



fashiontv

2018





# FASHIONTV

*FashionTV is a global 24/7 television network with its exclusive focus on fashion, beauty, design and lifestyle. FashionTV was founded in 1997 by Michel Adam, the president and CEO of the company and since its inception FashionTV has become one of the most distributed satellite channels in the world. FashionTV is now received on over 500 million Pay TV's, 500 million Smart TV's and 1.5 billion smartphones, and in 10 million hotel rooms and public places worldwide.*

*Today, FashionTV developed into a multi-media worldwide television Channel offering fashion, beauty, design and lifestyle trends, and also offer an OTT and SVOD platform that provides glamorous entertainment with emphasis on the latest fashion trends.*

*The company is operated from offices located in Tel Aviv, Paris, and its headquarters in Vienna.*





# OUR MISSION

## **TO BE AHEAD OF THE REST**

*FTV is the first global media to deliver the latest fashion trends, models, events, news and celebrity gossips.*

*FTV is first in information – when it happens, where it happens.*

## **TO INNOVATE**

*FTV is the first - we have gone a long way in developing technology to deliver both the newest content and services. Fashion TV's audience today are savvy smart TV, smartphone and tablet users and therefore we made our brand accessible and more pleasurable across all devices by delivering FTV content with the best ultra-high definition picture quality.*

*We are always trying to keep up with technology and to follow the latest trends in which the modern viewer is consuming video content.*

## **TO ENTERTAIN**

*FTV's unique mix in productions and distribution, innovative technology and broadcasting gives its viewers a VIP seat with the best available quality.*





# WORLDWIDE

*FashionTV succeeded in becoming the best distributed fashion and lifestyle TV medium and the most preferred channel for public places worldwide. FTV's popularity is the result of its worldwide coverage, as the appealing format is recognized globally and established a well-known brand. FTV gives access to the newest and hottest fashion programs. The globetrotting and international audience associates the channel with luxury places, hotels, wellness and high-class venues. By distributing FTV and FTV HD digitally and through cable, via OTT, DTH platforms and IPTV, operators and new media technologies add value to their platforms as they open up it to a new audience hardly covered by alternative channels.*





# MARKETING

*Integrated and creative approach, it's about the 30 seconds TV spot. We've got loads of opportunities for advertisers to communicate with our audiences. From sponsored programs, innovative digital opportunities and integrated partnerships – we've got it all. But what's even more brilliant and efficient is that we can now reach our audience with advertising and marketing tools through all electronic devices such as computers, smartphones iOS/Android, tablets and smart TV's.*

*FTV encourages opportunities by both culture and practice, by using our techniques and tools to power fresh and bold thinking.*

*If you work with FTV we make you feel loved and full of confidence, we bring everyone together. The whole FashionTV network brings various people from different business areas together which make it possible to touch on many different aspects.*

*At FTV we know it is vital to oversee the creative process with care and insight. With our 20 years' experience we understand the importance of helping clients achieving their goals and to enable us to deliver the best return on investment.*

*We can honestly say creativity is at the heart of all our work.*



# TOP PROGRAMMES



## FTV AUDIENCE

FTV viewers **are commercially receptive**, models, designers and celebrities and their purchase decisions are influenced by fashion and trends, and therefore they claim that **advertising helps them to choose** what to buy.

