

BOLDF*CE GROUP INC.

[symbol: BLBK)

BOLDF*CE GROUP INC.

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Certain statements in this presentation, including financial projections, are forward-looking. These statements are subject to risks and uncertainties. Words such as "expects", "intends", "plans", "may", "could", "should", "anticipates", "likely", "believes" and words of similar import also identify forward-looking statements. Forward-looking statements are based on current facts and analysis and other information that may be based on forecasts of future results, estimates of amounts not yet determined and assumptions of management. These statements are made as of the date of this presentation and the fact that this presentation remains available does not constitute a representation by Boldface Group that it believes these forward-looking statements continue to be true as of any subsequent date. Although Boldface Group believes that the assumptions underlying, and the expectations reflected in, these forward-looking statements are reasonable, they can give no assurance that these assumptions and expectations will prove to be correct. Actual results may differ materially from those currently anticipated due to a number of factors beyond the reasonable control of Boldface Group, including, but not limited to, their ability to establish required technical, managerial and operational infrastructure, to enter into multiple celebrity licensing agreements and to raise the necessary capital to be able to take advantage of, and successfully participate in expected market opportunities. These forward-looking statements are expressly qualified in their entirety by this cautionary statement.

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KOURTNEY KIM KHLOÉ'
KHROMMA

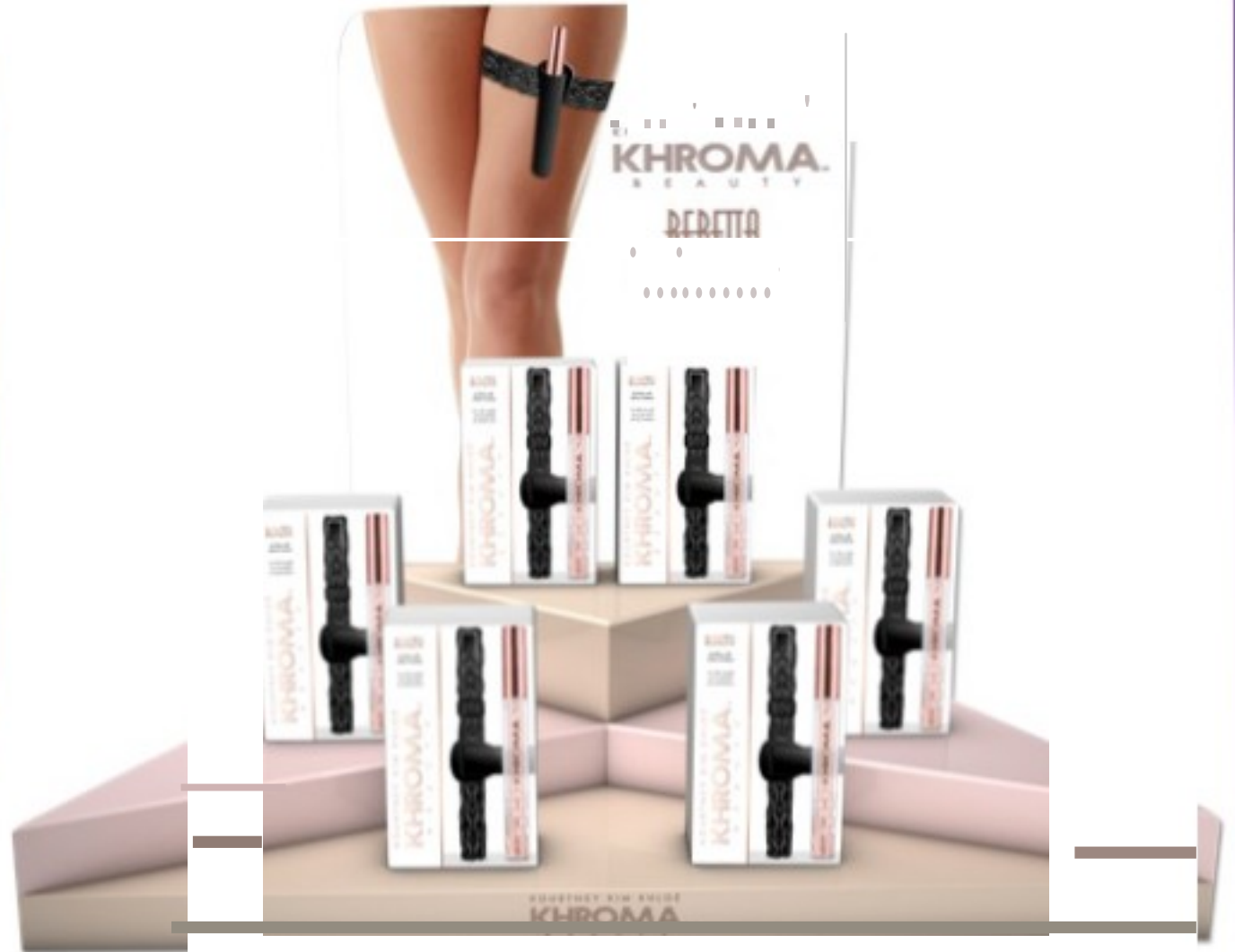
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KHROMA

