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# Introducing RE Studios

— September 2023 —

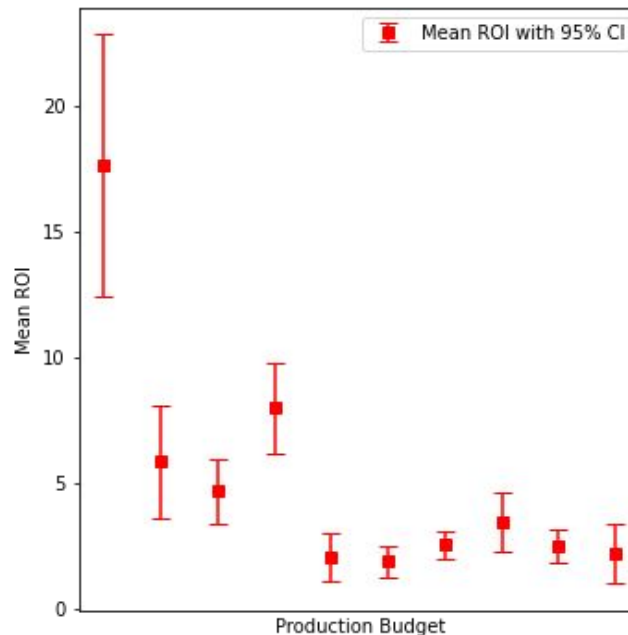
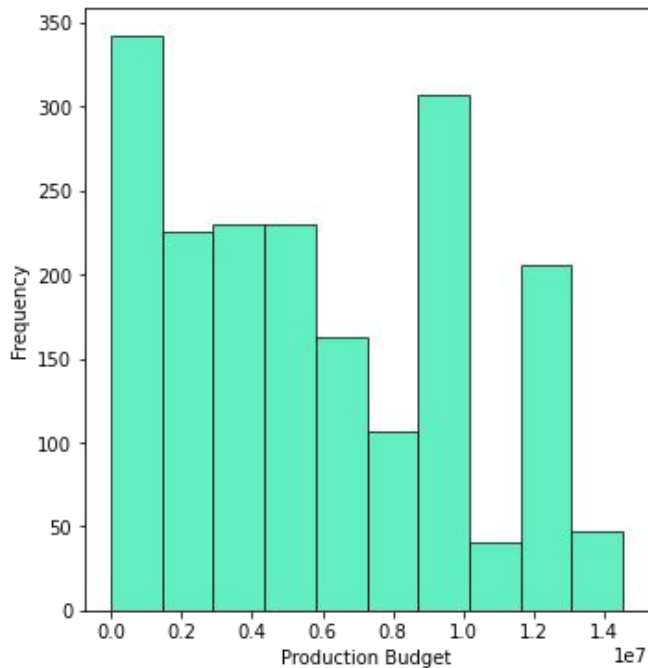
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# Introduction

- RE Studios evaluated data from historical film performances in order to determine:
  1. Investment capital distribution to optimize returns
  2. Genres to focus on, ensuring high investment returns and ratings
  3. Annual release schedule to optimize profitability
  4. Writers and/or directors to work with
- To assess the above, we're using data from Rotten Tomatoes, IMDB, The Movie DB, and The Numbers DB

