





ONE WORLD, ONE NETWORK

Launched in April 2010, Fashion One is distributing to over 12 countries worldwide.

A24/7 channel broadcasting across multiple platforms:

- Satellite Television
- Cable Television
- IPTV
- Mobile
- VOD/OTT
- Smart TV

PRESIDENT & FOUNDER MICK GLEISSNER

Asia-based media and business entrepreneur Mick Gleissner started his professional career in the telecommunications technology industry in Germany. He pioneered e-commerce with Europe's first online bookstore "Telebook" and developed web hosting with one of Germany's leading web hosting services.

Amazon.com acquired Mick's company in 1998, where he served as vice-president. Mick founded Bigfoot Ventures, and later decided to penetrate the entertainment industry by conceptualizing Bigfoot Entertainment, Bigfoot Studios, and the International Academy of Film and Television.

Mick founded Fashion One Television in April 2010 and currently serves as General Counsel to Fashion One.

CHIEF EXECUTIVE OFFICER ASHLEY JORDAN

Ashley Jordan's background is in feature film development and production working for Red Wagon Entertainment, Ben Affleck and Matt Damon's production company, Liveplanet, and Tollin Robbins productions. During her film career she has contributed in the development and production of films such as *Memoirs of a Geisha*, *Bewitched*, *Jarhead*, *Gone Baby Gone*, *Wild Hogs*, *Norbit*, *Meet Dave* and *Tron: Legacy*.

Ashley is an Oscar award winning producer overseeing Fashion One and Bigfoot Entertainment.



A dark, atmospheric photograph of a fashion show runway. Several models are walking away from the camera, wearing dark, structured garments. The lighting is low, with some highlights on the models' hair and clothing. The overall mood is sophisticated and high-fashion.

FASHION ONE

- REVEAL FASHION IN EVERY ASPECT OF LIFE FOR EACH LOCAL MARKET
- ENGAGING, ORIGINAL AND EXCLUSIVE CONTENT
- A 24-HOUR FULL HD TV CHANNEL
- FULL ONLINE AND MOBILE RIGHTS ON ALL CONTENT
- THE FASTEST GROWING NETWORK*

*CSTB FEB 2012



**TARGET
AUDIENCE:**

**WOMEN, TRENDSETTERS
AND GLOBETROTTERS,
AGED 18-45
70% WOMEN, 30% MEN**

ONE MISSION

Founded in April 2010, Fashion One has emerged as one of the fastest growing Pay TV networks. In just over 3 years, the channel has accomplished the following:

- 100 million viewer reach worldwide
- Broadcasting on Pay TV platforms in over 100 countries
- Replacing competitors in all major markets
- Gaining revenues and lowering costs
- Operating at an exceptionally low rate for a worldwide television network
- Operating 11 individual feeds, localizing in 6 major markets with original programming in native language.
- Developing over 20 original television series in house and owning all rights to content in the Fashion One library

Fashion One's principal goal is to be the leading, branded fashion entertainment company across all platforms.

One Mission: To be the only ONE.



FASHION ONE HAS REACHED
OVER 100 MILLION WORLDWIDE





CORE PROGRAMMING

FROM THE RUNWAY

Fashion One gathers the views of fashion editors, famous stylists and bloggers on the latest trends and styles straight from the runway of fashion capitals around the world. Featuring actions from the backstage with exclusive interviews of designers, models and make-up artists about their latest works and inspirations, **From the Runway** brings you insider access to the most attractive and very latest fashion trends and style of the season.



CORE PROGRAMMING

ONE TO WATCH

Answer all your questions about up and coming sensations in the fashion industry, **One to Watch** puts emerging stars in the spotlight to show you what made the design protégé, the hottest model, the unmatched stylist, and the talented makeup artist as they are today by presenting you exclusive access to their real lives and budding careers.



