



mdundo

Swahili Definition: Mdundo – *A Song, Music or Rhythm.*

The Rise of Music Streaming



Music in Emerging Markets



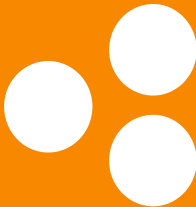
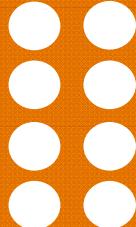
Music Content in Africa



Independent African Artists



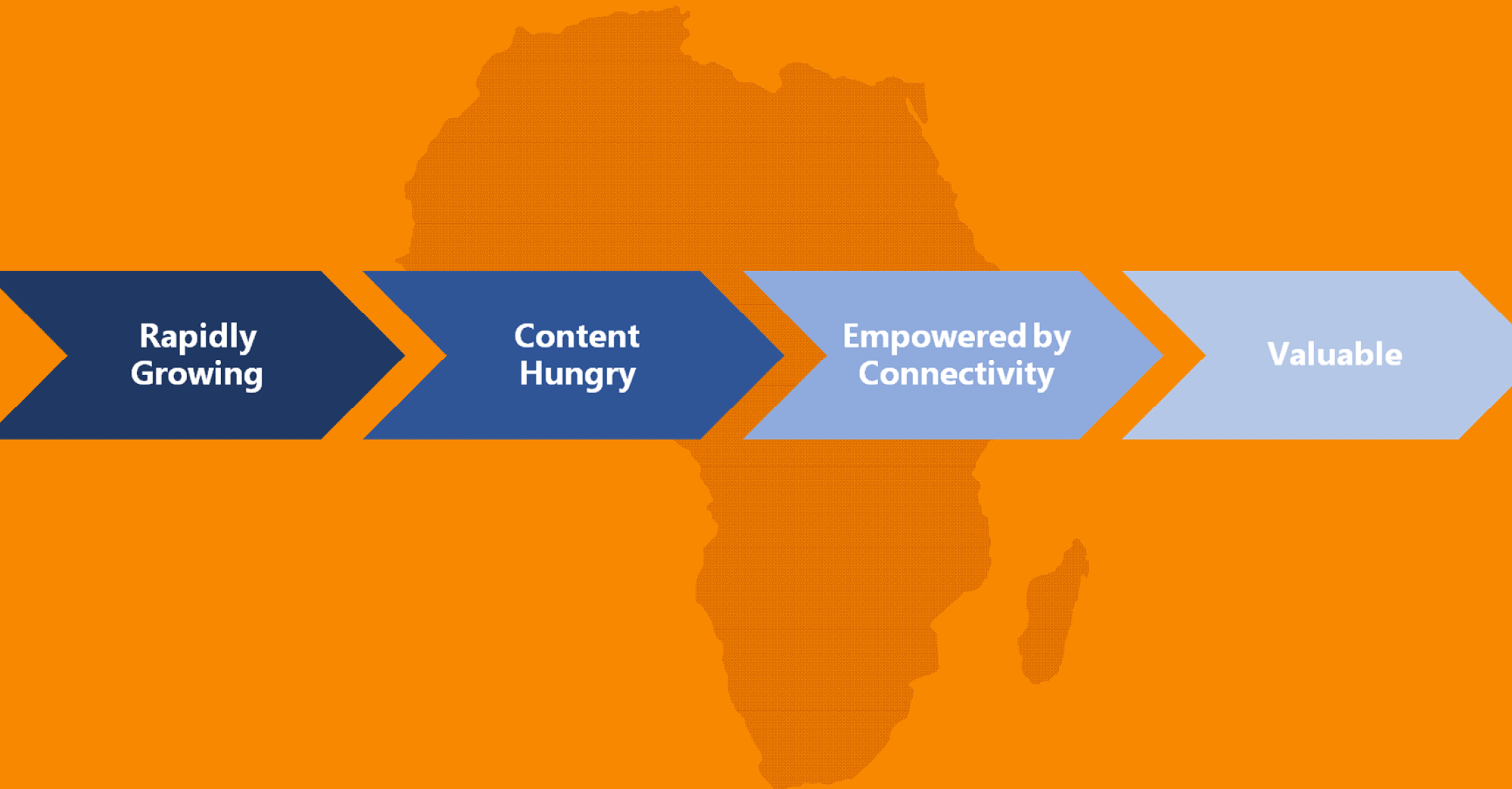
Small to Midsize African Music Labels



International Music Labels



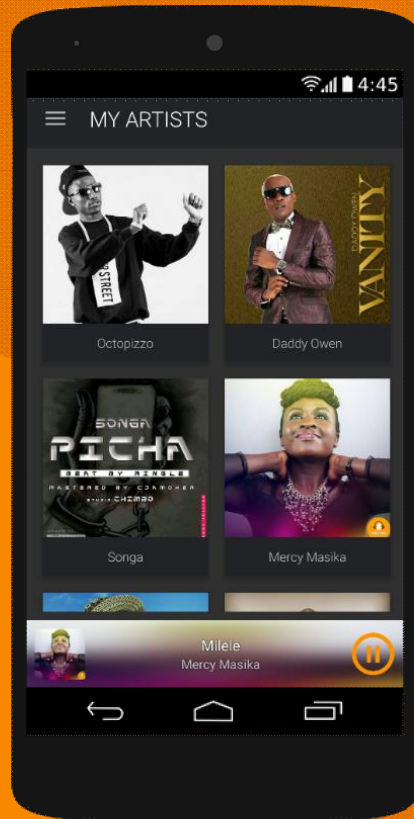
