

A Vampire Noir



Love is eternal

BLACK CHALK
productions

Financial Plan

Cash Flow

Currency = \$USD

Production Budget	\$2.5M	\$2.5M	\$2.5M	\$2.5M
Equity Investor	\$3M	\$3M	\$3M	\$3M
	Low	Conservative	Target	Strong
Domestic Box Office	\$2,000,000	\$4,000,000	\$8,000,000	\$16,000,000
Rental Rate	42%	44%	45%	48%
Theatrical Rentals	\$840,000	\$1,760,000	\$3,600,000	\$7,680,000
Revenues				
Theatrical Rentals	\$840,000	\$1,760,000	\$3,600,000	\$7,680,000
DVD/Blu Ray Revenues	\$900,000	\$1,800,000	\$3,600,000	\$7,200,000
Pay Television (Netflix)	\$400,000	\$800,000	\$1,600,000	\$3,200,000
Digital Distribution (PPV, VOD)	\$600,000	\$1,200,000	\$2,400,000	\$4,800,000
FTV - Broadcast / Basic Cable	\$200,000	\$400,000	\$800,000	\$1,600,000
Foreign Sales	\$400,000	\$800,000	\$1,600,000	\$3,200,000
Total Revenues	\$3,340,000	\$6,760,000	\$13,600,000	\$27,680,000
Distribution Costs & Fees				
Domestic Distribution Fee	\$835,000	\$1,690,000	\$3,400,000	\$6,920,000
Foreign Distribution Fee	\$100,000	\$200,000	\$400,000	\$800,000
Print and Advertising	\$500,000	\$500,000	\$500,000	\$500,000
DVD Costs	\$270,000	\$540,000	\$1,080,000	\$2,160,000
Digital Distribution Costs	\$40,000	\$70,000	\$130,000	\$250,000
Television Distribution Costs	\$6,000	\$12,000	\$24,000	\$48,000
Residuals	\$133,600	\$270,400	\$544,000	\$1,107,200
Total Distribution Costs & Fees	\$1,884,600	\$3,282,400	\$6,078,000	\$11,785,200
Total Revenue	\$3,340,000	\$6,760,000	\$13,600,000	\$27,680,000
Net Revenue	\$1,455,400	\$3,477,600	\$7,522,000	\$15,894,800
Investor Capital Repaid	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000
Net Profits	-\$1,544,600	\$477,600	\$4,522,000	\$12,894,800
Production Company Equity	\$0	\$47,760	\$452,200	\$1,289,480
Total Investor Return	\$1,455,400	\$3,429,840	\$7,069,800	\$14,605,320
Total Investor Return	49%	114%	236%	487%

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*A Vampire Noir***Cash Flow - Receipt Assumptions**

- Domestic Box Office (DBO) >** US theatrical release projected 3-6 months following completion. Performance scenarios are based on the low, average, high and home run domestic box office (DBO) of selected genre of films within specific budget ranges.
- Rental Rate >** Exhibitor revenue projected 42% - 48% based on DBO performance.
- DVD Revenue >** DVD sales are projected at 45%, 45%, 40% and 40% rate of DBO during initial 5 year release which include all packaged media including Blu-ray and revenue share.
- Pay TV >** 20% of DBO, including Netflix ad other streaming internet services.
- Digital Distribution >** 30% of DBO – this is primarily cable PPV, VOD, and Electronic sell-through of movies (EST) on the internet.
- Broadcast/Basic Cable >** 10% of DBO
- Other Ancillary Media >** Other ancillary markets including music, merchandising and licensing, comic books and publishing are NOT modeled for purposes of this plan, but represent additional sales opportunities.
- International Sales >** This model only tracks the major nation international sales.



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Cash Flow -Cost Assumptions

- Domestic Distribution Fees >** 25% for theatrical and all other down market revenue streams
- International Distribution Fees >** 25% of international receipts from sale to major nations
- Print and Advertising >** ■■■ is calculated as a blended average based on anticipated theatrical performance, and screen count, with 55%-60% of the anticipated box office performance spent on ■■■. The model contemplates sourcing ■■■ financing through a distribution partner.
- DVD Costs >** 30% of DVD sales
- Digital Distribution Costs >** 5% of digital sales and \$10,000 for formatting
- Television Distribution Costs >** 3% of Pay and Free television sales
- Residuals >** Residuals are calculated on guild guidelines on gross receipts received by the Company
- Production Budget >** The total budget is \$3M and includes all costs to final production for submission to film festivals and distribution pre-sales formatting. Black Chalk Productions has 10% equity stake.



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