## TEMUCOVA 360 ECO-SYSTEM

## ELENA TEMNIKOVAR



Organizer of the biggest in Russia tour among modern music performers



The first winner of the Apple Note in Europe, the sixth artist in the world (along with Eminem, Sia, Drake, Justin Timberlake, Sam Smith)





Guinness Record Holder for live concert (with online broadcast) in the mountains at an altitude of 2320 above sea level (Russia, Sochi, Rosa Khutor)



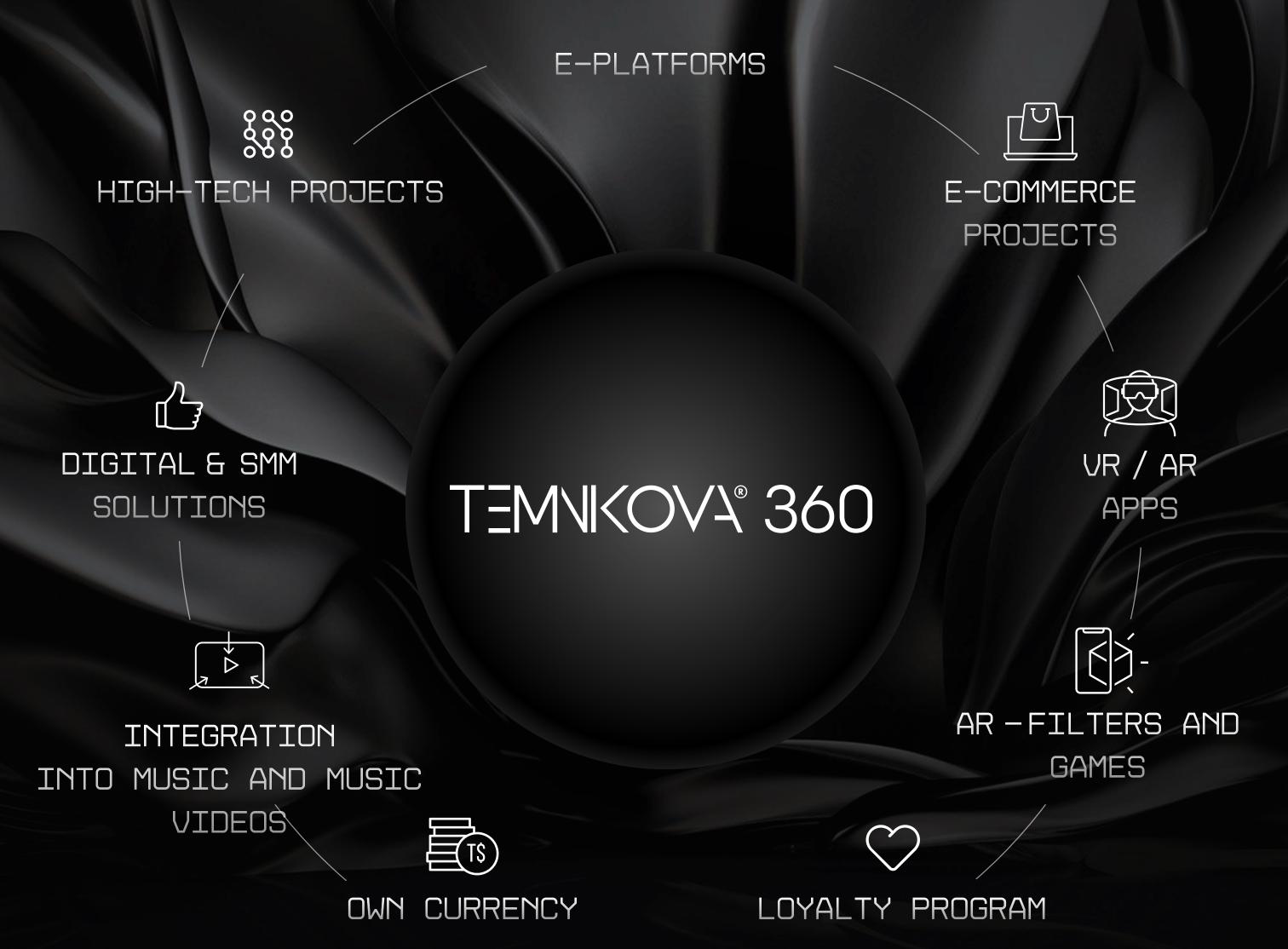
The first artist in the world who released AR-games for Instagram



Target audience 18-35 years old 60% female / 40% male
Total coverage of more than 26 million people



## PRODUCT MAP



## TICKETS E-PLATFORM

Own electronic platform for the sale of tickets for any event.

