

BC Government meeting with Rovio

May 9, 2013

2 pm to 4pm

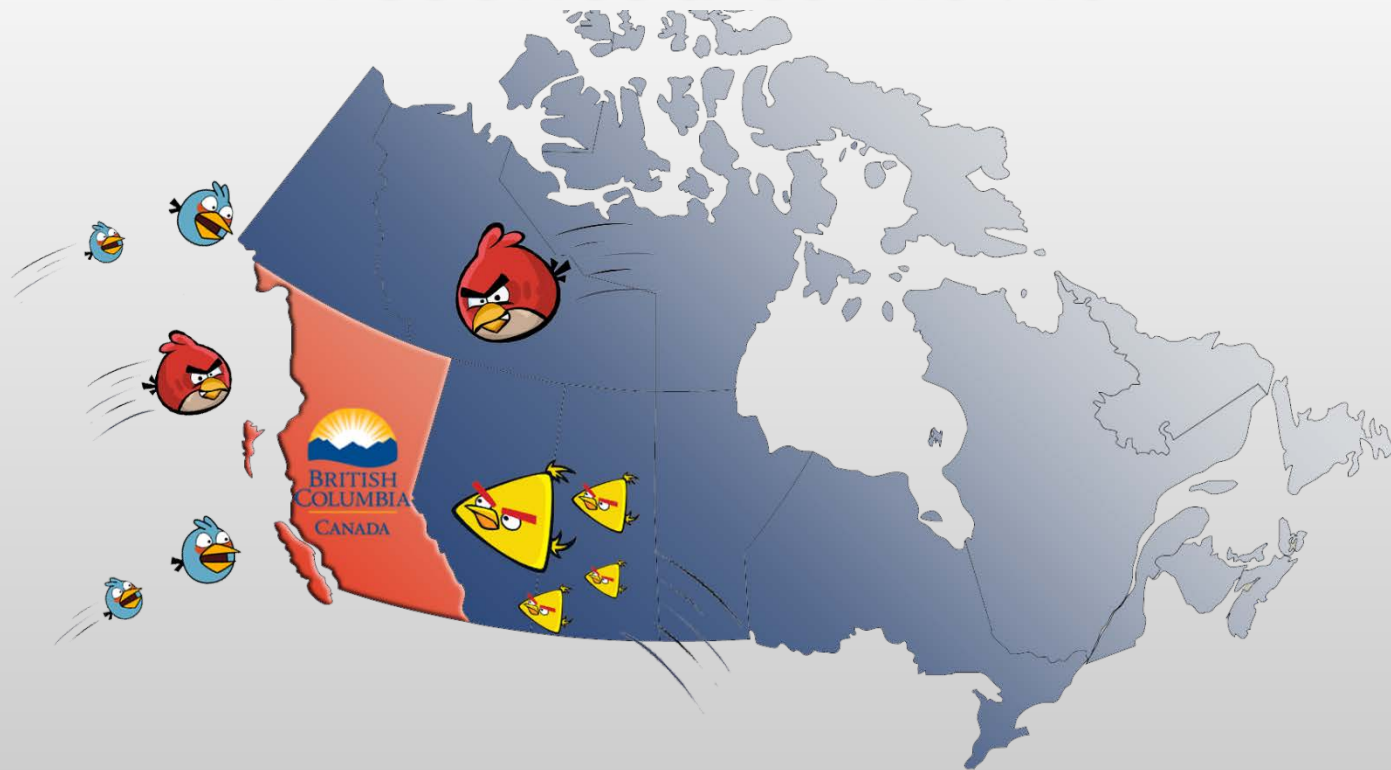
Executive Boardroom (Please attend suite 730, 999 Canada Place to be escorted to the meeting room)

Opening Remarks	Nina Cagic, Senior Manager – Europe International Market Development
Introductions	All
Company Overview	Kati Levoranta- Chief Legal Officer, Rovio Mikko Setala- EVP, Rovio
BC Business Climate	Karen Lam, Senior Manager Developed Markets
Film & Television Tax Credits	Robert Wong - Vice President, Tax Credits & Development, Creative BC
Scientific Research & Experimental Development Tax Credits	Joanne Hausch, Deloitte
BC Provincial Nominee Program: Immigration and Facilitation of Temporary Work Authorizations	Erin Seeley – Director, Program Management and Planning Economic Immigration

Additional Information:

Light refreshments will be provided.

British Columbia's Business Advantages Presented to Rovio



**International Investment & Company Attraction Branch
Ministry of Jobs, Tourism, and Skills Training**

May 9, 2013

Pro-Business Government



Committed to ensuring the best business climate in North America

- ▶ B.C. actively encourages investment by non-Canadians, and places few restrictions on foreign investors
- ▶ Over 40% of all provincial regulations eliminated since 2001
- ▶ Significant tax reduction and elimination since 2001
- ▶ B.C. government expects fiscal surplus in 2013/14, 2014/15, 2015/16

PHILIPS
sense and simplicity

SIEMENS

AIR CHINA
中國國際航空公司

intel Leap ahead™

HSBC

Honeywell

TOYOTA
make things better

BASF
The Chemical Company

Schneider Electric

ORACLE

BOEING

NOKIA

virgin atlantic

中国黄金集团
China Gold Group

中远集团

IBM

hp

工商银行

中国工商银行
Page 3
INDUSTRIAL AND COMMERCIAL BANK OF CHINA

invent

Global Access to Markets

B.C. is ideally located to service markets in the U.S., Europe and Asia

- ▶ Vancouver International Airport (YVR) has been rated *the Best Airport in North America* for four years in a row, and is investing \$1.8B
- ▶ YVR services over 100 destinations throughout North America and the world ~ 97 direct flights per week to Seattle, 70 direct flights per week to San Francisco, and 76 direct flights to L.A.
- ▶ Under the North American Free Trade Agreement, businesses located in B.C. can benefit from the ability to export and import duty-free to the U.S. and Mexico



