



THE
LAMB

BUSINESS PLAN

CHARIS PRODUCTIONS
REGARDT VAN DEN BERGH
FILM AFRIKA
in association with
FRANK YABLANS
present

— T H E —
LAMB

ROUND #7 FUNDING

US\$ 20,000,000

prepared by

RUDOLF MARKGRAAFF

Cell +27 83 719 1115



CHARIS PRODUCTIONS

7095 HOLLYWOOD BLVD, NO.780, HOLLYWOOD, CA 90028, USA.
PHONE +1 310 809 2468 FAX +1 310 496 1976

SUITE 325, PRIVATE BAG X29, SOMERSET WEST, 7129, RSA.
PHONE +27 21 858 1774 FAX +27 21 858 1714

WEBSITE www.thelambmovie.com EMAIL info@thelambmovie.com

CONFIDENTIAL
PROPRIETARY DOCUMENT OF CHARIS PRODUCTIONS

TABLE OF CONTENTS

SECTION	PAGE
WHAT IS THE LAMB?	1
1. EXECUTIVE SUMMARY	3
1.1 Business Strategy	4
1.2 Investment Opportunity	6
1.3 Project Success Factors	7
2. VISION AND MISSION	9
2.1 The Story	10
2.2 Storyboard	11
2.3 The Director	13
3. THE PRODUCTION OF “THE LAMB”	14
3.1 Production Strategy for “The Lamb”	14
3.2 Film Afrika - Production Partner	14
3.3 South African Film Industry	16
3.4 Locations	17
4. DISTRIBUTION OF “THE LAMB”	19
4.1 US (Domestic) Distribution	20
4.2 International Distribution Strategy	22
5. MARKETING OF “THE LAMB”	23
5.1 Marketing Strategy	23
5.2 US Theatrical Marketing & Promotion	24
5.3 US Ancillary Marketing Strategy	26
5.4 Foreign Theatrical Marketing and Promotion	26
5.5. Foreign Ancillary Marketing Strategy	26
6. MANAGEMENT & FINANCIALS	27
6.1 Board of Directors	27
6.2 Project Structure and Control	29
6.3 Funding History	30
6.4 Break Even Analysis	31
6.5 Return On Investment	32
6.6 Financial Projections	33
6.7 Financial Control & Accountability	35
6.8 Legal Representation	36
7. ADDENDUMS	37
A. Market Research	37
B. Financial Assumptions	41
C. Three-Tiered Release Schedule	42
D. “Deo Volente” - Sequel to The Lamb	43
E. Curriculum Vitae: Frank Yablans	45

The Lamb

In a world torn apart by religious and political conflict, in a time of promise and expectation, an astounding story of reconciliation unfolds.

The Lamb is a heartwarming story of a Jewish father, Mattias, and his young son, Joel. Mattias is an intensely religious man whose life is shattered by the death of his eldest son, Aaron.

Driven by grief and anger, Mattias renounces God and turns his back on the family he once treasured. Neglecting Joel, he struggles to come to terms with his pain and loss.

In a desperate attempt to win back his father's love, Joel makes a devastating sacrifice that not only breaks the hardness of his father's heart but could change their entire world forever.

WHAT IS “THE LAMB”?

THE LAMB IS A MAJOR MOTION PICTURE SCHEDULED FOR
WORLDWIDE THEATRICAL RELEASE.

THE LAMB TELLS A COMPELLING story about the life-transforming power of Jesus Christ, as seen through the eyes of a young Judean boy, Joel, and his father, Mattias, who goes on a heart-wrenching journey of understanding and faith. Mattias observes all the religious rituals of the day, and participates in every sacred feast, but does so more out of duty than spiritual conviction.

Through the encounters that Mattias has with Jesus, and his search for an understanding of the truth, the audience will journey with him to the realization that Jesus Christ is Savior and Lord.

