



AMERICAN FILMS, INC.

IDENTIFY, PROTECT/PARTNER, DIGITIZE, MONETIZE

MARCH 2022

SAFE HARBOR STATEMENT

Certain statements contained in this presentation, including without limitation, statements containing the words “expects,” “anticipates,” “believes,” and words of similar import, constitute “forward looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to various risks and uncertainties that could cause actual future results and events to differ materially from those currently anticipated. Potential investors are cautioned not to place undue reliance on these forward-looking statements.



CORE OPERATING OBJECTIVES



IDENTIFY



Protect/
Partner



Digitize



Monetize

OVERVIEW

American Films, Inc. is an owner, developer, and acquirer of intellectual property which the company seeks to monetize at higher rates through its proprietary technology, copyright enforcement activities, and asset digitization. It has three operating units:

1. **An anti-piracy organization** for music and film copyright owners, including the proprietary **Facterra technology** platform which delivers digital evidence of online copyright infringement
2. **MDS/OneClick-Data** which is an established provider of identification validation, search, monitoring, and valuation services
3. **Film operations** including script portfolio development, financing, and production



MARKET DATA

| Ticker (OTC: Pink) | AMFL |
|---|-----------------|
| Current Trading Price | \$1.95 |
| 52 Week Range | \$0.01 - \$3.90 |
| Free-float Market Capitalization | ~\$50M |
| Average Daily Trading (30 day) | ~12,000 |
| Fully Diluted Common Shares Outstanding | ~64M |
| Insider Ownership | ~40% |
| Cash on hand | ~\$1.2M |

1) Data as of March 24, 2022

2) Free-float market capitalization is based off total common shares outstanding adjusted for shares closed held (i.e., insider ownership defined as 10% or greater holdings and officers/directors of AMFL)



AMFL STRATEGIC FOCUS

IDENTIFY, PROTECT/PARTNER, DIGITIZE, MONETIZE THROUGH DATA AGGREGATION, PROPRIETARY TECH AND ASSET DIGITIZATION

- **Targeting three enormous total addressable markets (TAMs): IP protection, copyright enforcement activities, and independent film production**
- **Proprietary tech drives increased IP monetization:** **Facterra** is AMFL's unique solution to identify evidence of peer-to-peer file sharing activities
- **Asset digitization in the film industry is revolutionary, allowing for accelerated growth and maximized IP monetization.** Security token offerings (STOs) and non-fungible tokens (NFTs) could enable AMFL to generate high margin returns on each IP opportunity
- **Repeatable processes** drive our enormous “flywheels” – anti-piracy and film production; higher monetization rates will allow us to attract and acquire even more content from creators and IP holders to fuel both
- **Disciplined capital allocation yields shareholder accretion:** We have a long track record of accretive capital allocation in our core verticals
- **Transformational transactional opportunities over the next 6-9 months:** We expect to embark on several transactions with great potential to (1) establish us as a pioneer and leader in the STO and NFT space; (2) expand our IP monetization capabilities; and (3) enhance the liquidity profile of our stock



OUR PROPRIETARY IDENTIFICATION, COPYRIGHT PROTECTION, AND IP DEVELOPMENT PLATFORMS ARE HIGHLY SYNERGISTIC



ASSET DIGITIZATION AND DIRECT LISTING ON TZERO

A GAME CHANGER FOR AMFL AND IP HOLDERS

- **American Films, Inc.** has applied for listing on tZERO ATS, the SEC-approved, FINRA member broker-dealer, regulated alternative trading system.
 - tZERO should offer our investors improved liquidity and superior execution
- Our goal is to increase investor engagement and expand access to capital through STO issuance
- All of our film projects going forward could include some NFT elements
- NFTs allow AMFL to increase fan engagement and drive lifetime value creation for IP stakeholders
- **Potential asset digitization strategies COULD include:**
 - STO issuance backed by our script portfolio
 - NFT issuance surrounding all our film projects prospectively
 - Brazil STO: anti-piracy service in a public/private partnership
 - Issuing STOs tied to project revenue to fund copyright enforcement activities
 - Copyright Acquisition STO raise to buy up undervalued music and film copyrights

