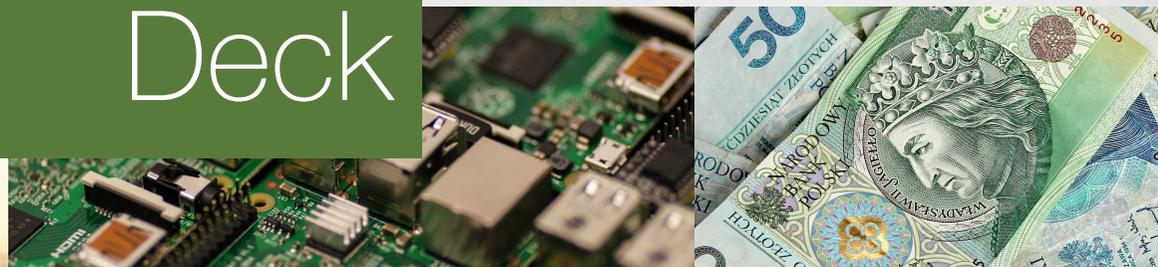




AVTN Aviation
Television News

Investment Deck

NewsNet24⁷®



Presented by

Phillip Covell
Founder & CEO

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Kinny Cheng
Founder & COT

kinny@avtn.tv
+65 8308 2783

Building a Media Group

The Network

Specialising in under-served and under-exploited markets with exceptional global demographics

AVTN Aviation
Television News

Business & Consumer News for every aspect of Aviation

NewsNet247

A World News Channel for the Business & Consumer

- Aviation
- Transport
- Oil, Gas & Energy
- Maritime, Shipping & Yachting
- Entertainment & Technology
- ...and more!

Fully-detailed Proposal and Accounts
Available by arrangement



Business and
Consumer News
covering every
Aspect of Aviation

Business and
Consumer News for
the Global Citizen



**The Premier Source
of Breaking...**

Airline
Aviation
Aerospace
Technology
Travel News

Serving...

Business
Investor
Passenger
Consumer



**Broadcasting
Direct-to-Home &
Device via...**

Satellite
Cable
IPTV
OTT



**24 hours a day
365 days a year**



**The Premier Source
of Breaking...**

International
Business
Technology
Political
Consumer News

Serving...

Business
Investor
Consumer
Global Citizen

— New York — London — EU — Singapore —



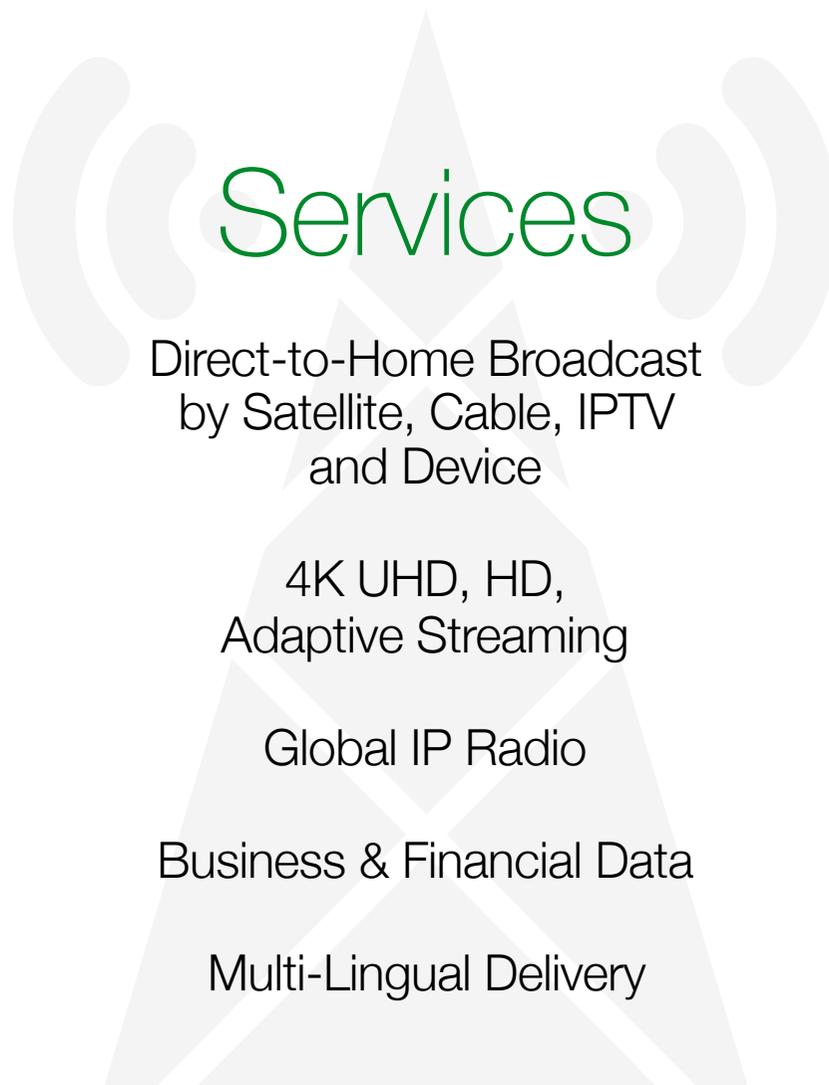
The News

Aviation Insight for the World

The Industry Reviewed

World News & Stock Market Updates

The Latest in Consumer Travel, and Passenger, Experience



Services

Direct-to-Home Broadcast by Satellite, Cable, IPTV and Device

4K UHD, HD, Adaptive Streaming

Global IP Radio

Business & Financial Data

Multi-Lingual Delivery



The News

A Global Perspective

Business and Industry Reviewed

World News & Stock Market Updates

The Latest in Consumer Experience

— New York — London — EU — Singapore —

With a Target Reach of **541.3 million** viewers, the Network proposes the following Target Audiences:

- Satellite, Cable & IPTV (0.8% or **4.43 million**)*
- IP Radio (**1.1 million**)*
- OTT services (**1.37 million**)*

(1% of Aviation Demographic = 32 million)

The World Television market is estimated to be worth in to **£365 billion** by 2018²

1,000 4K UHD Channels serving 140 million homes projected by 2025 over the top of HD services³

3.8 billion Passengers and Industry Stakeholders projected to grow up to 7.8 billion by 2036¹



World TV Audience⁴

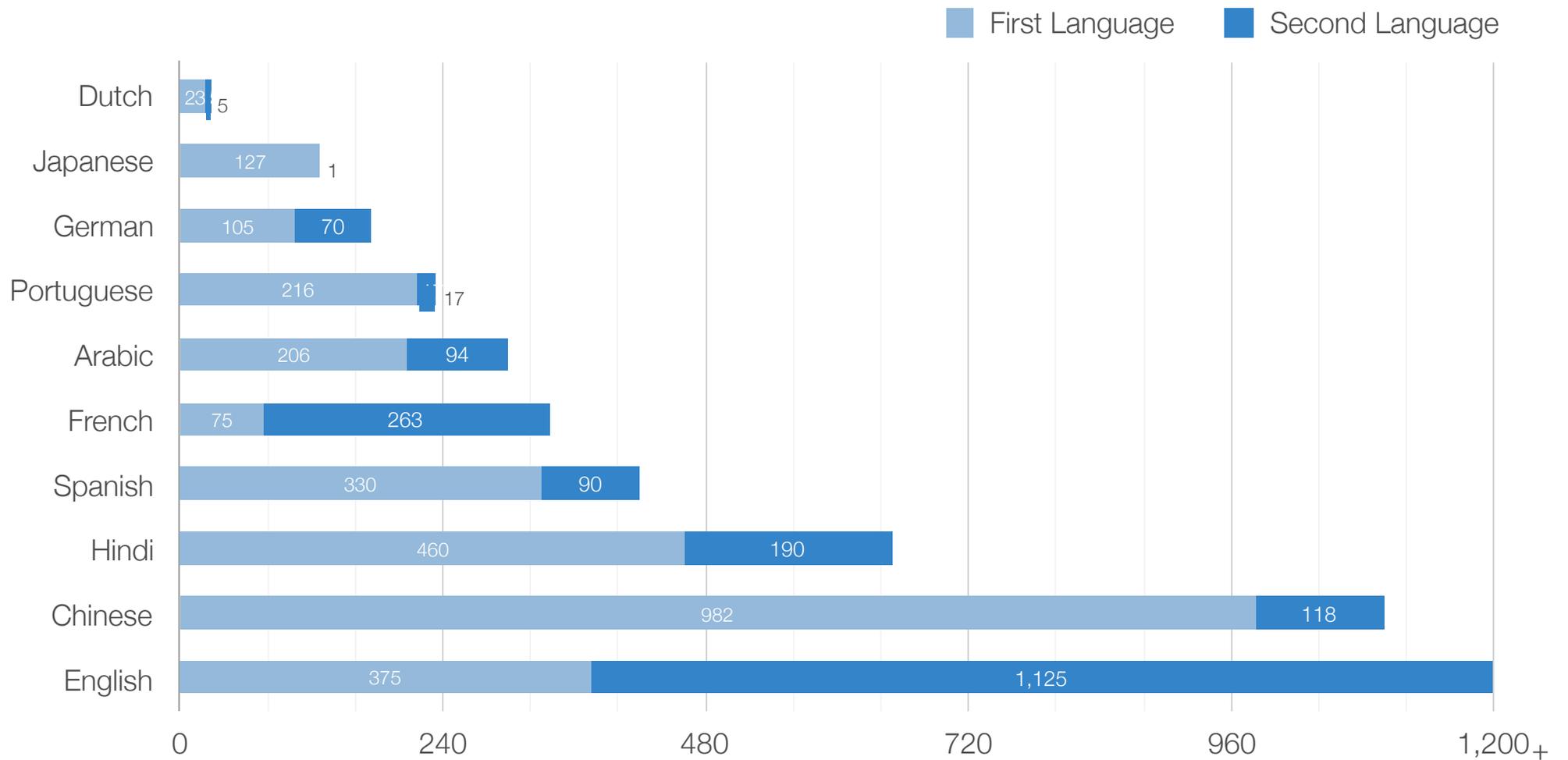
- North America (38%)
- Europe (31%)
- Asia-Pacific (21%)
- Latin America (8%)
- Middle East & Africa (2%)

