

THE BEST YOU

PARTNERSHIPS

WHO WE ARE

The Best You believes that education and personal development lead to empowerment, and support individuals, organizations, and initiatives that strive to make the world a better place.

A place where global leaders, influencers, authors, and entrepreneurs share expertise with a global audience aimed at improving the world and revolutionizing TV through thought-provoking individuals and ideas NOW ON TV!

So everyone can
Live A Life Without Limits!

CHANNELS



THRIVING IN THE NEW NORMAL



DISHIN IT WITH VIVIAN



YOU ARE AMAZING



THE MAS XPERIENCE



THE BEST YOU SERIES



RE THINK SOCIAL MEDIA



INSPIRING PEOPLE INTERVIEWS



NPL LIFE TV

DIGITAL IS NOW

We're well on our way to the future of TV. With changes in viewer preferences and new technology, especially driven by the growth of streaming services, TV will soon be nearly unrecognizable from what it was just a few decades ago.

Just like TV, learning is on-demand, and it has become increasingly feasible for both students and companies to switch to e-learning

- Advertise.
- Sponsor.
- Create Revenue.

THINK BIGGER, REACH MORE!

FOUNDERS



MAS SAJADY

Mas Sajady, Author, Founder of Xponential Intelligence®, MediMorphosis®, and Medihealing®.



BERNARDO MOYA

Author, Creator of The Best You brand, The Best You Expo, The Best You TV, The Best You Magazine.



DAVID. T. FAGAN

Speaker – Author – Expert. former CEO of Guerrilla Marketing as the former owner of LCO Communications.

SMART STREAMING

The number of smart TV users in the U.S is forecast to grow to 119 million by 2022, representing about 58.3 percent of all connected users.

REACH



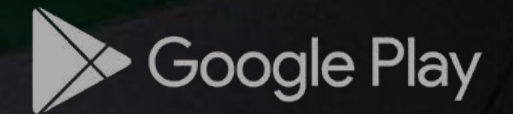
Nearly one in three smart TVs sold in the United States is a Roku TV. Roku predicts that "roughly half of all U.S. TV households" will have either cut the cord or never had traditional TV by 2024. The Roku Channel — Roku's own ad-supported channel — reached an estimated 56 million viewers in 2020.



In total, Amazon will have 96.5 million viewers, which is 8.8% higher than in 2018. By 2021, the number of Amazon Prime Video viewers will reach one-third of the U.S. population. Netflix remains the top streamer with nearly 159 million individual viewers in the U.S.



