



OBJECTIVE of our STREET TV Media GmbH, Vienna

DESCRIBE IN DETAIL WHICH ARE THE COMPANY'S ENTREPRENEURIAL OBJECTIVES

STREET TV is the revolution in the outdoor advertising sector, the new "Media-TREND"!

The STREET TV LED video screen systems for outdoor advertising, are currently the most intelligent, innovative, and efficient advertising for small and big companies!

We are the only unattainable competitor in the outdoor advertising market, as an alternative to the standard paper billboard advertising (including the rolling boards) and traditional television advertising, which are till now earning billions of euros every year, especially from large advertisers such as Coca Cola, etc.

We currently offer outdoor LED video screen advertising in high-traffic locations, which is up to ~100 times cheaper and up to ~100 times more efficient than advertising campaigns on paper billboards and TV channels.

We also support SMEs, the local companies, and large companies with our daylight capable LED video screen systems (also on very sunny days), which are daily updated, and through our extremely attractive offers, we can exploit 100%, in a real way, the compatible synergies, offering them also specific cooperation's deals).

For our long period booking advertising customers, we also offer great promotions like electric scooters, electric bikes, travel coupons, and more, for free.

o Purchase of the manufacturer of LED video screen systems:

technologically perfect (through our last 3 companies, from 1991 to 2013, we had already installed 11 LED-video screen systems in Vienna and 1 in Graz, managed by us for the most part, with a turnover of ~300,000 Euro/top position/year).

o Purchase price: **only 2 million Euro** (current company value is ~6 million Euro, including 3 new international driving licenses and with 10-12 employees).

o Currently the production capacity: 1.000m² - 2.000m²/month LED video screen systems + installation and service all over the world. After the purchase, we will increase the production capacity and decrease the lead times, even if they currently vary between 30 and 40 days only!

o After the incorporation of the production company by our two companies, (our) production company will sell the first -60 LED video screens/year to our OTTIMEDIA, which will resell them, with a surcharge of + 20%, to our STREET TV, thus increasing the turnover of our three companies, and consequently also the total corporate value of our group of companies.

Headquarters STREET TV Media GmbH (and OTTIMEDIA Holding GmbH) in Vienna:

o the two companies in Vienna will have a first staff of approx. 8 people:

- o 2 Administration,
- o 4 PC-Graphics / Video makers (including IT specialist),
- o 2 Assistants.

In addition, 10-12 assistants with foreign languages will be hired for the presentations of the individual installations in all cities, both in Europe and in other continents.

Through joint ventures or licenses (for example with cooperative partners, who will develop their own network in countries outside Europe, such as in Russia, etc.), we will participate with a small share in the profits obtained by our cooperative buyers / partners in such countries. We will sell them our LED-video signs, including know-how, software, first installation, spare parts, equipment and after sales service.

Expected expansion within the next 3-5 years (LED Video screens 6m² - 99m²):

- ~ 30 cities in Austria, including at least 2 branches.
- ~ 60 cities in Turkey (Istanbul), including at least 3 branches.
- ~ 100 cities in Italy, including at least 5 branches.
- ~ 100 cities in Germany, including at least 5 branches.
- ~ 100 cities in all Balkan countries, including at least 5 branches.
- ~ 100 cities in various countries of Europe, including at least 5 branches.
- ~ 100 cities in other continents (USA & Canada, Indonesia, India, Africa, etc.).
- ~ 30 in big cities where we will install our brand new and huge "CURTAIN-LED" on skyscrapers, thus significantly increasing the turnover of 5-30 million Euro / top position / year, always invoicing the advertisements in advance of payment, and within only one week!
- ~ 50 along motorways, instead of 8m x 5m = 40m² billboards / prisms, and bigger!
- ~ 50 at petrol stations. We are currently negotiating to expand our network, in Eastern European countries: top positions of ~ 6m² to advertise the hundreds of products on sale in petrol station shops, but only in highly trafficked locations!

STREET TV turnover from 1st operational year: ~ 72 million Euro.

STREET TV company evaluation from 1st year of operation: min. ~ 200 Euro.

With an initial capital of only 2.4 million Euros, STREET TV (alone), within the first 3 years of activity, will reach the company value up to ~1.4 BILLION Euro = START UP-UNICORN!