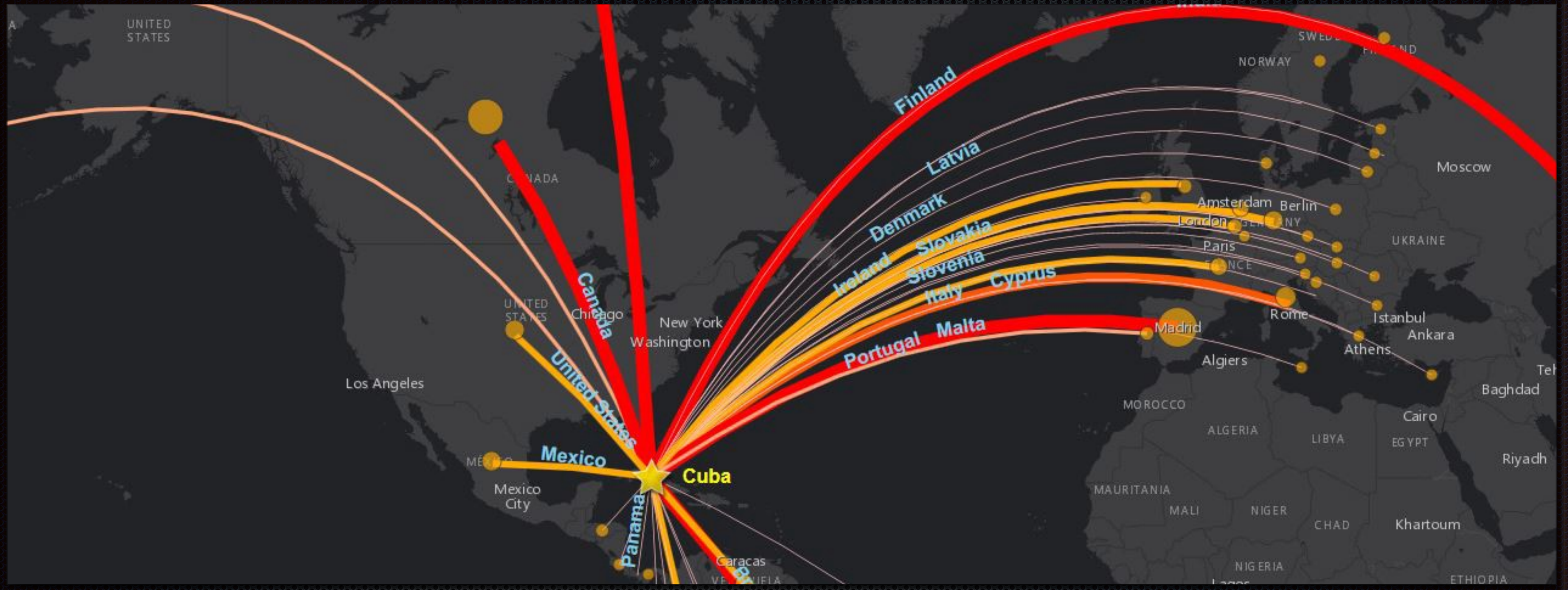


EN VIVO SE VIVE



Delivering Cuban Content to the World



XPORTA Delivers A Cuban Cultural Explosion

Ready To Distribute to the World

Unique Pathway to Cuban Culture | Exclusive Remarkable Content

A Massive Cultural & Trade Shift Is Underway

- USA / Biden Administration prioritizing Cuban cultural exports and open trade
- Foreign Investment in Cuba has already surpassed 1.9+ Billion USD as of Feb 2021
- Worldwide: Over 572 Million People Speak Spanish + Consume Spanish Language Media
- Since 2000, the hispanic population has expanded by over 35M in USA
- Hispanics now total nearly 65M active consumers - 19% Of USA Population
- Cuban pop culture has broadening appeal to to US, EU, Asian and global viewers



“Latin Music Is Now More Popular Than Country & EDM In America”

–Jeff Benjamin Forbes Magazine 2019

“U.S. Hispanics are ahead of the curve when it comes to digital.”

– *Think With Google (official blog)*

“Total Annual Spending by U.S. Hispanic Households Reaches \$978 Billion in 2020 – Higher Than Any Other Minority Consumer Group”

“Hispanics are 41% more likely than other groups to connect with brands through social media,”

“Latinos are 34% more likely than average to watch live TV on their mobile phone, 18% more likely to stream digital video via Amazon Prime, and 14% more likely to stream via Netflix.”

