

PLAYHOUSE PICTURES PRESENTS

# CHARLIE



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PLAYHOUSE PICTURES PRESENTS "CHARLIE" A FILM BY THE THOMAS BROTHERS KAYAN KALIPHA JOSH GARWOOD  
ALEX GUILFORD FREDERICK SKZODA PRODUCED BY DAMIAN THOMAS EDITED BY KIERAN THOMAS COSTUME DESIGNER JARVYL LIM  
EXECUTIVE PRODUCERS ADRIEL THOMAS DAMIAN THOMAS PRODUCED BY THE THOMAS BROTHERS

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- I am a self-certified sophisticated investor because at least one of the following applies:
- I am a member of a network or syndicate of business angels and have been so for at least the last six months prior to the date below;
- I have made more than one investment in an unlisted company in the two years prior to the date below;
- I am working, or have worked in the two years prior to the date below, in a professional capacity in the private equity sector, or in the provision of finance for small and medium enterprises;
- I am currently, or have been in the two years prior to the date below, a director of a company with an annual turnover of at least £1 million.
- I accept that the investments to which the promotions will relate may expose me to a significant risk of losing all of the money or other property invested. I am aware that it is open to me seek advice from someone who specialises in advising on non-mainstream pooled investments.

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Date: ”

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#### “SOPHISTICATED INVESTOR STATEMENT

I make this statement so that I can receive promotional communications which are exempt from the restriction on promotion of non-mainstream pooled investments. The exemption relates to certified sophisticated investors and I declare that I qualify as such. I accept that the investments to which the promotions will relate may expose me to a significant risk of losing all of the money or other property

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Date: ”

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“HIGH NET WORTH INVESTOR STATEMENT

I make this statement so that I can receive promotional communications which are exempt from the restriction on promotion of non-mainstream pooled investments. The exemption relates to certified high net worth investors and I declare that I qualify as such because at least one of the following applies to me:

I had, throughout the financial year immediately preceding the date below, an annual income to the value of £100,000 or more. Annual income for these purposes does not include money withdrawn from my pension savings (except where the withdrawals are used directly for income in retirement).

I held, throughout the financial year immediately preceding the date below, net assets to the value of £250,000 or more. Net assets for these purposes do not include:

- (a) the property which is my primary residence or any money raised through a loan secured on that property; or
- (b) any rights of mine under a qualifying contract of insurance; or
- (c) any benefits (in the form of pensions or otherwise) which are payable on the termination of my service or on my death or retirement and to which I am (or my dependants are), or may be, entitled; or
- (d) any withdrawals from my pension savings (except where the withdrawals are used directly for income in retirement).

I accept that the investments to which the promotions will relate may expose me to a significant risk of losing all of the money or other property invested. I am aware that it is open to me to seek advice from an authorised person who specialises in advising on non-mainstream pooled investments.

Signature:

Date: ”





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# SYNOPSIS

Charlie, a contemporary crime thriller set in London, tells the story of Judd, a young, intelligent man mixed up in a world of drugs and gangs. Judd also live a double life, trying to appear a legitimate member of society to his mother and university. When Charlie, one of the most powerful men in Judd's world goes missing, war erupts between the gangs of London. As old alliances crumble Judd must decide what is most important to him, his future or his honour.



# DIRECTOR'S VISION

We see London as immensely multi-diverse and multi-cultural. This is a factor that is lacking in British film and something we will demonstrate through our characters and visualisation.

The story deals with real human interactions such as Friendship and growing up in an oppressed society. Racism, greed and trust will also be important themes in Charlie.

Inspiration for the film comes firstly from the original novel. In addition we draw on the feel of films such as Kidulthood and Brotherhood. Editing and character development from Darren Aranofsky's 'Requiem For a Dream' and pacing from Guy Richie's films such as Snatch and Lock, Stock and Two Smoking Barrels.

We will use both a soundtrack and original score to drive the story. Contemporary music can assist in creating relevance to viewers as well as relating to the characters development. We have already secured music featuring Jethro Sheeran.

We have already started the casting process and are working with actors from a

multitude of backgrounds, both economic and cultural. This will enhance the realism that we envision.

