

# FTV+ THE FUTURE OF FASHIONTV OTT INVESTORS PITCH

OTT & UHD CHANNELS & VOD in 4K

FTVUHD | FASHIONFLIX | FTV+

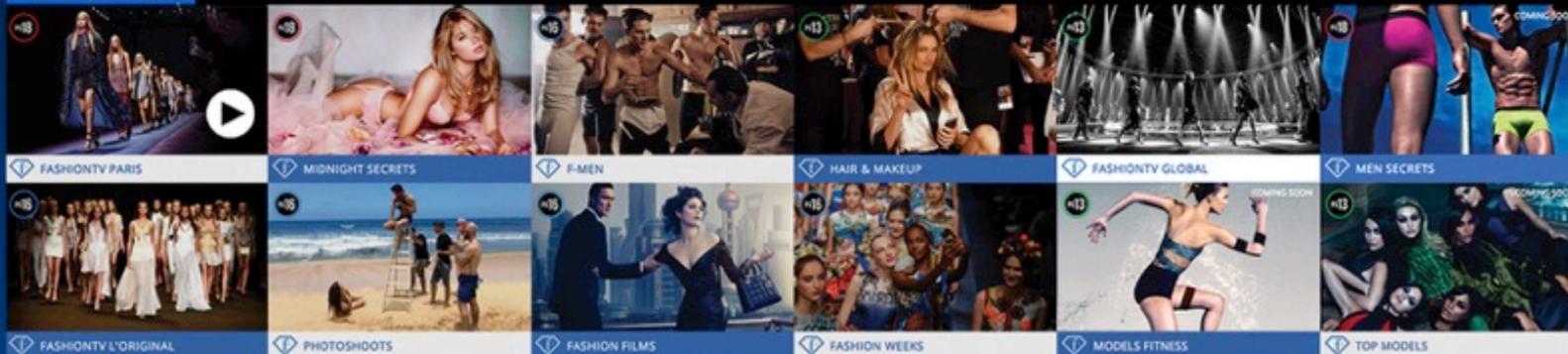
## WATCH 12 FASHIONTV CHANNELS

ANYWHERE, ANYTIME 24/7

€ 4.99/month | € 9.99/year  
1 WEEK FOR FREE! | 1 WEEK FOR FREE!

 fashiontv+

WATCH 12 FASHIONTV LIVE CHANNELS ANYWHERE, ANYTIME 24/7



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FOR MORE INFO: [company.fashiontv.com](http://company.fashiontv.com)



# FASHION TV LAUNCHES ITS GLOBAL INVESTOR SEARCH

FOR ITS NEW OTT FTV+ PLATFORM. FASHIONFLIX

Contact for investors and press: [max@ftv.com](mailto:max@ftv.com)

I am pleased to have direct contact with you on the matter of increasing capital FashionTV holding ltd, to expand our OTT strategy, to implement FTV+ and to launch FashionFlix.

Since the launch of the FTV OTT platform in February 2017 the FTV OTT platform FTV+ has had a phenomenal success, most of the major telecommunication companies have either signed or are currently negotiating the launch of FTV+ on their new OTT platforms. All major smarttv manufacturers have agreed to put FTV+ icons on their start page as a test run. FTV+ has been approved and launched on major global OTT platforms such as Apple TV, Amazon, Roku, Android TV. Many of the smartphone, tablet and laptop producers have expressed interest in putting FTV+ icons on their start up page as well as global bandwidth, cdn, udn suppliers having agreed to deliver FTV+ to end users.

FTV+ is an application with 12+ linear FashionTV channels and 1000s of VOD short and feature length documentaries and films.

FashionFlix will bring together the world of fashion by offering fashion content, events, destinations, e-commerce & shopping, social fashion community, dating, jobs and more.

Since its launch in February 2017 we have gone a long way to develop technologically to deliver both the newest content and services. The next step for establishing and building FashionFlix requires not only ingenuity in technology and content but a realistic investment of about 50 million EURO to successfully launch FashionFlix with millions of paying and satisfied subscribers.

