

The logo for Fever, featuring the word "fever" in a white, lowercase, sans-serif font centered within a dark blue rounded square.

fever

## GLOBAL PRESENCE: REACH ACROSS 200+ CITIES AND 30+ COUNTRIES

### **Connected Experiences at Scale**

Fever operates in more than 200 cities worldwide, uniting millions of fans with curated live experiences across music, culture, and entertainment.

### **Strong International Footprint**

Presence in 30+ countries positions Fever as a leading platform for global music and live events partnerships.

### **Partnership Reach**

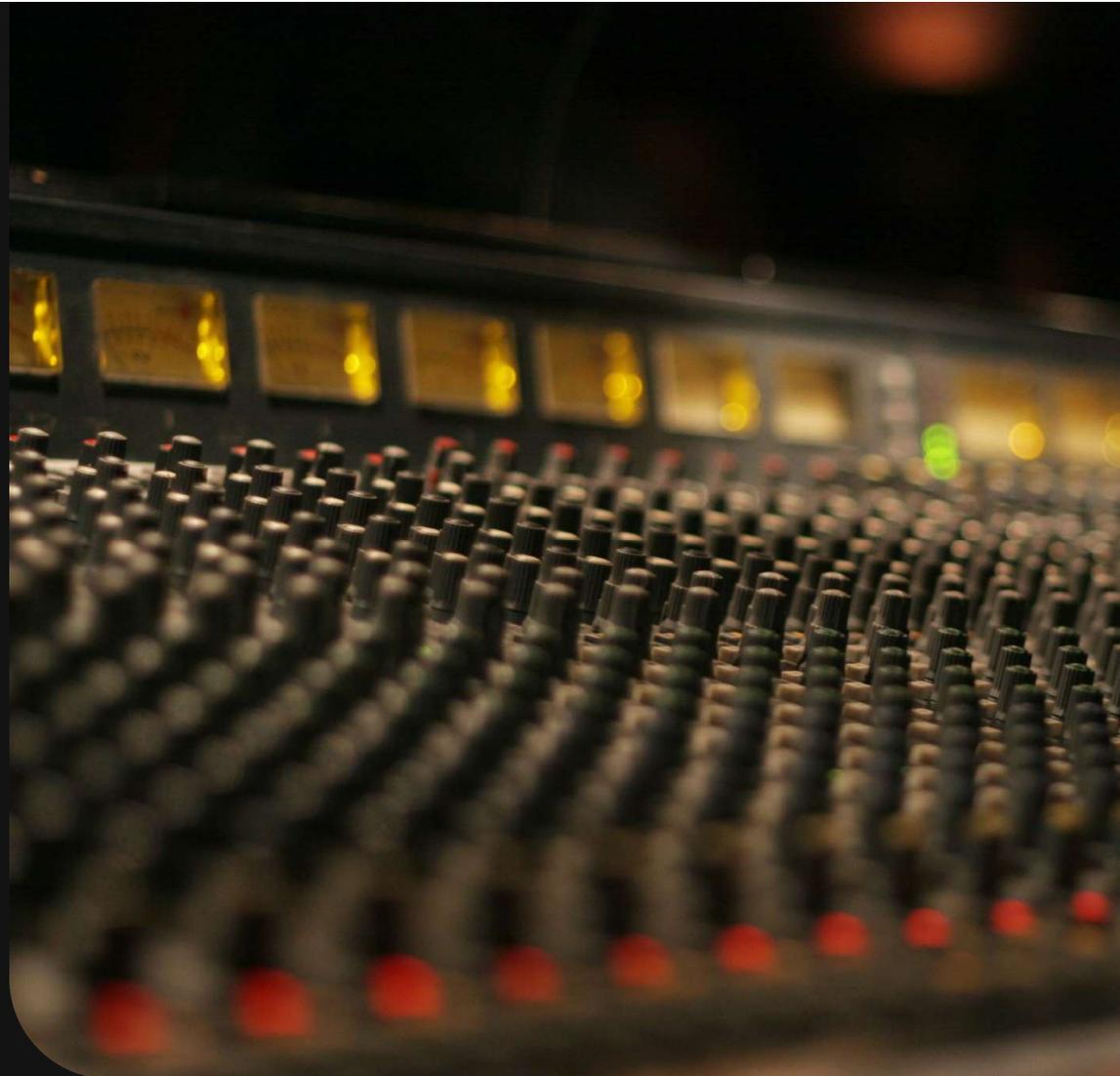
Fever's network of artists, venues, and brands creates new opportunities for collaboration and audience growth on a global scale.

*We democratize concerts — creating a fair-trade system for live music where artists, venues, and fans all win.*

# FEVER MUSIC GROWTH ENGINES

*SCALING MUSIC WITH  
DATA, PARTNERS, AND  
FANS — NO NEW  
DEVELOPMENT  
REQUIRED*

Leveraging existing systems, data, and relationships to expand Fever's music operations efficiently and sustainably.