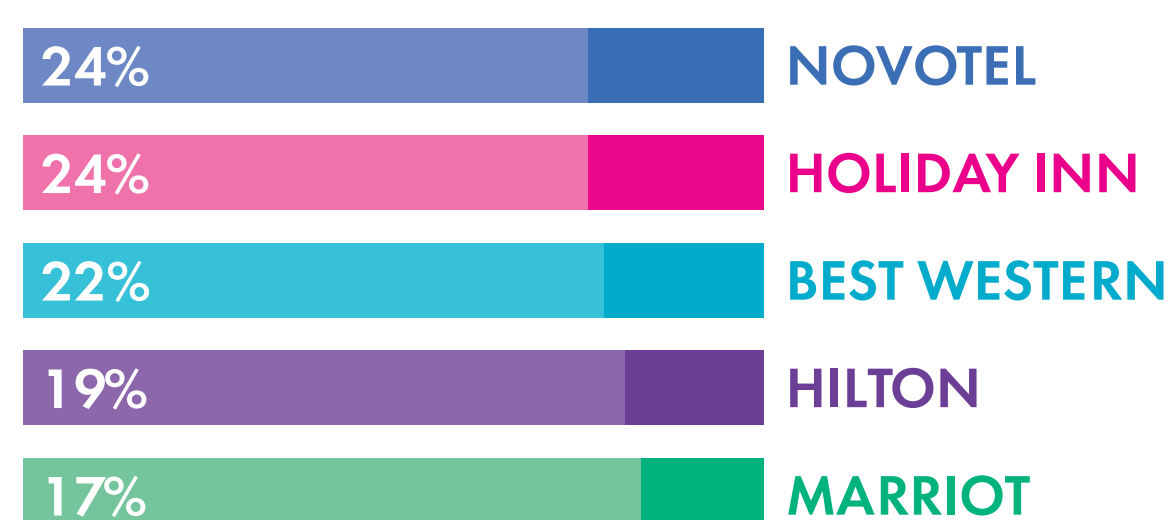
### FTV AUDIENCE 16-44 YEARS



### FASHIONTV VIEWERS ARE KEEN TRAVELERS

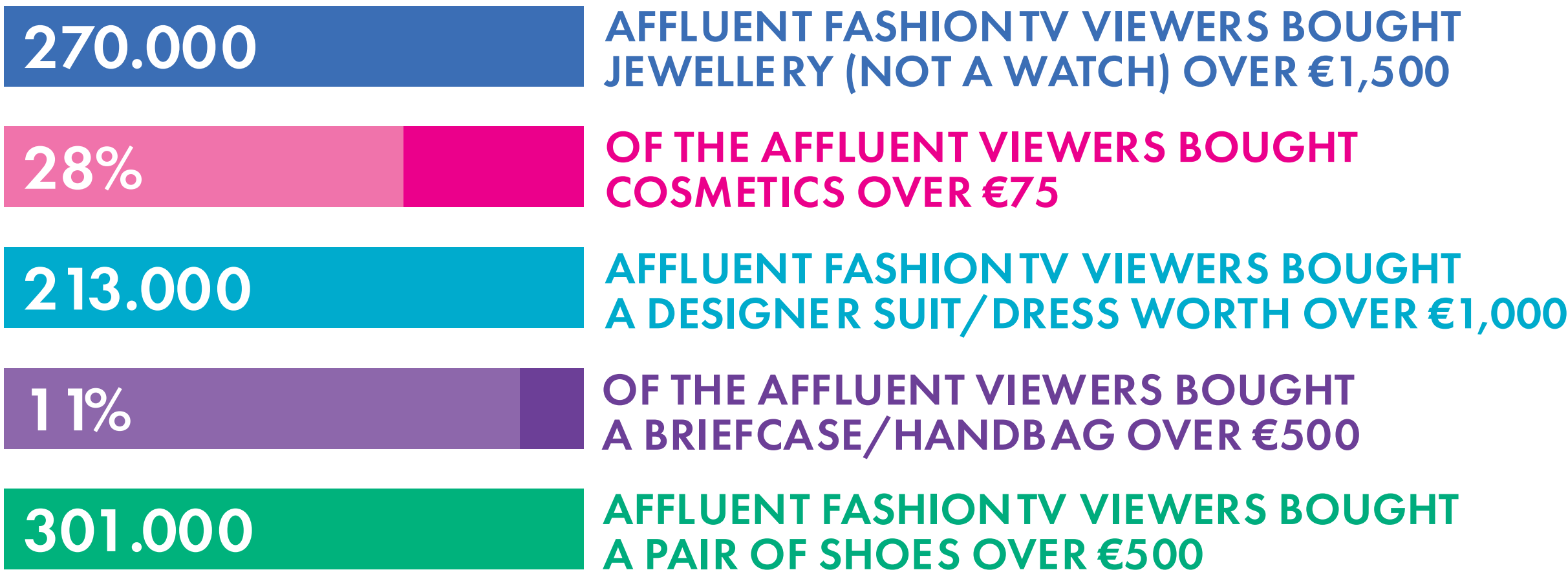
In the last 12 months, monthly FashionTV viewers made **7 return air trips on average** and they spent 23 nights in hotels  
**52%** of the FashionTV viewers consider themselves global citizens.

Top 5 hotels visited by monthly FashionTV viewer:



77% of monthly FashionTV viewers enjoy going to new travel destinations and 72% value exploration and discovery (compared to 73% and 70% of average Affluent)

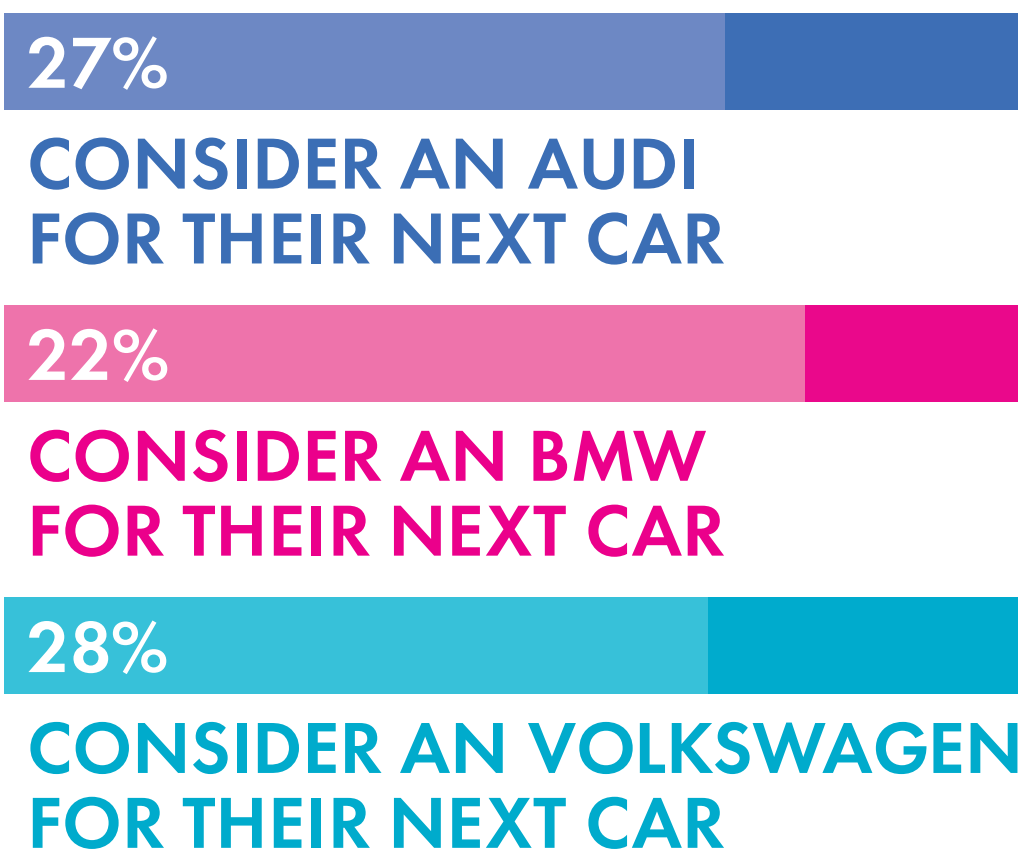
THE FASHIONTV AUDIENCE PURCHASES MORE LUXURY ITEMS THAN THE AVERAGE AFFLUENT POPULATION



