



JANUARY 2023

NEWS

BUILDING PASSION POINTS



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ONE GoDIGITAL

Putting It All Together

"OneGoDigital" is about us being a conglomerate, albeit a unique one guided by fairness and integrity. GDMG is a company with multiple related lines of business. We leverage content to build community and drive commerce across consumer passion points in music, entertainment and health/wellness/sports. In the future we may enter into other growing categories, like travel.

We are going to build a global eco-system of customers so we have first-party data and direct customer relationships. A good case study for success is Apple. So is Amazon, which is going to eat Netflix for lunch. Why? Because each Amazon customer represents a lifetime value of \$250,000, as opposed to each Netflix customer representing lifetime revenue of \$250.

In our own "eco-system," content is the way we drive to attract and retain customers. Disney is a good model, as they created their own system too.

"OneGoDigital" is all about executing our internally applied best practices. It's the way we do everything; from mission, vision and value to revenue recognition and software development lifecycles. When we buy a company, we want to implement the **"OneGoDigital"** way to ensure fairness and integrity across our entire enterprise. **"OneGoDigital"** has evolved from 18 years of learning. Our applied policies and practices work. This year we suffered a \$500,000 wire fraud. If the business unit that was defrauded had followed the OneGoDigital best practices, the loss would have never happened.

2023 will be all about our business units coming together. Working with each other while trusting in the "OneGoDigital" process.



"One GoDigital" has evolved from 18 years of learning. Our applied policies and practices work.



Jason Peterson



STARTING

from Within

DOUG REINART

COO AMERICAS GODIGITAL MEDIA GROUP

to be genuinely healthy and happy as individuals, as teams, as business units, and as a Group overall. This is a particular challenge for a company like ours that has experienced rapid growth, in large part, from acquisitions. We are combining new team members, processes, and cultures with the express purpose of creating something greater than the sum of its parts.

**Are we there yet?
Certainly not. We are a
work in process.**

AS COO, I AM COMMITTED TO ACCELERATING OUR PROGRESS TOWARD A TRULY HEALTHY AND HAPPY ORGANIZATION IN THE FOLLOWING AREAS:

Human Resources. Under the leadership of Dennise Tapia, our new Global Head of HR, and her highly capable team, we will look to transform the entire Employee Experience from recruitment to on-boarding to training to career and personal development. In partnership with Dr. Larry Kuhn, we will augment and expand our Leadership Development Program and GoDigital University programs.

Data and Insights. We generate enormous quantities of data from our abundance of customer touchpoints. Insights from this data are vital for us to guide product and

service development, create more enjoyable customer experiences, target and attract new customers, and make effective internal business decisions. I am partnering with my colleagues Manfred Van Ursel on technology, Craig Greiwe on marketing, strategy, and new data monetization concepts, and Prem Panicker and Matt Neco on legal and risk management guidelines to build a GoDigital data capability that fully support our health and happiness ambitions.

Commerce. Our newest vertical has an enormous potential to grow in the fitness and active lifestyle space. We launched our initial YogaWorks technical clothing line late last year, and we will continue to incubate that brand and ecommerce site to gain learnings. I will work closely with the fantastic leadership team at Bob's-EMS and our GoDigital Brands team to build tighter working relationships, introduce innovative products, and begin to elevate, in particular, the Eastern Mountain Sports brand.

Along the way, I will be working to actively codify best practices into “The GoDigital Way”, while doing my best to make every part of our organization feel a connection to something that encourages health and happiness.

A wonderful thing about GoDigital Media Group is that it is comprised of businesses that cater to people's passions and interests. Whether that is Latino perspective amplified through NGLmitu; urban beats shared through the great work of Cinq, Sound Royalties, and AdShare; fitness and health delivered straight to your home by YogaWorks, audiovisual content distributed by ContentBridge, or outdoor family adventures enabled through Bob's Stores and Eastern Mountain Sports retail locations, GoDigital exists to create happiness along these passion points.

Sometimes what is true for an individual is also true for an organization. Health and happiness start from within and radiate outward. We must strive



Taps CRAIG GREIWE

*as Global Chief
Strategy Officer
and President of
Marketing*

Craig Greiwe has been named Global Chief Strategy Officer and President of Marketing at GoDigital Media Group. The announcement was made by GDMG CEO Jason Peterson. GoDigital currently consists of AdShare, Cinq Music, ContentBridge, Latido Networks, mitu-NGL, Sound Royalties, YogaWorks, Bobs Stores and Eastern Mountain Sports.

