



OPULOUS

Built for creators, driven by investors.

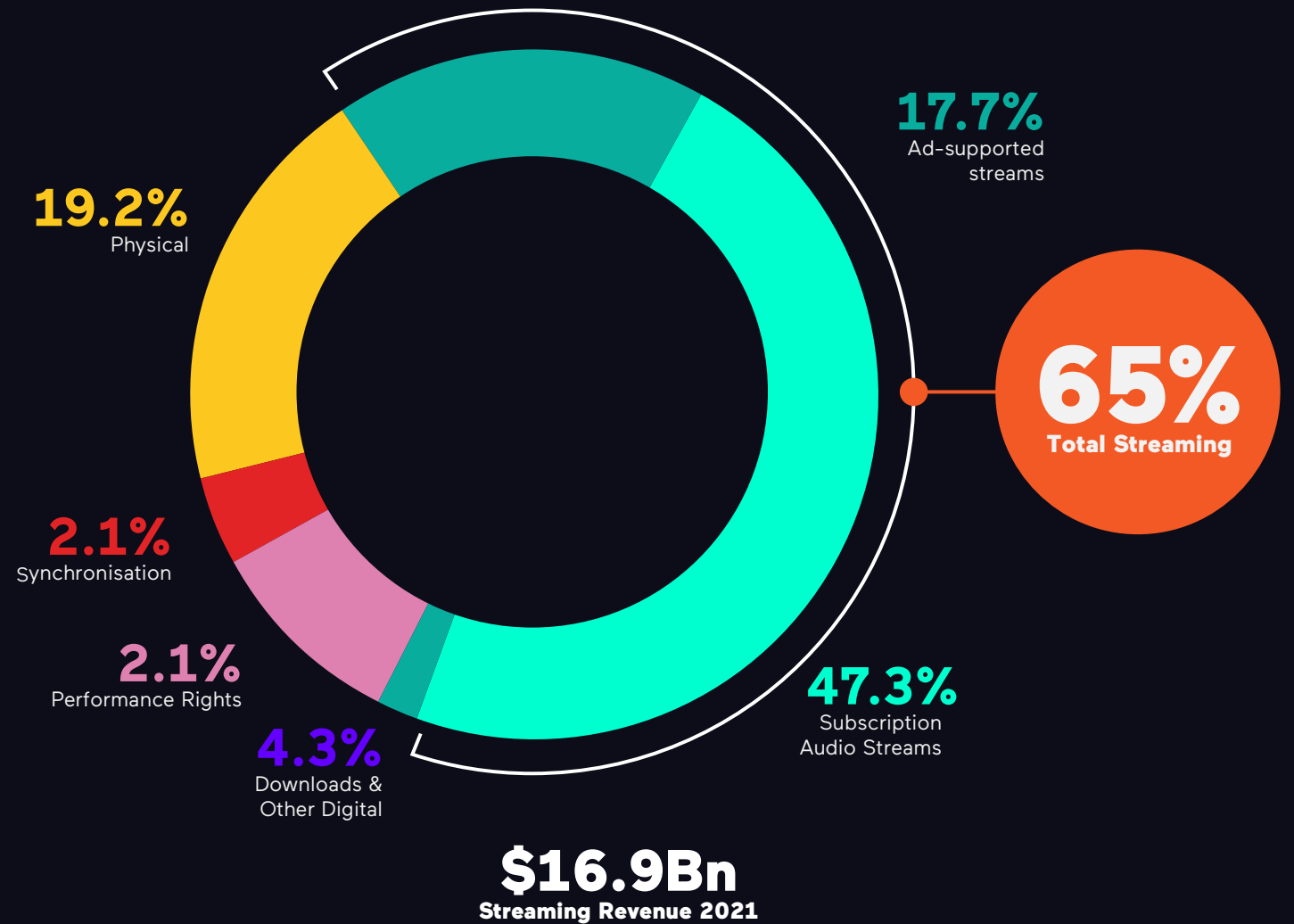
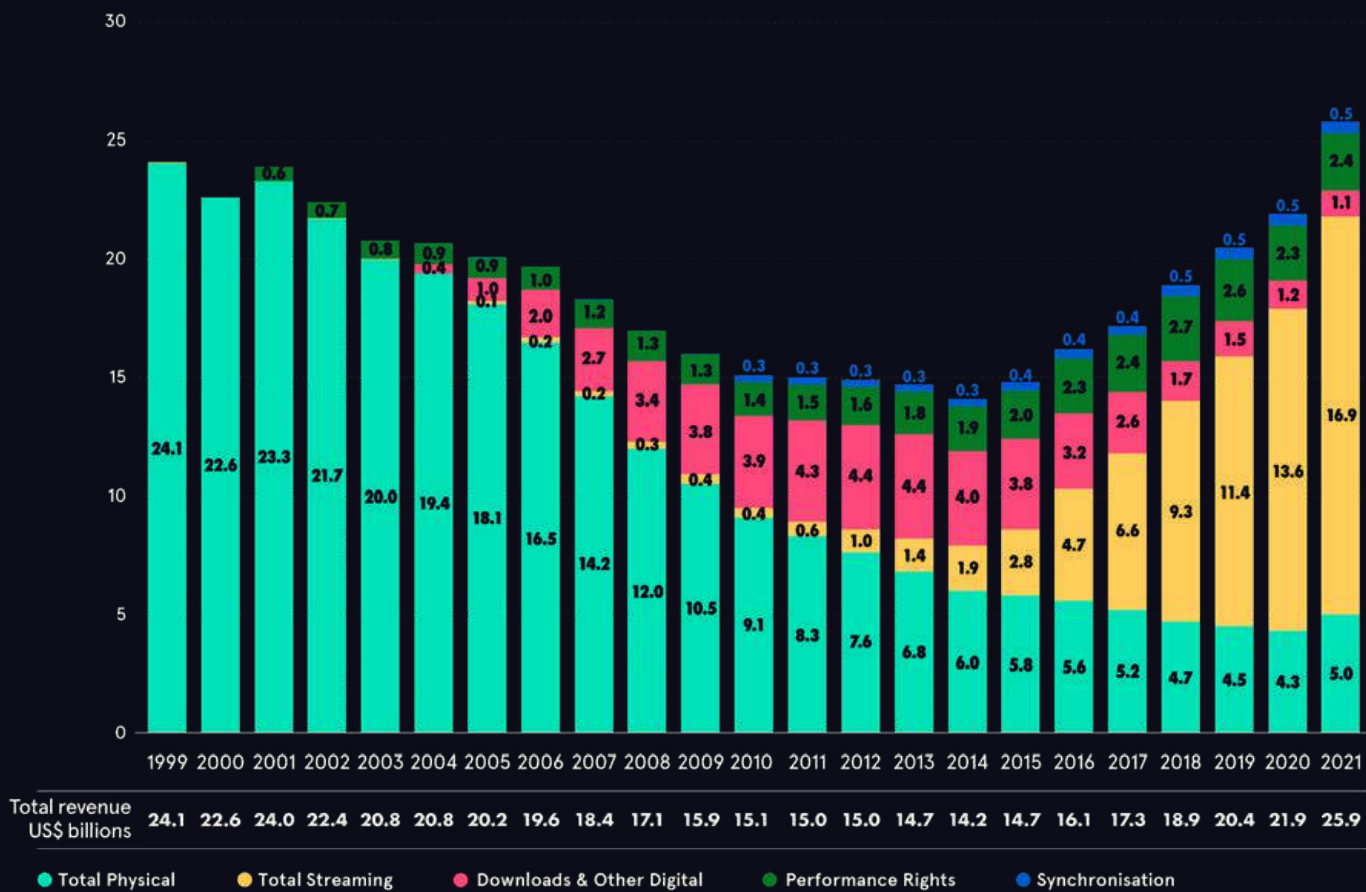




