

A woman with long, wavy, light-colored hair is shown in profile, looking towards the right. She is holding a vintage-style camera with both hands. She is wearing a dark-colored dress with white stripes on the sleeves and large, light-colored buttons. The background is a solid, warm orange color. A white rectangular box is superimposed over the center of the image, containing the text "INVEST IN THE FUTURE STAR".

**INVEST IN THE
FUTURE STAR**

October/November 2015



Word of the CEO

Ladies & Gentlemen,

Three (3) years ago, after the Tunisian revolution that led to the well known Arab spring, the founders had an idea to form a media company offering various media outlets and have the youth of the region participate in designing its programs and TV Shows: "from the youth to the youth", hence the founders decided to incorporate M24 TV.



Since we started we have built up a comprehensive expertise in managing media outlets and providing quality content, and here we developed the sense of our mission: to become the leading Media company in the Maghreb region in the medium term. Therefore, we immediately recognized that to achieve our mission, it is extremely important that our highly skilled employees always deliver optimum and the group identifies a mean to procure capital, hence the decision of listing the company in one of the reputable European stock exchanges.

The listing of our company in the stock exchange has various aims: (i) to access the national and international capital market, (ii) promote the group's equity story and last but not least (iii) to use the stock as a payment mean for future strategic acquisitions.

After almost 3 years of operational work, we have succeeded to make our brand well known, we have succeeded to make initial revenues and most important we have succeeded to establish a major expansion plan for our group to expand its activities in various fields depending on the available existing opportunities on the merging market of Maghreb, West Africa and also Asia. We reckon with an exponential growth after listing and after realizing these potential acquisitions and / or Joint Venture agreements.

We are now in process of bridge financing our IPO and I must thank all our existing shareholders for their trust and confidence in M24 Group and also thank the future investors that will decide to participate into this bridge finance.

Thanks & Kind Regards

Khaled Akid
President & CEO of MCI / M24 Group

Management



MR. KHALED AKID

Funder - Director, President & CEO



MR. JOSEPH BOURNE

Funder - Director & Chief Business
Development Officer



MR. AYMEN BOUAOUN

Director, VP Operations
& General Manager



MR. THIERRY BOUVERET

Director, Chief Sales
& Operations Officer



MR. EDDIE LEONG

Funder - group advisor



MS. THERESA LEONG

VP Business Development Asia



MR. JEDIDI BEN ROMDHANE

Chief Financial Officer



MRS. FATEN GHARIAN

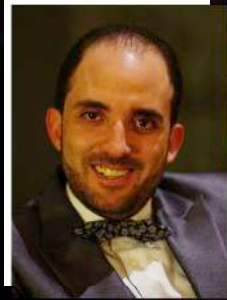
Chief Legal officer



MR. ACHRAF GANOUCI

VP Content
& Production Management

Management



MR. WAHBI BEN RHOUMA
VP Media Programming



MR. KARIM LAZAAR
Head of Technology Department



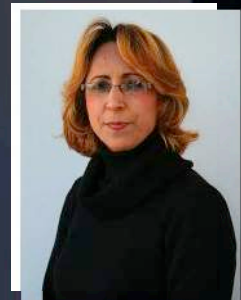
MR. REJEB MAMI
Head of Software Programming



