

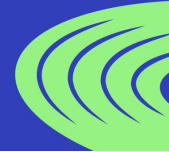


We Are Disruptors

Spindle: The 360 Platform for Independent Artists

Our mission is to disrupt the music industry by keeping it simple. An easy accessible, straight-forward approach, helping artists be artists and bring the focus back to quality music creation.

The music industry has changed over the years and in turn has given artists the opportunity to thrive independently. Spindle is here to help the independent artists do what they do best; disrupt the business. The easy-to-use platform provides artists with a 360 option to campaign their own releases from hands -on artwork development to marketing advisory with an industry professional and more. There are multiple Tier options and price points for an artist to pick what best suits their release needs. Start to finish Spindle is here to support the independents and be the label they choose it to be. Are you a disruptor? Welcome to Spindle.



Spindle is a Unique 360 Platform.

What does that mean? The artists keep full rights to their masters and are not withheld by contract once signed up with Spindle. Should an artist be approached by a Major and/or Independent Label they are able to sign freely and keep the copyright associated with any and all assets developed using the Spindle platform. Record labels aside, the independent artists are growing vastly and are projected to hold a higher space in the industry in future years; Spindle is here to help support this growth.

“ The independent share was up from 41.3% in 2018, and in 2020, independent revenue (on an ‘ownership’ basis) grew by 12% compared to a total recorded music market growth of 12%.”

— MIDiA Research

Source: MIDiA Research Independent Label Model 09/21 / Mark Mulligan 12/21

The Spindle Process

1. Choose a Subscription Model

Review and Sign up for a Tier (1-4) option

2. Create a Profile

Build a personal profile on the platform

5. Upload or Request Assets

Provide Assets/Contact the Spindle team through the easy-to-use platform

4. Select a Release Date

Check the Spindle Requirements/FAQs page on timeframes

3. Album or Single?

Specify what the campaign is for: Album release or Single release

6. Spindle Distribution

Once all assets are finalized, the release date will be confirmed and uploaded for distribution.

7. DISRUPT : Album/Single Released

The product has been sent out; View analytics on the platform post release

Spindle Plans (Month / Year)

Depending on what the artists needs are the user has 4 different Tiers to choose from, and additionally, the option of a Month or Year subscription.

Tier 1

\$9.95/Month
\$99.95/Year

- 1 Album/Single Cover Option
- Promotional Materials
- Music Distribution
- Post Release Analytics
- Platform Support/Account Manager Contact

Tier 2

\$24.95/Month
\$249.95/Year

- 4 Album/Single Cover Options
- Promotional Materials
- Spotify Canvas
- 1 Month Release Campaign Guide
- Music Distribution
- Post Release Analytics
- Platform Support/Account Manager Contact

Tier 3

\$49.95/Month
\$499.95/Year

- 4 Album/Single Cover Option
- Promotional Materials
- Spotify Canvas
- 2 Month Release Campaign Guide
- 1 Hour Marketing Session (with Industry Professional)
- Social Media Template(s)
- Music Distribution
- Post Release Analytics
- Platform Support/Account Manager Contact

Tier 4

\$99.95/Month
\$995.95/Year

- 4 Album/Single Cover Options
- Promotional Materials
- Spotify Canvas
- 3 Month Release Campaign Guide (Standard)
- 1 Hour Marketing Session (with Industry Professional)
- Marketing Analysis/ Strategy Planning
- 1 Hour Management Session (with Industry Professional)
- Social Media Template(s)
- Music Distribution
- Post Release Analytics
- Platform Support/Account Manager Contact

Feature List

Music Distribution

Upload to the platform and Spindle will handle the rest

Analytics

Review analytics post release on the go!

Asset Creation

Album/Single cover (s), Social Media posts, Spotify Canvas and more

Marketing Support

Opportunity to receive 1 on 1 marketing advice from industry professional(s)

Release Scheduling

Artists pick the date for approval

Management Support

Opportunity to receive 1 on 1 management advice from industry professional(s)

Platform Support

Contact to a Spindle Account Manager

Competition

Symphonics

Strengths

- Internal Distribution through Partnerships
- Recent Large Investors
- Presence in the market

Weaknesses

- Poor UI/UX design (Non-User Friendly)
- Percentage of Royalties kept (Non-Artist Friendly)
- Expensive additions

TooLost

Strengths

- Large client base
- Strong UI/UX Design
- Strong External Partnerships

Weaknesses

- Reviews that report TooLost (Non-User Friendly)
- Failing to pay out artists (Non-Artist Friendly)
- New to the market

Spindle: How We Disrupt

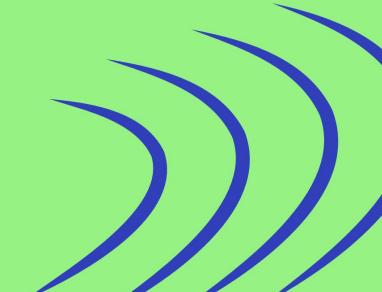
Distribution can be complicated, tedious, time consuming and costly; We offer hands-off distribution, release schedule management, and marketing support so artists can spend time on what really matters: **the music**.

