



G CODES

THE SOUND OF THE FUTURE





OUR MISSION

Our mission is to revolutionise live streaming with real-time immersive audio, bridging the gap in live broadcast technology and transforming how audiences experience live music, sports, and entertainment.

PROBLEM



The live music industry is in crisis: soaring touring costs, widespread venue closures, and inadequate streaming revenues are making it increasingly difficult for artists to connect with their audiences. Live streaming once seen as a solution, has failed to deliver due to high production expenses, poor audience engagement, and outdated royalty models that leave artists underpaid.

SOLUTION —



Our decentralised platform transforms live broadcasts with immersive audio, setting a new benchmark for the entertainment industry. It empowers collaboration, creation, and distribution across Gaming, Web3, the Metaverse, AR/VR, Cinema, and On-Demand Streaming, offering diverse monetisation opportunities. Our model drives engagement and creates a sustainable, profitable future for live entertainment.

MARKET OPPORTUNITY



BUSINESS MODEL

Our decentralised platform doesn't just leverage real-time immersive audio across multiple channels, it transforms it into a powerful tool that unlocks diverse revenue streams, reduces content creation costs, and maximises profitability.

All while redefining live entertainment experiences.



The 5G Festival set a groundbreaking precedent as the world's first live, immersive hybrid concert, laying the foundation for our business model. Backed by a £200m 5G Testbeds and Trials Programme and five years of strategic development, we are committed to driving meaningful change in the industry.

AWARDS

- The most innovative use of 5G technology: UK5G Showcase
- The most innovative use of 5G technology: 5G Realised
- Live Production of the Year 2022 TPi Magazine
- Nominated, and shortlisted for the Music Consumer Innovation at Music Week Awards (2023)

By merging advanced 5G technology with virtual and augmented reality, our platform connects artists, venues, and music professionals to global audiences, unlocking new revenue streams and redefining live entertainment.

GO-TO-MARKET STRATEGY



Immersive audio is a rapidly growing technology largely untapped in live performances, presenting vast market potential. Our go-to-market strategy introduces immersive audio, advanced visuals, and live broadcasting systems to revolutionise audience experiences and set new industry standards. By acting now, we position ourselves to lead this technological shift and capture significant market share.

COMPETITIVE ANALYSIS



Our competitive strategy is centred around disrupting the traditional high-cost model of the streaming industry by focusing on efficiency, sustainable growth, and enhanced artist value. By minimising operating costs and leveraging innovative technology, we can offer a compelling alternative to both artists and consumers, positioning ourselves as a transformative force in the music and entertainment ecosystem.

