

VODKA
LUXURY COLLECTION
MICHELADAM





ELIXIR OF FASHION







Every so often, a product appears on the market and instantly positions itself in a class of its own; a product of remarkable character and fine qualities; a product with the pedigree of a leader. F VODKA Luxury Collection is such a product.

Filtered through centuries of intangible heritage, F VODKA Luxury Collection breathes new life into a once closely guarded recipe dating back to 1783. A recipe that was then reserved for the select few, now delivers a pleasurable vodka for connoisseurs around the world.

Finesse & Elegance GLAMOUR

Incorporating the personality and core values of fashiontv (FTV^{TM}) – the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury – F VODKA Luxury Collection will appeal to those who seek and appreciate distinctive style marked by finesse, glamour and elegance in every detail.

Produced from the purest raw materials, perfected through modern technology, and polished with aesthetic design, F VODKA Luxury Collection is destined to establish itself as the vodka of choice among cosmopolitan consumers. In terms of style and substance, taste and quality, as well as heritage and prestige, F VODKA Luxury Collection mirrors the desires of contemporary trendsetters.







Extending beyond FASHION

If there is one fashion brand in the world that is capable of lending its attributes and core values to luxury and stylish consumer goods, it is none other than fashiontv (FTVTM), the largest fashion medium in the world. As the only global, 24/7 channel for fashion, beauty and lifestyle, fashiontv reaches over 350 million homes via cable and satellite, and is also broadcast into more than seven million public venues such as bars, clubs, hotels, airports, fitness studios, beauty parlours, fashion stores, and others.

The globally successful broadcaster was founded in 1997 by Michel Adam. The programme covers current fashion shows and background stories and interviews with star designers and top models. FTV produces 500 hours of new programmes each year, with 300 new shows and 600 new clips per season. Its online presence at http://www.ftv.com is well visited (700,000 hits) and boasts the world's largest online fashion library.

FTV's branding continues to grow via fashion bars and clubs as well as FTV's own fashion line and other exclusive license agreements. What lies in the heart of FTV though is the fun, entertainment and good time that a glamorous party could offer; F BEVERAGES Collection has come to infuse the world of drinks and entertainment with the spirit and values of fashionty.

FTV is synonymous with fashion, glamour, sophistication, beauty and luxury. This pedigree is firmly established in F VODKA Luxury Collection.





Making A STATEMENT

In step with the fascinating and fast-moving fashion industry, the world of spirits is driven by trends, none hotter than the booming Super Premium vodka category. The evolution of vodka from a colourless, odourless, relatively locally consumed spirit to a high-end luxury product consumed in attractive stemware has significantly boosted this category. Add discernible quality, upscale packaging, skilful advertising campaigns and the ongoing cocktail craze, and you have a product that crosses gender lines and adult age groups, offering all a feast for the senses.

Today, vodka is emerging as the preferred drink among fashion conscious consumers, whose choice of clothing, food and drink aim at making a statement. Though traditionally served in shot glasses, preferably chilled, accompanied with water or juice, today's young professionals enjoy their preferred vodka in cocktails like Martini, Cosmopolitan and so many others.

So, what is it that makes vodka one of the unquestionable success stories in the world of spirits? Not merely its unrivalled mixability, but rather its capacity to reinvent itself. This is evident in the way trendy and upscale premium and super premium vodkas enter today's market and offer consumers the opportunity to enjoy the best of the best – like F VODKA Luxury Collection. Truly a brand of supreme quality that glitters on the lips of its cosmopolitan consumers.







Historians claim that the origins of vodka are shrouded in the swirling mists and frozen winters of Eastern Europe. Over time, the art of making vodka was perfected and local noblemen spared no effort or expense to produce pure, delicate and fine tasting vodka. It is therefore no coincidence that F VODKA Luxury Collection, a brand of such high expectations which demands the appreciation of the finest ingredients and the purest processes, should be produced at the source of this timeless drink.

