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360 Degrees Media Ventures
Short Introduction

April 2015

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Executive Summary

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- 360 Degrees Media Ventures Limited (360) is a new Yorkshire based company that will capitalise on the growing number of opportunities in the media sector outside of central London and the South of England.
- 360 is developing a new, vertically integrated studio in Yorkshire that has national and international reach, a Northern Media Powerhouse.
- In Phase One 360 wants to raise £10m, structured as:
  - £5m - Equity for 20% of the company
  - £5m - Debt
- The company is predicted to break even in Year One before going on to generate an operating profit margin of 6% in Year Two and 30% in Year Three.
- The investor exit will be achieved either through a Stock Market flotation, depending on market conditions, between 2018 or 2022, or through a trade sale.

The Business

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- Set up by ex-MD of The Walt Disney Company, Alistair Maclean-Clark and Yorkshire media entrepreneur Nick Wild, who have 60 years combined experience in the sector.
- 360 have secured a deal with York University's Theatre, Film & Television Department (TFTV) to commercialise its state of the art facilities and take over the existing commercial business coming through the University.
  - This has been under marketed and is only generating £100k per annum. It is anticipated that this will grow to over £1m within the first 12 to 18 months.
  - The deal will give 360 an option to build and manage an additional commercial studio space on site as part of Phase 2 development.
  - 360 have secured a deal for York University with a leading Chinese media group to invest in an expanded TFTV, an investment of circa £80m. 360 will also commercialise this facility.
- 360 will work in partnership with regional media financier Screen Yorkshire to attract, fund, produce and provide the post-production for both film and TV projects utilising the TFTV facilities.

The Business Proposition

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- 360 will target UK and US film and television producers and studios to offer a cost effective integrated package of services and facilities.
- 360 will generate revenues from each stage of the production and post-production process including:
- Post-production services
  - 360 will provide post production and Visual Effects (VFX) services to productions, generating an estimated 20% net profit from the first project onwards.
- Financing
  - 360 will be paid an Executive Production Fee of approximately 5% of the budget and subsequent interest and arrangement fees for the provision of financing for film and TV projects.
  - Focus will be on the provision of low-risk collateralised senior debt.
- Studio rental
  - 360 will generate a profit from renting studio space and associated ancillary office and production space.

Phase One Structure

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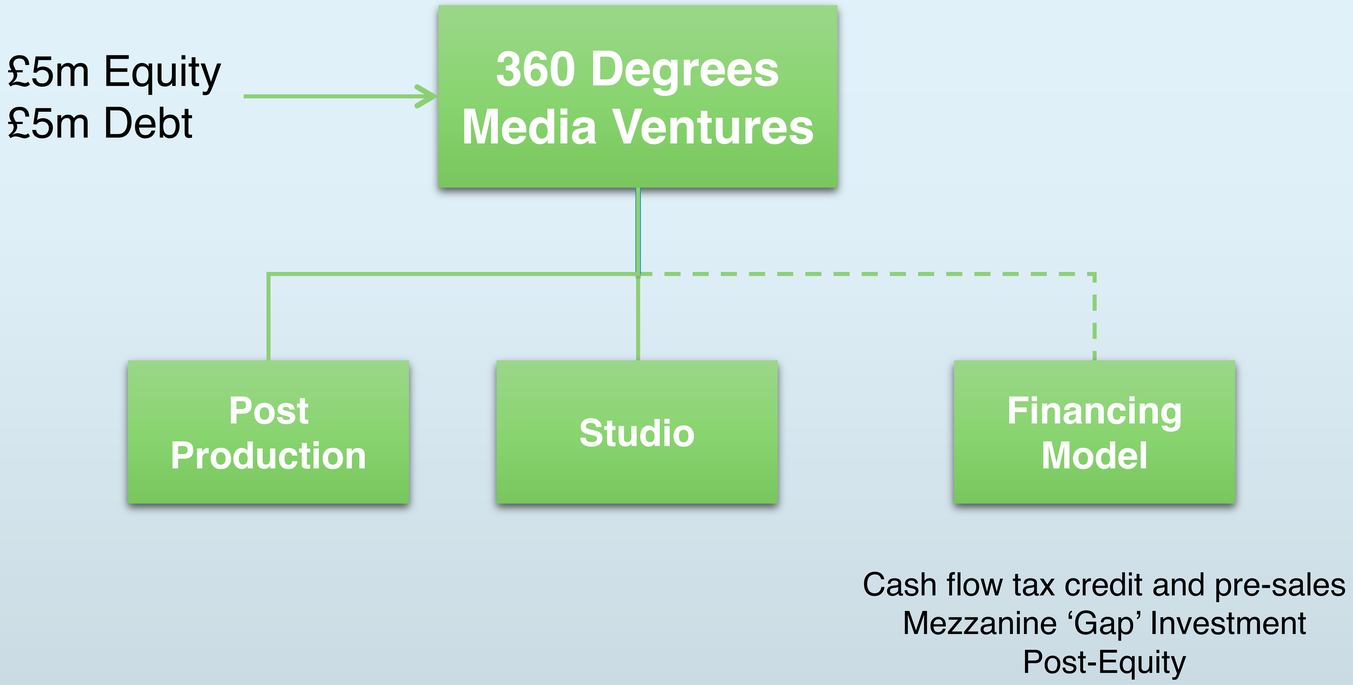

