

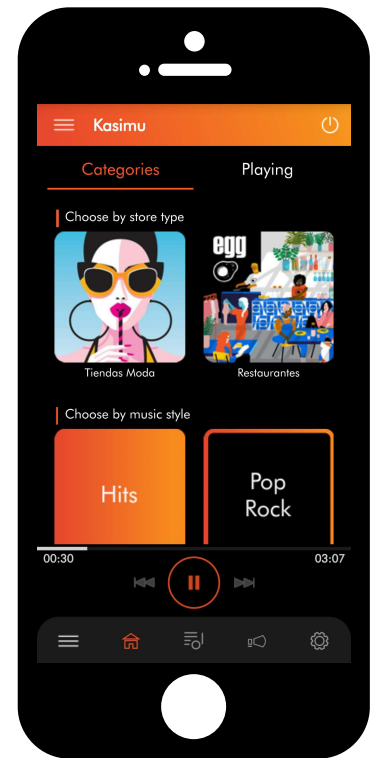
WHAT IS KASIMU?

Kasimu is a background music service for all kinds of business. It is authorized to be used on public sites, so it is completely legal.

SERVICES:

KASIMU GLOBAL: uses commercial music, such as the one heard on radios, TV, nightclubs, etc.

KASIMU FREEDOM: uses royalty free music (music that is not played on radios, etc.). No additional fees.



HOW DOES IT WORK?

STEP 1

SUBSCRIBE

You subscribe or sign up for the free trial.

STEP 2

LOGIN

Access member's area, download and install Windows or Android software, or access to webplayer.

STEP 3

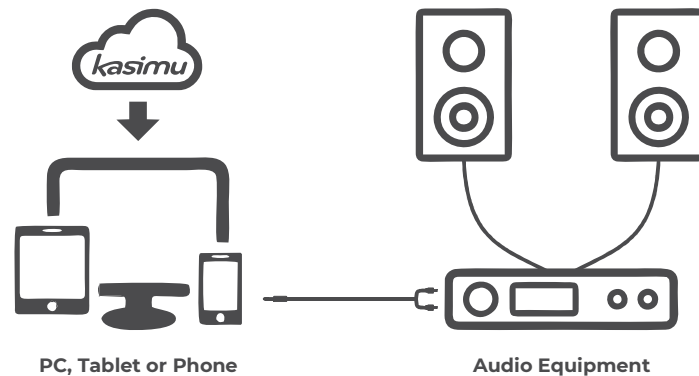
PLAY

Connect the computer, Tablet or Smartphone where you have just installed the software to your audio equipment. And that's it! The music will start playing!

WHAT DO I NEED?

To use our service, you just need a computer running Windows 7 or higher or a Tablet PC or Smart-phone running Android 5 or higher.

Your computer, Tablet PC, or Smart-phone must have 8 GB of free storage space, be connected to the audio equipment and to Internet.



FEATURES

- Create your own playlists.
- Choose a playlist for each day and time zone of the day.
- Create your advertising campaigns.
- Configure the automatic software blocking (so nobody changes anything).
- Configure the automatic software startup when starting Windows.
- Control or change the music of your business from your PC or cellphone.
- Use it even without an Internet connection.
- Choose playlists organized by business or music style.

PRICING

Venues	1 - 9	10 - 49	+49
kasimu Global	\$10,99 (or 9,99€)	\$7,99 (or 6,99€)	(contact us)
kasimu Freedom	\$16,99 (or 14,99€)	\$12,49 (or 10,99€)	(contact us)

- Prices are per user per month. One user is required per venue.
- 20% discount on any rate for semiannual payment.
- Payment methods: credit / debit card, PayPal, wire transfer or SEPA (Europe only).
- Venues in Spain (Peninsula and Balearic Islands) must pay 21% VAT.

MANY BRANDS HAVE ALREADY TRUSTED OUR MUSIC SERVICES:



AUTHOR AND PRODUCER RIGHTS

There is certain confusion regarding music rights.