Indeed, F VODKA Luxury Collection breathes new life into a closely guarded, secret recipe dating back to 1783. It was then when the symbol of white eagle wings, Poland's coat of arms, became an emblem of the White Eagle Legions, the heroic group of freedom fighters led by General Kosciuszko in the American War of Independence. As history and legend attest, this was the perfect occasion to produce and serve a very special vodka. However, this special reserve recipe was lost in time and secrecy. Thanks to the persistent research and intensive efforts of our master distillers, we managed to trace and revive this centuries old secret formula. A recipe that was once an exclusive privilege is now ready to please the palate of all who recognise and appreciate a superior vodka.

The finest raw materials, modern technology and contemporary aesthetic design produce an impeccable blend: F VODKA Luxury Collection, a successful balance of history and legend, mystique and magic, style and sophistication.





A perfect balance of Style & Substance

Apart from the overall aesthetics, the secret of luxury status lies in the nature of the product itself; the spirit within. A luxurious product combines elegant design with top quality craftsmanship; something that cannot be easily replicated by other brands. This is how F VODKA Luxury Collection fascinates and satisfies the *bona fide* vodka enthusiast.

The production process of F VODKA Luxury Collection begins with carefully selected premium raw materials. Quality grains in a distinct blend are finely mashed and fermented, preparing them for a highly controlled and dedicated quadruple distillation process that results in a clear, odourless, deluxe grade spirit. 'Live' water that is treated to get rid of the tiniest impurities is added, before the mixture goes through our exclusive "Slow-flow Ultra-filtration", a lengthy, precise and meticulously controlled system which ensures a well balanced super premium vodka of unique character.

A perfect balance of STYLE & SUBSTANCE

But it is the next step in the production process that defines the distinction of F VODKA Luxury Collection; the vodka is matured for several weeks, allowing its smoothness and subtle qualities to fully develop before bottling. This is precisely what sets our brand apart and gives each bottle of F VODKA Luxury Collection its remarkable character, rare qualities and a smooth, pure taste, to provide a simply incomparable drinking experience... The Elixir of Fashion!





AROMA

GENTLY EXCITING, VERY SMOOTH, CLEAN AND SUBTLE.

FLAVOUR

MILD AND SILKY. SOPHISTICATED ON PALATE, SMOOTH AND EXTRAORDINARY. DELICATE TEXTURE AND SOFT LOST LASTING FINISH. SIMPLY UNIQUE.

COLOUR

PERFECTLY LUCID, CRYSTAL CLEAR AND TRANSPARENT





SUPREMACY in every bottle

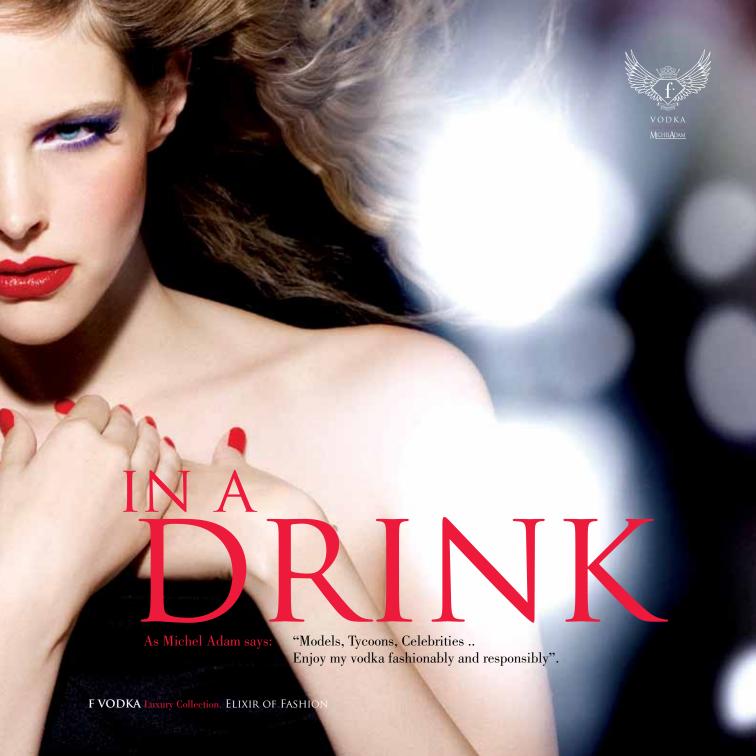
F VODKA Luxury Collection is presented in a bottle that is designed to reflect the features of its content: distinctive style in every detail, with glamour and elegance expressed in exquisite printing techniques resembling fine embroidery adorned with glittering crystals on luxury fabrics.

