DODICK LANDAU

FAN INTEGRATED EXPERIENCES (FIX)

Music Rewards App
Acquisition Opportunity

FIX MUSIC REWARDS

On May 1, 2020 Fan Integrated Experiences Ltd. ("**FIE**" or the "**Company**") filed an assignment in Bankruptcy and Dodick Landau Inc. ("**DLI**") was appointed as Trustee in bankruptcy of the estate ("**Trustee**").

FIE, which launched in 2018, is an e-commerce startup that created an IOS and Android Application ("**App**"). FIE's App ("**FIX**") which provided a loyalty program for music fans, artists, labels and partnerships, had a growing user base. However, by May 1, 2020 it was unable to raise the additional working capital it required to meet its obligations as they were coming due and, as a result, the Company ceased operations.

The Trustee is soliciting offers from one or more purchasers for the App created by the Company from qualified parties with a projected closing date of August 14 , 2020. Offers will be accepted for consideration until 5:00 p.m. E.S.T. on Friday July 31, 2020. Offers acceptable to the Trustee will be subject to the approval of the Ontario Superior Court of Justice.

Industry Background

The music industry generated $51.5 billion US dollars globally in 2018, with approximately $19.6 billion being generated in the United States alone. Streaming revenue grew by 34% and accounted for almost half of global revenue. There were 255 million users of paid streaming services at the end of 2018, accounting for 37% of total recorded music revenue.

Indie and boutique labels are continuing to grow both in numbers and revenue as artists thrive in a music world that is less dependent on traditional labels. Both indie and main-stream artists are looking at a few new methods of growing and engaging their fan bases, which coupled with the explosive growth in paid streaming services inspired the creation of FIX.

Description of the App

The traditional fan club model for music lovers was considered by the Company to be outdated and broken. FIX entered the market as a modern alternative to the traditional fan club, allowing its users the ability to access all their favorite artists in one place, rather than downloading separate fan club aps. The customer experience offered through FIX enabled it to stand out in a crowded App market place specifically through its rewards, exclusive events, gamification and advanced loyalty dynamics. Users of the App were able to earn loyalty points by engaging with music in multiple ways, including linking their existing streaming accounts, earning points when they stream, sourcing concert tickets and the latest news about artists they listen to and follow. Through the App users were able to redeem their points for various perks including merchandise, to enter sweepstakes for tickets or VIP experiences with artists. The App offered features which its key demographic, Millennials or Gen Z, wanted including UGC, Touch Pay, efficiency in spending and earning and an App that was built to consistently add and update its technology features in keeping with consumer trends.

Milestones

- More than 950,000 installations and 350,000 active users, with a growth rate which reached approximately 100,000 installs a month;

- 4.3 out of 5 star rating;

- 90,000 artists profiled;

- #1 Google Play trending App;

- 40,000 followers on social media; and

- Top 10 Apple App Store for music.

Parties who wish to pursue this opportunity should return a signed confidentiality agreement to Naomi Lieberman of DLI in order to receive additional information on the sales process and the business:

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In developing this document, DLI has relied upon unaudited information, the Company's records, and discussions with management of the Company. DLI has not performed an audit or other verification of such information.