



vampr

The **largest music social network** is about to become the **LinkedIn for all creatives**

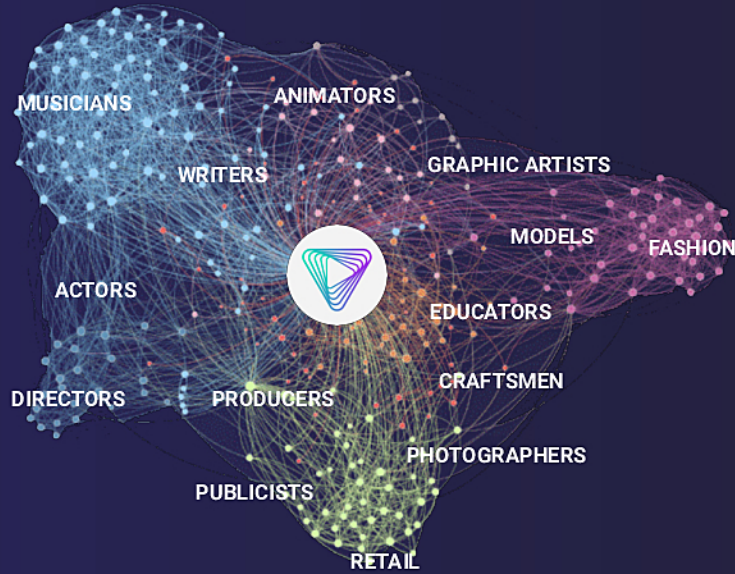


Who you know and where you live are vital to finding success

vampr

Apple App Store  
BEST OF 2017

### Vampr – The LinkedIn for Creatives



### The Business Model

Vampr Pro  
Monthly Subscription



Premium features incl.  
Additional Swipes, Profile Boost,  
Verified Accounts, Collab Tools

ARPU \$2.69 (H2 2020)

Contextual Ads &  
Content Promotion



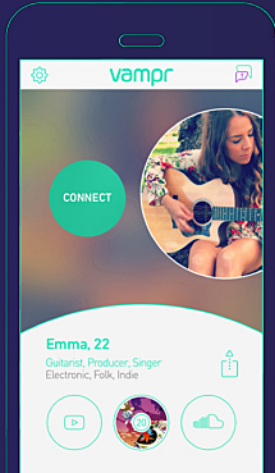
CPE and Lead based  
with Services,  
Manufacturers, Retailers

ARPU \$1.20 (H2 2020)

Recent Ad Campaigns



Ave. 20% CTR



### Traction

10k

DAUs

8:58

Average Session

198

Countries with  
active users

\$0.09

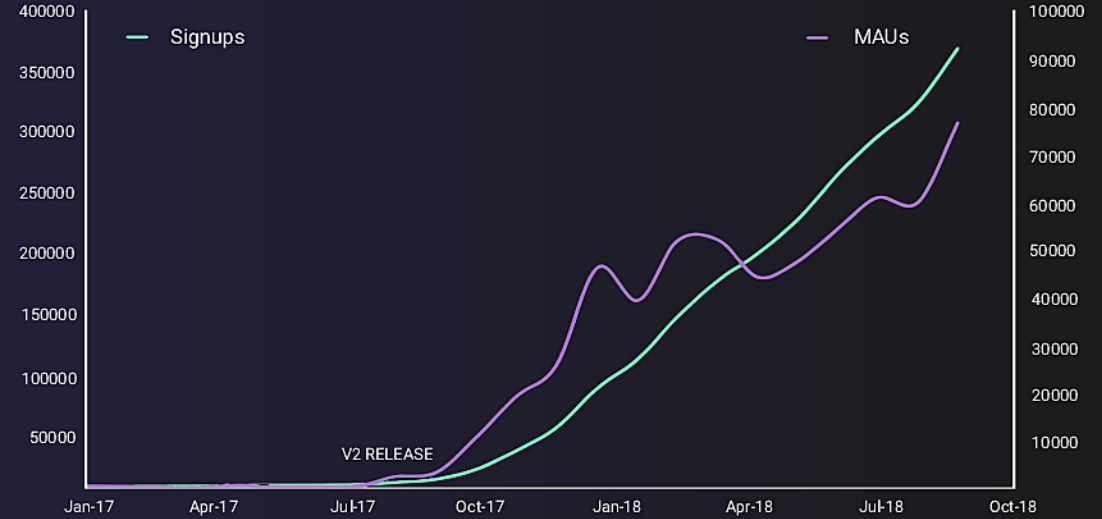
Ave. CPA

4m

Connections

24m

Swipes



Accelerators: FbStart  
from facebook

aws activate

### Executive Team



**Josh Simons**  
CEO & Co-Founder  
Growth and Marketing

B.Bus. Successful songwriter/  
artist and indie record label  
manager with multi-million  
streams and global touring  
experience with **Carrie  
Underwood** and **Keith Urban**