CORE PROGRAMMING

ONE ON ONE

Ready for a date with your favourite celebrity? Fashion One proudly presents **One on One!** Take your chance to have an in-depth conversation with your beloved stars, designers, top models and successful women from different industries. This is an incredible and amazing opportunity for you to discover their magnificent and unique experiences of their life, love and everything. Let's love and cry with them as Fashion One gets you the latest update on your idols!



CORE PROGRAMMING

BEAUTY FIX

Every woman deserves to feel beautiful and confident from the inside out and be free to express herself. Offering reviews, advices and tips of the latest beauty, styling and skin care trends from the experts in health and beauty industry,

Beauty Fix is a comprehensive guide for modern women to be irresistibly fabulous and totally amazing!



CORE PROGRAMMING

FASHION EXPOSED

Planning for a memorable night with your lover? Packing for your next trip to exotic beaches? **Fashion Exposed** is the one destination you cannot miss. Fashion One will bring you right to the runways of the very sexy swimwear and seductive lingerie, sleepshirts & nighties shows, and get your exclusive access to the backstage with interviews of the photographers and your favourite models. Our fashion gurus and famous bloggers will also give you tips on how to look best and steal the spotlight!



CORE PROGRAMMING

INVITATION ONLY

Get the first row seats of the most glamorous events of the world! From the arrival to the after parties, **Invitation Only** brings you the hottest fashion trends from international events around the globe. Don't miss out on the sensational looks and exclusive interviews of your favourite celebrities, top models, designers and socialites straight from the red carpet!



CORE PROGRAMMING

PASSPORT TO FASHION

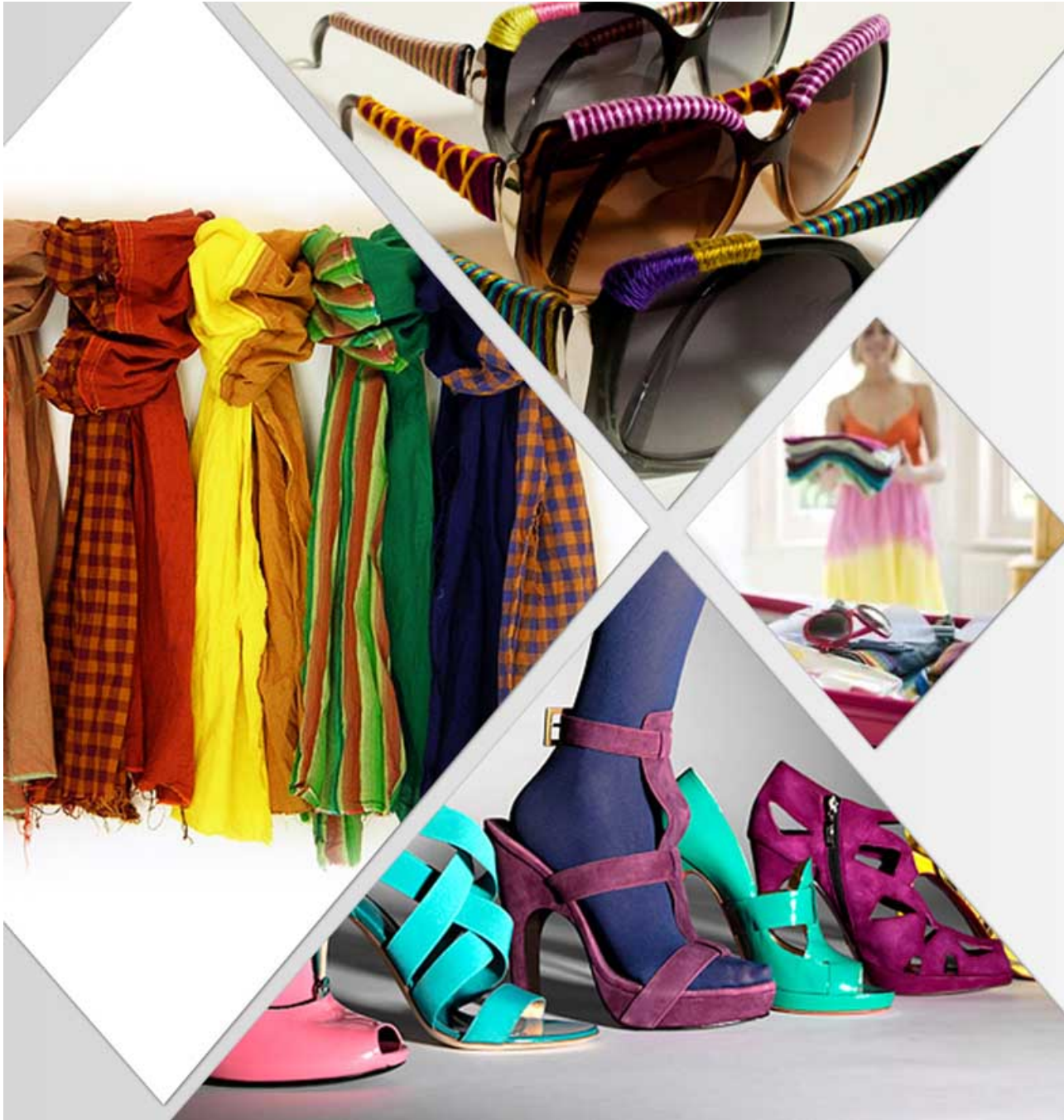
Get packed and enjoy the trip as Fashion One provides you the **Passport to Fashion**. Let your favourite models, designers and stylists take you to travel around the world in search of various luxury lifestyles and authentic cultures. You will visit their favorite places, and join them dining in prominent restaurants, shopping in unknown fashion boutiques and relaxing in 5-star spas while sharing their views on life, fashion and lifestyle. Just keep your schedule open and fly with us!



