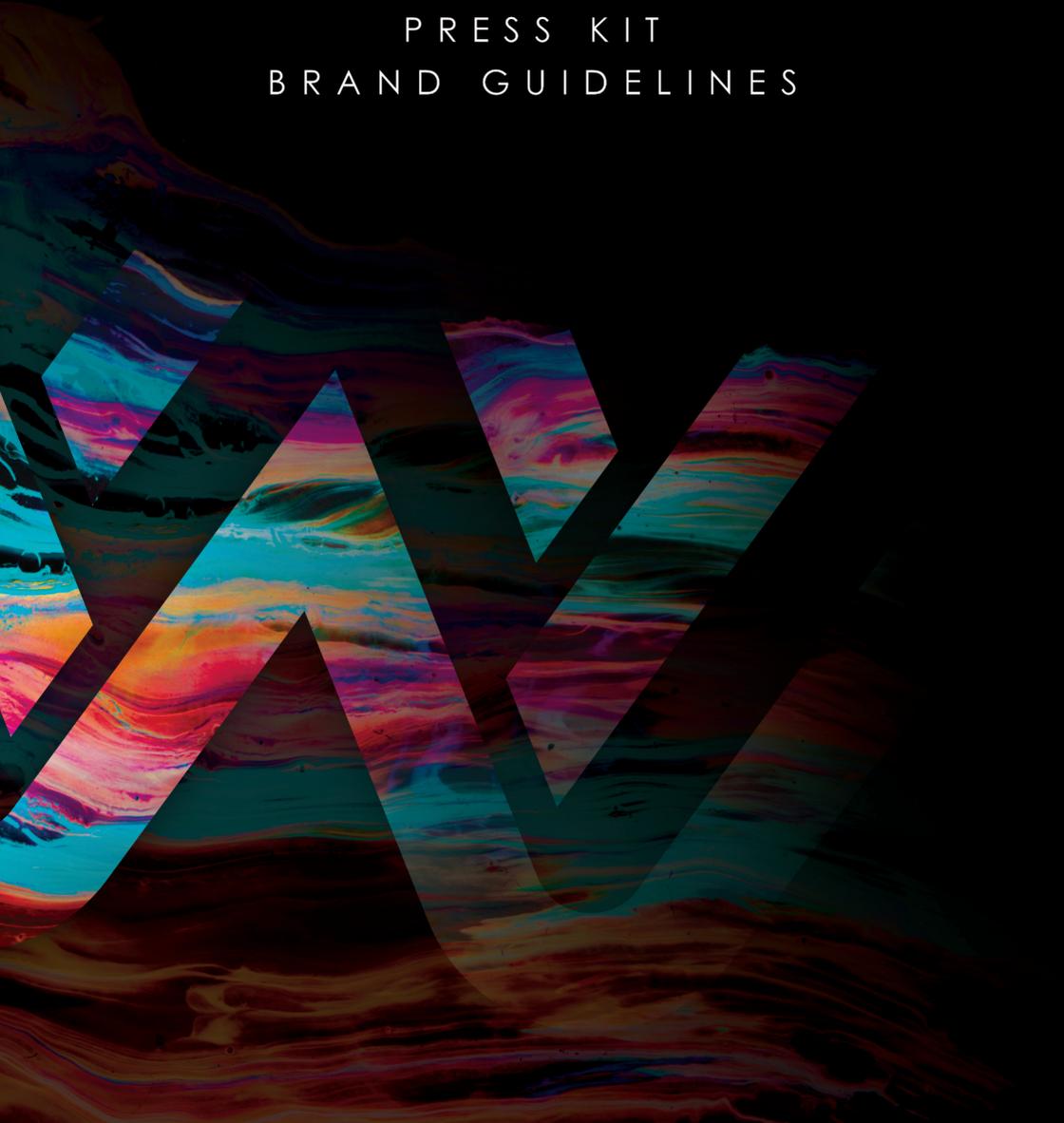




PRESS KIT
BRAND GUIDELINES



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The

startup

**We
are
MWM**

“

We are MWM. Everyday, we're imagining innovating musical experiences. We only have one purpose: to use our expertise to bring innovative technologies to the public, that will create simpler and more accessible musical experiences.

From designing one app to becoming a French Tech ambassador

Mixing on smartphone. What a strange idea that grew up in Jean-Baptiste Hironde's mind in 2009, when he was still an aeronautic engineer student. With his best friend, Nicolas Dupré, he carried off the extraordinary feat of making djing accessible to all, offering an easier-to-use and much more portable solution. In 2012, edjing Mix was born. The first app of a long series, which has now fully crossed the djing borders.

