

By Coppertino Inc.

It's All About Hi-Res Sound



## **VOX Player for iPhone** launched in May 2015

VOX Player for iPhone has over 60k MAU as of August 2017. Along with the Mac version, VOX for iPhone targets a goal to deliver as many users as possible to the LOOP music cloud storage. Also it has several In-App purchases.

---



## **VOX Player for MAC** launched in Aug 2013

VOX Player for Mac has more than 1.6m downloads and over 174k MAU as of March 2017. Mashable called it “one of the best iTunes alternatives for Mac” in 2014.

VOX is a free music player without ads that lead customers to the paid company's products. The unique internally developed music engine allows VOX to play any music files, including the most popular lossless formats (FLAC, ALAC, etc.).

---



## **VOX Premium** launched in Nov 2017

VOX Premium is a subscriber based product that allows users of VOX player get best experience from our apps. Designed specifically for music lovers, VOX Premium unlocks features such as: Unlimited Music Cloud with sync feature, Radio, Advanced Audio Settings, Sonos Support.

Within the business model, users are offered a signup for the monthly (\$4.99/month), annual (\$49.99/year) or 2-year (89.99/2 years) subscription. Current results as of Jan 2018 are 2331 subscribers.

# VOX Timeline

Launched  
Loop for VOX web cabinet

**VOX**  
**Free music App**  
New App

**VOX 2.0**  
**for iPhone**  
New App

Launched  
**VOX Premium**

To cover  
Win & Android  
with VOX solutions

2016

2017

2018

New  
**VOX Radio In-App**

**VOX**  
**Unlimited Music**  
New App

# VOX Music Player

VOX is a free music player for the audiophiles - its music engine allows to play any music files including most popular lossless formats (FLAC, ALAC, etc)



## VOX for MAC

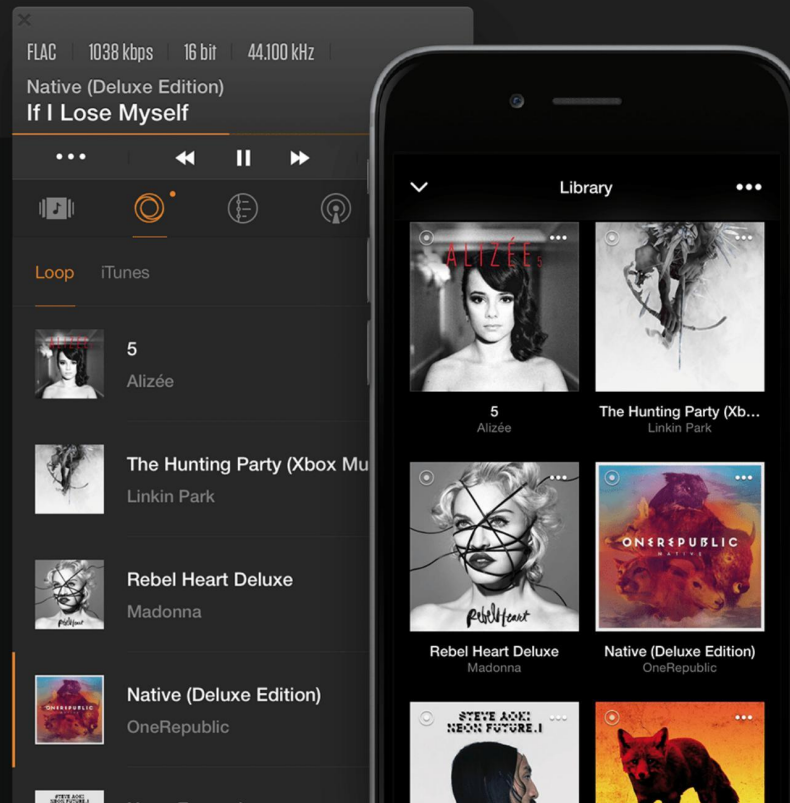


based on 1,800 reviews

**1.2 million** downloads

**200K** active users

**In-App purchases**



## VOX for iPhone



based on 1000+ reviews

**600K** downloads

**70K** active users

**In-App purchases**

# VOX Premium

Launched in November 2017

Premium subscription for VOX Mac & iPhone that unlocks Music Cloud Storage, Radio, Advanced Audio Settings and Sonos Support to users



**2,360** premium subscribers



**70k** revenue sales  
Nov'17 - Feb'18

## Coppertino Team

Coppertino Inc is a company blessed with the talented & innovative team of music lovers and tech geeks. Our main pride and brainchild is the best music player for Mac and iPhone - VOX. What's the best deal about it?

Well, it's the reflection of our ultimate goal - to produce a lightweight yet full-featured audio player that can play many file formats from various sources. If you ask us, we also have put a new challenge in front of us - to make the cloud music streaming better.

## Team

14 members. Highly motivated and talented professionals. We listen to the music in the office for inspiration. The software engineers, the designers, and the marketing specialists dedicate 100% of their own time to achieve the new level of the music software and services.

In March 2017 2 marketing specialists joined the team - Head of Sales and Business Development Manager of MacKeeper.

