



EXECUTIVE PRODUCTION SERVICES

TODAY YOU CAN SHOOT ANYWHERE IN THE WORLD

A breathtaking landscape photograph of the New Zealand mountains. In the foreground, a jagged, light-colored rock formation rises steeply. Below it, a lush green valley is crisscrossed by a winding asphalt road. In the background, more rugged mountain peaks are visible under a blue sky with scattered white clouds. A semi-transparent blue banner is overlaid on the right side of the image, containing white text.

YOU CAN SHOOT IN THE
MOUNTAINS OF **NEW ZEALAND**



YOU CAN SHOOT IN THE
DESERT OF **MOROCCO**



YOU CAN SHOOT IN THE BLUE
SEA OF **GREECE**

...OR AMONGST THE MODERN
ARCHITECTURE OF SINGAPORE



NOW, WE HAVE TO TELL YOU A SECRET



THIS IS NOT NEW ZEALAND

IT'S THE DOLOMITES

ITALY



THIS IS NOT MOROCCO

IT'S THE DESERT OF **SARDINIA**

ITALY

An aerial photograph of the Blue Sea of Ponza, Italy. The image shows a stunning coastline with steep, rocky cliffs. A small village with white buildings is perched on a cliff in the upper left. The water is a vibrant turquoise color, with some rocks visible in the shallows. The sky is clear and blue.

