

wild bunch

CORPORATE PRESENTATION

DECEMBER 2018



A LEADING MOVIE AND TV SERIES DISTRIBUTION AND PRODUCTION SERVICES COMPANY IN EUROPE

OVERVIEW

- **Leading independent European distribution and production services company**
- Acting as a “publisher of filmed entertainment content¹”, it offers an **integrated range of solutions from production to distribution covering both film and TV series (filmed entertainment) for all key distribution platforms such as theatrical, e-cinema, Free and Pay TV or SVOD**
 - It **finances, co-produces and acquires** filmed entertainment content
 - It **monetizes** the rights on a multi domestic distribution network across Europe on all media both through traditional and innovative ways (“direct distribution”)
 - It **monetizes** the rights over the rest of the world (“international sales”)
- **Wild Bunch AG** was created from the **merger between Wild Bunch SA and Senator Entertainment AG** in February 2015, and listed on the Frankfurt Stock Exchange Market
- Established presence in **France, Italy, Spain, Austria and Germany, offering a wide geographic coverage**
- Developed **strong commercial relationships with the electronic distribution platforms** and SVOD services such as Netflix
- **Owns one of the largest independent film & TV series libraries (c. 2,200 titles)** including The Artist, Drive, March of the Penguins, The King’s Speech...
- Strategy driven by:
 - **Content growth** through the acquisition of new rights for movies, TV series and other programs (Web...)
 - **Increasing customer reach** in new geographies and/or through new platforms
 - **Delivering value to shareholders** through profitable growth and accretive acquisitions

¹ includes any “moving pictures with stories in them” such as feature films, TV series, web programs, etc...



Table of contents

I COMPANY OVERVIEW

II BUSINESS MODEL

III MARKET POSITIONING AND STRATEGY

IV FINANCIALS AND OUTLOOK



I COMPANY OVERVIEW

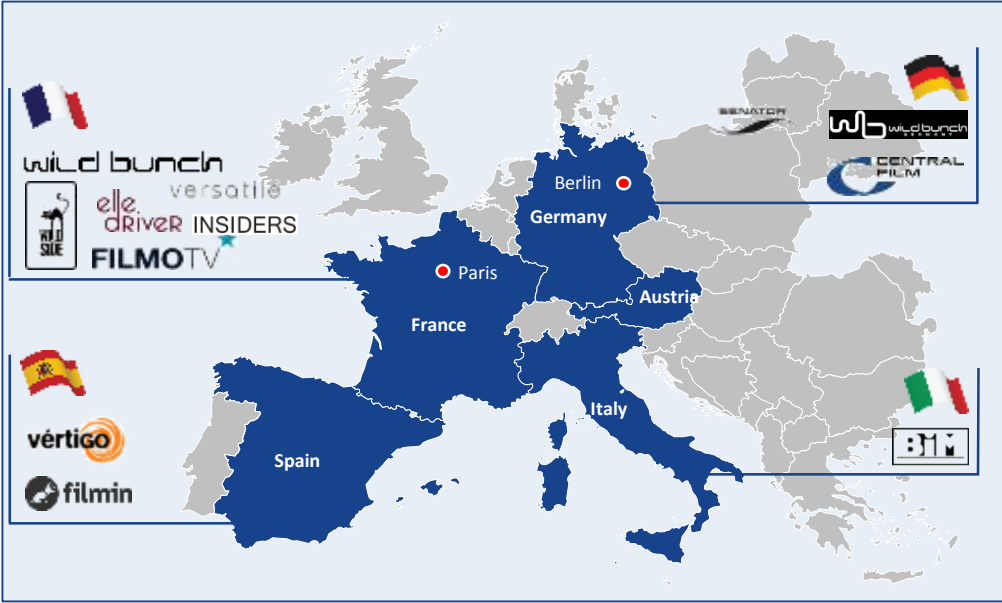


Established Presence in Most of Europe’s Largest Markets Across All Distribution Channels and a Worldwide Sales Capability

Established presence in five European territories (France, Italy, Spain, Germany, Austria) across all distribution channels (TV, theatrical, VOD/SVOD, e-Cinema, video)

DOMESTIC SALES

FRANCE	<ul style="list-style-type: none"> ✓ All direct distribution activities via Wild Bunch Distribution & Wild Side ✓ VOD/SVOD service : FilmoTV ✓ Publishing of TV programs through Wild Bunch TV
GERMANY /AUSTRIA	<ul style="list-style-type: none"> ✓ All direct distribution activities via Wild Bunch Germany/Wild Bunch Austria ✓ Production of TV programs and feature films via Senator Produktion
ITALY	<ul style="list-style-type: none"> ✓ All direct distribution activities via BIM Distribuzione
SPAIN	<ul style="list-style-type: none"> ✓ All direct distribution activities via Vértigo ✓ Production of feature films ✓ VOD distribution via Filmin



