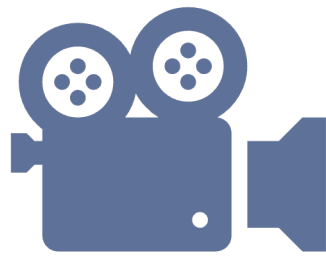


ROCKBUSTER STEALTH INC.

Sales Strategy

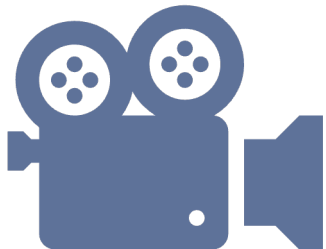
Presented by: Farid Chehraz
December, 2021



The story so far...



- No longer a startup, Rockbuster are now established
- The world is changing... moving into the digital streaming age
- Major competitors i.e. Netflix, Amazon looking to expand
- SWOT Analysis identified:
 - Strengths: Strong foothold in APAC Region & Exclusive Sports film licences
 - Weaknesses: Weak brand in North America & Middle East markets
 - Opportunities: Easier target growth through Thriller genre
 - Threats: Major competitors entering our key geographical and genre markets



Key Rental KPIs

Rental Rate

- Min \$0.99
- Max \$4.99
- Avg \$2.98

Rental Duration

- Min 3 days
- Max 7 days
- Avg 5 days

Film Length

- Min 46 mins
- Max 185 mins
- Avg 115 mins

Replacement Cost

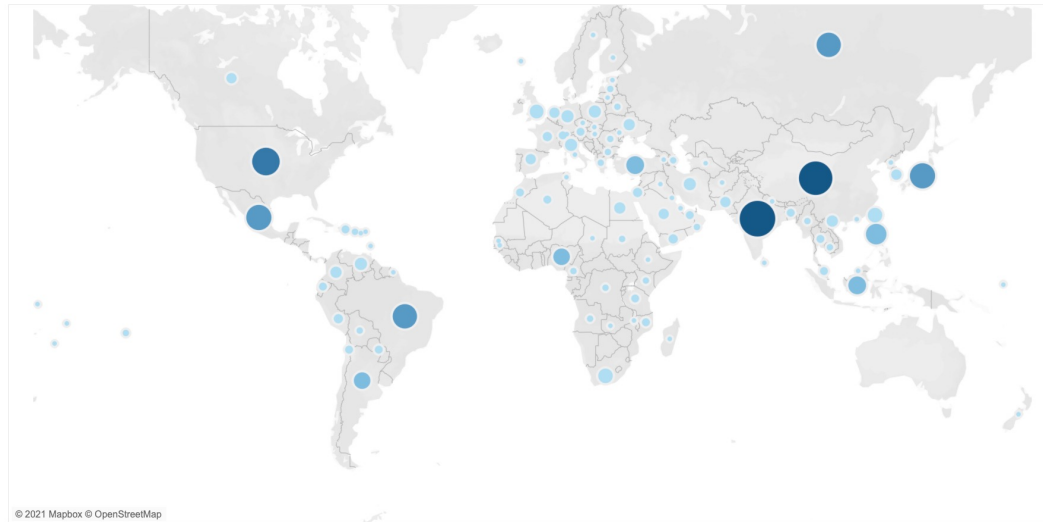
- Min \$9.99
- Max \$29.99
- Avg \$19.98

Top 10 Films

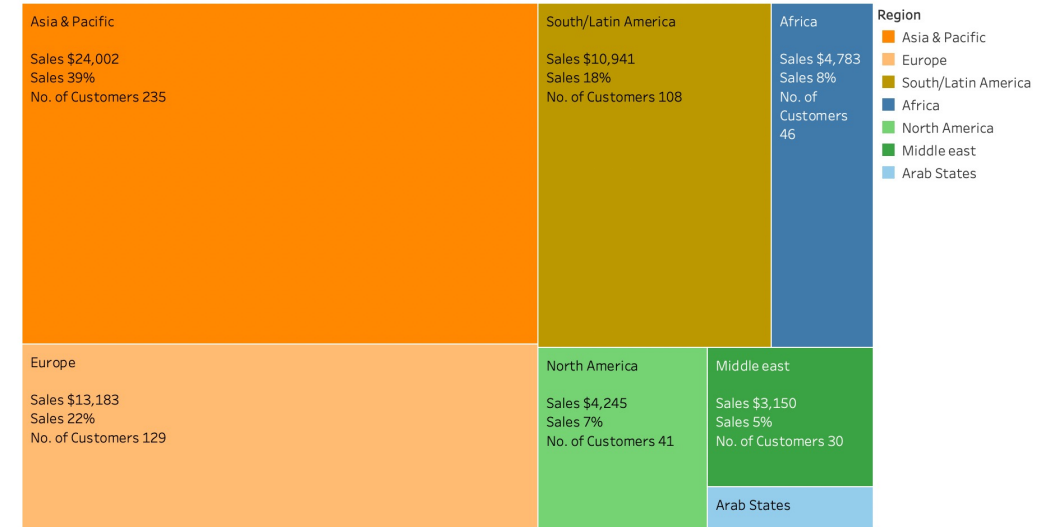
Film	Genre	Rating	Sales
Telegraph Voyage	Music	PG	216
Zorro Ark	Comedy	NC-17	200
Wife Turn	Documentary	NC-17	199
Innocent Usual	Foreign	PG-13	192
Hustler Party	Comedy	NC-17	191
Saturday Lambs	Sports	G	191
Titans Jerk	Sci-Fi	PG	187
Harry Idaho	Drama	PG-13	178
Torque Bound	Drama	G	170
Dogma Family	Animation	G	169
Grand Total			1,890

