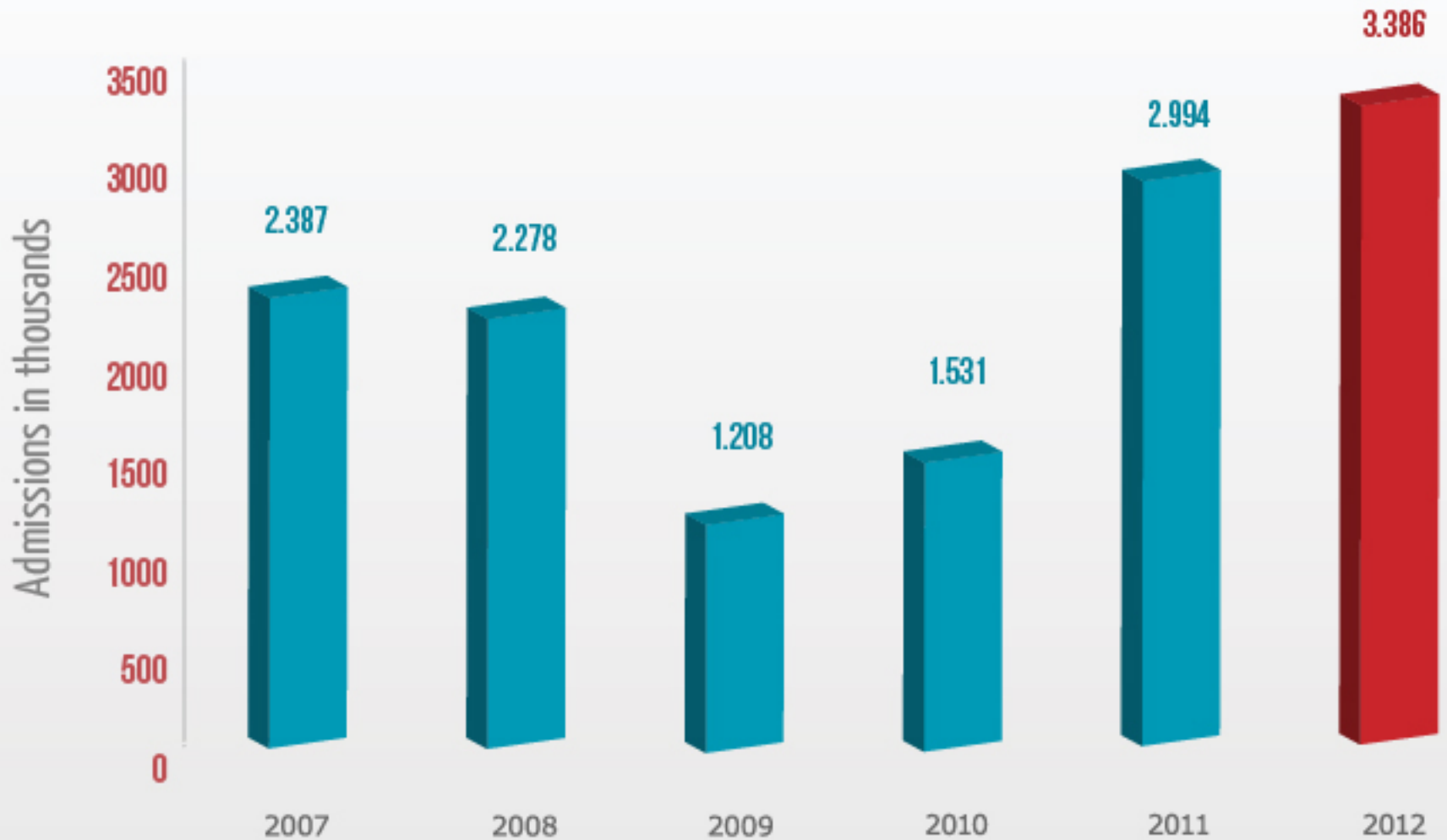


Attendance at Colombian Films

▶ 2007 - 2012 ◀



Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Percentage of Colombian Films Compared to Total Number of Releases in Colombia

▶ 2007 - 2012 ◀

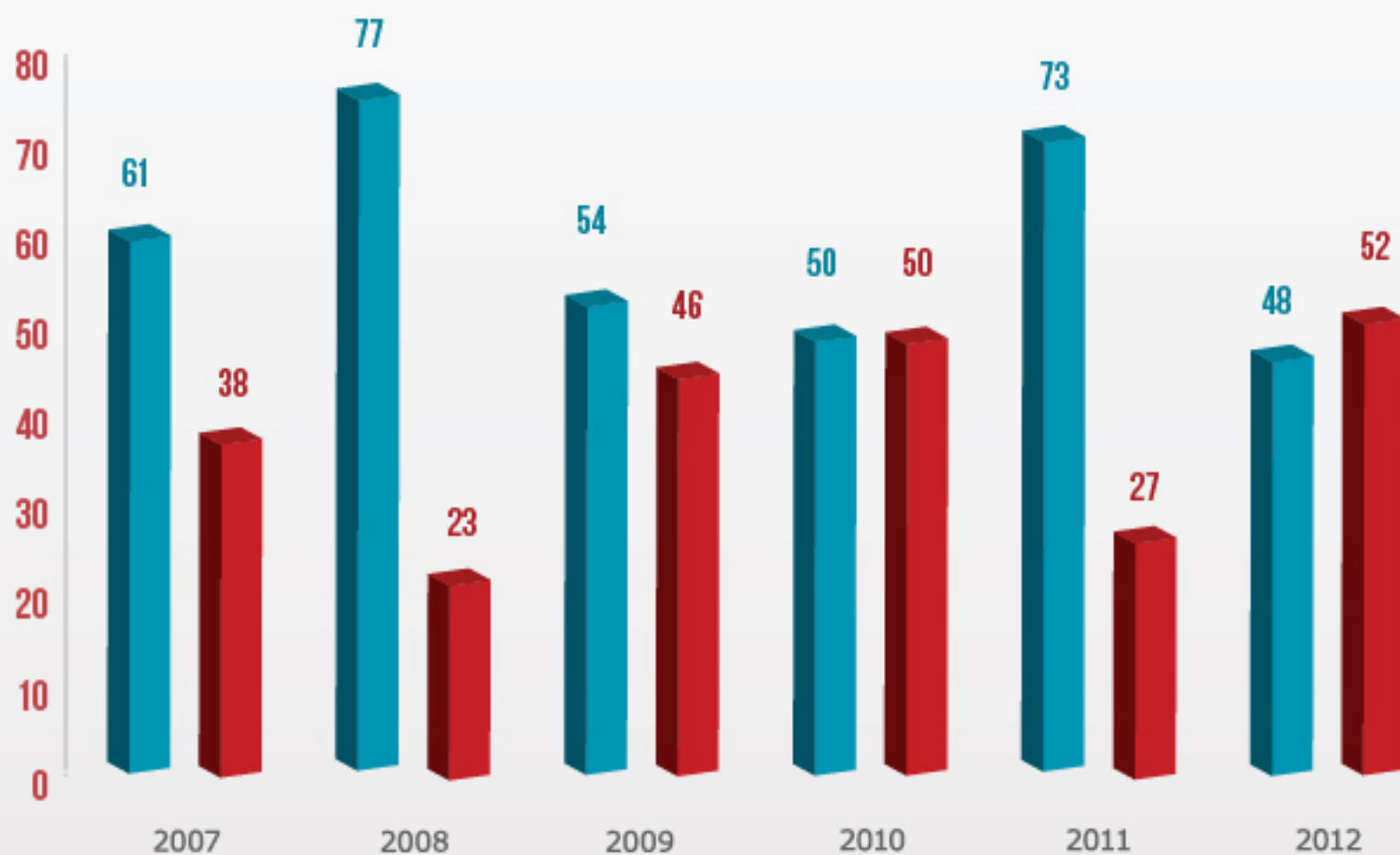


Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Attendance at Colombian Films per Semester

▶ 2007 – 2012 ◀

■ % first semester boxoffice
■ % second semester boxoffice

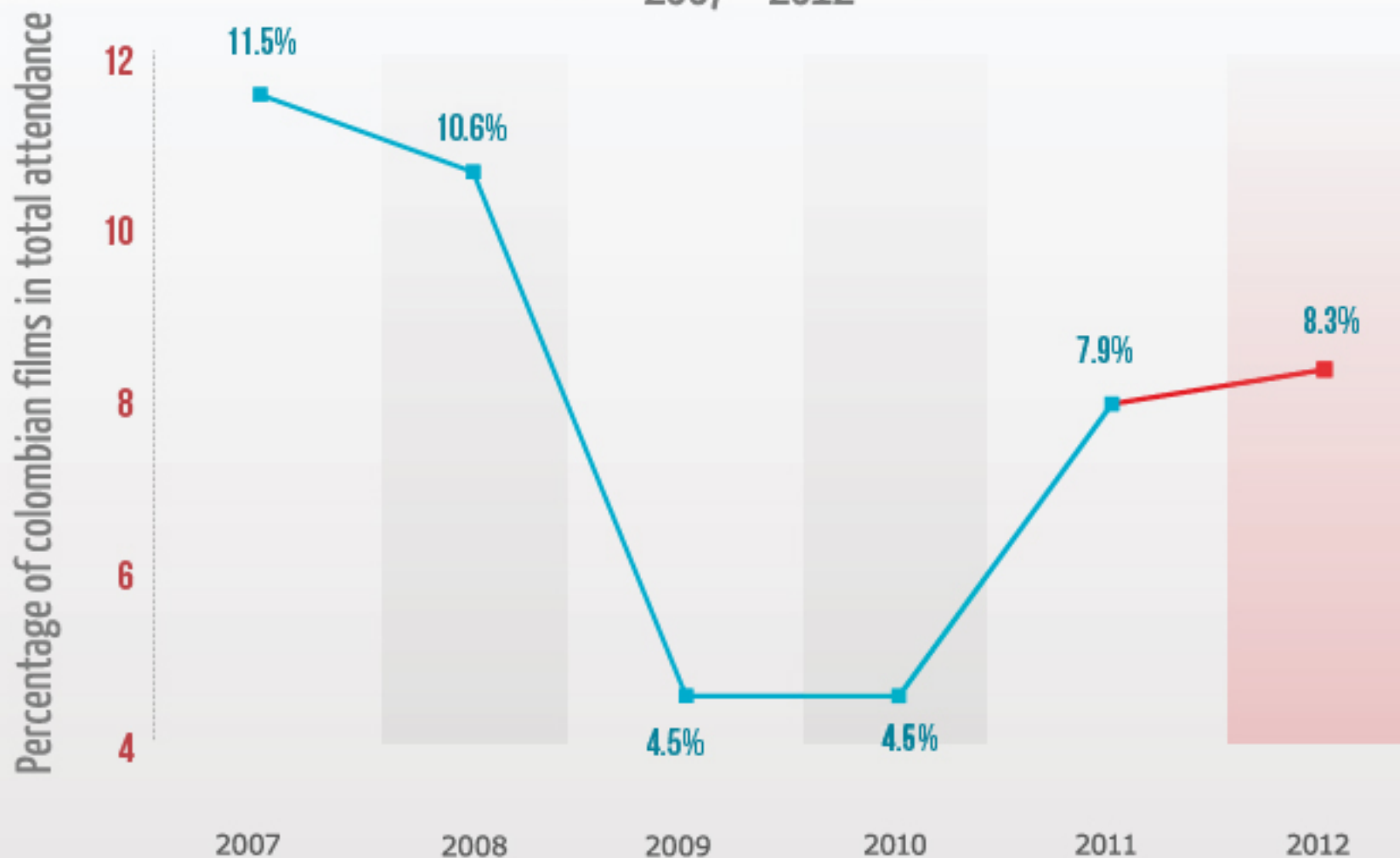


First semester releases	2	3	4	5	6	8
Second semester releases	8	10	8	5	12	15

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Percentage of Colombian Films Compared to Total Number of Releases in Colombia

