

## Simulated Press Release



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Lionsgate Entertainment (NYSE: "LGF.A & LGF.B) and Lionsgate Studios Corp. ("LION") announce the acquisition of 16 theatrical screenplays that will launch up to 10 major film franchise profiles that can also be produced as 40+ one hour episodes for streaming markets. These visionary scenarios will form the most exceptional modern film franchise inventory in the motion picture industry.

The new franchise content includes 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. These films project a wide diversity of compelling resonance elements that skillfully match the viewing preferences of broad spectrum international adults that are too often ignored by the industry. The franchise inventory includes:

- A major action/thriller/claustrophobic/artistry "pentology" that features a hyper-brilliant, real world female "super hero" who engages in terrifyingly plausible scenarios and leads the audiences through all major dimensions of artistry to an end game of spectacular political artistry that ends the geopolitical madness to unleash a new era of common sense cooperation and prosperity that benefits everyone.
- A major trilogy that launches a sensational, multi-dimensional female protagonist into the James Bond genre with more emotional range and terrifyingly plausible, reality based scenarios.
- An epic love story/geopolitical thriller about an American guy and Soviet skating phenom who discover a love that transcends the madness of the Cold War and its dangerous aftermath. It employs the same cross-adversarial culture immersion love story structure as "Dance With Wolves" and "Avatar".
- A claustrophobic male/female Jason Bourne genre super team engaging in real world scenarios. Plus the primary scripts in 5 other sensational film franchise profiles that compare favorably to anything in theaters or on the streamers.
- These are awe inspiring movies that will target all adult demographics but especially the 85% of adults who are not inspired by the poor film concepts, shallow story telling, uninspiring characters and gratuitous/repetitive action, violence, depravity, horror, indies, animation, crude humor, sci-fi, super heroes and CGI extravaganzas that dominate modern cinema.

The goal of all of these films is to deliver thought provoking, consequential and awe inspiring cinema that audiences have never experienced before.

All of these projects are designed to be produced on budgets of less than \$50 million per film in genres that have averaged over \$400 million in box office revenues per film since 2006. Many of the scenarios have above \$1 billion revenue potential. As part of the transaction, Lionsgate acquires the full rights to:

- Effective movie content evaluation metrics that will help avoid the over 80% of movie concepts that fail to recover production, distribution and marketing costs.
- Proprietary screenwriting methodologies that skillfully match a diversity of compelling resonance elements with adult preferences to insure strong and consistent box office and earnings success.

Lionsgate believes this very cost-effective content acquisition has much higher IRR potential than the mega budget Marvel Studios scenarios. This will be achieved by focusing on superior concepts, content and characters and not relying on costly computer-generated effects to drive resonance.