



RISK IS THE ONLY RULE.

1/ FUEL TV

FRESH NEWS



LANDMARKS



- 2003 LAUNCHED IN CALIFORNIA BY CJ OLIVARES / FOX USA
- 2008 LAUNCHED IN PORTUGAL BY FYC / FERNANDO FIGUEIREDO
- 2010 EMEA PLATFORM LAUNCH
- 2011 100% HD EMISSION / NEW POSITIONING
- 2012 CJ OLIVARES AND FERNANDO FIGUEIREDO START THE ENDEVOUR TO BUY THE CHANNEL GLOBALLY
- 2013 REBRANDING IN USA / FOX SPORTS 2 / FUEL TV REACHES + 50 COUNTIRES AND 50 MILION HOUSEHOLDS
- 2014 WHERE DO WE STAND?

LANDMARKS

WE CAN
ANNOUNCE TODAY
THAT WE OWN
FUEL TV GLOBALLY



MASTERS OF OUR OWN DESTINY



**FOCUS ON GLOBAL EXPANSION
(LATAM / ASIA AND EMEA)**

RELAUNCH THE OPERATION IN THE USA

LAUNCH A GLOBAL OTT PLATFORM

RESTART ORIGINAL PRODUCTION

2/ FUEL TV

CHANNEL PRESENTATION

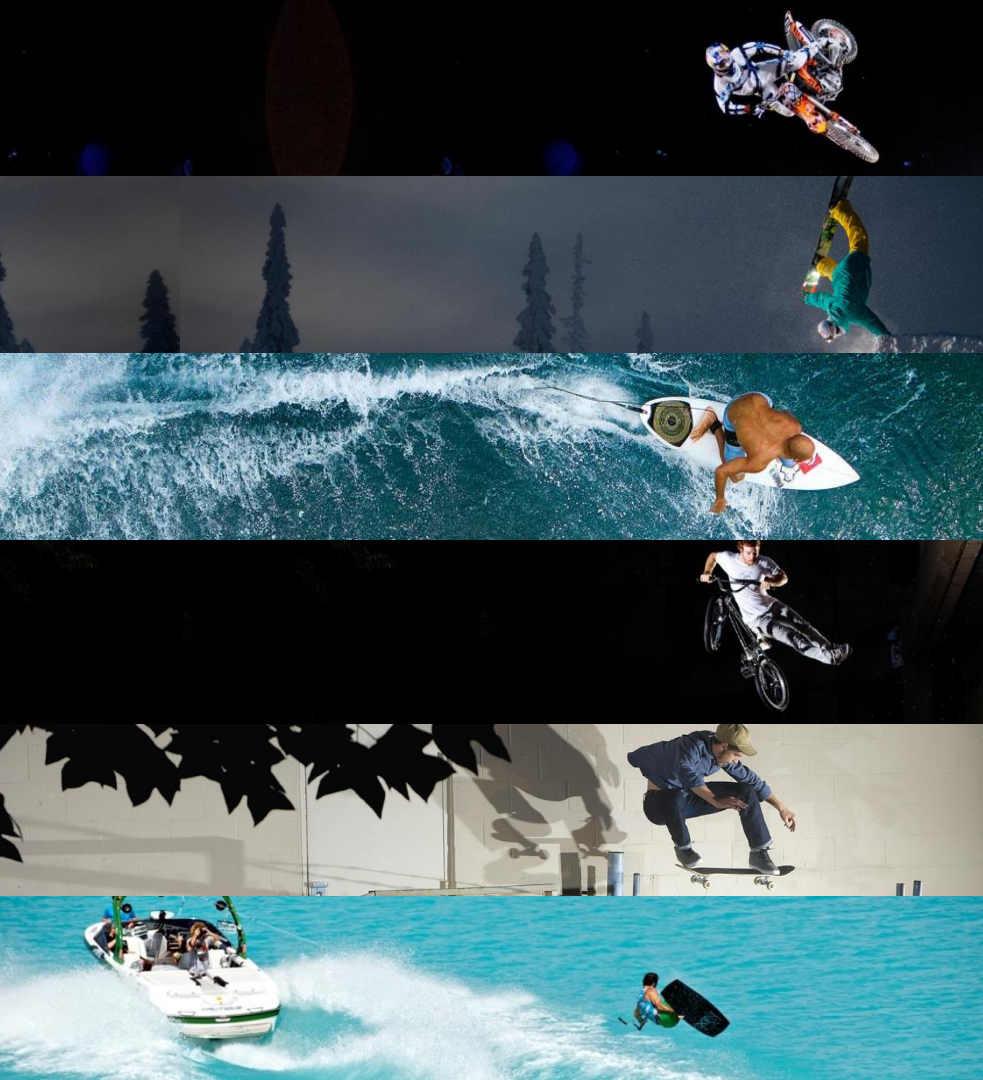


BRAND VISION

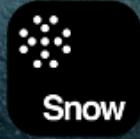
WE ARE NOT A DEMOGRAPHIC, WE ARE A MINDSET A GROWING GROUP OF **PASSIONATE PEOPLE** WHO LOVE **ACTION SPORTS**, LIVING OUTDOORS, **TRAVELING** AND ENGAGING WITH NEW EXPERIENCES.

WE ARE **FUEL TV**, ONE OF THE FASTEST GROWING BRANDS IN OUR INDUSTRY. WE REACH MORE THAN **12 MILLION** HOUSEHOLDS IN OVER **45 COUNTRIES**. WE ARE CREATORS OF ORIGINAL CUSTOM CONTENT, AND THE CURATORS OF AUTHENTIC AND CREDIBLE CULTURE. **WE SPEAK TO THE TREND SETTERS**, THE INFLUENCERS AND THE CUTTING EDGE.

