

2021

CORPORATE INFORMATION

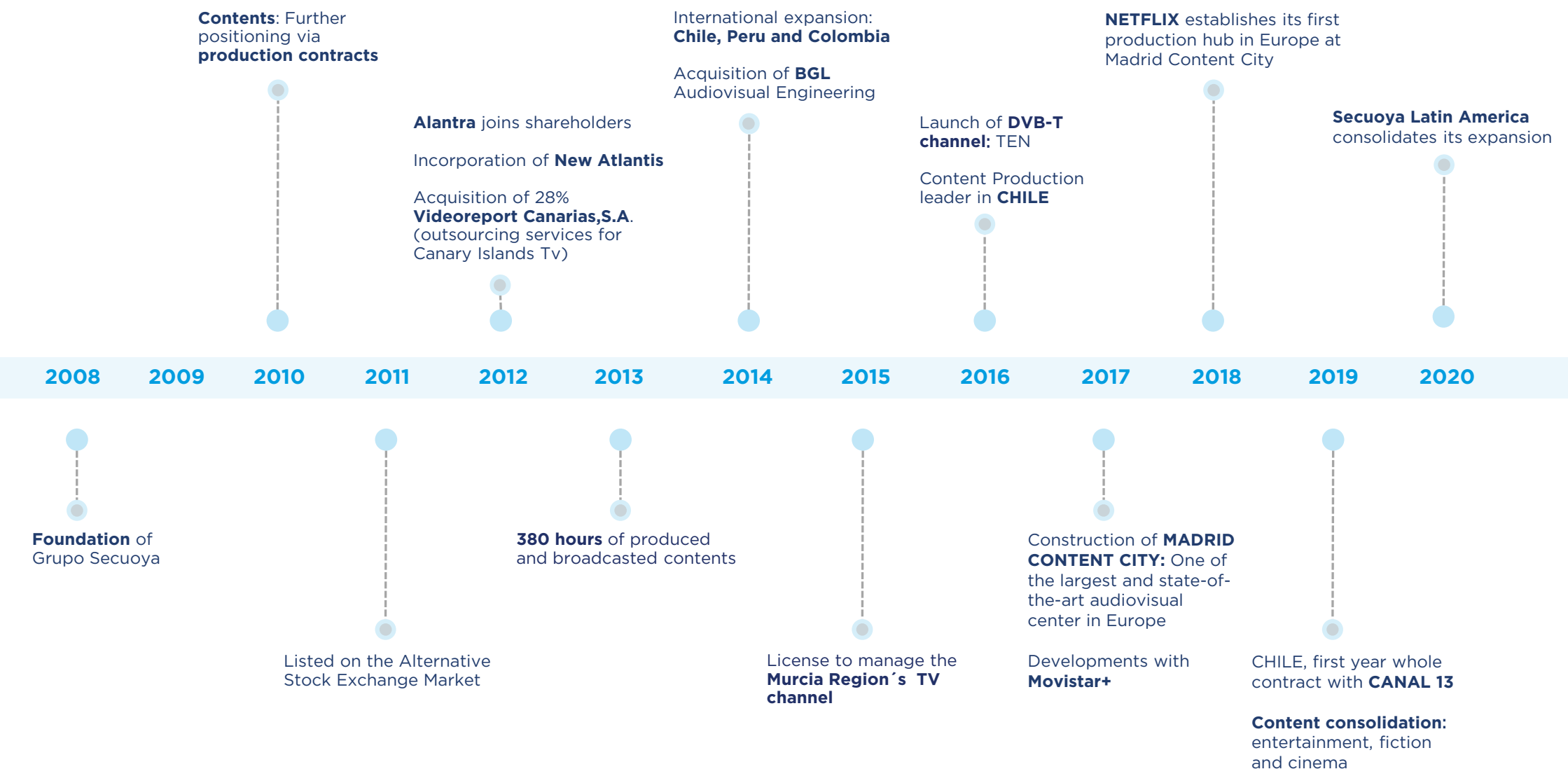
About us

- **Leading Group in audiovisual content creation, production and** distribution in the spanish market.
- Leader in **outsourcing** the operative areas of television.
- We offer **permanent presence** and provide innovative solutions in order to create, produce or manage any kind of product and audiovisual service. We support our clients in order to ensure the success of their actions.