Direct flying time from Vancouver to major cities

Seattle	50 mins
San Francisco	2:15 hrs
Los Angeles	3:00 hrs
New York	5:15 hrs
London	9:00 hrs
Tokyo	9:45 hrs
Hong Kong	13:00 hrs

B.C.'s Creative Cluster Snapshot

- ▶ World-class film and television production centre ~ supporting 25,000 direct and indirect jobs and generating \$1.2 B in 2012
 - Bardel Entertainment, Pixar Canada, Sony Pictures Imageworks, Rhythm & Hues, Rainmaker, Image Engine
 - Feature films ~ Tron: Legacy, Mission Impossible 4, X-Men, I Robot, Twilight and Watchmen; and TV series ~ The X Files, Sanctuary, Smallville and Fringe
- ▶ 600 digital media companies producing video games, animation and visual effects, digital film, mobile content/apps, interactive design, and e-learning products ~ employing 16,000 people, with annual revenues over \$2.3B
- ▶ More than 85 interactive game development studios employing 5,000 FT, high-tech professionals
 - EA (Electronic Arts), Nintendo, Capcom, Sega, Disney and Microsoft, TinyCo, Gree, DeNA and Namco Bandai

B.C. Business Incentives

- ▶ 17.5 % Interactive Digital Media Tax Credit (IDMTC)
- ▶ Both federal and provincial level support for Scientific Research & Experimental Development (SR&ED) tax program
- ▶ Film & TV tax incentives ~ variety of both provincial and federal programs for foreign and domestic productions
- ▶ Advantage BC ~ B.C. corporate income tax is refunded for international business activities + international specialist personal income tax reductions



Ensuring Tax Competitiveness

Our business tax burden is among the lowest in North America

- ▶ B.C. has no provincial payroll taxes, no capital tax, and no property tax on most production machinery or equipment
- ▶ B.C.'s corporate income tax (CIT) rate is only 10%. Our combined fed-prov CIT rate of 25% is lower than in every U.S. state and among the lowest in the G7
- ▶ B.C. residents now pay the lowest personal income tax in Canada for incomes up to \$122,000
- ▶ Vancouver ranked #2 in tax competitiveness out of 55 major international cities studied in *KPMG: Competitive Alternatives 2012: Special Report, Focus on Tax*

CORPORATE INCOME TAX RATES – 2013

British Columbia	25.00%
Alberta	25.00%
Quebec	26.90%
Ontario	26.50%
California	40.75%
Washington	35.00%
Oregon	39.94%
Massachusetts	40.20%
New York	39.62%

Source: PricewaterhouseCoopers, Dec 2012;

Outstanding Talent

Highly educated, multi-lingual, young & energetic

- ▶ High quality labour pool of **2.4 million** people
- ▶ **2/3** of B.C. employees have post-secondary education
- ▶ **3/5** workers are under 44 years old
- ▶ **5,000** FTEs in video game development; 16,000 in digital media
- ▶ B.C. actively recruits skilled immigrants from around the world
 - Over 20,000 skilled workers immigrate to B.C. every year, enriching the talent pool, international networks, cultural diversity and multi-lingual capabilities



Educational Institutions

Our schools work closely with industry to produce the next generation of highly skilled workers

- ▶ B.C.'s universities are consistently ranked highly in international academic ratings
- ▶ **25** public post-secondary institutions ~ 11 universities, 11 community colleges & 3 institutes
- ▶ **17** private post-secondary institutions, including the Vancouver Film School, the Art Institute of Vancouver, Centre for Arts and Technology, and Vancouver Institute of Media Arts (Vanarts)
- ▶ The Centre for Digital Media ~ offers Canada's first pro grad degree, Master of Digital Media (MDM), conferred by four of Western Canada's leading academic institutions



emily carr
university of art + design



A POLYTECHNIC INSTITUTION

vanarts
VANCOUVER INSTITUTE
of MEDIA ARTS

CENTRE FOR
DIGITAL MEDIA


The Art Institute
of VancouverSM

 VANCOUVER FILM SCHOOL
Results Matter



Immigration Support

Simplified Work Permits and Expedited Immigration

- ▶ Intra-company transferees can qualify for one year (initially) and extend for up to 7 years
- ▶ Work Permit applications can generally be processed in 4-6 weeks
- ▶ The B.C. Provincial Nominee Program (PNP):
 - ▶ **Strategic Occupations** ~ helps B.C. employers recruit or retain qualified foreign skilled workers, professionals and graduate students
 - ▶ **Business Immigration** ~ considers applications from experienced business entrepreneurs to move to and establish businesses in B.C.



Cost of Labour

Vancouver's total payroll cost is generally lower than competitor cities

- ▶ Salaries are competitive with other major cities in Canada
 - E.g. the annual salary for a video game designer is \$56,000; \$50,181 for a 3D animator; and \$63,625 for a software developer
- ▶ With no provincial levied payroll taxes, statutory benefits are approx. 4% of payroll in B.C.
- ▶ Federal payroll taxes are half what they are in the U.S. In B.C., employers pay only 4.95% of payroll for social security taxes and 2.63% for employment insurance
- ▶ Health care premiums are a discretionary employee benefit in B.C. and are considerably lower compared to US.

