

The EMI logo is displayed in white capital letters inside a red rectangular box.

EMI APP
//WHITEPAPER

LISTENING TO THE **SOUND** OF CHANGE

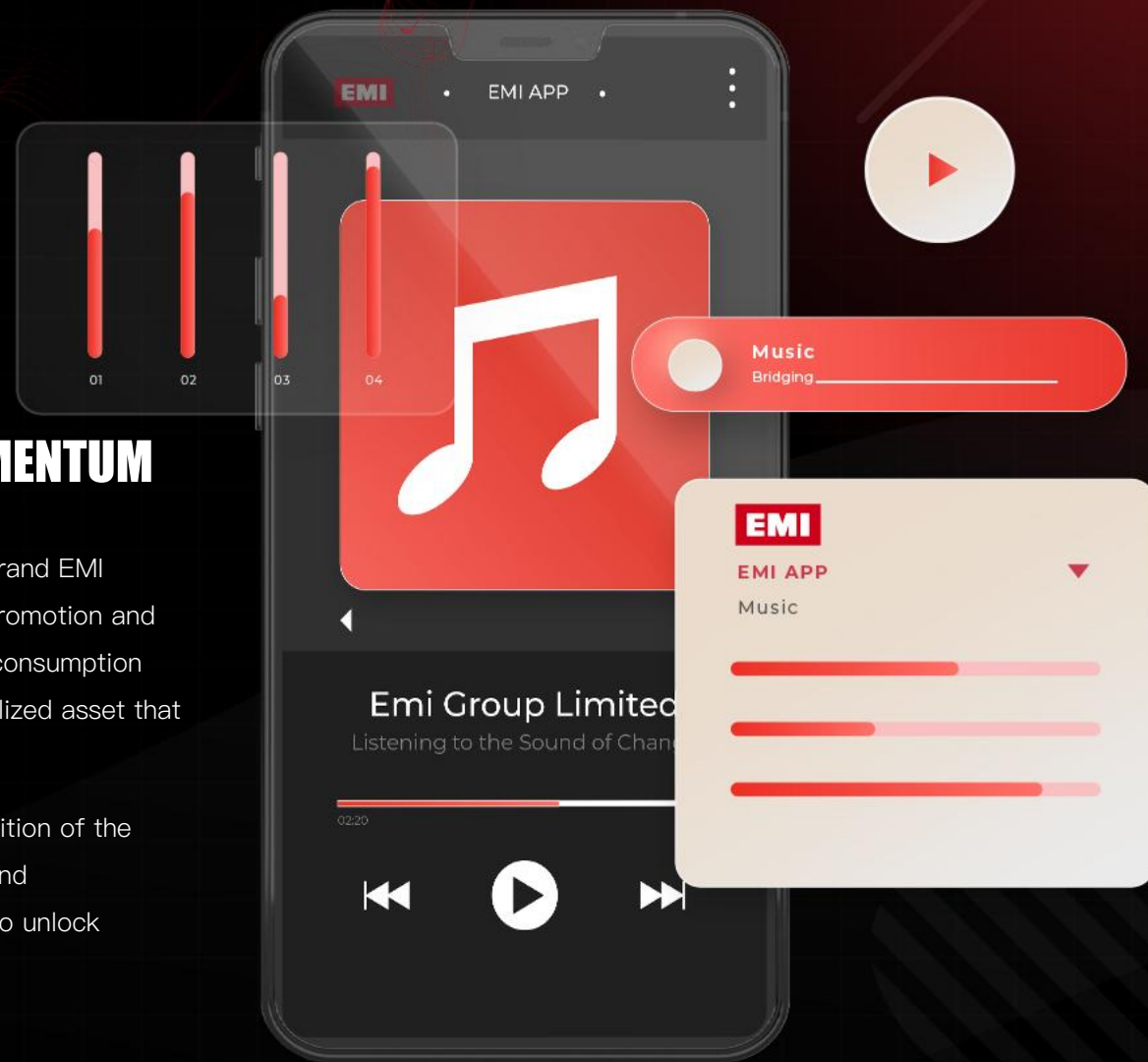
BRIDGING THE FUTURE OF MUSIC WITH COMMERCIAL MOMENTUM

Welcome to EMI APP, a digitally innovative platform launched by the nearly century-old music brand EMI GROUP LIMITED, aimed at building an efficient, secure, and sustainable system for the global promotion and monetization of music works. We believe that in an era where the digital economy and content consumption are increasingly intertwined, music should not only be an art form—it must also become a globalized asset that can be shared, engaged with, and rewarded.

