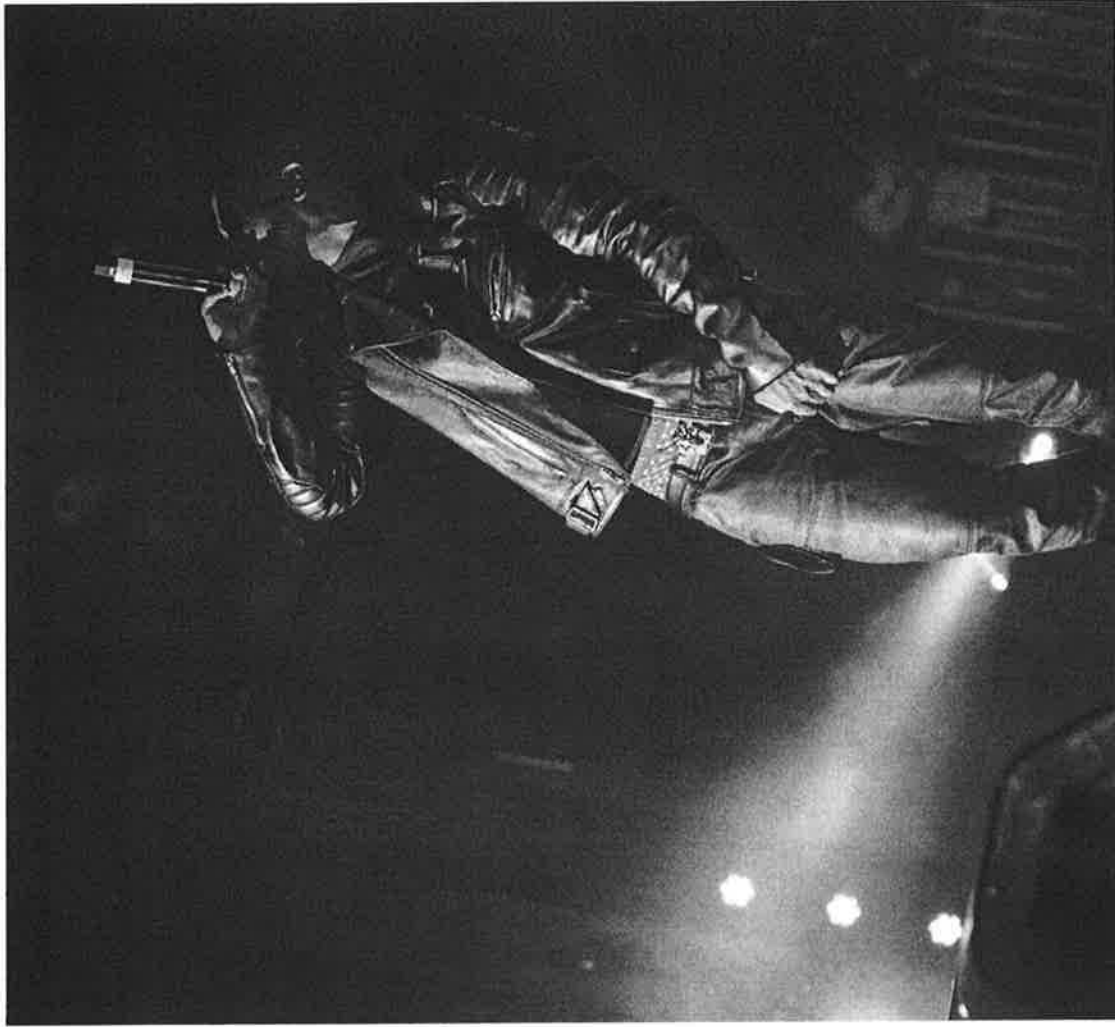


The Fyre investment deck.



Fyre

A diagram consisting of the word "Fyre" centered on a white background. Two thin, black diagonal lines extend from the word: one extends upwards and to the right, and the other extends downwards and to the left.



For Your Real Entertainment



Connecting buyers, talent, and fans to create
memorable experiences

fyrebookings.com



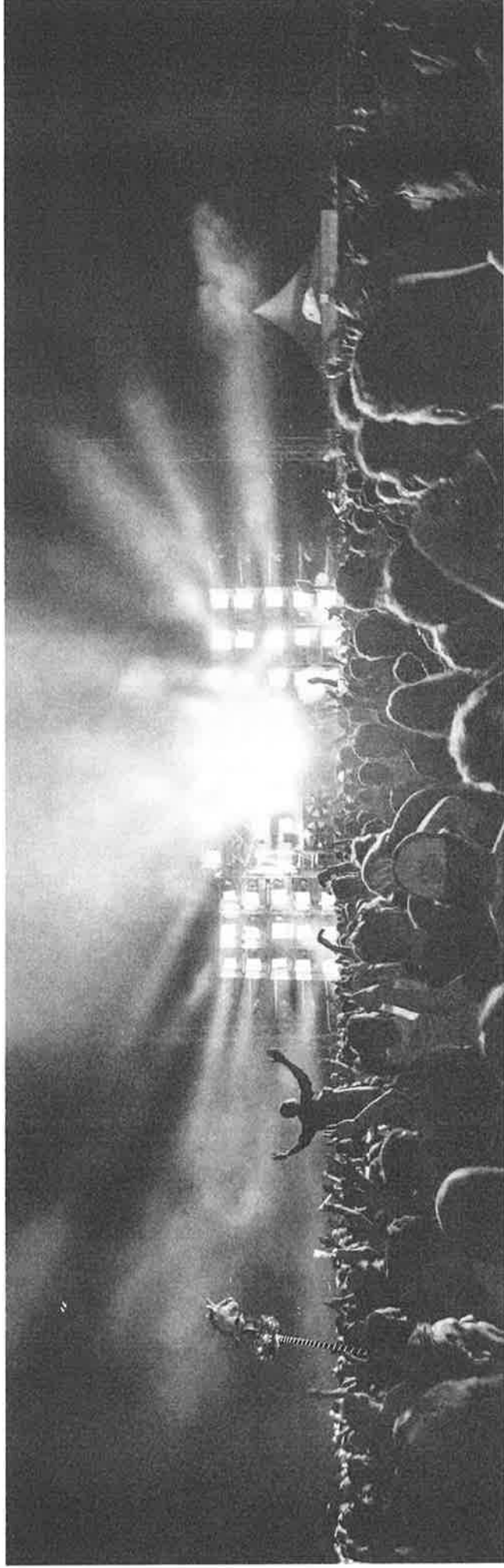
Fyre Bookings



The Market

Artists count earnings from live performances as 85-90% of their revenue.

Live music and entertainment generate \$25 billion in annual revenue globally. Private events and afterparties generate an estimated \$15 billion in annual revenue globally and is currently fragmented and disorganized.

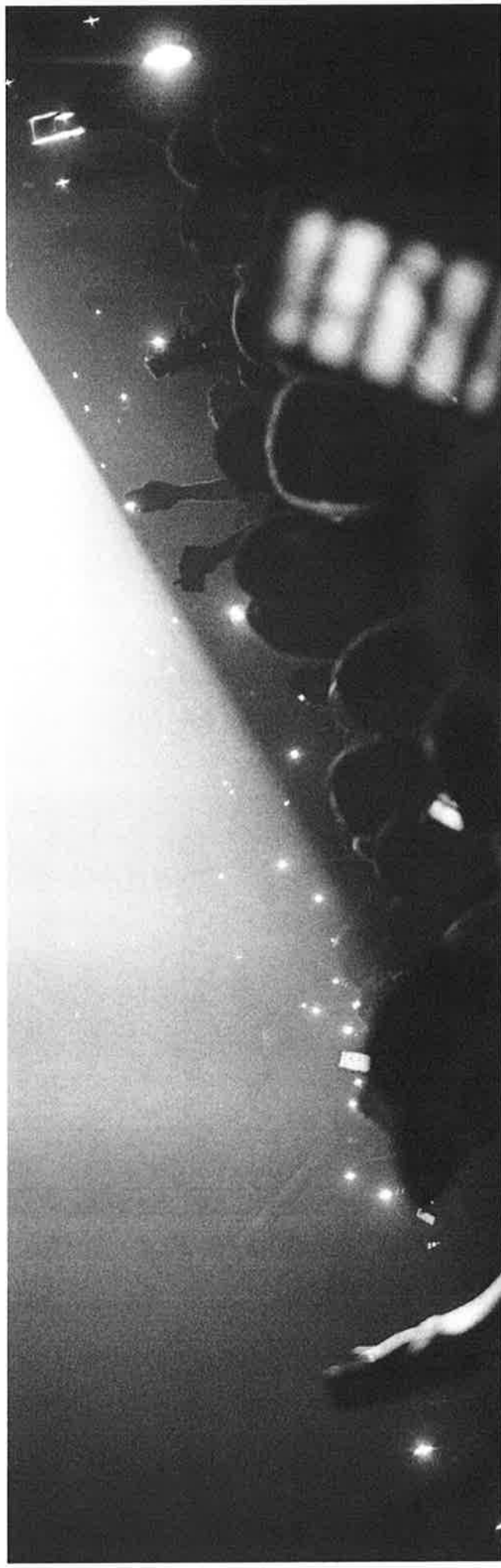


The Problem

Recorded music revenue is under pressure. Artists are seeking new ways of earning revenue as the music industry business model has become disrupted.

Live bookings is the fastest growing segment of the entertainment industry with rising ticket prices and increasing attendance. Fans seek more meaningful connections to talent through live events and social. Talent seek to increase their engagement with fans.

