



APOLLO

LEADING global streaming
video-on-demand service
for the performing arts



**Global
launch
2019**

**1 million
paying
subscribers
and
\$90million
revenue
within 5.5
years**

A SEXY NEW PERFORMING ARTS BRAND

INTERNATIONAL CONTENT

EXCLUSIVE & ORIGINAL
productions

GLOBAL PERFORMING
ARTS COMMUNITY

Attractive PRICE

ENTREPRENEURIAL
digital FOUNDERS



REPACKAGING
PERFORMING
ARTS
to appeal to a
younger, digital
generation

(25 - 45 years
(digitally savvy age group)



\$8.99

MONTHLY
SUBSCRIPTION

INVESTMENT OPPORTUNITY

\$1 m seed round
25% equity stake

**5.5 years IRR in
excess of 120%**

**54x multiple on
investment**





A NEW VISUAL
EXPRESSION

BREATHTAKING
performances

COMPREHENSIVE
genre coverage

LARGEST CATALOGUE
selection

MAINSTREAM AND
AVANT-GARDE
creativity

A NEW, IMMERSIVE
performing arts
experience

BUSINESS POTENTIAL

"Some people are fascinated by what they know, and some are fascinated by what they don't know. **I'm just very interested in what's possible.**"

Wayne McGregor

\$8,99 per subscriber

Apollo will run a market pilot for 6 months before full market launch in Q3 2019

Annual subscriber projections

| | |
|--------|-----------|
| PILOT | 10,000 |
| YEAR 1 | 50,000 |
| YEAR 2 | 150,000 |
| YEAR 3 | 300,000 |
| YEAR 4 | 600,000 |
| YEAR 5 | 1,000,000 |

A NEW WORLD OF ENTERTAINMENT. FOR EVERYONE.

Over the next four years, SVOD
will grow by a staggering

**166 million
subscribers globally**

Entertainment is the fastest
growing SVOD segment

Yet, public access to quality
online performing arts content
remains weak

OPPORTUNITY FOR NEW

- Impact marketing
- Untapped audiences
- Online revenues



HIGH PROFILE digital marketing

SOCIAL MEDIA
CHANNELS

SEARCH ENGINES

THEATRE
WEBSITES

Free user trials

Offers, promotions,
competitions

Collaborating with theatres
and festivals

EASILY ACCESSIBLE
across all digital platforms



amazon fireTV

slingTM
TELEVISION

Roku

amazon primevideo

sky

at&t
UVERSE

TalkTalk

Spectrum[®]

comcast[®]

verizon[®]

Telefónica

DIRECTV

CATALOGUE CONTENT & EXCLUSIVE PRODUCTIONS

- DRAMA & MUSICAL THEATRE
- OPERA, BALLET & DANCE
- CLASSICAL CONCERTS
- JAZZ & MAINSTREAM MUSIC
- CIRCUS & DOCUMENTARIES

Leading Opera houses: Royal opera house, Bolshoi, Bayerische Staatsoper, Opera de Paris, Zurich Opernhaus, Teatro Real Madrid, Teatro Alla Scala, La Fenice, Sydney Opera, Los Angeles Opera, San Francisco Opera, NYC Ballet, and more...

Best Opera Festivals: Glyndebourne, Aix-en-Provence, Salzburg Oster, Bregenz, Bayreuth, and more...





LAUNCH CATALOGUE

1,600 titles

Over 400 new productions
each year

Vast back catalogue of over 6,000
titles in all genres

Original productions, with:

World famous
movie and theatre
directors

Renowned actors,
global and rising stars

Monthly reviews,
trailers, behind the
scenes exclusive
footage

Full length
performances and short
form content

THE TEAM BEHIND APOLLO



**Anton
Kudryashov**
Managing
Partner

Anton has 25 years of experience as the founder and leader of businesses in media, telecommunications and financial services.



**Rozzyn
Boy**
Strategy, Sales & Marketing
Senior Partner

Rozzyn is a brand & communications professional with over 20 years of international experience at senior management & board level.



**Mikhael
Kolotov**
Content,
Senior Partner

Mikhael brings more than 20 years of experience in building cultural bridges between European & Russian/Asian markets through his event management practice.



**Ally
Tarasova**
Chief Operating
Officer

Ally has over 16 years experience as a strategic financial manager and analyst and is well versed in various operational functions, cultures and languages.



APOLLO

COMING SOON

DIRECT TO YOUR SCREENS