



SAGAI 20²⁴ Annual Report

SOCIEDAD ARGENTINA
DE GESTIÓN DE ACTORES
INTÉRPRETES

OWNER
SOCIEDAD ARGENTINA DE GESTIÓN
DE ACTORES INTÉRPRETES
NON PROFIT ORGANIZATION
SAGAI

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www.sagai.org

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de Actores Intérpretes, Non Profit Organization)
2025

Graphic Design: CreamStudio

SAGAI *unites us.*

Actors

ACTRESSES

Voice Performers

DANCERS

Editorial

As every year, we continue to imagine our organization as a model in Latin America and the world, thanks to our quality management and the efficient administration of the rights of thousands of members.

We increased our revenue thanks to growing agreements with streaming platforms, which have now become just another regular user in our distribution processes.

In terms of distributions, we surpassed one million broadcasts processed during the year—a milestone that marks a turning point in our management. Additionally, we increased the number of processed broadcasts fivefold during the last quarter, demonstrating sustained growth and a commitment to continuous improvement. This effort resulted in distributed amounts doubling in the second half of the year, with over \$1.8 billion distributed in the last quarter alone.

We also managed to bring forward by four months the 2025 scheduled payment from Netflix, settling three semesters instead of two, thanks to the optimization of our resources. This advancement allowed us to benefit our members, who received their payments much sooner than expected.

In addition, we signed an agreement with Disney+ and incorporated the historical distribution of content aired since 2020 on this platform within regular processing times. This meant adding 20,000 additional titles, generating a total of 119,000 distributions that positively impacted 2,210 performers worldwide. The information received in November 2024 was processed in just one month, showcasing our adaptability to carry out a historic payment.

Internationally, our presence continues to grow: we signed bilateral agreements with Austria and Panama and participated for the first time as observers at the 49th SCAPR Assembly, the association that brings together performers' rights management organizations from around the world.

The "National Scholarships" program enabled 27 new members to deepen their artistic training in the country. We also continued offering free legal and accounting advisory benefits. Lastly, the medication reimbursement benefit saw significant growth, doubling the number compared to the previous year: while there were 2,548 reimbursements in 2023, a total of 5,370 were processed in 2024.

Once again, we achieved recertification of the international ISO 9001:2015 standard issued by the Bureau Veritas organization, with expanded scope now including the rights payment processes.

The results of our Foundation in 2024 also reflect our commitment to and care for our performers. Throughout the year, we carried out 34 training initiatives and organized 9 national film cycles, along with theater seasons that featured the participation of 161 performers. We continued to support members during key life moments such as childbirth, pregnancy, or critical situations; we recognized the artistic careers of 348 members over 80 years old, and we celebrated the graduation of the second cohort of the Diploma in Audiovisual Media Acting, consolidating our commitment to the professional and human development of the artistic community. We created spaces for art and diversity, continued with the Audiovisual Marathon competition, and saw the winning projects presented for the first time at international festivals. Finally, we launched the SAGAI Foundation Radio project, with weekly streaming and online radio programming.

Undoubtedly, this year marked the consolidation of our 18 years of management experience, which allows us to continue thinking big, strengthening the audiovisual industry, and protecting the Intellectual Property rights of our community.

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About

INTELLECTUAL PROPERTY RIGHTS

In recent years, streaming platforms have positioned themselves as the main medium for consuming audiovisual content. That is why SAGAI has always aimed to incorporate them into its user ecosystem. To date, we have secured significant contracts, and these platforms now account for over 30% of total revenue. We can therefore say that, while there is always more to do, this is a conquered ground.

It is well known that advances in the protection of intellectual property rights are closely tied to technological progress. For this reason, our greatest current interest lies in the study of Artificial Intelligence and the potential impact it may have on the audiovisual industry. We have been engaging with professionals in the field, creating discussion spaces such as seminars, and familiarizing ourselves with international legislative projects. In this way, we hope to influence our own legislation in the future with concrete proposals that ensure our artists fair working conditions—particularly proper compensation for the use of their image, voice, and creative identity in the training of artificial intelligences and the products they generate.

SAGAI Annual Report

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◆
Executive Board
Spokespeople
Chief Executive Officer

24

#WeAreSAGAI

EXECUTIVE BOARD



JORGE MARRALE
PRESIDENT



MARTÍN SEEFELD
VICE PRESIDENT



MARÍA FIORENTINO
SECRETARY



SILVINA ACOSTA
ASSISTANT
SECRETARY



PABLO ECHARRI
TREASURER

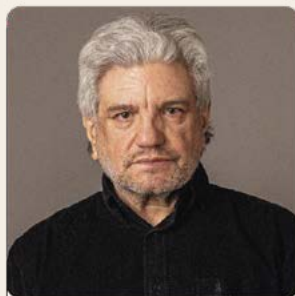


MARIANO BERTOLINI
ASSISTANT
TREASURER

SPOKESPEOPLE



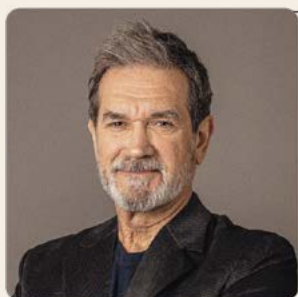
MORA
RECALDE



DANIEL
VALENZUELA



CELINA
FONT



EDGARDO
MOREIRA



DORYS
DEL VALLE



GUADALUPE
DOCAMPO

ALTERNATE SPOKESPEOPLE



ALEJANDRA
FLECHNER



JORGE D'ELÍA



TOMÁS FONZI



ANDREA PIETRA

SUPERVISORY BOARD



GUIDO
D'ALBO



CARLOS
KASPAR



BEATRIZ
DELLACASA

CHIEF EXECUTIVE OFFICER



YURIEM
ECHEVARRÍA CABRERA

#WeAreSAGAI



COLLECTION
AND
DISTRIBUTION

◆
2024 figures
Management and collection in Argentina
Management expenses

2024 FIGURES

TOTAL AMOUNT COLLECTED:

\$8,684 M + \$442 M
National Foreign

TOTAL AMOUNT DISTRIBUTED*:

\$5,306 M

\$4,979 M NATIONAL / \$327 M FROM ABROAD

20%

Administration Fee

10%

Allocated to the operation of the Foundation

*THE GROSS AMOUNT COLLECTED DIFFERS FROM THE NET AMOUNT DISTRIBUTED BECAUSE THE END DATE OF THE ACCOUNTING PERIOD DOES NOT MATCH THE DISTRIBUTION DATES.

MANAGEMENT AND COLLECTION *in Argentina*

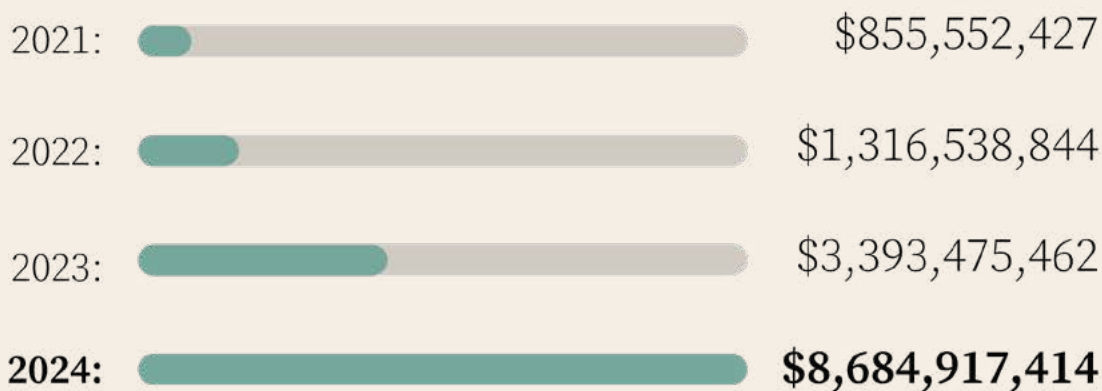


TOTAL AMOUNT COLLECTED:

\$8,684,917,414



COMPARISON OF COLLECTION
over the last four years:

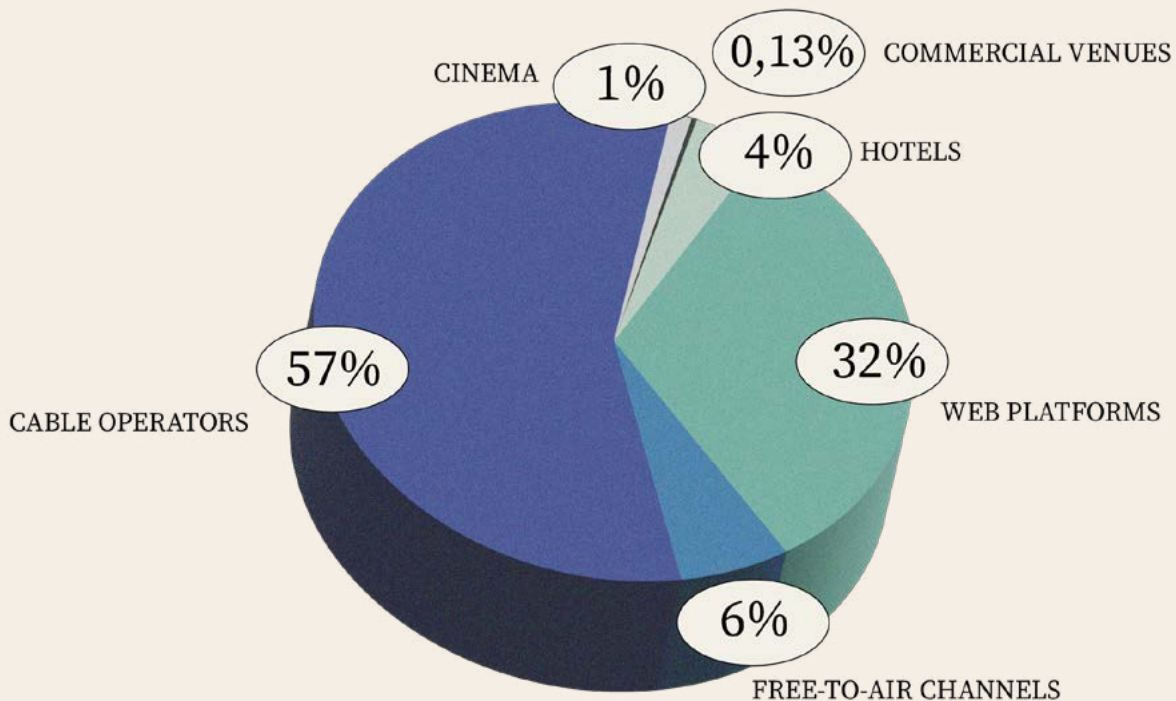


SAGAI collects royalties for the public broadcast
of works featuring audiovisual performers in:

TV, CABLE, CINEMA, COMMERCIAL VENUES,
HOTELS, STREAMING PLATFORMS, ETC.

NATIONAL COLLECTION BY USER

USER	COLLECTION
CABLE OPERATORS	\$ 4,959,580,547
FREE-TO-AIR CHANNELS	\$ 543,079,417
WEB PLATFORMS	\$ 2,740,931,785
HOTELS	\$ 362,765,928
COMMERCIAL VENUES	\$ 11,681,256
CINEMA	\$ 66,878,482
TOTAL	\$ 8,684,917,414



MANAGEMENT EXPENSES

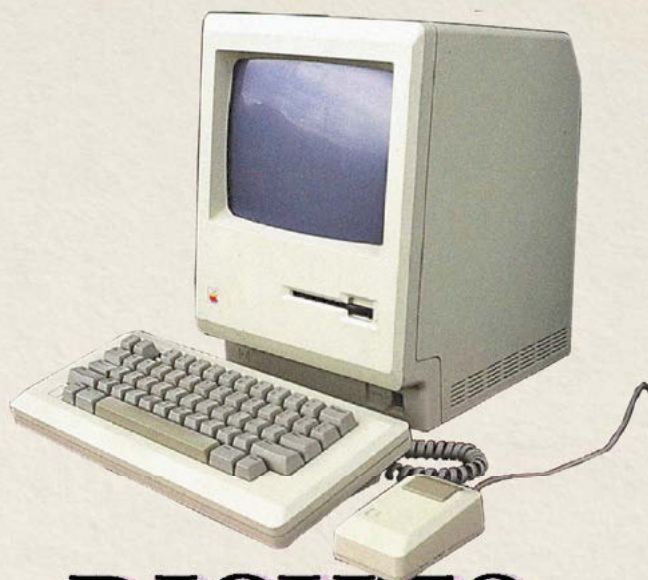
	Description	Budgeted	Nominal Value	Percentage	Homogeneous Currency
.....					
POLITICAL BODIES	Compensation of the executive board	365,693,859	608,430,215	-66.38%	734,363,116
	Representation expenses	12,019,262	17,595,505	-46.39%	20,438,433
HUMAN RESOURCES	Staff salary	1,712,033,428	2,133,705,094	-24.63%	2,437,949,335
	Social contributions	511,386,608	515,154,507	-0.74%	592,729,136
	Training	10,000,000	11,346,009	-13.46%	12,692,414
	Human resources misc, expenses	3,000,000	2,961,267	1.29%	3,259,712
	Benefits	29,343,948	28,368,697	3.32%	33,718,381
	Human resources fees	29,336,485	22,446,066	23.49%	26,016,107
ADMINISTRATION	Services	26,788,849	36,595,136	-36.61%	42,969,597
	Telephone and internet	13,002,301	12,155,110	6.52%	13,393,183
	Mail and notifications	1,047,880	950,116	9.33%	1,162,543
	Library and print expenses	2,480,300	2,952,052	-19.02%	3,141,201
	Banking costs	60,641,715	46,892,849	22.67%	55,337,639
	Administrative external fees	18,093,493	13,969,104	22.79%	16,457,532
	Administration misc, expenses	4,712,133	5,278,749	-12.02%	6,632,064
	External audit	20,651,756	32,923,889	-59.42%	33,074,554
	Insurance	5,368,916	3,544,585	33.98%	4,252,385
	Office maintenance	5,614,284	8,892,007	-58.38%	10,068,567
LEGAL	Misc, legal expenses	3,500,000	5,141,379	-46.90%	5,926,923
	Legal fees	8,000,000	8,568,191	-7.10%	10,197,089
	Court fees	6,000,000	3,292,919	45.12%	3,292,919

	Description	Budgeted	Nominal Value	Percentage	Homogeneous Currency
.....					
DISTRIBUTION AND IT	Distribution information	32,163,947	37,818,098	-17.58%	41,478,750
	Certifications	1,732,000	1,822,367	-5.22%	2,311,384
	It technical support	24,663,939	22,902,023	7.14%	26,880,171
	Web services	7,608,257	7,757,924	-1.97%	9,584,913
COMMUNICATION AND STRATEGIC DEVELOPMENT	Communication	27,983,790	27,274,591	2.53%	32,536,481
	Audiovisual projects	15,666,021	15,970,355	-1.94%	19,439,807
	Observatory	2,000,000	650,000	67.50%	731,191
INVESTMENTS	Furniture and equipment	2,000,000	1,309,640	34.52%	1,309,640
	Improvements on own property	30,000,000	39,309,065	-31.03%	39,309,065
	Computer equipment	15,626,288	14,712,940	5.84%	14,712,940
	Computer systems	52,402,997	50,906,906	2.85%	50,906,906
	Management system development	49,005,000	42,068,070	14.16%	42,068,070
SOCIAL BENEFITS	Institutional events	15,560,527	10,274,774	33.97%	11,892,222
	OSA contribution	70,000,000	85,000,000	-21.43%	104,050,655
	Accounting advice	325,500	340,000	-4.45%	385,347
	Grants	6,000,000	5,863,750	2.27%	7,553,191
	SAGAI federal	5,000,000	5,396,179	-7.92%	5,671,100
	Pharmacy	11,618,435	21,631,609	-86.18%	26,236,172
INSTITUTIONAL AFFAIRS	National institutional relations	2,000,000	2,159,375	-7.97%	2,271,582
	International institutional relations	25,000,000	20,209,213	19.16%	26,654,831
	Contributions to organizations	600,000	600,001	0.00%	773,145
	Legal and technical accounting advice	46,920,450	46,101,835	1.74%	53,772,968
TOTALS:		3,292,592,370	3,981,242,159	-20.92%	4,587,603,361

*OSA contribution: in 2023 \$10,000,000 were advanced on account of 2024. In 2024 \$60,000,000 were paid and \$25,000,000 were advanced on account of 2025

SAGAI Annual Report

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RIGHTS *DISTRIBUTION*



Rights distribution
National management
Recognition programs

24

WE DISTRIBUTED
A TOTAL OF
\$5,306 M*



of which:

\$4,979 M
came from

NATIONAL COLLECTION

327 M

came from

FOREIGN ASSOCIATIONS

**The gross amount collected differs from the net amount distributed because the end date of the accounting period does not match the distribution dates.*

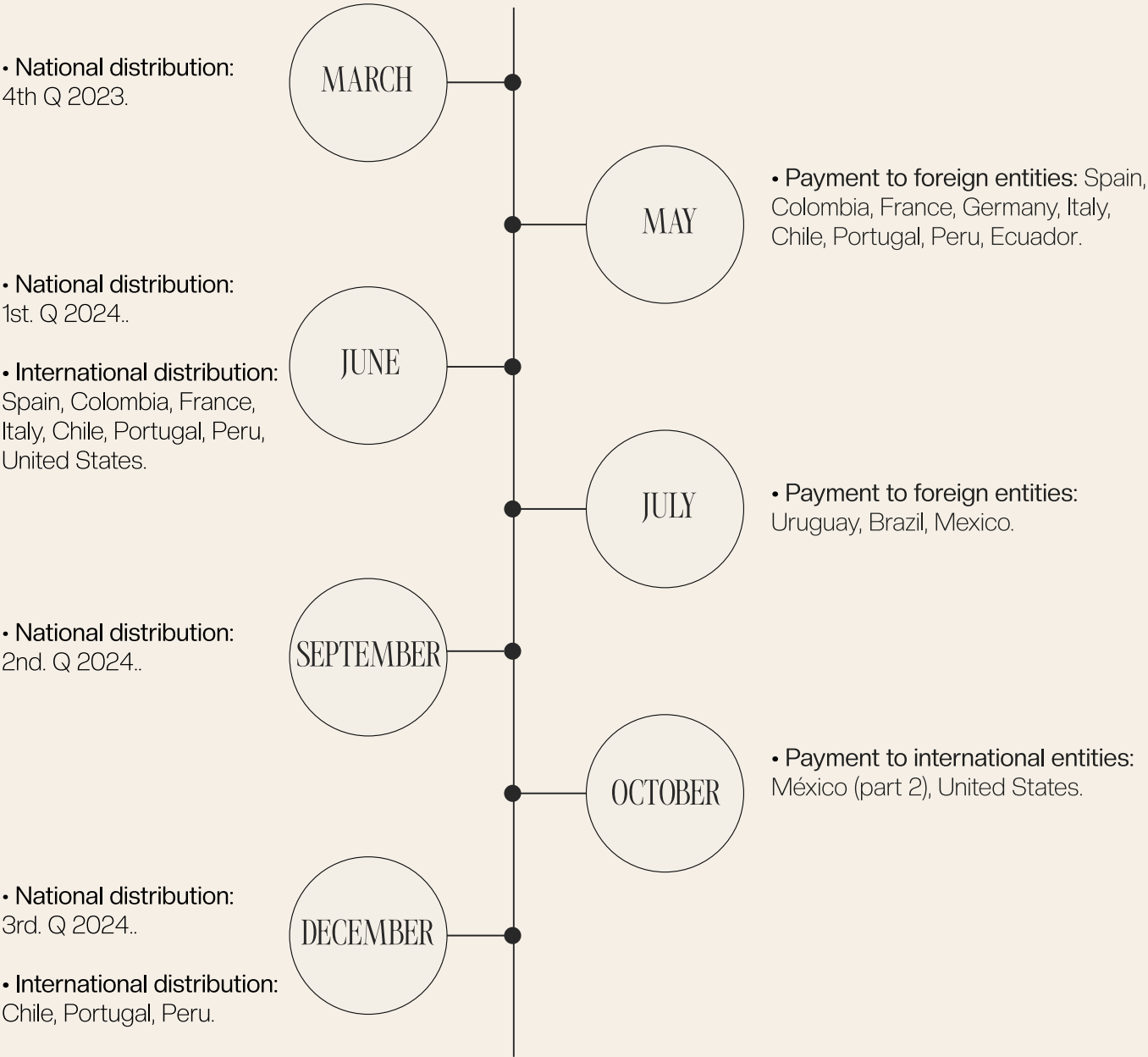
2024 stood out for the exceptional performance in terms of distribution amounts and turnaround times, reflecting SAGAI's efficiency in defending the rights of thousands of performers. The increase in the total amount distributed was mainly due to:

- ✓ We managed to distribute an additional semester of Netflix programming, thanks to the standardization of information exchange processes.
- ✓ Rights from **Disney+** and **Cinear** platforms were included in the distribution.
- ✓ The renewal of contracts with cable operators and broadcast channels resulted in increased fees.

Every year, we distribute the national collection on a quarterly basis. The only deductions applied were: **20% administration fee and 10% allocated to the operation of the Foundation**

As for **international distributions**, **100% of the collected amounts were distributed** with no deductions.

Throughout the year, we made a total of **6 distributions (4 national and 2 international)** and payments to **13 foreign entities across 3 different periods**, as shown below:



NATIONAL MANAGEMENT

Detail of Rights Distribution

PERIOD	USER	TOTALS
Q4 2023	Cable, free-to-air channels, cinema, platforms* + Netflix 1st half 2023	\$ 840,864,040
Q1 2024	Cable, free-to-air channels	\$ 740,319,617
Q2 2024	Cable, free-to-air channels, cinema, platforms* and regional channels + Netflix 2nd half 2023	\$ 1,631,480,470
Q3 2024	Cable, free-to-air channels + Netflix 1st half 2024 + historical Disney+ (2020 to Q1 2024)	\$ 1,766,260,484
Total:		\$ 4,978,924,611

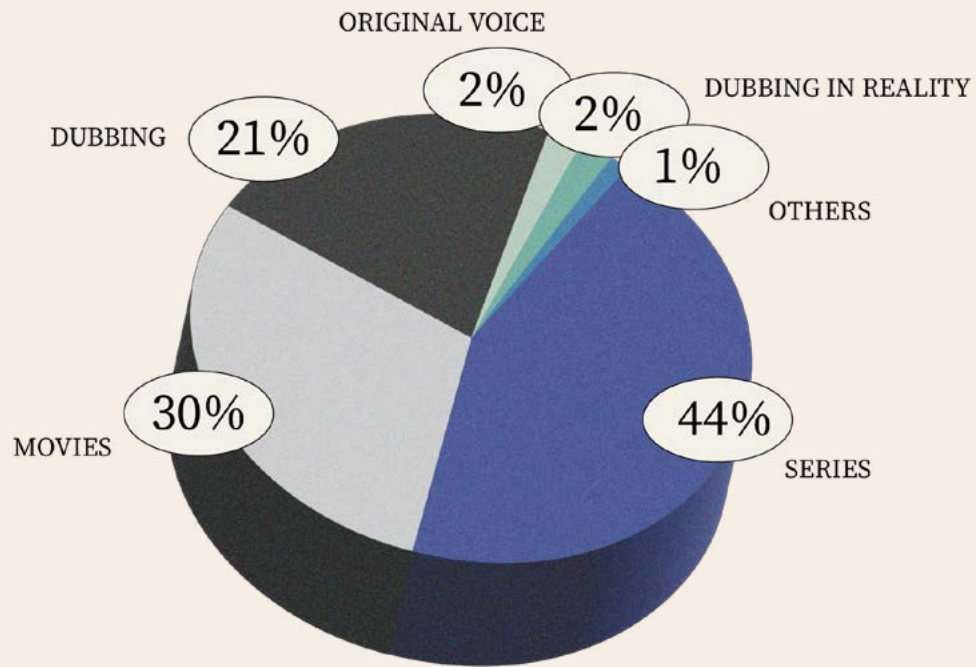
**Platforms: Teatrix, Municipality of Vicente López, Vivamos Cultura, Telefónica OnVideo*

The 2024 rights distribution covered

27,139 titles,

including works from free-to-air channels, cable, Netflix, and Disney+.
Series had a predominant role due to their frequency of airing and high ratings.