In addition to selling tickets, the e-commerce platform allows to sell unique "upgrades" (level ups) to tickets. For example, when buying ticket upgrades as part of Elena Temnikova's tour, the audience got the opportunity to get on stage, look into the dressing room, attend a rehearsal, take a photo on Polaroid with the artist, as well as free delivery of merchandise directly to the concert venue.



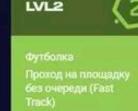




Купи за 700 Р

(🖒 The Best (%) Скидка (🔊 Заканчивается (🗸 Выбор покупателя (🐧 Хит недели

Сделай свой билет лучше!



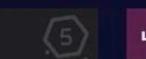
Футболка Проход на площади

в а площадку еди (Fast автографом

Купи за 1700 Р 🕠

оез очереди (rast Track) Ранний вход (Early Bird Access) Попсокет Плакат с автографом

Купи за 2500 Р



Купи за 450 Р

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дку Сумка t Проход н без очер fy Track)

ДАНО ПРОДАНО ПРС Купи за 7300 Р

#### Powered

Проход в гримерку после концерта Худи Фото с артистом

Сумка Проход на площадк без очереди (Fast

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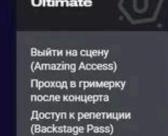


Фото с артистом

ЗАНО ПРОДАНО ПРС

ПОСЛЕДНИЙ ФЕСТИВАЛЬ 2019 ГОДА

+7 495 228-20-

ACCORDING TO STATISTICS, UPGRADES GIVE FROM 20% TO 50% OF REVENUE FOR TICKET SALES

#### Options for "client" use:

- Ticket+upgrades sales for your events (full customization of ticket design)
- Your products can be included in various upgrades and be an integral part of them
- Upgrades can only be purchased by your company's clients (for example: banking sector - payment for the upgrade by card of the bank)
- You can buy ticket / upgrade only by entering the code received when interacting with a certain product.





В календарь 📫 Поделиться

#### 8 Декабря 2019 15:00 Дворец спорта «Мегаспорт», Москва, Ходынский 6-р, 3

Цена: от 500 руб

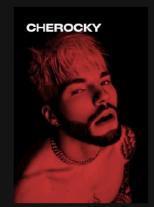
КУПИТЬ БИЛЕТЫ

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#### Все поколения любимого жанра

Более 30-ти артистов, специальные гости и 100% хитов.









#### WE CREATE AMAZING COLLABORATIONS WITH BIGGEST PLAYERS AROUND THE WORLD

### TEMNIKOVA. SHOP

WEAR AND ACCESSORIES
PRODUCTION, ONLINE SALES,
NFC CHIPS INTEGRATIONS.

We perform a full cycle of development of various clothes for our target audience and for the projects of our clients. For example, we participated in the design development of promotional items as part of the all-Russian campaign for a project with Coca-Cola.

The latest innovation: the integration of online chips into clothing (RFID / NFC technology). For the first time, brands have the ability to collect analytical information about who their customers are. And also realize post-sale campaigns.

By applying a mobile phone to the item, the buyer receives exclusive artist content (excerpts from unreleased songs, music videos, a video concert, ticket upgrades, and much more), promo coupons, and discounts.

You can also upload any digital content and offers on the NFC tag.





### TEMN(OV4® AR

WE HAVE DEVELOPED THE FIRST COMPLEX ENTERTAINMENT APP WITH AUGMENTED REALITY FOR AN UNFORGETTABLE CONCERT EXPERIENCE.

#### What TEMNIKOVA AR allows to do:

- The ability to complement and animate any music show through ARtechnology
- Establish a new channel of communication and audience retention at the time of the show
- Participate in promotional activities: participate in games and receive gifts during the show
- Create unique viral content by shooting an event with augmented reality effects
- The opportunity to immerse yourself in the show and stand on the same stage with the artist after the concert anywhere in the world, launching the concert in the AR+VR format.

The app is usштп in tours and concerts of Elena Temnikova. It was used at the concert of the Day of the City of Moscow, in live-concert on radio NRJ.

