



SHINE ON GLOBAL STRATEGIC PLAN 2022 - 2027



CONNECTING PEOPLE THROUGH A DIGITAL WORLD
ONE STEP AHEAD



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About the Founder

Arnold Garcia, creator, publisher, and Managing Director of Shine On Hollywood Magazine, has achieved many accomplishments. At age 11, Arnold came to the United States with experiences no child should endure but made it his mission to move forward to a better, more enriched future. He is living proof that the American Dream is still very much alive.

Arnold's life began in the Philippines. As a young boy, he faced many challenges seemingly unimaginable to overcome. At a very early age, Arnold was tested by life; his life was filled with suffering; as are so many others with similar origins. Having to learn English without a trustworthy mentor while being subject to forced labor, child abuse, rape, and living in active civil war, he endured homelessness firmly holding on to his faith and dreams of a brighter future. Never choosing to be the victim and always striving to be the warrior, Mr. Garcia soared above his early start. He took his dreams to the United States and made them a reality. Arnold believes his enormous success was driven by his past life experiences, which taught him to persevere past any obstacles. His ability to continue chasing his passion and entrepreneurial endeavors has branded Arnold Garcia a Great American Success Story.



About the Parent Company: Shine On Global, Inc. (SOG)

Shine On Global, Inc. (SOG) is the parent company of the Shine On Hollywood e-Magazine (SOHM), Shine On Network (SON), and Shine On Digital Solutions (SODS). All are worldwide, registered trademarks of SOG. Our primary goal is to bring positivity to

the world through digitized, Hollywood based media. In a world seemingly spiraling increasingly into chaos, SOG looks to be a Beacon of Light and bring Hope & Truth to the Hollywood culture and fan base. In addition seeking to simplify functionality of the arts & entertainment industry, making it more cost-efficient!

In creating and developing SOG, Mr. Garcia used his 27 years in the tech world, 7.5 years in the mental health field, 44 years in the entertainment industry, and a near-death experience in 2012 to reinvent himself and his vision of Hollywood! His artistic passion combined with his technology experience, boosted by an entrepreneurial spirit, with a love and compassion for arts & entertainment, along with helping people all came together in a grand dream and vision. From this dream came Shine On Hollywood Magazine, the FIRST ALL DIGITAL ARTS & ENTERTAINMENT MAGAZINE, AND THE FASTEST GROWING PUBLICATION IN THE WORLD!

Within the next five (5) years, SOG intends to become the largest Hollywood based platform in the world by encouraging many heritage-rich cultures to blend into a positive viewing experience while increasing communication and relations through sharing inspiring, real stories of real people from Hollywood and across the globe.

Our Mission

SOG's mission is to create multiple platforms that educate, entertain, and inspire viewers worldwide to prosper and live their best lives.