GROUP	AMOUNT
Series	\$ 2,186,481,501
Movies	\$ 1,489,093,183
Dubbing	\$ 1,058,107,240
Original voice	\$ 87,099,256
Dubbing in reality	\$ 83,251,684
Others	\$ 74,891,748
Total amount	\$ 4,978,924,611

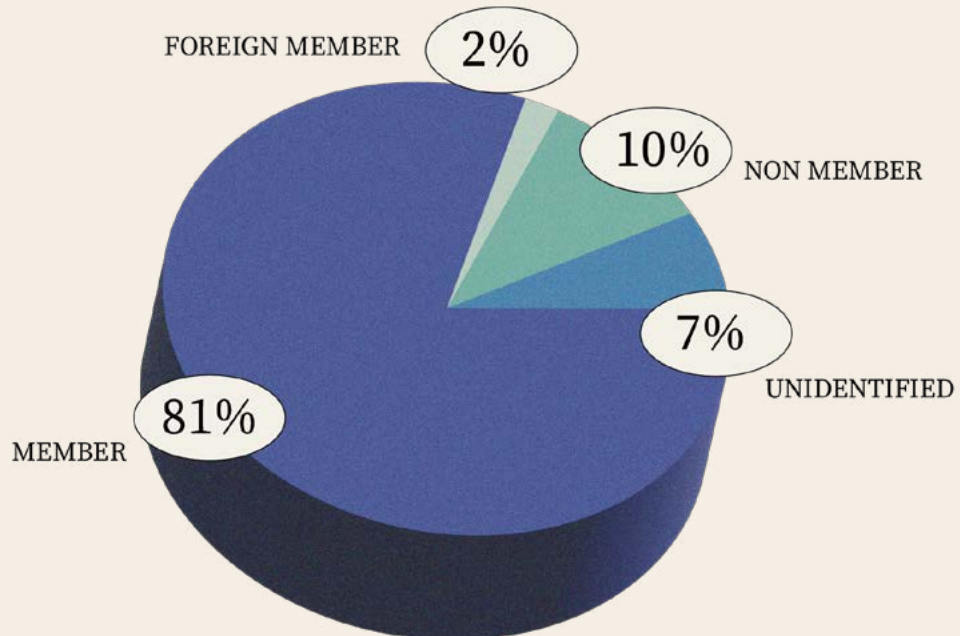


The categories in the regulations are grouped to facilitate analysis.

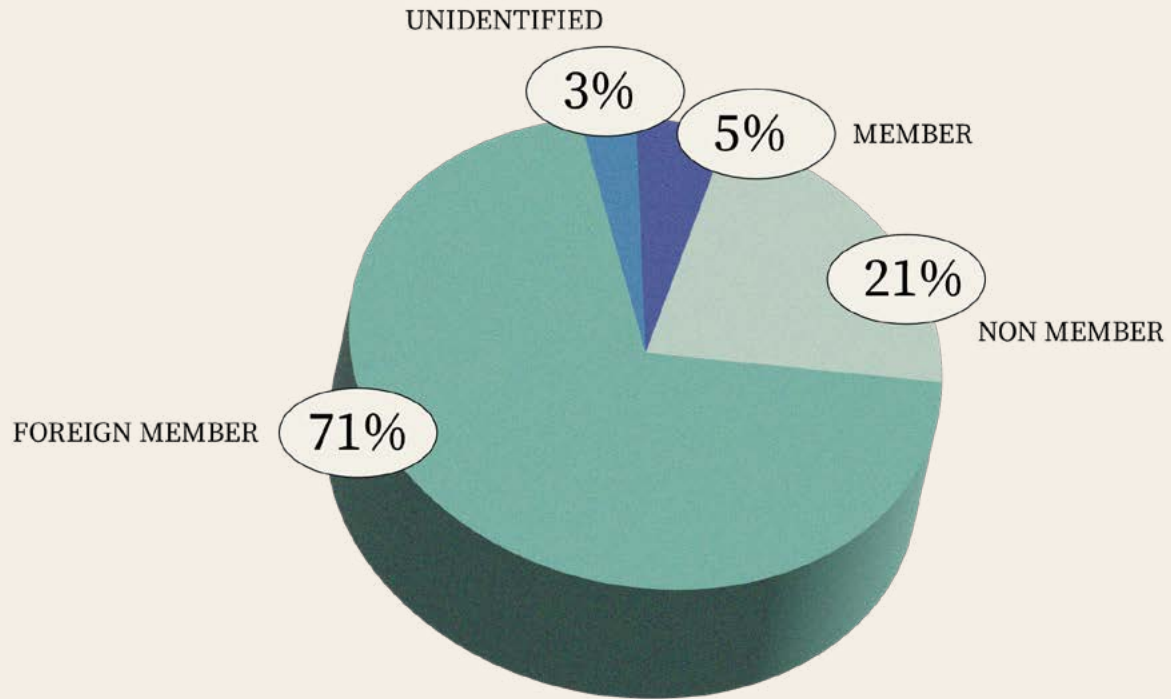
OTHERS () includes: ballet, theater plays, children's shows, docu-fiction, variety shows, puppetry, stand-up, specials, and narrations.*

Production origin of works

Based on the origin of production, works are categorized as national or international. For works with national production records, **81% of the distributed amount went to SAGAI members, and 2% to foreign society members.** Economic rights for unidentified performers remain reserved at SAGAI until identification.



For works with foreign production records, **71% was paid to foreign society members** and **5% to SAGAI members**.



This year, we continued the work of performer identification through several working groups to increase the rate of rights effectiveness. Additionally, we initiated a new activity with the **Pablo Ducrós Hicken Film Museum** to identify performers in over 70,000 photographs, so they can later be cataloged.

TE ESTAMOS BUSCANDO

(WE ARE
LOOKING
FOR YOU)

Each year, we publish the names of non-member performers who are unaware that they have rights reserved with SAGAI. Thanks to this initiative, we have obtained very positive results, even having several heirs come forward to claim the corresponding royalties.

In 2024, as a result of this campaign, **37 performers changed their status from 'non-members' to SAGAI members**.

However, it is important to note that in recent campaigns, we had to repeatedly publish the names of over 40 artists with rights due for voice dubbing performances. Establishing contact with them is essential to enforce their rights.

VOLVER A MIRAR

(REWATCH)

Thanks to this identification program, based on rewatching Argentine productions from before the year 2000, **we managed to recognize 187 previously unidentified performers in 2024.**

In 2024, the teams were composed as follows:

- **Julián Favre/Carlos Luzietti:**
responsible for re-identifying films from 1930–1970.
- **Vanina Parets/ Marta Prini /Cristina Allende:**
responsible for re-identifying films from 1970–2010.

Both teams were coordinated by **Daniel Merwicer.**

This is a summary of work by this commission from the last 4 years.

YEAR	PERFORMERS IDENTIFIED	TOTAL OF WORKS
2021	587 performers	73
2022	685 performers	96
2023	331 performers	61
2024	187 performers	42
TOTAL	1,790 performers	272

COMITE DE DOBLAJE

(DUBBING COMMITTEE)

In 2024, the team composed of **Mariela Álvarez, Gisela Viviano, Gustavo Ciardullo, Pedro Ruiz y Javier Naldjián,** completed 845 records, enabling the **identification of 543 performers.**

HISTORICAL DUBBING DISTRIBUTION

65% of the historical work value, defined in the September 2021 Member Assembly, **has already been assigned to performers.**

We continue working to recognize voices in the remaining works, with the support of our Dubbing Committee and members.

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INTERNATIONAL *MANAGEMENT*



Rights distributed
Detail by country

24

In 2024 we distributed a total of
\$ 327,792,974
originating from FOREIGN ENTITIES.

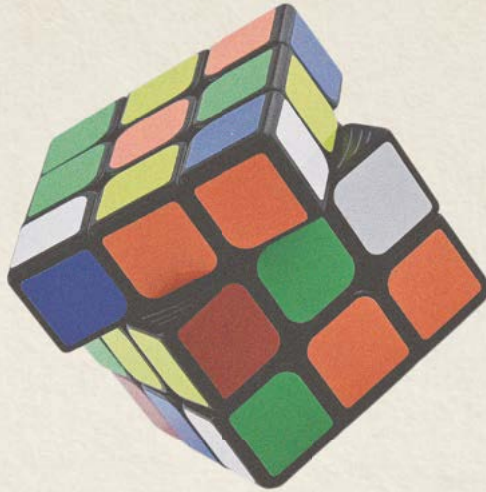
SAGAI does not apply any deductions to these distributions, as the received rights are paid in full to their respective holders.

