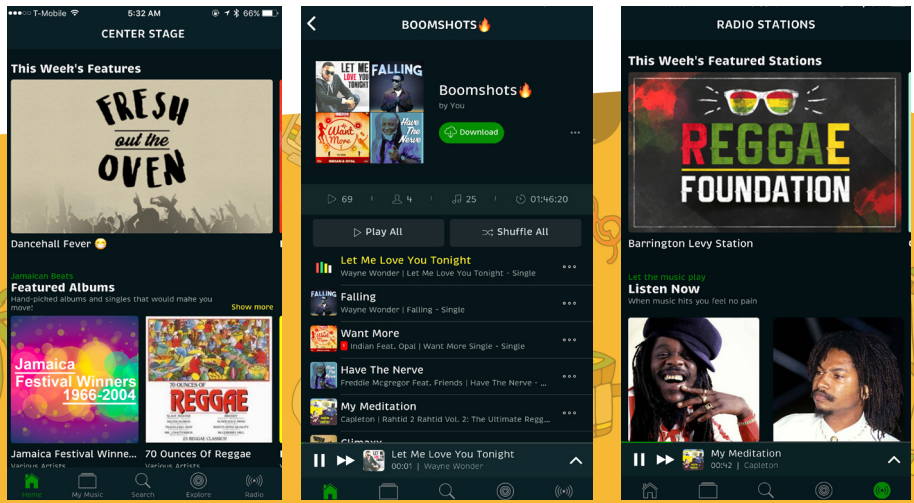
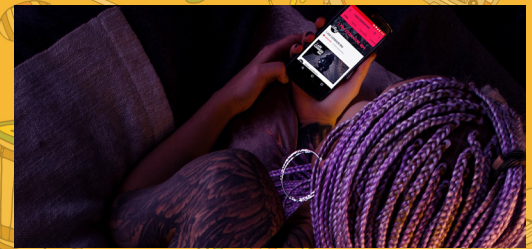


WHAT IS ARTEKAL MUSIC?

Artekal is a digital music startup that delivers a reggae music only streaming subscription service to millions of reggae music fans worldwide. In that sense we view ourselves as not only an entertainment startup but, also a technology startup in the mature digital music space. While there exists well established and positioned players in digital music, we feel that while reggae is represented on these platforms, that there exists an opportunity to deliver a much better curated and more focused reggae music experience. Artekal in that sense will become a reggae music hub and discovery service.



ARTEKAL CREATES A UNIQUE EXPERIENCE FOR DISCOVERING AND LISTENING TO REGGAE MUSIC



HOW DOES IT WORK?

Artekal is a streaming subscription music service focused solely on the reggae music genre. The subscription service is delivered through mobile apps, currently available on iPhone and Android smartphones from the respective app stores. The apps are free to download and all users are given 30 days of free access to experience the full functionality of the app. At the 30 day mark, users are required to select a subscription option in order to continue using the app.

Once the app is downloaded, users create an account and are given 30 days of free access. Users are able to access every feature of the app. They are able to access featured music as well as search through the catalog to find specific artists and songs that align with their musical tastes. Music is streamed via mobile data connectivity or Wifi. The app also allows offline music, allowing users to save mobile data, by downloading playlists, albums, and songs over Wifi and then listening to those on the go or in situations where they have no connectivity.

WHAT ARE THE KEY FEATURES?

- Modern user interface
- 30 days free trial
- Ability play specific songs, albums, and artists
- Ability create own playlists
- Play history
- Access to curated playlists
- Offline music play
- Music search
- Dynamically generated artist and song based radio
- Ability to bookmark and follow specific artists and albums for easy access
- Easy access music categorization for easy exploration and discovery



FAQ

- **Is Artekal Music Free?**
The apps are free to download. Each new users gets 30 days of full access to the app. After 30 days a subscription is required.
- **Does Artekal collect any personal information? If so is it stored and how is it used?**
The only personal information collected is email address and it is never shared with anyone.
- **What mobile application platforms are supported now?**
The app is free and available for iPhone and Android smartphone users.