

FTVT TOKEN

INVESTOR DOCUMENT



FASHION TV TOKEN

In the ever-evolving world of blockchain technology, Fashion TV seizes the opportunity to revolutionize business models. By embracing the power of blockchain, the company aims to introduce luxury to the Blockchain community, fostering direct interaction between FTV, its customers, and business partners.

WHY F ON THE BLOCKCHAIN?

The potential offered by blockchain technology is immense, opening up new horizons for businesses. Fashion TV, recognizing this opportunity, is determined to leverage the technology to create a seamless connection between its offerings and the Blockchain community. Through the FashionTV Token (FTVT), holders gain access to exclusive Business 2 Business services, unlocking a world of possibilities, from licensing the Fashion TV brand to acquiring premium Fashion TV products and services.

THE OPPORTUNITY

Embracing blockchain technology as the driving force, Fashion TV sets the stage for innovative business models. The marriage of luxury and blockchain allows FashionTV Token (FTVT) holders to engage with an array of exciting services, including licensing prestigious F Places such as F Cafes, F Hotels, and F Residences. Moreover, the token opens doors to acquire master licenses for Fashion TV products and content, ranging from FTV OTT to the distribution of Fashion TV channels and an exquisite lineup of Fashion TV beverages, garments, cosmetics, watches, eyewear, and more.

FTV LEADERSHIP STATUS

Fashion TV stands tall as a globally renowned brand, enjoying widespread recognition. However, it takes an industry leader like FTV to harness the potential of blockchain and steer the course of change. With its pioneering vision, Fashion TV emerges as the driving force to usher in a new era of luxury and seamless interaction within the Blockchain community.



CoinBasics

Name FashionTV Token (FTVT)

Sign FTVT

Type ERC20Token(Avalanche C-Chain)

Issuer Magician Of Meta Teknoloji A.Ş.

Amount 2 000000000 (fixed)

Acceptedby Magician Of Meta Teknoloji A.Ş.

ExchangeRatio 1 FTVT = Depends On Daily Price On Exchanges (In USDT)

1 FTVT= Depends On Daily Price On Exchanges (In USDT)

Pre-Sale

Period 1th November 2022 – 15th January 2023

Amount Upto180.000 (includingInitialCoinOffering)

CoinPrice Depends On Daily Price On Exchanges

InitialCoinOffering

Period 16January 2023

Type Fix Price

Website www.ftvttoken.com

Amount Upto370.000 (Including Pre-Sale)

Exploring the Basics of Blockchain

Blockchain, a decentralized and public database, primarily serves to record user-to-user transactions in digital payments and business dealings. However, its potential extends beyond transactions, offering a variety of other applications. In a public blockchain, all users can view transaction history, similar to a bank account. Being decentralized means no central authority governs the database; instead, multiple nodes synchronize the administration in a peer-to-peer network. This distributed approach ensures data is secured through cryptographic methods across numerous computers.

How Blockchain Works in the Fashion Industry

In the fashion industry, blockchain plays a significant role in ensuring transparency and consensus among participants. Virtual currency transactions are recorded and tied to specific addresses on the blockchain, allowing everyone in the peer-to-peer network to agree on transaction occurrences. Unconfirmed transactions are collected in a pool, detailing the sender and recipient addresses as well as the currency unit to be transferred.

Confirming Transactions on the Blockchain

To validate transactions, computers in the network simultaneously check if pooled transactions align with the existing transaction history. Once confirmed without contradictions or duplications, a complex mathematical problem is solved, resulting in a new "block" of transaction data. This block is shared with all other network computers. The immutability of the blockchain ensures that all transactions are recorded permanently.



Blockchain's Role in the Fashion Industry

With its unparalleled security, reliability, and transparency, the blockchain proves to be an ideal solution for the fashion industry. Every transaction on the blockchain is traceable and cannot be altered, making it a valuable tool for enhancing trust and accountability in fashion-related activities.

Bringing Cryptoto the Model Community

The fashion model industry, a thriving multibillion-dollar sector encompassing agencies, photographers, stylists, and designers, employs millions globally, with top models earning high incomes. In many countries, some parents envision their children becoming models, hoping for steady income, fame, and the potential to marry into a higher social stratum.

