

META

HITLAB

WHERE MUSIC

MEETS

ARTIFICIAL INTELLIGENCE

IN THE METAVERSE

UNIQUE  
DIGITAL  
EXPERIENCES

CONCERTS &  
LIVE EVENTS

AVATARS &  
MERCHANDISE

KARAOKE  
CONTESTS

ARTIST  
ROYALTIES &  
LABEL

 META

HITLAB'S PROPRIETARY TECHNOLOGIES  
LEVERAGED IN A SUITE OF DIGITAL MUSIC  
AND ENTERTAINMENT EXPERIENCES IN  
THE METAVERSE



# MARKET

400 Million monthly active users *today* - Metaverse Worldwide

110 Million monthly active users *by 2023* - Augmented Reality in US

US\$800 Billion *by 2024*, US\$5 Trillion *by 2030* - Metaverse Market

US\$21 Billion *in 2022* - NFT Market

US\$31 Billion *in 2022* - Live Music Market

US\$300 Billion *in 2022* - Gaming Market

US\$652 Billion *by 2027* - Online Entertainment Market

# KARAOKE CONTESTS

HITLAB's technology will be leveraged for artist discovery in the metaverse. Using Can-U-Sing, karaoke contests will be the precursor to the emerging artist opening acts of the live events. Along with partners such as Digitraxx, with a 18,000 song library plug-in, HITLAB can create a 3D interactive karaoke experience where users compete to showcase and monetize their talent. Winners have a chance to perform at major metaverse artist concerts, such as Quavo, and get signed to labels/royalty agreements, benefiting from HITLAB's exposure and distribution network.

**Metaverse karaoke is the next hot space in digital entertainment and user interaction, and a valuable revenue stream.** Inke app, with 200 million registered members, launched a metaverse-based product using ZEGOCLOUD karaoke solution, "full view karaoke", upgrading from an online karaoke for an unparalleled user experience. Singit, a smart digital music platform with 1.5 million subscribers, announced a new virtual singing space service 'Metaverse Karaoke' by combining the digital song technology 'Smart Sing' and the Metaverse platform.



# LIVE EVENTS & CONCERTS

HITLAB and Digitraxx are partnering to create the next musical performance in the Metaverse. The event will combine gaming, real-time motion capture, along with live musical performance. Quavo, alongside other opening acts (Hitlab artists Zeeky, Swahili Papi, Chizuko), Ayo & Teo & KC Da Beatmonster, will transform into digital avatars and perform at the live event. The financial model provides that the lead artist, Quavo, would be allocated 10% of all revenues; including in-event merchandise, avatars, web2 version attendance and royalties collected.

The Weeknd's virtual stage in TikTok's app for a live-stream concert pulled in more than 2 million total unique viewers, **Justin Bieber attracted over 10 million attendees.** In the case of the metaverse concerts of Ariana Grande, it is estimated that the events made **more than \$20 million.**

Global Online Event Ticketing Market to Reach US\$60 Billion by 2026. The Music Events segment is projected to reach US\$32.7 Billion by the end of 2026.



# AVATARS

Creation, customization and the use of avatars in virtual worlds and next-generation experiences has become a unique opportunity for fan engagement. Celebrities, artists and users alike can leverage 3D avatars to create virtual identities which can be integrated across various digital platforms. Avatars can be purchased for live events as exclusive offerings and then resold, with Hitlab having a 10% upsale revenue share.

Report from blockchain analytics group Nansen, metaverse-linked NFTs led the market in the first quarter of 2022, with investments in virtual land and real estate, avatars, and assets returning an average of 129.4%. The global digital human avatar market size is expected to reach US\$527.58 billion by 2030.

Hitlab intends to provide 5 different avatars offered to 20,000 fans for purchase in relation to the celebrity artist live events.