INTERNATIONAL SALES

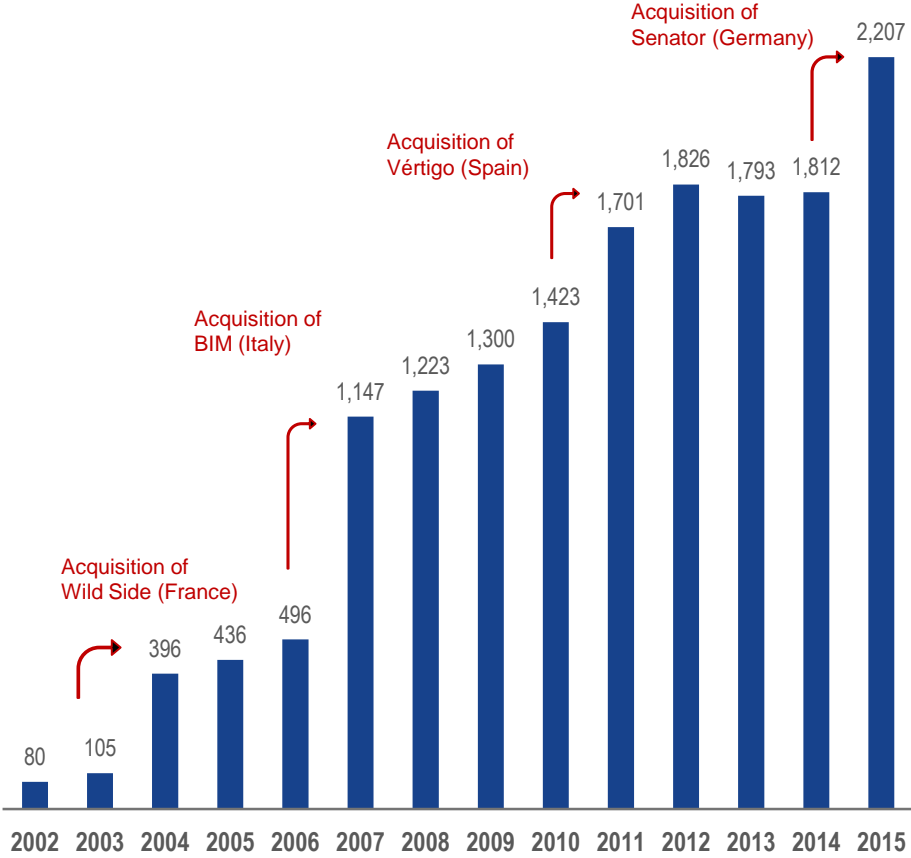
- Four international sales labels (Wild Bunch, Elle Driver, Insiders and Versatile) as value-added intermediary, selling worldwide content “all rights” to local distributors



A Strong and Diversified Library

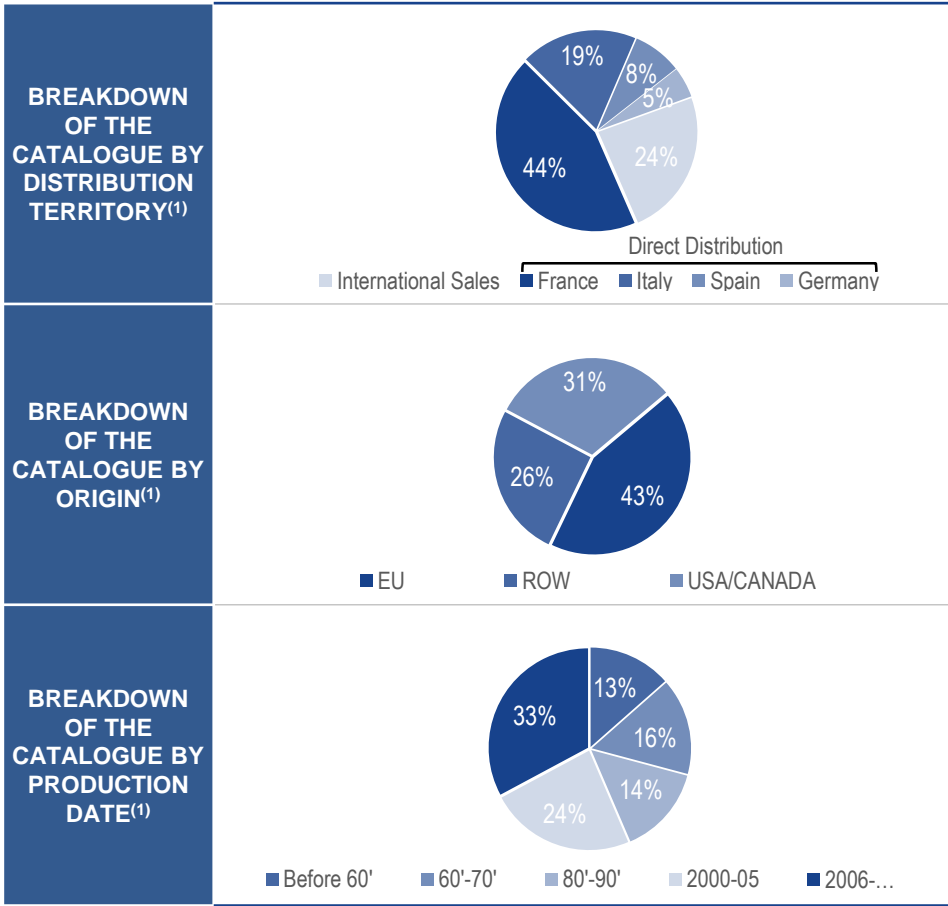
An best-in-class library with more than 2,200 titles, including an outstanding selection of award-winning films

