



Legal, Streaming Music for Business

Creating a Category Killer

Overview



Proven Demand

Growth → now thousands of locations
50+ chains in test → tens of thousands
12M+ locations in North America

Unique B2B Platform

Built for Business
Online self-serve, sign up
Legal B2B music with all licenses

Software IP

Patent pending software
Unique Enterprise features
Intuitive to use & scalable

Addressable Market: \$2.3B



Example Categories	# of Locations	Example Cloud Cover Subscribers
Fast Food	230,000	Taco Bell, Burger King, Subway
Restaurants	1,000,000	Domino's, Pizza Hut
Convenience Stores	150,000	Circle K, am/pm
Coffee Shops	75,000	Dunkin Donuts, Dennys
Auto Dealers + Parts	50,000	Honda, Volvo, Chevrolet
Salons and Spas	1,100,000	Great Clips, Fantastic Sams
Retail	3,800,000	Roche Bobois, Sara Campbell
Hospital / Medical	250,000	Boston Children's Hospital
Banks and Finance	65,000	H&R Block, First Credit Union
Hispanic, Metro, Other	2,000,000	Salvation Army, Rio Ranch Market
Canada	900,000	Scores, University of Toronto
Overall Estimated Market	12,000,000+	50+ Chains in Test



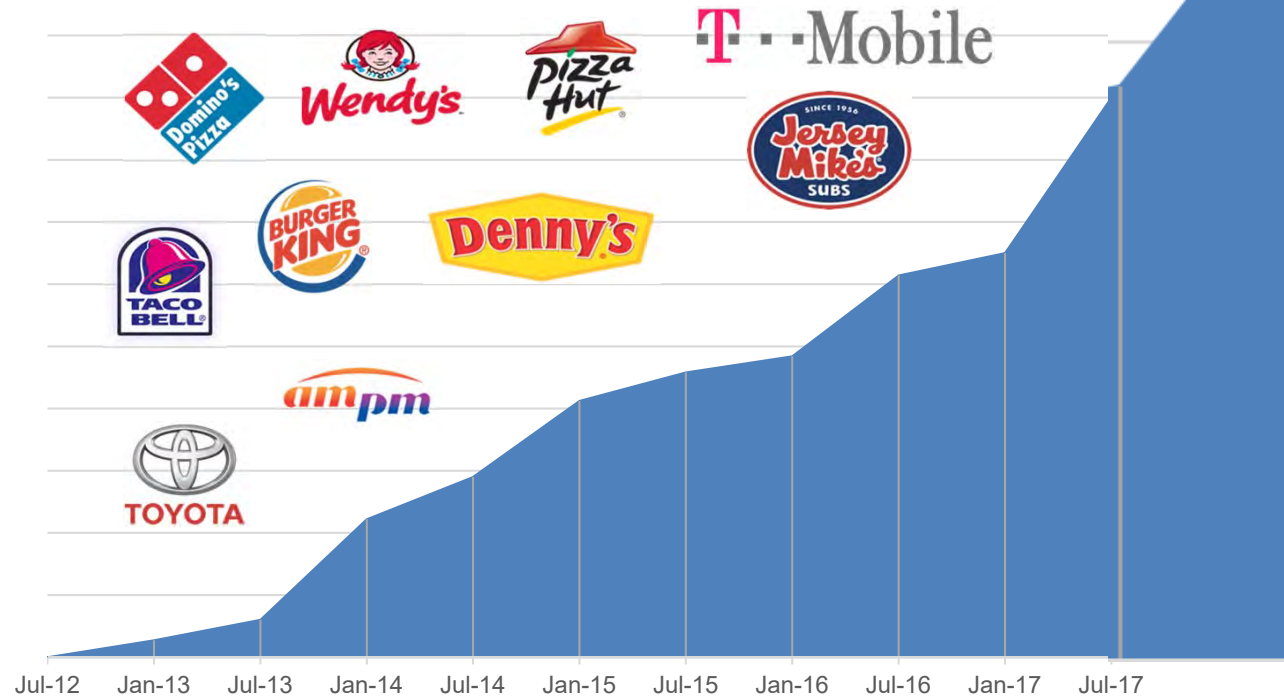
Proven Demand: CCM Sales



Initial Sales from Self-Serve Online, Expanding with VARS and Representatives

- Net revenue doubled January-October 2017
- LTV increased 40% from Q1-Q2
- Growth attribution: 59% new business 41% existing customers