# Music Industry Revenue

The recorded music market's revenue is projected to grow organically from \$26B in 2021 (an increase of 18.5% versus 2020) to \$45B in 2030. [1]

GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999 - 2021 (US\$ BILLIONS)



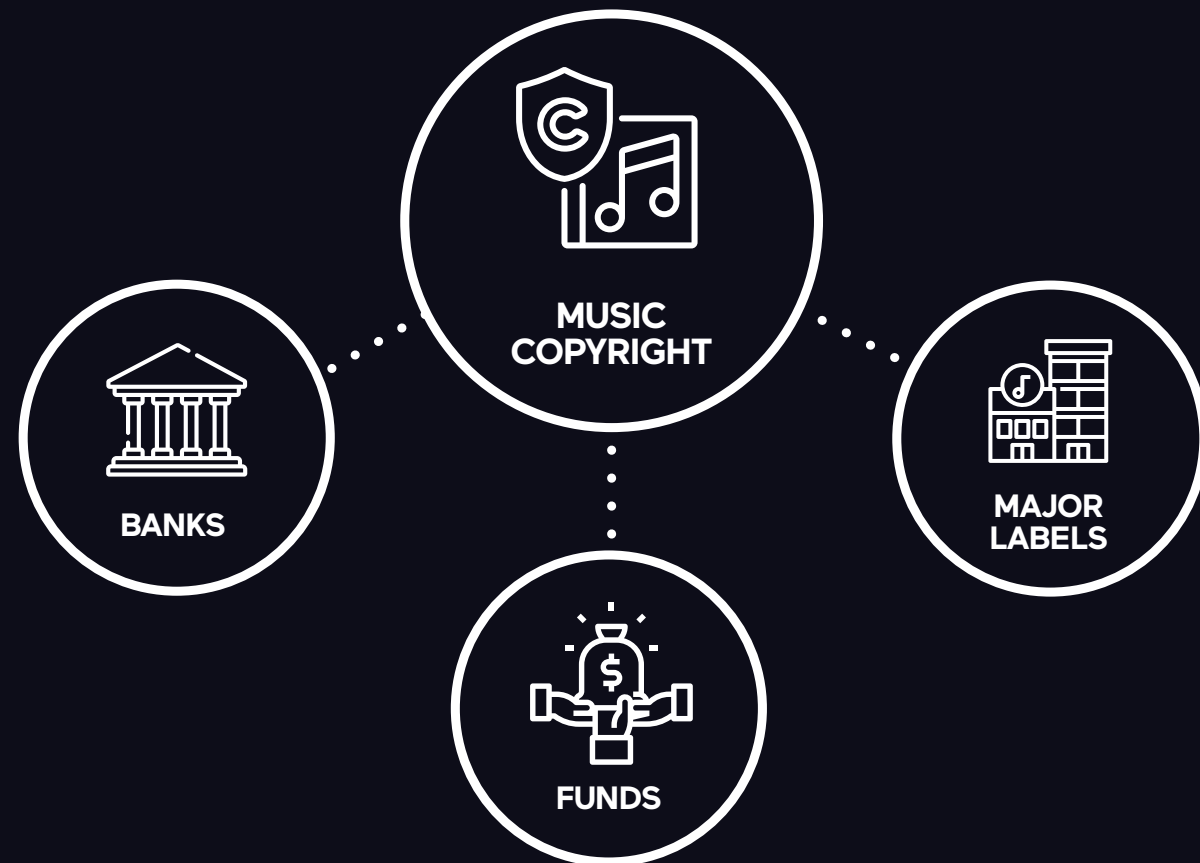




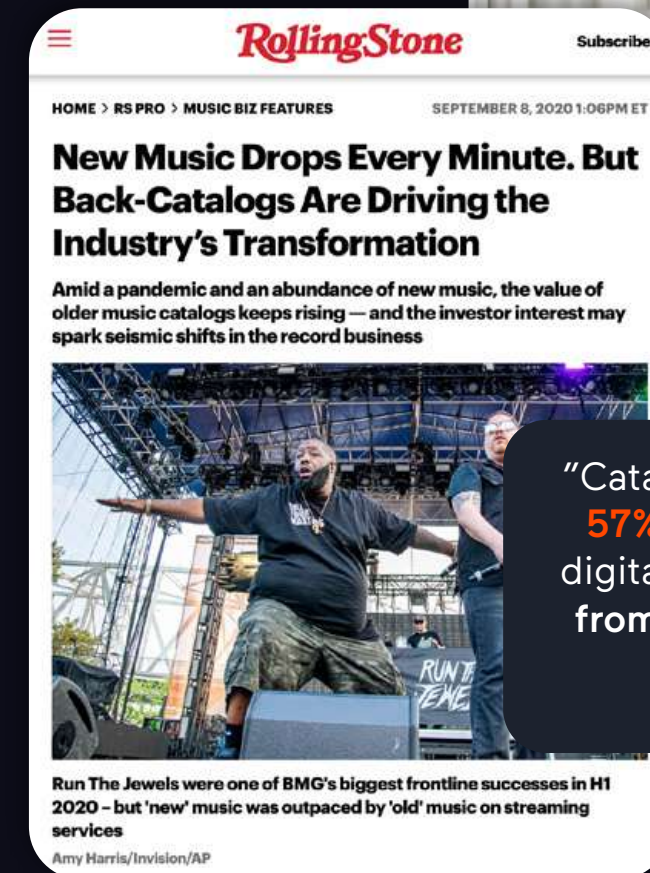
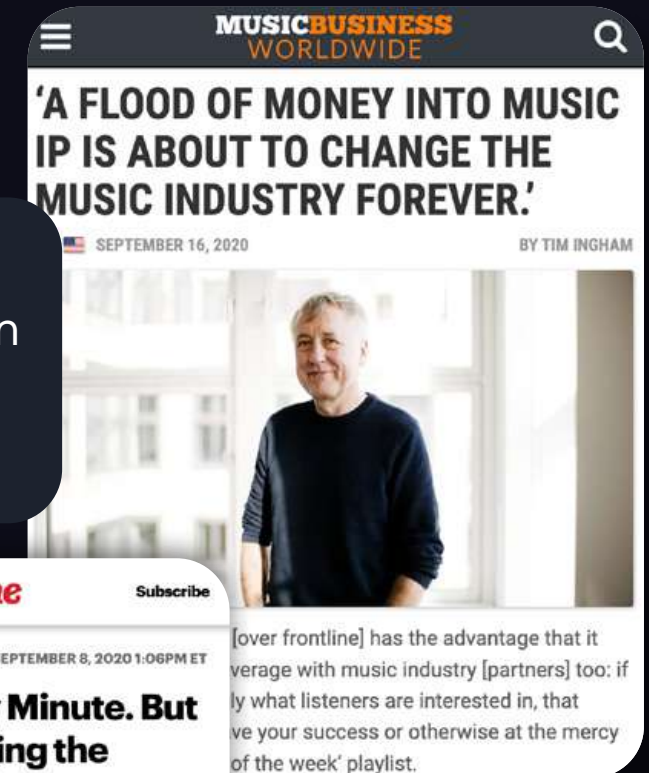
# The Problem

\$30 Billion+ in yearly music royalty revenue is currently only