



PRESS RELEASE

International film distribution and production company Picture Tree International launches in Berlin / Financing by VC Fonds Kreativwirtschaft Berlin and private investors

Berlin, January 24th, 2013 – At the beginning of the year, Andreas Rothbauer and Alec Schulmann kicked off **Picture Tree International GmbH**, an internationally aligned and integrated world sales and production company with headquarters in Berlin. VC Fonds Kreativwirtschaft from Investitionsbank Berlin (IBB) and private investors, have financed the newly founded company.

The core business of **Picture Tree International** is worldwide licensing of film rights and coproduction of international feature films in an integrated business model. **Picture Tree International** is currently in negotiations with production companies from Scandinavia, Canada and South Africa as strategic partners.

For the founders, Berlin – a hub for the international film industry – was the clear choice for the company's headquarters from the very beginning. The investors were convinced by the founders' long-year successful track records in the film business as well as **Picture Tree International**'s promising economic growth perspectives.

Picture Tree International will use the European Film Market (February 7–15) and Berlinale Co-Production Market (February 10–12) as an introduction platform as well as to scout and acquire projects, and it will present its first line-up at the Cannes Film Market (May 15–24).

Andreas Rothbauer and Alec Schulmann have jointly founded the company. Their first collaboration goes back to 2005, when they worked on the Oscar-nominated film “Mongol: The Rise of Genghis Khan” (2007).

Andreas Rothbauer is the distribution expert at **Picture Tree International**. As the long-time head of sales and acquisitions at Beta Cinema, Rothbauer was responsible for the distribution and procurement of Oscar winners and nominees, such as “Downfall” (2004), “The Lives of Others” (2004), “Mongol: The Rise of Genghis Khan” (2007), “The Counterfeiters” (2007) and “Il Divo” (2008) as well as many other internationally known titles.

Alec Schulmann is **Picture Tree International**'s production expert. He started his film career in 1999 and has been working on different international coproductions all over the world ever since. Schulmann was Executive Producer of the film “Mongol: The Rise of Genghis Khan” (2007), which won numerous awards. Other projects include “A Yakuza's Daughter Never Cries” (2010), “Native Dancer” (2008), “Nomad: The Warrior” (2005), “Fifty-fifty” (2004), etc.

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