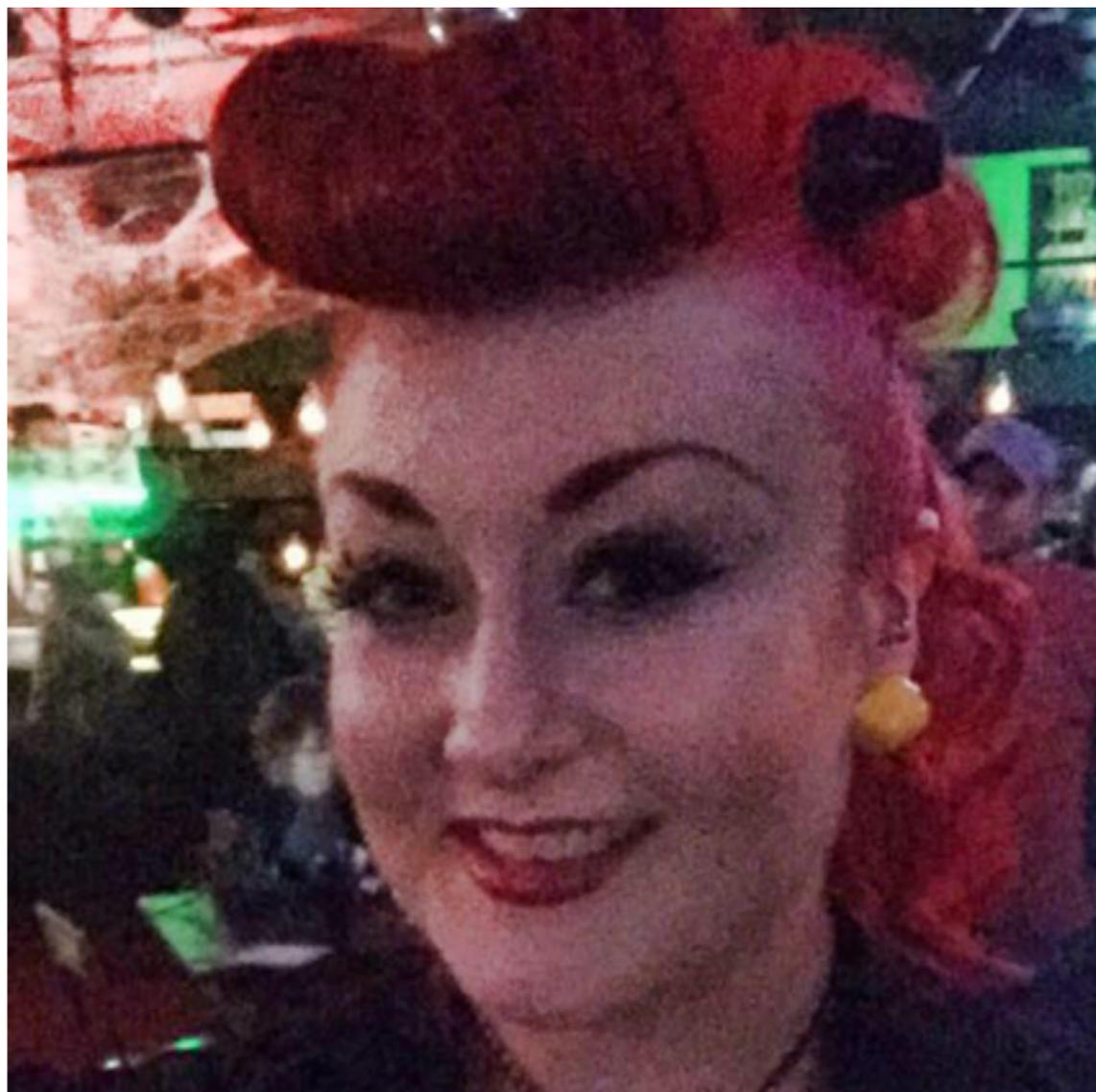




WELCOME!

.....
Fellow partner. . .independent artist. . .we welcome working together to create a streaming alternative for entertainment content. The indieex.com goal is clear: to shift the monetary control into the hands of the talent, as well as the viewer. We want you, the artist, to make money for your content, and we want the viewer to pay only for what they actually watch, or listen to. A win-win. Continue to learn more. . .



HELLO.

