

VYRE CHANNEL PORTFOLIO Q1-2024

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David Hill
Chairman Board Member
Co-Founder



Lamar Seay
Board Member
Co-Founder



Curt Huber
Board Member
Secretary



John Duggin
Board Member



Christopher Malone
Chief Financial Officer

BRAND PRESIDENTS



Harris Brown
President of VYRE Live



Cheryl Stabler
President / Co-Founder
Of JustFaith TV



Bruce Wayne
President of VYREMusic



Adam Glenn
Co-Founder / President of
BXNG TV



Itibari Zulu
Head of Acquisitions
VYRE Africa

STRATEGIC ADVISORS



Anderson Cotton
Advisor



Dale Resteghini
Content Advisor



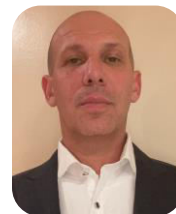
Donnell Rawlings
Advisor



Les Brown
Advisor



Bernard Chong
International Acquisitions Advisor



Mike Sherman
Head of Music / Advisor



Mathew Knowles
Advisor



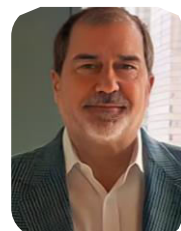
Paul Lajoie
Advertising Advisor



Tiffany Gaines
Media Relations Advisor



Theresa Jackson
Production Operations Advisor



Paul Caldwell
Business Advisor



Frank Holder
Talent Advisor

THE FOUNDERS



DAVID HILL,
CO-FOUNDER

- 23 years exp in Media & Marketing
- Entertainment Executive
- Business Manager
- Serial Entrepreneur
- Producer

Notable Clients /Accomplishments:

Jay Z, Kanye West, Rihanna, 50 Cent, Justin Timberlake, Usher, Travis Barker, Swedish house Mafia, National Space Society, Ed Hardy, True Religion



LAMAR SEAY
CO-FOUNDER

- 10 years exp in Media and Music, Visionary Leader, Military Veteran
- Entrepreneur, Producer, Industry Executive

Notable Clients /Accomplishments:

The Hollywood Reporter, US Marines, Nielson, TRUE Magazine, MySpace, Absolut Vodka

OUR STORY

VYRE Network (VYRE) was created in October 2019 from the minds of David Hill and Lamar Seay. Both African Americans with deep roots from New Jersey, and the accents to prove it, the business partners of 10 years in the digital and print magazine industry created the concept of this FREE ad-driven global streaming platform.

The primary mission of VYRE, provide global distribution to the Next Generation of filmmakers, producers, athletes, musicians, and sports leagues around the world. The business model of VYRE was simple, provide a free streaming platform, and form strategic partnerships with production companies, producers, talent, and then monetize it through programmatic advertising.

Initially VYRE focused on collecting licensed content for the platform. This helped VYRE launch 200

licensed content assets immediately through Roku. Within the first 6 months, VYRE had grown to 2,500 projects, built distribution platforms for; Apple TV, iPhone, Android, Amazon Fire Stick, and contracted four programmatic advertising companies to monetize all content distributed. The plan - to build and grow VYRE Network in phases.

In December 2021 VYRE went public on the OTC Markets under the ticker symbol CAPV. This secured VYRE's ability to activate its growth strategy.

Today, VYRE is poised to continue its market disruption with the support of its high-level C-Suite team and strategic partners. VYRE currently has a variety of opportunities for potential investment partners to join our amazing team.

PROBLEM | SOLUTION

PROBLEM

Popular Streaming Platforms have shut out the independent film & TV creators from directly having their content distributed on a global scale and being able to compete with the big production studios and get the recognition they deserve.

SOLUTION

VYRE's focus is the Next Generation of film, TV creators and athletes. The Company bridges the gap of opportunity to provide independent content creators with global distribution.



