

JUDAH

ENTERTAINMENT

TALENT | MEDIA | TECHNOLOGY

C O M P A N Y P R O F I L E

AFRICA'S NEXT ENTERTAINMENT POWERHOUSE

Discover Talent. Create Culture. Build Legacy.

D U R B A N | J O H A N N E S B U R G | C A P E T O W N

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SOUTH AFRICA

COMPANY OVERVIEW

Judah Corporation Entertainment is a global-facing entertainment company dedicated to creating, developing and commercialising world-class talent, music, digital entertainment and cultural experiences across Africa and beyond.

Built around the belief that extraordinary talent exists everywhere, the division combines discovery, artist development, music, technology, live experiences and commercial partnerships within one connected ecosystem.

Our platforms are designed to remove barriers of geography and access—giving creators the visibility, tools, connectivity and commercial pathways required to build sustainable international careers.

OUR VISION

To create Africa's largest entertainment ecosystem and launch the continent's next generation of global superstars.

OUR MISSION

To discover, develop and elevate talent through world-class experiences, innovative digital platforms and enduring commercial partnerships.

WHAT WE DO

01

TALENT

Discovery, development and career pathways for artists and creators.

02

MEDIA

Music, content, events and cultural experiences built for global audiences.

03

TECHNOLOGY

Mobile-first platforms connecting talent, fans, brands and opportunity.

BRAND PROMISE

DISCOVER TALENT. CREATE CULTURE. BUILD LEGACY.

SIX CAPABILITIES. ONE VISION.

01

ARTIST DEVELOPMENT

Professional mentoring, branding, career management and commercial growth strategies.

02

MUSIC & AUDIO

Recording, publishing, distribution, licensing and content monetisation.

03

DIGITAL ENTERTAINMENT

Mobile platforms, streaming experiences and audience engagement solutions.

04

LIVE EVENTS

Concerts, showcases, festivals, conferences and entertainment experiences.

05

TALENT DISCOVERY

Finding exceptional voices, performers and creators through vStarz and strategic partnerships.

06

BRAND PARTNERSHIPS

Connecting brands with talent, culture and engaged audiences across Africa.

INTEGRATED VALUE CHAIN

DISCOVER | DEVELOP | CONNECT | COMMERCIALISE

THREE VENTURES. ONE STAGE.

Each venture solves a distinct part of the entertainment value chain while strengthening the others.



TALENT DISCOVERY

vStarz

The world's next generation talent platform—discovering, showcasing and launching tomorrow's stars.



