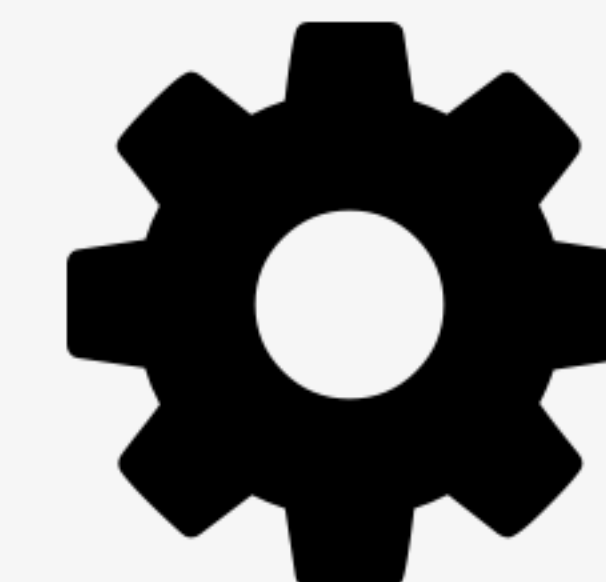
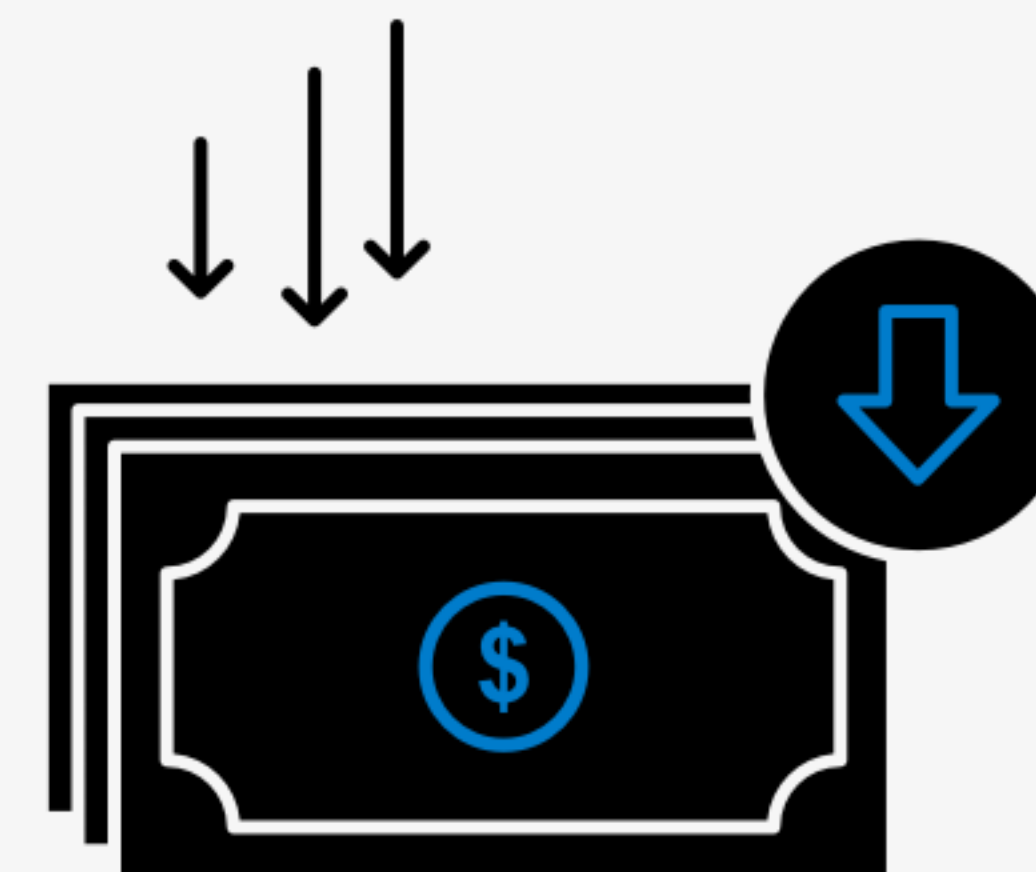
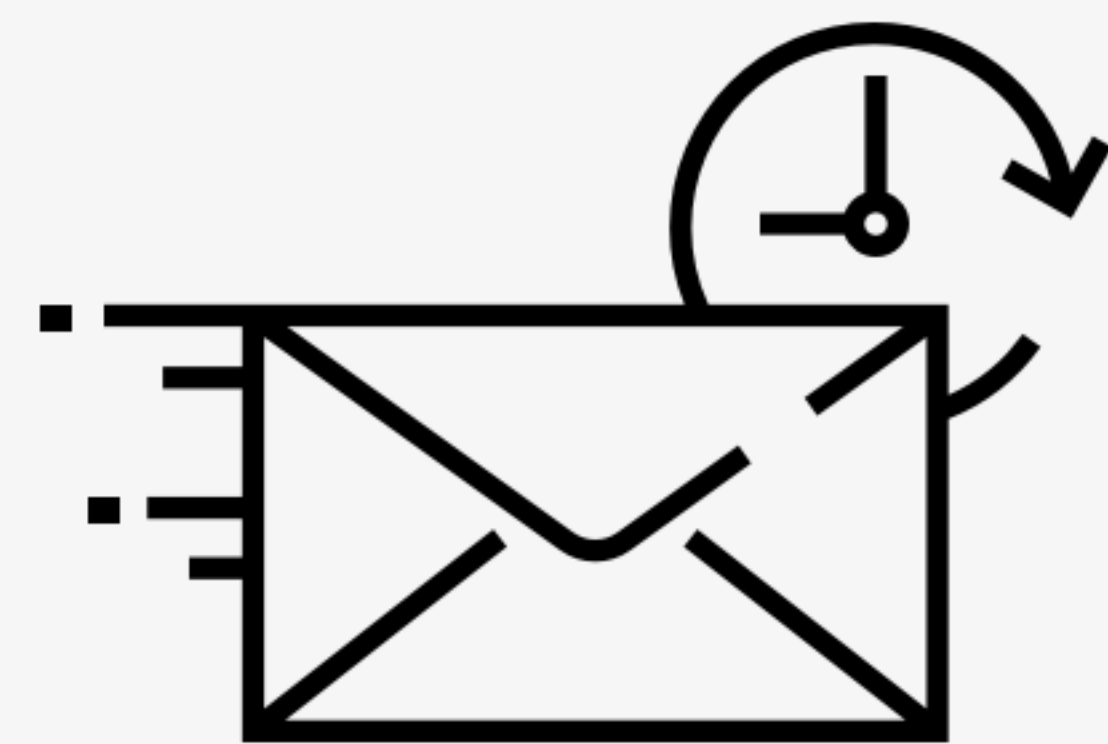


play ▶ mpoe<sup>®</sup>

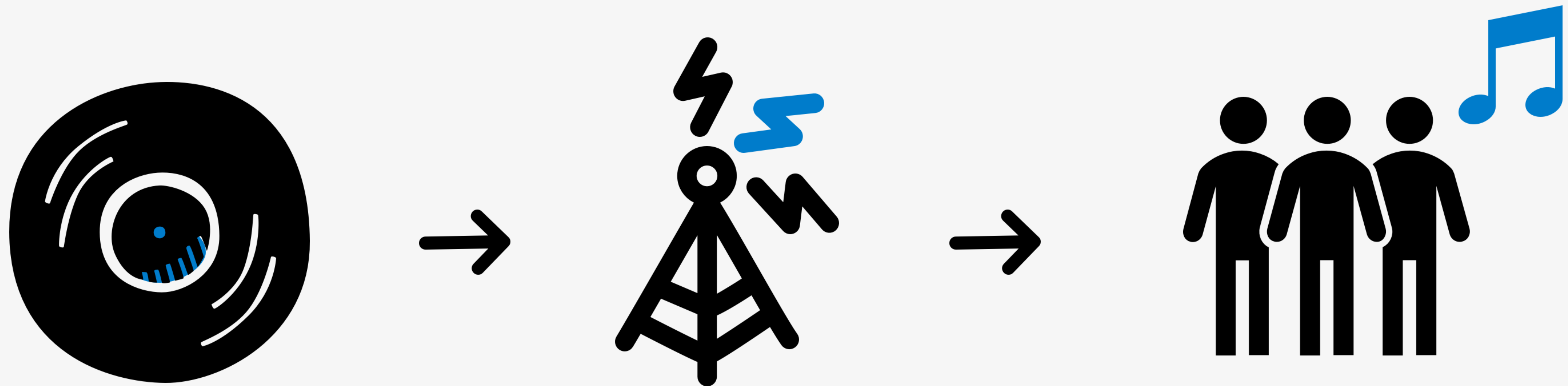
# What is Play MPE ?

