

Strictly Confidential – not for circulation



Global Music Licensing and Royalty Tracking Platform

*What problem is SoundVault solving? 84% of YouTube videos contain at least 10 seconds of music, but no one makes money of this & distributed music requires licensing!*

SoundVault is the tech engine that will be first to bring commercial music to MCN's and ensures that music labels get paid.



## STRONG DIVERSE INDUSTRY EXPERIENCED GLOBAL TEAM



Graham Gabie  
**Co-Founder & COO**  
32 years - Film & Technology

**MGMM – Film & Pop Videos**  
Duran Duran, David Bowie,  
Highlander

**TheGuide.Net**  
Guide to Beyond the West  
End

**Digital Rights Management**  
Winning and delivering Multi  
Million £ contacts:  
Universal, BMG, Sony  
Telewest NTL, Pace

Cue Sheet reporting for  
Bloomberg

Matsushita Electric



intertrust®

Bloomberg



EMI



Nathan Graves  
**Co-Founder & CCO**

30 years – Music industry

**Head of Marketing**  
Universal Music NZ

**Head of Jazz**  
Universal Music UK

**Decca/ Universal / Sony**  
Ministry of Sound  
Marks and Spenser  
Diageo  
Music Sales Publishing  
Vodafone Global HQ  
Mahogany Sessions



Merhawi Woldekirstos  
**CTO**

15 years - Technology

**Mercy Ships, Sun**  
Microsystems,  
Voxpops International

**API enabled software,**  
AI for voice  
recognition and  
conversion to text,  
statistical data  
analysis of data  
mining, Network  
infrastructure and  
firewall management



Dr Alastair Telford  
**Co-Founder & Tech R+D**

15 years – Web  
application industry

**PhD in Computer**  
Science  
(University of Kent)

1st class degree in  
Computing Science  
and Mathematics  
(University of Stirling)



Dana Shayegan  
**Sales Director**

15 years - MCN, Brands &  
entertainment

**VP of Music, Studio71**  
US

**Branded Content, Media**  
& IP Expert

**BILLBOARD TOP 30**  
UNDER 30

**Bachelor of Science**  
from UCLA



Dr Patrick Johnston  
**Licensing Director**

8 years - MCN and  
Networks

**Music Vertical**  
Manager- Studio71  
US

**NFL Network**



James White  
**Non Exec CFO**

20 years - Music industry

**Finance Director**  
Island Records,  
Universal Music UK

**CFO**  
Omnifone

**CFO**  
Cooking Vinyl

## WORLD CLASS ADVISORY BOARD



**Korda Marshall**

Industry Leader,  
32 years Music  
Business  
  
BPI – Board  
Brits Trust – Board  
AIM - Board  
Warner Bros – MD  
East West – MD  
BMG - Director  
Infectious – Founder

A&R signed:-  
Muse  
Eurythmics  
Dave Stewart  
Garbage  
Paul Oakenfold  
Alt-J



**Jeremy Silver**

Digital media thought-leader  
22 years -  
Digital Music, Film &  
Tech  
  
**CEO – Digital  
Catapult**  
  
**IUK Advisor**  
  
**Ex- Chairman**  
Sematic (now Apple)

**VP New Media**  
Virgin Records



**Vince Bannon**

30 years Music and  
Publishing Industries.  
  
**VP Strategic  
Partnerships**  
Getty Images  
  
**SVP - Label**  
Sony Epic US



**Crispin Evans**

37 years Music  
Publishing  
  
**General Counsel**  
PRS, MCPS.  
  
**Board member**  
PRS, MCPS, CISAC,  
MPA  
  
**Founder Director**  
IMPA  
  
**Legal Counsel**  
EMI  
PolyGram  
Universal  
Sony/ATV  
- Music Publishing



**Maria Forte**

36 years Music Publishing  
Virgin Music & V2  
Emi Music Publishing  
Sanctuary Music  
Publishing  
MusicState  
  
**Clients**  
Fintage  
Iron Maiden  
One Direction  
Little Mix  
Soul II Soul  
Modest! Management

**Past Clients**  
Spotify  
Radiohead



**Jackie Joseph**

20 years Music  
Industry  
  
Lawyer - Decca  
Records - Universal  
  
Ex - Director, Legal &  
Business Affairs  
Commercial &  
Creative  
Partnerships  
Globe - Universal  
Music

!??!?