— New York — London — EU — Singapore —



Language Statistics

(Network Multi-lingual Capabilities)



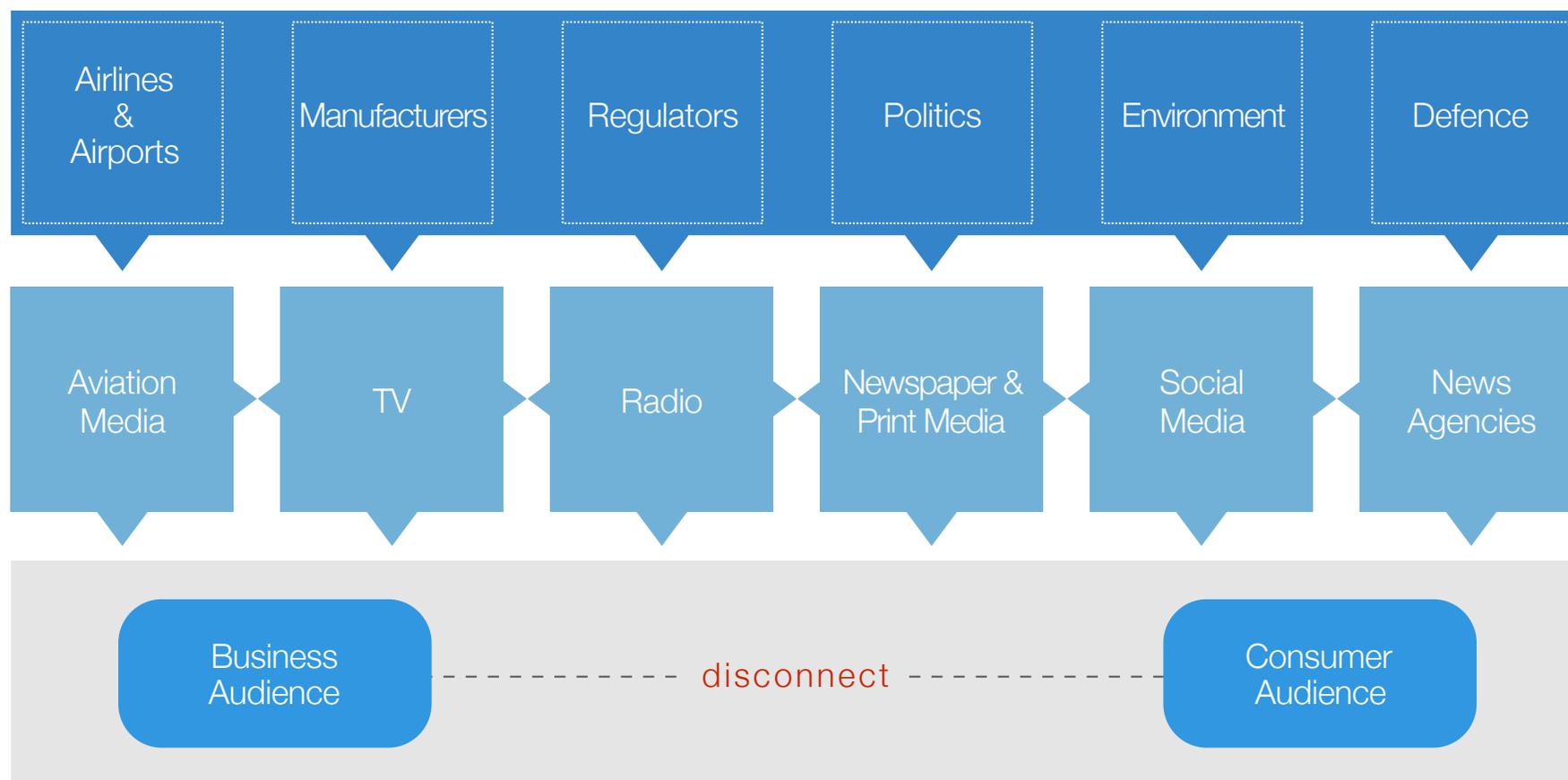
(Millions of People)

