



HOLOGRAMUSA[★]

LIVE **HOLOGRAM** SHOWS | **360 & VR** STREAMING VIDEO
LIVE STREAMING **TV** | VIDEO **ON DEMAND** | **MUSIC** LIBRARY

INITIAL PUBLIC OFFERING | NASDAQ: **FOTV**^{*}

APRIL 2017

^{*}Proposed ticker

DISCLAIMER

Hologram USA Networks has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, Hologram USA Networks will arrange to send you the prospectus if you request it by filling out the form on the website or calling toll-free 888 FOTV NOW (888 368 8669).

FORWARD-LOOKING STATEMENTS

This Presentation contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, many of which are beyond Hologram USA Networks’ control. Actual results could differ materially and adversely from those anticipated in such forward-looking statements as a result of certain factors, including those set forth in the company’s prospectus.

OFFERING SUMMARY

Issuer	Hologram USA Networks Inc.
Security	Common Shares
NASDAQ Ticker	FOTV
Shares Outstanding After Completion of Offering	42,031,409 – 43,281,409
Post-IPO Valuation Range	\$336,251,272 – \$346,251,272
Shares Offered	2,500,000 – 3,750,000
IPO Amount	\$20,000,000 – \$30,000,000
Price	\$8 per share
Use of Proceeds	<ul style="list-style-type: none">i. Funding of Internet Video Content Acquisitionsii. Buying and Aggregating Complementary Businessesiii. Accelerating Sales, Marketing, and Promotion Activitiesiv. Working Capital and General Corporate Purposes
Management Lock-Up Agreement	180 day lockup for the Officers, Directors and their Family Members
Underwriters	Monarch Bay Securities, LLC Network 1 Financial Securities, Inc.
Expected Completion Date	Marked

INDUSTRY DYNAMICS

GROWING VIDEO SEGMENT

- ▶ By 2019, 80% of global Internet consumption will be video content, according to a 2015 Cisco report. It would take an individual over 5 million years to watch the amount of video that will cross global IP networks every single month in 2019
- ▶ Global over-the-top (OTT) TV and video revenues will reach US\$64.78 billion in 2021, more than doubling from US\$29.41 billion in 2015, according to Digital TV Research

INCREASE IN VIDEO STREAMING

- ▶ According to ComScore, 45.4% of users viewed at least one video online over the course of a month, with the average user spending over 16 minutes watching online video ads every month
- ▶ According to a 2015 Deloitte survey of U.S. consumers, 56% of those surveyed now stream movies and 53% stream TV shows on a monthly basis, as compared with 45% of those who prefer to watch TV programs live
- ▶ According to eMarketer, time adults spend watching digital video each day has increased from 21 minutes in 2011 to one hour and 16 minutes in 2015
- ▶ Subscription Video On Demand (SVOD) is tipped to become the biggest over-the-top revenue source by 2018, but Advertising-based Video On Demand (AVOD) will regain the top position by 2020 according to Digital TV Research
- ▶ Digital TV Research estimates there will be 383 million SVOD subscriptions by 2021, up from 163 million by the end of 2015 and just 21 million in 2010

INCREASE IN CORD CUTTING

- ▶ The latest Pew Research Center study found that 24% of all American adults do not subscribe to cable or satellite TV service. Of those, 15% have become cord cutters in recent years while 9% qualify as “cord nevers.” This trend is higher amongst adults in the 18 - 29 range, with 16% of them never having had a traditional subscription TV package
- ▶ Two-thirds of all adults who do not subscribe to cable or satellite TV cited alternate sources of content as the reason for not having a traditional pay TV service, according to Pew Research
- ▶ According to Consumer Technology Association (CTA), while pay-TV watching is down, more consumers are getting video content through paid video-streaming services, rising to 46% in 2015 from a year-ago 39%

INCREASE IN OTT SERVICES

- ▶ OTT streaming will fuel the growth of video content consumption, as 4K video becomes the new standard for consumers by 2019, according to a 2015 Cisco report
- ▶ According to CTA, while TVs remains the most-preferred device for viewing most video content, screens on computers, tablets and smartphones are preferred collectively for watching streamed content by 57% of consumers, or 13 percentage points higher than for TVs. For most types of video content, millennials are more likely to watch from non-traditional devices (42%) compared with adults 35 and older (22%)
- ▶ Consumer VOD traffic will nearly double by 2019, to the equivalent of 7 billion DVDs per month, according to a 2015 Cisco study

WHO WE ARE

- ▶ The world's foremost Holographic 3D technology with exclusive rights and patented technologies to create life-size holograms that can be activated on all platforms.
- ▶ Holder of exclusive rights to holographic images and performances of an array of iconic talent such as Whitney Houston, The Jackson 5, Buddy Holly, Bernie Mac and many more.
- ▶ Experienced holographic producer which has created events around the world for blue chip brands and media companies.
- ▶ HologramUSA is a key asset in entrepreneur Alki David's FOTV group which also includes the highly-trafficked digital video platforms, ETV and OVGuide, the digital music platform, MondoTunes and the TVOD platform, CinemaNow. These platforms can provide media and marketing exposure for brands which partner with HologramUSA.