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The Opportunity:

BOLDFACE Group, Inc. was formed to secure and create licensing opportunities with top celebrities. Focused primarily in the beauty area but with abilities to expand. Company will launch with founding license for Kardashian beauty.

Founded by Nicole Ostoya and Robin Coe-Hutshing, beauty industry veterans, bringing deep expertise in fragrance, color and treatment product development in all channels of distribution from prestige to mass - as well as access to celebrities of all levels.

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Executive Team Bios

BOLDF*CE GROUP INC.

Nicole Ostoya - CEO BOLDFACE

Nicole is the CEO of BOLDFACE Group which focuses on top tier entertainment and designer opportunities that explore white space in the market. Nicole and her partner Robin Co Hutshing have created an exceptional opportunity to participate in the founding level of an expected multi-celebrity enterprise.

Previous accomplishments include an 18-year career at Nordstrom where, among other things, at 25 she was one of the youngest full line store managers in Nordstrom history with 65 million in volume and over 400 employees under her supervision. Other Nordstrom highlights include running the beauty buying offices for Southern California and managing the West Coast buying offices for fragrance as the Merchandiser.

Nicole was recruited by LVMH to help open new channels of distribution for one of their premier brands Benefit Cosmetics. There she oversaw the company's significant Sephora business, launched on QVC as well as put together an operational structure to take their boutique concepts on the road. She also co-founded a design and development firm Gold Grenade with Robin Coe Hutshing in 2010 which focuses on product development and design which has launched two brands that are still currently in market THE NEW BLACK and kissing elixirs.



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Ashumi Kothary- CFO

Ashumi is an Engagement Partner at a strategic consulting and investment banking firm where she leads investment banking and strategic consulting engagements for the firm and moderates the company's strategic advisory board. Some notable projects Ashumi has worked on and/or brought into the firm include:

- Strategic consulting and ongoing advisory engagement for a \$150M+ consumer products company:
- Strategic consulting engagement for a lower middle market online beauty company:
- Strategic consulting assignment for an early stage fashion brand:
- Financial advisory and strategic consulting engagement for a \$40M fragrance marketing and distribution company:
- Buy-side advisory engagement for an industry-specific family office: and
- Minority sell-side advisory engagement for an early stage consumer technology company.

She began her career at Los Angeles-based investment bank Holman Lokey Howard & Zuckerman advising on sell-side and buy-side engagements, as well as valuations, fairness opinions and solvency assignments. Notable deals at Holman Lokey include:

- Sell-side advisor to a rapidly growing media and technology company. deal was named Media & Telecom Deal of the Year:
- Buy-side advisor to a publicly-held U.K. engineering and construction company:
- Financial advisor to OPINails, providing valuation of the company and its assets: and
- Financial advisor to QIP Holder, LLC (Quiznos), providing a solvency opinion relating to its acquisition by a private equity fund.

