

STUDIO 100 WINS SEVERAL LIMA GERMANY AWARDS

Munich, 22th October 2020. Studio 100 announced today that they have won two Licensing International Awards Germany, which were virtually presented yesterday, 21 October.

Studio 100 Media won the Licensor/Licensing Agent 2020 as well as the Licensing Industry Award 2020. The LIMA Licensing Industry Award is a special award that honors companies that have shaped the licensing industry over the decades. So far, this award has only been given three times in Germany - first to The Walt Disney Company in 2018, to Super RTL in 2019 and this year to Studio 100 Media.

Further to these important categories Studio 100 Media's licensee for the evergreen brand Heidi, Playmobil, won the award in the category of Best Licensed Product 2020 with the Playmobil Heidi Playset.

Joachim Knödler, Head of Licensing Studio 100 Media, comments "We are very pleased to receive these two awards. Every single person in our team has shown full commitment, and I would like to thank them for their fantastic efforts. My special thanks also goes to our long-standing licensees and trading partners with whom we continue to recognize these great projects. We see this award as an incentive for exciting and great projects in the future".

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.studio100group.com

Contact for Media

Carla Herzog
Senior Manager PR & Marketing Studio 100 Media
Phone: + 49 (0) 89 960 855 156
Email: carla.herzog@studio100media.com

Devika Patel
DP-PR
Phone: + 44 (0) 7773 324 159
Email: devika@dp-pr.com