



MARTIN KRIEGER APPOINTED CEO OF STUDIO 100 MEDIA

Schelle / Munich / Sydney, July 10th, 2019. Studio 100 is pleased to announce the appointment of Martin Krieger as CEO of Studio 100 Media and its subsidiaries Studio 100 Film, m4e and the newly formed Studio Isar Animation (Munich / Germany). Mr Krieger will also be responsible for the global commercial business of Studio 100 International including content distribution, licensing and consumer products for the entire Studio 100 slate and some third party IPs.

Mr Krieger takes on this role after years of experience within the media and marketing industry including his excellent track record in leading the global content distribution team of Studio 100 previously where he successfully established its international YouTube business. Prior to this, he worked for The Walt Disney Company in various marketing roles and most recently was responsible for content partnerships at YouTube / Google.

Hans Bourlon, co-founder and CEO of Studio 100 Group, comments; "We are delighted to appoint Martin as CEO for Studio 100 Media, we have great faith in his ability to lead due to his already impressive accomplishments within our Studio 100 Group. I trust him to successfully steer the company during this new phase and perform an essential management role in our newly formed international leadership team."

"Martin and I established an excellent working relationship during his time as Head of Global Distribution and I'm thrilled to be collaborating with him in our new international leadership team working on Studio 100's global expansion," adds Barbara Stephen, Content CEO of Studio 100 International and CEO of Flying Bark Productions.

Martin Krieger, CEO of Studio 100 Media, says, "I am grateful and honored by the trust placed in me. It makes me happy to return to Studio 100, its amazing team and to contribute to the group's growth in this new role. My leadership will be based on fostering inclusion and diversity to further develop our strong culture. It is through diverse perspectives that we are able to meet today's audience expectations and anticipate the market needs for tomorrow."

The appointment of Martin Krieger follows the announcement of Barbara Stephen as Content CEO for Studio 100 International earlier this year, as the company continues to push forward with its global expansion strategy.



About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. The company with its subsidiaries Studio100 Film, Studio Isar Animation and m4e based in Munich, Germany, is a 100 percent subsidiary of Belgian Studio 100 NV. 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 Studio 100 Group

Studio 100 was founded as a TV production company back in 1996 and has always pursued the same goal up until today: producing engaging content which is not only entertaining, but also educational for today's children and their parents. At Studio 100, everybody believes that during childhood, children should blossom while having fun. From the company's TV series, live shows and theme parks to online games and books, Studio 100 aims to make great content accessible to a broad audience. Today, the company has grown into one of the largest independent family entertainment companies globally - with offices in Belgium, the Netherlands, France, Germany, Poland, Australia and USA.

As a group, Studio 100 has created a truly 360° approach to family entertainment combining a mix of global and local brands, like "Maya the Bee", "Heidi", "Vic the Viking" or "K3".

Studio 100's success over the last 23 years has provided the company with a deep understanding of the market's demand for quality family entertainment with characters who are easily related to and who resonate with today's values. With ongoing global success, Studio 100 works with international partners who share the same mission: making children's dreams come true.

Contact for Media:

Devika Patel
DP-PR
Mobile: +44 (0) 7773 324 159
Email: devika.patel@btopenworld.com

Carla Herzog
PR Manager Studio 100 Media
Phone: 0049 89 960 855 156
Email: carla.herzog@studio100media.com