



# fashiontv

I LOVE FASHIONTV

A close-up portrait of a woman's face, looking slightly to the right. The image is overlaid with a complex, multi-colored diamond or crystal pattern that creates a shimmering, faceted effect. The colors range from deep reds and purples to bright blues and whites. The woman has dark hair, dark eye makeup, and dark lipstick. The overall aesthetic is high-fashion and glamorous.

 fashiontv

FASHIONTV INVESTMENT TEASER

f

# FASHIONTV'S BRAND VALUE



## BRAND VALUATION BY EUROPEAN BRAND INSTITUTE



	F-BEVERAGES 2016	€ 80M		F-PARTIES 2016	€ 11.9M
	F-DISTRIBUTION 2016	€ 93.6M		FASHION TV NEW MEDIA, VOD 2016	€ 51.1M
	F-MASTER 2016	€ 1.9M		FASHIONTV GAMING 2016	€ 50.5M
	F-HOSPITALITY 2016	€ 126M		FASHIONTV ONLINE DATING 2016	€ 72.6M
	F-MERCHANDISING 2016	€ 46.5M		FASHIONTV FILMS 2016	€ 139.1M
				TOTAL BRAND VALUE	<b>€ 673 Mio</b>



FTV+ GLOBAL LEADER IN LIFESTYLE AND SOCIAL MEDIA



24/7 Live Channels **7**



VOD Short 3-5 min **+20K**



VOD 15-30 min **+1000**



Updates Frequency **DAILY**

FashionTV Paris since 1997

DISTRIBUTED: all over the world

TECH REACH

CONNECTED

PUBLIC AREAS

LIVE on Youtube, Facebook, Instagram

SD, HD, UHD and VOD

FashionTV+ on OTT

500 Million homes

1.5 Billion smartphones

10 Million hotels, gyms



# FASHIONTV GOES CONNECTED

Since 2021 F TV focused on streaming OTT / In over 1 year FTV increased:



Streaming Points

**49**

In over a year FTV increased streaming points from 0 to 49



Countries

**29**

In over a year FTV increased streaming points to 49 in 29 countries



Monthly Income

**\$43,8K**

**2022 January**



PROJECTION 2022-2025



Streaming Points

**300**

Objective for 2025 to increase streaming points to 300



Countries

**75**

Objective for 2025 to increase streaming points in 75 Countries



Monthly Income

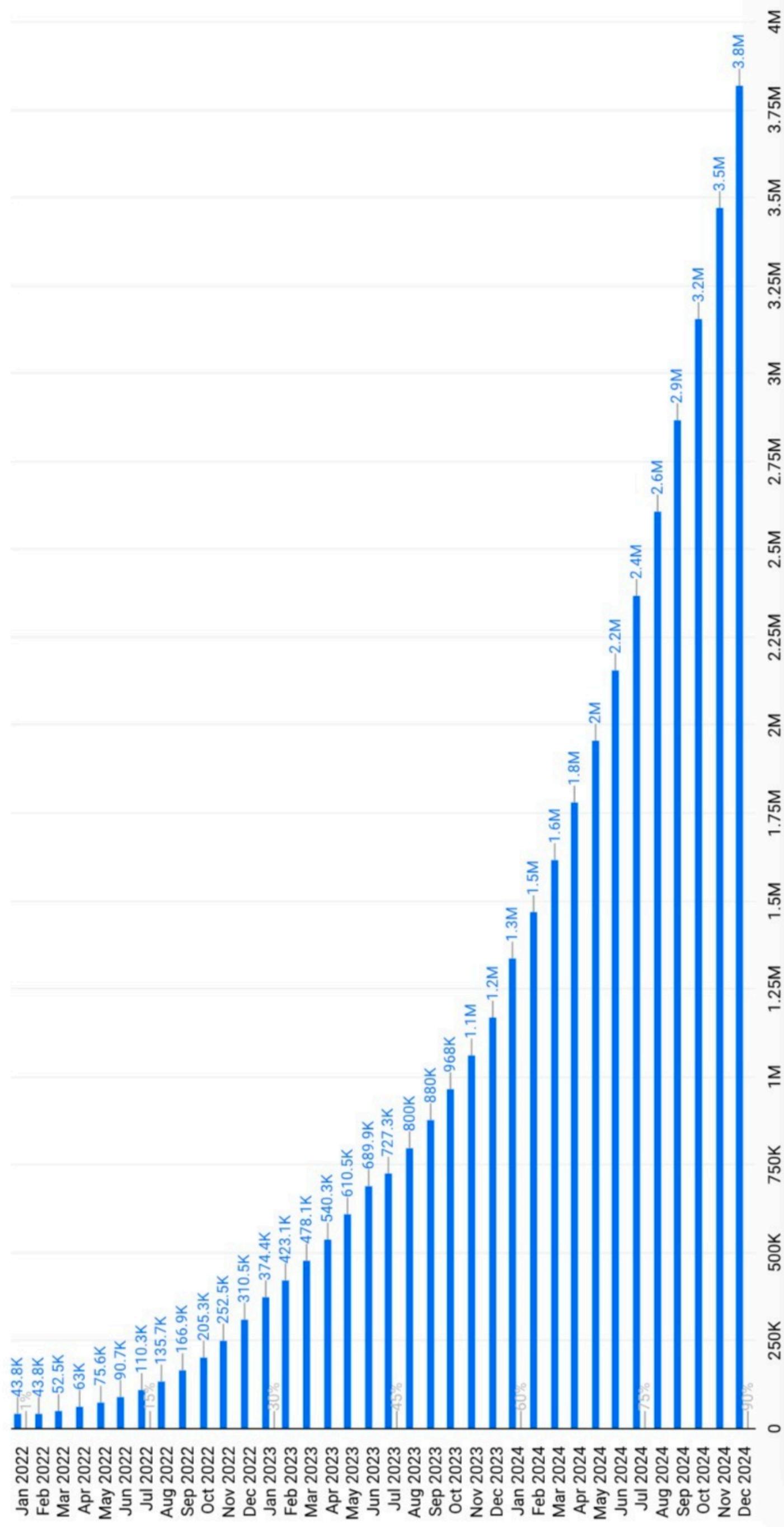
**\$3,8M**

**2024 December**



# FASHIONTV PROJECTS GROWTH

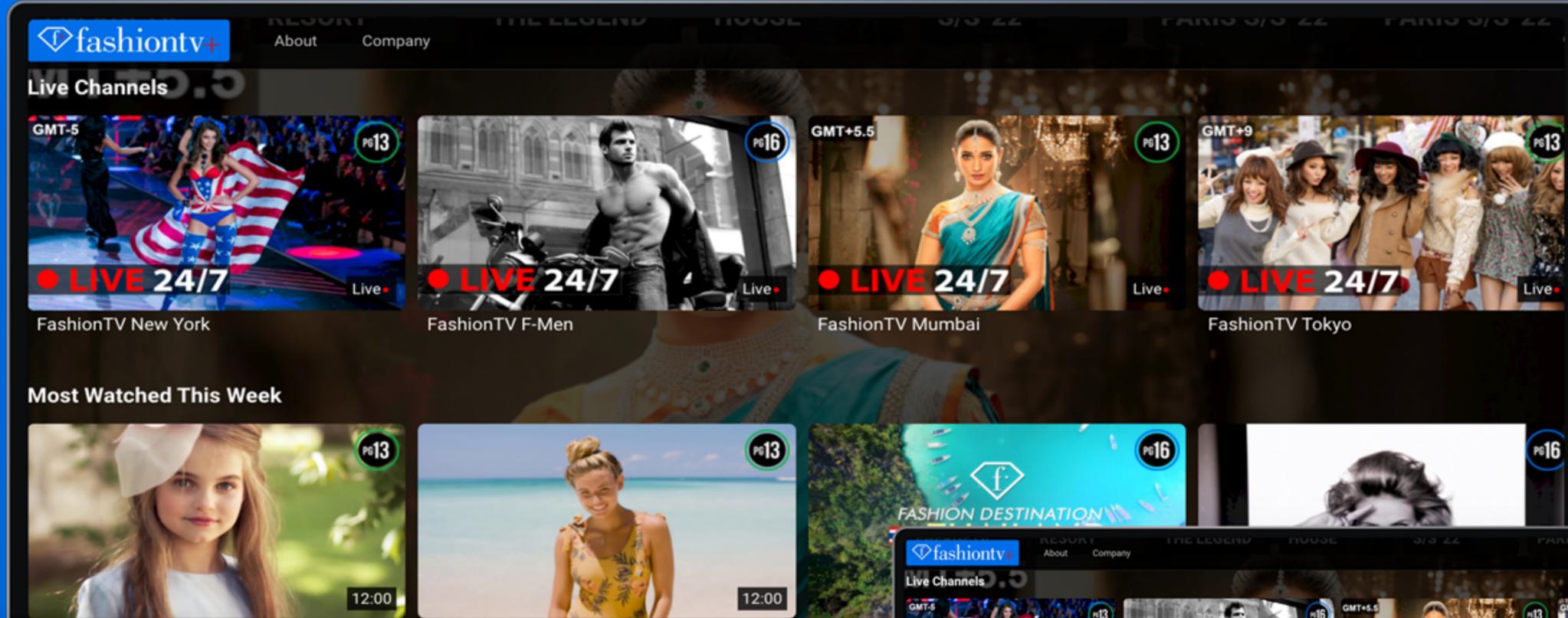
Monthly Income 4ch\*Fill growth \*MarketGrowth \*engagementRate Growth CTV Market Growth



