



EuproMedia S.A.

**Convergence media, television
and e-Business platforms**

Executive Summary

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EuproMedia S.A.

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Executive Summary

Unique strategic and economic advantages make EuproMedia a pioneer to leverage the convergence of hybrid digital TV, Web 2.0 and eBusiness technologies.

Integrating multithematic, multimedia content and a high performance online transaction platform, EuproMedia S.A. enables next generation digital presentation and promotion of companies, products and services.

EuproMedia provides the user with innovative technology and content concepts to best benefit from the increasing convergence between TV and Web Environments of the future.

The company produces, collects and distributes attractive multithematic content, consisting out of neutral infotainment and edutainment programs as well as of branded promotional programs to targeted communities.

EuproMedia intends to activate a business potential in a first instance in the German speaking countries with a possibility in a later stage to extend its concept to additional markets.

This content is seamlessly available through multiple distribution ways over satellite, cable, Internet-streaming and mobile applications to be viewed on classic TV sets, hybrid TV sets, PCs, PDAs and tablets, as well as smart-phones.

EuproMedia links own and third party transactional online experiences which basically can be accessed on the same devices to its linear TV programs, offering thereby promotional and transactional services to corporate TVs and brands to use the upcoming hybrid technologies switching in a simple interactive way from broadcast to broadband technologies.

Commercial companies can use this convergence in order to extend their sales from in-store to multiple electronic devices through special actions and offers, and especially through immediate transactions carried out outside the physical shop.

The business concept of EuproMedia is absolutely innovative from the strategic, technical and content point of view. It offers to its clients at highly attractive commercial conditions longer air-time slots on television they cannot buy on classic channels, promote their products and services and increase their turnover by providing an interactive online transaction platform, as well for Web 2.0 environments as for upcoming hybrid TV sets and mobile devices.

This Information Memorandum gives an overview of the business model, the business potential and outlook for EuproMedia, as well as the revenue drivers which are manifold:

- TV Airtime sales
- eBusiness Platform rentals

- Commissions on transactional business of own or third party products & services
 - o online shopping
 - o teleshopping, hybrid TV/web broadcast,
 - o video production and placement of content in third party channels (TV, web, digital signage, mobile..).
- Classical advertising on TV & web
- Content production, distribution & placement of content in third party channels (TV, web, digital signage, mobile...)

EuproMedia forecasts that based on its business model it will break even in 24 to 30 months.

With an overall financial engagement of approximately 0.8 Mio. EUR and a provision of equity of 1,32 Mio. EUR by its founders and owners, EuproMedia started and tested its business activities and financed its field test in 2008 & 2009.

For the real start in last quarter of 2011, EuproMedia seeks investment for an amount of 4,5 Mio. EUR. This equity may be paid up in two tranches over 18 months.

Equity Needs	Year 1	Year 2
	3.865.596	706.861
4.572.457		

Fig. 1: Equity Needs

EuproMedia will achieve sales revenues of more nearly 20 Mio. EUR in year five; starting with 2.7 Mio. EUR in year 1.

In year 5 the company has cumulative operational cash flows of 22,76 Mio. EUR.

5 Year Overview: Net Present Value (Mio. EUR)			
Net Present value	8%	10%	12%
Equity 4,5 Mio EUR	22,76	21,11	19,60

Fig. 2: Net present value