

**BEN AFFLECK, MATT DAMON AND REDBIRD CAPITAL PARTNERS LAUNCH ARTISTS EQUITY –
A NEW COMPANY INNOVATING THE RELATIONSHIP BETWEEN CREATOR AND STUDIO**

Artists Equity is an independently capitalized, artist-led studio that partners with filmmakers to empower their creative vision and broaden access to profit participation

LOS ANGELES and NEW YORK, November 20, 2022 – Ben Affleck, Matt Damon, and Gerry Cardinale’s RedBird Capital Partners (“RedBird Capital”) today launched Artists Equity, an artist-led studio that creates entrepreneurial partnerships with filmmakers to empower their creative vision. RedBird Capital has made a significant financial commitment in launching the company, providing strategic capital and operational expertise to accelerate its development and production pipeline.

Affleck and Damon – who combined have generated over \$10.7 billion in worldwide box office sales, 110+ feature films as star or co-star, six produced screenplays, eight TV series as executive producer or writer, and earned three Academy Awards® – will lead the company, bringing a wealth of experience, expertise and relationships from their iconic 30+ year filmmaking careers. Terms of the deal were not disclosed.

Artists Equity is an intellectual property monetization platform anchored by three core principles that prioritize and innovate the relationship between creator and studio:

- *Broaden Access to Profit Participation:* Provide performance-based incentives to creators and crew that allow all participants in the production value chain to share in profits
- *Fuel IP Monetization Through Creator Partnerships:* Focus on partnering with both established and emerging filmmakers who want to work in a talent-friendly environment with management that understands and supports their creative vision
- *Leverage a Data-Driven Approach to Distribution:* Utilize insights derived from proprietary databases to better inform decision-making around distribution strategy, optimizing both reach and valuation of content

Artists Equity’s first project will feature Affleck as the Director and star Damon and a star-studded cast including Affleck in the true life story behind the creation of the iconic Air Jordan brand, which is slated for release in 2023 in partnership with Amazon Studios, Skydance Sports and Mandalay Pictures. The Company anticipates releasing three projects in 2023, with plans to scale and release a minimum of five projects per year in the future.

“Artists Equity was conceived from Matt’s and my longtime passion for the art of storytelling and our shared desire to help creators deliver on their vision, as we have been fortunate to do throughout our careers,” said Ben Affleck, Chief Executive Officer of Artists Equity. “The entertainment industry is defined by great partnerships – writers, directors, producers, crew, actors – and throughout my career I have learned that collaboration is what drives success. Our goal with Artists Equity is to build a creator-focused studio that can optimize the production process with shared participation in the commercial success of projects. We are thrilled to partner with Gerry Cardinale and the RedBird team, who have a long track record of building notable scaled platform businesses around unique IP. Matt and I are looking forward to working together to empower the current and future creative minds in the entertainment industry.”

“Historically, the success of a film was based on its box office performance. Now, with the rise of streaming, the business behind filmmaking has intrinsically changed. However, Ben and I know that the power will continue to be in the hands of the creators, no matter which direction the industry evolves,” said Matt Damon, Chief Content Officer of Artists Equity. “Artists Equity enables these visionaries to take ownership of their creative power, providing a platform for both established and emerging filmmakers to streamline the development of their content. Ben and I are lucky to have worked with some of the best in the business, and our partnership with Gerry Cardinale and the team at RedBird continues us on that trajectory as we look to innovate and empower through the Artists Equity platform.”

“Ben and Matt are two of the most talented entrepreneurs in the entertainment industry, and now we can add founders to their long list of accomplishments,” added Gerry Cardinale, Founder and Managing Partner of RedBird Capital. “The investment thesis behind Artists Equity is consistent with RedBird’s track record in backing proven founders and entrepreneurs with scalable solutions-based capital to create innovative intellectual property monetization platforms. Over the last twenty years since Ben, Matt and I first met, we have participated in the evolution of content monetization in our respective careers, culminating most recently in the streaming phenomenon and its current evolution from volume to quality. Artists Equity is an independently capitalized studio that will enable content creators to navigate this evolving landscape and maximize value for their visionary storytelling. The premium today is shifting more towards quality which plays extremely well to Ben and Matt’s track record as filmmakers across writing, directing, producing and acting. Under their curation, Artists Equity will deliver projects that meet the growing demand for critically acclaimed content while also enabling broader profit participation throughout the production value chain.”

