



GLOBAL
FAN
EXCHANGE

LET YOUR FANS BE PART OF YOUR NEXT BIG VENTURE

The Ultimate Fan Engagement Platform

LEVERAGE YOUR PERSONAL BRAND TO FUND YOUR VENTURES

Invite Fans To Be Part Of Your Success

ACCELERATE
YOUR NEW
BUSINESS IDEA

SELL % OF
YOUR MUSIC
ROYALTY

FUND YOUR
NEXT TOUR

RE-RECORD
YOUR
MASTERS

CREATE
MEMORABILIA
NFTS

(NON-FUNGIBLE TOKENS)

GENERATE
VIRAL FAN
ENGAGEMENT

THE POSSIBILITIES ARE ENDLESS

A NEW MOVEMENT IS TAKING PLACE

Celebrities are leveraging their fanbases to fuel their ventures.

FORTUNE

RETAIL • DRAKE

Drake Plans to Take His Whiskey Brand Virginia Black Public

BUSINESS INSIDER

“Partly due to having George's name attached, the Casamigos brand “immediately took off” through word of mouth, according to Gerber.”

VANITY FAIR

Kylie Jenner Built a Business Empire out of Lip Kits and Fan Worship

*Celebrities mentioned are for descriptive purposes only. GFX does not claim to have any signed relationship with any connected entity for the use of “like and likeness.”

You Invest A Lot Into Making Your Fans Proud.
Now Let Your Fans Invest In You.

THE NEXT EVOLUTION OF FAN ENGAGEMENT



Global Fan Exchange “GFX” is a next generation fan engagement platform giving fans the opportunity to invest, drive awareness, and share in the success of celebrity ventures.

1

You have a great idea for your next venture

2

Invite fans to invest and be part of your dream

3

Raise crowdfunded capital from fans who'll be brand ambassadors throughout your journey

YOU FOCUS ON YOUR FANS; WE'VE GOT THE REST COVERED

ADD MEANINGFUL REVENUE STREAM

Raise meaningful capital from fans and benefit from any share value growth alongside them.

ELEVATE YOUR BRAND

Activate a loyal group of brand ambassadors who have a vested interest in your venture's success.

ENGAGE WITH FANS

Share exclusive content and initiatives directly with your biggest supporters on GFX.



GLOBAL
FAN
EXCHANGE

GFX BRINGS YOU

An innovative platform to seamlessly manage your entire offering

Corporate set up, audits, regulatory filings, dividend distribution, & annual disclosure filings

A team of Wall Street veterans & proven software engineers to compliantly prepare all necessary offering docs

Advanced onboarding technology & investor management tools to support your offering

Substantial partner program to identify the right crowdfunding platform & trading venue for your shares

Affiliate of the first global exchange & trading app for digital securities, Upstream

PARTNERED WITH



Dr. Angie McCartney



Ruth McCartney



Martin Nethercutt



PARTNERSHIP PROPOSAL



YOUR VENTURE

Horizon & Artists work together to create Special Purpose Vehicles (“SPVs”) on the Global Fan Exchange and Upstream platform which will give fans the opportunity to invest, drive awareness, and own a piece of the royalty streams from the Artist’s music catalog, tours, merchandise or to re-record masters. Additionally, fans will be given the ability to purchase historic memorabilia from the Artist’s career.

The Artist will leverage their social media outlets to help spread the opportunity to fans while GFX takes care of all the corporate, compliance, and offering requirements.

EXAMPLE PARTNERSHIP ECONOMICS



- ❖ End to end tech suite
- ❖ Handles all corporate, compliance, & offering requirements
- ❖ Global trading venue 'Upstream'



YOUR VENTURE

- ❖ Receives funds immediately after offering closes
- ❖ Owns % of SPV
- ❖ Shares trade among global fan base

BENEFITS FOR YOUR VENTURE

- Upfront cash payment immediately after offering closes
- % ownership shares in the SPV that are tradeable on Upstream & benefit from any share value growth & dividends
- Innovative fan engagement initiative to create brand ambassadors
- User-friendly smartphone app to engage with your biggest supporters



GLOBAL
FAN
EXCHANGE

BENEFITS FOR YOUR FANS

- Stake in their favorite musician or athlete's future
- Dividends
- Secondary trading on a regulated stock exchange
- User-friendly smartphone app to trade shares
- Unique engagement opportunities

USE CASE

JOE ENTERTAINER

Joe Entertainer invites fans to own a piece of his acting or music career.



