

Report Date **2020-11-18**

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Singapore
CrossAngle Pte. Ltd.**Profile Report (Public)****MUSIC BROTHERS GLOBAL LIMITED****Hong Kong**
(Country or jurisdiction of incorporation)**2942149**
(Entity Registration Number)**HONG KONG**
(Address, including zip code, including area code, of principal executive offices)**TABLE OF CONTENTS**

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WHERE YOU CAN FIND MORE INFORMATION

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels	Address
Company Website	https://bmpbrave.com/
Main communication channel	telegram
Twitter	
Company Blog	
Facebook	
Linkedin	
Github	
Reddit	
Telegram	https://t.me/BMP_official_notice

WeChat**KaKaoTalk****Custom Link**BMP Chat - https://t.me/BMP_Official_chat

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

PART I. Corporate Profile

ITEM 1. Basic Corporate Profile

Official Company Name	MUSIC BROTHERS GLOBAL LIMITED
Establishment Date	15 May 2020
Jurisdiction of Incorporation	Hong Kong
Principal Office Location	HONG KONG
Address of Official Company Registration	FTC9, 20/F, MAI LUEN IND.BLDG., 23-31 KUNG YIP ST., KWAI CHUNG, NEW TERRITORITES, HONG KONG
Company Name for Website Display	MUSIC BROTHERS
Description of Company	Music brothers aim to develop the talents of producers and entertainers, as well as to plan and train singers, to showcase the best music and to create a sustainable entertainment market.
Company Website	https://bmpbrave.com/
Whitepaper Link	https://bmpbrave.com/BMP%20WhitePaper_Kor.pdf
Mission and Vision	Build an ecosystem of blockchain payment platforms without regional restrictions, where you can meet K-POP the fastest in the world. It will establish a streaming network where artists can directly communicate with fans and easily earn more than 90% of the profits, and will establish itself as the most preferred streaming service in the world. We support the autonomous creative activities of growing aspiring students and artists who are about to debut. In the entertainment business revenue structure, reduce the broker's share of revenue and establish an environment where the Brother Music Platform token is used as the best payment method.

ITEM 2. Team

2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2020-11-18

Kim Kyung Min

Position Title	CEO
Short Bio	- 2017 LA Dr Robbin USA General Manager - 2014 Kraze Burger Kraze International China Branch Manager, US Branch Manager, Hong Kong Corporation Representative - 2006 NEWST Sales Team - University of Tennessee at Chattanooga, US
Experience	
Education	
Company e-mail	
Social	

Lee Jong Hwa

Position Title	Vice President
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Short Bio

Current) Musicbro Vice President
 - 2019 Brave Entertainment Vice President
 - 2012 J2 Ent. CEO (Music distribution company)
 - 2005 NH Media Vice President
 - 2002 Content planning, Mobile Content Department, Mobile Communication Company
 - 2000 Management Planning, BSG

Experience**Education**

Sungkyunkwan University / Bachelor Degree of Industrial Engineering

Company e-mail**Social****Kang Dong Chul****Position Title**

Chief Producer

Short Bio

- Current) CEO of Brave Entertainment
 - Musicbro Chief Producer

Experience**Education****Company e-mail****Social****2.2 Engineering Team Leaders**

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2020-11-18

Hwang Hye Chan**Position Title**

Senior Developer

Short Bio

Current) Musicbro Developer
 - 2020 Topstock, Limited. Web Development Division
 - 2019 Cook Soft, Limited. Development Division

Experience**Education****Social****Kim Hye Jin****Position Title**

Developer

Short Bio

Current) Musicbro Developer
 - 2020 Yogo Company, Limited. Technical Division Developer

Experience**Education**

Dankook University / Bachelor Degree of Department of Japanese Language

Social**Lee Ji Young****Position Title**

Developer

Short Bio

Current) Musicbro Developer
 - 2020 Yogo Company, Limited. Technical Division Developer
 - 2013 Daewoo Construction Research Institute Developer

