



EXECUTIVE SUMMARY



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EXECUTIVE SUMMARY

BACKGROUND

Worldwide Entertainment Group (WEG) operates five business groups representing **Label / Talent Management / Live Performance / Licensed Merchandise / Music Publishing**.

OUR MISSION



Our mission is turning **Worldwide Entertainment Group (WEG)** signed and contracted Music Artists from being purely creative talent into smart, knowledgeable, and insightful business operators by empowering them with the proper entrepreneurial knowledge, skills, and resources to be highly successful in today's \$31.7B (in 2025 and growing) global music industry.

We plan to do this by providing the extensive resources available from **WEG** led by a team of highly experienced industry professionals. **WEG's** brand identity is focused on **putting the Music Artists' career first**.

PROBLEM: Major recording labels have historically signed musicians to exploitive contractual agreements, engaging in unfair negotiations, operating under a broken culture, and their business models ultimately have left music artists with no transparency, no royalties and no trust for major records labels.

SOLUTION: **WEG** has the resources to provide music artists with a comprehensive list of services – a true one-stop-shop, which is unlike any other business model in the music industry. Our approach is not only fair and equitable—it's intentionally structured to be highly lucrative for both our artists and our business. **WEG** empowers creators while redefining profitability and transparency across the entertainment landscape.

SERVICES: **WEG** has a diversified multi-tier offering for our artists. It includes recording and distribution services similar to traditional record labels but with far more equitable revenue sharing. Artists will also have access to any, or all, of the services from the other **WEG** groups that include talent management, live performance, licensed merchandise, music publishing and streaming media.

TARGET MARKET: The market share analytics show that independent artists are growing tremendously across all segments and the future of the music business will soon be in their hands. The services we provide will be the foundation for the music industry moving forward, offering a fair financial business model, and delivering the support and protection that our brilliant creatives need and deserve.

EMERGING TECHNOLOGIES: Contemporary music creation and marketing spans a wide range of innovative approaches, marked by a departure from traditional methods and an embrace of emerging technologies such as algorithmic and generative composition, AI, virtual and augmented reality, and transmedia storytelling. These strategies emphasize experimentation, technological integration, interactivity, cross-cultural influences, and a redefined understanding of what creates a dynamic and original fan experience.

MARKETING: WEG has a fully integrated marketing strategy that encompasses all facets of marketing (e.g., traditional, digital, experiential, social, and product merchandising, etc.). Our team develops artists' comprehensive career paths and marketing campaigns. These plans serve as foundational documents that are built out for each artist.

OUR TEAM: WEG has an impressive group of experienced music industry leaders that includes executives, partners, and advisors.

WHY WEG WILL BE SUCCESSFUL:

- The team has decades of success in the music business and proven success in signing successful artists
- Proven high-level executives who have previously started an independent label which was Billboard's #1 independent label first two years in operation with five Grammy nominations and three Grammy winners (biggest success was Baha Men's "Who Let the Dogs Out") and have marketed or signed artists including Bruce Springsteen, Elvis Costello, Pink Floyd, Aimee Mann, Eddy Grant, Notorious B.I.G., Sarah McLachlan and many others
- Proven label and management success in breaking artists on a global scale including taking Mercury Records to the #1 international label in 16 months. Broke Shania Twain as a pop artist, the first time a country artist broke worldwide as a pop artist paving the way for future country artists to do the same (e.g., Taylor Swift)
- Leaders in digital and new technologies from the beginning
- Multiple diversified streams of income
- Putting the artist and the music first
- Global distribution already in place for music (Orchard (Division of Sony) and Merchandise through JSR/Forward Merchandise that includes onsite printing, packing and shipping worldwide

SENIOR MANAGEMENT

Dave Lory - Co-Founder/WEG President - Has a diverse and extensive background in arts and entertainment over his 35-year career. An accomplished label executive, event producer, hands-on music artist manager, author, and marketing professional, has worked across all genres of music and produced numerous memorable and successful events. Dave served on the NARAS (The Grammys) Board of Governor's New York Chapter for 8 Years. He has worked with many artists in various positions including the Allman Brothers Band, Jeff Buckley, Bon Jovi, KISS

and was responsible for breaking Shania Twain as a pop artist worldwide becoming the first country artist to crossover.