COUNTRY	ENTITY
SPAIN	AISGE
CHILE	CHILE ACTORES
ITALY	NUOVO IMAIE
COLOMBIA	ACTORES SCG
PERU	IAP
PORTUGAL	GDA
FRANCE	ADAMI
UNITED STATES	MOTION PICTURE ASSOCIATION

RIGHTS DISTRIBUTED
to members of FOREIGN ENTITIES

COUNTRY	ENTITY	TOTALS
UNITED STATES	SAG-AFTRA	\$ 587,740,132
MEXICO	ANDI	\$ 295,745,695
BRAZIL	IAB	\$ 80,948,524
SPAIN	AISGE	\$ 64,389,772
COLOMBIA	ACTORES SCG	\$ 58,050,456
FRANCE	ADAMI	\$ 14,207,210
ITALY	NUOVO IMAIE	\$ 5,257,700
CHILE	CHILE ACTORES	\$ 2,264,985
ITALY	ARTISTI 7607	\$ 2,001,636
URUGUAY	SUGAI	\$ 1,510,597
GERMANY	GVL	\$ 635,491
PORTUGAL	GDA	\$ 630,491
PERU	IAP	\$ 320,857
ECUADOR	UNIARTE	\$ 78,557
TOTAL AMOUNT		\$ 1,113,782,103

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QUALITY MANAGEMENT SYSTEM



ISO 9001:2015 recertification
% Satisfaction Rate

24

QUALITY MANAGEMENT SYSTEM

Since 2013, our organization has had a Quality Management System (QMS) certified under the international ISO 9001:2015 standard. It is audited annually by Bureau Veritas, confirming our commitment to quality and transparency in processes related to the management of audiovisual performers' rights.

In 2024, we once again recertified these Quality Standards and expanded the QMS scope to include: *'Processes of management, distribution, and payment of national and international intellectual property rights for audiovisual performers.'*

This scope is reflected in the certificates issued by Bureau Veritas with **OAA** (Argentine Accreditation Body) and **UKAS** (United Kingdom Accreditation Service) certifications.

OAA CERTIFICATE



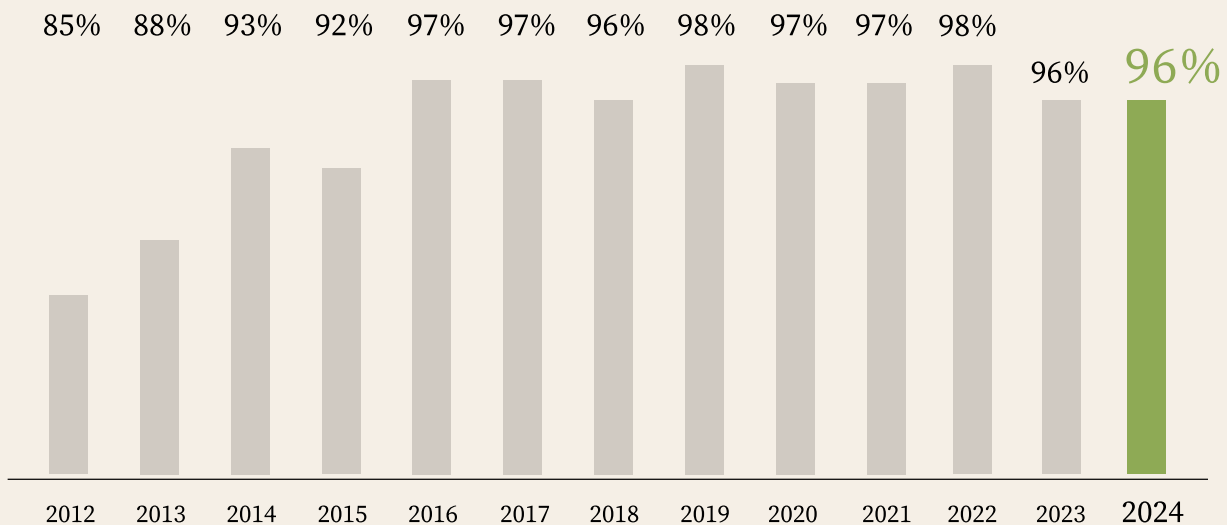
UKAS CERTIFICATE



We also carried out internal activities aimed at optimizing our processes with a focus on member satisfaction. These included audits, methodology reviews and adjustments, quality training, supplier performance evaluations, identification of improvement opportunities, implementation of new work methodologies, organizational wellness surveys, and quality surveys, among others.

As part of our quality survey, we asked our members about their satisfaction with the services provided by SAGAI and SAGAI Foundation. We evaluated key aspects such as staff service, ease of registration or data updating, available benefits, clarity in distributions and payment notices, and responsiveness during distribution reviews.

The overall result showed
96% SATISFACTION
among participants, as illustrated
in the following chart:



SAGAI Annual Report

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OUR MEMBERS



Total number of members
Benefits

24

TOTAL NUMBER
OF MEMBERS
as of December 31, 2024

8,648

TOTAL AMOUNT GRANTED
in BENEFITS

\$82,587,764

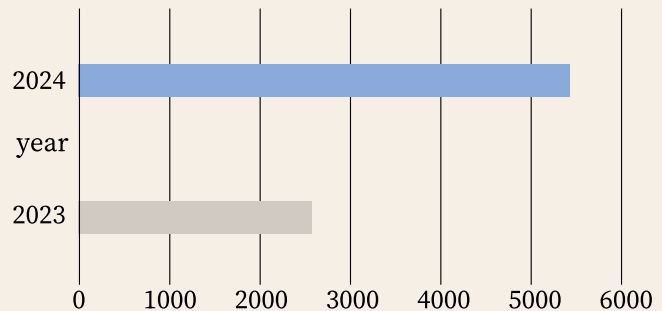
TOTAL NUMBER
of BENEFITS GRANTED

5,867

MEDICATION REIMBURSEMENT *Benefit*

Thanks to awareness campaigns conducted in 2024 about SAGAI's member benefits, 41 individuals requested medication reimbursement for the first time, joining the 328 members who already use it annually.

As a result, the number of reimbursed medications doubled: while there were 2,548 in 2023, this year it reached a total of 5,370.



ACCOUNTING ADVISORY *Benefit*

Throughout the year, we continued offering the free accounting advisory benefit, allowing 51 members to access personalized consultations. This benefit includes up to **two 40-minute meetings per year** and can be requested via email at beneficioasesoriacontable@sagai.org or through **WhatsApp +54 9 11 5118 7729**, Monday to Friday, 10 a.m. to 12:30 p.m. and 2:30 p.m. to 5 p.m.

LEGAL ADVISORY *Benefit*

This year, 18 members accessed this benefit to receive free guidance on legal matters from in-house professionals. Requests can be made via email at: consultaslegales@sagai.org

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GENDER *PERSPECTIVE*



Reflective-Participatory Day at SAGAI
March: Women's Month at SAGAI
Festival Participation
LGBTIQ+ Film series
33rd Pride march celebration:
Special screening
Survey on the current work situation

24

2024 was a year of important initiatives toward a violencefree industry
and work environment with greater inclusion and diversity.
Here are the highlights:



REFLECTIVE-PARTICIPATORY DAY AT SAGAI:

During Women's Month, we held a reflective and participatory session for collaborators featuring **Dora Barrancos**, one of the country's leading feminist figures. The activity aimed to be a collective and critical space for addressing the current situation of women's and dissidents' rights.

MARCH: WOMEN'S MONTH AT SAGAI FOUNDATION

During the "March, Women's Month" series, SAGAI Foundation resumed its public programming with special events celebrating women's presence in the arts. The program included:

Open Microphone

An event for SAGAI members and industry representatives to reflect on gender and diversity in today's audiovisual context.

'Actresses as Filmmakers' Film Series

Screenings of four films directed and/or written by actresses: "*La cama*", "*No me rompan*", "*Familia sumergida*", and "*Blondi*". The opening film, "*Blondi*", included a talk with its director and lead actress, Dolores Fonzi.

FESTIVAL PARTICIPATION

La Mujer y el Cine' Festival

SAGAI Foundation participated in its **36th edition** by awarding mentions for the best performances in national short films.

Asterisco 2024 (LGBTIQ+ Film Festival)

SAGAI Foundation **awarded Best Performance**, reaffirming its commitment to diversity in audiovisual content.

LGBTIQ+ FILM SERIES:

As part of International Pride Month, the following films were screened: *"Sublime"*, *"La Bruja de Hitler"*, *"Arturo a los 30"*, and *"Los agitadores"*. Each screening was followed by discussions with directors and guests.

SPECIAL SCREENING OF "ERRANTE CORAZÓN"

As part of Pride Week, SAGAI Foundation concluded its activities with a screening of *Errante Corazón*, a film written and directed by Leonardo Brzezicki.