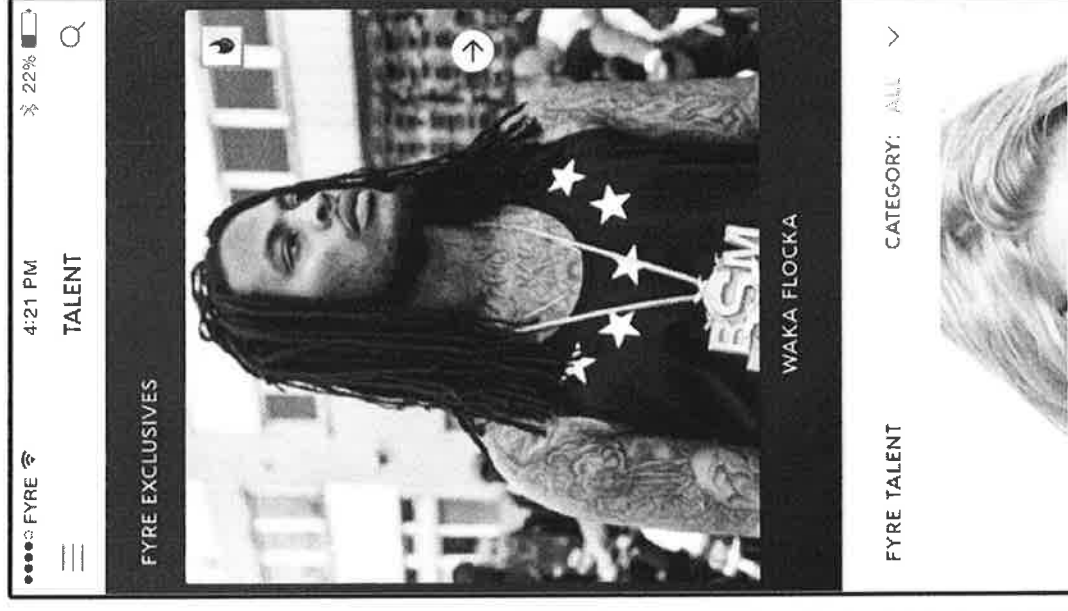
But, we've seen firsthand that the live industry is broken. Accessing talent is a mystifying, inefficient, and inconsistent process: there is no platform that allows buyers to connect with talent through one platform, submitting offers, negotiating and processing payment, end-to-end.



Fyre

Fyre is a global entertainment marketplace that helps venues, brands, and qualified private buyers book talent – musicians, athletes, models, and influencers – for live performances, appearances, and paid social posts on one consistent and easy digital platform.

Our booking platform solves the problem of incredible friction in securing talent. Fyre eases the ability for buyers to connect with talent, allowing for increased transaction volume, maximizing talents' revenue.



Platform Overview

Fyre's roster includes some of the most iconic names in entertainment including: Ellie Goulding, Rita Ora, Lil Wayne, DJ Khaled, Antonio Pierce, Jamie Foxx, Queen Latifah, and hundreds of other notable artists, athletes and influencers.

Since launching in May 2016, thousands of offers representing tens of millions of dollars of performances and appearances have been made and accepted with Fyre.

Fyre charges buyers a 10% fee of the total offer value. Talent retains 100% of their booking fee. This practice is unprecedented in the space.



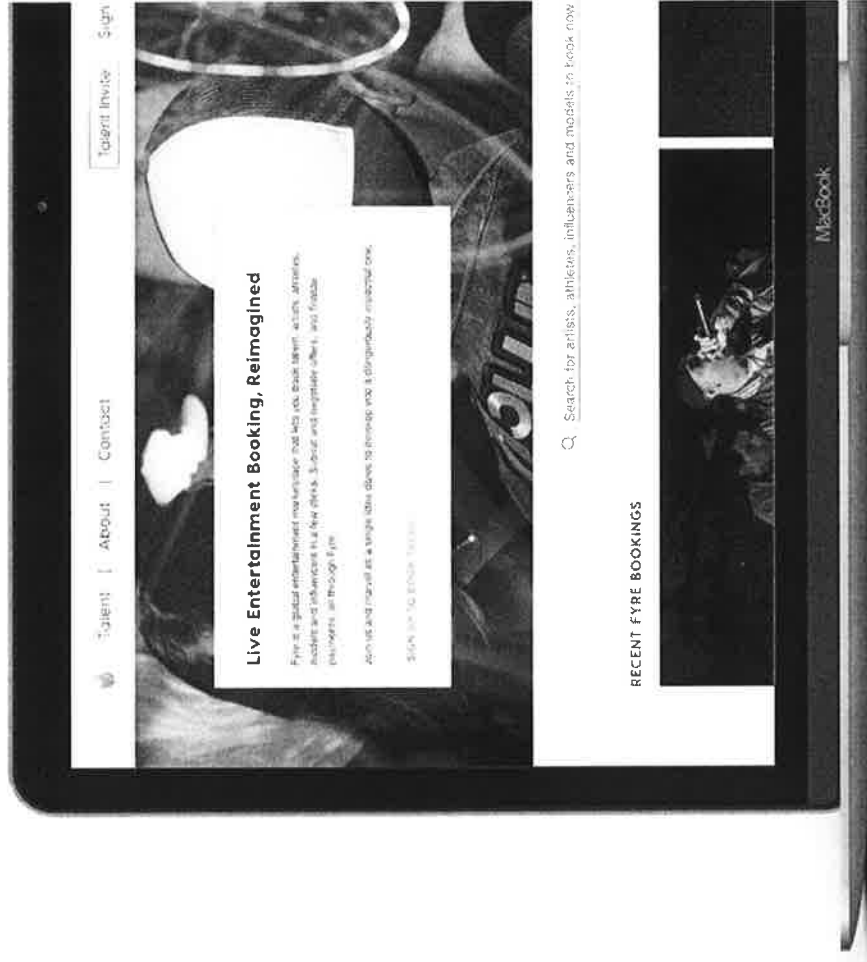
IGGY AZALEA



For Buyers

We've streamlined the booking process for buyers, facilitating more transactions.

Fyre is the first end-to-end platform for talent bookers. Buyers submit and negotiate offers, sign contracts and finalize payments, all with Fyre. We've built a communications and integrated payments platform to remove pain points from the booking process and enhance efficiency on both sides of the deal.



For Talent

Fyre maximizes talent earnings by exposing their availability to qualified talent buyers and venues.

This allows for more bookings through increased visibility to talent buyers and simplifies the day-to-day management. The Fyre platform securely and confidentially manages the entire booking process, from initial offer to payment, and day-of coordination.

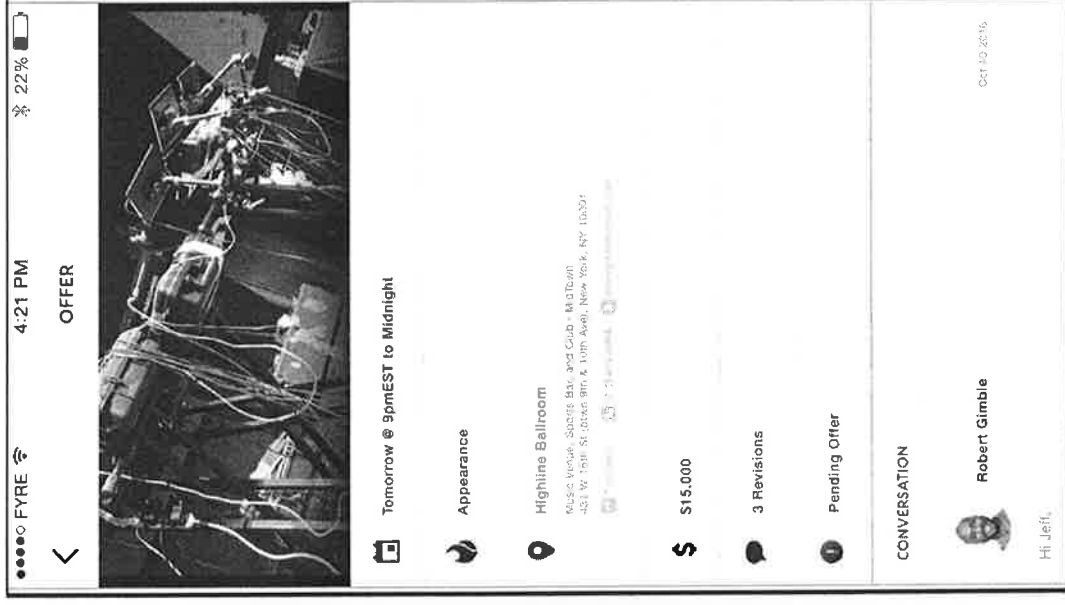
Fyre does not take a commission from talent on bookings. Instead, Fyre assesses talent buyers a 10% administrative charge. We redirect 25% of the Fyre fee (2.5% of the booking) to talent by way of benefits. This is unprecedented in the entertainment space and builds long-term loyalty with talent.



Product Liability

We take no direct liability for any bookings made with Fyre.

Each agreement is between talent and the buyer. If talent fails to perform, buyers are backed with the Fyre Guarantee, which reimburses their fee through third party insurance. Fyre, in good-faith, works with talent buyers to find suitable last minute alternatives.



Product Status

Beta

Fyre is currently in Beta, launching in May 2016, on mobile web & desktop. Native iOS and Android apps are planned to launch in 1H 2017.

We consistently update the Fyre platform every two weeks, launching new features and updates based upon aggregated feedback from artists, buyers, and the Fyre Squad.



Demonstrated Success

700% growth in number of weekly offers from August to November.

1,000+ offers submitted in 5 months

\$50mm+ in total combined offers



Brand Acceleration

Growth

Achieve \$50 million completed bookings by Q4'17.

