

STUDIO 100 MEDIA AND SONY MUSIC ENTERTAINMENT GERMANY EXTEND THEIR STRATEGIC PARTNERSHIP

Munich, 19 October 2023 - Studio 100 Media as one of the leading international independent studios for children's and family entertainment and Sony Music Entertainment Germany are extending their strategic partnership for audio entertainment products for the long term. The joint licensing agreement allows Sony Music to exploit audio play rights from Studio 100 Media under the kids and family label EUROPA. The thriving cooperation to date, in which Sony Music has successfully brought Studio 100 Media's remarkable portfolio into the digital age, will be continued.

With its EUROPA label, Sony Music Entertainment is the market leader in the German-language children's audio play segment with a market share of 53%. Audio plays, being largely unknown outside of Western Europe, are typically 40 to 45 minutes long and feature voice actors for every character, along with sound effects and music – features that distinguish them from audiobooks in which one narrator reads a story.

The agreement will continue with a library of TV classics, modern CGI series and feature films from Studio 100 Media's extensive catalogue. Over the last four years EUROPA has released a program package of well-known brands such as "Maya the Bee", "Heidi", "Vic the Viking", "Nils Holgersson", "The House of Anubis", and "Pippi Longstocking". In addition, EUROPA has also added new Studio 100 Media brands as audio plays such as the adventure-comedy "100% Wolf". The license contract includes physical and digital exploitation in Germany, Austria, and Switzerland.

"Sony Music has successfully taken our brands, both classic and new, into the digital age. I am delighted that Maya, Vic, Pippi and many other of our wonderful characters are ever-present on all major digital platforms, providing great entertainment experiences for children and their families. The partnership between our two companies has already borne fruit, and we look forward to continuing to work together to deliver high-quality children's entertainment," says Martin Krieger, CEO of Studio 100 Media.

André Mühlhausen, Senior Vice President Commercial Division GSA at Sony Music, also praises the cooperation stating: "The Studio 100 catalogue includes the great classics of yesterday and many strong brands of today. I am convinced that together we will continue to offer attractive content for the German-language audio play market in the years to come. Sony Music Entertainment is a leader in the children's

audio play segment and will remain so in the long term, thanks to strategic partnerships like this one with Studio 100 Media."

"EUROPA is a reliable partner and our joint success is reflected in the number of releases and other key activities," emphasizes Joachim Knödler, Head of Licensing at Studio 100 Media. "In addition to the existing catalogue, EUROPA has also launched new, exciting themes and brands with a lot of love and creativity. We will continue on this course in the future."

Arndt Seelig, Vice President Family & Home Entertainment at Sony Music adds, "In the past four years, our team has launched more than 500 hours of 30-minute children's entertainment from Studio 100 Media. With 132 releases so far, 89 of them right at the start, we have integrated Studio 100 Media's extensive content into the EUROPA catalogue in a very short time and brought it into the digital age. New additions include the cinema audio plays of 'Vic the Viking' and 'Maya the Bee', as well as two brand new, exclusive audio play stories of Maya and her friends. With the most recently released 'Heidi' nostalgia box and the charmingly funny production about the title character Freddy Lupin, the werepoodle from '100% Wolf', we have also fulfilled our claim of telling high-quality and loving children's stories 100%. I look forward to many new and exciting brands."

About Studio 100 Media

Studio 100 Media is a leading international production and distribution company specializing in high-quality children's and family movies and series. Based in Munich, the company represents a portfolio of well-known brands such as "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking", and "100% Wolf". Studio 100 Media further engages in international brand rights licensing and manages its own state-of-the-art production studio, Studio Isar Animation.

The company is part of the Belgian Studio 100 Group which also boasts a strong presence in the theme park industry across Belgium, Germany, the Netherlands, Poland, and the Czech Republic. For further information: www.studio100group.com

About Sony Music Entertainment

At Sony Music Entertainment, we honor the creative journey. Our creators shape movements, culture, communities, even history. And we've played a pioneering role in music history, from establishing the first-ever music label to inventing the flat disc record. We've nurtured some of music's most iconic artists and produced some of the most influential recordings of all time. Today, we work in more than 100 countries, supporting a diverse and distinctive roster of talented creators at every level and on every stage. Situated at the intersection of music, entertainment, and technology, we bring imagination and expertise to emerging products and platforms, embrace new business models, and employ breakthrough tools—all to support the creative community's experimentation, risk-taking, and growth. And we form deep, trusted, cause-based partnerships to uplift and empower communities around the world. Sony Music Entertainment is part of the global Sony family. Learn more about our creators and labels [here](#).

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