



TOGETHER, WE WILL CREATE VISCERAL EXPERIENCES

ANONA is an online collaboration of Artists and Non-Artists working together on the creation, distribution and promotion of music and art. Importantly, ANONA focuses on recognizing all contributors to a piece of work and does not seek to gain any economic upside (unless collaborators decide to release their work for ANONA). Artists and Non-Artists can earn profit share and/or royalties by making a valuable contribution to a piece of work.

ANONA's purpose is to (1) facilitate collaboration between Artists and Non-Artists and (2) ensuring all collaborators are fairly recognized and compensated. Collaboration ensures work created through the ANONA movement has a diverse support network built around it.

ANONA DOES:

- Leverage Non-Artists for widespread distribution of music and art
- Give Artists the opportunity to meet other likeminded Artists and Non-Artists
- Nurture a community of both talented collaborators and supporters and fans
- Give credit and fair economics to those who contribute and deserve it
- Create online platforms where Artists can meet and collaborate with other talented Artists without ego, expectation or economic exploitation
- Allow fans and Non-Artists to contribute to the creation and distribution of creative works

ANONA DOES NOT:

- Own, control, sign-up or charge an Artist (e.g. like a record label would)
- Put economics first
- Idol worship / attribute to one "star" artist
- Favour one genre of music or style of art over another
- Focus on building a studio
- Require a specific performer to put on a show
- Underappreciate those that contributed to a piece of art





FREQUENTLY ASKED QUESTIONS

Q – How does ANONA make money?

A – ANONA creates art around its music, and music around its art. Consequently, music royalties, event sales and art sales will constitute a part of ANONA income. However, as a community and brand, ANONA leverages other non-traditional sources of revenue. For example, ANONA will earn money through (1) producing and creating pieces of music and art specifically for companies and brands (e.g. as a production house) (2) special e-commerce initiatives which leverage the loyalty of the ANONA community and (3) ticket sales from scalable events (which can be simultaneously run through multiple cities worldwide).

Q – How will ANONA get traction?

A – ANONA is a collaborative between Artists and Non-Artists. The collaborative currently includes not only musical or artistic talent, but significant marketing and distribution talent too. Members have created and popularized billion-dollar companies and marketed many well-known brands. The Founding Team / community leaders also have a proven track record of gaining traction and building communities. The ANONA concept also allows for interesting distribution and marketing angles. For example, anonymous influencer involvement in song or art creation, community driven music and art, suspected / speculative celebrity involvement, leverage of Non-Artist collaborator (e.g. marketers, advertisers, designers) skills, scaled community ambassador programs are all unique ways in which ANONA will get traction.

Q – Who owns the rights to the work released by ANONA?

A – ANONA takes no economics from songs or art pieces which have been created through the ANONA collaborative unless they are released through ANONA. For example, the master and publishing rights of songs or artistic videos created through, but not released by ANONA, are simply to be negotiated between the individual Artists who contributed to the work. ANONA will only own the rights to any work that is pre-agreed with the Artists to be released through the ANONA brand and utilizing ANONA's distribution channel and resources. This is estimated to be only between 6-12 songs or pieces of creative work per year.