8.6M
Followers



2M
Followers



900.2k
Followers

1

SET YOUR FUNDING GOAL

Our GFX experts will help determine your funding potential based on your needs.

2

SET CREATE YOUR BRANDED SHARES FUNDING GOAL

GFX will help you select one of our partner crowdfunding platforms & complete all appropriate offering docs.

3

LAUNCH CROWDFUNDING OFFER TO FANS

Share your unique investment opportunity with fans through the GFX platform, social, email, PR etc.

4

SECONDARY TRADING FOR FANS

After any required holding period, real-time trading launches for all fans 18 or over. International shares will trade immediately.

HOW IT WORKS

ENTER GFX PLATFORM

Celebrities join GFX to fund their venture using its innovative fan engagement platform.

CONTINUED FAN ENGAGEMENT

Celebrities leverage platform communication tools to share exclusive content with their biggest fans.

SHARES TRADE BETWEEN FANS

After any required holding period, shares become tradeable on a Horizon-powered market to all eligible fans, 18 or over. Shares trade immediately for international fans.



CREATE YOUR BRANDED SECURITIES

Celebrity branded shares are created. GFX forms the venture and launches the crowdfunding offering based on the celebrity's goals.

LAUNCH INVESTMENT OPPORTUNITY TO FANS

Celebrities share the investment opportunity with fans. Celebrities receive funds immediately after the offering closes.

FAN EXPERIENCE

INVEST

in the future success
of your favorite
celebrities



RECEIVE

cash dividends tied
to celebrity
ventures



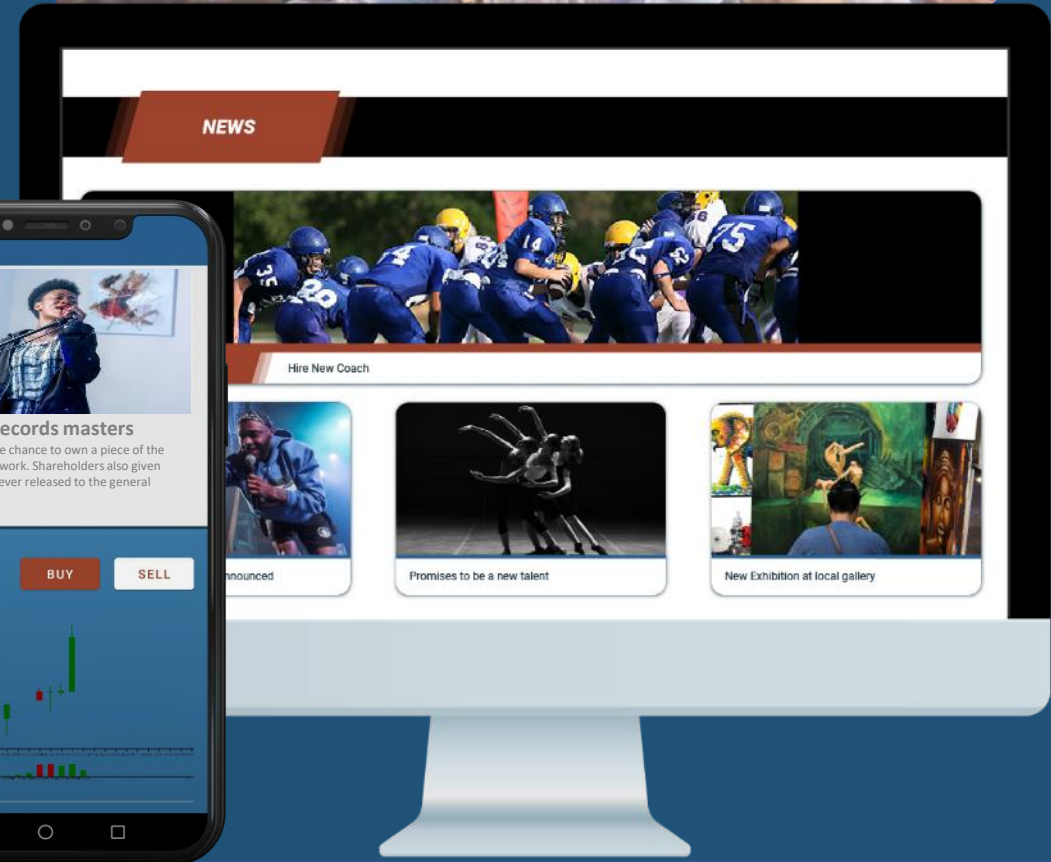
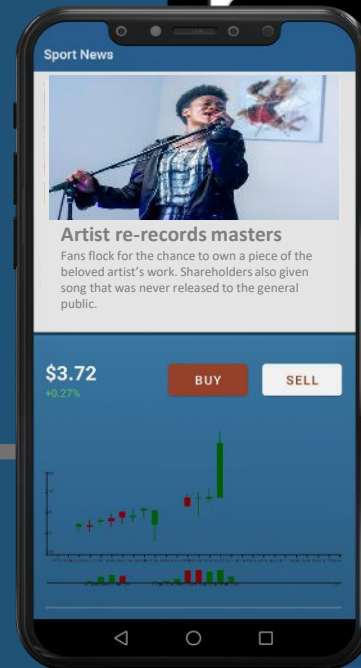
ENGAGE

