



PRESS RELEASE

MIXIFY ANNOUNCES \$1.8 MILLION SERIES A ROUND, AND LAUNCHES CLUBCAST, A PLATFORM FOR LIVE EVENTS THAT INTRODUCES A NEW REVENUE STREAM FOR ARTISTS

NYC-BASED COMPANY MIXIFY COMPLETES A US\$1.8 MILLION SERIES A, LED BY CMB CAPITAL AND OFFICIALLY LAUNCHES CLUBCAST, A TWO-WAY PROPRIETARY LIVESTREAMING TECHNOLOGY THAT ALLOWS ARTISTS TO DIGITALLY CONNECT WITH THEIR FANS AROUND THE WORLD THROUGH EXCLUSIVE IN-VENUE EXPERIENCES

5 June 2014

New York, New York – Mixify, the interactive livestreaming platform that connects artists with fans, introduces today the official launch of Clubcast, which allows artists to livestream exclusive sets into venues around the world. Mixify’s technology allows for the utmost clarity in audiovisual (HD) streaming, maintaining the quality and experience of a live set to create the best possible way for fans around the globe to connect with their favourite artists and DJs. Coinciding with this announcement, Mixify reveals today that it has raised a US\$1.8 million Series A round from investors that include Australian based CMB Capital, Tim McGee and Richard Mergler of Ministry of Sound Australia and Tommy Trash, acclaimed DJ and Grammy Award nominated producer.

The electronic dance music market is a \$15 to \$20 billion global industry, and while attendance for other music genres has been declining, electronic dance festivals have had two times the number of attendees of all other genres combined. In addition, 53% of electronic dance music fans are eager to pay to see their favourite artist perform an online streaming concert. With Clubcast, venues can now stream in A-list talent that they may not otherwise have access to, creating an immersive experience for their customers that is personalized, exclusive and unique.

“Clubcast is the next frontier in live events for the music industry for fans, artists and venues,” says David Moricca, founder of Mixify. “With Clubcast's technology, we are not only breaking geographic barriers, but also creating a way for artists to reach new markets and for venues to maximize their offerings to party goers, while adding new streams of revenue to their businesses.”

Clubcast’s proprietary software is easy, reliable, and the only software designed for in-venue experiences. By combining crystal-clear video with minimal loss compression and unwavering audio software, Clubcast is able to constantly adjust to different network conditions. This seamless audiovisual streaming experience is a massive step forward in the industry, opening up doors for an infinite number of new possibilities. From the ability for artists to play multiple venues, countries, or continents at the same time, to the

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chance for fans in secondary markets to finally see a performance they have been waiting ages for, Mixify Clubcast is creating new opportunities for fans, artists, and venues alike.

In its six months of beta testing within more than 15 different markets, Mixify has focused on partnering venues with DJs such as Tommy Trash, Bassjackers and Firebeat. Clubcast has livestreamed internationally, covering locations such as Buenos Aires, Argentina and The Cayman Islands. It has already experienced a 250% growth rate in just one quarter of beta testing, and expects to be in a total of 40 markets by the end of August 2014.

“As Mixify Clubcast begins to roll out throughout the US, Asia, Europe and Australia, they give DJs the opportunity to build a global or niche fan base without incurring prohibitive travel or time costs that exceed the performance fees for a DJ with their current following,” says Jamie Olsen, lead investor in Mixify’s Series A round and Managing Director of CMB Capital. “It also has enormous potential for DJs to be in four different continents in the one day. A New York DJ could start their Friday morning off with a live set into Sydney, Australia, followed by shows into Asia and Europe, all before it even gets dark.”

For more information about Clubcast, please visit: <http://www.mixifyclubcast.com/>

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For Clubcast images:

<https://www.dropbox.com/sh/xmylpkfpwzvwr/AACzGqtcysXn9SSxVfC3c1lta>

ABOUT MIXIFY

Founded in 2012, Mixify is an interactive livestreaming platform that connects DJs and fans around the world. With the mission to make live music accessible to anyone, anywhere, Mixify’s technology supports both web-based and in-venue experiences, allowing DJ’s to share their music via livestreaming to Mixify.com or broadcasting live sets into physical venues around the world with Mixify Clubcast. By creating a completely immersive experience via HD video and club quality audio, with Mixify Clubcast both DJs and fans have the ability to party together even while miles apart.

ABOUT CMB

Headquartered in Sydney, CMB is a corporate advisory and investment firm with specialist expertise in the TMET (telecommunications, media, entertainment and technology) industries. We bring years of board and management experience to our clients and investors. CMB is wholly focused on creating value for our investors across the current portfolio as well as helping our clients deal with the challenges of a competitive marketplace whether that is advising on transformational mergers and



acquisitions, driving online strategies or managing the impact of innovation and market disruption.

Independent and highly client focused, CMB has become the advisor and investor of choice for online and digital media companies in the Australasian market. Since the Company's formation in 2010, we have successfully advised leading Australian and international corporates including RP Data, Core Logic, MYOB and Open Universities to name a few. As an early stage investor, CMB is building an exceptional and enviable track record, particularly in the areas of advertising technology, music and entertainment with our next area of focus being online health. CMB enjoys C-level and board relationships with a majority of the leading and emerging TMET companies in the Australian market. We are rapidly growing an international reputation and network which we leverage for our clients and portfolio companies.

For more information about CMB, please visit www.cmbcapital.com.au.