

INFORMATIVE PROSPECT

MEDIA BROADCASTING

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CHANNEL

META
WAVE
NET

NET
WORK

MEDIA BROADCASTING



META WAVE NET

NETWORK



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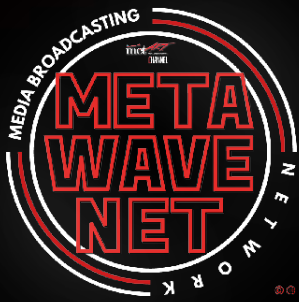


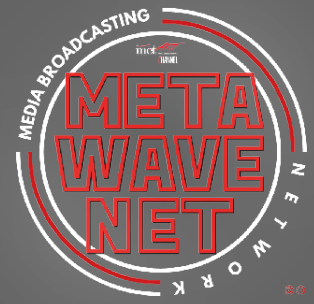
THE NETWORK

The objective we have set in creating Meta Wave Net, is to establish an aggregation of companies operating in the media sector that can be proposed, according to the various planned activities and available platforms, as an alternative to the so-called mainstream media both in terms of national offer and territorial coverage.

The complex of activities and platforms aim to provide information, contents and also develop the most innovative and engaging promotional and communication actions concerning territories and local typical productions.

The entire operating system is designed to achieve a full economic-financial independence and to produce, after the 18th month, an adequate profitability which increases over time thanks to the directly managed services.





THE INVOLVABLE REALITIES

Our attention is focused to the aggregation of local FM radio stations, web radio stations and local radio and television stations with the aim to guarantee a full coverage of the entire national territory.

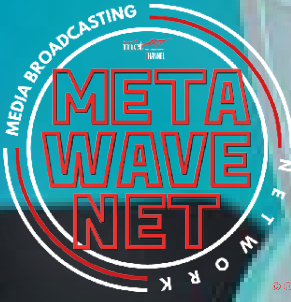
The further step is to aggregate at least one national news agency.

A specific web portal dedicated to news and information has already been set up and it is also intended to establish partnerships with media companies operating abroad, previously selected, to re-launch the related information and programs in foreigner languages.

About the local FM radio stations, the target is to connect at least 5 broadcasters.

About the web radios, we aim to aggregate no less than 50 subjects.

The target for the local television stations, given the current market and political conditions, we wish to aggregate around 20 stations.



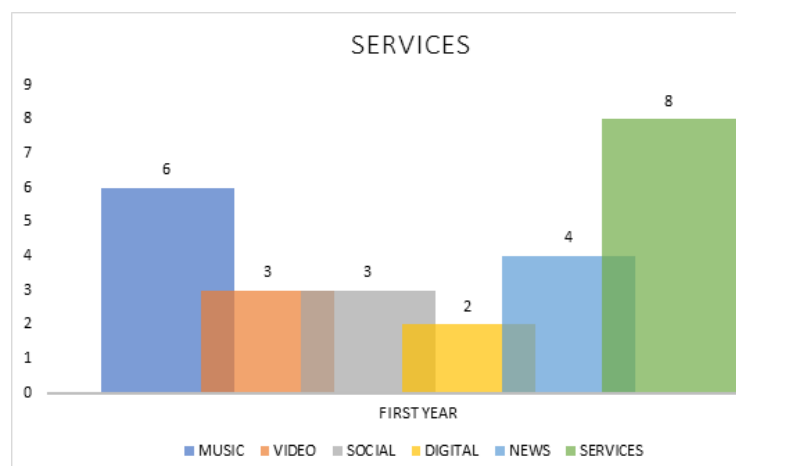
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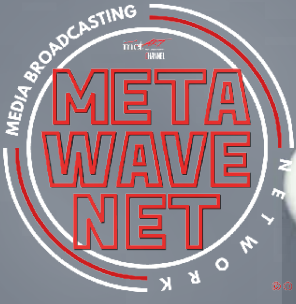


REFERENCE USER TARGETS

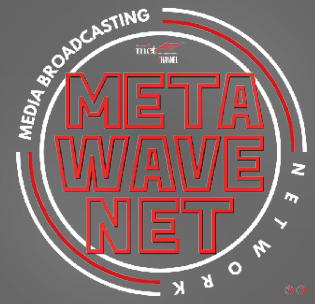
The aggregation tendency of the already existing medias, intends, obviously, to be a priority for the target users of the various entities involved with the aim of considerably broadening their base. The different programming and productions, which will be progressively scheduled in the various entities, will lead to a further vertical and horizontal expansion of users.