- Copyright: These are the ones we pay when we buy a CD or song in mp3. These rights do not have relevance to business that play music on their premises.
- Performing rights: these are the rights that users should pay to play music on their premises. In addition to paying these fees, the premises must contract an authorized service to be used on public sites. Any of our services are authorized.

● Do all the locals that play music have to pay for public communication?

Indeed, all venues that play music have to pay for performing rights.

KASIMU GLOBAL: (with commercial music), they should pay the authors' association and the producer association in their country.

KASIMU FREEDOM: (with royalty-free music), we pay the corresponding performing rights to the authors association. The user is exempt from paying those rights to the local entity. In some countries, the legislation requires premises pay performing rights to the producers association (not to confuse authors).

● So, what is royalty-free music?

Royalty-free music really doesn't exist. What exists is music with rights included. In order for a venue not to pay copyright, it should have a document signed by the author of each song that sounds in its premises exempting it from payment. However, in some countries you would not be exempt from paying public communication rights to producers.

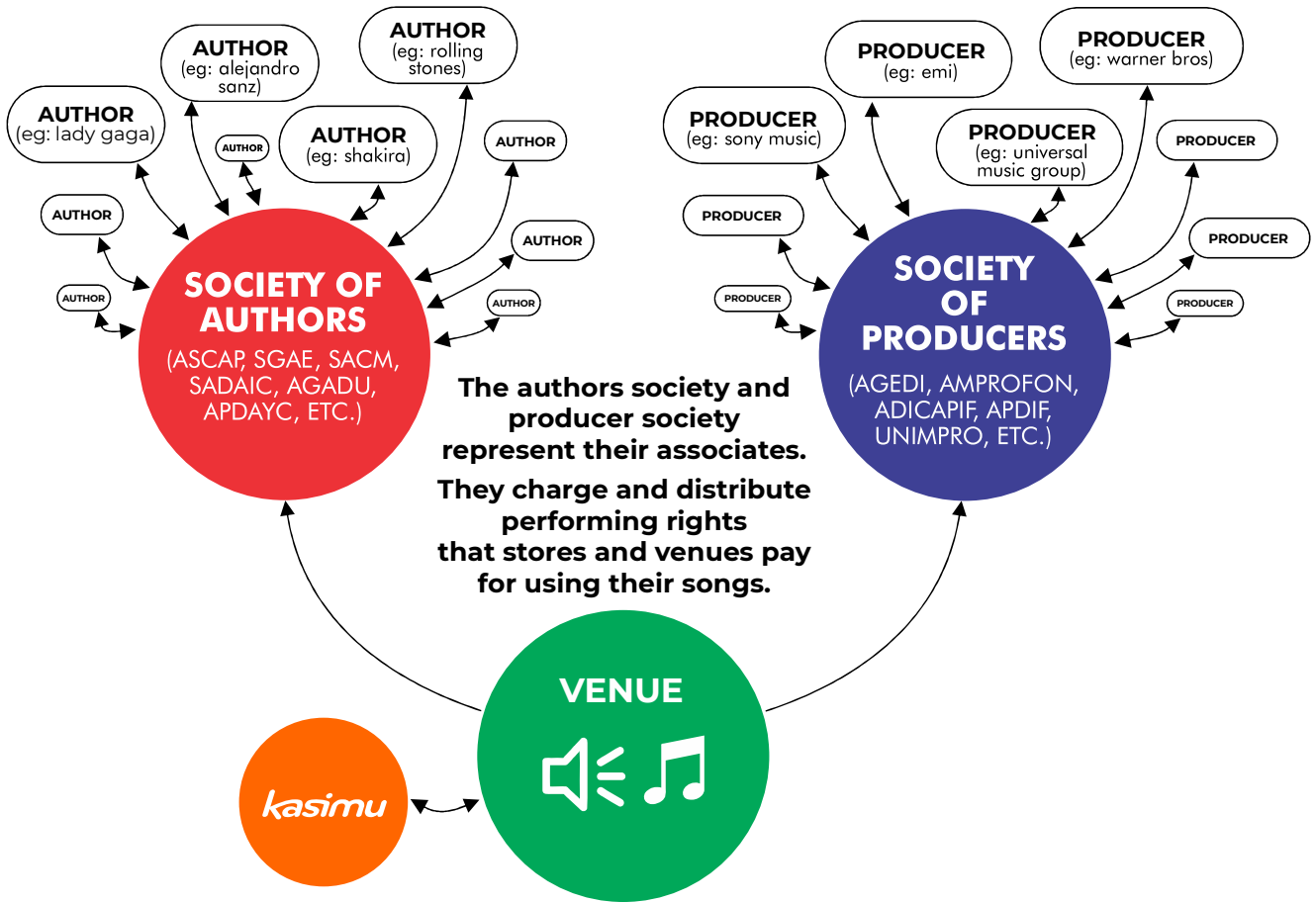
● Which service should I choose?