They are trendsetters – they buy new products before most of their friends and people come to them for advice before buying new things.

FASHIONTV VIEWER INTENDS TO SPEND MORE ON THEIR FUTURE CAR

FashionTV viewer spent less on their last car than the average Affluent (€19,858 vs. €20,496) but is going to spend more on their next car (€24,694 vs. €23,876) compared to the average Affluent

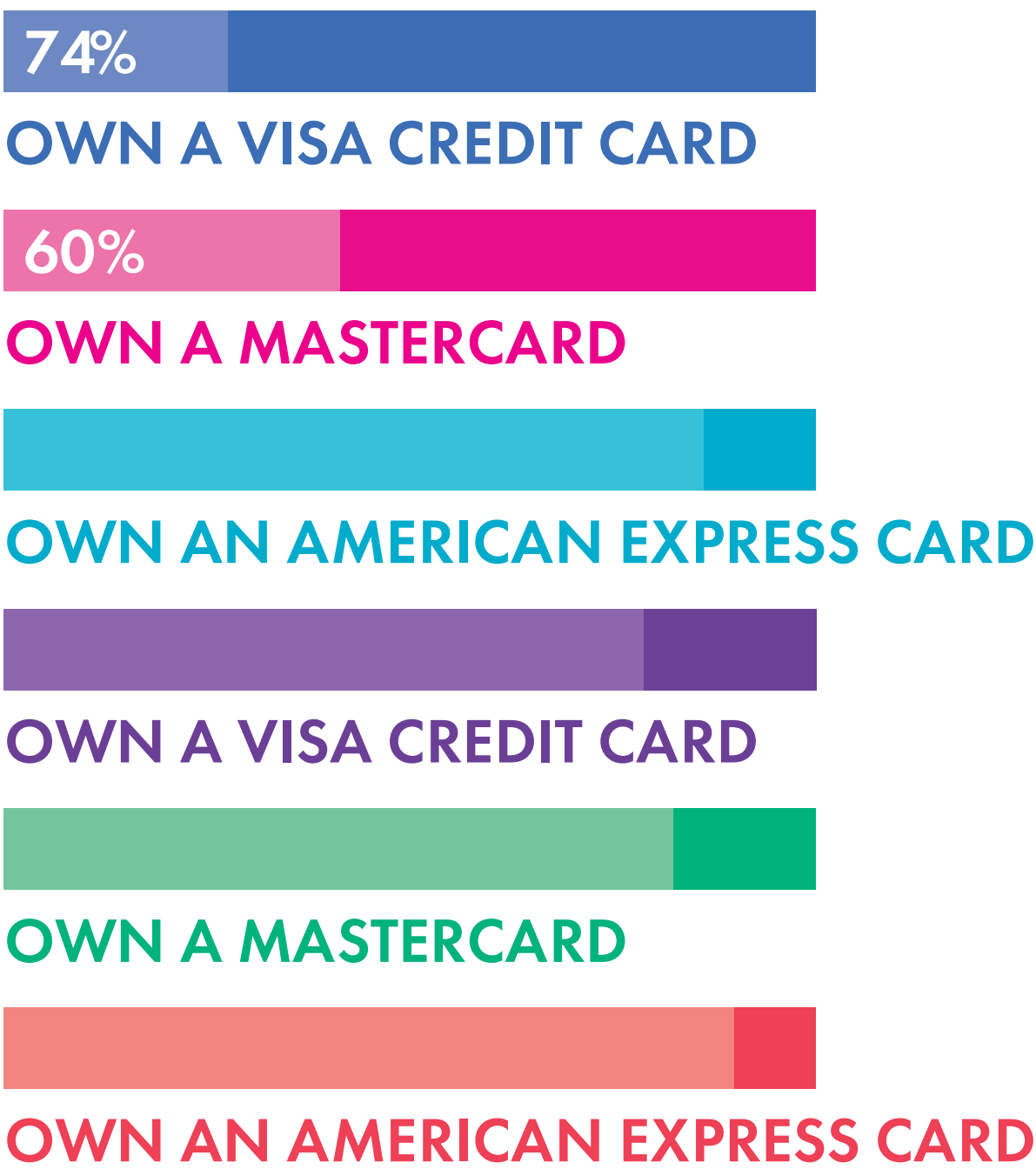


FashionTV viewers spend more money on watches than the average Affluent: **186,000** FashionTV viewers own a **Rolex**.

