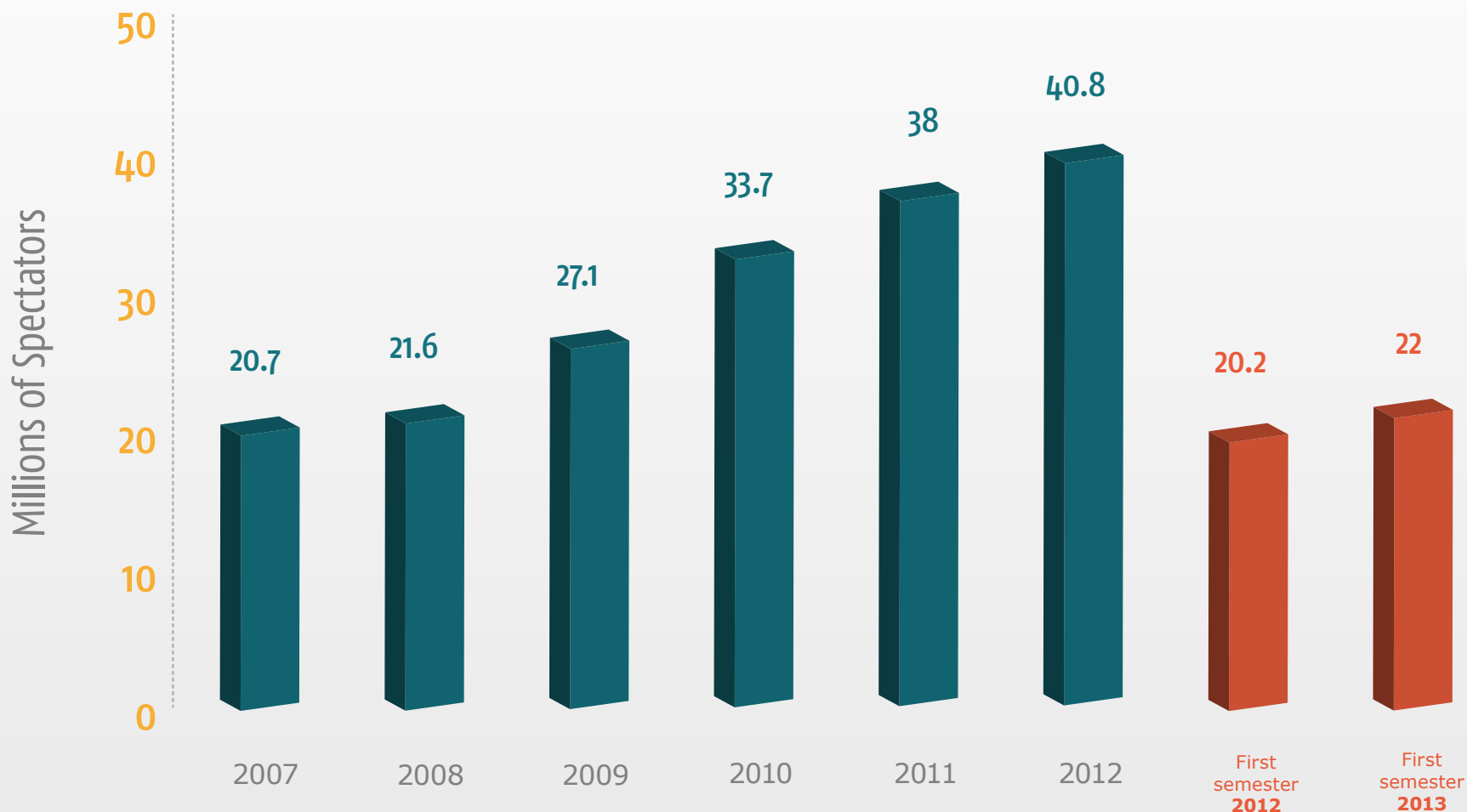


Colombia: Total Number of Spectators

▶ 2007 – 2013* ◀

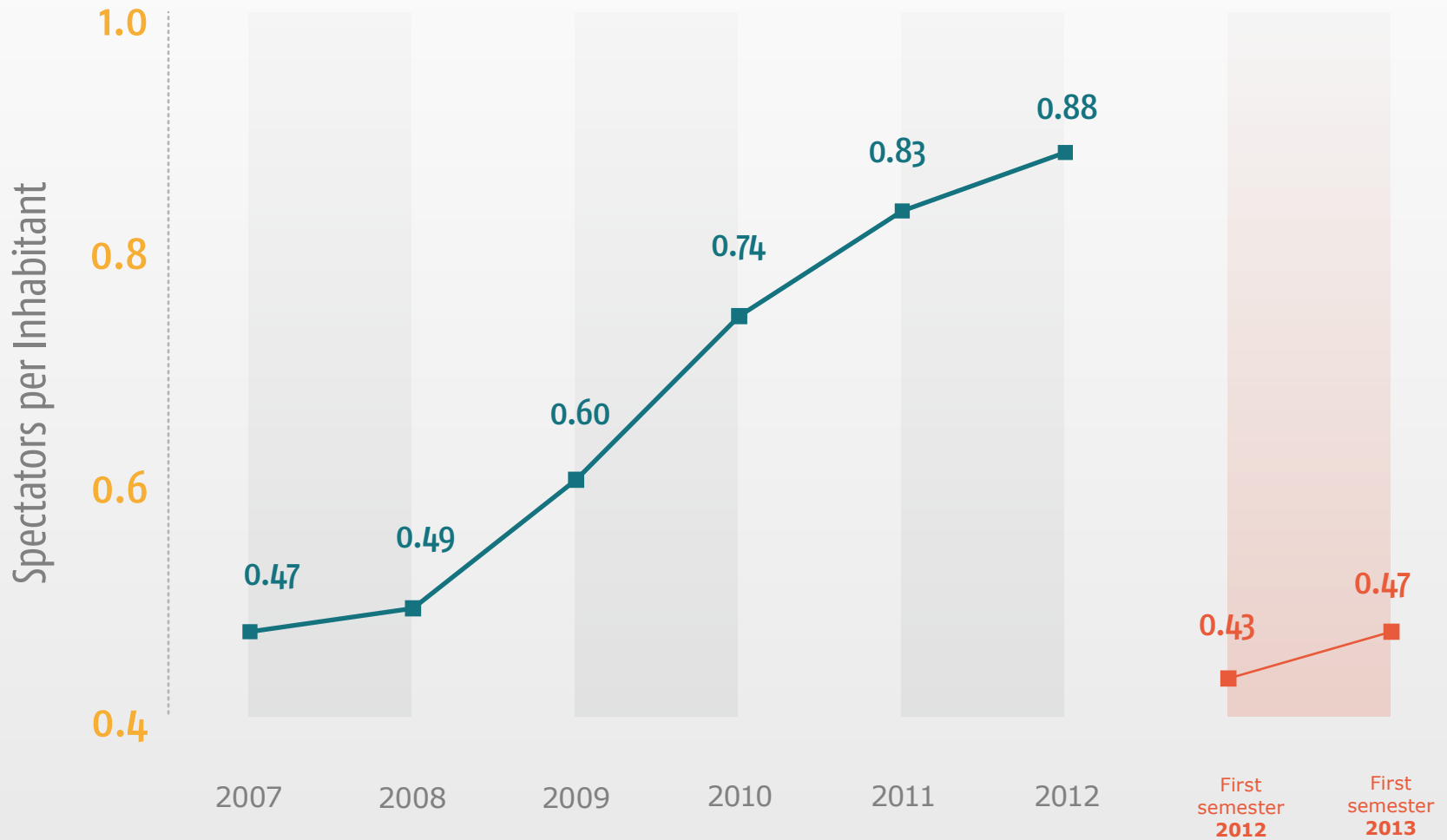


*First semester of 2013

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

Film Attendance in Colombia

▶ 2007 2013* ◀

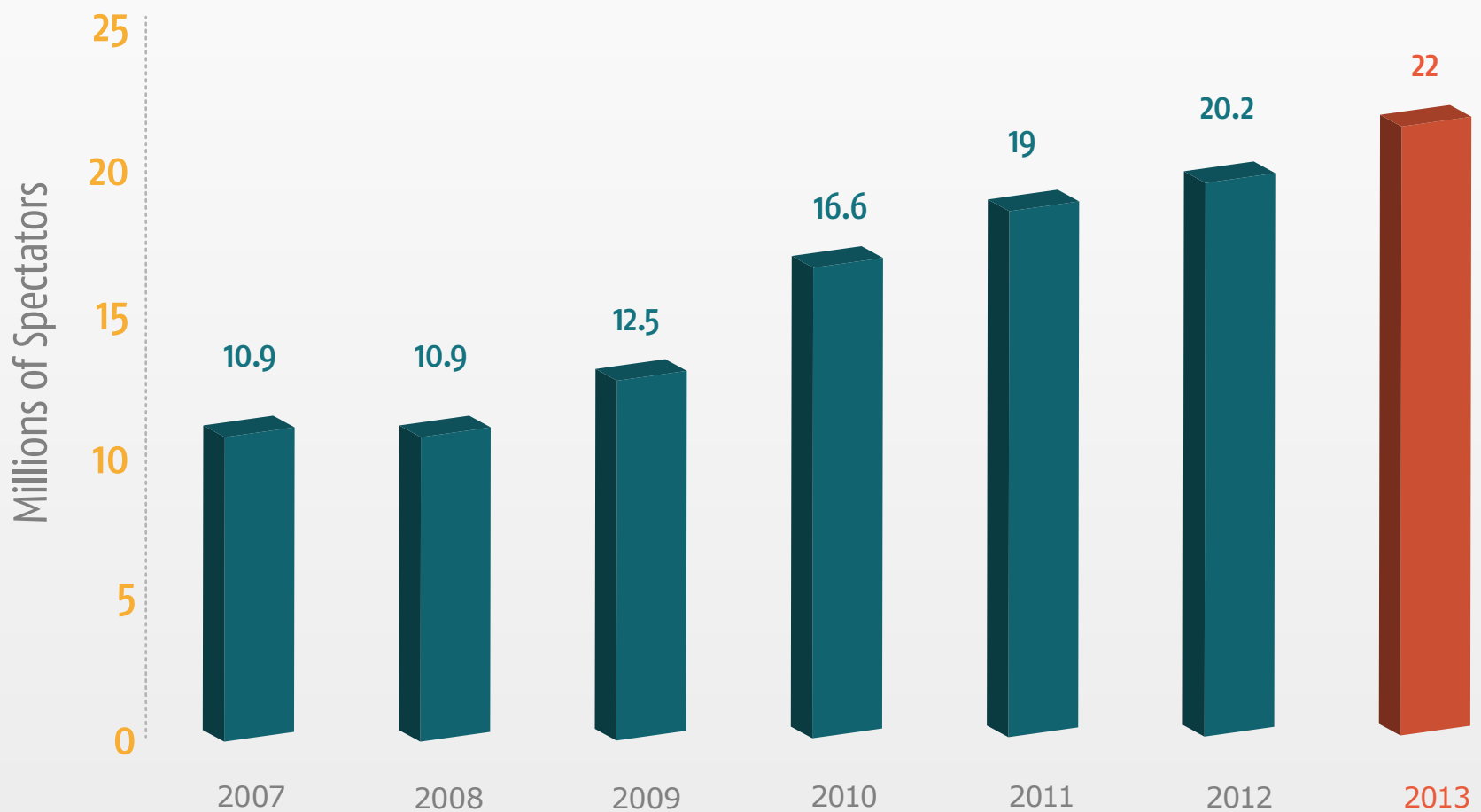


*First semester of 2013

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

Colombia: Number of Spectators in First Semester

▶ 2007 – 2013 ◀



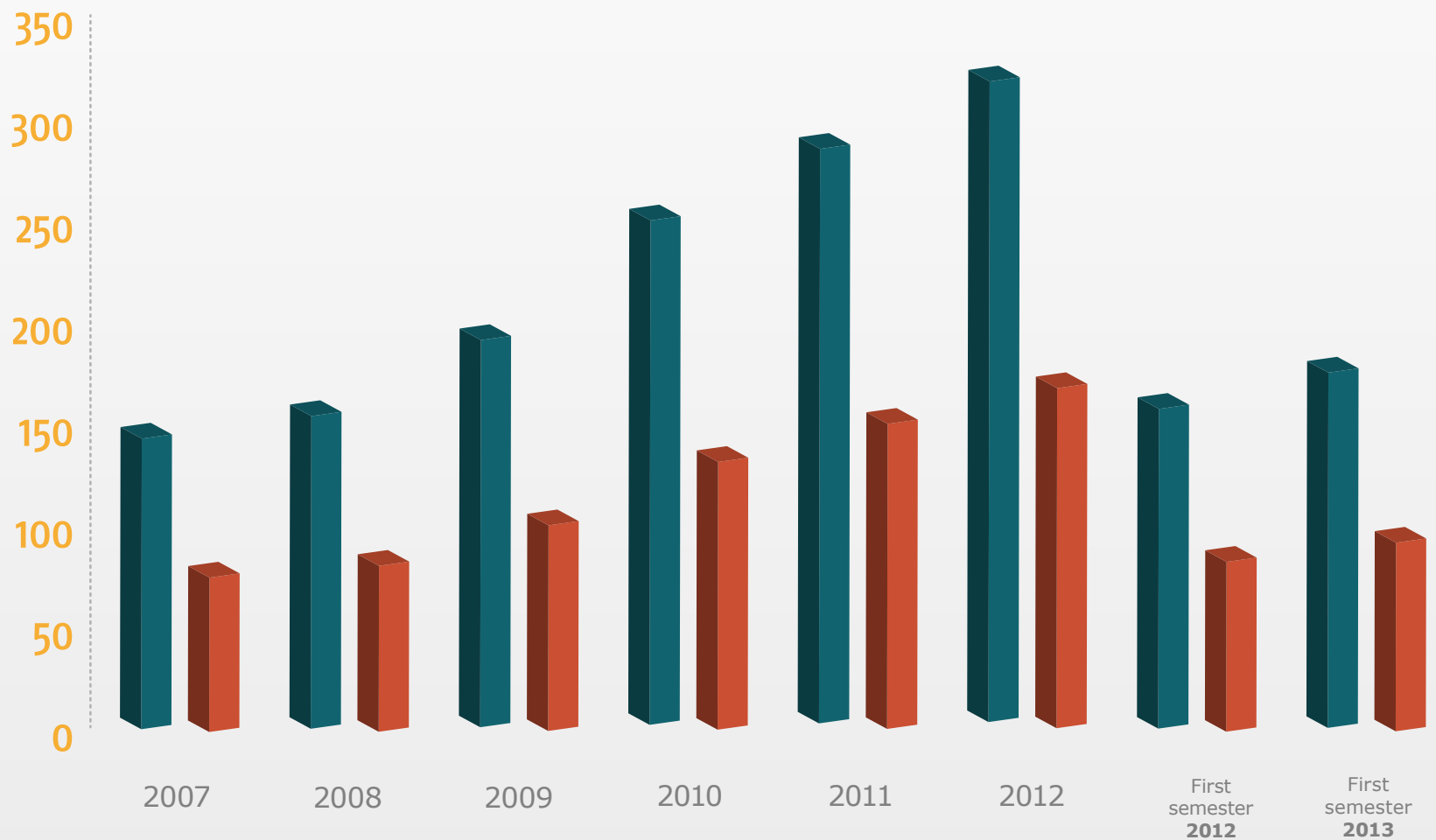
Percentage of total spectators	52.7%	50.7%	46.3%	49.4%	50.1%	49.5%	
Variation		0.5%	14.6%	32.8%	14.5%	6.2%	8.7%

