

PRIVATE ROUND DECK

animalconcerts.com

ANIVAL

EXECUTIVE SUMMARY

WORLDWIDE CONCERT STREAMING

Animal Concerts is creating the next generation entertainment experience. We provide intimate and truly unique venues for top artists to perform and leverage cutting edge VR technology to stream to audiences globally in the metaverse. Our cryptocurrency, marketplace and NFT platform will change the shape of the music industry enabling new revenues and markets, rewarding artists and fans.

EXPERIENCED TEAM

We are a team of passionate, seasoned executive leaders with a wealth of experience in blockchain technology, building successful ventures for crypto markets. We are delivery specialists with expertise in music, sales, marketing, technology, product, finance and platform development supported by a number of high value industry specialists and advisors.

We have teamed up with A list celebrities to help promote our events leveraging their 20m+ fans and social presence.

THE OPPORTUNITY

There's unprecedented levels of interest in crypto and blockchain technology amongst GenZ and millennials. Fans are looking for new and better living room and live immersive experiences with opportunities to interact with their favourite artists and bands through streaming, augmented and virtual reality, games and metaverses.

Millions of tech and crypto GenZ's spend a significant proportion (c.65%) of their disposable income on NFTs, unique digital content and coins including online world currencies.

TOKEN PURCHASE

Token Sale (Private Rounds)						
Private A	\$0.0025 (2.00%)					
Private B	\$0.0035 (4.00%)					
Public Sale (Launchpad)	\$0.0045 (2.00%)					
Market Cap at TGE	\$510,813					
Vesting	18 mo Private / 4 mo Public					

VISION



Animal Concerts will be THE household name for live, streamed events and immersive experiences. Creating a marketplace for concerts, events and experiences targeting both mainstream audiences and crypto communities.

- Benefits to artists: enhancing fan loyalty, more effective and continuous exposure to grow their base, we are positively impacting their direct compensation and reward
- Real value to fans and users: we are the best experiences marketplace available, better quality, innovative events at lower prices. THE marketplace for collectables, limited edition merchandise, artists content, releases and other unique materials and digital goods



WHAT WE DO & WHY

Animal Concerts is creating the next generation entertainment experience. We provide intimate and truly unique venues for top artists to perform and leverage cutting edge VR technology to stream to audiences globally.



ANIMAL

THE METAVERSE EXPERIENCE

BANDS CURATE UNIQUE EXPERIENCES

- We are now in the second ERA of concerts that's all about interactivity and participation, pulling in all of these other worlds across the platform
- The most success artists and bands spans their entire career figuring out how to reach the most people possible
- The most popular live performers make sure their experience aligns with what people want and expect from a show
- This speaks to our deliberate strategy to link the band's virtual and physical presences into one cohesive narrative while giving fans who are unable to attend the physical tour another way to participate
- Lil Nas X's merchandise generated 8 figures from Roblox

LEADING TO OUR OWN NFT-FOCUSED

MUSIC AND ART MARKETPLACE



DELIVERING THAT EXPERIENCE

- Viewers will get to choose the order of songs in real-time, encouraging replay, and each song will have its own imaginative, virtual setting inspired by the lyrics
- Visit the band's pre-concert venue
- Engage and unlock virtual merchandise and collectibles
- Watch behind-the-scenes footage
- Long term users can create their own games
- Promoting deeper engagement and extending the concert's lifespan
- Generating avatars, use of motion capture suits on pre records as they perform live. That pre-taped performance is then placed in the virtual environment
- With 3D Live we will capture artists in a way to create an experience that felt real and authentic
- We will produce for example 30 exclusive virtual merchandise items, like a branded flag, bandana, ski mask and beanie. Players exchange real money to purchase virtual merchandise with Animal Token

ANIMAL

MASSIVE OPPORTUNITY

Fans craving interaction with favourite bands and artists
Fans no longer miss out on that live ticket, with on demand streaming
VR on stage with the band from the comfort of their own home

