



KAMARA CITY



IMPACT ON
ALICANTE REGION

WHAT IS KAMARA?

The mythology and historic impact of the word 'Kamara' (Kuh-MAR-uh) was used to describe a royal chamber or garden where secret treasures were hidden. We've chosen our name carefully as we expect our entertainment conglomerate to create significant value from entertainment treasures -- IP and talent yet to find its true value.

Kamara Ltd. is incorporated in the Swiss, Canton of Schwyz. The strategy is simple: to provide much needed innovation to the entertainment industry while putting the power into the hands of artists.

Kamara will own a major studio and a global entertainment destination (Kamara City) at the core of a profitable entertainment conglomerate. It will self-finance its own entertainment productions, while allowing the industry talent and consumers alike to participate in the same transparent economic model.

AND KAMARA CITY?

Is expected to become a global entertainment destination, to be based in Europe, specifically in Alicante, Spain. Centered around Kamara Studios, Kamara City is planned to encompass the following business activities, which are described in more detail in subsequent pages –

THE BUSINESS VERTICALS

- Kamara Studios
- Kamara Cinematic (NFT, film and episodic production)
- Kamara Academy
- Kamara Digital Portal (VR & AR)
- Kamara Street (Entertainment Village)
 - Retail and Dining
 - Nightlife
 - Tourist attraction (beach zone & ocean pier)
- Kamara Stages
 - Amphitheatre & live show venues
- Kamara Hotels
- Kamara Parking
- Kamara Residences

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CONFIDENTIALITY. Kamara Group ("Kamara" or "the Company") is providing you with the information contained in this Impact Study to assist with your assessment of the proposed Kamara City transaction, a to-be formed company with the purpose of realising the project defined as Kamara City ("Kamara City"). By accepting and reviewing the information contained herein, you agree to treat as strictly confidential any information, knowledge, or data concerning the Kamara Entities or the other material furnished to you, as breach of its confidentiality could significantly impact Kamara's competitive position and limit Kamara's ability to execute its business plan successfully.

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DISCLOSURES. Certain disclosures have not been included in this summary. Such disclosures include risk factors, risk mitigation, management biographies and other matters. The Company's Business Plan, includes this information and is available on request to all proprietary parties.

SENIOR EXECUTIVE TEAM



Ryan Wiik

Strategies implemented by Kamara's senior management ensure that the creative power will sit with artists, while monies all go-on-the-screen and into innovative digital platforms supplied with first-rate entertainment derived from valuable Intellectual Properties.

CHAIRMAN & PRESIDENT, KAMARA LTD.

A seasoned entrepreneur, Wiik has launched a group of highly innovative companies aimed to make significant impact on the global entertainment industry -- with Kamara at the core to become the first Major based in Europe. The visions for his initial Los Angeles based start-up companies were acquired and become a publicly traded stock valued over USD 100M. Wiik is the creator and show-runner of the El Paso Verse, a first-of-its-kind NFT correlated cinematic universe based on an internationally best-selling literary universe. He holds unparalleled experience in building and launching franchise properties through uncompromising dedication with IP rights acquisitions and brand development. Wiik holds a highly diverse understanding of the balance of entertainment, finance and talent.



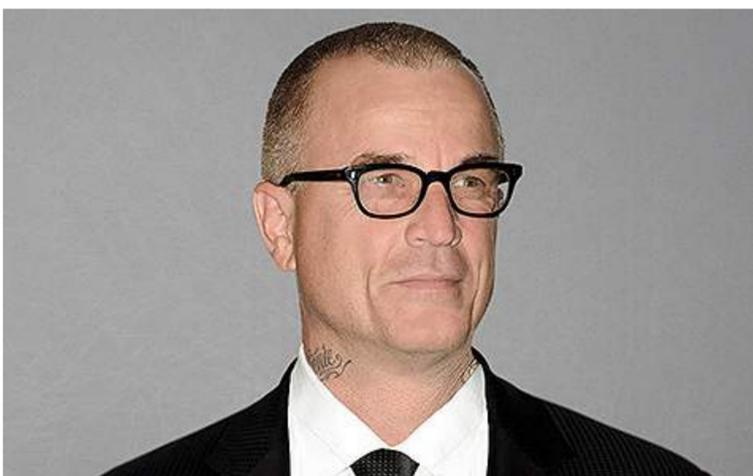
Jim Cardwell

FOUNDING OFFICER, KAMARA LTD.

President of Warner Home Video, a €6.5 billion annual operation, which saw a 10 - 35 % growth each year under his leadership. 30 years at Warner Brothers and Time Warner Inc.

Served on Warner Bros. green-light committee for many years, approving film such as The Last Samurai, Harry Potter, Batman Begins, Good Night and Good Luck and The Matrix.

Consultant for Bertelsmann, MGM, CBS and others.



Nick Cassavetes

FOUNDING OFFICER, KAMARA LTD.

Nick Cassavetes began his career as a film and television actor, but made a stronger impact when he discovered his talent for writing and directing. He was born into independent film royalty as the son of Oscar-nominated writer-director-actor John Cassavetes and Oscar-nominated actress Gena Rowlands. His credits include "The Notebook" (2004), "Alpha Dog" (2007), "My Sister's Keeper" (2009) and "The Other Woman" (2014) which generated in excess of \$196 million at the box-office.

POSITION IN THE MARKET

The U.S. have for decades been the leading global producer of entertainment and had the largest influence on media and entertainment content, with Hollywood ranking as the undisputed entertainment capital of the world.

Kamara plans to revolutionise the global media and entertainment marketplace with much needed innovation.

History of Hollywood Majors

Six media-conglomerates ("the Majors"), recently consolidated into five with Disney's acquisition of 20th Century Fox, control the supply of high-quality entertainment content through their studio divisions. Mergers and acquisitions (or failure) have absorbed most emerging studio competitors.

The exceptions are the publicly traded mini-major Lionsgate, which has followed in the steps of the majors with multiple acquisitions to sustain consistent growth, and most notably, Netflix and Amazon who found their places in the market through digital delivery and content acquisitions, licensing, and original productions. Up until recently, neither Lionsgate nor Netflix nor Amazon, owned studio production facilities but function as virtual studios. Each produces annual profits in the hundreds of millions of Euros.

Meanwhile, the yearly profits of the majors have consistently been in the \$ billions. Media conglomerates are generating significant profits on their tent-pole entertainment properties which are derived from proprietary IP. Major's market caps range from €19 to €235 billion.

The majors are owned by publicly traded media conglomerates and their filmed entertainment divisions generate a substantial portion of their profits. For example, the Fox Entertainment Group, a division of 21st century Fox, and Warner Bros., a division of Time Warner (pre A.T.T. acquisition), contribute between 18 and 24 percent of their parents' revenue.

There have been attempts to create another major but with the high barriers to entry and traditional thinking, no serious contenders other than DreamWorks and Pixar's animation studios. The last production companies that were created to compete directly with the majors by owning motion pictures and television content were The Cannon Group, Inc. (1967-1994), New World Pictures (1970-1997), and prior to that, RKO Pictures (1928- 1957).

Well-capitalised companies such as Regency and Village Roadshow serve primarily as dedicated co-financiers when a major's project is too risky.