Experience**Education****Social****Kang Heuk Chul**

Position Title	Director
Short Bio	Current) Musicbro Director - 2008 Brave Entertainment Director - 2002 YG Entertainment
Experience	
Education	
Social	

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-11-18

Maboos

Company	
Role of Advisor	Current) Musicbro Producer - 2013 Best K-POP Lyricist Award at the Korean Culture Entertainment Award - 2010 'Electroboyz' Debut

Red Cookie

Company	
Role of Advisor	Current) Musicbro Producer - 2008 Bachelor Degree of Practical Music Department at Hose University - 2011 Single Album [Chapter 1] Debut

Lee Jin Soo

Company	
Role of Advisor	Current) Musicbro Producer - 2010 Natseon 'Because of you' Producing Debut - Participation in Composing of Brave Girls' 'High HIII' & 'Changed' - Participation in Producing of AOA's 'Luv ME' & 'Sweet and Easy'

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-11-18

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
No data available			
Total	0	0	

PART II. Business Information

ITEM 1. Industry Classification

	Not Applicable
Sector	Communication Services
Industry	Entertainment
Sub-industry	Digital contents and Streaming
Categories	1. Music 2. Payment 3. Platform 4. Social Media

ITEM 2. Industry Description

2.1 Industry Overview

The global entertainment market is expected to grow to about \$2 trillion in 2021. In 2018, the music streaming market reached 274 million dollars. In addition, it was surveyed that 41% of Internet users in Korea are registered for streaming service, and the number of streaming platform users is significantly higher than in other countries.

Streaming services, which have improved user convenience in recent years, are emerging as the most accessible sector in the music market today. For a group of independent artists, streaming services are creating new types of revenue and providing their own music to a variety of listeners out of geographic constraints. Most importantly, through these services, artists can steadily sharpen and refine their skills.

2.2 Recent Trends

(1) Royalty Settlement

Existing streaming services must pay royalties for both digital copy and performance rights, but it is not easy to settle the profits properly that go to artist due to lack of transparency. Due to the difficulty of identification, 25% of the total royalties incurred by streaming services will not be paid.

(2) Sales Profit

Due to the current distribution structure involving various brokers, the distribution of profits to artists has not been properly paid.

(3) High fees for streaming services

Streaming services charge 15-40% of royalties to users in the name of usage fees. Due to the high cost, users refuse to use streaming services and obtain music through other methods such as pirated copies.

(4) Geographic difficulties preventing entry into new markets

It is difficult for one singer to enter another country's market, especially Asian artist's entry into the American and European markets which is very rare. Even if the singer is successful in Asian markets, it is hard to guarantee the success in fandom formation by entering new markets.

2.3 Target Market Size

Over 270 million dollars

2.4 Target Customers

The target users of BMP are the music lovers all over the world where the user can enjoy the service without limitation of the

boundaries and regions. Everyone is welcomed to join us and enjoy the music streaming, purchasing, selling, subscribing, trading and supporting service provided by BMP.

2.5 Competitors

2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2020-11-18:

YG

Description	YG Entertainment

2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-11-18:

No data available

ITEM 3. Project's Business Model

3.1 Business Description

3.1.1 Revenue Model

The goal of Brother Music Token is to become a cryptocurrency that can be used in various fields such as TV, concert, event and magazine purchase. Music Brothers (BMP) aims to achieve this vision with unique app and token designs that will make a big difference in token trading and distribution. Brother Music Token will enable the sale of music sources and albums in new markets through not only K-POP market promotion, but also instant payment and blockchain-based Brothers music streaming service, and will bring innovation to the music market. To achieve this vision, Music Brothers (BMP) will promote the project through a variety of media and continue their marketing activities.

3.1.2 Platform or Application Overview

General platform description

No Input

Functions of the solution

Brother Music Platform will be the fastest Blockchain platform to meet K-POP abroad. It provides the right (without distributors or record labels) for artists to upload their own creative songs and videos directly to their fan pages for promotion (BitSong Platform), and encourages free communication between artists and fans. Fans can listen to music, purchase K-POP products, enjoy worldwide delivery system, send present to artists, promote fandom and buy tickets. The platform also offers online performance, auditioning for new artists and casting with expert ratings.