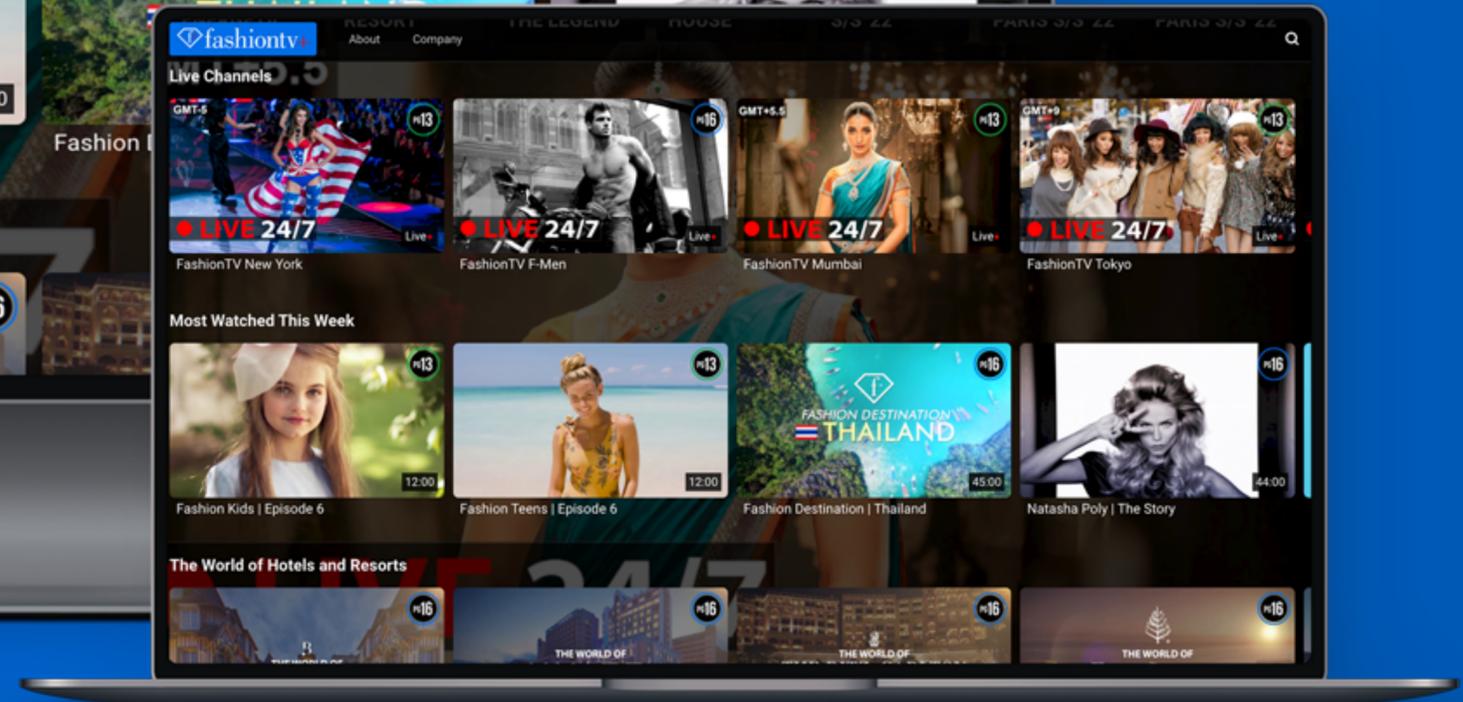
4M  
 3.75M  
 3.5M  
 3.25M  
 3M  
 2.75M  
 2.5M  
 2.25M  
 2M  
 1.75M  
 1.5M  
 1.25M  
 1M  
 750K  
 500K  
 250K

