

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 shape. The background is a solid dark navy blue.

# fever

## 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.

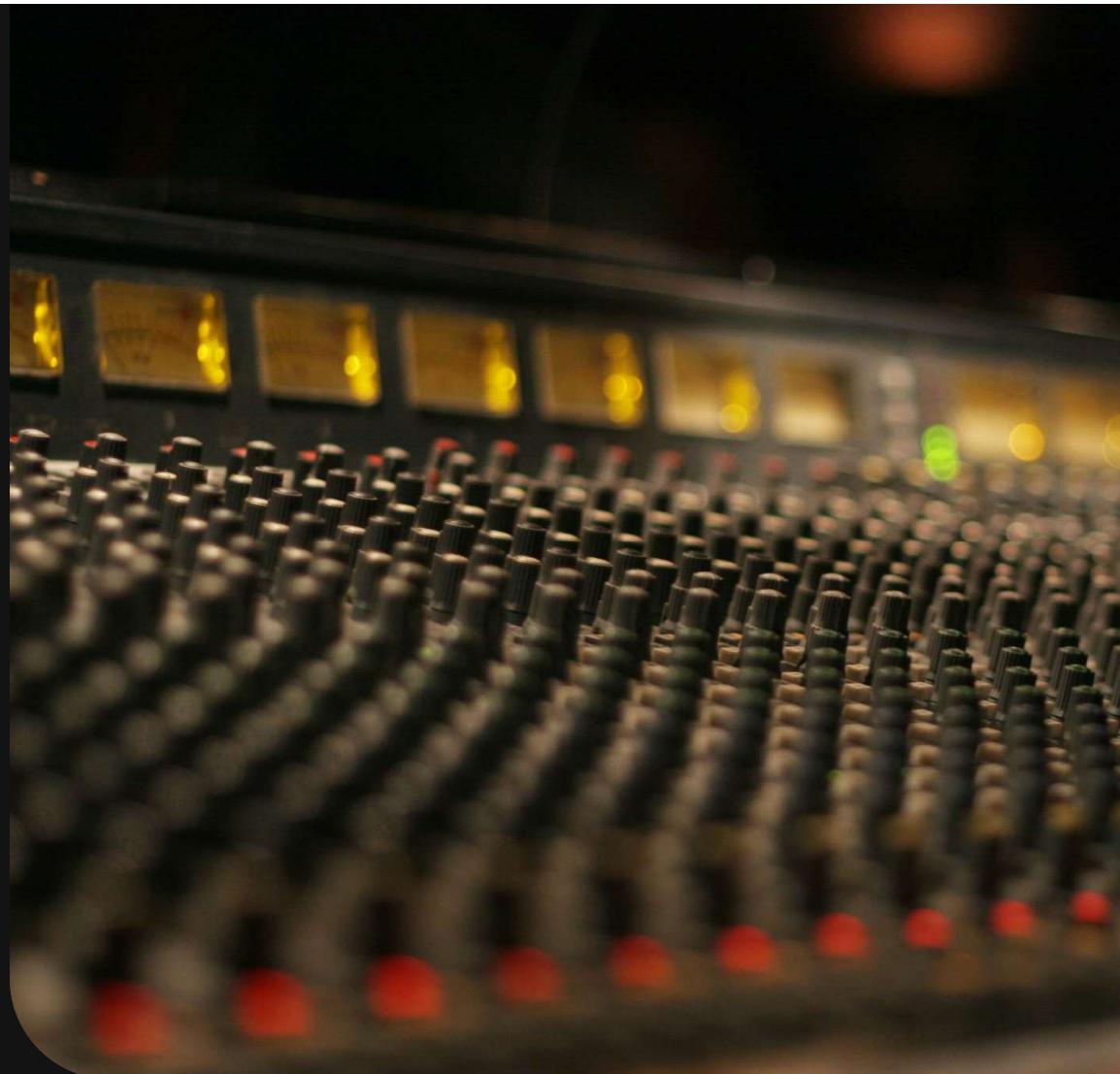
### **Partnership Reach**

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

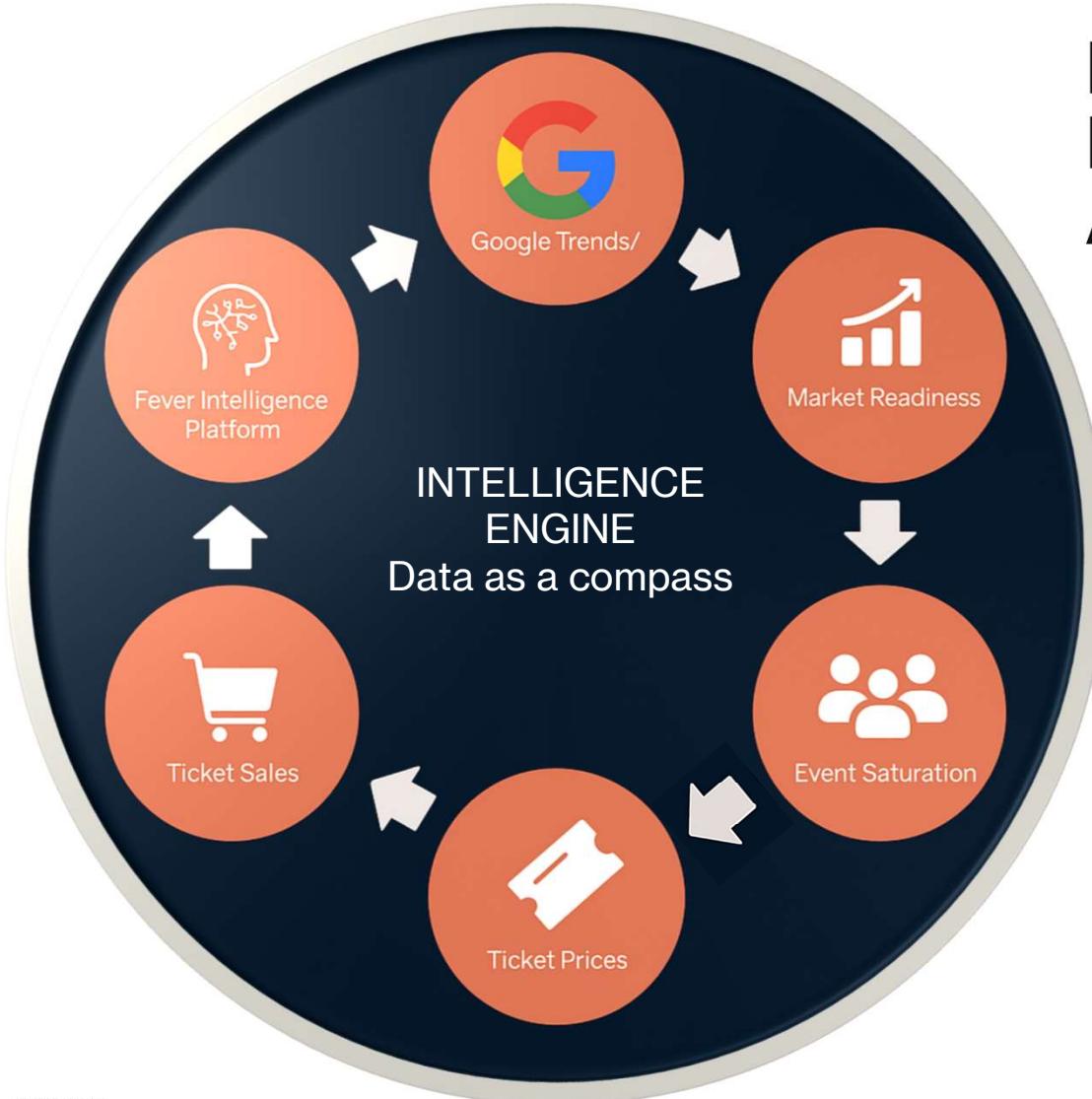
- Intelligence Engine – Leveraging Data as a Compass
- Partner Engine – Dynamic Collaboration with Local Promoters and Venues
- Audience Engine – Harnessing Fans as a Network
- Experience Engine – Replicating and Localizing Successful Originals
- Feedback Engine – Always-On Optimization Cycle
- Unified 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.



