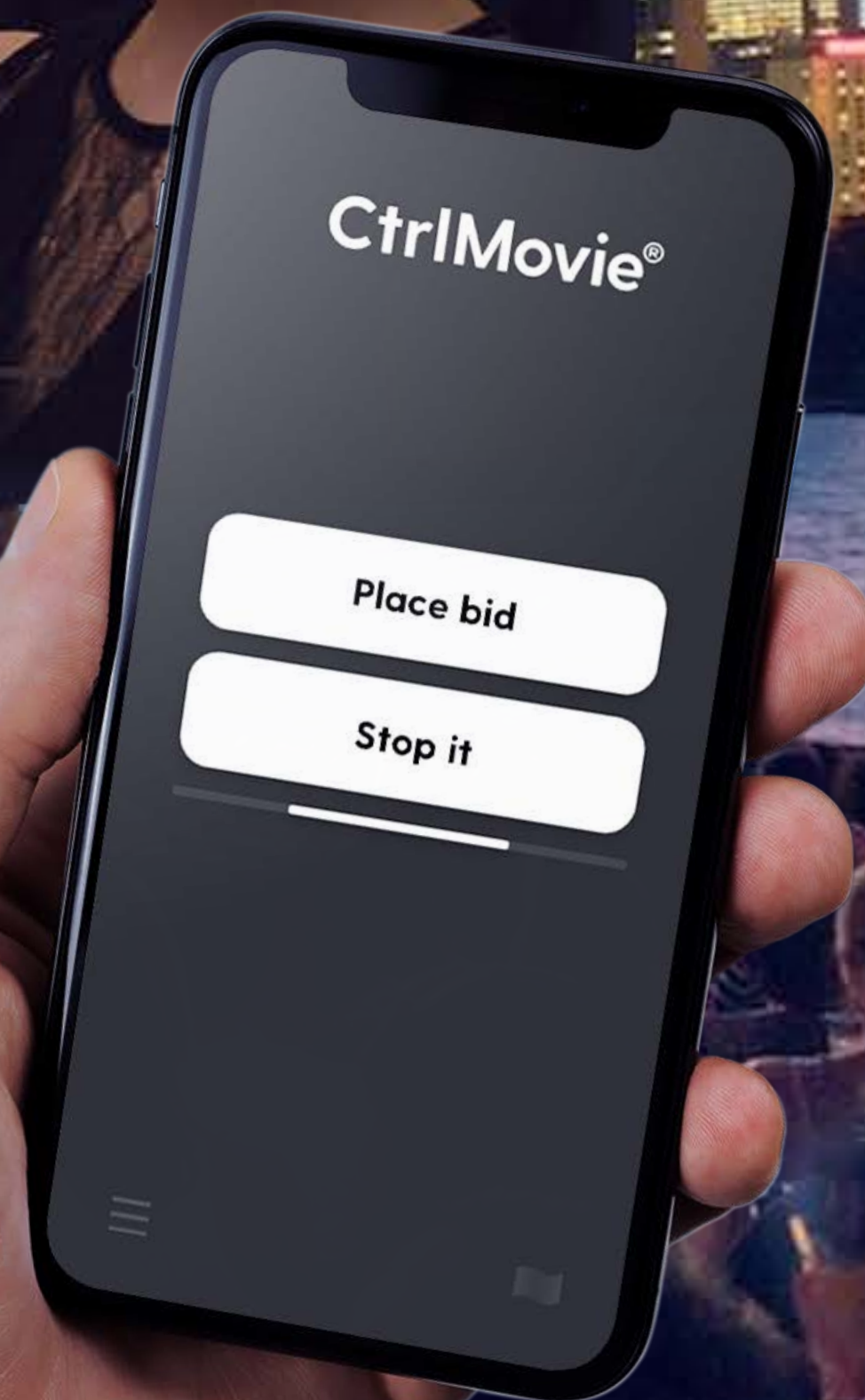
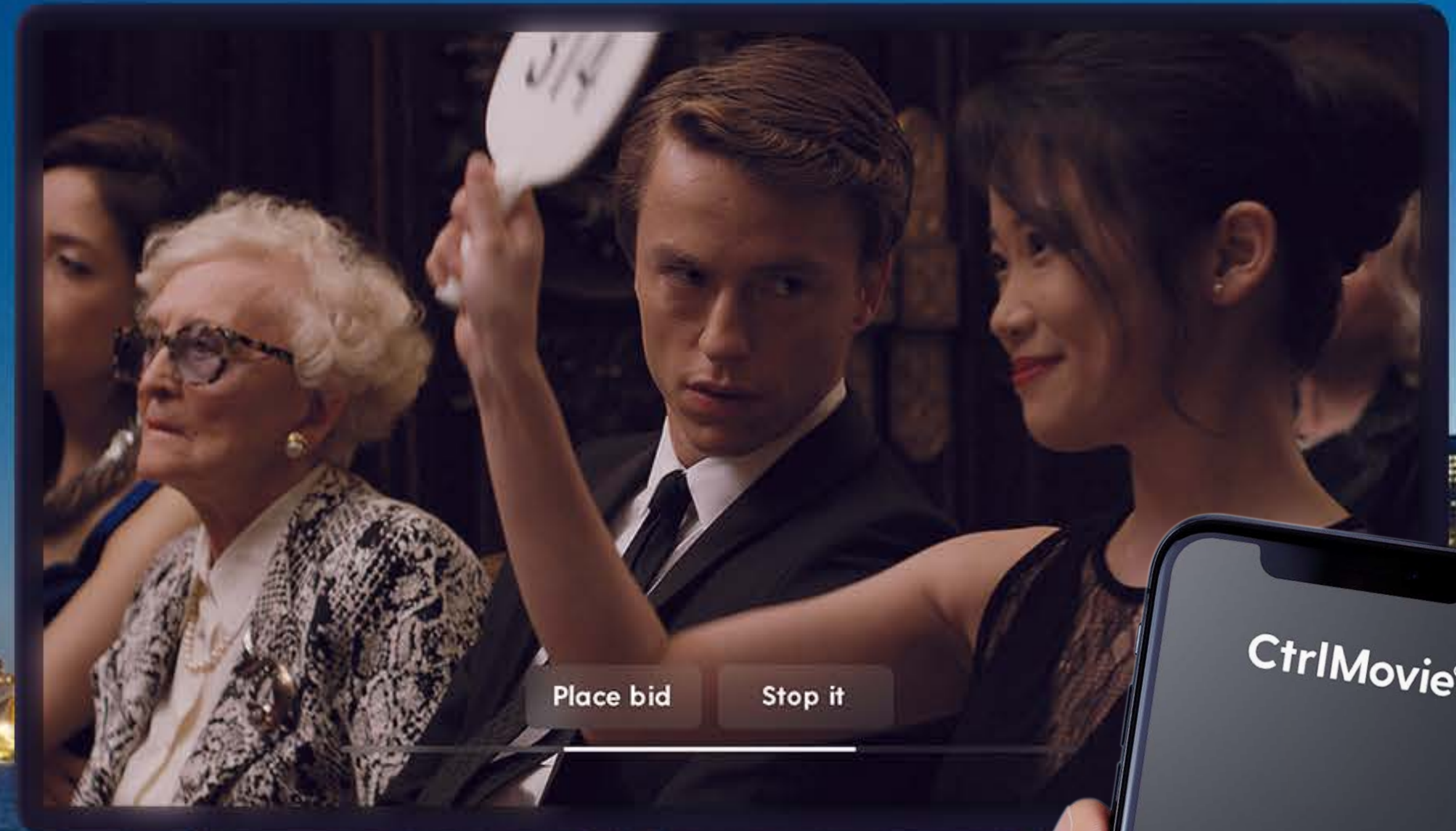