CORE PROGRAMMING

ON TREND

What's "Haute"? is your luxury lifestyle magazine featuring the lifestyle around the globe. Fashion One will bring you the latest information about fine dining, high quality gems & jewelries, exclusive flagship store visits, art galleries and exhibitions, VIP services, yachts, private jets and more! It is the ultimate guide for gorgeous women enjoying the luxury lifestyle with the rest of the world!



CORE PROGRAMMING

MY STYLE

From the street corners of Moscow and Hong Kong, to the busiest area of London and Singapore, Fashion One offers you a chance to see different styles from the chic trendsetters around the world. **My Style** also features advices from fashion bloggers and stylists on the latest trends on mixing and matching the hottest styles with the latest fashion collections and accessories, and packing your style for a business trip or vacation. Get inspired to find your own style!



CORE PROGRAMMING

FASHION AND MUSIC

More than ever, fashion films are at the center of innovative storytelling, creating a new form of entertainment for a couple of minutes with the most prominent Hollywood celebrities and award-winning directors. Each week Fashion One will present **Fashion and Music**, an entertaining summary of the most exhilarating and popular fashion films from the designers around the world.

ORIGINAL PROGRAMMES

DESIGN GENIUS

A fashion-packed reality series where designers around the world are surprised with unconventional materials and have to make high fashion garments within a strict time frame; all under the watchful eye of an esteemed "design genius". In each episode, designers must compete in three unique fashion creation challenges – accessories, undergarment and wardrobe. It's Chopped meets Project Runway. It's about making the unimaginable; Fashionable.



ORIGINAL PROGRAMMES

ECO-FASHION

From Iceland to Indonesia, Africa to Canada, India to California, forerunners of eco-friendly fashion are fighting against a world of waste by using innovative techniques of recycling, repurposing and reusing. Eco Fashion is a groundbreaking new docu-series from Fashion One that will take you on a mind-opening journey into the realm of environmentally sustainable fashion.



ORIGINAL PROGRAMMES

FASHION ONE CORRESPONDENT SEARCH

A reality series that seeks to find the network's Fashion Correspondent in all the fashion capitals. Hopefuls are put to the test to see if they have what it takes to be the next Fashion One Correspondent.



