PRIDE WORLD MEDIA

The Smart LGBT+ Network

Estimated at 450 million people, with billions more allies; the **Global LGBT+ Audience** is one you simply cannot afford to ignore.

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Dance City, 2nd Floor, Temple Street, Newcastle Upon Tyne. NE1 4BR

Lesbian, Gay, Bisexual and Transgender - embracing the new 'pink' economy

We are looking for investors to partner with us in the launch of a new app-based entertainment network which will be available to download to a growing, affluent, confident and influential **LGBT+** global audience.

This exciting stream will include:

- International **LGBT+** News
- Four dedicated **LGBT+** radio stations
- Podcasts
- Competitions
- Films & Documentaries
- LIVE streaming from events
- Discounts on global brands
- Selected retail & leisure offers - from fashion to electricals, concert tickets to vacations
- Online lifestyle magazine

The app will be free to download with free and paid for content through an affordable subscription service.

800,000
MONTHLY ONLINE
LISTENERS

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About US

Pride World Media Ltd is a multi-platform broadcaster producing entertainment and factual content to a growing Lesbian, Gay, Bisexual and Transgender (**LGBT+**) audience, and its allies, through app-based delivery.

Is there be a demand for this service? **YES!**

The global **LGBT+** community is estimated at 450 million people, between 5-7% of the world's population, and though some broadcasters and media outlets target this audience it is still an untapped market. This presents Pride World Media Ltd with an exciting opportunity to engage with the community by building a strong brand and becoming market leaders in a relatively short period of time.

Estimated at **450 million people**, with billions more allies;
the global **LGBT+** market is one you simply cannot afford to ignore.

USA
20m People
$900 Billion
Spending Power ($US)

MEXICO 8m
$65 Billion

BRAZIL 13m
$120 Billion

EU
32m People
$950 Billion
Spending Power ($US)

UK 4m
$150 Billion

GERMANY 5m
$201 Billion

FRANCE 4m
$148 Billion

ITALY 4m
$112 Billion

ASIA
270m People
$1.1 Trillion
Spending Power ($US)

CHINA 85m
$460 Billion

JAPAN 8m
$200 Billion

THAILAND 4m
$17 Billion

HONG KONG 450,000
$15 Billion

INDIA 80m
$90 Billion

SINGAPORE 350,000
$16 Billion

How do we intend to reach this market
WE'VE ALREADY STARTED.

Pride World Media Ltd recently acquired an existing online **LGBT+** radio station, which has broadcast for seven years, and rebranded it in June 2017 to Pride World Radio, a global commercial network. **Meet our fantastic listeners...**

TOP 5 LISTENER EMPLOYMENT

Office/Managerial /Executive
Creative Industry
Self Employed
Leisure, Tourism & Hospitality Industry
Service Industry

TOP 5 LISTENER INTERESTS

Culture - Theatre/Concerts /Cinema/Events
Social - Restaurants/Bars
Travel
Electronics & Smart Mobile Technology
Fashion & Beauty

800,000
MONTHLY ONLINE
LISTENERS

15,000 FOLLOWERS

30,000
PWR APP
DOWNLOADS

TUNEIN RADIO ONLINE

48,600
LISTENERS

BROADCASTING 20H PER WEEK NETfm 102.5

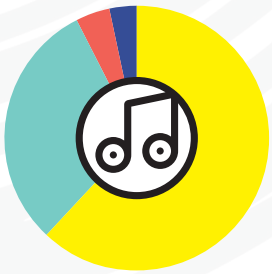
250,000
LISTENERS

LISTENED TO IN 167 COUNTRIES SINCE JUNE 2017

PODCAST SERVICE UNIQUE PROGRAMMING

TOP 15 COUNTRIES

USA, UK, Israel, France, Germany, Australia, Canada, Mexico, Brazil, Russia, Spain, South Africa, Japan, Saudi Arabia, Italy



- MALE **62%**
- FEMALE **30.6%**
- GENDER FLUID **4.3%**
- OTHER **3.1%**

AVERAGE **AGE** RANGE **36–65**

FOUR STATIONS:
Pride World Radio, PWR NOW, PWR 80s & PWR 90s

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Out+Proud.tv

To partner our radio offer we've launched a new production company, Out and Proud TV, which has already broadcast its first six-part television series Pride World TV on the MADE TV network.

Out and Proud TV will produce its own content and partner with production houses, independent producers and creatives to showcase work including **LGBT+** programmes on travel, leisure, retail, fashion, lifestyle, technology, celebrity and documentaries.

Is this a good business model? **YES!**

With the decline in main stream broadcasting and the move to more bespoke, app-based networks; Pride World Media is perfectly positioned to be one of the first to capitalise on a growing, 'smart' and upwardly mobile **LGBT+** audience.

