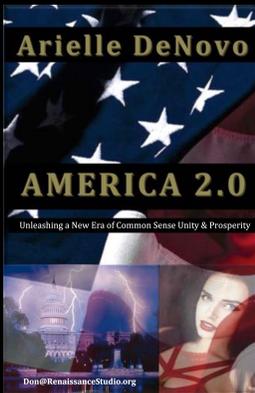




Renaissance Studio, Ltd.



Renaissance Studio. Ltd.
A Hyper Alpha Investment Scenario
Dysfunction Offers Lucrative Opportunities





Renaissance Studio, Ltd.

Convert a \$15 million equity investment into a \$6+ billion IPO windfall in year 5

Exploit the dysfunction of the movie industry & its irrational equity markets to earn extreme Alpha

Movie Industry Exploitation Opportunities

Renaissance Studio, Ltd. ("RSL") is an emergent movie studio that has invested many years in a comprehensive analysis of the motion picture industry and the development of the means to exploit its extreme dysfunction and irrational 80x+ prices/earnings multiples in its public equity markets to deliver a risk adjusted Alpha opportunity that dwarfs other investment scenarios. This assertion invites incredulity but please consider the following:

- **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/development practices of the movie industry.
- **3 to 250** – The public equity market value of Netflix rose from \$3 billion in 2012 to a high above \$250 billion in early 2021. The \$250 billion peak reflected an **83x** increase in value in 8 years and a price to earnings multiple of about **80x**. These irrational valuation metrics are a very lucrative 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 motion picture content in online and other streaming venues as many people across the globe search for entertainment in the safety of their homes. Theaters are also reopening.
- **Content** – Netflix, Amazon and other streamers invested **\$35+ billion** in film content acquisitions in 2019. This massive investment was exponentially greater than the volume of produced film content that most adults want to view. Netflix, Amazon and other streamers are paying extraordinary amounts to acquire content from countless global sources almost regardless of its quality.

RSL has invested many years in the development the means to exploit the opportunities listed above as follows:

- **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 ROI potential in filmmaking is in exploitation of 30x to 300x IPO P/E multiples.
- **Effective 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.
- **Visionary Content Creation Techniques** - 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.
- **Superior Content Inventory** – The RSL techniques have been employed to create an inventory of 16 screenplays that will launch up to 10 exciting film franchise profiles with strong global market resonance elements that 1) can be produced as 40+ one hour episodes to match streamer preferences, 2) will compare favorably to anything in global theaters or on the streamers and 3) will serve as a strong cinematic and earnings foundation for a \$6+ billion IPO profile after year 4. All RSL projects have further sequel potential.

RSL will create a movie studio that can 1) compete with the major studios in the global markets, 2) collaborate with Netflix and other streamers on superior content creation and 3) deliver a multi billion dollar IPO windfall to RSL shareholders by 2025. Full due diligence will confirm the high plausibility of exceeding the IPO goal.