HOW WE WORK WITH BRANDS

Hologram USA works with brands in every category and can be used as a promotional and marketing partner in a variety of ways.

BRANDS CAN:

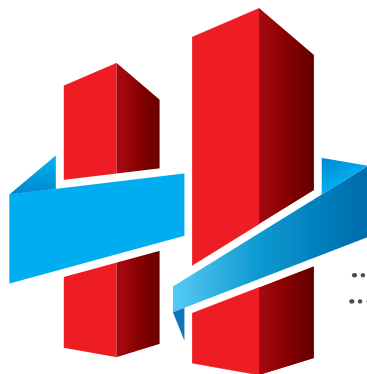
- ▶ Create original holograms which can be used for new product launches or corporate/brand imagery at consumer events, press events, conferences, conventions, etc.
 - ▶ Own these holographic images which can be re-used in perpetuity
 - ▶ Use/repurpose holographic content as branded content/commercials/promotions to use on ETV, OV Guide, Mondo Music and CinemaNow as well as other commercial and brand channels
 - ▶ Use holographic content for VR and AR executions
- ▶ Use HologramUSA talent for consumer, press and corporate events
 - ▶ Integrate brands into talent-driven customized content
 - ▶ Integrate brands with chosen holographic talent
- ▶ Sponsor HologramUSA events using our talent:
 - ▶ At soon-to-launch permanently dedicated Hologram theaters in tourist hot spots
 - ▶ Brands can have exclusive title rights to shows, signage in major cities
 - ▶ At holographic events created for festivals, conventions, entertainment launches, red carpet events

HOLOGRAM USA NETWORKS

Hologram USA is a fast-growing next generation premium entertainment platform that integrates hologram, virtual reality, 360° and streaming video



HOLOGRAM USA NETWORKS



HOLOGRAMUSA

Hologram USA Networks, Inc.

Hologram USA
Productions Inc.



ETV



CinemaNow, LLC



OVGuide Inc.





IS ONE OF THE **WORLD'S LARGEST**
LIVE TV STREAMING NETWORKS

70+ MILLION

MONTHLY VISITORS

700+

STREAMING CHANNELS

90,000+ FREE

AD SUPPORTED TV & MOVIE TITLES

75,000+

PREMIUM HOLLYWOOD TV PROGRAMS & MOVIES

2.5 BILLION

AD IMPRESSIONS PER MONTH

HOLOGRAM USA 360 & VIRTUAL REALITY

Hologram USA is at the forefront of Virtual Reality by providing VR content along with the latest in 360 video technology. Hologram USA offers solutions for all stages of VR & 360 video production, including shooting, stitching and viewing.

- ▶ At Hologram USA, our goal is to be a leader in VR/360 video technology and content creation for entertainment purposes. Our VR/360 technology and content will create fully spherical and immersive 360 videos and photos
- ▶ Our diverse business model includes the production and sale of Hologram USA VR Headsets, on-site 360 video production and 360 video hosting on HologramUSA.com
- ▶ Our HologramUSA.com VR & 360 hosting center allows producers and entertainers to share their work with the world via our server, mobile 360 video player and free mobile apps



HOLOGRAM USA SOCIAL

Hologram USA Social helps artists, celebrities, and other social influencers monetize the value of their Facebook audience.

- ▶ SELF PUBLISHED **LIVE VIDEO**
- ▶ **DIY PPV EVENTS**
- ▶ **FACEBOOK AND TWITTER WHITELIST**
- ▶ INTEGRATED **AFFILIATE NETWORK**



HOLOGRAM USA PRODUCTIONS

Hologram USA's AVOD, SVOD and TVOD video platforms are differentiated from our competitors through our proprietary interactive television services. Hologram USA Networks users will also have access to unique previews of our hologram projection shows--truly next level "event television." These marquee moments will part of the original branded content offerings in partnership with Hologram USA productions.

2017 HOLOGRAM LIVE CONCERT SERIES*

SPONSORSHIP, BRAND INTEGRATION, VENUE, TITLE
SPONSORSHIPS, AND OTHER HOLOGRAM ADVERTISING OPPORTUNITIES

Whitney Houston | Roy Orbison | Judy Garland | Bernie Mac | Redd Foxx

*Disclaimer: This line-up is subject to approval and change. All events are to be confirmed via talent, featured talent, venue & estate.