Annual Health Care Costs (USD\$)

	Vancouver, BC		Seattle, WA		San Francisco, CA		Boston, MA	
	Individual	Family	Individual	Family	Individual	Family	Individual	Family
Average*	\$798	\$1596	\$4,250	\$9,430	\$3,998	\$9,336	\$4,548	\$10,882

Source: PwC Research; March 2011. Assumes an exchange rate of CDN\$ 1 = US\$ 1; B.C. Ministry of Health 2013

*Averages are calculated on PPO, HMO, HDHP, and POS plan coverages.

Vancouver is one of the most livable cities in the world

- ▶ Vancouver is ranked 3rd in Economist Intelligence Unit's Global Livability Report which ranks 140 cities worldwide (Aug. 2012)
- ▶ Mercer Quality of Life Survey (Dec. 2012) ranked Vancouver #5 worldwide / #1 in the Americas
- ▶ Condè Nast Magazine Award (Oct. 2010) "Best City in the Americas"

Economist Intelligence Unit's 2012 Liveability Ranking

RANK	CITY	COUNTRY
1	Melbourne	Australia
2	Vienna	Austria
3	Vancouver	Canada
4	Toronto	Canada
5	Calgary	Canada
6	Adelaide	Australia
7	Sydney	Australia
8	Helsinki	Finland
9	Perth	Australia
10	Auckland	New Zealand

Reflects: Stability, health care, culture and environment, education, and infrastructure, etc.

Summary of B.C.'s Advantages

- ▶ World-class creative industry cluster
- ▶ Focused tax incentives
- ▶ Multi-cultural, highly skilled talent pool
- ▶ Ability to recruit from abroad
- ▶ High quality of life attracts and retains top talent
- ▶ Low corporate & personal income taxes
- ▶ Strategic gateway location



Thank you for your interest in investing in British Columbia

For more information, please contact:

Karen Lam

International Investment & Company Attraction

Ministry of Jobs, Tourism, and Innovation

604-775-2188 – Vancouver

Karen.Lam@gov.bc.ca

www.britishcolumbia.ca

MINISTRY OF INTERNATIONAL TRADE AND
MINISTER RESPONSIBLE FOR THE
ASIA PACIFIC STRATEGY AND MULTICULTURALISM

INFORMATION NOTE

Cliff #:12240

Date: October 28, 2013

PREPARED FOR: Honourable Teresa Wat, Minister of International Trade

ISSUE: Europe-based International Trade and Investment Representative (TIR) for British Columbia

BACKGROUND:

Based in London, Susan Haird is British Columbia's Trade and Investment Representative in Europe responsible for building the Province's market presence in the world's largest trading bloc. Ms. Haird was awarded a three-year contract in July 2012 as B.C.'s European TIR and started in the role on September 1, 2012. Her team helps companies to identify and secure business opportunities to increase exports of British Columbian goods and services, and to promote the Province as a destination for European investment.

The team in Europe focuses on the natural resources, technology, business and professional services, and transportation, logistics and infrastructure sectors. The office also supports the mandates of other Provincial ministries to build on broader social, political and academic relationships that are the foundation to long standing international relations.

Ms. Haird is supported on the contract by a team of trade and investment specialists who are based in the UK, France and Germany, with language skills that span all major official languages of the European Union. Full team list and brief bios for select members of the team are below.

Prior to representing the Province, Ms. Haird was the Deputy Chief Executive of the UK Department for Trade and Investment from April 2004 until August 2012. From 2002 to 2004, she was Director for Human Resources & Change Management at the then Department of Trade & Industry (DTI). Susan has held various positions in the UK public sector, including Director of Export Control at the Department of Trade & Industry and Director of Export Control & Non Proliferation. In the latter role, she was also the UK Governor on the Board of the International Atomic Energy Agency and the Organisation for the Prohibition of Chemical Weapons.

Susan has an MA in Economics and Modern History from St Andrews University and a Certificate and Diploma in Advanced European Studies from the College of Europe, Bruges.

Susan brings deep networks in business and government and a proven record of investment attraction and trade promotion developed over a public-service career spanning 25 years. For example, through her personal connections she was able to secure the Duke of York to speak at the official opening of the BC London office in February 2013. She is also connected to senior executive level at the BG Group (former British Gas), one of the proponents of and LNG export terminal in BC, and many other multinationals.

Susan reports to the Manager, Europe, Nina Cagic and Director, Americas and Europe, Mr. Troy Machan, who are based in Vancouver.

Staff List and Select Bios:

Susan Haird	Managing Director
Marta Solorzano	Operations Coordinator
Lucy Ward	Program Assistant
Ashok Parekh	Specialist (Infrastructure and Capital)
Graham Hilton	Specialist (Natural Resources)
Sergio Barraza	Specialist (Cross Sector Invest, Trade)
Naomi Mcveigh	Specialist (Market Intelligence)
Marco D'Arcangelo	Paris (Trans, Clean Tech)
Gabriele Schwinghammer	Munich (Cross Sector Invest, Trade)
Rhoda Campbell	Specialist (Trade)

Graham Hilton (London) - Investment Specialist (Natural Resources). Graham comes to the BC Natural Resources portfolio after a varied career in energy, agriculture and sustainable development. Graham has chaired and served on a number of bodies in the sustainability arena in the UK, including the Environmental Industries Commission, The Alliance for Sustainable Building Products, and the Renewable Energy Association, as well as project boards for several national and European projects, in biofuels, renewable energy and forestry.