33rd PRIDE MARCH CELEBRATION

This multidisciplinary project included screenings of award-winning shorts from the 2024 ASTERISCO Festival, a live radio program with audiovisual and LGBT community voices, and a discussion on activism, sports, and health. It also featured recreations of iconic LGBT movie posters and a cabaret-style improv session led by **Mosquito Sancineto**, where scenes of the LGBT movies served as a starting point to stimulate interaction and creativity of the members.

SURVEY ON THE CURRENT WORK SITUATION

In August, SAGAI launched a survey to assess the employment situation of actors, actresses, dancers, and voice performers. The survey covered topics such as: **labor market entry and working conditions; areas of performance;**

tasks carried out; forms of remuneration and income levels, among other relevant dimensions regarding professional life in the current context of the cultural industries. The results will help us build a situational diagnosis.



COMMUNICATION



- Campaign to defend culture and management societies
- SAGAI, 18 Years
- SCAPR 49th General Assembly participation
- SAGAI Self-management microsite campaign
- SAGAI Scholarships
- Social media

In 2024, we carried out multiple actions to strengthen institutional communication and raise awareness of the importance of Intellectual Property rights.

We launched awareness campaigns, promoted new initiatives, and developed communication strategies with a clear focus:
the defense of culture and collective management societies.

Through various dissemination and content strategies, we worked actively to reinforce the message about the relevance of the audiovisual industry as a fundamental pillar of Argentine culture. All this was made possible thanks to the commitment of the artistic community, which helped amplify the cause.

Below are some of the most relevant actions of the year:



Campaign to Defend Culture and Management Societies

This campaign once again brought together the artistic community around a shared goal: the survival of art and the societies that protect it. It featured the participation of 85 well-known performers.

SCAPR 49th General Assembly Participation

In 2024, SAGAI participated for the first time in the General Assembly of SCAPR (**Council of Performers' Rights Collecting Societies**) as an observer. For this event, we produced institutional videos, a presentation folder, and a dedicated website with key information about the organization.

SAGAI. 18 Years

Under the slogan 'CULTURE UNITES US, SAGAI UNITES US,' the campaign celebrating SAGAI's 18th anniversary was highly successful in terms of visibility and public image. It achieved major reach in audiovisual, radio, digital media, and on our social networks. The communication plan included a press campaign on our anniversary day, as well as content highlighting how culture is part of our daily lives.

SAGAI

Self-management microsite Campaign

We launched a campaign with 5 videos to promote access to SAGAI's self-management microsite. The aim was **to inform members about the portal's existence and the benefits of registering**, as well as to encourage data updates.

SAGAI Scholarships

We continued offering one of our most popular benefits. In March 2024, we opened the call and **awarded 27 National Scholarships** so more performers could advance their artistic education in Argentina. Since its launch, **362 members have received scholarships** to further their artistic training.

In 2024 we added Linkedln to our digital channels

to strengthen our professional presence and connect with a broader, more specific audience. Starting in September, we published weekly content aligned with our branding, networking, and positioning goals within the industry.

SOCIAL MEDIA

.....



@sagai_org

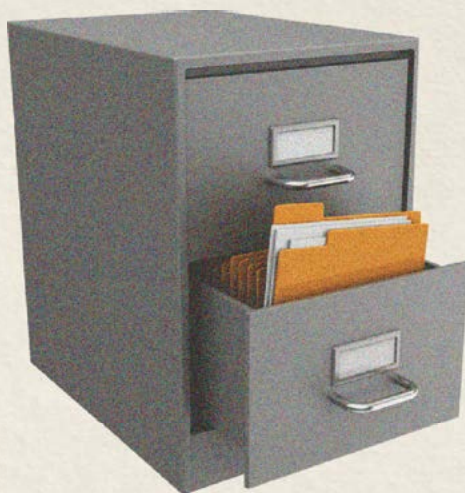


@Sagai.Org



@sagai_org

	FOLLOWERS	Dec. 2023	Dec. 2024	Growth
Instagram		30.981	42.309	↑ 36.55%
Facebook		22.594	26.149	↑ 15.73%
X		11.158	12.592	↑ 12.86%



LEGAL AFFAIRS



Streaming platforms
Youtube

Voice dubbing actors lawsuit
Case CCC 54.366/2016 and CCC 21.298/2016

In this section, we report on the most relevant legal matters involving the organization:

STREAMING PLATFORMS

During this period, a significant agreement was reached with The Walt Disney Company Argentina S.A. for its products Disney+ and Star+, now unified under the Disney+ platform. Negotiations were also held with Apple Service Latam LLC (for Apple TV), Pan American Energy S.L. (for its On Stream platform), ViacomCBS Digital DTC International LLC (for Pluto TV and Paramount+), and MercadoLibre SRL (for Mercado Play).

foreign-based companies for platforms such as Amazon Prime and Max (formerly HBO). We still lack legislation to protect our members so that platforms operated by foreign-based companies, as well as those with a local presence, have equal obligations and comply with applicable Intellectual Property rights.

We continue monitoring various platforms and updating users based on SAGA's prescribed conditions.

We have continued to file claims with various

The chart below reflects the current status and the work carried out:

MAIL	SIMPLE LETTER	RL	MEDIATION	TRIAL	AGREEMENT	NEGOTIATION
✓	✓	✓	✓	QUBIT TV		
✓	✓	✓	✓		DISNEY+ Y STAR+	
					NETFLIX	
✓	✓	✓	AMAZON PRIME VIDEO			
✓	✓	✓	HBOGO now HBO MAX			
✓	✓	✓	✓			PARAMOUNT
✓	✓	✓	✓			PLUTO TV
✓	✓	✓	✓			APPLE TV+
				YOUTUBE		
✓					MOVISTAR PLAY MOVISTAR TV	
✓					CLARO VIDEO Y CLARO TV	
✓					MUNICIPIO VTE. LÓPEZ (LUMITON)	
✓					TEATRIX	
✓						DIRECTV GO (NOW DGO)
✓						MI TELEFE APP TELEFE PAGINA WEB
✓						TELECENRO PLAY
✓	✓	✓	✓			MERCADO PLAY
✓	✓	✓	✓			ON STREAM
✓	PLEX TV					
✓	✓	BABYTV VIDEO				

Youtube

The lawsuit against YouTube is ongoing despite SAGAI's consistent efforts to reach a settlement ensuring fair economic compensation for the public communication of audiovisual performances on the platform. As YouTube has refused to settle, the case is now in the evidentiary stage.

Voice Dubbing Actors Lawsuit

The lawsuit 'FALCÓN GRAÑA, LUCIANA ET AL. v. SOCIEDAD ARGENTINA DE GESTIÓN DE ACTORES INTÉRPRETES ASOCIACIÓN CIVIL SAGAI s/RENDICIÓN DE CUENTAS' (Case No. 052101/2020), is ongoing before Civil Court No. 73. After no agreement was reached during the conciliation hearing, the case moved to the evidentiary stage.

Nonetheless, in 2024, several plaintiffs withdrew their claims (Gustavo Ariel Ardullo, Javier Marcelo Naldjian, Juan Manuel Echave, Lorena Soledad Muñoz, Martín Gopar, Pedro Lucas Ruiz Aturelli, and Marisa Paula Grieco). Additionally, in December, the legal team representing all the dubbing actors who filed the lawsuit resigned, leaving them represented solely by their attorney-in-fact, Dr. Lucas Rizzo.

CCC 54.366/2016 y CCC 21.298/2016

These cases were consolidated under CCC 21,298/2016, which was resolved with a final dismissal in favor of all SAGAI directors accused.

The investigation pertained to alleged fraud related to an agreement with DIRECTV. On February 6, 2017, the court ruled there was no basis to prosecute or dismiss Jorge Marrale, Martín Seefeld, and Pablo Echarri. This ruling was upheld by the Court of Appeals.

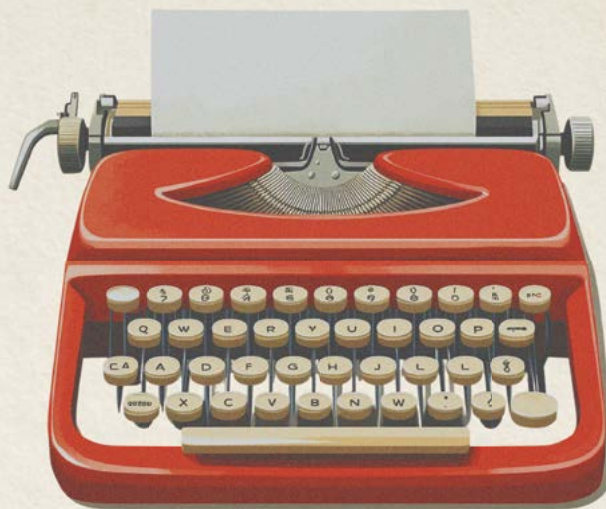
The Court clearly stated that ***'the facts presented here do not suggest criminal behavior.'*** However, due to a new complaint about the alleged diversion of royalties intended for dancers and voice performers, they could not be formally dismissed until that new matter was resolved.