CATALOGUE BY NUMBER OF TITLES



Note: (1) Excluding Senator's catalog as of 2014

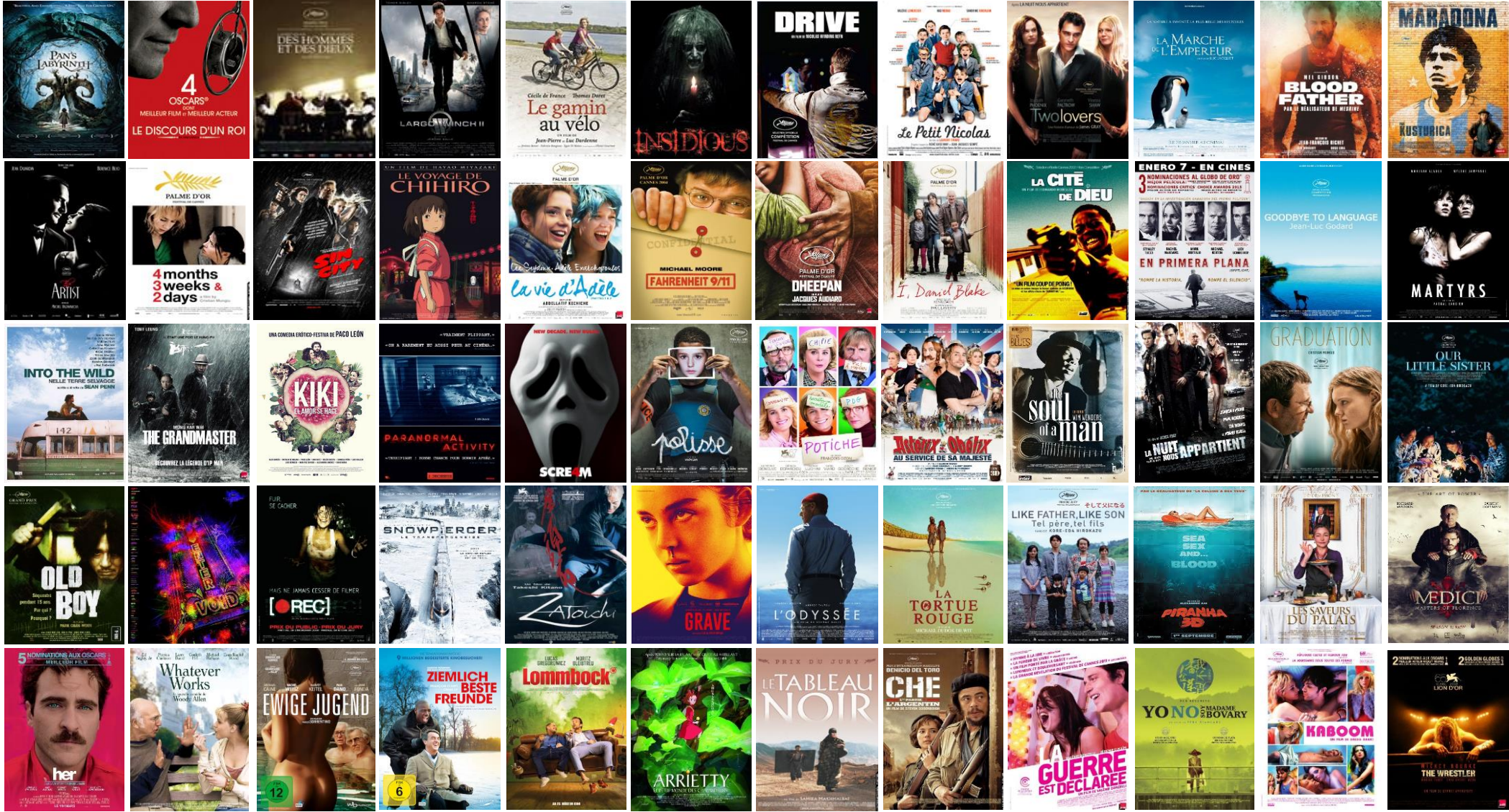
BREAKDOWN OF THE CATALOGUE





Company overview

Selected Libraries Titles



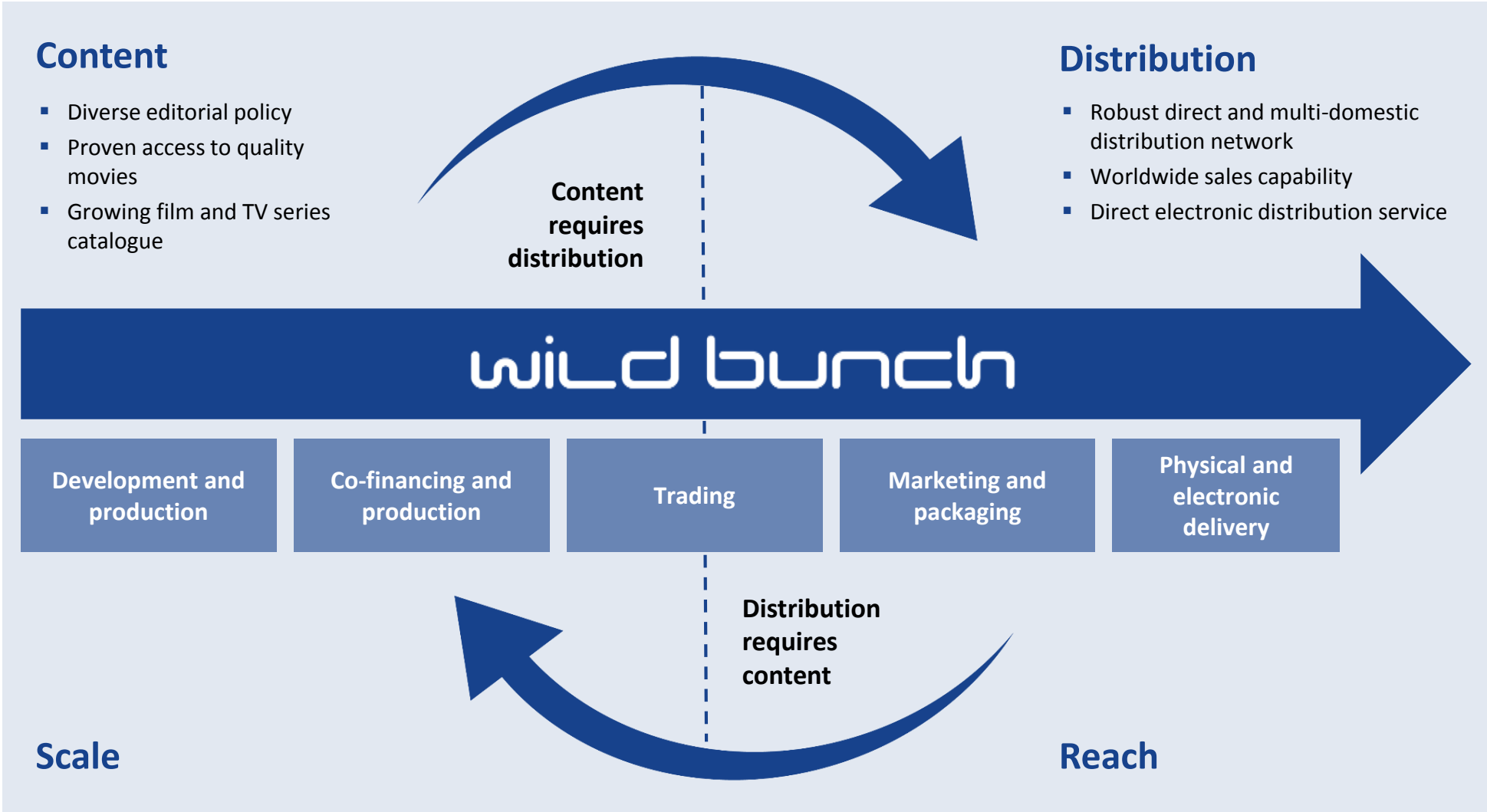


II BUSINESS MODEL



FILMED ENTERTAINMENT CONTENT AND DISTRIBUTION ARE CLOSELY LINKED TO GROW AND CREATE VALUE

Business model





WILD BUNCH ACTS AS A GATEKEEPER WITHIN THE CONTENT VALUE CHAIN

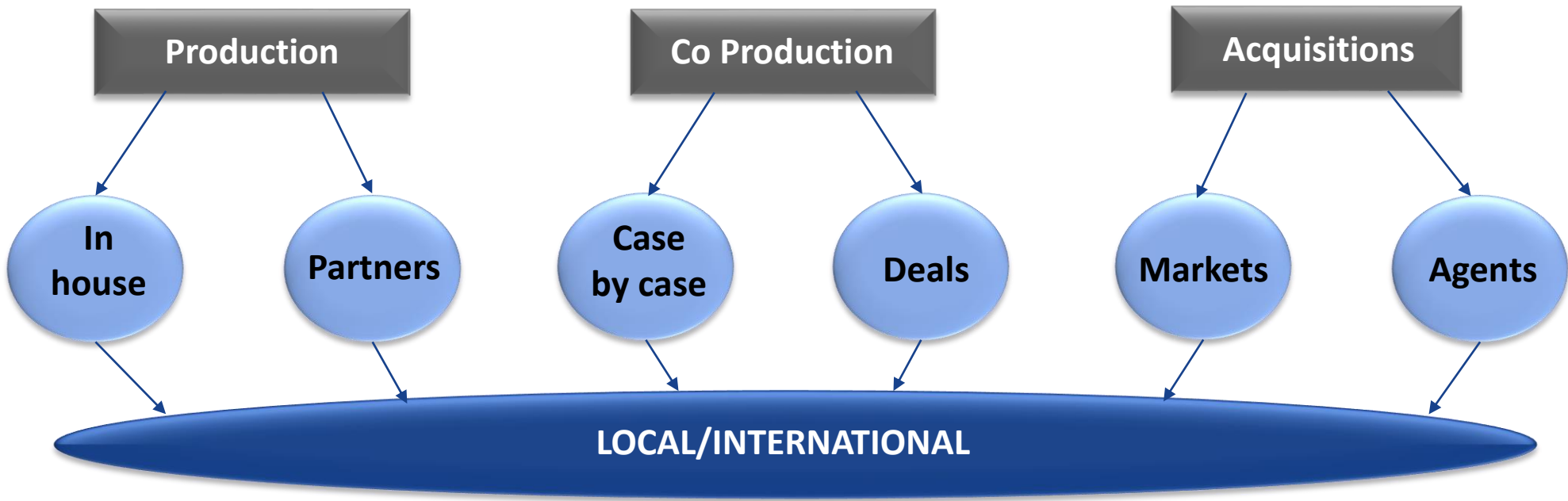
Business model

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Content</p>	<p>Diverse editorial policy</p> <hr/> <p>Access to quality movies and TV series</p> <hr/> <p>Growing film catalogue</p>	<ul style="list-style-type: none"> ▪ Innovative selection of films and TV series with a clear focus on both local content for distribution in its home markets and premium independent movies ▪ Over time, the company has built a network of relationships with directors, producers and agents creating a unique ability to identify new talents ▪ Diverse library of c. 2,200 titles that include director-driven, art-house, genre and mainstream fare, as well as documentaries. It includes local, international and English language titles
<p style="text-align: center;">Gatekeeper</p>		<ul style="list-style-type: none"> ▪ Wild Bunch controls, manages and optimises the entire filmed entertainment value chain from acquisition, distribution and marketing while building a catalogue of rights that can be exploited globally ▪ Increased value given that the distribution landscape is becoming more and more complex