**MUSIC RIGHTS OWNERS:**

- No access to micro licensing
- Eroded “de-value” chain takes most
- No transparency
- Poor royalty tracking
- Slow payments

**SoundVault is targeting the B2B segment of music market – it is 20 years behind & Very Fragmented  
Total Value at £7.5bn**

!@#!#

**FILM MAKERS & CONSUMERS:**

- Multiple labels
- Different pricing models
- Complicated licensing
- Bad metadata & Take downs
- No Workflow process

**SoundVault disrupts the area of the music industry that has not evolved  
– Today’s “Land Grab”**

**SoundVault provides technology to solve problems of both parties**

**SoundVault has already secured pilots with Major Music Labels & MCN's - SoundVault consolidating Industry**

**Low hanging fruit in B2B music – £2.5bn sync music market  
Everyone focused on B2C & forgot the sync music market**



**MUSIC RIGHTS OWNERS:**

- Collected & distributed Royalty income
- Real time usage monitoring
- Cue Sheet verification
- Micro licensing & Self-billing
- Retain 100% of rights – low commissions
- Pre-cleared for worldwide usage with Geo Blocking

**Tech was missing for both parties**

**SoundVault Tech opens new markets for both parties**

**NEW significant revenue created and meaningful cost savings**



**FILM MAKERS & CONSUMERS:**

- Fast-precise music search
- 5,500 Genres + Keywords + Licensing Metadata
- User Workflow management
- Playlist sharing
- Automated Cue Sheets
- Content ID tagging & Whitelisting

**Goldman Sachs states \$104bn market by 2030**

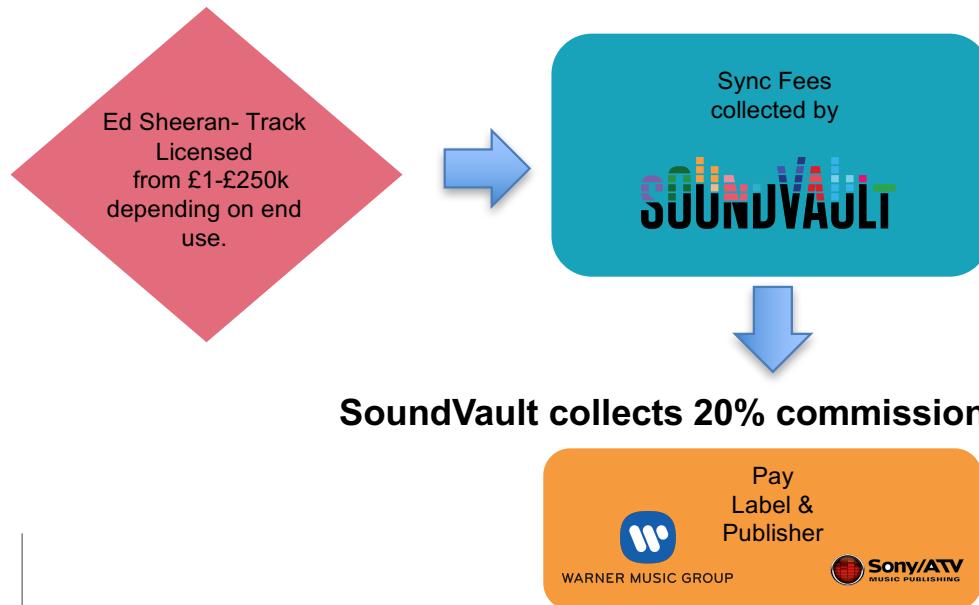
"Music in the Air – Stairway to Heaven", October 4, 2016

The screenshot shows the SoundVault beta v1.44 marketplace. At the top, there's a navigation bar with links to About Us, Blog, Case Study, Rate Card, Licensing, Login, Sign up, and a currency selector (GBP). Below the navigation is a search bar with filters for Genres, Use, Tempo, Key, Motion, Emotion, Mood, Clarity, Soundscape, Texture, Instruments, and Libraries. A large orange banner in the center reads "BRINGING COMPOSERS AND MEDIA PRODUCERS TOGETHER". To the left, there are sections for "LICENSE MUSIC" and "SUBMIT MUSIC", each with a "Free Sign Up" button. On the right, a library interface shows a list of tracks under "ACTION TV/FILM", created by Nathan Graves. The tracks listed are:

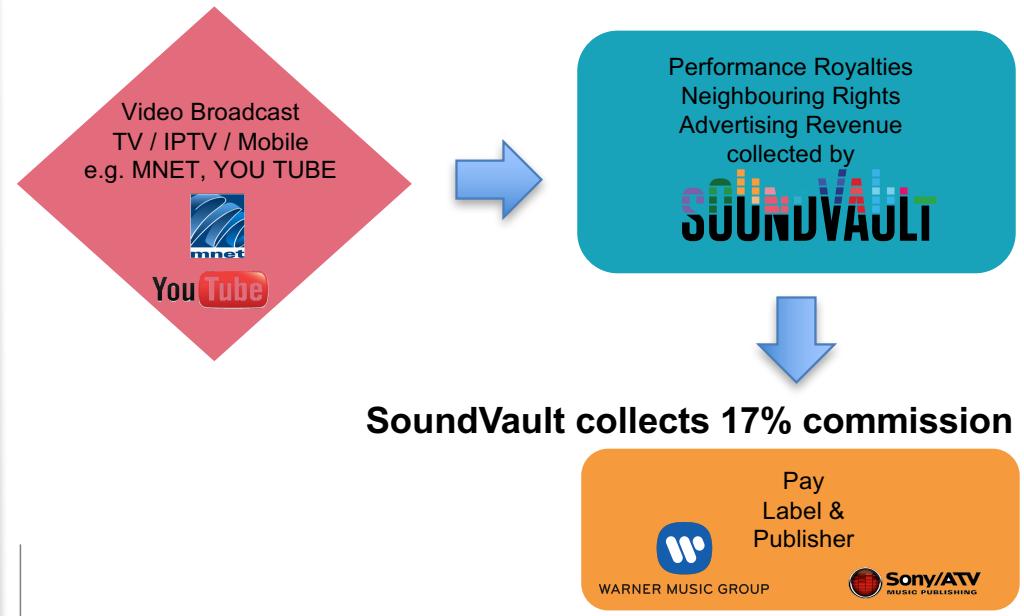
- Action car chase (00:59)
- Bird of prey (03:04)
- Fury (01:47)
- Moonlight Crime - full track (02:58)
- Sport Fever (60 seconds) (01:00)
- JW Take The Bank (02:08)
- Big ass drama drum build one (00:32)

- Our platform connects the API's for usage of both parties
- Only workable end to end solution – That is why major music labels doing a pilot with SoundVault
- SoundVault tech has created a new market for major music labels – significant revenue
- Revenue generation from pilots – May 2018