“Craig will lead us in business strategy, driving growth in every area from acquisitions to organic growth, from operations to brand to revenue,” says Peterson. “He’s an amazing resource, with a diversified experience in marketing and business strategy. His track record in marketing and business leadership, from companies and brands ranging from Verizon to Facebook to the late Kobe Bryant, is impressive. And we are excited that he has joined us for the next generation of GoDigital’s meteoric rise.”

“GoDigital is a unicorn of innovation, growth, and leadership, and I am proud to join their impressive leadership team,” said Greiwe. “Our brands are focused on the passions of everyday consumers from media and entertainment to music to sports and wellness. The company’s potential is

unlimited, and I am thrilled to help them take the marketplace by storm.”

Greiwe began his career in Hollywood, before working with clients across retail, sports, commerce, talent, telecom, finance, and music. He was most recently the Chief Strategy Officer of Rogers & Cowan PMK, a division of global giant IPG.

His accomplishments include leading pandemic strategies for Verizon; rebranding and launching Verizon Media; overseeing marketing for the late Kobe Bryant; and most recently, running for mayor of Los Angeles and publishing his memoir with Simon & Schuster imprint Post Hill Press. He is a graduate of USC, DePauw University, and Columbia Law School.

The IMPORTANCE OF BIG IDEAS



CRAIG GREIVE
Global Chief Strategy Officer and
President of Marketing

GoDigital was built on big ideas and game-changing equations. From how music is valued, to a company built on the premise of connecting people to joy, we do things differently. And our fundamental purpose will always be doing things differently, which is part of the **GoDigital** way. We don't do it different for the sake of different, we do it to improve businesses, drive results, and better lives.

One of the most fundamental pieces of the **GoDigital** way is not how we finance deals, or the way we operate companies, but how every employee is a part of our essence, and able to contribute on every level—even the biggest, boldest ideas.

From every hourly worker to every senior executive, our team defines us, and it is their contributions that drive us forward together. And one of the contributions that we want to emphasize most is that bold, big ideas are not just welcomed from every corner, they are encouraged, emphasized, and rewarded.

We recently launched an employee creative campaign submission contest at Bob's Stores and Eastern Mountain Sports, where every employee had the opportunity to send in big creative ideas for new campaigns, and earn prizes. We did a "pitch fest" at Cinq music, where teams presented incredible campaign ideas for songs and movements that will become a reality in early 2023. And every day, new ideas surface from the assistant level to the C-Suite about how we can do business smarter; be more creative; and inspire more joy. I want to take a moment to acknowledge that. But more than acknowledge, I want to encourage and empower every single employee

to send in your ideas. Think big, think bold, think out of the box.

In the coming year, we'll be briefing every employee on all our business units and their needs so that we all have a better understanding of what each other do and need. But even before that, tap into what you know and what you see – on the street, in your business, in the bigger world around you. No idea is too out of the box, no idea is too bold. We want you to operate with no fear of bad ideas or bad reception – what we need and want is your creativity and passion for what we do.

It's my job to show up every day to oversee our marketing on a global basis.

But it's also my job to show up and empower everyone I work with to bring strategy and big ideas forward, not just come up with them on my own. So consider this my open call – I am here to serve. I am here to partner with you. I am here to foster your boldness and ideas. You can slack me any day for a response, feedback, and to send in your next flash of inspiration. And every day, know that I am here to serve you and everyone in this company as a partner to foster the next generation of our growth and success.

Cinq Music

Doubles Down on Regional Mexican Music with \$70M Deal



Deal with Rancho Humilde Label Highlights Genre's Growing Influence

Los Angeles, California -- **Cinq Music Group**, the tech-driven indie record label, distribution, and rights management company, has doubled down on regional Mexican music, signing a \$70M deal with Rancho Humilde for long term distribution on all their artists. The announcement was made by Cinq President Barry Daffurn and Rancho Humilde Founder/President Jimmy Humilde. The \$70M commitment represents the second largest deal in Cinq Music history.

“**R**ancho and Cinq are in alignment on belief, vision and communication,” says Daffurn. “Together we have worked on Legado 7, El De La Guitarra, Natanael Cano, Fuerza Regida, and the next generation of stars for the label with Victor Cibrian, Porte Diferente, Gemelos de Sinaloa, and Ivonne Galaz. Our deal provides Rancho with growth capital to take their business up to a new level. For Cinq we extend a great partnership with the number one independent record label in regional Mexican music.”

