



Brother Music Platform : BMP

TOKEN WHITE PAPER

MAY 2020



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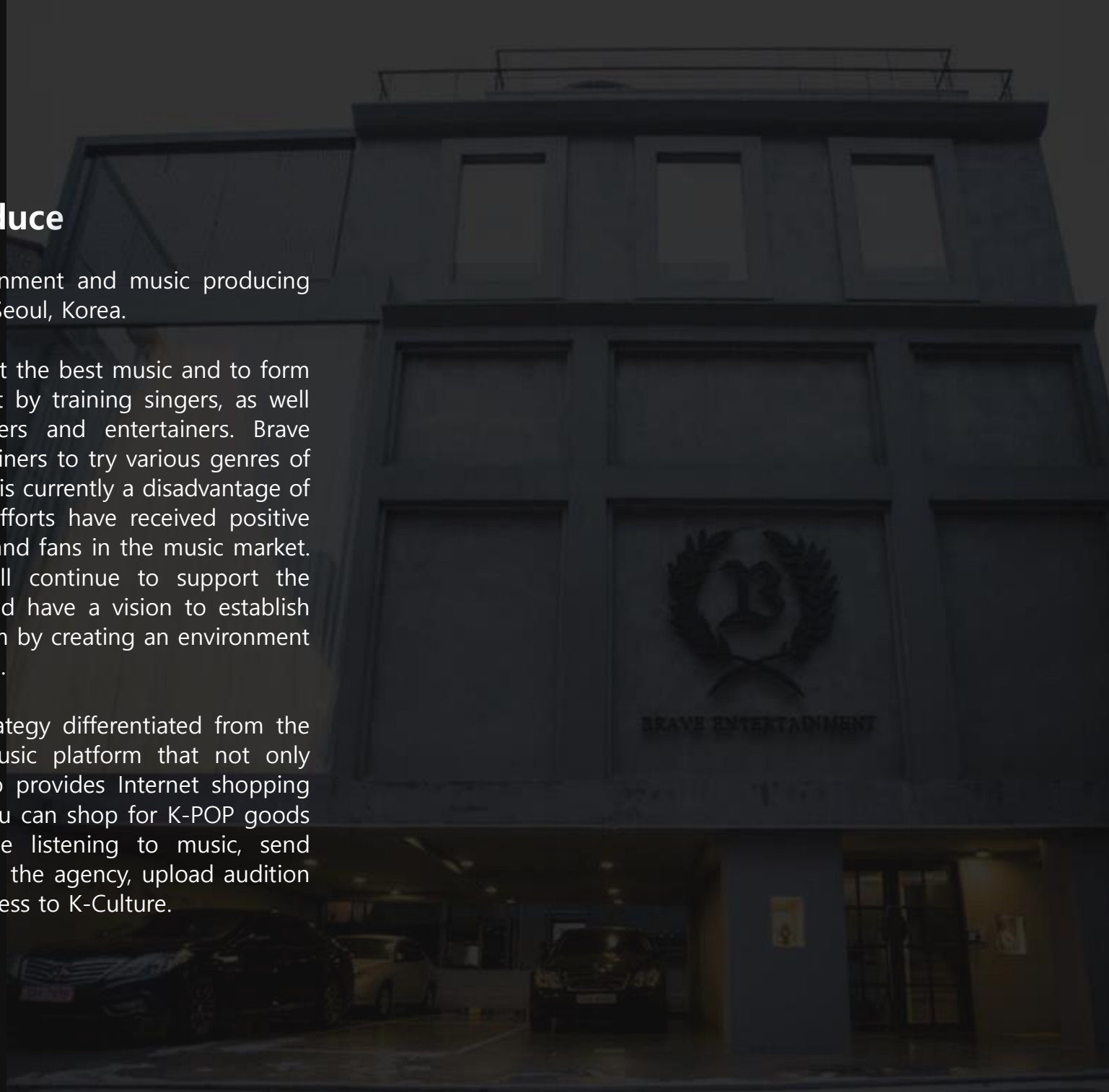
PROJECT

Background and Introduce

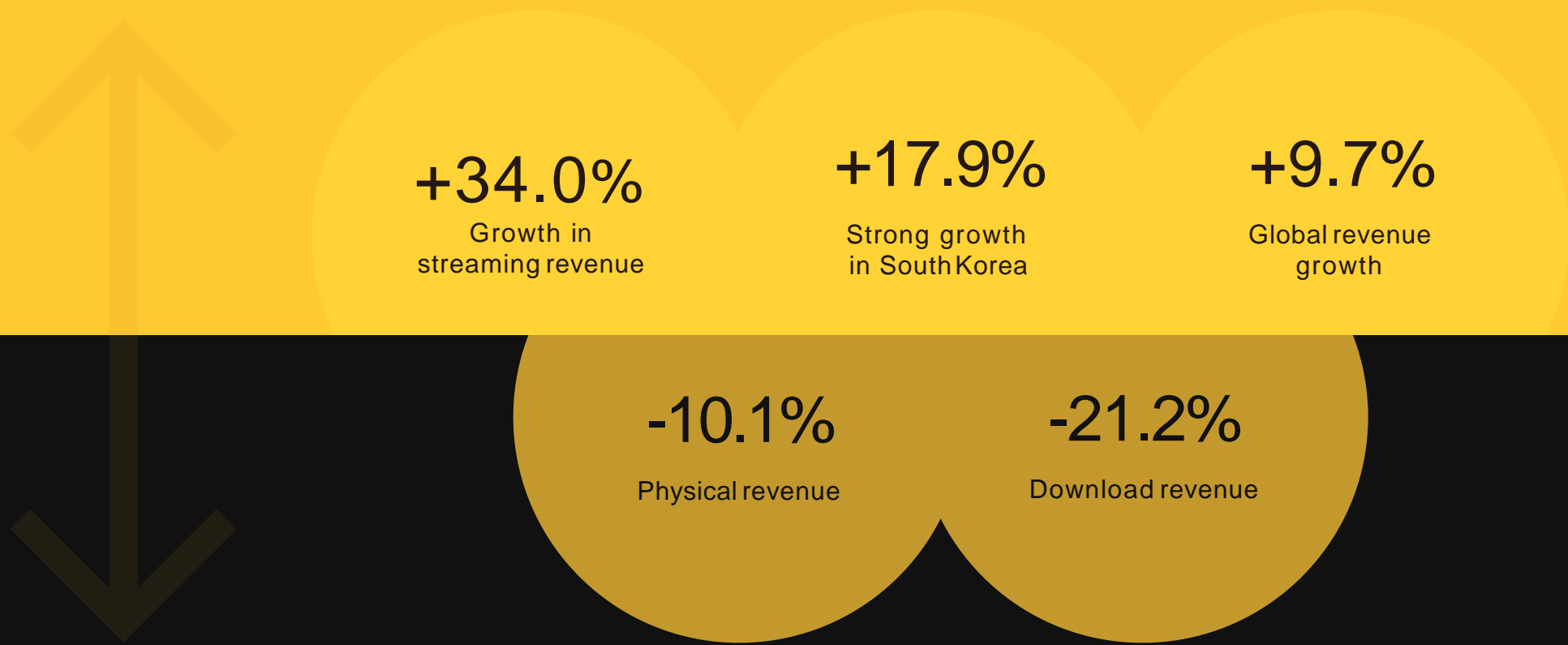
Brave Entertainment is an entertainment and music producing company, located in Gangnam-gu, Seoul, Korea.

Brave Entertainment aims to present the best music and to form a sustainable entertainment market by training singers, as well as developing talents of producers and entertainers. Brave Brother is also encouraging entertainers to try various genres of music, breaking the uniformity that is currently a disadvantage of the Korean music market. These efforts have received positive reviews and support from experts and fans in the music market. Brother Music Platform (BMP) will continue to support the sustainability of K-POP's appeal and have a vision to establish itself as constantly evolving platform by creating an environment that will enhance artists competitive.

