



Atavus Group Ltd.

Advancing the Entertainment Experience



Corporate Profile



Company Overview

Company Name

The Legal trading name is ATAVUS GROUP LIMITED.

Legal Form of Business

The legal form of the business will be a limited liability company incorporated under the companies Act 1992.

Business Type

Entertainment Management and Operations Company

Registered Offices & Agents

The registered office of the company is located at:

Bridgewater Legal Advocates
Imperial Park
P.O. Box AP59057
Nassau, Bahamas.

The current office of business operations of the company is located at:

Balfour Ct #9
Golden Isle
P.O. Box AP59057
Nassau, Bahamas.

Future Business Locations

The Showcase with IMAX is scheduled to be located at the intersection of Harold Road and JFK Drive, New Providence Bahamas. Secondary sites are also under assessment.

The office of the legal representative of the company is located at:

Bridgewater Legal Advocates
Imperial Park
P.O. Box AP59057



Nassau, Bahamas.

Vision

ATAVUS will be established as the premier family entertainment source in the country. Our focus is on creating a form of entertainment standard that supports the development of traditional family values.

Mission statement

It is the mission of Atavus Group to provide a forum for guest to reconnect to traditional family values in an energized, uplifting and engaging atmosphere; Also, to ensure through exciting entertainment that our guest will experience a first-time visit, every time.

Motto

Advancing the Entertainment Experience!

Values

1. Balance High-Tech with High-Touch.
2. Reconnect to traditional family values
3. Maintain an energized and an uplifting atmosphere.
4. Insure a spotless environment always.
5. Maintain a priority on guest safety and security.
6. Give a first-time experience every time.
7. Take a team approach.
8. Rebuild the community through family influence.

Company LOGO





History of Company

The Atavus Group was created by four founding members driven by one ideal: Advancing the Entertainment Experience. Originally formed in 2005 with a few thousand dollars in savings, these like-minded professionals sought out ways to offer a unique value based family enterprise. Disappointed by the choices available to individuals looking for wholesome fun as well as the deteriorating state of customer service, Atavus Group, which began as a partnership, began a comprehensive research and development phase about the Bahamian entertainment and tourism industries. Effort to choose the right form of entertainment for the local market included the exploration of ideas such as, bowling alleys and go-cart race tracks. The culmination of this exhaustive process led to one brand that exuded the idea of advancing entertainment in the Bahamas and in 2008 the group decided to bring IMAX to the Bahamas.

The IMAX brand is changing the movie industry as we know it. With a dedicated movie production division, cutting edge technology, and dynamic presentation, IMAX is the future of entertainment. In 2010, an exploratory visit to IMAX Canada was undertaken to determine the feasibility of obtaining the IMAX license as well as determining if their core values match those of the Atavus Group.

After years of continued savings, investment, and research the group was incorporated as Atavus Group Limited, a management company on 14th February 2013. Then on the 31st May 2013 and following successive meetings and negotiations with the IMAX Corporation, Atavus Group Limited acquired the IMAX exclusive license in the Bahamas for a period of 10 years and is poised to bring the IMAX Experience to the country in Winter 2016 as its inaugural project.



Shareholders of the Atavus Group Limited





Carlos S. Foulkes

Shareholder: Ownership Stake 18%

Chairman of the Board

Chief Executive Officer

ATAVUS GROUP LIMITED



Profile

Carlos Foulkes is the son and protégée of His Excellency Sir Arthur A. Foulkes, The Governor General of the Commonwealth of The Bahamas. The training he received from His Excellency in matters of international diplomacy has become an essential skill that he has applied to his role as a professional manager in the field of aviation for almost ten years. His accomplishments range from being appointed as the youngest manager in the history of Nassau Flight Services Ltd to graduating with honors from the BBA in Management program from the College of the Bahamas. In addition to his training in Engineering he has developed what his peers describe as an ‘unmatched skill in critical thinking and problem solving’. His aptitude in matters of finance has allowed him to successfully lead two major divisions of Nassau Flight Services Ltd. However he has declared to close friends and family on countless occasions that his passion really lies in improving the nature of entertainment in the country. After years of personal expense, self-teaching, seminars and research into the field of entertainment the Atavus Group limited was born and represents the beginning of his goal.

