



PEGASUS

BELIEVE.

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A woman wearing a dark riding helmet, a bright pink long-sleeved polo shirt, black riding pants, and black knee caps is walking in a stable hallway. She is being supported from behind by another woman wearing a plaid shirt and blue jeans. In the background, other people are visible near the stable doors. The hallway has wooden walls and a concrete floor. A white folding chair and a metal step ladder are on the right side of the frame.

Project Summary

Project Summary

Genre: Family Drama

Language: English

Run Time: 80 - 90 min.

Rating: G

Target Audience: Young Kids / Families / Horse Racing Fans

Gross Budget: approx. \$1 million

Delivery Date (planned): End of 2020



Synopsis



Synopsis

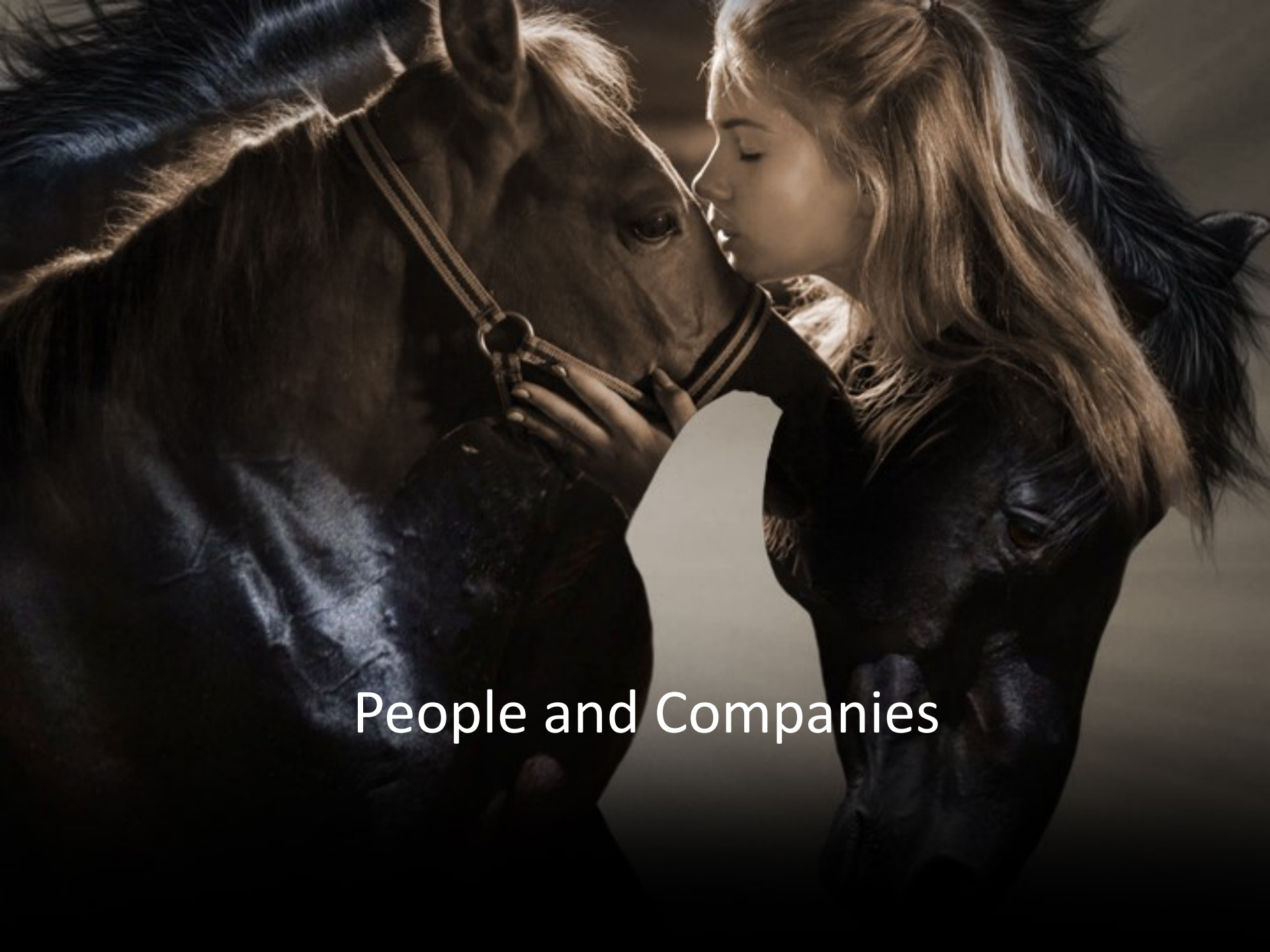
A moving story where a beautiful young girl is injured as a child at a championship horse race. As she becomes older she has to overcome her disabilities and her physical challenges and fears. When she nurses a disheveled mare back to health, she learns that love is a two-way street. She and her horse enter the racing circuit and develop a bond that wins the hearts of the nation, proving anything is possible if you just “believe”.