EMI APP represents not only a reinvention of the music industry's value chain, but also a redefinition of the relationship between listeners, promoters, and creators. Through the integration of technology and mechanisms, we aim to amplify outstanding musical works and enable passionate music lovers to unlock personal value. Here, listening is not just connection—it is creation.

COMPANY SLOGAN

EVERY PLAY HAS VALUE



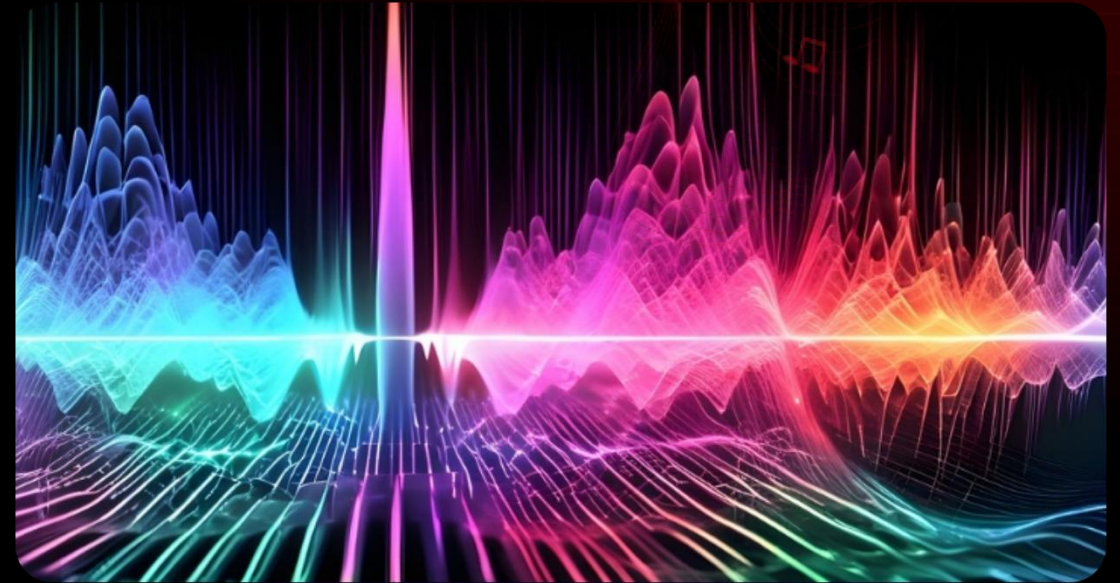
CORPORATE ORIGINS AND GROUP BACKGROUND

EMI

EMI GROUP LIMITED was established on March 29, 1928, and is headquartered in London, UK. It is one of the world's oldest record companies and has served as the launchpad for countless world-class musicians.



EMI played a pivotal role in the evolution of the 20th-century music industry. Today, it is officially a brand under Universal Music Group, enjoying strong support in content resources, global distribution, and music copyright.



In the face of the rapidly advancing digital music era, EMI launched EMI APP — a digital music promotion and revenue platform targeting global users. It inherits EMI's legacy of professionalism and industry influence, while also marking the brand's strategic shift toward “diversified value realization in music.” EMI APP is a key step for the EMI Group in transitioning from a “content producer” to a “content connector,” opening a new chapter in its digital evolution.

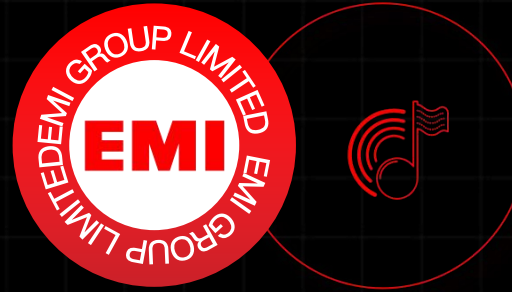
THE ORIGINAL VISION OF EMI APP

EMI

The launch of EMI APP stems from a deep insight into the current state of the music industry. Traditionally, the path from music creation to commercialization was heavily reliant on traffic platforms and ad intermediaries, making it difficult for content's true value to reach users or promoters directly.

