

*cinéart*  
Bringing out the best in cinema







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**Cinéart was founded in 1975 by Eliane Dubois (1949-2013) and is now jointly owned and run by Stephan De Potter and Marc Smit**

Cinéart is present in the Benelux region across all exploitation windows; acquiring and releasing over 30 titles yearly. Films are mostly acquired on script (early stage/part of financing).

Over the years, Cinéart has won 100s of awards, including 4 Best Film Oscars, 11 Oscars of Best Foreign Film & 19 Cannes Golden Palms.

The Cinéart team consists of 25 employees based in our Amsterdam and Brussels offices; we also have a Los Angeles- based agent (Orange Entertainment).

#### **Ventures:**

- Cinéart has a 33% equity stake in the CCM Development Fund (Curzon CM Development Limited), developing projects such as Passions' Angela Merkel documentary, Ballad of Small Player (based on Lawrence Osborne's bestseller), Swimming Home, Sweet Maddie Stone. Many more to come
- Cinéart is a minority shareholder of Cinemember (quality cinema SVOD)
- In 2022, Cinéart will launch an interactive B2B and B2BC platform (Cinéart Interacts)

Our mission is clear: bringing out stories that move audiences and provide meaning

#### **Eyes wide open**

See [here](#) for our idents.

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## Cinéart Distribution Facts



**€8-10m Benelux turnover, healthy business split evenly between the (1) theatrical & (2) xVOD/TV windows**

### Theatrical

- 2-4% Benelux theatrical market share

### SVOD PayTV

- BE : Multi-year Pay TV output deals with BeTV, Telenet & Proximus
- NL: Multi-year SVOD volume deal with KPN & deals with HBO Max, Ziggo, Amazon, MUBI, Film1
- Titles present across all Benelux xVOD platforms

### Free TV

- Strong presence on the RTBF, VRT/Canvas and NPO channels (and others)

### Special channels

- *Cinéart Presents* channel on Amazon Prime, see [here](#)
- Directors' Collection (on [www.cineart.nl](http://www.cineart.nl)) see [here](#)

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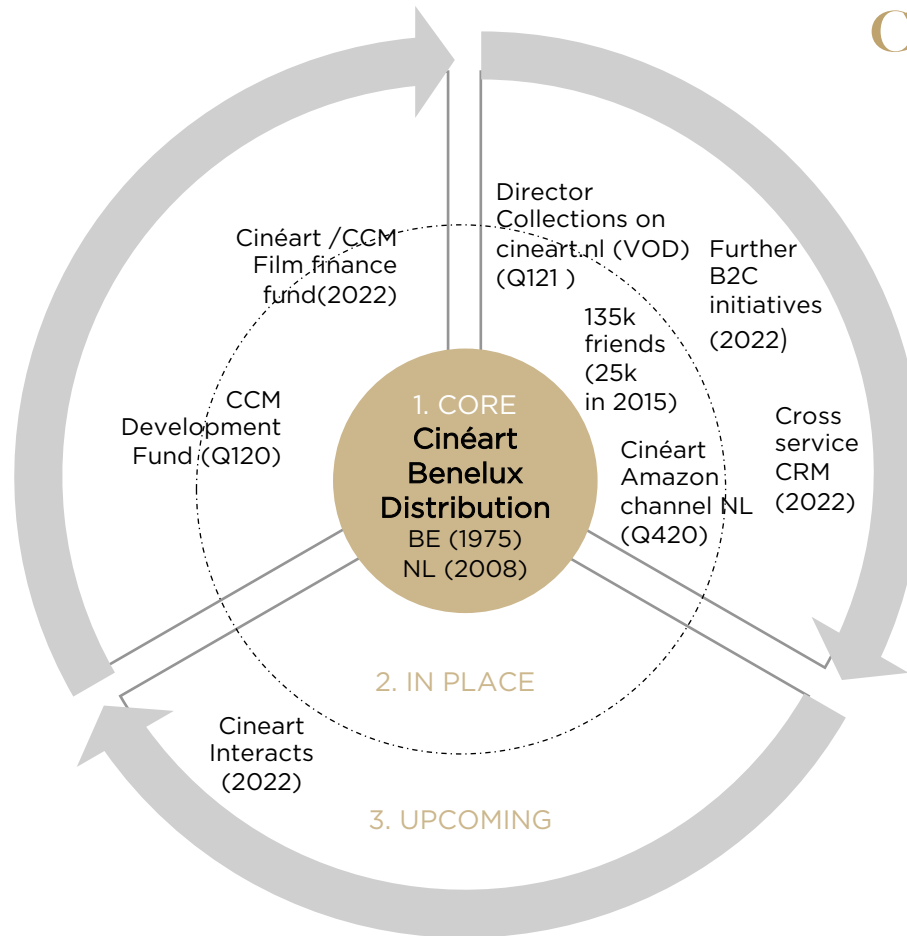
# Cinéart Strategy Overview

## 3. Cinéart EQUITY

### SECURE & OWN CONTENT

Film development & financing (ownership)

Target:  
*Overtime 3-5 titles per annum for Cinéart & equity / exposure to international sales*