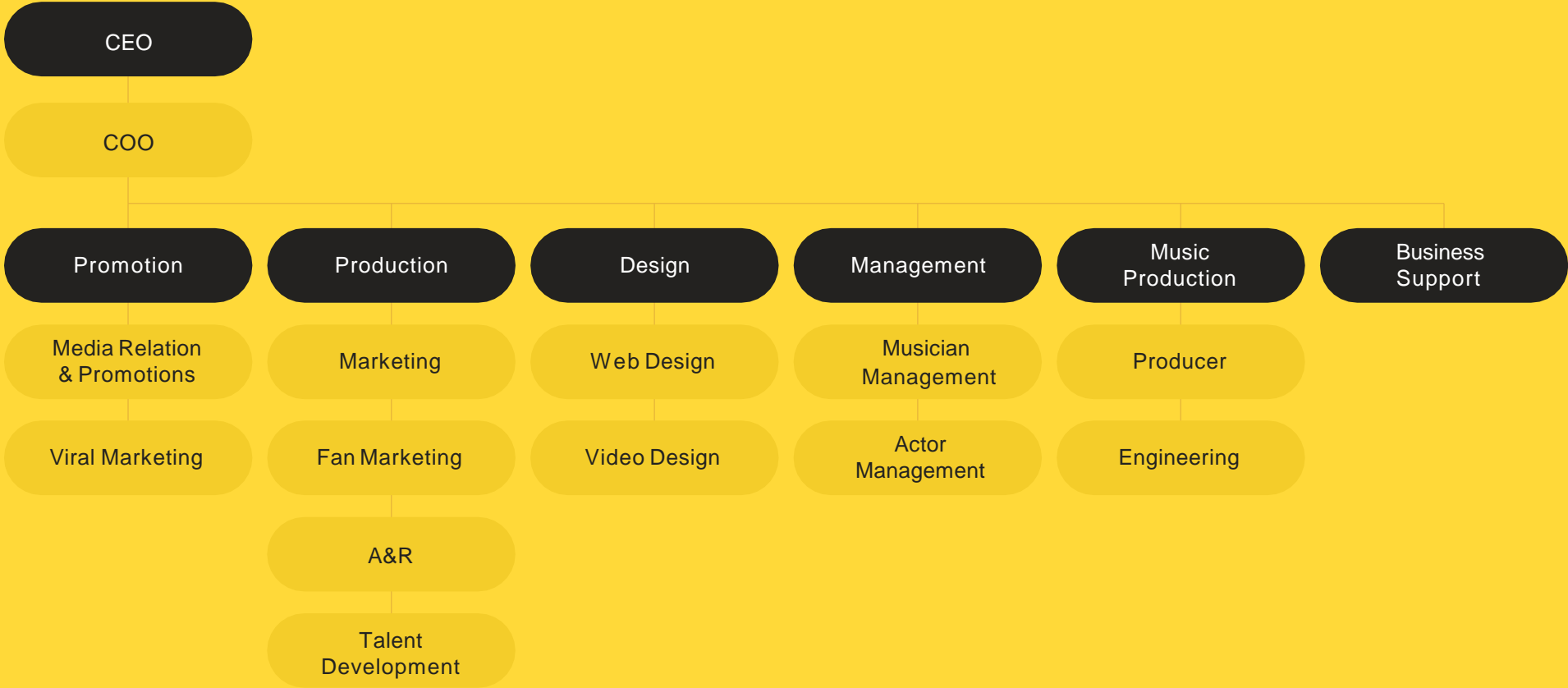
Music Brothers platform has a strategy differentiated from the existing platform. It is a multi-music platform that not only provides music streaming, but also provides Internet shopping and auditions at the same time. You can shop for K-POP goods as well as Korean products while listening to music, send presents directly to singers through the agency, upload audition videos to the experts and easily access to K-Culture.



GLOBAL MUSIC MARKET 2019 IN NUMBERS



Company Organization

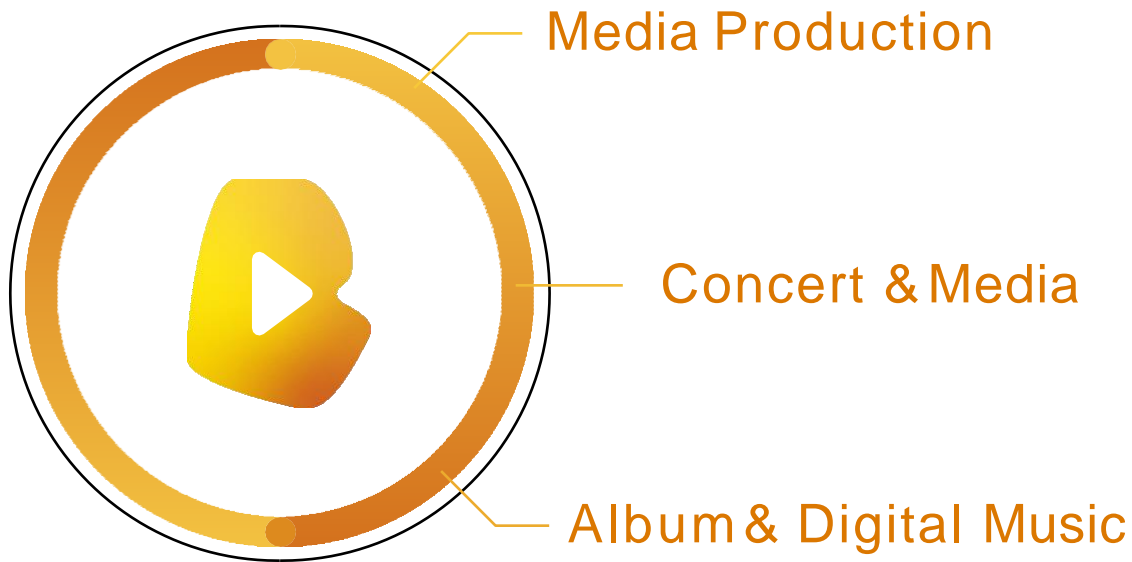


Core Business

Business Areas Music production, artist management & marketing

Music Business Album, digital music, concerts & performances, events, advertising, merchandising

Media Production TV drama, TV shows, movies, concert production & operation



Other Resources

In addition, Brave Entertainment operates an integrated media platform to help artists reach out to the global K-pop fans with more diverse contents.



Collaboration with Global Celebrities

SILENTÓ (RICHARD HAWK).

Silentó is one of the hottest teen celebrities of 2015, performing No. 3 Billboard Hot 100 Chart smash hit “Watch Me,” whose music video attracted 731 million views on YouTube. In February 2016, Silentó performed with Punch in the Seoul concert of the Brave Entertainment artist’s latest album “Spotlight”. Through Brave’s global partner Universal Music, “Spotlight” will secure a worldwide fandom.



YG (KEENON JACKSON)

Better known by his stage name YG, Keenon Jackson is an American hip-hop recording artist who put four songs on the Billboard Hot 100 since his debut in 2009. This hot American rapper and Brave Brothers, one of the biggest producers in the K-pop scene, produced and released “Cash Money” for the U.S. market. This unprecedented collaboration between a K-pop producer and an American artist was an immense success, achieving No. 16 in Billboard Singles Chart.



