

INVESTOR DECK

PLAYHIT KEYBOARD

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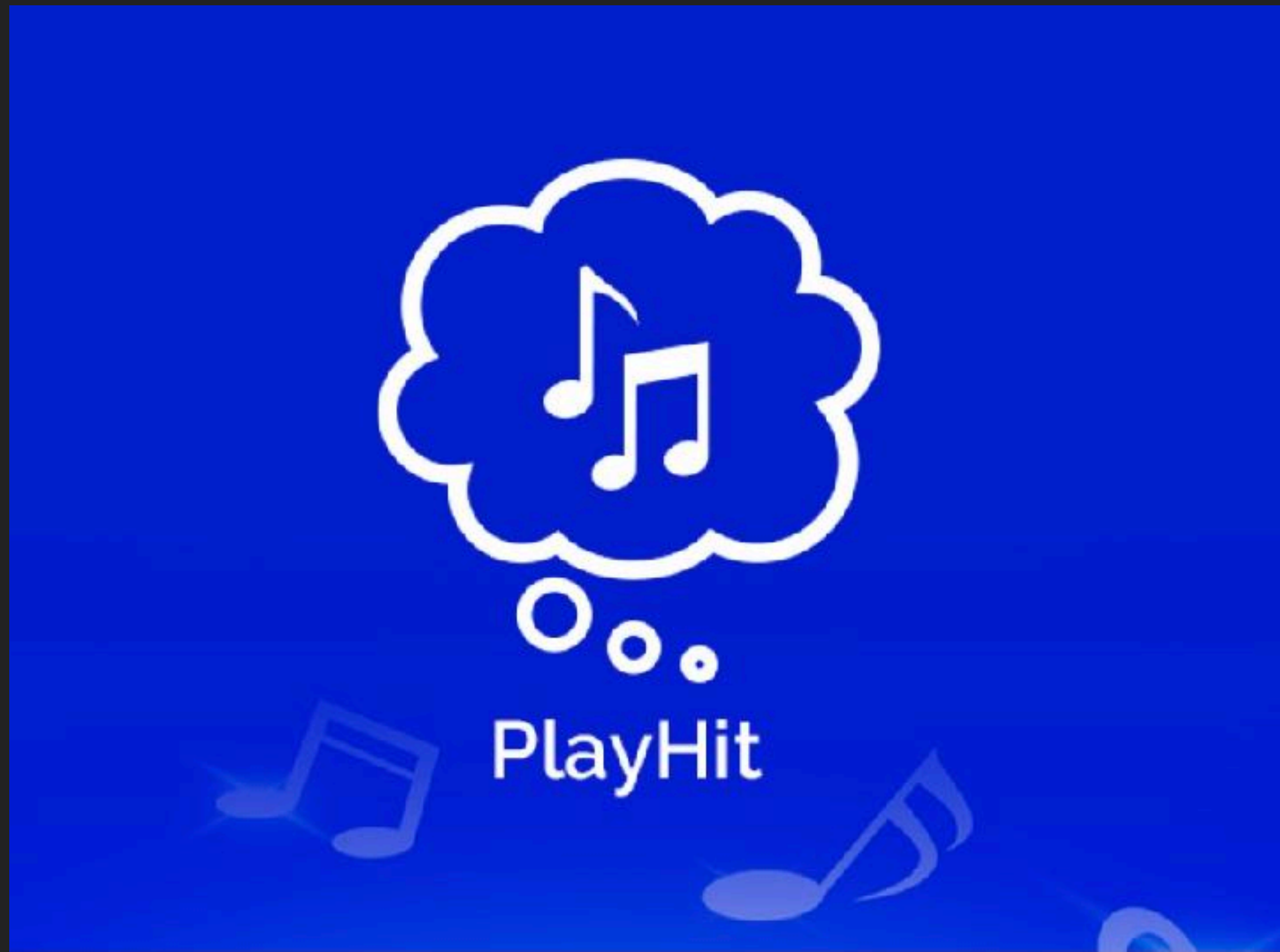
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INTRODUCTION

- ▶ PlayHit keyboard changes the way we use music to interact with our loved ones across all our favourite messaging channels. It turns music and lyrics into instant message.
- ▶ Want Adele to sing “Hello” to a friend? PlayHit’s predictive text technology suggests real-time recommendations. The app lets you instantly preview and share a variety of audio clips that match the words typed in your message, or create your own in seconds.
- ▶ The technology that powers the app has disruptive potential to change the way musicians share and market their work.

