



# Prime Focus Limited

## FY14 Investor Presentation

August 2014

FY14 is for 15 months ending June-2014

[primefocusltd.com](http://primefocusltd.com)

Earnings Presentation FY14





# Safe Harbor

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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

Prime Focus will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



# Agenda

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\*FY14 is for 15months ending June-2014



# PFL...The Paradigm Has Been Shifted

Bold strategic roadmap adopted a decade back transforms PFL into  
**World's Largest Global Integrated Media Services player**

## Unique DNA



**'Creative cum tech' combination** helps PFL emerge as only player to provide full bouquet of creative and technology based media services – new businesses (VFX, 3D & PFT) already contributing 80% of FY14 revenues

## Present in top M&E Markets



**Increasing presence across all major content markets** with over 80% of revenues from outside India – we service our global clientele from 16 cities across the globe

## Higher growth ahead



**Acceleration via M&A** to spur next phase of growth. Year 2014 has started with PFT's DAX acquisition, Double Negative-PFW merger & PFL-RMW Film and Media services merger



# Double Negative and Reliance MediaWorks (FMS) merge with Prime Focus

## Double Negative

Europe's largest and one of top 3 independent Global VFX players

## PRIME FOCUS

Strong global & domestic VFX business; market leader in 3D Conversion; Pioneer and market leader in Media ERP technology and Cloud-enabled Digital Media Services

## RMW Film & Media Services (FMS)

Leading Player in Bollywood VFX business, state-of-the-art Infra, established image processing business & India's largest studio business



double negative visual effects



- Unmatched customer value proposition globally
- Largest Global Independent Tier 1 VFX and 3D Conversion services provider
- Tier 1 Player in India providing integrated media & technology services
- Rs 18 bn combined proforma revenue & over Rs 3bn proforma EBITDA ("look-back" basis)
- \$ 300 mn+ order pipeline
- 5,500+ people across 16 locations



# Synergies to create sustainable value through enhanced efficiencies

Significant revenue enhancement opportunity and cost synergies to boost EBITDA margins in the near to medium term



PRIME FOCUS LIMITED



- Envious track record of spectacular VFX work
- Deep relationships with major studios
- Access to best talent pool – employer of choice

- Global leadership: larger contracts, top quality and unmatched execution capability
- Hybrid Global Digital Pipeline for seamless VFX and 3D workflow integration
- Strengthens PFT with cutting edge image processing technology from Lowry Digital
- Strong foothold in Indian and global broadcasting segment through PFT, DAX, RMW and Lowry
- Leading integrated Bollywood services player offering unmatched customer value proposition
- Significant cost synergies: \$8-10mn near-term by removing just duplication and overheads;
- Enhanced profitability of global VFX business by scaling PFW's 'WorldSourcing' model



- Strong client base in Bollywood, Hollywood and Broadcast segments
- State of the art facilities
- Studio relationships & affiliate networks
- Highly complementary assets to deliver one-stop-shop services





# Creating an unmatched, winning proposition in Media Services

## 2D & 3D

- \$264mn p.a. new releases movie conversion opportunity in US alone
- Growing China market
- \$1.75bn library conversion opportunity

### Prime Focus

- Global leader with ~30% market share
- 50+% market share of this summer's Blockbuster Hollywood releases

### RMW

- Strong studio relationships and affiliate network
- Strategic stake in Digital Domain
- State of the art facility in Navi Mumbai (SEZ)

## VFX

- \$2.2 - 2.5 bn market
- 10% 5-year CAGR
- 7 of top 10 Hollywood Box Office hits in 2013 were VFX driven

### Double Negative

- Amongst top 3 VFX providers in world
- Provider of choice for number of top movie franchises
- Top-end talent with proven credentials
- Strong sales team, studio relationships

### Prime Focus

- Leading Tier 2 player
- High margin WorldSourcing™ model

### RMW

- Amongst leading players in India
- VFX studios in LA, London and Mumbai

## Cloud Tech. Sevices

- Digital content solutions market to grow at 5% CAGR and reach \$12.9bn in 2018 (E&Y study)



### Prime Focus

- Pioneered CLEAR, world's first hybrid cloud-enabled Media ERP platform
- 24\*7, 106,000 sq. ft. global content operations hub
- Non linear growth with high margins



### RMW

- Lowry Digital is leader in Global Imaging services
- US fron-tend, owner of Lowry Process
- State of the art facility in Navi Mumbai (SEZ)

## Post Prod/Asset rentals

- Indian post production market to grow at 17% 2013-18 CAGR to reach Rs. 38.1bn in 2018

### RMW PP Services

- Tier 1 player in Indian film and broadcast market
- MPAA/ FOX certified Studio facilities – largest in India
- Leader in camera rentals

### Prime Focus

- Proven track record in Bollywood
- Top end service provider
- Most profitable Indian operations



# Merger with DNEG catapults PFW into Tier 1 VFX leadership globally

## About Double Negative (DNEG)

- Europe's largest independent VFX house
- Among top 3 globally
- Strong and deep Hollywood relationships, collaborates from the first stages of projects; producing ideas and concept imagery and developing pre-visualizations and VFX production plans
- Portfolio includes blockbusters - Godzilla, Christopher Nolan's Interstellar, Jupiter Ascending from Andy and Lana Wachowski, Ridley Scott's Exodus: Gods and Kings and Brett Ratner's Hercules, among others

## Marquee Clients



## Investment Rationale

- Entry into top league in VFX services
- Move up the value-chain with more complex projects and larger ticket size
- PFW's "Worldsourcing Model" to add to significant Cost Synergies
- Leverage Global Tax Credits, improve project pipeline & capacity utilization
- Leverage VFX Work into View-D



