

galaxy TV

Watch and earn.

Next generation television
requires next generation thinking

Roku



LG

SAMSUNG

VIZIO



galaxy

Dear Netflix,

We are **BIG fans, but streaming is getting expensive. To help the fans during these tough times we would like to help them pay for their subscription.**

Love,

galxy 

The price is not right Bob.

Half of all viewers are **generally unhappy** with their streaming services.

- Ads are **Disruptive**
- 72% of Fans say subscriptions are too **expensive**
- Great Indie content is **buried**

How we **break through** the clutter.

Create a **new streaming platform** and pay viewers to watch. Be the 1st to do it.



Discover new content

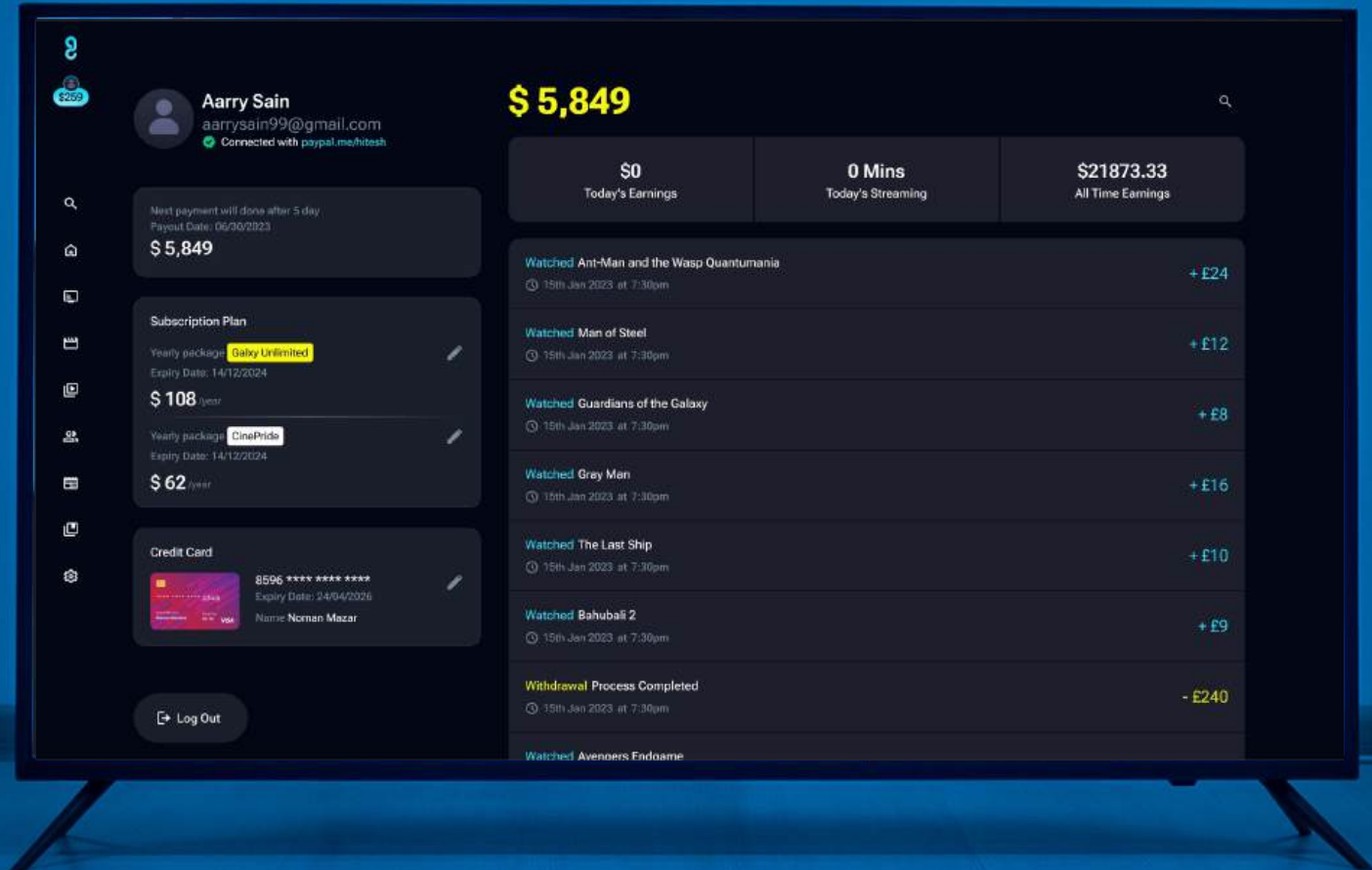
Users Make money

Brand Loyalty

galxy

Galxy profit shares with fans.