We look forward to having you join us on this exciting and fashionable journey,

MICHEL ADAM - FOUNDER OF FASHIONTV

## VISION: FASHIONTV

## FROM PAY TV TO → OTT

### CURRENT: PAY TV

Fashion TV

500 million subscribers globally  
Company Value \$330M

SOUTH AMERICA: 13 M  
NORTH AMERICA: 5 M  
MIDDLE EAST: 33 M  
OCEANIA: 2.75 M  
EUROPE: 123 M  
AFRICA: 25 M  
ASIA: 230 M  
CIS: 62 M

### FUTURE: OTT



Target numbers  
of subscribers

**800**  
MILLIONS

## SUBSCRIPTION PREDICTION BASED ON PROTOTYPE TEST

### BASIS:

- ◇ China Mobile (contract)
  - ◇ China Telecom
  - ◇ China Unicon

### OTT streaming device market

- ◇ ROKU
- ◇ AMAZON FIRE TV
- ◇ AMAZON PRIME
- ◇ APPLE TV
  
- ◇ SMART TV's:
  - LG; Samsung; others

Android  
iOS

### Target:

B2B

- ◇ 500 M subscribers
- TELCOS

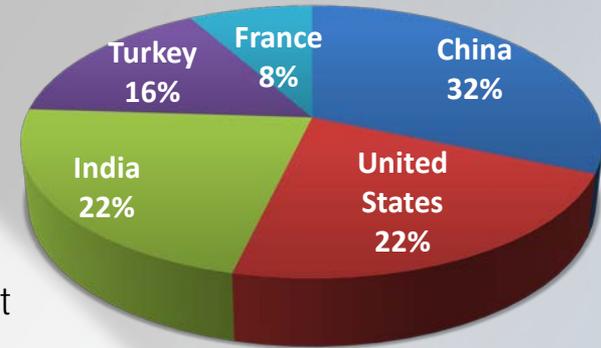
B2B2C

- ◇ App
- ◇ 5 M Subscribers

B2C

- ◇ Mobile Devices Market
- ◇ 20 M App Users

### Prototype test: App Units % by Territory

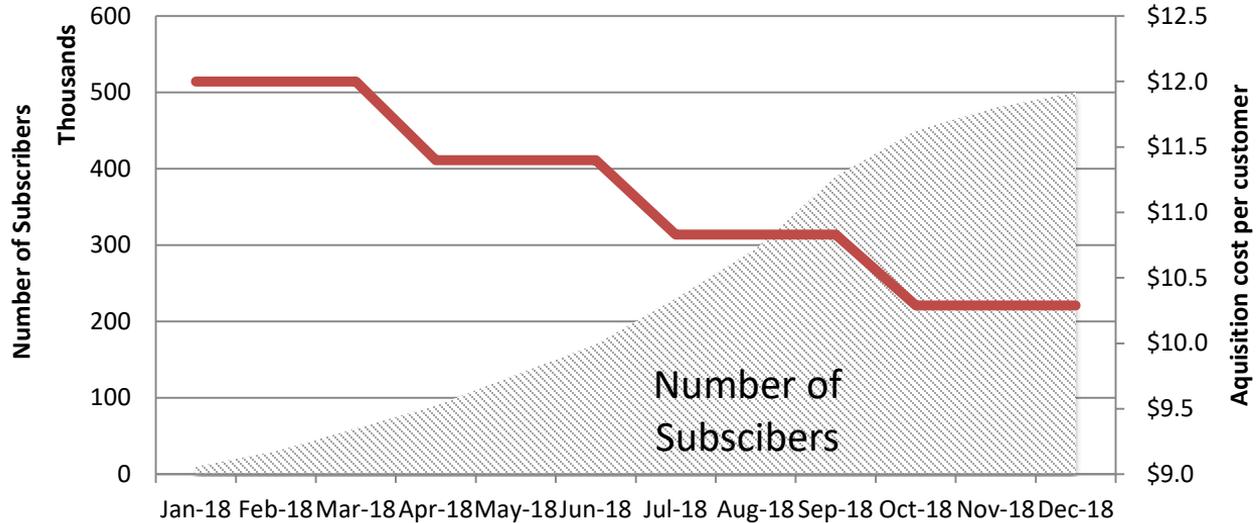


## INVESTMENT = 50 M BUDGETING

◆ <b>New management team</b> for new media development:	<u>REQUIREMENT</u>	<u>RESULTS OF INVESTMENT</u>
<ul style="list-style-type: none"> <li>◆ New app</li> <li>◆ New features</li> <li>◆ Modernize content</li> <li>◆ Distribution strategy</li> <li>◆ Online marketing: Focus on nonorganic growth</li> <li>◆ Distribution sales force at least two key PRAYERS!!!