Organization chart in areas:



A strategic value: a solid company



A strategic value: content is part of our DNA

Content is at the **core** of our approach to the company's activities

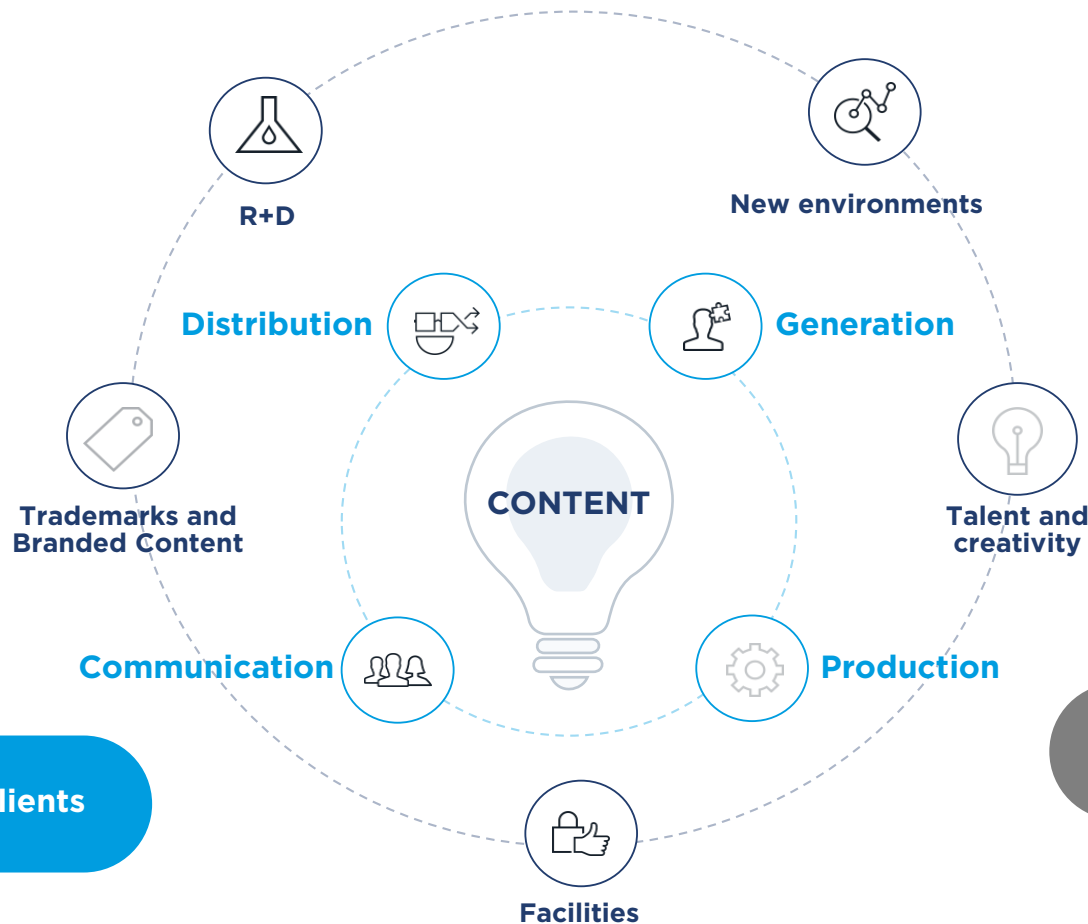
Content is the **true focal point** of a constantly changing sector

We create, provide services for, produce and distribute audiovisual contents

Innovating is transforming ideas into actions

No boundaries

Audiovisual consumption



First-class clients

Alliances

A strategic value: international expansion

We play the global competition: **we export our model** to areas with high business potential, such as **Latin America and USA**.

With its Headquarter in **Bogota**, the management of all projects in Latin America are unified, implementing all our business divisions: content, services, BPO and Nexus.



Highlights

**+500
clients**

All over the
world

x19
Ebitda

+2Bill.

visualizations
of digital
content

+1800

Direct
jobs

1,600h

Aired during
2020

x12
Revenues

Contracts
guaranteed
beyond
2022

Secuoya
studios



Top studio of premium audiovisual content in Spanish language focused on the global market

- Ambitious international projection plan to **promote talent and content in Spanish around the world.**
- The best ally to produce in the Spanish content market.
- Business opportunities for US and Latin American producers in Spain.

