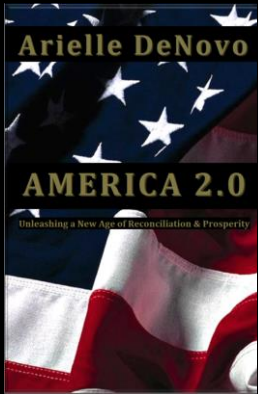




Renaissance Studio, Ltd.



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The Future of Filmmaking & Investment





Executive Summary

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. 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 are offering 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.

Renaissance Studio, Ltd. (“RSL”) is an emergent movie 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 to sophisticated capital partners.

The RSL goal is to raise \$15 million of primary equity and convert it into \$6+ billion of IPO valuation after year 5. 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. It also offers a historic opportunity to use cinema to help trigger a new age of reconciliation and prosperity.

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 has risen from **\$3 billion** in 2012 to above **\$170 billion** now (a **270x P/E multiple**) 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 \$6+ billion of IPO valuation in year 6. 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 Netflix **270x P/E** ratio.

The RSL films have been skillfully designed to exceed the genre average revenues and the IPO is likely to exceed the 30x P/E ratio so RSL expects the actual IPO proceeds to be above the \$6+ billion IPO goal.

Summary

RSL offers a compelling strategy for insightful investors to earn a 5 year Alpha above 30,000. This goal will be achieved by producing sensational triumph of the human spirit stories with fascinating characters who are immersed in the most exciting scenarios of the modern world. These are the movies that almost everyone will want to see, that no one will want to end and that will resonate long after the films are viewed.