vampr

The marketplace **empowering top talent** in the music industry

Investor Relations
info@vampr.me

September 2021

Best of App Store

APRA AMCOS

Forbes

IHUFFPOSTI

Reverb

TechCrunch

The Problem

Professional networking for creatives is broken and getting discovered is harder than ever

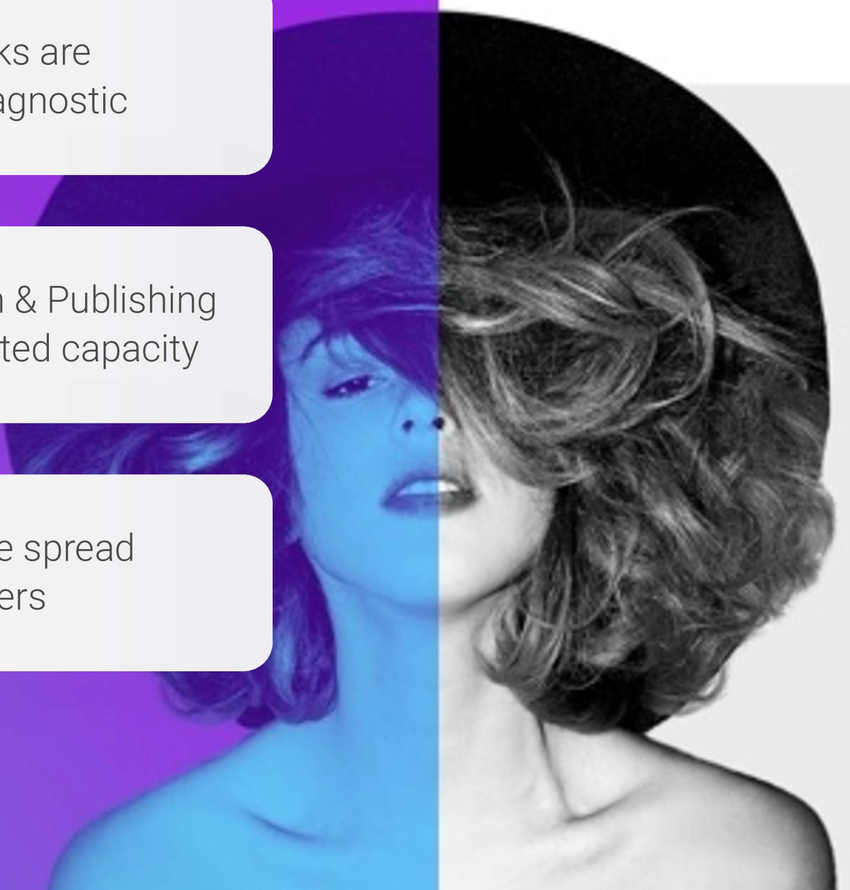
Musicians alone spend **$45Bn+** a year trying to solve this problem for themselves*

Who you know and where you live are still critical to success

01 Generic Social Networks are unfocused & industry agnostic

02 Traditional Distribution & Publishing companies have a limited capacity

03 Online creator tools are spread across multiple providers



*Research by Alphastation Pty Ltd (2018) available upon request

The Solution

Vampr is a self-service platform that has become the No.1* most active and engaged professional network in the global creative ecosystem**

CONNECT WITH TALENT

SOLVE CREATOR NEEDS

BE FOUND

- Producers
- Directors
- Musicians
- Publicists
- Photographers
- Actors
- Models
- Roadcrew
- Educators
- Fans
- Writers
- Fashion Designers
- Engineers
- Graphic Artists
- Publishers
- Dancers

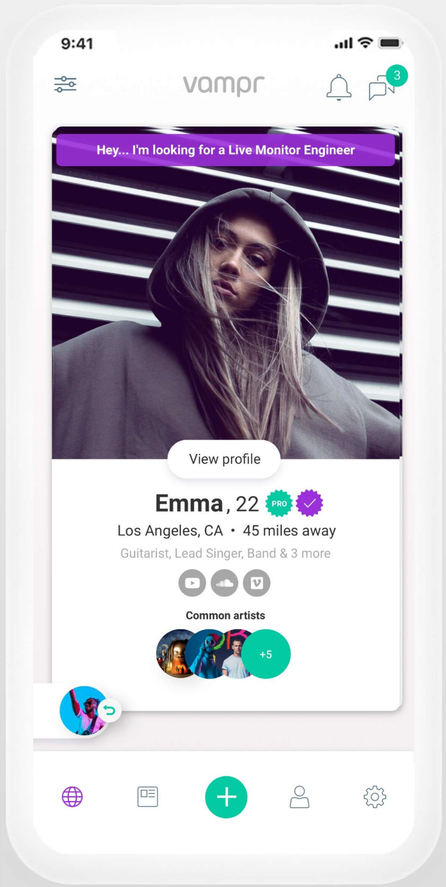
VAMPR USERS HAVE A COMBINED **62BN** STREAMS GENERATING **$162M** IN ROYALTIES

*AppRadar competitor data September 2020
**Vampr is available in 9 languages, with 20,000 skill types registered

