



Investor Presentation

June 2022

Our Vision *in 2022*



Future of Music
Licensing.



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SONGWRITERS OFTEN
STRUGGLE TO EARN A LIVING
BECAUSE OF A MASSIVE
OPPORTUNITY GAP.

MUSIC INDUSTRY

~\$1B

Annual Song
Sync Revenues

40k
per day

Songs uploaded to
DSPs* like Spotify

THE PROBLEM

Music Publishers only monetize ~6% of their owned copyrights leaving ~94% of their inventory unexploited.

~75%

Music on DSPs
earn below \$1.00

<5%

Songwriters earn over
\$200/yr from music
royalties

- Current music licensing methodology is antiquated - analog, clunky and outdated making it difficult to discover new music

- Music Industry notoriously slow to adapt and adopt new technologies

*DSP = Digital Service Provider **Source: *Music Business Worldwide*

SONGISTRY SNAPSHOT



MDIIO (*pronounced mid-ee-oh*)

- Supply-side Portfolio Platform
- For Publishers & Creators

MDIIO provides a competitive advantage for artists to thrive in today's music industry.



MDIIO platform is integrated with the hyprAUDIO platform



hyprAUDIO

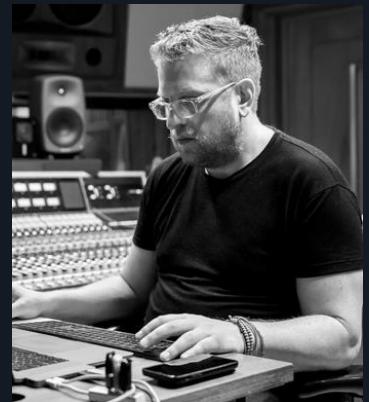
- Demand-side Search Platform
- For Buyers / Customers

Powered by ai, hyprAUDIO is the future of music licensing for everyone where music supervisors and music makers meet in one transformational music licensing platform.

INVESTMENT HIGHLIGHTS – WHY SONGISTRY?

- ✓ GLOBAL MARKETPLACE FOR ANALYZED, PRE-CLEARED AND READY TO LICENSE MUSIC POWERED BY A.I.
- ✓ USER-FRIENDLY PLATFORMS ENABLING THE MUSIC INDUSTRY TO TRANSACT SEAMLESSLY AND MORE SECURE
- ✓ ADDING VALUE BY INCREASING CATALOGUE OF LICENSABLE TRACKS FROM OVER 100,000 TO 1 MILLION IN 2023
- ✓ MARKET POTENTIAL: ~94% OF COPYWRITE SONGS ARE NOT BEING MONETIZED
- ✓ STRONG TEAM WITH SUCCESS IN THE A.I. AND MUSIC INDUSTRIES





JUSTIN GRAY

FOUNDER & CEO

Songistry's Founder and CEO, Justin Gray (www.iamjustingray.com), is on a mission to help rebuild the music middle class. Having found global success working alongside superstars such as Mariah Carey, Avril Lavigne and John Legend, the music producer/songwriter turned tech entrepreneur has reinvented how songwriters and music publishers can generate revenues from their otherwise passive copyright catalogs.

Over the years, Justin's projects have sold in excess of 40 million copies, and more than 8 billion streams world-wide.

Justin has also collaborated with major brands such as Mercedes Benz, Nissan, Nordic Track, Target, Budweiser, Disney, Netflix, Starz, FreeForm, Herbal Essences, Proctor and Gamble, ABC Television, AT&T, LG, KFC, MTV, WWE, Chevrolet, amongst others.

Mr. Gray's extensive Film and TV work includes: Toy Story 4, "Life of The Party" starring Melissa McCarthy, Lego Ninjago, Oz The Great and Powerful, Sisters, Spy, Beverly Hills Chihuahua, Legally Blondes, Hannah Montana, Beverly Hills 90210, Modern Family, Lethal Weapon, Hawaii 5-0, and America's Funniest Home Videos. Justin has recently completed composing original score as well as writing 5 new songs for the upcoming bio pic "Spinning Gold" about famed 70's record label Casablanca Records.

Mr. Gray has been a guest speaker at Canadian Music Week, SXSW, NXNE, Beijing International Music Conference, as well as lecturing master classes in Songwriting and Production at Berklee College of Music, USC Thornton School of Music, and UCLA.



Avril
Lavigne



Mariah Carey



John
Legend



Genie Award
(Equivalent to an Oscar in Canada)



Justin Gray - Founder & CEO

Mr. Gray is a Canadian born, Los Angeles based Songwriter, Record Producer, Music Executive and Tech Entrepreneur. Over the years, Justin's projects have sold in excess of 40 million copies, and more than 8 billion streams world-wide. Mr. Gray has collaborated with a diverse range of world-renowned artists, major brands, and major Films and TV shows.