FashionTV viewers plan to spend **€1,468** on a watch in the next 12 months (**€1,085** for average Affluent).

“tend to go for premium rather than standard goods or services” says **54%** of monthly FashionTV viewers.

**€234,717** is the value of private investments (excl. mortgage) of monthly FashionTV viewers



Visa Card most popular amongst the fashiontv viewers

FASHIONTV VIEWERS ARE TECH FRONTRUNNERS

“I am always one of the first to have technologically innovative products”

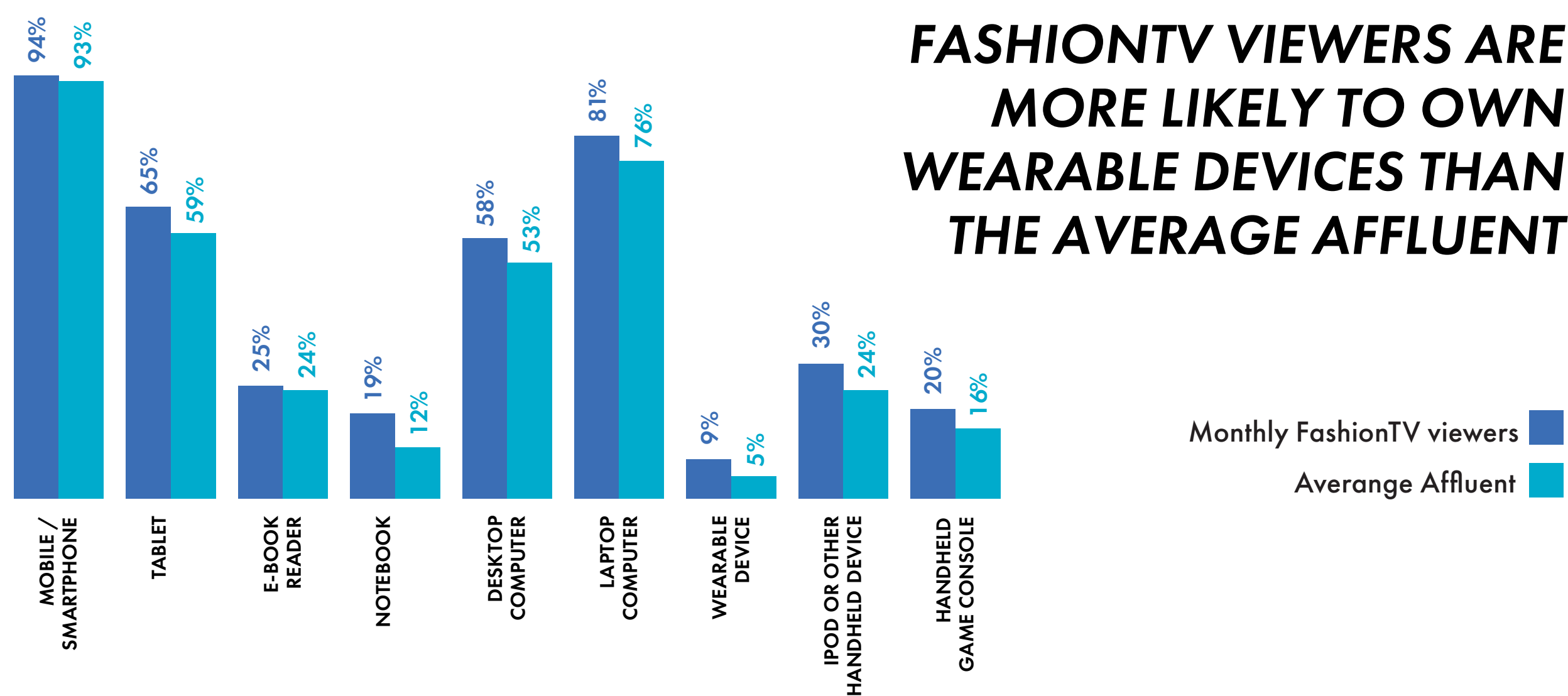
THE TYPICAL FASHIONTV VIEWERS...

...have premium tastes, saying they wear designer clothes, cant resist expensive perfume & new gadgets and **have expensive tastes.**

...are conscious of **appearance** – they like to stand out in a crowd and they say designer labels improve a person’s image. They like to keep up with latets fashions and they spend a lot on clothes.