We both plan to deepen our working relationship together and will be soon launching services tailored exclusively towards Latino music.”

According to industry trend-watcher ChartMetric, regional Mexican music is growing exponentially thanks in part to powerful streaming platforms (Deezer, YouTube, Pandora and Spotify) highlighting the genre's powerful mix of mariachi, banda and corrido music. Latin music, they believe, “reflects the demographic changes happening in many countries,

where, due to a sense of nostalgia, the Latin American diaspora is voraciously consuming music from their home countries, instilling in their kids a part of their identity. For these music consumers, regional Latin music genres represent authenticity, and thanks to the music streaming companies who have made music readily available on a global scale, its consumption has increased beyond expectations.” Compared with other major genres, Mexican regional music (overall) now leads in percentage growth.



GoDigital Media Group Names Dennise Tapia Global Head of Human Resources

- Brings Multinational HR Experience To One of US's Fastest Growing Private Companies.

GODIGITAL MEDIA GROUP has named **DENNISE TAPIA** their Global Head of Human Resources. The announcement was made by GDMG COO Doug Reinart. Tapia is probably best known for heading up HR functions for such multinational companies as Marcolin, Ferrari, Argo TurboServe and Schratte Foods. GoDigital has become one of the fastest growing private companies in the US, expanding from 60 workers in 2019 to over 1,500 employees in 16 countries today.

“Our people are central to everything we do and achieve at GoDigital,” says Reinart.

“The human resources function is vital to our future growth, and for making our company a unique place to work and grow as an individual. Dennise brings a wealth of knowledge and experience to GoDigital, but most of all, she understands what our vision is and how HR

enables that vision for our global team.”

“I want GoDigital to be well anchored in HR excellence,” says Tapia, holder of a B.S. degree in Liberal Arts as well as a masters in Global Human Resources Management from the University of Denver. “Operational superiority in HR will result in an elevated employee experience, worldwide connectivity and cross-functional effectiveness. GDMG has an immediate need to use data and technology to make better hiring decisions. The payoff is strategic; to allow our leaders to manage and lead with courage, which is the cornerstone of GoDigital culture.”

Tapia previously provided HR leadership, guidance, direction and development for Marcolin

as their VP of Human Resources. There she planned and implemented company policies and procedures for one of the world's premiere providers of fashion forward eyewear.

“The company was innovative both in its Italian craftsmanship and how it engaged employees,” says Tapia.

Before that, she lead HR for three of Ferrari's business lines; Ferrari North America, Ferrari Financial Services, the New York showroom and four retail stores. Adds Tapia, we worked hard on employee engagement and relations, giving senior management the tools/training needed to handle sensitive dealings.”

Tapia also served as International HR Director for Argo TurboServe, responsible for all HR resources for the supply chain services company with offices in Europe, Asia, Latin America and the U.S. She also worked as HR Director for Schratte Foods, a French owned global specialty foods group.



VANESSA VIGIL NAMED CHIEF BRAND OFFICER NGL COLLECTIVE



Vanessa Vigil has been named Chief Brand Officer of NGL Collective, the largest digital-first Latinx media and entertainment company in the U.S. This promotion is timed to the merger of NGL Collective and mitú, a leading digital media company dedicated to inspiring, representing and super-serving U.S. Latinos.

In the newly created position, Vanessa will oversee all consumer-facing brands and events within **NGL Collective**, including mitú brands wearemitú, somosmitú, FIERCE, crema, Things That Matter, and NGL's owned and operated properties Hispanic Kitchen, Latina Moms, and Hispanicize, the largest gathering of Latinx influencers, content creators, entrepreneurs, trendsetters and media and entertainment innovators.

Vigil was previously General Manager of mitú, where she led the organization alongside Stephen Brooks, President of Latido Networks. Her role has encompassed brand partnerships, marketing, and content strategy across mitú's multi platform ecosystem.

Vanessa joined the mitú senior leadership team in January of 2019 as Vice President of Brand Strategy. A media and marketing veteran of nearly 20 years, Vigil successfully oversaw the daily operations of brand partnerships, mitú's principal source of revenue. In 2021 her role expanded to leading the community and content team where she developed strategies and improved functional processes to position mitú's portfolio of brands for growth.