- A strong UI/UX Design means the process is easy and relatively hands off for artists; this is a high key focus for the team behind Spindle.
- Artists will remain in full ownership of their masters and copyrighted material. If the user decides to cancel their Subscription all rights will be kept to the sole-proprietor (The Artist)
- Through internal connections from the Spindle team we are able to continually foster relationships with Spindle's distribution model. Allowing artists to release their music more effectively and efficiently.
- Tier 4 gives an incredible opportunity that's not provided with other competing services which is 1on1 marketing that includes strategy support and high quality marketing assets. They will also receive 1on1 management consulting that includes the do's and don'ts of the music industry.



Our Vision

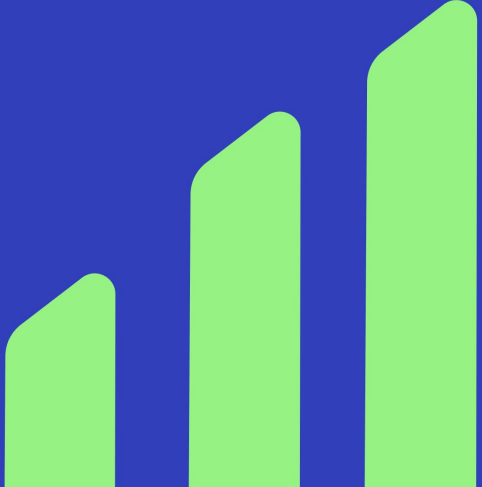
Spindle is here to create a space for artists who are looking for support beyond their knowledge. The platform is here to provide resources and guidance to its user without contractual commitment or obligation; allowing artists to easily navigate their careers independently. Universal and unlimited are best ways to describe the user base that can sign up for any of the listed Tier's whether you are a casual artist or income reliant on your music, Spindle is here to help.



Price Breakdown

The current market for artists releasing music is roughly 8 million artists according to Spotify¹, 29% of that market is made up of independent artists. The following figures shows us targeting a 1% market capture all the way to a 5% market capture².

1. SPOTIFY (loudandclear.byspotify.com)
2. MIDIA (midiaresearch.com)



SPINDLE REVENUE 1% MARKET CAPTURE

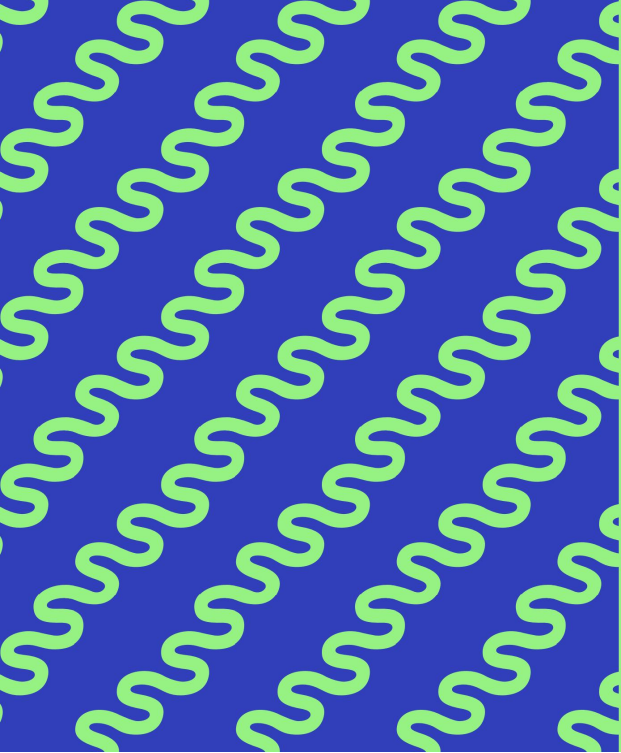
2023						WITH RETENTION RATE (28%)			
GROSS SALES	Q1	Q2	Q3	Q4	TOTAL PROFITS (BEFORE RETENTION)	2023	2024	2025	2026
TIER 1 (90%)									
ESTIMATED USERS	1044	2088	7308	10,440	20,880	5,846.4	6957.22	8,487.8	10,864.39
ESTIMATED PROFITS	104,347.8	208,695.6	730,434.6	1,043,478	2,086,956	584,347.68	695,374.14	848,355.61	1,085,895.78
TIER 2 (8%)									
ESTIMATED USERS	92.8	185.6	649.6	928	1,856	519.68	618.42	754.47	965.72
ESTIMATED PROFITS	23,195.36	46,390.72	162,367.52	231,953.6	463,907.2	129,894.02	154,574.08	188,579.78	241,381.71
TIER 3 (1.5%)									
ESTIMATED USERS	17.4	34.8	121.8	174	348	97.44	115.95	141.46	181.07
ESTIMATED PROFITS	8,699.13	17,398.26	60,893.91	86,991.3	173,982.6	48,715.13	57,969.2	70,722.93	90,525.95
TIER 4 (0.5%)									
ESTIMATED USERS	5.8	11.6	40.6	58	116	32.48	38.65	47.15	60.36
ESTIMATED PROFITS	5,776.51	11,553.02	40,435.57	57,765.1	115,530.2	32,348.46	38,493.47	46,959.04	60,115.54
TOTAL USERS	1160	2320	8120	11,600	23,200	6,496	7,730.24	9,430.88	12,071.54
QUARTERLY PROFITS	142,018.8	284,037.6	994,131.6	1,420,188	2,840,376	795,305.29	946,410.89	1,154,617.36	1,477,918.98