ORIGINAL PROGRAMMES

FASH-BACK

This fashion retrospective highlights the evolution of fashion designers via their catwalk shows, casting light upon the creative minds behind the fashion labels and their transformation throughout the years. Watch how designers like Cavalli, Dsquared and Armani's style, design aesthetic, and influences have changed from season to season.



ORIGINAL PROGRAMMES

FASHION IN MOTION

A reality series that focuses on the creation of fashion films for internationally acclaimed clients to feature for the opening of their flagship stores. It's a race against the clock and the team must create engaging stories within the film, work together through extreme challenges, and deliver the fashion films on time.



ORIGINAL PROGRAMMES

FROM CORSETS TO CATWALK

Following over 500 years of fashion, Corsets to Catwalk brings you the catwalks of your favourite famous designers, and showcases where they found their inspirations throughout history.



FRONT ROW

A collage of fashion show images. The top left shows a model in a large, tiered, grey dress. The top center shows a model in a strapless, sequined, dark dress. The top right shows a model in a floral dress walking on a runway. The bottom left shows a model in a green fringed coat. The bottom center shows a model in a white dress. The bottom right shows a model in a red dress. The text "FRONT ROW" is overlaid in a red, stylized font. Below it, the text "DOLCE & GABBANA" is overlaid in a white, serif font. The background of the collage is a dark, textured surface.

ORIGINAL PROGRAMMES

THE FASHION FRONTLINE

From the latest style trends to fashion business analysis, The Fashion Frontline will deliver the most immediate, credible, and comprehensive coverage on the industry news, along with providing a daily-dose of celeb gossip and beauty trends from around the globe.

The graphic features a large photo of Henrietta Moore on the left, wearing a white dress with a black belt, standing in front of a blue background with the Fashion One logo. To her right is a collage of three smaller images: a couple in formal wear, a man in a suit, and a woman in a gold and black dress. Text elements include the show's title, a description of the content, and a list of cities.

FASHION NEWS FROM AROUND THE GLOBE

From the latest runway and the latest updates from fashion designers, to the exclusive action of Hollywood celebrities and recent developments of hit and trendy lifestyle, The Fashion Frontline will be bringing you the latest fashion, entertainment and lifestyle news from all around the globe.

FASHIONFRONTLINE
WITH HENRIETTA MOORE

MONDAYS, WEDNESDAYS & FRIDAYS

- BERLIN 10P
- HONG KONG 11P
- JAKARTA 11P
- MOSCOW 1AM
- LONDON 12AM
- SEOUL 12AM
- PARIS 12AM

ORIGINAL PROGRAMMES

MODEL YOGA

Start and finish your day with the opportunity to work out and keep in shape like some of the world's hottest and fittest models. Follow this regime and get the body that you have only ever imagined. Our personal Fashion One Yoga expert incorporates some of the easiest yoga poses with some of the hardest, offering you different intensity levels based on your yoga experience and flexibility.



ORIGINAL PROGRAMMES

UNDERWATER ACTION

Go behind the scenes of the only reality show filmed beneath the ocean's depths and be part of the excitement, drama & danger of renowned underwater photographer Mick Gleissner's daring fashion shoots. Tensions run rampant as Mick's models train to be a professional underwater model. They must survive tropical typhoons, extreme conditions, demanding training and each other. The stakes are high, but the experience is priceless. Underwater Action will leave you breathless!



ORIGINAL PROGRAMMES

STYLE WAR

Step into the world of styling and art direction! Gear up for Style Wars, a stylathon competition series that challenges versatile stylists to create original and inventive ensembles and photo shoots. In each episode, stylists are thrown into the deep end and are forced to construct their looks by using selected and challenging items - some far less conventional than others! This is an insider's view into the world of styling and art direction. These stylists will show just what it takes to pull together the perfect photo or commercial.



