



SYSTEMATIC STRATEGY & TURNKEY PROCESS FOR

FILM FUNDING



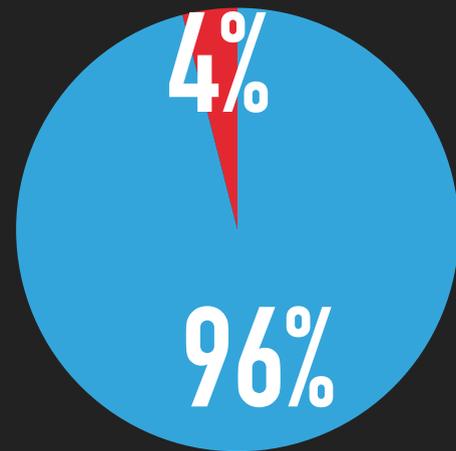
MOVING PICTURES
media group

MPMG FILM FUNDING STRATEGY

Most filmmakers are stuck - they can't get their movie funded.

They've tried everything...years have passed and their career isn't moving forward.

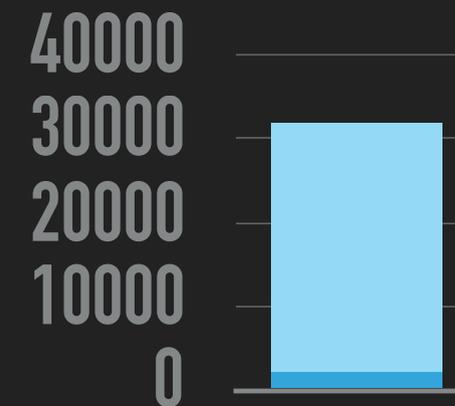
MPMG was designed to fix this problem with an innovative systematic approach that streamlines film funding into a turn-key process.



96% of scripts are never filmed

120,000+

Average number of unemployed in the film and television industries



Number of scripts written per year, versus number of films produced

MPMG FILM FUNDING STRATEGY

MPMG assists filmmakers in assembling all the items that an investor and distributor are going to require...

...which most filmmakers don't realize is necessary for these gatekeepers to say "yes"!

MPMG puts together comprehensive research to prove:

- ▶ to the distributor that the audience exists
- ▶ to the investor that this would be a sound investment

Once this stage is complete, MPMG then presents the project to its partner, Tristar Global Entertainment, which represents 10+ investment groups.

**LEGAL INFRASTRUCTURE + ANALYTICS + FULL BUSINESS PROPOSAL + PROOF OF AUDIENCE + BONDABLE SCHEDULE AND BUDGET + DISTRIBUTION =
INVESTMENT**

MPMG FILM FUNDING PHILOSOPHY

At MPMG we believe that more filmmakers should start taking control over their careers, truly seeing their film projects not just as art, but as business - their own business!

MPMG enables them to do exactly that through a pre-assembled system, with all the support staff and contacts necessary, so that even the most novice of filmmakers can get their film into production.

MPMG's process is a truly turn-key system that takes all the guesswork, need for "contacts", or need for "a lucky break" out of the equation.

FILMMAKERS' BUSINESS, 100% OWNED BY THE FILMMAKER

SKILLED EXPERT VENDORS

EXPERIENCED SUPPORT STAFF

PRE-ARRANGED FUNDING SOURCE

MPMG FILM FUNDING PROCESS



MPMG EXECUTIVE LEADERSHIP



Michael Minkler

Managing Director & CCO

- ▶ 3 Oscar wins, 11 Oscar nominations
- ▶ Emmy Award winner
- ▶ BAFTA Award winner
- ▶ Winner of the Career Achievement Award from the Cinema Audio Society
- ▶ Past projects include "Dreamgirls", "Chicago", "Blackhawk Down", and "Star Wars: Episode IV- A New Hope"



Ray Ellingsen

Partner

- ▶ Managed the largest motion picture film studio in the state of Arizona
- ▶ Produced 10 feature films and 30+ video and commercial projects
- ▶ Has consulted for several major studios regarding opening new facilities
- ▶ 30 years professional experience as a writer, director, and producer

MPMG EXECUTIVE LEADERSHIP

Ron Takehara

Chief Legal & Operations Officer



- ▶ Registered with the State Bar of California
- ▶ 30 years practicing law
- ▶ Winner of the American Jurisprudence Award
- ▶ Victorious appeals in the California Supreme Court and the California Court of Appeal
- ▶ Broad expertise in Entertainment Law