Dick Wingate - Co-Founder/WEG Chief Creative Officer - At the forefront of music marketing, A&R and interactive technology from its beginnings. After serving as Product Manager at Columbia Records, Director of Talent Acquisition at Epic Records, SVP A&R at PolyGram Records and SVP Marketing at Arista Records; served as President, Media Development & Chief Content Officer for Nellymoser Inc., with clients such as Sony, Warner Music, MTV, AT&T, Virgin Mobile & ABC Television. He pioneered the digital music business as SVP, Content Development at Liquid Audio, Inc, playing a pivotal role in their 1999 IPO and has been integrally involved with launching or developing the careers of artists such as *Bruce Springsteen, Elvis Costello, Aimee Mann, Peter Tosh, Eddy Grant, Pink Floyd, Notorious B.I.G, Sarah McLachlan and Garland Jeffreys.*

Joshua Simons - Founder/WEG Chief Strategy Officer - Strategic leader in Music, Sports, Entertainment, eGaming, Lifestyle, and Digital Marketing, recognized for driving transformative, paradigm-shifting initiatives across the full strategic development cycle. Combines forward-thinking innovation with operational execution, seamlessly integrating emerging digital platforms and traditional media to deliver measurable, market-defining impact. As just three examples: Secured the first-ever corporate sponsor for a Rolling Stones tour, launching a new industry trend; originated the concept of the first NFL Super Bowl Half-Time Show in a contemporary musical performance format, signing Michael Jackson; participated in the creation, launch and leadership of the successful start-up in digital satellite radio... XM (to later become SiriusXM).

Jeff Burroughs - President, WEG Label Group - As an established leader in music and marketing, Jeff has worked tirelessly to elevate artist brands and build consumer products. His leadership roles at major music labels, including Sony, RCA, and Def Jam, have seen him shape the careers of global superstars such as Alicia Keys, Kanye West, Justin Bieber and Jhene Aiko. As President of Bad Boy Entertainment, Jeff worked to push hip-hop into the mainstream and helped shape the identity of hip-hop as an agent of change, showing that the genre could be a force for cultural influence. Beyond his work in music, Jeff's impact spans television, where, as Global Head of Commercial for Simon Cowell's Got Talent and X-factor franchises, he played a crucial role in expanding these properties into 40 markets around the world. He is the founder of Whtwrks, a brand strategy agency known for delivering innovative work with top-tier brands such as Wells Fargo, Smirnoff, Chase, Paramount, and Disney, helping them authentically engage in cultural conversations.

Jeff Riccio - President, WEG Licensed Merchandise Group - Former President and founder of JSR/Forward Merch where he built the company into one of the top merchandise companies in the world in music and Broadway's show merchandise with worldwide distribution and touring services for their clients. Experienced VP with a demonstrated history of success in the Sales & Merchandising industry. Strong Management professional skilled in Radio, Marketing and Branding Strategy along with Business Development Strategies for major retailers throughout New York State. A self starter that has worked directly with over 500+ vendors on behalf of brands.

Brad Mooberry - WEG Chief Marketing Officer (CMO) - Served nearly 30 years as founder and CEO of ad2, inc., consulting with a variety of corporate and entertainment clients on concepts for, and implementation of multi-channel initiatives ranging from brand strategy and website development to social media marketing tactics and application design and development. Past clients include GRAMMY.com, Paramount Pictures, Pepsi, Hilton Hotels, Sony Pictures and more.

Neal Zamil – WEG Chief Financial Officer (CFO) - Has over 35 years of experience as a finance and operations professional working at major multinational music and entertainment companies and more recently at smaller entrepreneurial startup companies. During that time, Neal has gained both corporate and divisional experience heading departments responsible for strategic planning and analysis, finance, operations, and investor relations. Recently, Neal had been serving as CFO of Alamo Records which was a successful joint venture with Universal Music Group and Interscope Records.

Patrick Clifford - VP, WEG Label Group A&R Nashville - Recently, he was VP of Music Publishing and A&R for Disney Music Publishing in Nashville. He was responsible for exploiting the company's extensive catalog of existing songs, as well as providing creative direction, leadership and growth of the writer roster. His prior experience includes VP of A&R for Ten Ten Music Group in Nashville. His career began with artists James Taylor and Cat Stevens at Nemperor Artists, and he also discovered and recorded The Romantics. He later served in the A&R departments of major labels including Epic, A&M, Chrysalis and Capitol, working with the Miami Sound Machine, Blues Traveler and the Neville Brothers. Later, as a senior A&R executive with BMG he worked with scores of important artists, from Etta James to Ziggy Marley.

Sandy Rizzo - Executive Vice-President, WEG Talent Management Group - In this ever-changing face of the current music industry, Sandy Rizzo has found a specialized niche. She works directly with artists, their agents, business managers, and their labels on all aspects of artist management which includes local, regional, U.S. and international touring, live performances, marketing, recording and promotion of both new and established artists. With a proven track record of 25 years of hard-core, fast paced experience in artist management, Sandy uses her skills and experience to assist artists in obtaining the next level of their careers in the smartest and most productive way possible.

Anna Chavels - Executive Assistant to the President - A senior Executive Assistant with 15+ years of success supporting C-suite executives, founders, and senior leadership across investment management, financial services, and private companies. In her role as a leader, strategist, and partner, she is known for anticipating executive needs, protecting time, and delivering high-touch support across complex calendars, global travel, communications, and operations. Recently she served as the Executive Assistant at A-LIST Associates where she managed and supported Ultra High-Net-Worth Individuals (UHNW) and celebrity clients by delivering high-level executive assistance across complex calendars, global travel, communications, and operational priorities.