Customer Value - Africa



Business Model: Make Music Available

Online Artist Signup

*Low Content Acquisition Cost.
Unique Local Catalogue.
Scalable across borders.*



Freemium user

*Low User Acquisition Cost.
Targeted audio and visual Ads
Online Access Only.*

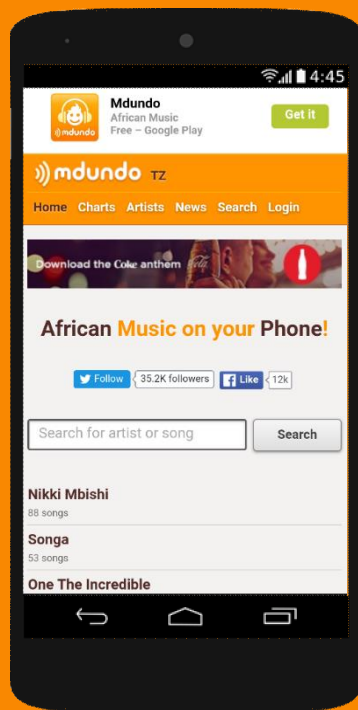


Premium user

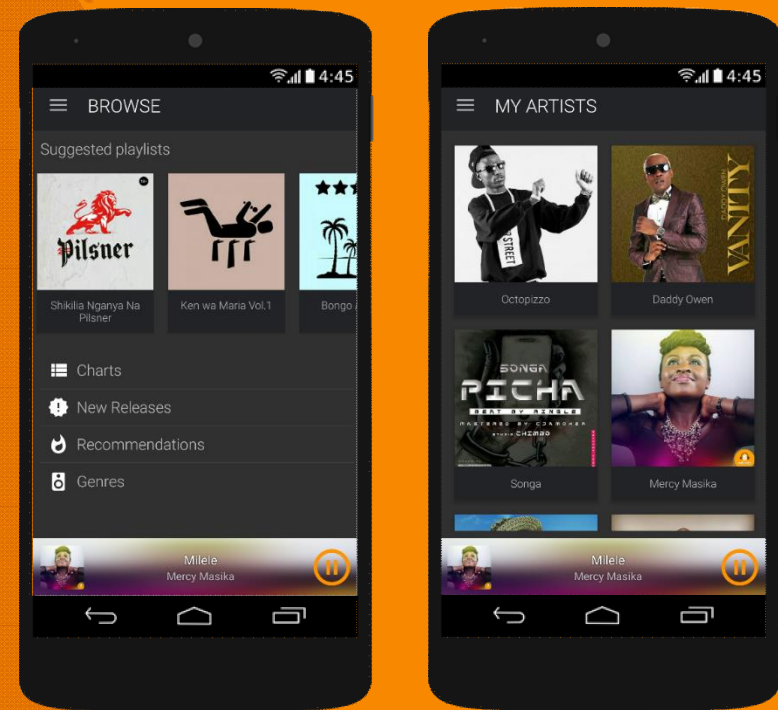
*No advertisement
Offline mode
\$2 / month.*