CONNECTIVITY

JUDAH NETWORKS

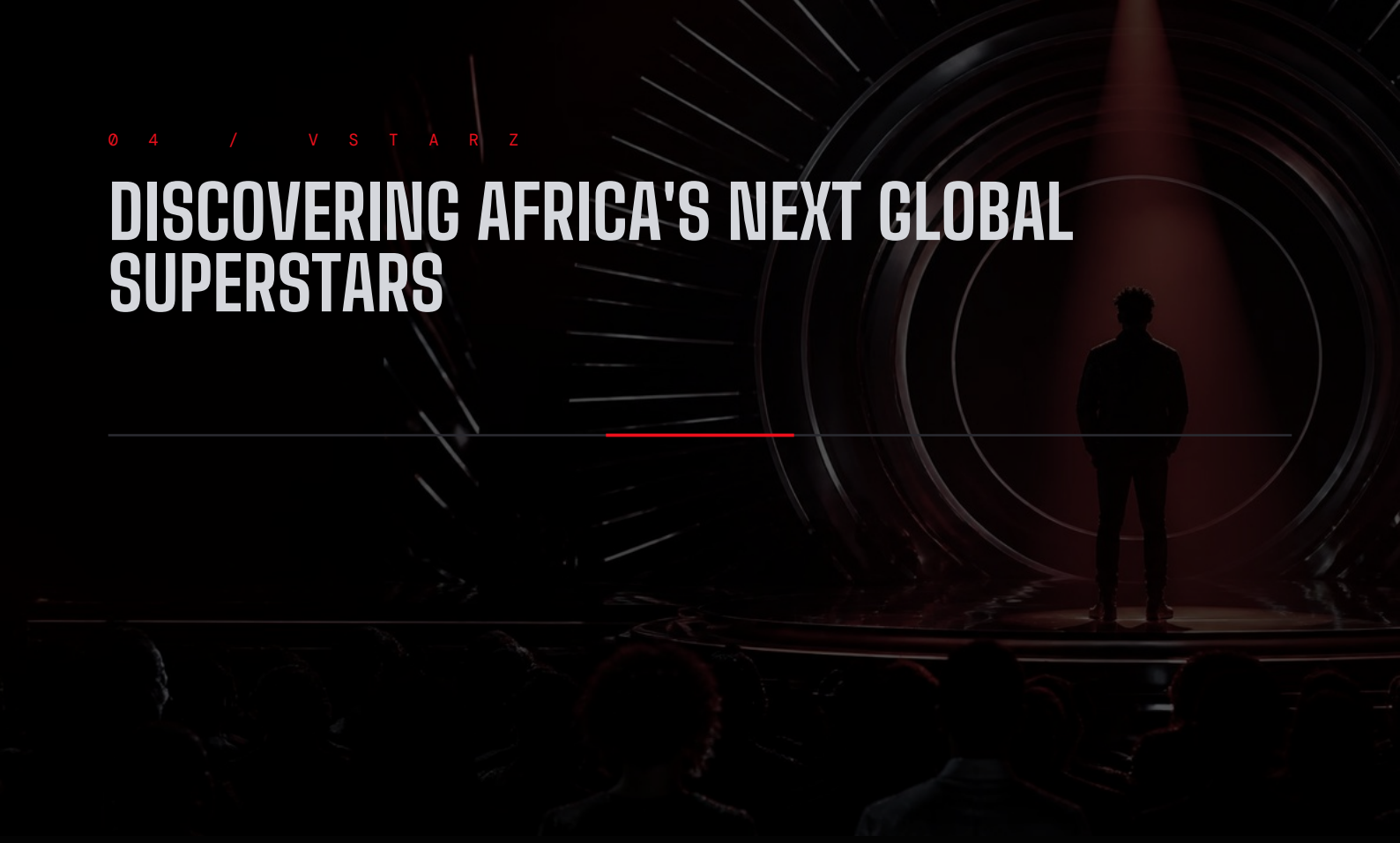
An entertainment-first network connecting fans and creators through purpose-built mobile experiences.



MUSIC & IP

JUDAH RECORDS

Recording, publishing, distribution, licensing and long-term commercial development for exceptional artists.



0 4 / V S T A R Z

DISCOVERING AFRICA'S NEXT GLOBAL SUPERSTARS

T H E W O R L D ' S N E X T G E N E R A T I O N T A L E N

Where dreams become global stars. vStarz is an innovative digital competition and entertainment platform that enables singers, dancers, actors, comedians, creators, DJs, musicians and special talent to showcase their ability from anywhere.

MORE THAN A TALENT COMPETITION

Participants progress through video submissions, live challenges, audience voting and expert judging—building loyal fan communities and unlocking exposure, mentorship, sponsorship and career opportunities.

Y O U R S T A G E . Y O U R V O I C E . Y O U R M O M E

WHERE TALENT MEETS OPPORTUNITY.

A PLATFORM DESIGNED FOR SUCCESS

Mobile-first talent discovery built around visibility, participation, recognition and commercial opportunity.

01

GLOBAL VISIBILITY

Exposure to audiences, brands and industry professionals worldwide.

02

COMMUNITY VOTING

Interactive participation that helps talent build and activate a fanbase.

03

INDUSTRY RECOGNITION

Discovery by music executives, scouts and entertainment professionals.

04

CAREER OPPORTUNITIES

Access to mentorship, sponsorships, performances and partnerships.

05

MONETISATION

Multiple pathways to turn talent into a sustainable career.

06

MOBILE FIRST

Compete, engage and grow an audience directly from a smartphone.

TALENT CATEGORIES

SINGING | DANCING | ACTING | COMEDY | SPOKEN WORD

INFLUENCERS | CONTENT CREATORS | DJs | MUSICIANS | SPECIAL TALENT

A NETWORK BUILT AROUND TALENT

Entertainment-first connectivity designed for fans, creators and artists.



01

ENTERTAINMENT BUNDLES

Streaming, voting and uploading designed around entertainment use.

