AID Partners Capital values Prime Focus World at USD 250 million

Hong Kong based PE firm to pick up minority stake

Mumbai, March 20, 2013 – AID Partners Capital Limited, a private equity firm focused on buyout opportunities and expansion capital primarily in media and entertainment sector has valued Prime Focus World NV (PFW), a 100% subsidiary of Prime Focus Limited ("Prime Focus", BSE code: 532748) at US$ 250 million. The Hong Kong based private equity firm has invested US$ 10 million in optionally convertible preference shares of PFW, which are convertible into 4% equity.

The investment further validates strong investor interest in Prime Focus and the huge potential that exists in unlocking value in its subsidiaries. Earlier in November 2012, Standard Chartered PE invested US$ 70 million in Prime Focus Limited - US$35 million equity for a 19.71% stake and US$35 million through NCDs. In December 2012, Prime Focus successfully redeemed FCCBs worth US$ 79 million.

"Breaking into Hollywood, building direct relationships with the studios, delivering superior quality work consistently using global digital pipeline & a CAGR of over 68% – all in less than 5 years is no mean achievement. Prime Focus's unique model of striking the right balance between technology, creative & financial imperatives, continues to make it a valuable investment. Today it is heartening to see a discerning investor like AID Partners find such value in this company", said Namit Malhotra, Chairman &CEO, Prime Focus World N.V.

"From the initial investment that we made in PFW of US$ 43 million in 2008, currently the business is valued more than 5 times. This is indeed great news for our shareholders as we fuel our next wave of growth", added Namit.

Prime Focus World is the world's largest provider of value-added creative and technical services for 2D to 3D content conversion, visual effects ("VFX") and animation services. Prime Focus World has worked on popular 3D motion films including The Chronicles of Narnia: Voyage of the Dawn Treader (by Fox), Star Wars: Episode One - The Phantom Menace (by Lucasfilm), Shrek (by DreamWorks Animation), Transformers 3 (by Paramount), Harry Potter and the Deathly Hallows Part 2 (by Warner Brothers), Wrath of the Titans (by Warner Brothers), The Smurfs (by Columbia) and Men in Black 3 (by Sony).

AID Partners is the only independent investor to have acquired this minority stake in Prime Focus World N.V. Coupled with its recent acquisition of a 100% stake in HMV Asia and its investment in Legendary Pictures, this partnership further underscores AID Partners' in-depth knowledge of and commitment to the growth of the entertainment industry in Asia.

In a related development, Prime Focus has announced a joint venture with AID Capital Partners Group and local partner Zhejiang Jingqi Wenhua Chuanbo Company Limited (浙江旌旗文化传播有限公司) to offer visual effects and 3D conversion services to the movie industry in the Greater China area.

According to the Chinese State Administration of Radio, Film and Television, China's 2012 box office receipts increased 30%; in majority part due to imported films; ranking China as the world's second-largest box office next to the US (surpassing Japan). PCR is

also the largest 3D market outside of the United States, encouraging the government to relax import restrictions that now allow an additional 14 foreign films to be distributed in China provided they are in 3D or large format.

"3D and VFX are now key elements of big budget films. With the increasing budgets of tentpole movies, there is a tremendous demand for world-class 3D and VFX services. We look forward to working with the leadership of Prime Focus to offer top notch creative services to the film and entertainment industry globally and in the Greater China region in particular" said Kelvin Wu, Principal Partner of AID Partners.

In addition to the highly successful 3D conversion business, Prime Focus also provides world-class VFX services to major studios. Recent works include Transformers 3 (by Paramount), Avatar (by Fox), The Twilight Saga: Eclipse and The Twilight Saga: New Moon (by Summit Entertainment), Sucker Punch (by Legendary and Warner Brothers), TRON: Legacy (by Disney), Final Destination 5 (by Warner Brothers), Immortals (by Relativity Media), Men in Black 3 (by Sony) and Dredd (by Lionsgate).

-ENDS-

About Prime Focus Limited

Prime Focus Limited, a global leader in media and entertainment industry services employs over 4,500 professionals in 19 facilities across 3 continents and 4 time zones. We provide end-to-end creative and technical services including visual effects, stereo 3D conversion, video/audio post-production, Digital Intermediate, equipment rental, digital content management and distribution, versioning and adaptation to the Film, Broadcast,

Advertising and Media industries. Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud enabled enterprise digitization platform) and View-D™ (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring work flow efficiencies, cost optimization and creative enablement. Listed on the BSE and NSE of India, Prime Focus has operations in Los Angeles, New York, Vancouver, London and Mumbai.

For more details, www.primefocusltd.com

WorldSourcing, CLEAR and View-D are registered trademarks of Prime Focus Limited.

Investor contacts:

Nishant Fadia/Alok Gupta
Prime Focus Limited
Phone: +91 22 4209 5000
Email: nishant.fadia@primefocusworld.com
alok.gupta@primefocusworld.com

Shiv Muttoo/Karl Kolah
Citigate Dewe Rogerson
Phone : +91 22 6645 1207/1220
Email: shiv@cdr-india.com
karl@cdr-india.com

About AID Partners

AID Partners, founded in 2007 by Kelvin Wu and Joel Chang, is a private equity fund present in Hong Kong, Shenzhen, Paris, Cologne, Los Angeles and Tokyo. AID Partners invests in buyout opportunities and expansion capital primarily in media and entertainment, retail, and consumer sectors. It is an expert in bridging international business with the Chinese market.

The high profile and award winning investments of AID Partners include Orange Sky Golden Harvest Entertainment (one of the largest movie theatre operators in Asia), Asian Citrus (the largest private fruit plantation and juice concentrate supplier in China), and Legendary Entertainment (one of the leading Hollywood film producing and financing companies which co-produced the Batman trilogy, Superman, Inception and The Hangover sequels with Warner Brothers) as well as the newly closed HMV Asia.

In addition to financing, AID Partners adopts a hands-on approach and works closely with the companies in which it invests. The current investor base of AID Partners includes institutional and high net worth professional investors in the United States, the United Kingdom, Hong Kong and the PRC.

For more information, please visit www.aidpartners.com.

Note: *Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*