# CtrlMovie™

\$10 Million Financing  
May 2021

Theater-grade interactive movie solution  
also available on all digital platforms





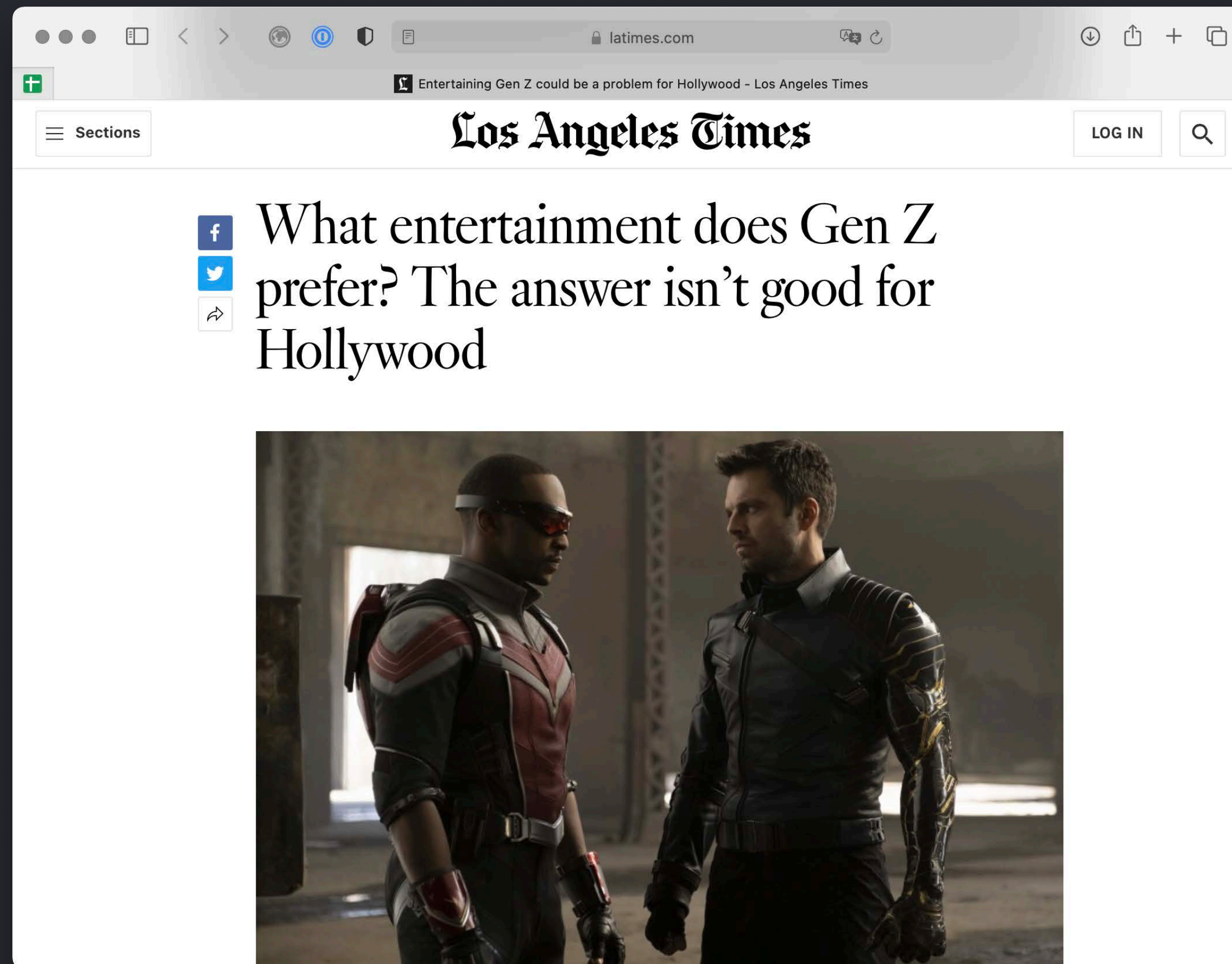
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# How to make movies relevant for younger audiences?

According to a recent study of the LA Times, Gen Zers gravitate away from movies towards video games. While streamers like Netflix are heavily investing in interactive content, Hollywood studios require new technologies to stay relevant.





# CtrlMovie gamifies movies.

## In theaters...

Audience makes real-time choices on behalf of the film's protagonist as the film plays continuously.



