



BlueMount Capital is exclusively mandated to assist Demand Film raise AU\$1,500,000 in seed funding

Key Investor Highlights

Demand Film is an innovative entertainment & media company that has pioneered the “cinema on demand” model to exploit underutilised capacity in existing cinemas worldwide, grow a loyal and diverse fanbase.

- **Market Opportunity** - Global Box Office for 2017 was reported up 3% to \$39.92 billion USD over 2016 making it the highest box office in history
- **Product** – Demand Film has a unique online platform using advanced social network analysis & regression-based predictive models can target relevant audiences to sell tickets to underutilised cinemas. Currently the business generates a 38% gross profit margin
- **Team** – Demand Film has an entrepreneurial Management Team having a deep background in film making, distribution & technology
- **Capital Raising** - AU\$1.5M (Seed) to fuel market growth and launch of a unique crypto token loyalty & royalty platform

Market Opportunity

For Demand Film, the market and opportunity can be characterized according to the three Cs: cinemas, content and customers.

Cinemas

Using the “cinema on demand” model for theatrical film releasing, Demand Film has been exploiting the underutilised capacity of cinemas since 2014 to distribute independent films (both documentaries and narrative features) to audiences globally. Operating much like the “Airbnb” of cinemas, this model creates a virtual network of capacity that can be measured in the thousands of seats available at low demand times. To date, Demand Film currently has access to approximately 2500 cinemas worldwide, which is nearly 100% geographical coverage in the English-speaking world.

Content

The “appetite” for new content on the Demand Film platform is insatiable and the Acquisitions team is in constant motion to seek out and acquire the films and filmmakers who create high-quality content that will attract audiences around the world. The team actively seeks content at markets and festivals such as Cannes, Berlin, Toronto, Sundance, AFM and the major documentary festivals, Sheffield, HotDocs and IDFA.

Customers

Demand Film’s experience shows that a film that brings a connected community and can be accessed via on-line strategies can deliver a sufficient number of screenings and patrons to cover the fixed costs of delivering the platform, supporting a profitable business and helping build a content ecosystem that is dynamic and sustainable. Surveys of customers indicate that Demand Film is re-engaging people who haven’t been to the cinema in years, helping grow the box office pie and re-energizing patrons’ taste for the type of cinema that is relevant to them. Demand Film sees up to a 20% repeat of customers for films in specific channels with up to a four times level of engagement over the industry standard.

Company Overview	
Name	Demand Film
Based	Australia
Type	Public Company (Unlisted) Fully Audited
Founded	2014
Industry Sector	Entertainment & Media
Amount	AU\$1.5 million Seed Funding
Valuation	AU\$10M (pre-money)
Tokens	A generous, heavily discounted token allocation is also available to the investor as a further incentive.
Use of Funds	Expansion, crypto token loyalty program launch
Exit Strategy	IPO / Trade Sale
Website	http://demand.film

The addition of a loyalty program that is tied to a crypto token creates only serves to increase this engagement and incentivizes community members actively promote films to their networks. Almost 2000 new users have joined the Loyalty program since it was launched mid-August.