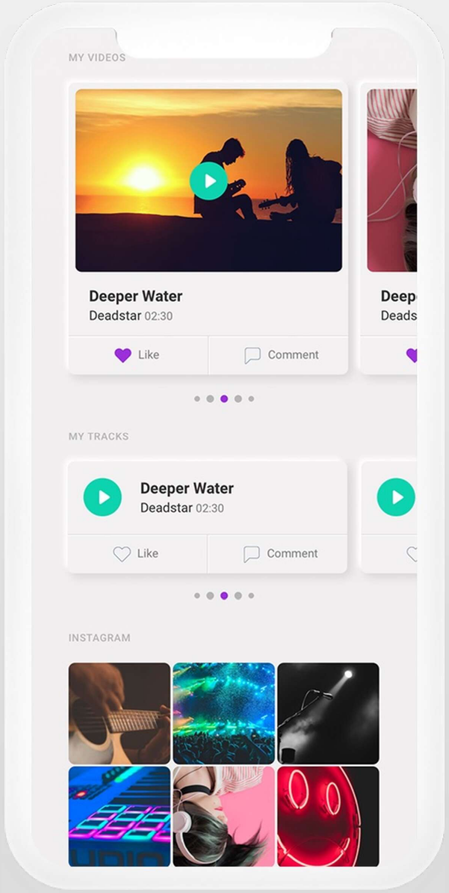
Why Creatives Love Vampr

VIEW VIDEO

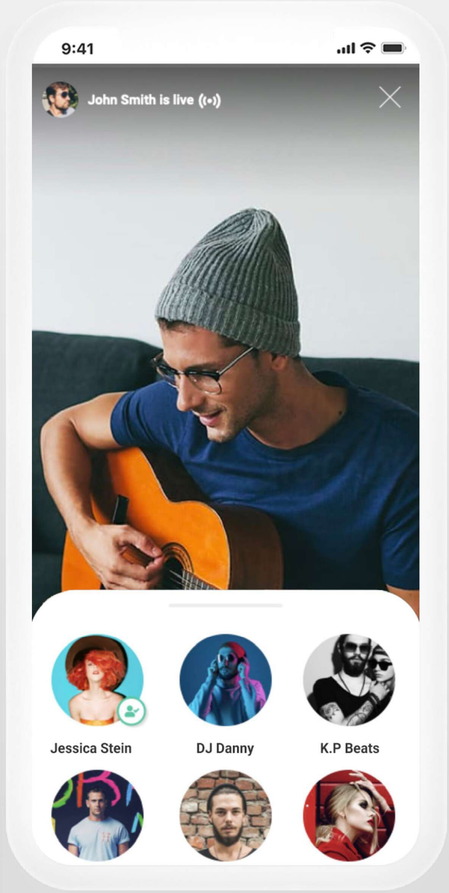
Instant recommendations
from our proprietary algorithm deliver the perfect match



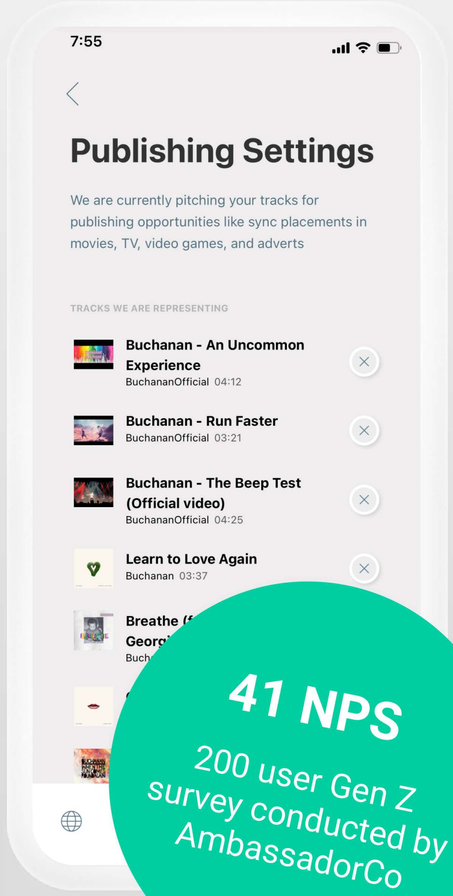
Integrate your profile
with Instagram, YouTube, Vimeo and Soundcloud