HOLLYWOOD BLVD • HOLLYWOOD, CA

6656 Hollywood Blvd • Prime location east of the Chinese Theater

250 Premium Seats (1st Floor) • **VIP Box Seating** (2nd Floor)

Live **Hologram Shows** & **3D** Movies **Daily**

COMING SOON:

FOXWOODS
RESORT ♦ CASINO

MASHANTUCKET, CT | 500 Premium Seats



WATCH VIDEO AT
www.hologramusa.com



THEATER DISTRIBUTION

Hologram is USA Networks is exclusively licensing its patented technology to theaters and venues across North America, delivering entertainment shows and live events as holographic projections.

Additionally, Hologram USA is offering global digital distribution through Cinedigm, A publicly traded company in the US which distributes content and projection technology to over 12,000 cinemas throughout North America.



Hologram USA and Cinedigm have reached an agreement for Cinedigm to sell Hologram's Content and Services to a starving theatrical marketplace which will benefit enormously from this value added upgrade to the existing venue.

HOLOGRAM PROJECTS



JACK BLACK: LOS ANGELES TO MADRID

A scheduling conflict made it impossible for Jack Black to make it to Madrid, Spain to promote his film *Goosebumps*. So on January 8, 2016, Hologram USA beamed Mr. Black from our green screen studio in Beverly Hills to a hologram projection stage in Madrid.

Because Hologram USA can beam anyone from anywhere to anywhere else in real time, Jack Black was able to answer questions from international journalists as if he was actually sitting across from them. On this particular press junket, 15 different journalists each got to spend 10 minutes with the star of *Goosebumps*. Jack Black got to promote his film in Spain, and still got to be home in Los Angeles by lunchtime.

We used satellite uplink and downlink receivers. 1 in Los Angeles, and 1 in Madrid, and because high definition satellite time was used, Jack Black looked like he was really there. Jack Black not only appeared in hologram form in Madrid, but he was able to see, hear, and interact with everyone on the receiving end.

HOLOGRAM PROJECTS



JIMMY KIMMEL LIVE!: COUNTRY MUSIC AWARDS CROSSOVER

Jimmy Kimmel made television history on November 5, 2014 when he used Hologram USA's patented technology to "beam" himself from his Hollywood, CA television studio to The Country Music Award Theatre in Nashville, TN. Kimmel then performed his late night talk show monologue in 2 cities in front of 2 live audiences simultaneously. Later in the show, CMA winner Kacey Musgraves was "beamed" from Nashville to Hollywood for a live hologram interview. Then, country artists Florida Georgia Line was beamed onto Kimmel's 40 foot outdoor stage to perform a couple of their hit songs.

No longer do we need to rely on people being "live via satellite" when we can now have "live via hologram". The show was so well received by both the live and TV audiences, Kimmel has repeated it 3 years in a row for the CMA's.

HOLOGRAM PROJECTS

NANTUCKET PROJECT: LIVE JULIAN ASSANGE TELEPRESENCE

The Nantucket Project is one of the world's great gatherings, each year hosting pre-eminent thinkers, leaders and innovators in a wide range of fields. Using Hologram USA patented technology, The Nantucket Project "beamed" in Julian Assange from Julian's hideout inside of the Ecuadorian Embassy in London to Nantucket, a tiny island off the coast of Massachusetts on 9/28/14. For 90-minutes, Assange opened the floor to Q&A and was interviewed in real time by an interviewer who was actually on stage.

Within minutes of Assange's hologram materializing on stage, #AssangeHologram became a worldwide Twitter trending topic and quickly made it to some of the biggest news outlets including Time Magazine, Vanity Fair, The New York Times, and The Washington Post. A clip of the interview was even featured on The Tonight Show the following evening.



HOLOGRAM PROJECTS



FAST & FURIOUS SUPERCHARGED: UNIVERSAL STUDIOS HOLLYWOOD TRAM TOUR

To celebrate the 50th anniversary of the world famous studio tour, Universal Studios Hollywood licensed Hologram USA's patented hologram technology for the "Fast & Furious - Supercharged" ride as the grand finale of the tour.

Visitors to the theme park can ride along with the all-star cast from the hit movies on an exhilarating high-speed chase that exceeds 120 miles per hour which catapults them into the high-stakes underworld of fast cars and international crime cartels.

Vin Diesel was one of the first humans to take the thrill ride during its grand opening celebration. He tells USA Today that he was blown away seeing himself.

HOLOGRAM PROJECTS



T-MOBILE: MARIAH CAREY HOLOGRAM CONCERT

The cold, crisp air hangs over the town's central square. Throughout the wintry day, the collective attention of passers-by is on an enormous white Christmas gift placed at the plaza's center. As dusk falls, a noise emerges from the box. A crowd gathers. In an explosion of light and sound, Mariah Carey emerges, performing a moving rendition of Silent Night. Then, as suddenly as she appeared, she disappears – this time in a dazzling 3D shatter of glitter, sparkles and confetti. The captivated and overjoyed crowd pauses in amazement before the performer miraculously reappears and delivers her upbeat version of All I Want for Christmas Is You.

