



We have some amazing news as well from the land of Tunisia and Saudi! It was an honor for us to be chosen for the second season of the MBC Series in Tunisia and as we speak, our warriors are currently there in Tunisia prepping the gear for the season! Consecutively in Saudi Arabia, we are awarded yet again other MBC projects as well for which the filming has already begun!



MISSION IMPOSSIBLE:
DEAD RECKONING



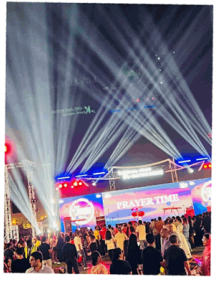
BLOODY DADDY



KANDAHAR

Now, get ready for some exhilarating updates from our recently released movie projects that we were fortunate enough to be part of. We couldn't be more thrilled to share the latest posters and trailers with you.

K-Week 2023



11:11 EVENTS

Our events team, **Eleven Event Management**, had a very eventful quarter. We are thrilled to share some exciting news about our recent involvement in K-Week, one of the most anticipated cultural events in Dubai and Abu Dhabi. Eleven Event Management had the incredible opportunity to provide a range of cutting-edge event solutions, including LED screens, audio-video systems, staging, trussing, and lighting, that contributed to the success of this spectacular event. We would like to extend our gratitude to our lovely client for believing in us and our entire team for their outstanding efforts in making K-Week a resounding success.



We are thrilled to share the amazing success of Xtravaganza 2023, the annual day celebration of **Ocean Kids** held at Children's City this season! It was an honor for **Eleven Events** to contribute to this grand occasion and witness the incredible growth and creativity displayed by the young performers. We provided top-notch lighting, staging, audio video, and LED screens to enhance the performances of Ocean Kids' talented students. From mesmerizing dance routines to soul-stirring musical performances, the event was filled with extraordinary showcases of talent and creativity.

INSIDER NEWS

The scoop of inside news



It is with immense pleasure to share this celebratory achievement with you all. Action Filmz has been recognized as a Great Place to Work, a testament to our commitment to fostering a positive and thriving work environment for all our employees.

The Great Place to Work certification is a prestigious accolade that recognizes organizations for their exceptional workplace culture, employee satisfaction, and commitment to employee well-being. This recognition is a testament to our ongoing efforts to prioritize our team members' happiness and professional growth.

At Action Filmz, we firmly believe that our success as a company is directly linked to the happiness and satisfaction of our people. We have strived to create an inclusive and supportive workplace where everyone feels valued, respected, and motivated to excel in their roles. This recognition would not have been possible without the hard work and dedication of every individual in our organization. It is a result of the collective efforts, collaboration, and positive energy that each team member brings to the table every day.



We are thrilled to recognize and celebrate the exceptional talents and contributions of our team members who have been named the Employee of the Month at Action Filmz. Each month, we have the privilege of acknowledging individuals who consistently go above and beyond, embody our company values, and make a significant impact on our success. Today, we extend our heartfelt congratulations to the Employee of the Month recipients from January 2023 to June 2023.

We would like to extend our heartfelt congratulations to Ronak, Lijo, Akbar, Bharat, Shekar and Shahid for their well-deserved recognition as Employees of the Month consecutively. Their dedication, passion, and commitment to excellence continue to inspire and motivate all of us at Action Filmz.

We would also like to express our gratitude to all our team members who consistently go above and beyond to contribute to our company's success. Your hard work, dedication, and enthusiasm do not go unnoticed, and we appreciate your ongoing efforts.

INDUSTRY NEWS

HIGHLIGHTS FROM CABSAT '23



This year's CABSAT just like every other year was extremely eventful and this year we were even given a momentous opportunity as our owner and founder, Mr. Crispin Dominic was one of the speakers for the Content Congress Conference covering the topic **Spotlight Panel: The Survival Game: Why Production Houses will Need to think Tech to Survive & Get Big**. It was indeed a platform for networking, knowledge sharing, and showcasing the latest advancements in technology and content creation.



SNIPPETS FROM CINEGEAR 2023

The CineGear Show brings together professionals from all facets of the industry, including filmmakers,

cinematographers, directors, producers, and technology experts. As a participant, we had the opportunity to engage with industry leaders, attend informative seminars, and explore an extensive range of products and services that are shaping the future of filmmaking.

It was indeed an amazing time when we visited one of the most anticipated events in the film and video production and we look forward to returning to CineGear in the years to come with a wealth of knowledge and fresh ideas that will propel Action Filmz to new horizons.



The IIFA Awards is renowned for celebrating the best of Indian cinema and bringing together the brightest talents from the industry. Under the patronage of the Abu Dhabi Tourism and Abu Dhabi Film Commission, IIFA 2023 was a heightening success and we were thrilled to be invited to be a part of the show. It is a platform where creativity, innovation, and excellence collide, making it an unmissable experience for film enthusiasts like us.



This is a true case of Mission Possible!

Looking back to when we were awarded this project to provide the lighting equipment for the movie, we were filled with pride and words cannot express the ray of hope we sensed during those unprecedented times of covid.

From gathering equipments, to loading up trucks day and night and seeing them on sets to finally seeing the man himself, Ethan Hunt aka Tom Cruise, Director, Christopher McQuarrie, and the entire cast of Mission Impossible: Dead Reckoning Part One's VIP Premiere, we had a larger-than-life experience catering to this project and this has truly made each and every one of us glitter with happiness and triumph!