**Creative
development
Own IP**

Content Factory:
Fiction + Film + Documentaries

**Services for
co-productions**

**Tax structures and
incentives**

**Focus on domestic and
international
operations**

CLEAR STRATEGIC LINES

The strength of a Spanish-language content brand

- Secuoya Studios groups and structures in a modern way the different content verticals of Grupo Secuoya that already operate with success and solvency:

FICTION
CINEMA
NON-FICTION

- Production volume in 2020:
 - 1,500 hours of non-fiction
 - 4 movies
 - 1 series
 - 2 documentaries

- It includes new segments to compete with a complete value offer in today's market and to reach relevant turnover and production volume targets:

PRODUCTION SERVICE
CO-INVESTMENT AND TAX INCENTIVES

A MAJOR SPANISH-LANGUAGE STUDIO FOR THE GLOBAL MARKET

A management structure for the growth of the activity

- Consolidation of the lines of activity into a single roadmap with developments and permanent production capacity.

- **Key Business Plan:**

Creation and Ips / Profitability / Light Structure / Synergies / Internationalization

- **Positioning in the different content formulas:**

Creation / Financing / Production / Distribution

- Development of complementary businesses.
- Produces, co-produces or develops projects together with the main market operators (platforms, TV channels) contributing to the dynamization of independent production in our country.
- Perfect partner for American productions in Spain and the Hispanic market.

A team of experienced professionals led by James Costos and 6 bases of activity



Fiction

Positioning

- Objective: **reference producer of Spanish-language content**. Ideal partner for major American studios in Spanish-language productions.
- **Portfolio with great IPs** aimed at a large number of viewers along with recognized talents such as Carlos Portela, Javier Ruiz Caldera, Henar Álvarez, Jaume Balagueró, Carmen Fernández Villalba, Eligio Montero, Max Lemcke, Teresa Bellón, César Calvillo or Dani Posada.
- **International co-productions** as the main working formula, along with original productions, with all the major streaming platforms, as well as international television networks and distributors.
- Currently, we are in the development and pre-production phase of major IPs, adaptations of pre-existing works and creation of original content.

Projects

For premiere:

- "Supernormal," original series for Movistar+.

In pre-production:

- Rights to adapt "Zorro," a character created by Johnson McCulley to produce alongside Andy Kaplan, John Gertz and Jesús Torres.
- Collaboration with Starlings Entertainment, created by James Duff ("The Closer", "Major Crimes").
- "The School of the Americas," by Lesley Gill.
- Comic book with Kevin Greivoux about a Latina superheroine.
- Project based on the first voyage of Christopher Columbus, based on the novel "La pérdida del paraíso", by José Luis Muñoz.
- Original project for platform, in co-production with Morena Films, directed by Javier Ruiz Caldera and created by Carmen Fernández Villalba and Carlos Portela.
- "La Mala Leche", based on the comic book by Henar Álvarez.
- International co-production with Tiki Pictures: "La Isla".
- Co-production with our strategic partners Infinito Films: horror series starring Álvaro Morte, directed by Jaume Balagueró and written by Manu Díaz.
- Infinito Films: horror series starring Álvaro Morte, directed by Jaume Balagueró and written by Manu Díaz.
- Youth series for platform in co-production Argentina - Italy - Spain.
- A comedy created by screenwriters and directors Teresa Bellón and César F. Calvillo about the world of female soccer .
- Adaptation of "Terra Alta", novel by Javier Cercas, winner of the Planeta Prize 2019.
- Adaptation of the novels by Domingo Villar, about the character of the commissioner Leo Caldas.

Cinema

Positioning

-  **Alamo** PRODUCCIONES AUDIOVISUALES as a partner for film productions.
- **First independent production company in the country by production volume in 2020.**
- **Competitive quality products:** box office performance and awards at prestigious festivals.
- Commitment to independent production and Spanish talent.
- 4 films ready for release and 5 projects underway in 2021.

Projects

For premiere:

- MAMÁ O PAPÁ. In co-production with Atresmedia cine and Warner Bros. Directed by Dani de la Orden, with Paco León, Miren Ibarguren, BERTO Romero, Eva Ugarte and Esther Expósito.
- SOLO UNA VEZ de Guillermo Ríos based on a play by Marta Buchaca, with Ariadna Gil, Alex García and Silvia Alonso.
- CON QUIÉN VIAJAS by Martín Cuervo, with Salva Reina, Ana Polvorosa, Andrea Duro and Pol Monen.
- LA PIEL EN LLAMAS by David Martín-Porras based on a play by Guillem Clua. With Oscar Jaenada, Fernando Tejero, Ella Kueku and Lidia Nene.