available for investment by big players like major labels, banks, and funds.

Artists lack good funding options for their careers despite having stable royalty income.



“Over **\$5Bn** was spent on catalog investment in 2021 alone”  
– MBW



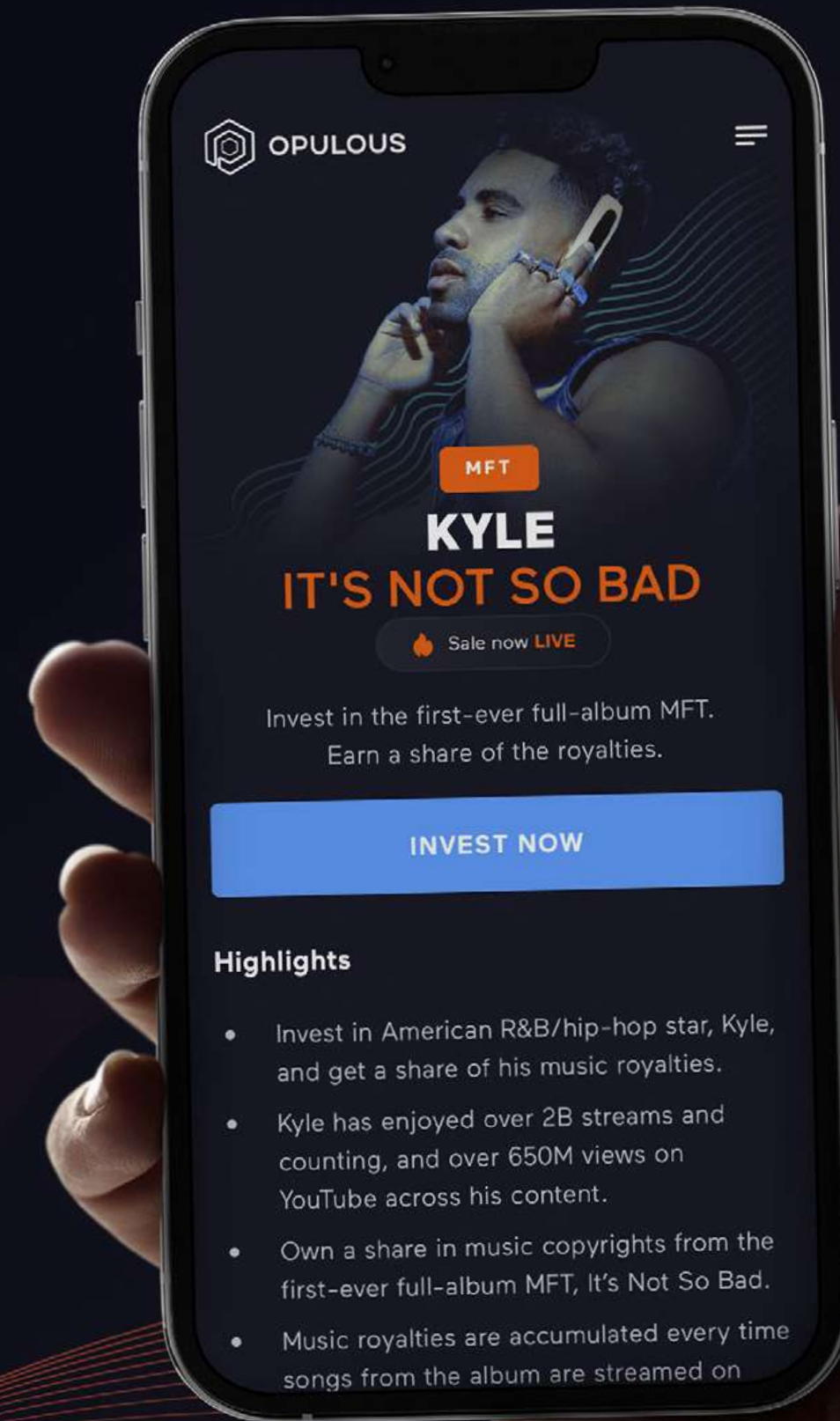
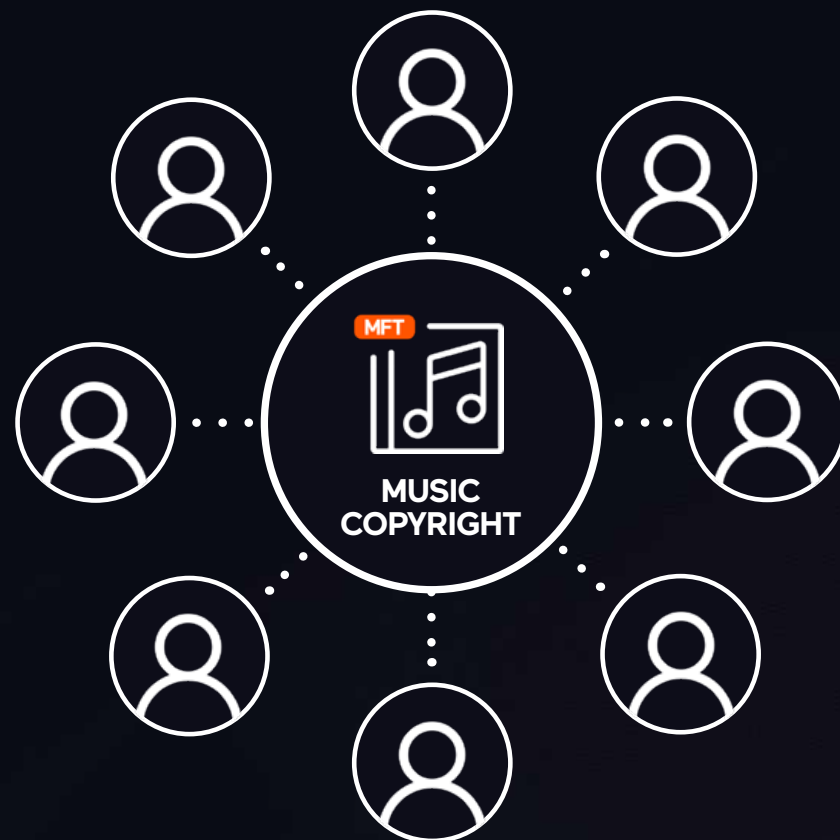
“Catalog music **contributed 57%** of Universal's global digital revenues in 2019, up from **54%** the year before.”  
– Rolling Stone