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Distribution</p>	<p>Direct network</p> <hr/> <p>Worldwide sales capability</p> <hr/> <p>Direct electronic distribution</p>	<ul style="list-style-type: none"> ▪ Today Wild Bunch has a unique multi domestic distribution network and is active in France, Italy, Spain, Germany and Austria ▪ Leading player in international film. Its market position has been strengthened by its experience with foreign distributors worldwide and creative talent ▪ Launched Wild Bunch TV, and extended its activities to coproduction and distribution of TV series dedicated to the international market, ▪ In 2008, pre-empting the competition, Filmoline was created with a focus on the direct electronic distribution of filmed entertainment across platforms and countries ▪ In 2015, it also launched its eCinema activities and Wild Bunch Digital in 2017, to concentrate all digital activities of the group and to aggregate third parties content, offering them first class commercial services



ACCESS TO CONTENT

Business model



WILD BUNCH CONTENT
Innovative – Independent – Visual - Provocative



THE FILMED ENTERTAINMENT CONTENT DISTRIBUTION IS ORGANIZED AROUND THREE MAIN PILLARS

Business model

<p>Direct distribution platform</p>	<ul style="list-style-type: none"> Established presence across five key European countries (France, Italy, Spain, Germany and Austria) with a pan European mind-set Well diversified revenue streams across various distribution channels: theatres, video, TV and electronic distribution Channel agnostic positioning with a proven expertise across all distribution routes to market