</li> </ul>	15 Million	<ul style="list-style-type: none"> <li>◆ <b>Subscription Conversion rate download to subscription</b></li> <li>◆ <b>Positioning of the brand</b></li> <li>◆ <b>Adjacent markets: New younger segments</b></li> </ul>
<ul style="list-style-type: none"> <li>◆ <b>Acquisition/Subcontracting</b> companies to increase the synergy with specialized software  Social Media SME's: Fashion focused, fastest social media in fashion industry i.e. fashiontomax</li> </ul>	15 Million	<ul style="list-style-type: none"> <li>◆ <b>Premium Content Library</b></li> <li>◆ <b>Multiplying the sales</b></li> </ul>
<ul style="list-style-type: none"> <li>◆ <b>Marketing activities:</b>  Contract Supermodels &amp; Top Designers (to bring the crowd to the platform and promotion)</li> </ul>	15 Million	<ul style="list-style-type: none"> <li>◆ <b>Getting FashionTV to every platform globally</b></li> </ul>
<ul style="list-style-type: none"> <li>◆ <b>Fashion Films</b> <ul style="list-style-type: none"> <li>◆ Fashion related movies available on the OTT platform and signed consent with iTunes; Amazon TV etc.</li> <li>◆ Experts consulting</li> </ul> </li> </ul>	5 Million	<ul style="list-style-type: none"> <li>◆ <b>Prepare for IPO / buy out</b></li> </ul>

# B2C PROJECTIONS 2018: NUMBER OF CUSTOMERS → \$ REVENUE

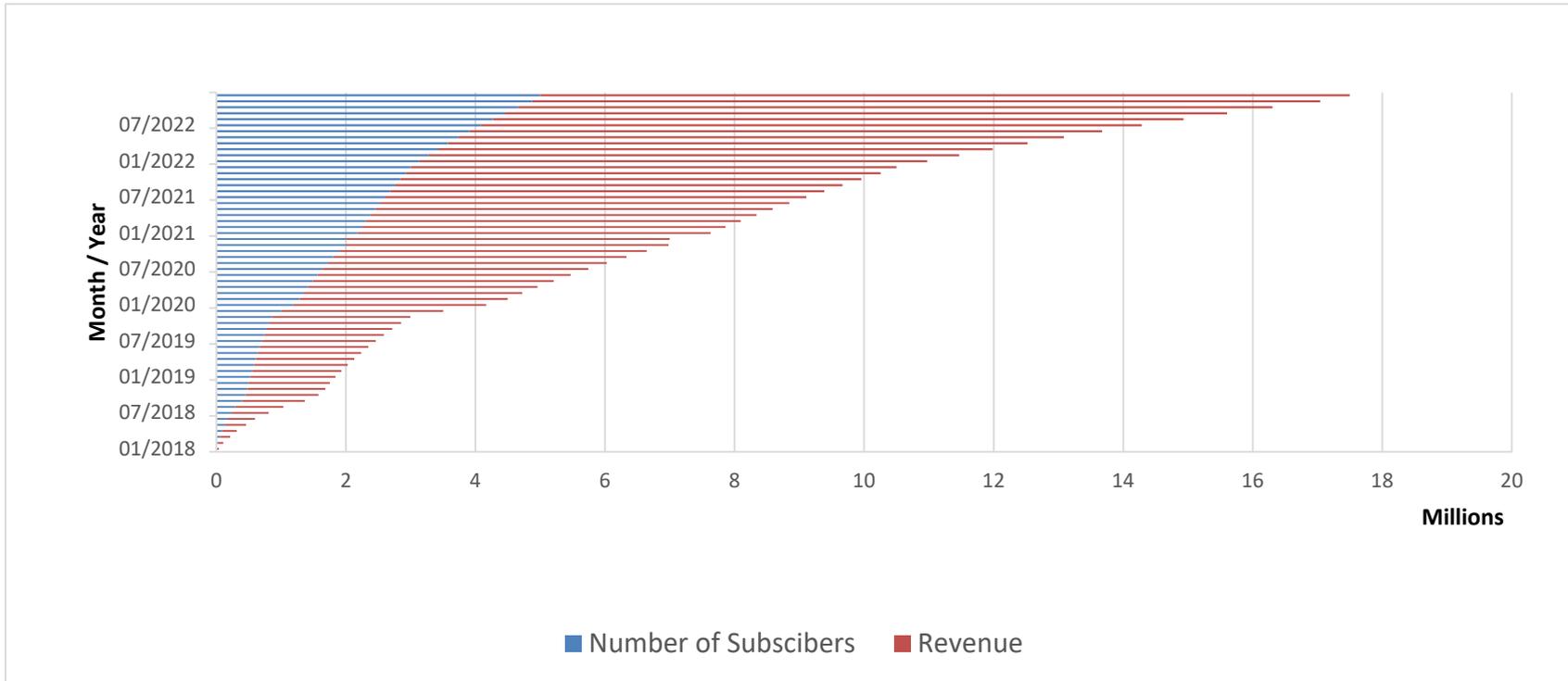
## Number of Subscribers & Acquisition Cost Per Customer