**Baz Palmer**  
Co-Founder  
Business Development

Experienced tech  
entrepreneur with companies  
turning over \$75M/annum.  
**Hall-Of-Famer** and multi-  
platinum artist with  
**Hunters & Collectors**



**Troy Walters**  
CTO  
Product and Technology

Bachelor of Computer Science  
and Software Engineering.  
Live broadcast veteran and  
developer with all three of  
**Australia's largest television  
networks**



**Russell Colman**  
Group Chairman  
Financials

B.Eng., M.Sc. 30+ years  
experience in tech R&D and  
startup ventures. Most recent  
venture, **ATMECO**, acquired in  
2014 by international private  
group operating worldwide



**Matt Adell**  
Advisor  
Music Tech Veteran

COO of **Native Instruments**.  
Formerly CEO of **Beatport** and  
Vice-President of **Napster**. Multiple  
exits under his belt with 20+ years  
experience working at the  
intersection of music and tech

with team members formerly of



soundhalo



TYPHOON



# WHY IT WORKS – EFFICIENT MOBILE NETWORKING

1

**Quick**  
signup with a  
single click

2

**Frictionless**  
grab your  
content from  
existing  
platforms

3

**Simple**  
search powered  
by proprietary  
algorithm

4

**Instant**  
connections  
with a single  
swipe

5

**Audio Visual**  
user profiles  
with YouTube  
and SoundCloud  
integration

6

**Secure**  
messaging and  
anonymity  
controls – safe  
community

7

**Multilingual**  
English, Español,  
中文, Français,  
Italiano, 日本語,  
Português,  
Русский and  
Türkçe

8

**Gamified**  
networking  
tool – no  
longer a  
chore



WHAT MAKES VAMPR DEFENSIBLE?

# GROWTH + SCALE

EXISTING AND NEW CHALLENGERS CAN'T KEEP UP


CASE STUDY IN Q2 2018...

▲ 8% MoM

vampr  
48K  
MONTHLY  
NEW USERS

RYSE  
★ REVERBNATION™  
♫ TREBLE FM  
jammcard!™  
29K  
COMBINED

▼ 4% MoM

COMPETITOR DATA SUPPLIED BY  apptopia



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# CRASH FREE EXPERIENCE

## IN THE PAST 90 DAYS

99.43%

● CRASH-FREE USERS

99.94%

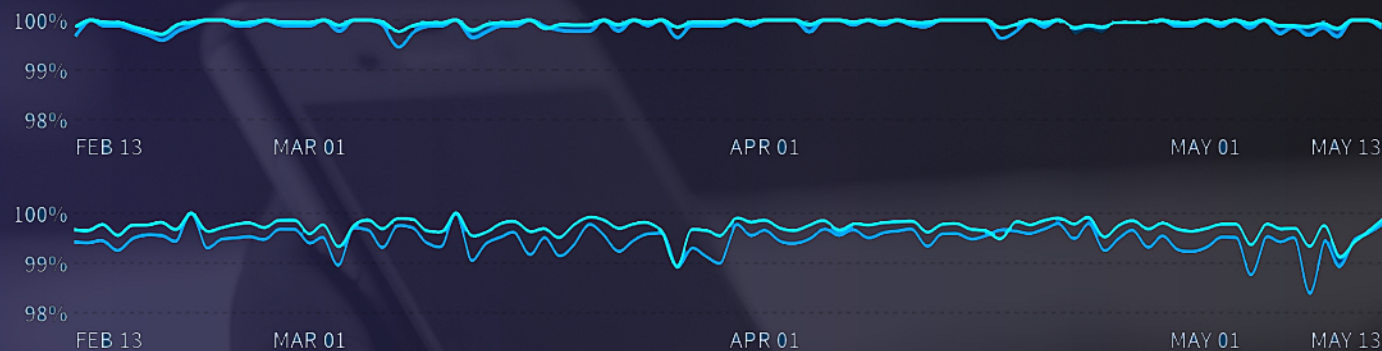
● CRASH-FREE SESSIONS

98.45%

● CRASH-FREE USERS

99.71%

● CRASH-FREE SESSIONS



CRASH DATA SUPPLIED BY  FABRIC



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# PREVIOUS INVESTMENTS

# \$900,000

## MAY 2015 - FOUNDED:

Develop Scope of Works for MVP  
Brand Development and Company Creation



## OCTOBER 2015 - SEED 1:

Trademark Brand and Protect IP  
Build and Release MVP on iOS within 12 months  
Reach 10,000 users by end of funds drawdown