PEARLS MAHONE.

.....
*Welcome to Phase 3 of the
indieex.com Prototype*

A FEW THINGS WE HAVE LEARNED. . .

- Independent artists are not shy of trying new things, or breaking down new barriers. . .
- Approx. 3% of Leon Virgil Bower's overall social media fan base translated to active paid viewership
- Each social media posting produced an approx. 25% bump in viewership activity
- Viewership engagement is significantly active later in the week

CONCLUSIONS...

- Once content is made available on indieex.com, it pays to promote to your existing fan base
- Your fans will respond. . .all it takes is a few FB posts and tweets, especially over the course of a week-end

YOUR NEXT STEPS. . .

- Gather your video content and think about what you may have on your cell phones, lap tops, etc. - video content of road trips, behind-the-scenes, rehearsals. Rough is okay, as long as it's unique and is not already posted on YouTube, or another free source
- Submit your content to us - however is easy for you, i.e. Dropbox; when sending your content, please use this email: lizs@globalvideochicago.com
- Once we've confirmed your content is available, post and tweet to your fans over the course of a week-end: Thursday through Sunday
- We are happy to provide you with a/some graphic images for your social media messages (images we create for our home page Gallery)
- Call, email or tweet us if you have questions, concerns or want to bounce off some ideas. . .our goal is to help you prosper by monetizing your content.

OUR GOALS FOR PHASE 3 TESTING...

- We will shift our technical priorities from back-end functionality to the front-end
- We will re-design the site so as to improve the following:
 - overall navigation
 - scale of text, icons and video thumbnails
 - development of an indieex.com set of branded interview templates (reduce text, more video)
 - viewer/fan email sign-up so we can announce new artists, content, upcoming events

LEON VIRGIL BOWERS/HELLBOUND GLORY/THE EXCAVATORS

Date Range: 9/2/15 - 12/7/15

This report reflects the actual # of FTT views on indieex.com and then the projected income after promoting the songs to the artist's existing social media fan base. **Using Leon Virgil Bowers as an example for potential earnings on indieex.com, here are some stats. . .**

Projected earned revenue based on cohesive cumulative SM campaigns

List of Current Content on indieex.com
(20 Assets)

above date range

FB & Twitter #'s

Based on assumption that 3% of total social media fan base will respond and view content

Asset #	Asset Name	Views	Revenue	FB & Twitter #s	Projected Revenue	Projected Revenue	Projected Revenue	Projected Revenue
1	LVB			2558	410	2968	89.04	
	Hellbound Glory			14,693	3,014	17,707	531.21	
	Hellbound Glory: Excavators							
				17251	3424	20675	620.25	\$1612.65
	Bastard Child	15	\$0.25	\$3.00				\$8,385.78
	Private Concert April 25, 2015	14	\$1.50	\$16.80				\$7,998.74
	A Short Interview	9	\$0.00	\$0.00				
2	Hellbound Glory							
	College Girls	106	\$0.25	\$21.20				
	Bar Room Beauty	2	\$0.14	\$0.22				
	Bucket's Got a Hole In It/Worn Out The Rush	25	\$0.25	\$5.00				
	F#@k You If You Don't Love Me	1	\$0.14	\$0.11				
	Living With The Shades Pulled Down	1	\$0.14	\$0.11				
	Better Hope You Die Young	3	\$0.14	\$0.34				
	Repo Man	2	\$0.14	\$0.22				
	Hellbound Glory Live @ Humboldt	15	\$2.00	\$24.00				
	Guitars & Cadillacs Saloon	12	\$1.50	\$14.40				
	Live From VFW 5079	20	\$2.00	\$32.00				
	Goin' Poaching	25	\$0.25	\$5.00				
	I'm On Fire	6	\$0.14	\$0.67				
	Hank Williams Records	1	\$0.14	\$0.11				
	Another Bender Might Break Me	2	\$0.14	\$0.22				
	Baby's Got A Sugar Daddy	1	\$0.14	\$0.11				
	Showin' Off Sure Is Fun	4	\$0.14	\$0.45				
5	Hellbound Glory: Excavators							
	Hellbound Glory presents the Excavators	37	\$1.00	\$29.60				
			\$10.40	\$153.58				

Based on assumption: 50% of fans will view 50% of your content & 50% of fans view 100%

Initial, potential income post SM promotion