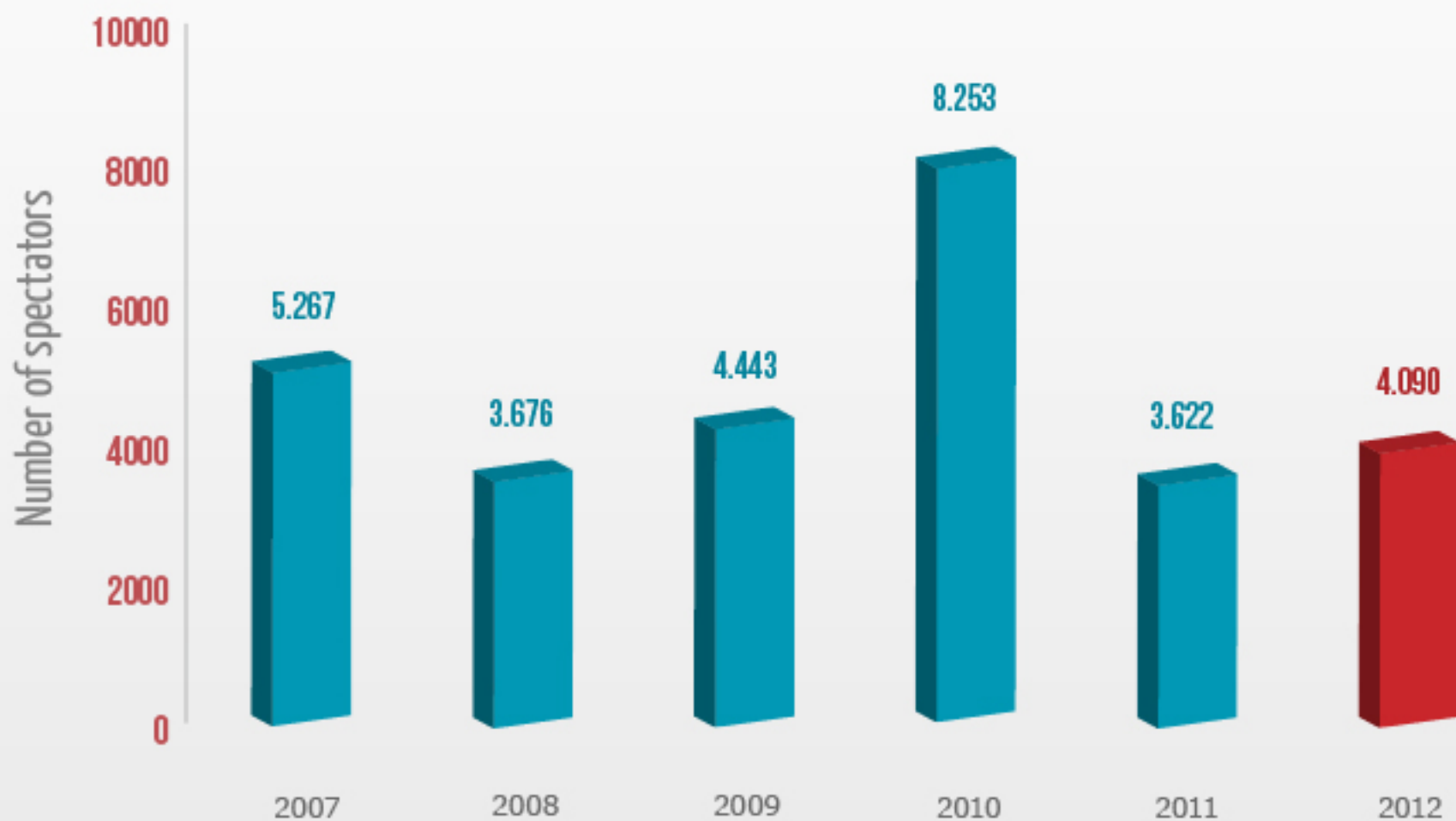
▶ 2007 - 2012 ◀



Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Attendance at Colombian films per copy

▶ 2007 - 2012 ◀



Number of copies

333

475

350

224

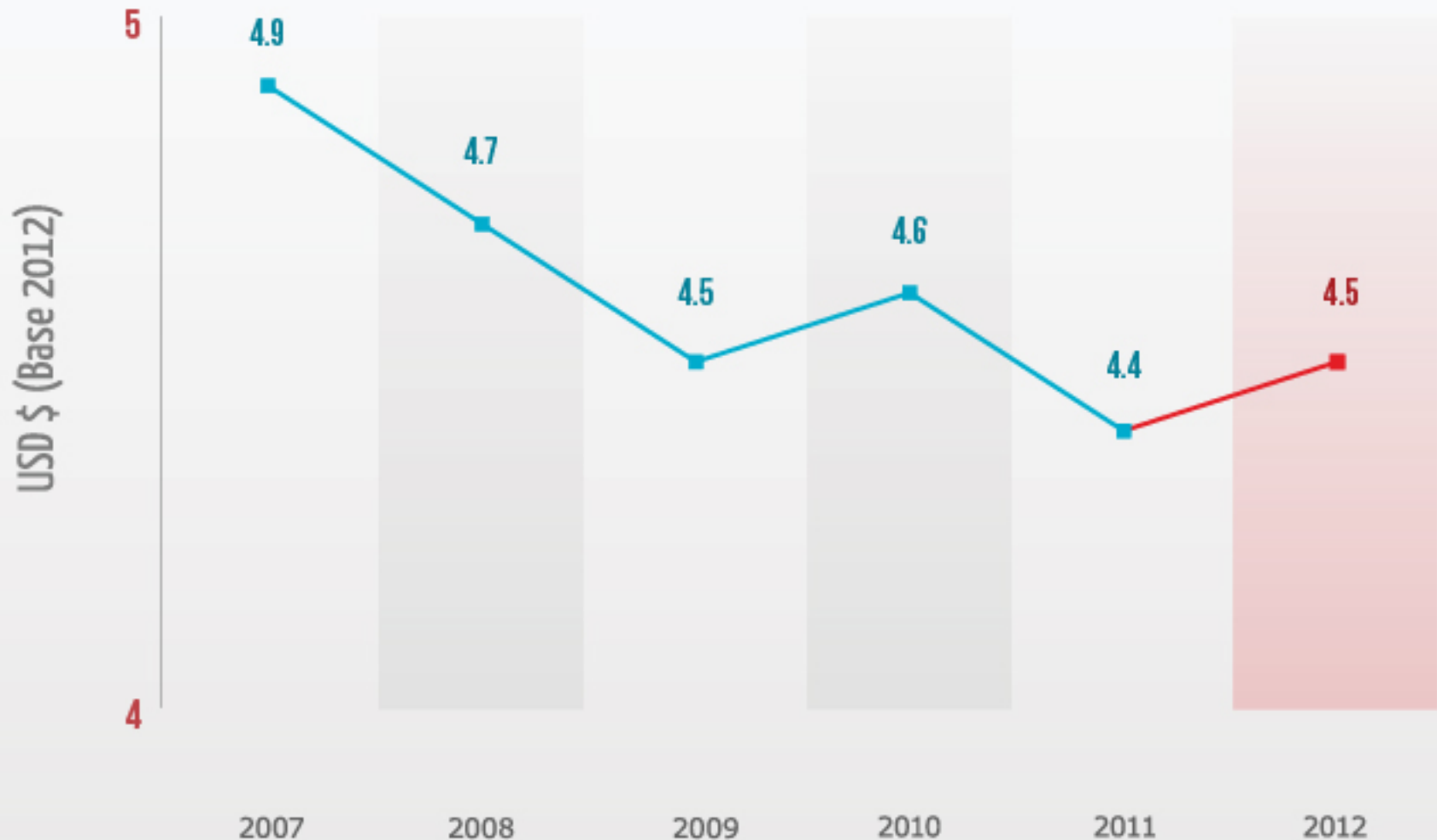
562

877

The number of spectators as well as the number of copies per film increased, something that did not happen since 2007.

