

STRICTLY CONFIDENTIAL



Worldwide Entertainment Group operates six business groups: Label / Talent Management / Live Performance / Licensed Merchandise / Music Publishing

DISCLAIMER

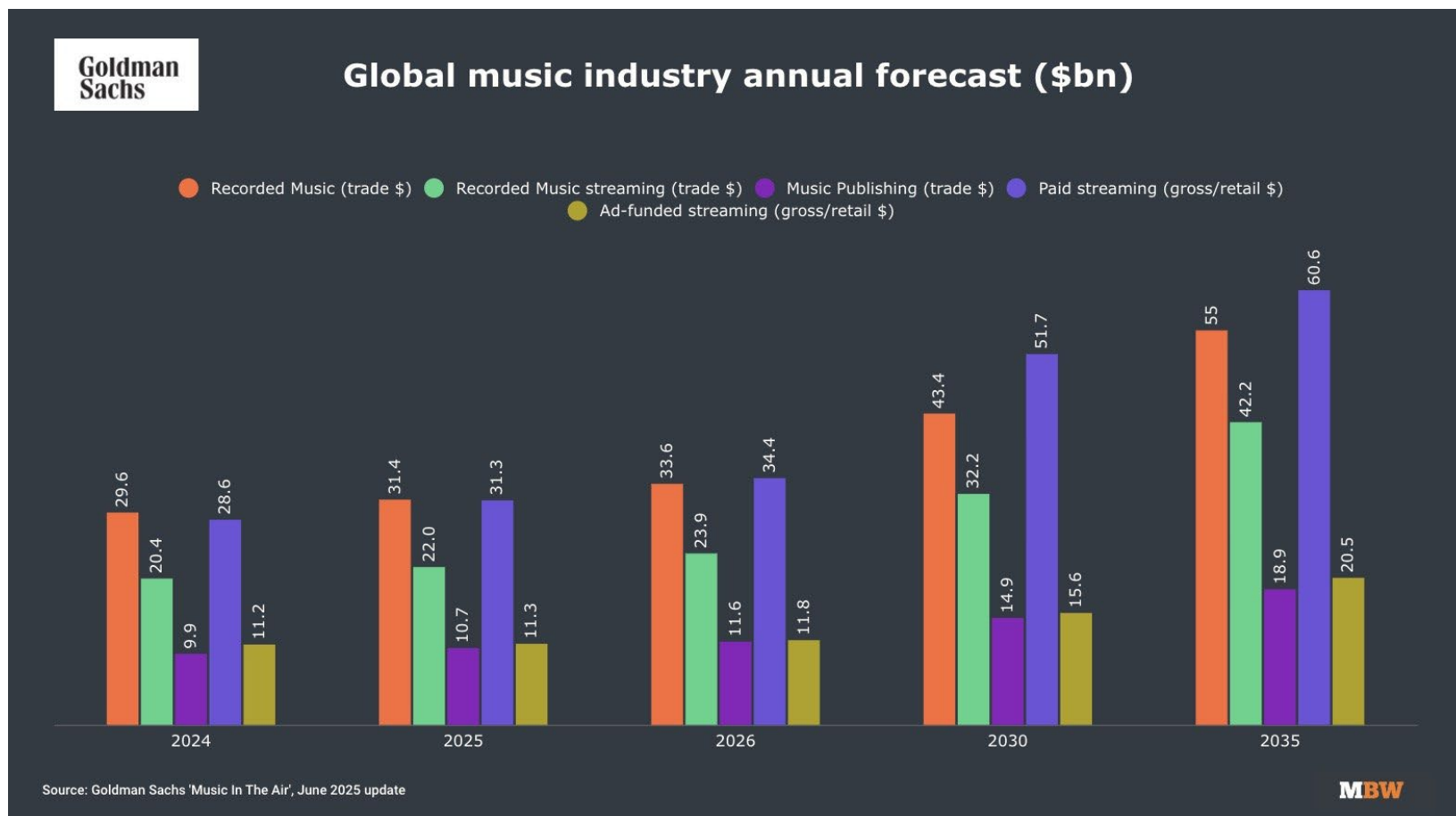
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The music industry is experiencing an unprecedented revival, fueled by a new wave of global streaming and artist entrepreneurship. This is not just growth; it's a fundamental recalibration. The global music market is projected to nearly double to \$200 billion by 2035 from \$104.9 billion in 2024*. This expansive landscape demands a new kind of company. Worldwide Entertainment Group is perfectly positioned to capture this growth. We are not just participating in the revival—we are an **acceleration engine** designed to supercharge it.