Shooting in progress:

- THE TEST. Directed by Dani de la Orden, together with Atresmedia cine and Warner Bros. Shooting: May 2021.
- HEROÍNAS DEL BARRIO. Directed by Ángeles Reine. Co-production with Antonio Pérez and Eduardo Galdo. Cast in Negotiation. Shooting: summer 2021.

In pre-production:

- TODOS LO HACEN. By Martín Cuervo. Shooting: Second semester 2021.
- SOLOS. By Guillermo Ríos, based on the novel by Paloma Bravo. Shooting: Second semester.
- Acquired the rights to the novel BOTAS DE COLORES PARA DÍAS DE LLUVIA (COLORED BOOTS FOR RAINY DAYS), about the story of Influencers Maria G. de Jaime and Tomas Paramo.

Unscripted

Positioning

- **Focus on channels and platforms**, for the first time operating at full capacity outside Spain in entertainment, live news, feature films and documentary series.
- The evolution from Secuoya Studios enhances this **diversified portfolio of products and clients** and channels its growth towards the goal of becoming a relevant global player with IP formulas.
- The team responsible for the growth of the production company in Spain in recent years has been joined by new professionals in the creative and commercial areas in Latam and the United States.

Projects

- **Commitment to documentaries with 2 lines of development:**
 - Stories with a Spanish starting point aimed primarily at the domestic market.
Projects with Carlos Saura, José Andrés or Carlo Ancelotti; along the lines of "Los Secretos de la Roja: Campeones del Mundo" produced in 2020 and currently available on Rakuten and DirectTV.
 - More global projects that will be marketed directly in LATAM and the United States through our new network of offices.
 - In both cases with the possibility of self-financing.
- **Content development agreements signed with reference partners** such as Universal Music, Starlite or Cultura Inquieta.
- **20 projects in different stages of development** at the moment. Among them, the recording of the first edition of an international adventure reality show for a worldwide platform.

High co-financing capacity

TAX INCENTIVES and INTERNATIONAL SERVICE

Expert multidisciplinary team (tax, financial, legal) for the structuring of the different content products of a total portfolio.

- **by type of product** (cinema, fiction, docus, entertainment)
- **by type of players** involved in the operations (investors, producers, brands, issuance windows)
- **by type of operation** (tax incentives and options under the new LIS, AIEs, tax rebate, tax credit, options under the Patronage Law, solutions to FOE obligations, co-investments, etc.)

It has channeled investments for a financing capacity of more than 30% of each production.

- **Guarantee and security in the result and return for the investments** (captured / involved / participants) guaranteed by certification of independent auditors of recognized prestige.
- **Expertise in co-productions and integral service** for international productions in Spain.

Strategic alliances in Latam and the U.S. Hispanic market

- **Liaison between Secuoya Studios and creative, talent and strategic partners in Latin America and the US Hispanic market.**
- Development of financing and distribution models with co-producers and platforms.
- Fostering the growth of Spanish-language intellectual property for the global market and premium content with significant budgets.
- Establishing strategic relationships with creative, commercial and financial partners.
- Projects currently under development with:
 - PantaYa/Lionsgate
 - KCGlobal Media
 - NSQ-Studios
 - Kevin Griveoux
 - Creative Tank
 - Zorro Productions Inc.

THE BEST ALLY TO PRODUCE IN THE SPANISH-LANGUAGE CONTENT MARKET



secuoya
BPO



Commitment to solutions

Global solutions:

- **Outsourcing:**

Outsourcing of functions

- **BPO:**

Support and business process outsourcing

Service solutions:

- **Human resources and technical equipment** for entertainment, fiction and events projects
- **Postproduction** of audio and video
- **Management of ENG teams**
- **Supply of images**
- **Maintenance and technical installations**
- **Consultancy, design and execution** of audiovisual projects

- **Solutions and services** for all operational needs that may arise in production companies and TV channels.
- Solutions for audiovisual corporate.
- Permanent geographical presence throughout **20 production centers** across Spain and capacity to operate in any area of the country and Latin America.
- **Ongoing innovation and investment** in resources. Highly demanding in terms of technological adaptation to the market. Benefits for clients: always the most suitable technology, with no need for investment.
- **White-label branding during operations.** We remain independent, thus allowing for transparency in our clients' projects.
- Guaranteed quality: **ISO 9001 Certification** for our operations.

