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Date: August 27, 2021

To,
BSE Limited
Surveillance Department
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai- 400001
Attn: Mr. Aston Santhmayor
Dear Sir,

Ref: BSE email dated August 26, 2021 (Ref No: L/SURV/ONL/PV/RS/ 2021-2022 / 625)

Sub: Clarification on Price Movement

This is with respect to your email dated August 26, 2021, on the captioned matter.

As a listed company, we are conscious of our responsibility to disseminate to the Stock Exchanges information about every binding obligation that could have an impact on the price/volume of the Company's shares. Consistent to this approach, we have been disseminating to the Stock Exchanges the price sensitive information, as per the mandate in terms of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation, 2015 (as amended) (the "SEBI LODR Regulations").

We wish to inform you that, we have made a disclosure in terms of Regulation 30 of the SEBI LODR Regulations to the stock exchanges on August 19, 2021 in relation to the subsidiary of our Company, namely, DNEG Limited (the "DNEG"), in the United Kingdom, wherein DNEG has made an announcement that Novator Capital Advisers, LLP (Novator) has invested \$250 million in subsidiaries of Prime Focus Limited, the parent company of DNEG ("Prime Focus" or "the Group"), and personal holdings of its founder Namit Malhotra, which could have a bearing of on price of share of the Company. Copy of the disclosure sent on August 19, 2021, is enclosed herewith.

Please do let us know if you require any further information.

Kindly take the same on record and acknowledge the receipt.

Thanking You,
Yours Faithfully,
For Prime Focus Limited

Parina Shah

Parina Shah
Company Secretary

Encl: As above



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August 19, 2021

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza,
Bandra-Kurla Complex
Bandra East, Mumbai – 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department
PhirozeJeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Fax Nos.: 22723121 / 2037 / 2039

Dear Sir/ Madam,

Ref.: Scrip Code: BSE – 532748 / NSE – PFOCUS

Sub.: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “LODR Regulations”)

This is to inform that subsidiary of our Company, namely, DNEG Limited (the “DNEG”), in the United Kingdom, a leading visual effects (VFX) and animation studio for the creation of feature film, television and multiplatform content, announced that Novator Capital Advisers, LLP (Novator) has invested \$250 million in subsidiaries of Prime Focus Limited, the parent company of DNEG (“Prime Focus” or “the Group”), and personal holdings of its founder Namit Malhotra.

In this respect, please see attached a copy of announcement made by DNEG as Annexure.

This disclosure is being made pursuant to Regulation 30 of the LODR Regulations.

Kindly take the above on your record.

Thanking You,

For **Prime Focus Limited**

Parina Shah

Parina Shah
Company Secretary & Compliance Officer

Encl.: a/a

Novator To Acquire Shares in Visual Effects and Animation Powerhouse DNEG, Invests \$250 Million

Investment Streamlines Ownership Structure and Further Positions DNEG to Extend Leadership into Content Development and Adjacent Categories, including Gaming

LONDON - August 18, 2021 – [DNEG](#), a leading visual effects (VFX) and animation studio for the creation of feature film, television and multiplatform content, announced today that Novator Capital Advisers, LLP (Novator) has invested \$250 million in subsidiaries of Prime Focus Limited, the parent company of DNEG (“Prime Focus” or “the Group”), and personal holdings of its founder Namit Malhotra.

The Novator investment enables the Group to streamline its structure, consolidate minority investments, and position DNEG for future growth. Malhotra will continue in his current role as DNEG Chairman and CEO and will increase his ownership stake in the parent company from 35% to approximately 70%. Novator will own a 15% stake in DNEG.



