



IRPP **Independent Radio Program Productions**

Intelligent & Unique Radio

PRIVATE PLACEMENT **&** **INFORMATION MEMORANDUM**

Mission Statement:

'To set an industry standard for the highest forms of excellence in radio programme production

IMPORTANT NOTE

This document is the result of extensive research undertaken by the IRPP team to develop & form the basis of a commercial proposal to provide high net worth and/or sophisticated investment partners information to allow for an investment decision to fund the IRPP project by way of a financial investment in return for a participating shareholding interest in the business. All care has been taken to ensure the information, *(financial and otherwise)*, contained herein is correct. Parties in receipt or in possession of this document are bound by an implied legal agreement - [IRPP/NDA]- not to disclose, distribute or copy any part of the content to any third party without the expressed written permission of IRPP. All currency denominations are in US Dollars (\$) or Euro (€) were stated. Any and all errors and omissions are excepted. All creative ideas, recordings, formats and/or outlines relating to IRPP programming are subject to exclusive copyrights applied for or held by IRPP

Dear *Investor*,

AN INVESTMENT OPPORTUNITY LIKE NO OTHER

The overall media and entertainment sector continues to expand, exceeding global economic growth while evolving consumer behaviour into more active, personalized, on-demand experiences. All of which has caused the industry to face many disruptions, with traditional mass media most impacted and having to re-intent itself to stay relevant, accessible and financially viable.

Unique content, in all areas of media, is experiencing a huge rise in demand - driven by a rapid increase in media platforms – mainly due to low-cost set-up and operational access provided through digitalization, mobile communications and streaming.

The broadcast radio market has grown significantly using such digital and web-based formats – currently fuelled by AI, faster internet and personalised, on-demand consumption - creating new opportunities in the market but also shifting consumption from traditional recorded scheduled terrestrial broadcasting to social platforms reels and podcasts.

The move from analogue to digital media has created an explosion in need for accessible content as schedule programming gives way to applications on Smartphones and 5G - which enables content consumption anytime, anywhere. Furthermore, artificial intelligence tailors content recommendations to increase engagement while emerging technologies are creating new immersive experiences.

These advances have established a new and dynamic landscape of user engagement along with a re-thinking of revenue streams from traditional forms of advertising.

With this in mind I developed an outline business model to address such accessibility and its consistent need for unique quality, broadcast ready content. I carefully took into account the cost to revenue ratios - within a market that was always highly competitive, and is now, more so than ever. What I ended with was a skeleton of what would become IRPP.

Convinced I had something worthy I looked to put a team together to assist me in researching and getting involved in a business and industry I believed had huge potential for growth. I looked to assemble a balanced team of talented individuals with the following attributes:

- Strong Leadership
- Clear Communication skills
- Shared goals
- Adaptability
- Accountability

Once I had secured the services of the four individuals that now constitute the IRPP team (alongside me), our primary focus became concentrated on:

The inevitable extensive market research to allow a practical and knowledgeable development of the project as a commercial business:

Conceptual content and formulaic formats for efficient production of commercial product:

Operational models, structured to ensure low-cost professional quality audio production within strict budgets:

Strategic marketing and sales plans designed to penetrate a growing commercial market constantly in need of unique affordable content:

Establishment and working capital requirements - coupled with financial projections to show the potential return on investment:

Once the above was in progress we set out the following critical standards to be our goals in creating a viable commercial project attractive to private investment:

A clear vision to build, grow and consolidate the business:

Compelling unique product(s) and service(s):

A clearly identified, qualified market to sell into
A detailed operational business plan with strategic focus and defined milestones:
A dedicated incentivised team – tied in for the long haul:
Market and technical expertise along with competition awareness
Competitive pricing structure(s)
A clear route to profitability

I believe our extremely professional team with its extraordinary level of creative talent have expressed within this information memorandum, the value and volume of unique product IRPP can deliver to a global market that is expanding daily. The size, scale and potential profitability of IRPP give potential investors the confidence necessary to become involved in what I previously described as an investment opportunity like no other.