User pain points

No Input

3.1.3 Product/Service Line Description

- Domestic & Overseas K-POP Music Streaming

Domestic & Overseas K-POP Music Streaming

- K-POP Album Purchase of Hallyu Products

K-POP Album Purchase of Hallyu Products

- Concert Ticket Sales

Concert Ticket Sales

3.1.4 Competitive Advantage

BMP has a different strategy from the existing music platform. Not to mention listening to music on other sites, it is a multi-music platform where Internet shopping and music audition fields are held at the same time. While listening to music, fans can shop for K-POP goods as well as other Korean products and send presents directly to the singer through the agency. Moreover, it is a professional multi-music platform where fans can easily access K-Culture and can post audition videos every month to get ratings from the producers.

3.1.5 Intellectual Property

No Input

3.2 Partnerships

3.3 Project Progress

History

No Input

Project Status

Pilot Stage

Development of the platform and business operations have been or will be funded through the following sources

Initial token sale(Public and Private)

Plan or Strategy to expand platform or token

The initial token release can be used in the beta version of BROTHER MUSIC PLATFORM. Mobile apps, wallets, and web applications will be released as available beta versions, and will feature features that allow fans and artists to communicate and trade. Artists can carry out marketing activities on the platform that can get the user's interest and support for their project or the content they have worked on.

The platform is designed so that payments can be made directly to advertisements and artists.

In addition, AI will be used to provide customized services through playlist recommendation, artist management, search history and user behavior data analysis. This machine learning can be used to predict album sales or event revenue for artists. Two years after its launch, BROTHER MUSIC PLATFORM will expand its scale and connect with other networks or platforms to provide various music experiences. The specific plan will be finalized according to the business relationship and expansion strategy.

After the token sale, we continue research and development to improve the utilization of tokens and improve the quality of platform services through large-scale marketing and music trend leadership. In addition, we plan to continuously design, test, and implement through our internal development team. Continuous updates on the platform development status will be provided to all users, and the development team will investigate user feedback to guide improvement.

K-POP is an evolving genre and has a market that can gain global recognition. BROTHER MUSIC intends to become a leader in the blockchain-based music distribution and streaming market, while ensuring fair rights and rewards to producers and artists, thereby providing a venue for activities around the world.

3.4 Milestones

Title	Target Date	Status	Description
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Expanding Community Service	2021-06-04		Expanding Community Service
Expanding Record, Sound Source Distribution Service	2021-05-03		Expanding Record, Sound Source Distribution Service
Configuring New Service Product	2021-04-30		Configuring New Service Product
Configuring Community Service	2021-03-15		Configuring Community Service
Upgrading Web, App System	2021-02-26		Upgrading Web, App System
Implementing Record, Sound Source Distribution Service	2021-02-05		Implementing Record, Sound Source Distribution Service
Expanding the Right to Sound Source	2021-01-20		Expanding the Right to Sound Source
BMP (MusicBro Platform) Grand Open	2020-12-11	Completed	BMP (MusicBro Platform) Grand Open
BMP music streaming and download service provided	2020-11-06	Completed	BMP music streaming and download service provided
BMP (MusicBro Platform) official Launching	2020-10-30	Completed	BMP (MusicBro Platform) official Launching
BMP(MusicBro Platform) Beta launching	2020-10-23	Completed	BMP(MusicBro Platform) Beta launching
TV, newspaper, SNS advertisement	2020-10-12	Completed	TV, newspaper, SNS advertisement
MusicBro Mobile app (iOS & Android version) service launching	2020-09-22	Completed	MusicBro Mobile app (iOS & Android version) service launching
BMP(MusicBro Platform) Alpha launching	2020-09-04	Completed	BMP(MusicBro Platform) Alpha launching
Equipped with KYC system	2020-06-10	Completed	Equipped with KYC system
Strategic alliance with musician	2020-03-20	Completed	Strategic alliance with musician
Protocol development	2020-02-05	Completed	Protocol development
Whitepaper drafting	2019-12-27	Completed	Whitepaper drafting
Project planning	2019-12-20	Completed	Project planning
Market analysis and Research	2019-12-02	Completed	Market analysis and Research