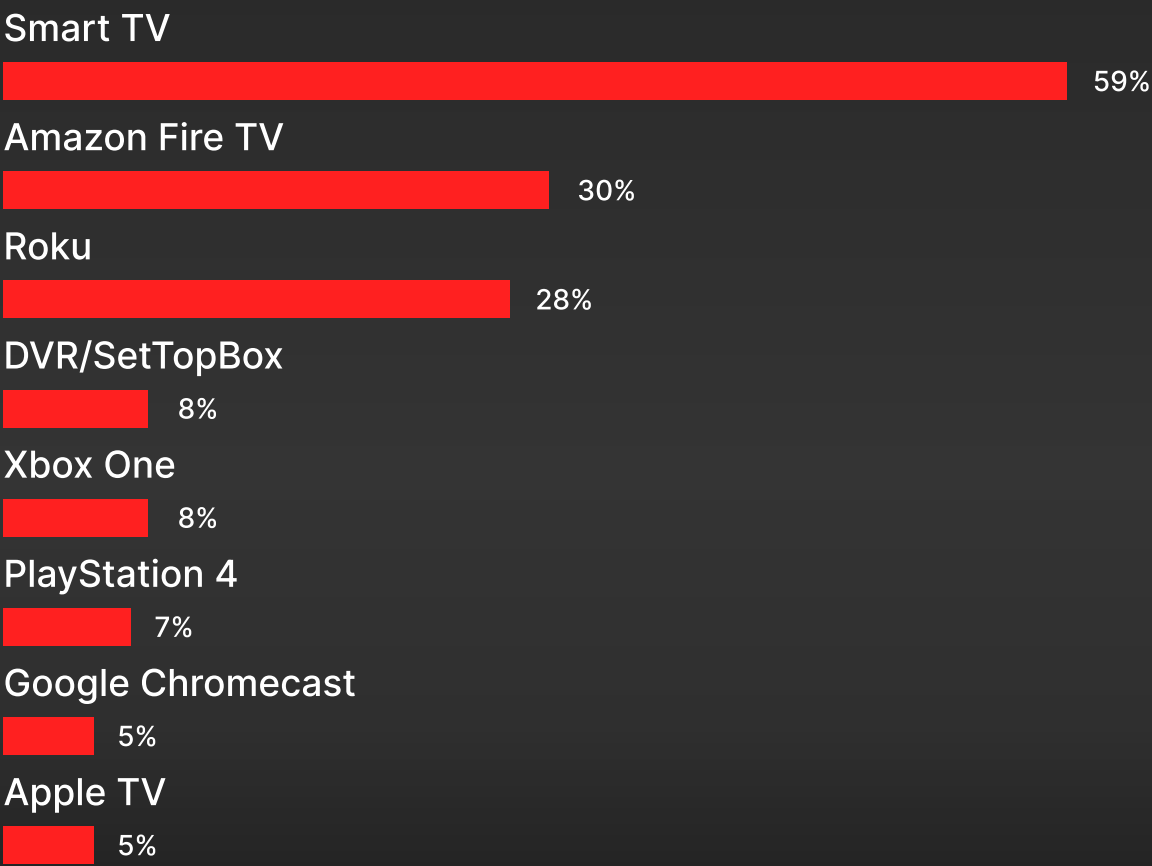
Apple has sold about 2 billion phones, and is currently selling about 160 million a year. Apple TV Plus service may have garnered an astounding 50 million subscribers in the U.S. in Q4 2020 alone. That puts it as the third most popular streaming service in America. Morgan Stanley analysts estimate Apple TV could be a \$9 billion-per-year business by 2025, even with conservative sign-up estimates.



The world's largest app store, Google Play is Google's digital distribution service. Hosting around 3 million apps in 2020, the Android app store boasts 2.5 billion active Android users. With 2+ billion active monthly users, the Google app store is a brand itself. 115+ billion downloads in the last 12 months, are proof of the growing popularity of the Google Android app store.

Share of US Households with Connected TV (CTV), by Device, Feb 2022

In millions



Source: Comscore OTT Intelligence as cited in company blog post, May 12, 2022

US Connected TV (CTV) Users, by Generation, 2020-2025

In millions

	2020	2021	2022	2023	2024	2025
Gen Z (1997 - 2012)	43.9	46.9	49.6	52.2	54.9	56.1
Millennial (1981 - 1996)	56.8	59.2	60.5	61.5	62.1	62.6
Gen X (1965 - 1980)	50.0	51.0	51.0	51.0	50.8	50.5
Baby Boomer (1946 - 1964)	34.1	34.5	33.9	33.9	32.4	31.6

Note: Individuals who use the internet through a connected TV at least once per month.
Source: eMarketer, Sep 2021

BRAND EXPOSURE

At The Best You TV, you will have the opportunity to join us and become one of our founding partners.

There are many ways you can benefit, reaching millions of people getting your content seen everywhere globally on the leading TV Apps through The Best You TV and its TV Partner channels.

OPPORTUNITIES

SPONSORSHIP

By becoming a sponsor your brand can become a relevant partner of The Best You and some of our channels and create exciting new revenue streams in the process. P.O.A.

CHANNELS

Own a channel, that showcases up to 30 shows that will be available and seen on our daily schedule and shared with other partner channels.

STREAMING

Stream your Events & Courses on The Best You TV. Personal Development needs to replicate what the music & sports industry have been doing for decades.

Your event & courses will be as valid today as it will be in six month, a year.

ADVERTISE ON THE BEST YOU TV AND ROKU

Thousands of impressions and displays on our scheduled and on-demand programming. The Best You TV has the ability to insert advertisements on our channel and Roku's and other partners' channels from 15-60 seconds or infomercials up to 15 minutes per hour, 24 hours a day 7 days a week.

