

MAYA THE BEE PARTNERS WITH INNOVATIVE FRENCH FOODTECH COMPANY BEE'S DREAM

Munich, 14. July 2021. Studio 100 Media has entered into a licensing agreement with French foodtech start-up Bee's dream for "Maya the Bee". The contract was negotiated and concluded by French licensing agency M.J.A. Licensing, which is representing several of Studio 100's brands in France. Bee's dream has invented a unique concept of bringing honey directly from the beehive to the table. This premium honey is produced directly, stored and packaged by the bees in easy-to-press individual portions that are recyclable and biodegradable. The concept was launched in France in early 2021 and Bee's dream is planning to expand internationally in 2022, first targeting hotels, restaurants, delicatessens, and catering services.

Bee's dream is committed to combining ethics and profitability while also focusing on innovation for the benefit of sustainable and profitable beekeeping. These themes complement very well the activities of "Maya the Bee" as brand ambassador for insect and bee protection, biodiversity, and sustainability.

"At Bee's dream, we are very proud and delighted to partner with Maya the Bee, the greatest bee ambassador ever. The values defended by Maya are the ones to jointly embrace and stand up for. Special thanks to Studio 100 who are very supportive and have constantly provided us with meaningful advice" commented Charles-Olivier Oudin, CEO of Bee's dream.

The concept of Bee's dream is as easy as it is unique: The bees themselves fix and store their honey within the beehive in individual portions (+/- 30g of honey extracted) that are ready to eat at home or on the go... The Bee's dream® device is compatible with existing standard beehives, so beekeepers don't need to modify the hives. The concept works without industrial processing, the oxidization is greatly limited, and the honey shows no crystallization, meaning it is time and energy saving for the beekeeper. In 2020, Bee's dream was awarded the French "Campus des Agricultures" prize by the Agricultural Mutations Chair at #esaconnect 2020. More sustainable products like a "Beespresso" machine designed for family honey consumption are currently in development.

Bee's dream continues to work on the development of products whose goals are always to preserve the tastes and virtues of honey, to offer traceability to the consumer and to support the environment and the bees.

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. www.studio100group.com

Bee's dream

Charles-Olivier has been working with innovative companies for 20 years while beekeeping at the weekend. In 2010, he and his wife established Miel et Safran, producing honey and saffron in Chemillé-en-Anjou, the capital of medicinal plants. At the same time, over four seasons, he installed nearly 200 beehives on the roofs of around thirty companies in Paris and the Paris region.

His ongoing research into innovative techniques for managing bee colonies in a more natural way led to the invention of the My Easy Hive concept in 2019, then the creation of Bee's dream in 2020. He works with multidisciplinary partners who share his values. Bee's dream is a company with a mission whose purpose is: "Let's use innovation to recreate the link between bees and human beings". www.en.beesdream.com/

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