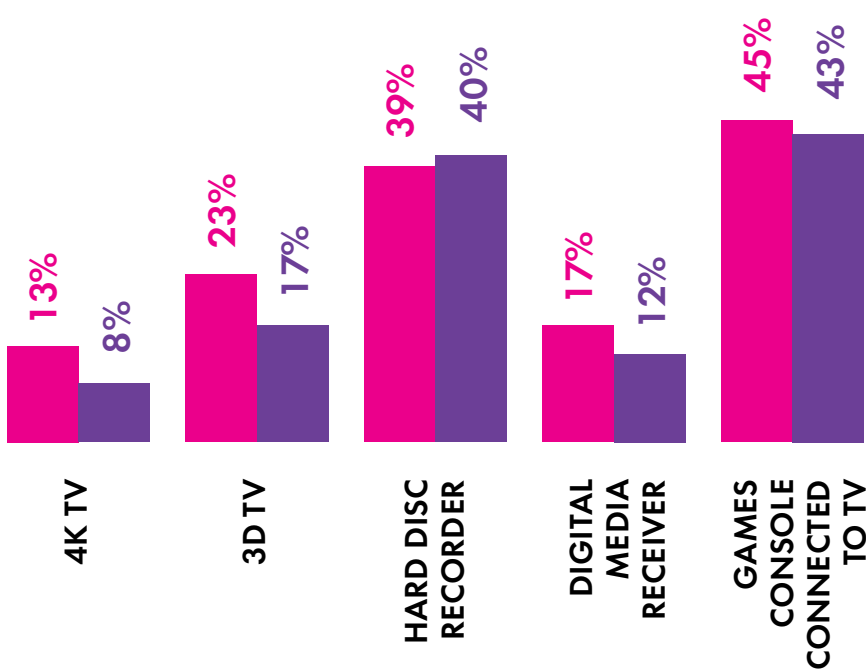
...are **trendsetters** – they buy new products before most of their friends and are usually the first amongst their friend to know what’s going on. People ask them for advice before buying new things.

...are **connected**, saying they couldn’t live without internet on their mobile phone and feel the need to check social networking sites everyday.



HOUSEHOLD OWNED ELECTRONICS

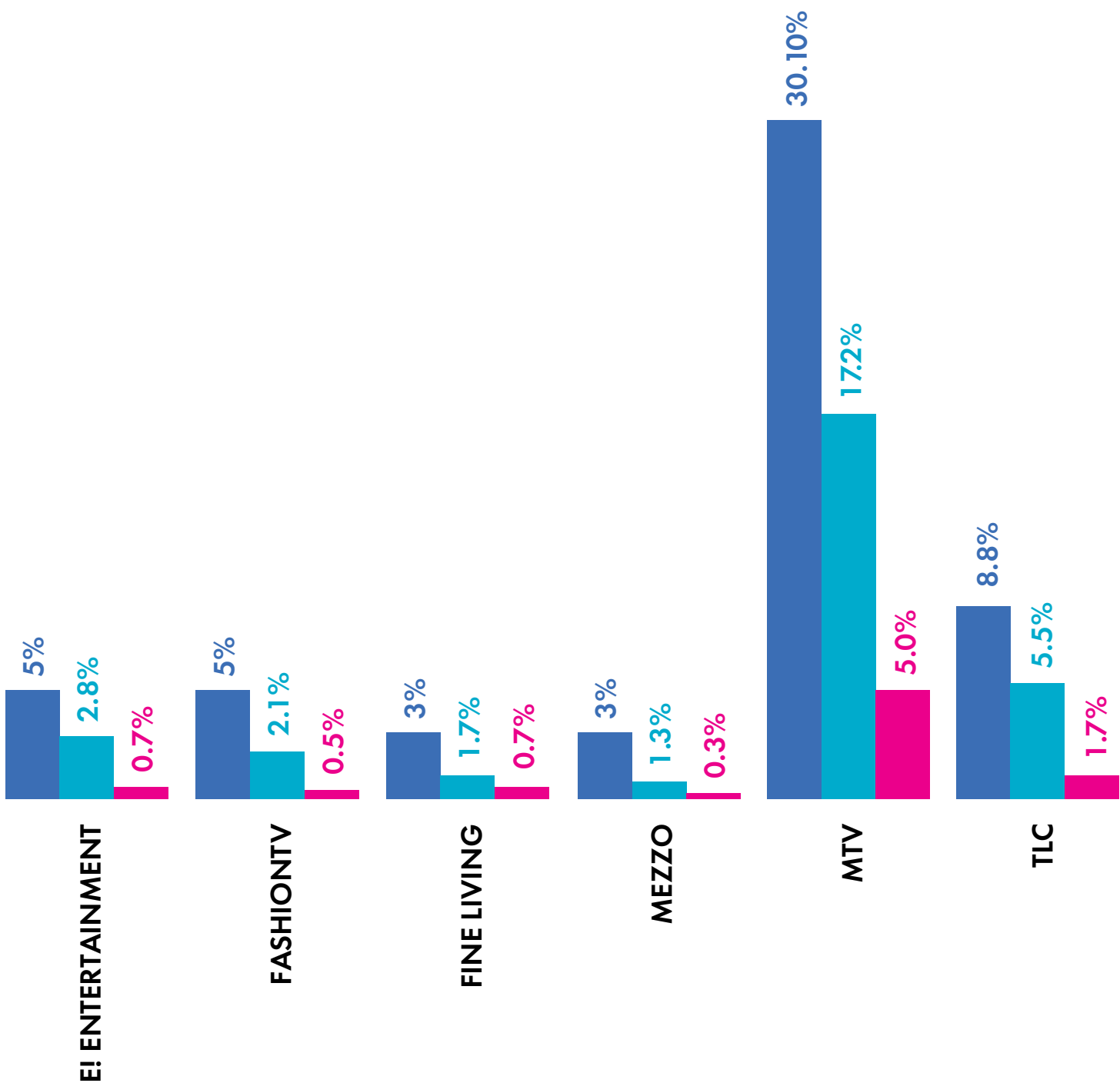
Monthly FashionTV viewers  
Average Affluent