Included in the back of this document is a DVD with an 18-minute videotaped narrative of the story presented by Director Regardt van den Bergh. **Anyone who is considering investing in The Lamb should watch this video.**

“Initially, I had no interest in the project. However, I agreed to watch the video. I was immediately mesmerized. The passion of this man (van den Bergh). The value of the story. Everything he said was extraordinary. I took it out, and I put it back in. I was a little taken aback by it, because this kind of passion is exceptional. I saw it again and said to myself, ‘I’ve got to be involved in this.’ This is the film you want your grandkids to remember you by; I’m not particularly impressed if they remembered The Godfather, but if The Lamb is realized the way we think it can be realized, this is the film that you want to be involved in.” - Frank Yablans, Executive Producer of The Lamb (Excerpt from his recent keynote address at the Council for National Policy in California).

During his tenure as President of Paramount Pictures, Yablans oversaw production of numerous landmark films including: The Godfather, The Godfather Part II, Love Story, Paper Moon, Chinatown and The Great Gatsby. In his last year at Paramount (1974), the studio was nominated for 39 Academy Awards, including three for best picture.

“This is the film you want your grandkids to remember you by.”

FRANK YABLANS



FRANK YABLANS

INTRODUCTION

THE LAMB PROVIDES A UNIQUE OPPORTUNITY TO present Jesus Christ to the world through one of the most powerful communication mediums that exists today - a major motion picture.

We are certainly not the first to recognize the inherent power of film to move and inspire. However, most attempts at making a movie about Jesus have fallen far short of their expectations. Apart from the doctrinal compromises that often threaten the integrity of the message, poorly developed screenplays and inadequate budgets provide a recipe for frequent box-office failure. The Lamb confronts each of these critical issues directly, with a clear vision, a unique structure and an experienced team of industry professionals dedicated to making a motion picture that will move and inspire people all over the world.

THE TARGET AUDIENCE

The Lamb is not just a film for the Christian community. The target audience is the cynical, secular movie goer who frowns at anything that bears a “Christian” label. To enthrall that kind of audience, the film must be thoroughly entertaining and engage viewers in the story and characters to such an extent that they will not only want to see the film a second time, but will also recommend it to their friends. **Capturing an audience without compromising the message is the real challenge for The Lamb.**

WHY IS THE LAMB A “FOR-PROFIT” VENTURE?

Potential investors often ask why The Lamb is structured in an investment context as opposed to a non-profit evangelical venture. These investors perceive the film primarily as an “evangelical effort,” but do not fully understand the economic reality of theatrical filmmaking and distribution. Raising the requisite budget to produce a quality film that will be released through the established Hollywood distribution network necessitates that the movie be structured as a “for-profit” entity that offers a projected yield conducive with the acceptable risk associated with motion picture investments.

THE PROBLEM WITH CHRISTIAN FILMS

One need only walk through the graveyard of past “Christian” film projects to understand the importance of the “for-profit” structure we have established. Many Christian-themed movies have been launched with a noble vision, only to flounder on the rocks of an inadequate budget. Insufficient funding most often makes for a bad film, an inept marketing campaign, or a combination of both.

“The Lamb provides a unique opportunity to present Jesus Christ to the world through one of the most powerful communication mediums that exists today - a major motion picture.”

COMMITMENT TO EXCELLENCE

We intend to produce The Lamb through the most gifted creative talent that the motion picture industry has to offer, from actors, writers, and cinematographers, to music composers and editors, as we strive to produce the best film possible. Budget constraints aside, we believe that this project will inspire star actors and an excellent creative team to jump onboard for less than their normal fees.

THE CHALLENGE

The challenge now is to raise an adequate budget to put the story of The Lamb on film and distribute it worldwide. This memorandum explains the different aspects of the project, introduces the people involved in making this motion picture a reality, and describes various other factors that should contribute to a high degree of investor confidence in The Lamb.

A UNIQUE OPPORTUNITY

The business plan that you are about to review is unique. When we constructed it, our objective was to attain to the same level of excellence and quality as the story that God inspired for this film.

THE REAL OPPORTUNITY BEFORE YOU TODAY IS TO BECOME AN INTEGRAL PART OF A FILM THAT WE BELIEVE WILL TOUCH THE HEARTS AND SOULS OF MILLIONS OF PEOPLE AROUND THE WORLD. WE INVITE YOU TO JOIN US IN MAKING THIS PROJECT A REALITY.