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

Colombia: Box Office Revenue Film Market (Pesos / USD)

▶ 2007 – 2013* ◀

■ Billions of Colombian Pesos
■ Millions of USD



Box Office Revenue
in Billions of
Colombian Pesos

148.7

160

198.1

258.1

294

327.8

163.6

181.8

Box Office Revenue
in Millions of USD

79

84.9

105.2

137

156.1

174

86.9

96.5

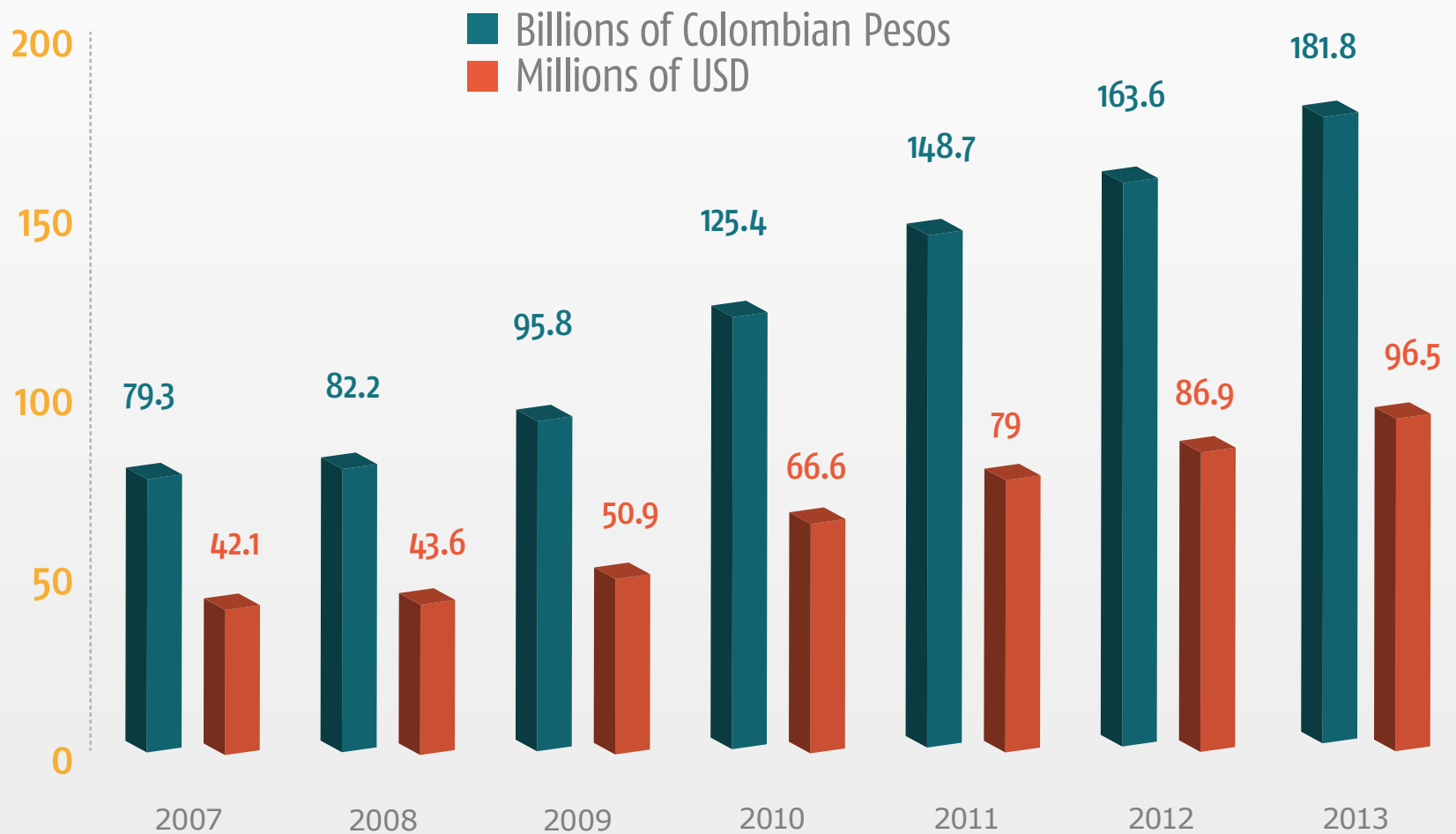
*First semester of 2013

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

Average exchange rate on July 18, 2013 = 1,883.29 pesos/1 USD

Colombia: Box Office Revenue During First Semester (Pesos / USD)

▶ 2007 – 2013 ◀

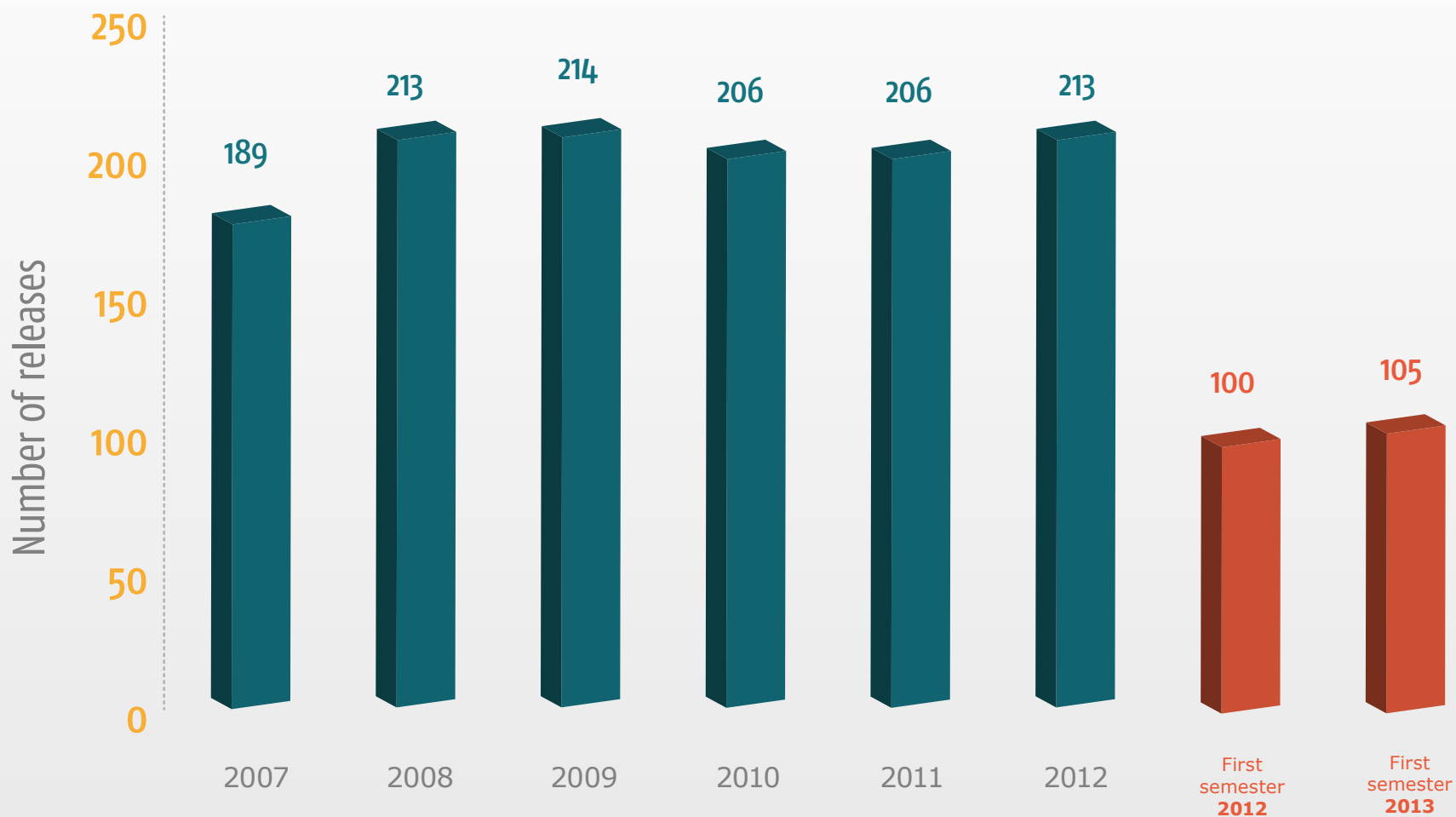


Percentage of Box Office	53%	51%	48%	49%	51%	50%	
Variation		4%	17%	31%	19%	10%	11%

Source: Calculations by Proimágenes Colombia using CADBOX data and Fedesarrollo methodology.
Average exchange rate on July 18, 2013 = 1,883.29 pesos/1 USD

