

Reasons to Film at PFI Studios

Modern Infrastructure - PFI Studios is one of Europe's newest state-of-the-art film complexes. The studio lot includes 9 sound stages (8 operational and the final one to be completed in 2011), each with its own attached multi-storey annex, multiple production offices and facilities, workshops and an extensive back lot. PFI Studios is located in Belgrade, just 10 minutes from Belgrade International Airport and 25 minutes from the city center.

Competitive Pricing - High-quality services at competitive rates - Serbia's price index is the lowest in the region, even in comparison to Bulgaria and Romania whose currencies are "pegged" to the Euro. Significant appreciation of the US dollar and Euro vis-à-vis the Serbian dinar means that pricing is even better than ever, translating to large cost savings for international productions in Serbia!

Serbia Film Cash Grant – The Government of Serbia is set to pass a new Film Cash Grant Decree in late 2010 which will offer foreign producers and production companies a cash grant equivalent to 15% of total expenditures incurred in Serbia and/or billed by Serbian companies. The process is simple and the 15% will be paid directly from the treasury of the Republic of Serbia into the account of either the local production services company or the production company in Serbia. The Serbia Cash Grant is different from similar tax incentives programs offered by other countries. The cash grant can begin to be accessed as soon as the prep period begins whereas typically tax rebates cannot be obtained until after the production has wrapped.

PFI Studios Incentives – In addition to the 15% cash grant offered by the Serbian Government, PFI is prepared to offer the equivalent of 10% of the Serbia spend on production services, bringing the total package of incentives to 25%.

One-Stop Shop - Complete package of production and production support services. PFI can accommodate a wide range of projects and will tailor our services to the needs of your production. PFI camera, sound, lighting, grip, art, set construction, wardrobe and other departments provide full production support at the studio complex as well as on location. PFI has established business relationships as well as developed the necessary infrastructure to provide complete production support.

Infrastructure – PFI Studios is owned by Pink Media Group, the largest media conglomerate in Southeast Europe. PMG's core activities include: entertainment production, radio and television broadcasting, satellite broadcasting, music recording, and optical disc replication. The PMG companies are dispersed throughout the Southeast Europe that gives PFI Studios access to local resources in regional countries at very competitive prices. For more information, please see www.pinkmediagroup.net.

Skilled Crews - Our services are provided by professional, multilingual crews that have years of production experience on international and local productions in Serbia, and many have also worked on international productions abroad. Our crews work 6-day weeks, 12-hours a day.

Locations - Serbia's long history has left behind many diverse architectural styles, and its natural locations are equally colorful with topography that includes plains, mountains, forests, rivers, and lakes. If you need to match Prague, Paris or Vienna, or look for ornate villas, fairytale castles, medieval fortresses, romantic landscapes

and picturesque villages - Serbia has it all. In addition, Montenegro, Croatia, Bosnia & Herzegovina and Macedonia are only a few hours drive away and offer additional spectacular locations that can double for the Italian and French Riviera, the Middle East and more.

Easy Accessibility - 2hrs or less flying time from major European cities, serviced by major airlines. Air charter services are available through Airpink (a member of Pink Media Group), which supplies private air transport for business executives.

After Hours - Christened by *The London Times* as “Europe’s new party capital,” Belgrade flaunts its reputation through its sophisticated nightlife defined by the wide range of restaurants, cafes, music venues and the arts. Evenings start in the Dorcol District’s trendy *Silicone Valley* – a strip of funky cafes, populating a tree-lined residential street, or the “splavs” – the many boats anchored behind on the Danube Quay (Dunavski Kej) that offer unique high-design concepts and pulsating music. After midnight, people migrate to the many clubs defining Belgrade’s scene.