Galxy pays viewers to watch and engage by promoting movies and shows



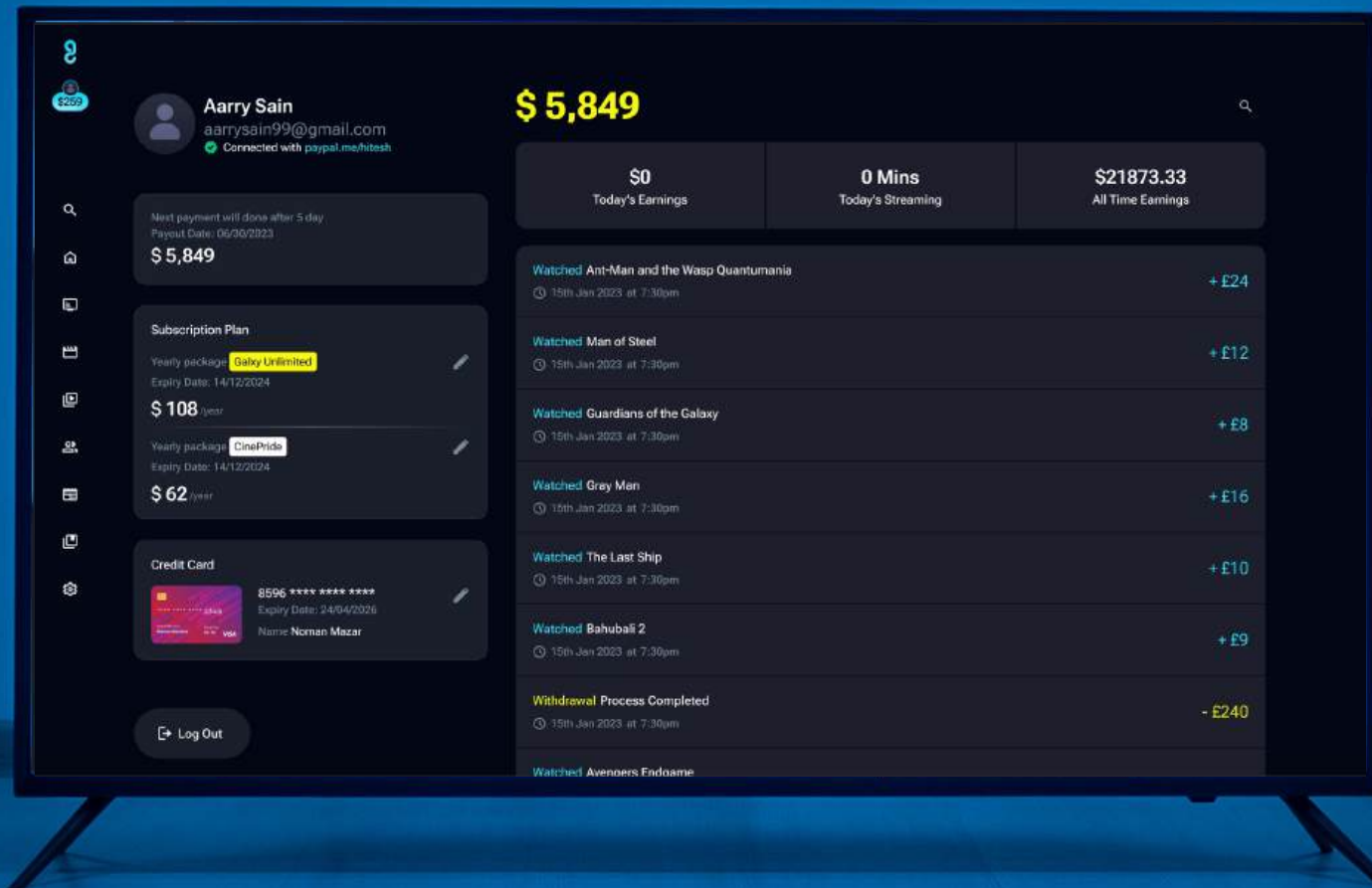
How do viewers **get paid?**



galxy

Real money in their account every day

15% of our net revenue¹ is shared with our users.



Note: 1. After streaming costs



A platform built for Fans



Fans drive growth

Fans are paid to watch titles we want to promote

A Rough Draft (2018)

Fantasy / Science Fiction / Action

★ 5.4 / 10 ☆ Rate This

RUNNING TIME 116 mins > RELEASE DATE 5/25/2018

Director: Sergey Mokritsky

Writers: Olga Sobenina, Sergey Artimovich, Sergey Lukyanenko

Cast: Nikita Volkov, Yulia Peresild, Yevgeni Tsyganov

Plot: Young Muscovite Kirill is a talented designer of computer games. One day, he is completely erased from the memory of everyone he knew and loved. Kirill learns that he has been chosen for an important and mysterious mission: to become a customs officer between parallel worlds, of which there are dozens in the universe. Will Kirill unrav... more