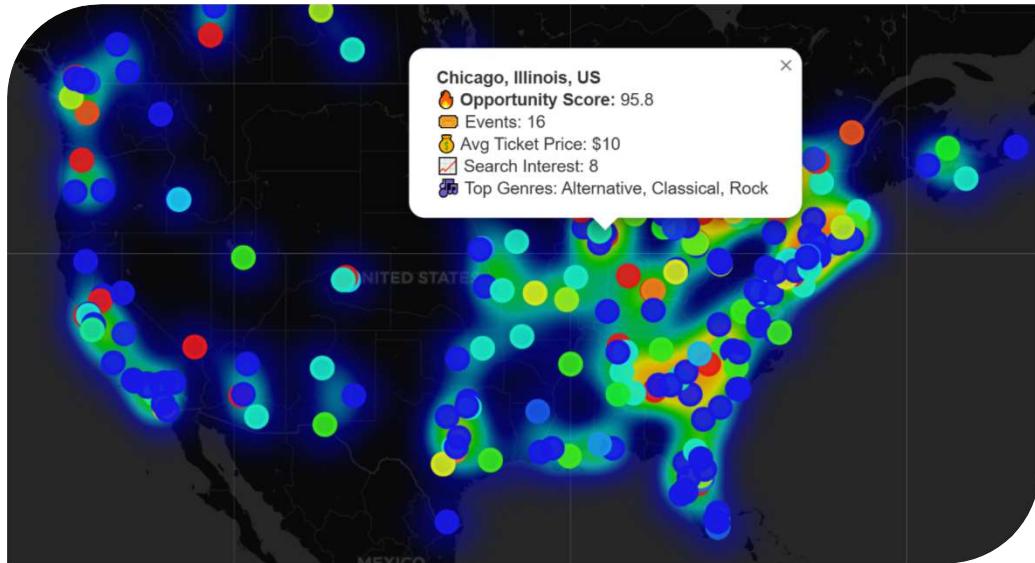
- Google Trends reveals rising audience interests.
- Ticketmaster data reflects real-time demand.
- Fever app insights close the feedback loop with direct user behavior.



## 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.



# BUILDING THE MUSIC MARKET OPPORTUNITY MAP

Combining **Google Trends**, **Ticketmaster sales**, and **Fever app data**, Fever maps market readiness across cities and genres.

This unified view reveals **where**, **what**, and **when** to launch experiences – turning insights into activation.

- **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.

These insights don't just identify opportunities – they guide which **partners, artists, and venues** we activate next.