FINANCIALS



G CODES

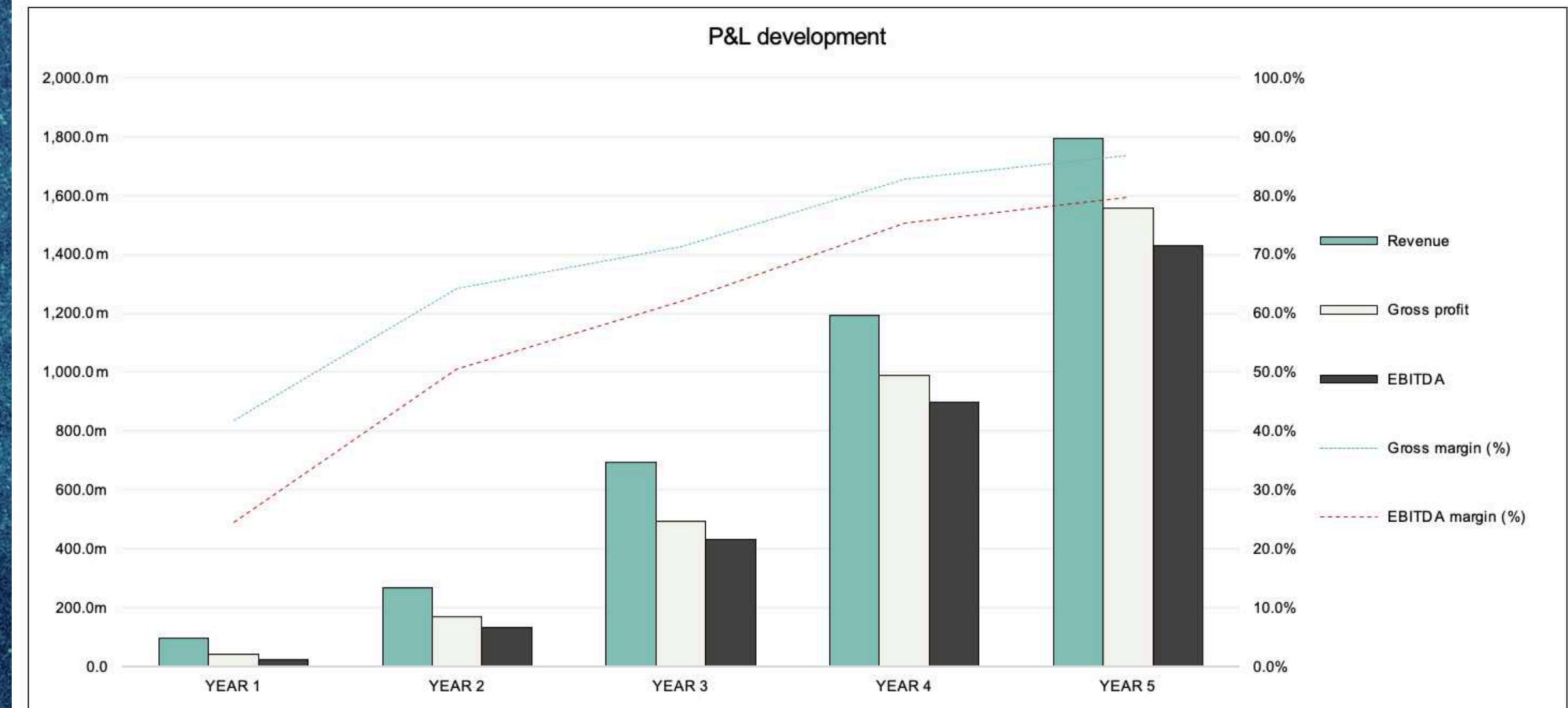
Click [\[here\]](#) to enlarge

KEY FINANCIAL HIGHLIGHTS

- REVENUE** £694 million by Year 3, reaching £1,794.6 billion by Year 5.
- GROSS MARGIN** Expansion from 64% in Year 2 to 86.9% by Year 5.
- EBITDA MARGIN** 62% by Year 3, increasing to 80% by Year 5.
- ROI** Forecasted minimum 100x return over five years.

£	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	97.0m	266.5m	694.1m	1,193.4m	1,794.6m
Direct costs	56.4m	95.4m	199.8m	205.2m	235.8m
Gross profit	40.6m	171.1m	494.3m	988.2m	1,558.8b
Gross margin (%)	41.9%	64.2%	71.2%	82.8%	86.9%
Overheads	16.8m	36.4m	64.4m	90.3m	128.2m
EBITDA	23.8m	134.7m	429.9m	897.9m	1,430.7b
EBITDA margin (%)	24.6%	50.5%	61.9%	75.2%	79.7%

CAGR	175%	160%	72%	50%
Headcount	57	80	129	175
PPV Streams by year-end	15.4m	42.3m	88.4m	150.0m
Subscribers by year-end			23.5m	42.5m
Revenue : marketing spend	27.25 : 1	31.88 : 1	45.74 : 1	63.10 : 1
Gross margin : marketing spend	11.41 : 1	20.47 : 1	32.58 : 1	52.25 : 1
EBITDA : marketing spend	6.69 : 1	16.12 : 1	28.33 : 1	47.48 : 1



TEAM



G CODES

PHINEAS MACKNESS FOUNDER & CEO

Phineas Mackness, Founder and CEO of G Codes, leverages his extensive experience managing high-profile European tours and deep industry connections to forge strategic partnerships with top artists and venues. With a track record of success in live event production and deal-making,

Phin drives G Codes' vision and growth, blending creativity with operational excellence. His leadership ensures a strong financial trajectory, offering UK investors a compelling opportunity in the rapidly growing entertainment sector.