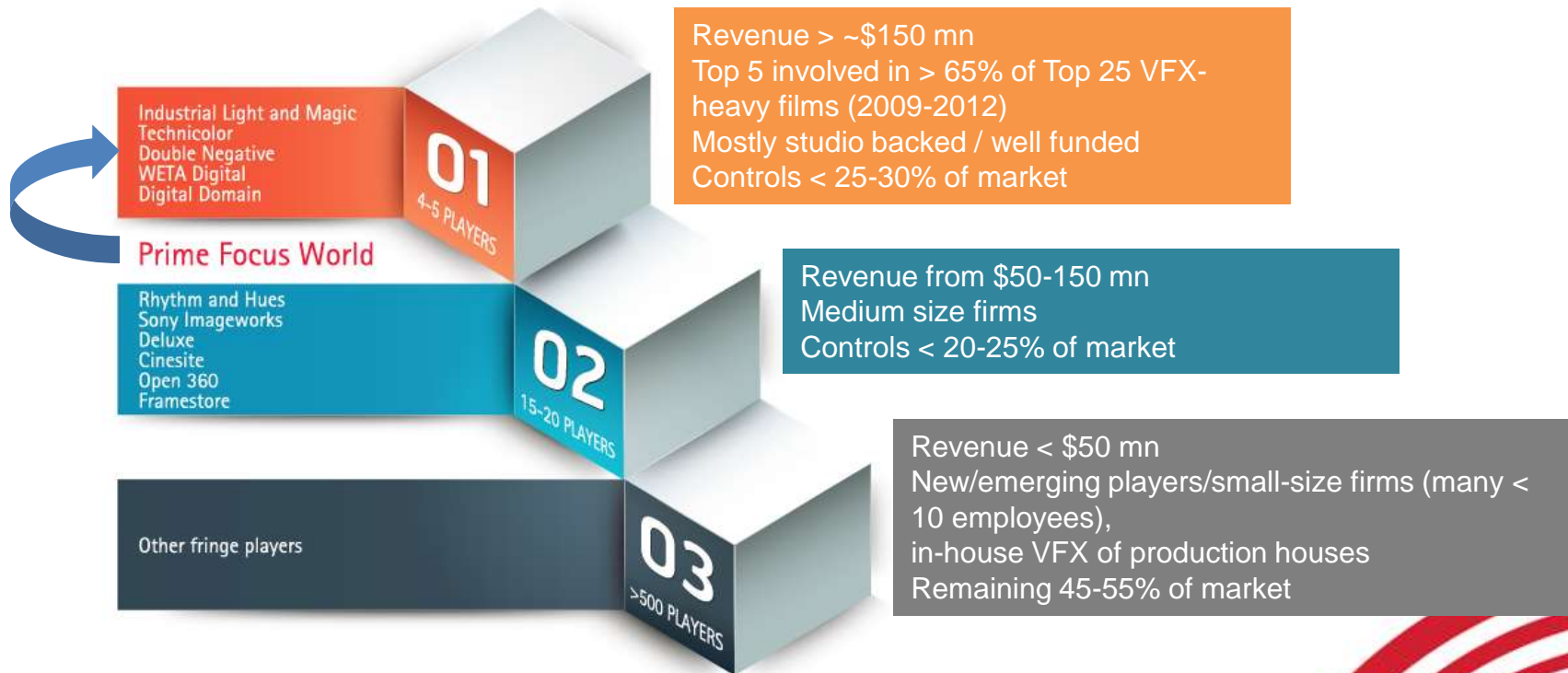
*DNEG's work in 'Inception' won an Oscar for Visual Effects in 83rd Annual Academy Awards*















# In one move, DNEG-PFW becomes the leading, independent Tier 1 VFX provider

PFW + DNEG merger a smart move given the fragmented nature of VFX industry and high entry barriers to industry's Tier 1 which controls a major chunk of business





# PFW-DNeg largest in scale with unparalleled service capabilities

										
3D Conversion	✓							✓	✓	✓
VFX	✓	✓	✓	✓	✓	✓	✓	✓		
Bundling	✓									
Unified Management in 3D & VFX	✓									
Access to UK Tax Credits	✓	✓				✓	✓	✓		
Access to Canadian Tax Credits	✓			✓		✓				✓
Studio Facing Offices in Los Angeles	✓			✓		✓		✓		
Access to Low Cost Production Facilities	✓			✓	✓	✓				
WorldSourcing	✓									
Staff	3,500+		~800	~1,000	~1,400	~1,100	~700	~700	~800	NA

Source: Company websites and management's estimates

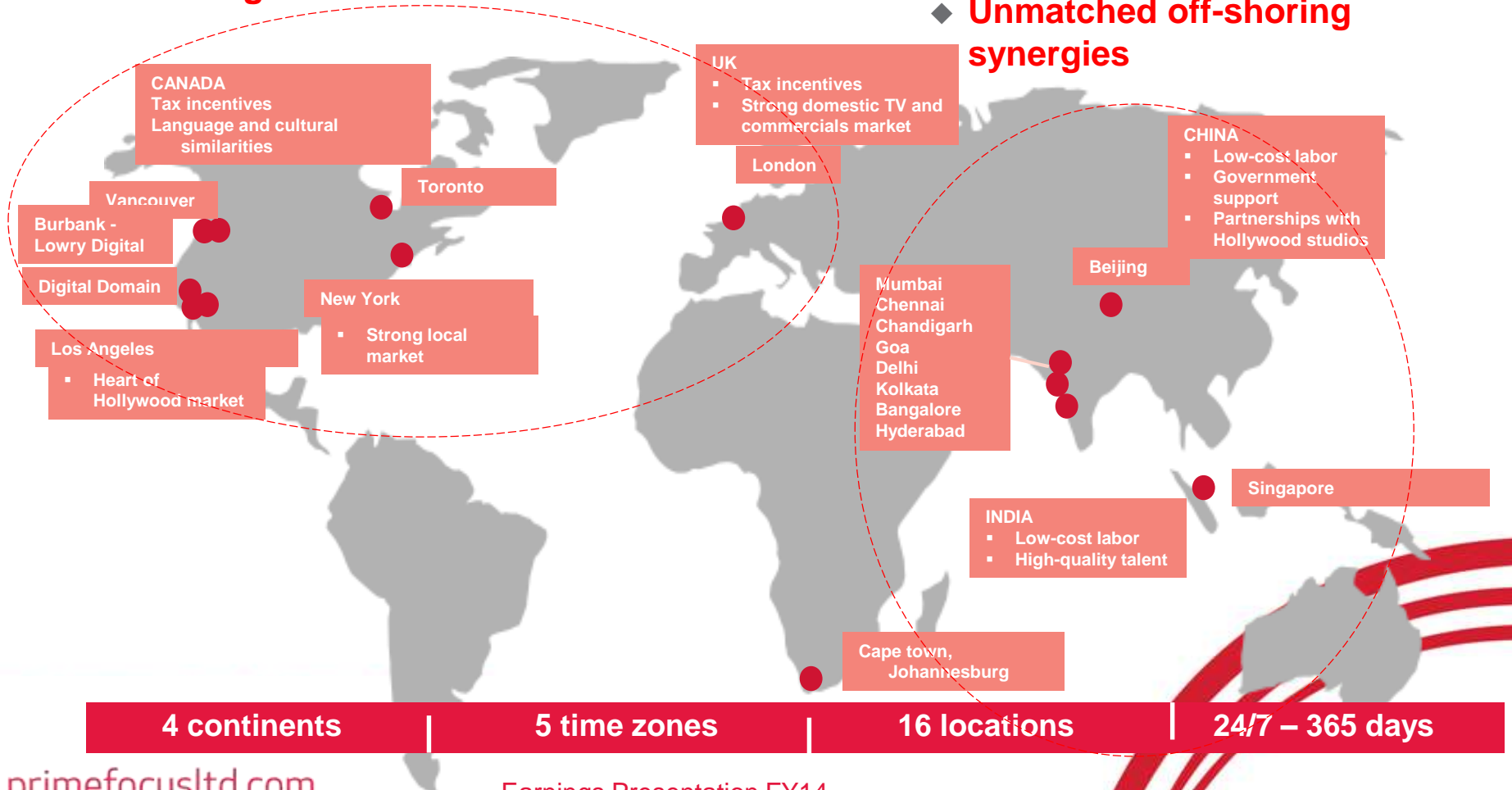


# 'WorldSourcing' model providing unmatched competitive edge

Largest global network providing highest quality, fastest time to market and most efficient pricing & significant cost synergies

