

Corporate Presentation



made for entertainment



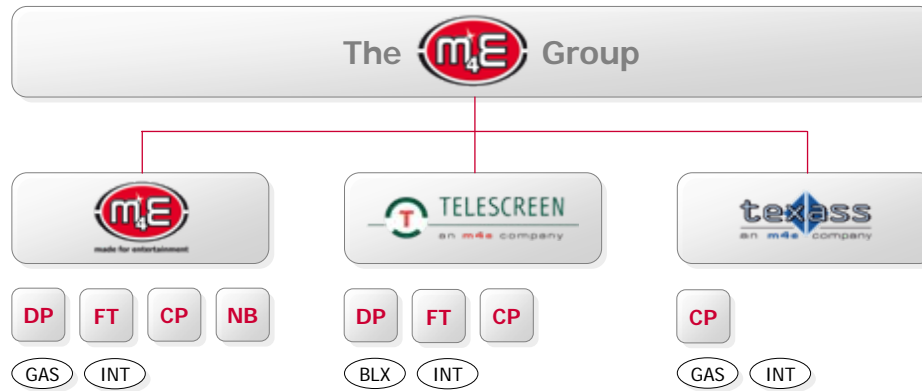
Company Profile m4e Group

The m4e Group – a Full Service Brand Management und Media Company

- Founded in 2003, noted since July 2007 on the Entry Standard at the Frankfurt Stock Exchange (ticker symbol MU4)
 - Business areas: development, production and utilization of brands and characters (IP rights) from the areas of entertainment, sports as well as brands & personalities
-
- Management: CEO Hans Ulrich Stoef
 - ca. 30 staff members at three locations
 - Headquarters of the company:
Hoehenkirchen-Siegertsbrunn / Munich
 - Subsidiaries:
 - Telescreen B.V., Hilversum, The Netherlands
 - Tex-ass Textilvertriebs GmbH, Essen, Germany



Company Structure



- DP** Development & Production
- FT** Film & TV-Distribution
- CP** Consumer Products
- NB** New Business
- GAS** Germany, Austria, Switzerland
- INT** International
- BLX** Benelux

Management Board



Hans Ulrich Stoef

- Founder and Chairman of m4e AG (CEO)
- Responsibilities: Marketing and Distribution, Acquisitions and Production



Michael Büttner

- CFO of m4e AG
- Managing Director of Tex-ass GmbH
- Responsibilities: Finance, Controlling and IR



Sjoerd Raemakers

- General Manager of Telescreen B.V.
- Responsibilities: TV and New Media Distribution



Jutta Breyer

- Managing Director of Tex-ass GmbH

Corporate Strategy



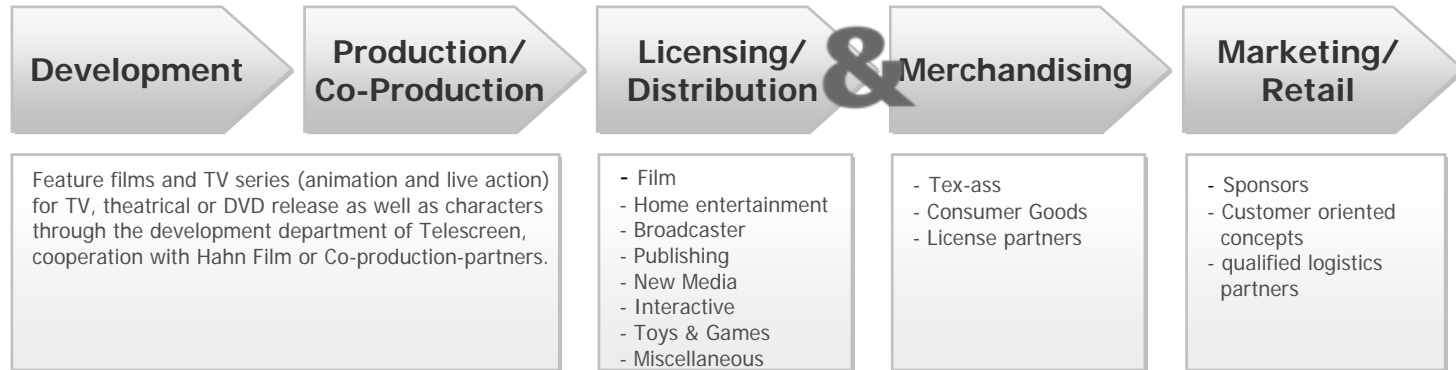
In order to place merchandise goods and products attractively in a highly competitive market and to create consumer demand, a variety of measures are already necessary at the development stage of brands and characters. This is why the m4e group thinks and acts in a 360° approach:



Corporate Strategy



Through the diversification of its business areas, the m4e group covers the complete value chain. The group's different companies either have the same functions in different territories or they act complementary.



- m4e AG, Hoehenkirchen-Siegertsbrunn, Germany
- Integrated brand management and media company
- Business areas: TV-production, licensing, home entertainment, merchandising, publishing, interactive & new media
- m4e offers its services also to licensors and acts as agency for all business areas in G/A/S
- Creation and handling of media- and music cooperations for the TV broadcaster RTL II among others
- Corporate goal: Offer all services that are needed for the development and marketing of sports and entertainment rights from one single source in the German-speaking territories!

www.m4e.de



- Telescreen B.V., Hilversum, The Netherlands
- A company for film and TV production, distribution and brand management; founded in 1983
- Development and production of own TV shows/feature films for kids
- Worldwide distribution of film-, TV- and home entertainment rights
- Telescreen also acts as licensing agent for third parties
- Part of the m4e group since 2008






























www.telescreen.nl

- Tex-ass Textilvertriebs GmbH, Essen, Germany; founded in 1987
- Specialized in the production and distribution of licensed textile products and –accessories and belonging to the leading licence companies in Europe
- The license portfolio contains more than 30 different properties
- Full service partner focused on extensive consulting and support of its customers
- In house design department
- In house development of customized collections and seasonal programmes
- Production sites are located in Turkey, India & China and follow strictly European standards (Oekotex, BSCI, Code of Conduct)
- Complete logistics – from storage at two locations up to controlling of flow of goods, NOS programmes
- Part of the m4e group since 2007



Customer- and Product Portfolio

Customers	Licences	Products
            <p>and many more</p>	               <p>and many more</p>	<ul style="list-style-type: none"> • Textiles <ul style="list-style-type: none"> • T-Shirts • Sweaters • Jackets • Pants • Jogging Outfits • etc. • Night wear • Bathing suits • Underwear • Socks • Hats, baseball caps • Accessories • Bags, Back packs • and many more

Services within the m4e Group



As full service company, the m4e group is able to offer a broad range of services from one single source to rights-holders and licensors:



TV-, film production & co-production



Licensing & merchandising, distribution



Accounting



Royalty collection



PR



Creative services



TV-, film distribution & -licensing



Financial services



Contracting



Marketing



Market research



Artwork approval

Licence Portfolio



Entertainment/Characters



Licence Portfolio



Sports, Brands & Personalities



In Development / New Projects



MIFFY – THE MOVIE

- Feature with the look of the TV series
- Status: Pre-production
- Budget: ca. € 3 mill



MIA AND ME

- TV series, 26 x 24 min.
- Status: In production
- Budget: ca. € 7.2 mill
- Delivery: Fall 2011



CONNIE

- TV series, 26 x 12 min.
- Status: In production
- Budget: ca. € 3 mill
- 7 mill Pixi books sold
- Over 2.5 mill audio books sold



TOAD RULES

- TV series, 26 x 22 min.
- Status: Pre-production

PINKELTJE

- Feature film and TV series
- Status: Pre-production
- Budget: Feature film ca. € 5 mill
TV series ca. € 6 mill
- Over 4.5 mill books of bestseller writer Dick Laan were sold worldwide
- 99% awareness level in Benelux

Pinkeltje



Licensing Partners of the m4e Group



Contacts



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**Thank you very much
for your attention!**

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