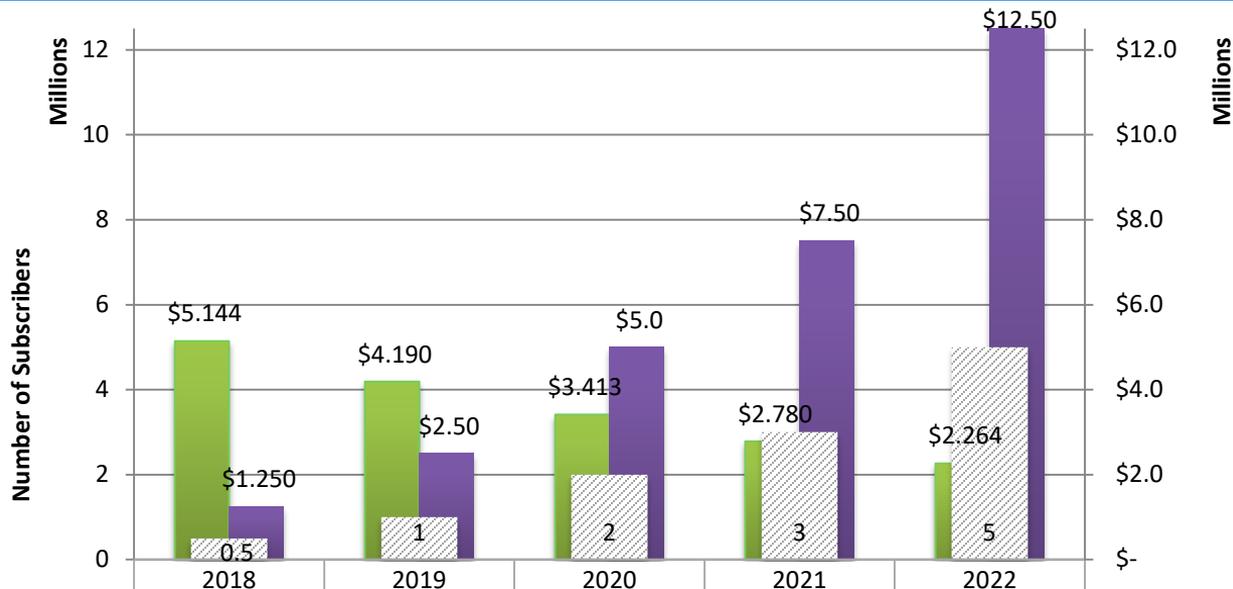
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Number of Subscribers	10000	30000	60000	90000	130000	170000	230000	295000	390000	450000	480000	500,000
Acquisition Costs Per Subscriber Per Year \$	12	12	12	11.4	11.4	11.4	10.83	10.83	10.83	10.2885	10.2885	10.2885

 Number of Subscribers     
  Acquisition Costs Per Subscriber Per Year \$

# B2C PROJECTIONS 2018-2022: ACQUISITION COST PER CUSTOMER & REVENUE in Millions



## 2018-2022 Revenues, Acquisition Costs & Number of Subscribers



■ Acquisition Costs Per Subscriber Per Year \$	\$5144250.0	\$4190023.777	\$3412800.554	\$2779747.381	\$2264121.615
■ Revenue	\$1250000.0	\$2500000.0	\$5000000.0	\$7500000.0	\$12500000.0
▨ Number of Subscribers	500,000	1000000	2000000	3000000	5000000

