



## **TOONZ ENTERTAINMENT ENTERS INTO AGREEMENT TO ACQUIRE IMIRA ENTERTAINMENT**

### **Joined businesses to exploit international production and distribution synergies**

MIPCOM, 13 October 2014: Toonz Entertainment, a preeminent content and animation company which incorporates flagship division Toonz Animation in India, has entered into an agreement to acquire 100% of Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, P. Jayakumar, CEO of Toonz Animation and Sergi Reitg, CEO of Imira Entertainment announced today. The transaction is set to be finalised on completion of due diligence.

The far-reaching agreement will see Imira continue to operate as a separate production and distribution entity with its existing management structure, but the companies will jointly exploit the opportunities and synergies created by the acquisition to offer combined content creation strength and global distribution.

Imira will handle television and licensing rights for Toonz Animation-produced content in regions where it has an established foothold including Europe, US, Latin America and Africa with Toonz utilizing its relationships in Asia and Pacific territories on behalf of Imira.

Imira will also benefit from investment and production partnership potential from its parent company. Toonz Animation is a flag-bearer for Indian animation and the oldest and largest animation company in the territory. It is also the number one animated content provider in region, as well as a sought after partner for some of the biggest names in global media and entertainment including Disney, Universal, Turner Broadcasting, Sony, BBC, Lionsgate, Marvel and Nicktoons.

P. Jayakumar, CEO of Toonz Animation said: "Adding Imira Entertainment to the Toonz Group brings significant complementary services and areas of expertise to our offering. Sergi and his team have a tremendous track record and we look forward to working with them to leverage our combined strengths."

Sergi Reitg, CEO of Imira Entertainment adds: "Toonz Animation has a world-class pedigree in television and film. It is an exciting home for Imira Entertainment and a natural fit, and we are looking forward to working with our new colleagues to maximize the potential of our partnership."

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## Notes to editors:

### **About Toonz Animation**

Toonz Animation India Pvt. Ltd a major provider of animation to the top US and European producers, is one of South Asia's most admired animation studios. Founded in 1999, Toonz's client list includes the biggest names in media and entertainment like Marvel, Hallmark, Paramount, Disney, BBC and Cartoon Network. Toonz Animation offers its world-wide clientele end-to-end animation services including 3D animation, 2D animation (digital and traditional), Flash, Stop Motion and VFX on a full spectrum of media platforms. The Animation Magazine has heralded the company as one of the top-ten multimedia studios in the world. The sprawling, 18,000 sq ft state-of-the-art studio is based in the electronic city of Technopark in Trivandrum. Over 300 artists work in this facility staffed with top creative professionals from across the world.

Its parent company **Toonz Entertainment Pte, Singapore** is a global entertainment company producing, financing, selling and distributing feature films, television series and DVD products in both live action and animation genres. The Group also incorporates distribution division **Toonz Entertainment LLC, USA** based in Los Angeles. Toonz Entertainment USA specializes in the world-wide sales and distribution of animated feature films, direct to video content and television series.

For more info: [www.toonz.co](http://www.toonz.co)

### **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.