

**2021**

CORPORATE INFORMATION

# About us

- **Leading Group in audiovisual content creation, production and** distribution in the spanish market.
- Leader in **outsourcing** the operative areas of television.
- We offer **permanent presence** and provide innovative solutions in order to create, produce or manage any kind of product and audiovisual service. We support our clients in order to ensure the success of their actions.

## Organization chart in areas:

Secuoya studios



BPO



Services



Nexus



Television



Latin America



# A strategic value: a solid company

**Contents:** Further positioning via **production contracts**



**Alantra** joins shareholders  
 Incorporation of **New Atlantis**  
 Acquisition of 28% **Videoreport Canarias,S.A.** (outsourcing services for Canary Islands Tv)

International expansion: **Chile, Peru and Colombia**

Acquisition of **BGL** Audiovisual Engineering



Launch of **DVB-T channel: TEN**

Content Production leader in **CHILE**



**NETFLIX** establishes its first production hub in Europe at Madrid Content City



**Secuoya Latin America** consolidates its expansion



2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

**Foundation** of Grupo Secuoya

Listed on the Alternative Stock Exchange Market

**380 hours** of produced and broadcasted contents

License to manage the **Murcia Region's TV channel**

Construction of **MADRID CONTENT CITY:** One of the largest and state-of-the-art audiovisual center in Europe

Developments with **Movistar+**

**CHILE**, first year whole contract with **CANAL 13**  
**Content consolidation:** entertainment, fiction and cinema

# A strategic value: content is part of our DNA

Content is at the **core** of our approach to the company's activities

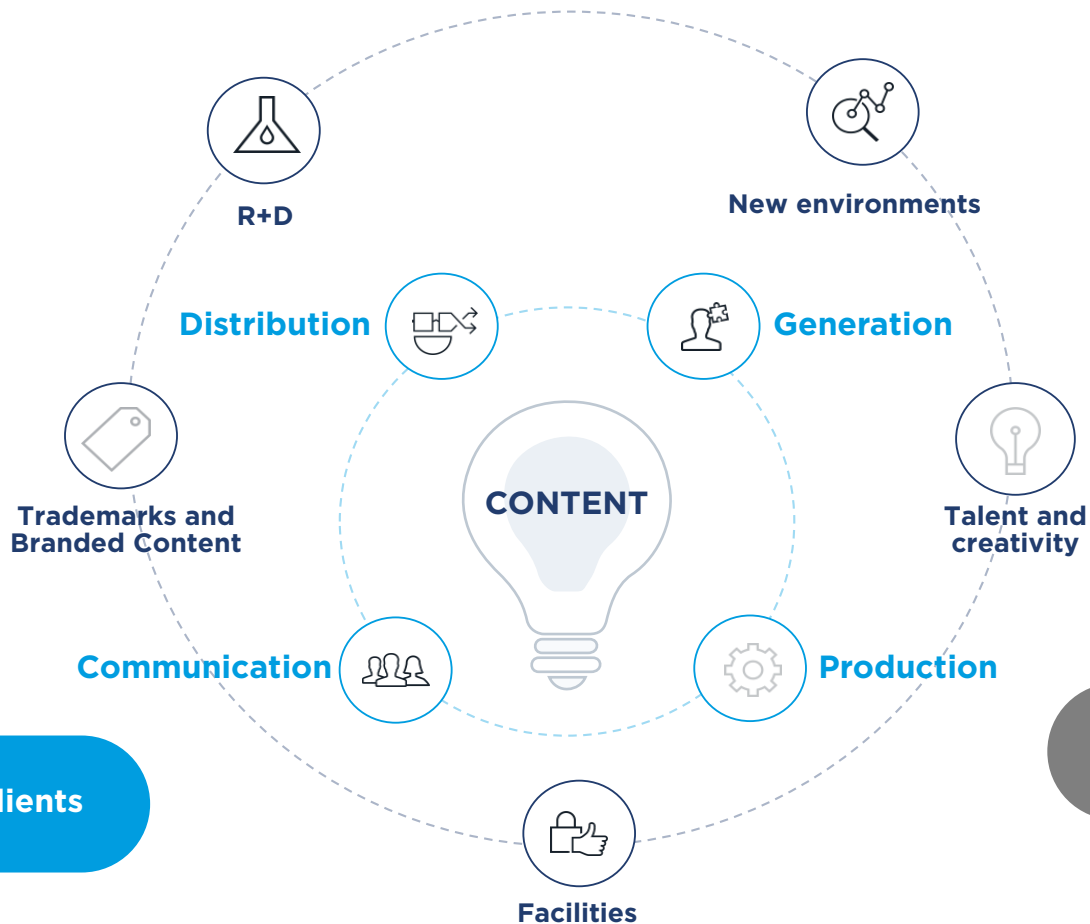
Content is the **true focal point** of a constantly changing sector

We create, provide services for, produce and distribute audiovisual contents

**Innovating** is transforming ideas into actions

No boundaries

Audiovisual consumption



First-class clients

Alliances

# A strategic value: international expansion

We play the global competition: **we export our model** to areas with high business potential, such as **Latin America and USA**.

With its Headquarter in **Bogota**, the management of all projects in Latin America are unified, implementing all our business divisions: content, services, BPO and Nexus.



# Highlights

**+500  
clients**

All over the  
world

**x19**

Ebitda

**+2Bill.**

visualizations  
of digital  
content

**+1800**

Direct  
jobs

**1,600h**

Aired during  
2020

**x12**

Revenues

Contracts  
guaranteed  
beyond  
**2022**

**Secuoya**  
studios



# Top studio of premium audiovisual content in Spanish language focused on the global market

- Ambitious international projection plan to **promote talent and content in Spanish around the world.**
- The best ally to produce in the Spanish content market.
- Business opportunities for US and Latin American producers in Spain.

**Creative development**  
**Own IP**

**Content Factory:**  
Fiction + Film + Documentaries

**Services for co-productions**

**Tax structures and incentives**

**Focus on domestic and international operations**

**CLEAR STRATEGIC LINES**

# The strength of a Spanish-language content brand

- Secuoya Studios groups and structures in a modern way the different content verticals of Grupo Secuoya that already operate with success and solvency:

**FICTION**  
**CINEMA**  
**NON-FICTION**

- Production volume in 2020:
  - 1,500 hours of non-fiction
  - 4 movies
  - 1 series
  - 2 documentaries

- It includes new segments to compete with a complete value offer in today's market and to reach relevant turnover and production volume targets:

**PRODUCTION SERVICE**  
**CO-INVESTMENT AND TAX INCENTIVES**

**A MAJOR SPANISH-LANGUAGE STUDIO FOR THE GLOBAL MARKET**

# A management structure for the growth of the activity

- Consolidation of the lines of activity into a single roadmap with developments and permanent production capacity.

- **Key Business Plan:**

**Creation and Ips / Profitability / Light Structure / Synergies / Internationalization**

- **Positioning in the different content formulas:**

**Creation / Financing / Production / Distribution**

- Development of complementary businesses.
- Produces, co-produces or develops projects together with the main market operators (platforms, TV channels) contributing to the dynamization of independent production in our country.
- Perfect partner for American productions in Spain and the Hispanic market.

# A team of experienced professionals led by James Costos and 6 bases of activity



# Fiction

## Positioning

- Objective: **reference producer of Spanish-language content**. Ideal partner for major American studios in Spanish-language productions.
- **Portfolio with great IPs** aimed at a large number of viewers along with recognized talents such as Carlos Portela, Javier Ruiz Caldera, Henar Álvarez, Jaime Balagueró, Carmen Fernández Villalba, Eligio Montero, Max Lemcke, Teresa Bellón, César Calvillo or Dani Posada.
- **International co-productions** as the main working formula, along with original productions, with all the major streaming platforms, as well as international television networks and distributors.
- Currently, we are in the development and pre-production phase of major IPs, adaptations of pre-existing works and creation of original content.

## Projects

### For premiere:

- "Supernormal," original series for Movistar+.

### In pre-production:

- Rights to adapt "Zorro," a character created by Johnson McCulley to produce alongside Andy Kaplan, John Gertz and Jesús Torres.
- Collaboration with Starlings Entertainment, created by James Duff ("The Closer", "Major Crimes").
- "The School of the Americas," by Lesley Gill.
- Comic book with Kevin Greivoux about a Latina superheroine.
- Project based on the first voyage of Christopher Columbus, based on the novel "La pérdida del paraíso", by José Luis Muñoz.
- Original project for platform, in co-production with Morena Films, directed by Javier Ruiz Caldera and created by Carmen Fernández Villalba and Carlos Portela.
- "La Mala Leche", based on the comic book by Henar Álvarez.
- International co-production with Tiki Pictures: "La Isla".
- Co-production with our strategic partners Infinito Films: horror series starring Álvaro Morte, directed by Jaime Balagueró and written by Manu Díaz.
- Infinito Films: horror series starring Álvaro Morte, directed by Jaime Balagueró and written by Manu Díaz.
- Youth series for platform in co-production Argentina - Italy - Spain.
- A comedy created by screenwriters and directors Teresa Bellón and César F. Calvillo about the world of female soccer .
- Adaptation of "Terra Alta", novel by Javier Cercas, winner of the Planeta Prize 2019.
- Adaptation of the novels by Domingo Villar, about the character of the commissioner Leo Caldas.

# Cinema

## Positioning

-  **Alamo** PRODUCCIONES AUDIOVISUALES as a partner for film productions.
- **First independent production company in the country by production volume in 2020.**
- **Competitive quality products:** box office performance and awards at prestigious festivals.
- Commitment to independent production and Spanish talent.
- 4 films ready for release and 5 projects underway in 2021.

