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## **NOTORIOUS PICTURES: "FIVE FEET APART" A BOX OFFICE SMASH ON THE FIRST 4 DAYS OF ITS RELEASE WITH TAKINGS OF €1.34 MILLION**

*The cast of the teen drama features Cole Sprouse and Haley Lu Richardson. Film trailer viewed 4 million times on YouTube, 2 million times on Facebook and 1 million times on Instagram.*

*Milan, 25 March 2019*

**Notorious Pictures**, a company listed on the AIM Italia market organised and managed by Borsa Italiana and active in the production, acquisition and marketing of film rights (full rights) through all distribution channels (cinema, home video, TV, new media), as well as in cinema management through subsidiary Notorious Cinemas, announces that the film **"FIVE FEET APART"** was a smash hit on the first four days following its release and the highest grossing film at the Box Office between 21 and 24 March with takings of €1.34 million and around 196,000 tickets sold<sup>1</sup>.

**"FIVE FEET APART"** is a film by Justin Baldoni, produced by Cathy Schulman and Justin Baldoni, written by Mikki Daughtry and Tobias Iaconis, and featuring Cole Sprouse, Haley Lu Richardson and Moises Arias. It tells the story of teenagers Will and Stella, helping significantly to raising public awareness of cystic fibrosis, a serious genetic illness for which there is currently no cure.

The film and the book of the same name, published by Mondadori, have received the endorsement of the Lega Italiana Fibrosi Cistica onlus-LIFC, the association of patients that works to improve the quality of life and the treatment of people with cystic fibrosis, for the way it deals with this social issue.

The film trailer has been viewed 4 million times on YouTube, 2 million times on Facebook and 1 million times on Instagram thanks to the performances of teenage idols Cole Sprouse and Haley-Lu Richardson.

### **PLOT**

Seventeen year-olds Stella (Haley Lu Richardson) and Will (Cole Sprouse) meet in the hospital where they are both being treated and it is love at first sight. Their illness forces them to remain at a distance of five feet from each other to reduce the risk of potentially fatal bacterial cross-infections and this makes

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<sup>1</sup> Source Cinetel



everything more complicated. Living on borrowed time means making the most of every moment and while the challenges become more complex, Will and Stella discover an inner strength, quickly learning that there are infinite ways of being close to each other even if they never touch. A story about the power of love and its battle against time and space.

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

**Notorious Pictures**, an independent company set up in 2012 and headquartered in Rome, listed on the AIM Italia market organised and managed by Borsa Italiana, is active in the production, acquisition and marketing of film rights (full rights) through all distribution channels (cinema, home video, pay TV and free TV, new media), as well as in cinema management through subsidiary Notorious Cinemas. On the basis of the financial data released in compliance with the IAS/IFRS accounting principles, in 2018 the company recorded revenues of €31.5 million, an EBITDA margin of 35% and net profits of €4.2 million. Notorious Pictures has been an Innovative SME since 2017.

**For more information:**

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