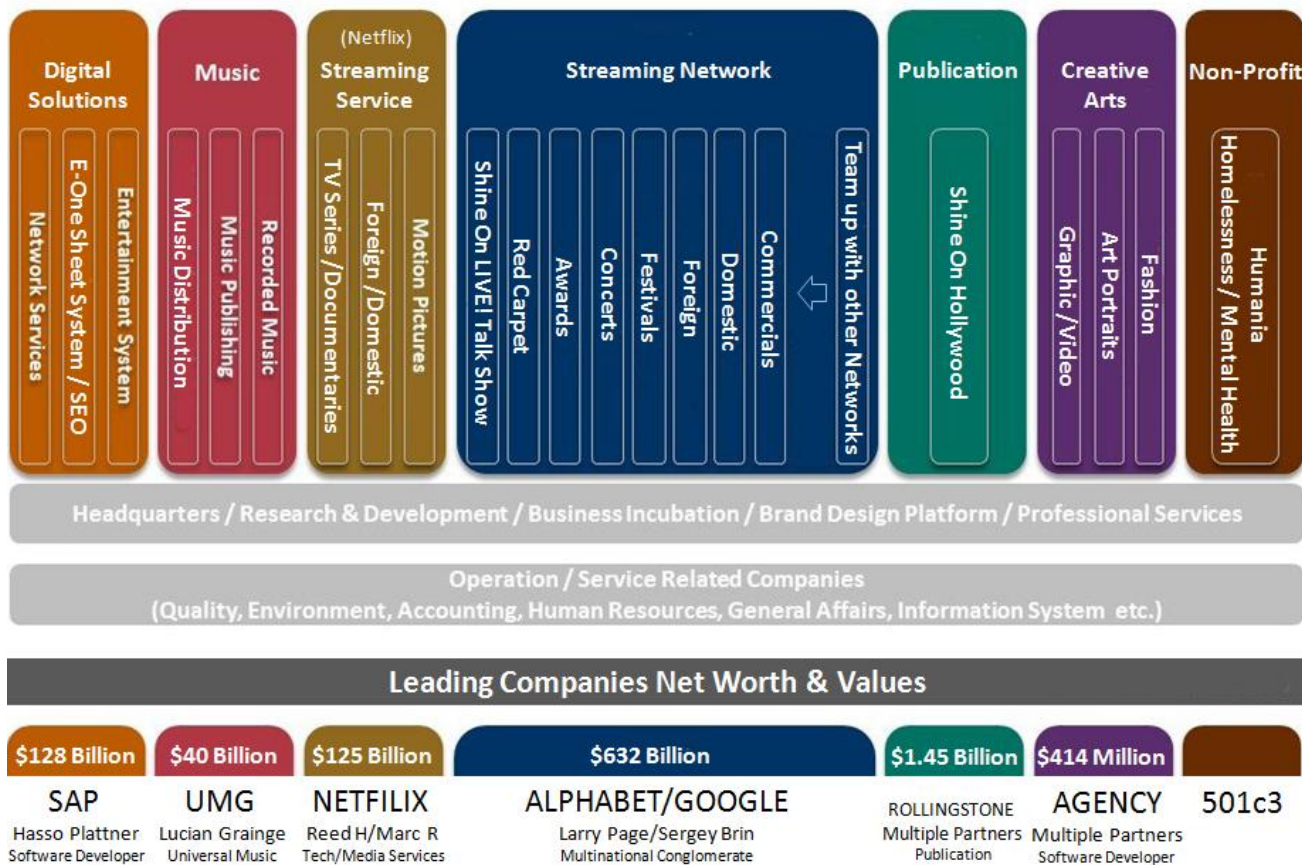
Our Vision

To provide a wide range of entertainment via Shine On Global's Digital Solutions that will engage people worldwide through storytelling while offering a viable alternative to destructive media. For consumers, businesses, and entertainment industry professionals, our robust plan is to develop a full suite of services over the next five years.

Summary Chart

The following "Summary Chart" shows multiple income streams that will ensure our goal of success, as envisioned by SOG's Founder, Mr. Arnold Garcia.

Shine On Global Group Summary Chart



SOG seeks the insight of these individuals in an effort to help young people contemplate life in an industry, cultivating promise through mentorship and guidance.

"Hollywood is a cauldron of controversy for many Americans and people worldwide due to gratuitous violence and abuse in cinema and television. SOG seeks to conquer this perception through real stories of individuals making a difference from the ground up. By helping others through charitable works and contributions, Hollywood, which is not known by the mainstream media or the vast population for such efforts, is suddenly recognized by the magnanimous talent that has always been a part of this global industry!", said Mr. Garcia

SOG WILL EXPAND GLOBALLY and accomplish our goals by utilizing our various global subsidiaries while harnessing the latest technology to help facilitate and sustain our growth. SOG is well-positioned to achieve our goal in the Arts & Entertainment Industry. Consumers, who drive 2/3 of the US Economy, historically spend their Discretionary Income on two things: Convenience and Entertainment.

Convenience: Items or services that add to their quality of life by being easier or faster to give them more time for themselves. What do they do with that extra time? They want to be entertained. Enter the many facets of the Entertainment Industry! A \$2,305,860,000,000 (\$2.305 TRILLION GLOBAL MARKET VALUE in 2021, according to Market Reports World 02/22/2022). The entertainment industry is projected to grow to \$3.55 TRILLION BY 2028.

Objectives

- Increase internet users and viewership worldwide up to 25% of the global population within 5 years
- Increase profit 100% within 5 years as we strategically develop SOG's various subsidiaries
- Build global sustained viewership up to 50% more from the current 26.6 million viewers in the first year
- Build rapport and partnerships with other industry professionals in the arts and entertainment
- Help other countries develop relationships with each other through the arts and culture

Strategies

- Cultivate relationships with industry professionals and influencers
- Attract global attention with innovative movers and shakers in the industry
- Create and develop our sustainable global growth model
- Educate the industry with new, innovative digital cost-efficient technology

Action

- Attract qualified investors and shareholders to join us on our global mission
- Add additional qualified, strategic members to our Board of Directors
- Create a corporate business structure by building SOG's departments in all areas
- Develop a prudent budget plan to help us reach our profitability goals
- Create job descriptions and company's policies
- Hire qualified professionals in their fields: CPA, bookkeeper, Sales & Marketing managers, R&D, etc.