In December 2014 startup's 2nd app, Equalizer+, was born. A more mainstream product which has seduced millions of users outlining MWM's ambition: to create a real musical ecosystem.

Three years later, and after having successfully launched 9 apps (among which Equalizer+, Stream and Music Mate), obtaining the "Top Developer" label on Android, earning 4 nominations as "Best App of the Year" by Apple and Google, and gaining the trust and interest of users across 182 countries, MWM is celebrating its 100.000.000th download thus becoming the world's number 9 mobile music app publisher.

But MWM is more than just an app ecosystem. Guided by the will to create innovative musical experiences, the startup has quickly decided to take on a new challenge: developing connected devices to extend the use of its apps to the physical world. A successful bet with the launch of Mixfader in 2015, the 1st wireless

portable fader, which allows DJs to scratch anywhere. Today Mixfader - which has been having support from international Scratch-legends like DJ Q-Bert and DJ Excess to name but a few - is counting thousands of customers all over the world and is initiating a global movement, a renewal in the world of scratching making turntablism more portable and mobile: the portablism movement.

This diversification strategy has seduced prestigious investment funds, such as HDF and Entrepreneur Venture. Big names of the musical industry, like DJ and producer Martin Solveig, Deezer founder Daniel Marhely or David Guetta Manager Jean-Charles Carré, also granted the company with their trust and have all personally invested in the company.

Today, MWM counts among French success stories with an international visibility and influence. As a French Tech key figure, the company is very proud to bear the colours of France throughout the world, another reason why MWM has been chosen by the French Government to be the ambassador of "Créative France", an international communication campaign led by Business France.

A portrait of Jean-Baptiste Hironde, a man with glasses and a dark sweater, sitting and looking towards the camera. The image is overlaid with a purple gradient.

Jean-Baptiste Hironde

FOUNDER & CEO - MWM

<https://www.linkedin.com/in/jeanbaptistehironde/>
<https://twitter.com/JBHiro>

At just over 30 years old, Jean-Baptiste Hironde embodies a young, innovative, and bold entrepreneurship, always in quest for the next new thing. He created his company in 2009, while he was still an engineer student in aeronautics. Henceforth, at the age of 23, he became a passionate company leader, ready to conquer the world thanks to a crazy bet: to invent new musical experiences that would become tomorrow's uses.

Then, Jean-Baptiste started to imagine his first product, edjing. Engineer by training, he did not hesitate to take his pen to conceive the first versions of the app and communication supports. Successively designer, salesman, engineer and marketer, Jean-Baptiste endorsed multiple roles while his best friend, Nicolas Dupré, was responsible for the technical development of the app.

Today, the young entrepreneur has achieved his goal. Five years after the launch of its first product, the company is on its way to become the world's leading mobile music app publisher thanks to a wide series of products, ranging from games to production software.

Real "serial creator"; Jean-Baptiste is an innovation hunter, a sprinter, a speaker, able to transform his ideas into proven successes. 100 millions downloads, 45 employees, 9 applications and 1 connected object are self-explanatory.

“Your ambition dictates what you undertake, but only your will shall allow you to undertake.”
Jean-Baptiste Hironde

Jean-Baptiste Hironde

A proud French Tech ambassador

CRÉATIVE MAESTRO

edjing, world number one music mixing application*

Créative France Campaign

A startup blending innovation and Made in France savoir-faire? That was all it took for MWM to be noticed by the French Government to become an ambassador for the international communication campaign "Créative France", led by Business France, whose mission is to value French creative force throughout the world.



Reference Book "What if...French startups re-imagining the world"

Distributed during CES 2017, the book "What if...French startups re-imagining the world" by Business France, is highlighting French innovation and know-how. A 27-pages book in which few startups have been selected to present their story, their innovations, and where MWM is very proud to figure.

French Tech Christmas

French Tech Christmas is a startup collective which offers innovative gifts ideas. As Christmas approaches, all products are listed and available-for-sale on one unique website. Since 2016, MWM is proposing its connected object, Mixfader.



182 countries

97% of international audience

9 apps

9
WORLD'S
NUMBER
MOBILE
APP PUBLISHER

1 connected device

100 MILLIONS downloads

45 employees



edjing mix

"Better known to be the world's most downloaded DJ app and for its nominations as Best App of 2015 by both Apple and Google, edjing Mix transforms any devices into a real DJ setup and stretches the limits of djing on mobile, offering unlimited creative freedom.

Best App of the Year - Google Play

Best App of the Year - App Store



Equalizer +

"With +35 million users, Equalizer+ is one of the world's most downloaded music player. In addition to its smart music library, the app offers a powerful 5-band equalizer that lets you improve the sound quality of the music played.