Film Releases in Colombia

▶ 2007 – 2013* ◀

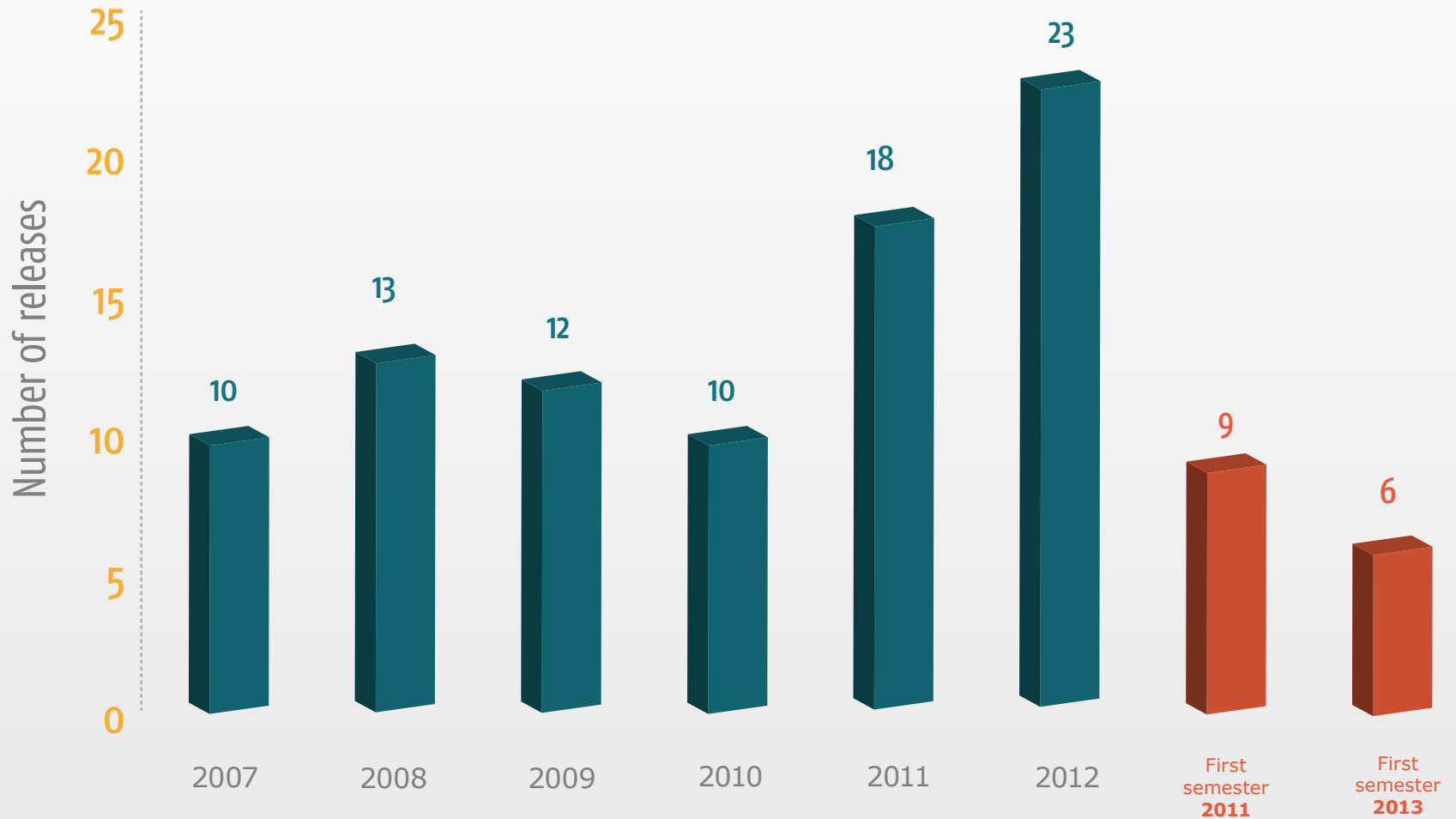


*First semester of 2013

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

Colombian Film Releases

▶ 2007 – 2013* ◀

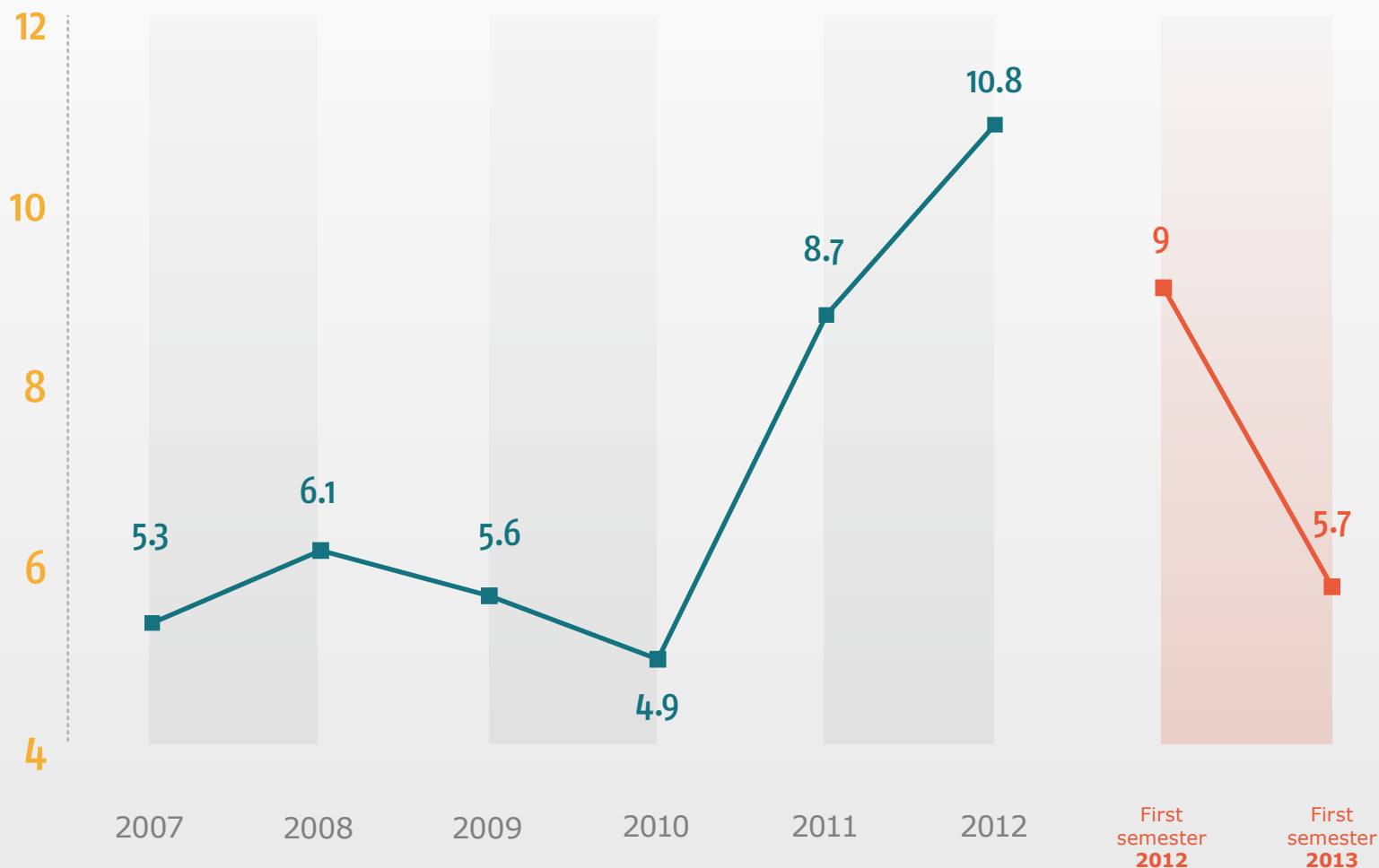


*First semester of 2013

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

Percentage of Colombian Releases in Total Releases in Colombia

▶ 2007 - 2013* ◀

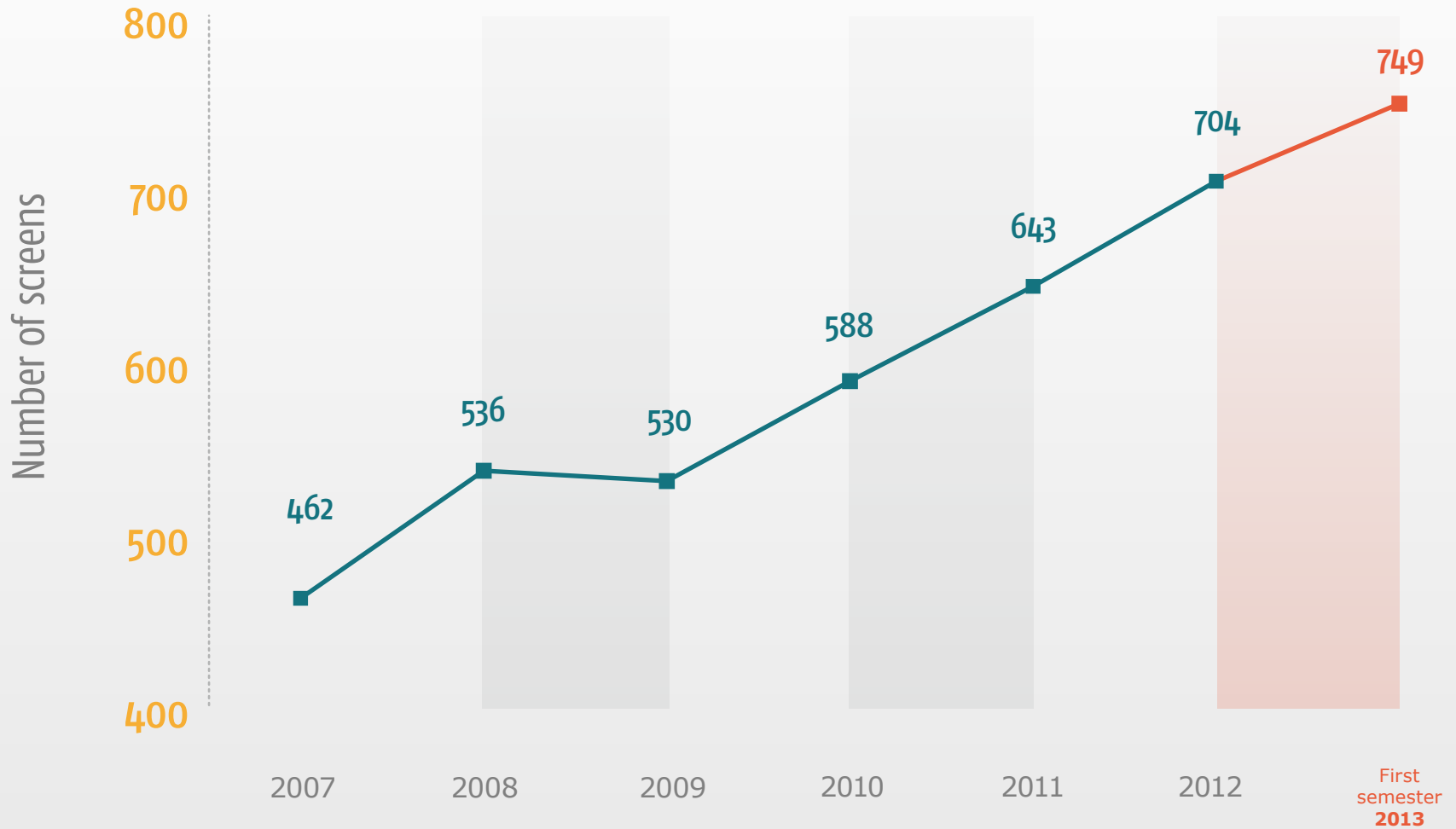


*First semester of 2013

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

Exhibition Screens in Colombia

▶ 2007 - 2013* ◀

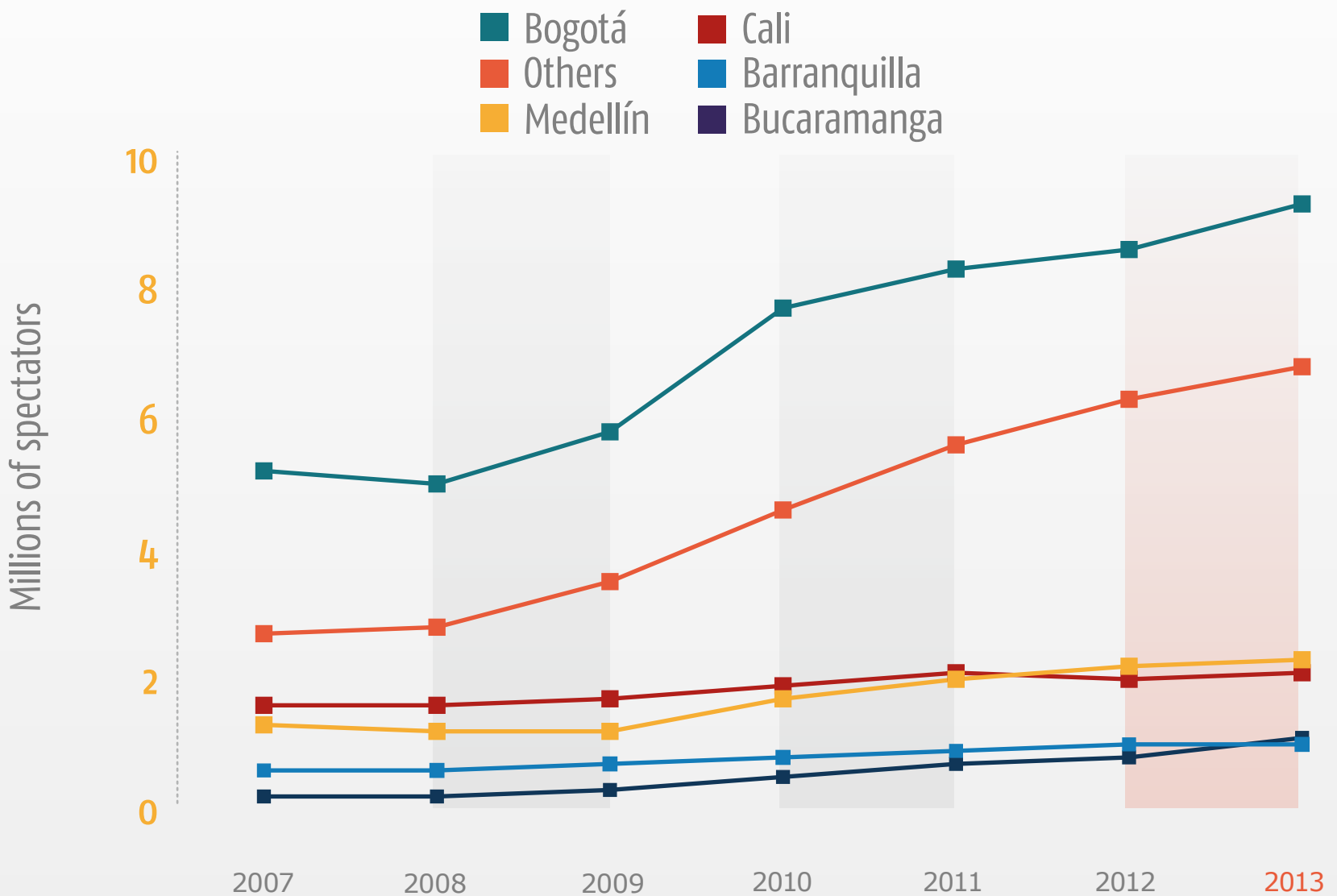


*First semester of 2013

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

Film Attendance – Principal Cities First Semester of 2013

▶ 2007 – 2013 ◀

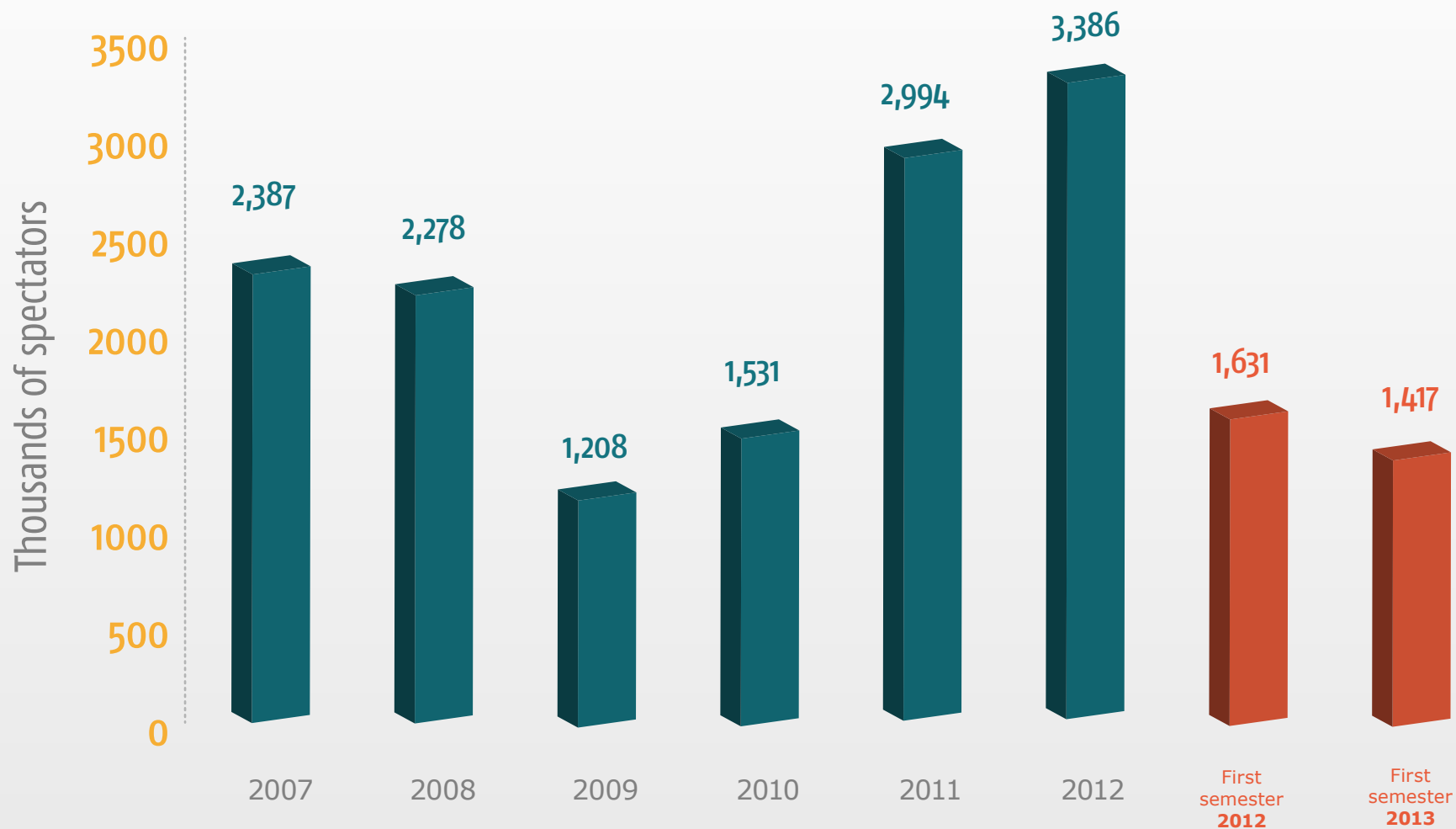


Bogotá	5.1	4.9	5.7	7.6	8.2	8.5	9.2
Others	2.6	2.7	3.4	4.5	5.5	6.2	6.7