DIGITAL MARKETING HAS CHANGED HOW CUSTOMERS SEARCH, BUY, AND INTERACT WITH BUSINESSES.

Digital Marketing is a high profit and high margin business. The key to success is effective marketing. SOG has a highly focused multi-dimensional sales and marketing plan to build its total global circulation base quickly. The same channels and methods were utilized to establish a circulation through 140 countries worldwide.

Execution of SOG's plan will potentially produce sales revenues of \$3.1 million in year one, \$4.8 million in year two, and \$6.4 million in year three. Net profit will increase steadily over the next three years per country.

The highlights of the business plan are illustrated in the following chart. Sales, margins, and net profit increase each year. The lowest margins occur in year one, reflecting the marketing costs of building the worldwide circulation base.



About Shine On Hollywood Magazine (SOHM)

Shine On Global, Inc. (SOG) is the parent company of Shine On Hollywood Magazine (SOHM). The magazine, a popular digital publication with a circulation of nearly 26.6 million hits in 140+ countries worldwide, has already featured over 400 industry professionals in the past nine years. It has done its best to showcase celebrities you will easily recognize, along with lesser known yet equally successful entertainment personalities. Giving back to their communities is one of the most important requirements for being featured in our publication. SOHM is the Fastest Growing, all Digital magazine in Hollywood and around the world, covering pop culture, arts, and entertainment. Here is why it is unique from other publication outlets:

- SOHM allows worldwide cultures to blend into a positive readership that promotes communication and relationships, utilizing SOHM'S slogan "Real People, Real Stories" of Hollywood and around the world.
- SOHM exclusively interviews celebrities and non-celebrities, who have contributed some exceptional tips from whom our readers can learn and be inspired. That's what Shine On Hollywood Magazine is all about

expressing facts and positive stories involving intimate portrayals which specifically highlight the circumstances that reflect their present stations in life, without divisive issues such as politics or disparaging others.

- SOHM is an interactive digital publication, optimized with a responsive design for desktops, laptops, tablets, and all other mobile devices, giving users a seamless, engaging experience at their fingertips. The subtle but obviously fresh look gives readers larger pictures, more videos and hyperlinks, and bigger stories, all within a lengthier publication.
- SOHM is trusted by, respected by, and has a strong relationship with major organizations in Hollywood and around the world, here to mention a few:



...and much more.

SOHM fulfills a niche left void by other Hollywood magazines. Tabloid journalism and shocking revelations of infidelity or other personal indiscretions, will never be mentioned in this publication. The professional scope, the experiences and advice of those featured in the periodical, through hard work and discipline; offer the best reflection of a Hollywood that can shape global opinion to lift the human condition. SOHM is the only publication that has the capacity to change the pejorative aspects of an industry that requires introspection.

Our Mission

Dedicated to providing a positive, meaningful and educational experience and to inspire our readers with knowledge and information from the many creative qualified industry professionals.

Our Vision

SOHM began as a concept in which individuals in the entertainment industry would provide true, positive and educational stories about their experiences from the very beginning of their careers and noteworthy accomplishments. The focus of the interviews revolves around "Real People, Real Stories" in which the magazine explores the history of how one can become successful in a profession where there is difficulty in securing success. These members of the industry can either be actors, singers, dancers, choreographers, directors or have an important or unrecognized role to play behind the scenes, in

establishing the finished work many of us recognize today. The stories involve intimate portrayals which specifically highlight the circumstances that reflect their present station in life, without mentioning divisive topics like political involvements or disparaging others.

Our Values

SOHM is a publication that inspires and accomplishes its mission consistently with every magazine edition. We are passionate about promoting the positive. True stories that support hard work and strength in the entertainment industry demonstrate to our readers that hard-fought dreams can be achieved. Lifelong goals have a good chance for fruition as we showcase the integrity-filled stories that can empower readers from around the world. We are proud of our accomplishment of over 26.6 million hits in 60 countries in 2014, only to surpass that milestone in 2016 with SOHM's global reach to include 140 countries and counting, as that continues to fuel our growth. Shine on Hollywood Magazine has truly made a difference!