EXECUTIVE SUMMARY

THERE ARE SEVERAL REASONS FOR THE GENERAL SKEPTICISM AND PESSIMISM REGARDING MOTION PICTURE INVESTMENT. IT HAS TRADITIONALLY BEEN ONE OF THE MOST RISK-LADEN VENTURES IN THE FINANCIAL MARKETPLACE. THERE ARE FOUR MAJOR PROBLEMS THAT OFTEN ARISE WITH THE PRODUCTION AND DISTRIBUTION OF A FEATURE FILM.

1. PRODUCTION NOT COMPLETED

The production of a film is a very complex undertaking. Some would even equate it to running a small country. Everyone starts with good intentions, but then things go wrong. Production problems arise, the money runs out, and the project falls apart. In almost every instance, this can be attributed directly to an inexperienced production team.

2. NO DISTRIBUTION

Last year 699 films were produced in the USA. Of those only 190 were distributed by motion picture association member companies. Why? Because distribution companies have to risk a great deal of money for prints and advertising to market a film effectively.

“Last year **699** films were produced in the USA. Of those only **190** were distributed.”

3. INEPT MARKETING

What often happens is that a distributor acquires a film, but doesn't commit to an appropriate advertising and marketing budget in the hope that good word of mouth will promote the film. This marketing approach creates box-office failures.

4. DISTRIBUTORS' SCHEMES

It is a proven fact that sometimes even very successful films yield little or no profits to their investors. This can be attributed to unethical distribution practices and one-sided business structures that are set up for the exclusive benefit of the producers and distributors. Nobody looks out for the investor.

THE BUSINESS STRATEGY OF THE LAMB WAS DESIGNED SPECIFICALLY TO ADDRESS THESE FOUR PROBLEM AREAS.



OUR BUSINESS STRATEGY

THIS BUSINESS PLAN DETAILS HOW OUR BUSINESS STRATEGY HAS TURNED THE FOUR PROBLEM AREAS IN THE PRODUCTION AND DISTRIBUTION OF A FEATURE FILM INTO FOUR AREAS OF STRENGTH.

1. PRODUCTION OF THE LAMB

The motion picture will be produced by a highly experienced production team through Film Afrika, South Africa's leading production company. An adequate budget, the proven track record of Film Afrika, and the collective experience of the creative/production team will contribute to the successful completion of the motion picture.

2. DISTRIBUTION OF THE LAMB

We have secured a distribution commitment from Promenade Pictures. Frank Yablans, founder of Promenade Pictures, has structured an effective three-tiered release strategy for The Lamb and will oversee the domestic theatrical release of the film.

3. MARKETING OF THE LAMB

The marketing budget for the initial theatrical release of The Lamb in the USA is included in the Round #7 Funding and will be raised along with the production budget prior to the start of pre-production on the film. The marketing funds will be held in an escrow account at Deloitte until the monies are required to promote the completed film.

4. DISBURSEMENT OF PROFITS

The theatrical distribution receipts, and all other income generated by the film, will be collected by a film collection company and deposited directly into a "Lock Box" account with our auditors, Deloitte, who will be responsible for repaying investors and distributing profits. These distributions will be made according to the sharing arrangements detailed in the Offering Documents that accompany this Business Plan. The unique checks and balances in the project are described in detail in the section on Financial Control and Accountability¹.

WE FIRMLY BELIEVE THIS BUSINESS STRATEGY WILL INSPIRE A HIGH DEGREE OF INVESTOR CONFIDENCE IN THE PROJECT.

“Frank Yablans, founder of Promenade Pictures, will oversee the domestic theatrical release of the film.”



¹Financial Control & Accountability - Page 35



INVESTMENT OPPORTUNITY

1. FRONT-END RETURN: 110% OF CAPITAL CONTRIBUTION

Round #7 investors will be entitled to receive an amount equal to 110% of their total investment, from all distributable cash, before any distribution of profits are made to the equity holders and the producers of The Lamb.

2. BACK-END RETURN: PROFIT SHARE

In addition to the front-end return, Round #7 investors will also be granted an equity interest in The Lamb through the issuance of units in Movie No.7, LLC (The Lamb holding company), valued at \$1.00 each. In other words, for every dollar invested in The Lamb, investors will receive one unit of equity in Movie No.7, LLC.