To compete successfully in this space Kamara needs significant capital, the ability to develop valuable IP, expert industry knowledge, access to established and new talent, and industry leverage on par with the traditional media conglomerates. In addition, senior management will need a fresh perspective and an exciting vision.

Current Opportunity

Entertainment has seen far less innovation than other industries over the past 20 years. And it has been upheld by an arbitrary Hollywood system, which is no longer relevant.

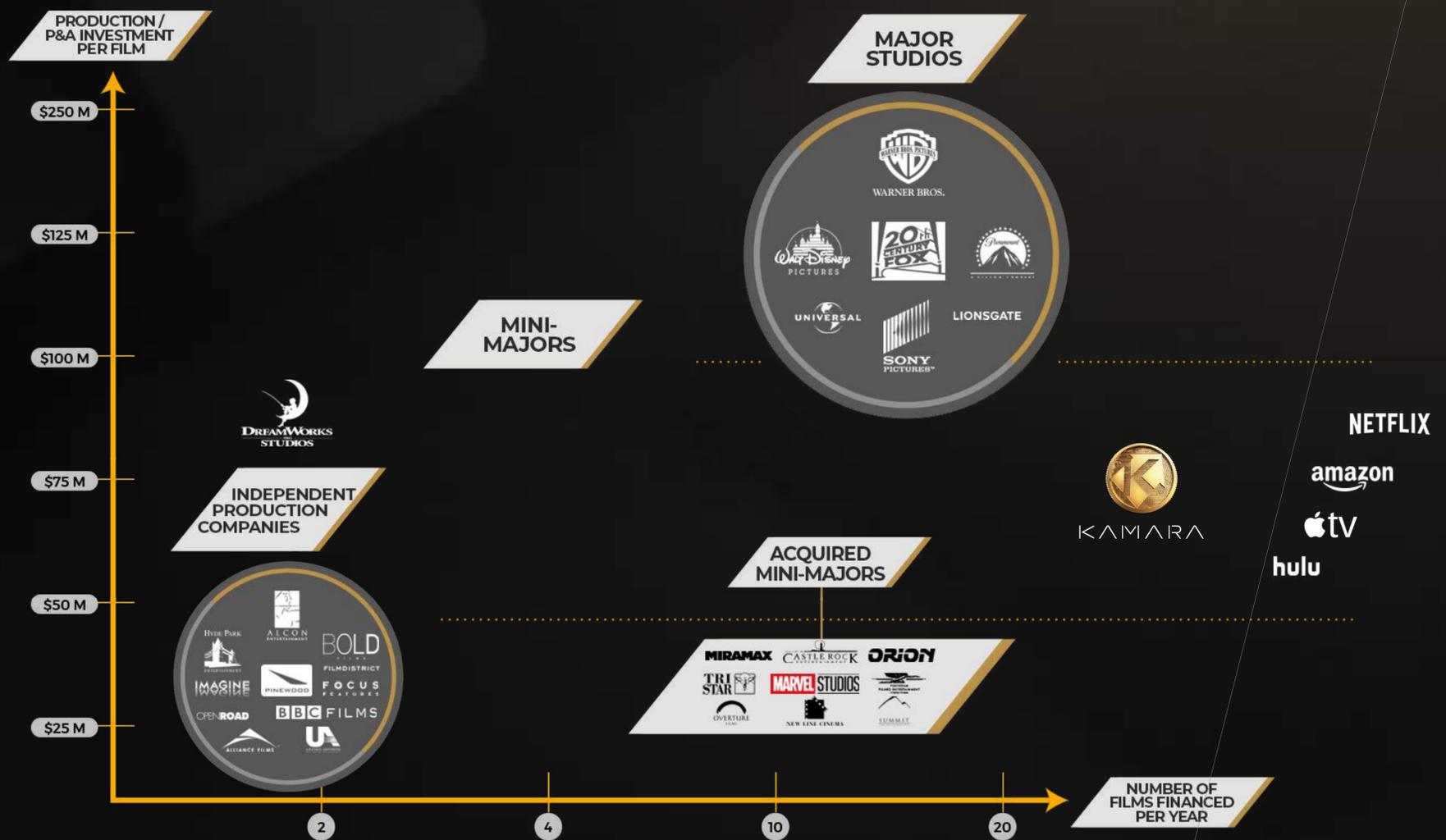
The entertainment industry is ready for significant innovation as the status quo has been disrupted by new digital distributors/content providers, most notably Netflix, Hulu and Amazon, who have transitioned into producing original content. Netflix's dominance and market share have caused both industry professionals and consumers to accept that original content has largely moved into the "over the top" ("OTT") space. Digital content is largely presented in episodic and mini-series format and consumed on smart TVs, computers, mobile phones, home entertainment systems and other personal devices on an on-demand basis.

Kamara believes this trend is not because the audiences want to consume original filmed entertainment content only in their own home, but because this is where quality content is now available. We acknowledge Amazon, Hulu, Netflix and other OTT distributors, but see exceptional opportunity for more innovation. Through strategic planning, creative thinking, and independence through self-funding, Kamara, has the power to shift the entire status-quo and take advantage of the extraordinary market opportunities happening within the entertainment industry.

Kamara is not merely grabbing an existing share of the market -- but will disrupt the entire industry with innovative production that fills the global void for quality content.

Introduced at the most pivotal time in the entertainment industry -- Kamara is the result of a decade of visionary and strategic planning. Its business launched by highly experienced and visionary industry executives, to create the leading film and entertainment studio to compete with the status quo of the established media conglomerates which own the Majors.

KAMARA WILL INNOVATE ENTERTAINMENT



KAMARA 
COIN

A 21st century ready entertainment conglomerate needs its own financial system to power its entertainment experiences – which Kamara Coin will provide (see the last page)

HISTORY

Located three miles from the center of Alicante and two miles from a major international airport with good highway and rail access.

At 80 acres, the studio, "CIUDAD DE LA LUZ", is one of the largest in the world, and it is publicly owned and managed by the state of Valencia.

The property includes a full-service motion picture production studio and a film school.

Kamara has been informed that €400 million were spend on building the studio and surrounding infrastructure.

The connected real estate plots of 424 acres of land are largely flat and zoned for Kamara City's intended purposes along with the Studio's acreage provides a total development opportunity of 504 acres overlooking the Mediterranean Sea.

WHY DID PRODUCTION CEASE?

The studio received illegal subsidies from the state of Valencia which violated European Union competition laws and, as a result, the Valencia government was fined €265 million. The Valencia government closed the studio to prepare it for sale and pay the fine with the proceeds.



Prior to closure, 60 major motion pictures had been successfully produced at the studio, and world class filmmakers praised it as "the best studio in the world". The last time the studio was put up for auction, the highest bid was €25 million (the state rejected the bid).

KAMARA'S INTEREST

Kamara's management has developed an affinity for the Studio and the region of Alicante which goes beyond a pure business interest. Kamara management's vision includes not only the development of a modern film production business in Alicante but also establishing multimedia creative production facilities and an entertainment city which will feature a virtual reality, augmented reality, cinematic lifeshows, e-sports arenas, retail establishments, hotels, temporary production housing and a film & VR school.

Kamara's philosophy and strategy for the future of film production and entertainment in Alicante are described in the business plan and purchase offer attached.

