# A A A A FILM WORX

The new generation film studio

Investor Info 2021

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We are living in an age of watching film content 24/7



## Profound changes in viewing behaviours

create an explosive demand for new film content on a global scale

# Traditional film studios are not equipped

to facilitate the volume and production of more and more diversified formats



#### FILM WORX



## A myriad of smaller production facilities

disappoint clients and creatives with inconsistent quality of services and end product



## The industry needs a fresh player for this new era and generation of film professionals

An on-demand, international film studio that will be synonymous with accessibility, convenience and high quality output



Cost-efficient - Quick turnaround - One-stop-shop studio

Client-oriented and equipped to work with all sizes of production - big or small



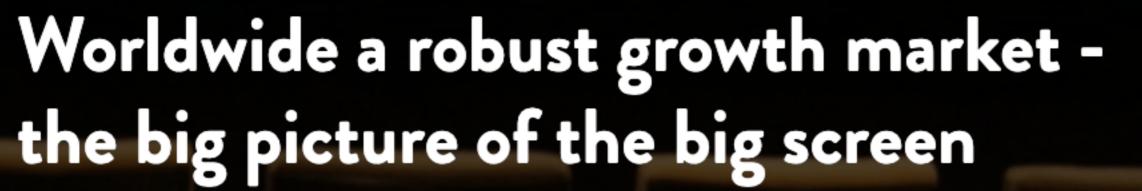
Eco-friendly - Sustainable -Always evolving

Build on the values and needs of a new generation



Sharing - Supportive - Educational

The go-to studio with additional benefits







GLOBAL FILM INDUSTRY BOX OFFICE REVENUE 2019

GLOBAL FILM INDUSTRY BOX OFFICE & HOME ENTERTAINMENT REVENUE 2019

### Yet the real, new "prime time" is moving to another, much, much smaller screen



3.5 Hours per day

82%

81%

Millenials spend an average of 3.5 hours a day watching video content on their mobile devices.

Source: Google

By 2022 online videos will make up more than 82% of all consumer internet traffic. 15 times higher than it was in 2017.

Source: Cisco

81% of businesses use video as a marketing tool.

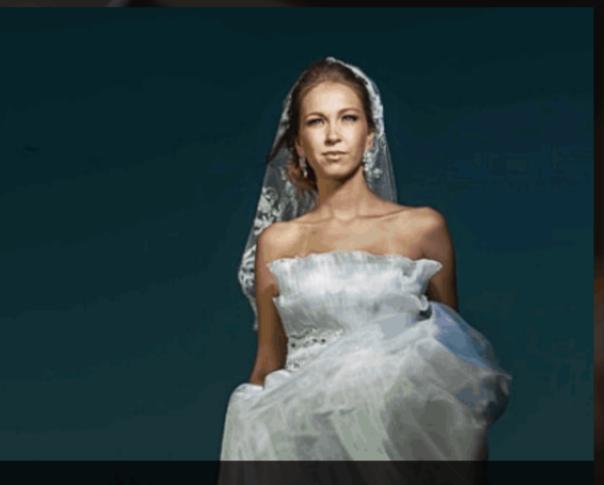
Up from 63% over the last year alone.

Source: Hubspot

### And all this new film content needs to be created everywhere and ... by everyone







#### **BRANDS & RETAILERS**

All Brands & Retailers

Advertising & Creative Agencies

Independent Creatives



#### **PUBLISHING**

Film content created on IP

Niche & Project Specific Film Content

Government Agencies Film Content





#### Building MAMA - the studio for a new era in film

During the past four years MAMA has invested heavily in acquiring a 20,000 square metre plot of natural park land on the outskirts of Berlin, and securing full planning permission to build a state-of-the-art film studio.

MAMA Film Worx studio complex will consist of -

- · five modular, highly adaptable sound-stages
- · a 1.3 million litre water tank
- offices and administration, prop and kit facilities
- · restaurant, bar, gym, pool and shop
- · as well as a 30 seat cinema
- and 24 residential units





#### Location of the moment: BRANDENBURG

Berlin/Brandenburg stands out as a "walk the talk", business facilitating government with its constructive approach and investor-friendly legislation. MAMA Film Worx will follow where TESLA has already gone to enjoy the benefits of this attractive location and throughout supportive "new business" environment.

NEWS FLASH DEC 2019 - Tesla plans on investing up to €4 billion (\$4.4 billion) in a new electric car factory near Berlin, German media reported in December 2019.

The new "Gigafactory" is due to be built in the town of Grünheide outside the German capital and will be Tesla's first European car and battery plant. The Brandenburg state government told news agency DPA that at least 3,000 people could be employed at the factory, and that the number of employees could rise up to 8,000 after an expansion.

Construction on the massive project is slated to begin in the first three months of 2020, with the plant expected to be up and running by the end of 2021.



We will be getting the MAMA studio complex ready for a strong start of operations - during its 18 months building phase -

- · with a concentrated client acquisition drive
- a multi-platform media and marketing campaign, creating industry awareness and positioning

