



PROJECT | M

2020

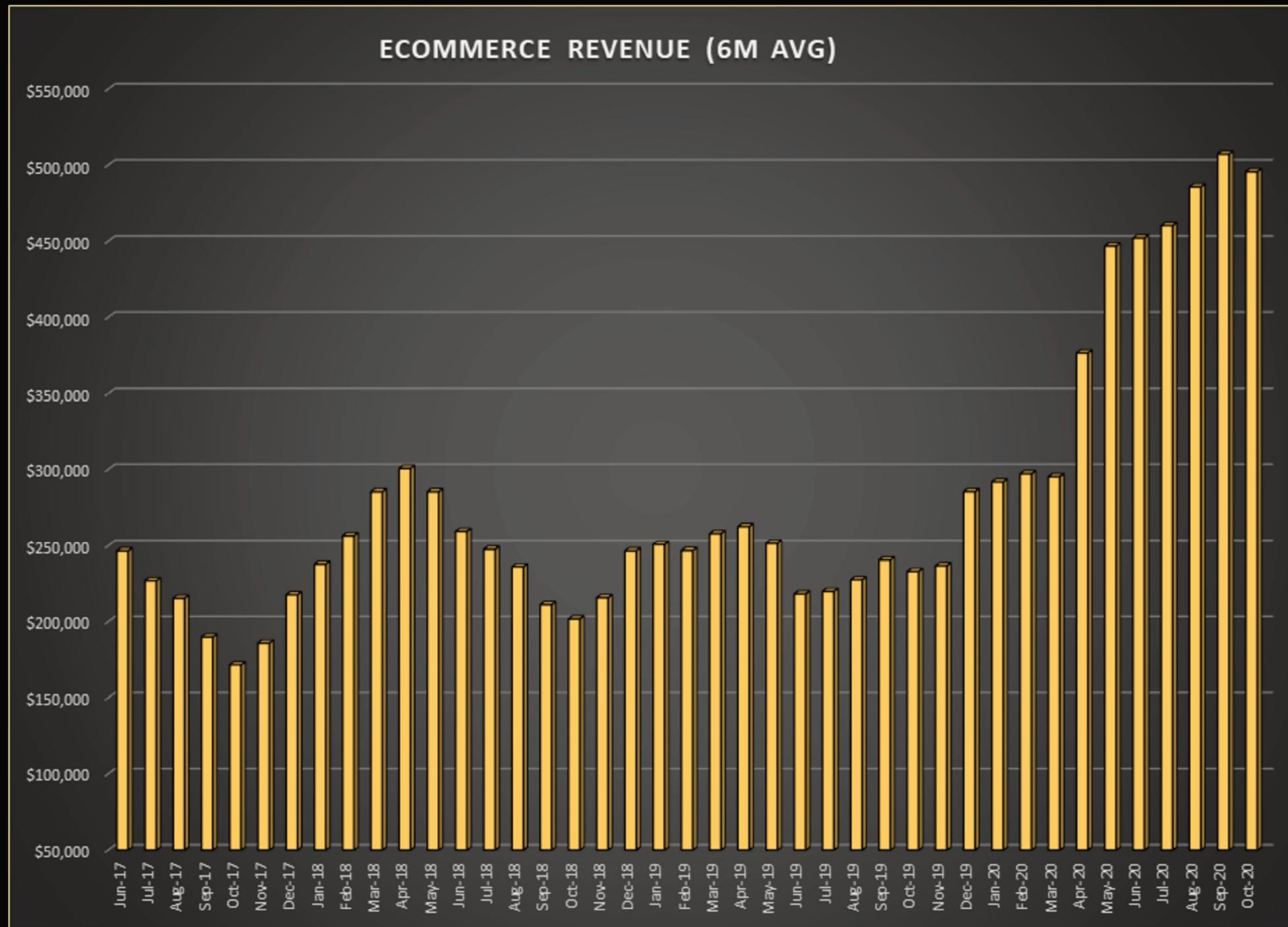
CONFIDENTIAL

PROJECT | **M** - THE MISSION

CONTENT
+ = *COMMERCE*
AUDIENCE

Bold Genre-Leading Brands, Premium Content, and Passionate Fans.
We Connect Audiences with Content to Create Commerce.

PROJECT | M - ECOMMERCE REVENUE



In 2020, Project M has driven explosive ecommerce growth via new store and product introductions

- 2020 Key Sales Statistics
 - * YTD Consolidated +97% y/y
 - * Oct Consolidated +247% y/y
 - * YTD Revolver +91% y/y
 - * Oct Revolver +1042% y/y

PROJECT | M - MARKET OPPORTUNITY

GENRE

ROCK / METAL

TATTOOING

GLOBAL
AUDIENCE

150 MILLION +

200 MILLION +

GLOBAL
SPEND

\$5 BILLION +

\$15 BILLION +

GROWTH
RATE

+10%

+20%

PROJECT | M - OVERVIEW

AUDIENCE

GENRE

ROCK / METAL

TATTOOING

BRANDS

REVOLVER

Inked

The HARD Times

LEGACY REVENUES —> ADVERTISING (15%)

OPPORTUNITY —> ECOMMERCE (85%)

OPPORTUNITIES

MERCH

- * Licensed
- * Branded

EVENTS

- * Revolver Awards
- * Inked Model Contest

CONTENT

- * Documentaries
- * TV Series

PHYSICAL

- * Affiliate Tattoo Shops
- * Inked Tattoo Shops

PROJECT

M

REVOLVER

+

Inked

CULTURE. STYLE. ART.