Following extensive investigation and evidence, the Public Prosecutor's Office recommended the dismissal of all the accused, and this was confirmed by Prosecutor's Office No. 3. Finally, on May 31, 2024, **Judge Karina Mariana Zuconi of Criminal and Correctional Court No. 15 ruled the dismissal of all SAGAI directors, stating that the matter regarding the DIRECTV agreement and the alleged royalty diversion of the rights of dancers and voice performers did not constitute a crime.** She also affirmed that the legal case did not tarnish the reputation of the accused.

This ruling was confirmed by the National Court of Appeals on October 1, 2024. No appeals were filed, so the case was definitively closed.

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HUMAN CAPITAL



Coexistence in diversity
Sustainability and holistic wellness
Organizational wellness survey
Training

24

In 2024, the Human Capital area reaffirmed its commitment to the integral development of the people who are part of our organization. Through various initiatives, we aimed to foster an inclusive, sustainable, and wellness-focused work environment.

Coexistence in Diversity

On **International Women's Day**, we organized an in-person session for employees with **Dora Barrancos**—former deputy, sociologist, and historian, recognized for her contributions to feminism in Argentina. **The event provided a space for critical reflection on the current context.**

We renewed our commitment to **PARES**, a public-private program led by the **Buenos Aires City Gender Equality Office**. This project promotes **women's inclusion in the workplace and guarantees equal professional development opportunities**. In this context, we held several virtual talks on topics like unbiased recruitment and gender violence protocols.

We also participated in **inter-company meetings** focused on sharing experiences and discussing how to integrate and strengthen gender perspectives in workplace environments—encouraging practices that promote equality and inclusivity.

Sustainability and Holistic Wellness

We advanced our sustainability campaigns by implementing the **#PlasticFree** initiative to reduce waste and encourage recycling. Regarding wellness, **we reinforced internal communication to raise awareness about mental health and work-life balance.**

Organizational Wellness Survey

We renamed our Organizational Climate Survey to 'Organizational Wellness Survey,' aligning with our focus on physical, psychological, and emotional health.

93.75%

*of employees reported feeling
SATISFIED or VERY SATISFIED
with the organization.*

Training

We understand that continuous learning is essential to making SAGAI a more efficient organization. Our annual training program prepared us to face changes and seize opportunities in a dynamic work environment.

In 2024, we conducted

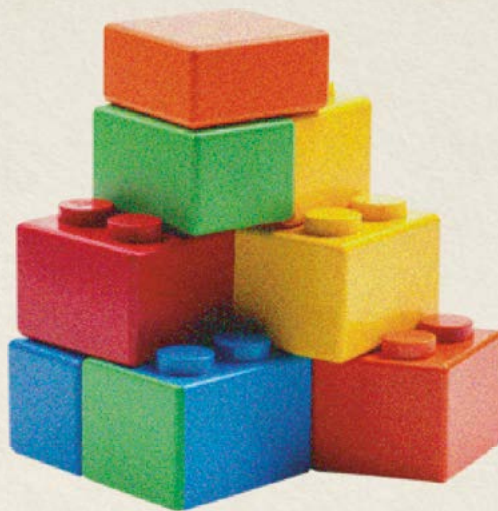
34 TRAINING SESSIONS

achieving a 94.12%
completion rate of the annual plan.

Highlights included sessions on copyright, management indicators, and first aid—all prioritized to support the professional growth of our team.

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SAGAI *FOUNDATION*



SAGAI Foundation in numbers
Career Recognition in Audiovisual Media
Diploma in Audiovisual Media Acting
Other Diploma Program Activities
Cultural Agenda
Awards

24

SAGAI FOUNDATION
in numbers

348

MEMBERS HONORED
for their career achievements

53

INDIVIDUAL SUBSIDIES GRANTED

34

TRAINING PROGRAMS OFFERED

1,116

members participated in
PROFESSIONAL TRAINING ACTIVITIES

50

members enrolled in the second cohort of the
DIPLOMA IN AUDIOVISUAL MEDIA ACTING

Throughout 2024, we continued supporting our members in their personal lives through individual subsidies. Efforts were made to streamline the process, acknowledging the urgency of each case.

53

Members received the benefit:



5 FOR PREGNACY

7 FOR CHILDBIRTH / ADOPTION

41 FOR CRITICAL SITUATIONS

CAREER RECOGNITION in Audiovisual Media

We continued supporting members aged 80+ by providing an annual financial recognition through our universal coverage system, including a *'Plus' for artistic contributions in audiovisual media*.

348

members received
this recognition in 2024.

PROGRAMS FOR ELDERLY ADULTS

Social and recreational activities continued in 2024, with a memory stimulation course by Claudia Molina and the theater program *'Crear Valor'* led by member Joselo Bella

48

elderly members participated.

DIPLOMA IN AUDIOVISUAL MEDIA ACTING

This year, a new cohort joined the program, designed to provide comprehensive training for performers in audiovisual environments. The diploma equips SAGAI members with essential skills for television, cinema, and digital platforms.

50
members participated,

304
hours completed for the complete
duration of the program for each
commission.

OTHER DIPLOMA PROGRAM ACTIVITIES

Roundtable at FICBA BUENOS AIRES PROVINCE INTERNATIONAL FILM FESTIVAL.

The panel, titled *'From Artistic Experience to the Production Scheme,'* presented the Diploma program with the participation of Claudio Beiza, Noemí Fuhrer, Fernando Spiner, and Javier Diment.

Final Integrative Project (FIP)

As part of the FIP, three productions were filmed: two 25-minute short films directed by Fernando Spiner and a 50-minute medium-length film directed by Javier Valentín Diment. For the second consecutive year, the filming crew included professional directors, cinematographers, art directors, producers, assistants, gaffers, makeup artists, and costume designers.

PROFESSIONAL TRAINING PROGRAM

In 2024, SAGAI Foundation strengthened its comprehensive training offering through a combination of in-person and virtual activities, aimed at both members and the general public. These activities included seminars, series, workshops, master classes, intensive courses, and round tables. With the goal of promoting access to a diverse and high-quality program, affordable slots were offered to all non-member actors and actresses interested in training and developing professionally through our organization.

1,116
members participated
in regular training activities.

34
regular training activities
conducted

The proposals

Performance in front of the camera | *Javier Diment*
How to manage your first audiovisual project? | *Nicolás Sorrivás*
Neutral accent | *Carla Scatarelli*
Movie script writing workshop | *Fabián Forte*
Casting Lab | *Natalia Monteferrario*
Meisner Technical Masterclass | *María Gowland*
Comprehensive training | *Raquel Ameri*
Cinema improv | *Camila Toker*
From the idea to the script | *Sol Pérez Romero*
Improv, training and production techniques | *Mosquito Sancineto*
National cinema round table: present, future and potential rescue routes
Acting in front of the camera | *Paula Hernández*
The voice in the scene | *Carmen Baliero*
Neutral accent II | *Carla Scatarelli*
Introduction to Meisner technique | *María Gowland*
Masterclass | *Anahí Berneri*
Yoga | *Leandro Cunha*

Masterclass | *María Laura Berch*
Instinct and creation technique | *Manuel Vicente*
Literary workshop, first online writings | *Eugenia Pérez Tomas*
Once the camera is on | *Eduardo Milewicz*
Create your own tragicomedy | *Carolina Molini*
Script interpretation | *Guillermo Hermida*
Online neutral accent | *Carla Scatarelli*
Training for actors | *Ana Frenkel*
How to search for work in the audiovisual world? | *Fabiana Uria*
Performance, a will to act | *Ricardo Bartis*
The power from the wreckage | *Nora Moseinco*
The arts of the body in post-organic times | *Mauricio Kartun*
Acting as a devotion act | *María Alché*
Round table: the acting job path in platforms times
Acting lab: *Daniel Casablanca*
Acting lab: *Los Sutottos*
Acting lab: *Rafael Spregelburd*

CULTURAL AGENDA

THEATER AT SAGAI FOUNDATION

Since its inception, SAGAI Foundation has supported theater as a central part of its work. In 2024, we continued supporting independent theater cooperatives, ensuring access to plays premiered in the independent circuit through the solo performance series 'Más Teatro' ("More Theater") and the 'Winter Vacation' series.

