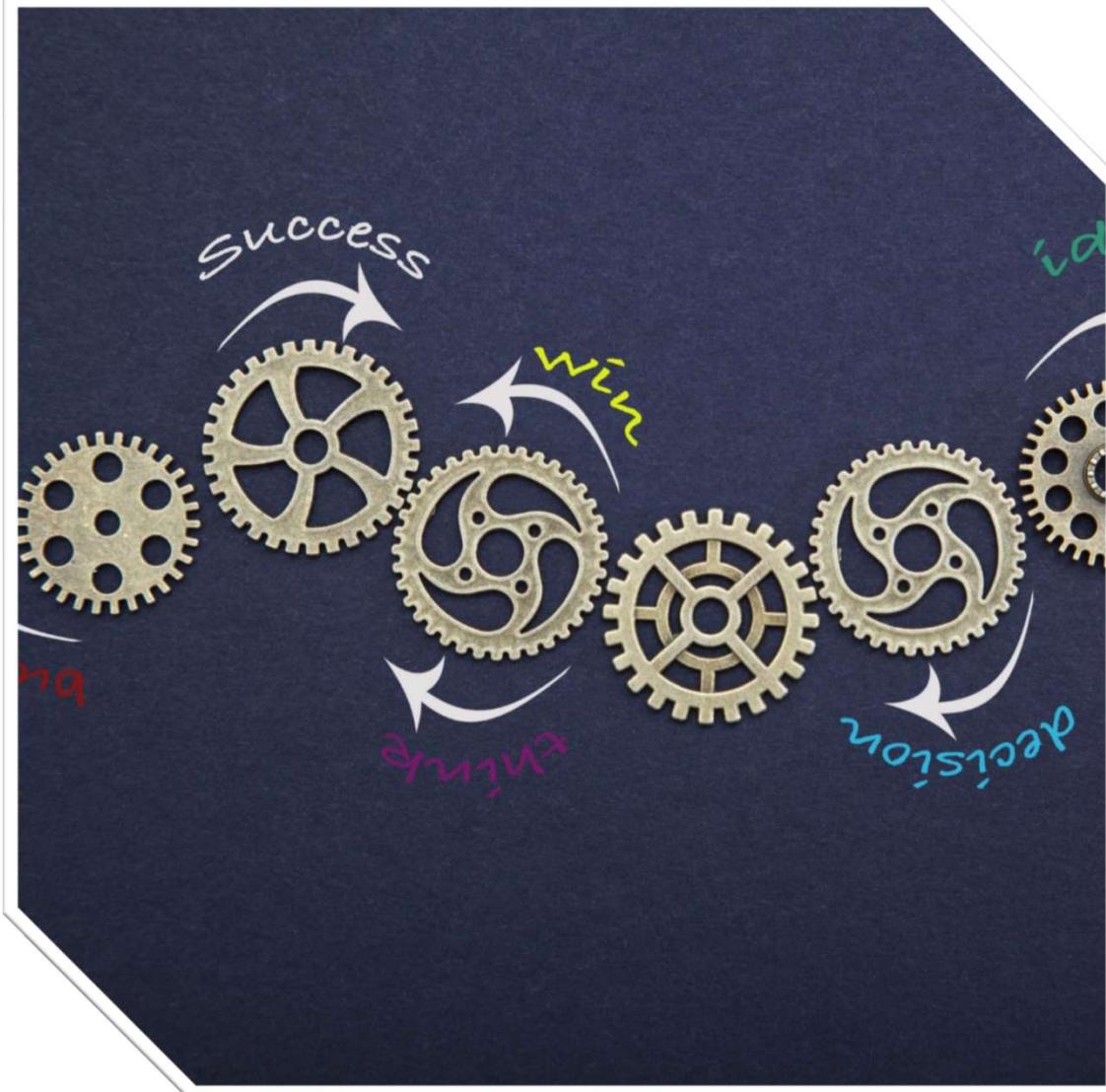
SYSTEM IGNITION & EXPANSION

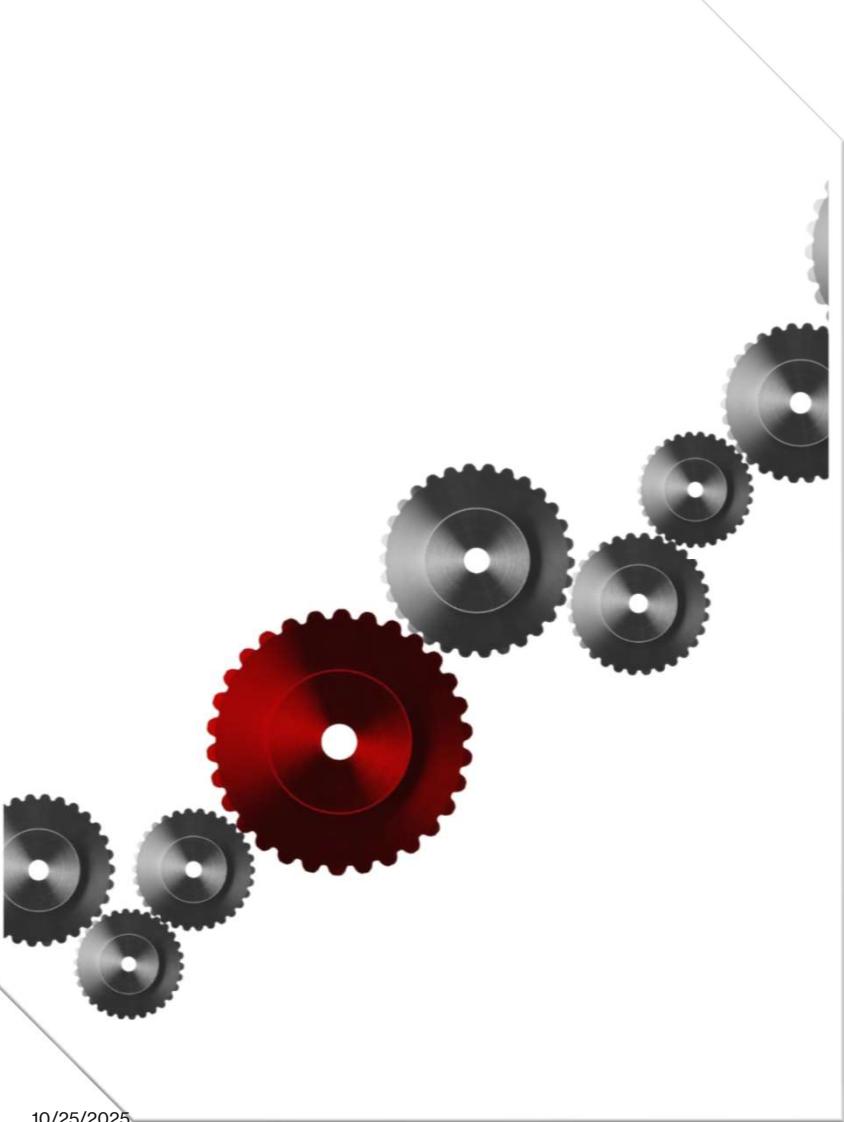
System Ignition – Fever's operational engines move from coordination to acceleration – launching the next phase of growth.

Critical Scaling – Optimized processes and feedback loops drive replication across new markets.

Adaptive Intelligence – Real-time feedback sharpens every cycle, making each iteration smarter and faster.

The switch is on – the system learns, scales, and grows on its own.





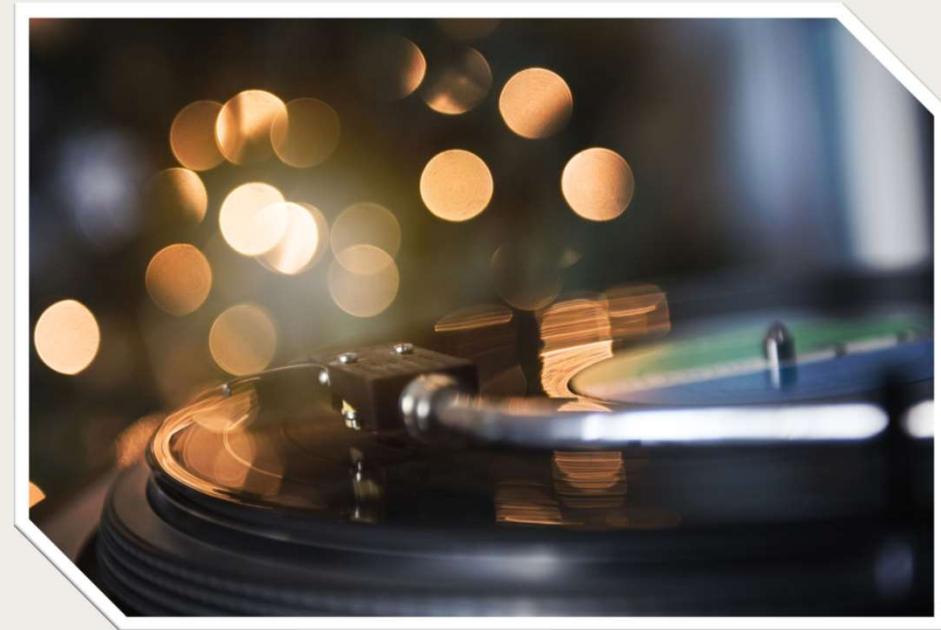
REINFORCING THE FEVER NETWORK EFFECT

Brand Strength – Fever's identity unifies data, partners, and audiences into one trusted ecosystem.

Network Growth – Every creator, partner, and fan amplifies value through shared data and experience loops.

Momentum Principle – The more Fever grows, the faster it learns – and the stronger the network becomes.

The more Fever grows, the faster it learns – and the stronger the network becomes.



CONCLUSION – THE FEVER SYSTEM IN MOTION

Data-Driven Growth

Fever Music transforms insights into strategic action, guiding market entry, Pricing, and experience optimization. Every event contributes data that sharpens decision-making and accelerates growth

Collaboration/Engagement

A dynamic ecosystem connects promoters, partners, and fans – aligning creative supply with audience demand. Engagement isn't just participation –its co-creation of culture.

Sustainable Scaling

Continuous feedback turns momentum into endurance. Fever scales intelligently, expanding offerings globally while reducing creative and operational overhead.