### First income



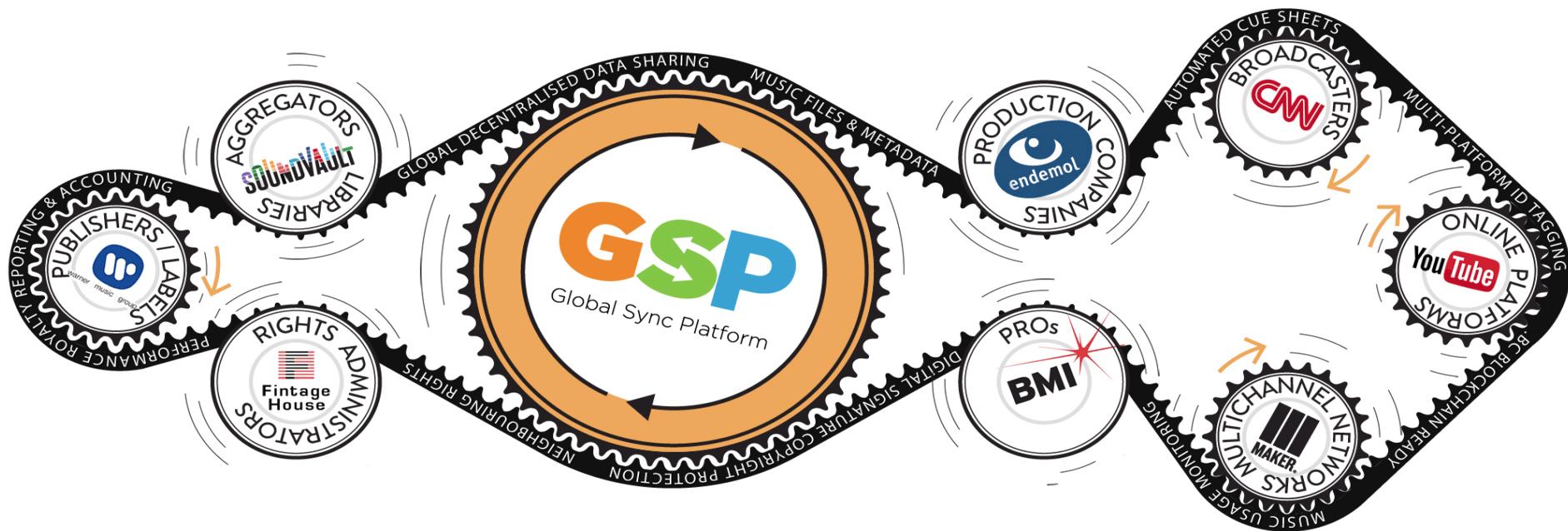
### Second income



### Track Purchase Income

### Track Play Income

- Today c. 30% of the £7.5bn sync music market is unaccounted ( £2.25bn ) – SoundVault's GSP tech solves this revenue gap
- GSP will also create a new market for music labels through MCN's – value significant for the music industry (hence - all want to pilot)



## Unique - Data Sharing, Licensing and Usage Tracking

OVERVIEW

SYNC

PERFORMANCE

NEIGHBOURING RIGHTS

STATEMENT INCOME DUE  
(ACTUAL)**£5,345**

## ONLINE PLAYS

|                |         |
|----------------|---------|
| YouTube .....  | 1.3 mil |
| Vimeo .....    | 500 k   |
| Facebook ..... | 2.7 mil |
| Spotify .....  | 3.8 mil |

## TERRESTRIAL BROADCAST

|              |    |
|--------------|----|
| BBC          | 3  |
| Fox          | 4  |
| NBC          | 10 |
| Canal +      | 2  |
| Star Channel | 9  |
| XX Radio     | 36 |

## LICENSES - BY USE

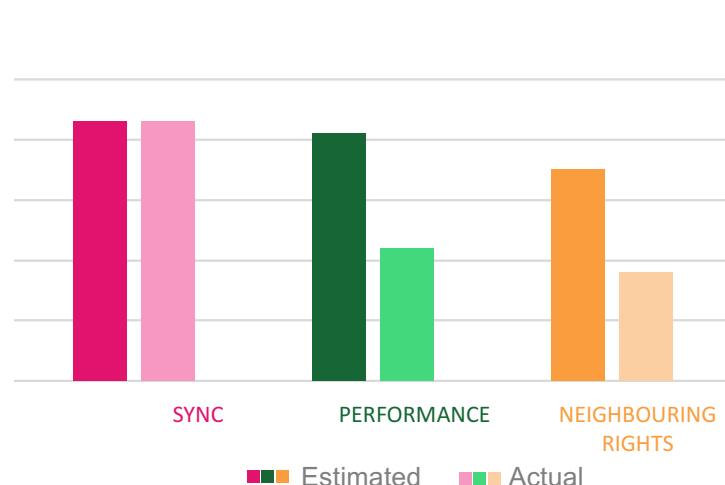


■ Online      ■ Advertising  
 ■ All other uses      ■ Films

## MOST POPULAR TRACKS

|                  |        |
|------------------|--------|
| 1. Sunshine..... | £5,100 |
| 2. Funny.....    | £3,456 |
| 3. War.....      | £3,110 |
| 4. Pow!.....     | £2,289 |
| 5. Brazil.....   | £2,173 |