<p>International sales</p>	<ul style="list-style-type: none"> Recognised sales expertise enables to monetise filmed entertainment content worldwide Allows Wild Bunch to realize economies of scale on distribution costs, spreading marketing and advertising expenses for the distribution of one movie across several territories Large distribution franchise gives Wild Bunch an increased bargaining power due to its geographic reach By managing the international sales process of movies and TV series, Wild Bunch is able to mitigate its financial risk exposure
<p>Direct Electronic distribution</p>	<ul style="list-style-type: none"> Sells digital content worldwide and has specific agreements in countries where it has direct distribution (e.g. Wild Side to Netflix and to iTunes) Precursor in using innovative direct distribution means since day one when allowed : day and date releases, ultra VOD* Launched eCinema distribution and Wild Bunch Digital Established FilmoTV which acquires VOD/SVOD film rights from a number of distributors (Wild Bunch, Warner, Pathé, StudioCanal, Sony, Gaumont...) and mainly focuses on a subscription based revenue model. It is available through IPTV/cable, smart TVs and tablets accessing 80% of addressable market

* When VOD is released before the cinema window starts



MULTI-DOMESTIC DISTRIBUTION PRESENCE BRINGS STRONG BENEFITS

Business model

Increased bargaining power due to scale

- **Large distribution franchise** strongly established in 5 European countries
- **Negotiating** economics for the rights of a movie made easier thanks to Wild Bunch's unique geographic reach
- Ability to **mitigate risk** amongst countries