1 M TICKETS \$ 14.7 MILLION

TOMORROWLAND

PER EVENT C. 200 ARTISTS

33 MILLION

LIL NAS

ROBLOX VIEWERS
IN VIRTUAL CONCERT
ROBLOX 42MN DAILY PLAYERS

78 MILLION

ARIANA GRANDE

FORNITE PLAYERS
IN VIRTUAL CONCERT
FORNITE 12MN DAILY PLAYERS

VIRTUAL CONCERT

ABBA

RECENT ANNOUNCEMENT ROLLING STONE SEPT 2021

\$ 2 MILLION

KINGS OF LEON

NME - FIRST BAND RELEASE AN ALBUM AS AN NFT

GenZ especially, choosing the online experience from games, virtual worlds and metaverses over the physical Millions of crypto natives, music fans and gamers inhabit top metaverses daily

We will host the biggest events in the metaverse



OUR APPROACH

Our innovative approach leverages our top tier relationships within all aspects of these events. We have already secured partnerships with many of the top talent agents, event organizers/venues and technology companies.

TALENT	VENUES	EVENTS	STREAMING /VR	NFT	PROMOTION
PARADIGM WME UNITED TALENT	FONTAINEBLEAU MIAMI WESTFIELD CC SOFI STADIUM ADJACENT	CAPTURE STUDIOS	3D LIVE	OPENSEA.IO ANIMAL NFT MARKET	BANDS/ARTISTS COINTELEGRAPH
OUR TEAM ALREADY POSSESSES RELATIONSHIPS WITH 3 OF THE TOP TALENT AGENCIES IN THE WORLD	OUR TEAM INCLUDES OWNERS OF EVENT VENUES THROUGHOUT THE US AND WE HAVE ALREADY SECURED VENUES FOR FUTURE EVENTS	SECURED PARTNERSHIP WITH CAPTURE STUDIOS FOR EVENT PRODUCTIONS	SECURED PARTNERSHIP WITH 3D LIVE (WWW.3DLIVE.TECH)	SECURED PARTNERSHIP WITH OPENSEA FOR INITIAL RELEASES WITH SUBSEQUENT DEVELOPMENT OF OUR OWN MARKETPLACE	THE CONTRACTS WITH ARTISTS INCLUDE SOCIAL MEDIA PROMOTION IN ADDITION TO THEIR CONTRACTED NFT DROPS

UPCOMING EVENTS





SATURDAY, OCT 30 '21

FONTAINEBLEAU MIAMI

HEADLINE: FUTURE CURRENT BILLBOARD TOP (WITH DRAKE) + ADDITIONAL ACTS

Future's Awards & Nominations



SATURDAY, FEB 12 '22

WESTFIELD CENTURY CITY

TOP 20 ARTIST TO BE CONFIRMED + ADDITIONAL ACTS

ANIMAL CONCERIS

TOKEN UTILITY

REAL TOKEN UTILITY

Near Term Use Cases:

- Fiat and retail user on-ramp
- Introduction of new audience to metaverse experiences
- Fan Interaction (event governance) artist set list, act order, location of next event, etc.
- Purchase of tickets (NFTs) discounts when using ANIMAL token
- Raffles, Giveaways, Perks, Rewards programs
- Staking/Yield Generation

Medium/Long Term Use Cases:

- Governance of NFT marketplace
- Stakers share in Protocol revenue from NFT and Ticket sales
- Medium of exchange for all NFTs on marketplace, offering discounts for use of ANIMAL token for purchases
- Partners and Sponsors interaction with Animal via our token they must hold ANIMAL to be able to use our platform to advertise
- Venues can bid on our concerts through Animal token staking
- Reward token for streaming providers

REAL WORLD IMPACT

Fans, artists and ecosystem collaborators alike benefit from the Animal Token and its extensive use:

- Bringing next wave of users to the Metaverse through concerts and immersive experiences
- Connecting the real world to the digital world in a meaningful way
- Helping non-crypto businesses become crypto-native

Users will be able to easily and freely convert FIAT currency and stablecoins to Animal Tokens as well as the reverse.

