

JEZEBEL

ANCIENT ISREAL'S DARKEST HOUR HAS COME



Investment Proposal

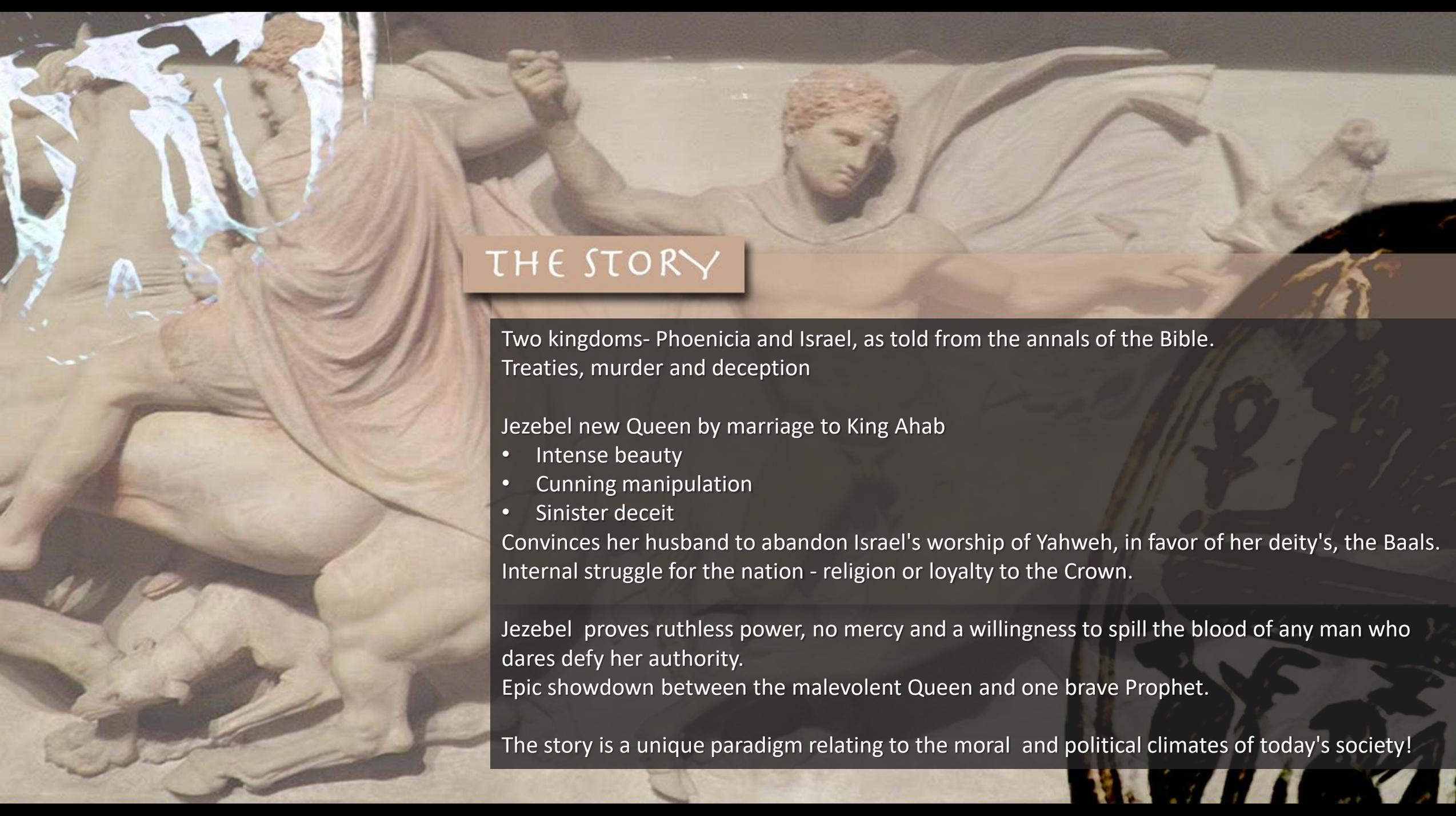
EXECUTIVE SUMMARY

Jezebel is the rise and fall of the most ruthless queen in ancient history. *Game of Thrones*, *Gladiator*, and *300*

Jezebel brings to life an ancient world with all the elements and twists within human modern drama. This Biblical story brings together contemporary themes to make this *Cleopatra* meets *Scarface*.

