



XCHANGE

THE WORLD'S LARGEST MUSIC SOFTWARE MARKETPLACE



SOFTWARE IS KING!

Today, you cannot make a record without software. **Software is the lifeblood** that runs through the veins of music creation and production. The customer who buys a guitar will need software. The customer who buys a microphone will need software. However, the customer who buys a microphone may not need a guitar. **Everyone needs software** because this is the only way to be heard in our world.

As a Retailer, if you do not provide the software your customers need, they will get it elsewhere. The problem is you can't count on competitors to be lazy. They will turn "your" customer into "their" customer when given that chance.

XCHANGE is built for selling software in Retail. It is easy, secure, instant, 24/7 and FREE to Resellers. XCHANGE unites over 350 software manufacturers with over 850 Retailers offering 11,000+ products for instant sale. Join XCHANGE today and enjoy **more sales and more profits.**



"We Love It"

Chuck Surack
CEO Sweetwater Sound

"XCHANGE has transformed software distribution from the dark ages of physical product into a new, much more efficient and profitable virtual paradigm. We love it!"

VENDOR DIRECT SALES

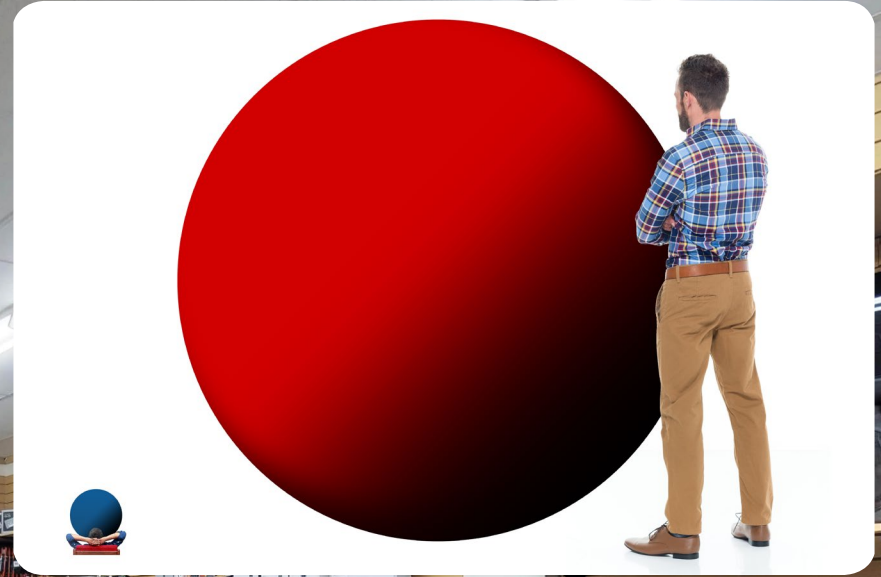


Some of these things are said so much that they take on a life of their own. One of the most pervasive is that e-commerce will wipe out brick and mortar stores. In fact, for the MI retail business, experience shows that customers still crave **quality Resellers** offering **quality service** with **quality staff**. The best Resellers dedicate themselves to providing both excellent retail experiences and excellent online experience for customers.

Many software manufacturers offer their products direct via their web shops. Limiting the products to just this channel won't **maximize their global placement**. The smartest choose to combine their channel with the best Resellers on the planet to expand the reach of the products and create new, enduring income streams.

XCHANGE is where Vendors cultivate and nurture these relationship with sustained and spectacular results.