# FASHIONTV GOES MULTI-CHANNEL

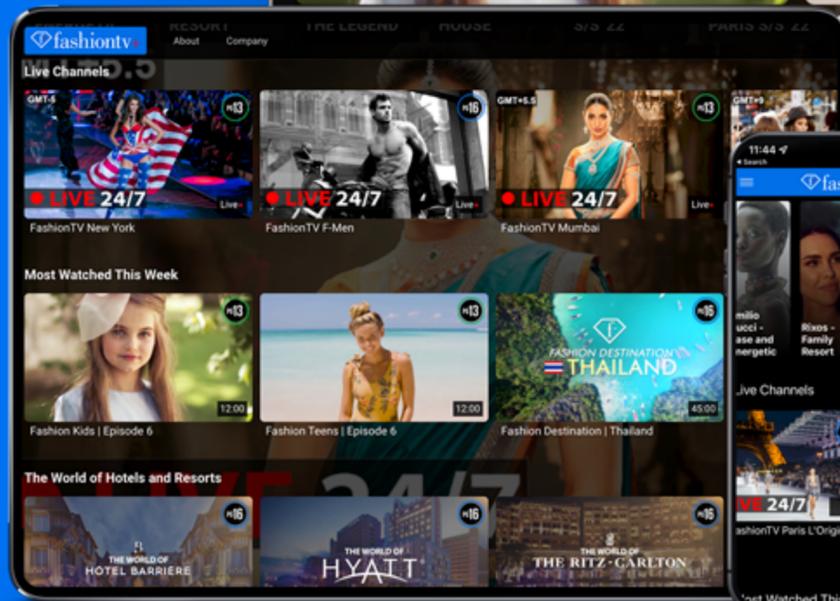
SMART TV



LAPTOP



TABLET



MOBILE



# FASHIONTV TURNS THE TIDE

CONNECTED TV - SAMSUNG + ANALYTICS



HOURS OF CONTENT / MONTH	173,948	<b>+83% YTD</b>
UNIQUE USERS	328,564	<b>+266% YTD</b>
MONTHLY INCOME	16,828.5	<b>+525% YTD</b>
ADS SHOWN ON FTV	1,711,508	<b>+452% YTD</b>
ACTIVE STREAMING POINTS	10	<b>+200% YTD</b>

# FASHIONTV'S GLOBAL PARTNERSHIP / CTV APPS

<b>VESTEL</b> Vestel Vewd	 Element Roku TV	 Free/Iliad (Freebox Mini 4K) Android TV	<b>GRUNDIG</b> Grundig Android TV	<b>PHILIPS</b> Philips Android TV	<b>PHILIPS</b> Philips Linux (Zean)	<b>SAMSUNG</b> Samsung Tizen OS for TV	<b>SHARP</b> Sharp Roku TV
<b>JVC</b> JVC Roku TV	 LeEco (Super4 X Series) Android TV	<b>MAGNAVOX</b> Magnavox Roku TV	 Mediatek Vewd	 TCL Roku TV	 TCL Smart TV 2	 Westinghouse Roku TV	 Amazon Fire TV
<b>NOKIA</b> Nokia (Streaming Box) Android TV	 NVIDIA (Shield TV Console) Android TV	 OnePlus Android TV	 Realme TV Android TV	 AppleTV tvOS	<b>Haier</b> Haier Android TV	<b>Hisense</b> Hisense Android TV	<b>HITACHI</b> Hitachi Roku TV
<b>SANYO</b> Sanyo Roku TV	 Swisscom Vewd	 TCL/Thomson Android TV	 Technicolor Android TV	 LG webOS Smart TV	<b>SHARP</b> Sharp Android TV	<b>SKYWORTH</b> Skyworth Android TV	<b>SONY</b> Sony Android TV
 Thomson Android TV	<b>Haier</b> Haier Roku TV	<b>Hisense</b> Hisense Roku TV	<b>INSIGNIA</b> Insignia Roku TV	 TCL Android TV	<b>TOSHIBA</b> Toshiba Android TV	 Westinghouse Android TV	 Westinghouse Fire TV
<b>aiwa</b> Aiwa Android TV	 AT&T (DirecTV) Android TV	 Bouygues Telecom (Bbox Miami) Android TV	 BSkyB (UK) Roku TV	 CCC Mobile (Air Stick) Android TV	 Dish Android TV		

# FASHIONTV GOES MOBILE

 BlackBerry Mobile Android	 Cherry Mobile Android	 Dior Android	 Essential Products Android	 Motorola Mobility Android	 Motorola Mobility/Google Android	 myPhone MyPhone Android	 Nextbit Android
 Google Android	 HMD Global Android	 Honor Android	 HTC Android	 Nokia Android	 OnePlus Android	 Oppo Android	 Palm, Inc. Android
 HTC/Google Android	 Huawei Android	 Huawei/Google Android	 Kodak Android	 Panasonic Android	 Pepsi Android	 Razer Inc. Android	 Realme Android
 Lenovo Android	 LG Electronics Android	 LG Electronics/Google Android	 Marshall Amplification Android	 Samsung Electronics Android	 Samsung Electronics/Google Android	 Sony Ericsson Android	 Sony Mobile Android
 Meizu Android	 Microsoft Android	 Microsoft Mobile Android	 Motorola Android	 TCL Android	 Tecno Mobile Android	 Vivo Android	 Xiaomi Android
		 ZTE Android	 Apple iPhone iOS	 BlackBerry Limited Android			

