

***PRESENTATION OF THE
JACQUIE ET MICHEL BRAND***

JUNE 2017



SUMMARY OF J&M

360 000 FANS
ON FACEBOOK

112K FOLLOWERS
ON TWITTER

15 MILLIONS EUROS REVENUE
IN 2016 (+20% IN A YEAR)

14 MILLIONS OF UNIQUE USERS
ON THE WHOLE WEBSITES

VIDEOS AND PHOTOS WEBSITE LEADER IN FRANCE
ABOUT THIRTY WEBSITES

50 FULL TIME WORKERS
7 PERMANENT CONTRACTS IN PARIS AND PAU

6 PHYSICAL STORES
AND SOON OTHERS

- A paper magazine (distributed in every kiosque in France)
- Nightclub parties every weekends
- Sextoys range under development
- Numerous goodies (t-shirts, glasses, cap, hat...)
- Beers distributed in supermarkets
- Household linen distributed in supermarkets

ON DIT MERCI QUI ?

A BRAND AND A SLOGAN KNOWN BY SEVEN OUT OF EVERY TEN FRENCHES

500 SCENES
PRO-AM EVERY YEAR
JACQUIE ET MICHEL TV

12 TO 16 MOVIES
PORNO-CHIC EVERY YEAR
JACQUIE ET MICHEL ELITE

1 VR SCENE
SCENE EVERY WEEK
JACQUIE ET MICHEL IMMERSION

WE ARE ALSO AVAILABLE ON INTERNET BOXES

CANAL+

free

numericable^{THD}

SFR

orangeTM

proximus

videofutur

FILMO^{TV}
Découvrez le meilleur des cinémas

Be tv

BRAND SUMMARY

It's in 1999 that the very first Jacquie et Michel website emerges. Michel, a school teacher from Toulouse, takes advantage of a webmaster training to set online a portal of libertarian pictures exchange : JacquieetMichel.net.

Around 2007, when the high-speed internet arrives into french homes, the firm launches a video website called JacquieetMichelTV.net.

Libertine amateurs or swingers contact the website which find one of several sexual partners, and the action is shot by one of the Jacquie et Michel team.

Then, the firm offers a range of dozens of websites concerning several pornography domains (meetings, webcams, sextoys, visio, parties...).

In 2015, the brand opens its first physical store in Paris, in the 14th arrondissement. Number of people coming into this store has been multiplied by three through the period. In 2016, it's a second Jacquie et Michel Store which opens in Lyon, before the third opening several weeks later in Nancy.

Early 2016, the company diversifies its activity by launching into medium-range to high budgets scripted movies with Jacquie et Michel Elite. It's a clear success. Every pornstar wants to appear in it.

Movie directors are : Kris Bakelit, Alexandre Legland, Pierre Reynard, Tristan Seagal, Dimitri Largo and Manuel Ferrara.

The september, 30th 2016, the breand launches its paper magazine. The first edition is sold more than twice the rivalry.

End of 2016, buyout of « Hot video », adult press leader. Early 2017, the firm opens its fourth store in Annecy. Followed by a fifth and a sixth store respectively in Marseille and Frejus.

THEY TALK ABOUT US