Enhanced ability to source local content

- Capitalising on a **close proximity with creative talent** emerging from each geography
- Sourcing via day-to-day **local relationships** and constant contacts
- **Distributing local content** is essential in Wild Bunch's 5 home territories



"One-stop shop" for content owners

- Opportunity to address the European market in **multiple geographies** instead of having to deal with local players in each country
- **Attractive value proposition**, especially for international producers

Economies of scale on distribution costs

- **Spreading marketing and advertising expenses** for the distribution of one movie across several territories
- This is balanced by the need to continuously tailor distribution methods to local preferences



WILD BUNCH IS PRESENT ON ALL THE MAIN ELECTRONIC PLATFORMS IN EUROPE

Business model

	FRANCE 	GERMANY 	ITALY 	SPAIN 
	<p>NETFLIX</p> <p>CANAL PLAY</p> <p>FILMOTV <small>Découvrez le meilleur des cinémas</small></p> <p>CINE +</p> <p>MUBI</p>	<p>NETFLIX</p> <p>vodafone</p> <p>sky</p> <p>Deutsche Telekom T</p>	<p>NETFLIX</p> <p>TELECOM ITALIA</p> <p>vodafone</p> <p>MEDIASET</p>	<p>movistar</p> <p>NETFLIX</p> <p>FILMIN</p>
	<p>amazon</p> <p>francetélévisions</p>	<p>maxdome</p> <p>amazon</p> <p>WATCHEVER</p>	<p>MYmovies.it <small>IL CINEMA DALLA PARTE DEL PUBBLICO</small></p> <p>amazon</p>	<p>amazon</p> <p>one</p> <p>wuaki.tv <small>Smart Entertainment</small></p>






III MARKET POSITIONING AND STRATEGY



INDUSTRY GROWTH IS ULTIMATELY SUSTAINED BY KEY STRUCTURAL DRIVERS

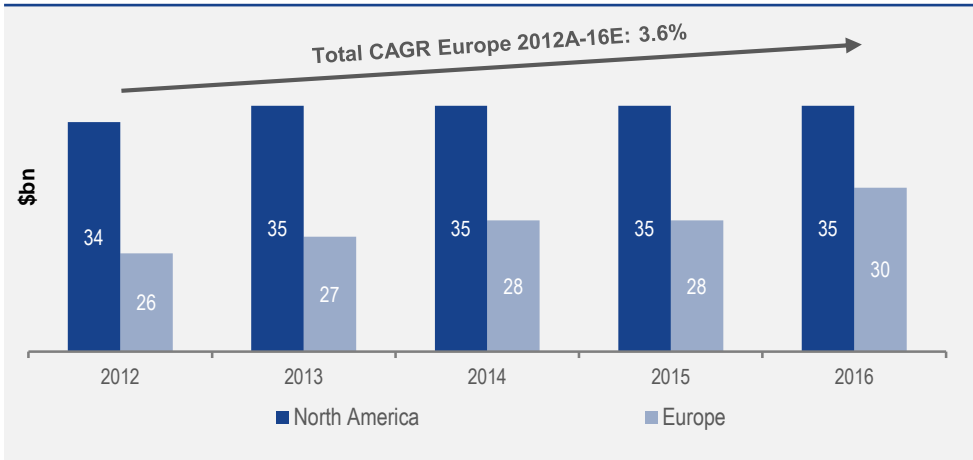
The demand for filmed entertainment has never been stronger

1 CONSUMERS 	Digitization of filmed entertainment	<ul style="list-style-type: none"> Dematerialized content means consumers can access filmed entertainment “anytime and anywhere”
	New experiences	<ul style="list-style-type: none"> A new environment for Medias to renew and propose a more sophisticated offering
	Resilience of consumer spend on films and TV series	<ul style="list-style-type: none"> Films & TV series offer a comparatively high entertainment value for each dollar spent
2 TECHNOLOGY 	Proliferation of connected devices	<ul style="list-style-type: none"> Connected devices increase the size of the installed base for consumption
	Continued emergence of new TV/SVOD channels	<ul style="list-style-type: none"> Progressive increase in the number of TV/SVOD channels creates new monetization opportunities
3 INDUSTRY 	Tightening of anti-piracy laws	<ul style="list-style-type: none"> The filmed entertainment industry keeps fighting against piracy with mixed effects across countries
	Shift in sequence of releases (“windows”)	<ul style="list-style-type: none"> New content delivery platforms enable distributors to shift the traditional movie window to maximize the commercial success of filmed entertainment



THE EUROPEAN FILMED ENTERTAINMENT CONTENT MARKET PROVIDES SUBSTANTIAL GROWTH POTENTIAL

FILMED ENTERTAINMENT MARKET WORLDWIDE (2012-2016E)⁽¹⁾



ELECTRONIC DISTRIBUTION AND MARKET OPPORTUNITY^{(1),(2)}

POPULATION (M)	US	308	EU	502
HOUSEHOLDS (M)	US	114	EU	210
BROADBAND PENETRATION	US	68%	EU	56%
ELECTRONIC DISTRIB. MARKET (\$M)	US	6 886	EU	2 075
AVG EXPENDITURE (\$)	US	60,4	EU	9,9

