

Rivulet Media

Shareholder Ground Rules

April 15, 2020

What you can expect from us...

Transparency. The number one complaint investor's historically have with "Hollywood" is a lack of transparency. We believe this has been one of the primary causes for the breakdown of the old business model, as glitz and glamour has masked the destructive habit of studios living off investors money rather than profit. By design, we have chosen to be a public company from day one so that there is complete transparency from inception with audited financials by a certified public accounting firm for our individual investors as well as for future institutional investors and lenders.

Clear, truthful, timely communication. We internally respond to any partner requests within 24 hours, unless an emergency, with a plan of action for the request. Our desire is to always under promise and over deliver when it comes to how we communicate. Our aim is to confront reality head on now matter how hard it may be and communicate reality as quickly and accurately as possible. I've loved the image of the buffalo and facing life's storms. It's been said that Cows sense the storm coming and try to out run it...yet being slower than storm they maximize their pain and frustration by being in it longer. Where as the buffalo senses the storm and runs right at it, limiting its time and exposure to it. The storm confronts them both but one chooses to handle it better.

Respect. We understand the value of your time and money. We know that our shareholder work hard to make a buck and if not prioritized, the value of a dollar can easily get lost as the commas get added. Being clear and concise in communication is how we are respectful of your time while partnership alignment and risk mitigation relative to return is how we respect your dollar..treating it like it is our own.

What we expect from you...

Be patient. Rome was not built in a day. Anything of value takes time to build, making sure that the proper foundation is laid so as to best position the company for long-term success. Our first shareholder letter clearly communicates that we are not making decisions based upon a quarterly earning finish line but instead what is best for the long-term health of our company 50 years and beyond. This will result in some decisions that investors may not agree with as we may choose short term impact on earnings for long term investment in strategic growth.

Be well informed. Read each and every document we send out as a company as it is very important to understand the thought process behind our decisions as well as the real time market data defining the economic landscape that we're making decisions within.

Be Respectful. Just as we respect your time and resources. Please be respectful of ours. Treat each person within our company with same respect we show our shareholders. Any requests for signatures we would ask to have back to person who sent it within 24 hours. As a public company we report earnings quarterly like everyone else along with in-depth annual shareholder letter. This will be the communication rhythm we will commit to as a company for the time being.

Add Value. Everyone has a unique view of the world and the industry we are in. We believe there is no such thing as a bad idea. If you hear of a great company being sold that fits our strategic direction or hear of great story that you think would make a great movie or show...please connect us. As a shareholder you are a partner in our companies success...so lets all work together to add value.



J. Aaron Klusman
Chairman