## PRESENTATION AGENDA

- Intelligence Engine – Leveraging Data as a Compass
- Partner Engine – Dynamic Collaboration with Local Promoters and Venues
- Audience Engine – Harnessing Fans as a Network
- Experience Engine – Replicating and Localizing Successful Originals
- Feedback Engine – Always-On Optimization Cycle
- Unified Growth Flywheel – Orchestrating All Engines
- Finale – Igniting the System

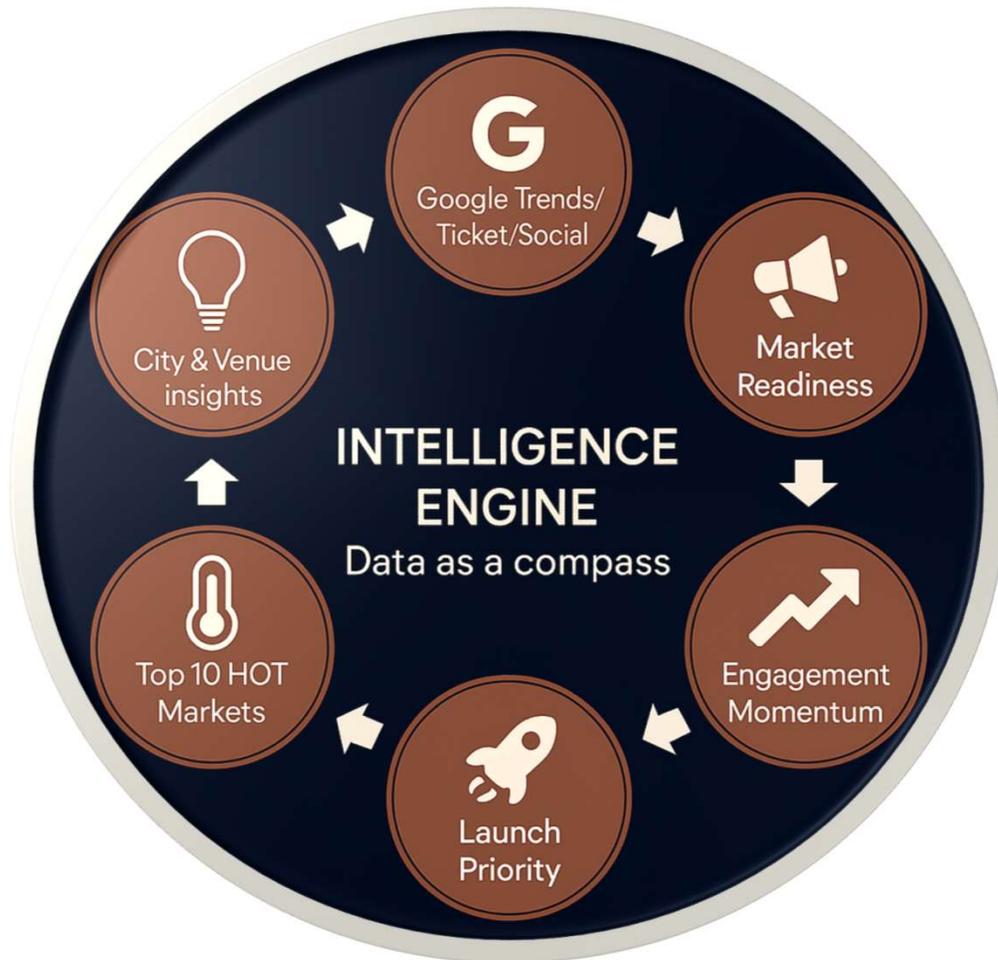
# INTELLIGENCE ENGINE – DATA AS A COMPASS

Fever's *Intelligence Engine* leverages real-time data to guide market entry, pricing, and genre targeting. By integrating **Fever Zone**, this turns audience behavior into strategic action.

- Google Trends reveals rising audience interests.
- Ticketmaster data reflects real-time demand.
- **Fever Zone** insights close the feedback loop with direct user behavior.

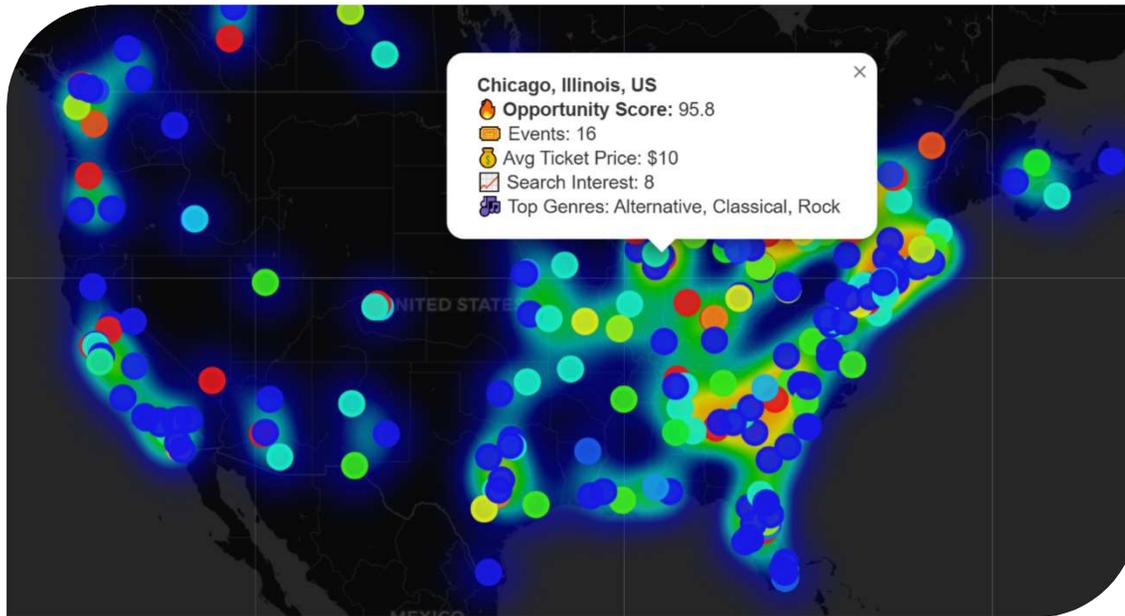


# DATA LOOPS IN ACTION – FROM INSIGHT TO ACTIVATION



- **Market Entry Decisions** – Identify optimal cities and audiences for new experiences.
- **Pricing Optimization** – Adjust dynamically to maximize both attendance and yield.
- **Genre Targeting** – Align experiences with trending cultural interests and audience data.