## MONTHLY INCOME (SEPTEMBER)



## TOP COUNTRIES

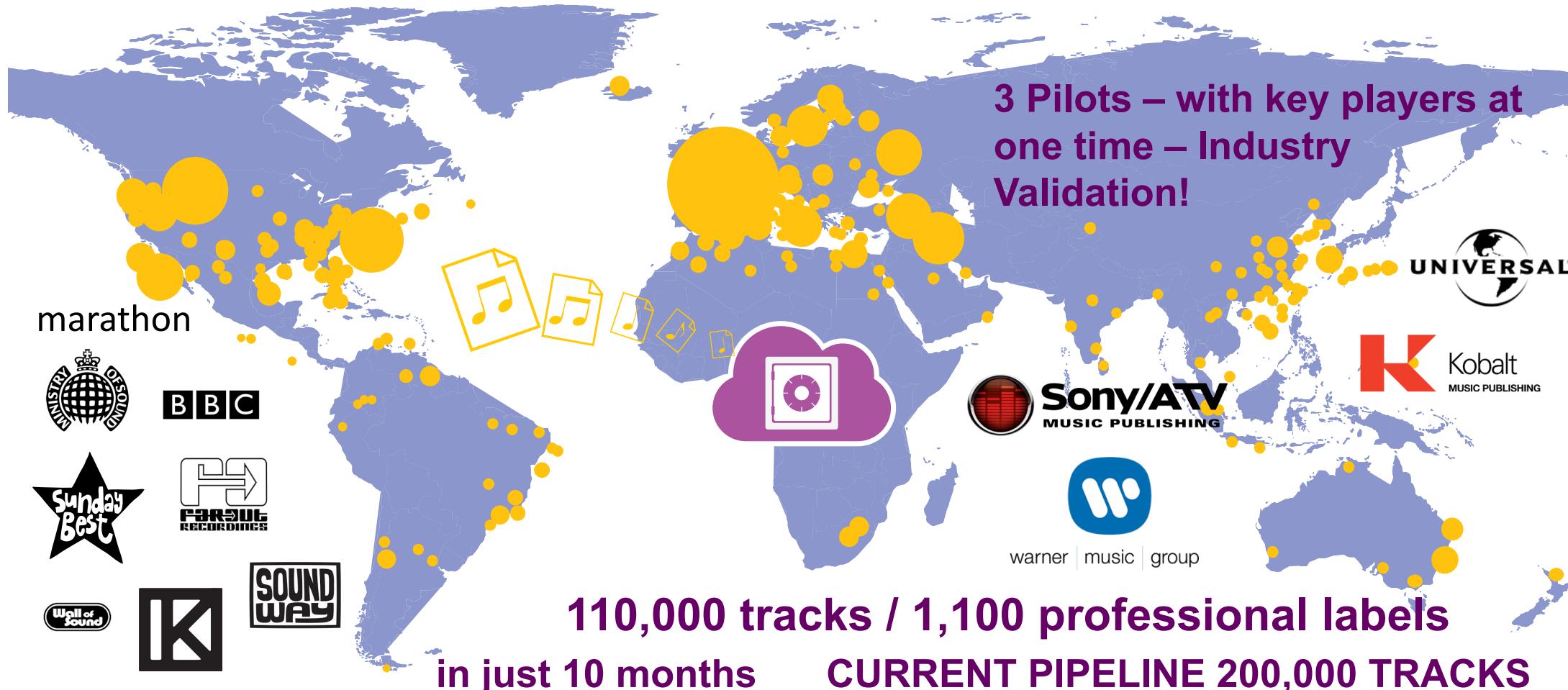


## TOP 5 COUNTRIES:

|                 |       |
|-----------------|-------|
| US .....        | £1225 |
| UK .....        | £1164 |
| Australia ..... | £856  |
| Japan .....     | £698  |
| France .....    | £843  |



## SIGNIFICANT EARLY CUSTOMER TRACTION





## HIGHLY SCALABLE GLOBAL BUSINESS

### Summary five year financial forecast



#### Profit & Loss Account

|  | Year 1<br>May 17-Apr18 | Year 2<br>May 18-Apr19 | Year 3<br>May 19-Apr20 | Year 4<br>May 20-Apr21 | Year 5<br>May 21-Apr22 |
|--|------------------------|------------------------|------------------------|------------------------|------------------------|
|--|------------------------|------------------------|------------------------|------------------------|------------------------|

|                                    |           |            |             |             |              |
|------------------------------------|-----------|------------|-------------|-------------|--------------|
| Total Sales Revenue                | £148,772  | £3,625,565 | £10,517,151 | £46,446,437 | £151,511,494 |
| Gross Profit                       | £132,726  | £2,454,706 | £3,073,830  | £10,224,435 | £31,367,362  |
| Overheads (excluding depreciation) | £279,342  | £1,849,316 | £3,120,096  | £4,121,573  | £4,802,423   |
| EBITDA                             | -£193,414 | £379,944   | -£584,618   | £5,273,113  | £25,448,487  |
| Profit After Tax                   | -£233,870 | £328,663   | -£631,904   | £4,220,913  | £20,281,421  |