KEY THINGS TO KNOW

Key Content Partners

LIONSGATE

SHORELINE
ENTERTAINMENT

 **vuuLr**
Partner Program

BAYVIEW
ENTERTAINMENT

 **allrites**

canamedia
PARTNERS.



Our Key Facts

5,000+
FILMS | TV SHOWS | DOCS

100+
PPV COMBAT SPORTS
PER YEAR

7 NICHE
LIVE STREAM
CHANNELS
MUSIC | COMEDY | BUSINESS

**LIVE STREAM
SPORTS**

Distribution Partners













Hisense



ANUVU
LET INNOVATION MOVE YOU

COMPARATIVE ANALYSIS

STREAMING WEBSITE	FREE SUBSCRIPTION	PAY-PER-VIEW	ORIGINAL CONTENT	LIVE SPORTS	CONCERTS	MOVIES/SERIES
						
Freevee						
Tubi						
VUDU						
Crackle						






KEY FACTS

- The majority of Sports and Concerts that VYRE broadcasts on the platform are free to users. As an additional revenue source, from time-to-time VYRE also streams PPV Sports & Concerts.
- VYRE will continue to form partnerships with sports leagues to allow for the free broadcasting of sporting events to continue.
- The majority of VYRE's Sports competition (Hulu + Live TV, DirecTV Stream, ESPN Plus, FuboTV, YouTube TV, Sling TV, and Paramount Plus) require some form of subscription.
- The majority of VYRE's Concerts competition (Qello Concerts by Stingray, EventX, Vimeo Livestream, Dacast, and Brand Live) also require some form of subscription.

AD TECH PLAN

PROGRAMMATIC ADVERTISING

We have secured favorable contracts with all of the companies below to enable VYRE to geo-target our targeted users and maximize the number of impressions on the platform.