Namit Malhotra, DNEG Chairman and CEO

DNEG has won five Academy Awards® for Best Visual Effects in the last seven years (six in total), as well as multiple awards for its visual effects work on high-end episodic shows for OTT and streaming clients. With the investment from Novator, DNEG is well positioned to capitalize on the high demand for its services in the burgeoning streaming content marketplace and explore opportunities in adjacent categories and formats, including gaming and original intellectual property (IP) content development and production. PricewaterhouseCoopers’ annual “Global Entertainment & Media Outlook” recently forecast [global streaming revenues to hit \\$94B by 2025](#).

Thor Björgólfsson, Chairman of Novator, who will join DNEG’s Board of Directors later this year, said, “The global explosion in demand for high-quality content across platforms has given rise to significant opportunities in the media and entertainment market, and we have identified DNEG as having all of the key components in place to take full advantage of these opportunities. Building on its award-winning legacy, we are backing Namit’s vision to accelerate DNEG’s evolution from pure services provider to content production and gaming services powerhouse for the entire eco-system.”

Prabhu Narasimhan, Partner at Novator who has joined DNEG’s Board of Directors added, “I’m excited by the team’s commitment, vision and passion as they further position DNEG to take full



Novator To Acquire Shares in Visual Effects and Animation Powerhouse DNEG, Invests \$250 Million

advantage of the fast growing global OTT market and expand the Company's capabilities into gaming and original content."

DNEG Chairman and CEO Namit Malhotra said, "In my 25 years of experience building a global business, I can say without doubt that I have never seen such an explosion in demand for our services or a better time to form new content creation partnerships. The doubling of my equity investment in DNEG's parent company is testament to my full commitment and total belief in the opportunity. DNEG is perfectly positioned to strategically align with our clients and partners to create compelling and successful content for global audiences, and as some of our key clients move into new areas such as gaming, our strategy and the opportunity dovetail perfectly. With the backing of Novator, we are taking the next step in scaling and widening the scope of our business to capitalize on this huge opportunity, and I'm confident that this will make us an even stronger partner to our clients in both content services and content creation."

DNEG Industry Awards

DNEG's VFX work has won:

- Six Academy Awards® (Nine Nominations)
 - Best Visual Effects
 - Winners:
 - *Tenet* (2021)
 - *First Man* (2019)
 - *Blade Runner 2049* (2018)
 - *Ex Machina* (2016)
 - *Interstellar* (2015)
 - *Inception* (2011)
- Six BAFTA Awards (10 Nominations)
- 11 Visual Effects Society (VES) Awards (28 Nominations)
- 2 Primetime EMMY® Awards (Four Nominations)

About DNEG

DNEG (www.dneg.com) is one of the world's leading visual effects (VFX) and animation studios for the creation of feature film, television and multiplatform content. DNEG employs nearly 7,000 people with worldwide offices and studios across North America (Los Angeles, Montréal, Vancouver), Europe (London) and Asia (Bangalore, Chandigarh, Chennai, Mumbai).

DNEG's critically acclaimed work has earned the company six Academy Awards® for Best Visual Effects and numerous BAFTA and Primetime EMMY® Awards for its high-quality VFX work. Upcoming DNEG projects on behalf of its Hollywood and global studio and production company partners include *Venom: Let There Be Carnage* (October), *Dune* (October), *No Time To Die* (October), *Ron's Gone Wrong* (October), *Last Night In Soho* (October), *Ghostbusters: Afterlife* (November), *The Matrix 4* (December), *Uncharted* (2022), *Borderlands* (2022), *Aquaman and the Lost Kingdom* (2022), *The Flash* (2022), and *Shazam! Fury of the Gods* (2023).



***Novator To Acquire Shares in Visual Effects and Animation Powerhouse DNEG,
Invests \$250 Million***

About Novator

Novator is a London-based investment firm led by Thor Björgólfsson. Novator has a strong track record of investing in sectors including telecommunications, pharmaceuticals, technology, gaming, financial services, clean energy, consumer products and real estate. The Novator team is highly experienced in a wide range of situations – from traditional private equity to special situations including transforming investments for successful exits, and in private and publicly listed companies.

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