

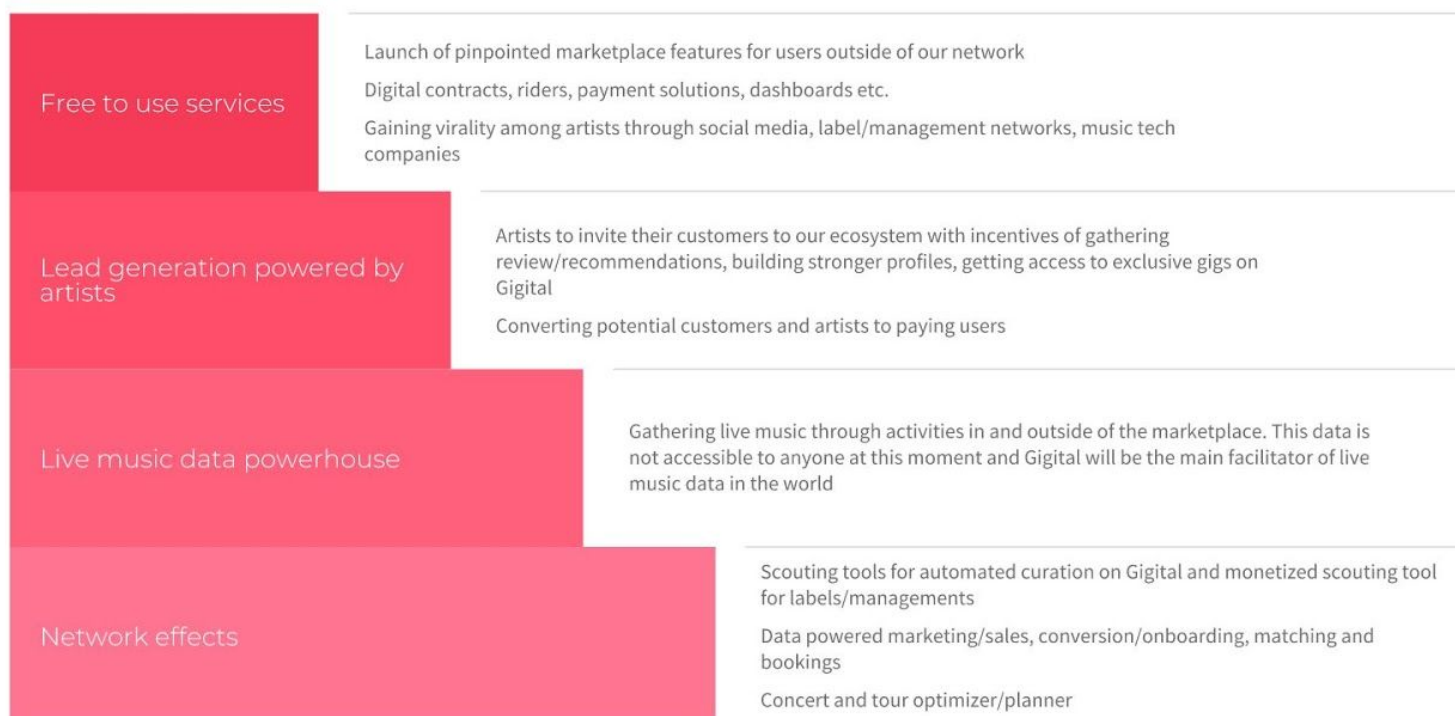
Growth plan

Market position is dictated by

- Owning the supply (artists)
 - Exclusive gigs from our partners
 - Partnerships with artist networks
 - Seamless booking process
 - Free to use services (F2U) including payment solutions, quickpay, riders, contracts, dashboard, reviews, calendar, itineraries, payout to band members
- Owning the demand (bookers)
 - Trusted and quality assured supply
 - Near to perfect matchmaking with the help of features and data
 - Ability to manage large volumes of gigs
 - Seamless booking process and simplified admin
 - Payment solutions
- Owning the mindspace
 - Unique live music data gathered from the long tail of the industry
 - Position as the main tool for musicians' live careers
 - Building the digital infrastructure for the live music industry