A total of
54
plays were presented at the Hugo Arana Hall
in 2024.

Works of Más Teatro (“More Theater”) 2024 Program

Works	Responsible party
<i>Pundonor</i>	Andrea Garrote
<i>Extranjera Lenta</i>	Flor Bobadilla Oliva
<i>Desde La Luna</i>	Héctor Segura
<i>Una Forma Más Honesta</i>	Liliana Weimer
<i>Las Criadas</i>	María Dolores Ocampo Seguí
<i>La Casa De Las Palomas</i>	Mercedes Quinteros Barja
<i>La Carrera, No Es Lo Mismo Respirar Que Vivir</i>	Johanna Sztryk
<i>Suyay</i>	Pilar Ruiz
<i>Las Encadenadas: La Revuelta</i>	Juan Mako
<i>Una Muerte Compartida</i>	Paolo Giuliano
<i>De Profesión Maternal</i>	Sol Cintas
<i>Dos Bacalaos Noruegos</i>	Leticia Torres
<i>Brotherhood</i>	Julia Alicia Funari
<i>No Me Llames</i>	María Figueiredo
<i>Yuna Soy Yo</i>	Horacio Peña
<i>Los Otros Duarte</i>	Cecilia Sgariglia
<i>Familia De Artistas</i>	Lisandro Penelas
<i>Paisaje Kilómetro 31</i>	Inda Lavalé
<i>La Paciencia</i>	Valeria Giorcelli
<i>La Vida Animal</i>	Julián Rodríguez
<i>La Patria Al Hombro</i>	María Rosa Frega
<i>La Trinidad</i>	Cecilia Cosero
<i>Si Alguna Vez Te Hace Falta Mi Vida</i>	Elida Schinocca

Work	Responsible party
<i>Loop De Amor Sinfin</i>	Marta Mediavilla
<i>Monte Chingolo</i>	Rolando Pisanu
<i>El Juego De La Silla</i>	Miguel Sorrentino
<i>La Gravedad De Las Burbujas</i>	Juan Pablo Galimberti
<i>Cocinando Con Elisa</i>	Mariana Emilia Giovine
<i>Voces De Malvinas</i>	Francisco Javier Civit
<i>Crhistiane, Un Biomusical Científico</i>	Belén Pasqualini
<i>Toda Persona Vista De Cerca Es Un Monstruo</i>	Mauro Anton
<i>Shakespeare Conspirador</i>	Mario Pablo Moscoso
<i>Sería Una Pena Que Se Marchiten Las Plantas</i>	Esteban Iván Kukuriczka
<i>Hermanos Siralmik, Somos Los Que Recordamos</i>	Ricardo Larrama
<i>Seré</i>	Sofía Brito Maur
<i>La Yoli Mindolacio</i>	Manuela Méndez
<i>Mientras Se Vuelan Los Campos</i>	Raquel Albéniz
<i>Guayra, Nuevo Vientos</i>	Adriana Sobrero
<i>Los Invisibles</i>	Eleonora Svartzman
<i>Suite Chejov</i>	Alexia Moyano
<i>La Luz Que Recorrió A Margarethe</i>	Stefanía Koessl
<i>Volcán De Burjas</i>	Ezequiel Tronconi
<i>Entre Tus Siestas</i>	Brenda Inés Howlin
<i>Las Cargas</i>	Pablo Chao
<i>Pastor Alemán</i>	Franco Maurizi

CINEMA AT SAGAI FOUNDATION

In 2024, we solidified the national film screening series at the Hugo Arana Hall, held from March to November, with **nine different monthly themes**. Each screening on the first Thursday of the month was followed by discussions with filmmakers, critics, and industry members.

38
films were screened across **nine thematic series** in the Hugo Arana Hall.

The programs presented

March	April	May	June	July
WOMEN MONTH	MISIONES PROGRAM	HUMOUR CINEMA	PRIDE CINEMA	ENERC CINEMA
August	September	October	November	
ACTORS IN THE PLOT	SUSPENSE CINEMA	HORROR CINEMA	AWARDED ON SCREEN	

MARCH: WOMEN'S MONTH

As part of 'March, Women's Month', SAGAI Foundation resumed its public programming with a special lineup celebrating women in the arts.

Activities included:

- **'Actresses as Filmmakers'** Film Series: Screenings of "Blondi", "La cama", "No me rompan", and "Familia sumergida."
- **Open Microphone event** fostering discussion and reflection as part of the MWM activities.

OTHER PROJECTS

AUDIOVISUAL MARATHON CONTEST 2024

SAGAI Foundation relaunched the **Audiovisual Marathon Contest** to recognize and promote national and independent short film productions. The call included three categories: traditional media, alternative media, and one-minute videos. The selection process was carried out by a jury made up of members with experience in the audiovisual field, who selected the top three entries in each category. In addition to the awarded entries, one more winner per category was chosen by public vote through an online platform.

14
winning projects in the 2024 contest.

5
SAGAI members served as jurors in the project selection.

+DANCE

In its commitment to supporting dance, the Foundation held the first edition of the “Más Danza” (“More Dance”) contest in 2023, awarding financial prizes to four selected proposals. In 2024, to honor the winning projects, a special event was organized where the works PERIMETRAL, T PARA T, and L4-L5 were presented at the Foundation's Multipurpose Room. This success led the Dance Committee to launch a second edition, selecting three new works through a closed call: INGAUCHO, JUAN, and SIMPLA.

6

dance projects presented in 2024.

READING AT HOME SERIES

This year, we also launched the Reading at Home project, an initiative designed to offer literary journeys in various spaces within SAGAI Foundation's headquarters. The participating actors and actresses were: Vanesa Maja, María Inés Sancerni, David Masajnik, Pablo Kusnetzoff, Muriel Santa Ana, Eugenia Alonso, Roberto Pelsoni, Iván Moschner, Mara Bestelli, Ingrid Pelicori, Jorge Prado, Gabriel Rovito, Ana Garibaldi, Agustín Rittano, and María Merlino.

16

performers took part in the series.

THE LAST THURSDAY'S CABARET

During the last Thursdays of September, October, and November, the series The Last Thursday's Cabaret was held—an artistic proposal consisting of cabaret-style variety shows. This format offered a unique and dynamic experience, blending various artistic disciplines and encouraging active audience participation, including both members and non-members.

11

artists participated in the series.

3

performances held.

PRIDE DAY

This project featured a **multidisciplinary approach involving various artistic and cultural activities**. Screenings of the 2024 winning short films from the ASTERISCO Festival were held, along with a live radio program featuring guests from the audiovisual and LGBT sectors, focusing also on activism related to sports and health. The program also included a recreation of iconic LGBT movie posters, directed by professionals in photography and costume design. Additionally, an improvisation match led by Mosquito Sancineto took place, using LGBT film scenes as a prompt for interaction and creativity among participants.

SAGAI FOUNDATION RADIO

In 2024, we launched SF RADIO—a project aimed at becoming a cultural reference space in the industry, **promoting reflection, debate, and the exchange of ideas around culture**. Our goal is to establish SF Radio as an innovative, high-quality platform run by Argentine actors and actresses, reaching a wide and diverse audience. This year, SF Radio began programming with a varied lineup including audio dramas, interviews, debate shows, and segments on disciplines like dance, literature, and other artistic expressions. Notable programs include *Persiana Americana* and *Vamos que Venimos*, designed to enrich the country's cultural and artistic scene.

AWARDS AT FESTIVALS

This year, SAGAI Foundation continued to honor the work of Argentine actors and actresses by awarding special mentions at national festivals. These recognitions included a diploma and a monetary prize, reflecting the Foundation's commitment to supporting and valuing local talent.

14

performances recognized
at national festivals.

9

festivals with SAGAI Foundation
participation in 2024.

27

members served as jurors.

The festivals

- | | |
|--|---|
| * Festival Asterisco | * MAFICI
(Madryn Festival Internacional de Cine) |
| * Festival Tucumán Cine | |
| * FICPBA
(Festival Internacional de Cine de la Provincia de Buenos Aires) | * FAN
(Festival Audiovisual de Neuquén) |
| * Festival VECINE | * TANDIL Cine |
| * EAB
(Festival Audiovisual de Bariloche) | * Patagonia Cine |

SAGAI Annual Report 2024

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