

## CORNERSTONES OF THE INITIAL COIN OFFERING

Coin Basics				
Name	FTV Coin Deluxe			
Sign	FTV			
Type	ERC 20 Token (Ethereum Blockchain)			
Issuer	Fashion TV Limited			
Amount	100 000 000 (fixed)			
Accepted by	FTV Group Companies			
Exchange Ratio	1 FTV = EUR 2.00 (one euro forty) (if no liquid market has formed) 1 FTV = Market Value (if liquid market has formed)			
Pre-Sale				
Period	From 5 March 2018 to 15 May 2018			
Amount	Up to 40 000 000 (including Coin Offering)			
Coin Price	EUR 1.00 (one)			
Coin Offering				
Period	16 May 2018 to 15 August 2018			
Type	Automated (Offer Website)			
Website	<a href="http://www.ftvcoin.io">www.ftvcoin.io</a>			
Amount	Up to 40 000 000 (including Pre-Sale)			
Coin Price	From	To	Period	Price
	16 May 2018	28 May 2018	12 Days	EUR 1.10
	29 May 2018	10 June 2018	12 Days	EUR 1.20
	11 June 2018	23 June 2018	12 Days	EUR 1.30
	24 June 2018	30 June 2018	6 Days	EUR 1.40
	1 July 2018	11 July 2018	10 Days	EUR 1.40
	12 July 2018	21 July 2018	10 Days	EUR 2.00
	22 July 2018	31 July 2018	10 Days	EUR 2.20
	1 August 2018	11 August 2018	11 Days	EUR 2.40
	12 August 2018	14 August 2018	3 Days	EUR 2.60
	15 August 2018	Onwards		EUR 3.00