

AFRICA DIGITAL MEDIA CITY (ADMC) FILM STUDIOS & SAFARI

(Land development proposal)



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Authored by: Michael
Moet
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PROJECT INTRODUCTION

ADMC wishes to develop a state-of-the-art film and television production studio precinct at the 5 star Legend Safari Resort in Limpopo Province (www.legend safaris.com). The project will be an integral part of Limpopo's vision to build a smart city legacy of sustainable development in the Province in keeping with South Africa's President Cyril Ramaphosa's recent announcement to attract post Covid 19 international investment and move the country towards the forth industrial Revolution (4IR). The project is designed to integrate a world class film and TV production location hub into Legend's pristine nature reserve and hospitality destination. To undertake this development, ADCMC is on a quest to bring on board both local and offshore investor partners. The initial project cost is estimated at between \$1Billion and \$500 Million which would include a site feasibility study, studio infrastructure development and indigenous content production.



OBJECTIVES



- The objective is to build Africa Digital Media City on 10 to 15 hectares of land to be invested by Legend Safari Resort as part of a title deed/ agreement - empowerment deal.
- Assemble local and international investors
- Engage Provincial and national government on trade zone incentives
- Help underserved communities fulfil their aspirations for participation in the digital media age economy
- Host a regional (SADC) annual Transfrontier media expo & indaba–Wild Africa Festival (WAF)
- Service the production and location needs of the film and TV industry in SADC, Africa and the world

AIM & OBJECTIVES



- Introduce an undiscovered production and hospitality destination to the film world, Limpopo province; Africa's Eden.
- Promote a new Media centre to be built in Limpopo: Africa Digital Media City (ADMC) to create world class media products for Africa and the world
- Promote Limpopo as a new production location and a film gateway into Southern African and the Trans frontier
- Promote new business relations between African countries fostered by ADMC and Legend
- Promote a new genre of film making designed to uplift communities across in Limpopo and South Africa
- Promote ADMC Community Rural Centers (CRC), some of which have Broadband/Audio/Video Production suites to teach and empower youth in rural community via media production to leverage their existing storytelling and cultural value.

What we understand...

R5.4 billion

film industry contribution to South African GDP in 2016/2017 financial year



300 million

consumers that make up the SADC region

21 656 people

employed in South Africa's film industry in the 2016/2017 financial year



Integrate the regional film industry under one common market or hub to be located in Lanseria creating a balance rural and urban development



\$1 billion

investment required, split between Infrastructure & Content



The core business activities of ADMC are:



1. Property development
2. Film & TV production
3. Event production & marketing
4. Film & TV content development

ADMC's market is divided into the following segments and demographics



ADMC shall seek to enter into a joint venture with an international Major studio, independent production company in Canada and the U.S., and/ or with co-production countries



398 productions

in South Africa of which 256 were indigenous South African while 77 of these were co-productions, and 65 were foreign productions



WHY

South Africa is increasingly becoming an international production and hospitality destination of choice due to:

- spectacular locations, service & hospitality
- warm all season climate
- low Dollar to Rand exchange rate – 23% more production value
- highly skilled production crews
- generous foreign production rebate incentives, and
- low cost of labour
- co-production treaties with a number of countries
- connectivity & technology – world class
- abundance of diverse acting talent
- pandemic proof
- pro nature conservation

On the domestic front and in a region of 16 Southern Africa Development Community (SADC) with a household population of 300 Million, the demand and consumption of streamed content is on the increase.

The 4IR has unleashed domestically new terms of how film productions are funded, commissioned and distributed resulting in new channels for skills development, training and a demand from streaming platforms for locally produced content.

SADC region demographics are made up of youth of 15 -35 olds who consume content via smart devices in the 4IR where 'content is king and the consumer queen!'

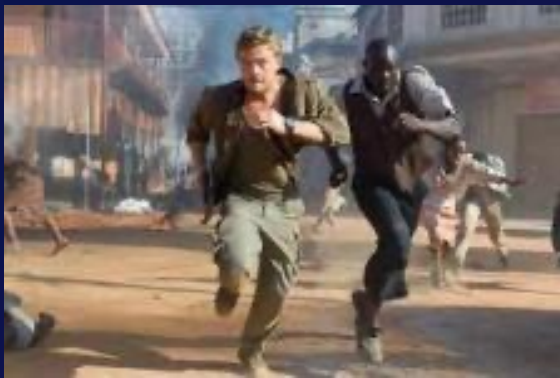
Leading international studios and producers such as Disney Plus, Netflix, Apple, HBO, Amazon Prime, Showmax and many others are driving the demand for competitively priced high end production studios and locations outside Hollywood

LIMPOPO is the gateway to Africa, making the ADMC Film & TV Studios - Legend Safari Resort partnership an attractive destination to drive the South African film industry into the region, Africa and the world



WHY?

