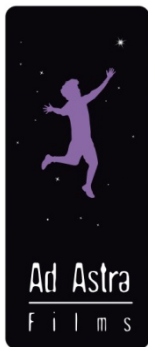


The entrepreneurs

Period of relationship in Berlin : 17/05/2010 – 16/11/2010



Name : Sébastien AUBERT / NE

Date of birth : 06/08/1983

Living in **Cannes (France)**

Company : Ad Astra Films

Sector : film production

Position : founder, Managing director

Name : Thierry BAUJARD / HE

Living in **Berlin (Germany)**

Company : peacefulfish

Sector : consultancy in film financing

Position : founder, CEO



Post relationship cooperation



- Sébastien AUBERT has been a free-lance **consultant** for Thierry BAUJARD since January 2011.
- Sébastien is working **on a regular basis for CLOSING THE GAP** (*see slide 3*) and **occasionally on other projects** (*see slide 4*).
- Ad Astra Films, the company of the young entrepreneur, is frequently hired by peacefulfish for **video work** (trailer, editing).
- Most projects achieved by this cooperation have been **supported by MEDIA** or have a **European dimension**.

Main project achieved

The training programme **CLOSING THE GAP** (www.closing-the-gap.net) was developed together by the 2 entrepreneurs, while Sébastien was in Berlin in 2010 during his **Erasmus for Young Entrepreneurs Programme**.

CLOSING THE GAP teaches European producers how to understand and talk to private investors. Some partners were found (Apulia Film Commission and Norwegian film commissions). The application to MEDIA was successful, **and the project was launched in the beginning of 2011.**

For 2011 and 2012, Sébastien has been the **Administration Manager and Tutor in Finance** for this new EU supported programme which has been taking place in Bari (Italy), Bergen (Norway) and Mallorca (Spain).

**CLOSING
THE GAP**

MEDIA
A programme of the European Union



Other projects

- In 2011, Sébastien and Thierry developed the 3DFM project, which would be the first 3D stereoscopic Film Market in Europe. Sébastien worked on the application that was accepted twice by MEDIA (2011 and 2012). Sébastien was then in charge of organizing the **3DFM** in Liège (Belgium).
- In June 2011, Sébastien was in charge of inviting and networking with investors and TV buyers for the **CROSS VIDEO DAY** organized by Mobile event, a peacefulfish client.
- From May 2012, Sébastien has been the French representative of **MEDIA DEALS**, a European investor network and a partner to peacefulfish. A first presentation has been organized by Sébastien and Thierry during the International Cannes Film Festival.



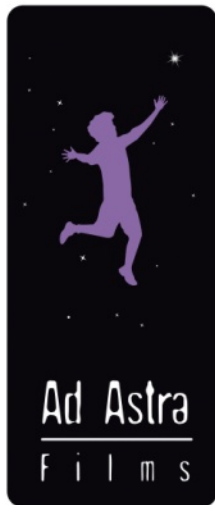
New employment opportunities (1)

CLOSING THE GAP

EMPLOYMENT OPPORTUNITIES :

- Sébastien Aubert has been receiving a fixed income of **682€/month** in 2011 and **800€/month** in 2012. This regular income has allowed him to further develop his own company Ad Astra films in a less risky environment.
- Marc Robert, a free-lance consultant based in Berlin, has been hired as a course Manager for this training since 2011.
- 1 intern was hired to assist Sébastien Aubert with logistics.
- 4 tutors have been hired on temporary contract since 2011 to organize consultations on producers' projects for **around 10 days**.
- 1 editor was hired by Ad Astra Films **for 8 days** to edit the videos of the pitch session.

New employment opportunities (2)



EMPLOYMENT OPPORTUNITIES :

Ad Astra Films, the company founded by Sébastien Aubert, has been increasing its turnover since 2011, especially thanks to the new skills, experience and network that Thierry shared with the young entrepreneur.

- Kamila Cechova (Slovakia) was hired in October 2011 as a Communication and Marketing Manager. She occasionally supports Sébastien in his missions for peacefulfish.
- Anne-Claire (France) was hired in May 2011 as an assistant producer and fundraiser. She occasionally supports Sébastien in his missions for peacefulfish.
- An intern will be hired from September 2012 to help Thierry and Sébastien in developing a business angels network in Cannes with MEDIA DEALS.

