



IRON HAMMER

— **MUSIC** —

BREAK THE RECORDS ... FREE THE ARTISTS



IRON HAMMER

MUSIC

Iron Hammer Music is a next-generation music company built for the modern era—designed to break records within the TikTok ecosystem and across digital streaming platforms (Spotify, Apple, Amazon), all without locking artists into traditional, restrictive recording contracts.

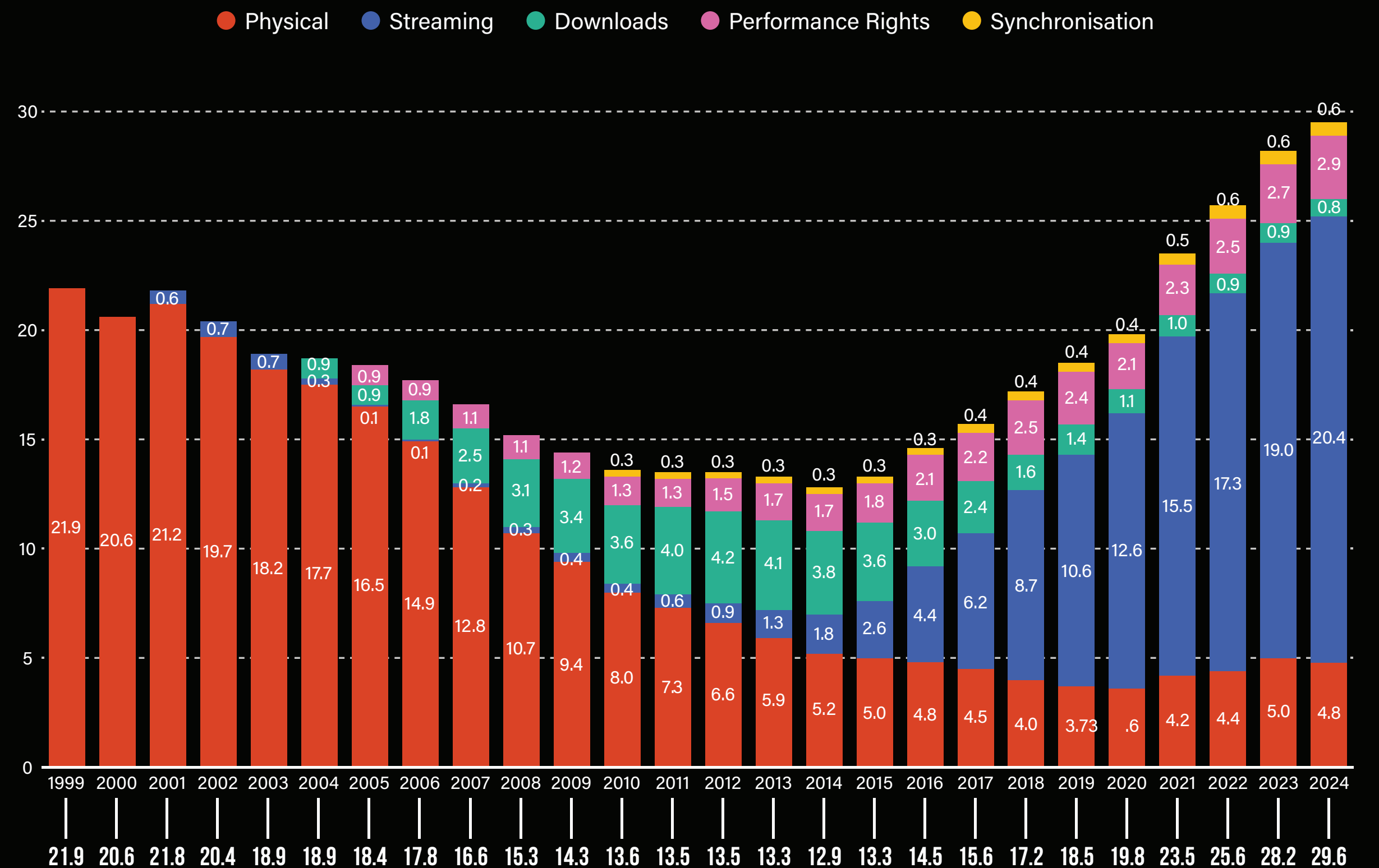
By focusing on individual songs instead of long-term deals, Iron Hammer offers a flexible, artist-first model that allows creatives to retain 100% control of their careers. We empower artists to stay independent while giving each record the focused attention and strategic push it needs to succeed in today's fast-moving digital landscape.