Actual Evolution of Average Ticket Price in Colombia in USD

▶ 2007 - 2012 ◀



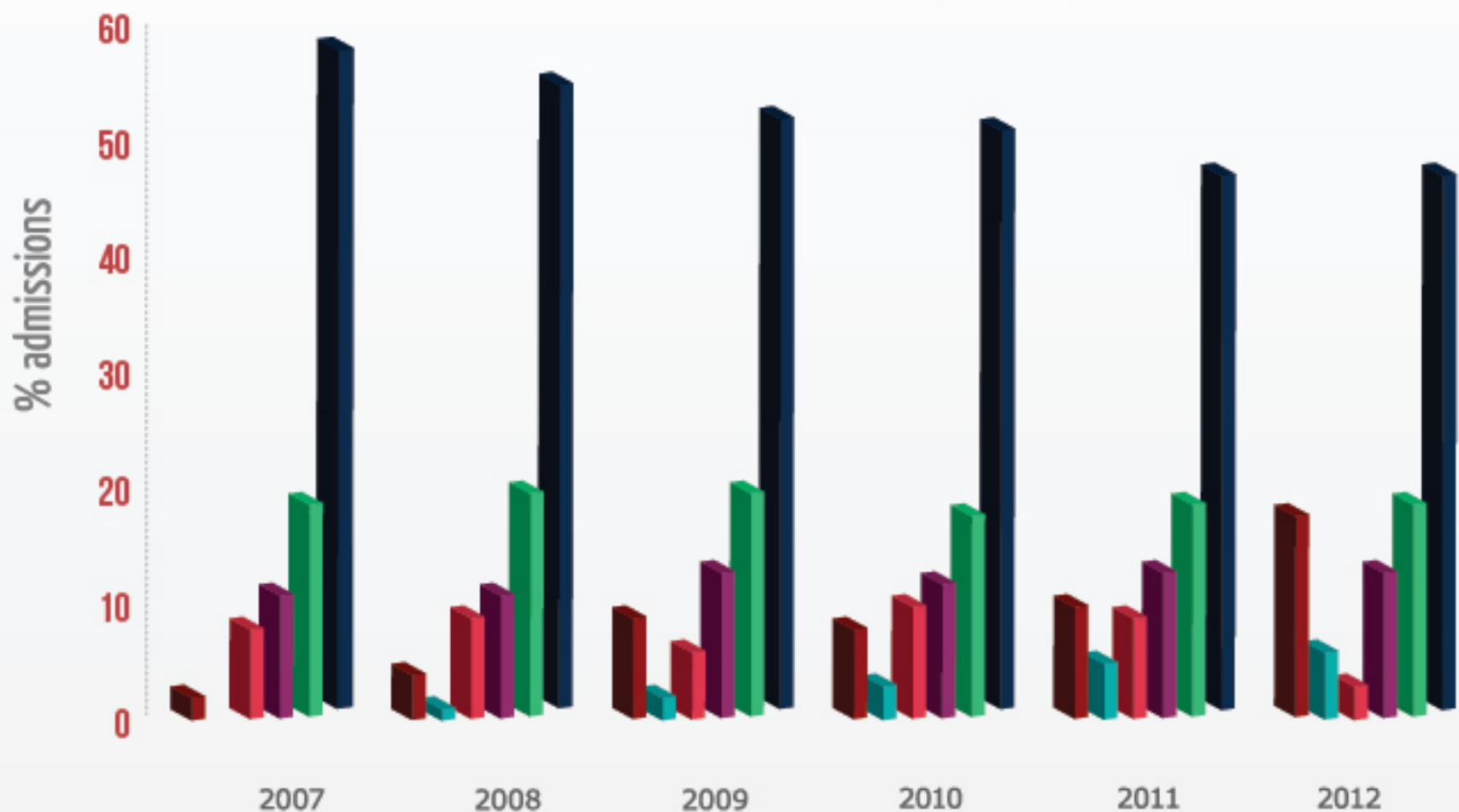
Source: Calculations by Proimágenes Colombia using CADBOX data and Fedesarrollo methodology. The latest available CPI for November 2012 was used to calculate the amounts in constant pesos, which eliminated the effects of inflation allowing for comparison of a variety of data.

Average exchange rate December 2012: \$ 1798.12

Admissions of Principal Exhibitors

2007 – 2012

■ Cine Colombia ■ Royal Films LTDA
■ Cinemark ■ Cinepolis
■ Procinal ■ Others (44 cities)



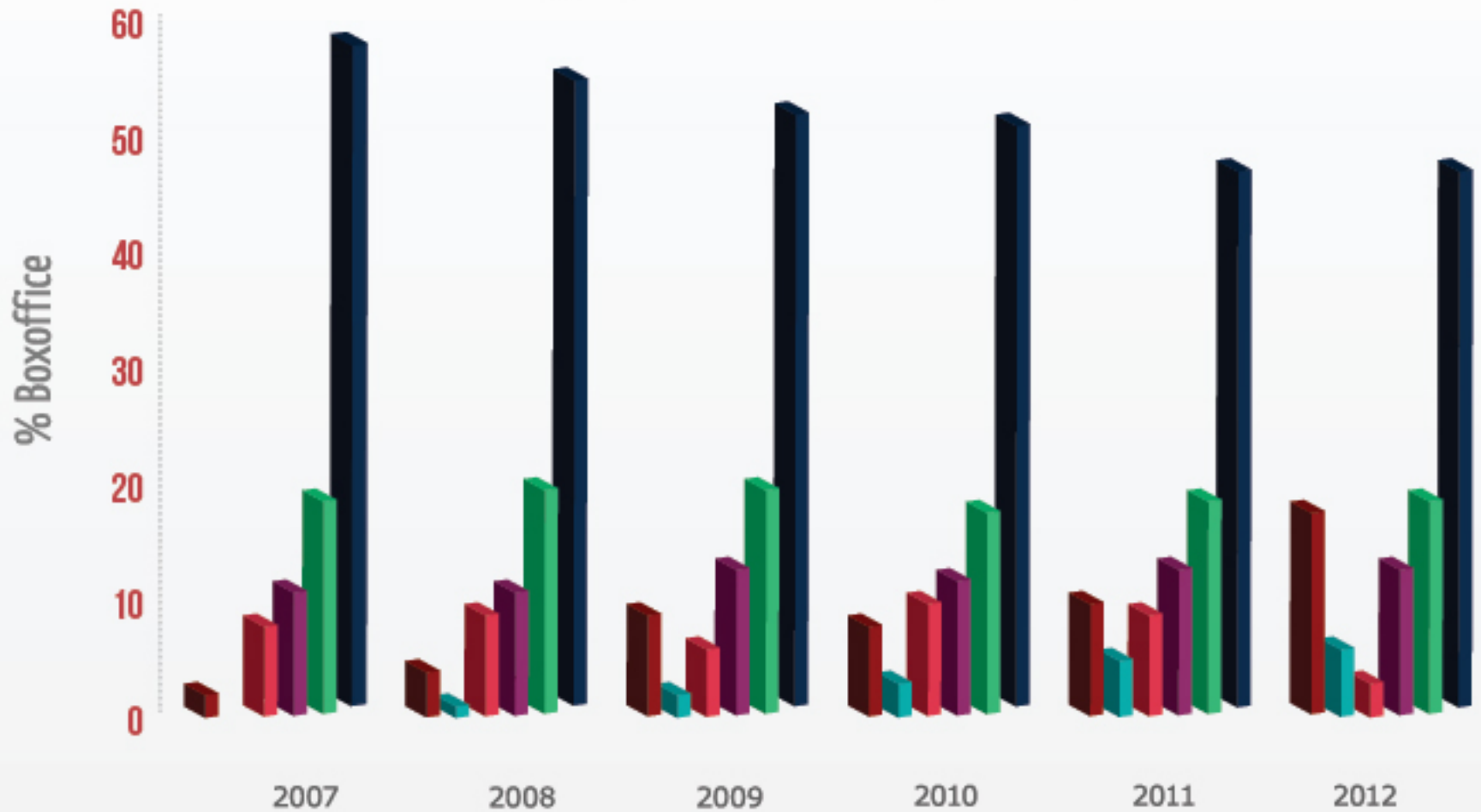
CINE COLOMBIA	57%	54%	45%	45%	45%	46%
CINEMARK	19%	19%	19%	19%	18%	17%
PROCINAL	12%	12%	19%	16%	16%	15%
ROYAL FILMS LTDA	9%	11%	6%	12%	11%	3%
CINEPOLIS	0%	1%	2%	3%	5%	6%
OTHERS (44 CITIES)	3%	5%	11%	8%	10%	19%

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Box Office Shares of Principal Exhibitors

▶ 2007 – 2012 ◀

■ Cine Colombia ■ Royal Films LTDA
■ Cinemark ■ Cinepolis
■ Procinal ■ Others (44 cities)



CINE COLOMBIA	59%	56%	53%	52%	48%	48%
CINEMARK	19%	20%	20%	18%	19%	19%
PROCINAL	11%	11%	13%	12%	13%	13%
ROYAL FILMS LTDA	8%	9%	6%	10%	9%	3%
CINEPOLIS	0%	1%	2%	3%	5%	6%
OTHERS (44 CITIES)	2%	4%	9%	8%	10%	18%

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Yearly Five Largest Box Office Successes in Colombia

▶ 2007 – 2012 ◀

YEAR	RANKING	TITLE	ADMISSIONS	BOX OFFICE
				US Million Dollars
2012	1	Ice Age 4: Continental Drift - 3D	2.995.337	14.03
	2	The Avengers - 3D	2.240.703	11.25
	3	Madagascar 3 - 3D	1.779.337	8.36
	4	The Dark Knight Rises	1.791.146	7.29
	5	The Twilight Saga Breaking Down 2	1.707.939	5.32
2011	1	Smurfs - 3D	1.894.025	8.98
	2	Rio - 3D	1.723.805	8.58
	3	Pirates of caribbean on stranger tides - 3D	1.409.495	7.20
	4	Transformers 3 - 3D	1.326.835	6.62
	5	Puss in Boots - 3D	1.286.154	6.29
2010	1	Toy Story 3 - 3D	2.156.531	11.48
	2	Avatar	1.838.589	11.34
	3	Alice in wonderland	1.517.848	7.94
	4	Shrek forever after - 3D	1.392.201	7.31
	5	Clash of the titans -3D	1.198.732	6.56
2009	1	Ice age 3	2.035.362	9.81
	2	Up	1.222.254	6.26
	3	2012	1.335.566	5.03
	4	Avatar	921.576	4.74
	5	Angels & demons	824.141	3.66
2008	1	Paraíso travel	931.245	4.55
	2	The dark knight	944.789	4.43
	3	Kung fu panda	827.091	3.60
	4	Wall-e	818.733	3.58
	5	Madagascar 2	765.749	3.36
2007	1	Shrek 3	1.102.298	5.21
	2	Spider man 3	1.043.491	4.98
	3	The simpson movie	1.015.204	4.84
	4	A night at the museum	884.838	4.24
	5	Pirates of the caribbean 3	833.621	4.03

