SPACCO
Acquisition Corp.

$200 Million SPAC Initial Public Offering
January 2022

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Management Team

We expect our targets will benefit from the experience and involvement of our team in the music, technology, and entertainment industries to create improved returns in the businesses we invest in. We have assembled one of the most experienced management, board and advisory teams to guarantee the best domain expertise, industry access, deal flow and operating experience.

Marc Ruxin	David Goldberg	Charlie Walker	Kerry Trainor	Marc Geiger
Co-Founder/CEO	Co-Founder/CEO	Board of Directors	Board of Directors	Board of Directors

Management Team Cont.

Marc Ruxin

Marc Ruxin is is an accomplished entrepreneur, media executive and serial advisor and investor. For 25 years Marc has been leading media and media technology companies into the digital future as an operator, investor, board member and advisor. He began his career at EMI Records in A&R, before attending Columbia Business School for his MBA. He has advised over 50 companies including High Fidelity, Pax, LoanSnap, Wish, Kosmix, Blue Kai Curse and Lyte and has been an EIR at Storm Ventures and Obvious Ventures. Most recently Marc was the CEO of Mixhalo, and prior to that he was the COO/CMO of Rdio (acq. By Pandora). He joined Rdio by way of his music discovery company TastemakerX where he was CEO and Founder. Marc was also the Chief Innovation Officer at Universal McCann/McCann Erikson/IPG where he oversaw $4B in media spend and strategic marketing Marc also worked for WPP Group, where he was an MBA Marketing Fellow and ultimately led West Coast new media strategy. Marc sits on the Boards and Advisory Boards of numerous internet and technology start-ups in Silicon Valley as well as being on the BoD of the San Francisco Film Society. He started his career in A&R at EMI Records. Marc has a BA from Hamilton College and an MBA from Columbia Business School, and lives in San Francisco with his wife and three children. Marc blogs about music and film at www.snoozebutton.com.

David Goldberg

David Goldberg is an experienced public company and start-up CEO, board member, and advisor with extensive experience in ticketing, gaming, entertainment and sports. He currently serves as an Advisor to TPG Growth, TPG's growth equity and middle-market buyout platform. David served as Executive Vice President/Office of the CEO for Ticketmaster where he was one of three executives charged with overall operational responsibility for the world's largest live entertainment ticketing company. In that role he oversaw the investment of hundreds of millions of dollars in companies on four continents, helping grow Ticketmaster's international EBITDA by nearly 60%. He also developed and implemented strategies that helped increase Ticketmaster's overall EBITDA by nearly 100% during his tenure. David was most recently the CEO of ScoreBig.com, the first online and mobile ticketing company to pioneer the 'open distribution' of off platform ticket sales via ground-breaking contracts with Ticketmaster, AXS (AEG), and most other major primary ticketing companies. ScoreBig.com created the first-of-its-kind, real-time, transactional APIs allowing for same time sales of primary ticket inventory effectively changing the long-held industry paradigm of exclusive ticket sales. He is also a board member and audit committee chair of GAN (NASDAQ: GAN), the leading software platform provider for the burgeoning online sports betting and casino space in the United States. David holds a BA in Economics from Northwestern University and an MBA from the University of Chicago Booth School of Business.

Our Strategy

- 'Music Industry' is our overall target
- The music industry is dominated by oligopolies on both the live and recorded side
- Small independents exist but no 'middle to large' players have presented themselves
- We do not believe this is due to systemic reasons, but rather no one has focused on - or been capable of - making that leap
- We believe that buying two or three of the larger independent businesses and combining operations can achieve significant revenue scale and cost synergies
- We bring experienced management, with extensive networks and access to additional capital, as well as key decision makers, and extensive deal making prowess
- Our team has experience in helping businesses scale and achieving cost and revenue synergies

Why Now?

1. **Market Opportunity**
By combining a few complimentary businesses (creator driven businesses, rights holders, live environments) in an emerging vehicles like a SPAC, the market will likely reward strategic synergies.