+ Add to Watchlist

Get paid to watch
\$5.00

Remaining views
249

**Fans earn
bonus dollars
for spreading
the love**

Post Deduction Accounting Provided by
rice gorton

**Yup, you just earned \$5.00
Share and earn more...**

Share to Facebook \$1.00	Share to Twitter \$.50
Rate and Review \$1.00	Send to a friend \$.50

galxy TV

**THIS MOTION PICTURE IS PROTECTED UNDER LAWS
OF THE UNITED STATES AND OTHER COUNTRIES.
UNAUTHORIZED DUPLICATION, DISTRIBUTION OR
EXHIBITION MAY RESULT IN CIVIL LIABILITY.**

Next generation Ads

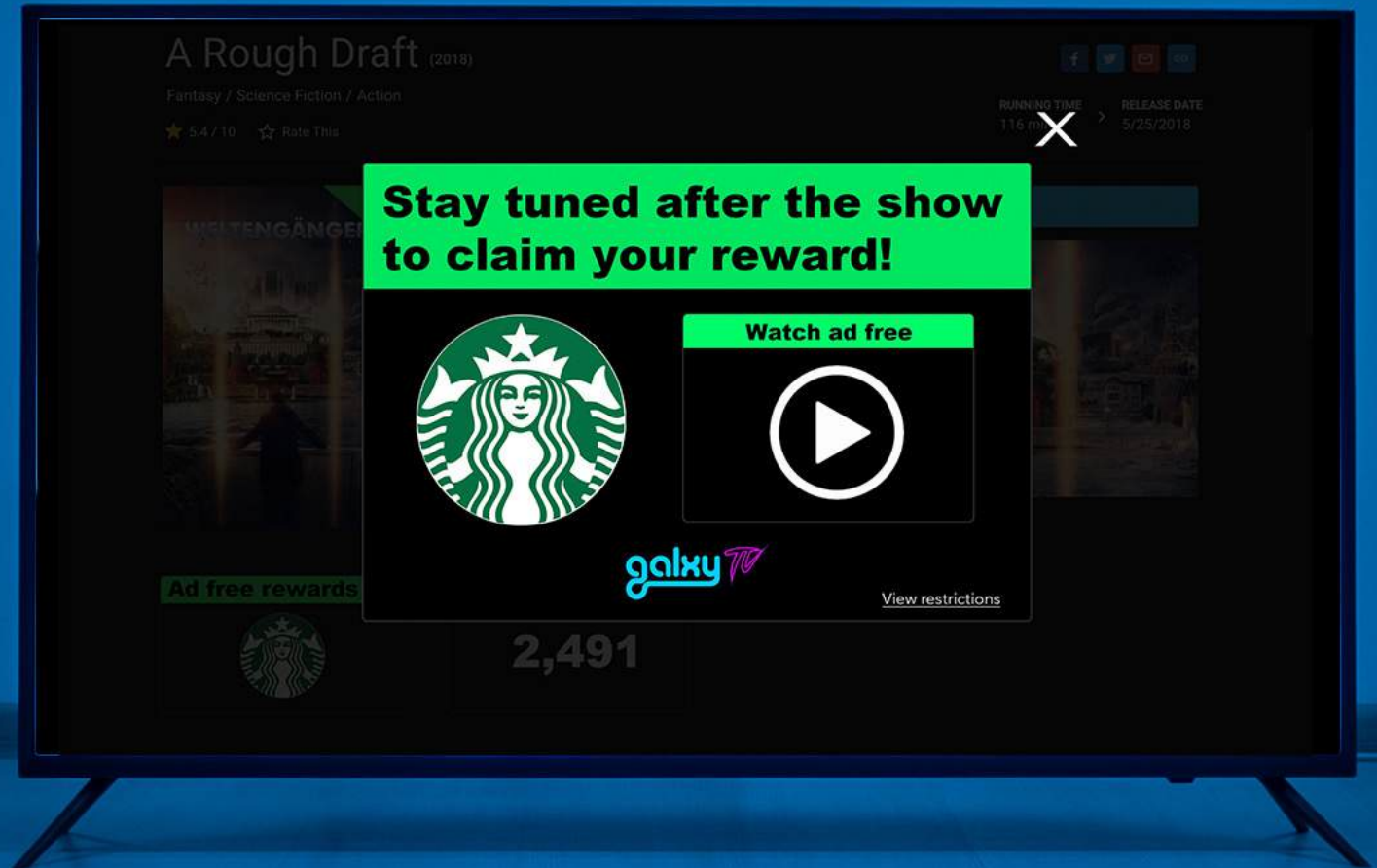


We don't watch like
this. Why advertise
like this.



