



Investment fund dedicated to Audiovisual & Video Game in Wallonia

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Schedule

- What is Wallimage ?
- Why IEF CCS ?
- Warrantee for which products / Results



Since 2001

To support the development of the Walloon Audio-visual & Video game industries

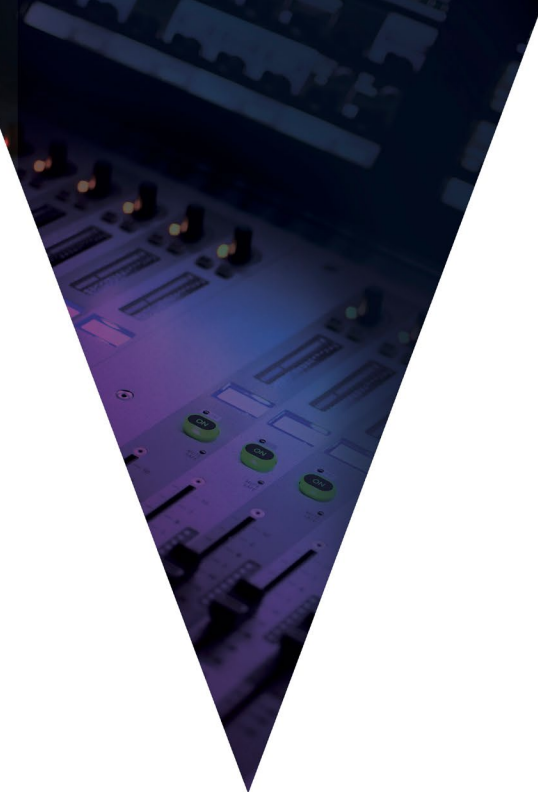


1 objective



TODAY :
4 departments
16 people








Wallimage Coproductions

1. What is Wallimage ?

Les amateurs S2



Financing of AV products



6,5M€/year

Feature films/series
Documentaries
Live/Animation
Entertainment/TV Shows

Belgian
International
coproductions



≈ 50 projects/y



600% of AV
spending in
Wallonia

+ than 42m€/y
Technicians
Post-production
VFX
Animation, ...



