



Amazon Prime Video India enters exclusive agreement with Xilam Animation to become its subscription partner for streaming the immensely popular *Oggy & the Cockroaches*, *Zig & Sharko* and many more animated kids' series

~ All existing and upcoming Seasons of the top-rated show 'Oggy & the Cockroaches' are exclusively available on Amazon Prime Video ~

~ Prime members also have access to Xilam Animation's vibrant content library with hundreds of TV episodes available to Indian kids including 'Floopaloo Where Are You', 'A Kind of Magic', 'If I Were An Animal', 'Paprika' and 'The Daltons' ~

~ Amazon Prime already offers unlimited free fast delivery on India's largest selection of products, early access to top deals and more benefits for an unparalleled shopping experience ~

MUMBAI – January 10, 2017 - (NASDAQ:AMZN) - Amazon and Xilam Animation today announced a multi-year content deal that makes Amazon Prime Video India the exclusive subscription streaming home of all four existing and three upcoming seasons of the immensely popular animated series '*Oggy & the Cockroaches*' and '*Zig & Sharko*'. Prime members in India now also have access to Xilam Animation's vast library of top-rated shows like '*Floopaloo Where Are You*', '*A Kind of Magic*', '*If I Were An Animal*', '*Paprika*' and '*The Daltons*'.

"Amazon Prime Video India is delighted to partner with Xilam Animation, creators of the world-famous animated series, '*Oggy & the Cockroaches*' that continues to entertain kids for nearly 20 years", said **Nitesh Kripalani, Director and Country Head, Amazon Video India**. "This is an important milestone in the journey to offering the best kids' entertainment to our Prime members."

"Xilam is proud of the growing success of its animated characters in India, with Oggy leading the pack for many years now. As we prepare for the future, and the new ways content is used within the family, it is essential that we find the right partners to facilitate our expansion into the digital world. That's why we are so thrilled to be entering into this agreement with Amazon Prime Video since we value so highly their expertise in subscription streaming. As a multi-year deal this is a great step for Xilam as we look forward to watching the special bonds that our characters have developed in the hearts of millions of Indian kids, grow bigger and stronger." said **Marc du Pontavice, Xilam Animation**.

First aired in 1998, '*Oggy & the Cockroaches*' is a French animated comedy series tracking the prankish misadventures and confrontations between a chubby cat named Oggy and three pesky roaches: Joey, Dee Dee and Marky. The fifth season will explore the ongoing rivalry in a new way by tracking Oggy through the ages for historical hilarity. Seasons 6 and 7 will comprise a mix of brand new episodes along with full remakes of classic stories from Seasons 1 and 2.

'Zig & Sharko' is about a hyena named Zig who lives on a volcano island with his crab pal, Bernie, and plots against a beautiful mermaid, Marina, whom he wants to eat. Sharko is a shark with a lot of muscle and who loves to sabotage the hyena's every move.

Amazon Prime already offers unlimited free One-day and Two-day delivery to over 100 cities on eligible items from India's largest selection of products, 30 minutes early access for members on top deals and more benefits for an unparalleled shopping experience. Customers who are not already Prime members can learn more about the program at www.amazon.in/prime

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About Xilam Animation

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 1995 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, notably YouTube with over 2.2 billion views in 2016, ranking Xilam as one of the top global digital content providers in animation.

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

Xilam listed on the Euronext Paris / Ticker: XIL / ISIN code: FR0004034072

Xilam eligible for the PEA-PME.