# FASHIONTV'S WORLD OF LICENSING



# FASHIONTV GOES GLOBAL

NUMBER OF HOUSEHOLDS

**55M** North-America

**203M** Europe

**112M** C.I.S.

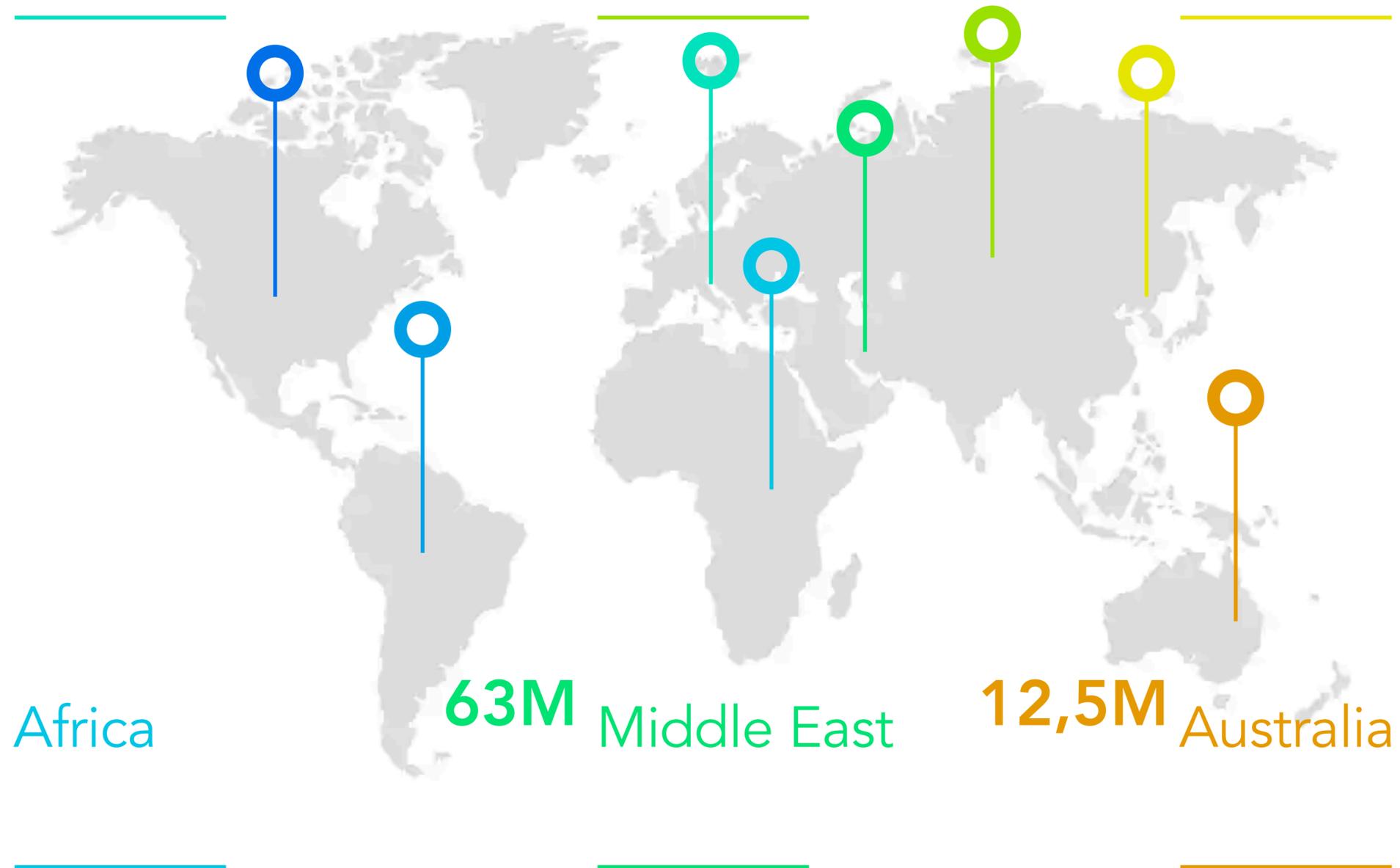
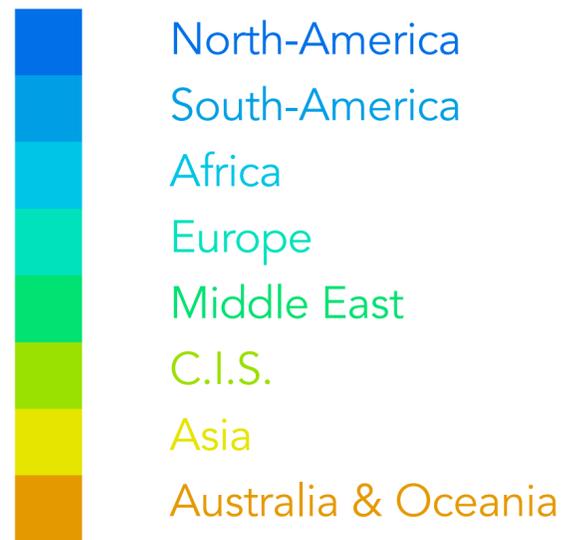
**380M** Asia

