



ANIME

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POWERED BY PERISCOOP ANIME

PRESENTATION TOPICS

DEMOGRAPHS

- OUR DNA & DIRECTORS TEAM
- DUTCH BENELUX DEMOGRAPHY
- POTENTIAL AUDIENCE TARGET
- OPERATIONAL SVOD PARTIES
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CURRENT ANIME MARKET

- SERIE CONTENT AVAILS IN OUR MARKET
- PARTIES PROGRAMMING ANIME
- ASIAN FAIRS
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BUSINESS PLAN

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- PARTNERS
- MARKETING
- EXPECTATIONS
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- TIMELINE/ORGANIZATION

PERISCOOP FILM

- DNA -

PERISCOOP ANIME

Periscoop Film is a Amsterdam based film distribution company founded in 2015 by the producers of Fu Works (San Fu Maltha) and Submarine (Bruno Felix & Femke Wolting)

Our Mission statement is: *“to distribute the content we would like to have created ourselves “.*

Interesting international Documentaries, animated feature films and genre bending movies that enrich the Benelux movie landscape and make it more diverse.

Acquisitions include amongst others : The Wolfpack, Climax, Gunda, Your name, Dragon Ball Broly, My Hero Academia, For Sama, Free Solo, Inu-Oh, Evangelion series, and the highly awarded documentary - Flee (147 award nominations)

Territory: Our work area is the Benelux (Belgium, Netherlands and Luxembourg) , we acquire all rights , but since we have to localize all content our focus is mainly set on the Dutch speaking part of the territory.

Services: Our supply chain always starts with Theatrical exploitation, we have our own inhouse booking, sales and marketing specialists, Tvod, Svod , Airline ,Free Tv and Avod is of course all part of our daily operation.

PERISCOOP FILM

- DNA -

PERISCOOP ANIME

Our personal love and passion for Anime content resulted mid 2020 in creating a new label called **Periscoop Anime**, under that label we theatrical released a number of quality Anime features such as *My Hero Academia: Two Heroes*, *Promare*, *DemonSlayer Movie: Mugen Train*, *One piece RED*, *Jujutsu Kaisen*, *Inu-Oh* and *Slime*.

These releases helps us a lot creating the " Anime brand " reaching early adapters and genre lovers, but making anime top of mind for a broader and younger audience , we are investing in buying Anime series to also get our youngsters hooked !

Currently we are creating our own Advertised Video On Demand– Anime platform (operational this spring) , set up partnerships with local Benelux and international Streamers and connect to Fast Tv and Amazon Prime's shop in shop streaming services. Our goal is to offer 1500 hours of Anime series content at the end of this year.

