

**MEDIA
MANAGEMENT**

TAM

KHAN

Mixed martial arts fighter and entrepreneur who is considered to have been a pioneer of MMA

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OVERVIEW 01

Tam's profile will receive a great uplift once the film Vanguard starring Jackie Chan is released.

Tam played a fantastic support role in the film making his debut. This coupled with Tam Khan's brand will open up numerous additional avenues and platforms for Tam to become part of.

At Bold we will use all of our experience to maximise and explore the opportunities by using all of our close working relationships with PR and media.

Our priority is to assess every available commercial opportunity open to him working to a mutually agreed strategy, with a clear set of goals designed to help him maintain a successful career. We will provide all the support needed for Tam to use this new platform to drive her into further TV and media opportunities and we will arrange and attend meetings at the right levels within media and TV to provide these openings.

Our roster reflects this approach with long term returning series, hit releases across multiple products and positive media coverage with all our clients.

INTRODUCTION

Tam Khan is a mixed martial arts fighter and entrepreneur who is considered to have been a pioneer of MMA in his native United Arab Emirates. He went on to found the TK MMA & Fitness gym and training facility. Tam Khan is a well known MMA Fighter. Tam was born on April 16, 1981 in Dubai, United Arab Emirates.

Tam is one of the famous and trending celebs who is popular for being a MMA Fighter and we'll know in the celebrity world. 39 years old years old. Tam Khan is a member of famous MMA Fighter list.

Wikifamouspeople has ranked Tam Khan as of the popular celebs list. Before his fame In 2006, he made his debut in the inaugural Ultimate Warrior Challenge event. He also competed in the 2010 Battle of the Champions.

Tam Khan has now made his debut film appearance along side Jackie Chan in a film called Vanguard due for release in 2020.

6 MONTHS

- ✓ Arrange a photoshoot for Tam's social media
- ✓ Source appropriate sponsored social media posts with fitness related brands
- ✓ Secure long lasting relationships with key brands with a particular focus on fitness
- ✓ Explore an appropriate column in a fitness publication

1 YEAR

- ✓ Secure a major TV opportunity
- ✓ Maximise the press, PR and profile boost associated with this
- ✓ Aim to increase social media presence exponentially
- ✓ Establish Tam as a consistent personality on the US/UK TV scene
- ✓ Delivering fitness program/platform for Tam
- ✓ Secure a high profile fitness brand opportunity
- ✓ Explore clothing collaborations
- ✓ Meetings with MTV UK & US to explore opportunities

We have a clear understanding of which TV shows are right for a client based on their publicface and their most recent work.

These are shows that are a likely avenue for Tam.

I'm A Celebrity Get Me Out Of Here - ITV1

Celebrity MasterChef - BBC One

SAS: Who Dares - Channel 4

Jeremy Vine Show - Channel 5

The Island - Channel 5

Victoria Derbyshire Show - BBC Two

The One Show - BBC One

Celebrity Coach Trip - Channel 4

Celebrity Juice - ITV2

Celebs On The Farm - Channel 5

Impossible Celebrities - BBC One

Loose Women - ITV1

Lorraine Kelly Show - ITV1

This Morning - ITV1

American Ninja Warrior - NBC

1st Look - NBC

The Real World - MTV

The Tonight Show Starring Jimmy Fallon - NBC

The Late Late Show with James Corden

Jimmy Kimmel Live - ABC

Celebrity Page - Reelz

Game of Clones - MTV

The Titan Games - NBC



MALE FITNESS INFLUENCERS

▶ Simeon Panda /6.6million

▶ Jeff Seid /3.9million

▶ Joe Wicks /3.8million

▶ David Laid /1.4million

▶ Christian Guzman /1.2million

▶ Michael Morelli /1.1million

▶ Bret Contreras /870k

▶ Jordan Syatt /660k

▶ Elliot Burton /571k

▶ Zac Perna /563k

▶ Bradley Simmonds /418k

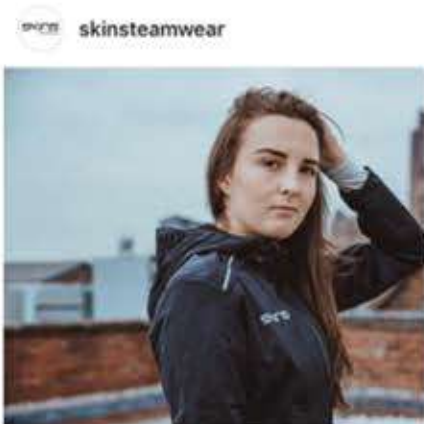
If Tam does develop his own online fitness application, the current ones at the moment would be direct competition to him.