Yearly Five Largest Colombian Box Office Successes

2007 - 2012

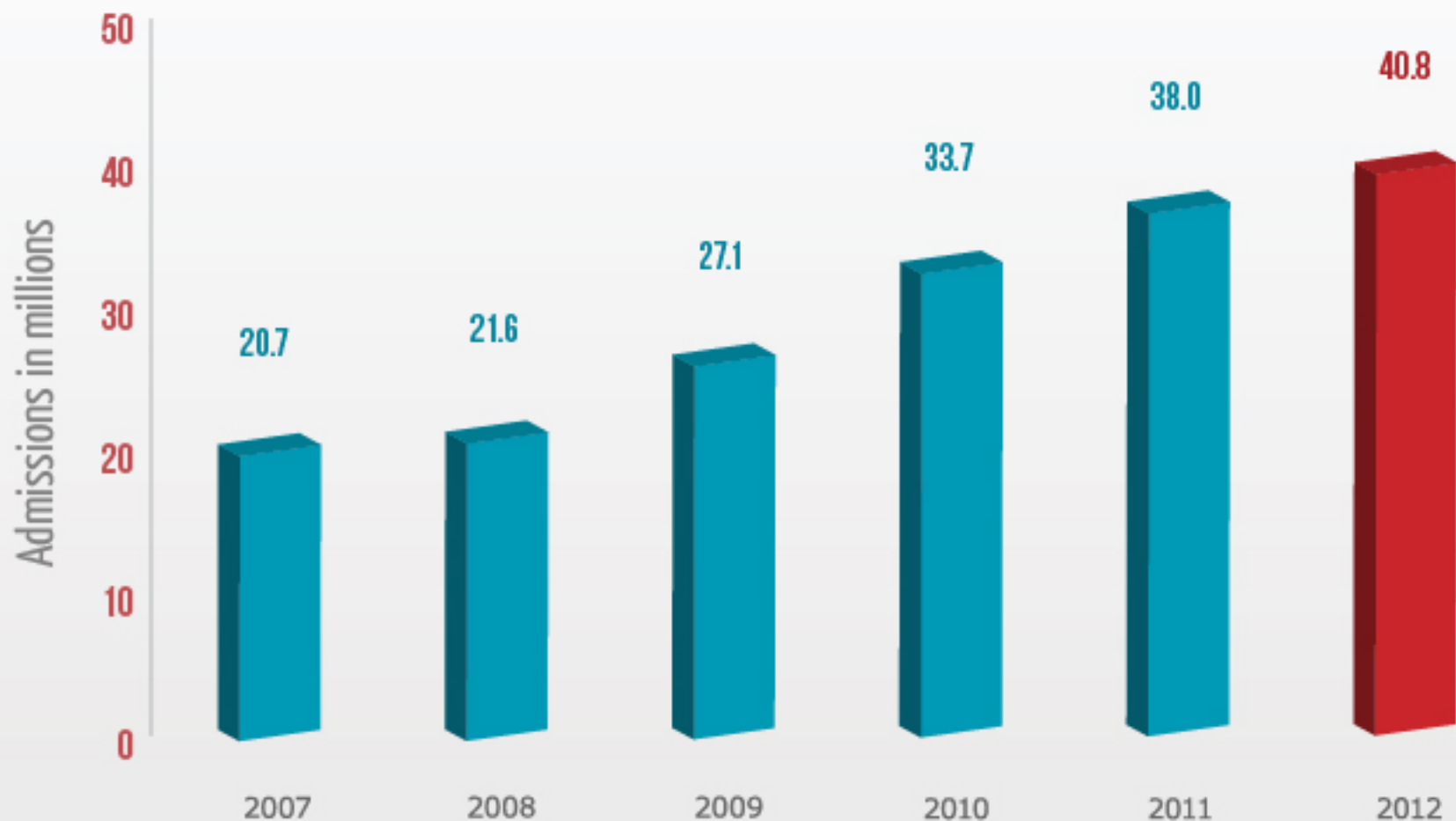
YEAR	RANKING	FILM	POSITION IN GENERAL RANKING	ATTENDANCE	BOX OFFICE US MILLION DOLLARS
2012	1	Mi gente linda mi gente bella	18	613,557	2.39
	2	La cara oculta	27	612,459	1.87
	3	El paseo 2	29	478,993	1.83
	4	El cartel de los sapos	40	446,789	1.31
	5	Sandresito	44	302,878	1.20
2011	1	El paseo	7	1,189,607	4.30
	2	Los colores de la montaña	25	378,177	1.51
	3	El jefe	31	318,441	1.18
	4	El paramo	29	325,709	0.65
	5	En coma	54	175,588	0.33
2010	1	Infraganti	23	463,329	1.51
	2	Sin tetas no hay paraíso	33	328,817	1.13
	3	El paseo	34	312,199	1.11
	4	Chance	70	117,393	0.34
	5	Del amor y otros demonios	72	76,665	0.32
2009	1	El arriero	25	285,814	0.94
	2	La pasión de Gabriel	33	220,204	0.76
	3	Los viajes del viento	42	162,126	0.53
	4	Ni te cases ni te embarques	51	121,975	0.43
	5	Infraganti	55	132,777	0.40
2008	1	Paraíso travel	1	931,245	3.71
	2	Muertos de susto	13	471,444	1.79
	3	Perro come perro	23	295,681	1.18
	4	La milagrosa	32	181,000	0.69
	5	Los actores del conflicto	58	90,560	0.33
2007	1	Bluff	9	492,947	1.83
	2	Satanás	11	465,408	1.69
	3	Esto huele mal	12	423,363	1.56
	4	Las cartas del gordo	20	294,338	1.01
	5	Muertos de susto	28	196,196	0.72

• Two films by Dago García Producciones are among those ranked in 2012. The film "El paseo 2" was released December 25, 2012 and brought in 478 thousand spectators in a single week, beating out "The Hobbit", which brought in only 195 thousand during its first week. The majority of the box office of "El Paseo 2" will be calculated in 2013.

Source: Calculations by Proimágenes Colombia using CADBOX data and Fedesarrollo methodology.

Admissions in Colombia

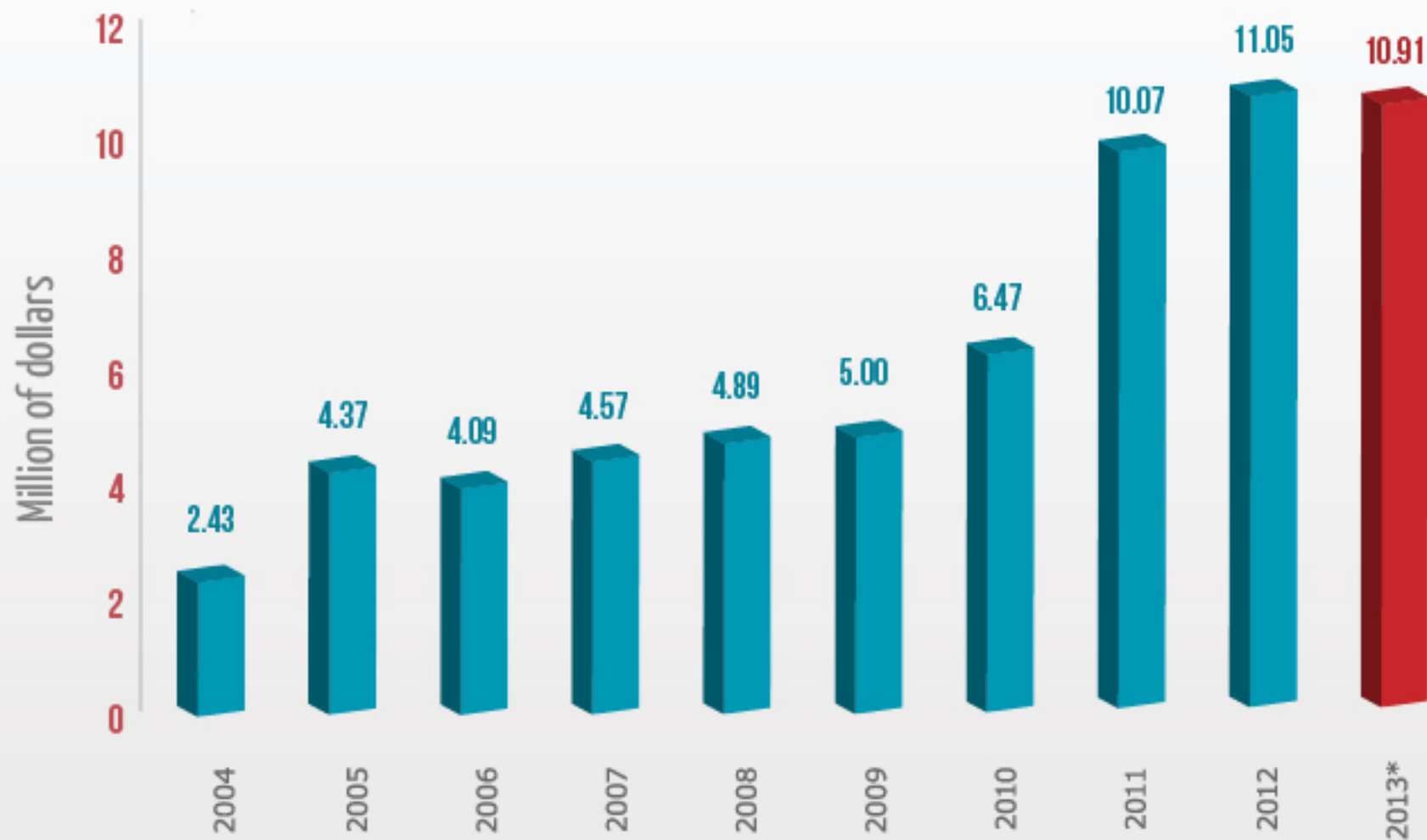
▶ 2007 - 2012 ◀



Source: Calculations by Proimágenes Colombia using CADBOX data and Fedesarrollo methodology.

Resources Approved for FDC

2004 - 2013



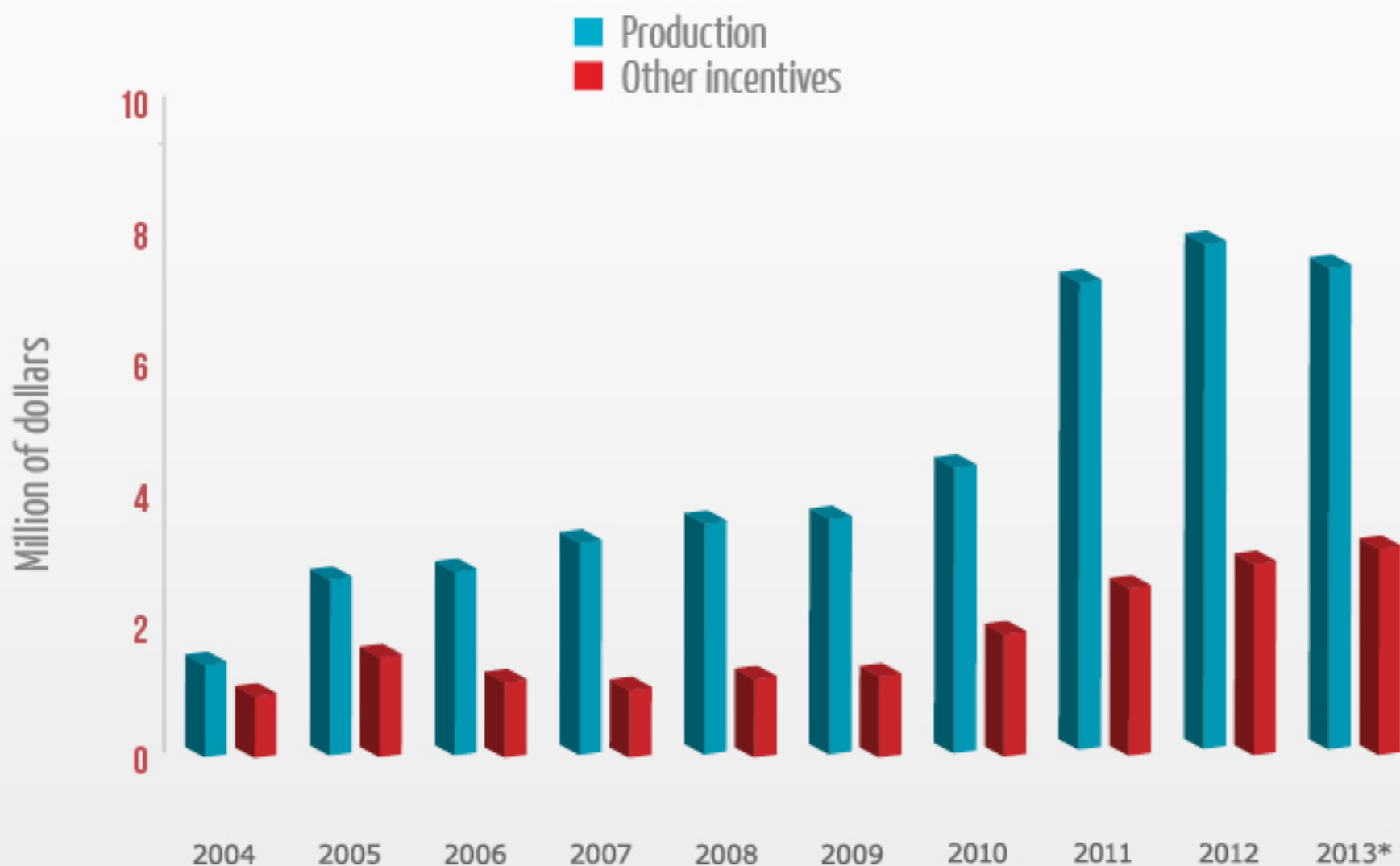
* Budget approved for 2013 FDC grant programs

From 2004 to 2012, a total of 63 million dollars were approved by the FDC for development of the national film industry

Source: Calculations by Proimágenes Colombia.