+

The HARD Times

- #1 Brands in Genres

- Large Audience:

- * 5M+ Monthly Uniques

- * 40M+ Facebook

- * 500K+ Twitter

- * 4.8M+ Instagram

- * 1M+ YouTube

- * 500K+ Email

- Diversified Revenues:

- * \$6M E-commerce

- * \$1.5M Publishing

→ \$7.5M+ Revenues

PROJECT | M - BRANDS - TATTOO

INKED

- #1 Tattoo Brand
 - * 2.5M+ monthly unique audience
 - * 40M+ social media followers
 - * 300K+ email subscribers
 - * \$6M+ annual revenues
 - * 60%/40% male/female audience



PROJECT | M - BRANDS - MUSIC

REVOLVER

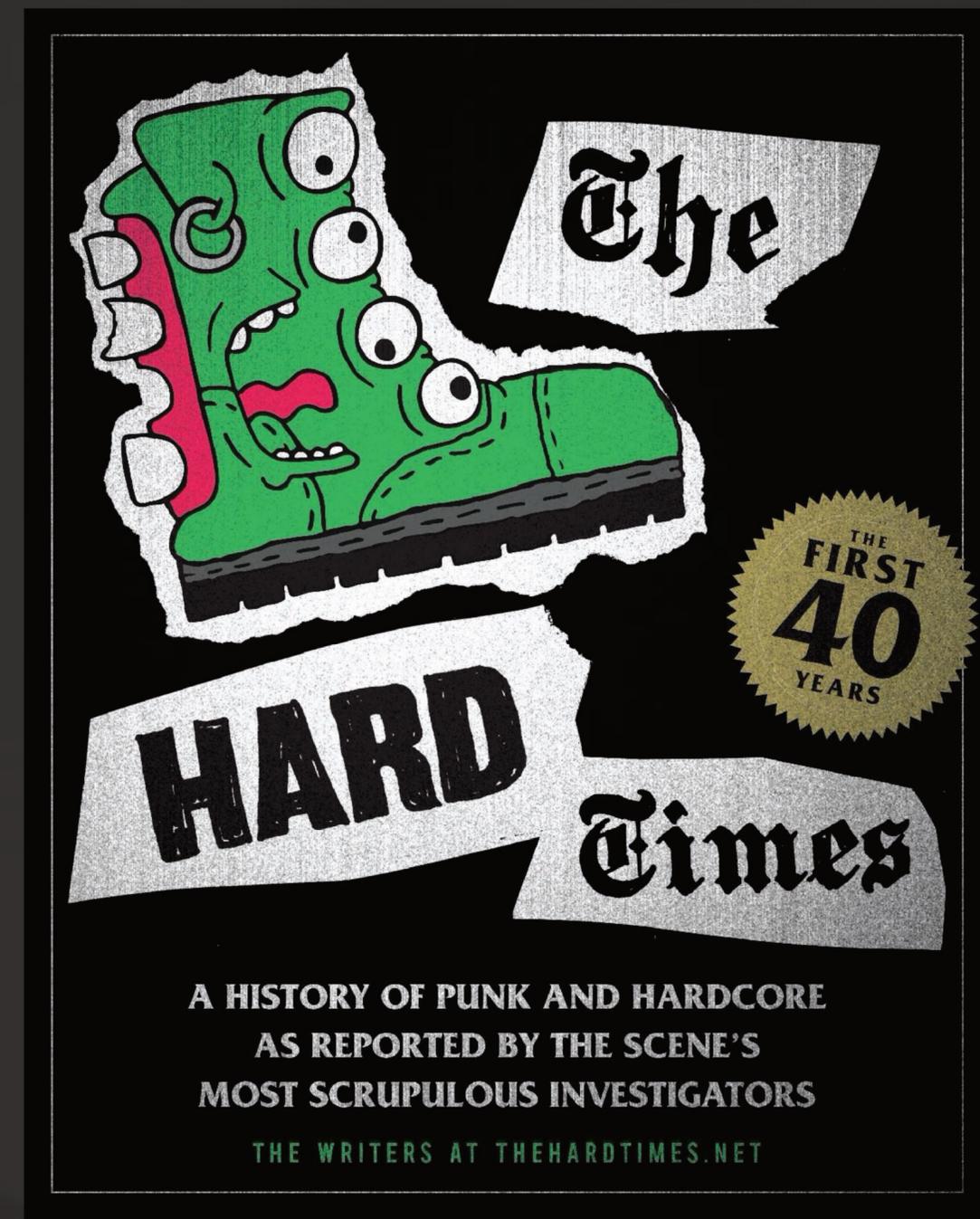
- #1 Heavy Music Brand
 - * 1.2M+ monthly unique audience
 - * 1.5M+ social media followers
 - * 125K+ email subscribers
 - * \$1M+ annual revenues
 - * 75%/25% male/female audience



