



# A COMPANY

CONSULTING & LICENSING

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**A Company expands into VoD business: Participation in Filmklik.hu signed. Senator Entertainment to create a German VoD platform with Filmklik**

A Company Consulting & Licensing AG buys shares of Hungarian VoD platform Filmklik.hu, financed by an increase in share capital. Founders and partners of Filmklik.hu are Budapest Film and Peter Bognar.

A Company and Filmklik.hu will soon found the joint venture Filmklik.eu, to build a VoD network in other European countries.

"I am very happy to work with A Company and their partners in all Central and Eastern European countries." says Bognar, managing shareholder of Filmklik.hu, "Together we will expand from a single VoD platform in Hungary to an independent VoD network."

Csilla Borka is Managing Director of Filmklik.eu. She has an extensive background in Home Entertainment and telecommunications.

Filmklik.eu has already signed agreements with UAB Acme for the Baltics and Kino Świat Sp. z o.o. Now Senator Entertainment AG has decided to join and handle the German platform together with Filmklik.eu.

"Video-on-Demand will enrich Home Entertainment," says Alexander van Dülmen, CEO of A Company. "With this pan-European platform, we are ready to use the opportunities of digital film distribution. We are now in a very good starting position."

Since Senator's acquisition of A Company shares in February 2008, this is the first joint project combining the assets of both companies. For Senator, the establishment of Filmklik.de means the consistent continuation of the company's strategy.

"Getting into VoD now is the next logical step in our involvement in Home Entertainment. The market contains a strong potential, which we and our partners are tapping into." says Helge Sasse, Senator's CEO.