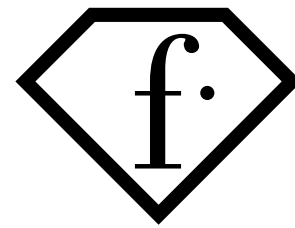




f·Beverages and FashionTV

Growth Strategy

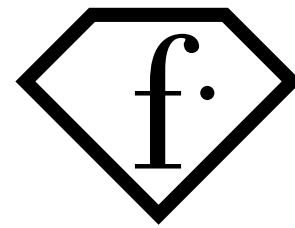


f.beverages & fashiontv

- ◆ f.beverages obtained the rights to use the FTV trademark to develop beverages such as f.vodka, f.88 and f.18.
- ◆ This license includes FTV's commitment for preferential promotion and event support.
- ◆ FashionTV is a leading worldwide distributed media network, positioned in the lifestyle, fashion and luxury niche. It reaches over 350 Million homes via TV and about the same number of people online each year.
- ◆ This popularity among f-beverage's target customers, combined with fashiontv's reputation for world-class parties and an event management network spanning over 100 countries and the world's leading 1000 nightclubs, this is the ideal branding tie-up for the f.beverages venture.
- ◆ **unique brand:** by using the FashionTV brand the f.beverage products receive instant legitimacy and recognition among its targeted end consumers as well as in the clubbing, lifestyle and party environment.
- ◆ **events and televised productions:** as a licensee of FTV, f.beverages benefits from ftv benefits from a promotion package which allows a very cost effective marketing to clubs and consumers alike. Instead of paying expensive so called „listing fees“ to clubs and bars in order for them to organize the marketing events for f.beverages, here the licensee and its distributors can offer the club directly the unique benefit of hosting ftv parties in their club. Making this venue uniquely attractive for its guests and at the same time generating a television presence for it (and of course f.beverages) which elevates the value of the club + f-beverage products to celebrity status.
- ◆ **online campaigns:** all campaigns and announcements are additionally networked through FTV's online network and become viral extremely fast. FTV's Facebook page (more than 1,2million fans), own FashionTV YouTube channel (more than 206.524.468 views per year) etc.



Strategic Advantages / Energy Drinks



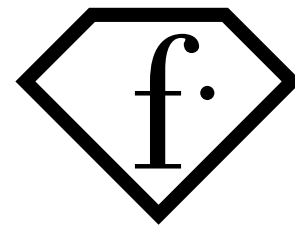
Strategic Advantages

Energy Drinks:

- ◆ The market for energy drinks has experienced tremendous growth but is dominated by one player – Red Bull. Most other such products are homogenous, and have no brand marketing claim of their own. I.e. Flying Horse, Shark etc.
- ◆ The f-beverages through the affiliation with FashionTV offers a differentiated and legitimate high end fashion brand claim and may therefore be a competitive and acceptable alternative to the market leading brands.
- ◆ Moreover it boasts attractive marketing side effects through its media affiliation – which is close to both the retailer (club) and the consumer. I.e. filming and broadcasting trendy parties with trendy people every day, displaying the aspirational element that everyone can be a celebrity – by connecting „real“ people with their idols. (as opposed for example to sponsoring a F1 team – which while giving media feedback, still keeps a far distance between the event, the club and the consumer).
- ◆ The unique benefits not only include airtime on the FashionTV channel, free promotion of drinks through the channel, events with f-beverages and different promotional packages BUT f-beverages also get easy access to top clubs worldwide through the use of FTVs channels
 - ◆ Due to FashionTV's reputation, the best clubs are eager to cooperate with FashionTV to have them as a partner, and thus the beverages have easy access, and open, enthusiastic clientele
 - ◆ The ongoing innovation in drinks offered by f-beverages additionally spurs growth and allows to enter bars in multiple categories and levels



Strategic Advantages / Vodka



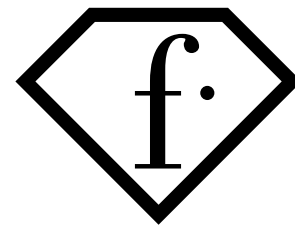
Strategic Advantages

Vodka:

- ◇ There are about 100 Super-Premium / Premium Vodka brands competing in the market, which is dominated by Grey Goose (Bacardi) and Belvedere (LVMH). Most other Premium brands have a hard time differentiating themselves and to create effective promotions.
- ◇ While the f.Vodka matches quality and price of Grey Goose and Belvedere, it offers an additional marketing and branding angle in this sector of premium vodka, driven by the prestige perception of brands, using FTV's media value, events promotion capabilities and marketing support for clubs – as already explained in the energy drink strategy.

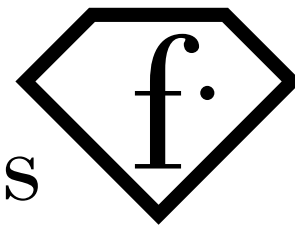


Promotional Strategy



Promotional Strategy

- ◆ FTV as a licensee believes in its capabilities as a promotional medium and has therefore agreed to a strategic partnership with f.beverages to provide additional promotion.
- ◆ Believing in the business plan f.beverages wants to achieve with its use of FTV branding and promotions, FashionTV has granted f.beverages a promotional package worth €3.5 Million against allocation of f.beverage shares at a valuation based on that business plan.
- ◆ This entrepreneurial decision enables FTV to better utilize its promotional airtime capacity and to benefit from the added value it generates. At the same time this shows confidence to customers of both FTV and f.beverages that the licensing system and model is trusted by both parties in the relationship.
- ◆ To buyers of f.beverage products this displays also a commitment of both parties to provide adequate and competitive promotional efforts in the support of the products on the market.

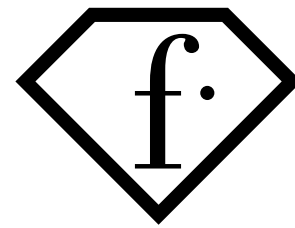


f.88 compared to other Energy drinks

- ◇ f.88 is supported by FashionTV with a concept that is not provided by other firms that sell energy drinks: Fashion and trend-setting
 - ◇ The concept is purely based on the Fashion World, without any connection to sports or extreme-activities
- ◇ This makes both f.88 and f.18 the only energy drinks beside redbull who managed a credible market positioning due to the fashionTV brand
 - ◇ While RedBull is focused on extreme sports, f.18 and f.88 are focused on fashion and lifestyle, while the rest of the beverages on the market are either copies of RedBull or have underdefined strategies
- ◇ f-beverages was the pioneer in the market for inventing drinks with Acai and new flavours such as Green Tea, Soda, Tonic and Lemon
 - ◇ Additionally f-beverages has the largest variety of flavours in place, as FashionTV with cooperation of f-beverages is preparing to launch the products in leading emerging markets such as China
- ◇ The strategic advantage that f-beverages additionally has is the pairing/partnering ability
 - ◇ Due to its production of f-Vodka distributed to clubs and wholesalers through the channels of FashionTV, the energy drink can be paired up in combination with the Vodka, an advantage that NO other firm operating in this industry has



f.88 & f.18



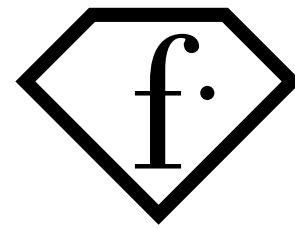
f.88 & f.18

- ◇ Although f.88 has the same quality as the market leader RedBull, f.88 is a high-end brand, due to its positioning in the luxury and trend setting sector, thus it is not a copy of RedBull but is
- ◇ Detached from extreme/sport/fitness image and instead is placed in the high-end sector with a fashionable packaging, and different consumer targeting, aiming at customers located in the fashion, higher-income, trend setting sector
- ◇ f.88 is completely detached from the image of sports and fitness as it comes from the party and trend-setting scene, aiming at glamour, marketing it as an individual product in a completely different beverage section
- ◇ FashionTVs already existing high-quality, fashionable image, allows f-beverages to target those consumers found in this segment, who wish to consume drinks that would project their elite-status to surrounding consumers, thus the concept of f.88 fits perfectly into their lifestyle as it is not linked to energy, but projects class, status and fashion
- ◇ Through FashionTV f-beverages has the ability to work together with existing wholesalers and clubs that are interested and eager cooperate with the company FashionTV with all the potential advantages provided through this partnership