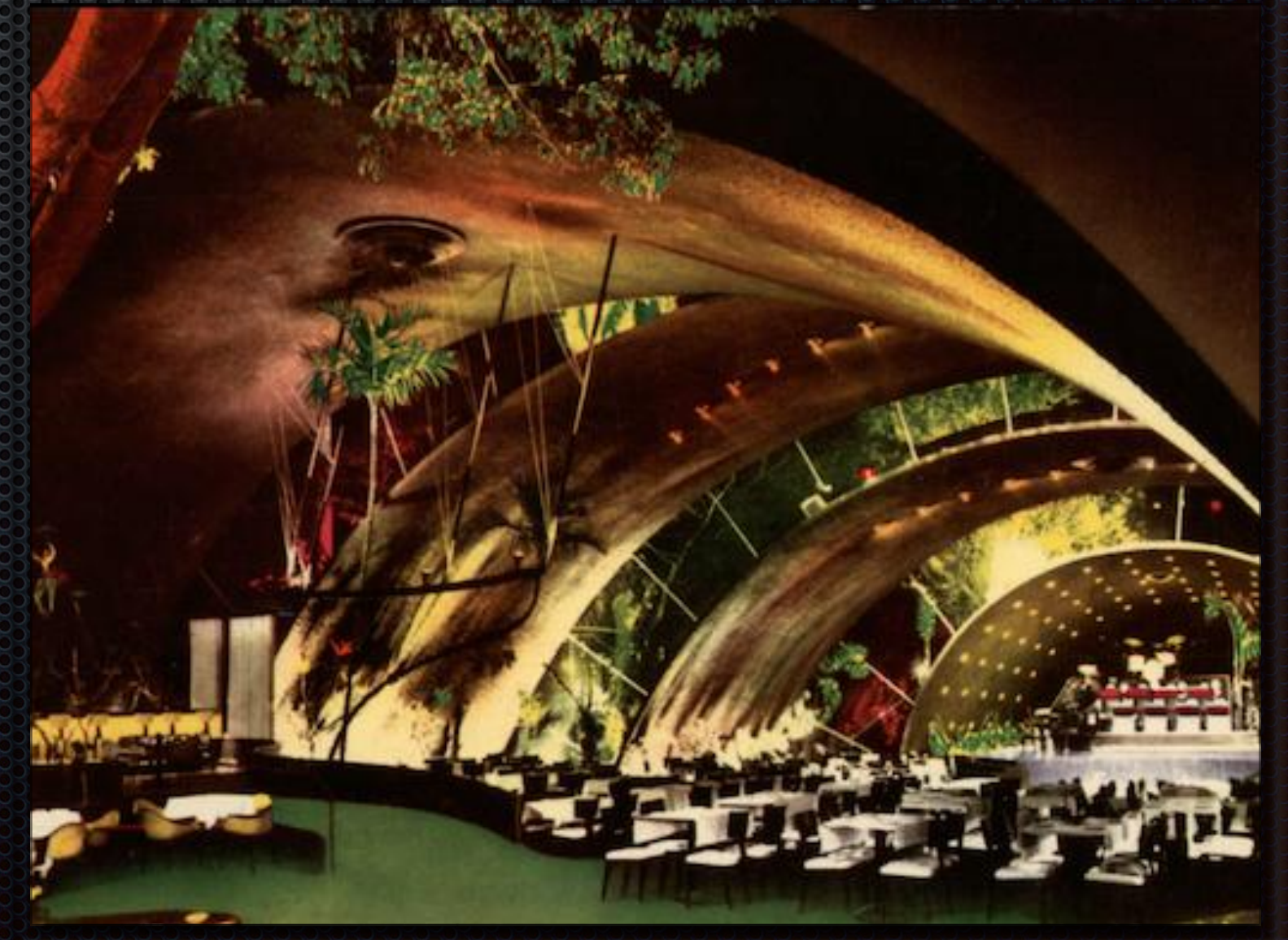