## Projects

### For premiere:

- MAMÁ O PAPÁ. In co-production with Atresmedia cine and Warner Bros. Directed by Dani de la Orden, with Paco León, Miren Ibarburen, BERTO Romero, Eva Ugarte and Esther Expósito.
- SOLO UNA VEZ de Guillermo Ríos based on a play by Marta Buchaca, with Ariadna Gil, Alex García and Silvia Alonso.
- CON QUIÉN VIAJAS by Martín Cuervo, with Salva Reina, Ana Polvorosa, Andrea Duro and Pol Monen.
- LA PIEL EN LLAMAS by David Martín-Porras based on a play by Guillem Clua. With Oscar Jaenada, Fernando Tejero, Ella Kueku and Lidia Nene.

### Shooting in progress:

- THE TEST. Directed by Dani de la Orden, together with Atresmedia cine and Warner Bros. Shooting: May 2021.
- HEROÍNAS DEL BARRIO. Directed by Ángeles Reine. Co-production with Antonio Pérez and Eduardo Galdo. Cast in Negotiation. Shooting: summer 2021.

### In pre-production:

- TODOS LO HACEN. By Martín Cuervo. Shooting: Second semester 2021.
- SOLOS. By Guillermo Ríos, based on the novel by Paloma Bravo. Shooting: Second semester.
- Acquired the rights to the novel BOTAS DE COLORES PARA DÍAS DE LLUVIA (COLORED BOOTS FOR RAINY DAYS), about the story of Influencers Maria G. de Jaime and Tomas Paramo.

# Unscripted

## Positioning

- **Focus on channels and platforms**, for the first time operating at full capacity outside Spain in entertainment, live news, feature films and documentary series.
- The evolution from Secuoya Studios enhances this **diversified portfolio of products and clients** and channels its growth towards the goal of becoming a relevant global player with IP formulas.
- The team responsible for the growth of the production company in Spain in recent years has been joined by new professionals in the creative and commercial areas in Latam and the United States.

## Projects

- **Commitment to documentaries with 2 lines of development:**
  - Stories with a Spanish starting point aimed primarily at the domestic market. Projects with Carlos Saura, José Andrés or Carlo Ancelotti; along the lines of "Los Secretos de la Roja: Campeones del Mundo" produced in 2020 and currently available on Rakuten and DirectTV.
  - More global projects that will be marketed directly in LATAM and the United States through our new network of offices.
  - In both cases with the possibility of self-financing.
- **Content development agreements signed with reference partners** such as Universal Music, Starlite or Cultura Inquieta.
- **20 projects in different stages of development** at the moment. Among them, the recording of the first edition of an international adventure reality show for a worldwide platform.

# High co-financing capacity

## TAX INCENTIVES and INTERNATIONAL SERVICE

**Expert multidisciplinary team** (tax, financial, legal) for the structuring of the different content products of a total portfolio.

- **by type of product** (cinema, fiction, docus, entertainment)
- **by type of players** involved in the operations (investors, producers, brands, issuance windows)
- **by type of operation** (tax incentives and options under the new LIS, AIEs, tax rebate, tax credit, options under the Patronage Law, solutions to FOE obligations, co-investments, etc.)

**It has channeled investments for a financing capacity of more than 30% of each production.**

- **Guarantee and security in the result and return for the investments** (captured / involved / participants) guaranteed by certification of independent auditors of recognized prestige.
- **Expertise in co-productions and integral service** for international productions in Spain.

# Strategic alliances in Latam and the U.S. Hispanic market

- **Liaison between Secuoya Studios and creative, talent and strategic partners in Latin America and the US Hispanic market.**
- Development of financing and distribution models with co-producers and platforms.
- Fostering the growth of Spanish-language intellectual property for the global market and premium content with significant budgets.
- Establishing strategic relationships with creative, commercial and financial partners.
- Projects currently under development with:
  - PantaYa/Lionsgate
  - KCGlobal Media
  - NSQ-Studios
  - Kevin Griveoux
  - Creative Tank
  - Zorro Productions Inc.

THE BEST ALLY TO PRODUCE IN THE SPANISH-LANGUAGE CONTENT MARKET



secuoya  
BPO



# Commitment to solutions

## Global solutions:

- **Outsourcing:**

Outsourcing of functions

- **BPO:**

Support and business process outsourcing

## Service solutions:

- **Human resources and technical equipment** for entertainment, fiction and events projects
- **Postproduction** of audio and video
- Management of **ENG teams**
- Supply of images
- Maintenance and technical installations
- Consultancy, design and execution of audiovisual projects

- **Solutions and services** for all operational needs that may arise in production companies and TV channels.
- Solutions for audiovisual corporate.
- Permanent geographical presence throughout **20 production centers** across Spain and capacity to operate in any area of the country and Latin America.
- **Ongoing innovation and investment** in resources. Highly demanding in terms of technological adaptation to the market. Benefits for clients: always the most suitable technology, with no need for investment.
- **White-label branding during operations.** We remain independent, thus allowing for transparency in our clients' projects.
- Guaranteed quality: **ISO 9001 Certification** for our operations.

# Leaders in outsourcing



- BRANCH MANAGEMENT
- POSTPRODUCTION
- ENG FOR MADRID
- WAREHOUSE MANAGEMENT



- SETS AND ENG FOR MOVISTAR+
- SERVICES FOR THE COMMUNICATION DEPARTMENT



«EQUIPO DE INVESTIGACIÓN»



SELF PROMOTION SERVICES FOR EXTREMADURA CHANNEL



- ENG SERVICES FOR TVE
- BRANCH OFFICE IN BERLIN



SELF PROMOTION SERVICES FOR ORANGE TV



- ENG FOR TELEMADRID
- BRANCH OFFICE IN BASQUE COUNTRY



MANAGEMENT OF CANAL METRO, MADRID



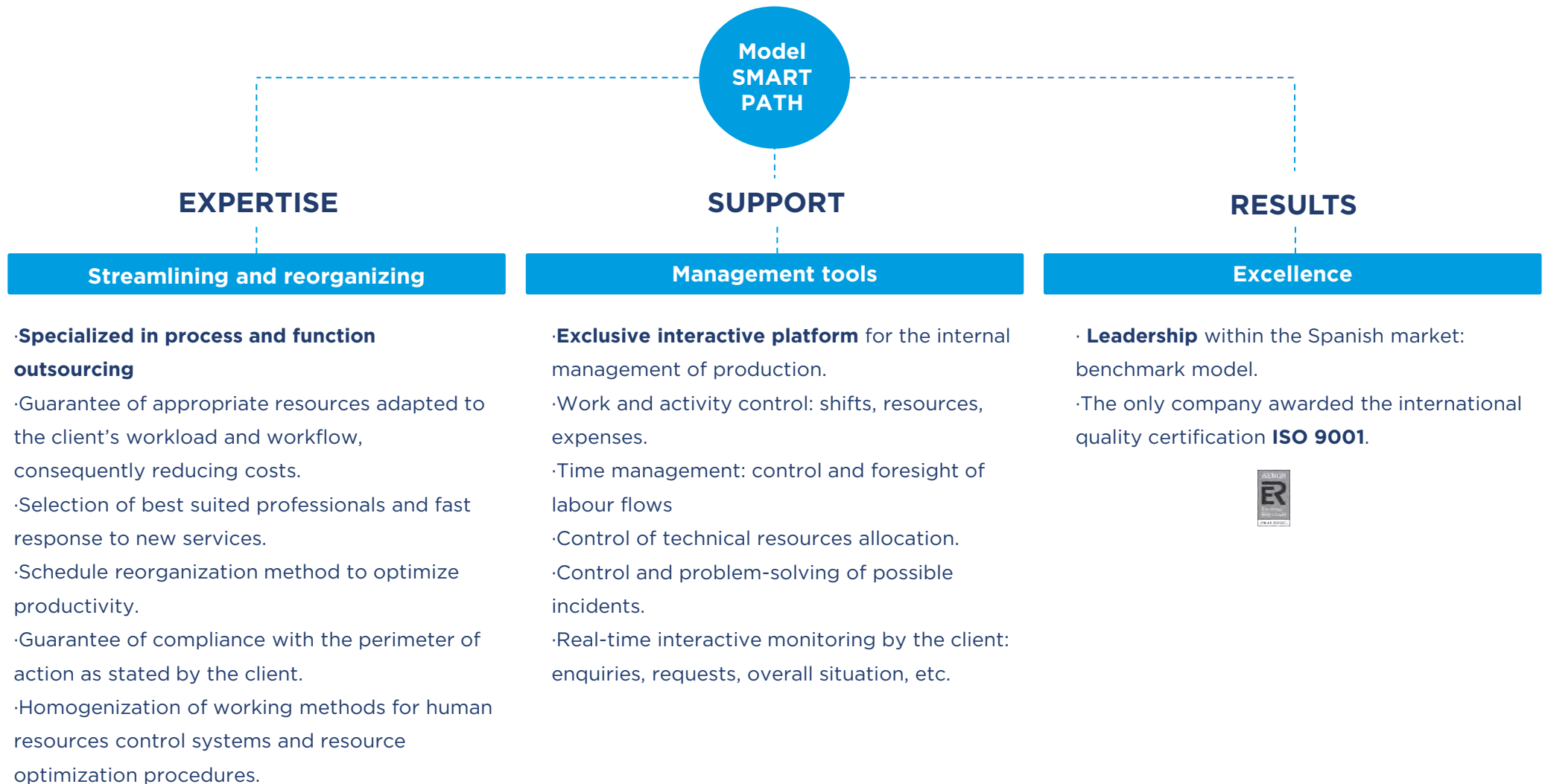
CASTILE-LA MANCHA TV BRANCH



TECHNICAL MANAGEMENT OF "NON STOP PEOPLE" CHANNEL

# A strategic value: success models

**Outsourcing/BPO Method** = Flexibility + cost optimization + specialization





## Global services for the management of audiovisual services

- Designs, executes and manages **technical equipment, people, operations and maintenance projects** for television stations, companies and audiovisual production centres.