Help

Run



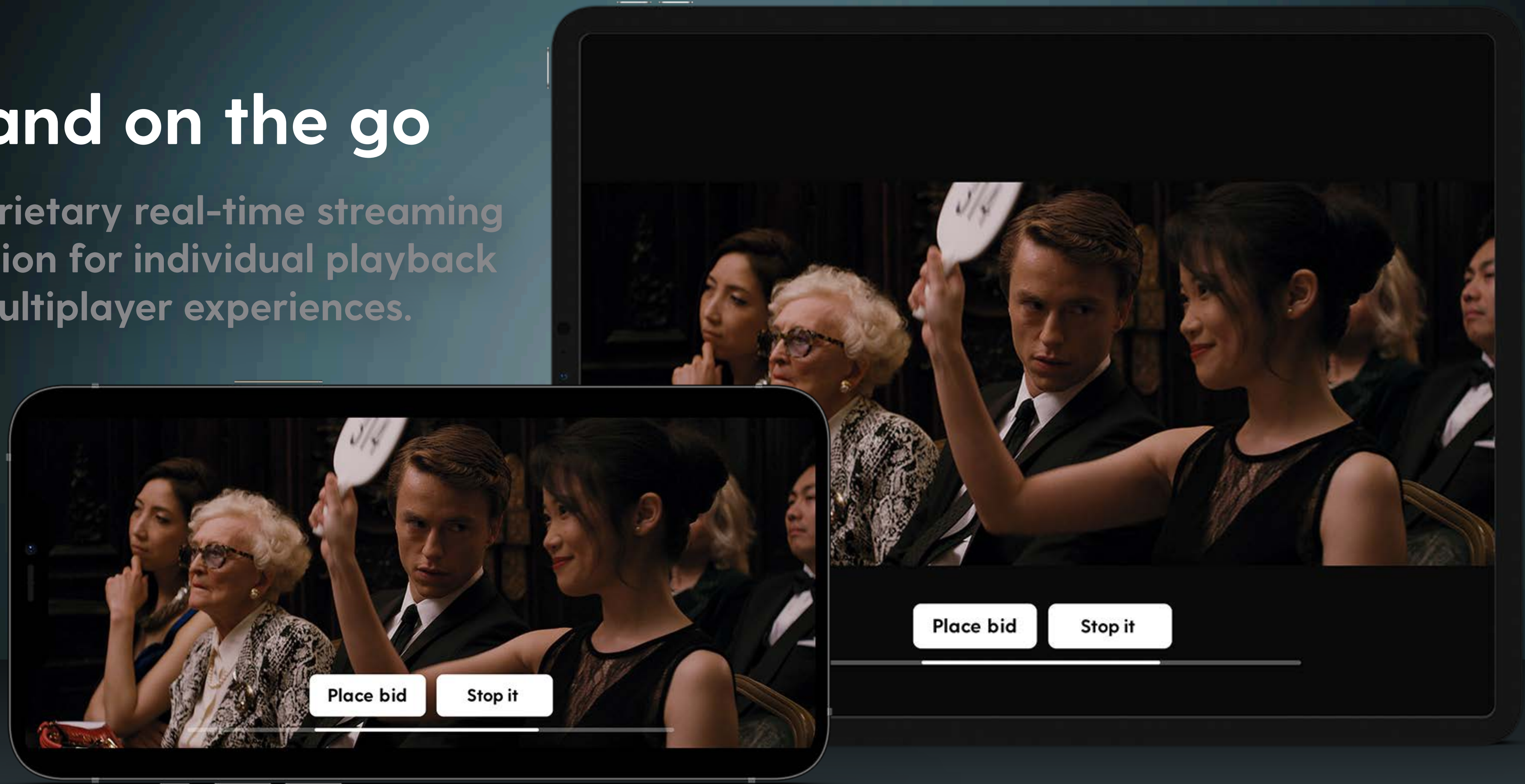
## ... at home

They play on any TV, game console or box.



# ... and on the go

Proprietary real-time streaming solution for individual playback or multiplayer experiences.





# Loved by the public

Hopefully the first of many ★★★★★  
by pholly – Jul 14, 2016

I've been waiting for this- ★★★★★  
by wflood71 – Apr 1, 2017

Awesome Storytelling!!! ★★★★★  
by MizFan15 – Apr 18, 2017

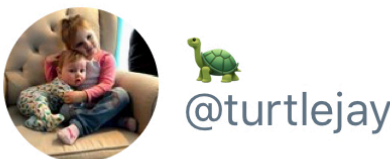
The Future of movies ★★★★★  
by J'FLIP'W – Sep 11, 2016

Needs a second game bad!!!! ★★★★★  
by Devi\_Dev – Jun 4, 2016

Average replay value  
**3.8x**

Free-to-paid  
conversion  
**13%**

Normal Game: 2-3%



@CtrlMovieLtd 's Late Shift on Xbox  
One is kinda like what Sega CD  
promised like 25 years ago. This is  
what movies should be like. Brilliant  
idea. Need more like it. #lateshift  
#XboxGamePass



ur boi guaddie  
@guadasaurusrex

Just finished my first playthrough of  
@lateshift\_movie and I have to say  
that this game is criminally underrated.  
Kept me on the edge of my seat the  
whole time. Ready to go back in. 5/5  
Stars!



Black Wolverine  
@WolveyJohnson

Is it a movie? Is it a game? It's both.  
@lateshift\_movie is by far one of the  
coolest cinematic/gaming  
experiences I've ever had. Instead of  
just watching a movie you make the  
main character's choices and watch  
them play out. Very well-written and  
really intense. It's brilliant.



23.07.18, 06:35





Loved by industry  
and media



  
**THE SUNDAY TIMES**

Late Shift feels like the most  
important film of the year.

**Los Angeles Times**

The world's first fully realized  
choose-your-own-adventure film.

# LATE SHIFT

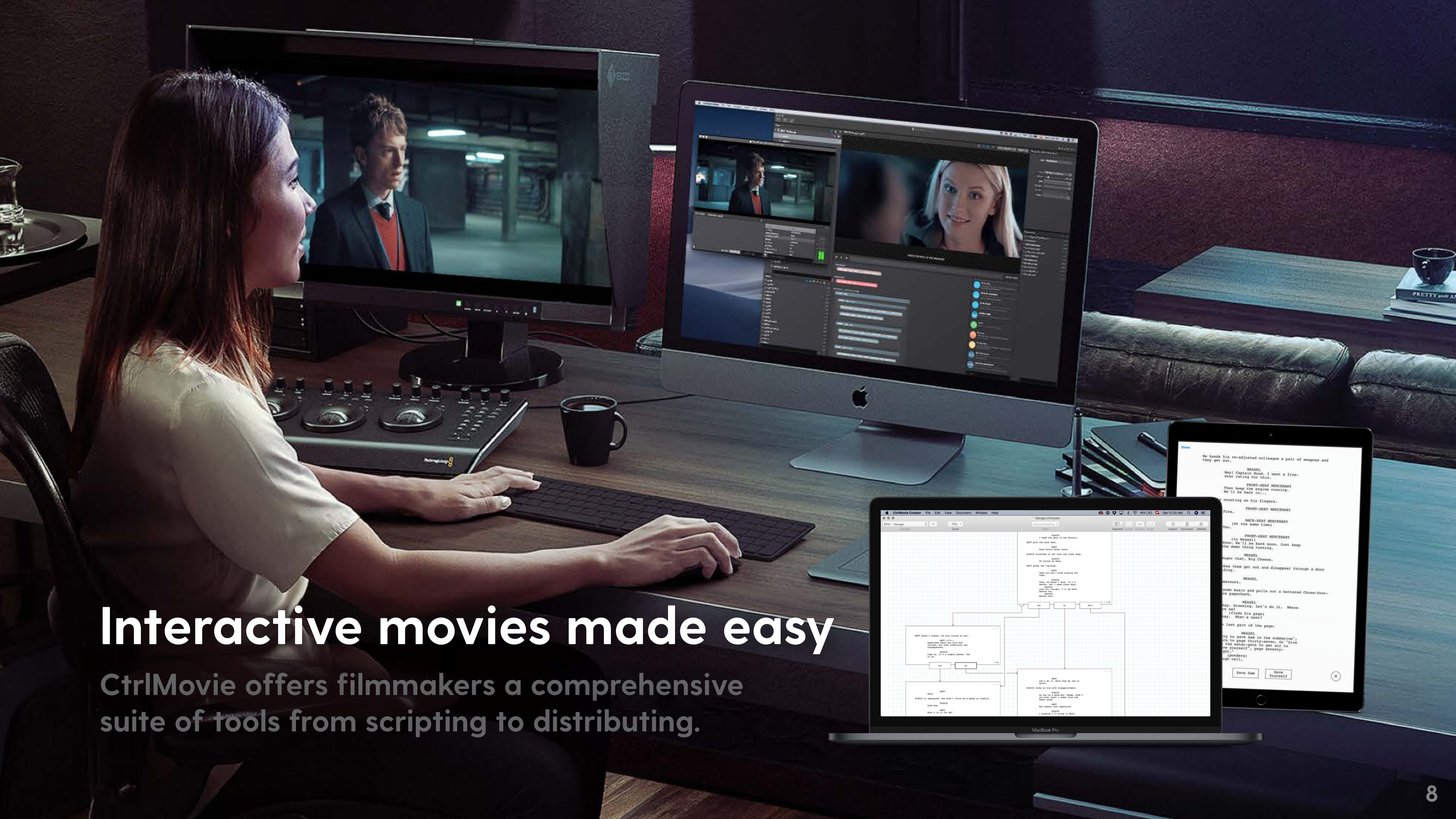
**DEADLINE** **Forbes** *Hollywood* **the guardian** **EL PAÍS**  
REPORTER





# Interactive movies made easy

CtrlMovie offers filmmakers a comprehensive suite of tools from scripting to distributing.