Dr. Aida Takla-O'Reilly, Former two-time President and current Trustee of the Hollywood Foreign Press / Golden Globe Awards had this to say about SOHM:



"I have been in the world of journalism for a long time and saw the gradual deterioration in reporting and communicating with the people; it went from reporting to projecting, from facts to gossip, from balance to sensationalism. I was turned off from reading the newspaper.

Then you came along Mr. Garcia and touched my life. You made it your mission to bring to the world the stories of real people. Instead of news of the extraordinary rich doing ordinary things, you went to the ordinary people doing extraordinary things.

Instead of taking the easy road, you took the "Road Less Traveled" and demonstrated how magnificently "real people" rise and shine.

You set the standard for what journalism and reporting is all about. You have raised the bar.

Thank you and SHINE ON HOLLYWOOD MAGAZINE team for dedicating your time and talent to what is really important in life, Goodness."

SOHM is an interactive digital publication optimized with a responsive design for desktops, laptops, tablets, and all other mobile devices, giving users a seamless, engaging experience at their fingertips.

SOHM Media Kit (Click [here](#) or image to view):

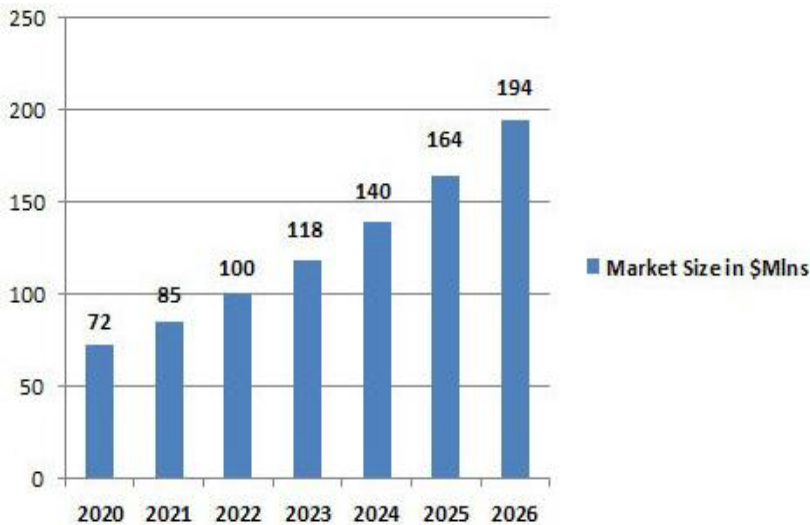


About Shine On Network (SON)

Shine On Global, Inc. (SOG) is the parent company of Shine On Network (SON). In today's challenging world, people from different cultures and economic status unite through arts and entertainment in music, film, TV, fashion, arts, etc. With traditional forms of entertainment changing every day, the internet has become and will remain the premier platform for delivering content to the masses. There are countless internet-based television networks (IPTV) and radio stations currently active, but the SOG,



exclusive content, and talented team will make the Shine On Network (SON) a leader in network entertainment. Although entertainment unites the world, each geographic location or city has a scene that is inherently unique and distinct to its location, essentially its own Universe. This idea and concept are already in place and has been utilized through SOHM; helping to outrank any competitor.



The following graph shows the increase in IPTV market size between 2021 and 2026:

Internet-based Protocol Television (IPTV) refers to the streaming of TV programs through broadband Internet rather than the traditional cable or satellite. This TV content is streamed to a set-top box.

Fact Check: The [IP-TV market](#) was valued at \$72.24 billion in 2020. The market is expected to grow to \$194.21 billion by 2026 growing at a CAGR of 17.89 percent.

The SON is an interactive, multi-channel content streaming platform that offers live, linear, and video on demand streaming. The SON will be the fastest growing multi-channel platform in the world, with over 100,000,000 organic views and 350,000 organic users, projected within the next 2 years. The SON will be accessible on Smart TVs & mobile devices as well as other content platforms like ROKU and ROKU TVs, estimated at over 30 million households and controlling 13% of the TV market. The SON connects live, linear, and video on-demand streaming to multiple platforms like ROKU, YouTube, Facebook, Instagram, TikTok, all other social media, websites, mobile devices, and Smart TVs.



About Shine On Digital Solutions (SOD)

Shine On Global, Inc. (SOG) is the parent company of Shine On Digital Solutions (SOD). SOD's successful executed plan will produce digital products and services is expecting to have sales revenues of \$3.1 million in year one, \$4.8 million in year two, and \$6.4 million in year three. Net profit will increase steadily over the next three years.

