Best Movie Experience in the World
Brazil  Russia  India  China

400 Screens
Brazil

Russia

India

China

80

50

20

250
Theater Partnerships
Promotional Campaign

- Rede Globo
- Brazil National Soccer Team
- Series A League
Theater Partnerships
Promotional Campaign
Projected Combined Cost and Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$44,000,000</td>
<td>$44,000,000</td>
</tr>
<tr>
<td>2017</td>
<td>$55,000,000</td>
<td>$55,000,000</td>
</tr>
<tr>
<td>2018</td>
<td>$64,000,000</td>
<td>$64,000,000</td>
</tr>
<tr>
<td>2019</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
</tr>
<tr>
<td>2020</td>
<td>$20,000,000</td>
<td>$20,000,000</td>
</tr>
</tbody>
</table>
Projected Return on Investment

Year

Return On Investment

2020: 50.00%
2019: 40.00%
2018: 50.00%
2017: 20.00%
2016: 5.00%
Number of Theaters

- China
- Brazil
- Brand Awareness growth %

Year | China | Brazil | Brand Awareness growth %
--- | --- | --- | ---
2016 | 80 | 10 | 0
2017 | 80 | 15 | 10
2018 | 60 | 20 | 15
2019 | 15 | 15 | 15
2020 | 15 | 15 | 20
Marketing Campaigns

Cost

<table>
<thead>
<tr>
<th>Brand Campaign and Partnership</th>
<th>Cost (US Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil Sponsorships</td>
<td>$3,000,000.00</td>
</tr>
<tr>
<td>Brazil Broadcasting</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>Brazil Promotion</td>
<td>$1,500,000.00</td>
</tr>
<tr>
<td>China Sponsorship</td>
<td>$2,000,000.00</td>
</tr>
<tr>
<td>China Promotion</td>
<td>$2,500,000.00</td>
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<tr>
<td></td>
<td>$3,000,000.00</td>
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</tbody>
</table>
Why not Russia?

Russian Ministers Call for Tax on Hollywood Films

By Anastasia Bazenkova, Peter Hobson | Jun. 28 2015 20:19 | Last edited 20:20

U.S. blockbusters still blow local competitors out of the water in Russia, earning 80 percent of total box office revenue in the country.
Russia Cons

• Yuri Kara called for ban on U.S. films.
• Russia’s population is expected decline.
• Lowest urban population expected percentage increase.
• Global tensions between the U.S. and Russia.
• In 2020 the total addressable market is only 49.49 million.
Why not India?
India Cons

- Lowest Hollywood Box Office share.
- Bollywood loyalty relative to Hollywood films.
- Estimated 4% of population is middle class and above.
- Ticket prices average $2 - $4, and IMAX prices are 4X that much.
Brasilia