Grow and diversify talent roster to expand to more genres and categories (pop, indie, country, reality stars, YouTube influencers, models) and position Fyre as the #1 platform for talent bookings

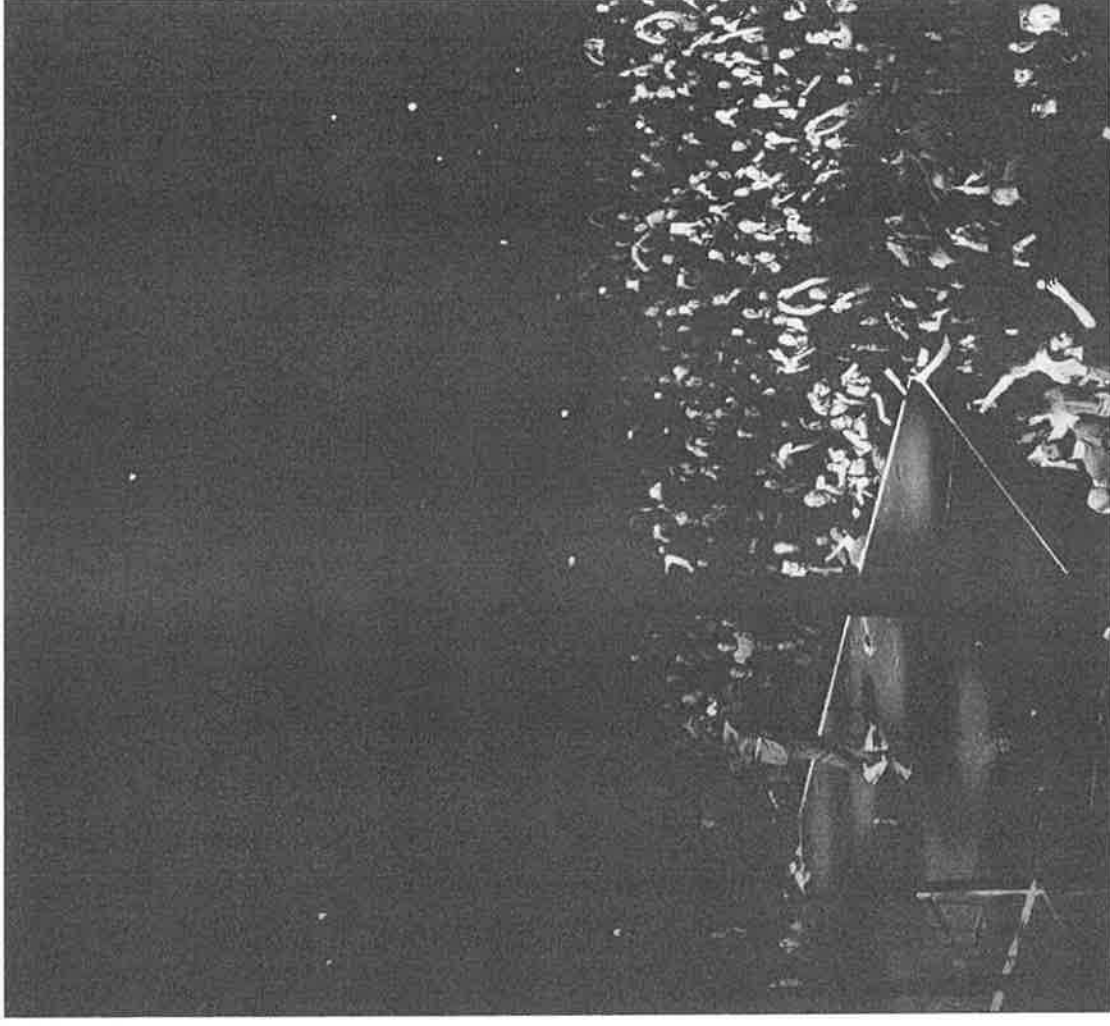
Increase buyer base through buyer acquisition strategies including: working directly with artist managers to funnel buyers to Fyre, experiential marketing, radio and digital marketing, and outreach to diversified buyer pool (e.g. colleges, private buyer market)



Owning the Market

The talent industry is highly complex and fragmented. We have designed a 360-strategy to accelerate the growth of both buyers and artists on Fyre.

- Exclusive Artist Deals
- Manager Referral Program
- Experiential Marketing
- Digital Marketing
- Targeted Sales Initiatives

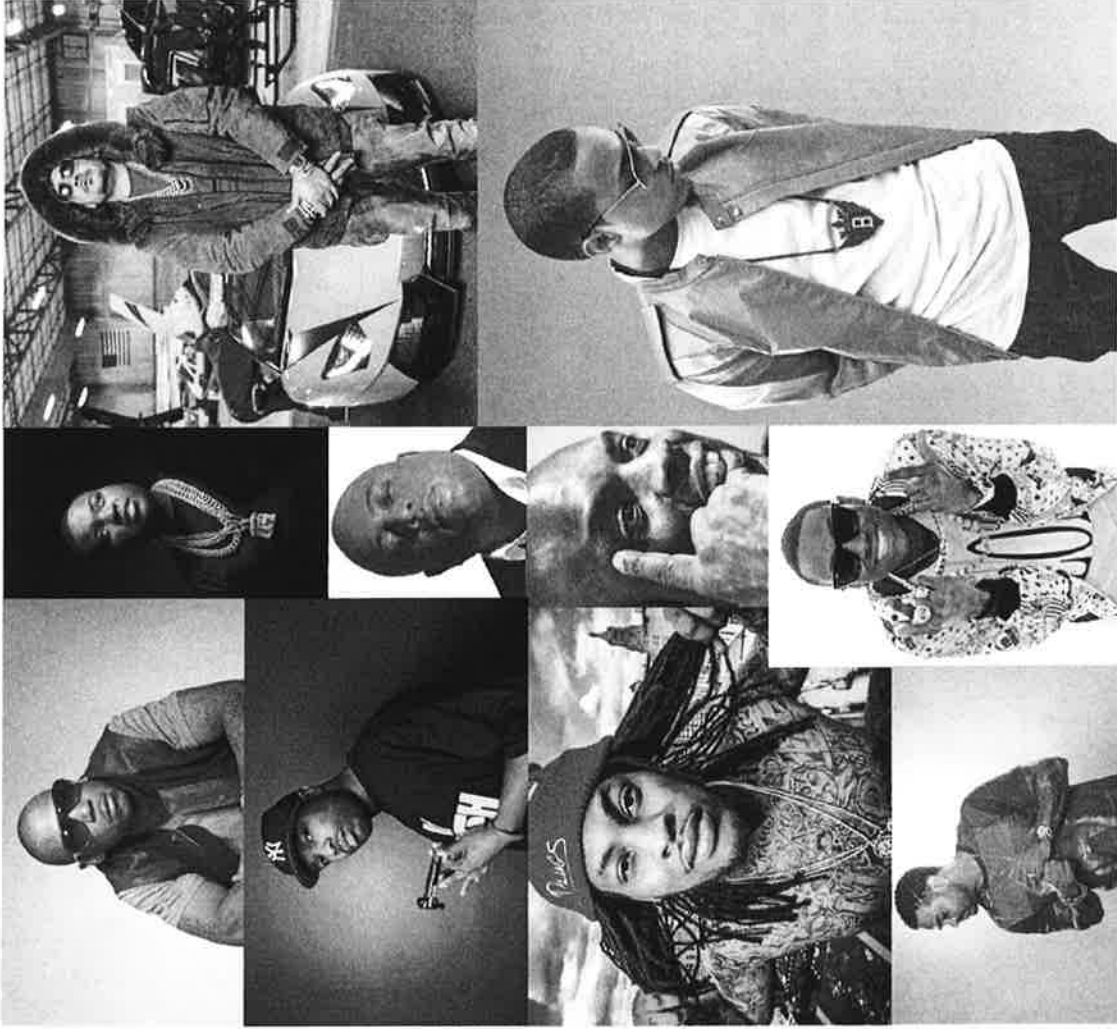


Fyre Exclusive Artists

We have signed 10 exclusive artists allowing Fyre to acquire new buyers.

In our exclusive deals, we paid an advance to the artist in exchange for requiring the artist to route all of their live entertainment bookings through Fyre.

This allows us to form a direct relationship with new buyers that can become repeat customers, growing our consumer base exponentially while simultaneously generating revenue and collecting a 10% fee on all transactions.

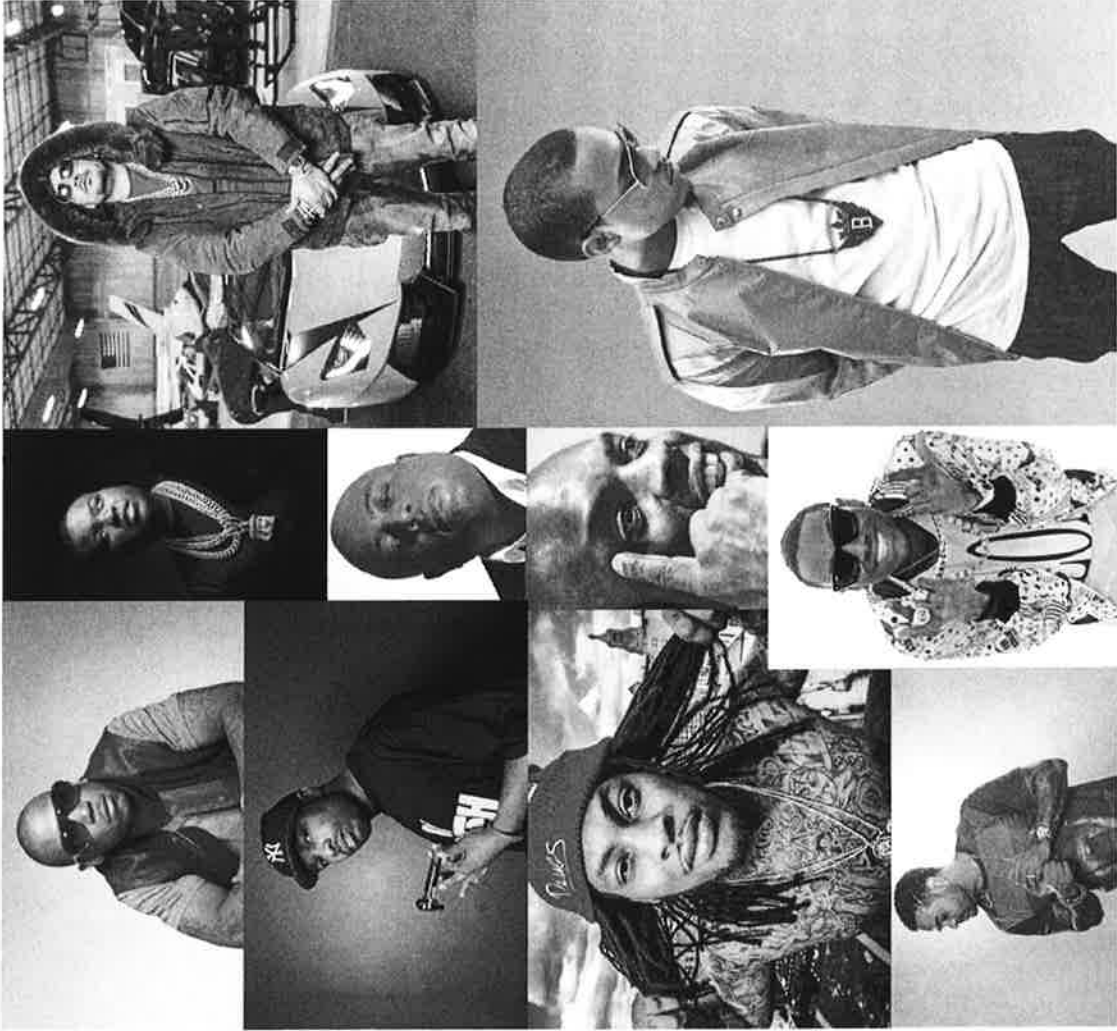


Fyre Exclusive Artists

The average buyer makes \$50K/year in bookings, establishing an annual value to Fyre at \$5K of net revenue.