 fashiontv

FashionTV Support




FashionTV Support


Clubs

-  The image of the beverages is strengthened by existence of f-clubs and the eagerness of renowned clubs wanting access to FashionTV
-  Through the availability of FTVs own Facebook and YouTube channels, users help the proliferation of videos and messages, basically doing free marketing for both the clubs and the products located within


Different Outlets enable the f-beverages to be promoted as stylish and trendy

-  Additionally due to FashionTVs provision of own channels, this displays the strong relationship and bond between the two firms, which in turn strengthens shares, reduces risk for stakeholders and increases returns

Bars

-  f-Bars especially have the benefit that events are filmed and shown on air through fashionTV, thus promotional capacity for f-beverages is tremendous

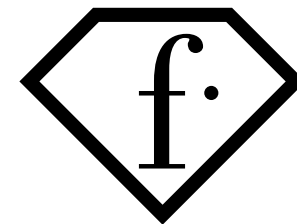
Party packages

-  Clubs and bars can purchase party packages alongside the purchase of f-vodka in large batches (Could include Dancefloor DVDs, airtime, FTV merchandise) a pairing



Marketing Success

FACEBOOK.COM/FTV



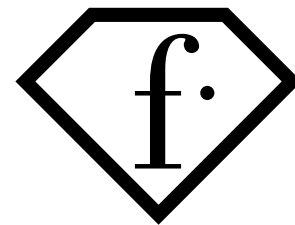
REACHING



1.5 MILLION



VIEWERS



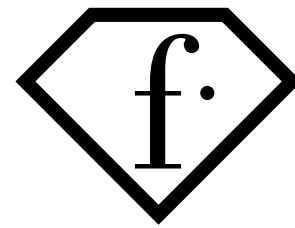
Marketing Success

YOUTUBE.COM/FTV

REACHING

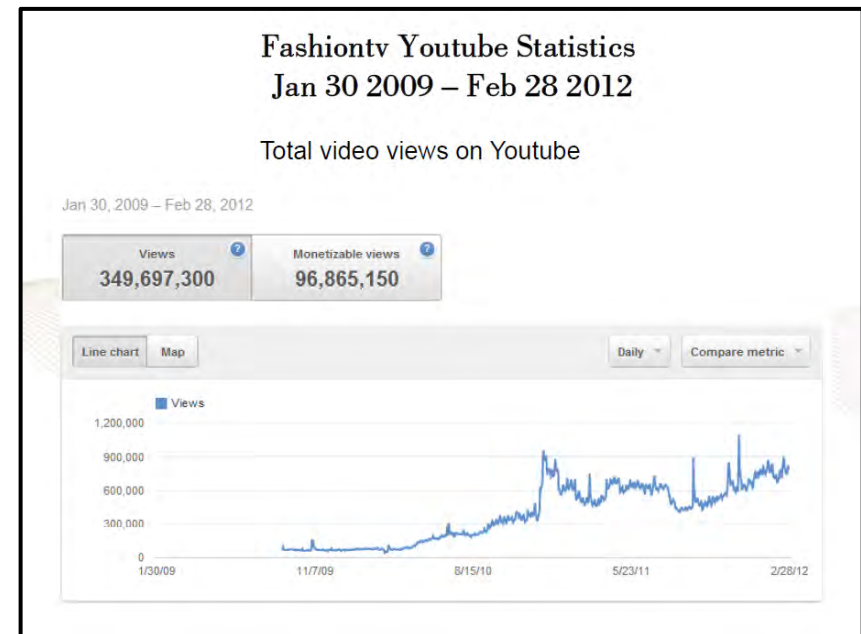
25 MILLION

VIEWERS



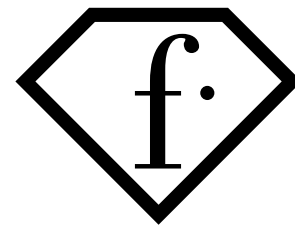
Marketing Success

- 1,500,000 likes on Facebook (www.facebook.com/ftv)
- 212.129.564 Video Views in one year (2011-2012) on Youtube (25,000,000 views a month) (www.youtube.com/ftv)



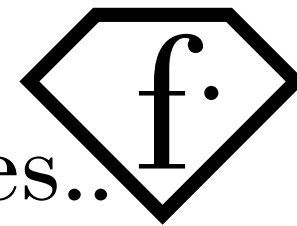


f.Beverages in f.locations



f·Beverages in f·locations

- ◇ FTV's brand awareness helps each f·Bar to become a popular spot in every city, thus f·beverages presence in those clubs, allows them to become well-known drinks at any fashionable city, whether e.g. Vienna, Tel Aviv or Moscow...