 **xandr**
 **groupm**
YOUR COMPANY
 **Catapult**
 **Magnite**
 **SPACEMOB**



CTV



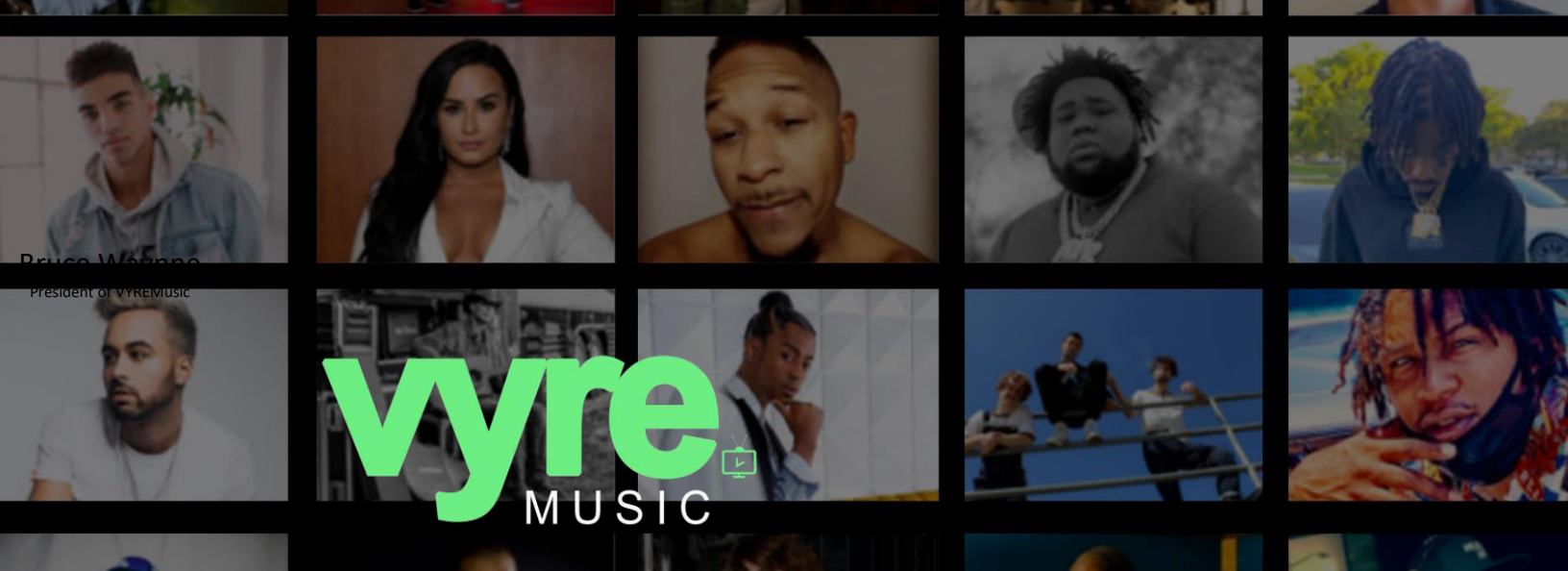
MOBILE



DESKTOP



CURRENT ADVERTISERS

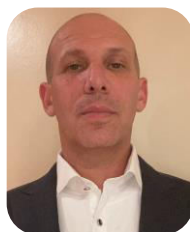


VYREMusic, the brand identifies forward-thinking artists, songwriters, and music innovators to create and distribute entertaining and thought-provoking content to a global audience. This brand is the newest wave for music artists to diversify their range of artistry through live events, original content production, project distribution, acting opportunities, and unique creative marketing.

LEADERSHIP



Bruce Wayne
President of VYREMusic



Mike Sherman
Head of Music / Advisor



Mathew Knowles
Board Member / Advisor

PARTNERSHIPS



VYREMusic focus is becoming an alternative to the traditional record label with more progressive ways to market projects and brands that are more beneficial to the artist.

VYREMusic will be the liaison for record labels, brands and talent to strategically place curated music focused on long and short-format content in niche channels that live within the VYRE Network ecosystem.

PRODUCTS

Feature Films
TV Shows
TV Series
Documentaries
Artists Content Deals

OUR USER

Median Age – 26
Male – 61%
Female – 39%

MEDIAN HHI: \$56,571+

ETHNICITY

African Am - 35%
Caucasian - 26%
Hispanic - 18%
Asian - 15%
Other - 6%

DIVERSE

50% YOY Growth in Diverse Audiences

TV VIEWERS

32%+ watch on the TV Screen
68%+ watch on mobile devices

MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

OTHER REVENUE VERTICALS

+ Live Stream PPV / Concerts
+ Product Placements
+ Sponsorships Opportunities
+ Brand Partnerships
+ Talent Partnerships

ADDITIONAL ASSETS

VYREMusic LLC owns and manages niche music-focused channels

- TRUE Magazine TV
- RnB Magazine TV
- MGraceland TV
- Future Music Media Properties.



Unnecessary Humor TV (“UHTV”) is the new-aged comedy channel that pushes boundaries and buttons. UHTV is uncancellable in a world where being canceled has become the new fad. Full of humorous TV series, chillarious movies, and stand-up that will keep you sitting down, Unnecessary Humor TV is the definition of next-level comedy.



Donnell Rawlings
Advisor



Frank Holder
Talent Advisor

CONTENT PROGRAMMING

The selected team from "Unnecessary Humor " will curate a series of feature films, tv shows, sketch comedy shorts and live strand up comedy shows.

OUR USER

Median Age – 23
Male – 71%
Female – 29%

ETHNICITY

African Am - 39%
Caucasian - 32%
Hispanic - 17%
Asian - 8%
Other - 4%

TV VIEWERS

27%+ watch on the TV Screen
73%+ watch on mobile devices

MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

OTHER REVENUE VERTICALS

- + Live PPV / Stand-Up Comedy
- + Product Placements
- + Sponsorships Opportunities
- + Brand Partnerships
- + Talent Partnerships

ADDITIONAL ASSETS

- + Future Original Opportunities

HIGHLIGHTED PROJECTS





VBNG

VYRE BUSINESS NEWS GLOBAL

VBNGtv (VYRE - Business News Global) is a powerhouse news-based streaming channel and website that empowers today's small-cap companies, business leaders, and brand partners by innovating solutions, knowledge, and connections needed to be successful.