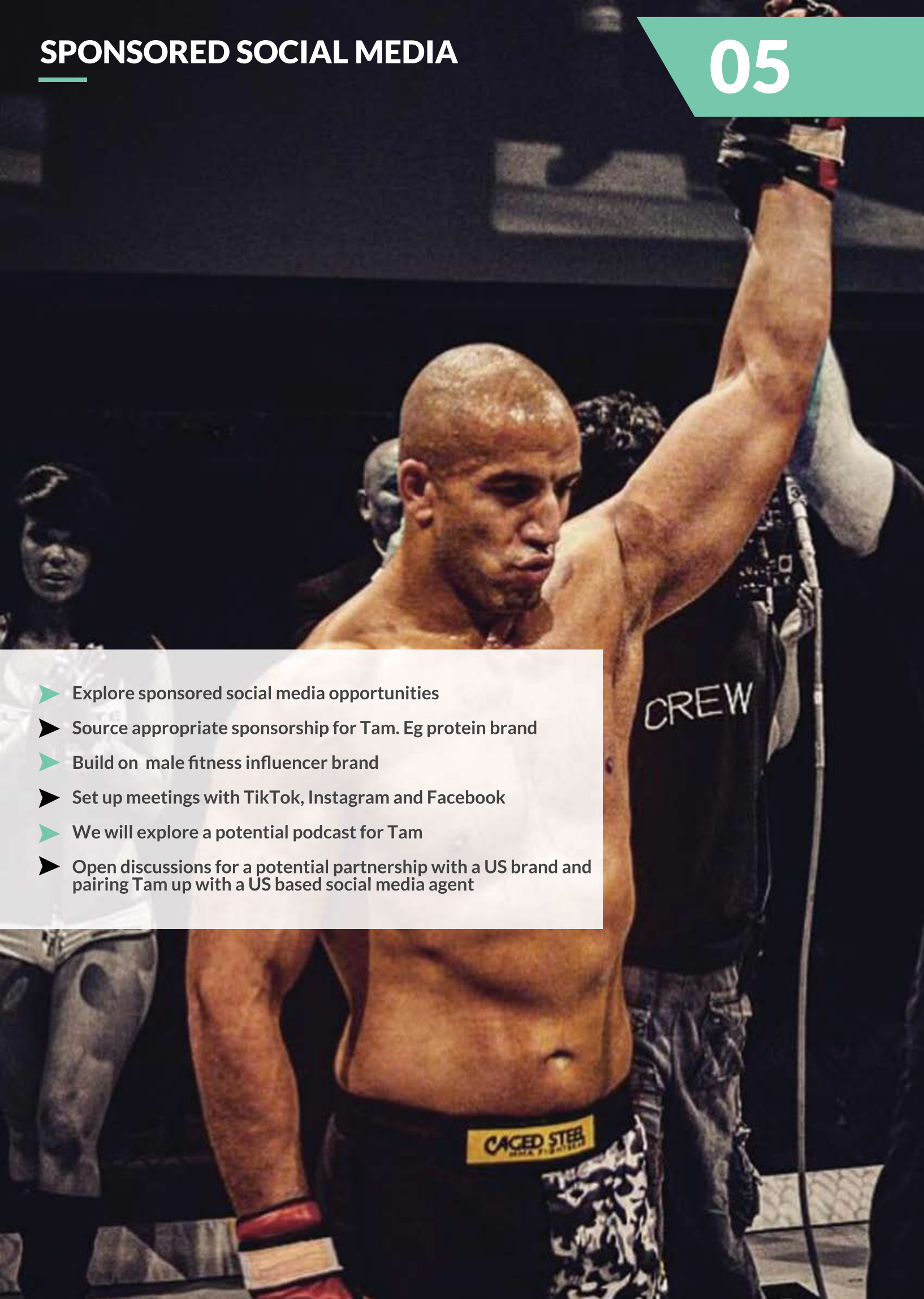


We will explore collaborations with the most appropriate brands aligned with Tam's "brand" and profile in order to generate commercial opportunities that are consistent with his overall career strategy. Brands which relate to Tam and his profile, as well as utilising other aspects or stories