Derek Kelly

(Founder)

If you are interested in investing in the IRPP project:

Please Call Derek on +353 87 607 4389.

Investment in IRPP is available only to high-net worth individuals and/or sophisticated investors:

The minimum investment by an individual investor is €5,000:

All investment funds will be held in the client account of IRPP'S solicitor in the first instance:

Investors will receive hard copy share certificates along with virtual acknowledgement of their interest:

Investors making a significant investment, (€50,000+) will be offered a seat on the board of IRPP:

The Team

Derek Kelly: CEO

Derek is a native of Dublin, Ireland. He has a background in financial analytics at the London Stock Exchange having held numerous executive, management and consultancy positions. His extensive career of establishing and growing new businesses, includes;

Financial news services – <i>Technical Indicators</i>	Avionics - <i>Airtel</i>
Office development - <i>Coldlink Properties</i>	Poker – <i>Gutshot</i>
Telephone service promotions - <i>Áudiotext</i>	Publishing – <i>K2</i>
Number plate recognition – <i>Appian Tech</i>	Wholesale goods – <i>Los Warehouse</i>

He has written and published numerous articles for newspapers and magazines. Derek is in charge of day-to-day executive management of the business with primary responsibility for sales & marketing, concepts - artistic excellence and editorial control. He will be located full time at IRPP Headquarters.

Susan Drumm: Accounts & Administration

Susan is originally from London and has extensive experience in all levels of business administration and accounts management. She has established office procedures and operational systems from family run concerns to managing over 200 employees in the private health services sector. Susan is fully conversant in;

Cost Accountancy management	Financial reporting
Payroll	Human resource administration
SAGE	Corporate secretarial

Susan is primarily responsible for office administration and financial controls - including corporate reporting. She will be located at IRPP headquarters.

Stephen Kelly: Technical & Creative

Stephen is a native of Ireland. He has a comprehensive experience in all levels of audio recording technology and practice. Stephen achieved a high profile in the music industry as a composer and performer. Stephen was among the first in the music business to embrace and integrate AI technology into recording and editing systems. Stephen is responsible for recruitment and management of studio technical personnel and the overseeing / maintaining of production values and archiving of creative content. Stephen will be located at IRPP headquarters.

Barry Martin: On-line & Sales & M marketing

Barry is a native of London. He has extensive experience in all levels of information technology, on-line marketing systems and support. He brings his knowledge of vertical marketing along with an advanced understanding of AI sales technology, tracking and targeting. Barry has proficient knowledge of;

Browser based & cloud communication applications	Pro-Tools
AI powered marketing applications	Logic
	Adobe Audition

Barry is responsible for the setting up of automated sales, payment and marketing systems along with establishing our online presence while advising and providing consultancy services to in-house engineering team. He will operate remotely – on demand from London.

Corporate Structure

The business will be incorporated into a legal limited liability trading company subject to relevant jurisdictional corporate reporting and taxation law – the location of incorporation is subject to further discussions with investors and tax advisors.

The sole director at incorporation will be: **Derek Kelly**
The company secretary at incorporation will be: **Susan Drumm**

At incorporation the company will issue the minimum required shares at €1 each. The distribution of shares at incorporation will be:

Derek Kelly: (99% of issue)
Susan Drumm: (1% of issue)

In compliance with the relevant jurisdictional Companies Act; the board will authorise the issuing of:

1,000,000 shares (at *0.01 cent each*)

Susan Drumm will surrender her shares to Derek Kelly for a consideration of €1 (*deemed paid at the time of surrender*). In compliance with the relevant jurisdictional Companies Act the board will value the authorised shares at a premium to realise a capital value for the company at: **€500,000**

These authorised shares will be distributed as follows:

Derek Kelly: 60% of issue
Investor(s): 40% of issue

Investment Funding

A valuation of the business for the purpose of raising investment capital is calculated and arrived at from a metric applying the viability of the project, estimated establishment / working capital requirements and a projected financial and commercial potential of the business – including return on investment projections.