Insights from **Fever Zone** help to inform how we allocate effort across Paid, Earned, Shared, and Owned media – optimizing every partnership channel.



# BUILDING THE MUSIC MARKET OPPORTUNITY MAP

Powered by Fever's Intelligence Engine, the Music Market Opportunity Map integrates **Fever Zone**, **Google Trends**, **Ticketmaster data**, to forecast **where, what, and when** to launch new experiences.

- **Data Synthesis** – Cross-referencing multiple data sources to uncover hidden demand.
- **Market Identification** – Highlighting top-performing regions and emerging genres.
- **Timing Optimization** – Aligning launches for maximum engagement and ROI.
- **Partner Activation** – Surfaces opportunities for promoters, artists, and venues to co-launch experiences in high-opportunity markets.



**Fever Partner Ecosystem — Connecting Culture Through Collaboration**

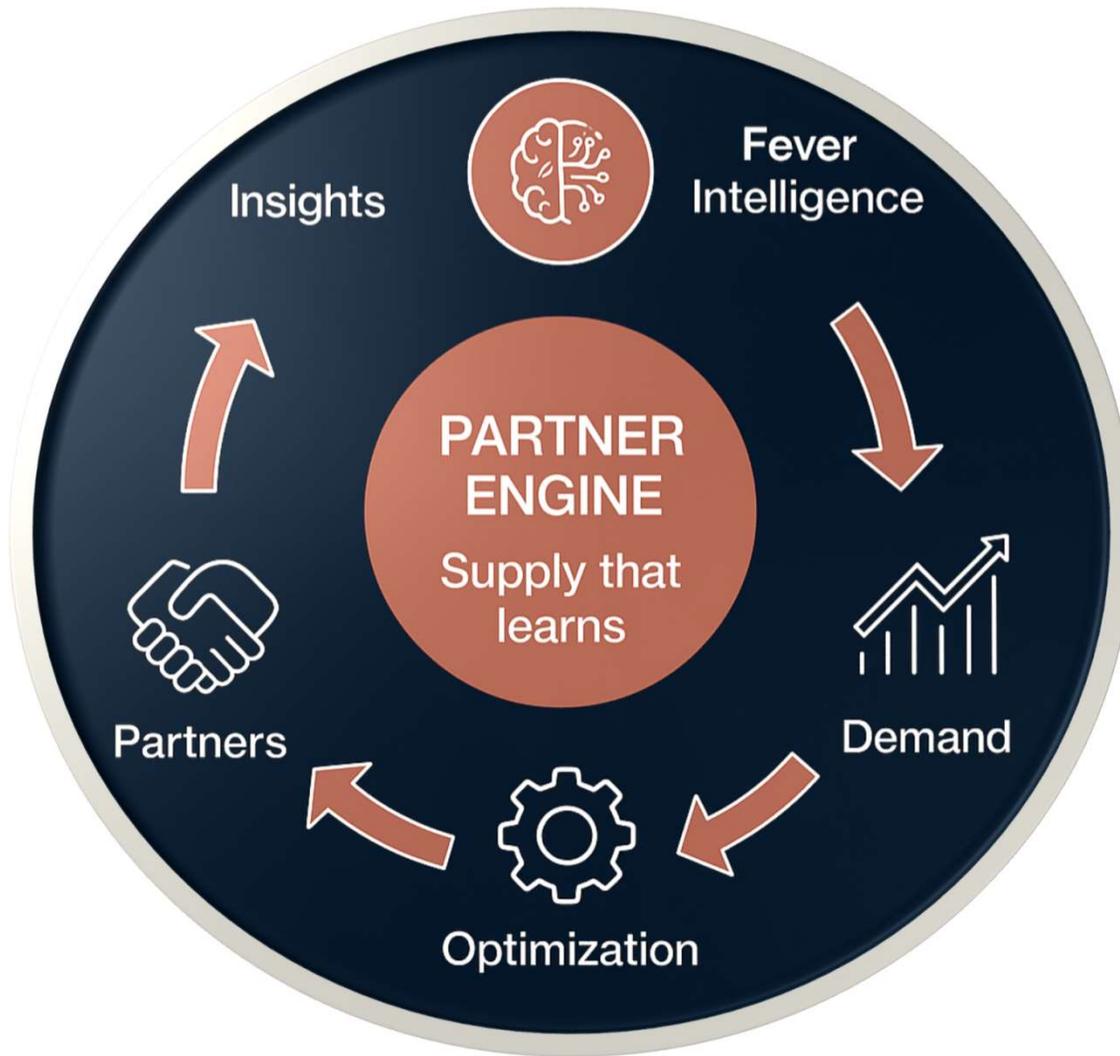
Program	Purpose	What It Enables
 <b>Fever Zone</b>	Partner dashboard & payout portal	Transparency and trust — partners access real-time insights on performance.
 <b>List Your Event</b>	Easy event onboarding	Opens Fever's ecosystem to any promoter — democratizing access to audience data and ticketing tools.
 <b>Corporate Events &amp; Benefits</b>	Business partnerships & team experiences	Connects local promoters with corporate buyers — fueling new revenue through fair-trade live experiences.
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 <b>Ambassadors &amp; Influencers</b>	Community advocacy	Engages micro-promoters and cultural voices to spread Fever experiences peer-to-peer.
 <b>Brand Partnerships</b>	Global brand collaborations	Creates ethical, large-scale sponsorships that elevate culture without corporate take-

# PARTNER ENGINE – DYNAMIC COLLABORATION

**Fever's Partner Engine unites promoters, venues, and brands in a shared data ecosystem that learns and grows together.**

This dynamic collaboration powers smarter events, stronger communities, and fairer outcomes – from local promoters to global partners.

