



REVENUE/EXPENSES forecast of the STREET TV-Group in the 1st year of operation:

10.0 M€ start capital STREET TV Media GmbH

EXPENSES forecast in the 1st year of operation:

- 3.0 M€ for the purchase of the first ~3+ LED-VIDEOWALLS, small/large of OTTIMEDIA (LEASING)
- 0.4 M€ for the rent of approx. ~200 m² of main office in the center of Vienna (costs + commissions)
- 0.6 M€ for personnel in the first year of activity (6-10 including CEO + COO)
- 0.4 M€ for the purchase of equipment: servers, PC's, laptops, mobile phones, etc. (LEASING)
- 0.4 M€ for the purchase of office furniture, etc. (LEASING)
- 0.3 M€ for vehicle fleet, travel expenses, etc. (LEASING)
- 0.9 M€ for operating costs, Administration, Accountant, Lawyer, Notary etc.

GLOBAL-TV-Advertisings-SALES: up to ~900.0+ M€

from the global sales of TV-Advertising Spaces on the first ~30+ large/huge LED-VIDEOWALLS (~100 m² to ~10,000 m² LED-VIDEOWALLS)

All our TV-Advertisers pay a full year of advertising in advance, within one week!).

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REVENUE/EXPENSES of OTTIMEDIA in the 1st year of operation:

10.0 M€ start capital OTTIMEDIA Holding GmbH

(The first ~30+ Top-Locations in urban areas of cities worldwide in the 1st year of operation, will be contractually rented by our OTTIMEDIA or STREET TV for ~10 years period)

EXPENSES forecast in the 1st year of operation:

- 2.5 M€ for the purchase of 100% stake of the high-tech LED-VIDEOWALLS-Manufacturer
- 2.0 M€ for the purchase of the first 2/3+ LED-VIDEOWALLS (large/huge).
- 1.8 M€ costs for ~30+ Top-Locations (large/huge LED-VIDEOWALLS)
- 0.5 M€ general business expenses.
- 0.3 M€ operating costs, Administration, Accountant, Lawyer, Notar, travels, etc.
- 0.5 M€ reserve.

TOP-SALES: ~30.0+ M€/Top-Location/year

(included an huge profit sharing from STREET TV Branches worldwide)

+ from the Sales of the first ~30+ large/huge LED-VIDEOWALLS to STREET TV (+ 20% surcharge)

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REVENUE/EXPENSES of our LED-VIDEOWALLS-MANUFACTURER in the 1st year of operation:

- 2.5 M€ for the purchase of ~100% stake by OTTIMEDIA (STREET TV-Group)
- 1.5 M€ for production, machinery, Administration, Accountant, Lawyer, Notar, personnel (~12 employees incl. CEO + COO), travels, etc.
- 0.5 M€ general business expenses.

TOP-SALES ~30.0+ M€

+ from the sales of the first ~30+ large/huge LED-VIDEOWALLS to OTTIMEDIA

+ from the sales of ~30+ large/huge LED-VIDEOWALLS to other international customers!