For instance the deal advance for a Fyre Exclusive artist, Bow Wow was \$30K for a 1-year deal, **requiring only 6 new buyers for us to break even**. We believe we can easily exceed the break-even point as Bow Wow conducts **over 100 performances a year**.

Using a conservative metric of 75 bookings/year, the net revenue from this deal is projected at **\$345K**. We believe this is a profitable initiative as well as a cost-effective buyer acquisition strategy.



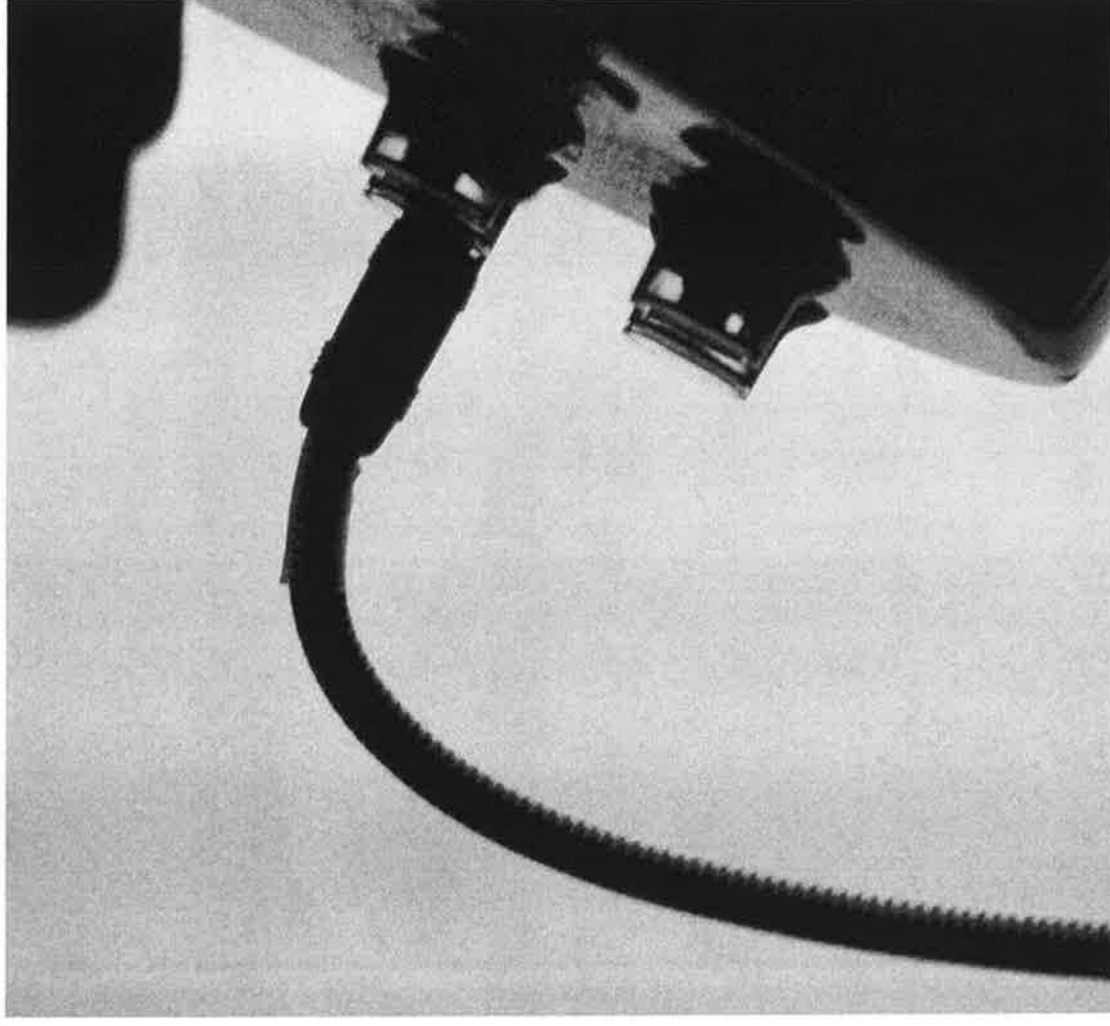
Manager Referral Program

We've launched a cost-effective referral program, working with artist managers directly to funnel in unique buyer leads to Fyre.

When working with our exclusive artists, we were able to gain insights into how their bookings currently operate.

Trending artists get 75-100 qualified offers per day that come in from an assortment of buyers through a general booking email (i.e. bookbrucespringsteen@gmail.com)

The artist can generally accept one offer per day as they can only be in one place at a time. The managers are busy, and inundated by the emails, so they don't respond to the other 97-99% offers, leaving them unfilled. This presents a major opportunity. In any other industry, companies would be fighting for these leads. In this case, no one is going after them nor even aware they exist.

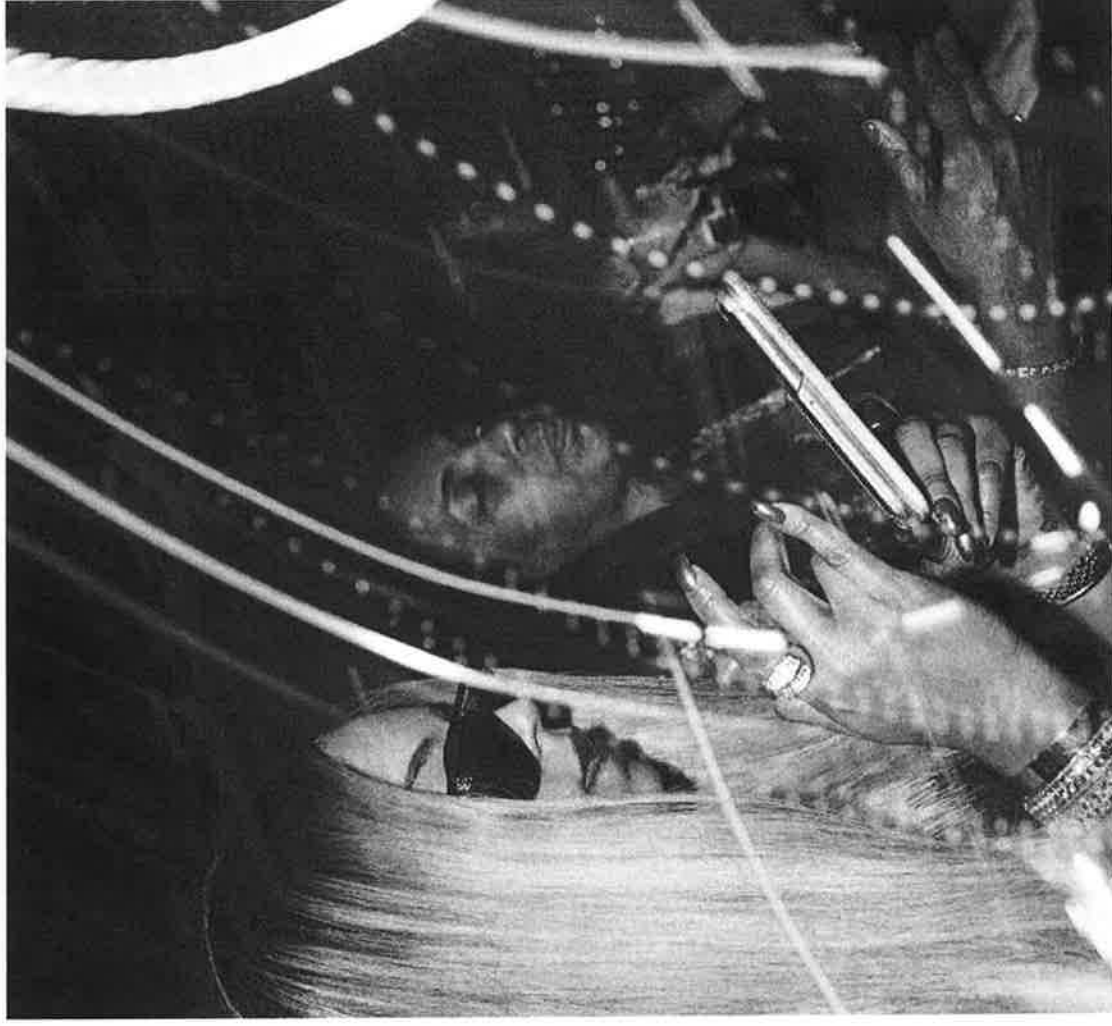


Manager Referral Program

We are working closely with five artist managers (for artists **A Boogie**, **Young M.A.**, **Rick Ross**, **Gucci Mane**, **Lil Yachty**), and are paying an incentive for managers' referrals to us for offers and completed bookings >\$10K. The managers are responding to emails with the following message:

"We use Fyre to manage our bookings. Please submit your offer via <http://fyrebookings.com/artistname> and we'll get back to you immediately".

500 managers of the top artists could represent a potential 50,000 offers per day that can be routed through Fyre. We are accelerating the Manager referral program aggressively, onboarding **over 70 managers** by end of year, representing over **\$40 million** in offers.





