

# SIMPLIFIED INFORMATION NOTICE



## The first worldwide movies platform dedicated to wines and spirits

Film director & producer / Streaming platform / Documentaries / Reports / Series / SVOD / TVOD / AVOD /

**E-Studioz SAS** : share capital 1,000€  
12 RUE D ENGHIEU 33000 BORDEAUX  
President : Gerard SPATAFORA  
SIRET : 85268016400021  
RCS : B 852 680 164 R.C.S Bordeaux

[www.eastboundwestbound.wine](http://www.eastboundwestbound.wine)

### Maturity of the project:

☐ Idea ☐ MVP/Pre-revenue ☐ Market validation ☒ Growth

### Source of income for buyback (PRP):

☒ already existing : SaaS, copyrights, sponsors ☐ to come :

### Market:

☒ SaaS ☐ Services ☐ Ecommerce ☒ Other  
☒ B2B ☐ B2G ☐ C2C ☒ B2C ☐ B2B2C  
☐ France ☐ Europe ☒ World

### IBEx Scoring<sup>(1)</sup>

AA+ MT

### Differentiating elements

- Outstanding network
- [Eastbound Westbound](#) available on Apple TV+
- High potential market

**E-studi'OZ is an audiovisual production company that offers through a unique streaming platform to discover the world of wines and spirits.**

Following the production of more than 1500 reports on the greatest châteaux and wineries for a Bordeaux wine merchant, we wish to extend our activity by creating a thematic platform with diversified sources of income : sponsors, subscriptions, royalties and broadcasting.

**E-STUDI'OZ has achieved €300K of revenue in 2021.**

*"Our first documentary, Eastbound Westbound, has received rave reviews from journalists and is available on Apple TV+ since February. Our ambition is twofold, to produce films and broadcast them live to fans..."*

-Gerard Spatafora, Fondateur

## WHY INVEST IN E-STUDI'OZ

- **You participate in the co-financing :**
  - the production of new **original creations**
  - **co-production** of documentaries with producers and directors around the world
  - the launch of the streaming platform.
- **Revenue from the platform :** 27€ per user per year.
- Only 0.10% of the world's wine lovers would allow us to exceed €10M in sales.
- **100% markup on sponsored documentaries.**
- The expertise of the E-Studioz team and its partnerships with many prestigious vineyards.
- **Estudioz will dedicate 12% of the revenue related to the platform, copyrights and broadcasting rights of its original productions to buy back WINETV tokens.**

## OUR PARTNERS

OZCO : The leader in wine & spirits press relations  
80 customers (domaines, châteaux, distillateurs...) in France and abroad.

## MARKETS:

### Wines and spirits worldwide :

- 384 million regular wine consumers

### Audiovisual in the world :

- €101 billion : Revenues from OTT (over the top) platforms in 2020
- €223 billion : Estimated turnover in 2026
- Annual growth of streaming: 21%
- Strong growth of thematic streaming platforms

**FUNDRAISING GOAL : 1 500 000 €**

## USE OF FUNDS RAISED

- Deploy the streaming platform
- Hire and build a knowledgeable team
- Produce documentary films, series, shows and reports about wine & spirits
- Stream our own content and others coming from producers and filmmakers
- Broadcast (FAST) the first and unique wine & spirits channel (Orange, Verizon, Vodafone...)
- Build and engage a wine & spirits community on social network

**Goal : €2.2M of revenue in 2025**

## INVEST IN E-STUDI'OZ

Participate in the first investment phase

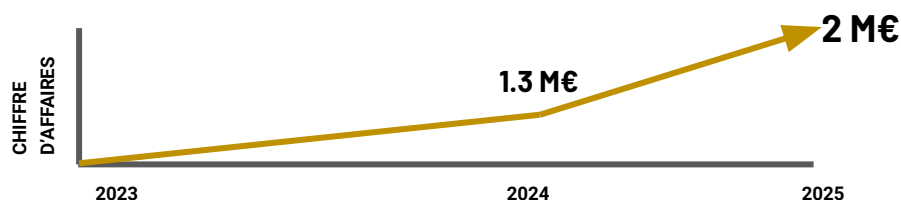


(1) Limited offer for the first 10 million tokens purchased. Double your initial number of tokens by keeping them in a "long" ibex account. You still have full control over your WINETV, against renunciation of the corresponding bonus.

