To All Fellow Artists

Direct Fan Communication App
Introducing MaTuRi
（July 2014）

http://www.maturisystem.com

MaTuRi

・Japan Patent Pending 2013-214281
・Japan Patent Pending 2013-261377
・Japan Patent Pending 2013-028587
・Japan Patent Pending 2013-124198
・Japan Patent Pending 2013-130711

How have artists delivered their music to their fans?

Until now, music has been sent in various forms such as CDs, downloads, radio, live shows, and videos, etc. Moreover, this music has been advertised in different ways such as TV commercials, magazine advertising, commuter advertisements, flyers, and SNS, etc. What is clear is the fact that large amounts of time and money has been spent. What is not clear is their actual effect on the sales of such music.

What if a fan could get everything (i.e. the music, the promotions, and the related merchandise) **all in one application**?

For the artist living in the Social Media age, an indispensable tool containing all the necessary elements to achieve direct fan communication.

It is MaTuRi.

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① MaTuRi – outline of its functions

The key points and merits wrapped up in each function of MaTuRi is explained.

②Earnings Model

Explanation of monthly income structure to the Artist. Unprecedented high cash back, makes the advantages clear to the Artist.

③ MaTuRi – each function's details

Explanation of the details of each function of MaTuRi and how various things such as ads, a community, music distribution, news, and ticket sales, etc. can be achieved.

④How to register

 A guide to the simple procedures required for registering at MaTuRi.

3 Huge Selling Points

We've gone against "common sense" for the sake of
the artist with a "direct fan communication" app!

We can easily create your own personalized app for free!

The real time content delivery through your own administration page!

Huge amount of Sales back to you!

Once you've registered, you can release your own personalized MaTuRi app through the Apple Store and Google Play under your Artist's name (or group name). There in **no charge** for app development, registration fee, or user's fee. All can be used for **free**.

You can deliver what you want when you want through your own administration page. Also, you can send your own songs, play radio or animation, and communicate with your fans by delivering information to them at anytime and anywhere in real time.

For those original MaTuRi app was created, an app is with a monthly fund collection system. Funds are collected from membership fees (i.e. fund collection) and a large portion is given back to the Artist.
*We deduct the commission to the Apple store and Google play as well as the operating expense for MaTuRi. Free advertising model is in the works.

The Merits of Introduction

What are the merits of adopting MaTuRi with its completely new earnings model?

For Artist

Ideal musical activity while profiting at the same time

Songs you've created, songs you send, interact with your fans, and grow with them.

Earnings - a huge part going back to you. Going about business your own way while staying in close contact with your fan base as you increase your fund collection.

For Artist Management

Bring in Fans, Bring in Funds

Fans, carrying their smartphones 24/7, always in direct contact with you. Through this continuous contact, you can increase fans' loyalty.

Profit through the mobilization of fans to your live shows. Also, it can be used as a fan club to reap further advantages.

◆ Outline of MaTuRi functions

Easy way to manage this app!

Choose from a list of ready function, a management page for your own
exclusive use would be created. From there, music, videos, photos, news,
and radio, etc., always easily and freely sent to your fans' smart phones.

Huge cash back on sales!

MaTuRi is a monthly fee collection system app. The artist decides the monthly amount to be collected. From the amount of membership fees (or funds) collected, a large amount goes back to you, the artist. Your earnings forecast such as monthly fee amount can be built based on the scale of your fan base and can change and go into an activity fund.

*** Commission fee for Apple Store, Google play, and/or MaTuRi operational expenses will be deducted.

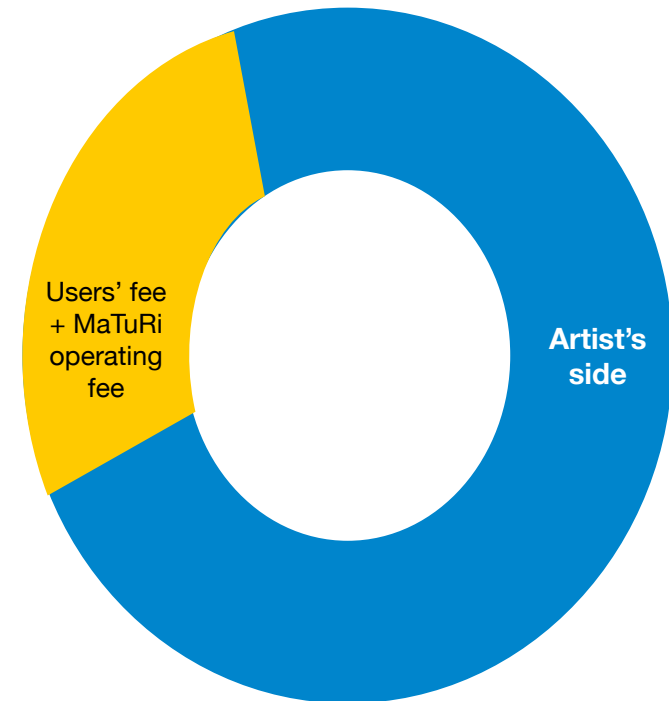①Artist determines the price.
(hypothetical case of monthly earnings)