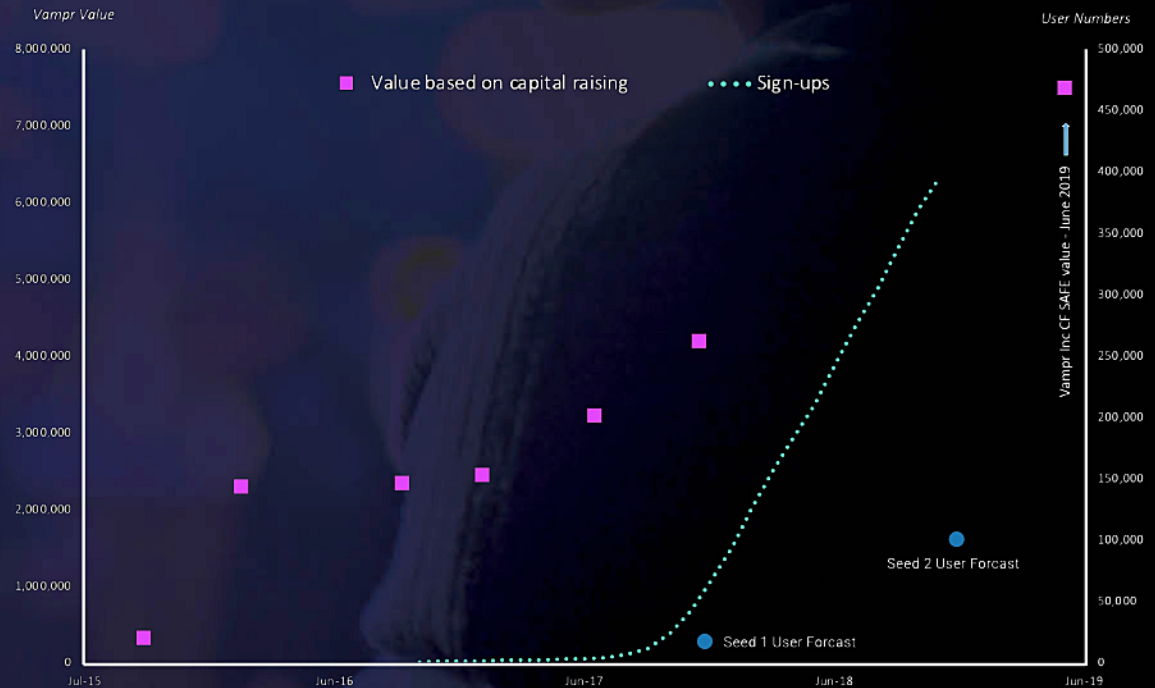


## SEPTEMBER 2016 - SEED 2:

Build and Release Android in 6 months  
Formation of US Structure and Relocation  
Scope, Build and Release Version 2  
Establish Advisory Board  
Reach 100,000 users by end of funds drawdown



## EXCEEDING EXPECTATIONS



## FEATURED IN:

THE TIMES

HUFFPOST



TECHINASIA

FINANCIAL REVIEW

Reverb

The Daily Telegraph



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## USE OF NEW FUNDS

# \$1.5MILLION

### JUNE 2019 - REG CF:

- Build Vampr Pro (Subscription Module)
- Develop In-House Sales Team
- Further Multilingual App Support
- Create First Meaningful Revenues