- Real-time insights shared between Fever and partners.
- Local expertise amplified by centralized intelligence.
- Supply that learns — optimizing every event loop.
- Partner with Artists, brands and venues to co-create immersive experiences.
- Aligns brand activation with Fever flagship IP (candlelight Jazz night) to scale city to city.



## POWERING PARTNER GROWTH – 2 SIDES

### **Collaborative Platform**

Connects promoters, venues, and brands through a shared data layer to align demand, pricing, and programming.

### **Data Transparency**

Builds trust through real-time insights on performance, audience sentiment, and partner ROI.

### **Targeted Programming**

Turns data into action – matching the right shows with the right markets and audiences.

*Together, Partner with Us and Fever for Business power both sides of the ecosystem – connecting those who create culture with those who celebrate it.*

### **Integrated PESO Activation**

**Paid** Amplify co-branded campaigns across Fever’s media ecosystem (Spotify, YouTube, social).

**Earned** Elevate artist and cultural storytelling through PR and authentic press coverage.

**Shared** Activate fan communities through user-generated content and referral loops.

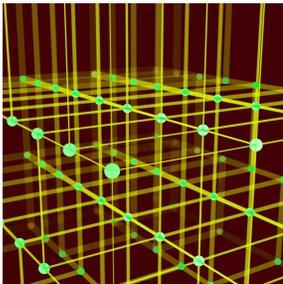
**Owned** Use Fever’s app, newsletters, and dashboards to personalize engagement for every partner.

# MUTUAL GROWTH THROUGH ONGOING COLLABORATION



## Sustained Partnership

Build long-term trust and reliability through recurring co-branded experience and preferred-venue networks



## Scalable Network

Expands reach through unified planning tools- enabling *Build → Scale → Optimize → Expand growth cycles across cities and genres*



## Alignment with Strategy

Ensures local activation ladders up to Fever's global brand, audience, and data-driven strategy-linking performance reporting directly to measurable ROI.

Fever's partnership network spans from individual promoters to enterprise clients – uniting 'Partner with Us' and 'Fever for Business' under one fair trade model.



# AUDIENCE ENGINE – FANS AS A NETWORK

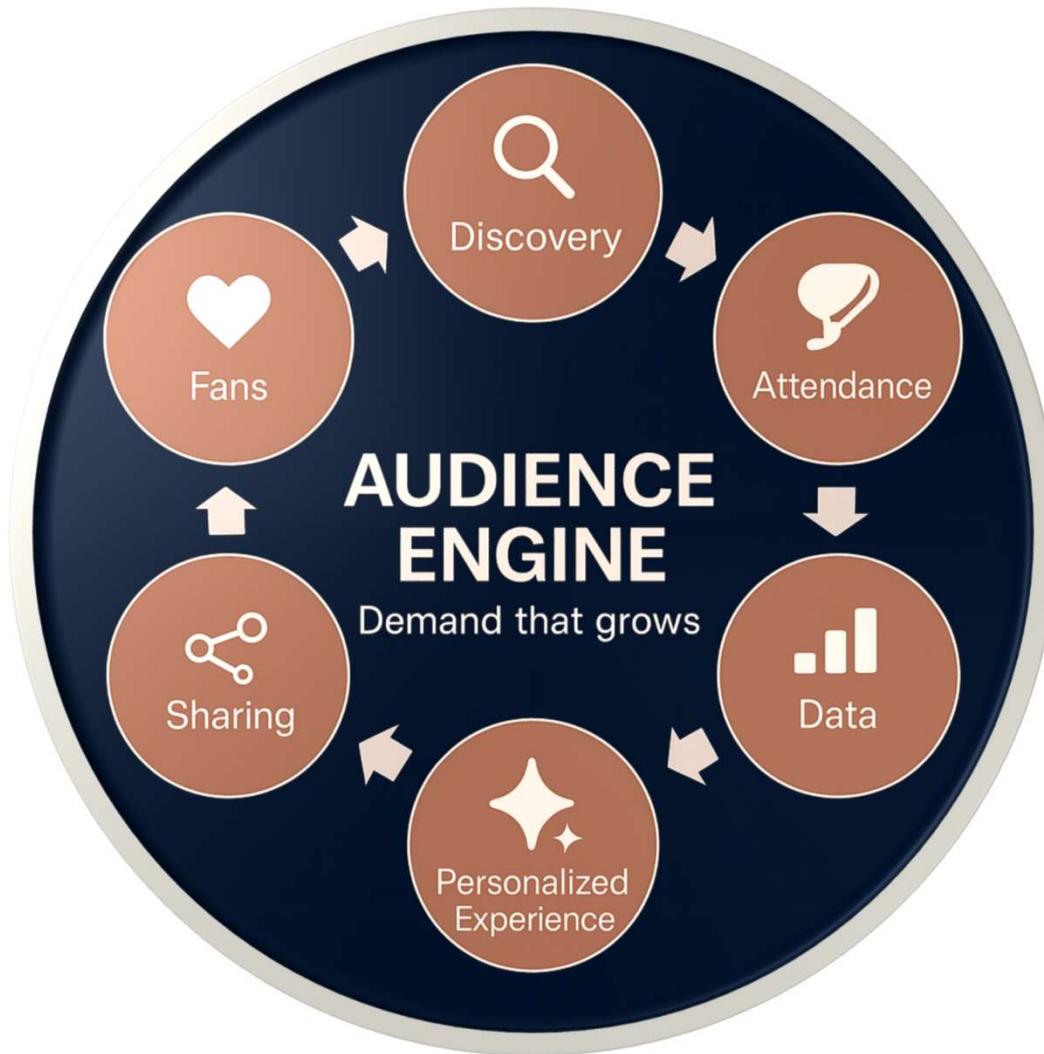
By linking event experiences across social, shared, and owned channels, Fever builds communities that sustain discovery, loyalty, and advocacy.