Television Appearances



Brave Artist Producer

Brave Girls

[Single] Deepened 2016.02.16

-Deepened

[Mini album] HIGH HEELS 2016.06.28

-High Heels

[Digital Single] U Hoo 2016.09.01

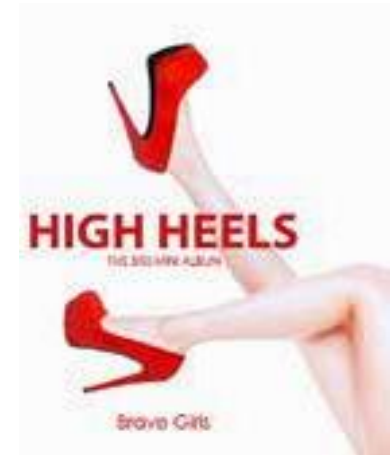
-U Hoo

[Mini album] Rollin' 2017.03.07

-Rollin'

[Digital Single] Rollin'(New Version) 2018.08.01

-Rollin'(New Version)



Brave Brothers 10th Anniversary Project



Part1. Even After I Got Hurt
Artist : Lim Chang Jung (feat. Maboos)
2013.12.30



Part2. Only Gained Weight
Artist : 4MINUTE
2014.01.20



Part3. ONE(1) WEEK
Artist : Afterschool
2014.02.21



Part4. Bang Bang Crossroads
Artist : Electroboyz
2014.03.18



Part5. The Next Day
Artist : JUNIEL
2014.04.16



Part6. My Darling
Artist : APINK Bomi&Namju
2014.06.27



Part7. Nightmare
Artist : Baechigi, Park Su-jin
2014.12.31



[1st Album] SO COOL
Release Date: 2/15/2013
Title: SO COOL



[EP] Gone and not Around Anymore
Release Date: 1/31/2013
Title: Gone and not Around Anymore

Advertising Music (Commercial)

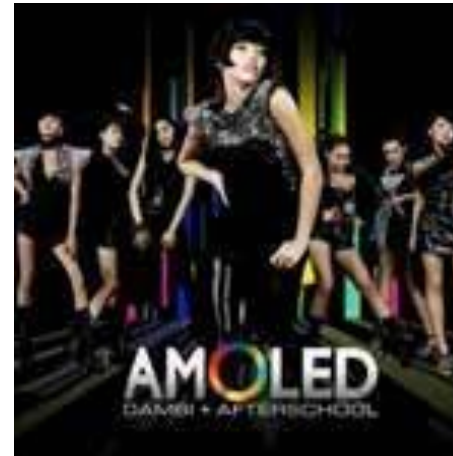
Produced by Brave Brother

[CF] AMOLED (Samsung)

Issued 2009.07.23

Title : Amoled

Artists : Son Dam-bi, Afterschool



[CF] YEPP (MP3)

Issued 2010.05.19

Title : Magic Drag

Artists : Keun Suk Jang, Hyolyn



[CF] Samsung Galaxy S

Issued 2010.12.08

Title : Super Girl

Yuna Kim, Electroboyz, Sistar



[CF] Samsung All Share

AllShare Star DJ Spider

Issued 2013.01.22



Drama OST & Entertaining TV Program Background Songs

[KBS] Invincible Baseball Team

Issued 2011.05.24

Title : Invincible Baseball Team Artist : 45 RPI



Fighting Song for Ji Sung Park

(Soccer Player)

Issued 2010.0616

'We Never Go Alone'

Artist : Sistar



[SBS] My Girl 'Gumiho'(legendary fox)

Issued 2010.08.04

Title : Losing My Mind Artist : Lee Seung Gi

[SBS] Lie to Me

Issued 2011.05.24

Title : After this Night

Artist : Kim Hyungjun (SS501)



[SBS] K-POP WAR- Dazzling Red

Issued 2012.12.27 Title : This Person

Artist : Hyolyn, Nana, HyunA, Nicole, Hyosung



Boy Solo/Boy Group Producer

BIGBANG

- [Single] BigBang First Single 2006.08.29
 - Intro (Put Your Hands Up)
- [Single] BigBang Vol.3 2006.11.22
 - Forever With U(Feat. Park Bom)
- [Regular] Bigbang Vol.1 2006.12.22
 - Shake it
- [Live] The Real (1st Live Concert Album) 2007.02.08
 - Forever With U
- [Mini] Always 2007.08.16
 - Lie
- [Mini] Hot Issue 2007.11.22
 - Last Farewell
- [Mini] For The World 2008.01.04
 - VIP(Intro)
- [Mini] With U 2008.05.28
 - Baby Baby
- [Regular] Number 1 2008.10.09
 - BABY BABY

Taeyang

- [Mini] Hot 2008.05.22
 - Intro(Hot)



Boy Solo/Boy Group Producer

BIGBANG

[Regular] Remember 2008.11.05

-Wonderful

[Live] 2009 BigBang Concert 2009.04.22

-Live Album 'Big Show' – Pretending To Be Indifferent(Remix)



Seven

[Regular] Se7olution 2006.11.01

-Ra Ra Ra

M(Lee Min-woo)

[Regular] M Rizing 2008.09.23

-Do Not Trust Man

U-KISS

[Single] Conti Ukiss 2009.11.06

-Man Man Ha Ni



ZE:A

[Single] Leap For Detonation 2010.03.25

-All Day Long

Supernova

[EP] Time To Shine 2010.08.18

-On Days I Missed You



Boy Solo/Boy Group Producer

Brave Brother

[Regular] **The Classic** 2010.09.03
I Want to Cry – Jay Park / Addict – B2K

Electroboys

[Single] **Rebirth** 2011.11.17
Ma boy2

Brave Brother, Lee Gi Kwang, Electroboys

[Single] **Break Up** 2011.07.14
Break Up

TEEN TOP

[EP] **It's** 2012.01.05
-I Am Going Crazy

[EP] **aRtisT** 2012.05.30
-TO YOU

[Single] **Do You Want to Go Out with ME?**
2012.08.02
-Do You Want to Go Out with ME?

[Single] **I Wanna Love** 2013.02.15
-I Wanna Love

[Regular] **No1.(12 songs)** 2013.02.25
-Miss Right

[Single] **Be Ma Girl?** 2012.08.02
-Be Ma Girl?

[EP] **Teen Top Class(6 songs)** 2013.08.26
-Rocking



Boy Solo/Boy Group Producer

TEEN TOP

[EP] **Teen Top Class Addition** 2013.10.23

-Lovefool

[Regular] **HIGH FIVE** 2017.04.10

-Love is

[EP] **SEOUL NIGHT** 2018.05.08

-SEOUL NIGHT



BtoB

[Single] **broom broom** 2014.02.17

-broom broom



YG

[Single] **Cash money** 2015.07.15

- Cash money



EXO Kris

[Single] **Bad Girl** 2015.11.06

-Bad Girl



Girls Group Producer

SISTAR

[Single] **PUSH PUSH** 2010.06.03

-PUSH PUSH

[Single] **Shady Girl** 2010.08.25

-Shady Girl

[Single] **How dare you** 2010.12.03

-How dare you

[1st Regular] **SO COOL** 2013.02.15

-SO COOL

[EP] **ALONE** 2012.04.12

-Alone

[Single] **Ma Boy** 2011.05.03

-Ma Boy

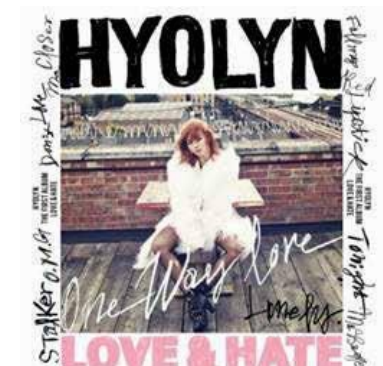
[EP] **Gone Not Around Any Longer** 2013.01.31

