

## STUDIOCANAL, Søren Sveistrup, Adam Price and Meta Louise Foldager to create SAM, a new production company

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STUDIOCANAL, CANAL+ Group, and the writers and creators, Søren Sveistrup and Adam Price, and producer & CEO Meta Louise Foldager are pleased to announce the creation of a new production company **SAM Productions ApS**. - named after the three key forces: **S**øren, **A**dam and **M**eta.

SAM has the ambition to be working with the strongest Scandinavian creative talents in the TV-series and film business, primarily producing TV-series for the international market.

Canal+ Group, as part of its strategy to broadcast exclusive original programming will work with SAM to develop premium content for its channels.

STUDIOCANAL, joins the company as partner and will serve as the company's distributor. Meta Louise Foldager's capacity in the company is that of partner, CEO and executive producer. Søren Sveistrup and Adam Price are likewise partners and executive producers, while both of them will also join as creators of and writers on their own TV-series.

STUDIOCANAL, CANAL+ Group subsidiary is Europe's leading company for co-production, acquisition, distribution and sales of international feature films and TV series operating in France, the UK, Germany and Australia/New Zealand. With SAM, STUDIOCANAL now strongly reinforces its links with the world of Scandinavian creation.

*"SAM is meeting STUDIOCANAL's ambitions to develop TV series and strengthen our relationships with Scandinavian talents. We've already been working with Tomas Alfredson, Susanne Bier, and Tobias Lindholm on feature films. It is a great pleasure to work now with Adam, Søren and Meta and hopefully many other talents. SAM can become a great creative platform with very complementary shareholders, and we have great ambitions for this nice venture",* said Olivier Courson, STUDIOCANAL Chairman and CEO.

Danish writer Søren Sveistrup has as creator and writer of 'The Killing' enjoyed great international success. Søren Sveistrup will be partner in SAM, and while creating and writing his own TV-series he will also be executive producing other projects.

About SAM Søren Sveistrup says:

*"I am excited to get started. With SAM, we have got a unique creative and ambitious platform I expect a lot from. I hope that we will attract a lot of talent and passion - and that we will create the best possible framework for creators in the North. Scandinavia has its own tradition of storytelling. SAM will take up this tradition but also challenge the conventions and create something that constantly challenges the audience and ourselves".*

## Press release

The Danish writer Adam Price has likewise enjoyed great international success as creator and writer of 'Borgen'. Adam Price will also be the creator and writer of his own TV-series and furthermore, he will function as executive producer on other projects. Adam Price is also a cooking programme host, the author of several cookbooks and owner of two restaurants in Copenhagen.

Adam Price comments:

*"The modern TV-series is going through a golden period and it is great to find that also Nordic TV-series - not least Danish TV-series – enjoy great success in many countries outside Scandinavia. 'The Killing' and 'Borgen' have both been a part of this development – and to us, it seems to be a natural next step to create this new screenwriter-based company, founded on the ambition of creating new stories to a large audience both in Denmark and abroad. The Nordic stories in many different genres, have been noticed around the world. We need to retain and invest in this position; with SAM we want to collaborate with some of the strongest talent in the Nordic countries. We want to create the best conditions and a unique creative environment, so that we keep getting better at telling relevant and powerful stories."*

The Danish producer Meta Louise Foldager has previously worked as producer for Lars von Trier ('Melancholia') and Nikolaj Arcel ('A Royal Affair'). She has produced more than 30 titles of shortfilm, features and TV-series. In 2010 she founded her own production company, Meta Film, where she still today as well as in the future will function as CEO, producer and executive producer.

Meta Louise Foldager explains:

*"In Scandinavia, we have a huge pool of extremely strong writing and directing talents, who have told striking stories in movies and TV-series, successfully distributed worldwide. In order to facilitate and nurse this very fortunate talent situation, we need to finance, collaborate and distribute internationally. SAM has the ambition, structure and a group of owners that in my view, make a solid platform for doing so"*.

SAM Productions ApS is located at Lille Strandstræde 20c, 3rd floor, 1254 Copenhagen K.

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