1

2

3

4

5

■ Acquisition Costs Per Subscriber Per Year \$    ■ Revenue    ▨ Number of Subscribers



## A NEW GLOBAL FASHIONTV OTT PROJECT

*f-flix is a platform such as Netflix, but specifically focusing on the world of fashion and appealing to customers who are interested in fashion and fashionable lifestyles.*



Linear live streaming of 12 fashiontv channels  
Localized live-streams: FTV Brazil, FTV USA, FTV China, FTV India, FTV Indonesia, FTV Spain, FTV Japan, FTV Africa



VOD library based on the 20 years of FTV content as well as a large acquisition of new content



Feature films / Documentaries  
Cult films / Local fashion  
Fashion Films Festivals / Best of films



Fashion news, events, parties, model awards, fashion weeks, project launches, updates on the latest events, people, models and opinion leaders. A continuously updated calendar of events. THE WORLD OF FASHION



## A NEW GLOBAL FASHIONTV OTT PROJECT

*f-flix is a platform such as Netflix, but specifically focusing on the world of fashion and appealing to customers who are interested in fashion and fashionable lifestyles.*

### community

A social network, which interconnects fashionistas with stylists for style advice, designers, models, photographers & wannabes.

### events & licensing

Model Awards, Fashion Parties, events, fashion weekends, exclusive invites, VIP parties, cafés, hotels, pure luxury

### e-commerce

Every video has a smart metadata associated with it. Metadata gives the brand, product, person, info connects to e-Commerce stores & dynamically linked to product pages

## FTV+ EXPLOSIVE MARKET FOR HIGH QUALITY CONTENT

2017...

- ◆ Exploding market of smart screens (3.5 billion)
- ◆ Growth of demand for content
- ◆ 1000 Telcos compete against PayTV
- ◆ “Smart-Screens demand Smart-Content”
- ◆ Telcos invest into 4G/MBB TV capabilities
- ◆ Ideal timing to invest into smart-content OTT



OPPORTUNITY FTVOTT FTV+ FashionFlix

FTV+

- ◆ FashionTV invests into FTVOTT.com streaming service
- ◆ FashionTV develops FTV+ which is 12 Linear channels, VOD and catch up
- ◆ Develops fashion-oriented smart content and services FashionFlix Next Step
- ◆ FTV+
- ◆ News, Documentaries
- ◆ Feature Films
- ◆ Style-advice, Shopping
- ◆ Interactive Advertisements
- ◆ eCommerce
- ◆ Fashion community



## SIMILAR BUSINESS MODELS

- ◆ Netflix
- ◆ iFlix
- ◆ Hulu
- ◆ Spotify
- ◆ Amazon Prime
- ◆ HBO OTT
- ◆ Disney OTT
- ◆ MTV OTT
- ◆ FTV+



**TV Networks developing their own OTT**

## FashionFlix - VIABLE BUSINESS: CONCEPT TEST

- ◆ Existing product prototype
- ◆ First introduced in March 2017 at GSMA Barcelona
- ◆ Successful  $\beta$ -test in March 2017
- ◆ Contract with 30+ Major TELCOs within the first 5 months
- ◆ Ericsson, China Mobile, Docomo, DeutscheTelekom, CenturyLink, Partner, etc.
- ◆ +30 negotiations are under NDA
- ◆ 1,000 TELCOs targeted



## TECHNICAL KNOW HOW BACKGROUND

### FashionTV global expert in cloud based TV

- ◆ 30+ employees and many subcontractors
- ◆ Providing operation and R&D
- ◆ Multichannel Cloud-based playout
- ◆ Launch of HD, UHD channels and FTVOTT.com
- ◆ Transforming delivery from Satellite to IP
- ◆ FTV Incubator for FTV+ and FashionFlix



## COMPETITIVE ADVANTAGE: EXPERTISE & KNOW HOW IN FASHION

- ◆ First Mover Advantage
- ◆ 20 years of experience and relations in the world of fashion
- ◆ Exclusive access to designers, models, bloggers, VIPs and events
- ◆ Huge database and relations with all of the major fashion weeks (50 per season)
- ◆ Relationship with leading fashion photographers (over 1,000) worldwide
- ◆ Relationship with leading fashion houses and models
- ◆ Credibility as global leader in fashion media
- ◆ FashionTV provides more content than 100 of fashion magazines
- ◆ FashionTV is known as a trendy music channel
- ◆ See it first on FashionTV



