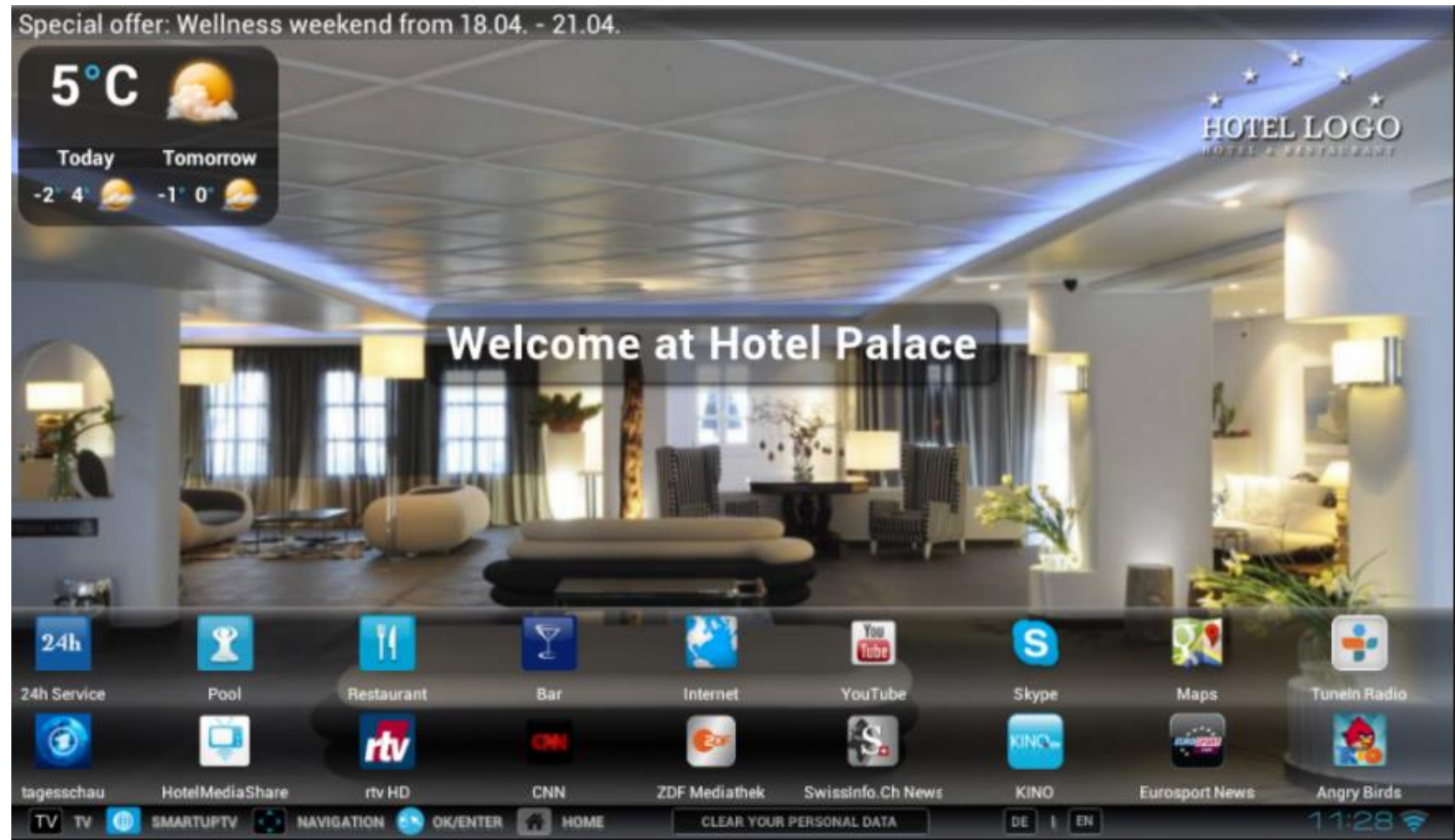

ZOALA TV



The problem...

When traveling, watch TV just like home? ... That is the problem!



With ZOOALA_{TV} watching TV has never been easier...



With ZOOALA_{TV} you zap like home,

Anywhere you go!

***“Next Generation” Internet Television
& presents automatically shifting Time Zones* !***

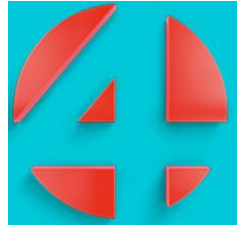
**** Patent Granted end of May 2017 in Holland.***