Following due consideration of the above metric, the team set the capital value of corporate IRPP at €500,000 – being reasonable in application in the short to medium term for the purpose of seeking to raise sufficient investment capital through a sale of up to 40% of the issued shares in the company. Such capital will allow the business move to its next stage of growth.

Investment Capital raised will be used exclusively to establish and fund the business to a point of profitable income generation as per the strategies, commitments and estimated expenditure as set out in this document.

It is the intention of the team to raise sufficient capital, (€200,000), through the sale of up to 40% of the issued share capital of the company, (*subject to contract*): Such investment will be privately sought from high net-worth individuals and/or sophisticated investors - using this document as a private placement information memorandum.

Investment capital can be raised in the following increments and employed for the following purposes at the following intervals:

- | | | |
|--|-----------|----------------|
| ○ Establishment Capital: | (Month 1) | €50,000 |
| ○ Programme production / Working Capital | (Month 2) | €50,000 |
| ○ Marketing/Working Capital: | (Month 3) | €50,000 |
| ○ Working Capital/Reserve | (Month 6) | €50,000 |

Advisors:

Legal

The company will be represented in the first instance by:

Simon Ellison

Continental Legal:

Condes San Isidro 13 – 1Cy4A – Fuengirola – 29640

Telephone: (Office)+ 34 951 505 427:

(Mobile): +34 615 340 301

E-Mail: simonellison@lawsinspain.com

Accountants

In Spain the company will conduct financial reporting – including Autonomo / payroll through:

Jarvan Hartopp of Exactly Accountants:

Calle Punta Albir s/n 03590 (Alicante)

+34 960 741 423: E-Mail:

support@exactly.es

In Ireland the company will conduct financial reporting – including corporate reporting / taxation through:

Celtic Accounting:

26 Parklands Crescent, Maynooth,

County Kildare, W23K2R2

+353 (01) 6290 555: E-Mail:

info@celticaccounts.com

Bank(s)

The company will operate deposit and trading bank accounts at

Bank of Ireland St.

Stephens Green Branch

Dublin: +353 818365365:

N26:

Paseo de la Castellana 4328046 Madrid

Registered Office

Eyon

Murroe

Limerick

Ireland

7 TPW74

Operational Studio / Office:

IRPP” Sede”

Torre del Mar

Axarquía

Malaga Province

Spain

Location Benefits (Southern Spain)

Competitive property & services rates
Technical & Entertainment Personnel availability
Competitive labour rates
Competitive taxation
High speed communications
Secure dynamic business friendly jurisdiction
International transit, distribution & communication infrastructure

Location Benefits (Republic of Ireland)

The Irish Artists' Exemption allows qualifying actors, writers, composers to exemptions up to €50,000 of income derived from the sale of their creative works from Income Tax.

This exemption is available to individuals operating and registered in the Republic of Ireland

The Irish government also offers significant support for qualifying artists, primarily through the 2026–2029 BIA scheme, providing €325 weekly to qualifying Republic of Ireland companies for each qualifying individual employee.

The Arts Council in tandem with local authorities provide development grants including tax exemptions to art-related projects of up to €50,000. per qualifying sector of employment and operational assistance.

The Irish Arts Council through local authorities also offer various grants for a range of qualifying art related activities, including:

- Development of new projects
- Training of personnel
- Workspace rental & development
- Representation at festivals, venues & exhibitions.
- Partnerships with youth groups

Production Module:

In the initial phase of production, the business will concentrate on building its archive of material using the following methodology:

30-minute-episodes
Adverts; up to 5 minutes per episode.
12 episodes per series

Each show is pre-written, rehearsed and recorded from script at IRPP headquarters. The general brief for each production is to meet a standard of superior content appealing to broad audience / advertiser categories that are;

People orientated
Action orientated
Contented orientated
Time orientated

Standard Format

<i>Broadcast time per episode:</i>	30 Minutes
<i>Advert time per episode:</i>	3/6 Minutes
<i>Episodes per series</i>	12
<i>Presentation / script time per episode:</i>	12 / 23 Minutes

This formulaic production module will ensure uniformity of:

Budgeting	Writing
Development	Presentation

Recording,
Editing
Mastering,

Packaging
Sales
Distribution

Show Formats:

(See www.irppradio.com for scripts and demonstration recordings)

1. Sing Me a Story

Light-hearted anecdotal format detailing the background to 4 well known narrative ballads with anecdotal nuggets and background detail. Each episode profiles a song from four different artists. Each show has a particular national theme. 30-minute episodes – 12 episodes per series.