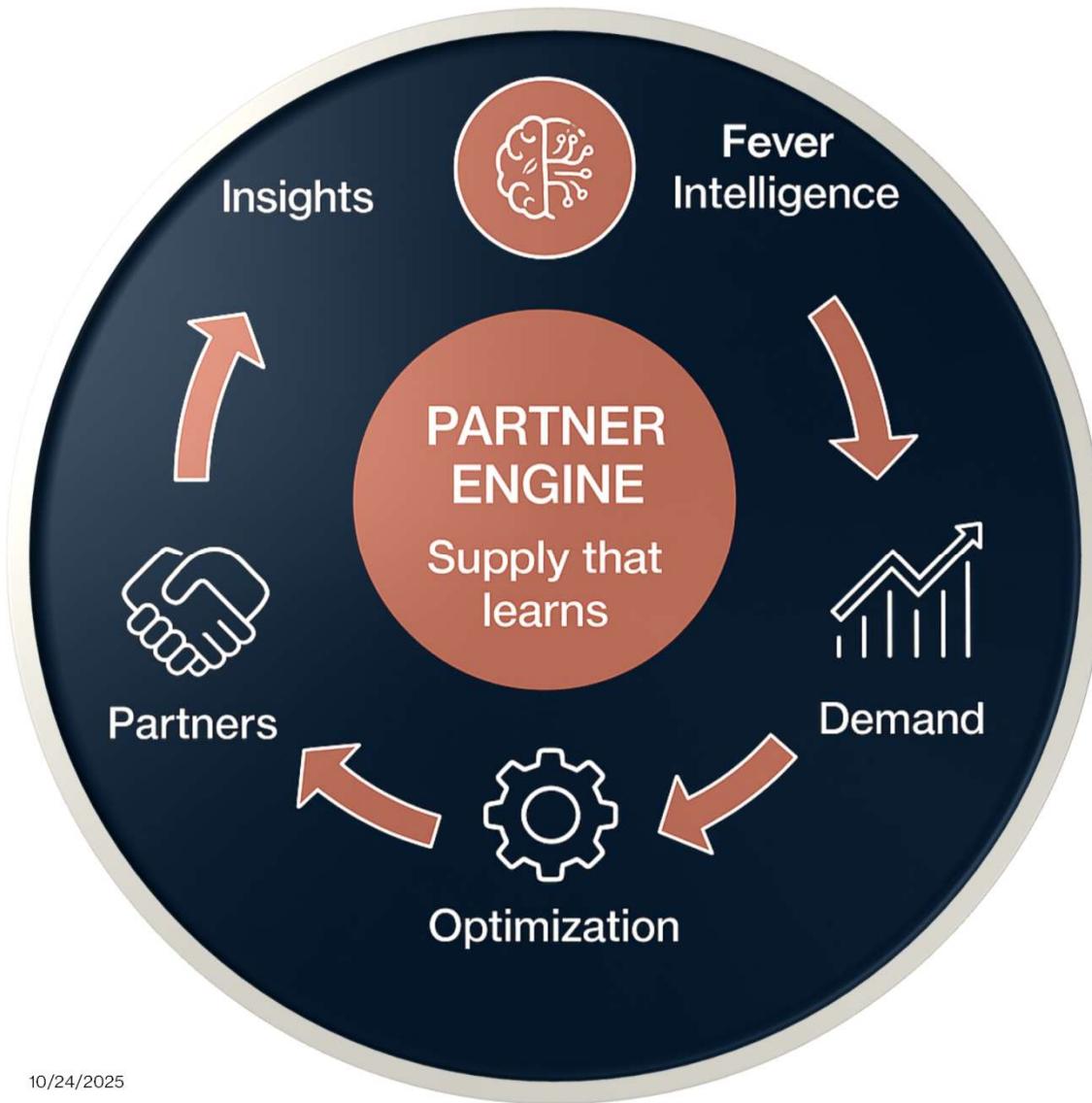


# PARTNER ENGINE – DYNAMIC COLLABORATION

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.

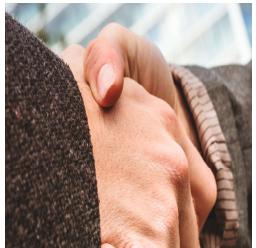
#### **Shared**

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

#### **Owned**

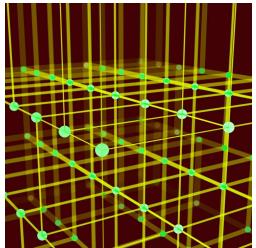
Optimize Fever's app and newsletters for personalized audience engagement.

# 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, not just attendees.**

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



- Turns audience data into engagement networks that drive organic reach.
- Encourages fan sharing through user-generated content (UGC) and social loops.
- Powers retention through personalized experiences and exclusive access.



## AUDIENCE ENGINE -DRIVING DISCOVERY AND SOCIAL SHARING AMONG FANS

### Organic Discovery

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

### Social Amplification

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

### Data-Powered Engagement

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

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.