Leaders in outsourcing



- BRANCH MANAGEMENT
- POSTPRODUCTION
- ENG FOR MADRID
- WAREHOUSE MANAGEMENT



- SETS AND ENG FOR MOVISTAR+
- SERVICES FOR THE COMMUNICATION DEPARTMENT



«EQUIPO DE INVESTIGACIÓN»



SELF PROMOTION SERVICES
FOR EXTREMADURA CHANNEL



- ENG SERVICES FOR TVE
- BRANCH OFFICE IN BERLIN



SELF PROMOTION SERVICES
FOR ORANGE TV



- ENG FOR TELEMADRID
- BRANCH OFFICE IN BASQUE COUNTRY



MANAGEMENT OF CANAL
METRO, MADRID



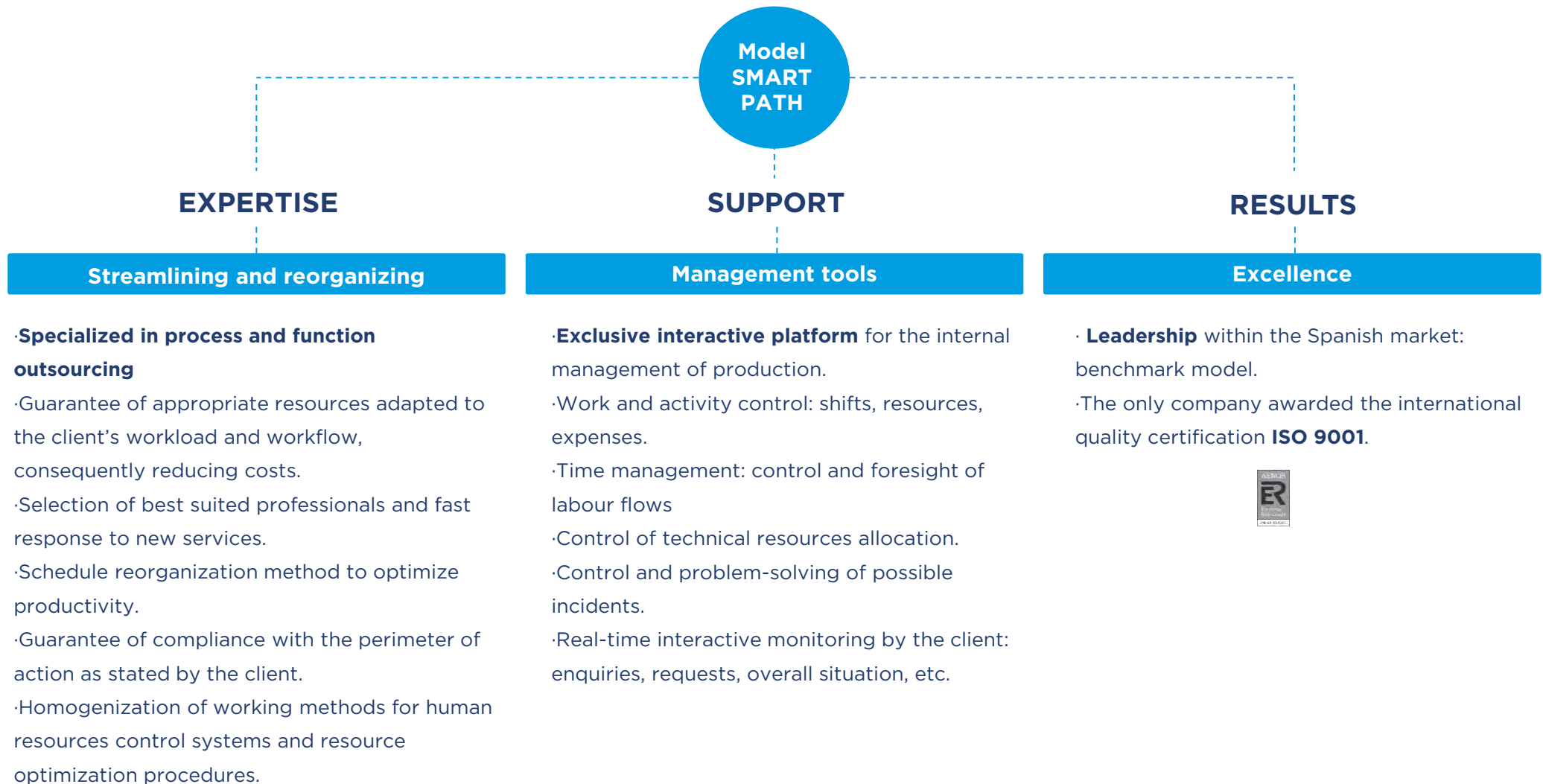
CASTILE-LA MANCHA TV BRANCH



TECHNICAL MANAGEMENT OF
“NON STOP PEOPLE” CHANNEL

A strategic value: success models

Outsourcing/BPO Method = Flexibility + cost optimization + specialization





Global services for the management of audiovisual services

- Designs, executes and manages **technical equipment, people, operations and maintenance projects** for television stations, companies and audiovisual production centres.

- Company counts on an entire **management team and control mechanisms**:

RESOURCE OPTIMIZATION = COST REDUCTION

- **Reputed clients** rely on the company's solutions, as these allow for an excellent **positioning throughout the entire industry**: generalist, regional and local TV channels, as well as content production companies.

Technical means for TV:

portable earth stations, DSNG'S and Hd and Sdi mobile units.

Technical means for events:

key in hand solutions for video equipment, sound, lighting for all types of corporate, sports and musical events, etc.

Leading company in
outsourcing services



Solutions for the management of ENG teams and supply of images through WIKONO.COM

- Important brand within the broadcasting segment, thanks to its **franchise operation pattern, its dissemination technological platform** and the international scope of its local operations.

- Branching out: 100% of resources held in Spain while offering operational solutions in major cities around the world and **24x7 customer service**.

- **4,500 ENG services per year**
- **3.000 employed staff**
- **250 sales of exclusive images**
- **30 international clients in 5 continents**

An all-inclusive service for the management of audiovisual services for television stations and public companies

- Company counts on an entire management team and control mechanisms

RESOURCE OPTIMIZATION = COST REDUCTION

- Work and communication flows established by CBM ensure stability and avoid workforce confusion and the transmission of occupational risks.
- CBM uses an **exclusive management tool** to control TV coverage, productivity and incidents.
- We are a **leading company in outsourcing services** for television stations in Spain and cater for the entire operation chain.
- Top-quality brand of excellence: It is the only company in Spain that is certified under the highly demanding **ISO 9001 international standard**.