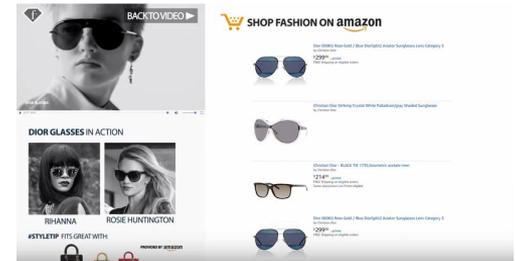
## REVENUE STREAMS

- ◆ Distribution Fees
- ◆ Premium Content
- ◆ Product Placement
- ◆ Content Sponsorship
- ◆ Ads (by impressions, clicks and acquisition)
- ◆ Shopping & Style advice
- ◆ eCommerce
- ◆ Local Franchising
- ◆ Brand Licensing
- ◆ Ticketing

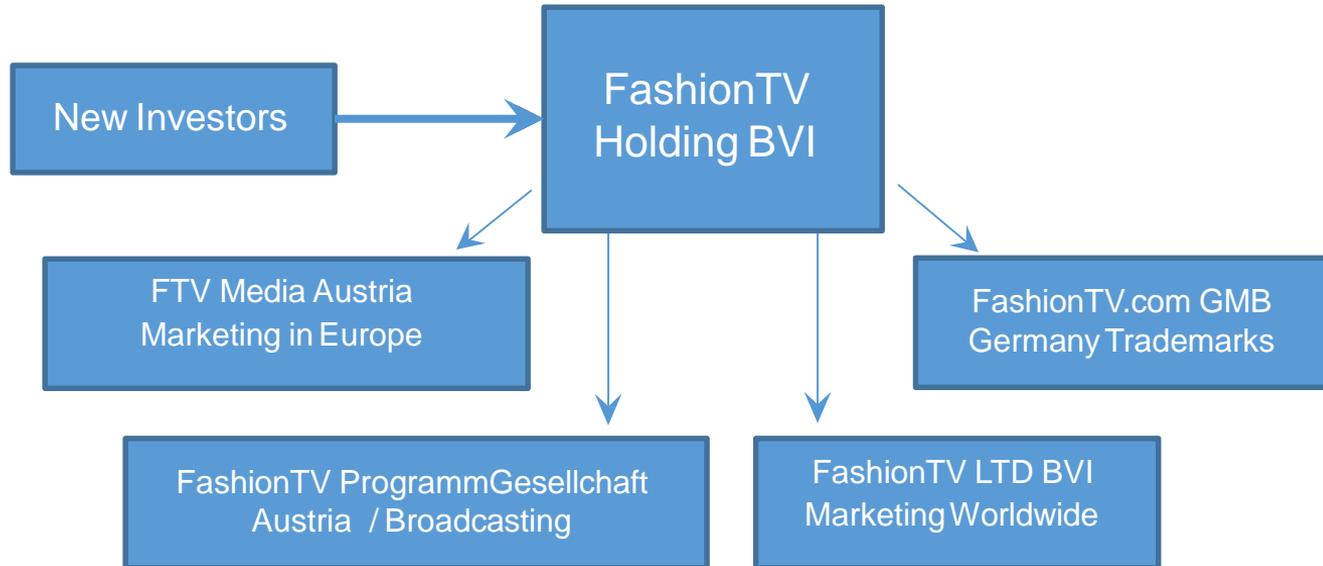


# VIEWERS CONVERTED TO LOYAL SHOPPERS: FTV+ streaming service with smart metadata

- FashionTV invests into FTV+ streaming service
- Smart Metadata on every video
- Metadata - provides info on; the brand, products, person
- Uses metadata to connect to eCommerce stores
- Videos connect to product pages
- Viewers can choose specific stores
- Recommends prices, different places to purchase products
- Triggers interactive advertising and information
- FTV receives affiliate commission and creates advertisement
- FTV offers discounts, coupons, bonuses and more
- Credibility in fashion will encourage sales
- Shoppers are loyal viewers