# The Solution

Opulous utilizes **blockchain technology** and opens up participation in music copyright for all.

We offer **quick access to funding** for artists when they need it, along with the possibility of increased music revenue, and a **deeper connection** with music fans and our members.



OPULOUS

MFT

**KYLE**  
**IT'S NOT SO BAD**

🔥 Sale now **LIVE**

Invest in the first-ever full-album MFT.  
Earn a share of the royalties.

**INVEST NOW**

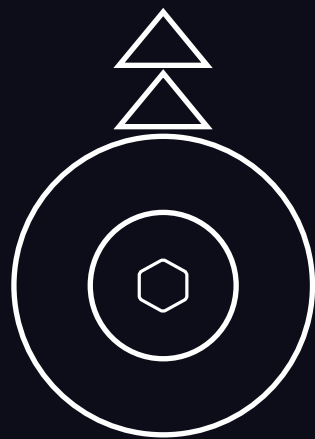
### Highlights

- Invest in American R&B/hip-hop star, Kyle, and get a share of his music royalties.
- Kyle has enjoyed over 2B streams and counting, and over 650M views on YouTube across his content.
- Own a share in music copyrights from the first-ever full-album MFT, It's Not So Bad.
- Music royalties are accumulated every time songs from the album are streamed on



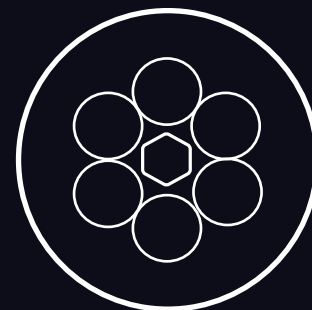
# MFT Ecosystem

Opulous mints **MFTs** (Music Fungible Tokens) that entitles members to rewards via our unique staking pools.



