



## PRESS RELEASE

### **ILBE: Euro 21 MILLION AGREEMENT TO SELL THE RIGHTS OF 3 ANIMATED FILMS**

**Ilbe signed an agreement to sell the international distribution rights of three new animated remake films of the Arctic Friends animated series to the US company WWPS.**

**The Group will keep handling the rights for Italy.**

**Rome, 28<sup>th</sup> September 2022** – ILBE (Iervolino and Lady Bacardi Entertainment), the global company active in the production of films and television content (Euronext Growth Milan - IT0005380602 - IE and Euronext Growth Paris - IT0005380602 - ALIE), announces to have signed an **agreement for the assignment of international distribution rights** to WWPS for three new animated remake films of the series Arctic Friends and Puffins. Distribution rights in Italy remain with ILBE.

The value of the agreement is Euro 21 million for all the three films, each lasting 85 minutes, more than half of which will be accounted for in the second half of 2022 and the remaining in the first half of 2023.

**Andrea Iervolino, ILBE's President and Founder**, declared: *"The use of intellectual property rights in animation products is one of the core businesses for the Group. I believe that anticipating other industry players and continuing to push innovation to meet the needs of today's consumers are always the keys to our success. In this specific case, continuing to invest in the Puffins, a series that has been a worldwide success with the involvement of great worldwide artists, allows us to enhance our presence on the market, through forms of language that are always avant-garde".*

WWPS is an American distribution company with long experience in executive production and established professional relationships with numerous companies worldwide. Most recently, WWPS launched a new division focused on the global digital distribution through major platforms such as Amazon Prime Video, Apple TV and others.

The deal confirms ILBE's commitment to the animation market through the sale of rights and the development of new processes and methodologies for series and film production. Once again, the voice cast of all the three films will be selected from among the leading talents on the international scene.

ILBE S.p.A.  
P.IVA/C.F. 11636381003  
SDI SUBM70N  
S.I.A.E. n° 213846  
iervolinoentertainment@pec.it  
www.ilbegroup.com



In the three new films, titled *Puffins a Stellar Adventure*, *The Walrus who wanted too much* and *Arctic Friends - in search of the Arctic Idol*, the beloved protagonists of *Arctic Friends* and *Puffins* will face new adventures and meet mysterious characters. *Arctic Friends - in search of the Arctic Idol* is a film inspired by the adventures of Swifty, Jade and PB, in which the mysterious explorer Adventure Goat will be introduced. *The Walrus who wanted too much* introduces young children to respect for the environment and the evil genius Otto von Walrus' evil plans to cut down all the trees in Taigasville will clash against the actions of Tic and the Impossible Puffins team committed to saving the town. Finally, in *Puffins - a stellar adventure* the protagonists will create a feature film full of action, comedy and sustainable messages such as ecological sensitivity and diversity.

ILBE S.p.A.

P.IVA/C.F. 11636381003

SDI SUBM70N

S.I.A.E. n° 213846

[iervolinoentertainment@pec.it](mailto:iervolinoentertainment@pec.it)

[www.ilbegrup.com](http://www.ilbegrup.com)

\*\*\*

Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, founded by Andrea Iervolino and active in the production of film and television content including, mainly, films, TV-shows, animated web series. The company also operates through its subsidiaries Arte Video, and Red Carpet, IES Serbia and Iexchange. ILBE has been listed on the AIM Italia market of Borsa Italiana since August 2019. In 2020, ILBE reported revenues of €120.7 million, EBIT of €22.8 million and a net result of €19.5 million. [www.ilbegrup.it/com](http://www.ilbegrup.it/com).

\*\*\*

### **For more information**

#### Investor Relations:

#### **Giorgio Paglioni**

Investor Relations Manager

M +39 335 6442260

#### **Simona D'Agostino**

Investor Relations Advisor

[simona.dagostino@hear-ir.com](mailto:simona.dagostino@hear-ir.com) [ir@iervolinoent.com](mailto:ir@iervolinoent.com)

M +39 335 7729138

#### Euronext Growth Milan:

Alantra

#### **Alfio Alessi**

[alfio.alessi@alantra.com](mailto:alfio.alessi@alantra.com)

M +39 334 3903007

#### Press Office and Financial Communication:

Comin & Partners

#### **Marta Leggio**

M +339 2306733

[marta.leggio@cominandpartners.com](mailto:marta.leggio@cominandpartners.com)

#### **Eleonora Artese**

M +338 6596511

[eleonora.artese@cominandpartners.com](mailto:eleonora.artese@cominandpartners.com)