receive exclusive
content & engagement
opportunities



TRADE

your shares
with other fans



AFFILIATE TO GLOBAL STOCK EXCHANGE



Through Global Fan Exchanges' affiliation with Upstream; a Horizon-powered, regulated stock exchange for digital securities, GFX's fan-driven asset classes will be able to trade in real-time from a user-friendly trading app.

We aim to make GFX the ultimate hub for fans to invest, drive awareness, and share in the success of celebrity ventures.



A MERJ EXCHANGE MARKET

MERJ has been one of the fastest growing exchanges globally for the last 2 years.



CROSS-EXCHANGE LISTINGS

Qualifying issuers could dual-list on any of the 250 member exchanges, including U.S. OTC Markets.



ADVANCED TRADING APP

Upstream offers a revolutionary app-based market for investors to securely trade in real-time.



WHAT SETS GFX APART?



Ultimate Fan Engagement Platform

Brand Building with Purpose

Because we use equity crowdfunding, celebrities may legally promote the opportunity to fans and invite them to own a stake in their future.



Programmed Investor Protections

Compliance-Focused

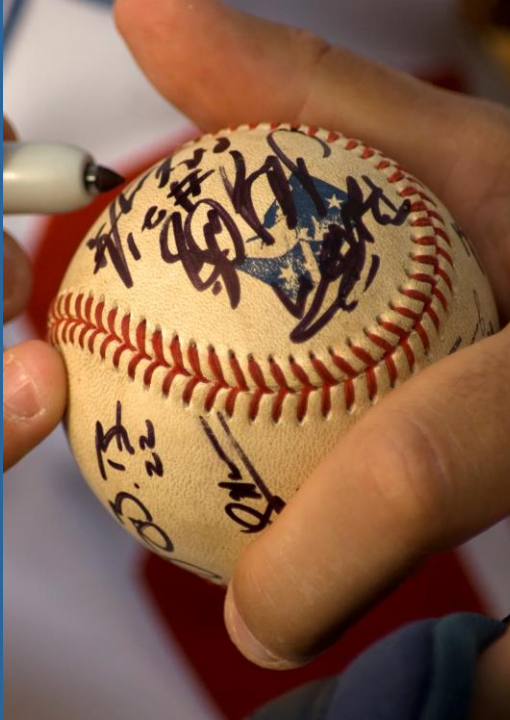
We combine Wall Street (Finance) and Silicon Valley (Tech) to ensure celebrities are protected and compliance requirements are met utilizing our proprietary technology.



Celebrity-First Approach

Innovative Venture Financing

Each offering is personalized to fit the celebrity's goals. The capital raised enables celebrities to jump start their ventures with meaningful capital.



1st to Market

First-Mover Advantage

GFX has a first-mover advantage, with what we believe to be the only complete platform and app to support fan engagement offerings and trading.



Complete Technology Platform

Accessible Marketplace

Fans participate for as little as \$25. After any holding period, we aim to make shares available to trade on the Upstream trading app. International shares can trade immediately.



GLOBAL
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START RAISING FOR YOUR VENTURE TODAY!

Info@mccartney.com

Mark@horizonfintex.com

Visit: <https://globalfanexchange.com/>