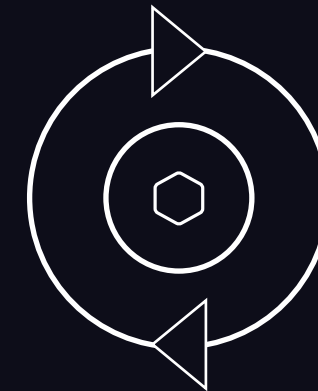
## Launchpad

Buy MFTs from the Opulous Launchpad



## Staking

Stake MFTs on the Opulous Dashboard



## Exchange

Trade MFTs on the Opulous Exchange

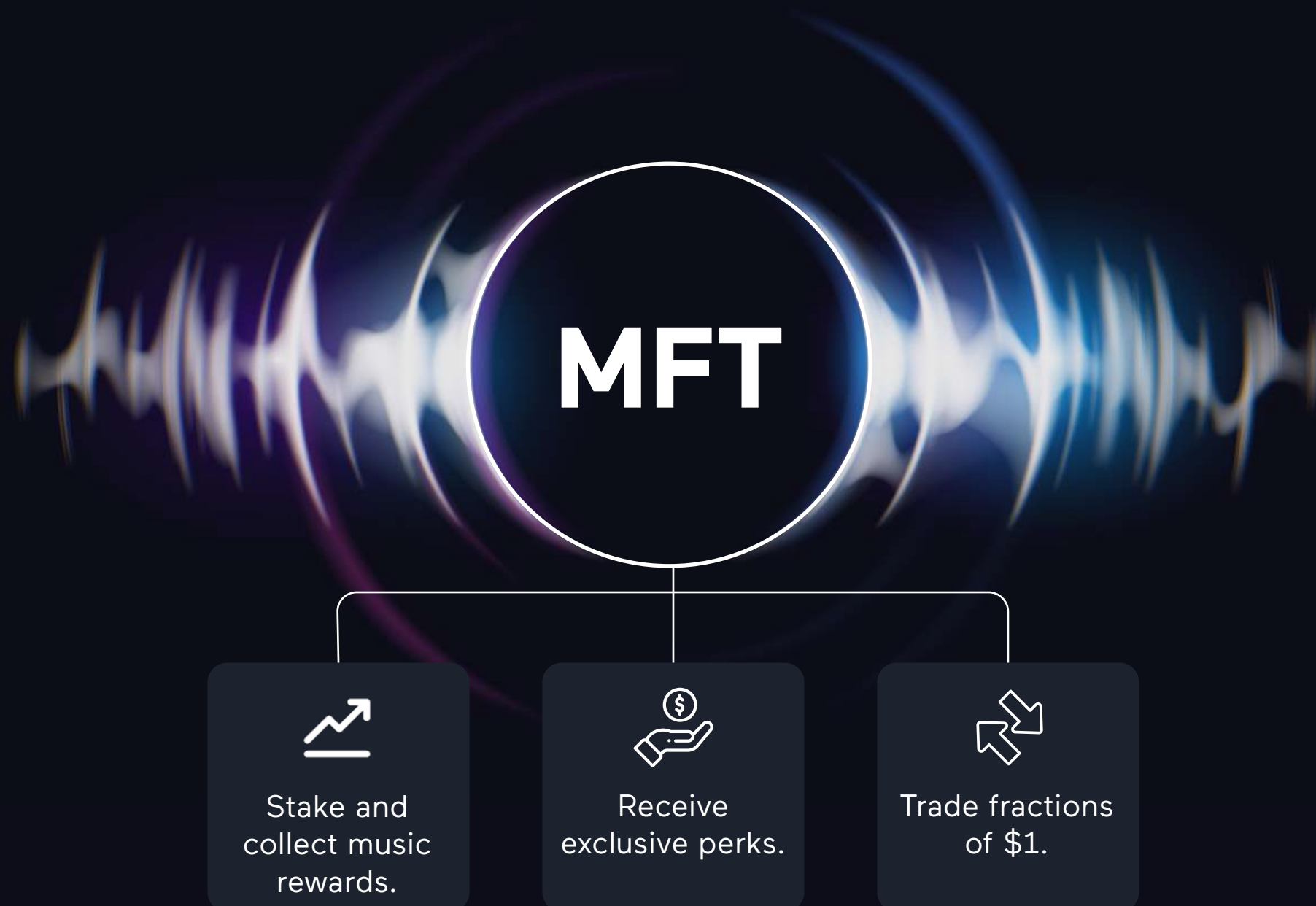




# What are MFTs

The **Music Fungible Token (MFT)** is the first of its kind to combine the power of *blockchain technology* with music royalties offering rewards for its members.

Each MFT drop has its own staking pool in which the buyers can lock their tokens and collect rewards generated by the music release.





# Product

Opulous offers users **three kinds** of assets.



## Single Assets

*Singles, EPs and Albums* are offered as **exclusive deals** with individual artists.



## Royalty Vault

Music catalogs are acquired and offered as **OVault**.



## Music Advances

Provide or take a music advance backed by future royalties; a new and fairer **funding option** for artists.



# Single Assets



Our recent MFT campaigns have exceeded expectations. In tandem with our sales, we offered exclusive NFT artwork with exciting **tiered VIP perks**, depending on the buyer's level of investment.



LIL PUMP ft. Soulja Boy  
**Mona Lisa**  
**\$500K**



ARD ADZ  
**Patek Myself**  
**\$50K**



KYLE  
**It's Not So Bad (album)**  
**\$150K**

## Perks Include



ARTWORK  
NFTS



FAN  
EXPERIENCES



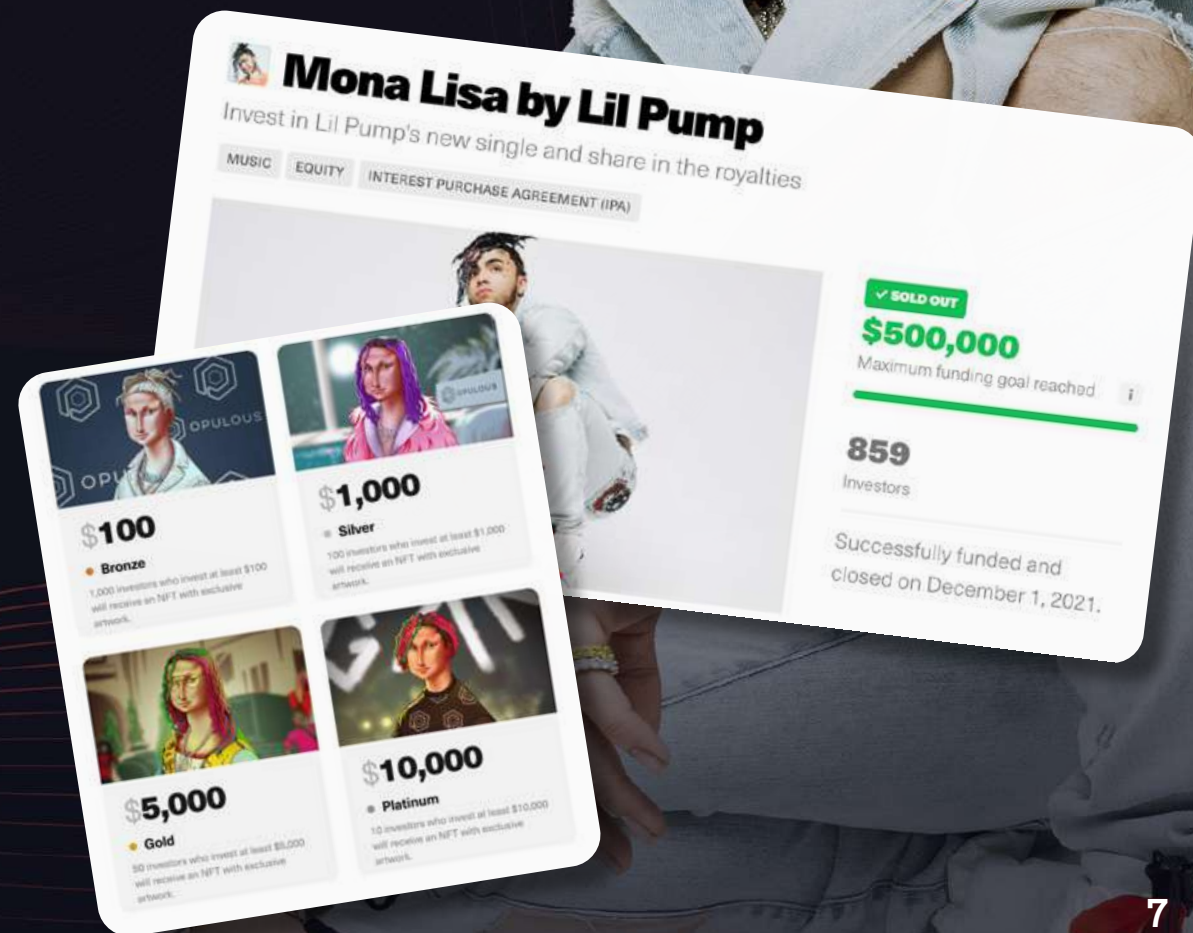
EXCLUSIVE  
MERCH



EVENT  
TICKETS



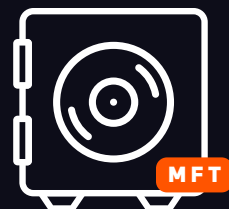
MANY MORE







# Royalty Vault



Opulous is perfectly positioned to find and acquire **lucrative music catalogs**.

