

THE EXPORT ASSISTANCE PROGRAM (EXAP)

Challenges	<ul style="list-style-type: none"> • Content development adapted for international markets; • Marketing of audiovisual content.
Objectives	<ul style="list-style-type: none"> • Promoting audiovisual content outside of Quebec; • Increasing the volume of exports; • Accelerating the implementation of projects for export (leverage effect).
General principles	<ul style="list-style-type: none"> • Support various business models that encourage the export of Canadian content made for television; • Target Quebec's audiovisual market.
Examples of eligible business models and expenses	<ul style="list-style-type: none"> • Creating a development fund for projects intended for export; • Developing a portfolio of pilot programs and/or formats intended for export; • Supporting a marketing platform for audiovisual content; • Developing more advanced tools that facilitate marketing (such as dubbing, subtitling, rebranding or models).
Inadmissible expenses	<ul style="list-style-type: none"> • Expenses currently covered by government programs; • Costs of maintaining a presence in a given market.
Criteria for eligibility	<ul style="list-style-type: none"> • Business models should include, eventually, broadcasting on Canadian television and encourage Canadian content production; • Applicant profile must be: producer, distributor or broadcaster; • The company's headquarters and decision-making centre must be in Quebec; • The company must be more than five (5) years old and/or the applicant must have over fifteen (15) years of experience in the audiovisual sector. In all cases, the applicant must have previous experience in content marketing and exportation; • Respect the Quebecor Fund's requirements for financial contributions.

Updated : January 2021

QUEBECOR FUNDS

THE EXPORT ASSISTANCE PROGRAM (EXAP) (CONTINUED)

<p>Financial contribution</p>	<ul style="list-style-type: none"> • Reimbursable investment applicable to the business model financing package; • The minimum contribution for each business model is \$50,000. to a maximum of \$300,000, representing no more than 40% of the overall financing package. • Additional contribution of up to \$80,000 for qualifying companies to promote female shareholding.
<p>Recovery of the investment</p>	<ul style="list-style-type: none"> • Recovery over a period of thirty-six (36) to sixty (60) months. • Recovery and return on investment to be negotiated on a case-by-case basis.
<p>Favourable criteria in an application</p>	<ul style="list-style-type: none"> • Applicants with a business partner in development and/or marketing; • Application with confirmation of obtaining a broadcasting licence and/or the financial participation of a broadcaster in the project's development, at the time of application; • Content intended for multi-platform distribution; • Projects allowing for the consolidation of expertise in the development or marketing of audiovisual content for export; • The creation of intellectual property rights; • Projects demonstrating the economic benefits for Quebec; • Applicants who show entrepreneurial spirit and are willing to take risks.
<p>Filing an application</p>	<ul style="list-style-type: none"> • Applications can be filed at any time and must be submitted electronically; • The Quebecor Fund will only accept one application per applicant per fiscal year; • The Quebecor Fund may invest in the same applicant for a second time depending on past recovery of financial contributions.
<p>Documentation</p>	<p>Documentation demonstrating eligibility criteria, specifically:</p> <ul style="list-style-type: none"> • Proof of the company headquarters and decision-making centre; • Applicant's description and experience in exportation; • Description of the business model; • Submission outlining financial projections over three to five years and a proposal for the investment plan including recovery; • Proof of financing of the business model.

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