Assignment of FDC - Approved Grants

▶ 2004 - 2012 ◀



PRODUCTION	1.46	2.79	2.91	3.36	3.66	3.73	4.53	7.41	8.01	7.64
OTHER INCENTIVES	0.97	1.58	1.19	1.07	1.24	1.28	1.94	2.65	3.03	3.27
COLOMBIAN RELEASES	8	8	8	10	13	12	10	18	23	

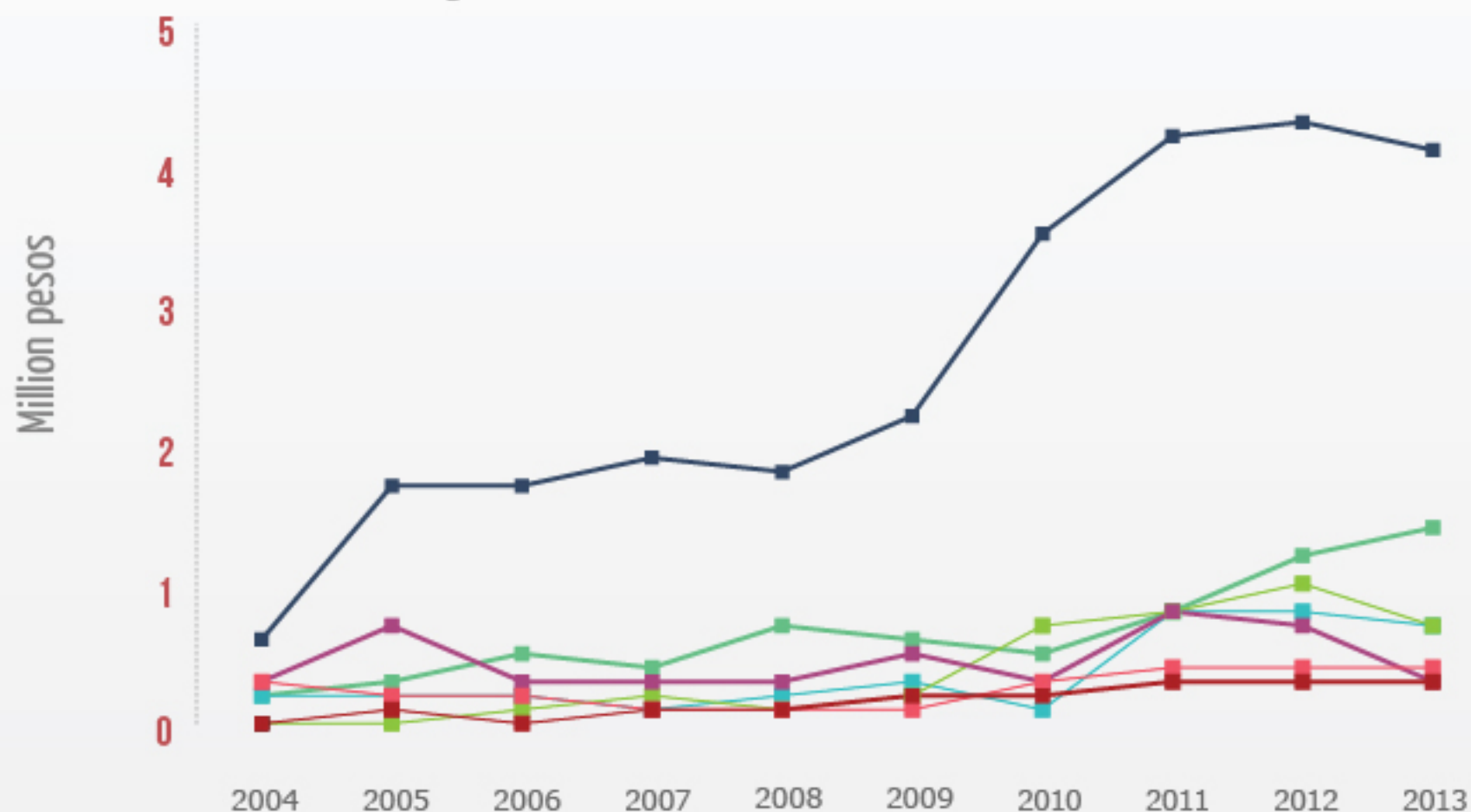
* Approved resources to be assigned.

Source: Calculations by Proimágenes Colombia.

Assignment of FDC Approved Grants

2004 – 2013

- Production of films
- Promotion of films
- Documentary filmmaking
- Training
- National film preservation
- Production of short films
- Scripts writing

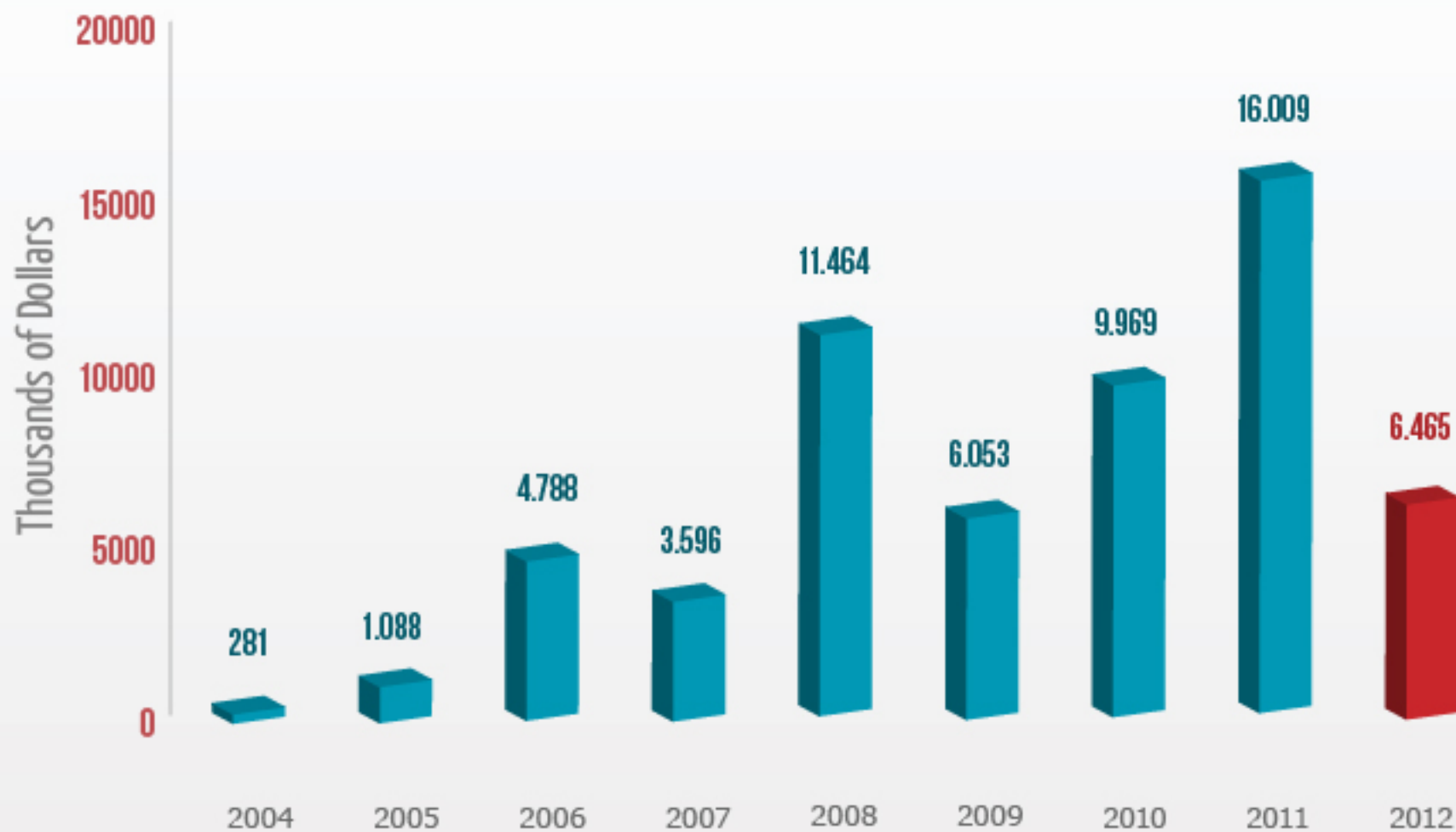


MILLION PESOS

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
PRODUCTION OF FILMS	0.6	1.7	1.7	1.9	1.8	2.2	3.5	4.2	4.3	4.1
PROMOTION OF FILMS	0.2	0.3	0.5	0.4	0.7	0.6	0.5	0.8	1.2	1.4
DOCUMENTARY FILMMAKING	0.2	0.2	0.2	0.1	0.2	0.3	0.1	0.8	0.8	0.7
TRAINING	0	0	0.1	0.2	0.1	0.2	0.7	0.8	1	0.7
NATIONAL FILM PRESERVATION	0.3	0.7	0.3	0.3	0.3	0.5	0.3	0.8	0.7	0.3
PRODUCTION OF SHORT FILMS	0.3	0.2	0.2	0.1	0.1	0.1	0.3	0.4	0.4	0.4
SCRIPTS WRITING	0	0.1	0	0.1	0.1	0.2	0.2	0.3	0.3	0.3