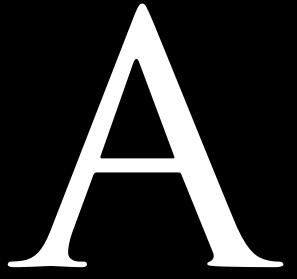
The logo itself integrates the established f diamond – the fashiontv trademark – with white eagle wings. The f diamond illustrates the clarity that fashiontv offers its viewers around the globe when showcasing the glamorous world of fashion. The white eagle wings symbolise power, victory, energy and kingship. The coexistence of these two elements stands for freedom and supremacy, purity and glamour, strength and elegance, independence and nobility – all attributes deeply embodied in the character of F VODKA Luxury Collection

The result is the image of a confident brand that communicates exclusivity and quality beyond competition.

FASHION AWARENESS

A vodka so meticulously designed inevitably addresses those who are focused on image and style, and who care to show it. Affluent consumers appreciate the extraordinary value and quality and those who seek a drink that matches their fashionable, sociable, cosmopolitan and glamorous lifestyle are prepared to pay a modest price premium. This applies to those who appreciate the finer things in life and who want to differentiate themselves and express their personality through the brands they choose.





Objective

To differentiate itself from the competition and become one of the most significant players and the brand of choice in the super premium vodka category.

Competitive environment

Super premium vodkas such as Grey Goose, Belvedere, Chopin and other super premium spirits.

Target consumer

Those who are fashionable, sociable, cosmopolitan and are looking for the 'flavour' of their glamorous lifestyle; brand conscious consumers who recognise quality and appreciate the finer things in life.

DESIRA

Functional benefits: The product is derived from only the highest quality raw materials. It is distilled four times, then filtered through our "Slow-flow Ultra-filtration" process and allowed to mature for several weeks before bottling. The result is a well balanced, super premium vodka with delicate texture, smooth clean taste and overall unique character.

Emotional benefits: The product incorporates the attributes and core values of fashionty (FTVTM), the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury. It is filtered through its intangible heritage and breathes new life into a closely guarded, secret recipe dating back to 1783.

ESSENCE



BRAND

BEE

THE ELIXIR OF FASHION

Brand values: Glam, fashionable, chic, social, modern, stylish, trendy, cosmopolitan, prestigious, pure, sensual, and fun.

Brand personality: Confident, positive, reassuring, distinctive, luxurious, inspirational, superior.

Reason to believe: It offers a perfect balance of style and substance. Inspires with its fashionable elegance but excites with its incomparable quality and taste credentials.

Discriminator: Only F VODKA Luxury Collection through its superior taste, pedigree and confidence can guarantee its cosmopolitan consumer an added dimension of prestige.





A rare vodka positioned to PLEASE

is ideally positioned to compete in the super premium segment. Though ranking at the high end of this segment, it is reasonably priced to afford the most pleasure at the best price. Respect for the end consumer and a determination to safeguard the brand's high quality perception are the two main pillars of F VODKA Luxury Collection's price positioning.

PRESENTATION For EVERY OCCASION

10cl

50cl

70cl

75cl

100cl

150cl

175cl

 $300 \mathrm{cl}$

F VODKA Luxury Collection is available in various sizes to suit all outlets and every occasion.





Faithful to Michel Adam's vision of making
F Beverages accessible to a broader consumer segment,
a selection of additional drinks was also produce
under the umbrella of the
"Party Collection".

F Premium Vodka Party Collection

vodka ranking at the top in its category, it is produced from selected fine Polish grains to deliver a noble, special-tasting mixture. Distilled four times and mixed with the purest, 'live' water, the F Premium Vodka Party Collection is strained through a series of micro-filters before bottling. This ensures pure vodka of unique character and a soft, harmonious, well-rounded taste.