# Theaters: Covered!

A theater screen can be retrofit to CtrlMovie in less than a day. With \$10'000 per screen it is highly affordable (compared to \$50k for 3D or \$1m for IMAX) and yet it yields a comparable box office upcharge.



## IMAX Screens

Cost/screen > \$1m  
Retrofit 18 months  
Upcharge \$3-4

## Digital 3D Screens

Cost/screen \$50,000  
Retrofit > 7 days  
Upcharge \$5-7

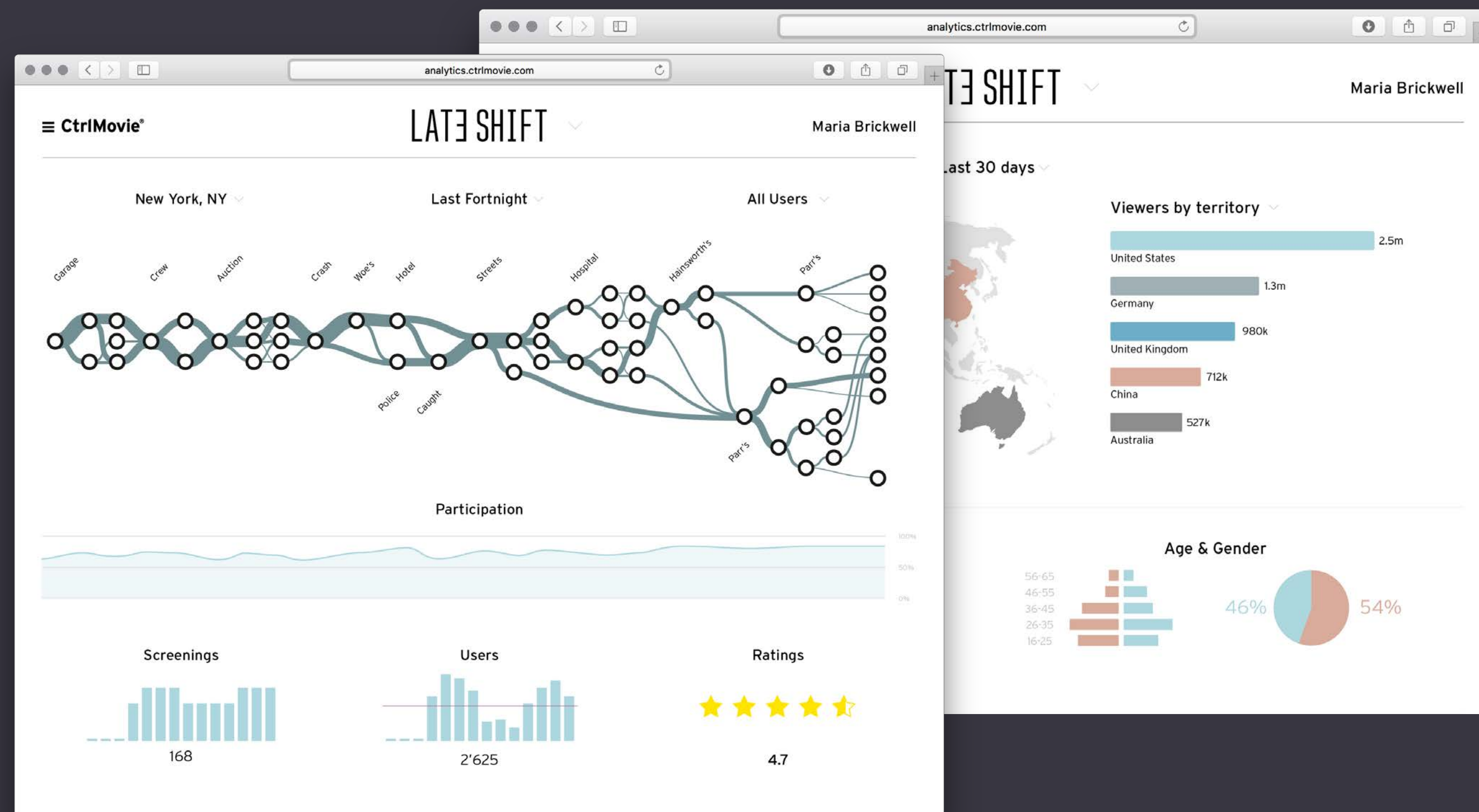
## CtrlMovie Screens

Cost/screen \$10,000  
Retrofit 1 day  
Upcharge \$2-3

\*The integrated media block (IMB) plugs directly into the theater projector and is responsible for the secure decryption and transmission of picture and sound. It is 100% compliant with DCI standards and can be operated as replacement or in parallel to existing integrated media blocks.



# Big data for the first time



CtrlMovie creates the most detailed user data in the history of cinema.

It tracks not only who watches what, when, where and for how long.

CtrlMovie registers how people think and feel at any given moment in a film.

This opens the opportunity of a dialogue beyond the film experience itself.

Push notifications in the CtrlMovie app can invite people to watch targeted content or buy merchandise.

And the data can inform the creation and distribution of new (linear) content – a real game changer for studios.



# Industry-wide blocking patents

## #1 Seamless Playback: Separate Audio

Blocking patent protecting the smooth customer experience.

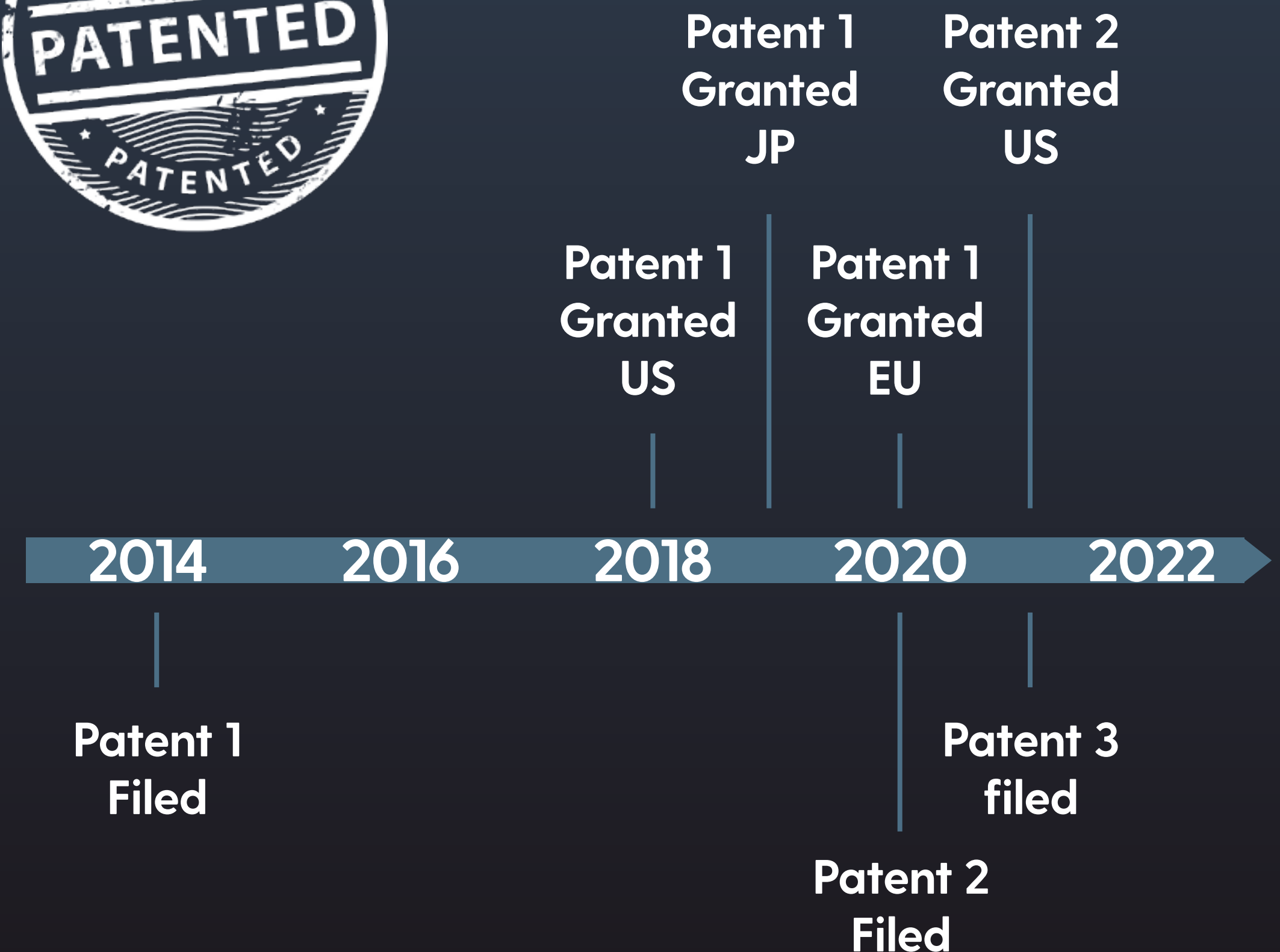
Filed in 2014. Granted in US, JP and EU.  
Pending in Korea and Russia.