- 80% of the world's film and TV productions are capable of being replicated in South Africa.
- Hollywood block buster star Tom Cruise recently shot the latest sequences of **Mission Impossible 8** in Hoedspruit, Limpopo.
- Besides TV adverts, many other international films such as Avengers: Age of Ultron, Mad Max, Tomb Raider, Mowli: Legends of the Jungle, UK's Dr Who series, and the sequel to Netflix's The Kissing Booth



FUTURE VIRTUAL PRODUCTION STUDIOS

African Digital Media City (**ADMC**) will build and house state of the art virtual production studios made up of three major components: virtual and VFX artists; Green screen or LED/XR walls and; powerful multiple computers. One of the biggest benefits of virtual production technology that enable film makers boost their imagination is Unreal Engine (currently 5), an open source program that is user friendly and can be downloaded for free. We shall adopt the Metaverse, a new technology platform which blurs digital and physical worlds, private and public networks, and offer unprecedented interoperability of data, digital items/assets, content, across each of these experiences.



WHAT



- ❑ African Digital Media City will be a cutting edge technology hub that will compliment the multi million dollar 5-star Legend golf and safari resort located current in Mokopani, Limpopo Province.
- ❑ The media hub shall house sound studios, offices, animation and film production academy, production equipment. Props, office space, accommodation, and so forth.

We plan to build in phases the following:

- ❑ Sound stages 1, 2, 3 (5,000 square meters)
- ❑ Residential hotel suits (If Legend not building one)
- ❑ Animation and film production training Academy
- ❑ Equipment rental hanger
- ❑ Underwater filming tank
- ❑ Production accommodation: staff and timeshare accommodation
- ❑ Office space
- ❑ Recreational health & fitness facilities

COMING SOON TO LEGEND

WILD AFRICA FESTIVAL

FILM

SAFARI

ICT

CONSERVATION

AWARDS



WILD AFRICA
FESTIVAL

About Wild African Festival (WAF)

WAF is a marketing event promoting Limpopo as a trailblazer in film production infrastructure, ICT, safari and conservation destination.

WAF is the marketing arm of Africa Digital Media City (ADMC) which aims to position Limpopo Province into a regional media and innovation hub, a film production gateway into SADC member countries and the continent

WAF program is divided into the following:

- film studio & media technology (ICT)
- safari & golf - challenge
- wildlife conservation
- Rhino awards ceremony to honour local and global captains of media industry from Mzansi (South Africa), Hollywood, Nollywood to Bollywood, Africa, and the world





WHERE

Legend golf and safari resort shall be the primary location to host both Africa Digital Media City development and the Wild Africa Festival & Indaba.