Broadcast your talent
to potential creative partners



Control your career
with distribution and publishing tools



41 NPS
200 user Gen Z survey conducted by AmbassadorCo

Growth of Engagement Across 1M Users

CONNECTIONS
6.5M
+2 made per session

MONTHLY MESSAGES
221K
+258% YoY

SESSION TIME
33:24
+224% in 2021

MAU
86K
44% WAU/MAU

ORGANIC GROWTH
22%
4.3 ☆ App Store Rating

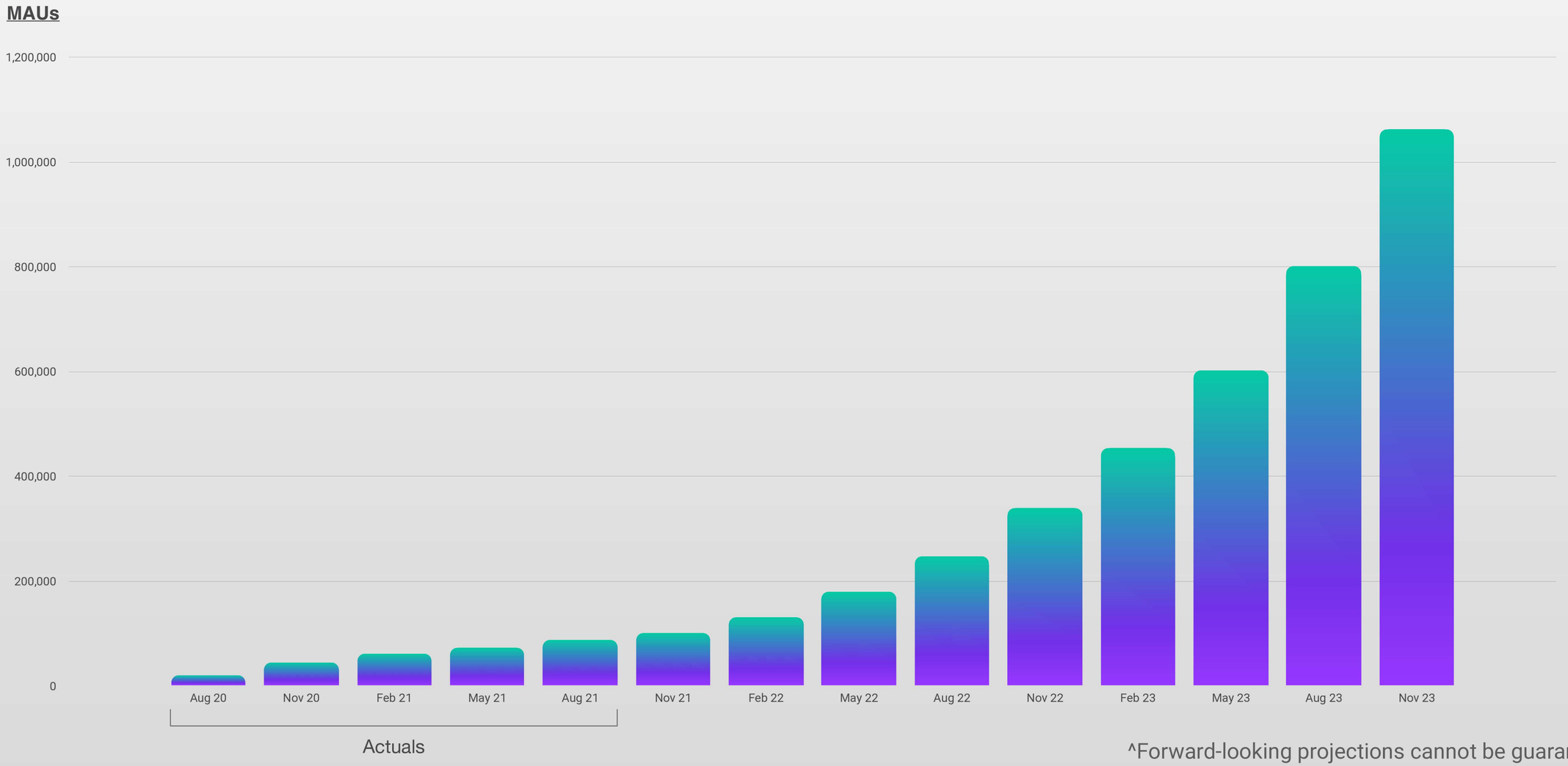
PRO USERS
3%
Revenue +22.25% MoM

VAMPR COLLABORATIONS HAVE RESULTED IN 220,000 ORIGINAL COMPOSITIONS

Metrics as of 7/21

Trajectory

We’re on track to hit 1 million MAUs by Q4 2023 with a Run Rate of $9M, priming the company for a blockbuster Series A 🚀