## ◆ Stronger front-end

## ◆ Unmatched off-shoring synergies



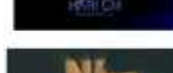


# PFL - RMW combination to enhance service offerings in both India and World

## About RMW Film and Media Services

- Part of Reliance MediaWorks - India's leading media company with diversified production, distribution and services offerings
- Tier 1 Player in Indian Bollywood market, also owns an integrated studio with ~25% capacity\* of Mumbai studio market
- Hollywood portfolio includes Men in Black 3, The Girl with Dragon Tattoo, The Social Network, X-Men First Class, Transformer 3, Mission Impossible, The Curious Case of Benjamin Button, Hangover 2, Terminator

## Marquee Clients



\*Source:RMW Corporate Presentation

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Earnings Presentation FY14

## Investment Rationale

- Integrated facilities with strong asset base & significant capacity addition and scale in Bollywood & Hollywood
- Larger foothold and unmatched customer value proposition in fast growing Indian M&E market
- Leverage Reliance's global relationships and investments



RMW's 'Lowry Process' won Scientific and Technical Award 2012 of the Academy of Motion Picture Arts and Sciences



# RMW FMS – PFL offer complete media services offerings

## Tier 1 player in Indian M&E Services

- Film Processing Lab
- DI & Digital Cinema
- Film image enhancement
- VFX & Stereoscopic conversion
- Animation
- Film & Broadcast equipment rentals
- TVC & Broadcast post
- MPAA, Fox Security Group (FSG) accredited facilities –
  - 200,000 sq.ft. state-of-the-art Studio facility in Film City
  - 90,000 sqft SEZ in Navi Mumbai and 75,000 sqft facility in Film City



**Only DI Lab with 4K facility in South Asia**



**Sound stages & Shooting floors**

## Only end-to-end creative service provider in India

	RMW	Prime Focus	Prasad Studios	Pixion	Ramoji Filmcity
Shooting Stages	✓		✓		✓
Film Lab	✓		✓		
Post, DI and VFX	✓	✓	✓	✓	Post only
2D – 3D	✓	✓	✓		
Restoration	✓	✓	✓	✓	
Camera Rental	✓	✓	✓		✓
Technology/ BPO services	✓	✓			





# Delivering services across the spectrum for Film, Broadcast & Advertising clients

360 degree offering with integrated suite of digital media services

RMW



Film Studios

RMW & PFL



Film Equipment

RMW



Film Shooting

RMW & PFL



Film Lab

RMW & PFL



Editing/Color  
Correction/DI



RMW & PFL



Lowry  
Digital

Media ERP technology, Image  
Processing technology and  
Cloud-enabled Services

RMW & PFL



RMW & PFL



2D to 3D Conversion

RMW & PFL



Animation

RMW & PFL



VFX





# PFW - DNEG & PFL- RMW FMS Transaction Highlights

Promoters to invest Rs 1.2 bn at Rs.52 / - per share

33.5%\*

30.2%\*

Reliance to invest Rs 1.2 bn at Rs.52/- per share + business with Equity Valuation of Rs 3.5 bn



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Acquisition of RMW Film & Media services assets in a slump sale

**RELIANCE**

MediaWorks

## Rs 3.5 bn Equity + Assumed Debt

- 200,000 sq.ft. state-of-the-art Studio facility in Film City
- 90,000 sqft SEZ in Navi Mumbai and 75,000 sqft facility in Film City
- 30% stake in Digital Domain
- 100% ownership of Lowry Digital

Shareholding  
100% Prime Focus \*\*



PRIME FOCUS WORLD

100%



## Enterprise Valuation of ~£55 mn

- ~60% paid upfront Plus assumed Debt (leases + WC)
- ~40% long term in Cash, Equity and Equity Options in PFW

\*\*On a fully diluted basis, accounting for the conversion of MacQuarie & AID instruments, as well as the equity units towards DNEG transactions, PFL will continue to own ~ 80% of PFW



# FY14 & Quarter ending June-2014 Performance

FY14 is for 15 months ending June-2014





# FY14 Highlights:

**Landmark mergers enhance leadership, fully geared for next phase of global growth**



PFT's CLEAR positioned as an 'Exemplar' on the NASSCOM Product Excellence Model



PFW, has been awarded the production industry's coveted Apollo Award for **White House Down**



PFT received ISO 27001 certification

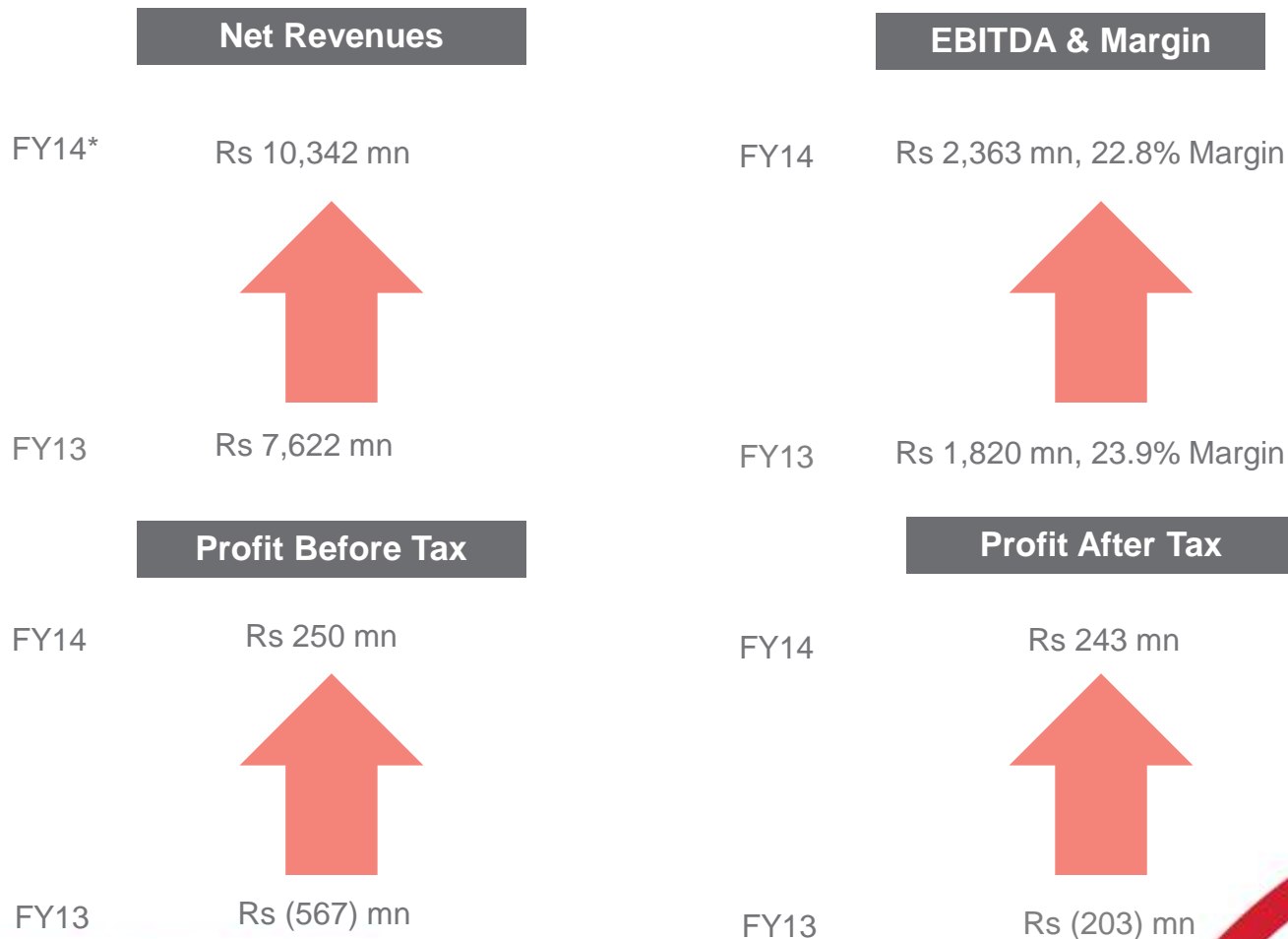
- New businesses (ViewD+VFX, PFT) deliver strong growth in FY14\*
  - Revenue share of new businesses up to 80% compared to 69% in FY13
  - EBITDA share of new businesses up to 80% in FY14 compared to 56% in FY13
  - After achieving global acclaim for Gravity, PFW further strengthens its position as leading 3D & VFX service provider with Transformers-Age of Extinction, Guardians of the Galaxy, Edge of Tomorrow and Maleficent among others
  - India's Broadcast Audience Research Council (BARC) selects PFT for Play-out Monitoring services
- PFW-DNEG merger catapults company to Tier 1 Global VFX leadership augmenting existing leadership in 3D services (~30% share)
- PFL-RMW's film and media services merger provides unmatched offering to fast growing Indian M&E market
- PFT completed the DAX acquisition establishing a strong base of marquee customers in the North American market with huge growth potential
- PFL completes previously announced sale of India-based 'back-end' to PFW
- Combined order book of \$ 300 mn+ post mergers with strong revenue enhancement potential and significant identified cost synergies
  - Cost reduction efforts already initiated across North America, London and India
  - Delivery on integration strategy is key priority for expanded management team for this fiscal year
  - Board approves management action plan to rationalize / monetize the loss making London post production operations. PFL takes appropriate provisions

