

# Wonderfilm Announces Operational Update for 2019



## WONDERFILM

VANCOUVER, BC / ACCESSWIRE / February 11th, 2019 / The Wonderfilm Media Corporation (TSX-V: WNDR), (OTC PINK: WDRFF), (FRA: 25Y), (“Wonderfilm” or “Company”), announced today an operational update for 2019.

### **2019 Operational Highlights:**

Wonderfilm continues to move forward with due diligence and negotiating final terms on the three recently announced acquisitions. The process is proceeding positively toward the Company entering definitive agreements to close the transactions in the very near term. These acquisitions form the foundation of positioning Wonderfilm as a stronger media content creation company able to boast significant new online reach, access to emerging markets and a broadening revenue base.

Partnering with Grapevine Logic represents an evolution of the Company’s online marketing reach, offering access to new social media technologies that will further monetize the Company’s content creation and create conduits to further monetize the Company’s growing library of productions.

Acquiring Starbury Media will expand Wonderfilm into sports and eSports promotion, production and distribution. This step into a fast-growing market segment is enhanced through the Grapevine acquisition and its significant social media reach.

Wonderfilm prepares to launch its own streaming movie channel directly into 100 million homes in the fall of 2019. This is a move that is also burnished though Grapevine’s online marketing by generating an instant connection to a worldwide genre-film fan base.

Wonderfilm remains on track and is projected to meet the original \$100 million production slate of 17 produced films set for the 2019 calendar year.

## **Expand Core Business – Expand Revenue**

Wonderfilm is determined to continue the strategic acquisitions announced that will seamlessly integrate within the Company's core business model, increase shareholder value, build revenue and forge strategic partnerships such as developing Wonderfilm's working relationship with billionaire, Bruno Wu.

### **Acquisitions that Make Good Business Sense:**

#### **Grapevine Logic**

As previously announced Wonderfilm is entering a strategic partnership with Grapevine Logic, a social media company that currently can reach more than 3 billion followers.

The Grapevine acquisition expands and supports the Company's core business while opening new content monetization opportunities, a marketing bonanza and broadening the Company's business strategy to include emerging technologies and social media applications.

Beyond the strong online marketing upside, a key for Wonderfilm in this exclusive partnership is merchandising and building unique communities for Wonderfilm productions; like its upcoming release, *Zombie Tidal Wave* (the next incarnation from the *Sharknado* franchise featuring the same Writer, Director and lead actor). As the partnership solidified, Grapevine will allow Wonderfilm to identify horror and zombie film fans from Grapevine's significant followers to start direct communication to build the Company's own fan base. This would occur from the moment the Company begins preparing each film's production and genre.

The two Companies will blend their strengths with Wonderfilm casting popular Grapevine influencers in some of its movies while offering the stars in its films access to Grapevine's online world to promote films.

#### **Streaming Content to Homes**

As Wonderfilm prepares to launch its own streaming movie channel into 100 million homes in 2019, Grapevine becomes an invaluable marketing asset to "get the word out." The partnership will identify and categorize prospective viewers through their existing "likes" and "interactions" to then be introduced and funnel people to the specific Wonderfilm content of interest to them streaming on the new channel.

In tandem with the launch of the new channel, Wonderfilm will continue to develop theatrical films that fully utilize a similar strategy to gain full advantage from the online strength of Grapevine's network of social media assets and influencers.

#### **Starbury Media, Wonderfilm's 'eSport' Strategy**

Wonderfilm recently announced its expansion into the exciting and growing world of 'eSports' through the acquisition of Starbury Media. Starbury means Wonderfilm will shortly be organizing, hosting and controlling access to several exclusive eSports events within the US and China – monetizing both on-site and online viewing. Grapevine becomes a critical marketing and delivery asset for this and also allows for active cross-fertilizing of assets to bring key eSports stars into Wonderfilm movies and actors from our films making appearances at eSports events.