- Company counts on an entire **management team and control mechanisms:**

RESOURCE OPTIMIZATION = COST REDUCTION

- **Reputed clients** rely on the company's solutions, as these allow for an excellent **positioning throughout the entire industry:** generalist, regional and local TV channels, as well as content production companies.

### Technical means for TV:

portable earth stations, DSNG'S and Hd and Sdi mobile units.

### Technical means for events:

key in hand solutions for video equipment, sound, lighting for all types of corporate, sports and musical events, etc.

Leading company in **outsourcing services**



## Solutions for the management of ENG teams and supply of images through WIKONO.COM

- Important brand within the broadcasting segment, thanks to its **franchise operation pattern, its dissemination technological platform** and the international scope of its local operations.

- Branching out: 100% of resources held in Spain while offering operational solutions in major cities around the world and **24x7 customer service.**

- **4,500 ENG services per year**
- **3.000 employed staff**
- **250 sales of exclusive images**
- **30 international clients in 5 continents**

## An all-inclusive service for the management of audiovisual services for television stations and public companies

- Company counts on an entire management team and control mechanisms

### RESOURCE OPTIMIZATION = COST REDUCTION

- Work and communication flows established by CBM ensure stability and avoid workforce confusion and the transmission of occupational risks.
- CBM uses an **exclusive management tool** to control TV coverage, productivity and incidents.
- We are a **leading company in outsourcing services** for television stations in Spain and cater for the entire operation chain.
- Top-quality brand of excellence: It is the only company in Spain that is certified under the highly demanding **ISO 9001 international standard**.

### Other non-TV clients:



Audiovisual assistance for the institutional activity of the 'Junta de Castilla y León' (the regional government of Castile and Leon)



Road information services



Monumental Theatre: **Orchestra and choir for RTVE:** Assistance



Madrid Destino: Providing cultural information



Parque de las Ciencias de Granada (Science center and museum): Assistance






## Specialised in management of outsourced services: Styling, hair and make-up

- Currently **the leader in management of outsourced services in Spain**, Look and Feel has many years of experience in designing and implementing BPO (Business Process Outsourcing) processes.
- **Experienced in developing** make-up, hairdressing and styling services during the production of fiction series, advertising, and entertainment.
- **Ad-hoc design for each production**, allowing for continuous improvement in developing technical solutions that build on work and expert project leaders with high-end teams.

### REFERENCES:

 ATRESMEDIA  Atresmedia Group

 tve Castile-La Mancha, Balearic Islands, La Rioja, Basque Country, Las Palmas, Catalonia, Murcia, Navarra, Aragon, Tenerife and Valencia

  Murcia TV Channel

  À Punt (Valencian Community TV Channel)



## Technical services for production and postproduction in the film, advertising and TV industry

- Manages **recording studios** for cinema, TV and advertising in the most strategic spots in Madrid.
- The company uses **the most advanced technical devices**: Cameras and headlamps for the coverage of fiction and entertainment, sound, monitoring/radio-link, mixers, postproduction and colour correction technology.
- Drago offers its clients the following:

HR TEAM

TECHNICAL TEAM

POSTPRODUCTION

PLATEAUS

R&D DEPARTMENT

OUTSOURCING


### Services for fiction on Tv:


**tve** Españoles en el mundo  
Lo siguiente


**M+** La resistencia  
Late Motiv  
Loco Mundo

**NETFLIX** Money Heist  
Elite  
Cable girls  
The house of flowers  
Valeria

**DMAX** 091 Alerta Policía

 El desafío  
The voice  
La vuelta al mundo con 80  
Casados a primera vista

 Viva la vida  
La isla de las tentaciones  
The voice

 Liarla Pardo  
Ambulancias: en el corazón  
de la ciudad

 JaJa Show

### Services for films :

**Pain and Glory- P. Almodóvar**

While at war- A. Amenábar

El mejor verano de mi vida

Bajo el mismo techo

### Digital:

**Web serie:** Twin Melody Show/Sony

**Music talent:** Aim2Fame

### Music/DVD:

Sony: Sergio Dalma

Sony: Ismael Serrano

Sony: Gemeliers

Universal: Isabel Pantoja

### Advertising:

**Vodafone:** TV Spot

**Telepizza:** Spot tv

## An audiovisual engineering company offering comprehensive audio-video-IT and communication technologies

- With a history of over 50 years, the company has evolved in parallel to the mentioned technologies, positioning itself as a benchmark in audiovisual engineering.
- **Business lines:**
  - Museums
  - Broadcast
  - Digital Signage
  - Outsourcing



### NATIONAL CLIENTS:

#### Museums:

Sport Xperience Rafa Nadal  
Spanish Army Museum  
Museo del Greco  
Chillida Museum  
Museo Diocesano Dinópolis  
Navigation Pavilion

#### Theatres:

Royal Theatre  
Teatros del Canal  
Gaztambide, Zorrilla.

#### Outsourcing:

Museo del Prado, Reina Sofía and CaixaForum.

#### Television:

7RM, TEN, Canal Sur, RTVE, Aragón Televisión, Telemadrid, IB3, ZTV.

#### Subtitle:

RTVE, Canal Sur, Aragón Televisión, CMM 7RM and TEN.

#### Congress Hall:

Kursaal, Catalonia, Valencia, Huesca, Salamanca, Islantilla, Toledo, Gerona, Magma.

#### Convention Centre:

Caixa Forum (Barcelona, Madrid and Seville)  
La Casa Encendida

#### Parliaments:

Navarra, Aragon, Andalusia, Asturias, Madrid and Valencia.

#### Digital signage:

Sierra Nevada, Gudar-Javalambre, Feria Zaragoza, University of Comillas, PC Zaragoza.

### INTERNATIONAL CLIENTS:

**UAE Pavilion - Expo 2021 Dubai**

**Qatar National Museum**

**Qatar Olympic and Sports Museum**

Pavilions: Kazakhstan, Spain and UAE -Expo 2017 Astana

Arab Emirates Hall, Geneva, UNO

Oman National Museum

Boris Yeltsin Museum, Ekaterimburgo (Russia)

“Msheireb Downtown Doha” Museum, Qatar

“Olesegun Obasanjo” Museum, Nigeria

“Treasures of Aga Khan” exhibition, Istanbul

“De Byzance à Istanbul” exhibition Gran Palais, Paris

Cycladic Art Museum, Greece



secuoya  
n e x u s



# We are the connecting link

We are **the main agency for Digital Contents for TV** on the market and a benchmark for developing strategies of **Branded Content**.



We create digital, creative and innovative connections, **to help brands to improve their communication with users.**

# Emotions through experience



## Brand communication

We create audiovisual content for brands.

We develop and produce **our own entertainment brands, news items, corporate content, event coverage and advertisements** for TV and digital platforms.



## Virtual universe

We conceptualise, design and produce experiences in virtual, immersive and interactive environments through virtual and augmented reality.

**We strengthen marketing campaigns and activation points so as to create stronger emotional links with clients and users.**



## Branded Content and Transmedia

We come up with, create and produce strategies of Branded Content and narrative universes with a transmedia focus.

We use innovative formats that **help to connect with the brand's target audience.**



## Viewin Multi Channel Network

We **professionalize** the use of YouTube in a brand level **and we develop communities through content.**

We **also manage and foster** audiences for Spain's major media and professional creators.



## Digital Content and social media strategies

We develop and produce **universes of original or third party digital content** for entertainment, editorial or news items.

We **boost** channels and digital networks, **we manage communities** and create and produce **exclusive digital content strategies** for the brand's social media and the media.



## Event organisation

We develop the organisation of corporate events **from the idea to the final execution.**

We **analyse the brand's goals**, we provide **personalised consultancy**, we manage the whole event through our technical office and we coordinate all related areas to ensure that the event is a big success.



# How do we work?



We develop: STRATEGY - CREATIVITY - PRODUCTION - DISSEMINATION - PROMOTION

# Brands that work with us





secuoya  
televisión



# Television station management

- The television area **encompasses all the Group's channels, in all fields (national, autonomic, subscription channels or Internet-based).**
- **Coordinates its role concerning audience, management and content objectives, and establishes the correct synergies** that generate its reason for being. This task is always developed respecting the independent management of each of them, since they all have their own general management, management and objectives, acting as business units.
- It is a recently-created area and its aspirational aspect is focused on the growth of the Group in the television world. With the Television Department, the Group completes its participation in the entire value chain of the audio-visual sector.
- Three of the main objectives for this year are to **detect opportunities in subscription channels, get closer to the movements of the sector** in the light of the recent DTT movements in Spain and address the new market niches stemming from the digital world.



- TEN is a new free-access television channel which initiated on TDT in Spain in April 2016.
- **With a focus on entertainment, TEN has the exclusive of and broadcasts television formats that are big international hits, many of which are being released on free-access television in Spain.**
- TEN's programming reflects the spirit of today's urban upper-middle class women, between the age of 25 and 59, but does not fully exclude a male audience.
- **Factual TV, docushow, reality TV and fiction are the channel's iconic genres.**
- Third party-produced shows such as **"The Kardashians"** have been reference points for the channel since the beginning, as it was the first time that this content was broadcast on free-access television.