Target Audience

Target Audience

- Pegasus is a heartwarming family friendly movie, that is modeled after other successful horse films, like Flicka and Racing Stripes.
- Pegasus is perfectly designed for genre fans and a wider general audience of young girls and teens.
- Strong female characters in leading roles, along with good moral lessons, attract a large family audience.
- Core-Audience: 5-18 years
- Specific Demographics: Horse lovers, underdog story, drama lovers, Romance



People and Companies

People

Gordon Scott Venters - Director



- Mr. Venters has been the President & CEO of The Movie Studio FKA Destination, Television, Inc. since 1996. To his credit, Mr. Venters is experienced as an Executive Producer, Producer, Writer, & Director. He has produced many full-length feature films and was the subject of a Forbes profile article in 2008.

Helen Roche - Producer

- Helen's passion for creativity catapulted her to develop a successful production company, *RocheProduction*. The demand for her unique talent, eye, and coordination skills led her to represent world renowned photographers such as: Peter Beard, Mary Ellen Matthews of Saturday Night Live, and Donald Graham. *RocheProduction* produced major publicity, merchandising, and advertising campaigns for clients such as: Britney Spears, Jessica Simpson, Kate Hudson, Rosario Dawson, Eminem, Janet Jackson, Jean Simmons, Jay-Z, Beyonce, Pitbull, Snoop Dog, etc. Helen continues to produce major jobs in advertising, publicity, and fashion while pursuing her passion with horses. She is an accomplished polo player who plays co-ed worldwide with her team *RochePolo* and has been honored to play on other prestigious worldwide polo teams.

Robert J. Debrino - Producer

- Robert J. Debrino is a member of the Directors Guild of America, The Producers Guild of America, and The Writers Guild of America. Mr. Debrino's first job was assistant director of Michael Jackson's "Beat It" and has produced "Find Me Guilty" by iconic director Sidney Lumet (Serpico, Dog Day Afternoon) starring Vin Diesel (Fast & Furious), Peter Dinklage (Games of Thrones), and now **PEGASUS**. Mr. Debrino has over thirty years experience in Hollywood and substantial Motion Picture Industry Agency, Talent, Studio, and Distribution Contacts. His function as Producer on **PEGASUS** is the development and acceleration of the infrastructure and attachment by the utilization of those associations.

Company

The Movie Studio, Inc. operates as a vertically integrated motion picture production and distribution company. The company acquires, develops, produces, and distributes independent motion picture content for worldwide consumption in theatrical, video on demand, foreign sales, and on various media devices. It is disrupting traditional media content delivery systems with its digital business model of motion picture distribution and intends direct server access of its content with geo-fractured territories for worldwide distribution. The company was formerly known as Destination Television, Inc. and changed its name to The Movie Studio, Inc. in November 2012. The Movie Studio, Inc. was founded in 1961 and is headquartered in Fort Lauderdale, Florida.



Investment Strategy

Investment Strategy

- The single picture investment opportunity is a low-budget, independently financed feature film with an intended limited wide appeal. With a successful team of producers working with an experienced director, the Picture is well positioned for strong box office results.
- Revenue is derived from the exploitation of the film's rights through various media, including theatrical, home entertainment, television, digital, and other markets. In this investment opportunity, rights to the previously mentioned media shall be licensed to theatrical or non-theatrical distributors with strong track records in all worldwide territories.
- Investor(s) will participate in all worldwide revenues. Equity investments are to be leveraged by tax credits, soft money and incentives to cover the gross production budget. Sales estimates and distribution agreements provide recoupment analysis given historical box office, home video, and tv results for respective talent and similar genre fare.

Investment Strategy

The Gross Production Budget is approx. \$1.0 million. The producers intend to place a minimum of \$400,000 million USD in equity financing into the production of the Picture (“Equity Investment”) under the following

Investment Terms:

- Pro-rata pari-passu: All equity investors will recoup principal on a pari-passu, pro-rata basis until cash break even plus 20% premium, before repayable soft money. After soft money has been repaid, investors will share in the profit participation on a pro-rata basis out of 50% of all gross proceeds worldwide in any and all media (“Back-end Investor Participation”).
- Back-end Investor Participation: For the investment of \$400,000 equity investor(s) will acquire a 50% share in the total net income (“Profit”) of the Picture; i.e. an equity investment of \$40,000 equals 5% of total income.

Investment Strategy Risks and Threats

LOSS OF INVESTMENT: It is possible that the investor will lose its entire investment in the Picture. No guarantee or representation is made that the product will achieve its respective business objectives or that the investor will receive a return of its investment. The value of the Picture can be adversely affected by a variety of factors, including film production problems, strikes, industry developments and trends, and general business and economic developments.