Experiential Marketing

Event-based marketing activations allow us to generate brand awareness in key DMAs (New York, Los Angeles, Miami)

- Fyre powered Ja Rule and Ashanti's sold-out Natural Born Hitters Tour
- Fyre activated at Miami's Revolt Music Conference in Miami, generating recondition from industry icons such as DJ Khaled and P Diddy
- Our presence at key conferences allow us to develop key sponsor and buyer relationships
- In 2017, we are activating at SXSW, which will help to establish a wider presence within both the entertainment and technology communities

Digital Marketing

We leverage both established and emerging digital marketing solutions to gain buyer awareness. Our initiatives have led to a 600% increase in site traffic.

- We've purchased an industry database of major global buyers. These high quality leads are converted to active users through a drip campaign
- Leveraging AdWords, we capitalize on artist keywords (i.e. Book Ellie Goulding, Book Ja Rule) and industry keywords (i.e. celebrity bookings) to establish digital relevancy on Google's page one
- The Facebook advertising network (ie. Facebook and Instagram) allow us to surgically target high value bookers (i.e. high-net-worth individuals, brand directors) and engage them through native content campaigns



Targeted Sales Initiatives

We are aggressively pitching Fyre to a targeted buyer list as the only solution they need for talent bookings.

We've identified groups of buyers that are in Fyre's addressable market, including mid-sized venues (e.g. JRC Live in Nashville), colleges (e.g. NYU) and corporate clients (e.g. UBS). Directly pitching these groups of buyers have helped convert new leads and also garner feedback for our product



Public Relations

Carefully navigating press relations allows for earned media to accelerate brand growth.

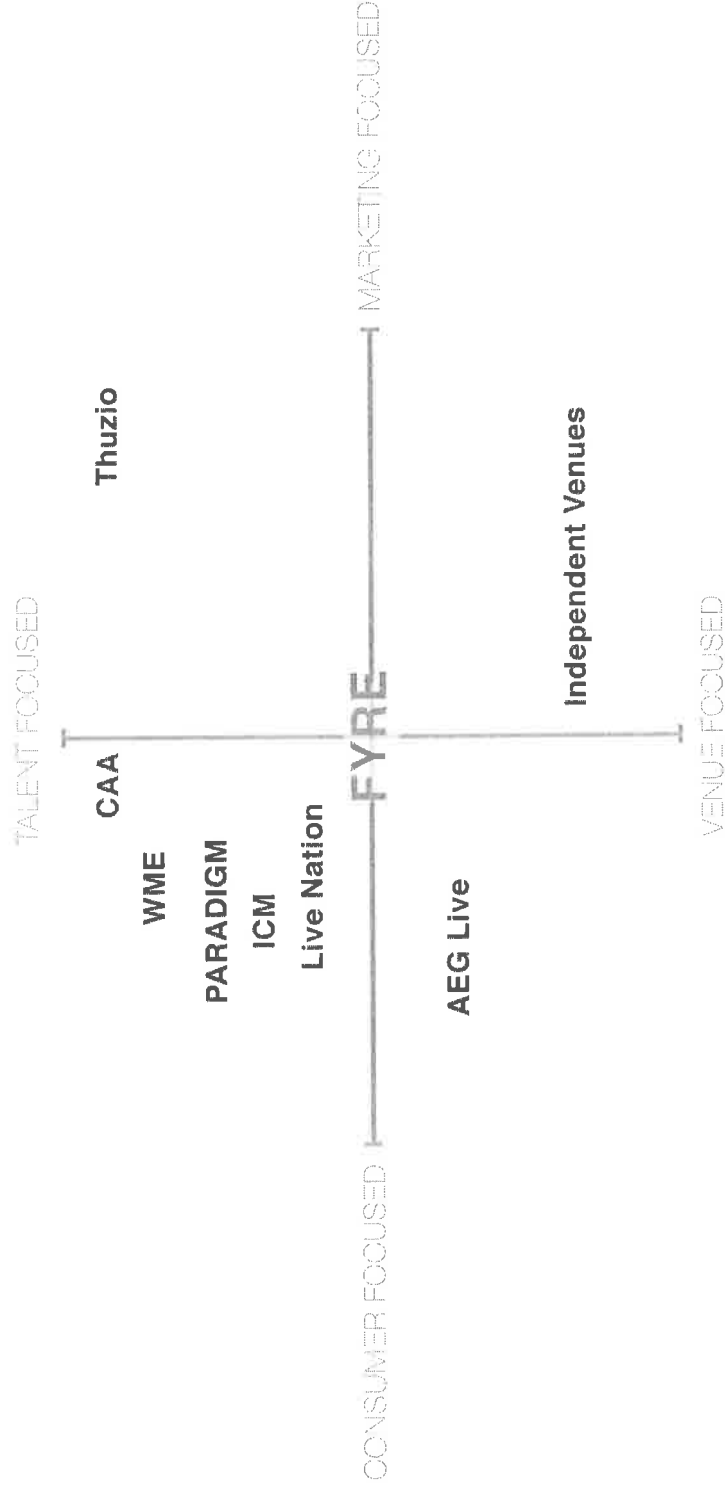
Waiting on press coverage allows us to maximize the impact of coverage upon 1.0 launch. We will start with exclusive coverage in Billboard Magazine (a widely-read trade publication). Our inaugural coverage in Billboard will allow us to tightly control messaging which sets up proper messaging in additional press. We will then progress to more consumer-focused press (i.e. WSJ, NY Times, Rolling Stone) and tech/business press (i.e. TechCrunch, FastCompany)



Competitive Landscape

Fyre is disrupting the analog and inefficient agency model virtually unchanged over the past few decades.

We are uniquely positioned to own the live bookings marketplace with a tech-based platform that makes connections between buyers and talent easier than ever before.



Roadmap



Phase 2 (Beginning Q2 2017)

As more talent routes all of their bookings through Fyre, the most logical next step for Fyre to move into is tour management.

Like the world of talent booking, tour management is completely analogue and is prime digitization. We are currently planning to provide:

- Routing, travel and insurance automation
- Automated merchandise creation
- Integrated booking support for supplemental tour profit (signings, appearances, after-parties, etc)



Phase 3 (Beginning Q3 2017)

With talent booking amplified by the digitization of tour management, we will have 360 control of an entire tour, end to end. To extend our value for both talent and venues, we will develop a proprietary live streaming technology stack:

- Deployed live streaming micro-teams
- Streaming 4K video as well as UHD 360 video
- Deep partnership opportunities with platforms like Facebook, Samsung and Youtube
- Massive growth tool for both the talent on our platform as well as the venues booking them

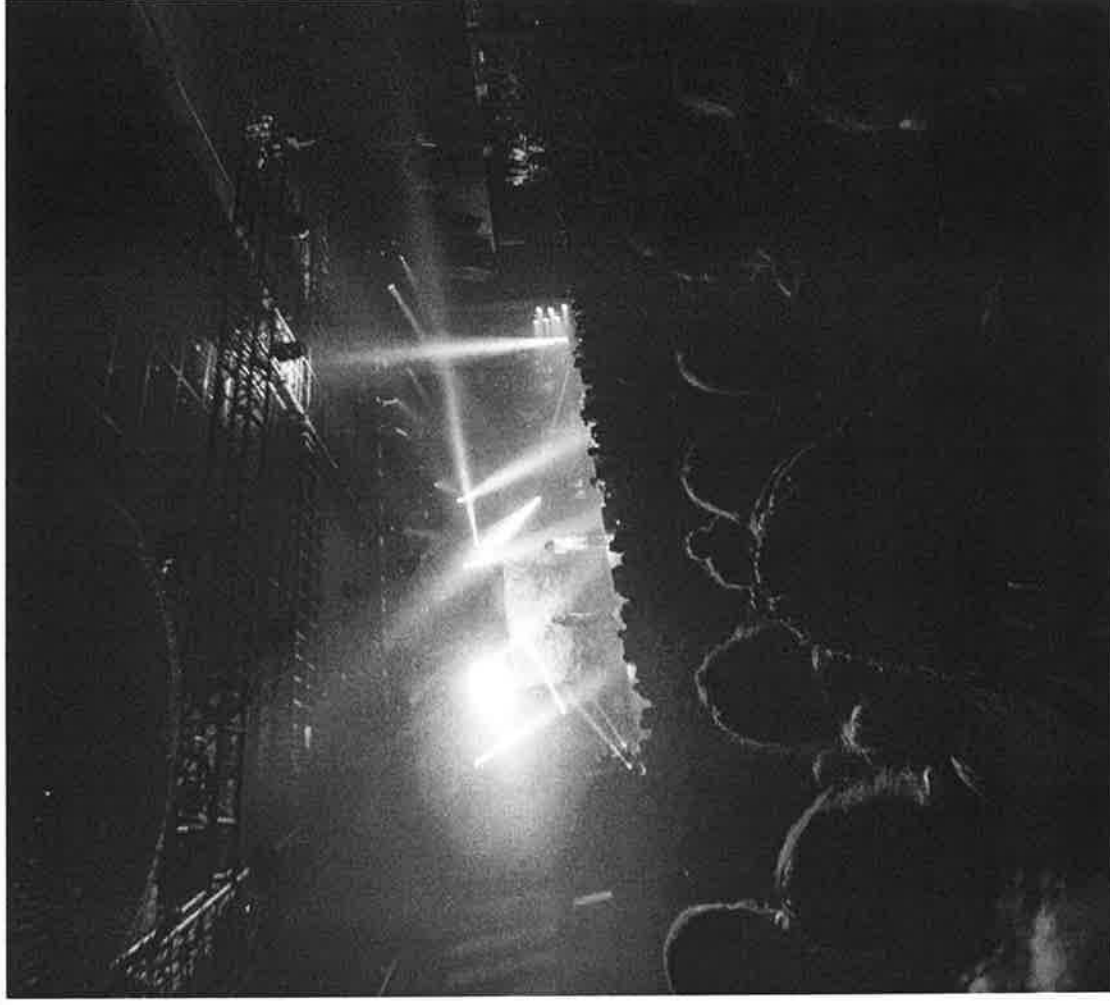


Phase 4 (Beginning Q1 2018)

With the digitization of the live entertainment industry in full swing, we will then move to monetize fans.