"At Shine On Digital (SOD) Solutions, transforming the way people learn and communicate is our passion. We're a digital publication company empowering companies to expand their global reach and benefit from digital marketing technology.

For a business to succeed in today's world, it is important to have a strong digital footprint within the internet. Therefore, when a business is defining its marketing plan, it must incorporate a solid digital strategy. Without a digital marketing strategy in place, new client acquisitions, brand visibility, and impactful revenue generating opportunities will likely be unsuccessful. We are here to learn our customer's needs and apply our expertise to be the solution.

I invite you to read on and learn more about SOD and the many ways it can help you to grow your business.

Our intuitive digital marketing platform sets us apart in the industry, and our commitment to our customer's success and satisfaction defines us as a company. We look forward to the opportunity to work together.", said Mr. Garcia

OUR SOCIAL MEDIA MARKETING SERVICES - Full-Service Community Management



- Platform Monitoring
- Consumer Engagement
- Community Management Guide Development
- Monthly Editorial Calendar Development
- Monthly Metrics and Quarterly Reviews
- Bar-coding
- Video Embedding and Hyperlink
- Offer advance Digital Publishing (catalog, flyer, one-sheet, poster, etc.)

Ad Buying & Planning

- Development of ads and advertising strategy based on platform-specific best practices
- Includes execution, continued monitoring and optimization
- On-going or Ad Hoc

Social Media Strategy

- Integrated Social Media Roadmap
- Campaign Strategy
- Single Channel Accelerator Package
- Social Media Content Audit
- Digital Competitor Analysis
- Social Media Creative Consulting
- Native Digital Advertising

eCommerce

- Marketing Strategy
- Advertising
- Product Detail Pages
- Product Photography
- 360° Product Videos
- Product Feature Videos

Campaign & Contest Support

- Media Buying
- Giveaway Placement Coordination
- Contest
- Social Media Campaign Planning & Management

Influencer Marketing & Media Relations

- Influencer Partnerships
- Media Partnerships
- Targeted Media Outreach Programs
- Press Release Development
- Positive Reporting and Stories



Market Analysis

Hollywood is the cornerstone of the entertainment industry worldwide. Pop culture featured in SOG is manifested around the world through movies, music, television, documentaries, fashion, arts, newspapers,

Case Study



Many took notice, from established industry leaders to the general public. This is why in such a short time SOHM has amassed over 26 MILLION readerships from around the World! As a result of this success, the IPV4 Address Value alone is \$1.4 BILLION!

SOHM digital publication top 3 markets, lucrative markets for advertisers from sheer population size to the growing Middle Class.

1. North America, 28%
2. Asia, 26%
3. Europe, 18%

global streaming, fast food, fashion, sports, health, and lifestyle. For this type of news and entertainment media through IP-TV network and e-magazine, there is indeed a wide range of available customer's readership. In essence, our target market can't be restricted to just one group of people; it includes all those who love to get the latest updates on news, entertainment, and sports. This larger global readerships base will offer SOHM's advertisers a better value for their advertising budget vs other traditional online marketing.

Plus, SON IP-TV is a profitable business opportunity. Live television is the most common multimedia material delivered by IP-TV, however there are numerous more services that people may utilize to generate profit. IP-TV is one of the most practical ways to expand your business and generate profit in the television industry. Video streaming solutions are at their pinnacle right now, and it's a good idea for everyone to learn more about them in order to get the most positive impact.

SOD AND ITS POSITIVE IMPACT ON THE ENTERTAINMENT INDUSTRY

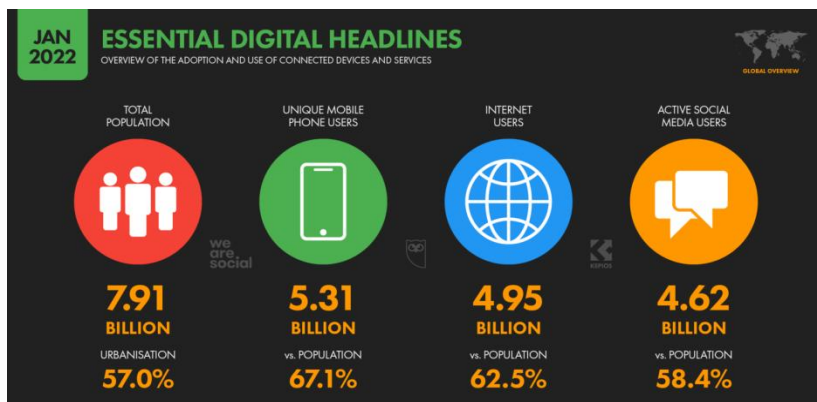


SOD is truly for the people. It works to connect the global community and explore how people and organizations work together to make the world a better place. The magazine and IP-TV Network has a commitment to being platforms to profile artists and industry professionals who are representing artistic vision in the marketplace and who can both encourage and provide role models to people around the world.