- Play MPE started 16 years ago as a digital alternative to mailing CD's for music promotion.
- We are widely accepted in 7 countries including in the United States, Australia, New Zealand, and Scandinavia, and partial use in many additional areas.
- Play MPE is faster, affordable, and more effective than the rest.



# The Problem We **Solve**

- Play MPE connects record labels to a **current** and **active** audience (streaming services, radio, media publicity outlets) capable of exposing new music to a larger consumer audience.



# How We Create an **Active** Network of Media, Dj's, Radio, Stadiums, etc...

- Easy to use players and mobile apps
- Managed recipient lists using system metrics
- Worlds biggest artist from the world's biggest record labels.
- Integrated, easy - to - use software
- State of the art security features
- Central library of new music and accompanying content.
- Usage reporting



SONY MUSIC



UNIVERSAL MUSIC GROUP

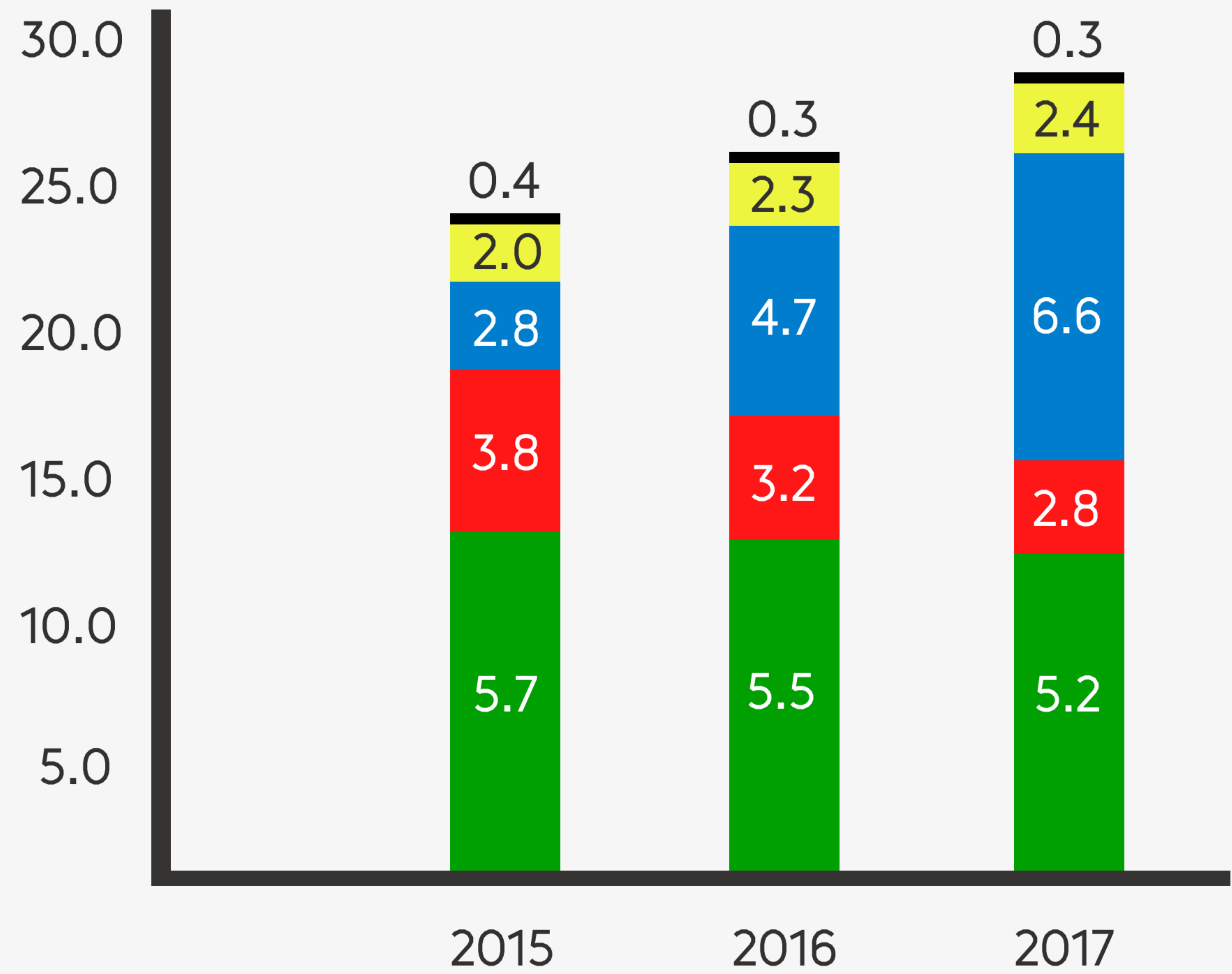


warner | music | group

# Global Recorded Music Industry Revenues 2015 - 2017

Source - IFPI

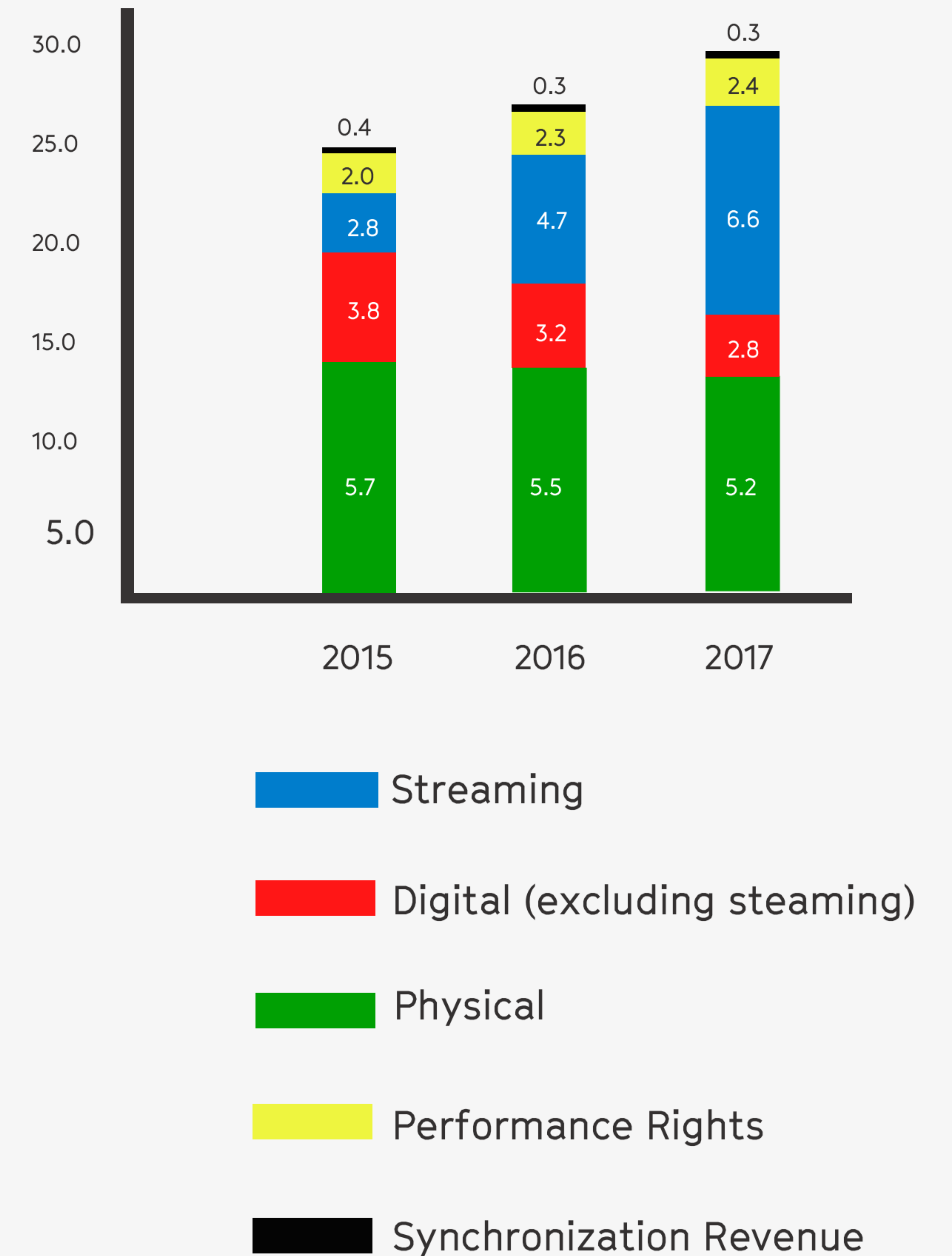
- Physical
- Digital (excluding steaming)
- Streaming
- Performance Rights
- Synchronization Revenue