Our platform is a unified, data-driven **Synergy Engine** where every service amplifies the next. The legacy model of disconnected vendors is obsolete. We provide a single, cohesive ecosystem to elevate proven artists at an exponential rate.

WEG Label Group (WLG): The core digital-first A&R and marketing powerhouse.

WEG Live Performance Group (WLPG): The direct link from digital hit to live fan experience.

WEG Talent Management Group (WTMG): A force multiplier for an artist's existing team.

WEG Licensed Merchandise Group (WLMG): The brand builder and physical extension of the artistry.

WEG Music Publishing Group (WMPG): The revenue protector and monetization engine.

This ecosystem provides our artists with a comprehensive, frictionless path to sustained growth.



WHAT MAKES WEG DIFFERENT

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We are a fusion of **established wisdom** and **modern technology**, built on a foundation of integrity, not bureaucracy.

Holistic Integration: Our Synergy Engine eliminates silos, making every action work for the artist's entire career.

Proven A&R Prowess: Our leadership has decades of success discovering, developing, and breaking global stars. We bring this proven intuition to our data-driven approach.

The WEG Culture: We operate with a founder's mentality, valuing efficiency, transparency, and a true partnership with our artists.

Intelligent Investment: We de-risk our investments by identifying artists with existing momentum and scaling their success intelligently, avoiding the high-risk, expensive bets of the past.

Real Artist Development: We invest in an artist's full brand—from content creation and performance to PR and statesmanship—to build a resilient, long-term career.



WHY WEG WILL BE SUCCESSFUL

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Our success is not a gamble; it's a high-probability outcome of our integrated model and the unparalleled expertise of our team.

A Legacy of Success: Our leaders have a proven track record, from founding Billboard's #1 independent label to shaping the careers of global superstars at major labels like Sony, RCA, and Def Jam. We've broken artists on a global scale and pioneered new digital technologies from the beginning.

Multiple, Diversified Revenue Streams: Our integrated ecosystem provides a constant, compounding flow of income from music, publishing, live events, and merchandise, creating a resilient financial model.

Efficient Business Model: By supercharging artists with existing momentum, we reduce the high-risk, long-tail costs of traditional artist development.

Global Infrastructure: We have global distribution already in place through Sony's The Orchard for music and JSR/Forward Merchandise for merchandise.





Jeff Burroughs
WLG President

The **WEG Label Group (WLG)** is the digital-first A&R and marketing engine at the heart of our integrated ecosystem, led by President Jeffrey Burroughs.

We don't just sign artists; we activate them. Our approach is to blend the vision of our seasoned team with real-time data to identify and launch strategic releases that build momentum and serve the entire platform.

A Modern Approach to Artist Partnerships

Our A&R strategy is rooted in a forward-thinking, data-informed approach. We understand that the modern music landscape is fluid and that a successful label must be adaptable, intelligent, and a true partner to its artists. Our core mission is to identify, sign, and develop artists with a compelling "it" factor, building their careers strategically.

Core A&R Principles

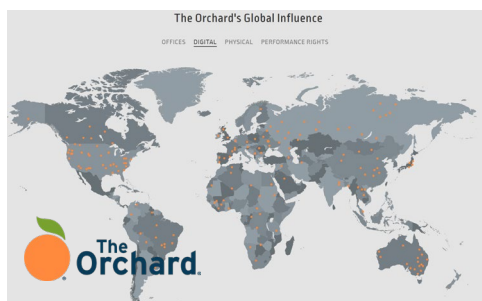
Data-Driven Discovery: We leverage analytics tools to identify emerging artists with genuine momentum. We track streaming data, social media engagement and sentiment to find talent before a bidding war. We use data not to replace our instincts, but to inform and validate them. We are commitment to both art and science.

Artist-Centric Partnership: Our deals are not one-size-fits-all. We are partners, not "hand-holders." We seek artists who are proactive, understand their brand, and are committed to working collaboratively to build their career.