Medellín	1.5	1.5	1.6	1.8	2.0	1.9	2.0
Cali	1.2	1.1	1.1	1.6	1.9	2.1	2.2
Barranquilla	0.5	0.5	0.6	0.7	0.8	0.9	0.9
Bucaramanga	0.1	0.1	0.2	0.4	0.6	0.7	1.0

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

Attendance at Colombian Films

▶ 2007 – 2013* ◀

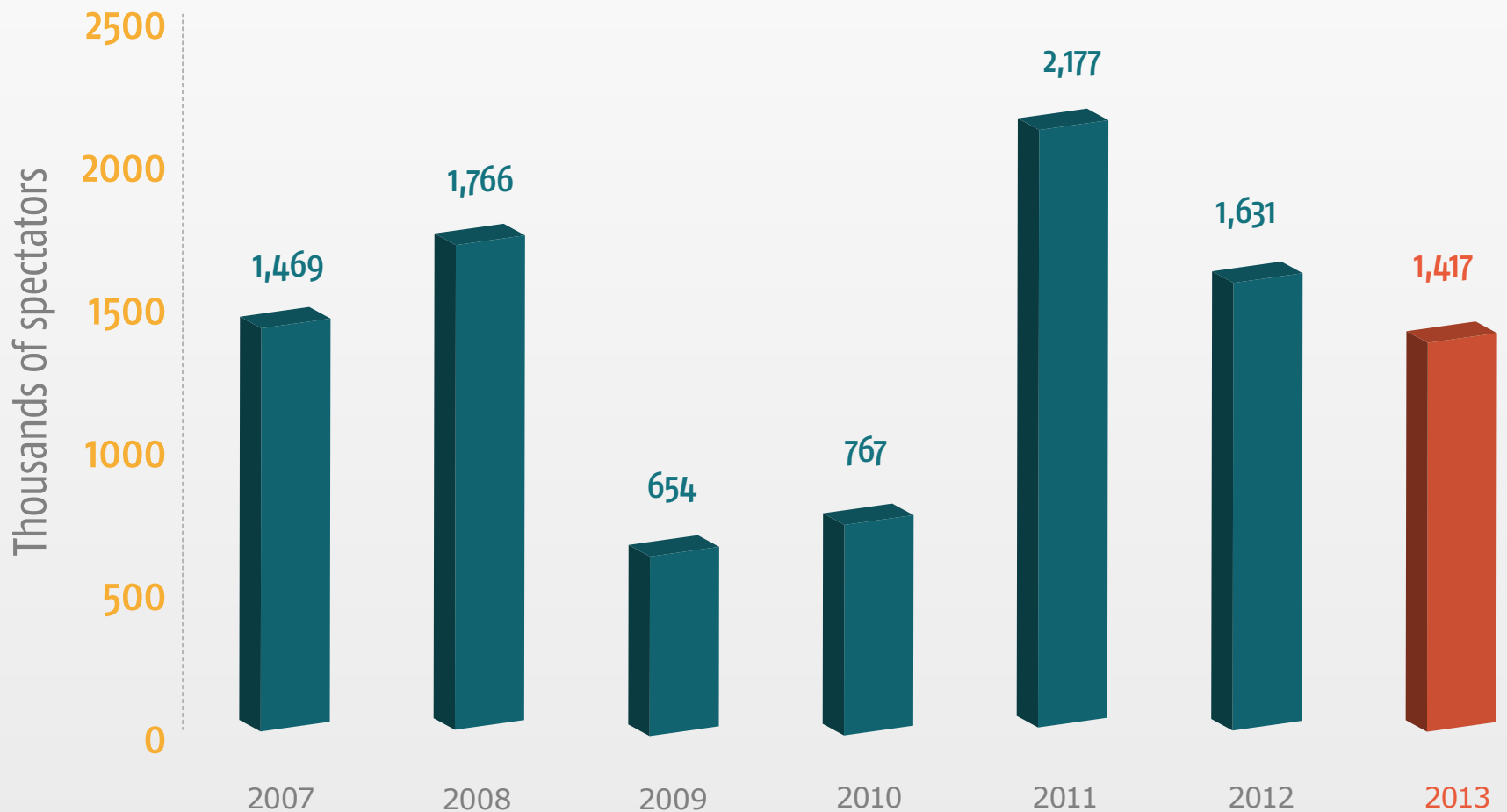


* First semester of 2013

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

Attendance at Colombian Films During First Semester

▶ 2007 – 2013 ◀



Porcentaje de
participación
primer semestre

61.5%

77.5%

54.1%

50.1%

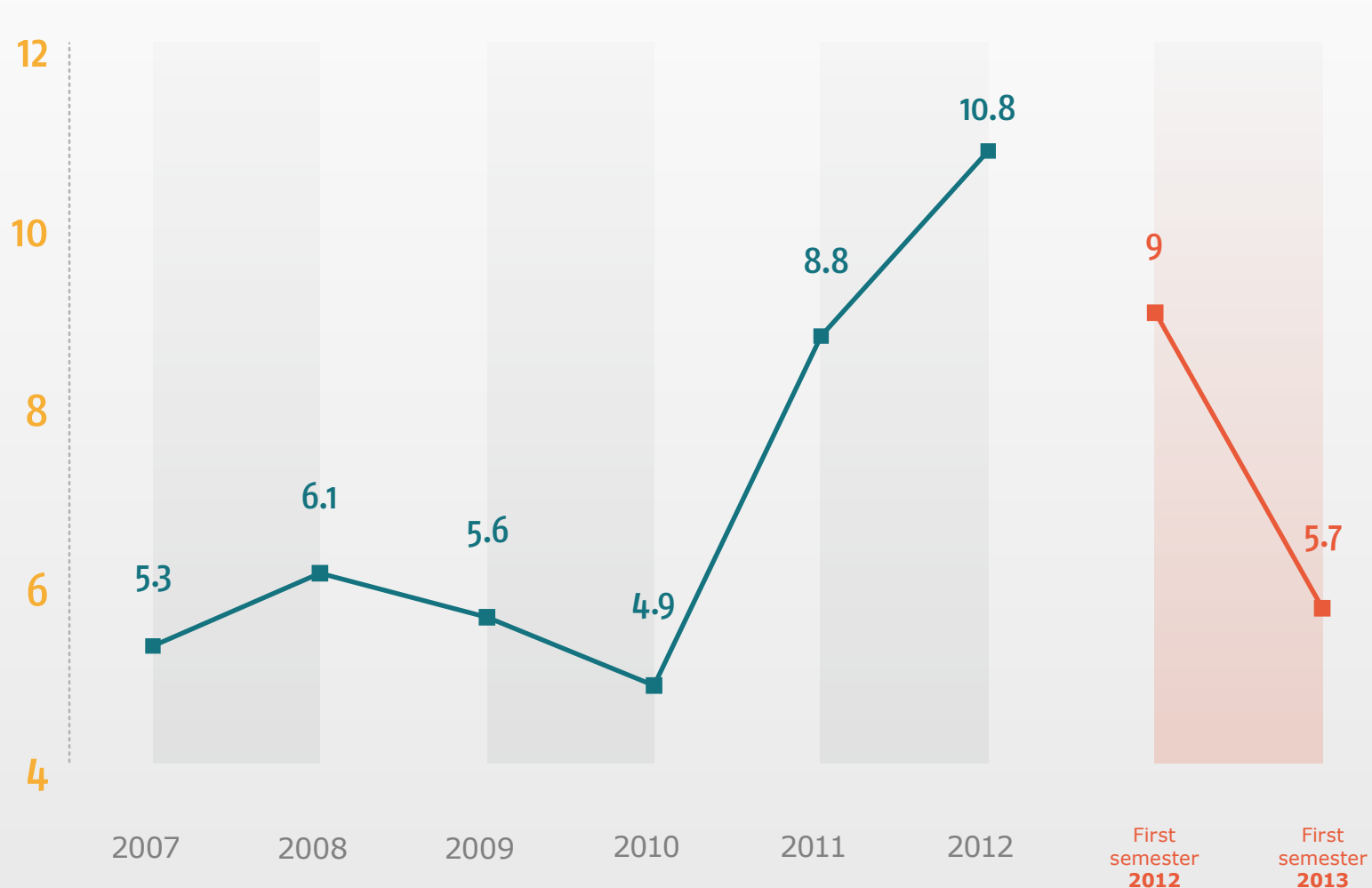
72.7%

48.2%

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

Percentage of Colombian Films in Total Releases in Colombia (%)

▶ 2007 - 2013* ◀

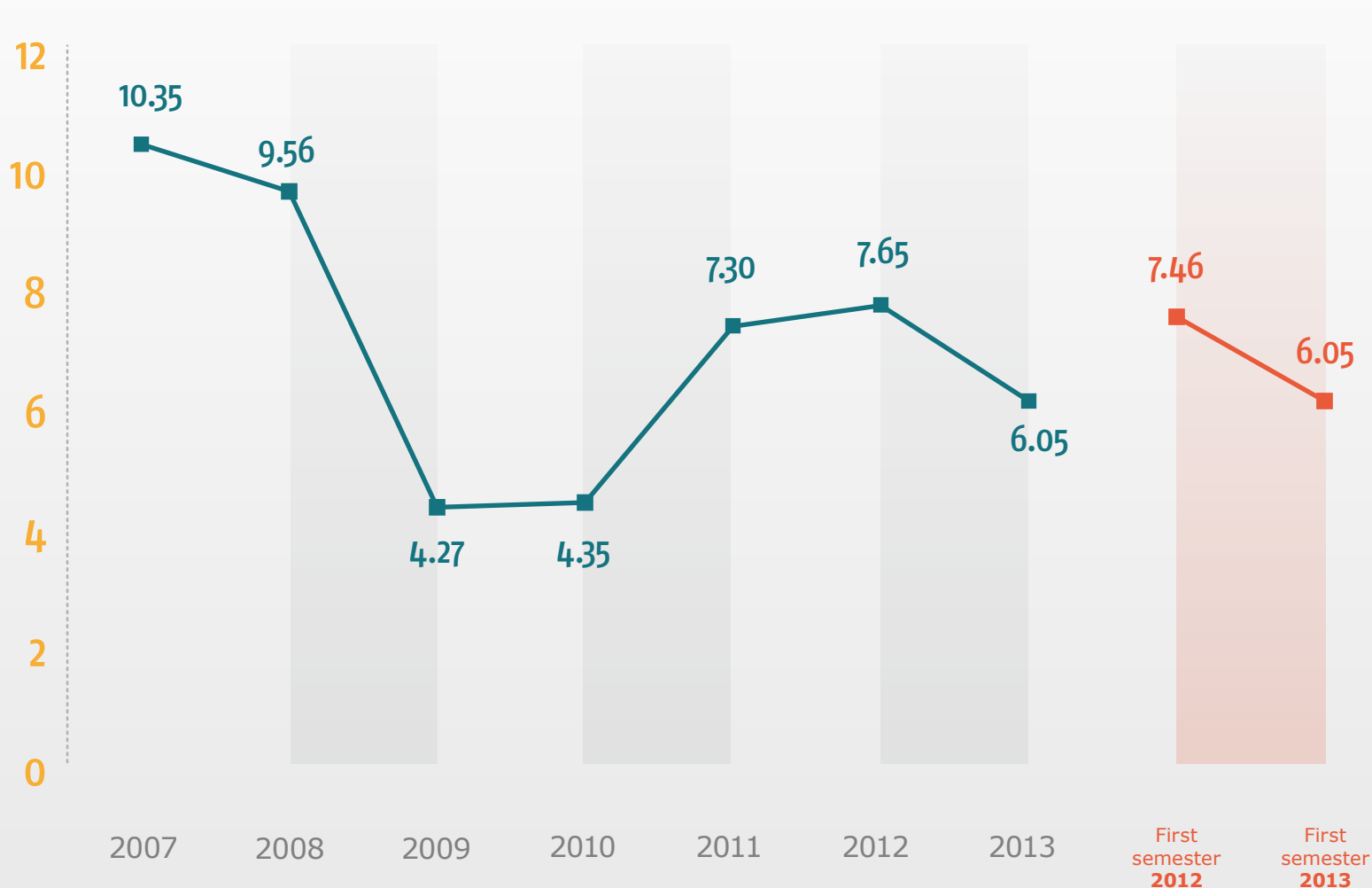


* First semester of 2013

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

Percentage of Colombian Films in Total Attendance Figures for Colombia (%)

