



EXECUTIVE SUMMARY

CRYPTOCURRENCY FOR THE FASHION COMMUNITY

OVER 20 MILLION USE CRYPTO
200 MILLION WILL ADOPT THE TREND BY 2020

Legal Advisor in this Initial Coin Offering

STADLER VÖLKEL
RECHTSANWÄLTE - ATTORNEYS AT LAW

FTV Coin Deluxe Executive Summary/LIGHTPAPER

FashionTV was established **20 years ago**, and is the global leader in fashion, model, and luxury lifestyle TV, OTT, Mobile Apps reaching **500 million homes over PayTV, 500 million homes over SmartTV, 1.5 billion users of smartphones, and 10 million TV sets** in hotels, cafes, gyms, and public places. FashionTV features up-to-date live reports from major fashion shows such as Dolce & Gabbana, Versace, Victoria's Secret, organizes many events, and is recognized as a very popular and credible authority in reporting on fashion and luxury lifestyle. The FashionTV Group has over twenty years of experience in promoting luxury goods and services on TV and online. FashionTV makes its debut into the crypto space with a new marketplace and FTV Coin Deluxe for affluent individuals and the fashion & crypto community.

Crypto-affluents are a new group of wealthy people who are hungry for luxury lifestyle - a billion dollar market gap which FashionTV is going to fill.



FashionTV is launching a utility token based on Ethereum (ERC20), which will enable members who buy the FTV token to use it immediately for a variety of FTV exclusive luxury products and services. The listing below includes a short summary of what is available for purchase as of today (B2B - for business use, wholesale, licensing, and B2C - what individual members can use for their own purposes).

Due to popularity, demand and interests in the FTV Coin Deluxe, the FTV Coin Deluxe will be available for a pre-sales period and straight thereafter Quarter 2, 2018 will be listed on the major crypto exchanges. Immediately when listed, the value per FTV Coin Deluxe will significantly increase and the demand for the coins will consequently rise. Once the FTV Coins Deluxe are listed, the coin holder will immediately be able to freely exchange, sell and dispose of his/her FTV Coins Deluxe without interference and disruptions.

Immediate FTV Coin Deluxe use after purchase of the token (during pre-sale):

B2B

- Purchase of FashionTV products such as F Beverages (vodka, champagne, water, energy drinks, prosecco), F Garments, F Cosmetics, F Watches, F Eyewear, and more for wholesale
- Buy advertising on FashionTV (airtime on TV, social media, OTT)
- Buy licensing of FashionTV Cafes, Clubs, Hotels, Bars, Resorts, Residences, Beaches, etc.
- Buy master licenses for distribution of FashionTV in the region
- ICO companies can now promote their ICO's on FTV, FTV OTT, FTV YouTube Channel, and FTV Crypto TV with special member rights and discounts

B2C

- Purchase on FTV OTT (12 live FashionTV channels + SVOD)
- Purchase of FashionTV products such as F Beverages (vodka, champagne, water, energy drinks, prosecco), F Garments, F Cosmetics, F Watches, F Eyewear, and more for private use

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- Purchase sponsored promotion of models, designers via FashionTV social media channels and TV
- Purchase products & services at FashionTV Cafes, Clubs, Hotels, Bars, Resorts, Residences, Beaches worldwide
- Attend FTV Parties, FTV Cruises, FTV Model Awards and more

FTV Deluxe Coin investors are able to receive products & services mentioned above as well as FTV tokens on their account after the investment process is complete and FashionTV receives the funds.

Additional: FTV Coin Deluxe use after ICO:

- Purchase goods and services through FashionTV marketplace (luxury brands, services and more)
- Access to worldwide events, fashion shows, model competitions, make reservations at VIP clubs and more
- Sponsoring and voting for models and designers
- Concierge services

FashionTV will launch a marketplace based on blockchain technology for global luxury brands and services with special prices and opportunities. FTV Coin Deluxe will enable members to benefit from the wide network of FashionTV as well as purchase various FashionTV products.

