

# THE BUZZ



## FREQUENTLY ASKED QUESTIONS



### How much are we raising?

We are raising **£250,000**

### How much equity are we giving away?

**6.25%** of the business

### What is the company valuation?

The company is valued at **£4.1m**. The Buzz straddles 3 sectors/industries - **tech, music and streaming**. We have analysed each sector in detail and the valuation is based upon an average of all 3. To develop the valuation, we worked with an **investment analyst** with access to a database which includes investment information and valuations for **more than 140,000 start-ups** across the world. We also reviewed and sense checked the valuation, data and assumptions underpinning the valuation with our advisory board.

### What discount is available on this round for investors?

Early investors will receive a **20% discount** on the share price. This means that the share price is £3.28 rather than the full share price of £4.10. The 20% discount means that you will get more shares in the business for the same amount of money.

### When does the discount end?

The discount ends on **June 30<sup>th</sup> 2024**.



### What are our plans for exit?

- We are building the business so that we can **sell if we choose to do so** and so that our investors have an exit in 2029. The most likely option is that we would be bought out by a large music streaming company or music tech company such as Spotify, Apple, Amazon, or Soundcloud.
- Spotify alone has spent **over \$761m** in recent years on acquisitions.
- Sony Music **has made 11 acquisitions** recently in music tech, spending over \$200M.
- Given the nature of our business **we will also be attractive** to one of the two big corporations who own commercial radio in the UK – Bauer and Global.

### What ROI can investors expect?

We are working towards a **minimum of x5 return** for our investors.

### Is the investment SEIS eligible?

- It will be. We are currently pending approval of SEIS Advance Assurance from HMRC that investments will be SEIS eligible. This means that you can claim **50% income tax relief** this tax year 2024/2025.
- **No Capital Gains Tax** on any gains from the SEIS investment.
- **50% Capital Gains Tax relief** on gains from an investment in a non-SEIS company if the gains are reinvested into an SEIS-eligible company.
- If you end up selling your SEIS shares at a loss, you can also claim SEIS loss relief.

### Why raise from external investors?

We have personally invested a significant chunk over the last four years to get the business motoring. Our new investors for this round are drawn from friends, family, and board members. We are reaching out to external investors to close the round and bring on like-minded people.