Artists Equity will be headquartered in Los Angeles and led by founding Chief Executive Officer Ben Affleck, Chief Creative Officer Matt Damon and Chief Operating Officer Michael Joe, the former COO of STX Films and former Executive Vice President at Universal Pictures.

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APPENDIX

About RedBird Capital Partners

RedBird Capital Partners is a private investment firm that builds high-growth companies and provides strategic capital solutions to founders and entrepreneurs. Founded in 2014 by Gerry Cardinale, RedBird

integrates sophisticated private equity investing with a hands-on business building mandate, with a focus on two core ecosystems – Media & Entertainment, Sports and Experiential Consumer, and Financial Services. Throughout his 30-year career, Cardinale has partnered with founders and entrepreneurs to build some of the most iconic platform companies in these industry focus areas. The firm currently manages over \$7.5 billion in assets on behalf of a global group of blue chip institutional and family office investors. For more information, please go to www.redbirdcap.com.

About Ben Affleck

Ben Affleck has been recognized for his work as a director, actor, writer, and producer. He is the recipient of two Academy Awards, two BAFTA Awards, and two Screen Actors Guild Awards.

Over his decades in the entertainment industry, Affleck's acting credits include John Madden's Oscar-winning "Shakespeare in Love," David Fincher's "Gone Girl;" the iconic role of 'Batman' in three feature films; Terrence Malick's "To the Wonder," "Extract," "Pearl Harbor," "Hollywoodland," "The Accountant," "Armageddon," "Triple Frontier" and "The Way Back."

Most recently, Affleck starred in George Clooney's "The Tender Bar," for which he received a Screen Actors Guild Award nomination for Best Supporting Actor and in the psychological thriller "Deep Water" based on the 1957 novel of the same name by Patricia Highsmith.

Upcoming, Affleck will star in "Hypnotic" for director Robert Rodriguez.

Affleck's directorial credits include "Live by Night," "The Town," "Gone Baby Gone" for which he earned several critics groups' awards, including the Best Directorial Debut Award from the National Board of Review. Most notably, Affleck directed, produced, and starred in the critically acclaimed film "Argo," which was awarded top honors, including the BAFTA Award for Best Picture. Among its seven Oscar nominations, the film took home the title of Best Picture, Best Screenplay and Best Editing. Affleck was also praised for his work on the film and received the Critics' Choice Awards for Best Director.

In addition to Affleck's directorial roster, he has co-written screenplays for several films including "The Last Duel" which he co-wrote with Matt Damon, "The Town," "Gone Baby Gone," and "Good Will Hunting" with Damon which garnered him his first Academy Award.

Affleck recently reunited with Damon to direct, co-write, produce and star in the "Story of Air Jordan" slated for release by Amazon in 2023 – film isn't yet titled. The film is centered on the Nike executive who pursued Michael Jordan to partner with the shoe brand in the mid-80s.

In 2000, Affleck partnered with Matt Damon, Chris Moore and Sean Bailey to form LivePlanet. Their first endeavor, "Project Greenlight," premiered in 2001 on HBO and drew critical, audience and industry attention for its behind-the-scenes look at the challenges faced by a first-time filmmaker. The second season of "Project Greenlight" aired on HBO in 2003, with a third season on Bravo in 2005. All three seasons were nominated for Emmy Awards. The fourth season of "Project Greenlight," aired on HBO in 2015.

Pearl Street Productions co-produced Promised Land, directed by Gus Van Sant and written and produced by Matt Damon and John Krasinski; Jason Bourne, the Academy Award nominated film Manchester by the Sea and Live By Night for Warner Bros. which Ben directed. The company also

produced “Incorporated” for the Syfy Channel which Alex and David Pastor wrote and directed. On the small screen, Ben served as an executive producer of the Showtime’s drama series “City on A Hill.”