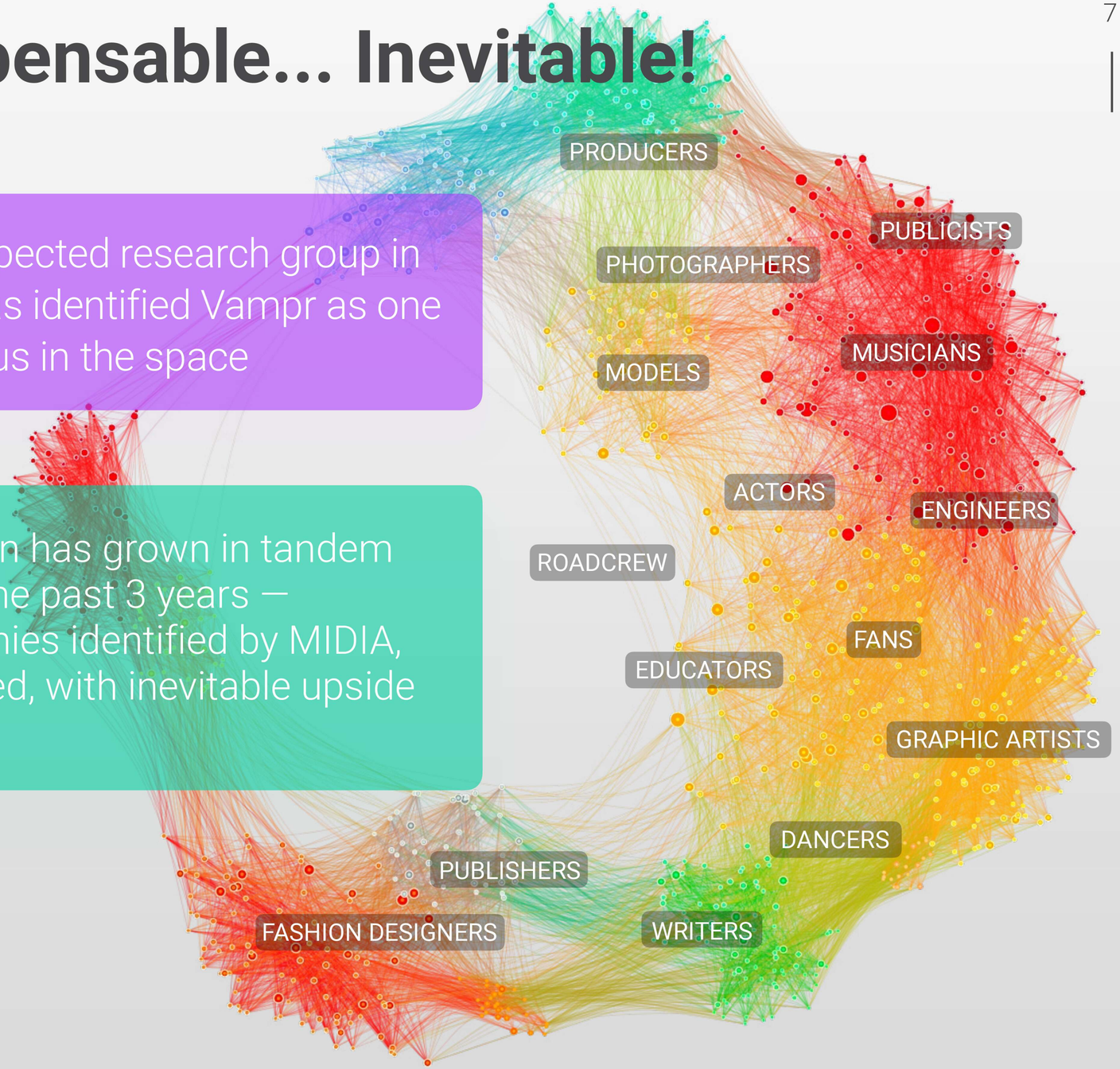


^Forward-looking projections cannot be guaranteed

Ubiquitous, Indispensable... Inevitable!

MIDIA Research, the most respected research group in the creator services economy, has identified Vampr as one of **a handful of brands*** ubiquitous in the space

Our valuation & vertical expansion has grown in tandem with our brand awareness over the past 3 years — comparative to the other companies identified by MIDIA, Vampr is significantly undervalued, with inevitable upside there for the taking



*https://musicindustryblog.wordpress.com/2021/07/30/labels-are-going-to-become-more-like-vcs-than-they-probably-want-to-be/

The Opportunity

These companies have proven engagement models

$26Bn sale

$3Bn sale

OPPORTUNITY

LinkedIn

tinder

vampr

People are willing to spend money for work connections, but it has failed to resonate with Millennials

+

People are willing to spend money to meet strangers when the search experience is gamified

=

Vampr integrates the best of both network models and delivers it to a substantially underserved market

Subscription: 3% of WAUs are Vampr Pro Users

MOST POPULAR

12 MONTH	1 MONTH	6 MONTH
$2.99/mo	**$4.99/mo**	**$3.99/mo**
OR	OR	OR
$35.99	**$59.88**	**$47.98**
per annum	per annum	per annum