This was our start to a whole new road and we cannot thank each and every one who believed and trusted in us! We can't wait for more exhilarating adventures together! Here's to many more! 🥂

MEET THE NEW WAVE

A one-on-one with Today's Industry Pioneers

Q Can you tell us a bit about your journey as a film director and how you got started in the industry?

A My journey into film and advertising is unconventional. I was in insurance before I got a break at Boomtown Productions, where I grew under the wise tutelage of owner and director Shane Martin. I'm forever thankful for my time there and have been freelancing for almost two years now. So many of us have done our time there and I'm forever thankful. I've been freelancing now for almost two years.

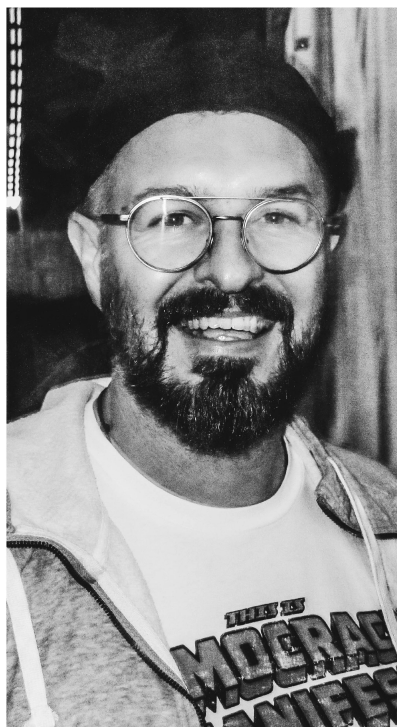
Q Tell us a little about your venture LIKE MINDS and what inspired you to start this initiative.

A Like Minds is a monthly social meetup for advertising creatives and filmmakers in Dubai. Often we create these great bonds on a project then they fizzle out as soon as we move on to the next. Or we're familiar with names but never get a chance to put that name to a face.

So it began as a way for me to meet more agency people and quickly evolved into a community networking event. We've grown from a small gathering to consistently filling out a bar with over 80 people and 500 Instagram members. As we grew, we added features like a 'Top 5 local ads' night and an 'Elevator Pitch' night. Generally speaking, my motivation is to support the industry here I love. I didn't intend for LIKE MINDS to grow so big but I'm proud of this community.

Q What are some of the most valuable insights or ideas you've gained from the Like Minds community?

A Some insights I've gained from Like Minds are about a want for a community. To feel connected to an established industry and recognized by each other. There are a lot of opportunities & talent here and LIKE MINDS has created loads of business but also allowed connections we



THE BRAIN BEHIND LIKE MINDS

Rory McLoughlin

I also like how we share information. I talk about common briefs with other directors and share insight into our unique approach, learn of new equipment, technical skills or locations on offer, or even what the best catering menus are like. Trust me, catering is a hot topic.

Q How do you ensure a diverse and inclusive environment at LIKE MINDS to encourage collaboration among creatives from different backgrounds?

A I believe in the free market, so

our roles.

Q What are some of the valuable lessons you've learned throughout your career that you wish you knew when you first started?

A Where to start! Have integrity & be kind. This is a small industry and people talk. If you're pushing people through long hours, don't pay on time, or treat people in a rude manner, you don't get favors. And this is a favor-driven industry. Not always direct, sometimes you just expect people to give their best, so you need to give them your best too.

Specifically & technically speaking, surround yourself with passionate filmmakers you vibe with. It's imperative we enjoy what we do, we're in a creative field. So work with people you know and want to work with, not just for their technical ability or showreel. And be open to collaboration. On set there are a million thoughts going through your head. Sometimes a simple solution through a crew member's suggestion can solve your challenge.

But one of my most valuable lessons is to try the vegan options for lunch on set. You'll feel much better for the rest of the day!

Q What do you believe is the biggest strength or advantage of fostering a collaborative community like LIKE MINDS?

A Right now, I believe because LIKE MINDS is growing so rapidly, we're getting governmental-level interest. There are positive talks of industry regulation, representation & support for all talent residing here. I'm a believer in the free market which thrives on competition but a little recognition and dialogue with these decision-makers has shown some insight into our industry's future here. At this stage, it's early days and I can't say much, but positive change is coming.

Q How do you see the future of

wouldn't normally make. Especially with people in similar roles whom we often compete with but can now share our own knowledge and insight with while connecting personally.

Personally, I've greatly increased my network of people. We live in a place that imports talent & exports work, but what about the talent already based here? I didn't know we had such great resources in-country, so believe in your locals & they'll support you.

 Like Minds is an open opportunity to network and connect. Our industry is generally welcoming, so anyone feeling out of place can find common ground by introducing themselves. There have been conversations had at Like Mind about topics like diversification & creating opportunities. I've had conversations with other directors who like me, believe it's our responsibility to influence change as we have a responsibility and tone of authority in

 **LIKE MINDS and its impact on the growth and development of the film industry?**

 I can envision representation, a charter for best practices as in 'what does it mean to be a LIKE MINDS member', client pitch events, inspiring panels with cross-industry leaders, a film club, merchandise & featurettes on members through our Instagram page to celebrate the local talent.

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