- FTV Coin Deluxe offers a marketplace to enable members to buy luxury products under special conditions
- The first luxury access platform for crypto-affluent individuals powered by blockchain technology
- Offering convenience and privacy to transact and spend crypto-currency with rewards
- Access to luxury merchants and high-end services worldwide



ALL BUYERS OF FTV COIN DELUXE WILL BECOME MEMBERS OF THE FTV COMMUNITY
FashionTV offers a special VIP membership program for token holders at a value of 100.000 EUR +.
Members will have access, exclusive offers, and discounts within the luxury marketplace:

What is included in membership	GOLD MEMBERSHIP (+100K)	PLATINUM MEMBERSHIP (+500K)	DIAMOND MEMBERSHIP (+1 Million)
Invitation to events organized by FashionTV	•	•	•
Private Purchase Service	•	•	•
24/7 Concierge	•	•	•
Exclusive benefits with private jet charter companies	•	•	•
Access to clubs, restaurants, lounges	•	•	•
Exclusive travel packages	•	•	•
Exclusive benefits with yacht charter companies	•	•	•
Membership Card	•	•	•

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Discounts on all products&services	10%	15%	20%
Token allocation for promotion of selected models&designers on FTV		•	•
Invitations to luxury events around the world		•	•
FashionTV Email Address			•
Priority&front row seats			•
Become a judge at model competitions			•
ICO promotion on FTV, FTV+ OTT, and FTV Crypto TV			•

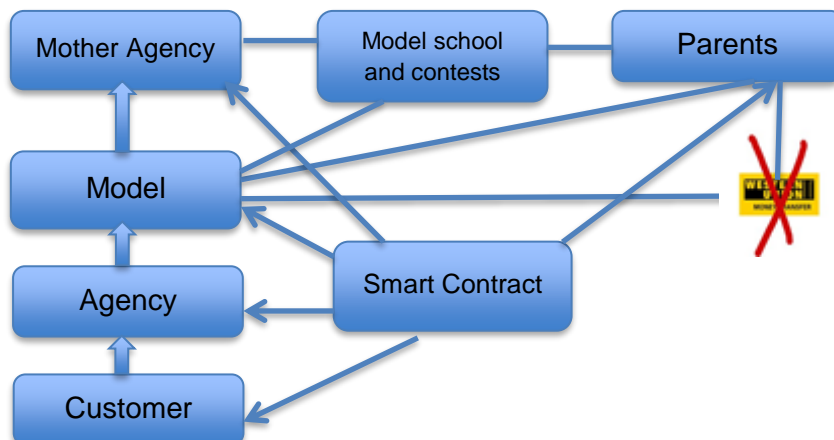
Disturb the present model-agency-customer ecosystem

FashionTV brings blockchain to the multi-billion dollar industry to give models a fair chance at making it big.

- FashionTV's decentralized platform will empower up-and-coming models with new ways of breaking into the trade and will eliminate the need for intermediaries, such as talent agencies, that currently hold much of the industry's power.
- For a model just starting out, breaking into the fashion business can be extremely difficult and exploitative. Talent agencies may not keep their contractual obligations or charge extremely high commission fees (usually 19% or higher), networking with the right people and finding sponsors is challenging, leaving a young model vulnerable to an aggressive industry.
- FashionTV will help models and other industry newcomers break through these harsh barriers and empower them with new ways of monetization, while eliminating the need for intermediaries, such as talent agencies — all through blockchain technology. Utilizing smart contracts and the FTV Coin Deluxe, models will finally feel like they get a fair chance at making it big.
- The technology behind the platform will ensure transparency in the industry, making sure that compensation for work reaches each model on time with minimum commissions and deductions. The platform will display a track record of contractual obligations from agencies and other employers, resulting in better work conditions. In addition to models, photographers, sponsors, designers, and millions of others employed in the fashion industry will be able to make transactions using the FTV Coin Deluxe.

Using the F Wallet, models are able to:

- Arm themselves with an electronic business card, FashionTV email address and QR code
- Compete with the best of the best in modeling competitions
- Tighten up a highly involved community by directly interacting with sponsors
- Exchange FTV tokens for luxury goods and services which are all purchasable in the exclusive FashionTV e-commerce marketplace



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Members: How do they meet

- FTV organizes many parties, model competitions, art galleries, concerts, festivals, organized dinners with reserved tables, beach parties, cruises, etc. where F Members can sponsor events or reserve tables and invite their favorite guests.
- We will give affluent men a way to fulfill their dreams in order to enhance their social status and to impress models and friends. In the end, members and models are both happy.

