



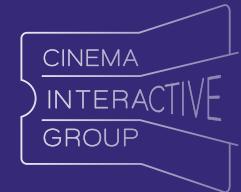
**“EVOLVING THE  
THEATER EXPERIENCE”**

CINEMA  
INTERACTIVE  
GROUP

THE PROBLEM

# THE EVOLUTION OF CINEMA

The Cinema business is evolving and the need  
for disruption has never been greater



- Steady decline in Attendance and therefore Revenues & Margins; From \$80B to \$40B in last ten years globally
- New Technologies, Venues and Devices such as Netflix, Apple TV, Smartphones and Tablets give consumers more options
- The old “Hollywood Blockbuster” business model is stuck in the past



**THE QUESTION IS NOT IF THE  
CINEMA BUSINESS WILL CHANGE,  
BUT WHEN AND HOW?**

THE SOLUTION

# CINEMA INTERACTIVE GROUP

We're not here to bring back the cinema's past,  
rather pave the way to the future...



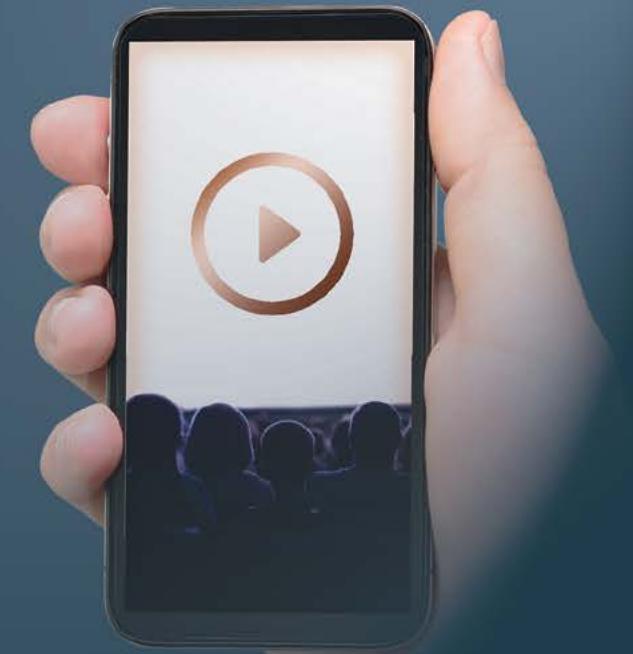


# IT'S NOT CINEMA, IT'S CIG

- **CIG** develops, produces, distributes and monetizes innovative, new cinema offerings, attractions and content
- **CIG** “shows” are live, broadcast and streamed worldwide
- **CIG** provides a real reason for consumers and corporations to go back to the theater often, and on a continual basis
- **CIG** provides cinema owners new ways to connect with audiences and capitalize on new revenue streams by driving attendance

# What will become of the “Big Screen” now that we have movie screens at home, in our pockets and on our tablets or laptops?

- **CIG** transforms the old Hollywood model to low risk, high reward
- **CIG** produces innovative “Shows” in key categories and demographics that give theater audiences the experience they really want
- **CIG** reaches mass audiences through existing and multi-media channels by creating properties that extend beyond the cinema
- Live, Big Screen, Small Screen, Broadcast, Mobile Streaming and Social Media



# CIG ATTRACTIONS & ORIGINALS

CIG is developing shows in key categories



CIG has original shows and licensed content from each of these categories in various stages of development

[ROLLOVER ICON TO READ A PREVIEW >](#)



CHILDREN'S  
& FAMILY  
Entertainment



CLICK SCREEN ABOVE TO PLAY VIDEO!



CINEMA  
INTERACTIVE  
GROUP



GAMERS  
& eSPORTS



New York, USA

Vs.

