



COMPANY OVERVIEW

Greenhouse Media Investment is an Independent Media Finance Company. The core objective of Greenhouse Media Investment is to invest into service divisions that provide the production and distribution of media content in a wide range of diverse commercial media products. Utilising these various media production and development divisions we will invest in cost effective well produced commercial main stream genre specific Film, TV, Documentaries and Music Artists for a mass global market platforms.

We will combine a professional media investment company with our production service divisions to create a unique, managed risk, media investment production service providing excellent content in all categories. By investing in our varied media divisions it will not only spread risk but it will also clearly give us the opportunity to provide quicker returns to the investors.

All our Divisions are very aware that first and foremost the normal forms of distribution will be the natural route we will take when distributing content. We have a team of professionals who have strong relationships in these areas with Sales Agents, Distributors, Commissioners and all types of music distribution outlets including TV and radio. This will allow us to always have distribution interest for our content before we go into development on selected projects.

There is also growing opportunities for self distribution of content available to us firstly in the UK market and then further afield. This will also give us valuable openings to increase revenue streams from all our content. The overall marketing ethos is also to 'work smarter not harder' and do less'.

The timing is perfect for us to be at the forefront of the digital media revolution as a variety of new technologies and ideas converge to lay out a golden path to success on the world stage, with many competitors still struggling to adapt their outdated business models to the rapidly changing landscape of digital entertainment.

We have established a clear and well identified social media distribution strategy to gradually self distribute are media content. We intend to progressively grow a social community through our distribution division Greenhouse New Media in particular with its association with Miss Behave Music. This will give us a comprehensible opportunity to capitalise on self distribution via the internet and other mobile devices. We also have business partners who are well placed to expand this community they too are excited about the prospect of being part of this internet social community revolution.

Our approach to marketing and networking through major social network groups is also a relatively new and underused market in media especially amongst independent media companies. Greenhouse Media Investment carefully researched selected companies that have used this method for distribution successfully. Our intention is to take this to the highest level, by utilising this with a steady stream of commercial content in many different forms of commercial media.

By combining these two ideas, varied and exciting content coupled with a large social internet community, we expect this to be successful and another avenue for revenue stream for our investors.



Our content is generally very main stream and commercial. One of the big target markets will be the computer literate 14 - 25 year olds. The younger generation will not only be able to identify with the content that we provide (which is very youth friendly), but they will also be fully aware of the technology available to access this content. Whether the target market choose to download the content directly to their computer or purchase the content on DVD or Blu-Ray or CD, they will fully understand the technology involved and which hardware is involved in using it. The download generation can help perpetuate the awareness of our content and increase the sales via download by word of mouth and message and link posting on social network sites, forums, and through e-mails. Our content will then reach a larger demographic as it is both commercial and exciting and will most certainly please the young at heart audiences looking for new exciting well produced and well written media content.

We will always intend to invest in commercial media product that is both innovative and exciting as long as we see it as an attractive financial opportunity. The first question we will always ask is "Will this be good for the Investors?" Integrity, honesty and fairness will always guide the way we do business with our investors and any producing and collaborative partners we decide to work with.