835,000 FashionTV viewers Household owned electronics

REACH – ENTERTAINMENT

Monthly reach  
Weekly reach  
Dealy reach





Dior

BURBERRY®

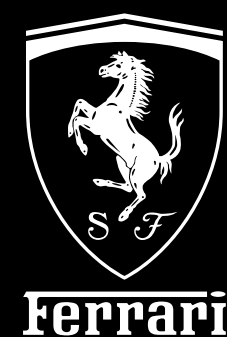


Chopard  
GENÈVE

BVLGARI



TIFFANY & Co.

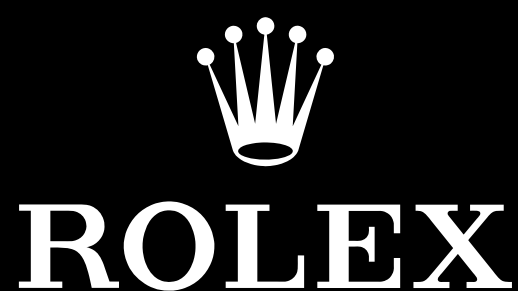


DOLCE & GABBANA



LANCÔME  
PARIS

Ermenegildo  
Zegna



Cartier



VERSACE



Mercedes-Benz

GUCCI

WE ARE WHERE THE FASHION IS

WE WORK WITH...







# 3 REASONS TO WATCH FTV

## **FASHION & LIFE STYLE:**

*FTV is only TV equivalent to thousands different fashion magazines and appeals to everyone who is interested in fashion, design and lifestyle, and beauty trends, by the push of a button – updated every day. An absolute, unique and exceptional first rate fashion selection. Get front row access to all of the best fashion weeks as well as to all the behind the scenes.*

## **MODELS & VIP's:**

*Delve into the life of the world's most famous models. Never seen before interviews of how all of our favorite model's got their start in the industry. Get the exclusive view on the modelling industry.*

## **THE SOUND OF FASHION:**

*Tune in as we grant you exclusive access to all of the hottest events, parties and top party destinations worldwide. FTV is the favorite channel of clubbers and sophisticated party goers with its focus on the millennials.*





# SD | HD | UHD

## **SD/HD**

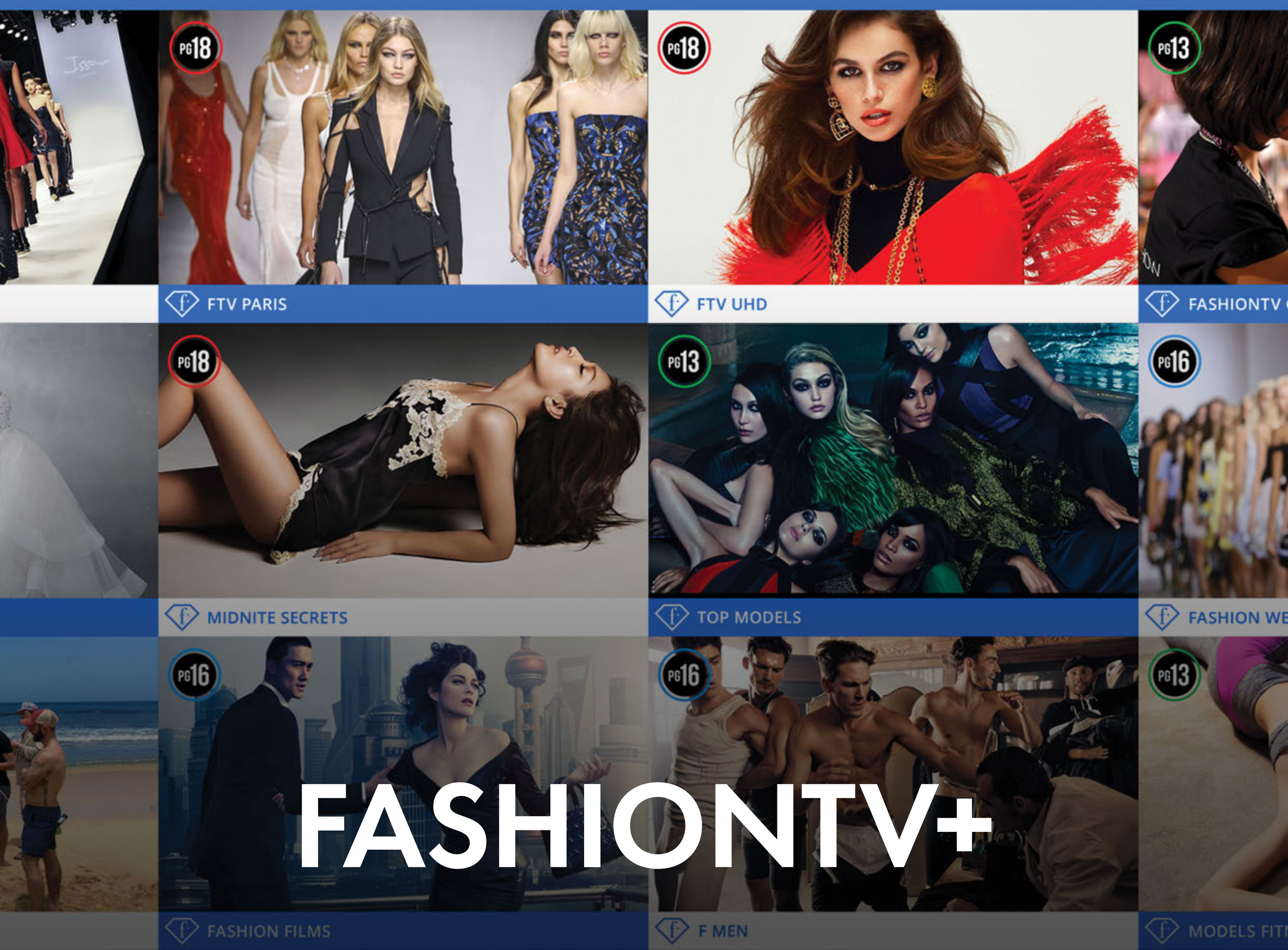
*FashionTV sets a new standard in the field of fashion and lifestyle offering original programming with exceptional image quality. FashionTV gives you exclusive access to the top fashion events around the globe! We're on the front row and backstage covering the latest catwalks, fashion news and runway trends. Discover the absolute unique and exceptional fashion selection only for the eyes of the privileged fans of FashionTV.*