Directors Team



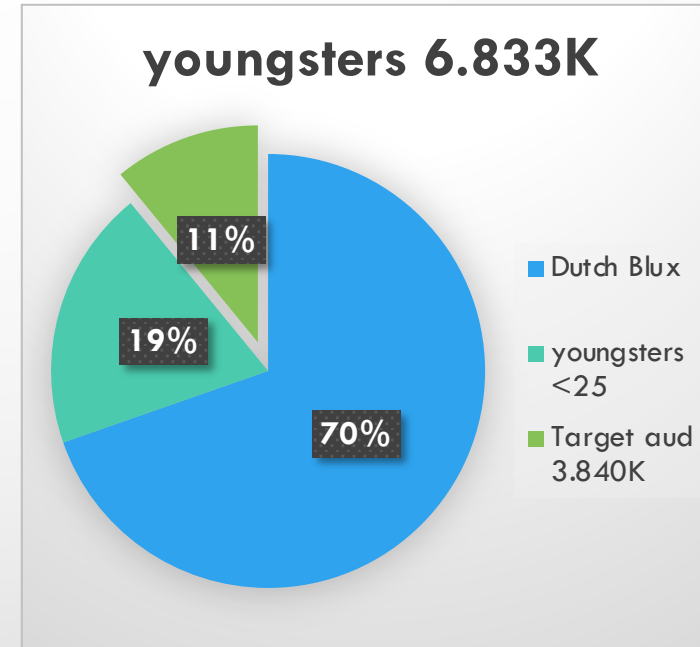
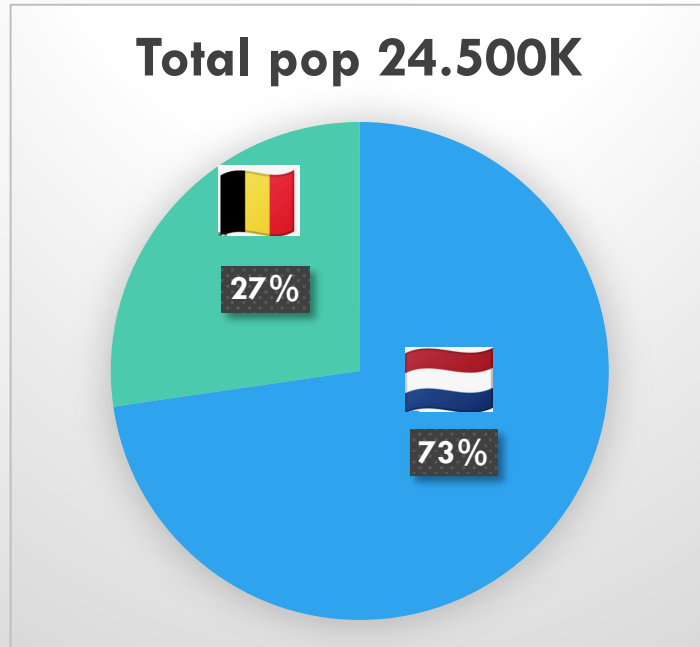
- IN 2000, BRUNO FELIX, TOGETHER WITH FEMKE WOLTING, FOUNDED SUBMARINE, AN INDEPENDENT FILM, TELEVISION AND TRANSMEDIA PRODUCTION COMPANY, SPANNING FEATURES, DOCUMENTARIES AND ANIMATION PRODUCTIONS. SUBMARINE BOASTS A ROSTER OF AWARD-WINNING PRODUCTIONS CREATED IN COLLABORATION WITH AN EXTENSIVE NETWORK OF INTERNATIONAL ACCLAIMED DIRECTORS. IN 2012, BRUNO FOUNDED, TOGETHER WITH FEMKE WOLTING AND TOMMY PALLOTTA, A NEW CREATIVE PRODUCTION COMPANY, SUBLA. BASED IN LOS ANGELES, SUBLA DEVELOPS AND PRODUCES FEATURE FILMS AND INTERACTIVE EXPERIENCES THAT EXPLORE NEW FORMS OF STORYTELLING THAT ENCOMPASS TRADITIONAL AND EMERGING MEDIA. IN 2015, TOGETHER WITH PRODUCTION COMPANY FU WORKS, SUBMARINE FOUNDED DISTRIBUTION COMPANY PERISCOOP FILM WHERE HE ACTS AS MANAGING DIRECTOR.
- BRUNO HAS PRODUCED MANY AWARD-WINNING ANIMATION SERIES THAT HAVE BEEN SOLD TO BROADCASTERS AROUND THE WORLD, SUCH AS THE EMMY-NOMINATED SERIES HOLA LARA!, KIKA & BOB AND NAKED. HE ALSO PRODUCED THE SECOND SEASON OF THE CROSS MEDIA ANIMATION SERIES PICNIC WITH CAKE AND MATTEL'S THE WELLIE WISHERS FOR AMAZON. RECENTLY, BRUNO AND SUBMARINE HAVE PRODUCED THE ADULT ANIMATION FILM BUÑUEL IN THE LABYRINTH OF TURTLES (DISTRIBUTED BY PERISCOOP FILM) AND HAVE FINISHED PRODUCTION ON UNDONE, AMAZON'S FIRST ADULT-ANIMATED SERIES FROM BOJACK HORSEMAN CREATOR RAPHAEL-BOB WAKSBERG. OTHER WELL KNOWN ANIMATION SERIES PRODUCED BY SUBMARINE ANIMATION CURRENTLY BEING BROADCASTED ARE CHILDREN ANIMATION SERIES FOX & HARE AND HUGGLEBOO.
- CURRENTLY SUBMARINE IS COPRODUCING TWO ANIMATED FEATURE FILMS. THE FIRST, **WHERE IS ANNE FRANK**, IS DIRECTED BY ARI FOLMAN AND INSPIRED BY ANNE FRANK'S LIFE AND DIARY. THE SECOND IS A HYBRID LIVE-ACTION AND ANIMATED CLASSICAL BALLET FILM ENTITLED **COPPELIA**, A MODERN FAIRYTALE WHICH QUESTIONS CONTEMPORARY BEAUTY IDEALS. COPPELIA FEATURES BALLET DANCER MICHAELA DEPRINCE IN THE ROLE OF THE MAIN CHARACTER SWAN, AMONGST OTHER PRINCIPAL DANCERS AT THE RENOWNED DUTCH NATIONAL BALLET.