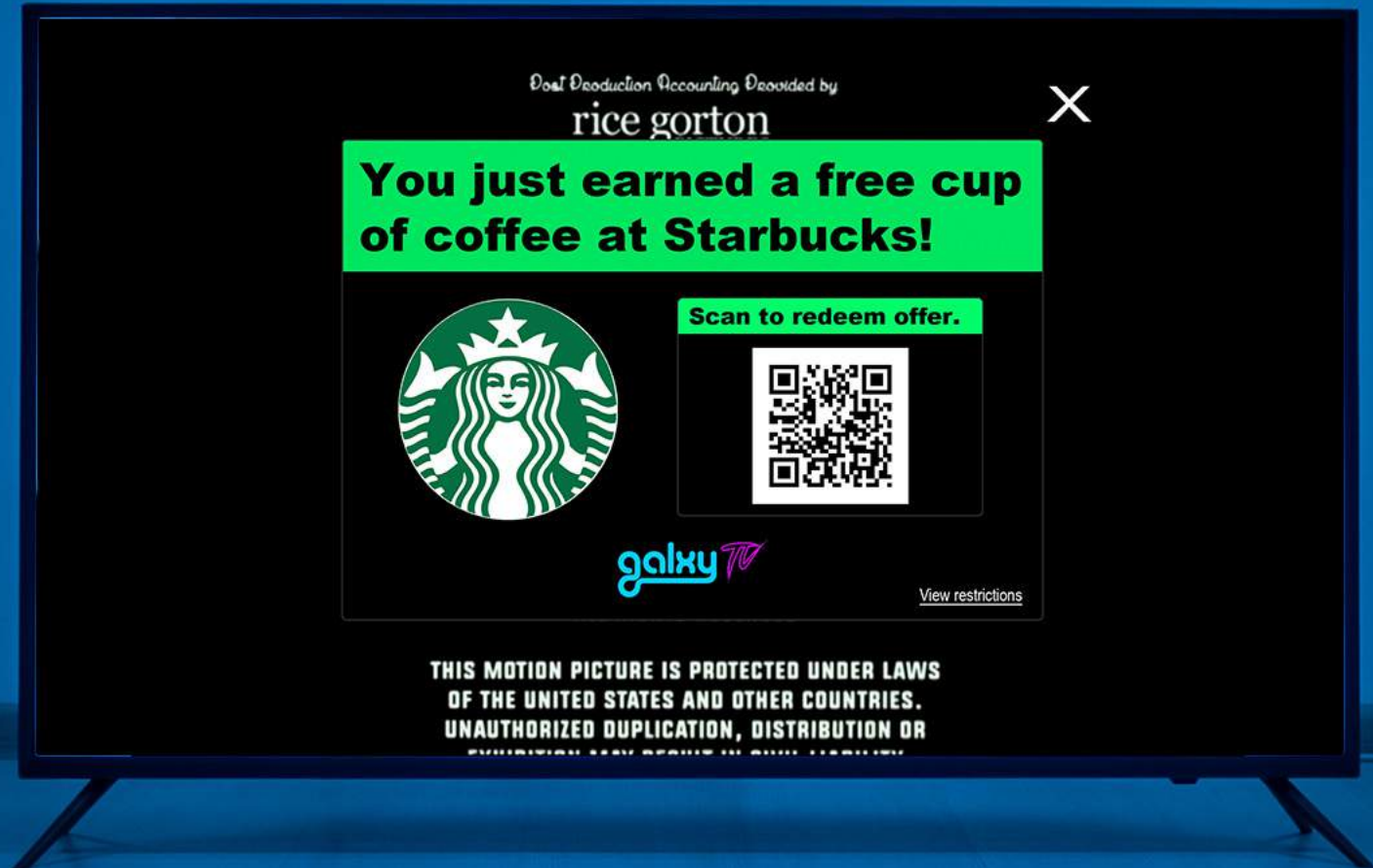
Ad free sponsored content

Premium ad free user experience and direct brand engagement.



Immediate activation after show

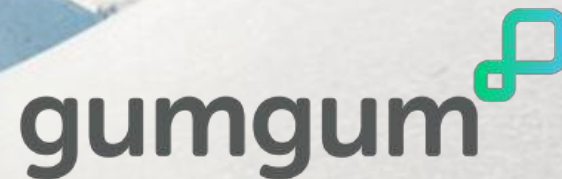
Direct, measurable results.





Ad innovation

galxy partnered with gumgum to deliver overlay ads creating an uninterrupted viewing experience & increased impressions.



Ad unit



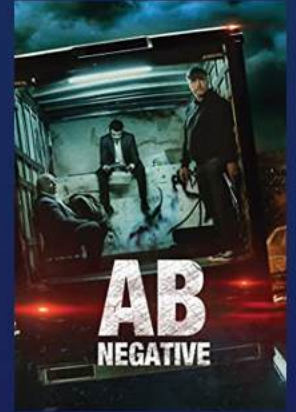
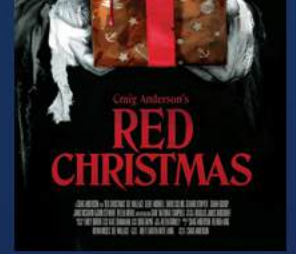
A Galaxy of Content



LIONSGATE™



galxy



**No high production costs or
license fees.**

**Galxy has multiple license deals in place
giving it access to over 100K titles,
including the **major studios**¹...**

Note: 1. Not all available titles will be published to the platform





\$440M – Sale to Fox in 2020



\$340M – Sale to Viacom in 2019



**An investment of \$1,000 in 2007
Is worth over \$500,000 today.**

Cutting a slice of the **Horror** market

Nearly 40% of all streamers are horror fans. With thousands of horror and thriller titles in our catalog this very loyal group of fans will **LOVE** Galxy.