KAMARA ENTERTAINMENT BUSINESS:

Kamara's business plan calls for acquisition of its own large scale self-contained studio.

Ciudad de la Luz is located in an area which offers significant cost savings including low-cost labor, housing and crew rates, as well as favourable production incentives. Allowing all the movie production funds to-go-on-the-screen.

The studio already contains multiple stages, back lots, water tanks, production offices, restaurant commissary, scenery shops, dressing rooms, wardrobe facilities, private screening rooms as well as administrative offices. Such facilities have been built to last with no expense spared.

THE FUTURE

Kamara seeks to acquire the land and assets described herein from the Valencian government.

The existing studio requires **additional investment** in construction in order to handle up to 4 major film productions simultaneously, as it is lacking **onsite production housing**, and **industrial support** (such as equipment and qualified crews).

The proposed acquisition is conditional on acquiring three adjacent parcels comprising of another 424 acres, generally undeveloped, but zoned for a theme park, hotels and commercial.

Kamara plans to acquire and develop the Ciudad de la Luz motion picture production studio to create a world class facility for production of European and U.S. motion pictures, in Alicante.





STEPS IN STUDIO ACQUISITION AND OPERATIONS:

Kamara will immediately:

1. Construct four additional production stages (resulting in a total of ten) with an investment of €5.1 million in each new stage, totalling €20.4 million in capital improvements.
2. Improve the existing studio facilities (by investing €19.0 million in upgrades) to offer first class production equipment (camera, lighting, sound, special effects, post production etc.) such that the studio can offer "one stop shopping" for top quality filmmakers.
3. Initiate Kamara's production fund which will enable it to self-finance 4 motion pictures and 10 episodic television shows ("episodic") in year one; 7 motion pictures and 11 episodic in year two and 10 motion pictures and 11 episodic in year three. The average production costs of each motion picture will be €15.0 million and €23.0 million for each episodic show with an aggregate production cost, for the first 5 years of operation, of approximately €1.8 billion, which will indirectly provide substantial inventory and improvements to the facility.
4. Sufficiently utilise the studio's facilities to guarantee profits with expectations of positive cash flow within 5 years.
5. Solicit third party production business from Major studios, independent producers, TV producers and commercial producers for the studio.
6. Renovate and reopen the film school located on the studio property as a Cinematic Arts Academy to also encompass Virtual Reality and Augmented reality curriculums.

EUROS A GASTAR POR KAMARA EN LA ZONA DE ALICANTE

Kamara planea realizar gastos directos en la zona de Alicante durante los próximos tres años totalizando unos **€ 1.1 mil millones** según desglose a continuación:

Inversión en Estudio de Producción

Kamara planea realizar inversiones en la construcción de platós adicionales así como en la mejora de infraestructura en Kamara Studios en los próximos 3 años:

4 platós de sonido adicionales	€ 20.4 millones
Mejoras Generales al estudio	€ 19.0 millones
Capital Total invertido en estudio	€ 39.4 millones

Inversión Residencial

Kamara proyecta construir 460 viviendas adyacentes al estudio de producción por un coste de € 111.000 por vivienda o sea una inversión total de € 52.4 millones en 3 años.

Inversión en Comercios/Entretenimiento

Kamara proyecta construir 42 establecimientos de comercio y entretenimiento por valor de € 1,25 millones por establecimiento, es decir, una inversión total de € 52.3 millones en 3 años.

Inversión en Parque de Realidad Virtual

Kamara proyecta construir un parque de realidad virtual con 20 atracciones. Cada atracción costará aproximadamente € 1.75 millones, el 50% de dicha inversión gastada a nivel local será de € 65.4 millones en 3 años.

Inversión en Hoteles

Kamara proyecta construir tres hoteles con un número de habitaciones global de 600 y un coste de € 192.000 por habitación. La inversión total es de € 115.0 millones en 3 años.

Escenario Acristalado

Kamara planea construir un monumental anfiteatro exterior para espectáculos con la capacidad de 5.000 asientos premium y un coste proyectado aproximado de € 17.6 millones.

Instalaciones Parking

Con un significativo incremento del tráfico y el turismo en el complejo, Kamara construirá una zona de parking para acomodar a 5.500 coches por día. El coste total será de €67.2 millones para una estructura de tres subterráneos y uno en superficie.

EUROS TO BE SPENT IN THE ALICANTE AREA BY KAMARA

Kamara plans to make direct expenditures into the Alicante area in the next three years totalling **€1.1 billion** as follows:

Investment in Production Studio

Kamara plans to make significant investments in building additional production stages and improving infrastructure at Kamara Studios as follows over three years:

4 additional production stages	€ 20.4 million
General Upgrades to studio	€ 19.0 million
Total Capital invested in studio	€ 39.4 million

Residential Investment

Kamara plans to build 460 housing units adjacent to the production studio at a cost of € 111,000 per home or a total investment of € 54.2 million over three years.

Retail/Entertainment investment

Kamara plans to build 42 retail and entertainment establishments at € 1,25 million per establishment or a total investment of € 54.3 million over three years.

Virtual Reality Park Investment

Kamara plans to build a virtual reality park with 20 attractions. Each attraction will cost approximately € 1.75 million with 50% of such investment spent locally = € 65.4 million investment over three years.

Hotel Resorts Investment

Kamara plans to build three hotels with an aggregate number of rooms of 600 at a cost of € 192,000 per room or a total expense of € 115.0 million over three years.

Outdoor Glass Stage

Kamara plans to build a monumental outdoor performance amphitheater and stage with the capacity of 5,000 premium seats at a projected cost of € 17.6 million.

Parking Facilities

With significantly increase tourist and traffic to the property, Kamara will construct parking facilities to accommodate 5,500 cars per day at a projected cost of € 67.2 million with three underground structures and one above ground.

RESUMEN DE EUROS GASTADOS EN LA ZONA DE ALICANTE

Figures in € millions	Year 1	Year 2	Year 3	Total
Studio Improvements	20.40	15.00	4.00	39.40
Residential Development	16.20	20.00	18.00	54.20
Retail / Entertainment Dev.	10.00	26.40	18.00	54.40
Theme Park Development	18.00	20.80	26.60	65.40
Hotel Development	38.33	38.33	38.33	115.00
Kamara Stage Development	4.00	6.00	7.60	17.60
Parking Facilities Development	30.00	30.00	7.20	67.20
Studio Operating Expenses	12.00	13.20	14.52	39.72
Production Expenses	202.95	293.81	270.03	766.30
Retail / Entertainment Ops	30.00	45.00	117.00	192.00
Theme Park Ops	4.00	10.00	24.20	38.20
Hotel Ops	5.00	8.00	11.00	24.00
Sub-Total	390.88	526.54	556.48	1 473.90
Multiplier Effect	390.88	526.54	556.48	1 473.90
Total Investment	781.76	1 053.08	1 112.96	2 947.80

Gastos Operativos de los Estudios

Kamara proyecta la contratación de 200 empleos fijos en el estudio con un salario anual aproximado de € 20.000 que se incrementará en un 10% por año, resultando un gasto (incluidos gastos generales de 50%) de € 39.72 millones en 3 años.