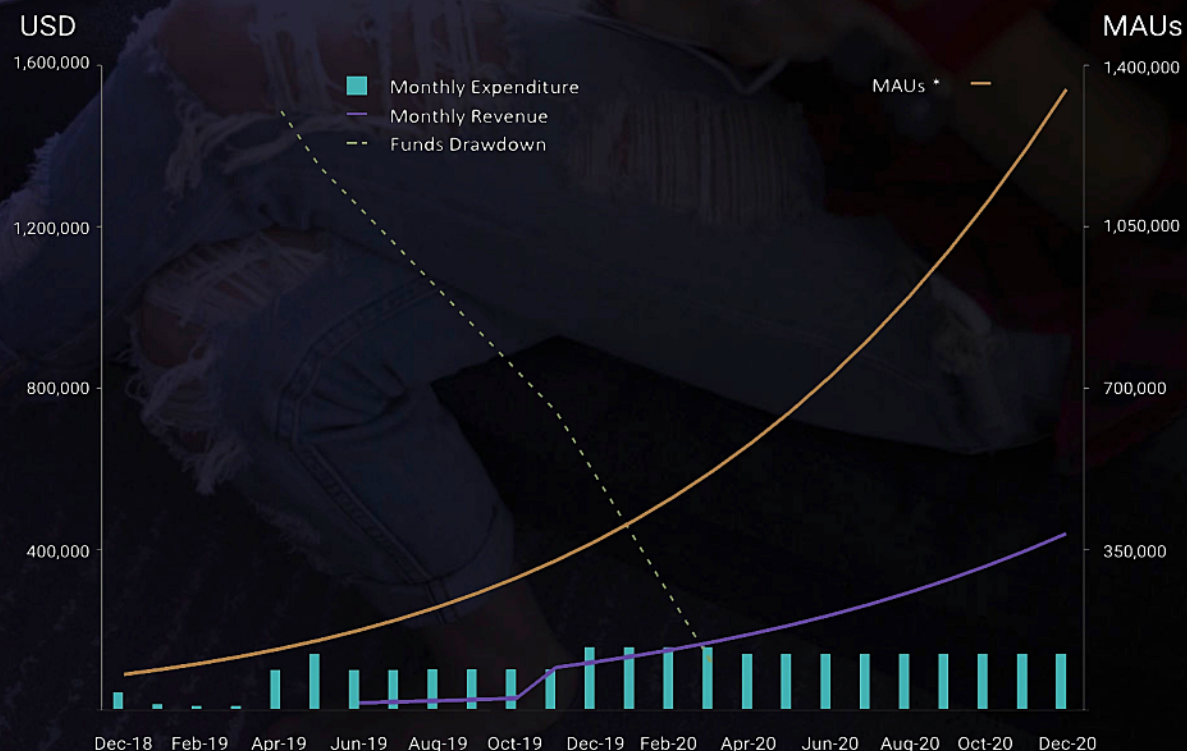
### PROJECTED GROWTH:

- 1.3M** Monthly Active Users by December 2020
- 50% DAU/MAU ratio by end of funds drawdown

### PROJECTED REVENUE:

- \$3M** Gross Revenue by December 2020
- Derived primarily through subscription

## TO BE DEPLOYED OVER 18 MONTHS



\* Calculated on December user data. Financials available in Form C



## THE MATH

If **4.5%** of our existing **75K MAUs** who are growing at rate of **12.2% MoM** (12 month ave.)

spend **\$4.99 / month** on **Vampr Pro**, our post-investment **EBITDA** looks like:

	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
Revenue	\$339,859	\$3,183,894	\$6,367,788	\$12,735,576	\$25,471,151
Costs	\$1,048,699	\$1,744,664	\$2,616,996	\$3,925,494	\$5,888,241
EBITDA	(\$708,841)	\$1,439,230	\$3,750,792	\$8,810,082	\$19,582,910





# SUCCESS ASSUMPTIONS

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## **Macro Assumptions**

- Year 1 commences upon receipt of new funding
- Assumes capital injection of USD 1.5M
- Growth calculations up to and including Year 2 are based on historical growth trends
- 12 month MAU growth sits at 12.2% MoM and Signups at 19.9%
- Years 3-5 are calculated on growth trend of Year 1 & 2, modified to account for effects of scale, including slow-down and assume a 50% increase in development and marketing expenditure year-on-year

## **1. Contextual Ads**

- \$2 CPC or \$0.40 CPE
- Minimum two-week engagement per campaign

## **2. Vampr Pro**

- Subscription rate of 4.5% of Monthly Active Users based upon leading meet platform average
- Monthly subscription cost of \$4.99



## 5 YEARS FROM NOW – COMPLETE MARKETPLACE FOR THE ENTIRE ECOSYSTEM



Integrated seamlessly with all essential services used by creatives



THANK YOU

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VAMPR

AVAILABLE NOW ON iOS AND ANDROID

**Investor Relations**  
info@vampr.me

**Press Enquiries**  
social@vampr.me

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