## INVEST IN EXISTING STRUCTURE

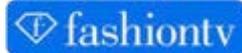


## PROJECTED EXPENSES BASED ON CASHFLOW

	2017	2018	2019	2020	2021	2022
Marketing & PR	\$74	\$5	\$535	\$5.725	\$6.125	\$6.554
Advertisement budgets	\$-	\$10	\$11	\$11	\$12	\$13
Reserve for Tax & opportunities	\$-	\$8	\$8	\$8	\$8	\$8
Senior management	\$-	\$7	\$7	\$8	\$9	\$9
Broadcast operations Tel Aviv	\$2	\$5	\$5	\$6	\$6	\$6
Promotion expense: Travel; Events; Models	\$2	\$4	\$5	\$5	\$5	\$6
Vienna Marketing Administration	\$971	\$2.277	\$2.436	\$2.607	\$2.789	\$2.985
Satellite	\$933	\$1.457	\$1.559	\$1.668	\$1.785	\$1.910
Bandwith	\$512	\$1.400	\$2.100	\$3.150	\$4.725	\$7.088
Freelance consultants	\$766	\$1.796	\$1.922	\$2.056	\$2.200	\$2.354
Content Production	\$718	\$1.684	\$1.802	\$1.928	\$2.063	\$2.207
Fashion TV Paris - Marketing	\$647	\$1.012	\$1.083	\$1.159	\$1.240	\$1.327
Social costs	\$647	\$1.517	\$1.623	\$1.737	\$1.858	\$1.988
AL consultancy contract	\$552	\$1.294	\$1.385	\$1.482	\$1.585	\$1.696
Commission for sales agents	\$500	\$1.956	\$2.093	\$2.239	\$2.396	\$2.564
Legal assistance	\$419	\$983	\$1.052	\$1.125	\$1.204	\$1.289
Exhibitions	\$335	\$785	\$840	\$899	\$962	\$1.029
Music rights	\$302	\$1.182	\$1.265	\$1.353	\$1.448	\$1.549
Tax consultant	\$237	\$556	\$595	\$637	\$681	\$729
Rent office	\$200	\$312	\$334	\$357	\$382	\$409
Social Media	\$189	\$443	\$474	\$507	\$543	\$581
Administrative Overheads	\$355	\$861	\$922	\$985	\$1.055	\$1.128
Miscellanies	\$206	\$2	\$2.140	\$2.290	\$2.450	\$2.622
<b>Total:</b>	<b>\$8.567</b>	<b>\$19.556</b>	<b>\$24.196</b>	<b>\$31.942</b>	<b>\$35.531</b>	<b>\$40.051</b>

\*Expenses projection based on real numbers of 2017 (Q1-Q2) (in thousands)

## Small number of small competitors



**FashionTV** has been broadcasting all over the world since 1997. Through the years it established a leading role in fashion world of designers, models, events. With its journalistic motto "I see it first on FashionTV", it lives up to the bringing latest fashion weeks, fashion events, etc. within 24 hours on FTV. In 2017 the company launched ftvott.com and ftv+ on applications of Apple, Amazon, Roku, Android, and recently on Century Link stream.



**World fashion**, founded by former license of FashionTV in Russian in 2004. Focused on Russia with limited success.



**Fashion One** founded by former licensee of FashionTV in Philippines and Singapore in 2010. A low budget copy of FashionTV, with many issues due to conflicting trademarks. Formed Fashion Television in 2017. Main focus of Fashion One is 4k picture quality, with limited success.



**Fashion Television**, is offshoot of Fashion One. Focus on localization and low budget formats. With main area of Africa. Took over the trademarks from Defunct ft Fashion Television, a Canadian fashion program which closed down in 2007.