## #2 Multiplayer Voting System

Blocking patent protecting real-time voting system. Granted in US in 2021.

## #3 Script Writing Software

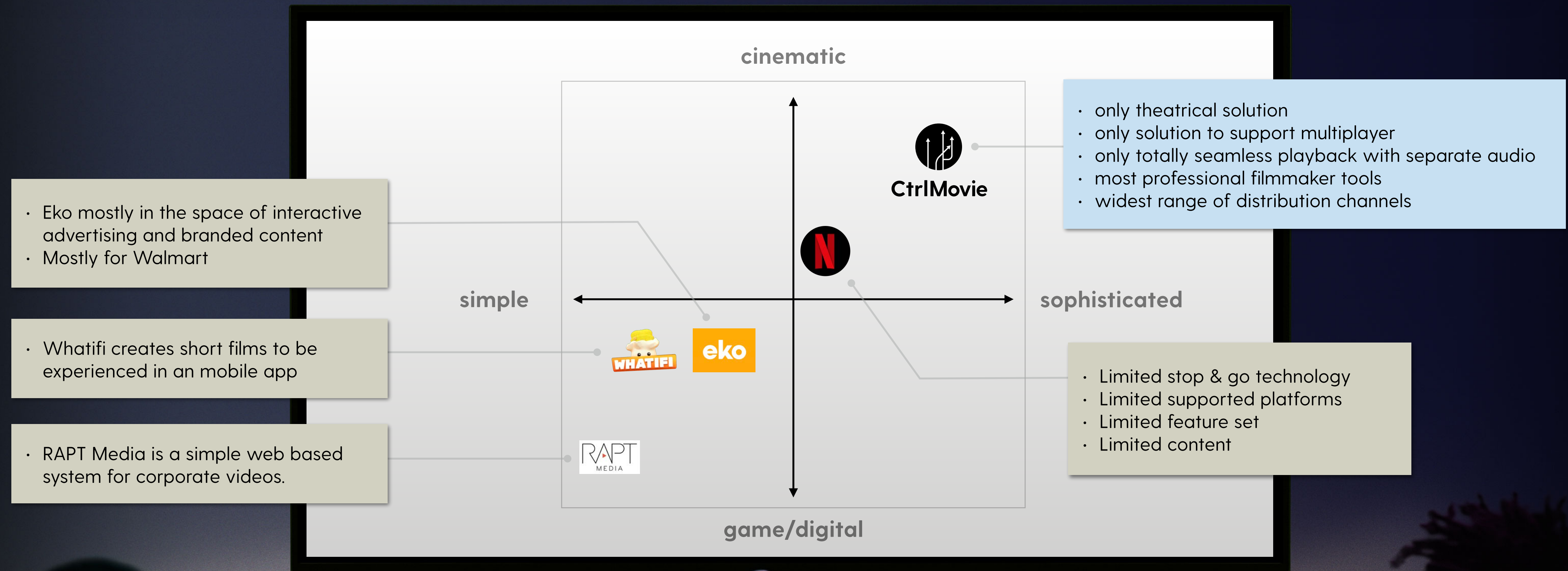
Patent to be filed in 2021.





# Unmatched by competitors

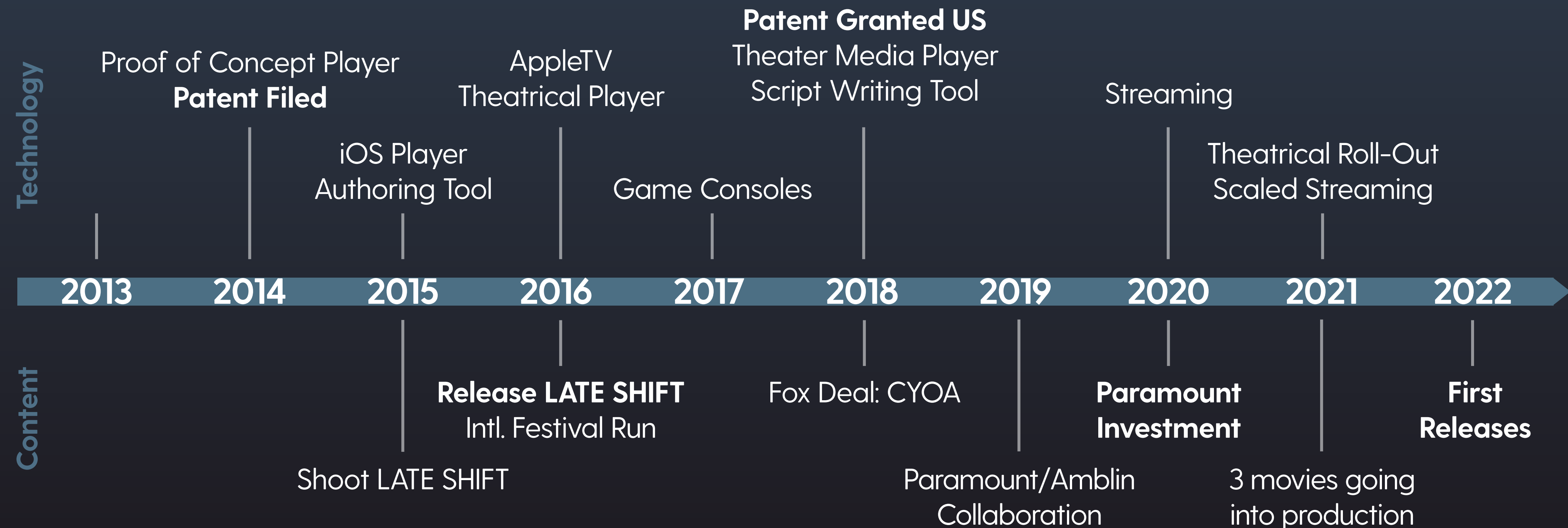
which allows CtrlMovie to offer an unrivaled interactive solution to content producers.





