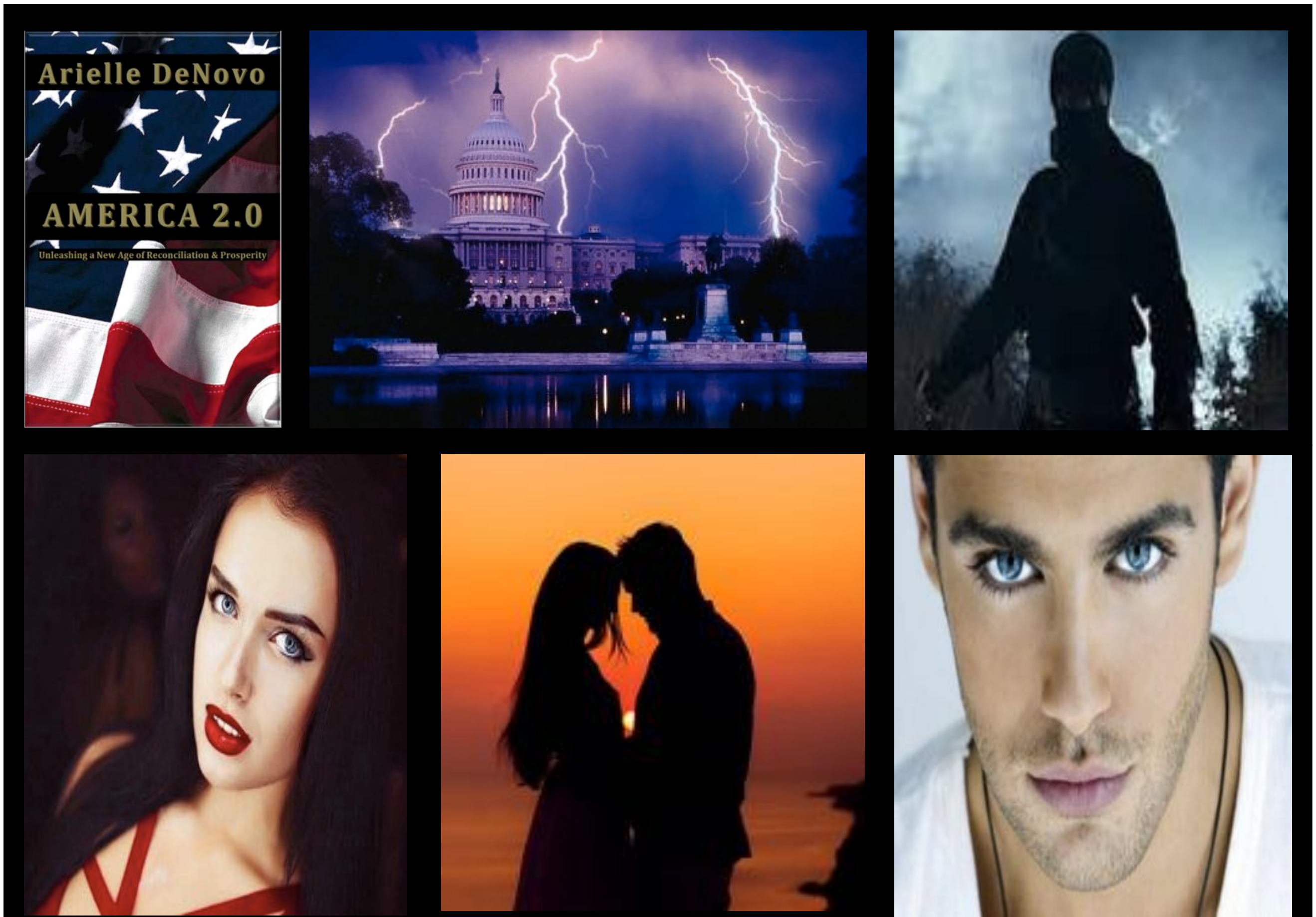
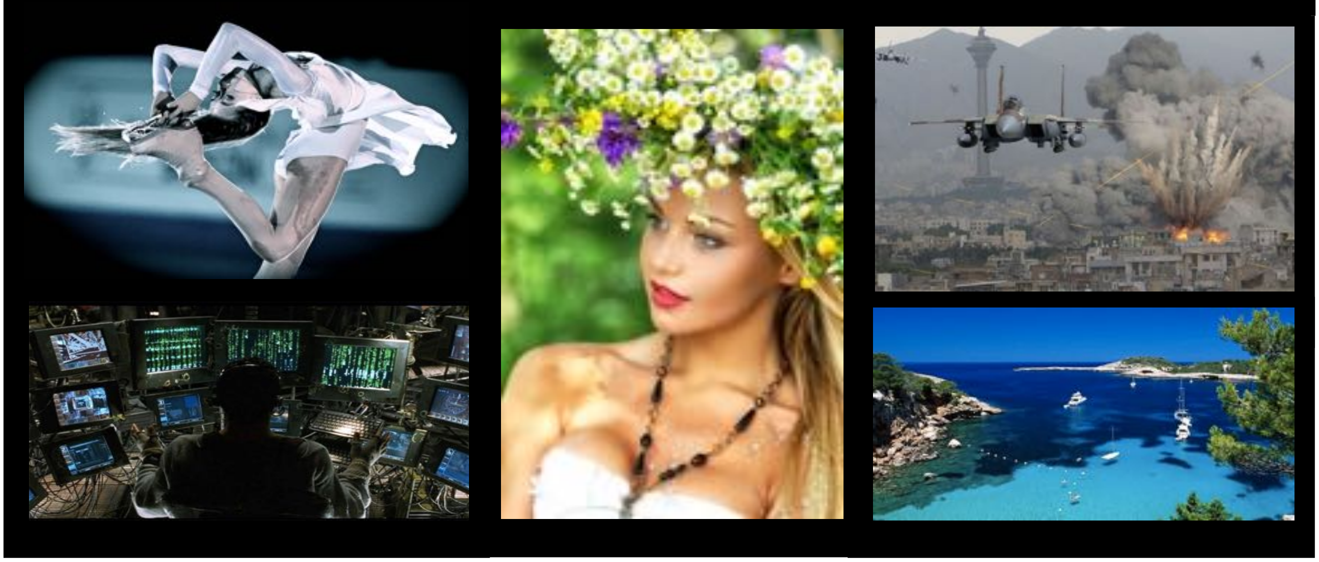


Renaissance Studio. Ltd.

The Future of Filmmaking & Investment



IMPORTANT NOTIFICATIONS

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The information contained in this "Whitepaper" is of a descriptive nature for information only and is not binding. Such information has been compiled from sources believed to be reliable. Some of this information may be forward looking in nature and based on certain assumptions. All statements other than statements of historical facts included in this Whitepaper, including, without limitation, statements regarding business strategy and plans, estimates of returns or performance, and objectives for future operations, are forward looking statements.

In addition, forward looking Copyright © 2019 Renaissance Studio, Ltd. ("RSL") statements can generally be identified by the use of forward looking terminology such as "may", "will", "should", "expect", "anticipate", "estimate", "intend", "continue", or "believe", their respective negatives and other comparable terminology.

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Table of Contents

White Paper

The most lucrative investment scenario you will ever encounter

"Making the movies that everyone wants to see."

Overview

Every adult movie fan is familiar with the recurring frustration of wanting to see a movie, reviewing the listings and finding nothing that inspires them to go to the theater or view by other means. This reality persists because the movie industry operates in a "group think culture" that systematically ignores the viewing preferences of over 85% of adults. This huge disconnect between product features and adult consumer preferences represents a very lucrative exploitation opportunity for visionary entrepreneurs and prescient investors.

The public equity markets are highly overvalued and have offered price/earnings multiples in the 30x to 250x+ range to public companies in the movie industry. This reality presents an opportunity to earn extraordinary Alpha by creating a virtual movie studio that can project a compelling, multi-billion dollar IPO profile by year 4.

Renaissance Studio, Ltd. ("RSL") is an emergent move studio that was not created by movie industry executives, producers or promoters to exploit naïve investors. It was developed by a career capital markets professional and risk analyst to exploit 1) the dysfunction in the movie industry and 2) faulty valuation metrics in the public equity markets to deliver extraordinary risk adjusted Alpha/ROI to sophisticated capital partners.

The RSL goal is to raise $15 million of primary equity and convert it into $5+ billion of IPO valuation after year 4. Full due diligence on RSL will reveal the high plausibility of exceeding this result.

RSL is a new venture that is designed for insightful investors who are more concerned with maximizing their absolute risk adjusted Alpha than blind fealty to conventional wisdom or timid investment parameters.

RSL is not just another movie investment scheme that will lose money. It is a visionary strategy to exploit film and equity market dysfunction to deliver a risk adjusted IRR/ROI that dwarfs other investment alternatives.

The Investment Opportunity

Renaissance Studio, Ltd. ("RSL") was created to exploit the following realities:

- **Movie Market Dysfunction** - The viewing preferences of over 85% of adults are being systematically ignored. This assertion is confirmed by the personal experience of every adult who likes movies.
- **Movie Content Neglect** - Billions of dollars have been invested in digital distribution and movie viewing and streaming infrastructure but almost nothing has been invested in advanced movie content creation to feed the systems. Antiquated film concept evaluation and screenwriting methodologies largely ignore consumer preferences to produce box office failures over 85% of the time.
- **Faulty Business Practices** - Movie industry professionals and investors focus almost exclusively on talent attachments rather than the movie concepts, characters and content that are over 80% of the financial success equation. This is the main reason that over 85% of movies are box office failures.
- **Irrational Equity Markets** - Netflix' market cap rose from **$3 billion** in 2012 to above **$185 billion** in June 2018 (**a 275x P/E ratio**) for a subscription service that offers few movies that most people want to see.