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Ashok Parekh (London) - Investment Specialist (Infrastructure & Capital), London. An accountant by training, Ashok was previously a Portfolio Manager at Blackrock Alternative Advisors, Blackrock's Fund of Funds division. He specialised in sourcing, due diligence and execution of venture capital and private equity fund investments. Ashok, s22 has considerable connections in financial circles in the UK and Canada.

Sergio Barraza (London) - Investment & Trade Specialist (Cross Sector), London. Sergio focuses on a wide range of sectors such as Film & TV, Digital Media,

ICT/Wireless Technologies and Business/Financial Services. Sergio has considerable experience in international trade facilitation and investment lead generation having previously worked for Invest Chile, the Missouri Department of Economic Development, Ohio State and the Ontario Ministry of Economic Development. Sergio is fully bilingual in English and Spanish, and has a working knowledge of French and Portuguese.

Marco D’Arcangelo (Paris) - Investment Specialist (Transportation, Clean Tech), Paris. Marco is a multilingual and multicultural International Trade and Investment specialist with 10 years’ experience in Exports & International Business Development for a number of international jurisdictions.

s22
s22, he also supports cross-sector opportunities in Italy.

Gabriele Schwinghammer (Munich) - Investment & Trade Specialist (Cross Sector), Munich. Gabriele has 20 years’ experience working with international companies and organizations in the UK, the US and Europe. Gabriele has led major trade development projects on behalf of clients such as Enterprise Ireland, the Welsh Government, Empire State Development New York, Washington State, Ontario Ministry of Enterprise, Kansas Department of Commerce and others. In addition to her native German, she speaks and writes fluently in English and French.

DISCUSSION:

Business Development Examples:

Rovio, a leading global entertainment company from Finland, creator of the globally successful Angry Birds franchise, is finalizing negotiations with a Vancouver-based visual effects company for the production of an Angry Birds feature film in Vancouver – investment value \$ 30 million. (to be announced)

Not Responsive

Not Responsive

ATTACHMENTS: N/A

Prepared by: Chris Heine, Information Officer – Americas and Europe, ITIA Division
Telephone: 604 775-2217

Reviewed by				
Dir: TM	ED:	ADM:	DM:	MIN:



November 19, 2013

Canada Border Services Agency
Port of Entry
Canada

and

Service Canada
BC Yukon Region
Library Square Tower
1400 – 300 West Georgia Street
Vancouver, BC V6B 6G3

Dear Officer:

Re: Rovio Animation Company Ltd. (“Rovio Canada”)

I am writing as the Executive Director responsible for foreign corporate investment attraction into the Province of British Columbia, at the Ministry of International Trade. Our Division has been working extensively with Rovio Entertainment to attract the company to our market, and we wish to provide our strong support for their efforts to establish a studio in Vancouver, British Columbia, including supplementing its Canadian staff with temporary foreign workers.

Rovio Entertainment is a well known global company and is the creator of the globally successful Angry Birds franchise. On May 15, 2013, Rovio Entertainment awarded Sony Pictures Entertainment with the exclusive worldwide distribution rights to the eagerly anticipated Angry Birds feature 3D animated film. The 3D film is being developed, produced, and financed by Rovio Entertainment and will be released worldwide by Sony Pictures on July 1, 2016. The film will be animated by a team of 200 character animators at Sony Picture Imageworks, Inc. (a subsidiary of Sony Pictures Entertainment) in Vancouver under the direction of Rovio Entertainment. To facilitate its work with Sony Picture Imageworks, Rovio Entertainment incorporated a Canadian subsidiary, Rovio Canada, in September 2013, and established offices directly below Sony Picture Imageworks at 1130 Homer Street in downtown Vancouver.

Rovio Canada hopes to hire four employees and a Director by December 2013, and expects to add six artists and a coordinator by the end of 2014.

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It is our belief that Rovio Entertainment will generate significant economic benefits for British Columbia and the country, including:

- strengthening Greater Vancouver's pre-eminent position in the film industry;
- mentoring Canadian staff through the transfer of knowledge and skills, especially the Character Artists at Rovio Canada and Sony Picture Imageworks;
- facilitating the development of indirect employment by Rovio Canada's Canadian suppliers which will depend on it for their business;
- providing revenue for service providers that the company will need to engage; and
- providing significant tax revenues for the provincial and federal governments

We support, without reservation, Rovio Entertainment's need to ensure that the company acquires the necessary talent in order to produce its first feature film, and lays the groundwork for a long term future in British Columbia.

I would be pleased to provide any further information you require regarding this initiative.

Sincerely,



Michael Track
Executive Director
International Investment & Company Attraction

Tel no: 604 775-2202

Cell: S17

CHRISTY CLARK WELCOMES ANGRY BIRDS MOVIE TO VANCOUVER

Rovio chooses Sony Pictures Imageworks as primary animation house for the 2016 feature film

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Vancouver, British Columbia, February XX, 2014 – Rovio Entertainment has chosen Sony Pictures Imageworks in Vancouver, British Columbia as its primary animation house for the production of *Angry Birds*, the upcoming CG-animated film based on Rovio’s bestselling app. The film is being produced by John Cohen and Catherine Winder and executive produced by David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis; the screenplay is by Jon Vitti. *Angry Birds* is slated for a July 1, 2016 release and will be distributed worldwide by **Sony-Columbia** Pictures.

