



NOTORIOUS PICTURES: ACQUIRED THE RIGHTS OF "THE UPSIDE"

Bryan Cranston, Kevin Hart and Nicole Kidman in the cast of the remake of the dramatic comedy "Intouchables"

Milan, 30 January 2019

Notorious Pictures is listed on the AIM Italia stock exchange organised and managed by Borsa Italiana. It operates in the entertainment business for the production, acquisition and commercialisation of full film rights across all distribution channels (cinema, home video, TV, new media) and manages cinema complexes through its subsidiary Notorious Cinemas. The Company has acquired sole rights from STX Entertainment for the distribution in the Italian market of "The Upside", the US remake of the French film "Intouchables", written and directed in 2011 by Olivier Nakache and Éric Toledano.

The film, which recounts the unlikely friendship between a millionaire with quadriplegia and an unemployed man, who he employs as a unqualified caretaker, is directed by Neil Burger and stars Bryan Cranston (the wealthy Phil) and Kevin Hart (the help Dell). The cast also stars Nicole Kidman, who plays Phil's personal assistance (Yvonne).

The "Upside" premiered at the Toronto International Film Festival, and hit the US movie circuit on 11 January 2019, generating box office takings of around \$51 million (€44 million) to date.

Guglielmo Marchetti, Chairman and Managing Director of Notorious Pictures and Chairman of Notorious Cinemas commented: *"The agreement with the international player STX Entertainment for the distribution of "The Upside" strengthens Notorious Pictures' position in the distribution sector, further extending our Library and inaugurating the acquisitions of the 2019 season with great satisfaction".*

This press release is available in the Investors/Financial press releases on the website.

Notorious Pictures is an independent company established in July 2012 with registered offices in Rome, listed on the AIM Italia stock exchange organised and managed by Borsa Italiana, operating in the production, acquisition and commercialisation of full film rights across all distribution channels (cinema, home video, pay-per-view, freeview and new media) and in the management of cinema complexes through its subsidiary Notorious Cinemas. In 2017, based on the financial data published in line with IAS/IFRS accounting standards, the Company recorded revenues of Euro 18 million, an EBITDA margin of 33% and a net profit of Euro 1.5 million. Notorious Pictures has been an Innovative SME since July 2017.



For further information:

Notorious Pictures S.p.A.

Guglielmo Marchetti - *IR Manager*
Via della Signora 2a - Milan
Tel: +39 02 36588810
Email: g.marchetti@notoriouspictures.it

IR TOP Consulting

Domenico Gentile
Via Cantu, 1 - Milan
Tel: +39 02 45473884
Email: ufficiostampa@irtop.com

Banca Finnat S.p.A. (NomAd)

Angelo De Marco
Piazza del Gesù, 49 - Palazzo Altieri - Rome
Tel: +39 06 69933215
Email: a.demarco@finnat.it

Banca Finnat S.p.A. (Specialist)

Lorenzo Scimia
Piazza del Gesù, 49 - Palazzo Altieri - Rome
Tel: +39 06 69933446