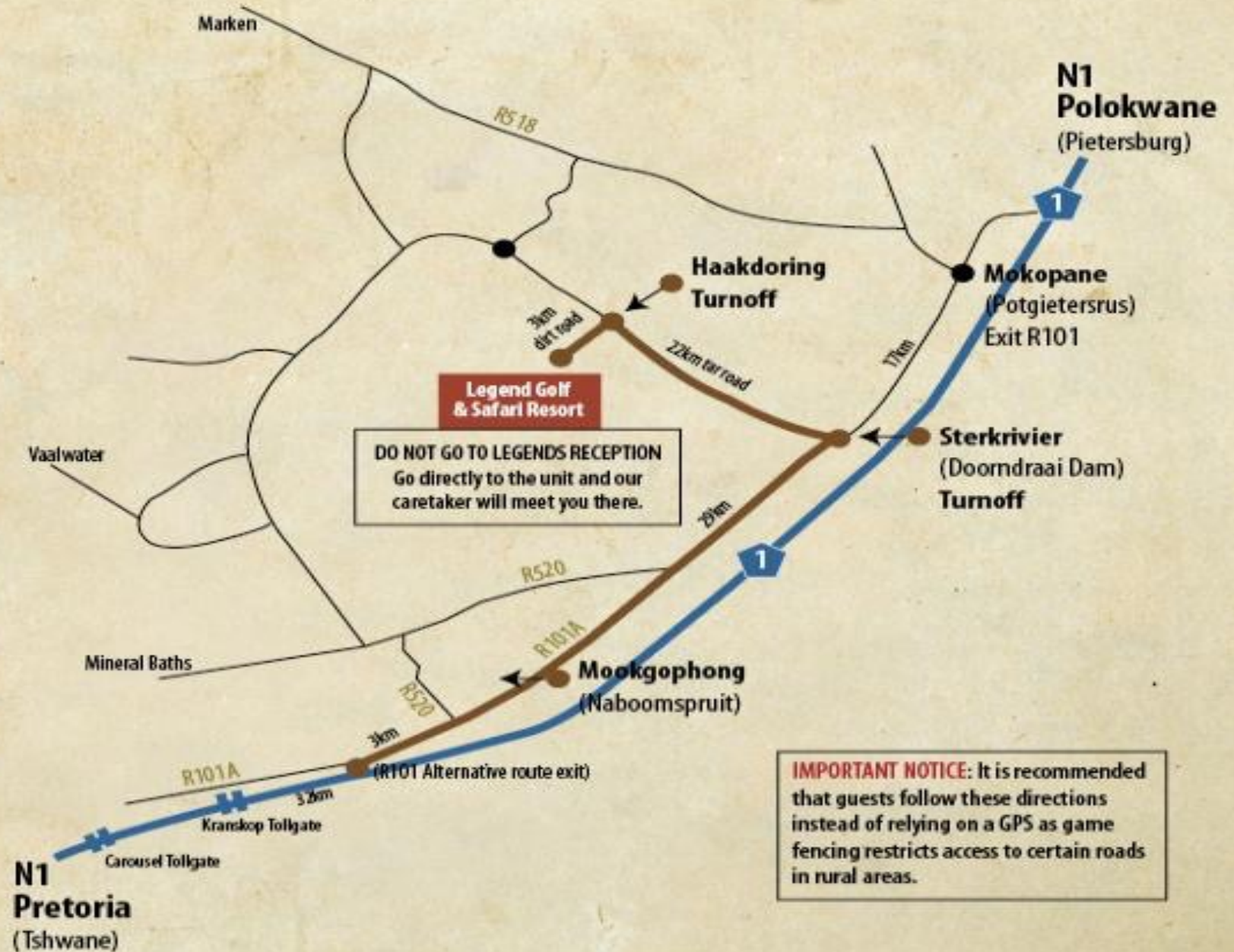
DIRECTIONS TO LEGEND GOLF & SAFARI RESORT

Road directions from Pretoria:

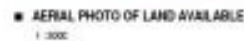
- Take N1 North highway from Pretoria to Polokwane (Pietersburg).
- Keep on the N1 through Carousel and Kranskop tollgates.
- Travel a further 32km on the N1.
- Take the Mookgophong (Naboomspruit) R101A offramp/exit (Route 289).
- Drive 8km to Mookgophong (Naboomspruit).
- Drive straight through the town of Mookgophong (Naboomspruit) on the R101A (29km) till you reach the Sterkrivier (Doorndraai Dam) turnoff (Legend Golf & Safari Resort signboard).
- Turn left and continue for 22km till you reach the Haakdoring turnoff.
- Turn left and continue for a further 3km on gravel road until you reach the traffic circle and the LGSR entrance on your right-hand side.
- Enter through the security check-point and make your way to your booked unit – our caretaker will meet you there (see Legend Golf & Safari Resort map). Do not go to Legend's Reception.

Road directions from Polokwane:

- Travel through Mokopane (southerly direction) towards Mookgophong (Naboomspruit).
- Travel 17km till you reach the Sterkrivier (Doorndraai Dam) turnoff (Legend Golf & Safari Resort signboard).
- Turn right and continue for 22km till you reach the Haakdoring turnoff.
- Turn left and continue for a further 3km on gravel road until you reach the traffic circle and the LGSR entrance on your right-hand side.
- Enter through the security check-point and make your way to your booked unit – our caretaker will meet you there (see Legend Golf & Safari Resort map). Do not go to Legend's Reception.



Legend land acquisition
(10 – 15 hectares)



INITIAL DESIGN IDEAS

© LEGEND GOLF & SAFARI RESORT

Prepared for MICHAEL MOETI

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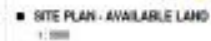
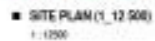


ID	Investigator	Date	Page
01	CONRADT, TONY (SP000000)	06/01/2012	1

Project No. 00078
Completed
Issued Date: 01/15/2002
Accession No.
Cost: \$0.000000
Project Summary & Financials
Project Description: This project is a study of the effects of the 1997-1998 El Niño event on the climate of the United States. The project is a study of the effects of the 1997-1998 El Niño event on the climate of the United States. The project is a study of the effects of the 1997-1998 El Niño event on the climate of the United States.