Gastos Asociados con la Producción de Películas

Kamara proyecta producir 21 películas y 32 series de televisión originales en sus 3 primeros años de operatividad por un coste aproximado de € 15.8 / 33.2 millones por producción, con el 55% de tales gastos aplicables a negocios locales. El resultado será un gasto de € 766.3 millones en 3 años.

Gastos Operativos para Establecimientos de Comercio y Entretenimiento Kamara City

Kamara proyecta llevar +55 establecimientos con 1,600 empleados por un salario anual aproximado de € 20.000 más gastos asociados de 55%. El resultado será un gasto en operatividad de comercio y entretenimiento de € 192.0 millones en 3 años.

Gastos de Operatividad Aplicables al Parque de Realidad Virtual

Kamara proyecta llevar 20 atracciones en su Parque Temático de R.V. Cada atracción será llevada por 225 empleados con un salario anual aproximado de € 25.000 más gastos asociados de 50%. El resultado es un gasto de € 38.2 millones en 3 años.

Gastos de Operatividad de Hoteles

Kamara proyecta llevar tres hoteles con 200 empleados en cada hotel con un salario anual aproximado de € 20.000 por empleado más otros gastos de 25%. El resultado es un gasto de € 24.0 millones en 3 años.

EUROS TO BE SPENT IN THE ALICANTE AREA BY KAMARA

Studio Operating Expenses

Kamara plans to hire 200 permanent staff at the studio at an average annual salary of € 20,000 per year increasing by 10% annually resulting in spending (including overhead at 50%) of € 39.72 million over three years.

Expenses Associated with Producing Motion Pictures

Kamara plans to produce 21 motion pictures and 32 original series television series in its first 3 years of operation at an average cost of € 15.8 / 33.2 million per production with 55% of such expenses applicable to local business. This results in a spend of € 766.3 million over three years.

Operating Expenses Applicable to Kamara City Retail and Entertainment Establishments

Kamara plans to operate +55 establishments with 1,600 employees at an annual average salary of € 20,000 per year plus associated overhead of 55%. This results in employee spending on retail and entertainment operations of € 192.0 million over three years.

Operating Expenses Applicable to Kamara's Virtual Reality Park

Kamara plans to operate 20 attractions at its V.R. theme park. Each attraction will be supported by 225 employees with an average annual salary of € 25,000 plus associated overhead at 50%. This results in an employee spend of € 38.2 million over three years.

Hotel Operating Expenses

Kamara plans to operate three hotels with 200 employees at each hotel with an average annual salary of € 20,000 per employee plus other expenses and overhead at 25%. This results in a total spend of € 24.0 million over three years.

EMPLEOS CREADOS POR KAMARA EN LA ZONA DE ALICANTE

Las actividades de desarrollo de Kamara crearán 2450 nuevos empleos y sus actividades de operatividad crearán 9620 empleos más, dando un total de 12070 empleos en la zona de Alicante en los próximos tres años. Con un conservador efecto económico multiplicador en la región se crearán aproximadamente unos **24.140 nuevos empleos**.

CONSTRUCCION de KAMARA CITY	Year 1	Year 2	Year 3	Total
Expansion de Estudios	150	0	0	150
desarrollo residencial	500	500	0	1 000
Kamara Street	600	0	0	600
Parque tematico Digital	500	0	0	500
Hoteles	200	0	0	200
Sub-Total	1 950	500	0	2 450
EMPLEOS PERMANENTES	Year 1	Year 2	Year 3	Total
Administracion/ Estudios	200	0	0	200
Studio Production Operation	1 200	1 800	2 520	5 520
Kamara Street / Servicios	900	300	300	1 500
Parque tematico Digital	600	300	300	1 200
Hoteles	400	400	400	1 200
Sub-Total	3 300	2 800	3 520	9 620
GRAND TOTAL (Direct)	5 250	3 300	3 520	12 070
MULTIPLIER EFFECT	5 250	3 300	3 520	12 070
JOBS IN TOTAL	10 500	6 600	7 040	24 140

Recursos Humanos necesarios para el Desarrollo del Estudio

Kamara edificará tres platós adicionales y extenderá la infraestructura del estudio para alcanzar los requisitos actuales. Estos proyectos necesitarán un total de 150 operarios cualificados en el primer año.

Recursos Humanos para Edificar las Viviendas

Se necesitarán entre 500 y 1000 obreros en años uno, dos y tres para la construcción de 50 viviendas en año uno y 100 viviendas en cada año dos y tres.

Recursos Humanos para la Edificación de Establecimientos de Comercio y Entretenimiento

Se necesitan 600 obreros para edificar 30 establecimientos (20 obreros para cada uno) en año uno y 200 obreros para edificar 10 establecimientos (20 obreros para cada uno) en cada año dos y año tres.

Recursos Humanos Necesarios para Edificar el Parque de Realidad Virtual

Se edificarán 10 atracciones en año uno necesitando 50 obreros cada una o un total de 500 obreros. Se edificarán 5 atracciones en cada año dos y tres necesitando de 50 obreros por atracción o un total de 250 obreros para cada año dos y tres.

JOBS CREATED BY KAMARA IN THE ALICANTE AREA

Kamara's development activities will create 2450 new jobs and its operating activities will create 9620 new jobs for a total of 12070 new jobs in the Alicante area in next three years. With a conservative economic multiplier effect of 2x, will create approximately **24.140 new jobs**.

Labor Required to Develop Studio

Kamara will construct three additional production stages and build out the studio infrastructure to meet modern requirements. These projects will require a total of 150 skilled construction workers to be hired in year one.

Labor Required to Build Residences

Between 500 and 1000 builders are required in years one, two and three to build 50 residences in year one and 100 residences in each of years two and three.

Labor Required to Build Retail and Entertainment Establishments

600 builders are required to construct 30 establishments (20 builders for each establishment) in year one and 200 builders to construct 10 establishments (20 builders to build each establishment) in each of years two and three.

Labor Required to Build V.R. Park Attractions

10 attractions will be built in year one each requiring 50 builders or a total of 500 builders. 5 attractions will be built in each of years two and three each requiring 50 builders for each attraction or a total of 250 builders for each of years two and three.

EMPLEOS CREADOS**(CONTINUADO)****Recursos Humanos para la Operatividad de los Hoteles**

Se edificará un hotel en cada uno de los años uno, dos y tres, necesitando cada uno 200 obreros. (es decir. 200 obreros por cada año, uno, dos y tres).

Recursos Humanos para la Operatividad de la Administración del Estudio

Se contratarán a 200 empleados fijos para la administración, mantenimiento, contabilidad, seguridad, recursos humanos, etc en Kamara Studios.