Source: Statista

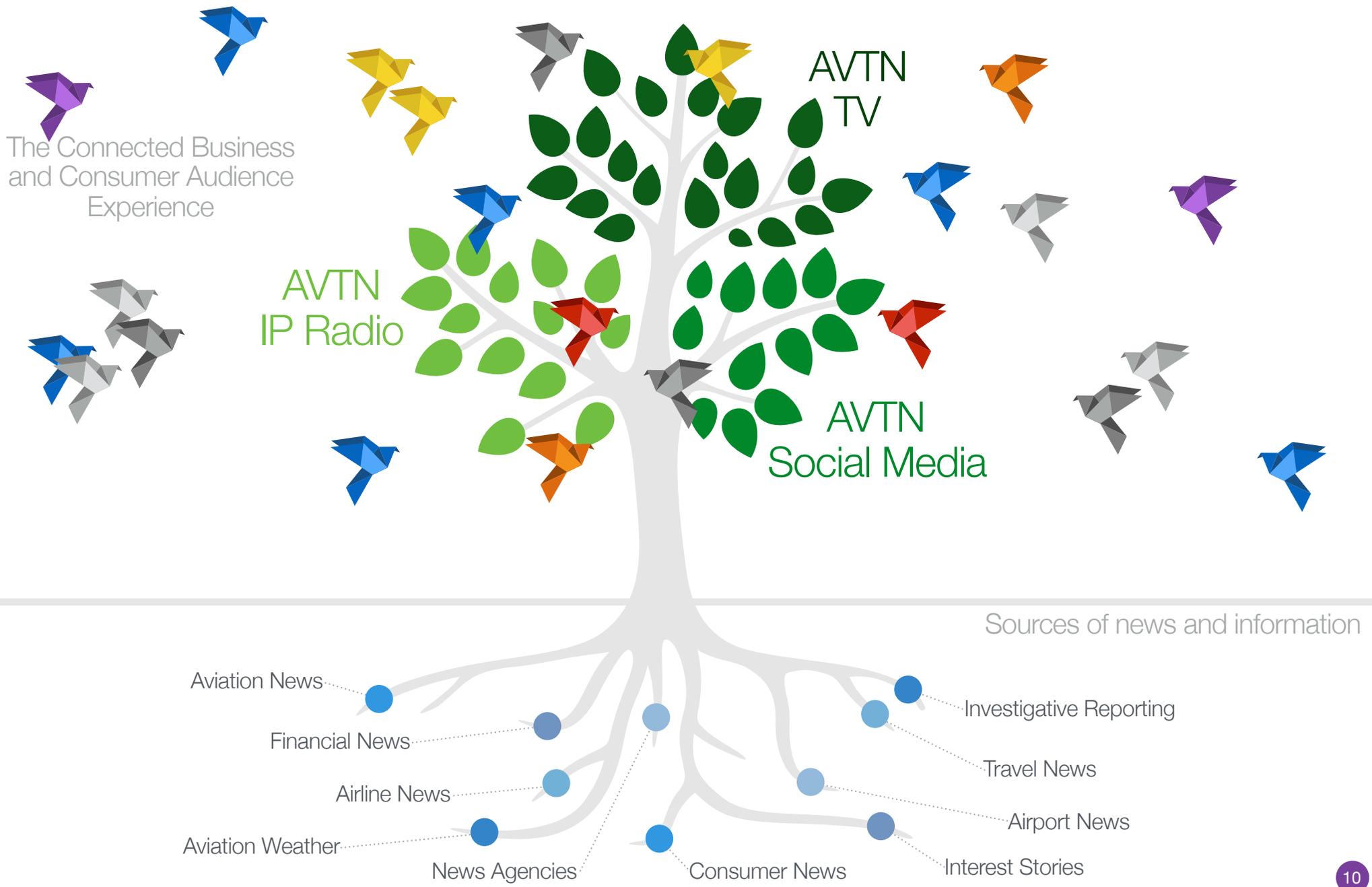


— New York — London — EU — Singapore —

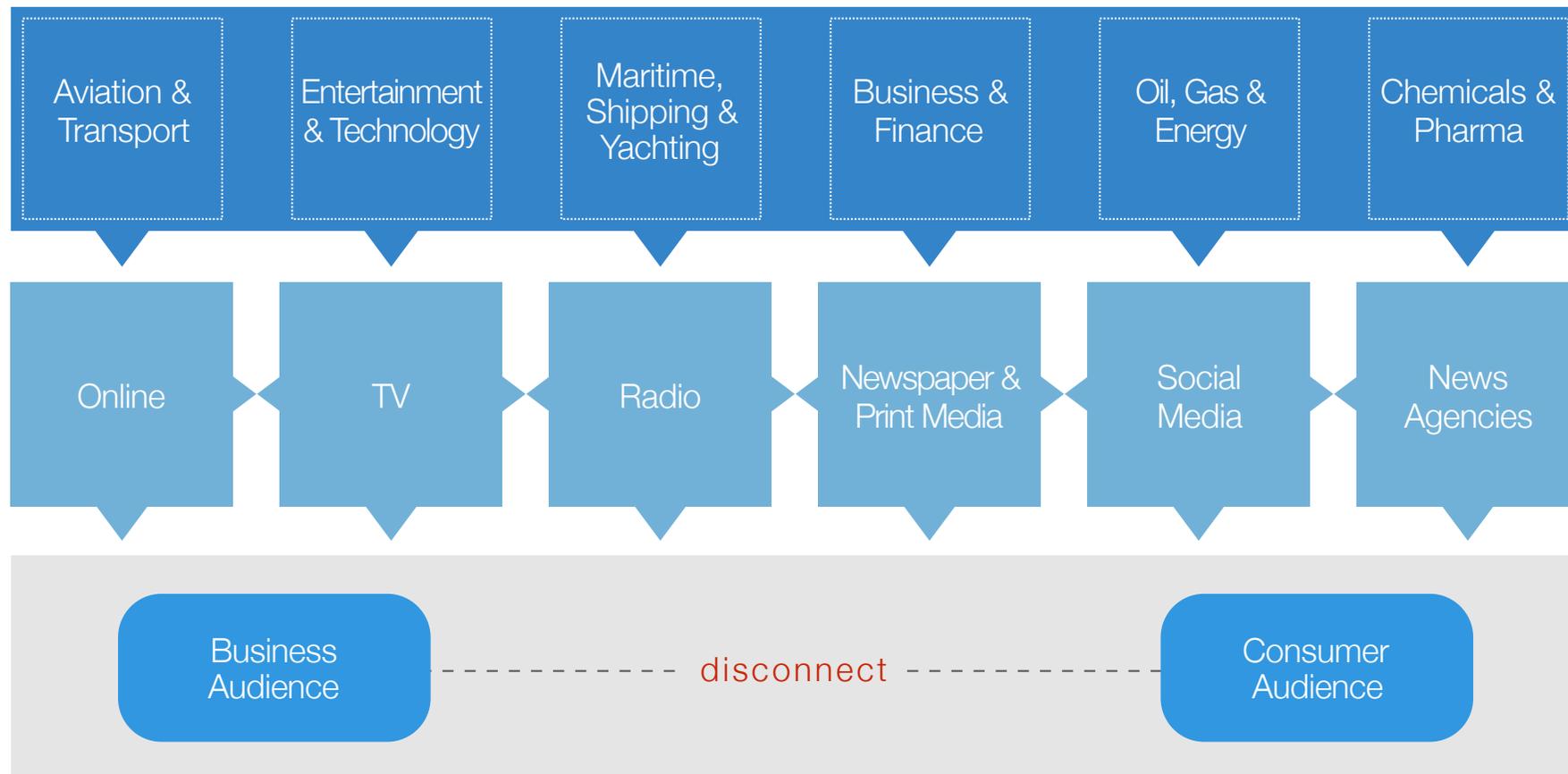
Aviation Media: The Problem



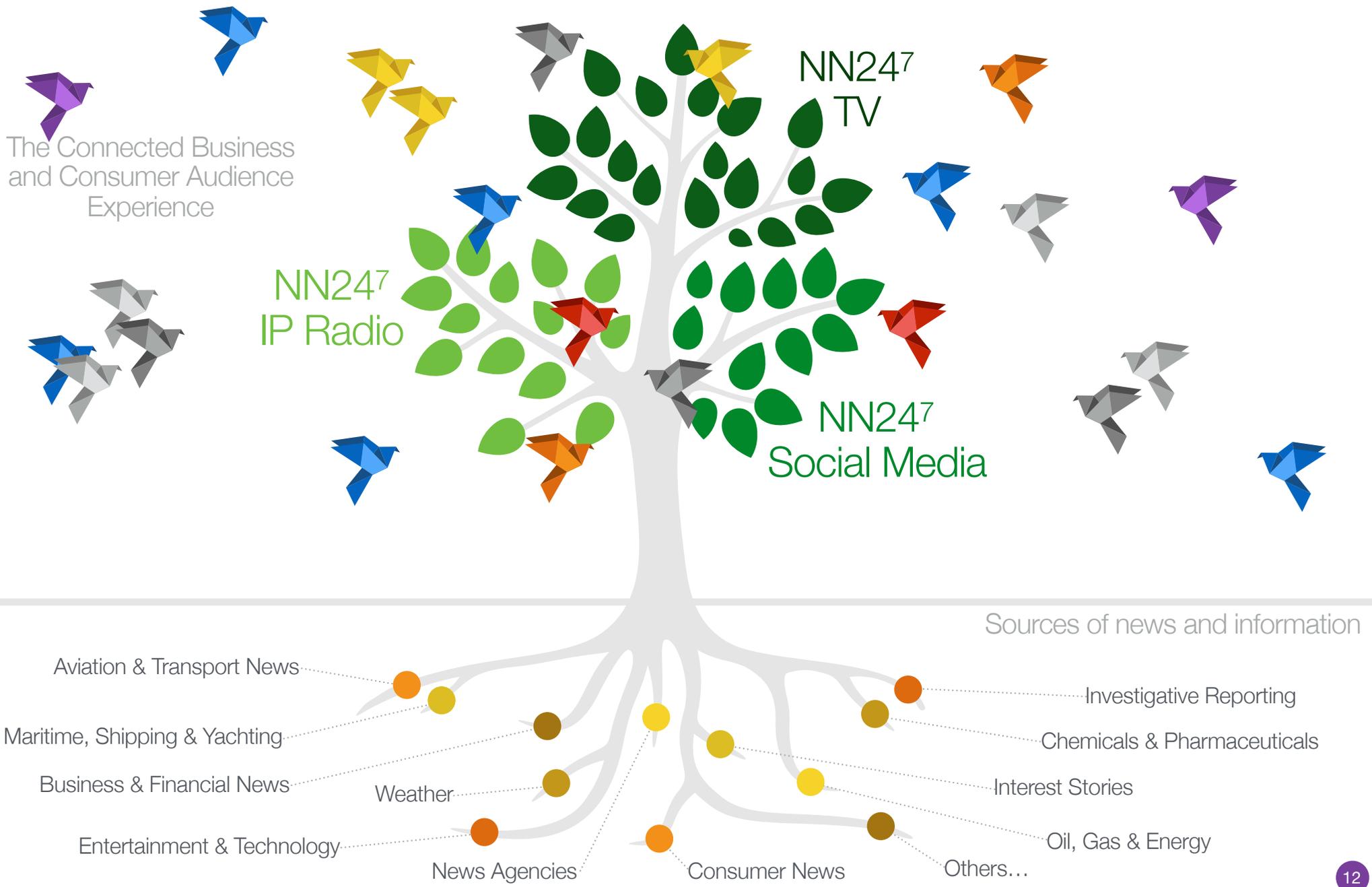
The AVTN Aviation Television News Solution



Business & Consumer Media: The Problem



The NewsNet24⁷ Solution





Aviation is...



- Passenger Security
- Air Force One
- Aircraft
- (International) Aviation
- Immigration
- Light Aircraft
- Airport Construction
- Aircraft Parts
- Top 10 Award Winning Airlines
- Airport Regulation

- Airport CEO
- Pilots
- Aerospace
- Airport Chairman
- Flying Animals
- World's 20 Biggest Airlines
- First Celebrity in Space
- Airport Politics
- Aviation Growth
- Airport Expansion
- Aviation Jobs

- Charter Flight
- Airline Engineering
- Celebrities Who Fly
- Explosion at Airport
- Airline Regulation
- Aeronautics
- Freight Aircraft
- Immigration Services
- Air Cargo
- Airline Chairman
- UAV
- Aerospace and Defence
- Airline Caterers
- ICAO
- Airline Alliance
- Airline Hub
- Airline Slots
- Military Aircraft
- Airbus vs Boeing
- Avionics
- Flight Services
- Aerospace Industry
- Pax Ex
- Aircraft Maintenance
- Aerospace Composites
- Business Jet
- Aviation CO2
- Flying Man
- Air Crash