Other non-TV clients:



Audiovisual assistance for the institutional activity of the 'Junta de Castilla y León' (the regional government of Castile and Leon)



Road information services



Monumental Theatre: Orchestra and choir for RTVE: Assistance



Madrid Destino: Providing cultural information



Parque de las Ciencias de Granada (Science center and museum): Assistance

Leading
company in
outsourcing
services



Specialised in management of outsourced services: Styling, hair and make-up

- Currently **the leader in management of outsourced services in Spain**, Look and Feel has many years of experience in designing and implementing BPO (Business Process Outsourcing) processes.
- **Experienced in developing** make-up, hairdressing and styling services during the production of fiction series, advertising, and entertainment.
- **Ad-hoc design for each production**, allowing for continuous improvement in developing technical solutions that build on work and expert project leaders with high-end teams.

REFERENCES:



Atresmedia Group



Castile-La Mancha, Balearic Islands, La Rioja, Basque Country, Las Palmas, Catalonia, Murcia, Navarra, Aragon, Tenerife and Valencia



Murcia TV Channel



À Punt (Valencian Community TV Channel)



Technical services for production and postproduction in the film, advertising and TV industry

- Manages **recording studios** for cinema, TV and advertising in the most strategic spots in Madrid.
- The company uses **the most advanced technical devices**: Cameras and headlamps for the coverage of fiction and entertainment, sound, monitoring/radio-link, mixers, postproduction and colour correction technology.
- Drago offers its clients the following:

HR TEAM

TECHNICAL TEAM

POSTPRODUCTION

PLATEAUS

R&D DEPARTMENT

OUTSOURCING


Services for fiction on Tv:


tve Españoles en el mundo
Lo siguiente


M+ La resistencia
Late Motiv
Loco Mundo

NETFLIX Money Heist
Elite
Cable girls
The house of flowers
Valeria

DMAX 091 Alerta Policía

 El desafío
The voice
La vuelta al mundo con 80
Casados a primera vista

 Viva la vida
La isla de las tentaciones
The voice

 Liarla Pardo
Ambulancias: en el corazón
de la ciudad

 JaJa Show

Services for films :

Pain and Glory- P. Almodóvar

While at war- A. Amenábar

El mejor verano de mi vida

Bajo el mismo techo

Digital:

Web serie: Twin Melody Show/Sony

Music talent: Aim2Fame

Music/DVD:

Sony: Sergio Dalma

Sony: Ismael Serrano

Sony: Gemeliers

Universal: Isabel Pantoja

Advertising:

Vodafone: TV Spot

Telepizza: Spot tv

An audiovisual engineering company offering comprehensive audio-video-IT and communication technologies

- With a history of over 50 years, the company has evolved in parallel to the mentioned technologies, positioning itself as a benchmark in audiovisual engineering.