▶ 2007 - 2013* ◀

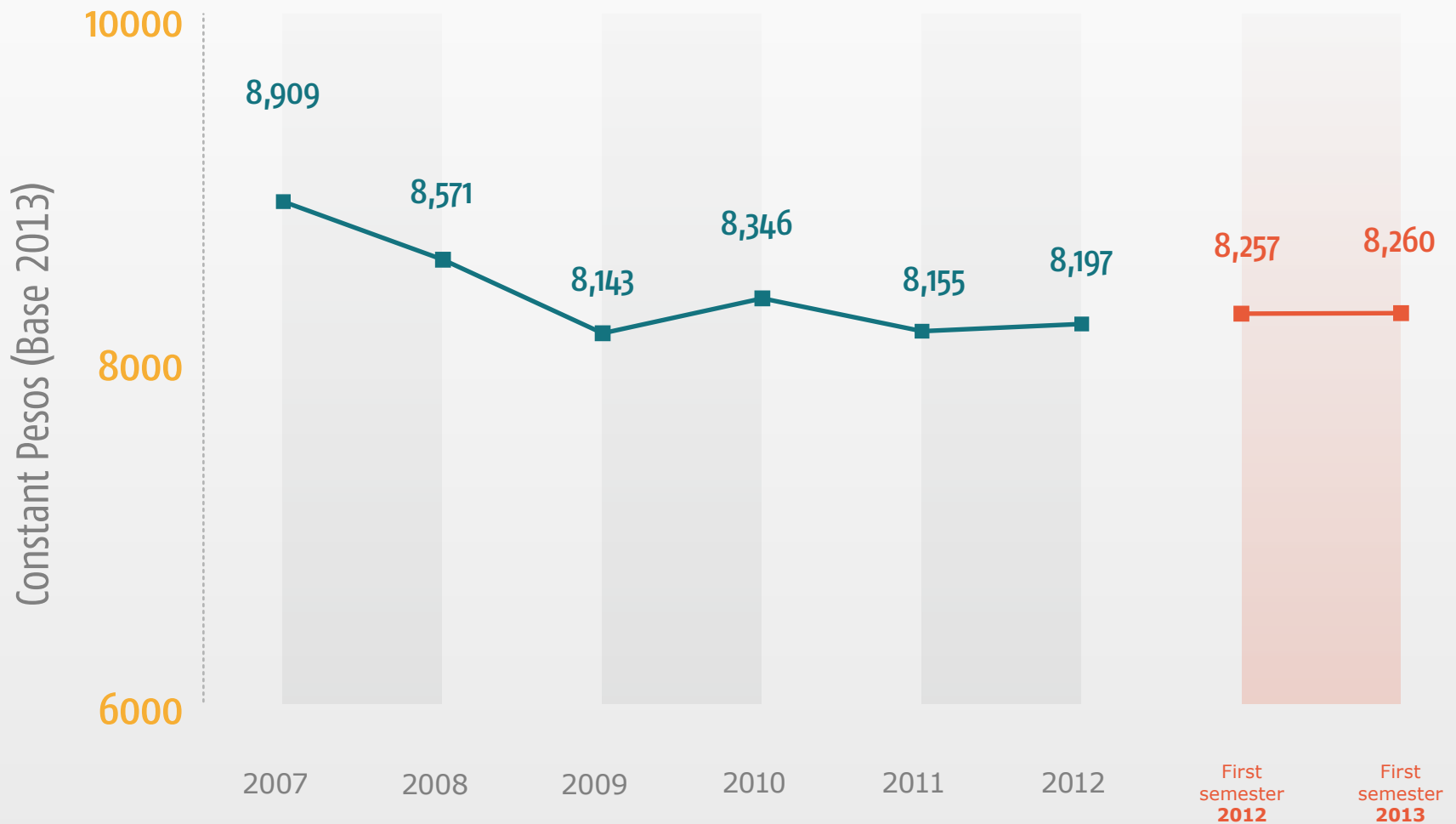


* First semester of 2013

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

Real Evolution in Average Ticket Price in Colombia

▶ 2007 - 2013* ◀



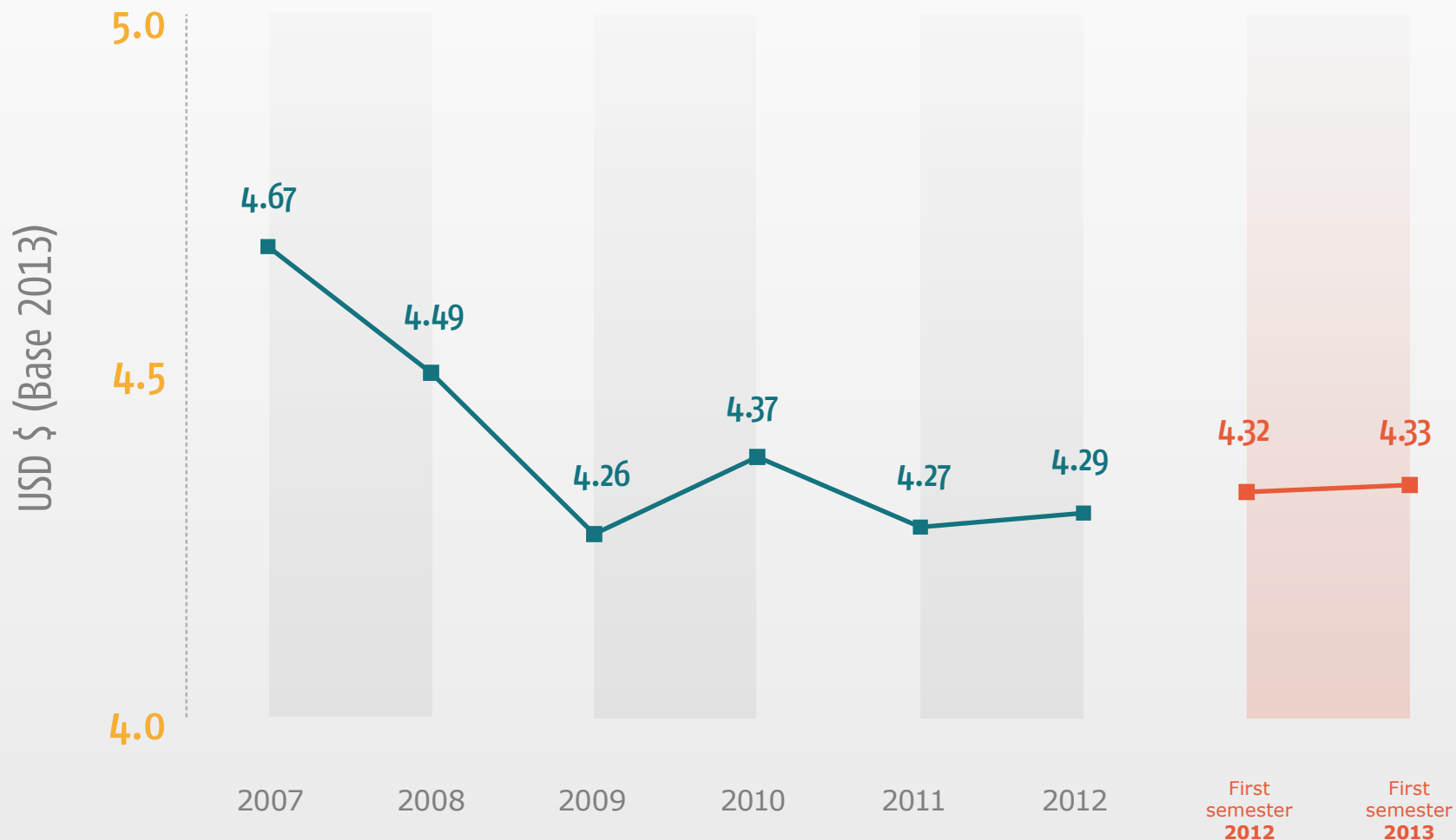
* First semester of 2013

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

IPC figures from June 2013 were used to obtain prices in constant pesos, thus eliminating the effects of inflation and making it possible to compare different data.

Real Evolution in Average Ticket Price in Colombia / USD

▶ 2007 - 2013* ◀



* First semester of 2013

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

IPC figures from June 2013 were used to obtain prices in constant pesos, thus eliminating the effects of inflation and making it possible to compare different data.

Average exchange rate from June 2013 reported by Colombia's Central Bank: \$1.909.50

Yearly Five Biggest Box Office Successes in Colombia

▶ 2007 – 2013* ◀

Year	Ranking	Title	Spectators	Box Office <small>Millions of Colombian Pesos</small>
2013*	1	Iron Man 3 3D	1,869,269	17,358
	2	Fast and Furious 6	2,047,321	14,739
	3	The Croods 3D	1,473,042	12,497
	4	Monsters University 3D	1,372,821	11,666
	5	Hanser & Gretel Witch Hunters 3D	1,067,479	10,494
2012	1	Ice Age 4: Continental Drift 3D	2,955,343	25,231
	2	The Avengers 3D	2,240,703	20,237
	3	Madagascar 3 3D	1,779,331	15,031
	4	The Dark Knight Rises	1,791,146	13,163
	5	The Twilight Saga Breaking Dawn 2	1,707,937	11,878
2011	1	Smurfs – 3D	1,894,025	15,709
	2	Rio – 3D	1,723,805	15,004
	3	Pirates of caribbean on stranger tides – 3D	1,409,495	12,593
	4	Transformers 3 – 3D	1,326,835	11,574
	5	Puss in Boots – 3D	1,286,154	11,005
2010	1	Toy Story 3 – 3D	2,156,531	20,073
	2	Avatar	1,838,589	19,840
	3	Alice in wonderland	1,517,848	13,879
	4	Shrek forever after – 3D	1,392,201	12,791
	5	Clash of the titans –3D	1,198,732	11,472
2009	1	Ice age 3	2,035,362	17,159
	2	Up	1,222,254	10,950
	3	2012	1,335,566	8,798
	4	Avatar	921,576	8,293
	5	Angels & demons	824,141	6,404
2008	1	Paraíso travel	931,245	7,954
	2	The dark knight	944,789	7,745
	3	Kung fu panda	827,091	6,293
	4	Wall-e	818,733	6,263
	5	Madagascar 2	765,749	5,871
2007	1	Shrek 3	1,102,298	9,107
	2	Spider man 3	1,043,491	8,712
	3	The simpson movie	1,015,204	8,473
	4	A night at the museum	884,838	7,407
	5	Pirates of the caribbean 3	833,621	7,041