Prior to joining mitú, Vigil held positions at both independent and large advertising agencies such as Essence and OMD Entertainment, always with an expertise in Hispanic and multicultural media and marketing strategy. "When I was on the

agency side I admired and appreciated mitú as a brand that authentically captured my experience as a US-born Latina and daughter of immigrants. Being on the inside now, my appreciation has only deepened. This is a team that cares deeply about representing our culture and positively impacting our communities through the content, interactions and experiences we create. I'm thrilled to be part of this new chapter in mitú's growth. Joining forces with NGL super charges our ability to continue serving our loyal audience and brand partners," said Vigil.

100% Latino-focused and led by a majority Latino team supporting hundreds of Latino creative and media partners.

NGL Collective creates an unmatched experience for both consumers and advertisers and provides the most premium Latino video at scale across web, mobile, social and connected television. With mitú, the suite of brands has an active community of over 13 million social followers and web visitors.

"We are so pleased and proud that Vanessa is taking a major leadership role within NGL Collective as part of this new venture," said NGL Collective CEO, David Chitel. "She is a true leader who is committed to cultivating talent and being at the forefront of Latinx representation across media, marketing and entertainment. Vanessa grew a powerhouse team at mitú and she and those she leads will be integral to NGL's future."

NGLMITU TEAMS UP with Walmart TO HIGHLIGHT



LATINO FILMMAKERS

NGLmitu, the pre-eminent digital media and entertainment destination for Latinos in America, announced a new partnership with Walmart Inc. (NYSE: WMT), the world's largest retailer. Together, the companies have joined forces to foster the next generation of diverse Latino filmmakers with a groundbreaking incubator.

"Walmart recognizes Latinos are a critical part of this country's creativity, inspiration, and culture," said D.J. Vaughn, director of multicultural marketing partnerships at Walmart U.S. **"In looking to support this community and amplify authentic experiences, we could think of no better partner than NGL mitu!"**

The program is an accelerated seven-week film program running from November to January. Eight aspiring filmmakers were chosen from a call for submissions on mitú's social platforms, as well as from a network of colleges and universities across the nation. Candidates were chosen based on their personal stories and creative vision. Out of 75 submissions, 40 candidates were interviewed to arrive at the final eight.

The selected mentees range from California, New York, Texas, and Virginia. Each aspiring filmmaker brings a unique set of experiences. Examples include a Director's Assistant on Lucasfilm projects, a Columbia University student studying film, or an apprentice to their wedding videographer father. Each mentee has some familiarity with the entertainment industry, and each of them is aspiring to establish their creative voice and tell their own stories.

"Walmart understands Latinos play a critical role in shaping American culture, and mitú is the most authentic, credible destination for them in the United States," said Joe Bernard, Chief Revenue Officer at NGL Collective. **"This partnership continues NGL's work of helping America's top companies tap into this community with intention and purpose that matters while delivering results for both businesses and consumers nationwide."**

New Hires! at GDMG

USA

LaGee Williams
Processor

Juliette Sussman
Cinq Music Intern

Bryan Finn
Business Analyst

Tania Galvez (rejoining)
Customer Service Manager

Jeri Dembrak
HR Business Consultant

Patrick Neher
Benefits Consultant

Veena Chillar
Senior HR Consultant

Ian McAllister
Junior Product Manager

Jeremy Becker
Royalty Specialist

Angela Williams
Production Manager

Bernd Kroeber
Creative Producer

Bryan Finn
Business Analyst

Sameje Palmer
HR Operations Specialist

Marcel Weiss
Dir, Ad Sales Marketing (NGLmitu)

Craig Greiwe
Chief Strategy Officer (GDMG)

Melissa Tissot Butler
Corporate Controller (Sound Royalties)

Jack Sheehan
Creative Exec (GDMG)

Liliana Casas
Social Media Coordinator, FIERCE (NGLmitu)

Michelle Mayancela
Jr Social Media Producer (NGLmitu)

Ashton Negeri
Sr Mgr of Accounting (Cinq)

Olivia Morrison
Executive Assistant (Cinq)

Tomas Salava
Product Dev Mgr (GDMG)

Matt Neco
Co-General Counsel (GDMG)

Mike Aufiero
Royalty Specialist (Sound Royalties)

Dennise Tapia
SVP, Worldwide Human Resources (GDMG)

Chembrle Quinn
Project Coordinator (GDMG)

Andy Baxter
Assist. Corp Controller (GDMG)

Fernando Sanchez
Networks Product Manager (GDMG)