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ANIMAL

TEAM

We have assembled a strong team of executives with diverse backgrounds to transform our vision into a reality Leaders across banking, Hedge Funds, Technology, Music, Media, Retail and Blockchain We have a highly successful and ambitious team bringing innovation and blockchain to the music & entertainment industry



COLIN FITZPATRICK
FOUNDER AND CHIEF EXECUTIVE OFFICER

Colin is a 20 year veteran of the tech industry having a distinguished career with companies such as Oracle, Salesforce, HubSpot and Dell, spanning Sales, Marketing, Programs & Management. He has a real passion for people, leading teams and working with high growth businesses.



MITCH HAMILTON

FOUNDER AND CHIEF PRODUCT OFFICER

Mitch has almost a decade of research in crypto and relationships in blockchain to establish our product suite and vision. Two time winner of Australian Long Tan Leadership Award, Mitch started a successful crypto coaching and consulting business and is plugged in to all aspects of the Crypto markets.



JOE DEOBALD

DIRECTOR OF BLOCKCHAIN SOLUTIONS

Winner of the "40 under 40 " prize from Business in Vancouver, regular Forbes Contributor, and Blockchain veteran, Joe is an experienced entrepreneur with two successful exit's under his belt and has also worked with TedX. Joe has consulted for dozens of successful blockchain projects and has been running his own very successful creative agency.



NEIL BATCHELOR
CHIEF OPERATING OFFICER

Neil is a unique talent, a strategic, self-aware and commercially oriented leader and technology pioneer. During his 20 year career in capital markets (Ex COO Commerzbank Capital Markets EMEA) Neil was responsible for over \$1B revenue in growth and additional \$1B in innovation over the last decade. Neil has built and led numerous startups within large global financial institutions managing over 100B in AUM. Leveraging 7 years experience designing and launching complex products within the digital asset and blockchain space.



KEVIN HUGH DONNERY

DIRECTOR OF PLATFORM AND PARTNERSHIPS

Kevin has over 20 years experience in the financial sector starting with JP Morgan before working as a trader in London for various banks. More recently he has been working with Blockchain and Crypto start ups ranging from exchanges to payment companies.



GEORGE VARGHESE
CHIEF COMPLIANCE OFFICER

George brings years of experience in Compliance, Risk Management, Process Mining, Data Analytics, Blockchain and machine learning. He has led multi-million dollar deals with government agencies, large financial, insurance companies and telcos world-wide.

TEAM





BRIAN MASSIE

EQUITY SHAREHOLDER AND OWNER MASSIE CAPITAL MANAGEMENT

MANAGING PARNER AT CAPTURE STUDIO GROUP

Brian Massie brings more than 25 years of commercial real estate investment, acquisition, management, development and construction experience to Hilldale Group, Massie Capital Management and Reliance Capital Partners. Mr. Massie is also a managing partner in Capture Studio Group, a full-service entertainment and production company based in Los Angeles.

As a managing partner of Reliance Capital Partners (RCP), Brian has been directly responsible for the acquisition and asset management of more than 3,000 apartments and 3 hotels in 10 states within the US, many of which he still currently owns and manages. In 2015 Mr. Massie decided to begin focusing on new deals outside of RCP and formed Massie Capital Management (MCM) to perform services for his investors and use as a platform to acquire income-producing properties.

Some of MCM's recent projects are newly renovated properties located throughout the Los Angeles area, including 172 units in Hollywood, 189 units in Westlake, a 10,000 SF luxury warehouse in N. Hollywood and a 4,000 SF production studio in Studio City.



JEFF LOMBARDI
EQUITY SHAREHOLDER AND INVESTOR RELATIONS

Ex-global head of private wealth for Citibank, Jeff has built and led numerous startups within large global financial institutions. He has a broad range of investment experience in both asset and wealth management. He has built a venture program at Alex. Brown, A global discretionary platform for Citibank's Private Bank raising and managing over 9B in AUM and built Itau's International Asset Management for offshore investing for Brazilian clients. Jeff has advised and managed assets for some of the largest private bank clients throughout the globe. Currently he is partner in at Silk Bridge Partners a private equity firm investing in SouthEast Asia focused primarily on Media and Fintech.