An estimated 4M people now hear CCM music every day



Engaged VARs 400,000+ Locations



Example Engaged VARs (Value Added Resellers)

JNTtek



Satellites Unlimited



Taurus Tech



CSI



Digital Surroundings



AmericaVen (DIY)



Engaged Enterprise Accounts with 1000+ Locations Each



QSR

Company Owned: *company controls music RFP process.*
2000 locations in Southern California alone.



Preferred Provider -franchisor endorses franchisees:
Typically get approval via supply chain structure to accelerate closure of franchise owners.



Franchisee Groups: Build on individual locations closed.
Where needed be approved vendor.



Other

Wireless: T-Mobile, HQ and Franchisees..
T-Mobile has added 1000 stores in US in 2017.



Convenience: Gas/Service and Convenience stores.



Grocery: We are focused on value – low cost for this segment.



**Selling through representative groups
now covering the West Coast,
Midwest, Florida, New England and
Hospitality**

Differentiation: *Competitive Profile*



	cloudcover MUSIC	PANDORA FOR BUSINESS™	(((SiriusXm))) SATELLITE RADIO	MOOD:	Spotify business
Price per Month	\$17.95	\$26.95	\$24.95	\$34.95 <small>for 12 months</small>	\$34.99
Standalone Player	\$50 <small>+ S&H</small>	\$99 <small>Required</small>	\$70 <small>Required</small>	X <small>Streaming</small>	X
Free Mobile Apps	✓	X	X	✓	✓ <small>iOS only</small>
Promotional Messaging	✓	X	X	\$\$\$	X
Reliable Song Removal	✓	X	X	✓	✓
Enterprise Location Management	✓	X	X	X	X



Built For Business

Cloud Cover delivers the best streaming background music for businesses both large and small.




TRY IT FREE

Thousands of customers trust Cloud Cover Music as their business music streaming solution.



Disruptive Features



SELF-SERVE SETUP	STREAMING	MONITORING
 Centralized Control <ul style="list-style-type: none">• Stations & Mixes• Promotional Messages• Schedules	 Clean, Compliant Music <ul style="list-style-type: none">• Browser• Cloud Box• iOS/Android	 Location Visibility <ul style="list-style-type: none">• Music History• Message History• Usage Analytics

Low Cost, Scalable Architecture



Managed services integrated for monitoring and automatic scaling



Streaming Audio Playback Methodology *



Music Algorithms

Tracking Songs

Ingesting Messages

License Compliance

User Permissions

** Utility Patent(s) Pending: Filed May 9, 2013*

Legal Music: Fully Compliant



Public Performance Licenses

Music Societies – ASCAP, BMI

Internet Royalties – SoundExchange

Canadian Licensors – RE:Sound & SOCAN



Unlimited Music Rights

- Genres
- Labels
- Artists
- Publishers
- Composers

Music rights are difficult to obtain with lengthy lead-time and unpredictable results. Translates to a competitive advantage.

CCM Team



CEO

**MARK
LEHMAN**

Has Created Multiple
Liquidity Events



Founder

**JIM
BIRCH**

Sales, Licenses, Legal,
Investor Relations



CTO

**STUART
LARKING**

Architecture, Development,
IT & Cloud Operations



**RYAN
KIM**

Software Engineer,
Product Release



**RYAN
VIG**

Music Manager,
Head Curator



**KIMI
BECK**

Customer Support
Specialist



**MICHAEL
WARNER**

Enterprise Support
Specialist



**CINDY
SITHI-AMNUAI**

Marketing &
Social Media