



PERFECT WORLD PICTURES, VILLAGE ROADSHOW ENTERTAINMENT GROUP AND WME |
IMG CHINA LAUNCH NEW FILMED ENTERTAINMENT PRODUCTION COMPANY
PERFECT VILLAGE ENTERTAINMENT

Ellen Eliasoph will Serve as President and CEO of Perfect Village Entertainment, Launching an Initial Slate of Feature Films to be Distributed in China and Beyond

June 20 2017 Shanghai – Perfect World Pictures, Village Roadshow Entertainment Group and WME | IMG China today announced the launch of Perfect Village Entertainment, a China-based film and television production company with global reach. In keeping with the operating philosophies of each of the partners, Perfect Village will be a creator and talent-friendly filmed entertainment label that draws upon the combined IP and brand assets, content creation and distribution capabilities of both Perfect World and Village Roadshow to create distinctive, innovative content for the China and global marketplace. WME | IMG China will provide the new venture with local support across its network of brands and licensing relationships as well as access to its global packaging, sales and distribution infrastructure.

With offices in Beijing and Hong Kong, Perfect Village will engage in the development, financing, production, marketing and distribution of a slate of feature films, animation and premium online series filmed primarily in Chinese and intended for distribution throughout Greater China and around the world.

China / Hollywood film veteran Ellen Eliasoph has been named as Perfect Village’s President and CEO. Together with her current Village Roadshow Pictures Asia staff, Ms. Eliasoph will transition to Perfect Village to form the core of the new venture’s operation, which will be based within the Perfect World headquarters in Chaoyang District, Beijing.

Perfect Village’s initial slate of films in production includes its upcoming 2017 releases, the sci-fi actioner *Bleeding Steel* starring Jackie Chan, and *Reborn*, a cyber-hacker thriller starring Chinese actors Han Geng and Rhydian Vaughan, and featuring Japanese music and television superstar Tomohisa Yamashita in his acting debut. Perfect Village’s tentpole release for calendar year 2018 will be the highly anticipated Zhang Yimou epic *Shadow*, now in its final month of filming, which stars Deng Chao, Sun Li, Zheng Kai, Guan Xiaotong and Wang Qianyuan.

The company also announced today that it has commenced pre-production on a live action/animated feature that will bring Hero Dog, the beloved star of one of Perfect World’s hit television shows, together with “Hollywood superstar cat” Garfield.

Other projects in development include several that, drawing upon Village Roadshow's Australian heritage and positioning, will film in Australia's unique locations and avail themselves of Australia's world-class VFX and post-production capabilities. These projects will provide opportunities for WME | IMG's clients, properties and partners to participate in the Chinese market.

Jie Lian, Chairman and CEO of Perfect World Pictures, stated "We believe that the Chinese film industry is on the brink of a new "Golden Age" of growth in which great indigenous stories and IP will be brought to screens across all platforms, utilizing world-class production techniques and resonating with audiences both in China and around the world. Finding the right partners has been a critical element of our strategy for seizing the moment. As soon as we began brainstorming with Village Roadshow and WME | IMG about what we could do together, we realized that our collective content creation capabilities and vast global network of talent relationships and distribution platforms, along with the big-picture vision and great chemistry we all share, strongly positions us to capitalize on this tremendous opportunity. We couldn't be more thrilled to announce the launch of this partnership."

Greg Basser, CEO of Village Roadshow Entertainment Group, remarked "When we established Village Roadshow Entertainment Group Asia in 2011, we set our goals high and persevered in our belief in the Chinese marketplace with aspirations we would find partners who share our vision and values, and who are committed to building a business together for the long term. The formation of Perfect Village, in collaboration with these stellar partners, represents the fullest possible realization of our dream to build a localized film development and production operation in China creating world-class content for China and beyond."

"Through the launch of Perfect Village, we're looking forward to growing our role in creating and selling content within China," remarked Michael Ma, WME | IMG China CEO. "There's tremendous opportunity for our diverse talent and brand network to extend their reach through content tailored to Chinese audiences that we can package and sell using WME | IMG's global network."

The Raine Group provided strategic advice to the partners in the establishment of Perfect Village.

ABOUT THE COMPANIES

Perfect World Pictures

Perfect World Pictures is a leading entertainment company based in China, engaging in the production, distribution and marketing of film and television content, cinema operation, as well as talent management and investment business. With nearly 600 premium episodes a year, its popular Television production account for over 10% of prime time show in China. PWPIC is also a leader in China/Hollywood collaboration, it announced a 5-year slate deal with its strategic partnership Universal Pictures in 2016.

Perfect World Group

Perfect World is one of the largest media/entertainment conglomerate in China, with a diversified business scope across TV & Film production and distribution, cinema operation, digital game production and operation, animation, online literature platform, education, and digital media outlets. Perfect World has been voted the China Top 30 Cultural Enterprises for six years between 2011 and 2017. In 2012, the company was also named 2011-2012 Annual Key Enterprises for Cultural Exports. In 2016, Perfect World was awarded the title of “Most Socially Responsible Listed Company”.

Village Roadshow Entertainment Group Asia

Village Roadshow Entertainment Group Asia, a subsidiary of Village Roadshow Entertainment Group, was established in 2011 to explore opportunities in the Greater China film sector. VREG Asia builds long-term working alliances with key filmmakers and talent and through its film production arm, Village Roadshow Pictures Asia (VRPA), which was established to undertake the development, financing, production, marketing and distribution of films for Greater China and beyond.

Village Roadshow Pictures Asia works closely with creative talent and producers, co-financiers and distributors throughout the Greater China region to identify, develop and co-produce films for release primarily in Mainland China and other Asian markets. The majority of VRPA’s projects are structured as Sino-foreign co-productions and filmed in Greater China.

Key releases to date have included Stephen Chow’s *Journey to the West*, Leste Chen’s *Say Yes!*, and Liu Jie’s *Hide and Seek*, as well as VRPA affiliate Irresistible Films releases *Go Away, Mr. Tumour!* and *Cold War 2*. Upcoming films, now to be released by Perfect Village, include *Bleeding Steel*, starring Jackie Chan, and Zhang Yimou’s *Shadow*.

Village Roadshow Entertainment Group

Village Roadshow Entertainment Group is a leading global entertainment company building premier, content-rich businesses in the entertainment industry. VREG employs innovative strategies to produce, acquire and deliver intellectual properties with timeless appeal, while maximizing group-wide strategic and operational efficiencies. VREG is the holding company of Village Roadshow Pictures and Village Roadshow Pictures Asia.

WME | IMG China

WME | IMG China is a subsidiary of WME | IMG, a global leader in entertainment, sports and fashion operating in more than 30 countries. Formed through an investment group that includes Sequoia Capital China, Tencent, Fountain Vest Partners and Focus Media, WME | IMG China is focused on building upon WME | IMG's longstanding presence in the region and advancing its growth across entertainment and sports.

WME | IMG

WME | IMG is a global leader in entertainment, sports and fashion operating in more than 30 countries. Named one of Fortune's 25 Most Important Private Companies, WME | IMG specializes in talent representation and management; brand strategy, activation and licensing; media production, sales and distribution; and event management.

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