

MovieBloc

Decentralized Movie & Content Distribution Platform

Global Independent movie Platform “MovieBloc”

Company Profile



“MovieBloc is developing and expanding the value of independent film market, where filmmakers from all over the world can associate together.”

HISTORY



MovieBloc Is a new platform service business by Pandora TV, which based on more than 15 years of operating experience and know-how of KMP Player with global users.

2021

- 01.28** Held 1st Kookmin Univ. online film festival
- 02.05** Held 22nd Suwon Univ. Arts & Culture department video major film festival
- 02.17** Held 23rd Dong-A Univ. of Broadcasting graduation film festival
- 03.10** Business agreement with Origine Films
- 04.02** Held 22nd Geywon Film Festival
- 05.04** Business agreement with Radiator IP Sales
- 05.04** Joined Jeonju Conference Panel
- 06.04** Screening 'Cinema Greenteen' at 18th Seoul Environmental Film Festival

2020

- 02.20** Opened official MovieBloc Channel on Alibaba X Youku Platform 'Dayuhao'
- 03.18** Established MBL Media & CEO An Hongju Joined
- 03.30** Launched MovieBloc PICK Service

2020

- 04.24** Signed Australia's original "Nullaboo" development and production Global Exclusive rights
- 05.19** 1st ceremony of disbanding of MovieBloc Ambassador
- 05.22** Signed MOU with distributor "호우주의보"
- 05.29** Held 21st Kaywon Film Festival
- 06.15** Launched 2nd Movebloc Ambassador
- 07.13** Reorganization of MovieBloc Pick Service
- 09.01** Released 11 films of Hipnoticos
- 09.25** Held 6th Gyeonggi Film School Festival
- 11.16** 2020 KTV Film Festival 'Independent films' part screening
- 12.01** Sponsor of 1st K-Culture Festival
- 12.22** Held 39th Seoul Institute of the Arts Film Festival
- 12.28** MovieBlocXKIPDA production documentary "COVID-19 Short-form" first released