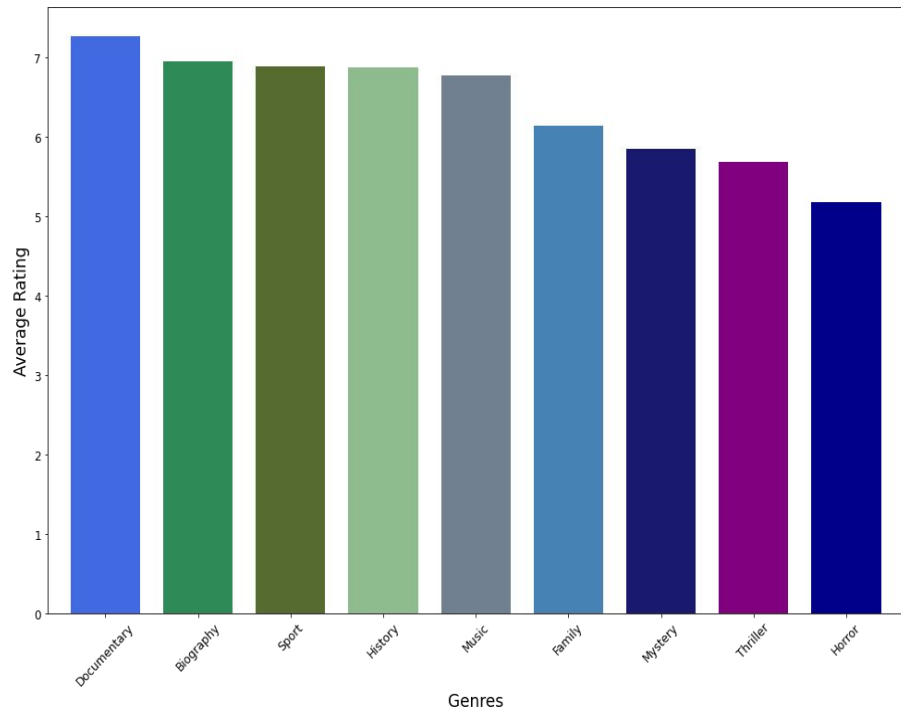
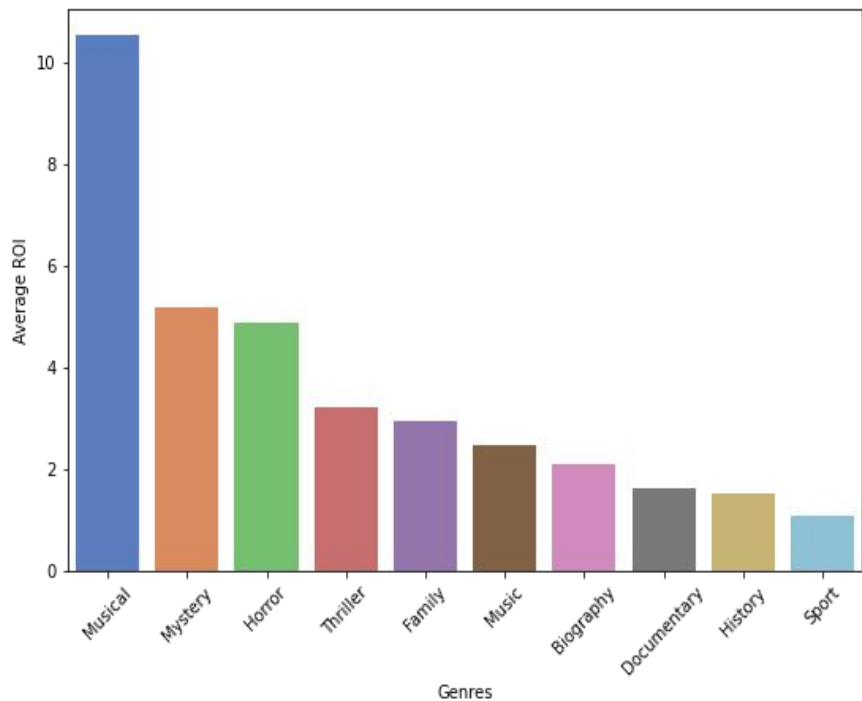
# Budget range per film for optimal returns