Google Search Results*

*Searches performed in London and Singapore on 04 April 2016

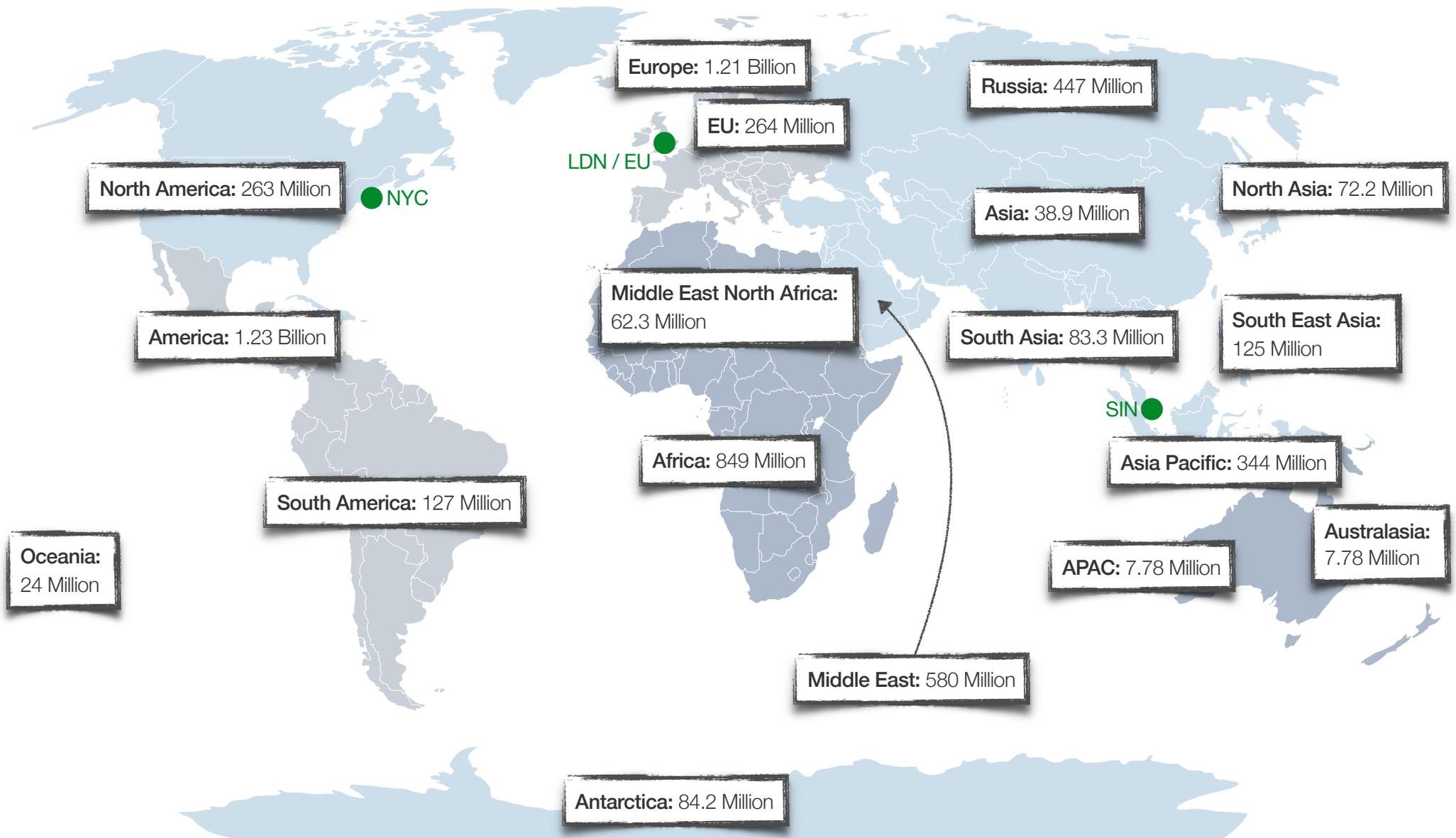


The World of News



Google Search Results*

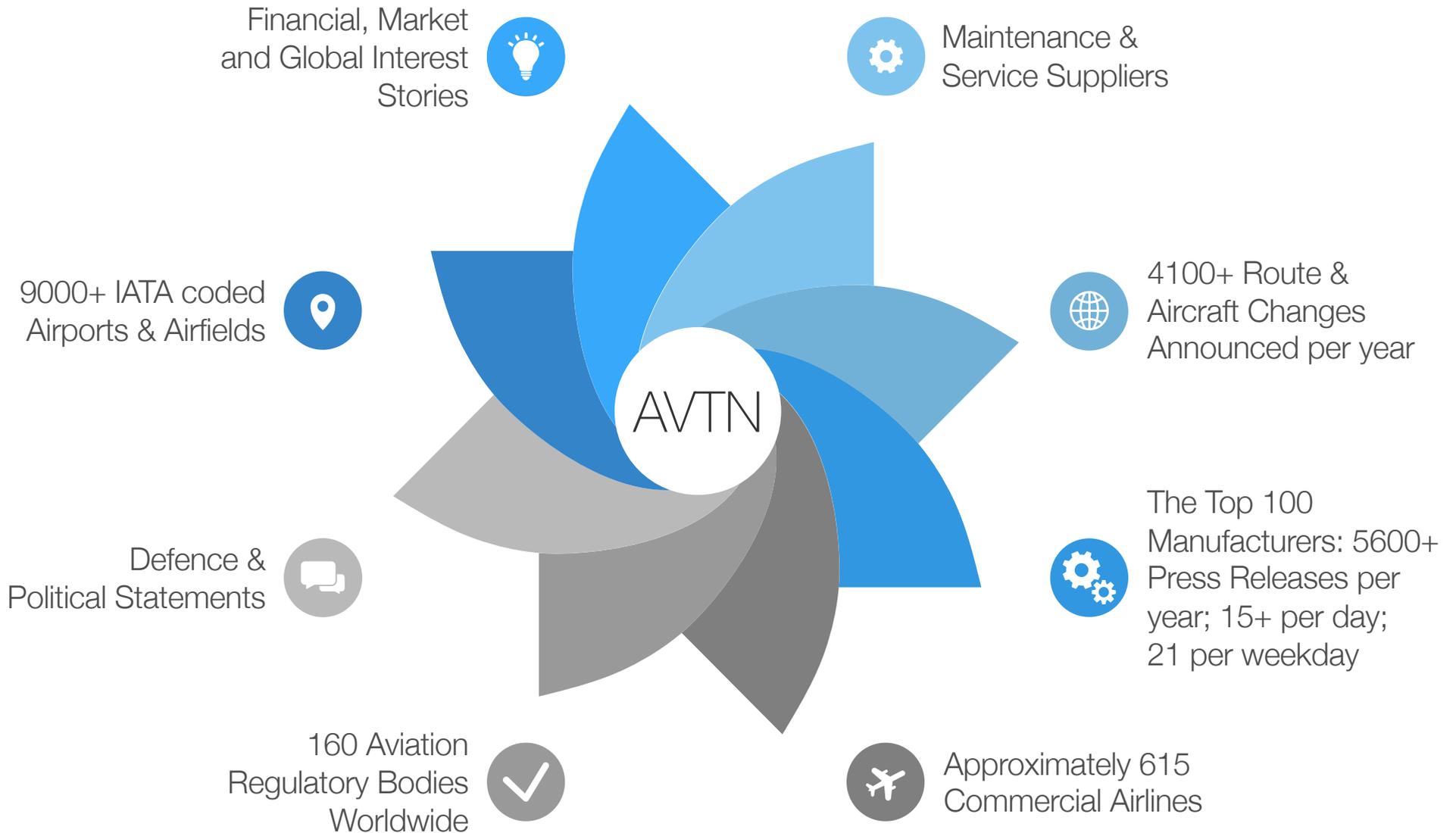
*Searches performed in London and Singapore on 14 January 2016



Note: Each figure is derived from the respective Google search results (performed on 02 April 2016)



Sources for AVTN Aviation Television News



— New York — London — EU — Singapore —

News Topics

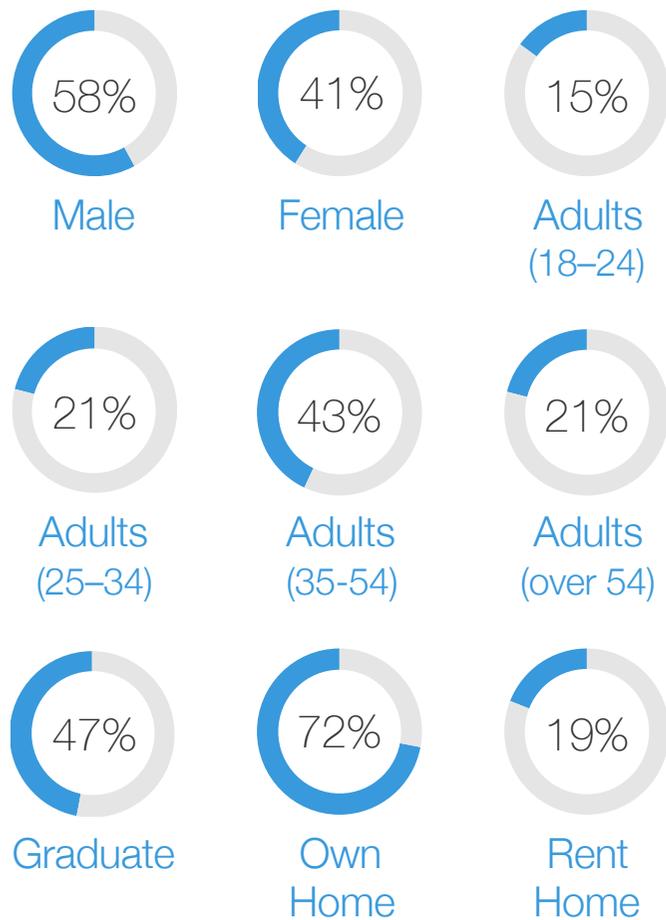
Airlines	Travel	Corporations	Business	Press Releases	Government/ Political Activity
Airports	MRO	Mergers & Acquisitions	SMEs to PLCs	Economy	International Events
Passengers (Pax)	Defence	Market News & Analyses	Research & Development	Workforce & Trade Unions	Interest Stories
Variation of Flight Routes	Industry Events	Management Areas	Technology	Heritage & Museums	World Sport
Aviation Weather	Regulation	Sales & Procurement	Consumer Experience	Environment	World Weather