- ◇ The FTV cafes, lounges and bars convey the look and feel of trends and fashion, thus any beverage present in them, will acquire the attention of consumers without too much investment into marketing campaigns
- ◇ The f·Bar concept aims to grasp a niche of the entertainment market and each venue serves as a center for promotional activities, photo and movie shoots, star interviews, Fashion shows, VIP parties and other events. Fashion TV broadcasts daily reports of such events and this airtime promotion offers a unique opportunity to each f·Bar to become known to a wide range of audience, locally and internationally. The airtime promotion is a unique benefit to f·Bar which differentiates them from competition and it is used by them as the perfect tool to attract sponsors who like to be associated with the world of fashion. With this promotion, f·beverages get a good reputation on a global and local scale
- ◇ f·Cafés distribute non-alcoholic beverages, thus placing attention, distribution and promotion into the FTV energy drinks



A few Promotional events & activities..

◆ Billionaire Club Party @ F1 Monaco GP 2011
(FashionTV sponsors the F1 Team)

◆ Prince Albert de Monaco, Bernie Ecclestone

◆ <http://www.youtube.com/watch?v=8IKLFd3ZEKw>

◆ Michel Adam Birthday Party at FashionBar Tel Aviv 2012

◆ Michel Adam (President of FashionTV)

◆ http://www.fashiontv.com/video/michel-adam-birthday-party-at-fashionbar-tel-aviv-2012-fashiontv-parties_387730.html

◆ f·Vodka Presents IceLink Thailand Launch Party feat. Taboo

◆ Taboo (The Black Eyed Peas)

◆ http://www.fashiontv.com/video/f-vodka-presents-icelink-thailand-launch-party-ft-taboo-of-black-eyed-peas-fashiontv-parties_380191.html

◆ FashionTV Party at Adam Park Hotel & Spa in Marakech

◆ http://www.fashiontv.com/video/fashiontv-party-at-adam-park-hotel-and-spa-in-marrakech-fashiontv-parties_380204.html

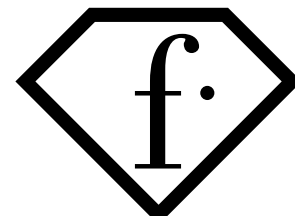
◆ FashionTV Loves To Party with f·Vodka in Cote D'Azur | FashionTV - FTV PARTIES