The background is a dark, moody environment with several bright blue, glowing lines that intersect at various angles, creating a sense of depth and movement. In the foreground, there are two complex, dark-colored mechanical or electronic devices. These devices are covered in a dense network of black wires and cables, some of which are secured with red zip ties. The lighting is low, with the primary light sources being the glowing blue lines and the ambient light reflecting off the metallic surfaces of the machinery. The overall aesthetic is high-tech and industrial.

PACKAGES

FOUNDER

INVITATION ONLY - P.O.A.

Become a founder of The Best You TV and be part of the thinking minds and team that shapes the world of Personal Development

Package includes:

- Listed Founder on All Materials
- 25% Channel Introductions & Sponsors Revenue
- 2 Year, 50% Package Discount
- 'Inspiring People' Interviews Special Feature
- Speaking opportunities

**yearly fee. 12-month contract minimum; 2 years max.*

**sponsors are subject to approval.*

**terms apply.*

PARTNER

LIMITED TO 10

Become a Partner of The Best You TV and a recognized name in the industry. Join the largest personal development events globally and be part of our TV Network that reaches **195 Million People**.

Package includes:

- Customers Pay YOU to be on TV
- 20% Roku Revenue
- 'The Best You' TV 50% Revenue
- Customer Exposure & Recognition

**yearly fee. 12-month contract minimum; 2 years max.*

**sponsors are subject to approval.*

**terms apply.*

SPONSOR

POA

Become a sponsor of The Best You TV and the largest personal development events globally and be part of our TV Network that reaches 195 Million People.

CHANNEL

- Promote One of Our Channels
- 30 Sec-12 Min Ads Per Month
- Playlist up to 30 Videos
- 20% Roku Advertising
- Unlimited Videos of Your Brand on the Channels Playlist
- Featured Articles in 'The Best You' Magazine, Newsletters, & Social Media

PARTNER

- 20% Roku Advertising
- Unlimited Videos of Your Brand on the Channels Playlist
- Featured Articles in 'The Best You' Magazine, Newsletters, & Social Media
- Premier Channel
- 30 Sec-12 Min Ads Per Month
- Playlist up to 30 Videos

PLATINUM

- Premier Channel
- 30 Sec-12 Min Ads Per Month
- 20% Roku Advertising
- Unlimited Videos on Playlist
- Featured Articles in 'The Best You' Magazine, Newsletters, & Social Media

**yearly fee. 12-month contract minimum; 2 years max.*

**sponsors are subject to approval.*

**terms apply*

CHANNEL

Own your own premier channel on The Best You TV a TV Network that reaches 195 Million People.

PREMIER

\$2.500 PCM

- Channel on All Platforms
- 30 Sec-12 Min Ads Per Month
- Playlist up to 30 Videos
- Speak at 'The Best You' Virtual Expo

**subject for approval: format, quality, interview, teaching format*

**production services available*

**12-month contract minimum*

**min ad spend on Roku compulsory*

**set up fee \$1500 per channel*

CHANNEL

\$1.500 PCM

- Channel on All Platforms
- 30 Sec-12 Min Ads Per Month
- Playlist up to 30 Videos

**subject for approval: format, quality, interview, teaching format*

**production services available*

**12-month contract minimum*

**min ad spend on Roku compulsory*

**set up fee \$1500 per channel*

STREAM

POA

Stream your event LIVE through our TV Channel and TV Network.
Reach up to 195 Million People. LIVE and on-demand, any time, anywhere.

Package includes:

- Event & Production Team Provided
- 30 Days On Demand
- Live on 4 Platforms
- Long Term Revenue from Sponsors & Ads

** First stream 50% discount*

THE BEST TV SERIES

\$3.995

YOUR Sixty Minute (60 Min) Programme is one of our new TV Series that can reach 195 Million People.

Package includes:

- A professional interview - Coached and scripted with highlights and features
- Three infomercials (3 min, 30 sec, 60 secs)
- On-Demand for two years, shared and promoted to all our network

ROKU ADVERTISING

SUBJECT TO CONTRACT

ROKU ads are meant to boost a channel's visibility on our platform

All promotions purchased on Roku will appear on the home screen to the right of the My Channels section. Roku ads are meant to boost a channel's visibility on our platform and should link directly to a specific piece of in-app content when possible. Once your campaign goes live, you can upload additional creatives to run.