Business Model: Make Music Available

Mdundo.com



The Mdundo App



The website allows customers with no Android phone to use our service. The interface allows users to download MP3s onto their personal devices.

App allowing users to both stream and download songs. Free service paired with targeted advertising. Paid premium service allows for ad-free offline usage

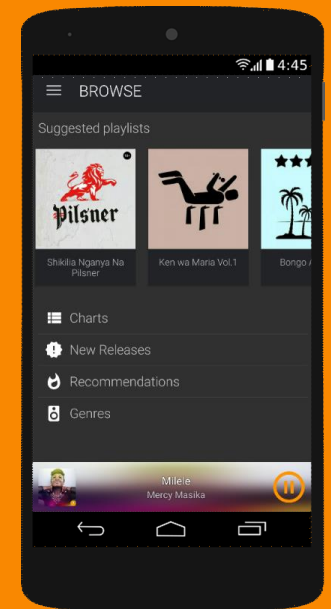
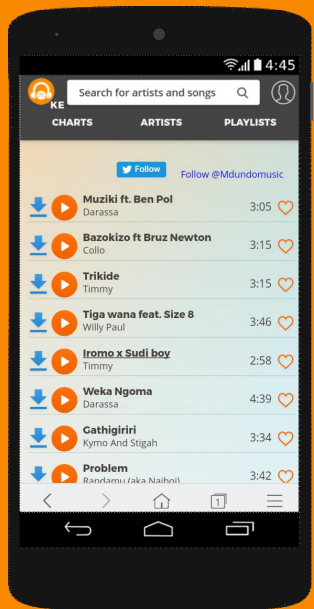
Tailored Solution for Africa

Unique Local Catalogue

Organically Attracting Users

Freemium Website + App

50% Royalties to Musicians



Market Opportunity (in USD)