MATTHEW GAVIN

FOUNDER - CAPTURE STUDIO GROUP

Matthew Gavin is a corporate branding and creative marketing specialist with a focused expertise on large scale special events and experiential marketing campaigns. Gavin has conceived and managed a myriad of experiential initiatives for a variety of clients that have included, but are not limited to AT&T, T-Mobile, Dolce Gabanna, Turner Broadcasting, Marriott Hotels, 7-Eleven Inc, Universal Music Group, and Visa.

With an eye on major brand expansion, Matthew has founded Capture Studios which is a series of premium studio production facilities located in Southern California. Capture Studios was delicately designed to execute everything from photo shoots, video shoots for film 8 television, and commercials as well as be a turn key solution to host exclusive affairs from 25 up to 900 guests. Capture Studios will begin with four locations in the Los Angeles area with future expansion plans into the New York, Miami, and San Francisco markets. Forging solid long term working relationships with some of the largest companies and artists in the world.

KURT UHLER



MANAGING DIRECTOR AND INVESTOR RELATIONS

Kurt Uhler is a Managing Director in the Los Angeles office and part of the Real Estate Advisory Group at Duff & Phelps. Kurt performs valuation and consulting assignments for REITs (publicly traded, public non-traded and private), private real estate companies, corporate clients, pension funds, private equity firms and hedge funds.

Kurt has over 13 years of experience and has been with Duff & Phelps since 2007. He is an industry leader in performing valuations for financial reporting purposes such as purchase price allocations (ASC 805), net asset value (NAV) calculations, goodwill impairment testing and above/below-market leasehold analysis. He also routinely completes due diligence appraisals, market feasibility studies, fairness opinions, debt valuation, appraisal review and consulting assignments.



TOKEN GENERATION EVENT SCHEDULE

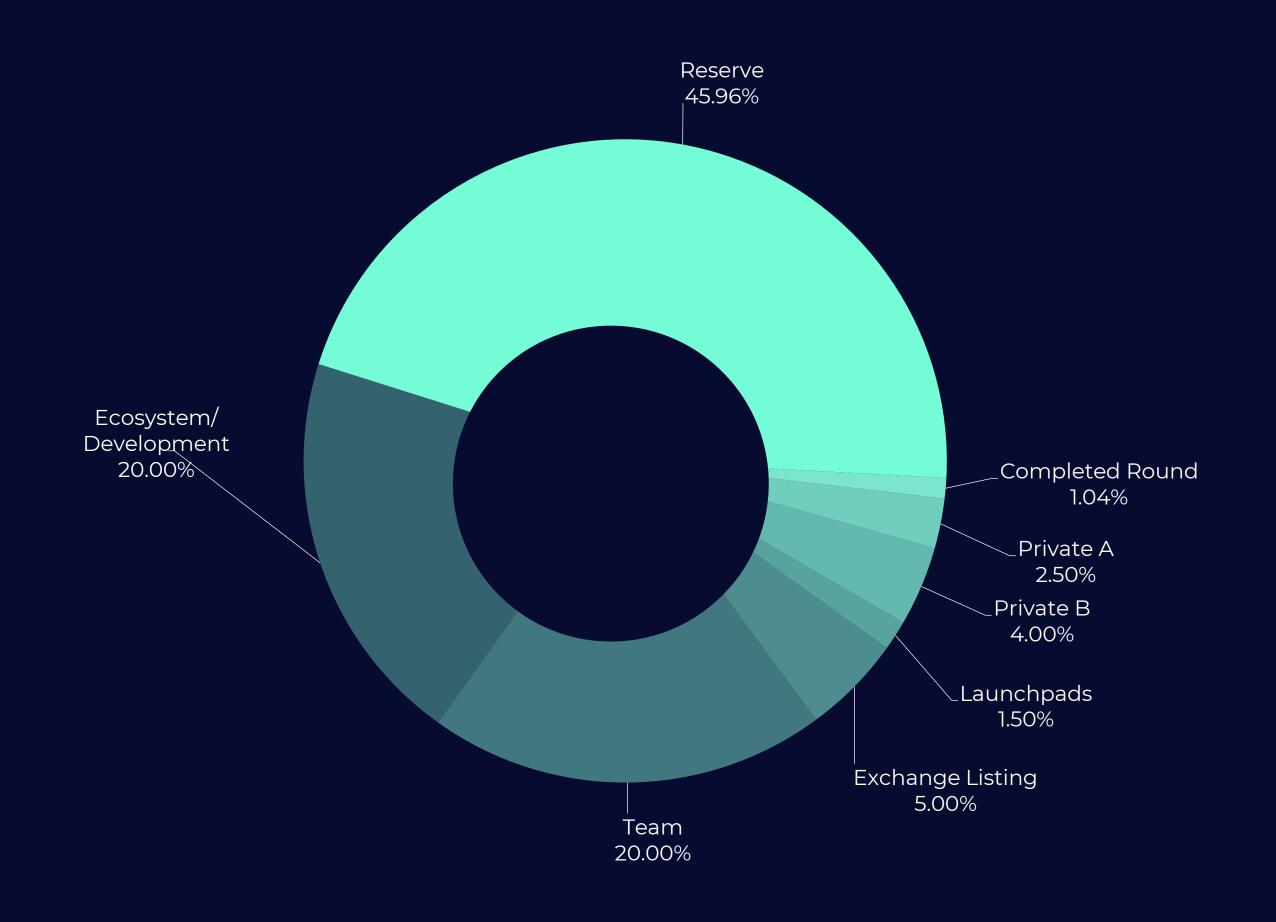
Animal Token is the primary means of exchange for data, content or services utilised and purchased Animal Token is a governance token, whereby token holders vote on proposals to change the network and service features