Ashumi then transitioned to work for a fashion house where she managed the retail financial performance of the company's \$450M+ domestic business where she analyzed future and historical sales, gross profit and EBITDA performance by location, brand and region. Additionally, Candidate was involved in the post-merger integration/restructuring of the "tween" Avej G&G and launch of the company's e-commerce site.

Most recently, Ashumi was an Associate at a \$300M+ branded consumer products private equity fund due diligence, acquisition advisory and portfolio management capacities. At the fund, she worked in due diligence and/or post-transaction operational capacities for five of the seven of the fund's portfolio companies. She provided in-depth financial, operational, and distribution channel analyses to the portfolio companies, including a mineral make-up brand and a well-known snack brand.

Ashumi graduated from Claremont McKenna College with Honors, majoring in History and Economics.

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Robin Coe Hutshing - Creative Director BOLDFACE

As an industry veteran with cutting edge creative sensibilities. Robin and partner Nicole Ostoya formed BOLDFACE as a full service licensing, branding and product development think tank with core competence in fragrance, beauty, cosmetics and skincare for multiple channel distribution from luxury, niche to direct to consumer.

Robin has an innate skill for innovation, trend and product success. Having consulted with and advised hundreds of nascent brands, including Victoria's Secret, Stila, Origins, Bath and Body Works, Estee Lauder and others. Her keen eye is fixed on every detail. With regard to formulation, she is a notorious stickler for excellence.

After selling a rich catalogue of IP to a major cosmetic company in 2010, product and brand development has taken center stage for Coe Hutshing, who now focuses on ideation, implementation and development of new brand concepts, strategies. Robin's reputation for designing brands and products, which reflect a unique DNA, have been rewarded by multiple nominations and awards.

Prior to that, as the Owner / Founder of STUDIO BEAUTY MIX at Fred Segal, Robin revolutionized the Beauty Retail landscape with the first open sell apothecary format, preceding Sephora, The Body Shop, and all others in niche beauty with a global market approach to beauty Shopping.

BOLDFACE brands will now carry Robin's creative imprimatur as they come to life under her stewardship, yet most importantly the brands will bear the mark of the personalities they represent.



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The Kardashian Brand

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KOURTNEY KIM KHLOÉ
KHROMA™
B E A U T Y

As an anchor to the licensing company it will launch with the Kardashian color beauty line including all three sisters Kim, Khloe and Kourtney.



THE MAGAZINE ABOUT SHOPPING AND STYLE

EXCLUSIVE!

How the [bleep] did they get so famous?

Kourtney Kardashian
& her sisters spill it all

279
body flattering looks

25
HOT TRENDS that won't go out of style

THE MAGAZINE ABOUT SHOPPING

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279
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MIRACLE SKIN

25
HOT TRENDS that won't go out of style

SHOPPING AND STYLE

free stuff!

Tons of giveaways inside

PERFECT HAIR EVERY DAY
(all day long)

MIX & MATCH:
Instant ways to dress your prettiest

NOVEMBER 2011



KROCK

Every Day This Year

free stuff!

Tons of giveaways inside

PERFECT HAIR EVERY DAY
(all day long)

MIX & MATCH:
Instant ways to dress your prettiest

NOVEMBER 2011



lucky.com

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Kardashian IP and value

4 Year worldwide license for color cosmetics renew option Designed and developed IP through mid 2013

Unique custom tooled components

Unique custom formulas

Product acceptance by Kardashians

Negotiated marketing participation

Retailer excitement and commitments from Sears, CVS, Kmart, Ulta, Meijer



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The Kardashians :

2007- E! Produces reality T.V. series Keeping Up with the Kardashians
Show contract just extended additional 3 year term for \$40 Million dollars
Show expanded from 112 to full hour shows
Top revenue and rating generator for the network
Spin off shows also perform at the top