In fact, spectators in five European cities are watching the event – which features a hologram of the famous singer – simultaneously, unwittingly taking part in a unique T-Mobile promotional event featuring VFX by MPC New York. The studio used Hologram USA patented technology to create the memorable event.

HOLOGRAM PROJECTS



GHOSTBUSTERS: HOLLYWOOD RED CARPET EVENT

On Saturday July 9, 2016, Hologram USA constructed a customized 25' wide hologram projection stage on Hollywood Blvd along the red carpet for the world premiere of Sony Pictures film, Ghostbusters. Using patented materials, the skilled Hologram USA crew built the 1st ever daytime hologram projection stage in North America. The Hologram USA animation team produced and projected the hologram content to make it appear as if Slimer and the other ghostly creatures from the film were actually floating on the red carpet.

Fans, journalists, and celebrities -- including Kristen Wiig, Kate McKinnon, Melissa McCarthy, and Leslie Jones -- at the event, not only took pictures and videos with hologram Slimer, but they were also turned into holograms themselves. Hologram USA technology combined with an on-site green screen telepresence area gave our producers the ability to beam everyone onto the stage via hologram in real time.

HOLOGRAM PROJECTS

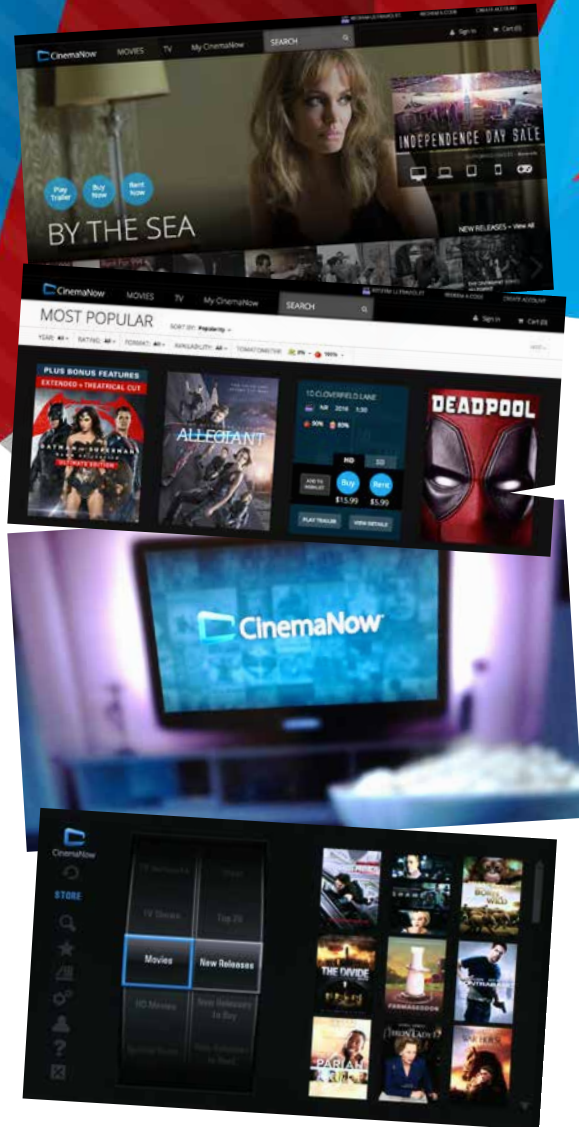


COMEX CONVENTION

Hologram USA created engaging holographic content for the Annual Comex Convention in Acapulco, Mexico in February 2016, using the largest hologram projection stage to date. The projection stage was 65 feet wide and 20 feet tall, making for some pretty serious content. For ten hours a day over the course of the 3 day corporate event, our holograms were used to beam virtual graphs and charts, projected sales charts, goals and growth, as well as incorporating live dancers and singers into onstage entertainment to keep the audience in awe.

Alongside our pre-recorded content, Hologram USA also used live telepresence and projection mapping. The Comex convention was regarded as the future and new standard for corporate presentations.