Special effects will be limited with a focus on character development and the human condition. However, there will be light stunts and effects. Our current team have worked on some of the biggest Hollywood features such as The Avengers and Skyfall.





# THE TEAM



## THE THOMAS BROTHERS

Adriel, Damian and Kieran Thomas are a filmmaking band of brothers.

The brothers have worked with brands such as Calvin Klein, Orange and Asda in their commercial work. They are currently working on a number of short films including a project with UK based Charity - Survivors UK. They also founded Playhouse Pictures, a small production company that operates in the United Kingdom and Europe. Playhouse produces videos for corporate clients, events, music videos, promos, ads and fictional drama.

ADRIEL THOMAS | PRODUCER/DIRECTOR

The driving force behind the business, Adriel acts as Managing Director to Playhouse Pictures and runs the production department. His career began as a runner on a McDonald's ad and has since grown to a full time producer/director.

DAMIAN THOMAS | WRITER/DIRECTOR

Damian is the creative workhorse; writing and visualising all of The Thomas Brothers' and Playhouse Pictures creative efforts. Damian is penning the script for Charlie, using his infamous dark and gritty style.

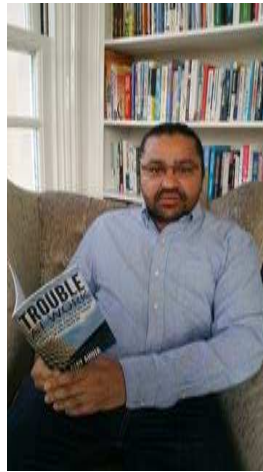
KIERAN THOMAS | PRODUCTION DESIGNER

The youngest of the brothers, Kieran, designs and leads the art departments both in Playhouse Pictures and on set. He also works as a freelance photographer and is sought after for his unique vision. He is currently designing his first two feature films that are being shot in early 2017, back to back.

## EXECUTIVE PRODUCER

Ajay Ahuja, a chartered accountant, author and successful property investor, has spotted the enormous money making opportunity that can be had from creating films. Coupled with the generous tax breaks offered by the HMRC the risk reward ratio is heavily in the investors favour.

Cutting through all the glitz and the glamour associated with film making this venture can be extremely profitable. Well written films have the ability to become cult films and can provide income streams for more than 30 years. So just like property, where Ajay built a £15m property portfolio and rode the buy to let boom, and the income is regular and inflation proof so are the royalties. Investing in film has never looked so attractive.



So is Ajay the right man for the job? Well let us look at his track record. Graduated from the London School Of Economics at age 21, qualified as a chartered

accountant by age 25, became financially free by age 28, was a published author by age 30 and multi-millionaire by 32! In our humble opinion we think he is.

Business will be at the heart of every decision being made on this film. Sticking to the core principles of yield and profit this project will try and extract the most return for the least input. Being resourceful will be key to the success of this project. Costs will be meticulously controlled and sales channels unashamedly and relentlessly exploited.

## PRODUCER

Tony Hood is an experienced Locations Manager and has worked on films such as The House of Mirth (2000), X-Men: First Class (2011) and London has Fallen (2016).

WARNING: This contractor has not confirmed their inclusion in to the project so if your investment decision is based on their inclusion please do not invest.



