Press Release

BSE: 532748
NSE: PFOCUS

Prime Focus Technologies Secures SoC2 Certification

Meets stringent criteria to provide enhanced security controls for client data protection and availability

Mumbai, August 11, 2015: Prime Focus Technologies (PFT), the technology arm of Prime Focus, the world's largest media services powerhouse, announced yesterday that it secured a Service Organization Control (SOC) 2 certification and expanded upon its ISO/IEC 27001:2013 certification for Information Security Management Systems (ISMS). These certifications assure clients that PFT meets some of the highest standards for security, availability, confidentiality and processing integrity controls in the Media and Entertainment (M&E) industry.

PFT is the first M&E industry-focused cloud-based provider to receive a SOC 2 certification. The SOC 2 certification process is based on standards set forth by the American Institute of Certified Public Accountants (AICPA), which recently updated the Trust Service Principles and Criteria (TSP) used in granting a SOC 2 certification to better align with current security concerns worldwide. To secure a SOC 2 certification, PFT underwent a meticulous audit to measure and report on the design and operating effectiveness of its controls.

In addition, PFT expanded up its ISO 27001 certification, one of the most widely recognized, internationally accepted, independent security standards. This certification applies to all PFT locations and solutions including its hybrid cloud technology, content processes and data centers serving its CLEAR Media ERP Suite and Cloud-enabled Media Services. As one of the first media and entertainment industry-focused cloud technology solutions providers to achieve this certification back in 2014, PFT has focused on continually improving its security credentials, resulting in an expanded certification globally in 2015.

Deloitte Haskins & Sells LLP independently conducted PFT's SOC 2 examination for the period of May 1, 2014 through January 31, 2015. The ISO 27001 Certification 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.

"With more than 1.2 million hours of content under management on cloud, the security and integrity of our systems is incredibly important," said Ramki Sankaranarayanan, Founder and CEO of Prime Focus Technologies. "Compliance with the SOC 2 standards requires strict internal policies related to our software development, storing and accessing data and security across systems. Our clients know and rely on our security and compliance measures to ensure their content is secure at all times."

PFT's SOC 2 and ISO 27001 accreditations are reassurance of its capabilities in managing the business of content for global clients spanning broadcast, studios, brands, sports and digital

businesses. In addition to these certifications, PFT is also MPAA audited. PFT's clientele includes The Walt Disney Co., 21st Century Fox-owned STAR TV, Warner Bros. Television Studios, CBS Television Studios, Legendary Pictures, Starz Media, Lionsgate, A&E TV Network, BFI, Crown Media Family Networks, FX Networks, HOOQ and more.

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest media services powerhouse employs over 5,500 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative and technology services including visual effects, stereo 3D conversion, animation, post-production, Digital Intermediate (DI), equipment rental, hybrid cloud-enabled Media ERP technology and cloud media services to Studios, Broadcast, Advertising and Media industries.

Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP platform), Primetime Emmy® award-winning DAX Digital Dailies® 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 creative enablement, work flow efficiencies and cost optimization.

In 2014 Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Singapore, Toronto and Vancouver.

For more details: www.primefocus.com

For any investor relations query please contact:

Alok Gupta **Prime Focus Limited** Phone: +91 8879360082 Email: alok.gupta@primefocus.com	**Nisha Kakran/ Seema Shukla** **Four-S Services Pvt Ltd** Phone: : +91 7718811182/+91 124 4251443 Email: nisha.kakran@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.