

## **STUDIO 100 MEDIA | M4E AND THE BRANDSTÄTTER GROUP PRESENT ICON BRAND „HEIDI“ IN THE WORLD OF PLAYMOBIL**

*Munich, March 27<sup>th</sup>, 2019.* Studio 100 Media | m4e and the geobra brandstätter Stiftung & Co. KG have signed an extensive license agreement for "Heidi". The multi-year agreement covers the worldwide rights with the exception of some territories in Asia. As part of the cooperation, Playmobil figures of the popular series characters, various play sets matching Heidi's adventures and more product innovations are planned from 2020 around the CGI series and the planned theatrical feature of the Studio 100 group. In addition, both companies will jointly implement moving image content.

"We are happy to have found such experienced partners in the kids entertainment area as Studio 100 Media and m4e. The joint processing of licensing themes challenges to new creativity and promises new play experiences that will inspire kids in the long term. We are looking forward to many high-value products, in the physical as well as in the digital area" comments the management board of geobra Brandstätter.

Peter Kleinschmidt, International Commercial Director of Studio 100 Media | m4e adds, "Playmobil and Heidi are already cult brands in their own right. They are a perfect fit and we are absolutely convinced that the planned figures and play sets will delight kids and grown-up fans around the globe. We are looking forward to this cooperation with such a strong strategic partner which optimally complements the diverse product range of the Heidi brand."

### **ABOUT PLAYMOBIL and geobra Brandstätter Stiftung & Co.KG**

geobra Brandstätter Stiftung & Co.KG - headquartered in Zirndorf, Germany - is the producer of PLAYMOBIL® and known for premium toy quality made in Europe.

The 7.5 cm tall PLAYMOBIL® figure is the cornerstone of this creative toy system, and is an internationally award-winning product. The imaginative role play opportunities, integrated with a variety of historical and modern play themes, are fascinating to children and highly valued by parents and educational practitioners alike. Since its launch in 1974, more than 3 billion PLAYMOBIL® figures have been produced. The company distributes its toy system, consisting of around 40 different play themes, in approximately 100 countries and employs more than 4,400 people. Worldwide turnover for the Brandstätter Group reached 741 million Euros in 2017. PLAYMOBIL's certified high quality is guaranteed by using company-owned European production sites in Germany, Malta, the Czech Republic and Spain.

Since 2000, the innovative company has also been producing the LECHUZA brand of high-quality plastic planters with sub-irrigation system.

### **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.studio100media.com](http://www.studio100media.com)

### **About m4e**

The m4e Group, founded in 2003, is an international brand management and media company focusing on children's and family entertainment content. m4e AG is a leader in creation, production, distribution and marketing of animated and live action programming. Its library of more than 2,300 episodes features some of the most recognizable brands such as "Mia and me®", "Tip the Mouse", "Wissper", "Lizzie McGuire", "Rainbow Fish" and "Conni".

The m4e Group includes Tex-ass Textilvertriebs GmbH, Telescreen B.V., m4e Television GmbH, Hahn & m4e Productions GmbH and the joint venture company YEP! TV Betriebs GmbH & Co.KG, as well as m4e Licensing & Merchandising, a full-service agency/division that represents international entertainment brands such as "Beyblade" or "Miffy". [www.m4e.de](http://www.m4e.de)

In February 2017, the Studio 100 Group acquired the majority interest in m4e AG. Cooperating closely on projects - from the first idea to a kid's smile in one of the theme parks - the companies will use their synergies in both national and international activities. Under the roof of Studio 100, one of the largest European companies for children's and family entertainment is now formed.

### **Contact for Media**

Joe Hofer  
PR Manager International Licensing &  
Global Distribution  
Studio 100 Media AG | m4e AG  
Phone: + 49 (0) 89 960 855 286  
Email: [hofer@m4e.de](mailto:hofer@m4e.de)

Carla Herzog  
PR Manager Corporate Communications,  
International Film PR & Licensing GSA  
Studio 100 Media AG | m4e AG  
Phone: + 49 (0) 89 960 855 156  
Email: [carla.herzog@studio100media.com](mailto:carla.herzog@studio100media.com)