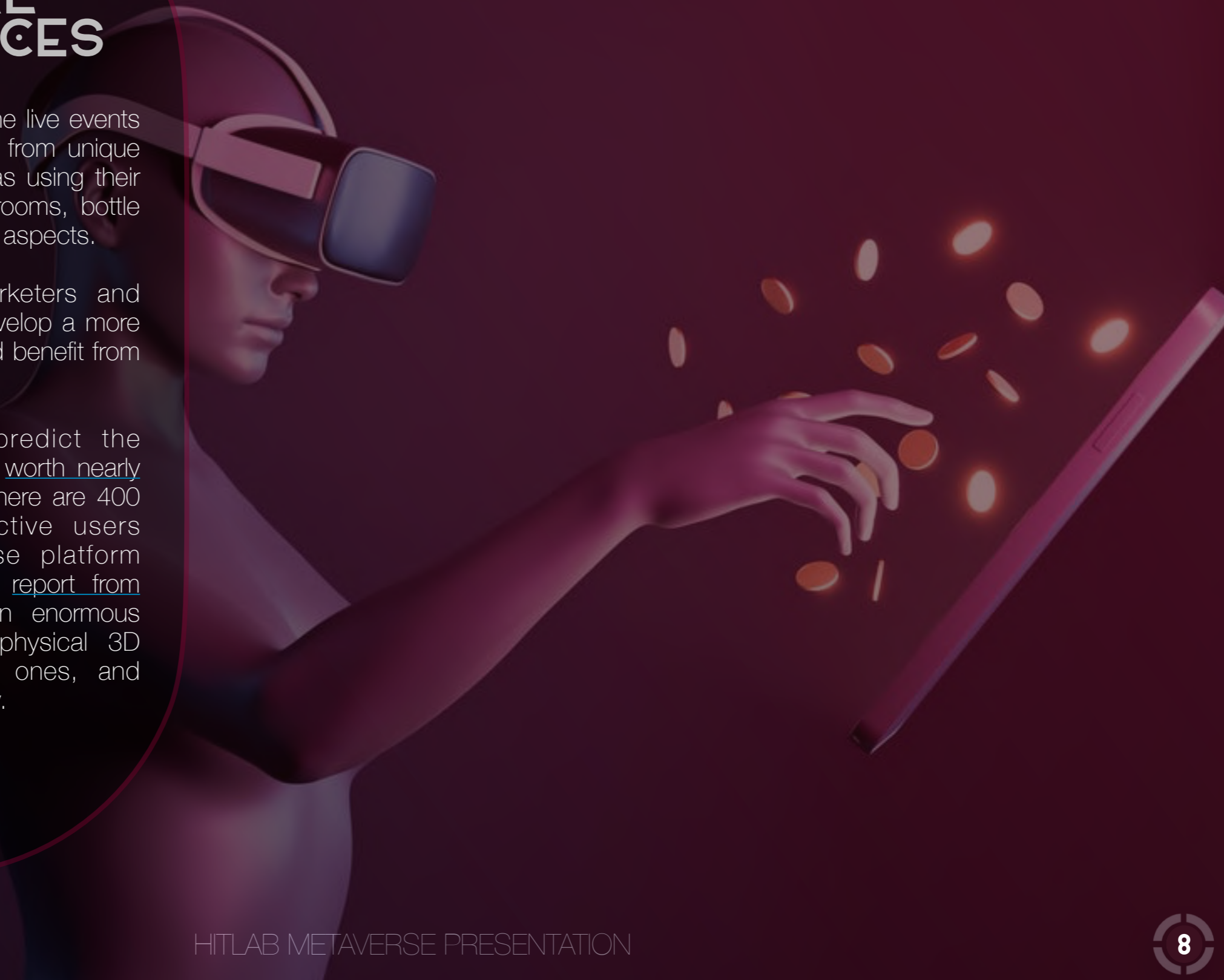


# UNIQUE DIGITAL EXPERIENCES

Users and attendees of the live events and concerts can benefit from unique digital experiences such as using their avatars to purchase VIP rooms, bottle service and other gamified aspects.

Web 3.0 provides marketers and brands the channel to develop a more immersive experience, and benefit from new revenue streams.

Bloomberg analysts predict the metaverse market will be worth nearly \$800 billion by 2024. There are 400 million unique and active users accessing a metaverse platform monthly, according to a report from Metaversed, which is an enormous opportunity to transfer physical 3D experiences into digital ones, and monetize them accordingly.





# MERCHANDISING

Fans will also have the ability to buy merchandise, NFTs and other digital items during and after the live events.

One of the key trends emerging has been the rise of the direct-to-avatar (D2A) economy, where brands sell digital products targeted at enhancing user's avatars. These digital goods can already count on a massive market potential, in line with in-game spending trends we've seen in recent years. In 2025, the market value of in-game purchases is projected to surpass US\$74.4 billion.