◆ David Guetta, Cathy Guetta, Jamie Foxx, Leonardo DiCaprio, DJ Law

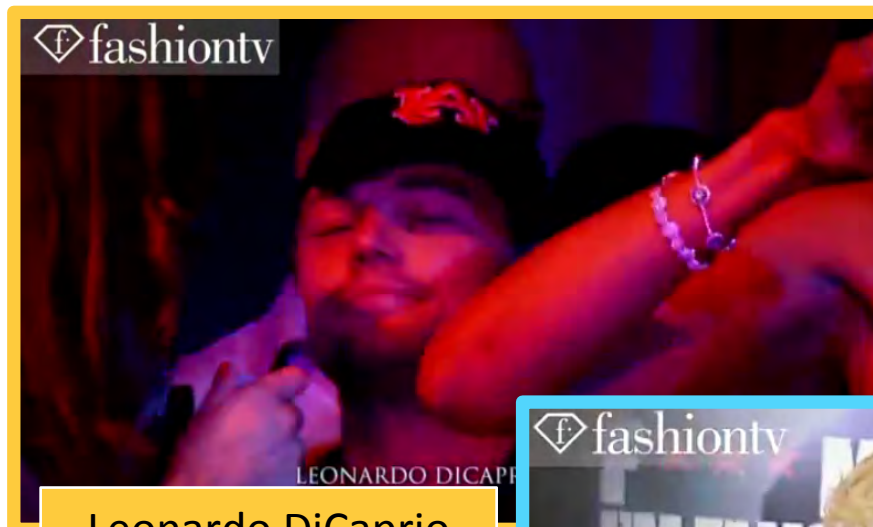
◆ http://www.fashiontv.com/video/fashiontv-loves-to-party-with-f-vodka-in-the-cote-d-azur-fashiontv-ftv-parties_377966.html

◆ An f·Studio will be opened on the top floor of the Emirates Tower Jumeirah Hotel in Dubai

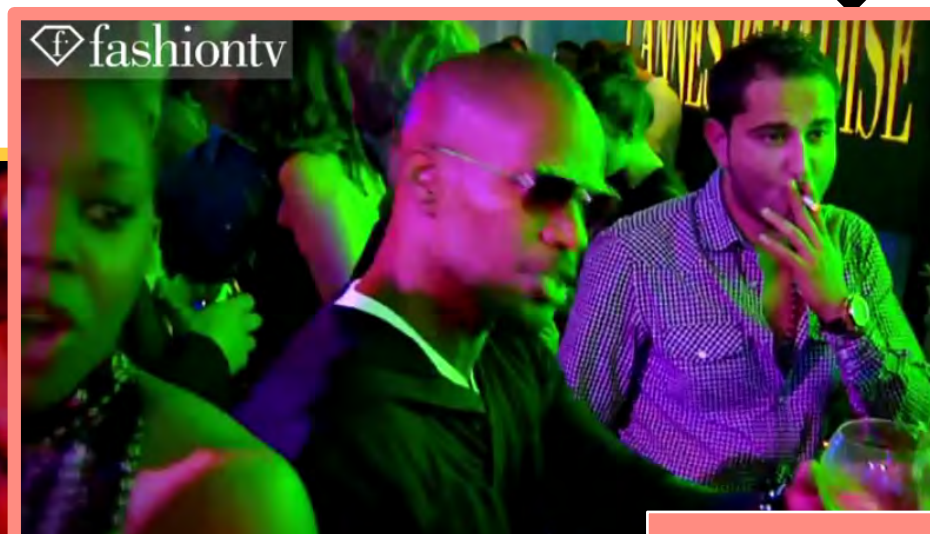
◆ Great location and top international clientele to consume f·beverages



FashionTV Loves To Party with Celebs in Cote D'Azur (Screen-shots from FashionTV)



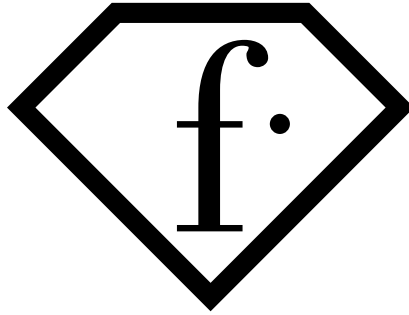
Leonardo DiCaprio
Actor



Jamie Foxx
Actor



David Guetta
DJ
& Cathy Guetta



Kindly contact us:

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Pictures of f·beverages offered