ORIGINAL PROGRAMMES

KICK UP YOUR HEELS

Spice up your workout as you Kick Up Your Heels. This is a sexy, fun workout series that brings the high-heeled workout phenomenon right into your own living rooms. The six episode series includes kickboxing, street-dance and a zumba-esque workout which are done in high heels. Now you'll have the chance to indulge in the latest trend of high-heeled workout without leaving your home; secretly perfecting bodyline and boosting confidence with our experienced instructors!



ORIGINAL PROGRAMMES

BLOGGER BOOTCAMP

Can fashion bloggers shine under the designer spotlight? Find out as Blogger Bootcamp engages bloggers in an intensive 3-week course of fashion, design and styling under the meticulous mentoring by the industry professionals. The contestants will learn to draft designs and patterns, as well as to cut and sew. Eliminating a budding designer every episode, let's see who will make the final cut!



ORIGINAL PROGRAMMES

THE CAMPAIGN

Fashion One gives photographers their shots with designers, stylists and models in an action packed competition series, The Campaign. Contestants will compete against each other in various challenges to achieve their only goal – creating the perfect fashion editorial image. These photographers will show what it takes to become the best fashion photographer!



A woman with blonde hair pulled back, wearing a blue halter top and a green skirt, is sitting outdoors. She is looking directly at the camera. She has a blue feather necklace and a large ring on her finger. The background is a blurred outdoor setting with a white fence and some greenery. A semi-transparent text box is overlaid on the right side of the image.

INDUSTRY OVERVIEW

Worldwide pay-TV subscribers to exceed 1.1 billion in 2019 with increasing IPTV market share.

The worldwide pay-TV market reached 903.3 million subscribers in 2013, generating US \$249.8 billion in service revenues. IPTV operators enjoyed 18.5% on-year growth in 2013 to 92 million subscribers with a total of US\$37.2 billion in service revenues.

-ABI Research, January 2014

FASHIONMILLION

FASHION ONE DISTRIBUTION

Operating in 11 feeds reaching over 120 million audiences all over the world, Fashion One is the fastest growing network* worldwide and is available in Africa, Asia, Eastern Europe, Europe, Middle East and South America.