The RSL goal is to raise $15 million of primary equity and convert it into $5+ billion of IPO valuation after year 4. This goal will be achieved if 1) the RSL films average 50% of the genre average revenues since 2006 and 2) the RSL IPO attracts a **30x P/E** multiple that is only **11%** of the peak Netflix **275x** P/E ratio in June 2018.

The RSL films have been skillfully designed to exceed the genre average revenues and RSL is likely to exceed the 30x P/E ratio on the IPO. If you doubt this, consider that Netflix rose from a $3 billion market cap in 2012 to an above $185 billion in June 2018. https://www.macrotrends.net/stocks/charts/NFLX/netflix/market-cap

The RSL Value Proposition

RSL is an emergent movie studio that has invested many years in 1) a comprehensive analysis of the motion picture industry and 2) the development of the means to exploit its dysfunction and 30x to 275x+ price/ earnings multiples in the equity markets of the movie industry to deliver an absolute risk adjusted Alpha to investors that dwarfs other investment scenarios. The RSL R&D process is complete and has produced the following success elements and intellectual property:

Business Model	A digital age business model for a virtual movie studio that avoids the pitfalls and exploits the vulnerabilities of the movie industry. • **Conceive and write** far superior movie content and sustainable film franchises to feed the huge digital distribution networks by employing RSL's advanced and proprietary methodologies. • **Produce** & globally distribute sensational $35 million movies in genres that average over $500 million in revenues per film. • **Target** the 85%+ of adults who are not inspired by the shallow storytelling, one dimensional characters and gratuitous/repetitive action, violence, depravity, super heroes, horror, animation, crude humor, sci-fi and CGI extravaganzas that dominate modern cinema. • **Avoid** costly third party distribution and "A-List" talent premiums that do not produce net revenues.

Business Plan	A comprehensive 180 page business plan to create a going concern movie studio that is designed to 1) compete successfully in the global theatrical and after markets, 2) return the $15 million of primary equity by month 24 and 3) convert the $15 million into a $5+ billion IPO windfall in year 5.
Content Evaluation Metrics	Effective film content evaluation metrics that avoid the over 80% of movie concepts that lose money for production equity.
Screenwriting Methodologies	RSL's proprietary screenwriting methodologies were designed skillfully match a broad diversity of compelling resonance elements with adult consumer preferences of broad global demographics. Every scene of all RSL screenplays is carefully evaluated and rated on a scale of 1 to 10 across all 30 primary resonance categories. Adjustments are then made to the scripts to maximize resonance in each scene. Total resonance scores are calculated for comparison to other films.
High Content Standards	The highest "green light" standards for movie concepts and content in the motion picture industry. Over 98% of movies in theaters would not meet RSL's standards.
Risk/Controls	Advanced financial controls and risk management techniques will safeguard investor capital while they maximize earnings and IRRs.
Movie Project Inventory	RSL has employed its advanced evaluation metrics and screenwriting methodologies to create a cost effective inventory of 16 fully written movie screenplays with sensational, multi-dimensional characters in exciting and terrifyingly plausible modern scenarios. RSL will not have to compete with the rest of the movie industry to acquire content from the traditional sources that produce movies that lose money over 80% of the time. All of these sensational RSL projects compare very favorably to any films in theaters today.
America 2.0: Artistry	**America 2.0: Artistry** is the launch film for RSL and the most consequential and diversely entertaining motion picture ever conceived. Its historic concept, sensational protagonist and enormous diversity of compelling resonance elements will attract every adult demographic. This will insure strong earnings that will fund 1) the execution of the RSL business plan and 2) the return of the $15 million equity investment by month 24.
Film Franchises	RSL has developed 10 cost effective and sustainable film franchises with strong global market acceptance profiles that are vital to creating strong and consistent earnings that will drive a compelling IPO profile by year 6. These franchises are in the action/thriller/ clandestine genres that have averaged $500 million in revenues per film since 2006.
Pentology	"America 2.0" is the first of 5 fully written screenplays in the "Arielle Denovo" franchise that will form a strong cinematic and earnings foundation for the new studio.
Trilogy	The inventory includes a fully written "Trilogy" that launches a sensational female protagonist into the "James Bond", "Jason Bourne", "Mission Impossible" genre.

The RSL value proposition is the end product of decades of capital markets and risk evaluation experience, many years of movie industry analysis and development and thousands of man hours of advanced screenwriting. It is perhaps the most valuable intellectual property in the movie industry and it should be thought of as a very capital and cost effective "starter kit" for a new studio like Marvel Entertainment.

Collectively, the above elements represent the most exceptional value proposition in the motion picture industry if maximizing absolute risk adjusted IRRs is the business and investment goal.

Overview Summary

RSL offers a visionary strategy for investors to earn a 5 year Alpha above 30,000. This goal will be achieved by 1) producing sensational triumph of the human spirit stories with fascinating characters who are immersed in the most exciting scenarios of the modern world and 2) creating a virtual movie studio with a compelling IPO profile by year 5 that can exploit the 30x to above 100x price earnings multiples in the public equity markets.

The Global Movie Market Exploitation Opportunity

Extensive analysis by RSL has confirmed a reality that is obvious to all movie fans: The movie industry is consistently ignoring the viewing preferences of over 85% of adult movie consumers and there is almost nothing in theaters that most adults over 30 want to see. This situation represents a market and wealth exploitation opportunity for visionary entrepreneurs and investors. Please consider the following:

The Market Disconnect	No industry projects a greater disconnect between product features and consumer preferences. What other industry largely ignores the preferences of over 85% of its potential consumers? This market dysfunction is a huge exploitation opportunity.
Consumer Frustration	**Every movie fan** is familiar with the recurring frustration of wanting to go to a movie, checking the listings and finding nothing that inspires them to go to the theater. **Every movie fan** is mystified that "Hollywood" makes so few movies that they want to see. This frustration causes the movie industry to miss up to 80% of potential revenues.
Movie Market Demand	The only major limitation on movie demand is the supply of films with resonance elements that inspire people to view movies. Digital age movie distribution channels and viewing options are far outpacing the growth in quality movies that match diverse adult audience preferences. The demand for entertaining movies is far larger than the industry's ability to create compelling content under current industry business practices.
Enormous Consumer Base	**Everyone** in the developed world is a potential movie consumer and every movie fan would see more movies if there were more that match their preferences.
Poor Evaluation Metrics	The film industry employs faulty concept, content and screenplay evaluation metrics that focus on the source of the script and technical screenwriting elements rather that the objective ability of the concept, the story, the characters and the resonance elements to match the viewing preferences of broad international demographics.
Global Revenues	Global box office revenues were $39 billion in 2016 with revenues from all sources above $100 billion. This is especially noteworthy because the industry is largely ignoring the viewing preferences of 85% of its potential consumers. What would revenues become if the industry matched its products with consumer preferences?
Underserved Adult Female Demographics	The adult female demographic includes up 45% of potential movie goers and makes the movie going choices for over 60% of tickets that are purchased. Despite this, the preferences of adult women are largely ignored. This often leaves them going to movies for their children or watching movies that their male counterparts prefer.
Underserved Adults	"Hollywood" studios focus on big budget films that target the under 25 age group while largely ignoring the preferences of the 75% of adult movie goers over age 25.
Poor Content	There are few movies for the 85%+ of adults who are not attracted to the shallow storytelling, one dimensional characters and gratuitous action, violence, depravity, crude humor, sci-fi, horror, super heroes and CGI extravaganzas that dominate modern cinema.

Huge Volumes of Disaffected Movie Goers	The persistent absence of inspiring movie content is the reason that 90% of movie goers in America see only 2 movies in theaters on average each year. This is not a demand problem. It is a dearth of quality supply issue that exists because of flawed methodologies and business practices that exclude premium movie content from sources outside the movie industry "bubble" that focuses on industry expectations rather than consumer preferences.
Underserved International Demographics	Over 2/3 of movies that are produced by "Hollywood" have almost no resonance potential with the over 70% of movie goers outside of North America. Over 98% of the movies produced in China have no resonance potential outside of Asia.
Movie Studio Business Strategy	The movie studios focus on creating earnings from shallow, big budget "Tentpoles" that largely target under 25 frequent movie goers. These films rely on gratuitous/repetitive action and computer generated effects rather than compelling stories and characters. They also believe that "star power" and distribution muscle can overwhelm content deficiencies that ignore the viewing preferences of over 85%+ of adults.
Faulty Content Origination Culture	The movie industry operates on an incestuous and exclusionary movie development process that limits content acquisitions to a depleted pool of agencies and other "known" sources. This approach creates movies that lose money for equity investors over 80% of the time while they fail to inspire over 85% of movie consumers.
"A List" Talent	Poorly conceived movie concepts are fostered by a culture that undervalues content and highly inflates the value of "A List" talent to maximize agency fees. In truth, there are countless actors and directors who can convert a great film concept into a successful film. There is no actor or director who can convert a poor script into a great movie.
Content Neglect	Hundreds of billions of dollars have been invested in the creation of vast, highly sophisticated and global digital movie distribution networks, channels, streaming, theaters and other viewing mediums to serve the huge global demand for motion pictures. **Incredibly**, very little has been invested in effective premium film content creation capabilities that skillfully match movie product features with the viewing preferences of broad spectrum international viewing preferences. As a result, there is huge global distribution capacity filled with movies that most people do not want to see.

