



# MEDIA CATALOGUE CORPORATION FUND

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

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)

**eQvest.**

HIGH-YIELDING ALTERNATIVE INVESTMENTS

THE *Alternative* WAY TO INVEST

## Strategic Vision

MCC envisions becoming a catalyst for transformation and growth in the African art and media landscape, creating an integrated network of intellectual and physical assets that foster innovation, cultural expression, and financial robustness.

## Social Impact

MCC is dedicated to making a profound social impact, investing in projects and assets that not only yield financial returns but also promote cultural heritage, diversity, and community development across the African continent.

## Innovation and Partnerships

At MCC, innovation and strategic partnerships drive the fund's operations, seeking out new technologies and collaborative ventures that can amplify the value and reach of its assets, thus ensuring its position at the forefront of industry advancements.

## Fund Overview

MEDIA CATALOGUE CORPORATION (MCC) operates as a visionary fund within the African art, media and entertainment industry, dedicated to leveraging a wide array of intellectual and physical assets. Beyond intellectual property in art, television, literature, and music, MCC extends its investment to equity in art and creative studios and tangible assets essential for production and outdoor media operations. Managed by Unum Capital and administered by Lifecycle Investment, MCC is primed to enhance the sector's value through strategic investments and management.

<b>Risk</b>	Medium / High
<b>Peer Group</b>	Private Equity
<b>Benchmark</b>	Consumer Price Index +500 bps
<b>Inception Date</b>	01 February 2024
<b>Regulation 28 Compliant</b>	No
<b>Investment Manager</b>	Unum Capital   FSP 564
<b>Fund Administrator</b>	Lifecycle Investment (Pty) Ltd   FSP: 52896
<b>Management Fee</b>	1%
<b>Performance Fee</b>	N/A
<b>Currency</b>	ZAR
<b>Internal rate of return (IRR)</b>	18% - 24%
<b>Time Horizon</b>	Minimum 5 - 7 Years
<b>Minimum Investment Period</b>	Minimum 3 Years



## Investment Strategy

MCC's strategy encompasses a broad spectrum, from intellectual property, art collection acquisition to investing in film and music studios and essential media equipment. This diversified approach aims to secure and grow the fund's asset base, ensuring a balanced portfolio that taps into various revenue streams within the art, media and entertainment sector.



## Investor Incentives

Investors in the MEDIA CATALOGUE CORPORATION (MCC) benefit from engaging with a fund that is at the forefront of African art, media and entertainment sector growth. With a strategy focused on both intellectual and physical assets, investors have the unique opportunity to participate in a diversified portfolio with a medium to high potential return range of 18%–24% IRR. The fund's commitment to innovation, strategic partnerships, and social impact aligns financial returns with contributing to the cultural and economic development of the African continent, offering both financial and societal rewards.

## Revenue Generation Strategy

MCC's Revenue Generation Strategy is multi-faceted, focusing on monetizing a diverse portfolio of art and media assets. This strategy leverages intellectual property rights through licensing deals, partnerships, and direct commercialization, expanding into equity investments in studios and media equipment. By also investing in physical art collections and media infrastructure, MCC creates additional revenue streams through asset and asset-backed leasing and utilization. This comprehensive approach ensures sustainable growth and maximizes stakeholder returns, positioning MCC as a key player in the African media landscape's economic and cultural development.

## Risk Mitigation Strategy

MCC's Risk Mitigation Strategy emphasizes prudent investment in equity of established businesses with a proven track record of at least 3 years, ensuring a foundation of stability and ongoing performance. Investment in art will only be considered where the provenance of the artwork is verified and documented by the original artist, reputable art dealers or galleries. The value of the artwork has to be confirmed through past sales transactions or a professional art specialist. Furthermore, the fund's investments are bolstered by backing from both physical and digital assets, creating a secure and diversified portfolio. This approach not only minimizes risk but also assures investors of the fund's commitment to sustainable growth and resilience in the dynamic media and entertainment sector.



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Invest Through



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