CINEMANOW



CinemaNow is an early mover in OTT digital storefronts procuring and distributing on-demand film and television content from all major and independent studios direct-to-consumers using the CinemaNow brand and via white-label solutions

- ▶ Buy or Rent Early Film Releases and Next-Day Television from CinemaNow and instantly download or stream content to over 350 compatible devices - Transactional VOD (TVOD)
- ▶ Over 75,000 Movies and TV shows in its library, which is updated weekly with an average of 150 titles
- ▶ CinemaNow is unique in its ability to white label its platform for enterprise customers per contractual agreement with the studios
- ▶ Over 105 million enabled device storefronts; 20+ storefronts in US, Canada, UK and Germany

OVGUIDE

OVGuide is the comprehensive source for the discovery, guidance and consumption of online video

CONTENT

- ▶ 10,000+ AVOD movies
- ▶ Short and long form content across 20+ categories

AUDIENCE

- ▶ Millions of video focused monthly unique visitors globally across Web, mobile Web, iOS, Android and Roku
- ▶ Power 18 AVOD movie channels on Roku; 10 O&O channels

TECHNOLOGY/DATA

- ▶ Data from thousands of feeds and hundreds of partners constantly update 4+ million video pages, 40+ million topic pages
- ▶ Proprietary cloud based Online Video Platform that powers all OVGuide and third party applications
- ▶ FASEngine – proprietary vertical specific, data tagging technology using Natural Language Processing and Machine Learning



Roku



*Partner applications powered by OVGuide

FOUNDER, CHAIRMAN AND CEO

Alkiviades (Alki) David

20+ years experience



Alkiviades (Alki) David founded ETV Ltd. in 2007 (formerly known as 111PIX Ltd. and a predecessor of our company) and has served as our Chairman of the Board and Chief Executive Officer since that time.

Mr. David has worked in the global digital media industry for the past 15 years as an investor, entrepreneur and executive. He formed a personal holding company, Anakando, Ltd., and, an affiliated company, the Anakando Media Group in 2007. In addition, Mr. David has majority investments in several privately-held media companies that do business with ETV, including Hologram USA Inc., a hologram projection business with patented technology. Mr. David also formed Advirally Inc. in 2012 and Class15.com Inc. in 2014, each of which provides social media marketing services.

In 1995, Mr. David established Independent Models. Also in 1995, Mr. David helped establish the family-owned shipping company, Levant Shipping. In 2000, Levant Shipping was merged with the U.S.-based shipping company Navios Maritime, and, in 2007, the combined company's shipping business was sold to International Shipping Enterprises.

Mr. David and other family members of the Leventis-David Group maintain holdings in a number of industries including manufacturing, real estate, shipping and bottling (including ownership interests in Coca-Cola Hellenic bottling plants in 28 countries). Mr. David is also chairman of the board of his late father's charitable trust, The Andrew A. David Foundation, and founded the non-profit organization BIOS to educate the public about marine conservation surrounding the Greek Islands.

Mr. David received a Master of Arts degree from the Royal College of Arts' Film and Television program in London, and has written, produced and appeared in feature films and on television.

LEADERSHIP



Peter van Pruissen

**Chief Financial Officer,
Secretary, Treasurer
and Director**

30+ years experience

Peter van Pruissen has served as CFO of Hologram USA since September 2011.

Previously, Mr. van Pruissen has served as CFO of Tradeshift Inc., a private e-invoicing and procure-to-pay platform, bCODE Pty Ltd., an ad network for mobile marketing, Piczo, Inc., a social networking and blogging website, and On24, a streaming media distribution network.

Mr. van Pruissen was also the Corporate Controller of Wired Ventures Inc., the multimedia print and online publishing holding company and parent of Wired magazine and Wired.com digital division.

Mr. van Pruissen has a BA in Finance from Amsterdam's Nyenrode Business University and an MBA in Finance from University of San Francisco.



Sanjay Reddy

**Executive VP of Hologram USA,
President of OVGuide Inc.**

25+ years experience

Sanjay Reddy has served as EVP of Hologram USA since March 2016.

Previously, he has served as CEO of OVGuide.com, Inc., an online video guidance company acquired by Hologram USA in March 2016, CEO and co-founder of Live Matrix, a guide to the Live Web that was acquired by OVGuide in December 2011 and SVP and head of strategy, business development and M&A for Gemstar-TV Guide (GMST), a media and technology company, that he ran the sale process for when it was merged with Macrovision (current ticker: ROVI) in a \$2.5 billion sale.

Mr. Reddy has also served as VP, Corporate Development, Covad Communications (COVD), a public DSL company, and VP, M&A Investment Banking at Salomon Smith Barney (now Citi).

Mr. Reddy has a BA in Economics from Cornell University and an MBA from UCLA Anderson School of Business.



Mykola Kutovyy

Chief Technology Officer

10+ years experience

Mykola "Nick" Kutovyy has been CTO since 2008.

Mr. Kutovyy possesses over 10 years of international engineering experience managing large scale IT systems and teams in mobile telephony, video streaming, advanced integrated network applications, and object relational database management.

Mr. Kutovyy holds an advanced degree in Computer Science from Odessa I. I. Mechnikov National University in Odessa, Ukraine.



