

# **Sycamore Entertainment Group, Inc.**

## **INFORMATION AND DISCLOSURE STATEMENT FOR THE QUARTER ENDED SEPTEMBER 30, 2014**

### **THIS STATEMENT HAS NOT BEEN FILED WITH FINRA OR ANY OTHER REGULATORY AGENCY**

**All information contained in this Information and Disclosure Statement has been compiled to fulfill the disclosure requirements of Rule 15c2-11(a)(5) promulgated under the Securities Exchange Act of 1934, as amended.**

**1) Name of the issuer and its predecessors (if any)**

Name of issuer:

Sycamore Entertainment Group Inc. – name change effective June 18<sup>th</sup>, 2010

Predecessor:

IMARX Therapeutics Inc.

**2) Address of the issuer's principal executive offices**

Company Headquarters

502-4445 Lougheed Hwy.

Burnaby, BC, V5C 0E4

Phone: 310-773-3485

Email: [Info@sycamoreentertainment.com](mailto:Info@sycamoreentertainment.com)

Issuer website: [www.sycamoreentertainmentgroup.com](http://www.sycamoreentertainmentgroup.com)

Investor Relations Contact

Edward Sylvan

502-4445 Lougheed Hwy.

Burnaby, BC, V5C 0E4

Phone: 310-773-3485

Email: [Info@sycamoreentertainment.com](mailto:Info@sycamoreentertainment.com)

### 3) **Security Information**

Trading Symbol: SEGI

Exact title and Class of Securities Outstanding: Common shares are authorized; and preferred shares are authorized.

CUSIP Number: 871156105

Par or Stated Value: Common stock par value is \$0.001, and preferred stock par value is \$0.001.

Total Shares Authorized: As of November 19<sup>th</sup>, 2014, 965,000,000 common shares are authorized; and 35,000,000 preferred shares are authorized.

Total Shares Outstanding: As of November 19<sup>th</sup>, 2014, 805,750,465 common shares are outstanding; and one (1) Preferred "A" share is authorized and outstanding

Transfer Agent:

VStock Transfer  
77 Spruce Street, Suite 201  
Cedarhurst, NY 11516  
Telephone: 212.828.8436

The transfer agent is registered under the Exchange Act and is regulated by the Securities and Exchange Commission

There are no restrictions on the transfer of the Issuer's securities; and the Issuer has not been subject to any trading suspension orders issued by the SEC in the past 12 months.

### 4) **Issuance History**

The following events resulted in changes in total shares outstanding by the issuer (1) in the past two year period ending on the last day of the issuer's most recent fiscal year and (2) since the last day of the issuer's most recent fiscal year:

(1) Issuances of common stock during the two year period ended December 31, 2013 and December 31, 2012

Issuances of common stock during the calendar year 2013:

The Issuer issued on September 25<sup>th</sup>, 2014, 30,000,000 shares of common stock to MACALLAN PARTNERS, LLC as a Rule 504 financing transaction.

The Issuer issued on October 16<sup>th</sup>, 2014, 70,000,000 shares of common stock to BLACKBRIDGE CAPITAL, LLC as a Rule 504 financing transaction.

The Issuer issued on February 7, 2013, 25,000,000 shares of common stock to Ardborg, LLC at \$0.004 per share as a Rule 504 financing transaction.

The Issuer issued on October 24, 2013, 35,000,000 shares of common stock to Deer Valley Management LLC at \$0.003 per share as a Rule 504 financing transaction.

The Issuer issued on October 30, 2013, 45,000,000 shares of common stock to Vanguard Capital at \$0.001 per share, for a partial conversion of notes payable.

The Issuer issued on November 25, 2013, 35,000,000 shares of common stock to Deer Valley Management LLC at \$0.002 per share as a Rule 504 financing transaction.

The Issuer issued on December 12, 2013, 42,000,000 shares of common stock to Deer Valley Management LLC at \$0.002 per share as a Rule 504 financing transaction.

Issuances of common stock during the calendar year 2012:

The Issuer issued on January 3, 2012, 12,500,000 shares of common stock to Fair Hills Capital at \$0.004 per share as a Rule 504 financing transaction.

The Issuer issued on January 3, 2012, 7,142,857 shares of common stock to Wakabayashi as a fee for service provider (share have been returned to treasury).