Episode	Titles:
US	<i>American Songbook</i>
ENGLAND	<i>This is England</i>
SCOTLAND	<i>Take the Highroad</i>
IRELAND	<i>Ceol agus Craic</i>
CANADA	<i>Oh Canada</i>
AUSTRALIA	<i>Good-Day Mate</i>
MAVERICKS	<i>Individual Originals</i>
WALES	<i>Cymru Am Byth</i>
BEATLES	<i>Never Let It Be</i>
ABSURD	<i>Ludicrous & Laughable</i>
DYLAN	<i>His Own Chosen Speed</i>
EU	<i>Song for Europe</i>

2. Once Upon a Lullaby

Classic short stories – out of copyright -produced with musical scores. A late-night stylised show designed to allow broadcasters the opportunity to attract sponsors as well as individual advertisers. 30-minute episodes – 12 episodes per series.

Episode Titles:

LOVING KAFKA
A LITERAL ODDITY
GUESTS OF A NATION
MR LOVEDAYS LITTLE OUTING
THE TELL-TALE HEART
GIFT OF THE MAGI
THE OPEN WINDOW
RED HEADED LEAGUE
HOW TO BUILD A FIRE
THE DOLL'S HOUSE
THE MONKEY'S PAW
SCANDAL IN BOHEMIA
THE LOTTERY
RIP VAN WINKLE
THE TURN OF THE SCREW

3. And the Oscar goes to:

A 30-minute show centred on the Oscar ceremony starting in 1929 and each subsequent year thereafter– news headlines from the year – Show to show layered storyline detailing the development / history of Hollywood – anecdotes about big name influencers – nominees for the year – winners – review of best picture – play out with biggest selling music track of the year.30-minute episodes:

Episode Titles:

1929

1930

Etc.

4. *Setting the Standard*

Profiling 4 songs / structure / songwriter / performing artist's place in history/ anecdotal stories about people and songs recognised as the ones that started a genre. 30-minute episodes. 12 episodes per series.

Episode Titles:

ROCK & ROLL
RYTHMN & BLUES
COUNTRY & WESTERN
GRUNGE
GLAM ROCK
HIP-HOP
METAL
HOUSE & GARAGE
PUNK
FOLK
PROTEST
WEST COAST

5. *Live & Dangerous*

The elite of Stadium Rock – tales from the road, backstage and the defines the legacy of the biggest & best – 4 bands highlighted + 4 songs highlighted per episode 30 minutes per episode – 12 episodes per series.

Featured Bands S1:

THIN LIZZY (Boys are back in Town)
QUEEN (We Will Rock You)
LED ZEPPLIN (Whole Lotta Love)
U2 (Sunday Bloody Sunday)
ROLLING STONES (Satisfaction)
COLDPLAY (Viva la Vida)
AC/DC (Highway to Hell)
THE WHO (Baba O'Riley)
PINK FLOYD (The Wall)
BRUCE SPRINGSTEEN (Born to Run)
BON JOVI (Living on a Prayer)
THE KILLERS (Mister Brightside)
+

6. *Raised on Song & Story*

A series of relaxed interviews with published authors detailing their life through autobiographical recall, anecdotal tales and the music they grew up with – 4 songs per episode. (songs from: Childhood – Young Adult – Adult – The song they wish they'd written) 30 minutes per episode

Interviewees (To Date)

Glenn Meade
Eli Cranor
Donal Ryan
Graeme Linihan

7. *A Woman's Heart*

Each episode highlights 3 iconic women musical artists, their biography / career, an anecdotal story plus a song most associated with them 30 minutes per episode - 12 episodes per series

Featured Artists S1 EP1

**: JONI
BILLIE
TINA**

**AMY
ARETHA
DOLLY**

1. The Ouija Tapes

A series of psychic tongue-in-cheek interviews with individuals from history – 1 x 30-minute interview per show – 12 episodes per series.