FANSITES



69,000,000

INFLUENCERS



24,000,000

PODCASTS



1,500,000

HORROR AUDIENCE

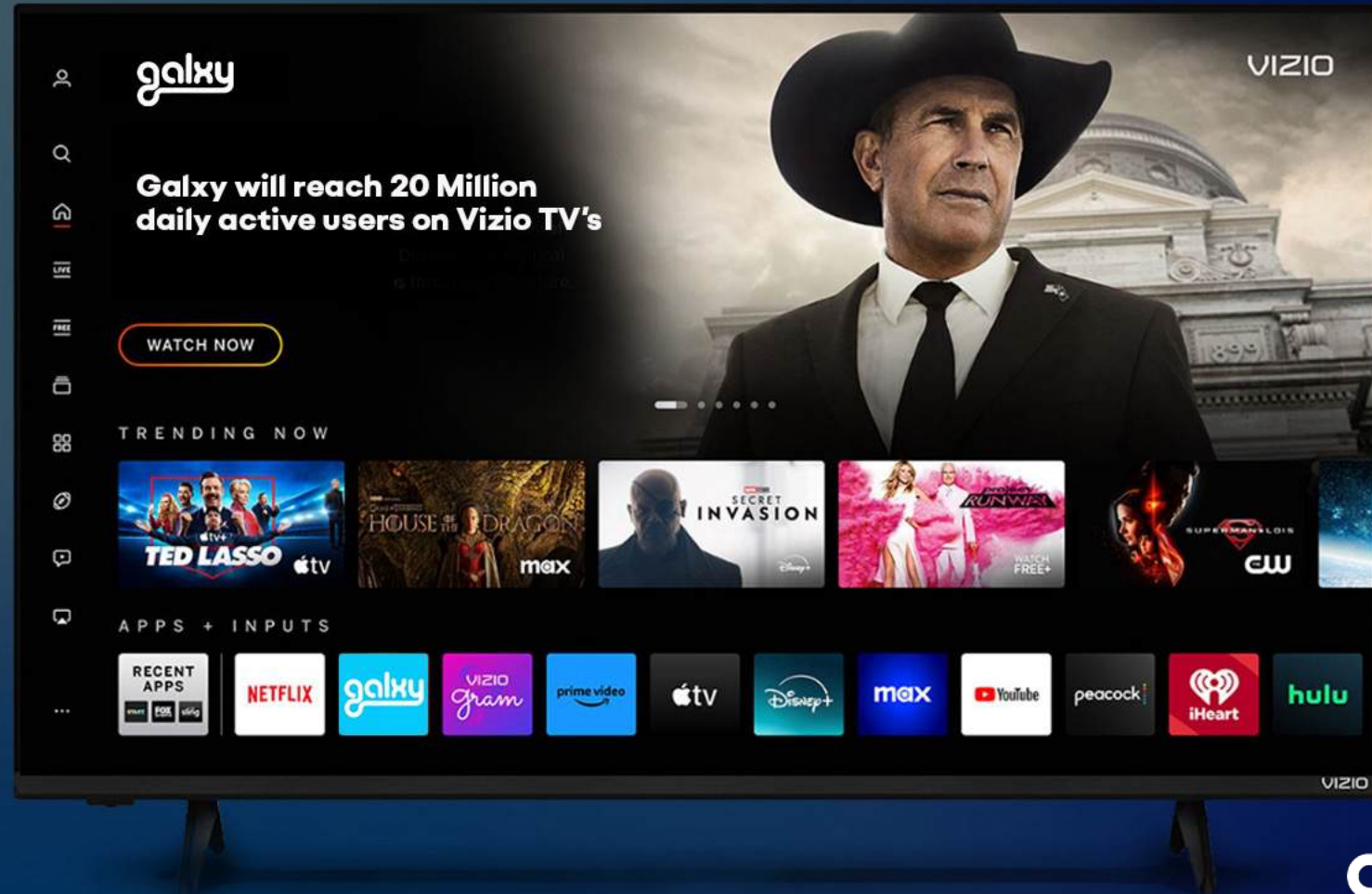
galxy

Going to market with an army of **93 Million Horror Fans**

- **Horror and thriller fans have higher engagement and retention rates than other genres**
- **Horror fans are loyal spenders: Repeatedly watch, discuss, and revisit content**