E!'s CASH COW

A Revenue Leader For E!
Q1-2011 - Q4-2011 / Top 20 / E! Ranker

PROGRAMS	TOTAL AD SPEND
EI NEWS	\$95,213,641
KEEPING UP KARDASHIANS	\$63,549,461
MOVIES WE LOVE	\$61,571,992
SEX AND THE CITY	\$58,658,812
CHELSEA LATELY	\$38,179,359
KOURT & KIM TAKE NEW YORK	\$32,018,150
TRUE HOLLYWOOD STORY	\$20,348,271
KHLOE & LAMAR	\$19,462,729
ON E!	\$1,667,674
THE SOUP	\$16,331,462
KENDRA	\$11,620,264
FASHION POLICE WEEKLY	\$10,156,871
HOLLY'S WORLD	\$8,640,064
ICE LOVES COCO	\$8,476,596
VOICE	\$7,617,308
E! INVESTIGATES	\$6,251,210
DIRTY SOAP	\$4,064,001
AFTER LATELY	\$3,774,941
BRIDALPLASTY	\$3,736,979
TOO YOUNG: 15 CRIMES	\$2,992,322

SOURCE: NIELSEN, AD*VIEWS, BASED ON PAST 12 MONTHS (FULL QUARTERS).

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Notable launches and licensing deals:

2009 Kim launched her first fragrance created by Lighthouse fragrances which has since been acquired by Perfumania and additional scents launched into the market. Khloe and Lamar followed.

2009 all three girls partnered with popular retailer **bebe** to create a capsule collection that sold out within the first two weeks.

- Each season's sell through averaged a 75% making

2011 August, they launched their own line, Kardashian Kollection. A shop in-shop concept.

- Opening in 400 Sears locations

During *pre-launch* there was a 77% sell through

- The collection has since launched internationally. Opening in Australia just two months later; October 2011.

Success was so strong expanded immediately into home furnishings

2011 October, they collaborated with OPI nail polish

Launched at Walmart sold out within two weeks

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Social Media reach and demographics

Their fan demographics range from women ages 16-35.
Core age group is 16-29

The Kardashian Website:

11 million unique hits combined

Facebook:

Kim - 8 million followers

Kourtney - 3.8 million followers

Khloe - 3.8 million Followers

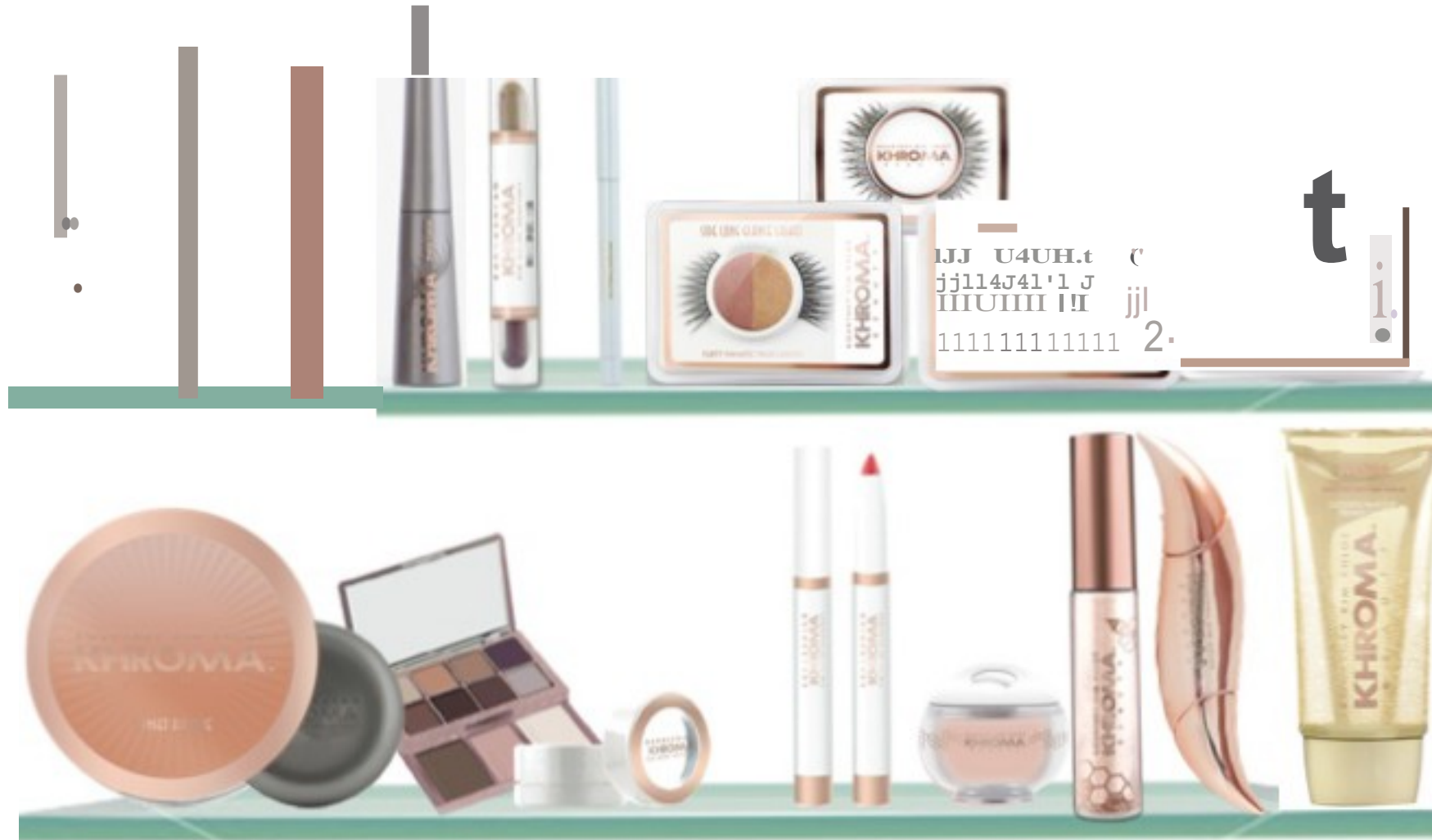
Twitter:

Kim - 5.8 million Followers

Kourtney - 3 million followers

Khloe - 4.5 million Followers

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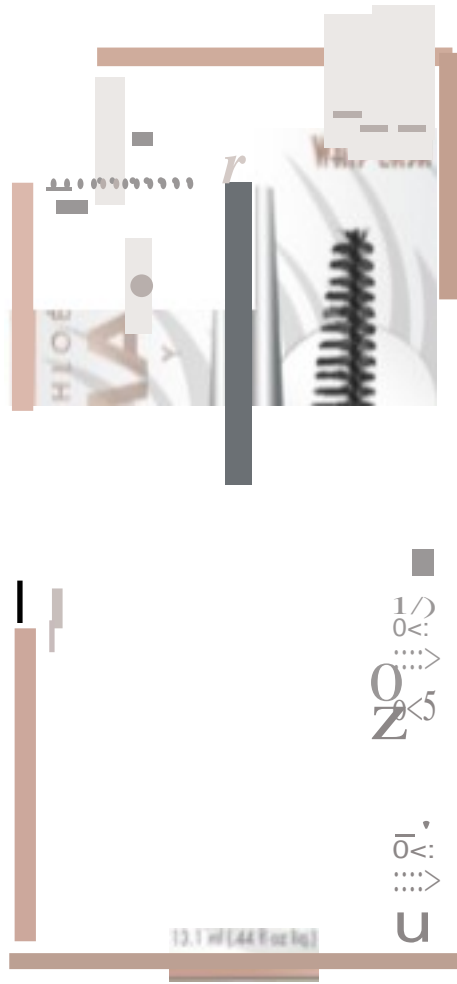