Beijing, China



CINEMA  
INTERACTIVE  
GROUP

CINE-CON  
EVENTS

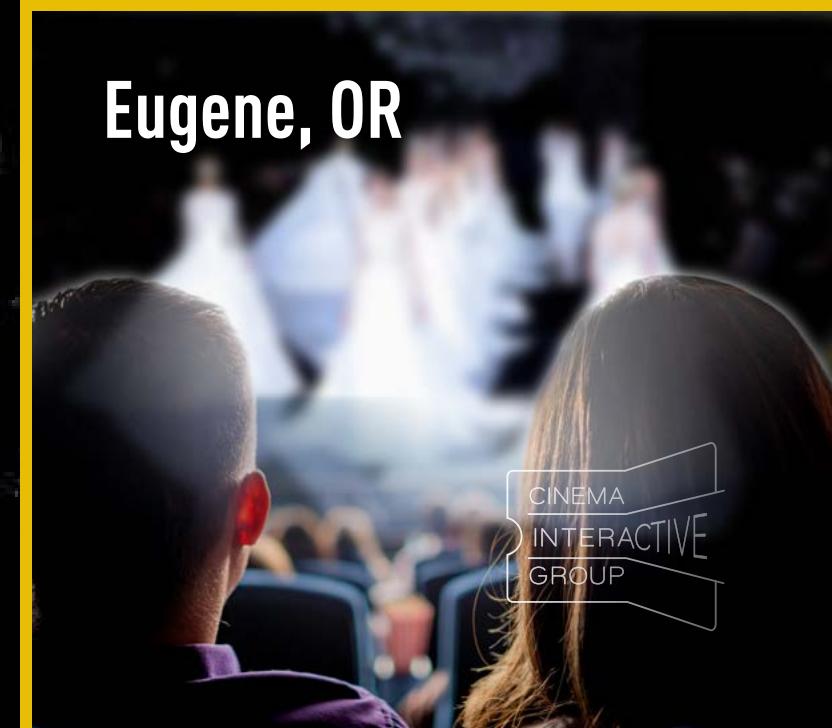
Chicago, IL



Alpena, MI



Eugene, OR



CINEMA  
INTERACTIVE  
GROUP

**“CONTENT IS THE  
NEW TECHNOLOGY”**



# **CIG creates content transferable to Large & Small Screens, Live, Broadcast and Streamed**

---

- **CIG** partners with, and leverages properties and brands with built in audiences
- **CIG** Originals Grow Faster
- **CIG** can produce 5-10 offerings for the cost of a single Hollywood release
- **CIG** creates content for partners, sponsors, brands, stars and corporations



**"CIG MEANS  
SCALE-ABILITY!"**



# **CIG reaches mass-audiences through existing cinema channels as well as new digital offerings**

---

- New ways to connect with dedicated audiences
- Drive new attendance
- Greater control of offerings
- New revenue streams
- Greater profits





**CIG will evolve the cinema business  
by turning new technology into  
valuable assets**

---

- **CIG** adapts new technologies like VR, AR and IA into shows, entertainment and content plays
- Interactive performances drive new engagement to transform the theater experience
- Predictive technology informs choices to dedicated audiences
- **CIG** provides new channels for existing cinema offerings to mass audiences

**THINKING  
BIGGER  
THAN THE  
BIG SCREEN**

# CIG is leading the movie theater industry into a vital and growing future through multiple revenue streams

---

- Increased Admissions (Theater & Digital)
- Merchandising
- Sponsorship, Advertising & Product Placement
- Licensing of Original Content
- Content Creation for Businesses and Brands
- eCommerce
- Data Mining
- Cross-Selling opportunities
- Cost-Cutting opportunities

**"CIG PRESENTS AN OPPORTUNITY TO GROW AND BUILD CURRENT ASSETS WHILE TRANSFORMING A STAGNANT INDUSTRY"**

# **CIG presents the consumer with entertainment and content most relevant to their interests**

---

- Innovative shows – something for everyone
- Watch when, where and how they desire – Live, Broadcast, Streamed in theaters, mobile devices, home TV or laptop
- Participation – not just watch but participate in the action if they desire
- Community – attend shows with like minded people
- Better Bang for the Buck



# POTENTIAL SPONSORS

CIG has buy-in from some of the biggest and best consumer brands that will sponsor shows and increase attendance at theaters





# PARTNERS & PRODUCTION

CIG is partnering with some of the leading and most innovative production companies to produce keymark shows, entertainment properties and content