Is there revenue potential? **YES!**

Our ten-year forecast is based on a combination of subscriptions and offering key brands sponsorship, advertising and promotional opportunities. Next to the 'Grey Economy', the Pink Pound/Dorothy Dollar is the new economic force for businesses and organisations to engage with.

Global LGBT+ Household wealth estimated at **$14 Trillion**
US alone = $5 Trillion.

ASIA identified as the fastest developing area with an estimated **LGBT+** GDP in excess of **US$1 trillion.** China alone has an estimated **LGBT+** population of **85 million**.

LGBT+ consumers are a powerful force in the retail industry. **LGBT+** consumers shop more frequently and spend more when they shop.

In terms of shopping habits, **LGBT+** consumers make 16 percent more trips to the cash register and spend eight percent more. In fact, male same-sex households make almost 30 percent more shopping trips yearly.

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Why create a subscription-based app?
IT'S THE FUTURE – NOW!

Industry experts have identified that audience trends are changing as more people move to OTT (over the top) on demand platforms. Consumers no longer watch or listen to programmes when scheduled but create their own playlist through catch up, podcasts and on demand services.

More people are looking for bespoke entertainment that reflects their lifestyle and interests rather than mainstream offerings and consumption of entertainment through apps, subscription and online devices is on the increase.

NETFLIX amazon Spotify®

In 2017 Netflix announced it had 109.25million monthly subscribers; Amazon had 80 million and Spotify 60 million.

In 2016, 149.3billion apps were downloaded on 2.1 billion smartphones (2.5 billion predicated by 2019) and 1billion tablets. This is set to increase to 352.9billion apps by 2021.

LGBT+ consumers have been identified as trend leaders, early adopters and influencers.

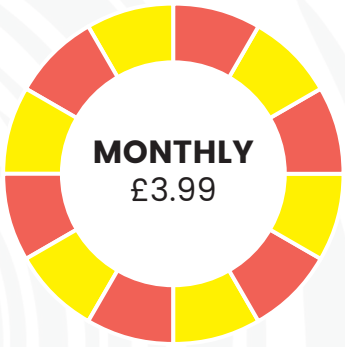
Technology is a must for many **LGBT+** consumers and they are 2.2 times more likely than their heterosexual counterparts to be considered "mobirati"— adults who cannot imagine living without smart technology.

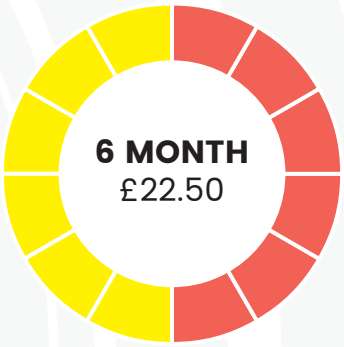
Is it affordable? **YES!**

Initially all content will be offered free when the new app is downloaded on a one-month trial period. Once the trial period has finished the app owner will still have access to some free content however to fully access all of the app they will have to take out a subscription.

There are three options:

Monthly - £3.99
Six-month - £11.25 (first six months - £22.50 each additional six months)
Yearly - £19.99 (year one, £39.99 subsequent years)





The app will automatically manage billing and subscription renewal on a monthly/annual basis. We will also have built in retention offers.

Subscriptions can also be gifted.

Want to get involved? **YES!**

We are looking to raise £150k to support start-up content, marketing, PR and brand awareness and are offering three levels of investment. Each investment opportunity is based on a 10-year return.

- **£10K investment** - you'll receive a yearly return based on 3p in every £3.99pm subscription, 15p in every six-month subscription of £22.50 or 30p in each yearly subscription of £39.99

- **£25k investment** - will yield a yearly return based on 10p in every £3.99pm monthly subscription, 50p in every six-month subscription or £1 in each yearly subscription of £39.99

- **£50k investment** - with a yearly return based on 25p in every £3.99pm subscription, £1.25 in every six-month subscription or £2.50 in each yearly subscription of £39.99

As an added investor incentive, we will pay fifty percent of the original investment back once 10,000 app sales have been achieved in one fixed year.

To show the potential return on an investment, we've put together three forecasts based on Low, Medium and High App sales over ten years. Each forecast is made up of a combination of all three subscriptions based on the following:

Monthly Subscriptions: 20 percent uptake
Half-Yearly Subscriptions: 20 percent uptake
12-month Subscriptions: 60 percent uptake

We have allowed for no app sales in year one as we build the brand and offer discounts and free trials. The forecasts are based on full price apps with no incentives offered.