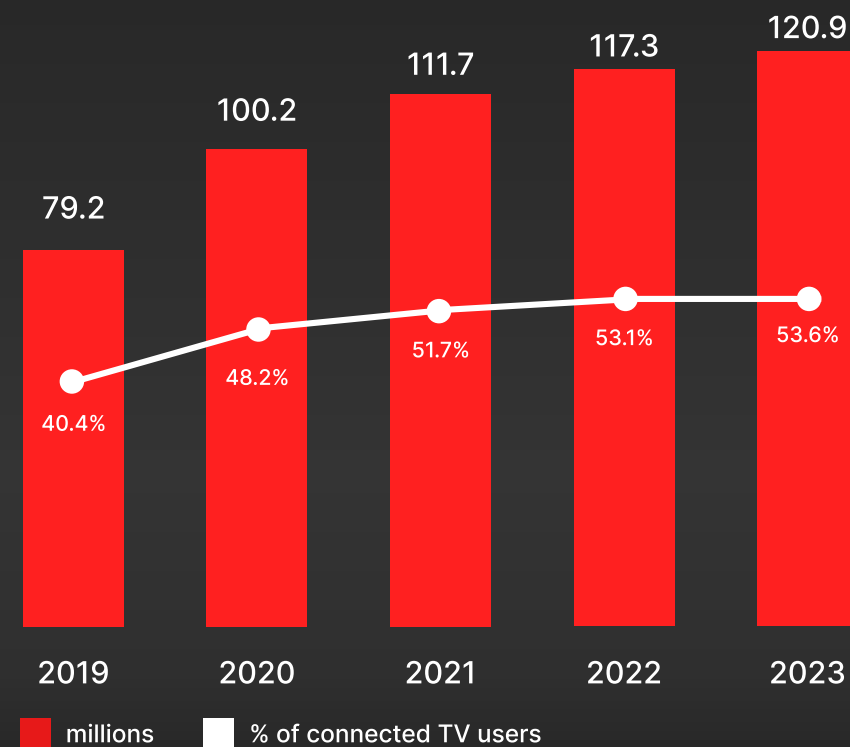


- **ROKU CPM** (Cost Per Thousand Impressions). When selecting this campaign type, you get charged the going rate for every 1,000 ad impressions served. Min Spend \$600
- **ROKU CPC** (Cost Per Click). By selecting CPC, you will be charged for each click on your ad based on your current bid price (up to your budget). Min Spend \$1000

