



NEW MEDIA & ENTERTAINMENT FUND®



THE GROWTH OF MEDIA & ENTERTAINMENT

The growth of media & entertainment is shifting in a new era creating investment opportunities.

Recent developments show investing in media funds have proven to be a great opportunity to investors' current portfolios. The availability and demand for obligatory and participation programs is increasing fast.

The attention been given to media & entertainment projects, in discussions on a wide scope of subjects, doesn't come as a surprise.

We are at the start of a big explosion in media and entertainment investments. What are the possibilities with this unlimited potential? Only very few companies so far are stepping into this booming opportunity. The media & entertainment industry has always been growing, and it doesn't look change is coming any time soon.

Investments in the Media – and entertainment Fund have more advantages. Active producers, by adding media- and entertainment investments, can add valuable content and protect the investor from inflation.

As a consequence of the chaos in the stock market over the last few years, investors are looking at alternatives

ways to invest. It may be as a replacement, diversification, or to add to their investment portfolio.

The media – and entertainment industry has a lot of factors supporting it to succeed and thrive. The growth of the internet and online technical developments helps the entertainment and media industry tremendously to generate profits. The number of trusted suppliers of online content is continuously growing.

In this brochure we analyze the advantages of new media and entertainment investments such as film, TV and music. We look at what drives the continuous growth. We summarize how investors new to this market can get started. A market, where productions have a high volatility on the short term, but it's character is very attractive and profitable – on the long term.

Investing in Media & Entertainment is a wonderful opportunity and can be added to your current investment portfolio. On the long term Media & Entertainment has the potential to be both stable and profitable.

¹ Source: Factsheet and Media Entertainment Fund. All Total results are presented in Euro's. Indexes are based on the financial history of previous productions. Results in the past are not a guarantee for the future. Growth in Media & Entertainment.

NEXT GENERATION ONLINE CONTENT

Trading in media has been done for centuries. People and organizations have been eager to be part of Hollywood Films and music Productions since it first was available. The growth of Online Content Providers encourages investors to invest in media. The growth and variety of media and entertainment investments has been very solid and steady. The new digital developments and global markets have gotten a broader spectrum in return.

Talent development brings in around 15% of the gross income. This fund gives opportunity to children and adults. They get to develop themselves and get to be a part of productions, well qualified by the fund. Today media offers more and more variety, with a large field of different types of online media channels and providers. This gives the investor more stability and safety and security in choosing their investments, whilst having access to a larger variety and an increasing profit potential.

“ **From 1st world to 3rd world countries, everywhere is demand for personal digital content. Traditional markets loses terrain, while new distributors and online content providers create new opportunities for themselves. With this fund investors participate in several productions every year** ”



INVESTING IN MEDIA

ONLINE DISTRIBUTION IS GROWING AND HAS A HIGH POTENTIAL FOR LONG TERM PROFIT.

Media productions are greatly determined by supply and demand of online media. We believe the strategy of media entertainment is focused on three major advantages. Of course the cost of productions is greatly determined by the expectations of distribution deals and potential to sell on the short term.

We expect a strong demand of online media and distribution channels of upcoming economies like China and India. Also, the continuous growth of the worldwide population with about 65 million people per year, will stimulate the price media sells for, further upward. The demand for TV, Music and Entertainment is continuously growing. On the long term, the entertainment and media industry is constantly growing, and will continue to do so.

SPREADING OF PRODUCTIONS.

Media and entertainment can be an important part of an investor's portfolio. It can be added to a portfolio of stocks or real estate. The influence of the media is enormous. Media is used to inform, create trends and determine the image for fashion.

The potential to diversify the new form of media is logical and permanent. Adding TV, music and Media to an investor's portfolio should not be limited to one investment. Spreading funds over a variety of TV, music and media investments, will decrease the risk versus investing in one production. EBC productions does a variety of productions and hereby automatically decreases the risk for the investor.

PRODUCTIONS HELP INNOVATION

Media and other online markets are a strong foundation to create new paid consumer groups. By spreading positive messages, and consumers looking for the newest products, the spending amounts will increase.

On the long term we expect growing demand coming from China and India, which will provide the industry with a solid new market for continuous growth.



Investing in one single production doesn't provide any risk spread for the investor. The market has been looking for the opportunity to invest in the lucrative entertainment business, while having a very solid spread of risk. EBC is able to provide this by offering an investment opportunity in a variety of TV, Film, Music and online TV. This spread can provide an overall profit. The focus will be on digital development of online distribution, a market with a high potential for innovation and growth.

The primary method for media exposure is collateral (MPS). Multiple production strategy which guarantees profit in two ways.

- A standard yearly profit for investing in the new media Fund.
- A profit share, which is a percentage of the total profit being generated.

The Fund will invest in a very minimum of three productions. This allows the Fund to offer a risk spread.

MUSIC PRODUCTIONS

Music productions are an important component of the investment strategy. With support of our partners we are able to provide a unique investment opportunity.

Investors are able to obtain related shares, usually used in combination with equities.

Most productions will be sold before they move in production. A risk capital of 20-30% will be protected.

Film productions in – and outside of Europe, by creative partners. By keeping cost down, we can make a profit of 21% per production.

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Talent spotting and developing of new talent is a crucial part of the Fund's program.

The fund is able to give the children a platform to express their creativity.

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INNOVATIVE PRODUCTIONS

For indirect exposure through media funds investors have the same passive or active control options as they do for traditional stocks.

ACTIVE STRATEGIES

Active investment management is no longer the exclusive domain of producers. Today a lot of producers use precise strategies and diversity for fundamental and quantifiable strategies.

Active investing will provide a natural mix of productions. First they will be sold and distributed, before looking into deeper investments. Innovative productions and the stimulation of local talent can provide the right sales strategy.

MEDIA STRATEGY

The New Media and Entertainment Fund® is a commercial fund created to stimulate cultural activities internationally. Investors have an interactive opportunity to become part of the Media Fund.

The mission of the fund is to stimulate high quality TV, Film and Music. EBC wants to create high quality international media content, while giving youth a change to sprout and break through.

PARTICIPATION & INVESTING

The first media investments were created in the 1980's. The investment opportunities in media have grown significantly, especially over the past five years.

The active opportunities are very diverse, while now we can oversee the risk spread and investment security.

The price of a production is very dependent of the organizational structure of the particular production. The long term success of a program or production will depend largely on management discipline and flexibility.

When hiring managers and/or producers it's very important they have an understanding and plenty of experience in the particular market. In combination with a lot of business experience, which is the case for EBC productions. The New Media Fund has created an opportunity to add media to your portfolio.

Conclusion

Even though traditional markets have experienced high volatility, we believe investors have a great opportunity to add Media to their portfolio, especially in their long term portfolio.

Entertainment and Media can provide the investor with a significant profit, it has great possibilities for diversification and on the long term it can protect the investor from inflation.

INVESTING IN NEW MEDIA & ENTERTAINMENT FUND®

New Media Investment Fund is a premium Investment Product. The New Media Investment Fund controls a lot of funds with a high quality of productions. The advantage of having large funds behind us, will show itself on the long term. While we keep risks down and diversify, our large funds will give us flexibility in case one or two productions won't turn out as planned. This flexibility and strength can therefore, while investing wisely, be turned into a continuous growing product in a very lucrative

market segment. We invest in innovative strategies that have proven to be successful and are carefully analyzed with our risk monitoring system.

If you want to know more about the New Media Entertainment Fund®, feel free to give us a call or visit our website.

New Media & Entertainment Fund®

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