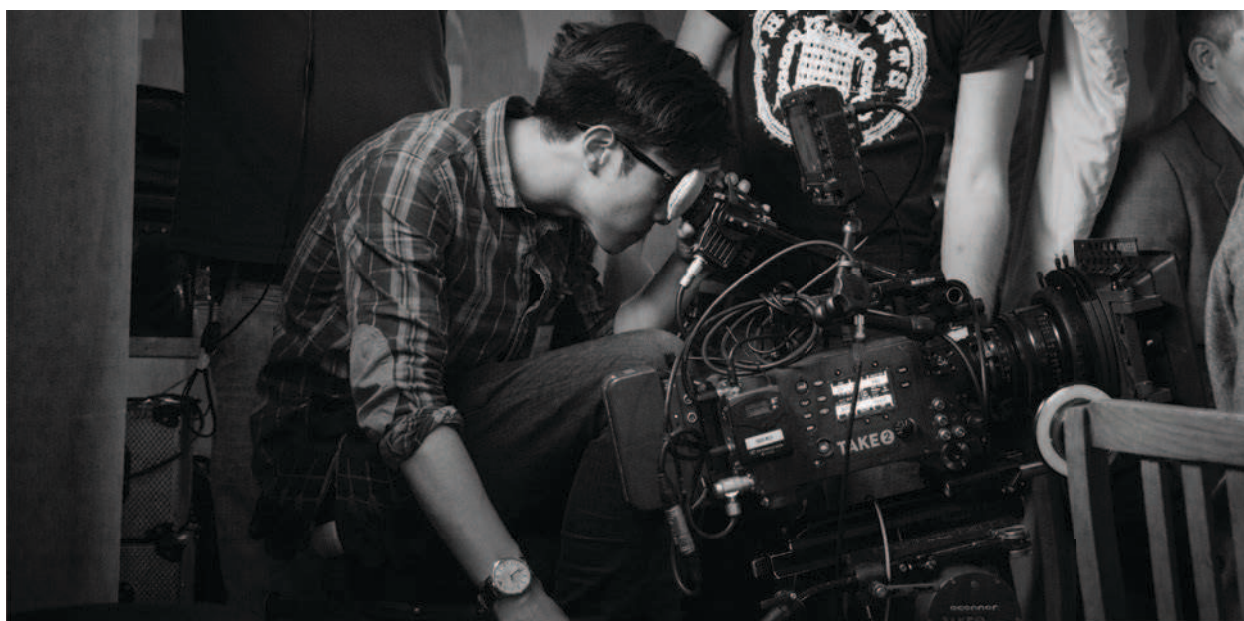


## DIRECTOR OF PHOTOGRAPHY

A London-based Director of Photography from Singapore and of Chinese heritage, Jaryl Lim has a global outlook on visual language. He uses this sensitivity in combination with a strong understanding of photography and art and a deep passion for storytelling to create imagery that matters. Collaboration is also key for Jaryl, and he constantly strives to adapt to a director's working style to ensure the best fit for the project.

Jaryl has shot short films, music videos, web promos and commercials. His narrative work has been screened in film festivals internationally, including the 2014 award-winning short, "One Night Only".

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# CAST

KAYAN KALIPHA



A self taught and trained actor, Kayan has stormed into the industry making waves in TV, theatre and commercial productions. He first worked with the Thomas Brothers on their short film about male sexual abuse for Survivors UK. His recent TV work includes

a prominent role in Channel 4 production, Diverse Nation as well as Venus vs Mars produced by Sky TV.

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## FREDERICK SZKODA



FREDERICK SZKODA is a born and bred Londoner, schooled in Croydon and an ex breakdancer. He trained at Drama Studio London and is represented by Matt Chopping at Waring and Mckenna. His film

and experience has taken him all over the world including America and Europe. He is currently awaiting the international feature film release of 'Secret Suicide' (working title) in the New Year.

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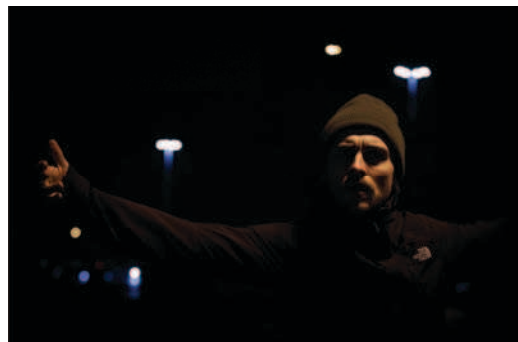
## ALEX GUILDFORD



Alex started acting at the age of 10 at a local theatre in Gloucestershire where he also began his first steps in training and at the age of 15 won Best Youth Performance at the National One Act Play Festival. Alex joined several theatre groups after moving to Birmingham and was cast as Septimus in a production of Tom Stoppard's 'Arcadia' as he also received critical acclaim for his performance as the schizophrenic 'Skinlad' in Jim Cartwright's 'Road'. Prior to graduating in 2012 he joined improv groups in France and India before progressing to work on screen. After several roles in short films Alex was cast as the lead role, Aaron Walker, in upcoming British feature film 'Get Gone'.