Intelligent Investment: We avoid large, upfront advances. Our strategy is to invest slowly and intelligently, using data from initial releases to inform future decisions. We believe in proving market viability before committing significant capital.

Singles-First Approach: We've moved away from large, risky advances and toward smaller, targeted investments. The modern consumer is singles-driven. Our strategy is to release a series of singles to build market awareness and fan anticipation before committing to a full-length body of work. This allows us to test the market, gather data, and build a sustainable career.

WLG's distribution is handled by Sony's Distribution Platform, The Orchard. This partnership allows us to scale a release to a global audience with the efficiency of a nimble, independent company.

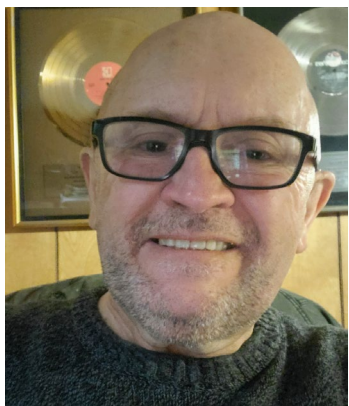




Dave Lory
Co-Founder/President

WEG Talent Management Group (WTMG) is responsible for guiding the professional career of artists in the music industry and eventually expanding to other entertainment industry verticals. WTMG oversees the day-to-day in all career business development aspects as it pertains to music artists when signed (contracted) to a WTMG Personal Manager; to advise, counsel, guide and direct the talent concerning professional (business) matters, long-term business development plans and personal decision making, for engaging and elevating their music careers in both the immediate and long-term.





Jeff Riccio
WLMG President

WEG Licensed Merchandise Group (WLMG) is responsible for developing and delivering licensed merchandise for music artists by showcasing and presenting their branded image and personality through a broad assortment of “fan-centric” original products.

WLMG seeks to create and deliver a wide range of branded products and services in multiple ways, through multiple channels in a variety of fan-centric environments that will be accessible 24/7/365.

WLMG will establish credibility and impart to our contracted license holders that we have the skills and knowledge needed to effectively multi-channel market and merchandise our branded, licensed products with global distribution.



WEG Live Performance Group (WLPG) is responsible for building and delivering our offerings in the Live Events, Live Touring, and Live Festival space. WLPG plans to develop Branded Music Festivals that can be presented every year. The likes of Burning Man, to Coachella, to SXSW have created tentpole experiences that have stood the test and challenge of time.

Music artists have always made the bulk of their money from live performances and touring. For example, in 2023, Taylor Swift made \$230+ million of which \$200+ million (or 87%) came from touring. Ed Sheeran made \$110 million in 2023 and \$90 million (or 82%) came from touring.



WEG Music Publishing Group (WMPG) is responsible for representing the authors of the musical works, such as composers, producers, songwriters, and lyricists and then promoting those compositions to ensure the widespread use of their works across various platforms—from streaming services and public performances to radio, film, and television—while also collecting royalties and sync licensing fees globally.

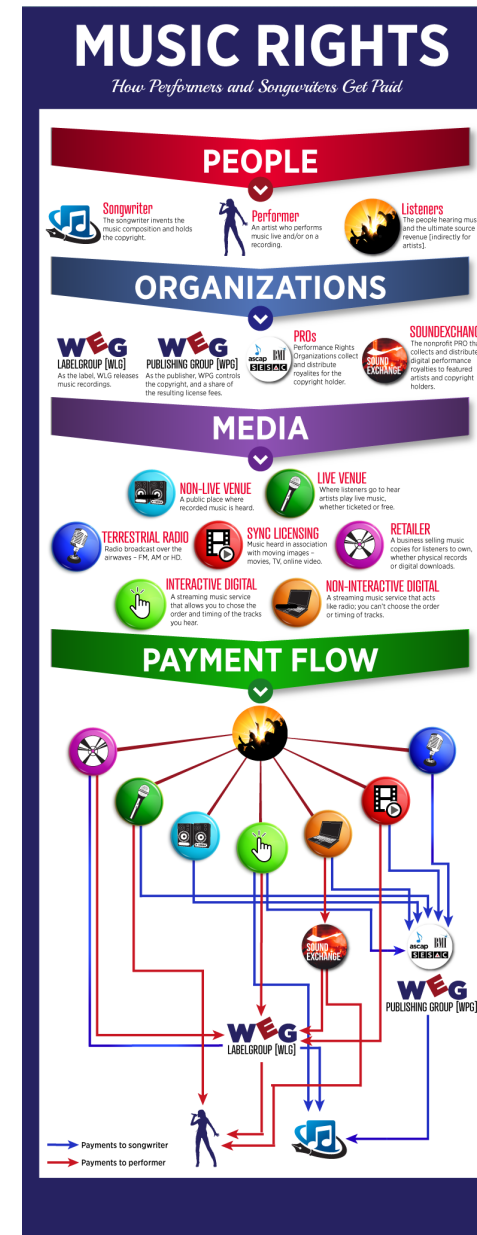
In addition, WMPG intends to acquire valuable catalogs of compositions, leveraging the ownership or control of these rights by licensing them for use in media, advertising, and other commercial ventures.

