



Digital music for emerging markets

A pair of white over-ear headphones is shown from a three-quarter perspective. A thick orange line outlines the headphones, and a grey soundwave graphic is positioned to the left of the headband. The background features a light blue gradient with a pattern of small grey dots.

The problem



There is no Digital Music Platform that accommodates to Emerging Market's consumer needs and consumption habits



The problem



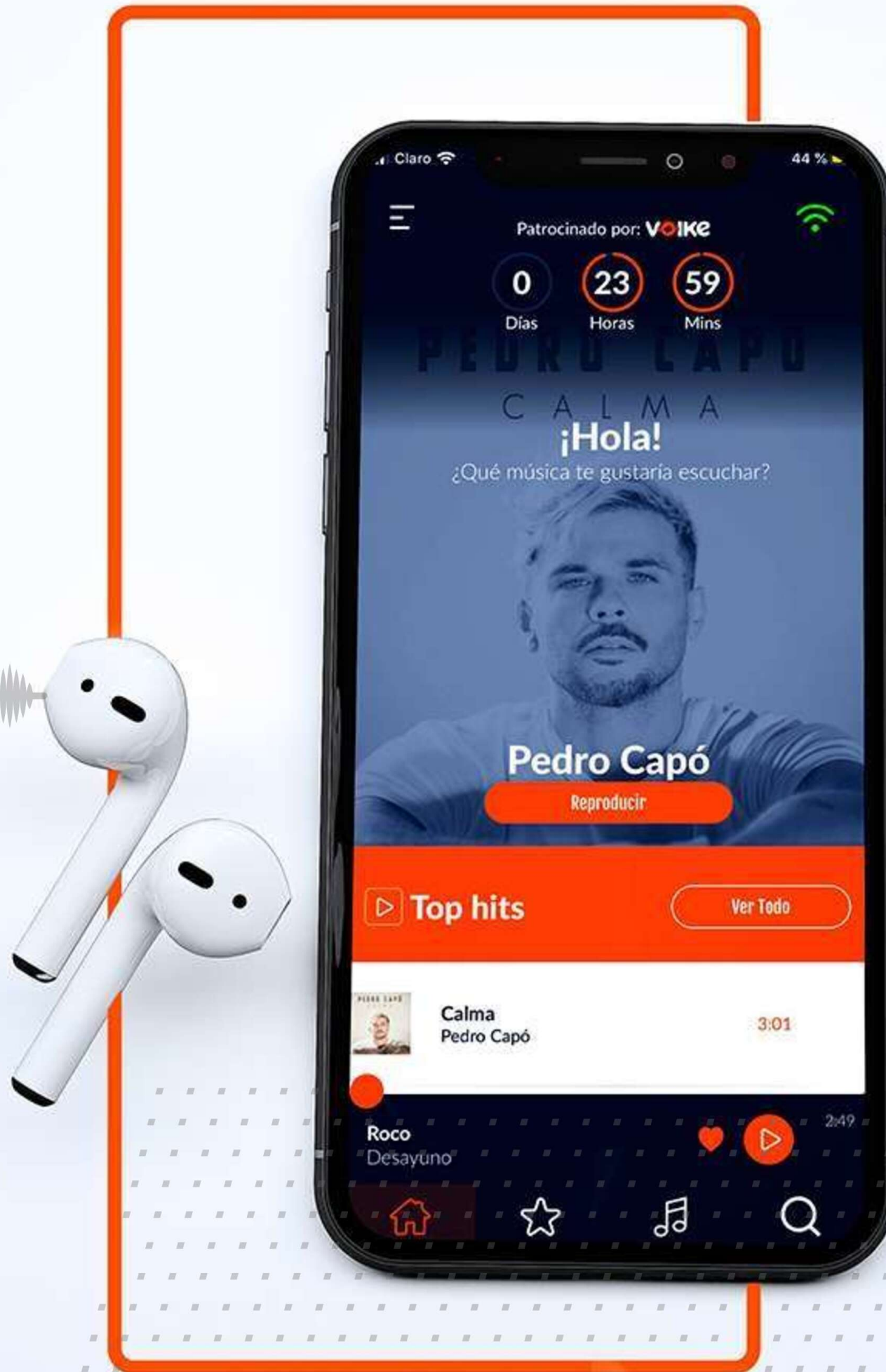
Vast majority of users are Prepaid, having limited or no-mobile data plan.