Skills

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|---|---|
| • International Business | • Business Law |
| • Corporate Communications | • Managerial Economics & Statistics |
| • Critical Thinking & Application | • Marketing & Strategic Management |
| • Operations & Production Management | • Public & Media Relations |
| • Advance Writing & Oral Skills | • Leadership & Motivational Training |
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Dominic Richards

Shareholder: Ownership Stake 13.5%

Director

Chief Operating Officer

ATAVUS GROUP LIMITED



Profile

From the meager foundation of a security officer at Batelco, Mr. Richards worked tirelessly while attending the College of the Bahamas (COB). After eight long years, Dominic, with the help of his wife, saved enough to pursue his dream of being a physician and businessman. Completing his degree at the top of his class at the University of Texas, Mr. Richards graduated with full honors with a B.S. in Molecular Biology and Business Administration. He was subsequently accepted into four prestigious dual medical/business schools. Upon receiving a full scholarship, Mr. Richards matriculated to the world renowned Northwestern Feinberg School of Medicine. This marked the first time a Bahamian had ever been accepted into this top ten ranked medical institution. A significant privilege to this acceptance was access to the Kellogg School of Business in Chicago, where Mr. Richards was able to attend lectures at what US News and World Report considers the #1 ranked U.S Business School. This afforded him transformative experiences such as sit downs with Captains of Industry like W. James McNerney, Jr. the CEO of Boeing.

Tragedy struck during Mr. Richards' second year when his father, Mr. Huel Richards, was misdiagnosed with the wrong type of cancer. Returning home and seeing the extent of the radiation damage, Mr. Richards made the choice to irrevocably rescind his medical scholarship effectively ending his medical career. Never regretting the decision, his father lived another two years before succumbing to the disease. Education without ethics and family values is hollow. This is one of the reasons Mr. Richards joined Atavus Group Ltd. The shared vision of building a family oriented enterprise resonates with all founding members.

Skills

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|--|---|
| • Analytical Thinking | • Mentorship Development Program |
| • Business Management Law | • Portfolio Management |
| • International Commerce | • Financial Analysis |
| • Human Resources Development Program | • Forensic Accounting |
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Tecoyo O. Bridgewater

Shareholder: Ownership Stake 23%

Director

Corporate Attorney

ATAVUS GROUP LIMITED



Profile

Mr. Bridgewater is an Attorney and Counsel at law and was called to the Bahamas Bar in October 2010. He started his legal career and began his pupillage at Munroe and Associates, one of the leading criminal and civil litigation firms in The Bahamas. After completing his pupillage, Mr. Bridgewater expanded his role at the firm and became an Associate with the firm from 2011 to 2012. As an Associate, his portfolio included both criminal and civil litigation. Due to exceptional skill and a motivating drive for business, in mid 2012, Mr. Bridgewater became the Principal of Bridgewater Legal Advocates, a small private firm specializing in criminal, immigration and civil matters. He is currently an active member of the Bahamas Bar Association, with plans to become an expert in business law.

Mr. Bridgewater, being the youngest member of the Atavus Group, brings a unique passion and vigor to the organization. He believes that success is achieved thru innovative ideas coupled with traditional hard work and planning. As a former athlete he knows the value of sacrifice and working together as a unit. Mr. Bridgewater comes from humble beginnings. He grew up in the Farm Road constituency, the youngest of three children to a single mother. Nonetheless, he was never intent on making excuses and becoming a victim of his environment. He made a commitment to himself and to those around him that he would carve out a better future. This is why Mr. Bridgewater became a part of the Atavus Group. He realized the potential of the organization, the integrity of its members and he shares the common goal of the group as it relates to advancing the entertainment experience in the Bahamas.

Skills

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|---|---|
| • Alternative Dispute Resolution | • Motivational & Leadership Techniques |
| • Company Formation & Business law | • Criminal Immigration law |
| • Probate & Estate law | • Negotiation and Arbitration |
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Demarco Gibson

Shareholder: Ownership Stake 4.5%

Director

Manager of Security and Facilities

ATAVUS GROUP LIMITED



Profile

In 2004 Demarco Gibson joined the security team at Old Fort Bay Gated Community. Within one year management recognized his natural leadership skills and promoted him to Security Supervisor. Recognizing hard work had its merits Mr. Gibson pushed himself for even more personal improvement and started to read every major book every written by international leaders. At personal expense he attended international seminars held by critically acclaimed leadership teachers such as John Maxwell, Dennis Waitley, Stephen Shapiro and his favorite Dr. Myles Munroe. He often jokes about how he emptied his bank account to book the seminars before he had a plane ticket to travel.