Initial ways we are considering opening up fan revenue streams include:

- FyreCrowd- crowd funded talent bookings at the fans venue of choice
- Subscription services for FyreLive and FyreStream - Apple TV / Roku / Samsung Smart TV apps and iOS/Android



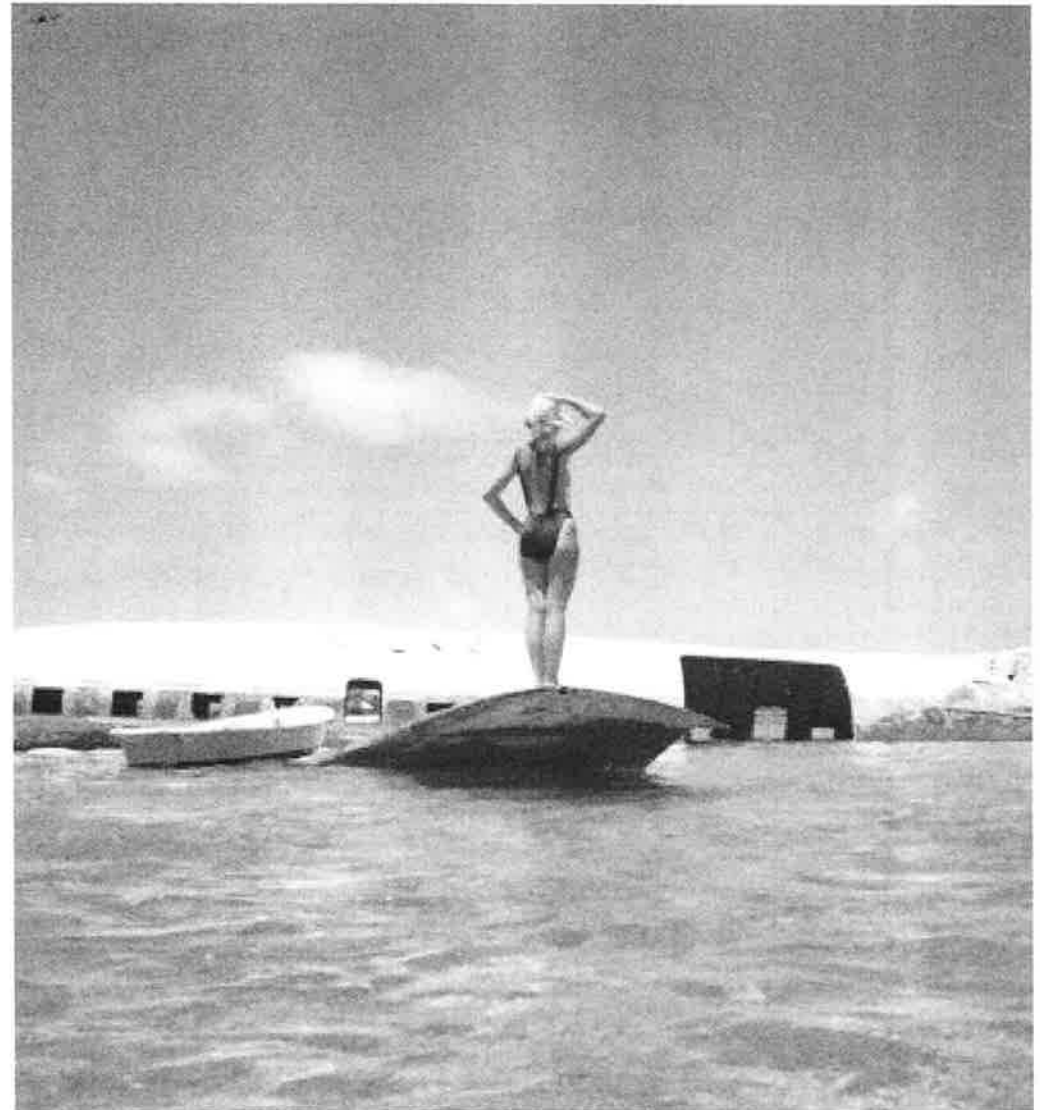
Fyre Festival



Overview

Fyre's first vertical extension, **Fyre Festival**, leverages our global access to talent and our understanding of the millennial demographic. Held annually, Fyre Festival will represent each of the five elements of Earth, bringing together talent across a variety of entertainment disciplines (Music, Comedy) and intellectual capital for a weekend-long, highly immersive experience in unparalleled locations around the world.

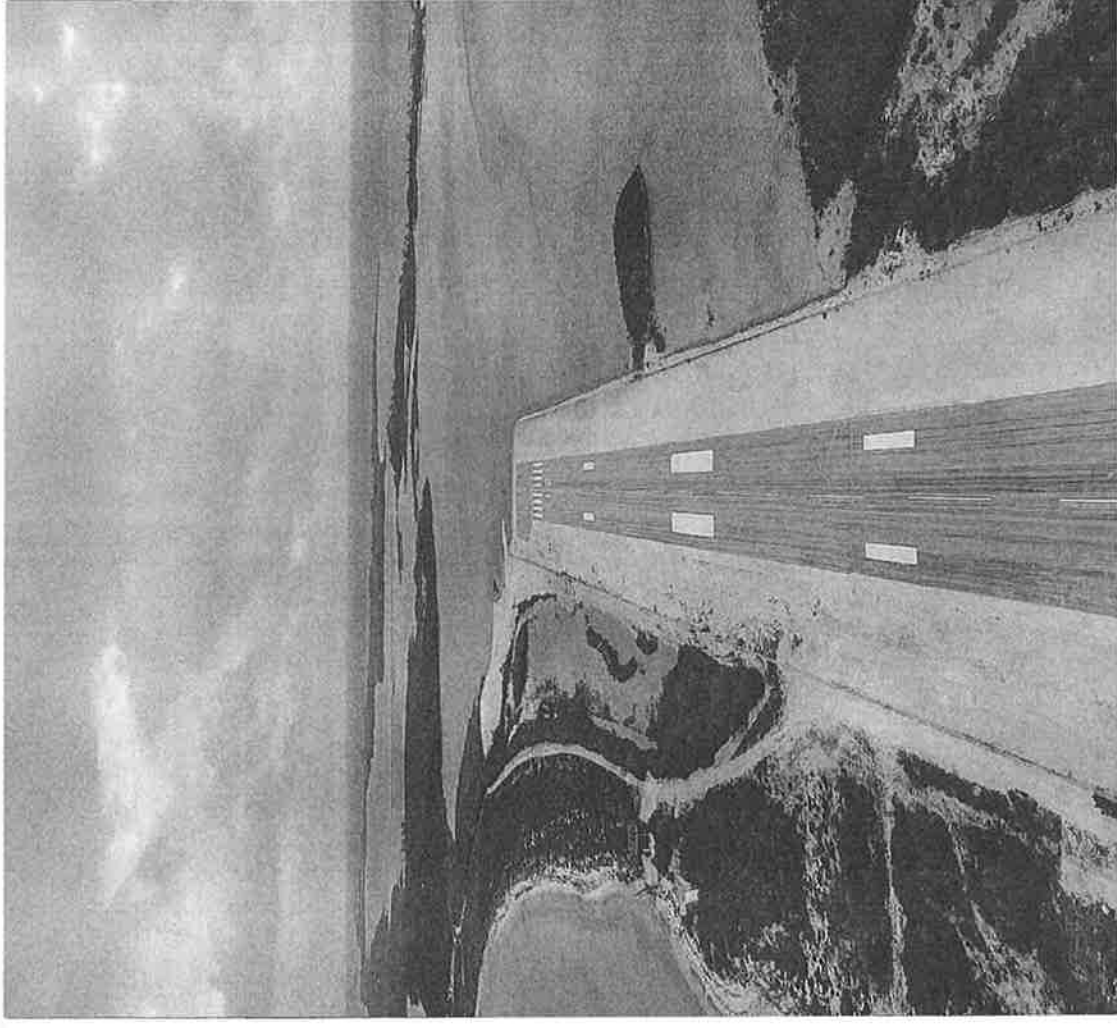
Our first installment of Fyre Festival "Water", to be held on Norman's Cay in the Exuma Islands of the Bahamas, will cement itself as the cultural event of the decade and promises to drive significant incremental revenue and brand awareness for our Fyre.



Norman's Cay

Norman's Cay is one of the most storied and mystical islands in the Western Hemisphere. Its connection to Pablo Escobar and Carlos Lehder of the Medellín Cartel have recently been made relevant to the millennial consumer today most through recent Hollywood program and film's plot lines (including *Narcos* and *Blow*).

Most consumers are unaware of the beauty of the Bahamas, particularly the Exumas and the idea of visiting the private islands seems unobtainable to many. We will leverage the history of the island and intrigue to create the cultural experience of the decade.