**** World Wide Patent Pending !***



ZOALA_{TV}

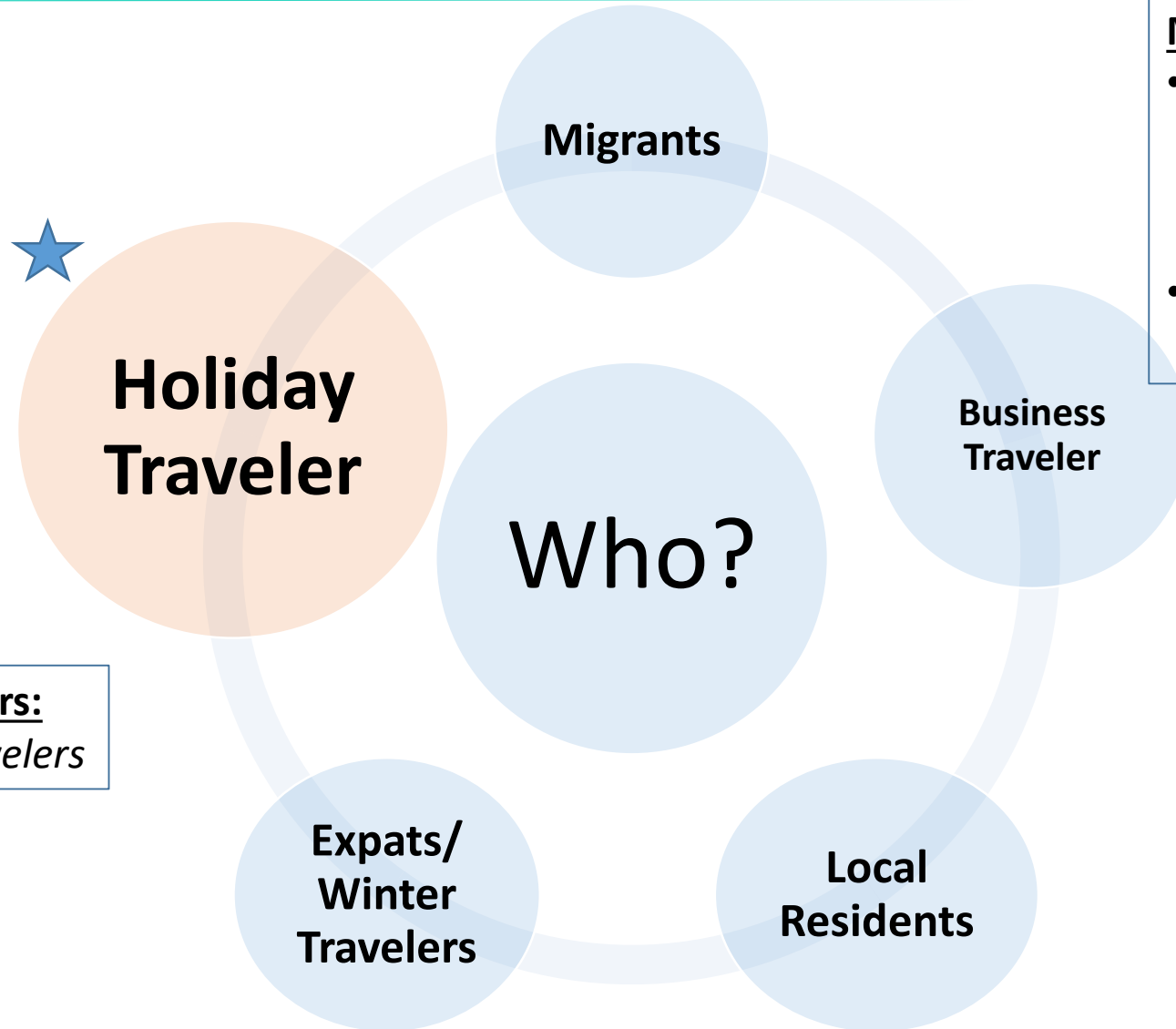
's first *Light* package...



Our World Market starts in... Belgium!

SURVEY:

- 90% travels on holiday



Market Expansion:

- **Q1 '18 -> Q8:**
 - Russians, Chinese in EU (35 RU channels pending!)
- **Q9 -> Q20:**
 - West-EU and beyond

Conservative growth in 5 years:

- 7.5 - 10% holiday travelers

1. 70% Recurring revenue
2. FIX & FLEX
3. <> packages @ competitive pricing

★ = Start Target Group.

Competition...?

België



stievie



Europe

amazon fireTV



KNIPPR



US

amazon fireTV

hulu

sling
TELEVISION



ZOALA_{TV} 's UNFAIR ADVANTAGE ...

- *USP1: GRANNY PROOF: direct access to the Internet !*
- *USP2: Flexibele Packages: FLEX 30-60-90 / 3mnd – 6 mnd – 1 j*
- *USP3: Automatically alleviating Time Zones**
- *USP4: Jump directly to the most popular program while zapping**



** Patent granted end of May 2017 in Holland.*

** World Wide Patent Pending !*

Strengths:

- 1) Patent Pending:
 - A. Time Zone Shifting
 - B. Prime Time Tracking
- 2) Traveler HDMI-stick + mobile connectivity
- 3) Flexible Subscriptions, à-la-carte

Weaknesses

- 1) Content Scaling
- 2) Licencing abroad
- 3) Mobile internet costs
- 4) Internet access is sometimes difficult in some countries (e.g. availability of Wi-Fi)

**Opportunities**

- 1) Extra revenue from publicity
- 2) Offering "Buy Content" or "Content Replacement"
- 3) Portability principle in EU
- 4) Partnerships with existing operators

Threats

- 1) Geoblocking and Content blocking
- 2) Fast growing competition
- 3) Broadcasters presenting their own content on the internet.