News Topics

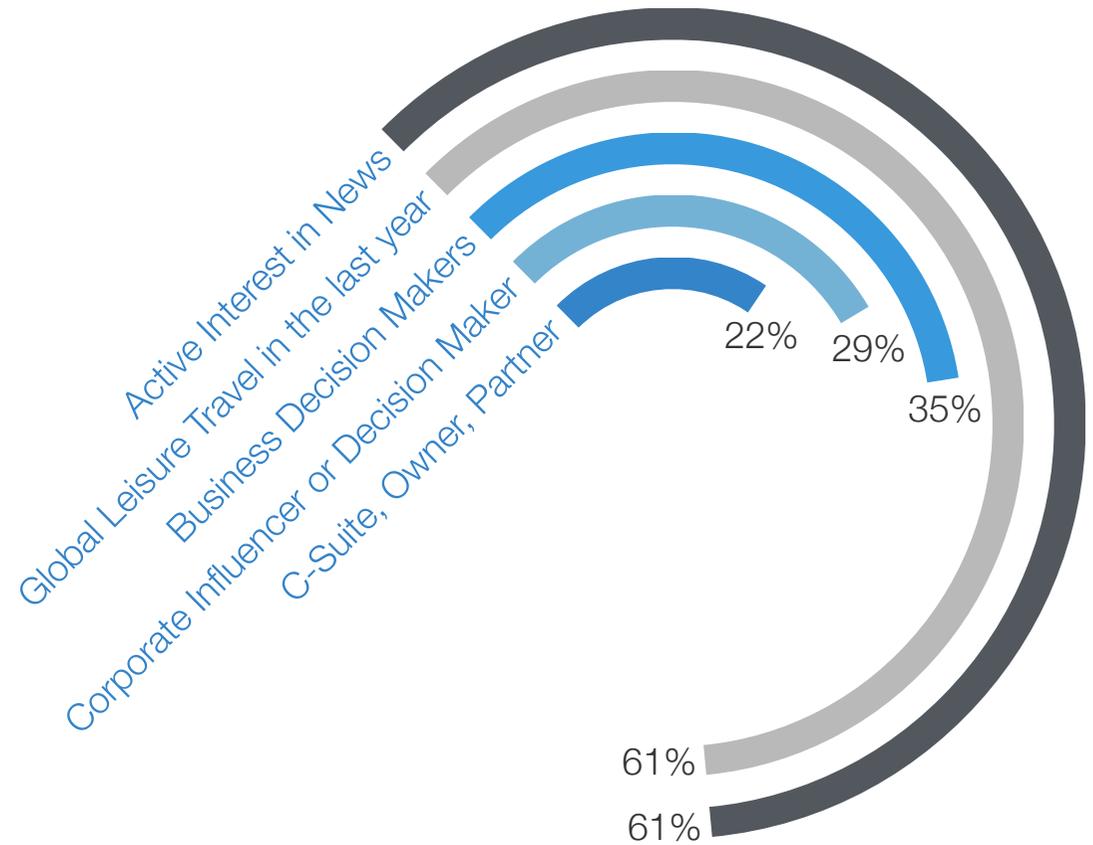
Aviation, Transport & Travel	Automotive	Corporations	Business	Press Releases	Government/ Political Activity
Maritime, Shipping & Yachting	Chemicals & Pharma.	Mergers & Acquisitions	SMEs to PLCs	Economy	International Events
Agriculture & Horticulture	Defence	Market News & Analyses	Research & Development	Workforce & Trade Unions	Interest Stories
Oil, Gas & Energy	Industry	Management Areas	Technology	Other News	World Sport
Weather for Industry	Regulation	Sales & Procurement	Consumer Experience	Environment	Weather

Network Audience Information

The Average News Audience



The Who and the Why



Network Audience



Key Audience Engagement & Advertiser Drivers

- Programming quality as a driver to audience volume
- Ability to interest, engage and retain the audience
- Reliability of news, data and information



Premium Brand Advertising Drivers

- Consistent delivery of an engaged demographic
- Aspiration to own, use or consume products and services
- AVTN's prime age demographic is 25–54, with higher-than-average earnings



AVTN Aviation
Television News

Audience Engagement and Advertisers

Passenger & Consumer Drivers

- Airline and Airport Service News
- The Integrated Travel Experience
- Comfort
- Services and Solutions
- Safety and Security
- The Consumer Driven Market
- Airline and Manufacturer Transparency



Enthusiasts Drivers

- Everything to do with Aviation, Aerospace, Airlines, Space and Travel
- High Octane Segments and Coverage
- All sexes; single or family unit; from ages 3 through 90+



Business & Investor Interest Drivers

Relevant and quality analyses of...

- Business News
- Financial and Industry Data
- Shareholding and Market Movements



Key Audience Engagement & Advertiser Drivers

- Programming quality as a driver to audience volume
- Ability to interest, engage and retain the audience
- Reliability of news, data and information



Premium Brand Advertising Drivers

- Consistent delivery of an engaged demographic
- Aspiration to own, use or consume products and services
- NewsNet247's prime age demographic is 25–54, with higher-than-average earnings



NewsNet24⁷

Audience Engagement and Advertisers



Psychometric Drivers

- Concise and succinct news reporting
- Adaptive and cohesive programming, adhering to selected demographic and psychographic groups
- In-depth, investigative reporting on relevant issues and a variety of subjects
- Appeal to all: kids, teenagers, adults, and seniors
- 'Human Element' in reporting



The Global Citizen

- Overview and review of significant and cultural events, special interests and sports
- App creates opportunity for continual, uninterrupted presence with access and engagement — anywhere, anytime
- Key news, weather and breaking content immediately available via app or virtual ticker



Business & Investor Interest Drivers

Relevant and quality analyses of...

- Business News
- Financial and Industry Data
- Shareholding and Market Movements

(Social Media)



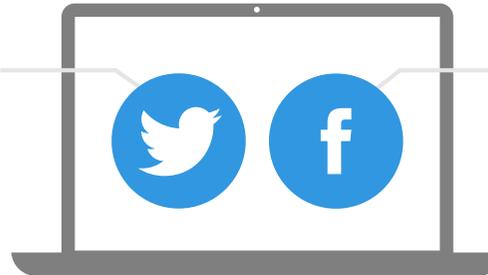
Aviation Statistics

220+ Major Airline Accounts

40m+ Followers @ 64% growth
(over 12 months)

190+ Major Airline Accounts

195m+ Likes @ 39% growth
(over 12 months)



Statistics updated on 04 May 2018

Airline	Twitter Followers	% change
Aerolineas Argentinas	3,333,000	1172.14%
Cebu Pacific Air	3,300,000	115.69%
Air Asia	3,230,000	62.31%
Phillipine Airlines	3,020,000	118.84%
KLM	2,400,000	18.23%
Southwest	2,210,000	12.76%
Volaris	1,950,000	34.48%
Turkish Airlines	1,830,000	60.53%
Aeromexico	1,790,000	37.69%
Malaysia Airlines	1,760,000	80.33%
American Airlines	1,530,000	20.47%
Delta	1,460,000	32.73%
Qatar Airways	1,340,000	79.38%
British Airways	1,160,000	39.76%
Emirates Airline	1,110,000	70.77%
Saudi Airlines	1,040,000	56.16%
United	986,000	27.23%
Avianca	842,000	21.85%
Virgin America	837,000	10.71%
WestJet	679,000	14.50%