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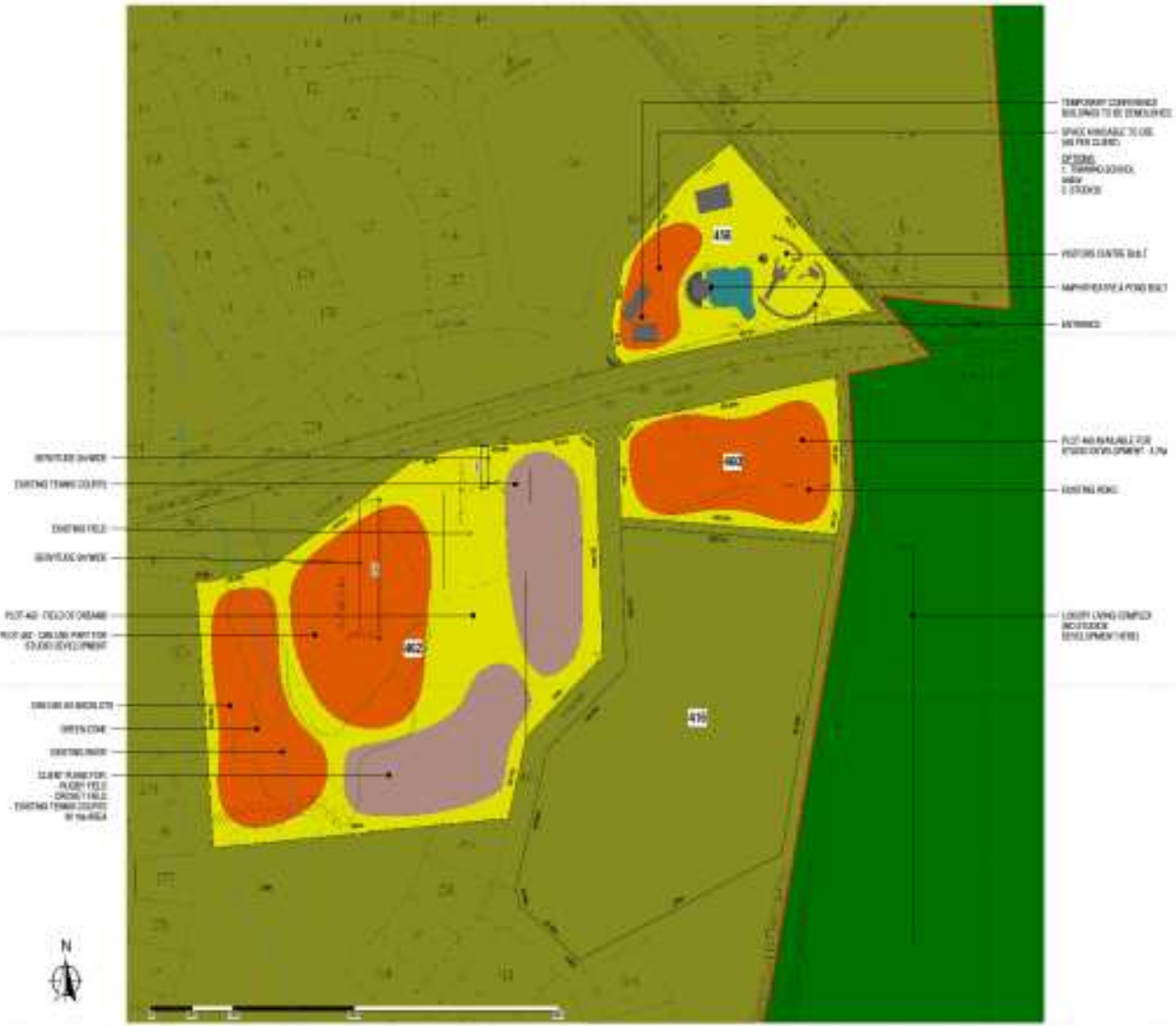
ADMC master plan concept



EXISTING SITE PLAN

HOW

ADMC master plan concept



1 SITE PLAN - EXISTING
1 : 5000

Site Schedule - Existing		
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@ LEGEND GOLF & SAFARI RESORT
Prepared for MICHAEL MOETI