The objective is to act, in terms of programming and dissemination, on the basis of specific timetables in such a way as to be able to “attack” and retain a large part of the different targets which will also expand, both on the national and foreign markets, precisely according to the services that the network will be able to offer and promote.





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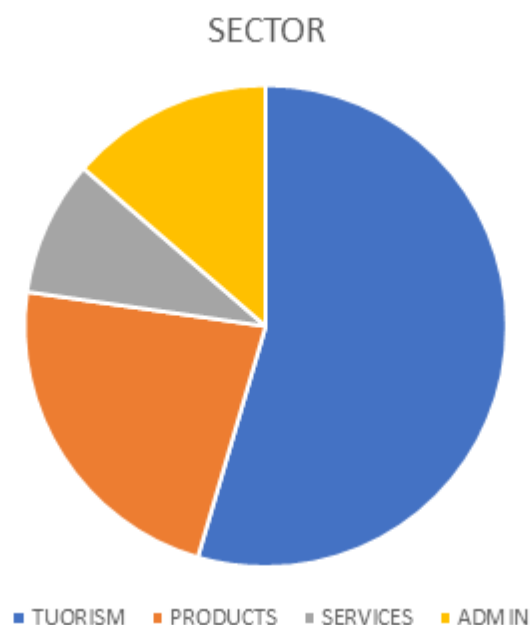


ECONOMIC REFERENCE TARGETS

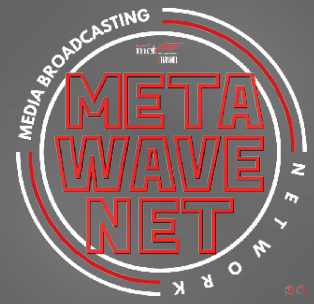
In this sense, and in order to guarantee an adequate economic-financial subsistence, it will be possible to “attack” reference targets that concern the productive sectors, those of commerce and the tourist-accommodation sector.

This is due both to the advertising spaces that can be dedicated within the schedules and to the services that can be offered to the companies and activities themselves.

A further reference target is made up of users of tourist-accommodation services, buyers of Italian products and therefore a wide range of consumers who will also contribute to the production of further profitability.





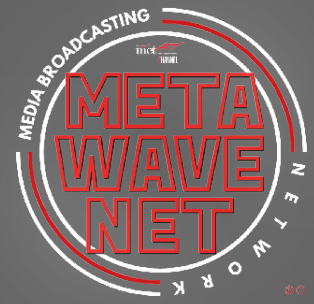


THE NETWORK STRUCTURE IN FULL REGIME

The objective is to achieve the following average structure over the 12 months following the launch:

- A) 50 web radios
- B) 20 local television stations
- C) 5 local radio stations
- D) News and information web portal
- E) Video web portal (similar to Youtube)
- F) Social media platforms
- G) 1 Interactive Digital Magazine
- H) Ecommerce
- I) Booking Engine
- J) 1 Press Agency
- K) 1 Communication and Media Agency
- L) 1 Centralized production facility
- M) 1 Web platform dedicated to art and culture
- N) 1 PodCast platform for territorial and tourist promotion
- O) 70 commercial premises of the commercial network, named Culture Club, in the various Italian provinces





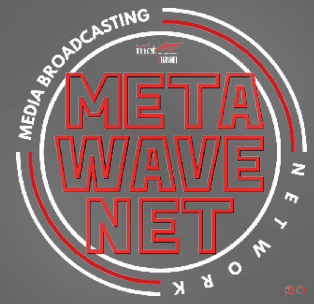
EXPERIENCES AND TESTS

The realization of the program is based on specific and prolonged past experiences which also saw the establishment of a television network of 24 national local broadcasters and which operated on the market for about two years where, the lead television broadcaster, provided for the complete implementation of most of the television programs broadcasted by other broadcasters.

