



BlockFilm, the producer-driven and Canadian-based financing platform, enables producers and investors to connect and *flash forward* projects to completion.

BlockFilm founders anticipate bright future for a sector in deep transformation, enabling a greater diversity of producers to tell stories that matter.

Toronto, Ontario, (June 23, 2021) – Launching today, [BlockFilm Inc.](#), a new producer-driven and Canadian-based platform incorporated in 2019, is changing the game by enabling content producers and accredited investors to collaborate directly on passion projects and bring great stories to life through a secure and vetted platform that makes film financing simpler, more secure and less costly overall.

Co-CEOs Pauline Couture and Suzette Couture, veteran Canadians in the television and movie industries in North America, see BlockFilm as the answer to the profound and longstanding industry need for far less complex, faster and more secure financing of projects, so that they get to market earlier and provide investors more liquidity throughout the project development stages.

“BlockFilm is conceived and designed to support an immense need among producers to access new sources of financing,” says Suzette Couture, Co-CEO and Chair of BlockFilm’s board. “Content producers in Canada and around the world will greatly benefit from our groundbreaking new platform, powered by our partnership with TokenFunder, as they connect to a global community of investors and champions that can now discover and invest in their work.”

What do award-winning star producers Damon D’Oliveira, Mary Young Leckie, Ina Fichman, J. Todd Harris and Roland Joffé, among others, have in common? They are part of a growing number of industry leaders who agree that BlockFilm is a gamechanger for content producers. Top-grossing Canadian producer Mary Young Leckie knows how hard creators have to work to finance their projects, and how many stakeholders are involved in the various steps to financing. For Mary, BlockFilm is a “far simpler, more democratic and less painful way to finance a film, and cannot come soon enough.”

What makes BlockFilm the most secure decentralized film financing platform?

In March 2021, BlockFilm obtained a world-first, trailblazing [exemption order](#) from the Ontario Securities Commission (OSC) to launch ‘tokenized’ production financing opportunities for the content creation industry by leveraging [TokenFunder](#), Canada’s first regulated digital securities issuance and trading platform. The decision follows a rigorous process conducted by the OSC’s Launchpad team and helps investors in content production avoid multiple-year waits before monetizing their investment, and gives producers access to wider pools of investment.

Canadian-based BlockFilm accelerates media production financing (cont'd)

The decision allows BlockFilm to bring content producers – both established and emerging – together with accredited investors to finance independent media productions. The platform supports the creation of compliant digital financial instruments (security tokens) to fund and support project budgets. The security tokens, (covering equity, debt and/or revenue share methods of financing) represent the underlying fractionalized ownership or debt instruments that provide content producers with unprecedented and efficient access to new sources of private capital.

“We’re excited about this partnership with TokenFunder. Backed by blockchain integrity, security and transparency, we are responding to challenges our industry has faced for decades,” says Pauline Couture, Co-CEO of BlockFilm. “The BlockFilm solution for producers and investors, powered by TokenFunder, is unmatched today and shows true global leadership from the OSC. BlockFilm will be transformational for both content producers and investors.”

A bright future for content producers

The BlockFilm/TokenFunder partnership will, in the future, allow content producers to issue rewards to their fans and investors in the form of tokens, NFTs and more, that can be collected or redeemed for film and production industry experiences and more. Eventually, members of the public will be able to offer support to content producers through direct donations. Fans, known as “champions”, will also be able to earn rewards for supporting projects through their personal social media channels.

At the time of launch, BlockFilm’s first 11 projects from [Canada, Europe and the UK](#), aim to raise \$19.1 million CAD in the next 4 to 6 months. With 50 projects in the pipeline at this moment and enormous ongoing interest, BlockFilm anticipates helping to fund more than 100 projects by the end of next year, for a projected total raise of \$175 million CAD. Accredited investors can today invest in these international projects, as long as they comply with local laws in their own jurisdictions, and will be able to resell their tokens to other accredited investors in the TokenFunder marketplace – an industry first.

BlockFilm is designed to showcase projects of every genre and format while promoting content with social impact causes at their heart, so that investors can connect to ‘stories that matter’ and leverage their investing power as a way of engaging in causes they want to support. Those projects will ignite the passions of fans and communities on key topics such as: the environment and sustainability; human rights; Indigenous Peoples; LGBTQIA2S+ people; People of Colour; social and political issues; and women and gender issues.

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Acknowledgements

BlockFilm would like to thank the OSC Launchpad team for its responsiveness and openness to this innovative new platform, and its legal team of Carol Derk and Prema Thiele at BLG, without whose expert guidance the company would never have achieved this successful outcome. BlockFilm would also like to thank the Canada Media Fund and its administrators at Telefilm Canada, whose support and guidance has been invaluable, and the European Film Market, which selected BlockFilm from a field of 80 applicants as one of ten featured companies at EFM Startups 2021.

TokenFunder/TokenGX appreciates the OSC Launchpad’s ongoing regulatory support as Canada’s first regulator-approved security token issuance platform and approved security token secondary trading marketplace. TokenFunder would also like to thank Osler for its groundbreaking legal support, and the innovation program at the Creative Destruction Lab.

Canadian-based BlockFilm accelerates media production financing (cont'd)

Media Contact to schedule interviews or obtain assets:

media@blockfilm.io