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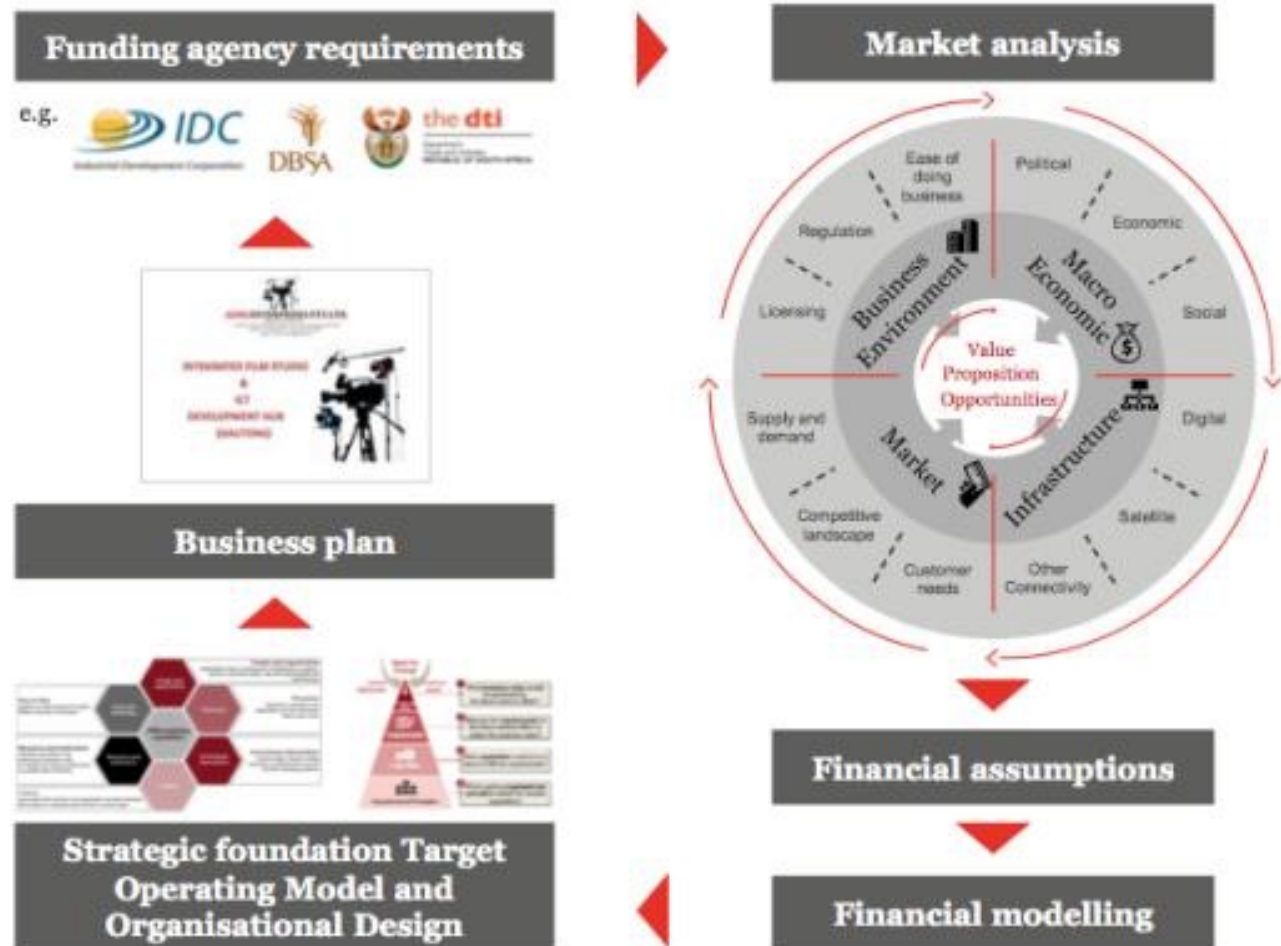
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THE BUSINESS CASE