## Loyalty 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.**

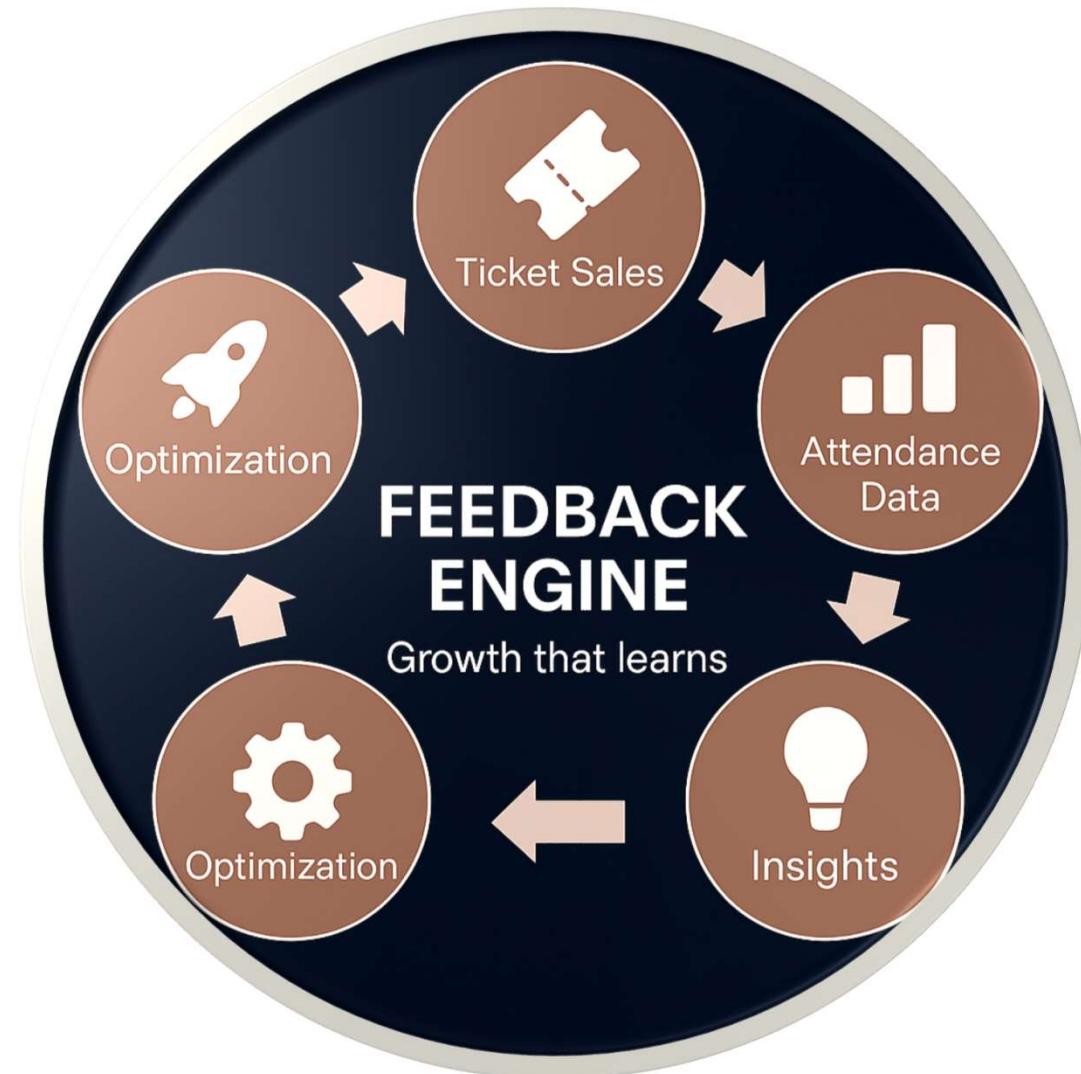


# FEEDBACK ENGINE – ALWAYS-ON OPTIMIZATION CYCLE

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.



- **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 guide pricing, targeting, and promotional mix.

**Marketing Optimization** – Adapt campaigns dynamically to match audience demand and ticketing velocity.

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

**Pricing Elasticity** – Identify drivers within market and seasonality to fine-tune yield and attendance.

**Operational Feedback Loop** – Insights feed directly into the Intelligence Engine, ensuring future events start smarter than the last.

The Feedback Engine translates thousands of micro-signals into smarter execution at scale – ensuring each event outperforms the last.

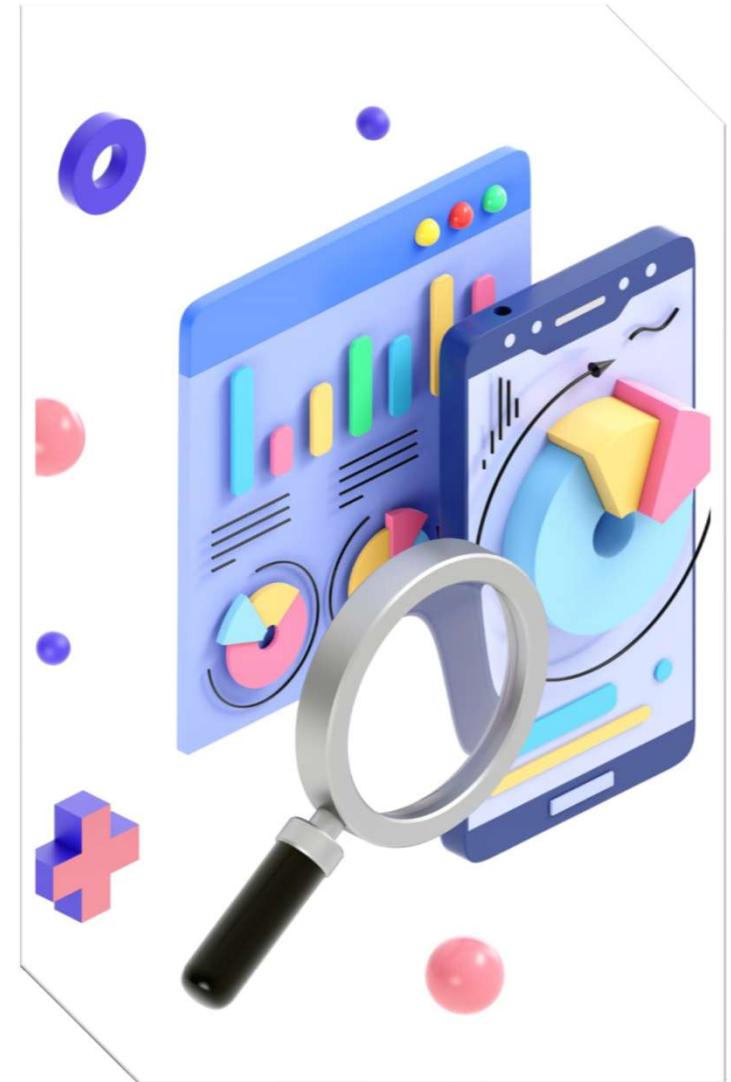
# CONTINUOUS LEARNING = COMPETITIVE ADVANTAGE