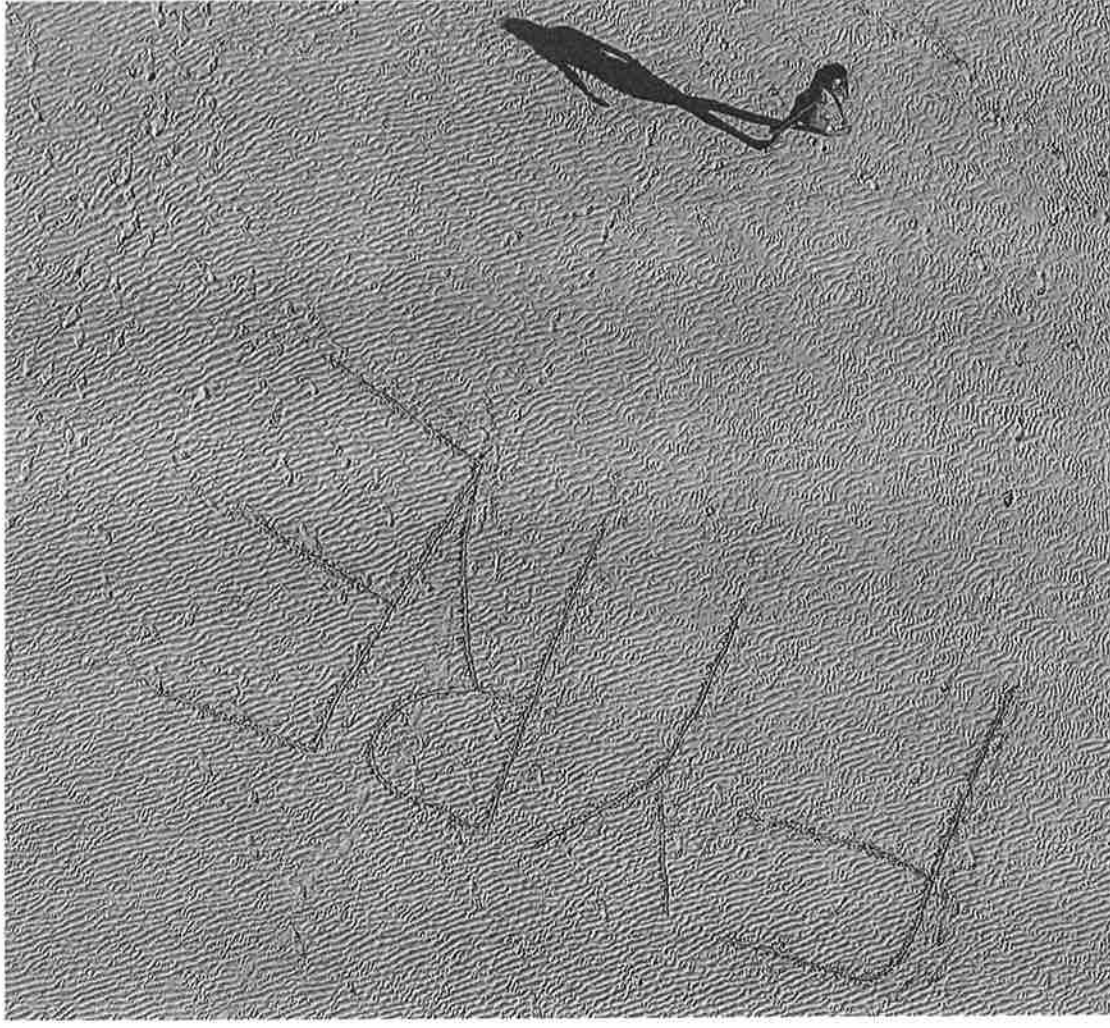
The Vision

With the unwavering support of the Bahamas Government, Fyre Festival will host 20,000 attendees over two weekends for the first of it's kind festival, blending consumers insatiable desire for exotic travel, innovative experiences and unique entertainment programming.

We will utilize a prime existing event site on Norman's Cay to host the first annual Fyre Festival, which provides turnkey production and logistics solutions to temporarily house and host the attendees.

In parallel, we will be securing the private island immediately north of Norman's Cay, currently named Saddle Back Cay to prepare for Fyre Festival 2018 to elevate the experience even further for the second and subsequent years' festivals.

Fyre Festival provides the opportunity for attendees to connect with one another in an extremely organic manner.



Treasure Hunt

Capitalizing on the intrigue of Norman's Cay, we will plan to host a scavenger hunt over both weekends of the festival, with more than \$1MM in hidden "treasure", including luxury jewelry and watches from brand partners, cash and other valuable goods to attract consumers.

Working with our technology partner, we are developing a highly immersive treasure hunt component to integrate into the festival that will drive significant press leading up to the weekends, as well as a viral buzz.



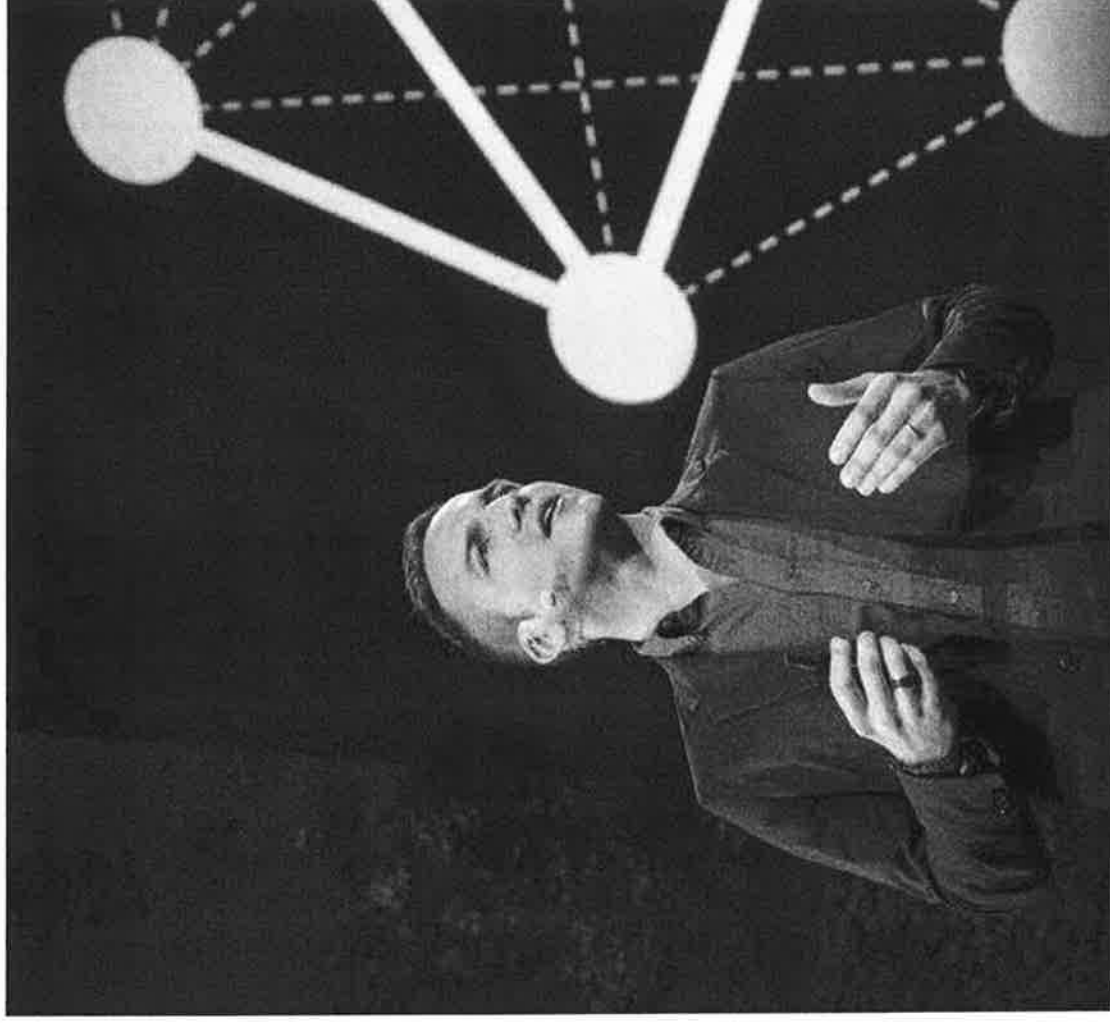
Music

Through Fyre Bookings, we've amassed powerful relations with talent, allowing us to book headliners and support at a reasonable cost. Ja Rule, a multiplatinum recording artist is developing a lineup spanning genres (from pop to rock to hip-hop). The lineup will appeal to music lovers of all types and give way to surprising collaborations and rare performances. Artists performing at Fyre Festival will be accessible to the general public and are able to be booked via the Fyre platform for private appearances and performances for VIP festival attendees.



Entertainment + Thought Leaders

In addition to an impressive musical lineup, we will curate the best in comedy and thought leaders (i.e. fortune 100 CEOs, noted scholars, thought leaders, and influencers). These performances, talks, and dinners are a key differentiator and will broadly position the festival, appealing to a wider audience. These individuals also facilitate meaningful connections amongst attendees, establishing a broader purpose for the weekend.



Brand Partnerships

Fyre Festival has already identified and secured several brand partners to not only drive incremental streams of revenue and reduce production costs through in-kind sponsorship, but of equal importance: amplify our marketing efforts through their existing channels and to elevate the onsite experience for all attendees.

We have over \$3MM in committed sponsorship for the technology and telecommunications categories and are currently in discussion with several large categories sponsors in beverage alcohol, clothing, streaming content that will be secured by the end of 2016.

In-kind brand partners (i.e. Spartan Race) will further develop the product offering.

