

PRESS RELEASE

Renaissance Studio, Ltd. Launches Visionary Movie Studio

BEVERLY HILLS, CA.--(BUSINESS WIRE)--Sept. 30, 2018-- Renaissance Studio Ltd. (“RSL”) announces the launch of a visionary new movie studio that will serve everyone who is familiar with the recurring frustration of wanting to view a movie, checking the theater listings, surfing the cable channels or reviewing the streaming services and finding nothing that inspires them to view.

RSL is an audience and investor focused studio that is designed to exploit 1) this long term disconnect between movie product features and adult consumer preferences and 2) irrational over valuation metrics in the public equity markets of the movie industry to deliver an extraordinary ROI to its capital partners.

The RSL strategy is to compete successfully with the major Hollywood studios by targeting the over 85% of adults who are not inspired by the shallow storytelling, one dimensional characters and gratuitous/ repetitive action, violence, depravity, horror, super heroes, sci-fi, crude humor and computer-generated effects extravaganzas that dominate modern cinema.

Unlike other studios, RSL will not compete with everyone else to acquire content that fails to inspire global audiences and loses money for equity investors over 85% of the time.

RSL is a premium content development innovator that has created 1) effective movie content evaluation metrics that avoid the over 85% of movie concepts that lose money for equity investors and 2) proprietary screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of the 85%+ of adults who are being largely ignored by the studios.

These techniques have been employed to create an initial inventory of 16 feature film screenplays that are designed to launch up to 10 major film franchises that will serve as a powerful cinematic and earnings foundation for a compelling IPO profile by 2023.

The franchises include an array of high concept, triumph of the human spirit stories that often feature sensational female protagonists who are immersed in the most exciting reality-based scenarios of modern age. The RSL franchise inventory includes:

- A major action/thriller/ clandestine pentalogy that features a sensational female protagonist in the most consequential films ever conceived that use cinema as a medium to unleash positive real world change.
- A major trilogy that launches a sensational female protagonist into the James Bond/Jason Bourne genre.
- The ultimate romantic thriller with the successful “Dances With Wolves” and “Avatar” story structure set against the backdrop of the end of the Cold War and its dangerous aftermath.
- The primary screenplays in 7 other fascinating film franchise profiles that compare favorably to anything in theaters today.

These are awe inspiring movies that almost everyone will want to see, that no one will want to end and that will resonate with viewers long after they are seen. The goal is to deliver thought provoking, consequential and awe inspiring cinema and artistry that audiences have never experienced before.

All of the RSL films are designed to be produced on budgets of less than \$35 million per film in genres that have averaged over \$400 million in box office revenues per film since 2006 to insure profitability.

RSL should be thought of as a much more cost-effective, multi franchise, Marvel Studios type scenario that has much higher IRR potential than the mega budget Marvel films. This will be achieved by focusing on superior concepts, content and characters and not relying on costly computer-generated effects.

The RSL goal is to create a movie studio that produces awe inspiring films that inspire underserved adult audiences. The strategy is to exploit the dysfunction of the movie industry and the irrationality of the above 150x price/earnings multiple that Netflix is receiving in the public equity markets to deliver exceptional returns on investment to global audiences and its prescient capital partners.

RSL will produce the movies that everyone wants to see.

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