# Achievements of 8 years' commitment

On track to become the de-facto standard for interactive cinema.





# Tech Monetization

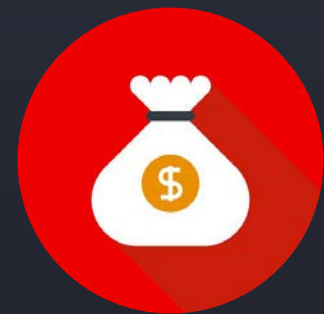
off the back of studio content investments



**Upcharge of minimum of \$2 at box office (33% for CtrlMovie)**



**CtrlMovie License per project of \$100k to \$7.5M (\$1.5M average)**



**Backend**  
2-5% or \$2m in average per film

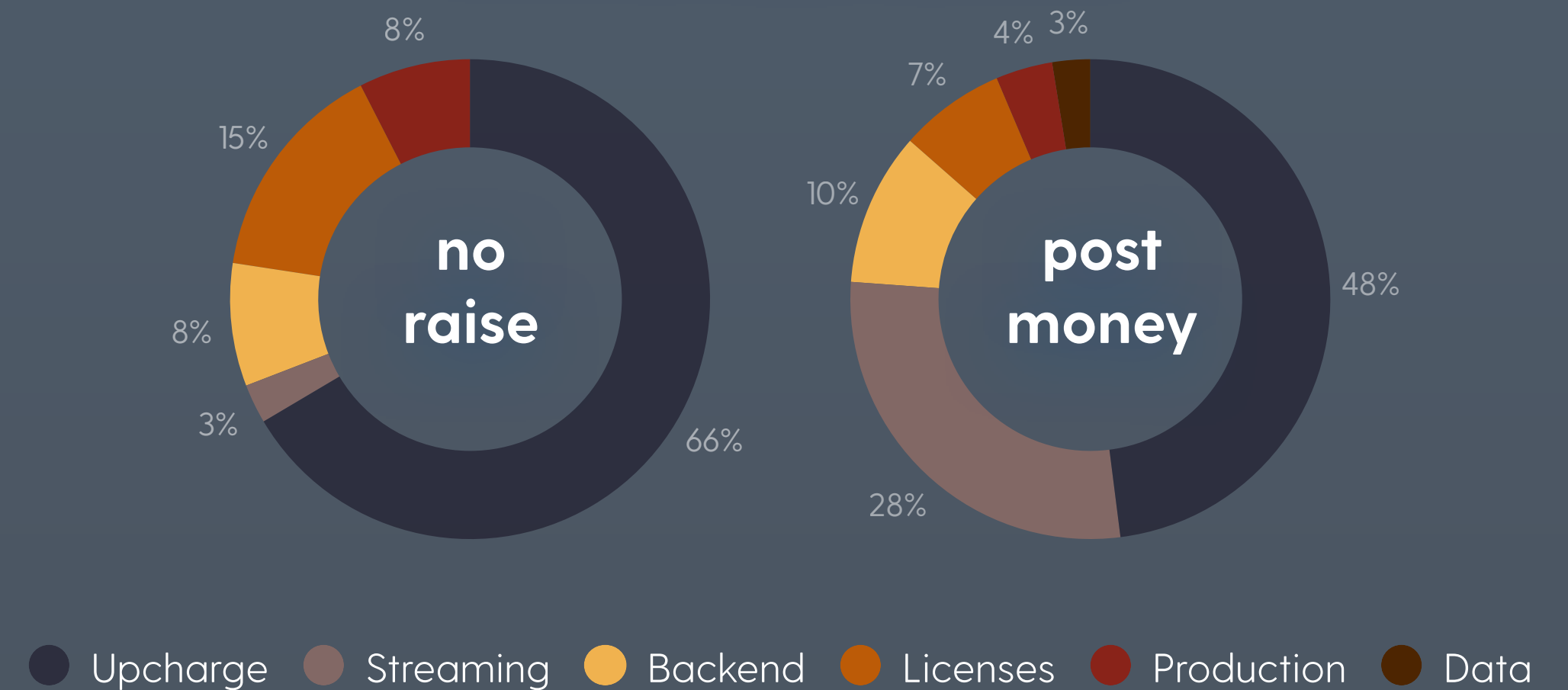


**Producing Fees**  
\$500k - \$1m per film



**Streaming Fees**  
15-40 cent per user per hour

Revenue Split (2024)



**Upside (not included in financial model):**



**Data Analytics**  
Aggregated user data for studios



**New Verticals In-Movie spending, advertising (\$50-500k), education...**



# Six movies already set up at major studios

Break-even reached  
with release of two  
of six initial films

2022  
first release  
expected

\$300m+  
of studio investment  
being discussed

\$93m of revenues  
expected from these  
first films alone

#	Movie	Studio/ Financer	Release Date*	Studio Budget*	CtrlMovie Revenues*	Production Status
1	Store17	Starlings	2022	\$20m	\$5m	Director attached. Financing deal being finalized, distribution interest from Paramount, aiming for Fall 2021 film shooting start
2	Girl Crazy	Paramount	2023	\$20m	\$7m	Director attached. In active development at Paramount, aiming for Fall 2021 film shooting start
3	Flagg House	Amblin	2023	\$40m	\$7m	In active development at Amblin, licensing and producing deal signed, Steven Spielberg executive producing, aiming for 2022 film shooting start
4	CYOA	Disney	2024	\$150m	\$37m	Technology licensing deal signed
5	Unannounced Paramount sequel	Paramount	tbd	\$75m	\$28m	Technology license and writing deal in negotiation at Paramount
6	Cube 2	Lionsgate	tbd	\$30m	\$9m	Studio actively looking for director. Technology deal in negotiation.
*Expected, not contractually guaranteed				\$305m	\$93m	



# Collaborating with the best theater chains

**1700 theaters**  
worldwide

**16 countries**  
in three continents

**Late Shift**  
screenings in 2021

**2022**  
full retrofit, ready  
for studio films

Region	Territory	Exhibitor	Theaters	Relevance
America	USA	Cinemark	525	3rd largest
	Canada	Cineplex	165	largest
Asia Pacific	Australia	Event Cinemas	140	largest
	Japan	TOHO	50	2nd largest
	China	Wanda Cinemas	320	largest
	Taiwan	Vieshow Cinemas	16	largest
	Singapore	Golden Village	13	largest
	South Korea	CGV Cinemas	455	largest
MENA	UAE, 7 others	Vox Cinemas	50	largest
Europe	France	MK2	26	largest indie