Production, advertising, distribution and marketing estimated - \$50M

- Equity \$20M
- Tax production credits \$5M
- Prints/Ads \$25M



THE STORY

Two kingdoms- Phoenicia and Israel, as told from the annals of the Bible.
Treaties, murder and deception

Jezebel new Queen by marriage to King Ahab

- Intense beauty
- Cunning manipulation
- Sinister deceit

Convinces her husband to abandon Israel's worship of Yahweh, in favor of her deity's, the Baals.
Internal struggle for the nation - religion or loyalty to the Crown.

Jezebel proves ruthless power, no mercy and a willingness to spill the blood of any man who dares defy her authority.

Epic showdown between the malevolent Queen and one brave Prophet.

The story is a unique paradigm relating to the moral and political climates of today's society!

POTENTIAL ACTRESSES

JEZEBEL



Naomi Scott



Kiera Knightley



Emma Watson

POTENTIAL ACTORS

JEHU



Gerard Butler



Chris Pine



Henry Cavill

ELIJAH



Denzel Washington



Mel Gibson

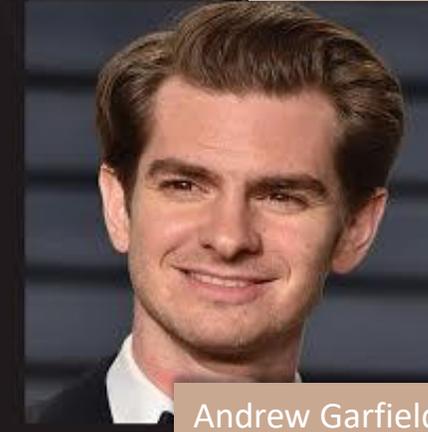


Harrison Ford

AHAB



David Franco

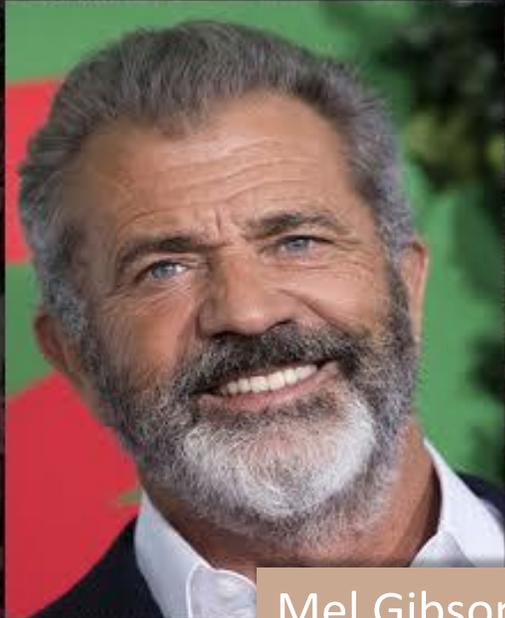


Andrew Garfield



David Henrie

POTENTIAL DIRECTORS



Mel Gibson

The Passion of the Christ (Director)
Braveheart (Director)
Apocalypto (Director)



Sean McNamara

Soul Surfer (Director)
Miracle Season (Director)
Reagan (Director)



Chuck Konzelman & Cary Solomon

Unplanned (Writers & Directors)
God's Not Dead (Writers)
I Believe (Writers)
What If (Writers)

THE MANAGEMENT TEAM



Producer

John Sullivan – Award winning Independent Filmmaker writer, director and producer

Three films top theatrical documentaries of all-time*

Earned over \$100M in total revenue

Worked with two Academy Award winning producers; Gerald Molen (*Schindler's List, Jurassic Park, Rain Man*) and Gray Frederickson (*Apocalypse Now, Godfather, Godfather II*)

Filmography

Expelled	Producer	2008
*2016: Obama's America	Co-Director/Marketing Director	2012
*America	Co-Director/Marketing Director	2014
Where Hope Grows	Marketing Director	2015
*Gosnell	Line Producer/Marketing Director	2018
Unplanned	Co-Producer/Advertising Director	2019
No Safe Space	Screenwriter/Marketing Director	2019



Producer

Roger Winebarger - screenwriting, motion picture production, and financing.

2002 he was Associate Producer of Cine Excel Entertainments' *Power Elite*, (video release).

Worked with industry professionals; Ralph Winter, (*X-Men, Fantastic 4, Planet of the Apes*) and International script Doctor, Bart Gavigan, (*Luther, End of the Spear*) William Paul McKay, American Trademark Pictures (*Billy, the Early Years & Against All Odds*)

MUSIC



Doc Ish

Multi-platinum music Producer/Artist
Music and Motion Picture score.

