



## **NOTORIOUS PICTURES: agreement with TaTaTu, the social entertainment platform, for Avod license for 300 films**

*Milan, 9 October 2018*

**Notorious Pictures**, a company listed on the AIM Italia market, organised and managed by Borsa Italiana, active in the production, acquisition and marketing of film rights (full rights) through all the distribution channels (cinema, home video, TV, new media), has announced it has signed a two-year agreement with TaTaTu, the innovative Avod (advertising video on demand) social entertainment platform which represents the third largest operator in the world based on blockchain, for the licensing of 300 films. For Notorious, compensation will take the form of revenue sharing.

**Guglielmo Marchetti**, Chairman and CEO of the Company, stated: *"We are really satisfied with this agreement, which has a strategic value in light of the blockchain market's growing importance in the entertainment sector. Being one of the leading operators capable of sustaining such innovative technology offers us a competitive edge in a market with extremely high growth potential".*

**Andrea Iervolino**, Founder and CEO of TaTaTu commented: *"We are pleased and excited to open in the Italian market through our alliance with Notorious pictures, which is undoubtedly one of the Italian companies offering some of the best audio-visual content in the country. The agreement shows that even in Italy there is a focus on innovation and new frontiers in online monetisation of audio-visual content, which will definitely become one of the main sources of income for the film industry in the near future."*

TaTaTu is a revolutionary solution based on blockchains and marked by a revenue sharing mechanism in which advertising revenues are shared amongst content providers and users. It is an entertainment social network in which celebrities and members can monetise their social media activities. TaTaTu's goal is to become the universal token in the entertainment industry with 600 million users by 2021. The TaTaTu token is the first in the entertainment industry and will represent the electronic means for supporting film production through transactions between users, content owners and brands. Through Digital Rights Management ("DRM") TaTaTu makes it possible to manage licensing rights between users, type of content and jurisdiction all over the world and in a fully transparent and efficient manner.

*This press release is available in the Investors/Financial Press section of the website.*

**Notorious Pictures**, an independent company established in July 2012 with headquarters in Rome, listed on the AIM Italia market, organised and managed by Borsa Italiana, operates in the production, acquisition and marketing of Film Rights (full rights) through all the distribution channels (cinema, home video, pay tv and free tv, new media). In 2017, the Company recorded revenues of € 18 million, an EBITDA margin of 33% and a net profit of € 1.5 million on the basis of the financial data reported in accordance with IAS/IFRS. Notorious Pictures has been an Innovative SME since



July 2017.

**For further information:**

**Notorious Pictures SpA**

Guglielmo Marchetti - *IR Manager*

Via della Signora 2a - Milan

Tel: +39 02 36588810

Email: [g.marchetti@notoriouspictures.it](mailto:g.marchetti@notoriouspictures.it)

**IR TOP Consulting**

*Domenico Gentile*

Via Cantu, 1 - Milan

Tel: +39 02 45473884

Email: [ufficiostampa@irtop.com](mailto:ufficiostampa@irtop.com)

**Banca Finnat SpA (NomAd)**

*Angelo De Marco*

Piazza del Gesù, 49 - Palazzo Altieri -

Rome

Tel.: +39 06 69933215

Email: [a.demarco@finnat.it](mailto:a.demarco@finnat.it)