

THE ARIAN FOSTER BRAND

"BEING A TRAILBLAZER ISN'T ABOUT BEING FIRST. IT'S
ABOUT CLEARING A WAY SO OTHERS CAN FOLLOW."

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BRAND VIDEO



FANTEX INC. NEWS

No items found this year.



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WHAT WE DO

We are a brand acquisition, marketing and brand development company whose focus is on acquiring minority interests in the income associated with the brands of professional athletes, entertainers and other high-profile individuals and assisting such individuals in enhancing the reach and value of their respective brands.

We define a brand as a set of associations a person has with an athlete or entertainer, including performance, appearance, history and personal story, products or services they are associated with, and how an individual acts or the image they project to the world. The goal for Fantex, Inc. is to foster these associations to create a positive and unique position in the marketplace. Brand development is a long-term strategy, and our goal is to create greater longevity than it otherwise would have had. We do not have the expectation of a near term impact in brand income, but we believe we can increase and extend the income of the professional athlete or entertainer for a greater amount and length of time than they otherwise could achieve.

There are three components to our brand strategy:

Evaluation:

- Define current brand identity/attributes
- Identify opportunities for re-positioning and/or differentiation
- Examine endorsement/brand portfolio vs. comparable
- Identify top brand influencers
- Research search engine ranking/influence

Reach:

- Advise on core social media best practices
- Message top brand influencers
- Develop & recommend message creation and timing

Engagement:

- Assign Fantex Brand Manager
- Monitor brand activities to identify "brand moments" or 3rd part content to capitalize and drive consumption/viral sharing
- Leverage Fantex creative services to build unique digital content for distribution across social channels

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BOARD OF DIRECTORS

DAVE BEIRNE
CO-FOUNDER AND CHAIRMAN

Dave is the Chairman of the Board of Directors of Fantex, Inc. He was a General Partner at Benchmark Capital, investors in eBay, Juniper and Twitter and co-founded and served as CEO of RamseyBeirne Associates, Inc. an executive search firm. Dave received a B.S. in Business Administration and Management from Bryant University and brings to the Board his extensive recruiting, management, and operational experience.

BUCK FRENCH
CO-FOUNDER AND CEO

Buck serves as our Chief Executive Officer and a Co-Founder of Fantex, Inc. Buck brings to Fantex, Inc. his extensive management, business development, financial and strategic planning experience. Previously, Buck founded and served as CEO of OnLink, which sold to Siebel systems. He then built and ran Siebel Systems eCommerce business unit. He was also CEO & Chairman of Security and led its sale to Secure Computing. Buck holds an MBA from Harvard University and a BS in Economics and General Engineering from West Point.

TERDEMA USSERY
DIRECTOR

Terdem is currently the President and Chief Executive Officer of the Dallas Mavericks and previously served as Chief Executive Officer of HDNet LLC. Terdem also serves as an Alternate Governor for the Mavericks on the NBA Board of Governors. Terdem received a B.A. from Princeton's Woodrow Wilson School of Public and International Affairs, an M.P.A. from John F. Kennedy School of Government at Harvard University and a J.D. from the University of California at Berkeley in 1987.

JOHN COSTELLO
DIRECTOR

John is currently the President, Global Marketing and Innovation, for Dunkin' Brands Group, Inc. He has global responsibility for Dunkin' Donuts and Baskin Robbins advertising, marketing, consumer engagement, digital, social and loyalty initiatives, sports and entertainment marketing, consumer and business intelligence and field marketing. John has served as Executive Vice President of Merchandising and Marketing at The Home Depot, Senior Executive Vice President of Sears, CEO of MVP.com, Chief Global Marketing Officer of Yahoo! and President and COO of Nielsen Marketing Research U.S.

SHAHAN SOGHKIAN
DIRECTOR

Shahan is a co-founder and Managing Director of Panorama Capital, a venture capital firm, which invests in early to mid-stage technology and life sciences companies. Shahan began his investment career when he joined JPMorgan Partners in 1990, where he most recently served as head of its venture capital program until the formation of Panorama in 2006. Shahan received a B.A. in Biology from Pitzer College and an M.B.A. from the UCLA Anderson School of Management.