Ryan Maule - VP, Strategy & Operations

Mr. Maule has been leading digital and tech partnerships for over 15 years. He has a career working with Fortune 500 companies in the telecom industry, launching brands in Canada, and leading Business Development targeting Strategic Partners for Rogers Communications, Canada's Largest Telecom Operator. Ryan founded a consulting agency for licensing in the Startup industry, founded a Music-Tech start-up called Trebba, and prior to Songistry's MDIIO, led technology innovation for SOCAN, a PRO in Canada.



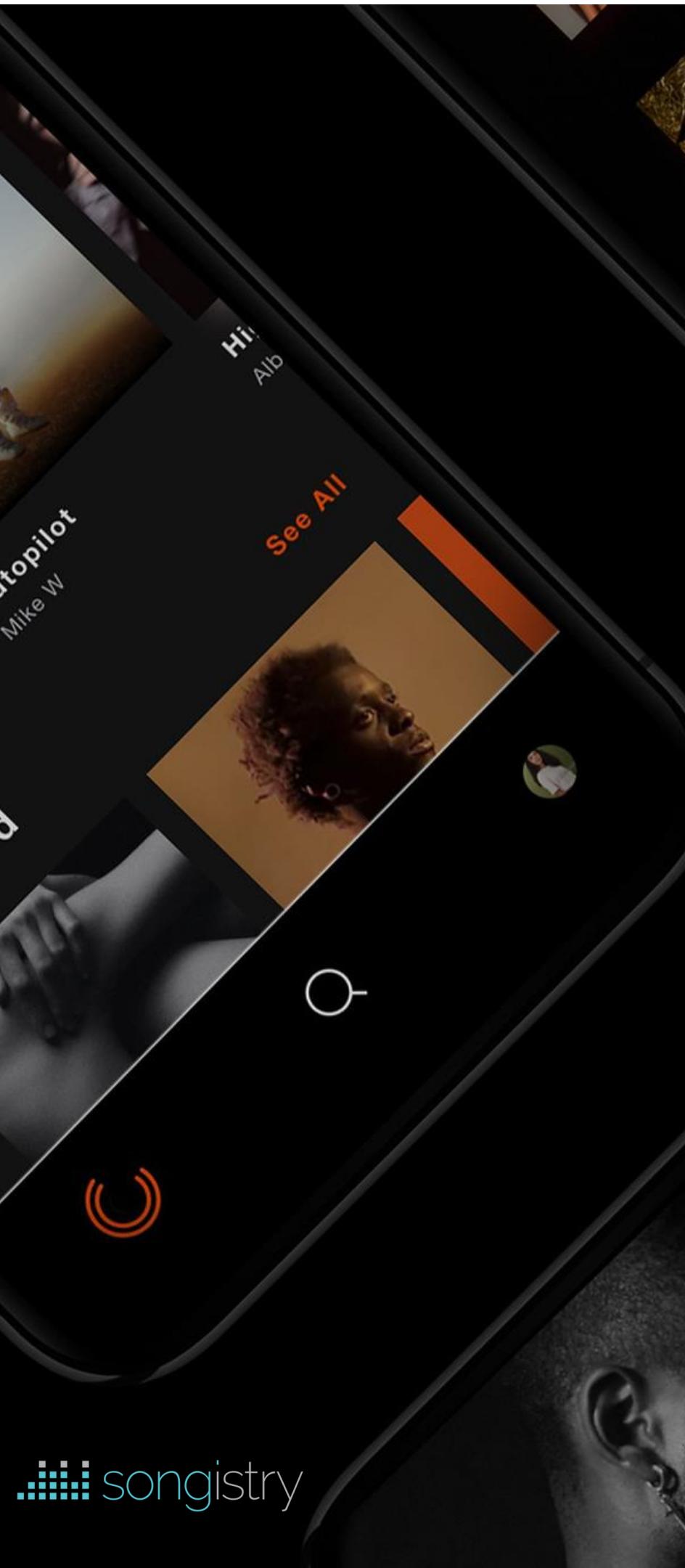
Jason Vandenberg - CFO

Mr. Vandenberg has been CFO of Songistry since February 2021 and brings over 20 years of management experience and has been involved in the substantial growth of multiple companies both organically and through the acquisition and integration of over 40 businesses. Jason was CFO of ENTREC Corporation (grew from annual revenue of \$20 million in 2010 to \$180 million in 2019) and CFO of Eveready Inc. and its predecessor companies (grew revenue from \$90 million in 2004 to over \$650 million in 2008, completed over 30 business acquisitions until it was acquired by Clean Harbors in 2009).