Kim Lori Hurwitz

Chief Content Officer

25+ years experience

Kim Lori Hurwitz joined Hologram USA in December 2010 as SVP, Programming and SVP, Content Partnerships of the Anakando media Group. She was named Chief Content Officer in December 2015.

Previously, Mrs. Hurwitz was Director of Marketing for DIRECTV overseeing PPV and Advanced products managing a \$500m annual P&L.

Past positions include National Director of Affiliate Relations for the Tube Music Network, Regional Marketing and Advanced Products Manager for Adelphia/TCI and President/Co-Founder of the SoCal PPV Cable Group.

UCLA-educated with more than 20 years' experience monetizing leading content platforms.



David Bohnett

Director

David Bohnett is a renowned technology entrepreneur, venture capitalist and philanthropist.

Mr. Bohnett is the Founder and Managing Partner of Baroda Ventures LLC, an early stage venture capital firm he founded in 1999 that invests in technology and digital media companies primarily in the Los Angeles area (Stamps.com, LowerMyBills, WireImage). Previously, he was the founder and CEO of GeoCities, which he took public and then later sold to Yahoo for \$3.6 billion in 1999. He has also served on the board of NCR Corporation (NCR).

Mr. Bohnett is also a trustee of LACMA, University of Southern California and the JFK Center for the Performing Arts, and the Vice Chair of the LA Philharmonic and the Chairman of the Wallis Annenberg Center for the Performing Arts.

Mr. Bohnett has a BS in Business Administration from USC and an MBA from the University of Michigan.

INVESTMENT HIGHLIGHTS

DEEP AND UNIQUE **CONTENT OFFERING**

Hologram USA supplements a broad Movie and TV library with cutting edge and unique content in the form of hologram shows and Social TV

- Hologram USA has over 90,000 movies and TV shows across its various product offerings
- Hologram content is unique with exclusive licenses to exploit the digital likeness of multiple celebrities such as Whitney Houston and Billie Holiday. The Hollywood theater represents the first step in expanding into live theatrical to complete the vertical integration of Hologram USA's video offering

MOST COMPREHENSIVE **VIDEO PLATFORM**

Hologram USA is the only independent company that addresses the full spectrum of video consumption – AVOD, SVOD, TVOD and Live Streaming

- Hologram USA and OVGuide have large global audiences
- CinemaNow is the only North American Premium Movie TVOD platform that is not a subsidiary of a major conglomerate
- As OTT replaces traditional distribution channels, Hologram USA's live streaming platform represents the future of video distribution
- Hologram USA has developed 360 degree (360) & Virtual Reality (VR) video streaming solutions which, along with our hologram assets, positions us to capitalize on the exponential growth in Augmented Reality (AR) / VR which is predicted to become a \$150 billion market by 2020 according to Digi-Capital



INVESTMENT HIGHLIGHTS

LARGE AUDIENCE FOOTPRINT

The Hologram USA platform reaches a global audience across desktops, smart phones, tablets, smart TVs, OTT platforms and Internet-connected devices

- 70+ million monthly visitors
- 700+ streaming channels
- 90,000+ free ad supported TV programs and movies
- 75,000+ premium Hollywood TV programs and movies
- 2.5 billion ad impressions per month
- The Hologram USA TV channel is also on Dish Network throughout Los Angeles and coming to more Dish markets in Q2 2017, serving 1M+ satellite homes

UNOPTIMIZED MONETIZATION

Hologram USA currently monetizes a fraction of its inventory and at low ad network rates, thereby providing a near term opportunity for material top line expansion

- We currently monetize our digital ad inventory primarily by using a combination of multiple ad networks globally
- Our intent is to acquire an ad network to optimize our digital ad revenue in terms of fill and CPM, as well as to leverage its direct ad sales force to maximize the revenue potential from brands and sponsorship opportunities for our unique content offering
- Theatrical sales of hologram shows represent a material future opportunity as our position in creating compelling hologram content will be leverageable on a global basis



DIGITAL MEDIA OFFERINGS

CREATIVE PRODUCTIONS

- ▶ Our offerings of original branded content and licensed holographic content distinguish us from other OVD platforms. We create and carry original films and content programming including digital feature films, television shows and social network-oriented content from over 30 Internet celebrities, including YouTube's PewDiePie and Shane Dawson
- ▶ Our original films are designed to appeal to our target audience of younger viewers and to consistently feature well-known actors, musicians and celebrities
- ▶ Original feature films produced by and released on HologramUSA.com include Guido, Bob Thunder Internet Assassin, Lord of the Freaks, The Freediver, Fishtales, Opa!, Killing the Cheeky Girls and Killing Brigitte Nielsen
- ▶ In 2015, we collaborated with several premium artists such as Flo Rida, to create original content and programming for our platform
- ▶ **The key feature of these productions is the integration of brand sponsorship generating an essential revenue stream to all of our properties**



HOLOGRAM

shows



WHITNEY HOUSTON TOUR

The late Whitney Houston will return to the stage as a hologram next year. The project is being organized by Hologram USA in conjunction with Pat Houston, the singer's sister and president of her estate.