Outside of his successful film career, Affleck is also a passionate advocate and philanthropist who supports many charitable organizations. In March 2010, he founded the Eastern Congo Initiative (ECI), the first U.S.-based advocacy and grant-making initiative wholly focused on the mission of helping the people of eastern Congo support local community-based approaches that create a sustainable and successful society in the long-troubled region.

About Matt Damon

Considered one of the most revered actors in Hollywood today, in terms of talent and box office draw, Matt Damon’s varied, and rich career has seen him in front of the camera as well as behind.

Though far from an overnight success, Matt catapulted into the public eye in 1997 with his first Academy Award nomination and win for co-writing Good Will Hunting with his lifelong friend Ben Affleck. The script also earned the pair a Golden Globe® nomination as well as several critics’ group nominations, and feted Matt with Academy Award®, Golden Globe® and Screen Actors Guild® (SAG) nominations for Best Actor.

More recognition followed as Matt earned his third Golden Globe® nomination for his performance in 1999’s The Talented Mr. Ripley, under the direction of Anthony Minghella, and in 2009 was nominated for Academy Award®, Screen Actors Guild® and Critics’ Choice Award nominations for Best Supporting Actor, for his portrayal of South African rugby hero Francois Pienaar in Clint Eastwood’s true-life drama Invictus. Additionally, in the same year, he garnered a Golden Globe® nomination for Best Actor for his starring role in Steven Soderbergh’s The Informant. The connection with Soderbergh proved to be a successful one as he and Matt collaborated again for seven films over his career, including the heist blockbuster films, Ocean’s Eleven, Ocean’s Twelve and Ocean’s Thirteen, and in 2013 for the HBO Telefilm, “Behind the Candelabra,” where Matt played opposite Michael Douglas, and earned Emmy Award®, Golden Globe®, Screen Actors Guild® and BAFTA Award® nominations for Best Performance by an Actor in a Television Movie or Miniseries. Additional award recognitions include an Emmy nomination for hosting “Saturday Night Live.”

Hailing from Boston, Matt attended Harvard University and gained his first acting experience with the American Repertory Theatre. He made his feature film debut in Mystic Pizza, followed by roles in School Ties, Walter Hill’s Geronimo: An American Legend, the cable project’s “Rising Son” and Tommy Lee Jones’ The Good Old Boys. However, it was Matt’s portrayal of a guilt-ridden Gulf War veteran, tormented by memories of a battlefield incident, in 1996’s Courage Under Fire, that first put him on the radar of both critics and audiences alike.

The following year, Matt played the title role in Steven Spielberg’s award-winning World War II drama, Saving Private Ryan, and starred in John Dahl’s drama Rounders, with Edward Norton, and reunited with Ben Affleck and director Kevin Smith to star in the controversial comedy Dogma.

Matt’s other film credits include Kevin Smith’s Chasing Amy; Francis Ford Coppola’s The Rainmaker, in which he played an idealistic young attorney; Robert Redford’s The Legend of Bagger Vance; Billy Bob Thornton’s All the Pretty Horses; Gerry for director Gus Van Sant; a cameo appearance in George Clooney’s Confessions of a Dangerous Mind; Terry Gilliam’s The Brothers Grimm, with Heath Ledger; the Farrelly brothers’ comedy Stuck on You, opposite Greg Kinnear; Stephen Gaghan’s geopolitical thriller



Syriana, with George Clooney; Martin Scorsese's Oscar®-winning Best Picture *The Departed*, with Leonardo DiCaprio, Jack Nicholson and Mark Wahlberg; Robert De Niro's dramatic thriller *The Good Shepherd*, with De Niro and Angelina Jolie; the action thriller *Green Zone*, directed by Paul Greengrass; the drama *Hereafter*, which reunited him with director Clint Eastwood; the Coen brothers' remake of the classic Western *True Grit*; George Nolfi's thriller *The Adjustment Bureau*, opposite Emily Blunt; the thriller *Contagion* for director Steven Soderbergh, Kenneth Lonergan's *Margaret*; *Happy Feet 2* an animated feature to which he lent his voice; *We Bought a Zoo*, directed by Cameron Crowe; the sci-fi thriller *Elysium*, for director Neil Blomkamp; *Monuments Men* for George Clooney and *Interstellar* for Christopher Nolan.