PRO

Vampr Pro **CAC is $28.60**

▼46% during period where userbase ▲66%

01 Music distribution to Spotify, Apple Music & major DSPs

02 Send 5x more connection requests

03 Search the world and collaborate remotely

04 Make your profile matter with unlimited content

05 Switch off ads – keep it all about connecting

06 Unlimited rewinds – undo your swipes

07 Stand out from the crowd with the Pro badge

08 Control who sees you and search in stealth mode

09 Hide your age – perfect for businesses

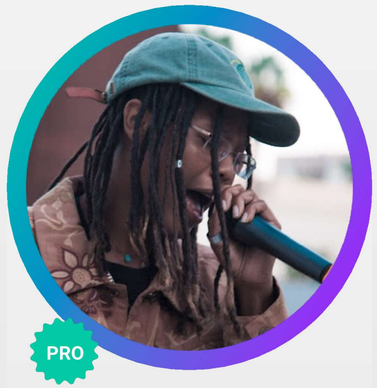
Featured Professionals on Vampr

Anthony Kilhoffer

World renowned
Hip Hop Producer

4x GRAMMY award winner, including Best Rap Album. Producer and engineer for Kanye West, Jay Z, Kid Cudi, Michael Jackson, John Legend, et al.

With Vampr Pro, Anthony is able to find session musicians quickly with instant messaging.

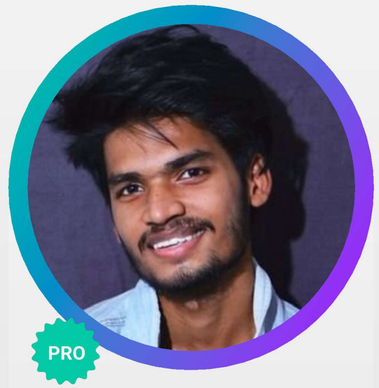


Rae Khalil

Rising 23 year-old
R&B artist

Met her regular producer on Vampr. Since starred on Netflix's 'Rhythm + Flow'. 124k monthly listeners on Spotify. Co-signed by stars Snoopdogg, Chance The Rapper, et al.

Vampr Pro helped launch Rae's career on a shoestring budget and keep her sound fresh.

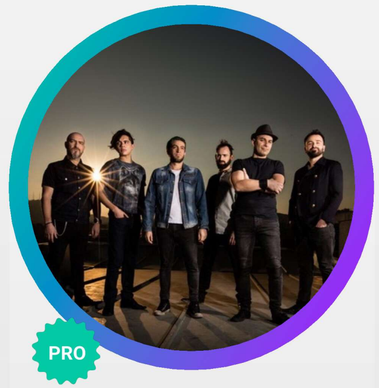


Xadrian

Acclaimed EDM
Producer

4M streams + 126k monthly listeners on Spotify. Supported by The Chainsmokers, Nicky Romero, R3hab and others. Just signed to record label Eem, a subsidiary of Sony Music.

Xadrian uses Vampr Pro to find vocalists all over the world for his hit tracks.



Aisles

20 year-old band
seeking new talent

Chilean prog-rockers with outgoing lead singer. Traditional music school listings didn't work. Re-formed with talented young singer and producing new singles again.

Aisles used Vampr Pro to advertise as a business and find talent across all age groups.

Frank Varrasso

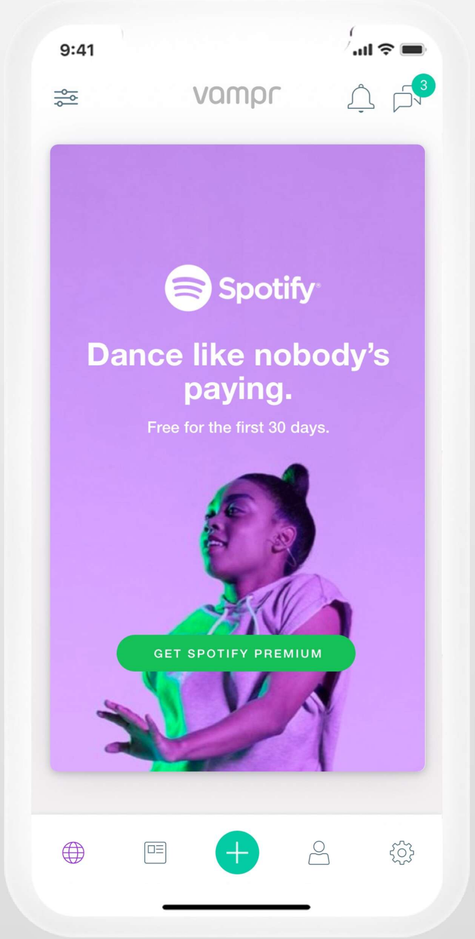
Head of Promotions
Ditto Music

18 years promoting and publicising acts such as P!nk, Justin Timberlake, Oasis, Madonna, Green Day, Beyonce and Kings of Leon. Director of radio plugging business.