## **2019 Film Production and Content Creation**

Wonderfilm is on target to meet its original projected 17 produced films for the 2019 calendar year. Currently 8 films are in postproduction with the other 9 films long approved and ready to begin production shortly. The Company has also added six new movies totaling \$22 million USD in total production budgets, which brings the value of the current slate to \$120 million USD.

Wonderfilm will continue to target the Asian market for co-productions, content development, creation and distribution opportunities. Based on many reports, the Asian media and entertainment market continues to expand at unprecedented levels.

## **Management Commentary**

Kirk Shaw, Chief Executive Officer of Wonderfilm, stated, “The acquisitions coming down the pipe, coupled with the Company’s expanding Asian presence are part of Wonderfilm’s larger vertical integration strategy.

## **About Kirk Shaw (Co-founder, CEO & Producer)**

Over his 30-year career, Kirk’s producer credits exceed 230 movies and six series making him Hollywood’s second most prolific film producer in history. Best known for his business and financing prowess, Kirk has contributed his talents to both U.S. television series and feature films, including the Oscar winning, “The Hurt Locker.” Kirk’s worked with all major studios, plus many notable “A” list stars such as Charlize Theron, John Travolta, Woody Harrelson, Kim Basinger, John Cusack, Ray Liotta, Nicolas Cage, Thomas Jane and Cuba Gooding Jr. Among his many past successes, is the creation of Canada’s largest production company, Insight Film Studios, which in 2007 and 08 did \$100 million consolidated revenue each year. To jump-start Wonderfilm’s production acquisitions and library exploitation, Kirk vended 46 completed movies into Wonderfilm.

As CEO of Wonderfilm, Kirk remains on the cutting edge of industry trends, actively shaping Wonderfilm’s financing and production packaging to meet the demands of a fast-changing industry.

*Neither the TSX Venture Exchange Inc. (“Exchange”) nor its regulation services provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this press release.*

## **About Wonderfilm Media**

Wonderfilm is a leading publicly traded (TSX Venture Exchange) entertainment company with offices in Beverly Hills, Vancouver, Canada and Seoul, South Korea. Wonderfilm’s main business is the production of high-quality feature films and episodic television that offer international appeal through the Company’s guiding philosophy of bringing new financing solutions to an entertainment industry increasingly looking for funding and co-production alternatives. Wonderfilm is a producer and distributor only for the projects disclosed. The legal ownership of movie productions are held in a special purpose legal entity held at arm’s length to the Company to facilitate for the qualification of various levels of domestic and foreign government tax credit incentives that are customary in the film and production business.

## **Cautionary Statements**

This press release contains forward-looking statements that are subject to substantial risks, uncertainties and assumptions. All statements other than statements of historical fact contained in this press release are forward-looking statements. These statements often include words such as “believe,” “expect,” “target,” “anticipate,” “forecast,” “intend,” “plan,” “projects,” “seek,” “will,” “may” or similar expressions. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Wonderfilm’s control and Wonderfilm’s actual results could well differ materially from those stated or implied in forward-looking statements due to many various factors.

Although Wonderfilm believes that the expectations reflected in the forward-looking statements are reasonable, the Company cannot guarantee that the events and circumstances reflected in the forward-looking statements will be achieved or occur. The timing of events and circumstances and actual results could differ materially from those projected in the forward-looking statements. Accordingly, one should not place undue reliance on forward-looking statements. All such reflect the date made only. Wonderfilm undertakes no obligation to update or publicly revise any forward-looking statements, whether as a result of new information, future events or otherwise. For further details, please see the Company’s documents filed on the System for Electronic Document Analysis and Retrieval at [www.sedar.com](http://www.sedar.com).

## **Further Information**

For further information, please contact:

Kirk Shaw  
The Wonderfilm Media Corporation,  
Chief Executive Officer  
Telephone: (604) 638-4890  
Email: [info@wonderfilm.com](mailto:info@wonderfilm.com)

Prit Singh  
Investor Relations  
Telephone: 905-5107636  
Email: [psingh@thesiscapital.ca](mailto:psingh@thesiscapital.ca)