It is also based on further experiences developed within articulated media structures and on the implementation of strategic programs for the telecommunications and social media sectors. It further builds the relaunch and redevelopment of radio and web radio currently under development. Together with this there are precise and in-depth professional skills that can be found in the management that drives the activities.

The tests have been conducted in previous years and are still ongoing in the various scheduled activities.

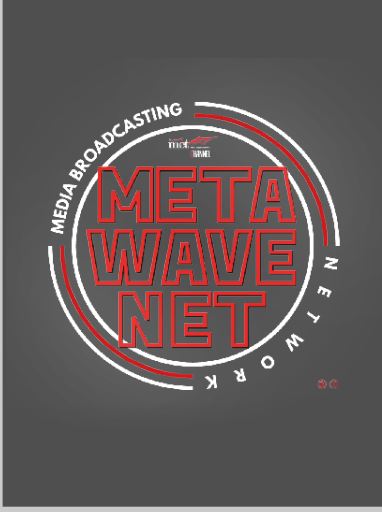




THE CURRENT STATE

At the present, as web-based platforms, some are already usable and others are in the final phase of agreements definition and already owned:

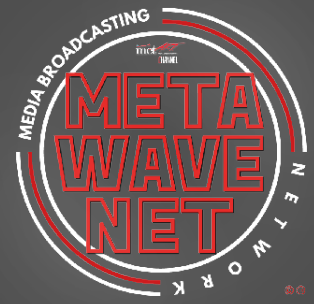
- 1) 1 Web Radio equipped with two diffusion channels; (ACTIVATE)
- 2) 1 web platform dedicated to the world of art and culture; (ACTIVE)
- 3) 1 Interactive Digital Magazine; (ACTIVE)
- 4) 1 web based platform for news and information; (READY)
- 5) 1 e-commerce web platform dedicated to agri-food products; (READY)
- 6) 1 e-commerce web platform dedicated to Italian productions; (READY)
- 7) 1 web based platform similar to Youtube; (READY)
- 8) 1 social web platform similar to Facebook; (ACTIVATE)
- 9) 1 booking engine for hotel reservations; (READY)
- 10) 1 web platform for territorial promotion and tourist offers; (READY)
- 11) 1 web platform for PodCasts of territorial promotion and productions; (READY)



WHY META WAVE

The denomination is a function of the precise connotation of the network and of the relative platforms which have been conceived to make themselves functional to the development in the METAVERSE.

Together, the WAVE definition intends to recall the evolution and substantial innovation of communication policies and contents that intends to represent themselves as a real new stimulus for social and economic as well as cultural and artistic growth.



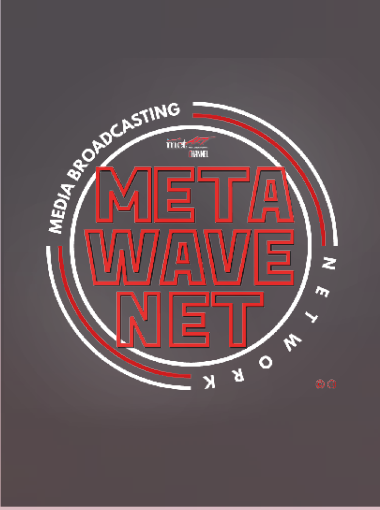
THE POSITIONING

Compared to the national panorama of both radio and television broadcasters, as well as information, the goal is to aggregate potentials that is still unexpressed or that has not found adequate development for the creation of a reality capable of filling the enormous gaps and finally responding to the needs and expectations of society and the economy.

The progressive loss of interest in the mainstream media confirms the need to have a new proposal capable to generate new enthusiasm and new social, cultural, artistic growth and proposing itself as a reality capable of building a real perspective for a large part of society.