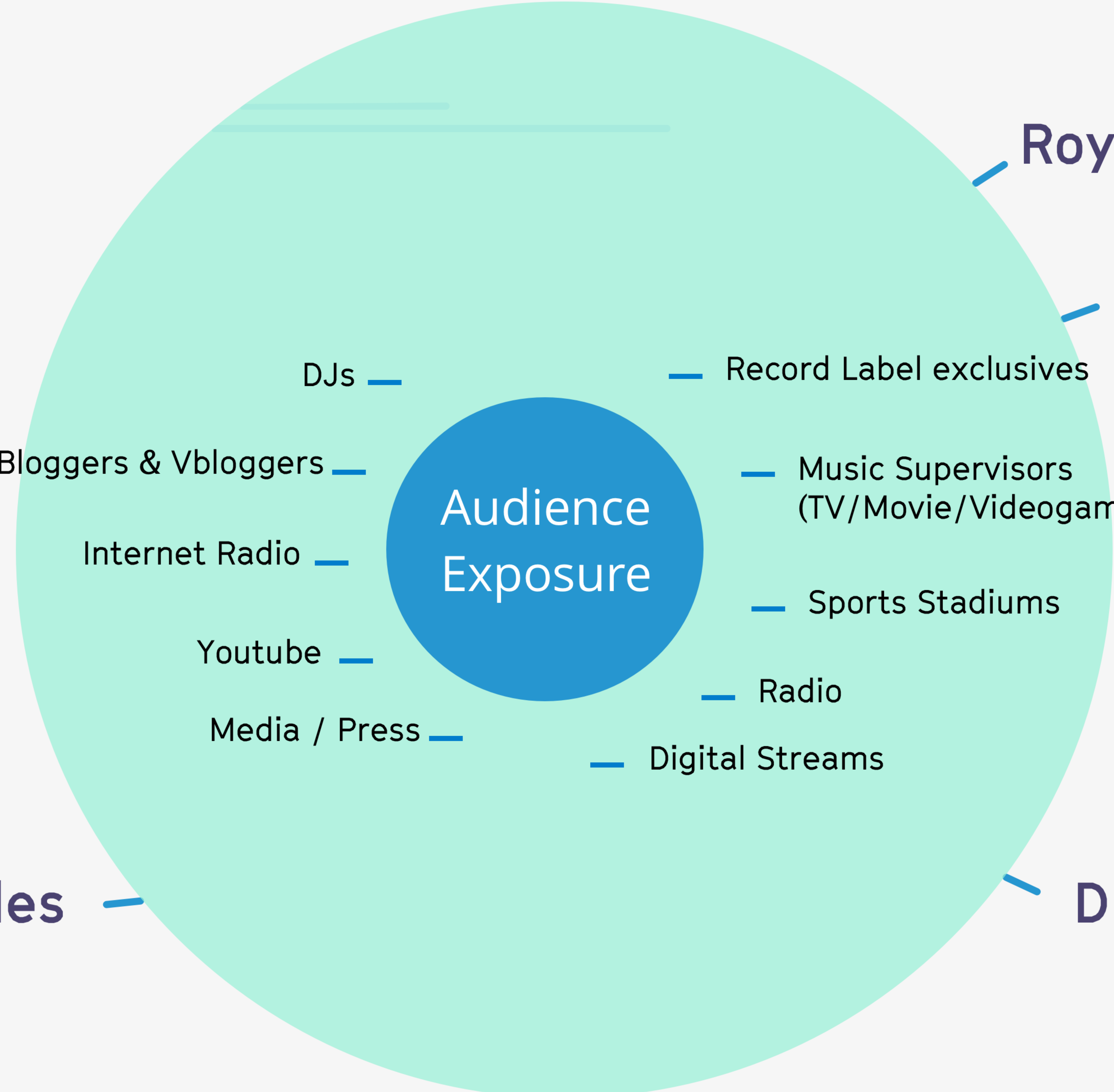


# Music Promotions

## Promotional Content

- Music
- Music Videos
- Podcasts
- Photoshoots
- Music shows





**Royalties**

**Sync Revenue**

DJs

Record Label exclusives

Bloggers & Vbloggers

Music Supervisors  
(TV/Movie/Videogames)

