Ideosource is an Indonesian themed venture capital firm dedicated on making investment in early to growth stage companies in the digital industry.
MARKET SIZE IN INDONESIA

Data from top 15 movies between 2007 - 2017

As stated by MPAA, Indonesia ranked 15th in the top 20 International Box Office market, after Spain and the Netherlands. The Indonesia Film Industry has generated over $300 Million of revenues for Hollywood. Indonesian film has hit its stride with a number of local films widely received an audience acceptance and financial success, including Warkop DKI Reborn, Cek Toko Sebelah, Ada Apa Dengan Cinta 2 and recent Pengabdi Setan. In 2016 alone, from the top 15 movies, Indonesia reached its highest rating of 30 Million viewership.

TOP 15 MOVIES 2007 - 2017

4 year movie hit cycle drive the entire viewership

Source: Filmindonesia.or.id & Ideosource Analysis
**INDONESIA MOVIE INDUSTRY VALUE CHAIN**

**FILM FUND INVESTMENT ALLOCATION**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>ALLOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILMMAKERS INVESTMENT</td>
<td>20%</td>
</tr>
<tr>
<td>PRODUCTION COMPANY INVESTMENT</td>
<td>30%</td>
</tr>
<tr>
<td>FILM ECOSYSTEM INVESTMENT</td>
<td>50%</td>
</tr>
</tbody>
</table>

- **Targeted towards the independent producer**, the investment will be used as a marketing, promotion and distribution investment to match their existing production investment.
- **Targeted towards the proven major production company**, the investment will be used as a marketing, promotion and distribution investment to match their existing production investment.
- **Designed as a long term equity investment** to invest in the film industry value chain and ecosystem, including but not limited to IP owners, channel & distribution, marketing, licensing and ticketing companies.
Ideosource Film Fund (IFF) is the first Indonesian investment fund to focus on financing a diverse portfolio of Indonesian feature films. Through its partnership with commercially successful Indonesian producers it gives investors access to the excitement and potentially lucrative returns generated by the movie business. The IFF model is built upon a diversified portfolio of carefully chosen feature films as well as investing in the industry ecosystem.

**Unique Fund Structure and Opportunity.**
The IFF pioneered the concept of portfolio movie investing, and offers investors inside access to the exciting and potentially highly lucrative movie business.

**Strategic Relationship with Outstanding Indonesian Producers.**
The fund can deliver investment access to slates of mainstream Indonesian feature films.

**Diversified Portfolio Approach.**
The IFF’s concept is to invest in a diverse pool of movies, thereby creating a portfolio of revenue-earning assets for investors with the potential for longterm growth. We believe that this approach creates the best conditions for IFF investors to profit from the movie business.

**Ownership of Film Assets.**
The IFF invests on an equity basis in each film, taking ownership of all available revenue rights on each project including the box-office, ancillary rights such as foreign distribution, TV and VOD sales and merchandising is important in generating total earnings for investors. Equity ownership of the films it finances will allow the IFF to build up a library of assets which will not only generate income in perpetuity, but will create a valuable asset in its own right. Production companies make money by careful exploitation of film properties over multiple channels and over time and film libraries are prized assets. The IFF adopts the same approach, giving investors further opportunity for capital growth and profit.

ANDI S. BOEDIMAN  
andisboediman@ideosource.com

EDWARD ISMAWAN CHAMDANI  
edward.chamdani@ideosource.com

**ideosource**  
Jl. H. Agus Salim No.22 D-E, 2nd Floor,  
Kebon Sirih, Menteng,  
Jakarta Pusat, DKI Jakarta 10340  
Phone: +62 21 5020 1023