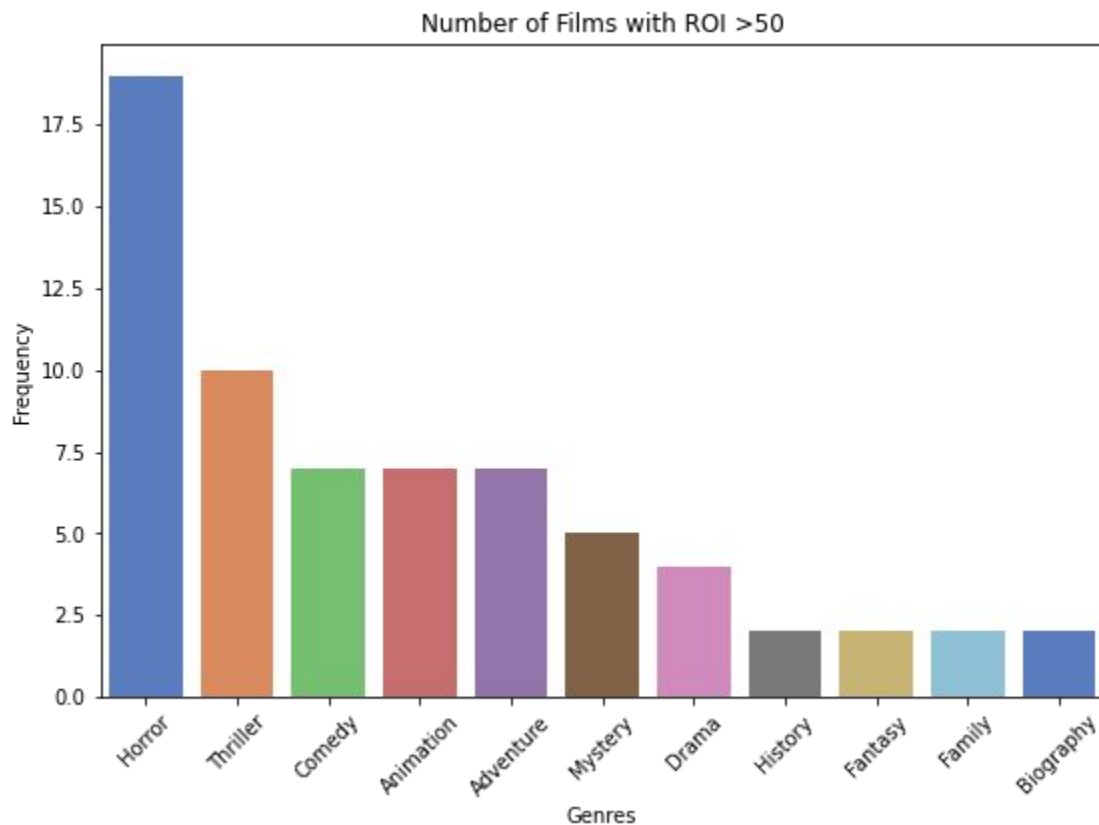
- Historical budgets range from \$0-\$15M
  - a. Budgets >\$15M not considered for a first-time investment
- Films <\$2M have potential returns of 13-21x
- Films with budget range ~\$4M return between 8-12x investment

# Focus on Genres With High Avg. ROI and High Avg. Rating

- Profitability will be primary driver in decision making; however, producing highly-rated movies is crucial in establishing legitimacy in the industry
- Focus on the following genres: Musical, Mystery, Horror, Thriller, and Family