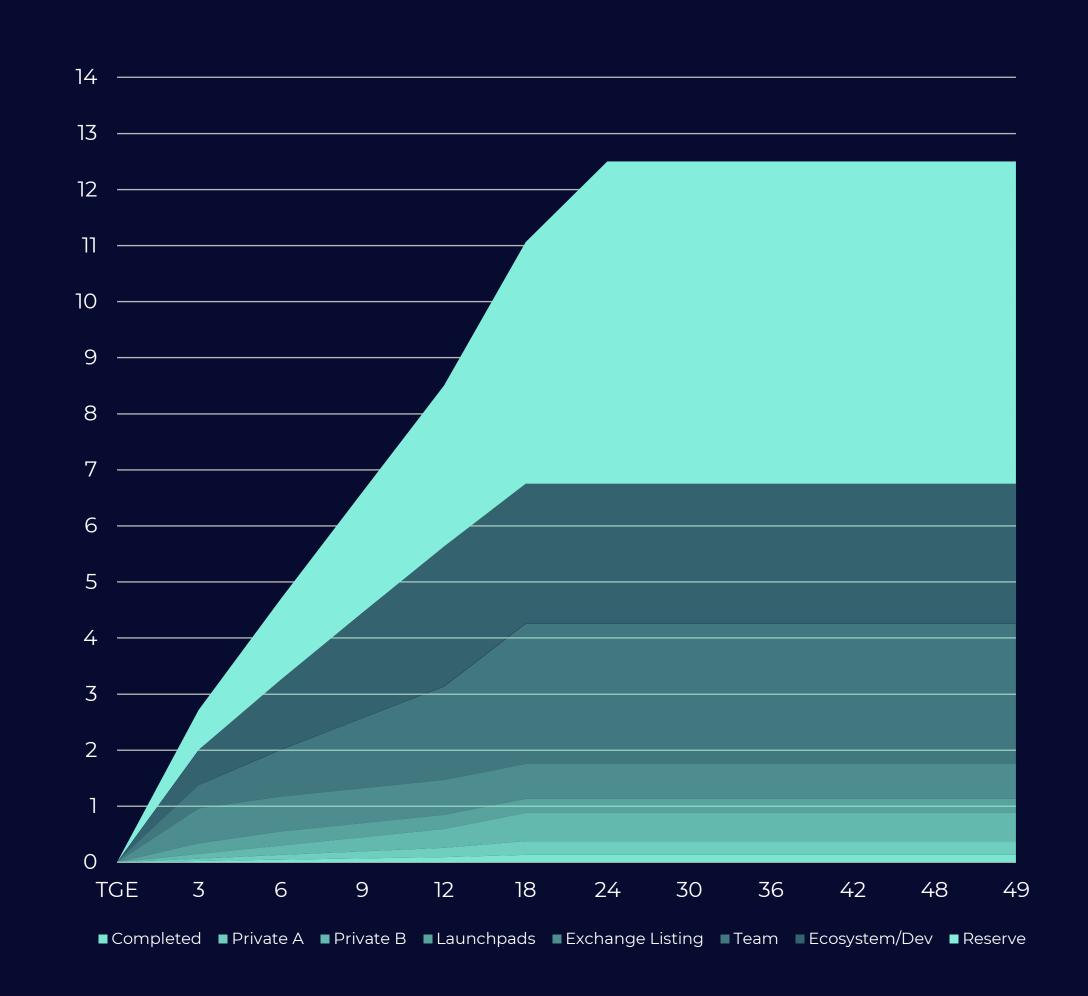
	COMPLETED RAISE (WEIGHTED AVG)	PRIVATE ROUND A	PRIVATE ROUND B	LAUNCHPADS	LIQUIDITY/ EXCHANGE LISTING	ТЕАМ	ECOSYSTEM/ DEVELOPMENT	RESERVE	TOTAL
Token Allocation	130,000,000	250,000,000	500,000,000	250,000,000	625,000,000	2,500,000,000	2,500,000,000	5,745,000,000	12,500,000,000
% Total Supply	1.04%	2.00%	4.00%	2.00%	5.00%	20.00%	20.00%	45.96%	100%
Token Price (\$)	0.003	0.0025	0.0035	0.0045	-	-	-	-	-
Amount Raised (\$)	390,000	625,000	1,750,000	1,125,000	-	-	-	-	3,890,000
Fully Diluted Valuation (\$)	37,500,000	31,250,000	43,750,000	56,250,000	-	-	-	-	-
Est. Market Cap at TGE - 0.908% (\$)	-	-	-	510,813	-	-	-	-	
Cliff (Lock Period)	-	3 months	-	1 month	-	3 months	1 month	-	
Vesting	16.6	18 months	18 months	4 months	None	18 months	12 months	24 months	-
Minimum Ticket (\$)	-	25,000	100,000	300,000 / Pad	-	-	-		-
Terms	Vesting per block from TGE	Vesting per block from TGE	Vesting per block from TGE	Vesting per block from TGE	Remains in Treasury until requested	Vesting per block from TGE	Vesting per block from TGE	Remains in Treasury until requested	-