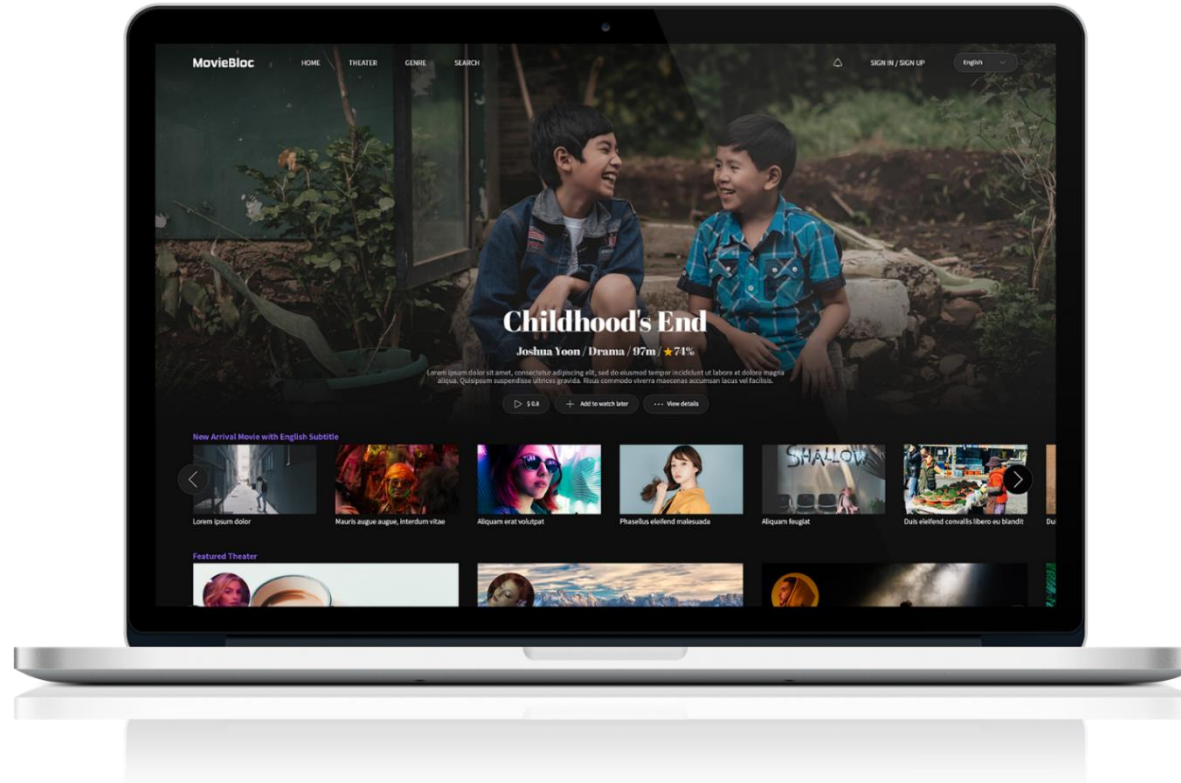
2019

- 03.12** Strategic business Partnership with Ontology
- 08.14** Partnership with KIPDA
- 08.16** Partnership with Post-fin
- 08.19** Partnership with Central Park
- 08.21** Partnership with Film Dabin
- 08.23** Partnership with Little Pictures
- 08.26** Launched MovieBloc beta service
- 09.23** Partnership with DMZ International Film Festival
- 10.30** Partnership with Picord Fim
- 11.12** Partnership with Hangyoreh education
- 11.25** Launched 1st Movebloc Ambassador
- 12.27** 1st Korean project listed on Triple Crown
- 12.30** Launched Official MovieBloc

2018

- 11.20** Introducing MovieBloc white book

MovieBloc is a Block Chain-based movie platform.



Providing various films such as short films, animations, documentaries, etc. that were only seen at film festivals

As a gateway of opportunity, Individuals upload their own films, and they have more opportunities to make a profit.