KEY CONSIDERATIONS

- Wild Bunch is active in a **global growth market**: total worldwide revenue to exceed **\$100bn in 2017**
 - Europe **2012A-16E CAGR at 3.6%** with a target size of c \$30bn by 2016E
 - **Expansion being driven** by **growing demand in emerging markets** (such as China), while **mature markets** (such as the U.S., the UK and Japan) will also **continue to grow**
 - **OTT/streaming services** will deliver the **fastest rates of growth** over the next years both in mature and emerging markets
- In terms of **potential consumers**, Europe is a larger market than the already matured U.S., and has **room for growth**
- Wild Bunch wants to **benefit from Europe's catch-up** potential by providing attractive content via all distribution channels
 - Average expenditure in the U.S. is much higher than in Europe, as a result of **more advanced digital penetration**

Note: (1) PwC Global Entertainment and Media Outlook 2012-2016
 (2) U.S. Census Bureau, Eurostat



EMERGING MARKETS REMAIN A KEY GROWTH DRIVER FOR THE FUTURE

SUMMARY

CHINA 1

- With a total population of 1.4bn, China remains a substantial source of growth opportunities
- China to become **3rd largest market by 2018**, with total revenue of \$7bn by 2018 and CAGR of 13%
- **Wild Bunch** already **sold commercially-successful films to China** including March of the Penguins, Largo Winch and Wolf Totem, which already crossed the \$100m mark in box office there
- Box office booms **from \$3.1bn to \$5.9bn by 2018**
- More than **22% CAGR** (2012-2016) in terms of **gross box office** as well as **admissions**

LATIN AMERICA 2

- Whereas **main markets** (Argentina, Brazil, Mexico) show **stable growth**, territories such as **Colombia, Chile or Peru** are experiencing **strong growth**
- Latin America is the **fastest growing region in the world** with CAGR of 7% to \$7.1bn in 2018

INDIA 3

- Market is currently dominated by **Indian releases**
- Wild Bunch is successfully **selling films since 2007**
- Admissions in India to **grow by 4.8% up to \$2.7bn** in 2016
- Strong gross box office CAGR (2012-2016) at **9.4%**

- **Wild Bunch is well positioned to strengthen its purchase and distribution power in fast growing or high potential new geographies either through consolidation or partnerships**



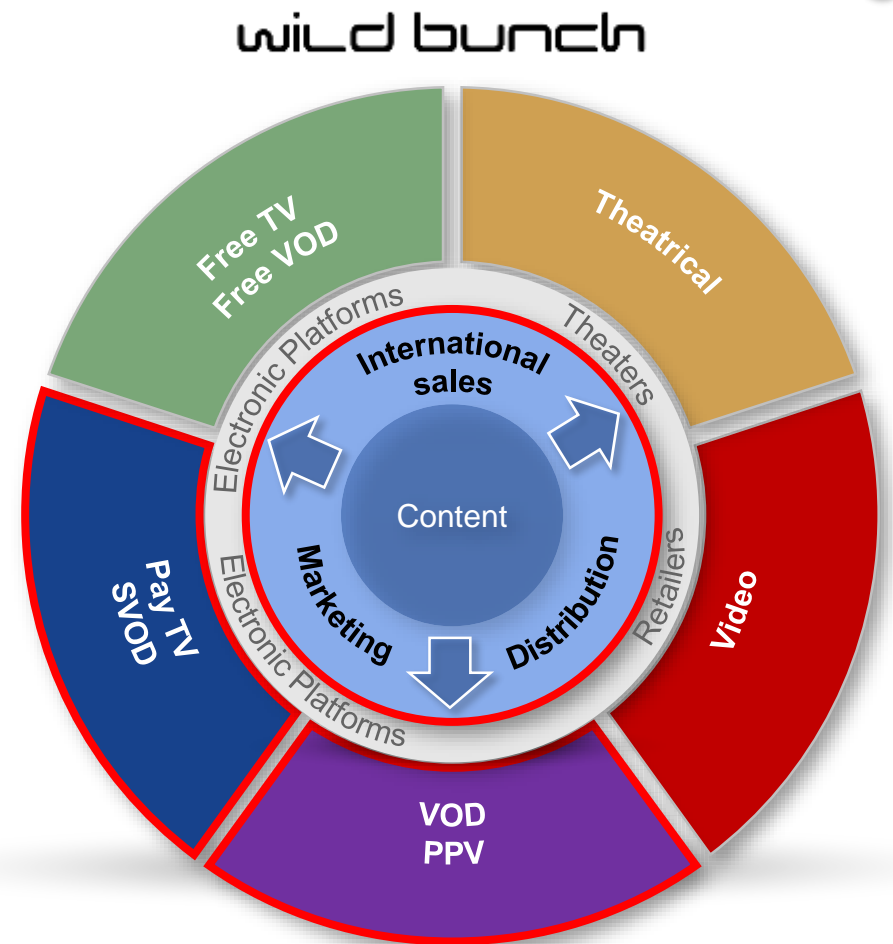
NEW ROUTES TO MARKET AS WILD BUNCH OPTIMIZES ENTIRE FILMED ENTERTAINMENT VALUE CHAIN