Live News

VBNGtv Live News feed provides real-time financial market coverage and business content for small-cap companies and business leaders, across all major streaming platforms. The network's live news programming is 10 hours daily, Monday through Friday in North America.

Web Editorial

VBNGtv & Tomorrow Events Ai Technology provides a passionate group of forward-thinking, technology enthusiasts and journalists who take pride in leading the informal highway that provides data-backed insights, empowering our community to make informed decisions in various aspects of their lives, from financial investments to personal choices.

Programming

Documentaries
Movies
TV Shows
Series
Brand Partnerships

Our User

Median Age – 39

Male – 71%
Female – 29%

Income

\$0k-\$100k - 37%
\$101k - \$200k - 22%
\$201k – \$300K - 28%
\$300K+ - 13%

Ethnicity

Caucasian - 36%
African Am - 21%
Asian - 26%
Hispanic - 11%
Other - 6%

Diverse

50% YOY Growth in Diverse Audiences

Profiled As

Investors - 49%
C-Suite or Higher – 51%
Enthusiast – 38%

TV Viewers

52%+ watch on the TV Screen
48%+ watch on mobile devices

Monetization

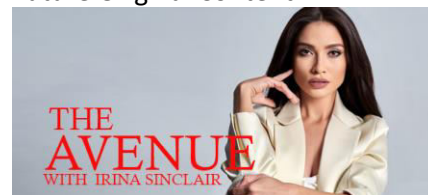
Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

Other Revenue Verticals

+ Live Stream PPV
+ Product Placements
+ Sponsorships Opportunities
+ VBNGtv Profiled Memberships
+ Business Marketing Campaigns
+ Display Advertisements

Additional Assets

Future Original Content +

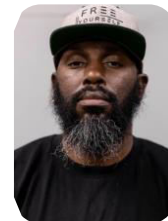




BXNG TV is the only streaming media company focusing on the Next Generation of BXNG and combat sports. BXNG TV links local pro-boxing events and emerging boxing prospects to a worldwide audience.



Adam Glenn
Co-Founder / President



Deon Elam
Co-Founder

Since its creation in 2021, BXNG TV has become the leading global streaming platform for the Next Generation of boxing and combat sports, with steady growth for three consecutive years.

PPV EVENTS PER YEAR:

2021 – 40 events
2022 – 72 events
2023 – 93 events

BXNG TV controls all aspects of video production, from the cameras to the lighting, to the technical aspects of the Livestream, to provide a high-quality PPV production and to ensure a great viewer experience.

OUR USER

Median Age – 27

Male – 64%
Female – 49%

ETHNICITY

African Am - 9%
Caucasian - 11%
Hispanic - 74%
Asian - 4%
Other - 2%

TV VIEWERS

57%+ watch on the TV Screen
43%+ watch on mobile devices

MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

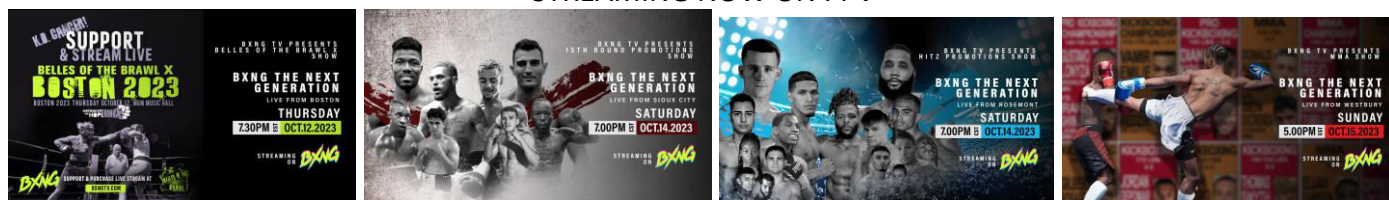
OTHER REVENUE VERTICALS

+ Live Stream PPV / Concerts
+ Product Placements
+ Sponsorships Opportunities
+ Brand Partnerships
+ Talent Partnerships