Internet Radio

Sports Stadiums

Youtube

Radio

Media / Press

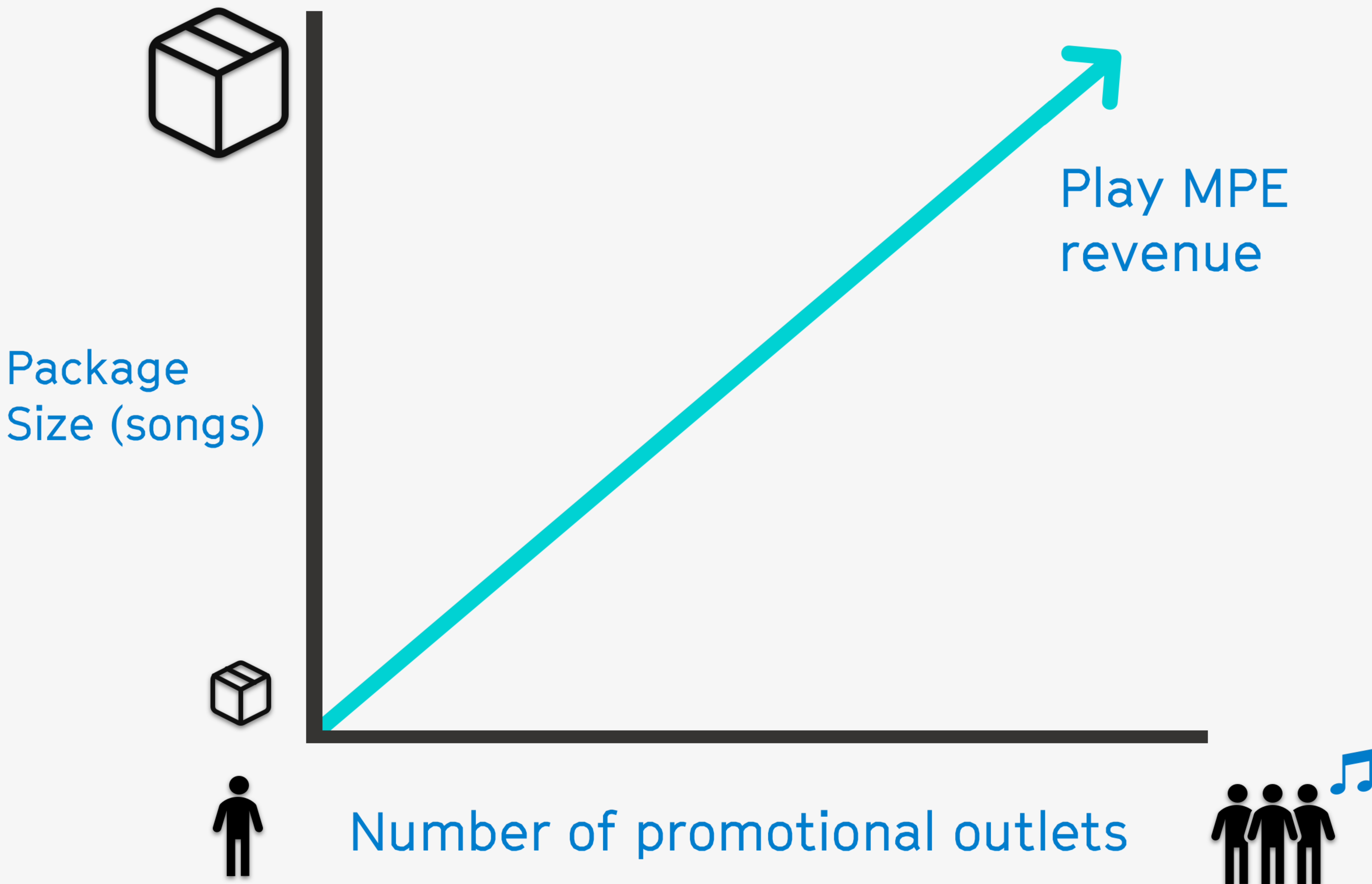
Digital Streams

**Physical Sales**

**Digital Sales**

# Play MPE Pricing Model

- Fees are charged based on the number of songs (size