

A BEE COLLABORATION: STUDIO 100 MEDIA'S MAYA THE BEE SCORES KIDS COLLECTION WITH HUMMEL

Munich, 07. September 2021. Studio 100 Media has signed a fashion collaboration with well-known Danish sports brand *hummel* for "Maya the Bee" for the German-speaking territories, Nordics and France.

For the first time ever, two "bees" are teaming up in licensing to enter a unique fashion collaboration for babies and kids. The first apparel collection will hit the stores under the *hummel* KIDS label in May 2022 with three more exciting collections planned over the following 18 months. The fashion collections will include articles of clothing such as sweaters, sweatpants, t-shirts, bodysuits and footwear with exclusive "Maya the Bee" designs created uniquely for this collaboration.

Just as *hummel* KIDS, Maya the Bee seeks to encourage children of all ages to be active every single day. Whether it's taking those important first steps, running in the playground, riding a bike to school or doing sports, *hummel* KIDS believes in an active lifestyle as a positive tool to help kids develop, not only through their motor skills but also their way of interacting and communicating with others.

Allan Vad Nielsen, CEO of *hummel*, comments with excitement: "For the very first time, two bees are coming together in perfect synergy and we are excited to share our mutual journey of bringing the joy of sport and an active lifestyle to children everywhere. This collaboration is placed at the very heart of sports making it the perfect fit for *hummel* KIDS and a crucial landmark for our international growth."

"Just like *hummel*, we also believe that the more active children are, the better they are to lead an energetic, healthy and happy life. 'Maya the Bee' shares these values in everything she represents. *hummel* is a well renowned worldwide brand and for the second year in a row it has been named Denmark's most sustainable clothing brand in the annual 'Sustainable Brand Index', consequently, this special licensing partnership is a perfect match for Studio 100 Media", Joachim Knödler, Head of Licensing Distribution at Studio 100 Media, adds.

The first products created for the babies' collection will feature a retro look, targeting mothers/parents, whereas the kids' collection will feature CGI and line art designs created from the CGI-animated TV series "Maya the Bee".

About hummel

BEFORE THE CONTRACTS, BEFORE THE AGENTS, BEFORE THE BILLION DOLLAR STADIUMS...

... there was hummel. Founded in 1923, hummel is a Danish footwear and sportswear brand with deep roots in football and handball.

hummel is one of the oldest, most dedicated team sports brands in the business and our iconic chevrons have always worked as a symbol of how we like to do things a little differently – always with a twist and (a whole lot of) character. Values that apply to the company's numerous sponsorships around the world.

IT ALL COMES DOWN TO SPORTS

Everything we do at hummel starts and ends with sports. This also applies to our different fashion sub-brands: hummel Sport Style, hummel Hive as well as our many collabs. Our popular Kids collection is also centered around sportswear – designed and produced for active play and movement.

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. www.studio100group.com

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