

AMERICAN FILMS, INC.

(OTC: AMFL)

*Global technology solutions
protecting copyright holders*



Who We Are

American Films, Inc. (AFI) is an emerging technology company serving as an advocate for copyright holders across the globe.

AFI's unique proprietary processes and technology are held at its wholly owned subsidiary, FACTERRA, which includes a web-based evidence gathering program that identifies instances of copyright infringement and allows AFI and others to enforce intellectual property rights.

AFI supports the creative process and protects intellectual property in the film and music industries.



OTC: AMFL

Price (1/3/2023)	\$0.56
52 Week Range	\$0.56 - \$2.02
Market Cap	~\$39M
Common Shares Outstanding	~56M
Number of shares in Public Float	~35M

Meet Our Team

Geoff Lee

*President & CEO,
Director*

- Over 30 years of experience in technology risk mitigation
- Focused on generating profitable revenue
- Former president and interim chief executive of a publicly traded company that leverages public records data
- U.S. Army veteran

Jamie Warren

CFO & Treasurer

- Heads finance, accounting and human resources
- Previously served in a variety of finance leadership positions in large cap public companies
- Extensive experience with financial planning and analysis, investor relations, SEC reporting and public accounting

David Tamaroff

*GC & VP Legal
Affairs*

- Heads legal affairs
- Previously served as AFI's outside counsel at Florida-based Morgan & Morgan, P.A
- Strong experience with facilitating high value business transactions and complex intellectual property litigation

Craig Campbell

*CTO & Chairman of
the Board*

- Heads Facterra LLC (AFI subsidiary)
- Previously senior software engineer at Fidelity Investments, responsible for building compliance platform to meet SEC requirements
- Experienced senior manager coordinating multiple technology platforms with a specific data matrix output

Bradley Safalow

Director

- Founder & CEO of independent research firm, PAA Research LLC
- Strong track record of generating action-oriented investment ideas with high absolute return potential
- Experience at a global long/short equity hedge fund, focused on small/mid cap stocks and short idea generation
- Former senior research analyst at JPMorgan following the business services sector

Marshall Faulk

Director

- Member of NFL Hall of Fame
- Senior Marketing Director, Virtuuty Financial Partners
- CEO, T&M Urban Ventures
- Former "On Air Talent, NFL Media

The Problem

Over **\$65' billion** in revenues are lost due to piracy globally each year

Billions of events each year...



...and growing

Well-intended regulatory frameworks²...



...but ineffective protection

*Creative content owners are losing money
and very few tools exist to pursue recourse or remuneration*

¹ Figure referenced from Dataprot; ² See slide 13 for details on Digital Millennium Copyright Act (DMCA)

The Solution



MONITORING PIRACY ON CREATIVE CONTENT

Data monitoring services identifying instances of copyright infringement and piracy using BitTorrent technology and other platforms



CREATIVE CONTENT REGISTRATION ON CHAIN

Subscription-based website offering creative content registration on the blockchain, establishing a global time-stamp and proof-of-existence

Simple yet diversified revenue model (transactional-driven and subscription-based)

Key Benefits to Customers

- ✓ Real-time global monitoring offering ongoing protection for creators
- ✓ Invaluable insights for creative content owners on lost earnings and media consumption patterns globally
- ✓ Reliable digital courtroom evidence supporting copyright enforcement

Market Opportunity

~\$42B

Annual global box office revenue
(pre-pandemic)

~\$29B

Annual global music revenue

~\$95B

Annual global video streaming revenue

~\$100B

Annual US digital media revenue

~\$143B

Annual US ISP revenue

Go-to-Market Strategy

	<i>Number of Potential Clients</i>	<i>Initial Geographic Focus</i>	<i>Revenue Model</i>	<i>Service Offering</i>	<i>Revenue Potential per Customer</i>
Small	Millions	Global	Monthly subscriptions	Monitoring & chain registry	\$100's / \$1,000s
Midsize	Thousands	Global	Multi-yr contracts	Monitoring & consulting	\$100Ks / \$1Ms
Enterprise	Hundreds	United States	Long term Multi-yr contracts	Monitoring & consulting	~\$1M to \$25M+