ADDITIONAL ASSETS

+ Future Original Opportunities

STREAMING NOW ON PPV





VYRE Live is the leading event production and live streaming solution for the music and entertainment industry that provides live visual experiences to the world through the VYRE App on Apple TV, Roku, Amazon Fire, Samsung TV, Android, and iPhone.

LEADERSHIP



Harris Brown
President



Tiffany Gaines
Chief Operations Officer



Theresa Jackson
Production Operations

VYRE Live powers the whole live video broadcast, management, distribution, and monetization infrastructure so that we can provide audiences with an incredible live viewing experience. Our end-to-end live broadcast workflows make it easy to create, schedule, broadcast, and live stream.

VYRE Live's mission is to innovate the live concert experience by bringing live performances to your living room. Our core business is producing, marketing, and selling live concerts for an at-home experience.

SERVICES

Full Production Team
Live Concerts & Sports Production

OUR USER

Median Age – 24
Age Demo 18 to 28
Growth in Diverse Audiences

GENRE OF LIVE MUSIC EVENTS

Rhythm & Blues
Hip Hop
Pop Music
Faith Base
Country

GENRE OF LIVE SPORTS

BOXING
Basketball
Football
Soccer
Pickleball

TV VIEWERS

29%+ watch on the TV Screen
71%+ watch on mobile devices

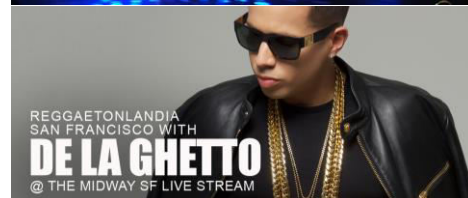
MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

OTHER REVENUE VERTICALS

+ Live Stream PPV / Concerts
+ Tickets to Concerts
+ Sponsorships Opportunities
+ Brand Partnerships

ADDITIONAL ASSETS





JUST FAITH TV is a free global faith channel that delivers diverse content with an emphasis to uplift, challenge, and encourage our viewers through informal and entertaining content, and live special events.

LEADERSHIP



Cheryl Stabler
President / Co-Founder
Of JustFaith TV



Les Brown
Advisor



Harris Brown
Board Member

PARTNERSHIPS



BRIDGESTONE
MULTIMEDIA GROUP



PRODUCTS

Feature Films
TV Shows
TV Series
Documentaries
Talent & Artists Content Deals
Special Events

TV VIEWERS

57%+ watch on the TV Screen
43%+ watch on mobile devices

OUR USER

Median Age – 32
Male – 42%
Female – 58%

MEDIAN HHI: \$124,500+

ETHNICITY

African Am - 39%
Caucasian - 31%
Hispanic - 13%
Asian - 7%
Other - 10%

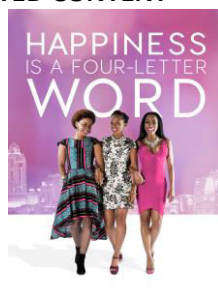
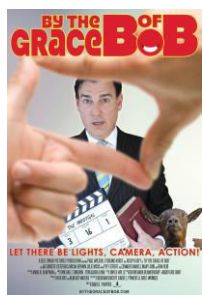
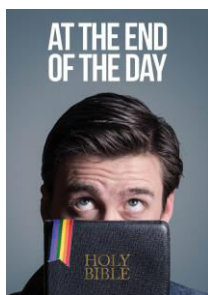
MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