-Gone Not Around Any Longer

HYOLYN

[1st Solo Album] **Love & Hate** 2013.11.26

-One Way Love



Music Producer

SON DAM BI

[EP] Mini Album Vol.1 2008.05.01

-Bad BOY

[EP] Mini Album Vol.2 2008.09.19

-Crazy(feat. Eric)

[1st regular] Type B 2009.03.24

-Saturday Night

[EP] Tears Pouring Down 2012.11.12

-Tears Pouring Down

AFTER SCHOOL

[Single] NEW SCHOOLGIRL 2009.01.05

-PLAY GIRLZ , AH

[1st Regular] Diva 2009.04.09

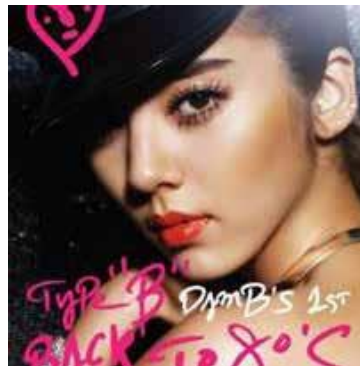
-Diva

[Single] Because of You 2009.11.25

-Because of You

[Single] First LOVE 2013.06.13

-First LOVE



Music Producer

Lexy

[Regular] Lextacy 2005.07.26

[Regular] RUSH 2007.04.16

GUMMY

[Regular] Comfort 2008.03.12

Brown Eyed Girls

[Single] My style 2008.09.16

Hyun-A

[EP] MELTING 2012.10.21

- Ice Cream (Feat. Maboos)

4minute

[EP] Name Is 4minute 2013.04.26

- What is your name?

[Single] Is it POPpin? 2013.06.28

[EP] 4MINUTE WORLD 2014.03.17

Sun-mi

[EP] Full Moon 2014.02.17



Music Producer

AOA

[Single] Mini Skirt 2014.01.16

[EP] Short Hair 2014.06.19

[EP] Sappun sappun 2014.11.11

[EP] Heart Attack 2015.06.22

DAVICH

[Single] Again 2014.06.05

Hyo-min

[EP] Make Up 2014.06.30

- Nice Body (With LOCO)

T-ARA

[EP] So Good 2015.08.04

[EP] What's my name? 2017.06.14

NINEMUSES

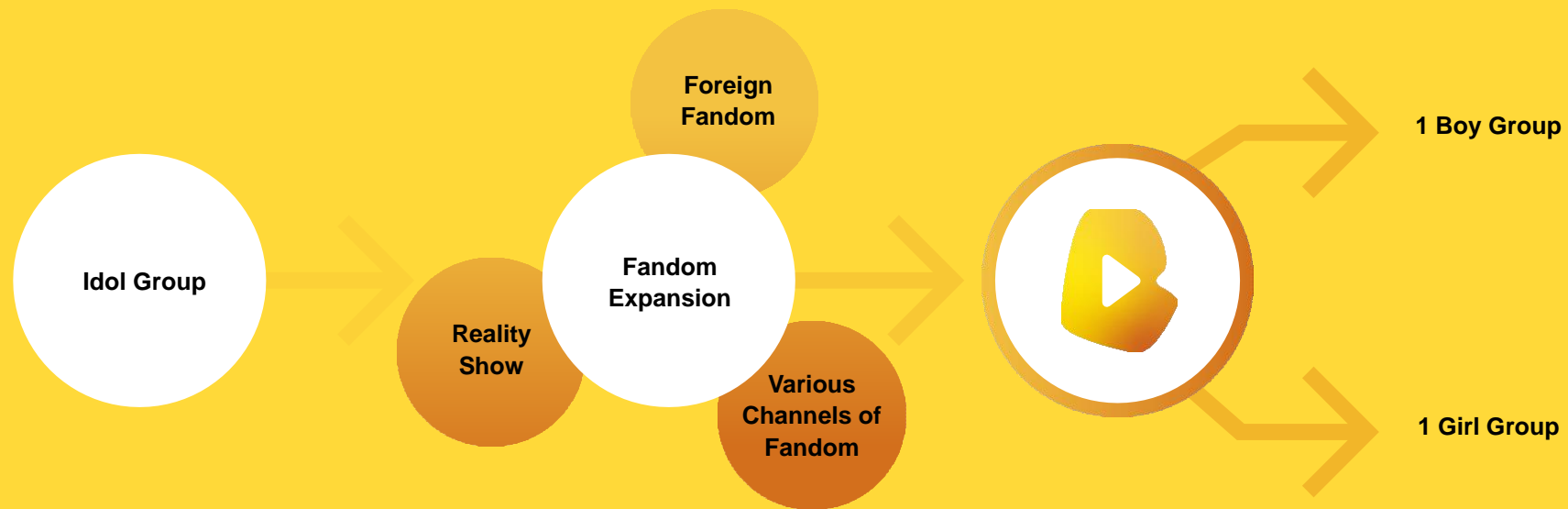
[EP] LOST 2015.11.24



Importance of a New Talent Debut Program

- Secure Fandom : Develop and secure fandom by featuring the idol group members in a reality program.
- Fandom Diffusion : The fandom that grew through the programs featuring the members begin expanding and diffusing via social media and other web portals.
- Development of Overseas Fandom : K-pop and boy groups are popular not only in Korea, but also in many overseas markets. The debut programs for such groups will be supplied to many potential fans overseas through social media, YouTube, and other web portal platforms, helping them develop favorable emotions for the groups.
- Debut : The idol groups debuting through a debut program come into the market with a fandom in place, which makes it easy for them to appear in various TV programs and engage in various promotion programs. As a result, these groups can grow faster than other idol groups and complete the fandom more effectively.
- Brave Entertainment is incubating a boy group (4 members) and a girl group (5–7 members). The boy group is set to debut early 2020 and the girl group is planning to debut between late 2020 and early 2021.
- Expected budget for the debut program is 1 billion Korean won (100 million Korean won per episode in most TV stations X 10 episodes).

Importance of a New Talent Debut Program



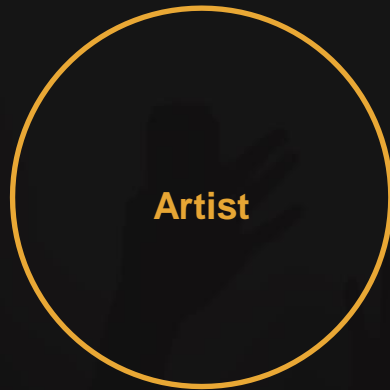
Stable Fandom : Form a fandom for idols who appear on reality shows.

Stable Debut : Idols can enter the market with a fandom, so they are highly likely to appear in various promotional programs. A stable debut helps idols grow faster and communicate effectively with fans.

Expansion of Foreign Fandom : K-POP and idol groups are gaining huge popularity not only in Korea, but also in foreign countries. The new debut program is promoted around the world through social media, and users can increase the favorability of their favorite groups.

Various Channels of Fandom : The fandom formed through the program can be diversified through social media or portal sites.