Featured Interviewees S1

**WILLIAM SHAKESPEARE
NAPOLEON BONEPART
MARILYN MUNROE
GEORGE WASHINGTON
GERONIMO
WINSTON CHURCHILL
ALBERT EINSTEIN
PLATO
HENRY VIII
LEONARDO DA VINCI
ALEXANDER THE GREAT
JOHN F KENNEDY
ISSAC NEWTON
JULIUS CAESAR**

Conversations of Consequence

A series of imaginary conversations between eminent and influential individuals who shaped history – performed with a touch of comedy, tragedy and pathos. 1 x 30-minute interview per show – produced dramatically with music + FX: 4 episodes per series.

Participants S1

- 1. FREDRICH HAYEK & J.M. KEYNES ON THE ROOF OF KINGS COLLEGE SUMMER 1942**
- 2. ELIZABETH CADY & SUSAN ANTHONY ON A SENECA FALLS STREET CORNER 1851**
- 3. HENRY FORD & THOMAS EDISON AT A CONVENTION 1896**
- 4. JOHN STEINBECK & ERNEST HEMINGWAY COSTELLO'S BAR NEW YORK 1939**

Website:

www.irppradio.com – (Now Operational)

MARKET (*Definitions*)

The market initially targeted by the IRPP sales team are radio stations world-wide that can be categorised as:

Terrestrial / Traditional Radio Stations: *Broadcasting in English-to-English speaking states / provinces / territories / counties / jurisdictions*

Internet / Virtual Radio Stations: *Broadcasting in English*

Each type of radio station can be broadly defined through the following criteria:

Accessibility: Terrestrial / Traditional AM/FM stations are regionally limited in audience reach while internet Radio can attract listeners globally

Distribution: Terrestrial / Traditional radio relies on signal tower size - Internet Radio streams content through online servers

Interactivity: Internet Radio is not subject to a formal licence or governance. Terrestrial / Traditional Radio can be subject to jurisdictional governance.

N.B. *There are no jurisdictional barriers to the sale and distribution of IRPP product.*

Syndication Markets (*Overview*)

The team have identified 209 English speaking jurisdictions where IRPP can offer exclusive broadcast agreements for its product to individual users.

Countries	7
Jurisdictions	209
Independent operators	38,085
Advert revenue p/a	\$15.241 Billion

Global Markets (*Breakdown*)

1. UNITED STATES OF AMERICA:

Total Stations **35,608**

Total Ad Revenue p/a: **\$12.9 Billion**

<i>(State)</i>	<i>(Stations)</i>	<i>(State)</i>	<i>(Stations)</i>
Alabama	378	Kansas	300
Alaska	235	Kentucky	392
Arizona	312	Louisiana	320
Arkansas	335	Maine	149
California	1103	Maryland	149
Colorado	360	Massachusetts	236
Connecticut	107	(Michigan	524
Delaware	36	Minnesota	407
Florida	741	Mississippi	303
(Georgia	520	Missouri	422
Hawaii	123	Montana	263
Idaho	193	Nebraska	243
Illinois	519	Nevada	141
Indiana	402	New Hampshire	115
Iowa	322	New Jersey	157

New Mexico	280	Virginia	397
New York	617	Washington.	394
North Carolina	511	Wyoming	209
North Dakota	138		
Ohio	503	<i>(Territories)</i>	
Oklahoma	302	American Samoa	11
Oregon	282	Guam	18
Pennsylvania	587	Puerto Rico	142
Rhode Island	45	US Virgin Islands	25
South Carolina	283		
South Dakota	156	<i>(Federal District)</i>	
Tennessee	469	District of Columbia	2
Vermont	91		