### Pipeline Clients / Partnerships:





LARGE OPPORTUNITY / INNOVATIVE BUSINESS - SEEKING £1.5m INVESTMENT

**Platform is live and ready for commercialisation**

**£1,475,000 Investment to date ( Cash £450k, iUK £125k, Sweat £900k+ )**

**£1,500,000 Investment required ( EIS ) - No further capital required**

**Offering 13% equity**

**£10,000,000 pre-money valuation**

**( £225,000 Cash in Hand )**

US Patent Published, 2 further for 2018

Trademark Registered >2024

H2020 Grant Sponsor - £1.85m – 2018. (0 - 30% match)



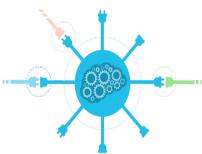
## END TO END SOLUTION FOR AN OUTDATED B2B MUSIC INDUSTRY



“The Sky Scanner for Music licensing”. Search and discovery engine with direct licensing interface and transactional micro-licensing billing and payment platform.



Is a highly-developed Licensing management and royalty tracking platform, providing Rights holders and Licensees both qualitative and quantitative information about the musical works licenced, with live monitoring on Youtube views, royalty tracking and Ad Rev Share distribution.



The Negotiation Engine is a Smart Contract builder for bespoke music licensing between the prospective Licensee and the Music Label and Publisher.



Mobile API - music licensing for User Generated Content on social media. The solution is designed to be licenced as a “white label solution” to Telcos, and Social and A/V platforms.



Music Metadata builder – AI qualitative and quantitative metadata builder, providing Rights Registration, Finger Printing/Watermarking, ID Tagging.



## COMPETITIVE ADVANTAGES

|                         | SOUNDVAULT      | Epidemic Sound | Extreme | Jingle Punks | Pump Audio | Cue Songs | Audio Network | Imagen  | EMI KPM | UMG     | Rumble-fish | Source Audio | Harvest Media | Sync Tank |
|-------------------------|-----------------|----------------|---------|--------------|------------|-----------|---------------|---------|---------|---------|-------------|--------------|---------------|-----------|
| LIBRARY SIZE            | 110k+ & growing | 25k+           | 30k+    | 30k+         | 40k+       | 40k+      | 97k+          | 130k+   | 30k+    | 300k+   | 2.5 mil     | 6 mil        | 250k+         | 250k+     |
| SIMPLE LICENSING        | ✓               | ✓              |         | ✓            | ✓          | ✓         | ✓             |         |         |         |             |              |               |           |
| MUSIC QUALITY           | 9               | 3              | 9       | 7            | 5          | 7         | 5             | 9       | 9       | 9       | 5           | N/A          | N/A           | N/A       |
| COMMISSION              | 20-40%          | 100%           | 50%     | 50%          | 65%        | 20%       | 100%          | 50%     | 50%     | 50%     | 50%         | NO SALES     | NO SALES      | NO SALES  |
| LOW COST                | ✓               | ✓              |         |              |            |           |               |         |         |         |             |              |               |           |
| BULK DISCOUNT           | ✓               | ✓              | partial |              |            |           | partial       | partial | partial | partial |             |              |               |           |
| NON-EXCLUSIVE           | ✓               | ✓              |         | ✓            |            |           |               |         |         |         | ✓           | ✓            |               |           |
| SCALABLE MODEL          | ✓               | ✓              |         |              |            |           |               |         |         |         |             | ✓            | ✓             | ✓         |
| SEARCH FUNCTION         | ★★★★★           | ★              | ★★★     | ★★           | ★★         | ★★★       | ★★            | ★★★     | ★★★     | ★★      | ★           | ★★           | ★★            | ★★        |
| WORLDWIDE RIGHTS        | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| SELF PROMOTION          | ✓               |                |         |              |            |           |               |         |         |         |             | ✓            | ✓             | ✓         |
| TRANSACTION ENGINE      | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| CUE SHEET VERIFICATION  | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| CENTRALIZED CUE SHEETS  | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| ROYALTY TRACKING        | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| ONLINE USER MANAGEMENT  | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| DIGITAL FINGER PRINTING | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |
| SELF BILLING            | ✓               |                |         |              |            |           |               |         |         |         |             |              |               |           |



THE GLOBAL MARKETPLACE FOR MUSIC LICENSING

CONTACT



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+44 78816 22117



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