**33M** South-America

**35M** Africa

**63M** Middle East

**12,5M** Australia





# FASHIONTV: THE GLOBAL LEADER IN DIGITAL MEDIA

AFFLUENT SURVEY BY IPSOS / REACH PER COUNTRY

Country	fashiontv							
EU 21	4.7%	5.2%	8.8%	28.7%	8.5%	24.3%	10.7%	19.2%
EU 17	3.7%	4.9%	6.6%	28.5%	8.6%	25.8%	10.5%	18.5%
AT	4.4%	2.0%	2.7%	35.1%	9.1%	14.6%	11.3%	22.7%
BE / LU	3.8%	4.1%	0.0%	23.7%	4.5%	4.4%	7.4%	19.5%
DK	0.1%	2.6%	16.6%	35.9%	4.8%	12.6%	9.2%	10.3%
FI	1.7%	3.4%	1.9%	21.1%	6.3%	17.0%	10.9%	14.4%
FR	3.4%	3.0%	0.0%	17.1%	5.7%	5.3%	5.6%	22.5%
DE	1.3%	2.1%	5.7%	29.3%	8.4%	16.6%	9.5%	17.4%
IR	6.4%	19.0%	22.8%	44.7%	14.7%	83.1%	25.2%	34.6%
IT	3.8%	4.4%	0.0%	23.8%	8.9%	47.2%	9.6%	21.0%
NL	3.4%	4.2%	26.4%	37.9%	5.8%	12.8%	9.7%	10.5%
NO	2.3%	3.5%	18.8%	38.2%	8.5%	16.1%	10.5%	9.7%
PT	21.1%	18.6%	34.4%	47.4%	15.7%	42.8%	21.7%	58.1%
SP	3.3%	1.9%	0.0%	26.4%	8.3%	9.3%	10.4%	18.7%
SE	1.8%	4.9%	12.3%	37.0%	5.3%	11.5%	8.9%	8.8%
CH	1.5%	3.4%	8.0%	29.6%	8.1%	12.4%	10.5%	28.2%



# FASHIONTV: THE GLOBAL LEADER IN DIGITAL MEDIA

AFFLUENT SURVEY BY IPSOS / REACH PER COUNTRY

TR	22.2%	5.4%	0.0%	40.0%	17.3%	13.5%	24.1%	25.9%
UK	2.4%	11.8%	14.4%	32.7%	11.2%	67.0%	13.1%	10.3%
CZ	10.0%	0.6%	3.9%	24.8%	4.3%	6.6%	7.7%	14.2%
HU	3.9%	1.3%	16.3%	31.0%	6.2%	15.3%	6.9%	17.3%
PL	12.3%	10.8%	34.7%	33.1%	10.3%	15.7%	16.5%	18.1%
RU	13.3%	6.2%	19.4%	27.3%	7.0%	13.2%	10.1%	50.3%
APAC excl. CH	10.5	5,6	10,9	26.4	6.0	8.4	7.4	4.0
Bangkok	25.2	6.1	2.2	31.7	5.6	23.4	6.1	4.8
Hong Kong	5.3	0.6	5.6	16.8	5.9	1.8	6.4	1.4
Jakarta	13.1	6.5	6.3	24.4	4.5	3.4	9.9	4.2
Kuala Lumpur	12.1	10.8	21.1	42.7	17.3	0.0	20.1	8.8
Manila	19.7	16.0	23.0	60.7	16.3	0.0	16.7	5.5
Singapore	11.4	11.5	15.2	37.9	15.4	6.3	21.3	7.3
Taipei	5.2	0.0	33.4	37.2	3.1	0.0	4.6	3.4
India	15.7	0.0	11.1	22.1	2.9	0.0	0.0	4.6
Seoul	4.0	0.0	0.0	9.7	1.1	1.7	3.7	0.0
Sydney	6.0	19.7	6.2	25.4	6.3	37.1	9.7	7.1
Melbourne	4.2	16.0	6.9	20.1	6.6	30.8	8.6	5.0