# \$10m financing to secure the industry standard

\$10m financing  
\$2m subscribed

Fast track growth  
by 2-3 years

Break Even  
in 2022

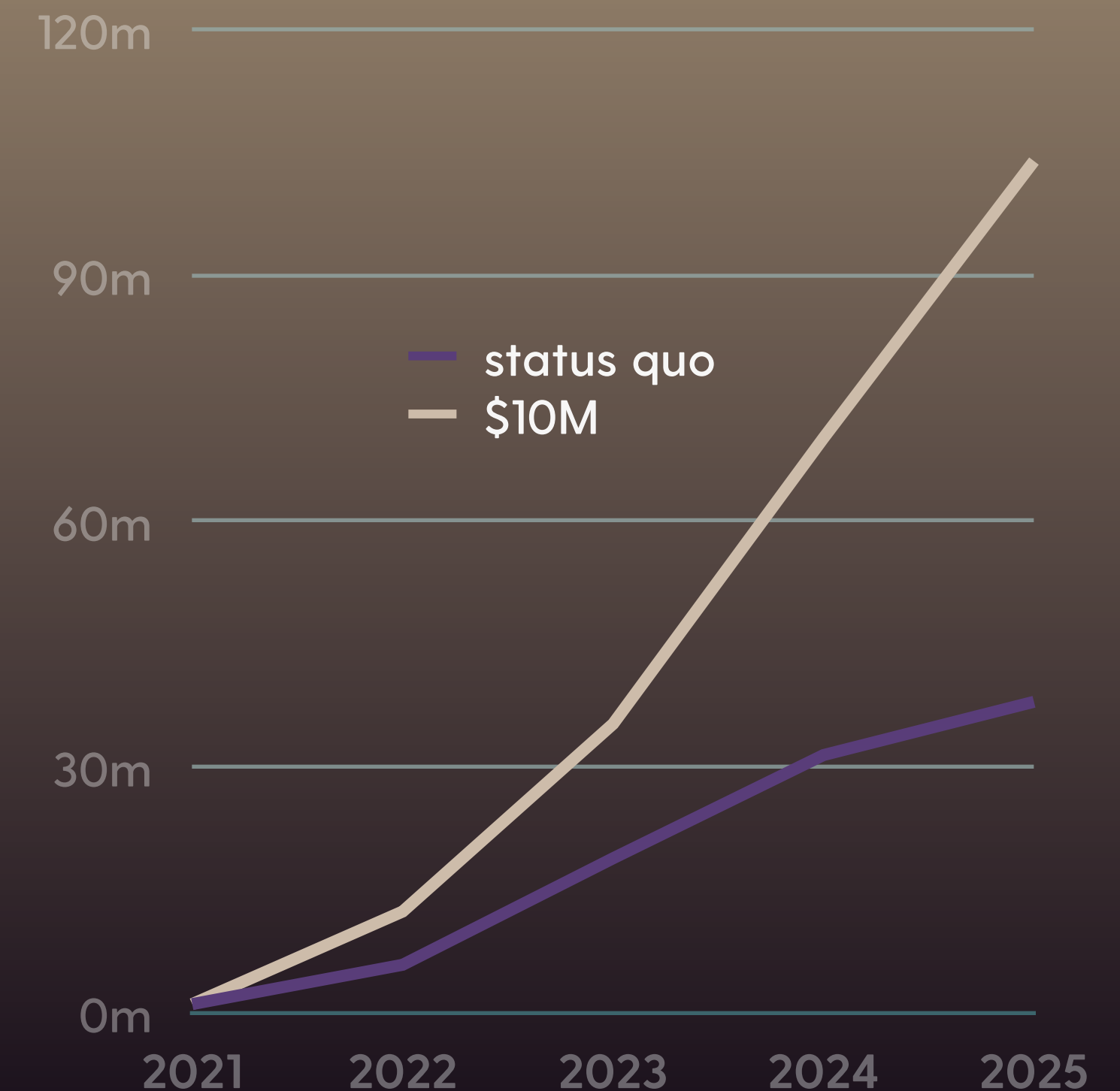
\$8m  
prior investment

## Use of Proceeds

Tech development (streaming)	\$3m
Accelerated screen deployment	\$3m
New movies seeded	\$1m
Development of Asian office	\$1m
Buyout of sub shareholders	\$1.5m
Covid contingency	\$0.5m
<hr/>	
Total	\$10m

## Fast tracking growth

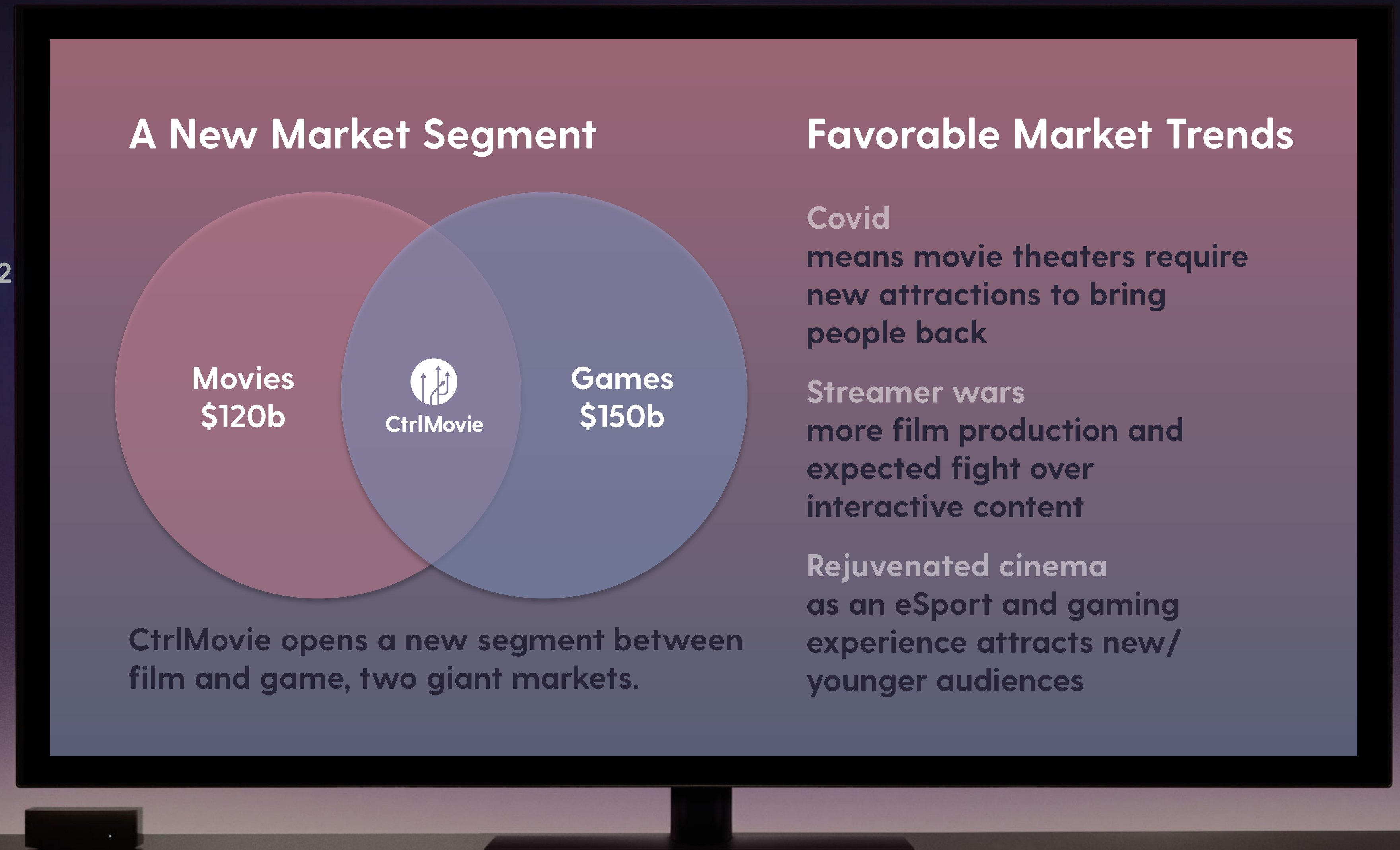
Extra \$8m investment today adds  
\$65m to revenues 4 years out.