EMI aims to break this one-way model and build a music ecosystem that supports bidirectional participation and equitable returns.

Thus, EMI APP's core mission is to ensure every musical work has a clear path to promotion, and every user interaction creates economic value. Through a model of "task mechanics + revenue sharing," the platform incentivizes listeners to actively participate in music distribution while offering music companies and producers a promotional service that is precise, transparent, and measurable. EMI APP is not merely a tool—it is a complete system redesign around the unlocking of music's value.



EMI GROUP LIMITED

EMI

STRATEGIC POSITIONING AND MISSION

EMI



EMI APP holds a clear strategic position: to become the global infrastructure for music content promotion, and to connect all participants in the music value chain through a transparent and efficient value distribution system. The platform's core vision is to build a win-win commercial model that links music companies, users, and the platform itself.

EMI APP



We are committed to the following three missions:



EMPOWERING ARTISTS

Providing fast and scalable access for music to reach a global audience;



ENABLING USERS

Turning listeners into promotion partners, co-creating value and returns;



DRIVING THE INDUSTRY FORWARD:

Modernizing and systematizing the distribution mechanisms of musical works.

EMI APP does not take the traditional "playing equals profit" as its goal, but takes "dissemination equals value" as its foothold to reconstruct the economic logic of music content. This not only improves the promotion efficiency, but also gives every user the opportunity to participate in the industry transformation.

TARGET USERS AND CORE PLATFORM FEATURES

EMI

EMI APP IS DESIGNED TO SERVE THREE PRIMARY USER GROUPS:

- **MUSIC COMPANIES AND PRODUCERS**
- **PLATFORM PROMOTION USERS**
- **COPYRIGHT AND CONTENT MANAGERS**



The platform's functions are built around the “task-driven + revenue sharing” model, aimed at solving key pain points in the industry such as low visibility, poor user engagement, and high promotion costs.

CORE FEATURES INCLUDE



TASK PUBLISHING SYSTEM

Content providers can customize promotion goals, task scope, and budgets;



USER TASK CENTER

Platform users can choose tasks and earn commissions based on task completion;



REVENUE DISTRIBUTION SYSTEM

Automated settlements ensure immediate payouts once tasks are completed;



DATA FEEDBACK MODULE

Real-time reports and behavioral tracking for performance optimization.

This comprehensive system not only increases promotion efficiency, but also creates sustainable income opportunities for users — forming the foundation of a closed-loop model of “appreciate + engagement + earnings.”

TARGET USERS AND CORE PLATFORM FEATURES

EMI



EMI APP offers a simplified and transparent participation mechanism that enables any user to join the music promotion ecosystem and gain measurable economic returns. Its core logic is task fulfillment — users complete assigned promotion tasks and generate audible earnings.

WORKFLOW

- A music company or producer posts a promotion task on EMI APP, setting goals (such as listens, shares, comments, clicks) and budget;
- Users browse the task center and voluntarily claim and execute tasks;
- The system tracks task completion and automatically calculates commissions;

Users earn 60% to 80% of the total promotion reward — in real time.

This mechanism breaks away from the traditional one-way model of “play = cost,” and introduces a more dynamic model of “interaction = value, participation = reward.” It not only improves promotion efficiency but also gives users real decision-making and earning power within the music industry.



PARTNER LABELS AND ECOSYSTEM RESOURCES

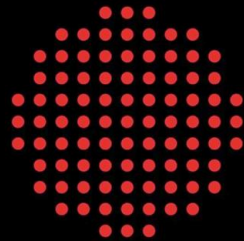
EMI

Thanks to its parent company Universal Music Group, EMI GROUP LIMITED enjoys deep-rooted industry resources. Since the launch of EMI APP, the platform has built strong partnerships with leading global music groups and well-known labels, forming a stable content supply and task publishing ecosystem.

CURRENT MAJOR PARTNERS INCLUDE



UNIVERSAL MUSIC GROUP



SONY MUSIC
Entertainment

Additionally, EMI APP integrates resources from sub-labels like Columbia Records, Rose Records, Virgin Records, and A&M Records, covering a wide range of genres—from pop and rock to indie and classical.



- This global ecosystem provides EMI APP users with a rich variety of promotional tasks and gives content providers a low-barrier, international channel for music exposure.
- EMI APP is not a single-distribution platform, but an industry communication hub formed through multi-party collaboration.

GLOBAL USER STRUCTURE AND DATA GROWTH

EMI

Since its launch, EMI APP has attracted content contributors and music promoters worldwide, building a distribution network that spans numerous countries and regions. The platform now aggregates promotion demand for tens of millions of music tracks, including works from major music groups and independent artists.

USER STRUCTURE OVERVIEW

➤ GEOGRAPHICAL FOCUS

North America, Europe, Southeast Asia

➤ USER ROLES

Music promoters, content consumers, task-based gig workers

➤ ENGAGEMENT LEVELS

Growing steadily, with a consistently high daily task completion rate



EMI APP uses smart task distribution based on user preferences and behavioral data, significantly improving match efficiency. Multidimensional feedback also enables content providers to monitor campaign performance in real time, offering strong support for continuous optimization.

Data is the foundation of the platform's growth — and the engine that connects content with value.

REVENUE SHARING AND EARNING MODEL

EMI



EMI APP's commercial model is built on a transparent task-based revenue sharing structure, emphasizing mutual benefit for all parties. The platform connects music content providers, participating users, and backend systems through structured workflows, ensuring closed-loop execution and transparent settlement of tasks.

CORE WORKFLOW

Content providers set a promotion budget →

Platform deducts a basic service fee and publishes the task →

Users complete tasks →

Upon system verification, users receive 60–80% commission →

EMI APP retains a portion for technical support, maintenance, and service upgrades

This model avoids common problems seen on traditional ad platforms, such as opaque traffic and difficult-to-measure user behavior, which often lead to skewed earnings. Through traceable task-to-user matching, action logging, and automated payouts, EMI APP builds a stable, verifiable, and scalable earning pathway.

The value of music distribution is digitized and monetized — transparently and efficiently.

PLATFORM SECURITY AND COPYRIGHT COMPLIANCE

EMI

Backed by a global music group, EMI APP adheres to the highest industry standards for platform compliance and copyright protection. It ensures the legitimacy of all content, traceability of all promotional actions, and privacy and safety of all user data.

KEY COMPLIANCE MECHANISMS INCLUDE

- Only verified content providers can upload works through official channels and must sign licensing agreements
- All tasks must be performed within the platform system; external links and third-party spoof promotions are strictly prohibited
- User behavior is verified through multi-layer detection mechanisms to prevent fraud and bot activity
- Use encrypted storage and permission control to protect user information and revenue data

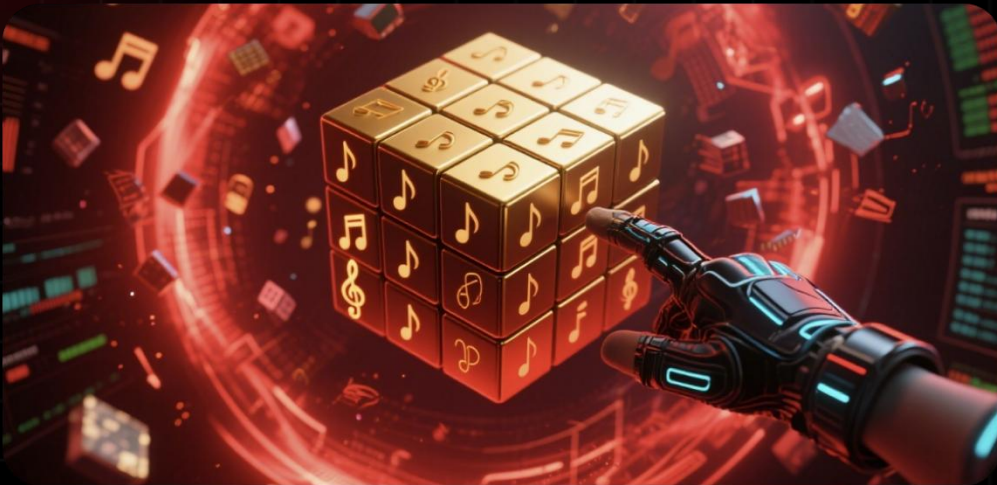
As global awareness of copyright and data security continues to grow, EMI APP makes content ownership, data transparency, and transaction auditability foundational to its long-term development. This not only boosts user trust but also provides the most secure and professional environment for content partners.



PLATFORM DIFFERENTIATORS AND TECHNOLOGICAL ADVANTAGES

EMI

EMI APP's core strengths lie not only in resource integration and mechanism innovation, but also in its technical architecture purpose-built for task-driven promotion. The platform is designed to offer stability, usability, and traceability, ensuring a secure, efficient, and intelligent experience for both users and content providers.



EMI APP

With this tech stack, EMI APP enables structured management of music promotion, enhances platform operational efficiency, and ensures that outcomes are visible, processes verifiable, and data preservable.

KEY TECHNOLOGICAL FEATURES INCLUDE

- **TASK ENGINE SCHEDULING SYSTEM**

accurately distribute tasks according to task type, budget and user activity;

- **BEHAVIOR VERIFICATION MODULE**

real-time tracking of user operations to ensure that promotional behavior is authentic, effective and fraud-free;

- **DATA STATISTICS AND SETTLEMENT SYSTEM**

automatically trigger the settlement process after the task is completed to ensure that the income is received in time;

- **CONTENT MANAGEMENT BACKGROUND**

provide content providers with task management, performance reporting and delivery adjustment tools.

MARKET POSITION IN AN EVOLVING INDUSTRY

EMI

As the digital music industry matures, traditional platforms face growing challenges such as diminishing traffic advantages, declining user engagement, and limited monetization models. Meanwhile, content platforms worldwide are shifting toward models that allow for user participation and revenue sharing.

➤ GLOBAL INDUSTRY TRENDS INDICATE

The music industry is shifting from “content playback” to “interactive promotion” Users increasingly expect to be part of the value chain — not just passive listeners Content providers prioritize promotion efficiency and return on investment, not just raw exposure



EMI APP was born in response to this evolution. Its model — combining task-driven mechanics and reward incentives — fills a key market gap in how content is distributed and monetized. Compared to traditional platforms that rely on closed algorithmic distribution, EMI APP offers a more rewarding, controllable, and economically efficient alternative — with a distinct competitive advantage.

PLATFORM INCENTIVES AND SUSTAINABILITY MECHANISM

EMI

EMI APP has built a dual-sided incentive system, enabling a stable cycle of user growth and task supply that supports long-term, self-driving operations.



FOR USERS

- Layered reward schemes increase activity and repeat participation among high-quality users
- Mechanisms such as task completion levels and promotion credit ratings encourage consistent engagement
- Periodic incentives like point redemptions and theme-based activities expand user motivation

FOR CONTENT PROVIDERS

- Visual data reports reflect actual promotional effectiveness
- Flexible targeting and budget customization enhance task precision and reach
- Dedicated task channels and bespoke campaign plans are available for long-term partners

This structure fosters a positive growth cycle — evolving from single-task engagement to continuous participation, and ultimately to long-term co-creation. It builds a stable loop between content distribution, user behavior, and revenue incentives.

EMI APP

BUSINESS EXPANSION STRATEGY AND ROADMAP

The EMI logo is a red square with the letters 'EMI' in white, bold, sans-serif font. In the background of the slide, there is a faint, stylized illustration of a person's head in profile, composed of musical notes and lines, suggesting a focus on music and technology.**EMI**

Following the completion of its foundational features and initial user growth, EMI APP is now advancing into the next phase: global expansion and feature deepening. The goal is to become the world's leading infrastructure for music content promotion within 3 years.

SHORT-TERM GOALS

(WITHIN 1 YEAR)

- Expand local promotion resources in Southeast Asia, Latin America, and the Middle East
- Add multilingual support and regional payment channels
- Strengthen co-branded promotion projects with content providers

MID-TERM GOALS

(1–2 YEARS)

- Attract more independent artists by lowering platform entry barriers
- Launch a B2B module for enterprise-targeted music promotions
- Enhance in-platform social features to improve user retention and community engagement

LONG-TERM GOALS

(3 YEARS)

- Extend to NFT music asset issuance, copyright registration, and decentralized ownership validation
- Explore behavior-based content distribution models
- Become the central platform for global music marketing and value flow

USER VALUE AND CO-BUILDING VISION

EMI

EMI APP firmly believes that the core value of any platform lies in user participation. Whether as a listener, promoter, or creator — every action should be seen, recorded, and rewarded. Our goal is not just to provide a promotion tool, but to build a value-sharing ecosystem that empowers every music participant.

WE BELIEVE

- Listeners are not just consumers — they are distributors
- Promotional behavior should not be free — it should be rewarded
- Content providers should not operate blindly — they should receive real-time feedback and optimization insights



EMI APP envisions a new type of music platform — one where everyone can participate, and everyone can benefit. Here, every listen becomes the start of a promotion, and every share helps drive the industry forward.

We are committed to continuously reinforcing transparent, fair, and traceable systems, fostering co-creation and mutual growth among users, the platform, and content creators.



SUMMARY OF ADVANTAGES AND INDUSTRY POSITIONING

EMI

In the rapidly evolving digital music industry, EMI APP stands out with its unique product logic, powerful resource integration, and structured revenue-sharing mechanism. It has established a clear competitive advantage and become a leading platform representing the “promotion equals value” model.

KEY PLATFORM ADVANTAGES

● **AUTHORITATIVE CONTENT RESOURCES**

Supported by EMI GROUP LIMITED and Universal Music Group, the platform integrates top-tier global label resources, ensuring high-quality promotion content and full copyright compliance.

● **LOW-BARRIER, HIGH-INCENTIVE PARTICIPATION**

Enables listeners to become true partners in distribution, activating mass user participation.

● **DATA-DRIVEN OPERATIONS**

Promotion workflows are fully traceable and measurable, allowing content providers precise management and optimization.

● **INNOVATIVE STRUCTURAL MECHANISM**

Moves beyond traditional distribution models by creating a new interactive cycle of task-driven promotion + incentive sharing.

● **GLOBAL PLATFORM POSITIONING**

Supports multilingual user bases and operates an international content distribution network.



Thanks to these advantages, EMI APP is solidifying its role as a global leader in music content marketing and digital participatory platforms — and has the potential to become a new standard for the future of the industry.

CO-CREATING VALUE, REDEFINING THE MUSIC INDUSTRY

EMI

WE DON'T JUST DISTRIBUTE MUSIC — WE BUILD CONNECTIONS

The music industry is undergoing a fundamental shift — from sensory experience to value participation. In this context, EMI APP is not a supplement to traditional platforms, but a reconstruction of underlying mechanisms and business logic.

What we connect isn't just music companies and users — we connect works with value, creation with return.

As a one-stop platform for music promotion, we seek to collaborate with musicians, content distributors, platform users, and global partners to build a transparent, fair, and sustainable digital music ecosystem.

Moving forward, we will continue strengthening platform infrastructure, expanding the boundaries of innovation, and collectively driving the structural upgrade of the global music industry.

