

Martin Hoffmann**CEO of MME MOVIEMENT AG**

Martin Hoffmann completed his law degree in 1991, having studied at the Universities of Saarbrücken, Lausanne and Hamburg, subsequently passing the bar. Until 1993 he was a faculty member at the Max Planck Institute for International Civil Law and a practicing lawyer in Hamburg. In 1994, Mr. Hoffmann became head of the Sat.I office management and subsequently head of Business Affairs (programming). In 1997, he became Managing Director of Sat.I Boulevard TV GmbH. Until the end of 2003, before assuming his current position as CEO of MME MOVIEMENT, he was Managing Director of Sat.I SatellitenFernsehen GmbH.



Martin Hoffmann is an Advisory Board Member of the Entertainment Master Class.

MME MOVIEMENT AG

MME MOVIEMENT is a leading independent content producer for television entertainment in the German market.

It supplies all major TV broadcasters in Germany with its productions in the programme categories Fiction, Non-Fiction, Documentation and Show/Music programming. With subsidiaries AllMedia Pictures, filmpool, Lunet Entertainment, MME Entertainment, time2talk and white balance, MME MOVIEMENT has six strong producer brands in its portfolio. MME MOVIEMENT is pursuing a growth-oriented corporate strategy. The goal is to further expand the core business of TV production, to exploit the opportunities arising from digitalisation in the German media market and to strengthen the tendency towards internationalisation by intensifying licensing activities.

MME MOVIEMENT develops and produces entertainment programmes for German TV channels in the four areas Fiction, Non-Fiction, Documentary and Show/Music. Through its Entertainment division, MME MOVIEMENT serves the programming segment for which German TV broadcasters have by far the greatest demand.

MME MOVIEMENT's position in the market is characterised by the combination of a stable core business and innovative new productions. With eight daily programmes, two weekly programmes and several series and TV films every year, MME MOVIEMENT, with annual sales of approx. € 88 m in 2005, is the biggest independent TV producer in Germany.

As a studio organisation, MME MOVIEMENT provides the ideal platform for its production subsidiaries:

AllMedia Pictures GmbH, München; filmpool Film- und Fernsehproduktion GmbH, Köln; Lunet Entertainment GmbH, Munich; MME Me, Myself & Eye Entertainment GmbH, Berlin; time2talk entertainment GmbH, Potsdam; white balance GmbH, Hamburg

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