EUROPA

Belarus Office:

Kiryl Bialiyayeu
UI/UX Designer

Dzianis Stselmakh
Senior UI/UX Designer

Belarus Office:

Thelen Febriany
Manual QA Engineer

Tanya Zaletskaya
Manual QA Engineer

Belarus Office:

Yurii Sysoiev
Software Engineer

Alena Rzhanaya
Jr Office Manager

Volha Padaliakina
Project Manager

LATAM

Colombia Office:

Santiago Rojas Moreno
Business Analyst

Colombia Office:

Camila Sanchez
Sr Marketing Specialist

Maria Jose Baquero Jimenez
Data Analyst

Mexico:

Maria Vazquez Corona
Marketing Coordinator

Jonathan Ortiz Lopez
A&R Manager, Mexico

Josue Valencia Bravo
A&R Coordinator, PR

APAC

Sri Lanka Office:

Lakshitha Ferdinando
Royalty Accountant

Chamoch Pulinda
Senior Accountant

Gayani Kariyawasam
Senior Accountant

Sri Lanka Office:

Zulaika Ahamat
Optimization Specialist

Sri Lanka Office:

Achini Bandara
Senior Accountant

Sri Lanka Office:

Ravinga Gunawardana
Internal Auditor

Dilini Perera
Royalty Accountant

Sri Lanka Office:

Shenella De Silva
Optimization Specialist

Charm Peiris
Optimization Specialist

Movindya Peiris
Senior Accountant

Amantha Vidusara
Junior Motion Graphics Editor



LAUNCHES RESTORATIVE

FITNESS PROGRAM FOR THE BREAST CANCER COMMUNITY

FOR SUSAN G. KOMEN

Susan G. Komen®, the world's leading breast cancer organization, today announced a first-of-its kind partnership with YogaWorks to provide online classes geared to the breast cancer community. Patients, survivors, and the breast cancer community will be given access to a restorative fitness program that will support their breast cancer journey at absolutely no cost.

YogaWorks Pink program members will also have full access to YogaWorks' regular collection of more than 1,300 on-demand classes and 25+ live classes each day. Research shows that yoga is an effective therapy to help patients and survivors manage the side effects of breast cancer and breast cancer treatment to improve their overall quality of life.

"YogaWorks is the most experienced and trusted name in yoga, and we are thrilled to have their experts develop this valuable program for the breast cancer community," said Sarah Rosales, Vice President of Corporate Partnerships at Susan G. Komen. *"We value their deep commitment to supporting people going through breast cancer and the opportunity for Komen to share critical resources that will educate and inform on breast cancer. This program will*

provide an incredible resource to the breast cancer community that will assist patients in treatment as well as those in recovery."

"Those impacted by breast cancer are an important part of our community, and YogaWorks has always tailored its programming to ensure flexibility with different needs in mind," said Maya Magennis, President of YogaWorks. *"A partnership with Susan G. Komen, the nationally recognized leader in this space, will further amplify our company's ability to help millions of people on their journey toward recovery, strength, and restoration."*

Breast cancer survivor, Emmy-winning TV host, bestselling author and wellness enthusiast, Samantha Harris is lending her voice as the YogaWorks Pink program's ambassador, a first-of-its-kind partnership

between Susan G. Komen® and YogaWorks to provide online classes tailored to the breast cancer community.

"It's my honor to partner with Susan G. Komen and YogaWorks to bring a program designed specifically for breast cancer patients and survivors to fruition," said Samantha Harris. *"As a survivor, thriver, and yoga-lover myself, I've lived the benefits that yoga has brought in calming my mind, helping reduce symptoms and side effects as well as allowing me to move around more easily after surgery and reclaim my body."*

YogaWorks Pink will offer breast cancer community members unrestricted access to the platform at no cost, for three months. Beyond the three month trial, users may continue their YogaWorks Pink membership at a discounted rate, and individuals who sign up through Susan G. Komen will see 25% of their purchase go directly to Komen. Komen is delighted to support the efforts of YogaWorks to provide a unique fitness regimen that has the breast cancer community in mind.

To learn more about the program and sign up, visit www.yogaworks.com/pink.