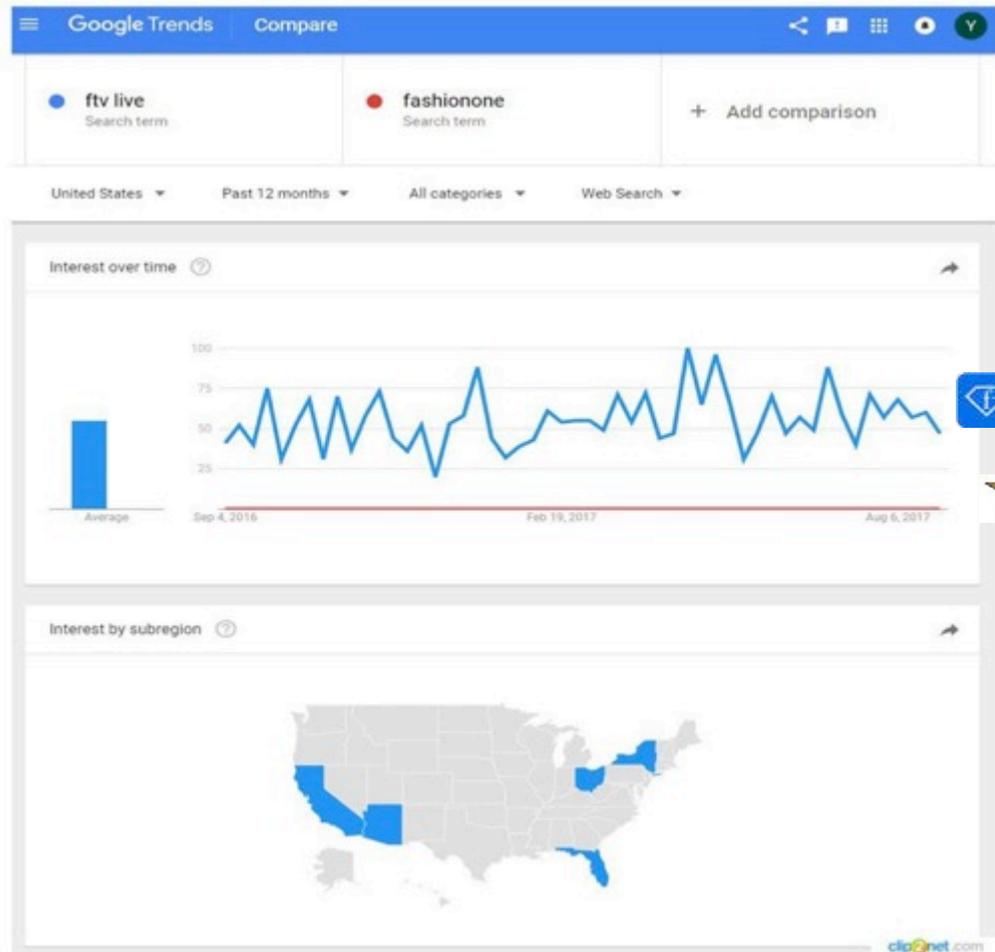
**Fashion box** is part of a budget Turkish SPI film box network. Fashion box was formed in 2011 and it distributes low budget local films. Recently entered into SlingTV, where FTV refused to enter.

# COMPETITORS ANALYSIS: DIRECT

## Competitive Analysis / High barriers of entry

	FashionTV	Fashion One	World Fashion Channel	Fashion Television	Fashion box
Facebook Likes	4.227.673	359.989	8.564	585	302
Facebook Page Views (Per Month)	45.605	N/A	N/A	N/A	N/A
Facebook Reach (In Month)	2.932.567	N/A	N/A	N/A	N/A
Facebook Video Views (Per Month)	4.199.907	N/A	N/A	N/A	N/A
You Tube Views (Per Month)	1.109.976	N/A	N/A	N/A	N/A
No of Satellite (Lyngsat)	44	N/A	N/A	N/A	N/A
Years in Existence	20	5	5	15	8
Distribution Focus	Worldwide	Russia/Asia	Russia	Africa/Europe	Eastern Europe

# COMPETITORS ANALYSIS: DIRECT



# COMPETITIVE ANALYTICS: INDIRECT

COMPARED TO OTHER INTERNATIONAL CHANNELS SUCH AS CNN / BBC / BLOOMBERG ETC  
IN FRANCE FASHIONTV MAINTAINS ITS STRONG ATTRACTION  
POPULARITY 22:00-03:00 THE HIGHEST AMONG INTERNATIONAL CHANNELS



Source: DigTime - Tous droits réservés - Foyers abonnés neutros TV de SFR.

# TIMING IS CRITICAL TO SUCCESSFUL INVESTMENT

FOR MORE INFORMATION  
[COMPANY.FASHIONTV.COM](http://COMPANY.FASHIONTV.COM)