#### ATCH VIDEO PORTAL FOR RADIO NRJ







## PARTNERS CAN INTEGRATE USING THE FOLLOWING MECHANICS:



Animation of the scenes with the integration of brands



Interactive games: product placement in existing mechanics or creating new games



Integration into the virtual reality video stream + ARportals



Gifts from brands as prizes in AR-games

## VIDEO CONTENT PRODUCTION IN THE VIRTUAL REALITY FORMAT

Each concert of the client's event can be filmed by us in VR 360 format, including live broadcasting.

WATCH 360.TEMNIKOVA.RU

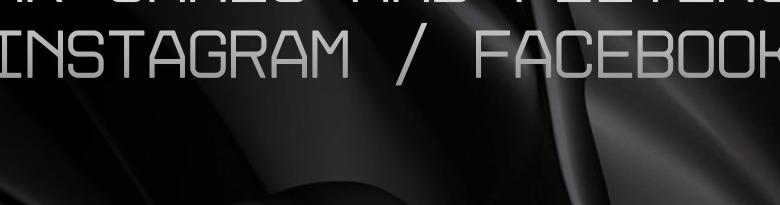


Watching VR-videos is available via the web, mobile, app, and VR-devices (glasses). Users get a unique experience and opportunities to find themselves on the stage during the event.



#### AR GAMES AND FILTERS IN INSTAGRAM / FACEBOOK STORIES







Russian Tattoo



Beauty Cutie



Flowers boost



Emoji



Love







Donkey King AR Game



Heroes AR Game

Ice Runner

AR Game

Megacity

AR Game

Impulses

AR Game

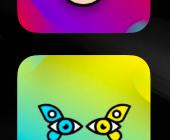
MORE THAN 3.5 BILLION LAUNCHES.

NUMBER 1 IN TERMS OF COVERAGE AMONG ALL ARTISTS IN EASTERN EUROPE.

#### OPPORTUNITIES FOR CUSTOMER INTEGRATION:

- Try on or animate a customer's brand products
- Gamification game mechanics that deeply engage users in communication and brand development
- Visualization projects that change the appearance of people or complement the space
- Informative B2B solutions animation of posters or products in stores, etc.

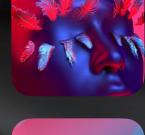
We can develop Instagram and/or Facebook ARprojects of any complexity and can also make it immediately available to all subscribers of Elena Temnikova (for an audience of more than 5 million people). The entire huge subscriber base will see the client's brand.



Butterfly

Beauty

Master



Птичка

Glammy

Soft Love

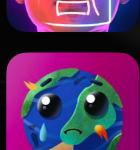
Criminal



XMAS



Partymaker



Save the Planet



Stress



Diamond Boom

Face Snake

Baby



New Year



Happy

## TEMNKOVA BANK

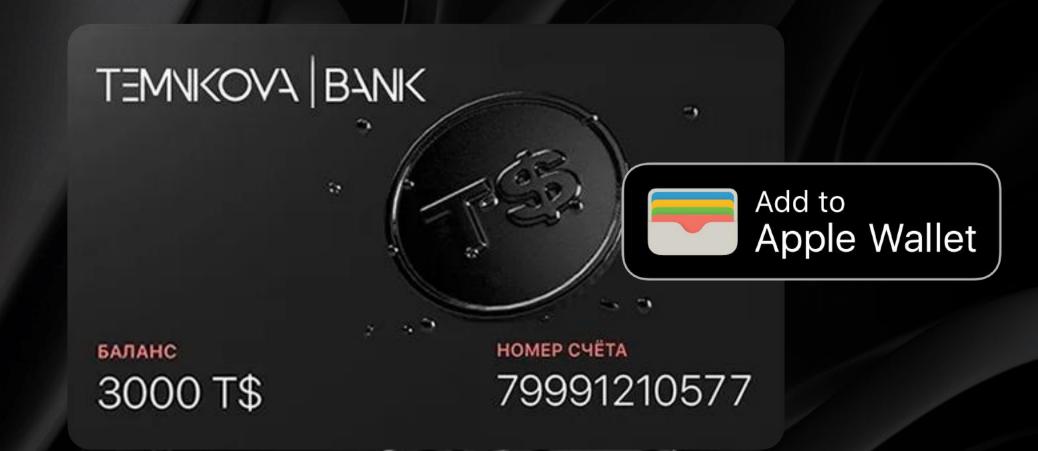
## LOYALTY FINANCIAL ENGINE WITH DIGITAL CURRENCY

CAN BE REBRANDED FOR ANY CLIENT

Cashback users receive currency for their spending on services/projects of the TEMNIKOVA label (tickets, upgrades, clothing, participation in promotions and campaigns). Cashback can be loyalty points (T\$), or NFT tokens and even crypto.

