



fashiontv
I LOVE FASHIONTV



FASHIONTV INVESTMENT TEASER



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	€ 673 Mio



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

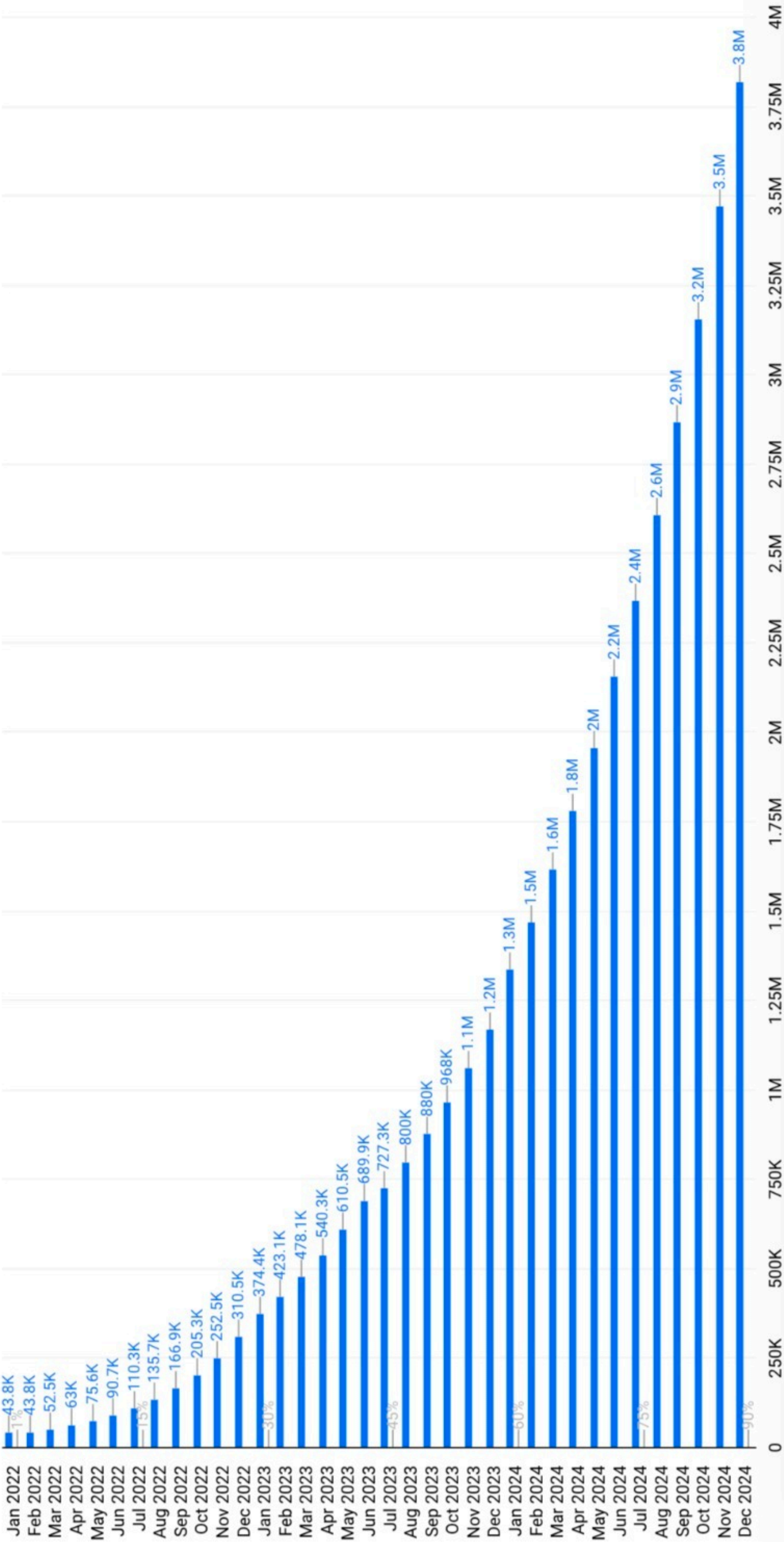
2024 December



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