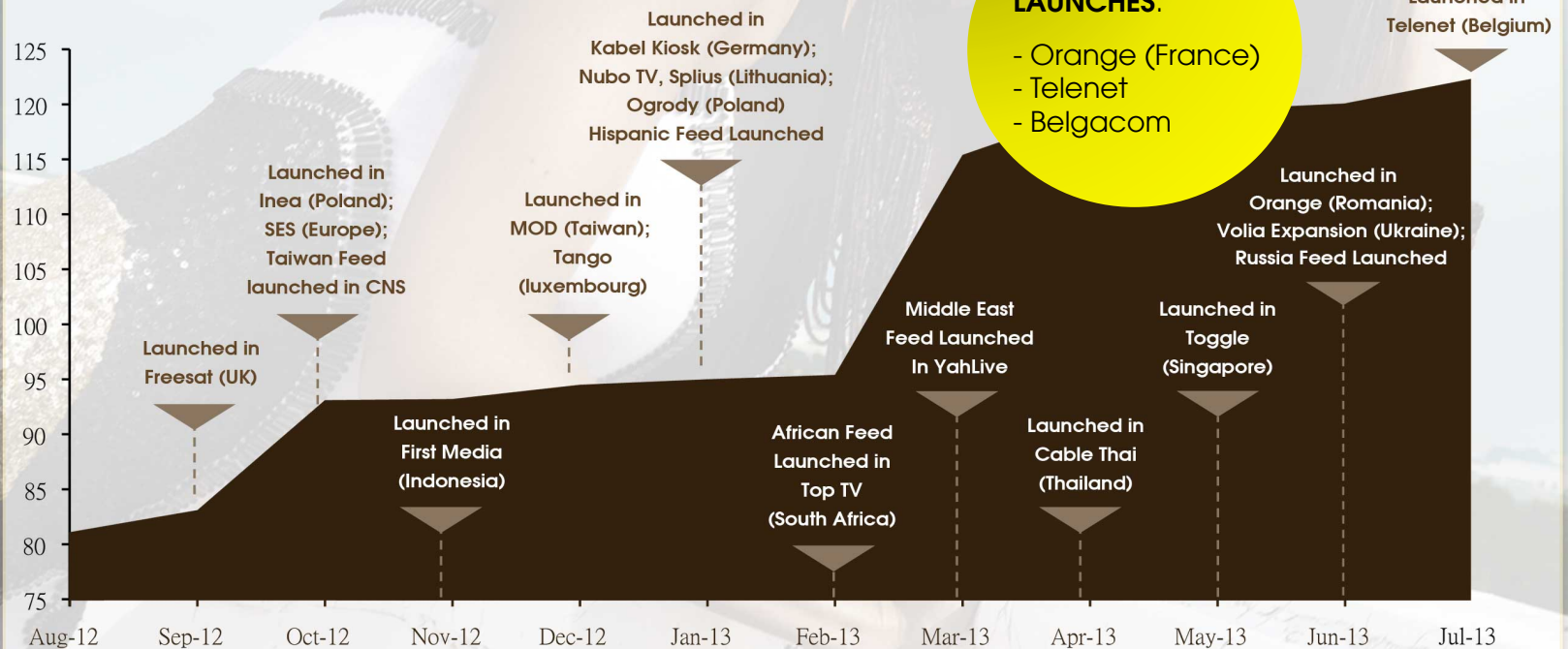
RAPID GROWTH IN PAST 12 MONTHS

FASHION ONE
REACHES
120M+
HOMES

MOST RECENT LAUNCHES:

- Orange (France)
- Telenet
- Belgacom

Launched in
Telenet (Belgium)



*CSTB Feb 2012

FASHION ONE

PAY TV DISTRIBUTION WITH MAJOR OPERATORS WORLDWIDE



RUSSIA



RUSSIA



FRANCE



GERMANY



SOUTH AFRICA



UKRAINE



StarTimes

AFRICA



KOREA



SINGAPORE



ROMANIA



RUSSIA



INDONESIA



TAIWAN



THAILAND



RUSSIA



RUSSIA



BELGIUM



POLAND



AFRICA



MIDDLE EAST

FASHION ONE

BROADCASTING VIA SATELLITE



MIDDLE EAST



ARGENTINA, BRAZIL,
MEXICO AND SOUTH AMERICA



ASIA



EUROPE

LOCAL FEEDS

Fashion One operates 6 major local feeds and 11 separate feeds in total, providing relevance and separate, unique programming to each of its markets.

Fashion One Russia Feed

Covering fashion events throughout the country, Fashion One Russia was already named as the official media partner of Aurora Fashion Week Russia and Mercedes Benz Fashion Week. They have a partnership with the publication Grazia. The local feed also works closely with major fashion events covering Mercedes-Benz Fashion Week Russia, Pacific Style Week and Moscow Fashion Week featuring local designer labels including Alexandra Kazakova, Homo Consummatus, Liza Odinikikh and many others.



Fashion One Middle East Feed

Fashion One Middle East covers major cultural events from art, music, dance and food in the region including Dubai International Film Festival, Dubai World Cup 2013 celebrations, IWC Gulf Filmmakers Award, launch events of the Jaguar F-TYPE, VIVA Beauty Awards, and local fashion events of international fashion brands including Furla, Juicy Couture, Puma, Paul Smith, Pierre Corthay, Tiffany and more. The local feed is also named as the official media partner of Fashion Forward Middle East, Beirut Designers Week and Tunis Fashion Week.



LOCAL FEEDS

Fashion One Hispanic Feed

Fully Spanish subtitled Fashion One Hispanic Feed is increasing the investment in local productions besides major fashion events being covered in key cities like Sao Paolo, Rio de Janeiro, Buenos Aires and Montevideo. More original programmes in Spanish are being produced for the market, including Model Yoga, the workout series which allows our viewers start and finish the day with the opportunity to work out and keep in shape like some of the world's hottest and fittest models; Miami: Modelos Al Natural, the telenovela which follows five driven Latin models while they try to make it big in a city full of life, fashion, indulgence and beautiful people.