20 Million active users on VIZIO

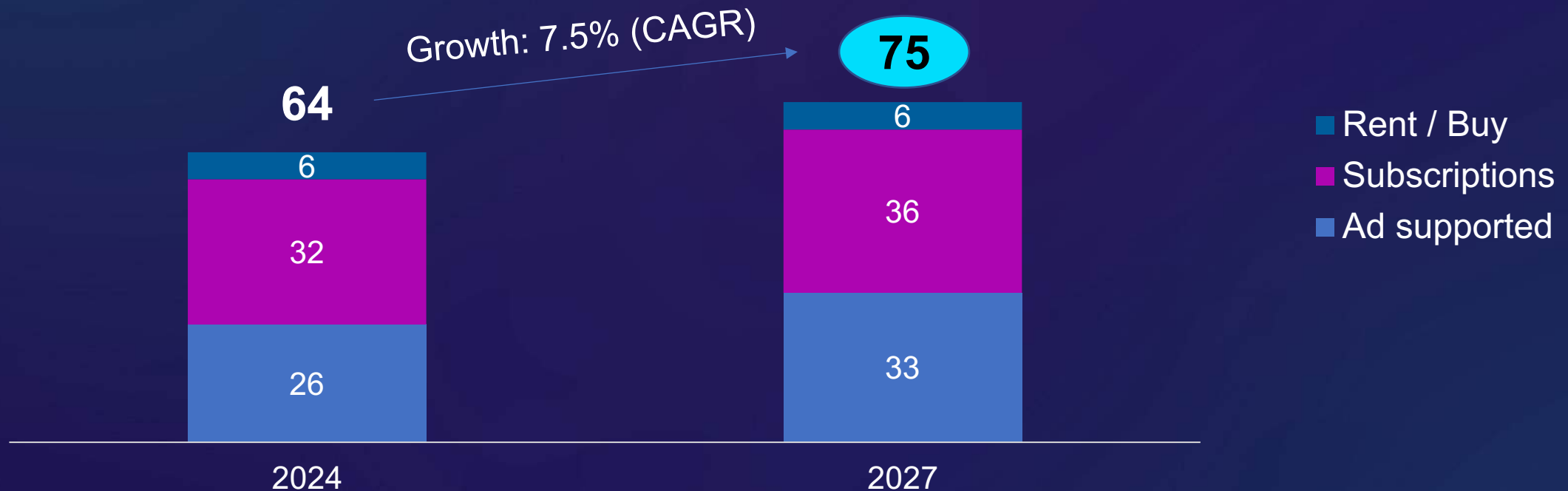
Galxy's marketing contract with Vizio puts it in pole position to reach 20 million daily active users.



galxy

A growing \$75B market

US Streaming Market Forecast (US\$B)



Source: Global Media and Entertainment Outlook 2023-2027, PwC



We are special and not just because our mom says so...

1

1st to market with a desirable and different product.

2

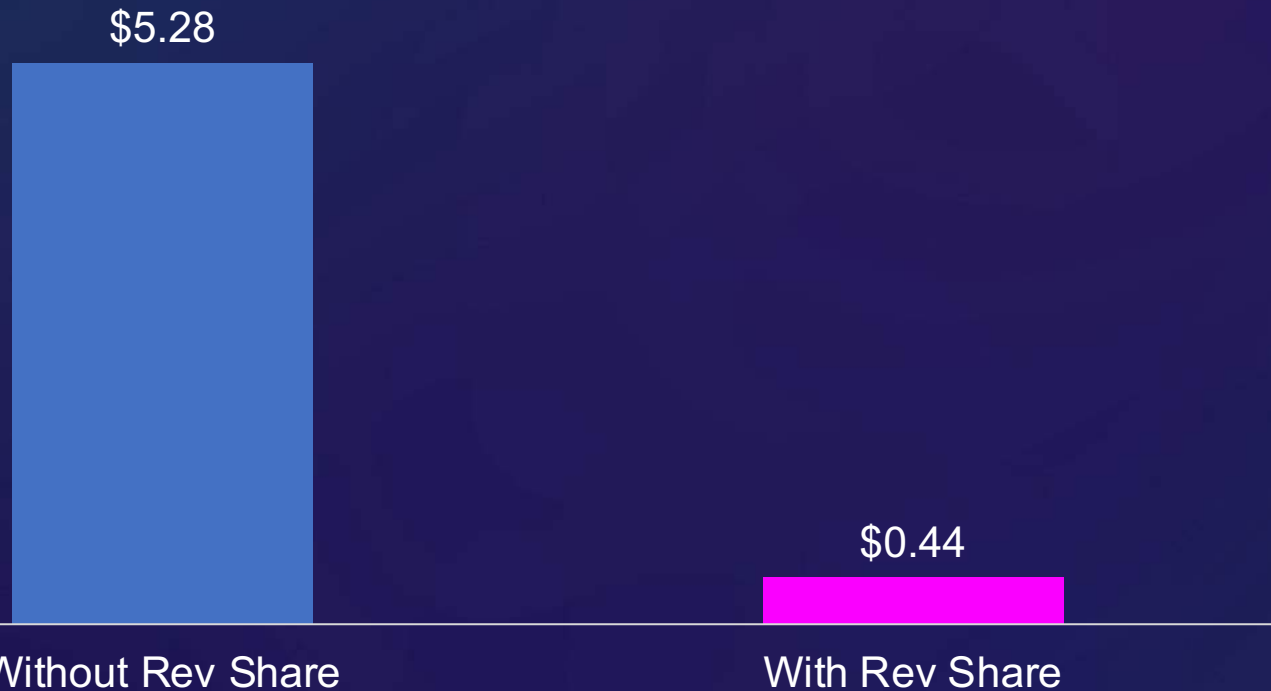
Existing content library and license deals. No expensive content deals.