# History

**2012**

Coppertino Acquired VOX and started development of the New Version

**Aug, 2013**

**Successfully launched on the Mac AppStore**

#1 Free App on the Mac AppStore in 3 hours

(beating Twitter, Kindle for Mac, Evernote) on 70+ countries

#1 Free App for 3 hours in a row on 20+ major markets

#1 The Most Successful Music Players ever released on the Mac AppStore

**2014**

#3 in the Annual Ukrainian Start Up Rating

**2014**

**Equity Financing totals \$200,000 and the convertible debts**

**total \$815,000** from AVentures Capital, Torben Majgaard and TA Ventures

**2015**

AIN: '#1 Music Player For Mac goes iPhone'

Lifehacker: 'VOX - best music player for hi-res music on iPhone'

**2016**

VOX for iPhone - 17 Updates    VOX for Mac - 8 Updates    Total Radio In-App Sales - \$14K

**2017**

**VOX Premium - November 2018**

# Major Competitors

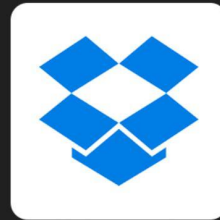
## LOOP for VOX:



Microsoft Groove



Amazon Music



Dropbox



Google Play Music



iCloud

## VOX Player:

Audirvana Plus, Amarra, PureMusic, Musique, Fidelia, Cambridge Connect, Kanzoo



**\$17.2 Billion**  
The US music industry  
worth

**+5.9%**  
Global Revenue  
Growth

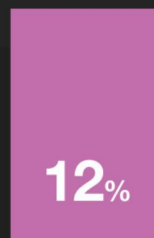
**+60.4%**  
Growth in  
Streaming Revenue

**+17.7%**  
Digital Revenue  
Growth

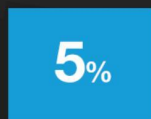
**+50%**  
Digital Share  
of Global Revenues



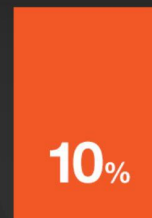
Live  
Concerts



Live  
Music  
Sponsorship



Perfomance  
Rights



Music  
Downloading



Sync



Physical  
Copies

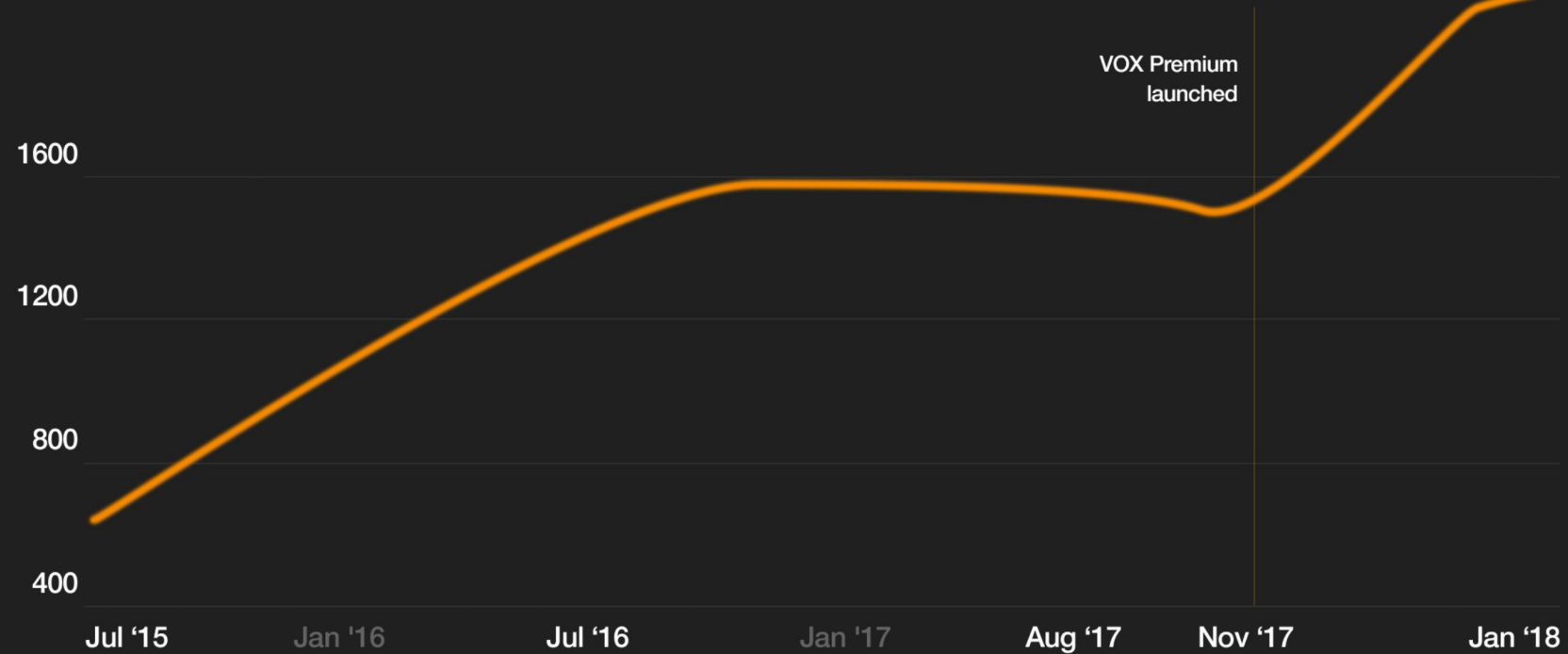


Music  
Streaming

we are here

we plan to be also in

# Users subscription (LOOP + VOX Premium)



**\$15K**

Monthly Net Revenue

**12%**

Growth rate

**80**

New Subscriptions  
monthly

**\$113K**

Annual Run  
Rate

# LOOP & VOX Premium paid subscribers



**62K**  
2015th

**173K**  
2016th

**\$200K**  
2017th

# Growth Projections

- Coppertino Inc is about to launch campaign on WeFunders - crowdfunding portal for StartUps
- Developing Scalable and Controllable Marketing Channels
- Recently built Analytics for better understanding user behavior to enhance selling channels and increase sales volumes
- Cover all software platforms in 2018 & 2019