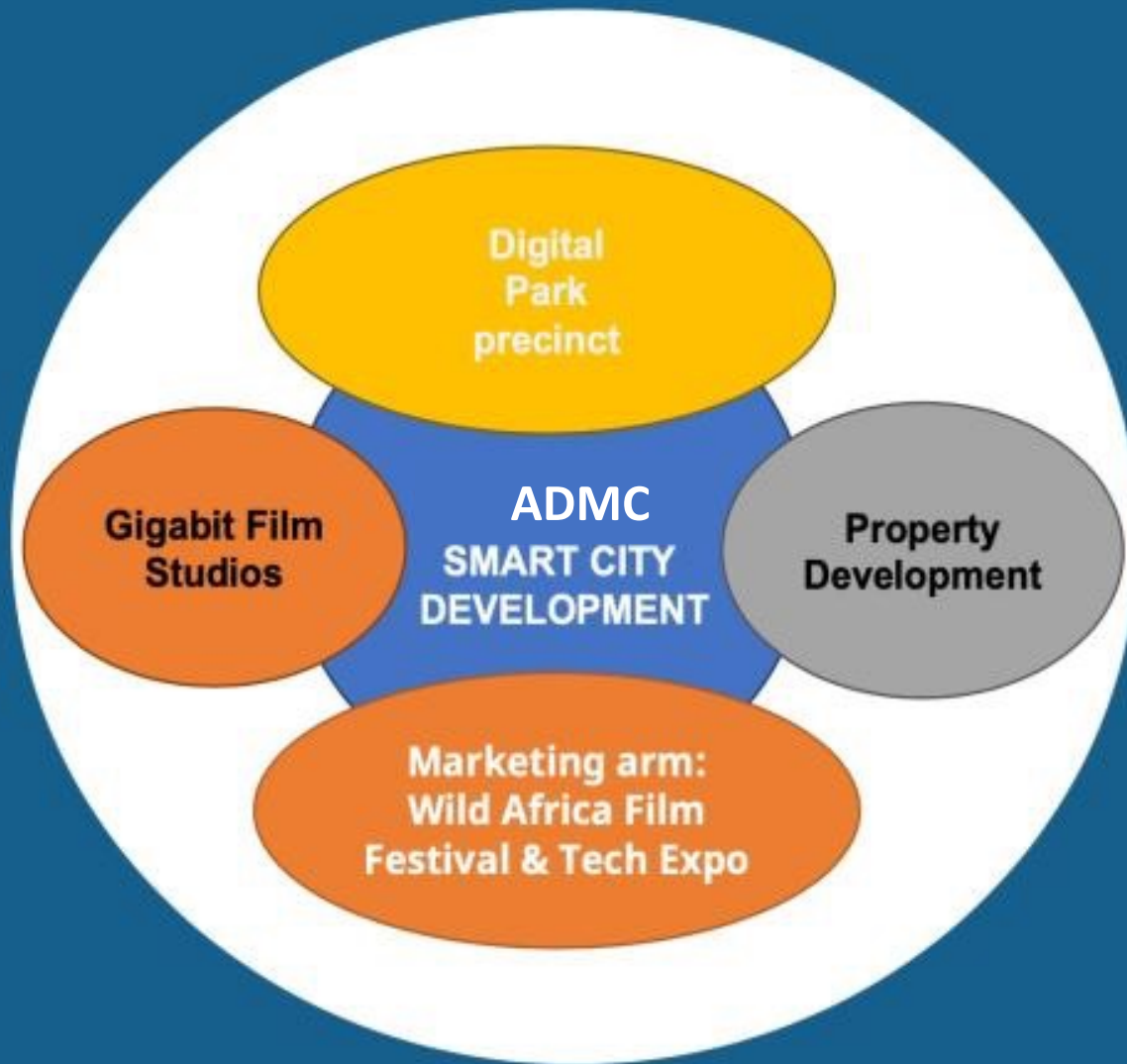
Based on our global experience in the entertainment and media sector, we are well-positioned to assist ADMC in crafting a compelling business plan delineating the feasibility of the project to present to potential investors

Our approach aims to assist ADMC in defining their strategic foundation, whilst meeting the investment requirements of various investors

Having built investment cases for various organisations, we believe a consistent focus on investment criteria needs to be met



OUR CORE BUSINESS



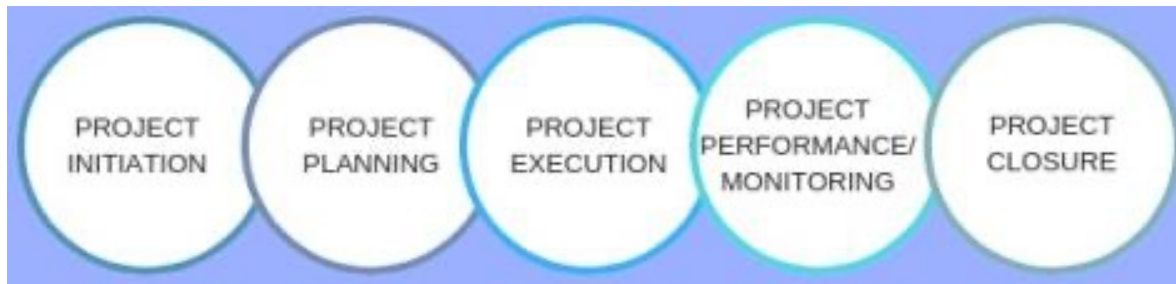
Working with Mokopane Local City, Limpopo Economic Development Agency, the National Department of Sports, Arts and Culture, Tourism SA, Brand SA, Limpopo Tourism Agency, ADMC plan to targets and attract new foreign direct investment, facilitate growth of investment and look after the retention of foreign investors in Limpopo Province, while also working on enhancing the overall investment landscape.