Vampr Pro gives Frank additional chances to unearth talent and find new clients.

Ads & Affiliate Sales

Multiple channels for CPM, CPC & CPE placements

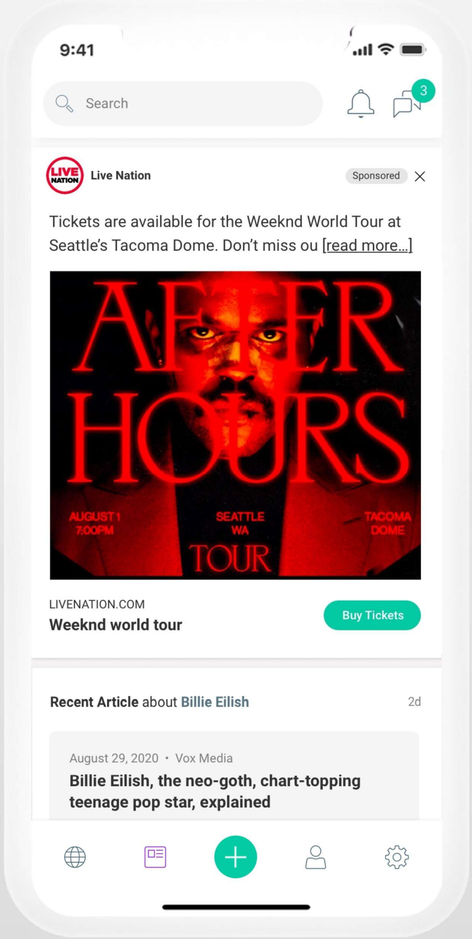


01 Discovery Placement

Striking, high-definition images as users swipe through Discovery mode

News Feed Placement 02

Reach future customers with immersive content as they scroll through the feed



03 Push Notifications

04 Newsletter & Socials

2.2M weekly impressions

05 Happy Hour 👋

13,000 monthly attendees

Flexible Ad Campaign Pricing

ADS: CPC

$2 PER CLICK
MINIMUM 2 WEEK COMMITMENT

ADS: CPE

$0.40 PER BRAND ENGAGEMENT
MINIMUM 2 WEEKS

ADS: CPM

$10 / 1K VIEWS
MINIMUM 8 WEEK COMMITMENT

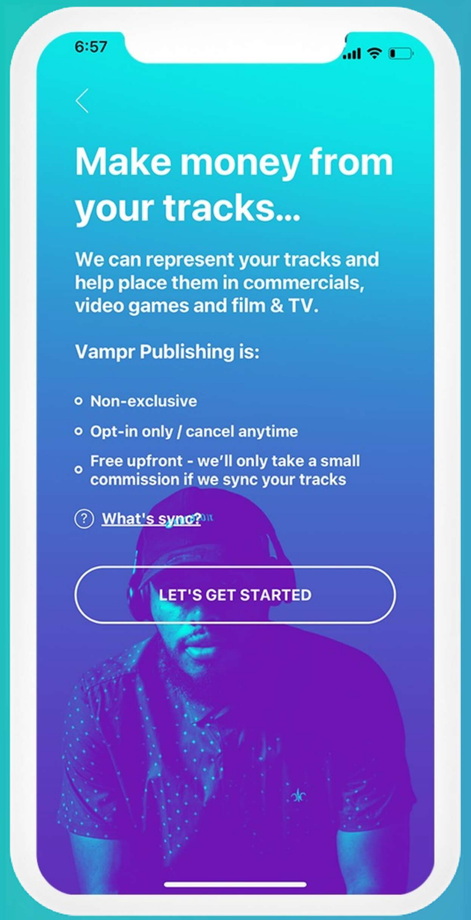
AFFILIATE

30% COMMISSION ON SALES DRIVEN THROUGH VAMPR

WE HELP BRANDS DECIDE WHICH MODEL BEST FITS THEIR NEEDS

Vampr Publishing Catalogue

With IP representation, Vampr becomes the first one-stop-shop for self-managed artists



Fastest growing catalogue of IP representation rights in history, to secure future placements in Film, TV, Video Games and Advertisements

Our proprietary submission system is the simplest market solution to submit music for sync opportunities