## 2. Cinéart CLUB

### CREATE OUR OWN AUDIENCES

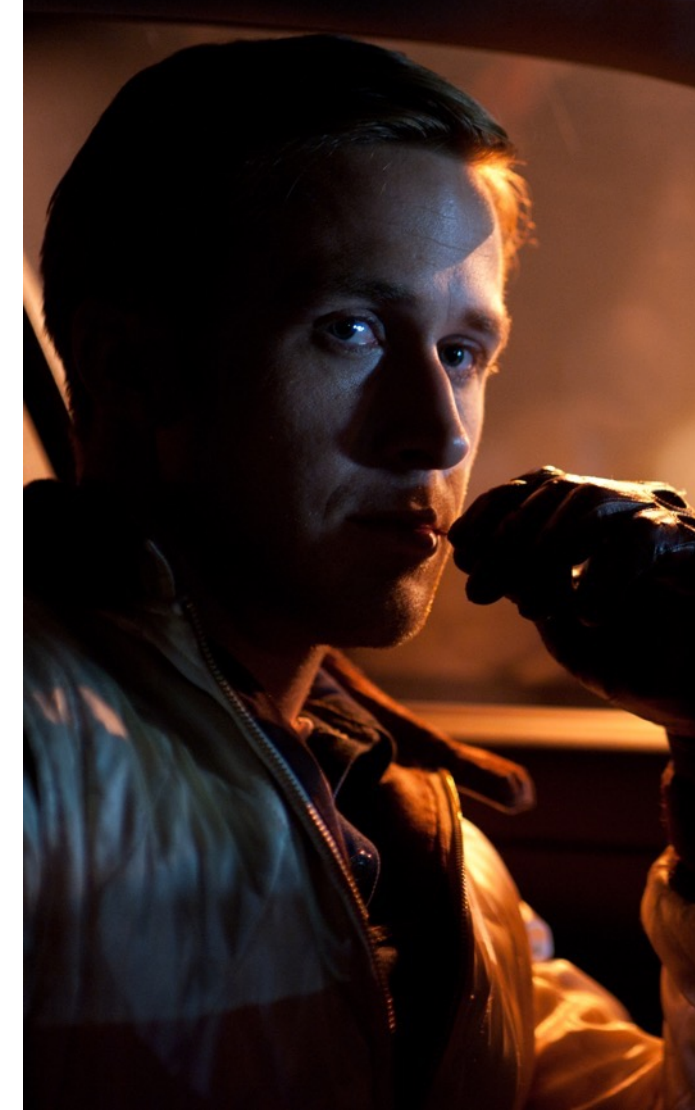
Digital B2C relevance & services

Target:  
*generate % of new revenues by 2022-23*

## 4. Cinéart INTERACTS

### ESTABLISH A PLACE FOR DIALOGUE + MEANING + FILM

B2B / B2B2C Platform



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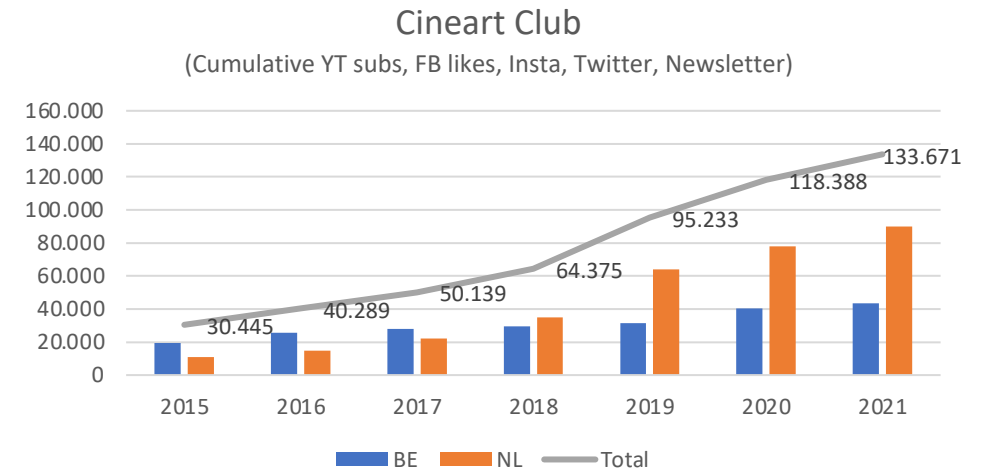


## Cinéart Club Growth

### Cinéart has a resolutely B2C profile

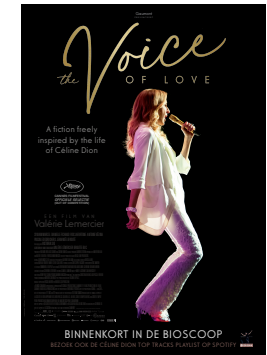
Faithful community  
(cumulative 135k+ Benelux Friends)

- Organic communication channel with audiences
- Key differentiator to all competitions (having much smaller social media footprints)
- Google- and Mobile-friendly websites ([www.cineart.nl](http://www.cineart.nl) and [www.cineart.be](http://www.cineart.be))



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## Recent / iconic releases



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On to many more  
great films