

## TuneGO: Unlocking the Superfan Economy

### WHY TUNEGO?

The music industry is undergoing a monumental shift, and TuneGO is at the forefront. Our platform eliminates middlemen like streaming services and ticketing agencies, allowing artists to connect directly with superfans. With a **\$4.5 billion addressable market** for Superfan products and experiences, we're uniquely positioned to transform the way artists engage fans and generate revenue.

### The Market Opportunity



The global music industry generated **\$98 billion in 2023** and is projected to grow to **\$163 billion by 2030**.



**20% of music fans** are superfans, and they spend **80% more** than casual listeners, representing a major untapped revenue source.



**Goldman Sachs** highlights a **\$4.5 billion opportunity** in the Superfan economy, which TuneGO is primed to lead.

### What Sets TuneGO Apart?



#### Patented Technology

TuneGO's platform is secured by **15 granted patents**, giving us a competitive edge in direct-to-fan engagement.



#### Validated by Top Artists

We've completed proof-of-concept projects with major artists like **Snoop Dogg** and **Usher**, and we're in discussions with leading record labels for long-term rollouts.



#### Revenue Model

TuneGO earns **20% on direct music sales** and **3.5% on fan-to-fan music sales**, with potential future revenue from fan subscriptions.

### TuneGO By the Numbers

# 15

...patents protect our proprietary **Vault** and **Superfan** engagement technologies.

# 56M

...projected fan accounts by 2027, with over **11 million Superfans**.

# \$29M

...projected EBITDA by 2027, highlighting a clear path to profitability.

## A Team You Can Trust



**John Kohl (CEO)**

Raised over \$25 million and grew TuneGO's valuation from \$7.5 million to \$110 million



**Stacy Haisuka (CTO)**

Co-founded NetZero and scaled it to a \$3 billion valuation post-IPO



**Ofek Hayon (COO)**

Brings extensive experience in global operations and growth capital strategies



# JOIN US IN SHAPING THE FUTURE OF MUSIC

Become a part of the movement that's revolutionizing the music industry. By investing in TuneGO, you'll help empower artists, engage superfans, and capture a share of the \$4.5 billion Superfan economy.



## EXECUTIVE SUMMARY

# REVOLUTIONIZING THE MUSIC INDUSTRY THROUGH DIRECT-TO-FAN ENGAGEMENT

## Why TuneGO?

TuneGO is positioned to revolutionize the \$163 billion global music industry by focusing on the underserved \$4.5 billion Superfan economy. Artists and record labels struggle to directly connect with their fans and maximize revenue potential. Traditional streaming services and middlemen limit the ways artists can engage with fans, leaving substantial revenue opportunities untapped.

TuneGO empowers artists and labels to sell music and merchandise directly to superfans through a B2C SaaS platform, driving increased fan engagement, loyalty, and monetization. With patented technology, TuneGO provides the infrastructure needed for direct-to-consumer (D2C) sales and fan interactions at scale.

## Market Opportunity: Capturing the Growing Superfan Market

The global music industry is poised to grow from \$98 billion in 2023 to \$163 billion by 2030 (source: Goldman Sachs), driven by direct-to-fan experiences and superfans. Superfans, who make up 20% of the audience, spend 80% more than regular fans. TuneGO is uniquely positioned to capture this market with its suite of direct-to-fan products and services.

With fan subscriptions launching in 2026 and artist-driven direct music sales through the TuneGO platform, TuneGO is expected to become the go-to platform for artists looking to engage superfans. The company is expanding beyond music into other verticals, such as sports and film, using its patented technology to secure digital assets and fan engagement data.

## Patented Technology and Competitive Advantage

TuneGO has 15 granted patents securing its competitive edge in direct-to-consumer fan engagement. The company's proprietary Vault technology protects artist metadata and digital assets while facilitating fan-to-fan sales and collectibles, creating new revenue streams for artists and record labels. Unlike streaming platforms, which offer limited artist-fan interaction, TuneGO provides artists with full control of their music assets and fan data. This gives TuneGO a defensible long-term advantage as artists shift towards direct monetization.