Within four short years of integrating his skills he received another promotion, but this time he jumped over his immediate managers and was asked to become the Director of Security for New Providence Development Company; the parent company of Old Fort Bay and a massive land development company in the Bahamas. As leader of NPDCo,s, Security Division, Mr. Gibson became responsible for over 2000 acres of land and valuable real-estate structures such as the Old Fort Bay Town Centre, the Marina, the Clubhouse, the Shells Service Station and the entire residential community of Charlotteville, Turnberry and Old Fort Bay.

The Royal Bahamas Police Force has praised his innovations in hidden security surveillance techniques that have lead to the identification and arrest of criminal elements that plagued western New Providence.

Mr. Gibson's personal relationship with the CEO of Atavus Group Mr. Carlos Foulkes resulted in a unified dream to improve the entertainment experience in the country. They started to travel together to explore what was possible in entertainment for the Bahamas. Mr. Gibson is quoted as saying, "after working this hard there has to be a better way to relax with my family".

Skills

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|---|---|
| • Communication and Defensive Tactics | • Handcuffing and Baton Training |
| • Asset Protection and Physical Security | • Fire Safety and First Aid Training |
| • Customer Service/Access Control | • Staff Education and Seminar Coordination |
| • SSI Surveillance Management | • Crisis and Disaster Management |
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Khalil Braithwaite

Shareholder: Ownership Stake 4%

Financial Services Consultant

ATAVUS GROUP LIMITED



Profile

Khalil Braithwaite was born and raised in Nassau, Bahamas where he attended Queen's College. He later furthered his education when he went to York University in Toronto, Canada graduating with degrees focused in the areas of Economics and Labour Studies in 2003. While in Canada, Khalil became exposed to the financial markets and the overlapping relationship they had to society at large.

In 2004, he returned to the Bahamas where he began his career in the marketing department for CFAL (Colina Financial Advisors Ltd.) within the local investment industry. Over the years, Khalil gained valuable experience in areas of Portfolio Management, Pensions and Investment Management as he transitioned through the company and would be eventually promoted to the role of client relations and business development for both individual and institutional clients.

Khalil became intrigued with understanding the implications of the emerging local investment financial services industry could have on Bahamians. The economic importance of connecting Bahamians to the investment capital markets could profoundly impact someone's ability to retire or a company's ability to raise capital.

In October 2010, he joined an investment boutique called Leno Corporate Services (LENO) as the manager of Business Development and Client Relations. His ultimate role being to raise the business profile of the company that he knew shared the same desire to empower Bahamians economically via innovative investment products. Professionally, Khalil has been involved with the successful design and establishment of various pension plans in a variety of industries. He has been a guest speaker to many seminars along with leading several Financial & Retirement Planning seminars for private companies and quasi-government entities. He has appeared as a guest on a number of radio and television shows such as the "You and Your Money" tv show and currently provides the 'Learn with LENO Financial Tip Series' bi-monthly on "Bahamas @ Sunrise".

Skills

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|---|--|
| • Financial Planning | • Investment Management |
| • Business Planning & Development | • Client Relationship Management |
| • Labour Management | • Economic Analysis |
| • Corporate Communications and Marketing | • Training and Seminar Developments |
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Dr. Werner Brummund