These units represent a right to receive a pro rata share of The Lamb's distributable cash. Each investor's pro rata share is equal to the ratio of their individual units to the aggregate of all the units outstanding at the time of the distribution.

There are 50,000,000 units authorized in Movie No.7, LLC. The number of units cannot be increased, so an investor's equity position cannot be diluted.

If The Lamb earns a projected \$75,000,000 in US Domestic Box-Office Receipts, as detailed in the financial projections, and the financial assumptions for this scenario carry through, each authorized unit will generate a first-cycle pre-tax value of \$3.44, providing investors with a compelling yield.

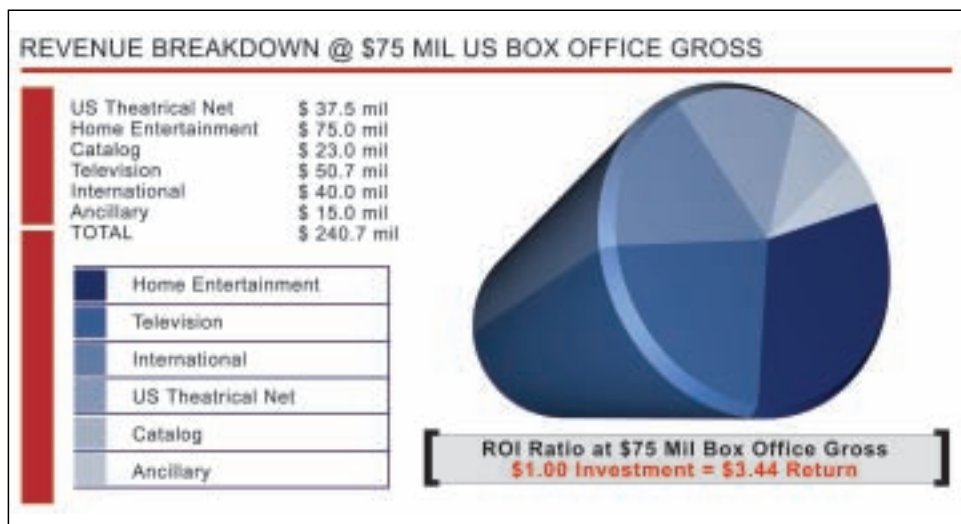
SUMMATION

Although investment in movies is speculative, we believe The Lamb has the potential to be a successful project. This is based on the story, the demand for Christian-themed entertainment, and the performance of the director's previous film on the life of Christ. At the very least, for a film like The Lamb, with its large, built-in Christian support base, a powerful and dynamic story, and distribution and marketing monies in place, not to achieve break even² (100% return of investment) seems highly unlikely.

The back-end return of a motion picture is very speculative and cannot be guaranteed in any way. However, the fact remains, a successful film can be a very lucrative investment.

MOST IMPORTANTLY, THE PRODUCERS OF THE MOVIE WILL NOT START SHARING IN THE PROFITS UNTIL THE INVESTORS HAVE RECEIVED A 110% FRONT-END RETURN ON THEIR INVESTMENT IN ROUND #7.

² Break Even - Page 31



“Although investment in movies is highly speculative, we believe The Lamb has the potential to be a successful project.”

PROJECT SUCCESS FACTORS

PROJECT VIABILITY

THERE ARE A SERIES OF FACTORS ASSOCIATED WITH The Lamb that together create not only a very viable project, but one that possesses potential for success on every level. The current global demand for filmed entertainment, the rising demand for family-oriented films, and the ever-increasing demand for Christian-themed productions demonstrate that this is the time for The Lamb.

GLOBAL DEMAND FOR MOTION PICTURE ENTERTAINMENT

The motion picture industry has been a primary source of entertainment for a worldwide audience for more than eight decades. The global public has consistently demonstrated an insatiable desire for movies. Regardless of the political, economical, or social climate, people want to be entertained and motion pictures have always held a special allure that no other entertainment medium can provide. Even in times of great crisis, people flood the theaters to escape the harsh reality of the day for a short while to be carried away by the magic of the movies.

