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Social media has never been so personal: Fantube launches world's first Personal Media Platform!

Surprising someone with a personal greeting or birthday wish from a famous DJ, soccer player, actor or YouTube star for a good cause? Fantube makes it now possible and brings social media to a new personal level.

Fantube is world's first Personal Media Platform which is launched today. Fantube enables people worldwide to surprise a fan with a personalized video message from his/her favorite artist and by doing so, to raise awareness and funds for a charity. Each artist can choose the price of a video: free, fixed or online auction and decides which charity he/she wants to support.

Fantube is launched with some of the most respected artists in the world, among them: YouTube star NikkieTutorials with almost 7 million subscribers, DJ Armin van Buuren, DJ Oliver Heldens and one of the best goal keepers Netherlands ever had: Edwin van der Sar. First charities on the platform: Make A Wish, Save the Children, War Child, PSV foundation, Edwin van der Sar Foundation, United we Are, KiKa, muziekids and more.

"I founded Fantube in order to make social media more personal. I wanted to create a platform to enable fans to connect with their favorite artists and to make the world a better place by supporting charities. I see it as fundraising with a smile", explains Eugene Hendriks, CEO and co-founder of Fantube.

Fantube believes in the power of personal media; meaning personalising content which is meant for only one person. People can choose when to consume the content and whether to make it "social" or not, meaning to share the content with the rest of the world or to keep it for themselves.

How it works:

- 1) go to fantube.me and select the artist
- 2) win or buy a video
- 3) fill in the personal information of the fan
- 4) receive the personal video in time
- 5) record a first reaction video of the fan and upload it on fantube.



Launch: Fantube is launched in Barneveld (NL) in a hot-air balloon, where DJ Oliver Heldens performed a live DJ set in the air. People on the ground listened to the live set and people all over the world enjoyed it via livestream. From a safe height, three professional skydivers jumped out of the hot-air balloon with some party attributes

Full launch video: <https://www.youtube.com/watch?v=MqEB7TC2Tlo>

About Fantube: Fantube is world's first Personal Media Platform. Fantube enables people worldwide to surprise a fan with a personal video from their favorite artist, and by doing so to raise awareness and funds for a charity. Fantube is founded by the Dutchman Eugene Hendriks (29) in March 2017 in Berlin, Germany. Soon after Fantube was founded, Marco Groenendijk (44) joined the team as CTO. Each team member has several years of experience in different professional fields. Marco Groenendijk has a technical background with almost 15 years of experience in building high-end platforms and applications. Eugene Hendriks has a strong online media background (as former head of talents at Divimove) with almost 5 years of experience in social media and talent management of social influencers.

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