MR. TAIEB JED
Head of Graphic Design
& Video Production



MR. NIDHAL SAFTA
Head of Human
Resources department



MRS. NAJEH BEN HMIDA
Head of Commercial
Department, Media



MRS. NEILA BOUASKER
Head of administration

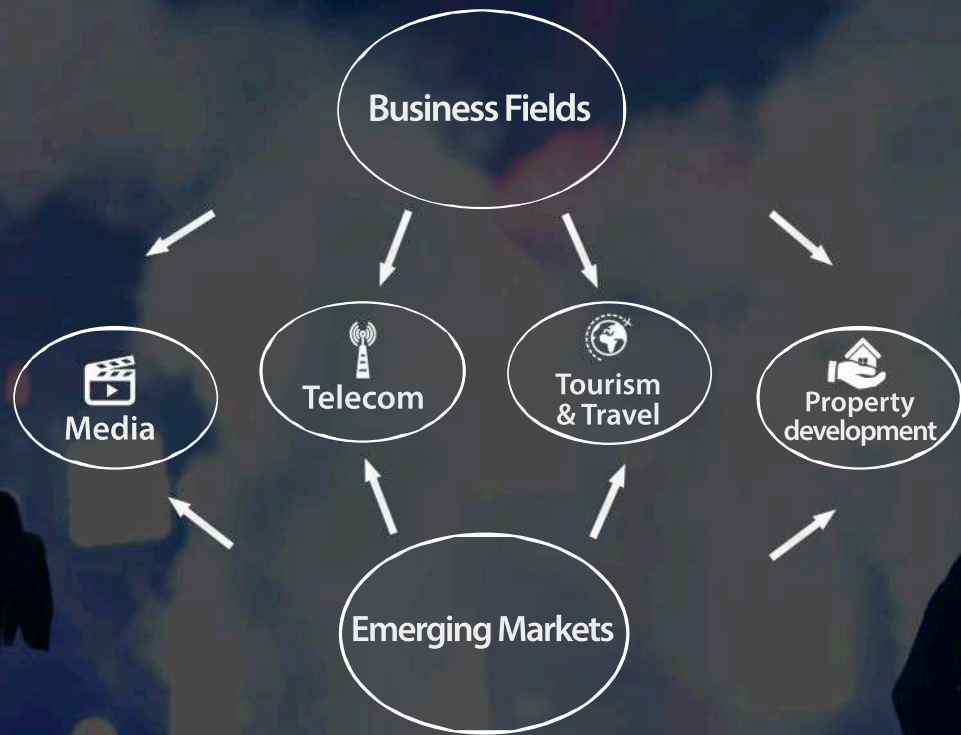


MR. MAMADOU FAYE
CO FOUNDER & CEO OF M24 AFRICA

Capital for Markets GmbH, based in Munich, Germany is the listing sponsor of MCI to list the Group into Euronext – Paris. The German sponsor has succeeded to list over 10 companies into the Euronext market during 2014/2015, to name a few :