LOW APP SALES

YEAR RETURN	YEAR 01	YEAR 02	YEAR 03	YEAR 04	YEAR 05	YEAR 06	YEAR 07	YEAR 08	YEAR 09	YEAR 10	TOTAL RETURN
Sales	0	500	1,000	2,000	4,000	6,000	8,000	10,000	12,000	14,000	
App Income	0	10,715	31,908	63,816	127,663	212,405	297,177	381,949	466,721	551,493	2,143,847
Investment £10K	0	131	286	573	1,146	1,767	2,389	3,010	3,632	4,254	17,188
Investment £25K	0	437	955	1,910	3,820	5,892	7,964	10,036	12,108	14,180	57,302
Investment £50K	0	1,092	2,387	4,775	9,550	14,730	19,910	25,090	30,270	35,450	143,254

Year 8 will recoup 100% of the investment

MEDIUM APP SALES

YEAR RETURN	YEAR 01	YEAR 02	YEAR 03	YEAR 04	YEAR 05	YEAR 06	YEAR 07	YEAR 08	YEAR 09	YEAR 10	TOTAL RETURN
Sales	0	500	2,000	4,000	8,000	10,000	12,000	15,000	20,000	25,000	
App Income	0	10,715	53,713	127,902	255,535	382,219	466,991	573,942	743,753	955,683	3,570,453
Investment £10K	0	131	551	1,148	2,294	3,012	3,634	4,523	5,978	7,532	28,803
Investment £25K	0	437	1,838	3,826	7,647	10,042	12,114	15,078	19,928	25,108	96,018
Investment £50K	0	1,092	4,595	9,565	19,115	25,105	30,285	37,695	49,802	62,770	240,024

Year 6 will recoup 100% of the investment

HIGH APP SALES

YEAR RETURN	YEAR 01	YEAR 02	YEAR 03	YEAR 04	YEAR 05	YEAR 06	YEAR 07	YEAR 08	YEAR 09	YEAR 10	TOTAL RETURN
Sales	500	2,000	4,000	8,000	16,000	25,460	34,920	44,380	53,840	63,300	
App Income	9,009	58,536	137,969	287,664	531,321	912,119	1,314,793	1,717,467	2,120,142	2,522,816	9,611,836
Investment £10K	117	594	1,218	2,387	4,732	7,675	10,626	13,578	16,529	19,481	76,937
Investment £25K	396	1,990	4,070	7,968	15,783	25,592	34,430	45,269	55,107	64,946	255,551
Investment £50K	991	4,975	10,175	19,919	39,457	63,981	88,577	113,173	137,769	162,365	641,382

Year 5 will recoup 100% of the investment

Is this achievable? **YES!**

- The potential worldwide **LGBT+** market is 450 million subscribers
- To hit our Medium Sales target of 25,000 subscribers in year 10 we would only need to sign up only 0.005% of the market.
- If we increased this to 0.05% of the market it would generate 225,000 subscribers or 0.5% would give us would be 2,250,000 subscribers, this would gross £85,995,000 per annum (based on a 60/20/20 mix of subscribers)
- Netflix - 109.25million monthly subscriptions from £7.99 to £9.99pm
- Amazon - 80 million monthly subscriptions from £7.99pm
- Spotify - 60 million monthly subscriptions from £9.99pm
- **LGBT+** consumers spend on brands that support their issues
- 70 percent would pay a premium for a product or service from a company that supports the **LGBT+** community.
- The **LGBT+** community is more likely to support and subscribe to a company that supports other **LGBT+** charitable organisations
- We currently have nearly one million listeners which are all potential subscribers
- 30,000 FREE apps have already been downloaded
- Our figures are based on the global **LGBT+** population only. There are hundreds of millions of 'allies' who already enjoy our product and could download the app.

Is there more to this company? **YES!**

In an ever-changing world where **LGBT+** rights are being challenged; Pride World Media Ltd will offer a voice of reason, actively broadcasting in regions where there is no **LGBT+** presence or where being who you are and who you love is a crime. As well as offering great entertainment and factual information, we will support global charities and provide a positive **LGBT+** voice.

We've already set up a not-for-profit company, Pride Community Network, which will deliver our outreach objectives. Pride Community Network will receive 10% donation from all app subscriptions to support global **LGBT+** projects.

Pride World Radio has listeners in 33 of the 72 countries which still have anti-homosexual laws and listeners in seven of the 13 countries where the death penalty is still in place. Through the Pride Community Network, we'll record podcasts in a range of languages to offer support and advice to listeners in those countries who are still denied the right to live their lives freely and love their chosen partners.

The **LGBT+** community is more likely to support and subscribe to a company that supports other **LGBT+** charitable organisations.

To find out more contact Mark Nichols, Finance and Business Director

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All investments are speculative and will fluctuate in value. It should not be assumed that the value of investments will always rise. Past performance will not necessarily be repeated and is no guarantee of future success.

You should carefully consider in the light of your financial resources whether investing is suitable for you.