RESELLER DIRECT SALES



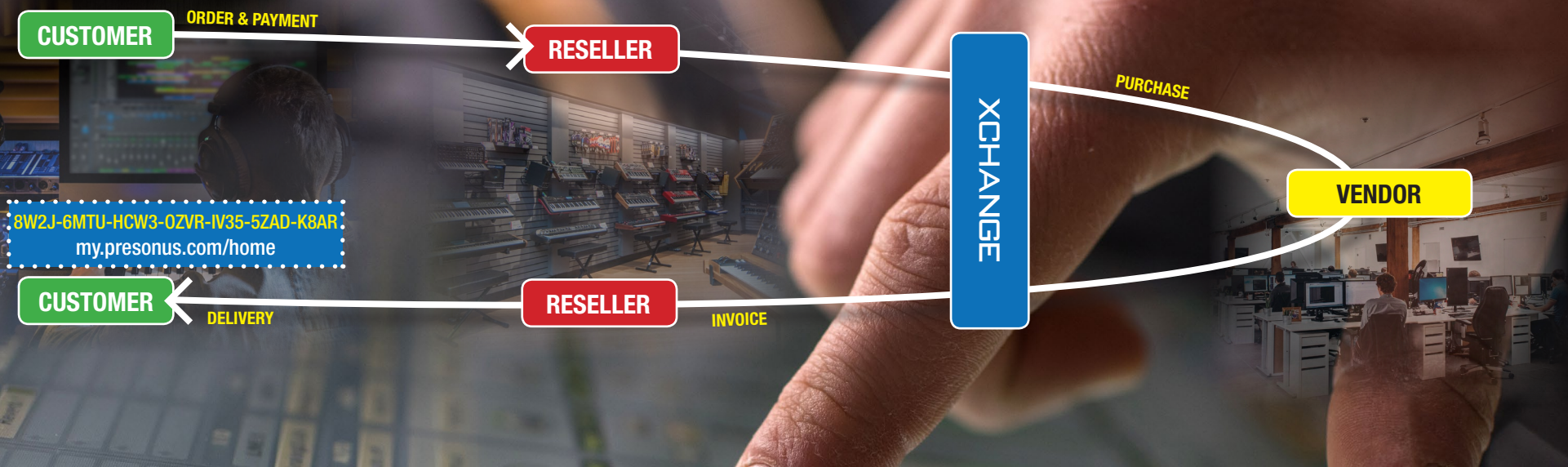
When the sales of the top 10 Music Technology Vendors are compared with sales of the top 10 Music Technology Resellers, the difference is quite remarkable. Resellers as a group have a significantly larger turnover which indicates a **solid, entrenched, global sales channel**. This is why Vendors seek new Resellers from every corner of the globe.

XCHANGE is dedicated to engaging the traditional MI Retail channel for the music software industry. We are laser-focused on this goal. We have so far delivered hundreds of thousands of transactions in the process, many of which may not have occurred without us. We work every day to make it easier and more profitable to sell software. Not only are we getting better, our Vendors and Resellers are also getting better at doing this **all-digital, non-stocking, just-in-time, high-profit, 24/7** business.

We want you to join us so you too can make money while you sleep.

XCHANGE - HOW IT WORKS

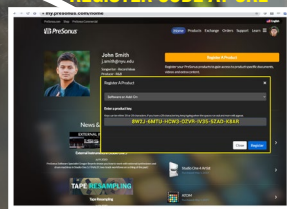
1. PURCHASE



2. REGISTRATION

8W2J-6MTU-HCW3-OZVR-IV35-5ZAD-K8AR
my.presonus.com/home

REGISTER CODE AT URL



DOWNLOAD & ENJOY



1. **PURCHASE:** This can be done either manually by a Reseller or directly by the customer from the Reseller's website. If the website is XCHANGE integrated, the delivery can occur directly to customers within seconds of the purchase. This allows selling and fulfillment 24/7/365.

XCHANGE delivers 2 critical pieces of data - a unique **registration code** and a matching **weblink**. This data is embedded in each product and delivered together. Customers receive the code+weblink either on paper, in a browser or via email.

2. **REGISTRATION:** The customer visits the weblink and is guided to register and enter the registration code to gain access to the software. This process varies depending on the Vendor. Once the registration process is complete, the customer downloads the software, installs it and can use the software immediately.

DIGITAL DELIVERY PLATFORM

1. VENDORS

PRESONUS

CELEMONY

SOUNDTOYS

AVID

MUSIC MARKETING

IK MULTIMEDIA

YAMAHA USA

HAL LEONARD

ARTURIA

ANTARES

EASTWEST

ALFRED MUSIC

2. LICENSING

XCHANGE

3. RESELLERS

GUITAR CENTER

SWEETWATER

THOMANN

AUDIO DELUXE

B&H PHOTO

WESTLAKE PRO

VINTAGE KING

LONG & MCQUADE

BEST SERVICE

KK MIYAJI

JRR SHOP

ADSH MUSIC

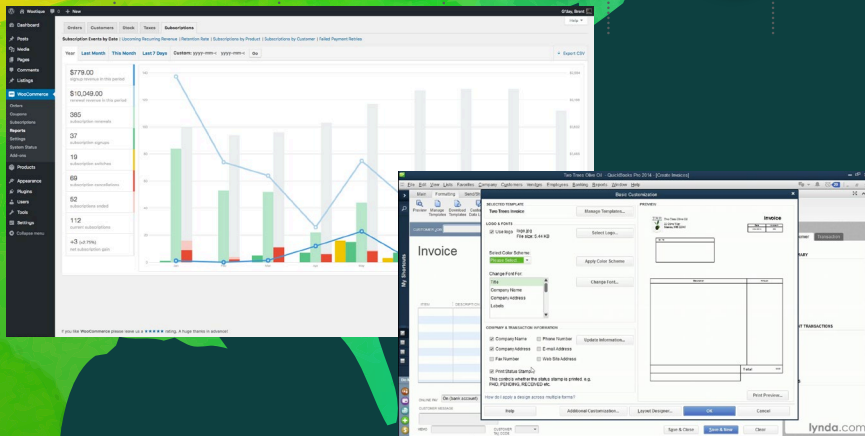
4. CUSTOMERS

XCHANGE is like typical distribution vehicles except **delivery is digital**. Resellers can connect with any Vendor by requesting Reseller rights. Once granted, Resellers can access products from the Vendor at prices established between the Vendor and Reseller. Selling typically begins after products are loaded into the **Reseller's website** and the availability is announced to customers.