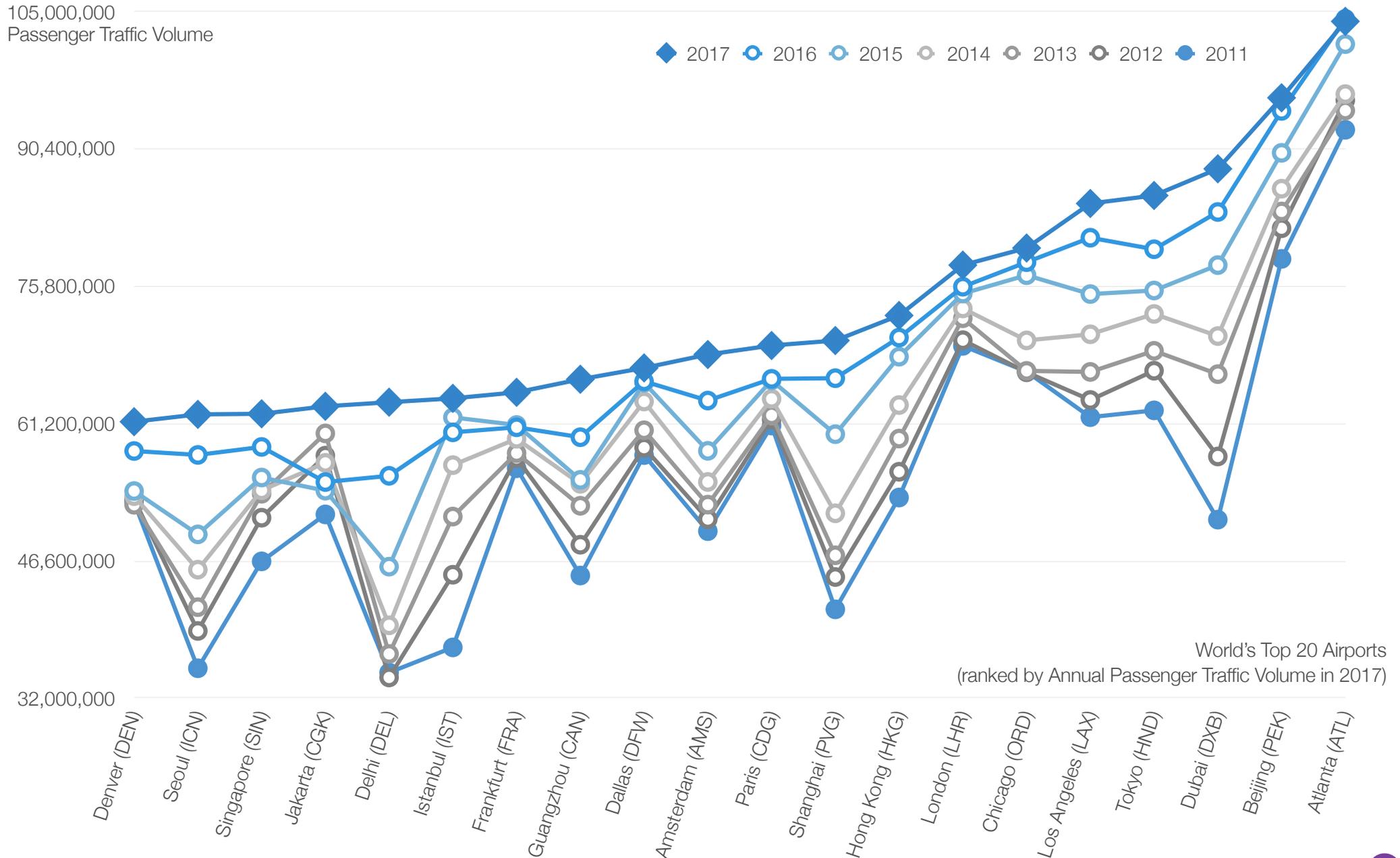
Top 20 charts!

Airline	Facebook Likes	% change
Qatar Airways	13,648,076	24.74%
KLM	12,579,873	25.28%
Air Asia	11,294,226	252.09%
Turkish Airlines	10,661,317	33.33%
Emirates Airline	9,499,761	72.47%
Air France (Fr)	7,231,071	31.03%
Southwest	5,895,072	20.43%
Saudi Airlines	5,592,203	99.04%
Thomson Airways	5,344,659	522.69%
Cebu Pacific Air	4,438,718	78.40%
Etihad Airways	3,548,882	95.1%
Singapore Airlines	3,544,094	61.96%
Lufthansa (DE)	3,536,432	81.19%
Gol	3,520,064	31.23%
Jet Airways	3,167,301	21.40%
British Airways	3,110,867	41.07%
Wizzair	3,035,927	386.13%
Delta	3,020,490	96.6%
Phillipine Airlines	2,979,841	95.31%
China Southern (US)	2,517,771	31470.80%



Aviation Statistics

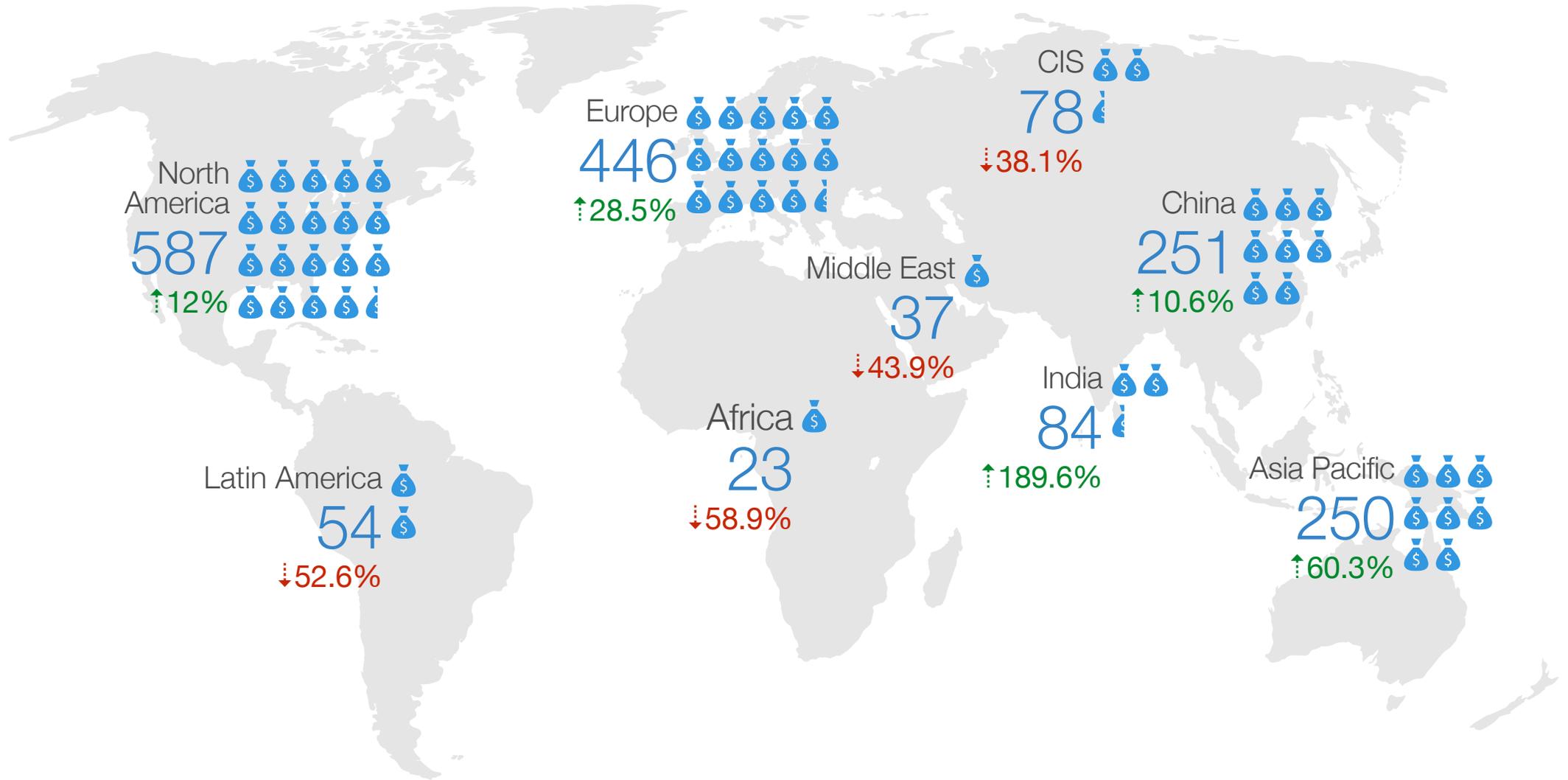
(World's Busiest Airports by Traffic)



Source: Airports Council International

Global Distribution of Billionaires

Source: Forbes



HNWIs account for approximately 1/3 of business jet deliveries



An HNWI is often defined as someone with a net worth of \$50 million or more



HNWIs in the \$500m to \$999m band grew by 6% in each of the two years preceding 2014