- NO REFUND OBLIGATION: The use of this investment will fund the production of the Picture, and once the initial closing occurs the Investment Manager has no obligation to refund the investor's investments.
- DISTRIBUTION & MARKETING: Third-party single territory distributors will control most aspects of the distribution, promotion, and exploitation of the product which may have a material effect in the amount and timing of receipts received from theatrical, home video and digital, television, syndication, and other revenue streams.
- PIRACY: Staggered release dates around the globe make the product prone to movie piracy.

Investment Strategy Risks and Threats

- **LIQUIDITY AND VALUATION:** The investor's investment is not liquid. There is not now, nor will there ever be, a public market for the interests. The interests have not and will not hereafter be registered, and the investor has no right to demand such registration. The investor's ability to transfer its interests is restricted in accordance with the Investment Agreement with the SPV or other relevant investment documents and all applicable federal and provincial laws. The investor should understand that it must bear the economic risk of this investment for an indefinite period of time. The Investment Manager makes absolutely no representations as to the value of the interests.
- **TAX TREATMENT:** The investor should consult its own tax advisors with respect to the specific tax consequences of such an investment under any federal, state, and local tax laws, and with respect to the treatment of income and gain from such investment under the tax laws of any jurisdiction in which such investment may be subject to tax.
- **OTHER RISKS:** In any financial venture there are unknown and unforeseen risks, including, but not limited to, the risks specifically set forth hereinabove. Therefore, the foregoing risks are intended to be illustrative and not exhaustive, and the investor should be aware that there are other potential risks involved in the purchase of interests offered hereby.



Budget

Budget

Category Description	Total
Story and Rights	\$5,650.00
Producer Unit	\$55,700.00
Director	\$18,670.00
Cast	\$197,680.00
Total Above The Line	\$277,700

Production Staff	\$48,243.00
Extra Talent	\$7,085.00
Set Design	\$30,290.00
Set Construction	\$71,604.00
Set Operations	\$10,972.00
Special Effects	\$10,920.00
Property	\$19,864.00
Wardrobe	\$15,860.00
Picture Vehicles	\$2,470.00
Makeup and Hairdressing	\$15,665.00
Set Lighting	\$36,335.00
Camera	\$43,121.00
Production Sound	\$9,113.00
Transportation	\$62,081.50
Location Expenses	\$67,125.50
Production Facilities	\$25,766.00
Total Below the Line Production	\$476,515.00

The total production budget inclusive of contingency and completion bond is approx. \$1.0 million USD (“Gross Production Budget”). This number is in line with the budgets of many other high profile independent crime thriller features and shall enable us to deliver a high-quality product with a production value of \$10+ million. Out of it \$125,000 is set to cover the main role which shall enable us to hire a bankable A-name actor.

Category Description	Total
Visual Effects	\$90,000.00
Editorial & Projection	\$21,500.00
Music	\$10,000.00
Post-Production Sound	\$5,000.00
Titles	\$3,750.00
Total Below-The-Line Post	\$130,250.00
Publicity	\$13,500.00
Insurance	\$3,900.00
Fees & Charges	\$22,670.00
Total Below-The-Line Other	\$40,070.00
Completion Bond 3.0	\$27,736.00
Contingency: 5.0%	\$46,227.00
Total Above-The -Line	\$277,700.00
Total Below-The-Line	\$646,835.00
Total Above and Below-The-Line	\$924,535.00
Grand Total	\$998,498.00

*Budget subject to change



Revenue Model

Revenue Model

DOMESTIC GROSS REVENUE PROJECTIONS -U.S. & CANADA	
U.S. theatrical release 400 screens	\$4,480,000
Canada theatrical release	\$85,000
Pay cable	\$505,000
Pay-Per-View & Streaming	\$50,000
Syndication TV, 24 months after theatrical	\$65,000
DVD sales	\$25,000
Canada TV licensing/sales	\$75,000
Airlines/boats/military/hotels:	\$35,000
DOMESTIC GROSS REVENUE	\$5,320,000
INTERNATIONAL REVENUE	
Foreign Theatrical box office	\$975,000
Foreign television distribution (broadcast & pay tv)	\$525,000
Foreign Digital/VOD	\$325,000
INTERNATIONAL GROSS REVENUE	\$1,825,000
COMBINED GROSS REVENUE:	\$7,145,000
Less Domestic & Foreign Distribution Fees (22%)	\$1,571,900
TOTAL ADJUSTED GROSS REVENUE:	\$5,573,100

Revenue Model Cont.

Variable	Input
Number of theaters	400
Avg. screen per theater	1
Number of markets	25
Length of release	28
Avg. seats per theater	200
Screenings per day	4
Avg. Ticket price	\$10
Occupancy	5%

A close-up photograph of a woman with long, wavy blonde hair kissing a dark brown horse on the cheek. The woman is on the right, leaning towards the horse on the left. The lighting is soft and warm, highlighting the textures of the horse's coat and the woman's hair. The background is dark and out of focus.

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