A platform, where develops he value of independent films

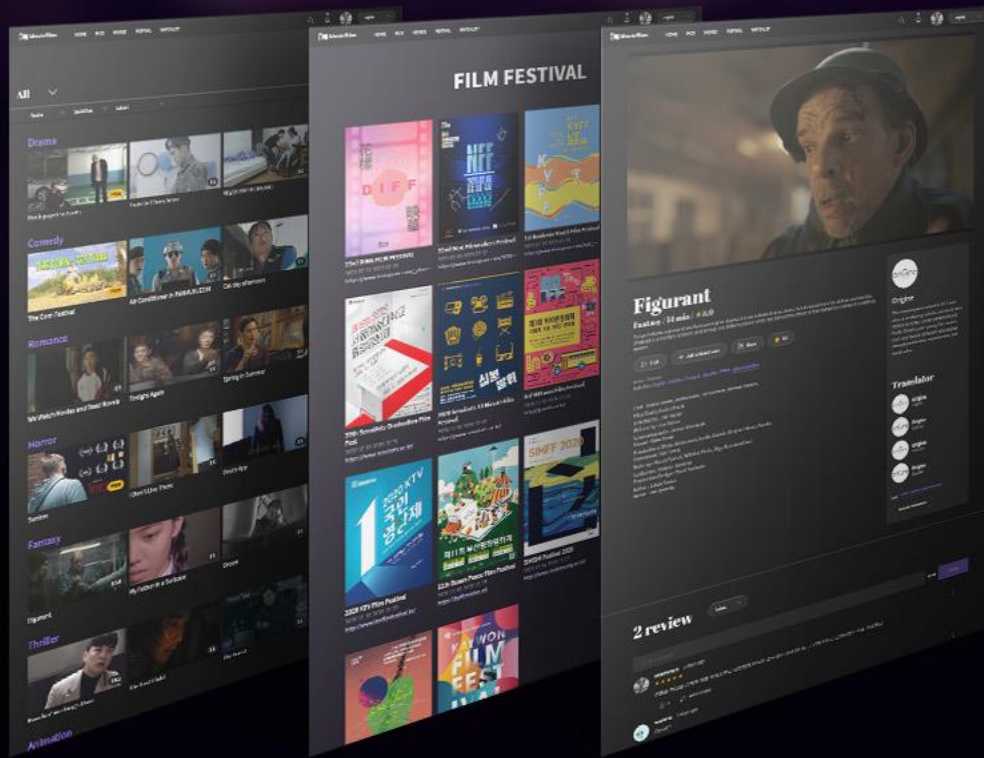
MovieBloc

Global Independent Movie Platform

106 countries service support Supports 78 languages 600+ Subtitles 300+ Featured/Short films



Overview of *MovieBloc's Service*



Watch / Upload / Various Contents

- Any copyright owners (personal creators or distributors) can upload contents
- Providing a variety of independent films that you've never seen before
- * Screening films by domestic and foreign distributor, which have won awards at famous film festivals such as Oscars and Cannes Film Festival

Promotion & Event

- MovieBloc Pick: Providing higher views and promotion marketing by Pick Service
- Special Event: Supports marketing with various promotional event

Online Film Festival

- Holding various online film festival
- Providing online submission for film festivals

MovieBloc + Film Festival

2020

Beginning year of
an online film festival

18

Number of online film
festival experiences

50,000+

Total number of audiences

12,000

Average number of views
during the film festivals

4,000

Average number of viewers

20

More participants than offline

3~8

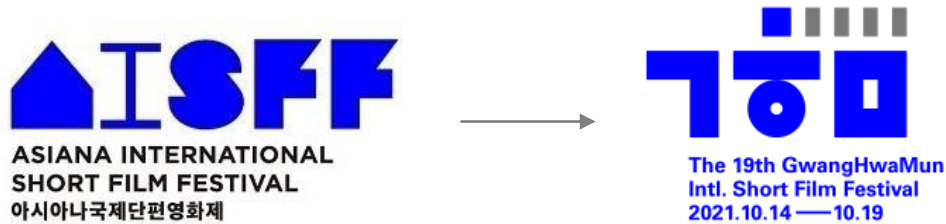
More operating days of
festival duration than offline



On/Offline Film Festival: MovieBloc Film Festival



Holding MovieBloc Film Festival by acquisition of Asiana International Short Film Festival (ASIFF)



※ Asiana International Short Film Festival has been renamed as GwangHwaMun International Short Film Festival



※ GwangHwaMun Film Festival will be held online and offline international film festival in October of 2021

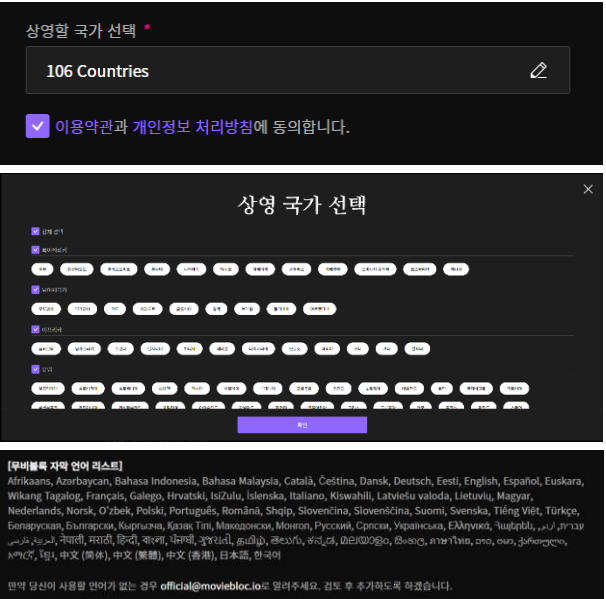
Hub Function of film festival

- Asiana International Short Film Festival, which utilizes Asiana Airlines' strengths, has served as a “Hub Film Festival” connecting the world, and we continue the spirit to hold film festivals and provide services for global filmmakers to enjoy.

What is GwangHwaMun Intl. Short Film Festival?