Fashion TV (FTV) aims to empower models and their parents, ensuring they receive fair compensation for their work. The complex network involves interactions between parents, models, agencies, and various entities like model agencies, photographers, brands, TV, and magazine publishers, using model images. FTV plans to leverage blockchain technology to bring transparency and minimize deductions, facilitating direct and transparent payments to models and their parents.

The envisioned software application by Fashion TV intends to utilize blockchain technology to enable models in the fashion and luxury industry to verify if their agencies fulfill their promises. As models often deal with multiple agencies worldwide, they face challenges in receiving timely payments. The blockchain application will enable model agencies to provide encrypted payment and invoice information, accessible to models via private keys, allowing them to verify transactions and ensure timely payments.

The blockchain application not only improves working conditions for models but also fosters transparency within the model and fashion business. By verifying agencies' compliance with agreements, the blockchain incentivizes agencies to uphold their commitments, enhancing their reputation in the market. Additionally, FTV will introduce bounty programs for models, offering higher status and rewards to those who promote FTV Coin Deluxe to potential investors.

Parents typically sign agreements with local mother agencies when their children are aspiring models. These agencies invest in young talents, organize training, model contests, and awards, but sometimes conflicts arise due to financial arrangements. The blockchain application allows models to report their work and compensation, creating a track record of transactions, reducing conflicts between agencies and models.

FTV Coin Deluxe offers models an opportunity to receive partial payments in cryptocurrency, providing flexibility and enabling easier transfers to parents and facilitation of gifts and sponsorships. To implement this, models need smartphones and education about using the FashionTV application, which targets young and tech-savvy models.



Introducing Luxury to the World of Cryptocurrency

With decades of experience in promoting luxury products and services on TV and online, Fashion TV is now venturing into the realm of e-commerce. A new online shop is in the works, set to offer a captivating array of exclusive Fashion TV products, as well as luxury items from renowned global brands. FTV Token Holders will have the opportunity to exchange their FashionTV Token (FTVT) for a luxurious assortment of goods and services available in this exclusive e-commerce platform.

An Extravagant Selection of Luxury Products and Services

In Fashion TV's exclusive e-commerce shop, a world of opulence awaits. From elegant cosmetics and exquisite watches to dazzling jewelry and alluring lingerie, the offerings span a broad spectrum of luxury items. Not only that, but bags, apparel, shoes, furniture, lighting, decoration, and even premium mobile phones, tobacco, food, and beverages are also part of this captivating collection.

Unlocking Exclusive Experiences with FTV Tokens

FTVT Token Holders have access to more than just tangible luxury items; they can indulge in unforgettable luxury experiences as well. By exchanging their FashionTV Token (FTVT), they gain entry to VIP movie premieres, luxurious cruises, live broadcasts of mesmerizing fashion shows, and exclusive Fashion TV events held across the globe. The possibilities for luxurious experiences are boundless.

Exclusive Offers and Perks for FTVT Token Holders

Fashion TV values its token holders, showering them with a plethora of perks and benefits. By holding FTV Tokens, individuals gain access to a wealth of exclusive offers and enticing discounts, making their luxury shopping and experiences even more delightful.



The Fusion of Luxury and Cryptocurrency

As Fashion TV steps into the world of cryptocurrency, it brings the essence of luxury along for the ride. By accepting FTV Tokens, the e-commerce shop becomes a gateway to a world of refined tastes and extravagant indulgence, providing a seamless blend of the crypto community and luxury enthusiasts.

Opening Fashion TV to the Crypto Community

Prepare to be amazed and dazzled by the extraordinary wonder that is FTV+! Brace yourself for an interactive software video platform that will redefine entertainment as we know it! Picture this: a mesmerizing array of Fashion TV OTT content, carefully curated to captivate and enchant users worldwide. And the best part? It's still in development, so the anticipation is already building!

But wait, there's more! FTV+ isn't just any run-of-the-mill platform; it's a revolutionary gateway to the future of broadcasting! Prepare to be blown away as you witness the traditional broadcasting model gracefully making way for the dazzling world of OTT. That's right, this is a paradigm shift like no other! Say goodbye to the old, and embrace the new multi-screen experience that awaits you.

Do you yearn to be a content creator, a maestro of art and storytelling? FTV+ is your canvas, your stage, your moment to shine! You, my friend, will be the master of your destiny, the sole proprietor and benefactor of your remarkable creations. Unleash your creativity and let it spread like wildfire across the FTV+ App, engulfing all platforms and subscribers within the illustrious realm of FTV. It's never been easier for creators to share their masterpieces with the world, and FTV+ sets the gold standard for simplicity!