## HOW DOES USER SPEND T\$ NOW IN CASE OF TEMNIKOVA BANK?

- Buying tickets, upgrades, clothing
- Getting unique services/goods not available for money (get into TEMNIKOVA CAMP, get a gold / platinum TEMNIKOVA FRIENDS PASS card with unique features, get to workshops, etc.)
- Unlock exclusive content in the digital environment of TEMNIKOVA AR.



THE INTERNAL CURRENCY OF THE LABEL'S LOYALTY PROGRAM ECOSYSTEM. THE REWARD ELEMENT IS USED TO MAINTAIN DIALOGUE AND CONTACT WITH THE AUDIENCE.

MORE THAN 300,000
PARTICIPANTS NOW IN OUR
PROGRAM.

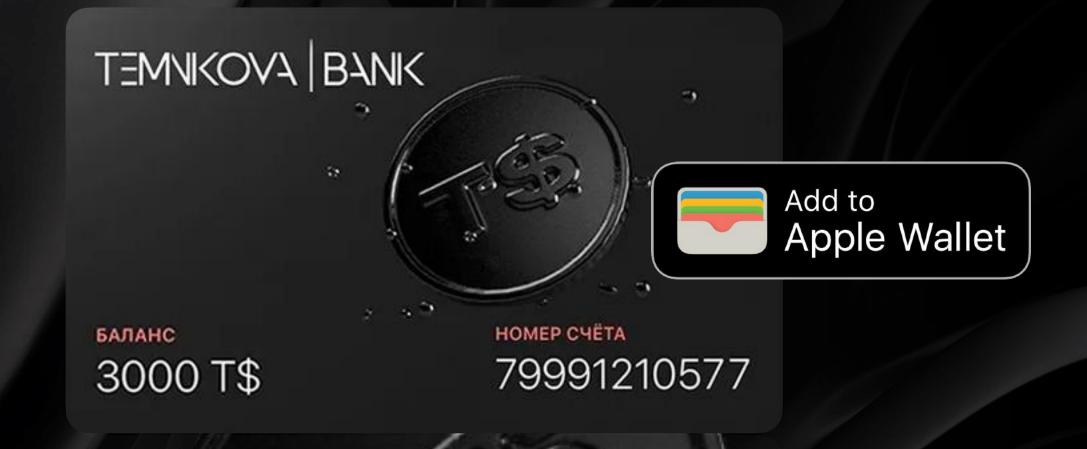
## TEMNKOVA BANK

## FOR CLIENTS / BRANDS

THE CLIENT CAN CONNECT TO OUR READY-MADE ECOSYSTEM OR GET THEIR OWN WHITE-LABEL BASED ON OUR TECHNOLOGIES.

Advantages in case of integration into our ready-made product:

- Ready-made product line (tickets, clothing, digital content, unique offers) no need to create anything of your own. T\$ is credited automatically as cashback for using / purchasing the client's services.
- No need to create your own IT-solutions (costs minimization).
- Loyal audience from the very beginning



Opportunities for using on the example of the telecom / banking sector:

- For activation of the card
- Chargeback of T\$ for the account balance
- For the duration of the card use (extending the life of the client)
- For the number of transactions (raising the receipt)

#### On the example of the FMCG sector:

- Chargeback for the purchase of a product ("T\$ code in the package")
- Collecting goods with subsequent activation and receiving T\$ as a gift

TEMVICOV4° 360



WE CREATE AND PARTICIPATE IN THE FILMING OF THE MOST EFFECTIVE OLL/TV ADVERTISING CAMPAIGNS WITH THE WORLD'S LEADING COMPANIES