3

Lower investment risk with an existing cashflow positive business.

Galxy will require **less marketing dollars** to attract viewers

Marketing cost per activation



- Revenue share lowers Cost per activation by >90%
- Based on A/B Testing, social media advertising with a revenue share component yielded 12x more activations, lowering the Cost per activation by more than 90%



Without Rev Share
Source: Invincible research

With Rev Share



How does Galaxy **earn money** ?

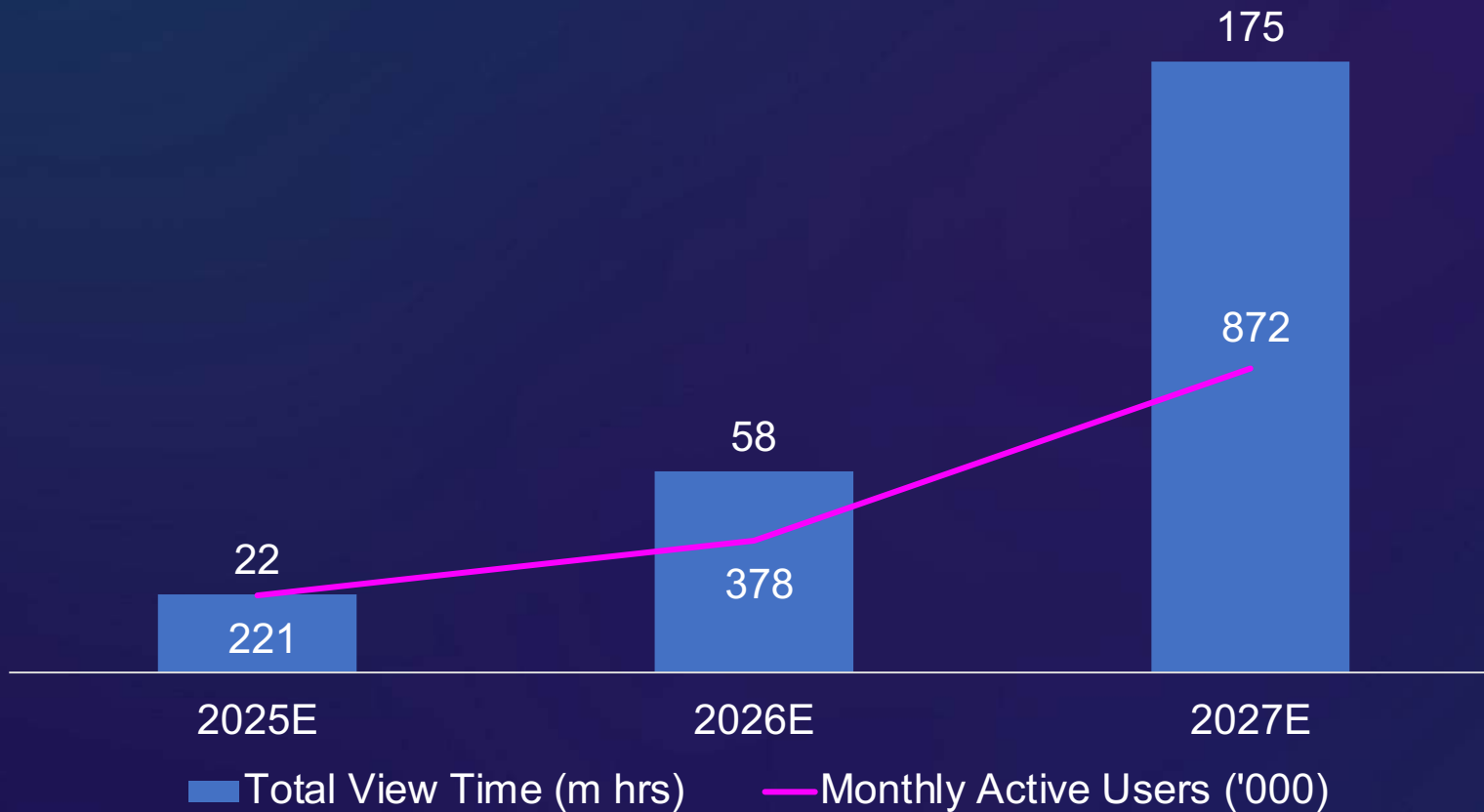
Advertisements

Subscriptions

**Rentals and
Purchases**



We target **175M hours** watched by 2027



Key Total View Time (TVT) Drivers:

- Monthly Viewers Acquired
- Churn rate
- Daily Platform Usage

Source: Invincible forecasts



Financial highlights

>\$1M REV

**More than
doubled¹**

+6%

**Increase in
Gross Profit
Margin¹**

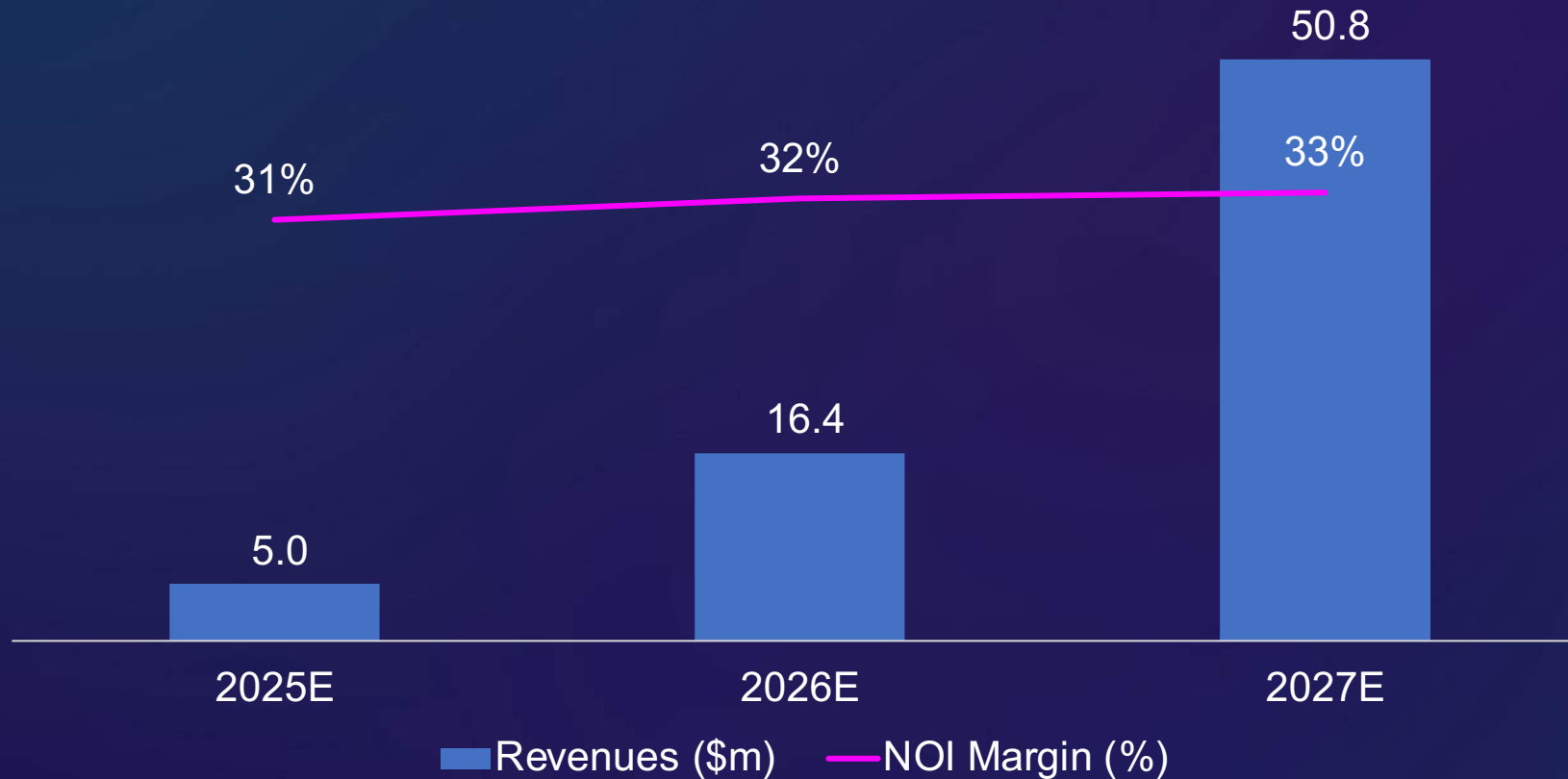
+Cashflow

**from core
business²**

Note: 1. Historical 3 year period 2. Excluding our growth business, Galxy



Financial projections



Key Revenue Drivers:

- Monthly Active Users
- Daily Usage
- Ad Rates (CPM)
- Ad Fill

Source: Invincible forecasts



INVINCIBLE

**PACK YOUR BAGS
WE ARE TAKING YOU ON
AN ADVENTURE**





CONTACT

THOMAS ASHLEY, CEO

EMAIL: TASHLEY@INVINCIBLEENT.COM

PHONE: 215-479-9701

WINSTON WU, COO

EMAIL: WINSTON@INVINCIBLEENT.COM

PHONE: 267-629-0284

galxy

THANK YOU