Directors Team

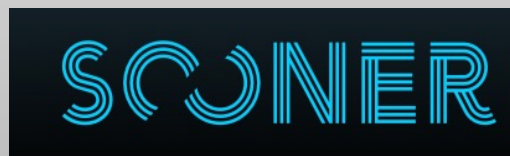
- SAN FU MALTHA WAS BORN JULY 17TH, 1958 IN ROTTERDAM (THE NETHERLANDS) AND WAS INTERESTED IN FILM AS LONG AS HE CAN REMEMBER. IN HIGH SCHOOL HE WAS A VERY ACTIVE MEMBER OF THE FILM CLUB. WITH TWO TELEVISIONS IN HIS ROOM - AND BACK THEN WITHOUT A REMOTE - HE NEVER WANTED TO MISS ANYTHING.
- AFTER GRADUATING CUM LAUDE WITH A MAJOR IN COMMUNICATIONS, HE DECIDED TO FIRST EARN HIS MASTER'S DEGREE IN ECONOMICS. AFTER THAT HE ENDED UP IN ADVERTISING, DEALING WITH CLIENTS LIKE NIBB-IT AND MARS HE WAS ASKED TO DEVELOP THE MARKETING AND PUBLICITY FOR WARNER BROS IN THE NETHERLANDS. SAN FU ORGANIZED THE MARKETING CAMPAIGNS FOR, AMONG OTHERS, THE FILMS COCKTAIL (1989) AND BATMAN (1989) WITH A SPECTACULAR PREMIERE IN CINEMA PATHÉ TUSCHINSKI.
- AFTER WARNER BROS, COLUMBIA TRISTAR FOLLOWED WITH MOVIES LIKE SHE'S OUT OF CONTROL (1989), LOOK WHO'S TALKING (1989) AND TOTAL RECALL (1990). THEN HE WAS OFFERED THE OPPORTUNITY FROM DUTCH DISTRIBUTOR/PRODUCER METEOR FILM/MOVIES FILM PRODUCTION TO NOT ONLY DISTRIBUTE FILMS BUT TO ACQUIRE THEM AS WELL. BESIDES THAT, HE ALSO TOOK HIS FIRST STEPS IN PRODUCTION. AS EXECUTIVE PRODUCER OF THE FILM ANGIE (1993) AND SHORTLY THEREAFTER AS ASSOCIATE PRODUCER OF SUITE 16 (1994). WHEN METEOR FILM WAS TAKEN OVER BY POLYGRAM HE WAS ASKED TO BECOME HEAD OF ACQUISITIONS FOR POLYGRAM INTERNATIONAL IN ENGLAND.
- BACK IN THE NETHERLANDS IN 1995 HE STARTED THE PRODUCTION COMPANY FU WORKS, WHICH HAS GROWN INTO ONE OF THE MOST LEADING FEATURE FILM PRODUCTION COMPANIES IN THE NETHERLANDS. HE PRODUCED AWARD-WINNING FILMS LIKE BLACK BOOK (2006), LOVE IS ALL (2008), WINTER IN WARTIME (2008) AND SÜSKIND (2012). IN THE MEANTIME, SAN FU SET UP A FILM DISTRIBUTION THAT DISTRIBUTED FILMS LIKE MAGNOLIA (1999), THE PIANIST (2002) AND THE LORD OF THE RINGS-TRILOGY. A-FILM BECAME THE LEADING INDEPENDENT DISTRIBUTOR IN THE NETHERLANDS. IN 2005 HE SOLD HIS SHARES AND STARTED FOCUSING ON HIS WORK AS A PRODUCER AND HIS PRODUCTION COMPANY FU WORKS.
- IN 2015, SAN FU MALTHA DECIDED TO BECOME ACTIVE AGAIN IN DISTRIBUTION, NEXT TO HIS ACTIVITIES AS A PRODUCER AND CO-FOUNDED PERISCOOP FILM, WHERE HE ACTS AS HEAD OF ACQUISITIONS.

