

EARTH INVENTORY

« Know better to protect better »



PRESS KIT
07/11/2019







**THE EXPLORERS
COMMITTED GLOBAL MEDIA**



A year ahead of the 15th meeting of the COP15 hosted by China, **THE EXPLORERS** will officially launch on Thursday, November 7th 2019 at the Café de l'Homme in Paris. **THE EXPLORERS** is a French initiative with global ambitions that brings a new approach to educating and raising awareness of our planet.

THE EXPLORERS is the very first collaborative global media platform to create an inventory of the Earth's heritage in 17 languages using photos and ultra-high definition video (4K and 8K).



OUR MISSION



Know better to protect better

THE EXPLORERS is creating a comprehensive inventory of Earth's natural, cultural, and human heritage in order to raise awareness of the planet's wealth as well as its fragility.

*The surface of the Earth is similar to the human body:
70% water and 30% solid mass.*

*I want to perform a visual check-up of the planet just as I used
to perform medical check-ups on my patients.*

*The Explorers will create a new inventory that will be an archive
of the world's natural diversity whose main strength lies
in the emotion generated by its beauty.*

Olivier Chiabodo, co-founder of **THE EXPLORERS**



OUR AMBITION

To become the leading Earth exploration and discovery brand committed to education and the conservation of our heritage within three years.





OUR COMMITMENT



THE EXPLORERS FOUNDATION

10% of our income is systematically donated to *The Explorers Foundation* to support biodiversity conservation programs. *The Explorers Foundation* is committed to keeping its operational costs to a strict minimum. Its annual financial report will be audited and published in electronic form for full transparency.

Six specific actions for preserving the environment are already supported by *The Explorers Foundation*:

- Lemurs in Madagascar,
- Marine turtles in French Polynesia,
- Red macaws in Honduras,
- Radiated tortoises in Madagascar,
- American crocodiles in Jamaica,
- Humpback whales in Polynesia.

CARBON FOOTPRINT

We are well aware of our carbon footprint as we carry out this inventory of the Earth. We calculate precisely the amount of carbon that must be offset for each of our expeditions.



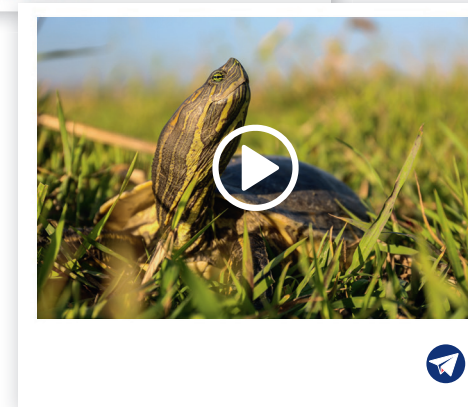
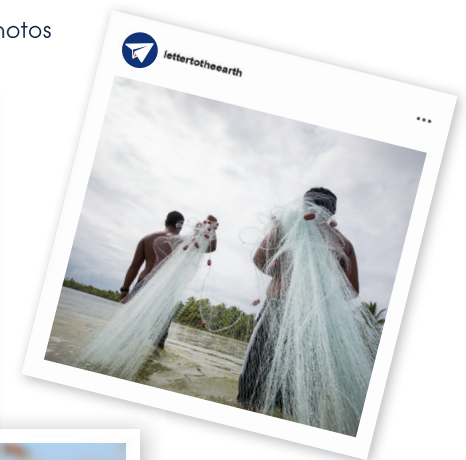
LETTER TO THE EARTH

This is a viral challenge open to opinion leaders and influencers but also to all those who wish to share their commitment to the planet.

Personal or factual, accompanied by music or silence, with or without voiceover, in front of the camera or not... this letter must above all pay tribute to the beauty of the Earth. It is a message of love, awareness or hope.

Each letter to Earth includes:

- A one-minute video
- A text
- Three captioned photos



In this engaging global media content is generated through two main sources

THE FIRST IS COLLABORATIVE, COSTS NOTHING TO TAKE PART AND IS FREE OF ADVERTISING...

The Explorers Community: "We are all Explorers"

Members of this growing community share photos and videos on the application or on **THE EXPLORERS** website. Thanks to their smartphones, they will become the guardians of the planet and will contribute to the ideal of better understanding for better protection.

Members of this community could be invited to embark on an expedition thanks to *The Explorers Academy*.



THE EXPLORERS ACADEMY

The Explorers Academy is a major quarterly competition launching on November 7th, 2019.