EMI APP

LET SOUND BECOME A GLOBAL DIGITAL ASSET



EMI

TO ALL PARTICIPANTS

WE'RE NOT JUST LISTENING TO THE FUTURE — WE'RE CREATING IT

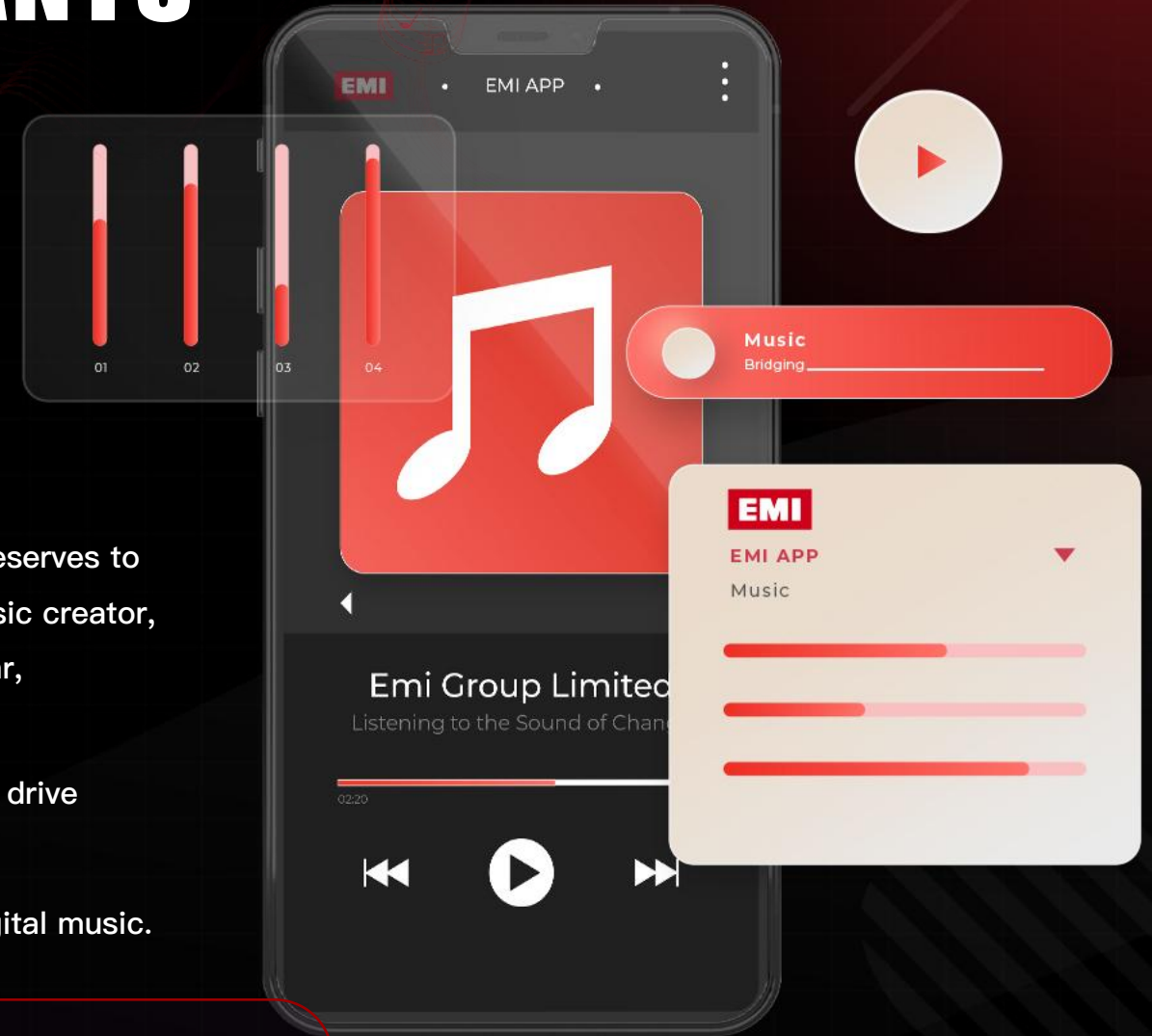
EMI APP INVITES YOU TO CO-BUILD THE NEXT ERA OF MUSIC COMMERCE

At EMI APP, we believe that music is both energy and asset. Every melody deserves to be shared; every act of promotion should be rewarded. Whether you're a music creator, promotional participant, or strategic partner — the platform offers you a clear, sustainable, and trustworthy path to value.

In the future, we will continue expanding boundaries — using mechanisms to drive connection, technology to build trust, and real data to fulfill promises.

We warmly invite you to join EMI APP and together, usher in a new era of digital music.

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COMPANY SLOGAN

CONNECT EVERY MELODY, UNLOCK EVERY VALUE