Shareholder: Ownership Stake 35%

ATAVUS GROUP LIMITED



Profile

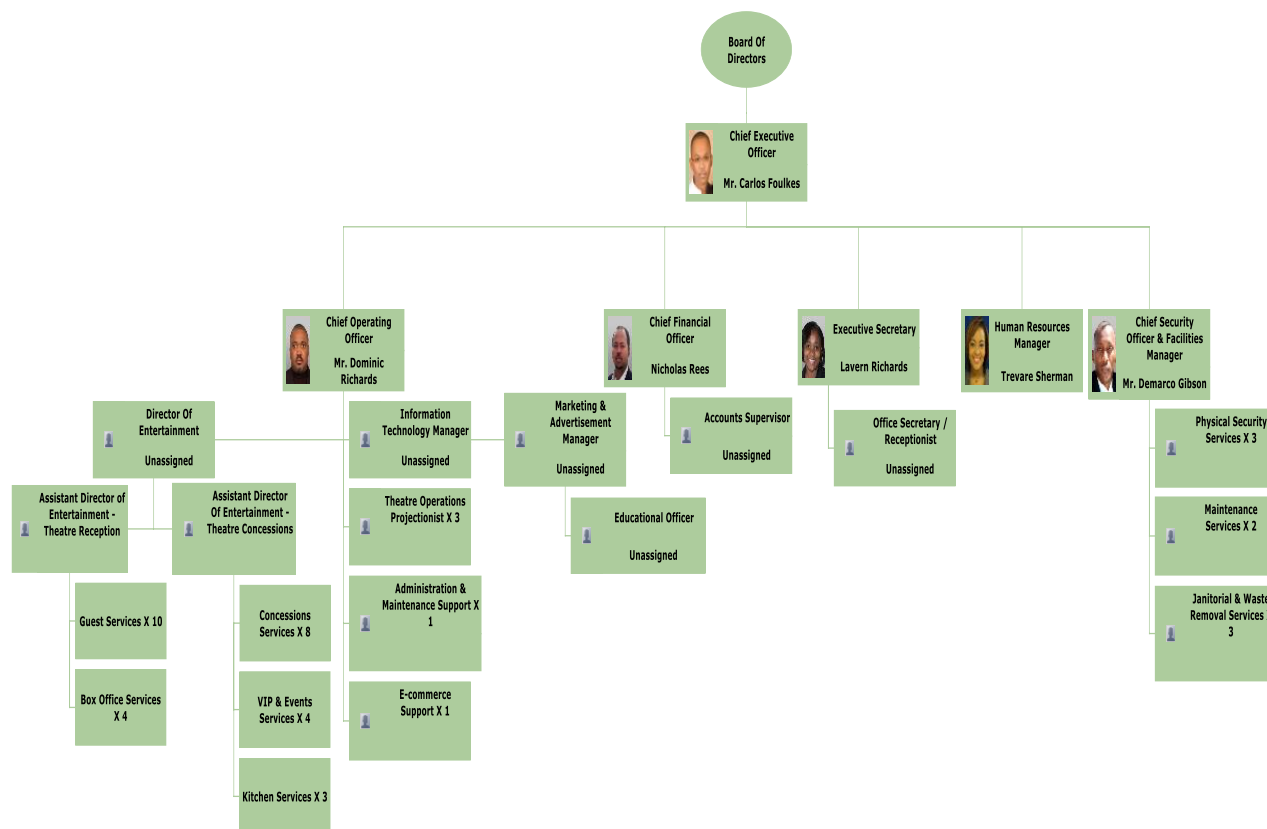
Dr. Werner Brummund is a Canadian citizen with Bahamian permanent residency. The Atavus Group Limited sought the backing of Werner and Karin Brummund in the summer of 2013 and has since formed a permanent partnership by selling him 35% of the Atavus Group Limited. The company maintains a Bahamian majority ownership.

Werner Brummund was formerly the principle of the Canadian company Activia Group, with an official title of President. Activia is a land development company that turns vacant land into communities. The Activa brand had its origins in the mid 80s, as a land development company with a sizable sandbox to build in. It all started in 1988 with 10 semi-detached units on Thaler Avenue in Kitchener. Brummund took charge of the company in 1991, taking over from a business associate who was ill; he acquired controlling interest the following year and his vision grew from there. His background was in business administration and management sciences; he graduated from the University of Essen, in Germany with a doctorate in Business Administration and Management Sciences. Activa Group, like all companies, has had to adapt along the way. Twenty years after they sold his first lot, Brummund and associates faced significant development change, that demanded reflection and flexibility concerning their business plan, but more importantly, revealed change in their customer base and the community at large. Their business, according to Paul Leveck, Vice President Business Operations, has always been focused on land development. Their projects are everywhere; as the largest developer in Waterloo, they've built thousands and thousands of homes over the last couple of decades.