OTHER REVENUE VERTICALS

+ Live Stream PPV / Concerts
+ Product Placements
+ Sponsorships Opportunities
+ Brand Partnerships

HIGHLIGHTED CONTENT





VYRE Africa “vAfrica” is a streaming channel aimed at amplifying the creativity of the underserved African entertainment market to the world, through film, TV, and live events with diverse monetization strategies.

vAfrica provides scale and reach to African producers who deliver content to VYRE’s diaspora-targeted audience. vAfrica identifies and distributes projects from talented young media entrepreneurs through the VYRE App on Roku, iPhone, Apple TV, Samsung TV, Amazon Fire, Android, and the Web.

PRODUCTS

Feature Films, TV Shows, TV Series, Documentaries, Live Stream Concert

LEADERSHIP



Courtney Grimaud
HEAD OF PROGRAMMING



Itibari Zulu
MERGERS AND ACQUISITIONS

OUR USER

Median Age – 22
Male – 71%
Female – 29%

ETHNICITY

African Am - 58%
Caucasian - 12%
Hispanic - 7%
Asian - 17%
Other - 6%

TV VIEWERS

12%+ watch on the TV Screen
88%+ watch on mobile devices

MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

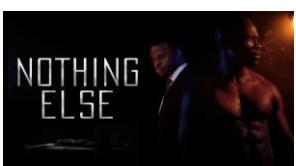
OTHER REVENUE VERTICALS

+ Live Stream PPV / Concerts
+ Product Placements
+ Sponsorships Opportunities
+ Brand Partnerships
+ Talent Partnerships

ADDITIONAL ASSETS

+ Future Original Opportunities

HIGHLIGHTED FILMS





Its Español TV is an all-in-one free streaming service that offers an expansive slate of live and video-on-demand Spanish language entertainment that is distributed through the VYRE APP on Apple TV, Roku, Amazon Firestick, Samsung TV, and Web. As part of the VYRE Network brands, It's Español TV is the voice that amplifies independent film & TV creators innovating Spanish video content for a global audience.

CONTENT PROGRAMMING

The selected team from "It's Español TV" will curate a series of feature films, novellas, and original content.

LIVE STREAMS

Its Español TV will take the lead in the livestream of Spanish artist-focused concerts and special events that will live within the channel's ecosystem.

SPORTS

"Its Español TV" sports will partner with VYRE Sports to distribute Spanish-commentated, live games.

OUR USER

Median Age – 27
Male – 64%
Female – 49%

ETHNICITY

African Am - 9%
Caucasian - 11%
Hispanic - 74%
Asian - 4%
Other - 2%

TV VIEWERS

57%+ watch on the TV Screen
43%+ watch on mobile devices

MONETIZATION

Programmatic Advertising with targeting and measurement leveraging both 1st and 3rd party data; direct integrations with other partners.

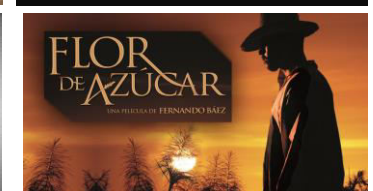
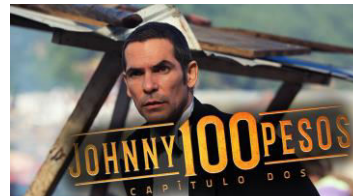
OTHER REVENUE VERTICALS

- + Live Stream PPV / Concerts
- + Product Placements
- + Sponsorships Opportunities
- + Brand Partnerships
- + Talent Partnerships

ADDITIONAL ASSETS

+ Future Original Opportunities

HIGHLIGHTED PROJECTS



VYRE NETWORK

VYRE NETWORK

OTCPK: CAPV

(name & symbol change to
VYRE Is pending)

VYRE DISTRIBUTION

VYRE STUDIOS & PRODUCTIONS

VYRE LIVE

VYRE NETWORK

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