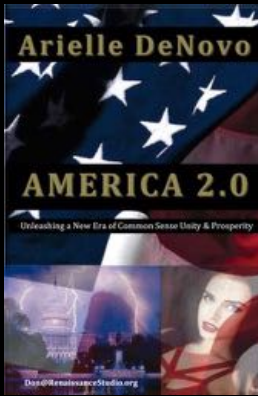




Renaissance Studio, Ltd.



Renaissance Studio. Ltd.
Film UA Collaboration Scenario
Extreme Dysfunction Offers Opportunities





Renaissance Studio, Ltd.

Film UA + Renaissance Studio, Ltd. = \$6+ Billion IPO Scenario

Partner to exploit the dysfunction of the movie industry & its equity markets to earn extreme Alpha

Exploitations Opportunities

- **835 to 3** – According to MPAA statistics, there were 835 movies released into theaters in North America in 2019 but the average adult only saw 3 of these movies. This 99.6% failure rate reflects the massive global disconnect between the films that are produced and the movies that adults want to see. It is also a strong indictment of the failed business and content evaluation and development practices of the movie industry.
- **3 to 245** – The public equity market value of Netflix rose from \$3 billion in 2012 to a high of \$245 billion in early September 2020. The \$245 billion peak reflected an **82x** increase in value in 8 years and a price to earnings multiple of about **85x**. These irrational valuation metrics are a huge wealth exploitation opportunity for anyone who can create a compelling IPO profile in the motion picture industry.
- **Covid-19** – This regrettable pandemic has damaged theatrical film revenues but it has dramatically increased the value of compelling film content in online and other streaming venues as people across the globe search for entertainment in the safety of their homes.
- **Netflix Content** – Netflix invested **\$14 billion** in content acquisitions in 2019. This massive investment was exponentially greater than the volume of produced film content that most adults want to view. Netflix has since canceled its Marvel content and this exacerbates its content shortfall problems. Netflix is paying extraordinary amounts to acquire content from countless global sources almost regardless of its quality.
- **Film UA** – Film UA has developed great film production capabilities but it has not established itself as a global market content creator that can exploit the opportunities listed above. As is, Film UA is unlikely to compete with Netflix or the other studios to develop or acquire content with global resonance profiles.
- **Renaissance Studio, Ltd** – RSL has invested many years in a comprehensive analysis of the motion picture industry and the development the following means to exploit all of the opportunities listed above:
 - **Business Model** - A digital age business model for a virtual movie studio that can compete successfully in the global markets, avoid the pitfalls of the movie industry and exploit the opportunities listed above.
 - **Business Plan** - A 180 page strategy to create a movie studio that will project a \$6+ billion IPO profile by 2025. **90%+** of the Alpha, ROI and IRR potential in filmmaking is in IPO P/E multiple exploitation.
 - **Content Evaluation Metrics** - Effective movie concept and content evaluation metrics that avoid the over 85% of movies that are produced but lose money for production equity investors.
 - **Content Creation Methodologies** - Proprietary screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of the 85% of global adults who are not inspired by the poor concepts, shallow story telling and gratuitous/repetitive action, violence, depravity, horror, crude humor, narrow focus indies, animation, sci-fi, superheroes and CGI extravaganzas that dominate modern cinema but do not inspire global adults.
 - **Content Inventory** – The RSL metrics and methodologies have been employed to create an initial inventory of 16 screenplays that will launch up to 10 exciting film franchise profiles with strong global market resonance elements that will 1) compare favorably to anything in global theaters or the streamers and 2) serve as a strong cinematic and earnings foundation for a \$6+ billion IPO profile after year 4.

By themselves, Film UA and RSL are very unlikely to raise the capital or execute the strategies to exploit the huge wealth opportunities summarized above. Together they can create a major new studio that can 1) compete successfully with the major studios in the global markets, 2) collaborate with Netflix and other streamers on compelling content creation and 3) deliver a multi billion dollar IPO windfall to their shareholders by 2025.