AN EXPANDING MARKET

IFPI GLOBAL MUSIC REPORT 2025

Global recorded music industry revenues 1999-2024 (US\$ billions)

The global recorded music industry grew to over \$29 billion in 2024 from only 13 billion in 2014. Goldman Sachs projects the industry will grow to 31.4 billion in 2025, \$33.6 billion in 2026, \$43.4 billion in 2030, and \$55.0 billion in 2035. Equally significant, the market share for independent record labels has jumped from 34% in 2022 to over 46% in 2024.



Number of Streams 5,000,000 10,000,000 25,000,000 50,000,000 75,000,000 100,000,000 125,000,000 150,000,000 250,000,000 500,000,000 1,000,000,000

Average Revenue Per Stream \$0.004 \$20,000 \$40,000 \$100,000 \$200,000 \$300,000 \$400,000 \$500,000 \$600,000 \$1,000,000 \$2,000,000 \$4,000,000

Less Distribution Fee (3,000) (6,000) (15,000) (30,000) (45,000) (60,000) (75,000) (90,000) (150,000) (300,000) (600,000)

Net Profit \$17,000 \$34,000 \$85,000 \$170,000 \$255,000 \$340,000 \$425,000 \$510,000 \$850,000 \$1,700,000 \$3,400,000

Profit Split
Artist Share 50% \$8,500 \$17,000 \$42,500 \$85,000 \$127,500 \$170,000 \$212,500 \$255,000 \$425,000 \$850,000 \$1,700,000
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Note:
A Gold Single = 75 Million streams
A Platinum Single = 150 Million streams

STREAMING REVENUE MODEL

The streaming revenue model is a pro-rata distribution system, where a large pool of money from platforms like Spotify, Apple, and Amazon is divided by record labels based on listener consumption.