**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.



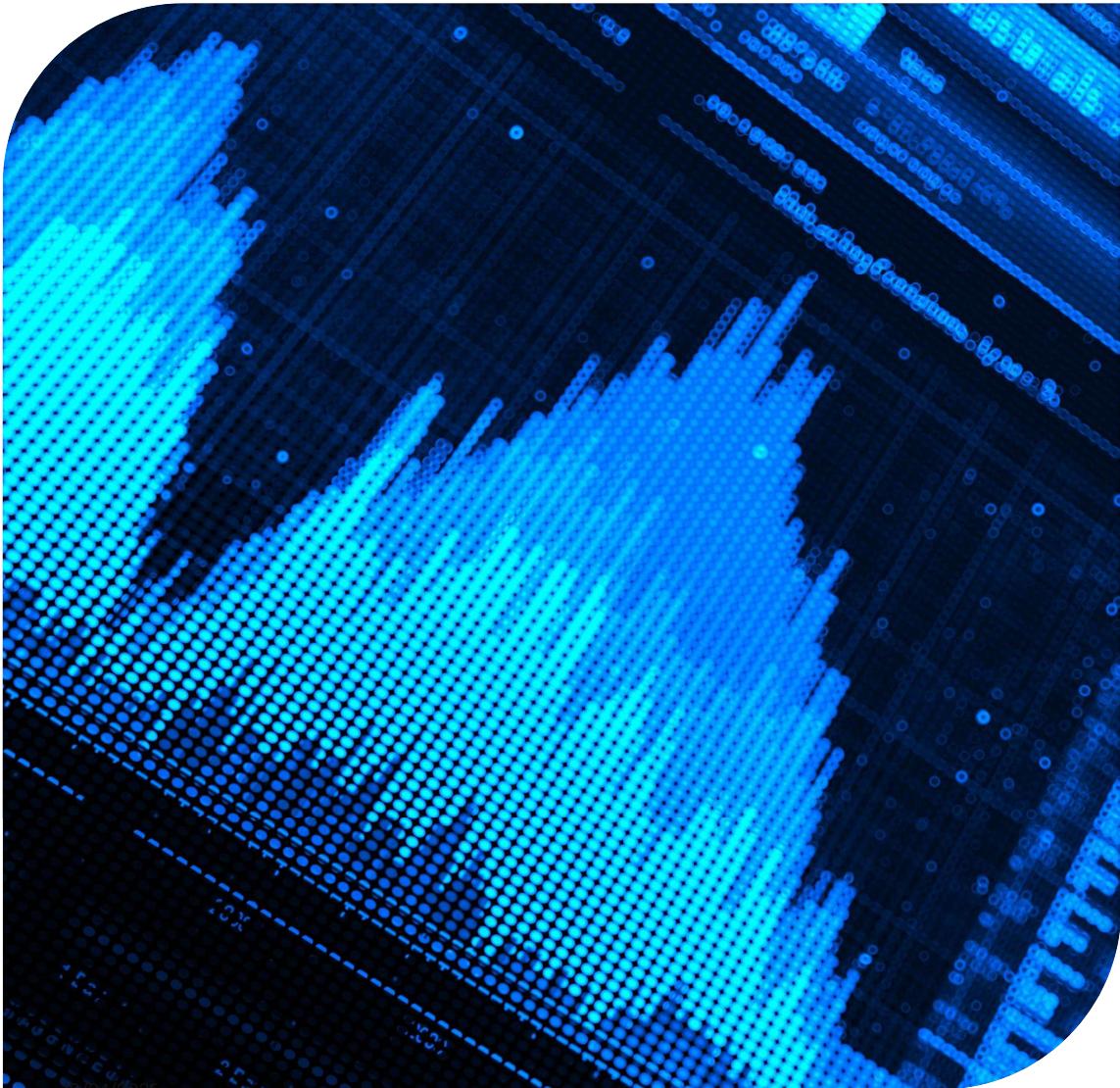
## CENTRALIZING INTELLIGENCE & DATA SYNCHRONIZATION