In truth, there is a pervasive global dearth of motion picture content that is skillfully designed to match product features with consumer preferences. An objective review of the current theater listings reveals strong evidence to support this assertion. This situation persists because the industry culture and the content evaluation metrics and screenwriting methodologies it employs are antiquated and systemically flawed.

RSL has been created to exploit this dysfunction by employing proprietary movie content evaluation metrics and screenwriting methodologies that skillfully match a huge diversity of compelling resonance elements with the viewing preferences of international adult viewing preferences. These visionary methodologies insure strong global market acceptance and profitability on all RSL films.

RSL will exploit <u>every one</u> of the above vulnerabilities with high concept, thought provoking, triumph of the human spirit stories that feature sensational, multidimensional characters who are immersed in the most compelling and terrifyingly plausible scenarios of the modern world.

The Public Equity Market Exploitation Opportunity

An understanding the public equity markets is vital to grasping the RSL value proposition and the plausibility of its multi- billion dollar IPO end game. The equity markets are afflicted by low interest rates that drive extreme excess liquidity driven investment demand that is far greater in magnitude than the current supply of sound equity investments. As a result, equity values have become highly inflated by too many investment dollars chasing too few quality equity investments.

If you doubt the magnitude of the current equity over valuation “bubble” please consider that the DOW has increased over 300% in value since February 2009 while GDP has increased by only 18% over the same period. The DOW has grown almost 17x as fast as the USA economy since 2009. Clearly there is a major disconnect between equity market valuations and underlying economic performance.

Fundamentals based equity valuation analytics have fallen victim to expediency as the funds are faced with a choice between investing in highly overvalued equities and taking the related market contraction risks or not investing their funds at all and losing their investors.

Oil and gas, real estate, private equity and arbitrage scenarios do not offer the dollar volume magnitude or superior risk adjusted IRR potential so they are generally not attractive investment alternatives to rational, Alpha motivated investors and the big funds that must invest large amounts of capital.

Tech ventures typically require substantial due diligence expertise/resources and involve high technology and market acceptance risks. They also deliver negative IRRs over 85% of the time. Non-tech V/C scenarios are typically too rare, diverse and small to justify the evaluation resources and personal risks.

Given the above realities, almost all major funds and investors are making the choice to remain invested in overvalued equities and ride the seemingly ever rising tide of liquidity driven increases in market values that are not justified by the underlying financial performance of the corporation.

In substance, the equity markets have become a huge “pyramid scheme” that can only rise as long as enough irrational investors continue to ignore fundamentals and play the game or the economy shifts into a high growth phase. The recent stagnation in equity values at high levels may indicate a ceiling.

History confirms that this very dangerous game will eventually produce a major contraction such as the 66% drop in the NASDAQ in 2000-2002 and the 50% fall in the DOW in 2007-2008. Yes, the markets eventually recovered but 1) the current “bubble” is much greater in magnitude than the previous events and 2) huge economic, wealth and financial carnage will occur with another major contraction that is avoidable by investments in sound venture capital alternatives that offer exceptional risk adjusted Alpha profiles.

In truth, 1) the 5 year risk adjusted Alpha profiles of almost all public equities are currently negative and 2) all of the above represents a huge exploitation opportunity for anyone who can create a compelling IPO profile that can exploit this overvaluation “bubble”.

Irrational Valuation Metrics in the Public Equity Markets of the Movie Industry

The public equity markets for the motion picture industry have offered highly irrational price/earnings multiples in the **30x to 275x+ range over the last 15 months**. Please see the links below for Lions Gate (“LGF”) and Netflix (“NFLX”) as well as the Legendary Entertainment scenario:

Lions Gate Entertainment - (LGF-A & LGF-B)

https://finance.yahoo.com/quote/LGF-A?p=LGF-A

As of this date, LGF-A is trading at a market value of $2.1 billion which projects an infinite P/E ratio on its $308 million pretax loss for FYE 3/31/19.

LGF's market cap increased from $1.1 billion in January 2012 to $5.5 billion in October 2013 on the earnings success of one major film franchise, "The Hunger Games". **This event is irrational but it is a strong validation of the RSL vision, capital markets plan and multibillion dollar IPO goal.**

Since October 2013, 1) LGF has failed to create new major franchises to replace "The Hunger Games" franchise that ended in 2015, 2) over 80% of the movies it has released have failed to earn money and 3) LGF has posted negative annual pretax earnings for FYE 3/31/16, 3/31/17, 3/31/18 after adjusting out non-recurring items and 3/31/19. All of these losses are traceable to poor content choices and absurd levels of G&A expenses above $400 million in 2018 and 2019. RSL solves both these problems.

Despite these failures and huge increases in G&A expenses to above $450 million per year and long term debt to above $3 billion, LGF's current market cap is still about $2.1 billion. This reality is a testament to the irrationality of the big funds that own most of LGF and the extreme overvaluation of the equity markets in general. It also represents a huge equity market exploitation opportunity for RSL.

RSL owns 10 film franchise profiles that are all far superior to anything in the LGF inventory and RSL will operate with G&A expenses that are a tiny fraction of the above $450 million at LGF in 2019.

Netflix - (NFLX)

https://finance.yahoo.com/quote/NFLX?p=NFLX

As of this date, Netflix is trading at above a 114x P/E multiple and its market cap rose from $3 billion in 2012 to above $128 billion in August 2019 despite the fact that Netflix 1) posted $2,7 billion of **negative** cash flow from operations for the year ended 12/31/18 and 2) NFLX's long term debt has increased to over $10.3 billion as of 12/31/18.

Legendary Entertainment

Legendary was formed in 2006 by Thomas Tull who raised approximately $400 million of equity capital over time. Legendary was primarily a financing source for major film projects that were originated by other entities. None of the projects that Legendary self-originated were successful but it helped finance Jurassic World in 2015 which was a major financial success that benefited Legendary. Profits from Jurassic World enabled Legendary to post a profit of about $120 million in its FY 2015 and Legendary sold itself to Dalian Wanda for **$3.5 billion** in 2016 which translates to an approximate 30x P/E multiple on a single year earnings event. Legendary reportedly reverted to form in 2016 and lost over $500 million for Dalian Wanda.

Summary - Movie Industry Equity Market

These examples demonstrate that extraordinary P/E multiples and market cap appreciation occurs in the capital markets of the movie industry and this represents an exceptional exploitation opportunity for anyone who can create a compelling IPO profile in the film industry.

The RSL business model and plan have been created to exploit this opportunity to deliver extraordinary Alpha above 30,000 to RSL equity investors in year 5. It is natural to doubt this assertion but full due diligence on RSL will reveal that this goal is highly plausible and at the low end of potential outcomes.

The above realities represent a sensational investment opportunity for insightful investors who are more inspired by maximizing their risk adjusted Alpha than fealty to flawed and/or timid investment parameters of the capital markets or the faulty and obsolete business and investment practices of the movie industry.

The RSL Investment Risk Profile

Rational investors who possess risk assessment sophistication would conclude that now is not the time to own highly overvalued public or private equities. Now is the moment to invest in sound, managed risk venture capital scenarios that are well designed to exploit the huge equity market "bubble" to earn extreme **risk adjusted** Alpha through IPO scenarios that offer 30x to above 275x P/E multiples. RSL is especially well designed to exploit these opportunities. Please consider the following risk assessments:

Element	Rating	Comments
Concept	Strong	A visionary startup in a dysfunctional film industry that's ripe for exploitation.
Complexity	Low	Everyone understands the dearth of exciting movies in theaters today.
Entry Barriers	Low	There is a huge global supply shortfall of inspiring movie content.
Scalability	Rapid	Escalation to above $1 billion market cap threshold to reach the big fund
Equity Required	Low	Only $15 million. Self-sustaining on operating earnings after year 2.
Equity Recovery	Early	"America 2.0" permits return of $15 million of primary equity by month 24 to 30.
Earnings	Huge	A clear path to a year 5 IPO with above $6 billion earnings potential.
P/E Multiples	Strong	P/E multiples in the 30x to above 275x range in the movie industry.
Alpha Potential	High	Above 30,000 by year 5 on conservative assumptions.
Economic Risk	Low	Movies are low cost entertainment that allow people to escape economic realities.
Acceptance Risk	Low	RSL skillfully matches product features with consumer preferences.
Technology Risk	Low	Almost none relative to high risk tech ventures.
Competitor Risk	Low	RSL content will target different and broader global demographics.
Equity Loss Risk	Low	"America 2.0" is high certainty of success and primary equity returned month 24-30.
Execution Risk	Low	The $15 million equity investment will fund top quartile execution teams.

Risk Management Strategies & Financial Controls

RSL is led by a veteran capital markets and risk analyst who created advanced risk management strategies and financial controls to safeguard the RSL equity capital until it is returned to investors by month 24 to 30.

RSL's top priorities are to skillfully minimize risks and costs while optimizing productivity and net revenues to maximize earnings and exceed the IPO goals.