Our team will guide new investors through the various stages of the investment process, advising on the business location, the legal structure that best fits their needs, as well as linking them to government and non-government bodies as required.

Additionally the team offers on-going support for the growth and expansion of established companies in within ADMC, and undertakes voicing investors' concerns that may be inhibiting growth or development and affecting the overall investment environment

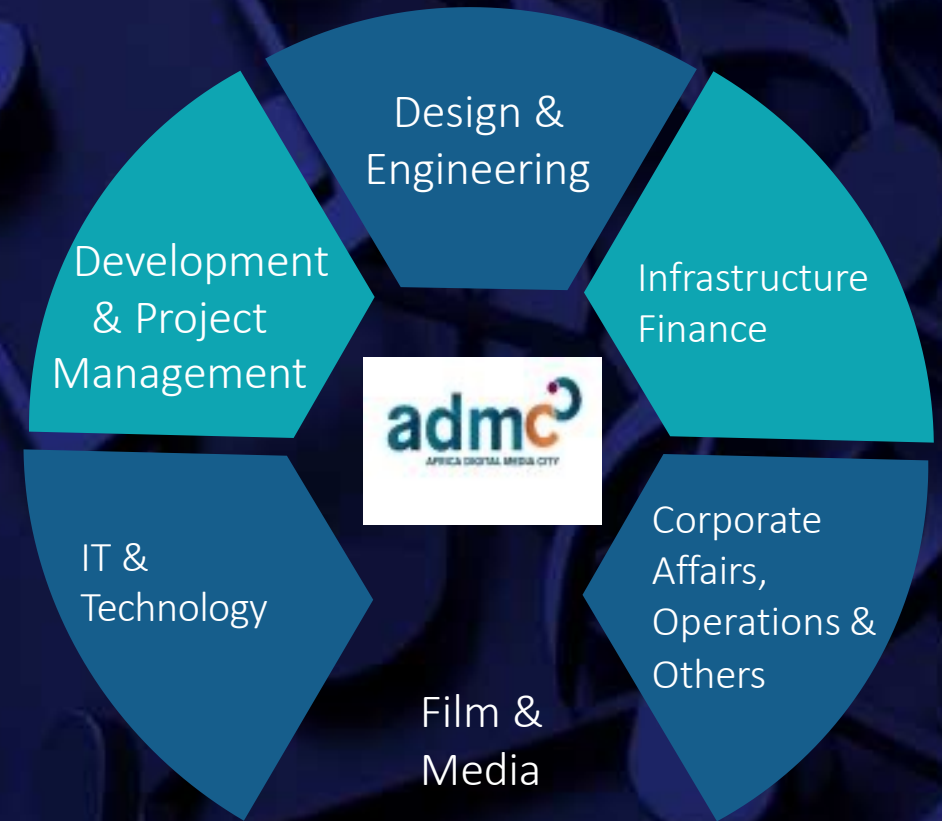
PRELIMINARY PROJECT PLAN

Phase/Stage Description	Milestone
Pre-Feasibility	January - September 2024
Feasibility/Prelim Business Case & Seed Capital	November. 2024 - April 2025
Stage 0 [Final Business Case Signoff & Fundraising]	May – August 2026
Stage 1 [Initiation/Inception]	September – December 2027
Stage 2 [Concept & Viability]	January – April 2028
Stage 3 [Design & Development]	May – August 2028
Stage 4 [Documentation & Procurement]	September – December 2028
Stage 5 [Works/Construction]	February 2029 – December 2030
Stage 6 [Project Close Out/Operations Commence]	February 2031