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INSERT QUOTE FROM CHRISTY CLARK AND BC GOVERNMENT:

Established in 2010 in the Yaletown area, Sony Pictures Imageworks has amassed a bevy of animation and effects talent at its Vancouver studio. “The *Angry Birds* movie will allow Sony Pictures Imageworks to employ more artists **in Vancouver** on a single film than we’ve had on any of our previous CG features,” Randy Lake, executive vice president and general manager of Sony Pictures Digital Production, says. “British Columbia is rich with animation and effects talent, and we look forward to further enhancing the production staff in our Vancouver facility.”

Angry Birds is one of the world’s biggest entertainment franchises, starting in 2009 with the original mobile game that remains the number one paid app of all time. With over two billion downloads, Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand.

The upcoming movie marks Rovio’s first foray into feature films, although fans have already been introduced to the Angry Birds world with the weekly Angry Birds Toons animated series. Rovio launched the series in March through its Angry Birds apps, as well as on select video-on-demand channel providers, Smart TVs, connected devices, and on select TV networks around the world. Paving the way for a full-length feature film, Angry Birds Toons has been a massive success for Rovio and has surpassed more than 1,000,000,000 views in its first seven months. In addition, Rovio successfully launched a sequel in the Angry Birds Star Wars saga in September accompanied with Hasbro’s Telepod toys. The game immediately topped app store charts in over 100 countries.

ABOUT ROVIO ENTERTAINMENT □ Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand. www.rovio.com □

Field Code Changed

ABOUT SONY PICTURES IMAGEWORKS

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- Website: <http://www.imageworks.com/>
- Facebook: <https://www.facebook.com/SonyPicturesImageworks>
- Twitter: <http://twitter.com/imageworksvfx>
- YouTube: <http://www.youtube.com/imageworksvfx>

CHRISTY CLARK WELCOMES *ANGRY BIRDS* MOVIE TO VANCOUVER

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- YouTube: <http://www.youtube.com/imageworksvfx>



For Immediate Release
2014MIT0013-000171
Feb. 14, 2014

Ministry of International Trade
Ministry of Jobs, Tourism and Skills Training

Angry Birds movie nests in Vancouver

VANCOUVER — Rovio Entertainment has chosen Sony Pictures Imageworks in Vancouver as its primary animation house for the production of the *Angry Birds* movie, the upcoming animated film based on Rovio's globally beloved brand.

The film is being produced by John Cohen and Catherine Winder and executive produced by Mikael Hed and David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis; the screenplay is by Jon Vitti. *Angry Birds* is slated for a July 1, 2016 release and will be distributed worldwide by Sony Pictures.

"*Angry Birds* is a worldwide phenomenon, and its creators want its movie adaptation done right," said Premier Christy Clark. "And to do it right, Rovio and Sony Pictures Imageworks have shown their faith in Vancouver – and that will lead to more opportunities and more jobs."

Established in 2010 in the Yaletown area, Sony Pictures Imageworks has amassed a bevy of computer-generated (CG) animation and effects talent at its Vancouver studio. "The *Angry Birds* movie will allow Sony Pictures Imageworks to employ more artists in Vancouver on a single film than we've had on any of our previous CG features," said Randy Lake, executive vice-president and general manager of Sony Pictures Digital Production. "British Columbia is rich with animation and effects talent, and we look forward to further enhancing the production staff in our Vancouver facility."

"It was very important for Rovio to find the perfect partner – in style, talent and location – to bring the *Angry Birds* movie to life, and Sony Pictures Imageworks in Vancouver made that decision easy," said Mikael Hed, CEO of Rovio Entertainment.

"After searching the world to find the best animation facility, we felt that the talent at Sony Pictures Imageworks was unparalleled," Cohen and Winder added.

The British Columbia Ministry of International Trade has actively facilitated the establishment of Rovio Animation in Canada and the partnership with Sony Pictures Imageworks Canada. Through the assistance of ministry staff and support from the Ministry of Jobs, Tourism and Skills Training, this project has found a competitive advantage in an environment that supports business growth in innovative knowledge industries such as digital media.

Angry Birds is one of the world's biggest entertainment brands, starting in 2009 with the original mobile game that remains the number one paid app of all time. With over two billion downloads, Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand.

The upcoming movie marks Rovio's first foray into feature films, although fans have already been introduced to the Angry Birds universe with the weekly *Angry Birds Toons* animated series. Rovio launched the series in March 2013 through its Angry Birds applications, the ToonsTV, as well as on select video-on-demand channel providers, Smart TVs, connected devices, and on select TV networks around the world.

Paving the way for a full-length feature film, *Angry Birds Toons* has been a massive success for Rovio and has surpassed more than one billion views in its first seven months. In addition, Rovio successfully launched a sequel in the *Angry Birds Star Wars* saga last September accompanied by Hasbro's Telepod toys. The game immediately topped app store charts in over 150 countries.

Quick Facts:

About Rovio Entertainment:

Rovio Entertainment Ltd. is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated *Angry Birds* feature film is slated for July 1, 2016. For more about Rovio, visit: www.rovio.com

About Sony Pictures Imageworks:

Sony Pictures Imageworks is the Academy Award-winning visual effects and animation unit of Sony Pictures Digital Productions known for live-action visual effects, dynamic creature and character animation and all-CG animation. The company is currently in production on "The Amazing Spider-Man 2" and the Warner Bros. feature *Edge of Tomorrow*. Other recent credits include Disney's *Oz The Great and Powerful*, *The Amazing Spider-Man*, *Men in Black 3*, Sony Pictures Animation's animated features *Cloudy With a Chance of Meatballs 2*, *Hotel Transylvania*, the hybrid live-action/animated film *The Smurfs 2* and Disney's *Alice in Wonderland*.

