



Paris, September 14, 2021

Building on a decade of success for its programs in the Asia Pacific region, Xilam is picking up the pace of growth with expansion into China

*The studio recently inked a deal with Sony Pictures Network for distribution of its *Oggy and the Cockroaches* franchise in India, and one with Tencent in China for *Chicky 2*.*

Programming from the Oscar-nominated French animation studio, Xilam continues to garner success in the Asia-Pacific region, especially India, one of the Group's key markets.

There, the *Oggy and the Cockroaches* franchise has grown in popularity season after season, distributed variably—and sometimes simultaneously—by the Disney Channel, Nickelodeon and Cartoon Network. This year, it will be returning to Sony Pictures Network (SPN), which has acquired rights to all seasons of the “classic” *Oggy and the Cockroaches* series. The show will be broadcast on the pay-TV channel *Sony YAY!* starting on October 11th, ensuring the brand's longevity.

On the strength of its seven seasons, the franchise has risen to the level of *Tom & Jerry* and *Doraemon*, two other flagship properties. All three have dominated ratings to the point of now being must-have shows for their broadcasters.

Similar positive momentum can be seen elsewhere in Asia, where Xilam has added to its laurels with significant wins. The studio has signed a global agreement with Nickelodeon for the television rights to both seasons of *Athleticus* in the Asia Pacific region. ABC Australia also acquired 90 episodes of *Athleticus*. South Korea has been under Xilam's spotlight with a raft of new collaborations: Daekyo TV with *Lupin's Tales* and *Tangranimals*, EBS with *Mr Magoo*, Jei TV with *Coach Me if You Can*. In Malaysia, seasons 2 and 3 of *Chicky* have been on Astro Ceria since December.

Xilam Animation

57, boulevard de la Villette – 75010 Paris – FRANCE / Tél : +33 (0)1 40 18 72 00 / www.xilam.com
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A
TVA: FR62423784610





An ambitious plan for distribution via YouTube

Xilam's growth is also made possible by its very complete offer of programming on YouTube. The 15 billion views milestone was reached at the end of Spring 2021 which represents approximately 50% of Xilam group's total viewership.

In India, the YouTube channel for *Oggy and the Cockroaches* dubbed in Hindi—*Oggy Hindi*—has a monthly viewership of 200 million, with 5 billion views since launch. Meanwhile, other Xilam brands, such as *Zig and Sharko* (circa 100 million monthly views in the region) or *Chicky* (circa 15 million monthly views in the region) are continuing their ascent.

The studio is taking off in China

The Group's prospects are also excellent in China. Last year, Xilam partnered with Alibaba's video streaming platform, Youku, to co-produce its new 2D and 3D preschool animated series *Lupin's Tale* which was number 2 of Youku's new content during the two weeks of the series launch. In addition to this series, Xilam and Youku are currently developing a range of derivative products for the Chinese market, with an initial focus on educational products.

The third-best performing of Xilam's programs on YouTube, *Chicky* is also strengthening the Group's position in China, becoming the 4th largest launch of a children's animated series for Tencent in 2021 first half. In addition, the studio has signed agreements with Tencent and with the digital platform iQiyi for the launch of *Chicky 2*.

This strong momentum throughout the Asia-Pacific region confirms Xilam's forecast that its catalogue revenues will increase sharply in 2022, as announced with the publication of its half-year revenues on July 22nd.

About Xilam

A major player in animation, Xilam is an integrated studio founded in 1999 that creates, produces and distributes original programmes in more than 190 countries for both children and adult audiences. Xilam content is broadcast on television, and is also available on SVoD platforms including Netflix, Disney+, Amazon and NBC Universal, and ADVoD streaming platforms including YouTube and Facebook. With its creativity and capacity for innovation recognised worldwide, and editorial and commercial expertise at the cutting edge of its industry, Xilam is positioned as a key player in a fast-growing market. Each year, Xilam builds real successes and capitalises on its powerful historical brands including *Oggy and the Cockroaches* and *Zig & Sharko*, as well as new properties such as *Oggy Oggy* for a preschool audience, *Moka*, *Mr. Magoo*, and Academy Award® nominated adult feature film *I Lost My Body*. Xilam's expanding and strong catalogue now consists of over 2,200 episodes and three

Xilam Animation

57, boulevard de la Villette – 75010 Paris – FRANCE / Tél : +33 (0)1 40 18 72 00 / www.xilam.com
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A
TVA: FR62423784610





feature films. In 2019, Xilam acquired Cube Creative, a studio providing the company with unique expertise in 3D and computer generated images. Xilam employs more than 500 individuals, including 400 artists, across its studios in Paris, Lyon, Angoulême and Ho Chi Minh in Vietnam.

Contacts

Marc du Pontavice – Chairman and CEO

Arnaud Duault – Chief Financial Officer

Tél : +33 (0)1 40 18 72 00

Agence SHAN - Alexandre Daudin / Guillaume Duhamel (Media Relations) / Aliénor Kuentz (Investor Relations)

Tel : +33 (0)6 34 92 46 15 / +33 (0)6 13 81 00 92 / +33 (0)6 28 81 30 83

Xilam Animation

57, boulevard de la Villette – 75010 Paris – FRANCE / Tél : +33 (0)1 40 18 72 00 / www.xilam.com

Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A

TVA: FR62423784610