of the package) to the number of destinations
- Some agreements are fixed monthly fees approximating usage.

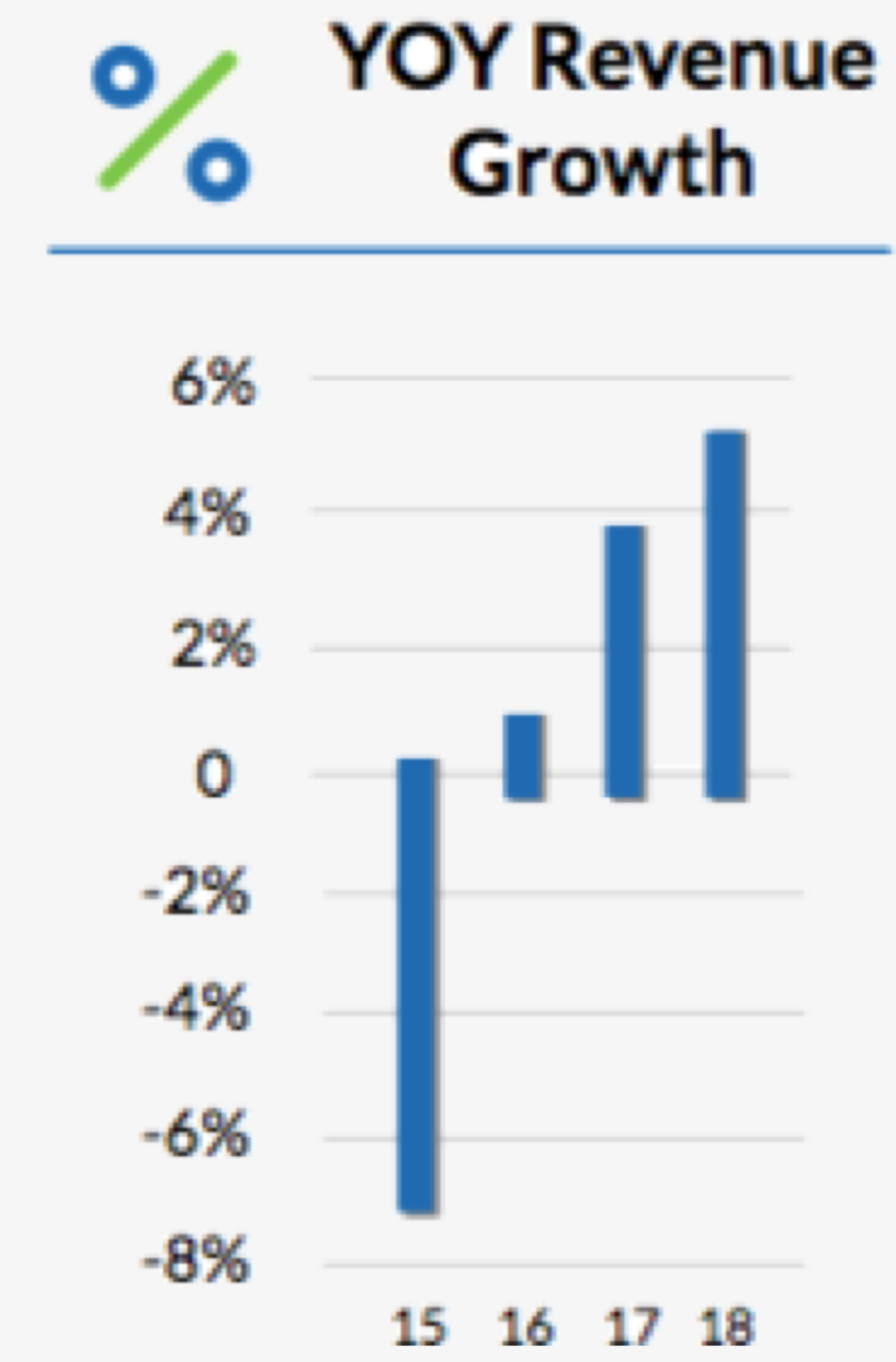
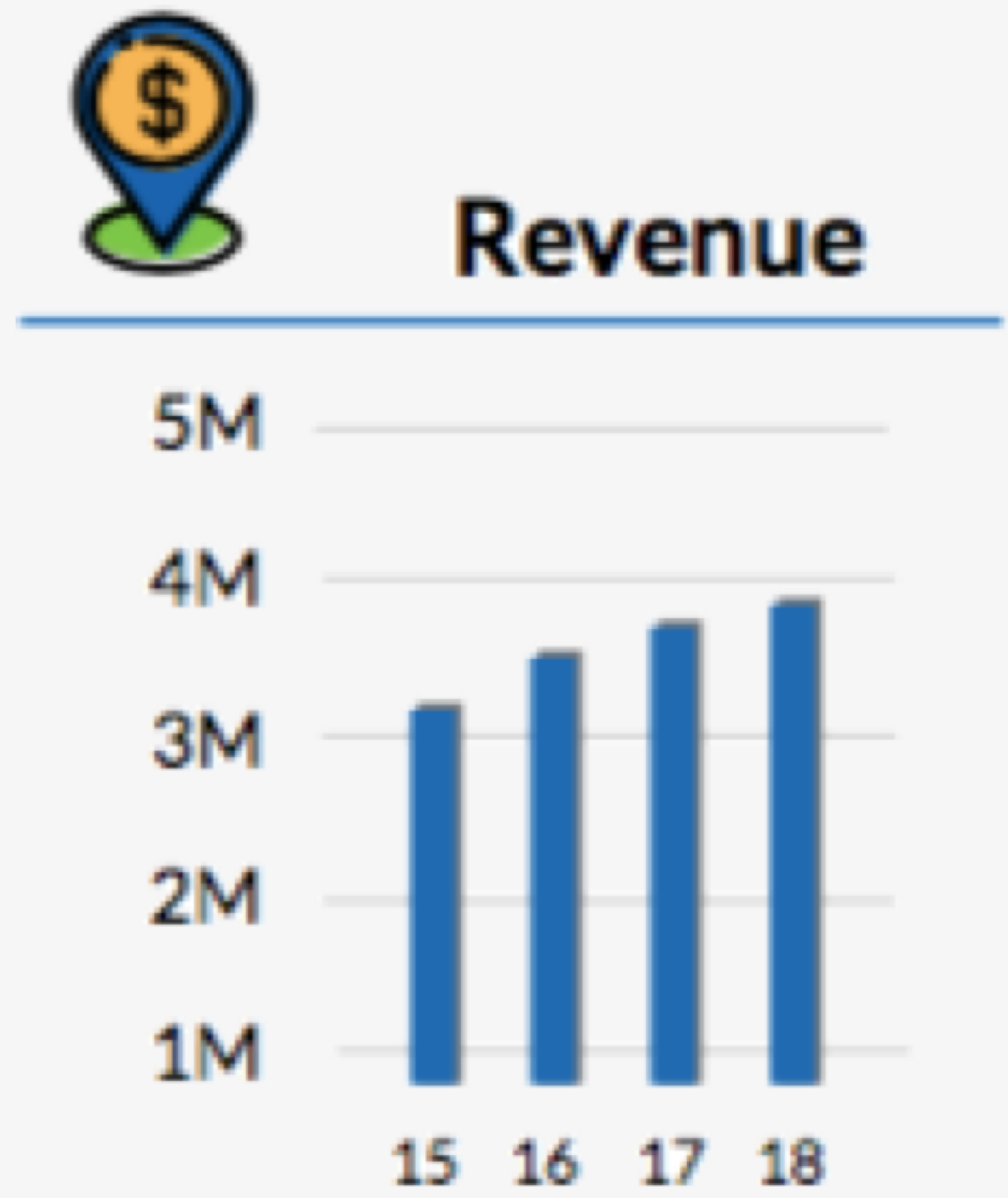
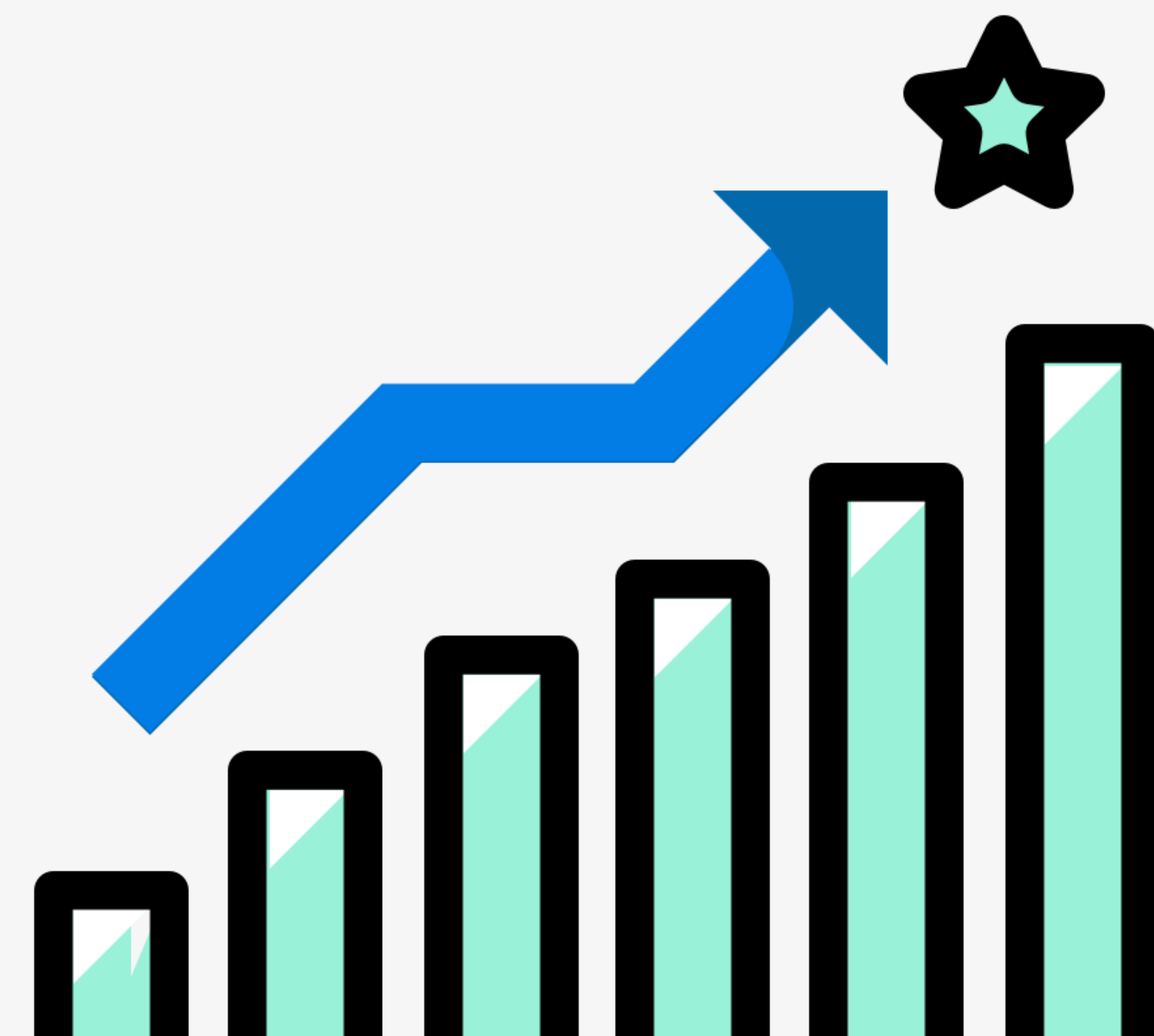