The Issuer issued on March 29, 2012, 11,000,000 shares of common stock to Fair Hills Capital at \$0.003 per share as a Rule 504 financing transaction.

The Issuer issued on May 7, 2012, 14,250,000 shares of common stock to Fair Hills Capital at \$0.0017 per share as a Rule 504 financing transaction.

The Issuer issued on June 1, 2012, 23,000,000 shares of common stock to EMSEG & Co. at \$0.0006 per share as a Rule 504 financing transaction.

The Issuer issued on October 19, 2012, 25,000,000 shares of common stock to Cynthea Mair at \$0.000025 as partial debt assignment and conversion.

The Issuer issued on October 22, 2012, 25,000,000 shares of common stock to Vitello Capital at \$0.000025 as partial debt assignment and conversion.

The Issuer issued on October 24, 2012, 25,000,000 shares of common stock to Ikkee Battle at \$0.000025 as partial debt conversion.

The Issuer issued on November 27, 2012, 35,000,000 shares of common stock to Jaime Osei-Appiah at \$0.000025 as partial debt assignment and conversion.

(2) Issuances of common stock since the last day of the period ended December 31, 2013:

The Issuer issued on March 27, 2014, 48,000,000 shares of common stock to MacCallan Partners, LLC at \$0.005 per share as a Rule 504 financing transaction.

The Issuer issued on March 31, 2014, 13,000,000 shares of common stock to Darryl Payne as payment for services provided pursuant to a service agreement.

The Issuer issued on April 25, 2014, 32,000,000 shares of common stock to Anthony Wilham at \$0.0007 per share as a Rule 504 financing transaction.

The Issuer issued on April 28, 2014, 30,000,000 shares of common stock to Darryl Payne at \$0.000025 as partial debt assignment and conversion.

Each of the above securities offerings or transactions was made by an officer or director of the Issuer and was not a registered offering. The issuances relied upon an exemption under Sections 3(b), 4(2) or 4(6) of the Securities Act of 1933, as amended. All of the shares were restricted common shares, and the certificates evidencing the shares each contained a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

## 5) **Financial Statements**

The unaudited Sycamore Entertainment Group, Inc. Financial Statements for the quarter ending September 30th, 2014 (“Financial Statements”) are posted on the OTC Disclosure & News Service on November 19, 2014 and are incorporated by reference herein.

The Financial Statements include:

- Condensed Financial Statements for the quarterly period ending September 30<sup>th</sup>, 2014, including balance sheet, statement of income and statement of cash flows;
- Notes to Condensed Financial Statements for the quarterly period ended September 30<sup>th</sup>, 2014

## 6) Describe the Issuer's Business, Products and Services

### Overview

Sycamore Entertainment Group Inc. ("Sycamore", "Issuer", "Company") is an independent distribution and marketing company specializing in the acquisition, distribution and development of marketing campaigns for well-researched, cost-effective filmed entertainment. Sycamore Entertainment Group Inc. plans to participate in all revenue streams related to filmed entertainment content distribution as well as all activities related to funding the print and advertising (P&A) of acquired feature films. Sycamore will also engage in film production based on specific investment criteria.

Sycamore's operations include:

- **Film Library Development:**
  - Acquire and exploit feature film rights across all media (including Theatrical, digital, DVD, Television and all other ancillary markets.)
  - Build a well serviced and revenue generating film catalogue
- **Distribution:**
  - Exploit current relationships with physical and digital distribution channels in territories where it can capture additional margin and improve delivery of products to consumers.
  - Creation of theatrical trailers and Marketing Campaigns
- **Print and Advertising Fund:**
  - The Prints and Advertising Fund is designed to widen and support the distribution and marketing strategy of films acquired by Sycamore.
- **Production**
  - Sycamore will partner with established producers to fund "A" list projects. This strategy will secure for Sycamore a "first Look" advantage for distribution and P&A

### **Business Development.**

Sycamore represents independent film companies that create domestic and foreign feature films. We also seek out production, marketing and distribution opportunities in the entertainment industry that are not effectively serviced by the major studios.