The virtual recreation of Houston will be a multimedia endeavor. Not only will the hologram premiere at a U.S. venue and tour the world, but the content will also be cross promoted on Hologram USA through our syndicated digital and cable platforms. The show will be interactive and feature the singer's greatest hits.

FILM LIBRARY

65,000+ HOURS

OF TV & FILM

250

ACADEMY AWARD NOMINEES

1,200

EMMY AWARD NOMINEES

DIGITAL CONTENT

58+

Film and TV Libraries

TV CHANNELS

ADVERTISING
SERVICES

FILM LIBRARY

- ▶ Hologram USA Media is designed to monetize our collection of more than 58 film libraries including the Allied, Cannon, Cinebx and Hemdale catalogs
- ▶ This collection includes 65,000 hours of historical television footage (including extremely rare footage of President John F. Kennedy, Elvis Presley, Michael Jackson and the Beatles) and thousands of feature films

LICENSED, PRODUCED AND REDISTRIBUTED **DIGITAL CONTENT**

- ▶ Hologram USA aggregates digital content offerings primarily from professional third-party content providers from the film and television industry
- ▶ License content from Hologram USA's library to third parties such as Amazon and Hulu

ADVERTISING SERVICES

- ▶ Hologram USA offers advertisers the ability to engage in all-inclusive digital ad campaigns encompassing pre-roll, mid-roll and highly effective display ads built around and customized to the proprietary content and user data from the Hologram USA platform

DEDICATED **TELEVISION CHANNELS**

- ▶ Diverse linear streaming channel Hologram USA includes classic and pop culture content spanning live sports, gaming and interactive television
- ▶ Our long-term strategy for Hologram USA is to develop our interactive television system (patent pending), which draws upon our online social streaming community and will televise our viewers who share their own live video streams

PREMIUM MOVIES & NEXT DAY TV

Hologram USA has entered into licensing agreements to distribute the latest Premium Hollywood Movies and Next Day TV shows. Hologram USA's Audience and New customers can buy or rent from a Library of 65,000 Titles, the latest premium movie releases and next day TV at HologramUSA.com/premium. With ON DEMAND Access, Users can instantly stream Hologram USA's "Ultra Violet" library of content to all of their compatible devices, whether at home or on the go.

LIONSGATE

starz



THE **HOTTEST NEW HOLLYWOOD MOVIES** INCLUDING **PRE-DVD RELEASES** AND **TITLES STILL IN THEATERS**. NEW RELEASES IN EVERY GENRE, INCLUDING ACTION, COMEDY, DRAMA AND MORE.

COMPETITIVE ADVANTAGE

DISTINCT ADVANTAGE

Because of Hologram USA's exclusive and proprietary content, the Company is uniquely positioned as a complementary service to large general content providers such as television broadcasters, cable television channels and streaming services such as Netflix, Hulu and Amazon.

EXCLUSIVE AND PROPRIETARY CONTENT

Hologram USA has amassed an extensive library of content with exclusive worldwide streaming distribution rights and has established exclusive relationships with key talent and content providers.

The significant volume of titles the Company offers in the VOD category and the breadth of Hologram USA's 700 streaming channels differentiate the Company from Netflix and similar OVD platforms, which primarily provide serialized content and select VOD titles produced in a proprietary manner.

UNIVERSAL ACCESS

Hologram USA's titles can be streamed by all of the Company's viewers through HologramUSA.com using virtually any Internet-connected device (tablets, smart phones and laptops) or from Hologram USA's mobile app, which has had more than 50 million downloads to date.

INTERNATIONAL DISTRIBUTION RIGHTS

By securing international distribution rights for Hologram USA's proprietary and licensed content, the Company has created a barrier to entry for competitors, giving Hologram USA the potential to reach a worldwide subscriber base with no additional licensing costs.

							
Significant Mobile Presence	✓	✓	✓	✓	✓		✓
Exponential Growth Opportunities	✓	✓		✓	✓	✓	✓
Proprietary Content	✓	✓		✓			
Live TV	✓						
International Distribution Rights	✓	✓	✓	✓			✓
Premium Hollywood Movies & TV	✓			✓			✓
User Generated Content	✓		✓				
Social Media Network	✓		✓			✓	
Diversified Revenue Model	✓		✓	✓		✓	✓
Advertising Services	✓		✓	✓			✓
Dedicated Television Channels	✓		✓			✓	
Extensive Film Library	✓		✓			✓	

Source: Hologram USA

CUSTOMERS

Hologram USA has active partnerships with most major trading desks and ad networks. Hologram USA offers these partners pre-roll, mid-roll and display banner advertising across our properties.



