

LimeWire  
**COMPANY FACT SHEET**  
July 2022

## **INTRODUCTION**

### **Mission & Vision:**

Our mission is to make the digital music collectibles ecosystem accessible to everyone, by simplifying the user experience, reducing barriers to entry, and making and collecting NFTs more affordable for the mainstream consumer, alongside curating quality and authentic content with real value for music fans. Our vision is to become the go-to digital collectibles marketplace for the broader art and entertainment space – far beyond the music industry – open and accessible to everyone.

### **What is LimeWire?**

LimeWire is a digital collectibles marketplace for music and the broader art and entertainment space. The company is opening the NFT collectibles market to the mainstream by improving user experience, offering credit card payments and handling gas fees as well as technical hurdles on behalf of its users, while also leveraging all the benefits of Web3.

## **COMPANY MILESTONES**

- July 6th 2022** – LimeWire launched today with its first full lineup. Travis Barker, Brandy, Nicky Jam, Aitch, Dillon Francis, FitLit Club featuring Jim Jones, Maino, Dave East, and Fabolous, Gramatik, 7 Aurelius and Elijah Blake are among the first dropping exclusive NFT collections on the LimeWire marketplace.
- May 17th 2022** – LimeWire announced it has struck its first major music label partnership with Universal Music Group (UMG), the world leader in music-based entertainment, and will collaborate on making digital music collectibles accessible to a wider audience. UMG artists, as well as many of its iconic record labels will be able to leverage the LimeWire marketplace as an additional platform to explore unique ways to engage with fans through digital music collectibles and Web3, and generate new revenue streams.
- April 21st 2022** – LimeWire announced it has raised USD \$10.4M in a private sale of its LMWR token led by Kraken Ventures, Arrington Capital and GSR. The round also includes Crypto.com Capital, CMCC Global, Hivemind, Hard Yaka, Red Beard Ventures, FiveT, 720Mau5 and DAO Jones.
- March 14th 2022** – LimeWire announced it has selected the Algorand blockchain to power the relaunch of its digital collectibles marketplace. As the first carbon-negative blockchain, Algorand has become the network of choice for energy-efficient NFT marketplaces and the Web3 creator economy.

- **March 9th 2022** – LimeWire announced it is relaunching as a mainstream-ready digital collectibles marketplace for art and entertainment, initially focusing on music. It will be a one-stop marketplace for artists and fans alike to create, buy and trade digital collectibles without the technical hurdles of the current NFT landscape.

## **PRODUCT OVERVIEW**

### **How does LimeWire work?**

Using LimeWire, musicians and music-related artists can offer songs, EPs, albums, and any music-related images and videos as NFTs on the LimeWire marketplace and sell them directly to fans and collectors. Musicians can release bonus tracks and exclusive material, perform limited album pre-sales ahead of official album releases, sell uncut or backstage content, and much more.

### **How do users buy and sell digital collectibles, or NFTs, on the marketplace?**

Buying and selling digital collectibles, more commonly known as NFTs, on the LimeWire marketplace is easy and accessible with a user-friendly interface and payment methods that the mainstream consumer is familiar with.

The step-by-step process for buying and selling on the LimeWire marketplace is:

#### To Buy

- Browse marketplace
- Find an item you like (maybe choose a specific edition of a 10-thousand item collection)
- Use your credit card or crypto to buy it
- The item hits your account right after payment and can be displayed in your library and resold on a secondary market

#### To sell

- Choose item to list for sale
- Choose between fixed-price or auction process
- Submit and wait for people to start bidding on your item or for offers to come in
- Sellers can immediately re-list a purchased item for sale on a secondary market at a higher price

## **TEAM**

### **Who is the team behind LimeWire?**

We are a fresh new team based out of Vienna, London, and Berlin, without any ties to the old LimeWire, with a brand new mission – to open up the digital music collectibles ecosystem to everyone. The current LimeWire leadership team is made up of seasoned tech and crypto leaders with 10 years of experience building businesses and driving affinity for crypto, tech, and digital brands.

**Joint CEOs, brothers and dynamic duo Paul Zehetmayr and Julian Zehetmayr**, co-founded Stack Holdings, a Vienna-based SaaS portfolio company, including eversign, invoicely and ZeroSSL, used by over one million B2B customers worldwide. In 2021 they both successfully sold

their OTHER company apilayer, which has a portfolio of productivity-boosting Web APIs & cloud-based microservice applications to leading Texan company Idera.

**CCO Ivis Buric**, has a proven track record in building brands to drive growth, within a range of complicated industries including Crypto, having worked for leading global brands, such as Bitpanda, Foreo and Chevrolet. She is an executive with core expertise in brand building and communication. She is successful at building brand identity, viral campaigns, developing communication strategies, and high-impact team management to drive and increase growth in the companies she worked for.

**Marcus Feistl, LimeWire COO**, Prior to joining LimeWire, he was the Country Manager D/A/CH at Bitpanda, where he managed the largest market of Europe's leading crypto broker. Additionally, he has experience as Management Consultant at Boston Consulting Group (BCG) with a focus on digitization projects. Marcus holds an MSc, Technology Entrepreneurship from UCL and a BSc in International Business.

**CFO Reinhold Lackner**, is a financial expert with core competence in change management, insolvency advice, M&A process and restructuring finance departments.

**CTO David Spitzer-Dulagan**, is a seasoned technology leader with an extensive background in DevOps, Systems Architecture, backend development and large-scale cloud infrastructure.

## **FIND US**

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