2. UNITED KINGDOM

Total Stations: **608**

Total Ad Revenue p/a: **\$723 Millions**

<i>(England)</i>	Sussex	West Lothian
	Warwickshire	Wigtownshire
	Wiltshire	
<i>(Counties)</i>		<i>(Wales)</i>
Bedfordshire		<i>(Counties)</i>
Berkshire		Anglesey
Buckinghamshire		Brecknockshire
Cambridgeshire	<i>(Scotland)</i>	Caernarfonshire
Cheshire	<i>(Counties)</i>	Cardiganshire
Cornwall	Aberdeenshire	Carmarthenshire
Cumberland	Forfarshire	Clwyd
Derbyshire	Argyle	Denbighshire
Devon	Ayrshire	Dyfed
Dorset	Banffshire	Flintshire
Durham	Berwickshire	Glamorgan
Essex	Bute	Gwent
Gloucestershire	Caithness	Gwynedd
Hampshire	Clackmannanshire	Merionethshire
Herefordshire	Dumfriesshire	Mid-Glamorgan
Hertfordshire	Dunbartonshire	Monmouthshire
Huntingdonshire	Fife	Montgomeryshire
Kent	City of Glasgow	Pembrokeshire
Lancashire	Inverness-shire	Powys
Leicestershire	Kincardineshire	Radnorshire
Lincolnshire	Kinross-shire	South Glamorgan
London	Kirkcudbrightshire	West Glamorgan
City of London	Lanarkshire	Wrexham
Middlesex	Midlothian	
Norfolk	Moray	<i>(Northern Ireland)</i>
Humberside	Nairnshire	<i>(Counties)</i>
Northamptonshire	Orkney	Antrim
Northumberland	Peeblesshire	Armagh
Nottinghamshire	Perthshire	Down
Oxfordshire	Renfrewshire	Derry
Rutland	Ross & Cromarty	Fermanagh
Shropshire	Roxburghshire	Tyrone
Somerset	Selkirkshire	
Staffordshire	Shetland	<i>(Islands)</i>
Yorkshire	Stirlingshire	Skye
Suffolk	Sutherland	
Surrey		

Mull
Lewis & Harris
Orkneys
Hebrides

Shetlands
Ratlin
Jersey
Guernsey

Isle of Man
Isle of Wight
Isle of Scilly

3. IRELAND

Total Stations: **124**

Total Ad Revenue p/a: **\$164 Millions**

(Counties)

Clare
Cavan
Cork
Carlow
Dublin
Donegal
Galway
Kildare

Kilkenny
Kerry
Longford
Louth
Limerick
Leitrim
Laois
Meath
Monaghan

Mayo
Offaly
Roscommon
Sligo
Tipperary
Waterford
Westmeath
Wicklow
Wexford

4. CANADA

Total Stations: **965**

Total Ad Revenue p/a: **\$927 Millions**

(Provinces)

Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland & Labrador
Nova Scotia

Ontario
Prince Edward Island
Quebec
Saskatchewan
Northwest Territories
Nunavut
Yukon

5. AUSTRALIA

Total Stations: **456**

Total Ad Revenue p/a: **\$ 289 Million**

(States & Territories)

New South Wales
Queensland
South Australia

Tasmania
Victoria
Western Australia
Capital Territory
Northern Territory

6. NEW ZEALAND

Total Stations: **290**

Total Ad Revenue p/a: **\$208 Million**

(Administrative Regions)

Auckland
Bay of Plenty
Canterbury
Gisborne
Hawkes Bay
Manawatu-Whanganui
Marlborough
Nelson

Northland
Otago
Southland
Taranaki
Tasman
Waikato
Wellington
West Coast

7. SOUTH AFRICA

Total Stations: **324**

Total Ad Revenue p/a: **\$319 Million**

(Provinces)