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B E A U T Y

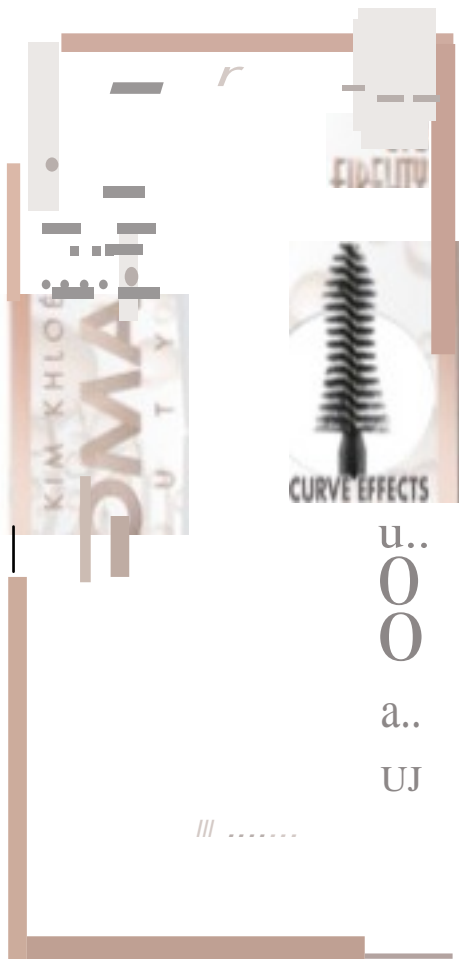
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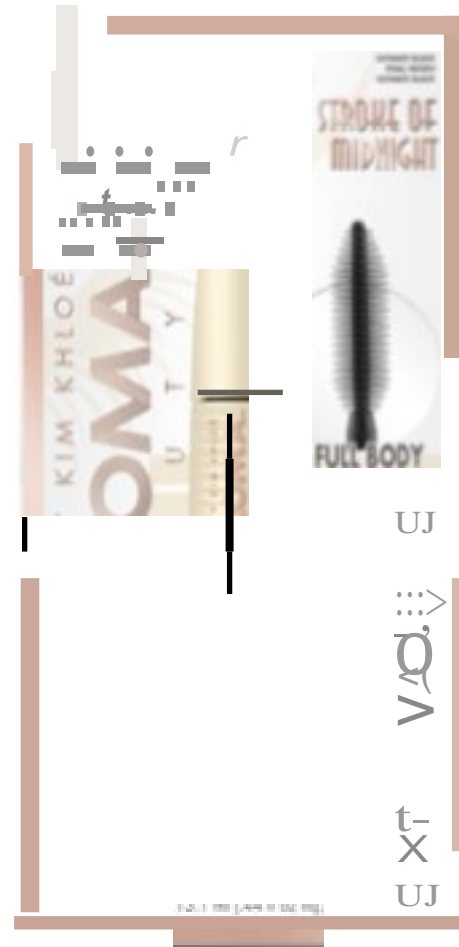
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KOURTNEY KIM KHLOE
KHROMA
BEAUTY™