### **Our Strategy**

Our strategic vision is based on acquiring the long-term distribution rights and ownership of smaller independently filmed entertainment for exploitation across all media. The strategy is focused on providing a cost effective distribution model with lower downside risk and higher upside potential than the traditional Hollywood studio model. Keeping over-head low and our company streamlined, tightly focused and audience-driven gives us the flexibility and nimbleness to constantly be responsive to the consumer market.

## **Growth**

Sycamore Entertainment Group Inc. believes there are strong indicators of our growth strategy.

- Market
  - Based on the long-term dynamics in the filmed entertainment distribution market we believe there is potential for growth with global revenues for the filmed entertainment industry steadily increasing year over year.
- Distribution
  - Distribution channels continue to evolve making ownership of content rights vital.
- Returns
  - Ownership of content has consistently proven to deliver strong financial returns across multiple avenues.

The Issuer is a Nevada corporation organized by the filing of the Articles of Incorporation with the Secretary of State of Nevada on January 3rd, 2007. The Issuer's fiscal year ends on December 31.

## **Business of Issuer.**

The issuer's primary SIC Code is 7812 – Services-Motion Picture and Video Tape Production. The Issuer is in the development stage, and has current operations with revenues being generated. The Issuer is not, nor has been at any time, a “shell company”.

## **Principal Products or Services, and their Markets.**

Feature films, North American market as well as International market place. The film industry essentially comprises the creation of recorded filmed entertainment content in a form capable of replication and the sale, distribution and exhibition to consumers. The process consists of a number of closely related activities, the two most significant of which are production and distribution. Production involves the management of all business aspects of bringing together a feature film while distribution involves the promotion and exploitation of films throughout the world in a variety of different media, including theatrical exhibition, home entertainment, television and other ancillary markets.

## **Film Industry Performance and Global Trends**

Filmed entertainment is a sector that continues to display significant growth potential. Worldwide revenues from filmed entertainment through theatrical release, video/DVD and online are anticipated to grow to \$114.8 billion by 2015 from 2010's level of \$86.24\* billion, representing a compound annual growth forecast of 5.9%. In part this growth is driven by the resilience of theatrical revenues (which have historically proven able to withstand and even benefit from the pressures of economic downturns\*\*) and the advances in technology that are enhancing the consumer experience in traditional areas such as cinema (in particular the rapid expansion of 3D screens resulting in increased tickets prices), video and television

as well as offering new viewing platforms to consumers such as the internet and mobile phones.

Notable sector performance highlights and developments include:

- 2010 saw huge box office increases for both China (63.9%) and Russia (49.5%)<sup>6</sup>

With both countries aggressively expanding multiplexes (including 3D and IMAX screens), their respective box office revenues are expected to increase until 2015 at compound annual rates of 26.6% and 13.4%. These figures are expected to help drive global box office takings to \$48.7 billion in 2015 at a compound annual growth rate of 8.1%<sup>7\*</sup>

Digital streaming revenues are set to reach \$12.1 billion by 2015, up from \$5.3 billion in 2010 (an annual compound growth rate of 18%\*), almost doubling their share of the wider Home Video market. As more and more households take up broadband connections (and benefit from the associated increase in bandwidth), the internet becomes a viable distribution platform. Numerous legitimate video download businesses now exist, including services offered by Apple, Netflix, Tivo, Amazon and Blockbuster, all of which have been further boosted by the rapid consumer uptake of tablet devices

- The growth of digital television has led to a proliferation of channels and increased demand for filmed entertainment on television. **This has created greater demand not just for first-run films but also library titles, thereby extending the revenue generating lifespan of the average film.** The global TV subscription market (consisting of revenues generated by cable and satellite television companies) is forecast to grow at a compound annual rate of 7.6% from 2010 to 2015<sup>\*\*\*</sup>

V\*PWC: Global Entertainment and Media Outlook 2011 -2015. These figures exclude revenues earned from television, including video-on-demand. \*\*National Association of Theatre Owners, ShoWest 2008 Talking Points and Fact Sheet.\*\*\*ibid

## 7) Describe the Issuer's Facilities

Sycamore has a business address at 502-4445 Lougheed Hwy, Burnaby, BC, V5C 0E4. The facility is 1540 sq. ft. of office space, and the month to month lease amount is \$1000.00 per month.