Achievements:

2009 VMA Winner
2009 Grammy Winner

Production Credits:

Eminem - "We Made You"
Billy Danze (Of M.O.P) first solo project
Co-star of the DocNDanze show
ESPN, Jay Leno show, Comedy Central, United Way, Joe Budden,
Neyo, M.O.P, KRS-One, Talib Kweli, Max B, Sean Price, Chris
Webby and more

PRODUCTION STRATEGY

Production

- Cost of Talent
- Amount/Type of special effects
- Genre
- Duration of shoot
- Negative costs - physical production costs, studio overhead, and capitalized interest

Distribution

- Marketing and Exhibition
- Duplicate prints for Exhibitors and Advertising to consumers

P&A (Prints & Advertising)

- P&A costs within its territory
- Distribution agreements min/max P&A amount distributing and promoting the film
- Marketing cost average MPAA film \$40.5M (2017)

There are several factors that contributed to these large increases in marketing costs. A film's opening weekend has become an indicator of its total box office potential, and it also now represents a growing percentage of a film's total box office revenues, as films typically do not remain in theaters as long as they once did.

DISTRIBUTION STRATEGY

Proper Distribution Framework for World Class Film – considering Digital Domain (VOD)

Five essential revenue windows:

- Theatrical
- Home Entertainment
- Streaming
- Foreign Sales
- Selection of Distributor

Theatrical

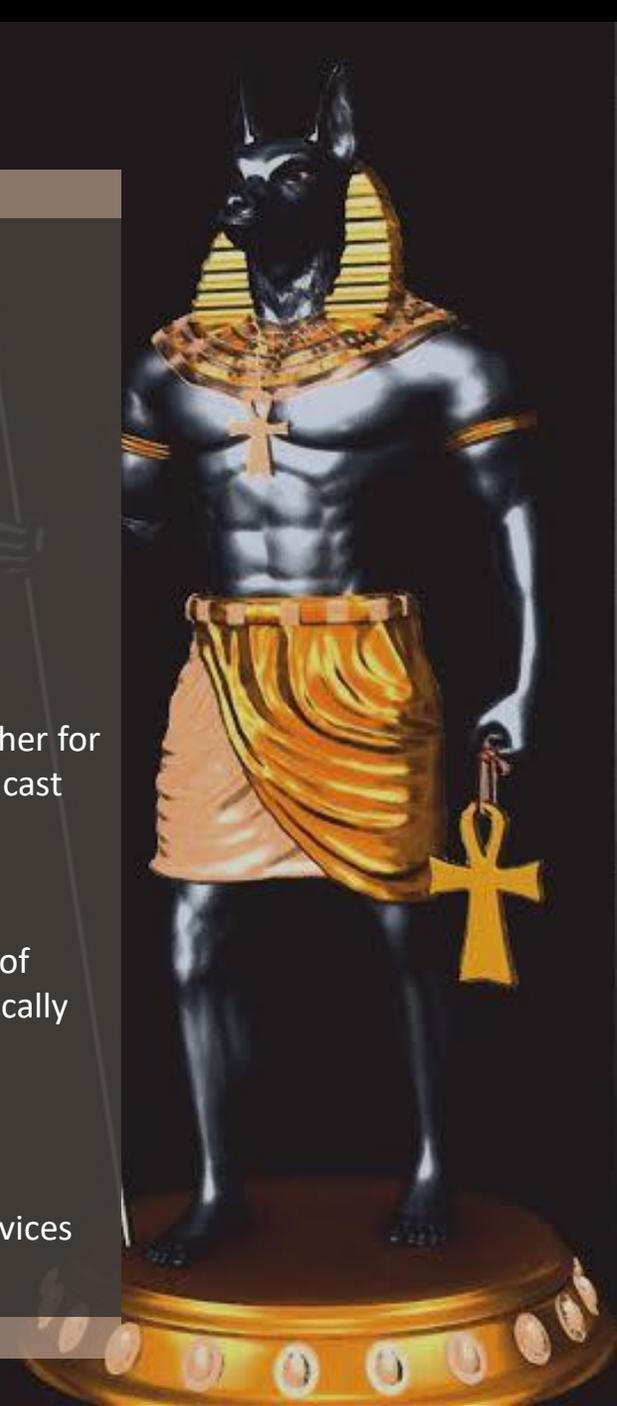
The launching point for a feature film is the Theatrical window. Each year there are approximately 600 – 800 films released in theaters. The typical run for these films is 6 – 16 weeks. Each March, film exhibitors and distributors gather for Show West the film industry's annual trade show. At the event distributors showcase their new films along with the cast for media events.