**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.

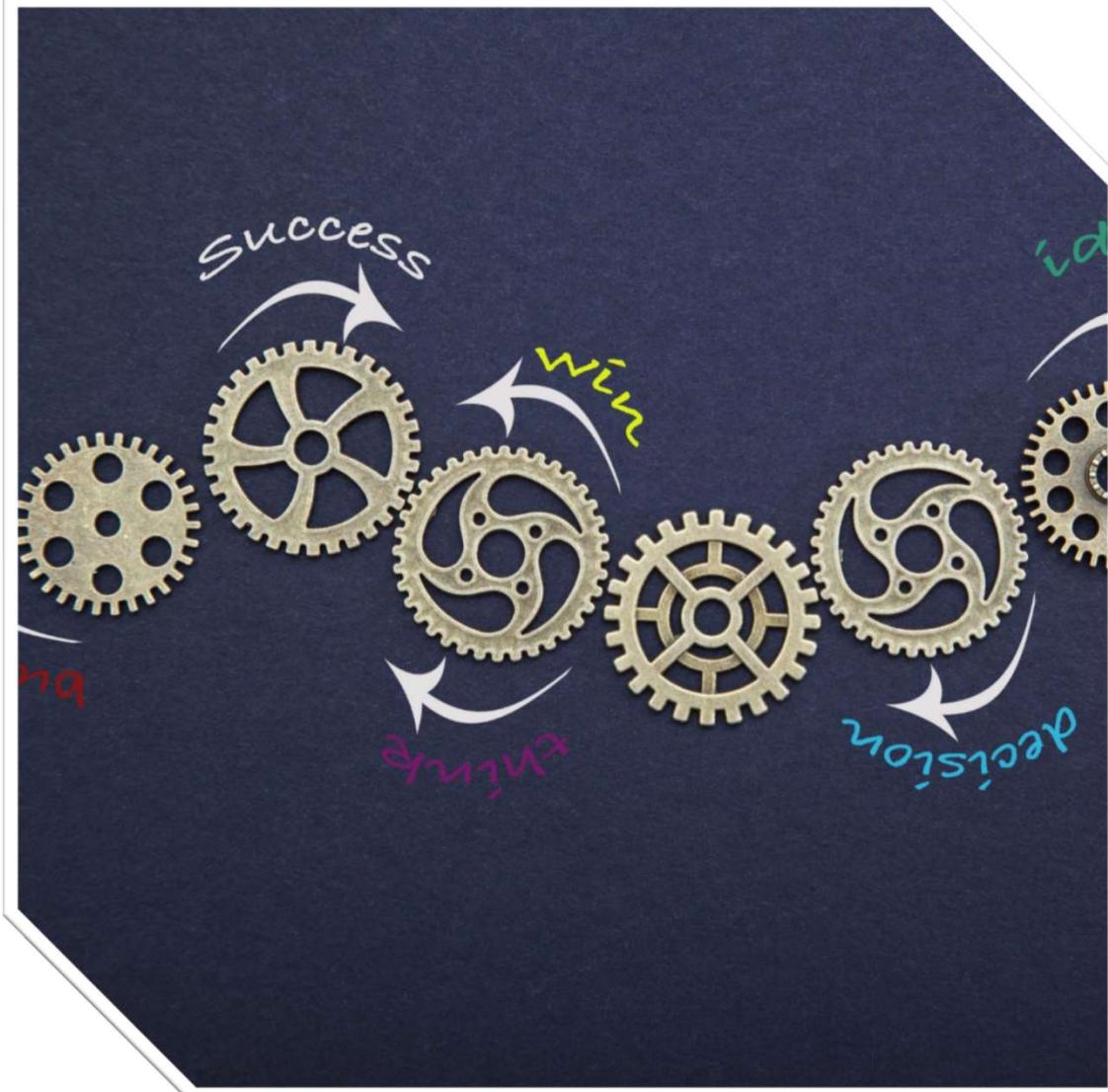
# SYSTEM IGNITION & EXPANSION

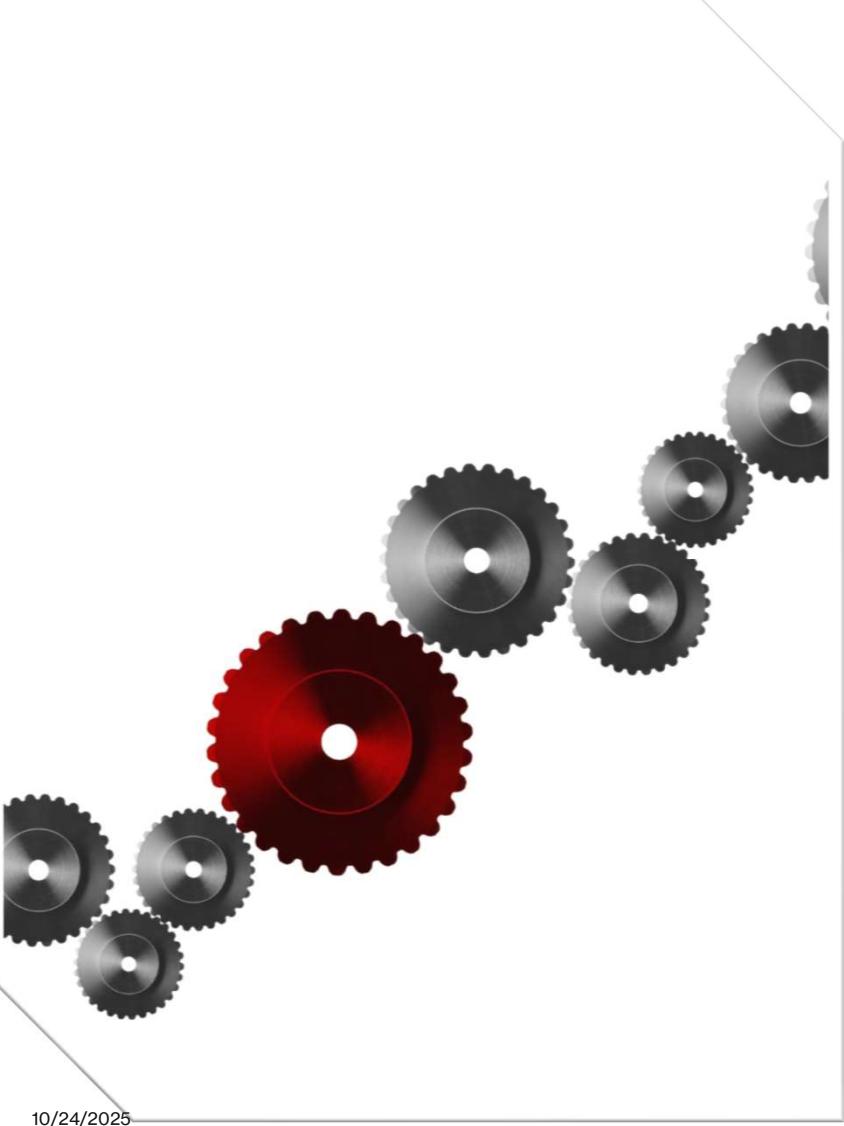
**System Ignition** – Fever's operational engines move from coordination to