DUTCH SPEAKING BENELUX DEMOGRAPHY



DUTCH BENELUX STREAMERS

NETFLIX



TRANSACTIONAL VIDEO ON DEMAND PLAYERS



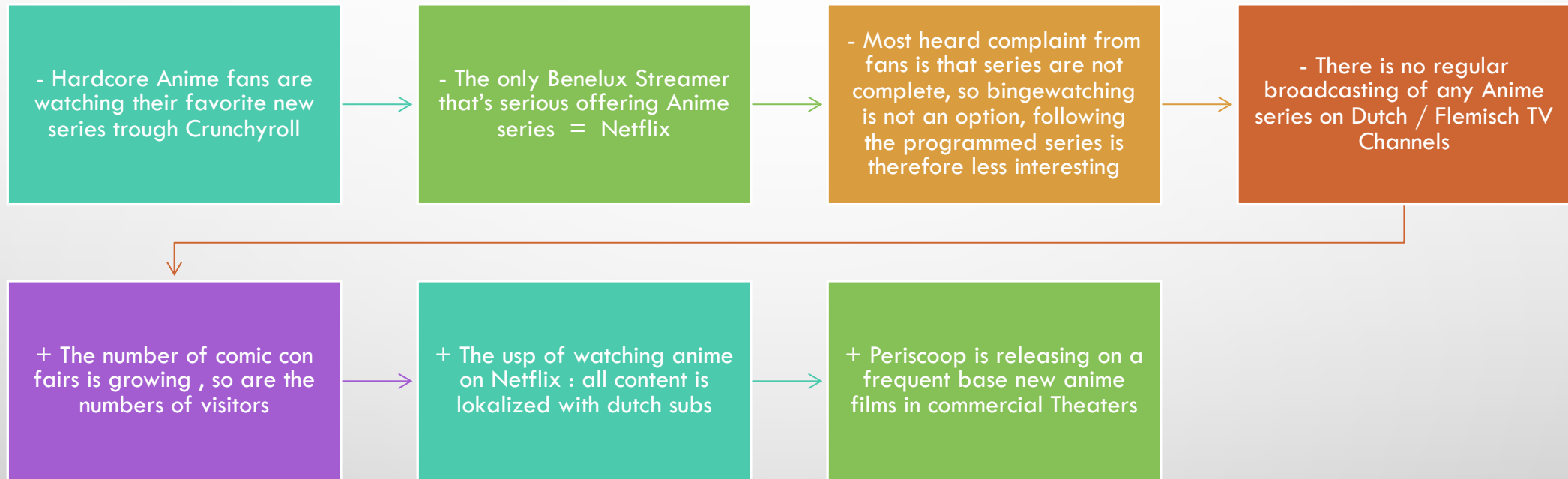
Rakuten TV

SONER

PLAYMORE



CURRENT ANIME MARKET



THE GROWING POPULARITY OF COMICON FAIRS

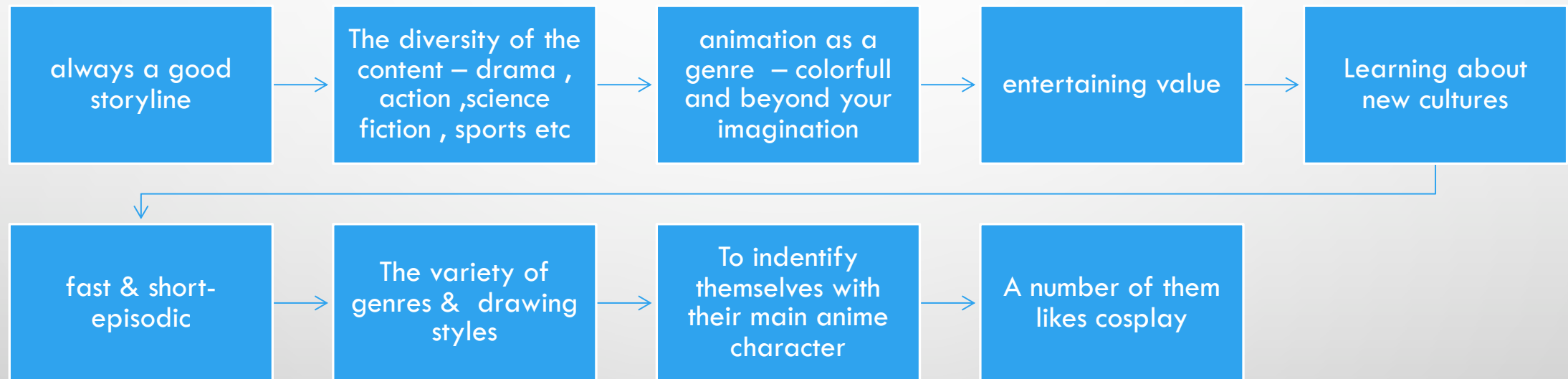


Heroes Dutch comic con – summer & winter edition – average of 50.000 visitors and growing

THE GROWING POPULARITY OF COMICON FAIRS



ANIME FANS LIKE ...



THE ANIME FAN TARGETED ...

Primary Target age
is 12 – 25

Secondary 25-40 /
8-12

Fanbase male &
female is almost
equal

active on social
media

Love the pop culture

Is a bit nerdy / a
geek (through the
eyes of a non anime
lover)

Live – long Loyal to
it's favourite
character

Well educated

Love to play games

The Dutch Benelux
potential anime
lovers base is almost
4 million youngsters



ANIME
SERIES

BUSINESS PLAN - STRATEGY

- BY ESTABLISHING PERISCOOP ANIME MID-2020 AS A BRAND – THE ANIME FAN KNOWS WHO TO FOLLOW FOR IT'S NEW FILMED ANIME CONTENT
- SINCE 2020 WE ARE RELEASING 4 BRAND NEW ANIME FILM FRANCHISES EVERY YEAR
- ALL FILMS ARE THEATRICALY RELEASED AND VISIBLE ON ALL TVOD PLATFORMS (PATHE THUIS , ITUNES, GOOGLE PLAY) AND THE MAJOR STREAMERS LIKE – AMAZON PRIME , VIAPLAY AND VIDEO LAND
- WE ARE IN CONTACT WITH OUR FANBASE BY ATTENDING ALL COMICON SHOWS AS AN EXHIBITOR, INTRODUCING NEW TITLES , HANDING OUT MERCHANDISE MATERIAL/ POSTERS AND SELL BLURAY'S OF OUR LINE UP