アプリの月額課金額を決めてください。

月額	月額	月額	月額
$1.99	$2.99	$3.99	$4.99
Tier2	Tier3	Tier4	Tier5

②App sold in your name

Available on the App Store

ANDROID APP ON Google play

③ Earnings Breakdown

Users' fee + MaTuRi operating fee

Artist's side
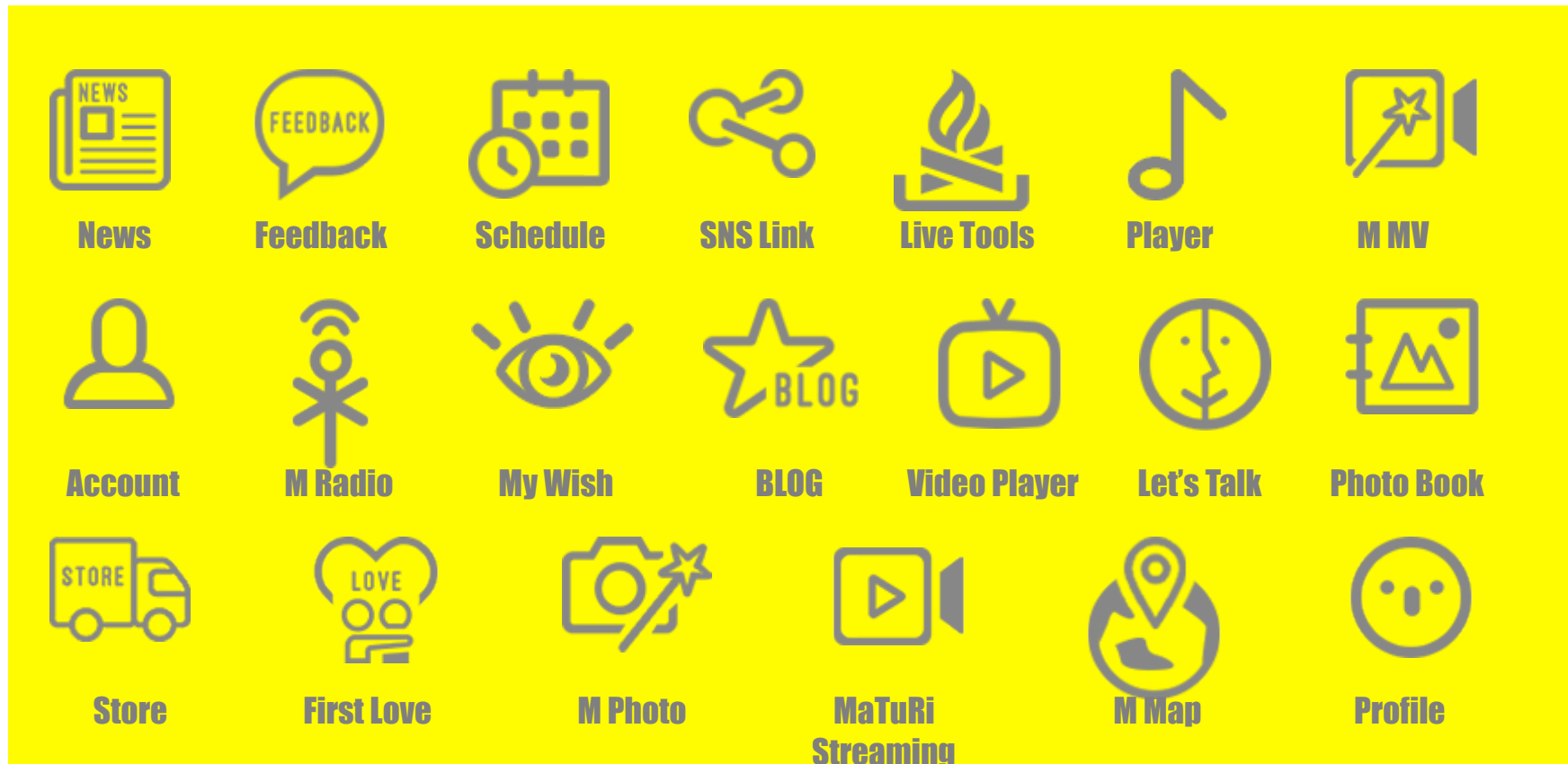
7

Necessary functions for artist prepared!