Key Management Team

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Sir Nigel Knowles (Non-Executive Chairman)

Founder and managing partner of leading global law firm DLA Piper. DLA Piper is a global law firm with 4,200 lawyers in the Americas, Asia Pacific, Europe and the Middle East. Their clients range from multinational, Global 1000, and Fortune 500 enterprises to emerging companies developing industry-leading technologies. Nigel is a Visiting Professor at Sheffield University and also the first Chairman of the Prince's Trust International.

Alistair Maclean-Clark (Managing Director)

Alistair is an experienced film financier and film/television production executive with over 34 years in the industry. His career includes a senior management role as Managing Director at The Walt Disney Company in Europe, where he managed a staff of 90 across Europe and produced programming in excess of £9m per annum. Since then Alistair has raised and managed UK film production and development funds in excess of £18m over the past 13 years and secured the first private investment deal with BBC Films. As a Producer his recent career has included the production of 9 feature films and one television series with budgets ranging from £1.5m - £18m.

Nick Wild (Chief Operations Officer)

Nick is an experienced senior media executive who has creative experience in media production and the development of innovative media financing structures. Nick was Managing Director of leading Yorkshire vertically integrated media and IP company The Music Factory Entertainment Group, and was behind the launch of two successful You Tube channels each with over 200m views. Nick was also instrumental in the development of U-Explore, an award winning educational video content provider.

Management Team

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Peter Touche (Fund Manager)

Peter is an experienced film financing professional having worked at executive level for some of Europe's largest and most successful film financing companies. After a 3 year tenure at Grosvenor Park as Finance Director where he closed over £500m of film and television deals, he went on to become Operations Director at Ingenious Media for 7 years, closing a further $2bn of film financing deals.

Mark Beilby (Non-Executive Director Finance and Education)

Mark was successively Head of European Media research at SG Warburg, Deutsche Bank, JP Morgan and Dresdner Kleinwort where he was part of a team that financed over $2bn of Hollywood hedge fund film slate deals. He was rated top European Media Analyst for nine years by Institutional Investor and Reuters surveys. He co-founded the Ingenious Senior Film Fund of which he is a Director, and which provides Gap funding for independent films with budgets above $10m.

Mark previously worked as a tutor at Oxford University (Oriel and Balliol Colleges) and has been a visiting Lecturer in Film and Television Finance at the Cass Business School and a business mentor for NESTA, coaching companies in the Creative Industries.

David Charters (Non-Executive Director – Finance)

David is a former diplomat turned investment banker with SG Warburg and Deutsche Bank and is a partner in investment banking firm Partner Capital. He sits on numerous corporate and charitable boards and is a co-owner of the leading business networking organisation the D Group. He is a published author of financial fiction and a regular commentator on City and business matters.

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David Pitman (Consultant)

David has twenty experience in wealth management most recently as CEO of Broadstone Pensions and Investments and before that as CEO of Close Wealth Management and a Director of Merrill Lynch Private Clients. With senior roles at Gemini Consulting and as Director of Marketing at the London Stock Exchange he has extensive knowledge of the wealth management and finance sector and previously chaired AIM Europe creative a group-wide marketing function to project a more powerful and cohesive corporate image for the brand.

Lexie Hope (Marketing and Investor Relations)

Lexie joined Cobens Capital in November 2014 as the Head of Capital Distribution. She has spent over 30 years in the financial markets working in London, New York and Singapore. Lexie began her career at Lehman Brothers in 1985 holding several senior fixed income sales roles before moving across to the buy-side in 2007. Lexie has worked with a variety of managers across a range of products/projects including: Fixed Income and Venture Capital/Private Equity (Media, Music & Sport). Prior to joining Cobens, Lexie was the Head of Fund Marketing at Prytania Investment Advisors.