“Metered-mindset”: Saving airtime / minutes / data, users scramble for Wi-Fi



The problem



No credit-card or reluctance to use online - Cash transactions are norm



Users can't afford long-term commitments

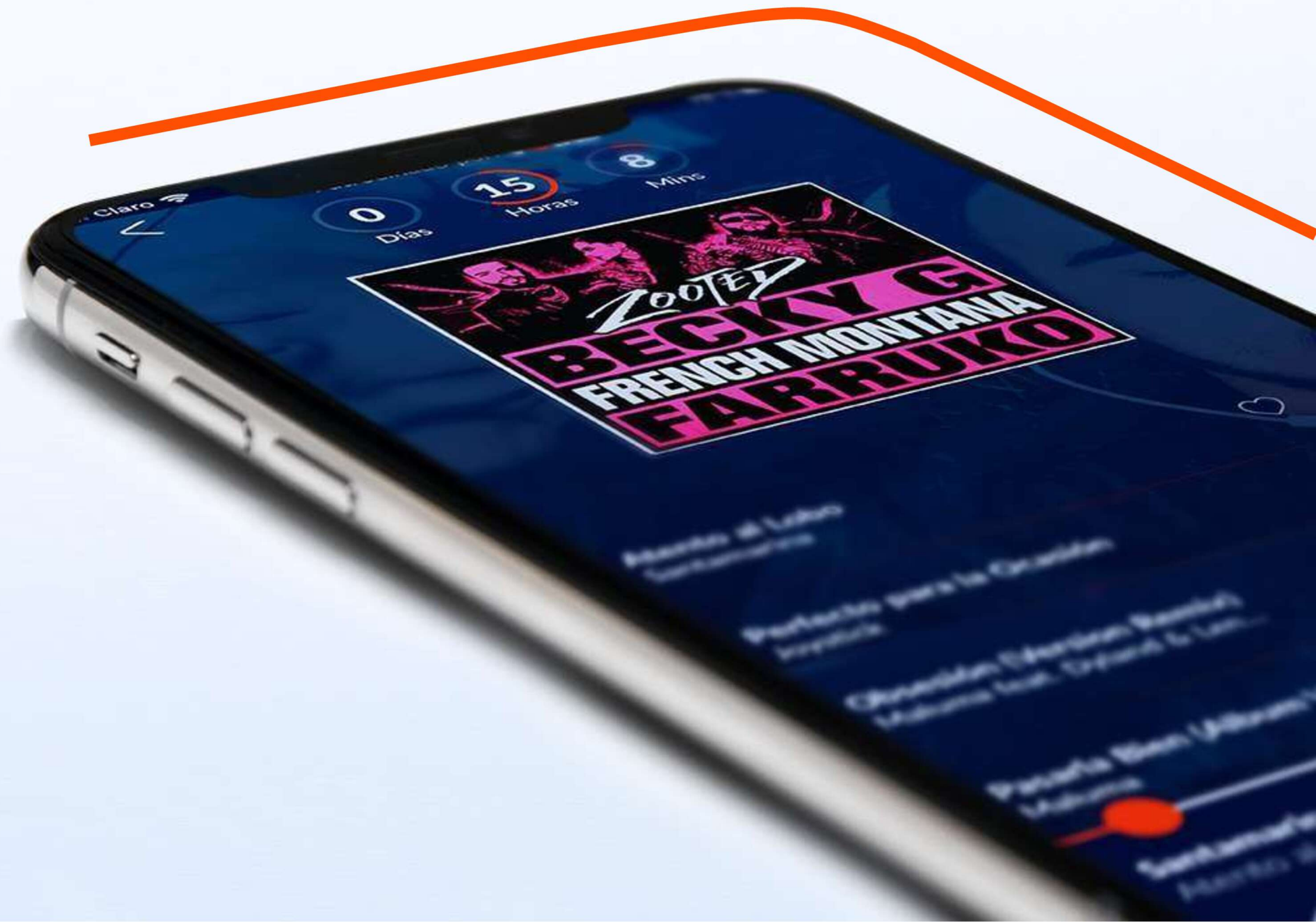


Digital ads ineffective with users unreachable, thus Ad Sponsored models fail

The solution



Voike has created a Digital Music Platform for Emerging Markets considering consumption habits while enabling advertisers to reach this audience online and off-line



The solution

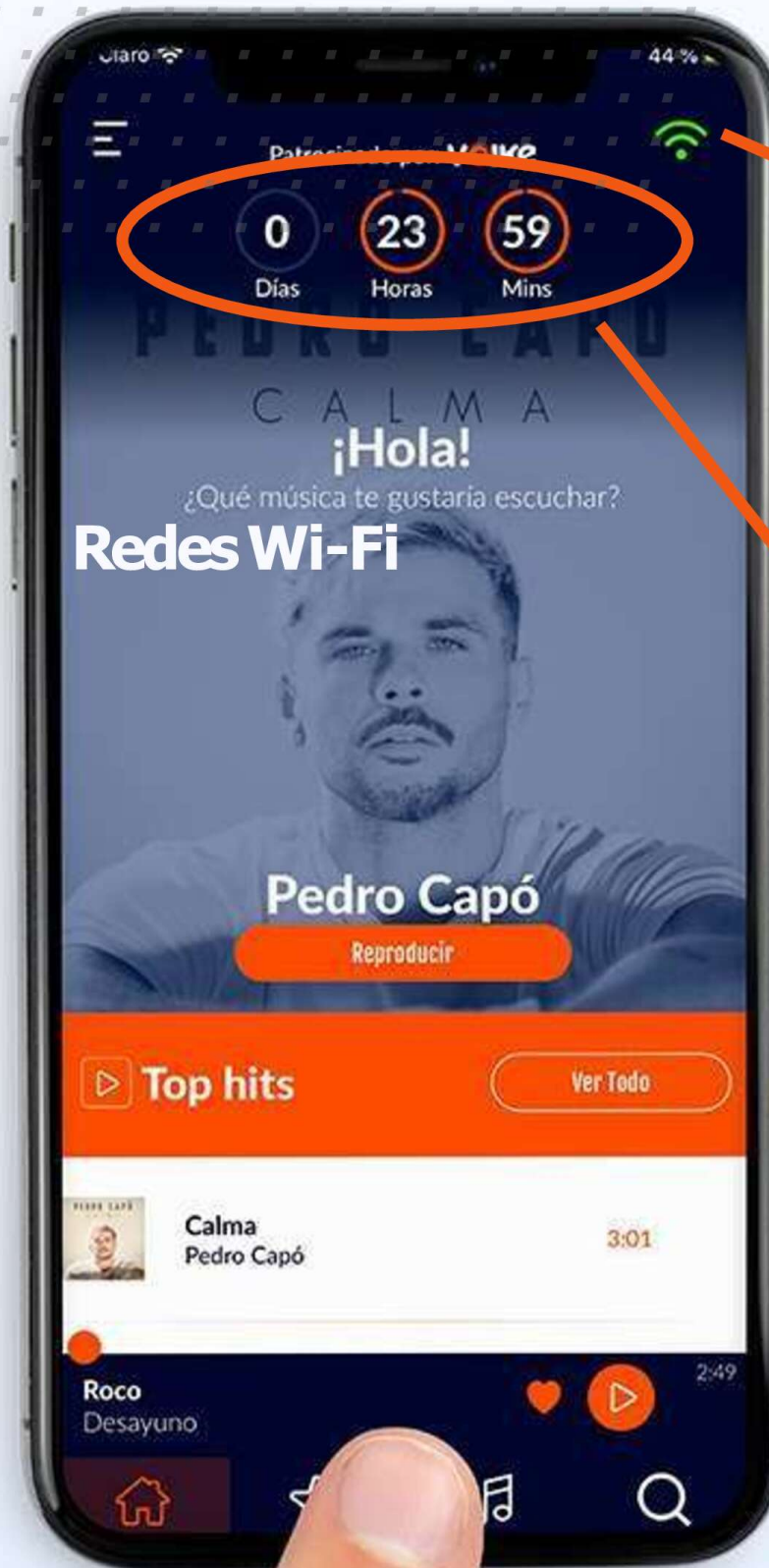
- Off-Line functionality emulates On-line experience without data usage
- PIN-based local-currency cash sales at 1,000s of neighborhood stores