Recursos Humanos para Apoyo de la Operatividad de las Producciones Estudio

- 15 producciones en año uno con un equipo de 80 por producción = 1200 empleos
- 18 producciones en año dos con un equipo de 100 por producción = 1800 empleos
- 21 producciones en año tres con un equipo de 120 por producción = 2520 empleos

Recursos Humanos para la Operatividad de los Establecimientos de Comercio y Entretenimiento

- 30 establecimientos operando en año uno con 15 empleados por establecimiento = 450 trabajadores
- 40 establecimientos operando en año dos con 15 empleados por establecimiento = 600 trabajadores
- 50 establecimientos operando en año tres con 15 empleados por establecimiento = 750 trabajadores

Recursos Humanos para Operatividad del Parque de R.V

- 10 atracciones operando en año uno con 30 trabajadores por atracción = 300 trabajadores
- 15 atracciones operando en año dos con 30 trabajadores por atracción = 450 trabajadores
- 20 atracciones operando en año tres con 30 trabajadores por atracción = 600 trabajadores

Recursos Humanos para Operatividad Hoteles

- Un hotel operando en año uno con 200 empleados = 200 empleados
- Dos hoteles operando en año dos con 200 empleados cada uno = 400 empleados
- Tres hoteles operando en año tres con 200 employees cada uno = 600 empleados

JOB CREATION**(CONTINUED)****Labor Required to Build Hotels**

One hotel will be built in each of years one, two and three each requiring 200 construction workers. (i.e. 200 construction workers in each of years one, two and three).

Labor Required to Operate Administration

200 permanent employees will be hired for administration, maintenance, accounting, security, human resources etc. at Kamara Studios.

Labor Required to Support Studio Production Operations

- 15 productions in year one at 80 crew per production = 1200 jobs
- 18 productions in year two at 100 crew per production = 1800 jobs
- 21 productions in year three at 120 crew per production. = 2520 jobs

Labor Required to Operate Retail and Entertainment Establishments

- 30 establishments operating in year one at 15 employees per establishment = 450 workers
- 40 establishments operating in year two at 15 employees per establishment = 600 workers
- 50 establishments operating in year three at 15 employees per establishment = 750 workers

Labor Required to Operate V.R. Park

- 10 attractions operating in year one at 30 workers per attraction = 300 workers
- 15 attractions operating in year two at 30 workers per attraction = 450 workers
- 20 attractions operating in year three at 30 workers per attraction = 600 workers

Labor Required to Operate Hotels

- One hotel operating in year one at 200 employees = 200 employees
- Two hotels operating in year two at 200 employees each = 400 employees
- Three hotels operating in year three at 200 employees each = 600 employees

EN ESPAÑOL

ALICANTE - INCREMENTO EN EL TURISMO COMO RESULTADO DE LAS OPERACIONES DE KAMARA

Se estima que Kamara City y sus atracciones traerá 2 millones de turistas adicionales a Alicante y zonas del entorno. Tradicionalmente, Kamara proyecta que cada turista adicional gastará € 150,00 por día en cosas tales como comidas, hoteles, bebidas, entretenimiento y otros gastos. El incremento de gastos por turistas adicionales alcanzará un total de € 1.650 Millones de euros anualmente y después de aplicación de un efecto multiplicador tradicional de 100% igualará a € 3.300 Millones de euros por año.

IN ENGLISH

ALICANTE - INCREASE IN TOURISM AS A RESULT OF KAMARA'S OPERATIONS

It is estimated that Kamara City and its attractions will bring 2 million additional tourists annually to Alicante and the surrounding area. Conservatively, Kamara projects that each additional tourist will spend € 150.0 per day on such items as meals, hotels, beverages, entertainment and other expenses. Incremental expenditures by additional tourists will total € 1.6 billion annually and after application of a conservative multiplier effect of 100% will equal € 3.3 billion per year.



EN ESPAÑOL

IN ENGLISH

RESMEN DE EMPLEOS CREADOS EN LA ZONA DE ALICANTE

COMPUTATION OF IMPACT OF INCREMENTAL TOURISM ON KAMARA ECONOMY

Estos turistas adicionales gastarán € 9.9 billones en la economía de Alicante sobre los tres próximos años.

These incremental tourists will spend € 9.9 billion in the Alicante economy over the next three years.

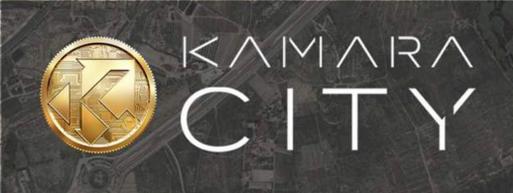
Increase in Tourists (1)	Average days stay (2)	Average daily spend (€)	Total € Billions	Economic multiplier	Total + Multiplier € Billions
2,000,000	x 11	x € 150	= € 3.3	x 2	= € 6.6

Sources:
 (1) Kamara Estimates based on GLOBAL ATTRACTIONS ATTENDANCE REPORT (TEA)
 (2) Impacto económico del SECTOR DEL GOLF de la provincia de Alicante (TEA)



The region of Valencia has 4.9 million inhabitants, with other major cities such as Valencia, Murcia, Torrevieja and Alicante which ranks as the second-largest Valencian City with an estimated population of 330,525

The country regularly hosts over 80 million visitors per year, ranking Spain alongside the United States, as the world's 2nd most visited country after France.



Located less than 5 min from the Kamara City site, is Alicante Airport which handled 15 million passengers during the last year of regular business.



KAMARA STUDIOS

The Studios will benefit from Kamara's core business objective of producing an average of twenty (20) Kamara Productions in-house. 10 major motion pictures and 70 hours of episodic television content per year. Additional capacity is expected to serve both Kamara's co-financing platform (see page 10) as well as third party productions. Based on the forgoing, Kamara will invest in the following expansion plans for the studios:



POST-PRODUCTION FACILITIES

Kamara plans to build full-service post-production facilities within the studio property. To include state-of-the-art mixing stages, a scoring stage, ADR stages, Foley stages, sound design suites, sound editing rooms, multiple picture editing bays, mastering suites and services for complete film and video transfer. The facilities will feature world-class capabilities for industry leading systems such as; Avid S-6 and Harrison platforms, Dolby Atmos and Auro 3D immersive sound formats, IMAX mixing and 3D projection capabilities, IMF mastering, 4K/HD HDR/ SDR mastering. The facility will be expanded to offer complete connectivity between mix stages, sound editorial, picture editorial and mastering suites.



FILM PROCESSING & LAB SERVICES

Kamara's Post Production facility will be built around the state of the art Film Laboratory currently installed at the studios, to offer a full-service motion picture laboratory for 16mm, 35mm, and 65mm/70mm negative, intermediate and print services with standard and special processing for color and black and white projects.



ADDITIONAL PRODUCTION STAGES

Interconnected with the existing twin-stages, these stages will be built in designated areas next to stages one and six, and will satisfy the demands of simultaneous major productions.



VIRTUAL PRODUCTION STAGE

To service the need of technologically advanced indoor sets, Kamara Studios plans to build one "super stage" to be among the largest and most advanced digital production stages in the world. This will meet the demand of VR productions and others productions where advanced technology is required.



BACKLOT #3

Kamara plans to expand and build out its third backlot to accommodate permanent sets for the most common themes in demand. Designed to be converted to other concepts with minimal expense of time and labor, sets will be period and offer contemporary and historic American, Asian, Latin and European themes.