Fever's native levers – referrals, vouchers, Fever Club points, and geo-based offers – drive organic growth inside the app, turning every share, redeem, and earn into measurable momentum.

*Audiences aren't algorithms – they're communities. We turn fans into discoverers, and discovery into democracy*

- Turns fan interactions into living engagement networks that fuel organic growth.
- Encourages real-time sharing and feedback through user-generated content (UGC) and social loops.
- Strengthens loyalty through personalized experiences, rewards, and exclusive access.





## AUDIENCE ENGINE -DRIVING DISCOVERY AND SOCIAL SHARING AMONG FANS

### **Organic Discovery**

Fans discover new events through social interactions, reposts, and fan-to-fan buzz – transforming Fever experiences into discoverable moments.

### **Data-Powered Engagement**

Every share and interaction adds insight into what excites each audience segment – enabling smarter targeting and content personalization.

### **Social Amplification**

Shares extend reach and build communities around experiences, turning attendees into storytellers and advocates.

### **Native Growth Levers**

- Referrals → partner-coded invites & influencer sharing
- Vouchers → co-branded discounts, win-backs
- Fever Club → loyalty multipliers for sponsored shows
- City & Tickets → local activation + upsell loops

**This is Fever's viral demand engine – audiences marketing to audiences.**



# PERSONALIZED EXPERIENCES AND LOYALTY

## **Personalization at Scale**

Fever tailors event recommendations and offers using audience and sharing data to match each fan's interests and behaviors.

## **Enhanced Satisfaction**

Custom experiences boost attendance, deepen emotional connection, and drive repeat engagement.

## **Audience Loop**

Engaged fans become advocates, fueling ongoing discovery and completing the demand cycle through re-engagement and referrals.

**Personalization → Loyalty → Re-engagement → Advocacy**



# EXPERIENCE ENGINE – REPLICATING AND LOCALIZING PROVEN ORIGINALS

Fever's Experience Engine transforms proven event formats like *Candlelight*, *Jazz Tribute*, and *Pop-Up Shows* into scalable global experiences. By combining data-driven insights with creative excellence, Fever delivers consistent quality and local resonance across its Originals portfolio.

*Fever Originals are the proof — culture scaled with soul. Every candlelight, every pop-up, every night belongs to everyone.*

- **Proven Formats:** Leverage audience-tested concepts to reduce creative risk.
- **Replication Efficiency:** Rapidly scale successful shows across multiple markets.
- **Learning Loop:** Capture feedback and performance data to inform future launches.



## SCALING SUCCESS ACROSS MARKETS

### **Consistent Formats**

Maintain high production quality and strong brand recognition across every market.

### **Signature Experiences**

Scalable concepts like *Candlelight* and *Jazz Tribute* adapt easily to venue size, audience mood, and local partnerships.

### **Pop-Up Flexibility**

Portable event kits make replication fast, cost-efficient, and market-responsive.

## SCALING CONCEPTS LIKE CANDLELIGHT, JAZZ TRIBUTE, AND POP-UP SHOW

### **Consistent Event Formats**

Replicate successful event formats across markets while maintaining quality, cohesion, and brand recognition.

### **Candlelight and Jazz Tributes**

Fever's signature experiences combine creative adaptability with operational precision – scalable to any city, genre, or venue.

### **Pop-Up Show Format**

Portable, flexible event kits make pop-ups fast to deploy, cost-efficient, and ideal for testing new markets.

**Each launch feeds data back into the Experience Engine – refining formats, improving localization, and informing future expansion.**



# FEEDBACK ENGINE – ALWAYS-ON OPTIMIZATION CYCLE

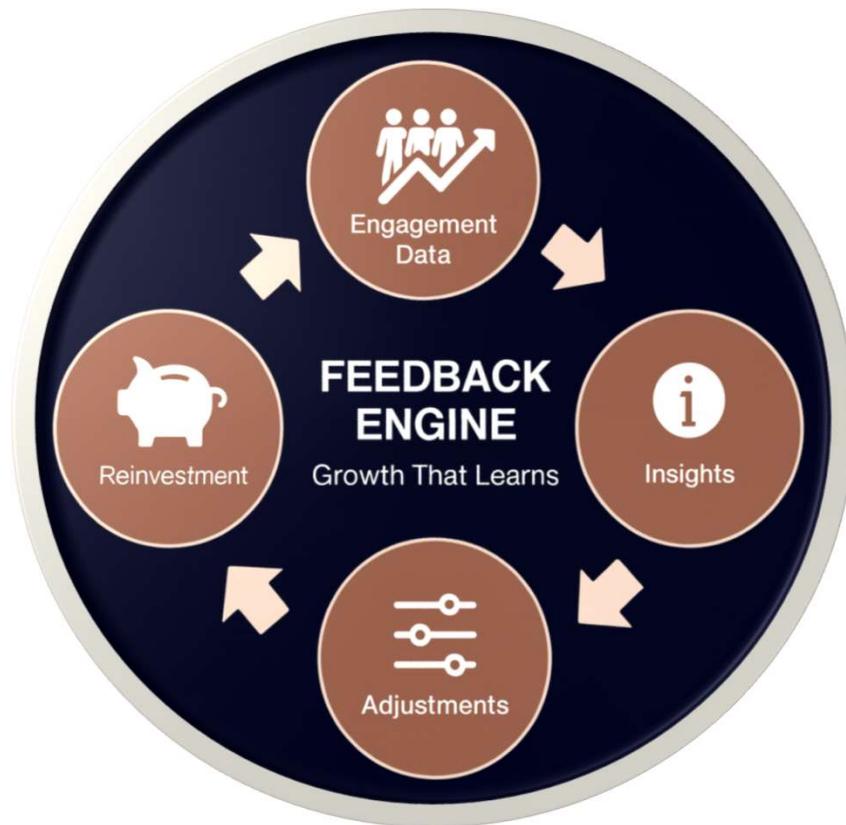
Fever's Feedback Engine is a real-time intelligence layer that transforms live event and audience data into continuous performance improvement. By analyzing outcomes from ticket sales, audience sentiment, and engagement, Fever ensures every launch becomes smarter than the last.