- Only regional public television channel by FORTA **to be fully managed by a private company.**
- Grupo Secuoya **has boosted the audiovisual sector of the region** more than any other regional television channel. It allocated 40% of the budget to the provision of the service for regional producers compared to the 25% initially required.
- In 2020 it reached an **average audience of 4%.**
- “La 7 TV” **is already the most efficient television channel of all:** it achieves its ratings with the lowest budget (2,25 million €). In addition to being the most profitable, it is also the cheapest compared to other regional TV channels, costing the people of Murcia, only 6€ a year each.
- A leader in **public services**, “La 7 TV” made more than 1,000 retransmissions in 2020 and, when broadcasting extraordinary events, achieved 25% of the audience, making it the leader in the region.
- It has managed to become a point of reference for all inhabitants of the region of Murcia. It has succeeded in becoming a reference for all the Region of Murcia’s inhabitants. In addition, in 2019 it received the recognition of the entire sector thanks to the award granted by the Spanish Federation of Radio and Television Association as **the Best Regional Television**, highlighting the management of Grupo Secuoya at the head of “La7 TV”.



secuoya  
Latinoamérica



# Secuoya Latin America

secuoya  
Latinoamérica



- All projects are unified in the headquarter located in **Bogota**, which means the Groups consolidation in American Continent.
- **Leading programs on the main stations.** Goal: to market ourselves as reliable and trustworthy producers.
- **Technical resources offer:** Mobile units, postproduction, graphic design, editing, sound...
- Netflix, HBO, Movistar, Fox, Amazon and other main worldwide producers and distributors are already analyzing projects by the Group.
- **Experience in successful BPO.** Reliable solvency and with other outsourcing developments in Colombia, Chile, Mexico and soon in other Latin American.

# Secuoya Colombia



secuoya  
COLOMBIA

➤ Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.



Claro

➤ **Outsourcing service** to the six television channels of CLARO TV.



MO  
MASTER

➤ **Master10:** Production and live broadcast of the first mobile phone contest in Latin America with more than 100,000 active subscribers in the country.



15  
MINUTOS

➤ **Cover Production Service** for the “15 Minutos” Magazine.

# Secuoya Chile



secuoya  
CHILE

➤ **Provision of BPO Services** and advice for the improvement and optimization of workflows for all television channels in the country.



13

➤ **Integral BPO services for 13 TV Channel.** Outsourcing of the entire operational area of the TV channel, studios and technical resources.



COOKING  
MEDIA CONTENTS  
AG  
LATERAL  
AP

➤ **Audiovisual production services** for companies such as AGTV and its series (*"Torre de Mabel"*), Cooking Media Contents with the TV program *"Juego contra Fuego"*, "DDRIO" and its series for MEGA *"100 días para enamorarse"*, Lateral with its dancing program *"Bailando por un sueño"*, Promo Cine with its production *"Inés del Alma Mía"*, Telered with its *"Shark Tank"* program and journalistic coverage services for AP (Associated Press).



Teletón  
FESTIVAL LAS CONDES  
RIOT GAMES

➤ **Production of all kinds of events** such as "League of Legends" final for Riot Games, Viña del Mar Festival, Teletón, Las Condes Festival, K-pop Festival at the National Stadium, sports events, red carpet of "Copihue de Oro" and medium and large scale corporate events.

# Secuoya Peru



Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.



Outsourcing of press drivers for America TV.

# Secuoya Mexico

The logo for Secuoya México, featuring the company name in a sans-serif font with a stylized tree icon to the right.

secuoya  
MÉXICO

Presentation of BPO services and consultancy for the improvement and **optimization of the workflow** to all the televisions of the country.

The logo for Riot Games, featuring a red crown icon and the text "RIOT GAMES" in a bold, sans-serif font.

RIOT  
GAMES

**Production of the Latin American League of "League of Legends"**, the most recognized e-sports worldwide competition.

CORPORATE INFORMATION  
**2021**





**MADRID  
CONTENT  
CITY.**

**The largest  
audiovisual HUB  
in Europe with  
140,000m<sup>2</sup>  
of expandable  
space**

**Already in Phase 4 market launch**

A project that continues to evolve

# Madrid Content City

What is it?

**Training, talent, and the audiovisual industry come together where ideas are born, grow, and are ready to be shown.**



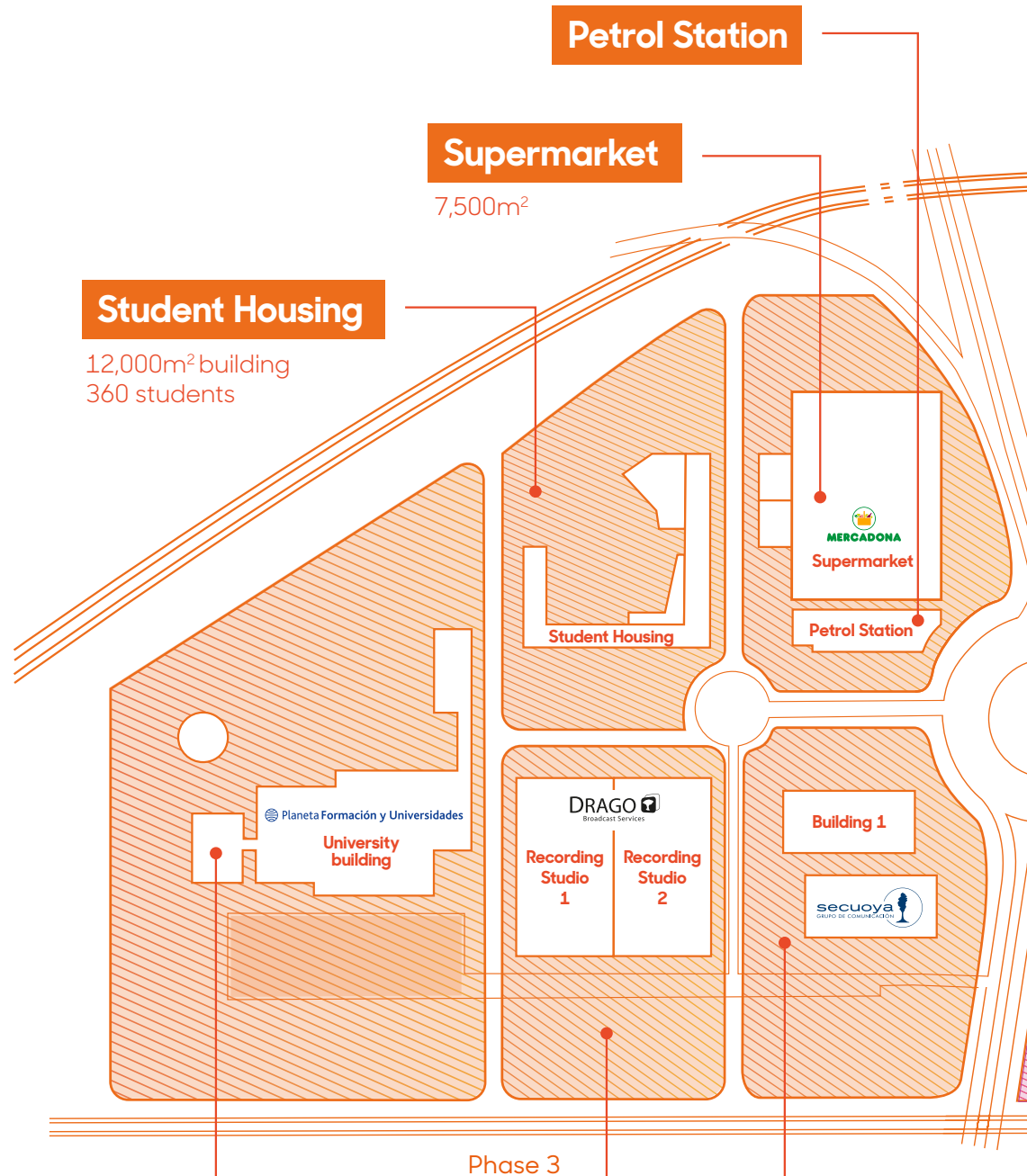
## ROOTS REAL ESTATE

This group of companies was created with an eye on being the world's leading Spanish audiovisual centre management group.

An investment of more than 140 million euros over 140,000m<sup>2</sup> of land, to develop the largest Spanish-speaking audiovisual HUB in Europe, with recording studios, a boulevard of warehousing and workshop services, 2,500m<sup>2</sup> of restaurant space, all topped off with a university campus, a student residence, a commercial centre, and offices, with its own train station.



# At a glance



## The Core & iFP

13,500m<sup>2</sup>  
7,000 students

## Recording Studios

2 studios with 1,500m<sup>2</sup>  
30 parking places

## Offices

1 building with 3,600m<sup>2</sup>  
1 building with 5,400m<sup>2</sup>  
158 parking places