## 8) Officers, Directors, and Control Persons

### A. Names of Officers, Directors, and Control Persons.

#### **Edward A. Sylvan, Chairman, CEO and CFO**

Edward Sylvan has served as Chairman of the Board of Directors and Chief Executive Officer of Sycamore since May 2010. He is an active manager and lead investor with more than 20 years' experience in the securities industry. He began his financial career at the age of 19, in the options trading pit of the Toronto Stock Exchange.

He later joined First Marathon Brokerage, Canada's leading junior mining investment bank and one of the most active trading firms in North America as an equity trader. Honing his skills in the equity markets, his abilities led him to become one of the youngest equities

traders and retail stockbroker for Scotia McLeod, one of the leading financial institutions in Canada. During his development at Scotia McLeod he participated in some of the largest Stock and Bond offerings in the country as a part of the sales and trading team.

Armed with extensive knowledge of financial markets and numerous industry contacts, he branched out as an independent market expert and served as a company director in charge of finance and corporate development for several publicly traded companies, where he was responsible for raising capital and sourcing strategic acquisitions and partnerships.

Edward's entrepreneurial vision and experience with capital markets pioneered a movement in online trading when he became the first Canadian licensee and beta tester of CyberTrader, a software interface for the Small Order Execution System (S.O.E.S) and built a day trading firm in Vancouver British-Columbia. CyberTrader was subsequently sold by Cyber Corp to Charles Schwab for a reported \$488 million.

Edward's formal education is in economics and political science from York University in Toronto, Canada. He brings financial strength and strategic experience to early stage companies. He has consulted for and invested in several startup small cap public companies in North America as well as internationally.

**Terry Sylvan, Director, Executive Vice President Corporate Communications/co-founder of the Issuer.**

Terry Sylvan has served as Executive Vice President Corporate Communication of Sycamore since May 2010. From 2007 up to the present Mr. Sylvan has been a partner in the Vancouver-based advertising agency SterlingKlor Communications where he co-manages client development, business strategy and account management of marketing programs for a diverse list of B2B sector clients. From 1996 to 2007 Mr. Sylvan served as a Senior Strategic Planner and Account Director where he developed and managed traditional mass marketing, brand strategy and new media campaigns at various communications agencies including BBDO, DDB and McCann. We believe that Mr. Sylvan's extensive experience in the communications industry and capital markets, as well as his leadership skills and creative ability, will enable him to support the corporate vision.

**B. Legal/Disciplinary History.**

None of the Issuer's officers, directors or control persons have, in the last five years been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);
2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or

temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or
4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

C. **Beneficial Shareholders.**

There are no shareholders of 10% or more of the issuer's common stock. Edward Sylvan, whose address is 502-4445 Lougheed Hwy., Burnaby, BC, V5C 0E4, owns 100% of the Preferred A shares.

9) **Third Party Providers**

1. Investment Banker: None.
2. Promoters: None.
3. Counsel:

Law Offices of Gary L. Blum  
3278 Wilshire Blvd, Suite 603  
Los Angeles, California 90010-1431  
Telephone: 213-381-7450  
Facsimile: 213-384-1035  
Email: [gblum@gblumlaw.com](mailto:gblum@gblumlaw.com)

4. Accountant:  
Scott Chichester, CPA  
[scott@scottycpa.com](mailto:scott@scottycpa.com)  
676a # 239 St.  
New York, NY, 10036
5. Public Relations Consultant:  
Sara Serlin  
ID Public relations: Phone; 323.822.4866, 7060 Hollywood Blvd, 8<sup>th</sup> floor, Hollywood, CA 90028, [Info@ID-PR.com](mailto:Info@ID-PR.com)

6. Investor Relations Consultant:

Craig Fischer

Direct: 786.375.0556 | Fax: 305.688.7335 14630 S Biscayne River Dr., Miami, FL 33168  
cravvi1@gmail.com

7. Other advisor: None.

**10) Issuer Certification**

I, Edward Sylvan, certify that:

1. I have reviewed this Quarterly Information and Disclosure Statement of Sycamore Entertainment Group, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Dated this 19<sup>th</sup> day of November, 2014

/s/ Edward Sylvan



Edward Sylvan, Chief Executive Officer and Chief Financial Officer