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# company profile

## about salt

Salt helps get films made. From financing and packaging to marketing and selling, Salt is the essential ingredient.

### marketing

Every film should be branded and correctly positioned in the international marketplace. This can only be achieved by engaging with audiences and distributors as early as possible. From global co-ordination of marketing assets to the management of digital and social media platforms, Salt look to add value at each stage of the campaign.

### packaging

Salt are a creative and experienced team of people who can help package your film. We can ensure that the key elements of the project - script, cast, director and budget - are aligned to maximise its commercial prospects.

### financing

Salt can work with you at an early stage to pull together finance from diverse sources. Whether this includes tax breaks in Puerto Rico, US equity funds, funding from public bodies or a sales advance from us, we can help you put your film's financing together in the most cost effective and efficient manner.

### selling

With over 25 years' sales experience on films ranging from *American Pie* and *U-571* to *Apocalypto* our team has the know-how to get the deals done. Salt uses proprietary software to help with reporting, monitoring of rights and collecting monies.

Salt is part of the international media group, International Film Collective (IFC), which has interests in film and music. Other companies in the IFC group include Pimienta (production services and financing in Puerto Rico) and Buena Onda (Latin American production) on the film side and on the music side, Full Time Hobby, Eat Sleep Records and Surrender All (record label services, artist management, music publishing, live touring and merchandising).

## the films

Salt produces, finances, markets, packages and sells films by new and established filmmakers: from *Dirty Girl* with Juno Temple, Milla Jovovich and William H. Macy (released By The Weinstein Co) to Fernando Meirelles' *City of Men* (released by Miramax). Other projects include Sundance hit *Donkey Punch* (released by Magnolia); Slingshot Studios' comedy hit *The Infidel* written by David Baddiel and starring Omid Djalili; *Killing Bono*, starring Ben Barnes, Robert Sheehan and Pete Postlethwaite (released by Paramount in the UK); horror comedy *Grabbers* directed by Jon Wright (Sony releases 2012 in the UK following its premiere in Sundance) and shooting in Spring 2012 is *Twist*, a 3D Parkour action movie and re-imagining of Dickens' classic *Oliver Twist*. With combined experience on 70+ feature films over the last ten years, the Salt principals have raised in excess of \$150 million in production financing (excluding pre-sales).

## the team

### **samantha horley** | managing director

Managing Director of Salt, Samantha Horley has more than 15 years' experience in international sales, working with prestigious companies including PolyGram, Summit and Myriad. She has handled sales for a diverse and impressive array of films including box office hits *Fargo*, *American Pie*, *The Blair Witch Project*, *Memento* and *Lock Stock and Two Smoking Barrels*.

Samantha has been Managing Director of Salt (formerly Lumina) since September 2004; acting as Executive Producer on *White Lightnin'*, *Killing Bono*, *Dirty Girl* and *Grabbers*. She is a founder and board member of Film Export UK, the trade association for British sales companies and, in October 2010, founded *The Vipers Nest*, a creative collective of commercially orientated first-time filmmakers from the UK and Ireland.

### **robert bevan** | director

With a background in marketing and finance, Salt founding Director Robert Bevan began to focus on film financing in 1999, and since then has served as Executive Producer on more than 30 feature films. He was a founding director of Buena Onda and Lumina Films in 2003.

In 2004, together with James Lavelle of *UNKLE* and Mo'Wax fame and IFC, Robert helped to set up the record label Surrender All. He is also a director of the independent record labels Full Time Hobby and Hassle Records.

### **cyril mégret** | director

A graduate of the London School of Economics, Salt founding Director Cyril Mégret has been a Senior Advisor to the International Film Collective (IFC) media group since 2002.

An alumnus of Michael Kuhn's UK Film Council training programme, Inside Pictures, Cyril began his film industry career with private investment fund Bonaparte Films on features including the international hit *Waking Ned Devine*, novelist William Boyd's directorial debut *The Trench* and Nick Love's *Goodbye Charlie Bright* on which Cyril served as executive producer. Cyril is also a director of the independent music labels Surrender All and Full Time Hobby with artists including *UNKLE*, *School of Seven Bells*, *Tunng*, *The Hold Steady* and *Malcolm Middleton*.

### **james norrie** | head of international

Prior to joining Salt, James Norrie worked at Mel Gibson's Icon Entertainment before moving to Capitol Films to head up their international sales division.

James has overseen the sales of a diverse range of films including blockbusters *The Passion of the Christ*, *What Women Want* and *Apocalypto* and other critical and commercial success such as *Before the Devil Knows You're Dead*, *An Ideal Husband* and *The Edge of Love*.

### **piers tempest** | head of production

Salt's Head of Production Piers Tempest gained hands-on production experience with Working Title Films before embarking on freelance work with directors including Philip Kaufman on Fox Searchlight's *Quills* starring Geoffrey Rush and Kate Winslet.

His producer credits include the AFI Award-nominee for Best Picture, *The Oyster Farmer*, *Like Minds* starring Toni Collette, *Killing Bono* starring Ben Barnes, Robert Sheehan and Pete Postlethwaite, *The Caller* with Rachelle Lefevre and Stephen Moyer and Jon Wright's horror-comedy *Grabbers*. He served as co-producer on James Toback's *When Will I Be Loved* starring Neve Campbell and Jamie Morgan's *The Workshop*.

Piers is a member of the IFC producer network advising on worldwide co-production and financing.

**susan wrubel** | us consultant

Susan Wrubel heads up Salt's NY office with a remit to bring in English-language projects for acquisition, financing or packaging. A film executive with over 14 years' experience in film acquisitions, sales, marketing, and distribution, Susan spent 11 years in the New York arthouse world before moving to Los Angeles in 2004 as the VP of Acquisitions and Co-Productions for Paramount Pictures' specialty division, Paramount Classics. Susan acquired box office hit *Mad Hot Ballroom* out of the 2005 Slamdance Film Festival and handled the sublicensing of Paramount Classics' foreign rights to independent distributors abroad.

Susan is a graduate of the University of Pennsylvania in Philadelphia, PA.

**afolabi kuti** | acquisitions manager

A graduate of the National Film & TV School Compass Point programme funded by Skillset for director/writers, Afolabi Kutu is Salt's acquisitions manager. After switching careers from property development to film, Afolabi went into the film festival world with stints at Sundance and the BFI London Film Festival. He then dipped his toes into film production working for producers Elizabeth Karlsen and Stephen Woolley.

**nina kolokouri** | operations and new media

After graduating with an MBA from Athens University, Nina Kolokouri joined Oniria Film, a Luxembourg-based animation production company, eventually becoming a Managing Director, having launched their sales division as the Head of the Commercial Unit from 2002 to 2006. During Nina's tenure, Oniria produced three TV series including *Shadows of the Elves* and two features, *Tristan and Isolde* and *Renart the Fox* which was shortlisted for the Academy Award in 2005 and won audience awards at both Anima and FIFEM.

**humphrey gravell** | collections and contract management

Humphrey Gravell is responsible for Salt's worldwide collections and contract management which includes royalty monitoring, responsibility for global accounts and reporting and audits of global distribution networks and royalty revenue collections. Prior to joining Salt Humphrey was Head of Collections at Icon Entertainment and Capitol Films where he was responsible for the administration of over 5,000 licensing agreements in 150 territories worldwide.

**For further information contact:**

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