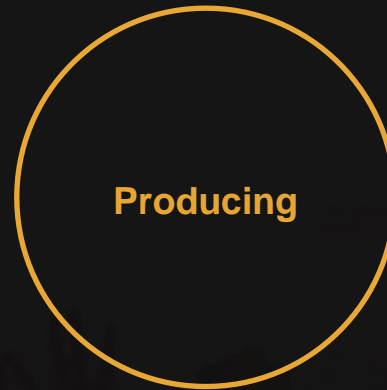
The Successful Factor of Entertainment Business



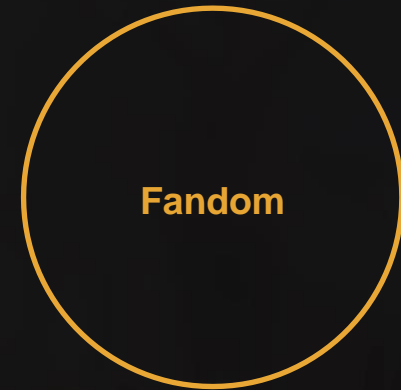
- Need competitive celebrity with talent



- Frequent exposure on TV, the press, social media, and other media
- Create albums to meet current music trends



- Produce sound sources with high-quality and popular music preference



- Form a fandom culture that can increase the artist's brand awareness
- Encourage fans to spread the message that 'the artist is popular'

ARTIST : DKB



BMP TOKEN WHITEPAPER_23

ARTIST : BRAVE GIRLS



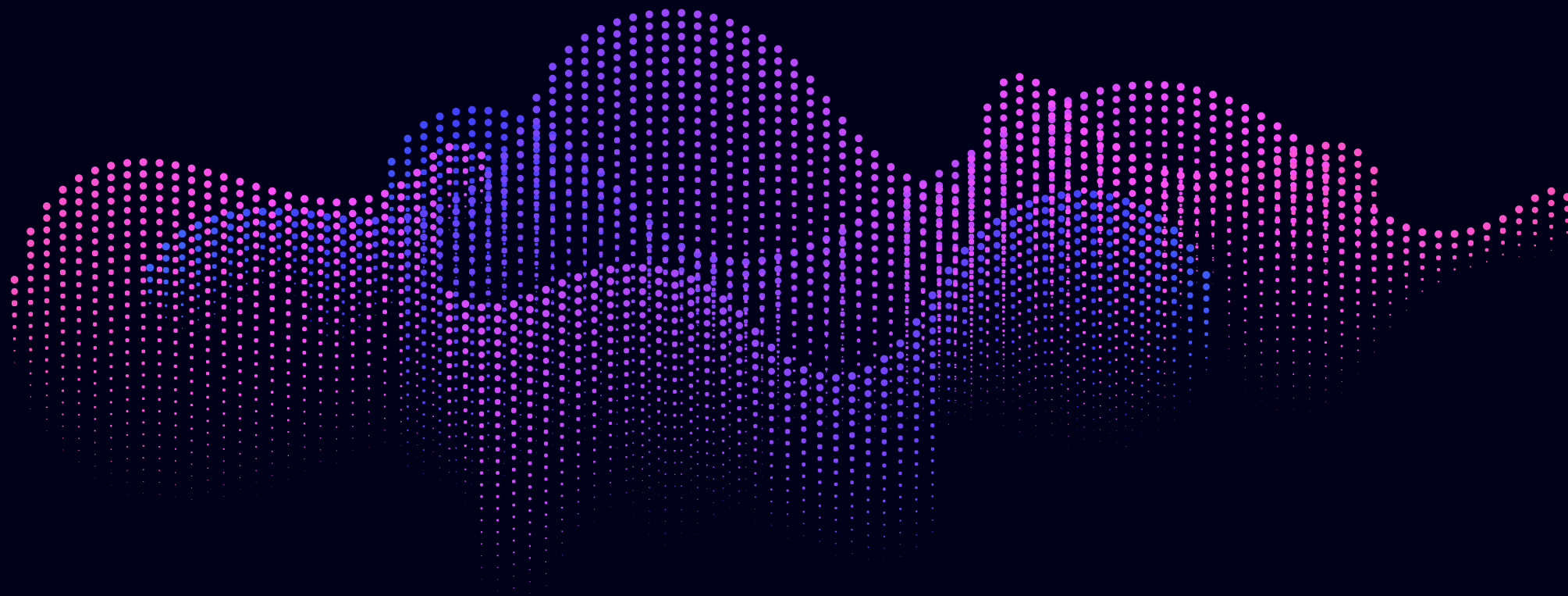
BRAVE ENTERTAINMENT NEW BOY GROUP



Streaming Music On Blockchain

The global entertainment market is expected to grow to about \$2 trillion by 2021. In 2018, the music streaming market reached nearly \$274 million. In addition, 41% of Internet users in Korea have registered for streaming services, and it is far higher than other countries.

Recently, streaming services which increasingly have improved user convenience have emerged as the most accessible segment in the music market today. For groups of artists performing independently, streaming services is becoming a foothold that creating new types of revenue and moving away from geographic constraints to provide a wide range of audiences with their music. The most important thing is that artists also can improve their skills constantly through these services.



Project Vision/Objectives

- Establish an ecosystem of Blockchain payment platform for the fastest way to meet K-POP in the world without regional restriction.
- Create streaming networks where artists can communicate directly with their fans and easily earn more than 90% of their profits, and it becomes the most preferred streaming service in the world.
- Support growing aspirants and self-creating activities of artists who are ahead of debut.
- Reduce the broker's revenue share in the entertainment business revenue structure and build an environment where BMP Token can be used as the best payment method.

Issues in the Current Industry

Royalty Settlement

Existing streaming services must pay royalties for both digital copy and performance rights, but it is not easy to settle the profits properly that go to artist due to lack of transparency. Due to the difficulty of identification, 25% of the total royalties incurred by streaming services will not be paid.

Sales Profit

Due to the current distribution structure involving various brokers, the distribution of profits to artists has not been properly paid.

High fees for streaming services

Streaming services charge 15-40% of royalties to users in the name of usage fees. Due to the high cost, users refuse to use streaming services and obtain music through other methods such as pirated copies.

Geographic difficulties preventing entry into new markets

It is difficult for one singer to enter another country's market, especially Asian artist's entry into the American and European markets which is very rare. Even if the singer is successful in Asian markets, it is hard to guarantee the success in fandom formation by entering new markets.

BMP Token Benefits

The goal of BMP Token is to become a cryptocurrency that can be used in various ways, including TV, concerts, events, and magazine purchase. The BMP looks forward to achieving this vision with unique apps and token plan that make a huge difference in token trading and distribution. BMP Token enables music and album sales in the new market through instant payment and Blockchain-based streaming service as well as K-POP promotion, and it will bring innovation to the market. To achieve this vision, the BMP will promote the project through various media and continue steady marketing activities.

BROTHER MUSIC BLOCKCHAIN PLATFORM

**Domestic & Overseas
K-POP Music Streaming**

**K-POP Album
Purchase of Hallyu Products**

**Entertainment
Content Revenues**

**Artist Loyalty Generation
Various Channels**

BROTHER MUSIC PLATFORM : BMP

Brother Music Platform will be the fastest Blockchain platform to meet K-POP abroad. It provides the right (without distributors or record labels) for artists to upload their own creative songs and videos directly to their fan pages for promotion (BitSong Platform), and encourages free communication between artists and fans. Fans can listen to music, purchase K-POP products, enjoy worldwide delivery system, send present to artists, promote fandom and buy tickets. The platform also offers online performance, auditioning for new artists and casting with expert ratings.

BMP has a different strategy from the existing music platform. Not to mention listening to music on other sites, it is a multi-music platform where Internet shopping and music audition fields are held at the same time. While listening to music, fans can shop for K-POP goods as well as other Korean products and send presents directly to the singer through the agency. Moreover, it is a professional multi-music platform where fans can easily access K-Culture and can post audition videos every month to get ratings from the producers.

Concert Ticket Sales

Audition for New Artists

Online Performance

**Fandom Site
Artist Promotion**

The Necessity of Blockchain

Blockchain technology has grown rapidly in recent years which will have impact on various industries in the future. The distributed ledger technology of Blockchain manages the data sent and received between parties on the network. Due to this control, the user can be guaranteed full ownership of the data registered on the blockchain.

The use of blockchain can provide a new way to solve the problems currently encountered by the music market.

