

STUDIO 100 MEDIA | M4E'S MAYA THE BEE, MIA AND ME AND HEIDI ARE HEADING TO NORTH AMERICA

Munich, May 29th, 2019. Munich-based brand management and media group Studio 100 Media | m4e has partnered with JLK Brand Licensing Group, Westport CT, to build a long-term licensing and merchandising program for its "Maya the Bee", "Mia and me" and "Heidi" in USA and Canada.

The deal with JLK follows the acquisition of Little Airplane Productions in late 2017 which also marked an important step into the North American territory for Studio 100 Media | m4e, not only in terms of production but also distribution.

JLK deploys all the skills of its founders Joshua Kislevitz and Kathleen McCarthy Fording and was founded on the principle that nothing is more important than the brand and its "one of a kind" traits. Founders Kislevitz and McCarthy Fording, both working for United Media before, bring in a proven track record of success and a wealth of knowledge to both the licensor and licensee side of the business, which are important assets for Studio 100 Media | m4e and their key brands.

The potential for licensing & merchandising for those brands was proven by the results of a special content distribution campaign on the US YouTube Kids app. During a one-month span, featuring a special playlist with 25 full episodes of "Maya the Bee" in March and April 2019, the average amount of views jumped up by 273 per cent to reach 7.6 million views. While "Mia and me" has been picked up by Netflix for the US and is reportedly performing strong on this platform. And "Heidi" will for sure make some impact in the US- and Canadian territories when Playmobil will launch the "Heidi" toy line in 2020."

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

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

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

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