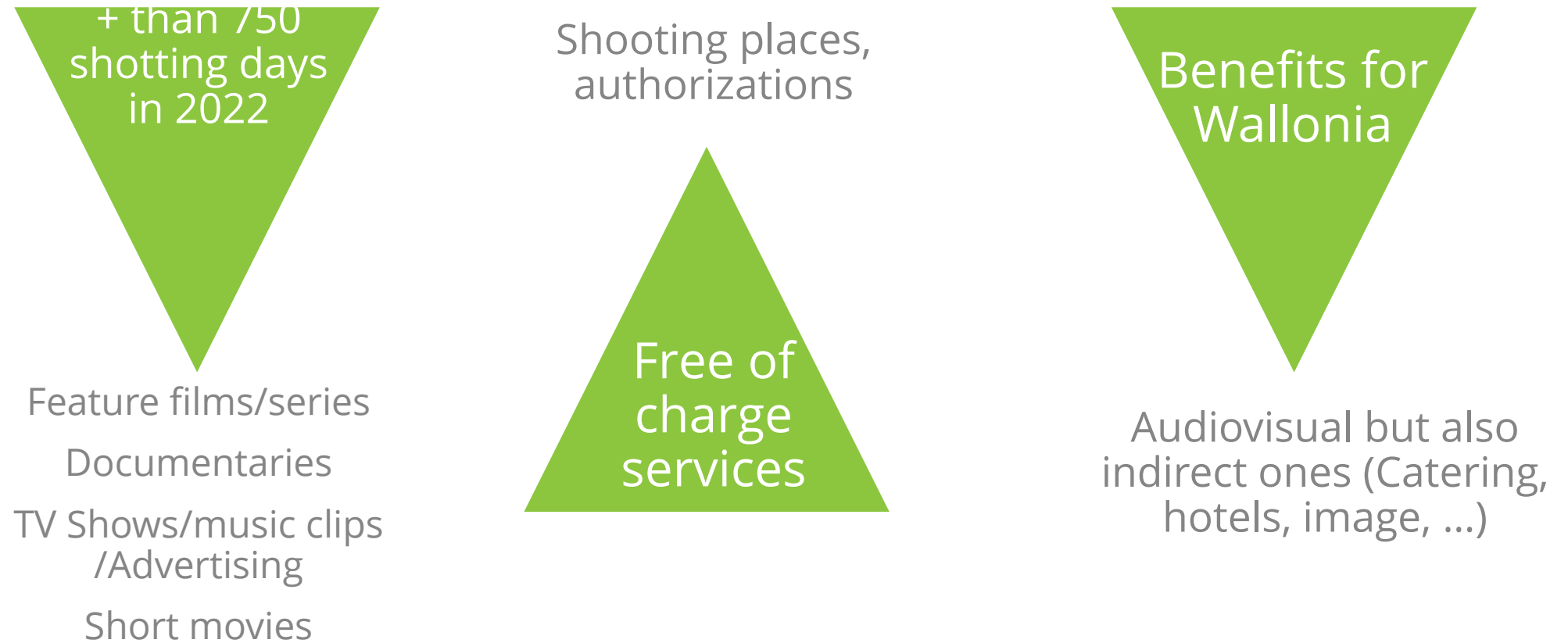


Wallimage Tournages

1. What is Wallimage ?



Acide





Wallimage Entreprises

1. What is Wallimage ?

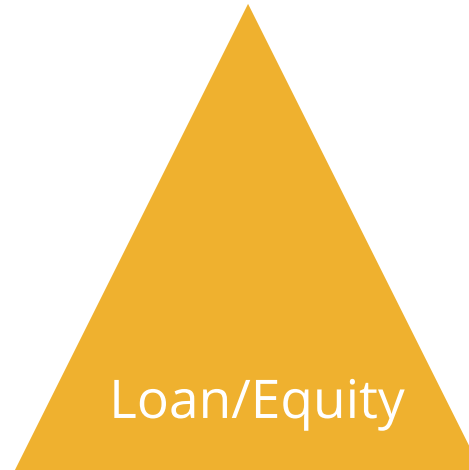


Dedicated Investment fund



Cinematographic suppliers
AV technologies
Innovative content producers
Video Game Studios
Digital Agencies

3,5M€/y
≅ 10 companies



Established in Wallonia
Business model
Positive impact on the industry



dreamwall





Wallimage Gaming

1. What is Wallimage ?

Necro Story



Financing of video games



Since
2022

A quite new product
which didn't exist when
we applied to EIF CCS

Preproduction or
production phasis



2M€/y



Spending in
Wallonia

Almost 300% of
spending in Walloon
video game studios

Why EIF

The main objectives of the contract



3 specific objectives

- ▼ Support the development phasis of AV projects
- ▼ Improve the activity of Wallimage Entreprises
- ▼ Create a new product to support the video game industry



1. A new product to support the development phasis of AV projects

Strategic will : improve commercial potential of our projects

How : by financing writing, casting, legal (e.g. acquisition of rights), location scouting, script doctoring, marketing advice, attendance to film markets, etc. => preproduction investments



Wallimage Coproductions is for production phasis but NOT preproduction => No budget for preproduction => On our own capital => business model to meet

Risky phasis => if the project doesn't exist, we lose money => without guarantee, we have to ask too much in case of production (2,5x the investment) !

Thanks to the guarantee, we can limit the risk premium (between 1,35 to 1,6)

Results :

We have launched the product in 2021 thanks to the EIF CCS

But the terms are still too hard for the profession...

2. Improvement of the Wallimage Entreprises' activity

Especially on a Covid-19 crisis context

More needs, more risks, more investments to do

But the same amount of money to invest



With a warrantee mechanism, we can take more risks with the same budget

Results :

It was essential to support our activity which is so impacted by the crisis

It works very well

But it's limited to loans ; a warrantee to cover our investment as a shareholder would be an additional strength

3. A new product to support video game projects

W.E. supported (and still does) the development of the video game sector in Wallonia by financing studios (loans & equity)

The industry needed a mechanism dedicated to the financing of projects and not only to companies



We wanted to develop a product of conditionally repayable advance

We had already obtained a European Commission agreement to do it


The principle : if the project fails, W.E. recovers only 25% of its investment

Results :

In 2021, we obtained a specific budget from the WG to create Wallimage Gaming

We had to abandon the reimbursement in case of failure (no minimum of 25% warranted) to meet the needs of this industry which is still fragile

What about the CCS coverage ? We still don't know...



▼
Thank you