KAMARA CINEMATIC

The Studios will benefit from Kamara's core business objective of producing an average of twenty (20-30) Kamara in-house productions. Within a few years, output will be at 10+ major motion pictures and 60+ hours of episodic television content per year. Additional capacity (if any) is expected to serve third party productions. Kamara and its affiliates owns rights to highly commercial and valuable IP, which is extensively developed and prepared for production. Below is an overview of Kamara's production lineup –

KAMARA THEATRICAL PRODUCTION

	ACTION	THRILLER / SUSPENSE	ROMANCE	DRAMA	FAMILY	COMEDY	LOWER BUDGET	TOTAL
Y0								
Y1	1	1					1	3
Y2	1	1		1			1	4
Y3	1	2	1	1		1	1	7
Y4	2	3	1	2			2	10
Y5	3	4	2	3	1		2	15
Y6	6	4	2	2	1	1	4	20
Y7	5	4	2	3	1	1	4	20
Y8	6	5	2	3	2	2	5	25
Y9	7	5	3	5	3	3	9	35
Y10	5	4	2	2	1	2	4	20
TOTAL	37	33	15	22	9	10	33	

159 FEATURE
FILMS

KAMARA EPISODIC PRODUCTION

	EPISODIC SERIES	EPISODES	HOURS
Y0	1	4	2
Y1	3	22	19
Y2	10	88	63
Y3	11	104	64
Y4	11	104	64
Y5	11	106	61
Y6	11	106	61
Y7	11	106	61
Y8	11	106	61
Y9	22	212	122
Y10	11	106	61
TOTAL	113	1064	639

113 EPISODIC
SERIES

1064 EPISODES

639 HOURS

KAMARA CITY

CLICK IMAGES TO SEE
MASTERPLAN AERIAL VIDEOS



View from North/East



View from West



View from North

Kamara City is the full vision, to which Kamara has done extensive project planning and due diligence on suitable sites. Kamara Capital is tasked to finance acquisition and begin construction of approximately **3.1 km² of strategic real estate to construct Kamara City** – a fully integrated entertainment destination featuring a digital park (augmented / virtual reality, esports) and physical representation and gateway to the MetaWorld, a retail entertainment village, all built around Kamara's operation as a major studio.

Supported with lifestyle destination resort comprising of 460 residences and high-end hotels with a total of 600 guest rooms, to meet the needs of production and visitors.

Spain, as the second most visited country in the world, is currently the front runner to build Kamara City.

The impact is **projected to bring over 24,000 jobs** to its immediate surrounding community, which will significantly mitigate unemployment, as well as stimulate **billions of euro with direct and indirect investments** into the local community.

The unique entertainment offering provided by Kamara City, is conservatively projected to draw **2 million tourists** to the site on an annual basis, while **repeat visits** from the local community is projected twice that number per year.

**- THE CURRENCY FOR KAMARA CITY
WILL BE THE KAMARA COIN**



KAMARA ACADEMY

A fully functional film school was established and operated on the premises of Ciudad de la Luz. The facilities currently contain inventory and equipment which will be functional immediately upon Kamara's acquisition.

Operating the Cinematic Arts academy is a critical long term strategy to mitigate the current lack of local professional film crews in Alicante, Spain.

Kamara plans to partner with such leading film schools in Los Angeles, as USC, UCLA and AFI, to offer their final year undergraduate and graduate students an opportunity to come to Kamara

Cinematic Arts Academy, for a highly exclusive, hands on, internship program.

These students, should, by the end of their final year, have 2-3 industry credits under their belts, as the academy will be surrounded by multiple ongoing productions.

While Kamara plans to bring top industry crews from Los Angeles and from around the world to fill key positions such as heads of departments, our productions will benefit from an advanced internship program, offering more value on the screen, as well as nurturing tomorrow's filmmakers.

It is anticipated that the Cinematic Arts Academy will rapidly position itself as one of the most prestigious film schools globally, as the academy will expand its current set up to include Virtual Reality, Augmented Reality, film musical scoring/editing and acting curriculums in its student programs.

Kamara will also invite its in-house content creators, filmmakers and A-Listers alike to make guest appearances in connection with their production activities in Kamara City.

Kamara's residential development will provide student housing connected to the film school.



KAMARA RESIDENCES

Kamara plans to build residences and a campus to accommodate up to four production teams simultaneously on the location's property. In order to attract high value productions and actors, housing categories ranging from lower budget needs to first-class luxury accommodations are essential for successful film projects. The residences will include dwellings for A-list actors, directors, and production crews. In addition, Kamara requires student residences to accommodate a 200-students film and production study program for the surrounding communities while allowing Kamara to develop its own future actors, directors and production crews.

- 1) Each production will provide living accommodations for both actors and crew. Accommodations will include 22 separate A-list villas, 36 terrace residences for supporting actors, 200 balcony residences for the crew along with 200 apartment units for on-campus students.
- 2) Project cost for housing dwellings is projected at € 57.0 million. The project will create hundreds of direct and indirect jobs for the local market. In addition, permanent jobs will also be created to service the campus and buildings with maintenance, cleaning crews, maid service, onsite security, staff and management.
- 3) Opportunities to lease out vacant dwellings to vacationers through booking.com, as well as through local brokers for corporate events and travel agents, will provide ancillary revenues to mitigate any impact associated with production downtime during production cycles.



KAMARA DIGITAL PORTAL

Kamara plans to invest € 68.6 million into a total immersion, state-of-the-art, virtual reality and Digital Portal gateway to the Metaverse, ("digital park"). The project will incorporate proprietary intellectual property (IP) from Kamara Studios, licensed affiliates and third parties. The Park will be the first major Virtual Reality (VR) and Augmented Reality (AR) only experience*.

- 1) The digital park will initially feature ten rides on 133 acres of land leveraging IP produced from Kamara Studios and licensing agreements from established game developers.
- 2) Over the next three years, Kamara will introduce three new digital rides each year to ensure ongoing repeat visits from local communities and drive projected overall growth of revenues and projects by 10% annually.
- 3) Kamara's digital park expects movie tie-ins and synergies from Kamara Studio that will enhance and establish the digital park as a go to destination for European and regional tourism while feeding other Kamara properties including Kamara Street and Kamara's Hotels while aiding surrounding businesses with increased tourism revenues.
- 4) The Digital Park is planned to be open to the public four years after Kamara's land acquisition, with targeted attendance of 2 million visitors per year and will create job opportunities for the surrounding area of approximately 200 positions.



KAMARA STREET

With the accelerated decline of shopping malls globally and the ongoing impact of on-line retail on conventional shopping centers locally, Kamara plans to create a Universal CityWalk experience based on an entertainment offering that leverages the human experience of sights, sounds and tastes. Creating a venue centered on entertainment first and retail second, Kamara believes this model will drive local shoppers and tourist alike to the venue while increasing foot traffic to both Kamara Digital Portal and Hotel properties.

- 1) Kamara Street plans to offer 55+ entertainment venues that will include restaurants, clubs, entertainment retail, and free street performers. The street will incorporate the best-of-category brands alongside those that are exclusive to Kamara.
- 2) With projected street level traffic of 4 million visits annually, Kamara Street will invest upwards of €54.8 million to develop and construct a world class entertainment and shopping center spanning two city blocks.
- 3) Kamara Street is projected to generate street revenues of €250.0 million annually while creating approximately 1,500 permanent jobs.



Project development of Kamara Digital Park & Entertainment Village will be headed by **B Brian Martin**, former CFO of Universal CityWalk Hollywood and Project Manager of Universal Studio Theme Park. He also served as Project Manager of CityWalk Hollywood Phase II Expansion and VP of Real Estate Development Finance of House of Blues Entertainment Corp.

