



PRESS RELEASE

**ILBE signs an agreement with international distribution company WWPS.TV for the rights of the animated series *Baby Puffins & Bunny*, the sequel to *Puffins***

**WWPS.tv will be in charge of the distribution worldwide in over 80 countries including Amazon prime video and Apple TV**

**The three-year contract provides for total revenues from the sale of the rights up to 405 episodes of €106 million (€262,000 per episode)**

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Rome, Paris, 7 March 2022 – Film and TV production company **ILBE** (Iervolino and Lady Bacardi Entertainment), listed on Euronext Growth Milan - IT0005380602 - IE and Euronext Growth Paris - IT0005380602 - ALIE, is pleased to announce that it has signed an agreement with the international distribution company WWPS.TV for the sale of the rights to the new sequel to the animated series *Arctic Friends* and *Puffins* entitled *Baby Puffins & Bunny*, which will comprise a total of 405 five-minute episodes, divided into five seasons between 2022 and 2024.

The three-year contract envisages producing five 27-episode series a year, each one for a total of up to 405 episodes and will generate total revenues from the sale of the rights up to **€106 million (€262,000 per episode)**, with a production plan that calls for practically non-stop deliveries throughout the duration of the contract.

The agreement provides for the exclusive sale of all audiovisual exploitation rights of the *Baby Puffins & Bunny* animated series worldwide. In Italy, the sale of the rights covers **SVOD** (Subscription Video On Demand), **AdVOD** (Advertiser Supported VOD) and **RAVOD** (Reward Advertising VOD), while in Spain it is limited to SVOD. The remaining rights for Italy and Spain (mainly theatrical and television) therefore remain with ILBE.

Finally, the contract provides for non-exclusive rights to 20 **NFTs (non-fungible tokens)** per season, associated with or derived from the series, which the buyer may approve directly. NFTs, which represent the latest frontier in trade, are a special type of unique, indivisible and certified cryptographic token, which can be transferred by assignment or sale.

**Andrea Iervolino, president and founder of ILBE**, stated: *“This agreement rewards our strategic choice to continue investing in innovative formats like short content. The international success of the Puffins TV series, which featured internationally renowned artists like*



*Johnny Depp and topped the charts for most-watched content on Apple TV, has established us as a company capable of producing quality animated series for the global market”.*

As a reminder, *Puffins* the series is an animated web series, a spin-off of the animated family film *Arctic Justice*. *Puffins* also enjoyed a successful debut on Apple TV, with the first season topping the Italian family chart. *Baby Puffins & Bunny* therefore takes us back to the universe of *Arctic Justice*'s puffins. In fact, the series is a sequel to *Arctic Friends* and *Puffins*, and will comprise 405 five-minute episodes, divided into five seasons over the next three years.

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***Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, formerly known as Iervolino Entertainment (IE), founded by Andrea Iervolino, which produces TV and film content, most notably films, TV shows and animated web series. The business also operates through its subsidiaries Arte Video, Red Carpet, IES Serbia and Wepost (previously Iexchange) and has been listed on the Euronext Growth Milan exchange since August 2019, and the Euronext Growth Paris exchange since 12 January 2022. In 2020, ILBE recorded revenue of €121 million, EBIT of €23 million and a net profit of €19 million. [www.ilbegroup.it/com](http://www.ilbegroup.it/com).***

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