- Pay-as-you-go: No commitments – Streaming Packages: 12 hours on demand, 2-days or 1-week

- Unique Ad / Corporate Sponsored model



Functionalities

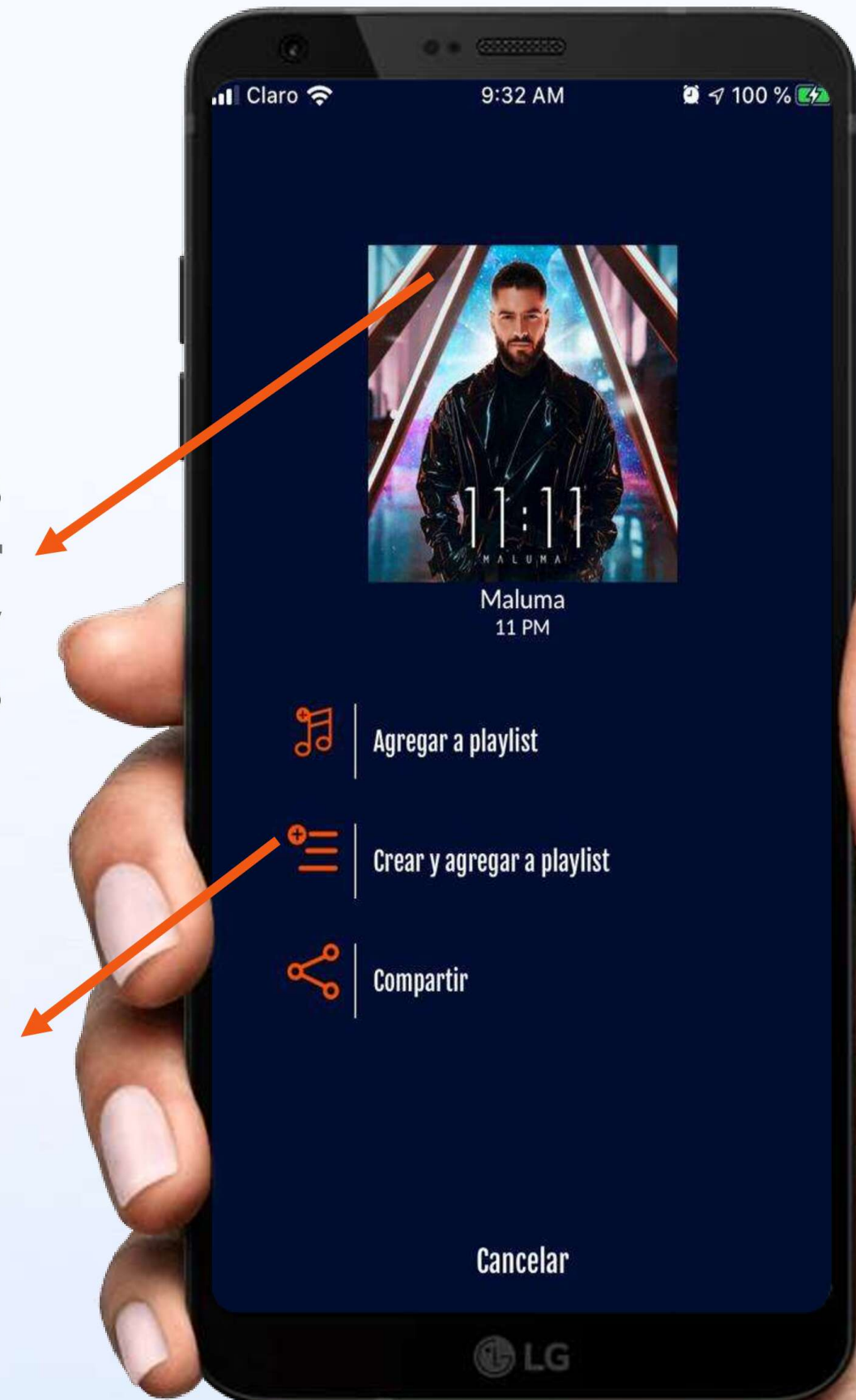


**Wi-Fi Control
Music without
Data charges**

**Local
Chronometer
Controls
content Access
Allows online
experience
while offline**

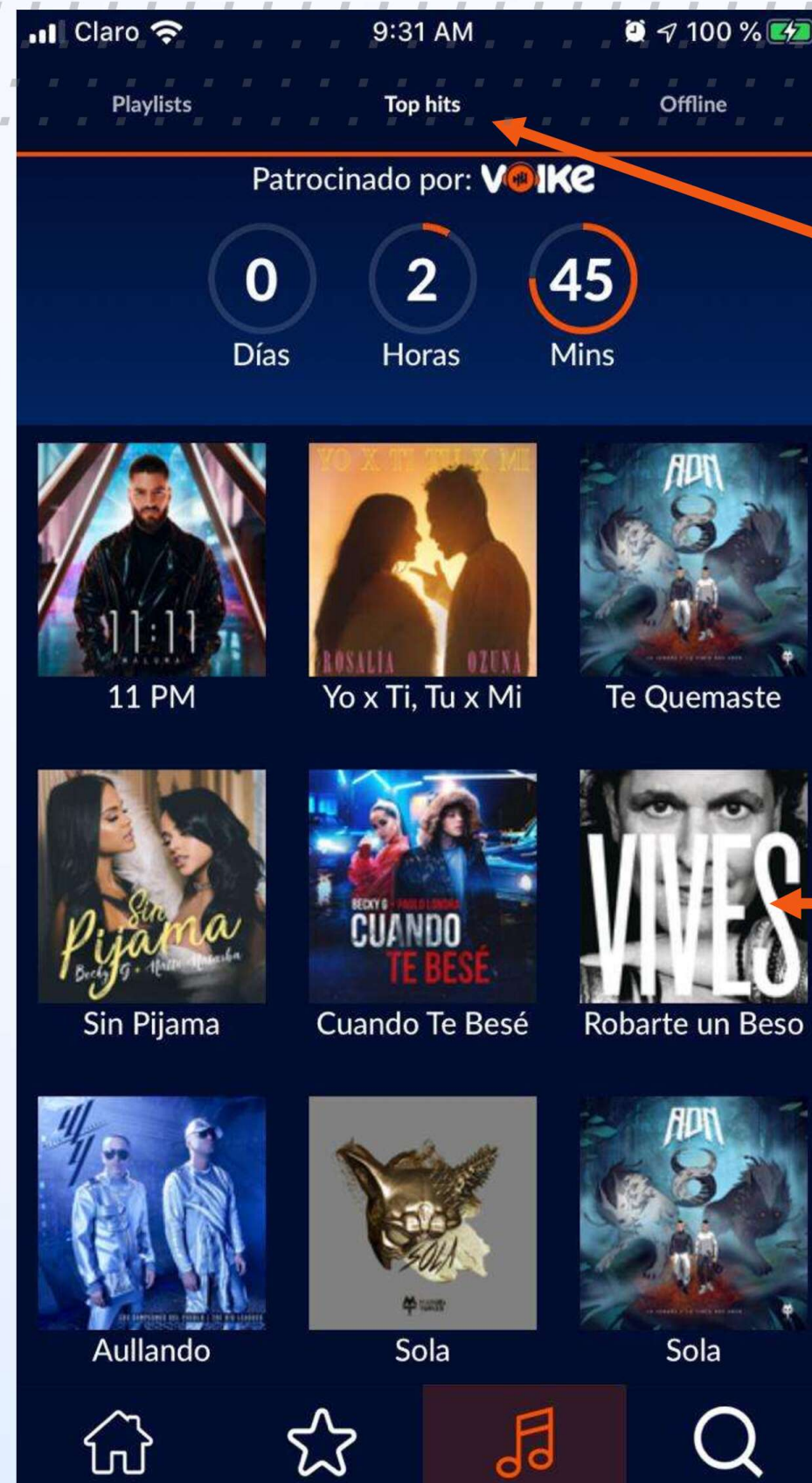
**Audio Files
Optimized for
Device's Memory
Sizes**

**Play, Playlists,
Download, Share**





Functionalities



Easy content exploration

Extensive local catalogue

Accumulate points & Earn prizes





Business Model

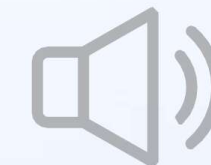
Voice has a Freemium model, monetizing through 2 mechanisms:

PIN – Paying Users



- PINS sold at retail networks for streaming time
- Users incentivized to buy PINS and earn prizes.
- PINS sold in local currency (cash)
- Mini Plans for short periods from USD \$0.50 to USD \$2.00

Sponsored Sessions



- Free streaming by interacting with brands.
- Voice sells effective ad packages that reach users by CPM, CPC and SMS.

USERS CAN
