

STUDIO 100 MEDIA AND ZAPF CREATION CONCLUDE EXTENSIVE LICENSE COOPERATION WITH HEIDI

Munich, October 29th, 2019 - Studio 100 Media and Zapf Creation have signed an extensive international license agreement for CGI brand "Heidi". The multi-year agreement initially covers the rights in German-speaking territories, France, the UK and Ireland, Russia, Poland, Scandinavia, Benelux, the Czech Republic and Slovakia. The cooperation includes puppets and plush figures of the characters from Studio 100's popular CGI series. The new products will be available from 2020.

Zapf Creation will launch a total of five products - one Heidi soft doll with talkback function, 30cm tall, two cuddly Heidi and Peter soft dolls, 30cms tall, and two cuddly toys, the St. Bernard Josef (20cm) and a goat (15cm). The sweet dolls are manufactured in a completely new production process. A special fabric mask for the face is formed by warmth, printed in digital print and softly stuffed, thus the doll receives a three-dimensional natural appearance and remains thereby soft and cuddly. As the dolls wear plastic shoes, they can even stand tall.

Wolfgang Hoffmann, EVP Corporate Marketing & Product Development said, "We are happy that we have developed marvellous Heidi products in cooperation with Studio 100 Media and we are very optimistic, that many Heidi fans will love these dolls and cuddly plush animals. They are very authentic and simply adorable."

Peter Kleinschmidt, Commercial Director of Studio 100 Media says, "The cooperation with Zapf Creation complements the merchandise world around Heidi with special products and a convincing brand fit. In 2020 Heidi will have a broad presence around the globe – with the international launch of the CGI-series' Season Two and also on toy shelves. Together with a strong partner like Zapf, we are looking forward to presenting a really successful range of dolls and plushes that will make the hearts of the fans beat faster".

Zapf Creation AG

Setting free a child's imagination

Founded in 1932, the Zapf Creation AG is presumed to be Europe's leading manufacturer of playdolls, function dolls and accessories. The branded play concepts, especially BABY born® and Baby Annabell® are sold worldwide in over 65 countries. All brands of Zapf Creation have a high standard of quality, design, safety and play value.

For more information: www.zapf-creation.com

Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The Company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the Company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. www.studio100media.com

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