Customer Acquisition Strategy



Business Development and Communications

Establish partnerships with creative communities and launch media campaigns targeting industry publications and trade associations to increase awareness



Geographic Expansion

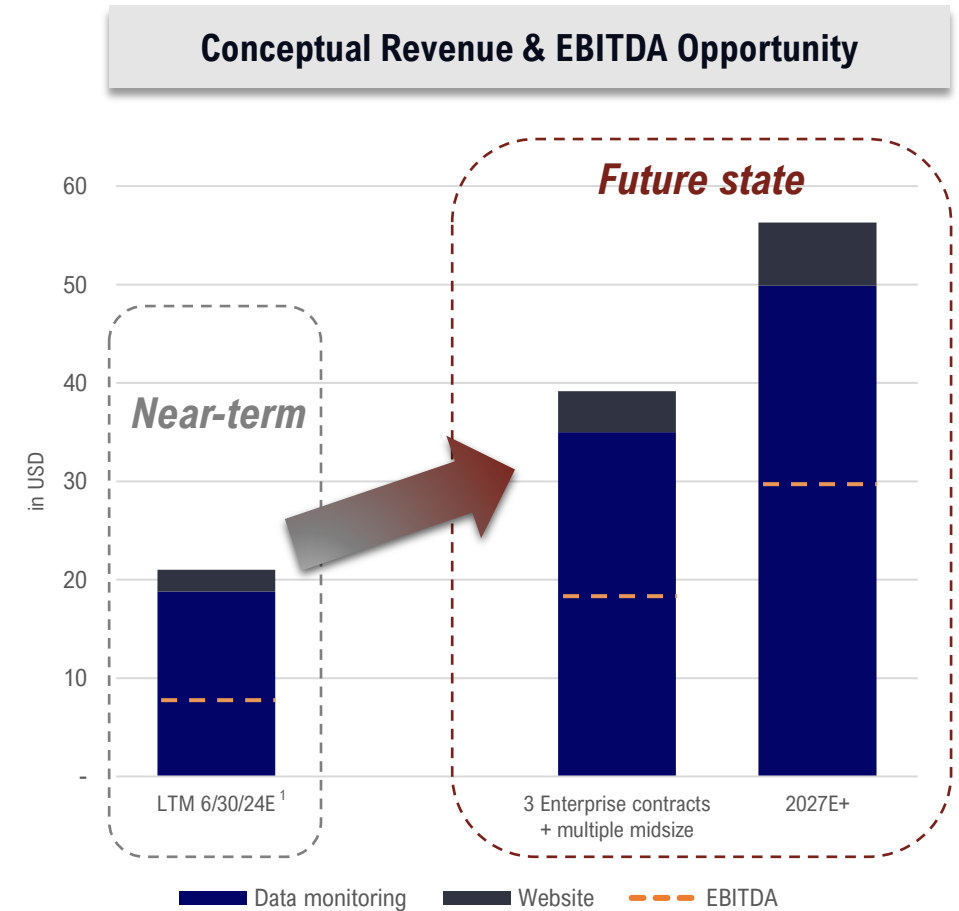
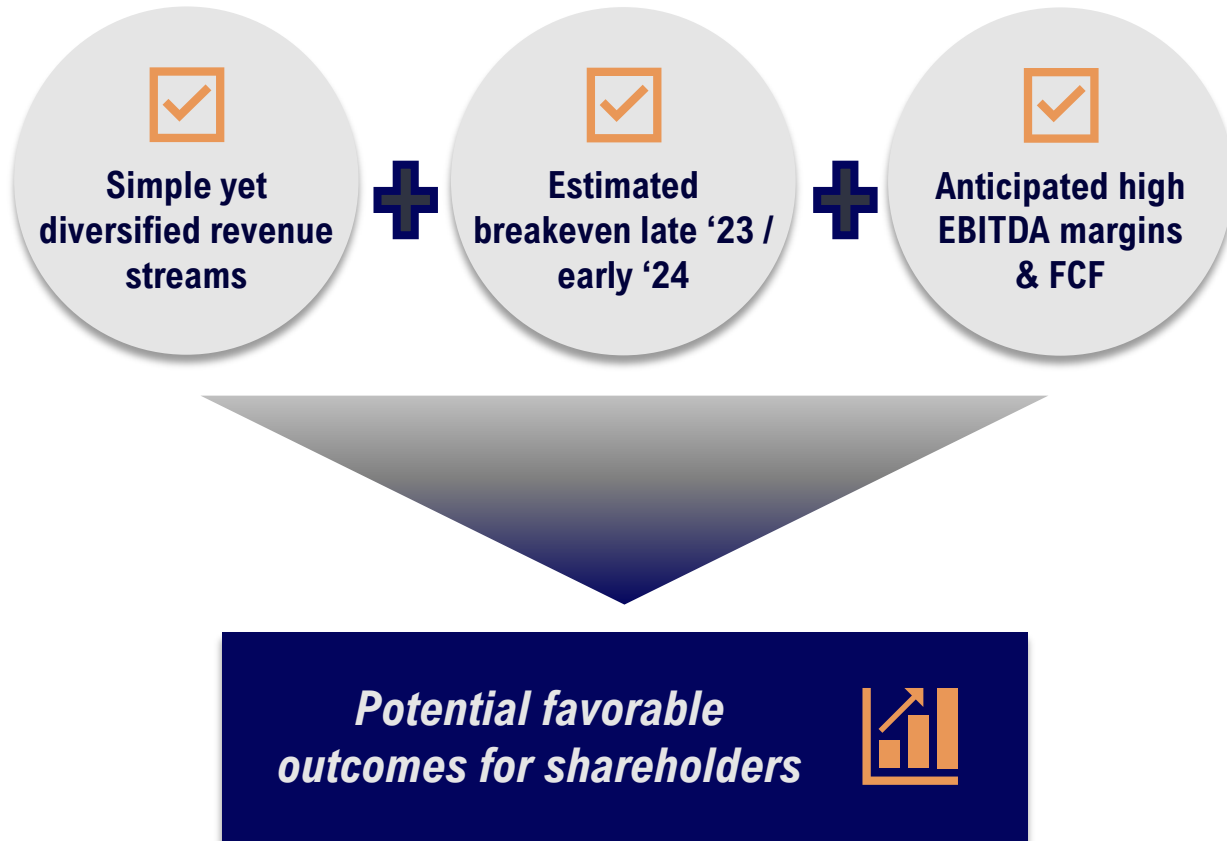
Expand global footprint in Brazil and other regions, such as Latin America, Asia and Europe



Supplementary Applications

Explore other applications for data monitoring service, such as US government sales and services, and identification and verification services

Revenue Growth Model



¹ Key assumptions include 1 enterprise contract and 2 – 3 midsize contracts

PREMIUM VALUE PROPOSITION



Security

Advocates and protectors of the creative process for artists across the globe



Growth

Substantial earnings growth opportunity driving value for shareholders



Perpetual

Piracy is an ongoing issue in the digital age facilitating a sustainable business model

THANK YOU

Contact Us: info@americanfilms.us



APPENDIX

The Digital Millennium Copyright Act (DMCA)

- ***What is the DMCA?***

- A 1998 United States copyright law that implements two 1996 treaties of the World Intellectual Property Organization

- ***What does the DMCA do?***

- Criminalizes production and dissemination of technology, devices, or services intended to circumvent measures that control access to copyrighted works
- Also criminalizes the act of circumventing an access control, regardless if there is actual infringement of the copyright itself
- Heightens penalties for copyright infringement on the internet

Why does DMCA matter to AFI?

Provides regulatory statute and legal pathway for digital evidence created by our data monitoring service