Track referral conversions, voucher redemption lift, and Fever Club repeat-purchase rates as part of the feedback loop.

- **Ticket Sales & Attendance Monitoring** – Captures engagement, sell-through, and fan satisfaction in real time.
- **Predictive Adjustments** – Enables rapid iteration across marketing, partnerships, and creative execution.
- **Performance Analytics** – Anticipates market shifts and audience behavior before the trendline shows it.



# TURNING DATA INTO ACTIONABLE LEARNING



**Data-Driven Adjustments** – Real-time dashboards refine pricing, targeting, and promotional mix in response to live signals.

**Marketing Optimization** – Campaigns evolve dynamically to match audience demand, conversion rates, and ticketing velocity.

**Content and Programming** – Tailor show formats, artists, and creative assets to maximize cultural relevance per city.

**Pricing Elasticity** – Identify market and seasonal drivers to fine-tune yield, attendance, and audience accessibility.

**Operational Feedback Loop** – Insights flow directly into the Intelligence Engine, ensuring every new launch starts smarter than the last.

*The Feedback Engine transforms thousands of micro-signals into intelligent execution at scale — making every experience outperform the one before it.*

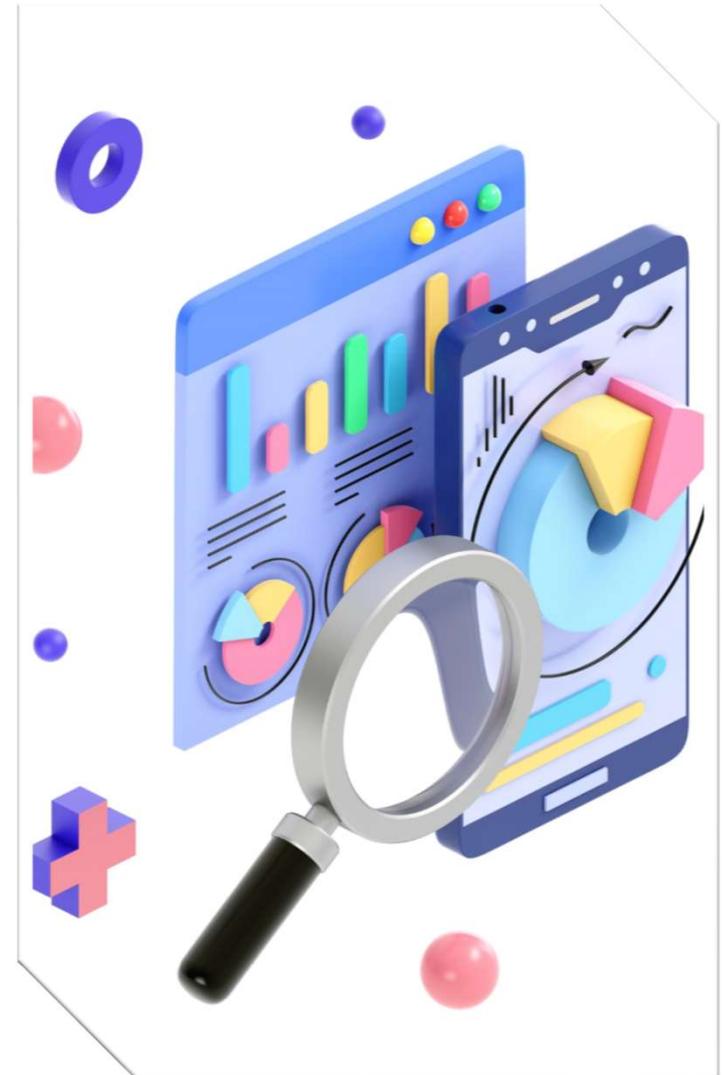
# CONTINUOUS LEARNING = COMPETITIVE ADVANTAGE

**Adaptive Launches** – Every event informs the next, shortening feedback cycles and increasing predictability.

**Cross-Engine Synergy** – Intelligence becomes sharper, partnerships more effective, and audience engagement more precise.

**Compounding Growth** – Insights multiply across Fever’s network, turning local wins into global momentum.

When data meets iteration, growth becomes self-sustaining.





# UNIFIED GROWTH FLYWHEEL – ORCHESTRATING ALL ENGINES

The Fever Growth Flywheel synchronizes all five engines – Intelligence, Partner, Audience, Experience, and Feedback – into one continuous motion of learning and scale.

Every engine fuels the next, creating a self-optimizing system that accelerates performance the more it turns.

- **Engine Coordination** → Real-time data keeps every function aligned.
- **Accelerated Scaling** → Insights, partnerships, and audiences compound across launches.
- **Market Penetration** → Integrated engines deepen reach and efficiency simultaneously.