Once sales are made, products are electronically **delivered as license codes** to Resellers in the browser or via a direct integrated connection. The Reseller then delivers the license codes to the Customer. XCHANGE delivers much more than licenses, it delivers **more opportunities, more sales, more profits** and happier customers on a tiny carbon footprint. It is the best business model in Retail.

AUTOMATION & INTEGRATION

XCHANGE
CONNECTIONS



XCHANGE is your gateway to a whole new business. It will turn dozens of software sales into thousands. As sales increase, this creates new demands on labor resources. Many Resellers integrate their webshops and Accounting systems with XCHANGE to manage the increased workload.

XCHANGE has plug-ins for **Shopify**, **WooCommerce**, **BigCommerce** and **Magento** to connect and synchronize purchases with XCHANGE. This allows licenses to be delivered 24/7. If you are not using one of these systems

you can use our **Athabasca API**. Once integrated, sales made on your web shop automatically trigger an XCHANGE purchase and delivery so customers receive their license once payment is confirmed and authorized.

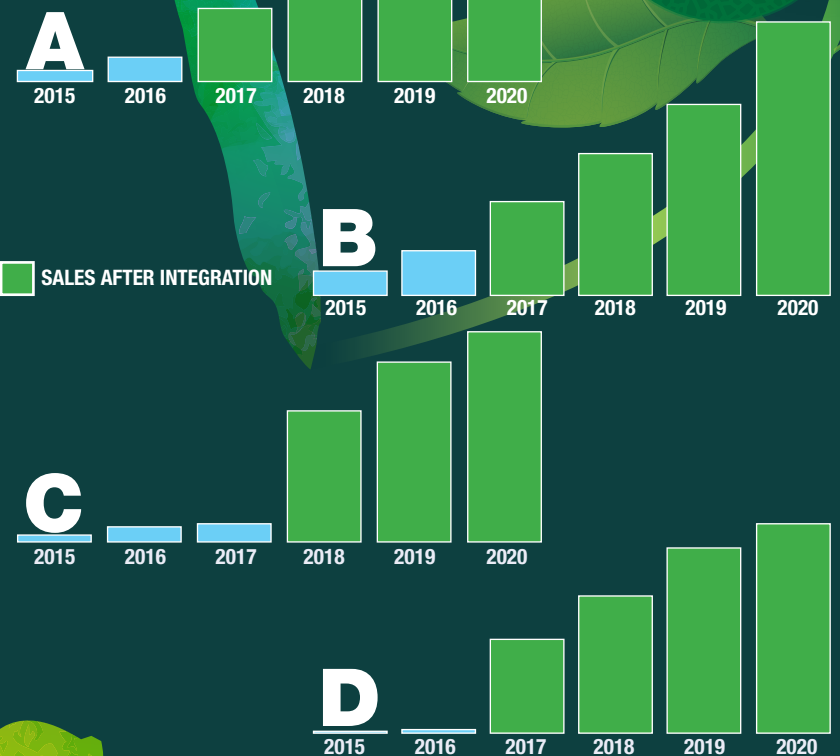
Integration requires IT personnel as programming is needed. If you have no such resource, you can contract integration services to connect your webshops with XCHANGE. Integration is absolutely necessary for efficient growth. For example, **all current top-10 Resellers are integrated.**

We tracked the sales of 4 Resellers **before and after integration** and all saw increases. Reseller A decided that after a particularly intense Black Friday period, integration was a necessity. This freed up lots of time that was used to bolster other parts of the business.

D is a full-service European Pro Audio dealer. Integration allowed them to offer the entire Avid assortment and most importantly deliver these 24/7 to

their customers. The accounting staff welcomed the fact that sales made on their web shop automatically mirrored in QuikBooks, saving time, eliminating errors and making both Customers and Reseller happy. Of course, sales and profits dramatically increased.

The integration process typically takes 1-2 weeks and depends on the level of expertise and difficulty. Contact our support team for more information.



SUBSCRIPTIONS & RENT-TO-OWN

XCHANGE SUBSCRIPTIONS

1. INITIAL PURCHASE



2. RECURRING SALES: RESELLER TO CUSTOMER



RENT-TO-OWN is built into XCHANGE and treated the same way as a Subscription except it is a Subscription with a finite number of recurrences. Items are tagged as "Regular," "Subscription" or "Rent-To-Own" by the Vendor.