Also, a reality capable of creating bridges as same as functional and operational interactions with entities in the world of foreign media.

Operational diversification is in a position to guarantee the fastest growth and conquest of important market shares.



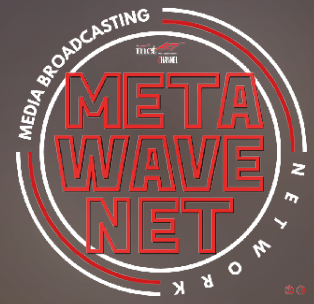
ECONOMIC AND OPERATIONAL BENEFITS

The network development involves the substantial reduction of investments by concentrating them on a single operating structure which will have the task to manage all activities and productions.

Investments in technological infrastructures, diffusion and interaction with society are reduced, favouring the expansion of the current market shares already held by the various broadcasters as well as the expansion to segments and sectors that are currently totally left out of the interests of the mainstream media and therefore allow a better and wider interaction with the public and the economy. Operational implementation times are drastically reduced, also thanks to the preventive development of pre-established programs, strategies, platforms and operating methods for the development of the network.

The network has the potential to become a real point of reference for a large part of both national and international society and economy.

The construction of the network involves a significant reduction in promotional and advertising investments.

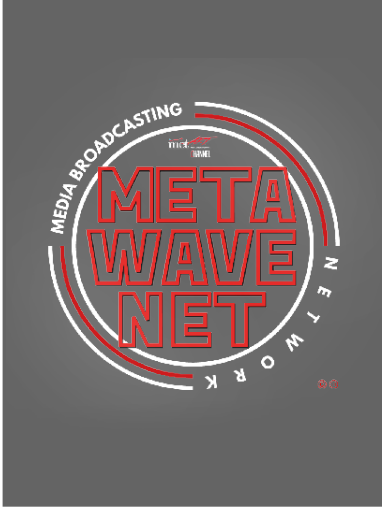


READY TO START

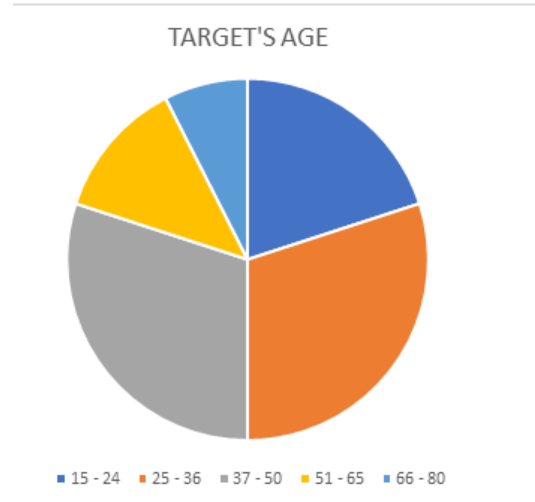
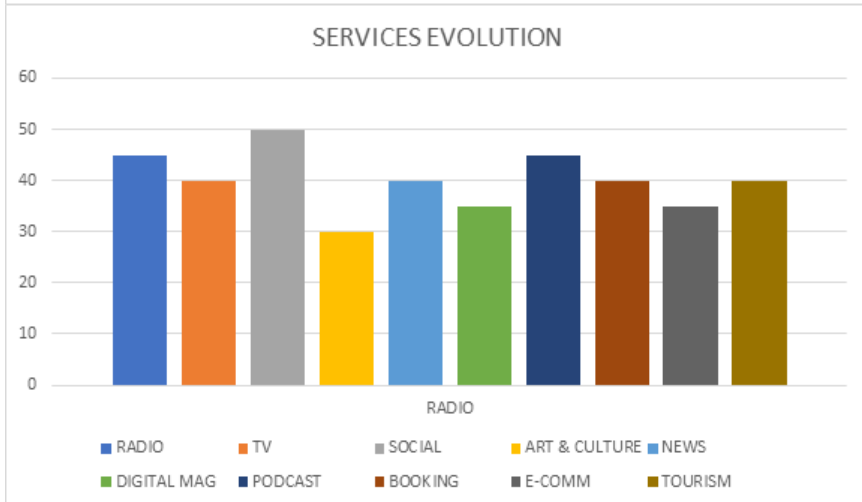
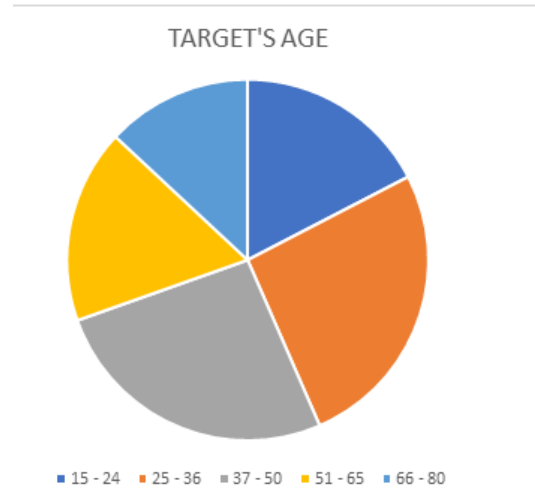
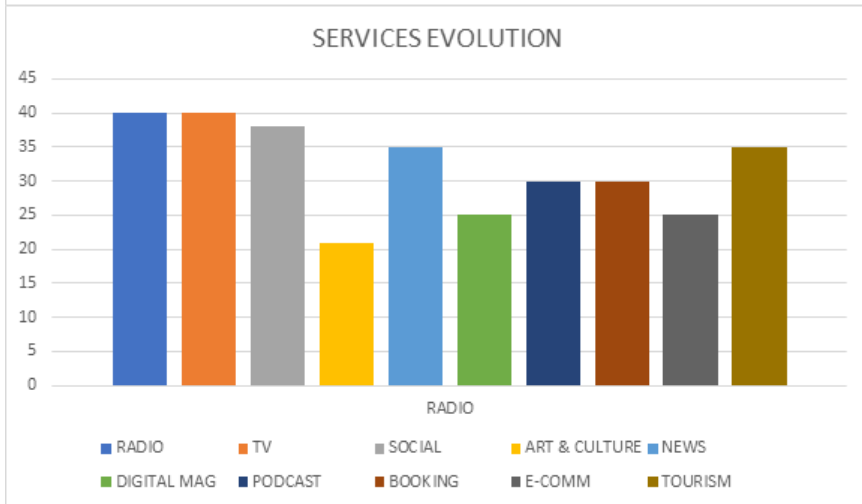
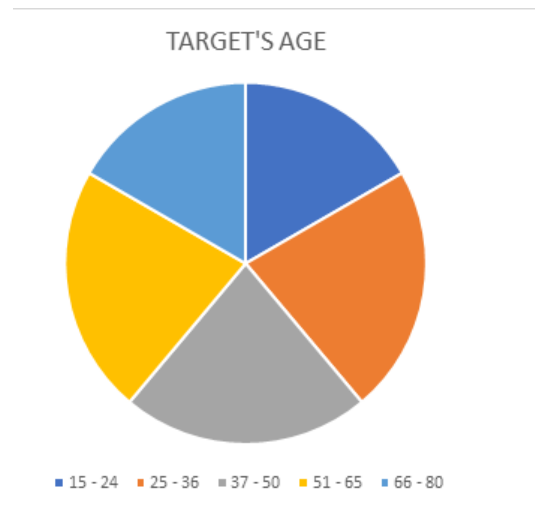
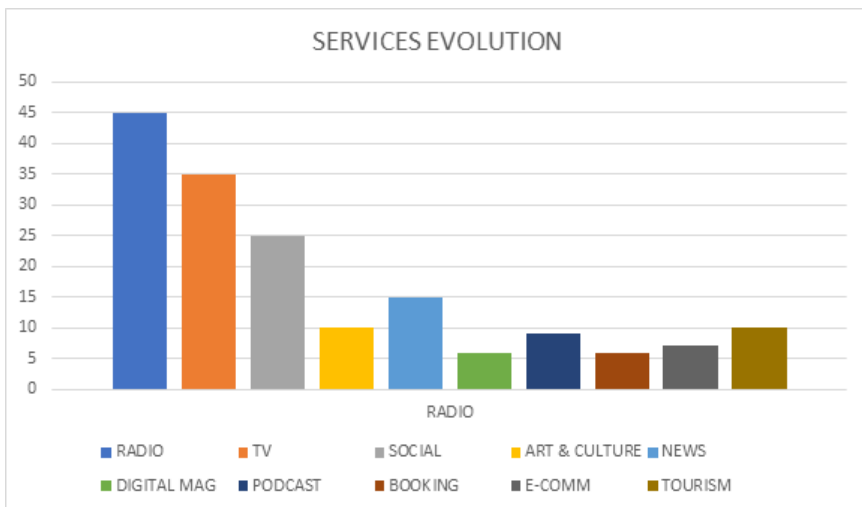
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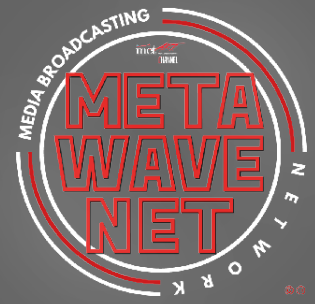
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Also, an entity capable of creating bridges and functional and operational interactions with other companies in the world of foreign media. Operational diversification is in a position to guarantee the fastest growth and conquest of important market shares.

