

ABOUT FILMPROFIT - TOOLS WE LIKE TO BRING TO BEAR

NEARLY TWENTY YEARS OF RESEARCH AND STRATEGY IN FILM MARKETS

- 1. We Invented The Comparable Pictures Report**
 - a. We have brought it to bear on a broad range of films, from super low budget indies to high budget projects for studio consumers like Disney.
- 2. We've Created The Most Robust Financial Models For Independent Films**
 - a. We modify and customize them so that we can look deeper inside the realities of differing projects. Differing projects find their markets differently, and should anticipate that the costs of achieving them are different in kind and placement.
- 3. We Believe That Actionable Information Comes In Many Forms**
 - a. Great information is often the result of real digging.
 - b. Great information is sometimes hidden like a gem in raw rock.
 - c. Great information requires great analysis to polish the gem out.
- 4. We Believe In Using This Toward Risk Reduction**
 - a. We have developed significant analysis of the risk junctures of the film business, and apply techniques to reduce risk at every business juncture of filmmaking over which we can exert a positive influence.

ABOUT FILMPROFIT

HISTORY

FilmProfit LLC began business as Big Horse Incorporated in 1987. FilmProfit® has been a registered trademark of Big Horse Incorporated for more than ten years, but a name gracing our products since 1992. Over the years, so many have thought of us as FilmProfit, that we have now decided to work completely under that name. FilmProfit is an entertainment analysis and business planning firm that has been providing guidance and services to filmed media, television and convergence producers, distributors and financiers since 1987.

MISSION

Our goal at FilmProfit is to provide producers, distributors and financiers of filmed entertainment with the highest quality information, reports and guidance in support of their mutual business and artistic success. We think about the business end to end, from conception to consumer delivery, in all its forms; we think about this all day and every day. No matter what we are asked to do for you, you gain the benefit of that kind of thinking.

Jeffrey Hardy, president of FilmProfit, LLC, is the co-author of FilmProfit software and the sole author of the *FilmProfit Guide To Film Distribution Deals*, a respected primer to the deals in the key film distribution markets.

Mr. Hardy has acted as an expert witness, testifying in cases for Walt Disney Co. and 20th Century Fox, and as an expert resource for the *Hollywood Reporter*, *Fortune Magazine*, *The Washington Times*, WSYR radio and *The Black Film Report*, among other publications. FilmProfit contributed to *The Independent Film and Videomaker's Guide* (2nd ed.).

He has presented multiple all-day workshops for the Institute for Independent Film Finance and lectured by invitation to Media and Entertainment MBA students at The University of California Berkeley, and on the East and West coasts for the Independent Feature Project. He has appeared by invitation before the California Film Commission, National Media Network, Creative Financing Conference, The Boston Film and Video Foundation, Black Hollywood Film Festival, and other organizations as a lecturer, moderator and panelist on creative and business issues for independent films.

For two and a half years, Mr. Hardy served as the president of the Independent Feature Project of Northern California and drove it through its most successful high-growth period. He also founded the Independent Filmmakers of Northern California, which he headed for three years. This organization was consolidated into IFP under his tenure there.

A PARTIAL LIST OF OUR CLIENTS INCLUDES:

- 20th Century Fox
 - Walt Disney Company
 - Eastman Kodak
 - Jim Henson Productions
 - The BBC
 - International Creative Management
 - POW! Entertainment
 - Kinowelt
 - Universal Music Group
 - Codeblack Entertainment
 - Quincy Jones Media Group
 - ATO Pictures
 - Polygon Game Fund
 - Nippon Telephone and Telegraph
 - Michael Wiese Productions
 - Sloss Law Offices
 - Enicom Multimedia
 - NC Global Insurance
 - Jeffer, Mangels, Butler & Marmaro
 - Surpin, Mayersohn & Edelstone
 - The Marshall Firm
 - Reliance Insurance
 - Harvey Keitel's The Goatsingers
 - Mark Stouffer
 - Vision One Pictures
 - Foremost Films
 - peachpicklepepper productions
 - Five Sisters Productions
 - Zenrin New Media
 - New Century Global Ins.
 - Aberdeen Completions
 - Brillig Productions
 - Yamaichi Information Systems
 - South Park Productions
 - Bad Movies, S.A.
 - Pacific Media Entertainment
- And many, many other producers, financiers and companies across the country and around the world.