Media Contacts:

Media Relations
Ministry of International Trade
778 977-0298

Rovio media contact:
media@rovio.com

Sony Pictures Imageworks
Olivier Mouroux
310 840-8230
omouroux@spanimation.com

Connect with the Province of B.C. at: www.gov.bc.ca/connect

1. Rovio (with Sony Pictures Imageworks)		Finland
3D Animated Film Partnership		\$ Investment - Unknown / Jobs 10-15
Project Team: Karen Lam (lead) Nina Cagic TIR Office London	Initiated May 29, 2013 Est. decision time < 3 months	Location Vancouver

Background (maximum 5 sentences)

Rovio Entertainment, creators of the Angry Birds game franchise, awarded Sony Pictures Entertainment with the exclusive worldwide distribution rights to the eagerly anticipated Angry Birds feature 3D animated film. The 3D film is being developed, produced, and financed by Rovio Entertainment and will be released worldwide by Sony Pictures on July 1, 2016.

The film will be animated by a team of 200 character animators at Sony Picture Imageworks, Inc. (a subsidiary of Sony Pictures Entertainment) in Vancouver under the direction of Rovio Entertainment. To facilitate its work with Sony Picture Imageworks, Rovio Entertainment incorporated a Canadian subsidiary, Rovio Canada, in September 2013 and established offices directly below Sony Picture Imageworks at 1130 Homer Street in downtown Vancouver. Rovio Canada is expected to have 12 employees by the end of 2014.

Milestones

May 7, 2013: Ministry staff arranged meetings for Rovio executives with industry, government, professional services, positioning BC as a choice location for animation and game development work.

August 30, 2013: Rovio confirmed that they have negotiated a significant contract with Sony Pictures Imageworks to produce the animated film as well as opening a small animation unit to oversee the production.

October 8, 2013: As of yet, the contract has not been finalized. Execution and announcement are expected in December. The work on the movie will be split between LA and Vancouver. Up to 12 people will be hired in Vancouver, with space in the Sony Imageworks building. Catherine Winder (Producer in Vancouver) has confirmed that the Angry Bird movie will require Sony to hire additional staff, and that estimated revenue for BC is around \$35-40 million dollars.

December 6, 2013: The Division issued a letter of support for Rovio resulting in Rovio’s Director getting a 3-year work permit at Vancouver International Airport under the special “significant economic benefits” category. This is a major milestone for the formation of the Rovio Canada team.

February 14, 2014 – Press release of the production of Rovio’s Angry Birds movie in partnership with Sony Pictures Imageworks.

Recent Activities (previous 6 months only)

Supporting Rovio’s work permit requirements and ongoing interaction with Catherine Winder.

Next Steps



NEWS RELEASE

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Ministry of International Trade
Ministry of Jobs, Tourism and Skills Training

Angry Birds movie nests in Vancouver

VANCOUVER — Rovio Entertainment has chosen Sony Pictures Imageworks in Vancouver as its primary animation house for the production of the Angry Birds movie, the upcoming animated film based on Rovio's globally beloved brand.

The film is being produced by John Cohen and Catherine Winder and executive-produced by Mikael Hed and David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis. The screenplay is by Jon Vitti. The Angry Birds movie is slated for a July 1, 2016, release and will be distributed worldwide by Sony Pictures.

"Angry Birds is a worldwide phenomenon, and its creators want its movie adaptation done right," said Premier Christy Clark. "And to do it right, Rovio and Sony Pictures Imageworks have shown their faith in Vancouver – and that will lead to more opportunities and more jobs."

Established in 2010 in the Yaletown area, Sony Pictures Imageworks has amassed a bevy of computer-generated (CG) animation and effects talent at its Vancouver studio. "The Angry Birds movie will allow Sony Pictures Imageworks to employ more artists in Vancouver on a single film than we've had on any of our previous CG features," said Randy Lake, executive vice-president and general manager of Sony Pictures Digital Production. "British Columbia is rich with animation and effects talent, and we look forward to further enhancing the production staff in our Vancouver facility."

"It was very important for Rovio to find the perfect partner – in style, talent and location – to bring the Angry Birds movie to life, and Sony Pictures Imageworks in Vancouver made that decision easy," said Mikael Hed, CEO of Rovio Entertainment.

"After searching the world to find the best animation facility, we felt that the talent at Sony Pictures Imageworks was unparalleled," Cohen and Winder added.

The British Columbia Ministry of International Trade has actively facilitated the establishment of Rovio Animation Canada and the partnership with Sony Pictures Imageworks Canada. Through the assistance of ministry staff and support from the Ministry of Jobs, Tourism and Skills Training, this project has found a competitive advantage in an environment that supports business growth in innovative knowledge industries such as digital media.

The Angry Birds is one of the world's biggest entertainment brands, starting in 2009 with the original mobile game that remains the number one paid app of all time. With over two billion downloads, Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand.

The upcoming movie marks Rovio's first foray into feature films, although fans have already been introduced to the Angry Birds universe with the weekly Angry Birds Toons animated series. Rovio launched the series in March 2013 through its Angry Birds applications, the ToonsTV, as well as on select video-on-demand channel providers, Smart TVs, connected devices, and on select TV networks around the world.