2. **Target Availability:**
Most venture funded digital music technology businesses have been around for at least a decade and investors are seeking liquidity. Not many of these businesses are big enough to attract.

3. **Demand for Live Music Is At An All Time High:**
A cherished experience by millennials and Gen Z, while nostalgia for older demos – and by marketers seeking to target key audiences.

4. **Major Record Label Resurgence:**
In value and market strength given the explosion in streaming revenue and platforms.

5. **Technology Disruption:**
Leveraging a shared back office for legal, technology platforms (HR, CRM, Finance) combined entities with a global reach begin to look appealing on many levels.

6. **Other Exogenous Factors:**
Our experienced, multi-disciplinary team with decades or operating experienced across the music landscape will provide unfair access and strategic connectivity.

Immediate Market Tailwinds

1. The music business is largely dominated by:
   - Two primary companies in the streaming space (Spotify and Apple)
   - Four major label record label groups (UMG, Sony, WMG, EMI)
   - Two US based promoters (Live Nation and AEG)
   - A fragmented collection of publishers and other rights holders (Downtown, Reservoir, Secretly)
   - A handful of large creator-based platforms that are growing rapidly (SoundCloud, BandCamp)
2. Most other music technology, labels, promoters or rightsholder businesses are not big enough to scale at the public market level on their own.
3. Most of the big “music companies” don’t buy digital business at VC/PE prices.
4. A strategic pairing of a few of these assets across one of the core categories could unlock in the form of a SPAC could unlock quite a bit of value

Proven Track Record of Team

We are operators, not just financial engineers. We know our way around a cap table and financial statements but first and foremost we know how to run businesses.

Marc is a seasoned operator in technology, music and media as well as a serial entrepreneur and investor. He has advised, run, invested in or done board work at 50+ companies over the past three decades.

He started his career in A&R at EMI Records, went on to work at WPP Group and IPG before starting TastemakerX in 2011 and sold the company to Rdio in 2014. The company was then purchased by Pandora in 2015. He has advised companies like Lyte, Tapulous, Wish, Pax, Kosmix (acq. Walmart), Meebo (acq. Google)

David has run Ticketmaster as well as started up businesses in digital music and live entertainment. His portfolio at TPG includes music and entertainment assets across the globe. Significant M&A.

David started his career at Jam Productions in Chicago as a talent buyer. After receiving his MBA, he co-founded early online music pioneer Tunes.com (operator of RollingStone.com) and then went on to start Ticketmaster's music services group. As an advisor & investor he works closely with promoters/ticketing companies in India and China.

Both Marc and David have extensive experience in industries outside music which will provide valuable insights.

The extended team includes some of the biggest promoters, agents, and digital operators in the music business.

Value Creation Strategy

By identifying the right combination of two or three private companies who all service the same customer, with combined revenue and scale, will create appealing international footprint with high margins and centralized operating costs.

Digitally native creator platforms have taken a long time to scale but are increasingly reaching critical mass through the acceleration of digital content creation and consumption

Small but high-profile labels, publishers and other rights management groups are ripe for consolidation allowing for them to focus on core business function and shed inefficient operating functions like HR, finance, and operations to a holding company infrastructure.

*This model has been highly effective in the advertising agency holding company model (WPP, IPG, Omnicom)

There might also be some international opportunities that emerge as divestitures of U.S. companies or companies who have found a market in the U.S.

