

Market Positioning

Triumvirate 2 is positioned as a **high-concept geopolitical supernatural thriller** aimed at adult audiences **25-60** who respond to political conspiracy, demonic horror, institutional collapse, and character-led action. Set across contemporary Washington, New York, Ethiopia, Colombia and Europe, the screenplay combines the occult menace of **The Omen** with the institutional-conspiracy engine of **Captain America: The Winter Soldier**, while retaining the moral temptation and demonic power dynamics associated with **The Devil's Advocate**. The project is designed for a **\$20-30 million USD budget range**, achievable through controlled international locations and doubles, a concentrated ensemble, practical action, and selective VFX concentrated around the Black Seal, the locust sequence, demonic transformations, and the White House climax. Its mix of political urgency, supernatural spectacle and franchise mythology gives it strong theatrical-trailer value while remaining highly compatible with premium streaming. *Triumvirate 2* offers distributors a recognisable genre hook, a complete film-specific conflict, and clear trilogy expansion potential without requiring the audience to understand every element of the wider mythology.

Comparable Titles - Sales Reference Table (TRIUMVIRATE 2)

Title	Year	Est. Budget	Performance / Market Response	Sales-Relevant Comparison
The Omen	2006	~\$25M	~\$120M WW	Demonic threat operating inside an elite family / institution; mainstream supernatural horror appeal
The Devil's Advocate	1997	~\$57M	~\$153M WW	Demonic influence, ambition and power; adult supernatural thriller with prestige cast potential
Captain America: The Winter Soldier	2014	~\$170M	~\$714M WW	Institutional takeover, conspiracy and fugitives fighting a corrupted system; scale benchmark, not budget comp
Olympus Has Fallen	2013	~\$70M	~\$170M WW	Washington under threat; contained government action; strong international thriller play
The Manchurian Candidate	2004	~\$80M	~\$96M WW	Washington under threat; contained government action; strong international thriller play

Positioning Against Comps

Category	Comparable Films	Triumvirate 2
Genre	Supernatural horror / political conspiracy	Geopolitical supernatural action thriller
Setting	Elite institutions / Washington / global stakes	Contemporary US, Europe, Ethiopia and Colombia
Protagonists	Isolated investigators / resistance figures	Prophet-like supernatural protector + ex-FBI operative
Tone	Ominous, paranoid, escalating	Dark, urgent, apocalyptic, with controlled humour
Budget Profile	\$25M-\$170M	\$20-30M controlled mid-budget range
Audience	Adult genre + mainstream thriller	Adult genre, premium streamer + theatrical crossover

Sales Agent Takeaway

Triumvirate 2 occupies a commercially recognisable space between supernatural horror, political conspiracy and action thriller. Its strongest market advantage is clarity of hook: **a demonic U.S. President dismantles democracy while a supernatural adversary and an ex-FBI agent race to stop him**. The story can be sold on premise and imagery - the inauguration, the American Renewal Act, the Black Seal, the locust swarm, the CEB Tower rescue and the Serpent transformation - while the emotional core remains character-led. A mid-budget approach keeps the project below studio-tentpole exposure while preserving premium-scale imagery. The sequel structure adds franchise upside, but the Ethen Prest / Black Seal storyline resolves fully within this film, helping buyers position it as a satisfying feature rather than an incomplete bridge chapter.

Territory-by-Territory Sales Expectations

Territory	Sales Outlook	Rationale
North America (USA / Canada)	Very Strong	Core market for political thrillers, supernatural horror and Washington-set conspiracy. Strong theatrical/streamer crossover.
United Kingdom & Ireland	Strong	English-language genre property with a UK writer; political conspiracy and supernatural material travel well across theatrical and premium streaming.
France	Moderate-Strong	Strong tradition of supporting elevated genre, political thrillers and auteur-led supernatural material; festival positioning can add value.
Germany / Austria / Switzerland	Strong	Reliable market for high-concept thrillers, action and supernatural genre; strong dubbing and VOD/streamer value.
Spain	Moderate-Strong	Established appetite for supernatural and horror-led genre; theatrical upside improves with strong campaign imagery.
Italy	Moderate	Political and supernatural elements are accessible, with streamer-led positioning likely stronger than broad theatrical.
Benelux (Belgium / Netherlands / Luxembourg)	Moderate	Genre-friendly market with solid VOD and streamer value; selective theatrical potential.
Nordics (Sweden, Denmark, Norway, Finland)	Moderate-Strong	High engagement with dark thrillers, political paranoia and prestige genre; premium streaming particularly attractive.
Eastern Europe (Poland, Czech Republic, Hungary)	Moderate	Authoritarian and conspiracy themes travel, with action/supernatural elements supporting VOD and streamer value.
Australia & New Zealand	Strong	Consistent demand for US-set action thrillers and English-language supernatural genre; strong broadcaster/streamer crossover.
Japan	Moderate	Distinctive demonic mythology and visual iconography offer niche theatrical and strong ancillary potential.
South Korea	Strong	High appetite for political conspiracy, supernatural genre and morally charged thrillers; strong streamer-first opportunity.
Southeast Asia (Singapore, Malaysia, Thailand)	Moderate	Supernatural genre travels well, though political/religious content may require territory-specific positioning.
Latin America (Mexico, Brazil, Argentina)	Strong	Supernatural horror and political melodrama have strong audience recognition; theatrical and streaming potential.
Middle East (UAE / Gulf States)	Selective / Moderate	Action scale is marketable, but political and demonic content may face territory-specific censorship or positioning limits.
Africa (South Africa)	Moderate	English-language thriller and supernatural genre support streamer and broadcaster value; theatrical upside selective.

