



## GD ENTERTAINMENT FUND ANNOUNCES FIRST INVESTMENTS

### Funding on four animated series from Imira Entertainment

Luxemburg. 23 September 2013. GD Entertainment Fund, a boutique investment Fund specializing in entertainment projects and digital content, has signed its first multi-project deal to co-finance a slate of original Imira Entertainment programming. The deal will complete the funding of two animated properties: **Lucky Fred** (104 x 12'); and **Bat Pat** (52 x 11') which are now greenlit for production, as well as covering a percentage of the budget for new shows **Escape Hockey** (26 x 26') and **Mondo Yan** (52 x 12') which was showcased at Cartoon Forum last week.

GD Entertainment Fund will be making its inaugural visit to MIPCOM 2013 next month seeking investment in entertainment and digital IP across all entertainment genres. This partnership marks the first investment for the Fund, and underscores its specific remit of investing in IP with global appeal, multiplatform potential and long shelf life. Established favourite **Lucky Fred** is now in its second season, with a unique geo-localised app, brand new show **Escape Hockey** features an innovative 'watch & play' technology, **Bat Pat** is based on the best-selling books of the same name and **Mondo Yan** represents the best of 3D CGI animation.

Julio Fraile, co-CEO and General Managing Partner of GD Entertainment, commented on the deal saying: "We are very pleased to announce our first tranche of investment, and see fantastic potential in our partnership with Imira Entertainment across these series. The company has a strong track record and this IP demonstrates just the type of long-term global opportunities we are looking for."

Co-CEO and General Managing Partner Jesús Adrián added: "We are heading to MIPCOM looking to extend and diversify our portfolio with IP from a variety of genres and sources. This deal signifies a strong start for GD Entertainment Fund."

Sergi Reitg, CEO of Imira Entertainment, added: "We are proud to have been selected as the first partner for GD Entertainment Fund and look forward to a successful and fruitful collaboration. The financial investment in four titles from our development and production slate is fantastic news as we head to MIPCOM and Brand Licensing Europe where we will be looking to sign strong partners for the properties including additional broadcasters and licensing deals."

**Lucky Fred** (104 x 12') is an original Imira Entertainment animated co-production with GD Entertainment Fund, Televisió de Catalunya, Rai Fiction, Telegael and GSW Animation. It's already sold in over 165 territories and dubbed in 26 languages. There is a companion app to the show which makes use of geo-localized interactive technology so fans can embark on Fred's adventures in their own neighbourhoods, and the series is set to return for a second season.



Based on the successful book series of the same name, **Bat Pat** (52 x 11') is a spooky animated adventure-comedy that proves the supernatural isn't always evil – just misunderstood. The series is a co-production with partners Atlantyca Entertainment, Italy's premiere trans-media entertainment company and Inspidea, an award-winning digital animation company in Malaysia with the participation of Rai Fiction and TVE.

Aimed at 6-12 year olds, **Escape Hockey** (26 x 26') is a blend of comedy and space adventure that tells the story of Dan, who is abducted along with his friends to the planet named Plutonium. The only way for him to go back home is to win the great Escape Hockey Tournament, the biggest sporting event in the galaxy, where the most dangerous inmates battle it out for the ultimate prize - their freedom! The series will be produced in the innovative "Watch & Play" format that combines animation with videogames that are integrated in each chapter allowing kids' real-time interactivity. The series is co-production of DQ Entertainment, TVE, Imira and GD Entertainment Fund.

**Mondo Yan** (52 x 12') tells the story of three teenage heroes, chosen to save the mystical world they call home. Xia, a brave samurai who can master anything but his teenage life, April, a free-spirited warrior obsessed with dancing, and Pai, a clumsy rodent convinced he's the world's most lethal Ninja. The project was chosen and presented for the 2013 Cartoon Forum selection.

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**Notes to editors:**

**About GD Entertainment and GD Entertainment Fund - Pursuing a smarter goal**

GD Entertainment Fund S.C. A. , SICAV - FIS is a closed investment fund, located in and subject to the regulations of Luxembourg, managed by GD Entertainment Fund Management S. ar.L. through parent company GD Investment Fund (GDIF).

GDIF is made up of a team of professionals with proven experience in the international finance sector as well as specific interest in sectors of investment, alongside a team of specialist external consultants bringing maximum professionalism, efficiency, transparency and security to its operations.

**About Imira Entertainment:**

Barcelona, Madrid and Vitoria based Imira Entertainment [www.imiraentertainment.com](http://www.imiraentertainment.com) is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films.