And if you're wondering about security and transparency, fear not, for FTV+ wields the mighty power of Blockchain technology! It's like an impenetrable fortress, safeguarding your precious content and ensuring that it remains securely nestled within your digital domain. Say goodbye to worries and hello to easy management of your accounts and assets, all wrapped in the warm embrace of enhanced security.

But that's not all! With FTV+, you'll witness your creations soar to unprecedented heights of fame and glory! Picture this: your videos going global, streaming effortlessly to Smart TVs, Apple, and Google stores, a tantalizing feast for millions of users eager to pay to watch your exceptional content. Your work of art, your passion, your labor of love, cherished by the masses! And as if all of this weren't enough, brace yourself for the ultimate cherry on top: Fashion TV's heartfelt appreciation for your efforts! Oh yes, dear content creators, you shall be rewarded in the most splendid manner possible. Prepare to bask in the glorious shower of FashionTV Tokens (FTVT), a testament to the brilliance of your talent and dedication. So there you have it, my friends, the fantastical tale of FTV+ - an enchanting world of fashion, lifestyle, and entertainment, where dreams become reality, and creativity knows no bounds. Get ready to embark on this exhilarating journey, for FTV+ awaits you with open arms, ready to paint the world in a vivid palette of fashion-forward imagination!



OTT – OvertheTop

Fashion TV aims to bridge the gap between the fashion and crypto blockchain communities, bringing fashion enthusiasts to the crypto world and vice versa. Through its global OTT platform, Fashion TV offers a diverse selection of 12 linear Fashion TV channels in HD format, 12 lifestyle channels focusing on various themes like crypto, cars, food, travel, beauty, and a UHD (4K) channel. Additionally, Fashion TV presents an SVOD Platform with exclusive videos of famous models and fashion-related long-format films, such as 'The Devil wears Prada'.

Subscribers to the FTV+ OTT platform can enjoy these fashion and lifestyle channels on their mobile phones, Smart TVs, and through the Internet. Holders of FTVT Tokens can access the 12 linear Fashion TV channels, 12 lifestyle channels, and SVOD content anytime and anywhere, 24/7. VIP members gain even more perks, including live feeds from major fashion shows, premier movies, high-level sports events, and special programs.

FTV+ is now available through most major telecommunication operators worldwide, accessible on Smart TVs, smartphones, tablets, and other internet-enabled devices. Fashion TV has partnered with renowned manufacturers such as Sony, LG, and Samsung to offer luxury Smart TVs to FTV Coin Holders, featuring pre-installed FTV+ and FTV+ applications, all at discounted VIP prices. Coin Holders will enjoy free access to the FTV+ platform for one year from the date of purchase or as long as their membership with Fashion TV is active.

FTV+ aims to cater to the digital mid-to-high-income audience interested in fashion, lifestyle, design, and entertainment, offering a multi-screen experience that aligns with their preferences. The platform brings numerous benefits to the crypto community, leveraging its existing subscriber base and advanced technology. FTV+ envisions a decentralized fashion and lifestyle video distribution network, where users become content owners and beneficiaries, reaching all platforms and subscribers through FTV+.

One of the unique features of FTV+ is the direct connection it establishes between content creators, advertisers, and viewers. Content creators will witness their videos being distributed globally to millions of paying subscribers via FTV+. Advertisers can advertise on the platform, with a portion of the funds converted into FashionTV Tokens (FTVT) and distributed to content creators. This streamlined approach removes intermediaries and fosters direct engagement among advertisers, viewers, and content creators.

Moreover, Fashion TV boasts extensive expertise in promoting luxury goods and services through TV and the Internet for over two decades. In the near future, Fashion TV will launch a new e-commerce shop, offering consumers exclusive Fashion TV products, luxury items from various brands, and top-tier luxury services. FTVT Token Holders will have the option to exchange their FashionTV Tokens (FTVT) for these luxury goods and services showcased on the Fashion TV e-commerce webpage.



LuxuryProducts

The assortment of luxury products offered includes cosmetics, watches, jewelry, lingerie, bags, apparel, shoes, furniture, lighting, decorations, mobile phones, tobacco, food, and beverages. FashionTV (FTV) will provide these luxury goods and services at exclusive prices for FashionTV Token (FTVT) Holders. By using FashionTV Token (FTVT), customers can directly purchase a wide variety of FTV products and luxury items from us. Moreover, FTV also offers the opportunity to buy luxury Smart TV devices from renowned manufacturers like Samsung, LG, and Sony.