MIGRATE BACK
AND FORTH





Underlying Technology

CHALLENGES

Unable to Reach Mass Market: Western Business Models don't apply in EM, due to Prepaid plans

On-line Data Plans: Customers do not consume Data and prefer being off-line or in Wi-Fi

Subscription Models: Have not been accepted massively

Lack of Security: Emerging markets' lack of trust in internet transaction security

Lack of Simplicity / Anglo Content & USD focus on Card payments

App Only Service: Consumer access varies by location

VOIKE'S SOLUTION

Easy Reach: Voike = easy access to Emerging Markets / respecting habits.

Online Simulation: On-line usability for off-line customer allows for great user experience

Metered Mindset: Service considers Pay as You Go Mentality, as well as Subscription Periods

Cash-based: No credit cards needed. Cash Payments accepted at Retail Networks

Ease of Use / Geo-Focus on Content & Currency: Friendly interface with local content & currency

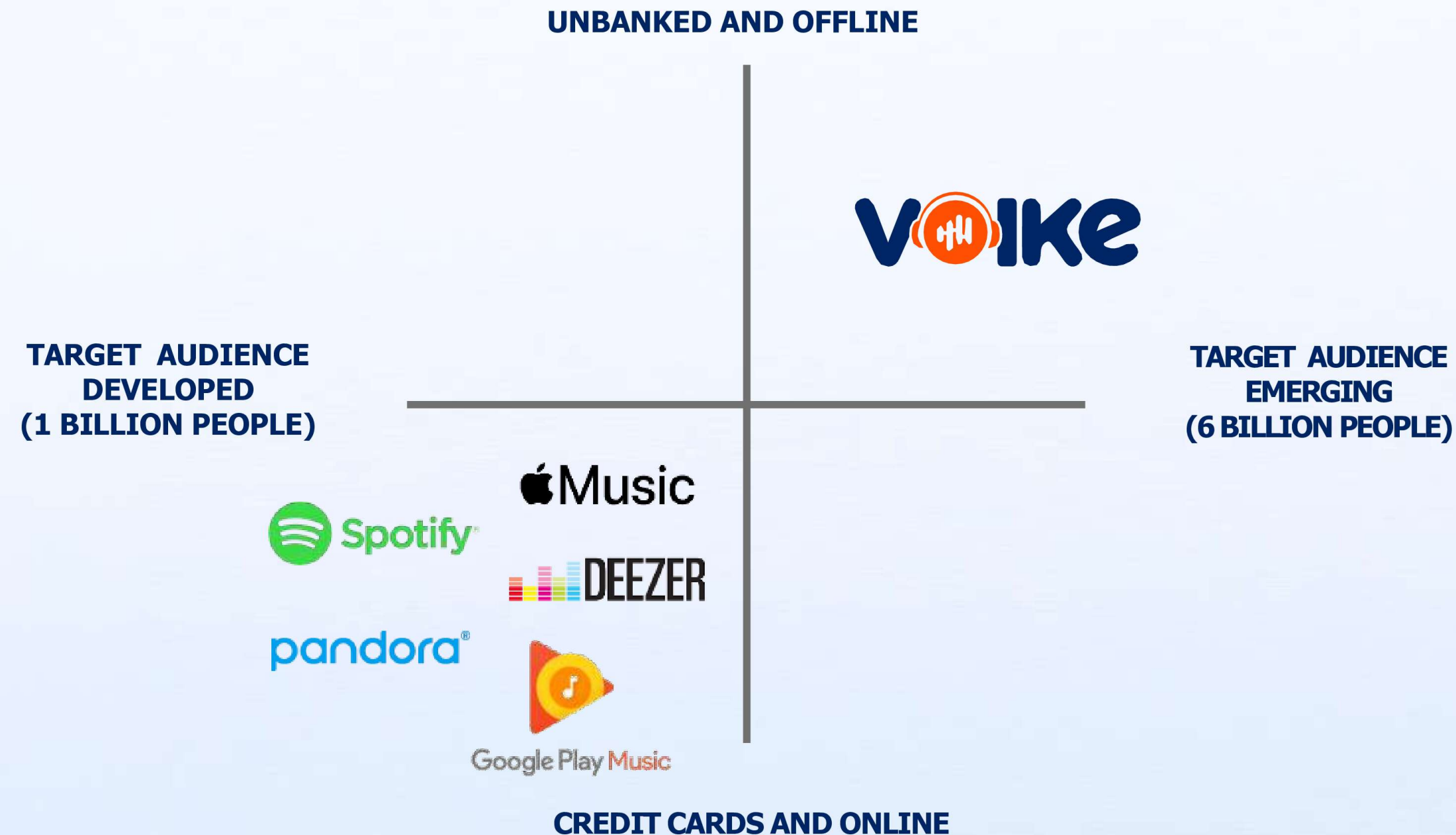
Multiple Screens: Multi-Platform Access to accommodate customer's location