This dual approach not only generates ongoing revenue streams but also enhances the long-term value of the intellectual property under our leadership. WEG is currently exploring different opportunities to efficiently and profitably participate in the publishing segment.



WEG has multiple diversified sources of revenue:

- Digital Streaming (DSP's—Spotify, Apple Music, etc.)
- Recorded Music Masters
- Music Licensing (Movie/TV + Advertising + Gaming + Fitness, etc.)
- Video Streaming (YouTube, Vevo, etc.)
- Radio Play (Terrestrial + Satellite)
- Licensed Merchandising (Music Artist + Brands)
- Music Publishing (Song Royalties + Catalog Licensing)
- Music Artist Management (Career Direction + Guidance)
- Branded Partnerships (Endorsements + Sponsorships)
- Music Artist Touring (Events + Appearances)
- Concerts & Virtual Events
- VIP Ticketing (front row tickets, proprietary merchandise, artist meet and greets and other special promotions for artist super fans)



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
- 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.



WEG executes a fully integrated, multi-channel marketing strategy designed to build artist brands and drive audience engagement across every major touchpoint. This comprehensive approach includes traditional media (TV, print, radio), digital advertising (search, display, and streaming platforms), social media campaigns, influencer partnerships, experiential activations (live events, pop-ups, tours), and product merchandising.

At the heart of WEG's marketing engine is a unified brand identity and a clearly articulated value proposition that differentiates our company and our artists in a crowded entertainment landscape. Guided by our corporate mission to develop and elevate world-class talent, WEG's marketing efforts are tailored to each artist's unique voice and commercial goals—ensuring visibility, fan connection, and revenue growth through data-driven strategies and measurable outcomes.

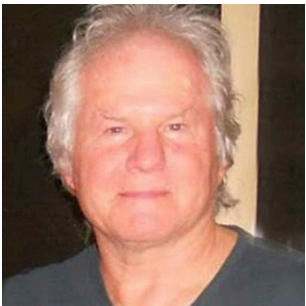




Dave Lory – Co-Founder/WEG President - Has a diverse and extensive background in arts and entertainment over his 35-year career. An accomplished label executive, event producer, hands-on music artist manager, author, and marketing professional, has worked across all genres of music and produced numerous 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. Notably, 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. 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.



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. With more than 160 industry awards to his credit, his 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 – General Manager, 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 and 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 - Saint Bodhi is 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 Entertainment 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 Entertainment 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. At Combs Enterprises with Sean “Love” Combs, he handled event marketing and brand development for CÎROC 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.



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. 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. Caroline has been a leader in her field responsible for iconic media campaigns and revenue generating programs for global brands including entertainment and music giants. She 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 – Head of Business & Legal Affairs – is 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. A sampling of her additional current clients include; Worldwide Entertainment Group, 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), Cerys Matthews, Mercury Rev, Nada Surf, Holly Palmer, Priests, Barry Reynolds, The Secret Machines, Law firm Shapiro, Bernstein & Co., Sister, Polygon Records, Jon Spencer/Blues Explosion, Jim Thirlwell/Foetus, TV On The Radio and The Verbs.

THANK YOU!

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