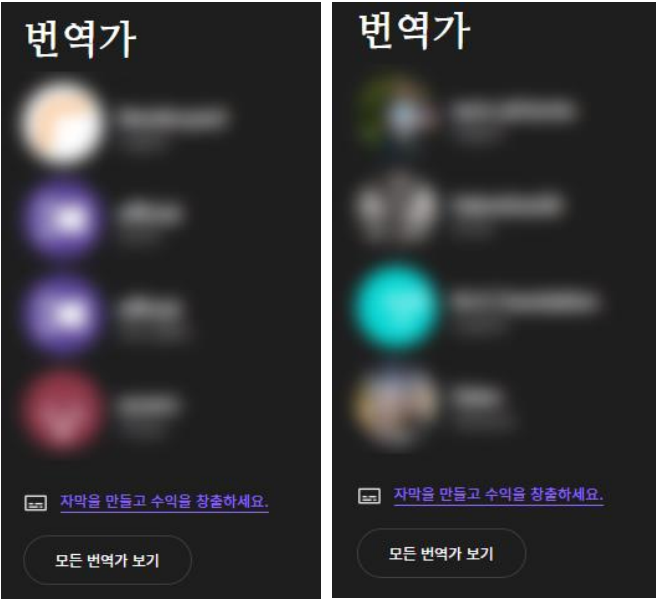
- Re-naming the film festival for continuity of the film festival
- Developing and expanding the market of independent movie
- The film festival, which will be positioned as a film festival representing the world.

Competitiveness of MovieBloc



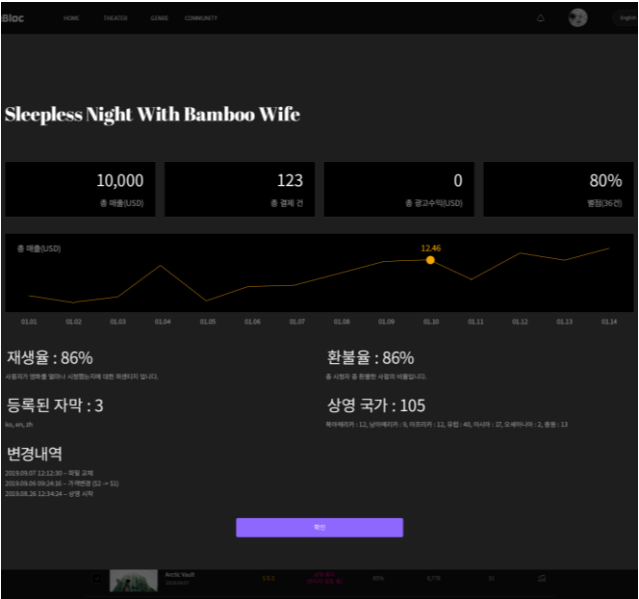
Accessibility : Global Platform

- Access from 106 countries, and expanding more areas
- Upload contents easily by filmmakers, distributors, etc.
- Provides 78 languages
- Provides PAYCO, PAYPAL Payment service
- Alipay, WeChat Pay will be provided



Participation : User Based Platform

- Users are available to share subtitles
- Opportunities for filmmaker and distributors for expanding more territories to make more profit (Subtitle creators will be benefited 10% of film revenue)



Transparency : Sharing Platform

- Providing revenue data clearly
- Providing data clearly (1Q total revenue/payment/bounce rate)
- Easy managing of copyrights
- In process of development of admin accessible page

Vision of MovieBloc

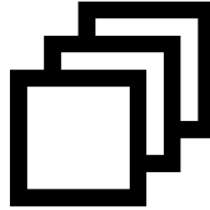


Expanding business area with the platform business.0



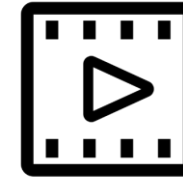
NFT Business

- Publishing video contents of NFT



Multi-channel

- A platform, where distributors to end users can join



Payment Service

- Subscription service
- Charging points service



Developing the business areas of MovieBloc, which will lead
and develop the independent film industry

'Global Contents Platform'



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