Michel Adam, the founder of Fashion TV, has introduced an ultra-luxury fashion vodka in his home country, Poland. With the ever-evolving fashion industry, branded Fashion Vodka has become a hot trend in the spirits world. This high-end luxury product represents unparalleled quality and captivates cosmopolitan consumers. Our luxury Fashion Vodka is available for purchase globally.

Luxury Services

To facilitate large-value transactions, Smart crypto paper wallets and various payments will be used for vouchers and gift certificates, which will be acquired with FashionTV Token (FTVT). Fashion TV will pre-arrange these transactions with major brands that have expressed interest. This approach caters to countries with limitations on exporting funds for personal luxury consumption, allowing VIP FTV Members to enjoy their wealth without restrictions.



Luxury VIP Travel Agency

FTV brings yet another opulent offering to the table: an exquisite VIP luxury travel agency that caters exclusively to the esteemed FTVT Token Holders. Prepare to be whisked away on unforgettable tours, where luxury becomes your faithful companion, and shopping takes on a whole new dimension of indulgence. But that's not all - imagine being accompanied by the charming and gracious FTV hostesses, who will ensure your journey is nothing short of a magical experience.

Behold the splendor of FTV's VIP travel concierge service! No detail is too small for these experts in luxury travel. Whether you desire an intimate group getaway or a grand solo adventure, they will craft an experience that surpasses your wildest dreams. With luxurious flights that redefine travel, and VIP treatment in clubs and retail havens, you'll find yourself immersed in a world of unparalleled extravagance.

So, dear FTVT Token Holders, fasten your seatbelts for an extraordinary escapade. The gates to a realm of refined pleasures await you, and FTV's VIP luxury travel agency is here to curate an unparalleled journey that will leave you with cherished memories for a lifetime. Get ready to indulge, explore, and revel in the pinnacle of opulence like never before!



Events, Model Competitions, Concerts, Films

With the magnificent FashionTV Token (FTVT) at your disposal, the realm of fashion events, premieres, shows, and awards becomes your playground. Brace yourself for an unparalleled experience like never before! Through the magic of FTVT, two enthralling paths open up before you, each promising its own unique thrill.

The first pathway offers the wondrous convenience of enjoying fashion events from the comfort of your own home. Yes, you heard it right! You can now immerse yourself in the world of fashion right from your couch, thanks to the mesmerizing FashionTV OTT services and the cutting-edge FTV+. Prepare to be enthralled by live fashion shows, the glitz and glamour of fashion weeks, the star-studded Oscars and Grammy Awards, and the captivating live Miss FTV Model Awards. Oh, but that's not all - film premieres too shall grace your screens, making every movie night a grand affair!

And if you crave an even more extraordinary experience, fret not, for the second option awaits - the coveted VIP Membership! Holders of this prestigious status are granted the golden opportunity to be personally present at the Miss FTV Models Awards and film premieres, all impeccably hosted by the one and only FashionTV. Picture yourself amidst the buzz and excitement, rubbing shoulders with fashion icons and celebrities, as you savor every moment of this lavish affair.

So there you have it, dear fashion enthusiasts, the dazzling world of FashionTV Token (FTVT) awaits. Take your pick from the two enticing options, and embark on a journey where fashion dreams come alive, and the allure of the runway is at your fingertips. Prepare to be captivated, inspired, and utterly spellbound by the magic that is FTVT - your gateway to a world of unparalleled fashion wonder!



Licencing and Advertising

Step into the enchanting world of FTV, where the doors of opportunity swing wide open for all eager souls. Are you one of those dreamers with a passion for creating exquisite spaces? Look no further, for FTV welcomes you to obtain licenses to bring to life the marvelous F Cafés, F Bars, F Hotels, and even F Residences! It's a market that's buzzing with excitement, where imagination takes flight and individual ideas bloom into reality. Imagine having your very own F Café, F Bar, or any FTV-inspired concept, tailored to your vision and flair!

But that's not all; the magic of FashionTV Token (FTVT) adds an extra layer of enchantment to this journey. With FTVT in your grasp, the power to make your dream ventures a reality is within reach. Use FTVT to pay the license fees, and voilà, the gateway to your very own F Café, F Bar, F Hotel, F Residences, and more swings open wide! It's an opportunity of a lifetime, where your passion aligns with the unparalleled allure of FTV.