## Revenue Model: Diversified and Scalable

TuneGO has built a diversified revenue model with multiple streams to ensure long-term growth. The company earns 20% on direct music sales and 3.5% on fan-to-fan resales. In 2026, TuneGO will launch its subscription service, providing a new revenue stream for superfans to access exclusive content. Additional monetization opportunities include:

- Live event activations that engage fans in real-time.
- Digital collectibles tied to exclusive content and events.
- Fan-to-fan marketplace for reselling music and merchandise.

## Growth Projections and Financial Highlights

TuneGO's business model is designed for high scalability. By 2027, the company is projected to reach:

- 56 million fan accounts, including 11 million superfans.
- A gross profit of \$52 million and an EBITDA of \$29 million.
- Major label partnerships and growing relationships with independent artists are expected to drive further artist onboarding and fan growth.

These financial highlights position TuneGO for significant profitability as it scales globally.



## Strategic Partnerships and Industry Validation

TuneGO has earned the trust of industry leaders such as Snoop Dogg, Usher, Method Man, Sony Music Publishing, and Primary Wave. These partnerships validate TuneGO's platform and demonstrate the company's potential to disrupt traditional music distribution channels. Furthermore, the company's patented technology and scalable infrastructure allow it to expand across different entertainment verticals.

### The Team Behind the Vision

TuneGO is led by a highly experienced team with a proven track record of success:

- **John Kohl (CEO):** Raised over \$25 million and grew TuneGO from a \$7.5 million to \$110 million valuation.
- **Stacy Haituka (CTO):** Co-founded NetZero, scaling the company to a \$3 billion valuation after its IPO.
- **Ofek Hayon (COO):** Brings expertise in global operations, product innovation, and growth capital strategies..

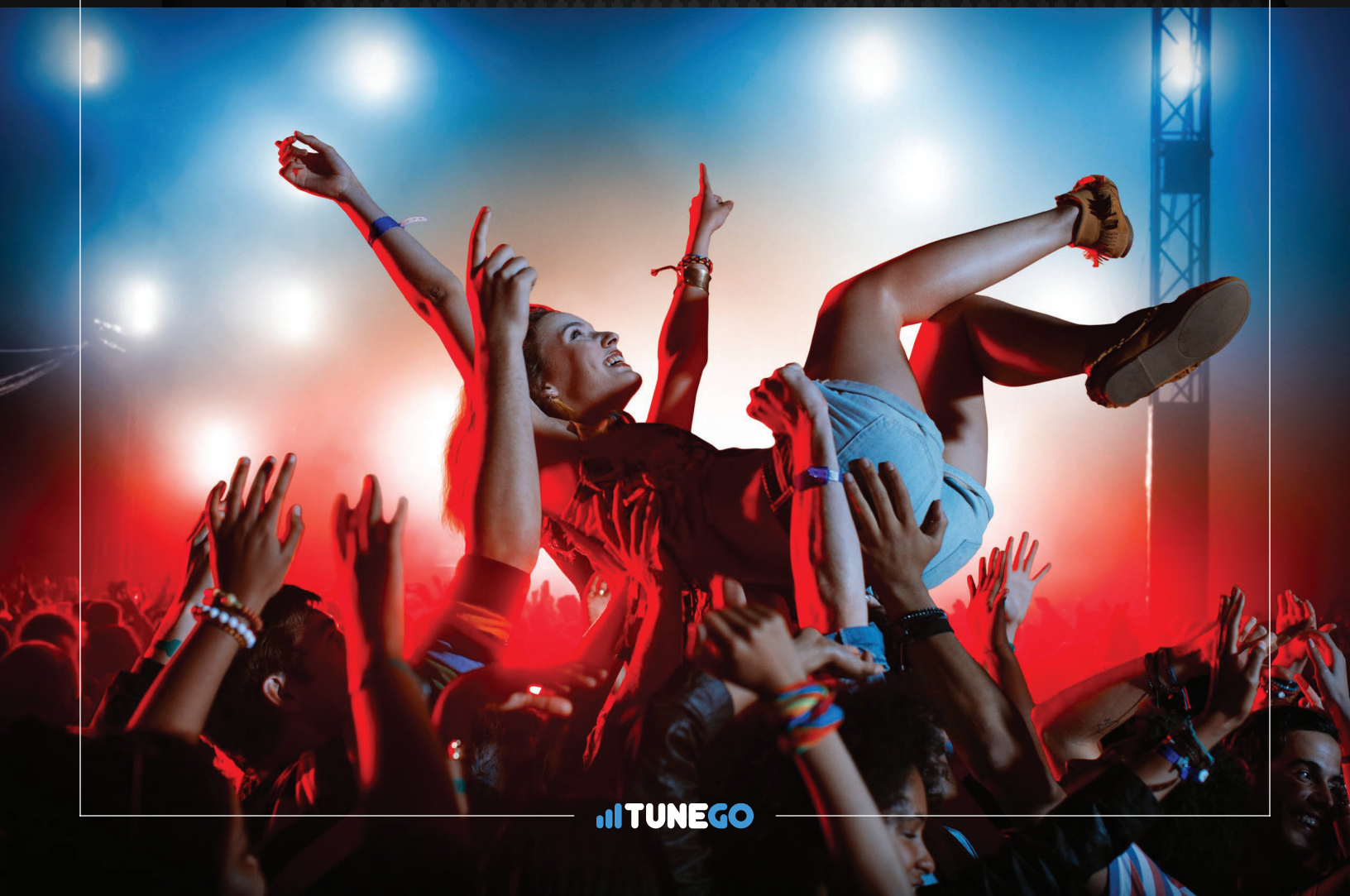
The leadership team's extensive background in building and scaling tech companies positions TuneGO to execute its ambitious growth plans.