Tax Incentives

▶ 2004 – 2012 ◀

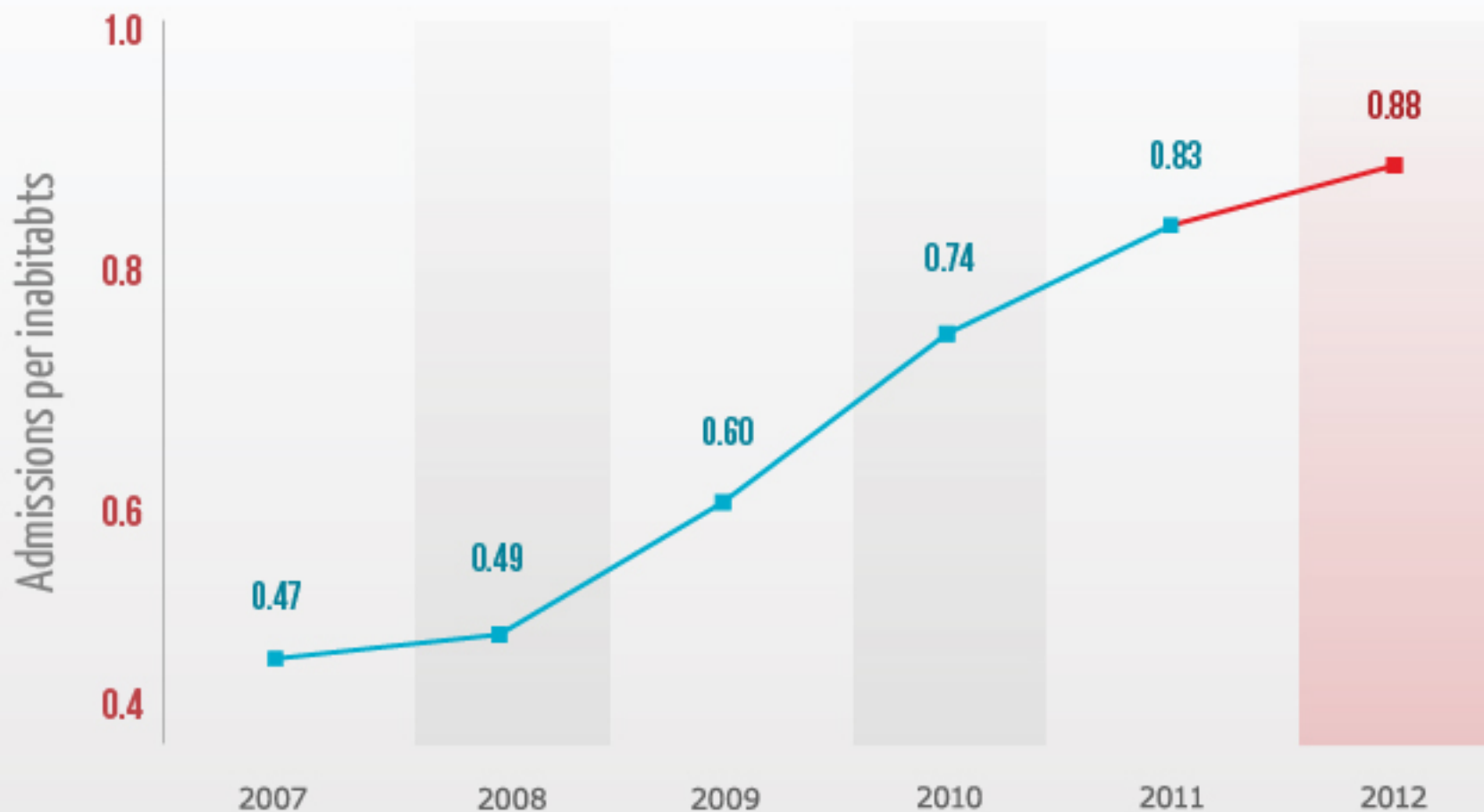


AMOUNT AWARDED	281	1,088	4,788	3,596	11,464	6,053	9,969	16,009	6,465
NUMBER OF PROJECTS	2	12	15	22	21	25	26	35	23
CERTIFICATES OF DONATION	0	1	4	1	0	2	1	7	4
CERTIFICATES OF INVESTMENT	16	93	79	53	85	94	100	150	53

Source: Ministry of Culture / Film Office.

Attendance at Colombian Films

▶ 2007 – 2012 ◀



Attendance at Colombian films

0.47

0.49

0.60

0.74

0.83

0.88

Variation

3%

24%

23%

12%

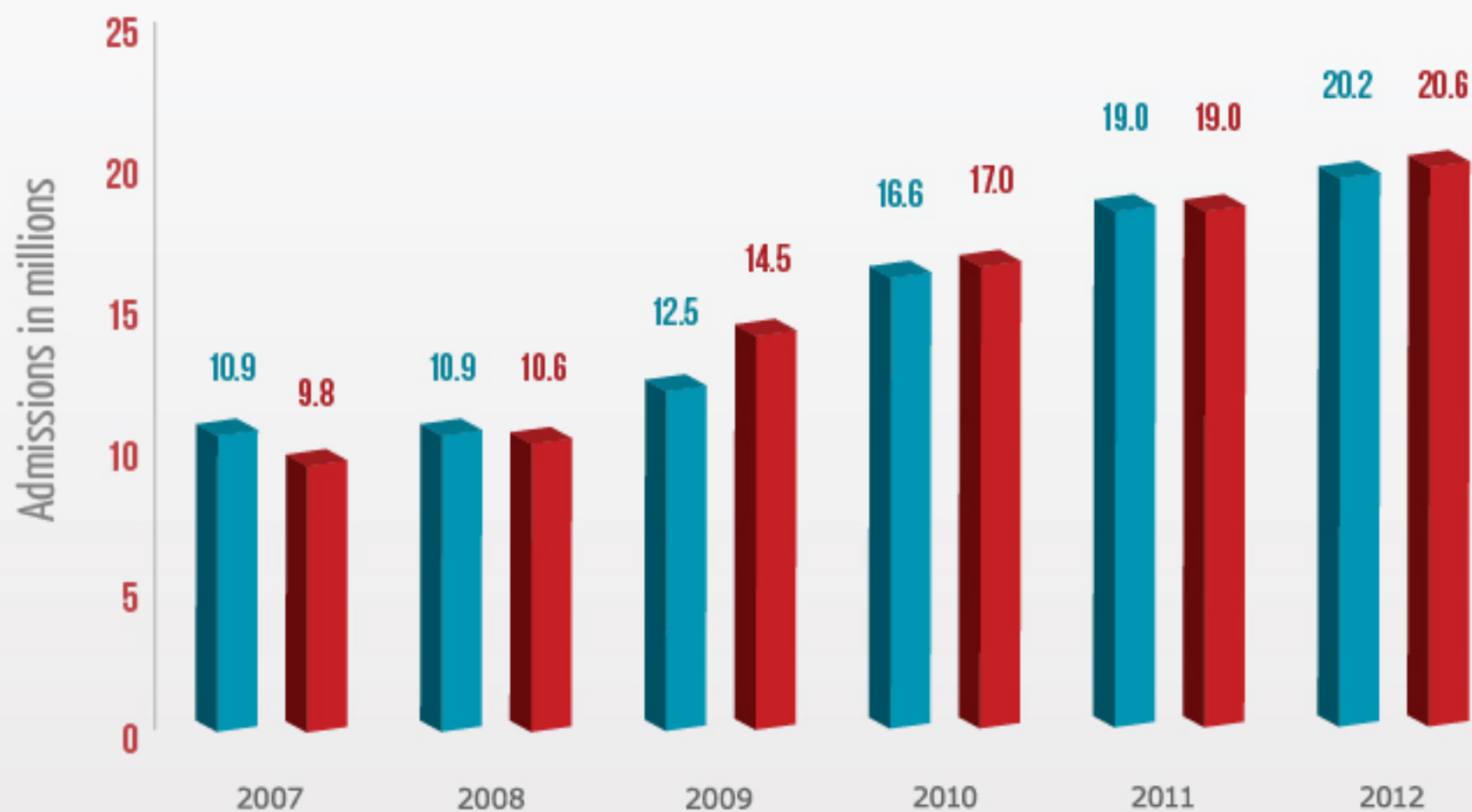
6%

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Admissions in Colombia per Semester

▶ 2007 – 2012 ◀

■ Admissions first semester
■ Admissions second semester



Admissions first semester

10.9

10.9

12.5

16.6

19.0

20.2

Admissions second semester

9.8

10.6

14.5

17.0

19.0

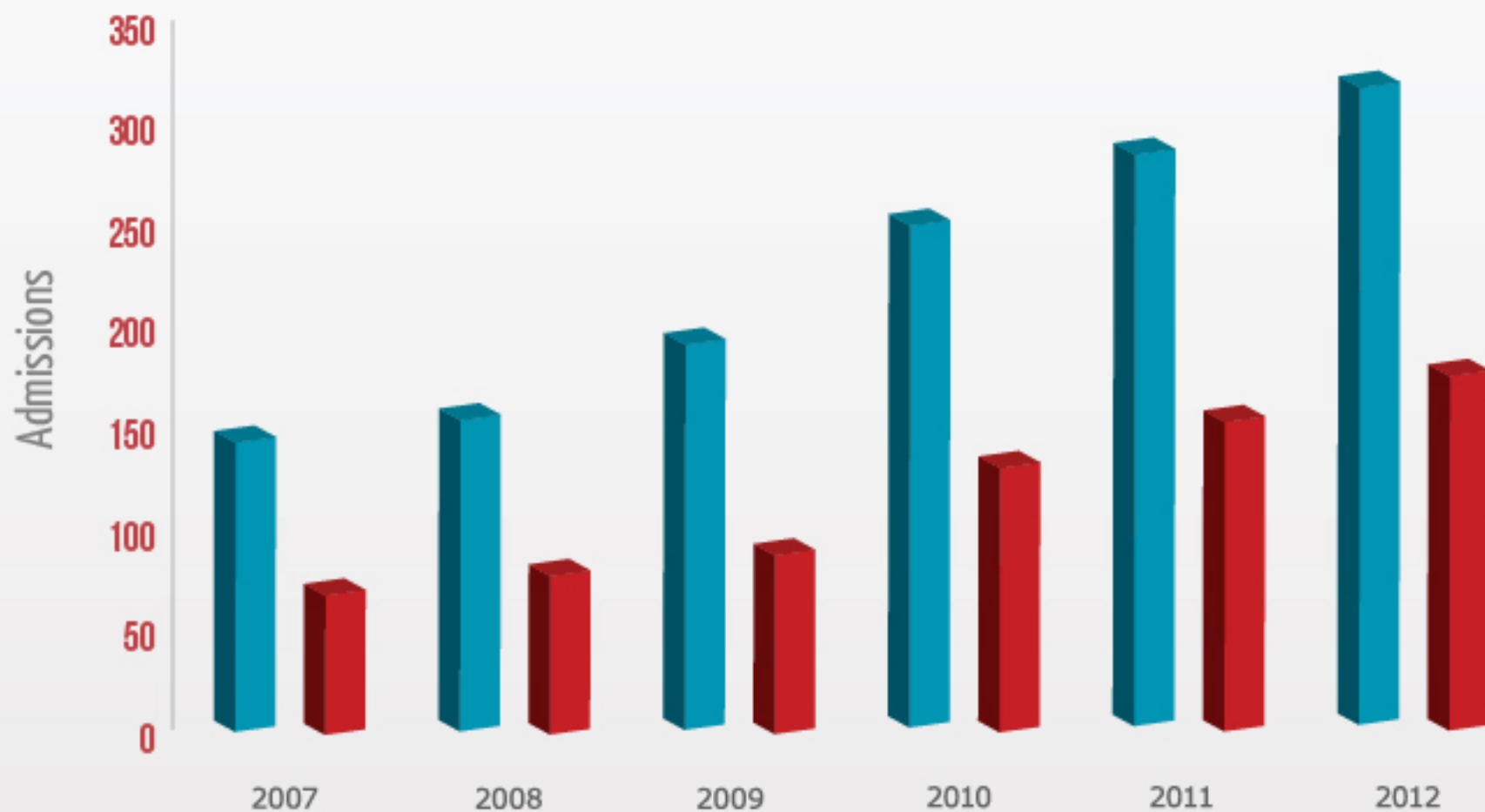
20.6

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Colombian Film Market Box Office Figures (COP/ USD)