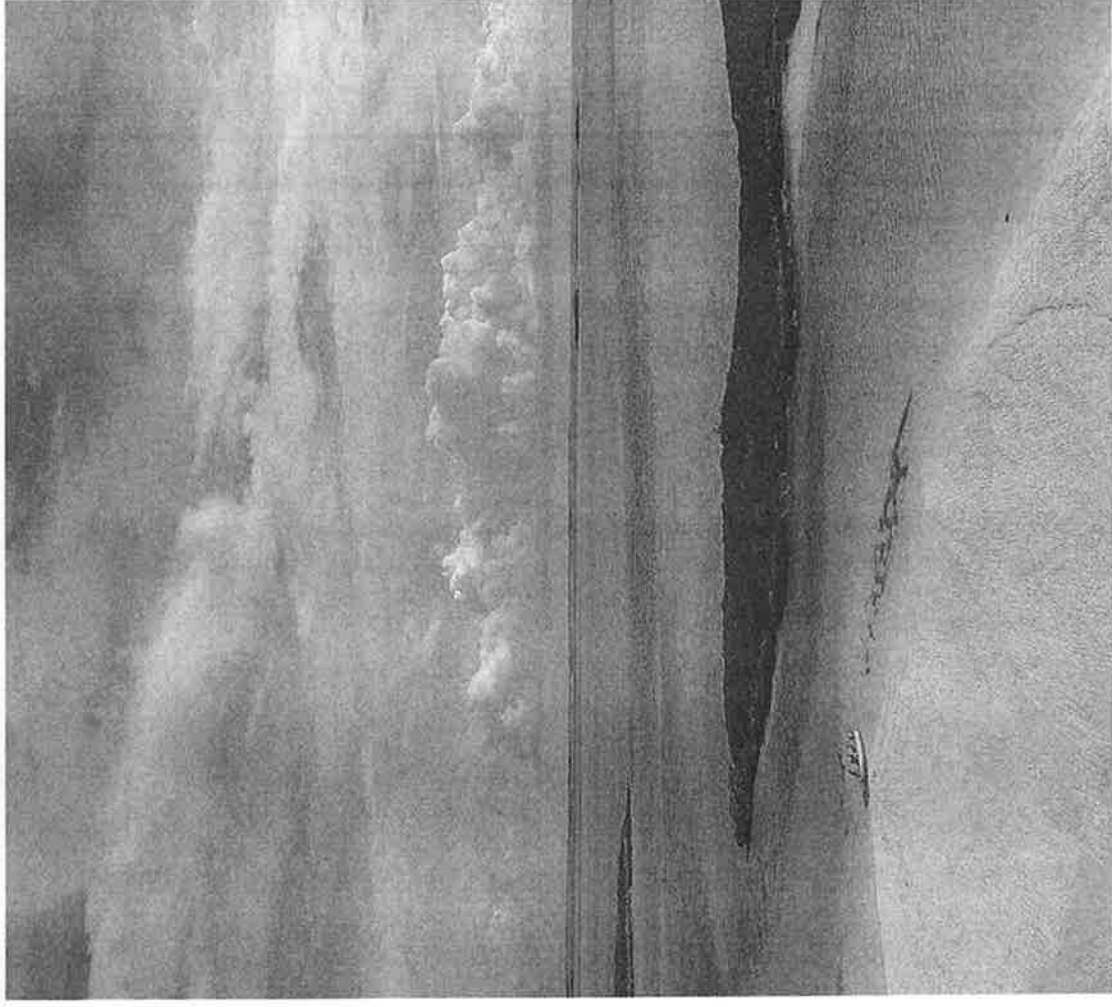


Marketing Plan

Key Drivers of Ticket Sales

We've found the following elements drive ticket sales en mass:

- Talent
- Scarcity
- Key Influencer Marketing
- Social Cohorts



Marketing Plan

Phase One: Ticket Launch

Prior to Thanksgiving, we will launch the general website for Fyre festival (Fyrefestival.com) — this website will contain the following sections

- General Overview
- The Norman's Cay saga
- Talent (announcing key headliners)
- Travel
- Food
- Tickets



Marketing Plan

Phase Two: Fyre Starters

300-500 artists, models, athletes and influencers will be given one (1) complimentary ticket for themselves and six (6) tickets each which they need to sell within 72 hours. Tickets can be purchased via a private URL (i.e. FyreFestival.com/Fyrestarters for this 72 hour period. After the 72 hour period has expired, the tickets will no longer be available. Tickets will be priced at a discount.

One of these 6 tickets will be a "golden" ticket (name subject to change) — which will come with a clue for the treasure hunt.



Marketing Plan

Phase Two: Fyre Starters

All Fyre Starters will be required to post on the following mediums at least once:

- Facebook
- Instagram (with link in bio for 72 hour period)
- Twitter
- Snapchat



Marketing Plan

Phase Three: Friends & Family Sale

We will use various cohort groups (i.e. Magnises, Tablelist, Samsung, Neuhaus, WeWork, CYC, General Assembly, et al), giving them early access to the Fyre festival via a private link (i.e. fyrefestival.com/magnises2017ticketexumas).

This link will only be active for 72 hours. Tickets will be slightly discounted. Similar to these cohort groups, we will strategically partner with other StartUps (i.e. CYC, JuicePress, Sky), and nightlife organizations (i.e. Tao Group, JoonBug, Tablelist, AIM, EMM Group), giving free tickets in exchange for a dedicated email blast.



Marketing Plan

Phase Four: General Public Sale

Seven days after the start of phase two, we will go on-sale to the general public. Tickets will be promoted via the following outlets:

- Ad Outlets
- Facebook
- Instagram
- YouTube
- Digital Marketing
- Google AdWords
- Other Social Networks
- Premium direct deals with website (i.e. Tech Crunch)
- Advertorial
- Elite Daily
- Urban Daddy



PR Strategy

We will retain an agency to manage communications and media relations. We will focus press coverage within three groups:

- **Convertible**
 - Business Insider
- **Brand-Building**
 - Tier 1 press (i.e. NYT)
- **Trade**
 - Billboard



Fyre Squad

Founders



Billy McFarland
Founder

Billy McFarland is the Founder and CEO of Fyre, where he guides the company's overall direction and strategy. Billy is also the Founder and CEO of Magnises, an experiential benefits platform designed to help members unlock their city.

Prior to Magnises he founded Spiling, a venture backed ad-tech company, whose customers include Hearst, Discovery, and Universal. He's been referred to as a "tech wiz" by Business Insider, a "mastermind" by Bloomberg and CNBC has called him a "a natural entrepreneur, who has engineered a way to attract and monetize millennials."

Billy McFarland was born in New York City in 1991 and grew up in Short Hills, NJ. He lives his life with a velocity and ambition that is evident in his personal, professional, and philanthropic endeavors.



Ja Rule
Co-Founder

Ja Rule is a co-founder of Fyre, guiding creative and business strategy while facilitating artist relations. Ja Rule became one of the music industry's most commercially successful artists during the early 2000s, having over 10 Billboard top 100 hits, selling over 60 million records worldwide.

Ja established himself with Venni Vetti Vecci (1999), a hardcore debut album similar in style to the then popularized by DMX and the Ruff Ryder collective. On his sophomore album, Rule 3:36 (2000), he began collaborating with R&B singers resulting in many radio-friendly such as "Between Me and You," "Put It on Me," and "I Cry". His third album, Pain Is Love (2001) followed suit with iconic singles such as "I'm Real," "Livin' It Up" and "Always on Time."

Rule has collaborated with Jay-Z, Jennifer Lopez, Ashanti and has written records for Mary J. Blige. He is a three time Grammy Award nominee and the recipient of multiple BET Awards and MTV Music Video Awards.

The Team



MD David Low
CCO

MDavid Low is a co-founder of Fyre and its Chief Creative Officer, responsible for product design excellence and implementation. Prior to Fyre, MD created notable and award winning digital products as Executive Creative Director at R/GA as well as Design Director at Nike.



Grant Margolin
CMO

Grant oversees marketing and brand strategy. Prior to his role with Fyre, he oversaw all marketing and brand strategy for Magnises, the fastest growing experiential benefits platform globally. Grant began his career working for Daymond John, a noted angel investor and "Shark" on ABC's Shark Tank. Grant graduated *Summa Cum Laude* from Syracuse University's Bandler Program for Music and Allied Entertainment Industries.



Mark Nauroth
CTO

Mark oversees the architecture and implementation of Fyre's digital platforms. His career writing enterprise-level software spans sectors as diverse as finance and food service and has grossed tens of millions of revenue. Mark is also an author, speaker, and avid antiquities collector.



Jason Ve
CRO

Jason oversees revenue-generating functions at Fyre, including sales, talent bookings, business development and partnerships. Jason has a decade of experience in the music, entertainment and tech industry, and comes to Fyre from Google where he oversaw music and entertainment partnerships. Prior to Google, Jason worked in business development roles at Disney and Viacom, and as an investment banker at UBS. Jason graduated from NYU Stern.



Michael Ciccarelli
Lead, Front-End

Michael is responsible for both front-end and back-end engineering. Michael was previously the Lead Engineer at Vice Media and Condé Nast.



Shiyuan Deng
Product Designer

Shiyuan is responsible for product design, working with both the creative and engineering team to design meaningful features for Fyre's users. Shiyuan's entrepreneurial background allows her to understand both Fyre's product goals and user's needs

The Team



Sheridan Low

Digital Production Manager

Sheridan Low is responsible for digital production and live stream operations. Prior to Fyre, Sheridan proudly served in the Army National Guard as the Operations and Logistics Sergeant for California's Search and Extraction team within the Homeland Response Force.



Nyla Coffie

Director of Experiential Marketing

Nyla oversees experiential marketing. Her goal is to bring the Fyre brand to life for all of our audiences. Prior to her role with Fyre, she led event marketing for the NYC region of Breather. She has also worked in event marketing at Pager and Teach For America.



Samuel Krost

Director, Talent Management

Samuel oversees talent relationships and bookings for Fyre. Samuel's industry background at Helmut Lang and Onia allows him to develop meaningful relationships with both talent and buyers.



HO Wilkerson

Manager, Talent & Booking Operations

HO oversees all operations for Fyre's bookings, liaising with the talent team, marketing team and buyer to ensure a seamless booking. Prior to Fyre he ran marketing and operations for Murder Inc. and Bad Boy Entertainment



Ian Browne

Talent Manager

Ian is Manager of Talent at Fyre, leading model and buyer acquisition. Prior to Fyre, Ian was COO of Patrick McMullan Agency where he led the joint venture with Getty Images. Prior to his role with PMC, Ian started the capital raising division at Phoenix Partners Group, an inter dealer broker in NYC. Ian has an MBA from Emory University



Gracie Lundell

Product Engineer

Gracie is a developer for front-end design for Fyre. Gracie was previously a front-end developer for Blacktower Entertainment and graduated from Portland State University.

Fyre Festival Team



Ryan Giunta
Fyre Festival Manager

Ryan is a 15-year brand marketing expert who spent 10 years building the Red Bull brand in North America. He has also partnered with a top marketing and production agency in New York City, Stadiumred Life, who will be overseeing the Production and Brand Partnerships for Fyre Festival. Ryan spent two years living in the Bahamas in 2013-14 and has developed significant relationships throughout the country.



Keith Siilats
Fyre Festival Manager

Keith is a finance guru who started his career at Goldman Sachs in high frequency trading. He owns two aircraft, a boutique hotel and restaurant in Manhattan, and significant real estate holdings in his home country of Estonia and first flew to Normans Cay in 2010. He has previously built a private airport and an island fishing resort in a nature preserve. Siilats has a degree in Economics from Cambridge University and Computer Science degree from Stanford.

Fyre

For Your Real
Entertainment

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