SPINDLE REVENUE 2% MARKET CAPTURE

2023						WITH RETENTION RATE (28%)			
GROSS SALES	Q1	Q2	Q3	Q4	TOTAL PROFITS (BEFORE RETENTION)	2023	2024	2025	2026
TIER 1 (90%)									
ESTIMATED USERS	2,088	4,176	14,616	20,880	41,760	11,692.80	13,914.43	16,975.60	21,728.78
ESTIMATED PROFITS	208,695.6	417,391.2	1,460,869.2	2,086,956	4,173,912	1,168,695.36	1,390,747.27	1,696,711.22	2,171,791.56
TIER 2 (8%)									
ESTIMATED USERS	185.6	371.2	1,299.2	1,856	3,712	1,039.36	1,236.84	1,508.94	1,931.45
ESTIMATED PROFITS	46,390.72	92,781.44	324,735.04	463,907.2	927,814.4	259,788.03	309,148.15	377,159.55	482,765.92
TIER 3 (1.5%)									
ESTIMATED USERS	34.8	69.6	243.6	348	696	194.88	231.91	282.93	362.14
ESTIMATED PROFITS	17,398.26	34,796.52	121,787.82	173,982.6	347,965.2	97,430.25	115,943.40	141,450.85	181,051.89
TIER 4 (0.5%)									
ESTIMATED USERS	11.6	23.2	81.2	116	232	64.96	77.30	94.31	120.71
ESTIMATED PROFITS	11,553.02	23,106.04	80,871.14	115,530.2	231,060.4	64,696.91	76,986.93	93,928.04	120,221.12
TOTAL USERS	2,320	4,640	16,240	23,200	46,400	12,992	15,460.48	18,861.78	24,143.08
QUARTERLY PROFITS	284,037.6	568,075.2	1,988,263.2	2,840,376	5,680,752	1,590,610.55	1,892,825.75	2,309,249.66	2,955,830.49

SPINDLE REVENUE 5% MARKET CAPTURE

2023						WITH RETENTION RATE (28%)			
GROSS SALES	Q1	Q2	Q3	Q4	TOTAL PROFITS (BEFORE RETENTION)	2023	2024	2025	2026
TIER 1 (90%)									
ESTIMATED USERS	5,220	10,440	36,540	52,200	104,400	29,232	34,786.08	42,438.82	54,321.94
ESTIMATED PROFITS	521,739	1,043,478	3,652,173	5,217,390	10,434,780	2,921,738.4	3,476,868.69	4,241,760.05	5,429,477.9
TIER 2 (8%)									
ESTIMATED USERS	464	928	3,248	4,640	9,280	2,598.4	3,092.01	3,772.34	4,828.60
ESTIMATED PROFITS	115,976.8	231,953.6	811,837.6	1,159,768	2,319,536	649,470.08	772,847.89	942,896.38	1,206,908.57
TIER 3 (1.5%)									
ESTIMATED USERS	87	174	609	870	1,740	487.2	579.77	707.31	905.36
ESTIMATED PROFITS	43,495.65	86,991.3	304,469.55	434,956.5	869,913	243,575.64	289,856.01	353,619.63	452,634.73
TIER 4 (0.5%)									
ESTIMATED USERS	29	58	203	290	580	162.4	193.26	235.77	301.79
ESTIMATED PROFITS	14,498.55	28,997.1	101,489.85	144,985.5	289,971	81,191.88	192,477.29	234,815.13	300,567.75
TOTAL USERS	6,800	11,600	40,600	58,000	116,000	32,480	38,651.20	47,154.24	60,357.69
QUARTERLY PROFITS	695,710	1,391,420	4,869,970	6,957,100	13,914,200	3,895,976	4,732,049.88	5,773,091.19	7,389,588.95



info@spindlerecords.com

#1720 650 W Georgia St.
Vancouver BC, Canada
V6B 4N7



We Are Disruptors.