▶ 2007 - 2012 ◀

■ Billions of pesos
■ Millions of dollars



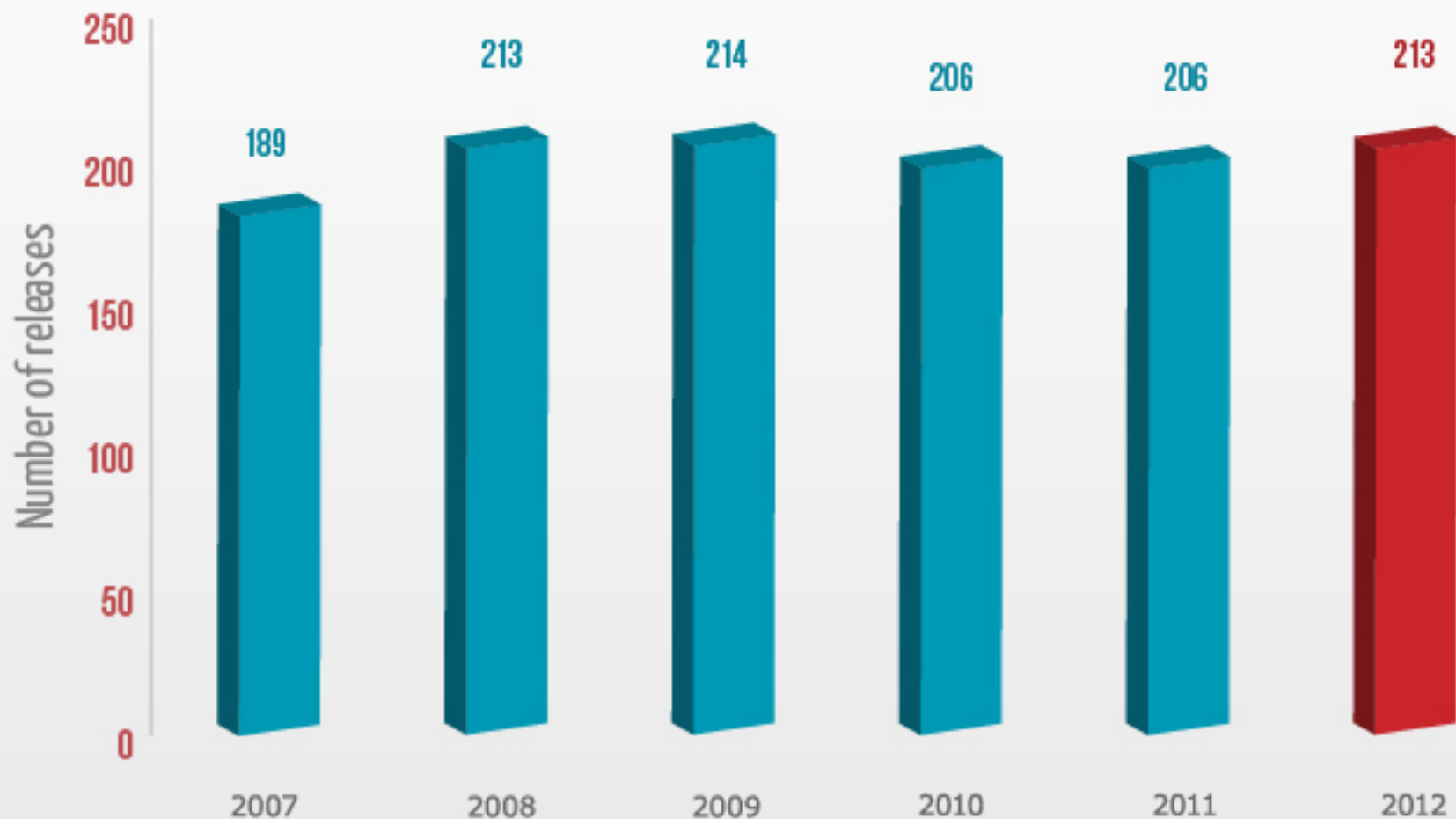
Boxoffice COP	148.7	160	198.1	258.1	294	327.7
Boxoffice USD	71.6	81.4	91.8	135.9	159.1	182.3

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Average exchange rate in December 2012 was \$1,798.12 pesos/1 USD (5% below the average rate during first semester).

