



PRESS RELEASE

ILBE has signed an agreement with KidsMe, the children content factory of De Agostini Group granting programming rights of the *Puffins* series

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The contract grants programming rights for 60 episodes of the successful Puffins animated series, for the first time in Italy on the DeAkids channel on air on Sky, and will last for 18 months

Rome, Paris, 15 March 2022 – **ILBE** (Iervolino and Lady Bacardi Entertainment), a company that produces film and television content (Euronext Growth Milan - IT0005380602 - IE and Euronext Growth Paris - IT0005380602 - Alie), announces that it has signed an agreement granting the programming rights to the **Puffins** animated series with **KidsMe**, the Children Content Factory of **De Agostini Spa Group** specialised in the development, production and distribution of Italian and European content for kids and families.

The partnership agreement provides for a strategic development of the product by KidsMe.

KidsMe will elaborate a comprehensive editorial strategy including an exclusive premier broadcast in Italy on De Agostini Editore's DeAkids channel and the creation by KidsMe of an original production of short clips with the exceptional duo Matt and Bise – respectively Matteo Pelusi and Valentino Bisegna – who are recognised as true authorities among Italian YouTubers.

Specifically, the contract provides for the granting of distribution rights to KidsMe, on the Italian territory, for 60 five-minute episodes of the *Puffins* series, as well as 22 two-minute original clips made by the licensee, including the creation of an original theme song.

The rights are granted exclusively for **Pay TV**, and includes non-linear rights.

Episodes are scheduled to air from 21 March 2022 on DeAkids, Sky channel 601 and on demand on the Sky platform.

ILBE's experience in animation began with the acquisition of the intellectual properties of the animated characters of the film *Arctic*



Justice, focusing on the production of serial short content with a CGI 3D animation quality that independent producers normally use for feature films destined for the cinema.

Since 2018 more than 160 Italian workers have worked on the ILBE animated series, including directors, screenwriters, storyboard artists, animators, designers and voice talent, 42.6% of whom are women.

Andrea Iervolino, president and founder of ILBE, stated: "The agreement concluded with KidsMe marks another success for the future of our animated series. When I first approached the world of animation in 2013, I realised that as an independent producer I had to focus on innovative products, exploring areas not yet covered by the big animation studios like Disney. So we embarked on the production of 'short content animation blockbusters', making top quality five-minute episodes. It is a choice that has proven to be successful because our animation works – made by Italian artists – are now distributed in 85 countries worldwide. Anticipating consumer tastes and offering innovative products has always been the right way forward for us".

Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, previously called Iervolino Entertainment (IE), founded by Andrea Iervolino, engaged in the production of cinematographic and television content including mainly films, TV shows and animated web series. The Company also operates through its subsidiaries Arte Video, Red Carpet, IES Serbia and Wepost (formerly Iexchange), and has been listed on the Euronext Growth Milan market since August 2019, and since 12 January 2022 on Euronext Growth Paris as well. In 2020 ILBE recorded revenues of €121 million, EBIT of €23 million and net income of €19 million. www.ilbegroup.it/com.

KidsMe is the Children Content Factory of De Agostini Group. KidsMe is specialized in the development, production and distribution of local and European content dedicated to the Kids and Family target which is aimed at all broadcasters and platforms interested in Kids and Family content, relying on the expertise of an Italian team of TV and entertainment specialists who have gained important experience on these targets.

For more information: <https://ilbegroup.com/>

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