Explore sponsored social media opportunities for the US Source appropriate sponsorship for Tam. Eg protein brand Build on his already established male fitness influencer brand Set up meetings with TikTok, Instagram and Facebook

We will explore a potential podcast for Tam and open discussions for a potential partnership with a US brand and pairing Tam up with a US based social media agent.



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- ▶ Explore sponsored social media opportunities
 - ▶ Source appropriate sponsorship for Tam. Eg protein brand
 - ▶ Build on male fitness influencer brand
 - ▶ Set up meetings with TikTok, Instagram and Facebook
 - ▶ We will explore a potential podcast for Tam
 - ▶ Open discussions for a potential partnership with a US brand and pairing Tam up with a US based social media agent

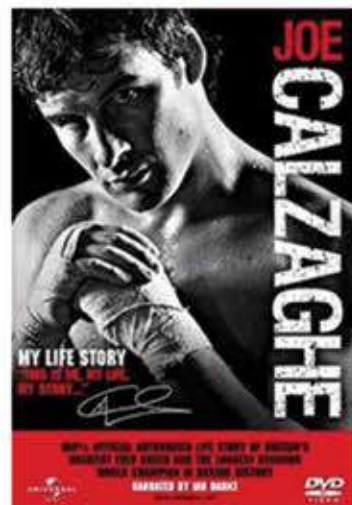
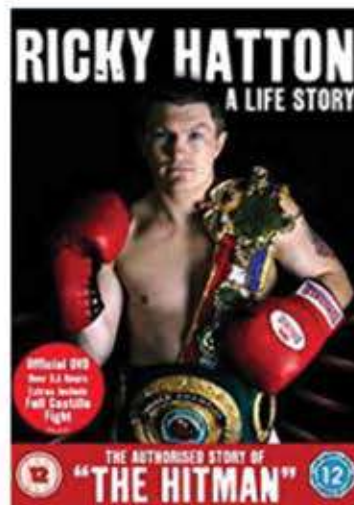
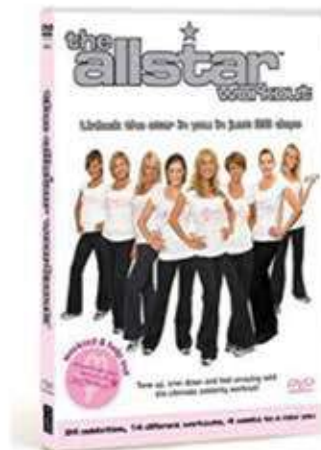
The most popular fitness-based platforms are apps which own the lion share of the market. We would look to potentially involve Tam in established apps with a view to creating or developing his own further down the line.

APP TYPE	NAME	DEVELOPER	DOWNLOADS*
Fitness	Mt Fitness Pal	Under Armour	80 Million
Fitness	Fit Bit	Fit Bit Inc	25 Million
Health & Lifestyle	Lose It! Calorie Counter	Fitnow	10 Million
Fitness	Nike Run Club	Nike Inc	10 Million*
Fitness	Map My Run	Under Armour	10 Million
Health & Lifestyle	WW (Weight Watchers)	Weight Watchers	10 Million*
Fitness	Sweatcoin	Sweatco Ltd	10 Million*
Fitness	Nike Training Club	Nike Inc	15 Million
Fitness	Runkeeper	Fitness Keeper Inc	50 Million
Fitness	BetterMe: Weight Loss	Genesis Technology	10 Million+
	Workouts	Partners	
Fitness	Weight Loss Running	Verv Inc	1 Million
Fitness	Sworkit Fitness	Nexercise	5 Million
Fitness	All Trails: Hike Bike & Run	All trails Inc	5 Million
Health & Lifestyle	MyPlate: Calorie Counter	Leaf Group Ltd	1 Million
Fitness	30 Day Fitness	Bending Spoon Apps IVS	10 Million
Health & Lifestyle	Instant Heart Rate : HR Monitor	Azumio Inc	10 Million
Health & Lifestyle	Empowered by Massy Arias	Plankk Technologies Inc	
Health & Lifestyle	Badass Body X Fitness	Passion.io	1000+
Health & Lifestyle	SWEAT: Kayla Itsines Fitness	The Bikini Body Training Company Pty Ltd	5 Million

