



THE  
SULTAN



**ENTERTAINMENT  
WITH MORE  
DIVERSITY!**





**The Sultan is the common denominator for pop fans from all cultures. Eastern and Western influences are combined through the artist's diverse music and entertainment projects.**

**The turban-wearing entertainer is represented in the main pop culture media channels: As a singer and influencer, comic figure and producer, “The Sultan” is turning into an established star with international cult potential.**





# WHY THE *SULTAN* ?





## **A solution for diversity problems in the western media:**

- **Few media role models with oriental charm**
- **Image problem and poor positive representation of the Orient**
- **Little inclusion of oriental & Asian artists**



THE  
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# WHO IS *THE* *SULTAN* OF *POP*?





## **Arash Ekhlasi combines values that are missing in the modern pop world:**

- **A globetrotter from Germany with oriental roots**
- **A symbol of diversity and inclusion**
- **Producer, singer and intercultural visionary**
- **Bachelor and Master Graduates with 17 years of experience in digital media**



# WHAT DOES *THE SULTAN* OFFER?







## **Mission, commitment and creativity:**

- **Quality music videos with international charm**
- **Feel-good pop music with an oriental touch**
- **Live performances (online / offline)**
- **Humorous comics and cartoons with a positive message**
- **Influencer role with over 240 million GIF views**
- **Diverse opportunities for cooperation thanks to a timeless concept**





WANNA

**RIDE**



THE SULTAN  
**MIRROR**



LOVE



THE SULTAN

*Make You Dance*



**JAANI**  
THE SULTAN



**MONSTERS**  
THE SULTAN

## THE SULTAN FREE HUGS



## THE SULTAN EASTER ISLAND

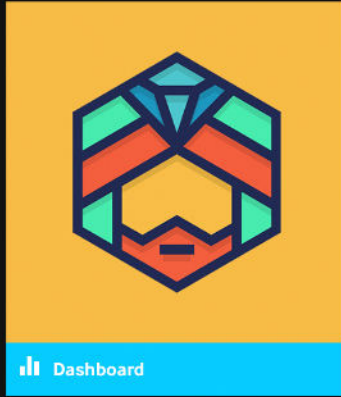


## THE SULTAN BUSINESS PLAN



## THE SULTAN RAPUNZEL





Dashboard

Last 7 Days Last 30 Days All Time

241.6M

GIF & Sticker Views ⓘ

Top GIFs & Stickers

1		38.094.660 Views
2		30.056.345 Views
3		24.434.417 Views
4		22.037.814 Views
1		21.904.099 Views

Show More



# HOW MUCH FUNDING IS REQUIRED?



## **A unique entertainment concept for the international market as a guarantee of success**

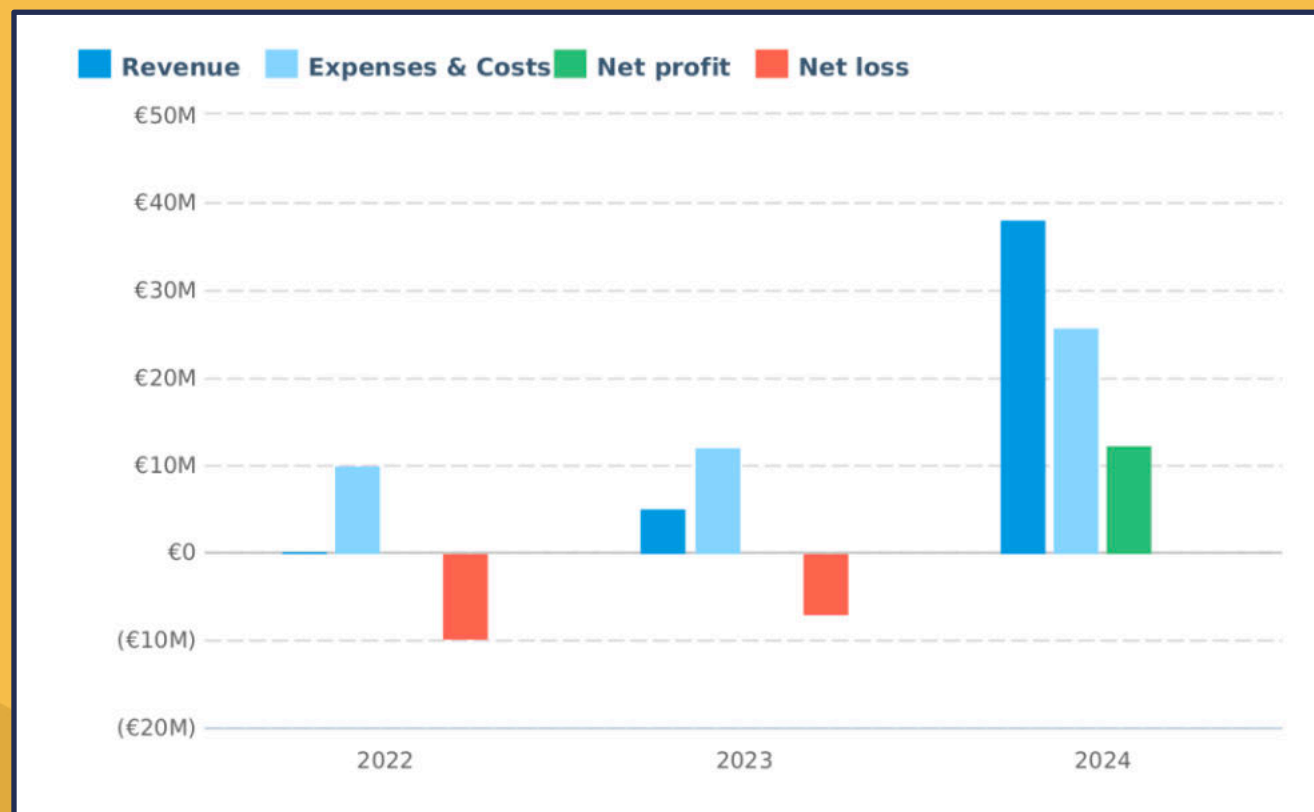
**For the goals of the first three financial years, a total funding of 19 million euros is required. The funds can be distributed evenly over the first two financial years.**

**In the third financial year, the break-even point and a profit of 12 million euros are forecast. From the third financial year onwards, the project will be able to finance itself through its own sales.**





## Forecasts for the first three fiscal years





THE  
SULTAN

# WHAT ARE FUNDS NEEDED FOR?





**The Sultan is an all-in-one entertainment package for all media outlets and event areas. To build a successful brand with international reach, we rely on performance marketing and regular product releases through a dedicated team:**

- **Planning, structuring, recruiting, administration**
- **Studio, office, equipment**
- **Music, video and photo production**
- **Illustration, animation, script writing**
- **Project, music and cooperation management**
- **Marketing budgets, press work (online / offline)**



**WHERE CAN  
I FIND THE  
BUSINESS PLAN?**





THE  
SULTAN

**The complete business plan is available at:**

**[www.thesultan.com/28498498/the-sultan-business-plan.pdf](http://www.thesultan.com/28498498/the-sultan-business-plan.pdf)**



**TOGETHER WE CAN BUILD A  
BRIDGE BETWEEN CULTURES!**



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