FTV+ OTT

- FTV+ OTT is available all over the world and can be accessed on all mobile and Smart TV devices
- FTV+ App shifts traditional broadcasting to OTT
- FTV+ can create a multi-screen experience that meets the needs of the digital mid-to-high income target interested in fashion, lifestyle, and entertainment
- FTV+ will bring many advantages to the crypto community with its existing base of subscribers and technology
- Aim is to create a decentralized fashion and lifestyle video distribution network where users will be the owners and beneficiaries of their content and distribute it through FTV+ to all the platforms and subscribers
- Only with FTV+, content creators can see their videos immediately distributed worldwide to millions of users who are paying to watch the content
- Advertisers will pay money to FTV+ which will be converted to token which will create circulation of the token
- FTV+ eliminates intermediaries by letting advertisers, viewers, and content creators engage with each other directly

Promoting Fashion Advertising via Utilization of Blockchain-Based Content Rewards

Most monetization network models of content allow only publishers and content creators to leverage advertising revenue.

Ad Networks present a double-edged sword:

- With advertisements, the publishers and content creators generate revenue allowing them to continue adding great content.
- Without advertisements, it is virtually impossible to monetize revenue, but the user experience is enhanced, and there is no compensation for the user.

FTV blockchain protocol will allow end users to participate in and gain from the revenue sharing of the ad network.

Furthermore, a blockchain-based payout is fast, guaranteed, and secured as there is no third party involved in the transaction and payments are transferred digitally utilizing the transactional blockchain network.

Television and Streaming Blockchain Ecosystem for Fashion & Lifestyle Oriented Content and Advertisements

By using the blockchain technology for television and streaming users, content creators and advertisers will have the chance to collect FTVs by either watching, creating or advertising fashion-oriented content.

Since the number of FTVs is fixed, each issued token represents the right to watch sponsored content to a defined percentage of consumers, who watch FashionTV+. The projected number of consumers using FTVs is going to grow over time, which increases the inherent utility of each token.

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FTV TELECOMMUNICATION PARTNERS



FashionTV Reach:

- 500 million homes over PayTV
- 500 million homes over SmartTV
- 1.5 billion users of smartphones
- 10 million TV sets in hotels, cafes, gyms and public places

Social Media Subscribers: Total 10 Million

- Facebook - 4.2 Million
- Instagram - 266K
- YouTube - 1.3 Million
- Google + - 3.9 Million
- VK.com - 161K

From 2010 - Current

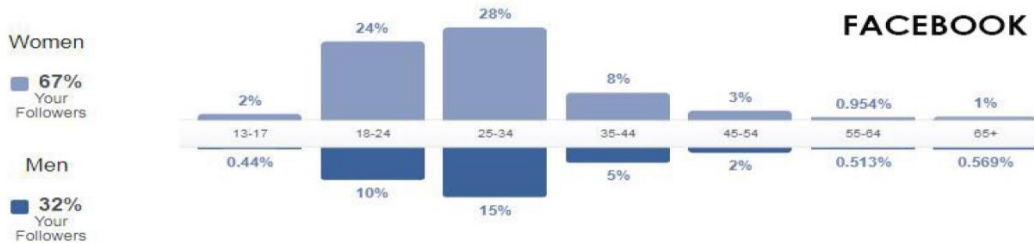
Facebook 4.3 Million Total Likes

Men: 33% Male

Women: 67% Female

Video Views: 120 Million Views

Reach: 1.2 Billion Total Reach



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From 2010 - Current

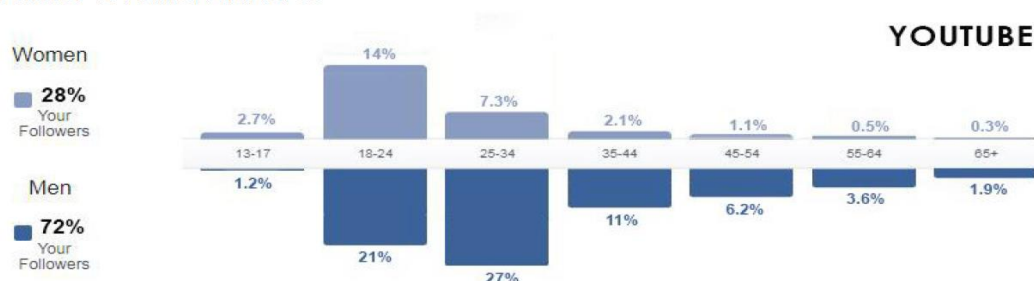
YouTube

Men: 72% Male

Women: 28% Female

Views: 1.1 Billion Lifetime Views

Watch Time: 1.4 Billion Minutes



Roadmap for FTV Coin Deluxe

Quarter 1 and Quarter 2, 2018:

- Launch ICO for FTV Coin Deluxe
- Pre-sale and ICO
- FTV Coin Deluxe Launch parties and roadshows worldwide
- March 25, 2018 – Launched Beta of FTV Crypto TV
 - Initially on YouTube, Dailymotion, Facebook, Instagram, and in coming weeks will be on the FTV OTT platform featuring:
 - Upcoming ICOs
 - The best ICOs
 - ICO Events
 - Discussion on ICO

Quarter 3, 2018:

- Alfa version of FTV Marketplace
- Roll-out and/or Publicity
- Intensive online marketing for FTV Marketplace
- FTV will sign partnership contracts with luxury merchants
- FTV will be listed on first exchanges
- Launch of FTV Wallet
- Recruitment of staff for FTV Coin Deluxe company
- Recruitment of marketing teams in ±50 key countries
- Strategical marketing partnerships - model agencies, fashion weeks, brands
- The launch of FTV Coin Deluxe and other crypto currencies sales points worldwide

Summer launch FTV Coin Deluxe Parties:

- Summer launch parties and FTV Model Awards for VIP Members, models, designers, concierge, photographers and the press of the FTV Coin Deluxe on the FTV Boat cruise in Cannes, Monte Carlo, Sardinia, Ibiza, Montenegro, Cyprus, Bali and Mamaia
- During these launch parties VIP Members of FTV Coins Deluxe will have the opportunity to choose the models they would like to sponsor
- VIP Members can become a Judge in FTV Beauty Contests
- FTV will create a reality show during the cruise which will be available on FTV OTT as well as the photo shoots and videos with the models participating in various destinations and parties
- FTV will organize Model Awards 2018 which will be the end of the cruise, destination Cyprus.

All FTV Coin Deluxe Holders will have free access to the event. More than 50 models from all
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over the world will be selected to be contestants by voting with the Blockchain technology. The winners will get a contract with major brands and model agencies worldwide as well as cash prizes.

Quarter 4, 2018:

- Develop the software for the marketplace;
- Sign contracts with partners (Fashion brands, designers, e-commerce stores etc.);
- Integrate the systems with these partners;
- Launch the marketplace;
- Delivery and sales of the F Wallet;
- Strategic technological partnerships; and
- Development of an inventory of luxury goods and services;

Quarter 1, 2019:

- New Year's Party – New Year's Eve Cruise
- Fashion Events
- Full integration of the OTT Platform with the Blockchain technology.
- Development of a decentralized fashion and lifestyle video distribution network, where users will be the owners and beneficiaries of their own content with the option to distribute it through FTV to all platforms and subscribers using FTV.
- All FTV+ users will be able to share any content they have on their device with the rest of the community. FTV+ aims to eliminate intermediaries by letting advertisers, viewers, and content creators engage with each other directly.
- Integration of centralized servers for storage and distribution of content.

Quarter 2, 2019:

- Continue in the development of more F locations (FashionTV Cafes, Clubs, Hotels, Bars, Resorts, Residences, Beaches and more)
- Expand relations development with luxury vendors and luxury website.
- Create more products, services and events to attract a growing and sustainable token economy.
- Attract new FTV Coin Deluxe members through extensive marketing campaigns and affiliations.

Quarter 3, 2019:

- FashionTV will launch a new ecosystem for models and mother agencies to decentralize the model business.
- Provide the model business transparency.
- Provide the model business with new efficiency.
- Maximize models' income with the launch of a new ecosystem.



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Release of the Tokens

1. Release Plan

The token issue is expected to start	2018
The Token issue is expected to end time	2018
Price of Token	EUR 1 (one) per FTV Coin Deluxe
Total number of tokens	100 Million
Crowd funding cap	40 Million

2. Token Distribution ratio

- **40% of FTVs will be distributed to contributors in the presale period** and can be exchanged once listed on the major exchanges as the holder wish without disruptions

- **15% of FTVs are reserved for the founder of FTV, Mr. Michel Adam - President of FashionTV, personal friends and family members;**