Ethereum and Smart Contract System

Ethereum is a web 3.0, decentralized platform that enables creation and issuance of P2P smart contracts. By using the Ethereum blockchain protocol, the anonymous payment framework can be implemented on the Brave platform and automatically executed smart contracts. When the users have applied the automatic execution, payment will be sent directly to the artists' wallets whenever the artists are doing livestreaming on their channels.

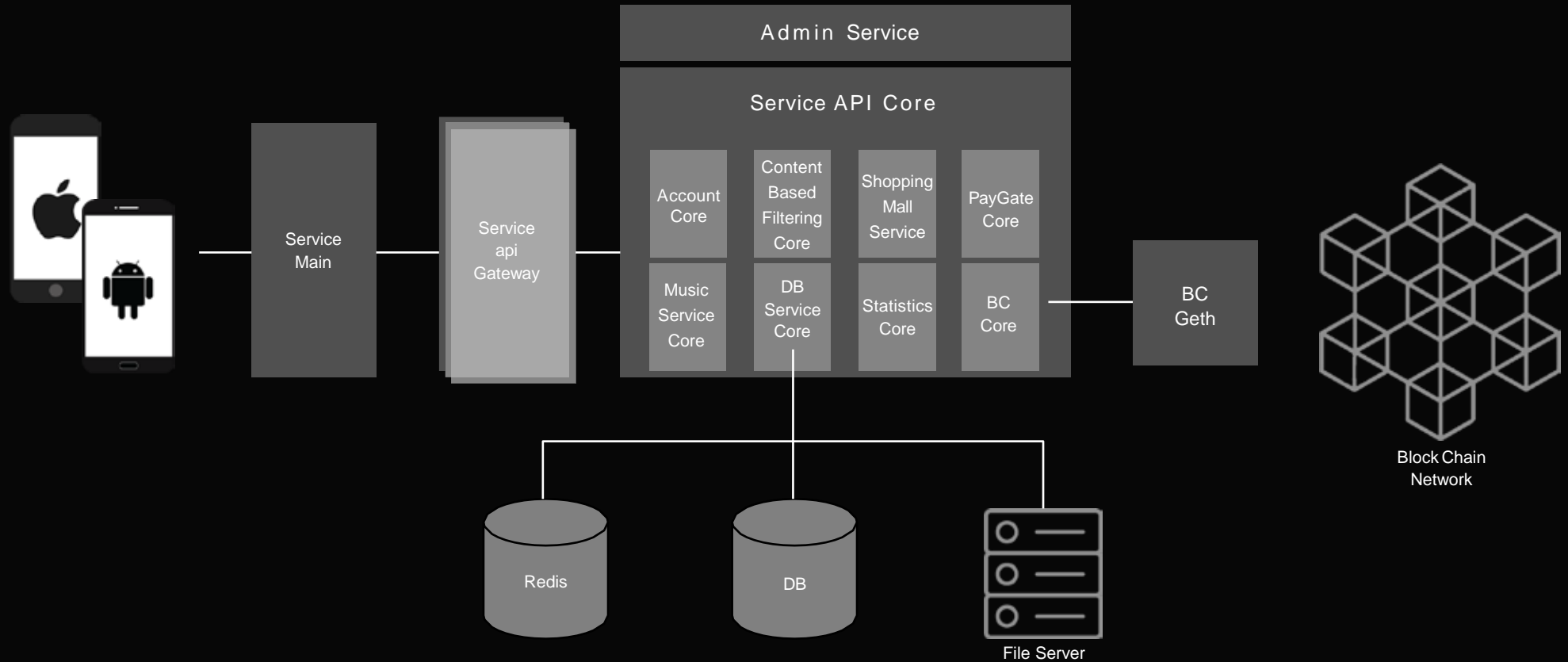
ERC-20

ERC20, a standard token issued on the Ethereum blockchain, is supported by the Brother Music Platform for transaction of items and copyrights securely and quickly on the platform. It is possible to utilize the blockchain technology in a stable and legal way. The ERC20-based BMP token has excellent scalability which can serve as a steppingstone to develop new blockchain services in the future.

Inter Planetary File System (IPFS)

In order to assure the transparency of Brother Music and the right of the digital content owners, the platform will be constructed by applying the IPFS distributed file system which provides a high data throughput with a content-addressed block storage model and convenient identification.

Brother Music Service Platform Concept Architecture

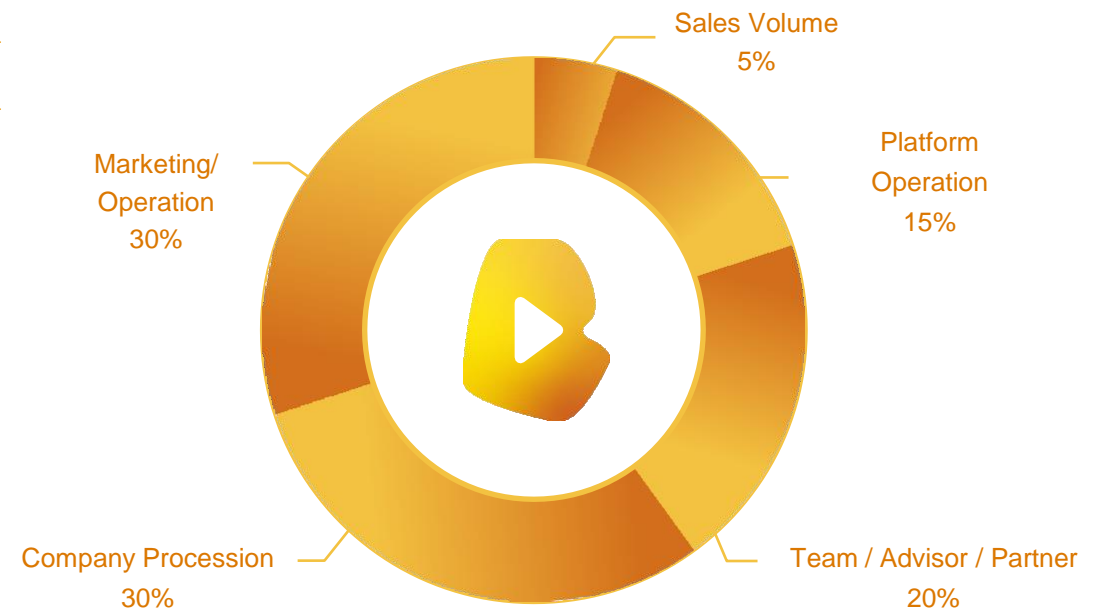


Brother Music Service Platform is designed based on the **Scalability, Cost Efficiency, Reliability and Flexibility.**

BROTHER MUSIC PLATFORM Token Distribution

Project Name	Brother Music Platform Token		
Symbol	BMP		
Total Supply	10,000,000,000	BMP	
Allocation	Sales Volume (partner 3%, general investor 2%)	500,000,000	5%
	Platform Operation	1,500,000,000	15%
	Team / Advisor / Partner	2,000,000,000	20%
	Company Procession	3,000,000,000	30%
	Marketing / Operation	3,000,000,000	30%
	Total	10,000,000,000	100%

- **Sales Volume** – Sales volume of private sale
- **Platform Operation** – Amount of distribution for future BMP platform ecosystem composition
– Lock-up for 18 months from the date of initial public listing
- **Team / Advisor / Partner**
– Tokens distribution to the team members, advisors and partners.
– Tokens distribution to the team members will be locked up for 18 months from the date of initial listing.
- **Company Procession** – Reserved tokens for future operation of the platform.
- **Marketing / Operation** – Tokens for marketing expenses and necessary expenses such as foundation establishment
– Tokens will be distributed to partners for business promotion.
– Tokens will be used for marketing such as platform promotion.