Best App of the Year - Google Play



edjing pro

edjing Pro is the most optimized pro DJ app on smartphones and tablets. The app has been conceived to get the same level of features as a professional DJ controller, while keeping the use of tablets and smartphones

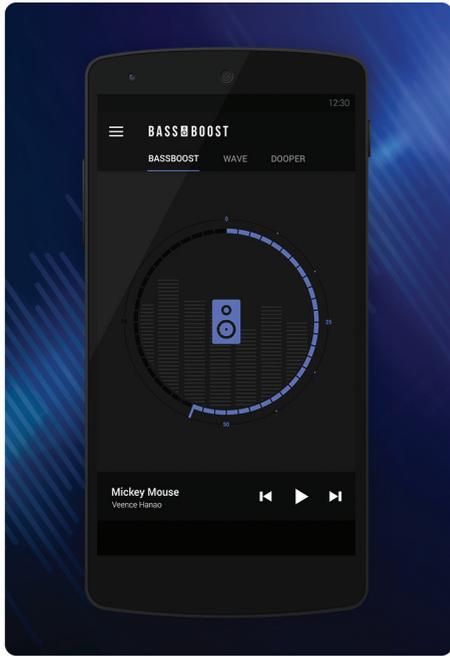
DJ Mag Tech Awards



Stream

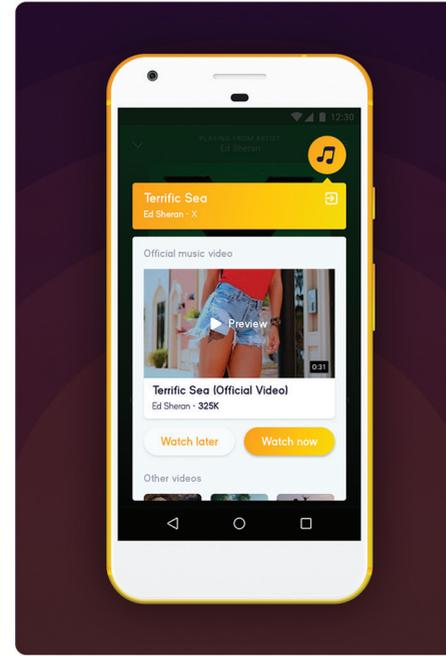
Stream is a YouTube player that gives access to all YouTube music videos, but also to Radios, Top charts and Playlists. All that, with the possibility to watch videos in full screen or use the floating popup for a multitasking music listening experience.





Bass Booster

As its name suggests, Bass Booster lets people amplify the bass of their songs. Compatible with music players like SoundCloud or Deezer, the app offers two additional sound effects to enhance your music listening experience.



Music Mate

Music Mate is the missing app between YouTube videos and music players. The app automatically finds the official YouTube video of the song you are currently listening to. Music Mate is fully compatible with Spotify, Play Music, Pandora and a lot of other streaming or MP3 players.



EQ

EQ is not just a music player. It's a powerful tool that improves the sound quality of many music players like SoundCloud or Spotify, thanks to its 5-band equalizer.



QuizTube

QuizTube is a free, fun and easy-to-use music video quiz. From Rap to Rock, from 80s to 2016 hits, the app includes plenty of musical themes and categories, catering for everyone's tastes.



MIXFADER

Mixfader is the world's first wireless portable fader that works in pair with its dedicated app, Mixfader dj. Together with, they offer a pocket-sized yet ultra performing pro DJ setup so that people can express their art, anywhere, anytime.

€110.000 donation on Kickstarter

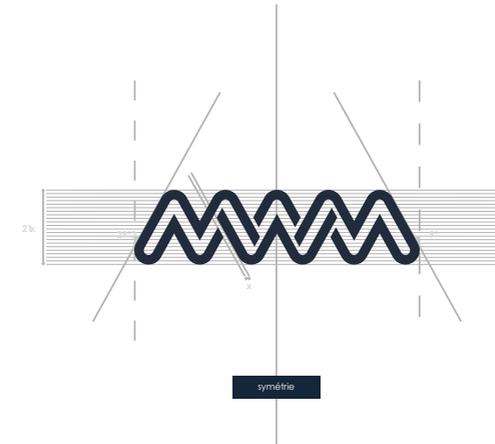
Voted Best connected object - by radio station NRJ



Brand

Guidelines

The brand



NAME

Above all, MWM is a symbol. The symbol of digital music.

MWM is a visual name, a wordmark: Three letters evoking its origin, its nature.