Go-To-Market Strategy

Scalability: per target group
The best TV channels
For the right customers



Building up the client relation:
Customer Intimacy
Product Leadership

België

Roularta
MediaGroup

kanaalZ



Zakenreiziger



Holiday Travelers



Social Media

Booking.com



zodia^{tv}

zodia^{tv}

The ZOALA^{TV} Core Team...

Pieter Jooris, **Founder ZOALA[®] TV**

➤ 12 y CEO in iDTV Consultancy

Pieter Jooris

CEO

Peter De Keyser, **COO ZOALA[®] TV**

➤ 20 y IT & HW specialist, Assist.Dir.

Pieter Vermeersch

CTO

Wim Hantson

CFO / HR

Peter De Keyser

COO

FULLY COMPLEMENTARY!

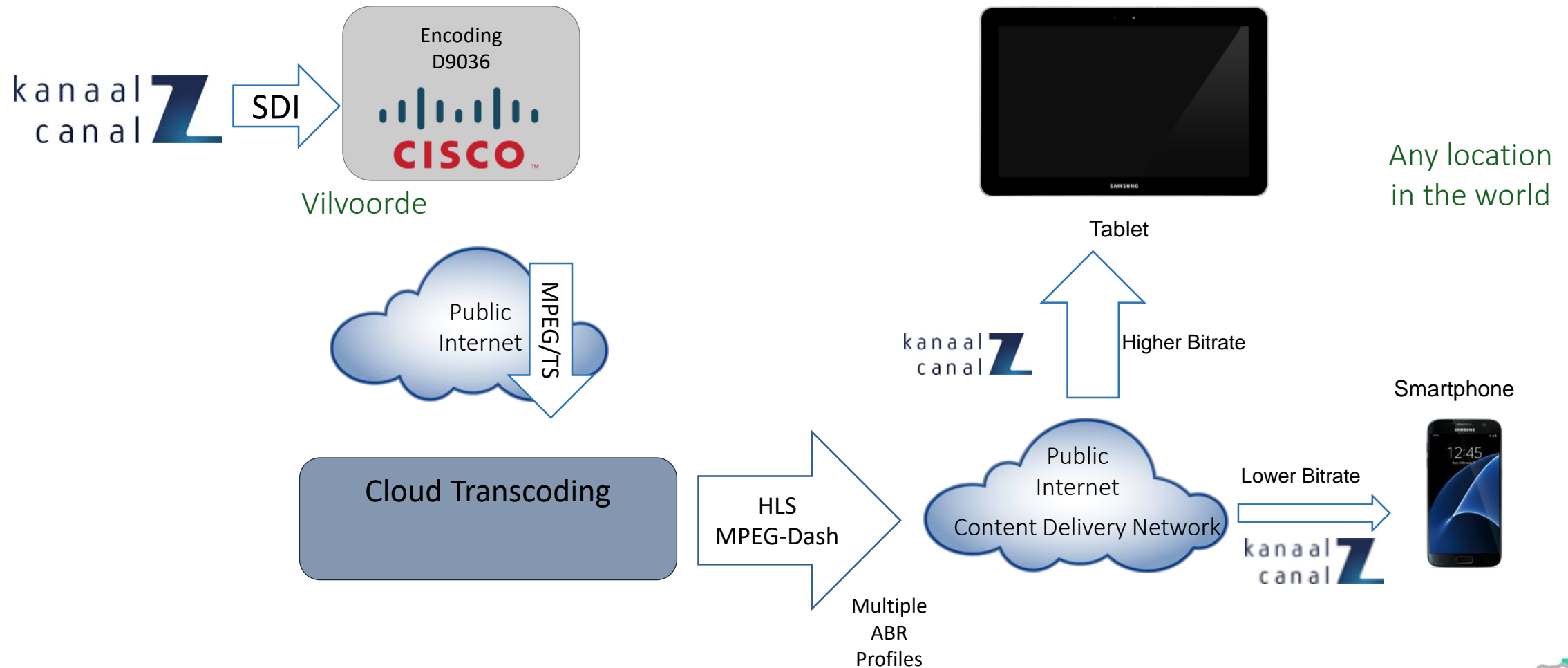
Pieter Vermeersch, **CTO ZOALA[®] TV**

➤ 15 y technical expertise in iDTV

Wim Hantson, **CFO & HR ZOALA[®] TV**

➤ 20 y HR / Finance

Make or buy...



Any location
in the world

Smartphone



- Markt intro
- Growth Speed Customers
- Growth Speed Content and Broadcasters

April

May

June

July

August

September

October

November

December

Series A



Seed money



Integration

FUT

Launch



AGENTSCHAP
INNOVEREN &
ONDERNEMEN



ADD BROADCASTER SLIDE 1- 2...

Come on board now!

A **bad entrepreneur** turns a **good concept** into a **bad business**.

A **good entrepreneur** turns a **bad concept** into a **good business**.

ZOALA_{TV}

a **great entrepreneur**

that turns a

great concept

into an

even greater business !



ZOALA TV