\* FY14 is for 15 months ending June-2014

**Earnings Presentation FY14**



# FY14: Sustained EBITDA margins and turnaround in PAT



*\*FY14 is for 15months ending June-2014, figures are not comparable with FY13*

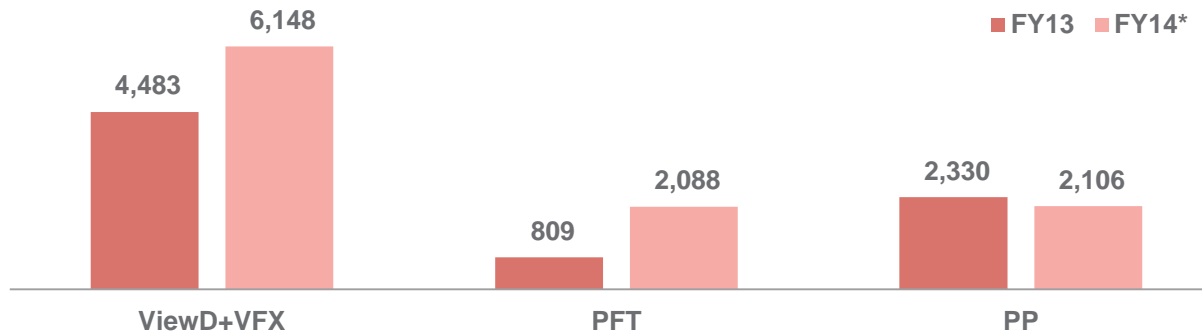


# FY14 Segmental Analysis:

## Strong traction in new businesses

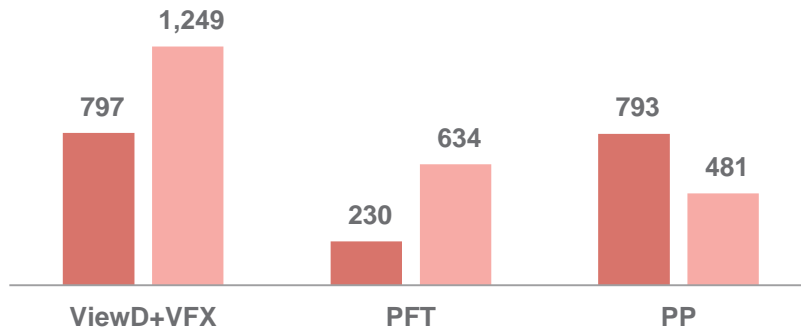
### Segment-wise revenues

Figures in Rs Million; Consolidated financials



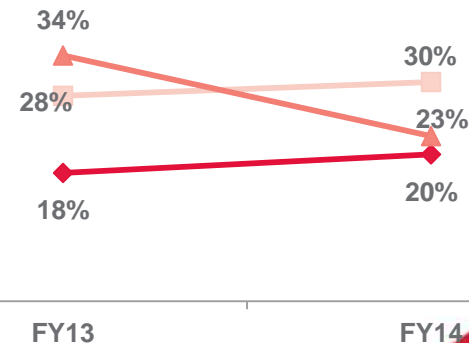
### Segment-wise EBITDA

■ FY13 ■ FY14\*\*



### Segment-wise EBITDA Margins

◆ ViewD+VFX ■ PFT ▲ PP



\*FY14 is for 15 months ending June-2014, figures are not comparable with FY13

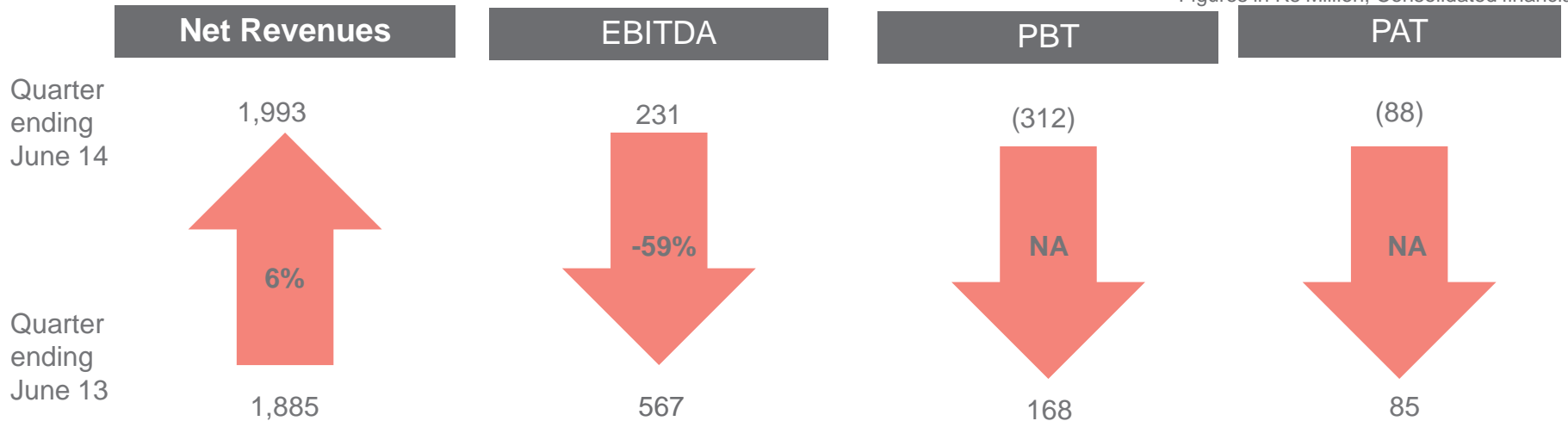
PP is Post Production services

\*\*For ViewD+VFX FY14, Segmental EBITDA includes backend business, historical quarterly figures are not comparable  
Bulk of PP EBITDA Corresponding to India Business continues to maintain 30%+ margins



# Transient impact on margins in a traditionally weak quarter

Figures in Rs Million; Consolidated financials



- June quarter is a seasonally weak quarter as most of the upcoming summer releases work gets delivered by March / April itself
- Increase in personnel costs on account of duplication / expansion of strategic VFX capabilities in Mumbai and Goa that will help accelerate integration benefits going forward