Contributors to **THE EXPLORERS** platform must submit a captioned photo or video to the community for a vote.

The three contributors with the most votes will join **THE EXPLORERS'** Team during one of our expeditions. They will receive in situ a backpack containing a smartphone, a tablet equipped with editing software and €1,000.

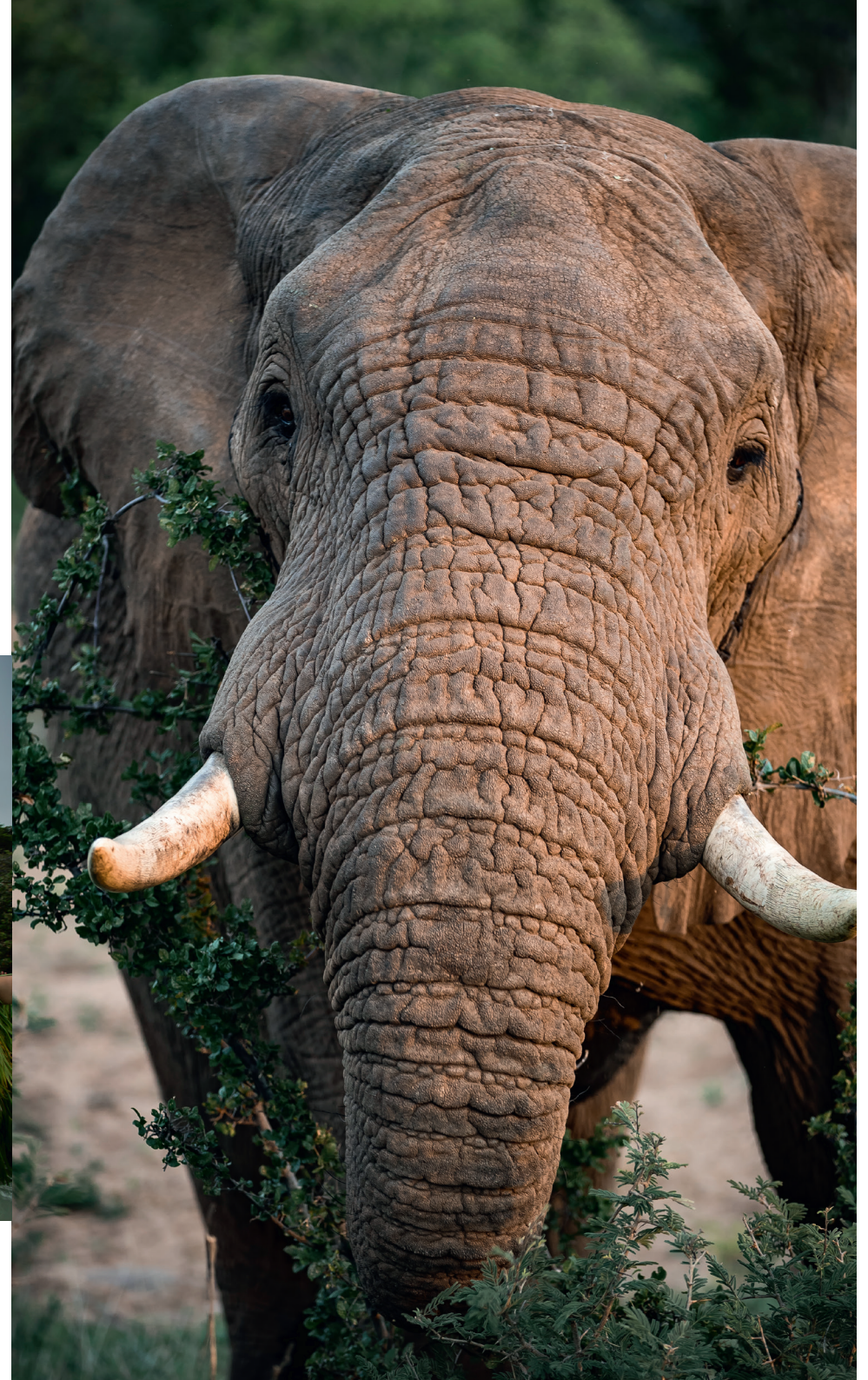
They will then have five days to make three short films of 2 to 3 minutes each and will have to upload them onto **THE EXPLORERS** platform before Friday evening at midnight CET. The community will then vote for the best contribution of the quarter. **THE EXPLORER** of the year will win €10,000 and a ticket to travel round-the-world.