* First semester of 2013

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

Yearly Five Biggest Colombian Box Office Successes

► 2007 – 2013* ◀

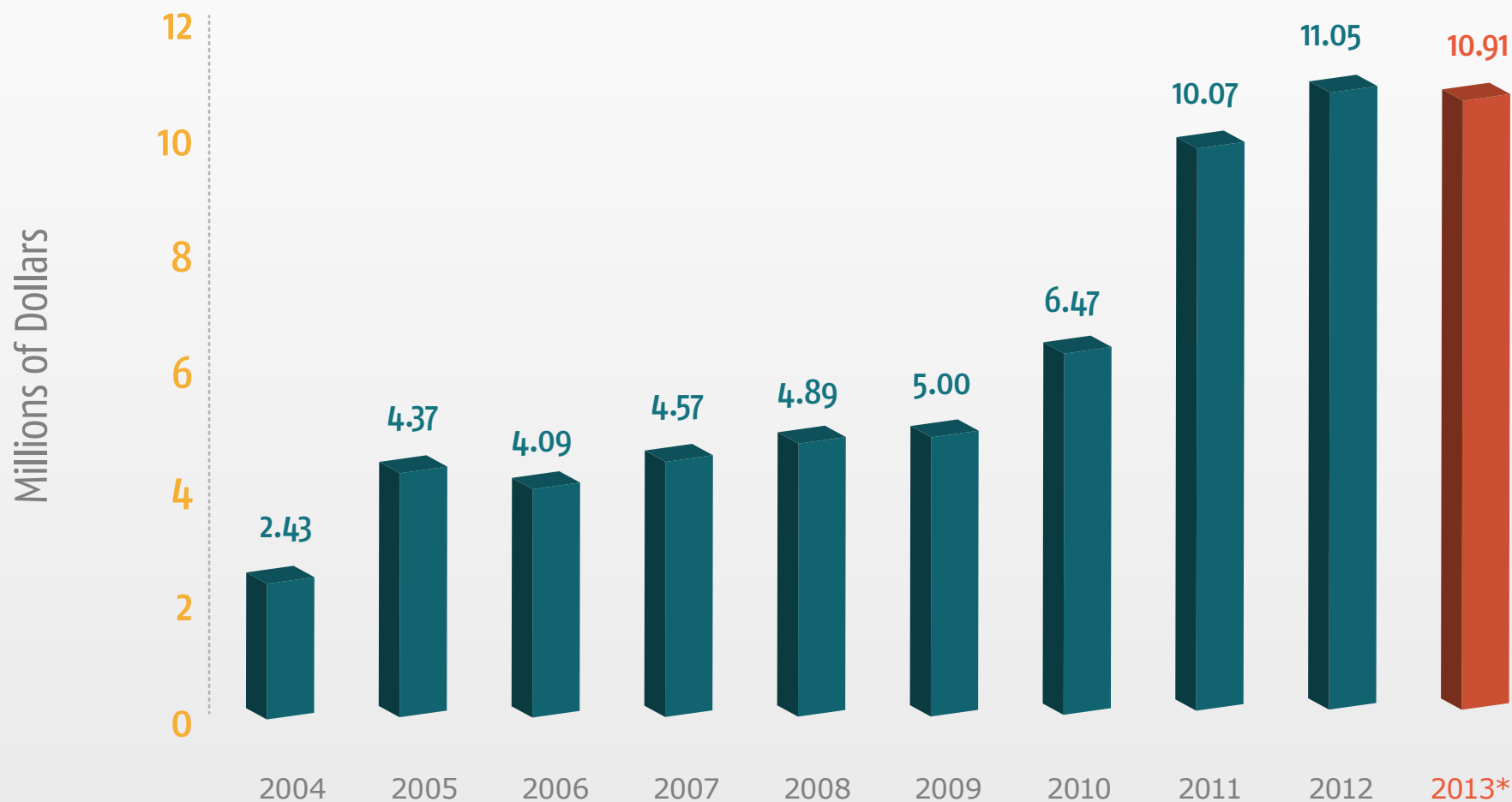
Year	Ranking	Title	General ranking	Spectators	Box Office
					Millions of Colombian Pesos
2013*	1	El Paseo 2	8	952,825	6,591
	2	El Control	23	258,585	1,843
	3	Roa	27	160,588	1,215
	4	Lo azul del cielo	77	19,928	139
	5	Edificio Royal	86	10,937	86
				Total releases 105	
2012	1	La cara Oculta	18	612,469	4,310
	2	Mi gente Linda mi gente bella	20	613,551	4,155
	3	El Cartel de los Sapos	28	446,789	3,263
	4	Sanandresito	41	302,878	2,223
	5	Mamá tómate la sopa	50	231,296	1,581
				Total releases 213	
2011	1	El paseo	7	1,189,607	7,949
	2	Los colores de la montaña	25	378,177	2,783
	3	El jefe	31	318,441	2,175
	4	El paramo	29	325,709	2,174
	5	En coma	54	175,588	1,219
				Total releases 213	
2010	1	Infraganti	23	463,329	2,962
	2	Sin tetas no hay paraíso	33	328,817	2,219
	3	El paseo	34	312,199	2,177
	4	Chance	70	117,393	670
	5	Del amor y otros demonios	72	76,665	635
				Total releases 206	
2009	1	El arriero	25	285,814	2,148
	2	La pasión de Gabriel	33	220,204	1,724
	3	Los viajes del viento	42	162,126	1,217
	4	Ni te cases ni te embarques	51	121,975	987
	5	Infraganti	55	132,777	916
				Total releases 214	
2008	1	Paraíso travel	1	931,245	7,983
	2	Muertos de susto	13	471,444	3,857
	3	Perro come perro	23	295,681	2,552
	4	La milagrosa	32	181,000	1,495
	5	Los actores del conflicto	58	90,560	715
				Total releases 213	
2007	1	Bluff	9	492,947	3,809
	2	Satanás	11	465,408	3,511
	3	Esto huele mal	12	423,363	3,239
	4	Las cartas del gordo	20	294,338	2,095
	5	Dios los junta	36	152,154	1,158
				Total releases 189	

* First semester of 2013

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

Resources Approved for FDC

▶ 2004 – 2013 ◀

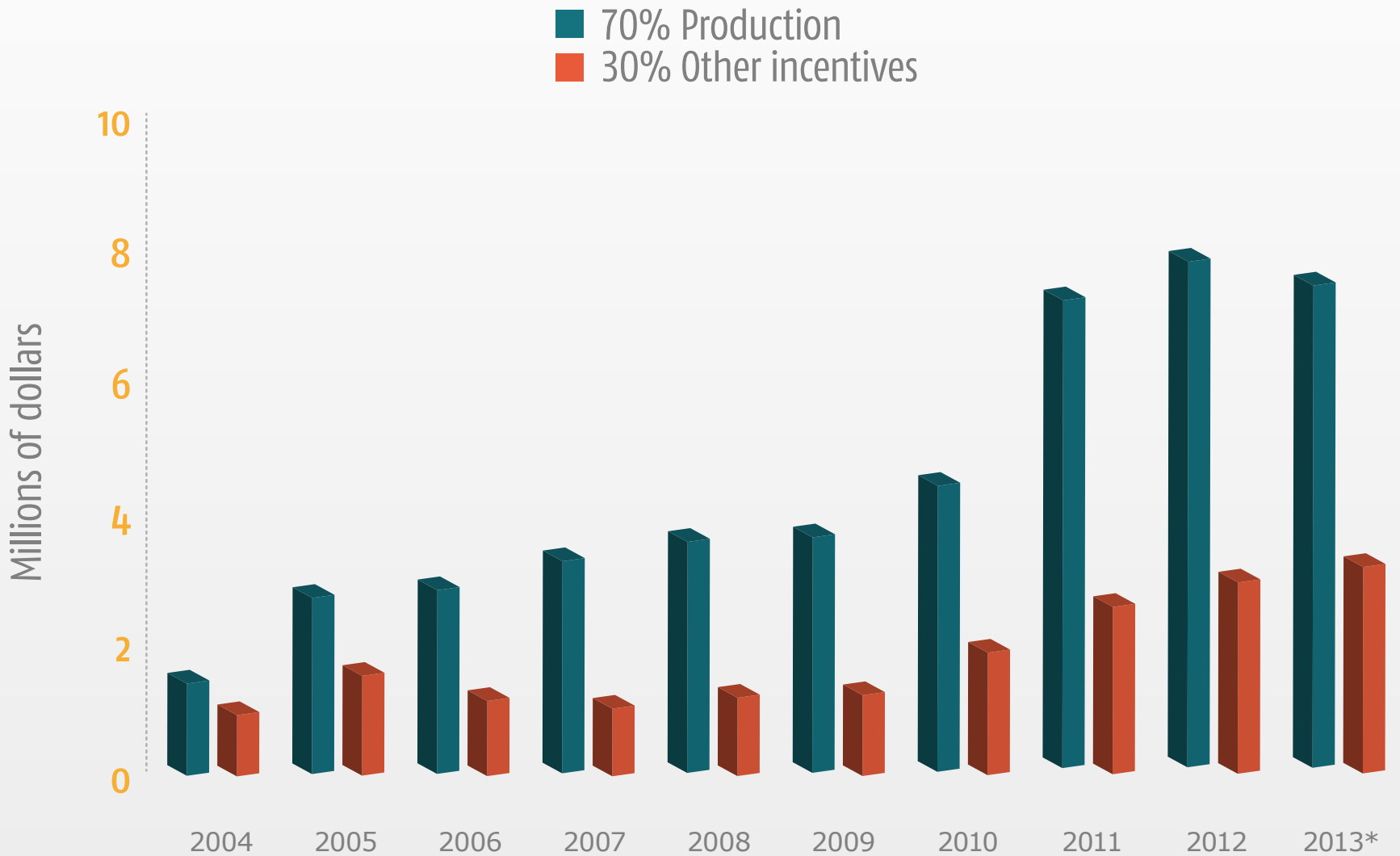


* Budget approved for 2013 FDC grant programs from 2004 to 2012, a total of 63 million dollars were approved by the FDC for development of the national film industry

Source: Calculations by Proimágenes Colombia.

Assignment of FDC Approved Grants

2004 – 2013



Producción	1.46	2.79	2.91	3.36	3.66	3.73	4.53	7.41	8.01	7.64
Otros	0.97	1.58	1.19	1.07	1.24	1.28	1.94	2.65	3.03	3.27
No. de estrenos nacionales	8	8	8	10	13	12	10	18	23	

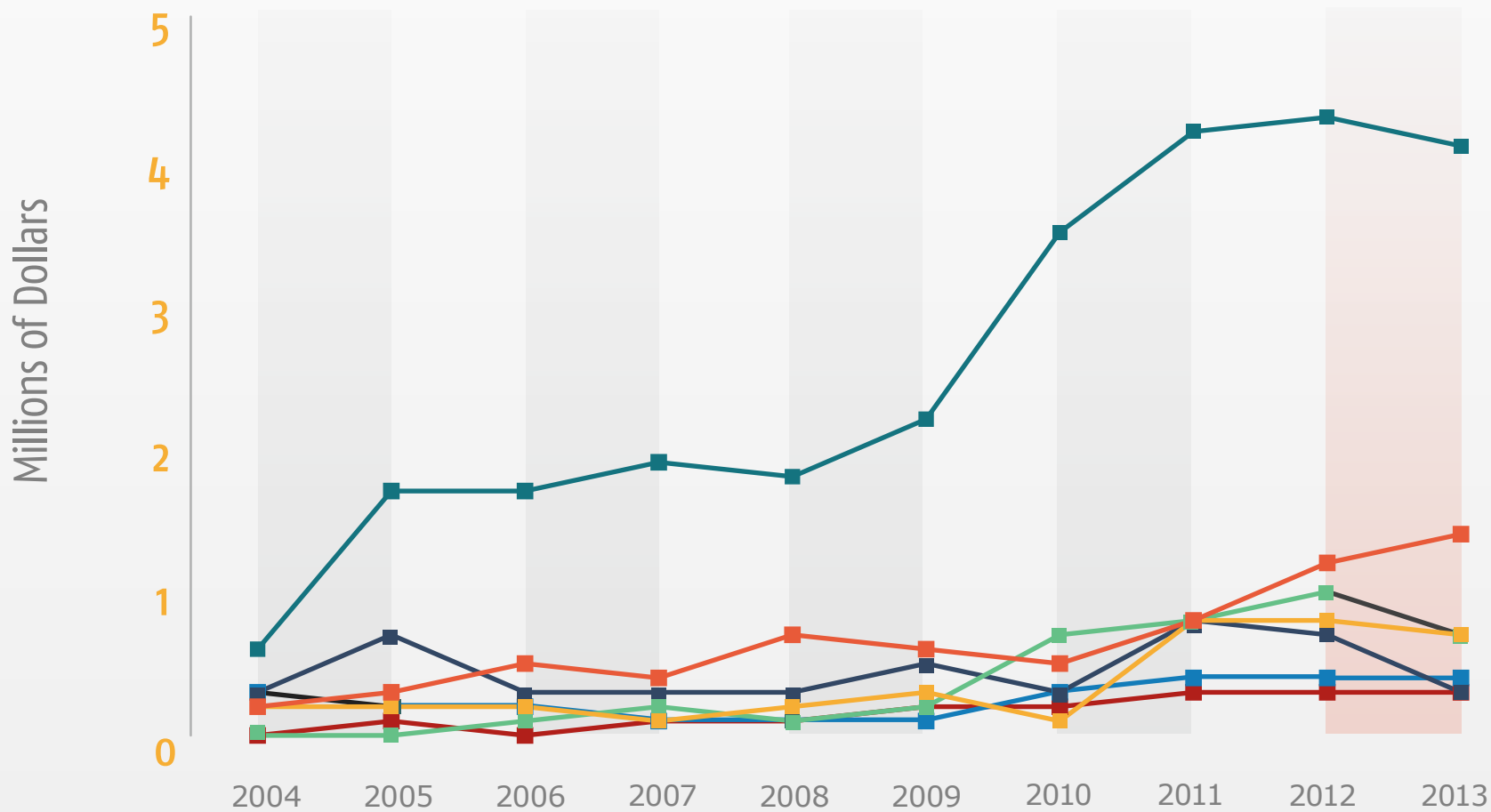
* Approved resources to be assigned

Source: Calculations by Proimágenes Colombia.

