



# **MZANZI MEDIA & ENTERTAINMENT FUND**

Invest in the high-yielding opportunities in the media & entertainment sector and earn between 16% to 24% per annum.

## Strategic Vision

We aim to establish MMEF as the cornerstone of growth and innovation in the South African media and entertainment industry. By fostering a supportive ecosystem for creative endeavours, we aim to unlock new opportunities for storytelling, cultural expression, and technological advancements. This strategic vision is guided by a commitment to sustainability, inclusivity, and the empowerment of local talent, ensuring that the fund not only achieves financial success but also contributes to the societal and cultural enrichment of South Africa.

## Fund Overview

The Mzanzi Media and Entertainment Fund (MMEF) distinguishes itself as a pioneering financial catalyst specifically designed for the burgeoning media and entertainment landscape in South Africa. With a keen focus on financing series and feature film productions, above-the-line media, outdoor media buying, equipment purchasing, as well as infrastructure development, MMEF is strategically positioned to harness the dynamic potential of the sector. Under the expert portfolio management of Unum Capital (Pty) Ltd. (FSP: 564) and the diligent administration of Lifecycle Investment (Pty) Ltd (FSP: 52896), the fund is adept at leveraging deep industry insights to craft targeted, strategic investment solutions. This unique approach enables MMEF to support the creation, expansion, and innovation of media content and infrastructure, contributing to the vibrant cultural fabric of South Africa.

<b>Risk</b>	Medium / High
<b>Peer Group</b>	Private Equity
<b>Benchmark</b>	Consumer Price Index +500 bps
<b>Inception Date</b>	31 July 2023
<b>Regulation 28 Compliant</b>	No
<b>Issuer Ling Name</b>	Mzanzi Media and Entertainment Fund 32 December 2028
<b>Investment Manager</b>	Unum Capital   FSP: 564
<b>Fund Administrator</b>	Lifecycle Investment (Pty) Ltd   FSP: 52896 and D and D The Cycle (Pty) Ltd   FSP: 45863
<b>Platform Partner</b>	JSE Private Placements   FSP: 51709
<b>Issuer Alpha Code</b>	UPMMAD24
<b>ODP License</b>	Unum Prime   ODP: 081
<b>ISIN</b>	EZ718CCFTW38
<b>UPI</b>	QZMK360WR0PR
<b>Management Fee</b>	1%
<b>Performance Fee</b>	N/A
<b>Currency</b>	ZAR
<b>Internal rate of return (IRR)</b>	16% – 24%
<b>Time Horizon</b>	Minimum 3 years
<b>Minimum Investment Period</b>	Minimum 6 months



## Investment Strategy

MMEF's investment strategy is tailored to identify and support high-potential projects and companies within the South African media and entertainment sector. By providing financial resources for series and film production, media buying, and equipment financing, the fund aims to nurture creative talent and enhance production capabilities. Additionally, investments in outdoor media buying and infrastructure underscore MMEF's commitment to broadening the reach and impact of media content, ensuring a diversified and resilient portfolio.



## Investor Incentives

Investors in the Mzanzi Media and Entertainment Fund (MMEF) are poised to benefit from a unique combination of financial and social returns. Our focus on projects that adhere to Broad-Based Black Economic Empowerment (BBB-EEE) standards not only seeks to achieve competitive financial returns but also ensures contributions to meaningful social transformation and community development. By investing in MMEF, investors gain the opportunity to be part of South Africa's vibrant media and entertainment industry's growth, while actively participating in the broader agenda of economic inclusivity and empowerment.

## Revenue Generation Strategy

MMEF adopts a comprehensive revenue generation strategy that spans multiple media and entertainment industry facets. From financing blockbuster series and films to investing in cutting-edge media technology and infrastructure, the fund seeks to maximize returns through strategic partnerships, licensing agreements, and innovative content monetization methods. This approach allows MMEF to capitalize on emerging trends and market demands, securing sustainable financial growth and long-term value for stakeholders.



## Innovation and Partnerships

A commitment to innovation and collaborative partnerships lies at the heart of MMEF's operations. The fund actively seeks to engage with visionary creators, production companies, and technology providers to explore new frontiers in media and entertainment. Through these partnerships, MMEF aims to drive technological advancements, content diversity, and market expansion, reinforcing its role as a transformative force in the industry.

## Social Impact

Mzansi Media and Entertainment Fund (MMEF) is deeply committed to fostering social impact through its investment strategy, prioritizing projects that align with Broad-Based Black Economic Empowerment (BBB-EEE) principles. The fund actively seeks opportunities that benefit communities and contribute to transforming the South African media and entertainment landscape. By supporting endeavours that offer meaningful community engagement, promote cultural diversity, and provide platforms for underrepresented voices, MMEF aims to not only generate financial returns but also drive societal progress and inclusivity within the industry.

## Risk Mitigation Strategy

In navigating the complexities of the media and entertainment sector, MMEF employs a robust risk mitigation strategy. This includes thorough due diligence, strategic diversification of investments, and ongoing monitoring of industry trends and regulatory changes. By prioritizing projects with strong market potential and establishing clear contractual agreements, the fund minimizes financial risks while maximizing opportunities for success.

## Invest Through



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## **MZANZI MEDIA & ENTERTAINMENT FUND**

Investing in alternatives investments or private equity may involve a significant level of risk and is not suitable for all investors. Before undertaking any such investments, you should ensure that you fully understand the risks involved and seek independent advice if necessary.

Portfolio Managed by Unum Capital Proprietary Limited (FSP No. 564) | Administered by Lifecycle Investment (Pty) Ltd (FSP 52896) and D and D The Cycle (Pty) Ltd (45863)