Jenn Federici – GM, WEG Artist Development - Over 20 years of experience in Partnership and Budget Management, Tour Marketing, Artist Development, and a lifelong passion for music and live events. At Momentum Worldwide, Jenn provided partnership and team management for American Express Entertainment Access Program managing their multimillion-dollar budget year over year and led the U.S. Entertainment Team resulting in annual sale of 2.5M+ presale tickets.

Carlos Alomar - Senior Director, WEG Label Group A&R (Latin, Rock & Pop) - After 32 International gold and platinum records, Carlos Alomar's place in music history is already secure. The legendary guitarist burst upon the rock scene with David Bowie in the mid-1970s, when he, Bowie, and John Lennon co-wrote the hit song "Fame." While remaining active in the music scene, working with contemporary artists like the Scissor Sisters and Alicia Keys, Alomar

has become a cutting-edge figure in the worlds of music education and music technology. Carlos was one of the original founders for the Latin Grammys and is the President of the Puerto Rican Music Association of the U.S. He brings to WEG vast knowledge and experience as the Latin Music Market has been the fastest growing genre in the world the past few years.

Saint Bodhi - Manager, A&R - A Grammy, EMMY nominated songwriter, artist, and A&R executive from South Central Los Angeles. With over a decade of experience, she has shaped the sound of modern music, penning hits for icons like Beyoncé, A\$AP Rocky, Jaden Smith, Will Smith, and Erykah Badu. After a breakout debut with Mad World (Def Jam), Bodhi transitioned into a multifaceted career spanning high-end brand partnerships—including Gucci, Adidas, and FIFA—and creative storytelling as a writer for Marvel Comics. Currently signed Sony ATV publishing, and Alta Music Group, she blends her deep-rooted industry expertise with a sharp eye for cultural trends to drive the next wave of artist development.

Thomas Linden - Senior Director, WEG Live Performance Group - Has worked in the live entertainment field for over 16 years. He spent the bulk of this time at Artist Group International where he had the pleasure of working on tours for a diverse roster of artists. He comes to WEG Live Performance Group from The Road Company, where he booked and planned tours for Broadway and other theatrical presentations.

Kennard Valentine - Senior Director, WEG Talent Management Group - Has more than 10 years of experience in event marketing, coordination, and promotion. He started his career by handling event marketing and brand development for Ciroc and DeLeon. At Feld Entertainment, he handled regional business development, media relationships, marketing, and revenue planning for a variety of high profile shows.

Avery Suggs - Executive Assistant and Social Media Manager - An emerging music industry professional specializing in music production, A&R, and social media marketing. Avery supports high-profile music executives, manages artist campaigns, and plays a key role in talent discovery and contract negotiations. With experience spanning A&R, live sound engineering, and digital marketing, Avery combines technical expertise in platforms like Logic Pro X and ProTools with a strategic approach to artist development and brand growth.

KEY ADVISORS

Spencer Klein - WEG Corporate Attorney - M&A Attorney of the Year (Financial Monthly, July 2025). Serves as global co-chair of the Mergers & Acquisitions practice at the international law firm of Morrison & Foerster. He has advised on more than 200 successfully closed mergers, tender and exchange offers, stock and asset acquisitions, divestitures and joint ventures. He also regularly counsels corporate boards and committees in transactional and high-profile corporate governance matters, proxy contests and takeover defense counseling. He frequently advises leading U.S. and multinational companies across multiple industries, including entertainment and media, with a particular focus on music transactions. He was named Merger and Acquisition Attorney of the year in July 2025 by Financial Monthly. Among other groundbreaking transactions, Spencer recently represented his all-time favorite rock band KISS and its co-founders Gene Simmons and Paul Stanley in their sale of the KISS catalog and other assets to Pophouse Entertainment.

Caroline Galloway - WEG Corporate Communications - An award-winning entertainment and consumer brand marketing and PR expert with global experience. She has been a leader in her field responsible for iconic media campaigns and revenue generating programs for global brands including entertainment and music giants. Galloway has spent the last 23 years in the highly-competitive world of entertainment marketing making her mark by delivering global awareness through aggressive media placement and non-traditional marketing opportunities. She has lived in the United States and Europe.

Jeff Brody - President, Brody Distribution Group - Has worked in the music industry for over 50 years. Mr. Brody began his career as a salesman at Malverne Distribution in New York where he worked with labels including Atlantic, Stax, Epic, Mercury and Phillips and with artists such as Aretha Franklin, Otis Redding, Sam & Dave, Rod Steward, Led Zeppelin and CSN&Y.

Loren Chodosh, Esq. - Head of Business Affairs - An entertainment law attorney and native New Yorker. She started her firm in 1995 after 10 years at Levine, Thall & Plotkin. Over the years, she has represented a varied clientele, including Bixio Music, Boss Hog, Willy DeVille, archive Ether, Steve Fisk, Diamanda Galás, Buddy Guy, IDM Music, Steve Jordan, Liars, Local No. 12, Man-Ken Music Ltd. (10cc publishing), and many more.