The music played at your venues should be according to your goals.

KASIMU GLOBAL: Uses commercial music (like the one heard on the radios). If your business needs music that your target audience recognizes, this is your service. Recommended for hotels, restaurants, bars, gyms, beauty centers, offices, etc.

KASIMU FREEDOM: Uses royalty-free music, no additional fees (ASCAP; SGAE, SACM, SADAIC, AGADU, APDAYC, ETC.). If your business needs only background music to remove silence and has a large surface area, this is your service. Recommended for clothing stores, hotels, restaurants, beauty centers, offices, supermarkets, shopping centers, parking lots, etc.

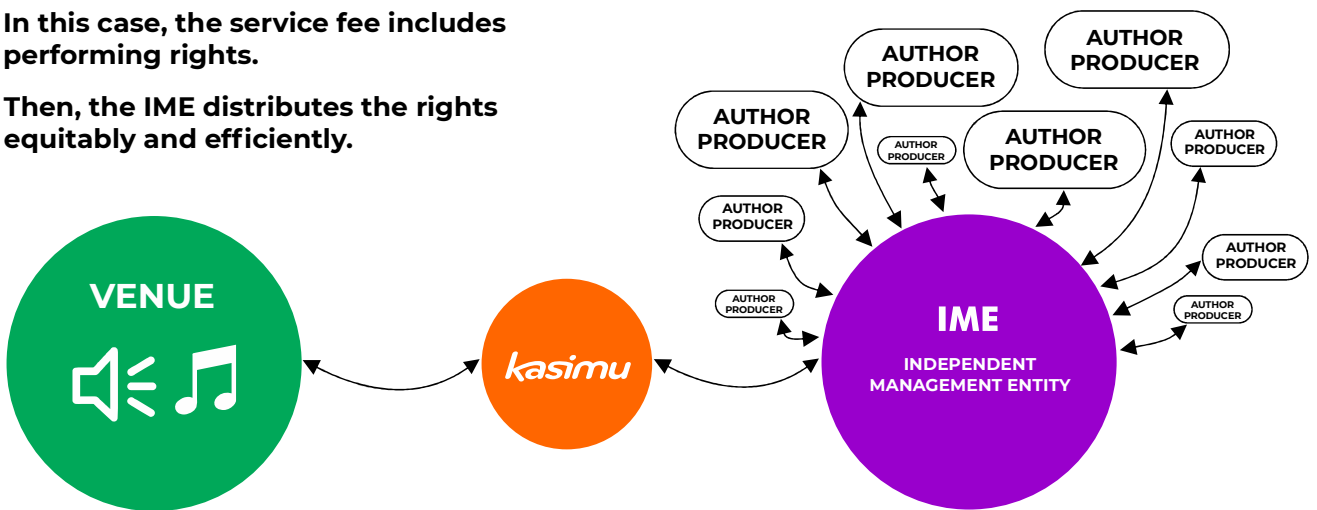
Kasimu Global: Performing rights using commercial music



Kasimu Freedom: Performing rights using royalty-free music

In this case, the service fee includes performing rights.

Then, the IME distributes the rights equitably and efficiently.



In some countries, the user of this service is not exempt from paying to the society of producers.