We continue to grow  
**Start of market launch Phase 4 in September 2021**

**Restaurants**

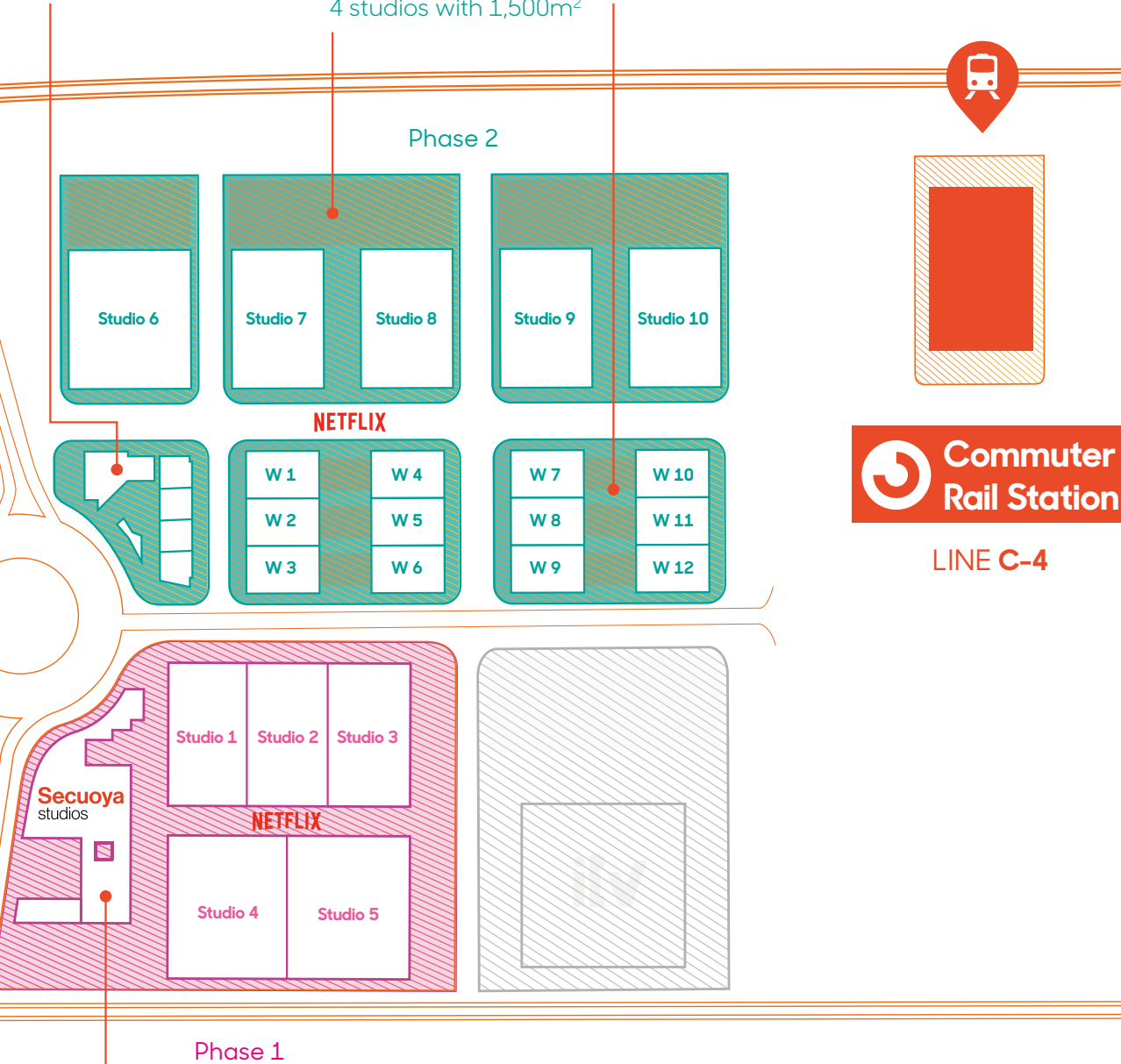
2,500m<sup>2</sup>  
 11 restaurants

**Studios**

22,000m<sup>2</sup>  
 1 studio with 2,000m<sup>2</sup>  
 4 studios with 1,500m<sup>2</sup>

**Warehouses**

10,300m<sup>2</sup>  
 124 parking places



**Secuoya Studios**

20,500m<sup>2</sup>  
 Offices, studios and auditorium

# Located in Tres Cantos

**Next to the Parque Tecnológico of Madrid  
and the headquarters of numerous  
internationally renowned companies.**

Positioned to attract complementary audiovisual companies as  
an emerging epicentre of the audiovisual industry's development.

Backed by active support from Spanish public institutions and  
organisations on the national, regional, and local level.





## “There will be a line C-4 Commuter Rail stop within Madrid Content City”

- In addition to its privileged geographic location, another aspect of the municipality that favours its socio-economic development and provides it with a relevant competitive edge is its excellent connections to Madrid and other points in the metropolitan region: **M-607, M-40**, and soon the completion of the **M-50**, as well as **Commuter Rail line C-4 with a stop at Madrid Content City**.
- Easy lorry access for loading and unloading materials.
- 24-hour security on the location's independent perimeter.
- Environmentally sustainable and accessible project.

18 km from Madrid



20 min

Plaza Castilla



45 min

Plaza Castilla



20 min

Airport



10 min

Central Tres Cantos



21 min

Chamartín C-4



500 m

Commuter rail station near the studios

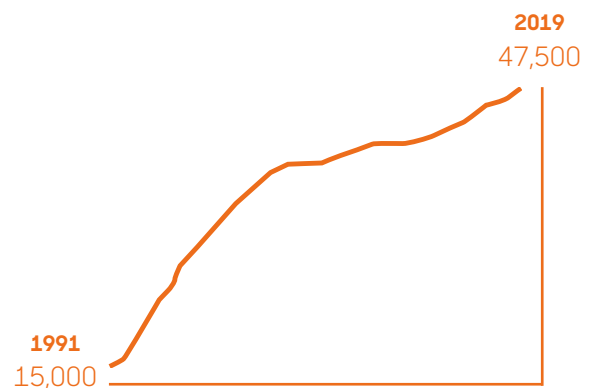
# Tres Cantos figures



## Residents

- 47,722 residents.
- The average Tres Cantos resident is 32 years old, and 25% of the population is under the age of 16.
- The birth rate is an extremely high 16.1%.
- The population is highly educated, with 60.1% holding a university degree.
- Gross average income in 2017: €41,423
- Economic sectors where jobs are concentrated: industry and services.
- Average housing price per m<sup>2</sup>: €2,216/m<sup>2</sup>

## “Great population growth”



## What's around us?

- Gym
- Hotel
- Pharmacies
- Offices
- Residential blocks
- Commuter Rail Station
- Green spaces
- Bars and restaurants
- Bus stop

# “Everything you need, within reach”

An agreement with Body Factory Sport Center Tres Cantos (just 100m from Madrid Content City) provides exclusive gym promotions to employees.



More than **19,000m<sup>2</sup>** spread across various floors with the following services:

- Fitness room
- Pools
- 15 Paddle tennis courts
- Guided classes
- Play centre
- Free parking

## Office Positions in Tres Cantos

The 2,290 companies located in Tres Cantos generate 36,515 jobs, which is nearly 4,000 more than the number of working-aged residents.

## Daily Commuters

Some 30,000 workers head to jobs in Tres Cantos every day, which is an important component of our development, as well as the demand for goods and services.

## Madrid Content City user profiles

Madrid Content City will welcome more than **10,000 individuals** with varying interests and one thing in common: entertainment.

### **Audiovisual media students**

Expert in technology. Experimentation-based learning.

### **Resident**

Proximity to leisure facilities. Environmental quality.

### **Audiovisual media professionals**

Freelance professional. 8–10 week shoots away from home. Demanding hours.

Addressing the forecasts that affect the sector, any profile described corresponds to medium or highly qualified individuals and medium/high purchasing power (Tres Cantos resident profile).

### **Business person**

Qualified professional. Medium/high purchasing power. Short work trips.

### **Media Lover**

Audiovisual media experts. Recognise technological advancements. Attend specific events.

### **Entrepreneur**

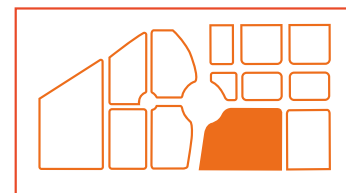
Flexible work spaces. Relationships with students/other professionals. Experts in technology.

# Madrid Content City is now a reality

but there is still time  
to join Europe's largest  
audiovisual HUB

Find out more  
about the Phase 4  
market launch

# Secuoya studios



**Secuoya**  
studios



Comprised of 2 studios with 1,500m<sup>2</sup> and 3 studios with 1,200m<sup>2</sup>. All of which with dressing rooms, hair, tailoring, and production offices in the same building, as well as warehouses and workshops to provide service to the studios, and 3,400m<sup>2</sup> of central offices.

A post-production building equipped with: 10 Avid editing rooms, 2 Avid Protools audio post-production rooms with Dolby Atmos Home certification, 2 DaVinci Resolve colour correction rooms. The centre is Dolby Vision certified.

A cafeteria restaurante with room for 350 people.

We have 230 parking places, 109 of which underground.

Security guards, intrusion control cameras, and card readers in all areas provide 24-hour perimeter security.

**3 studios with**  
**1,200m<sup>2</sup>**

**2 studios with**  
**1,500m<sup>2</sup>**



These offices are already 100% occupied by Grupo Secuoya workers and workers from one of North America's largest television platforms.

# Auditorium



“A place for everyone”

This space is available to all companies set up at Madrid Content City following prior reservation.

## Capacity

236

## Lobby

104m<sup>2</sup>

## Equipment:

4K laser projection system

Dolby 7.1 audio system

Wireless microphones

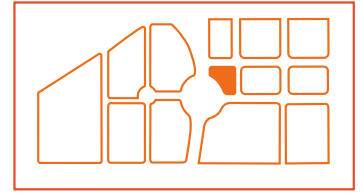
Videoconferencing and streaming

Remote-control cameras

Catering



# Restaurants



Space dedicated to meeting the demands of all those visiting Madrid Content City (workers, students, actors,...). Comprised of 11 restaurants with large terraces, shared green spaces, and parking.

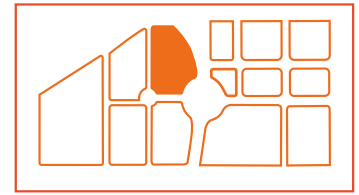
This project is currently under construction. Opening in December 2022.

Surface area  
2,500m<sup>2</sup>

Restaurants  
11



# Supermarket and petrol station



## Petrol station

A strategic location: at entrance 25 to national road M-607. The ideal placement to provide service not just to town residents and Madrid Content City users, but to national road through traffic as well. The space can be adapted to meet the company's service station needs.

This project is currently in construction.  
Completion in December 2022.



## Supermarket

The space enjoys a prime location, serving both employees and future campus students. It will even lure neighbouring residents, thanks to its location at entrance 25 to national road M-607.