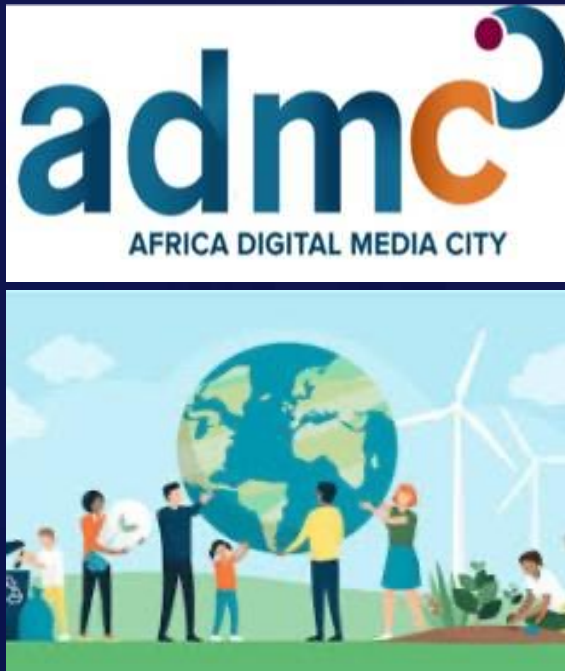


THE ADMC CORE TEAM

- Michael Moeti (CEO)
- Lehana Khalema (Project Manager 1)
- Ian Aitken (Project Manager 2)
- Hitesh Patel (Architect & Investment)
- Charles Cele (CFO)
- Bhekie Khumalo (Financial Manager)
- Gugu Nyoni (IT & Software Development)
- Hussain Majam (Infrastructure Finance)
- Adam Juma (Filmed Content)
- Stanley Loh (Offshore Financier & Smart City Strategist)
- Judge Sibanda (Legal Affairs)



ADMC – WHO WE ARE



- ADMC Is a dynamic and independent black empowered media and entertainment company with a big vision. It was incorporated in 2012 and conceived as a vehicle to create true economic empowerment in Africa through creating infrastructure and processes that will unleash the creative energy of African people to create world class cultural products in music, film, print, online, gaming and other media forms while generating wealth for themselves.
- ADMC firmly believes in the power of collaboration to develop sustainable industries and create wealth. ADMC is made up of principals with over 20 years of skills an experience acquired both locally and internationally. Through its core businesses in the digital publishing, TV, Film, and content media, ADMC pursues a convergence strategy to leverage each division to achieve the greatest economy of scale and supporting synergies.
- ADMC seek to pursue strategic partnerships with private industry and governments around the world to create the infrastructure necessary for sustainable economic development and empowerment of Africans in Africa.

The core business activities of ADMC are:

- Publishing & Digital Solutions (research, analytics & software development)
- Film & TV content production
- Festival event Production
- Smart City property development

RECOMMENDATIONS & WAY FORWARD

1. ADMC in consultation with Legend (Private Land Owner), Mokopane Municipality and Provincial and National Government Departments to secure the following:
 - **Land Availability**
 - **Precinct Plans**
 - **Accelerated Township Development Plans**
 - **Bulk Infrastructure Contributions**
 - **Strategic Partnerships & Stakeholder Management**



RECOMMENDATIONS & WAY FORWARD



- Title deed, launch dates and logistics to be negotiated with Legend
- Sponsorship from private and public sector partners to be Local and international investor partners to be formally engaged
- Final WAF program development to be coordinated by ADMC
- Provincial and national government partners to be engaged
- SADC and AU member countries to be engaged

LEGEND – ADMC UNDERSTANDING



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24 February 2014

Michael Mosti
Lanisign (Pty) Ltd trading as
Trans Atlantic Media & Entertainment
4 Railway Street, Berea Park
Pretoria 0002

LETTER OF INTENT – DEVELOPMENT OF AFRICA DIGITAL MEDIA CITY & LAUNCH OF THE INAUGURAL ANNUAL LIMPOPO TRANSFRONTIER MEDIA EXPO & INDABA

Dear Michael,

We hereby confirm that as part of Legend's ongoing development of the resort into a world class golf and safari resort, we welcome your intent to develop a regional media and tourism hub called Africa Digital Media City (ADMC) within the resort.


We therefore agree in principle to empower you and company, Laniscope and Trans Atlantic, with land (approximately 5 hectares) to enable you to proceed with this proposed development as outlined in your ADMC master plan and subject to the terms and conditions which are currently being finalized into an agreement.

We deeply share your vision to utilize ADMC as a foundation to create a regional media and tourism hub at Legend which would result in hundreds of jobs for the Limpopo province.

Upon the terms and conditions of our agreement being finalized, we shall thereafter await the commencement and finalization of your ADMC feasibility study along with an investment plan for the development of the property.

We further welcome your intent to plan and host the inaugural Limpopo Transfrontier Media Expo & Indaba (LTMEI) as an annual event to market and attract investors to ADMC. In that regard, we have instructed our manager of International marketing, Marki to engage with yourselves in the planning required and to see how best we can partner to make your proposed event a resounding success. We look forward to a mutually beneficial relationship with you and your business partners.

Yours sincerely,


Peter Cilliers CEO
Legend Lodges Hotels & Resorts

Directors: P J J Cilliers / M C Cilliers / J A Honiball, P da Sylva

WHERE NATURE, CONSERVATION AND SAFARI CONVERGE





Thank You!

For further information please contact:

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