RSL Investor Profile

The RSL scenario is a highly plausible, relatively low risk and very lucrative venture capital investment. However, it requires visionary and highly sophisticated capital partners who can think beyond obsolete conventional wisdom & timid investment parameters to the level of exploiting dysfunctional industries and irrational equity markets to earn extreme risk adjusted Alpha.

These are people with the knowledge, wisdom, skill sets, insightfulness, willingness and confidence to 1) suppress their personal risk fear factors, 2) think beyond their existing deal filters and 3) invest the time to fully understand the RSL value proposition, its manageable risk profile and its very lucrative and high certainty of success IPO end game. They understand that extreme Alpha is earned by exploiting the vulnerabilities of conventional wisdom, not defending the status quo.

If your profile matches this description, RSL is your opportunity to earn life changing wealth.

The Clear & Highly Plausible Path to the $5 billion IPO End Game

Unlike traditional movie equity investments that target IRRs of around 25% on average but deliver negative ROEs over 85% of the time, RSL is focused on creating a going concern movie studio that will project a compelling IPO profile after year 4 that will deliver a $5+ billion IPO windfall to RSL investors. So what is the math that supports this assertion?

Description	Amount	Comments
Initial equity investment	$ 15,000,000	
Plus: “America 2.0” Revenues	$256,000,000	Base Case – 50% of genre average revenues
Less: “America 2.0” Costs	($215,000,000)	Includes $33 million production budget
Less: Return Equity	($ 15,000,000)	By month 24
Net from “America 2.0”	**$ 41,000,000**	**Base Case after tax profit per RSL film**
x 4 RSL films released in year 5	$ 164,000,000	Base Case - Year 5 after tax profit estimate
x 30x price/earnings multiple	**$4,920,000,000**	IPO valuation estimate year 5

It is easy to dismiss the above IPO scenario as promotional hype or implausible but 1) all the RSL films are designed to exceed the genre average revenues and 2) the 30x P/E estimate is at the low end of the 30x to above 275x P/E multiple range on Lions Gate & Netflix over the last year. While there are no guarantees, RSL expects the IPO to far exceed the $5 billion goal.

Movie Content Strategy

All RSL films are high concept, triumph of the human spirit stories with sensational, multidimensional female protagonists who project positive role models as they are immersed in the most exciting and life relevant scenarios of the modern world. They all target the over 85% of movie goers who are not inspired by the shallow storytelling, one dimensional characters and gratuitous/repetitive action, sci-fi, violence, depravity, animation, horror, crude humor and computer generated effects that dominate modern cinema.

While RSL films will target all international adult demographics, effectively serving the huge “disaffected” audiences is a vital key to RSL’s success. Most of the RSL films are designed to use cinema as a medium to convey higher awareness and light a path to a much better world.

Screenwriting Methodologies

RSL has developed and employed proprietary screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of broad spectrum international adult demographics to insure strong global market acceptance on all RSL films.

Rather than relying on antiquated and niche focused screenwriting methodologies that create movies that fail to inspire large global audiences and lose money over 80% of the time, RSL writes and develops movies with production budgets in the $25 million to $35 million range in the action/thriller/clandestine genres with a diversity of resonance elements that target all global adult age and gender demographics.

If you doubt the source and quality of the RSL content, it is very important to remember that all of the uninspiring movies in theaters that lose money for production equity investors over 80% of the time have the seal of approval of numerous industry “experts” who are obviously clueless about matching product features with consumer preferences. Reading of the RSL scripts will validate their far superior attributes.

Screenplay & Franchise Inventory

RSL is not a typical movie studio or production company in search of premium movie content from the traditional talent agency and other sources that lose money for production equity investors over 80% of the time. The RSL screenwriting methodologies have been employed to create 16 motion picture screenplays with modest budgets and a diversity of exciting resonance elements that skillfully target all major adult age and gender demographics.

A summary of the concepts for these 16 projects and 10 franchise profiles can be found at the link below:

http://nebula.wsimg.com/ee5b1d5490375bb5f153a0376152ed0c?AccessKeyId=9E533268DA51246EF35E&disposition=0&alloworigin=1

The RSL Execution Process

In an ideal scenario, RSL would raise $50 million of primary equity that would allow RSL to secure $100 million of debt commitments. The combined $150 million of primary capital would project strong credibility to the agencies, talent, theater chains, sales agents and international distributors by projecting certainty of production and advertising funding. This profile would insure global distribution and allow RSL to accelerate its production schedule to achieve its IPO goals by year 5.

However, potential equity sources have expressed reluctance to commit $50 million of equity without proof of concept. Therefore, RSL has shifted its capital plan to raising the $15 million of primary equity that is needed to produce “America 2.0”. The primary equity will be employed as follows:

- **$3 million** will used to establish the new studio and fund its operations until operating cash flow from the first film “America 2.0” is received in year 2.
- **$12 million** will 1) permit attachments of a producer, director and key talent and 2) fund the equity portion of the $30 million production budget of “America 2.0”.

The $15 million approach should allow RSL to raise the remaining $18 million of capital that is needed to produce and distribute "America 2.0". If "America 2.0" reaches 50% of the genre average box office/DVD revenues, profits from "America 2.0" will permit RSL to:

- Return the $15 million of primary equity to RSL investors by month 24 to eliminate primary equity risk.
- Self-fund the full equity requirements to implement the RSL business plan from "America 2.0" earnings. However, the $15 million equity approach:
  - Creates uncertainty about 1) full "America 2.0" project funding, 2) global distribution and 3) the financing of $30 million of advertising expenses.
  - Represents a less credible negotiating position than $150 million primary capital commitment.
  - Likely will require studio distribution that may impair content control and will increase distribution and advertising costs on "America 2.0" by at least **$18 million** (at 50% of genre average revenues) to **$32+ million** (at 100% of genre average revenues).
  - Would likely delay the production of other RSL films and the IPO date by 12+ months

Important Funding Process Notes

RSL is seeking a $15 million primary equity commitment but the funds will only become available for expenditure on the following basis:

Disbursements on the closing date of the $15 million equity commitment:

- Acquire an option on the "America 2.0" screenplay $100,000
- Complete project development on "America 2.0" in the first 120 days $500,000

These $600,000 advances and the $15 million equity commitment should allow RSL to:

- Complete a full "package" with the final project plans, budgets and producer, director and key talent attachments for "America 2.0".
- Secure government subsidy commitments from the proposed production venues.
- Secure domestic distribution commitments.
- Secure print and advertising funding commitments.
- Secure international distribution and rights presales.
- Secure a completion bond commitment for "America 2.0".
- Secure $18 million of production financing commitments from subsidies, presales and debt sources.

If all of the above goals are not achieved in 120 days to the satisfaction of the equity investors, RSL may 1) request an extension to complete the goals or 2) cease operations if an extension is not granted by the investors. Therefore, the primary equity investors will be at risk for $600,000 if the goals above are not met. This is the minimum upfront cost to pursue the $6+ billion IPO end game.

The RSL Operations Plan

The primary capital commitment of $15 million is vital to providing the credibility and liquidity to successfully execute the "America 2.0" project plan. Below are the key operational elements for RSL:

Management	The $15 million commitment will provide RSL with the credibility & financial resources to attract a strong management team to successfully execute the RSL business & capital markets/IPO plan.

Content Origination & Development	RSL has employed advanced methodologies to conceive, write and develop "America 2.0" and the other 16 RSL screenplays to insure matching with consumer preferences and strong global market acceptance that drives financial success.
"Green Light" Standards	Self-origination will allow RSL to employ the highest project "green light" requirements in the movie industry to 1) avoid the 80%+ of movie concepts that lose money for production equity investors and 2) insure profitability. 98% of the films that reach theaters would not meet RSL's "green light" standards.
Film Production	The primary equity and the financial success of "America 2.0" will enable RSL to finance the production of all of films to maintain full project control and insure superior production values. RSL may produce with coproduction partners but RSL will strive to maintain full content, financial and content control. This approach will allow RSL to hire the optimum talent and execution teams for each project.
Film Distribution	The $15 million of primary equity will allow RSL to secure subsidies and debt to produce "America 2.0" and will help attract distribution and P&A funds. The cinematic and earnings success of "America 2.0" should allow RSL to self-distribute future films by creating direct relationships with theater chains, sales agents, global distributors, online/digital, TV, VOD and other distribution channels.
Release Schedule	Release "America 2.0" in year 2 to establish proof of concept and creating the earnings to execute the full RSL business plan and IPO strategy. and one major motion picture per fiscal quarter in perpetuity beginning in year 3. This approach will allow RSL to maintain very high "green light" standards and project a compelling quarterly financial profile to theaters, distributors and the IPO markets.
Marketing & Advertising	The primary capital will allow RSL to self-fund and control the marketing and advertising budgets to employ effective digital age marketing, advertising and global distribution strategies that focus on maximizing net revenues.
Controls/Risk	RSL will employ strong financial controls and risk management tools to safeguard investor capital until it is returned by year 3 to eliminate primary equity risk.

The operations plan is supported by a 180 page RSL business plan that is available upon request. The $15 million equity commitment will enable RSL to acquire the necessary human and other resources to produce and distribute "America 2.0: Artistry". Profits from "America 2.0: Artistry" will enable RSL to expand its resources to execute the full RSL business plan to create a compelling IPO profile by the end of year 5.