40,000+ songs

+14% MoM

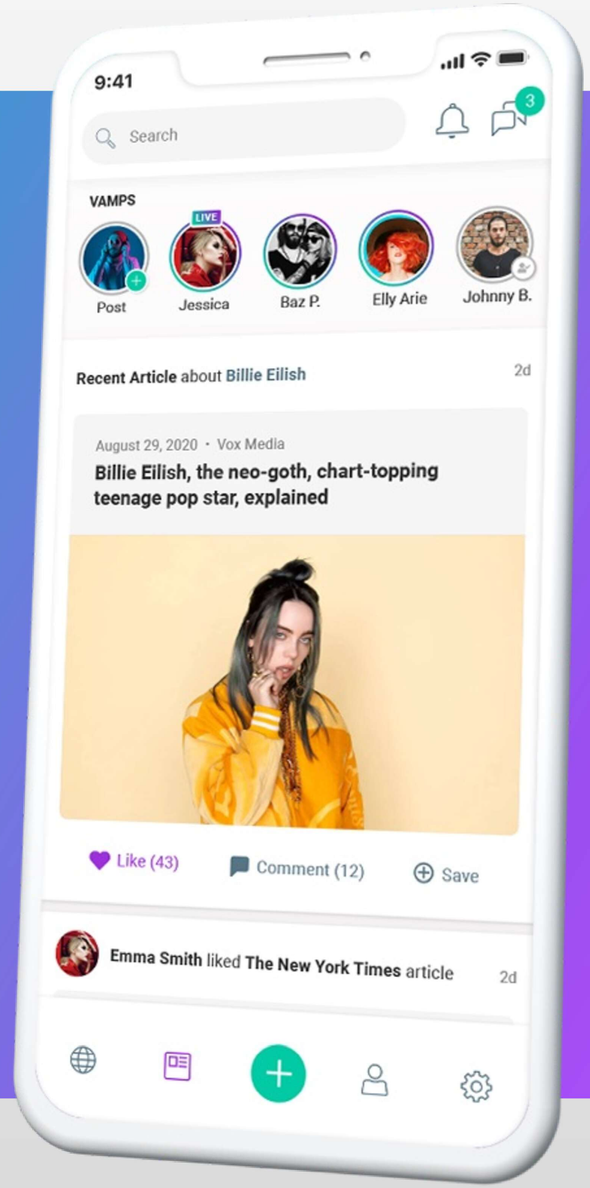
Series Seed Preferred Investment Offering

$4M

$2M from the Crowd
+
$2M from VC

$2.6M
prior capital raised

- 10X+ increase in user acquisition spend
- Key sales hires to leverage ad inventory
- Expand publishing team to exploit catalogue
- Research & Development incl. Web App
- Secure $1M+ Australian Gov. R&D grant



Pro Forma P&L Projection

	2021	2022	2023	2024	2025
Run Rate	**$488,985**	**$3,237,884**	**$9,355,754**	**$18,711,508**	**$37,423,017**
Total Signups	1,182,813	3,941,172	9,902,112	19,804,223	39,608,446
MAU	107,109	376,340	1,168,297	2,336,593	4,673,186
ARPU	*$4.57*	*$8.60*	*$8.01*	*$8.01*	*$8.01*
Gross Revenue	**$161,645**	**$1,589,379**	**$5,991,607**	**$11,983,215**	**$23,966,429**
Ads & Affiliate	$77,666	$783,778	$3,262,997	$6,525,993	$13,051,986
Subscriptions	$63,979	$648,179	$2,419,163	$4,838,326	$9,676,652
Publishing & B2B	$20,000	$157,422	$309,448	$618,896	$1,237,791
% Revenue Growth		*883.3%*	*277.0%*	*100.0%*	*100.0%*
Operating Expenses	**$1,073,008**	**$2,995,797**	**$6,754,992**	**$13,509,984**	**$25,148,901**
R&D (Capitalized)	$475,655	$639,397	$1,059,681	$2,119,362	$4,238,723
Sales & Marketing	$419,568	$1,687,650	$3,824,244	$7,648,487	$15,296,975
Operations	$177,784	$668,750	$1,871,068	$3,742,135	$5,613,203
% OpEx Growth		*179.2%*	*125.5%*	*100.0%*	*86.2%*
Less: Estimated R&D Rebate	**$313,997**	**$301,940**	**$450,364**	**$900,729**	**$1,801,457**
Cash Flow	**-$597,366**	**-$1,104,478**	**-$313,021**	**-$626,040**	**$618,985**

*Based on actuals through H1 2021 / **Does not account for increased growth from a likely Series A round in 2023

^Forward-looking projections cannot be guaranteed

Multiple Exit Pathways

Major labels seeking unique market and trend insights

UNIVERSAL MUSIC GROUP

WARNER MUSIC GROUP

Competitors seeking direct access to their market

BandLab

songtradr

Social networks seeking to acquire specialized networking tools

facebook

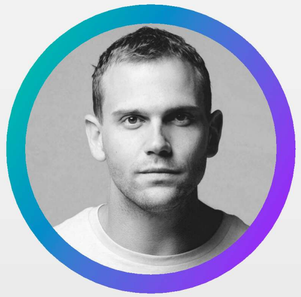
matchgroup

Instrument manufacturers seeking audience distribution insights

Fender

D'Addario

Led by an Experienced Executive Team



Josh Simons

CEO & Co-Founder
Growth and Marketing
(B.Bus.)