# ARTIST DISCOVERY ROYALTIES

HITLAB's technology will be leveraged for artist discovery and the metaverse concert will be used to distribute and monetize music. The digital ecosystem is designed for independent artists to thrive and compete across the globe, using HITLAB's integrated hit song prediction technology as a discovery tool.

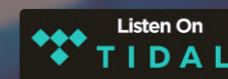
Emerging artists can compete using the metaverse karaoke solution for a chance to perform the opening at Quavo or leading artist concerts. Opening act artists will receive a 1% revenue share of the live event, along with the use of HITLAB's distribution and publishing network, including major labels, of which they would pay a 5% lifetime royalty fee.



Tencent 腾讯

over 480 million music streaming subscribers worldwide

pandora



# REVENUE CHANNELS

EMERGING ARTIST ROYALTIES

IN-EVENT MERCHANDISING

UNIQUE DIGITAL EXPERIENCES

CELEBRITY ARTIST CONCERT AVATARS

WEB2 VERSION LIVE EVENT ATTENDANCE

META KARAOKE USING PROPRIETARY CAN-U-SING TECH



# ACQUISITION POTENTIAL

CREATING A NETWORK OF DISTRIBUTION AND TECHNOLOGY  
CHANNELS TO MONETIZE MUSIC ACROSS VARIOUS VERTICALS

DIGITRAX

TRACE/ARON

METaverse TECHNOLOGY

INFLUENCER NETWORK

PUBLISHING

MUSIC LABEL

FINTECH



## PIERRE GAUTHIER - FOUNDER & CHAIRMAN

In the last 20 years Pierre Gauthier has been involved in raising over \$500 Million dollars of financing in various projects. As founding shareholder and responsible for completing the Initial Public Offerings for various companies, Pierre has had a focus on financing innovation and disruptive technologies in artificial intelligence, entertainment and mining industries. Mr. Gauthier's attributes and skills include financial literacy, managerial experience in addition to the knowledge obtained through his service as a director of multiple public and private corporations. After graduating with an MBA, he worked as an investment banker and became involved in corporate finance, institutional sales (as manager) and research (as director).



## MICHEL ZGARKA - PRESIDENT & CEO

Michel Zgarka is an experienced executive with a successful career of over 35 years in the productions, communications, marketing, financial engineering and business development fields. He is highly skilled in strategic and creative planning, marketing and personnel management for the media industry. Mr. Zgarka has produced, directed and distributed numerous film and television productions for the international marketplace, including "GUMMYBAR" which garnered over 6 billion views on YouTube. He has been a guest speaker at over 50 international entertainment industries events as well as the Delegate general of the Montreal Israeli Film Festival whose celebrating its 13th year anniversary in 2018. He is persuasive and possesses excellent communication skills that help build strong relationships. Mr. Zgarka holds a B. ED. (McGill University), B.A. (Concordia University) & a Master in International Communications (University of Nice).

## BOARD OF DIRECTORS

### RICHARD GROOME - EXECUTIVE CHAIRMAN

Richard Groome is Managing Partner of Notre-Dame Capital Inc., a Montreal-based merchant bank, formerly licensed as an Exempt Market Dealer. His expertise is in the financing of small and mid-size emerging growth companies. Mr. Groome was a co-founder and founder of two different securities firms that specialized in the financing of small and mid-sized companies in technology, biotechnology and consumer products. Having been involved in the formation and capital raising for some 600 companies raising over \$4 Billion, Mr. Groome is a seasoned veteran in the governance, structure and financing of early stage companies. With a BA in Economics from McGill University, Mr. Groome has actively participated on the board of several public and private companies. He was a member of the Board of the CDNX until 2001 and member of the National Advisory Committee of the TSX Venture Exchange until 2004.

### TODD RUPPERT - BOARD MEMBER

Todd Ruppert is CEO of Ruppert International, a firm with diversified interests globally in various fields including education, financial services, disruptive technologies, publishing, arts and entertainment, and strategy consulting. He is a member of numerous for profit and non-profit boards around the globe including INSEAD Business School and the Rock & Roll Hall of Fame. Todd has over 40 years of experience in the financial services industry. He retired from T. Rowe Price, the global asset management firm with over \$1.0 trillion under management, where he was CEO and president of T. Rowe Price Global Investment Services and co-president of T. Rowe Price International. He is a venture partner at Greenspring Associates, a \$12 billion venture capital firm, and advisor to other firms in the financial services industry. He is the executive producer of four films.