He will be supported by Louis Feola, former President of Worldwide Home Entertainment at Universal Studios and James Cardwell, former President of Worldwide Home Entertainment at Warner Bros.

KAMARA STAGES

Designed to feature the best live shows on earth.

To be centrally located in the natural valley dividing Kamara's Entertainment Village and Kamara's hotels, a 5,000-seat open-air Amphitheatre will be created.

Its unique layout will allow an elongated central "stage" running along the base between prime audience seating, ending in stunning views of the Mediterranean ocean.

Kamara plans to develop and produce high-action adventure cinematic live shows, based on the western, war, contemporary action and musical live shows derived from its leading cinematic IP brands.

As a reference, Universal City's #1 rated show is the Live Action show WaterWorld, featuring high adventure, with jumping jet-skiers, perilous plunges, firefights, massive explosions, and an in-your-face plane crash. The audience favourite is based on the 1995 movie of the same name and has consistently filled the seats as the Universal's oldest running attraction.

The venue is largely planned to be utilised as a musical stage for evening live performances, offering artists a magical and flexible outdoor venue.

Kamara plans to invest approximately €18.5 million during its first three years of operation, for development, production and operations of its live shows.

KAMARA PARKING

Kamara will develop four parking structures to handle the daily car counts to the property. Three structures will be subterranean while, the remaining structure will remain on surface level. Total parking availability will accommodate 5,500 cars at any given time. The project is projected to cost €70 million to construct and create 12 full time jobs to manage and operate while generating €20 million annually.

Kamara Parking will facilitate all parking to and from Kamara City, which includes Kamara Park, Kamara Street, Kamara Hotels, and Kamara Stage. Existing Parking for the Film Production remains part of the initial acquisition purchase.

KAMARA HOTELS

Kamara Hotel Properties will partner with select hotel brands to deliver an entertainment focused experience while providing increased guest choices for overnight stays.

Kamara will offer three-star and four-star accommodations by partnering with select boutique hoteliers focused on vacationers, travellers and overnight adventurers.

The premiere hotel property will feature a large number of balcony rooms with exceptional views overlooking the Mediterranean or the outdoor Amphitheatre live shows.

- 1) Each of the three full service hotels will provide approximately 200 guest rooms ranging in price of €80 to 165 per room night. The hotel will provide F&B room service by a nationally recognised operator for both restaurant and room service. In addition to a restaurant and bar lounge, the hotel will include spa amenities and corporate meeting spaces.
- 2) Kamara Hotel Properties plans to develop three hotels over a three-year period. Each hotel will cater to different market demographics including family vacationers, business travellers and individual adventurers.
- 3) With a per room key cost of €192 thousand or €120 million in capital invested over a three-year period, Kamara Hotel Properties plans to develop 600 hotel rooms. 450 projected permanent jobs are expected to be created to sustain operations when the property is completed.
- 4) With a RevPAR of €115/night against a projected 90% occupancy rate, revenues for the three combined hotels are projected to be €26.1 million annually. Accordingly, the F&B program is projected to add an additional €25.6 million in revenues for a combined revenue of €51.6 million.





KAMARA COIN

CURRENCY FOR A NEW ENTERTAINMENT FRONTIER

Kamara Coin (“KMC”) will be managed by Kamara Capital and minted to become the leading digital currency for entertainment transactions throughout the universe.

The coin will be a universal entertainment currency backed by Kamara, to be spent on Kamara’s ongoing *NFT Motion* productions and future entertainment offerings such as; *El Paso Verse* where Kamara Coin will be the primary currency, subscription on the upcoming *Kamara Live* streaming platform, *exclusive privileges* for VIP access in *Kamara City*, and it can be staked/traded on trading platforms.

In short, all future retail offerings (online and storefront) by Kamara will accept Kamara Coin as a preferred payment solution. This economy will be released to the public with a Whitepaper in Phase 1 .

Kamara Coin will initially have a limited and finite supply of coins through phases 1 and 2. From phase 3 onward, Kamara will enter its global eco-system launch, upon which time, an additional supply of Kamara Coin will be issued.

The terms of such instrument will be extensively covered in Kamara’s Whitepaper publication. A strict and limited supply of coins is not just a marketing ploy for Kamara Capital – we see the Kamara Coin as a core instrument in our value creation, and as a future entertainment currency. Which is why we take measures to protect its value proposition, from the start through exponential growth into the 21st century.

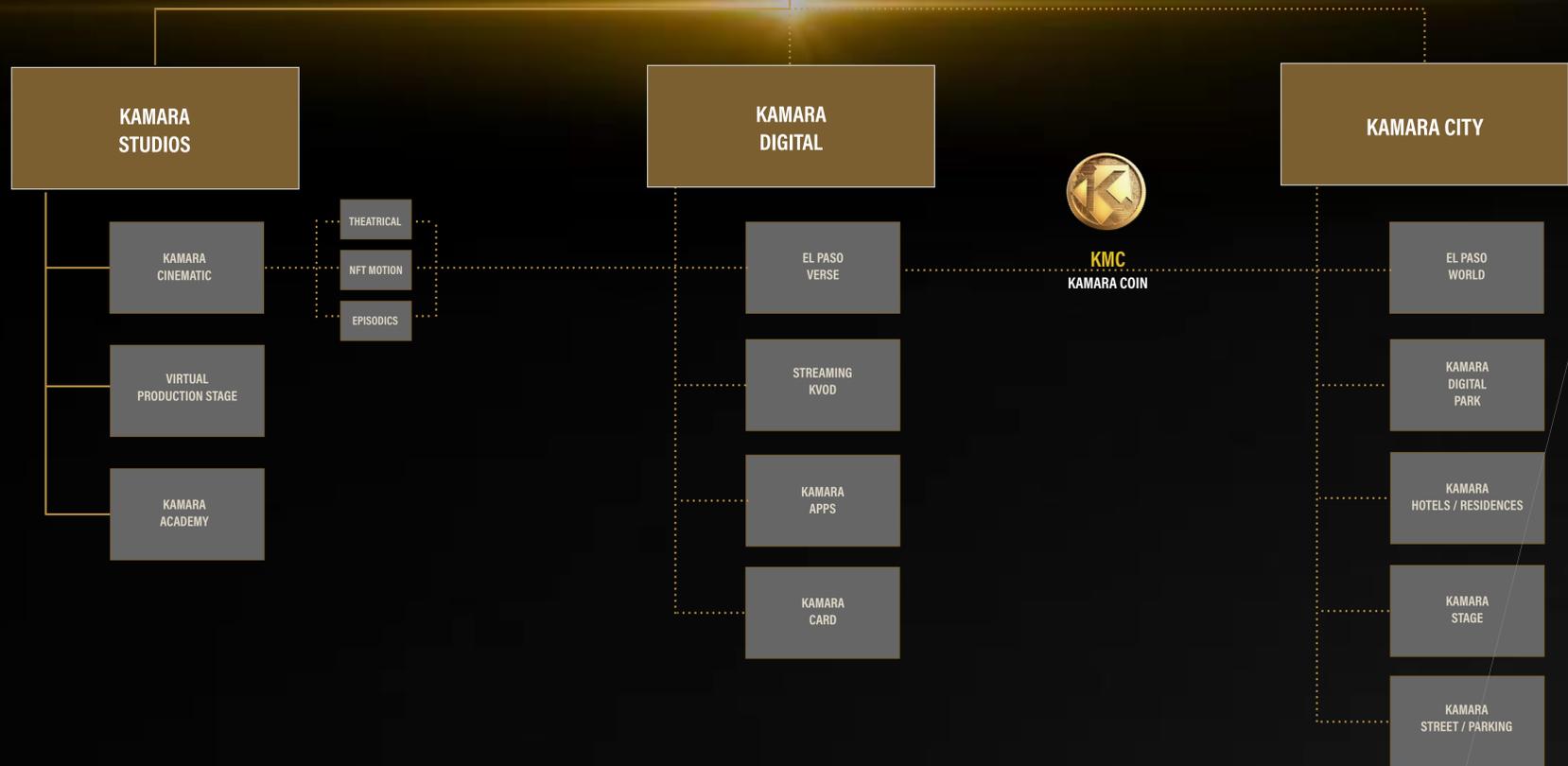
The world is changing – and so is the way we participate in entertainment.