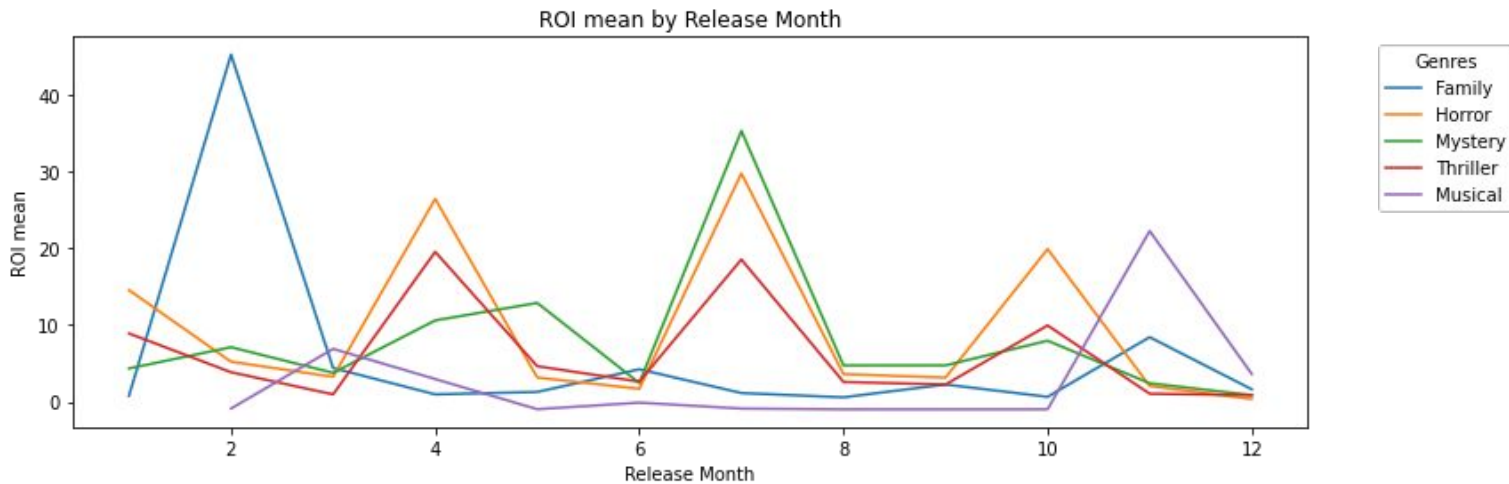
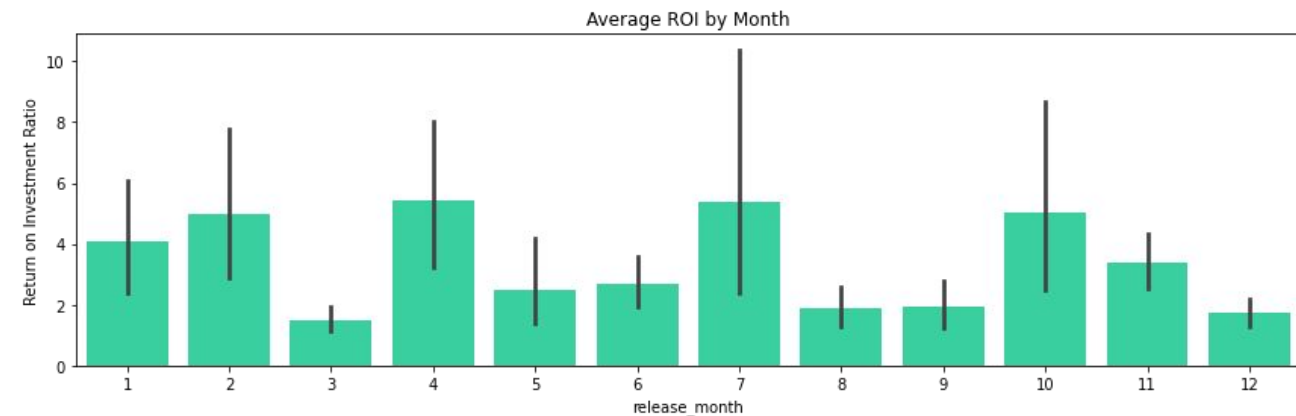


# Breakout Movies Within our Scope



Within the top 2% of ROI's, majority are horror/thriller; within our scope to deliver potential "super-high" returns

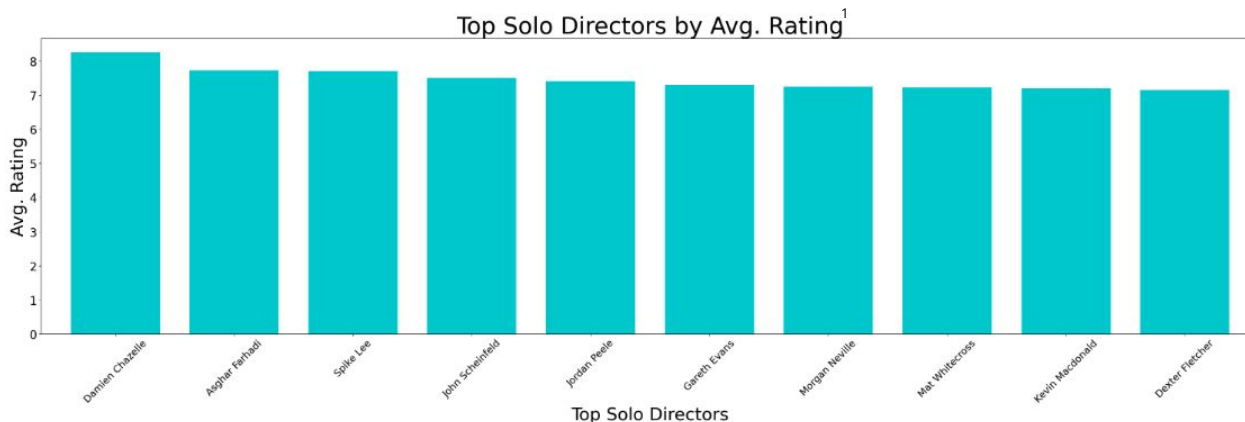
# Ideal Movie Release Timing



There is statistical significance of release date (month) on the effect of ROI; focusing on Feb, Apr, Jul, and Oct/Nov

Release Family movies in Feb (during school holidays), mystery/horror/thrillers in April, July, and Oct, and musicals in Nov