02

FREE CONTEST ENTRY

Subscribers can enter vStarz and participate without unnecessary barriers.

03

CREATOR DATA

High upload allowances that support working creators and artists.

04

FAIR PRICING

Accessible, prepaid-first connectivity without long contracts.

05

ARTIST REVENUE SHARE

Commercial models designed to return value to participating talent.

06

INTERNATIONAL COVERAGE

Established infrastructure supporting reach and scale from day one.

PLANNED PACKAGES

FAN — everyday connectivity | CREATOR — upload-focused benefits | ARTIST PRO — distribution credits and creator-first support

EVERYTHING AN ARTIST NEEDS



01

RECORDING & PRODUCTION

Studio recording, production and mixing.

02

DIGITAL DISTRIBUTION

Major platforms with transparent royalty reporting.

03

PUBLISHING

Rights, sync licensing and royalty collection.

04

ARTIST MANAGEMENT

Career strategy, bookings and partnerships.

05

VISUAL CONTENT

Music videos, cover art and social assets.

06

LIVE & TOURING

Show routing, festival and production support.

ROSTER STRATEGY

The first signings emerge through vStarz, creating a direct pathway from discovery to development, release and enduring artist value.

CONNECT WITH CULTURE

Partner with Judah Corporation Entertainment and vStarz to reach active audiences through authentic entertainment experiences.

01
SPONSORSHIPS

02
BRAND INTEGRATIONS

03
PRODUCT PLACEMENT

04
DIGITAL CAMPAIGNS

05
TALENT COLLABORATIONS

06
EVENT PARTNERSHIPS

07
CONTENT PRODUCTION

08
INFLUENCER CAMPAIGNS

INVESTMENT PROPOSITION

AUDIENCE BECOMES ENTERPRISE VALUE.

Discovery generates audience. Audience drives connectivity and engagement. The label converts cultural momentum into enduring intellectual property, partnership value and revenue.

EXPERIENCED LEADERSHIP. GLOBAL AMBITION.



C E O

STEVEN AUSTIN HARLEY

Steven Austin Harley is a veteran business leader and entrepreneur with more than four decades of international experience across corporate leadership, technology ventures, government consulting and logistics in Africa, Europe and the United Kingdom.

His career began at Anglo American and De Beers. He later founded an agency serving clients including Microsoft and Mondi, organised major international events, and co-founded smTAG in Zurich, pioneering RFID technology with clients including Manchester United Football Club.

He helped grow Lefatshe Technologies from four directors to more than 130 employees and nearly half a billion Rand in turnover, consulted to the South African government, and founded BeatIT Zimbabwe and Northern Wind Logistics.

L E A D E R S H I P P H I L O S O P H Y

BUILD BUSINESSES. DELIVER RESULTS.

As Chief Executive Officer, Steven leads Judah Corporation with an inclusive, engaging leadership style founded on mutual respect, entrepreneurship and a lifelong record of building businesses and delivering results.

STRATEGY THAT TURNS IDEAS INTO VALUE.

C S O

GREGORY ENVER MADURAY

Accomplished Commercialisation and Business Development Executive who has headed Digital Business Development for Warner Music Group in Africa, Digital Media Entertainment Strategy at Vodacom and VAS Product at the Ignition Group.



P R I M A R Y A R E A S O F S P E C I A L I S A T I O N

- Strategy Development & Deployment
- Content Strategy, Negotiation & Acquisition
- Management, People & Resource Management
- High-Level New Business Development
- Product Commercialisation
- Business Analysis
- Digital Content E-commerce Strategy, Modelling & Implementation
- VAS Products & Services
- E-commerce Engagement Platforms & Channels

Gregory brings extensive global and local experience across General Management, Business Development, Stakeholder Relationship Management, Training, Learning & Education, and Business Intelligence.

11 / GET IN TOUCH

PARTNER WITH US.

JUDAH
ENTERTAINMENT
TALENT | MEDIA | TECHNOLOGY

GEOGRAPHIC PRESENCE

DURBAN
SOUTHAFRICA

JOHANNESBURG
SOUTHAFRICA

CAPE TOWN
SOUTHAFRICA

JUDAH CORPORATION ENTERTAINMENT

Whether you are an aspiring artist, creator, sponsor, investor or industry partner, your journey starts here.

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