## Join Us in Revolutionizing the Music Industry

The time to invest in TuneGO is now. By leveraging our patented technology, strong industry relationships, and expanding market opportunities, TuneGO is well-positioned to become a leader in the Superfan economy and direct-to-consumer music sales.

Investors are invited to join TuneGO in shaping the future of the music industry by unlocking new revenue opportunities for artists and engaging superfans at scale.

This draft should cover all key points without overwhelming investors. Let me know if you'd like to make any adjustments or add further details!





**||TUNEGO**

**ST IN THE FUTURE OF M**  
**ISTS. ENGAGE SUPERFANS. REVOLUTIONIZE**



A smiling woman with blonde hair and a black top, surrounded by confetti, holding a smartphone. The image is darkened to serve as a background for the text.

# WE BELIEVE...

...the music industry is on the verge of a monumental shift. Artists should connect directly with superfans, without middlemen. Superfans are key to unlocking new revenue streams for artists. We can change the world by connecting people through music.

# WE BELIEVE IN THE FUTURE OF MUSIC



# A \$4.5 BILLION SUPERFAN ECONOMY

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rapidly shifting toward direct-to-consumer products and experiences. Superfans, and they spend 80% more than casual fans, represent a \$4.5 billion addressable market opportunity for Superfan

O's patented platform uniquely positions us to lead the industry's inevitable evolution towards direct-to-consumer engagement





# LEM

## DIRECT ENGAGEMENT

technology platform capable of  
and engaging superfans at scale.

media, and ticketing agencies  
using fan engagement data,  
ers to Superfan relationships.

don't have direct relationships  
on the full potential of direct-





# TION

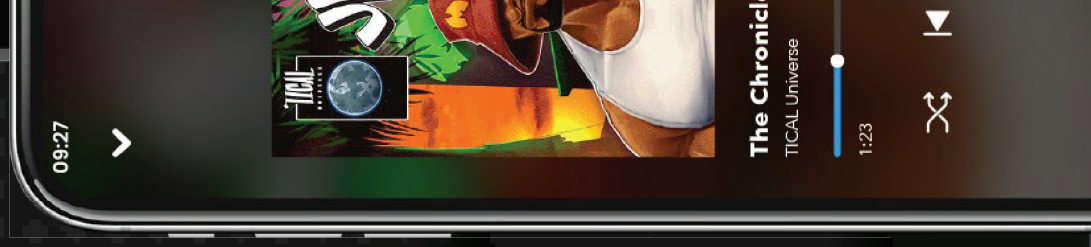
## D TECHNOLOGY

technology allows artists to securely store and ensuring full control over their content.

s to sell music directly to superfans, creating es and unlocking new revenue streams.

convert concert attendees into superfans, ectibles and personalized engagement.

tics provide artists and labels with data- ize marketing and product offerings.