Objectives

The initial objectives of SOG, Inc. are as follows:

- To raise seed capital of \$5,000,000 to fund our strategic growth.
- Increase average ad page cost on SOHM from \$2,850 to \$4,618 within 5 years.
- To expand and license the publication to key domestic markets such as: Shine On New York, Chicago, Nashville, Miami, Las Vegas, etc., and in other countries, such as: Shine On Bollywood, Shine On Dubai, Shine On Japan, Shine On China, etc.
- To have over 1,000,000 Shine On Network (SON) paid subscribers by the end of 2027 through IP-TV advertising and marketing.
- To have an additional 50,000 Paid Advertisers and Event & Charitable Sponsors by the end of 2027.



FACTS about the Global Digital Trend in 2022: 12.5 TRILLION HOURS Spent Online, a new milestone in internet adoption, and new records for social media use.

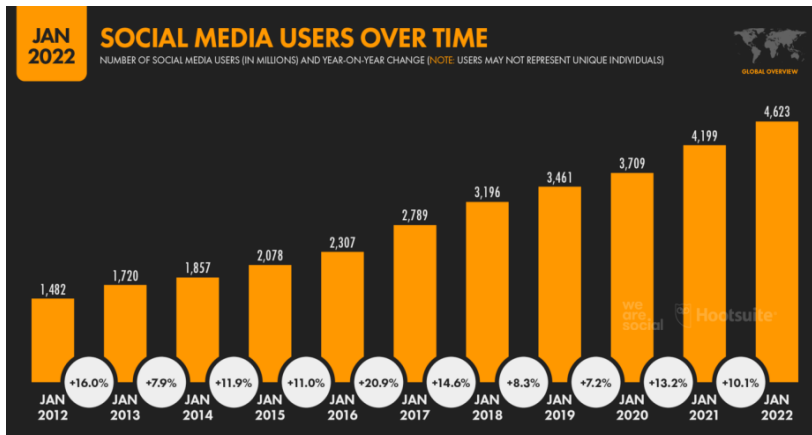
Big stories in this year's report include:

- Double-digit growth in social media users
- Big gains for YouTube, Instagram, and TikTok

- New insights into the world's social media preferences
- The rise of social commerce
- Significant increases in the cost of social media ads

Here are the key figures you need to understand the 'state of digital' today:

Global population: The world's population stands at 7.91 billion in January 2022, with the annual growth rate of 1.0 percent suggesting that this figure will reach 8 billion sometime in mid-2023. Well over half (57.0 percent) of the world's population now lives in urban areas.



Global mobile users: More than two-thirds (67.1 percent) of the world's population now uses a mobile phone, with unique users now reaching 5.31 BILLION by the start of 2022. The global total has grown by 1.8 percent over the past year, with 95 million new mobile users since this time last year.

Global internet users: Global internet users have climbed to 4.95 BILLION at the start of 2022, with internet penetration now standing at 62.5 percent of the world's total

population. Data shows that internet users have grown by 192 million (+4.0 percent) over the past year, but ongoing restrictions to research and reporting due to COVID-19 mean that actual growth trends may be considerably higher than these figures suggest.

