



STUDIO 100 ANNOUNCES SALES ON UPCOMING 'MIA AND ME' MOVIE

Munich, 2. June 2021. Studio 100 Film will be presenting "The Hero of Centopia" at this year's Marché du Film. The movie, based on the internationally popular and highly successful brand and hybrid CGI/live-action TV series 'Mia and me', is currently in production and will be available at the end of 2021. "The Hero of Centopia" is a co-production between Studio 100 Media GmbH, Studio B Animation Pty Ltd., and Broadvision Services Private Ltd. Constantin Film Verleih will release the movie in Germany in 2022 following its distribution agreement with Studio 100 Media.

International sales are rapidly progressing with countries such as Spain, Poland, Bulgaria, Israel, Taiwan, and Vietnam on board. Studio 100 Film looks forward to closing more deals at the virtual Marché du Film in Cannes this July.

Studio 100 Media is also presenting the new official final key visual for the movie, featuring Mia as the heroine and introducing Iko, her partner throughout the story, as well as several new friends and a strong opponent. As an ancient prophecy entwines around the magical gem in Mia's bracelet, she embarks on an adventurous journey to the most remote islands of Centopia. There, Mia not only faces a powerful enemy but also takes her destiny into her own hands. Together with Iko, she is ready to face any challenge that comes her way.

Mia and me

Mia's tale began when her parents mysteriously disappeared after a terrible accident, presumed dead. Mia was sent to a boarding school close to Florence, Italy. One day she discovered an amazing secret: From her parents, Mia inherited an ancient book and a magical bracelet that allows her to enter the enchanting world of Centopia. In Centopia Mia is an elf and the only one who can understand and talk to unicorns living there. In the fairytale realm, she finds friends among the fantastical creatures. Always at her side are her best friends, the elves Yuko and Mo, the unicorn Onchao and the pan Phuddle. The imminent new movie recounts Mia's first theatrical adventure: She must stand up against Toxor, a monstrous evil toad. Toxor threatens Centopia and seeks to make it his personal poisonous pit. On top of that, he holds the key to her parent's mysterious disappearance...



To date, three seasons of the series recount Mia's adventures in the real world and in the fantastic world of Centopia with her elf and unicorn friends. A fourth season is currently in production and set for delivery in 2022. The series has so far sold to more than 170 countries. The movie is produced by Studio 100 Media GmbH, Studio B Animation Pty Ltd., and Broadvision Services Private Ltd. Executive Producers are Martin Krieger, Thorsten Wegener, Barbara Stephen and Sriram Chandrasekaran. Studio 100 Film acts as the international sales agent.

About Studio 100 Film

Studio 100 Film is an international, independent sales agency for upmarket children's and family movies. The Munich-based company is subsidiary of Studio 100 Media and distributes Studio 100 Media's animation feature films such as "Maya the Bee – The Golden Orb" or "100% Wolf". Besides it acts as sales agency for selected third party films. Studio 100 Film's focus is to represent a well-chosen portfolio of films internationally with the due attentiveness. For further information please go to www.studio100film.com

About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. 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. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. For more information, please go to: www.studio100group.com

Contact for Media

Joe Hofer
Manager Corporate Communications & Events
Studio 100 Media
Phone: +49 (0)89 960855-286
E-Mail: Josef.Hofer@studio100media.com

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