Rental Sales by Geography

Rockbuster Customers & Sales Map

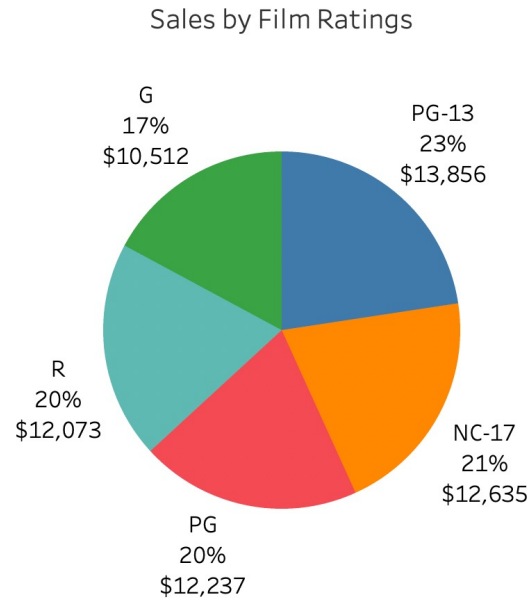


Regional Sales Treemap

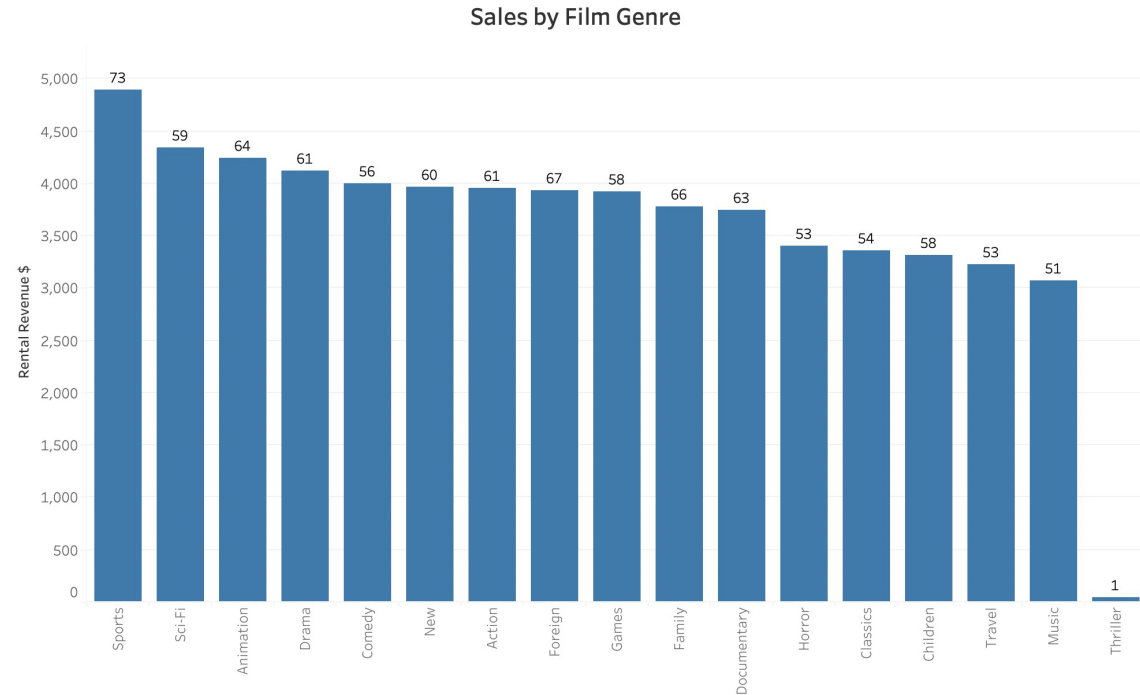


- Largest markets are Asia & Pacific, Europe and South / Latin America
- 39% of rental sales from Asia & Pacific
- Opportunities for growth in other markets?
- Do we have a large enough film catalogue to expand?