Eastern Cape
Free State
Gauteng
KwaZulu-Natal
Limpopo

Mpumalanga
North West
Northern Cape
Western Cape
Republic of South Africa

PRIVATE PLACEMENT MEMORANDUM

FINANCIALS

Income

1. Revenue Model

This model is predicated on charging \$150 to broadcasters per 30-minute programme episodes. There is an additional add-on charge of \$50 per episode per repeat broadcast, (*1 repeat is forecast per episode.*) US Industry average costs for producing broadcast ready 30-minute unique content is a mean \$950 Each 30-minute IRPP production allows up to 5 minutes of advertising to be sold by stations. The revenue model establishes stations must receive a mean \$20 per 1 minute of adverts sold per episode US industry minimum commercial mean advert fee per minute is \$225 This revenue model is devised on selling into a market of:

38,085 radio stations

209 jurisdictions

7 countries.

Episodes are sold as part of twelve-episode series for 1 series episode to broadcast weekly. Single series purchase price will be discounted by 10% IRPP maintains perpetual copyright ownership of all its product.

2. Syndication Revenue Model Metric

Product	Sold to Station(s)	Discounted	\$ Fee	\$ Repeat Fee	\$ Total
1 Episode	1	0	150	1 x 50	200
1 Series	1	10%	1,350	12 x 50	1,950
1 Series	10	10%	13,500	12 x 50 x 10	19,500
1 Series	50	10%	67,500	12 x 50 x 50	97,500

PROJECTED U.S. SALES

Q4 Y1 \$ Income Per Week - 10%

1 episode x 50 stations + repeats: **10,000** **9,250**

Q4 Y1

2 episodes x 50 stations + repeats: **20,000** **18,500**

Q1 Y2

U.S. + R.O.W SALES

US + ROW markets 2 episodes x 75 stations + repeats: **30,000** **27,750**

[35,608 US stations targeted requires a success conversion rate]: **1:712**

[38,085 radio stations targeted globally requires a success conversation rate]: **1:762**

PRIVATE PLACEMENT MEMORANDUM

FINANCIAL

Costs

Website

Build & Launch Budget: €2,500

1. Headquarters

Property:

The proposed property for IRPP headquarters is located within 250 meters of Torremolinos Train station / 10 kilometres from Malaga airport and is a self-contained unit comprising 135 square meters.

	€
Rental Deposit:	3,000
Annual Rent:	18,000
Annual Management Fee:	1,500
Fixtures & Fittings: (<i>Reform</i>):	7,500
Furniture:	2,500
Annual Comms:	2,000
Annual Services – Electric / Water:	2,000
Total:	36,500

2. Headquarters

Tech & Equipment: (*Includes delivery, installation, set-up, testing, training, support & insurance*)

	€
2 x iMac 24 M4:	5,688
2 x MacBook Air M4:	3,460
PreSonus Series III SE16:	2,090
Yamaha NS10 M Studio Monitors:	560
4 x Sennheiser HD 280 Pro headphones:	414
3 x XMSJSIY Channel Audio XLR Snake:	142
2 x Neumann TLM102 microphone:	1,458
2 x Shure SM58S:	266
2 x Rhode NT1-A:	215
Tenor Mic Isolation (Bundle):	80
2 x K&M 27105 mic stands:	75
PreSonus Quantum ES (<i>Bundle</i>) – portable studio:	552
PreSonus Studio One Pro7 Academic:	168
Pro Tools Studio (<i>Annual Sub</i>):	311
Logic Pro	168
UGREEN NA Sync DPX4800 (<i>HD Storage</i>):	742
(4K 60FPS Podcast pro camera + Tripod) x 3	885
Video edit suite Steinberg Cubase Pro	570
Lighting	725
Total:	18,569

3. Programming (*Production Costs*)

		Per Episode
		€
<i>Writing: 1 hour @ €20 per hour</i>		20
<i>Presenter: 1 hour @ 20 per hour</i>	20	
<i>Recording: 1 hour @ € 20 per hour</i>		20
<i>Edit & Master 2 hours @ €20 per hour</i>		40
<i>F/O & Admin:</i>		10
Total (Episode):		110*
Total - (Series - 12 Episodes):		€1320

*(An additional cost to program production will be playlist licencing fees)