## COMMERCIALS









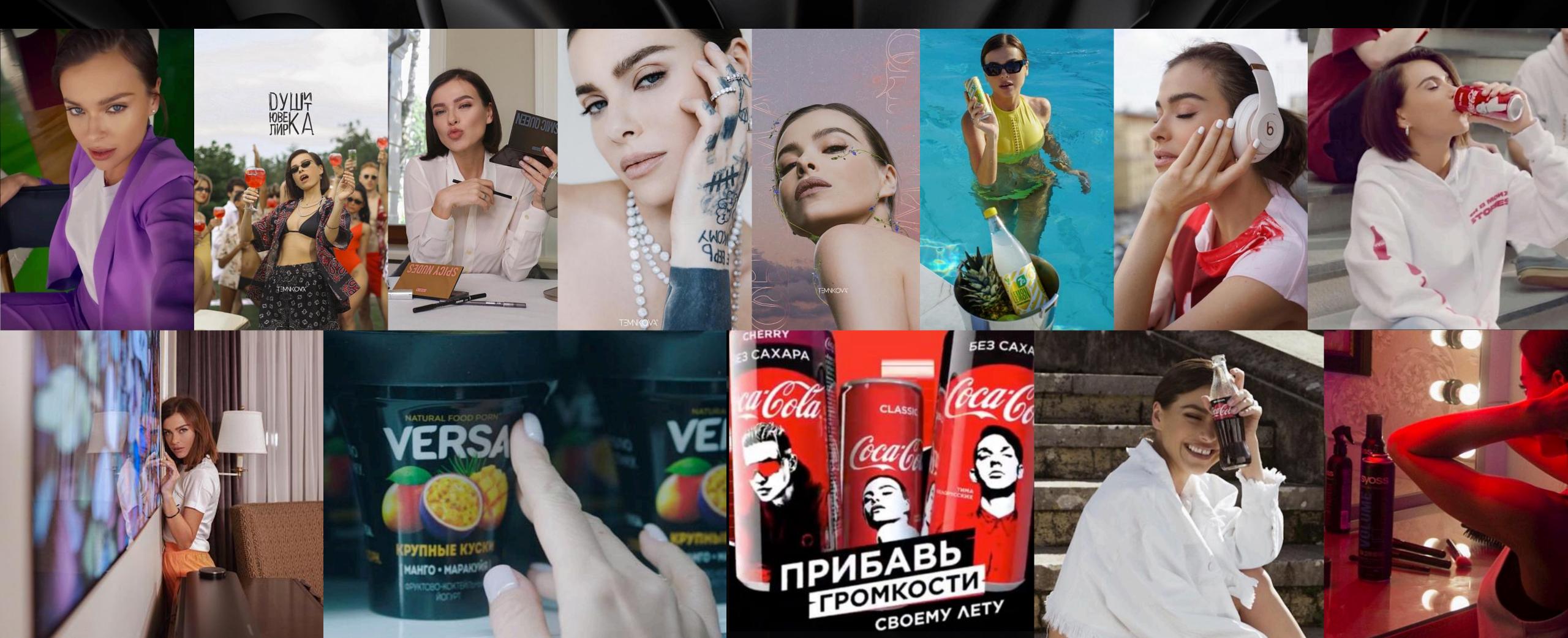












## DIGITAL SOLUTIONS AND SMM

EXPERIENCE - MORE THAN 50,000,000 REAL USERS OF VARIOUS SYSTEMS FROM THE SOLUTION POOL



CHAT-BOTS (TELEGRAM, FACEBOOK, VIBER)



LEAD GENERATORS (NUMEROUS CONSTRUCTORS)



GAMIFICATION MECHANICS (WITH MULTI-STAGE ACHIEVEMENT SYSTEMS)



TIK TOK MEDIA NETWORK (CLOSED TRAFFIC MANAGEMENT EXCHANGE)

## HIGH-TECH SOLUTIONS



#### SMART TU:

Owners of connected-TV get access to music- and another videos and of Elena Temnikova, as well as the opportunity to buy products from TEMNIKOVA.SHOP and concert tickets right in the app.

Users get the convenience of viewing releases on large screens, while retaining the choice, personalization and interactivity inherent in the Internet.



#### SMART WATCH:

A compact version of the TEMNIKOVA AR app.

The app provides information on concert schedules with reminders, Temnikova coin account balance, and games.



#### SMART SPEAKER:

TEMNIKOVA WAVE is a product of the integration of the TEMNIKOVA label цшер the voice assistant (Alexa, Alisa). It includes many projects with different formats of interaction, and directly depends on the development of the label. At the same time, it is an independent resource for promoting any of the projects of the TEMNIKOVA label.





Installed more than 20,000,000 times (iMessage, Viber, Telegram, VK). Partners can integrate into stickers or GIFs with the brand's product.



#### GIF



There are already more than 1.5 billion users with their own content. Instagram Facebook Messenger, Viber, Telegram, etc. are available in 300 messengers and services around the world (including Instagram, Facebook Messenger, Viber, Telegram, etc.).

# THANKS FOR YOUR ATTENTION

WWW.TEMNIKOVA.COM