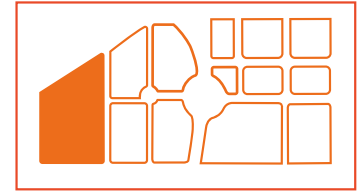
This project is currently under construction.  
Opening in December 2022.

Surface area  
7,500m<sup>2</sup>

Parking places  
200

**"Having the best services is a fundamental part of Madrid Content City"**

# The Core & iFP



 Planeta Formación y Universidades

ENTERTAINMENT SCIENCE SCHOOL

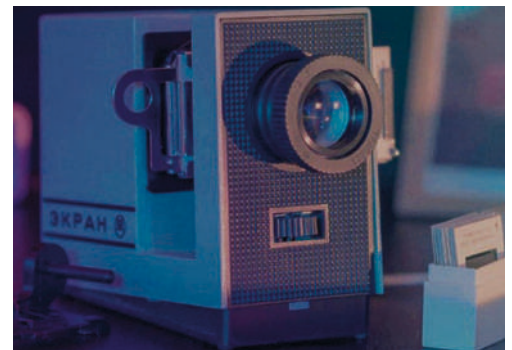
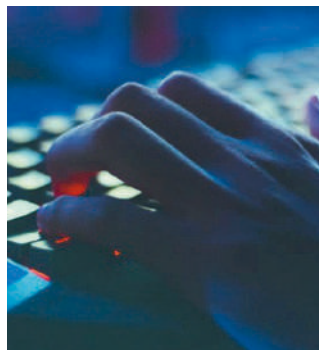


**Surface area**  
23,805m<sup>2</sup>

**Building**  
13,494m<sup>2</sup>

**Parking places**  
250

**Students**  
7,000

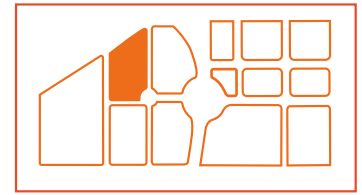


## "The school that industry was asking for"

Our campus brings together an Innovation Centre for Vocational Training (iFP) and the Core Entertainment School under the same concept, with the university school for bachelor's degrees, master's degrees and bootcamps.

Located in Madrid Content City so you can learn, be inspired, collaborate, and work with the best.

# Student Housing



Student housing will be a building with a floor area of 12,000m<sup>2</sup>. It will have 360 individual rooms and 90 parking spaces, organised around an interior space in the form of an arcaded square, with a staircase on one side that will connect this open space with the rear garden.

The building will consist of a ground floor plus five additional floors, with multiple common areas of more than 1,500m<sup>2</sup>, located mainly on the ground floor, with certain spaces on the first floor also dedicated as common areas connecting to the rear garden. The roof will have a large rooftop garden with green areas and a swimming pool, which will be another factor creating opportunities for residents to socialise. A paddle tennis court and a basketball court will also be located in the rear garden.

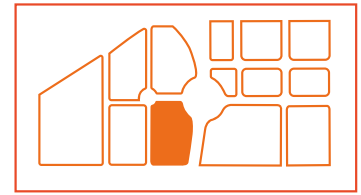
The complex seeks to develop resident interaction through the layout of the common areas and the activities planned there. It will have study rooms, play areas, social areas, as well as an indoor gym, communal kitchens, and specialised spaces for the study and analysis of audiovisual sciences.

It will use technologies that will enable efficient use and ensure minimum environmental impact through the energy saving and efficiency systems that will be included.

Building	Residents	Parking places
12,000m <sup>2</sup>	360	90



# Offices



**2 buildings with**  
**3,600m<sup>2</sup>**  
**5,400m<sup>2</sup>**

**Parking places**  
**158**

The project will consist of two office buildings oriented in a north-south direction, open to the surroundings of Madrid Content City, which will be built on common areas, with access to the buildings through a landscaped plaza located at ground floor level.

The complex will have a total built area of 17,200m<sup>2</sup> with 7,400m<sup>2</sup> of usable tertiary/office space, which will be divided into two buildings or areas of activity.

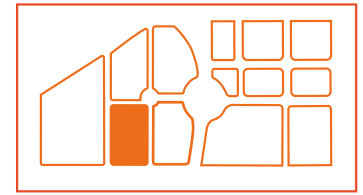
The first building to the east will be developed over five floors above ground for tertiary use, and one floor for parking. It has a total built area of 7,400m<sup>2</sup>, 3,350m<sup>2</sup> of usable tertiary/office space and 68 parking spaces, 13 of them outdoor.

The second building located to the west will be developed on four floors above ground for tertiary use and two floors for parking and services, and will have a total built area of 9,800m<sup>2</sup>, 4,050m<sup>2</sup> of usable tertiary/office space and 90 parking spaces, 10 of them outdoor.

Both buildings will have an open terrace on the rooftop floor, which will favour new relationship and work methodologies.

The project is committed to sustainable and environmentally friendly construction, using passive systems that favour energy savings.

# Recording studios



**DRAGO**   
Broadcast Services

**Two 1,500m<sup>2</sup> recording studios with auxiliary areas, offices, dressing rooms, etc.**



Two recording studios with office area, storeroom, toilets, dressing rooms, laundry area, tailoring and wardrobe area, hair and makeup area, offices, and script reading area. Equipped with a parking area. They will be able to operated independently and will be equipped with:

- Ground floor: changing rooms–laundry, hair and makeup, toilets with direct access from the set.
- Recording set: storage and installation rooms.
- First floor: individual dressing rooms with full bathroom, two group dressing rooms.
- Second floor: open plan office space with offices and script reading room.

Each studio will have 15 surface parking spaces.



**Surface area**  
**1,500m<sup>2</sup>**

**Parking places**  
**30**

# Be part of Madrid Content City

Warehouses and  
studios available

Phase 4  
market launch  
is beginning

# Studios and office building



**Studies of between 1,500m<sup>2</sup> and 2,000m<sup>2</sup>, providing a usable surface area for recording of 1,500m<sup>2</sup> each, which may operate independently, and will be equipped with:**

- Ground floor: changing rooms-laundry, hair and makeup, toilets with direct access from the set. Recording set, storage and installation rooms.
- First floor: individual dressing rooms with full bathroom, two group dressing rooms.
- Second floor: open plan office space with offices and script reading room.

**Corporate office building of more than 8,000m<sup>2</sup>.**



**Offices of more than 8,000m<sup>2</sup>**

**Studios sized from 1,500m<sup>2</sup> to 2,000m<sup>2</sup>**

NOTE: The project is flexible enough to modulate the size of the sets, which can be built from 1,500m<sup>2</sup> to 2,000m<sup>2</sup>. The offices are also modular.

# Warehouses

## For lease

Designed for companies in the audiovisual sector



**Warehouses**  
with surface areas  
up to:

500m<sup>2</sup>  
warehouse

350m<sup>2</sup>  
offices

11 parking  
places



**Representative warehouses with offices and outdoor terraces that provide great luminosity and versatility of use.**



### 100% equipped facilities:

- Low and medium voltage electricity/lighting
- Voice and data communications
- Plumbing
- Sanitation
- Air-Conditioning and ventilation
- Fire protection
- Lifting equipment

# A project that's environmentally sustainable



Sustainability & ESG



Carbon footprint strategy

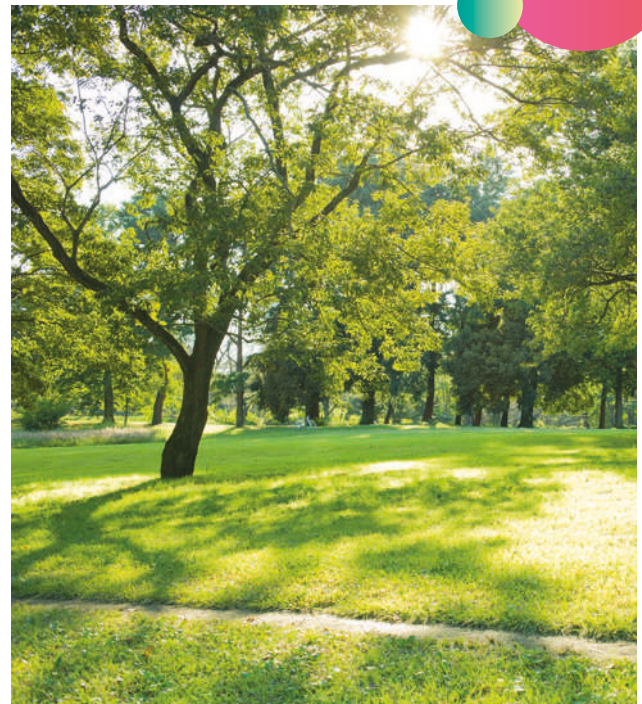


Certifications

At Madrid Content City, we will incorporate the Sustainable Development Goals (SDGs) of the 2030 Agenda and make their environmental, social, and governance (ESG) principles the basis of our business model, with the clear objective of achieving greater profitability and commitment to society.

We will follow an appropriate carbon footprint strategy, reducing our greenhouse gas emissions and making more efficient use of resources.

Certifications are a result of proper design and implementation of the different sustainability solutions.



ESG STRATEGY



SUSTAINABILITY CERTIFICATION



CARBON FOOTPRINT REDUCTION & CLIMATE CHANGE



RENEWABLE ENERGY



SUSTAINABLE MOBILITY

## Integrated ESG approach

We will comply with the 3 ESG principles:

### Environmental:

- Climate change
- Carbon emissions
- Energy consumption
- Environmental quality
- Materials
- Pollution
- Renewable
- Waste management
- Water footprint
- Biodiversity

### Social:

- Well-being
- Health and safety
- Inclusion and diversity
- Community building
- Mobility

### Governance:

- Regulatory compliance
- ESG clauses in contracts (Green lease)
- Taxonomy
- Green finance

## BREEAM certified

BREEAM® (Building Research Establishment Environmental Assessment Methodology) is the most technically advanced method for assessing and certifying sustainability in buildings, and the world leader in terms of the number of projects certified since its creation in 1990.