## CENTRALIZING INTELLIGENCE & DATA SYNCHRONIZATION

**Data Consolidation** – All audience, partner, and performance metrics flow into a unified intelligence layer.

**Insight Generation** – Predictive analytics inform strategy, creative, and localization in real time.

**Strategy Synchronization** – A single source of truth aligns marketing, operations, and programming across markets.

**Intelligence is the central core of the flywheel – turning raw data into collective momentum.**



## SUSTAINABLE AND SCALABLE GROWTH IN THE MUSIC VERTICAL

**Orchestrated Growth Strategy** – Unified engines synchronize local execution with global expansion.

**Scalable Success** – Each cycle compounds insight, reducing creative risk and increasing predictability.

**Lasting Advantage** – Fever’s learning network ensures continuous improvement across every vertical.

**Unified Engines. Synchronized Growth.  
Sustainable Scale.**

# FINALE – IGNITING THE GROWTH SYSTEM



Fever's five growth engines are now synchronized – ready to ignite as one continuous system of data-driven evolution and expansion.

Each engine powers the next, creating a compounding loop of intelligence, collaboration, and experience.

- **Interconnected Growth Engines** – Data flows seamlessly between engines, driving continuous improvement.
- **Synchronized Motion** – Integration across *Intelligence* → *Partner* → *Audience* → *Experience* → *Feedback* accelerates growth exponentially.
- **Powerful Growth Cycle** – A flywheel that gains momentum with every event, every fan, every data point.

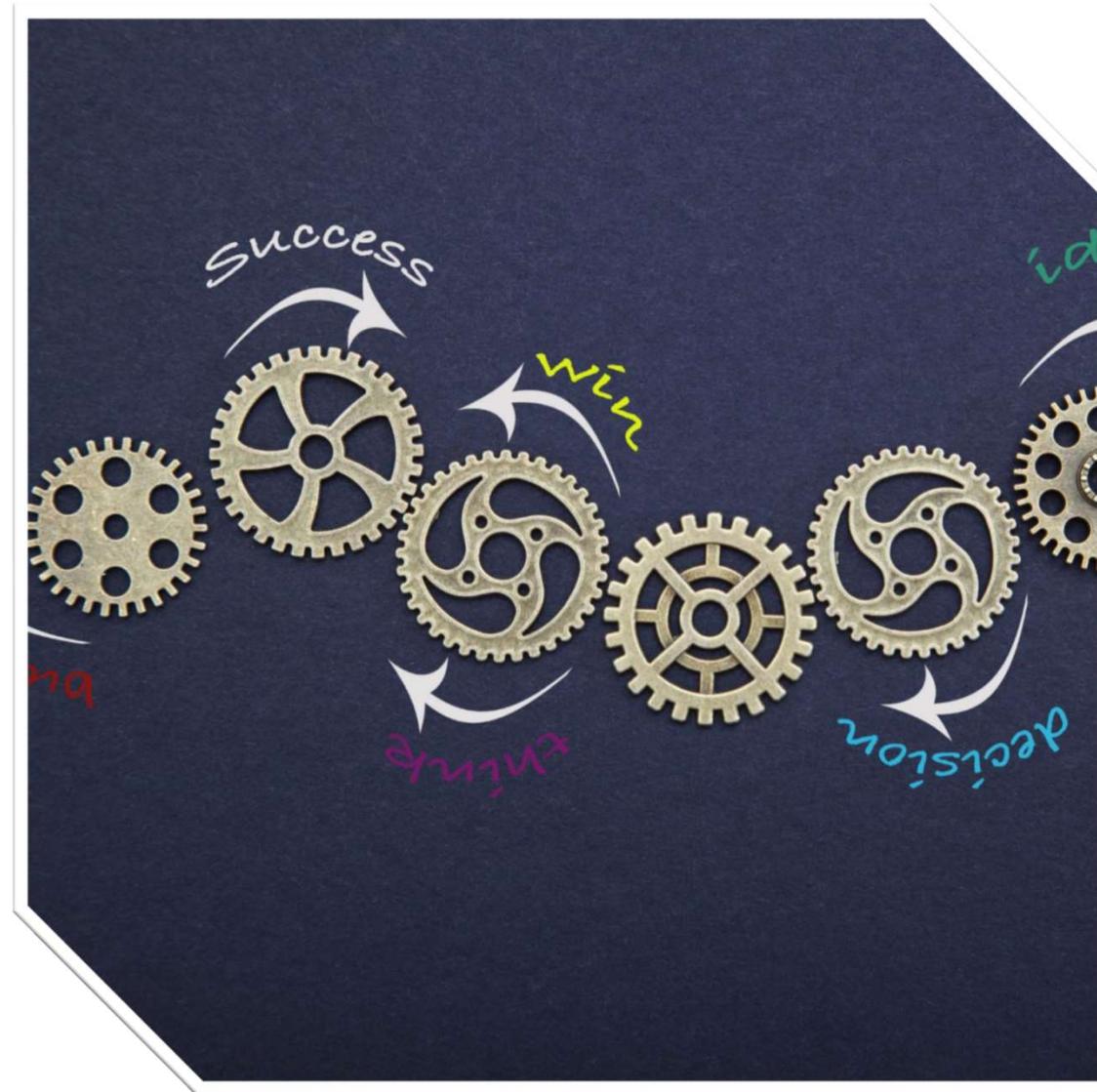
# SYSTEM IGNITION & EXPANSION

**System Ignition** – Fever’s operational engines move from coordination to acceleration – launching the next phase of growth.