Our industry-leading team has the inside knowledge, decades of experience and close contacts needed to identify profitable catalogs for our **Royalty Vault**.



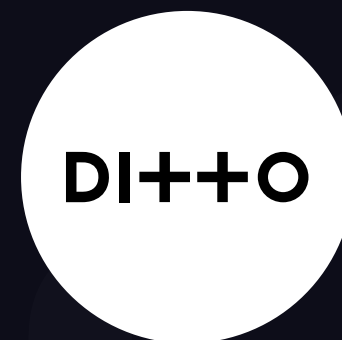
## Jay Moore

**CHIEF INVESTMENT OFFICER**

Opulous Chief Investment Officer Jay Moore successfully directed the valuation of song publishing and master deals worth over \$1B during his tenure at Kobalt Music.

His experiences include the development of two music copyright acquisition funds that sold for \$320M in 2020 and \$1.1B in 2021, featuring 62,000+ unique copyrights featuring big hits by The Weeknd, Lorde, Diplo, and other household names.

At Opulous, Jay has already led the execution of iconic evergreen artist catalogs combining eight Grammy nominations worth seven figures.



## Ditto Music

**PARTNERSHIP**

Opulous' sister company Ditto Music is a world-renowned music distribution, publishing and record label services company that has pulled in over \$1B in revenue for over 500k musicians worldwide.

Ditto has over one hundred expert staff in more than 20 countries across 6 continents, discovering and processing both new and historic music catalogs.



# Music Advances



**Opulous Music Advances** provide artists with a more direct and accessible way to secure funding while also offering everyone the opportunity to participate in one of the world's fastest-growing and most lucrative industries: **music**.



Artists tap into a new source of funding.



Members stake their tokens for low-risk returns and rewards.



Everyone receives revenue from global music streaming platforms.



# Competitive Advantages

Opulous has the team, technology and industry influence to launch a game-changing music investment platform.



## Technology

Royalty collection and payment processes (e.g. catalog registrations) have already been refined through more than a decade of experience.



## Global Footprint

Our expansive global presence covers over 20 Ditto Music locations across *all major territories*, giving us a market advantage for catalog discovery and negotiation.



## Leadership

Our experienced and world-renowned leadership team has years of experience and deep industry connections across the globe.



## Community

Opulous has a thriving *built-in community of music fans and investors* who are active across all social media platforms, always promoting our artist campaigns to the fullest.



## Partnerships

Opulous' partners offer instant access to all necessary worldwide labels.



## Industry Prestige

Ditto Music has a long history of supporting major artists including *Ed Sheeran, Chance the Rapper, Sam Smith, Catfish, and the Bottlemen, Stormzy*, and more.



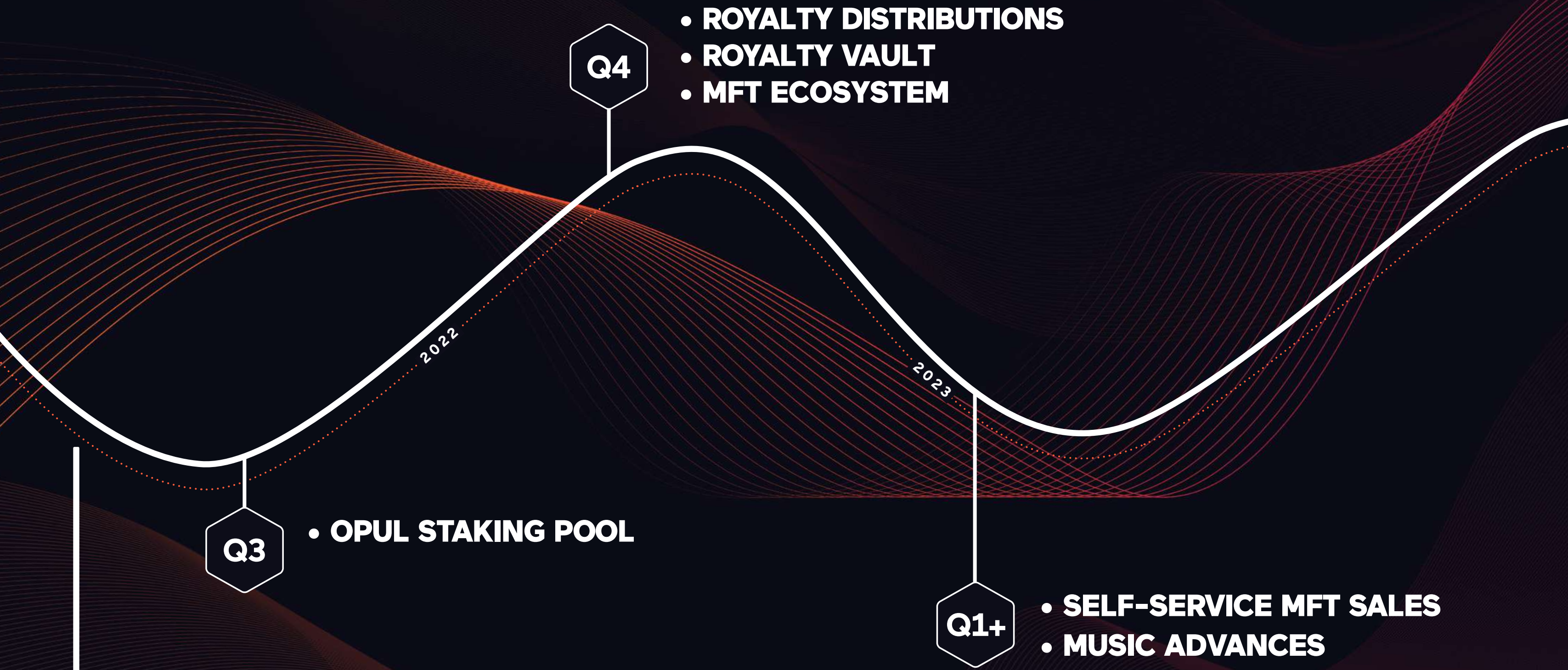
## Innovation

Opulous MFTs are the first of their kind, splitting music revenue with secure blockchain tech, opening up music for all.