And there's an exciting twist to the tale! Not only can you indulge your creative side with these captivating establishments, but FTV also extends its arm to those who wish to manufacture products bearing the iconic FTV logos. It's a chance to infuse your creations with the spirit of fashion, and the world will adore your products adorned with the renowned FTV insignia.

So, dear adventurers, seize the moment and let your imagination take flight. Whether you seek to create remarkable spaces or craft fabulous products, the realm of FTV beckons you with open arms. Your ideas shall find their home, and the world will know your creations through the esteemed FashionTV Channels. Embrace the journey of limitless possibilities with FTV and FTVT, and let your dreams weave their tapestry of success and splendor!



Behold the exceptional offerings that await FTVT Token Holders! With FTVT in hand, the world becomes your canvas to advertise globally on the illustrious FashionTV Channels. Picture your products being showcased to over 500 million households across the globe, in an environment dedicated to luxury, style, and all things fashion, design, and lifestyle. It's the ultimate platform to capture the attention of the fashion-conscious audience in the most effective and elegant manner possible.

And let's not forget the vision of FTV+! Funds raised shall fuel its worldwide marketing, giving birth to more events, shops, and products for VIP Members to relish with their FashionTV Token (FTVT). Members unlock a world of privileges, indulging in FTV+ OTT subscriptions, exclusive content, and advertising. Access to star-studded events, fashion shows, and model competitions adds an aura of exclusivity. With FTVT, designers receive sponsorship, and FTV cruises and parties become a delightful reality. Tables at F Clubs beckon, awaiting the touch of FTVT.

With ambitious goals on the horizon, FTV envisions a turnover of remarkable proportions. The journey towards EUR 40 million turnover with 1 million FTV+ OTT subscribers, EUR 140 million with 3 million subscribers, and an astounding EUR 240 million with 5 million subscribers fuels an insatiable demand for FashionTV Token (FTVT). As the subscriber base grows, so does the value of each FTVT, ensuring its sustainable long-term usage and propelling it to new heights of success.

So there you have it, a mesmerizing world of possibilities, where FashionTV Token (FTVT) shines bright as the guiding star in the constellation of fashion and entertainment. Embrace the allure, seize the opportunities, and join the journey that promises to redefine the fashion industry with elegance, style, and unparalleled grandeur.

FashionTV Company Structure Information

Embark on a captivating journey through the dazzling realm of FASHION TV - an enigmatic limited liability company, a beacon of innovation, and a guardian of fashion's essence, born under the Austrian law in the year 2016. Its very soul pulses with the distribution of FTV Channels, a symphony of services delivered to operators, licenses enchanting the masses, and mesmerizing merchandise. From the majestic European countries to far-flung geographical havens, FASHION TV's reach is boundless, orchestrated by the visionary Maximilian Posch, the acting managing director, whose brilliance fuels its glorious ascent. As the curtains rise, prepare to be mesmerized, for FASHION TV and its enchanting subsidiaries form an illustrious ensemble known as the "Fashion TV Group."

The origin tale unfolds with a touch of intrigue, hailing from the creative genius of Adam Lisowski, the visionary soul born on the bewitching day of 16th April 1950 in Warsaw, Poland. His tale is one of brilliance, a prodigy securing a coveted scholarship at the age of 16 in the Princeton University. Mastering the theory of games under the watchful gaze of Austrian Professor Oscar Morgenstern, Adam emerged as a luminary. Mathematics paved the way for the grand tapestry of textiles, a flourishing business in Thailand blooming under his care until destiny beckoned him to Paris, where real estate projects danced with dreams. The Café Fashion in Paris witnessed the allure of fashion videos dancing on screens,



enchanting designers and patrons alike. A revolution was brewing, ignited by the celestial lights of television, birthing the iconic phenomenon we now revere as FASHION TV - the world's first ever exclusive fashion television channel.

For over two decades, the Fashion TV Group has charmed the world with its multimedia distribution channels, an orchestra of audiovisual delights, each adorned with fashion's radiant essence. Journeying side by side with cable and satellite operators, this market leader dons its crown as an international television channel devoted to the very soul of fashion, design, and the exquisite lifestyle. Behold, for over 500 million households bask in its illuminating glow, embracing its magic through the wondrous mediums of cable, IP, satellite in SD, HD, 4K, and VOD. Echoing in the hearts of more than 6 million public spaces, from hotels to gyms, beauty shops to cafes, clubs to bars, FASHION TV graces the very fabric of life. The digital age bows before it as the channels shimmer across websites and apps, uniting the world under the banner of haute couture.