TOM CONNAUGHTON COO

With leadership experience at Spotify UK, Vevo, and MySpace, Tom Connaughton drives G Codes' operations and growth.

His proven track record in scaling global digital platforms positions him to lead our strategic expansion and ensure operational excellence in a competitive market.

JONATHAN LEWIS CFO

With a strong background in global finance, mergers, acquisitions, and high-growth ventures, Jonathan Lewis is essential to G Codes' financial strategy.

His experience co-founding a start-up equips him to navigate G Codes' early growth, secure investment, and drive expansion into emerging markets.

PHIL WRIGHT CBO

As the tech lead behind the 5G Festival—the foundation of our enterprise—Phil Wright brings unparalleled expertise in spatial audio and emerging technologies. As Chief Broadcast Officer, he will lead live audio production, merging cutting-edge tech with live music to create immersive digital experiences.

Patrick's leadership ensures we revolutionise live events through audio innovation.

PATRICK CLIFTON CMO

Patrick Clifton, with a strong background in music and technology, has successfully launched and scaled consumer tech businesses while building cultural brands.

As former Head of Music for Amazon UK, Australia, and New Zealand, his expertise in music licensing, artist relations, and partnerships makes him the perfect fit to lead G Codes' music strategy.

SHAUN GLANVILLE CPO

With 16+ years leading major broadcast projects like the Olympics and FIFA World Cups, Shaun excels in delivering complex AV solutions. His expertise in system integration and immersive audio, including Dolby Atmos, positions him perfectly for this role.

Shaun's strategic leadership and industry connections guarantee successful, on-budget project execution.

TAMAR CHATTERJEE CTO

Tamar Chatterjee drives G Codes' technological edge with his expertise in VFX, real-time production, and virtual technology. His leadership in high-budget VFX projects and innovation aligns with our mission to revolutionise live-streaming.

Tamar spearheads platform development, integrating VR and AR to deliver unparalleled real-time user experiences.

ANDREA CUIUS CCPD

Andrea Cuius merges art, entertainment, and technology to drive our creative and technical innovation. His expertise in designing immersive digital experiences and advancing live production technology will set new standards for audience engagement.

Andrea's ability to fuse the physical and digital realms is essential to creating unforgettable broadcast experiences.

KEZIA WILLIAMS CMO

Kezia Williams is an accomplished leader in film distribution and marketing, recognised for driving high-grossing releases and engaging audiences across diverse genres. With expertise in strategic planning, revenue optimisation, and brand building, she is poised to lead our marketing efforts.

Kezia's innovative approach to media distribution will expand our global reach and ensure our content resonates, supporting sustained growth and success.

SOPHIE MAYDON CTAO

With over a decade of experience in talent acquisition, Sophie Maydon is key to building the high-performance teams driving our success. Her leadership in global executive search and expertise in recruiting top talent in the creative and tech sectors are vital for our growth.

Sophie's strategic vision ensures we attract and retain the industry's best, keeping us at the forefront of innovation.

This executive team, handpicked for their industry expertise and leadership, forms a strong foundation for our success. Combining essential skills in entertainment, technology, finance, and marketing, they ensure G Codes is ready to excel in a dynamic and competitive market. Explore our talent acquisition plans, job descriptions, and open positions [\[here\]](#).

INVESTMENT ASK



INVESTORS

SHARE(S)

10m

SHARE VALUE

Market

INVESTMENT TARGET

£8m

MINIMUM TERM

60 months

ROUND CLOSES

01/11/24

INVESTMENT IS LIMITED TO SIX INVESTORS, WITH A BUY-IN STARTING AT £1.5M.



G CODES

INVEST IN A REVOLUTION Be part of the most significant transformation in music listening in 60 years.

EXCLUSIVE OPPORTUNITY Limited to six investors, starting at £1.5 million. Round closes on 01/11/24.

REMARKABLE GROWTH POTENTIAL Forecasted minimum 100x return over five years.

BACKED BY INDUSTRY LEADERS Our team brings expertise from Spotify, Amazon Music, Dolby Laboratories, and more.

LET'S CONNECT

Book a Meeting <https://calendly.com/phinmack>

Email phin@iamgcodes.com