Paving the way for a full-length feature film, Angry Birds Toons has been a massive success for Rovio and has surpassed more than one billion views in its first seven months. In addition, Rovio successfully launched a sequel in the Angry Birds Star Wars saga last September accompanied by Hasbro's Telepod toys. The game immediately topped app store charts in over 150 countries.

Quick Facts:

About Rovio Entertainment:

Rovio Entertainment Ltd. is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016. For more about Rovio, visit: www.rovio.com

About Sony Pictures Imageworks:

Sony Pictures Imageworks is the Academy Award-winning visual effects and animation unit of Sony Pictures Digital Productions known for live-action visual effects, dynamic creature and character animation and all-CG animation. The company is currently in production on "The Amazing Spider-Man 2" and the Warner Bros. feature Edge of Tomorrow. Other recent credits include Disney's Oz The Great and Powerful, The Amazing Spider-Man, Men in Black 3, Sony Pictures Animation's animated features Cloudy With a Chance of Meatballs 2, Hotel Transylvania, the hybrid live-action/animated film The Smurfs 2 and Disney's Alice in Wonderland.

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Sony Pictures Imageworks
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NEWS RELEASE

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"*Angry Birds* is a worldwide phenomenon, and its creators want its movie adaptation done right," said Premier Christy Clark. "And to do it right, Rovio and Sony Pictures Imageworks have shown their faith in Vancouver – and that will lead to more opportunities and more jobs."

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Ministry of International Trade
Ministry of Jobs, Tourism
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Angry Birds movie catapults into Vancouver

VANCOUVER — Rovio Entertainment, the Finland-based company behind the worldwide hit Angry Birds, has chosen Sony Pictures Imageworks in Vancouver, British Columbia as its primary animation house for the production of an animated film based on the bestselling app.

“We are thrilled that Rovio has chosen Vancouver and British Columbia to bring the Angry Birds movie to screens around the world,” said Teresa Wat, British Columbia Minister of International Trade and Minister responsible for the Asia Pacific Strategy and Multiculturalism. “British Columbia’s business friendly environment combines international accessibility and a simple regulatory framework with a desirable quality of life and most importantly, an educated, skilled and creative workforce.”

The film is being produced by John Cohen and Catherine Winder and executive produced by David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis; the screenplay is by Jon Vitti. Angry Birds is slated for a July 1, 2016 release and will be distributed worldwide by Columbia Pictures. Rovio has established Rovio Animation Canada in Vancouver to oversee the project.

“Rovio is delighted to be partnering with the award-winning team at Sony Pictures Imageworks to create an animated film based on the blockbuster Angry Birds franchise,” said producer Catherine Winder. “British Columbia is the place to build this project because it has an ecosystem of talent across three key sectors — game development, visual effects, and animation,” added producer John Cohen.

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“The technology sector was identified as a key priority as part of the BC Jobs Plan and this is a great example of a successful partnership for this industry,” said Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister responsible for Labour. “Our highly skilled workforce and our competitive tax environment make our province an appealing location for high-tech businesses and exciting new projects.”

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Ministry/Premier

Rovio chooses Vancouver's Sony Pictures Imageworks Studio for Angry Birds film

Lede option 1: VANCOUVER — Picture it: Green pigs have stolen the flightless birds' eggs. And the birds -- the birds are angry about it. They launch themselves into the air and arc toward a city where the mountains meet the ocean, a city called Vancouver.

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"We are thrilled that Rovio has chosen Vancouver and British Columbia to bring the Angry Birds movie to screens around the world," said BC Gov. "British Columbia's business friendly environment combines international accessibility and a simple regulatory framework with a desirable quality of life and most importantly, an educated, skilled and creative workforce."

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Second paragraph or lede option 2: Rovio Entertainment has chosen Sony Pictures Imageworks in Vancouver, British Columbia as its primary animation house for the production of Angry Birds, the upcoming animated film based on Rovio's bestselling app.

"We are thrilled that Rovio has chosen Vancouver and British Columbia to bring the Angry Birds movie to screens around the world," said BC Gov. "British Columbia's business friendly environment combines international accessibility and a simple regulatory framework with a desirable quality of life and most importantly, an educated, skilled and creative workforce."

The film is being produced by John Cohen and Catherine Winder and executive produced by David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis; the screenplay is by Jon Vitti. Angry Birds is slated for a July 1, 2016 release and will be distributed worldwide by Columbia Pictures. Rovio has opened a Vancouver office to oversee the project.

"Rovio is delighted to be partnering with the award-winning team at Sony Pictures Imageworks to create an animated film based on the blockbuster Angry Birds franchise," said Rovio rep. "British Columbia is the place to build this project because it has an ecosystem of talent across three key sectors — game development, visual effects, and animation."

Established in 2010 in the Yaletown area, Sony Pictures Imageworks has amassed a bevy of computer-generated (CG) animation and effects talent at its Vancouver studio. "The Angry Birds movie will allow Sony Pictures Imageworks to employ more artists in Vancouver on a single film than we've had on any of our previous CG features," said Randy Lake, executive vice president and general manager of Sony Pictures Digital Production. "British Columbia is rich with animation and effects talent, and we look forward to further enhancing the production staff in our Vancouver facility."

Angry Birds is one of the world's biggest entertainment franchises, starting in 2009 with the original mobile game that remains the number one paid app of all time. With over two billion downloads, Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand.