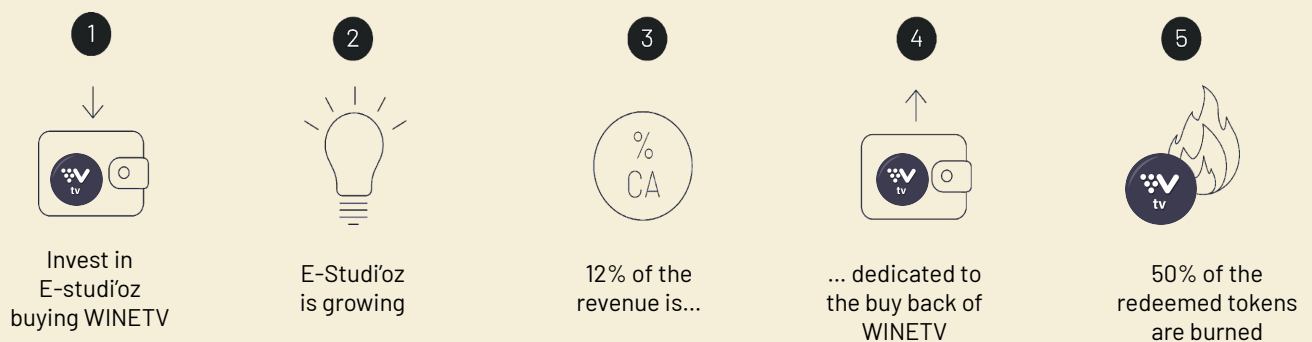
You will receive 3 months of subscription to the streaming platform for free.

## PERSPECTIVES

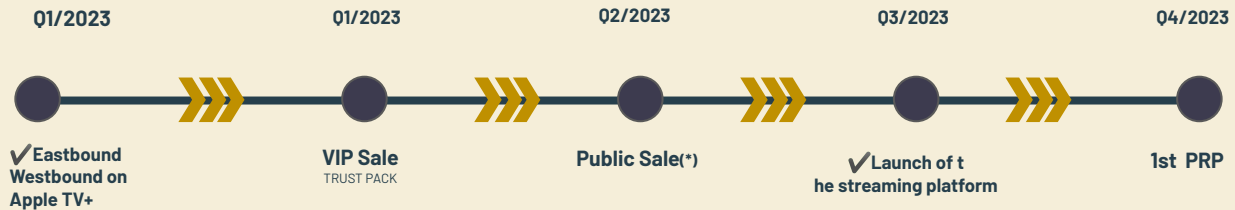
E-studi'oz has already produced its first report broadcast on Apple TV since February 2023. From Q4 2023, we will dedicate 12% of our revenue to buy back WINETV Tokens.



## HOW THE PERPETUAL REPURCHASING PLAN (PRP) WORKS



## ROADMAP



(\*) depending on the availability of tokens

## E-STUDIOZ TEAM



**Gerard SPATAFORA**  
Co-founder  
Ecommerce & internet veteran since 1996.  
Fine wine expert since 2006 selling in EU, USA & ASIA.



**Philippe MAURANGE**  
Co-founder  
Wine journalist and critic for 22 years at La Revue du vin de France



**Arnaud SERRE**  
Co-founder  
25 years of background in advertising and media agencies.



**Stéphanie QUANTRELL PARK**  
Advisor  
17 years of background at Sony Pictures, distribution marketing and communication



**Kim LORANGER**  
Advisor  
Media lawyer and 15 years background executive production of show and documentary

## THEY TALK ABOUT US

## Contact

Gérard SPATAFORA  
gspatafora@estudioz.wine  
www.bluewine.com

**E-Studioz SAS** : share capital 1,000€  
12 RUE D ENGHEN 33000 BORDEAUX  
President : Gerard SPATAFORA  
SIRET : 85268016400021  
RCS : B 852 680 164 R.C.S Bordeaux