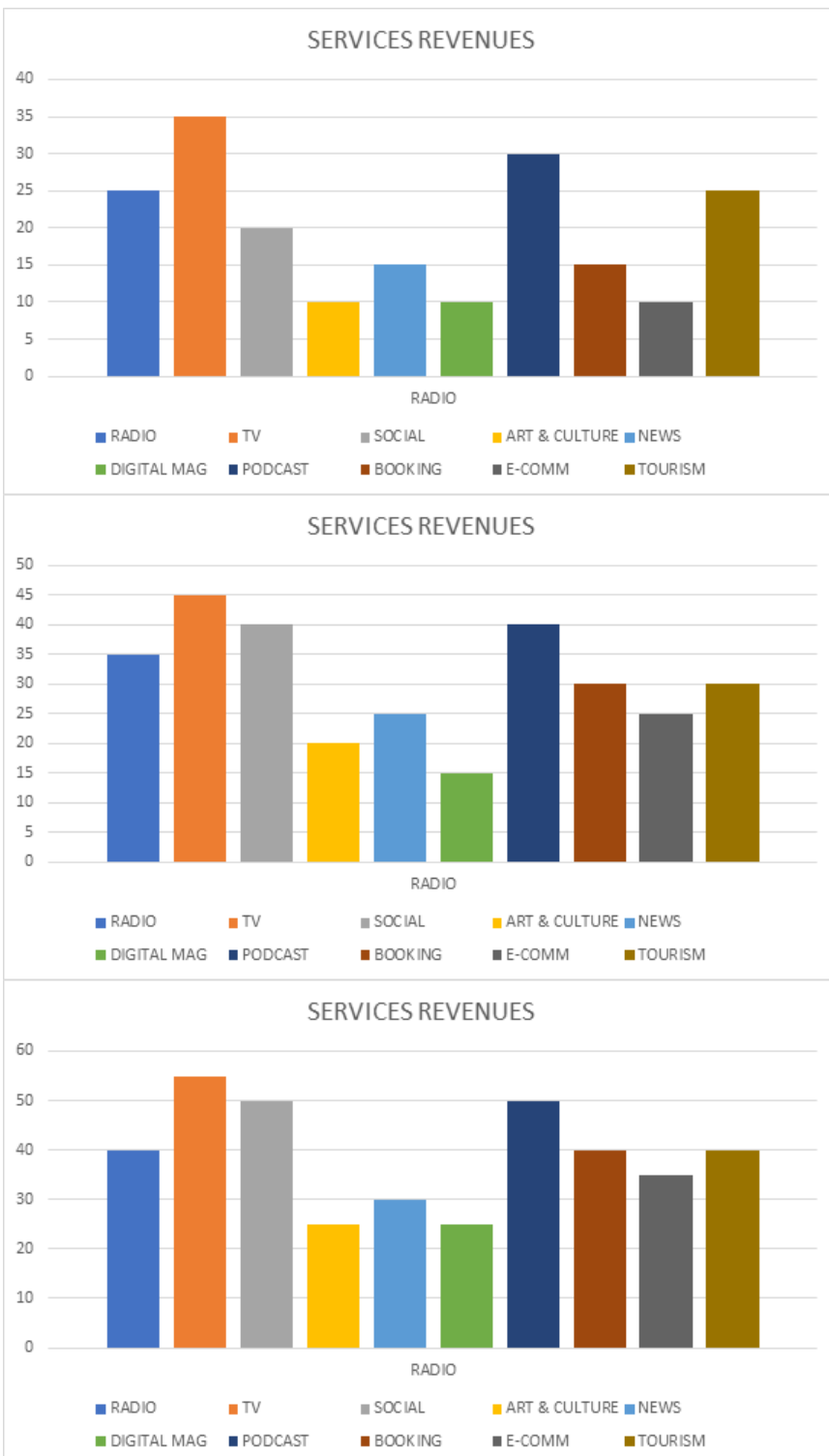


PRUDENTIAL MARKET DEVELOPMENT IN THE NEXT 3 YEARS



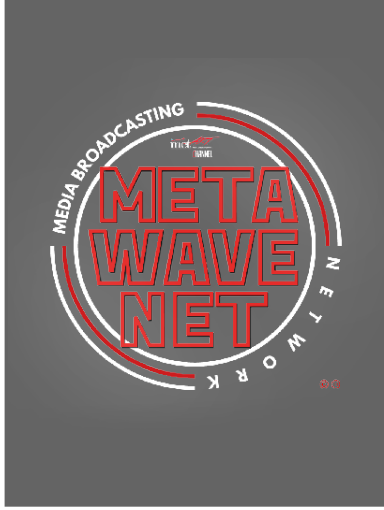


INCIDENCE REVENUES PERCENTAGE PER SERVICE



In these prudential projections it is possible to verify the distribution of revenues relating to the various services over time.

Revenues deriving from the aggregation of hotels, discos and nightclubs adhering to the network are excluded from these.



THE NETWORK'S ADVANTAGES

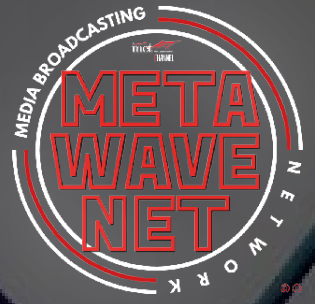
The goal is to aggregate different companies operating in their respective sectors of interest with a precise logic of territorial supervision in order to achieve the maximum impact on the global structure.

The aggregation allows a more agile and faster penetration of the reference markets and provides the possibility to act, in operational and commercial terms, with greater precision on the reference targets.

Investments and their ammortment times are drastically reduced, being able to quickly reach the break-even point and an adequate and growing profitability.

A propulsive thrust is produced on sectors and realities operating in the same, allowing them to finally be able to express their potential and therefore determining a decidedly high degree of loyalty of the realities involved.

The development of the network makes it possible to activate in a very short time some of the more strategic activities which will gradually evolve over time precisely thanks to the preparation of the basic programs and schedules that have already been tested and produced with considerable savings in economic terms.



A close-up, high-contrast photograph of a man's face. He has a wide-eyed, screaming expression with his mouth open, showing his teeth. His face is painted with vibrant red and black colors. The red is applied to his forehead, the bridge of his nose, his lips, and the sides of his face. The black paint covers the rest of his face, including his eyes and the bridge of his nose. The background is dark, making the colors on his face stand out.

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