Target Users (Audiences)

The target users of BMP are the music lovers all over the world where the user can enjoy the service without limitation of the boundaries and regions. Everyone is welcomed to join us and enjoy the music streaming, purchasing, selling, subscribing, trading and supporting service provided by BMP.

Token Utilization and Economic Value

BMP tokens can be used for cryptocurrencies trading or can be kept in user's wallet to make profit. Through the market fluctuation and investment, token holders can gain possible profitability. BMP tokens can be used as the payment methods within the platform such as channel subscription, music streaming and artist sponsorship. While it is also used as the medium between producers and artists.

The department of the entertainment entrepreneurs that promotes the K-POP culture is also planning to participate in this project. It will greatly encourage users to use the BMP tokens and increase its circulation. Tickets of future events or sponsored programs can be purchased at discounted price if tokens are used for payment while the active users will be given the priority to enjoy the 50% off discount or other special rewards. In addition, the project will put focus on the K-POP community first and launch other related benefits gradually.

Despite the economic value and characteristics of the token, the token value is determined by the demand for streaming and the amount of token circulation. It is necessary to use the tokens as payment method if users would like to enjoy the special service provided by the platform. Therefore, both the artists and producer has to execute all the payment by using the contract with BMP tokens.

Rewards will be given to the frequent users of the BMP tokens, whether the users would be given rewards, and the artists would be given free promotion of their content or event.

Token trading is part of the business model and the project team will invest in new technologies to keep the Brother Music Platform competitive. The revenue from the token sale will be utilized in the operation budget of our technical team, marketing team, blockchain experts and the required infrastructures.

Revenue Resources:

1. Domestic and overseas K-POP streaming and downloading
2. Purchase of K-POP records and related products
3. Revenue from entertainment contents
4. Music royalties from artists
5. Sales of Concert ticket
6. Artist audition
7. Service fee from online concert
8. Service fees from advertisements in Fandom website

Future Plan

The token firstly released can be used in BMP Beta while the mobile APP, wallet and web application are also designed to be used in the Beta version. Artists can carry out marketing activities on the platform for their projects and the content they created to gain interest and support from their fans. The platform is designed to allow the payment to be transferred directly to the advertisement agency and artists.

In addition, the platform uses AI technology to provide customized services by analyzing the collected data through playlist recommendation, artist management, search history and user behaviors. The machine self-learning system can predict revenue of albums or event for artists. Two years after its release, BMP will expand its scale and collaborate with other networks or platforms to provide various music experiences. The specific plan will be finalized according to the business relationship and expansion strategy.

After the token sales, through large-scale marketing and leading the music trends, we will continue in research and development to improve the utilization of tokens and the quality of platform services. Furthermore, our internal development team will continuously improve designing, testing and implementing. While we will keep all the users updated on the platform development, our development team will also appreciate any user feedback for better improvement on our service.

K-POP is an evolving genre which also has a market with global recognition. BMP strives to become the pioneer in the Blockchain-based music distribution and streaming market, and to ensure the fair rights and compensation for the producers and artists to perform around the world.

Road Map

December 2019

- Market analysis and Research
- Project planning
- White paper drafting

3Q 2020

- Release of BMP (Brother Music Platform) Alpha
- Release of BMP (Brother Music Platform) Beta
- Supporting music streaming, downloading service
- Launching K-POP audition service
- Supporting token payment service by mobile APP (iOS & Android)

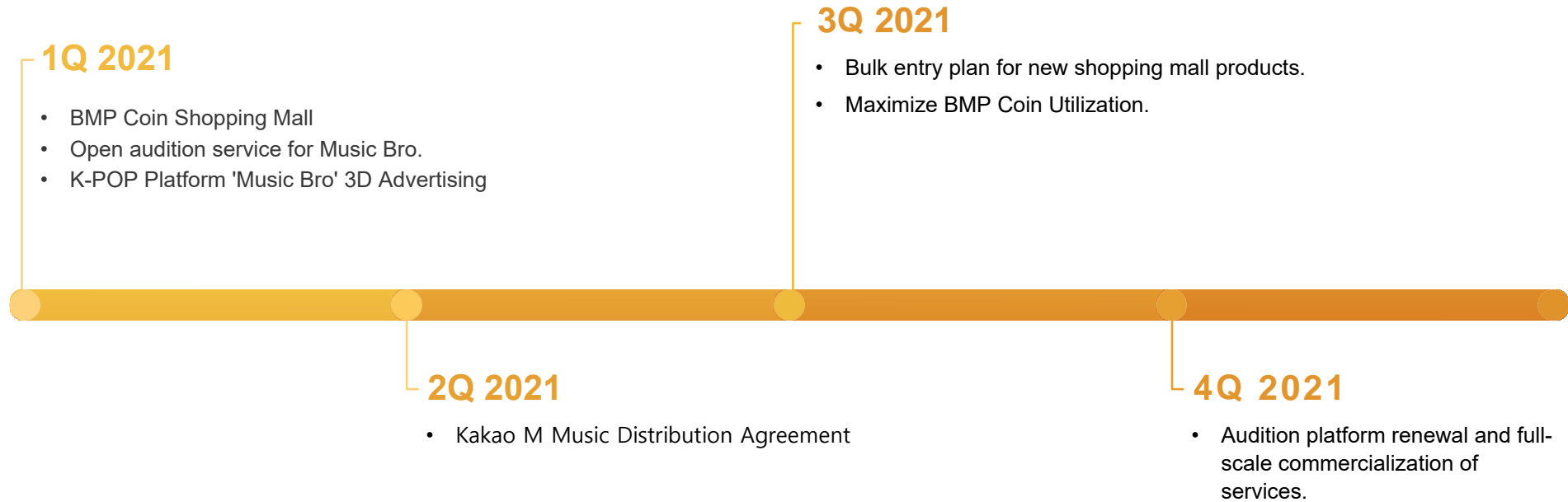
1Q- 2Q 2020

- Brave protocol development
- Strategic collaboration with ASTA
- KYC system

4Q 2020

- Launching the BMP shopping mall specializing in K-POP goods
- Advertising on TV, press release and SNS

Road Map



Road Map

1Q 2022

- Music platform ASP replacement (Soribada → NHN Bugs)
- Music platform Grand Renewal (PC Web, Mobile App)
- E-commerce (Shopping Mall) platform Renewal (Reorganization of all MDs)

3Q 2022

- Strengthening of e-commerce platform MD configuration capabilities (Manpower, Category, Sourcing, etc.)
- 2nd e-commerce UI/UX update planning
- New category development: Idea Hall, Gift Agency (tentative title) (New category related brand sales and sourcing)

2Q 2022

- Music platform subscribers promotion
- E-commerce platform online/SNS/company infrastructure-based promotion

4Q 2022

- 2nd e-commerce UI/UX renewal
Opened Music Bro Shop Intro page +
Renewed the entire layout
- Open a new category in e-commerce
Working Title: Idea Hall + Gift Giving
Center Grand Opening
- E-commerce + BMP Grand Renewal
Promotion