Fashion One Taiwan Feed

In addition to bringing the latest fashion events from around the world, the fully traditional Chinese subtitled Taiwan feed put more focus on fashion events happening in Chinese and Asian markets including Shanghai, Beijing, Hong Kong, Thailand and Singapore.



On top of that, Mandarin original programmes are being produced for the market, including Freestyle, the lifestyle series which features the latest trends mixing and matching of the hottest styles with the latest fashion collections and accessories in Taiwan; and Taiwan and Art, the lifestyle series which take viewers around Taiwan in search of authentic cultures from the Taiwanese perspective.



COMPETITIVE ACQUISITIONS

The following acquisitions have been recently acquired:
Awesomeness TV, TV channel operating only via web, was acquired by Dreamworks for 33 million USD in May 2013 and sites the importance of "what it means for a talent agency to incubate a new media venture."

<http://variety.com/2013/biz/news/inside-the-deal-how-dreamworks-animation-snagged-awesomenesstv-1200442597/>

Asian Food Channel, operating solely out of Asia with only 8 million subscribers, sold to Scripps for 65 million Singapore Dollars (approx 52 million USD) in April, 2013.

http://www.asianfoodchannel.com/press/2013/04/68-scripps_networks_interactive_acquires_asian_food_channel

In December 2012, Discovery purchased the TV Breizh, Histoire, Ushuala TV and Stylia channels, operating solely in Europe, for 1.7 billion USD.

<http://baltimore.citybizlist.com/article/discovery-communications-buy-european-tv-network-17-billion>

FASHION | one

FINANCIAL OVERVIEW

Overview

Fashion One is a privately held company and has financial statements that are reviewed and audited by certified public accountants. The Company's financial statements are prepared in accordance with GAAP.

Cost of Revenue

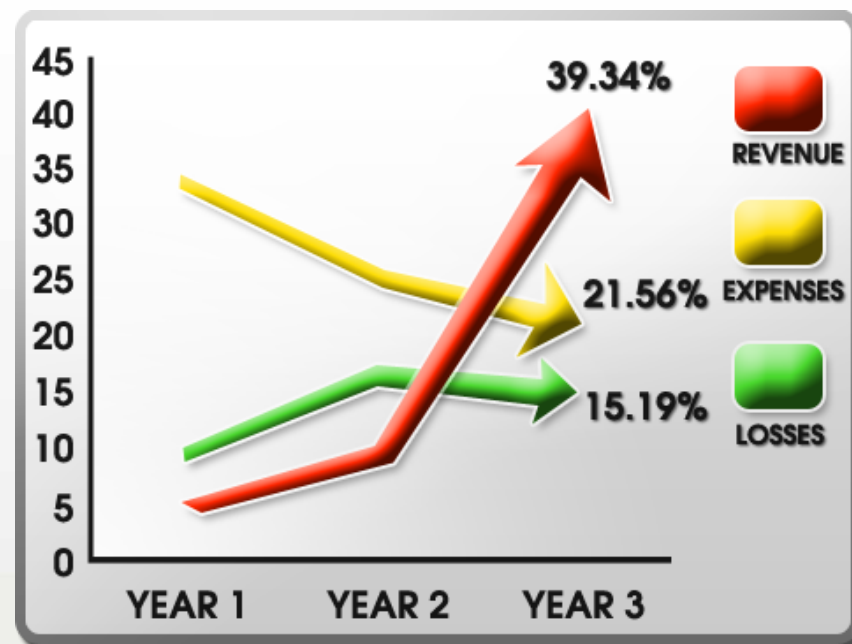
Fashion One's cost of revenue presents salaries, satellite and technical costs, production, marketing, PR and sales costs.