The perennial growth of theatrical motion picture box-office receipts provides a staunch indicator of the unwavering demand by an international community for theatrical films of all genres. Global filmed entertainment revenue has grown substantially in the last five years, and is currently projected to exceed \$87 billion by the year 2007, a 36% increase from 2002. [Source: PricewaterhouseCoopers 2003].

GROWING DEMAND FOR FAMILY FILMS

The spectrum of filmed entertainment presented to the public includes a multitude of motion picture genres. Among these, family-oriented films have provided the highest average return to their production and distribution investors. The financial success of these motion pictures, fueled by an ever-increasing consumer demand for family fare, has compelled the entertainment industry to provide a growing number of theatrical films whose content is appropriate for family viewing.

Not only have family-oriented movies consistently performed well at the box-office, they have also proven to be significantly more profitable.

“Adding a twist to the long-running debate over sex and violence in entertainment, a study commissioned by the nonprofit Dove Foundation indicated that during a recent 10-year period, the average G-rated film enjoyed a 78% greater return on investment than the average R-rated film.” - Daily Variety 1/28/99.

This trend is even stronger in the home entertainment market.

“It’s not just in theatres that family films do well. In the aftermarket of videos and DVDs, a G-rated film will sell up to five times as many units as an R-rated film, as parents search for suitable films for their children to watch at home.” - Barry Mendel, Producer (THE SIXTH SENSE).



“My Big Fat Greek Wedding, for example, did not have a star-studded cast and has now exceeded \$241,000,000 in the US box office alone.”

CURRENT CONSUMER DEMAND FOR “CHRISTIAN” ENTERTAINMENT

In recent years, theatrical films with strong moral, spiritual, and Christian themes have outperformed most of the other motion picture genres. The allergic reaction to religious content that the entertainment industry has manifested in the past has eased considerably. The enormous worldwide audience that Christian-themed productions have recently attracted is a potent indication of the market potential the biblical film genre represents. This has not gone unnoticed in Hollywood.

Audience response to Christian-themed productions:

- “The Life of Jesus Christ” attracted far more viewers than the highly rated “X-Files” on Fox, with an audience of 24.1 million viewers.
- “The Miracle Maker” on ABC was rated second in its time-period with 11.5 million viewers.
- “Mary, The Mother of Jesus” attracted 16.7 million viewers for NBC - second in its time slot.
- “The Search for Jesus” delivered 16.6 million viewers for ABC.

THE PASSION - HIGHEST GROSSING INDEPENDENT FILM OF ALL TIME

Despite having dialogue entirely in Latin and Aramic and being doomed to utter failure by critics, *The Passion of the Christ* exceeded all expectations when it became one of the most successful films of all times, taking in over \$600 million at the box office with \$370 million in the USA alone. In addition, its DVD and video sales added to this record breaking trend bringing in over \$400 million.

Sweetening the deal for Mel Gibson, the producer/director of *The Passion*, is the fact that he funded the film’s \$20 million budget himself. When none of the major studios showed interest, Gibson took his film to a small, independent distributor, Newmarket Films, who was paid only to release the film. Therefore most of the profit ended up with the visionary who made the project possible in the first place.

“Despite being doomed to utter failure by critics, *The Passion* exceeded all expectations when it became one of the most successful films of all time.”



According to the official Visual Bible website, *Matthew* became the best-selling Christian video series in the United States.

THE DIRECTOR’S TRACK RECORD: “MATTHEW”

Regardt van den Bergh, director of *The Lamb*, is an accomplished and respected international filmmaker with numerous credits. One of his recent productions in a long list of films was “*The Gospel According To Matthew*.”

In 1992, Visual International commissioned van den Bergh to direct the first filmed presentation of the Bible, to be produced word-for-word from the Bible. van den Bergh created an acclaimed, dramatic motion picture of *The Gospel of Matthew* on a shoestring budget of less than \$2 million. Despite a less than adequate budget and challenging circumstances, the movie was completed and released directly to video.

According to the official Visual Bible website, *Matthew* became the best-selling Christian video series in the United States with more than 500,000 video sets sold, resulting in \$60 million in revenue. *Matthew* was released as a sell-through video product only, aimed primarily at the Christian video market.