Bob Bryenton - CTO

Mr. Bryenton has over 35 years of IT experience. He was an early adopter of AI writing Disease Guidance Systems for the UofA hospital, the Center for Stroke Research, Integris Heart Hospital and Victoria General. When Apple introduced the iPhone, he immediately created triage apps for the Disease Guidance Systems, an NIH Stroke Scale app and a Safety Ticket Registry app for the oilfield. He has managed project portfolios for Enbridge's Major Projects division and the main 12.2m project for ATCO's corporate website and online commerce. He is an accomplished developer, certified Project Manager, and IT solutions Architect. Dabbling with the guitar and the mellophone, he is a huge fan of Mac MacAnally and been leading the development of the MDIIO platform since 2016.



songistry Advisors



Steve Kane

Director of Business Development
and Industry Affairs.
Make Music Matter
former President of Warner Music Canada



Ron Fair

CEO
Faircraft Inc.



Chris Torto

CEO of Ascenty
CEO of Vivax



Chris Taylor

President & CEO
MNRK Music Group



David Vankka

Partner, Managing Director & Portfolio
Manager at ICM Asset Management Inc.



Sara Qazi

Senior Vice President
Q&M Sports & Entertainment WM Group
of Raymond James



Bonnie McKee

American Songwriter
and Singer



Cory Hunt

Co-Founder
P&C Ventures



Store everything associated with your songs, including your tracks, metadata, collaborators, lyrics, playlists, pitches, network, splits and even licenses.

- Opportunities to **MONETIZE** directly through MDIIO "Projects"
- **BUILD COMMUNITY** through MDIIO "Network"
- Community **ENGAGEMENT** via MDIIO|U and MDXO event series

The screenshot displays the MDIIO platform's main dashboard. At the top, there's a navigation bar with links for Tracks, AI, Pitches, Licenses, Projects, Network, and Help, along with user account and notification icons. Below the navigation is a dark banner featuring a portrait of a man and the text "Music + Science in Perfect Harmony" followed by a subtext about AI analysis and machine learning. To the right of the banner are statistics: 891 Tracks, 277 Collaborators, 49 Cuts & Syncs, 262 Pitches, 4.91 Track Rating, and 622 Reach. A prominent blue "INVITE" button is located in the top right corner. The main content area includes a search bar labeled "TRACKS" with a placeholder "Search for Artist, Lyrics or Title" and an "Advanced Search" link. Below the search bar is a table header with columns for "Title", "Date", "Popularity", "Rating", and "Tracks [10]". Underneath the table, two notifications are listed: one from "Justin Gray" about a track named "BATTERY rough 4b" and another from "Justin Gray" about a song titled "All The Way - 7.8.20". Each notification includes a small thumbnail image of Justin Gray and standard interaction icons (eye, thumbs up, etc.).