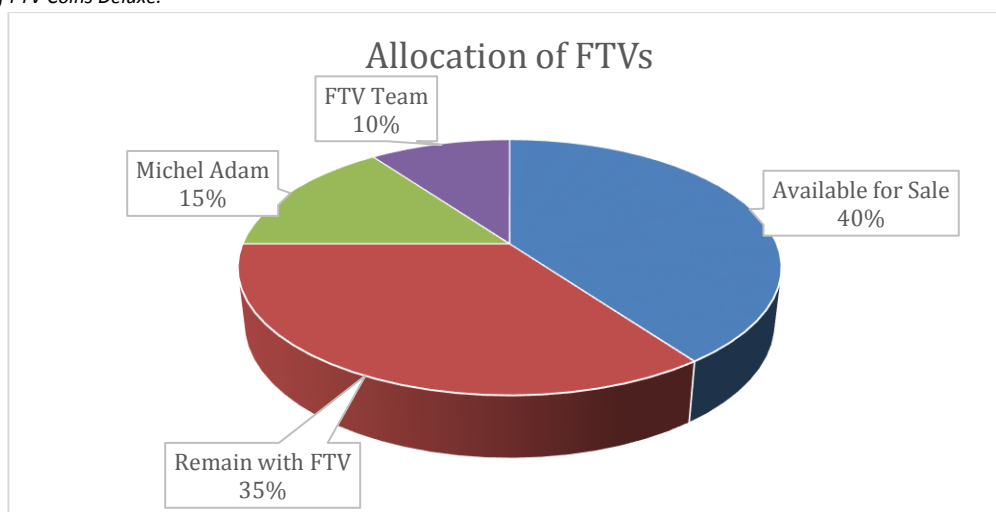
**subject to Lock-Up period of 6 months and After 2 months of the Lock-Up Period has passed, the Investor may dispose of 1/3 (one third) of Amount of FTV Coins Deluxe. After 2 months of the Lock-Up Period have passed, the Investor may dispose an additional of 1/3 (one third) of the Amount of FTV Coins Deluxe. Only after the Lock-Up Period has passed entirely, the Investor may dispose of the remaining 1/3 (one third) of the Amount of FTV Coins Deluxe.*

- **10% of FTVs will be allocated for the FTV team;**

**subject to Lock-Up period of 6 months and After 2 months of the Lock-Up Period has passed, the Investor may dispose of 1/3 (one third) of Amount of FTV Coins Deluxe. After 2 months of the Lock-Up Period have passed, the Investor may dispose an additional of 1/3 (one third) of the Amount of FTV Coins Deluxe. Only after the Lock-Up Period has passed entirely, the Investor may dispose of the remaining 1/3 (one third) of the Amount of FTV Coins Deluxe.*

- **35% of FTVs will be generated and allocated to the FTV reserve.** Those tokens will be dedicated to our strategic plans related to the creation of the products, services, and the entire FTV ecosystem, as specified in the whitepaper and crowd sale Terms and Conditions.

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About FTV Coin Deluxe ICO:

- FTV Coin Deluxe ICO is developed by FTV Media GmbH in Vienna, Austria. The ICO complies with Austrian laws prepared by a leading firm and uses Austrian banks primarily.
- FTV Coin Deluxe management is led by the famous Michel Adam, president of FashionTV, with an ICO-experienced legal, technical, financial, and marketing team from Austria, Israel, and Hong Kong. Sales teams are located all over the world.
- A fixed amount of 100 million FTV Coin Deluxe will be created. 25 million FTV Coin Deluxe, or 25% of the fixed amount, will be offered to the public from 5 March 2018 to 30 June 2018 at staggered prices starting at EUR 1.00.
- The presale period starts on March 5, 2018 and ends on 15 May 2018.
- The Initial Coin Offering starts on 16 May 2018 and ends on 30 June 2018.
- Attractive bonus for early buyers due to staggered price scheme.

MEDIA COVERAGE

Investing.com **Bloomberg** **Forbes** **T TechBullion**



Future of FTV Coin Deluxe:

FashionTV has a full range of products and services available to be purchased with FTV Coin Deluxe right after buying the token. In addition, FashionTV will develop more sophisticated and exclusive services and products in the future to keep the members demand high as well as to maintain and expand their membership. Members will invite more of their friends and customers to buy FTV coins.

- As a result, FashionTV expects that FTV Coin Deluxe will have sustainable growth in demand which will result in higher prices of the token. FTV Coin Deluxe will be used in many transactions to facilitate the luxurious lifestyle.



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