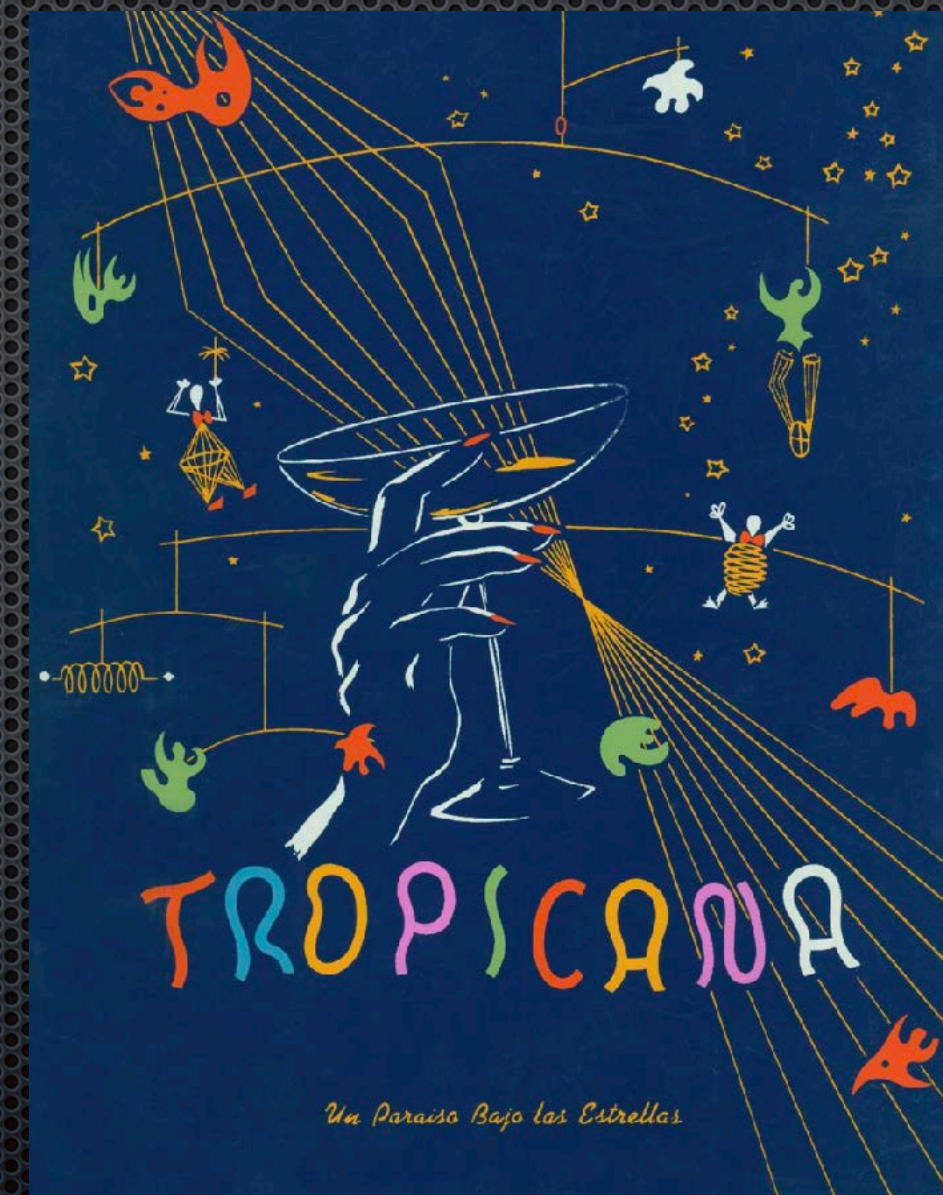
–*Claritas Marketing Research*