SUPPLY-SIDE PLATFORM

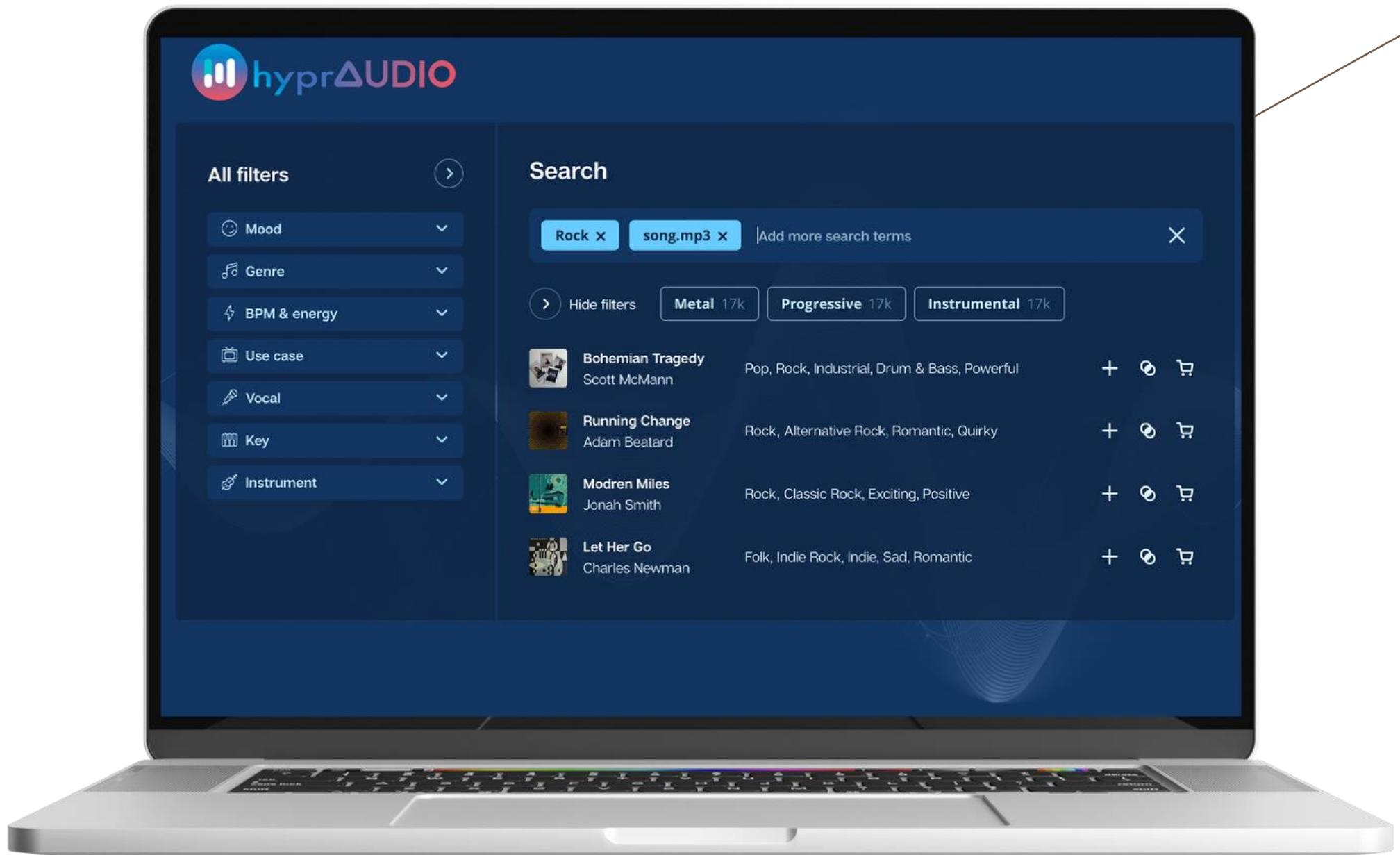
Where artists build and securely store their music portfolios

GROWTH STRATEGY

- Brand Ambassadors
- Partnerships
- Industry & Event Marketing
- Music Publishing
- M & A

CURRENT PARTNERSHIPS

- SOCAN
- MUSICNL
- SLAM ACADEMY
- SPIRIT PRODUCTION MUSIC
- PURE NOISE
- ONE HIT AWAY MUSIC
- BERKLEE COLLEGE OF MUSIC ALUMNI
- WOMEN CRUSH MUSIC (VISIBILITY TO 100K+ NEW MEMBERS AND UPWARDS of a million licensable songs)



Where those **looking to be discovered** are matched with those **looking to discover**.

- **Global marketplace** for analyzed, pre-cleared and ready to licence music powered by A.I.
- **Better, faster and cheaper** process, redefining the current outdated workflows.
- The most **comprehensive music search** platform...period



DEMAND—SIDE PLATFORM

GROWTH STRATEGY

- Engage with Music Supervisors
- Blanket Licensing Agreements
- Key Music Industry Sponsorships

TARGET AUDIENCE

- BROADCASTERS
- ADVERTISING AGENCIES
- SOCIAL MEDIA
- PLATFORMS
- PRODUCTION COMPANIES/HOUSES
- TRAILER HOUSES
- FILM PRODUCTION

VALUE CREATION

Catalogue and Search growth will allow Songistry to monetize 6% of its Catalogue in 2024 on an Annual basis.



For every 100 songs on hyprAUDIO, Songistry expects 6 licensed songs

- Each licensed song is expected to generate an average of US\$1,000 in value (20% Songistry, 80% Client)
- For every 100 songs, Songistry receives ~US\$6,000 gross revenue
- For each song, Songistry expects to receive ~US\$12 in residual value

Opportunity for Exponential Growth



hyprAUDIO CASE STUDY



Show on Fox Business: "Billion Dollar Idea"

Produced by Warm Springs
Music provided by hyprAUDIO.com

Season 1

- 1200 Songs submitted by MDIO members
- Over 400 pieces of music chosen representing over 50 members