THIS IS NOT GREECE

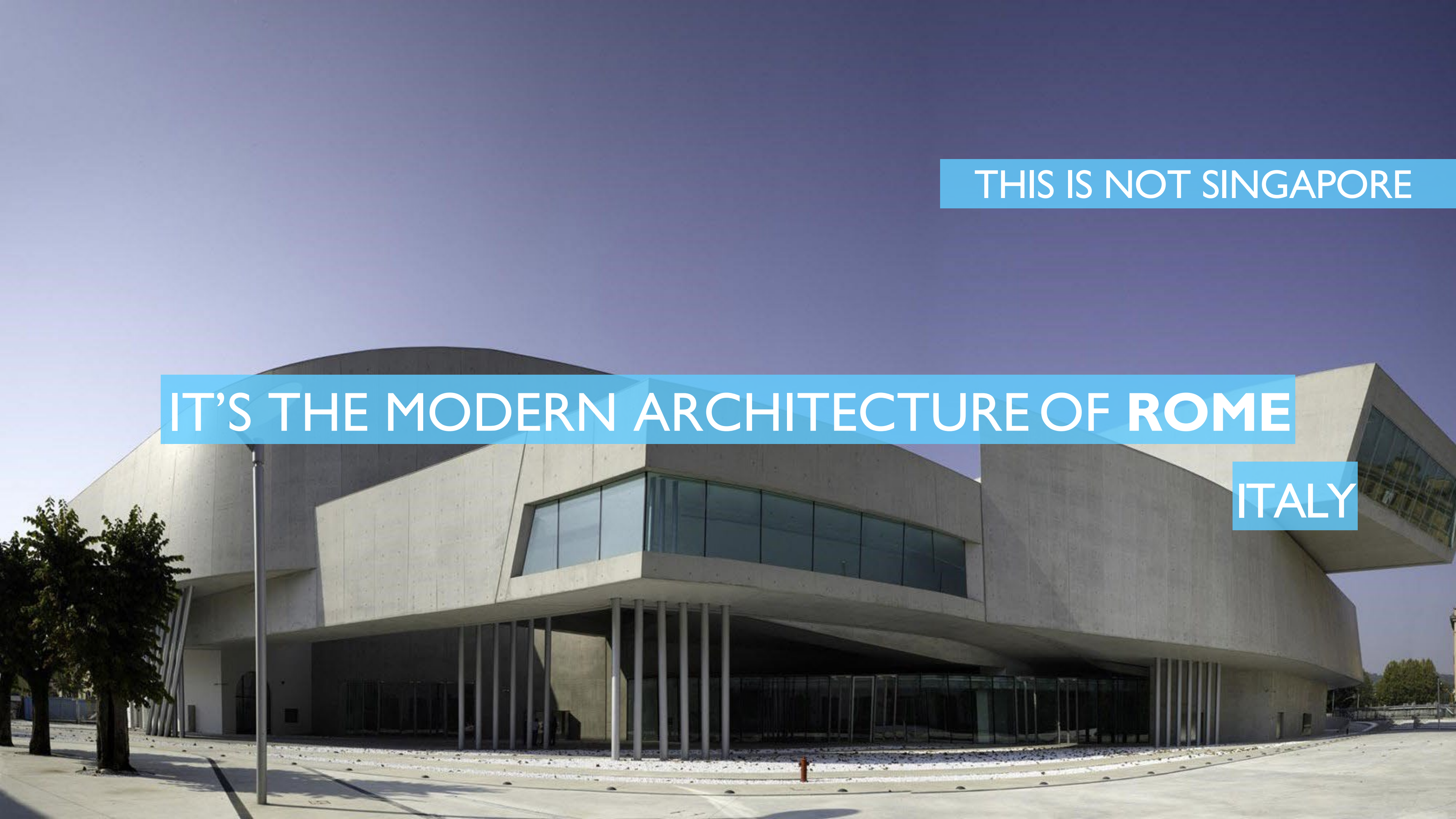
IT'S THE BLUE SEA OF **PONZA**

ITALY

THIS IS NOT SINGAPORE

IT'S THE MODERN ARCHITECTURE OF ROME

ITALY



ITALY

THE ENTIRE WORLD IN ONE SMALL COUNTRY



ITALY HAS A WIDE
VARIETY OF LOCATIONS
WITHIN CLOSE REACH

 **CATTLEYA**
PART OF ITV STUDIOS

AND TODAY

WITH ITS UPDATED TAX INCENTIVE
REGIONAL FILM FUNDS AND VAT EXEMPTION
ITALY HAS BECOME ONE OF THE
MOST CONVENIENT
SHOOTING DESTINATIONS IN THE WORLD



ITALIAN TAX CREDIT

Figures from last years

- 325 FOREIGN WORKS FROM 95 COMPANIES HAVE ALREADY BENEFITTED.
- € 380 MILLION TOTAL VALUE OF CREDITS GRANTED.
- € 950 MILLION TOTAL VALUE OF INVESTMENTS.



EVERY FOREIGN PRODUCTION RECEIVES



THE MAXIMUM TAX BENEFIT IT IS ENTITLED TO

CATTLEYA CAN GUIDE ANY FOREIGN PRODUCER



THROUGH THE PROCESS OF OBTAINING THE MAXIMUM BENEFIT

CATTLEYA

Executive Production Services



Our team has offered five-star assistance to several foreign productions:

ITALIAN TAX CREDIT

Main Points

- The incentive is dedicated to **FOREIGN FILMS AND TV SERIES** that shoot in Italy, pass a cultural test with a minimum score and meet certain conditions (see appendix) and are not a co-pro with Italy.
- These productions may receive a **40%** savings on the production costs paid through a local Executive Producer.
- There is **NO CAP** per project but a maximum credit of 20 million euro available for each production service company involved. Minimum Expenditure of €250k on the territory is required.
- The incentive is a **DISCOUNT ON MONTHLY TAXES** granted to the Italian executive producer that will be paying all the Italian bills of the production.
- The credit is based on the production expenses incurred in Italy. ATL costs will be eligible up to 30% of the overall film production budget.
- The incentive can be **ADDED TO REGIONAL FILM FUNDS** that work on similar criteria.

ITALIAN TAX CREDIT

A five-star luxury home to audiovisual professionals



FAST

YOU START SAVING CASH FLOW IMMEDIATELY AFTER RECEIVING THE CONFIRMATION LETTER, APPROXIMATELY 30 DAYS AFTER THE APPLICATION SUBMISSION. IN ANY OTHER EUROPEAN COUNTRY THE PRODUCTION COMPANY HAS TO WAIT AT LEAST 3 MONTHS FROM THE END OF SHOOTING.



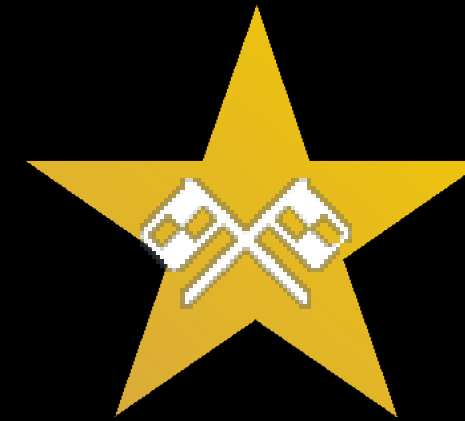
OPEN

THE CREDIT IS OPEN TO ALL SCRIPTED AUDIOVISUAL CONTENTS, INCLUDING TV SHOWS, WHICH ARE USUALLY EXCLUDED BY MOST EUROPEAN COUNTRIES.