Designed to mirror the signature features of the F VODKA family, F Premium Vodka Party Collection follows the principles of purity, clarity and simplicity with a design that successfully represents style and confidence.

F Premium Vodka Party Collection is for those who seek a fashionable lifestyle, are stylish, sociable, enjoy partying at home or in bars and clubs, work and play hard. For those whose sense of style and aesthetic sets them apart from the crowd; young, sharp, metropolitan, cultured.

the pleasure: COLLECTION



F VODKA Luxury Collection

F Energy Drinks Party Collection

For many years, Michel Adam had been closely following the development and trends in the energy drinks market: in Thailand, where these drinks originated, during his extensive travels to Brasil, a country admired for its beautiful women and fun-loving people, as well as in Austria, where the energy drinks category enjoyed enormous growth. Michel Adam always believed that energy drinks should not be 'reserved' for the male and sporty, but would also appeal to the dynamic and energetic nature of party people and fashion conscious individuals.

With the help of specialist biochemists, some of them with extensive experience in the industry, F Beverages succeeded in developing not only an improved Taurine based formula, but also a refreshing berry flavoured version using as its key ingredient the 'magic fruit' of Amazon; Acai. Michel Adam's experience in Brasil convinced him that the use of this Brasilian wonderfruit would boost energy levels and stamina, while eliminating fatigue.

Both Energy Party Drinks come in stylish tins as well as in pop champagne bottles that imply their superior quality and taste in a way that appeals to the trendsetting party public. The lightly carbonated F Energy Drinks are the ideal party drinks to complement the F Beverages portofolio.

F Champagne

Naturally, a brand that is synonymous with fashion, fun, style and glamorous entertainment cannot but include a champagne in its range. Custom-produced for F Beverages from a reputable Champagne house, F Champagne will soon be a sparkling reality...







Classy COCKTAILS

Trendy and versatile as it is, F VODKA Luxury Collection is destined to energise the ever-expanding contemporary cocktail culture.





"Luxury is beauty and modernity, but above all, emotion and truth. A moment of joy."





The DIFFERENCE is clear

F VODKA Luxury Collection

F VODKA Luxury Collection is the 'Elixir of Fashion'.

F VODKA Luxury Collection is a perfect balance of style and substance.

F VODKA Luxury Collection is matured for several weeks, allowing its smoothness and subtle qualities to come to life before bottling.

F VODKA Luxury Collection is the result of the revival of an old secret recipe filtered through centuries of intangible heritage.

F VODKA Luxury Collection is based on a "Slow-flow Ultra-filtration" system which ensures a well balanced super premium vodka of unique character.

F VODKA Luxury Collection is designed to satisfy those who are looking for exceptional style, fine detail, glamour and elegance.

F VODKA Luxury Collection has the pedigree of FTV – synonymous with fashion, glamour, sophistication, beauty and luxury.

F VODKA Luxury Collection projects the image of a confident brand which communicates exclusivity and quality in a class above the competition.

F VODKA Luxury Collection is a brand of supreme quality which guarantees its cosmopolitan consumer an added dimension of prestige.

F VODKA Luxury Collection is the drink of choice for those who appreciate the finer things in life.

F VODKA Luxury Collection is intended for those who are fashionable, sociable, cosmopolitan and are looking for a drink that matches their glamorous lifestyle.

F VODKA Luxury Collection is a remarkable vodka at a fair super premium price.

F VODKA Luxury Collection is a brand that enjoys the full support of FTVTM.

F BEVERAGES LTD Background

Michel Adam, the President and Founder of fashionty, has been at the center point of developing fashionty. Born in Poland and raised in Austria, Michel Adam travelled extensively spending years in Brazil and Thailand. Today his name is synonymous with fashionty which he founded in a self-owned club called "FashionBar" in Paris in the mid 1990's which emerged as a cultural bridge between Thailand, France, Brazil and Austria. Fashionty is all about fashion, glamour, sophistication, beauty and luxury.

