

ZAPF CREATION'S HEIDI PRODUCT RANGE IN STORES FROM AUGUST

Munich, July 21, 2020. From August 2020 the complete Heidi product range of Zapf Creation will be available in stores starting in Germany and Austria. Zapf Creation and Studio 100 Media as rights owner support the product launch with marketing measures.

Zapf Creation will place non-linear TV ads in September and October and at the same time ads in the relevant parenting magazines. In addition, there will be a beautiful Heidi display to accompany the launch of the products, which will show all products in a sales-promoting way and will include a colourful flyer that presents the products in detail. Still in July a big raffle including a trailer on Studio 100's own TV channel Junior TV at Sky in Germany will start with an extension into social media. In the second half of the year, the products will be presented to fans in Panini's official Heidi magazine and further social media activities will promote the products.

Zapf Creation will launch a total of five products - one Heidi soft doll with talkback function, 30cm tall, two cuddly Heidi and Peter soft dolls, 30cms tall, and two cuddly toys, the St. Bernard Josef (20cm) and a goat (15cm). The sweet dolls are manufactured in a completely new production process. Thus the doll receives a three-dimensional natural appearance and remains thereby soft and cuddly. As the dolls wear plastic shoes, they can even stand tall.

Studio 100 Media and Zapf Creation have signed an extensive international license agreement for CGI brand "Heidi". The multi-year agreement covers the rights in German-speaking territories, France, the UK and Ireland, Russia, Poland, Scandinavia, Benelux, the Czech Republic and Slovakia.

Zapf Creation AG

Setting free a child's imagination

Founded in 1932, the Zapf Creation AG is presumed to be Europe's leading manufacturer of playdolls, function dolls and accessories. The branded play concepts, especially BABY born® and Baby Annabell® are sold worldwide in over 65 countries. All brands of Zapf Creation have a high standard of quality, design, safety and play value.

For more information: www.zapf-creation.com

Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. www.studio100group.com

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