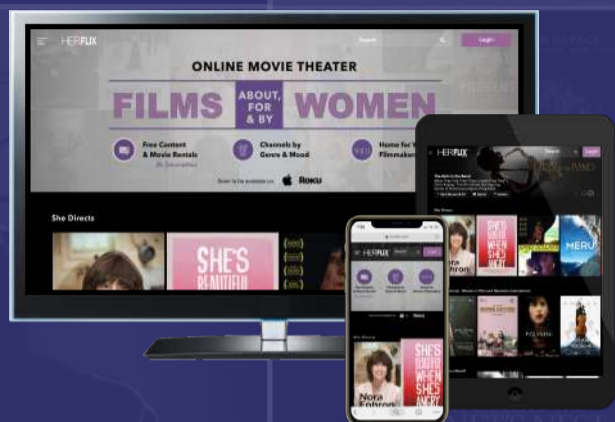


HERFLIX™

HERFLIX IS THE HOME FOR WOMEN FILMMAKERS AND THE FUTURE OF PREMIUM MOVIE VIEWING ONLINE.



HERFLIX is the first online movie theater for women-centric movies that captures the view, consciousness, intuition and diversity of female experiences.

Promoting HER voice is the call to action by women worldwide and HERFLIX gives today's women a prominent voice to influence our society through media.

52% Women

Women are the largest entertainment audience, comprising 52% of the **\$21.7 Bn VoD Market**.

AS A GLOBAL BRAND FOR WOMEN AROUND THE WORLD, HERFLIX FEATURES MOVIES BY, FOR AND ABOUT WOMEN.

HERFLIX is a meaningful solution for the targeted and curated distribution of premium women's film content, empowering such films with direct access to a female audience and monetization opportunities.



NO SUBSCRIPTIONS: HERFLIX is free to join, offering programming as movie rentals (TVoD), downloads (EST), and sponsored / ad-supported.



GENRES & CHANNELS: Differentiated genres / channels for personalized OTT viewing that embraces diversity and women's empowerment.



TECHNOLOGY: Fully functional, market-tested platform with studio approved DRM; soon to be available on mobile and other third party OTT aggregators like Roku, Apple TV, Amazon Fire TV, etc.



STRATEGIC PARTNERSHIPS: Partnered with largest professional association of women in film and TV - WIFTI - to source short- and long-form content and to build subscriber memberships.

WIFTI Women in Film & Television International



FEATURED TITLES: We feature both Narrative and Documentary Titles, as well as Short Films, sourced from New Theatrical Releases, International Film Festivals winners and classic women's movies.



FILM FESTIVALS: Hosted Women's Filmmaker Brunches and Mixers at the Hamptons, Las Vegas, Berlin & the Cannes Film Festivals.



HERFLIX LEADERSHIP

HERFLIX is led by industry veteran Adriana Shaw and a best-in-class team of business, marketing and startup professionals, with support from the Hollywood & International Film Industry, icons, and executives.



ADRIANA SHAW
FOUNDER & PRESIDENT

35+ years in film & home entertainment; Founder & President of a publicly held video company



DENISE ARCHER
BUSINESS DEVELOPMENT

30+ year wireless industry veteran; partnerships at Boku Identity; Former Sr. VP of Danal USA



MARK ROMEO
MARKETING & MEDIA

Founding CMO of FRESH DIRECT, with 15+ years of startup, marketing and media experience



JUSTIN TRIPODI
STRATEGY, FINANCE & OPERATIONS

Former VP Cantor Fitzgerald, PepsiCo with 10+ years of business, marketing, and technology experience

ADVISORY BOARD



CELINE RATTRAY

Partner at Maven Pictures; Producer & Sundance Winner



TERRY LAWLER

Executive Director, NYWIFT



VICTORIA SPITALIERI

Int'l Marketing Mng., AMC Network



ROBERT BALASCIO

Former Executive Director, Verizon Wireless.



ARTHUR MOROWITZ

2x President, Video Software Dealers



ELIZABETH CINCOTTA EMMERT

Chief Operating Officer, The Maxus Group



CHRISTINE LIU

Founder & President, Shero Partners



MICHAEL RUDNITSKY

Independent Film Consultant, A24 Films