



# Renaissance Studio, Ltd.

The Future of Film Making & Investment

## Renaissance Studio, Ltd. - Introduction

### Overview

Renaissance Studio, Ltd. (“RSL”) has invested many years in a comprehensive analysis of the motion picture industry and the development of the means to exploit it and the irrational public equity markets to earn extraordinary risk adjusted returns on equity (“ROE”). This opportunity is grounded in two highly lucrative exploitation opportunities:

- **Global Movie Market Dysfunction**

Everyone 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. This reality is an exploitation opportunity.

- No industry displays a greater disconnect between product features and consumer preferences.
- The industry systematically ignores the viewing preferences of over 80% of the global market:
  - The over 40 demographic makes up half the market and it is almost completely disregarded.
  - Females make over 60% of the ticket buying choices but they have very few options that target their preferences.
  - Over half of the movies that reach theaters have no international market resonance potential.
- There are very few movies for the 80%+ of people who are not attracted to shallow story telling and gratuitous action, violence, depravity, horror and computer generated imagery.
- The persistent dearth of inspiring movie content is the reason that 90% of movie goes in North America see only 2 movies in theaters on average each year.
- Over 85% of movies lose money for production equity investors because they are poorly conceived to achieve strong global market acceptance.

The above realities are the result of flawed content evaluation and creation methodologies that pervade the industry. RSL has developed effective methodologies to exploit this dysfunction.

- **Highly Irrational Valuation Metrics In The Equity Markets**

The public equity markets for the motion picture industry are offering highly irrational price/earnings ratios near **300x**. Please see the links below for Lions Gate (“LGF”) and Netflix (“NFLX”)

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

A 300x price/earnings multiple is very illogical but that is the reality of the current public equity market in the motion picture industry. This reality represents an exceptional exploitation opportunity for anyone who can create a compelling IPO profile. RSL is designed to exploit this irrationality.

### Summary

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

RSL has created the visionary business model, business plan, advanced content evaluation and screenwriting methodologies, risk management tools and 14 cost effective, high concept screenplays that are designed to launch up to 10 film franchises that will drive a compelling IPO profile by year 5. The RSL corporate goal is to raise \$50 million of primary equity capital and convert it into \$5 billion+ of IPO proceeds in 5 years. Full due diligence on RSL will confirm the plausibility of achieving this goal.