Everyone can easily picture the sinusoids so characteristic of digital music but also very symbolic of a heart beating to the rhythm of its emotions.

This name sets a pace, the pace of the future of digital music. These three letters are carrying out a whole project, the whole brand identity!

LOGOTYPE

Out of this image-name has come the oscillating logo referring to the Music world. The way the letters were brought and blended together illustrates the synchronization between Media, Music and the World.

ANGLE

29°. This is the precise angle of this structuring diagonal, which enables to instill a defined rhythm to page layouts.

TWO TEMPO, ONE LOGO

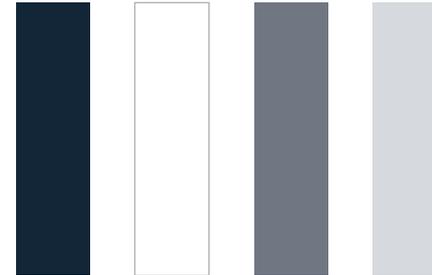
At the crossroads of two worlds, music and media, MWM is a brand which can adopt various expressions. Two tempos are giving life to all these facets.

Depending on the audience, MWM may adopt a statutory and purified expression, or embody its very own emotional and artistic dimension. It will always be right.

Tempo 1

Reflection a trusted brand

Purified and statutory, Tempo 1 expresses itself soberly in monochrome. It establishes the company's authority and states its value and expertise. Hence, Tempo 1 accredits the new company's brand name and contributes to convincing BtoB institutional partners.



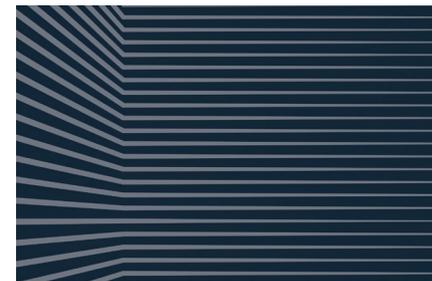
Brand colours - the quiet force shown in two colours

Black and white have been chosen to transcribe the brand's identity and graphic universe making effective use of all shades of grey, to inspire power, skills, intelligence and vision.



Photography - MWM's engine: a team in action

Moving photographs encapsulating flares of colours to display the creative energy, in which everyone is catching a glimpse of MWM's spirit: a passionate and dynamic team, always moving, evolving in a resolutely stimulating environment.



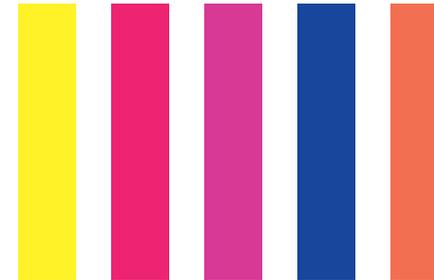
Graphic elements - An environment made of connections

Illustrative frames are the lively and esthetic transcriptions of MWM collected datas. Real pictorial compositions, made of lines and dots, they're making the invisible visible, and are expressing the multiplicity of connections inherent to the design and use of MWM's products.

Tempo 2

Mirror of an exciting brand

With its colours, MWM embodies an "entertainment" brand, provoking emotions through music. It's the reflection of its users, colourful, lively, expressive. It is tinged with a thousand of variations, with as many colours as expressions, everyone living the music based on their very own sensitivity. The luminous frames, the exaggerated zooms into the heart of the musical material, translate the brand's dynamism and warmth, that create a strong emotional bond with its users.



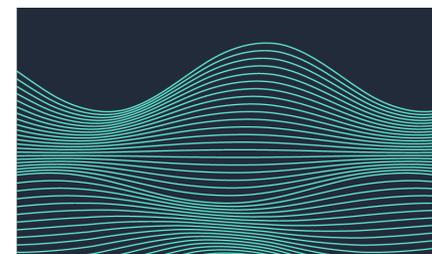
Brand colours - Seven colours to transcribe the warmth of music

With its bright and luminous range, the second tempo is showing an emotive and bold brand in essence. A brand playing with its letters, letters draping themselves in colours and brought to life by graphic flows to express the whole intensity and diversity of the musical universe.



Photographies - When music can be heard through pictures

Through the choice of magnetic photographs that focus attention, MWM proposes to penetrate the heart of its artistic universe: "data-paintings", very aspirational abstract visuals, at the heart of living data, from information or faces pulsation to the spectral density revealing the richness and intensity of emotions.



Graphic elements - Zoom into the heart of music

Less technical or mathematical, the illustrative frames are softened, they wave, become rounder and invite the audience to an immersion into the musical dimension of MWM.

one name
one logo
one identity

Yet, always the same values, to carry further
MWM's new ambitions



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