On the international screen, Alex is due to play Damon in José Pozo's upcoming psychological thriller 'Danger' and stars as 'Nick' in the Thomas Brothers' upcoming TV series 'The Verge'

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## JOSHUA GARWOOD



Joshua was a member of the Hull Truck Youth Theatre for two years before moving to London at 18 to train at Mountview Academy of Theatre Arts. He graduated from the 3 year Acting course in summer 2014. From there he went straight into a month long run at the Edinburgh Fringe Festival with 'Beans on Toast' a new romantic comedy which transferred to Theatre 503 in London and also enjoyed a run at the Brighton Fringe. Since then Joshua has played the lead in several short films [Absence, Between two Thorns, Jasper ] and has also performed at the Old Red Lion Theatre and various Leeds venues

with Adam Hughes' new play 'Marching on Together' directed by Joshua McTaggart.

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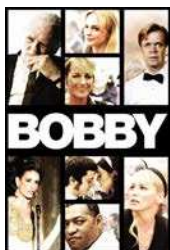
# LINDSAY LOHAN



\*note - Lindsay is not signed on to the film but has expressed interest in working with the team and pending further interest from investors may come on board.

A long known actress and model since her adolescent years, Lindsay's films have received great commercial and critical success over the years such as Mean Girls in 2004, celebrity ensemble film, Bobby 2006, and Chapter 27 starring alongside Jared Leto and released in 2007.

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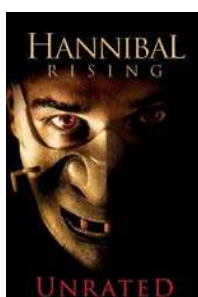
# RICHARD BRAKE



\*note - we are in talks with this actor for a significant role in the film. Further discussion will depend on letter's of intent from investors.

Richard Brake was born on November 30, 1964 in Ystrad Mynach, Hengoed, Wales as Richard Colin Brake. He is an actor, known for Batman Begins (2005), Spy (2015) and Hannibal Rising (2007) as well as BBC series, Peaky Blinders (2015).

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# SOPE DIRISU



\*note - no confirmation has been made with this actor. We are in talks pending confirmation on the budget.

A young and up-and-coming English actor. Sope made his film debut this year with Sand Castle, Criminal, and The Huntsman: Winter's War. He has also acted in acclaimed TV series, Black Mirror.

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## BETHANY ROSE HARRISON



Bethany Rose Harrison graduated Arts Educational School (Tring) in 2008. She was a member of the National Youth Ballet Company for nine years, dancing in productions, at theatres including Sadler's Wells, Royal Albert Hall, Birmingham Hippodrome and the Peacock Theatre. She also performed in Christopher Hampson's 'Nutcracker' with English National Ballet Company. Other television appearances include 'Pineapple Dance Studios', 'Blue Peter', 'Down to Earth' (BBC Drama Production) and 'Southwest News'.

She appeared on the BBC television show 'Sound' for the Pussycat Dolls. Bethany entered the BBC show 'So You Think You Can Dance?' again in 2011 and made it through to the semi-finals as one of the top three. She performed in every live episode of the season, dancing routines across a diverse range of genres and worked with many world renowned choreographers including Mandy Moore, Sean Cheesman and Kate Prince.

Other credits include Malificent (film), Xfactor UK and Xfactor Arabia. Bethany appeared in adverts for 'Celeb Boutique' and 'Nokia' before starting several months on the new 'Cinderella' film which was released in 2015. In 2014 she filmed the 'Robin Williams' virals for his US tour and was a featured dancer in 'Kylie Minogues' Music video 'Sexercise' and went on to film Kylie's tour 'visuals' as well.

In 2015 she was the stage hostess for 'The National Television Awards' and filmed a documentary with the Ballet Boyz. She has recently danced on 'A League of their own', 'strictly come dancing' for Kylie Minogue, choreographed for Ann Summers and been working with Robbie Williams on his heavy entertainment show Promo. The Graham Norton show, Bambie awards and his new video 'I love my life' She is about to fly to Dubai to open the Dubai Film Festival 2016 where she will be performing a solo.