The Brummunds moved to the Bahamas for retirement in 2013 and enjoy full permanent residency. The Atavus Group Limited is proud to have them as a part of the team.



Board of Advisors and Management





Entertainment Industry Overview

Entertainment is one of the largest industries in the world. It is especially necessary in an economy that depends so heavily on tourism as an industry, in which entertainment is a major part of what attracts visitors to our shores. As it may be impossible to determine what percentage of the tourism dollar is spent on entertainment alone, the Department of Statistics of the government of the Bahamas has provided information from the 2001-2003 census that states 7% of Bahamian income is spent on entertainment. From a total annual population income of almost 3.6 billion dollars, this averages a 252 million dollar a year local market. This is in addition to the income from tourist visiting the local establishments. While there are many different companies competing in the industry locally, the competition is dominated by only a few types of firms. They range from the predominant Night Clubs and Sports Lounge to Theatre. Over 15 major Clubs have been identified. These include clubs like Insomnia, Cocktails, Eclipse and First Down. Media Entertainment such as Galleria and the Dundas Center for the Performing Arts account for a major portion of the market segment as well. Other types of entertainment worth noting are recreational arcade such as Die Hard Game Club and Mr. Pretzels. Most cultural events are seasonal and include activities such as Regattas, Junkanoo or the Carnival when it is in town. These firms are best categorized by the market segment they serve and the type of service they provide. Organizations like nightclubs and the Galleria Cinemas represent the majority of the market share and are by far the most visible in the industry.

While the rapid growth of this industry has attracted many new companies from start-ups to long established corporations, many firms have experienced huge losses. Some have withdrawn completely and others continue to struggle along. Reasons that have created problems for such companies include entry into an aspect of the industry that is already well



catered to by existing organizations. The apparent success of such market segments make them an attractive target, but unfortunately places start-ups in direct competition with already established organizations that have proven track records of success. However due to the highly sensitive nature of the consumer a start-up company in similar segment markets as established businesses have been able to integrate themselves successfully by showing they can provide a similar product with much higher quality of service. On the other hand providing a different product or service to an under-catered market segment strengthens a start-up companies' percentage for success. Such is the focus of Atavus Group Limited.

Strategic Alliances and Growth Strategy

Our strategic growth and alliance strategy will rely on two factors: the continued growth in the community and the stability of the Bahamian tourism industry. First, as the population continues to grow this will only result in new businesses as more and more young people becoming interested in leisure activity. We also intend to begin special youth and cultural programs within our schools and other social entities. Second, the resources that can be found in our local hotels, restaurants and other attractions geared towards both our local and the foreign guests will be a major source of business. Studies show that foreigners who visit our country who want and like to be entertained do not consider cost as the major factor but rather the convenience and quality of the entertainment. By working with the hotels and tour companies to advertise and promote our center, the outcome will benefit both the tourism industry and our business.



Special Company Assets

- 1. Trade Mark and Operating License for IMAX Theatre and Name Brand**
- 2. Trade Mark and Operating License for 4DX Theatre and Name Brand**
- 3. Trade Mark and Operating License for TimePlay System and Name Brand**
- 4. ShowCase Entertainment Limited (Wholly Owned Subsidiary)**
 - a. The Showcase with IMAX will redefine entertainment in The Bahamas. As the first Bahamian IMAX franchise and first 4DX theater in North America and Caribbean markets, the Atavus Group is building a lasting enterprise. This establishment will consist of over 50,000 square feet of theater space, luxury seating, specialized concessions, one classic five story IMAX Digital screen, one (1) 4DX enhanced theater with digital screen, and seven (7) additional supersized HD digital 2D & 3D movie screens.
- 5. Human Resources and Intellectual Properties**
 - a. The Atavus Group Limited management staff has obtained over 500 hours of digital specific theater management training. They have gained valuable understanding of the IMAX Business Model, its global strategy for IMAX, market entry implications into the Bahamas, and the regulatory requirements to operate in the region in accordance with existing agreements between Hollywood and Cinema owners, as well as local rules and guidelines. Additionally key vendors along with the IMAX Global representatives have committed their insights to the planning of this project and the successful introduction of the IMAX brand to the Bahamas.



Company Directory