

CURRICULUM VITAE

Name	Marco
Family name	Cordeddu
Nationality	Italian
Address	Via Senofonte 41, 00124 Roma
Mobile	+39 3473205155 +44 7834355317
Personal e-mail	marco.cordeddu@gmail.com
Professional e-mail	cordeddu@circuitocinema.com
Current Position	Chief Executive Officer
Experience	20+ years in the company management in Italy, France, UK .
Companies	De Agostini Group
Expertise	General management Marketing & Sales Communication & PR Business turnaround Company Start up
Languages	English fluent French fluent Spanish basic
Education	Degree in Law (1980, Rome University)
Hobbies	Sports (Tennis - Ski) Old cameras collector

RECENT CAREER HISTORY (Mr Marco Cordeddu)

11/2012 – to date	Chief Executive Officer CIRCUITO CINEMA Rome, Italy Circuito Cinema is one of the Italy's leading independent exhibitor of multiplex cinemas in the market. The Company was established in 1997 by a group of independent features film distributors. Since then, Circuito Cinema has grown to over 30 cinemas (cumulating owned and shared) with more than 200 screens.
-------------------	---

Requested job is a company turn around in terms of process, innovation and job organization.

Main goals achieved in the first 18 months:

- Digitized 24 of 28 owned screens
- 25% of labor cost reduction (on yearly basis)
- 18% of rental cost reduction
- New organization on progress
- 2013 Positive balance result

07/2010 – 06/2012 **GENERAL MANAGER**

MIKADO FILM Rome, Italy (De Agostini Group)

Mikado Film (De Agostini Group) is a Film Distribution Company, well known in Italy as distributor of author's Film. Its library includes rights for more than 400 Features Film distributed and/or produced along last 20 year.

Last Film distributed: Agora' (Alejandro Amenabar Director), I'm love (Luca Guadagnino Director), Animal Kingdom (David Michod Director), Bhutto (Daune Baughman Director).

The Job was mainly focused to business turnaround and company restructuring.

Main goals achieved:

1. FULL RESPECT OF RESTRUCTURING TIME/BUDGET GIVEN
2. STAFF DOWNSIZING (From 25 to 3 fte avoiding any legal trial)
3. LIBRARY SALES. Sky deal (1,1 €M) – Rai deal (2,1 €M)
4. RIGHTS RE-SALES . 0.6 €M
5. DEBTS OPTIMISATION. Global saving 0.9 €M

Position report to the Group Managing Director.

01/2009 – 07/2010 **MANAGING DIRECTOR (Distribution)**

ZODIAK ENTERTAINMENT UK Ltd, London, UK (De Agostini Group)

Zodiak Entertainment (De Agostini Group) is a TV content provider company that operates in more than 30 territories worldwide through more than 34

production companies. The Zodiak's TV product catalogue is a full range one with all the different genres like Format, Fiction, Animation, Drama and Documentary. Some well known TV programs produced and/or sold by Zodiak are: Saint Tropez, Fort Boyard, Peking Express, Gormiti, Amazing Spies, Oblivious, Landscape Man, Millenium Trilogy Films.

Responsible for P/L.

Job include full responsibility for all Marketing Strategy and International sales both for scripted than format products. Team motivation, negotiation ability, target achievement, marketing & commercial strong capability, rights acquisition, IP management, legal and financial competence are the main requested skills.

Sales target achieved 2009 : £ 27.2 mio (+11% vs -3% global market) with £ 2.4 (+42%) of EBITDA.

Sales target achieved y/on/y on June 2010 : £ 33 mio (+28%)

Position report to Group Managing Director.

08/2008 – 12/2008 **PROJECT MANAGER**

DE AGOSTINI COMMUNICATIONS Spa, Novara, Italy

Requested by Group CEO to define the strategy and to lead the Integration Project of the three TV content productions companies Magnolia (Italy), Marathon (France) and Zodiak TV (Sweden), owned by the Group

Distribution and Creativity were proposed to the Board and then selected as structures have to be integrated.

Project manager of the two integration projects.

References

On request