Competition

Voike replicates Spotify's success with Emerging Market twist

Voike gives music listeners the content they want as needed, while providing a profiled audience with on-line and off-line reach to digital advertisers. All in an untapped market





The Music Market



EMERGING MARKETS

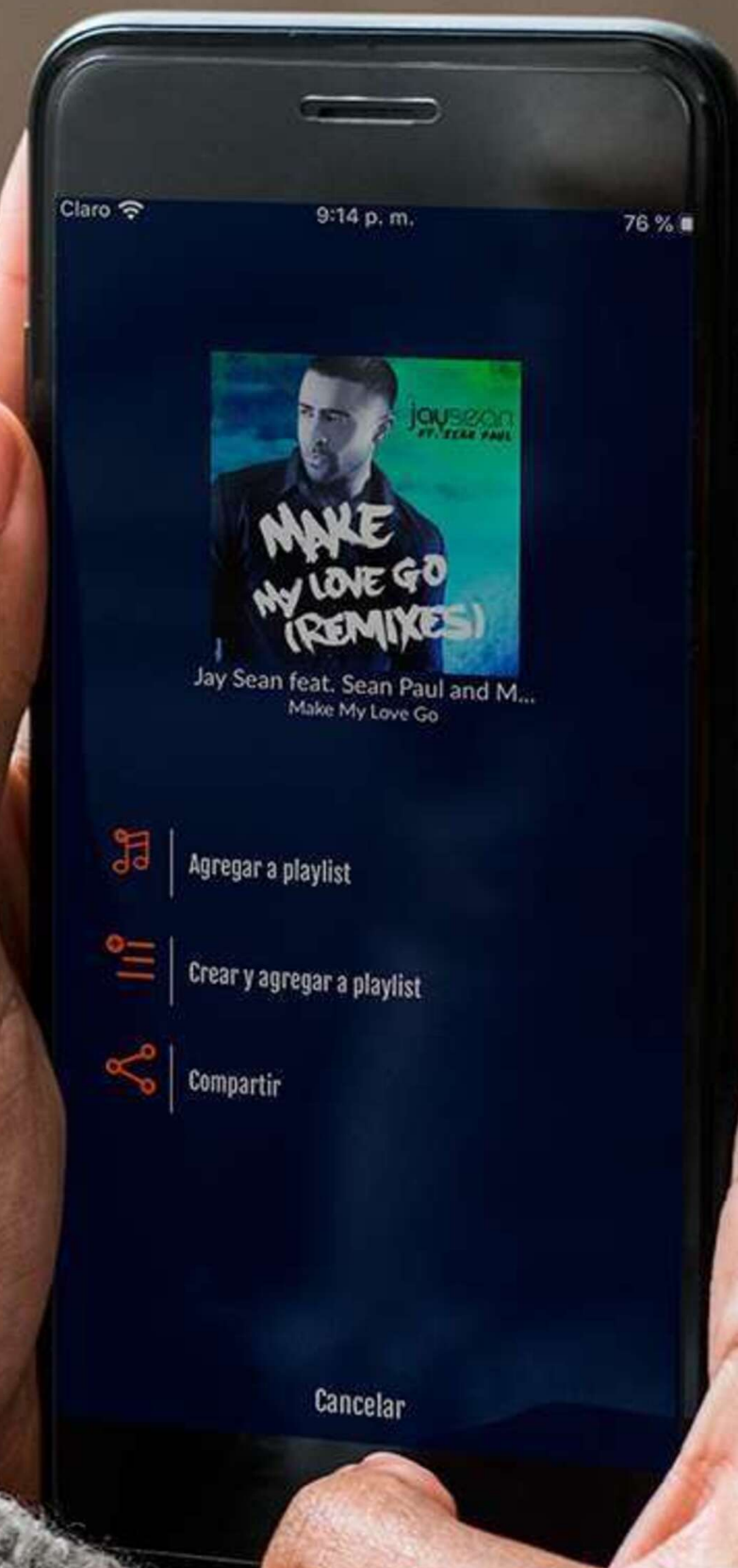
6 Billion People ~ USD \$1.7 B in yearly sales (*)



DEVELOPED MARKETS

1 Billion People ~ \$15.6 B in yearly sales (*)

(*) Estimated



14% of Global Population accounts for 90% of music Revenues

Importance of Music

Entertainment is a human need due to psychological components associated with Rest, Personal and Social Welfare.

Music = Psychological stimulator, social catalyst, communication mechanism, form of expression, mobilizer of masses. Singers are great influencers in advertising.