**Critical Scaling** – Optimized processes and feedback loops drive replication across new markets.

**Adaptive Intelligence** – Real-time feedback sharpens every cycle, making each iteration smarter and faster.

**The switch is on** – the system learns, scales, and grows on its own.



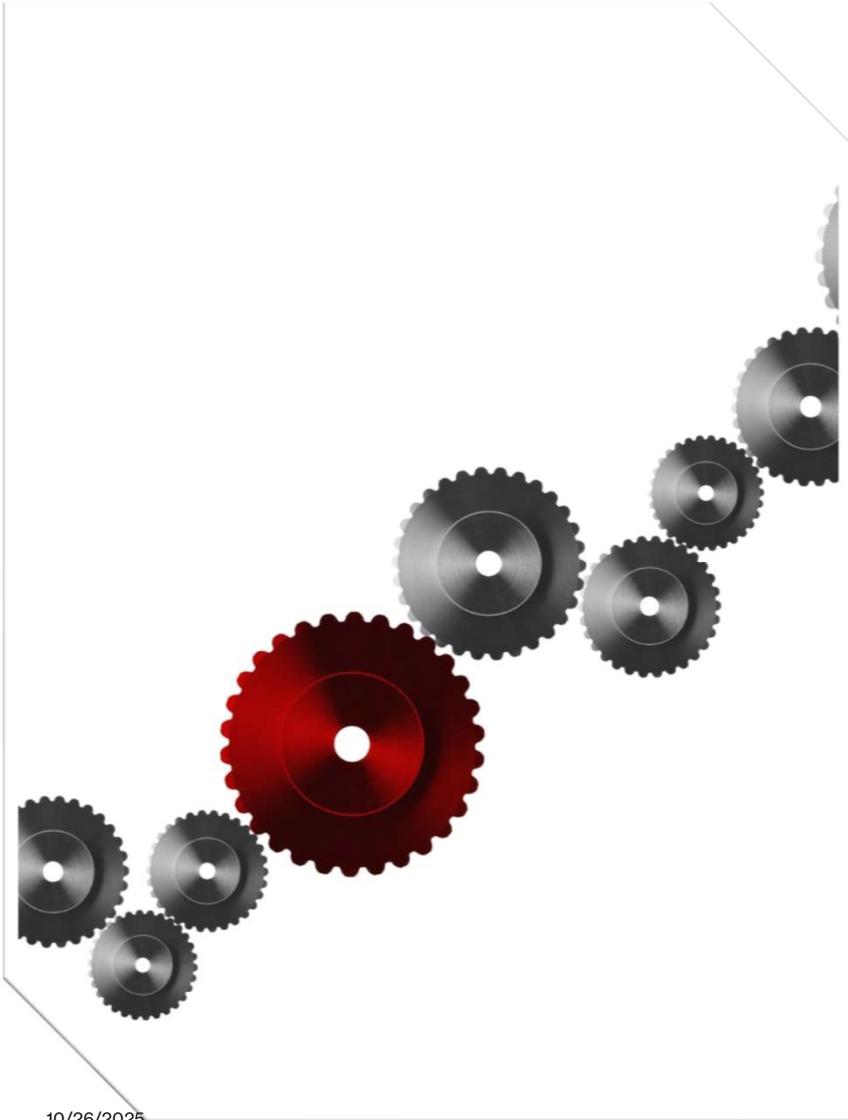
# REINFORCING THE FEVER NETWORK EFFECT

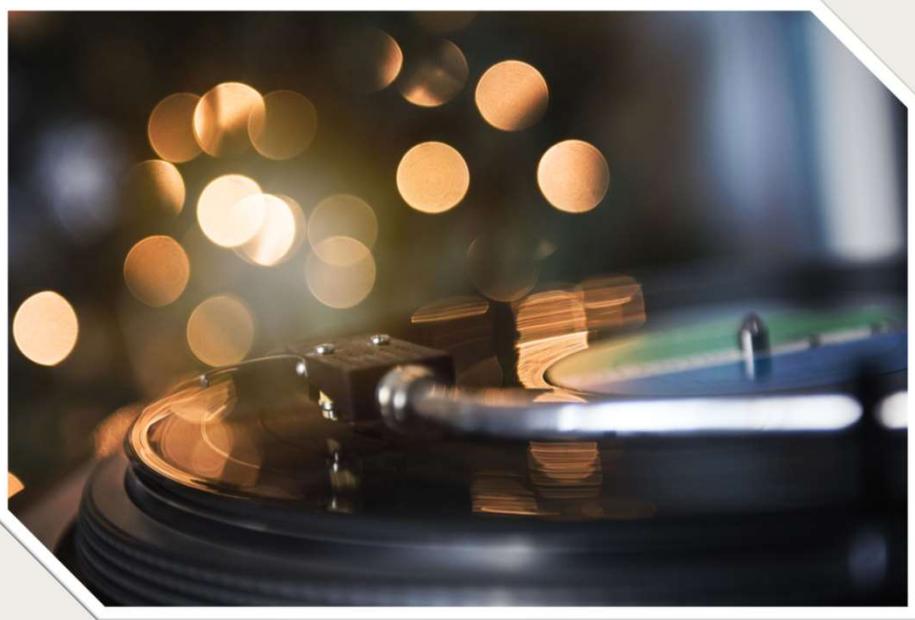
**Brand Strength** – Fever’s identity unifies data, partners, and audiences into one trusted ecosystem.

**Network Growth** – Every creator, partner, and fan amplifies value through shared data and experience loops.

**Momentum Principle** – The more Fever grows, the faster it learns – and the stronger the network becomes.

**The more Fever grows, the faster it learns – and the stronger the network becomes.**





# CONCLUSION – THE FEVER SYSTEM IN MOTION

*This is how we democratize concerts: intelligence for culture, fairness for partners, belonging for fans*

## **Data-Driven Growth**

Fever Music transforms insights into strategic action, guiding market entry, Pricing, and experience optimization. Every event contributes data that sharpens decision-making and accelerates growth

## **Collaboration/Engagement**

A dynamic ecosystem connects promoters, partners, and fans – aligning creative supply with audience demand. Engagement isn't just participation –its co-creation of culture.

## **Sustainable Scaling**

Continuous feedback turns momentum into endurance. Fever scales intelligently, expanding offerings globally while reducing creative and operational overhead.