- Cost Consolidation already begun with closing down of PFW's London & Canada VFX Operations, and seasonal optimization in India
- Personnel costs at PFT also higher with the absorption of DAX this quarter, synergies to play out in the ensuing quarters with integration on track and good early wins
- Depreciation and certain other exceptional expenses have shown significant jumps due to new rules as well as impetus for even more conservatism under the new Companies Act

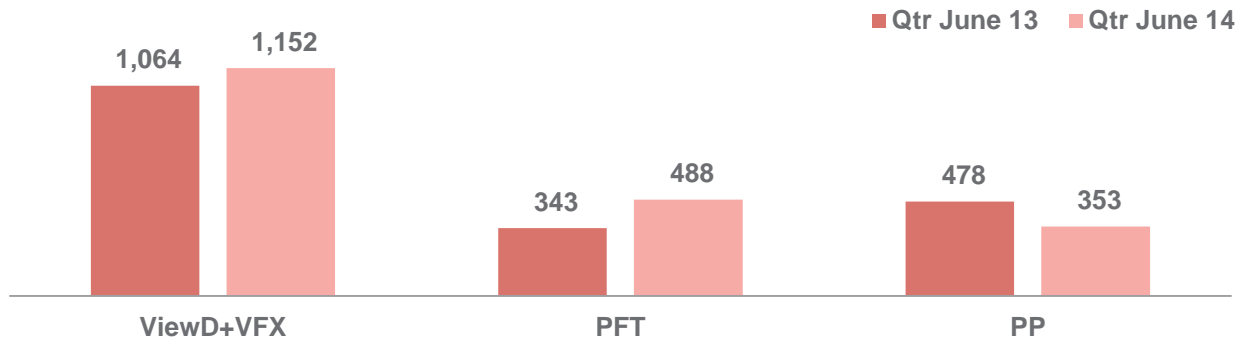




# Quarter ending June 2014 Segmental Analysis

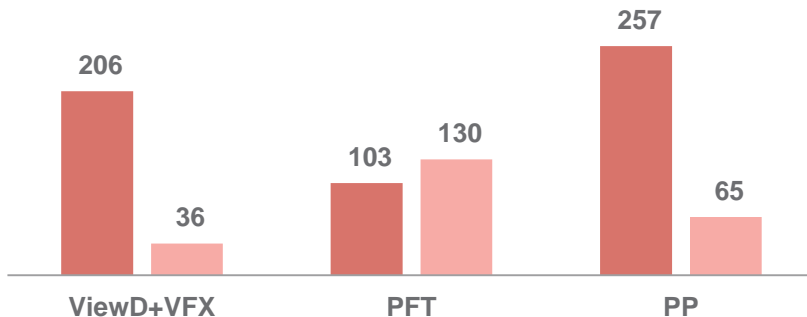
## Segment-wise revenues

Figures in Rs Million; Consolidated financials



## Segment-wise EBITDA

■ Qtr June 13 ■ Qtr June 14



## Unique Factors Affecting Qtrly Results

- **ViewD+VFX** → seasonality prior to summer releases, strategic but duplicative VFX resources to spear head integration efforts → **initiated global synergy realization efforts**
- **PFT** → DAX acquisition, increased D&A under new rules, increase in R&D and global sales resources → **capture global market opportunity**
- **PP** → **India business continues strong, UK PLC** pulling down results – took provision this quarter

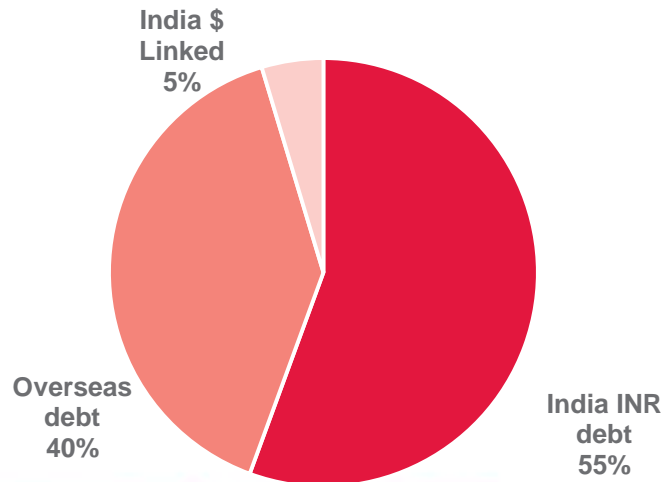
- For ViewD+VFX FY14, Segmental EBITDA includes backend business, historical quarterly figures are not comparable
- Bulk of PP EBITDA Corresponding to India Business continues to maintain 30%+ margins