Low & Mid income populations in emerging markets without digital music solution.

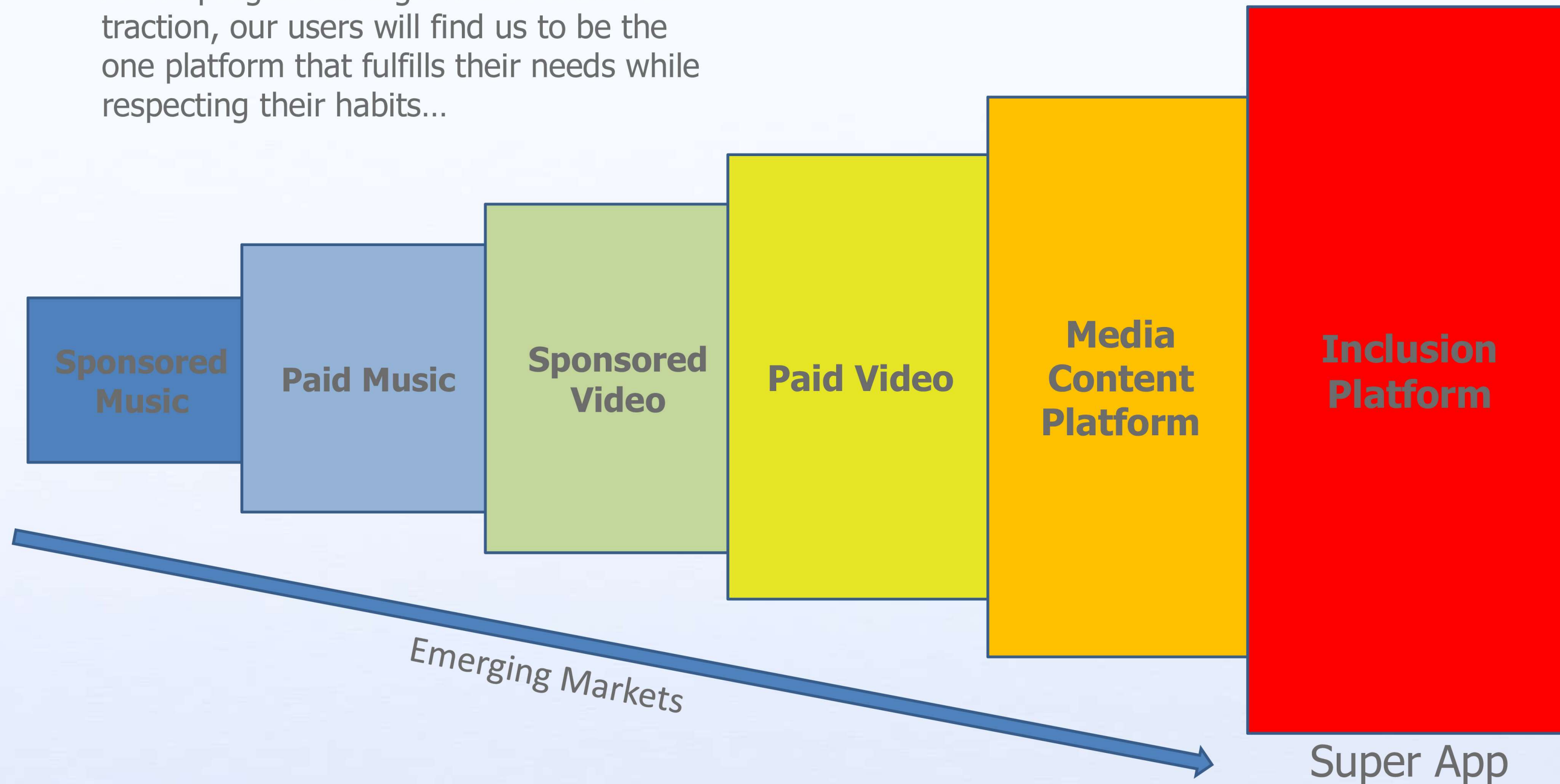
Voike = digital music available to population ready to digitize life. Voike is ideal platform to digitize other services and tool for Inclusion.





And keep going...

As we progress and grow user base and traction, our users will find us to be the one platform that fulfills their needs while respecting their habits...





Team



JAIME JARAMILLO
CEO / FOUNDER

15 + Years
Payments & Technology for
Underserved Populations
Specialist.
Previous Successful Exit:
Americana MT sold to Lindsey
Goldberg



ANDRES CHISCO
COO / RECORD LABEL RELATIONS

20 + Years
Technology Sales
Executive
Specialized in
Latin American
Telecom



BRIAN REINA
CTO

10 + Years
Technology Expert leading
and recruiting high
performance multifunctional
development teams.



Projections and milestones

	Year 1												Year 1	Year 2	Year 3	Year 4	Year 5
	Mo 1	Mo 2	Mo 3	Mo 4	Mo 5	Mo 6	Mo 7	Mo 8	Mo 9	Mo 10	Mo 11	Mo 12					
Promotional Code Users *	0	0	1	1	1	2	3	4	6	9	13	19	19	499	5,074	17,688	34,402
PIN Paid Users *	0	0	0	0	0	0	0	1	1	1	2	3	3	109	1,343	5,559	12,778
Corp Sponsor Users *	1	1	1	2	3	4	6	9	13	19	28	41	41	952	8,506	27,291	51,112
Total Users *	1	1	2	3	5	7	10	14	20	30	43	63	63	1,561	14,923	50,538	98,293
Growth %	0%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	#DIV/0!	2385%	856%	239%	94%
Revenue *	\$0	\$0	\$0	\$0	\$0	\$1	\$3	\$3	\$8	\$10	\$14	\$17	\$56	\$1,914	\$24,750	\$120,665	\$303,417
COGS *	\$0	\$0	\$0	\$0	\$0	\$1	\$2	\$2	\$5	\$6	\$9	\$11	\$37	\$1,371	\$18,234	\$89,414	\$225,454
Gross Profit *	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$1	\$3	\$3	\$5	\$6	\$19	\$543	\$6,517	\$31,251	\$77,963
Gross Margin %	24%	24%	24%	24%	24%	24%	29%	29%	36%	34%	35%	33%	33%	28%	26%	26%	26%
Expenses *	\$57	\$65	\$70	\$70	\$70	\$70	\$105	\$117	\$130	\$143	\$145	\$165	\$1,209	\$3,514	\$10,463	\$28,745	\$58,535
EBIT *	-\$57	-\$65	-\$70	-\$70	-\$70	-\$70	-\$104	-\$116	-\$128	-\$140	-\$140	-\$159	-\$1,190	-\$2,972	-\$3,946	\$2,506	\$19,428
EBIT Margin %	-56054%	-44125%	-32544%	-22335%	-15327%	-10518%	-3731%	-3454%	-1652%	-1455%	-1014%	-931%	-2116%	-155%	-16%	2%	6%
Headcount	6	7	8	8	8	8	10	11	13	14	14	15	15	32	58	67	77
Avg Rev / Empl (Annual) *	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$1	\$1	\$1	\$4	\$60	\$427	\$1,801	\$3,940
Cash (End of Period) *	\$1,773	\$1,683	\$1,612	\$1,542	\$1,472	\$1,401	\$1,297	\$1,181	\$1,053	\$914	\$774	\$615	\$615	\$3,105	\$8,859	\$11,366	\$30,793
* in 000s																	