SUCCESSFUL FILMS HAVE GOOD STORIES

The key to making a truly successful film is to begin with a good story. In other words, the creation of a box-office success starts with the creation of a well-crafted story. This basic principle has been demonstrated repeatedly throughout the history of filmmaking; nevertheless, it is a frequent misconception that a star actor or actress will guarantee box-office success for a film. This false premise has often resulted in the loss of millions of production and advertising dollars.

A common denominator of box-office giants has always been a good story. *My Big Fat Greek Wedding*, for example, did not have a star-studded cast and has now exceeded \$241,000,000 in the US box-office alone. The film is successful because it has a great story that strikes an emotional cord with the audience... This is our objective for *The Lamb*.

VISION AND MISSION

THE VISION FOR "THE LAMB"

IT'S ALWAYS A GOOD TIME TO produce biblical epics for film-going audiences world-wide. The genre of religious films is among the top grossing genres of all time (horror, sci-fi then religion). I'm convinced that a film touching on the story of Jesus Christ of Nazareth as seen through the eyes of an ordinary man, is a film that would appeal to the broadest audience. We want to create an opportunity for audiences to vicariously live in the first century and meet Jesus.

We all tend to lose sight of the reality of Jesus walking among us as a real person. Besides the fact that He is the Son of God, He lived, breathed, got hungry, laughed, hurt, got tired and disappointed, and had to deal with people and situations just as we do today. He was a carpenter, a man who was acquainted with sweat and toil, who could relax and join the kids of the neighborhood playing their games. However, at the same time, He was a holy divine man, God incarnate.

The Lamb will speak to a broad movie going audience - crossing the borders of denominations and even spiritual convictions - because it deals with real people, real tragedies and circumstances that happen to all of us. Everyone struggles with a desire to believe and the fear of being disappointed. The audience will identify with our main character, Mattias, the father of the family, who goes through an intense and devastating crisis of faith, when his son dies. He utters the words that have echoed from the lips of Man across the centuries, 'God, why did You do this to me?'

People, however cynical and hard-hearted, believe that there is 'something' out there. Something to give meaning to their lives. Our vision for the The Lamb, is to show audiences that that 'something' is Jesus.

I truly believe that God inspired this film for a specific purpose in the history of the world; it will have a tremendous impact on mankind. I believe that I am acting on a call from the Lord to do this film, as promised in Hebrew 8:5, 1 Thessalonians 5:24, with a promise from God in Isaiah 25:6-8."

OUR MISSION

OUR MISSION IS TO PRODUCE FILMS that will expose the truth of God to those people who would rather see a highly recommended movie than attend a church service. It is our hope that their experience will stay with them forever and have a lasting impact on their lives.

Charis Productions was established to produce motion pictures like The Lamb on a continual basis. We are not trying to make a one hit movie!

Our mission is to make The Lamb and make it well, to develop a lasting relationship with our investors and to establish a mold for the development, financing, production and distribution of films with similar content and vision, starting with the sequel to The Lamb, "Deo Volente", the story of Saul of Tarsus.³

³"Deo Volente" - Addendum D



“ The Lamb will speak to the secular movie going audience because it deals with real people, real tragedies and circumstances that happen to all of us at some stage in our lives.”

REGARDT VAN DEN BERGH



REGARDT VAN DEN BERGH
- DIRECTOR AND VISIONARY
BEHIND 'THE LAMB'

THE STORY

TITLE SEQUENCE AND SYNOPSIS: We see an expansive blue sky. The only sound is the faint whistle of wind. The camera descends slowly to earth, passing in and out of cloudbanks until finally it reveals a lush, green valley far below. Gently, the theme is introduced, swelling delicately during the following sequence. As the camera floats downward we discern white speckles dotting the landscape, which we soon recognize as a flock of sheep grazing lazily in the fruitful valley, their bleating echoing behind the music. The camera continues its downward journey until it settles in the grass, focusing on a lamb drinking from its mother, waving its tail joyfully as it nudges her for more.

In a wide shot, two young boys enter the valley over the horizon, playing among the flock, scattering it as they go. They rush through the sheep as though looking for a specific one, then catch the young lamb we saw moments previously. After examining it carefully, as though looking for ticks or injuries, the older boy, Aaron, slings the lamb over his neck. They leave the valley, the little lamb bobbing up and down on his shoulders.