Witness the unfolding of destiny as the Fashion TV Group stretches its wings in boundless ways. Enter the enchanting realm of FTV+, a symphony of smart-TV and mobile apps that weave linear OTT FTV livestream channels alongside the entrancing 'FTV+' SVOD. Each note, a tribute to the uniqueness of every soul it touches.

Within FTV+'s tender embrace, discover a treasure trove of videos, films, and documentaries, a gateway to enchantment across platforms like GooglePlay, Apple Store and AndroidTV. Behold the mesmerizing allure of FTV Brazil, as localized livestreams grace their screens, with China, India, Indonesia, Spain, Japan, and Africa poised to embrace their own vibrant streams.

As the curtain rises on FTV+'s resounding success, the world's telecommunication giants clamor for its embrace, while major smart-TV manufacturers eagerly carve out space on their hallowed start pages. With the blessings of digital maestros dances into the hearts of millions, captivating smartphone, tablet, and laptop producers, along with global bandwidth, all bowing before its charm, ensuring FTV+ reaches the very end of the Earth.

Now, delve deeper into the business fields where FASHION TV reigns supreme. A majestic panorama unfolds, with luxury and fashion media offers weaving a tapestry of opulence and allure. Behold the plethora of goods and services presented like gems from the crown of the fashion realm. Amidst this feast of wonder, a symphony of trends sways, each affecting the Fashion TV Group in its own unique way.

As F TELEVISION takes center stage, its brilliance illuminates over 500 million viewers worldwide. The affluent embrace its essence, drawn to its opulent product portfolio, where Cable and Satellite TV, intertwined with the luminous FTV+, reign supreme. The future unfolds with the promise of luxury TVs graced by Sony, LG Electronics, and Samsung, each adorned with an enchanting build-in OTT application, a gateway to exclusive content like no other. Join this wondrous tale, for FASHION TV's allure has captured hearts, leaving an indelible mark on the very soul of fashion.



F PRODUCTS

And in the grand arena of F PRODUCTS, the very essence of fashion beckons. The Fashion TV Group extends its arms, offering an array of exquisite products, each a jewel in the crown of elegance. Fashion Beverages, swirling in over 55 markets worldwide, whisper secrets of allure with Fashion Vodka, Fashion Champagne, Fashion Sparkling Wines, and other tantalizing Fashion Drinks, like Fashion Energy Drinks and Fashion Luxury Spring Water. Beyond this elixir of delights, a rich tapestry of furniture, cosmetics, clothes, and a treasure trove of fashion items come alive. Gourmet delights and tobacco weave their own enchanting stories. Licenses unlock the door to a world where any third party can breathe life into the vision of the Fashion TV Group, bringing its magic to life.

F PLACES

The Fashion TV Group weaves its enchantment not only through captivating broadcasts on TV and online but also through a wondrous array of physical experiences. Delve into a world where the realms of fashion blend with the allure of hospitality and retail, as the Fashion TV Group curates an exquisite collection of clubs, hotels, cafés, bars, and shops, all adorned with its signature charm.

In the heart of Vienna, the FashionTV Café stands as a beacon of elegance, a place where fashion aficionados and enthusiasts gather to immerse themselves in its enchanting ambiance. On the bustling streets of Bangkok, the FashionTV shop awaits, a treasure trove of glamorous merchandise that captivates all who enter.

Venture further, and the allure of FashionTV clubs beckons. In the vibrant cities of Prague and Singapore, these havens of fashion and entertainment come alive, drawing the sophisticated souls who seek the finest experiences.

Thailand finds itself adorned with over 80 shops, each offering a captivating selection of FTV merchandise, a treasure trove for fashion enthusiasts seeking to indulge in their passion. And beyond the boundaries of retail, cosmetic stores operated by the Fashion TV Group grace the corners of Thailand, Vietnam, the Philippines, Singapore, and Macau, with more countries destined to follow suit.