RONALD MACHTLEY
DIRECTOR

Ronald is currently the President of Bryant University and was previously a Republican member of the United States House of Representatives from Rhode Island. Ronald also currently serves on the boards of directors of Amica Insurance Company, Cranston Print Works, Inc., Rhode Island Foundation and Preservation Society of Newport, among other organizations. Ronald received a B.S. from the United States Naval Academy and a J.D. from Suffolk University Law School.

BILL HOSLER
DIRECTOR

Bill brings to the Board significant experience in investment and finance, as well as his experience as a Chief Financial Officer of a publicly traded company. He currently serves as Chief Financial Officer and a director of Catellus Acquisition Company, LLC. Bill has held CFO positions at Marcus & Millichap Holding Companies, Mirion Technologies, Catellus Development Corporation, and Morgan Stanley Real Estate Funds. Bill received a B.S. in Chemical Engineering from the University of Notre Dame and an M.B.A. from the University of Virginia.

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CONTACT US

For investor / shareholder inquiries, please contact Investor Relations at IR@fantexinc.com or write us here:

330 Townsend Street, Suite 234
San Francisco, CA 94107
Attn: Investor Relations

For all other questions or inquiries, you can reach us at info@fantexbrands.com.

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FANTEX, INC. FAQ

Who is Fantex, Inc. and what is our business?

We are in the business of acquiring minority interests in the income associated with the brands of professional athletes, entertainers and other high-profile individuals and assisting such individuals in enhancing the reach and value of their respective brands. We intend to focus our business on three core areas: evaluating, targeting and accessing individuals and brands with the potential to generate significant brand income, acquiring minority interests in such brand income, and assisting our acquired brands in increasing their value via technology and through leveraging our marketing, advertising and strategic partnering expertise.

Who have you entered into brand a contract with?

Currently we have one brand contract with Arian Foster, a Pro Bowl running back with the Houston Texans of the NFL.

Do you plan on entering into more brand contracts?

Our goal is to enter into additional brand contracts in the months ahead across the world of sports.

How are Fantex Holdings, Inc. Fantex, Inc. and Fantex Brokerage Services, LLC related and operated?

Fantex Holdings serves as the parent company to both Fantex, Inc. and Fantex Brokerage Services. Fantex, Inc., is a brand building company, which purchases a minority interest in an athlete brand and works to increase the value of this brand. In order to fund the purchase, Fantex, Inc. develops a tracking stock that is linked to the economic performance of the brand.

The tracking stock is to be offered pursuant to a registration statement filed with the Securities and Exchange Commission. The offering takes place on Fantex Brokerage Services, the world's first trading platform that lets consumers invest real money in stock linked to the value and performance of the brand of a professional athlete.

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Who We Work With

THE ARIAN FOSTER BRAND

NFL RUNNING BACK, PHILOSOPHER, TRAILBLAZER

BRAND VISION

Our vision for a brand identity for Arian Foster is to associate him as a "trailblazer." Arian Foster is a modern-day professional athlete who wants to combine his on-field accomplishments with a desire and confidence to chart his own path in his off-field interests, including poetry, philosophy, humanitarian interests, music and acting. Arian Foster is more interested in being interested than being known as interesting. By being the first athlete to sign a brand contract with us he is helping trailblaze a path for others and helping us in our mission to improve how athlete brands are defined and enhanced.

BIO

Arian Foster is a running back for the Houston Texans, or Texans, in the National Football League, or the NFL. He has been in the NFL since 2009. Arian Foster attended the University of Tennessee, where he was the starting running back for three seasons. Arian Foster went undrafted in the 2009 draft and signed with the Texans as an undrafted free agent. Arian Foster was born on August 24, 1986 and is 27 years old as of October 17, 2013. He currently lives in Houston, Texas with his wife, daughter and son.

BRAND MOMENTS



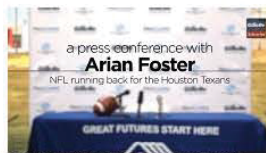
TOYOTA COMMERCIAL



FOOTLOCKER COMMERCIAL

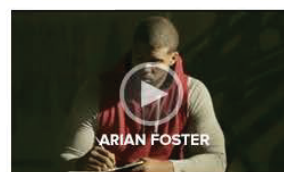


TD DANCE CHALLENGE



PROCAMPS PRESS CONFERENCE

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THE ARIAN FOSTER BRAND

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“Being a trailblazer isn’t about being first. It’s about clearing a way so others can follow.”