REVENUE PLATFORMS

Simple model with compelling financial attributes

| Operating Divisions | | |
|---|---|---|
| FACTERRA | MDS/ONECLICK-DATA | FILMS & MUSIC |
| <ul style="list-style-type: none"> ▪ Tracking online copyright infringement and copyright enforcement activities ▪ Partner with IP holders, content producers, government entities and other key stakeholders to identify instances of copyright infringement ▪ Copyright enforcement, including ISP violations of Digital Millennium Copyright Act (DMCA) ▪ Subscription-based, repeatable revenue | <ul style="list-style-type: none"> ▪ Acquired by AMFL at the end of 2021 ▪ Established provider of identification validation, search, monitoring, and valuation services ▪ Platform expansion leveraging Verification of Employment (VOE) technology in parallel markets ▪ Transactional-driven revenue model | <ul style="list-style-type: none"> ▪ Monetize existing script and project portfolio ▪ Leverage relationships through FACTERRA division to identify instances of copyright infringement ▪ Comprehensive NFT and STO issuance program around each project delivering efficient, anti-dilutive funding methods and opportunities for diversified stakeholder engagement |

Anticipated high margins and return on invested capital

OTC: AMFL





LEADERSHIP

STRONG MANAGEMENT TEAM

Geoff Lee
President & CEO

- Over 30 years of experience in technology risk mitigation
- Focused on generating profitable revenue
- Former president and interim chief executive of a publicly traded company that leverages public records data
- U.S. Army veteran

Jamie Warren
CFO

- Heads finance and accounting for American Films
- Previously served in a variety of finance leadership positions in large cap public companies
- Extensive experience with financial planning and analysis, investor relations, SEC reporting and public accounting

David Tamaroff
General Counsel,
VP for Legal Affairs

- Heads legal affairs for American Films
- Previously served as American Films's outside counsel at Florida-based Morgan & Morgan, P.A
- Strong experience with facilitating high value business transactions and complex intellectual property litigation

Craig Campbell
Treasurer

- Heads American Films Facterra subsidiary
- Previously senior software engineer at Fidelity Investments, responsible for building compliance platform to meet SEC requirements
- Experienced senior manager coordinating multiple technology platforms with a specific data matrix output

Stewart Hall
VP of Film Production

- Former CEO of Media 8 Entertainment
- Producer or executive producer of *Monster*, *Running Scared*, *Havoc*, *The Ramen Girl*, *The Upside of Anger* and others.
- Los Angeles-based point of contact representative for the American Films anti-piracy program



STRONG MANAGEMENT TEAM

Bradley Safalow

Director

- Founder and CEO of independent research firm, PAA Research LLC
- Strong track record of generating action-oriented investment ideas with high absolute return potential
- Experience at a global long/short equity hedge fund, where he focused on small/mid cap stocks and short idea generation
- Former senior research analyst at JPMorgan following the business services sector

John Carty

Director, past President & CEO

- Over 35 years of accounting management in multiple industries
- Focused on generating profitable revenue
- Strategic executive for high growth companies
- Extensive experience in building corporate structures with corresponding internal controls
- Former comptroller at Bentley College

Patrick Murphy

VP of Government Relations

- Coordinates the legal team, assigns ISP targets, requests the data evidence based upon the required specifications, negotiates acceptable settlements for American Films pooled copyrights.
- Oversees US government procurement procedures through the GSA MAS
- Massachusetts licensed attorney (Harvard Law '87)

Marshall Faulk

Director

- Member of NFL Hall of Fame
- Senior Marketing Director, Virtuuity Financial Partners
- CEO, T&M Urban Ventures
- Former "On Air Talent, NFL Media

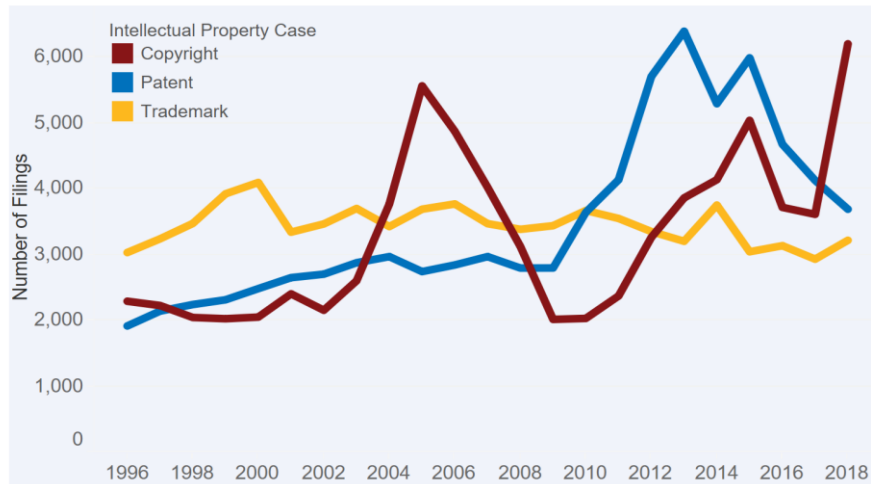




MARKETS

IP/COPYRIGHT LITIGATION

Figure 1: U.S. District Courts--Intellectual Property Cases Filed, by Type, 1996 - 2018



Source: U.S. Courts, Statistical Tables for the Federal Judiciary. Table C-7, 12-Month Periods Ending December 31, 1996 through 2018.