## **UHD**

*FashionTV is the leader in the market, producing the main Fashion weeks in 4K content. Our cast and crew are using the highest quality and technology of filming equipment. We are currently producing up to ten hours of fresh content each month. We are also operating an existing library of 4K Content. 4K content is available from London, Milan, New York, Paris Fashion weeks and many other premium events from all over the world.*

*The FashionTV UHD channel is encoded in HEVC (high efficiency video compressing) format and offers near lifelike picture quality. The channel is presenting visually stunning linear stream with all types of themes such as fashion weeks, swimwear, highest paid models, famous designers, bridal, hair and makeup, fashion men and more.*





# FASHIONTV+

## OTT/ 12 THEMATIC CHANNELS – MOBILE AND SMART TV APP

The FTV+ platform presents 12+ linear stunning OTT streams covering all types of themes such as Fashion weeks, Swimwear, Models, Designers, Bridal, Hair and makeup, Fashion men and more and can be received through satellite, IP or mobile application. The 20-year-old global satellite TV network dedicated to lifestyle and fashion launches its new services presenting a significant amount of original, objective and informative content for digital TV operators, next-generation OTT platforms and smart TV.

## VOD

All of the content seen on FashionTV linear channels can be acquired and distributed also as VOD. The video formats are either short (2-10 min) or long (60-90 min). See our VOD catalogue with significant amount of original programming, as well as acquired aggregated programming.





# VR | FASHION FLIX

## **VR**

*The first virtual reality fashion channel, featuring new and existing content from fashion creators and shows around the world. Enjoy the VR 360° video available exclusive on FashionTV. Fashion shows such as Milan, Paris, London, New York, Moscow, as well as exclusive with Victoria Secret's displays, photo reports, backstage and much more.*

## **FASHION FLIX**

*FashionFlix is a SVOD platform focusing on the must watch cult fashion movies and documentaries about the fashion industry, the lives of the iconic people behind the luxury world of fashion (The Devil wears Prada, September issue, etc.)*





# ADVERTISE WITH US

*FTV is the most distributed channel in public places*

*FTV is the gatekeeper to the world of fashion and glamour*

*FTV designs new and innovative TV conceptions around the fashion theme*

*FTV is the only TV equivalent to hundreds of print products, that deals with fashion and lifestyle*

*FTV delivers the latest trends to interesting target groups via live TV and is significantly faster than other fashion mediums.*

*FTV allows brands to turn its general communication focused on a "fashion & lifestyle statement" and therefore its image builds character.*





# ADVERTISE WITH US

## **WAYS FOR CO-OPERATION**

- Classical advertising, banners, scroll text
- Product placement
- Event sponsoring
- Website promotion
- Loyalty program promotion
- Global Multi-Channel coherent communication

## **GLOBAL OR REGIONAL BROADCAST**

Reach a globally unique target audience – FTV viewers are:

- young – early attraction of long-time customers
- well off – financially strong customers
- style oriented – FTV viewers are opinion leaders





# SOCIAL MEDIA

*FashionTV is a leader and dominant force in the New Media world, with a highly viral and expansive digital reach through its YouTube channels, a specially designed website (FashionTV.com), its Facebook page (more than 4 million fans) and many more social and video platforms.*

*FashionTV has a dedicated platform on Facebook which distributes around the clock to more than 4 million followers worldwide. Featured brands receive invaluable exposure through our video features which reach an average of 1,2 million people every week. Facebook allows for instant engagement and immediate global reach through our dedicated page.*





# F CAFES | F BARS

## ***F CAFE/F BAR/F LOUNGE FRANCISE SYSTEM***

*The fashiontv café & bar concept was established in 1994. It offers a franchise system, with fixed structures, workflows and guidelines for corporate interior and design.*

