

ANRO Media Groep – Budget Agreement –

Internal financial matters

In this agreement

This document describes the financial agreements within ANRO Media Groep, hereinafter referred to as “AMG.” The purpose of this budget agreement is to establish transparency, clarity, and mutual agreements regarding income, expenditure, and the distribution of financial resources within AMG.

This agreement serves as an internal framework for decision-making.

Revenue

AMG generates revenue from the following sources:

- Ticket sales for AMG Events
- Creative services (DJ performances, hosting, event support, visuals/media, music releases)
- Merchandise
- Muziek production (mix/mastering services, sample packs)
- Partners & ambassadors
- Advertising
- Content (Music, video)
- Subsidies

Expenses

AMG incurs expenses in the following categories:

- Venue rental for events, shoots, etc.
- Sound, lightning and technical facilities
- Crew
- Travel expenses
- Hospitality
- Performers (DJ's, MC's, singers)
- Commercial advertising (Online ads, flyers/posters, etc.)
- Merchandise production (designing, printing, packaging, shipping)
- Video & photography
- Editing & designing
- Software & tools
- Accounting
- Bank charges
- Website hosting
- Contingency costs

Distribution

All income is first deposited into the central AMG fund, unless explicitly agreed otherwise in advance. Expenses are paid from the central AMG fund and the remaining amount is distributed in accordance with the agreements in this agreement.

The exact percentage is determined on the basis of agreements regarding organization, branding, and additional costs.

Ticket sales

- 60% AMG
- 20% Buffer
- 20% Organization/team

Creative services (DJ performances, hosting, event support, visuals/media, releasing music)

- 60% Artist(s)
- 40% AMG

Merchandise

Own design

- 50% Reinvestment merchandise
- 30% In-house designers
- 20% AMG

Collaboration

- 15% – 50% Third party
- 5% – 35% Reinvestment merchandise
- 30% In-house designers
- 15 – 20% AMG

Music production (mix/mastering services, sample packs)

Mix/mastering services: agreed amount

Sample packs:

- 85% AMG
- 15% Artist(s)

Partners

- 80% Investment AMG
- 20% buffer

Advertisements

- 85% – 100% AMG
- 15% Artist(s)

Content (music, video)

- 60% AMG
- 25% – 40% presenter(s)
- 15% Artist(s)

Subsidies

- 100% AMG