THE SECOND : A SUBSCRIPTION TO ACCESS THE EXPEDITION'S FILMS IN 4K AND 8K, THUS SUPPORTING THE EXPLORERS (2.99\$ PER MONTH)

- **THE EXPLORERS** travel the world with high-end production technology to capture the world in 4K and 8K.
- As of today, nine expeditions have already been completed.
- Monthly expeditions will start in January 2020 – 12 expeditions per year.
- These documentary films highlight the undisputed beauty of the Earth and show the lives of the local people.
- All rights reserved.

10% of revenues are donated to *The Explorers Foundation* for species conservation projects. Contributors will choose the projects they wish to support and will receive monthly updates on the actions undertaken.



WHO ARE WE?





TEAM

Founders

Olivier Chiabodo and Jean-Pierre Morel

Managing Team

Olivier Chiabodo, CEO
 Jean-Hugues Noël, CPO
 Jean-Marc Denoual, COO

A unique and exclusive 4K and 8K production expertise


- | | |
|---------------|--------------------|
| Scientists | Technicians |
| Filmmakers | Editors |
| Cameramen | Musicians |
| Reporters | Programmers |
| Photographers | Developers |
| Illustrators | Product owners |
| Designers | Marketing managers |
| Artists | Community managers |
| Pilots | ... |





OUR PARTNERS

A global luxury group shares our commitment

K E R I N G  As **THE EXPLORERS'** main partner, Kering wishes to contribute to the protection of the Earth's biodiversity.

A pioneer in sustainable development within its sector, the Kering group, led by Chairman & CEO François-Henri Pinault, launched the Fashion Pact, a worldwide coalition of fashion and textile companies. All of them have committed to major environmental objectives focusing on global warming, biodiversity and protecting the world's oceans.

In 2019, Kering was ranked as the world's second most sustainable corporation across all industries by the Corporate Knights 2019 Global 100 index.

Kering manages the development of a series of renowned Houses in fashion, leather goods, jewelry and watches. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way.



Partnerships with leading tech companies



Launch of the SVoD platform on Samsung 4K and 8K television sets: a 3-month subscription to **THE EXPLORERS** will be offered with any TV purchase.



THE EXPLORERS is regularly selected as one of the Top Apps in Huawei's AppGallery. The Explorers has signed a 4K and 8K content partnership with Huawei, to film China's inventory in 8K (Sichuan Province was the first to have joined this partnership).



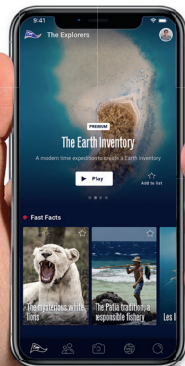
Artificial Intelligence helping to protect the Earth: **THE EXPLORERS** is one of 12 projects selected by Microsoft to help develop Artificial Intelligence on the Explorers application.



THE EXPLORERS is regularly selected as one of the top Apps in the App Store, and was « App of the Day » on Earth Day, April 22nd. Two « Today at Apple » events with The Explorers have already been held at the Champs-Élysées flagship store.



THE EXPLORERS trailers are displayed worldwide on Sony Bravia 4K HDR screens



Our partnership with Le Café de l'Homme

« The lives of Mankind and the Earth are closely linked »
THE EXPLORERS and the Earth Inventory play an essential role in raising awareness on protecting the planet and, therefore, humanity itself. The Café de l'Homme, is an obvious location for launching **THE EXPLORERS**.



HOW TO EXPLORE OUR CONTENT ?



The Explorers, a committed global media

THE EXPLORERS APPLICATION

Available in 17 languages on iOS, Android, tvOS, AndroidTV and Tizen for smartphones, tablets, and on laptops.

THE SVOD OFFER - THE EXPLORERS

From November 7th, in 170 countries, discover the first expeditions and be the first to travel the earth with THE EXPLORERS:

- Three 52-minute films
- Three 26-minute films
- Ten 2-minute videos
- One 1-minute Earth news video each day
- One 2-minute Earth news video each week

From December 1st 2019, two new expedition films will be available each month.

WORLDWIDE AVAILABILITY IN 8KHDR AND 4KHDR, 4KSDR, HD

- In English and in French.
- From January 2nd 2020, in 155 countries, all films will be available in 8K HDR10 +, in Spanish and Chinese, and subtitled in Russian, Portuguese, German, Japanese, Italian, Korean...



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THE EXPLORERS

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THE EXPLORERS is accompanied by **Image 7**
for this great expedition