Assignment of FDC Approved Grants

▶ 2004 - 2013 ◀

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

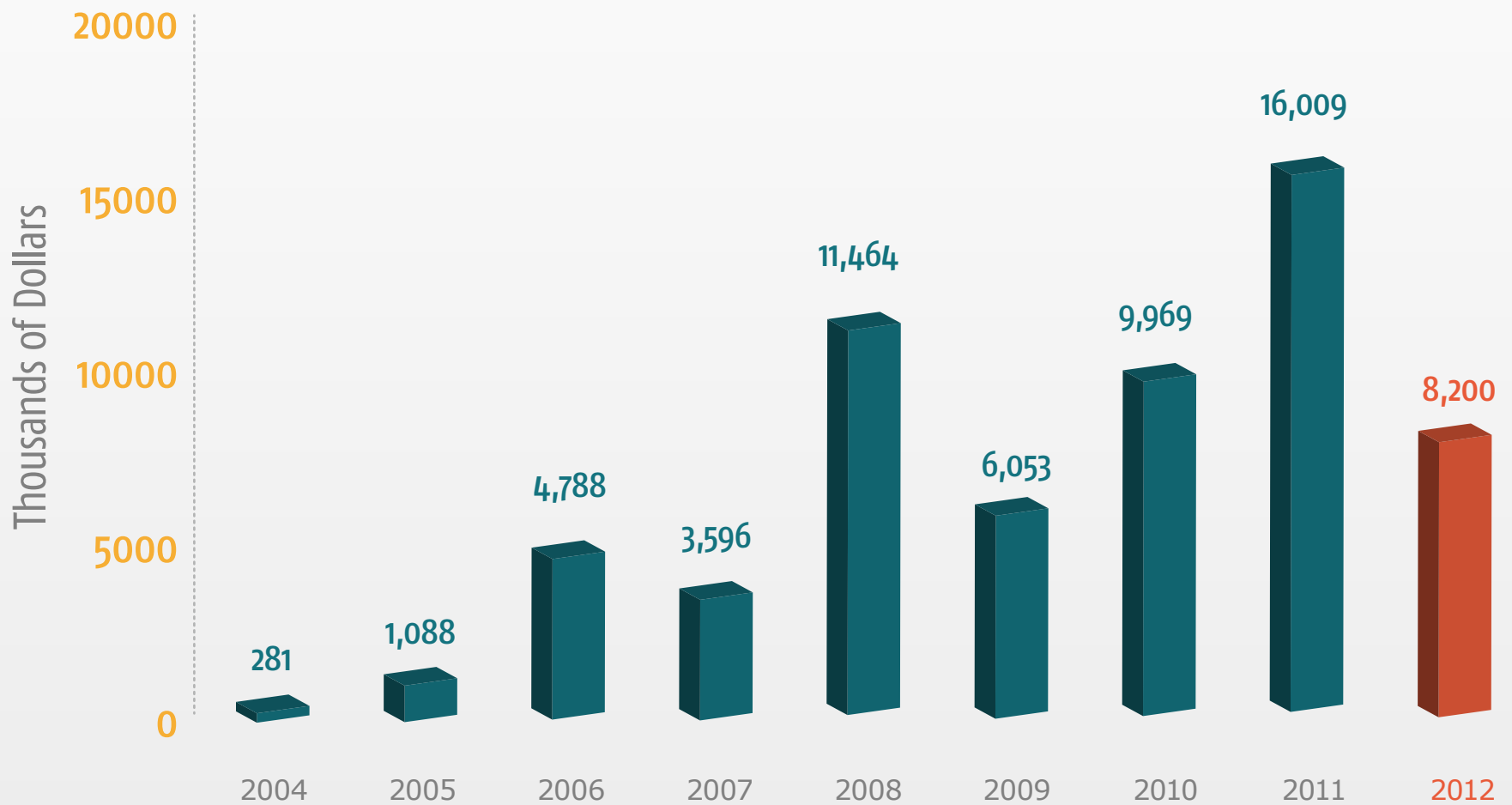


Millions of Dollars

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 ◀



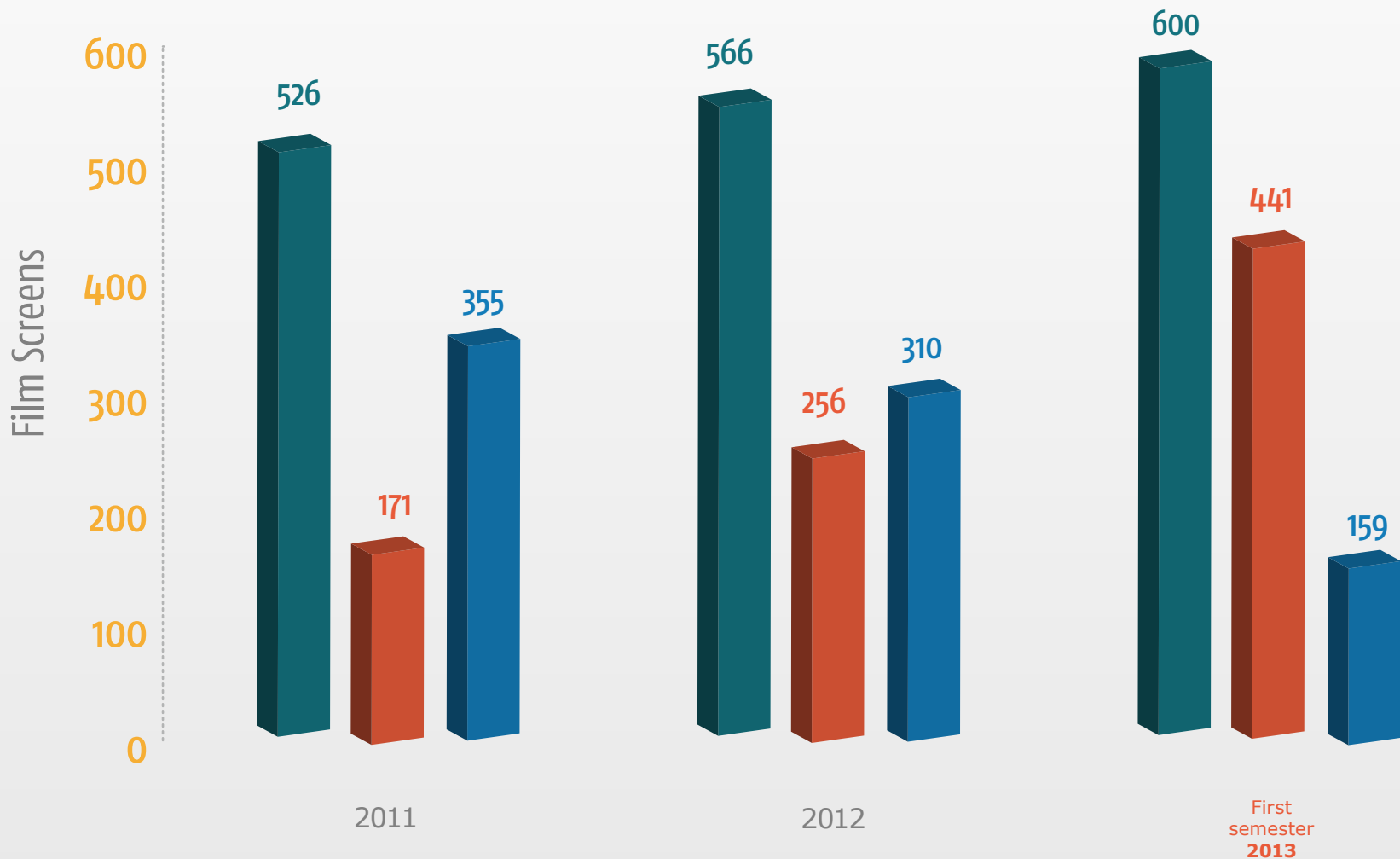
Number of projects	2	12	15	22	21	25	26	35	29
Certificates of donation	0	1	4	1	0	2	1	7	17
Certificates of investment	16	93	79	53	85	94	100	150	62

Source: Ministry of Culture / Film Office.

Film Screens Principal Five (5) Exhibitors

▶ 2011 - 2013* ◀

■ Total Screens ■ Digital Screens ■ 35 mm Screens



* First semester of 2013

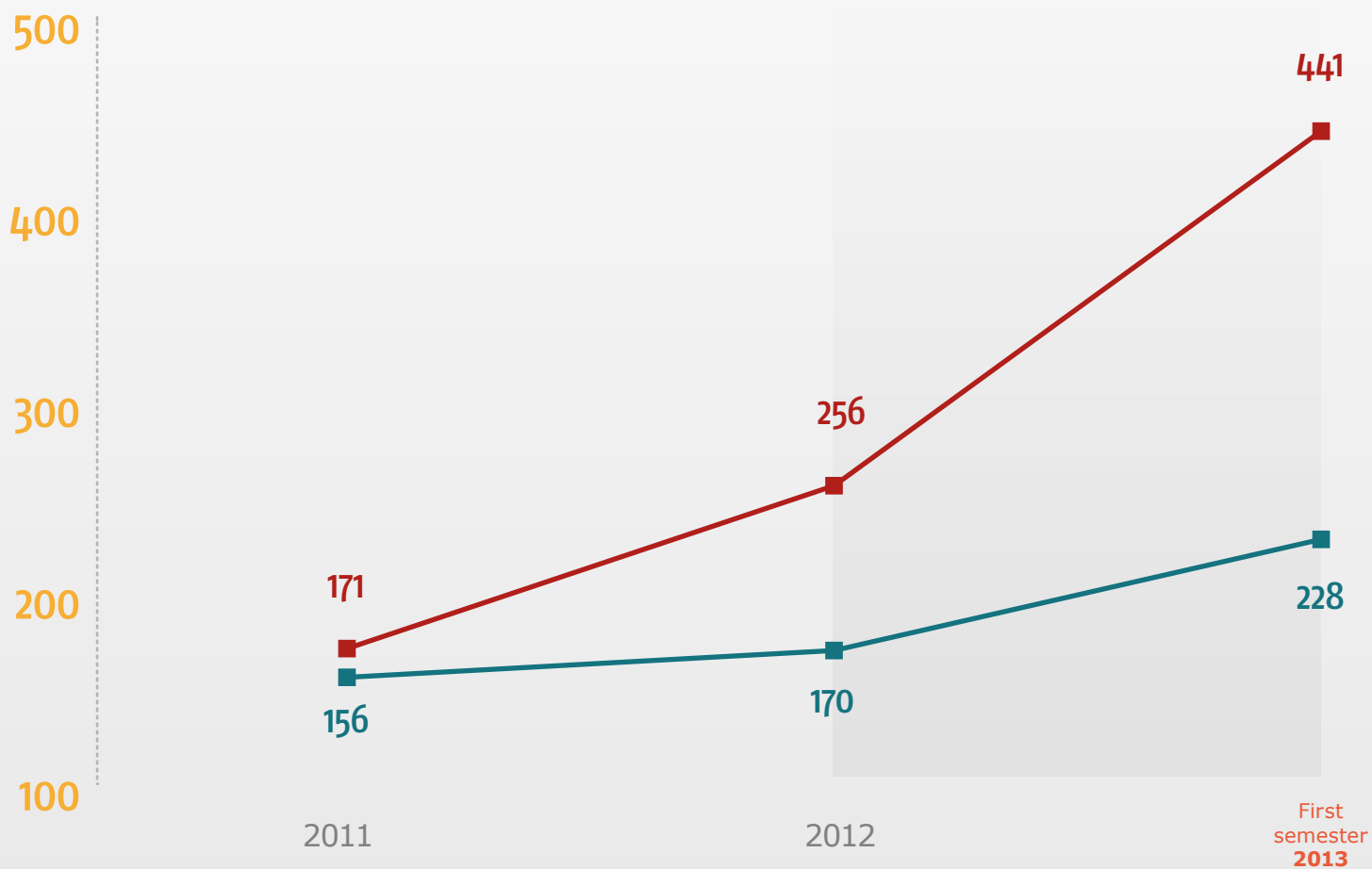
Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinopolis, Procinál-Multicines and Royal Films)

Total Number of Digital and 3D Screens In Colombia 5 Principal Exhibitors In Colombia

▶ 2011 – 2013* ◀

■ Total digital screens

■ Total 3D screens

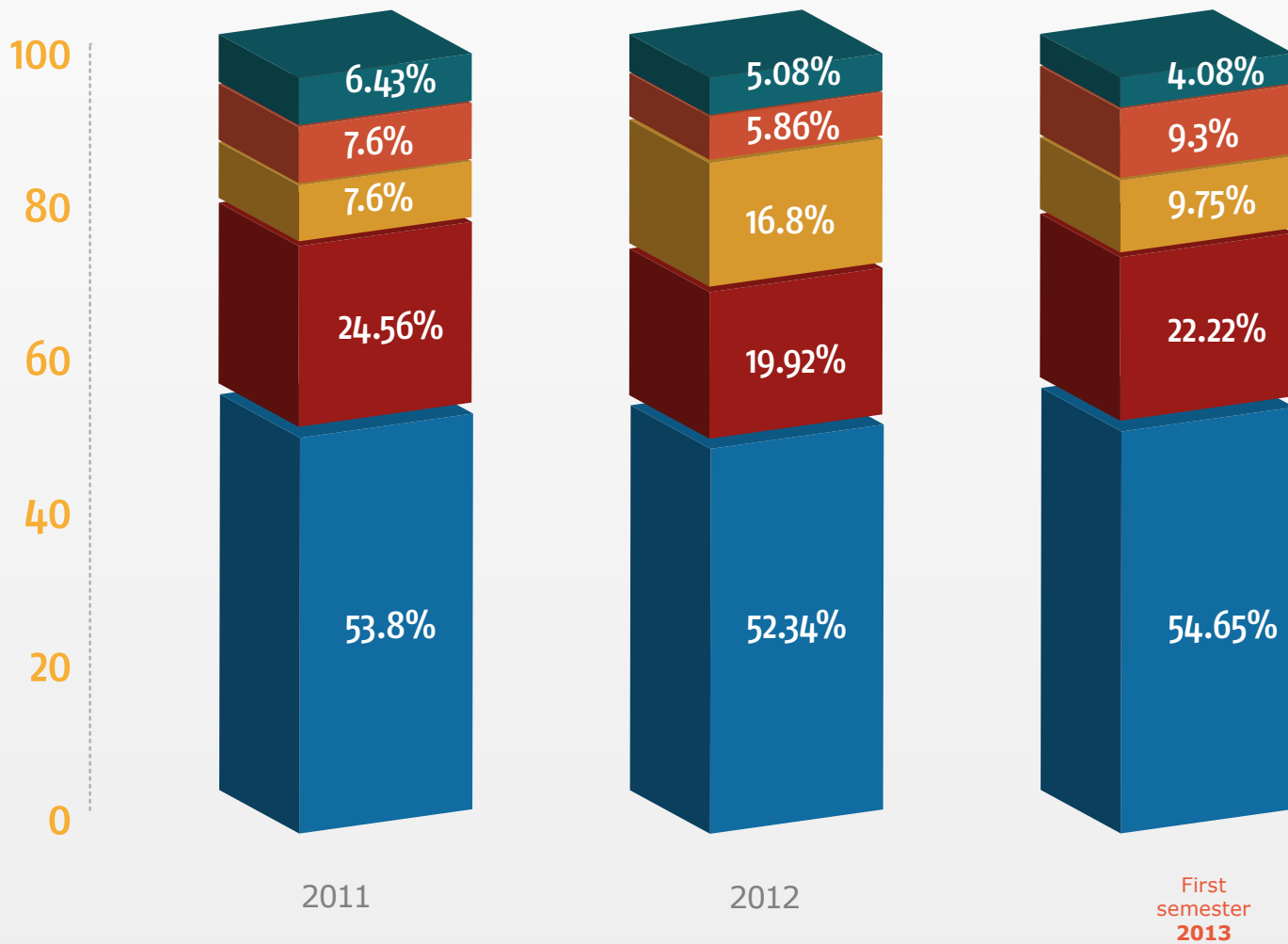
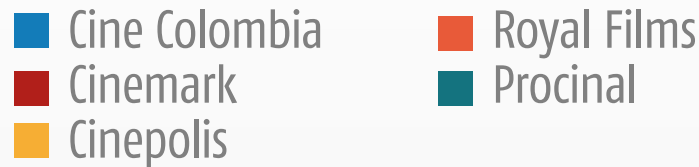