- WE HAVE A MONTHLY CONSULT WITH OUR JAPANESE FRIEND AND CHIEF EDITOR OF ANIMATION WEEK – HIDEKI NAGAISHI – TO SEE WHAT NEW TRENDS WE CAN EXPECT AND KEEP IN TOUCH WITH OUR FANBASE TROUGH THE ANIMATION – WEEK ONLINE PLATFORM [HTTPS://ANIMATION-WEEK.COM](https://animation-week.com)
- WE HAVE SET UP MEETINGS WITH ALL STREAMERS TO INVEST THEIR NEEDS AND INFORM THEM ABOUT THE UNIQUENESS OF OUR ANIME FILMS IN THEIR SEARCH TO BE ATTRACTIVE FOR A NEW AUDIENCE

BUSINESS PLAN - STRATEGY

- CREATING THE BIGGER AUDIENCE WE HAVE TO MAKE SURE THAT ANIME WILL BE AVAILABLE – EVERYWHERE – ALL THE TIME – AND AS A SERIES TO BE COMPLETE AND LOKALIZED
- A MIX OF OLD & NEW ANIME SERIES ON A FREE FOR USE PLATFORM AS YOU-TUBE WILL ATTRACTED NEW AUDIENCES AND ACCELLARATE OUR BUSINESS MODELS ON FAST TV – SVOD –TVOD AND CUSTOMIZED CHANNELS
- WE HAVE SET UP MEETINGS WITH ALL JAPANESE ANIME STUDIO'S AND INTERNATIONAL SALES ORGANISATIONS LIKE TOEI – ANIMAPLEX- MEDIATOON – NIPPON TV –TOHO – ADK -TV TOKYO – FUJI CORP. , ADN ETC ...TO MAKE THEM AWARE OF OUR LOKAL MARKET, OPPORTUNITIES & PLANS TO SEE IF THEY ARE OPEN FOR A CONTENT PARTNERSHIP.
- TODAY, ALL THE NAMED CONTACTS ARE VERY EXCITED AND COOPERATIVE TO HELP US CREATING THE ANIME SERIES MARKET , EXPANDING THEIR BUSINESS & PROPERTIES AMONGST THE BENELUX AUDIENCES