The certificate, which is private and voluntary, assesses impacts in 10 categories (Management, Health and Well-being, Energy, Transport, Water, Materials, Waste, Ecological Land Use, Pollution, Innovation) and awards a final score that serves as a reference, together with the Technical Manual of the methodology, for more sustainable construction both in the design phase and in the execution and maintenance phases, with different assessment and certification schemes available depending on the typology and use of the building.



\* The aforementioned activities are currently in the process of obtaining these certifications.

## Mobility plan



Madrid Content City will be accessible and sustainable thanks to the new stop on the C-4 commuter line, the most environmentally friendly means of motorised passenger transport in Europe, which will improve the air quality of the entire city.

It will also have bicycle lanes connecting the entire complex with the station and Tres Cantos, as well as charging points for electric cars.



\* Project pending qualification

# Let's talk about a future together.

Contact us about  
renting a studio,  
warehouse, or office.

Developed by:



ROOTS REAL ESTATE

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+34 911 875 025  
[info@madridcontentcity.com](mailto:info@madridcontentcity.com)

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**Secuoya**  
studios

# Secuoya Studios

**A Spanish-language content-production studio, for worldwide distribution, focused on the Spanish, Latin American and Spanish-speaking US markets.**

Our goal is to be leaders in the development and production of Spanish-language content.

---

★ **An integrated studio with 8 areas of activity**

★ **Green Shooting**



We are the only studio in the market organized strategically based on 8 activity areas that come together to form a strong whole that optimizes performance.

The studio comprises diverse creative teams, its own Business Affairs department for co-investment/co-financing mechanisms, technical media companies, post-production, VFX and production solutions and an international services and video production company with a focus on third-party collaborations.

Pioneers in Green Shooting certification in the creation and production of our content.

Our biggest differential value is our international approach to operations, with a presence in Spain, Chile, Colombia, Mexico and the United States, with the studio's president, James Costos, at the head of our Los Angeles office, and with a management team formed by the industry's top content producers.



# Structure of Secuoya Studios

## Business Areas

Content creation and production

★ Fiction



★ Unscripted



★ Cinema



★ International  
Filming



## Support Areas

Media and solutions

★ Business Affairs



★ Drago  
Broadcast solutions



★ Xreality VFX



★ Integrated  
Brands



# Business Areas

## Content typology and production models

We give strategic value to the diversification of our product portfolio and the production models used to develop these.

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## Originals

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## Internal IP

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## Services

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The Studio's core activity is the generation and production of content and formats with premium quality in the genres of fiction, entertainment, documentaries and feature-length films, for their distribution through platforms, television channels, distributors and cinemas.

The main production model for maintaining its own IP is another of the studio's strategic foci and one of the features that set it apart from the national and international market.

In many of our own fiction productions we maintain, either totally or partially, intellectual property (IP) rights, financing productions with distribution licenses through windows and territories, national and international distributors and internal investment and investment from third-party co-producers and partners.

Parallel to this, the studio also works on the development of production commissions (originals).

Secoya Studios' value proposition in the market is completed with the provision of production services in Spain for international productions (Services), including consultancy in their design and financial and tax structuring.



# Support Areas

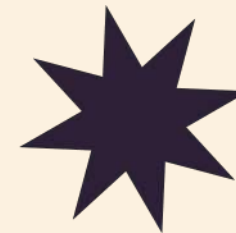
## Internal services for productions

The studio is enhanced with the inclusion of service areas for its own productions and services provided for international productions, an element that sets the studio apart.

Secuoya Studios has its own resources for providing high-quality production and post-production services (studios, cameras, lighting, editing rooms, color and sound, visual effects VFX), giving the studio a competitive advantage thanks to the immediacy, guarantees of availability, versatility and synergies it offers productions.

It also integrates into its internal service structure a financial and tax structuring department (Business Affairs) for itself and third parties, an internal transmedia and digital marketing unit to expand the scope and monetization of our productions and a set of strategic collaboration agreements with third parties, with a particular emphasis on those related with guarantees for investors and the procedures, auditing and certification of our productions in accordance with sustainable criteria.

# Growing



## With a track record

---

8 Series

---

1,500h Per year of entertainment

---

+100 Documentaries

---

12 Films

## Moving forwards in 2022

The turnover for next year from projects currently underway stands at 115 millions euros, with 2,000 hours of content distributed across:

---

6 Series high budget for international and local platforms, most of which under the internal IP model

---

1,750h in 14 entertainment shows

---

8 Documentaries for platforms

---

4 Films produced in-house and co-produced with channels

---

Services for high-budget international productions (mainly North American) that are shot in Spain

---

# Fiction

---

**A focus on producing high-budget premium series for global platforms based on development models of both internal IPs and Originals.**

This model allows the studio to maintain IP to optimize sales fragmented by territories and windows. This leads to greater returns on productions in the medium and long term thanks to secondary windows, subsequent seasons, spin-off formats (sequels, adaptations, remakes, etc.), spin-off products (merchandising, editorial publications, music, etc.) and others.

This activity of the Fiction Area is headed by David Martínez, and has its own development and production assistance team.

Pablo Barrera heads the team focused on originals to be developed for platforms.



Campamento Newton



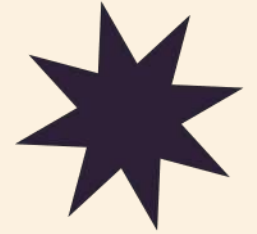
Supernormal

Two teams specialized in each of these two areas transfer this profile-based orientation to their creations.

The production of series, totally or partially maintaining IP is one of the hallmarks of Secuoya Studios.

This is accomplished through the financing of productions based on sturdy market models and collaboration mechanisms.

# Fiction



## Main projects



Supernormal T2



Zorro. Un nuevo comienzo



Montecristo

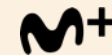
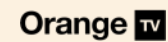


Newton camp



La Isla

## Main players



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# Unscripted

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**Development and production of entertainment and documentaries for international television channels and platforms.**

Led by Eduardo Escorial, it has its own R&D team for trend analysis and format development. This area has produced 1,500 hours in 2021.

Its main strategic line is the activation of internally produced documentaries with the studio's own IP, based on leveraging the studio's new financing mechanisms.

To complement this, content is developed for distribution through the main platforms and television channels. In the case of Chile, the studio produces successful prime time entertainment shows for all the country's channels.

Now well-established in terms of its activity, it has 14 entertainment shows and 8 documentaries currently in production.



# Entertainment



## Main projects



Los felices veinte  
Orange TV



091: Alerta policía  
Dmax



Espanoles en el  
Mundo  
TVE



Aquí se baila  
Canal 13 Chile



The covers: tributo a las  
estrellas  
Mega Chile

## Main players



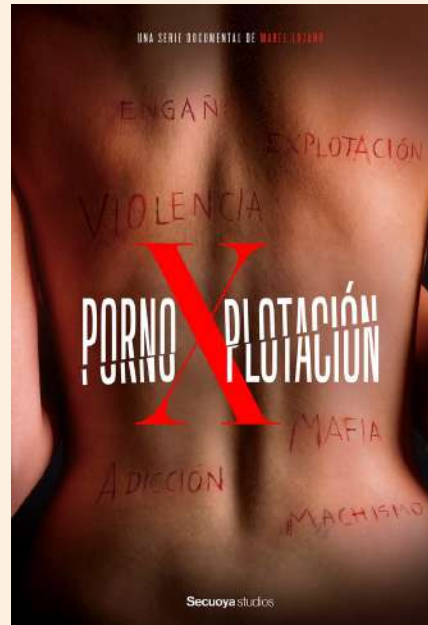
# Documentaries



## Main projects



Los secretos de La Roja  
Rakuten TV



PornoXplotación  
Directed by Maribel Lozano



Voces de una ciudad  
Directed by Curro Sánchez Varela



Moncloa  
Directed by Curro Sánchez Varela



## Main players



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# Cinema


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## Development and production of feature films.



With a strong focus on independent production, the activity is undertaken through a strategic collaboration agreement with Álamo Producciones.

Headed by Eduardo Campoy, the productions are usually developed through co-production models or using internal resources and investment.



The studio has permanent agreements with film distributors like Warner, Universal and A Contracorriente for the circulation of these productions.

This area produces around 4 films each year and is widely recognized in independent production because of its volume. 3 shoots are currently underway and 4 feature length films are due for release this year.

Participating in its productions are directors such as Dani de la Orden, Martín Cuervo and David Martín Porrás; screenwriters like Eric Navarro, Olatz Arroyo, Marta Sánchez and Marta Buchaca; and actors/actresses like Ariadna Gil, Belén Cuesta, Paco León and Leo Harlem.