TH!NKFilm

CINEMARK®

万达集团  
WANDA GROUP

VIACOM

REGAL  
CINEMAS

ANIMAGIC  
ANIMATION STUDIOS

TRISTAR  
PICTURES

CAA  
Creative Artists Agency

LifeHouse Productions  
Landing Edge 3D Biomedical Animation and Illustration

EVOLVE e MEDIA  
LLC

Cinépolis

SESAME STREET

RED CROWN  
PRODUCTIONS

SILVERCUP  
STUDIOS

TOP NOTCH CINEMA  
VIDEO PRODUCTION

SCHOLASTIC

Disney



NEW LINE CINEMA

LEGENDARY

MARVEL

FORGE APOLLO  
• VIDEOWORKS •

FUNNY  
OR DIE

YOUNG &  
RUBICAM  
GROUP

Time  
Warner  
Cable®



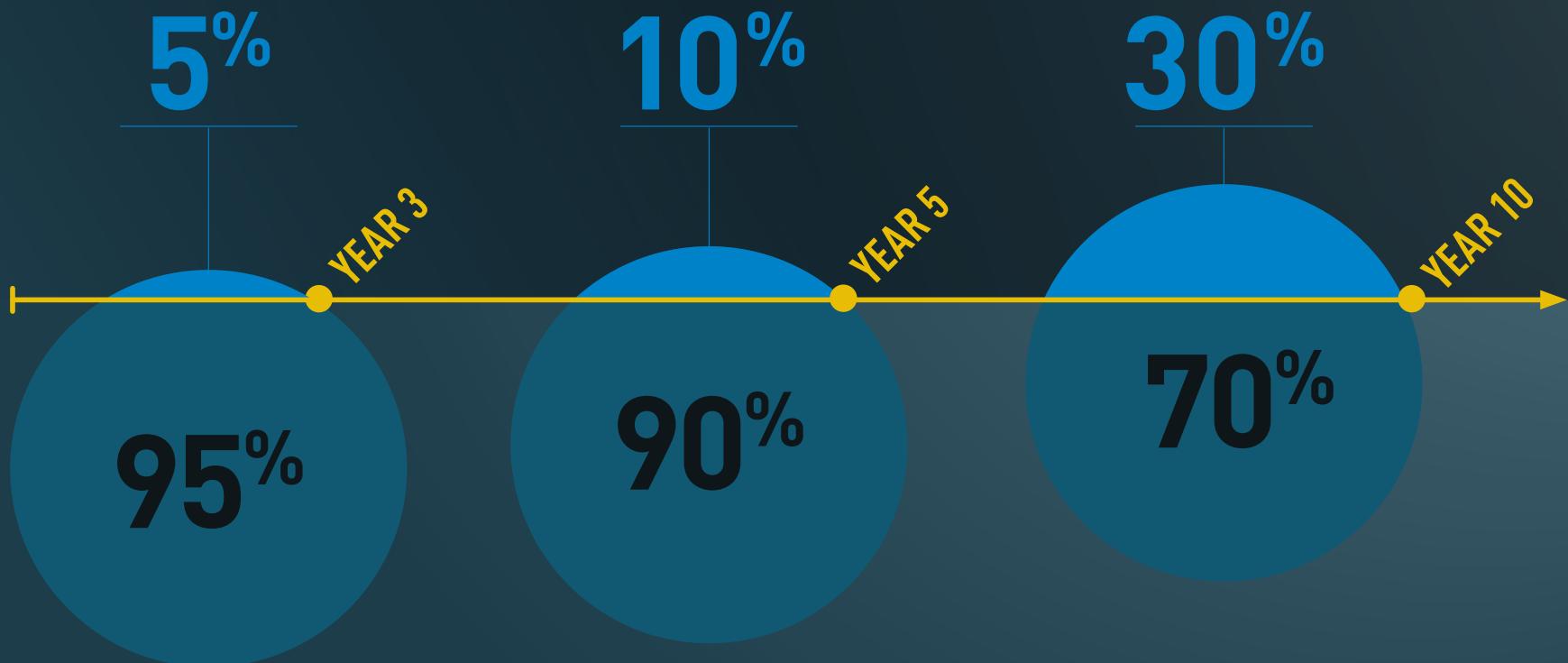
INDUSTRIA

# CIG VISION

CIG intends to evolve the cinema industry by becoming the leading content creator for shows in theaters and digital venues



## CIG OFFERINGS



HOLLYWOOD MOVIES

OUR INTENT IS  
TO COMMAND  
A GROWING  
SHARE OF  
THE CINEMA  
AUDIENCE

# WHO IS THE CINEMA INTERACTIVE GROUP?



CINEMA  
INTERACTIVE  
GROUP

# CIG has assembled a highly experienced and qualified team that includes executives and talent from the industry

## **Darren J. Farlow** Chief Executive Officer

With a strong background in business management and investment banking, Darren founded CIG after active participation in a successful theater-seminar business. Darren oversees all areas of CIG, including day-to-day, strategy and corporate development.



## **Mike Murphy** Chief Creative Officer, Writer & Producer

As a true creative professional, Mike brings his expertise in writing and production to the creative side of the business. Mike will oversee show development and the creative process.



## **Michael Rothkin** Chief Operating Officer

After stints at Viacom and other theater and film operations, including live, broadcast and digital streaming, Michael will oversee the process from show development to presentation in the marketplace.



## **Malainy Summer** Chief Financial Officer

Malainy comes to CIG with significant financial experience including investment banking, dealing within the cinema and theater industry. She will oversee all aspects of day-to-day finance and development.



# **DISRUPTION IS THE NEW MOTHER OF INVENTION**

**CIG presents a significant market opportunity by disrupting  
a stagnant industry and re-generating revenues by providing  
new and innovative content to the theaters**



## PROJECTED REVENUES:



**CIG PRESENTS  
YOU WITH  
THE GOLDEN  
OPPORTUNITY**



# **CIG is currently seeking a \$25M investment from Strategic and Financial Partners**

---

## **STRATEGIC**

- In addition to an excellent investment, **CIG** provides strategic partners with the opportunity to realize new and increased revenues and margins through existing assets

## **FINANCIAL**

- **CIG** offers an Excellent ROI by participating in a transformational new business to disrupt a stagnant industry

**Use of Funds:** Development/Business/Operations



# “EVOLVING THE THEATER EXPERIENCE”

CINEMA  
INTERACTIVE  
GROUP

## CONTACT:

Darren J. Farlow, Chief Executive Officer

**Cinema Interactive Group, Inc.**

(212) 675-3131

(917) 270-7930

[Darren.Farlow@APIPLLC.com](mailto:Darren.Farlow@APIPLLC.com)