



Pulse Global

Since inception in January 1980, almost 40 years ago, Pulse has harbored an ambition to become a global entity. With the company's success over the years, as well as its growth as a listed Jamaican company, on the eve of its 40th year, Pulse believes the time is right to make its most ambitious forward push to date, in this move to globalization. With the establishment of the many new and rapidly developing technologies available to almost everyone, this move is even more timely today.

Launch

Pulse Global will be launched at 10:30am on Tuesday April 9, 2019 at the Palace Cineplex in the Sovereign Centre.

Pulse 40th Birthday

In January 2020, Pulse will celebrate its 40th birthday. The push towards globalization is aligned with this important Pulse milestone.

Path To Globalization

While Pulse will not become a global entity overnight, there is now a credible path to accomplishing this in the short to medium term, with the activities now being announced constituting a giant step forward.

Key Components

- Pulse will expand and deepen its pioneering and leadership role, projects and events in fashion, modelling, television programming and entertainment in Jamaica and the wider Caribbean.
- Pulse will replicate much of what it does in the Caribbean across Africa, working with multi-media and other partners.
- Pulse's New York Model Search is now inaugurated in partnership with a TV and multi-media platform and other partners.
- Pulse will rapidly expand its international model footprint through searches in Africa, the United States and the Caribbean, including the very successful High School Model Search which has produced as many as 10 likely stars in Jamaica in 2018, its first year, some of whom have already been signed to international agencies. Models will also be signed from all markets in which the new global Pulse operates.
- Pulse will take the best of Africa and the Caribbean in fashion, modelling and entertainment to major markets in Europe and North America, starting with London, New York and Toronto. In this regard, Pulse will work with multi-media and other partners, including key established entities in these markets such as the British Council for example, with whom it has worked in the past.
- In all the international markets in which Pulse is or will be engaged, the Company will reach out to the public including industry insiders, encouraging them to visit Jamaica and enjoy the various activities and events taking place here. These include, but are not limited to, such activities as the Pulse organized Peter Tosh

Museum, Peter Tosh Music Festival, Fashion Weeks, Model Searches, tours to major attractions and all other cultural and creative events staged locally, benefitting hotels, Airbnb facilities, transportation services and lifestyle purveyors.

- Pulse Rooms at Trafalgar (22) and Pulse Suites at Villa Ronai (68), will play a key role in this regard.

Events & Activities

In 2019

- Africa Model Search starting with West Africa from a Lagos base
- Caribbean Model Search
- Pulse Schools Model Search
- New York Model Search
- CMS Reality TV series
- Africa Model Search Reality TV series
- New York Model Search Reality TV series
- Peter Tosh Music Festival
- Joint African and Caribbean Fashion event in Jamaica
- Joint African and Caribbean Fashion event in Lagos

In 2020 and Beyond

- Same as 2019
- Pulse 40th Anniversary celebrations (in 2020 only)
- African and Caribbean Fashion events in London, New York and Toronto, starting in London and adding a new city each year

Partners

Africa – Fashion One Media Platforms, including TV, is our principal partner. Fashion One is seen by tens of millions across Africa on the DSTV network. Zenith Bank, Nigeria’s largest bank and one of the top 5 banks in Africa, as well as telecoms, beauty product purveyors, hotels and other cash and in kind sponsors.

New York – Irie Jam 360 TV and multi-media platforms, including radio, is a key partner as regards the New York Model Search. Cash, in kind, as well as other partners and sponsors will provide additional support.

London, New York & Toronto – Downsound Entertainment is a key partner as regards the fashion events in these cities. Additionally, cash and in kind partners and sponsors will provide support in the various markets. These include media platforms as well as established industry practitioners and organizations.

Jamaica and the wider Caribbean – Pulse and its cash and in kind sponsors will partner to make these events successful. Principal among these is a network of regional TV stations which carry Pulse programming in the wider Caribbean.

How Funded - Pulse’s global project is sufficiently well funded to go forward successfully. Funding will come from Pulse and its partners, as well as cash and in kind sponsors.

CONTACT: KINGSLEY COOPER, SAFIA COOPER, ROMAE GORDON | info@pulseworld360.com | (876) 968 – 1089