WE ESTABLISH ONE OF A KIND LONG-TERM **MEANINGFUL RELATIONSHIPS** WITH **GLOBAL BRANDS**. WE ARE THE TOUCHPOINT WHERE THE ACTION SPORTS, ENTERTAINMENT AND LIFESTYLE INDUSTRIES CONVERGE.



ONE OF A KIND NETWORK



BRAND ATTRIBUTES

CREATIVE // IN TERMS OF APPROACH, LANGUAGE AND CONTENT.

CUTTING EDGE // TREND SETTER, FUELED BY NEW TALENT. WE CREATE CULTURE.

CLOSE // TO THE ATHLETES, OUR VIEWERS AND ACTION SPORTS TRIBES.

RESPECTED // BY THE ATHLETES, COMMUNITIES AND BRANDS.

UNIQUE QUALITY // EXCLUSIVE PRODUCTION, CREATIVE HOUSE, FULL HD CONTENT.

FUEL TV PERSONALITY

BOLD // LOVE NEW EXPERIENCES

INTELLIGENT // WE THINK THROUGH OUR OWN MIND

TREND SETTER // FEARLESS TO ACT

GLOBAL // CONNECTED TO THE WORLD

OPEN-MINDED // FRIENDLY, PLURAL, RESPECTFULL

COOL // FRESH, AND ASPIRATIONAL



TARGET // AUDIENCE PROFILE



MILLENNIALS
GLOBALISTS
2.5 BILLION
WORLDWIDE

1/3 OF THE WORLD
POPULATION



TARGET // AUDIENCE PROFILE



TEENS
10/14

**YOUNG
ADULTS**
15/24

ADULTS
25/34+

AUDIENCE PROFILE

EXTREME AFINITY

TARGET 15/24

70% ABOVE AVERAGE*

ATS / AVERAGE TIME SPENT

10.23 MIN.

COV / COVERAGE PORTUGAL

967.590

VIEWERS / AUGUST* UNIVERSE

* BASED ON A MEDIA MONITOR RESEARCH / AUGUST 2014

GLOBAL DISTRIBUTION

USA

LAUNCHING IN 2014

2.5*
MILLION

HOMES

*ESTIMATE

45
COUNTRIES

EUROPE

MIDDLE EAST

AFRICA

12 MILLION
HOMES

MULTI-PLATFORM APPROACH



FUEL TV REACHES ITS VIEWERS WHEREVER THEY ARE AND WHENEVER THEY WANT, CONNECTING THROUGH MULTIPLE TOUCH POINTS: TV, ON-LINE, TABLETS, MOBILE, PORTABLE, PODCASTS, POBBUSTERS AND BRAND ACTIVATION.

FUEL TV FACEBOOK

MORE THAN:

100.000*

FOLLOWERS

*SOON WE WILL TAKE CHARGE OF FUEL TV'S INTERNATIONAL PAGE WITH 500,000 FOLLOWERS

15/24

#1 TARGET

**HIGH
ENGAGEMENT**

**65% MEN
35% WOMEN**

3/ FUEL TV

PROGRAMMING NEWS



AWARD WINNING PROGRAMMING 2 EMMY'S



SIGNATURE SERIES & FINS



FUEL TV CONTENT STRATEGY

PRODUCTION OF EXCLUSIVE AND HIGH QUALITY SERIES IN THE U.S.A, EUROPE AND AROUND THE WORLD. (E.G.: BUILT TO SHRED, CAMP WOODWARD, THE POOL, DRIVE THRU)

STRONG INVESTMENT IN INTERNATIONAL ACQUISITIONS

LIVE CONTENT - GLOBAL QUALITY





STRANGERS IN DANGER



BUILT TO SHRED



THE PULL



DRIVE THRU



THE ART OF FLIGHT



SURF & SKATE FESTIVAL HAMBURG



DANNY & THE DINGO



THE CREW



THE MOTO INSIDE THE OUTDOORS

PROGRAMMING OVERVIEW

LIVE HIGHLIGHTS



SERIES

- + 25 SERIES ORIGINALS
- ROAD TRIPS
- PROFILES
- RANDOM
- STUPIDITY
- REALITY



FILMS

- +200 MOVIES
- AWARD WINNING
- CLASSICS



SPECIALS

- EVENTS
- CONTESTS
- AWARDS



SHORT CONTENT

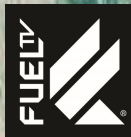


+ 500 NEW HOURS / YEAR

FUEL TV CONTINUES TO FEATURE QUALITY PROGRAMMING THAT INSPIRES AND ENTERTAINS BOTH ACTION SPORTS FANS AND TV VIEWERS WHO ARE DRAWN TO THE SIGHTS, SOUNDS, PERSONALITIES AND CULTURE OF THIS SCENE

4/ FUEL TV

MARKETING & BRAND ACTIVATION



MARKETING USP'S

IMAGE / HIGH QUALITY GRAPHIC PACK

360° STRATEGY / TOTAL INTEGRATION ON & OFF AIR

EXECUTION / INNOVATIVE MARKETING CAMPAIGNS

AUTHENTICITY / ATHLETES.COMMUNITY,INDUSTRY

BRAND ACTIVATION / EVENTS & SPECIAL COMPETITIONS





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