


MAMA

F I L M W O R X

The new generation film studio

Investor Info 2021

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



Traditional film studios are not equipped

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



A myriad of smaller production facilities

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

Profound changes in viewing behaviours

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



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 turn-around - 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

**Worldwide a robust growth market -
the big picture of the big screen**

\$ 41.7 Billion

\$ 136 Billion

Source: Statistica

**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

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

Source: Google

82%

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%

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

MAMA
FILM WORX



FILM & ENTERTAINMENT

Film & TV Productions
Broadcast & Cable Networks
Independent Filmmakers
Online Film Content Platforms
Digital Film Content Providers
OTT Channels



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

This is why we created
the studio of the future
and called it

MAMA

FILM WORX

“MAMA will be more than just a film studio. It will be **the** go-to, high quality production partner in this new era in film, as well as a home and family for the next generation of international film professionals and creatives.

Joséphine Dunn

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**



Contact

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