**Business Fields
& Management**



MCI MUNDUS CAPITAL INVEST concentrates on the following emerging markets



TUNISIA



ALGERIA



MOROCCO



SERBIA



EGYPT



SENEGAL



MALAYSIA



UAE

**Business Fields
& Management**



MR. KHALED AKID



Media



MR. AYMEN BOUAOUN



MR. ACHRAF GANOUCHI



MR. MAMADOU FAYE



MR. THIERRY BOUVERET



MS. HASNAH ISMAIL



Telecom



MR. JOSEPH BOURNE



MR. KAMEL CHARBIB



**Tourism
& Travel**



MR. THIERRY BOUVERET



MR. RIADH DALDOUL



**Property
development**



MR. ACHRAF GANOUCHI



MR. MARY BALLA



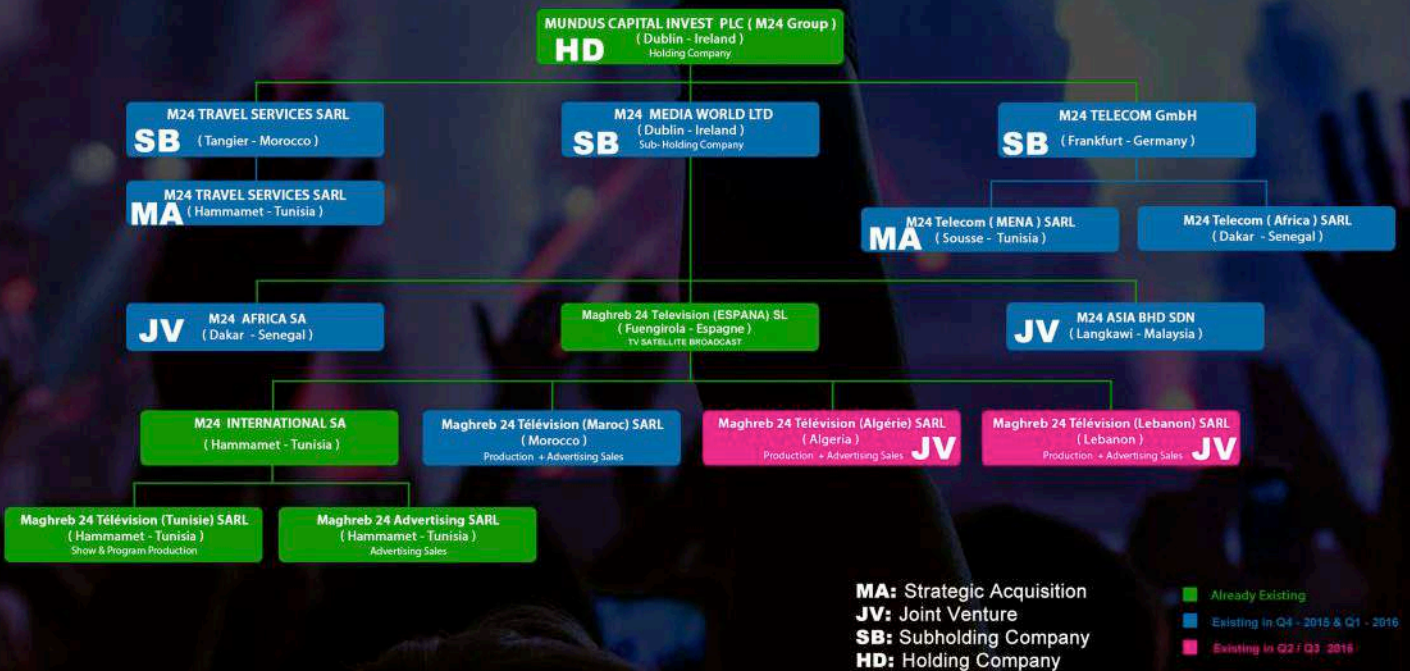
MS. HASNAH ISMAIL

Group Structure

Current corporate structure



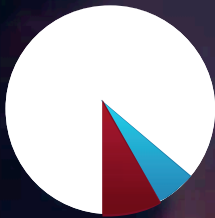
Post-IPO corporate structure



Statistics



% of audience in MENA



- 10 % of the audience in the Maghreb
- 3% of the audience in the Middle East

Number of viewers in MENA

Over
16 MILLION
MENA
Audience



- 10 million viewers in the Maghreb
- 6 million viewers in the Middle East

Number of viewers in USA on the Sling Network



Over
14 MILLION
viewers



Statistics Social Network

More than
1 MILLION
of fans



Profit & Loss 2013-2015



M24TV

PROFIT & LOSS (2013-2015) (in €)

	30/06/2015 (Non- Audited)	31/03/2015 (Non- Audited)	2014 (Audited)	2013 (Audited)
Revenus	563 220	269 711	576 561	-
Total Operating Expenses	321 137	136 391	623 448	246 030
EBIT	242 083	133 320	- 46 887	- 246 030

New launched media services

Profit & Loss 2015-2019



PROFIT & LOSS (2015-2019) M24 Group: Only Media (in €)

	2015	2016	2017	2018	2019
Revenus	1 510 332	9 154 620	12 564 028	16 071 493	19 690 034
Total Operating Expenses	1 134 561	6 820 192	9 284 817	11 860 762	14 334 345
EBIT	375 771	2 334 428	3 279 211	4 210 731	5 355 689