**KAMARA COIN WILL POWER ALL THREE PILLARS
OF THE STUDIO CONGLOMERATE**



BACKED BY KAMARA'S CORE BUSINESSES

KAMARA



PRODUCTION

Cinematic content will flow from Kamara Studios, across a range of formats, with franchise brands crossing over from one platform to another.

All **NFTs**, **episodic series**, **theatrical feature films** and **El Paso Verse** productions by Kamara will be fully redeemable with Kamara Coin.

Filmmakers of tomorrow will also be eligible to pay for their tuition programs at Kamara Academy with Kamara Coin.

INNOVATION

Kamara believes consumers should be allowed to experience motion pictures and the new forms of entertainment in the formats *they* prefer – not the ones set by distributors cycles.

Kamara Digital will provide a wide range of entertainment engagement, inside and outside Kamara's ecosystem - the currency to experience it all is Kamara Coin.

DESTINATION

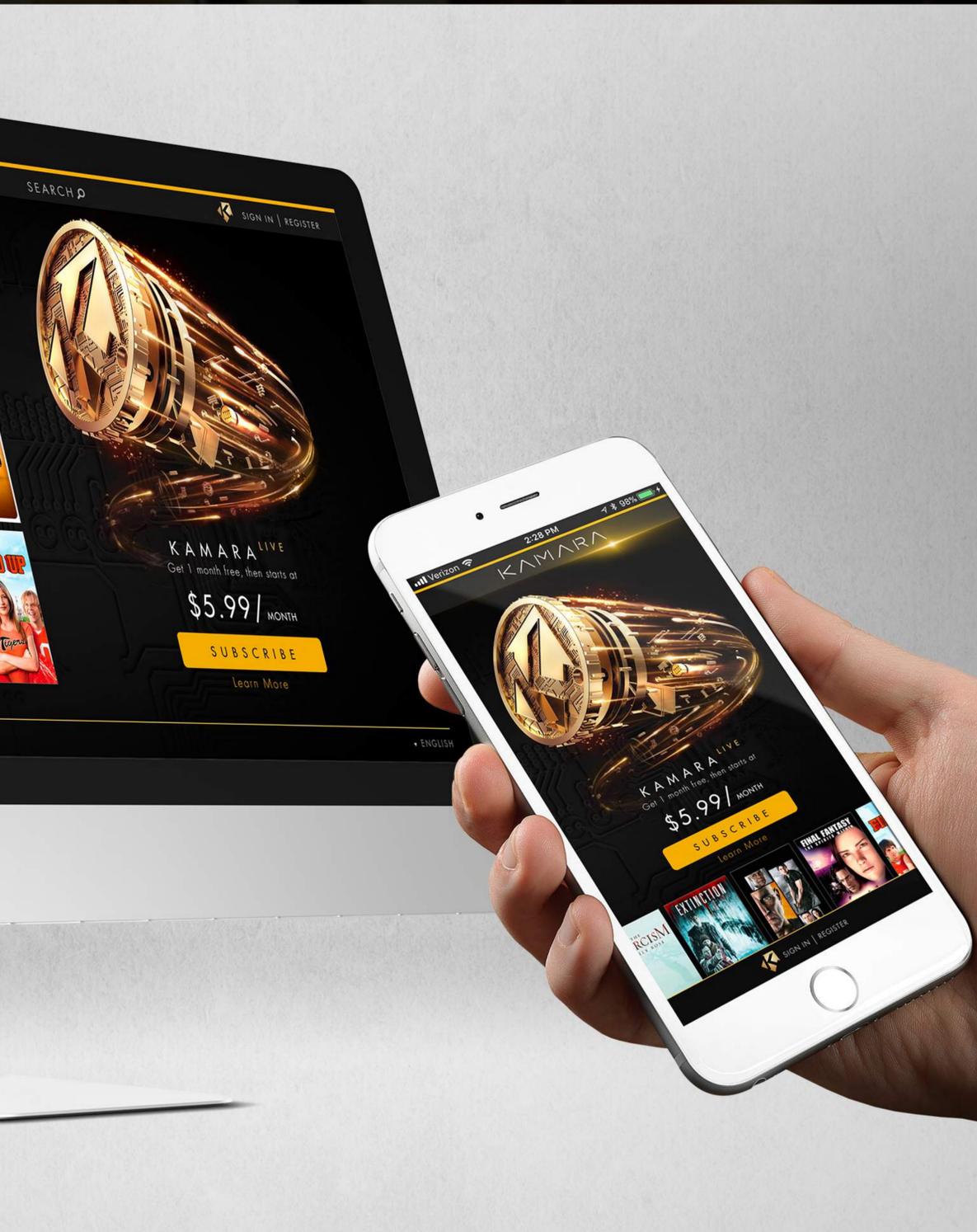
When Kamara City will open its doors, visitor from around the globe will be encouraged to exchange their fiat or crypto currencies into Kamara Coin, in order to take full advantage of the experiences offered there.

On site there will be exchange offices and ATM type machines throughout to conveniently fuel Kamara Wallets.

People who stake Kamara Coin to certain levels in their wallets, will gain exclusive access into Kamara's entertainment universe.



KAMARA DIGITAL



KAMARA LIVE

Kamara Live will be a streaming app to initially launch in North American, Latin American as well as other international territories.

Streaming content will come from Kamara Cinematic productions for **episodic series**, **feature films** and **NFTs**, as well as entertainment libraries to be provided from 3rd parties.

Kamara Live will be uniquely different from other streaming platforms, in that it will be based on the cryptocurrency Kamara Coin to power consumer streaming accounts.

Basic Access will be free to any consumer holding a certain Kamara Coin balance in their Kamara Wallet, whereby tier-based levels in wallets will determine access to exclusive and highly engaging content.

For those who wish to experience the streaming app through Fiat payments, the underlying app technology will establish their Kamara Wallet associated account with Kamara Coin as representation of their subscription.



Kamara's sales, marketing and distribution operations will be helmed by **Louis Feola** - formerly President of Worldwide Home Entertainment at Universal and President of non-feature Production at Paramount.



Kamara's digital operation will be helmed by **James Cardwell** who as President of worldwide home entertainment at Warner Bros. was responsible for sales, marketing and distribution to all transactional VOD platforms.

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