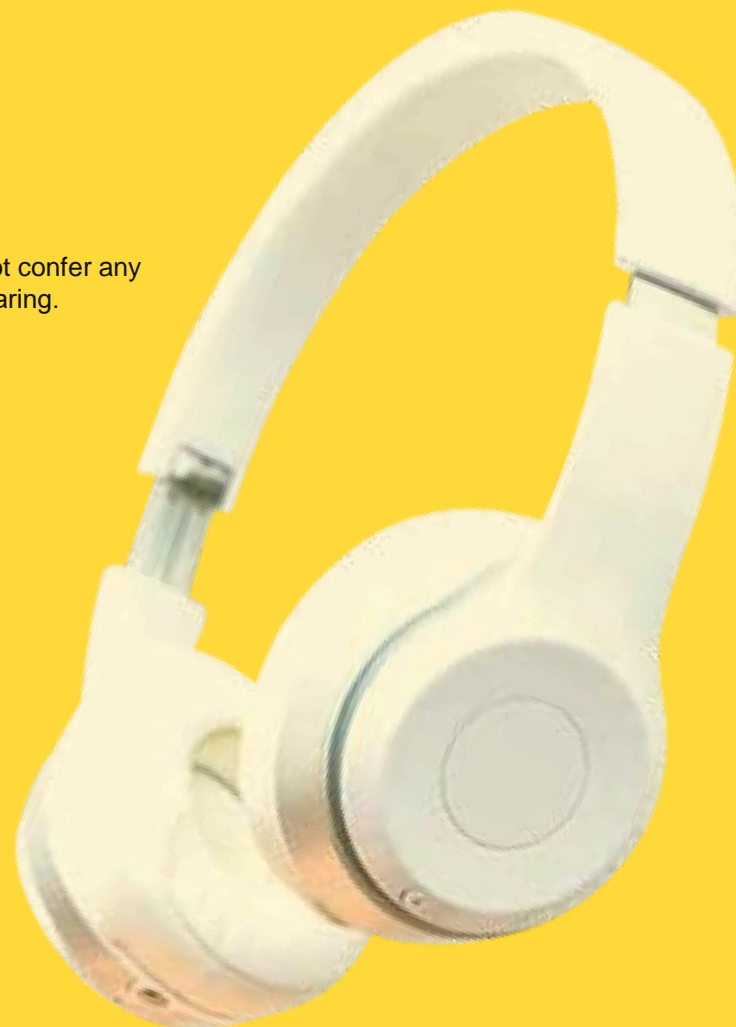
1. Fluctuating Regulatory Environment

Crypto tokens like BROTHER MUSIC PLATFORM Token may be subject to scrutiny by authorities to ensure it does not operate as securities. This may result in unforeseen risks and requires adequate measures to maintain the project.

2. Token Classification

BROTHER MUSIC PLATFORM token is not considered as securities, therefore, purchases do not confer any ownership, voting, or management rights, property interest, or any interest in revenue or profit sharing.

The only utility of BROTHER MUSIC PLATFORM token is to purchase streaming services, payment settlements for artist and producers, and support music lovers with a decentralized medium for streaming without the bureaucratic barriers that comes with fiat.



RISK FACTORS

This document is created with the purpose of providing information including the BMP token ecosystem and technical details to unspecified people interested in the BROTHER MUSIC PLATFORM (BMP) token project.

In order to compile the information for this White Paper, the BMP Team reviews the contents and describes the technical details carefully and makes efforts to always deliver the latest information through updates. However, this does not guarantee or assert that the information input by the BMP Team is completely accurate or comprehensive. The content described in this document was created as of the time of writing, and all or part of the content does not have any binding force or obligation. Therefore, the BMP Team shall not be liable for any damage caused by the use and misuse of the information, inaccurate or incomplete content mentioned in this document.

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The "predictive information" mentioned in this document is the information that has not been individually verified and it refers to the events in the future, not in the past. It also refers to the anticipated performance in the future and the expressions including "expected", "prospect", "plan" and "predicted". The abovementioned "predictive information" is affected by changes in the future, environment, and inherently contains uncertainties. Due to this uncertainty, the actual future performance may differ materially from those stated or implied in the "predictive information".

In addition, the future prediction is based on the preparation date and depends on the market situation and development environment at that time. It is subject to change in the future due to environmental changes and strategic amendment. Please understand that they are subject to change without notice. BMP Team does not take any legal or moral responsibility for any loss caused by the use of the information.

If any terms or expressions in the provisions in this disclaimer is contrary to the current laws and regulations, the term or expression will be forfeited until amendment. However, the rest of the disclaimer will remain in effect.

Brave Brother Introduce

Kang Dong Chul, also known by the stage name Brave Brother, is a well-known and experienced music producer who has achieved great accomplishments in various fields with his efforts and currently is a rapper, record producer and composer of the Brave Entertainment. Brave Brother has produced many songs for different idol groups such as After School, Sistar, 4Minute, T-ara, Son Dam Bi, Big Bang, Brown Eyed Girls, AOA, Hello Venus and U-KISS. He has started his career as a producer and composer in YG Entertainment from 2004 to 2008. With experience gained in the past 4 years and the unfairness pointed out by some of the close artists and producers, Brave Brother started to question about how artists should distribute their works through third parties while ensuring the equality of the profit distribution of music market.

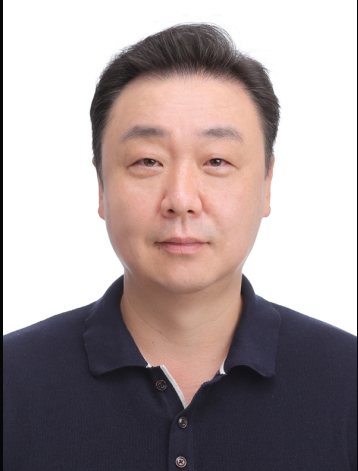
Therefore, Brave Brother started his own record label with the belief of solving the problems, Brave Brother Entertainment in 2008 to support the artists and producer to enter into the K-POP global market while trying to make sure both parties can share the benefit equally. With the vision to produce outstanding songs and foster talented artists, Brave Entertainment has made this possible. In addition, Brave Entertainment has been making effort to solve the problems encountered by the composers, musicians, and producers which has positively influencing the ecosystem of the music market. Based on the achievements so far, Brave Entertainment aims to take one step closer to this goal by building a Blockchain-based music content platform. The new platform will promote the autonomy for artists and transparency for the streaming market.

Brave Brother, Kang Dong Chul believes that building a sustainable streaming platform which uses BMP Token as a utility token with blockchain technology based on improving user experience, enhancing transparency and promoting equal benefits for artists will help expanding the vision of Brave Entertainment exponentially.



TEAM

CEO



CEO
Lee Jong Hwa

- Current) Musicbro CEO
- Brave Entertainment Vice President
- 2012 J2 Ent. CEO (Music distribution company)
- 2005 NH Media Vice President
- 2002 Content planning, Mobile Content Department, Mobile Communication Company
- 2000 Management Planning, BSG
- Bachelor Degree of Industrial Engineering at Sungkyunkwan University

Producer



Producer
Kang Dong Chul

- Current) Brave Entertainment CEO
- Musicbro Chief Producer



Producer
Maboos

- Current) Musicbro Producer
- 2013 Best K-POP Lyricist Award at the Korean Culture Entertainment Award
- 2010 'Electroboyz' Debut



Producer
Red Cookie

- Current) Musicbro Producer
- 2011 Single Album [Chapter 1] Debut
- 2008 Bachelor Degree of Practical Music Department at Hose University



Producer
Lee Jin Soo

- Current) Musicbro Producer
- 2016 Participation in Composing of Brave Girls' 'High Hill' & 'Changed'
- 2015 Participation in Producing of AOA's 'Luv ME' & 'Sweet and Easy'
- 2010 Natseon 'Because of you' Producing Debut

TEAM

Platform & Developer



**Senior Developer
Hwang Hye Chan**

- Current) Musicbro Developer
- 2020 Topstock, Limited. Web Development Division
- 2019 Cook Soft, Limited. Development Division
- Bachelor Degree of Department of Computer Science and Engineering at Silla University



**Developer
Lee Ji Young**

- Current) Musicbro Developer
- 2020 Yogo Company, Limited. Technical Division Developer
- 2013 Daewoo Construction Research Institute Developer

Strategic Marketing



**Director
Kang Heuk Chul**

- Current) Musicbro Director
- 2008 Brave Entertainment Director
- 2002 YG Entertainment