3.5 Use Case

No Input

3.6 Legal Concerns

No data available

PART III. Financial Information

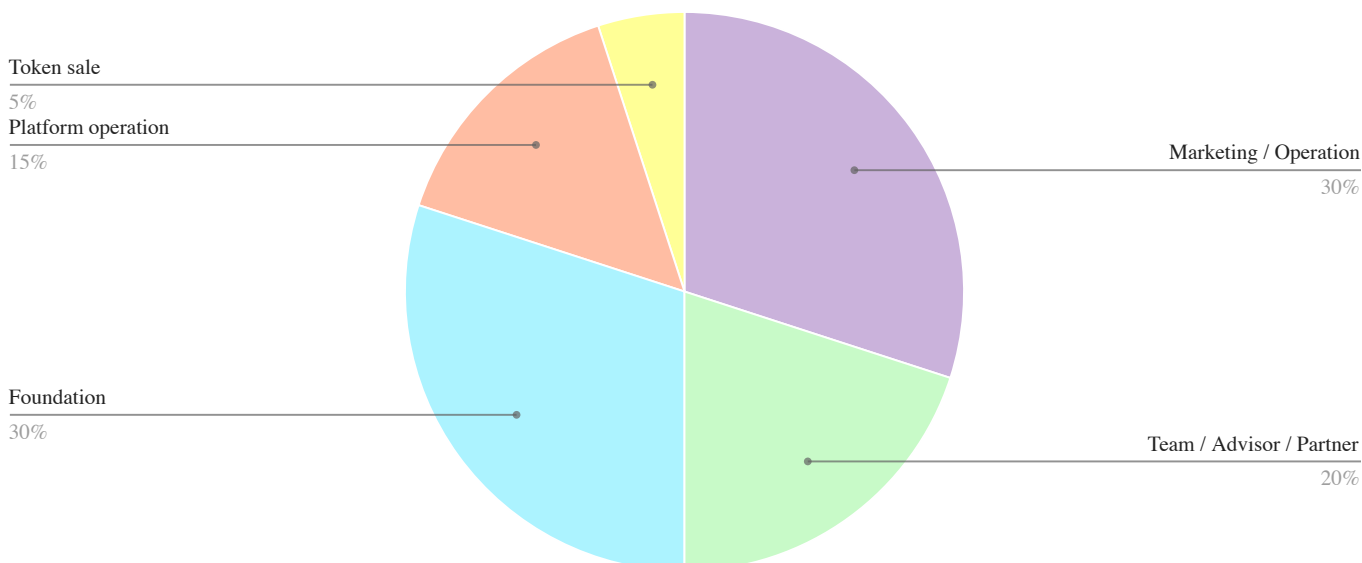
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PART IV. Token Information

ITEM 1. Token Profile

Token Name	Brother Music Plarform
Symbol	BMP
Token Economy	
Token Usage	BMP (Brother Music Platform) tokens can be traded with other cryptocurrencies and can be stored in the user's electronic wallet to make money. Token holders can receive part of their profits through market price fluctuations and transactions. BMP tokens are used as payment methods for channel subscriptions, music streaming, and artist sponsorship within the platform ecosystem. It is also used as a medium between producer and artist.
Short Token Description	Music brothers aim to develop the talents of producers and entertainers, as well as to plan and train singers, to showcase the best music and to create a sustainable entertainment market.
Token Contract Address	
Base Platform	Ethereum
Mainnet Explorer Url	
Network	Type: Mainnet (Token) Network Type: Network Sub-type:
Project Type	Utility Token
Tokens were initially available and currently obtainable in the following method(s)	1. Exchange offering
Additional Token issuance or minting conditions, including implemented natural inflation.	None
Trading practices after the Token Sale by Company	1. Company has not purchased or sold Tokens after the Token Sale
Method of allocating tokens during Token Sale	