ROKU DEMOGRAPHICS

US Roku Users, 2019-2023

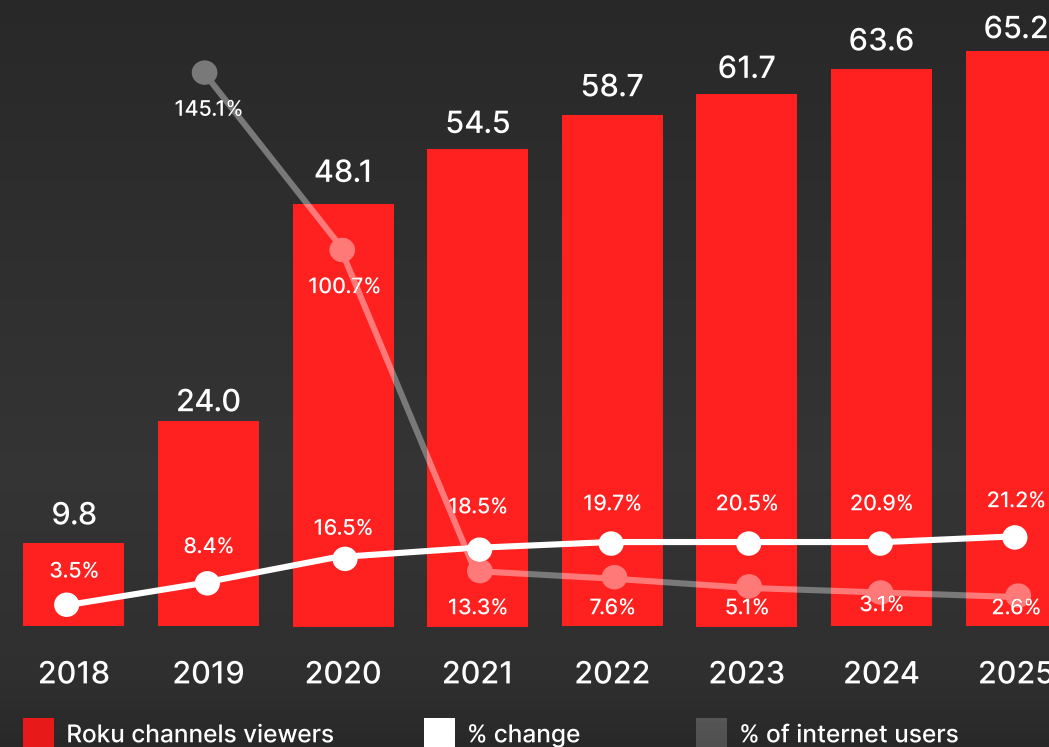
Millions and % of connected TV users



Source: Comscore OTT Intelligence as cited in company blog post, May 12, 2022

US Roku Channel Viewers, 2018 - 2025

Millions, % change, and % of internet users



Source: individuals of any age who watch The Roku Channel via app or website at least once per month. source: eMarketer, Sep 2021

Roku

Why does it matter?

- 2021: 51.2 Million Active Accounts
- 4,500 Streaming Channels available on Roku TV
- 2020 Coronavirus Pandemic: 50% User Increase

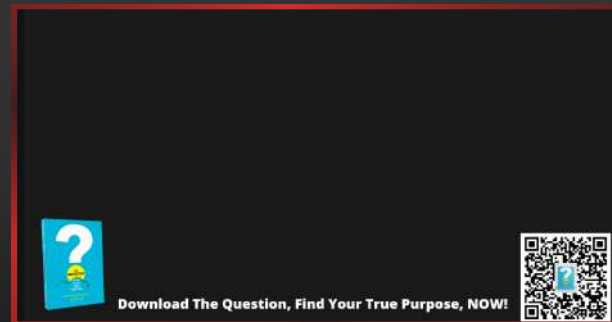
DYNAMIC CTA

QR CODES

Add call to action to your talks, interviews, shows and TV channels. Package includes:

- Track your business
- QR codes with updated info embedded in your talk

** Previous content can be updated, P.O.A*



ADVERTISE

Promote your services to your ideal market at an extremely affordable price.

- A 15-second spot 500+ times a month
- A 30-second spot 500+ times a month

*12-month contract
- paid monthly or annually.*

POA

ADDITIONAL SERVICES

We've Got You Covered!
Our team of experts can help
you put together your ideas
for your show, channel or film.
No idea is too small or too big.

- Graphics, design and editing
- Copywriting
- Scriptwriting
- Production
- Location manager
- TV Producers and directors

Live

STREAM YOUR EVENT ON TV LIVE

INSERT COMMERCIALS

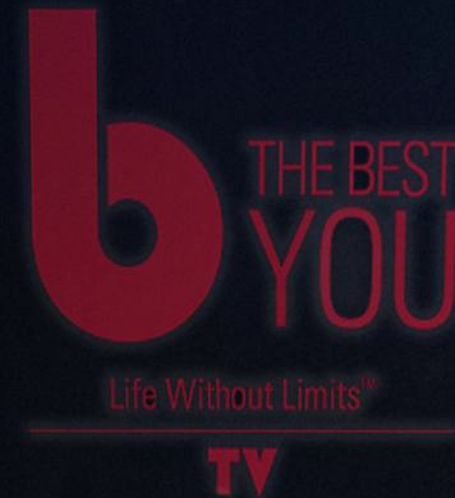
QR CODES + CALL
TO ACTION

GIVE PEOPLE THE ABILITY
TO WATCH YOUR EVENT
FORM THE COMFORT OF
THEIR HOMES

Remember

PEOPLE WATCH WHAT THEY WANT TO WATCH

AND WHEN THEY WANT TO WATCH IT





From The Best You, we're excited to hear about you
and your ideas so we can work together

GET INVOLVED, "DON'T WATCH"

GET IN TOUCH

Contact us today, be The Best You

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emilia.jorio@thebestyou.co

www.thebestyou.tv
www.thebestyou.co

JOIN THE CONVERSATION
#THEBESTYOUTV