# Roadmap



- ROYALTY DISTRIBUTIONS
- ROYALTY VAULT
- MFT ECOSYSTEM

- OPUL STAKING POOL

- SELF-SERVICE MFT SALES
- MUSIC ADVANCES



# Token Utility



## OPUL Staking Pool

Stake OPUL to earn more OPUL.  
Get pre-sale access and exclusive rewards.



## Self-Service MFT Sales

Use OPUL to launch MFT campaigns.  
Use OPUL to buy MFTs.



## MFT Launchpad

Stake OPUL to get pre-sale access.  
Use OPUL to buy MFTs.



## Music Advances

Use OPUL to buy Music Advances Tokens.



## MFT Exchange

Use OPUL to trade MFTs.



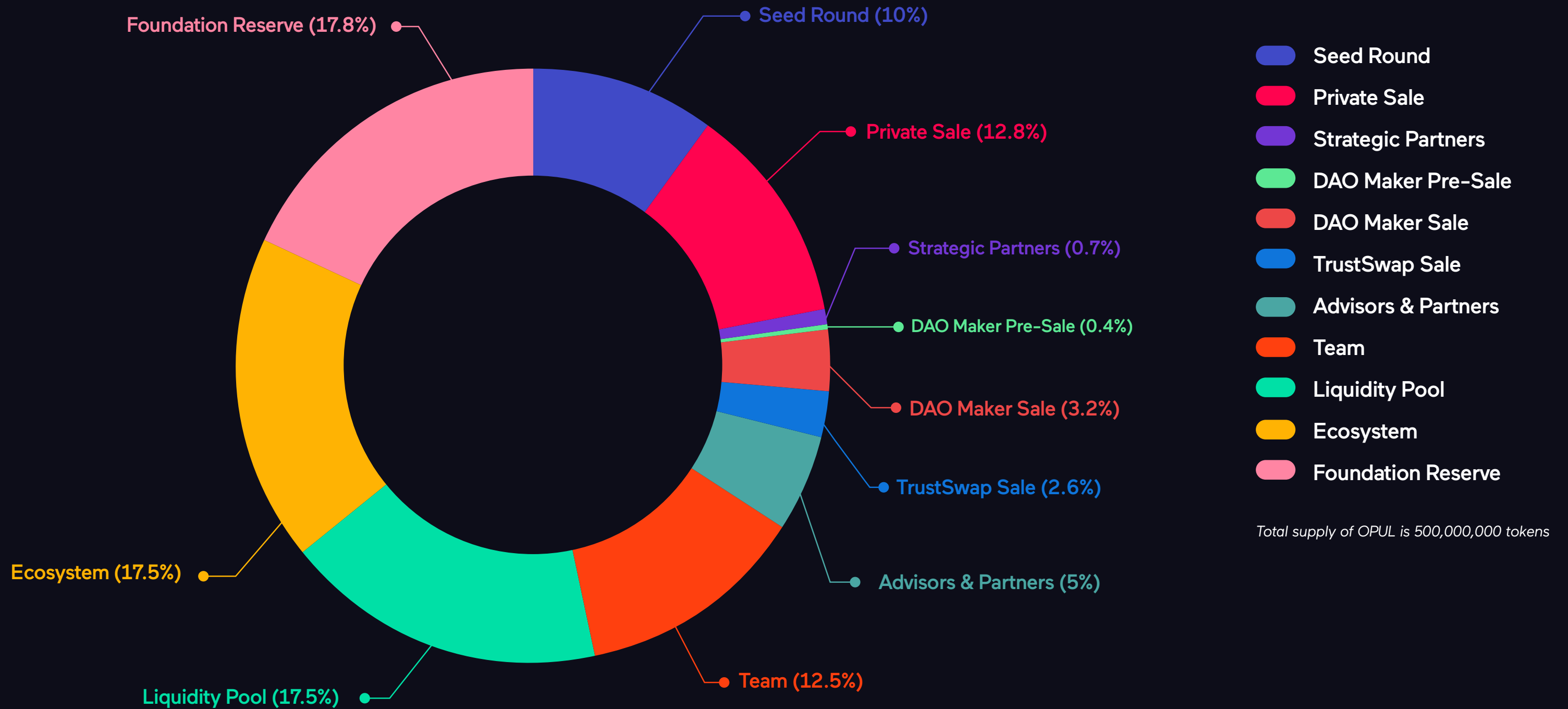
## Royalty Vault

Use OPUL to buy OVAULT Tokens.