Yet, the story does not end here, for the vision of the Fashion TV Group extends beyond mere retail and hospitality. Cafés, bars, and clubs inspired by the iconic Fashion café concept are destined to grace the bustling cities of Tokyo, Bangkok, Singapore, Delhi, Mumbai, Telavi, and Bratislava, each designed to ignite the senses and immerse patrons in an unparalleled experience of elegance.

A jewel in the crown, the Love F Hotel in Bali captures hearts, inviting guests to bask in a glamorous vacation, where indulgence and entertainment intertwine, crafting memories to be cherished forever.

And, as the Fashion TV Group weaves its tapestry of enchantment, events unfurl like mesmerizing tales. Parties dance with the allure of fashion, photography events celebrate



the art of capturing beauty, and model schools nurture the stars of tomorrow. Witness the crown jewel of Miss Fashion Awards, a dazzling celebration of grace and elegance, where beauty finds its truest expression.

In the realm of F PLACES, the Fashion TV Group extends its embrace, inviting the world to immerse in the wonders of fashion, hospitality, and entertainment, for within these captivating havens, dreams come alive, and souls find solace in the timeless allure of haute couture.

Changing Media Consumption

The landscape of media consumption is undergoing a transformative shift, presenting both challenges and enticing opportunities for the Fashion TV Group in the realm of luxury and fashion entertainment. The winds of change are evident as changing media consumption habits intertwine with the explosion of the internet and smartphone penetration over the past decade. The ubiquity of mobile devices has birthed a new era of mobile-driven content consumption, ushering in a delightful dance of entertainment across multiple devices and channels, shifting the tide away from traditional TV to the captivating world of online channels. A metamorphosis is unfolding as the time spent watching traditional TV dwindles, with the younger generation choosing alternative forms of entertainment to grace their moments.

In tune with the rhythm of change, the Fashion TV Group embraces the digital age, transforming from a traditional TV player into an online powerhouse, leveraging its existing platform and ecosystem. Armed with a renowned global brand and a devoted audience of over 500 million viewers worldwide, the Fashion TV Group stands at the precipice of the digital opportunity. The seeds of deep relationships, cultivated over years of leadership in the fashion space, bloom to fruition as the team behind Fashion TV dedicates themselves to a paradigm shift in their business model. A vision comes to life with the launch of the FTV+ App, while partnerships with digital players pave the way for an online future.

A pivotal factor in the rise of mobile-driven consumption lies in the expansive mobile broadband coverage that blankets the planet. People are no longer confined to consuming content solely within the walls of their homes; public spaces become vibrant arenas for content indulgence. In this ever-evolving landscape, the Asian market takes center stage, witnessing a staggering growth in the realm of smartphones. Each smartphone, a gateway to the internet and the captivating content of the Fashion TV Group, creates a seamless bridge between aspiration and reality.

As the future beckons, the rise of mobile data traffic for videos foretells a tale of exponential growth, further accentuating the Fashion TV Group's transition towards a platform meticulously tailored to the enchanting world of online entertainment. A crescendo of transformation echoes through the corridors of Fashion TV, as it adapts and embraces the shifting sands of media consumption, crafting a tapestry of innovation and allure that resonates with hearts across the globe.



Growth of Target Audience

The Fashion TV Group finds itself amidst a favorable trend, riding the wave of a burgeoning middle class and upper-middle-class consumer base, particularly in emerging markets. This growing segment wields increasing purchasing power, seeking captivating entertainment experiences. As their preferences evolve, they gravitate away from traditional TV and print media, embracing the allure of digital content consumption on smart devices, propelling the SVOD market into a resplendent boom. A delightful dance of individualistic consumption unfolds, fueled by a burgeoning interest in fashion, especially within the realm of luxury, which exhibits remarkable growth. Charting its course towards the future, the Fashion TV Group witnesses a striking surge in the online fashion and luxury markets, a testament to the allure of haute couture in the digital age.

In this captivating landscape, a particular segment captures the spotlight - affluent men, drawn to the enchanting world of FTV. These connoisseurs of luxury are not only avid consumers of captivating fashion content but also harbor a keen interest in cryptocurrencies, a realm where innovation and sophistication intertwine. As the Fashion TV Group embraces this rising tide, the allure of haute couture finds resonance with the hearts of the digital-savvy and fashion-conscious consumers, igniting a symphony of elegance and allure.

There is not only a shift to alternative forms of entertainment in general, but also a shift of the luxury and fashion industry to go online. In this regard, the Fashion TV Group is further confirmed in its approach to shift the platform towards online entertainment of fashion and luxury and considers itself in a strong position regarding the growth of the emerging markets in this segment.