acceleration – launching the next phase of growth.

**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.





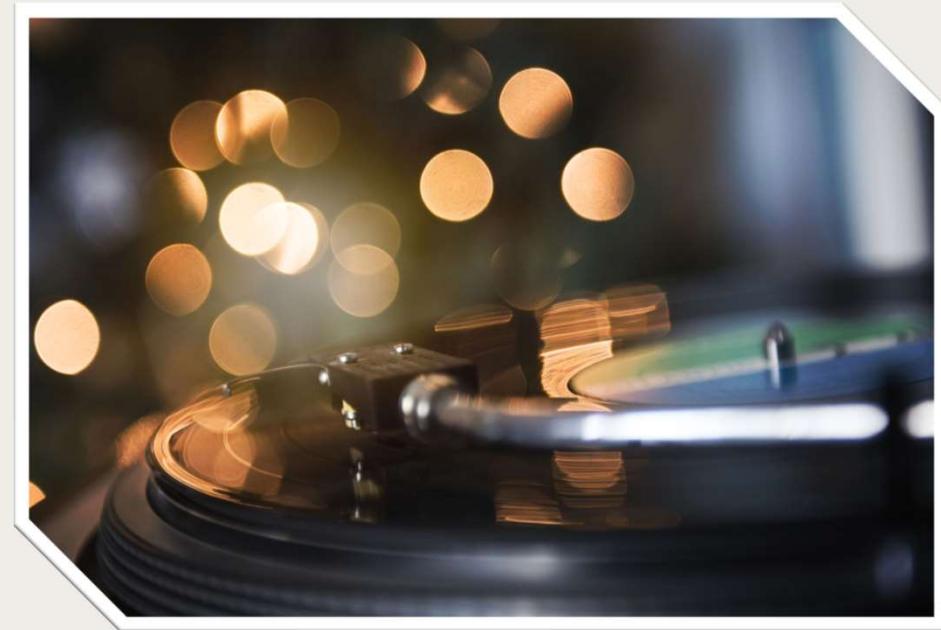
# REINFORCING THE FEVER NETWORK EFFECT

**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.