Home Entertainment

The financial engine behind the film business continues to be the home entertainment segment which is comprised of retail sell-through, video rental, Streaming (SVOD), Video on Demand (RVOD) and Electronic Sell Through (EST). Typically the Home Entertainment revenue window has been responsible for 80% of all of film profits in the last 10 years.

Streaming

The rise of Streaming (SVOD) services such as Netflix, Amazon, Hulu and the launch of Disney+ has created another significant revenue stream for films. These platforms reach almost 200M people worldwide. Traditionally, these services pay a license fee for the film for it to play exclusively on the platform for several years.



DISTRIBUTION STRATEGY CONT.

Foreign Sales

Top Twenty Foreign Territories:

United Kingdom France Germany Spain
Italy Australia Mexico South Korea
Belgium Russia Netherlands Austria
Norway New Zealand Turkey Greece

A major revenue stream for any movie is the foreign sales channel which is accomplished through a foreign sales company aggressively selling the film in each country or territory.

Out of the approximate 110 countries/territories there 48 territories accounting for the lion's share of foreign revenue with the five strongest of these being the United Kingdom, France, Germany, Spain and Japan.

Selection of Distributor

As producers seeking the best financial return for the film there are four key questions one asks related to distribution.

The Four Questions of Distribution

1. Can they book theaters?
2. Can they place product with major retailers?
3. Can they collect on accounts payable?
4. Do they have transparent accounting?
5. Do they have an output deal for streaming platform or TV in the domestic and international markets.

The production will be seeking distribution partners that fit the above elements for the maximization of revenue through all revenue windows. Due to pressure from streaming platforms, traditional studios have been more aggressive in working with independent productions

MARKETING

Jezebel - strong box office potential

- Well known Bible story/faith-based marketplace
- Three large faith traditions
- Political conservative appeal
- Successful films comparables - *The Passion of the Christ, I Can Only Imagine, Son of God and War Room*

Advantages

The release of **The Passion** and subsequent films such as **Unplanned, Fire Proof, Son of God, I Can Only Imagine, War Room** and **Heaven is for Real** have demonstrated that films which have a connection to a faith-based audience can gain significant box office traction.

The Passion (benchmark) - Brilliant Marketing Campaign

- Mel Gibson opened up his office on a daily basis for screenings
- Evangelical Christian leaders – opinions/Q&A
- Viewing unfinished version of the film built bonds w/Leaders
- Community outreach and praise

Jezebel (built-in advantage) - Values and Biblical Moral Elements

Mainstream appeal (less political and/or religious)

- Focus on historical and action aspects
- Impart general, moral values to their children and teach history

Traditionalist appeal (churchgoing, conservative evangelical) 47% population

- Reinforce the things they already believe

Target Audience

“Red States” primary target of outreach

Other key groups

Typical mainstream movie-goer / traditional studio methods

Conservatives and Christians/core movie-going audience

- television
- print
- film reviews
- radio
- online

This audience segment will be a typical moviegoer seeking the latest film.

Strong political views & Conservative Christians / faith affirmed

The churchgoing, conservative Christian community is one of the most important constituents of this film and should be reached out to accordingly. However, contrary to common perceptions, this audience is also a consumer of mainstream media and can be both specifically targeted with the kinds of campaigns described above, while also reached through more mainstream marketing attempts. In short, this segment of the public is not merely a segment at all, but is in many cases a mainstream member of the American movie-going public.

COMPARABLE FILMS

FILM	DOMESTIC	FOREIGN	TOTAL	RELEASE
I Can Only Imagine	\$83,482,253	\$4,000,000	\$87,482,253	2018
Miracles from Heaven	\$61,705,123	\$12,178,236	\$73,88,359	2016
War Room	\$67,790,117	\$4,000,000	\$71,790,177	2015
Heaven is for Real	\$91,443,253	\$9,889,709	\$101,332,962	2014
Noah	\$101,200,044	\$261,437,429	\$362,637,473	2014
Exodus: God's & Kings	\$65,014,513	\$203,161,118	\$268,175,631	2014
God's Not Dead	\$60,755,732	\$3,912,142	\$64,667,874	2014
Son of God	\$59,700,064	\$8,100,000	\$67,800,064	2014
Prince of Persia	\$90,759,676	\$245,606,000	\$336,365,676	2010
300	\$210,614,939	\$245,453,242	\$456,068,181	2007
The Passion of the Christ	\$370,782,930	\$241,116,490	\$611,899,420	2004

REPORTED BOX OFFICE GROSSES

FUTURE PROJECTS

JEZEBEL (The Younger Years)

The Garden

Twilight Time

Legal: Alexander Angueira PLLC Miami, Fl

Accounting: Harlan Levinson Los Angles, Ca

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