### PETER RAFELSON - BOARD MEMBER

With a strong background in Media and Technology, Rafelson began his career writing and producing with notable success in the Entertainment industry. Creating over thirty #1 hits and selling over 300 Million copies for such artists as Madonna, Elton John and Britney Spears, he grew his business into an international reach and presence, developing diplomatic and strategic relationships. As an advisor, Peter focused on developing and managing International business opportunities. He has spent the last 25 years consulting and providing strategic business development services to a large variety of international Media and Technologies companies, helping to establish diplomatic ties to international markets, worldwide. With extensive experience in legal contracting and business development, Rafelson currently serves as presiding at co-founded ElectraCast Media and Interglobal Trade Group with satellite offices throughout Asia EU and the Middle-East. Rafelson manages online PaaS, DigiRAMP which provides administrative solutions for the entire digital content supply chain. He also is a co-owner of The US Blockchain Company, which serves the industry of fintech, crypto and blockchain development.

### JOCELYN DESBIENS - CHIEF TECHNOLOGY OFFICER

Jocelyn Desbiens Ph.D. received his M.Sc.(1977) and Ph.D. (1986) degrees from Université de Montréal in Topology and Non- Linear Analysis. He worked for the Mathematics/Computer Sciences Departments at the Collège Militaire Royal de Saint-Jean, Canada, from 1980 until 1995. He was a full-time professor at INRS-Télécom (Institut National de la Recherche Scientifique) in Montréal, Canada, from 1995 to 2002. While at INRS he helped launched a startup that was acquired later by Ubisoft, and in 2002, switched to the private enterprise working in Data Mining and A.I. He is currently working as the Chief Scientist of Intelligent Retinal Screening Systems (IRIS), a leading ophthalmic telemedicine company, in Pensacola, Florida. Jocelyn drives his research around Deep Learning disease detection from fundus images conjointly with Microsoft within the "AI for Health" initiative.

### JULIA KASTNER - CHIEF MARKETING & BUSINESS DEVELOPMENT OFFICER

Julia Kastner is a finance graduate from McGill University with deep knowledge of the music industry. Her role as Chief Marketing and Business Development Officer at Hitlab merges her unique capabilities of creating marketing and selling strategies with executing her B2B and B2C outreach initiatives. She is consistently monitoring the day-to-day pulse of the music and streaming industry analytics, in addition to the strategies in play by important and evolving market players. Julia came from a background working as a financial analyst at a New York hedge fund. Her deep analytical skills and financial analysis were used by portfolio managers and traders for real-time investment decisions in local and international markets. Julia also worked as the Operations Coordinator for Halcyon Brands (Furla) acting as the interface between Italian offices and North American centers as they opened and operated new retail locations across Canada.

### XAVIER GAUTHIER - VP A&R

Since the beginning of his professional career, Xavier Gauthier aka ZEEKY has managed to be an A&R, label, CEO and an artist himself. With guidance from multi-platinum selling artist Akon and music business mogul Master P, XAV started his independent record label ZEEKY ENT in 2015. The label went on to sign Sahbabii and its latest venture is ATL Artist & Producer Kc Da Beatmonster who has now reached the top 10 on billboard and collaborated with the likes of: Migos, Gucci Mane, Future and many more. Xavier has all the while been an A&R for music/tech company HITLAB. The Montreal tech-savvy singer/song-writer has managed to drop bodies of work, discover superstars, create groundbreaking platforms and keep an avant-garde business mindset throughout.