XCHANGE TV



UPDATING

ULATION TRIX

ON 06

Via Source

STATUS

SIGNAL PROCESSING

DETERMINING STRUCTURE

TubeWidth

Attack

Dark Position

Unmute

Best Service's **Halls of Fame** update 3.1.1 is now available. Features new presets, mix settings, and GUI improvements.

LONG & MCQUADE
Sun, Jan 6 7:27 PM
Toronto 30°C

soundtoys

*"The Soundtoys 5 bundle is a **must have** in my plugin arsenal."*

ZEDD
RECORD PRODUCER / DJ

TOP

AMP SIMULATOR be SLASH 12. AmpliTube ORANGE 13. Eden WT-800 Bass Amp 14. AMPLITUB

ohmforce output POLYVERSE propellerhead PSP Reval

Hundreds of software items for sale in this store with immediate delivery. Tell us about your software needs. We can help!

XCHANGE TV is a stream of News, Product Information and Product Information Videos all designed to **inform you, your staff and your customers** of the massive assortment of software products available in your store. XCHANGE TV is curated in concert with our Vendors and together is changing the way software is promoted in MI.

It is easy to put XCHANGE TV in your store. All you need is the XCHANGE TV media player, an internet connection and a TV. Connect the media player to the internet, the HDMI output to your TV and you are on-line. Our dynamic content will be available to your customers and staff and we know your software sales will **increase and multiply**.



HOP THROUGH SEVERAL
64 GATES
THROUGHOUT A TRACK

Acon Digital has released Version 2.0 of **Equalize**. 2 new filter types, Freq range zoom & Piano display to EQ by musical Notes.

LONG & MCQUADE
Sun, Jan 6 7:26 PM
Toronto 30°C

*"Most of the top people in the industry are using the latest version of **Pro Tools**."*

CHARLOTTE DEVANEY
BRITISH DJ / PRODUCER / SINGER

AMP SIMULATOR Leslie Collection 6. Dimebag Darrell CFH 7. Fender 2 Collection 8. Amplifikatic

KVNA KVAI Makenusio

Hundreds of software items for sale in this store with immediate delivery. Tell us about your software needs. We can help!



BEST PRACTICES

XCHANGE connects software Vendors with Resellers. However, it does not make phone calls, respond to Resellers requests or add products for you. In short it does not replace the human interaction that is part of everyday business. Here are our suggestions:

REACH OUT: Hundreds of Vendors are waiting with thousands of products you can sell. One of the first things to do is CONNECT with them by sending requests for selling rights. Since you are not stocking inventory there is very little reason to curate. Sell it all if you can.

XCHANGE TV: Put it in your store. There is no better way to let customers see your massive software assortment.

GET TRAINED: XCHANGE runs regular interactive webinars on how to use the portal and its features. These are free. We highly recommend you sign up for these and attend. They will save you months of poking around on your own.

SETUP NOTIFICATIONS: Make sure you have the correct email address in the notification page. This ensures that all automatic correspondences go to you.

CHECK INVITATIONS: Vendors can reach out to you. When you get an invitation you will get a notification. When this happens please login, visit the Notifications page and respond. There may be invitations from top-selling Vendors sitting in your portal unanswered. That is bad.

GET INTEGRATED: Integration is the seamless, automatic connection of your accounting or website with XCHANGE. This results in mirrored transactions which significantly reduce the need to use the web portal, eliminate human keying errors and reclaims time. To get integrated, visit the Integration page, sign the NDA and submit it. If you are not technical, there are third parties offering integration services.

BE QUICK: When there is a new release jump on it quickly and get the product on your website. The initial release phase is a high-selling period of a product life cycle. Make sure you capitalize like the best Resellers already do.

WEBSITE LOVE: Your website is your digital face to customers and it requires constant attention and maintenance. The top Resellers have first class websites so you must be competitive.

SHARE WITH STAFF: Setup multiple USERS in your company to share the load of managing the online sales. You can set security access for each USER tailoring the portal for their individual area of work and expertise. Multiple users also allow more than one staff member to access the portal at the same time.

GIVE FEEDBACK: Let us know how we can make XCHANGE better. The majority of features in the portal come from Reseller suggestions. Keep them coming.



PreSonus

"We have growth every year."

Rick Naqvi

Senior Vice President Of Global Sales

"Dealers that have gotten on the platform have experienced growth every year just like PreSonus has. Customers love the instant gratification of downloading and using software right away."

XCHANGE VENDORS - SUBSET



XCHANGE

THE WORLD'S LARGEST MUSIC SOFTWARE MARKETPLACE

Software
Is King



www.xchangemarket.com