**Profit
&
Loss
2016-2020**

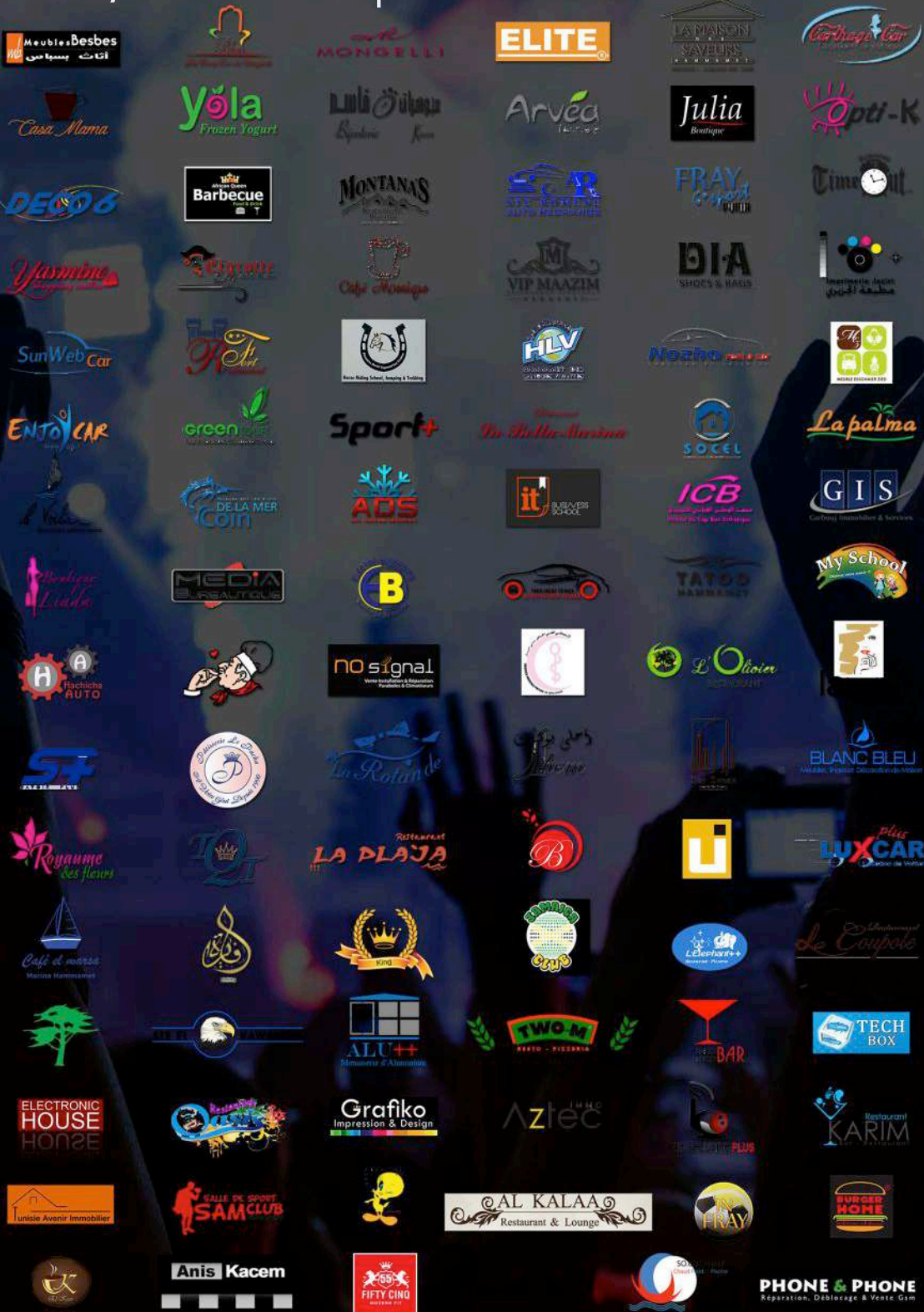
Strategic potential acquisitions & prospective
Joint-Ventures



PROFIT & LOSS (2015-2019) MCI: Media, Telecoms, Tourism & Travel, Property Development (in €)					
	2015	2016	2017	2018	2019
Revenus	1 510 332	48 611 032	65 709 869	83 411 049	104 554 082
Total Operating Expenses	1 134 561	36 166 608	48 493 883	61 440 578	76 149 874
EBIT	375 771	12 444 424	17 215 986	21 970 470	28 404 207

Partenaires

Following customers gave their confidence in MCI/ M24 Group





MCI

MUNDUS
CAPITAL
INVEST



**INVEST IN THE
FUTURE STAR**