VIRALITY AND GROWTH ENGINE

Starting with artists in and outside of our network



Infrastructure

	Marketplace (live since 2019)	F2U (launch Q4 2020)
Target groups	Curated mid-tier artists Venues and professional event organizers	All musicians Customers acquired by musicians using F2U
Supply	Curated Self-served Acquired through <ul style="list-style-type: none"> • partners • word of mouth Further development <ul style="list-style-type: none"> • automated profile creations through third-party services • automated curation through data • automated scouting through F2U • Enriched profiles with data from activities (like bookings, reviews, etc.) 	Free for everyone Self-served Acquired through <ul style="list-style-type: none"> • organic growth • music companies <ul style="list-style-type: none"> ◦ Music tech companies ◦ Artist and label networks ◦ Copyright collection societies • PR in music magazines • Music forums • Artist influencers already connected to Gigital
Demand	2 segments Volume High touch Framework contracts with gig exclusivity Acquired through: <ul style="list-style-type: none"> • Traditional sales • Cases • Lead generation • PR • Converting F2U-bookers MICE <ul style="list-style-type: none"> • Digital ads • Cases • Email marketing • Converting F2U-bookers 	All segments Invited by artists connected to F2U No initial revenue
Solutions	Matching Tailored matching through filtration and posted gigs Editorial suggestions Booking process <ul style="list-style-type: none"> • Interactive chat • Automated contracts • Automated payment solutions • Enriched booking process with data Payment <ul style="list-style-type: none"> • Transactional fee divided among the parties 	Matching No tailored matching Interaction through an invitation from the artist Booking process <ul style="list-style-type: none"> • Comment based communication • Contract created by the artist • Confirmation by e-mail to the artist and the booker Payment <ul style="list-style-type: none"> • Through 3rd parties • Cost price per transaction

	<ul style="list-style-type: none"> • Payment through Gigital • Additional revenue opportunities for quick payout solutions <p>Supply interface</p> <ul style="list-style-type: none"> • Dashboard • Public profile • Rider creation • Management/agency services • Data insights <ul style="list-style-type: none"> ◦ personal ◦ market <p>Demand interface</p> <ul style="list-style-type: none"> • Upcoming gigs • Summary payments • Centralization of multiple venues within a chain • Editorial suggestions • Machine learning matchmaking • Data insights <ul style="list-style-type: none"> ◦ personal ◦ market ◦ best ROI on bookings • Gig posting and receiving of applications from curated artists • Saved venue specific information for easier booking management 	<p>Supply interface</p> <ul style="list-style-type: none"> • Dashboard • Access artist profile through custom links • Rider creation • One account per user • Electronic Press Kit <p>Demand interface</p> <ul style="list-style-type: none"> • Easy signing of contracts • Transparent payments • CTAs for the marketplace
KPI	<ul style="list-style-type: none"> • booking frequency of the supply • % of approved artist profiles • n of booked gigs • n of registered customers • average booking value 	<ul style="list-style-type: none"> • % of active artists • number of handled gigs • number of customers interacting with the platform • % of customers converted to paying users • % of artist profiles converted to marketplace
Main competitors	<ul style="list-style-type: none"> • Live Nation • FKP Scorpio • AEG • Gigmit • The Bash • Gigsalad • Encore • Sofar Sounds (potential) 	<ul style="list-style-type: none"> • Gigwell • Muzeek • A-boss • Gigplanner • CRM-services
Key opportunities	<ul style="list-style-type: none"> • Automated curation of well-performing artists • Better performing matchmaking due to large 	<ul style="list-style-type: none"> • Reach the artist segment that are not willing to pay for booking management tools • Own the microtransaction

	<p>quantities of data</p> <ul style="list-style-type: none"> ● Stickiness and revenue through network effects ● Cross-border matching and bookings ● Tour planning tools ● Infrastructure suitable for musicians of all categories ● Premium paid services for venues/contracted customers 	<p>market</p> <ul style="list-style-type: none"> ● Gather a huge volume of data that enable network effects ● Scalable lead generation of the demand side ● User-generated marketing ● Premium paid services
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Creation of virality engine for rapid growth (F2U)

- 1st generation F2U
 - Contracts, riders, payment, dashboard
 - On-demand contract modules
 - Payments to different accounts/band members
- Successful launch is defined by:
 - Internationally viable F2U service
 - Legal compliance with the largest European markets (DE, FR, UK)
 - Local languages and communication material
 - Internal infrastructure ready for increased traffic/data collection
 - Internal infrastructure ready for increased customer service/communication
- Initial scaling
 - Organic growth
 - Partnership with music companies
 - PR in the international and local music press
 - Word of mouth effect through local artist forums
 - Artist influencers already connected to Gigital
- Risk and challengers
 - Internal resources and prioritization
 - Product development and initial stickiness
 - Resources for market adjustments
 - Macro/economic slowdown