We cut to the father of the two boys sharpening his knife in a first century kitchen. When they enter the house, he takes the lamb from them and starts checking it; the skin, the bones, the teeth, examining it thoroughly. As he walks through the curtains towards the backyard, the younger of the two boys, Joel, pauses to ask a question: "Daddy," he says, "why must it always be a perfect one?"

The father puts the lamb down on a big stump of wood, then splits its tender skin with the sharpened knife. "Son," he says, "the blood of the lamb cleanses you from your sin for one whole year." Joel winces and stares at the blood running down the stump of wood into the ground.

Mattias is a God-fearing man, committed to his faith, but when Aaron tragically dies, he renounces God. The loving family's lives change instantly. Mattias, emotionally riven in a maelstrom of grief and confusion, is virtually destroyed by the spiritual vacuum he has created for himself. Joel's mother,

Hanna, sees that Joel is feeling rejected by his father. She takes him to Galilee, where he witnesses Jesus heal the leg of his best friend, Ezer. The experience has a tremendous impact on Joel.

In the emotional void created by his father, Joel finds comfort in the company of a small lamb he coaxed to life following an apparent stillbirth. The young animal becomes more than a pet. The lamb is his salvation, to some extent filling the emptiness left by the loss of his brother. Drowning in a swirl of bitterness, Mattias attacks those closest to him. When pressed by his wife to involve Joel in the Passover ritual, Mattias finally concedes in an outburst of anger, and cruelly designates Joel's pet lamb as their sacrificial offering for Passover. "I will show your son the kind of God you want him to serve!"

In a chance meeting that night, Joel pours his heart out to Jesus. With the wisdom of ages, Jesus guides Joel to make a decision which will change his life, with the question, "What do you want above all else?" Joel hesitates a moment and then replies that he wants his father to love him again. Jesus tells the boy to honor the Father and trust God. "And remember Joel, for God nothing is impossible."

When he returns home, Hanna is astounded when Joel tells her he wants to give his lamb to his father to be sacrificed, because only God can change his father's heart. Mattias is deeply touched when Hanna privately shares Joel's hope with him later that evening.*

On the day of Passover, Mattias and his son stand and wait in the queue of thousands of worshippers who have come to sacrifice their lamb in the temple. It's hot and stuffy, and Joel is weeping for his lamb. While standing in line, Mattias silently observes his son. His heart is touched and he decides to find another lamb so that his son's pet may be saved. He leaves Joel with his lamb in the queue. While searching for another lamb, Mattias sees a commotion at the Sheep Gate and decides to go and have a look. A cross is being carried at the front of the crowd of people. The person carrying the cross is being whipped and kicked.

At the top of Golgotha Mattias recognizes the man carrying the cross as Jesus, whom he has met from time to time during the film. Mattias watches horrified as Jesus is crucified. He stares at the base of the cross where blood begins to pool and he is overwhelmed by a soul-wrenching epiphany. A voice he once heard echoes within: "Behold the Lamb of God, who takes away the sin of the world." A sudden revelation enters Mattias' spirit: Jesus is truly the Lamb of God! He looks up at the cross and Jesus is looking straight down at him. "Lamb of God," Mattias whispers.

The world begins to spin. In a state of wonder he starts running towards his son. As he approaches, Joel's face drops, knowing it's time for the lamb to be sacrificed. But his father falls to his knees in front of him, tears pouring down his face. "My son, my love," he cries, gasping for air, "I have been so tough with you, so hard. I'm sorry I blamed you for Aaron's death. Please forgive me. Come, bring your lamb. Come with me."

Mattias takes Joel to Golgotha. They stop a way off and Mattias explains to Joel what is happening and why. "This is The Lamb of God," Mattias whispers, pointing to the cross. "Son, this blood cleanses you from all sin...forever!"

That evening a caring father and his son undertake the homeward journey, the lamb beside them. Joel smiles as his father pulls him close and puts his arm around him. Surely nothing is impossible for God.

Mattias can now make peace with the past and say goodbye to Aaron, his deceased firstborn son, whose death has tormented him for so long. Through his spiritual resurrection, Mattias discovers meaning and purpose in his life as he devotes himself to his wife, his son and his faith.