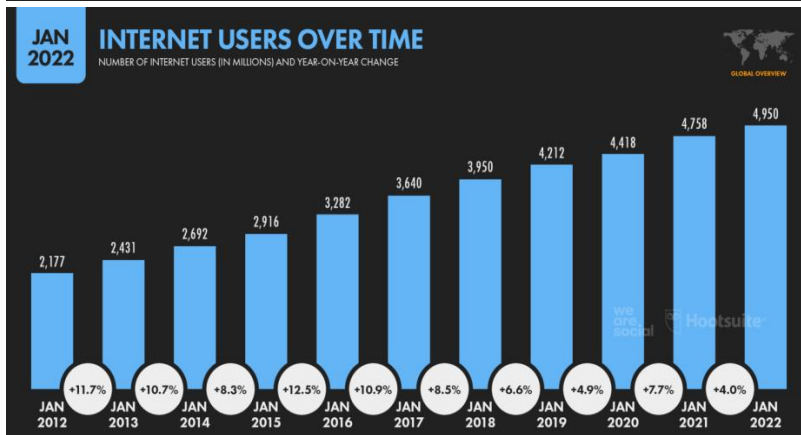
Global social media users: There are 4.62 BILLION social media users around the world in January 2022. This figure is equal to 58.4 percent of the world's total population, although it's worth noting that social media "users" may not represent unique individuals. Global social media users have grown by more than 10 percent over the past 12 months, with 424 million new users starting their social media journey during 2021.

These numbers provide valuable context for Digital Adoption and Growth in order to make sense of what people are actually doing online.



Internet user growth: Kepios analysis reveals that internet users have more than doubled over the past 10 years, climbing from 2.18 Billion at the start of 2012 to 4.95 Billion at the start of 2022.

That results in a Compound Annual Growth Rate (CAGR) of 8.6 percent for the past decade as a whole, but – as you can see in the chart to the left – annual growth rates have fluctuated meaningfully from one year to another.

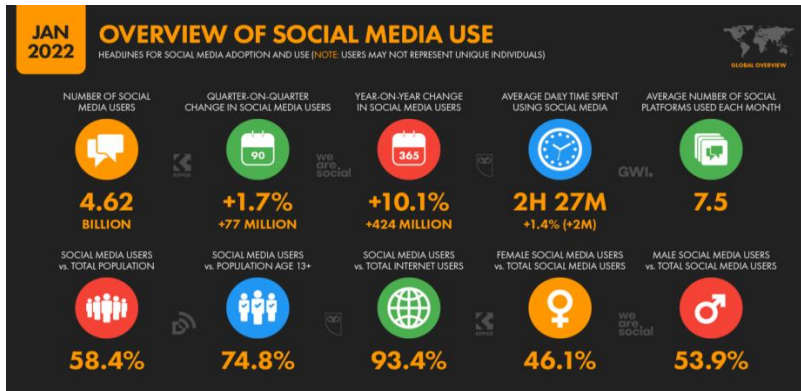


Social media user growth: Meanwhile, social media users have seen even faster growth than internet users over the past decade.

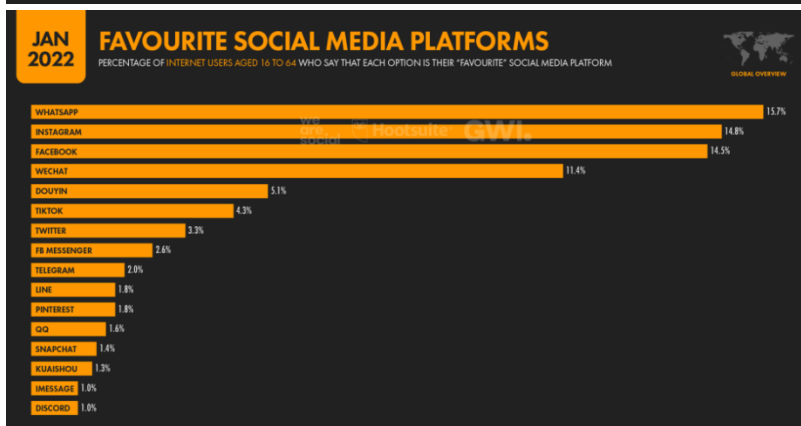
Today's total of 4.62 Billion social media users is 3.1 times higher than the 1.48 Billion figure we published in 2012, and means that social media users have grown at a CAGR of 12 percent over the past decade.

Social media user growth has continued at a double-digit rate of 10.1 percent over the past 12 months, but the growth rate between 2021 and 2022 has remained above pre-pandemic levels.

For context, the latest data indicate that 424 million users started their social media journey over the past year, equating to an average of more than 1 Million New Users Per Day, or roughly 11.57 new users every single second.