# Initial Market: Film and Game

- > \$40b revenues at box office alone<sup>1</sup>
- > 10% of revenues per film to CtrlMovie<sup>2</sup>
- > \$45m revenues/yr if 1% of movies are made in CtrlMovie (ca. 2 films/year)



<sup>1</sup> Source: MPA 2019 Theme Report

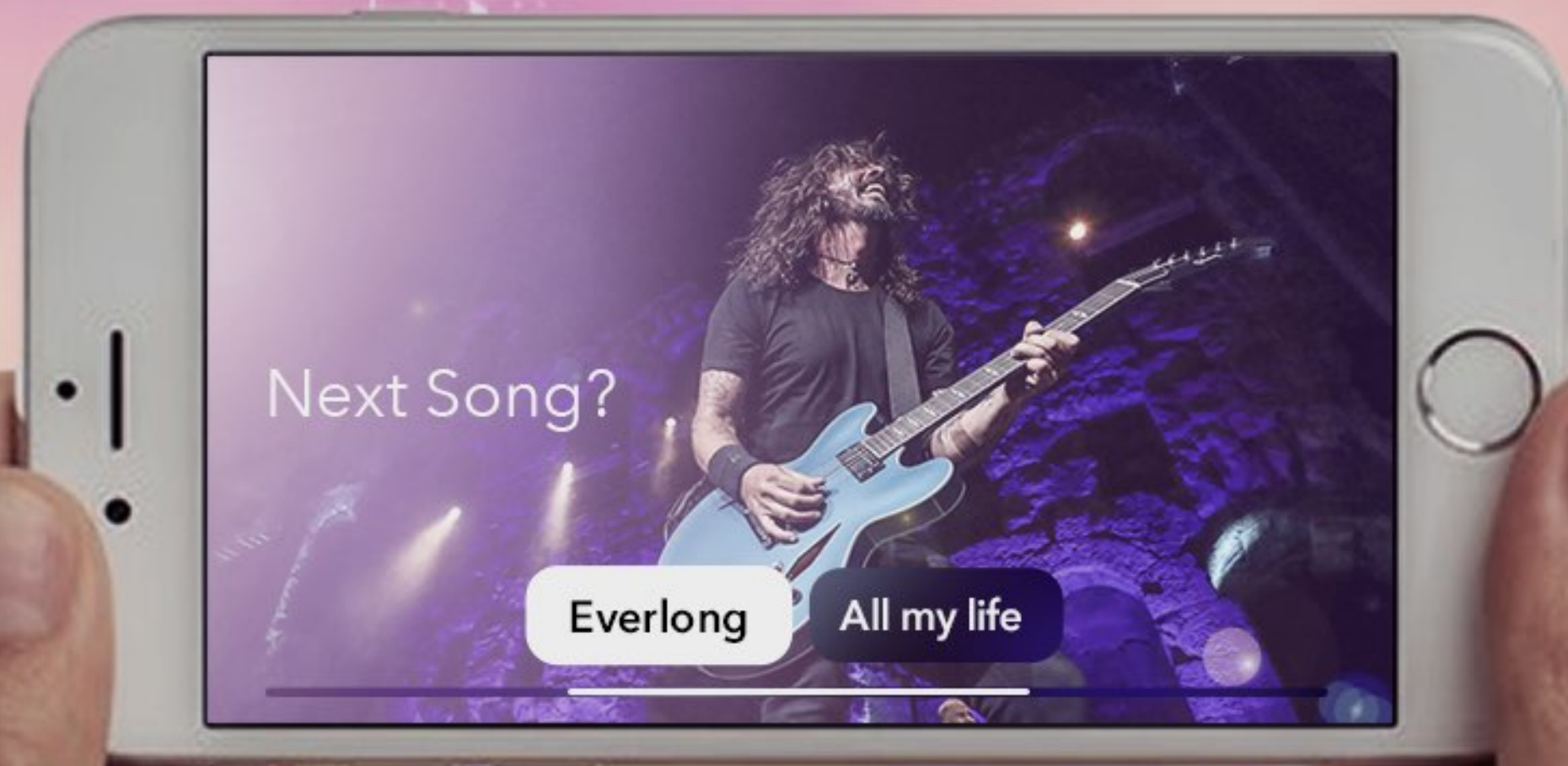
<sup>2</sup> Based on 6% from ticket upcharge, 2.5% from digital backend and 2.5% streaming



# A technology applicable well beyond the movie industry

Advertising, Concerts, E-Sports, Education, Recruitment, Compliance, Music Videos.

Wherever audiences interact with content, Ctrl will take it to the next level.





# A seasoned team

passionate about leveraging content with technology.



**Tobias Weber**  
Co-CEO  
(strategy/product)



**Chady Eli Mattar**  
Co-CEO  
(industry relations)



**Karine Martin, Starlings**  
**Jay Galston, Paramount**  
Board Observers



**Martin Hering**  
CTO



**Scott C. Silver**  
COO/CFO



**Ronan Wong**  
CEO Asia



**12 people**  
across 3 continents



# As a company

CtrlMovie is ...

**Strategic to  
the film  
industry**

a unique  
innovation  
with a proven  
business  
model

**A segue from  
offline to  
online media**

encouraging  
theater  
audiences to  
go online and  
watch again

**At the frontier  
of MMO and filmed  
entertainment**

allowing  
cinema content  
to re-invent  
itself as a new  
genre



# As an investment

CtrlMovie offers unicorn potential with a modest outlay due to ...

## Considerable leverage

From 0 to \$100m within 4 years, as extra \$10m investment adds \$65m to revenues in 2025.

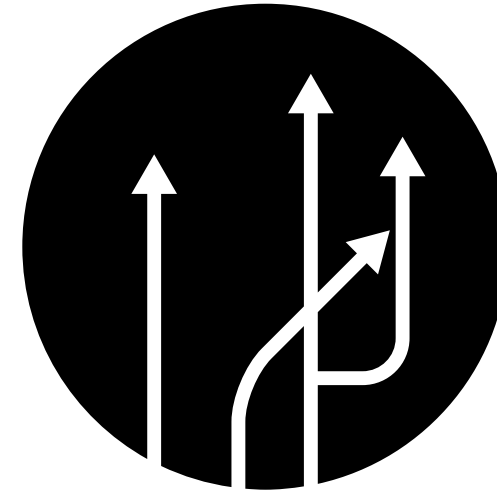
## Capital efficiency

With \$8m invested to date, an additional \$10m is sufficient to take CtrlMovie to unicorn status

## A proven path to public markets

Exceptionally profitable business with considerable upside leads logically to public status





# CtrlMovie™

*Let's play!*

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