- **Business lines:**

- Museums
- Broadcast
- Digital Signage
- Outsourcing

The company specializes in **projects** of high added value

NATIONAL CLIENTS:

Museums:

Sport Xperience Rafa Nadal
Spanish Army Museum
Museo del Greco
Chillida Museum
Museo Diocesano Dinópolis
Navigation Pavilion

Theatres:

Royal Theatre
Teatros del Canal
Gaztambide, Zorrilla.

Outsourcing:

Museo del Prado, Reina Sofía and CaixaForum.

Television:

7RM, TEN, Canal Sur, RTVE, Aragón Televisión, Telemadrid, IB3, ZTV.

Subtitle:

RTVE, Canal Sur, Aragón Televisión, CMM 7RM and TEN.

Congress Hall:

Kursaal, Catalonia, Valencia, Huesca, Salamanca, Islantilla, Toledo, Gerona, Magma.

Convention Centre:

Caixa Forum (Barcelona, Madrid and Seville)
La Casa Encendida

Parliaments:

Navarra, Aragon, Andalusia, Asturias, Madrid and Valencia.

Digital signage:

Sierra Nevada, Gudar-Javalambre, Feria Zaragoza, University of Comillas, PC Zaragoza.

INTERNATIONAL CLIENTS:

UAE Pavilion – Expo 2021 Dubai

Qatar National Museum

Qatar Olympic and Sports Museum

Pavilions: Kazakhstan, Spain and UAE -Expo 2017 Astana

Arab Emirates Hall, Geneva, UNO

Oman National Museum

Boris Yeltsin Museum, Ekaterimburgo (Russia)

“Msheireb Downtown Doha” Museum, Qatar

“Olesegun Obasanjo” Museum, Nigeria

“Treasures of Aga Khan” exhibition, Istanbul

“De Byzance à Istambul” exhibition Gran Palais, Paris

Cycladic Art Museum, Greece



secuoya
n e x u s



We are the connecting link

We are **the main agency for Digital Contents for TV** on the market and a benchmark for developing strategies of **Branded Content**.



We create digital, creative and innovative connections, **to help brands to improve their communication with users.**

Emotions through experience



Brand communication

We create audiovisual content for brands.

We develop and produce **our own entertainment brands, news items, corporate content, event coverage and advertisements** for TV and digital platforms.



Virtual universe

We conceptualise, design and produce experiences in virtual, immersive and interactive environments through virtual and augmented reality.

We strengthen marketing campaigns and activation points so as to create stronger emotional links with clients and users.



Branded Content and Transmedia

We come up with, create and produce strategies of Branded Content and narrative universes with a transmedia focus.

We use innovative formats that **help to connect with the brand's target audience.**



Viewin Multi Channel Network

We profesionalize the use of YouTube in a brand level **and we develop communities through content.**

We also manage and foster audiences for Spain's major media and professional creators.



Digital Content and social media strategies

We develop and produce **universes of original or third party digital content** for entertainment, editorial or news items.

We boost channels and digital networks, **we manage communities** and create and produce **exclusive digital content strategies** for the brand's social media and the media.



Event organisation

We develop the organisation of corporate events **from the idea to the final execution.**

We analyse the brand's goals, we provide **personalised consultancy,** we manage the whole event through our technical office and we coordinate all related areas to ensure that the event is a big success.

How do we work?



We develop: STRATEGY - CREATIVITY - PRODUCTION - DISSEMINATION - PROMOTION

Brands that work with us







Television station management

- The television area **encompasses all the Group's channels, in all fields (national, autonomic, subscription channels or Internet-based).**
- **Coordinates its role concerning audience, management and content objectives, and establishes the correct synergies** that generate its reason for being. This task is always developed respecting the independent management of each of them, since they all have their own general management, management and objectives, acting as business units.
- It is a recently-created area and its aspirational aspect is focused on the growth of the Group in the television world. With the Television Department, the Group completes its participation in the entire value chain of the audio-visual sector.
- Three of the main objectives for this year are to **detect opportunities in subscription channels, get closer to the movements of the sector** in the light of the recent DTT movements in Spain and address the new market niches stemming from the digital world.