Communicate with your friends through your
favourite artists words



KEY NUMBERS

- ▶ 14 000 Installs in the first week after Android launch.
- ▶ 95% 5 star reviews.
- ▶ 2 300 daily active users
- ▶ Used in more than 150 Countries
- ▶ Song database growing on a daily basis
- ▶ "App of the week" Daily Mirror 24.11.17
- ▶ Patent filed under the number 1715157.2

MARKET OPPORTUNITY

- ▶ 4.77 billion mobile phone users worldwide
- ▶ \$7.8 billion in revenue for music downloads worldwide in 2016
- ▶ Giphy's valuation at 600 millions
- ▶ Music messenger valuation at >100million
- ▶ musical.ly sold for 1 billion

MARKET OPPORTUNITY

**7.8 BILLION MUSIC
DOWNLOAD REVENUE PER
YEAR**

**2.5%
COMMISSION PER
SONG**

**POTENTIAL
REVENUE OF
195 MILLIONS
PER YEAR**

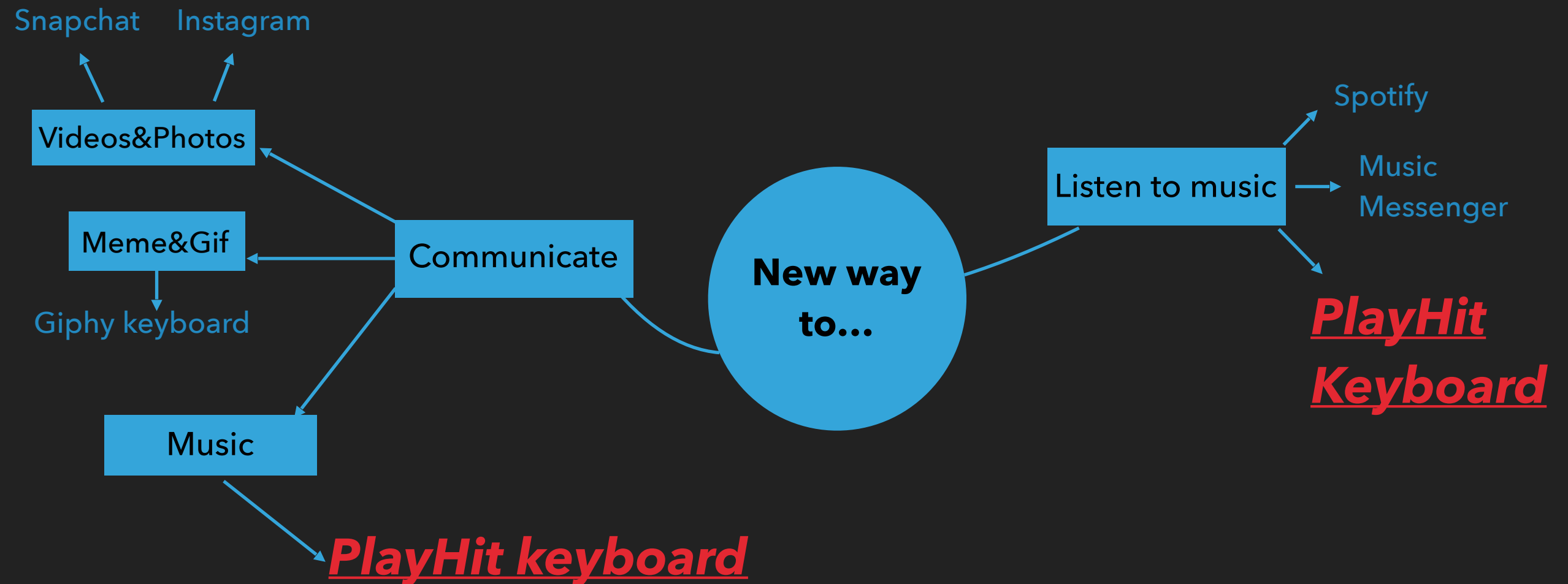
PROBLEM:

- ▶ People communicate mainly through text or email and we lost all the emotion that could be carried in the past by a letter or a poem...
- ▶ People have less time to listen to music and to enjoy it.

SOLUTIONS IN THE MARKET

- ▶ Snapchat changed the way people communicate with short videos or photos.
- ▶ Spotify, Apple Music changed the way people listen to music.
- ▶ Giphy (gif) keyboard introduced a new and more interactive way to communicate with small meme or gifs.
- ▶ Finally, it is a time for PlayHit to improve the way people communicate as well as to enhance existing social media experience.

OUR SOLUTION:



OUR SOLUTION

- ▶ We reconnect people together by bringing music to their life and every day communication.
- ▶ A message has a greater power when carried through music.
- ▶ People communicate using <12s snippets of famous songs
- ▶ It is integrated in all existing social media as a keyboard.

OUR PRODUCT: [CLICK BELOW](#)



REVENUE MODEL

PlayHit is a Free App however revenue will be generated through:

- ▶ Patent licensing to phone manufacturer and mobile provider.
- ▶ Advertising.
- ▶ Music download from Apple music/Google Play.
- ▶ potential “premium” version

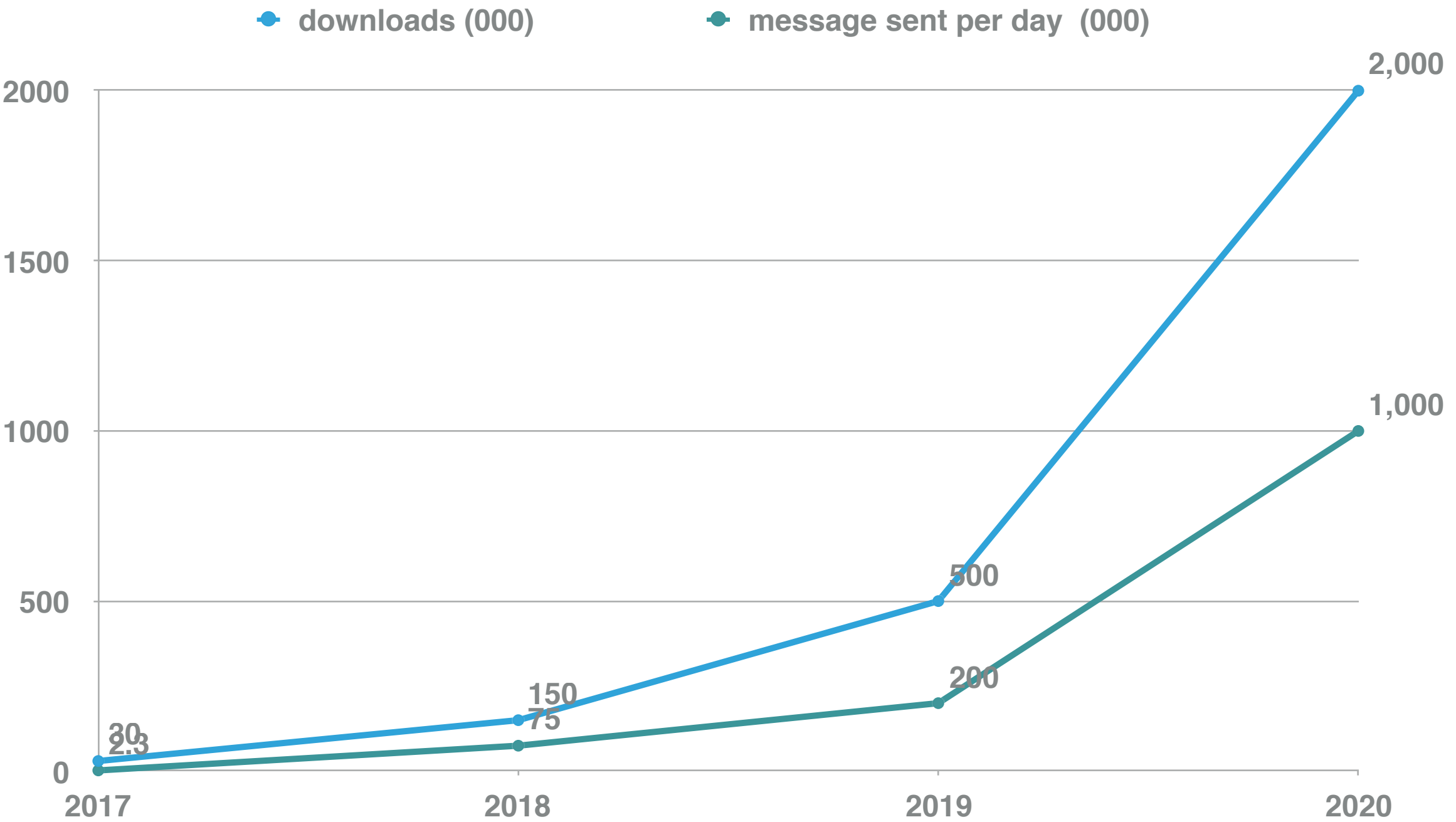
Future perspectives/Exit:

- ▶ Potential acquisition target with an existing large client base for one of the big names (Apple, Samsung, Google, Yahoo..)
- ▶ Go Public

COMPETITIVE ADVANTAGE

- ▶ PlayHit brings communication to a new level by matching the words you type to popular songs.
- ▶ PlayHit will change the way people interact.
- ▶ PlayHit is very easy to use and available in all languages which makes it easily adoptable.
- ▶ PlayHit has a potential to change the way musicians share their work.

PROVISIONAL GROWTH



GROWTH AND DEVELOPMENT PLAN

- ▶ Our R&D team confirmed the feasibility of our ultimate goal.
- ▶ Imagine one app with all your social media messengers grouped at the same place.
- ▶ In this app you benefit from having all the messages in one place but with all functionalities available from each social media.
- ▶ And our latest PlayHit technology available on all social media but from one universal point of Access "PlayHit TM"

USE OF FUNDS

- ▶ Development of the All in One app.
- ▶ Add the download function (like in Shazam)
- ▶ Replace links by voice notes
- ▶ Rent of office space
- ▶ International PR and advertising campaign
- ▶ Legal and accounting fees

FOUNDER AND CEO

- ▶ Valentin studied at European business School in Paris before attending Regents College London.
- ▶ Being result-driven, assertive and resolute Valentin has been a valuable asset for the finance industry where he has worked for a few years before an ultra high net worth individual offered him to become his mentor seeing in him a huge potential.
- ▶ Eventually after a couple years Valentin decided to have a project of his own and started to work on how to make PlayHit the best possible for users.
- ▶ Together with a team of trusted developers Valentin started to work on a prototype of PlayHit in the summer 2017 with the aim to enhance and transform the texting experience for smartphone users.