¿Que es **En Vivo Se Vive**?

the first wave of content from XPORTA

- Programming of Cuba's finest musical groups. Shot during the summer of 2020, at the height of the global pandemic and as productions worldwide came to a halt, we were working. These fully realized concerts showcase the rich history and talent of 20 of the top-tier bands working and birthing music in Havana today. Created as a joint venture with the famed national label, Egrem, **En Vivo Se Vive** is an unprecedented achievement. From legacy acts to emerging talents, it is an indisputable fact that Cuba has consistently offered the world its most prized natural resource—**Music**.
- **En Vivo Se Vive** (Live We Live) Content from yesteryear's archival footage to today's live concert series. We have unprecedented access to visually recorded music filmed throughout the country. There exists well over 20,000 hours of unexploited material that can easily be ingested into a channel without even entering the vaults.

The Tropicana Nightclub, Havana Cuba



En Vivo Se Vive

Phase 1: Capture Today's Most Iconic Cuban Music Stars

- In the summer of 2020, during the worst pandemic in 100 years, XPORTA achieved what most believed impossible: We gathered 20 of Cuba's most iconic current artists, secured the famous Tropicana Nightclub in Havana, and shot 20 live shows and B roll.
- 20 live concert shows captured in 4K quality video, 5 cameras, and studio quality multitrack audio (mixed & mastered)
- 20+ hours of concert show footage plus 10+ hours of b-roll
- All rights cleared and ready for release
- Ready on an as needed basis/on spec for additional editing and polishing for various partners and distro channels

En Vivo Se Vive

Phase 1: We Captured 26 Of Today's Most Iconic Cuban Music Stars

Shot in 4k + Fully Mixed & Mastered Audio

Formell y **los Van Van**

Orquesta Aragón

Issac Delgado y Orquesta

Alexander Abreu y **Havana D' Primera**

Adalberto Álvarez y su Son

Pupy y los que Son, Son

Muñequitos de Matanzas (Program: Noche de Rumba)

Adonis Panter y **Osain del Monte** (Program: Noche de Rumba)

Alain Pérez y Orquesta

Manolito Simonet y Su Trabuco

El Niño y La Verdad

Lazarito Valdés y **Bamboleo**

Haila Mompié y su Grupo (Program: Haila y Vania)

Vania Borges (Program: Haila y Vania)

Maykel Blanco y Salsa Mayor

Yomil Y El Dany (Program: Noche Urbana)

El Micha (Program: Noche Urbana)

"Cucurucho" Valdés

Interactivo featuring: Robertico Carcassés, Willian Vivanco, Brenda Navarrete, Telmary Diaz

Kelvis Ochoa (Program: Grupos Pop)

David Torrens (Program: Grupos Pop)

Nube Roja (Program: Grupos Pop)

Tony Ávila

Buena Fe

NU CUB Jazz featuring: Oliver Valdés, Rolando Luna, Gastón Joya, Haydée Milanés, Yaroldi Abreu

Phase 2: Shape The Stories

- ✦ Now planning interviews and additional B-roll to tell the rich stories and augment the existing concert footage
- ✦ We're then ready to begin editing for various distribution platforms and partners:
 - ✦ Long form documentary
 - ✦ Individual star artist shows
 - ✦ Bite size social and digital content
 - ✦ Podcast and Radio Content (FM/XM)



Phase 3: The Future y los Archivos

- ✦ XPORTA has exclusive access to live concert footage, entire music catalogues, and unreleased recordings (i.e. lost tapes) from current stars to legacy historic artists, and electrifying new talent.
- ✦ With our exclusive 5 year partnership with the national record label of Cuba, Egrem Music, **En Vivo Se Vive** is our first access to a century's worth of audio/visual assets for further content distribution. The partnership was formed with direct approval by the Cuban Ministry of Culture through founding XPORTA principal, Issac Delgado who is a recording artist and producer as well as a key cultural figure for Cuba both domestically and globally.

Phase 3: The Future y los Archivos

Concepts

- TROPICANA NIGHTS: Of all Cuba's nightclubs and cabarets, Tropicana is the most world renown. Part casino and part cabaret it was all Cuban: the only nightclub owned and run by Cubans rather than by the American mob. TROPICANA NIGHTS brings back the days and nights of its greatest glory, in the 1940s and 1950s, when Havana was one of the most sophisticated and vibrant tourist destinations in the world, and where the combination of music, dance, gambling, and sex made it irresistible to post-War America.
- REBEL DANCE, RENEGADE STANCE: Rebel Dance, Renegade Stance shows how community music-makers and dancers take in all that is around them socially and globally, and publicly and bodily unfold their memories, sentiments, and raw responses within open spaces designated or commandeered for local popular dance.
- ARTIST PROFILE SERIES/DOCS: Mini docs on each featured artist—origin stories and what influenced their music, mentorship in other bands, etc. Slate of 30-40 stories with multiple features inside the films as the artist themselves can take the viewer on a tour of their neighborhoods. Cuba is more than just Havana.