# TEAM - MANAGEMENT - EXECUTIVE BOARD



## Michel Adam Lisowski, Founder, Chairman & Main Shareholder of FashionTV Group

Adam was born in Warsaw. The family of Jewish descent, moved to Vienna as his father served the Polish government as a diplomat at the international atomic energy agency. After high school Adam was granted a scholarship for Mathematics at Princeton University.

**EXPERIENCE** Subsequently he started a textile business in Thailand – Eden Group. In 1991, Eden Group employed more than 4,000 workers and was one of the major textile and garment exporters in Thailand. Eden Group became a major licensee and manufacturer for many renowned international brands and licensors such as Walt Disney and Warner Brothers. The manufacturing business grew to generate 100m USD turnover. When the East Asian Financial Crisis hit Thailand in 1996, Adam sold the business. After he left Thailand, Adam moved to Paris and invested in various real estate, among others he became the owner of the exclusive Café Fashion in Paris – a meeting spot for the Fashion community. Due to Adam's vast network in the fashion industry, Adam soon became a popular face in European high society. He succeeded to attract many designers to host events at his venue – events during which the designers played fashion videos on screens all around the Café Fashion. Adam noticed the high demand of restaurant and club guests for fashion clips, which prompted – together with the dawn of digital television – The inception of fashiontv. Right from the beginning, fashiontv became very popular with the cable and direct to home satellite operators, and their viewers all over the world – being the first television channel dedicated exclusively to fashion and lifestyle. Today – 23 years later, Adam is the President of fashiontv - one of the best distributed channels worldwide and the world's most consumed fashion medium. Showcasing its Diamond logo in 193 countries and providing fashion and lifestyle clips, background stories, live-shows and trendy music to 500 million homes, 30 fashion cafés, clubs, hotels, beach presentations.

**TARGET FUNCTION:** (CEO) Chairman of the Executive Board of fashiontv+ Holding (NewCo plc.)

# TEAM - MANAGEMENT - EXECUTIVE BOARD



## Yuri Alexandrov, COO, Head of R&D

**EXPERIENCE** While executing COO positions in technologies and operations company in Israel, Yuri manages the Tel-Aviv Office of FashionTV since 2005. Yuri is a highly respected expert in TV, Broadcasting and Media fields. He led most companies operational and technological breakthroughs throughout the past decade, Data-driven TV Programming Automations in 2013, full broadcast infrastructure virtualization into the cloud in 2014, the launch the HEVC UHD payouts in 2015, a full spectrum of IP delivery methods integration in 2016, Launch of 12 thematic TV channels and Development of Multichannel OTT infrastructure in 2017, Teams decentralization in 2018, Major operational optimization in 2019 (companies downsizing) and the inception of Machine Learning technologies in 2020. He is the COO and Head of R&D.

**TARGET FUNCTION:** (COO) Member of the Executive Board of fashiontv+

## Alona Fischbein, SVP business develop marketing and Distribution Director

**EXPERIENCE** Alona has been working with Michel Adam since 1985 as key sales officer of

Michel Adam American wear Group, who had the Disney license for Europe until 1996. Alona is cousin of Michel Adam.

In 1997 she was chief marketing officer of fashiontv, developing ftv all over the world. Alona grew up in Israel, attended university, and was a beauty queen. She lives in Malmö Sweden. In 1976 she started her own company to market Jordache jeans in Scandinavia and Germany. In 1986 she joined Michel Adam American wear Group, and immediately became the best sales person of the group. American wear was selling Disney and other fashion garments, with sales volume of 50 mil usd until 1996, when the Disney license expired and the factory located in Thailand, underwent the financial crisis, which motivated Michel Adam to sell his companies to his management, and he moved few years before to Paris. Alona is responsible for some of the major deals of fashiontv, in the last quarter of 2020 she concluded global deals with, Samsung, LG, Hisense, Philips and other smart tv, mobile operators and leading OTT operators, such as Rakuten TV, and FTV gaming operations.