PROJECT | M - BRANDS - MUSIC

THE HARD TIMES

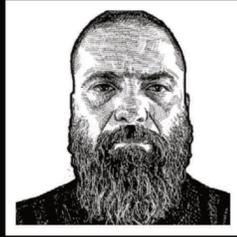
- #1 Music Comedy Brand
 - * 2.5M+ monthly unique audience
 - * 900K+ social media followers
 - * \$500K+ annual revenues
 - * 80%/20% male/female audience



PROJECT | **M** - AUDIENCE = 56 MILLION FANS

	REVOLVER	Inked	The HARD Times		PROJECT M
WEB	1M	1.5M	2.5M	=	5M
FACEBOOK	936K	43M	383K	=	44.3M
INSTAGRAM	162K	4.2M	446K	=	4.8M
YOUTUBE	104K	1M	4K	=	1.1M
TWITTER	324K	115K	99K	=	538K
EMAIL	125K	300K	10.5K	=	435K

PROJECT | M - TEAM



Enrique Abeyta: CEO & Co-Founder

- 25+ year history as technology and media investor
- Launched three successful start-up companies
- Raised \$2bb+ in investment assets from global investors



Brandon Geist: Chief Content Officer & Co-Founder

- Rolling Stone - Editorial Director Digital for #1 music site in the world
- Revolver - Editor In Chief for #1 hard rock & metal magazine in the world



Alvaro Gomez: Head of Digital

- Complex Networks - SVP Ad Operations and architected build of Complex ad network
- Martha Stewart Living Omnimedia and Interactive One - SVP responsible for audience and revenue strategies building ad network for both brands



Tony Bruno: Head of Music Ecommerce

- 30 year history as music executive at Sony, Razor & Tie, WEA, etc.
- General Manager RED Distribution managing 200 person team

PROJECT | M - TEAM



Edmund Sullivan: Chief Financial Officer

- 15+ years experience in media and healthcare investing
- Private investor in multiple startups, serves on multiple boards of directors
- \$100mm+ combined capital raised



James Welch: Chief Operating Officer & Co-Founder

- 10+ years digital/social NYC ad agency veteran
- Led large multi-disciplinary teams on global accounts like Samsung, General Motors, Reebok



Ian Sami Hajar: Creative Director (Inked)

- Former Publisher/Creative Director for YRB Magazine
- Award winning photographer



Jimmy Hubbard: Creative Director (Revolver)

- Photographer, director, producer and photo editor specializing in music and lifestyle
- 15+ years music industry veteran, direct relationships with hundreds of leading artists

PROJECT | M - TIMELINE

H1 2017

- Acquired First Media Brand - REVOLVER - from New Bay Media
- Commenced Operations: Offices, 8 FTE's, HR, Finance, Etc.

H2 2017

- Completed Redesign and Rebuild of Digital and Print / Relaunched Digital and Print
- Closed 1st Phase of Funding - \$2.5M

H1 2018

- Initiated Joint Venture with Largest Global Tattoo Brand - Inked Magazine

H2 2018

- Initial Launch of E-commerce Strategy
- Closed 2nd Phase of Initial Funding - \$2.5M

H1 2019

- Initial Launch of Licensed Merchandise in E-commerce

H2 2019

- Secured \$1M Bridge Financing

H1 2020

- Closed \$1M Funding Round
- Acquired INKED Magazine
- Acquired The Hard Times



OUR INFLUENCERS: TATTOO & Metal Fans Are Everywhere

- ACTORS
- MUSICIANS
- ATHLETES
- CELEBRITIES

STRATEGIC PLAN

H2 - 2020

- ✓ **CONSOLIDATE INKED OPERATIONS**
- ✓ **COMPLETE \$2M GROWTH FINANCING**
- ✓ **POTENTIAL ACQUISITION**

H1 - 2021

- ✓ **LAUNCH FIRST ECOMMERCE PARTNERS**
- ✓ **LAUNCH MEMBERSHIP TIERS**
- ✓ **POTENTIAL ACQUISITION**

H2 - 2021

- ✓ **ORGANIC GROWTH**
- ✓ **ADDITIONAL ACQUISITIONS**

PROJECT | M - FINANCING

TARGET

\$1M REG CF*

\$22.5M PRE-MONEY

- \$7.5M Revenues, \$500K EBIT, 70% y/y Growth
- Pay Down Debt and Acquisition Costs
- Invest in Growth
- Working Capital

*We are raising \$2mm via Reg D and up to \$1.07mm in Reg CF

PROJECT | M

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THANK YOU

Please Contact Us For Additional Information: invest@projectm.net