Since the linear model is outdated, Wild Bunch controls, manages and optimizes the entire filmed entertainment value chain while building a catalogue of rights that can be exploited through all distribution channels

THE LINEAR MODEL IS OUTDATED



HOW WILD BUNCH SEES THE MARKET TODAY



- Since inception, **Wild Bunch's business model** has been based on the view that the **traditional linear model is outdated**
 - Market pressure and technological changes will force a **reconsideration of media chronology**
 - Identifying and controlling content remains a **key differentiator**
 - Promoting and marketing content will require **sophisticated skills**
 - Complexity and competition will favor large, "industrial", versatile **first class operations to reap revenues and margins**

WILD BUNCH IS IDEALLY POSITIONED TO MAXIMIZE REVENUES ACROSS THE VALUE CHAIN



WILD BUNCH IS IDEALLY PLACED TO BENEFIT FROM INDUSTRY DYNAMICS

MARKET CHALLENGES

ANSWERS FROM WILD BUNCH

QUALITY OF THE CONTENT

- ✓ Wild Bunch image and reputation as a company and as a distributor make it an **attractive destination for artistic and managerial talents**
- ✓ Wild Bunch's **strong relationships in the industry** provide unique **access to high quality content**
- ✓ Proven ability to handle **increasing complexity**

DIGITALISATION

- ✓ Further investment in the **expansion of e-business and FilmoTV** will enable Wild Bunch to fully benefit from **the digital revolution** in France and to replicate its **successful business model** in other geographies
- ✓ With a **flexible mind-set**, Wild Bunch is channel agnostic and open to changes

SCALE

- ✓ Given its **unique presence in 5 European countries**, Wild Bunch has a substantial negotiating power and is able to mitigate risk across its movie portfolio
- ✓ Wild Bunch is poised to **create value through consolidation**

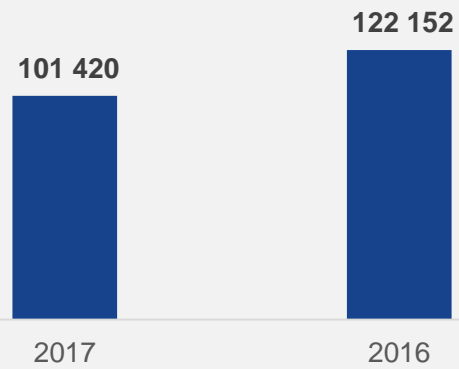


IV FINANCIALS AND OUTLOOK

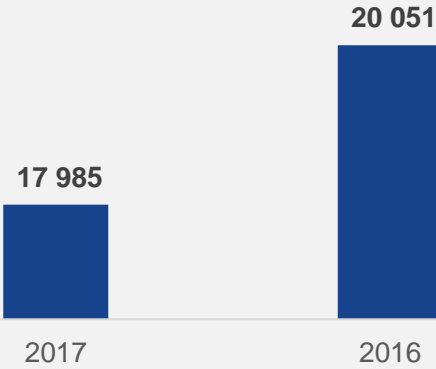


FINANCIAL HIGHLIGHTS

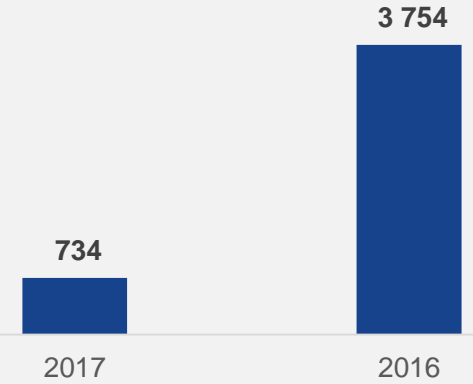
Revenues (in € thousand)



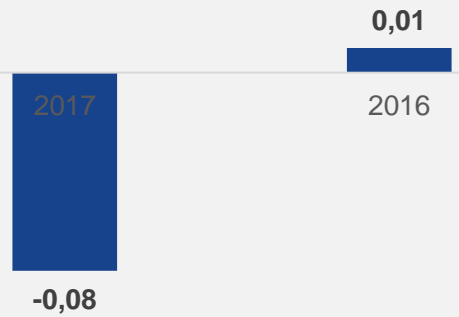
Gross Profit (in € thousand)



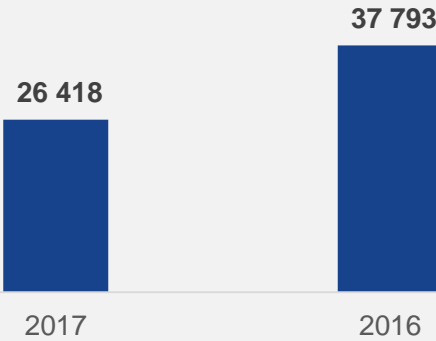
Adjusted EBIT (in € thousand)



Adjusted earnings per share (in €)



Cash Flow from operating activities (in € thousand)



Net debt (in € thousand)