There are all the functions required for the Artist and fans such as music distribution, live ticket sales, news, radio, videos, blog, and community. From this app, a new way of expressing your music activities to your fans (there are functions in the works)

News	Feedback	Schedule	SNS Link	Live Tools	Player	M MV
Account	M Radio	My Wish	BLOG	Video Player	Let's Talk	Photo Book
Store	First Love	M Photo	MaTuRi Streaming	M Map	Profile	

◆ MaTuRi – each individual function details (main functions)

◆News – always send them freely!

With your app, you can create and send your own news.
You can remove and attach something to your news or
attach a 6-second Vine video with a separate app.
It's up to you what kind of news you will create!

News

**◆Schedule – Also, live show guidance
and ticket purchase**

An event on live schedules can be delivered through your
app. Because it's push notification, your fans get live
information promptly. Plus, you can choose where, who,
and how your fans get to see your live shows!

Schedule

◆ MaTuRi – each individual function details (main functions)

Player

◆How to enjoy is up to you!

Player – your music can easily be uploaded onto a newly created playlist and with your app. Through Effectors (Comp, EQ) function and standardized equipment, it's up to you how you entertain your fans with your music.
(Effectors (Comp, EQ) is coming soon!)

M Radio

◆Let's deliver your voice to your fans!

You can play the contents of your band's member's talk, etc. with your app. You and your band members can honestly express yourselves to your fans through M Radio!

◆ MaTuRi – each individual function details (main functions)

◆Live Tools- The impossible is possible with Live performance!

MaTuRi is your supportive tool for Live shows.

MaTuRI Fire can turn your smartphones into a strobe light which can be used at Live shows.

MaTuRi Shake is a way for fans to show their true supports for their artists through the "shake" movement of their smartphones.

From now on, through the number of shakes from enthusiastic and supportive fans, even an unknown Artist can rise to the top ranks!

Live Tools

◆Profile – Business activity history to date

On Profile section, you can display your music activity history, discography of your released songs, number of shakes from Live Tools, combined with number of users of your app. You can also cut and paste contents from YouTube and SoundCloud. Also, you count the number of "Like" sold on Blog and Photobook.

Profile

◆ MaTuRi – each individual function details (main functions)

Blog

Coming soon

◆Blog – "Like" Taken from rankings.

MaTuRi's original Blog with "Like!" to buy functions. Your fans can buy "Like!" and help fund your efforts simply by tapping "Like." Based on the set amount of "Like" you can create chances to increase both your fan base and income!

Let's Talk

Coming soon

◆You can communicate directly with your fans through Chat.

Plus, you can come into contact with fans of your artists' friends, bringing you the potential to increase your own fan base.

For registering at MaTuRi, the following conditions are required

✓You are a performing Artist.

It is required that you're releasing your own materials and/or doing live shows periodically.

✓You have a smartphone (i.e. iOS, Android).

It is required to check yourself the information uploaded though your own administration site.

✓You are able to prepare your own icon.

It is required that you use Photoshop, etc. to create your own icon with 1024x 1024 png.
For those without editing tools, please use Pixir's web service (http://pixlr.com/).

✓You agree to MaTuRi's Terms of Use and Privacy Policy.

At the end of registration, please read them thoroughly.

✓In principle, you have your own homepage.

＊Other conditions are listed on the homepage. of MaTuRi.

Finally, "Why MaTuRi?"

The name, "MaTuRi" comes from the traditional Japanese festival or 祭. At 祭, whistles and drums are played, various food stands are available, the people of the community are gathered to create nice memories.

People dance with each other, too. People go there to take in "that time" "that day" "that space" "that color of sound" in order to create a special memory.

From this, we've come up with a new idea of how to enjoy music.

With MaTuRi, 1) your music speaks for you, 2) your music appears in different media in one package for you, 3) your live performance is easily handled by an app system managed by you.

In today's music world, this app might not be the perfect solution or choice available, however, at MaTuRi, we're trying our best to tailor our system to meet the demands of each country's market, welcoming your questions and comments in order to improve our system and service to you.

Trying something new is never perfect.

For artists, fans, everyone who truly loves music.

MaTuRi is for you !

From the members of the MaTuRi Development Team

Thank you very much for reading.

If any question, please contact us freely at
support@maturisystem.com