In 2015, Matt starred in the outer space actioner *The Martian*, for director Ridley Scott, in which he played 'Mark Watney,' an astronaut stranded on Mars who struggles to survive until he can be rescued. The film, which was a boxoffice hit, earned stellar reviews and seven Academy Award® nominations with Matt garnering a nomination for Best Performance by an Actor in a Leading Role.

In 2016, Matt starred in Yimou Zhang's *The Great Wall*; he served as a producer on the Kenneth Lonergan directed drama *Manchester by the Sea* which received three Critics' Choice Awards® one Golden Globe Award® two BAFTA Awards® and two Academy Awards; and he starred as 'Jason Bourne' in the film of the same title. He reprised the character he originated in 2002 in the blockbuster action films, *The Bourne Identity*, *The Bourne Supremacy*, and *The Bourne Ultimatum*, reteaming with director Paul Greengrass who helmed the latter two. For his role in the film, Matt received a Critics' Choice Award® nomination for Best Actor in an Action Movie.

In 2017, Matt starred in *Suburbicon* for director George Clooney and in *Downsizing* for director Alexander Payne.

In 2019, Matt starred in critically acclaimed box office hit *Ford v Ferrari* for director James Mangold alongside Christian Bale. Based on the true story, visionary car designer Carroll Shelby and fearless driver Ken Miles take on the race cars of Enzo Ferrari in Le Mans in 1966.

Most recently, Matt was seen in *The Last Duel* with director Ridley Scott alongside Ben Affleck, Adam Driver, and Jodie Comer. Matt executive produced and wrote the screenplay for the film, alongside Ben Affleck and Nicole Holofcener. He also starred in *Stillwater* for director Tom McCarthy and appeared in *Thor: Love and Thunder* for Marvel Studios.

Upcoming, Matt will appear in Christopher Nolan's *Oppenheimer* from Universal Pictures which is set to release next summer and in the "Story of Air Jordan" directed by Ben Affleck slated for release by Amazon in 2023 – film isn't yet titled. Matt reunited with Ben to produce, co-write the film centered on the Nike executive who pursued Michael Jordan to partner with the shoe brand in the mid-80s.

In 2000, Matt teamed with Ben Affleck and Chris Moore to form the production company LivePlanet, to produce film, television, and new media projects. LivePlanet produced the documentary *Running the Sahara*, directed by Oscar® winner James Moll, as well as three seasons of the Emmy-nominated series *Project Greenlight*, chronicling the making of independent films by first-time writers and directors, spawning three features: *Stolen Summer*, *The Battle of Shaker Heights* and *Feast*.

The series, which first aired on HBO and later Bravo, was resurrected and the fourth season aired on HBO in September 2015 under Matt and Ben's banner, Pearl Street Productions.

Pearl Street Productions co-produced *Promised Land*, which reunited Matt with director Gus Van Sant and was written and produced by Matt and John Krasinski; *Jason Bourne*, *Manchester by the Sea* and *Live By Night* for Warner Bros. which Ben directed. The company also produced “*Incorporated*” for the Syfy Channel which Alex and David Pastor wrote and directed. On the small screen, Matt served as an executive producer of the Showtime’s drama series “*City on A Hill*.”

Additionally, Matt both executive produced and appeared in the History Channel project “*The People Speak*,” based on a book co-written by famed historian Howard Zinn and featuring dramatic readings and performances from some of the most famous names in the entertainment industry.

In addition, Matt co-founded H2O Africa in 2006, now known as Water.org, a foundation that brings clean water to and sanitation to countries around the world that suffer without that simple need. This year Matt and his partner Gary White released their first book, *The Worth of Water*, the incredible true story of two unlikely allies on a mission to end the global water crisis for good.