This slide contains forward looking projections which cannot be guaranteed.



Status and Timeline

Content Distribution Agreement signed with Sony Music



2020

2021

2022

Technology & Integrations

Operational Networks

Colombia (45,000 POS)

Dominican R. (2,000 POS)

Business Model defined

Validation of Emerging

Market realities &

“Exponential Organizations”

mechanisms in place

Market Test Betas in 2017 & 2018

Understanding Consumer &

Digital Advertisers

Copyrights Protection

Protection for business model

obtained under Berne

Convention. Valid worldwide.

Launch May 2020

First country: Colombia

Operation roll-up guaranteed

\$2 M Bridge to Series A to be defined as launch evolves

Record Label Agreements Q2 2020

Warner & Universal

Series A Capital Raise Q2 2021

\$6 M

Product Enhancements Q1 2021

E.g. FB & Twitter connection to artist Lyrics

Expansion beyond Latin America 2022

Other Emerging Markets TBD

This slide contains forward looking projections which cannot be guaranteed.



Summary and call to action

Voike is ready to roll!

Voike will enable the largest and most exciting market frontier for the music industry!

Voike is looking for **\$2M** cash capitalization for OpEx

Uses	000s
Platform and Operations Build	\$ 398
Marketing	\$ 442
Staffing	\$ 900
Transaction Costs/Fees	\$ 150
Miscellaneous/Debt repayment	\$ 70
Total Uses	\$ 1,960