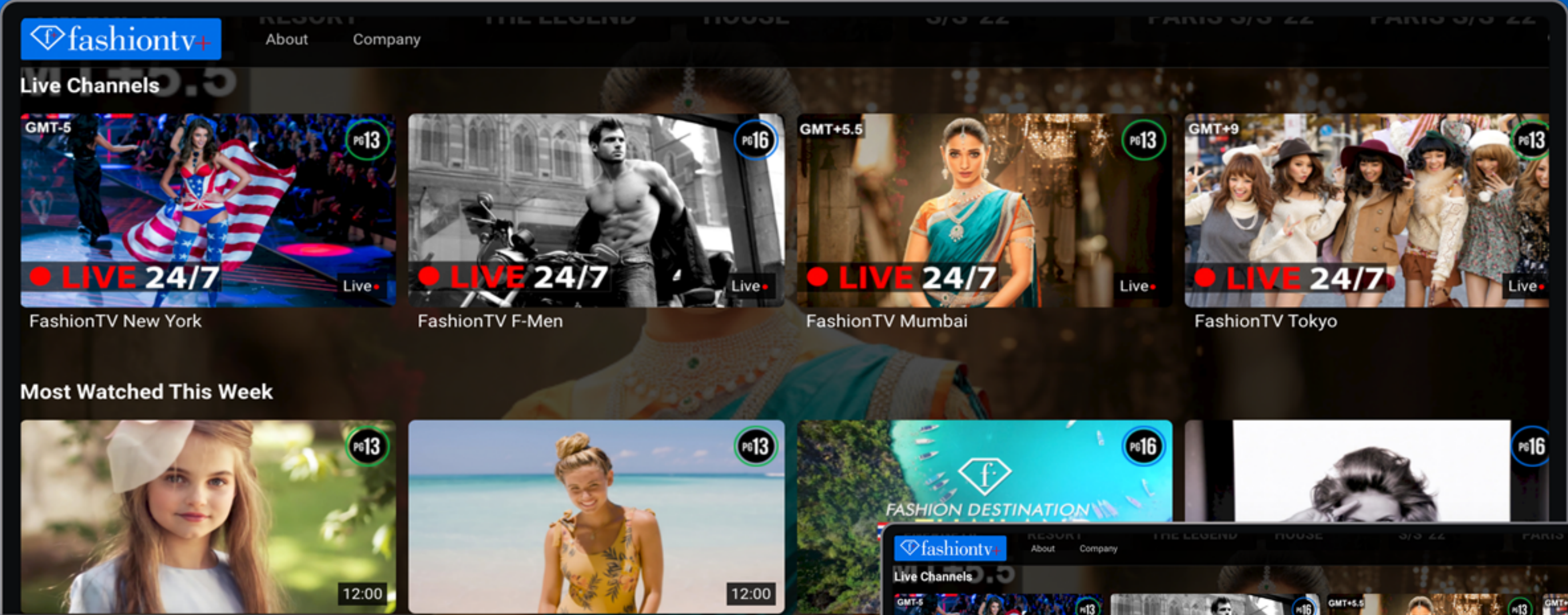
750K

500K

250K

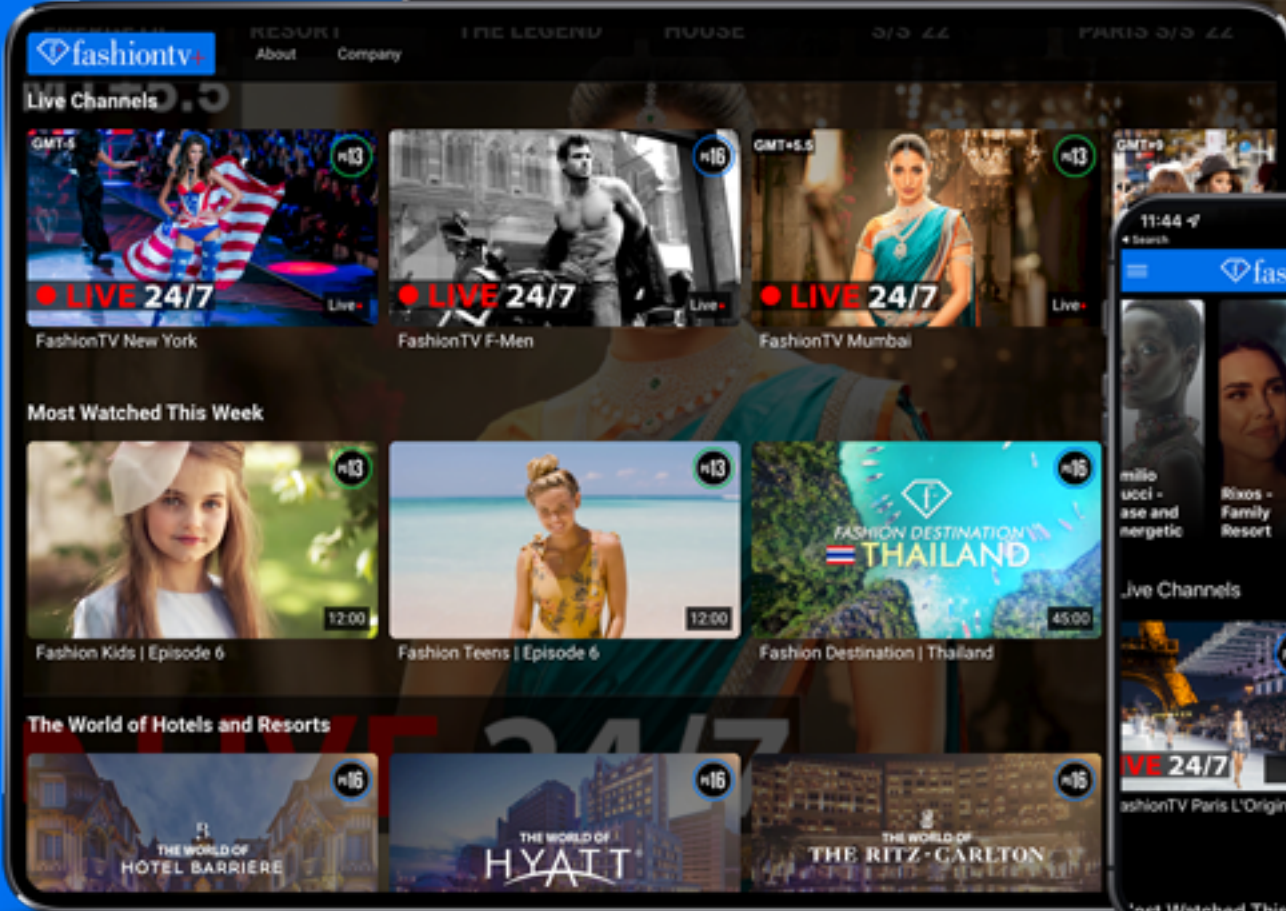
FASHIONTV GOES MULTI-CHANNEL

SMART TV

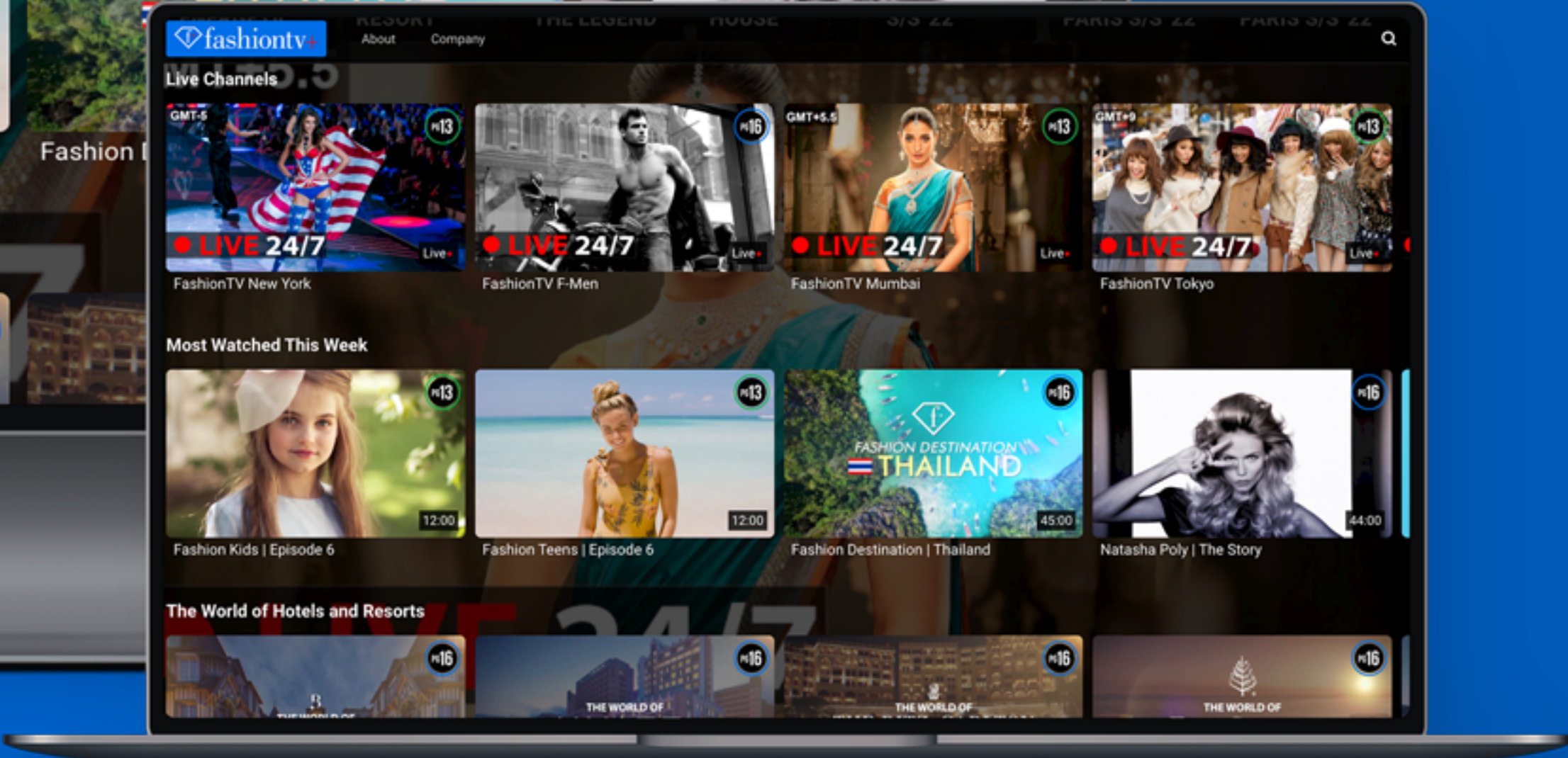


LAPTOP

TABLET



MOBILE

























FASHIONTV TURNS THE TIDE














































CONNECTED TV - SAMSUNG + ANALYTICS