BUSINESS PLAN – PARTNERS

- **OD MEDIA** [HTTPS://ODMEDIA.COM](https://odmedia.com) , WILL BE OUR TECHNICAL PARTNER FOR THE BENELUX, THEY HAVE ACCES TO ALL PLATFORMS AS BEING THE PREFERRED TECHNICAL SUPPLIER
- **AMAZON PRIME** , TOGETHER WITH AMAZONE WE WILL BUILD THE SVOD ANIME SHOP IN SHOP FORMULA THROUGH THEIR PLATFORM
- **EXPOZA**, [HTTPS://WWW.EXPOZA.COM/#HOME](https://www.expoza.com/#home) WILL BE OUR TECHNICAL AND STRATEGIC PARTNER FOR OUR GO-ANIME.NL AND GO-ANIME.VL - YOU TUBE AVOD PLATFORMS
- **VIDEOLAND**, [HTTPS://WWW.VIDEOLAND.COM/NL/](https://www.videland.com/nl/) WILL BE OUR PREFERRED SVOD PARTNER FOR THE LAUNCH OF ALL NEW SERIES, THEY ARE THE BIGGEST LOKAL STREAMER IN HOLLAND , WE HOPE TO WORK ON THE SAME WAY WITH STREAMZ, THE BIGGEST LOKAL STREAMER IN FLANDERS (WORK IN PROGRESS)
- **SAMSUNG** WILL BE OUR PARTNER FOR FAST TV , THEY ARE THE MARKETLEADER IN SELLING SMART TV'S AND ALL SMART TV'S DELIVERED FROM 2016 ON HAVE THE SAMSUNG PLUS APP FOR FAST TV PRE-INSTALLED
- WE ARE WORKING CLOSELY WITH **ADN FRANCE** [HTTPS://ANIMATIONDIGITALNETWORK.FR](https://animationdigitalnetwork.fr) TO LEARN FROM THEIR BEST PRACTICES, CONTENT CHOICES AND SUCCESSES TO ALSO MAKE ANIMEE AVAILABLE IN ALL BENELUX HOUSEHOLD

BUSINESS PLAN – MARKETING

- BY MAKING THE ANIME CATALOGUE SERIES CONTENT AVAILABLE SIMULTANESLY ON FAST TV– SVOD – SHOP IN SHOP AND AVOD PLATFORMS AND TO MAKE USE / SUPPORTING THE PLATFORM UNIQUE MARKETING TOOLS, WILL STRENGHTEN THE GENERIK CAMPAIN AND MAKE NEW CONSUMERS AWARE THE ANIME VIRUS IS YET TO BE RELEASED
- WE WILL BUY 3 NEW SERIES FOR SIMULTANIUS RELEASE WITH JAPAN/ EUROPE 'S OTHER STREAMING PLATFORMS TO MAKE SURE THE AUDIENCE WILL RETURN ON THE MOMENT OF AVAILIBILITY , MAKING THEM A MEMBER OF THE PROPERTY
- VIDEOLAND NEWSLETTER FOR MEMBERS (800K HOUSEHOLDS) - TAKE OVER THEIR LANDING PAGE – AS MEMBER OF RTL THEY HAVE A LOT OF COMMERCIAL TIME TO SPEND ON THEIR LINEAIR TV CHANNELS
- AMAZONE PRIME (1.600K HOUSEHOLDS) WILL MAKE A DEDICATED ANIME WEEKLY NEWSLETTER THE MOMENT THE PLATFORM IS LIVE, THEY WILL ALSO USE PREROLLS ON THEIR AMAZON PRIME LANDING PAGE IN THE LAUNCH MONTH