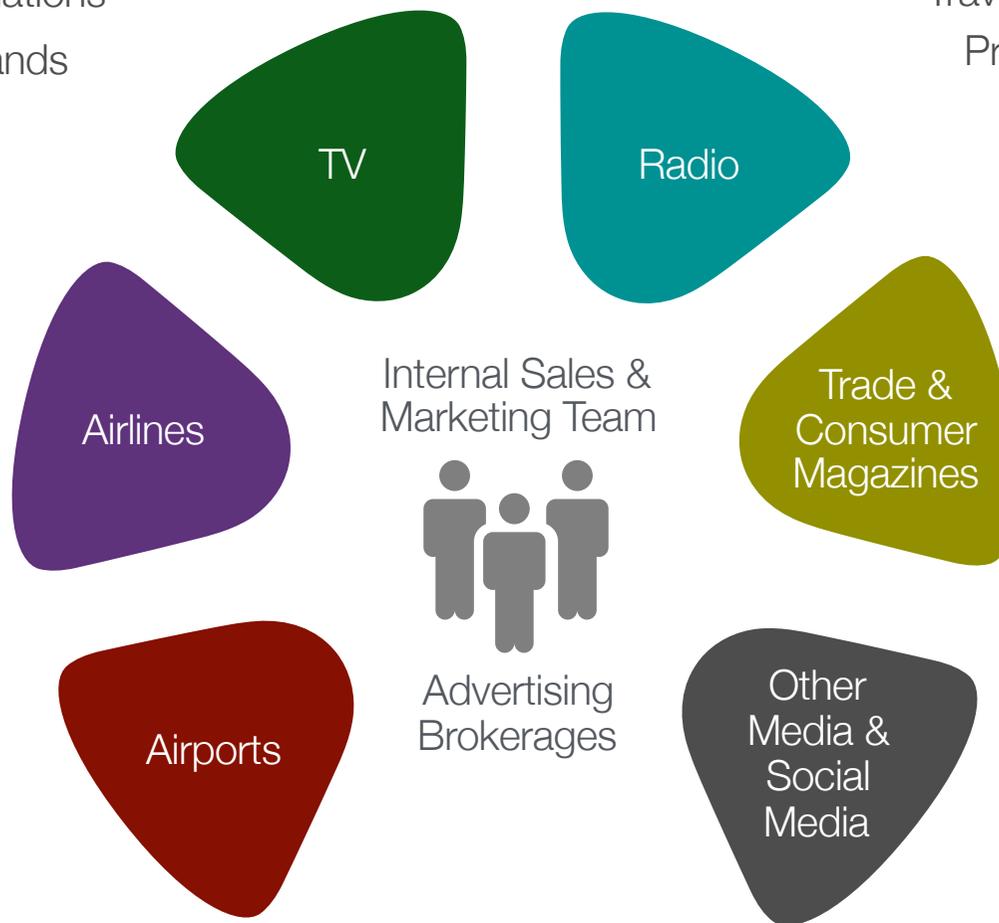


Many business jets are sold to HNWIs with a net worth in excess of \$1 billion

Advertising and Marketing

Potential Advertisers

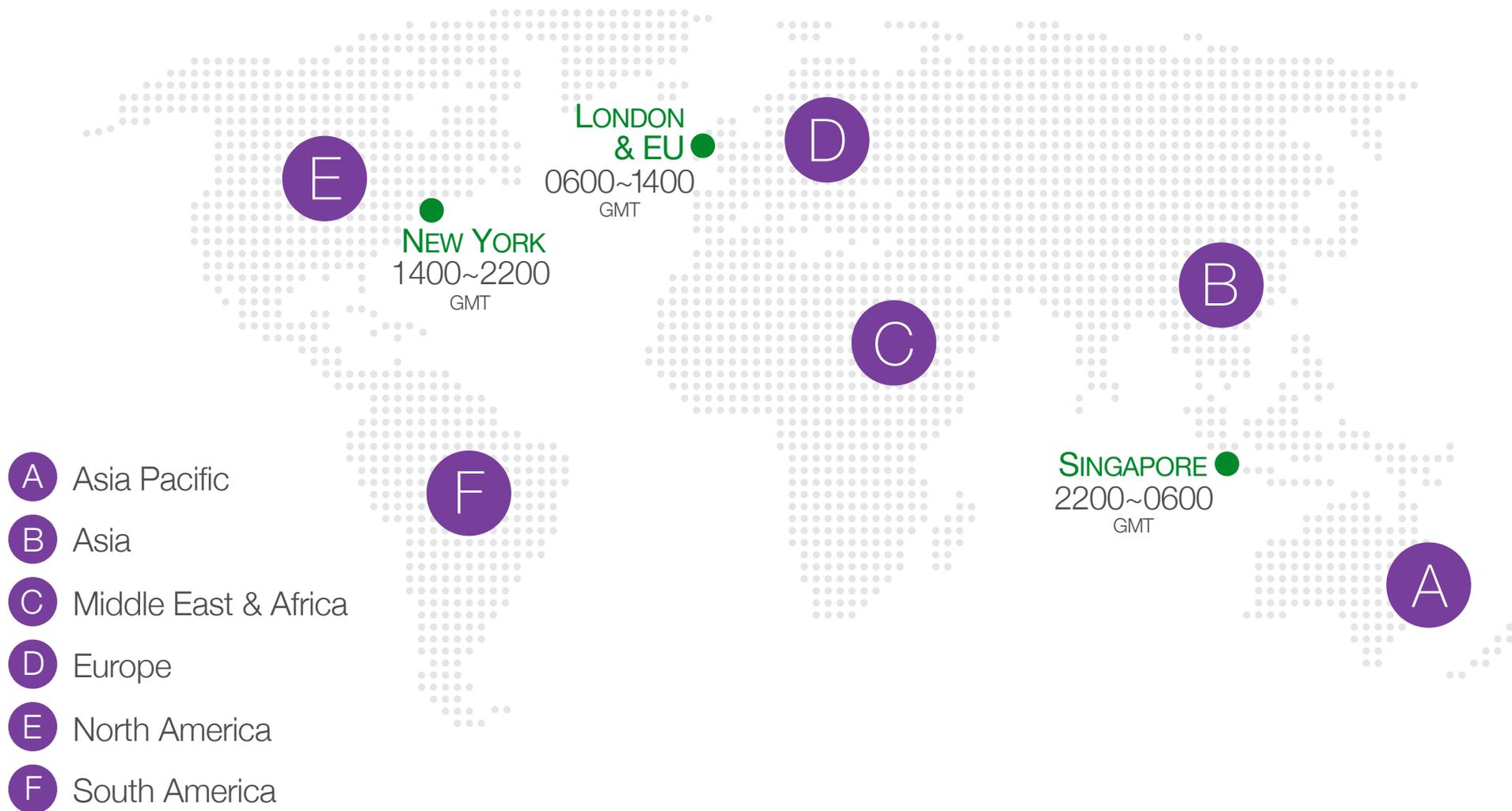
- Travel Companies & Destinations
- Premium Marques and Brands
- Petrochemical Companies
- Business Jet Charters
- International Airports
- Investment Services
- Financial Institutions
- Aviation Companies
- Manufacturers
- Airlines
- Hotels
- Banks



Potential Advertisers

- Travel Companies & Destinations
- Premium Marques and Brands
- Petrochemical Companies
- Consumer Products
- International Brands
- Investment Services
- Car Manufacturers
- Financial Services
- Service Providers
- Energy & Utilities
- Sport & Health
- Entertainment
- Food Outlets
- Technology
- Airlines
- Hotels
- Banks

Network Satellite Distribution & Programming Schedule



The Driving Force

Phillip Covell

Founder & CEO

Kinny Cheng

Founder & CTO

Senior Staff

Non-Executive Chairman

Non-Executive Board Members

Chief Executive Officer

Chief Financial Officer

Chief Legal Counsel

Chief Regulatory Officer

Chief Technology Officer

Chief InfoSec Officer

Chief Marketing & Sales Officer

Chief Human Resource Officer

Chief of Operations & Bureau Chief (EU)

Chief of Operations & Bureau Chief (USA)

Chief of Operations & Bureau Chief (SG)

Editor-in-Chief (Editorial Content)

Chief of Programming

Additional Non-Executive Director(s)

Accounts & Management Support

Senior Editorial Roles

Editorial Roles (as appropriate by region)



Production Roles (as appropriate by region)

Executive Producers
Producers
Associate Producers
Technical Directors
Radio Producers/Directors
Floor Managers

Technical Team (as appropriate by region)

Camera & Studio Operations Co-ordinators
Video Editors
Video Engineers
Video Engineers (Assistant)
Camera Supervisors
Gallery Operatives
Audio Engineers
Audio Engineers (Assistant)
Make-Up & Hairstylists

Camera Crews will be outsourced as freelancers
or via National, Regional and Global Agencies

I.T. Team (as appropriate by region)

I.T. and Web Support Staff
Web Development Team



Network Competitors



Network Newswires



AVTN | NewsNet24⁷
requires
353–454 Personnel

(subject to the appropriate
tiered funding option)

Recruit Industry
Leading Talent
from Aviation,
Existing
Broadcasters and
News Media

The Nature of
Broadcast means
The Network
requires Substantial
Funding to be in
place in order
to...

The Network
intends to appoint
leading recruiters
to fill
Senior Positions

Achieve
Sustained
Broadcast
Transmission

Service & Reach

Region	All Tiers				
	HD	OTT HD	OTT UHD	OTT VOD/SVOD	OTT Radio
Europe – UK & Northern Ireland	○	○	○	○	○
Europe – Western	○	○	○	○	○
Europe – Central	○	○	○	○	○
Europe – Eastern	○	○	○	○	○
Middle East & North Africa	○	○	○	○	○
Africa – Sub-Sahara	○	○	○	○	○
Asia – South	○	○	○	○	○
Asia – South-East	○	○	○	○	○
Asia – North-East	○	○	○	○	○
Oceania	○	○	○	○	○
America – North	○	○	○	○	○
America – South	○	○	○	○	○

Targets*

TV Reach by Household	541,306,244
TV Reach @ 1%	5,413,062
TV Reach @ 0.8%	4,431,678
OTT Multi-lingual Services @ 0.25%	1,369,000
IP Radio @ 0.21%	1,120,000

* Audience Targets based on Reach by Household (by end of Year 2 / TX #1)

Infrastructure and Personnel

	Tier #1	Tier #2	Tier #3
Locations (sq ft)			
London	21,000	24,000	37,000
New York	23,000	23,000	—
Singapore	20,000	—	—
EU (Amsterdam, Dublin or Estonia)	20,000	18,000	16,000
Studios (per location)			
Main Studio (60 x 60 sq ft)	1	1	1
Bulletin / PSC / Interview Studio (20 x 20 sq ft)	1	1	1
IP Radio Studio (Group)	4	3	2
Equipment			
Edit Suites	16	8	6
Studio Camera System (inclusive of Robot Pedestals & Prompting Systems)	24	15	9
Video Walls	4	3	2
Personnel (Admin vs. Sales & Ops average 13% vs. 87%)	454	375	353
Contact Centre (Voice, Chat, E-mail)	✓	✓	✓
Contact Centre Personnel	87	87	87

N.B. In Tiers 2 & 3, London and EU bases, personnel and equipment are interchangeable.