* First semester of 2013

Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinepolis, Procinal-Multicines and Royal Films)

Five Principal Exhibitors' Shares According to Number of Digital Screens

▶ 2011 – 2013* ◀



	2011	2012	2013	Variation 2012 - 2013
Cine Colombia	92	134	241	79.85%
Cinemark	42	51	98	92.16%
Cinepolis	13	43	43	0.00%
Procinal - Multicines	11	13	18	38.46%
Royal Films	13	15	41	173.33%
Total digital screens	171	256	441	72.27%

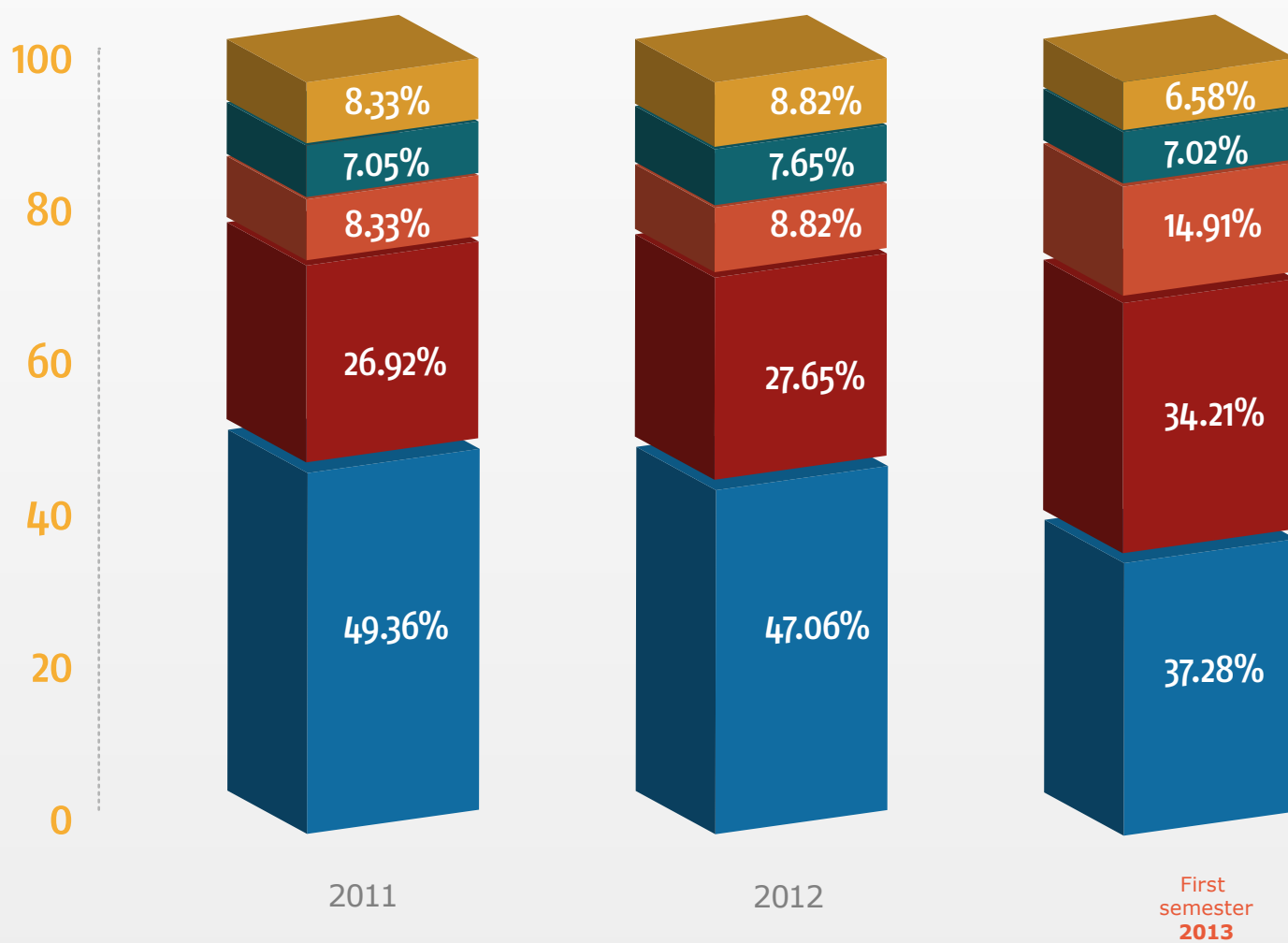
* First semester of 2013

Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinepolis, Procinal-Multicines and Royal Films)

Five Principal Exhibitors' Shares According to Number of 3D Screens

▶ 2011 – 2013* ◀

■ Cine Colombia ■ Procinal
■ Cinemark ■ Cinepolis
■ Royal Films

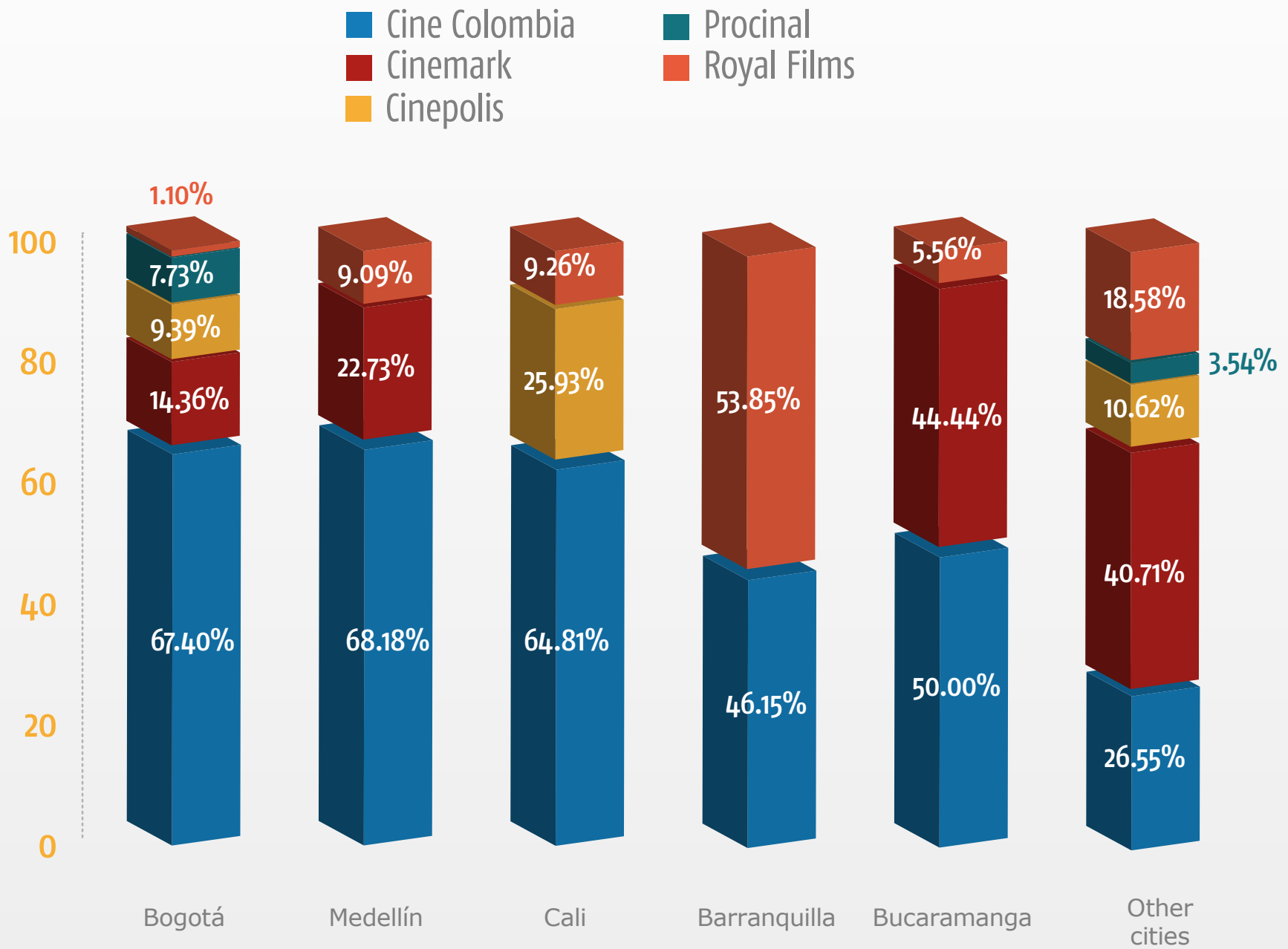


	2011	3D Screens 2012	2013	Variation 2012 - 2013
Cine Colombia	77	80	85	6.25%
Cinemark	42	47	78	65.96%
Cinepolis	13	15	15	0,00%
Procinal - Multicines	11	13	16	23.08%
Royal Films	13	15	34	126.67%
Total pantallas 3D	156	170	228	34.12%

* First semester of 2013

Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinepolis, Procinal-Multicines and Royal Films)

Digital Screens per City of the Five Principal Exhibitors in Colombia First Semester 2013



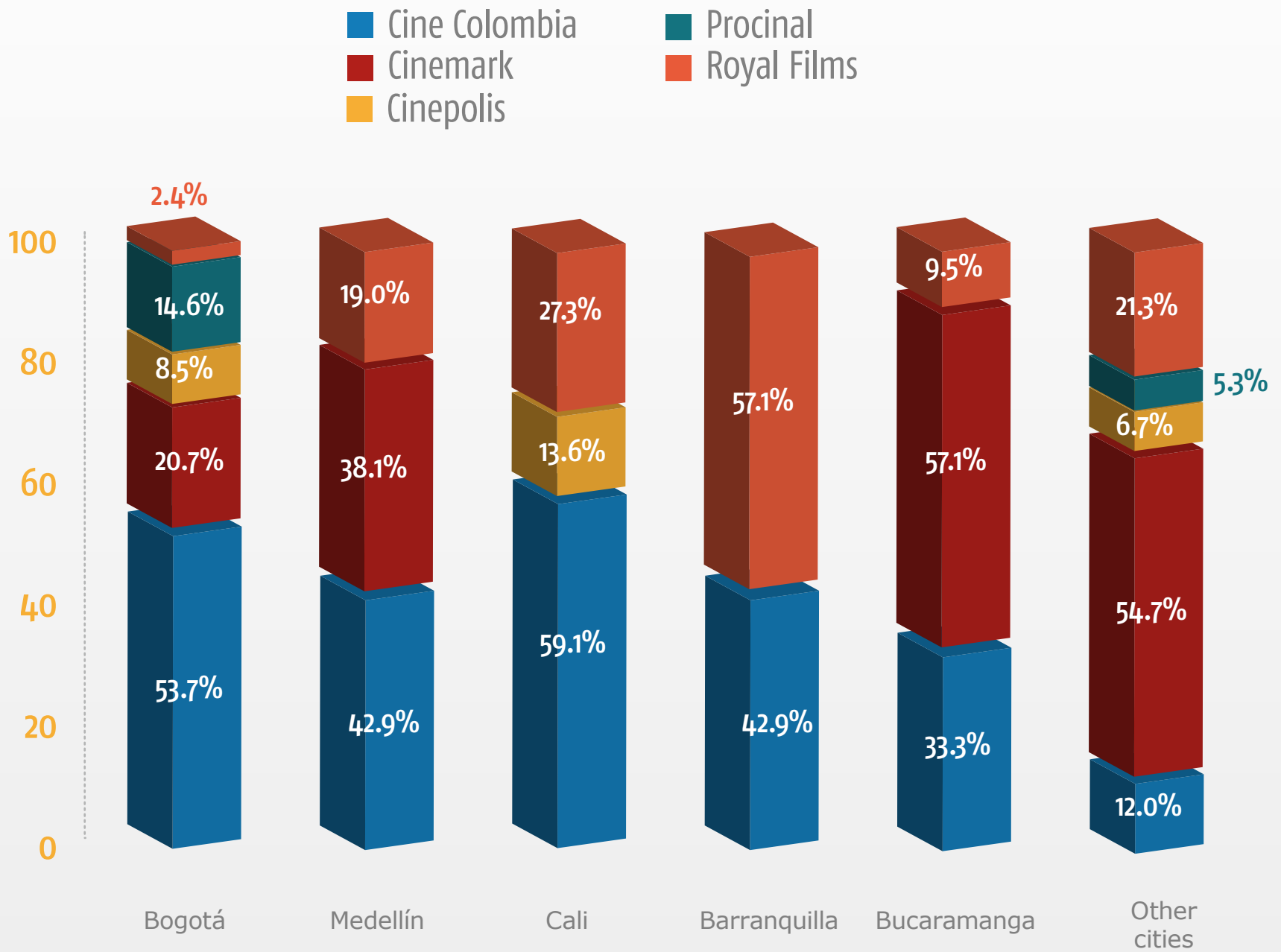
Cine Colombia	122	30	35	6	18	30
Cinemark	26	10	-	-	16	46
Cinepolis	17	-	14	-	-	12
Procinál Multicines	14	-	-	-	-	4
Royal Films	2	4	5	7	2	21
Total	181	44	54	13	36	113

Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinepolis, Procinál-Multicines and Royal Films)

3D Screens per City

Five Principal Exhibitors in Colombia

First Semester 2013



Cine Colombia	44	9	13	3	7	9
Cinemark	17	8	-	-	12	41
Cinepolis	7	-	3	-	-	5
Procinal Multicines	12	-	-	-	-	4
Royal Films	2	4	6	4	2	16
Total	82	21	22	7	21	75

Source: Calculations by Proimágenes with data from exhibitors from the sample group (Cine Colombia, Cinemark, Cinepolis, Procinal-Multicines and Royal Films)