Sales by Film Ratings & Genre



- Even spread of film rating sales, catalogue well balanced for current markets
- Future aspirations?



- Exclusive sports and sci-fi film licences
- 'Easier pickings' growth in Thriller and other genres?

Future Strategies Based on Sales

Sales by Film Genre

Genre	Asia & Pacific	Europe	South/ Latin Am..	Africa	North America	Middle east	Arab States	Grand Total
Sports	1,813	1,080	959	363	322	292	63	4,892
Sci-Fi	1,555	912	814	350	297	284	123	4,336
Animation	1,718	937	799	271	302	147	72	4,245
Drama	1,672	874	714	222	330	234	72	4,118
Comedy	1,552	884	623	322	315	216	91	4,002
New	1,597	853	684	312	256	217	47	3,966
Action	1,455	963	684	339	231	224	55	3,952
Foreign	1,526	741	749	362	271	193	92	3,934
Games	1,559	863	659	338	265	185	54	3,922
Family	1,465	838	645	302	253	200	79	3,782
Documentary	1,509	733	701	296	293	145	72	3,750
Horror	1,309	638	686	308	266	159	35	3,401
Classics	1,371	776	550	259	199	180	18	3,353
Children	1,408	718	530	205	212	177	59	3,309
Travel	1,250	695	643	256	195	161	27	3,227
Music	1,231	658	502	268	228	135	49	3,072
Thriller	11	19		5	5	5	3	48
Grand Total	24,002	13,183	10,941	4,783	4,245	3,150	1,009	61,312

Customers by Film Genre

Genre	Asia & Pacific	Europe	South/ Latin Am..	Africa	North America	Middle east	Arab States	Grand Total
Sports	199	109	93	39	34	27	6	507
Sci-Fi	185	108	89	37	35	26	10	490
Animation	194	103	86	37	34	18	8	480
Drama	194	104	80	31	33	24	9	475
Comedy	186	108	84	37	32	22	8	477
New	174	101	77	36	31	21	6	446
Action	189	115	90	39	33	24	8	498
Foreign	185	95	90	36	37	25	8	476
Games	178	93	84	37	31	25	8	456
Family	192	104	83	35	31	22	8	475
Documentary	187	94	88	35	33	21	7	465
Horror	176	86	80	35	31	21	7	436
Classics	184	97	79	31	30	24	5	450
Children	183	104	78	32	34	23	8	462
Travel	168	91	85	34	23	21	6	428
Music	163	93	79	34	35	20	7	431
Thriller	3	4		1	1	1	1	11
Grand Total	235	129	108	46	41	30	10	599

- What can we do going forward?
 - 3 way strategy
 - Strengthen in best performing markets (top left quadrant)
 - Diversify across weaker performing and most popular genres i.e. Thriller, Children and Horror
 - Diversify into bottom performing regions with a focus on emerging and larger markets i.e. Middle East and North America

- Considerations:
 - Large enough film catalogue?
 - Upcoming film licence renewals
 - Cultural barriers to entry

Other Strategies to Consider

Top 10 Customers

Customer Id	Customer Name	Customer Surname	Region	Country	City	Sales
148	Eleanor	Hunt	Africa	Runion	Saint-Denis	212
526	Karl	Seal	North America	United States	Cape Coral	209
178	Marion	Snyder	South/Latin America	Brazil	Santa Brbara dOeste	195
137	Rhonda	Kennedy	Europe	Netherlands	Apeldoorn	192
144	Clara	Shaw	Europe	Belarus	Molodetno	190
459	Tommy	Collazo	Middle east	Iran	Qomsheh	184
181	Ana	Bradley	North America	United States	Memphis	168
410	Curtis	Irby	North America	Canada	Richmond Hill	168
236	Marcia	Dean	Asia & Pacific	Philippines	Tanza	167
403	Mike	Way	Asia & Pacific	India	Valparai	163

- Introduce Loyalty Program
 - Free 10th rental?
 - Trial with top 10 customers
 - Impact of word of mouth
 - Rewards friends & family referrals
- Pricing points – increase minimum rental price?
- Increase film portfolio – languages

Any Questions?