MOMENTS OF CLARITY

by Dr. Larry Kuhn



Partnering with key leaders at GoDigital for the past few years, I've sensed a collectively held commitment to these ideas and values. Well-being, creativity, growth mindsets, diversity, the infinite game, finding ways to help each employee to discover, develop, and work within your zone of excellence – these ideas thread their way to inform the thinking, conversations, and strategies pursued within this company. It is only when each employee, team, and business unit experiences this clarity, that the company will emerge to influence their world with significant and sustainable impact.

During moments of clarity, you know WHY you are here, WHAT you are doing, and HOW to do it. When those priorities come into focus internally, it seems that everything starts to fall into place. Your activities have purpose, your relationships become more mutual and fulfilling, decisions are made with greater certainty, and your life begins to resonate with meaning. When others sense your confidence and experience you somehow differently than before, you may realize an unintended consequence: humble influence. Leaders with humble influence emerge, not through seizing power or relying on delegated authority, but much more organically, experiencing what it means to 'live out your passion' with purpose and excellence.

TO THIS END, THIS YEAR'S CONFERENCE WILL CHALLENGE LEADERS TO STRETCH THEMSELVES IN VARIOUS WAYS. INDIVIDUALS AND TEAMS WILL:

WHY - Define our individual and team's purpose.

WHAT - Connect our values to specific commitments and actions. (e.g.) "Given the things that we care about, we will be the type of person or team who..." Participants will also be asked to identify and share current tasks so each employee, along with their team, has a clear understanding of every member's role responsibilities, setting the stage for a Q1 initiative where each employee will have a clear job description.

HOW - To anchor and model effective team dynamics, leaders will learn essential skills and practice navigating team and cultural differences.

HOW TO PLAY NICE IN IN THE SANDBOX

- Steve Fisher



As a kid, one of my favorite past times was to play in the sandbox. Here's what I learned in the 'box' that I now apply working for some of the most creative people on the planet.

Be nice.

The sandbox has limited space to play with a defined area and rules. Don't rush in. See what the other kids are doing before raising some sand. Someone acting up in the 'box'? Leave the area immediately and come back to play later.

Reach out to new playmates.

One of the best things about the sandbox is the variety of people it attracts. Don't be afraid to reach out and introduce yourself. If you're done playing, ask them if they want to do something, then team up and go to it.

Dress code.

Dress appropriately for the activity. Sometimes a meeting requires shoes and socks, other times being chill and casual is required. Remember, sand can stick to you and get all over house the if you're not careful. Try not to bring too much of it home.

Toys

- Bringing toys to the sandbox is a great icebreaker. Put your name and phone number on each of your toys, so you can get it back if another kid accidentally takes it. The best toys help out others: shovels, buckets and dump trucks all lead to a productive session.

Behavior

- Good behavior is a must. Ask before playing with anyone else's toys. Ask before jumping into the sandbox. Be positive. Be mindful not to kick up sand in anyone's faces. Feel free to reach out to all the children. If the conversation is not productive, move on to others. Soon your networking will pay off. And when you can, always mentor the younger people. They'll appreciate it later in life.

Leave your pets at home.

Leave the cat or dog at home if possible. Someone could trip and land on the animal, or worse. I love animals, but the sandbox is no place for them.

Always lock up.

At the end of the day, secure the sandbox by putting the cover back on. It will keep the sand clean for others as we rest up for another fun day at the office.



A Deep Dive Who is GDMG's Competition?

- Steve Fisher

GDMG and its business units span a world of passion points, from music label/IP management and entertainment to commerce. So, just who is the competition and why should we care?

Knowing who GDMG's competitors are, and what they are offering, can help us to make our products, services and marketing stand out. It enables us to set competitive pricing and help us respond to rival marketing campaigns with new initiatives.

We can use this knowledge to create marketing strategies that take advantage of the competition's pain points, and improve our own business performance. With insight, we can also assess any threats posed by new entrants to our market and current. This knowledge can help GDMG be realistic about how successful we can be in each respective market.

All GDMG business units face competition. We're not the only game in town, not by a long shot. With increased use of the Internet to buy goods and services and to find places to go, we're competing in a global marketplace.

New competitors could easily offer up a substitute or similar product that makes our services and products redundant. Competition might not just be a business capturing revenue from us. It can also be another product or service that's being developed that we should be selling before someone else takes it up.

I talked to three GDMG leaders about competition. Here's what they had to say:

Diana Schweinbeck,
Head of Marketing, Cinq Music.

▶▶▶ No one knows how many record labels there are right now in the world, owing to how easy it is in this digital age to create a new one.