Streaming
\$7Bn
World

Music Industry
\$500m
Africa

Radio Ads
\$1Bn
Africa

Internet Ads:
\$700m
Africa

Progress

160% Growth Year on Year



40,000 Musicians



1,000,000 Active Users



\$150,000 Revenue 2016



Expanded to Uganda & Tanzania

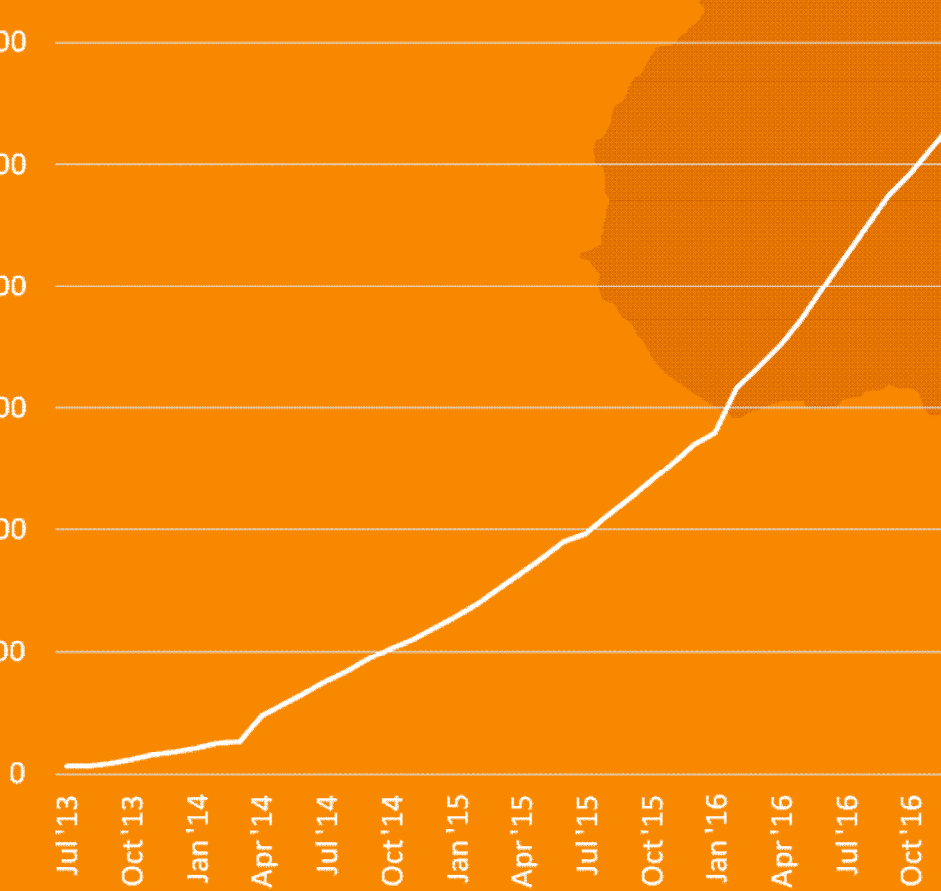


Tanzania – past 12 months



Empowering Musicians

Total African Musicians on Mdundo



1. Several musicians have topped Mdundo charts but not received significant radio airplay.
2. Mdundo provides a way for musicians to generate revenue on their recordings.

Vision

2019:

10

10m

\$1m

2016:

3

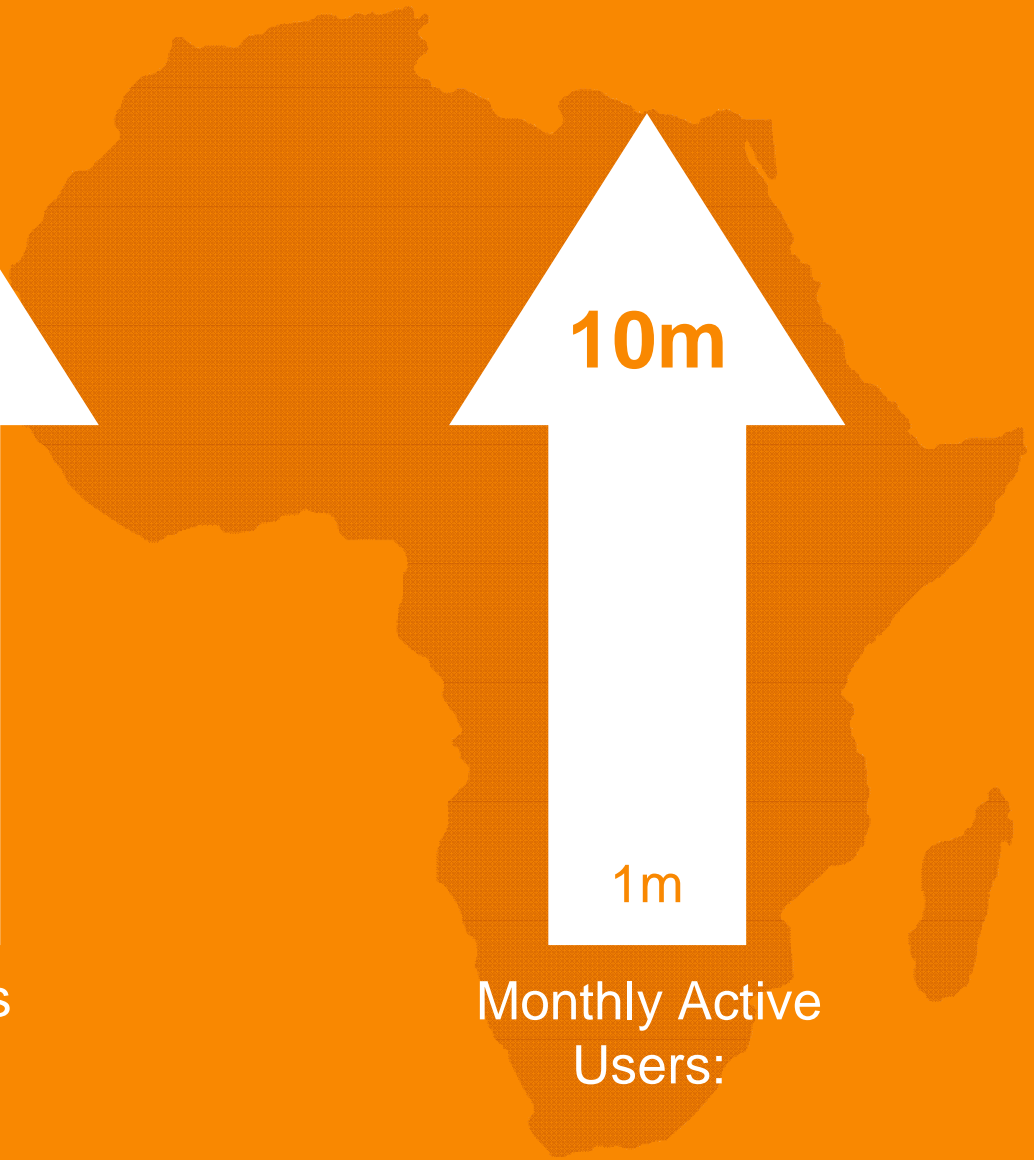
1m

\$150k

Countries

Monthly Active
Users:

Revenue /
Year



Market Opportunities

Cote d'Ivoire:

Pop: 23.3m
GDP (ppp):
\$78.33bn
GDP Growth: 8.2%
Mobile Sub.: 22.1m

Ghana:

Pop: 26.3m
GDP (ppp):
\$113.3bn
GDP Growth: 3.5%
Mobile Sub.: 30.4m

Rwanda:

Pop: 12.6m
GDP (ppp):
\$20.32bn
GDP Growth: 6.5%
Mobile Sub.: 7.7m

Uganda:

Pop: 37.1m
GDP (ppp):
\$79.75bn
GDP Growth: 5.2%
Mobile Sub.: 20.40m

Kenya:

Pop: 46m
GDP (ppp): \$143.10bn
GDP Growth: 6.5%
Mobile Sub.: 33.6m

Nigeria:

Pop: 181.6m
GDP (ppp):
\$1,105bn
GDP Growth: 4%
Mobile Sub.: 139m

Cameroon:

Pop: 23.7m
GDP (ppp):
\$72.11bn
GDP Growth: 5.3%
Mobile Sub.: 17.3m

Zambia:

Pop: 15.5m
GDP: \$65.2bn
GDP Growth: 3%
Mobile Sub.: 11.5m

Tanzania:

Pop: 51m
GDP (ppp):
\$138.3bn
GDP Growth: 6.9%
Mobile Sub.: 31.9m

Mozambique:

Pop: 25.3m
GDP (ppp):
\$33.73bn
GDP Growth: 7%
Mobile Sub.: 18.4m

Most attractive
markets in Sub Sahara
Africa accounts for
70% of people with a
GDP (ppp) of \$1.9
trillion.

Executive Team



Martin Nielsen
CEO

Ex-Entrepreneur in Residence, African Seed Investment Fund.



Jura Sidorenko
CTO

Ex-CTO & Investor, African Seed Investment Fund.



Shyqo Koinan
COO

Ex-Radio Producer, Event & Artist Manager.



Jesper Drescher
Chairman

Investor & serial entrepreneur, Africa & Europe.