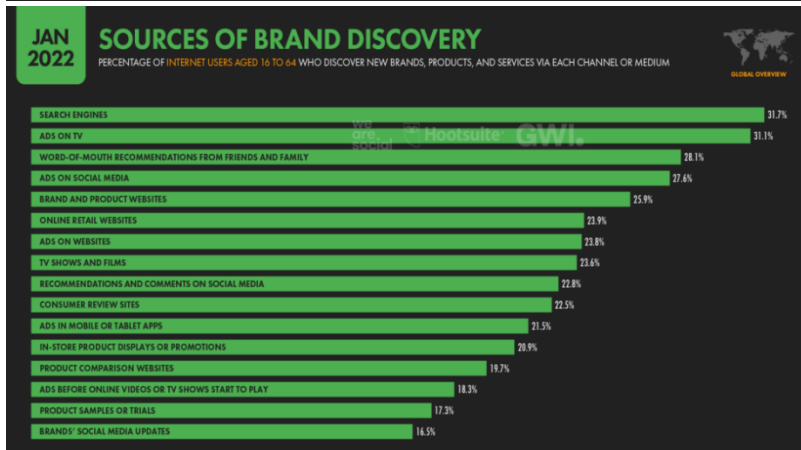


With social media users now equating to 58.4 percent of the world's total population, we should expect to see growth rates start to decelerate over the next few years, and this may well be the last time that we report double-digit annual growth in social media users.



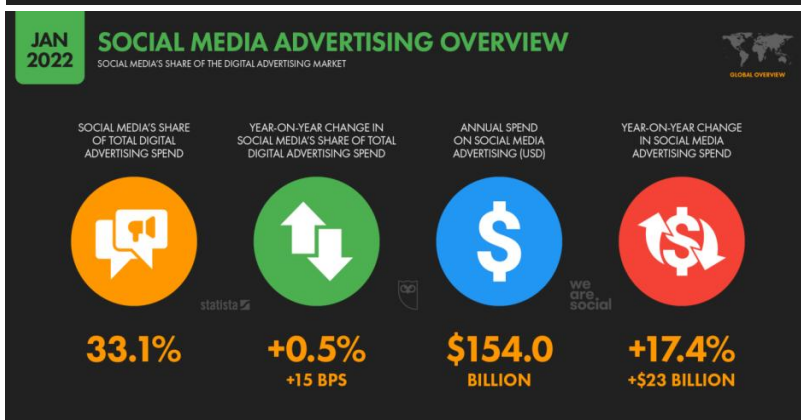
The good news is that we should see social media users reach the equivalent of 60 percent of the global population sometime in 2022 though, so even if growth rates do subside, the overall global reach potential of social media should still offer plenty to get excited about for consumers, businesses and investors.

Social media favorites: When it comes to the world's "favorite" social media platforms, GWI's latest data reveals that Instagram has now over taken Facebook to claim second place in the worldwide rankings.



It's still a close call though: 14.8 percent of global internet users identify Instagram as their favorite platform, compared with 14.5 percent for Facebook.

However, yet another Meta platform – WhatsApp – tops the global rankings, with 15.7 percent of working-age internet users choosing the messenger app as their favorite social platform.



Big rise in social media ad spend:

Various data points in this year's reports reveal that spending on social media ads has jumped significantly over the past 12 months.

For example, data from Statista shows that global social media ad spend exceeded

USD \$150 Billion in 2021, with social media ads accounting for roughly one-third (33.1 percent) of total digital spend.

Social media's role in the marketing mix: Despite those rising ad costs, marketers will be reassured to learn that new research confirms the effectiveness of social media advertising.

GWI's latest data reveals that more than 1 in 4 internet users aged 16 to 64 (27.6 percent) discover new brands, products, and services via social media ads, which is only slightly less than the figure for TV ads (31.1 percent).

"Search Engines are still the top source of new brand discovery for the world's internet users though, with 31.7 percent of GWI's sample saying that they've learned about new brands via an online search.", said Mr. Simon Kemp, Data Reporter's Chief Analyst, and CEO of Kepios.



Meanwhile, word-of-mouth recommendations also rank highly for brand discovery, so marketers may want to re-examine how easy it is for audiences to share their brand and its various online presences via messenger apps like WhatsApp and Telegram.



Through Internet advertising, you can highlight business beyond local area and reach out to target audience worldwide. SOG can easily connect with global audiences with the help of the Internet.

This became the most lucrative innovation for businesses.

For more information, please contact:



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“Be the change that you wish to see in the world.”

~ Mahatma Gandhi

Websites

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Music Development: <http://www.agepmusic.com/>
Digital Solutions: <http://www.ShineOnDigitalSolutions.com>

Charitable Causes: Homelessness & Mental Health

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