"America 2.0: Artistry" – The Most Consequential Motion Picture Ever Conceived

The financial success of the "America 2.0: Artistry" ("A2A") project is vital to executing the RSL movie studio business plan and realizing the RSL IPO goals so it is critical that it deliver strong global market acceptance and earnings.

To achieve this goal, A2A has been designed as a very high concept, epic scope motion picture with a sensational, multidimensional female protagonist who is the master of artistry in all things and on a "mission impossible" to save America and humanity from itself. Unlike almost all "Hollywood" movies, A2A has been written with a broad diversity of compelling resonance elements that skillfully match the viewing preferences of broad spectrum, international, adult audiences. It is a very entertaining PG-13 rated geopolitical thriller that is designed to:

- Project a hyper-intelligent, sensational, multidimensional female protagonist who stimulates all the key attraction factors in the adult male and female psyches. A very brilliant young woman who dominates in a dysfunctional man's world who is every man's dream girl come to life on every level.
- Convey an exciting diversity of awe inspiring resonance elements in the intellectual, emotional, visceral, artistry, visual, audio, thriller, political, geopolitical and drama realms.
- Deliver a thought provoking cinematic experience that conveys higher awareness and excites the human mind in a multitude of ways. It is a unique movie experience that no one wants to end and that changes the viewer's life viewpoint in profound and positive ways.
- Deliver a compelling reality check about all the serious problems that everyone faces together in our divided nation in our very dangerous world.
- Offer a compelling path to a new age of reconciliation and prosperity that will benefit **everyone**.
- Achieve broad based global market acceptance that will deliver strong earnings to 1) return the $15 million of primary capital, 2) reward RSL equity investors with earnings distributions and 3) fund the full RSL business plan to deliver a $6 billion IPO windfall to RSL capital partners in year 6.

"America 2.0" is a $35 million budget film in a genre that has averaged $410 million in box office/DVD revenues since 2006. It is also the first of 5 fully written screenplays in the "Arielle Denovo" franchise "pentology" that will serve as a strong earnings foundation for the new studio. "Arielle Denovo" is 1 of 10 franchise profiles in the RSL project inventory that will project an exciting IPO profile by year 5. Please review the 30 page summary of the A2A project at the link below:

http://nebula.wsimg.com/591b2354dc00962a713062bf2475f51f?AccessKeyId=9E533268DA51246EF35E&disposition=0&alloworigin=1

A 32 minute simulation video of A2A can be found by clicking on the link below:

https://www.youtube.com/watch?v=sUzi8lkke0U&t=1756s

This is not a theatrical quality trailer. It is only intended to project a summary of the A2A concepts, story, resonance elements, venues and characters in the audio & visual dimensions.

A full review of the links and a read of the A2A script will reveal reasons for optimism that A2A will:

- Exceed the 50% of the $410 million genre average box office/DVD revenue since 2006.
- Allow return of the $15 million of equity to investors by month 24 to eliminate primary equity risk.
- Provide the capital to execute the full RSL business plan and IPO strategy.
- Allow RSL to produce a perpetuity of 4 to 5 films per year without raising additional equity capital.
- Provide the capital means to deliver a $5 billion IPO windfall in year 5.

It is important to note that the $410 million genre average revenue amount does not include revenues from streaming, TV, cable or other rights sales that would likely push the genre average above $500 million. While RSL expects A2A to exceed the genre average revenues of $410 million, all of the RSL goals can be achieved if A2A only achieves 50% of the genre average box office revenues.

RSL Financial Projections

Highly plausible financial forecasts grounded in reasonable assumptions are vital to grasping the RSL value proposition. In the chart below, you will find four scenarios for the two year time period from inception through the A2A primary revenue cycle. These results are based on the following key assumptions:

- Proportions of the $410 million action/thriller/clandestine genre average box office/DVD revenues since 2006 are shown on the bright green line in the chart below.
- Rights sales and other revenues at **25%** of gross box office revenues. This is a conservative assumption because these other revenues can be as much as **60%** of gross box office revenues. This reserve provides a significant margin for error on the box office revenue assumptions**.**
- Theater takes at **55%** of gross box office revenues. This is fair because USA takes can be as low as 45%.
- Distribution costs at **30%** of net box office receipts after theater takes plus rights sales. This assumption is reasonable because the distributors will not be funding production costs and taking the related risks.
- Income taxes at **20%** because RSL will not be located in the USA for income tax purposes unless the rate is dropped to 20%. For comparison, the rate in Great Britain is 20% and it is 12.5% in Ireland.
- The Base Case projection assumes production costs at 31% of the genre average with box office/DVD revenues at 50% of the genre average. This assumption is reasonable for the following reasons:
    - RSL movies will be produced in low cost, non-union venues with high government subsidies.
    - RSL overhead is a small fraction of the huge studio G&A budgets.
    - RSL will earn wide international audience acceptance through a diversity of compelling resonance elements that skillfully match the viewing preferences of broad spectrum global demographics.
    - The resonance elements will target up to 80% of adults rather than just the 15% that are attracted to the perpetual action streams in the James Bond, Jason Bourne and Mission Impossible films.
    - A2A avoids huge expenditures on costly, gratuitous and repetitive action sequences and computer generated effects and substitutes much more cost effective, very entertaining and compelling dramatic, artistry, character and story content/progressions.
    - Arielle Denovo is a sensational and brilliant young woman who dominates in a dysfunctional man's world while also engaging in awe inspiring artistry and insightful political sequences. This will attract adult females who often avoid the shallow storytelling, one dimensional characters and gratuitous action, violence, horror, depravity, crude humor and computer generated effects that dominate the action/ thriller/clandestine genre and cinema in general.
    - Arielle will also project every female attribute at the highest levels to stimulate every attraction factor in the heterosexual male psyche. She is the dream girl every man imagines come to life.
    - **The goal is for the audience to be engaged in profound and awe inspiring ways across the intellectual, visceral, emotional, visual, artistry, political and audio spectrums.**

A2A is the movie that almost everyone wants to see, no one wants to end and that resonates in the minds of viewers long after they leave the theater. The goal is for every viewer 1) to emerge with higher awareness and new perspectives that benefit their life and 2) to be eager to see the next Arielle Denovo film.

"America 2.0" Financial Projections

Description ($ millions)	Break Even	Base Case 1	Case 2	Case 3
Primary equity	$ 15	$ 15	$ 15	$ 15
Less: RSL overhead	($ 3)	($ 3)	($ 3)	($ 3)
Less: "America 2.0" budget	($ 30)	($ 30)	($ 30)	($ 30)
Government subsidies	$ 6	$ 6	$ 6	$ 6
Debt & rights presales	$ 12	$ 12	$ 12	$ 12
Subtotal	$ 0	$ 0	$ 0	$ 0
Revenue as % genre average	26%	50%	75%	100%
Box office/DVD revenue	$106	$205	$308	$410
Rights Sales/other rev. (25%)	$ 21	$ 45	$ 67	$ 89
Government subsidies	$ 6	$ 6	$ 6	$ 6
Less: Production budget	($ 30)	($ 30)	($ 30)	($ 30)
Less: RSL Overhead	($ 3)	($ 3)	($ 3)	($ 3)
Less: Advertising	($ 25)	($ 30)	($ 35)	($ 40)
Less: Theater takes (55%)	($ 58)	($ 98)	($147)	($196)
Less: Distribution (30%)	($ 17)	($ 44)	($ 66)	($ 89)
Operating Income	$ 0	$ 51	$ 100	$147
Less: Income Taxes (20%)	$ 0	($ 10)	($ 20)	($ 29)
Less: Return primary equity	$ 0	($ 15)	($ 15)	($ 15)
Less: Earnings distribution	$ 0	$ 0	($ 30)	($ 68)
Retained earnings	$	$ 26	$ 35	$ 35
Plus: Primary equity	$ 15	$ 15	$ 15	$ 15
Equity after America 2.0	$ 15	$ 41	$ 50	$ 50

Important notes:

- This chart demonstrates RSL's ability to return the $15 million in year 2 in the Base Case but the actual return will likely be delayed until year 3 to allow accelerated production of other RSL film projects once "America 2.0" has demonstrated strong financial success.
- Actual box office/DVD revenues may be lower but would likely be offset by additional right sales net revenues that should be much higher than the 25% proportion of total revenues shown in this chart.
- If A2A earns 50% of the genre average box office/DVD revenues since 2006 ($205 million), RSL would be able to:
  - Return the $15 million of equity to the investors by month 24 to eliminate primary equity risk.
  - Accelerate the execution of the full RSL business plan to produce a perpetuity of 4 films per year beginning in year 3 to create a compelling IPO profile to deliver the $6 billion IPO end game in year 6 without raising any additional equity.
  - Self-distribute future projects to significantly reduce distribution and advertising costs while improving their net revenue effectiveness to RSL.
  - RSL would be able to make earnings distributions to investors in year 3 if total box office/DVD revenues are 75% or more of the genre average box office/DVD revenues.

The reflex inclination is to doubt that the revenue goals can be achieved. However, a full review of the A2A project links above and the screenplay itself versus the content and financial performance of other movies in these genres and in the theaters in recent years will inspire optimism that achieving 50% of the genre average revenue is a high certainty and exceeding the $410 million genre average is attainable.