Farouk Jivani
Board Member

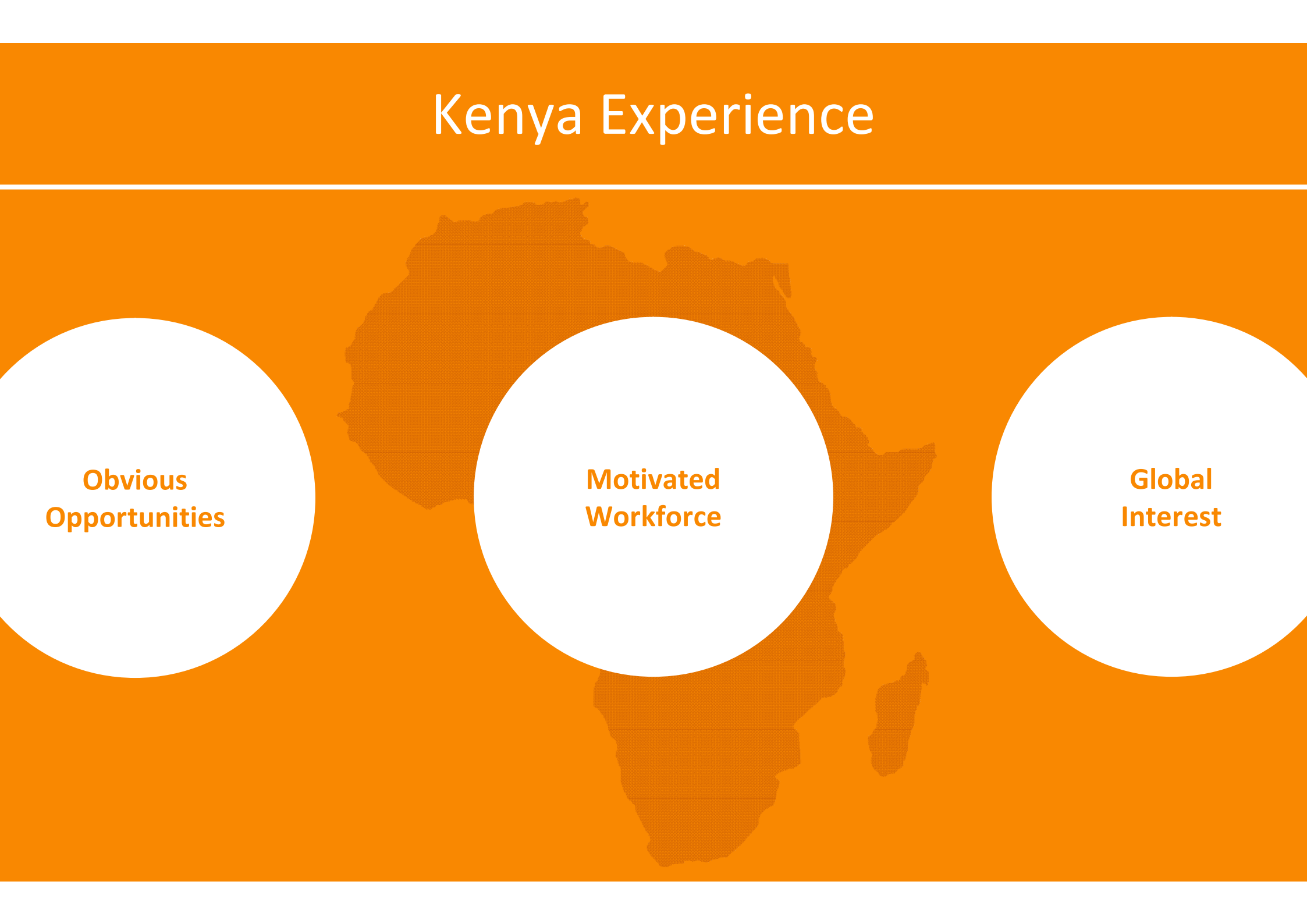
Investor & businessman, Africa & USA.



Nikolai Barnwell
Board Member

Investor & entrepreneur, Kenya.

Kenya Experience



**Obvious
Opportunities**

**Motivated
Workforce**

**Global
Interest**



mdundo

Business Model Designed For Africa

Sustainable Content Acquisition
Strategy

Sticky Product

Strong Committed Team

Proven Track Record of Expansion to
New Markets

+1m Monthly Active Users