BUSINESS PLAN – MARKETING

- SAMSUNG PLUS IS WORKING ON A SERIOUS MARKETING CAMPAIGN (BUDGET OF 2 MILLION) TO PROMOTE THEIR FAST CHANNEL , IN THESE ONLY ADVERTISEMENTS THEY WILL FREQUENTLY USE FRAGMENTS OF OUR NEW ANIME SERIES
- EXPOZA (AVOD PARTNER)WILL WORK OUT A SOCIAL MEDIA CAMPAIN WITH THE USE OF GOOGLE ADDWORDS AND THEIR ADVERTISERS
- WE ARE DEVELOPING A NEW PERISCOOP ANIME IDENT TO USE BEFORE NEW FILMED ANIME THEATRICAL RELEASES , MAKING THE CONSUMER AWARE OF OUR NEW PLATFORM URL'S
- FILMINC , OUR MARKETING BUREAU GUIDING ALL OUR NEW ANIME THEATRICAL RELEASES WILL SEND OUT A NEWESLETTER TO THEIR DATABASE OF ANIME LOVERS (30K) OUR PR AGENCY IS WORKING CLOSELY WITH OUR MARKETEERS ON A PLAN FOR INSTAGRAM, FACEBOOK AND TIKTOK , TO BE FILLED IN FURTHER IN DETAIL WHEN ALL SERIES NAMES ARE IN PLACE
- DURING THE WINTER EDITION OF COMICON IN UTRECHT ALL VISTORS WILL BE IN CONTACT WITH OUR NEW PLATFORMS , WE WILL HAVE A NICE STAND SHOWING A TRAILER OF ALLE NEW SERIES AND OUR URL WILL BE ADVERTISED ON THEIR ENTREE TICKETS

BUSINESS PLAN – EXPECTATIONS

- WE PLAN TO INVEST AN AMOUNT OF € 683.250 IN THE FIRST TWO YEARS , WHICH IS BASED ON A BUYING MODEL , EXPLOITING 800 -1500 HOURS OF CONTENT
- IF WE CAN MAKE PARTNERSHIPS WITH LICENCORS AND WORK ON A REVENU SHARE MODEL WITH A SMALL MG , THE NUMBER OF CONTENT HOURS WILL BE MUCH HIGHER AND THE NUMBERS ARE LIKELY HIGHER
- THE REVENU STREAM OF VIDEO LAND IS QUARANTEED, STREAMZ (BELGIUM) IS STILL A WORK IN PROGRESS
- AFTER TWO YEARS OF BUILDING WE EXPECT TO HAVE A SMALL REVENU PLUS / AND A RETURN OF OUR INVESTMENT
- IF THE INTRODUCTION OF THE ANIME SERIES BRAND WILL BE SUCCESFULL WE EXPECTED MORE STREAMERS TO COME ON BOARD
- WE WILL HAVE TO INVEST A MINIMUM OF €250K IN YEAR THREE , BUYING NEW CONTENT TO MAKE SURE TO KEEP THE PAYED MEMBERSHIP OF INTEREST (PRIME SHOP AND STREAMERS)
- THE REVENU IS NETTO, ALL OPERATIONAL COSTS ARE SETTLED IN THE MODEL

BUSINESS PLAN – TIMELINE/ ORGANISATION

- THE GOAL IS TO HAVE A SOFT LAUNCH OF THE AVOD / FAST PLATFORMS AT THE END OF JUNE AND JULY 2024
- SUMMER END '24 THE AMAZON PRIME SHOP WILL BE READY AND OPEN FOR NEW MEMBERS
- MEDIA CAMPAIGNING WILL BE WORKED OUT TAILORMADE FOR THE START OF EACH NEW PLATFORM
- OUR ANIMEE TASKFORCE COUNTS 7 FLEXIBLE AND EXPERIENCED PEOPLE , THE DAILY BASE IS FORMED BY SAN FU MALTHA – HEAD OF AQUISITION * BRUNO FELIX –GENERAL MANAGER * AURORA VAN DE VELDE – SUPPLY CHAIN * JOS BONOUVRIE – SALES MANAGER *CAMELIA ADLER – FINANCE * BRAM ARTS– P.A. & ONLINE MARKETING SUPPORT * JUSTINE KNIJN – THEATRICAL BOOKER * FREDERIQUE ROOS – MARKETING & MEDIA SPECIALIST



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