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

FASHIONTV'S GLOBAL PARTNERSHIP / CTV APPS

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

FASHIONTV GOES MOBILE

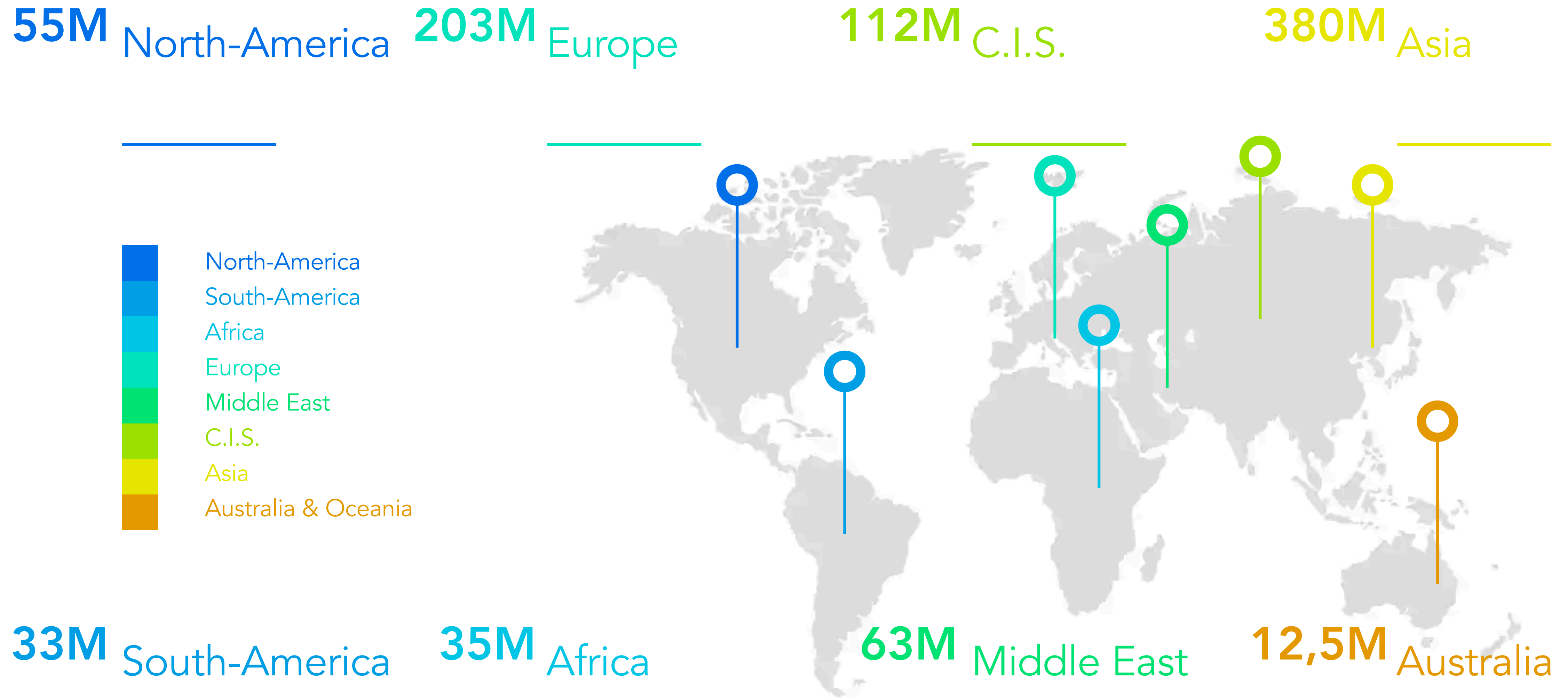
 BlackBerry Mobile Android	 Cherry Mobile Android	 Dior Android	 Essential Products Android	 Motorola Mobility Android	 Motorola Mobility/Google Android	 myPhone MyPhone Android	 Nextbit Android
 Google Android	 HMD Global Android	 Honor Android	 HTC Android	 Nokia Android	 OnePlus Android	 Oppo Android	 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





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