Iron Hammer Music Financial Projections at Various Number of Streams

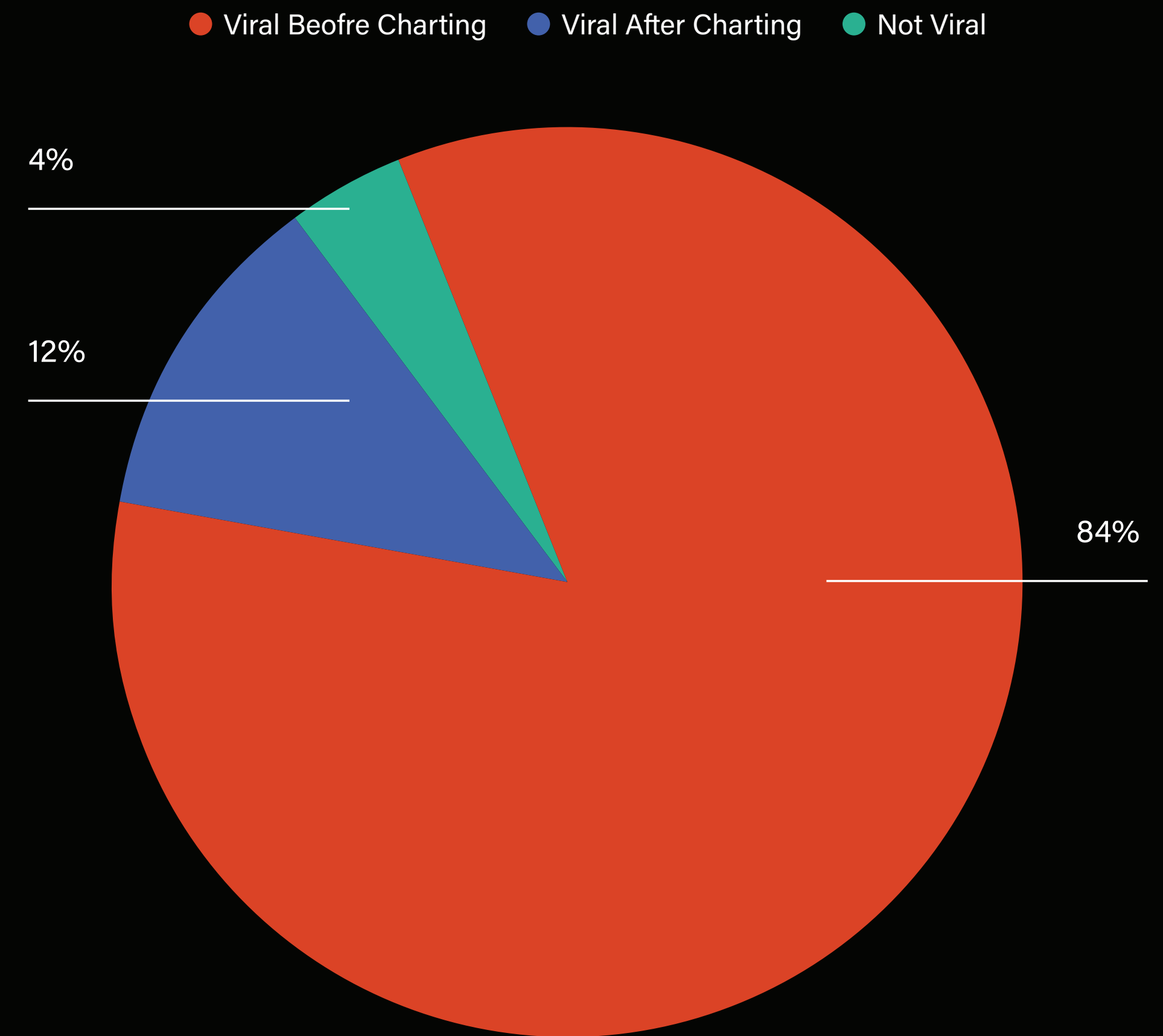
Number of Streams		5,000,000	10,000,000	25,000,000	50,000,000	75,000,000	100,000,000	125,000,000	150,000,000	250,000,000	500,000,000	1,000,000,000
Average Revenue Per Stream	\$ 0.004	\$ 20,000	\$ 40,000	\$ 100,000	\$ 200,000	\$ 300,000	\$ 400,000	\$ 500,000	\$ 600,000	\$ 1,000,000	\$ 2,000,000	\$ 4,000,000
Less Distribution Fee	15%	(3,000)	(6,000)	(15,000)	(30,000)	(45,000)	(60,000)	(75,000)	(90,000)	(150,000)	(300,000)	(600,000)
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THE TIKTOK FACTOR

In 2024, 84% of all records that entered Billboard's Global 200 chart first went viral on Tik Tok. Tik Tok is now the world's most important platform for discovering music and has made terrestrial radio and traditional music marketing obsolete in determining which records become commercially successful.

TIKTOK AND THE *BILLBOARD* GLOBAL 200



A NEW BUSINESS MODEL

Instead of spending significant dollars on artist advances, promotion, and marketing, IHM will promote and test each record's marketability exclusively on TikTok four weeks prior to its release on platforms like Spotify. By reducing each record's initial cost, IHM is able to release significantly more records each year for a fraction of the price. In exchange for not receiving an advance, the recording artists receive a higher royalty rate and the freedom to remain 100% independent.

