



BurnedMedia

Burned Media Ltd.
2007 Review
2008 Business Plan

About Burned Media Ltd.

Burned Media Ltd. is focused upon the sales of digital music and other digital products and services via online digital sales channels.

Forward-Looking Statement

The information contained herein regarding risks and uncertainties, which may differ materially from those set forth in these statements, in addition to the economic, competitive, governmental, technological and other factors, constitutes a "forward-looking statement" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, the Private Securities Litigation Reform Act of 1995.

While the Company believes that the assumptions underlying such forward-looking information are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the forward-looking information will prove to be accurate. Accordingly, there may be differences between the actual results and the predicted results, and actual results may be materially higher or lower than those indicated in the forward-looking information contained herein.

Contact: Investor Relations 416-855-2061 SOURCE: Burned Media Ltd.

Overview

- Focused upon sales and distribution of digital music and products via various online channels
- Developer of Burned Music Platform
- Operate Hypster.com music discovery site
 - Freshtunes.com music download site
 - Hypstertickets.com event ticketing
 - Hypster.fm online radio programming
 - Hypster.tv video programming

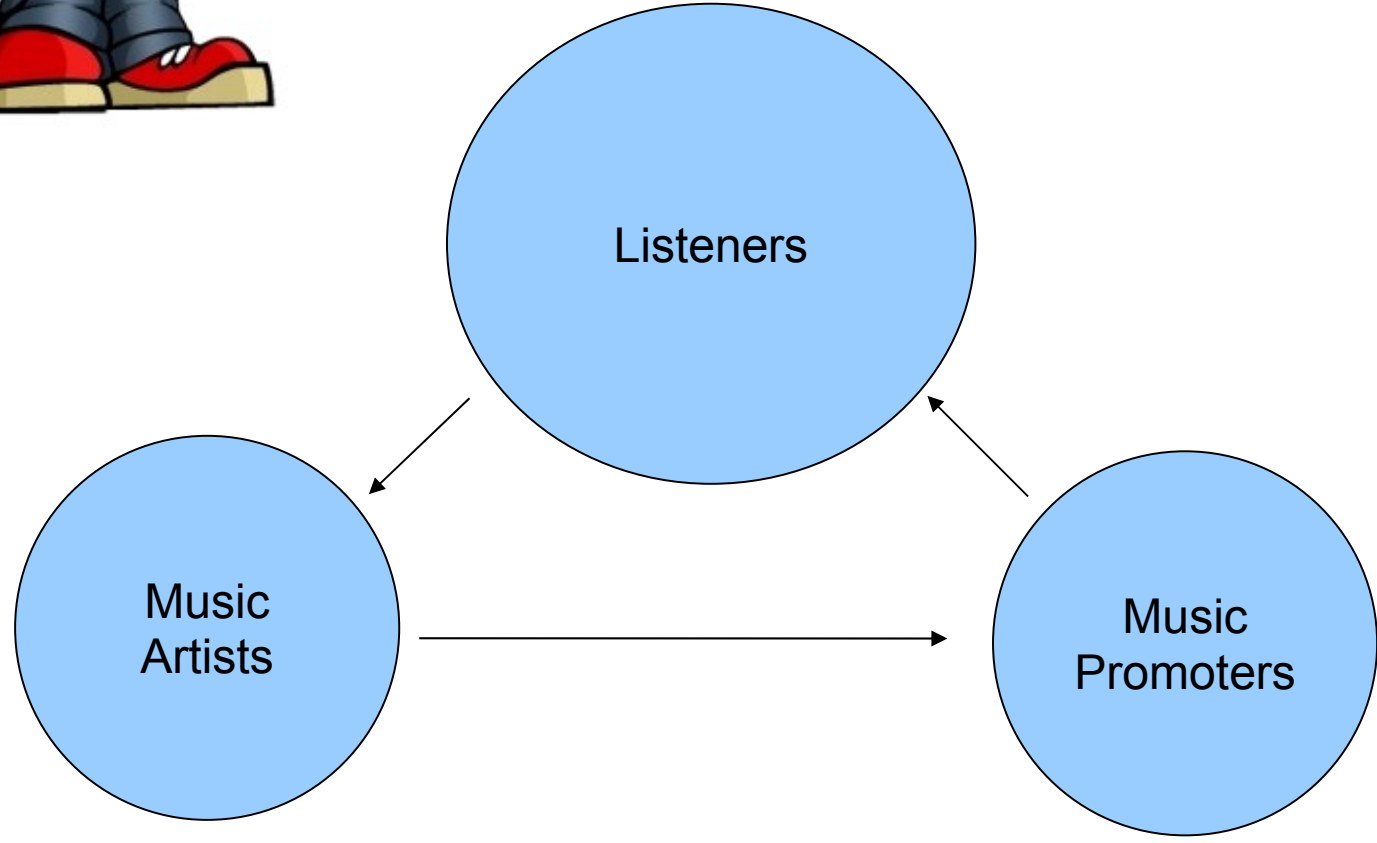
2007 Milestones

- March : Hypster.com Beta Testing 100 users
- June: Official Hypster.com Launch 23,000 users
- July: Freshtunes.com soft launch
- Aug: Ad Revenues Begin
- Sept: Major Infrastructure Upgrades
- Oct: 100,000 user sign ups, new content
- Nov: Facebook beta application launch
- Dec: Hypstertickets.com beta launch
- Dec: 200,000 user sign ups (projected)



HYPSTER.com

fresh  tunes.com



Why Hypster Is Rockin



HYPSTER.com

Community of diverse music lovers

56% female, 44% male

Avg. Age 23 Years Old

36% under 18

58.5% 18-34

5.5% over 34

94% US Based

30% month over month user growth

Personalized Music Playlists

Works on Social Networks like

MySpace, Facebook

Easy to use

Free to access (ad supported)

New content discovery

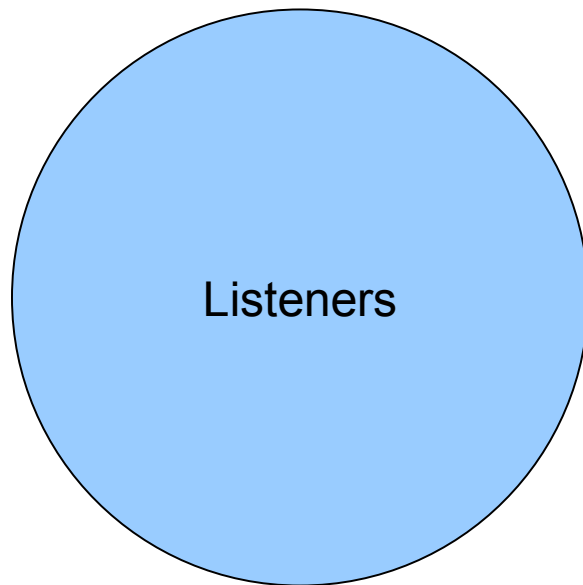
One trusted spot for music listening,
viewing, learning, buying & events

Intelligent Predictive Sales Engine

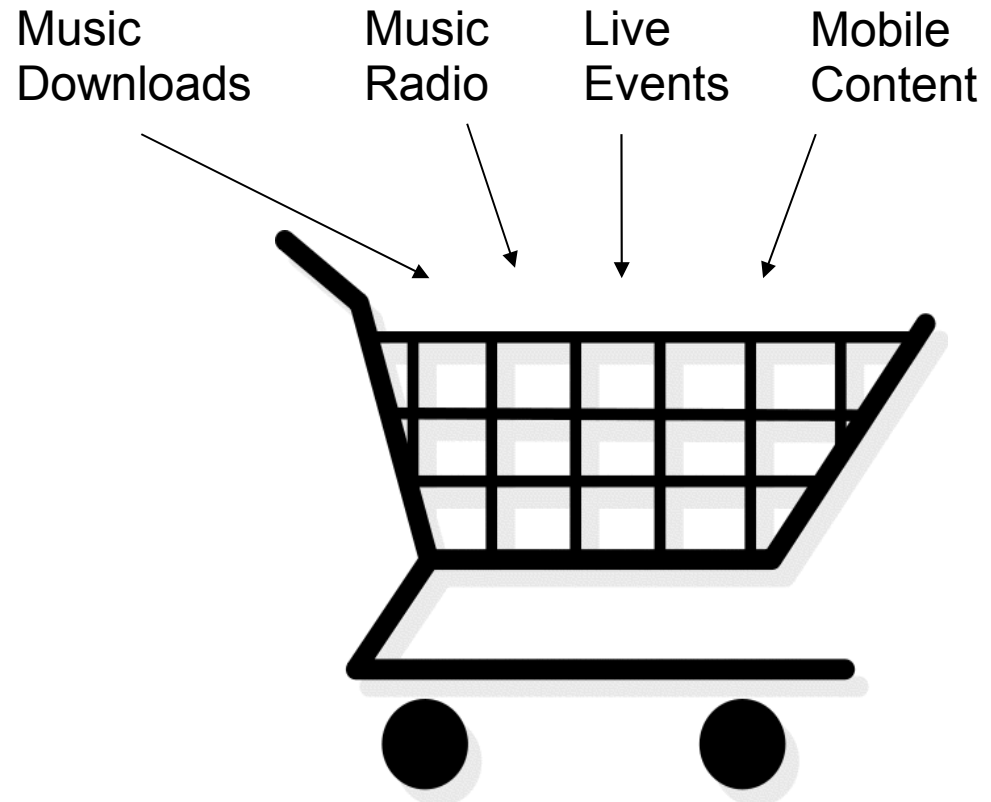
- Increasingly build intelligence into application
- Leverage user generated content
- Model user preferences and behaviour
- Cluster into groups and sub groups
- Match with new content, events, services, products
- Make recommendations
- Tap into social recommendations and referrals