*Over 200.000 monthly customers worldwide, the team includes more than 400 qualified employees and managers. Key element is the 8K Video Wall showing projections of fashion shows by top designers and also a 3D Fashion “floor” with stunning fashion animations and our the broadcast of our live fashiontv channel.*

*Fashiontv cafés & bars can be found in Tel Aviv, Cairo, Bangkok, Abu Dhabi, Kuwait, Shanghai, Prague, Vienna and many more. FashionTV franchisees are leaders in the world of fashion, luxury, models and nightlife. Welcome to Fashiontv’s VIP community.*





# MISS FTV

## **MISS FTV – MISS FTV AWARDS – MODEL CONTEST**

*Since 2001, FTV conducts the world's most successful model contest under the brand "FTV Model Awards". Miss FTV Model Award winners have featured in top fashion shows and photo shootings with the world's best designers, top photographers and in most exclusive fashion weeks. Multiple shows build up to the main event. Miss FTV Awards can combine modeling, photo shooting, singing, dancing and acting into one performance, also featuring multimedia performances and celebrity juries. Miss FTV Awards is taking model awards to the next level.*

*The FTV Award events are the channel's premiere shows, bringing models from all around the world together for exciting events in fashion and entertainment industry and bringing glamour to each location.*

*More than 50 international models, representing over 40 countries are competing for the world title of FTV Awards.*

*FTV introduces the models to hundreds of selected VIP guests, fashion people, business elite, journalists and other key names in fashion, music and entertainment industries.*





# F BEVERAGES

## **THE LUXURY VODKA**

*F Vodka is a real luxury and quality Vodka made with the best wheat and rye and is made by using sophisticated distillation techniques for its production.*

## **F 88 & F 18 LUXURY ENERGY DRINKS**

*Specially developed to provide an intense sustainable energy boost for those who lead active and vigorous lifestyle.*

## **FASHION CHAMPAGNE Grand Cru & Grand Reserve**

*Fashion Champagne Grand Cru is made exclusively from Chardonnay, grand Cru grapes from the Côte des Blanc's and Pinot Noir Grand Cru grapes cultivated in Montagne de Reims. Fashion Champagne Grand Reserve is produced from the best riverbank vineyards and is characterized as the Cinderella of our range of FASHION CHAMPAGNE.*





# F BEVERAGES

## **FASHION PROSECCO**

*FashionTV's Prosecco is a lively, sparkling wine that is produced on our behalf by Italy's largest privately held wine company. It is a varietal wine made from the Prosecco grape native to the Veneto region.*

## **FASHION WATER**

*Our Fashion Water is a clear and pure and a luxurious water which comes from the European Alps. FASHION LUXURY SPRING WATER originates in the glaciers of the Austrian Alps, where the water is filtered through various rock formations before reaching the surface at the source.*





# F COSMETICS

## **F COSMETICS**

*FashionTV Cosmetics features a premium beauty collection inspired by the glamorous world of fashion, haute couture and jewelry. We combined the most innovative developments in the science of beauty, premium ingredients and revolutionary patents to develop our beauty range. In addition, we gathered extensive knowledge over the two decades from models, runways, photoshoots, fashion events and countless hours of interviewing models about their beauty secrets, routines and product preferences – in order to create the ultimate total beauty collection. FashionTV Cosmetics features over 250 products designed for use in various combinations in order to achieve the hottest and trendiest looks.*





# MASTER LICENSING

*Be an exclusive FashionTV partner in your territory!  
Make profit of the business that FashionTV has de-  
veloped successfully for more than 20 years, since  
it's foundation in 1997. Localize the main categories  
of f-Business in your country and become a part of  
this unique story of success*





**FTV COIN**  
DELUXE

# FTV COIN DELUXE

**FASHIONTV PRESENTS  
THE FIRST BLOCKCHAIN-BASED PLATFORM  
FOR MODELS, FASHION & LUXURY LIFESTYLE**

*FTV Coin Deluxe management is led by the famous Michel Adam, president of FTV, with an ICO experienced legal, technical, financial, and marketing team from Austria, Israel, and Hong Kong. Sales teams are located all over the world.*





# FTV COIN DELUXE

*We will issue 1,5 Million tokens, starting price for the public will be 0.18 EUR.*

*Total capitalization supply will be 270 million EUR. The offer for the public will be 25%, which is 375 million to coins at a price of 0.18 EUR, which will be 25% of the total token amount to be offered initially at a price of 0.18 EUR. The total amount to be raised is 67.750 million EUR.*

*The presale period starts March 5, 2018 where we plan presale at 57.500 Million EUR.*

*Scheduled for May 15, 2018, 10 Million EUR will be sold in the FTV Coin Deluxe ICO.*

*We plan to list the coins on major crypto exchanges – bitFlyer, binance, huobi, bitfinex, okex, ipbit, bithumb, gdax, kraken, bitstamp etc. and support a liquidity through a group of market makers. A substantial bonus is available for early investors.*

*Investors who invest over 100,000 EUR get to join the FTV VIP membership club and enjoy many attractions. If the FTV Coin Deluxe goes up, the fun will be for free. Attractive bonus for early buyers.*