



Press Release

Paris, September 16th 2016

Xilam appoints new agent Dream Theatre in India for flagship brand *Oggy & the Cockroaches*

Xilam, the award-winning, animation Production Company, today announces the appointment of a licensing agent for India, Dream Theatre, to represent its flagship global children's brand, ***Oggy and the Cockroaches***, on a two-year agreement. The agency will represent Oggy across all consumer products categories and brand promotion. ***Oggy & the Cockroaches*** is one of India's leading children's TV performers and airs both on Cartoon Network and Nickelodeon; the appointment of Dream Theatre creates a strong foundation for developing both a consumer products proposition, and the fifth season of the series which will premiere in the Fall of 2017.

Dream Theatre was appointed by Xilam for its expertise and knowledge in representing iconic brands in South Asia and has a highly experienced team of licensing and FMCG experts who will handle all consumer products goods and brand promotions for ***Oggy & the Cockroaches***. The brand targets 6-11 year olds, and suits licensees across all key categories due to its broad appeal as a format of slapstick comedy with no dialogue. The agency agreement substantiates Xilam's business strategy to expand its consumer products activities for its flagship property, and follows on from the appointment of Marie-Laure Marchand to head a new licensing division within the business earlier this year. Oggy's popularity and successful ratings in France, Italy and South Asia create a natural growth platform in licensing, and sit in parallel with the launch of Season 5 which will premiere on Cartoon Network Asia in Fall 2017, and be followed by Seasons 6 and 7 in 2018.

The Oggy brand is now distributed in more than 160 countries world-wide, watched in 600 million homes, has an internet audience of three billion total videos viewed on YouTube, as well as three million fans on Facebook.

Over four action-packed seasons and 300 episodes, Oggy has relentlessly battled three mischievous cockroaches. In Season 5, viewers discover the clash between Oggy and the roaches is still ongoing and the action packed storylines see him travel back in time through the ages with icons such as Caesar, Leonardo da Vinci and the Cyclops, as well as rocketing forward into the year 3000. Seasons 6 and 7 will comprise a mix of brand new episodes along with full remakes of classic stories from seasons 1 and 2, all produced in 4K.

Marie – Laure Marchand, Senior Vice President of Global Licensing at Xilam comments: *“We are delighted to have secured this partnership agreement with Dream Theatre; we know their experienced licensing team will capture the essence of Oggy and the key characters in a range of products that will engage the fans of today as well as tomorrow. Asia is a key growth market for our business and it was important we appointed who shared our vision and passion for the brand.”*

Jiggy George, Founder and CEO, Dream Theatre adds: *"Oggy's continued success on television has made it one of the top rated kids programmes in India and it is a much sought after brand for networks as a show that drives up ratings, bearing testimony to its power and popularity. Dream Theatre is proud to work with Xilam and bring Oggy licensed merchandise to its huge legion of fans in India."*

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About Xilam

Xilam is one of Europe's leading animation companies, producing and distributing original children's and family entertainment content in both 2D and CGI formats across TV, film and digital media platforms. Founded in 1999 by Marc du Pontavice, the award-winning Paris-based company owns a catalogue of more than 2,000 animated episodes and 3 feature films including strong brands such as Oggy & the Cockroaches, Zig & Sharko, The Daltons, Rolling with the Ronks and its first pre-school property, Paprika.

Broadcast in over 160 countries on all the major global children's TV networks, these series are also breaking records on all the major digital platforms, including YouTube with over 250 million views per month, ranking Xilam as one of the top global content providers in animation.

Xilam employs more than 400 people, including 300 artists, who are based across its four offices and studios located in Paris, Lyon, Angoulême and Hô-Chi-Minh Ville in Vietnam.

About Dream Theatre

Dream Theatre is the premier brand management and licensing company in South Asia that builds, represents and distributes iconic brands in the Entertainment, Sports and Fashion space. Dream Theatre represents; Angry Birds, DreamWorks Animation, Twentieth Century Fox, Pokemon, Real Madrid, FIFA 2018 amongst other brands for Licensing and Merchandising in India and South Asia. Dream Theatre owns brands Beebop and Joshua Tree.

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