Hypster.com Personalized Music Playlists

- music discovery (hypster.com, .tv, .fm)
- sharing/social (myspace, facebook)
- acquisition (freshtunes.com)
- experience (i-radio, hypstertickets.com)

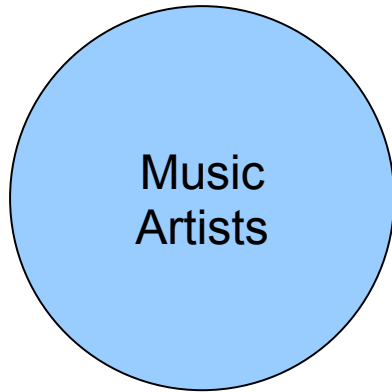


56% female, 44% male
Avg Age 23 Years Old
36% under 18
58.5% 18-34
5.5% over 34
94% US Based



Hypster.com Personalized Music Playlists

- music promotion (hypster.com, .tv, .fm)
- sharing/social (myspace, facebook)
- sales (freshtunes.com, i-tunes etc.)
- live events (Hypster Digital Music, hypstertickets.com)



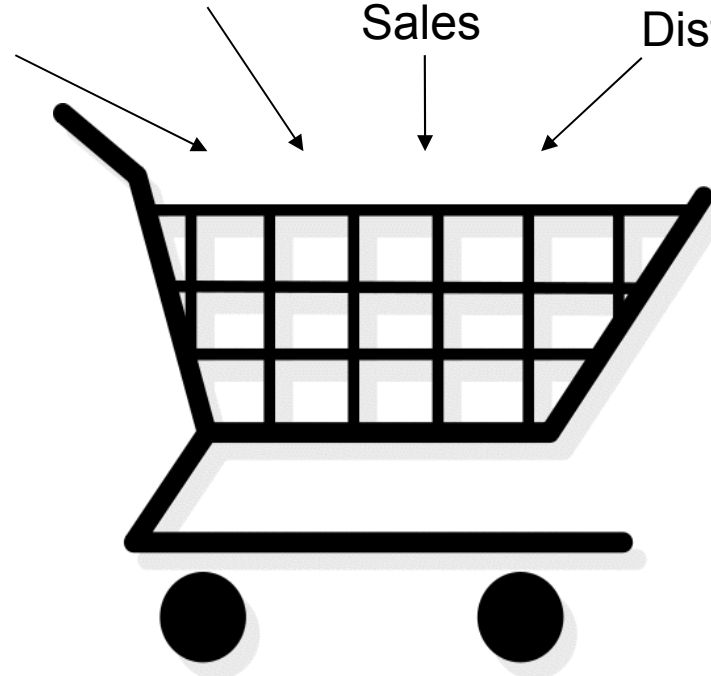
Alternative
Hip Hop
Country
Djs
Everything

Music
Download
& Performance
Sales

Artist
Promotion

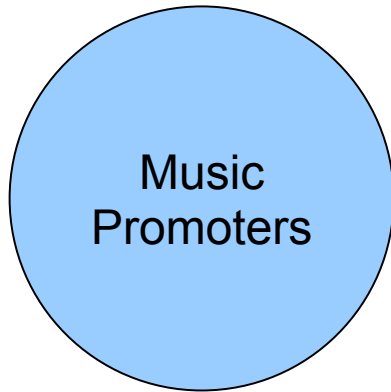
Live
Event
Booking &
Sales

Mobile
Content
Creation,
Distribution



Hypster.com Personalized Music Playlists

- artist discovery (hypster.com, .tv, .fm)
- sharing/social (myspace, facebook)
- sales (freshtunes.com, i-tunes etc.)
- event promotion & ticket sales (facebook, hypster.com, hypstertickets.com)