JAIME JARAMILLO

CEO · FOUNDER

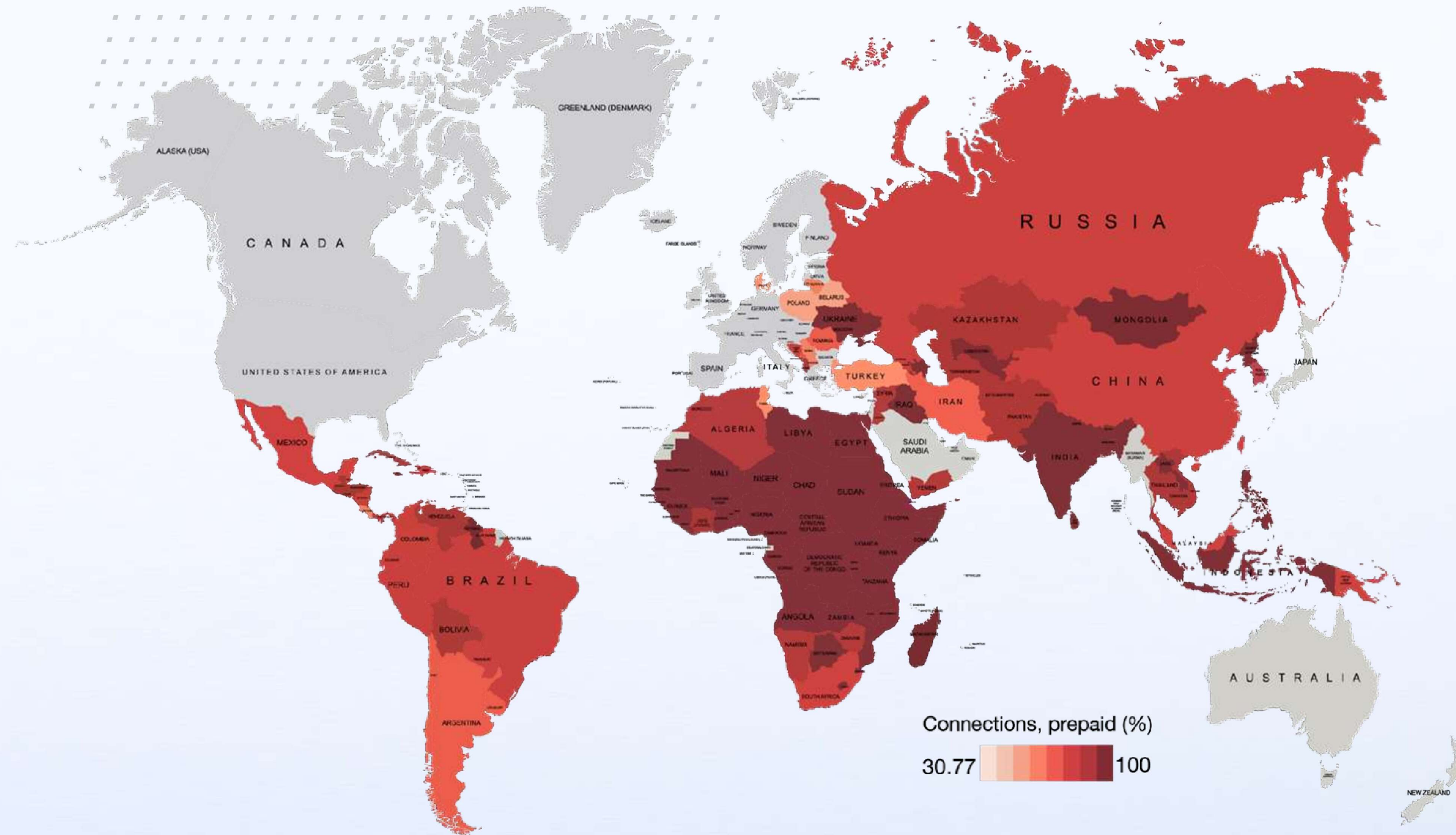
jj@voike.net

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Emerging Markets Data

Annex 1



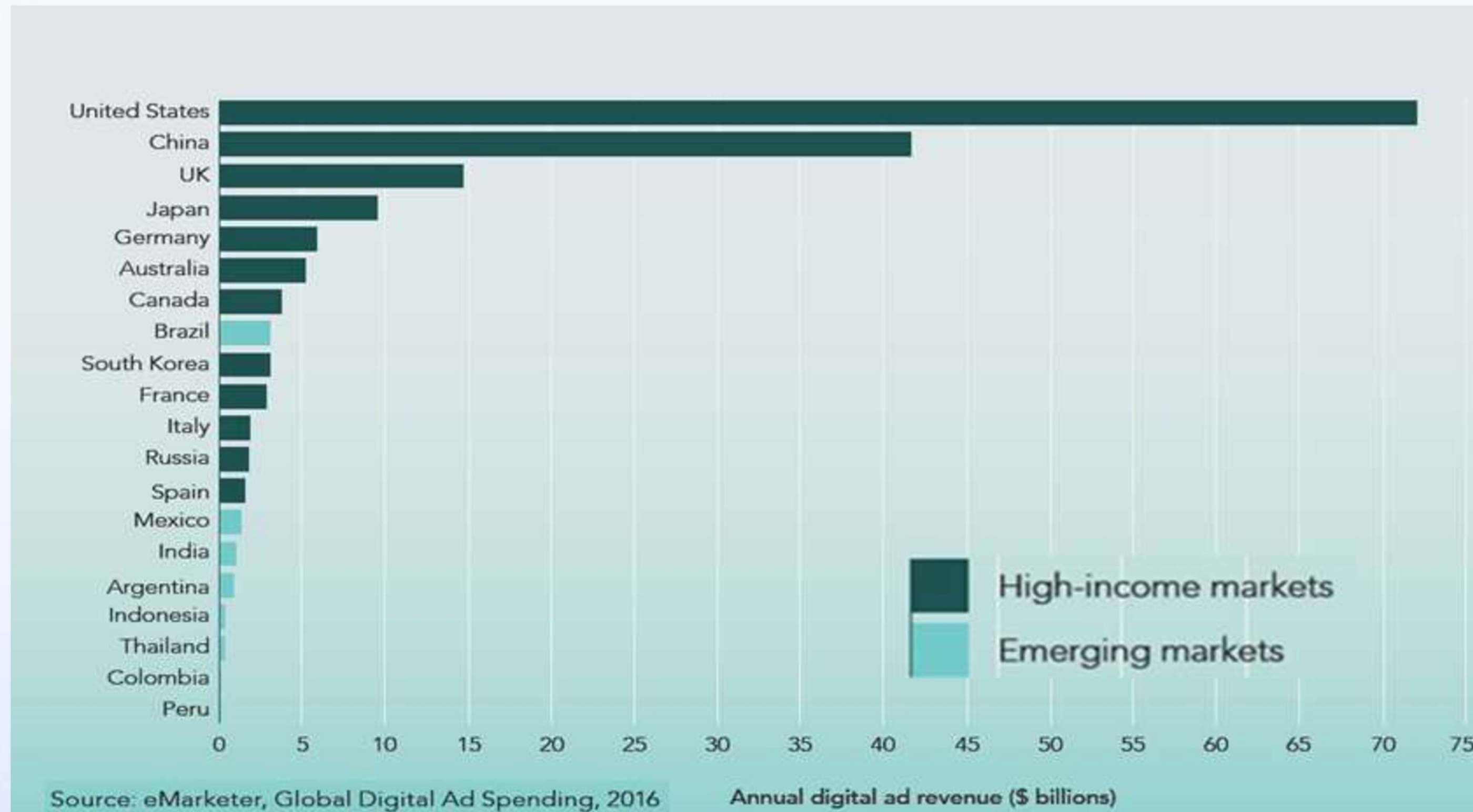
The darker the red shade, the higher the share of Prepaid / Red = > 50 %

GSMA Intelligence

Digital Ads in Emerging Markets



Digital Marketing Industry in Emerging Markets has not developed due to same circumstances affecting Digital Music.



Voike solves this problem, while incentivizing music access to these emerging communities...

By focusing on the music problem, Voike opens up a huge opportunity to exploit this digital marketing gap...

www.cariboudigital.net



Traditional Shopping

“Most transactions made at local store level”



80%-100%

Mobile Penetration
(GSMA Intelligence)



90%

Transactions made in cash

Latin America

630 M Population



2M+

Local convenience/mini-market/grocery stores



1k

People/week/store traffic (avg.)
Total “weekly eyeballs” ~ 2 Billion



20

Spanish & Portuguese speaking countries

Global

6 B Population



20M+

Local convenience/mini-market/grocery stores



14%

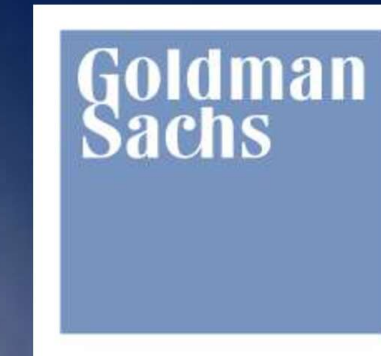
of Global music = Emerging markets

0.31% GDP Dev. Markets

Vs.

0.05% GDP Emerg. Markets

Why Now?



- Streaming model has solidified as growth opportunity
- Emerging Markets await for adapted solution
- Voike is uniquely ahead and ready to take advantage with right alliances in place.

Total Revenue Projections for Music Streaming Industry

2015
USD \$1.4 B



2030
USD \$37.2 B