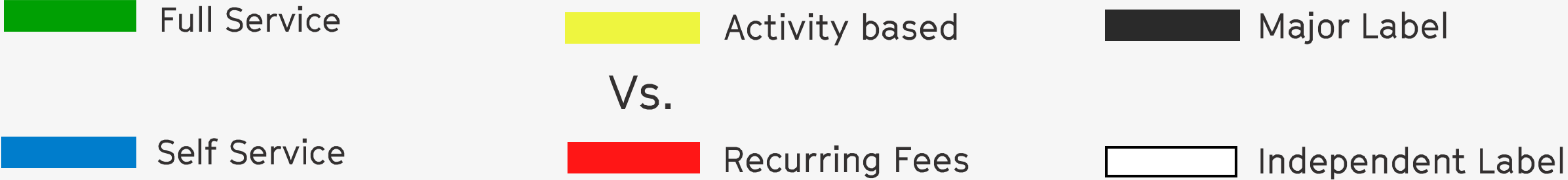
# Recent Results

- 9 quarters of revenue growth
- 7 quarters of income
- Universal renewal 14% increase in monthly fees effective January 1 / 2019

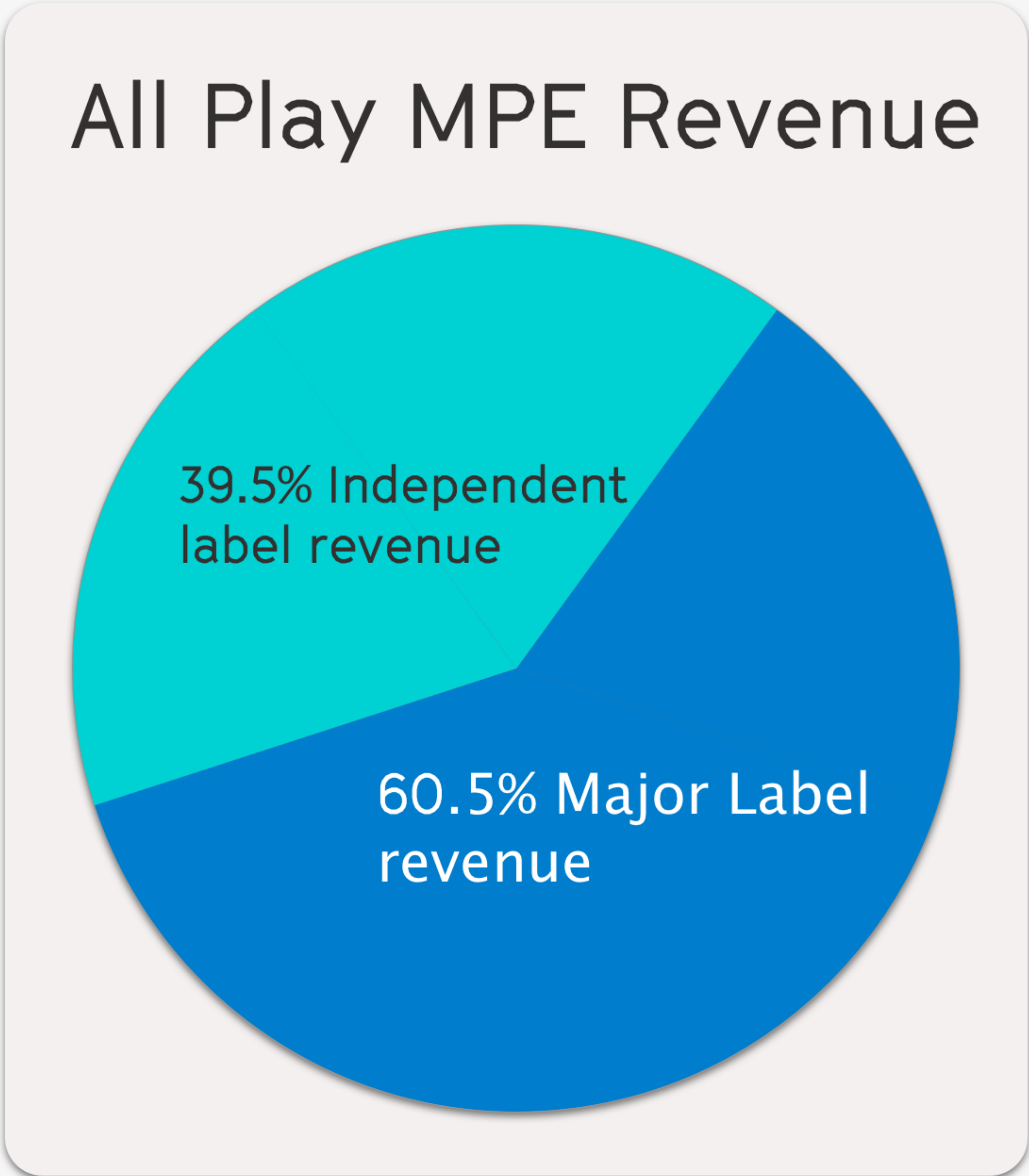
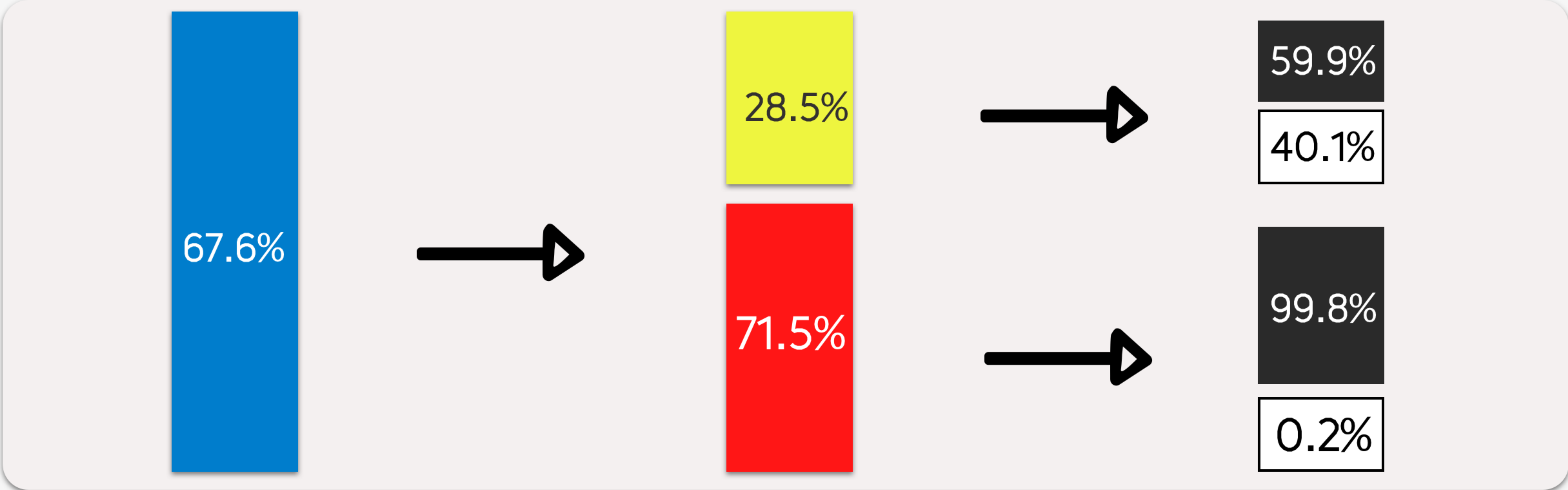
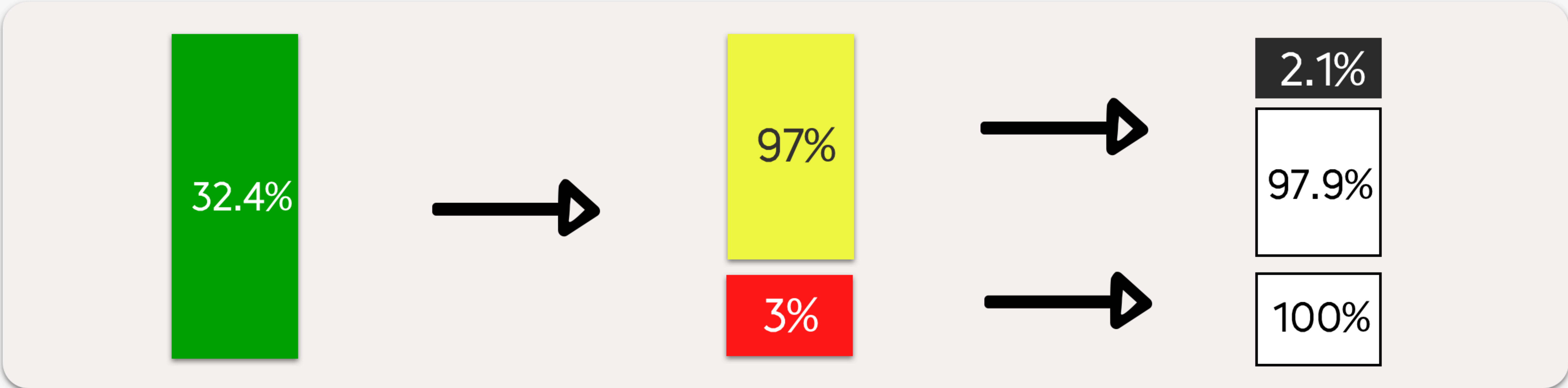
- Q1 2019 (Nov 30, 2018) 5.4% increase in non-Universal Music revenue
- New genres including Jazz, Urban, Dance and Top 40 (Dec / '18)



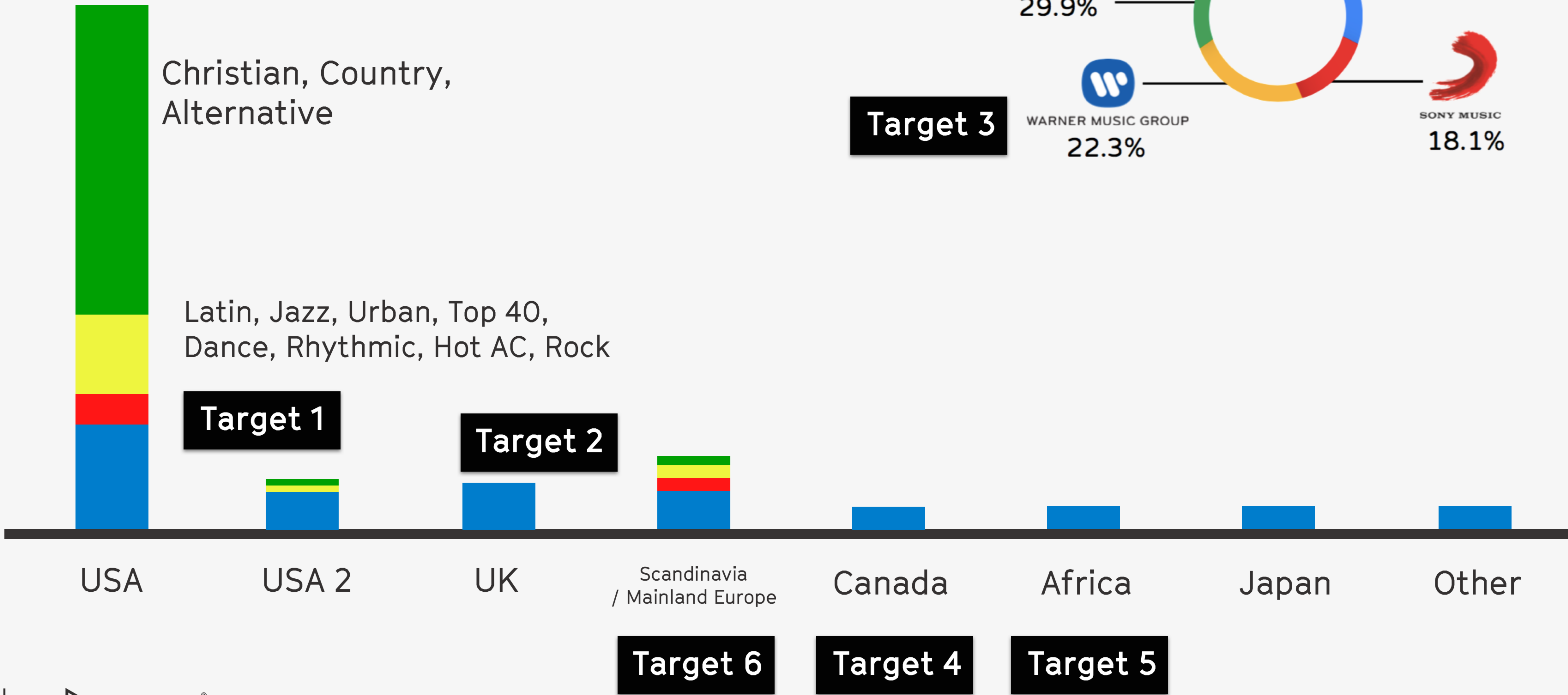
# Revenue Breakdown



Vs.



# Geographical Targets



# Current Distribution

Play MPE 31.4%

Label Lists 68.6%

Royalties

Sync Revenue

Record Label exclusives - 0.4%

Music Supervisors  
(TV/Movie/Videogames) - 1.8%

Sports Stadiums

Radio - 78%

Digital Streams - 0.1%

Digital Sales

Audience Exposure

DJs

10% - Bloggers & Vbloggers

Internet Radio

Youtube

8.9% - Media / Press

Physical Sales

# Short Term Targets: Expanding Play MPE

- Build on nascent (early 2019) major label use in **new** market segments (US Pop, Global Jazz) and repeat lasting growing independent label use
- Establish broad major label use in UK (starting with “Pluggers”)
- Worldwide agreement with Warner Music (expanding 7 countries)
- Building on new agreement with UMG and new integrations - expand into the Canadian market.
- Expand major label use in South Africa
- Leverage major label use in Scandinavia to sell to independents



# Expanding Market Share

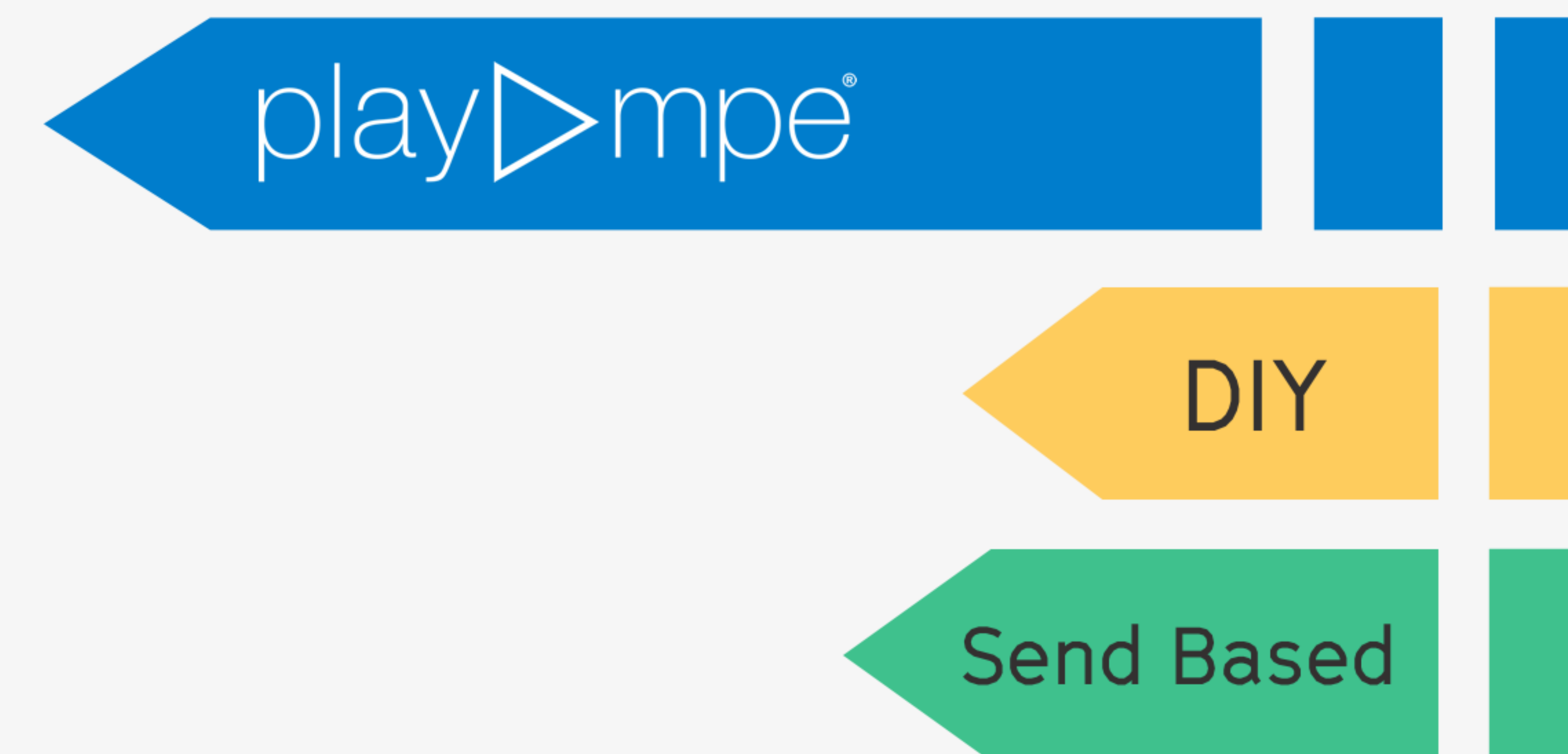
- Many small competitors isolated to discreet markets or without broad use by all Major Record Labels
- Broken down into 3 main categories - Archival (including Play MPE), send based, DIY systems.
- Play MPE most widely used



# Strengths of Play MPE

## vs DIY & Send Based

- Provision of engagement lists (recipients)
- Account based - more organized with more activity
- Analytics - reports on engagement (DIY)
- Better recipient experience (DIY)
- Full service - much easier
- Security

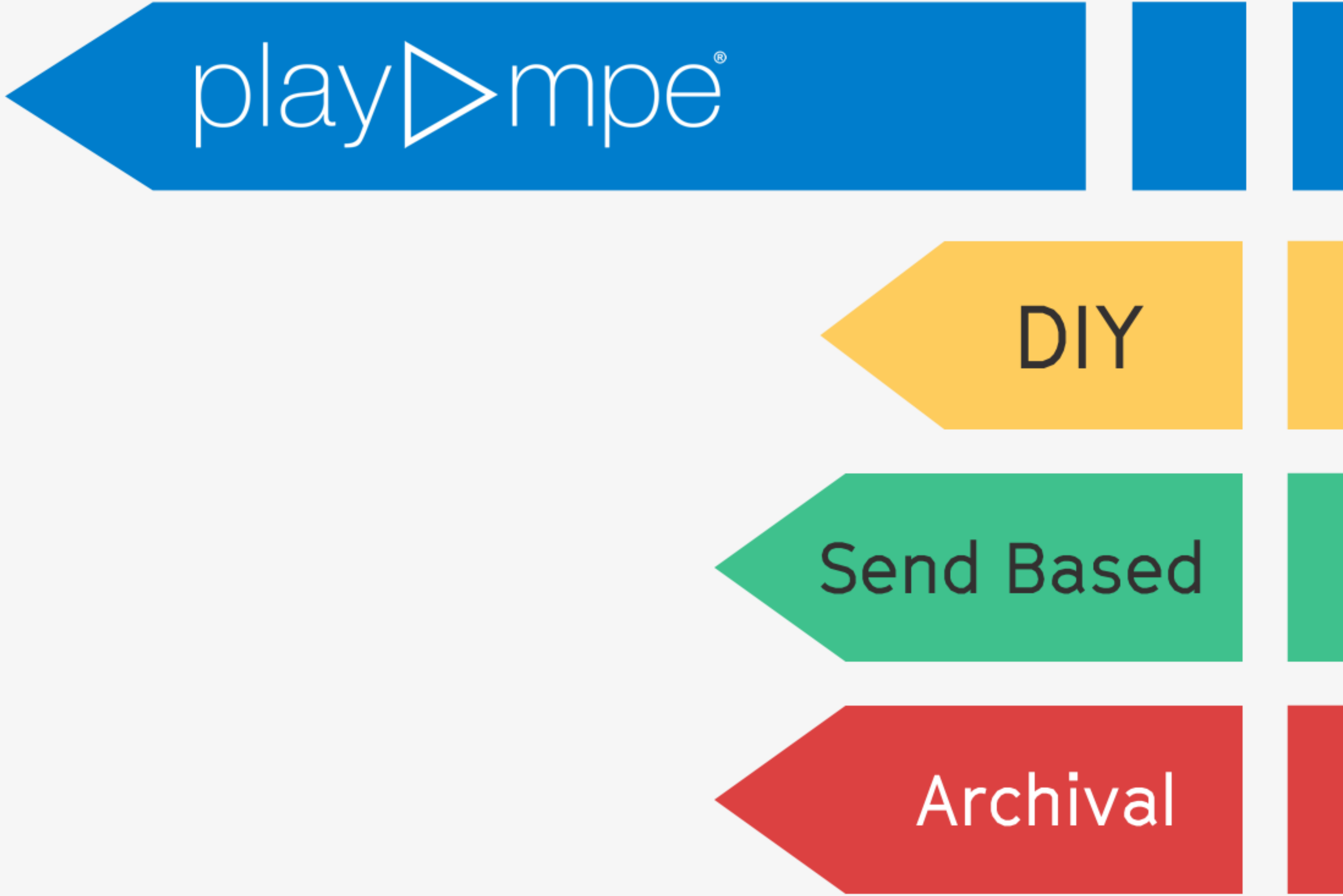


# Strengths of Play MPE

## vs Archival

- Stronger / broader acceptance
- Provision of engagement lists (recipients) vs. some
- Full service - much easier

— Better recipient experience





# Expanding Market



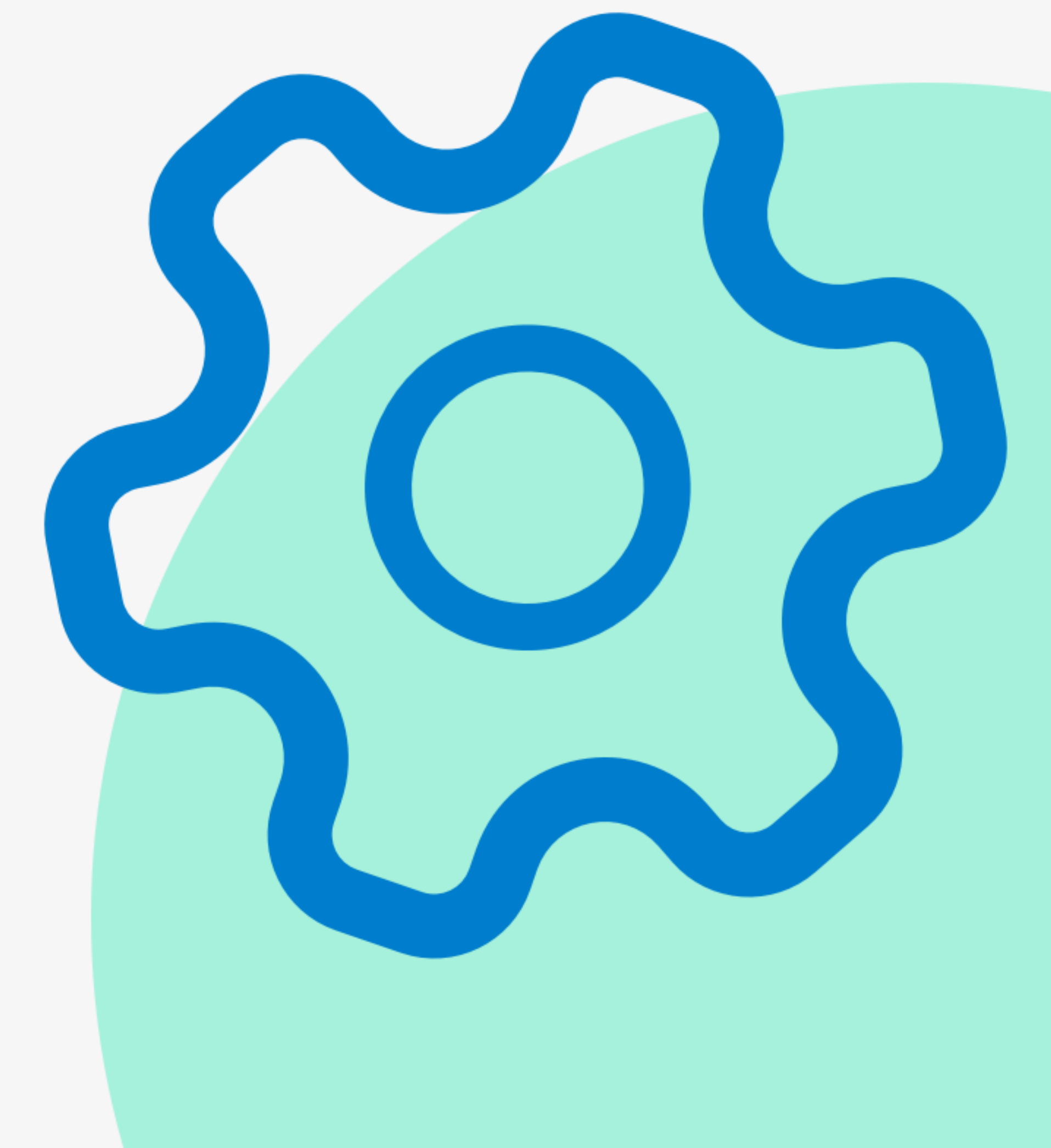
# Product Development - Identified Problems

- Promotions are inconsistent, inefficient, and lack metrics
- Revenue from end use does not sufficiently filter down to rights owners.
- Promotion for music is internally conflicted (to promote music you need to give the product away)



# Increasing Efficiencies

- Archival systems (music, photoshoots, press kits)
- Expanding delivered content (video, photoshoots, concerts, podcasts)
- Expanding promotional destinations (movie / tv / ad producers / DJs)
- Radio automation
- Recipient paid distributions (DJs and non reporting stations)
- Expanded data reporting leading to “smarter” promotions decisions (likely a SaaS based model)
- Artist landing page



# Immediate Actions

- Recruitment of product management and business development
- New product generation and evaluation processes
- Expanding client strategy sessions on regular cadence



# Investing

— OTCQB - DSNY

— TSX-V - DSY

play▷mpe<sup>®</sup>

— Contact

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