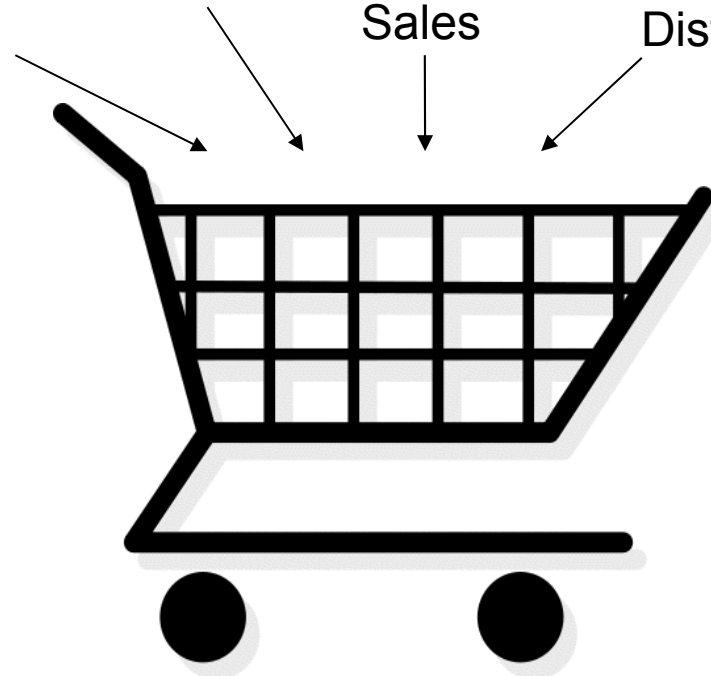
Labels
Venues
Live Event Promoters
Internet Radio
Bloggers & Media