NOTE: A separate report is available regarding merchandising costs, income and operational procedures:

PRIVATE PLACEMENT MEMORANDUM

4. Licence Fees

The annual fees to secure blanket audio /music rights from jurisdictional licencing bodies, to allow use of copyright music in productions - calculated from information supplied by individual jurisdictional agencies:

Country	Agency(s)	€Fees (p/a)
UK:	(PRS)	800
USA:	(FCC - ACAP - BMI)	1500
Canada:	(SCAMP - CONNECT)	700
Australia / New Zealand:	(APRA - AMCOS)	600
Ireland:	(IMRO)	300
South Africa:	(SAMRO)	500
Total:		4,400

5. Staff (Y1)

	Hourly Rate	Hours (per 5-day week)	Total
	€		€
Manager:	15	30	450
Office:	15	20	300
Tech 1:	15	16	240
Tech 2:	15	16	240
Tech Manager:	20	16	320
Presenter:	20	8	160
Writer:	20	8	160
Sales x 2: (Fixed basic)			200
Sales x 2: (on target commission)			600
Support x 2			500

Total (Weekly): 3,170
Total (Annual - 50 weeks): 158,500

Illustrative Financial Projections: (Year 1)

	€
COSTS	
Establishment	
Website	(2,500)
Headquarters:	
(Property)	(36,500)
(Tech & Equipment)	(18,569)
Insurance:	(1,250)
Staff:	(158,500)
Licences:	(4,400)
Marketing (Budget):	(15,000)
Total:	(236,719)
SALES (Q4 Y1 only):	188,484*
P/L:	(48,235)

Illustrative Financial Projections (Year 2)

	€
COSTS	
Website	(500)
Headquarters:	
(Rent & maintenance)	(19,000)
(Equipment replace & maintenance)	(5,000)
Insurance	(1,250)
Staff:	(186,600)
Licences:	(4,400)
Marketing (Budget):	(25,000)
Total:	(236,750)
SALES	1,225,330*
P/L:	988,580
*: (\$ to € at €0.85)	

PRIVATE PLACEMENT MEMORANDUM

DEVELOPMENT & EXPANSION

Spanish Language Programming

It is the intention of the team to develop a Spanish language production department to complement existing English language model and expand the commercial activities of the business into new jurisdictions.

The headquarters of IRPP is located in the metropolitan province of Malaga in Southern Spain, therefore affording it access to suitable personnel for the creation and production of targeted commercial programming in the Spanish language to qualified markets.

Spanish Language Markets

Recognised markets for Spanish language programming - as to be produced by IRPP are extensive and comprises, in part, of:

Country	Radio Stations	National jurisdictions
Spain:		50 Provinces
USA:	2000+	50 States
Mexico:	1841	32 Federations
Peru:	680	25 Regions
Guatemala:	92	22 Departments
Cuba:	170+	15 Provinces
Dominican Rep:	300+	31 Provinces
Honduras	1000+	18 Departments
El Salvador:	312	14 Departments +1
Nicaragua:	285	15 Departments +2
Costa Rica:	200+	7 Province
Panama:	98	10 Province +4
Ecuatorial Guinea:	28	8 Province
Puerto Rico:	55+	7 Administrative
S.A.D.R.	1	N/A
Argentina:	1,400	23 Province + 25
Bolivia:	480+	9 Departments
Chile:	1,229	16 regions
Columbia:	1596	33 Departments
Ecuador:	300+	24 Provinces
Paraguay:	75+	18 Administrations
Uruguay:	100+	19 Departments
Venezuela:	650+	23 States
TOTALS:	12,892	469 + 32

Following establishment of IRPP, as set out in the document, it is the intention of the team to recruit and appoint a Spanish head of department for the purpose of establishing an operational model to incorporate the Spanish language radio market within the production, sales, marketing and operational procedures of IRPP. The team believe the establishment of the Spanish department will commence in Q3 of year 2 and be fully operational by Q1 of year 3.

The team are currently exploring the potential for introducing an on-line shop to sell branded merchandise.

END