Successful songwriter and indie record label manager with 10 million+ streams and global touring experience with **Carrie Underwood** and **Keith Urban**

Baz Palmer

Co-Founder
Product and Biz Dev
(BA DipEd.)

Experienced tech and music entrepreneur with companies turning over $75M/annum. **Hall-of-Famer** and multi-platinum artist with **Hunters & Collectors**

Chris Lowe

CTO
Technology
(BA Info Systems)

20 years CTO experience running tech companies and providing hands-on technical leadership for engineering teams globally. Clients have included **Sony Music**, **F45** and **Volkswagen**

Jessy Trengove

Head of Insights
Data Analysis
(B.Com., Dip.Lang.)

5 years of international experience in tech startups. With a background in product management, operations and data analysis, her skills place her at the intersection of consumer and product

Josh Smith

Head of A&R
IP Curation
(BA Music Production)

6 years experience in music tech startups, with a focus on using innovation to lower the barrier to entry for young creatives whilst improving their commercial potential

Russell Colman

Chairman & Treasurer
Financials
(B.Eng., M.Sc.)

30+ years experience in tech R&D and startup ventures. Russell's most recent venture, **ATMECO**, was acquired in 2014

With team members formerly of

allans billy hyde · soundhalo · beatport · VW · NI · SONY BMG MUSIC ENTERTAINMENT · [PIAS] · napster

Backed by Accomplished Angel Investors

David Rickert
Managing Director
RZN8 Capital

Matt Adell
FMR Beatport CEO,
Napster SVP

Nick Feldman
FMR Sony Music Exec
& Wang Chung band

David Weisburd
Co-Head of Venture
10X Capital

Along with 2000+ user investors from a maxed-out Reg CF round launched in 2020

Kenneth Pierre
Finance Blogger
Mindful Money Matters

Anne Newton
FMR Warner Marketing &
Kelly Music Director

John Hayden
NHL Star
New Jersey Devils

Miles Wood
NHL Star
New Jersey Devils

Vampr is the Ultimate Toolkit for Creatives and Musicians

	Find Creative Personnel	Content Discovery	Distribution Tools
Vampr	●	●	●
LinkedIn	◐	◐	
Soundcloud		●	●
Spotify + SoundBetter	●	●	
Craigslist Music	●		
Facebook Groups	●	●	

The Hit Bands of Tomorrow are Meeting on Vampr

Carpool Tunnel

Carpool Tunnel is a breakout band named after their experience forming through Vampr. Founding members ‘matched within a day of downloading the app’ and would meet to jam on a beach conveniently located between their home towns.

Just two weeks after becoming members, Carpool Tunnel recorded their first single with GRAMMY nominated producer Billy Mohler, who they also met through Vampr. **The band have just signed a recording deal with Pure Noise Records.**

50k monthly listeners on Spotify

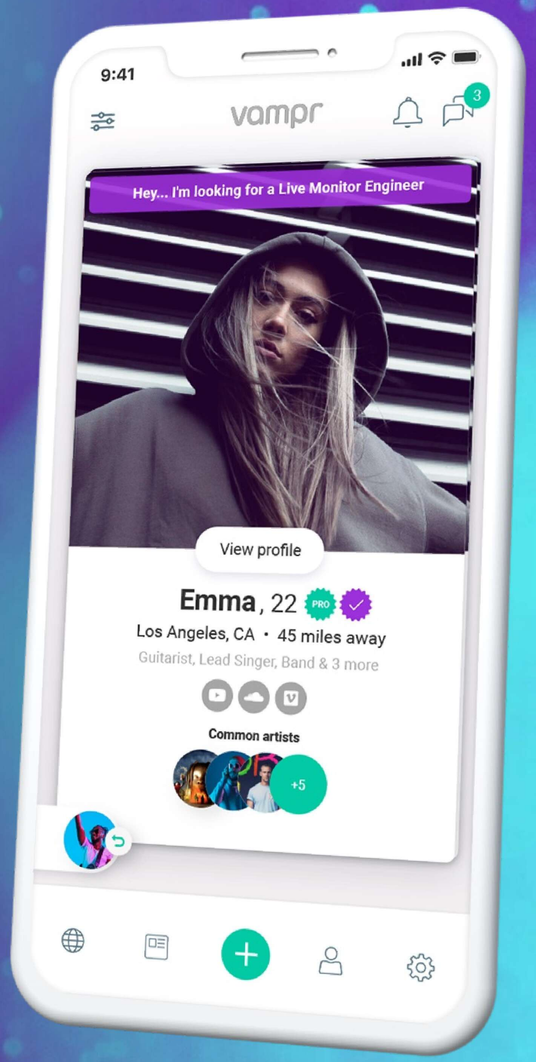
“Carpool Tunnel formed through Vampr, an app hailed as ‘Tinder for musicians...” **New Noise Magazine**

vampr

Thank You
Make Music Happen

Download on the App Store

GET IT ON Google Play



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