Distribution & Advertising Cost Notes

A $15 million primary equity investment will likely require RSL to partner with a studio or other distributors to insure broad global distribution. The studios and major distributors would highly inflate distribution and advertising costs and would not employ the expenditures to optimize net revenues to RSL.

Once A2A succeeds and retained earnings/equity reach $50 million, RSL should be able to self- distribute and reduce distribution costs by about **30%**+ and advertising costs by at least $5 million per film on future movies. This would translate into substantial additional pretax profit on A2A as follows:

Revenue as % genre average	21%	50%	75%	100%
Operating Income	$ 0	$ 51	$ 100	$ 147
+ Est. self-distribute benefit		$ 13	$ 20	$ 27
+ Lower advertising costs		$ 5	$ 5	$ 5
Operating income - Revised		$ 69	$ 125	$ 179
Less: Income Taxes (20%)	$ 0	($ 14)	($ 25)	($ 36)
Less: Return primary equity	$ 0	($ 50)	($ 50)	($ 50)
Less: Earnings distribution	$ 0	($ 5)	($ 50)	($ 83)
Retained earnings	$ 0	$ 0	$ 0	$ 0
Plus: Primary equity	$ 50	$ 50	$ 50	$ 50
Equity after America 2.0	$ 50	$ 50	$ 50	$ 50

Important notes:

- This chart demonstrates the substantial earnings benefits of self-distribution that can become a reality once RSL can project the credibility of 1) cinematic and financial success on A2A and 2) $50 million of equity and $100 million of credit lines to the theater chains, sales agents and international distributors so that RSL can avoid the highly inflated studio distribution and advertising costs and fees.
- The chart above uses "America 2.0" as an example but it would be difficult to self-distribute the first film even if RSL had $50 million of primary equity from inception. However, if A2A achieves 50% of the genre average revenues, the theater chains, sales agents and international distributors will likely be willing to deal directly with RSL on self-distribution of future RSL films. This will enable RSL to self-distribute and it would easily justify the $1 million increase in annual distribution costs at the RSL overhead level to achieve this goal and earn the distribution and advertising cost savings.
- **Self-distribution will reduce the break even box office/DVD revenues to $86 million which is only 21% of the genre average revenues of $410 million since 2006. This represents a significant risk mitigation factor for RSL equity holders.**

RSL Capital Budgets & Earnings Projections

Below is a summary of the estimated capital costs and Base Case earnings for RSL through year 5 assuming a $15 million equity investment and 50% of genre average box office/DVD revenues:

Description	Amount	Comments
Production Budget	($ 360,000,000)	Initial 12 film slate through year 5
Less: Corporate Expenses	($ 47,000,000)	5 years
Less: Advertising	($ 360,000,000)	At $30 million per film
Plus: Net Revenues	$1,366,000,000	From initial 12 films over 5 years
* Base Case After Tax Income	$ 599,000,000	At 50% of genre average revenue per film
Primary Equity Request	$ 15,000,000	

*** Important Note: The Base Case RSL income projection delivers a 40x 5 year ROI without the IPO.**

RSL – Base Case - Annual Cash Flow By Project – After Tax

Project	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
America 2.0	($22)	$63				$41
Divided We Fall		($23)	$78			$55
Donahue		($18)	$73			$55
Treachery		($7)	$19	$43		$55
Revelations		($1)	($44)	$100		$55
End Game			($23)	$78		$55
Mastermind			($18)	$73		$55
Metamorphosis			($7)	$19	$43	$55
Insurrection			($1)	($42)	$98	$55
Resurrection				($23)	$78	$55
The Coming				($18)	$73	$55
Cataclysm				($18)	$73	$55
RSL G&A	($3)	($12)	($10)	($10)	($12)	($47)
Cash Flow	($25)	$2	$67	$202	$353	$599
Primary Equity	$15		($15)			
Cumulative Cash	($10)	($8)	$44	$246	$599	

The Virtual Movie Studio Business Model

Movie studios are typically engaged in the financing and global distribution of movie projects that are sourced, developed and produced by third party producers. All the studios and the production companies compete to acquire movie content from the same talent agencies, book authors, publishers and other depleted sources to create movies that lose money for production equity investors over 80% of the time.

The prevailing movie content origination culture and practices are deeply flawed because they systematically ignore the viewing preferences of 85%+ of potential movie consumers and the financial interests of production equity investors. In truth, "Hollywood" employs ineffective content origination practices to produce the films it wants to make rather the movies that most people want to see.

To exploit this pervasive dysfunction, RSL has developed a digital age business model for a virtual movie studio that will compete successfully with the major studios in the global markets. RSL will employ advanced content evaluation metrics and screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of broad spectrum demographics.

What is the "virtual movie studio" business model and why will it succeed? Below is a comparison of the RSL business model vs the traditional movie studios & independent filmmakers:

Element	RSL Virtual Studio	Traditional Movie Studios
Content	Write and develop superior content for production and co-production.	Largely rely on third parties to write, develop and produce content.
Budgets	$25 to $35 million budgets in genres that average $400+ million revenues per film.	Largely rely on $100+ million budget "Tentpoles" in high revenue genres.
Capital	Capital first to create optimum "Packages" and operate outside of the industry culture.	"Package" first to raise capital. This creates movies that fail over 80% of the time.
Production	Self-produce and co-produce RSL written and developed films only.	Usually rely on third party production companies.
Distribution	Only distribute RSL projects unless no capital investment required by RSL.	Largely distribute third party produced projects.
Finance	Only finance projects that are written and developed by RSL to insure profitability.	Largely finance third party developed projects that fail 80%+ of the time.
Success Premise	Story concept, content and characters are 85% of financial success.	"A List" talent, "Tentpoles", marketing and distribution drive financial success.
"A List" Talent	Avoid unless ideally suited to the role & willing discount their compensation.	Essential to success except for high budget, action/sci-fi "Tentpole" films.
Key Target Audience	The 85% of adults whose viewing preferences are largely being ignored.	The 10% of "frequent movie goers" who are largely under age 25.
Genre Target	$25 to $35 million budget films in action/ thriller/clandestine genres.	$100 to $400 million budget "Tentpole" films in the action/super hero/Sci-fi genres.
Real Estate	Invest no capital and opportunistically lease to produce where costs are lowest.	Studio owned soundstages in high cost venues still prevail in many instances.
Advertising	Invest in effective ad buys & promotions that skillfully maximize net revenues.	Engage in huge advertising buys that seldom produce net revenues.

The RSL business model will avoid the pitfalls of the movie industry and exploit its dysfunction to deliver exceptional risk adjusted IRRs at the operating level. The successful implementation of the RSL business model and plan will position RSL shareholders for a $6+ billion IPO windfall by year 6.

Making huge budget "Tentpole" movies can be financially successful but 45% of films with production budgets over $100 million in 2016 lost money for production equity. Big budget films also concentrate risks and limit IRRs. It is a high risk business model for large conglomerates/studios, not independent investors.

There are thousands of low budget "Independent" films that target low revenue ceiling genres with narrow global demographic resonance profiles and little franchise potential. This is not a path to consistent financial success or creating the earnings scale for a successful IPO profile that represents 95%+ of the earnings opportunity for film investors

The RSL strategy is designed to fill the huge gap between "Tentpole" and "Indie" scenarios to deliver exceptional returns on investment to global audiences and RSL investors.

Key Success Factors

The RSL business plan is designed to exploit the many defects and vulnerabilities of the movie industry status quo to deliver exceptional returns on investment to global movie audiences and RSL shareholders. Below is a summary of the key success factors to achieve these goals:

Key RSL Success Factors

Superior Content Development	The best business model, business plan and capital market strategy are worthless without the ability to write and develop movie concepts, content and characters that consistently resonate with large global audiences. RSL has developed and employed advanced content origination metrics and methodologies to create an outstanding initial inventory of 16 high concept movie projects that will launch up to 10 film franchise profiles that will serve as the foundation of the new movie studio. An actual reading of these sensational screenplays will reveal that they compare very favorably to anything in theaters today or in the future slates of studios in their ability to resonate with broad spectrum global, adult demographics. **Yes, many of the mega budget "super hero" and "sci-fi" movies make money but RSL and its films will deliver exponentially greater Alpha and IRRs on much lower capital at risk per film.** RSL will continue to write and develop compelling new franchise and sequel concepts and projects.
Market Focus	While RSL will compete aggressively for the 10% of frequent movie goers, RSL will target the 90% of people who see only 2 movies in theaters each year on average because so few movies inspire them to go to the cinema. RSL will focus on the adult female and over age 25 demographics that are being largely ignored by "Hollywood".