Token allocation percentage based on Total Supply immediately after Token Generation Event



Token Holder Rights

a) Receive payments or other consideration under the following circumstances

Tokens can be used to purchase tickets to future events or sponsored programs at discounted prices, and active users will be given priority to 50% discount tickets or special bonus benefits.

b) Tokens give holders ownership or contractual interest or rights in the following circumstances

No Input

c) Token holders may vote on the following matters

No Input

d) Other information that may be relevant to the Tokens or their sale

No Input

ITEM 2. Token Sales**2.1 Token Sales details**

No Input

Percentage of individual investors at initial offering

Terms and conditions for top backers

No Input

2.2 Initial Offering Rounds

No data available

*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by $((\text{High} + \text{Low}) / 2)$ of market price

ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-11-18. Corresponding transactions hashes have not been provided within this report.

Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

ITEM 4. Listed Exchanges

Exchange	Pair	Price	Volume	Percentage
No data available				

ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2020-11-18.

Rank	Address	Balance	Percentage
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ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-11-18.

Market Cap Rank

Price Performance



► USD

Current Price :

Change (7d/24h/1h) : % | % | %

Market Cap : -

Initial Offering Price : \$-

Return since Initial Offering :

► ETH

Current Price :

Change (7d/24h/1h) : % | % | %

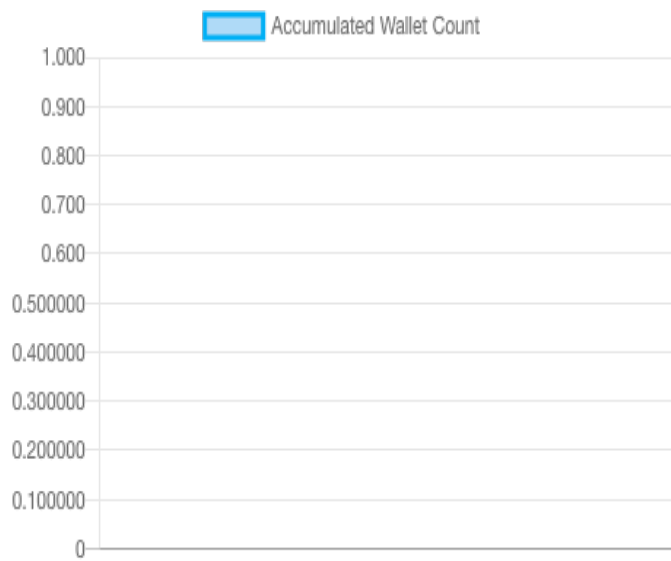
Market Cap : -

Initial Offering Price : - ETH

Return since Initial Offering :

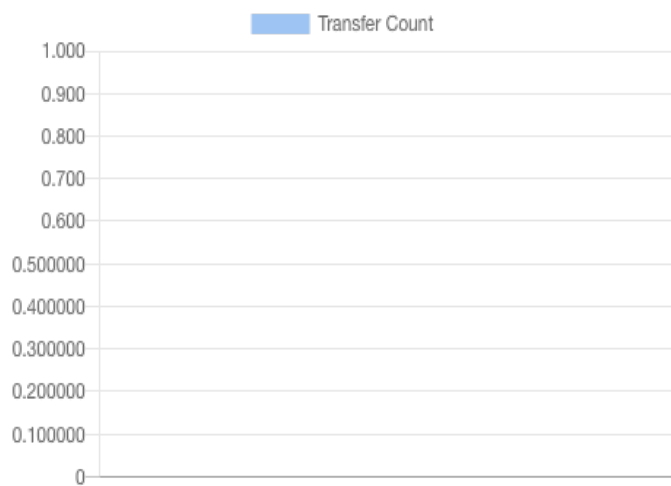
ITEM 7. On-chain Performance

Accumulated Wallet Count



Date	Accumulated Wallet Count	New Wallet Count
No data available		

Transfer Count



Date	Token Transfer Count
No data available	

Transfer Volume



Date	Token Transfer Volume
No data available	

PART V. Compliance

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