STICKYADS_{TV}



PubMatic



collective

BrightRoll

YuMe



sambaads

spotXchange

Roku

TREMOR
VIDEO

STRATEGIC PARTNERSHIPS



Largest US Radio Network

Hologram USA and iHeartRadio partnered to produce and broadcast a series of live streaming concerts. Broadcast will include live concert, behind the scenes interviews, red carpet arrivals, and branded segments.

lenovo®

Under a partnership agreement with a subsidiary of Lenovo Group Ltd., the world's largest personal computer vendor by unit sales, our Hologram USA app has been preloaded as the default OVD app on personal and tablet computers manufactured by Lenovo and offered for download in its app store, providing millions of Lenovo users direct access to our content.

REVENUE STREAMS

ADVERTISING REVENUE

We work with many of the world's largest advertising networks and agencies and major brand sponsors to monetize our platform's advertising-funded business model.

SUBSCRIPTION REVENUE

Premium subscribers have access to our premium channels (advertising free), pay-per-view specials, special live events (e.g., boxing and music concerts), a high definition ("HD") quality signal for all channels (where available), and the ability to record a set number of hours of programs.

LICENSING REVENUE

Hologram USA operates an advanced digital facility in Irvine, California to restore, archive and digitize the large film libraries that we have acquired and now generate revenue from by licensing these titles to platforms like Hulu, Netflix and Amazon.

TRANSACTIONAL

PPV-VOD REVENUE

With the acquisition of CinemaNow, Hologram USA is now generating material revenue from the sale, via VOD or Electronic Sell Through (EST), of mostly Premium Hollywood Movies and Television in the first "Digital Tier" window available from the major Studios.

LIVE EVENT AND THEATER REVENUE

We will generate revenue from the sale of tickets to various shows — ongoing, original hologram productions in theaters as well as traditional live events. Incremental revenue will include merchandise sales, activations and branded sponsorship opportunities.



GROWTH STRATEGY

Hologram USA's core strategy is to grow our ad-based and subscription business domestically and internationally, while launching our theatrical hologram business. This will be done by expanding our unique and exclusive video content library, broadening our subscriber base, increasing streaming advertising revenue opportunities, enhancing our user experience and extending our direct-to-consumer streaming service continually to the most advanced Internet-connected devices. Key elements of this strategy include:

CONTENT / AUDIENCE

- ▶ Continue to aggressively acquire or invest in **content**
- ▶ Enter into **strategic partnerships** with third-party master content licensors
- ▶ Create a **seamless, cross-platform**, single user ID user experience

TECHNOLOGY / PLATFORM

- ▶ Expand **Hologram USA app footprint** across existing and new OTT platforms
- ▶ Increase investment in **live streaming** and **VR/hologram** solutions
- ▶ Continue to refine our **core technical infrastructure** to **facilitate easy integration** of contemplated acquisitions

MONETIZATION / M&A

- ▶ Accelerate our **sales execution, marketing** and **monetization**
- ▶ Complete selected **complementary acquisitions**

M&A OPPORTUNITIES

IN ORDER TO FULFILL ITS VISION OF BECOMING THE **LEADING NEXT GENERATION PREMIUM ENTERTAINMENT PLATFORM**, Hologram USA INTENDS TO ACQUIRE SELECT ASSETS FROM ITS CURRENT PIPELINE OF TARGETS IN THE AREAS LISTED BELOW.

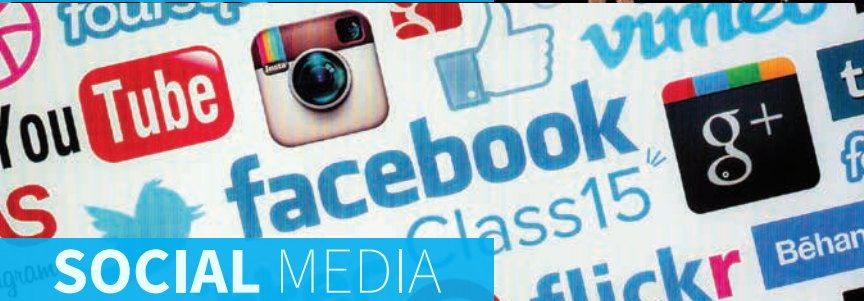
AD NETWORK/MONETIZATION | CONTENT | VIDEO TECHNOLOGY



HOLOGRAMS



LIVE TV



SOCIAL MEDIA



STUDIO MOVIES

Our viewers watch our live television offerings of over **700 streaming channels**, **90,000 on-demand** movies, documentaries, music videos, podcasts and **original** social television programming.

www.hologramusa.com

www.etv.com

www.fotv.com

www.cinemanow.com

www.ovguide.com