(Button) Learn More

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Brand Video

(Video)

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Legend.

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BOARD OF DIRECTORS

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Title:
BOARD OF DIRECTORS

Sub-Title:
Dave Beirne
Co-Founder and Chairman

Sub:
(Picture)
Dave is the Chairman of the Board of Directors of Fantex, Inc. He was a General Partner at Benchmark Capital, investors in eBay, Juniper and Twitter and co-founded and served as CEO of Ramsey/Beirne Associates, Inc. an executive search firm. Dave received a B.S. in Business Administration and Management from Bryant University and brings to the Board his extensive recruiting, management, and operational experience.

Sub-Title:
Buck French
Co-Founder and CEO

Sub:
(Picture)
Buck serves as our Chief Executive Officer and a Co-Founder of Fantex, Inc. Buck brings to Fantex, Inc. his extensive management, business development, financial and strategic planning experience. Previously, Buck founded and served as CEO of Onlink, which sold to Siebel systems. He then built and ran Siebel Systems eCommerce business unit. He was also CEO & Chairman of Securify and led its sale to Secure Computing. Buck holds an MBA from Harvard University and a BS in Economics and General Engineering from West Point.

Sub-Title:
Terdema Ussery
Director

Sub:
(Picture)
Terdema is currently the President and Chief Executive Officer of the Dallas Mavericks and previously served as Chief Executive Officer of HDNet LLC. Terdema also serves as an Alternate Governor for the Mavericks on the NBA Board of Governors. Terdema received a B.A from Princeton's Woodrow Wilson School of Public and International Affairs, an M.P.A from John F. Kennedy School of Government at Harvard University and a J.D. from the University of California at Berkeley in 1987.

Sub-Title:

John Costello

Director

Sub:

(Picture)

John is currently the President, Global Marketing and Innovation, for Dunkin' Brands Group, Inc. He has global responsibility for Dunkin' Donuts and Baskin Robbins advertising, marketing, consumer engagement, digital, social and loyalty initiatives, sports and entertainment marketing, consumer and business intelligence and field marketing. John has served as Executive Vice President of Merchandising and Marketing at The Home Depot, Senior Executive Vice President of Sears, CEO of MVP.com, Chief Global Marketing Officer of Yahoo! and President and COO of Nielsen Marketing Research U.S.

Sub-Title:

Shahan Soghikian

Director

Sub:

(Picture)

Shahan is a co-founder and Managing Director of Panorama Capital, a venture capital firm, which invests in early to mid-stage technology and life sciences companies. Shahan began his investment career when he joined JPMorgan Partners in 1990, where he most recently served as head of its venture capital program until the formation of Panorama in 2006. Shahan received a B.A. in Biology from Pitzer College and an M.B.A from the UCLA Anderson School of Management.

Sub-Title:

Ronald Machtley

Director

Sub:

(Picture)

Ronald is currently the President of Bryant University and was previously a Republican member of the United States House of Representatives from Rhode Island. Ronald also currently serves on the boards of directors of Amica Insurance Company, Cranston Pirint Works, Inc., Rhode Island Foundation and Preservation Society of Newport, among other organizations. Ronald received a B.S. from the United States Naval Academy and a J.D. from Suffolk University Law School.

Sub-Title:

Bill Hosler

Director

Sub:

(Picture)

Bill brings to the Board significant experience in investment and finance, as well as his experience as a Chief Financial Officer of a publicly traded company. He currently serves as Chief Financial Officer and a director of Catellus Acquisition Company, LLC. Bill has held CFO positions at Marcus & Millichap Holding Companies, Mirion Technologies, Catellus Development Corporation, and Morgan Stanley Real Estate Funds. Bill received a B.S. in Chemical Engineering from the University of Notre Dame and an M.B.A. from the University of Virginia.

Legend:

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Headline:
SEC FILINGS

Home - About Fantex Inc. - Investor Relations - SEC Filings

Title:
SEC FILINGS
Sub:
Year: All Years
View: All Form Types

July 30, 2013
(Pdf Hyperlink) EFFECT
Effectiveness Order

July 11, 2013
(Pdf Hyperlink) TA-1
Transfer Agent Registration

Showing 1-2 of 2

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Headline:
GOVERNANCE

Home - About Fantex Inc. - Investor Relations - Governance

Title:
GOVERNANCE

Sub:
(Pdf Hyperlink) Board and Board Committees
(Pdf Hyperlink) Code and Business Conduct and Ethics
(Pdf Hyperlink) Audit Committee Charter
(Pdf Hyperlink) Compensation Committee Charter
(Pdf Hyperlink) Conflicts Committee Charter
(Pdf Hyperlink) Nominating and Corporate Governance Committee Charter

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Headline:
CONTACT US

Home - About Fantex Inc. - Contact Us

Title:
CONTACT
US

Sub:
For investor / shareholder inquiries, please contact Investor Relations at IR@fantexinc.com or write us here:

330 Townsend Street, Suite 234
San Francisco, CA 94107
Attn: Investor Relations”

For all other questions or inquiries, you can reach us at info@fantexbrands.com.

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Headline:

FAQ

Home - About Fantex Inc. - FAQ

Title:

FANTEX, INC.

FAQ

Sub:

Who is Fantex, Inc. and what is our business?

We are in the business of acquiring minority interests in the income associated with the brands of professional athletes, entertainers and other high-profile individuals and assisting such individuals in enhancing the reach and value of their respective brands. We intend to focus our business on three core areas: evaluating, targeting and accessing individuals and brands with the potential to generate significant brand income, acquiring minority interests in such brand income, and assisting our acquired brands in increasing their value via technology and through leveraging our marketing, advertising and strategic partnering expertise.

Who have you entered into a brand contract with?

Currently we have one brand contract with Arian Foster, a Pro Bowl running back with the Houston Texans of the NFL

Do you plan on entering into more brand contracts?

Our goal is to enter into additional brand contracts in the months ahead across the world of sports.

How are Fantex Holdings, Inc., Fantex, Inc. and Fantex Brokerage Services, LLC related and operated?

Fantex Holdings serves as the parent company to Fantex, Inc. and Fantex Brokerage Service. Fantex, Inc., is a brand builder company, which purchases a minority interest in an athlete brand and works to increase the value of his brand. In order to fund the purchase, Fantex, Inc. develops a tracking stock that is linked to the economic performance of the brand.

The tracking stock is to be offered pursuant to a registration statement filed with the Securities and Exchange Commission. The offering takes place on Fantex Brokerage Services, the world's first trading platform that lets consumers invest real money in stock linked to the value and performance of the brand of a professional athlete.

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Headline:

THE ARIAN FOSTER BRAND

Sub:

NFL Running Back, Philosopher, Trailblazer

Title:

BRAND VISION

Sub:

Our vision for a brand identity for Arian Foster is to associate him as a “trailblazer.” Arian Foster is a modern-day professional athlete who wants to combine his on-field accomplishments with a desire and confidence to chart his own path in his off-field interests, including poetry, philosophy, humanitarian interests, music and acting. Arian Foster is more interested in being interested than being known as interesting. By being the first athlete to sign a brand contract with us he is helping trailblaze a path for others and helping us in our mission to improve how athlete brands are defined and enhanced.

Title:

Brand Video

(Video)

Title:

BIO

Sub:

Arian Foster is a running back for the Houston Texans, or Texans, in the National Football League, or the NFL. He has been In the NFL since 2009. Arian Foster attended the University of Tennessee, where he was the starting running back for three seasons. Arian Foster went undrafted in the 2009 draft and signed with the Texans as an undrafted free agent. Arian Foster was born on August 24, 1986 and is 27 years old as of October 17, 2013. He currently lives in Houston, Texas with his wife, daughter and son.

Title:

Images

(Images)

Title:

Brand Moments

(Video) Toyota Commercial

(Video) Footlocker Commercial

(Video) TD Dance Challenge

(Video) Procamp Press Conference

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