Here's a few Diana mentioned:

Distrokidd - Founded in 2013, the label claims they are the "easiest way for musicians to get music into Spotify, Apple, Amazon, Tidal, Tik-Tok and more. Unlimited uploads, keep 100% of your earnings and more features than any YouTube other music distributor."

Venice Music - Venice is a modern music company building software & services solutions with a strategic mindset toward the future of the music business. Led by Troy Carter and Suzy Ryoo, the team debuted Venice Music in 2021 as a platform and community to support independent artists, managers & labels.



Diana Schweinbeck,
Head of Marketing, Cinq Music.

TuneCore - TuneCore, owned by Believe, is a global platform for independent musicians to build audiences and careers -- with technology and services across distribution, publishing administration and a range of promotional services.

As you can see, functionality in the music industry can be easily duplicated. Knowing the competition can allow us to develop effective marketing strategies to beat the competition.

Moving onto networks, I asked Vanessa Vigil, Chief Brand Officer, mitu Brands, about their competition. Here's the companies she listed.

Vanessa Vigil,
Chief Brand Officer, mitu Brands.

▶▶▶ *My Code, Remezcla, Pro Like, Univision, Telemundo, Popsugar Latina, R29 Somos, Adsmovil.*

My Code – Claims to be the largest multicultural media company in the United States enabling publishers, storytellers, brands and agencies to connect with diverse audiences. Our team of marketers, sellers, researchers and storytellers specialize in an ever-growing selection of cultural and affinity codes including: A Code, B Code, H Code, Pride Code and W Code..

Remezcla – Since 2008, Remezcla has been headquartered in Williamsburg, Brooklyn with offices in Los Angeles and Mexico City. Remezcla is considered the most influential media brand for Latino Millennials with national and international audience in the US, Latin America, and Spain. We operate as a digital publisher, creative agency, and entertainment company.

Univision – is an American Spanish-language free-to-air television network owned by TelevisaUnivision. It is the United States' largest provider of Spanish-language content.[2] The network's programming is aimed at the Latino public and includes telenovelas and other drama series, sports, sitcoms, reality and variety series, news programming, and imported Spanish-language feature films. Univision is headquartered in Midtown Manhattan, New York City,[3] and has its major studios, production facilities, and business operations based in Doral, Florida (near Miami).



Vanessa Vigil,
Chief Brand Officer, mitu Brands.

Telemundo – is an American Spanish-language terrestrial television network owned by NBCUniversal Telemundo Enterprises, a division of NBCUniversal, which in turn is owned by Comcast. It provides content nationally with programming syndicated worldwide to more than 100 countries in over 35 languages.

Popsugar Latina – POPSUGAR powers the optimism and dreams of women around the world through positive, purposeful, and playful content. We inspire happiness, strength, and confidence to be your best self.

R29 Somos – As a creative global platform for ALL young people Refinery29 celebrates and challenges the world we live in now and reflects the one you are shaping for tomorrow. We tell stories in our own words that enlighten, inspire, and drive change from the ground up.

Adsmovil - Adsmovil, a Cisneros Interactive company, is the principal mobile ad network in Latin America and the U.S. Hispanic market. It has pioneered the way brands and content owners interact with the Spanish and Portuguese-speaking audiences throughout the United States and Latin America via their mobile devices. Adsmovil effectively develops mobile advertising campaigns, in addition to providing mobile solutions and creative resources that enhance the interaction between brands and consumers across the Americas, utilizing innovative Latin content and digital platforms to effectively engage users across the region.

On the Commerce side, I went to Dave Barton, President and CEO, Bob's and Eastern Mountain Sports, As everyone knows, commerce is extremely lucrative, and extremely competitive space.

Dave Barton,
President and CEO, Bob's and Eastern Mountain Sports

▶▶▶ According to Barton, for EMS and Bob's, REI is a big competitor, both online and in-store, followed by brands "direct to consumer." Bob's Stores has its own broad set of competitors, including Dicks, Macy's, Kohl's, JCPenny, Boscovs, DSW and Shoe Dept.

Bob's also has a big workwear/workboot section. Work N Gear, Tractor Supply and TJX companies are some competitors.

Barton continues, "Athletic and casual products are sold at many retailers."

As you can see, knowing the competition and anticipating what's next will keep GDMG ahead of the bandwagon. And it's a big bandwagon.



