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Xilam Animation Secures Master Toy Partnership with Simba Dickie Group for *Oggy Oggy*

- *Toy range based on new preschool property launching in Europe from Autumn/Winter 2022*

Academy Award®-nominated French animation studio Xilam Animation has signed Simba Dickie Group as the master global toy partner for its colourful new preschool property, *Oggy Oggy*. Set to debut in Autumn/Winter 2022, the range will target kids aged 3-6 years and span plush, figurines, playsets and accessories, vehicles, collectibles and sand buckets. The collection will initially be available in France, Italy, Germany and the UK, before being extended into Poland and Spain for Spring 2023 and then into additional territories.

Created by Xilam Animation's Jean Cayrol and Cédric Guarneri, *Oggy Oggy* (156 x 7') is a playful new CG preschool spin-off to Xilam's iconic *Oggy and the Cockroaches* franchise. The non-dialogue CG animation sees a young Oggy freed from the ceaseless tyranny of the cockroaches and living in a fantasy world inhabited by a vibrant community of cats. The first season debuted globally on Netflix in August 2021 and from September 2022, the series' presence will extend with launches on an expanding line-up of broadcasters, which currently includes Super RTL (Germany), Discovery (Italy) and France Télévisions (France).

Capucine Humblot, Head of Licensing and Merchandising at Xilam Animation, said: "The magic of the *Oggy Oggy* series comes from its toyetic nature and the playful promise we make to audiences that the heroes they enjoy on screen will look exactly the same as the merchandise they'll soon be able to play with. With Simba Dickie Group, we've found the ideal partner to capture the charming world of *Oggy Oggy* and know that their vast expertise, innovative approach and high-quality products will result in a toy offering that stimulates young imaginations and creativity, as well as giving fans a chance to recreate their favourite stories at home."

Xilam Animation

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Werner Lenzer, Licensing and Strategic Development Manager at Simba Dickie Group, added: “*Oggy* is an outstanding new preschool property which fascinated us from Xilam’s very first presentation. The colourful design, storytelling full of humour and positivity makes *Oggy Oggy* so special and we know kids all over the world will love it. The team at Simba Toys is looking forward to developing a toy line for *Oggy Oggy* which will bring all the fun of the series into children’s rooms.”

Building on the Simba Dickie Group toy range, Xilam is assembling a cross-category merchandise offering for *Oggy Oggy* with a focus on games, publishing, gifting and apparel among others.

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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 AVoD streaming platforms including YouTube and Facebook.

With its creativity and capacity for innovation recognised worldwide, as well as 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, *Mr Magoo* which has a second season in production, 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 feature films.

Furthermore, Xilam’s acquisition of Cube Creative’s in 2019, provides the company with unique expertise in 3D and computer-generated imagery, alongside a programming portfolio that offers entertainment for families worldwide, with series such as *Where’s Chicky?* and *Athléticus*.

Xilam employs more than 500 individuals, including 400 artists, across its studios in Paris, Lyon, Angoulême and Ho Chi Minh in Vietnam.

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About Simba Toys

Simba Toys is part of the internationally successful Simba Dickie Group and was founded on 1 May 1982 by Fritz Sieber and his son Michael. Simba Toys, with its comprehensive product range, is one of Europe's leading toy manufacturers and retailers. It has almost 30 brands and a strong license list, and strives constantly to encourage, inspire and entertain kids.

About SIMBA DICKIE GROUP

As one of the top five toy manufacturers in Europe, the SIMBA DICKIE GROUP operates internationally with a workforce of 2,950 people. The family-owned company, founded by Fritz and Michael Sieber in 1982, recorded sales of €715m in 2020. The Group's product range now comprises more than 4,000 exciting items, from the popular BIG BOBBY CAR and Schuco collector's models to the dress-up doll Steffi Love from Simba Toys, wooden building blocks from Eichhorn and toy cars from Majorette and Dickie Toys. The Group's corporate philosophy can be described in five words: We love to make toys. This guiding principle is reflected in the values responsibility, authenticity, innovation, quality and service.

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