Culture & Business Practices	The primary capital will allow RSL to bypass the incestuous, exclusionary and ineffective movie industry culture, business practices and expectations that largely ignore consumer preferences and the financial interests of production equity
Finance	RSL will not finance, produce, distribute projects that are developed by third parties except in very rare occasions when they meet the RSL "green light" standards and require no RSL capital. This will dramatically reduce capital requirements and costs and avoid the 80%+ of movie concepts that lose money. The consistent financial success of RSL movie projects will enable RSL to return the primary equity by year 3 and self-fund future projects without raising additional equity or long term debt.
Consumer Preferences	RSL will remain laser focused on self-creating and producing sensational and awe inspiring movie concepts, content and characters that skillfully match the viewing preferences of broad global audience preferences rather than movie industry expectations. RSL will insure that every RSL project includes a broad diversity of compelling resonance elements that will attract broad spectrum international adult demographics to view the films.
Film Franchises	Sustainable film franchises are vital to consistent financial success. The RSL inventory includes 16 projects that are designed to launch up to 10 film franchises that will serve as the foundation of a compelling IPO profile by year 5.
Directing & Acting Talent	RSL's superior content will allow it to avoid "A List" actors who demand huge compensation premiums but seldom deliver positive net revenues. RSL will invest in the sourcing, development and promotion of sensational new actors, actresses and directors who possess the attribute requirements of the RSL projects.
Human Resources	The primary equity is vital to producing "America 2.0: Artistry" to create a strong equity profile that will attract top quartile executives, talent and project teams that are vital to the successful execution of the RSL business plan.
Resonance Elements	RSL films will compare very favorably to the shallow storytelling, one dimensional characters and gratuitous/repetitive action, violence, depravity, horror and CGI that dominate modern cinema. This will be achieved by projecting a diversity of compelling resonance elements across the full intellectual, visceral, sensual, emotional, artistry, visual and audio ranges. Every scene in all RSL films is meticulously evaluated and rated based on the 30 primary resonance elements. Then each scene is reconsidered to include additional dimensions of resonance. Then the total score is evaluated versus other films and
Project Profiles	RSL will produce high concept, thought provoking, triumph of the human spirit stories on $25 to $35 million budgets in the action/thriller/clandestine genres that have averaged near $500 million in total revenues per film since 2006.
Project Features	RSL films will typically feature sensational, multidimensional, female protagonists who will be immersed in a compelling diversity of resonance elements that match the viewing preferences of almost all adult demographics.
Online Promotion	RSL will exploit a broad diversity of online "Adtech" channels to promote, market and advertise the RSL projects.

Costs	RSL will avoid third party finance, distribution activities, extravagant production expenses and union production staffs so it can operate on corporate and production budgets that are a fraction of the bloated big studios. This will dramatically reduce the break even points and insure strong and consistent profitability that will maximize IRRs.
Priorities & Transparency	RSL will put global audience preferences and RSL shareholder interests first and provide full financial transparency.
Financial Controls	RSL will employ wise and aggressive, state of the art financial controls to safeguard investor capital and insure cost, net revenue and earnings effectiveness.
Risk Management	RSL will employ advanced risk management strategies to manage all risks to safeguard investor equity capital until it is returned to them by month 24 or year 3 if production proceeds beyond A2A.
Facilities	Lease all necessary facilities. Make no investments in sound stages, offices or other real estate in order to maintain production location flexibility, minimize costs and maximize subsidies, earnings and IRRs.
Release Schedule	Produce and release at least 12 of the initial 16 RSL projects over the first 5 years with the goal of releasing at least one film per fiscal quarter to 1) establish and maintain consistent earnings performance for the IPO profile and 2) establish 5 to 7 sustainable film franchises.
Cost Free Capital Sources	RSL will 1) produce its movies in locations that offer large production subsidies, 2) solicit brand integration revenues and 3) exploit international rights presales to collectively reduce the production equity capital at risk by as much as 60%.
Earnings	Superior content/franchises, much lower overhead/production costs and much more net revenue effective production/marketing/advertising expenditures will deliver the consistent earnings that are key to maximizing the IPO valuation in year 6.
IPO Focus	**While the rest of the movie industry is busy producing films that lose money over 80% of the time, RSL will be laser focused on creating a compelling IPO profile that will deliver a windfall Alpha above 30,000 to RSL investors in year 5.**

The above business vision is grounded in decades of business management and analytical experience in every major industry across multiple economic, political and industry cycles. It is the product of an exhaustive and comprehensive analysis of all the business practices and success factors of filmmaking and investment over many years. It includes an understanding of the means to exploit the public equity markets to deliver extraordinary risk adjusted Alpha to RSL shareholders.

Content Evaluation Metrics & "Green Light" Standards

The core of the RSL value proposition is grounded in its effective content evaluation metrics, its proprietary screenwriting methodologies and its industry high "Green Light" standards that have been applied to create the initial RSL content inventory.

The chart below summarizes the key standards that RSL uses to write and evaluate all of its projects for production to insure high certainty of strong profitability. Over 98% of the movies that reach theaters do not meet these standards and that is one major reason why they lose money over 80% of the time:

Key RSL Content "Greenlight" Standards

Story Profile	Original, unique, high concept, thought provoking, awe inspiring, triumph of the human spirit stories with a huge diversity of compelling resonance elements. Stories that audiences have not seen before and that affect them in profound and very positive ways that resonate long after they leave the theater.
Fascinating Characters	Compelling, sensational, multidimensional protagonists and supporting characters that strongly attract both adult male and female demographics.
Resonance Elements	Must contain a broad diversity of compelling resonance elements that skillfully target adult age and gender demographic preferences.
Audience Engagement	Should engage audiences in a diversity of ways in the intellectual, visceral, sensual, spiritual, artistry, visual, audio, humor, poignancy and emotional ranges.
Franchise	Real film franchise potential.
Global Appeal	High certainty of broad and deep international market acceptance potential.
Modest Budget	Production budget between $25 million to $35 million in high revenue average (at least $400 million) and high revenue ceiling genres (at least $700 million).
Not Shallow or Gratuitous	Does not rely on shallow storytelling and one dimensional characters immersed in gratuitous/repetitive action, violence, depravity, crude language/humor, horror or costly computer generated effects.
Talent	Not reliant on "A List" talent attachments to achieve cinematic and/or financial success.
Rating	PG-13 rated.

It is very difficult to source movie content that meets all of these "green light" standards but films that include these elements will be financially successful over 90% of the time versus the 85%+ failure rate in "non-tentpole" films. Some of the RSL films will be more successful than others in meeting the standards and it shows up in the comparative ratings. However, all of them meet the key standards that drive high certainty of profitability and most of them score higher than anything in theaters. RSL writes films to meet these standards.

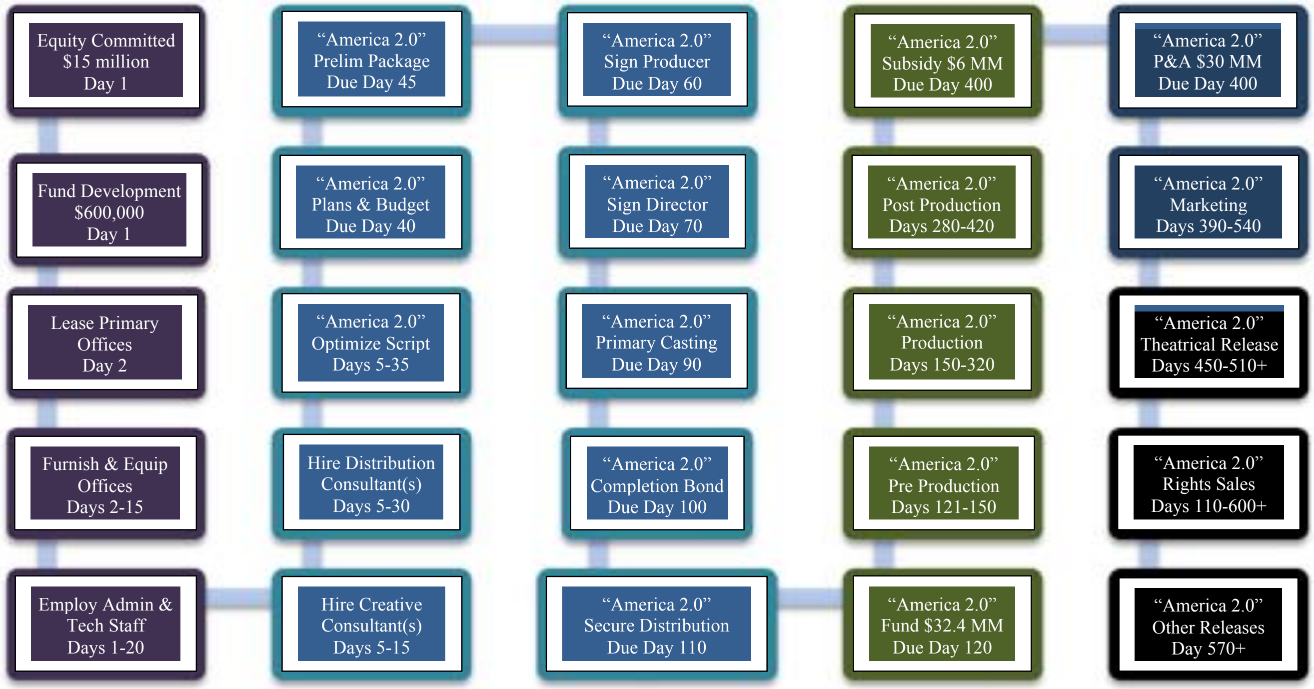
There is a pervasive notion that filmmakers can acquire high certainty of success movie screenplays from the depleted and highly competitive traditional "known" industry sources that produce movies that fail over 80% of the time. This myth is exposed and the value of RSL content is revealed when the RSL scripts are evaluated against the standards above, the full RSL comparison grids and other movies in theaters in recent years. Please sees comparison examples that validate these assertions at the link below:

http://nebula.wsimg.com/5b9356ca6af0fe89fdc2a91ce195a462?AccessKeyId=9E533268DA51246EF35E&disposition=0&alloworigin=1

The bottom line is that RSL is not a theory in search of effective content evaluation metrics, premium content and capital. RSL has developed and employed advanced content evaluation metrics and proprietary screenwriting methodologies to create an initial inventory of fully written movie projects that include sustainable film franchises that are the means for RSL to exceed its IPO goals.

