

STUDIO 100 GROUP AND COOLS GROUP BRING MAYA THE BEE BIO ICE CREAM DOTS TO POLAND

Munich, 10 March 2021. Studio 100 Media and Cools Group have signed a license agreement for the CGI brand "Maya the Bee" thanks to Studio 100's local licensing agency Planeta Junior. The multi-year agreement brings tasteful Maya the Bee Bio ice cream dots to Poland. Made only with natural ingredients and with no colourants or preservatives, Cools ice cream is a perfect fit for Maya the Bee. Available in four different flavours bubble gum, cream, cotton candy and vanilla, Cools Maya the Bee Bio ice cream dots will be available once the 2021 ice cream season commences.

"Maya the Bee" is the first character to be branded with Cools ice products. Cools Group trusts, that Maya is the perfect fit and an addition benefit to their product range. Maya the Bee stands for timeless values and has accompanied children since the 1970ies. That makes Maya the Bee one of the most well-known children's properties in Europe. Maya is loved by millions of children, their parents and grandparents worldwide, making Maya a true multi-generational family character.

Przemysław Rogowski, CEO of Cools Group says: "The adventures of Maya the Bee brings joy to successive generations. I remember perfectly the cartoons from my youth. We very much look forward to working with Studio 100 and I am confident that together we will create an excellent product. "

Joachim Knödler, Head of Licensing Studio 100 Media says: "We are thankful for the trust Cools Group has placed in us and in Maya to be the first ever license signed for their delicious Bio ice cream. We cannot wait for the first warm days and the summer to bring this amazing product to kids and their families."

About Cools Group

Cools Group is a Polish company producing the highest quality .BIO Cools Ice Cream Dots. All its products derive from nature. Using top quality .BIO ingredients they create unforgettable ice cream flavours.

About 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.studio100group.com

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