Music Download & Performance Sales

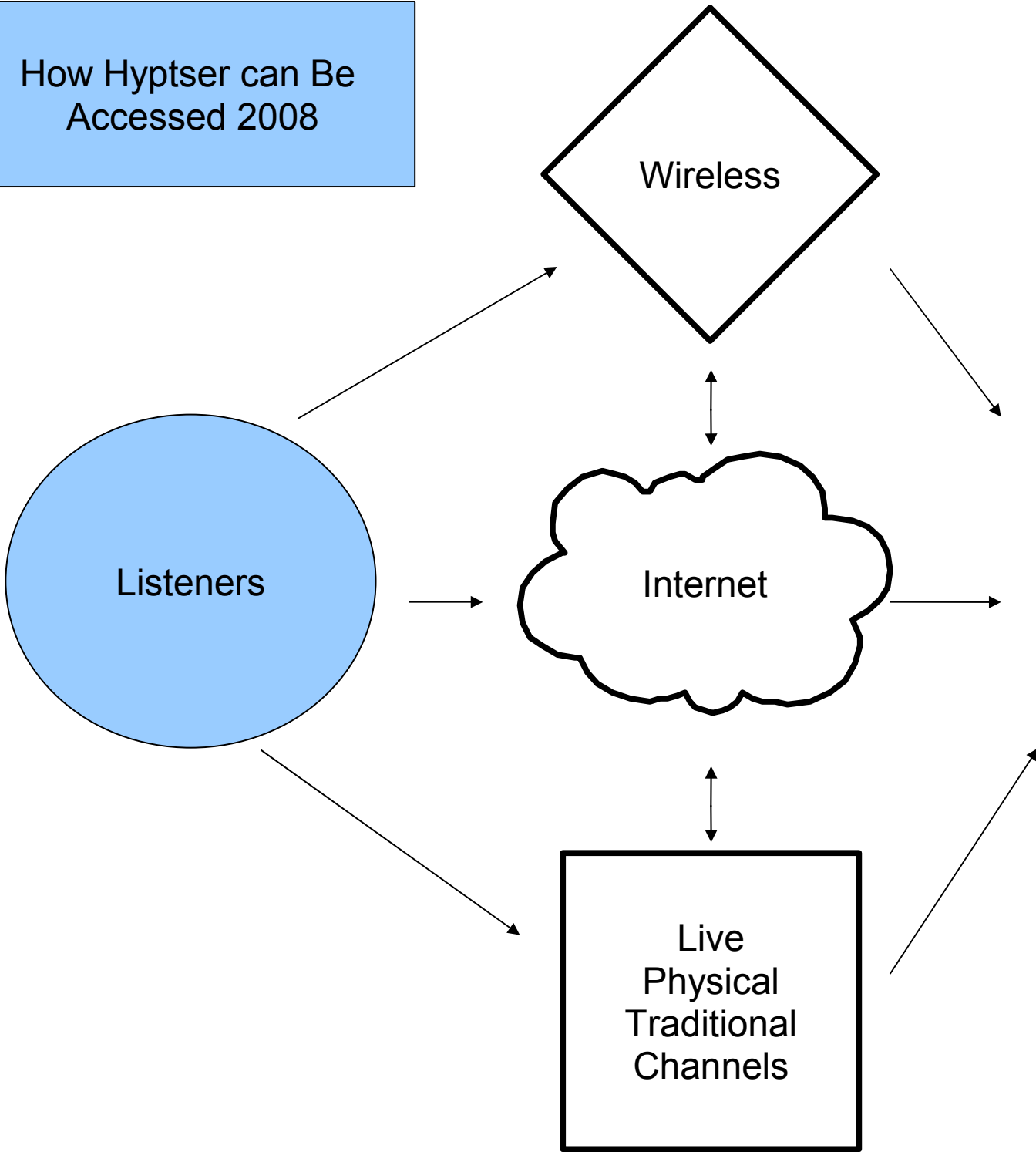
Artist Promotion

Live Event Promo & Sales

Mobile Content Creation, Distribution



How Hyptser can Be Accessed 2008



2008 Objectives

- 500,000 users by June '08; 1M by Dec '08
- Facebook and Hypstertickets.com launches
- Integration and growth through Facebook
- Grow Freshtunes.com sales
- Launch recommendation engine
- Ad sales revenues up to \$0.10/user/month
- Mobile Products & Storefront
- Physical Distribution of Download Cards for Freshtunes.com & Artist Content

How To Value Hypster.com

- The company is working to chart a course similar to other Social/Social Music properties
- MySpace \$586 M valuation: 69M users
- Last.fm \$280 M valuation: 15M users
- Facebook \$15B valuation: 200M users ('09)
- Range is from \$9-75/user
- Value per user depends on perceived value
 - Average pageviews per visit
 - Revenue generated per user
 - Future growth and prospects

Valuation Goals

\$10-20 per user

<u>USERS</u>	<u>\$/user</u>	<u>Users</u>	<u>Valuation</u>
250,000	\$10.00	250,000	\$2,500,000.00
	\$15.00	250,000	\$3,750,000.00
	\$20.00	250,000	\$5,000,000.00

<u>USERS</u>	<u>\$/user</u>	<u>Users</u>	<u>Valuation</u>
500,000	\$10.00	500,000	\$5,000,000.00
	\$15.00	500,000	\$7,500,000.00
	\$20.00	500,000	\$10,000,000.00

<u>USERS</u>	<u>\$/user</u>	<u>Users</u>	<u>Valuation</u>
1,000,000	\$10.00	1,000,000	\$10,000,000.00
	\$15.00	1,000,000	\$15,000,000.00
	\$20.00	1,000,000	\$20,000,000.00

<u>USERS</u>	<u>\$/user</u>	<u>Users</u>	<u>Valuation</u>
5,000,000	10	5,000,000	\$50,000,000.00
	15	5,000,000	\$75,000,000.00
	20	5,000,000	\$100,000,000.00

BM Ltd. Current Market Valuation

- 2.8 B shares issued*
- 1.2B restricted
- 1.6B float
- Low end of \$0.0002 per share
- Approx. \$560,000 valuation
- Divide by 200,000 users
- \$2.80/user

*all figures approx at time of writing

Current market valuation is too low

- Company believes the Hypster.com value per user is closer to MySpace or Last.fm
- \$9-18/user
- Actual property value at \$1.8 to \$3.6 M
- Therefore \$0.00062 to \$0.00124/share
- This is not even future looking
- What is value at 500,000 and 1,000,000 users over next 6-12 months?

Continued investment adds to company value

- Myspace estimated \$32M in Venture funding
- Last.fm estimated \$25M in Venture funding
- Facebook over \$270M in Venture funding
- Add personnel and infrastructure to accommodate growth plans
- Expand marketing & sales efforts
- Reach different milestones beyond simply number of users online
- Other properties achieved higher valuation per user by increasing pageviews and revenue per user, growth rates

2008 Capital Plan

- Expand to 10 Billion authorized
- Estimated 5B restricted by end of '08
- Estimated 5B float by end of '08
- Online Property Valuation of \$10M to \$20M
- Target of \$0.001 to \$0.002/share end of 2008
- '08 Capital Requirements \$0.5 M to \$1.0 M
- Seek funding for 2009 fiscal of \$5-15 M for approx 5 B additional shares (1/3)
- Target '09 valuation of \$50-300M (5-15M users)

2008 Use of Proceeds

- Online marketing, sales expansion
- User growth expansion to 1M+
- Infrastructure, support
- Advertising & Sponsorship Sales Staff
- Software development team growth
- Online product development team
- Content development & acquisition team
- IR & PR engagements