- TEN is a new free-access television channel which initiated on TDT in Spain in April 2016.
- **With a focus on entertainment, TEN has the exclusive of and broadcasts television formats that are big international hits, many of which are being released on free-access television in Spain.**
- TEN's programming reflects the spirit of today's urban upper-middle class women, between the age of 25 and 59, but does not fully exclude a male audience.
- **Factual TV, docushow, reality TV and fiction are the channel's iconic genres.**
- Third party-produced shows such as **"The Kardashians"** have been reference points for the channel since the beginning, as it was the first time that this content was broadcast on free-access television.



- Only regional public television channel by FORTA **to be fully managed by a private company.**
- Grupo Secuoya **has boosted the audiovisual sector of the region** more than any other regional television channel. It allocated 40% of the budget to the provision of the service for regional producers compared to the 25% initially required.
- In 2020 it reached an **average audience of 4%.**
- “La 7 TV” **is already the most efficient television channel of all:** it achieves its ratings with the lowest budget (2,25 million €). In addition to being the most profitable, it is also the cheapest compared to other regional TV channels, costing the people of Murcia, only 6€ a year each.
- A leader in **public services**, “La 7 TV” made more than 1,000 retransmissions in 2020 and, when broadcasting extraordinary events, achieved 25% of the audience, making it the leader in the region.
- It has managed to become a point of reference for all inhabitants of the region of Murcia. It has succeeded in becoming a reference for all the Region of Murcia’s inhabitants. In addition, in 2019 it received the recognition of the entire sector thanks to the award granted by the Spanish Federation of Radio and Television Association as **the Best Regional Television**, highlighting the management of Grupo Secuoya at the head of “La7 TV”.



Secuoya Latin America



- All projects are unified in the headquarter located in **Bogota**, which means the Groups consolidation in American Continent.
- **Leading programs on the main stations.** Goal: to market ourselves as reliable and trustworthy producers.
- **Technical resources offer:** Mobile units, postproduction, graphic design, editing, sound...
- Netflix, HBO, Movistar, Fox, Amazon and other main worldwide producers and distributors are already analyzing projects by the Group.
- **Experience in successful BPO.** Reliable solvency and with other outsourcing developments in Colombia, Chile, Mexico and soon in other Latin American.

Secuoya Colombia



secuoya
COLOMBIA

➤ Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.



Claro

➤ **Outsourcing service** to the six television channels of CLARO TV.



10
MASTER

➤ **Master10:** Production and live broadcast of the first mobile phone contest in Latin America with more than 100,000 active subscribers in the country.



15
MINUTOS

➤ **Cover Production Service** for the “15 Minutos” Magazine.

Secuoya Chile

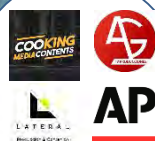


secuoya
CHILE

➤ **Provision of BPO Services** and advice for the improvement and optimization of workflows for all television channels in the country.

13

➤ **Integral BPO services for 13 TV Channel.** Outsourcing of the entire operational area of the TV channel, studios and technical resources.



COOKING
MEDIA CONTENTS
LATERAL
AP

➤ **Audiovisual production services** for companies such as AGTV and its series (*"Torre de Mabel"*), Cooking Media Contents with the TV program *"Juego contra Fuego"*, "DDRIO" and its series for MEGA *"100 días para enamorarse"*, Lateral with its dancing program *"Bailando por un sueño"*, Promo Cine with its production *"Inés del Alma Mía"*, Telered with its *"Shark Tank"* program and journalistic coverage services for AP (Associated Press).



Teletón
RIOT GAMES

➤ **Production of all kinds of events** such as "League of Legends" final for Riot Games, Viña del Mar Festival, Teletón, Las Condes Festival, K-pop Festival at the National Stadium, sports events, red carpet of "Copihue de Oro" and medium and large scale corporate events.

Secuoya Peru



secuoya
PERÚ

➤ Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.



caNal

➤ Outsourcing of press drivers for America TV.

Secuoya Mexico



Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.



Production of the Latin American League of "League of Legends", the most recognized e-sports worldwide competition.

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