^{*}Subject to Change



TOKEN GENERATION RELEASE SCHEDULE







TOKEN UTILITY ROADMAP

ITS ALL ABOUT THE FANS

Tickets purchased are themselves NFTs and unique / collectible sold on OpenSea Fans can vote for their favourite artists during the event and tip their artist Fans can EARN
tokens by becoming
an affiliate, either as a
reseller through their
unique code or by
posting and sharing
on social media

Members tiering to VIP levels based on their ticket purchases with tokens and viewing history leading to ever greater rewards and discounts ALL Members earn tokens through participation; This includes voting for your favourite act and favourite parts of the show

ALL Members earn tokens through viewing; the more you VIEW the more you EARN

Purchase NFTs on our marketplace Fans will get to choose the order of songs in real-time, encouraging replay, and each song will have its own imaginative, virtual setting inspired by the lyrics

Fans can use Animal Token to purchase and generate Avatars to be worn on stage in VR and Metaverse's alongside their favourite artist

Fans get a discount on tickets when purchased with Animal token

Fans staking and holding animal tokens for longer periods become VIPs

VIP members accrue loyalty discounts

VIP members; receive exclusive access to limited run tickets, limited edition merchandise, content and artists music, releases and other unique materials and collectibles

ALL Members earn tokens through participation; 'the more you PARTICIPATE the more you EARN'. This includes completing surveys, requests for feedback, social support and reviews

VIP members; receive exclusive access to limited run tickets, limited edition merchandise, content and artists music, releases and other unique materials and collectibles

Rewards and competitions: The Animal Token will be paid out for qualifying rewards and competitions.
Competition entry will also be offered to those staking the most Animal token for the longest period