A fruitful cooperation (1)

Thanks to Thierry Baujard, the young entrepreneur has :

- been introduced to an **extensive network** of European film funds, investors and renowned experts
- been receiving a fixed income as a consultant from January 2011
- extended his contacts within European producers, which has lead to a **line producing deal** for a British short film shot on the French Riviera (turnover : 19.000€) in April 2012
- developed his **understanding of private equity film financing**
- enhanced his skills on film business plans, MEDIA applications, reporting and event management



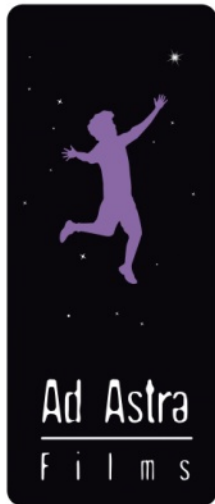
A fruitful cooperation (2)



Direct returns for the **experienced entrepreneur** :

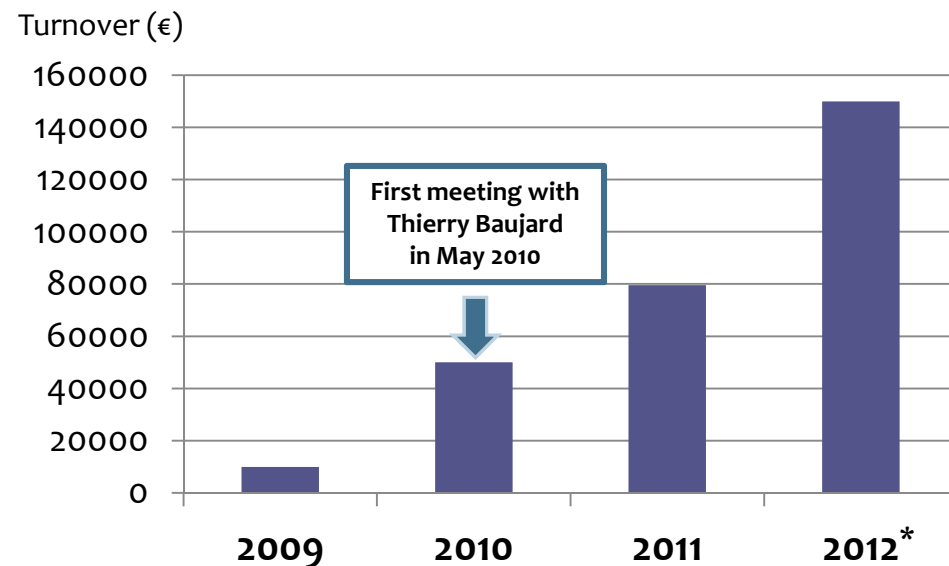
- new business opportunities in Georgia, Kosovo, and Cannes
- extension of network of private investors in France
- development of « Closing the Gap », a EU supported programme
- development of 3DFM, the first 3D stereoscopic film market in Europe
- new office of Media Deals open in Cannes

TURNOVER GENERATED (1)



The turnover of Sébastien's company has been booming since he met Thierry Baujard in May 2010. Thierry became his tutor in the film industry. He's been sharing his experience with Sébastien, as well as his network of contacts, expertise, and general advise about how to run a company, to deal with treasury, crew, etc.

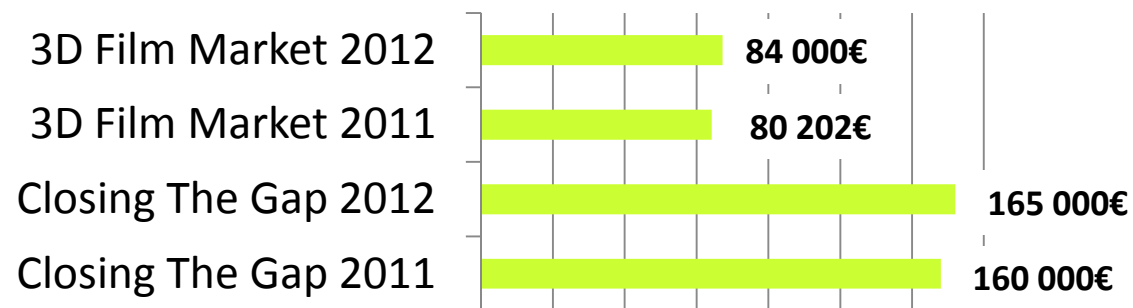
TURNOVER OF AD ASTRA FILMS
(young entrepreneur's company)
+ 59% between 2010 and 2011



* Forecast linked to Ad Astra films turnover until 10/08/2102

TURNOVER GENERATED (2)

The cooperation with Sébastien lead to new projects and new business opportunities for Thierry Baujard's company peacefulfish, among which were the European training programme CLOSING THE GAP and the 3D Stereoscopic Film Market in Liège (Belgium).



peacefulfish

the place for financing the content industry

ADDITIONAL TURNOVER FOR PEACEFULFISH
(experienced entrepreneur's company)
+ 489 202€ in 2011 and 2012