Deal Sourcing Network

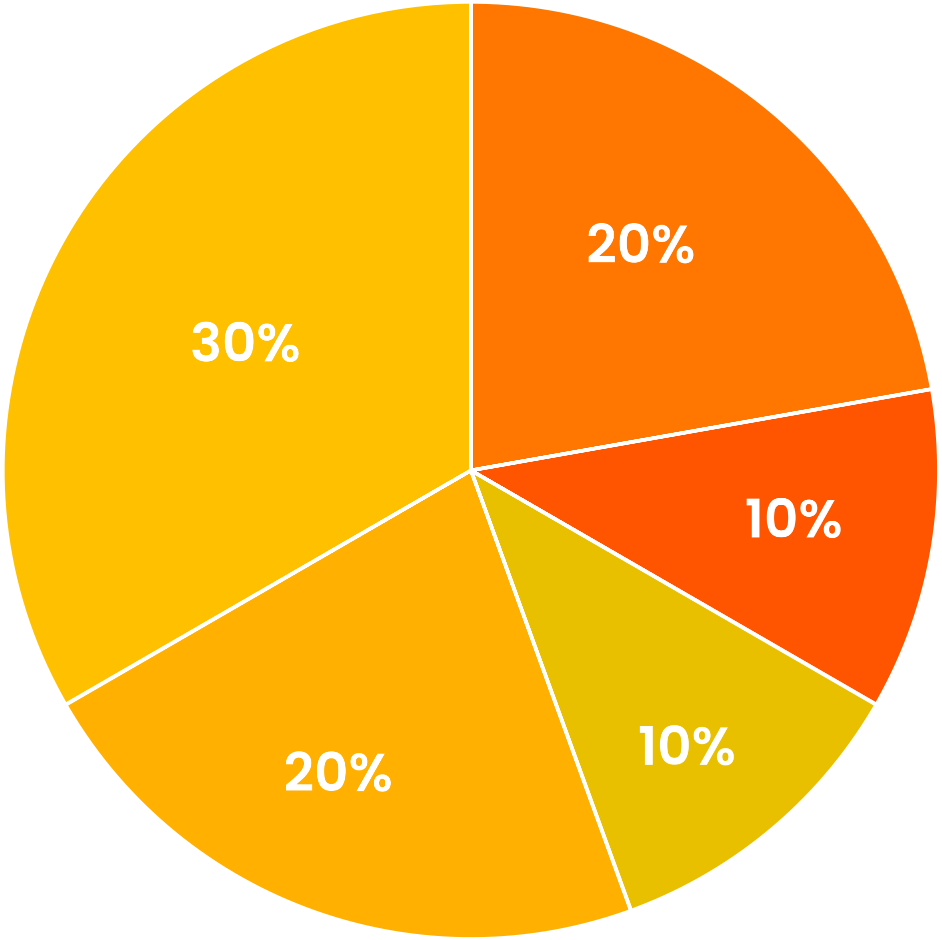
With decades of experience and unparalleled relationships, we already know many specific opportunities, and have been in contact with many of the CEOs for years.

There also will be existing possible industry sellers who will approach us upon announcement.

Additionally financial industry players will likely approach us after announcement.

Management, Board and Advisor networks will exponentially expand our potential deal reach.

Source and Use of Proceeds



- % of costs saved via synergies (if rollup)
- y% of revenue increase via synergies (if rollup)
- Dollars deployed for marketing or commercial deals to increase share
- Additional M&A
- Some money to buy out existing shareholders (not sure if SPAC can do that)

Board of Directors

Marc Geiger
Marc was head of WME Music for 15 years, a founder of Lollapalooza, and the founder and CEO of Artist Direct. He is a serial advisor, investor and music fanatic.

Charlie Walker
Charlie is a founder and CEO of C3 Presents (acq. by Live Nation) and is an active investor, advisor and operator.

Advisory Committee/Board

Cliff Chenfeld

Cliff was the founder and CEO of Razor & Tie Records (acq. Concord), Founder of Ohio festivals Wonderbus and Wonderstruck, and angel investor.

Kerry Trainor

Kerry is the Chairman and former CEO of Soundcloud. Prior to that he was the CEO of Vimeo, and was an executive at AOL and Yahoo before that.

Contact Info

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Appendix

Potential Target

Platform: SoundCloud, BandCamp, Splice, DistroKid, Bandsintown

Labels: Secretly Group, Merge, SubPop, Bella Union, ATO

Publishers: Downtown, Redlight

Live Events: Meow Wolf, APE, Danny Wimmer Presents, Secret Cinema