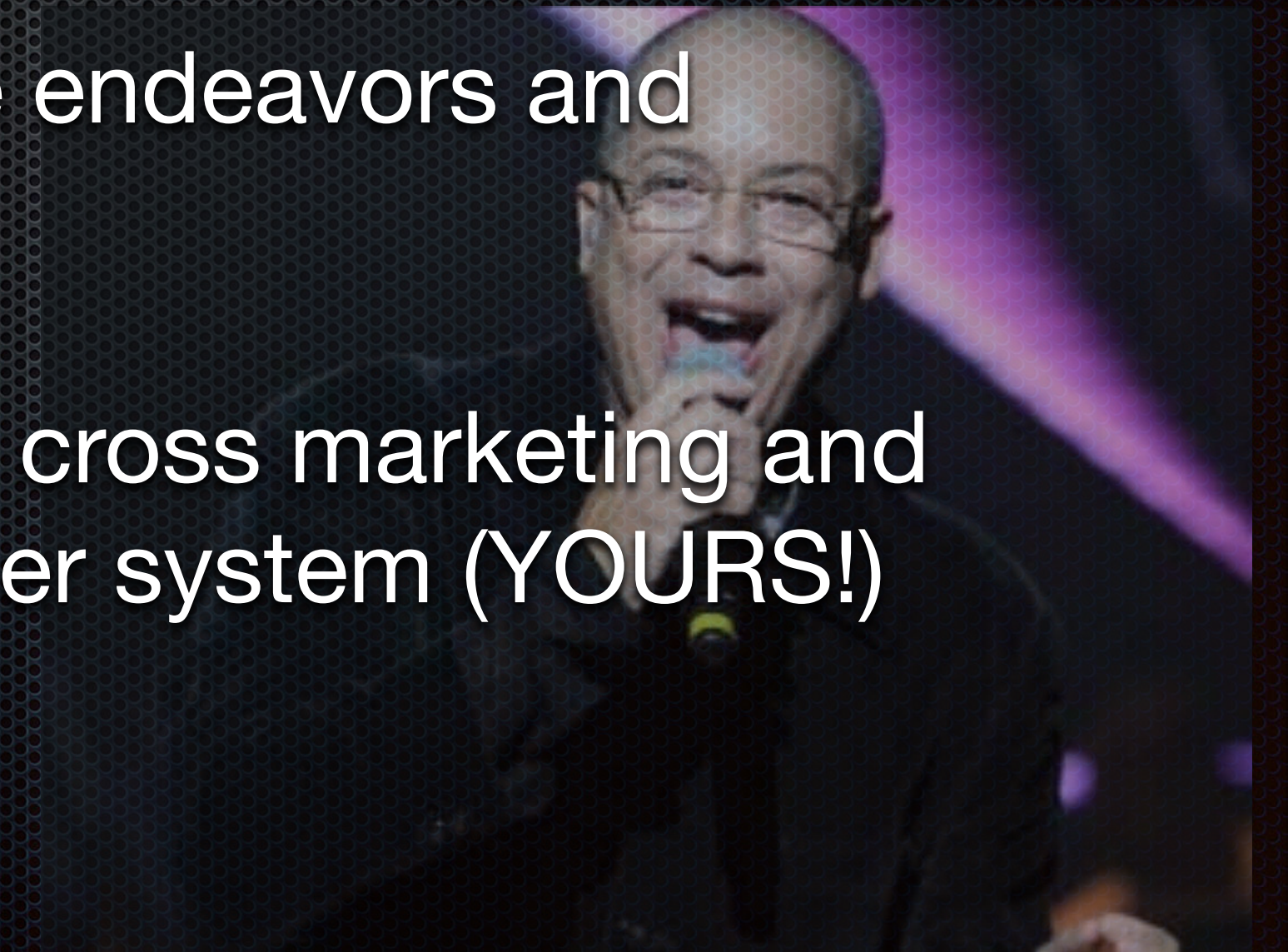
Phase 3: The Future y los Archivos

Concepts Continued....

- INTERACTIVO! Cuban Music Today / Current and very active artists that have not been able to break out into the international scene yet have a vast catalogue of songs and are very current blending jazz, hip hop, r&b, and their Cuban musical roots. A special blend much like UNSUNG! the captivating series on TV One.
- BACK CHANNEL: Cuban Reggaeton and Trap Music Not unlike other subversive music, the movement is heavily influenced by political conditions, technological advances, the internet, and a democratization, of sorts, of information.
- SANTIAGO DE CUBA: The Artists from this Region, Concerts, Mini Docs, and Conversations with Legends. Santiago is inked to the most prolific place for Rum and the Bacardi Family Story.

Opportunity Recap

- Immediate content available for distribution with all rights cleared
- Multiple revenue streams available across AV assets for all media
- Access to cultural and musical archive through future slate
- Exclusive access and entry via existing administrative endeavors and relationships via XPORTA Principals
- Working capital partnership emboldens cultural global cross marketing and advertising revenue opportunities within existing partner system (YOURS!)



EN VIVO SE VIVE

We Are XPORTA

We are committed to producing, administering, and delivering Cuban content to the world.

We are experts in music management, rights clearance, publishing, and solving nasty gnarly problems.

Xporta believes in fair trade and fair practice in the global market for all artists.

Principals: Anna M. Sala, Issac Delgado, Asif Ahmed
Contact: anna@xporta.world





XPORTA