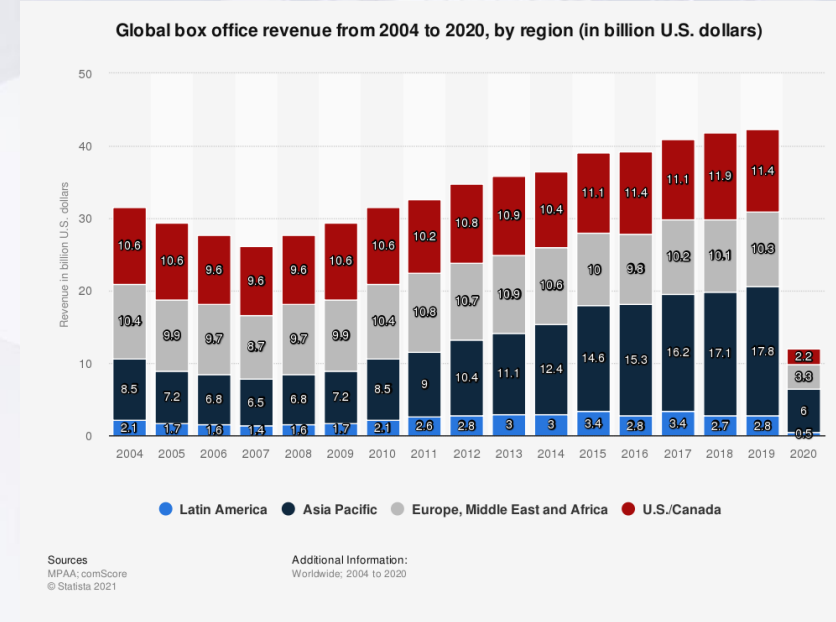
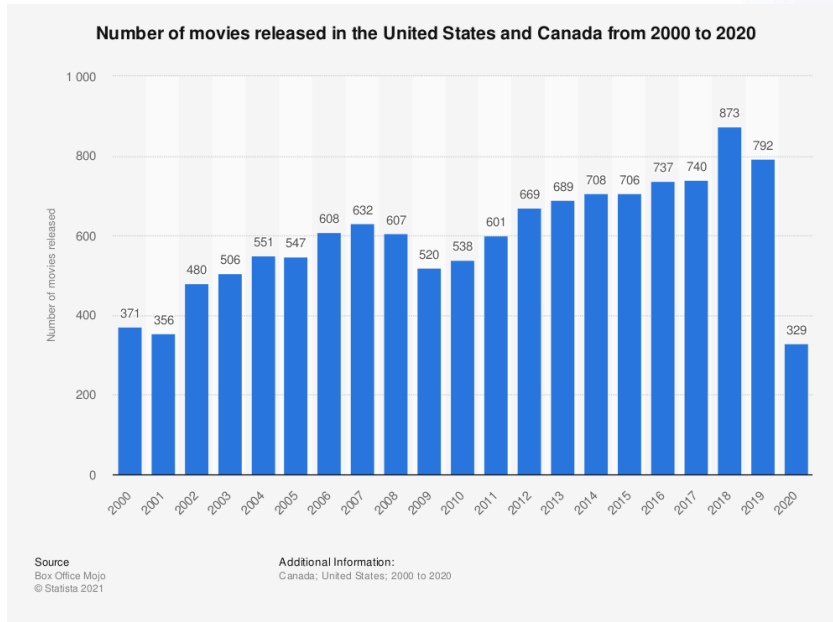
Despite slowdown in case filings in 2020, the number of copyright lawsuits has grown steadily over the past decade

AMFL will initially focus on DMCA violations and potential liability for internet service providers (ISP)

Individual liability for DMCA violations can reach \$30,000, while liability for ISPs can reach into the billions

FILM PRODUCTION

TRADITIONAL BOX OFFICE RECEIPTS ARE ONLY HALF THE STORY



Despite the unprecedented decline in box office receipts over the past 18 months, the film industry in North America remains on solid footing due to the acceleration of revenue generation from Premium Video on Demand (PVOD) and Subscription Video on demand (SVOD). Non-box office revenues now make up more than 50% of the industry's total





THANK YOU

American Films, Inc.