# ING ARTISTS & LABELS

d through proof-of-concept  
e Snoop Dogg, Usher, and Sony  
ions with major and independent  
rollouts of TuneGO's technology.  
uding Billboard, Forbes,  
featured TuneGO, building

***RollingStone***

**Bloomberg**







# ARY OGY

## CT OUR COMPETITIVE EDGE

ered by 15 granted patents, with  
significant competitive advantage.

portfolio protects our position as the  
r artists and record labels seeking  
superfans directly.

# MARKET

## A GLOBAL MARKET READ

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The global music industry generated \$1.5 billion in 2019 and is projected to grow to \$2.5 billion by 2025.

There are 4 billion music fans globally, with 1 billion as superfans, representing a market of \$1.5 billion for direct-to-consumer.

**THE SUPERFAN ECONOMY  
REPRESENTS A \$1.5  
BILLION ADDRESSABLE MARKET**



# 5 MODEL

creator-to-fan music  
to-fan music sales.

unity = Fan  
Subscriptions for  
Advanced Features  
(Artists)





**Memberships:** TuneGO provides a platform for products and experiences directly to music fans.

provides the platform and technology music industry's shift towards direct-to-artists and record labels are responsible experiences to their fan communities.

**a Following:**

2% of signed artists): 50-300 million followers

2% of signed artists): 5-20 million followers

4% of signed artists): 500K-5 million followers





# HL

## CO

technology executive with a proven history of solutions at global scale. An avid inventor, John patents on innovative technology solutions that industry's transition to direct-to-consumer products successfully secured over \$25 million in his leadership, TuneGO increased its valuation 10 million.



# STACY

## Co-Founder / COO

Stacy Haitzuka is an expert with a record of building global sales. NetZero and helped lead the company growing to a post-IPO valuation. Developed global solutions for IBM, Pacific, and IBM.

# YON

## CO

Entrepreneur and executive operator with international business operations in the domestic market, Malaysia, Singapore, United Kingdom, extensive experience in the financial markets bringing growth capital and providing operational support to major U.S. retail brands.



# HAROLD

## Chief Innovation Officer SVP Enterprise

Harold MacKenzie is an expert with experience designing applications, along with providing solutions to providers. Harold MacKenzie company to an IPO at a valuation of \$3 billion. Harold's MacKenzie

# ROJECTIONS

	2025	2026
umulative)	5,800	22,200
	800	2,200
rtists	5,000	20,000
umulative)	8,615,417	30,439,615
	1,723,083	6,087,923
	2,584,625	9,131,885
	3,015,396	10,653,865
%)	1,292,313	4,565,942



# IAL PROJECTIONS

	2025	2026
	\$18,716,993	\$114,970,430
	\$3,743,399	\$26,829,477
	\$1,123,020	\$8,048,843
	\$2,620,379	\$18,780,634
	\$6,550,947	\$13,414,739
	-\$3,930,568)	\$5,365,895

# USE OF PROCEEDS

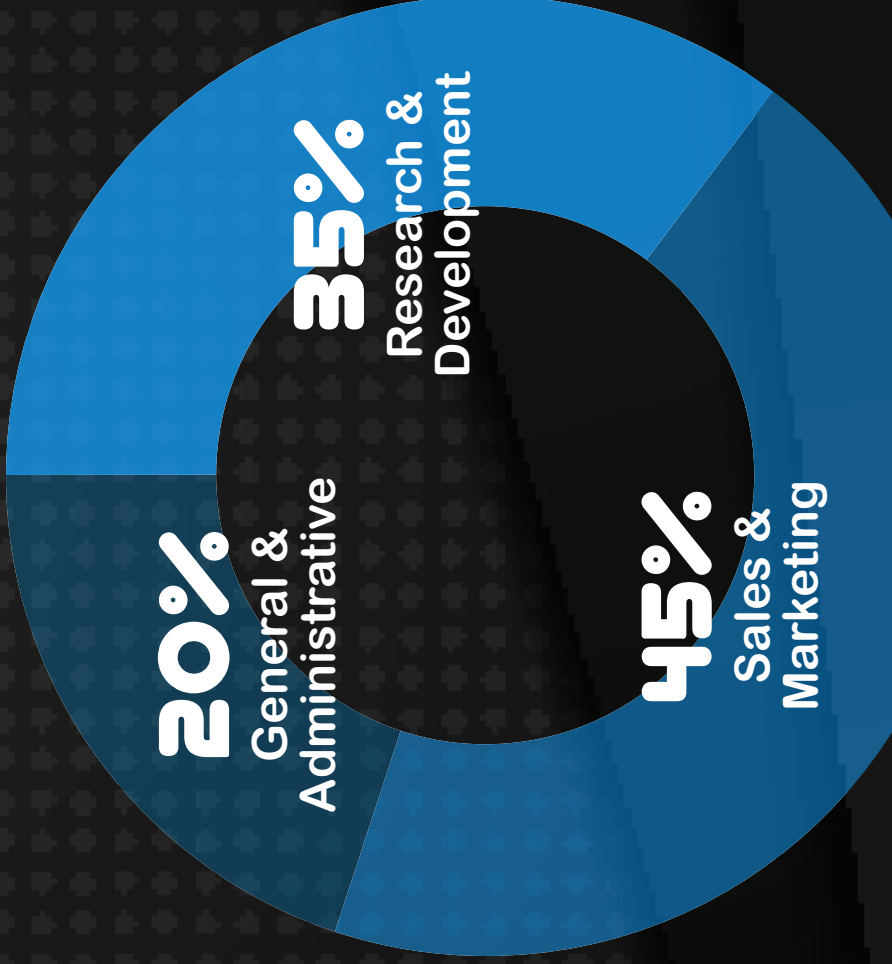
2025

Foundation  
with



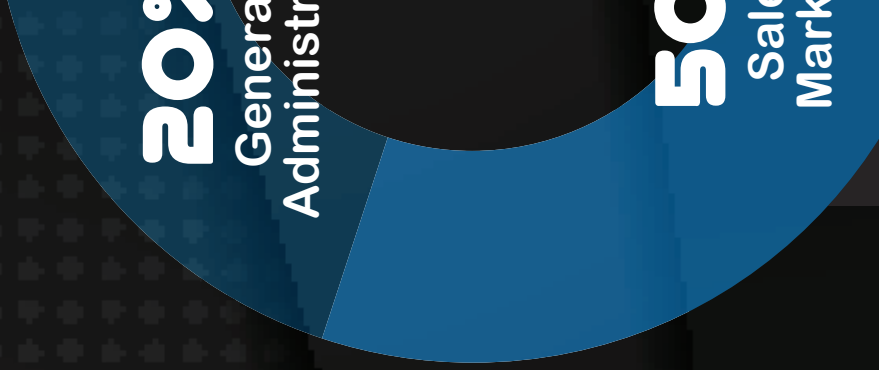
2026

Scaling &  
Monetizing Focus



2027

Optimizing  
Pr





# SHAPING THE FUTURE

GO and gain equity in the leading platform driving the Super  
monetize their fan bases directly, and capture a share of t  
part of the transformation of the music industry as we elimi  
middlemen and empower artists to engage superfans directl

INVEST NOW



# FORWARD-LOOKING STATEMENTS

ward-looking statements, including but not limited to, statements regarding our position, future financial projections, and objectives of management based on our current expectations, estimates, projections, and assumptions that could cause actual results or outcomes to differ materially from our expectations.

Our statements are often identified by words such as “anticipates,” “believes,” “estimates,” “expects,” “may,” “should,” “will,” and similar expressions. These statements are not guarantees of performance and are subject to risks and uncertainties that are difficult to predict. Factors that could cause or contribute to such differences include, but are not limited to, changes in market conditions, customer demand, regulatory

requirements, and other factors. We do not intend to update or revise our forward-looking statements, which speak as of the date of this filing, except as may be required by applicable securities law. Investors should evaluate the forward-looking statements in this

document in light of the risks and uncertainties that may affect our business. The loss of your entire investment. Potential investors should consult their own legal, financial, and tax advisors to determine the