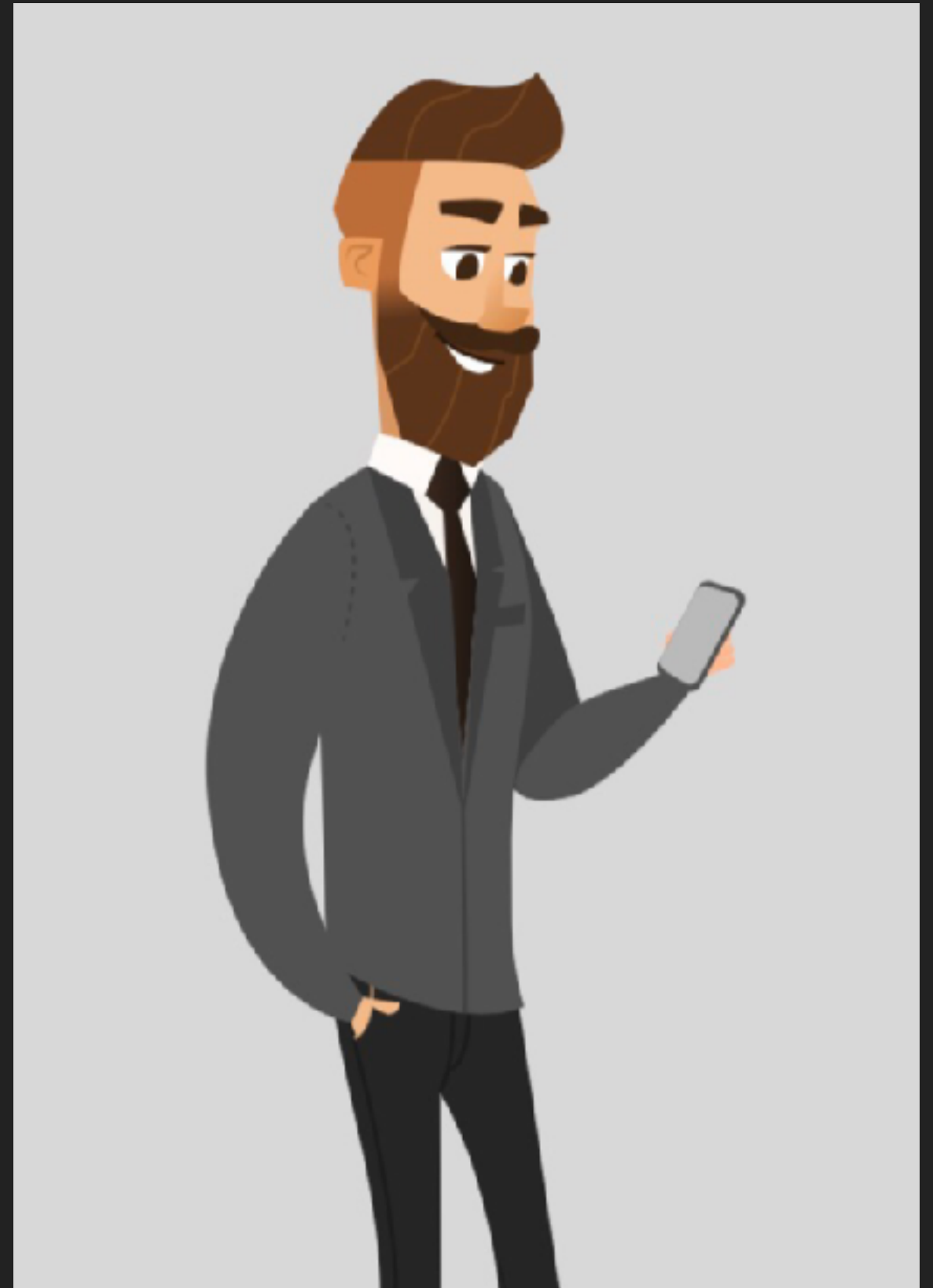
SANDEEP, CTO:

- ▶ Front and back end developer with many years experience writing highly readable, clean, maintainable source code.



NICOLAS (LOOP PROD) LEAD DESIGN:

- ▶ Has many years experience designing, producing and delivering brand content across all channels, using the best talent, processes and tools for the like of Universal, Toyota, Coca cola and Samsung.



KRISTINA, MARKETING INTERN:

- ▶ After graduating with triple A* from Cats college London, Kristina is now in her final year as a BSC student at Cass business school in London specialising in digital marketing.