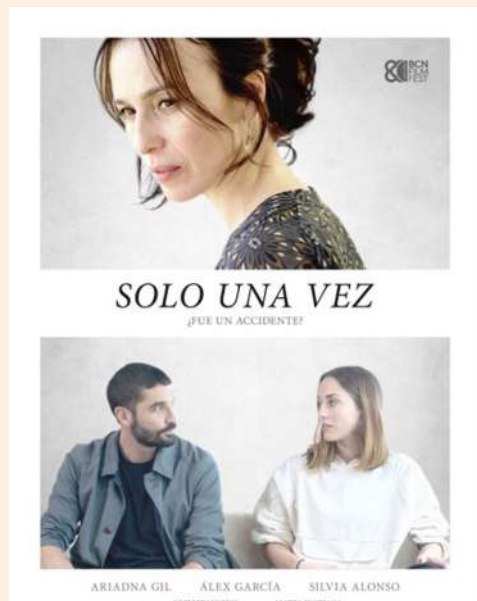
# Cinema



## Main projects



Hasta que la boda nos separe



Solo una vez



Con quién viajas



Mamá o papá



## Main players



a contracorriente|films

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# International Filming

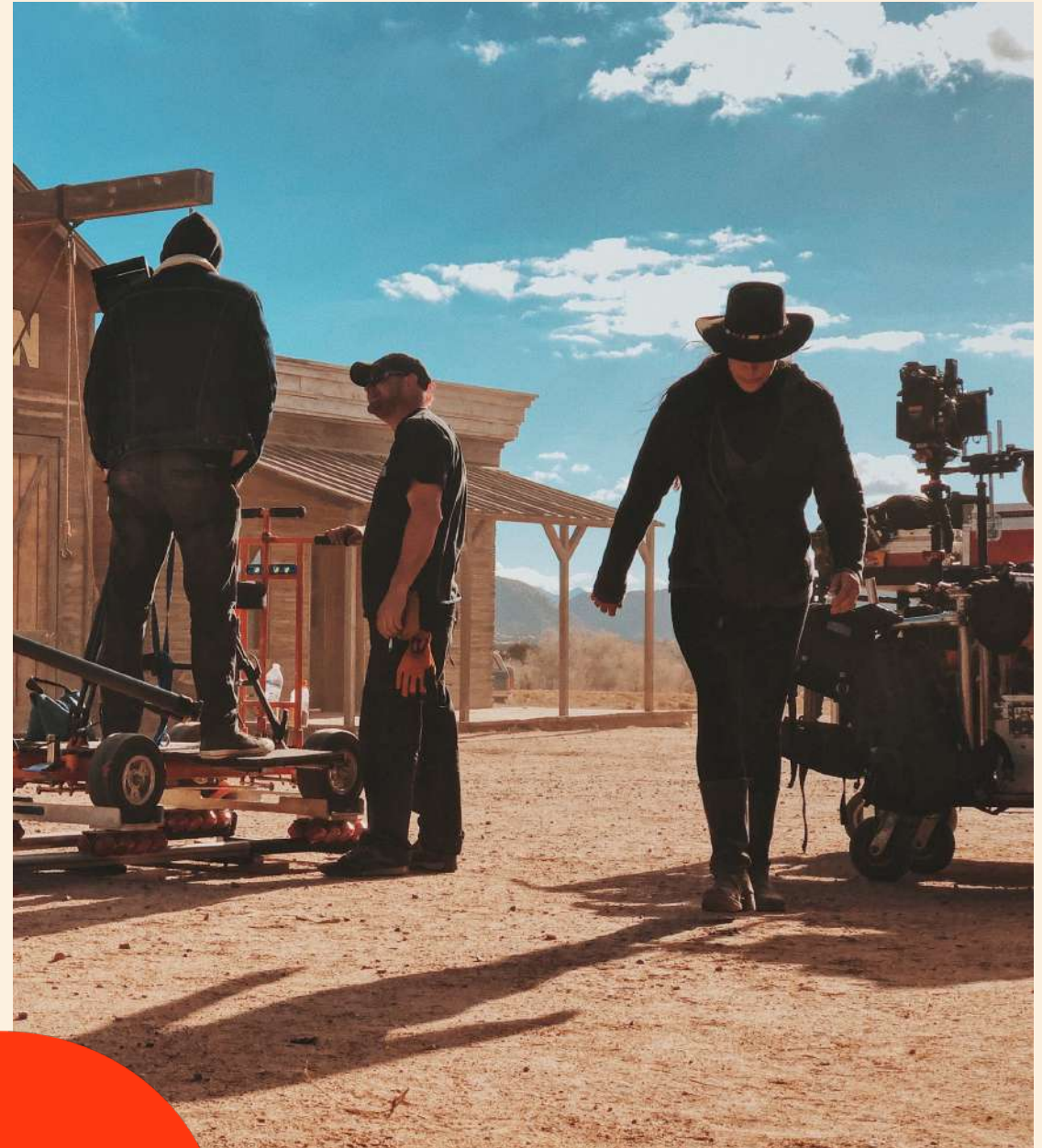
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## Production services in Spain for international productions.

Led by José María González-Sinde, it enjoys direct business development support from the US studio offices.

The work of José María and his team is of an outstanding quality. They have over 25 years' experience in the execution and development of major international productions, like Game of Thrones, Westworld, Little Birds, Soulmates, Uncharted, That Dirty Black Bag, Assassin's Creed and Terminator: Dark Fate.

The professionals in this team have a proven capacity to work on productions of enormous complexity and organize big international projects with an integrated approach.



# International Filming

**This area provides direct cost efficiency and offers full guarantees of availability, thanks to the resources of the studio's solutions and technical media areas.**

This efficiency is further enhanced by the capacity to optimize tax incentives for shoots. The studio's Business Affairs area provides solutions for optimizing costs and revenue for producers, advises on the availability of the different incentives at the regional level, manages the monetization of the incentive with tax administrations, clarifies cost eligibility and establishes a calendar for optimum production.



## Locations, licenses, incentives and shoots.

It has an internal database of locations and solutions in Spain, the US and the major countries of Latin America.

It has a proven track record in obtaining licenses to film, dealing with paperwork and developing good relationships with natural parks, national heritage, city councils, provincial governments, regional governments and all kinds of public and private administrations in Spain.

It has a number of major projects underway with international productions.

---

# Business Affairs

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## An internal area for structuring productions and managing tax incentives.

A multidisciplinary team specialized in tax, financial and legal matters ensures projects optimize co-financing/co-investment mechanisms and take full advantage of tax benefits.

The structuring of their projects also includes certifications from well-respected auditors in the market.

ANDERSEN

CUATRECASAS

This area is well positioned regarding the availability of tax investors of Canarian origin. With a market share of over 80%, it is the biggest agent for structuring productions in the Canary Islands, a territory with better incentives than any other in Europe.



## Maximizing investment performance

Optimizing financing plans for all kinds of audiovisual projects.

Adapting the production structure to facilitate the participation of possible co-producers and investors in IP rights and their exploitation.

Designing investment operations and planning scenarios for exploiting audiovisual works.

Verifying the compatibility of the different public and private financing sources and FOE clients (Mandatory European Financing), both national and international.

Creating structures for taking full advantage of tax incentives generated by our productions inside and outside of Spain.

Managing the availability of tax incentives for clients of Secuoya Studios Services.

Tax rebate consultancy for international clients, with the possibility of attaining this incentive in advance to make it available for the production phase.

Assessing business opportunities for Secuoya Studios.

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# Drago

## Broadcast Services

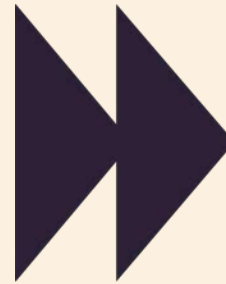
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**High quality media, professional teams and technical solutions for content production and post-production.**

Generates a differential value for the studio as integrated support for its productions.

Offers a multiplying effect directly through guaranteeing production capacity, the latest technology, cost sustainability and the involvement of human resources that participate in the operation.

It commercializes its services as a white-label brand for national and international audiovisual producers, as a complementary activity.



- ★ **Recording Studios**
- ★ **Post-production**
- ★ **Technical media**



# Drago



It has participated in the production of 45 fiction series and 25 major entertainment shows in the last year. It is the biggest film studio manager in Madrid and one of the biggest in Spain.



## Main productions



Mientras dure la guerra  
Movistar+



Las chicas del cable  
Netflix



El ministerio del tiempo  
RTVE

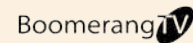


Élite  
Netflix



Veneno  
AtresPlayer

## Main players



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# Xreality Studios

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## Art in visual effects

**A company specialized in VFX, virtual production and advanced post-production for Fiction, Cinema and Advertising.**

It generates a differential value for the studio thanks to the integration of a highly competitive lever for its productions from design to execution.

Its complementarity with the core activity extends throughout the value chain thanks to its continuous innovation and its positioning regarding the transformation of possibilities related with developments, especially concerning Unreal.

Its main value is the team. Led by Ignacio Lacosta, it has participated in more than a thousand cinema, series and advertising productions in Madrid and Los Angeles, and its trajectory has been recognized with different prizes and awards (Goya 2012 for Best Visual Effects and a Special Mention in the Venice International Film Festival).

Perfectly integrated in the international business circuit, it markets its services as a white-label brand offering an integrated and comprehensive approach (from the design to providing Tax Rebate support).

# Xreality studios



## Main productions



**Series:** Fariña - Las chicas del cable – Velvet - High Seas – Cuéntame cómo pasó

**Films:** El Juego de Ender - El Bar – Transsiberian - Los últimos de Filipinas - Apartment 112

**E-games:** Quantum Break by Microsoft

## Main players

NETFLIX



amazon

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# Integrated

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## Brands in content

**An agency specialized in transmedia and digital marketing and commercialization with advertisers and brands that want to participate in the content universe.**

It positions itself as a link between brands and their strategy and the competitive, quality content generated by Secuoya Studios.

The brand-content link is complete (creation-production-expansion), for mass audiences and the full range of formats.



# Integrated

## Brands in content

The agency generates value thanks to its capacity to put the studio in direct contact with agencies and brands based on 4 lines of activities:

### ★ Content generation

From sponsorship to co-production, co-financing and participation through tax benefits.

### ★ Product placement

With a meaningful presence of the brand from creation.

### ★ Spin-off product

### ★ Activations and events

Associated with communication and marketing plans.



Brands that are already participating in Secuoya Studio productions:



