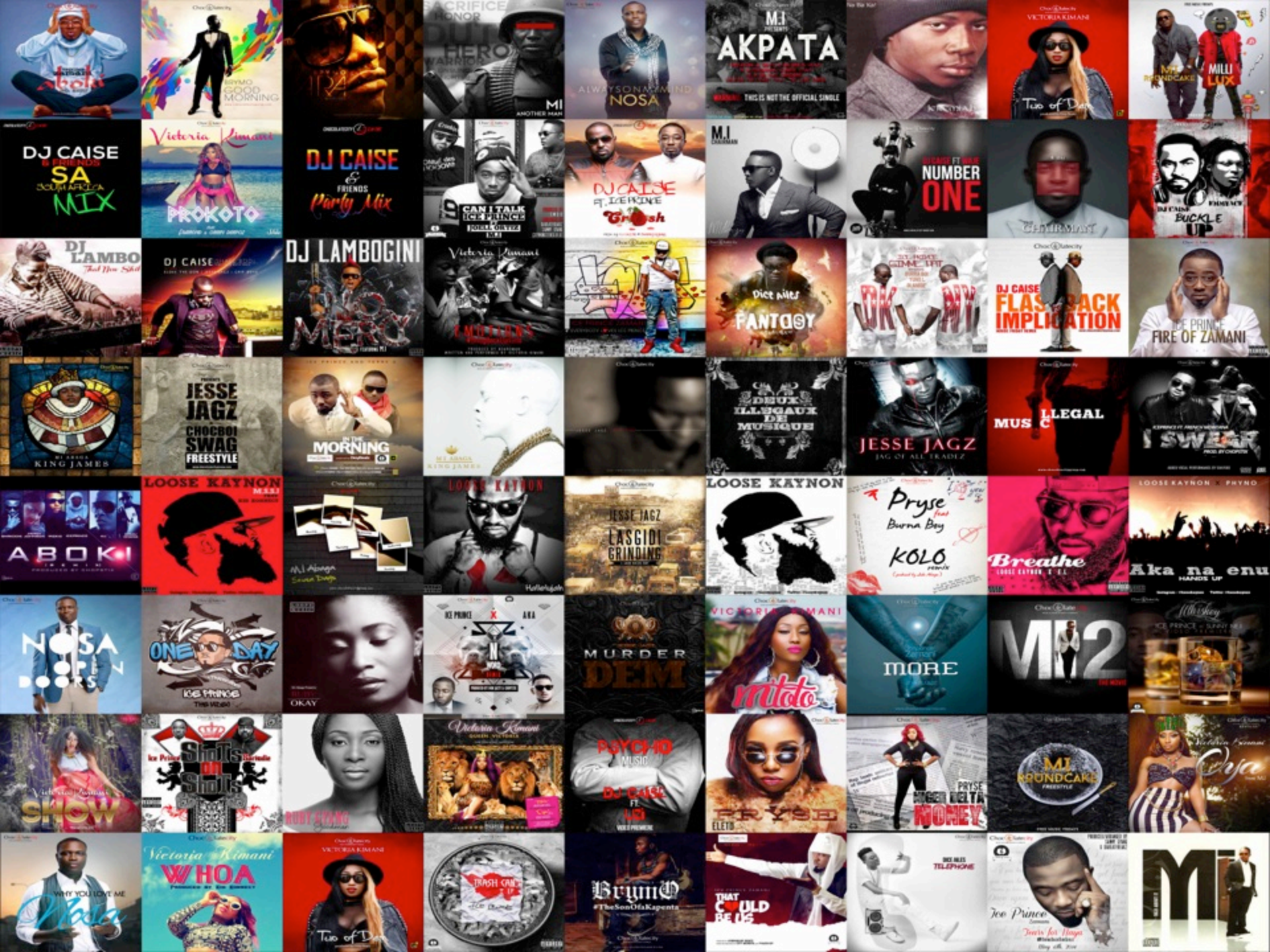


'NOT DYING SOON..'

"The Chocolate City Story"

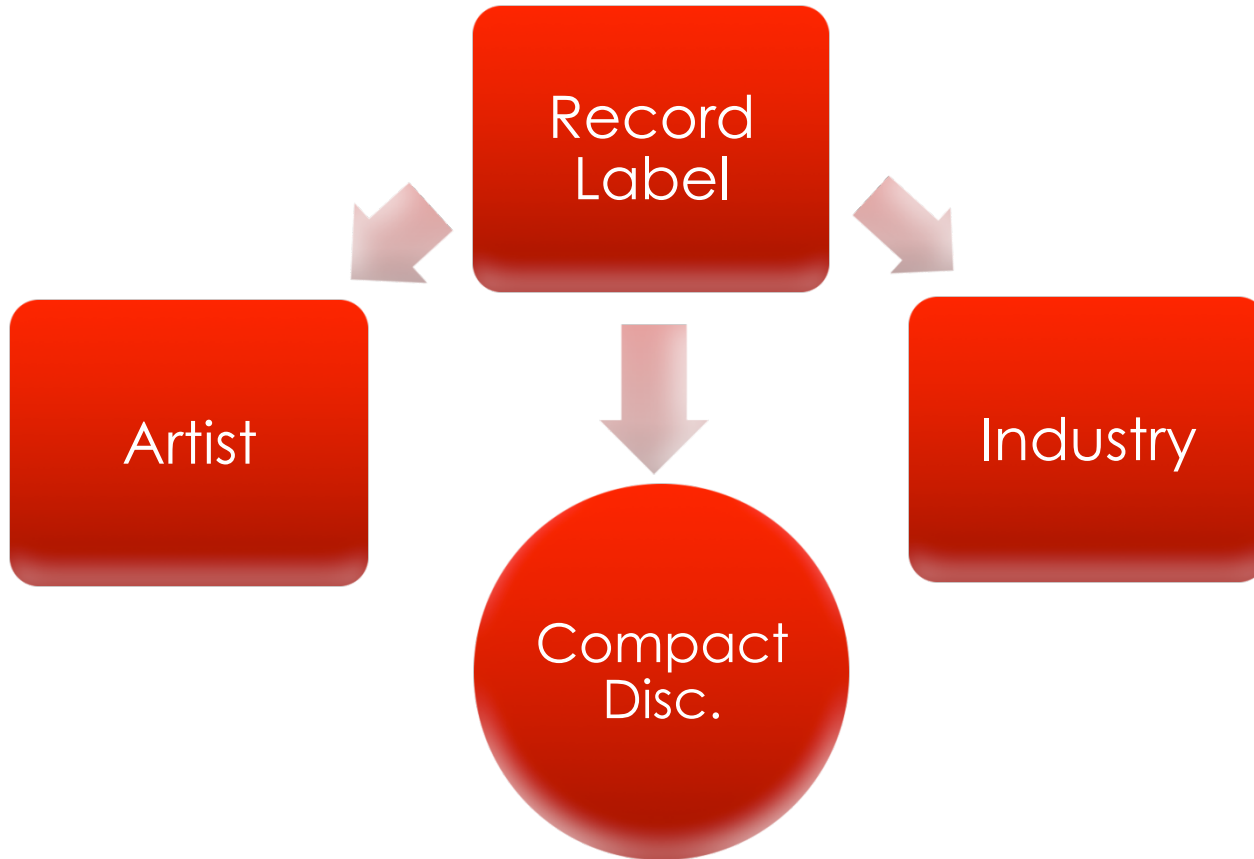




Why Even Bother?

- **"All Change is not good change"** As the influence of our music expands our Industry becomes less organized.
- Our Industry is characterized by Record Labels with short life spans despite huge investment: Yes Music, Question Mark Records, Storm Records, Trybe Records, Mo-Hits Records etc.
- Loss of Potential Income due to incomplete structure
The US generated \$4 Billion in 2012 via album sales.
- Potential collapse of our industry due to lack of structure.
The football analogy.

The Old Model

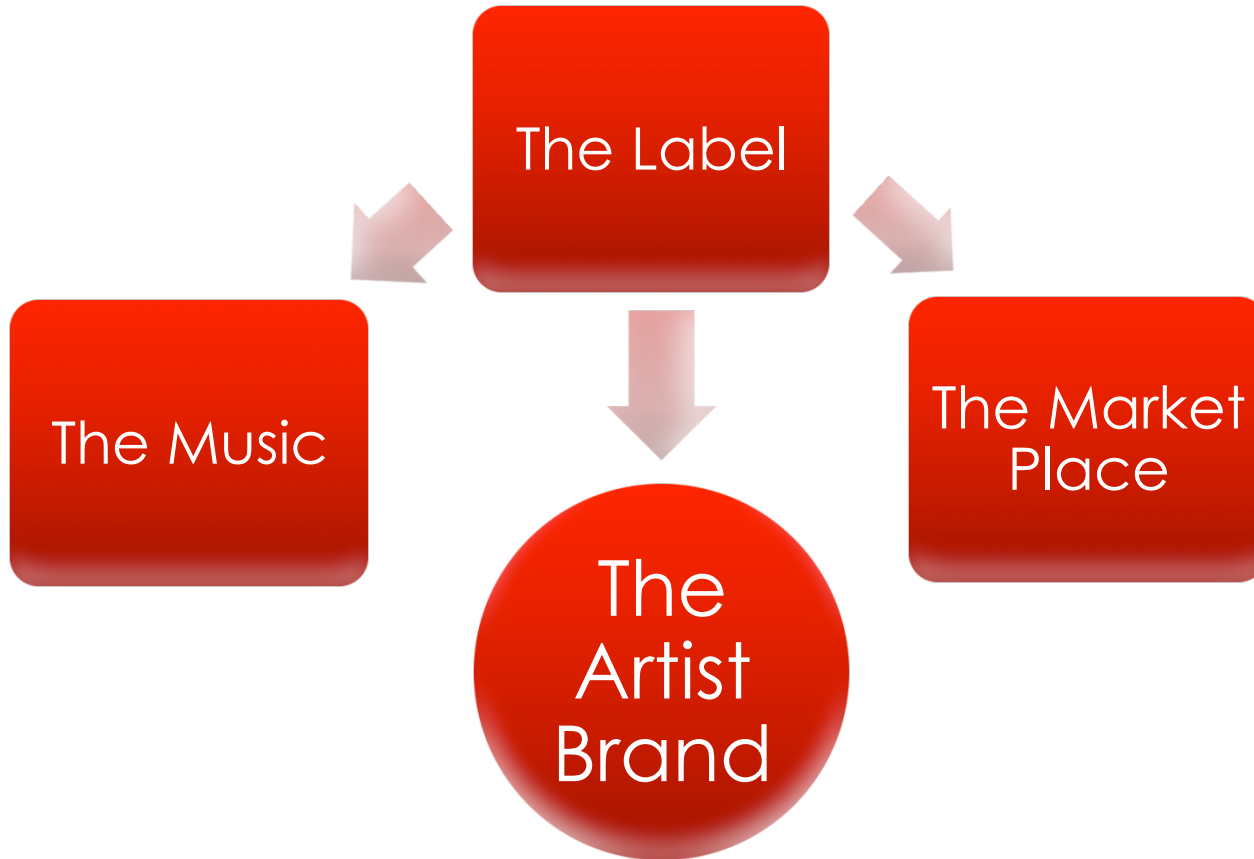




Labels struggled because...

- The Internet allows people to access music for free
- Old Revenue Streams are drying up
- New revenue streams aren't in the contract
- Record Labels aren't equipped for management

The New Model





How did we adjust...

- Our disadvantage became our head start
- The 'Safe' example. Use technology
- Invest in 360 Earn from 360 (Illegal Music)
- Metamorphosis. Become something else

The New Label



- 360 approach
- Content based Contracts
- Music and Videos are marketing. Budget accordingly
- Technology and Social Media are Pivotal
- Ride the “Africa” wave.
- Network