Press Note

PRIME FOCUS TECHNOLOGIES

Prime Focus Technologies receives ISO 27001 certification

- *The first M&E industry focused cloud technology solutions provider to achieve this certification.*
- *Certification covers PFT's hybrid cloud technology, content processes and data centers serving its CLEAR Media ERP platform and Cloud-enabled Media Services.*
- *Reaffirms PFT's capability to manage availability, confidentiality and integrity of content – a whopping 350,000 hours that it manages on behalf of its global clients.*

Mumbai, 28 May, 2014: Prime Focus Technologies (PFT), the technology subsidiary of Prime Focus Limited (BSE code: 532748), today announced that it has been awarded the ISO/IEC 27001:2005certificationfor Information Security Management Systems (ISMS).ISO 27001 is one of the most widely recognized, internationally accepted independent security standard and PFT has earned it for the hybrid cloud technology, content processes and data centers serving its CLEAR Media ERP platform and Cloud-enabled Media Services. PFT becomes the first media and entertainment industry focused cloud technology solutions provider to achieve this certification.

An ISO 27001 certification guaranteeing information security and business assurance is all the more relevant in the media and entertainment industry because of heightened concerns over content integrity. The concerns are manifold when it involves Cloud-enabled storage and media services. However in the last few years content businesses have realized that companies like PFT can invest in security with a focus that is difficult for many businesses to achieve on their own. This investment has helped build a hybrid cloud infrastructure and suite of media services with robust data protection that the global media and entertainment industry can leverage.

This certification provides independently validated business assurance that PFT'steam can effectively operate and manage information security risks. The audit exercise involvedin-depth interviews and strict review of areas like physical security, access control, risk management, business continuity, and security best practices. The exhaustive audit concluded that PFT's ISMS protocols meet the stringent controls required to achieve compliance with ISO standards. PFT's certificate is issued by the British Standards Institution (BSI), the national standards body of the UK, and one of the premier accreditation firms in the world.

"One of our highest priorities is ensuring the security and integrity of our customers' content. Securing ISO 27001 certification is a significant and important accomplishment for us," said, **Ramki Sankaranarayanan, Founder and CEO, Prime Focus Technologies**. "PFT's clients use our CLEAR Media ERP platform and Cloud-enabled Media Services to manage their content business which involves

time and revenue critical operations. Data security is non-negotiable for us and for the entire media and entertainment industry reeling under piracy. We are delighted to offer our clients absolute peace of mind that comes from the assurance of having an ISO 27001 certification".

For stakeholders, PFT'sISO 27001 accreditation is reassurance of its capabilities in managing availability, confidentiality and integrity of content – a whopping 350,000 hours that it manages on behalf of its global clients spanning broadcast, studios, brands, sports and digital businesses. PFT is committed to ongoing development and maintenance of a robust ISMS that an independent, third-party auditor will regularly audit and certify.

-ENDS-

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology-enabled Media ERP platform and cloud media services help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like Bloomberg, Disney, Warner Bros., 21st Century Fox-owned STAR TV, ZEE TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, Relativity Media, Legendary Pictures, Starz Media, Lionsgate, EROS International, SONY Music, Viacom 18, SONY MSM, Fox Television Studios, Showtime, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A&E TV Network and Schawk!

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In April 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies®

Prime Focus is listed on the NSE and BSE in India. For more information visit: www.primefocustechnologies.com

For any investor relations query please contact:

Alok Gupta **Prime Focus Limited** Phone: +91 8879360082 Email: alok.gupta@primefocusworld.com	**Pooja Dokania/ Seema Shukla** **Four-S Services Pvt Ltd** Phone: : +91 9920063991/+91 124 4241441 Email: Pooja.dokania@four-s.com seema@four-s.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.