# TEAM - MANAGEMENT - EXECUTIVE BOARD



## Maximilian Edelweiss, Commercial Officer & Administrator

**EXPERIENCE** He started his career working at a PR Company with clients like Sony, Diesel, Microsoft, Estee Lauder and many more. After his acceptance at a Canadian Privat Equity Company he moved to Toronto and was educated in Electronical Trading of major Asset Classes like Currencies, Stocks, Bonds, Futures, and Commodities. After his return to Austria, he founded several companies where he was also in the position of the CEO. Since 2018 he started to work as an Advisor for FashionTV. He was Advisor to the FTV Crypto Launch. Organizer of the Crypto Conference in Monte Carlo, MONACO. Organizer of Model Awards for Licensing Partner Bucarest ROMANIA. He Organized the Model Awards for Licensing Partner Antalya TURKEY.

**TARGET FUNCTION:** (COMMERCIAL OFFICER & ADMINISTRATOR) Member of the Executive Board of fashiontv+ Holding (NewCo plc.)

## Barbara Aparo, Art Director

**EXPERIENCE** Barbara Aparo is the Art Director of FashionTV as well as the Head of Mobile Development. Barbara joined FashionTV 18 years ago. She is responsible for all designs, graphics within the FashionTV Group. She is also responsible for the creative development, web page designs, presentations, pamphlets and brochures etc. In addition, Barbara is also responsible for the Mobile Development at FashionTV.

**TARGET FUNCTION:** (ART DIRECTOR) Member of the Executive Board of fashiontv+ Holding (NewCo plc.)



# TEAM - MANAGEMENT - EXECUTIVE BOARD



## **Maria Lisowska, MA, Chief Sales Officer**

**EXPERIENCE** A professional ballet career in Moscow and an international model career has been the link to the fashion & TV business. After 10 years of experience in the TV industry her missions since October 2017 is to source new content partnerships for Fashion TV, looking for new linear IP channels but also OTT services internationally. Having a 360 overview of the content distribution she established a vast international network of contacts in linear and IP platforms. Territorially she works across a number of key East European, Russia & CIS countries and developed many transversal projects, e.g. creating and promoting local version of the Fashion TV channels, or to develop the Fashion TV distribution in various formats. Maria graduated high school in Moscow and finished her Master degree from University in Vienna, graduating with honours. She is speaking fluently English, German & Russian

**TARGET FUNCTION:** (CSO) Member of the Executive Board of fashiontv+ Holding (NewCo plc.)

Maria Lisowska, MA, Chief Sales Officer

## **Luna Lisowski, General Manager**

**EXPERIENCE** Luna Lisowski, born 1995 in Paris, France, she is the daughter of Michel Adam. She grew up with FashionTV and knows the company intuitively. She graduated from Corvinus University of Budapest from Business & Management. During her university years she focused on tourism, marketing and city brand management. After graduating she worked for an affiliate of GroupM and managed online campaigns of multinational companies.

In 2018 she moved to Vienna to join the family business, Fashion TV. Currently she manages the Vienna office, the worldwide web of agents, oversees the financial department, assists the legal department and is continuously expanding her responsibilities within the company.

**TARGET FUNCTION:** Member of the Executive Board of fashiontv+ Holding (NewCo plc.)



# TEAM - MANAGEMENT - EXECUTIVE BOARD



## Manivel Malone, Chief Revenue Officer

EXPERIENCE Senior Technology, Media and Telecommunication expert with more than 20 years experience in content development and distribution into television /Digital/OTT/Syndication/advertising sales and affiliate marketing, across Asia/Pacific. Part of the founding team of Fashion TV. Heading the Singapore office, responsible for developing Fashion TV over last 20 years in the region and making it among the top 3 foreign channels in india, reaching 400 million households and also among the top 10 channels distributed in Asia.

## Enis Onat, Model Agencies

Enis Onat is the Executive Representative of FashionTV International and the Owner of FashionTV Turkey.

Experienced in model business, relationships with model agencies, organising of beauty contests and worldwide beauty award shows and competitions. Works for fashiontv international as executive representative 20 years.

He is also active in the licensing, merchandise and garment marketing & management, furthermore, he organises various types of events.

Experience in Cumhuriyet Newspaper and Istanbul tv before fashiontv: Established fashiontv Turkey / Organise Miss fashiontv since 2006

Organise fashiontv awards since 2006 / He organised 1st Istanbul fashion week in 2004

Responsible Middle East, Serbia, Bosna and Herzigovina, Montenegro, Turkey, Kazakhstan, Azerbaijan,

Uzbekistan, Türkmenistan, Iran, Egypt, Morocco, Tunisia

Graduated Istanbul university & Master Marmara university both in communication faculty tv and journalism division



# COMPARABLE COMPANIES



Netflix \$230 bn



HBO \$130 bn



Disney Plus \$108 bn



Hulu \$45 bn



Peacock \$35 bn



**Industry Average P/S ~15x**