### CHARBEL KHAWAND - PROJECT MANAGER

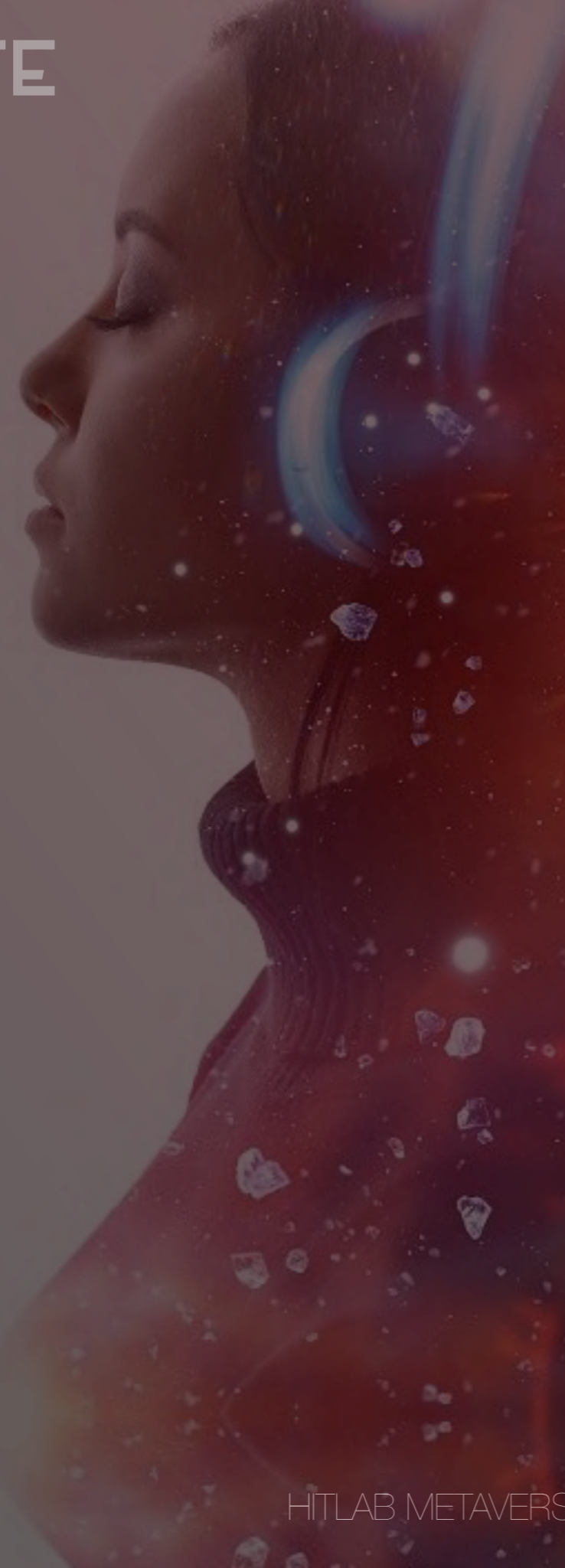
Charbel has been with Hitlab since 2014, also presently a teacher of computer science, with an educational and professional background in software development and project management and more than 15 years of experience. Charbel plays a role in planning and coordinating the work between the business and R&D teams. After completing studies in computer science and project management, Charbel worked as a software engineer and then project manager on a variety of software projects some of which are large scale and governmental projects including AI Algorithms, online media, websites, intranets and mobile apps.

### TARA ASFOUR - VP STRATEGIC AFFAIRS

Ms. Asfour is an experienced executive consultant with over 10 years of management, investor relations, communications and marketing experience, specialized in capital markets. Ms. Asfour holds a Master's degree in Business Management, a Financial Markets Certificate from Yale University, and Certificate in Alternative Investments from HBS. As Chief Development Officer for FairGreen Capital Partners and Managing Director of its Canadian regional division, Ms. Asfour has led over US\$550 million worth of fundraising and strategic development initiatives. Ms. Asfour is the Director of Investor Relations of Auxico Resources. Ms. Asfour's previous positions include Investor Relations executive at Red Pine Exploration Inc., Communications Director at Dominion Water Reserves and advisor to various publicly listed firms.

### TIFFANY CIFUENTES - DIRECTOR OF OPERATIONS FOR LATAM

Ms. Cifuentes graduated from Concordia University with a Bachelor's in Political Science. Born and raised in Colombia, Ms. Cifuentes holds extensive experience in the Latin American music industry. She has worked with Canadian mining companies managing and facilitating projects in Latin America and currently holds the position of project coordinator at Auxico Resources and Central America Nickel. Ms. Cifuentes is passionate about using music and art to positively impact communities around her. Her work and life experience give her a unique perspective on how to carry out successful projects in Latin America that generate an impact and appeal to the communities where the projects take place.



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