# Debt profile

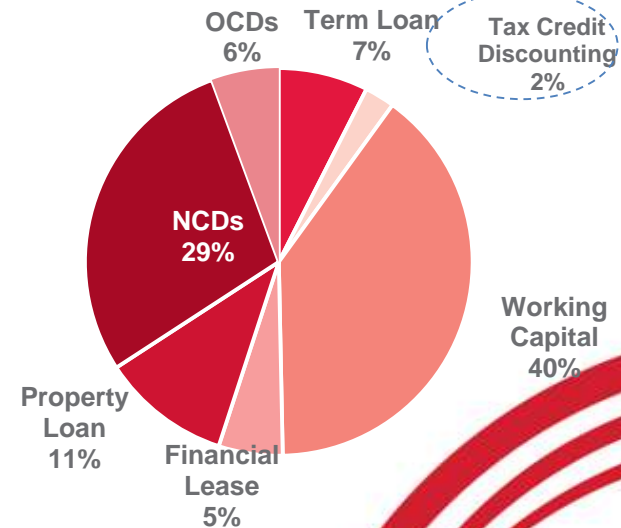
- Consolidated gross debt of \$ 137 mn (Rs 8,216 mn) in June 2014 compared to \$ 134 mn (Rs 8,021 mn) in March 2014
- The entire increase is due to a low cost new Tax Credit discounting facility availed in US, which is fundamentally discounting against a Canadian Government receivable from a timing perspective
- Increase in non-cash accreted interest on NCD's is adequately offset with repayment of high cost bank debt
- In Sept quarter, company has paid off high cost ~\$11 mn debt in India on closure of the backend sale to PFW
- In process of getting shares released, expected to bring down pledge to ~ 20% in coming months

## Geographical break-up of debt (\$mn)



\$1 = Rs 59.94

## Debt Composition (\$mn)



Consolidated debt - \$ 137 mn (Rs 8,216 mn)



# Key projects delivered in the last quarter

## Hollywood



**Guardians of the Galaxy**  
(3D Conversion)



**Transformers- Age of Extinction**  
(3D Conversion)



**Edge of Tomorrow**  
(3D Conversion)



**Maleficent**  
(3D Conversion)



**Godzilla**  
(VFX-DNEG)



**Transcendence**  
(VFX-DNEG)

## Bollywood



## TVCs





# PFW - Ongoing announced projects - Hollywood



**Ant-Man**  
(VFX)



**Batman v Superman**  
(VFX)



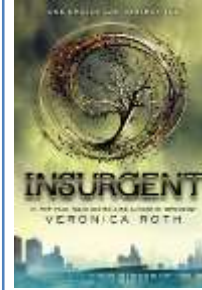
**Sin City: A Dame to Kill For**  
(VFX)



**Exodus: Gods and Kings**  
(VFX)



**Avengers: Age of Ultron**  
(VFX)



**Insurgent**  
(VFX)



**Kingsman: The Secret Service**  
(VFX)



**Ninja Turtles**  
(3D Conversion)

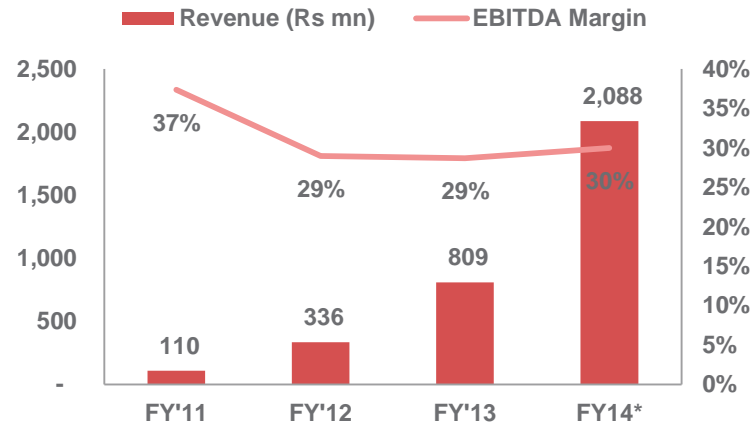


**Terminator-Genisys**  
(VFX)

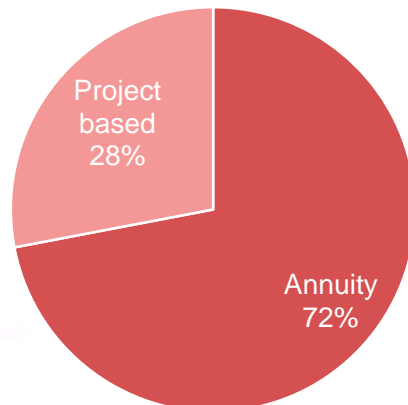


# PFT – On accelerated growth path

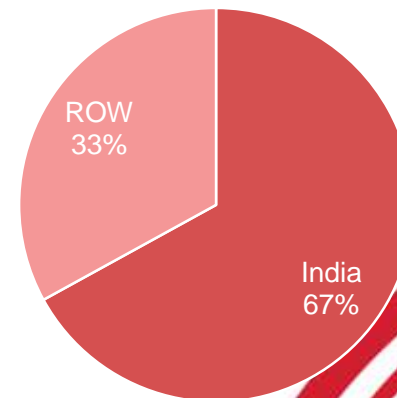
## Sustained growth with > 30% margins



## Revenue by contract type FY14



## Revenue by geography FY14



\*FY14 is for 15months ending June-2014  
Earnings Presentation FY14





# PFT going from strength to strength with new client wins

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- India's Broadcast Audience Research Council (BARC) selects Prime Focus Technologies (PFT) for Play-out Monitoring Service.
  - PFT's Play-out Monitoring Service will input reliable data in to BARC's Audience Measurement System for generating TV Viewership Per Thousand (TVTs).
  - PFT will scan over 400 channels on a daily basis – a whopping 35 million hours of content annually
- PFT completed the DAX acquisition on April 1<sup>st</sup>, 2014 with integration efforts on track with a phased cost reduction program already underway
  - PFT inked an enterprise agreement with FX Networks to deliver cloud enabled production workflow solution including Digital Dailies®, DAX BOX™ and DAX Mobile® for all FX shows and pilots
- Added Saatchi & Saatchi, Havas Worldwide, Bajaj Finance Limited, Kent RO Systems in its client portfolio of Brand Services
- Launched CLEAR Media ERP in South East Asia markets at Asia's largest digital and multimedia tradeshow for the pro-audio, film and TV industries





# Achievements



PFW, has been awarded the production industry's coveted Apollo Award for its '**Best Visual Effects**' in **White House Down**, Prime Focus bagged the award at a ceremony organized on the side lines of Broadcast Asia 2014, at Marina Bay Sands, Singapore.



PFT's CLEAR, world's first hybrid cloud-enabled Media ERP platform, has been granted pole position for strategic and execution excellence in the ERP grid that measures providers of Enterprise Business Software and Unified Communication & Collaboration.



Prime Focus Technologies received ISO 27001 certification - The first M&E industry focused cloud technology solutions provider to achieve this certification. Reaffirms PFT's capability to manage availability, confidentiality and integrity of content – a whopping 350,000 hours that it manages on behalf of its global clients.



