

EQUITIES

ON THE MOVE CORPORATE PROFILES

SIVOO Holdings, Inc.

OTC: SIVO.PK



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TOP INVESTMENT HIGHLIGHTS

- ☑ SIVOO provides multi-cultural and non-English language television content through the Internet and Internet Protocol TV (IPTV).
- ☑ Company has access to significant market of over 100 million US residents who speak a language in addition to English.
- ☑ With use of the Internet to watch TV on the rise, so is Internet advertising; SIVOO could potentially bring in \$600 million annually from video-on-demand advertising.
- ☑ The company has a three-year, 236-movie deal with communications giant Verizon's FIOS division (television delivered through the Internet).
- ☑ SIVOO recently formed partnerships with popular online media sites such as YouTube and Joost.

Corporate Overview

Sivoo, Inc., the Internet TV brand of Sivoo Holdings, Inc., is dedicated to providing multicultural and non-English language content through the Internet and Internet Protocol TV (IPTV) to the 100 million US residents who speak a language in addition to English. The company currently offers 20,000 hours of programming in Spanish, Chinese, and Hindi, and will introduce over 71 channels of live streaming TV from around the world in July 2007. Headquartered in Philadelphia, PA, SIVOO has a small studio in Universal City, CA.

Founded in 2000, SIVOO is the first Internet TV network of multicultural on-demand entertainment. Through its Spanish and Chinese language TV networks, the company delivers on-demand content through the Internet. Users can view the company's content online for

free with ads or for a nominal fee without advertising, and subscriptions are not required. So far, the company has captured 20,000 hours of content from more than 71 channels around the world, rising to 100 by the end of 2007, and half of that content is exclusive to SIVOO. The company has a three-year, 236-movie deal with Verizon FIOS, the mobile phone company's unit selling television delivered through the Internet.

Market

Using the Internet to watch television has become increasingly popular; however, copyright issues have also sprung to the forefront of debate. These concerns are eliminated when dealing with professionally produced and licensed programming such as SIVOO carries, making its market valuable for this entertainment revolution. Dr. Burhan

Fatah founded SIVOO in an effort to bridge the gap between the big content providers and America's linguistic minorities. There exists a significant market with an unsatisfied thirst for programming that reflects their cultural heritage, as well as tailored versions of hit US films and TV shows. Providers with the ability to deliver programming to those markets at minimal cost will likely benefit from the extra revenue.

SIVOO has been offering networks in three main languages: Spanish, Chinese, and Hindi. Each network carries a wide range of games, shows, drama series, and broad-based entertainment tailored to audiences who are seeking more than the traditional broadcast and cable channels. The company has plans to subtitle English-language programs and put English subtitles on programs produced in any of these three languages, catering to the many US homes where several generations of a family watch television together. In the future, SIVOO plans to expand its reach to the top ten language groups in the United States, and has already signed up 71 live streaming channels from around the world covering the languages / regions of Russian, Cambodian, French, Tagalog, German, Italian, Korean, Romanian, Balkan, Persian, Arabic, South Indian - Malayalam - Tamil, South Asian - Bengali.

With an increasing number of people accessing TV through the Internet, there is significant opportunity to reach international screens as well. SIVOO regards the US as an essential foundation for its business model. Once that model has been refined, the company plans to focus on commercially viable expatriate communities not adequately served by existing media.

Recent News

In April 2007, the company announced a deal with YouTube to put SIVOO's Spanish, Chinese and Hindi-language content on a dedicated YouTube Channel, youtube.com/SIVOOtv. As part of the agreement, SIVOO will provide YouTube with over 50 multicultural videos, including award-winning Chinese movies, telenovelas from Latin America, and Bollywood films from India. SIVOO will add 15 new clips every two weeks to keep the selection fresh, while registered YouTube users can subscribe to the network and be automatically updated when new content becomes available.

Revenue Streams

SIVOO currently has two main revenue streams: Internet streaming video advertising and Internet protocol TV, which is subscription-based. With the goal of 14 million of the 70 million US households expected to have broadband by 2010, the company could potentially bring in annual revenues of \$600 million from video-on-demand advertising. Another \$1 billion could be gained from subscriptions.

Advertising will likely fuel the company's financial growth, as advertisers continue to recognize the value of Internet marketing. In 2006, the Internet drew about \$1.5 billion worth of advertising in the United States, and that figure is projected to grow to nearly \$8 billion by 2010 (with around \$3 billion predicted to come directly from viewers paying to watch programs). The company does not charge a subscription, and will continue to rely entirely on viewer fees and advertising revenue. SIVOO's television shows cost \$1.99, and movies are \$3.99.

Management

Burhan Fatah, Ph.D.

Founder and CEO

Burhan Fatah, Ph.D., Founder & CEO, holds a master's degree in Computer Science and a Ph.D. in Physics. While at Unisys in the 1980s, Dr. Fatah developed the world's first commercially available



open E-Mail system and later authored a book on Electronic Mail systems (published by McGraw Hill in 1994). He then founded one of the first Internet cafes in the US. Prior to this, Dr. Fatah was a sought-after consultant in E-mail and Internet technologies to the Fortune 500. A foreign-born US citizen himself, Dr. Fatah embodies SIVOO's target audience. He speaks five languages and has lived in over ten countries on four continents.

Christopher Myers,

President and Chief Operating Officer

Christopher Myers, president & COO, is a lifelong entrepreneur, having founded five start-ups. He has been active in venture capital as a Director of early-stage venture funds since 2002. In his current role, Mr. Myers is responsible for managing the strategic and tactical operations within the company and plays a key role in its overall leadership and profitability. Prior to this, Mr. Myers was a founder and CEO of SITU Partners Inc. (searchbuilder.com) from 1997 to 2002. The company was one of the largest providers of SEO and SEM services in the US with a Fortune 500 account base including Best Buy, Gateway, Hewlett-Packard, Mac & PC Mall, Nordstrom, Eddie Bauer, and Yahoo! Myers created the "cost-per-action" pricing model and associated products that gained rapid and widespread market acceptance and that shaped the field. Prior to this, Mr. Myers was the sole founder and Creative Director of H.I. Creative, which he built, from 1993 to 1997, into the largest publication services provider in the Southwest US, producing nine magazine titles for five publishers. He graduated summa cum laude with a Bachelor of Arts from the New School for Social Research in New York.

Philip Ives

Chief Technology Officer

Philip Ives, CTO, leads SIVOO's develop-

ers in architecting and creating the streaming video technologies that drive SIVOO. He has worked at companies such as WorldGate Communications, Digital Video Arts, QVC, Guideworks (Comcast+TVGuide LLC) and consulted for SEI Investments, Wyeth-Ayerst, and Investor Force developing digital Set-top box applications such as games, program guides, and interactive TV applications. At QVC, he developed the first interactive shopping applications over WebTV. He holds a Bachelor of Science in Computer Information Systems from Drexel University.

Alan Sternfeld,

Executive Vice President, Multicultural Networks

Bob Saltzman,

Executive Vice President, Corporate Development and Marketing

Daniel S. Leon,

Vice President, International Programming and Business Development

George Chung,

Vice President of Production

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