



## Investment Opportunity

- Favorable industry dynamics: underpenetrated and ready to transform
- Cinemars, the right company best positioned to capitalize on those dynamics with a vision for aggressive growth
- Potential for local content in movie industry

## Value Creation

- Improved management team including appointment of a CFO
- Enhanced the whole reporting process in terms of speed and credibility
- Assisted on location feasibility analysis on securing favorable rental contracts
- Set the foundation of the current market leader with more than 50% market share
- Became the leading the company in the market in terms of EBITDA generation
- Kick-started the transformation of the industry by introduction of sector consolidation play: Acquisition of Tepe Cinemaxx, the 2nd player in the market in 2005

## Achievements

- The number of locations served by the company rose to 14 from 3 and the total number of its seats increased ten-fold from 1,700 to 17,200.
- Market share increased seven-fold from 1.5% to 10.8%, while turnover and EBITDA rose by 7 times and 18 times, respectively
- At the time of exit, 9 new locations were already secured, which were planned to be opened in 2007-2008 period, that would add 76 screens and 14,397 seats to capacity
- First exit among locally funded private equity firms

<b>Field of Activity:</b>	Movie Theatres Operator
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<b>Entry - Exit Years:</b>	2003 - 2006
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<b>Investment Amount:</b>	US\$ 11,5 million
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<b>Proceed Amount:</b>	US\$ 19,4 million
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<b>IRR (US\$) - MM:</b>	30,25% - 1,69x
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<b>Exit:</b>	Private Equity Fund
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