Scott Mitchell Rosenberg

CEO Platinum Universe



- ▶ 1.6 billion box office
- ▶ 14 time NY Times Bestselling Author
- ▶ Creator of "Men in Black" and "Cowboys and Aliens"
- ▶ Creator of one of the largest bibles in comic book history
- ▶ Formerly second highest ranking executive at Marvel
- ▶ Platinum characters have appeared in millions of comics distributed in over 49 countries and 23 languages

MPMG EXECUTIVE LEADERSHIP



Vanessa Frank

Production Associate

- ▶ Directorial debut featured Oscar nominated actor and 3 Grammy nominated artists
- ▶ Directorial debut seen in 52 nations
- ▶ Secured \$2.4 million worth of free promotion by the film's talent
- ▶ Press coverage includes The Sean Hannity Show, Fox, The Blaze
- ▶ Presented 100+ episodes of industry talk show "Film Talk"

**MPMG'S TEAM IS
SUPPLEMENTED BY
A NUMBER OF
PRODUCER'S REPS,
WHO ARE SELECTED
FOR PROJECTS
BASED ON
AVAILABILITY AND
PROJECT GENRE**

ROLE

Tristar Global is partnered with MPMG to present its filmmakers to the investment sources it represents.

To learn more see www.tristarglobalentertainment.com

ACCOMPLISHMENTS

- ▶ Represents 10+ investment groups
- ▶ Coordinated and facilitated a transaction of \$200 million for a slate of four feature films
- ▶ Founder formerly facilitated equity for "Bad Karma" starring Golden Globe nominated Ray Liotta, "Ethyrea: Code of Bethran" starring Liam Hemsworth and Oscar nominated Gary Oldman, "Daydream Nation" starring Golden Globe nominated Andie MacDowell, and NBC/Universal series "The Lost Legion"



ROLE

Platinum Studios is partnered with MPMG to license material to filmmakers who are looking for graphic novel content to exploit.

To learn more see www.platinumstudios.com

ACCOMPLISHMENTS

- ▶ During his time at Malibu Comics, Platinum founder Scott Mitchell Rosenberg broke every sales and marketing record known to independent comic publishing
- ▶ Has released films and television programming with Universal Pictures, Paramount Pictures, DreamWorks Pictures, MGM Television, Showtime, and Lionsgate, and developed film and television with Disney, New Line Films, 20th Century Fox, and Sony Pictures Entertainment
- ▶ One of the world's largest comic book libraries



ROLE

Film Profit creates the detailed analytical report which MPMG uses to establish production budget level, identify best practice for strategy, and quantify commercial viability of a project, based on market comparables.

- ▶ Package includes entertainment comparison and marketing trends, network/cable/broadcast analysis, distribution research, theatrical market analysis, and tier market strategy

To learn more see www.filmprofit.com

ACCOMPLISHMENTS

- ▶ Past clients include 20th Century Fox, Jim Henson Productions, the BBC, ICM, Universal Music Group, Walt Disney, Quincy Jones Media Group, Eastman Kodak, Summit Entertainment
- ▶ Chief Analyst for Baseline Analytics - the industry leading source for film revenue data and cost estimates
- ▶ Consulted on 350+ films



VENDORS: RIBBOW MEDIA GROUP

ROLE

Ribbow Media Group combines human expertise and data insights to find your audience and convert them into an army of highly engaged superfans. Their analysis enables MPMG to powerfully demonstrate to distributors the commercial viability of a project.

To learn more see www.ribbowmediagroup.com

ACCOMPLISHMENTS

- ▶ “God’s Not Dead”, made for \$1 million, earned \$60 million in theaters
- ▶ “War Room”, made for \$3 million, earned \$87 million in theaters
- ▶ “Dear White People”, \$31,000 opening weekend Per Screen Average
- ▶ In one year grew Trinity Broadcast Network’s Facebook reach from under 80,000 to over 61 million
- ▶ Past clients include Lionsgate, The Weinstein Company, Paramount, Focus Features, Sony Pictures, Paramount, and Walden Media



VENDORS: OUTLAND ENTERTAINMENT

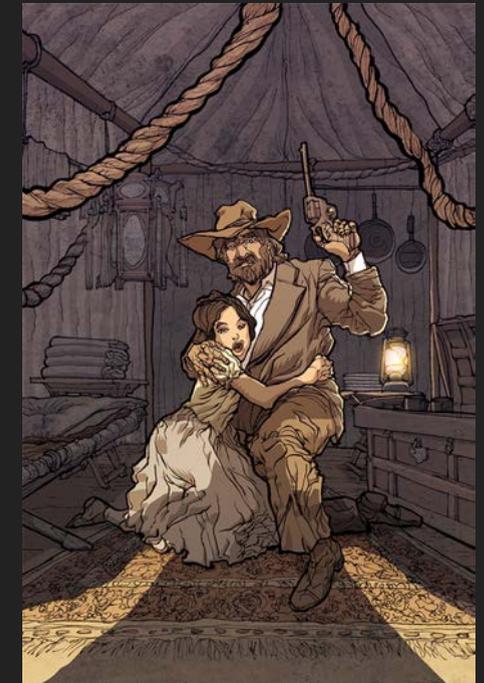
ROLE

Outland Entertainment creates powerful artwork for MPMG projects, including poster design, powerpoint presentations, and websites.