Overall Sales Profile (Agent Summary)

- Primary revenue drivers: North America, UK/Ireland, Germany, Australia/New Zealand, South Korea, France and Latin America.
- Optimal release pathway: Genre / fantasy festival launch or market premiere -> targeted theatrical in key territories -> premium streaming / broadcaster exploitation.
- Commercial strength: Immediate one-line hook, recognisable Washington iconography, supernatural spectacle, female co-lead agency, and trilogy upside provide strong trailer and key-art potential.
- Downside protection: The story can be produced below tentpole scale by concentrating VFX around a limited number of high-impact sequences and doubling international locations where appropriate.
- Franchise value: The film completes the Ethen Prest and Black Seal storyline while widening the mythology around Hamidi, Meti and Cerberus for a third feature.

Market-Ready Positioning Sentence

Triumvirate 2 is a high-concept supernatural political thriller combining the demonic menace of **The Omen** with the institutional-conspiracy momentum of **Captain America: The Winter Soldier**, designed for adult theatrical and premium-streaming audiences seeking dark, globally scaled genre entertainment with a clear franchise engine.

TRIUMVIRATE 2 - One-Slide Finance Waterfall (FEATURE FILM)

Total Production Budget

£20.0 million

Supernatural political thriller / action

Contemporary locations • Controlled international doubles • Practical action • Selective VFX • Ensemble-led

Theatrical genre launch + premium streamer crossover

SOURCES OF FINANCE (ILLUSTRATIVE)

Source	Amount (USD)	% of Budget
Domestic Distributor / Platform MG (US/UK)	\$4.08M	15%
International Presales (EU / ANZ / Asia / LATAM)	\$6.80M	25%
UK Audio-Visual Expenditure Credit – estimated net contribution*	\$5.44M	20%
Equity Investment	\$8.16M	30%
Gap / Soft Money / Co-production Support	\$2.72M	10%
TOTAL FINANCE	\$27.20M	100%

**Illustrative only. UK AVEC eligibility, qualifying expenditure and net benefit depend on production structure, certification and tax treatment.*

RECOUPMENT WATERFALL (STANDARD FEATURE MODEL)

1. Sales Agent Fees & Expenses

typically 10-15% of gross receipts

2. Senior Lenders / Gap Finance

100% recoupment + agreed premium

3. Equity Investors

100% recoupment + negotiated uplift (typically 20-30%)

4. Producer Corridor

10-20% of net profits

5. Backend Participation Pool

Writer / director / key cast

RISK MITIGATION & COMMERCIAL UPSIDE

- Recognisable hybrid genre: political conspiracy + supernatural horror + action thriller.
- High-impact premise and iconography support trailer, poster and international key-art campaigns.
- Contemporary setting avoids the cost burden of full period reconstruction.
- VFX expenditure is concentrated in identifiable showcase sequences rather than continuous spectacle.
- International settings can be achieved through selective second-unit work and location doubling, reducing travel exposure.
- The Ethen Prest conflict is complete within the feature, reducing the risk of an unsatisfying "middle chapter" ending.
- Existing first-film mythology gives sequel / trilogy value while the central premise remains intelligible to new viewers.
- Strong roles for Ethen, Cathleen, Hamidi, George, Winston and Meti create casting value across multiple age groups.
- UK-based production may access AVEC subject to certification and qualifying expenditure; qualifying VFX can receive an enhanced expenditure-credit rate under current rules.

SALES AGENT POSITIONING LINE

Triumvirate 2 is structured as a mid-budget international supernatural thriller with a studio-scale hook: a demon has reached the White House and democracy itself becomes the battleground. By combining controlled production expenditure with premium genre imagery, political urgency and trilogy upside, the project offers buyers a distinctive theatrical/streaming proposition without requiring tentpole-level financial exposure.

Marketing Hook

ONE HUNDRED DAYS TO SAVE THE WORLD. A clean campaign line that connects the presidential "first 100 days" convention to the film's countdown structure, while communicating urgency without explaining the mythology.

Comparable budgets and worldwide grosses are approximate reported industry figures and are included only as sales-positioning references, not financial projections.