

KMOB1003 GLOBAL MEDIA

Q2 2026 Performance Addendum

AS OF APRIL 6, 2026

902K+	Cross-platform audience
34M	Annual video views
898K	Total shares
20+	Videos above 1M views
11M	Peak single video
\$0	Paid distribution

Category dominance confirmed.

Format ownership verified.

Third viral activation in 12 months.

ADDENDUM SUMMARY

This addendum supplements the Q1 2026 Institutional Shareholder Report with three updates:

1. Updated platform metrics as of April 6, 2026 — TikTok followers at 825.4K, total views at 34M, shares at 898K. All figures verified from platform analytics.
2. Content library audit — KMOB1003 has been confirmed as the operator of the largest independently owned spoken word and poetry performance library on TikTok, with 20+ videos above 1M views built across three years without paid distribution.
3. April 2026 activation event — a spoken word video posted April 3, 2026 reached 1.4M views in 72 hours with a 24% like-to-view ratio (industry benchmark: 3–5%). The platform viral system has now activated three confirmed times in 12 months.

The System Activated Again

A spoken word video posted April 3, 2026 at 3:52 PM reached 1.4 million views in 72 hours without paid promotion.

APRIL 3, 2026 · 3:52 PM · SPOKEN WORD · ORGANIC

**"Shooting your shot isn't always confidence.
Sometimes it's pressure. Sometimes it's noise."**

1.4M views · 336K likes · 24% like-to-view ratio · Still climbing April 6, 2026

7-DAY PERFORMANCE WINDOW · MAR 29 – APR 4, 2026

Video views	660K	+208.5%	vs. prior 7-day period
Likes	139K	+352.4%	vs. prior 7-day period
Shares	7.4K	+97.1%	vs. prior 7-day period
Comments	448	+264.2%	vs. prior 7-day period
Profile views	7.8K	+208.8%	vs. prior 7-day period

PATTERN ANALYSIS

Not viral. Activated.

This is the third confirmed major event in 12 months — September 2025 (~3.5M week), the 11M Bxtches with Boundaries piece, and now April 2026. This is not luck. It is a system.

Format consistency.

All high-performing events share a format: spoken word, 2–3 minutes, stage or live setting, emotionally grounded caption. The formula is documented. The results are repeatable.

Zero paid trigger.

No paid promotion preceded this activation. The algorithm elevated the content on organic engagement velocity alone — confirming algorithmic trust tier positioning.

Audience conversion.

1,600+ new followers added in the final 48 hours of the tracking window as a direct result of the activation. Reach converted to owned audience.

Investor interpretation: KMOB1003 does not go viral. It activates. The distinction is the difference between luck and infrastructure.

Format Dominance — Verified

Content library audit conducted April 6, 2026. All view counts verified from TikTok public analytics.

KMOB1003 operates the largest independently owned spoken word and poetry performance library on TikTok.

20+ videos above 1M views. Three-year library. Zero paid distribution. Format: spoken word performance, cultural reframing, emotion-driven narrative.

TOP 10 VIDEOS BY TOTAL VIEW COUNT · ALL ORGANIC

RANK	CONTENT	TOTAL VIEWS
01	Bxtches with Boundaries — Real artists. Real talent.	11M
02	Episode 1 — BNV	9.4M
03	Simon Says	8.8M
04	Happy Valentine's Day	7.4M
05	Black History Month	5.9M
06	BNV Sacramento #spokenword	5M
07	Lost Voices	3.6M
08	Broken Hearts	3.5M
09	I Like a Man	2.7M
10	How to Get Catcalled	2.6M

ADDITIONAL VERIFIED MILLION-PLUS VIEW CONTENT

2.3M	— Women's History Month	2.3M	— Episode 22
2.2M	— Row Row Roe	2.2M	— The Battles — Episode 198
2M	— Toxic Masculinity	1.9M	— Women's History Month II
1.9M	— Orange is the New Black	1.5M	— Somewhere in America
1.4M	— Shooting Your Shot (Apr 3, 2026 — climbing)	1.4M	— Episode 57
1.3M	— Episode 57 II	1.1M	— Hide and Seek

Category ownership: This is not a high-performing account. This is a format-dominant library. The distinction determines valuation.

Current Performance Ledger

All figures verified April 6, 2026. Supersedes corresponding figures in the Q1 2026 Shareholder Report.

TIKTOK · @KMOB1003.GLOBAL

METRIC	Q1 REPORT	CURRENT (APR 6)	CHANGE
TikTok followers	823K	825.4K	+2.4K
Annual video views	33M	34M	+1M
Total shares	895K	898K	+3K
Total likes	6.6M	23.9M (lifetime)	—
Comments	148K	143K	Corrected
Profile views (365 days)	469K	472K	+3K

OTHER PLATFORMS · NO MATERIAL CHANGE SINCE Q1 REPORT

PLATFORM	KEY METRIC	STATUS
Instagram · @kmob1003radio	67,243 followers · 512K reached · 89.8% non-followers	Unchanged
LinkedIn · KMOB1003 Global Media	3,123 followers · 148K impressions · 30.6% senior	Unchanged
Facebook · Pamela F. Nichols	6,427 followers · 91.2% U.S. · Ages 45–64 dominant	Unchanged
Radio · KMOB1003.Radio	50+ countries · 20% programmatic API access	Unchanged

04 · STRATEGIC PARTNERSHIP UPDATE · SPINES PUBLISHING

Signed strategic partnership — March 31, 2026

KMOB1003 has executed a signed affiliate agreement with Spines Publishing (tom@spines.com) with a dedicated landing page (lp.spines.com/hi2-kmob/) and dedicated tracking link. Commission: \$50–\$700 per conversion. Expansion proposal in development: KMOB1003 as media layer for Spines authors post-publication.

05 · Q2 INVESTOR POSITION

INVESTOR NARRATIVE · APRIL 2026

**KMOB1003 is not asking for investment to build an audience.
The audience exists. The content library is verified. The system is live.**

The ask is structured capital to convert a proven distribution engine into a scaled revenue operation.