To learn more see www.outlandentertainment.com

ACCOMPLISHMENTS

- ▶ Storyboard work for Amazon Studios
- ▶ Created several large scale museum exhibits including The History Colorado Center
- ▶ Worked on properties for Marvel, Teenage Mutant Ninja Turtles, Cowboys and Aliens, World of Warcraft



VENDORS: JEAN-LUC MARTIN

ROLE

MPMG relies on Jean-Luc Martin to create schedules and budgets that meet the full requirements of the completion bond guarantee underwriters.

As a film being bonded requires complete adherence to union rules, government regulations, and industry best practice in order to pass the underwriters rigorous evaluation, the highest level of expertise in this area is desirable from the outset.

ACCOMPLISHMENTS

- ▶ 10 years experience as line producer
- ▶ Consulted on 40+ films



PAST CLIENTS

Over the past decade, we have been involved in numerous production, finance, and distribution deals for our various projects. After a few wonderful, in-depth, and substantive discussions with Ray Ellingsen, we made the great decision to sign with MPMG. Through these discussions, we found a proven structure that leads to a tremendously clear path to getting our projects made. It has been an absolute delight to work with MPMG. Ray and I speak very regularly, and he always makes himself available for me even though he is extremely busy. MPMG's relationships with forward-thinking, pioneers in the industry who have come on board our films have made this process even more enjoyable. To anyone hesitating on working with MPMG, I would say that you should 100% sign on with them as they have the highest endorsement that I can give. It will be one of the best decisions that you make for your career and company.

Greg Pellerito

I took my time signing with MPMG because I wanted to be sure I was in good hands and that the information, expertise and access I needed MPMG could provide. As I go through the development process I've found everything to be as advertised. MPMG means what it says and delivers on its promises.

Melinda Dus

Before signing with MPMG, as a filmmaker, I had spent time and money trying to package and sell my film with little success. Since I teamed with MPMG, working with them has moved my project to a possible national/international release. The amazing commitment to the film by all the staff has given me a clear path to not only funding and producing my film but also leveraging their contacts to increase the chance for real box office success. I hope to partner with MPMG on all my future projects and I would greatly encourage filmmakers and anyone serious about the film business to give them a call.

Wain Bradley

MPMG TEAM HIGHLIGHTS

Scott Mitchell Rosenberg with Ron Howard, Brian Grazer, Stacey Synder and Stephen Spielberg at the premiere of his film "Cowboys and Aliens"



Scott Mitchell Rosenberg with Olivia Wilde at the premiere of his film "Cowboys and Aliens"



Michael Minkler with his Oscar for "Dreamgirls", alongside Bob Beemer and Willie D. Burton



Michael Minkler with his Oscar for "Chicago", alongside Dominick Tanella and David Lee



FAQ

- ▶ Will I have to give up my intellectual property?

No, you remain in control of your intellectual property the entire time.

- ▶ What is the size of the film budgets of the projects do you typically deal with?

MPMG also doesn't tend to handle productions below 1 million dollars, as these can be very difficult to convince financiers to invest in.

- ▶ Are there any genres you don't represent?

MPMG handles all genres, with the exception of adult entertainment. However we do not take on projects that have already gone through development and are just requiring help with capital funding - we like to be on board with a project since the very early stages.

FAQ

▶ Can you guarantee there's no risk?

There is no business worth having that doesn't comprise risk. While MPMG does the best it can to mitigate risk, and certainly the team's joint experience enables it to minimize pitfalls, there are many moving parts in such a project. If you are completely risk adverse then this probably isn't the right fit for you.

▶ How can the risk be mitigated?

In the rare eventuality that a film doesn't obtain production funding before the filmmaker wants to complete the project, we do have a recourse. This recourse is called "turn around", which involves the developed project being sold to a third party who then takes it on as a turn-key opportunity. There are several companies in Hollywood that specialize in such acquisitions. Typically the filmmaker recoups the full cost of development, plus some profit.



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