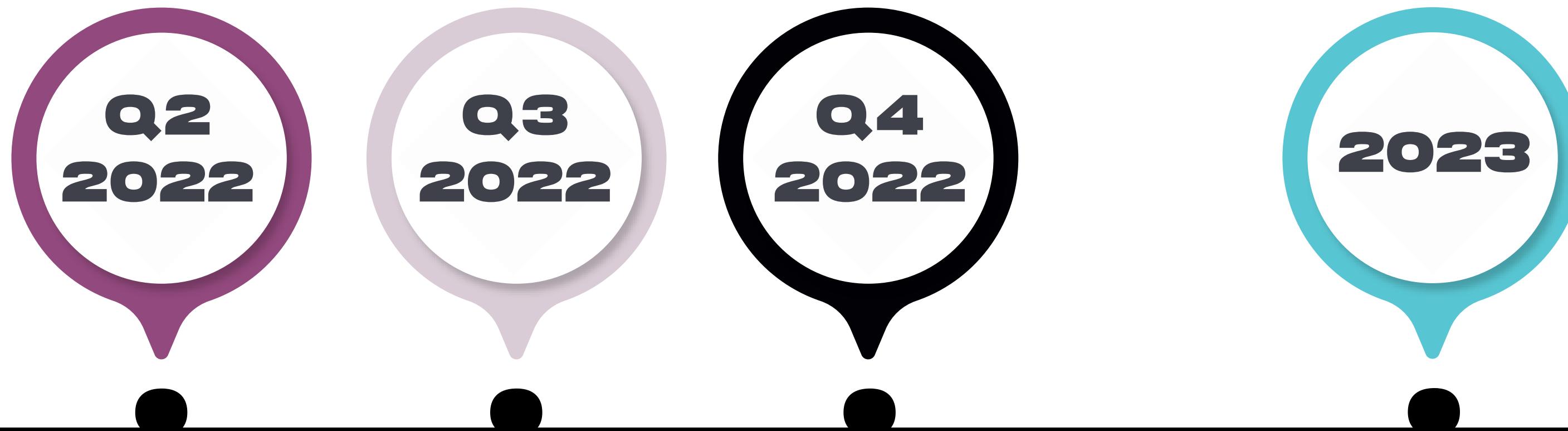
Total Revenue: US\$10,000

Growth Opportunity

- Warm Springs produces 30-40 shows per year with music budgets between \$20k-\$25k
- Potential music partnership with Warm Springs
Project Revenue: ~US\$600,000

2022–2023 ROADMAP

- Enterprise **catalogue onboarding** is Songistry's priority for 2022 to fuel hyprAUDIO.
- Currently building relationships with Music Creatives, leveraging Songistry's catalogue & filling licenses.



- | | | | |
|-----------------------|---|---|--|
| ✓ hyprAUDIO Launch | <input type="checkbox"/> 300k+ Catalogue | <input type="checkbox"/> 400k+ Catalogue | <input type="checkbox"/> +1 million Catalogue |
| ✓ 100k+ Catalogue | <input type="checkbox"/> 2 Enterprise Clients | <input type="checkbox"/> 7 Enterprise Clients | <input type="checkbox"/> 12 Enterprise Clients |
| ✓ 1 Enterprise Client | <input type="checkbox"/> 1,000+ Licenses Filled | <input type="checkbox"/> 1,500+ Licenses Filled | <input type="checkbox"/> 15,000+ Licenses Filled |

The above is based on calendar quarters
Based on Management Estimates. See disclaimer.

CORPORATE STRUCTURE



CURRENTLY PRIVATE

Current Valuation	\$26 million (@ \$0.54/share)
Capital Raised to Date	>\$12,000,000 recent raises completed at \$0.54 <i>(pre-launch of hyprAUDIO)</i>
Shares Outstanding	47,717,439*
# of Shareholders	82
Insider Ownership	37% <i>(CEO, Justin Gray = 29%)</i>

*As of June 3, 2022 and assumes all preferred shares and convertible debentures are converted into common shares





Within 3-5 Years

- 23% Market Share
- Methodically building the defacto one-stop music licensing platform in the world by combining bleeding edge Ai, and high quality music in conjunction and a simple to use platform.

Within 5 Years

- Represent the licensing rights to more than 2 million songs globally compared to "competitors" like Extreme Music (~\$80m in annual revenue for 30k owned copyrights) and Epidemic Sound (\$1.6b valuation from 40k owned copyrights).
- Through M&A, and direct signings, Songistry will literally transform music licensing bringing it into the 21st century.

CONTACT US



The Future of Music Licensing

2022 MDIIO | www.wearemdiio.com

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