





ONE WORLD, ONE NETWORK

Launched in April 2010, Fashion One is distributing to over 120 countries.

A 24/7 channel broadcasting across multiple platforms:

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






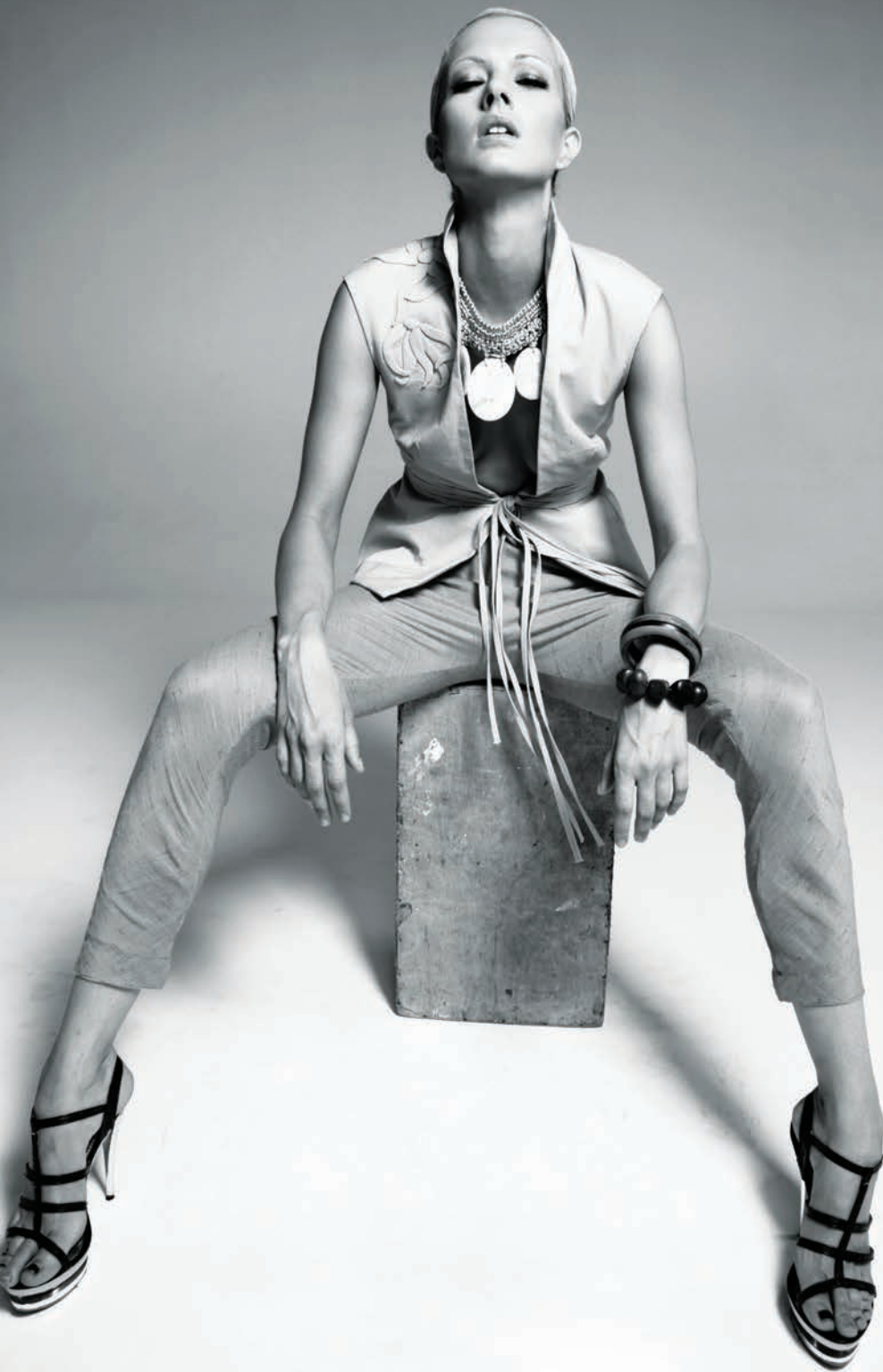
**ENGAGING, ORIGINAL AND
EXCLUSIVE CONTENT**



**A 24-HOUR FULL HD
TV CHANNEL**



**WITH FULL ONLINE AND MOBILE
RIGHTS ON ALL CONTENT**



**REVEAL FASHION IN
EVERY ASPECT OF
LIFE FOR RUSSIA
AND FORMER
CIS COUNTRIES**



**TARGET
AUDIENCE:**

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

A woman with blonde hair, wearing a white tutu and a purple necklace, is sitting on the floor. She is looking towards the camera.