The upcoming movie marks Rovio's first foray into feature films, although fans have already been introduced to the Angry Birds world with the weekly "Angry Birds Toons" animated series. Rovio launched the series in March through its Angry Birds apps, as well as on select video-on-demand channel providers, Smart TVs, connected devices, and on select TV networks around the world. Paving the way for a full-length feature film, Angry Birds Toons has been a massive success for Rovio and has surpassed more than a billion views in its first seven months. In addition, Rovio successfully launched a sequel in the Angry Birds Star Wars saga in September accompanied by Hasbro's Telepod toys. The game immediately topped app store charts in over 100 countries.

ABOUT ROVIO ENTERTAINMENT

Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand. www.rovio.com

ABOUT SONY PICTURES IMAGEWORKS

Sony Pictures Imageworks is the Academy Award®-winning visual effects and animation unit of Sony Pictures Digital Productions known for live-action visual effects, dynamic creature and character animation and all-CG animation. The company is currently in production on "The Amazing Spider-Man 2" and the Warner Bros. feature Edge of Tomorrow. Other recent credits include Disney's Oz The Great and Powerful, The Amazing Spider-Man, Men in Black 3, Sony Pictures Animation's animated features Cloudy With a Chance of Meatballs 2, Hotel Transylvania, the hybrid live-action/animated film The Smurfs 2 and Disney's Alice in Wonderland.

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Subject: BC, Rovio and Sony Pictures Imageworks news release
Date: Friday, February 14, 2014 9:21:55 AM
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[2014MIT0014-000177.pdf](#)
Importance: High

Hello all. I have attached the finals. Ready to take flight at 10:45am PST.

Thanks!

Scott

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NEWS RELEASE

For Immediate Release
2014MIT0014-000177
Feb. 14, 2014

Ministry of International Trade
Ministry of Jobs, Tourism and Skills Training

Angry Birds movie nests in Vancouver

VANCOUVER — Rovio Entertainment has chosen Sony Pictures Imageworks in Vancouver as its primary animation house for the production of the Angry Birds movie, the upcoming animated film based on Rovio's globally beloved brand.

The film is being produced by John Cohen and Catherine Winder and executive produced by Mikael Hed and David Maisel. The movie is being directed by Fergal Reilly and Clay Kaytis; the screenplay is by Jon Vitti. Angry Birds is slated for a July 1, 2016 release and will be distributed worldwide by Sony Pictures.

"Angry Birds is a worldwide phenomenon, and its creators want its movie adaptation done right," said Premier Christy Clark. "And to do it right, Rovio and Sony Pictures Imageworks have shown their faith in Vancouver – and that will lead to more opportunities and more jobs."

Established in 2010 in the Yaletown area, Sony Pictures Imageworks has amassed a bevy of computer-generated (CG) animation and effects talent at its Vancouver studio. "The Angry Birds movie will allow Sony Pictures Imageworks to employ more artists in Vancouver on a single film than we've had on any of our previous CG features," said Randy Lake, executive vice president and general manager, Digital Production Services. "British Columbia is rich with animation and effects talent, and we look forward to further enhancing the production staff in our Vancouver facility."

"It was very important for Rovio to find the perfect partner – in style, talent and location – to bring the Angry Birds movie to life, and Sony Pictures Imageworks in Vancouver made that decision easy," said Mikael Hed, CEO of Rovio Entertainment.

"After searching the world to find the best animation facility, we felt that the talent at Sony Pictures Imageworks was unparalleled," Cohen and Winder added.

The British Columbia Ministry of International Trade has actively facilitated the establishment of Rovio Animation in Canada and the partnership with Sony Pictures Imageworks Canada. Through the assistance of ministry staff and support from the Ministry of Jobs, Tourism and Skills Training, this project has found a competitive advantage in an environment that supports business growth in innovative knowledge industries such as digital media.

Angry Birds is one of the world's biggest entertainment brands, starting in 2009 with the original mobile game that remains the number one paid app of all time. With over two billion downloads, Angry Birds has expanded rapidly into entertainment, publishing, and licensing to become a beloved international brand.

The upcoming movie marks Rovio's first foray into feature films, although fans have already been introduced to the Angry Birds universe with the weekly Angry Birds Toons animated series. Rovio launched the series in March 2013 through its Angry Birds applications, the ToonsTV, as well as on select video-on-demand channel providers, Smart TVs, connected devices, and on select TV networks around the world.

Paving the way for a full-length feature film, Angry Birds Toons has been a massive success for Rovio and has surpassed more than one billion views in its first seven months. In addition, Rovio successfully launched a sequel in the Angry Birds Star Wars saga last September accompanied by Hasbro's Telepod toys. The game immediately topped app store charts in over 150 countries.

Quick Facts:

About Rovio Entertainment:

Rovio Entertainment Ltd. is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016. For more about Rovio, visit: www.rovio.com

About Sony Pictures Imageworks:

Sony Pictures Imageworks is the Academy Award-winning visual effects and animation unit of Sony Pictures Digital Productions known for live-action visual effects, dynamic creature and character animation and all-CG animation. The company is currently in production on The Amazing Spider-Man 2 and the Warner Bros. feature Edge of Tomorrow. Other recent credits include Disney's Oz The Great and Powerful, The Amazing Spider-Man, Men in Black 3, Sony Pictures Animation's animated features Cloudy With a Chance of Meatballs 2, Hotel Transylvania, the hybrid live-action/animated film The Smurfs 2 and Disney's Alice in Wonderland.

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