

THE HUSTLENOMICS WAY PRESENTS THE 50 CENT ECONOMY

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CULTURE DICTATES COMMERCE

OVER \$ 5 BILLION IN VALUE IN TV AND FILM



- 50 Cent appears as an actor in several movies that combine to generate over \$500 million dollars at the box office.
- As a TV producer 50 Cent created several shows most notable is *Power* for the Starz network. The Starz network will be sold to Lionsgate for \$4.4 billion with a bid of \$5 billion submitted by parent company of power co-producer CBS Television, CBS.
- Lionsgate will decline the offer with a \$5.5 billion dollar response.
- *Power* is the most watched show in the history of the Starz network.

ABOUT \$ 4 BILLION IN VALUE IN FOOTWEAR



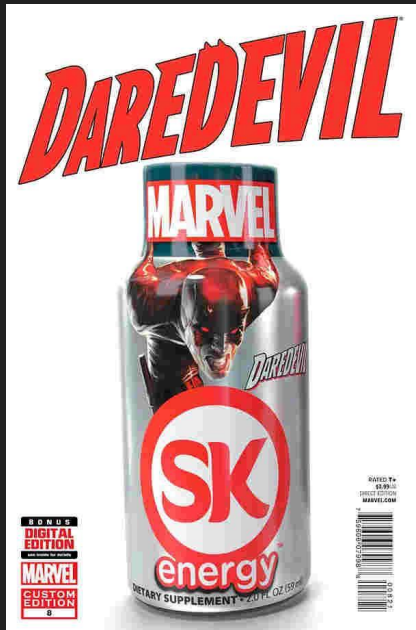
- 50 Cent will partner with Reebok on a five-year deal in 2003.
- He will sell over four million pairs of shoes.
- 50 claimed compensation of over \$80 million dollars.
- Reebok will be sold to Adidas for 3.8 billion and 2005.
- G-Unit shoes were a huge source of revenue for Reebok at the time.

OVER \$4 BILLION IN BEVERAGE INDUSTRY



- 50 Cent had several deals and products he sold in the beverage industry.
- Most notable of his products was his enhanced water venture, Vitamin Water.
- Energy Brands produced Vitamin Water will be sold to Coca-Cola in 2007 for \$4.1 billion.
- 50 Cent was an equity holding endorser of the brand who boosted awareness through several channels.

FEEDING MILLIONS USING ENERGY SHOTS



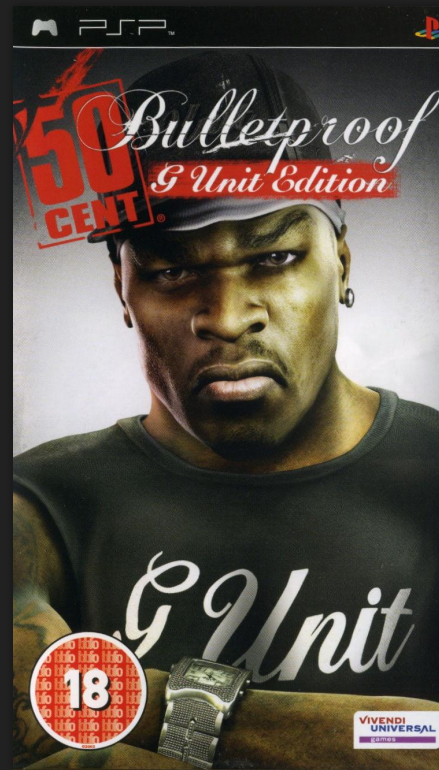
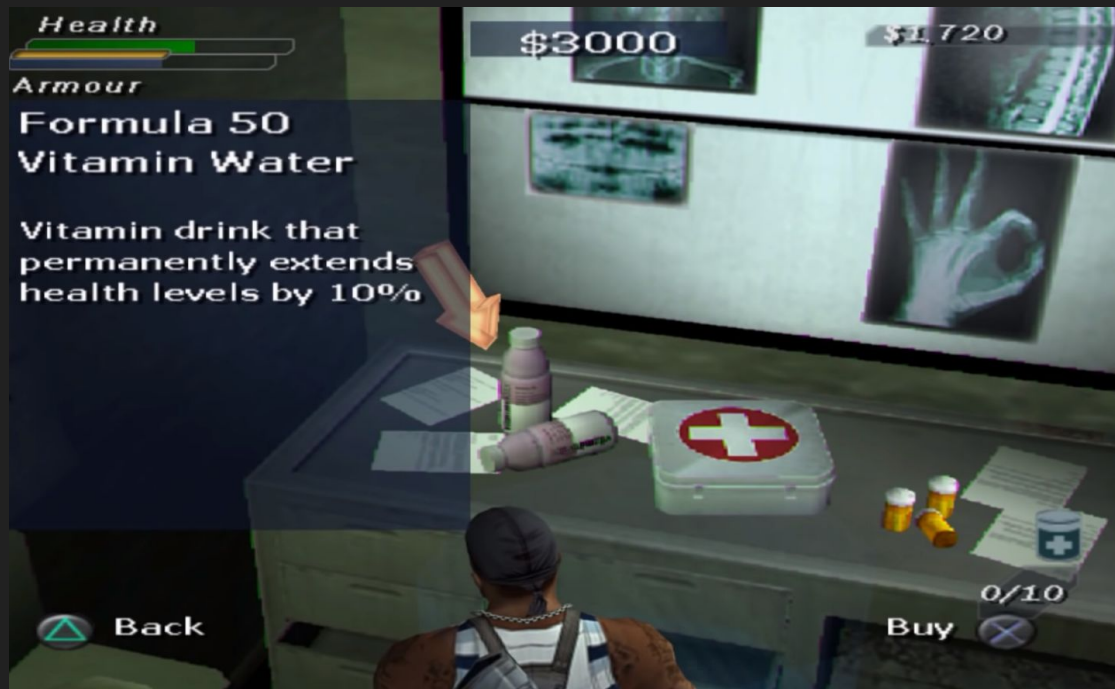
- 50 Cent will create SK Energy shots with famed social entrepreneur Chris Clarke of Pure Growth Partners.
- They were partnered with athletes like Colin Kaepernick and companies like Marvel.
- They will work with the United Nations World Food Program and donate over 3.5 million meals from the sales of SK.

IN DA CLUB BOTTLE FULL OF BUB



- 50 Cent partners with Beam Suntory for the marketing of their EFFEN vodka brand.
- 50 Cent would double sales in a year.
- He claimed to be paid \$60 million on his exit from the arrangement.
- 50 Cent will create his own spirits company, Sire Spirits to distribute his own champagne and cognac.

USING GAMIFICATION FOR MARKETING



- 50 Cent will produce 3 video games and sell millions of copies.
- His video game venture generated over \$120 million of revenue.
- Also, notable from his video game ventures were highly integrated marketing for his other ventures.
- Most notably was his gamification of Vitamin Water.
- That strategy helped in the over \$4 billion dollar exit.

OVER \$200 MILLION IN FASHION SALES



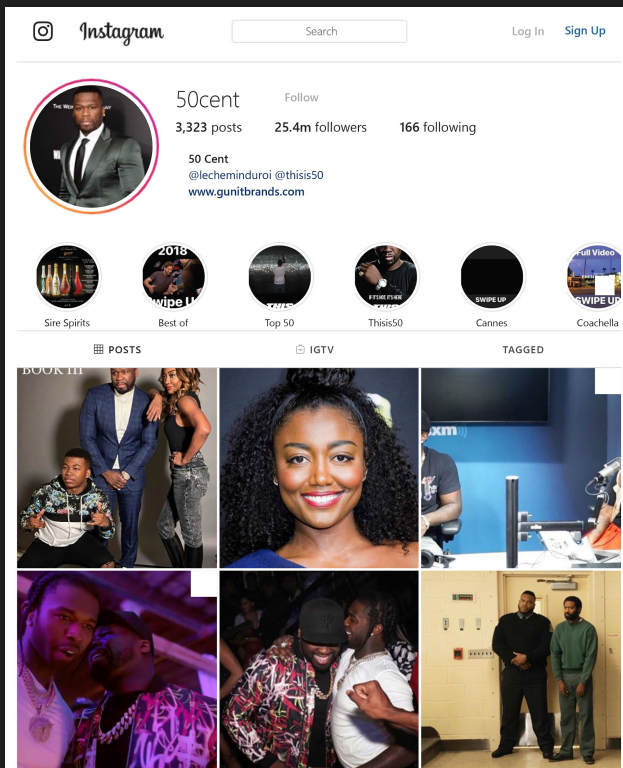
- 50 Cent will create two clothing lines under his G-Unit brand.
- 50 Cent created both a women's and men's line of clothing.
- Sales of his clothing line exceeded over \$200 million dollars during his partnership with Ecko Enterprises.
- At the peak of their arrangement G-Unit was accounting for 15 percent of the over \$1 billion dollars in sales Ecko was generating.

G-UNIT WILL TEACH YOU HOW TO STUNT



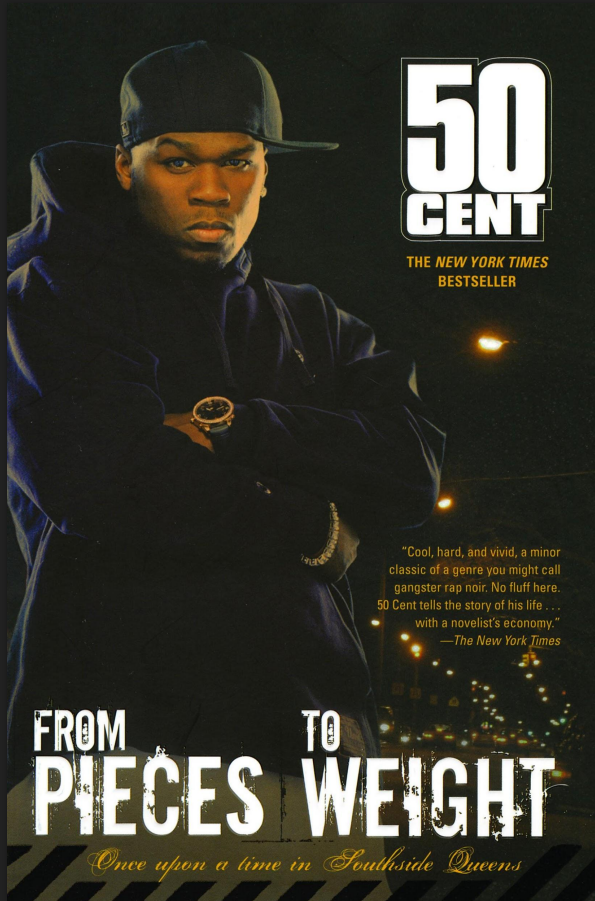
50 Cent with dabble in the jewelry game and create a luxury line of watches with famed Manhattan New York jeweler Jacob & Co.

SOCIAL MEDIA KING. \$ BILLION IN VALUE

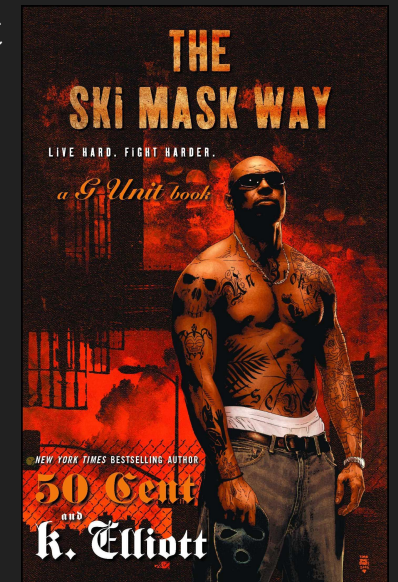
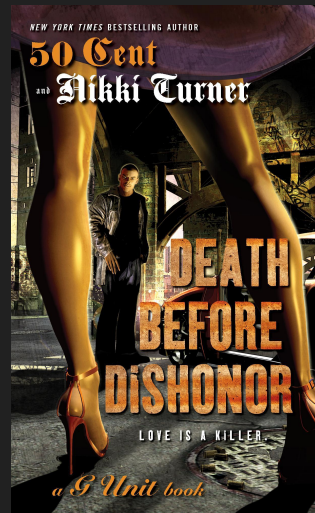


- 50 Cent will have a significant impact on the value of social media companies.
- 50 Cent has over 11 million followers on Twitter and over 25 million followers on Instagram.
- Both platforms primarily make their revenue from advertising.
- Twitter made over \$3 billion dollars in 2019 and Instagram made over \$20 billion in 2019.
- Ranking in the top 130 with followers, 50 Cent has over 3,000 posts on Instagram.
- He also uses the platforms to generate value for Spirit companies and his TV and Film ventures.

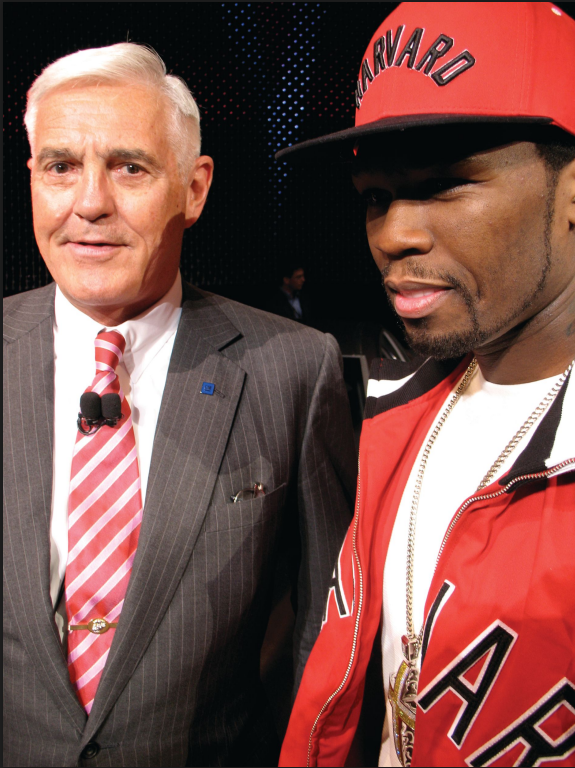
G-UNIT BOOKS SETS UP MOVIE BUSINESS



- 50 Cent is a New York Times bestseller author, and he also publishes other authors through his Simon and Schuster imprint G-Unit books.
- “I’m actually converting the book The Ski Mask Way through G Unit books into a film.” – 50 Cent

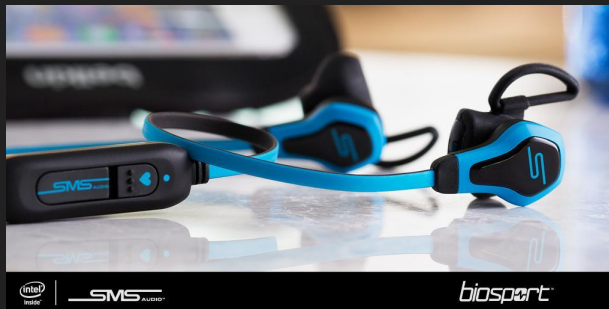


GET IN MY CAR 50 CENT AND GM



- Beyond his extensive collection of luxury cars, 50 Cent would partner with GM.
- His partnership was with its Pontiac division and was a wide-reaching initiative.
- He will create customer edition Pontiac's, and will be involved in the release of an all-new G8 based pickup.
- Pontiac with also sponsors concerts and integrate 50 Cent in their advertising.
- According to the Specialty Equipment Market Association (SEMA) the automotive aftermarket industry is a \$44 billion dollar industry.
- Bob Lutz and 50 Cent forging a relationship was massive.

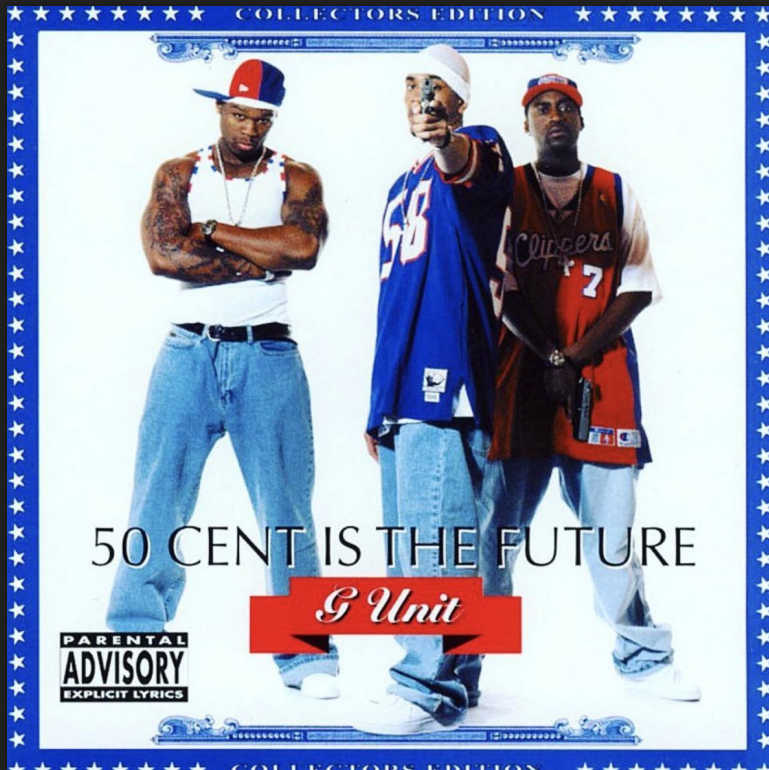
50 CENT THE HARDWARE TECHNOLOGIST



- 50 Cent is also a technologist and founded a hardware company SMS Audio.
- The company was the exclusive provider for Disney resorts and parks. SMS Audio would also produce headphones for Marvel and Star Wars Brands.
- SMS will also play in the health and fitness space. Partner Intel provided biometrics technology and heart rates monitors for integration into their products.
- 50 Cent would also partner with Reebok again for a sports and fitness inspired headphone line.
- 50 Cent and GM were sponsors of the first issue of TOYZ.

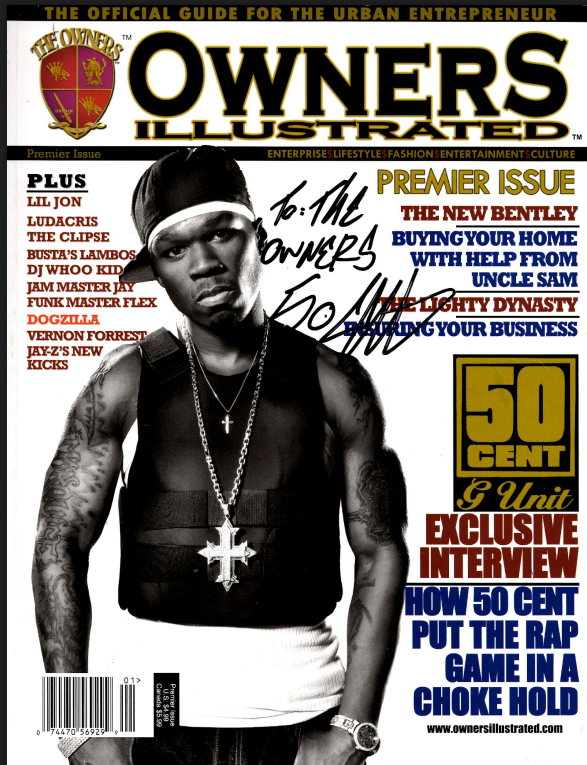


OVER A HALF A BILLION DOLLARS IN MUSIC FROM MIXTAPES



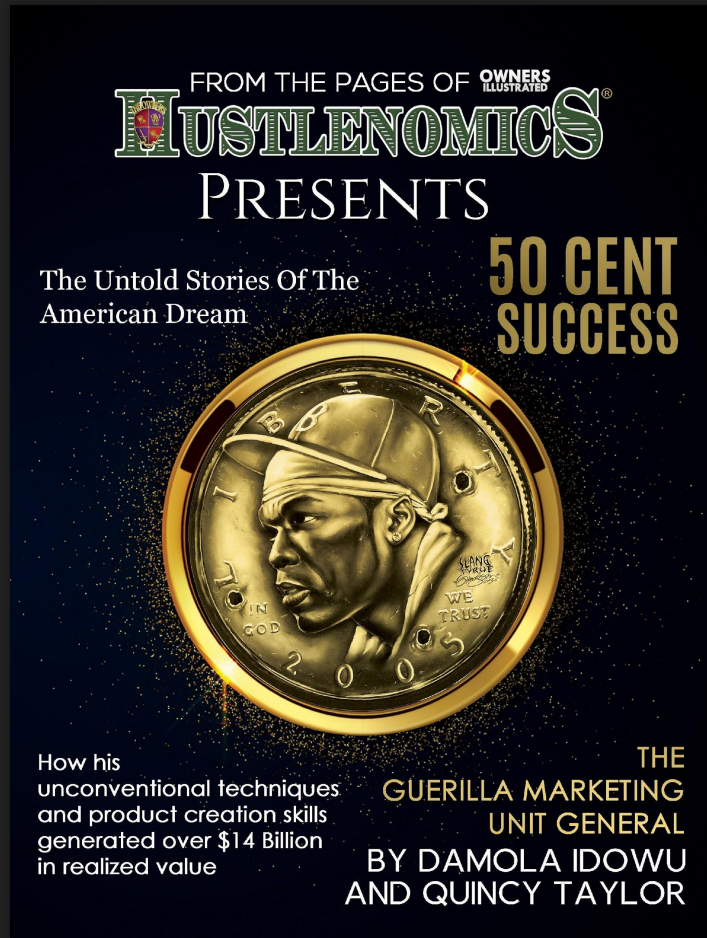
- 50 cent created marketing efforts that built his G-Unit brand through alternative distribution channels.
- This approach created a bidding war for his music in excess of \$1 million dollars before he was signed with Dr. Dre and Eminem. He will sign with them in 2002 for \$1 million dollars.
- Since 2002 50 Cent and his G-Unit artist have sold over 40 million records worldwide.
- He will launch the multi-platinum career of artists like The Game, and Lloyd Banks.
- Revenue for music sales alone exceeded over \$450 million.
- His concerts generated over \$71 million of revenue.

WE WERE THERE FOR OVER 18 YEARS



- Owners Illustrated and 50 Cent are synonymous based on our history.
- Featuring him and several interviews we have conducted on him was a no-brainer for this book.
- Damola Idowu created the coverage of hip-hop Entrepreneurship.
- He called this Hustlenomics® and trademarked the word.
- Owners.illustrated@gmail.com
- 202-607-3629
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