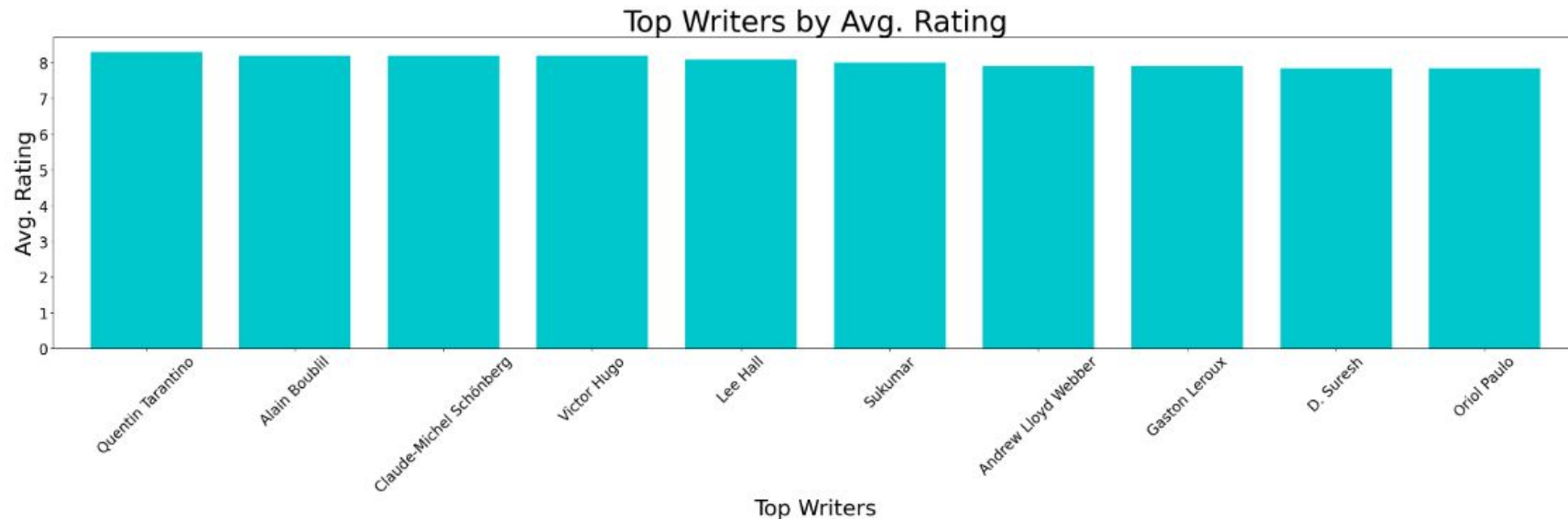
# Pursue Directors with Proven Records of Success



- We intend on working with directors whose prior movies in the genres we're focussed on are highly rated
- We found that at a 95% confidence level, movies that have a solo director on average are rated higher than movies that have a group of directors

<sup>1</sup> reflect top directors that have released at least two films in genres we intend on pursuing: musical, mystery, horror, thriller, and family

# Pursue Writers with Proven Records of Success



- We aim to work with writers whose prior movies are highly rated
- We also plan to encourage the writers whose films we choose to produce to participate in direction as well
  - We found that at a 95% confidence level, films where the writer also directs are on average rated higher than films where the writer is not involved in direction



# Conclusion

We're beyond excited for what the future holds at RE Studios with the following insights driving our business plan and eventual launch

1. We intend on pursuing projects that require ~\$4M in funding and believe with 95% confidence, these films will have a mean ROI between 8-12x investment
2. We'll focus on the following genres to optimize ROI and ratings: i) Musical, ii) Mystery, iii) Horror, iv) Thriller, v) Family
3. We will plan our releases for February, July, October, and November, as films released in these months have historically had the highest average ROI's, and we have devised a genre based annual release schedule
4. We'll aim to work with writers and directors whose prior films are highly rated in comparison to peers, and we will encourage writers to participate in direction

# Additional Considerations

1. We'd like to dive deeper into how budget and ROI are related on a by genre basis
2. As we are planning on producing films with relatively low budgets, we'd like to perform additional analysis regarding the percentage of low budget films that achieve success and produce high returns
3. In choosing films and hiring directors, we'd like to perform cost saving analysis associated with having writers participate in direction of their films

# Biographies



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