Films Released in Colombia

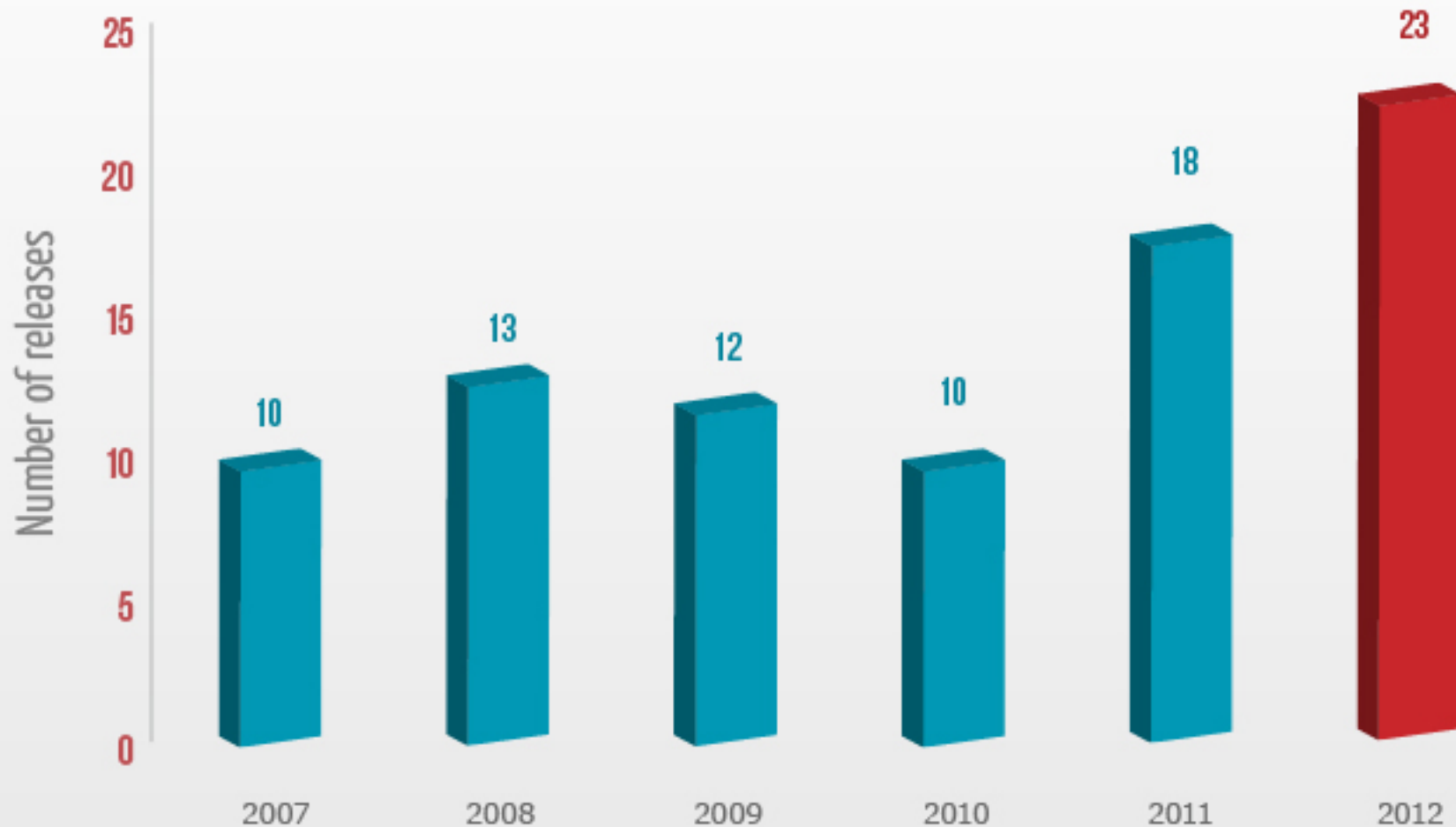
▶ 2007 - 2012 ◀



Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Colombian Film Releases

▶ 2007 - 2012 ◀

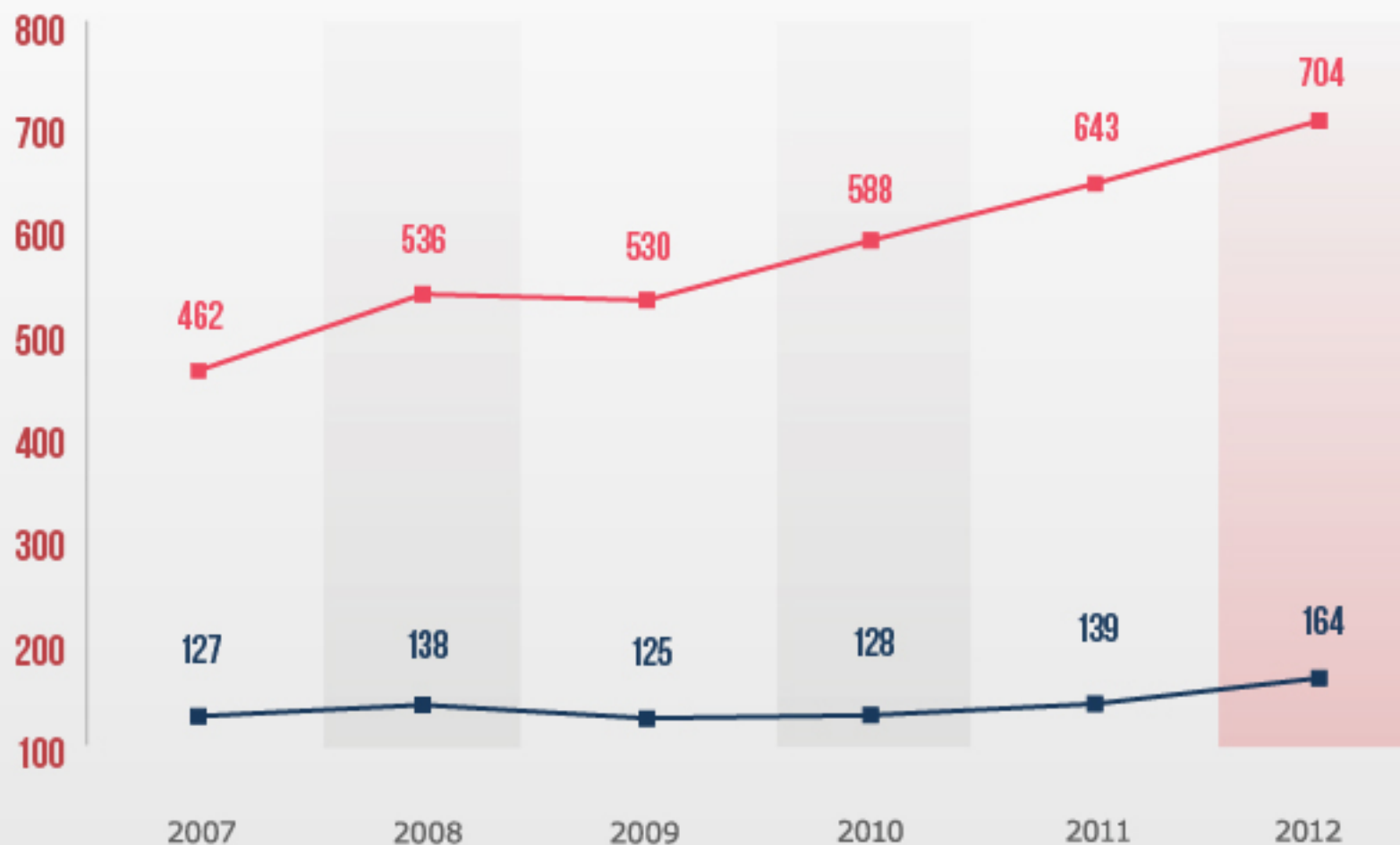


Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Number of complexes and screens in Colombia

▶ 2007 - 2012 ◀

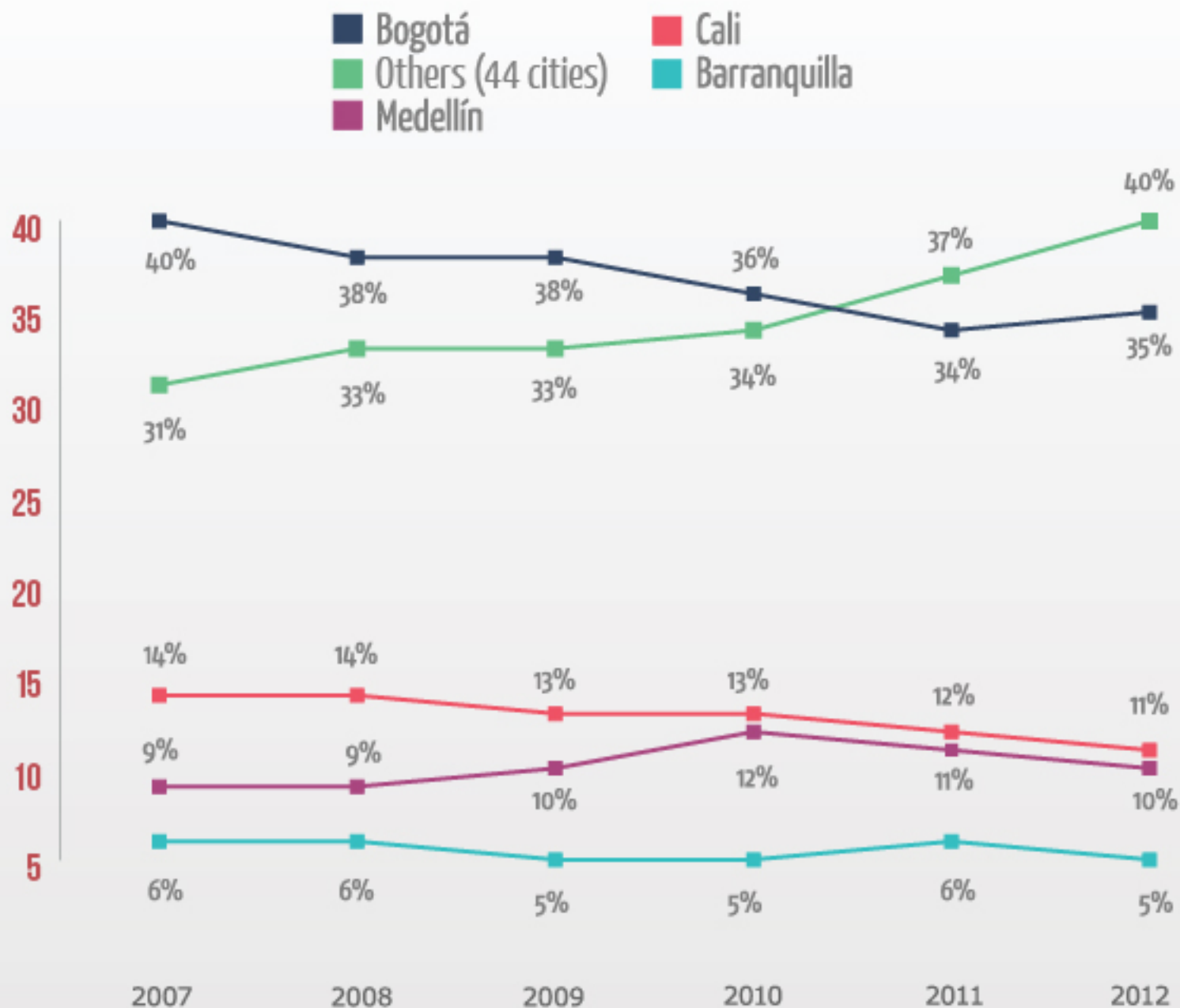
■ Screens **
■ Complexes *



Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Exhibition Screens in Colombia

▶ 2007 - 2012 ◀

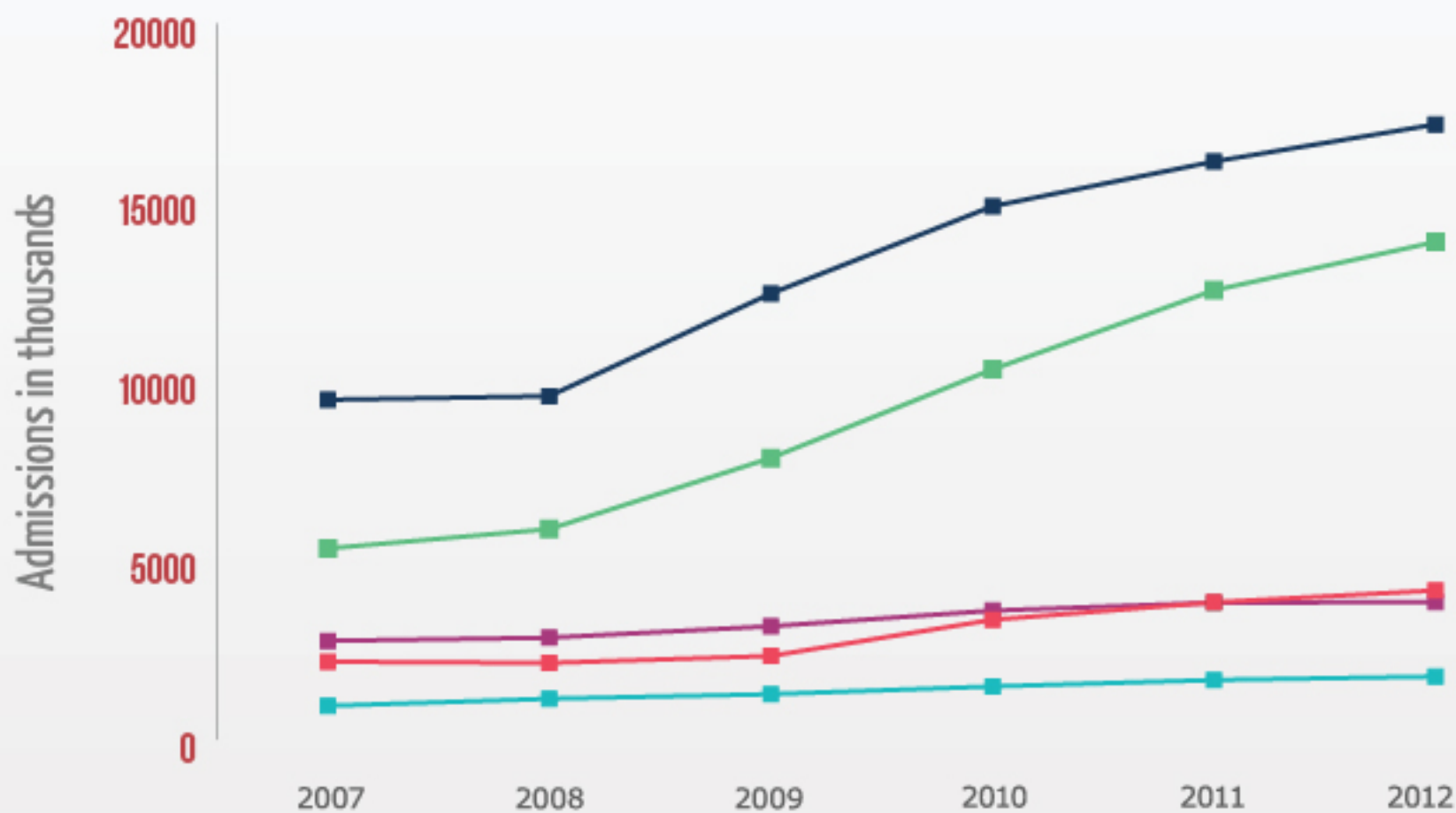


Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.

Film Attendance in Main Cities

2007 - 2012

■ Bogotá
 ■ Cali
 ■ Others (44 cities)
 ■ Barranquilla
 ■ Medellín



BOGOTÁ	9.493	9.595	12.465	14.907	16.160	17.197
OTHERS (44 CITIES)	5.333	5.874	7.864	10.342	12.556	13.910
MEDELLÍN	2.748	2.836	3.156	3.594	3.816	3.832
CALI	2.156	2.129	2.325	3.339	3.825	4.158
BARRANQUILLA	929	1.128	1.256	1.472	1.654	1.749

Source: Calculations by Proimágenes Colombia using CADBOX and DANE data and Fedesarrollo methodology.