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LUPA SYSTEMS-LED CONSORTIUM

ACQUIRES MAJORITY STAKE IN TRIBECA ENTERPRISES

Lupa Systems and Attention Capital will help scale the Tribeca brand globally.

August 5, 2019 - Lupa Systems, Attention Capital, and Tribeca Enterprises announce the acquisition of a controlling stake in Tribeca Enterprises. The partnership brings together Lupa's founder James Murdoch, Attention's CEO and co-founder Joe Marchese, and Tribeca Enterprises' Jane Rosenthal and Robert De Niro, to expand the Tribeca properties. Lupa Systems is acquiring the stake from The Madison Square Garden Company, Tribeca Film Festival co-founder Craig Hatkoff, and other investors. Lupa and Attention will partner with Tribeca's existing management team to support and grow the business.

"We are excited about working with Jane and Bob to help grow the unique Tribeca brand," said James Murdoch, Lupa Systems founder. "When Tribeca was founded after 9/11, they brought together a tremendous creative community to embark on mission-driven business with civic impact and support for storytellers at its core. It is a real privilege to partner with this talented team to enhance and grow that mission."

"Our new partnership with James and Joe will bring valuable expertise as Bob and I look to scale and strategically grow Tribeca. James Dolan and The Madison Square Garden Company have been wonderful partners and we look forward to continuing to work with them as their venues host our future festival events," said Jane Rosenthal, CEO and Co-Founder, Tribeca Enterprises, who will continue to lead management and strategic development.

"Iconic brands like Tribeca provide invaluable curation and human connection. This matters even more as consumers place a greater premium on their time and attention. This presents an immense opportunity to develop and scale valuable experiences globally," said Joe Marchese, CEO and co-founder of Attention Capital.

Tribeca Enterprises' businesses include the celebrated Tribeca Film Festival, which supports and promotes both emerging and established storytellers to reach the broadest possible audience. Since it was founded in 2001, the Festival has attracted an international audience of more than

5 million attendees. Tribeca continues to expand its reach, both during the Festival and year round, while maintaining its commitment to creating and telling stories with the Tribeca TV Festival and other cultural storytelling events. Tribeca Enterprises' also includes Tribeca Studios, a branded entertainment content business.

LionTree Advisors acted as the exclusive financial advisor to Tribeca in connection with the transaction. Paul Hastings represented Tribeca and certain of its owners. Gibson, Dunn & Crutcher represented Lupa. Attention relied upon Kimelberg PLLC.

About Lupa Systems

Lupa Systems, founded by James Murdoch in March 2019, is a private investment company with locations in New York and Mumbai. Contact Juleanna Glover: juleanna@ridgelywalsh.com.

About Attention Capital

Attention Capital buys, builds, and scales brands and technologies that are shaping the attention economy, the largest and fastest growing segment of the global economy. The company targets high potential media brands and technology platforms that properly measure and value attention and are positioned to exponentially benefit in a market correction of the attention economy. Attention Capital was founded by Joe Marchese, Nick Bell, and Ashlyn Gentry, a leadership team that has deep domain expertise as multiple time founders and top media company executives. Contact Callie Schweitzer: callie@attentioncapital.com.

About Tribeca Enterprises

Tribeca Enterprises is a multi-platform storytelling company, established in 2003 by Robert De Niro, Jane Rosenthal, and Craig Hatkoff (who also co-founded the Tribeca Film Festival in 2001.) Tribeca provides artists with unique platforms to expand the audience for their work and broadens consumer access to experience storytelling, independent film, and media. The company operates a network of entertainment businesses including the Tribeca Film Festival; the Tribeca TV Festival; and its branded entertainment production arm, Tribeca Studios. Contact Tammie Rosen: trosen@tribecaenterprises.com.

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