The concept of fashionty parties has been crucial to the on ground presence of the lifestyle portrayed in fashionty globally. The result of an extended lifetime experience in the glamorous world of special events infused the world of drinks and entertainment with the spirit and values of fashionty. The idea to develop a range of fashionty branded beverages that would match the refined taste, pulsating vitality and glittering excitement that surrounds the world of fashionty and its audiences around the world became a necessity.

At the beginning of 2008 Michel Adam was joined by Stavros Stavrou, an industry professional who had many years of experience in developing and marketing top premium vodkas for a leading global brand. Together they began to explore the possibility of developing a series of alcoholic and non-alcoholic beverages that could carry the same message as fashiontv and compliment the concept and success of fashiontv parties in clubs and bars around the world. They spent a lot of time travelling the world to come up with a sophisticated solution to a new concept for fashionable drinks, which they called "Elixir of Fashion".

Setting as their first goal the launch of vodka that could confidently claim its position at the top of the Super Premium category, while serving as the flagship of the range of beverages within the F BEVERAGES portfolio, they began to tackle the challenging task of brand development. Poland, the motherland of Michel Adam, which is also regarded as vodka's first country of origin along with Russia, presented itself as the preferred choice for the production of the new brand. After a long search through which they have evaluated a number of distilleries and tasted many recipes, the two men discovered a "boutique" distillery that could satisfy the stringent and high standard specifications set for F VODKA Luxury Collection: access to prime raw materials, 'live' water, cutting edge distillation and bottling technology supported by extensive experience and know-how of top master distillers.

In parallel they have searched for a blue-chip bottle manufacturer and suppliers of high quality raw materials to implement their superior product. The bottles were finally chosen from a well-known supplier in France while a Polish leading firm was engaged to decorate the bottles to the point of a work of art. The result was astonishing! F VODKA Luxury Collection was launched in a bottle of superior quality and clarity that complements perfectly the softness, aroma and character of its unique recipe while clearly expresses the vibrant glamour of fashiontv.



It was clear from the start that F VODKA Luxury Collection was only the beginning. Michel Adams' creativity, ambition and extensive travelling around the world, always in search of innovation and beauty, alongside Stavros's expertise held the promise of more to come. A whole new range of fashion party drinks began to take shape starting with vodka in the Premium segment which was developed and launched in June 2010.

During Michel Adam's time in Austria and Thailand he was confronted with the sudden growth of an original Thai drink which was then produced in Austria. Many fashionty parties were sponsored by leading brands of energy drinks and Michel Adam became acquainted with top managers of such brands. Most of these brands were targeting men through the association of their brand with extreme sports and it became clear that there was a segment that was not targeted effectively and not served; the fashion community and the need for a product to satisfy equally the needs of consumers of both sexes equally. Michel Adam who had been visiting Brazil frequently during the last years, a country known for its beautiful women - some of them among the most well-known models worldwide - came across with a new trend; an energetic, erotic, antioxidant drink based on a purple-colored berry from the heart of Amazon, the Acai. After a few visits to the Amazon, Manaus and the Eastern beaches of Brazil, he was convinced that the Acai based beverage became a real trendy drink among the young and beautiful.

Thus, after F VODKA Luxury Collection was produced the company wanted to explore a range of luxury party drinks. A team of biochemists, manufacturers and marketing experts, all with years of experience in the field, was engaged with the task to develop an improved formula of an energy drink with Taurine and a drink based on the Acai Berry. As a result a Luxury Energy Drink with Taurine and a Luxury Party Drink with Acai Berry have been developed and tested; distribution is planned to start in 2011.

Since March 2010, F Beverages Ltd. is activated in many counties worldwide carrying along with each bottle sold the spirit and values of fashiontv. The expansion is an expression of the combined passion and drive of many industry professionals, the fashiontv family lead by its president and Founder Michel Adam and his collaboration with Stavros Stavrou. F Beverages Ltd is committed to enhance its portfolio over time offering consumers additional choices when it comes to luxury drinks; what we refer to as "Elixir of Fashion".



ELIXIR OF FASHION