Sound
Royalties

SOUND ROYALTIES' BUSINESS

NEARLY DOUBLES IN 2022

Sound Royalties' year-end results show the company's volume of fundings to music creatives grew by more than 90%, says a recent report by the company. "For thousands of creatives, this means more resources to invest, launch projects, tour, build, or manage their financial lives under the best terms in the industry."

"We're growing because we are serving artists, songwriters, producers, and other music creatives in the way that makes the most sense for their professional and personal plans," explains Sound Royalties founder and CEO Alex Heiche. "We're always listening to what our customers need on a case-by-case basis and putting together personalized solutions that make financial sense."

Sound Royalties has continued to expand its geographic scope, as well. To serve its clients in 14 countries, it works with more than 130 payors across three continents and maintains an international network of representatives who know their region's music professionals.

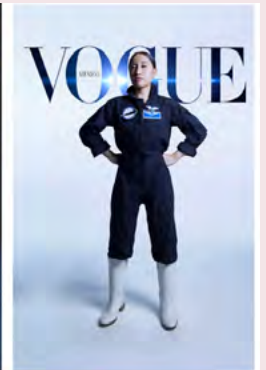
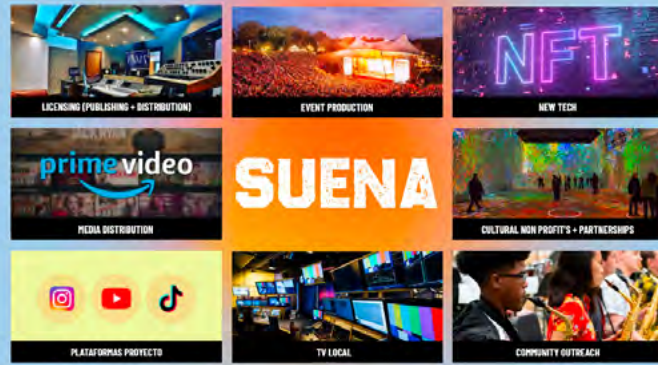
Sound Royalties' unique model, tailored to creatives' individual needs, lets creators keep full ownership of their copyrights while providing ongoing cash flow during the term of the advance. The company works with all types of royalty streams to maximize clients' options, going far beyond solely music streaming platform revenues. It works with thousands of accomplished creatives of all levels like artist DJ Khaled (Rick Ross, Jennifer Lopez, Migos), music producer David Tickle (Prince, U2, The Police), songwriters Sonia Leigh (Zac Brown Band), Steve Dorff (Barbra Streisand, Kenny Rogers, Whitney Houston), and Larry Weiss (Glen Campbell, Dolly Parton, Barry Manilow), among many others.

"This huge leap in volume is a testament to our commitment to this community," says Sound Royalties president Michael Bizenov. "It speaks our artist friendly programs for music creatives who are seeking to invest in their careers and businesses."

Sound Royalties is expanding its West Coast team, tapping Andrew Stess and David Blutenthal of StessCo Consulting Group as new representatives for the music financing company in the western U.S. Based out of Los Angeles, the pair will help West Coast artists, songwriters, rights holders and other music creatives seek out funding solutions to support their careers. Stess can be reached at andrew@stess.co.

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IN DEVELOPMENT



Storefronts, Eastern Mountain Sports

TESTIMONIALS

FOR GDMG'S SOUND ROYALTIES



PITBULL,
PERFORMING ARTIST, RAPPER

▶▶▶ “Musicians need to know it is possible to get their music to fans without giving up ownership. Alex and his team have developed an innovative solution that empowers artists to have more control in their careers by providing customized funding solutions without sacrificing their copyrights. I believe that long-term success is as much about the business as it is about the music, so partnering with Sound Royalties in their mission is a natural.”



WYCLEF JEAN,
ARTIST, SONGWRITER, PRODUCER

▶▶▶ “The demand for music from Africa and other developing regions is growing, and these professional creatives deserve to be a part of the international music marketplace. There is a need for them to have open access to global publishing and distribution options that protect their rights and ensure they're fairly paid. This initiative with Sound Royalties not only introduces and launches new talent, but helps creatives around the world thrive in their careers.”



DJ KHALED,
PRODUCER, SONGWRITER, RECORD EXECUTIVE

▶▶▶ “I kept meeting people doing business with Sound Royalties, and then bumping into Alex backstage and on the red carpet. It was a vibe - I knew we were meant to work together. As a business mogul, I'm going to continue to release and own the world's biggest music and Sound Royalties makes that easier. These are my guys.”