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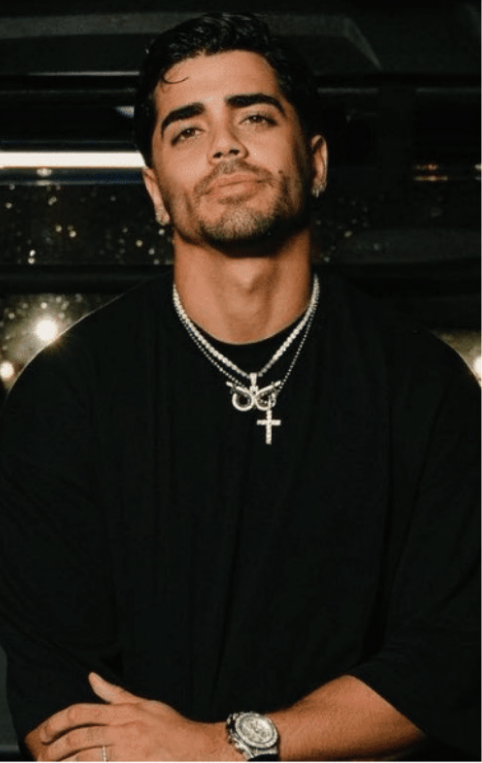
 9.7M Followers 404.5M Likes
 1.4M followers 1,471 following



 EMOSA



 2.1M Followers 59.7M Likes
 555K followers 3,076 following

 jaytorres.pr



 39.5K Followers 399.8K Likes
 123K followers 7,484 following

 ALESSIA & VAMBINA



 643.5K Followers 10.9M Likes
 112K followers 48 following

TIKTOK & IRONHAMMER MUSIC

IHM will be distributed worldwide by TikTok to all Digital Service Providers, including Spotify, Apple, and Amazon. Additionally, IHM will be working with TikTok's internal marketing team to determine each record's viral potential and "content pathway". TikTok will also amplify each record's reach on the TikTok platform at no cost to IHM before IHM spends any promotional dollars on advertising and influencer marketing. This strategy will minimize each record's initial promotion costs and enable IHM to release over 200 records per year.



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RELEASE STRATEGY

IHM has three basic categories of record releases:

STANDARD RECORD RELEASES

The majority of our releases will be from producers and recording artists with minimal to normal Tik Tok presence.

INFLUENCER RECORD PROJECTS

These are special recordings selected by IHM for established Tik Tok influencers to record, release, and promote.

VIRAL RECORD ACQUISITIONS

These are records that have already been released by independent artists and show signs of going viral. One third of our budget (\$100k) will be used as advance money to sign these kinds of recordings.



IHM TEAM



NEIL LEVINE
CEO

Neil Levine is a veteran music executive with over 30 years of experience running record labels and shaping the careers of world-class artists. He founded Penalty Recordings, home to acts like NORE and The Beatnuts, and later held senior roles at TVT, Rykodisc, Sony, EMI, and Capitol Records. Levine has worked with icons including Jay-Z, Snoop Dogg, Dr. Dre, Fat Joe, and Usher.



PAUL TARNOPOL
PRESIDENT

Paul Tarnopol is an owner and CEO of several entertainment entities including Menudo International, Brunswick Records, and Spy Music Group. Spy Music Group is a digital distribution company that services all major Digital Service Providers, including Spotify, Apple, Amazon, YouTube, Meta, and TikTok. Tarnopol brings over 30 years of executive experience and knowledge in music distribution, marketing, sync licensing and label management.



FERNANDA ACEVES
DIRECTOR OF MARKETING

Fernanda Aceves is a seasoned digital marketing strategist and PR executive with over a decade of experience leading campaigns across entertainment, luxury, and global media. Known for her TikTok-native expertise and data-driven creative vision, she brings a sharp edge to artist development, rollout strategy, and social virality. At Iron Hammer Music, Fernanda drives breakthrough campaigns that combine storytelling, influence, and transparency to help artists scale with impact.

FUNDING & USE OF FUNDS

IHM is seeking \$300,000 capital investment in exchange for 30% equity.

\$100,000.00	Viral Record Acquisition Fund
\$50,000.00	Marketing & TikTok Influencers
\$64,000.00	Director of Marketing
\$24,000.00	Director of A&R / QC
\$12,000.00	Royalty Manager
\$12,000.00	Accounting & Tax filings
\$12,000.00	Content Creation
\$12,000.00	Music Production
\$12,000.00	T&E
\$5,000.00	Subscriptions & Organizations

\$303,000.00 Total



THANK YOU!



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