Pledge Animal Token: Visit the band's preconcert venue

Engage and unlock virtual merchandise and collectibles

Watch behind-thescenes footage

Long term users can create their own games Fans exchange real money for Animal Token to purchase virtual merchandise with Animal Token

Gaming future:

Users can use Animal Token on the most popular platforms to create their own games

Promoting deeper engagement and extending the concert's lifespan



TOKEN UTILITY ROADMAP

FOR ARTISTS, PARTNERS, BRANDS, SERVICE AND INFRASTRUCTURE PROVIDERS

A number of artists have already told us their prefer to be paid with Animal Token

Artist lifetime commitment contract for publishing and live music rights:

We will legitimately offer tokens as part of a deal* Purchasing lifetime IP and publishing rights: Performance rights with copyright agreed with top 10 artists both in live events

and virtual worlds

Partner
marketplaces,
distribution network
Feature content,
digital merchandising
and NFTs accepting
FIAT and tokens,
offering discounts
and rewards with
tokens

Animals own marketplace will offer discounts on all purchasable digital content and NFTs when paid for with Animal token We offer NFTs as a service: to bands, publishers and record labels and media organisations, accepting Animal Token at POS We assist a number of non crypto native artists, managers and agencies to become crypto native

Exclusive brand launches with our digital partners:

Feature unique digital content and experiences in and out of the metaverse to be featured in games and online worlds. Animal Token will be an accepted form of currency

Advertisers, brands and partners can purchase the Animal Token in order to run associated competitors and advertise with us at preferential rates and select times

A select number of global infrastructure providers will accept animal tokens as part payment or for discounts on their contracts

Token rewards available to partner platforms:

Promoting their events and deliver the best digital marketing, competitors and experience Promoters, distributors and sales agents:

Earn tokens for sell outs or beating targets vs. their contract replicated in a smart contract with transparent and fair terms Centralised and decentralised streaming services:

Stake tokens to be a recognised supplier and one of the hosts or access portals to a streaming experience

We envisage two potential futures:

Our own centralised streaming network

Creating a decentralised streaming network

They are not mutually exclusive and compliment each other

Streaming and infrastructure rewards

Rewarded with tokens in line with the quality of their streaming service when they join our platform network and protocol - ensuring we deliver the best experience possible

Helping to grow our token ecosystem and value, incentivising and when appropriate transacting with: Artists, partners, brands, service providers using Animal Token



PROTOCOL ROADMAP

Core principles: i) We leverage some of the best platforms and technology available, ii) we are integrating with established metaverses, platforms and marketplaces, leveraging their audience and popularity, iii) we will connect everything everywhere, achieving interoperability into multi wallets, apps, services and blockchains, iv) we will deliver the best customer experience possible, with the simplicity and familiarity of Netflix

IN PROGRESS IN PROGRESS MVP Design Phase **MVP Wallet** Integrate banking Identify & integrate Develop global set of Security and audit Further testing Ensure seamless Selection third party streaming administration remediation and Establish experience for services supporting evaluation pre-live multiple FIAT including pen testing, Own wallet kit functions including Architecture consumer as easily as service such as Edge fixing outstanding Specifications with Wallet Connect the best apps currencies and 1000s Networks into advertising, risk assessment and issues including live trials front to back Enables bridge to Update Animal Token of coins leverage platform oromotions and smart contract audit Covalent to achieve to align with new OpenSea sponsorship specification multi-chain capability capabilities Integration to Decentraland, Enjin, Axie Infinity (potential) Advanced review Develop required Add capability to Testing with Get MVP Blockchain Run custodial Commercial test Commercially live custom Ethereum Curated NFTs in app selection process and Protocol for ticketing porting to scalable including streaming ready to stream Selection Blockchain Polkadot, and add to Open Sea ERC-721 contracts Integrate with test at scale, stress premiere event Ethereum with Solana et al* selected party Review porting to Connect to Weyu for including rewards and load balancing, Polygon customers and automation Polkadot, Solana, seamless NFTs CX Port to commercial redundancy and onboarding at scale COMPLETE IN PROGRESS Integrate with Get Elrond et al chain / multi-chains *Tron, Elrond, Algo, Cardano, Avalanche recovery Protocol Testing with custody provider with Circle IN PROGRESS for payments