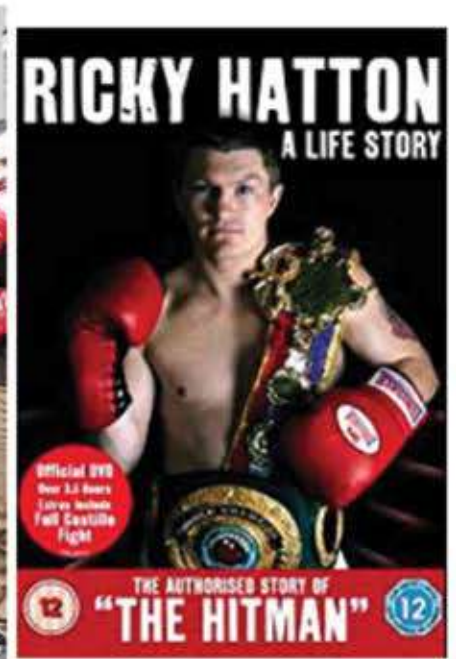
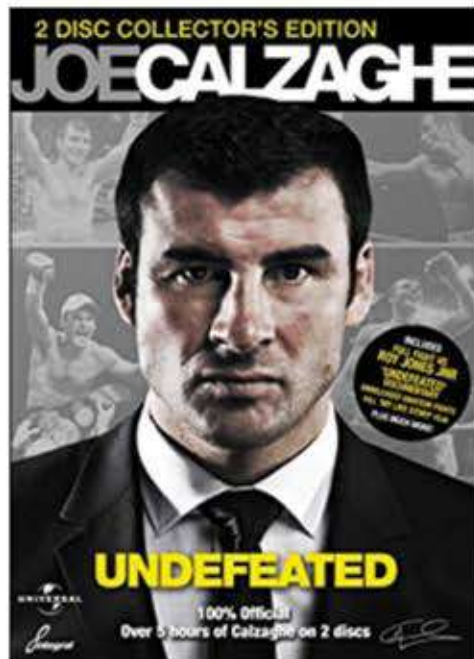
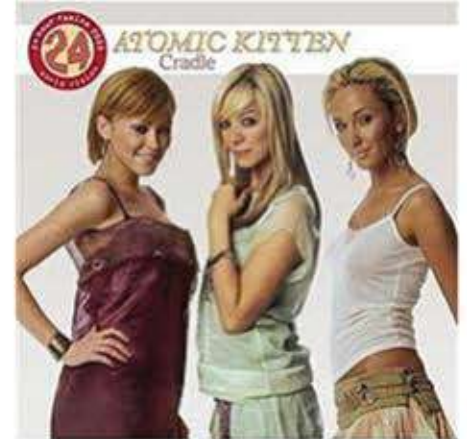
* APPROXIMATE DOWNLOADS

Bold have over 15 years experience working in the health and wellness industry and have launched various multi million pound business ventures within this arena.

Our health and fitness clients have included names such as Charlotte Crosby, Jenny Frost, James Tindale, Anton Danyluk, Billi Mucklow, Ashley McKenzie, Zumba and Universal NBC where we have worked to launch their key fitness DVD's for the last 4 years.



We have taken many TV concepts and turned them into reality. For example, Joe Calzaghe and Ricky Hatton's life stories, The Charlotte Show, There's Something About Megan, Hardy Bucks and many more. We have produced over 30 music videos and did the annual 24 hour famine appeal films for Charity World Vision.



Bold will utilise our vast network of contacts and industry experience, as well as our in-house PR team to maximise press opportunities for Tam on the most advantageous platforms including press trips with influential brands.

This also includes the handling of any negative press, making sure the stories are contained and if released, that they are done so on our terms with the foreknowledge needed to be able to deal with them effectively.