In order to be part of the trend the Fashion TV Group operates FTV+ where it provides video and livestream channels on different fashion subjects. Once subscribed, customers can watch videos and livestream FTV channels online provided by the platform. The website, videos and livestreams provided are part of the current expansion by FashionTV as mentioned above. The Fashion TV Group thus strengthens its performance in the area of video, livestreams, content and broadcasting. Part of the business strategy is to shift from classical broadcasting to OTT. OTT includes smart TV and mobile devices. The shift to these new media makes Fashion TV livestreams and content available on a variety of channels. The availability is not limited to classical broadcasting anymore. The Fashion TV Group aims to cooperate with business partners such as Amazon Prime, Netflix and iflix. These partners are commonly used by private users and thus provide a broad audience for FTV+.

FTV+ is available all over the world on all mobile devices and Smart TVs and will be distributed through various partners. Its aim is to shift traditional broadcasting to OTT. FTV+ can create a multi-screen experience that meets the needs of the digital mid-to-high income consumer interested in fashion, lifestyle and entertainment. FTV+ with its existing base of subscribers and technology will bring advantages to the current crypto community.

THE FASHIONTV TOKEN (FTVT)

FashionTV Token (FTVT) is a revolutionary Avalanche ERC20 token, designed to function as a gateway to a world of exceptional experiences and offerings within the fashion industry.



Embracing the power of blockchain technology, FashionTV envisions a decentralized ecosystem, centered around empowering individual players within the fashion realm. This visionary approach safeguards the interests of industry professionals, granting them unprecedented opportunities for direct interaction with sponsors, fostering a closely-knit and thriving community.

At its heart, Fashion TV seeks to establish an enclosed ecosystem, where the FashionTV Token (FTVT) becomes the catalyst for empowering aspiring talents to break barriers prevailing in the market. This transformation extends to the financial empowerment of individual talents, unshackling them from the grasp of intermediaries such as large talent agencies, who traditionally wielded significant control within the industry. The FashionTV Token (FTVT) paves the way for a new era of monetization, unifying creators and consumers while nurturing an inclusive network.

Among the key use-cases, the FTV+ Application takes center stage, offering a captivating software platform that immerses members in a full spectrum of Fashion TV OTT and interactive video content. FTV+ enables users to distribute TV and VOD programs, earning FashionTV Token (FTVT) as they engage with this mesmerizing world of fashion, lifestyle, and entertainment. Accessible globally on mobile devices and Smart TVs, FTV+ transforms traditional broadcasting into an OTT experience, tailored to the digital mid-to-high income audience with a penchant for fashion and elegance.

Embracing the crypto revolution, FashionTV ensures that the burgeoning community of crypto-affluents gains exclusive access to luxury goods and services, available for purchase through FashionTV Token (FTVT) under special VIP conditions. With a strategic focus on affluent young men, the Fashion TV Group capitalizes on the rapid rise of cryptocurrencies like Bitcoin and Ether, catering to the desires of this elite audience. By bridging the gap between the luxury industry and the crypto community, FashionTV creates a seamless platform for indulgence, where crypto assets unlock the gates to an opulent world of fashion and refinement.

In tandem with the FTV+ platform, FashionTV aspires to build a decentralized fashion and lifestyle video distribution network, empowering content creators as owners and beneficiaries of their art. Utilizing the FashionTV Token (FTVT), producers share their content with millions of viewers worldwide through Smart TVs, Apple App Store, and Google Play Store. By eliminating intermediaries, FTV+ allows direct engagement between advertisers, viewers, and content creators, fostering a vibrant circulation of FashionTV Tokens (FTVT).

Additionally, the FashionTV e-commerce shop presents an enticing array of luxury goods and services, redeemable with FTVs. Exclusive Fashion TV Products like cosmetics, watches, jewelry, apparel, and more await FTVT Token Holders, along with VIP access to glamorous Fashion TV Events across the globe. Smart Contracts facilitate seamless exchanges, ensuring a seamless experience for Coin Holders.

FashionTV stands at the forefront of innovation, orchestrating a symphony of elegance and allure with the FashionTV Token (FTVT) as the guiding star, ushering in a new era of fashion entertainment, empowerment, and indulgence



FTVT TOKEN

INVESTOR DOCUMENT