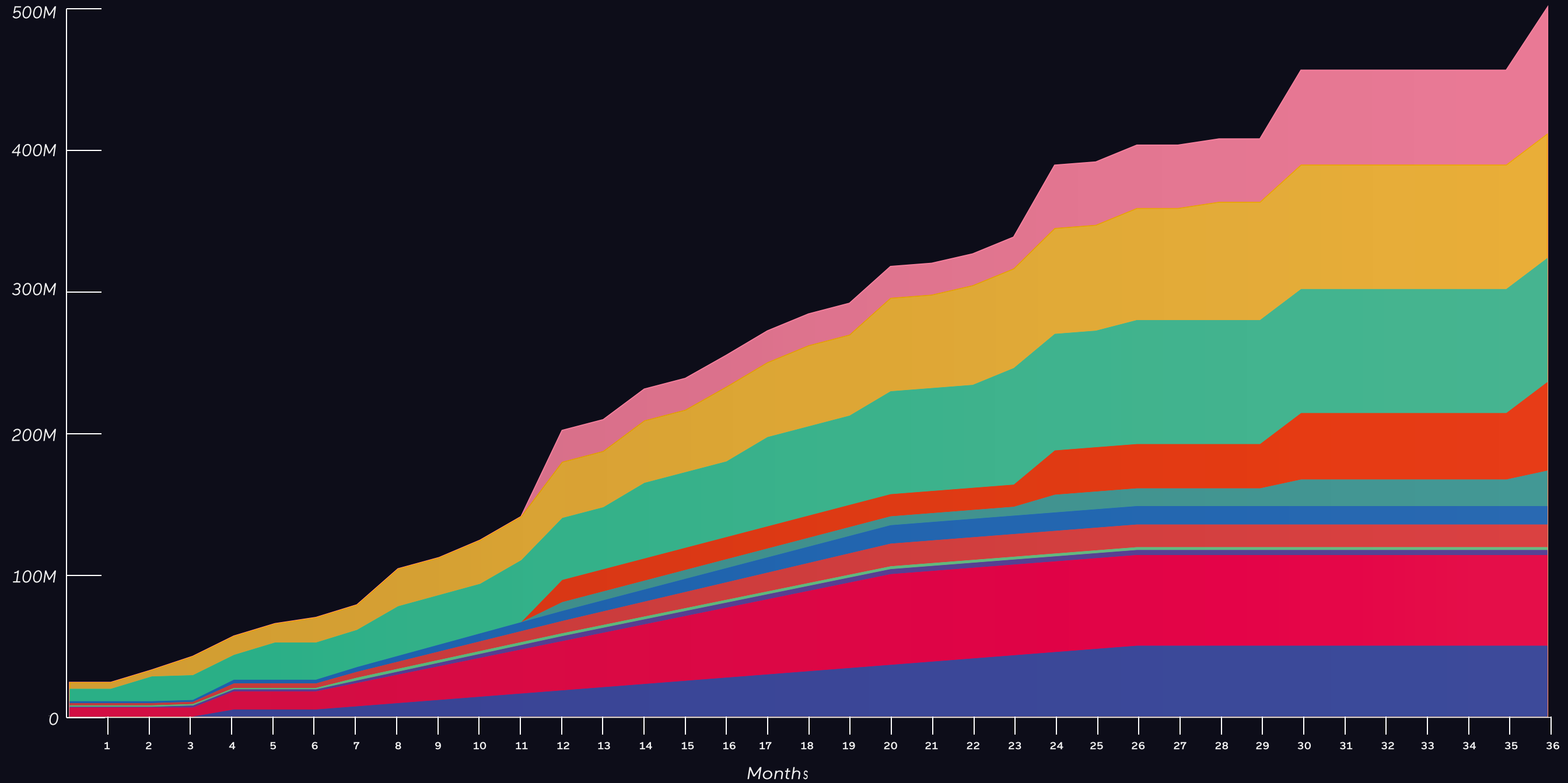
# Tokenomics







# Token Release Schedule



- Seed Round
- Private Sale
- Strategic Partners
- DAO Maker Pre-Sale
- DAO Maker Sale
- TrustSwap Sale
- Advisors & Partners
- Team
- Liquidity Pool
- Ecosystem
- Foundation Reserve



# Partners & Investors

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**Algorand**<sup>TM</sup>

**DI++O**

 **SECURITIZE**

 **APPLIED BLOCKCHAIN**

 **CIRCLE**

 **pera**

## Notable Previous Investors

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 **BORDERLESS  
CAPITAL**

 **YOUBICAPITAL**

 **SPARTAN**

**r3.**



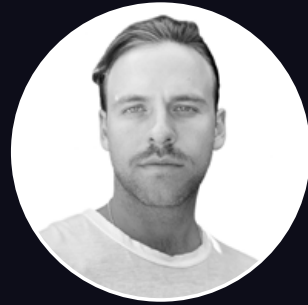
# Leadership



## Lee Parsons

CHIEF EXECUTIVE OFFICER

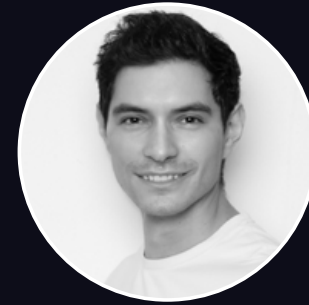
Lee Parsons is a British entrepreneur who embodies the independent music industry. He founded global music distribution and record label services company *Ditto Music* in 2006 and has worked with artists including *Ed Sheeran*, *Chance the Rapper*, *Stormzy*, *Sam Smith*, and *Royal Blood*.



## Jay Moore

CHIEF INVESTMENT OFFICER

Jay Moore is the former Senior Director of Investments at independent rights management and publishing company *Kobalt Music*, and most recently served as *Ditto Music*'s Chief Investment Officer. Jay is a seasoned dealmaker with extensive music industry experience and has a deep network of influential relationships across music and entertainment.



## Miles Carroll

CHIEF OPERATIONS OFFICER

Miles Carroll is an accomplished investor, entrepreneur, and blockchain enthusiast who became Manager Director of *Kosmos Capital*, a world-leading investment firm focused on helping blockchain startups scale and integrate their products into enterprises. He led the deals on *Algorand*, *Solana* and more during his time with *Kosmos*.



## Fernando Cruz

CHIEF MARKETING OFFICER

Fernando has worked with multiple music and marketing companies over the last 10 years. Former *Ditto Music Business Developer*, he has worked closely to *Opulous* and *Ditto Music* CEO Lee Parsons on all major projects.







# Advisors



**Nick Gatfield**

FORMER SONY MUSIC CEO



Personally signed Amy Winehouse, Radiohead, Katy Perry and One Direction. Overseeing a team of 1000 staff with over \$3bn annual revenue.



**Mark Gillespie**

CEO OF THREE SIX ZERO



Manager of Calvin Harris and Will Smith. Made deals with Jay-Z, partnered with Roc-A-Fella Records and produced TV shows and movies.



**Christina Beltramini**

MUSIC PARTNERSHIPS TIKTOK



One of the leading forces in TikTok becoming the go-to platform for discovering new music. Inked deals with major labels and licensing partners.



**David Garcia**

CEO BORDERLESS CAPITAL



CEO & Founding Manager Partner of Borderless Capital, a financial institution investing in and building blockchain services.



**Taylor Bennett**

MANAGER, CHANCE THE RAPPER



Prominent US rapper with over 50 million streams on Spotify alone. He also manages his older brother Chance the Rapper's successful music career.



**Oliver Bell**

CEO XCAD



Serial entrepreneur who leads Xcad. The leading blockchain service for YouTubers to monetize content and viewers to earn rewards.



**Michael Kiook Jeoung**

CEO TRUSTVERSE



CEO and founder of TrustVerse, a digital asset decentralization protocol and blockchain based intelligence platform for wealth management.

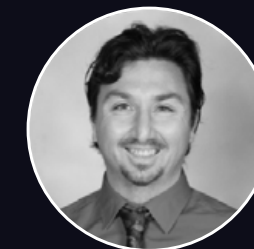


**Clarence Liu**

CTO & CO-FOUNDER TACEN



Tacen is a regulatory-first compliance and blockchain technology company building a new hybrid-DEX in the US.



**Brad Laurie**

BLOCKCHAIN RESEARCHER & INVESTOR



Leading cryptocurrency and blockchain technology influencer and educator with over 60k followers and subscribers.



**Mounia**

COO ICON PLUS



Founding manager of Icon Plus, a leading crypto investment firm.



**Tammy Ahn**

MANAGING PARTNER, LODESART PTE



Venture partner, investor & advisor of highly rated blockchain projects and investment strategist with extensive experience in the banking industry.



# Explore more about Opulous

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