NO CAP PER PROJECT

BY COMBINING MORE THAN ONE PRODUCTION SERVICE COMPANY EVEN HIGH-BUDGET PRODUCTIONS CAN SHOOT ENTIRELY IN ITALY.



COMBINABLE

THE BENEFIT CAN EASILY BE COMBINED WITH OTHER EUROPEAN INCENTIVES AND REGIONAL FILM FUNDS.

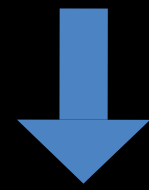


SAFE

THE TAX BENEFIT IS MADE AVAILABLE DURING PRODUCTION AND APPLIED AGAINST EXPENSES INCURRED THE FOLLOWING MONTH. THUS, THE PRODUCER DOES NOT NEED TO FINANCE THE TAX BENEFIT, AS IT FINANCES ITSELF.

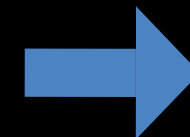
ITALIAN TAX CREDIT

Tax credit framework for foreign film and TV producers



FOREIGN CONTENTS

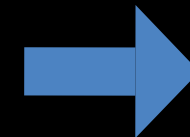
Which are not qualified as Italian under any co-production treaty or EU Convention



The benefit is granted to the Italian Service Company



The Foreign producer retains the rights on Italian territory



PSA is needed

The incentive needs to be used in the title that was applied

To be eligible the project must score at least 50 on Cultural Test

ITALIAN TAX CREDIT Foreign Contents

Tax credit rates and conditions

Minimum Spenditure required €250K

40% on all BTL eligible costs and EU ATL

30% on non EU talents

Covers retroactively from the day of the signature of the PSA

Credit limit: €20.000.000/year/company

Allowed to sell the credit

Allowed to combine different companies

ITALIAN TAX CREDIT

How to use it

THE FOREIGN PRODUCER DOESN'T NEED TAXABLE INCOME



**THE ITALIAN EXECUTIVE PRODUCTION COMPANY MAKES
THE TAX CREDIT AVAILABLE TO THE FOREIGN PRODUCER,
OFFSETTING IT AGAINST ITS OWN TAX DEBTS**

INCLUDING:

VAT

CORPORATE INCOME TAX (IRES)

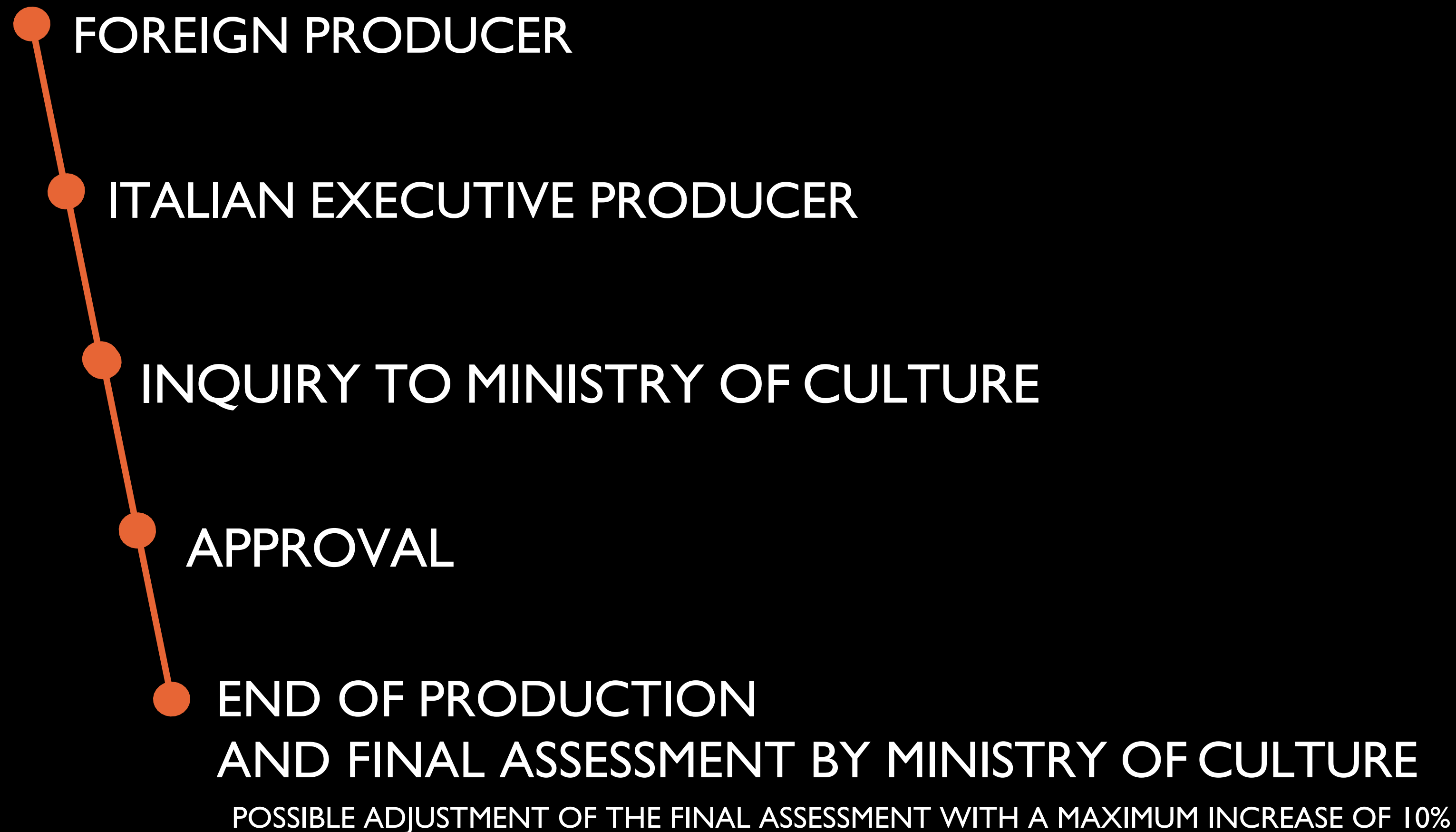
REGIONAL INCOME TAX (IRAP)