 Cost per Thousand ^(CPT)

Averages of Averages

Region	Source of Estimate	\$ CPT Average	£ CPT Average
US	TVB	\$ 23.58	£16.78
UK	Nielsen	\$ 21.04	£14.97
Eurozone	ZintX	\$ 10.42	£9.10
Canada	Tubemogul	\$ 8.00	£5.69
South Asia	Tubemogul	\$ 6.25	£4.44
Africa	Network Research	\$ 4.77	£3.39
Global (other markets)	Non UK/US Average	\$ 9.80	£6.97
Global Average		\$ 11.98	£8.76

Values denoted by \$ and £ are USD and GBP respectively

All values in Millions of GBP unless otherwise stated

	Tier #1	Tier #2	Tier #3
Budget Requirement	198.00	172.00	154.00
Overdraft Requirement (contingency)	20.00	20.00	20.00
Construction Spend [max.] (Year 15–24 months)	(97.64)	(76.73)	(63.75)
Revenues			
Year 2 • TX1	134.33	134.33	134.33
Year 3 • TX2	275.76	275.76	275.76
Year 4 • TX3	297.69	297.69	297.69
Year 5 • TX4	314.50	314.50	314.50
EBITDA			
Year 1 • Construction	(97.63)	(76.72)	(63.75)
Year 2 • TX1	(10.92)	(3.55)	0.65
Year 3 • TX2	113.47	122.00	125.74
Year 4 • TX3	121.72	130.35	131.51
Year 5 • TX4	133.30	139.74	141.10
EAITDA (before dividends, and after Ofcom Profit Based Licences)			
Year 1 • Construction	(131.22)	(105.60)	(87.65)
Year 2 • TX1	(24.52)	(13.85)	(11.07)
Year 3 • TX2	(21.82)	35.00	64.27
Year 4 • TX3	22.19	62.82	73.54
Year 5 • TX4	41.69	89.64	96.58
Dividend (projection)			
Year 1 • Construction (deferred to M1, Q2, TX2)	—	—	—
Year 2 • TX1	11.80	10.32	9.24
Year 3 • TX2	27.16	31.24	33.88
Year 4 • TX3	31.37	35.16	36.71
Year 5 • TX4	36.37	39.02	40.19
Average Return on Investment (dividend of 30%)	10.80%	13.50%	15.60%
Audience Growth (projection — YoY post-TX1 targets)	6.49%	6.49%	6.49%
Revenue Growth (projection — average YoY excluding TX1 targets)	6.80%	6.80%	6.80%

Project Thanks & Attributions

20th Century Fox Corp	Caspian One`	FOR.A	NBC	Telegenic
24/i	CBS	Forbes	News Corporation	TeleGeography.com
Aberdeen LLC	Cetsat	France24	NewTek	Telenor
Adweek	ChyronHego Group	Freesat	Nielsen	Telesat
Adamantean	Cisco	Fusion Partitions	NMR	Telstra
Agence France-Presse	Civil Aviation Authority	Future Travel Experience Europe	Nyc.gov	The Commission on the Future of the
Airbus Group	CNBC	G4S Secure Solutions (UK) Ltd	OAK Leasing	US Aerospace Industry
Airport World	CNN	GAMA	Octopus Newsroom	The Economist
Al Jazeera	Codemill	GB Labs	Ofcom	The Guardian
Altera Inc	Companies House	Getty Foundation	OfficeBroker.com	The Levison Report
AMI Digital Learning	Comcast	Globe Cast	Onestopclick.com	The London Stock Exchange Group
Apple (EMEA)	Comcast Technology Solutions	Grass Valley — Belden	Ostmodern	The Met. Office
Arabsat	Communication & Media Services	Green Light Innovation	Oxspring Ltd (Cisco)	The National Archives
Arqiva	Dept. of Estonia	Hared Associates	PACT	The Royal Aeronautical Society
ARRI	Comux	Harmonic	Panasonic Europe	The Wall Street Journal
Arrow Business Communications Ltd	Connectys.com	Hewlett Packard Enterprise	Paycheckcity.com	The Weather Company
Ashdown Group	Content Marketing Institute	Hitachi Kokusai Electric Europe	Payscale.com	TNP Broadcast
Associated Press	CTV Broadcast	HMRC	Pinewood Shepperton Group plc	Thompson Reuters
ATAG	CVDM Netherlands	HP Enterprise	Poynter	TSL
ATG Danmon Group	Dell EMC	HR Magazine	Prsformusic.com	TV Compliance LLP
Audience Systems	Deloitte	IATA	PWC	TVB
Aviation International News	Dernard Media	IATSE	Quantcast.com	TVB Europe
Avid	Desisti UK	ICAO	Qumulo	Twitter
AWS	Dieselec Thistle Generators	IDA Ireland	Quiss Technology plc	UK Business Forums
BAE Systems	DTI (Department of Trade and Industry)	Ikegami	Radiomation	UK Power Institute of Engineering &
BAI Ireland	Embraer	Information Week	Rankingthebrands.com	Technology
BARB	Emma-Beaumont.Com	Inland Revenue Service	Redberry Media Ltd	UK Trade & Investment
Barclays	Enterprise Estonia	Intellectual Property Office	Reed Business Publishing	Unpracticallaw.com
Barco Control Rooms GmbH	Ericson	Intelsat	Regus	US Air Force Personnel Centre
BBC	EVS	ITV Group	Rferl.org	US Bureau of Labour Statistics
Bitmovin	EASA	Inzpire	Rohde - Schwartz	Usnews.com
Blackmagic Design	Eutelsat	JVC Professional Broadcast	Ross Video	Ventrica
Blackstone Gates Ltd	Eye-Catching Design	Keller and Heckman LLP	Riedel	Verizon
Bloomberg	Expert Media Partners	Key Code Media	Sage	Verizon Digital Media
Boeing Corp.	Facebook	Kinetta.com	Sat-Comm Broadcast Ltd	Vinten
Bombardier	Farnborough International	Knight Frank	SEC	Vitec Videocom
Boxer Systems	Federal Aviation Authority	Leadline.co.uk	SES	Vizrt
British Estonian Chamber of Commerce	FCC	Legal Recruitment	Shamrock Infosec	We Work
BT Group	FCO	Lifesize	Singtel Optus	Wheatstone Corporation
BUPA Internationale	Financial Times	Masterclock	Silver Levene	World Federation of Exchanges
Business Week	Findanoffice.co.uk	Mellanox	SIS Live	Worldwide Structures
CRTC	Fladgate LLP	Memery Crystal	Sky Group	XE.com
Calrec	FlightGlobal	Microsoft	Sony Europe Ltd	Yahoo! Finance
Canon	Flight International	miniCASTER	Stabb.co.uk	
Cantemo.com	FOCUS Expo	MSNBC	Stateofthedia.org	

Disclaimer of Risk Factors

This presentation includes forward-looking statements. Words such as “anticipates”, “believes”, “estimates”, “expects”, “intends”, “plans”, “projects”, “may”, “forecast” and similar expressions are used to identify these forward-looking statements. Examples of forward-looking statements include statements made about strategy, timetables and schedules, introduction of new products and services and market expectations, as well as statements regarding future performance and outlook. By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

These factors include but are not limited to:

- An investment in the share capital of the Network may be difficult to realise. The value of the Network or its shares may go down as well as up. Investors may therefore realise less than their original investment;
- The investment proposed in this document may not be suitable for all recipients. Investors are advised to consult an investment adviser authorised under the Financial Services Act 2012 who specialises in investments of this kind before making their decision;
- The development of the Network, and the achievement of the Illustrative Financial Projections, depends upon the timely granting of certain licences, location of premises, delivery of equipment purchases, and successful recruitment of competent staff as envisaged herein.
- Changes in general economic, political or market conditions, including cyclical trends effecting the nature of some or all of the areas comprising the Network’s business;
- A material increase in the interest rates applicable to new finance leases may adversely affect the ability of the Network to achieve the Illustrative Financial Projections.
- A number of existing entities provide competing services which are similar to some or, all of, the Network’s proposed services, and there can be no assurance that other entities with directly competing services and substantial resources may not enter the market.
- The advent of a Natural Disaster; Act of God; Act of War; or Act of Terrorism in any Nation State, or Territories in which the Network proposes operations, may have an adverse effect upon the Network’s ability to operate as described in this proposal or the Illustrative Financial Projections herein.
- Significant disruptions in air travel (including as a result of terrorist attacks) restricting the Network’s ability to operate and mobilise editorial personnel and broadcast camera crews;
- Currency exchange rate fluctuations, particularly between the Euro, Sterling, U.S. dollar, and Singaporean Dollar;
- The successful execution of the Network’s implementation, development, and performance plans, including achievement of predicted operational efficiency, and production targets;
- Audience numbers and subscription risks; programme and production performance risks, as well as management risks;
- Customer, supplier, subcontractor performance, contract negotiations, or financing issues;
- Significant collective bargaining labour disputes;
- Research and development costs in connection with new products and services;
- Legal and investigatory proceedings, financial, and governmental risks related to international transactions; and other economic, political and technological risks and uncertainties which are unforeseeable at this time;

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