# Growth Outlook & Strategy





# Strategic plan for next phase of growth

## Strategic Direction

### Present

- Global leader in stereo 3D conversion (30% share)
- One of top 3 global VFX players
- Tier 1 Player in growing Indian M&E market
- Established PFT business, witnessing high growth and improving profitability
- Invested in facilities and workforces
- Secured successful rounds of funding from PE investors – SCPE, AID, Macquarie and Reliance ADAG

### Future

- Strengthen leadership in VFX & 3D by growing presence in all our existing markets – synergies from mergers to provide thrust to growth in revenue and margins
- PFT to be rolled out in the US at accelerated pace through DAX
- Strong platform to address fast growing M&E market in India
- Ramp up in new markets like China
- Cost consolidation & effective utilisation of resources
- Reduction in debt through improving cash flows and low capex

- Sustain clear leadership across all M&E Services markets
- To be house of choice for VFX & 3D Services for Tier 1 Studios
- Establish CLEAR as the de-facto ERP of the M&E industry globally
- Leverage on the robust Worldsourcing® model to increase returns
- Higher Margins & Optimum level of Debt & Cash Flows



# Immense Integration benefits

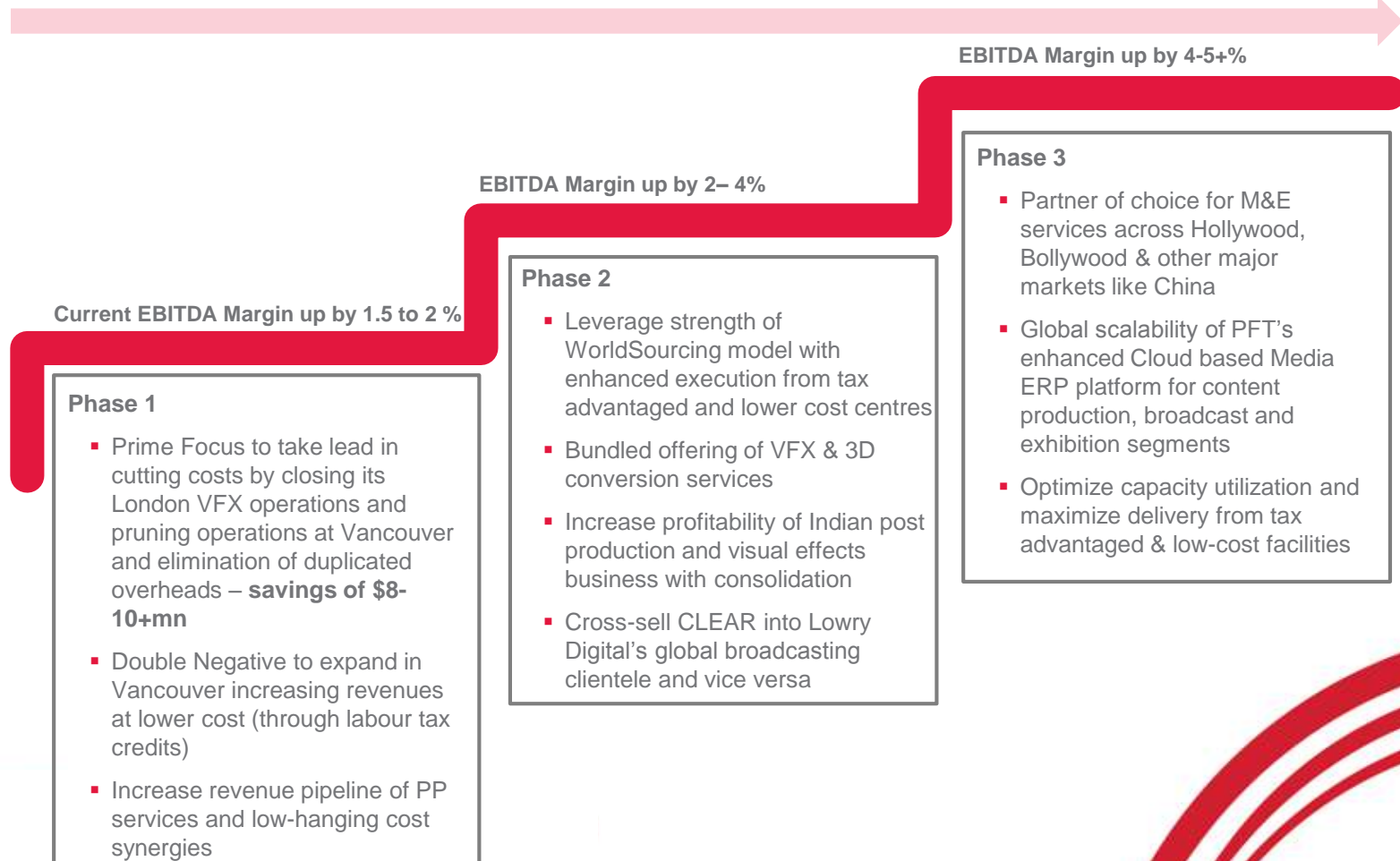
## Huge upside potential

Well-planned roadmap targeting profitability and cash flows

First 12 months

18-24 months

24-36 months





# Fuelling success with marquee clients across the globe

## Creative services

Leading Hollywood and Bollywood studios



## Technology services

Leading broadcasters, studios, brands, sports and digital businesses





# Annexure

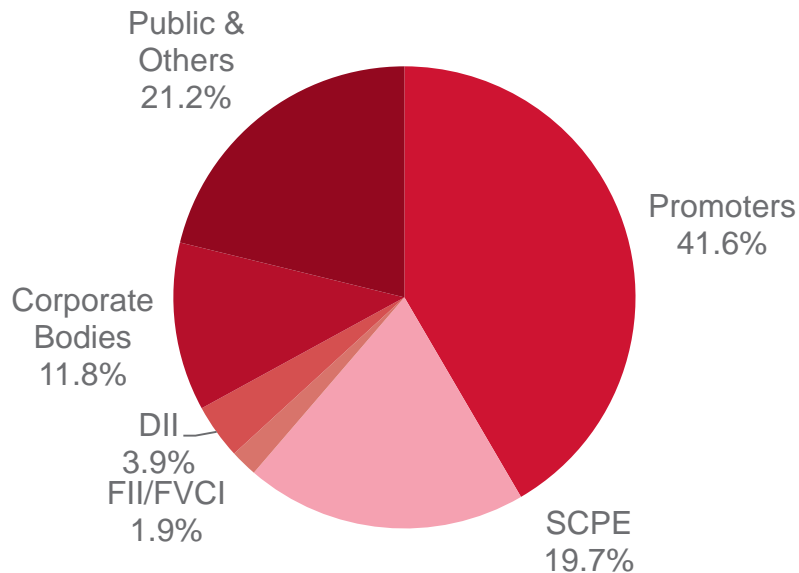




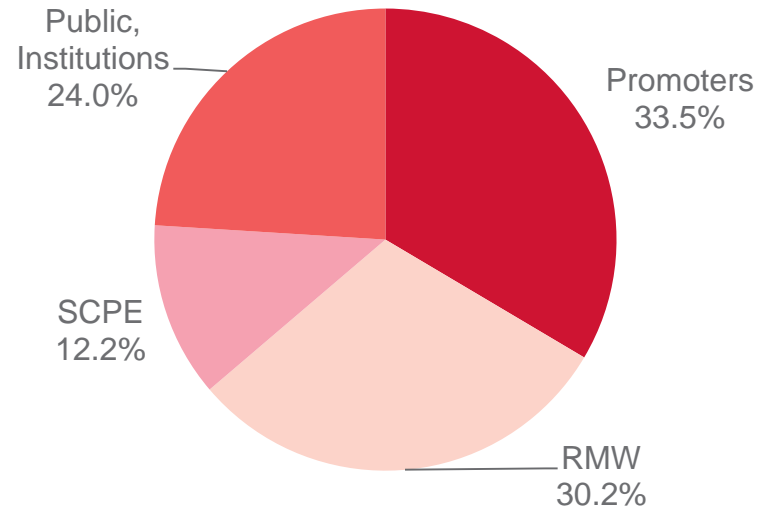


# PFL Shareholding Pattern Evolution

As on 31st March 2014  
Outstanding shares – 185 mn



Fully diluted  
Outstanding shares\* – 299 mn

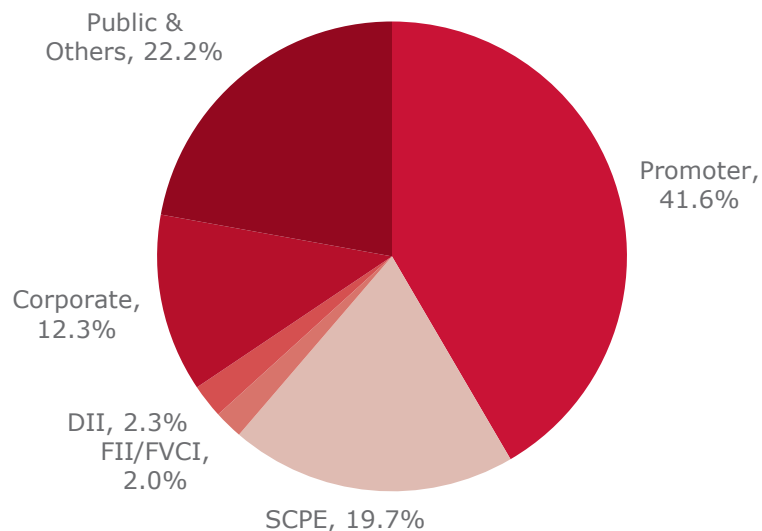


\*Indicative Shareholding is post Preferential Allotment but Pre Open offer



# Shareholding as on June 30, 2014

As on 30<sup>th</sup> June 2014  
Outstanding shares – 185 mn



Major Non-Promoter Shareholders	% shareholding
Standard Chartered PE	19.7%
Rakesh Jhunjhunwala	6.1%
Top Class Capital Markets Pvt Ltd	4.5%
ICICI Prudential Dynamic Plan	2.3%
Trishya R Screwvala	1.1%



# Consolidated Profit & Loss Statement

Particulars(Rs million)	Qtr June' 14	Qtr June'13	Qtr March'14	% Change YoY	% Change QoQ	FY14*	FY13
Net sales / income from operations	1,993	1,885	2,366	6%	-16%	10,342	7,622
Total Expenditure	1,851	1,458	1,852	27%	0%	8,360	5,869
Personnel Cost (including technician fees)	1,315	941	1,150	40%	14%	5,414	3,850
Other Expenditure	536	517	703	4%	-24%	2,945	2,019
Foreign exchange gain/(loss)	89	141	(90)	-37%	NA	381	68
EBITDA	231	567	424	-59%	-46%	2,363	1,820
Depreciation & amortization	294	225	277	31%	6%	1,332	999
EBIT	(64)	343	147	NA	NA	1,031	822
Interest & Finance charges	175	130	108	34%	63%	687	418
Other income	14	28	(22)	-48%	NA	79	107