General and administrative expenses

General and administrative expenses for employees not directly associated with sales or specific programs/services; rent expense for the Company's facilities/equipment; travel and entertainment expense; office, telephone and data costs; research costs; and other miscellaneous charges

Operating cash flow

The Company refers to revenue less cost of sales, selling expense, and G&A expenses as operating cash flow, not including corporate overhead expenses.



SOCIAL MEDIA

Success on Facebook, growing on YouTube, leading mobile with Instagram.

DEMOGRAPHIC OF FACEBOOK AUDIENCE REACHED



TOTAL FANS: 255,024

28 DAYS TOTAL REACH: 1,147,303

28 DAYS TOTAL IMPRESSIONS: 23M ¹

28 DAYS PAGE CONSUMPTIONS: 94K ¹

The people who like your Page

Women

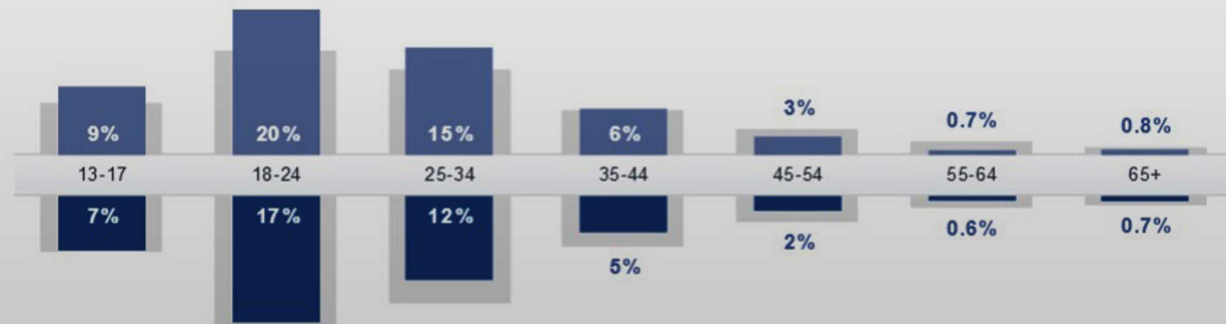
■ 55%
Your Fans

■ 46%
All Facebook

Men

■ 45%
Your Fans

■ 54%
All Facebook



TOTAL SUBSCRIPTION: 11K

TOTAL VIDEO VIEW: 1.5 MILLION +

TOTAL VIDEO VIEW LAST 30 DAYS: 849K

AVERAGE VIEWING TIME: 6 MIN 26 SEC

GROWING PRESENCE ON ALL SOCIAL MEDIA PLATFORMS



6,919 TWEETS
786 FOLLOWING
111,605 FOLLOWERS



7,589 FOLLOWERS



3,318 PINS
5,780 FOLLOWERS
72 FOLLOWING



940 POSTS
81,228 FOLLOWERS

DATA FROM JANUARY 27, 2014



Media and Fashion Working as One for the People, the Environment and Education

Initiatives:

Environment: Eco Fashion

Human Trafficking: Girl with No Number

Health: United Color of Fashion

Working with non-profit organizations within the industry, Fashion One Foundation takes the initiative to supporting creative, effective and sustainable measures to global issues such as poverty, human trafficking, education and environmental sustainability by advocating these causes through programs on Fashion One Network.





BRANDS ON THE CHANNEL



Dior



Salvatore Ferragamo

BOTTEGA VENETA



PRADA



MK MICHAEL KORS



GIORGIO ARMANI



MARC JACOBS



BOSS
HUGO BOSS



SHANGHAI TANG
上海滩



LA PERLA



MOSCHINO

lorenzo riva



DSQUARED²

NICOLTA



VERA WANG

roberto cavalli

FRANCESCO SCOGNAMIGLIO

Ermenegildo Zegna

DKNY
DONNA KARAN NEW YORK

STELLA
MCCARTNEY

TRINA TURK



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