We will be utilizing magazines of this nature to secure Tam a health & fitness column

HEALTH & FITNESS

- ▶ Men's Health
- ▶ Health
- ▶ Health & Wellbeing
- ▶ Men's Fitness

CELEBRITY

- ▶ OK! Magazine
- ▶ Hello Magazine
- ▶ Closer
- ▶ Heat

RADIO

- ▶ Capital
- ▶ Radio 1
- ▶ Hits Radio
- ▶ 1Xtra
- ▶ Virgin Radio
- ▶ Heart
- ▶ Radio City

ONLINE

- ▶ The Gym Wits - Podcast
- ▶ The Worlds Fittest Podcast
- ▶ The Bodcast with Chloe
- ▶ Madeley
- ▶ Fit & Fearless

CHARITIES

We would like to align Tam with two big charities relating to health and wellbeing. We would also be keen for Tam to sign up to a big charity challenge eg. the London Marathon in order to develop her career.

- ▶ Be Real Campaign
- ▶ Young Minds
- ▶ The Mix
- ▶ The Body Gossip
- ▶ Beat
- ▶ Bullies Out
- ▶ Anti-Bullying
- ▶ Kidscape
- ▶ Cybersmile (Online Bullying)
- ▶ Mind
- ▶ Samaritans
- ▶ WISH
- ▶ Together for Mental Wellbeing
- ▶ Heads Together

DIGITAL & PHYSICAL



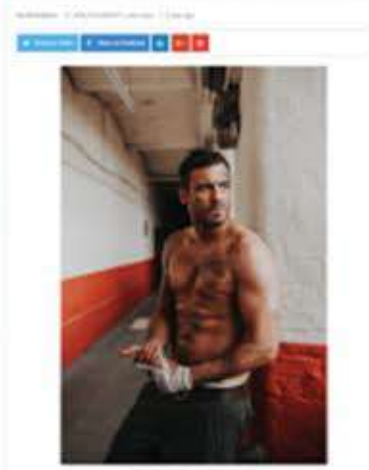
New role: Abi Titmuss at the Theatre Royal, Waterford. Inset: as Angela in Arthur Miller's 'Two-Way Mirror'



CHARLOTTE CROSBY IS CO-HOSTING THE CAPITAL NORTH EAST BREAKFAST SHOW



VIVA Chats To Hollyoaks Star Jamie Lomas After Exclusive Fitness Shoot



ADDITIONAL VENTURES

Pitch for daytime television. For example, a fitness segment on This Morning, or "Summer Boot Camp" Appearances at MTV VMA's EMA's.

CONVENTION/EXPOS

- ▶ Virgin Sport Festival of Fitness
- ▶ BodyPower Expo
- ▶ IDEA World Fitness Convention
- ▶ Lovefit Festival
- ▶ National Fitness Day
- ▶ UKactive National Summit

We will look to maximise any additional opportunities that may arise. Initially this could include Tam attending press trips with high profile brands. or include following in the footsteps of Johnny Bananas.

Johnny "Bananas" Devenanzio was a contestant from The Real World: Key West. He has won the Challenge 6 times over the seasons, making him one of the shows most notable contestants. See full breakdown below with his placement in brackets:

The Duel
The Inferno 3 (fina)
The Gauntlet III
The Island (won)
The Ruins (won)
Cutthroat

Rivals (won)
Battle of the Exes (won)
Rivals II (final)
Free Agents (won)
Battle of the Exes II
Battle of the Bloodlines

Rivals III (won)
Invasion of the Champions
XXX: Dirty 30
Vendettas
Final Reckoning
War of the Worlds
War of the Worlds 2

OTHER OPPORTUNITIES

With his chameleon-like ability to adapt to his surroundings, recent Penn State graduate John is The Real World's answer to Ferris Bueller. An unpredictable mixture of craftiness, charisma, intelligence and kindness, he more than lives up to his old nickname, "Johnny Bananas."

No agent or contact information on Celebrity Intelligence or on Google Looks as though bookings are made directly through his website.

Regularly updates his social media platforms. He hasn't updated his website blog for 2 years Operates a clothing brand sold via his website for men, women, children including hats, accessories and a Christmas line



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