Demand Film Business Overview

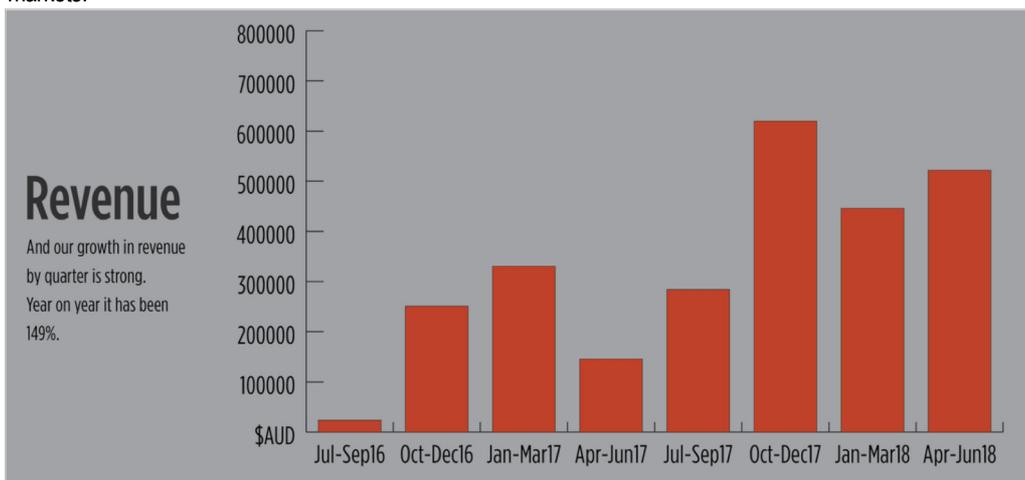
Demand Film is on track to be the dominant global platform for event and specialty cinema, a multi-billion dollar addressable market. To date, it has 90,000 emails in its database representing almost 200,000 patrons and approximately 2,500 cinemas in seven countries in its exhibition network. The company's constantly expanding customer base – growing at a rate of 93% per annum – derives from its crowd-sourced model for filmgoing and the community building efforts that accompany each film event the company presents. Demand Film's understanding of the behaviour of its customers is informed by sound data analytics, which are being continually refined and improved by the data captured from every single transaction (i.e., ticket purchase) on the platform.

Demand Film's recent adoption of blockchain technologies and goal of the crypto token offer ("Token Offer") will positively transform the industry in which the company operates. These efforts will enable the company to create a new level of trust built on the immutability and transparency of the technology while, at the same time, delivering a unique incentive to the behaviours that drive the creation and consumption of films within the company's ecosystem of: film financiers, creatives, distributors, cinemas, promoters and patrons. Unlike other blockchain offerings, Demand Film is an established business that will leverage the power of distributed ledgers and the Token Offer to "turbo charge" the interactions within its ecosystem.

The Token Offer is being done via Demand Film's wholly owned subsidiary Demand Film Europe Ltd a Maltese company. This is to take full advantage of the new Maltese regulatory framework for blockchain technology.

Demand Film Financials

The 2017-18 Financials (unaudited) show solid growth over the previous year. AUD 1,798,000 vs AUD 952,664 up 89% year to year. The quarter just completed is up 70% over the same quarter last year, The growth is a function of both market expansion and greater sales within markets.



Demand Film Team

Demand Film has an entrepreneurial management & advisory team with strong film making, film distribution, innovation and technical development skills, together with international commercial experience.

It is led by Managing Director David Doepel, a senior executive who has held positions of responsibility in private industry (film and technology), in government and most recently academia. David is a proven innovative thinker whose entrepreneurial achievements have led to demonstrated and significant value creation for partners over a 30 year professional life.

Barbara A Connell, COO & Director, Development a 25 year veteran of the film industry. A graduate of the UCLA Professional Program in Screenwriting, she is a screenwriter, script editor and story analyst whose clients have included Maguire Entertainment, Sundance Institute, Taylor Media and Beyond Entertainment. She also was COO of Echobridge Inc. for over five years.

Andrew Hazelton, EVP Global Business Development. With almost two decades of experience in the film industry, starting in cinema exhibition with Greater Union (now Event Cinemas, Australia's largest cinema chain) and then theatrical distribution with Roadshow Films. Andrew has now released over 400 theatrical films in multiple territories including the US and UK. He now is focused on expanding the Demand Film cinema footprint as well as film acquisitions. He has an MBA from the University of Technology Sydney.

Adrian Bowers, CFO. An experienced financial executive working in industrial and technology public companies both on the AIM Market of the London Stock Exchange and the Australian Securities Exchange. Substantial Corporate Governance, financial reporting, treasury and management skills.

Capital Raising

This Seed capital raising is for AUD\$1.5M to fuel market growth and launch of a unique cryptotoken loyalty and platform. A generous, heavily discounted token allocation is also available to the investor as a further incentive.

Upon signing of Confidentiality Agreement further proprietary information can be provided to the committed investor.

For a full Investor Presentation please contact:

Ross McDowall (Sydney) at ross.mcdowall@bluemountcapital.com (Tel: +61 417 481 519)

David Tsui (Shanghai, Mandarin) at david.tsui@bluemountcapital.com (Tel: +86 1851 633 7280)

BlueMount Capital (Sydney) Pty Ltd ACN 098 335 445 Authorised Representative for AFSL 456663

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