PENSION, HEALTH AND WELFARE (ENPALS/INPS)

EMPLOYEES TAX WITHHOLDINGS

ITALIAN TAX CREDIT

Application process



APPENDIX

Ministerial decree on tax credits/Cultural eligibility

CRITERIA	MAXIMUM SCORE
BLOCK A: CONTENT	
A.1 Film script/screenplay adapted from an Italian or European literary work or play	5
A.2 Film script/screenplay concerning a historical, mythological, legendary, religious, social, fantastic, artistic or cultural event	30
A.3 Film script/screenplay concerning a celebrity of artistic, historical, mythological, legendary, religious, social, fantastic or cultural import	25
A.4.1 Film script set in Italy or in other European countries (minimum threshold: 15% of the scenes contained in the screenplay) or A.4.2 Outdoor scenes of the film shot in Italy (minimum threshold: 15% of the scenes contained in the screenplay)	5
A.5 Original dialogue recorded, post-synchronized or subtitled in Italian or Italian dialect (minimum threshold: 30% of the scenes contained in the screenplay)	5
TOTAL MAX SCORE A	70

APPENDIX

Ministerial decree on tax credits/Cultural eligibility

BLOCK B: PRODUCTION	
B.1 Presence of an Italian or European creative talent (production designer, set decorator, art director, costume designer, director of photography, line producer, make-up and hair artist, editor)	3
B.2 Scenes shot in a studio in Italy (minimum 20% of the interior scenes contained in the screenplay)	5
B.3 Digital effects in Italy	4
B.4 Special effects in Italy	4
B.5 Music recording in Italy	3
B.6 Sound editing and mix in Italy	3
B.7 Laboratory work in Italy	5
B.8 Final editing in Italy	3
TOTAL MAX SCORE B	30
TOTAL OVERALL	100
Minimum TOTAL score block A+B required: 50/100	