Exceptional Items- Expenditure	88	72	8	22%	NA	174	1,077
PBT	(312)	168	9	NA	NA	250	(567)
Tax Expense	(161)	75	93	NA	NA	71	(398)
Minority Interest	(63)	7	(12)	NA	NA	(64)	35
PAT	(88)	85	(72)	NA	NA	243	(203)

Key Ratios	Qtr June' 14	Qtr June'13	Qtr March'14	FY14	FY13
EBITDA Margin	11.6%	30.1%	17.9%	22.8%	23.9%
Net Margin	-4.4%	4.5%	-3.0%	2.3%	-2.7%
Total Expenditure/ Revenues	92.9%	77.4%	78.3%	80.8%	77.0%
Personnel Cost/ Total Operating Income	66.0%	49.9%	48.6%	52.4%	50.5%
Other Expenditure/ Total Operating Income	26.9%	27.4%	29.7%	28.5%	26.5%

\*Financial year 14 has been extended to 15 months ending June, 2014

Earnings Presentation FY14



# Consolidated Balance-Sheet

Figures in Rs Million, consolidated financials

Particulars	Year ended June 30, 2014*	Year ended March 31, 2013
<b>Shareholder's Equity</b>	<b>7,375</b>	<b>5,544</b>
<b>Total Debt</b>	<b>7,475</b>	<b>6,301</b>
Minority Interest	1,613	641
Other Long Term Liabilities	606	177
Provisions	14	13
Trade Payables	1,249	610
Deferred Tax	119	131
Other Current Liabilities	2,258	1,751
<b>Total Liabilities and Owner's Equity</b>	<b>20,709</b>	<b>15,167</b>
<b>Net block</b>	<b>10,922</b>	<b>8,617</b>
<b>Capital Work in Progress</b>	<b>41</b>	<b>206</b>
<b>Intangible assets under development</b>	<b>157</b>	<b>63</b>
<b>Investments</b>	<b>0</b>	<b>0</b>
<b>Deferred Tax Assets</b>	<b>1,129</b>	<b>601</b>
<b>Long-term Loans and Advances</b>	<b>939</b>	<b>802</b>
<b>Other Non-current Assets</b>	<b>1</b>	<b>169</b>
<b>Inventory</b>	<b>0</b>	<b>4</b>
<b>Trade Receivables</b>	<b>3,853</b>	<b>2,549</b>
<b>Cash and cash equivalents</b>	<b>225</b>	<b>491</b>
<b>Other Current Assets</b>	<b>1,706</b>	<b>1,032</b>
<b>Short term Loans and Advances</b>	<b>1,735</b>	<b>631</b>
<b>Total Assets</b>	<b>20,709</b>	<b>15,167</b>

\*Financial year 14 has been extended to 15 months ending June, 2014



# About Us

Prime Focus Limited (PFL), the world's largest media services powerhouse employs over 5,500 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative and technology services including visual effects, stereo 3D conversion, animation, post-production, Digital Intermediate (DI), equipment rental, hybrid cloud-enabled Media ERP technology and cloud media services to Studios, Broadcast, Advertising and Media industries. Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP platform), Primetime Emmy® award-winning DAX Digital Dailies® and View-D™ (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring creative enablement, work flow efficiencies and cost optimization. 2014 has seen a spate of M&A: Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited. Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Singapore, Toronto and Vancouver.

**For more details,**

**[www.primefocusltd.com](http://www.primefocusltd.com) | [www.primefocusworld.com](http://www.primefocusworld.com) | [www.primefocustechnologies.com](http://www.primefocustechnologies.com)**

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