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# ON SET







# MARKETING & DISTRIBUTION

Objective: To maximise domestic and foreign distribution revenues.

## TARGET MARKET

The target demographic varies broadly and crosses multiple age ranges. A strong film should carry elements of various genres. Charlie will be slotted into the Crime Drama/Suspense genre which scores highly amongst the 15-24, 24-34 and 35-44 male age ranges. This data was originally collected by the Journal of Audience and Reception Studies in 2012.

Thus, our marketing strategy will focus on building hype through these age ranges. Correlating research also shows these demographics to be the most important for online interaction and merchandise sales. These will be key for building an online presence, hype and fanbase before the film finishes production.

## DISTRIBUTION AND FESTIVAL STRATEGY

Principle photography is scheduled to begin in mid 2017 (March/April), which provides optimal timing for a 2018 Cannes Film Festival global premiere. The producers will also send the film to other internationally recognised and reputable festivals; however Cannes is the festival of choice. Other film festivals that will be key in the festival strategy are Sundance, Transylvania, Edmonton, Toronto and London BFI. Distribution companies will be contacted preceding the commencement of film festivals and meetings will be held at respective festivals to discuss options. In addition to the traditional cinema/TV release, we will also approach the disruptive markets of online streaming. NetFlix, Amazon Prime and Hulu will be the key targets for these distribution methods.



## WEBSITE, SOCIAL MEDIA AND MERCHANDISE

To build a fanbase and hype for the film, the producers will engage in online PR and advertising.

A simple website will be created as a hub for all information and press relating to the film and its production and release. The various social media links will be shown here as well as any videos and pictures from pre-production and principle photography. As production finishes and post production begins we will use the website as the main hub for the films trailers and news. Additionally an online store with various products will be on the website. Profits from products sold will go to investors to help eliminate risk of investment.

Social media will be used to increase fanbase via behind the scenes, interviews with actors, producers, directors discussions and so forth. Product and merchandise giveaways will also be done on Instagram, Facebook and Twitter. For example, sharing images, 'retweeting' posts or generating likes will give fans free merchandise, tickets to events and screenings and even chances to meet the cast and crew.

## INVESTOR INCENTIVES

### UK Premiere

Screenings and the final premiere will be held in the UK and investors will have VIP access with a limited number of guests. These are prestigious events and a chance to take pictures with the cast, directors and producers.

In addition, smaller screenings will be held to gauge audience reactions to the film. Investors will also be invited to these smaller but impressive events with commentary from the director and producers.



## **Film Set Visits**

The film set is a stressful but fun environment with non stop action at all times. Patience is key here and investors will have chances to engage with the cast in between scenes and during short breaks. Pictures can also be taken and conversations with certain key crew members can be had.



## **Cameo In The Film**

Though non-essential we will be offering cameo/extra roles to investors who wish to have their face on the big screen. Films require many featured extras and if the directors approve there could even be a small speaking role!



## **Film Festival Invitations**

Festivals will also be one of our key marketing initiatives to secure investment. However, these are exciting places, with famous cast, directors, producers everywhere and anywhere. Our investors will be invited to join us for film festival stays. Meeting cast, crew and distribution potentials.



## Executive Producer Credit

Perhaps one of the greatest feelings is to see your name with the stars of the film rolling down the black screen after the end. Witnessing your accomplishment and contribution to a great film. Significant investors will be given Executive Producer credits at the beginning of the credits with the top talent to show their importance to the filmmaking process.



## Memorabilia

Exclusive memorabilia and merchandise will also be provided to our investors. This will include signed copies of the script, t-shirts and other clothing.

## SEIS

Investors will be protected through the UK government's SEIS scheme for creative products. This will allow investors to claim up to 50% of their tax back on the year following the initial investment. This will heavily reduce the risks involved with investing in film.

## Wrap Party

After the long and tough road of production it will be time to let our hair down and celebrate the achievement we have made together. There will be a wrap party with all cast and crew to celebrate everyones hard work and contributions to the film.

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