The RSL Launch Schedule

RSL is a startup so the path from concept to operations is an important progression to consider. Below is a summary of an estimated time line goal from the $15 million primary equity commitment through the first movie release. The timeline may vary based on the availability of key human resources and other factors.



This chart is designed to offer general timeline targets. Actual dates will vary.

Key Risk Considerations

The reflex reaction is 1) to doubt the RSL revenue and cost assumptions as well as the multi-billion dollar IPO end game and 2) to assume that the risks of the RSL business plan are very high because it is a start up with no track record. However, RSL is led by a career capital markets professional and risk analyst who has invested many tears in a comprehensive analysis of the movie industry, the assessment of potential risks and the development of risk mitigation and management strategies.

An investment in RSL involves significant risks but, unlike the public equity markets and other venture capital investments, the risks are largely manageable and/or mitigated as described in the following chart:

[Intentionally left blank for chart formatting purposes. See chart on the following page.]

The Risk	Risk Description	Offsetting Considerations
Start Up Risk	RSL is a startup movie studio with no production or distribution track record and there is no certainty that its business model and plan can be successfully executed.	The $15 million of primary equity capital will enable RSL to engage a producer, a director and acting talent with successful track records in the movie industry to produce "America 2.0" on budget with strong production values. No production money will be spent until they are approved by the RSL investors and on the job. The high certainty financial success on "America 2.0" will enable RSL to engage experienced film industry executives to execute the full RSL business plan. Full due diligence on RSL will reveal that investors take similar or higher risks with exponentially lower Alpha potential in the highly overvalued M&A, equity, real estate,
Market Acceptance Risk	There is no certainty that audiences will attend or view any movie in sufficient quantities to recover the capital invested to develop, produce, market and distribute them.	RSL's industry high "green light" standards, advanced content evaluation metrics and proprietary screenwriting methodologies are laser focused on insuring strong global market acceptance on all RSL films by skillfully targeting the viewing preferences of broad international demographics. "America 2.0" is the most consequential movie concept ever devised and is well designed with a huge diversity of compelling resonance elements to achieve strong global market acceptance.
Management Risk	Current RSL management does not have movie studio management experience.	The current RSL CEO is a three decade capital markets professional who had invested many years in a comprehensive analysis of the movie industry and the development pf the means to exploit its dysfunction. He has also written 21 movie screenplays since 1991. The $15 million of primary equity will allow RSL to employ a producer and director with strong track records of producing cost effective movies with strong production values in the genre. The strong financial success of "America 2.0" will provide RSL with the capital to employ top quartile movie industry executives to execute the full RSL business plan.

Distribution Risk	The RSL movies may not be accepted by theater chains, sales agents, film buyers, international distributors or aftermarkets cable, TV, VOD and streaming providers.	There is a global shortage of premium movie content that is well designed to match broad spectrum consumer preferences. "America 2.0" is a high concept movie with a diversity of compelling resonance elements that will compare very favorably to anything in theaters today. No production dollars will be spent until broad global distribution is
Competitor Risk	RSL will be competing with major studios with much greater resources.	RSL will produce films with superior content and a greater diversity of compelling resonance elements that will compare very favorably to anything in theaters today. RSL will target the 85% of adults who are largely ignored by the studios. RSL's overhead, production and advertising costs will be dramatically lower than the studios.
Completion Risk	The risk that the film will be completed on time and budget with strong production values.	RSL will only employ producers and directors with strong track records of delivering superior production values on time and on budget. RSL will secure completion bonds if desired by RSL investors.
Economic Contraction Risk	The risk that an economic recession would adversely affect RSL movie revenues and earnings.	Movies are a low cost source of entertainment so they typically perform well even in times of economic difficulties.
Capital Loss Risk	Over 80% of movies produced lose money for production equity investors. There can be no certainty that equity capital invested will not be lost if the RSL films underperform expectations.	The advanced RSL 1) concept evaluation metrics, 2) screenwriting methodologies and 3) industry high "green light" standards produce cost effective movies in very high revenue genres with a broad diversity of compelling resonance elements that skillfully target the attraction receptors in the adult male and female psyches to insure strong market acceptance and low risk of capital loss. 98% of the movies that reach theaters would not meet the RSL "greenlight" standards. "America 2.0" is a very high certainty of success movie project that will allow the return of the primary equity capital by year 3 to eliminate primary capital loss risk.

Yes, there are significant risk concerns with any new venture, especially in the motion picture industry with its poor earnings track record. However, there are sound risk mitigation offsets to every risk concern and the movie industry and its M&A/equity markets are uniquely vulnerable to RSL exploitation strategies.

The greatest risk mitigation consideration is the reality that the movie industry is systematically ignoring the viewing preferences of over 85% of its potential consumers and there is almost no limit to movie demand except the availability of movies that are well designed to match their viewing preferences.

Summary

RSL is not a conventional movie studio or producer or promoter seeking naïve equity investors to fund the production of a single movie or slate or film fund that typically lose money over 80% of the time for production equity investors. RSL is laser focused on creating a going concern movie studio that will return the $15 million of primary equity to investors by month 24 to 30 and deliver a $5+ billion dollar IPO windfall to investors by year 5.

The same capital markets minds that are willing to hold public equities in the current huge overvaluation "pyramid scheme" with negative risk adjusted Alpha profiles would assert that it is impossible for RSL to deliver a $5 billion IPO end game in year 5. However, full, objective and professional due diligence on RSL will reveal that a $6 billion IPO windfall is at the lower end of very plausible outcomes.

The RSL value proposition was created to fill the void of great movies and very high, risk adjusted Alpha opportunities for independent and corporate investors in the movie industry and beyond. RSL's capital partners will be strategic investors who can think at the level of exploiting vulnerabilities in major global industries and the highly irrational and inflated valuation metrics in the M&A and equity markets.

RSL was <u>not</u> developed by movie industry producers, film executives or "experts" who:

- Generally ignore the viewing preferences of 85%+ of their potential movie consumers.
- Create movies that lose money over 80% of the time for production equity investors.
- Are too often focused on exploiting equity investors rather than rewarding them for their good faith and the risks they take.

RSL is <u>not</u> in the business of acquiring movie screenplays from largely depleted industry sources, attaching "A List" talent and exploiting naïve investors to play the "Hollywood" investment game. RSL was created by a 30 year veteran of the capital markets who is a career business, markets and risk analyst and fiduciary who:

- Is a veteran analyst of history, politics, geopolitics, the constitution, economics, business, finance, risk, marketing, psychology, sociology, movie screenwriting, the movie industry, the capital markets and the ways these elements interact with each other through multiple economic, business and political cycles since 1985.
- Has invested many years in a comprehensive analysis of the movie industry and the development of the means to exploit its vulnerabilities.
- Is laser focused on targeting the 85%+ of underserved movie consumers and safeguarding equity investor capital until it is returned in year 3 and an IPO windfall is delivered in year 6.

A resume for the RSL CEO can be found by visiting the "Library" page at :

http://www.renaissancestudio.org/library.html

Select **<u>Link #3</u>** and scroll down to the last page of the "America 2.0" summary. He will be supported by a team of top quartile contractors, executives and producers with vast experience in the movie industry.

The capital markets reflexively categorize RSL as a "high risk start up and/or venture capital scenario". However, full due diligence on RSL reveals that its **<u>absolute risk</u>** profile:

- Compares favorably to most public and private equity risk profiles in every industry.
- Offers exponentially higher Alpha potential than all but very rare tech scenarios.

The combination of these two realities will allow RSL to deliver an **absolute risk** adjusted IRR that dwarfs other investment alternatives.

The R&D and primary screenwriting processes are complete and RSL is now in its primary equity formation phase. The goal is to raise $15 million of primary equity that will provide the equity to produce "America 2.0: Artistry". The strong cinematic and financial profile of "America 2.0: Artistry" will allow RSL to launch a going concern movie studio that will produce a perpetuity of 4 films per year that will compete successfully with the major "Hollywood" studios in the global markets.

Professional due diligence on RSL will reveal that the assertions in this summary are not promotional hype but a sensational value proposition in search of insightful capital partners. An equity investment in RSL is an extraordinary wealth earning opportunity but it requires 1) a willingness to do full due diligence on RSL and 2) the ability to think beyond blind fealty to timid investment parameters and conventional wisdom to evaluate the absolute risk adjusted Alpha profile of RSL versus other investment alternatives.

Investing in an established movie studio at inflated P/E ratios is irrational if the goal is to maximize Alpha.

RSL will achieve its goals by employing advanced metrics, methodologies and strategies to make awe inspiring movies that resonate with broad global audiences and help light a path to a much better world.

Finally, please invest 10 minutes to review "Movie Industry Reality Check" summary at the link below:

http://nebula.wsimg.com/ba70f24141ca218915e7ef5d38582667?AccessKeyId=9E533268DA51246EF35E&disposition=0&alloworigin=1

This 7 page summary reviews the realities of the movie industry investment realm and all the reasons why RSL will succeed when so many other ventures fail.

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