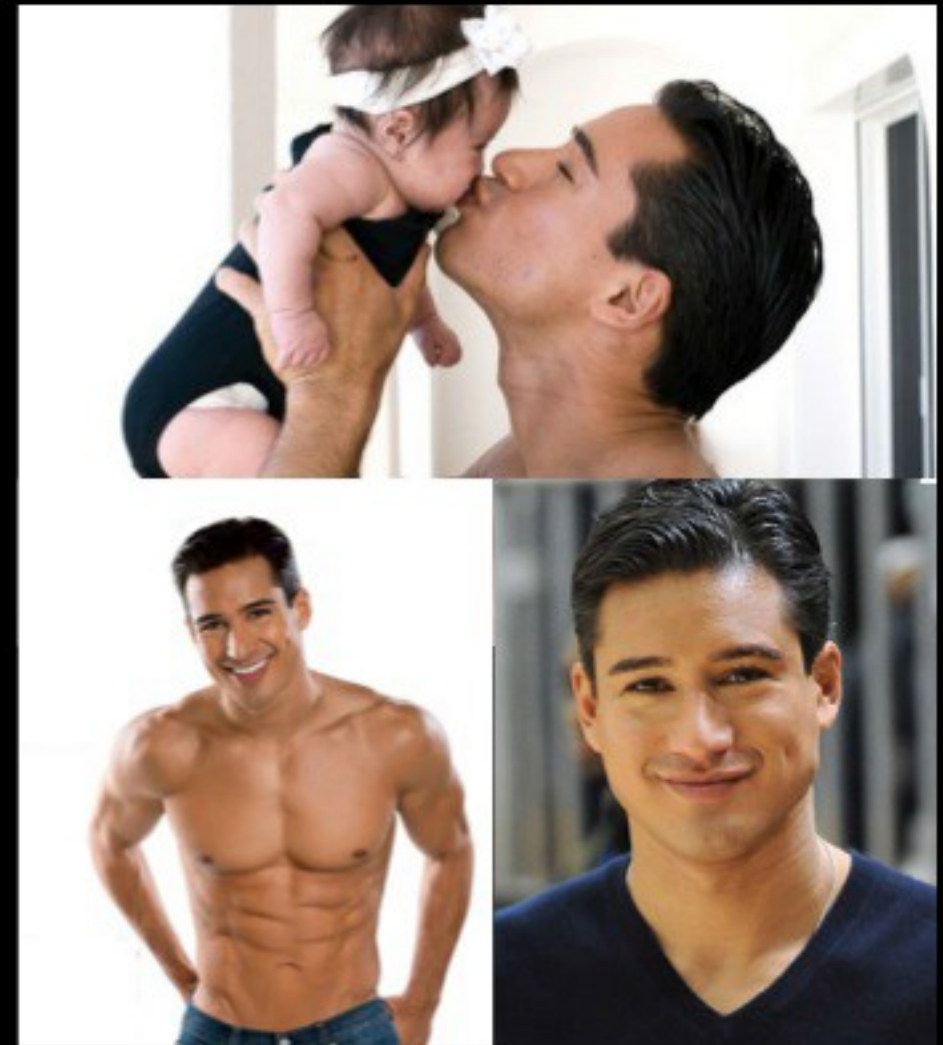
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MARIO LOPEZ



MARIO LOPEZ is an actor , television personality , dancer and all around entertainer. He's one of the most recognized Latino stars on TV today. Mario's good looks put him solidly in the dreamboat category but his personal warmth and humor give him an approachable quality that is instantly likeable.

- Mario is the host of EXTRA – one of today's most popular entertainment and news shows.
- He hosts Randy Jackson Presents America's Best Dance Crew.
- On with Mario Lopez launched on LA's 104.3 Myfm in January 2012 and launched Nationwide on April 30, 2012



MALO - For Men –



Malo By Mario Lopez

When two opposites attract and join they create a compelling whole.

Light and dark, bitter and sweet, hard and soft, warm and cool- opposing elements bound in harmony can create a relationship or a fragrance, like a collision of stars that produce a new and beautiful planet.

Malo Fragrance for Men-made of Indian Sandalwood, Florentine Vanilla, Black Pepper, Sensual Incense, Spicy Musk and Black Coconut.

Discover the many sides of Malo...

Launch: March 2013

SRP: \$29.99 – \$35.99

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Financial Overview

In thousands

	FYE 6/2013	FYE 6/2014	FYE 6/2015
Sales	12,445.0	29,625.0	39,993.8
COG	6,503.1	14,912.3	17,997.2
Gross Profit	5,942.0	14,712.8	21,996.6
Expenses	10,144.0	13,938.1	15,860.4
EBITDA	(4,243.5)	774.7	4,172.6

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