Jesus rises on the third day and appears to Joel, fuelling the strength of his belief. The boy races home. His parents hear him from afar shouting with joy:

"He's alive! He's alive! Jesus Lives!"

We fade to black and the title "THE BEGINNING" scrolls up to end the film.

*The section in red is illustrated in the storyboard on the following pages.

STORYBOARD

A dynamic animated storyboard of the entire film has been created. Israeli artist Baruch Mayaan, created over 2000 meticulously sketched "frames." Director Regardt van den Bergh oversaw the process and ensured that every sketched line was infused with the vision of the story. The artwork has

been scanned and individually coloured to create additional mood to the overall look and feel of the storyboard. Furthermore, 17 actors were used to create an original soundtrack with music for the entire animated storyboard, bringing it to life.



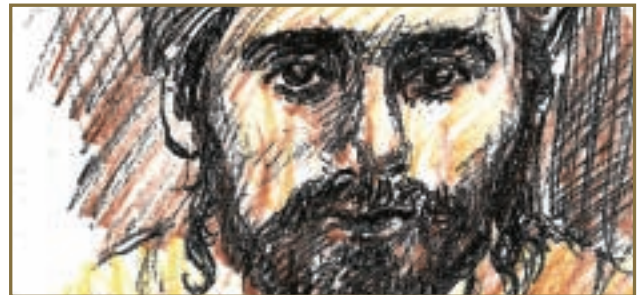
Yeshua calls to the boy.
 YESHUA - "Joel, come sit with me."
 Joel walks over, carrying his lamb.



Yeshua puts his hand on the lamb.
 YESHUA (continuing) - "This is a very special lamb."



JOEL - "I helped him to live. He wasn't alive when he was born."



YESHUA (smiles) - "Do you love the lamb?"
 JOEL - "Yes."
 YESHUA - "What is it that you want more than anything in the world?"



Joel thinks for a moment.
 The expression on his face changes, confirming a heartfelt answer.
 JOEL - "I want my father to love me again."



Yeshua regards Joel, closely.
 YESHUA - "Honor the Father..., for He loves you."
Joel studies him intently.
 YESHUA (continuing) - "And remember Joel, for God nothing is impossible."



EXT. HOUSE OF MATTIAS - COURTYARD - NIGHT

Hanna hurries into the courtyard from the living area to greet Joel, who enters the family compound with his lamb.

HANNA - "I was worried about you, are you all right?"

JOEL - "Yes, Mother."

HANNA- "I was afraid that something might have happened to you."



JOEL - "I went to Uncle Nehemiah."

HANNA - " It doesn't matter. It's not safe for you to be out alone at night. Don't run off like that again."

JOEL - "I'm sorry, mother, I won't."



Her face gives way to a slight smile. She hugs Joel warmly.

HANNA - "I'll speak to your father about your lamb tomorrow."

Joel pulls away from his mother slightly.

JOEL - "I have decided to give the lamb to father for the sacrifice."

HANNA - "Why would you do that?"

JOEL - "So father will know just how much I love him."



Hanna Kneels down in front of Joel.

HANNA - "Joel...your father knows that you love him. You don't have to give him your lamb to prove it."

JOEL - "I want to give the lamb to him, mother. I have to do this: it's important."

HANNA - "Why?"

JOEL - "Because only God can change my father's heart."



EXT. HOUSE OF MATTIAS - NIGHT

Mattias leans against the stone fold, staring across the moonlit field. Hanna approaches from the house.



HANNA - "Your son has returned. He went to my uncle's house."

Mattias avoids looking directly at his wife, his discomfort readily apparent.



MATTIAS (beat) - "Hanna, I'm not going to..."

HANNA (interrupts) - "Let me tell you what your son is going to do, what he's decided to do. Your son has decided to give his lamb to his father so that it can be sacrificed at the temple, for Passover - as his father wanted."



Mattias starts to walk away, but Hanna stops him.

HANNA (continuing) - "Wait! There is more. You need to hear the rest. Joel wants to do this. In fact, he insists on it. And do you know why?"

Hanna moves closer to him.

HANNA (continuing) - "Because he wants his father to know just how much he loves him."