CHANNEL FOCUS: 70% WOMEN

- Middle-class women are likely to spend their household funds on goods and services that improve the welfare of the household.#
- What will women buy?#
 - Childcare
 - Food products
 - Healthcare
 - Financial products
 - Education
 - Consumer durables

Goldman Sachs Global Markets Institute - The Power of the Purse: Gender Equality and Middle-Class Spending (Aug 5, 2009)

CHANNEL FOCUS: 70% WOMEN

- So how can marketers reach busy woman? Believe it or not, television is still the primary means for women to discover new products.*
- Women in emerging markets expect to allocate additional money to the following resources:
 - Clothing (70%)
 - Groceries (68%)
 - Health and beauty items (53%)
 - Children's education in next 5 years (56%)
- "... in emerging countries... women rule in the health and beauty department and all child care matters" *



CHANNEL FOCUS: 70% WOMEN

- Women control \$12 trillion of the world's \$18.4 trillion in annual consumer spending**
- In Russia, 86% of women ages 18 to 23 are enrolled in tertiary education.***
- "In developing countries ... women reinvest 90 percent of their income into community and family."***

** The Boston Consulting Group, New Book Reveals How Companies Can Capture Their Share of The World's Largest, Fastest-Growing Market (Sep 8, 2009)

*** The Daily Beast, Women Will Rule the World, Jul 5, 2010



FASHION ONE HAVE A REACH
OVER 60 MILLION WORLDWIDE



FASHION ONE HAVE A REACH OVER 2 MILLION

IN RUSSIA AND CIS COUNTRIES



CORE PROGRAMMING

- Fashion Weeks
- Backstage
- Fashion Documentary
- Events
- Celeb on File
- Travel in Style



Fashion News
Correspondent
Search

ORIGINAL

Underwater Action



Eco
Fashion

Beauty
Evolution



PROGRAMMING

Fashion in
Motion



Design Genius



KEY PROGRAMES: NEXT 6 MONTHS

AUGUST

FASHION IN MOTION

SEPTEMBER

LONDON FASHION WEEK, DESIGN GENIUS

OCTOBER

NOVEMBER

DECEMBER



FASHION|one

BRANDS ON THE CHANNEL



Dior



Salvatore Ferragamo

GUCCI



VERSACE



MARC JACOBS



SHANGHAI TANG
上海滩



LA PERLA



BRANDS ON THE CHANNEL



MOSCHINO

lorenzo riva



DSQUARED²

VERA WANG

roberto cavalli

BOSS
HUGO BOSS

Ermenegildo Zegna

DKNY
DONNA KARAN NEW YORK



STELLA
McARTNEY

NICOLITA

MK MICHAEL KORS



BOTTEGA VENETA

MORNING SPOTS PACKAGE

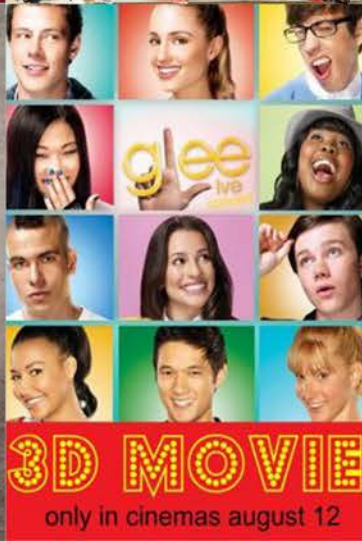




MORNING SPOTS PACKAGE



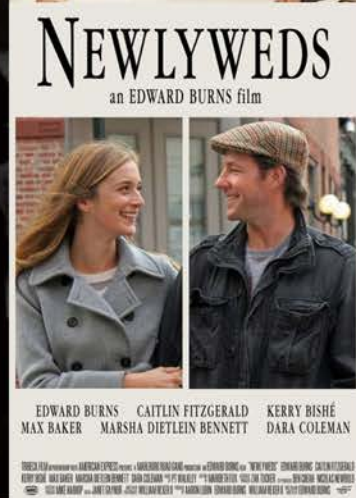
- * **Media: Fashion One**
- * **Package nature: Spot Buy**
- * **Campaign Period: Sep 1 – Oct 30, 2012**
- * **Target time zone: 9am - 12pm**
- * **Programming:**
 - International Fashion Brands
 - Fashion Shows
 - Celebrities Profile
 - Events
- * **Total number of spots: 900 in Russia feed**
- Discount Rate: US\$20K**



VIP VIEW PRESENTING SPONSOR PACKAGE







VIP VIEW PRESENTING SPONSOR + PRODUCT PLACEMENT PACKAGE





VIP VIEW PRESENTING SPONSOR + PRODUCT PLACEMENT



- * Media: Fashion One
- * Package nature: Programme Presenting Sponsorship + Product Placement
- * Sponsoring Programme: VIP View
- * Campaign Period: Sep 1 – Oct 30, 2012
- * Sponsorship Included:
 - 30s TV spots x 900 in Russia feed
 - VIP View Presenting Sponsorship (Promo x 120, tag x 240, mentioning x 120) (Global feed)
 - Fashion One Product Placement Special Video Production
 - Special Video on the channel x 120 (Global feed)

Discount Rate: US\$30K



PACKAGE SUMMARY

US\$20K

MORNING SPOTS PACKAGE

900 TVC Spots

US\$26K

VIP VIEW PRESENTING SPONSOR PACKAGE

900 TVC Spots + VIP View Presenting
Sponsor (120 Promos, 240 tags, 120
mentioning) + Online Banners

US\$30K

VIP VIEW PRESENTING SPONSOR + PRODUCT PLACEMENT PACKAGE

900 TVC Spots + VIP View Presenting
Sponsor (120 Promos, 240 tags, 120
mentioning) + Online Banners + Product
Placement Video Production + Placement



 FASHION|one

THANK
YOU!