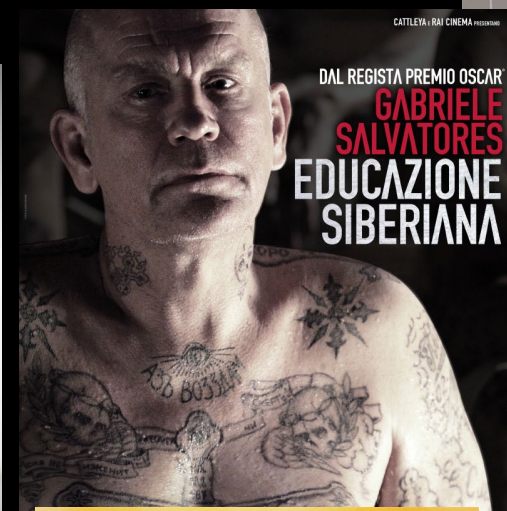
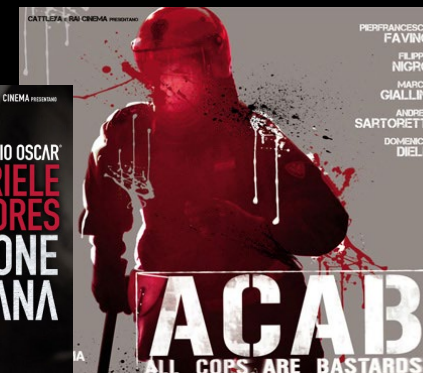
CATTLEYA

Cinema



Cattleya is one of the most successful production companies in the Italian audiovisual industry and has grown in recent years to become a prestigious international company. For **TWENTY YEARS** the company has been working with the best local and international talents, producing **OVER 70 FEATURE FILMS**, including several high-profile pictures in English for worldwide release.

Cattleya's films have been distributed in almost every territory of the world, nominated for the Academy Award, represented Italy in the Best Foreign Language Film Oscar race and won major awards at Cannes, Toronto and Venice Film festivals.



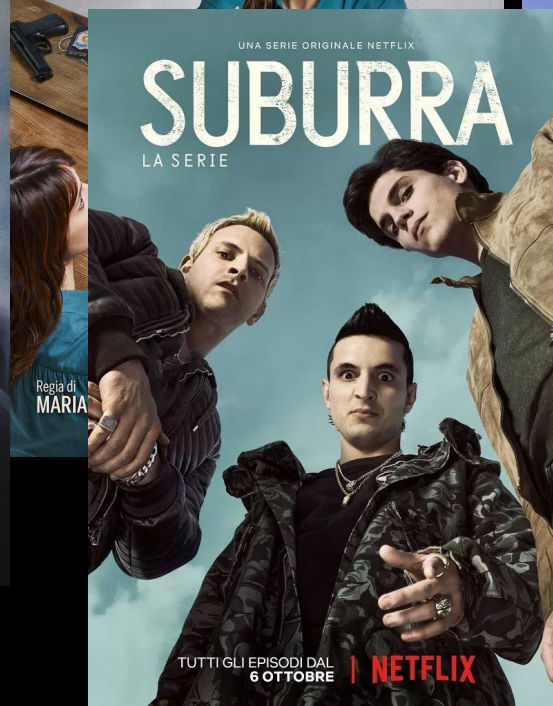
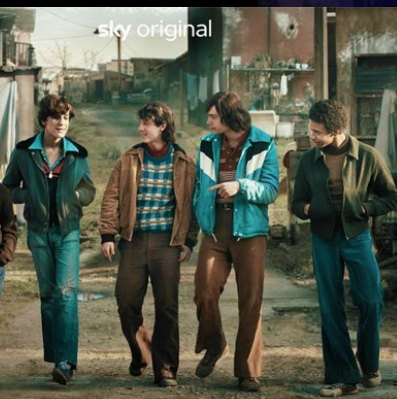
CATTLEYA

Tv & Svod



Over the last several years, Cattleya has become ONE OF EUROPE'S MOST ACTIVE PRODUCERS OF TV DRAMA, working with various networks and satellite platforms, as well as with OTT groups such as Netflix.

The company is aiming to become one of the most active players in the English language arena with several series produced for Sky Original, Amazon Prime and Canal+



CATTLEYA IS ITSELF A
HIGHLY-EXPERIENCED PRODUCTION COMPANY

ANTICIPATING YOUR NEEDS AND TAKING
CARE OF YOUR FILM AND TV PRODUCTIONS AS
IF THEY WERE OUR OWN.

YOUR HOME AWAY FROM HOME



YOU CAN SLEEP WELL AT NIGHT

WE TAKE CARE OF EVERYTHING

- TAX CREDIT ADMINISTRATION
- BUDGETING
- PRODUCT PLACEMENT AND SPONSORSHIP
- STAFF RECRUITING
- CASTING
- LOCATION SCOUTING
- TRANSPORTATION
- ACCOMMODATIONS

WE ARE JUST A CLICK AWAY

CONTACT US



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